

Visit Silk Road Portal Upgrade

visit **SilkRoad**



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How Travel Discovery, Search and Booking is Changing

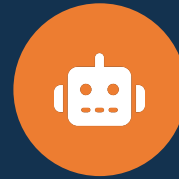


THEN — guidebooks

I am interested in planning a trip to explore the Silk Road for two weeks. I am interested in culture, historical sites, hiking and food experiences. Which places do you recommend visiting? Top things to do?



NOW — ask your favorite AI tool



56%

of travelers used AI for planning, booking or in-destination help on at least one trip in last year. Among AI users, 94% have used it for travel.



90% of tourists research travel online before they go. Google search still is most popular, but declining to AI and Answers.



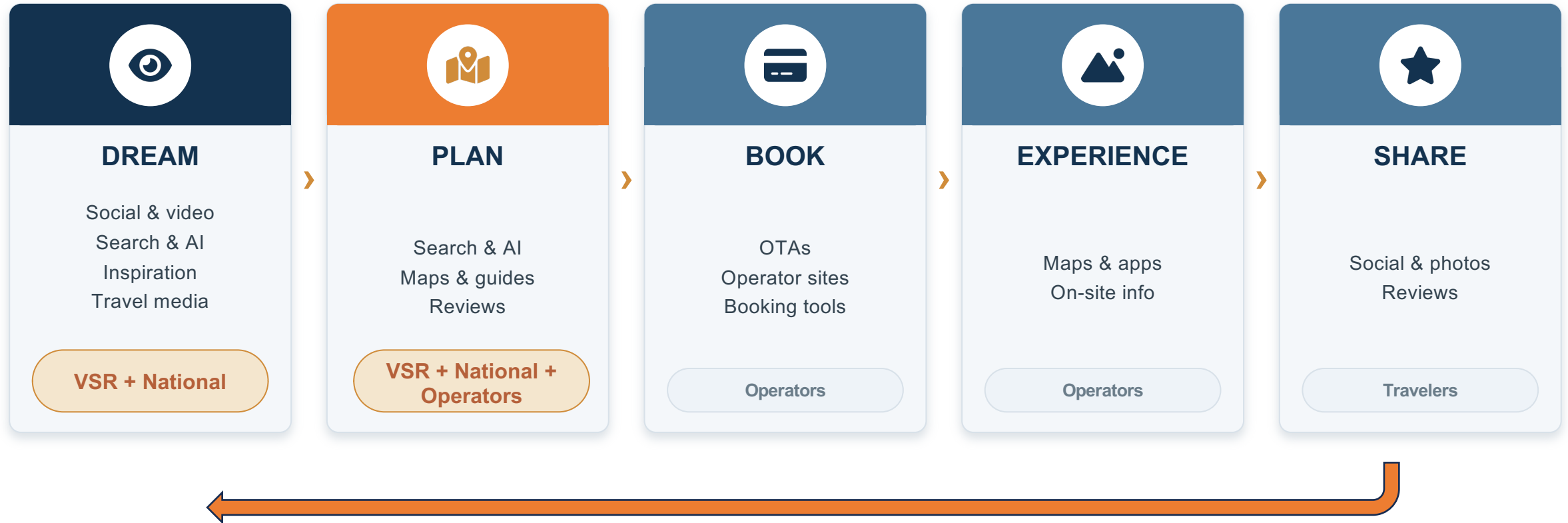
Travel search is fragmenting: Google, AI answers, maps & business profiles, and social media all play an important role.



The website upgrade aims to improve visibility for AI tools and online search by making VSR a trusted, citable source for quality travel information on the CAREC Region.



