



THE SOCIAL SILK ROAD

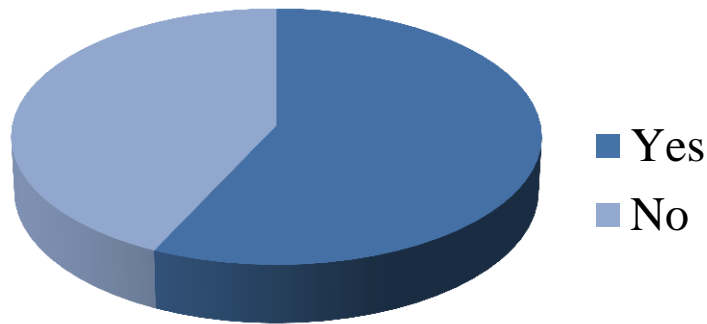
Mark Frary, Travel Perspective

www.travelperspective.co.uk, @socialtrav

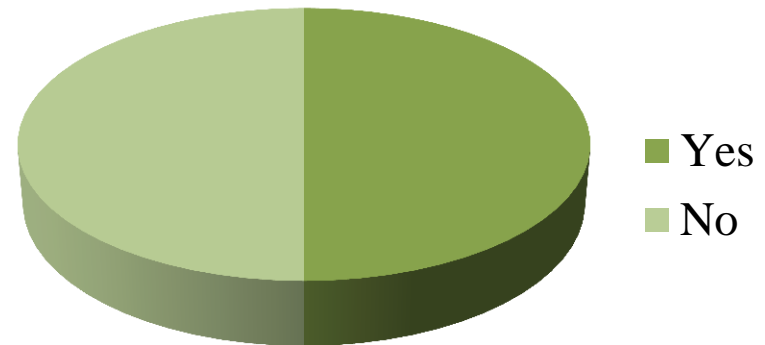
#WTMTP13



Do you promote the Silk Road on the web and social media?

