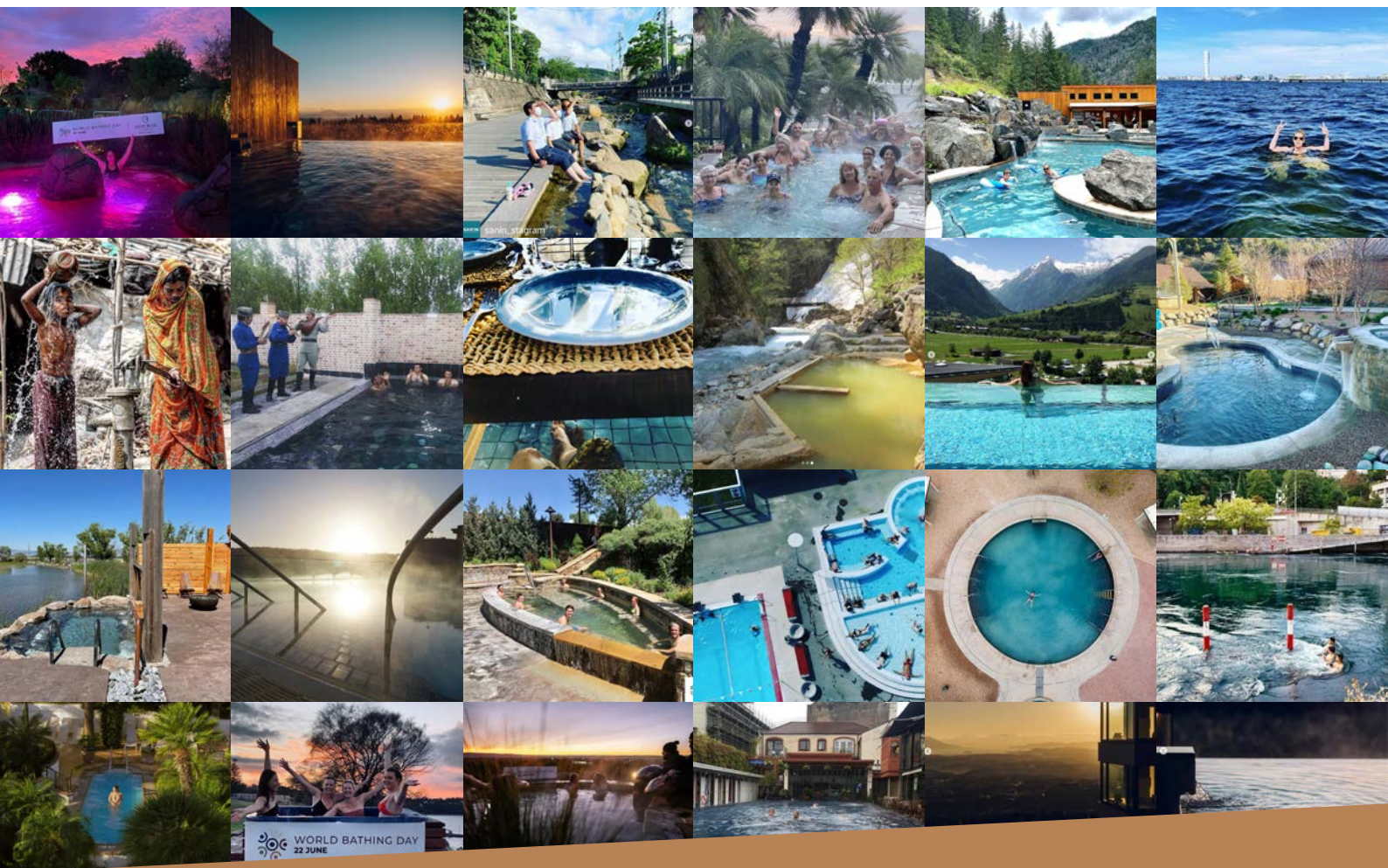




WORLD BATHING DAY

22 JUNE 2022



EVENT TOOLKIT

A guide for bathing facilities and local organisers



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About World Bathing Day

On June 22, people around the planet are invited to celebrate humanity's common connection to water through the practice of bathing. The simple act of immersing oneself in water has the power to break down barriers between people of different backgrounds and to bring communities closer together. At this time of change and disruption, bathing reminds us of the interconnections between the wellbeing of our communities and the wellbeing of our planet.

