

Repurposing (not repositioning) Cyprus tourism

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Deputy Minister of Tourism**



Repurposing Cyprus tourism

Part 1 - The future of travel

Part 2 – Actions taken by Cyprus

Part 3 – Our new tourism identity



Part 1: The future of travel

Traveling with a deeper purpose

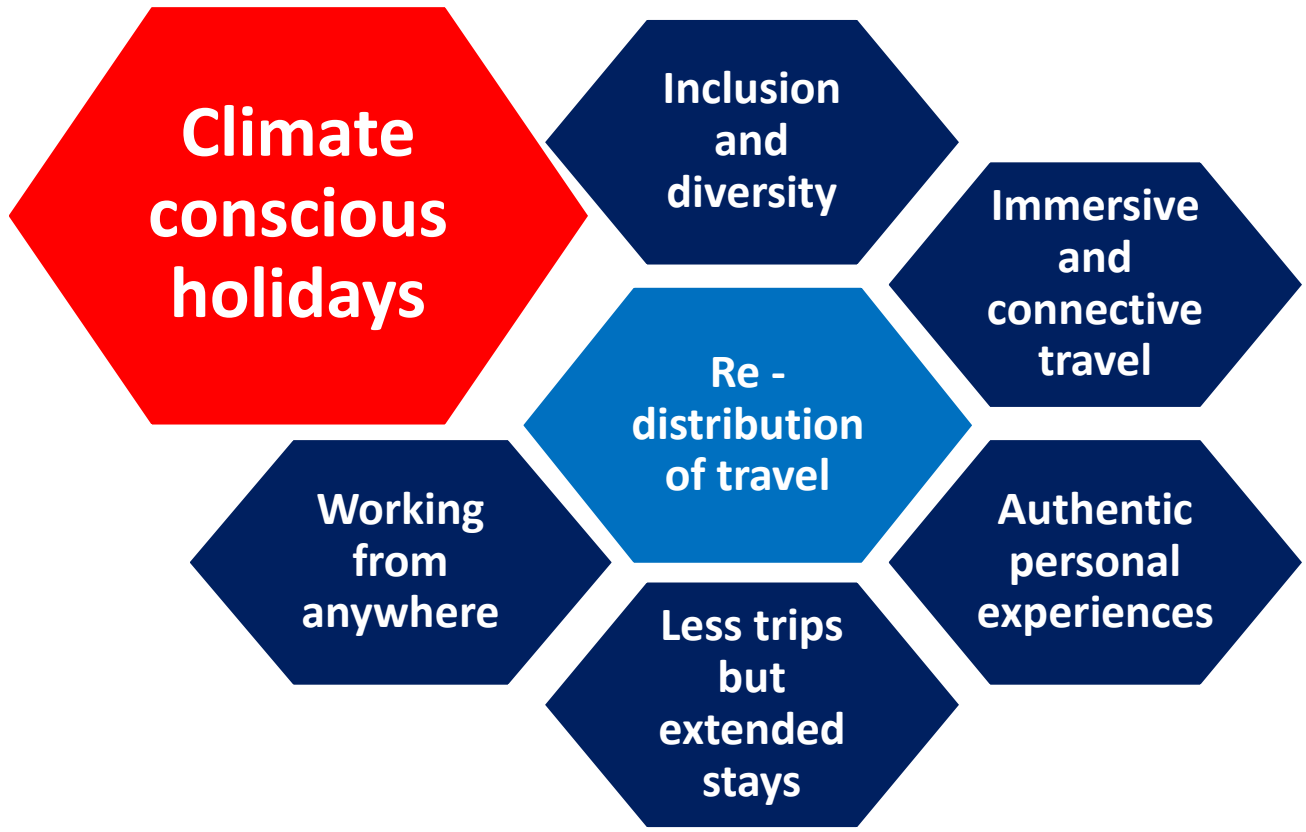
Nature-based travel

Niche tours, activities and events

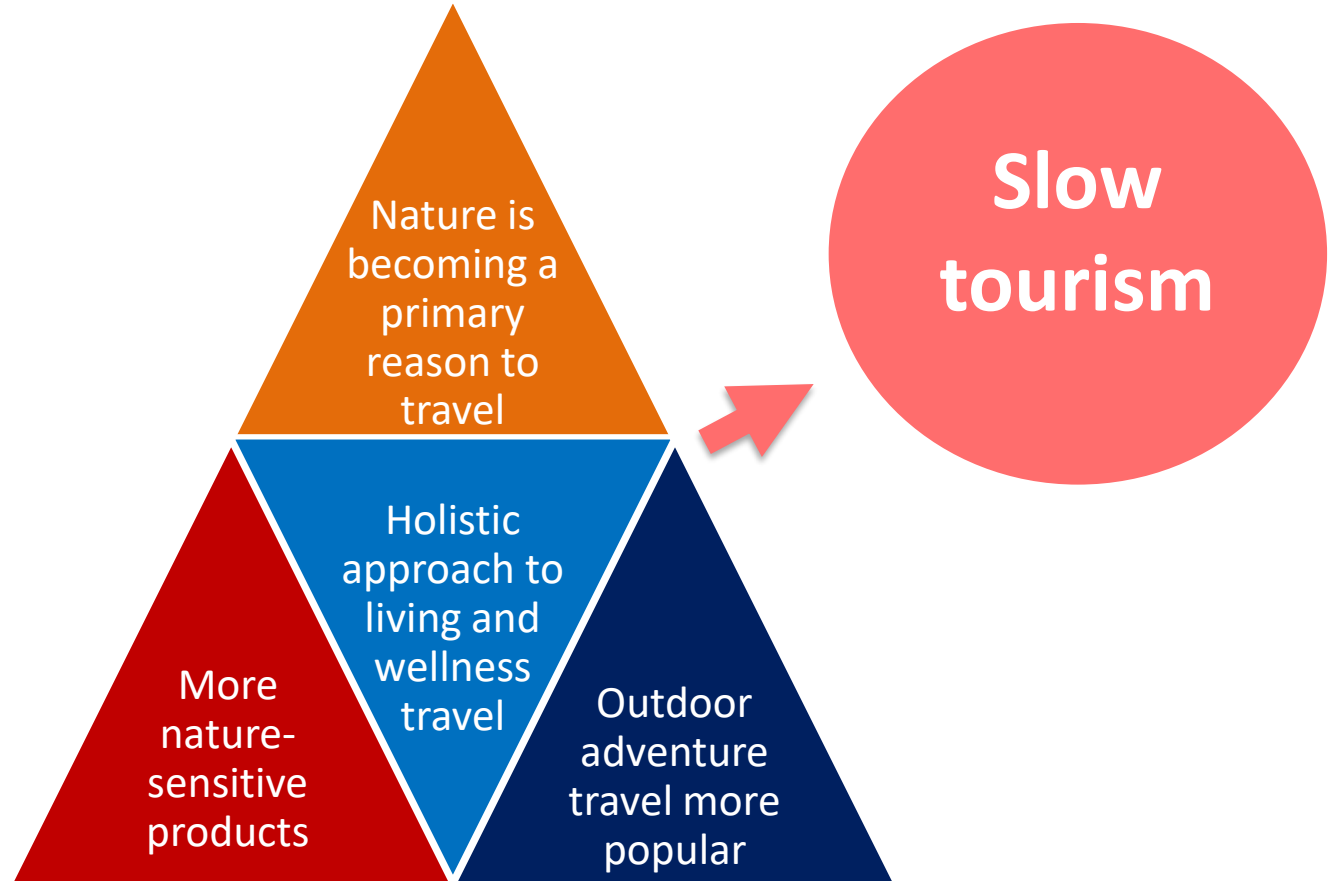
Fast-changing booking practices



Traveling with a deeper purpose



Nature-based travel



Niche tours, activities and events

