

Cyprus Tourism Strategy 2030



Part 1: The present vs the future

Our main problems

Our vision

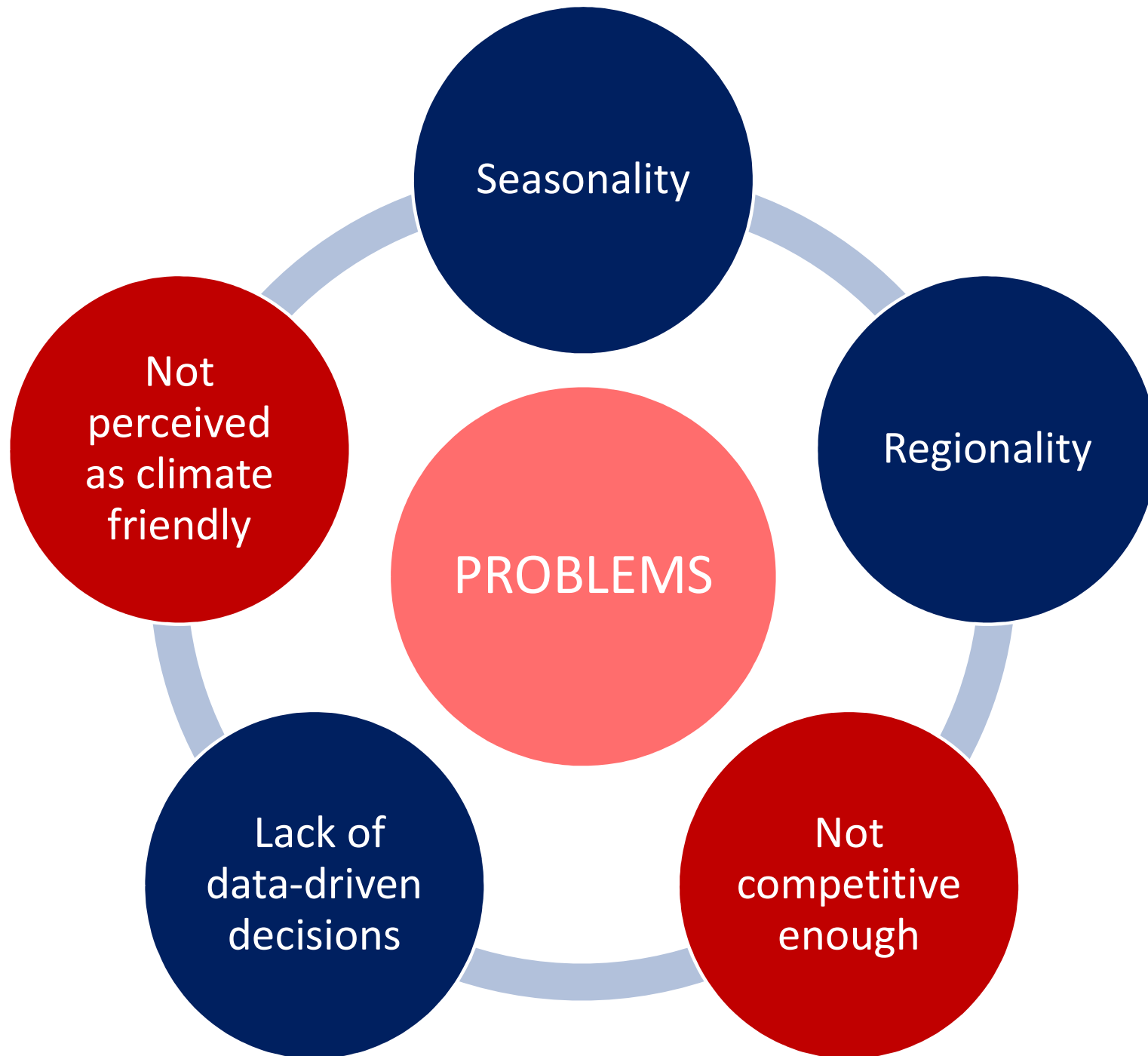
Our strategic focus

Detailed action plan until 2030

Key figures 2018 vs 2030



Our main problems



Our vision

**To develop Cyprus' tourism in
a sustainable way...**

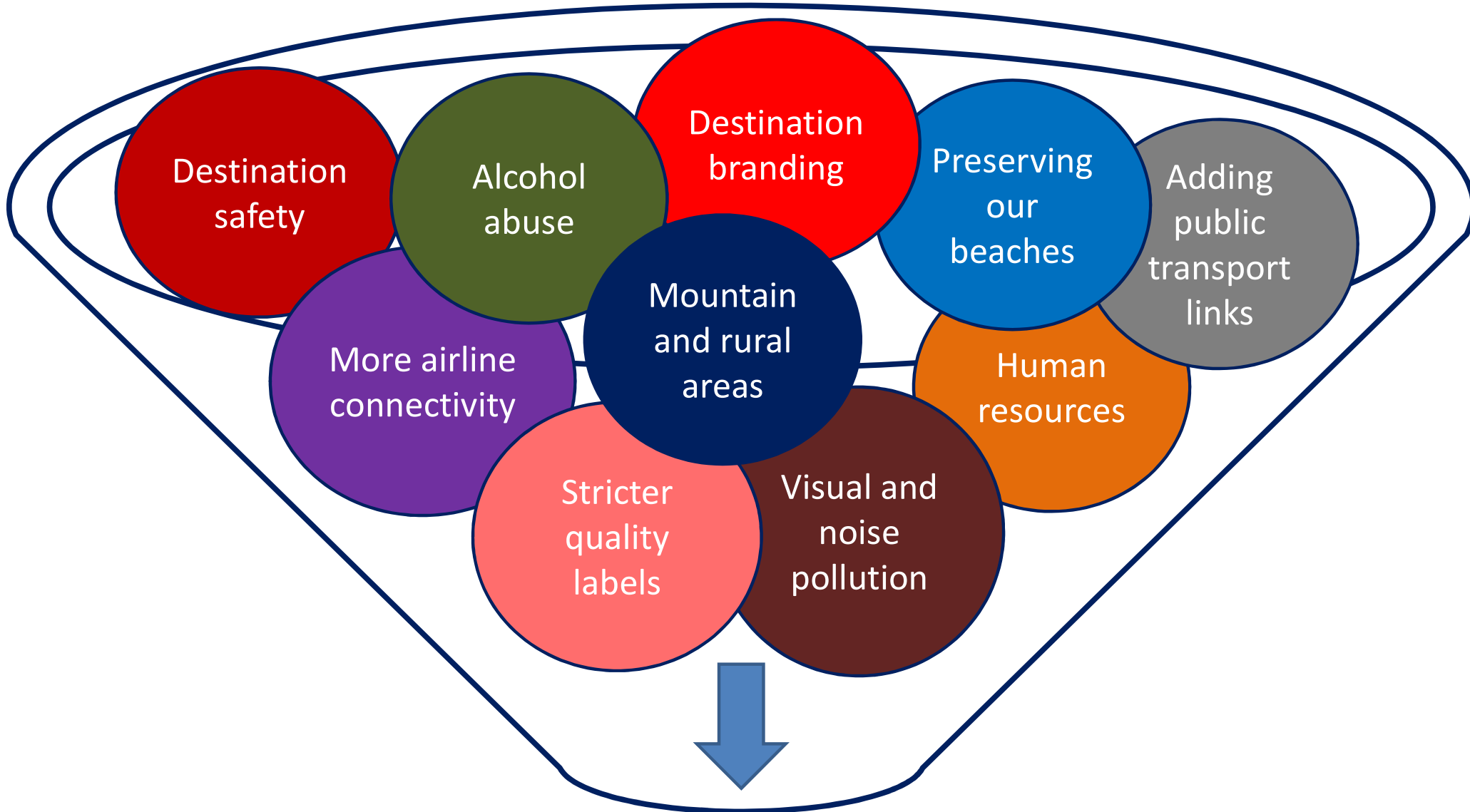
**...which positively impacts
our economy, our society and
the environment.**



Our strategic focus over the next decade



Detailed action plan until 2030



Holistic tourism approach



Key figures 2018 vs 2030

Metric	2018	2030	% change
Overnights (from incoming tourism)	36.2m	47.7m	+ 32%
Arrivals (from incoming tourism)	3.94m	5.15m	+ 31%
Daily spending (from incoming tourism)	75 Euros	87 Euros	+ 16%
Total tourism revenue (from incoming + domestic tourism)	2.9b Euros	4.4b Euros	+ 53%
% overnights Nov – Apr (from incoming tourism)	22%	39%	+ 77%
Overnights in rural areas (from incoming tourism)	100'000	400'000	+ 300%



