



Madrid, 27 November 2015

Subject: PRESENTATION OF THE UNWTO AFFILIATE MEMBERS GLOBAL REPORT ON CULTURAL ROUTES AND ITINERARIES.

Dear UNWTO Affiliate Member,

We are pleased to invite you to attend the presentation of the UNWTO Affiliate Members Global Report, Volume 12 on Cultural Routes and Itineraries, to be held at the UNWTO headquarters Madrid, Spain, on Thursday 17 December 2015, from 16:00 to 18:00.

The UNWTO Affiliate Members Global Report, Volume 12 on Cultural Routes and Itineraries is jointly published with Affiliate Member, Agència de Turisme de les Illes Balears (ATB). The report highlights current trends in cultural tourism providing insight on the development of cultural routes and itineraries. This development on cultural routes has provided destinations a notable competitive advantage among cultural tourists worldwide offering more innovative tourism products and valuable visitor experiences. Recently, ATB has designed the *Balearic Archaeosites* as a cultural tourism product with an archaeological route format for the whole of the archipelago. This report brings together some considerations resulting from this experience providing framework for designing and establishing cultural routes. This phenomenon also reaps sustainable socio-economic and cultural benefits across the different destinations among the route. This presentation is also a great opportunity for further collaboration between fellow Affiliate Members and to encourage conversations and implement action surrounding the subject.

In this regard, we would be very pleased to welcome you to our presentation on this insightful publication. We sincerely hope that you will be able to join us and we look forward to welcoming you. Kindly note that we will offer simultaneous translation in English and Spanish. To confirm your attendance or if you have any queries, please contact us at unwtoam@unwto.org.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Yolanda Perdomo'.

Yolanda Perdomo
Director of the Affiliate Members Programme
World Tourism Organization (UNWTO)