



Kalimera

NEWSLETTER

July 2017

Atlantica Bay Hotel

Atlantica Bay is the newest member of the Cyprus Breakfast programme. The programme has successfully been implemented at Atlantica Bay because an enthusiastic management and a dedicated F&B team has worked to detail proving that support to local production and respect for the authentic Cypriot gastronomy can blend well with the international cuisine to create a rich and colorful breakfast buffet.

The Cyprus Breakfast corner, displays a great variety of local products, unlikely to be found in any other country. It is full of unique flavors, made with care and based on tradition. The buffet also includes traditional Cypriot pastries, bakery and dry fruit like raisins. All fruits of the buffet are seasonal and locally produced.

The breakfast at Atlantica Bay is not just a good meal with a wide variety of dishes. It goes beyond it in order to connect visitors with the tradition of the place, history and the local environment. It's a place where the visitor can experience the warm hospitality of the host through the products and recipes of the local cuisine.





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Training on the authentic gastronomy culture and the philosophy behind the 'Cyprus Breakfast' for the hotels in Larnaca

On the 22nd of June 2017 , the Cyprus Tourism Organisation in cooperation with the Larnaca Tourism Board organised in Golden Bay hotel a training workshop to inform the hotels in Larnaca about the Cyprus Breakfast programme.

The hotels in Larnaca showed a great interest in adopting the "Cypriot Breakfast" as a mean of enriching and improving the quality of the local breakfast and the promotion of Cypriot gastronomy. At the training, the participants had the opportunity to get Cypriot recipes and be trained how to prepare them. They have also received an insight into the Cyprus Breakfast and the philosophy behind supporting local producers and promoting the local authentic cuisine.





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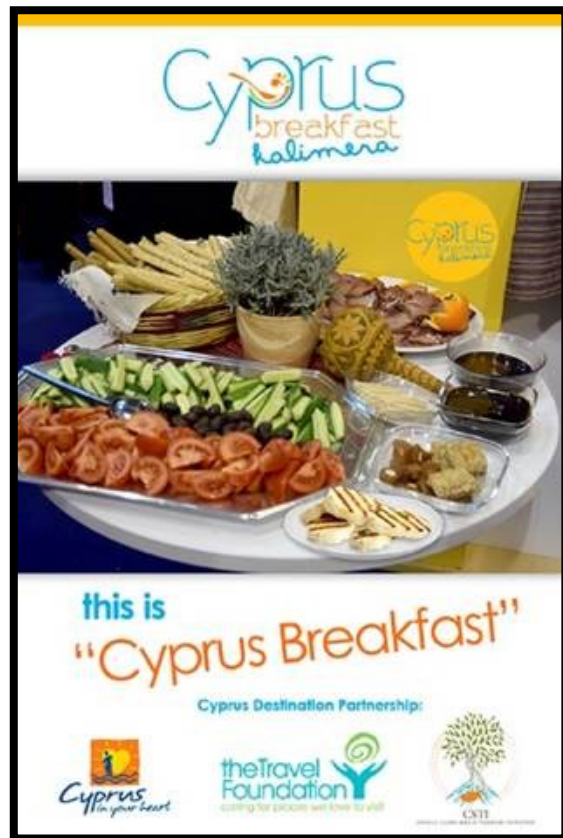
Campaign for promoting the Cyprus Breakfast

The campaign has been created to promote the programme in the hotel and tourism industry.

The target groups of the campaign are:

- Tourists
- Hoteliers
- Local People

The campaign is published on Cyprus Breakfast's Facebook page.





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Το "Κυπριακό Πρόγευμα"
σερβίρεται τώρα με **ταυτότητα**

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Asking the travel industry about the Cyprus Breakfast programme

“Cyprus possesses a substantial gastronomic tradition, closely linked to its rich history and culture. In this context, the Cyprus Breakfast Programme supports a new branding proposition for the hotel industry based on the authentic and traditional character of our local cuisine. We are very pleased that a significant number of hotels are implementing this successful initiative”.

Annita Demetriades
Director of Tourism
Cyprus Tourism Organisation



“We are proud for the ‘Cyprus Breakfast’ programme, as it promotes the traditional Cypriot products through the breakfast. Tourists have the opportunity to get in touch with our tradition, our culture and our gastronomy. The Cyprus Breakfast adds value to the tourist experience during their stay in Cyprus”.

Filippos Drousiotis
Chairman CSTI





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Asking the travel industry about the Cyprus Breakfast programme

Antje Papageorgiou
Business Support Manager Cyprus,
TUI Destination Services



1. What is your opinion about the 'Cyprus Breakfast' initiative?

There is a strong trend in the European Market with regard to the demand for local food. Therefore showing our own food identity as destination is perfectly addressing this trend. The 'Cyprus Breakfast' and the way it is handled by the hotel partners is an element of our very own character and embraced by our hospitality to introduce the local culture to our guests. I think the Cyprus Breakfast is very well received and should be standard element of our offer. It should ideally be further developed with new ideas and trends as an ongoing, dynamic approach.

2. Do you believe that if a hotel provides a Cyprus Breakfast is an incentive for a tourist to book a room?

Maybe it is not something as a stand alone offer which influence the decision to book but if it is properly implemented it can effect the customer satisfaction which is a very important element for repeat business on the one side but also guest recommendations for the destination in either personal level or on the internet in the many relevant forums.

3. What actions can be taken in order to be enhanced/improved?

Training in cooperation with professional organisations like Cyprus Hotel Managers Association and Cyprus Chefs Association applying new trends in the local food sector also incorporating some health elements like 'healthy Mediterranean diet' or 'organic food'. It would also be good to create a way to share best practice, new ideas, enhancements etc. Maybe it would be good to give awards or special acknowledgements to extra efforts like the 'Cyprus Breakfast of the month' or similar.





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The proud members of the Cyprus Breakfast Programme



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nissi beach resort





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Email: info@cyprusbreakfast.eu

Website: http://www.cyprusbreakfast.eu/cgi-bin/hweb?-V=index&_FAA=1&-dindex.html&_VLANGUAGE=env

