València’s opportunities in the Silk Road

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València (Valencian Country, Spain). March 30-31, 2017

Fundación Turismo València
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Welcome to València

www.visitvalencia.com

3rd. largest capital of Spain

POBLACIÓN
Population

Población ciudad
City population

800,469 Habs.

Población incluyendo área metropolitana
Population including metropolitan area

1,547,165 Habs.
1. València in the Silk Road Program of the UNWTO

- In 2015, Spain: member 32 in the Silk Road Program of the UNWTO.

- In 2015, Corts Valencianes (autonomic parliament) approved an institutional Statement through which urged to the Consell (autonomic Government) to develop a “Strategy of the Comunitat Valenciana in the Silk Road 2016-2020”.

- In 2015, Spain Ministers Council approved an Agreement by which supported the initiative "Valencia, City of the Silk 2016".

- In 2015, Spain joined the Silk Road Platform of UNESCO, in which they participate 19 States.

- Town Hall and Fundación Turismo València firmly promote this initiative.
2. Why Valencia is part of one of the Silk Roads?

- 8th century: arabs bring silk with them to Al-Ándalus.
- Late 14th century: traders from Genova (Italy) introduce technology.
- First third of the 18th century: this industry was present in 90% of 500 localities of the València`s kingdom.
Silk Road, an opportunity for international networking

- Active participation in international forums related with the Silk Road.
- Cultural Exchange, socioeconomic relations, education.
València, the Silk City: a city marketing goal

• To lead the historical recognition of the silk capital city in our country requires active politics to put in value all the legacy.

• To be Silk City is a responsibility and a commitment.
Discover *Silk Road in València*, a tourism product in our Cultural portfolio.

- The power of Silk Road brand in Central and Eastern Asia, facilitates the city of València to communicate our vast tourism offer.

- Valencia will mix the offer of Silk Road experiences with arts, music, shows, popular festivities, learning programs, etc.
Recommendations and challenges for València city

1) Further research should be carried out
II) Silk Road product development

Valencia, Silk Tour

Discover the heritage of the ancient Silk Trade in Valencia

- The Silk Exchange UNESCO (inside visit included)
- Silk Museum (inside visit included)
- Espai Soda Tienda (inside visit included)
- Tienda Indumentaria (inside visit included)

Complete your experience visiting the Museo Nacional de Cerámica and the Museo L’Iber, not included in the tour.

Find out more and get these promotions in any of our Tourist Info offices, www.visitvalencia.com or at comercial@visitvalencia.com
III) Keep **working together** at local level
IV) **Branding Silk Road + València.**

- Branding Silk Road + València will bring to tourists’ mind an image of historical city, friendship and elegance.
V) **Market intelligence and new tools for Communication.**

- Market research.
- New contents.
- Online communication.
- Press trips + Fam trips.
Citizens of half the world, with a past that unites us and fills us with pride, we are making use of a password that all understand as a sign of peace and harmony: **Silk Road**.