

90 Χρόνια 90 Years

1936 - 2026

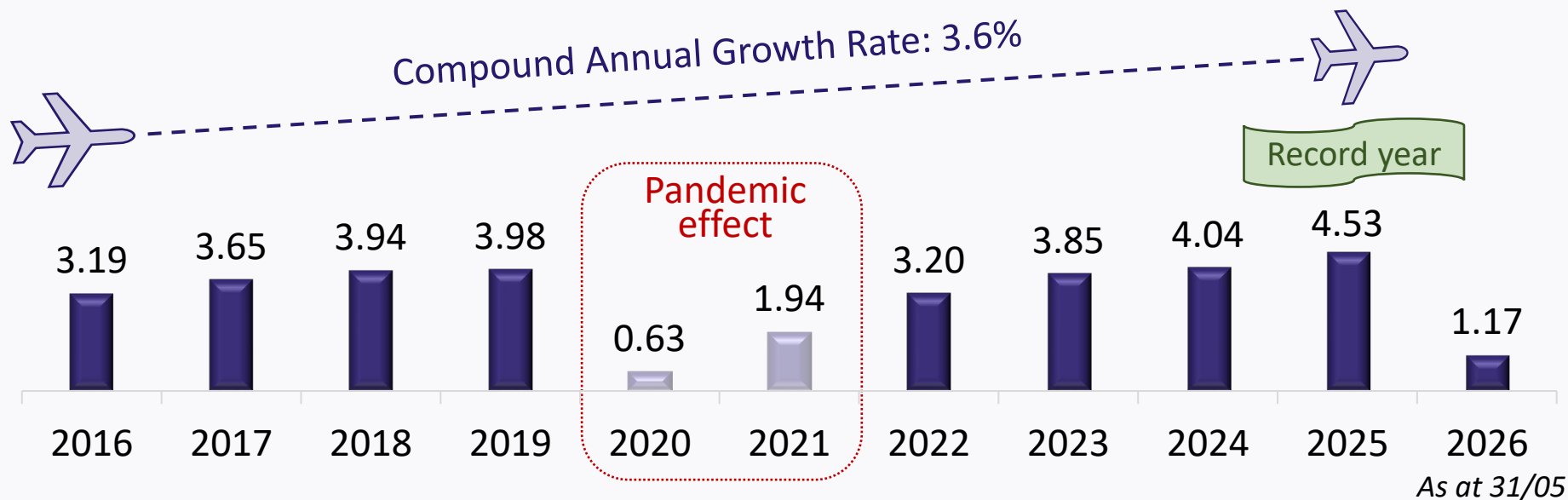


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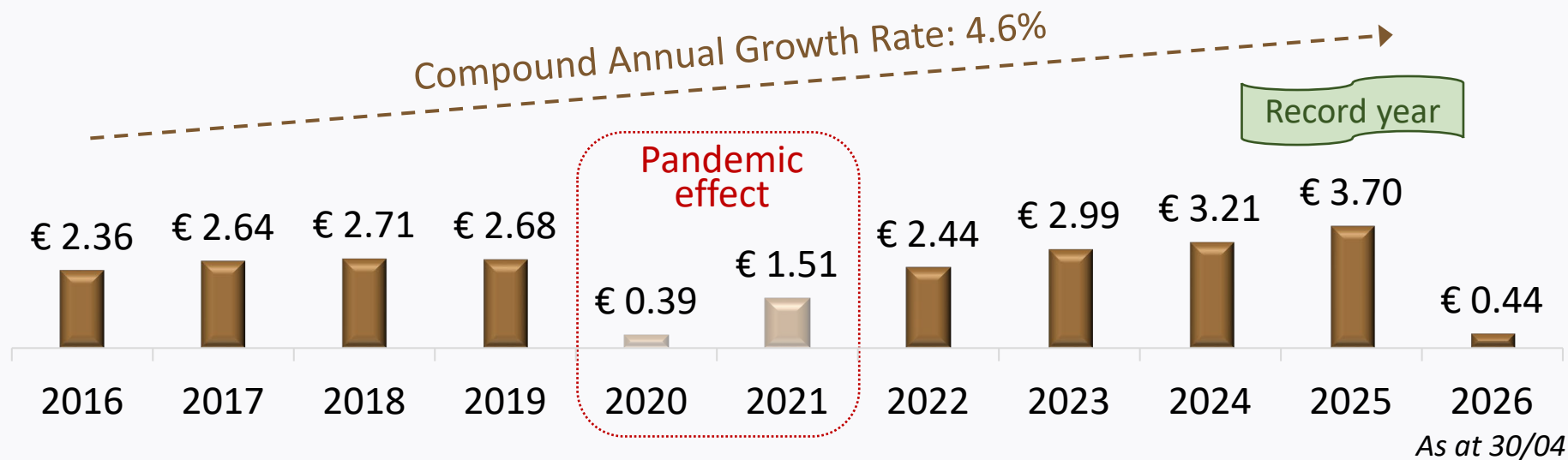
Από την κρίση στην προοπτική