2022 theme: Healing Together

*There is no more important time than now,
For us to come together as a global community; and
To unite through our shared connection to water,
To celebrate and revive our cultural traditions, and
To share stories of experiencing harmony with Nature.*

Now is a time of reconnection, reuniting and rebirth for our global community. So, we are delighted to share this year's theme 'Healing Together'.

The simple act of immersing oneself in water has the power to break down barriers between people of different backgrounds and to bring communities closer together.

Get involved

Share your local bathing place
– post a photo on social media!

STEP 1: TAKE A PHOTO

On June 22 2022, we're inviting people around the Planet to post a photo on social media that celebrates their favourite local bathing place and make the World Bathing Day pledge. All images will then be added to the official World Bathing Day 2022 poster.

STEP 2: MAKE THE PLEDGE

Copy & paste the pledge below into your social media post.

'Bathe Together, Breathe Together, Heal Together'

As part of World Bathing Day 2022 I/we:

1. Celebrate and respect humanity's cultural differences
2. Promote international understanding through bathing
3. Don't take for granted the privilege of access to healthy waterways and advocate for universal access

Signed,
[INSERT YOUR NAME]
[INSERT YOUR BATHING PLACE]
#worldbathingday #healingtogether'



Past #worldbathingday examples

2019



Mataranka Thermal Springs
Northern Territory, Australia

Accounts Reached: -
Content interactions: -
Likes: 28



Maruia Hot Springs
South Island, New Zealand

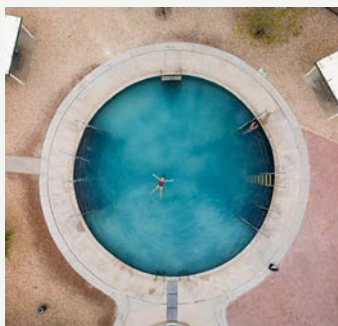
Accounts Reached: -
Content interactions: -
Likes: -

2020



Floating Sauna Lake Derby
Tasmania, Australia

Accounts Reached: 1018
Content interactions: 44
Likes: 44



Lightning Ridge Bore Baths
New South Wales, Australia

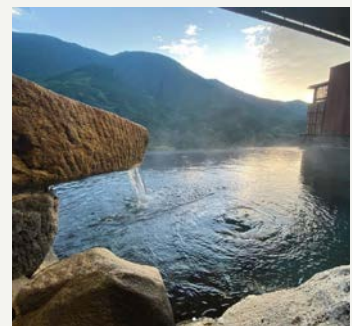
Accounts Reached: 814
Content interactions: 70
Likes: 45

2021



Metung Hot Springs
Victoria, Australia

Accounts Reached: 232
Content interactions: 48
Likes: 44



Hakone, Japan

Accounts Reached: 199
Content interactions: 37
Likes: 34



GLOBAL SOUND BATH LIVE

The Global Sound Bath celebrates humankind's connection to music and water as part of our annual World Bathing Day event. In its second year, bathing locations will be invited to collaborate with local musical artists and host live performances for their communities.

While locals enjoy the music in-person, live streaming on social media will allow followers around the Earth to virtually experience the diverse musical offerings. This is an opportunity for us to reconnect and heal together through our shared passion for water, music, sound, rhythm and movement.



Get involved

BATHERS

Tune into the **Global Sound Bath live**.

There are two ways that you can get involved in 2022:

1. Ask your local bathing facility if they're organising an event.
2. Join the Global Sound Bath Live – streamed across our social media channels, our virtual concert program will follow the path of the sun around the planet from east to west, and celebrate the many and varied musical expressions and bathing locations we love and wish to share with our broader community around the globe.

Stay tuned in for program updates [here](#).

BATHING OPERATORS

Register your Global Sound Bath musical event

Bathing facilities are invited to collaborate with leading local musical artists and to host live performances for their communities.

