

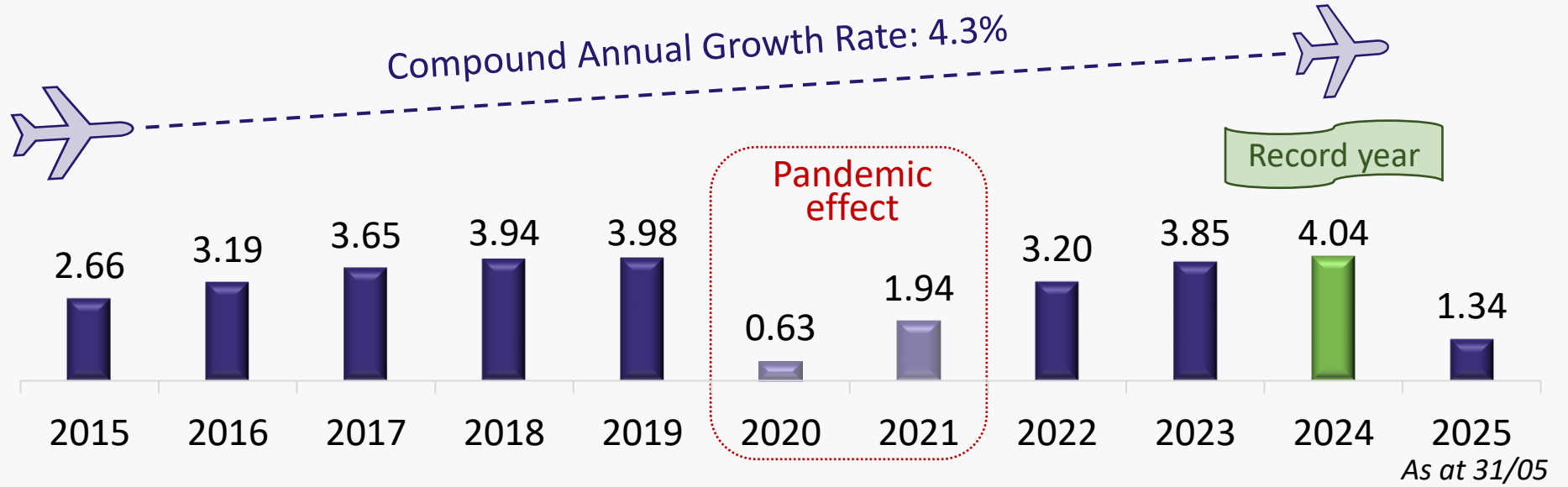
Adaptability, diversity and
vision for a resilient tourism
industry

