



**5<sup>th</sup> UNWTO Silk Road Tour Operators' Forum**  
***Inbound Tour Operators Workshop***  
**ITB Berlin**  
**Thursday 10 March 2016, 10.00-12.00**  
**'Palais West Room', ITB Berlin**

*Meeting organized by UNWTO in collaboration with Great Southern Touring Route Australia  
Supported by ITB Berlin*

For the first time at ITB Berlin, UNWTO will be running a 2 hour workshop designed to empower inbound Silk Road tour operators to better understand, engage and work with the international travel trade. This workshop will look at the relationship between market presence and distribution on the Silk Road. It will help operators gain a clearer understanding of who they are marketing to, and will enable them to be more strategic when selecting agents and distribution channels.

***Preliminary Programme***

*English – Russian simultaneous interpretation provided*

<b>Time</b>	<b>Topic</b>	<b>Speaker</b>
10.00-10.05	Official welcome	Mr. Zoltan Somogyi UNWTO Executive Director for Programme and Coordination
10.05-10.15	The UNWTO Silk Road Action Plan 2016/2017 and the importance of public-private sector partnerships	Ms. Alla Peressolova Head of UNWTO Silk Road Programme
10.15-10.45	<b>Session 1</b> <ul style="list-style-type: none"><li>• Maximising new and traditional distribution channels</li><li>• Understanding your customer</li><li>• Key trends to look out for</li></ul>	Mr. Roger Grant Director, Great Southern Touring Route Australia
10.45-11.15	<b>Session 2:</b> <ul style="list-style-type: none"><li>• Do's and Don'ts of pricing</li><li>• Improving your trade show strategy</li></ul>	
11.15-11.45	<b>Group Activity: <i>The Travel Trade Game Show</i></b> Participants will be put to the test...to see who will be the winning tour operator!	
11.45-12.00	<b>Session 3:</b> <ul style="list-style-type: none"><li>• Putting you on the (Silk) road to success</li><li>• Wrap up and final tips from the industry</li></ul>	

**About the Moderator:**

*Mr. Roger Grant, Director, Great Southern Touring Route (pictured left)*



Roger Grant has been the Executive Director of Tourism Greater Geelong and The Bellarine (Destination Management Organisation) for the last 21 years. Tourism Greater Geelong and The Bellarine is recognised throughout Australia as a 'best practice partnership model' that has delivered significant economic benefit for all the communities involved.

Tourism Greater Geelong and The Bellarine is a partnership between the tourism industry, Local Government and State Government, and represents over 400 tourism businesses and three Local Government areas.

Ten years ago as Executive Director, Roger established a dedicated unit within Geelong Otway Tourism / Tourism Greater Geelong and The Bellarine to focus on Business Tourism (meetings, conferences and exhibitions). This was a highly successful strategy with Geelong Otway Tourism winning the Victorian and the Australian Tourism Awards for Business Tourism each year since 2004, reaching Hall of Fame status.

Australia's Great Southern Touring Route has been working with the travel trade for over 21 years, the marketing partnership represents over 70 operators and is now included in the majority of travel trade programs featuring travel to Australia. Great Southern Touring Route has embraced digital technology with websites and apps that support the trade and consumers. Partnerships and joint marketing campaigns with the travel trade and airlines has further enhanced the close working relationship with industry. It is from this long established and industry leadership perspective that Great Southern Touring Route is supporting the World Tourism Organization Silk Road Project.

Roger's experience, formal study and extensive global travel allow him to provide a unique insight into tourism and the visitor economy.