

Our vision for Cyprus tourism

**by Savvas Perdios
Deputy Minister of Tourism**



Part 1: The present

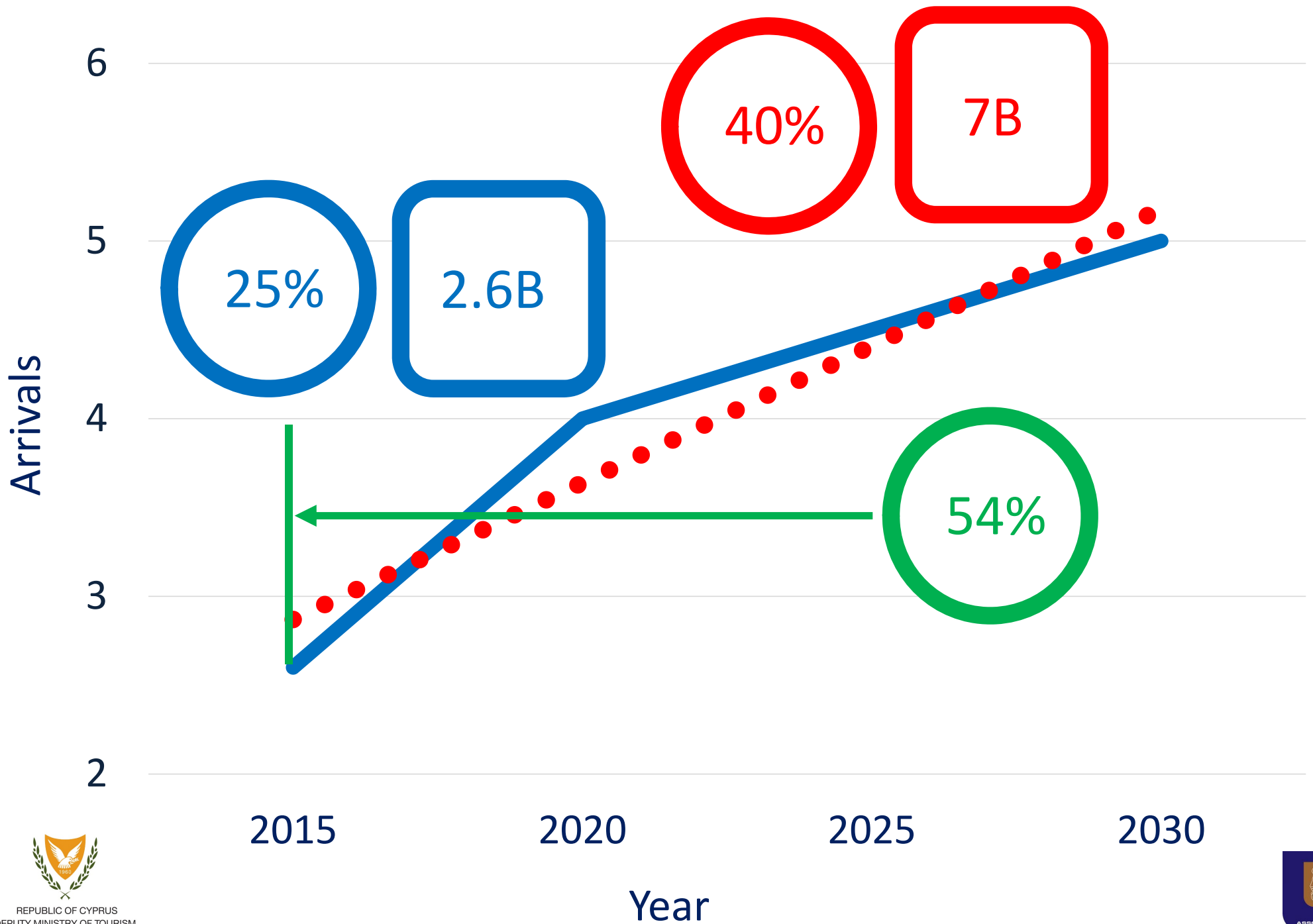
Where we are now

Our need for re-branding

Demographic and lifestyle trends



Where we are now



Our need for re-branding



Demographic and lifestyle trends

Millennial parents

- Largest working generation

Golden 50s

- Highest-spending demographic

Aging populations

- EU median age approaching 60

