

I ALL-NEW WORLD HERITAGE GUIDES

National Geographic is offering tourism boards and travel brands the opportunity to join an exciting effort to tell the story of World Heritage sites and destinations on our World Heritage Travel Guides pages. Through clean, beautiful templates filled with engaging, SEO friendly content on National Geographic.com and the NatGeo app, we'll help millions of curious travellers dream of—and plan for—their next transformative trips.

WHAT'S NEW

Working with hundreds of writers, in time each **World Heritage** site will feature a dedicated page on NatGeo.com including

SWEEPING LANDSCAPE IMAGE

In true National Geographic fashion, users will be greeted with a full-frame photograph of the heritage site

VIDEO SUMMARY

Nat Geo's hot take on the destination's cultural and geographical highlights

PLANNING INFORMATION

Each Travel Guide includes When to Go, How to Visit and How to Get there.

INTERACTIVE MAP

Leveraging Nat Geo's cartographic heritage and expertise to offer travellers geographical context

PHOTO GALLERY

Photo gallery of the site, curated by National Geographic photo editors.



Erosion shaped the incredible landscape of [Turkey's](#) Göreme valley, but thousands of years ago humans took a cue from Mother Nature and began carving an incredible chamber and tunnel complex into the soft rock. Beginning in the fourth century A.D., an urbanized—but underground—cultural landscape was created here.

Ancient volcanic eruptions blanketed this region with thick ash, which solidified into a soft rock—called tuff—tens of meters thick. Wind and water went to work on this plateau, leaving only its harder elements behind to form a fairy tale landscape of cones, pillars, pinnacles, mushrooms, and chimneys, which stretch as far as 130 feet (40 meters) into the sky.

But human hands performed equally incredible works here. The rocky wonderland is honeycombed with a network of human-created caves; living quarters, places of worship, stables, and storehouses were all dug into the soft stone. In fact, tunnel complexes formed entire towns with as many as eight different stories hidden underground.

How to Get There

The town of Göreme is the main visitor center for visitors to the park, though Nevşehir, Avanos, and Urgüp also have tourist facilities. These towns can be reached via bus from Kayseri airport. Long-distance buses also run from Istanbul and Ankara to the Cappadocia region.

When to Visit

Cappadocia is settled on a high, dry plateau in the middle of Turkey. The region is one of hot, dry summers and cold, sometimes snowy, winters.

How to Visit

In gateway towns, tours and guides abound to share the highlights of the park and the Cappadocia region. Those who wish to explore a bit on their own can rent bikes, scooters, or even cars in Göreme. [▶](#)



WORLD HERITAGE - OPPORTUNITIES

National Geographic is thrilled to offer a compelling package (campaign length subject to your destination's key timing/objectives) that will introduce even more content within your heritage site's content on NatGeo.com, and amplify its organic and targeted reach.

BRANDED CONTENT CO-CREATION

National Geographic's award-winning custom studio will work with your destination to produce custom articles, featuring client-supplied and/or licensed photography, on topics key to your heritage site's strategy. Articles will each live within an article page on NatGeo.com and appear organically within the Country Travel Guide's content feed and in World Heritage section of NG.com.

Thought starters include:

- **Hidden Gems:** A Top 10 list of the best under-the-radar activities, attractions, restaurants and hotels near the site.
- **Uniquely [Your Destination]:** A list of the cultural traditions, culinary specialties, history, etc. unique to your heritage site
- **Where the Locals Go** - content featuring local communities and personalities who live and work at the sites.
- **Lesser Known World Heritage Sites** of your destination
- Additional content direction/themes/topics can be developed in collaboration with your destination*

WORLD HERITAGE GUIDE & CONTENT SPONSORSHIP

Your destination will own 100% SOV of all ad units surrounding the Destination Travel Guide and all stories & features aggregated within its content feed—including the branded articles

TRAVEL GUIDE & CONTENT PROMOTION

To amplify both the World Heritage Guide and branded article to millions through organic and targeted tactics, Nat Geo will leverage:

- Co-branded banners across NatGeo.com driving to World Heritage / Travel Guide
- organic Nat Geo Travel Facebook posts (**5.2MM followers**), each driving to the branded article page
- organic @NatGeoTravel Twitter posts (**6.7MM followers**), each driving to the branded article page
- Nat Geo Travel social amplification driving to World Heritage /Travel Guide and branded article pages

ADDITIONAL EXTENSION OPPORTUNITIES

- 2-8 page custom feature in National Geographic Traveler magazine (18 local language editions), with Call to Action to visit your destination's World Heritage / Travel Guide on NatGeo.co
- Custom vignette series across the National Geographic Channel and within its Travel Block
- Custom Events - photographic exhibits at trade shows

WORLD HERITAGE



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UNDERRATED DESTINATIONS



Spain's Lesser Known UNESCO World Heritage Sites

Trade in the usual tourist stops in Madrid and Barcelona for one of these less-trafficked treasures.



India's Lesser Known UNESCO World Heritage Sites

Look beyond the Taj Mahal to these incredible cultural and natural gems.



Italy's Lesser Known UNESCO World Heritage Sites

From the awe-inspiring Dolomites to the fairy-tale village of Alberobello, discover Italy's road less traveled.