

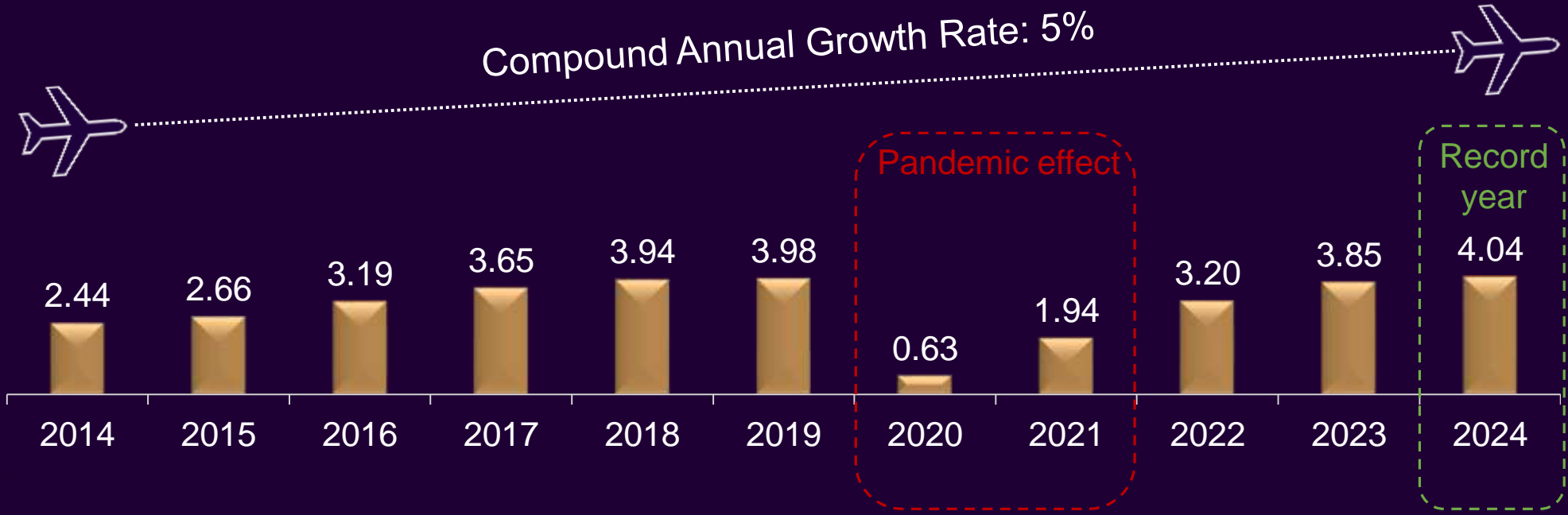
Plan  
Elevate  
Compete



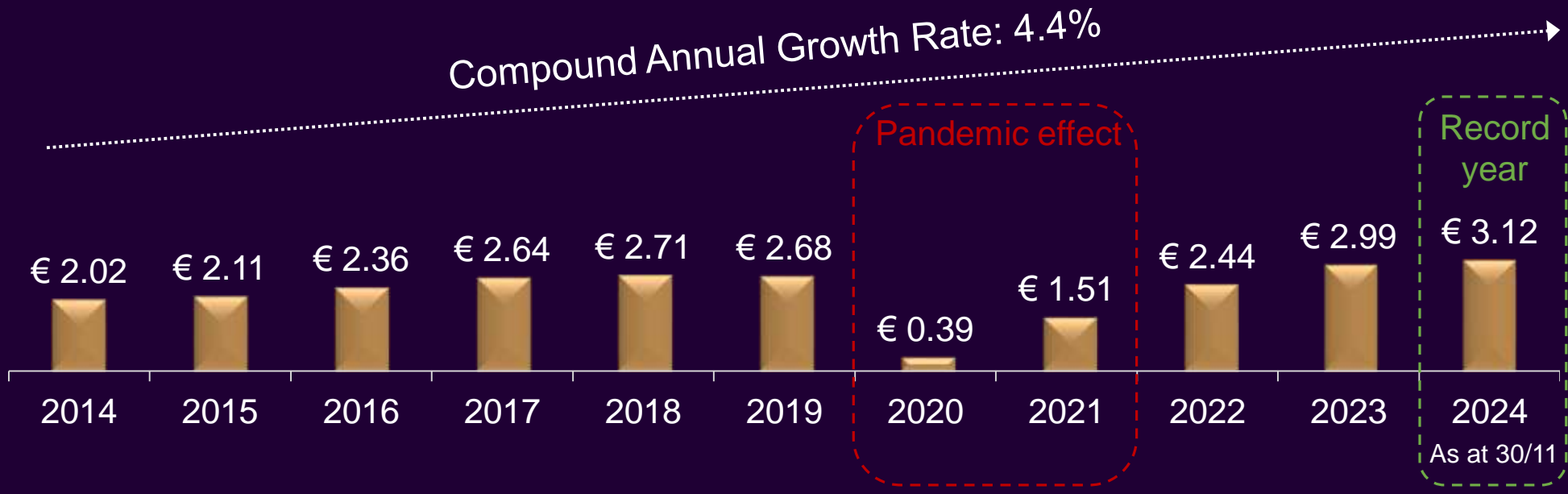
**CYPRUS  
HOTEL  
ASSOCIATION**

— EST 1936 —

Tourism arrivals  
(in million)

