



Madrid, 4 February 2011

Dear Sir/Madam

It is my great pleasure to announce that UNWTO is joining UNESCO in supporting the World Sky Race, an around-the-world race in lighter-than-air skyships, organized by the World Air League, a U.S.-based nongovernmental organization.

This unprecedented competition will see skyships, blimps and zeppelins racing more than 30,000 miles across the globe, passing over 130 World Heritage Sites and countless iconic tourism landmarks and destinations, in a bid to be named World Sky Champion.

UNWTO is happy to be supporting an initiative that has at its very heart, the promotion of environmental protection through green aviation. The World Sky Race aims to raise awareness of the need for innovative ideas and solutions to tackling the global climate change challenge, very much in line with the work of UNWTO.

Tourism is built on the countless linkages made between tourists from all cultures and backgrounds on their travels. Due to begin in September 2012, and spanning the globe from Albania to Vietnam, the World Sky Race will also be a celebration of the role of travel in linking the world.

UNWTO looks forward to working with UNESCO and the World Air League towards a successful race.

Sincerely,

Taleb Rifai
Secretary-General



Dear Minister, Director General and Distinguished Colleagues of Tourism,

Welcome to the conversation in progress. It is global and it is growing. We are pleased to have the inspiring support of the UNWTO by their collaborative help in creating the inaugural World Sky Race 2012. The World Sky Race 2012 is an historic first of its kind global race for lighter-than-air skyships, blimps and zeppelins. The World Sky Race 2012 will be an epic adventure that will boldly connect and entertain the world. The World Sky Race will highlight: Education; Environment; Cultural Diversity; History; and Travel.

For the program summary, please see <http://worldskyrace.com/summithostcities/>.

This is a call to action. I invite you to be included in celebrating the world and your part of the world by participating in the World Sky Race 2012. The World Air League will be selecting Summit Host Sites to create the epic route of the inaugural World Sky Race 2012-2013. Your skies are your canvas for creating events to celebrate your home and hospitality. Your landscapes and iconic monuments, ancient and modern, will be the race course destinations seen by the world as the Sky Teams fly over and compete for the honor to be crowned the World Sky Champion.

Requests for information and World Sky Race Summit Host Sites Selection Packages should be sent to shsc@worldskyrace.com. Initial letters of intent to be a candidate for the World Sky Race Summit Host Sites are due February 24, 2011. The review and selection process will be complete by October 31, 2011. Final selections will be announced during the London World Travel Market 2011.

Please join with us and Embrace the Race!

Don R. Hartsell
Commissioner and Managing Director
World Air League
drh@worldskyrace.com



**Mark your calendar for
interview arrangements during
ITB Berlin 2011.**

shsc@worldskyrace.com



World Sky Race™