Προσαρμοστικότητα,
πολυμορφία και όραμα για μια
ανθεκτική τουριστική
βιομηχανία

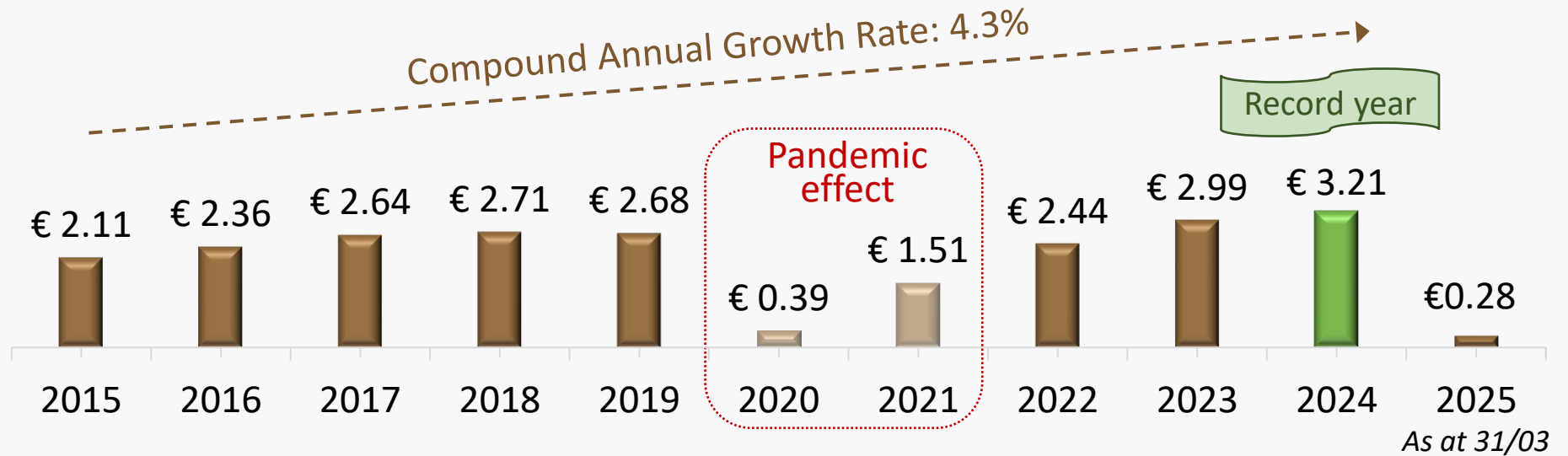


— EST 1936 —

Tourism arrivals (in millions)



Tourism revenue (in billions)

