



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**.



Global TV Reach

USA

CNN 93,226,00

HLN 91,622,00

CNN 17,100,00

CNN 7,000,199 US (Mexico)

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

Mexico

CNN 9,875,430

Latin America

CNN 27,087,91

EMEA

CNN 227,166,65

Asia Pacific

CNN 41,519,43

South Asia

CNN 34,615,17

Pan-Lat Am

CNN 32,259,46

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 Vires per month



336k

Followers on Twitter



714k

Followers on Twitter

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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