



# UNWTO's

TOURISM OPENS  
MINDS INITIATIVE





## TOURISM OPENS MINDS

We created this toolkit  
to show you how  
to use the emblem  
across various media  
and how to show your  
endorsement publicly.



# TOURISM OPENS MINDS

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Flag



# TOURISM OPENS MINDS

Billboards



# TOURISM OPENS MINDS

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OOH



# TOURISM OPENS MINDS

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Scarf



# TOURISM OPENS MINDS

Phone Case / Pin



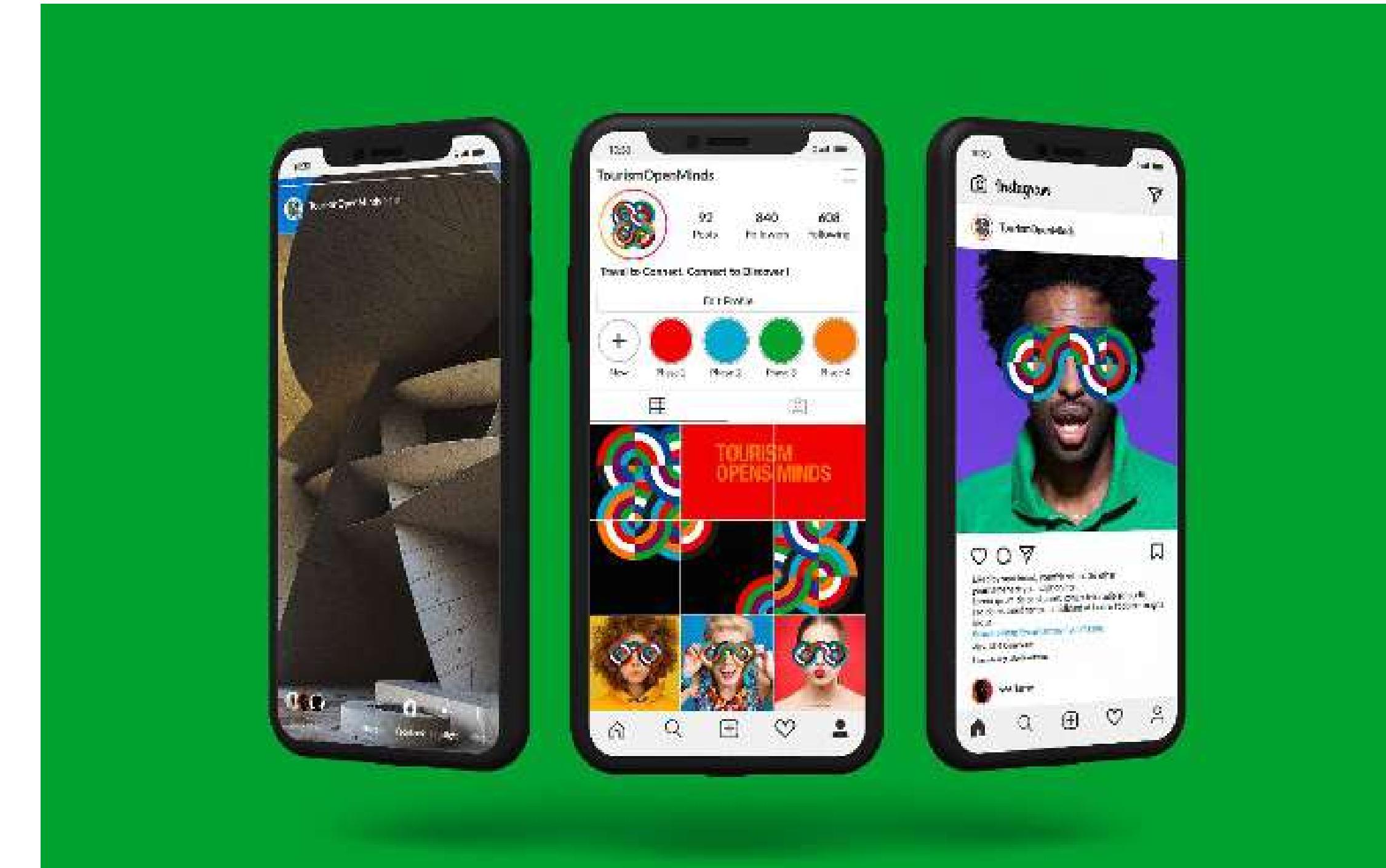
# TOURISM OPENS MINDS

T-shirt / Totebag / Watch



# TOURISM OPENS MINDS

Magazine / Social media



# TOURISM OPENS MINDS

Lanyard / Car



# Partner Endorsement



# TOURISM OPENS MINDS

Double Logo / Partner's website

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TOURISM  
OPENS MINDS  
 UNWTO  
World Tourism Organization

