

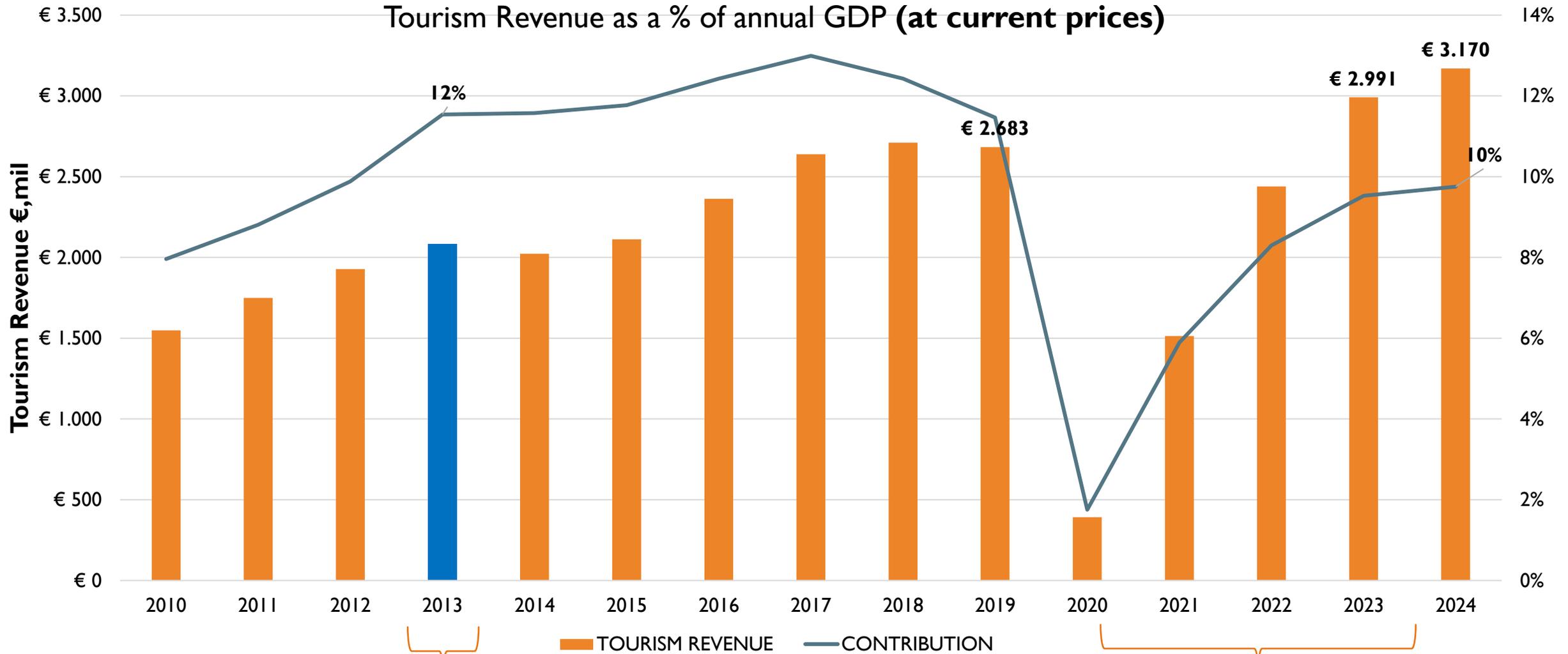
A narrow, cobblestone alleyway in a traditional stone building in Cyprus. The walls are made of light-colored, rough-hewn stone. Several terracotta pots with various green plants and flowers are placed along the path. A wooden balcony is visible in the distance. The scene is brightly lit, suggesting a sunny day.

CYPRUS TOURISM OVERVIEW & PROSPECTS

PRESENTATION AT PANEL DISCUSSION BY THE CYPRUS ECONOMIC SOCIETY
13 FEBRUARY 2025

TOURISM REVENUE VS GDP

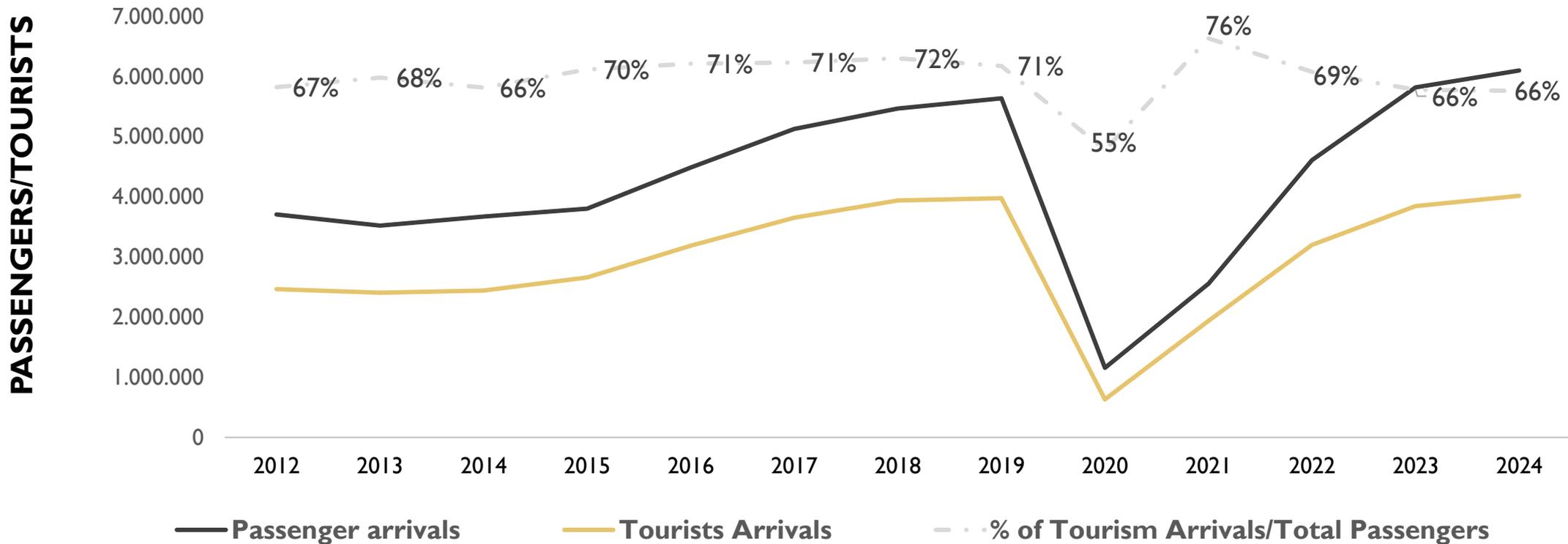
Tourism Revenue as a % of annual GDP (at current prices)



