



ADVENTURE TRAVEL
TRADE ASSOCIATION

www.adventuretravel.com

Supported by



ITB
BERLIN

THE WORLD'S
LEADING TRAVEL
TRADE SHOW®

UNWTO Silk Road Tour Operators' Forum

Unlocking the Silk Road's Adventure Travel Potential

Organized in collaboration with the Adventure Travel Trade Association (ATTA)

Thursday 5 March 2015, 11.00-13.00, 'Palais West Room' at ITB Berlin

Acclaimed as one of the greatest trading routes in the history of mankind, the Silk Road is a unique tapestry of nature, traditions and trading routes connecting the ancient empires of China, Central and Western Asia, and the Indian Sub-Continent to Rome.

Today, this rich network of routes stretching thousands of kilometers across over 30 countries offers one of the most diverse ranges of tourism experiences in the world. Travelers can retrace the steps of ancient explorers, hike unspoiled mountain ranges, wander through ancient cities and experience traditional life in the steppe.

With its unparalleled culture, nature and historical experiences on offer, the Silk Road is fast becoming a hot spot for adventure seekers. Adventure tourism is one of the fastest growing sectors of the travel industry, attracting high value customers, supporting local economies, and encouraging sustainable practices.

This forum will provide an opportunity for adventure travel experts and Silk Road tour operators to discuss opportunities for joint product development and cooperative marketing activities. It will look at how stakeholders can work together to raise the profile of the Silk Road as a world class adventure travel destination.

This meeting will be conducted in English. Join the debate on Twitter! #silkroadtourism

10.30-10.45 REGISTRATION

11.00-11.05 WELCOME

Mr. Zoltan Somogyi, Executive Director, World Tourism Organization (UNWTO)

11.05-11.15 UNWTO PRESENTATION

Ms. Alla Peressolova, Head of UNWTO Silk Road Programme

This presentation will provide an overview on how UNWTO is working with public and private sectors across the world to raise the profile of Silk Road tourism. Ms. Peressolova will discuss progress on the Programme's key focus areas while sharing how tour operators can benefit from being involved.

11.15-12.00

GUEST PRESENTATIONS

Moderated by Mr. Chris Doyle, Executive Director-Europe, ATTA

'Adventure Travel Market Accelerates'

Ms. Manal Kelig, Executive Director - MENA, ATTA

According to ATTA research, the adventure travel market currently represents around US\$263 billion, up 65% per annum since 2009. This presentation will share ATTA's insights on the adventure travel trends and market segments most valuable for the Silk Road.

'Responsible Tourism ~ A Mongolian Case Study'

Ms. Narantsetseg (Nara) Delgersuren, General Manager, Juulchin World Tours Corporation

Inspired by more than 60 years of adventure experiences in Mongolia, this presentation will illustrate how respect for the environment and culture are integral tenants of the company's proven responsible tourism business model.

'The Social Age: Attracting the Adventure Traveller'

Ms. Milena Nikolova, Assistant Professor of Marketing at The American University in Bulgaria

Digital and social media is playing an increasing role in shaping travel trends and behaviour. This presentation will look at how the Silk Road can leverage from the social age and what this means for sustainable tourism development.

'Establishing Signature Brands Through Collaboration'

Ms. Ethna Murphy, Tourism Industry Consultant, Product Innovation, Development & Cooperation

This presentation will focus on public-private models of collaboration that Silk Road tour operators and destinations can leverage for product development and cooperative marketing activities.

'Unveiling the Truth about Turkmenistan through Travel'

Ms. Christina ter Braak, Founder, Silk Road Tourism Consulting

Based on over 20 years' experience in the region, this presentation will uncover how adventure travel is playing a key role in changing perceptions of one of the Silk Road's most mysterious destinations. The presentation will look at how Turkmenistan is using the adventure segment to reveal the country's natural and cultural highlights, based on the experiences of Owadon Tourism - one of Turkmenistan's longest running inbound tour operators.

12.00-12.50

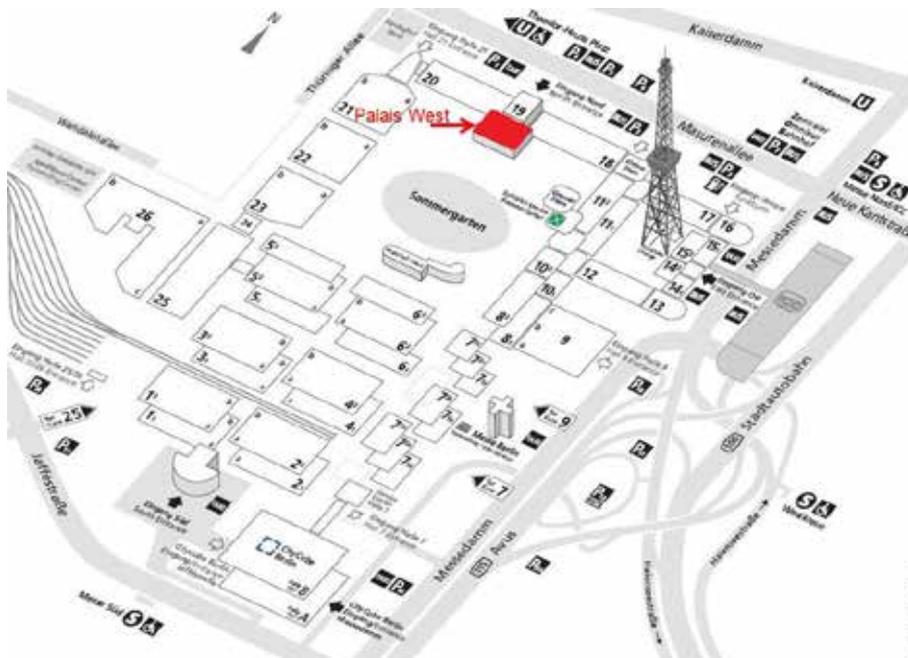
OPEN DISCUSSION

Silk Road tour operators, destinations and audience members will be invited to discuss the issues raised during the presentations and debate how the industry can advance adventure travel on the Silk Road.

12.50-13.00

CLOSING REMARKS

Ms. Alla Peressolova, Head of UNWTO Silk Road Programme



**The Palais West Room is situated between Halls 18 & 20
Nearest entry: North Entrance**