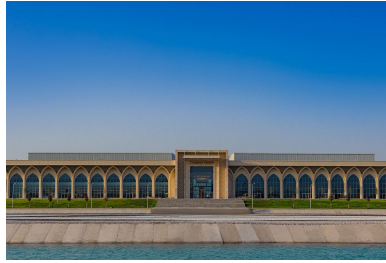


UZBEKISTAN LAUNCHES DEDICATED MICE WEBSITE FOR SAMARKAND



1 October, 2023: For immediate release

The Central Asian city of Samarkand in Uzbekistan is the Silk Road's #1 MICE destination. This month Uzbekistan's National PR Centre has launched a new website, www.seeyouinsamarkand.com, to highlight Samarkand's facilities to MICE organisers and provide visitors with the information they need to prepare for their trip.

In the past two years, investors have spent in excess of \$580m developing world-class MICE infrastructure in Samarkand, including the 260-hectare Silk Road Samarkand complex and a new terminal at Samarkand International Airport. The flagship venue for MICE events in Samarkand is a huge Congress Centre overlooking the rowing canal, which has 12 conference halls and meeting rooms and in the year since its opening has already hosted high-profile international events for the Shanghai Cooperation Organization (SCO), the European Bank for Reconstruction and Development (EBRD), and others. The UNWTO General Assembly will take place there from 16-20 October, 2023.

To meet growing demand from business travellers visiting Samarkand, multiple high-end hotels have opened in the past 18 months, including several belonging to international brands. These hotels include the 5* Samarkand Regency, which is the first Central Asian member of the Leading Hotels of the World group; the 5* Movenpick Samarkand; the 5* Silk Road by Minyoun and 4* Lia! by Minyoun; the 4* Hilton Garden Inn Samarkand; and four 4* hotels belonging to the Wellness Park group. Together, these hotels significantly increase the city's room capacity, with 1,200 new rooms in the Silk Road Samarkand complex alone, and offer a wide range of facilities, including restaurants and bars, spa and fitness centres, and additional spaces for MICE events.

"Until recently, Samarkand has been seen solely as a cultural tourism destination, attracting visitors to its UNESCO World Heritage Sites," explains Sophie Ibbotson, Uzbekistan's Tourism Ambassador. "With the investment in MICE facilities and business hotels, we are seeing a shift in focus, and the diversified tourism offering and new Samarkand International Airport terminal are already enabling rapid growth in tourist arrivals and receipts."

Regional MICE organisers are attracted to Samarkand by the city's convenient location, and Samarkand is well-placed to host MICE events which would previously have happened in Russia or Ukraine. Not only is Uzbekistan visa-free for 90 nationalities, but it is considered to be one of the world's safest tourism destinations, and it is well-connected by air and rail to destinations across Europe and Asia. You can fly direct to Samarkand from cities such as Abu Dhabi, Dubai, Kuwait, Istanbul, Moscow, and Tel Aviv, and the city is also linked by high-speed train services to Uzbekistan's capital, Tashkent, and the UNESCO-listed city of Bukhara, both of which have their own international airports.

Samarkand's new MICE website is a one-stop-shop for MICE tourists attending events in Samarkand, event planners, and journalists. The platform publicises forthcoming [MICE events](#) in the city, features event [venue](#) and [accommodation](#) options, and recommends places for [sightseeing](#) in Samarkand. Journalists can also access the [virtual press office](#) for royalty-free images and videos, press releases, enquiries and interview requests.

NOTES:

- www.SeeYouInSamarkand.com is the official website for MICE events in Samarkand.
- Download royalty-free photos and videos of Samarkand and its MICE facilities [here](#).
- For press queries please contact Steph (steph@maximumexposure.co) or Sophie (sophie@maximumexposure.co) at [Maximum Exposure](#).