Supported the GDP in difficult for the country years

Fast recovery after Covid and steady growth of Revenues

STRONG CORRELATION BETWEEN TOURIST AND PASSENGER ARRIVALS - AIR CONNECTIVITY



- On average 65-70% of the passenger arrivals concern inbound tourists (including Visiting Friends & Relatives).

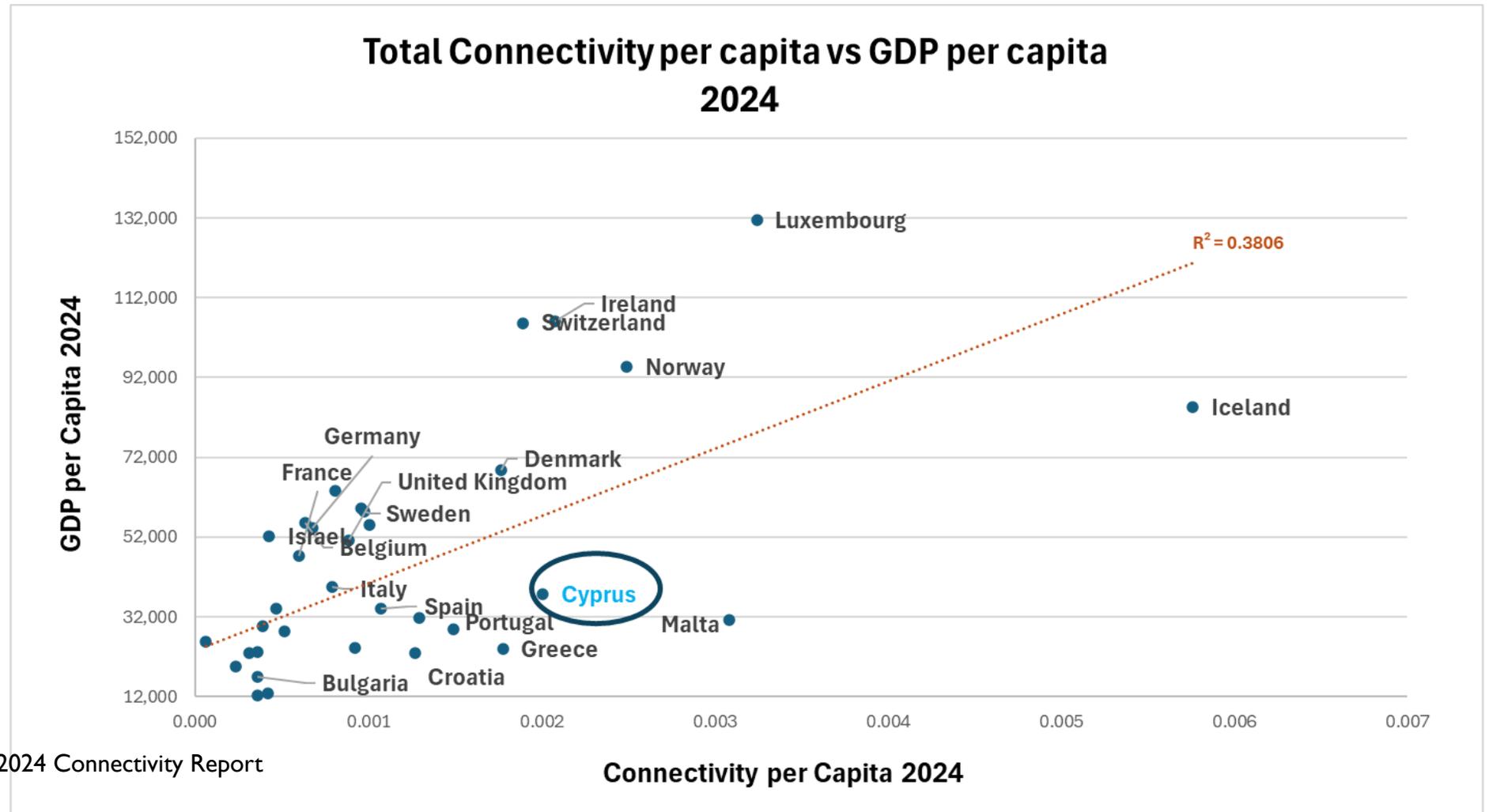
CYPRUS CONNECTED WELL WHEN COMPARED TO OTHERS

