

## CNN JOINS UNWTO ON #TRAVELTOMORROW CAMPAIGN

**Madrid, Spain, 26 May 2020** – *The World Tourism Organization (UNWTO) has joined forces with CNN International for a major new initiative designed to inspire people to **get ready to travel again**. The #TravelTomorrow campaign combines the key message of the United Nations specialized agency with the creativity of the broadcaster and looks to a brighter future for global tourism and those that are reliant on the sector for their livelihoods.*

From the start of the COVID-19 pandemic that brought the world to a standstill, UNWTO has emphasized the importance of putting public health first. The “Stay Home Today to #TravelTomorrow” message has been amplified around the world, both by governments and by individual travellers. Now, as many destinations look to easing travel restrictions, **UNWTO has partnered with CNN** to create a 60 second film celebrating the unique power of tourism to inspire and bring people together.

### “Recovery, unity and opportunity”

UNWTO Secretary-General Zurab Pololikashvili said: “In these challenging times we must all play our part - staying home today, supporting the efforts of the global healthcare community in combating COVID19 - so that we can #TravelTomorrow. But this does not mean we should stop dreaming about the places we will one day travel to. I am excited by this new initiative created by CNN, a valued partner of the UNWTO, to **keep the world connected to the people and places that wait for us** when we can once again enjoy the gift of travel - a sector that will be critical to global economic recovery, unity and opportunity.”

The film, which will be shown on CNN International and its social media and which will also be amplified by UNWTO’s own media channels, takes viewers around the world, reminding them of the wonders beyond their neighbourhoods. #TravelTomorrow aims to drive imagination for future trips featuring adventure, business, culture, family and friends. It also promotes solidarity and emphasizes the importance of all tourists following the guidelines of the World Health Organization (WHO).

CNN Worldwide Commercial President Rani Raad said: “Tourism is by far one of the most affected sectors as a result of this pandemic. Our commitment to supporting this industry is based on our work over many years with the UNWTO, its members around the world and other travel and tourism destinations. It is important to share this

**responsible yet aspirational message** with CNN's global audience, reminding people that while many have to stay home today, to not stop dreaming about where they want to travel to tomorrow."

**Useful Links:**

[UNWTO: #TravelTomorrow](#)

[CNN International](#)

["Trust is the new currency": UNWTO Secretary-General](#)