València and the Silk Road: 
A tourism opportunity

1st International Western Silk Road Workshop
UNWTO Silk Road Programme
Alexandroupoli, Greece on 26-27 April 2017

Fundación Turismo València
Vicente Haba
Tourism Product Development Manager
València: who we are

www.visitvalencia.com

3rd. largest capital of Spain

✔️ +2,000 years
✔️ More than 60 connections to international airports.
✔️ High speed train Madrid-Valencia
✔️ 4.5 million bednights
València and the Silk Road

- **8th century**: Arabs bring silk and sericulture to Al-Andalus.

- **Late 14th century**: Traders from Genova (Italy) introduce technology to production.

- **Late 18th century**: Almost half of the population worked directly or indirectly on the silk industry.
Two Silk Road gems in València

• The Silk Exchange, living testimony of Silk trade.
• Masterpiece of late Gothic architecture.
• World Heritage Site by UNESCO.

Two Silk Road gems in València

• The College of High Silk Art, still headquarters of the guild of silk weavers.
• Its archive is the most important in Europe.
• After a renovation, opened in June 2016, including a museum.

https://www.museodelaseda.valencia.com/en/
The silk *survives* in València

• Today, silk is still produced in València
  – Industrially
  – Handmade
• Used for traditional Valencian costumes: Las Fallas
• All transactions still registered in the College

http://fallespatrimonicomu.info/en/traditional-costumes/
Tourism Product:
A silk *route* within the city
Tourism product: Guided Silk Tours sold

Product promotion: material edited
Product Promotion: events, conferences
Product Promotion: marketing, Communication


- Xinhua: http://news.ifeng.com/a/20160612/48961263_0.shtml (15+ more online outlets)


- CCTV: http://cctv.cntv.cn/2016/06/10/VlDEdLntDP6pxh3o60TvGquV160610.shtml
As a Result: Silk Road-València, a strong tourism product in our Cultural portfolio

- Valencia mixes its many Silk Road elements to produce experiences in the fields of arts, music, shows, popular festivities, learning programs, etc.

- The power of Silk Road brand in Central and Eastern Asia, facilitates city of València to communicate our vast tourism offer.

VLC TURISMO VALENCIA
All actions framed within a Silk Road international promotional plan

- **2015:**
  - National and regional governments approve initiatives on Valencia and the Silk Road.
  - Spain: member 32nd in the Silk Road Program of the UNWTO.
  - Spain joined the Silk Road Platform of UNESCO, in which they participate 19 States
- **2016:** Unesco’s Silk Road Program meets in Valencia.
- **2017:**
  - UNWTO’s Silk Road Task Force meets in Valencia
  - Valencia joins UNWTO Western Silk Road
Western Silk Road: Valencia Focus Groups
best proposals

- Transnational “Silk Road Passport”
  - Obtains stamps in every SR destination
  - UNWTO approved
  - Bronze, silver, gold and silk levels, depending on the number of stamps. Growing number of advantages in every level.
  - Unified image
  - Discounts on destinations to SR Passport holders.
  - Final UNWTO recognition when all destinations are visited
Western Silk Road: Valencia Focus Groups best proposals

- The New Silk Road
  - Passengers Rail Pass (e.g., using Yiwu-Madrid railroad)
  - Silk Road Cruise (Mediterranean, Indian ocean, Pacific)
Next Silk Road Valencia milestone

Valencia will propose the creation of a travel agencies Silk Road task force
Thank you very much and see you in València!!!!

Video

www.visitvalencia.com