Micro-tours with
personal guides

...to avoid crowds

Self-guided tours

...with digital means

Hybrid events

...with a physical and digital setup

Extended team
building events

...to replace office networking

Less advance
event planning

...and less committed contracts



Fast-changing booking practices

Individual
bookings

Flexible
last-minute

More AO
and BB

Dynamic
packaging

65+ digitally
connected

More VFR
than before



Part 2: Actions taken by Cyprus

Rural integration and inclusion

Infrastructure improvements

More competitive tourism sector

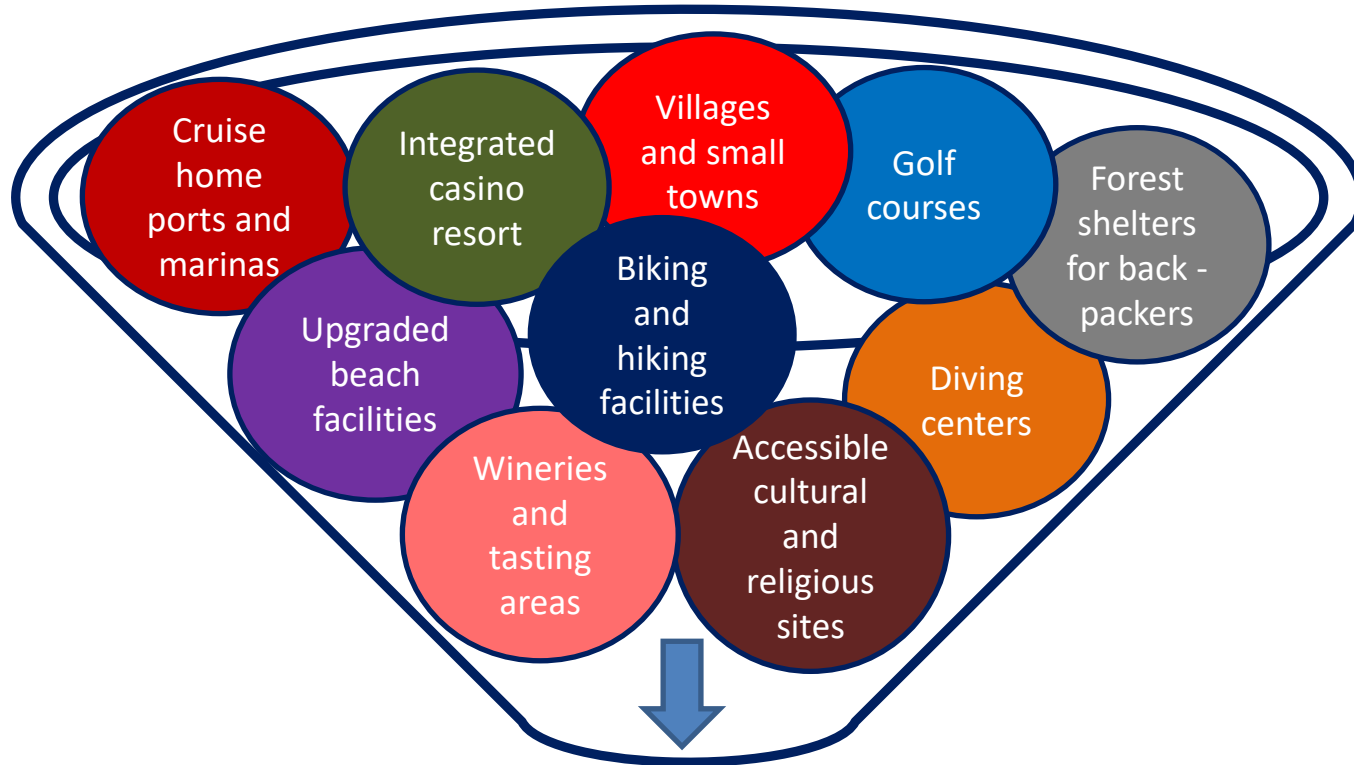
Product development - Labels



Rural integration and inclusion



Infrastructure improvements



Special-interest tourism products



More competitive tourism sector

Repurposing of hotels as health, wellness and assisted-living venues

Upgrading of rural hotels and mountain resorts

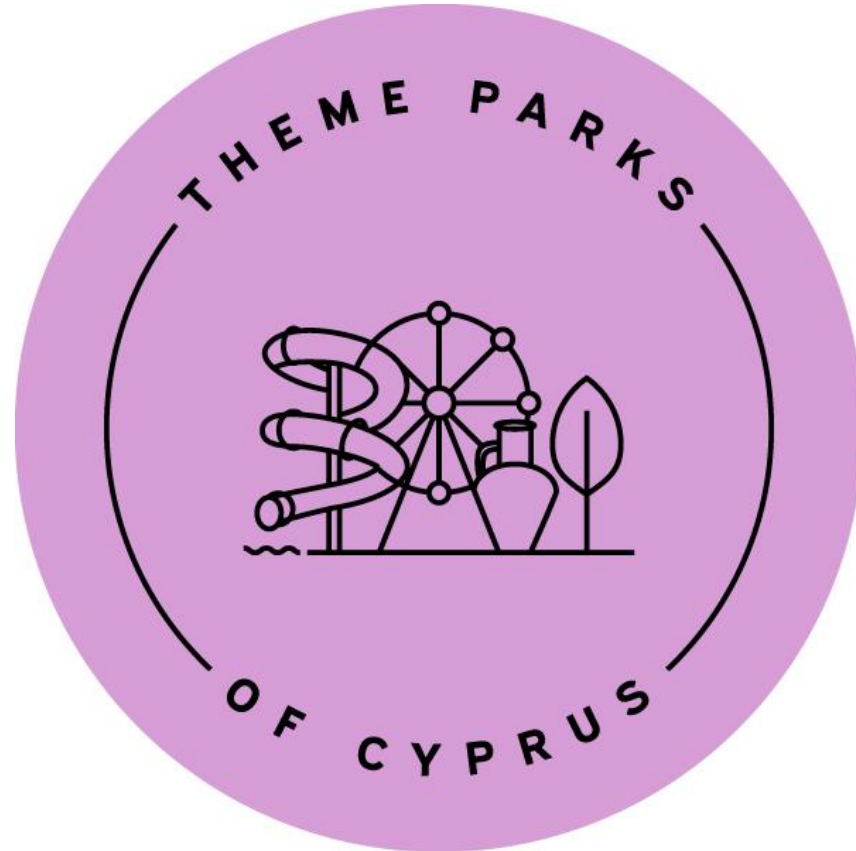
Upgrading of agro-tourism accommodation

Setting up handicraft workshops and other authentic experiences

Renovation of Cypriot delis and restaurants



Product development - Labels



Product development - Labels



Product development – Labels