From crisis to prospects

Tourism arrivals (in millions)

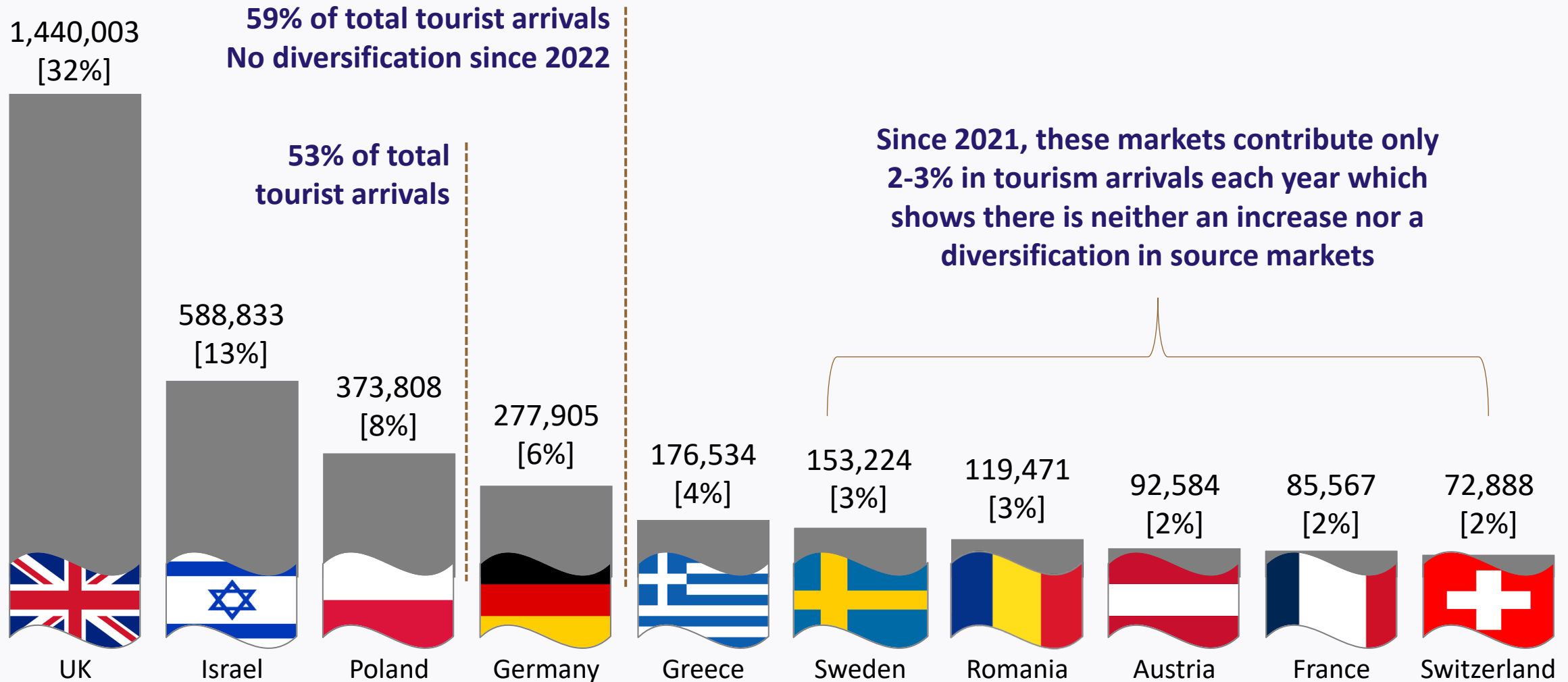


Tourism revenue (in billions)