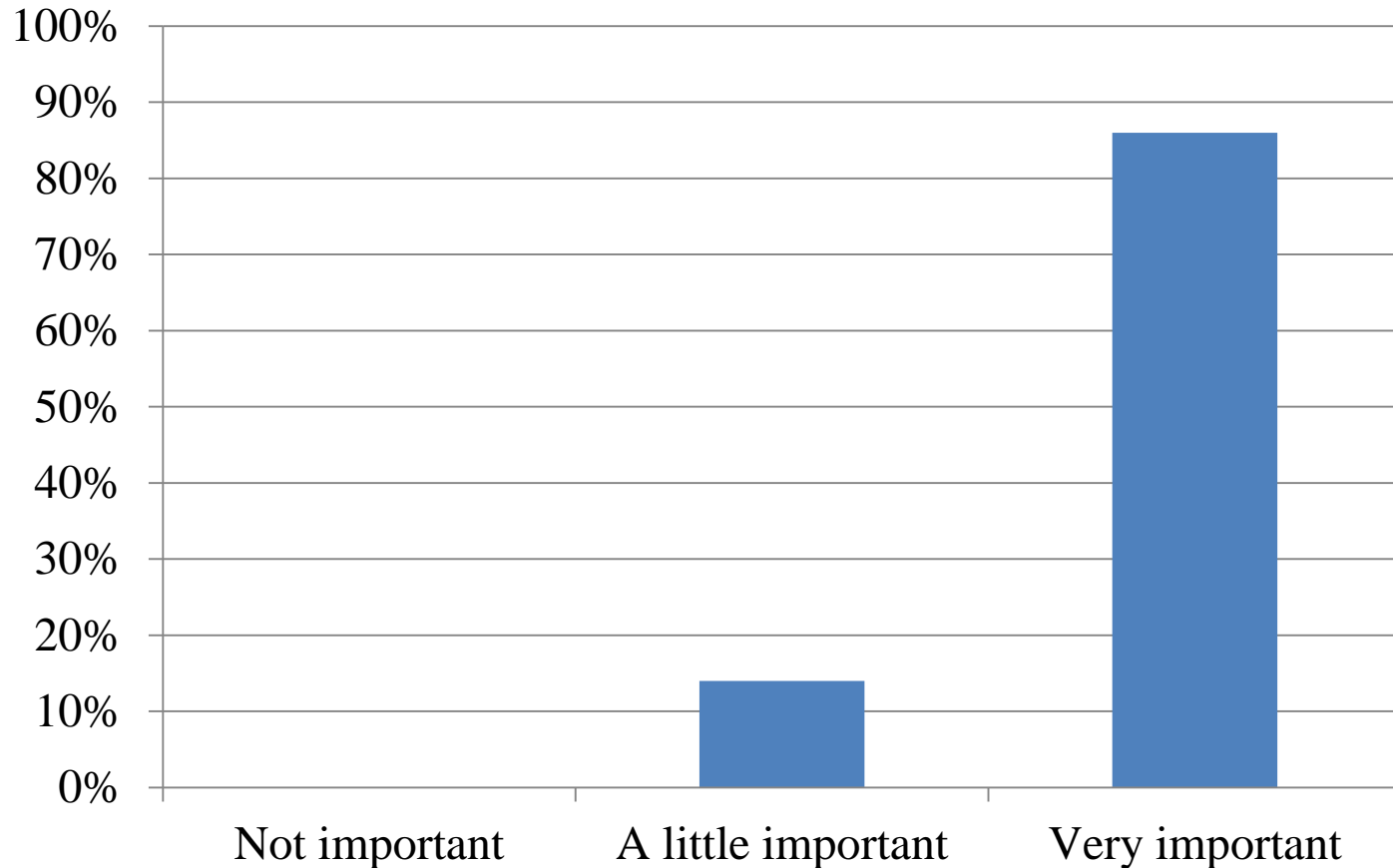


Web

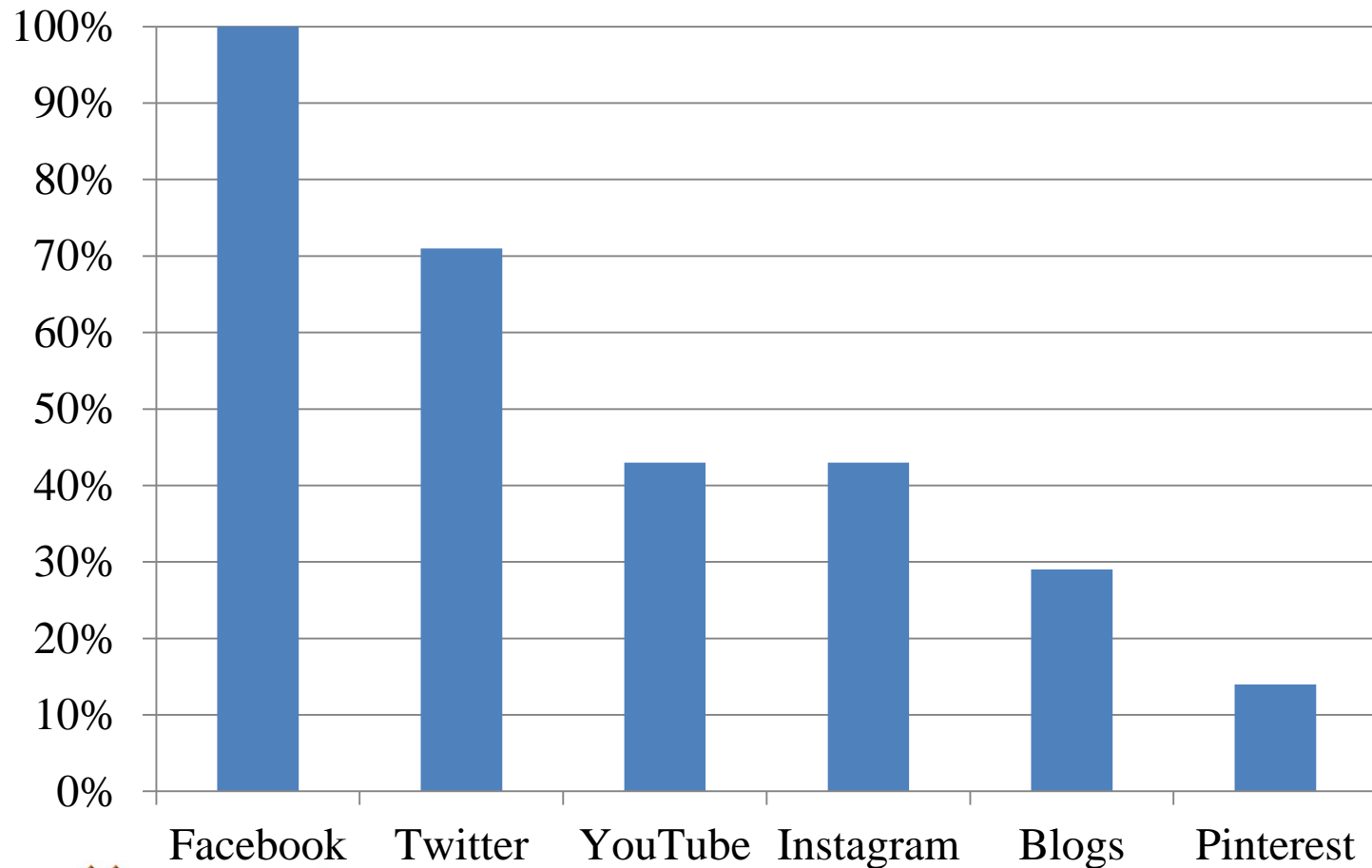


Social media

