




UNWTO PROGRAMME OF ACTIVITIES (provisional)
Monday 7 – Wednesday 9 November 2016



India
WTM Official Premier Partner

Date	Time	Activity	Venue
7 November, Monday			
	10:00 – 11:00	Press Briefing with UNWTO Secretary-General <i>For more information please contact comm@unwto.org</i>	Library Room The Chesterfield Mayfair Hotel
	16:00 – 18:00	The Phoenicians' Route Cultural Tourism Programme: Presentation and Workshop of the Cultural Route Tourism Itineraries The Phoenicians' Cultural Route, which was used as the main trade and cultural line of communication in the Mediterranean Sea since the twelfth century B.C. has a great potential to create a suite of visitor experiences that can attract and engage a variety of tourist segments and to foster sustainable cultural tourism development. UNWTO, the Council of Europe (EPA-EICR) and the Ministry of Tourism of Lebanon will jointly present 3 pilot cultural route tourism itineraries and discuss them with tour operators and other stakeholders. <i>For more information please click here or contact oftc@unwto.org</i>	South Gallery Room 9
8 November, Tuesday			
Supported by WTM	10:00 – 11:30	#SilkRoadNOW: Sharing the Experience UNWTO Silk Road Seminar in collaboration with Travel Perspective In today's interconnected world, no marketing campaign can do without social media. To be held under the title '#SilkRoadNOW: Sharing the Experience', this year's Silk Road Seminar brings together social media and marketing experts to discuss benefits, challenges, and best-practice examples of social media campaigning. Celebrating the upcoming International Year of Sustainable Tourism for Development 2017, join us to explore the marketing potential of the Silk Road destinations. Share the experience! #SilkRoadNOW <i>For more information please click here or contact silkroad@unwto.org</i>	Platinum Suite 1

<p>WRTD Supported by</p> 	<p>10:30 – 12:30</p>	<p>Opening of the World Responsible Tourism Day (WRTD) Resilience and acknowledging 20 years of Responsible Tourism & 10 Years of WTM World Responsible Tourism Day <i>For more information please click here</i></p>	<p>WTM Global Stage – AS950</p>
	<p>16:30 – 17:30</p>	<p>UNWTO Press Briefing on Tourism in the MENA Region: Views and Prospects UNWTO Secretary-General, Taleb Rifai, will be joined by Ministers of Tourism from the Middle East and North Africa to share the latest trends in the MENA region and the future prospects for tourism. This will be a unique opportunity to have a comprehensive view of tourism in this region, its current challenges, developments and opportunities. The MENA region has received 71 million international tourists in 2015. By 2030, UNWTO estimates it to welcome 195 million. <i>For more information please contact comm@unwto.org</i></p>	<p>Press Conference Room Press Lounge Exhibition Floor South Hall (ME580)</p>
<p>9 November, Wednesday</p>			
	<p>11:00 – 13:00</p>	<p>10th UNWTO & WTM Ministers' Summit: <i>"Tourism and Security: promoting safe and seamless travel"</i> The 2016 edition of the UNWTO & WTM Ministers' Summit will focus on the following issues:</p> <ul style="list-style-type: none"> • What are the major safety and security challenges facing the tourism sector and how to address them? • How to foster the dialogue between the tourism and security to strengthen effective coordination, information sharing, and communication in crisis preparedness, management and recovery? • How to advance the integration of tourism and security and develop a resilient tourism sector through adequate mechanisms, resources and technical skills? • How can destinations and source markets work closer together through their public and private sector to promote safe and seamless travel? • How to maximize the use of technology to enhance national and economic security. <p><i>For more information, please click here or contact Mrs. Montse Navarro mnavarro@unwto.org</i></p>	<p>WTM Global Stage Exhibitor Floor, South Hall Entrance S9, AS950 – ExCeL</p>
	<p>13:00 – 15:00</p>	<p>UNWTO & WTM Ministers' Reception (by invitation only) <i>For more information please contact araminta.sugden@reedexpo.co.uk</i></p>	<p>WTM Global Stage Networking Area Hall Entrance S10 ExCeL</p>