12,3m passengers

57 airlines

155 routes

38 markets

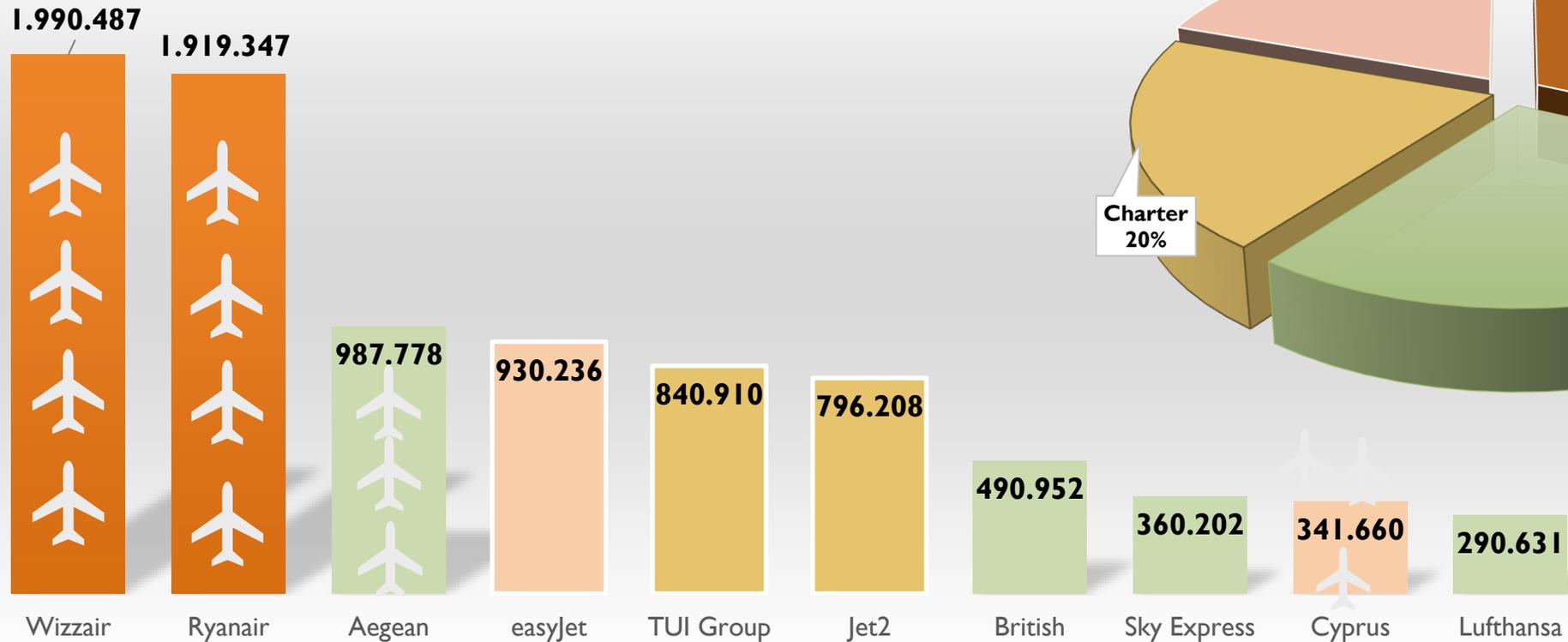


* Based on ACI 2024 Connectivity Report

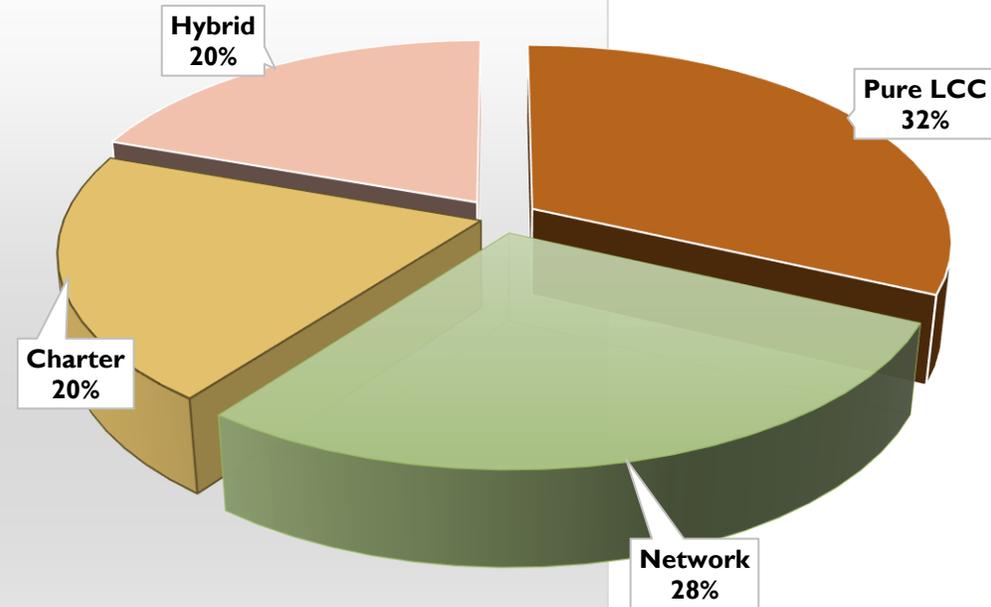
- Cyprus ranked 6th in Connectivity per capita terms and well below the GDP-Connectivity relationship line.

