Tourism on the Silk Road

3rd Silk Road Ministers’ Meeting │ 6 March 2013
ITB Berlin 2013

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Today’s presentation

- Introduction
- 3 Key Priority Areas: Progress & Priorities for UNWTO and Silk Road destinations
- Events and opportunities 2013
A framework for sustainable development, focusing on:

- Marketing and promotion
- Destination management and capacity building
- Travel facilitation
UNWTO Progress and priorities:

- Conducted online research to understand the value of the Silk Road brand
- Developed updated Silk Road Logo, currently devising global marketing strategy
- Established ongoing programme of trade and consumer events to raise profile of the Silk Road at major travel trade shows
- Organized press trips in Silk Road destinations for international media
- Collaborated with GlobeTrekker to include Silk Road on 20th Anniversary TV special covering 7 Silk Road countries
Silk Road Destinations at Work:

- **ARMENIA** Partnering with UNWTO & WTM to promote the Silk Road food tourism in Silk Road Bloggers Challenge 2012
- **CROATIA** Using historic figures of the Silk Road: Homeland of Marco Polo campaign
- **GEORGIA** Cooperative marketing with Silk Road countries Israel and China, plus introduction of direct flights between Silk Road cities Urumqi and Tbilisi
- **TURKEY** Comprehensive promotion of UNESCO World Heritage Sites and Tentative Lists on official website
UNWTO Progress and priorities:
✓ Formation of Silk Road Task Force
✓ Annual Silk Road Ministers’ Meetings at ITB Berlin
✓ Thematic meetings and conferences: food, heritage management, branding, product development
✓ UNESCO/UNWTO Silk Road Heritage Corridors Tourism Strategy Project 2013
✓ UNWTO/EHL Silk Road Strategy Initiative 2012
✓ Project planning for regional development & capacity building initiatives
Silk Road Destinations at Work:

- **AZERBAIJAN** Improving collaboration and sharing of best practices through hosting of ‘Flavours of the Silk Road’ Conference
- **CHINA** Addressing key issues through hosting 6th International Meeting on the Silk Road 2013 ‘Building the New Silk Road for Tourism’
- **JAPAN** Enhancing Silk Road tourism and partnerships through development Maritime Silk Road Project
- **UZBEKISTAN** Providing support services and member engagement through reopening of Silk Road Tourism Office in Samarkand
Help shape the future of Silk Road Tourism!
Strategic meeting and workshop to:
✓ Devise the Silk Road Action Plan 2014/2015
✓ Form regional partnerships for sustainable growth
✓ Review progress and define key priorities

Organized by UNWTO and the Ministry of Culture and Tourism of the Republic of Azerbaijan
Progress and priorities:
✓ Travel facilitation was key item on agenda of UNWTO Secretary-General when meeting with heads of State
✓ UNWTO Report 2013: ‘Visa facilitation: Stimulating Economic Growth and Development through tourism’
✓ UNWTO Ministers’ Summit WTM London 2012: ‘Open Borders and Open Skies: Breaking Barriers to Travel’
✓ UNWTO Report 2012: ‘The Impact of Travel Facilitation on Job Creation in the G20 Economies’
Silk Road Destinations at Work:

- REPUBLIC OF KOREA has been easing its visa policy for Chinese visitors since 2008, resulting in an increase in Chinese arrivals of 18.9% annually.
- ITALY commenced new procedures to facilitate visa procedures in 2011 resulting in immediate annual increases from China (+46%), Russia (+26.5%) & India (6.8%)
- RUSSIA & TURKEY Introduced free visa regime in 2011, resulting in a 300% increase in Russian visitors to Turkey.
Major Events 2013

- UNWTO Silk Road FITUR Traveler’s Treasure hunt: Consumer Promotional Campaign 2 February @FITUR, Madrid
- UNWTO Tour Operators’ Forum on the Silk Road 7 March @ITB Berlin
- 3rd Meeting of the UNWTO Silk Road Task Force 22-23 April @ Baku Azerbaijan
- 6th International Conference on the Silk Road 17-19 June @ Province of Gansu, China
- SR Programme in Cooperation with the WTM London & Social Media Market 4-7 November @ WTM London
6th International Meeting on the Silk Road
Join us on 17-19 June in Dunhuang, Gansu!

Major conference addressing:
• Economic outlook for the SR region
• Achieving good governance
• Product development
• Facilitating travel
• Safeguarding heritage
• The Role of SR Cities
...and much more

Organized by UNWTO, China National Tourism Administration & Gansu Provincial People’s Government
Thank you!

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