A PROUD GLOBAL PARTNERSHIP

Presentation to: UNWTO Regional Commission
Region: AFRICA
Date: April 2017
Together For Global Tourism

Over the past 8 years, CNN and the UNWTO have worked together as strategic partners to:

• establish the UNWTO as the most trusted and credible sector resource,

• elevate the profile, content quality and activation of international UNWTO events,

• share expertise of CNN and CNN TASK within the UNWTO and wider Membership community,

• provide skills development in the areas of Branding, Communications, Stakeholder Alignment and Media.

In 2017, CNN celebrates becoming an **AFFILIATE MEMBER**.
A truly global network

CNN is available in 451M full-time TV homes & hotel rooms worldwide.
In addition, CNN reach global audiences through its unprecedented Digital platforms:

- 12.6m Unique Users per month
- 77.2m Global Page Views per month
- 336k Followers on Twitter
- 714k Followers on Twitter

48 airports, 2,100+ gates
250m+ passengers annually

Global TV Reach

USA
93,226,00

HLN
91,622,00

CNN
17,100,00

7,000,199 US (Mexico)

CNN
9,875,430

Mexico

CNN
27,087,91

Latin America

CNN
32,259,46

Pan-Lat Am

CNN
34,615,17

South Asia

CNN
41,519,43

Asia Pacific

CNN
227,166,65

EMEA

CNN

93,226,00

227,166,65

CNN

91,622,00

HNL

17,100,00

7,000,199 US (Mexico)

CNN

9,875,430

Mexico

CNN

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Pan-Lat Am

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South Asia

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Asia Pacific
Together For Global Tourism

As stated by the UNWTO:

“The partnership between UNWTO and CNN International is a significant step towards highlighting the potential of travel and tourism. The industry continues to grow, employing millions of people, contributing to the socio-economic development of the world’s poorest countries. Through this partnership, destinations are provided with the opportunity to maximize their benefits in a highly competitive market through the TASK Group’s destination marketing.

UNWTO will continue to work together with CNN to further the growth of tourism development and position it as a key player in the global development agenda.”

Dr. Taleb Rifai, Secretary-General
CNN Affiliate Membership: A Dynamic Partnership

CNN PERSPECTIVE:

• Belief in the importance of T&T for global growth (economic, social and geo-political)

• Commitment to the future of T&T

• Recognition of the importance of communication to build global travel, and tourism economy, activity

• Respect for UNWTO as a leading global force

• CNN and UNWTO ‘fit’ in organisational purpose, values and vision

UNWTO PERSPECTIVE:

• Tourism is not about tourism - it is about jobs, earnings, people’s lives being uplifted

• Position tourism beyond the mere, simple tourist perception

• Respect for CNN credibility “going beyond borders” of tourism

• Support of brand association, CNN TASK direction (hands-on work), CNN platforms, CNN reach

• Ability to spread UNWTO message through CNN network
Together For
Global Tourism in IY2017

CNN is proud to be Official Media Partner of IY2017. carrying the IY2017 message through:

• CNNI Editorial programme support of IY2017
• CNN TASK coverage in monthly TASK ‘Compass’ articles: http://commercial.cnn.com/task/compass/
• CNNIC cooperation with Member States around championing of sustainability (economic / social / cultural / environmental) in their countries

CNN is also with you at official IY2017 events, incl:

• Launch (January, FITUR)
• UNWTO General Assembly, (September, Chengdu)
• World Tourism Day (September, Doha)
• Closing Ceremony (December, Geneva)
CNN Is Here For You, and With You
THANK YOU

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