

MAIN



STREAMLINING OUR VISION FOR CYPRUS TOURISM IN THE NEXT DECADE

Hermes airports' Vision & Mission

***Vision** - To be Best in Class Airports offering a unique Cypriot sense of place, playing a leading role in the island's economy, particularly in the tourist industry.*

***Mission** - To serve our customers by operating innovative, safe and efficient airports in an environmentally friendly and socially responsible manner; To Inspire our People and the Community & to Create Value for the Country and all Stakeholders*

Aviation Trends

More Consolidation - Network Rationalization

- Small players will be challenged
- Low Cost/Hybrid Growth



Aviation Trends

Aviation growth towards the East

- China (by 2025 largest market)
- US
- India
- Indonesia

**...UK, Spain, Germany & France
remain amongst Top Ten markets**



Aviation Trends

Sustainability metrics for everyone

- Airports
- Airlines
- Destinations

...will have an impact on demand

Electric Small Planes & Hybridization of Jets

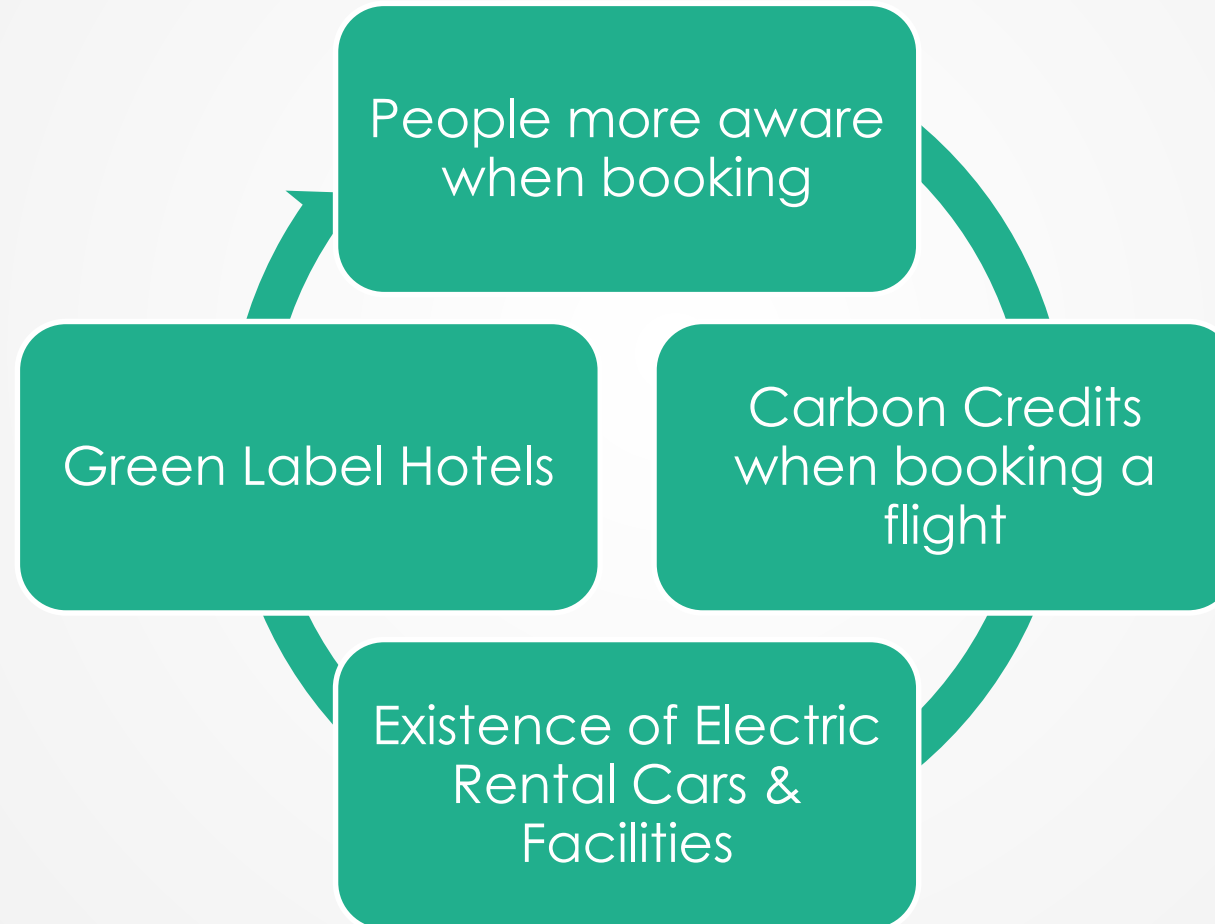




SUSTAINABILITY INITIATIVES

Trends in the Tourism Industry

