



## UNWTO ACTIVITIES PROGRAMME

### Monday 6 – Wednesday 8 November 2017



Italy  
WTM Official Premier Partner

Date	Time	Activity	Venue
<b>6 November, Monday</b>			
	10:00 – 11:00	<p><b>Press Briefing with UNWTO Secretary-General</b></p> <p><i>For more information please contact <a href="mailto:comm@unwto.org">comm@unwto.org</a></i></p>	<p>Library Room The Chesterfield Mayfair Hotel</p>
<p><b>Supported by</b></p> 	10:30 – 12:00	<p><b>Social Silk Road Seminar: “Selling the Silk Road: unite and conquer”</b></p> <p>Once acclaimed as the “greatest route in the history of mankind”, modern-day travellers experience the Silk Road as a myriad of interconnected routes, incredibly rich in natural and cultural heritage, but spread across various countries throughout Asia, the Middle East and Europe. Is it feasible to promote the Silk Road as an overarching tourism route? Is dividing the Silk Road into thematic themes or cluster regions the road to success? What role can marketing and social media play in promoting the Silk Road? These and many more questions will be assessed by a panel of tourism and marketing experts attending an event jointly organized by the World Tourism Organization (UNWTO) and Travel Perspective.</p> <p><i>For more information and to register, please visit the main event webpage by clicking <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a>.</i></p>	<p>South Gallery Room 7 &amp; 8</p>
<b>7 November, Tuesday</b>			
	11:00 – 13:00	<p><b>11<sup>th</sup> UNWTO &amp; WTM Ministers’ Summit on: ‘Overtourism’: growth is not the enemy, it is how we manage it</b></p> <p>The 2017 edition of the UNWTO &amp; WTM Ministers’ Summit will focus on the following issues:</p> <ul style="list-style-type: none"> <li>• With international tourists reaching 1.2 billion in 2016, and expected to rise to 1.8 billion by 2030, how can we ensure the sustainable development and management of tourism making growth and sustainability go hand in hand?</li> <li>• What public policies and strategies can be designed to address challenges of congestion management and pressure on natural and cultural resources from tourism?</li> </ul>	<p>WTM Global Stage – AS1050 Exhibitor Floor, South Hall Entrance S9</p>

		<ul style="list-style-type: none"> <li>• How to foster the dialogue between the tourism and local communities to strengthen effective engagement and coordination?</li> <li>• How to address the public perception of tourism as a “bad” sector?</li> <li>• What is the role of the private sector and how to build public/private sector partnerships to promote tourism as an effective tool to achieve the Sustainable Development Goals (SDGs)</li> </ul> <p>For more information, please click <a href="#">here</a> or contact Mrs. Maria Soledad Gaido <a href="mailto:mgaido@unwto.org">mgaido@unwto.org</a></p>	
<p><b>With the participation of</b></p> 	<p>14:30 – 17:30</p>	<p><b>Ministers’ Destination Investment Symposium</b> (organized by WTM and the International Hotel Investment Forum)</p> <p>Bringing together IHIF's leadership on hospitality investment and WTM London's expertise of the international travel industry. This session will provide an exclusive meeting point for Ministers and investors in travel destination development.</p> <p>Successful destination development can bring a town, a region or a country, tremendous economic gains, bringing in currency from travellers, employment opportunities and investment in real estate and infrastructure.</p> <p>How can governments create the right environment to bring on board the right stakeholders when developing a destination, and attract investors, businesses and travellers?</p> <p>For more information, please click <a href="#">here</a> or contact Mrs. Charlotte Alderslade <a href="mailto:Charlotte.Alderslade@reedexpo.co.uk">Charlotte.Alderslade@reedexpo.co.uk</a></p>	<p>Platinum Suite 3</p>