



# València and the Silk Road: A tourism opportunity II

2nd International Western Silk Road Workshop

UNWTO Silk Road Programme

Sofia, Bulgaria, 27-29 June 2017

**Fundación Turismo València**

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# Transnational “Western Silk Road Passport”

- Open to any Western Silk Road destination
- A fictitious Passport
- UNWTO approved
- Unified image



# Transnational “Western Silk Road Passport”

- Obtains stamps in every SR destination.
- Bronze, silver, gold and silk levels, depending on the number of stamps. Growing number of advantages in every level.
- Discounts on destinations to SR Passport holders.
- Final UNWTO recognition when all destinations are visited



