

# CNN's Go There Media Fund to aid distressed destinations in boosting travel and tourism

CNN International Commercial's (CNNIC) launch of its 'Go There Media Fund' provides travel and tourism expertise to distressed destinations and countries recovering from natural disasters.

The initiative, announced by Rani Raad, president of CNNIC at a gala dinner, ahead of World Travel Market London, which was attended by over 100 ministers and travel and tourism CEOs, will work closely with a number of countries every year, starting in 2018, to draw on CNNIC's expertise in nation branding to provide pro-bono consultancy, strategic direction and CNN airtime and inventory for campaigns that help recover national identity and build their tourism brand on the world stage.



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CNN's launch event opened World Travel Market by celebrating the achievements of the guest of honour, outgoing UNWTO secretary-general Taleb Rifai. Rifai will join Raad, international tourism and development advisor Anita Mendiratta, and other industry luminaries and experts on the advisory board of CNN's 'Go There Media Fund'.

This is the latest step in CNN's far-reaching commitment to the travel and tourism sector. Over the last ten years, CNN TASK (Tourism Advertising Solutions Knowledge) Group has worked directly with over 100 countries around the world to create impactful and strategic nation branding solutions and campaigns beyond traditional advertising. This has led to many award-winning campaigns from CNNIC's branded content studio, Create, and a close partnership with the UNWTO.

“We have seen consistently over the years that strategic travel and tourism campaigns have the power to transform a nation’s stature, its prospects and people. In honour of Dr Taleb Rifai’s vision, passion and commitment to the tourism sector, CNN’s ‘Go There Media Fund’ will focus on helping those countries at the start of the journey to rebuild and re-invent their nation brand as a tourism destination. We look forward to working with Dr Rifai and drawing on our expertise to really make a difference,” said Raad.

“I am honoured to accept the invitation to join the board of this new initiative. CNN’s ‘Go There Media Fund’ will provide support to those nations that aspire to reach their full potential. I look forward to continuing my close work with CNN to elevate the prospects of nations and bring new destinations and experiences to travellers worldwide,” said Rifai.

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