#SilkRoadNOW
Sharing the Experience!

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What is the Silk Road?
The Silk Road is one of the world’s most powerful brands, perhaps even bigger than Disney or Coca-Cola. In my conversations across the region, whether speaking with a Chinese policy official or Egyptian taxi driver, simple mention of the Silk Road brings immediate recognition.

By adopting the concept to explain China’s own regional ambitions, President Xi Jinping has leveraged the brand at little cost. And his early November announcement that China would fund a $40 billion Silk Road Fund rightly caught news headlines around the world.

And yet trying to decipher the implications of China’s strategic ambition is less straightforward. What does it mean in practice?
The Silk Road as the top 'touring route' (26.5%)
A collaborative platform aimed at fostering sustainable and competitive tourism along the historic routes.

3 key areas

- Marketing and Promotion
- Destination Management and Capacity Building
- Travel Facilitation

Building the new Silk Road for Tourism
33 Committed Member States

Albania – Armenia – Azerbaijan – Bangladesh - Bulgaria – China
Indonesia - Iran – Iraq – Israel – Italy – Japan – Kazakhstan
Kyrgyzstan - Mongolia - Pakistan – Romania - Russia - San Marino
Saudi Arabia - Spain – Syria - Tajikistan – Turkey
Turkmenistan - Ukraine - Uzbekistan
MARKETING AND PROMOTION
1. Marketing and Promotion

Raising the Global Profile of Silk Road Tourism

- World Travel Market
- BBC World
- National Geographic Traveler
- ITB Berlin
- Globe Trekker
- Pioneer Productions
- TripAdvisor
- Earth TV
- Discovery Networks International
Trip Advisor Travel Trends for the Silk Road

Top Experiences - Ranking

- 72% Explore ancient Silk Road cities
- 70% Shop in local bazaars and markets
- 65% Visit UNESCO World Heritage Sites on the Silk Road
- 52% Attend local festivals and events
- 50% Visit art galleries and museums
2.8 billion subscribers in 220 countries

A journey through China, Kyrgyzstan, Uzbekistan, Azerbaijan, Georgia and Turkey
The Silk Road presented by historian Dr. Sam Willis, focus on cultural heritage and daily lives of SR artisans

6 Silk Road countries: Tajikistan, Uzbekistan, Iran, Turkey, Italy and China

UK and 152 mln subscribers in 120 territories on BBC World
Silk Road wide Social Media campaign that will focus on the promotion of sustainable travelling along the 33 Silk Road Destinations (SRDs)

Two social media competitions (Picture and Video) with travel incentives
**Launching** of the campaign and competitions via our new Facebook Silk Road page and Instagram Profile

**Collect videos and pictures** sent from the participants while travelling along the Silk Road

**Select content** that is focused on and promotes sustainable tourism practices

**Engage** with the SRDs Tourism Stakeholders
Silk Road Social Media

Marketing Content for Individual Destinations

Marketing Content for the Silk Road Brand
DESTINATION MANAGEMENT AND CAPACITY BUILDING
Enhancing Silk Road Interpretation and Quality Guides Training Initiative

- Implement common standards for guides on the Silk Road
- Creation of a national pool of Silk Road trainers
- Enhance overall visitor experience to Silk Road heritage sites
2017 Milestones

Western Silk Road
- Brand Research and Handbook
- Capacity Building Workshops
- Work Group

New Alliances
- Academia
- Affiliate Members
Travel Facilitation
3. Travel Facilitation

Improving air connectivity and “open skies” policies on the Silk Road

2008: 87% required a visa prior to departure to a Silk Road destination

2013: 73% required a visa
Today Internet is the fundamental necessity when it comes to sharing travel experiences. We encourage Silk Road countries to facilitate internet access.
How to get involved

Creating tourism intelligence on Silk Road

Participating in the Silk Road Social Media Campaign for the International Year of Sustainable Tourism for Development 2017

Strategic Silk Road Tour operators training

Silk Road Heritage guides training

Keep in touch on silkroad.unwto.org
The near future…

- 7th Silk Road Ministers Meeting at ITB (annual)
- 6th TOs Forum at ITB (annual)
- 7th Silk Road Task Force Meeting, Valencia, Spain
- 8th International Silk Road Meeting (biennial) – Kazan, Russia
- Silk Road Seminar (annual), WTM London
- 2 Workshops on Western Silk Road Initiative (EU project)
- And many more…
Thank you!

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Join Us!