UNWTO will be running a 2 hour workshop designed to empower Silk Road stakeholders to better understand, engage and work with the international travel trade. International tourism experts will present on multiple areas shaping the industry and discuss the opportunities, challenges and necessities of managing a tourism destination and/or product of important natural and cultural heritage. UNWTO Affiliate Members that lead within their respective tourism segment will share best-practice examples and insights on topics ranging from how to strategically market your destination to tourism route development and novel marketing mechanisms. Potential applicability of best-practice examples throughout the historic Silk Road routes will also be discussed. Moreover, a speed-networking session allowing participating tour operators and additional stakeholders to showcase their latest products to an international audience will also be included in this year’s exciting event.

To register and for more information, please contact silkroad@unwto.org

Provisional Programme

14:00-14:05  Official welcome by Mr. Suman Billa, Director, Technical Cooperation and Silk Road Department, UNWTO

14:05-14:20  Presentation: “How the private sector can help boost tourism investments along the historic routes” by Mr. Patrick Fritz, Technical Coordinator, Technical Cooperation and Silk Road Department, UNWTO

14:20-15:00  Strategic assessment of the Silk Road: best-practice examples and lessons to be learnt

  ➢  “Learn about partnership opportunities with Niantic Inc, the developer of Pokémon GO” by Ms. Anne Beuttenmüller, Head of Marketing, EMEA, Niantic Inc.
  ➢  The Belt and Road Initiative – Challenges and Opportunities for Mobility, Local Development and Tourism by Hannes Thees & Prof. Harald Pechlaner, Chair of Tourism/ Center for Entrepreneurship at Catholic University of Eichstätt-Ingolstadt.

15:00-15:55  Silk Road stakeholders networking session

Silk Road tourism stakeholders will be given a 3-minute time-slot to present their main products and/or tourism ideas to an audience composed of public and private tourism stakeholders. Enough time will be secured for stakeholders to subsequently discuss common synergies within a B2B context.
Silk Road Strategy Forum
5 March 2020, 14:00-16:00
West Room, Palais

North Entrance;
Access through Hall 19;
Once inside the Palais,
room located on the right hand side.