

**Changing before
we have to!**

**by Savvas Perdios
Deputy Minister of Tourism**



Part 1: Why do we need to change?

A great past, but the future?

Key figures that should worry us

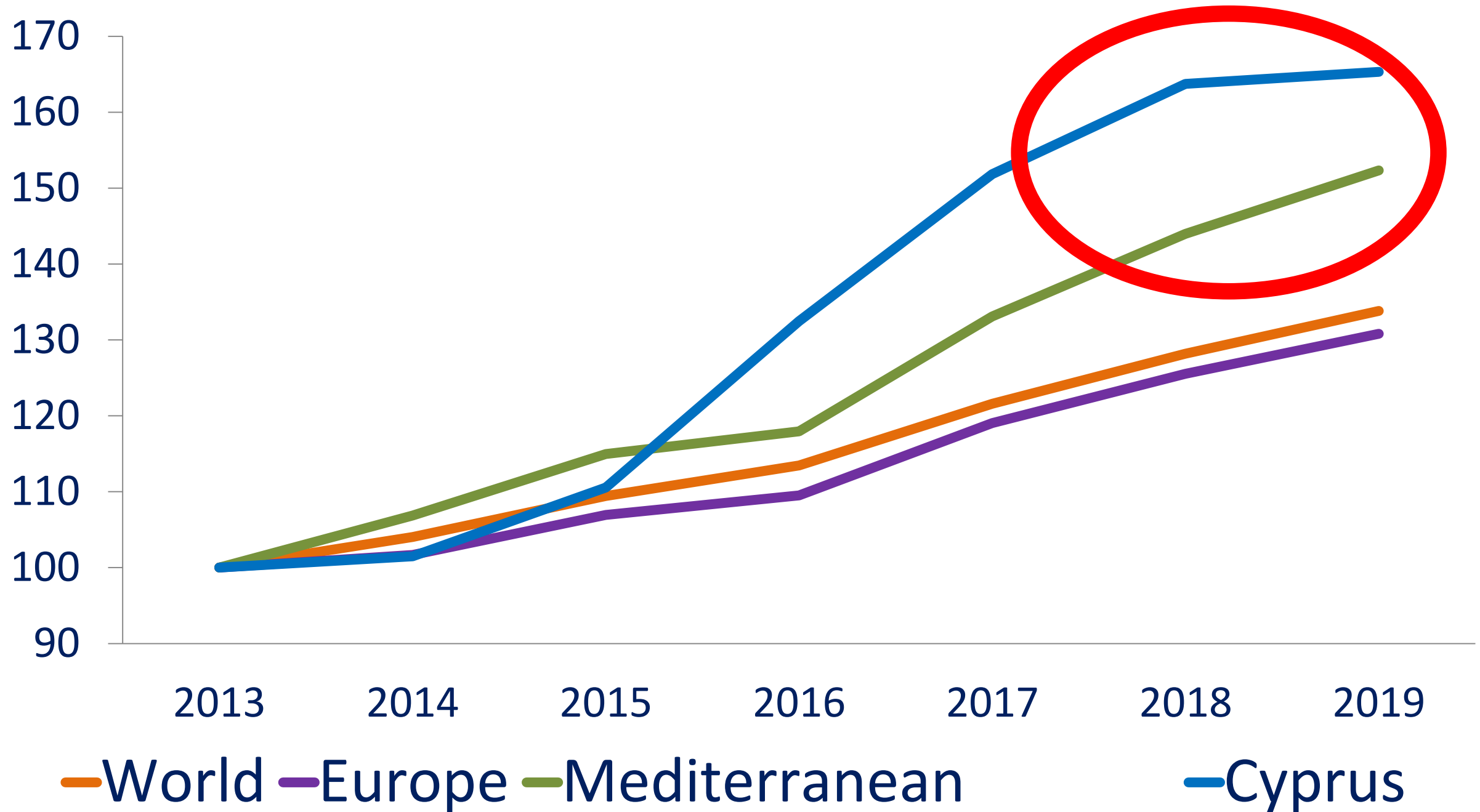
Where does our competition stand?

What is holding us back?



A great past, but the future?