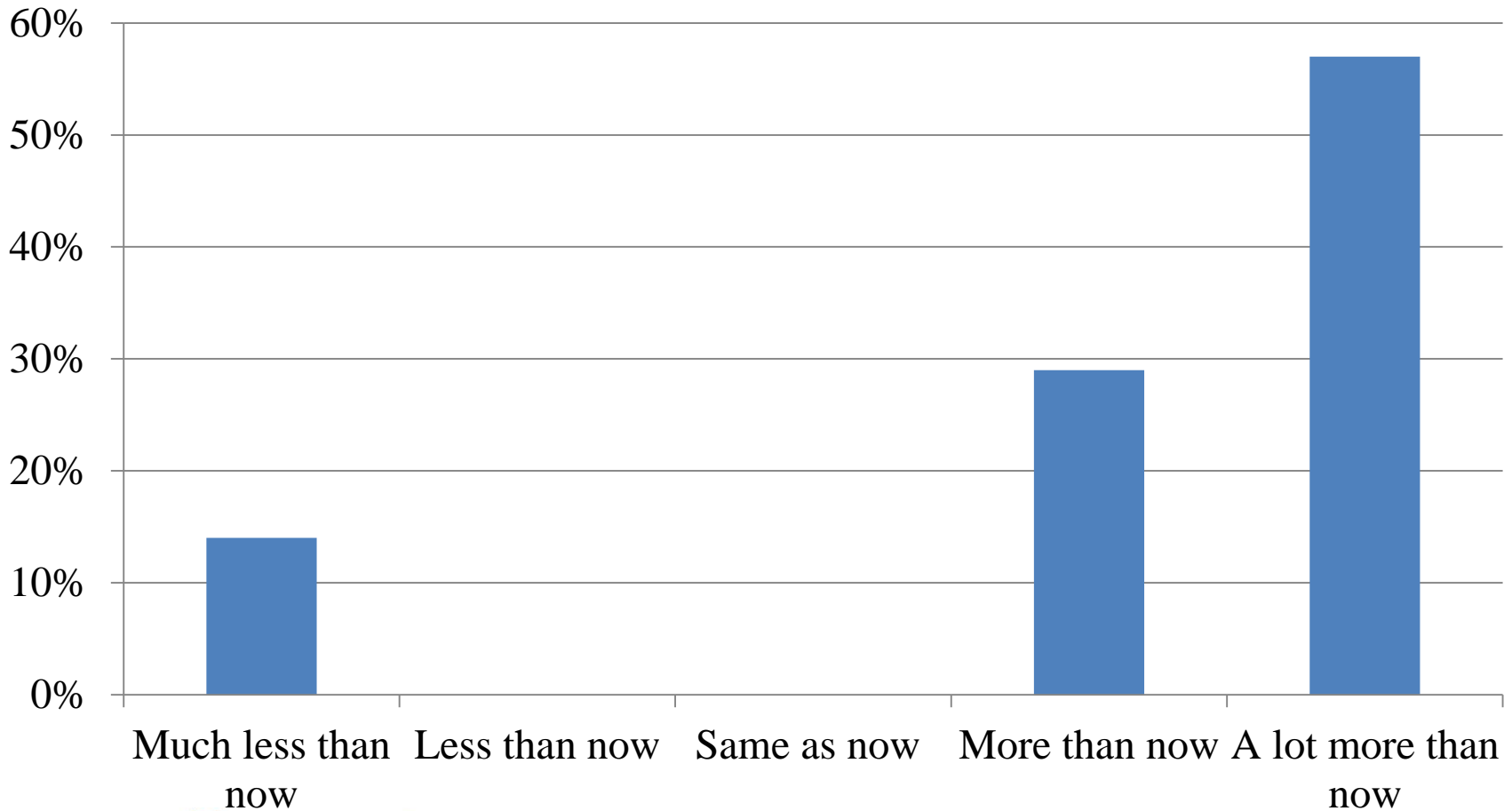
How important is social media for promotion now?