The Traveler Lifecycle: Where the VSR Portal Fits In

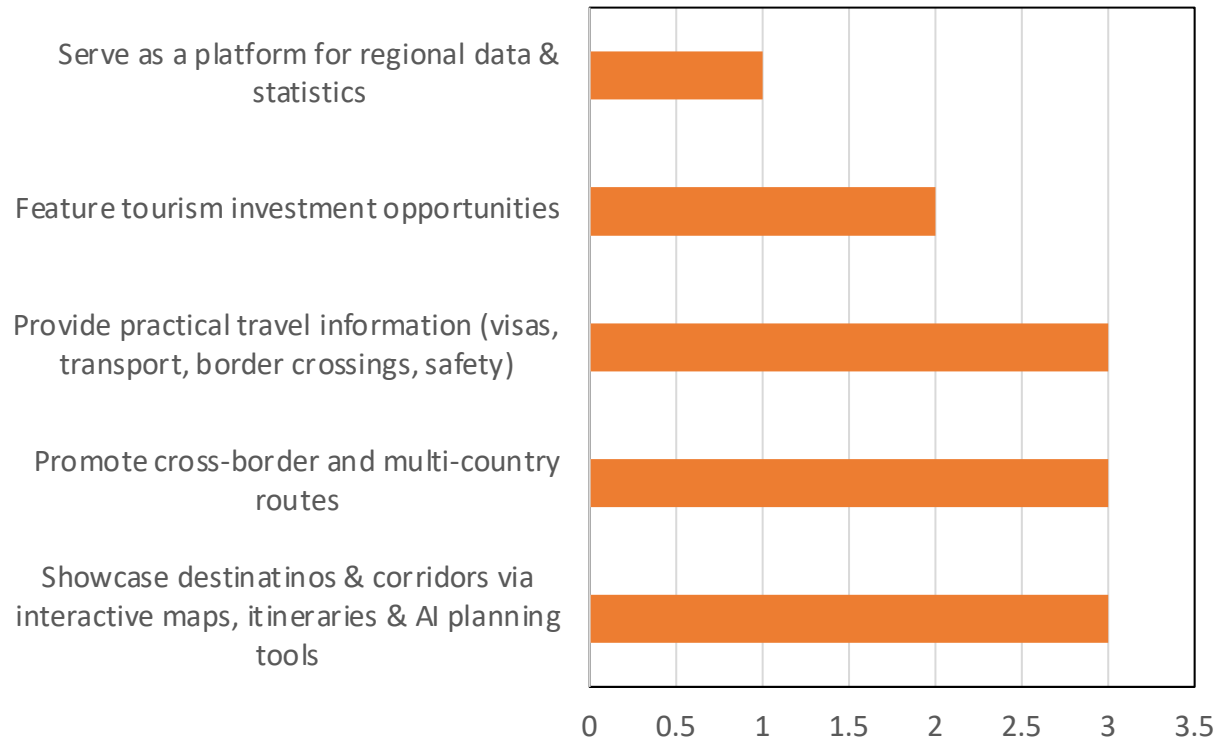


The opportunity: most travelers don't yet find the region at the Dream and Plan stages. This is where the VSR portal can grow visibility for the region as a tourism destination and help travelers act on that inspiration with quality, trusted information and connections to the private sector to book.

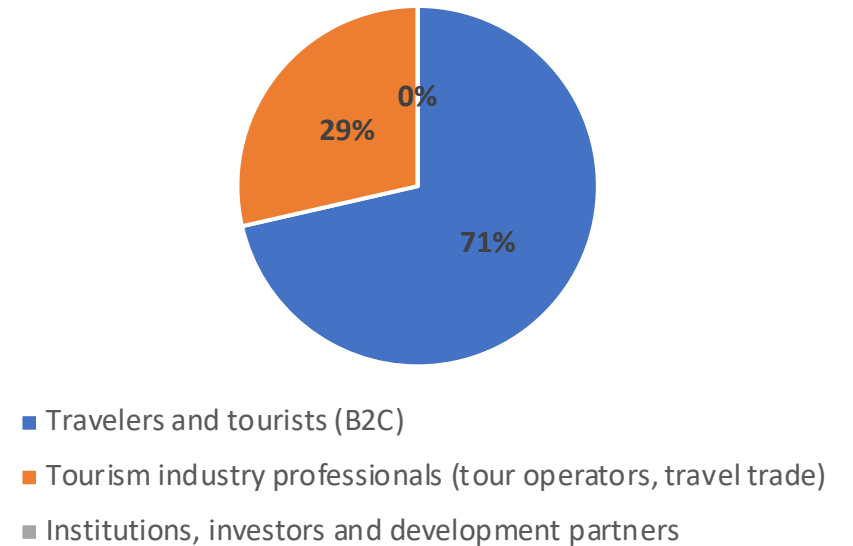


Your Input on the VSR Portal: Survey Results

How the VSR portal can best promote the CAREC Region



Survey: Primary audience for the VSR portal





Goals of the Proposed Upgrade



One destination, many experiences. Position CAREC as an international tourism destination with a portfolio of complementary experiences where each country adds to the next, built around promoting multi-country travel.