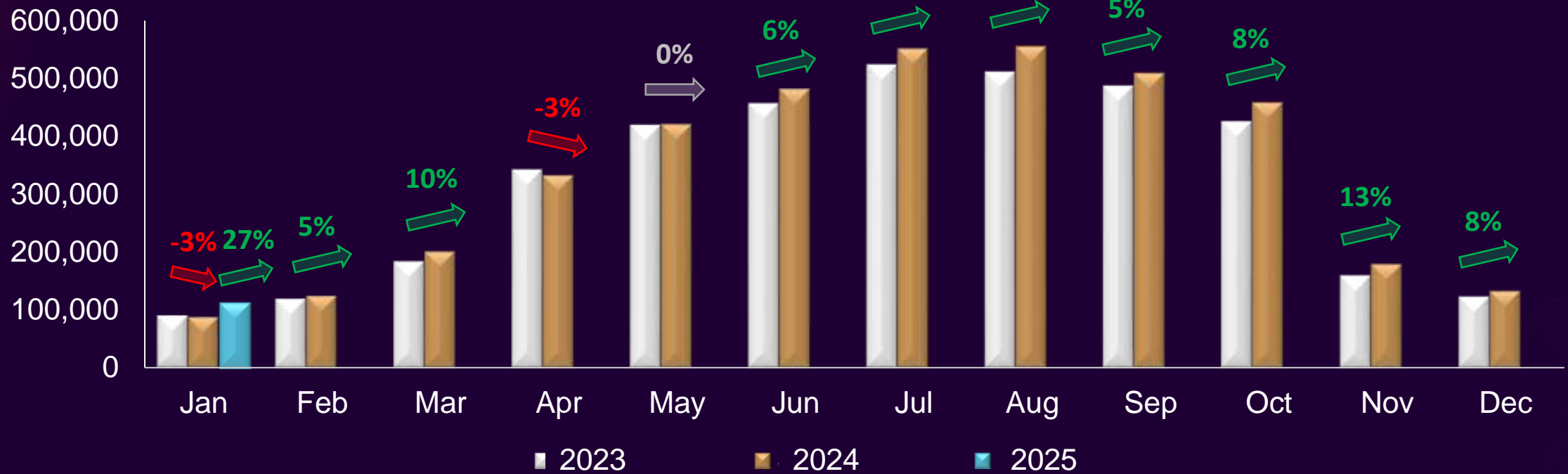


Tourism revenue  
(in €'billion)



