The Silk Road is A Brand
DISCOVERING THE SILK ROAD
(e.g. with Travel The Unknown)
The Silk and Spice Routes
“How To Market Tours”

B2B versus B2C

SILK ROAD TOURISM
World Nomad Games and private experiences
Kyrgyzstan
Why **Invest** in Tourism?

**Generating BUSINESS**

INVESTMENT - You get out what you put in!

- Sustainable tourism
- Dietary requirements
- Food safety
- East *meets* West
- Are WE prepared?