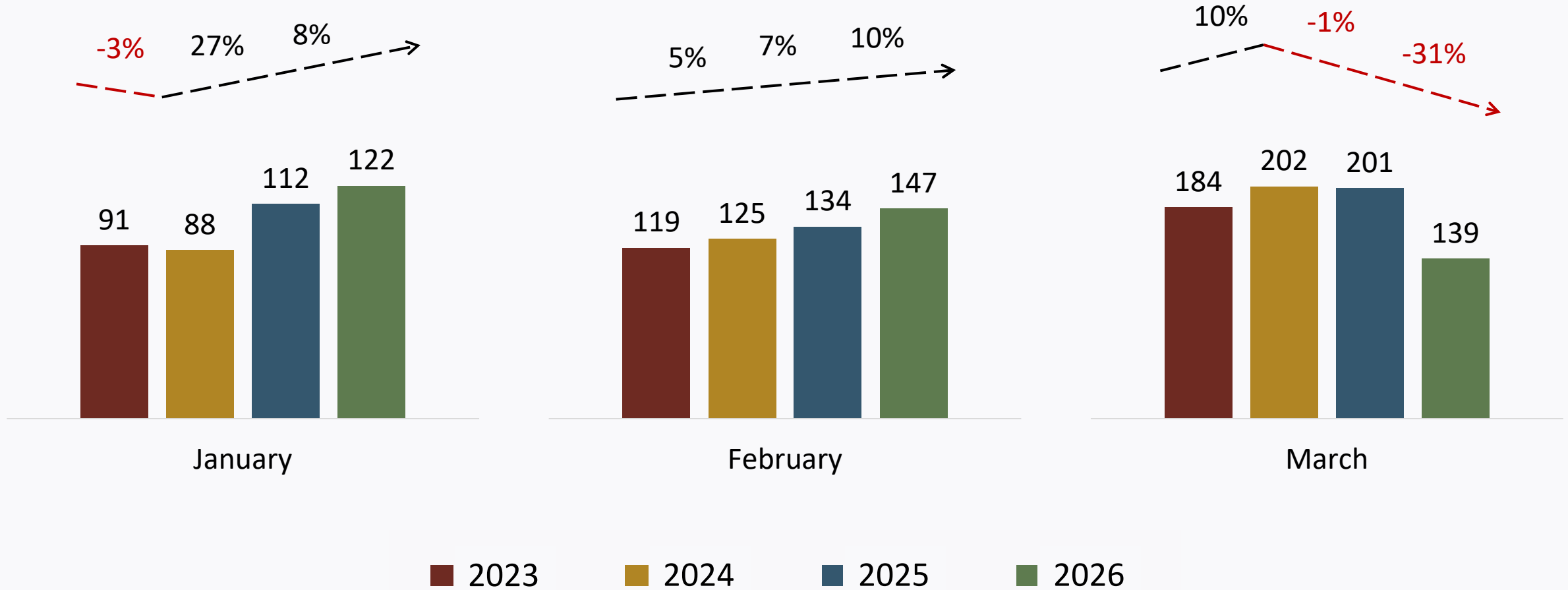


TOP 10 source markets in 2025

Number of visitors and % of total tourist arrivals



Q1 2025 Tourist Arrivals (in thousands)