CYPRUS
BREAKFAST

KALIMERA



Product development - Labels



Product development - Labels



**VEGAN
FRIENDLY**



Product development - Labels



Product development - Labels



Product development - Labels



Product development - Labels



Product development - Labels



COLOURFUL
VILLAGES
of CYPRUS



Product development - Labels



Product development - Labels



Part 3: Our new identity

End of an era

Why 'Love Cyprus'

A personal story

Flexibility and adaptability



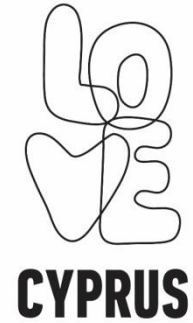
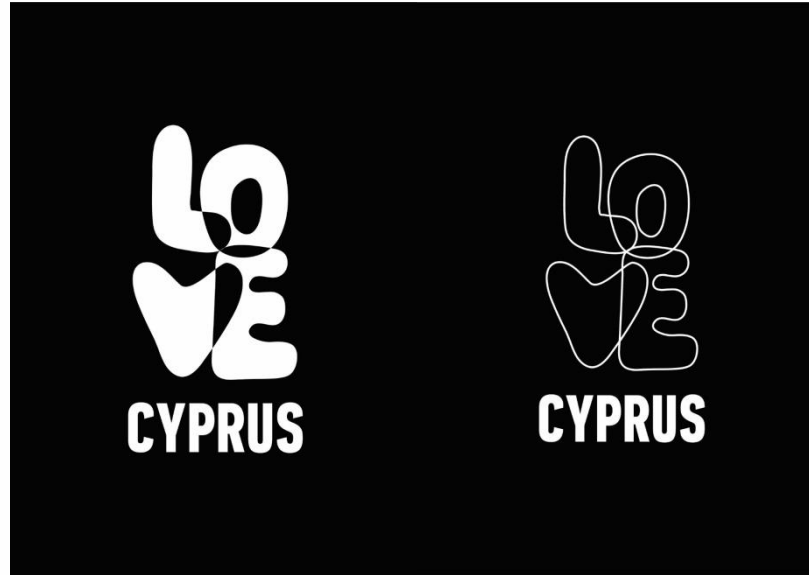
Main version



