UNWTO Silk Road Programme Update

6th UNWTO Silk Road Task Force Meeting
Urmia, Islamic Republic of Iran
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Today’s presentation

1) Action Plan 2016/2017
2) Progress 2015 in 3 key areas
3) Main activities 2016
UNWTO Silk Road Action Plan

Focuses on:
1. Marketing & Promotion
2. Capacity Building & Destination Management
3. Travel Facilitation
Albania – Armenia – Azerbaijan – Bangladesh - Bulgaria – China
Indonesia - Iran – Iraq – Israel – Italy – Japan – Kazakhstan
Kyrgyzstan - Mongolia - Pakistan – Romania - Russia - San Marino
Saudi Arabia - Spain – Syria - Tajikistan – Turkey
Turkmenistan - Ukraine - Uzbekistan
Forbes: 'The Silk Road is one of the world’s most powerful brands, perhaps even bigger than Disney or Coca-Cola'
Key Area 1: Marketing and Promotion

THE SILK ROAD 丝绸之路

88% have heard of the Silk Road 听说过丝绸之路

46% would consider visiting 将进一步会考虑游览
Female travellers are more likely than male travellers to consider visiting the Silk Road 女性游客比起男性更倾向于游览丝绸之路

TripAdvisor:

Top 10 researched Silk Road countries

The Silk Road as the top ‘touring route’ (26.5%)
The Silk Road presented by historian Dr. Sam Willis
6 Silk Road countries: Tajikistan, Uzbekistan, Iran, Turkey, Italy and China
May 2015 – UK and 152 mln subscribers on BBC World
“David Baddiel on the Silk Road

- 2.8 billion subscribers in 220 countries
- A journey through China, Kyrgyzstan, Uzbekistan, Azerbaijan, Georgia and Turkey
Destination Management and Capacity Building

UNESCO/UNWTO Silk Road Heritage Corridors Tourism Project

Kazakhstan  Kyrgyzstan  Tajikistan  Uzbekistan  China
Silk Road Heritage Guides Training 2015
Khiva, Uzbekistan

- Develop common standards for guides on the Silk Road
- Creation of a national pool of Silk Road trainers
- Enhance overall visitor experience to Silk Road heritage sites
3. Travel Facilitation

2008: 87% required a visa prior to departure to a Silk Road destination

2013: 73% required a visa

Improving air connectivity and “open skies” policies on the Silk Road
Save the Date! The Silk Road in 2016

• Silk Road Conference on Nomadic Tourism and Sustainable Cities Ulaanbaatar, Mongolia, 13-15 October 2016

• Western Silk Road Conference, Venice, Italy, 24-25 November 2016

• #Social Silk Road Seminar, WTM London, 8 November 2016
THANK YOU!
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#silkroadtourism

UNWTO Silk Road Tourism Network