Research Institute for Tourism (ITEΠ) Survey

28 Feb – 24 Apr 2026 statistics

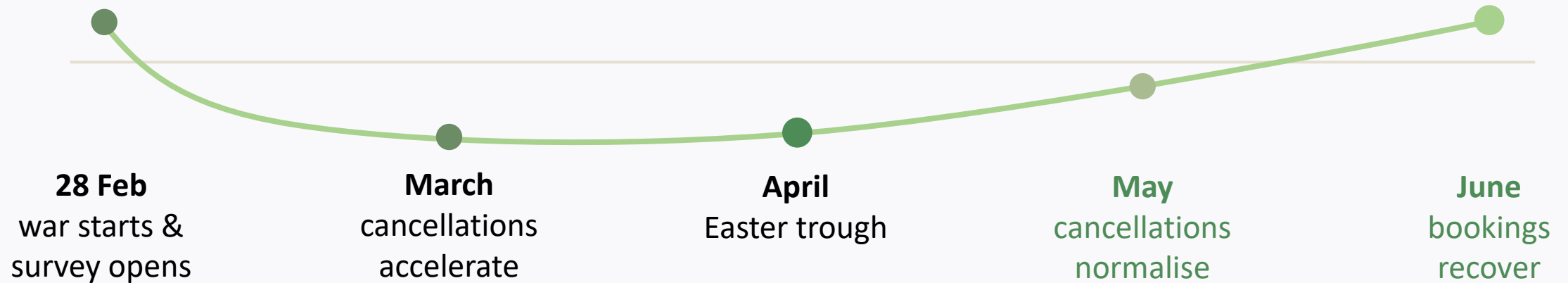
From shock to recovery

-38%

Actual decline in bookings

-27%

Estimated average drop in turnover



-16%

April air arrivals
roughly **95,000 fewer passengers**

-36%

Average Easter occupancy
across member hotels

51%

of arrivals from:
UK · Israel · Germany

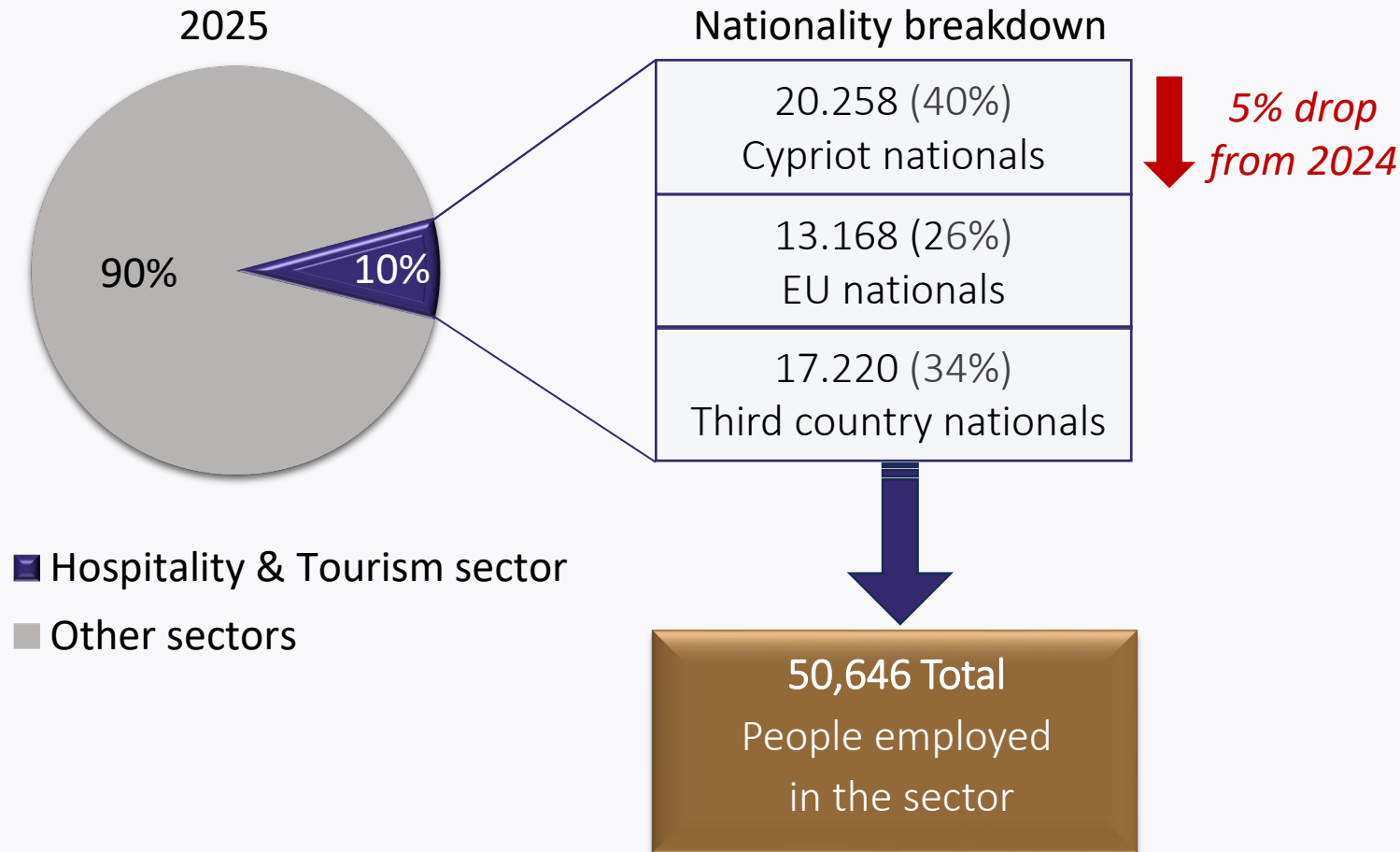
Establishment of a Tourism Advisory Board & a Crisis Management Team