AIRLINE MIX

Main Airlines for LCA&PFO



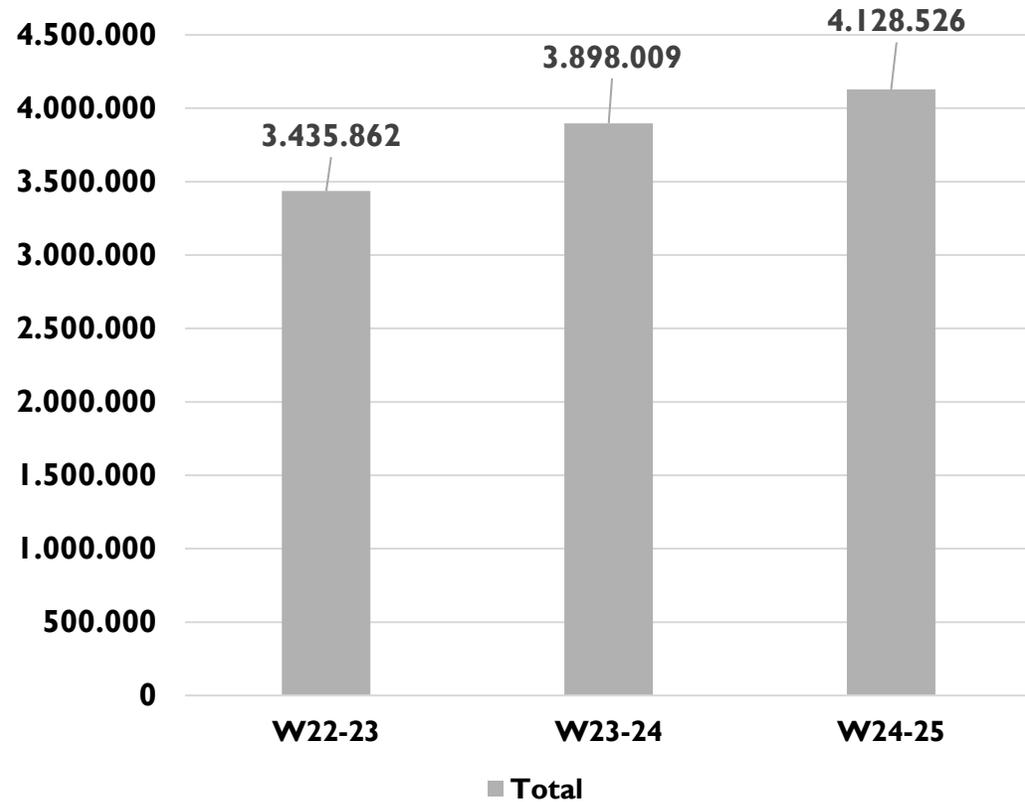
Type of airline



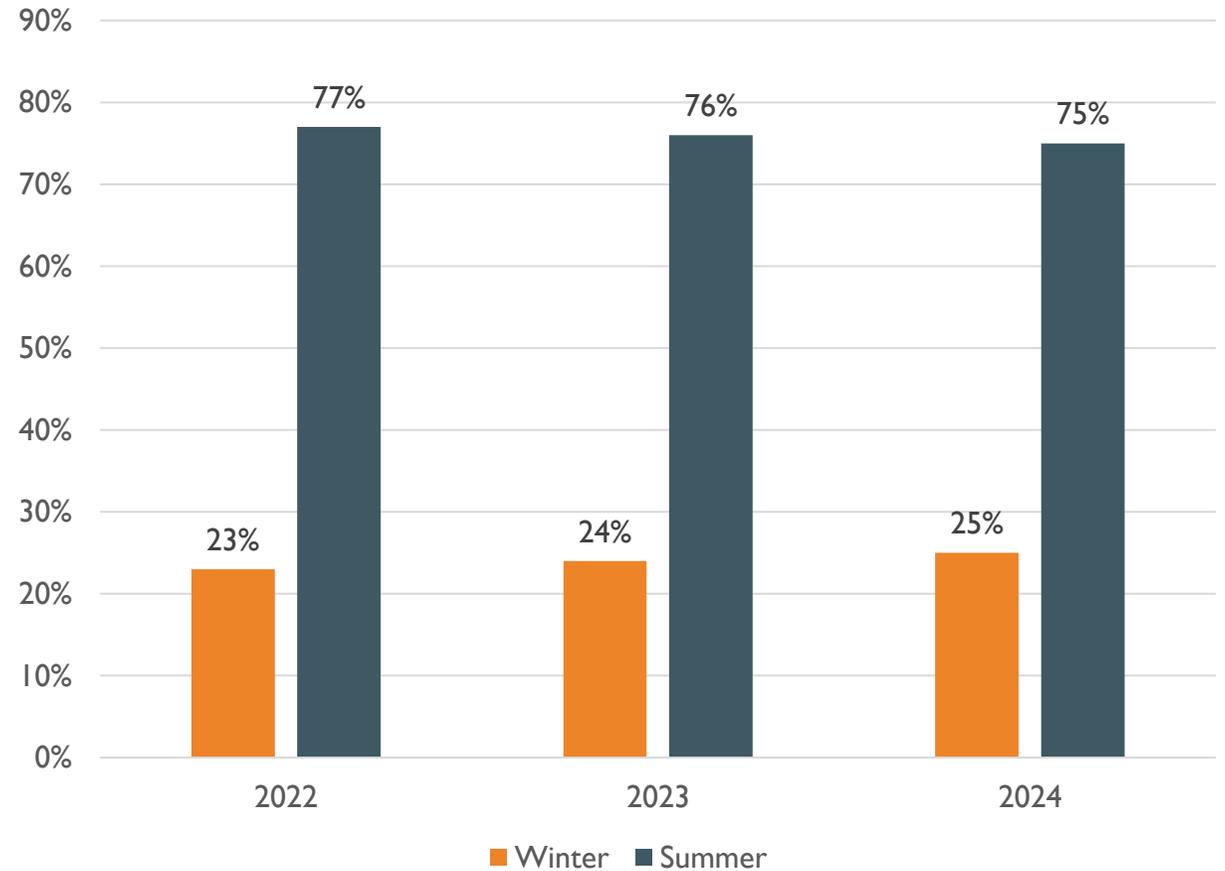
Based Aircraft

WINTER VS SUMMER OPERATION W23-24

Winter Capacity (Total Seats) throughout the years



Winter Vs Summer performance



- Winter traffic grows in both absolute numbers and in traffic contribution terms.
- 32 airlines operating 85 routes in 33 markets during the W24-25

CYPRUS VISITORS' TRENDS

Ages traveling for holidays		
Ages	Summer	Winter
18 – 25	16%	14%
26 – 35	26%	27%
36 – 45	23%	21%
46 – 55	16%	15%
56 – 65	11%	13%
66 – 75	8%	10%

People traveling with		
Number	Summer	Winter
Alone	11%	19%
+1	56%	55%
+2 or more	33%	26%