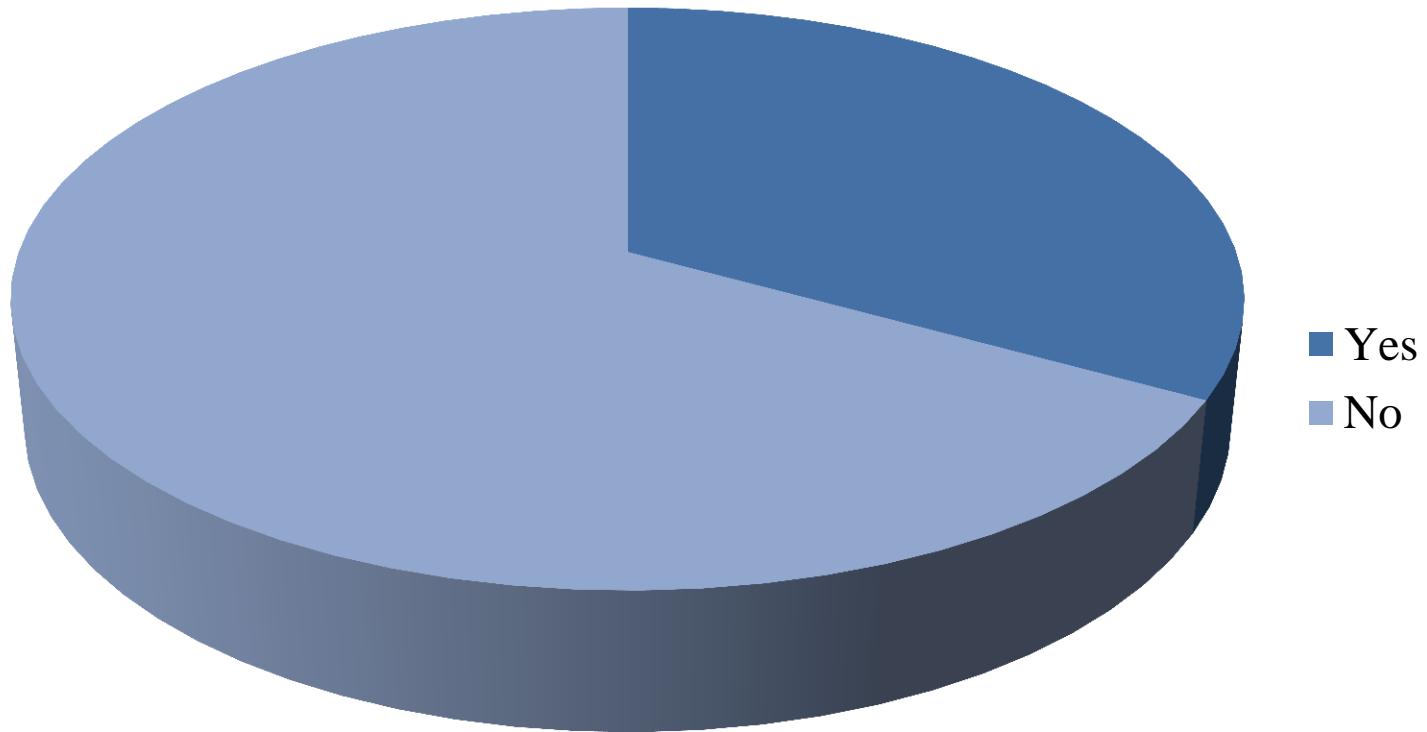
Which is the most important social channel for promoting Silk Road?