Part 2: A new era of diversification

Demographic and lifestyle trends

Market segmentation

Attractive nationalities

'Special-interest' products

Priority source markets



Demographic and lifestyle trends

Millennial parents

- Largest working generation

Golden 50s

- Highest-spending demographic

Aging populations

- EU median age approaching 60

Authenticity

- Individualized experiences

Shorter stays

- More trips, short-haul



Market segmentation

Families with
kids

Over
50s

Long
stayers

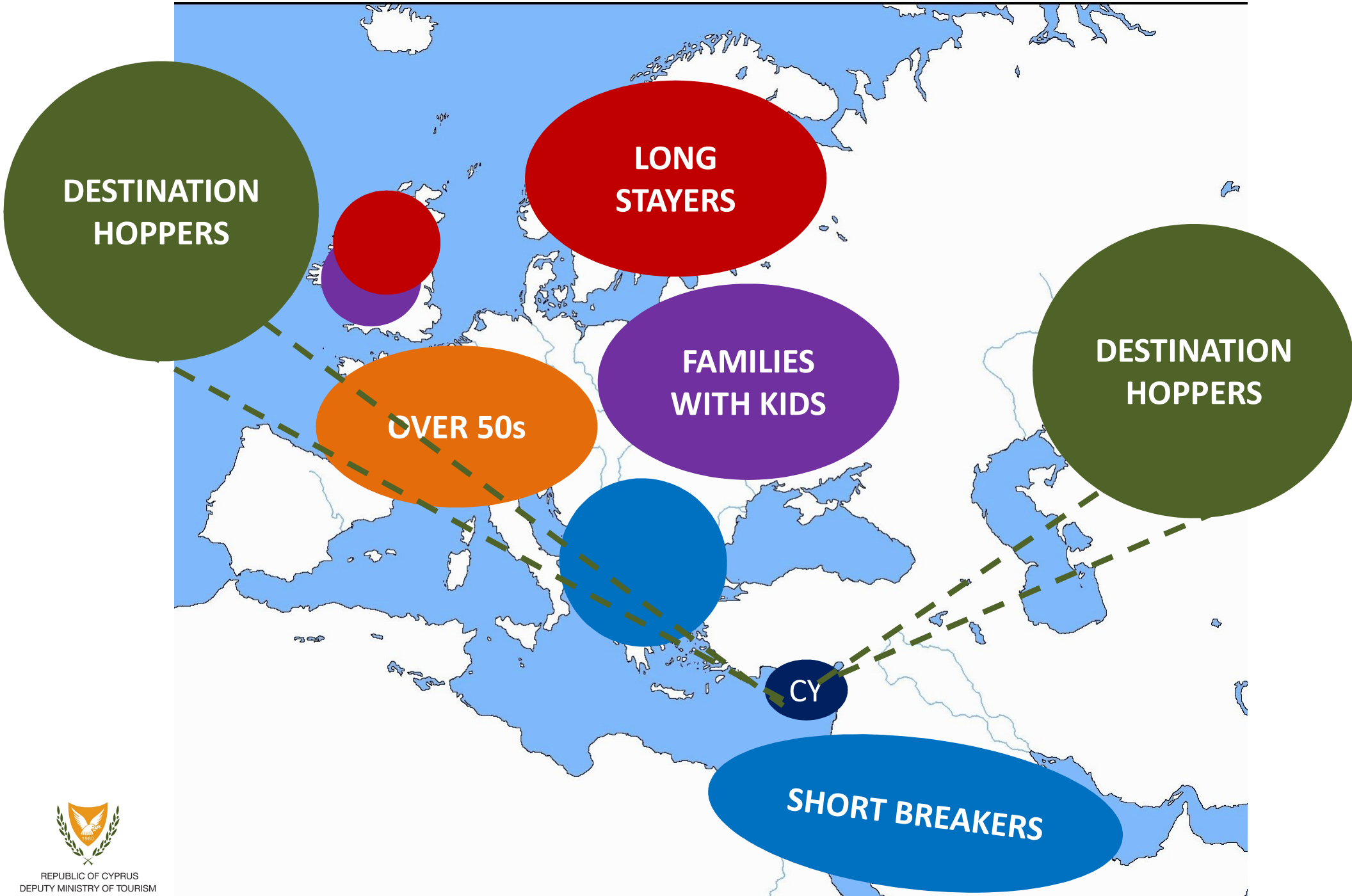
Destination
hoppers

Short
breakers

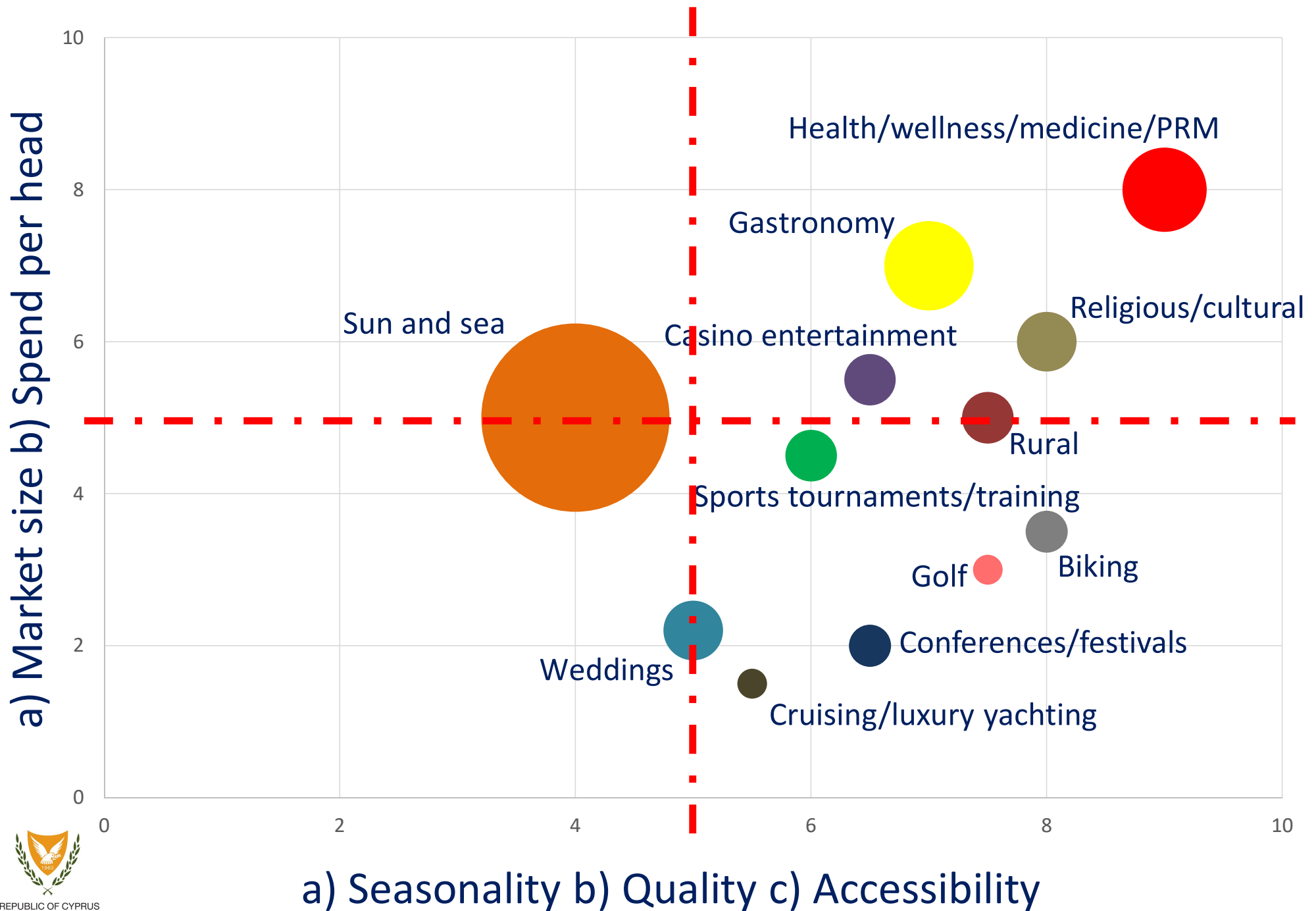
Domestic
tourism



Nationality potential



'Special-interest' products



Prioritization of source markets

UK

RU

ISR

DE

SCA