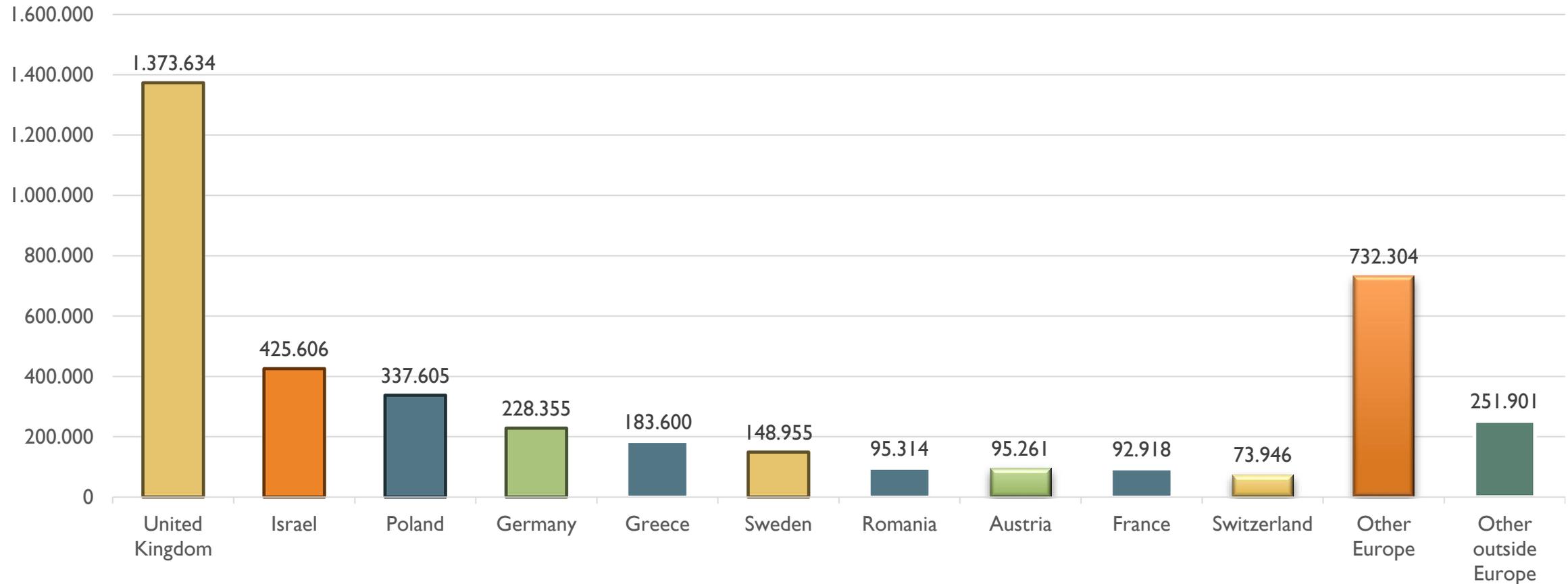
Visit Frequency	
Frequency	%
First time	45%
1-2 times before	32%
Often	23%

Average Days of Stay for holidays	
Days of Stay	7.7

- Taken from Hermes Passenger Profile Survey Nov23-Oct24

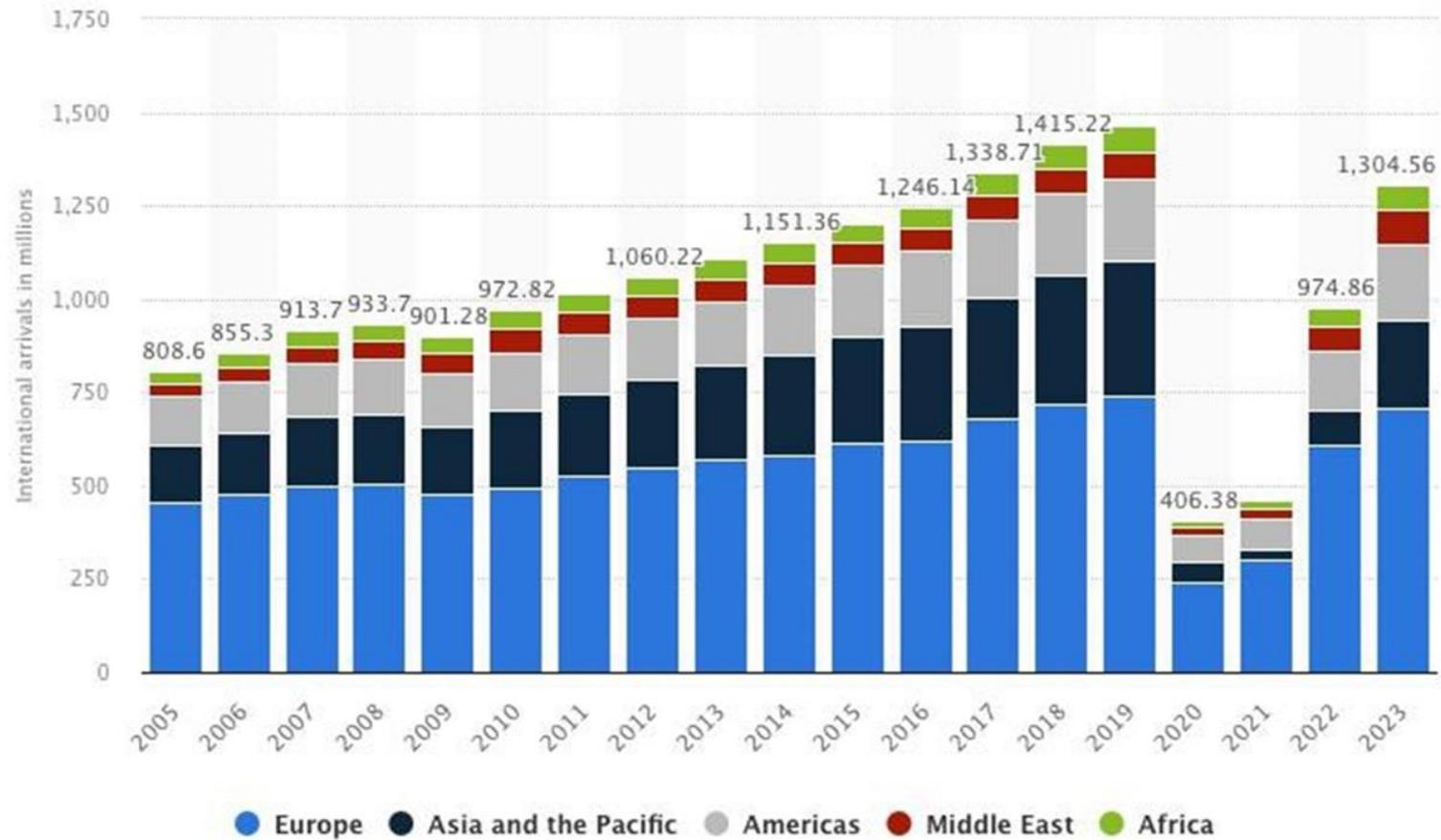
MAIN SOURCE MARKETS - 2024

Main Tourism Markets by country of Residence



Top ten markets account for 80% of the tourism arrivals with both primary and secondary markets growing over the years.