Authenticity

- Individualized experiences

Shorter stays

- More trips, short-haul



Part 2: The future

Market segmentation

Attractive nationalities

'Special-interest' products



Market segmentation

Families with
kids

Over
50s

Long
stayers

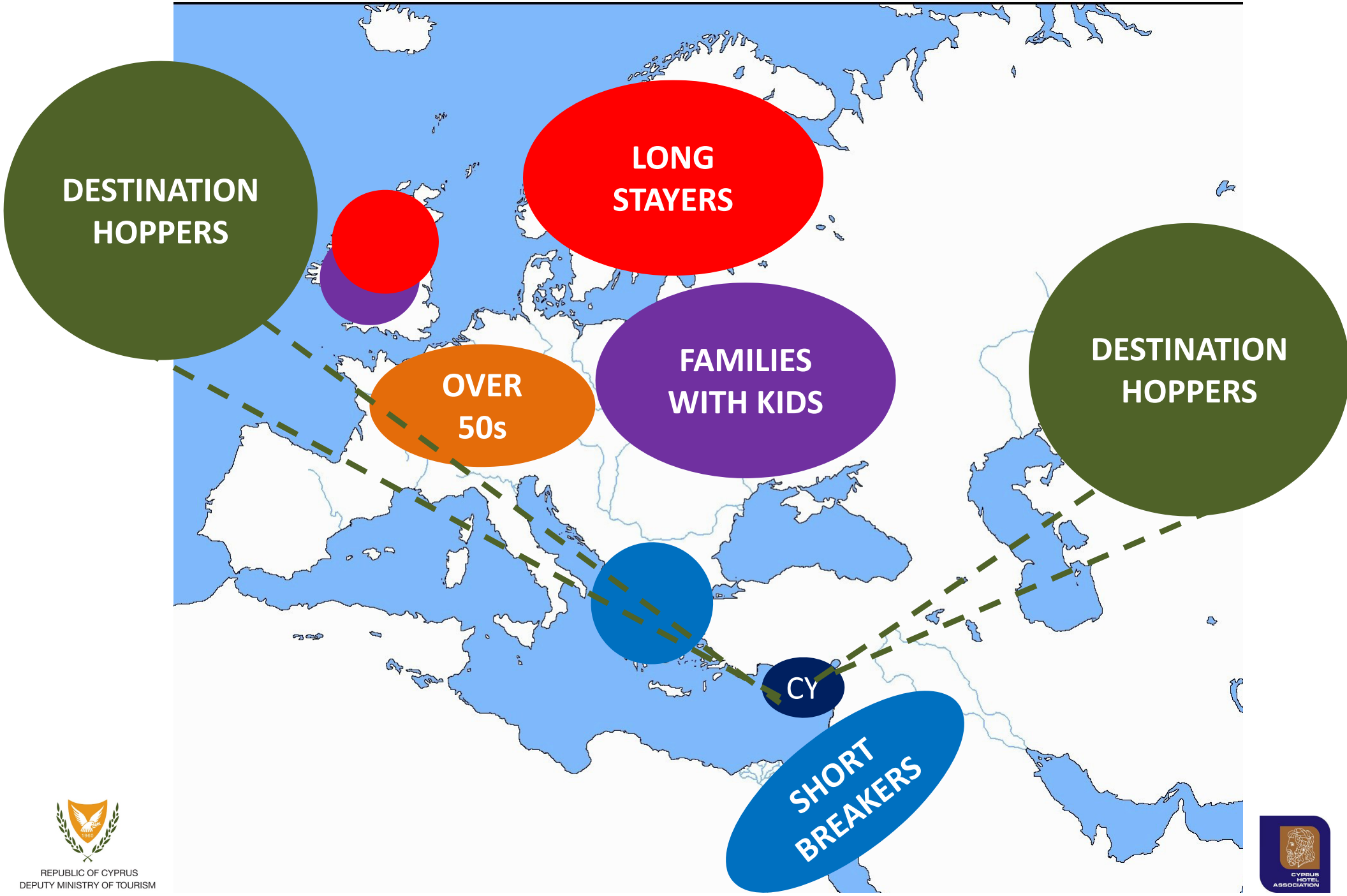
Destination
hoppers

Short
breakers

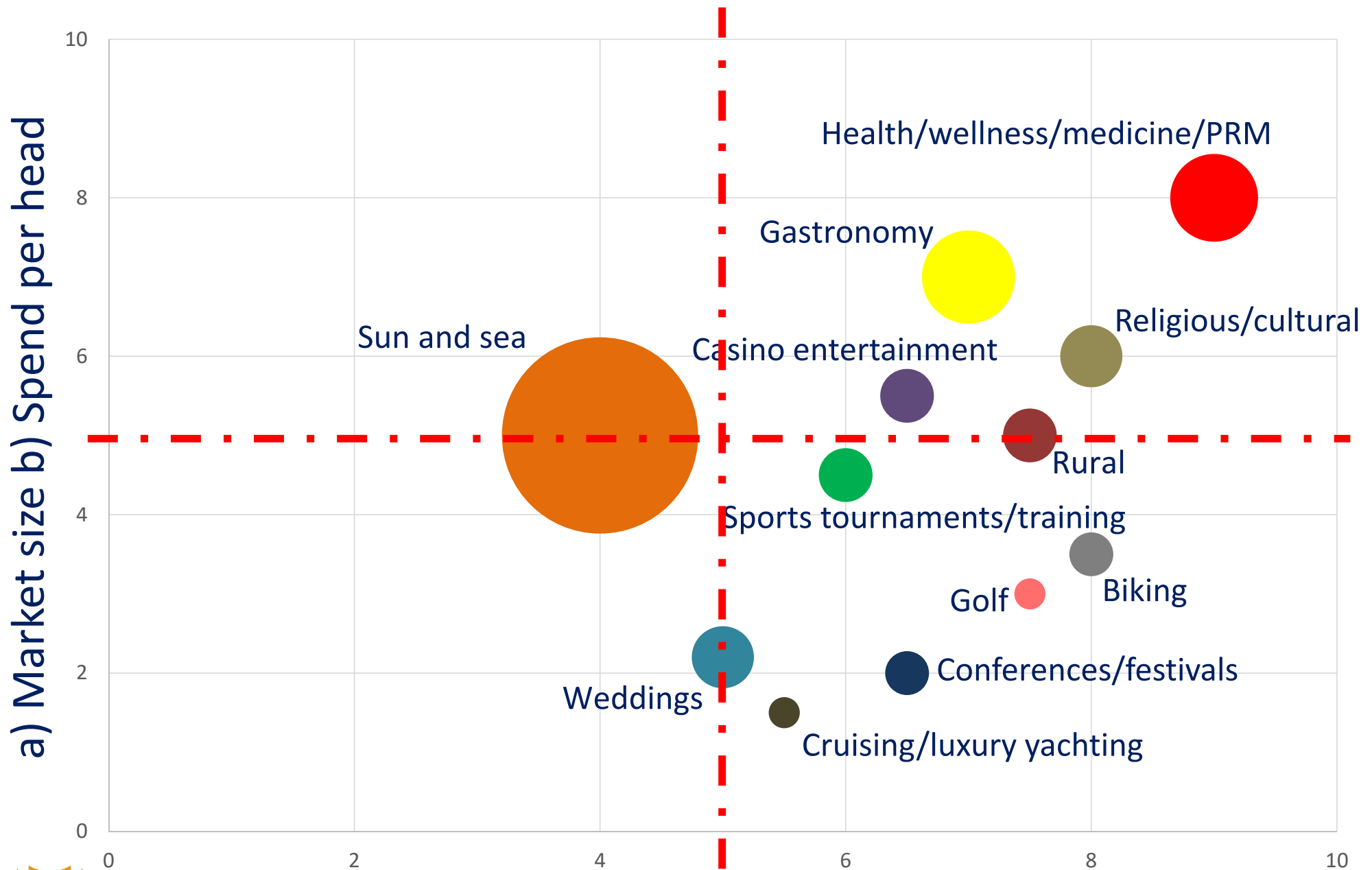
Domestic
tourism



Nationality potential



'Special-interest' products