Traveler-First (B2C)

Main target audience is the traveler so the website should have updated, information and is easy to use.



Found on Google & AI

Optimized for internet search and AI tools (ChatGPT, Perplexity, AI Overviews).



Showcase the Region

The CAREC Region as one tourism destination with a diverse portfolio of experiences..



Cross-Border Routes

Highlight multi-country routes and itineraries with the information needed to plan and book a trip.



Seamless travel

Practical visa, border crossing, and transport information to show how easy it is to travel in the region.



Countries & Partners

Promote national tourism websites, local sites and engage the private sector.

Aligned with CAREC Tourism Strategy, Phase 2 2024-2028 focused on lucrative international target markets.



A Traveler-First Approach



About the Silk Road

What makes the region unique a unique international tourism destination. CAREC information.



Country Guides

Comprehensive country guides that inspire and inform travelers + links to national / regional websites.



Things to Do

Experiences and specific destinations by interest & theme aligned with travel trends.



Cross-Border Routes

Multi-country routes and tourism clusters to help travelers plan and book regional trips.



Plan Your Trip

Visas, border crossings, connectivity, safety to highlight ease of traveling in region.

THREE AUDIENCES, ONE PORTAL



Travelers (B2C) — **the primary audience** the whole site is built around to align with demand, destination website best practices and SEO/AEO/GEO.



Tourism professionals — can find trusted, quality information on experiences, cross-border routes data and private sector.



Institutions & investors — served in a dedicated subsection (more shortly).

Things to Do: Aligned with Travel Trends, Highlights Unique

EXPERIENCES BY INTEREST



History & Heritage



Nature



Outdoor & Adventure



Culture & Traditions



Bazaars & Arts



Culinary



Events and Festivals

Interest-based landing pages + specific destinations and experiences pages = inspiration plus practical how to do it

WHERE GLOBAL DEMAND IS HEADING



\$1.16 Trillion

global adventure travel market, up 160% since 2016. CAREC region is perfectly positioned for this market.



75%

of travelers seek authentic local culture + food is a top activity.



85%

of travelers say more sustainable travel is important or very important to them. **43% planning to avoid overcrowded destinations** (up 11% year-over-year)

Sources: [ATTA Adventure Travel Market Sizing](#), [2025 Adventure Travel Trends & insights](#), [Booking.com 2026 Sustainable Travel Report](#) | [Skift Food Tourism Report](#), Marriott Bonvoy Survey,