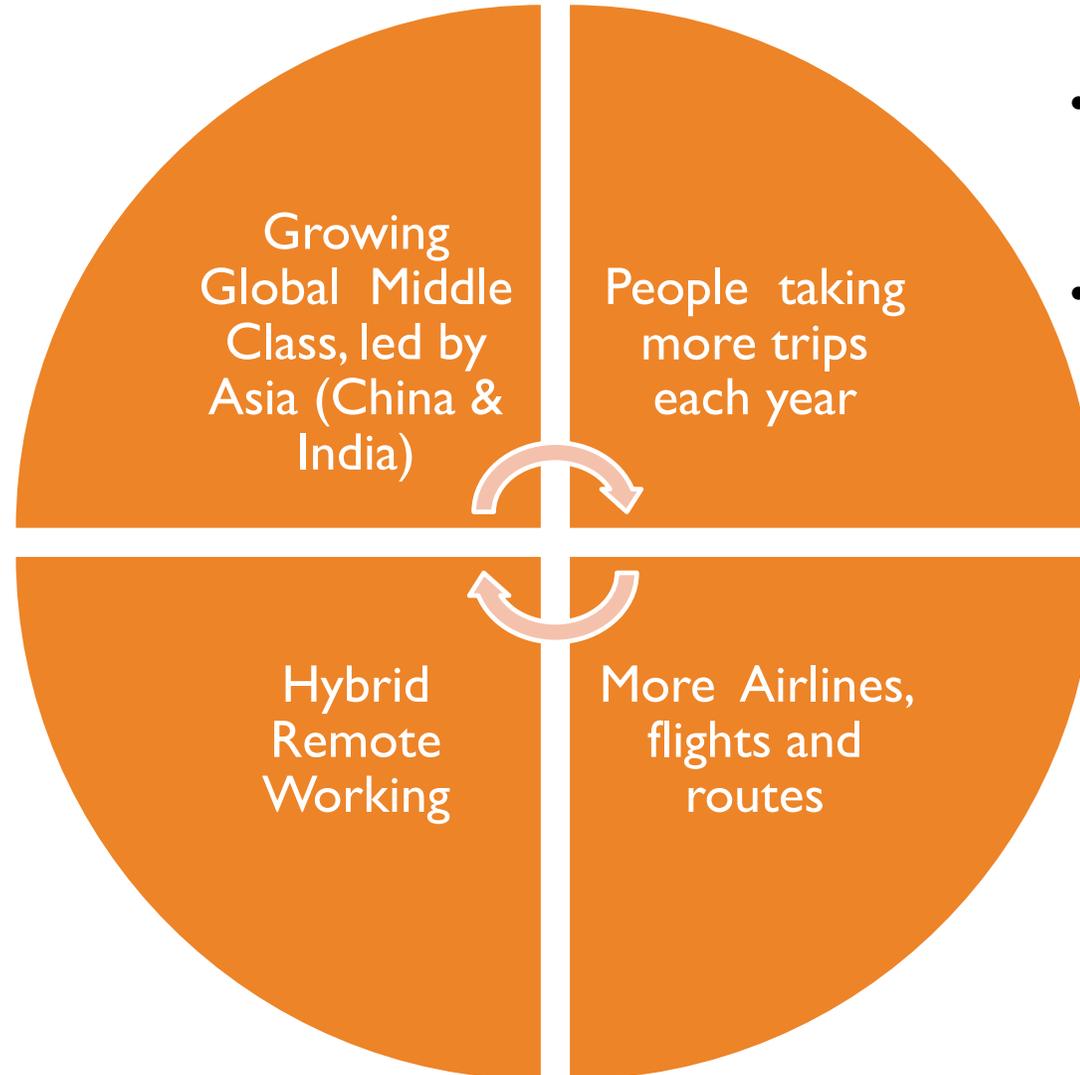
INTERNATIONAL TOURIST ARRIVALS BY CONTINENT



Based on current trends, world tourist arrivals could exceed 2bn by 2030.