So that we can coordinate and amplify these amazing performances, we invite you to register your plans with our team. We'll work together to help share your live streams and social media stories through our Instagram, Facebook and WeChat accounts. That way your local community and the broader World Bathing Day community can enjoy the experience.

Register via our [website](#) and tech guide available [here](#).

Stay up-to-date on all Global Sound Bath program details at worldbathingday.org/global-sound-bath



Do it yourself

Tips on how to plan your own wild bathing or floating sauna experience for World Bathing Day





Do it yourself

Tips on how to plan your own onsen bathing experience for World Bathing Day

Take off your kimono, pre-wash yourself by the shower stools and then carefully step into a steaming onsen. You find space to relax, recharge and heal.





Do it yourself

Tips on how to plan your own hot spring bathing experience for World Bathing Day

Picture yourself enjoying the tranquility of nature, where all of your senses feel enlivened. The sounds of different languages from humans, birds, frogs and animals create an unforgettable atmosphere.





Do it yourself

Tips on how to plan your own sound bathing experience for World Bathing Day

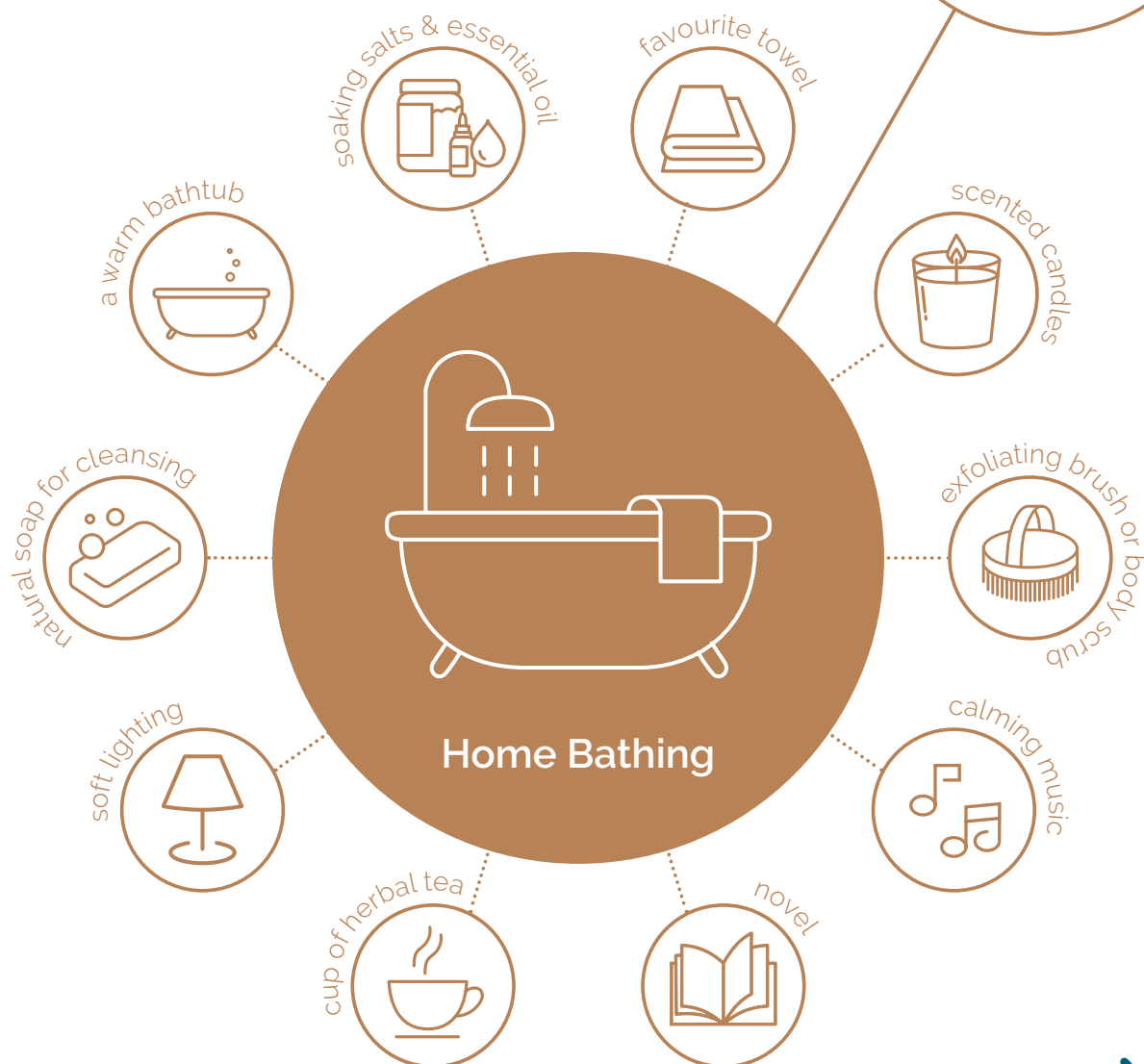




Do it yourself

Tips on how to plan your own home bathing experience for World Bathing Day

In the comfort and privacy of your own home, find the pleasure of drawing your bath, lighting a scented candle and taking the time to truly relax.





Do it yourself

Tips on how to plan your own urban bathing experience for World Bathing Day

Swimming in the middle of your home city, there's nothing quite like it! You're not bound by the walls of a pool. It just feels like you're part of nature.



Images courtesy of Bjarke Ingels Group, JDS





Do it yourself

Tips on how to plan your own forest bathing experience for World Bathing Day



Images courtesy of Zach Reiner