Outline version



Black and white version



Special interest version



CYPRUS
diving



CYPRUS
cycling



CYPRUS
cruising



CYPRUS
nature



CYPRUS
wine routes



CYPRUS
sports



CYPRUS
gastronomy



CYPRUS
weddings &
honeymoons



CYPRUS
slow life



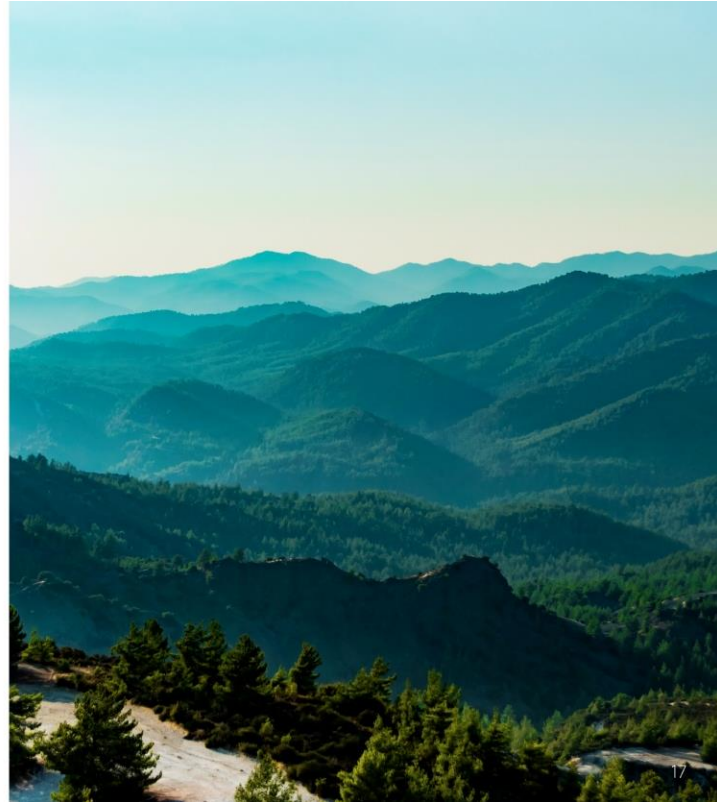
CYPRUS
conferences
& incentives



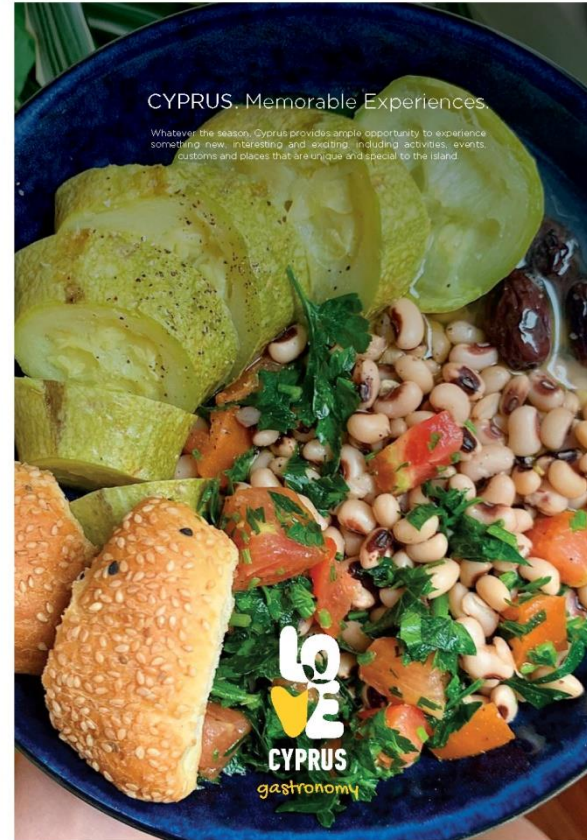
Utilization examples



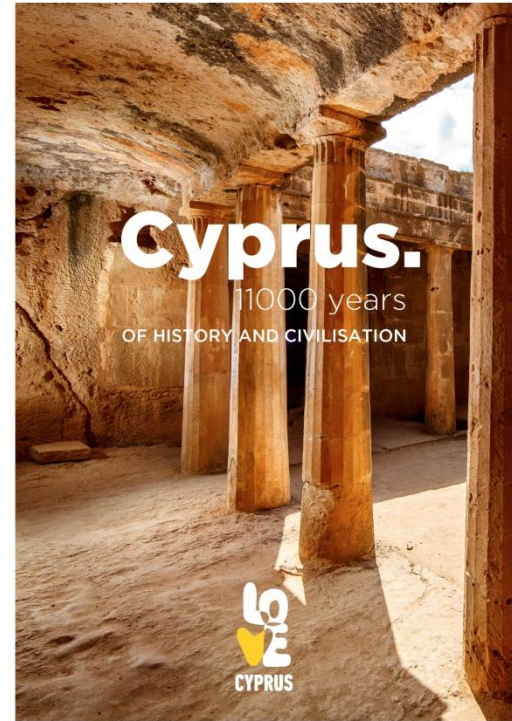
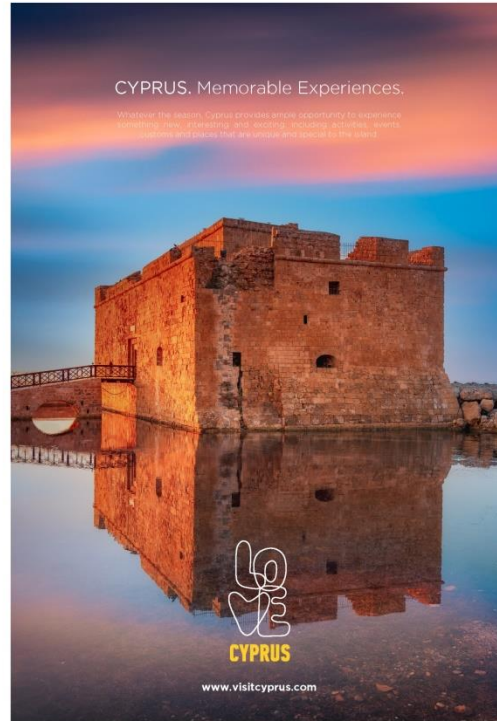
Utilization examples