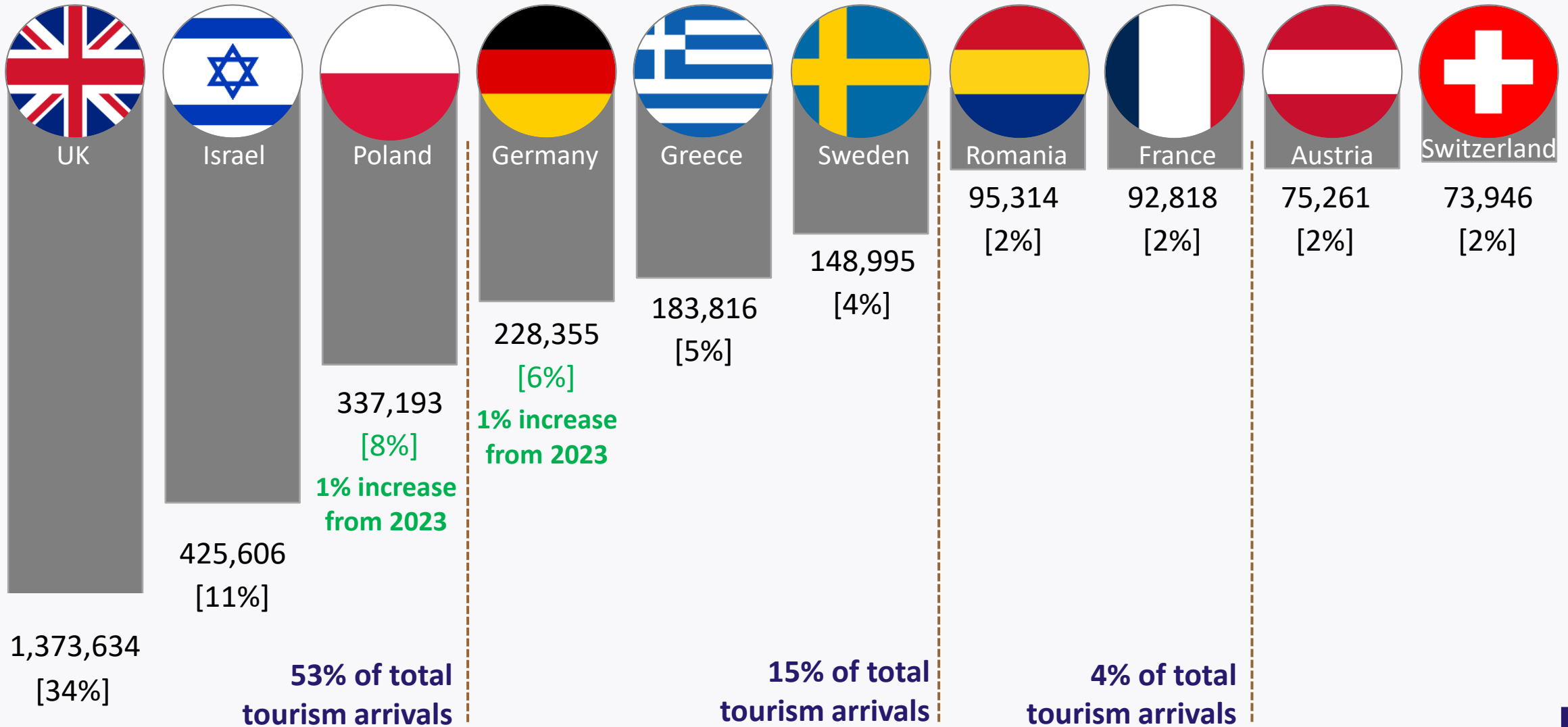


Top 7 markets by seat capacity in 2024

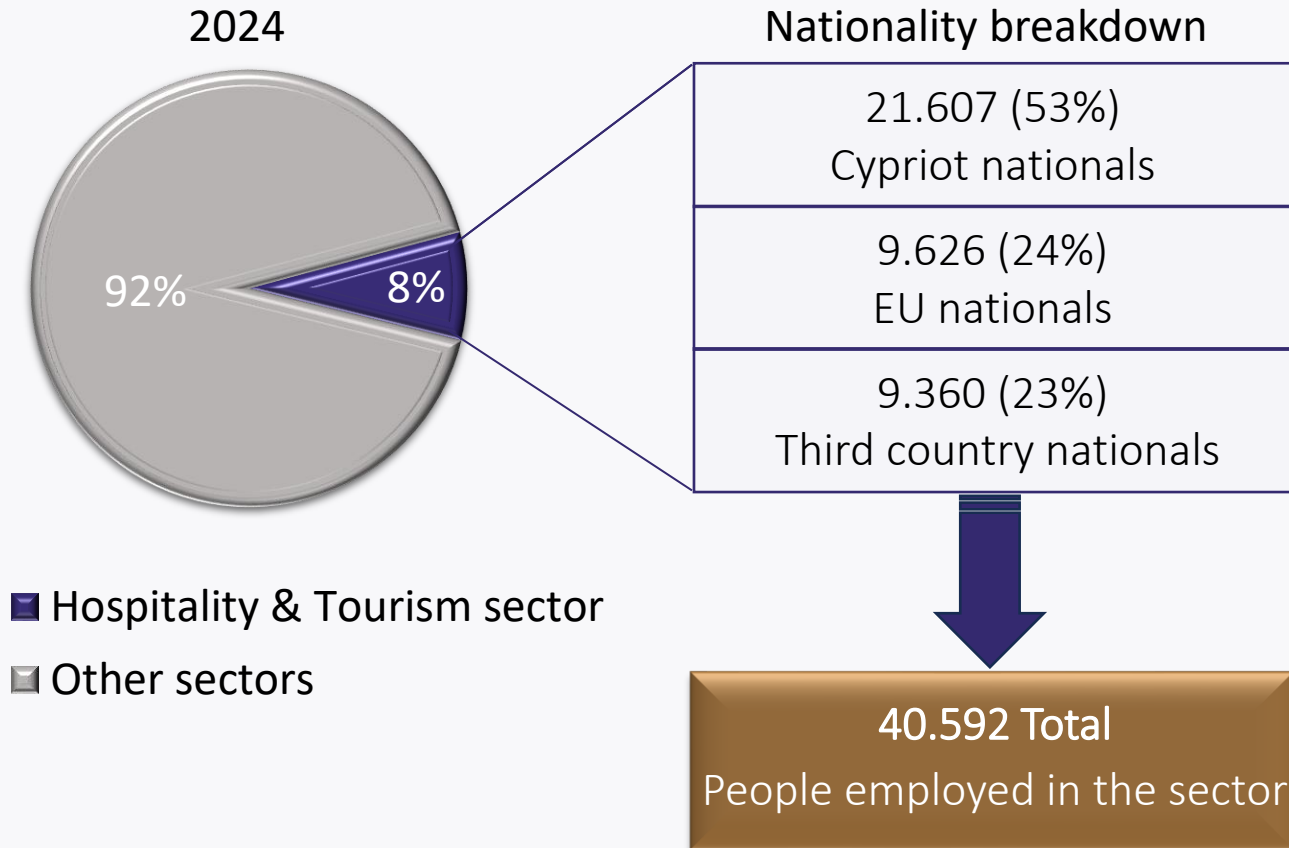
	Market share	Seats capacity (incoming seats)	Annual increase in seat capacity	Annual increase in tourism arrivals
 United Kingdom	25%	1,842,772	6%	5%
 Greece	17%	1,254,471	4%	-2%
 Israel	9%	678,131	5%	4%
 Poland	7%	475,438	22%	23%
 Germany	5%	353,751	7%	8%
 Austria	3%	228,891	3%	-6%
 Romania	2%	171,363	10%	18%