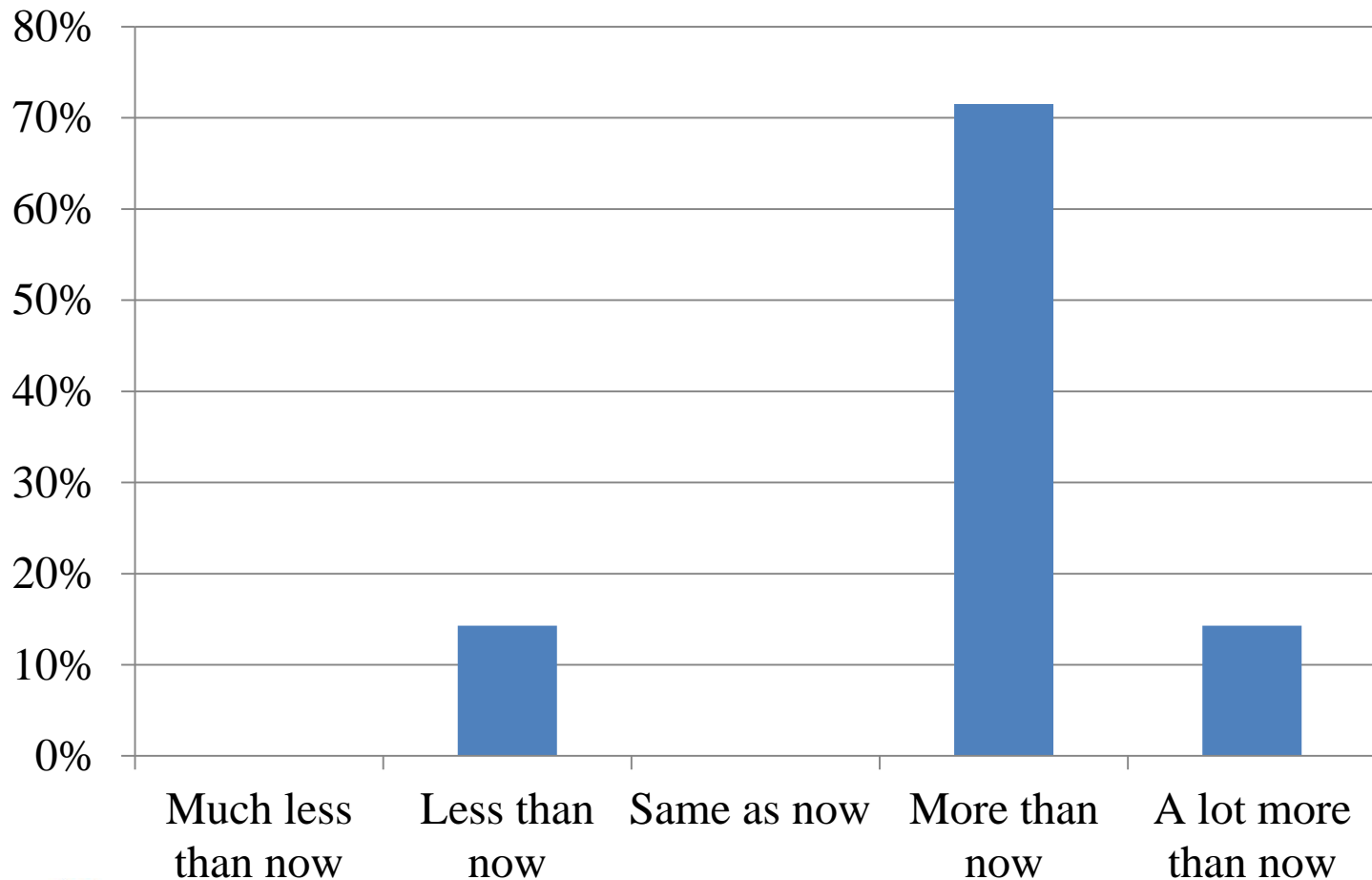
How much will you use social media in the future?



Does your destination/company work with travel bloggers?



How much will you use travel bloggers in the future?



Not too late to take part

<http://bit.ly/silkroad13>



Thanks to