# Seasonality trend

## Arrivals



**01**

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**SPORTS  
TOURISM**

**02**

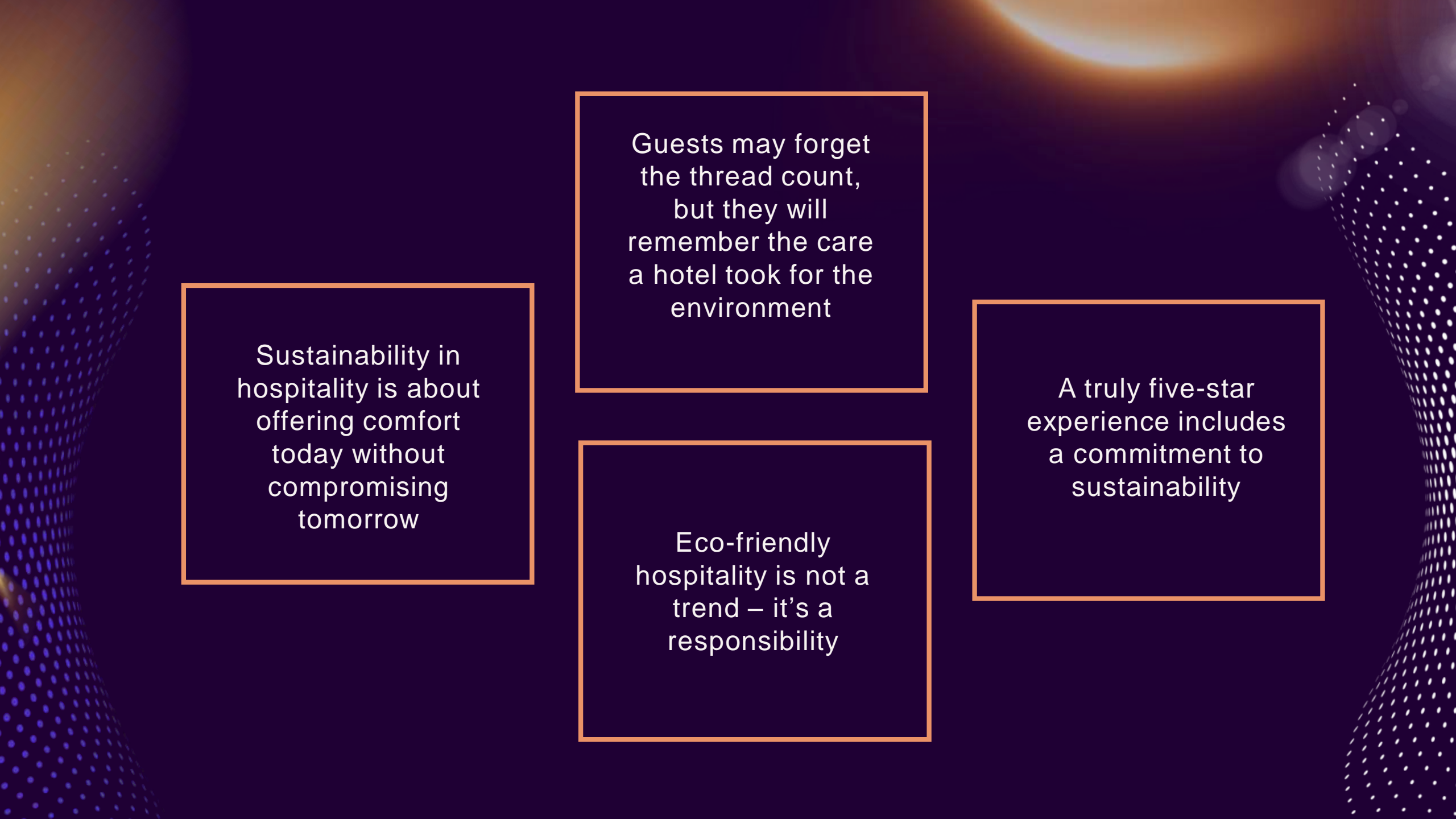
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**SPECIAL  
ENTERTAINMENT &  
INTEREST  
TOURISM**

**03**

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**BLEISURE  
TOURISM**



Sustainability in  
hospitality is about  
offering comfort  
today without  
compromising  
tomorrow

Guests may forget  
the thread count,  
but they will  
remember the care  
a hotel took for the  
environment

Eco-friendly  
hospitality is not a  
trend – it's a  
responsibility

A truly five-star  
experience includes  
a commitment to  
sustainability





# 34%

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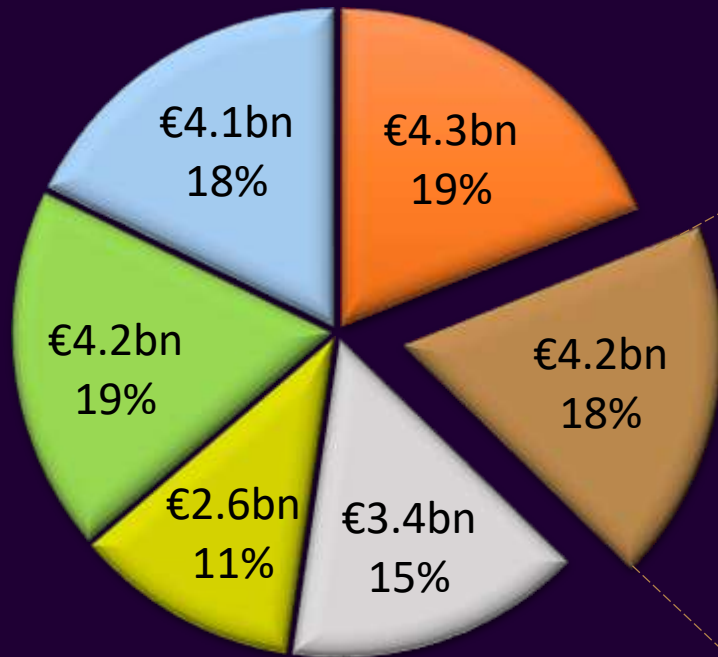
of visitors in Cyprus is estimated that  
they stay in the occupied area or  
licensed and non-licensed  
establishments

# AI

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“WILL NOT ONLY ENHANCE THE WAY WE TRAVEL BUT WILL  
FUNDAMENTALLY RESHAPE THE ENTIRE TOURISM  
ECOSYSTEM.” - Rob Law

# Gross contribution to GDP by key sectors in 2023 (Latest data available)



- Public admin, defence, healthcare & education
- Hospitality & tourism
- Real estate & construction
- Information & communication
- Financial, professional & administrative services
- Other sectors

## €4.2 Bn Gross contribution (constant prices)

Accommodation & food service activities	€1.3 billion
Wholesale and retail trade	€2.9 billion



5% increase

Compared to 2022



13% increase

Compared to 2019