

MEDIA/PUBLISHING

Conde Nast Traveler unveils first global collaboration

September 2, 2021



Locals around the world offer inside recommendations on global cities. Image credit: Conde Nast Traveler

By LUXURY DAILY NEWS SERVICE

Conde Nast Traveler has released the first edition of "The World Made Local," the debut collaboration between all seven editions of the brand worldwide.

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Editorial teams in the United States, United Kingdom, Spain, Italy, the Middle East, India and China have come together on an initiative that celebrates the voices of local people around the world. Available in CNT's fall editions, as well as its websites and social channels, the global package features 100 voices from 100 countries sharing their favorite parts of their homes.

"Travel is on people's minds more than ever as different parts of the world begin to reopen again," said Divia Thani, global editorial director of Conde Nast Traveler, in a statement. "And we want our audience to find their own reason to get back out there when ready."

World Made Local

Conde Nast Traveler asked these 100 voices to explain what they love most about where they live and why people should travel there.



The World Made Local edition will be available on newsstands, as well as online. Image courtesy of Conde Nast Traveler

The publisher presents the new edition as a collection of personalized travel guides, and reminds travelers that the greatest motivator for travel is meeting new and interesting people, not necessarily finding new places.

"With this issue we had our editors across the world find some of the most fascinating, interesting people from their regions to reveal what's exciting them most in their home countries and hometowns, and we believe their insights and insider tips will truly inspire our readers to plan their upcoming trips," Ms. Thani said. "We imagine that travel is all about places, but in reality, it's often the people that make our trips, the people we most remember when we are back home."

Ms. Thani was promoted to global editorial director of Conde Nast Traveler in December 2020, when Anna Wintour was promoted to global chief content officer of Conde Nast ([see story](#)).

"The World Made Local" issues will be available on newsstands worldwide September through November and [online](#).

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