ECO TRAVEL



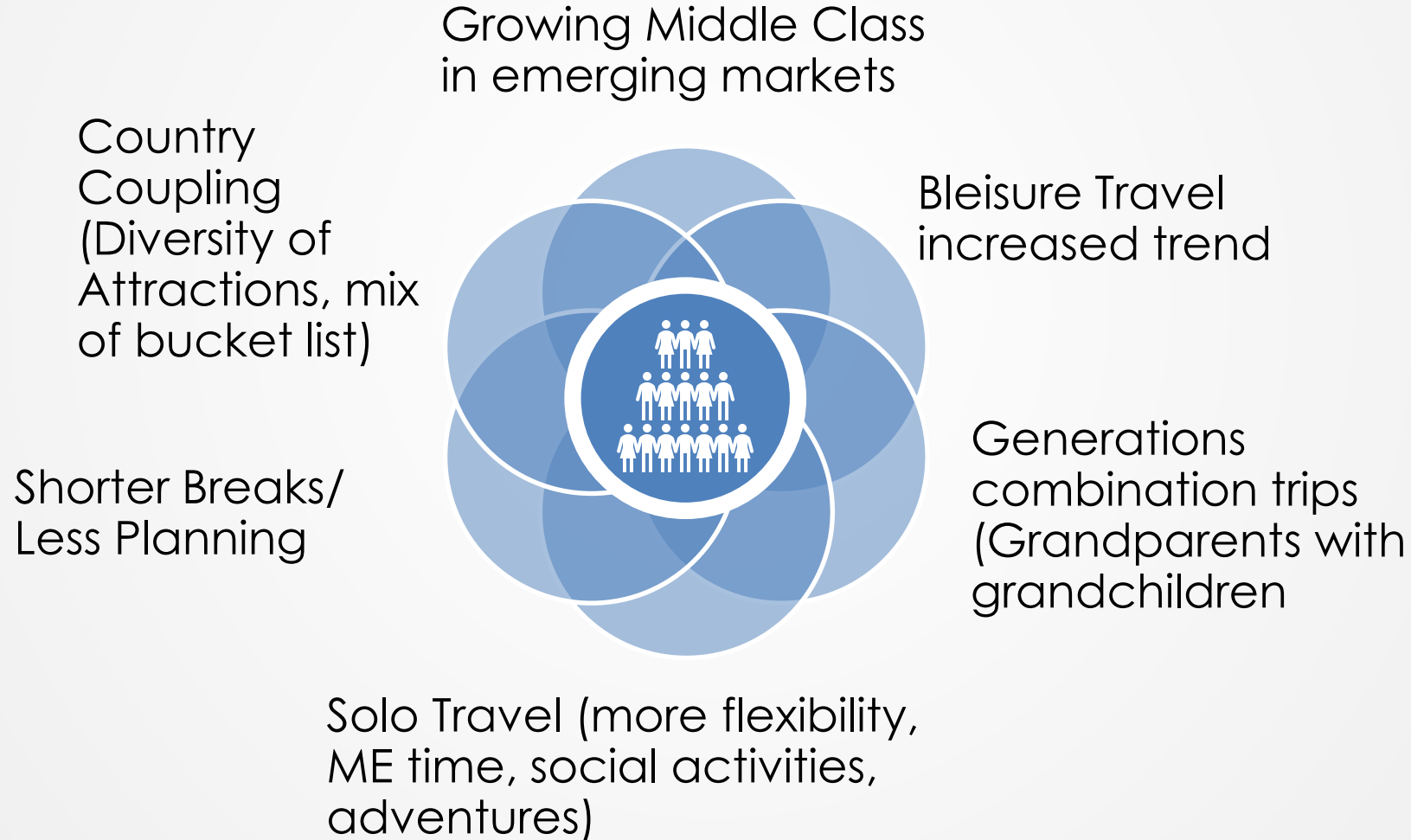


ECO TRAVELLER

LESS THAN 1KG co2 HOLIDAYS

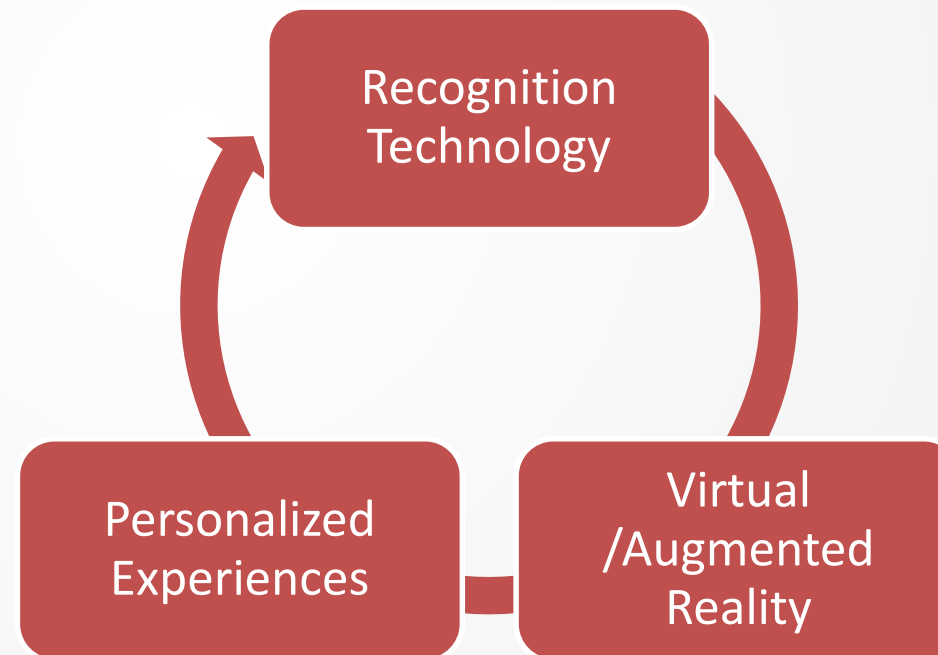
Trends in the Tourism Industry

CUSTOMER SEGMENTS



Trends in the Tourism Industry

PERSONALIZATION THROUGH TECHNOLOGY



Hello Kim, welcome to Cyprus!

Explore authentic local **experiences** just for you!

- Mindful Running
- Halloumi Making
- Hiking Trails
- Wine Tasting



Meet your host!



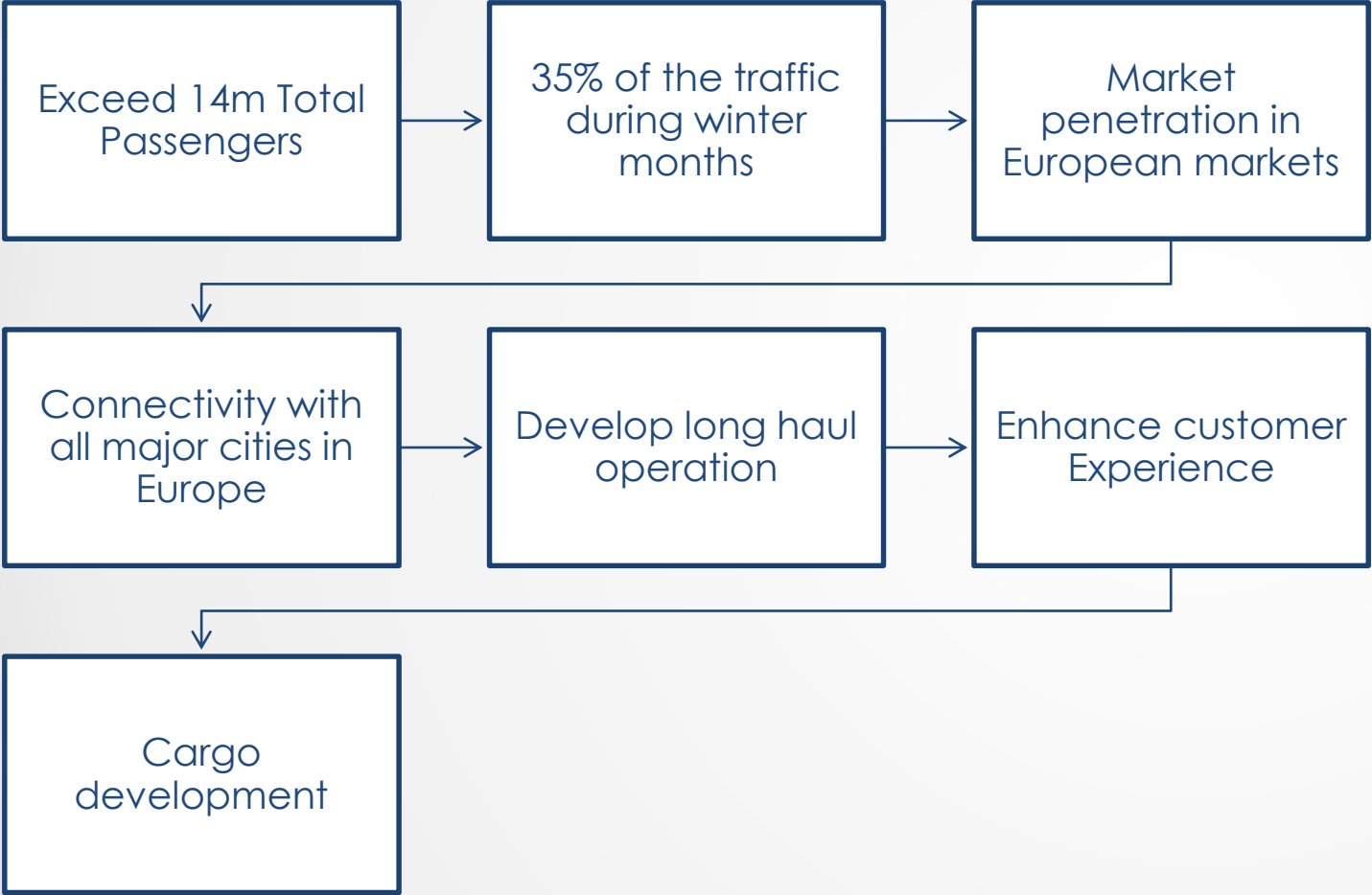
Welcome to Hermes Airports 😊
How can I help you today with your journey?