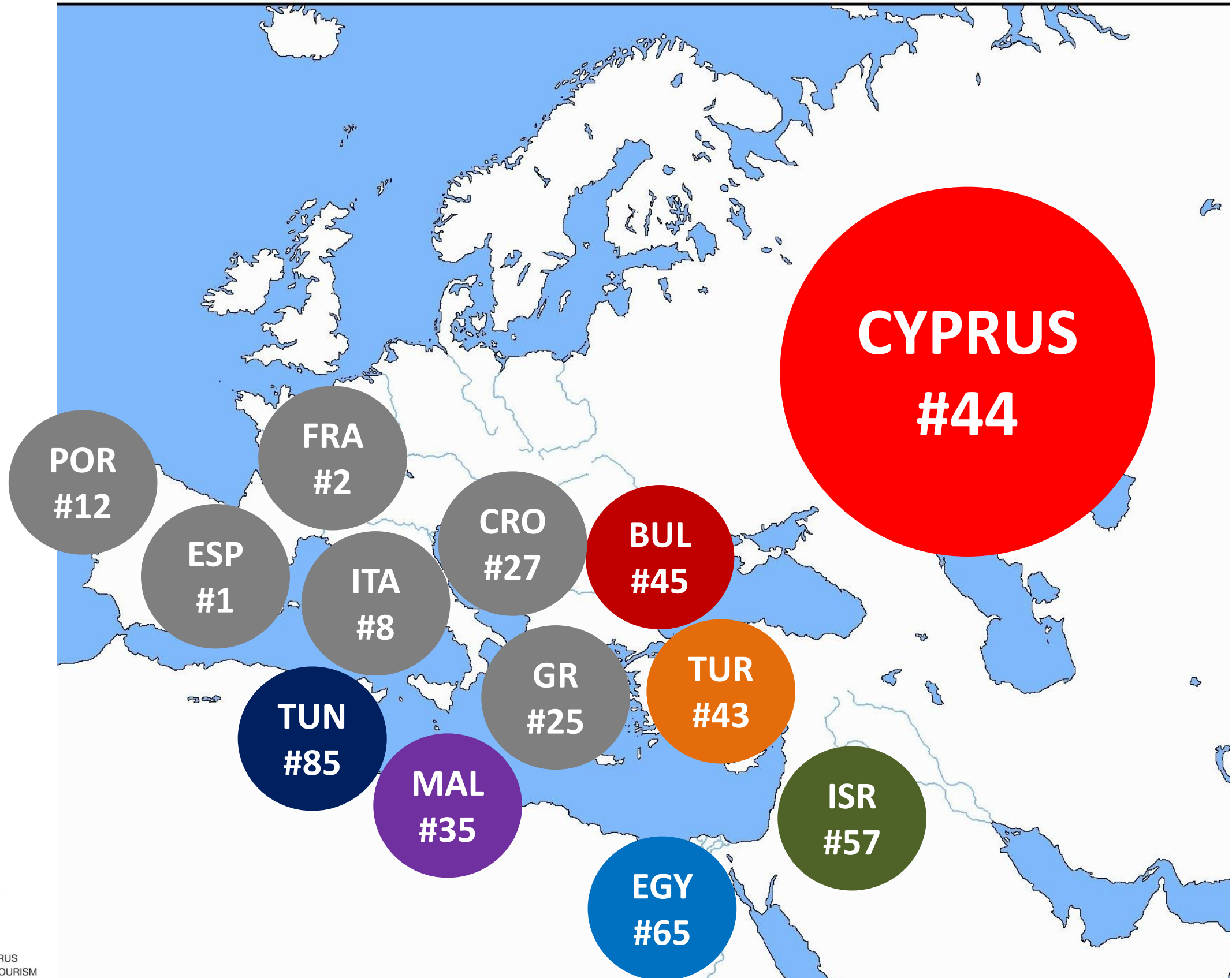
Tourist arrivals index (% growth since 2013)



