



New global initiative: 61 strangers from different countries commit to bringing the world together with a connecting tattoo

June 12, 2019

momondo.com reveals "The World Piece," its latest purpose initiative that demonstrates just how far we are prepared to go to connect on a human level. The World Piece is centered around the first single-line tattoo to link people from all over the globe and brings to life the notion that the world can't fall apart if you dare to connect.

STAMFORD, Conn., June 12, 2019 /PRNewswire/ -- A new global study from travel search site momondo, "[The Value of Traveling 2019: Opening Our World](#)" reveals that we see the world as increasingly divided. Today, 49% believe people are less tolerant toward other cultures than five years ago. However, the majority believe more things unite us than divide us, and that we can take action as individuals to bring the world closer together. The report also supports the positive correlation between travel and open-mindedness.



"At momondo our mission is to open the world and our newest initiative reaffirms this," said Per Christiansen, VP, Marketing EMEA at momondo. "Travel is one way to become more open-minded, giving us a different perspective of other countries and cultures, as well as our own."

"To help fight the trend towards a divided world that our study shows, we decided to create a visual, living manifestation of human connection," Christiansen continued. "We asked people from all over the world, each with a different story, to make a commitment in the form of a single-line tattoo - to show that despite our differences, we are united in our humanity. We were blown away when thousands of people applied to take part."

Of those thousands, 61 diverse individuals from different countries and backgrounds offered their skin as a canvas to tell their story and show their commitment to bringing the world together. They each received a unique tattoo designed by globally renowned tattoo artist Mo Ganji, then traveled together to share their stories and stand shoulder-to-shoulder to create [The World Piece](#): a unique, world-first artwork.

"One of the best ways to connect with people is by traveling," said Christiansen. "We want The World Piece to spark a global conversation that inspires people to travel with an open and curious mind - to connect with others and see there are more things uniting us than dividing us."

The World Piece is just one of many initiatives that show momondo's commitment to opening the world. Other initiatives include the Open World Projects, The Passport Initiative, support for CISV International and The DNA Journey.

Competition Info:

momondo is offering two people the chance to become part of The World Piece. Two winners from different countries and cultures will be selected based on their reasons for wanting to help bring the world together and will win a three-day trip to Berlin (including flight and hotel) to get connecting tattoos designed and inked by tattooist Mo Ganji. Up to 20 additional people will each receive €1000 to visit the country that would most open their mind to the world. More information [here](#).

Watch the film [here](#).

Read more about the making of the film [here](#).

About The Value of Traveling 2019: Opening Our World Survey:

The survey is based on responses from 7,300 respondents aged 18-65, from 18 countries. Respondents are demographically represented in relation to gender, age and region. Data collection took place between 28 February and 7 March 2019 through an e-survey via the research company Cint's online population panels in each country.

About momondo:

momondo.com is a free and inspirational global travel search site that compares prices on flights, hotels and travel deals. momondo has won several awards and is recommended by leading international media organizations such as CNN, Frommer's, The New York Times and The Daily Telegraph.

momondo is headquartered in Copenhagen and serves travelers across more than 30 international markets. momondo's mobile applications are available for free for iPhone and Android. momondo is managed by KAYAK, an independent subsidiary of Booking Holdings Inc (NASDAQ: BKNG).

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