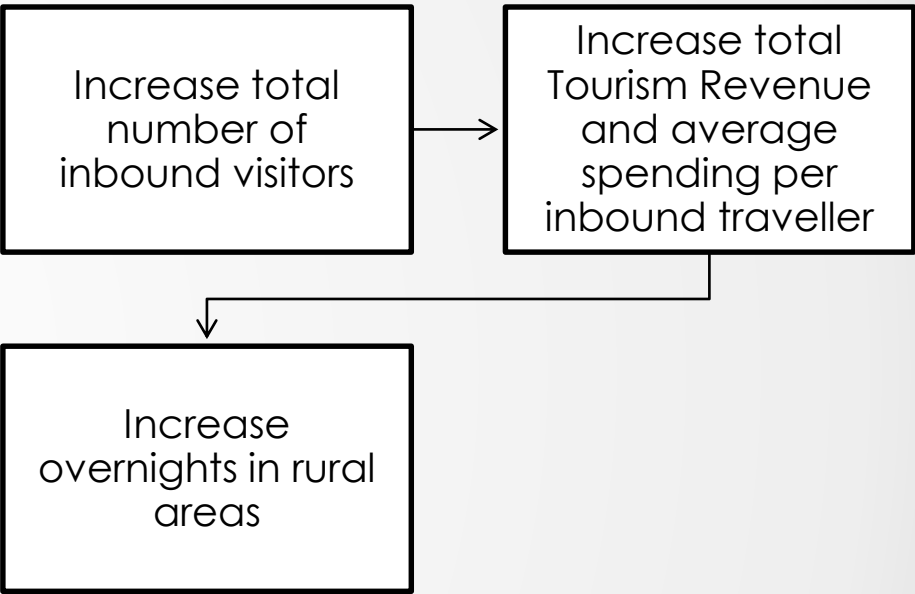
ENHANCED PASSENGER EXPERIENCE THROUGH TECHNOLOGY

Objectives by 2030

Hermes airports



Aligned with country's objectives



Cyprus Connectivity by 2030

- Load factor improvement
- Year - round development
- Market Penetration



How do we get there



Enablers

Sustainability

Not just about environment

A competitive advantage, not a liability

Authentic Local Experiences

Clean Air/
Clean Waters

Not overcrowded

Multicultural elements promoting inclusion

Solidarity/Hospitality

Work-life Balance

Technology

Digital Marketing

Personalized Experiences

Seamless Travel

Augmented Reality

“Vision without action is merely a dream.

Action without vision just passes the time.

Vision with action can change the world.”

Joel A. Barker