Key figures that should worry us

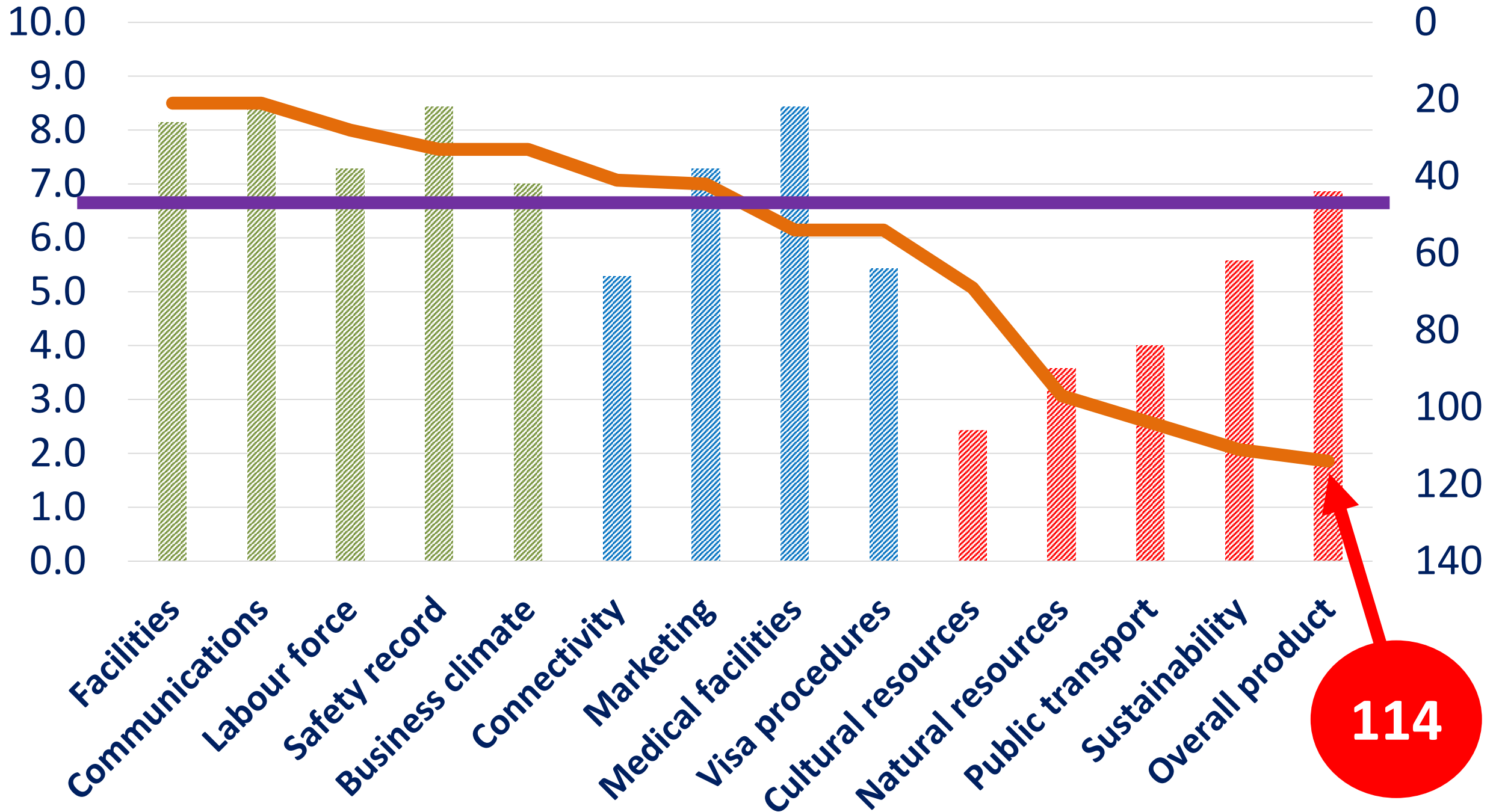


Where does our competition stand?



What is holding us back?

