
Peace Tourism Initiative: Armenia–Azerbaijan at ITB Berlin or ITB Americas 2026

1 Nachricht

Stephan Zurfluh <office@gfie.net>

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Dear Sir or Madam,

I hope this message finds you well.

My name is **Stephan Zurfluh**, a Swiss travel journalist deeply committed to international peace efforts. I kindly ask that this message be forwarded to **President Trump** or a member of his **foreign affairs staff**, as it contains a constructive peace initiative that may align with his vision for global stability.

This idea — to link tourism and peace — is both symbolic and practical. I sincerely believe it could serve as a meaningful contribution to conflict resolution in the South Caucasus region.

I would be deeply grateful if President Trump could review this note personally or be made aware of its essence.

Below is my message:

Dear President Trump,

Your steadfast commitment to peace continues to inspire people around the world. I believe your leadership could once again make a difference in helping **Armenia and Azerbaijan** move toward lasting reconciliation.

I have proposed to **ITB Berlin**, the world's largest tourism trade fair, to host or support a *peace tourism initiative* between the two nations Armenia and Azerbaijan — building bridges through shared cultural and economic opportunities.

In **2026**, the first **ITB Americas** will take place in **Guadalajara, Mexico**, emphasizing *storytelling* rather than a single partner country. This setting offers a timely opportunity for a U.S.-supported peace effort — one that highlights tourism's potential to create understanding, employment, and stability.

Would you advise that I reach out to the **Tourism Ministers of Armenia and Azerbaijan**, copying your office, to explore this further? Such an initiative could also provide a strong platform for the **President of the United States** to demonstrate leadership in peace-building and diplomacy through tourism.

By way of background: I am a travel journalist from Switzerland; my brother lives in **New Jersey**, and I have crossed, when I was student the **United States by bicycle**, an experience that left me with enduring admiration for your country and its people.

Thank you very much for your attention and for any guidance you might offer.

With respect and warm regards,

Stephan Zurfluh

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