



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



## Selling the Silk Road: unite and conquer Programme

Monday, 6 November 2017

10.30-12.00

South Gallery Room 7 & 8

A Silk Road seminar jointly organized by the World Tourism Organization (UNWTO) and Travel Perspective, and supported by WTM London. To register for this seminar [click here](#). For more information, contact [silkroad@unwto.org](mailto:silkroad@unwto.org) / #SilkRoadNOW

10:30-10:50 Official Welcome and UNWTO Silk Road Programme Overview

### Official Welcome

*Mr. Zhu Shanzhong, Executive Director, World Tourism Organization (UNWTO)*

### Progress on the Silk Road and Opportunities for the Future

*Ms. Alla Peressolova, Head, UNWTO Silk Road Programme*

This presentation will show how UNWTO is working with 33 countries and numerous project partners to foster sustainable tourism development along the Silk Road. As the Silk Road continues to attract increasing global attention, the presentation will also look at what is in store for the future with regards to brand positioning, transnational route development and capacity building projects.

10:50-11:55 Panel Debate: how to market and sell a transnational tourism route like the Silk Road?

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, Europe and the Middle East. 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 moderated by Mr. Mark Fray and Steeve Keenan, Founders of Travel Perspective.

Intervening panellists:

- *Mr. Jonny Bealby, Founder / Managing Director, Wild Frontiers*
- *Ms. Lyn Hughes, Publisher, Wanderlust Travel Media*
- *Mr. Andreas Janz, Managing Director, China Tours*
- *Mr. Steven Hermans, Editor, Caravanistan: The Silk Road Travel Guide*

Brief introductory presentations will be followed by a panel discussion. Q&A session involving the audience is also planned.

Please note that admission to World Travel Market is for registered industry representatives only with valid accreditation to enter the WTM. For information on how to register for WTM London, please visit: <http://london.wtm.com/en/visit/Visitor-registration/>