



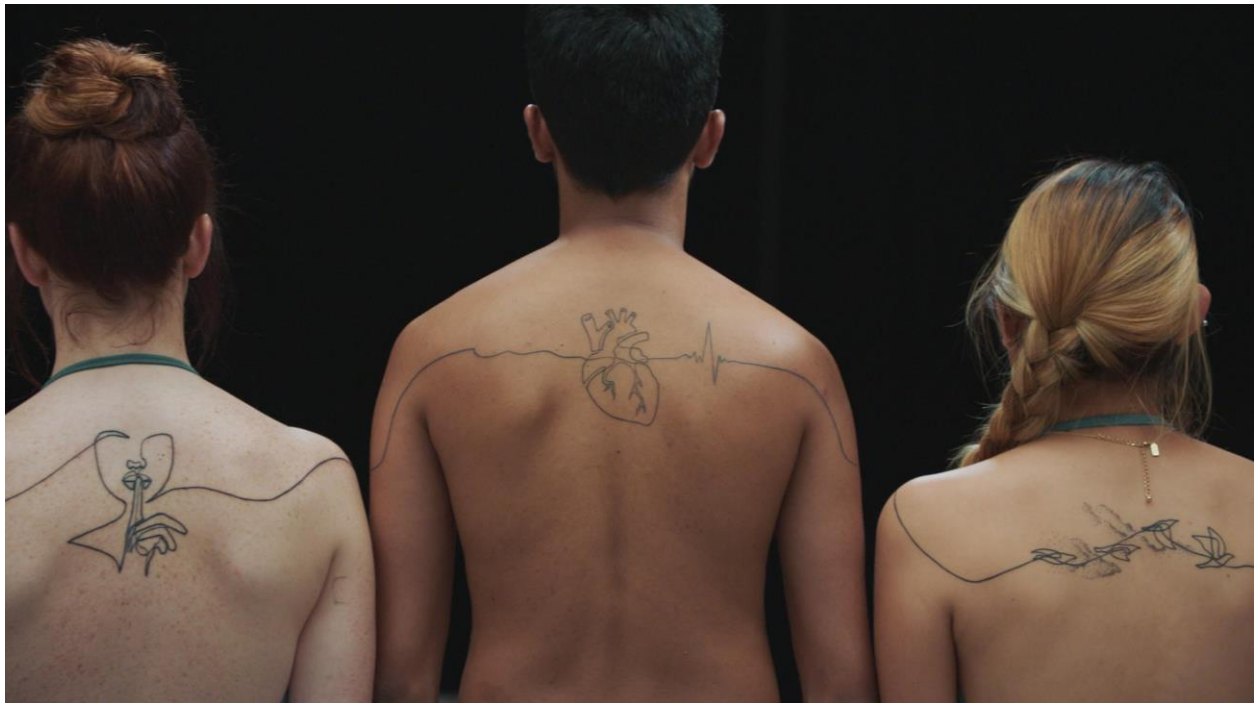
Press Release
25 June 2019

A Single Line Connects The World: Strangers From Different Countries Commit To Bringing The World Together With An Unbroken Tattoo

Ballarat Man Gregory Hodder from Australia In New Purpose-Driven Campaign From Momondo

[Watch the film](#)

momondo.com.au 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 centred 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.



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.

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

Per Christiansen continues: "To help fight the trend towards a divided world that our study shows, we decided to create a visual, living manifestation of human connection. 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.

Australia Participates in Global Campaign



Australia was represented by primary school educator, [Gregory Hodder](#). Hodder works to support children with learning disabilities such as autism, ADHD, Cerebral Palsy and Down Syndrome in primary schools. Hodder felt compelled to join the movement, as he feels: "We need to highlight a growing problem in this world: that we don't talk, we don't listen to each other's stories".

When Hodder travelled from his home in Ballarat, Victoria, all the way to London for the filming, it was the second time he'd ever left the country.

Hodder continues: "We only judge people on what they look like but when you hear the stories you realise we're all just people. I wonder if it is as simple as communicating respectfully with each other that could help stop some of the craziness going on in this world? We are all human beings after all and when we come together the possibilities are endless. I hope I encourage others to make a difference, to step outside their comfort zone and be open minded."

Per Christiansen says: "One of the best ways to connect with people is by traveling. 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 (\$1,640AUD) 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: 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.

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About momondo

momondo.com.au 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).