



World Bathing Day, June 22,2020

STRATEGIC OVERVIEW

Goal:

Keep the global hot springs and bathing community connected despite the uncertainty of the COVID-19 pandemic.

Audience:

Bathing destinations, tourism bodies and bathing enthusiasts

Call to Action:

Post bathing photos on Instagram with the hashtag #worldbathingday

Bathe with care:

Due to the COVID-19 pandemic, the Bathe the World Foundation asks all participants to follow local restrictions to ensure a safe bathing experience for everyone. For example, social distancing guidelines. Water is sacred, so we also ask that all participants respect the communities, cultures and ecosystems which make their favourite bath special and unique.

Information points:

<https://worldbathingday.org/get-involved/>

Instagram #worldbathingday

Partners

Global Wellness Institute Hot Springs Initiative
FEMTEC World Federation of Hydrotherapy and Climatotherapy
Peninsula Hot Springs Group, Australia & New Zealand
Glen Ivy Hot Springs, USA

2019 EVENT SNAPSHOT

Countries which participated:

New Zealand, Australia, Japan, Vietnam, Thailand, Philippines, India, Russia, Finland, Sweden, Iceland, Ireland, England, France, Italy, Greece, Switzerland, Czech Republic, Romania, Hungary, Iran, South Africa, USA (23 countries)

Approximate reach:

Over 650,000 people through Instagram

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BATHE THE WORLD
FOUNDATION