



CALL TO ACTION: TOURISM BODIES

Subject: Water connects us all - World Bathing Day, June 22, 2020

Dear tourism industry colleagues,

In this unprecedented time, a moment has come for us to stand together by celebrating our common connection to water and wellbeing. On behalf of the Global Wellness Institute's Hot Springs Initiative, FEMTEC and the Board of the Bathe the World Foundation, we invite you to join us in celebrating the annual World Bathing Day on June 22, 2020.

In 2019, 23 countries participated in this unifying global celebration. This created a reach in excess of 650,000 people through Instagram. In 2020, despite the tight timeframe and significant challenges at hand, we invite you and your team to simply do your best. Due to our approach through social media, World Bathing Day is an excellent opportunity to promote domestic travel in your region, state or country.

Here's how you can get involved this year:

- (1) Identify COVID-19 safe bathing destinations in your region. These may range from hot springs to saunas and sea baths.
- (2) Promote these destinations in the lead up to World Bathing Day June 22 through your communication channels.
- (3) On June 22, post a hero bathing photo (preferably at sunrise) on Instagram with the hashtag #worldbathingday

To help you plan your day, we've attached a simple toolkit. For more information, you can also visit our website [here](#).

We understand that for some operators, full participation may not be possible in 2020. For those which are able, we look forward to bathing with you on June 22!

Warm regards,

Dr Marc Cohen
[Bathe the World Foundation](#)
Chairman

Charles Davidson
Global Wellness Institute
[Hot Springs Initiative](#)
Chairman





[FEMTEC](#)
Vice-President

