

Selling the Silk Road: unite and conquer Speakers and Panellists

Monday, 6 November 2017;
10:30-12:00;
South Gallery Room 7 & 8



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

Current Executive Director at the World Tourism Organization (UNWTO), from late 2008 to 2013 Mr. Zhu was Vice Chairman of China National Tourism Administration (CNTA). As Vice Chairman, Mr. Zhu was responsible for overseeing international relations, marketing and promotion in domestic and overseas markets, tourism security and the establishment of a public service network. Mr. Zhu previously served CNTA in different capacities, namely as Director of the CNTA Sydney Office, Director of the CNTA New York Office, Deputy Director-General of the International Marketing Department and Director-General of the Marketing and Communication Department of CNTA. He received his Master's Degree in Tourism Economic Management from the Graduate School of New York New School in 1988. He also has a Bachelor Degree in English Language and Literature from Nanjing University in China.



Ms. Alla Peressolova, Head of UNWTO Silk Road Programme

Alla Peressolova has worked at UNWTO for over twenty years in different areas and is currently in charge of the UNWTO Silk Road Programme. The UNWTO Silk Road Programme is responsible for implementing transregional and transnational projects across a broad range of themes and subjects. Designed as a collaborative platform of 33 Member States, the programme is focused on raising the profile of Silk Road tourism through marketing, capacity building and development activities that are sustainable, responsible and internationally competitive. Prior she was responsible for the UNWTO's relations with the major international fairs. Over the years she established strong alliances with over 20 international and regional fairs, developing on-going programmes and events. She was in charge of such successful events as the Ministers' Summit, gathering over 100 ministers of tourism every year at WTM, London. Among her other

projects are numerous communications and awareness campaigns, international conferences and capacity building workshop



Mr. Jonny Bealby, Managing Director, Wild Frontiers

Rock singer, writer and travel entrepreneur, Jonny has streetwise savvy and miles of travel under his belt. His experiences have given him the ideal background for setting up Wild Frontiers, the specialist award-winning tour operator which takes small groups and tailor-made clients to roads less travelled. Having strutted the boards as a rock singer in the latter half of the 1980s, Jonny ditched music for what turned out to be a decade of travels, through Africa and south/central Asia which led to three acclaimed travel books, a TV film and Wild Frontiers. As a writer and traveller, he has visited 90+ countries and, in addition to his books, has had articles featured in a number of publications. He has lectured to the Royal Geographical Society in London and Hong Kong. In 2002 he expanded Wild Frontiers, his small sole-trader business, (named after Pakistan's Northwest Frontier). Taking the approach to trips that had served so well in

Pakistan – namely, 'off the beaten track/meet the locals/get beneath the surface' kind of tourism – the business exploded. In 2002, Wild Frontiers took 19 clients to two destinations; this year it will take 2,500 clients to 70 destinations.



Ms. Lyn Hughes, Publisher, Wanderlust Travel Media

In 1992 Lyn and her late husband, Paul Morrison, were bored on a flight to Ecuador and so schemed out their ideal travel magazine on the back of a sickbag. The idea stuck and, returning to the UK, they launched Wanderlust magazine from their spare bedroom. It went on to be one of the UK's leading travel magazines, with numerous awards under its belt. In time it led to the family of other travel products and services that make up Wanderlust Travel Media today. Following Paul's death, Lyn took on the roles of managing director and editor-in-chief. In 2008 The Times lauded Lyn as one of the "50 Most Influential People in Travel." In 2012, Lyn was awarded an Outstanding Contribution Award at the Travel Press Awards. In 2014, Lyn was awarded one of the 'Top 60 Most Influential Women in Travel in

the Last 60 Years' by the AWTE. As well as still being hands-on as editor-in-chief at the magazine and website, and the company's publishing and content services, Lyn is an award-winning travel writer in her own right. Lyn is a director of the Adventure Travel Conference, and chairs the World Guide Awards, Wanderlust Travel Photo of the Year and the Thailand Green Awards UK. She is regularly consulted by tourist boards and governments on travel-related issues, and sits on several committees, including LATA (the Latin American Travel Association).



Mr. Andreas Janz, Managing Director, China Tours

Mr. Janz is Managing Director of China Tours, Germany's leading specialist for China travel. Apart from offering package tours and unique FIT offerings, China Tours is the only tour operator that offers a variety of contiguous travel products along the ancient Silk Road from Europe to China and from China to Europe. Founded in 1998 China Tours today is particularly famous for its vintage car Rallies from Germany to China, over 50 days, along 13000km and through 8 countries. China Tours' newest Silk Road projects include an extremely successful luxury bus trip along the Silk Road from Germany to China (in partnership with Germany's largest weekly newspaper DIE ZEIT) as well as the burgeoning Chinese market of self-drive guests that drive all the way from China to Europe. Born in 1973, Mr. Janz has lived in China for over 10 years, knows the country extensively and harbors a passion for Silk Road travel, especially China's western regions.



Mr. Steven Hermans, Editor, Caravanistan: The Silk Road Travel Guide

Steven Hermans is the founder and editor of Caravanistan, an online travel guide for the Silk Road with a focus on Central Asia. He has been traveling the Silk Road and working with tourism stakeholders in the region since 2010.



Mr. Steve Keenan, Co-Founder, Travel Perspective

Steve Keenan launched and ran the online travel section for the Sunday Times, having previously been launch travel editor for timesonline.co.uk for five years. Prior to that, he was deputy travel editor of The Times from 1999-2005. Credited with being the first national travel journalist to make the transition to online, he left News International in December, 2011 to co-found Travel Perspective with Mark. He still writes for national media and retains a healthy respect for print journalism. Occasionally, he moderates between the two.



Mr. Mark Frary, Co-Founder, Travel Perspective

Mark Frary has written extensively about travel and technology for numerous publications both online and in print and has an enthusiasm for all aspects of social media. He is the Sunday Times' travel agony uncle and was previously the ski correspondent and business travel editor for The Times. He is also the author of eight books, including Aiming High, a biography of the ski and travel pioneer Erna Low.