Bathing Culture Profiles

Celebrating the diversity of global bathing traditions and expressions - from hot springs and mineral springs, to saunas and hammams, sea bath, harbour baths, waterfalls, lakes and waterways of all kinds, even home bath tubs!

Chongqing, China 中国重庆

Region: Chongqing, China 中国重庆

Predominant bathing practice: Hot springs 温泉

Description:

Within the 82,400 square kilometers of Chongqing, there are 10,000 square kilometers of hot spring distribution areas, 560 million tons of hot spring water reserves and 1.21 million tons of hot spring water available per day. Chongqing's hot spring tourism experiences are mainly focused on leisure tourism.

There are over 40 different hot springs experiences including: hot spring resorts, hot spring hotels, hot spring water parks, hot spring spa clubs, hot spring homestays, hot spring villas and others. In 2020, around 20 million tourists experienced hot springs in Chongqing, generating around 10.3 billion yuan for the region (~1.5 billion USD).

在中国重庆8.24万平方公里范围内，已探明的温泉分布区域有1万平方公里，已经探明的温泉水储量为5.6亿吨，日可开采温泉资源量为121万吨。重庆温泉旅游产品以休闲旅游型为主，产品形

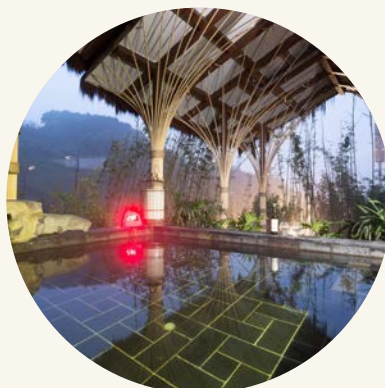
态有温泉度假村、温泉酒店、温泉水乐园、温泉水疗会所、温泉民宿、温泉山庄等多种形式，共40多个。2020年重庆温泉旅游接待游客约2000万人次，实现温泉旅游总收入103亿元。

Recommended resources:

- eChina Cities
- China Daily

Destination examples:

- Sheenjoy Hot Spring
- Ronghui Hot Spring
- Tongjing Hot Spring
- Jingangbei





Bathing Culture Profiles (*continued...*)

United States of America (USA)

Country: United States of America (USA)

Predominant bathing practice: Hot springs, community pools, spas/hot tubs, beaches, bathtubs

USA bathing culture in three words:

Relaxation, recreation, wellness

Description:

Bathing ranges from a peaceful practice in a spa, bathtub or hot spring to a social engagement with friends and family. Recreational bathing in lakes, rivers and oceans connect us to nature by both challenging and respecting its forces. Bathing in a hot spring elicits a more reflective response.

