



TOOL KIT – Tourism Bodies

HOW TO GET INVOLVED

World Bathing Day is an excellent opportunity to promote domestic regional travel.

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

Stay connected:

Follow us on Instagram @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.

ATTACHMENTS

World Bathing Day Logo – available at <https://worldbathingday.org/resources/>



BATHE THE WORLD
FOUNDATION