



# Στρατηγική Τουρισμού



ενημέρωση  
επαγγελματιών



ΚΥΠΡΙΑΚΗ ΔΗΜΟΚΡΑΤΙΑ  
ΥΦΥΠΟΥΡΓΕΙΟ ΤΟΥΡΙΣΜΟΥ

## INDEX

- 5 +1 Pillars of NTS 2030
- New tourism identity
- Product development (Labels)
- Special interest facilities/services
- Target markets and segments
- Laws drafted or being drafted
- Tourism Education

**To transform  
Cyprus into...**

**...a higher  
quality  
destination**

**...a more  
inclusive  
destination**

**...a place where  
all residents can  
benefit from  
tourism**

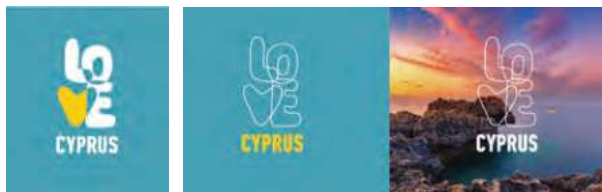
**...a year round  
destination**

**...a digitally  
smart  
destination**

**...a climate  
friendly des-  
tination**



## ✓ New tourism identity



## ✓ Product development (labels)





## Special interest facilities/services

Marinas & Ports

Integrated casino resort

Forest shelters & hostels

Diving sites

Beaches

Biking & nature trails

Wineries

Archery, shooting etc

Accessible cultural sites

**Product improvement -  
Fund Schemes**



## Target markets - 2030

UK

RU

ISR

DE

SCA

UKA

POL

GR

NED

FR

BEL

CY

E. EUROPE  
ME, GCC, US, KOR,  
JAP, CN



## Target markets (revised) - 2030

UK

POL

DE

ISR

SCA

FR

(RUS)\*

CY

GR

AT

CH

NED

HU

SER

(UKR)\*

E. EUROPE MIDDLE  
EAST SAUDI AR.  
USA/CANADA

\*STANDBY



ΚΥΠΡΙΑΚΗ ΔΗΜΟΚΡΑΤΙΑ  
ΥΠΟΥΡΓΕΙΟ ΤΟΥΡΙΣΜΟΥ



## Special interest facilities/services



Families with kids

Over 50s



Short breakers

Domestic tourism



Long stayers

Destination  
hoppers



## Laws drafted or being drafted





## Tourism Education



**Upskilling and  
Reskilling**



**Cyprus Hospitality  
Awards**



**Young  
Ambassadors of  
Tourism**



**Success  
Stories to  
inspire you**



**Career Days in  
Hospitality**



**Campaigns for  
hospitality and  
jobs**