a) Seasonality b) Quality c) Accessibility



Part 3: First steps to get there

Timeline for 2019

Timeline for 2020

Collaboration

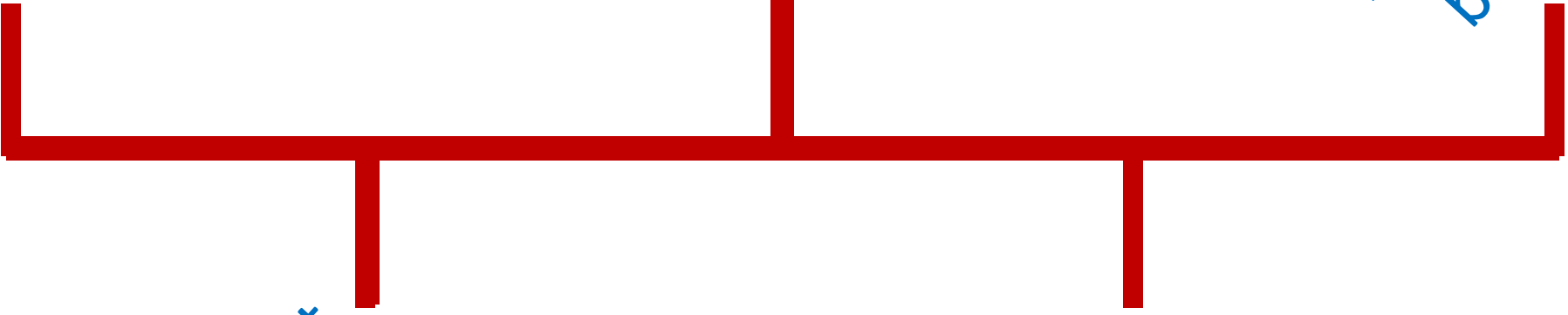


Timeline for 2019

Strategy committee

TO incentives

Marketing budget



Development laws

Airline incentives

Timeline for 2020

Launch brand

Trade shows

Funding schemes

Events calendar

Quality labels



Collaboration



REPUBLIC OF CYPRUS
DEPUTY MINISTRY OF TOURISM



Possible panel questions
