



UNWTO ACTIVITIES PROGRAMME

Monday 2 – Thursday 5 November 2015



UNWTO stand EU1780

Mexico
WTM Official Partner

Date	Time	Activity	Venue
2 November, Monday			
	15:00 – 18:00	<p>Affiliate Members Board Meeting (only Board Members)</p> <p><i>For more information please contact unwtoam@unwto.org</i></p>	South Gallery Room 9
3 November, Tuesday			
	11:00 – 13:00	<p>9th UNWTO & WTM Ministers' Summit "Destination Branding: new challenges in a changing market"</p> <p>The Summit will address the following issues:</p> <ul style="list-style-type: none"> • What makes a successful destination brand in today's globalized media landscape • The links between nation branding and destination branding • The role of social media and consumers' engagement in destination branding • Reputation management and crisis communication • The changing role of destination marketing organizations • The contribution of the creative economy to destination branding: promoting experiences <p><i>For more information, please click here or contact Mrs. Montse Navarro mnavarro@unwto.org</i></p>	WTM Global Stage - AS850
	14:30 – 16:00	<p>Presentation of the 1st Global Conference on Wine Tourism (jointly organized by UNWTO and Georgian National Tourism Administration)</p> <p>As part of the Action Plan of the UNWTO Gastronomy Network, the Affiliate Members Programme and the Regional Programme for Europe in collaboration with the Georgian National Tourism Administration, will proudly present the "1st UNWTO Global Conference on Wine Tourism" to be held in the Kakheti wine region of Georgia from 7-9 September 2016. The Presentation will be presided by UNWTO Secretary-General, Taleb Rifai and the Head of Georgian National Tourism Administration, George Chogovadze.</p> <p>The presentation will be held within the framework of the Georgia Country presentation. A cocktail will follow featuring Georgian wines and local hors d'oeuvres.</p> <p><i>For more information, please click here or contact t.chachua@gnta.ge</i></p>	North Gallery Room 5

	19:00 – 22:00	<p>WTM Ministerial Dinner (by invitation only)</p> <p>Hosted by World Travel Market in collaboration with UNWTO Sponsored by Travel Channel</p> <p>For more information please contact araminta.sugden@reedexpo.co.uk</p>	Banking Hall 14 Cornhill London EC3V
4 November, Wednesday			
Supported by WTM	10:30 – 12:00	<p>The Social Silk Road: The rise of experiential travel and the booking revolution</p> <p>Silk Road Social Media Seminar in Partnership with Travel Perspective and WTM</p> <p>After the success of last year's Social Silk Road session which looked at 'Is the guidebook dead?', this year we move on to look at how changing traveller trends are shaping the booking process. The Silk Road offers an enormous wealth of experiences from horse-riding along the Eurasian steppe, to staying with nomads in yurts and trekking in the Gobi desert, but are they always available where travellers are searching? This session will look at how emerging destinations are transitioning to a digital world. The panel will look at the modern path to purchase and discuss how Silk Road destinations can leverage from the increasing number of consumers seeking personalised, local and transformative travel experiences.</p> <p>For more information and to register, please click here or contact silkroad@unwto.org</p>	South Gallery Rooms 13&14
<p>WRTD Supported by</p> 	10:30 – 12:45	<p>Official WTM Responsible Tourism Opening Ceremony</p>	WTM Global Stage - AS850
	12:00 – 13:00	<p>UNWTO & PATA session on “How do young Asian travellers step out of the crowd?”</p> <p>The rise in global tourism is set to be driven by young travellers, especially from countries in Asia. So how will the world's most popular destinations cope with the numbers, while giving travellers the high-quality experience they expect? Besides, are the most authentic experiences always to be found in the big city centres? The subject of tourism dispersal touches on so many vital areas for the tourism sector: the development of infrastructure, use of natural resources, innovation in marketing, efficient destination management and how to spread the economic impact of visitor spending further. The challenges are clear for even the most advanced destination management organizations, but what about those in developing countries? Since outbound travel from Asia will increasingly be driven by the Millennial generation, what lessons can DMOs learn about how this generation travels, and give them the tools and the confidence to seek out new experiences that take them away from the crowds?</p> <p>For more information, please click here or contact comm@unwto.org</p>	South Gallery Rooms 19&20

Please visit the UNWTO stand at EU1780