Promoting Cross-Border Routes and Tourism Clusters

THREE SIGNATURE ROUTES



Silk Road North



Silk Road South



Chinggis Khaan
Trail

SEVEN PRIORITY CLUSTERS

Heart of Central Asia

Caspian

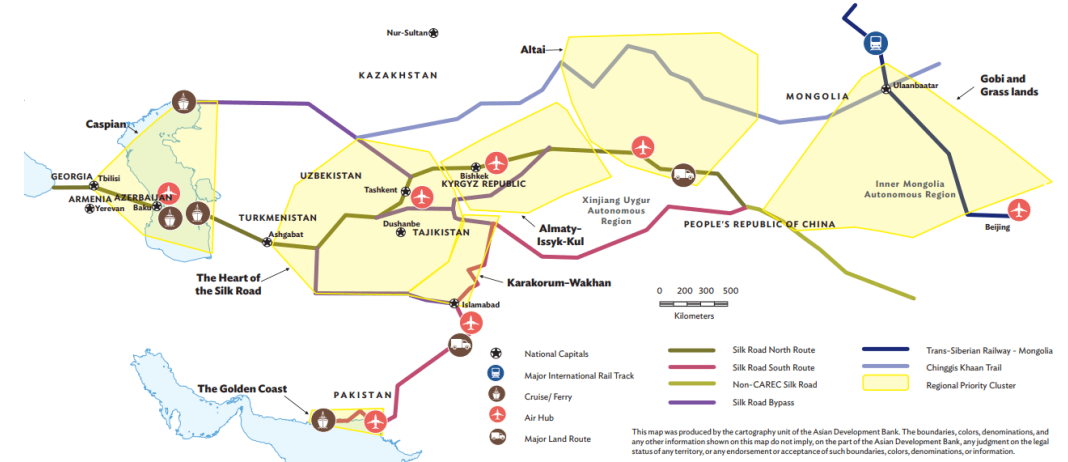
Golden Coast

Almaty–Issyk-Kul

Karakorum–Wakhan

Altai

Gobi & Grasslands



PROPOSED UPGRADES



Interactive maps to explore



Real planning detail per route & cluster



Space to feature operators & businesses

Goal: Raising visibility and turning clusters and routes into products travelers can actually plan — and book.



Practical Travel Details for Seamless Cross-Border Travel

PROPOSED INTERACTIVE TOOL



Visa checker tool

Travelers instantly see visa requirements for each country. Promotes multi-country travel.



Border crossings

Clear, current information on border crossings for international visitors..



Connectivity

Highlight increased connectivity to get to the region and getting around in and between countries..

Your input will be needed to make sure this is accurate and updated.

Highlight how open and connected the region already is and how easy it is to travel between countries to promote more cross-border travel.



Institutions & Investors Subsection



Investment Guides

Country investment guidance in one place.



Tourism Projects

The regional project pipeline and investment opportunities.



Data & Statistics

A regional tourism data hub so show growth and opportunity. .



Publications

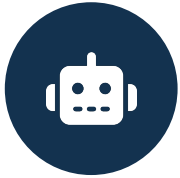
Key reports and knowledge products.



Connects to the investment pipeline agenda (Sessions 4–5) and 40% of your focal points asked for investment opportunities to be featured.



Ideas for Phase 2: AI-Enabled Tools and a Stronger VSR Brand



Custom VSR chatbot

Answers traveler questions on visas, borders, routes and destinations trained on the upgraded content + regular updates to keep accurate.



AI itinerary planner

Travelers get suggested multi-country itineraries, linked to the maps and pages. Pilot project on portal to test applicability for national destination or private sector websites.



Visit Silk Road brand

Go beyond the portal for coordinated regional marketing (B2C + B2B) and a stronger single-destination identity for increased visibility and growth.

Phase 2 is only as good as Phase 1's upgrade and content foundation.

We need your input to make Phase 1 a success and prioritize ideas for Phase 2.



Keeping the Portal Updated: Proposed Governance Model

PROPOSED CONTENT UPDATE CYCLE



Quarterly / Semi-Annual Request

A short survey form to each country portal focal point asking for updated information, events, new features, investments.



Review & Approve

The TA checks updates and finalizes submissions.



Publish

The ADB website manager publishes updates.



Annual full review

A complete accuracy audit once a year to be sure information is still updated and current.

WHO DOES WHAT



Tourism Working Group

Owns priorities, assigns portal focal points & content commitments.



TA / future CTCO

Coordinates, edits and quality-checks updates.



ADB website manager

Hosts, maintains and publishes updates on the VSR portal.

The VSR portal is only as valuable as its most recent update. We ask for your help in making it a living resource and the top source of information on the CAREC Region as a travel destination. .



Where We Need Your Help



Update country & POI content

Corrections, new attractions, and events.



Provide practical information

Accurate information on visas, border crossings, transport links.



Share your website links

National, regional and local tourism websites.



Provide photos & visual assets

High-quality images and videos so the region shines visually.



Nominate a portal focal point

One contact per country for content review and updates.



Help us engage the private sector

Tourism businesses who can help travelers book cross-border trips.

The portal is a shared regional asset. It stays valuable and accurately reflects what the region has to offer as a tourism destination only if it stays current and regularly updated.



Your Questions + Discussion

- 1 Where do you think the biggest visibility gaps for CAREC as a regional tourism destination? What role can the VSR portal and brand play?
- 2 What are your top priorities for the VSR portal? What input do you have for the proposed upgrade (phase 1 and phase 2)?
- 3 What are your thoughts on the proposed governance model? How often for content updates? Can you appoint a portal focal point?
- 4 How important is strengthening the Visit Silk Road brand? What are the priority activities