Utilization examples



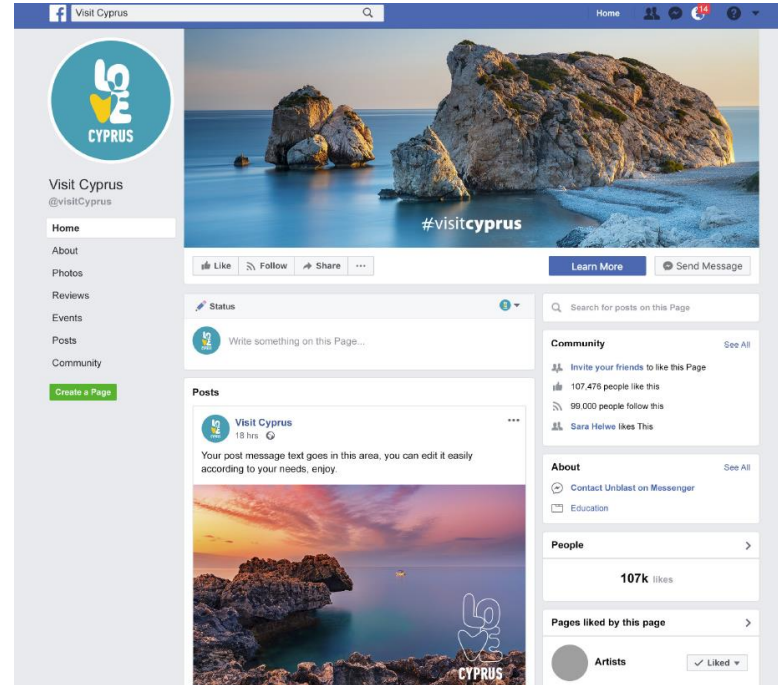
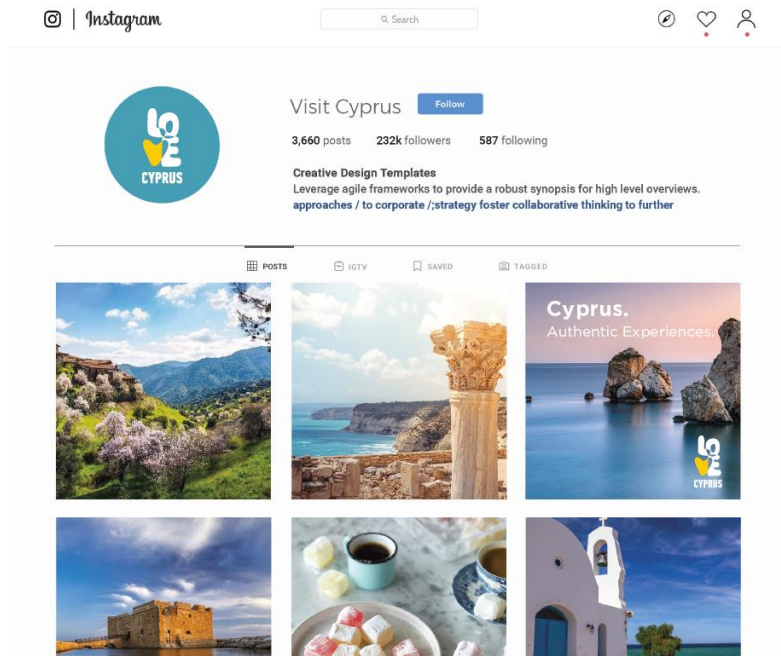
Utilization examples



Utilization examples



Utilization examples



Utilization examples



Conclusion



REPUBLIC OF CYPRUS
DEPUTY MINISTRY OF TOURISM