Recommended resources:

- Hot Springs of America
- USA Hot Springs Association video

Destination examples:

- Hot Springs of America



Images courtesy of Durango Hot Springs Resort + Spa/BCI Media



Bathing Culture Profiles (*continued...*)

Australia

Country: Australia

Predominant bathing practice: Hot springs, mineral springs, sea baths, beaches, billabongs, waterholes, waterfalls, lakes and saunas

Australian bathing culture in three words:

Connection, wellbeing, journey

Description:

Unconstrained by tradition, Australia's bathing experiences are influenced by our rich heritage of First Nations, European and diverse cultures. From rugged ocean pools and sea baths, to Victorian era mineral baths and hot springs with panoramic views, visitors can immerse themselves in down to earth wellbeing experiences in nature.

Recommended resources:

- Bathing Australia
- Places We Swim
- The Pool, ABC documentary
- Great Victorian Bathing Trail
- Australian Sweat Bathing Association

Destination examples:

- Derby Floating Sauna, Tasmania
- Peninsula Hot Springs, Victoria
- Bondi Baths, New South Wales
- Josephine Falls, Queensland
- Gunlom Falls, Northern Territory
- Hamersley Gorge, Western Australia
- Irrwanyere Dalhousie Springs, South Australia





Bathing Culture Profiles (*continued...*)

United Kingdom (UK)

Country: UK, London

Predominant bathing practice: Lido (outdoor pools)

English bathing culture in three words:

Community, heritage, year round

Description:

At least four times a week, at 07:45, I cycle to Hyde Park's Serpentine Lido to meet my friend from north London. We do this all year round. The water temperature in the spring fed lake ranges from 20 degrees to around freezing. We change on the tarmac next to the lake. Swim and rush for coffee.

Recommended resources:

- The Ponds
- Pondlife: A Swimmers Journal by Al Alvarez
- The Lido Guide by Janet Wilkinson
- Liquid Assets by Janet Smith

Destination examples:

- Hampstead Heath Ponds
- Brockwell Lido
- Serpentine Swimming Club





Bathing Culture Profiles (*continued...*)

Australia (saunas)

Country: Melbourne, Victoria, Australia

Predominant bathing practice: Most common is the use of public gyms for saunas and spa; Hot springs and spa destinations do exist, and infrared therapy is (sadly, in lieu of authentic sauna) on the rise; cold water swimming also on the rise, in addition to a long history of winter swimmers/polar bears.

Sauna bathing culture in three statements:

- Increasing interest
- Still viewed as a luxury
- Potential for growth

Description:

I choose public gym saunas and spas as indicative: an often multicultural and multi-generational blend of bathers, engaged in some kind of catch up and chat with local community members, with an increasing interest in the potential for health benefits of sauna and/or bathing. Very little connection to Nature per se, given the inner city trend, but something that could be addressed; more of an oversight from public gyms to connect health, mindfulness and nature in an inner-city way (definitely achievable)

Recommended resources:

- Sauna Times
- Perfect Sweat
- Misten Vuuro (film)

Destination examples:

- Fitzroy Pool (included as representative of the pool/leisure centre bathing environment in an Australian context)
- Finnish Society Sauna (Altona)
- Sense of Self



Images courtesy of Lindsay Morrison



It's time to heal together

Bathing industry

Get involved in 2022

- Work with your team to plan a World Bathing Day celebration at your facility
- Start communicating with your community about the opportunities to participate by sharing stories on social media with the hashtag #worldbathingday
- Explore the opportunity to engage with your local musical artists as part of the Global Sound Bath

Bathers (general public)

Get involved in 2022

- Make plans with friends and family to visit your favourite hot springs, sauna, river, beach or harbour bath for #worldbathingday
- Put the Global Sound Bath into your calendar

Remember the pledge

Copy & paste the pledge below into your social media post.

'Bathe Together, Breathe Together, Heal Together'

As part of World Bathing Day 2022 I/we:

1. Celebrate and respect humanity's cultural differences
2. Promote international understanding through bathing
3. Don't take for granted the privilege of access to healthy waterways and advocate for universal access

Signed,

[INSERT YOUR NAME]

[INSERT YOUR BATHING PLACE]

#worldbathingday #healingtogether'



Top image credit VCG Photo

