Tourism on the Silk Road
2012/2013
2nd Silk Road Task Force Meeting │ WTM London 2012
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Today’s presentation

- UNWTO Silk Road Programme
- 3 Key Priority Areas: Progress & Priorities 2012/2013
- Events not to be missed 2013
The Silk Road brand

As a vehicle for driving:

- International cooperation
- Sustainable development
- Foreign direct investment
- Cultural understanding and exchange
- Safeguarding World Heritage Sites
- Travel facilitation
- Poverty alleviation
Silk Road Action Plan

A framework for sustainable development, focusing on:
✓ Marketing and promotion
✓ Destination management and capacity building
✓ Travel facilitation
A collaborative initiative

- **UNWTO Secretariat**
- **SR Task Force**
- **Partner UN agencies**
- **Silk Road Action Plan**
- **SR Member States**
- **Educational institutions**
- **NGOs and other entities**
- **UNWTO Affiliate Members & private sector stakeholders**
A: Marketing & Promotion

Progress and priorities:
✓ Conducted online research to understand the value of the Silk Road brand
✓ Established ongoing programme of trade and consumer events to raise profile of the Silk Road at major travel trade shows
✓ Collaborated with GlobeTrekker to include Silk Road on 20th Anniversary TV special covering 7 Silk Road countries
✓ Developed updated Silk Road Logo, currently devising global marketing strategy
✓ Built project concept for UNWTO/UNESCO/TripAdvisor website (pending funding)
Logo values through its colours:

**RED**: Courage, strength and wealth inspiring sustainability, responsibility and competitiveness

**BROWN**: The sun, life, inspiration and creativity also representing the great desert that travellers traversed

**BLUE**: Regeneration, peace and fluidity, and in a conceptual sense represents the maritime trading routes
Experience the Silk Road

The concept of a Silk Road tourism project was first raised at UNWTO's General Assembly in Indonesia in 1993. Encouraged by renewed interest in the Silk Road - for cultural exchange, trade and tourism - UNWTO decided to revive the ancient routes as a tourism concept, uniting three continents once more in a project encompassing over 12,000 km.

UNESCO's World Heritage
Northern Adventure Route
Southern Adventure Route
Eco-Tourism Route

Historic Cairo
Egypt
Top-rated hotels
Top-rated restaurants
Top-rated attractions
B: Capacity Building & Destination Management

Progress and priorities:
- Formed the Silk Road Task Force
- Established annual gathering of Silk Road Ministers at ITB Berlin
- ‘Flavours of the Silk Road’ International Conference on Food, Culture & Tourism – Baku, Azerbaijan (6-7 Sept 2012)
- Commenced project planning for regional development & capacity building initiatives
- Ongoing collaboration with UNESCO and UNCTAD
- UNWTO/EHL Silk Road Strategy Initiative
Progress and priorities:

- UNWTO focused on travel facilitation issues during 2012, this issue was on agenda of UNWTO Secretary-General when meeting with heads of State
- UNWTO Ministers’ Summit: ‘Open Borders and Open Skies: Breaking Barriers to Travel’ held on 6 November at WTM London
- UNWTO released ‘The Impact of Travel Facilitation on Job Creation in the G20 Economies’ report May 2012
The Silk Road @ WTM London 2012

• Silk Road at WTM Speed Networking Event
  Monday 5 November 2012

• 2nd Silk Road Task Force Meeting
  Wednesday 7 November 2012

• Blogging the Silk Road in 40 mins: Interactive Workshop
  Thursday 8 November 2012

• Silk Road Bloggers’ Challenge 2012
  (ongoing)
Major Events 2013

- UNWTO Silk Road FITUR Traveler’s Treasure hunt: Consumer Promotional Campaign 31 January 2013, FITUR, Madrid, Spain
- UNWTO Silk Road Ministers’ Meeting 7 March 2013, ITB Berlin
- UNWTO Tour Operators’ Forum on the Silk Road: Creating a Stronger Business Environment for Growth 8 March 2013, ITB Berlin
- 6th UNWTO Silk Road Conference June 2013 (date to be confirmed), Province of Gansu, China
- UNWTO Silk Road Technical Seminar (Date to be confirmed), Islamic Republic of Iran
- 3nd Meeting of the UNWTO Silk Road Task Force 6 November 2013, WTM London UK
- SR Programme’s activities in Cooperation with the WTM London & its Social Media Market 4-7 November 2013, WTM London UK
Thank you!

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