Top 7 markets by seat capacity in 2025

	Market share	Seats capacity (incoming seats)	Annual increase in seat capacity	Annual change in tourism arrivals
 UK	27%	1,930,966	5%	5%
 Israel	13%	935,218	38%	38%
 Poland	8%	576,013	21%	11%
 Germany	6%	424,325	20%	22%
 Austria	3%	236,965	4%	23%
 Romania	3%	221,699	29%	25%

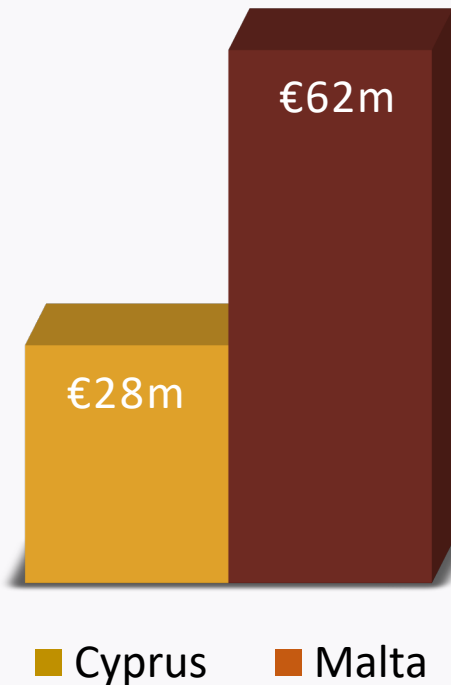
Employment in the Hospitality & Tourism Sector in 2025



Employment in the Hospitality and Tourism sector in Cyprus is expected to reach 20% of the country's employment by 2036, generating approximately 25,000 new jobs over the next decade.
– World Travel and Tourism Council, 2025