TOP 10 source markets in 2024

Number of visitors and % of total tourist arrivals



Direct employment in the Hospitality & Tourism Sector in 2024



Employment in the Hospitality and Tourism sector in Cyprus is expected to reach 19% of the country's employment by 2034 with 25.200 new jobs.

– *World Travel and Tourism Council, 2024*



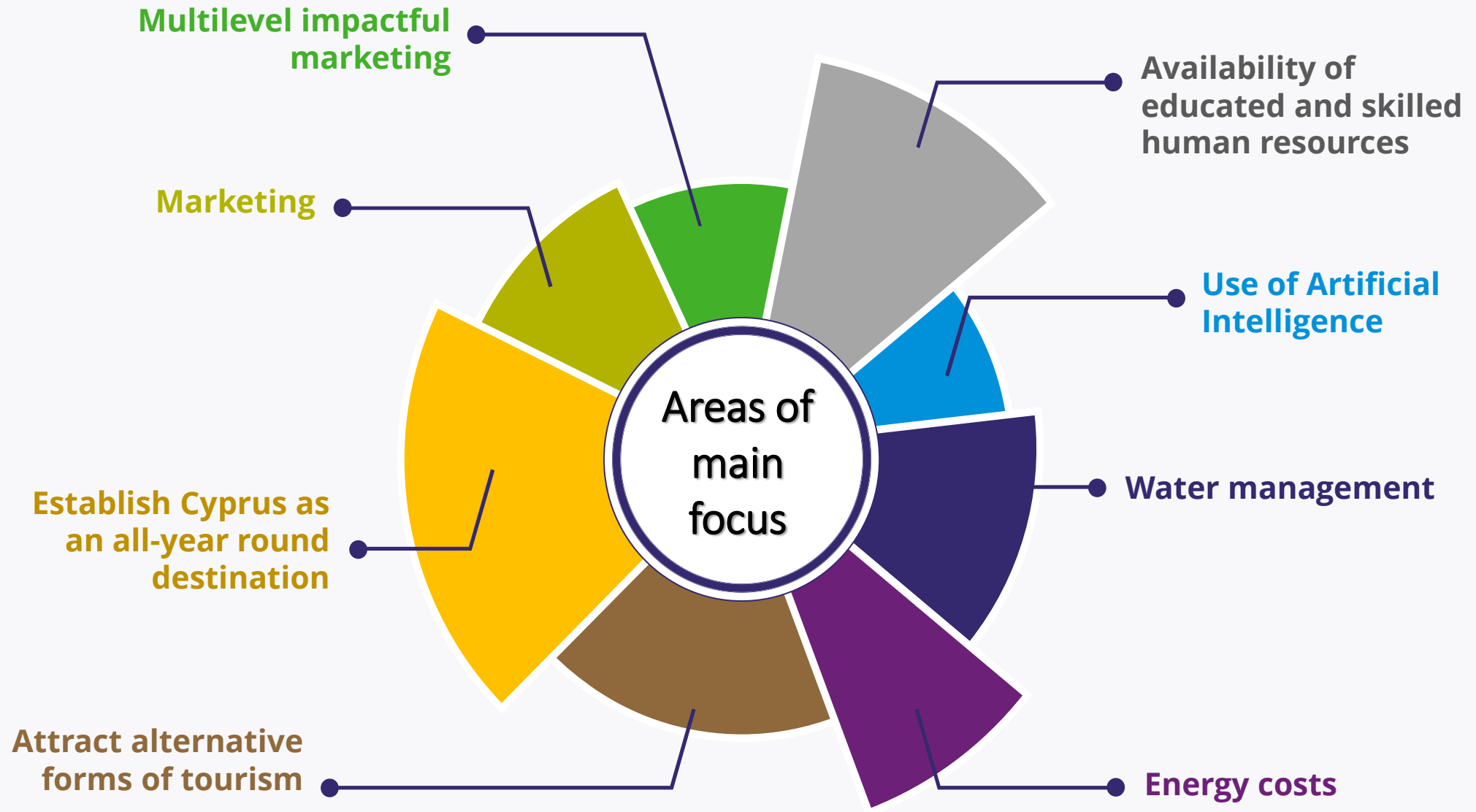
Been around
THE BLOCK

Norway's
Promotional
campaign for
people ages
55 - 65

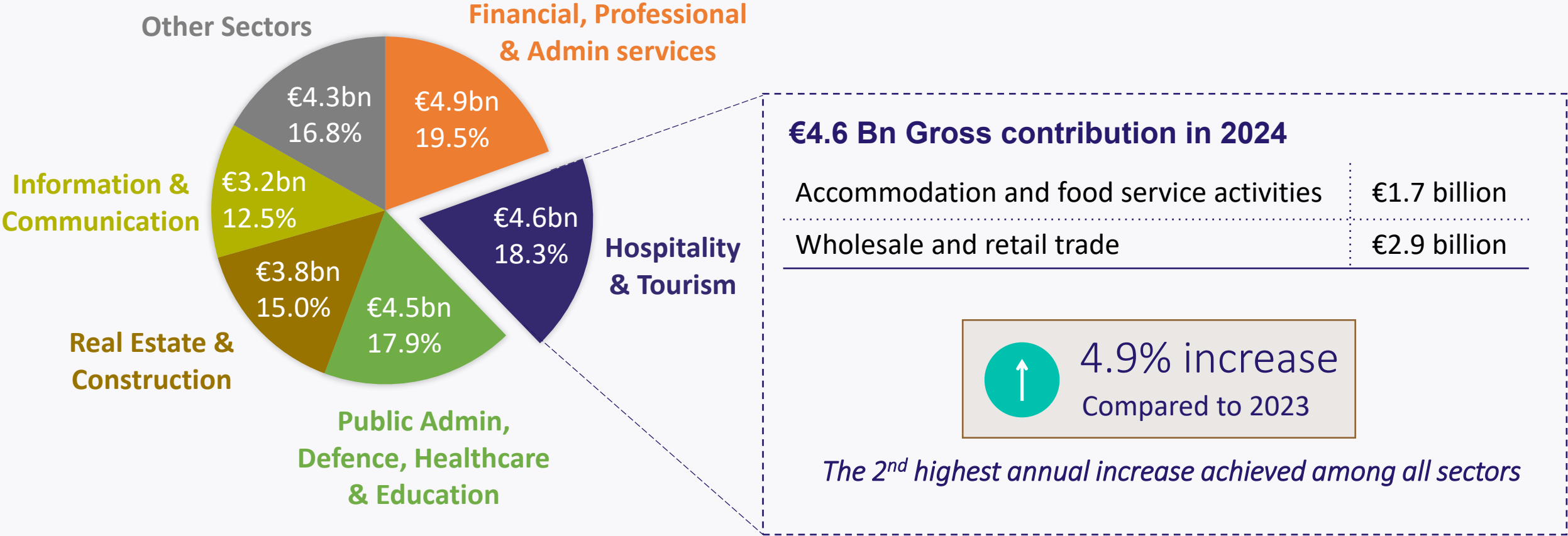


A
TOUGH COOKIE

Norway's
Promotional
campaign for
people ages
55 - 65

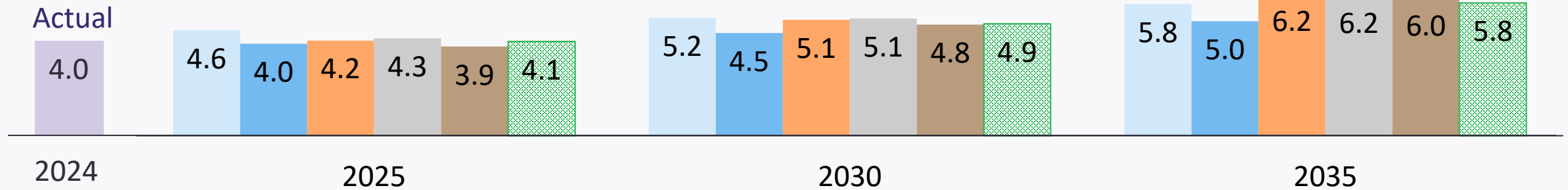


Gross contribution to GDP by key sectors in 2024 (constant prices, net of taxes)

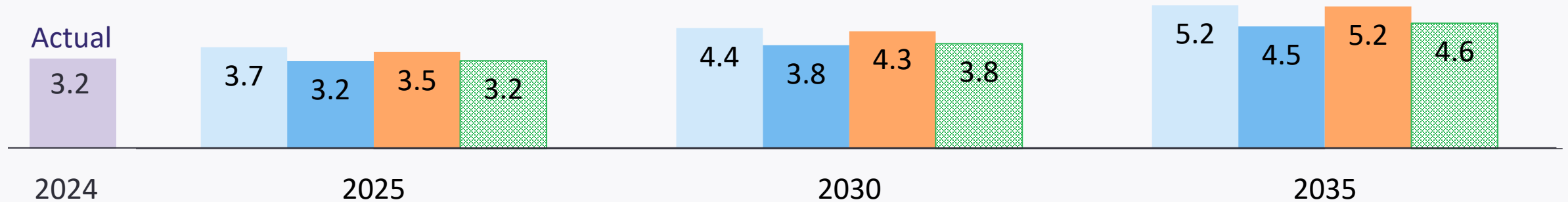


National Tourism Strategy 2035 goals

Tourism arrivals (in millions)



Tourism revenue (in billion €)



Previous National Tourism Strategy

Recently established National Tourism Strategy

World Travel & Tourism Council

THR Tourism Advisors

Tourism Economics

Suggested goal by Cyprus Hotel Association

Comparing National Tourism Strategy 2030 Vs proposed National Tourism Strategy 2035

	2024 Actual Performance	National Tourism Strategy 2030	National Tourism Strategy 2035		World Travel & Tourism Council (WTTC) 2034 Projected	
Tourism arrivals	4,0 million	5,2 million	5,0 million	4% ↓	6,0 million	► As observed, the new quantitative targets proposed by the Deputy Ministry of Tourism for the National Tourism Strategy 2035 are lower than the targets set in 2020 for the National Tourism Strategy 2030.
Overnight stays	N/A	47,7 million	46,8 million	2% ↓	N/A	
Tourism revenue	€3,2 billion	€4,4 billion	€4,5 billion		€5,0 billion	
Daily expenditure per person	€89 Average stay: 8.9 nights	€87 Average stay: 9.7 nights	€95 Average stay: 9.4 nights		N/A	► These targets are also considered conservative in relation to the capacity of the Cypriot tourism industry and the forecasts from various international organizations.
Contribution to GDP	7% Direct 18% Total	N/A	N/A		8% Direct 18% Total	
Employment	40.592 (53% are Cypriots)	45.000 new jobs compared to 2015	N/A		19% 25.200 new jobs compared to 2024	