València and the Silk Road: A tourism opportunity

8th UNWTO Silk Road Task Force Meeting
Kayseri, Turkey, 25-28 April, 2018

Turismo València
Vicente Haba
Manager, City and Tourism
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: 1,5 hours.
✓ 4.8 million bednights, 63% international (+3M).
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: 40% of the population work directly or indirectly on the silk industry.
The Silk Exchange, living testimony of Silk trade.

Masterpiece of late Gothic architecture.

World Heritage Site by UNESCO.

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.

2017: 40,000 visitors

https://www.museodelasesedavallence.com/en/
TODAY, SILK IS STILL PRODUCED IN VALÈNCIA

Industrially and Handmade

Traditional Valencian costumes

All transactions still registered in the College
CREATING A TOURISM PRODUCT

A silk route within the city

More than 20 locations to visit
Discover the heritage of the ancient Silk Trade in Valencia

- Tourist Info Ayuntamiento.
- Spanish - English (bilingual).
- Saturdays at 11 a.m. Duration: 2 hrs.
- Trip guaranteed.

The Silk Exchange UNESCO
INSIDE VISIT INCLUDED

Silk Museum
INSIDE VISIT INCLUDED

Espai Seda Tienda
INSIDE VISIT INCLUDED

Tienda Indumentaria
INSIDE VISIT INCLUDED

Complete your experience visiting the Museo Nacional de Cerámica and the Museo L'Iber, not included in the tour.

Find out more and get these promotions in any of our Tourist Info offices, www.visitvalencia.com or at comercial@visitvalencia.com
Online purchase

Valencia, City of the Silk

BENEFIT FROM THIS SERVICE BY DISPLAYING TICKETS ON YOUR MOBILE. GET DIRECT ACCESS TO THE COMPLEX ON THE DATES THE TICKET DISPLAYS USING YOUR MOBILE.

PRODUCT OPTIONS

11.00h Adult
Final Price: 20.00 €

11.00h Children (from 7 to 16)
Final Price: 10.00 €

Discount with Valencia Tourist Card: 50% off
You’ll receive a discount on this product if you add the Valencia Tourist Card to your cart.

ADD TO CART
Promotional Plan
Upcoming events:
Series of Conferences: Art and Silk National Ceramics Museum

CICLO ARTE Y SEDA EN EL MUSEO
EN TORNO A LA RUTA DE LA SEDA

El esplendor de la seda en los abanicos del Museo Nacional de Cerámica
Por Carmen Rodrigo
Jueves 12 de abril, 19 h.

El brillo de la seda en las pinturas centrales del Palacio de Dos Aguas
Por Elvira Mas Zurita
Jueves 19 de abril, 19 h.

Textil y seda en las cerámicas del Museo “González Martí”
Por Sara Puggioni
Miércoles 25 de abril, 19 h.

Entrada libre hasta completar aforo. Museo Nacional de Cerámica y Artes Suntuarias “González Martí”, c/Poeta Querol, 2 - 46002 València, 96-351 63 92 - informacion.moceramica@mecc.es - www.mecc.gob.es/moceramica

VLC TURISMO VALENCIA
Upcoming events:

The color of Valencia Silk
May 3

First local dyers’ regulation from 1506

The key is dyeing and color’s evolution
Upcoming events:

Thai Week
May 21-25

Thai fabrics exhibition and fashion show

Food tasting

Thai tourist Info
Upcoming events:
Pasarela de les Arts (Arts Hall of Fame)
June 7-10
Local signature fashion designers works on silk
As a Result: Silk Road-València, a strong tourism product in our Cultural portfolio
Our Proposal: “Silk Road Passport”

Open to any Silk Road destination

A ficticious Passport

UNWTO approved

Unified image
Our Proposal: “Silk Road Passport”

Obtains stamps in every SR destination.

Bronze, silver and silk levels, depending on number of stamps.

Discounts on destinations to SR Passport holders.

Final UNWTO recognition when all destinations are visited.
Thank you very much and see you in València!

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