# CYPRUS TOURISM ORGANISATION

# PRESS RELEASE

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## Cyprus Tourism Quality (CTQ) Label

In a brief press conference, the Cyprus Tourism Organisation (CTO) has announced the introduction of a National "Cyprus Tourism Quality (CTQ) Label" Scheme.

The Scheme aims towards rewarding the provision of Quality, by tourism related enterprises that adopt a series of set criteria and offer proven added value service, beyond any legal obligations such as those, for example, of a specific hotel star classification.

Awarded enterprises shall be permitted to quote and display their CTQ Label logo and use it in their marketing, promotional and wider business activities. For clients-consumers the display of a CTQ Label at the entrance of an enterprise would indicate the premise of an upgraded tourist experience, verified through a rigorous process, set and appraised by the island's National Tourism Organisation (CTO).

The CTQ Label Scheme shall apply initially to classified 3*, 4*, 5* Hotels and Deluxe / A' Class Hotel apartments and Tourist Villages. The aforementioned classifications cover 76.3% of the entire Cyprus licensed tourist accommodation establishments bed capacity.

The CTQ Label shall be awarded accordingly, in one of two levels: Silver or Gold, to applicant enterprises that satisfy set criteria, distributed to two Assessment Stages (A and B). The assessment will be carried out by experienced CTO personnel inspectors. Notably, Stage B assessment shall be carried out via a "mystery guest" inspection, without the enterprise prior knowledge.

In establishing the CTQ Label Scheme guidelines and assessment criteria, the Cyprus Tourism Organisation has evaluated similar Tourism Quality Schemes, applied by European National Tourism Organisations, as well as HOTREC, an umbrella association of national trade associations representing the hotels, restaurants, cafés and similar establishments in Europe.

The CTQ Label Scheme has been developed by CTO, in cooperation with the Cyprus hotel industry stakeholder associations, with the contribution of the Cyprus Organisation for Standardisation (CYS).



CTQ Label logo