WHERE DOES THE GROWTH COME FROM

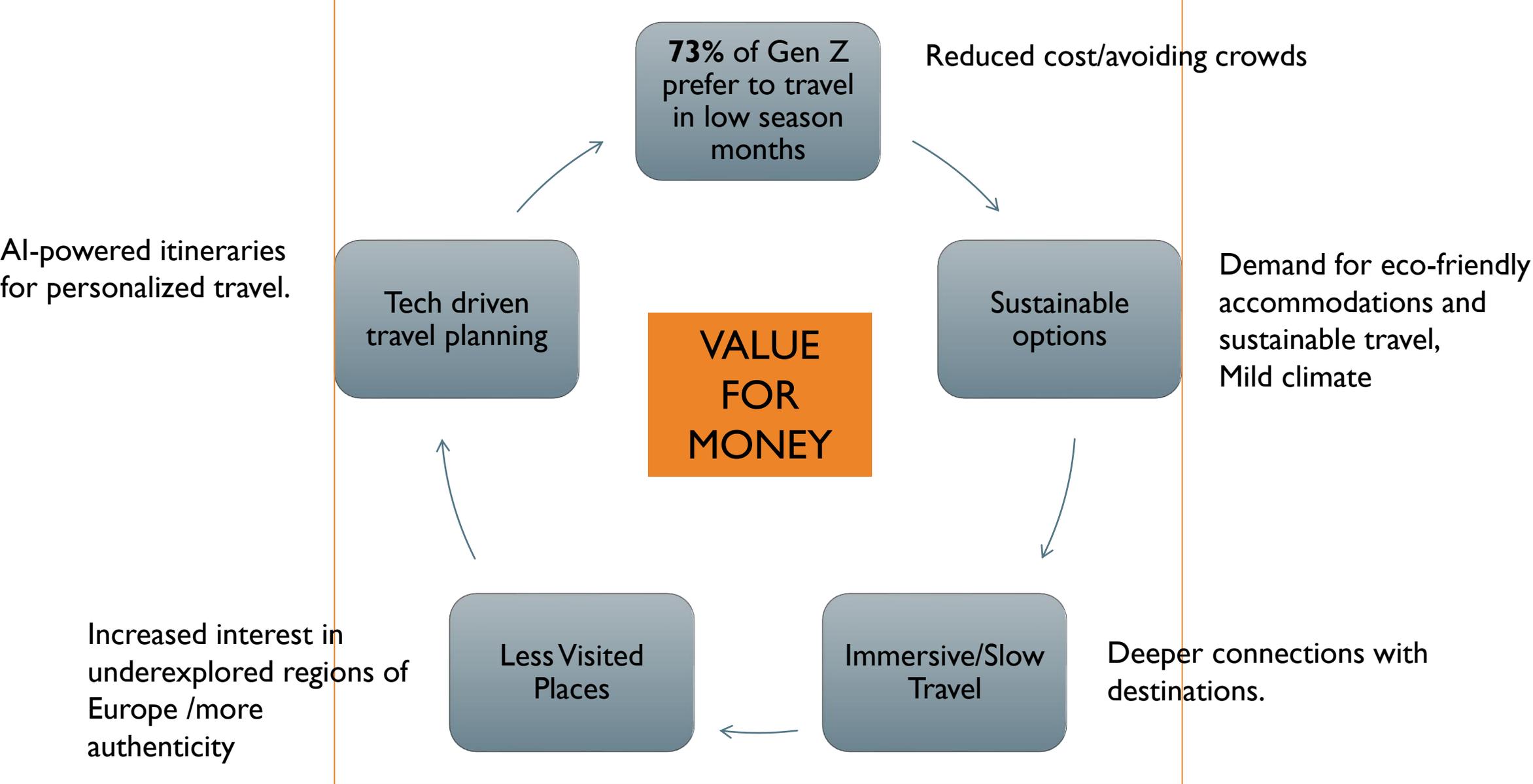
- +1.7bn over the next 15 years



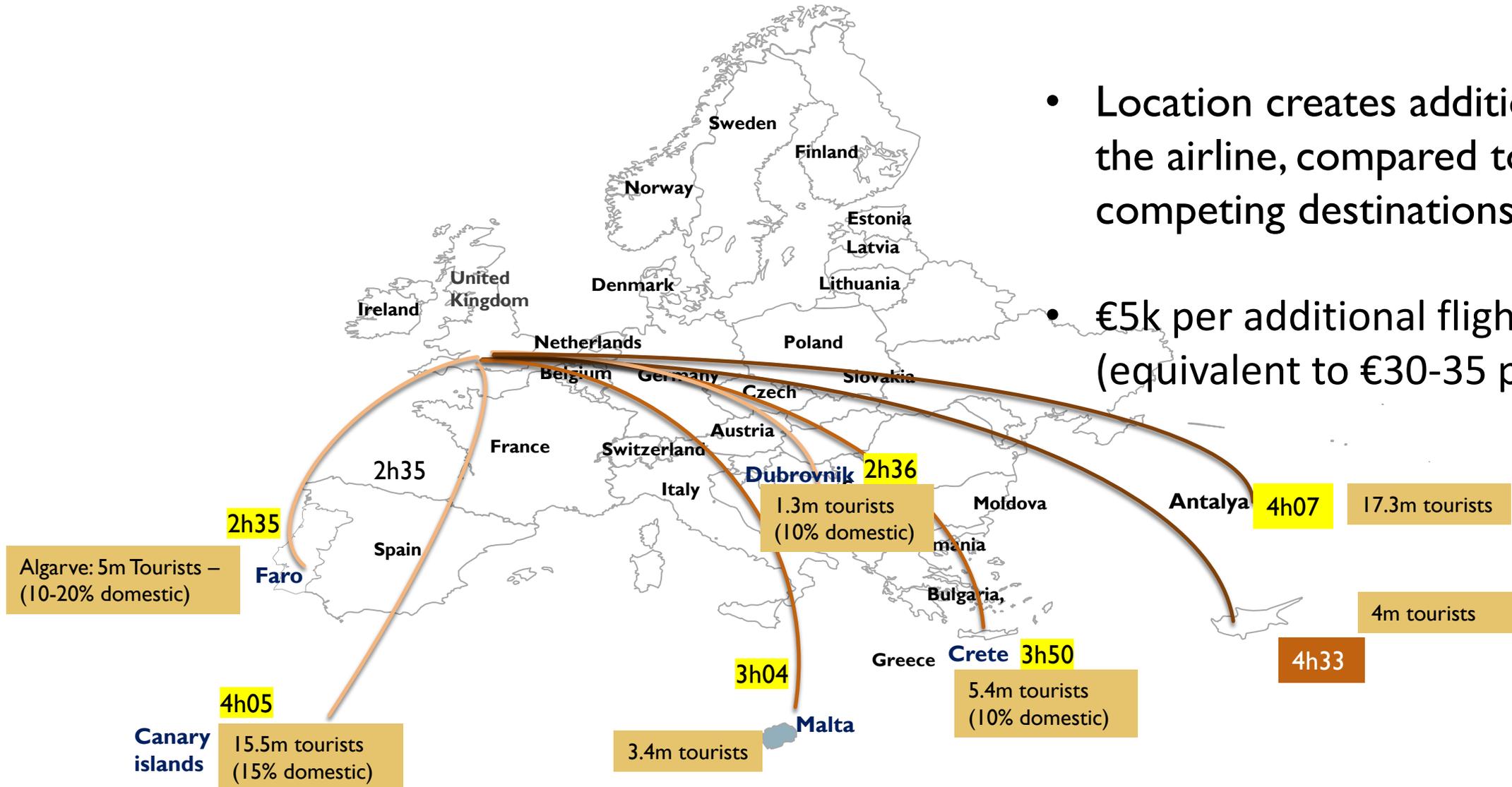
- On average 2 international trips taken by travellers in 2023
- Millennials leading followed by Gen Z

- 160 new airlines and 7250 new routes since 2019
- Global aircraft fleet will double over the next 20 years,

TRAVEL TRENDS FOR 2025 ONWARDS



CYPRUS VS COMPETING DESTINATIONS



- Location creates additional cost to the airline, compared to the competing destinations.
- €5k per additional flight hour (equivalent to €30-35 per passenger)

EUROPEAN REGIONS THAT SUFFER FROM OVERTOURISM



The term ‘overtourism’ is relatively new, having been coined over a decade ago to highlight the spiralling numbers of visitors taking a toll on cities, landmarks and landscapes.