UKR

POL

GR

NED

FR

BEL

CY

E. EUROPE,
ME, GCC, US,
KOR, JAP, CN



Part 3: Implementation and evaluation

Environmental impact assessment

Horizontal implementation + KPIs

Conclusion



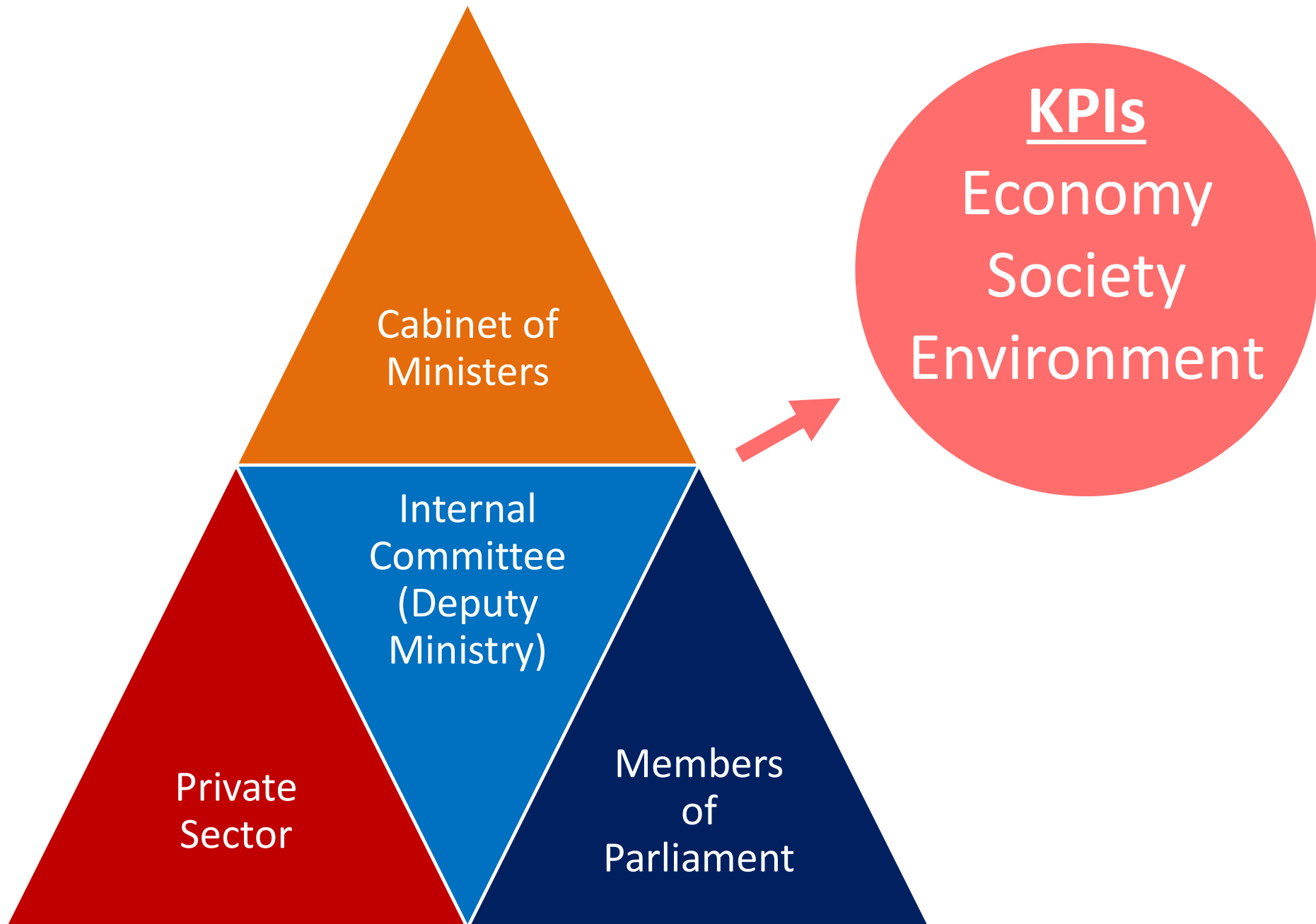
Environmental impact assessment



Green Deal



Horizontal implementation + KPIs



Conclusion



REPUBLIC OF CYPRUS
DEPUTY MINISTRY OF TOURISM