Tourism competitiveness analysis



Part 2: Standing out from the crowd

What travelers want in the future

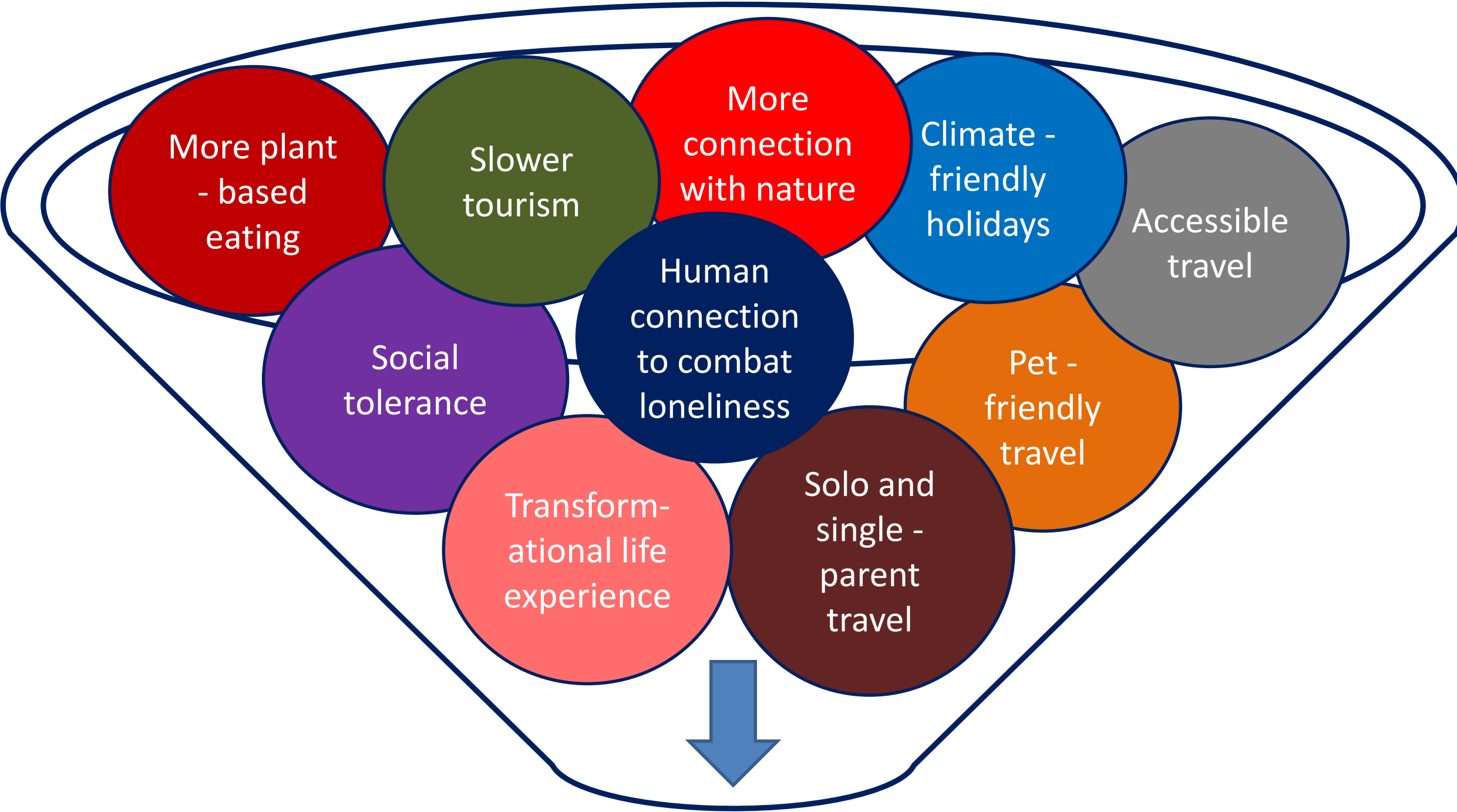
What do our target segments need?

Servicing our new source markets

Climate sensitivities



What travelers want in the future



The new-age traveller

What do our target segments need?

Families with
kids

Over
50s

Long
stayers

Destination
hoppers

Short
breakers

Domestic
tourism



Servicing our new source markets

ISR, LEB

Lifestyle holidays for shopping, dining out, celebrations

DE, FR, AT, BE, CH

Activities in nature, slow rural tourism, their own language

NED, SWE, NOR

Simplicity, environmental practices, social tolerance

GCC

Spacious accommodation, Halal food, prayer rooms, privacy

US, CN, JAP, KOR

Cultural sites, educational tours, learning about history



Climate sensitivities



Conclusion



REPUBLIC OF CYPRUS
DEPUTY MINISTRY OF TOURISM