Saudi  
Welcome  
to Arabia





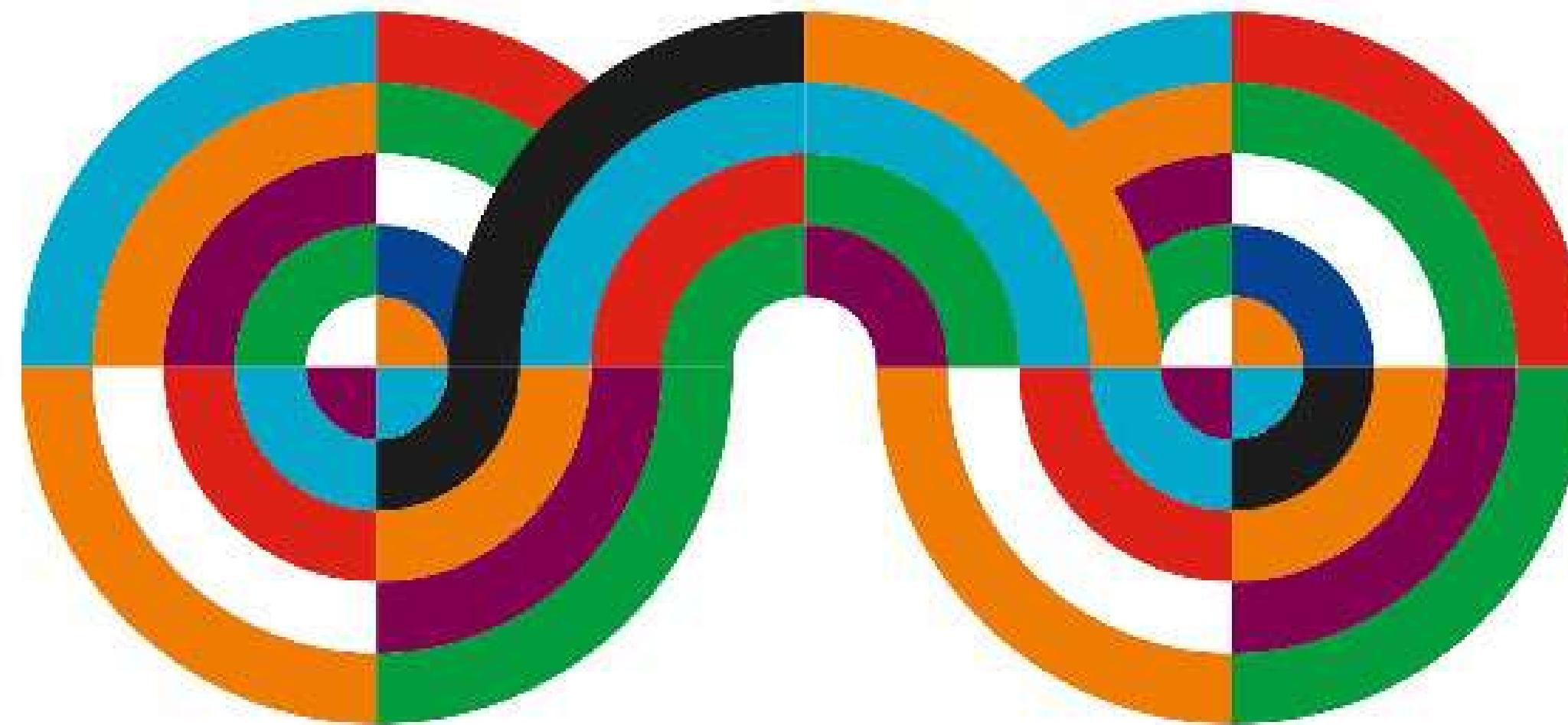
# Digital Amplification

# TOURISM OPENS MINDS

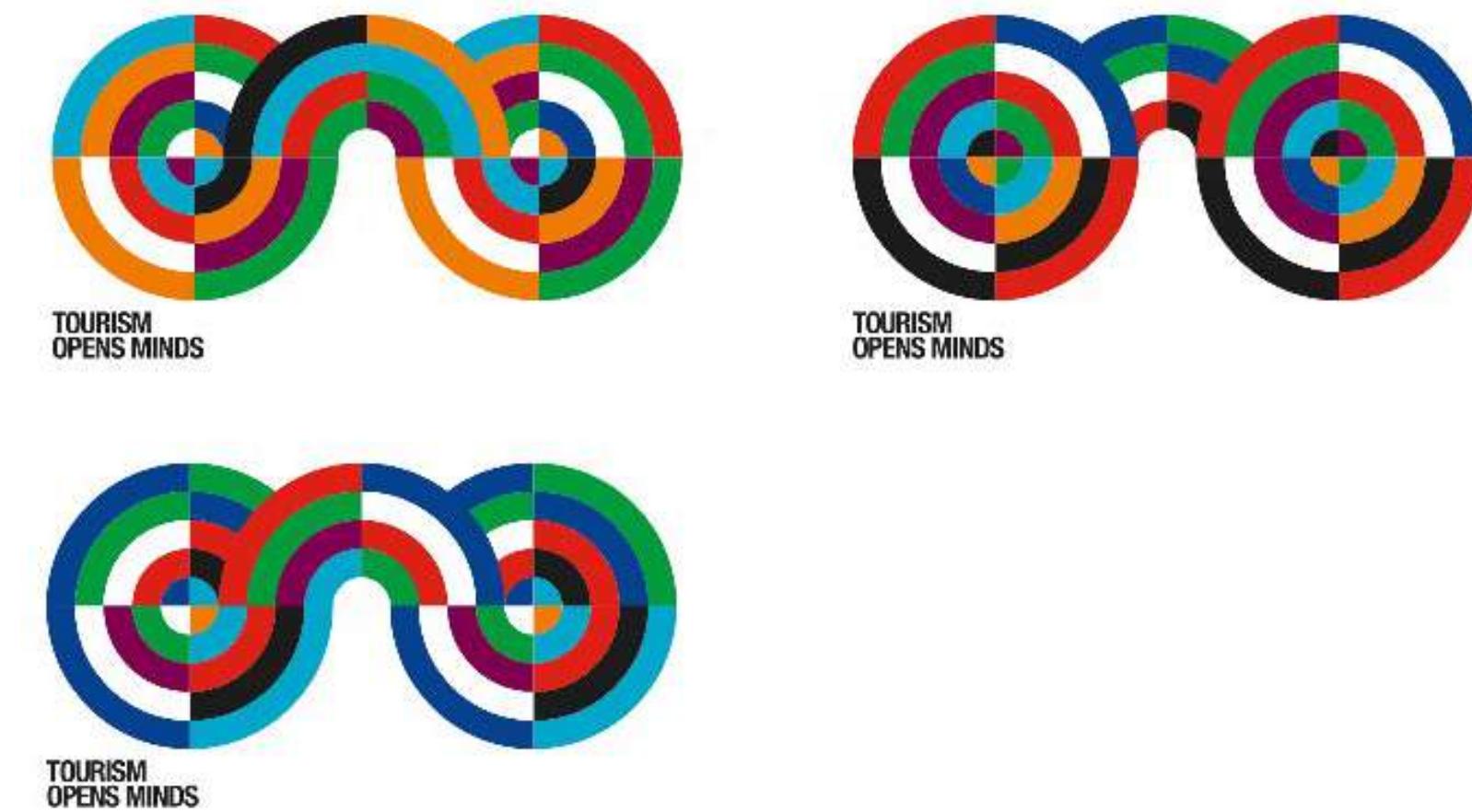
Glasses Adaptation

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## Social Media Filters



TOURISM  
OPENS MINDS



# TOURISM OPENS MINDS

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Glasses Adaptation



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Glasses Adaptation



# TOURISM OPENS MINDS

Social Media Filter





# Thank You!

