



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