Stronger tourism brand

2025 Marketing Spend for Tourism



More strategic marketing investment

Strategic destination marketing investment



National Tourism Advisory Board

One Cyprus • One Brand



Regions & Experiences

Promotion of all regions & new experiences



365 days

Year-round tourism

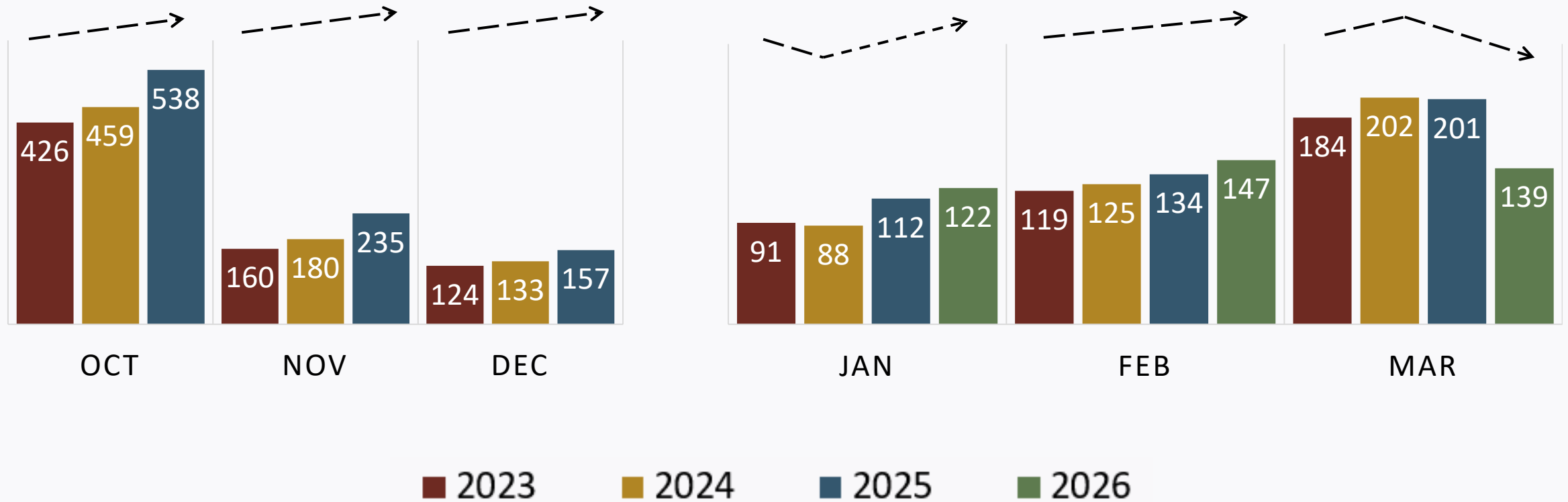


Impact

More jobs • Stronger resilience • Regional prosperity

A stronger tourism brand creates sustainable employment, regional development and a resilient economy.

Seasonality of tourism arrivals (in thousands)



The list of all the departments that a hotel needs to go through for operating licencing on a recurring basis

1. Deputy Ministry of Tourism / Υφυπουργείο Τουρισμού
2. Cyprus Fire Service / Πυροσβεστική Υπηρεσία Κύπρου
3. Department for Town Planning and Housing / Τμήμα Πολεοδομίας
4. Local Government Organisation / Επαρχιακός Οργανισμός Αυτοδιοίκησης
5. Municipalities / Δήμοι
6. Electrical & Mechanical Services / Τμήμα Ηλεκτρομηχανολογικών Υπηρεσιών
7. Ministry of Interior / Υπουργείο Εσωτερικών
8. Ministry of Labour / Υπουργείο Εργασίας
9. Deputy Ministry of Migration / Υφυπουργείο Μετανάστευσης
10. District Health Service / Υγειονομείο Δήμου
11. Public Health Services / Ιατρικές Υπηρεσίες Υπουργείου Υγείας
12. Department of Labour / Τμήμα Επιθεώρησης Εργασίας



Certificates issued by different authorities have varying expiration dates, which further complicates the hotel licensing process

90

YEARS

OF SERVING CYPRUS TOURISM

THE MISSION CONTINUES

Honouring the past. Shaping the future.

STRATEGIC PARTNER / ΣΤΡΑΤΗΓΙΚΟΣ ΣΥΝΕΡΓΑΤΗΣ



OFFICIAL SPONSORS / ΕΠΙΣΗΜΟΙ ΧΟΡΗΓΟΙ



hospitality.



1936-2026

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