SWOT ANALYSIS

DESTINATION Strong points

Mature and diverse product- sources for authentic experiences

Good hotel infrastructure

Road Infrastructure and relatively short distances

Mild climate year round

DESTINATION Hick ups

Longer Sector

Perceived mainly as Sun & Sea destination

Lack of effective marketing in source markets

Inconsistency in quality standards

DESTINATION Opportunities

Establish Cyprus as a year-round destination

Build on comparative strengths to create a USP

To develop & market authentic experiences

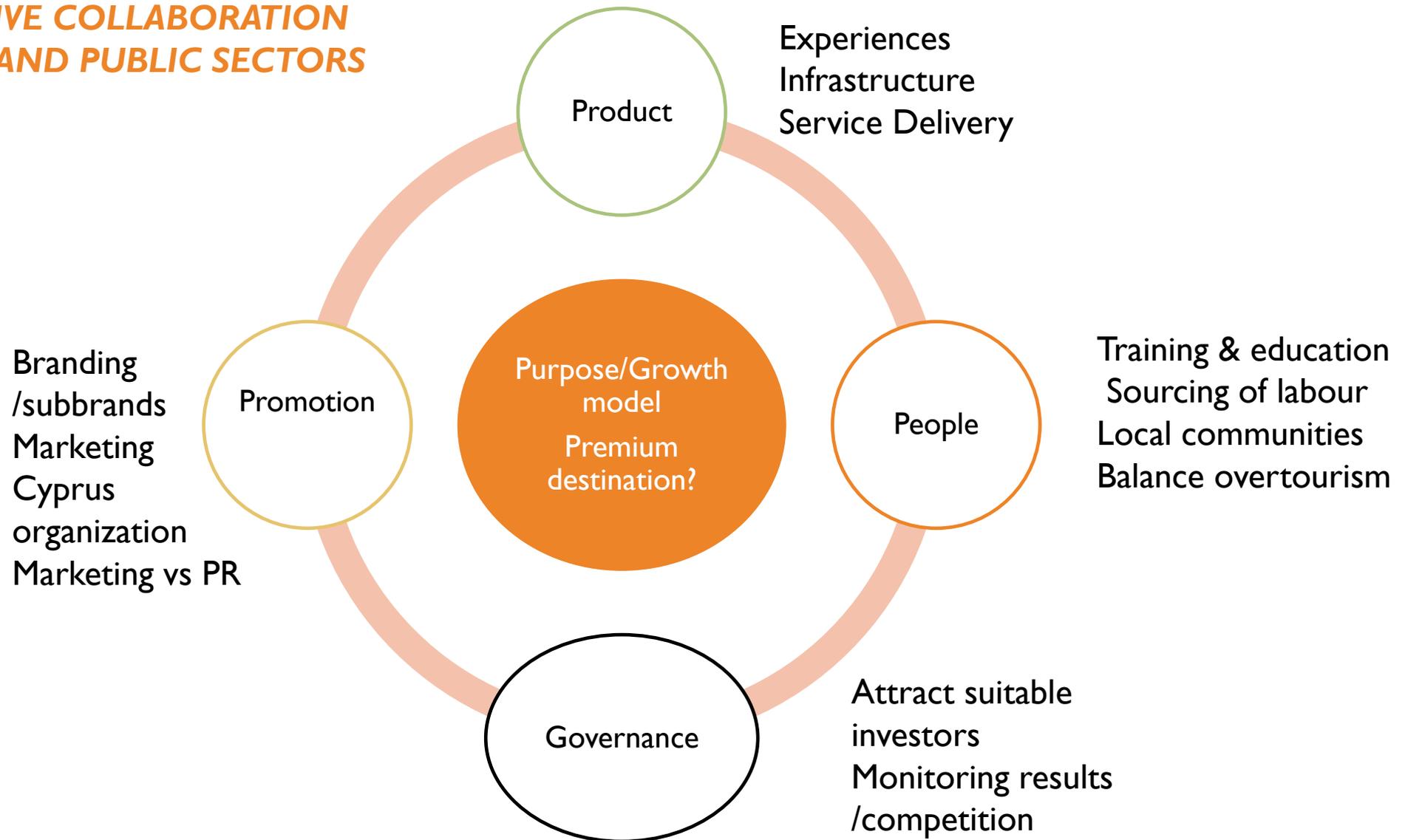
DESTINATION Threats

Other destinations improving their products and services

Lack of coordination between the stakeholders

Declining competitiveness /stuck in the old model

**EFFECTIVE COLLABORATION
PRIVATE AND PUBLIC SECTORS**



	World Average	Premium	High End
Budget /Backpacker	20%	10%	5%
Mass /tour operator	50%	35%	20%
Affluent	25%	45%	60%
Luxury	5%	10%	15%

- Purpose should describe growth model
- Should have a numerical element
- Should be decided based on the destination's US

PURPOSE – BY 2040 BE RANKED AMONGST THE TOP 5 MEDITERRANEAN DESTINATIONS OFFERING MEMORABLE & UNIQUE EXPERIENCES ALL YEAR-ROUND WHILE CREATING VALUE FOR THE LOCAL SOCIETY

**Change happens
when the **pain of staying the same**
becomes greater
than the **pain of change****