



Pafos Regional Board of Tourism



PAFOS REGION - LEAD PARTNER

PROGRAM CHRISTA

Thessalonica, 23 May 2016

Presentation by Nicolas Tsifoutis



Pafos Regional Board of Tourism

What is PRBT

The Pafos Regional Board of Tourism (PRBT) is the official tourism body representing under one umbrella all sectors involved in the tourism industry at a regional level.

It's a synergy of the private sector and local authorities, an NGO focus on public interest!

The Board consists of 13 members including:

- Four Municipalities of the region represented through the mayors,**
 - Pafos Union of Pafos communities,**
 - CTO (Cyprus Tourism Organisation)**
 - Representatives from all private associations related to the travel industry such as hoteliers, travel agents, agrotourism company, e,t.c,**
- Chaired by the current chairman of the Pafos Chamber of Commerce and Industry.**



Pafos Regional Board of Tourism

Aims:

- **To develop and coordinate activities towards the implementation of the Pafos Regional Strategic Plan 2011-2015-17**
- **To promote the region of Pafos as a quality tourist destination**
- **To coordinate activities between the private and government sectors especially for problem solving related to the tourism industry**
- **To increase flights to and from Pafos International airport**
- **To act as a coordinator for the implementation of tourist and other infrastructure projects towards the further development of the industry**



Pafos Regional Board of Tourism



our vision:

Pafos region, to become a quality destination where visitors can enjoy a wide range of experience and will contribute towards sustainable tourism development , respecting the natural environment and cultural heritage.



Pafos Regional Board of Tourism

Pafos Tourism Strategic Planning 2011-2015-17

Three pillars

- Product Strategy
- Marketing strategy
- Quality/value added strategy

Goals:

- Reposition Pafos in the World tourism map and preferences of travellers
- Enhance the competitiveness of Pafos as a tourist destination
- Promote Pafos unique selling propositions locally and globally



Pafos Regional Board of Tourism

Board of directors and committees

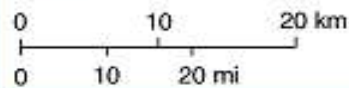
- **Board of Directors (13 members)**
- **Executive Committee (5 members)**
- **Marketing Committee (7-9 members)**
- **European Programs Committee (7-9 members)**
- **Financial Committee (3 members)**
- **Other ad hoc committees**



CYPRUS

Cyprus

- ★ National Capital
- Region Capital
- City
- Primary Road
- Administrative Border
- International Border

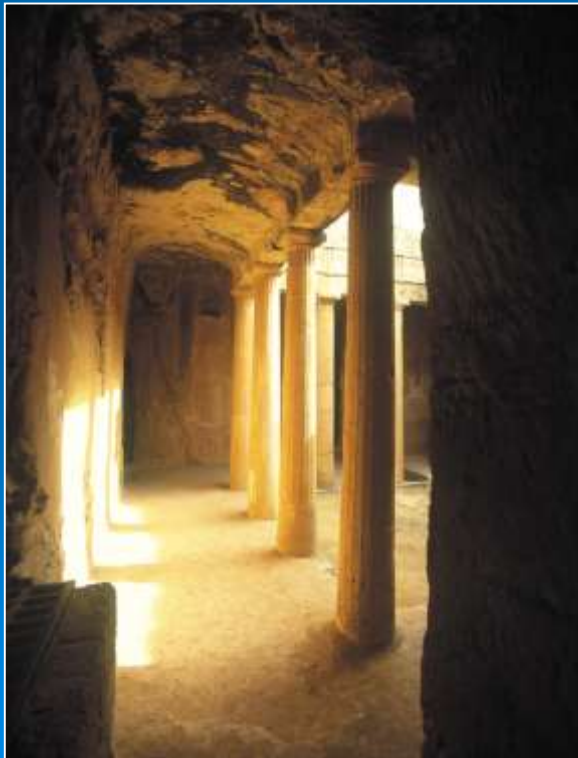


Pafos Region

- Capital of Cyprus in Roman Times



- Pafos is listed in the UNESCO World Heritage list



- Birth place of Goddess of Love and Beauty



- St Paul spread Christianity

- Myths and Legends still alive



Pafos European Capital of Culture 2017





Benefits

There will be tourism developed, thus thousands of visitors from all over Europe will visit the city.

The creation of modern infrastructure city will ameliorate the image and the aesthetics of the city and it will turn Pafos into a modern and well developed city.

The cultural events will be promoted in such a way that every citizen will feel that he/she participates in this effort.

The bonds with other European countries will be enhanced.

There will be a development of intercultural dialogue and European consciousness.

The city will be better known in Europe, thus it will gain recognition from other countries as well.

- **Pafos is one of the most popular resort areas in Cyprus**
- **All year round destination**
- **Pafos Attracts**
 - **40% of total visitors of the island (1 million visitors)**
- **Pafos Visitors**
 - **Individual travellers, families, young couples in summer**
 - **Special Interest groups, athletic tourism, conference & incentives, mature travellers and long stayers in winter**

Hotel categories

- Excellent quality and a wide range of accommodation



Excellent quality and a wide range of accommodation



Excellent quality and a wide range of accommodation



Hotel units & beds in operation

- Hotel establishments provide genuine hospitality
- Outstanding services
 - Awarded quality certifications, ISO 9001, HACCP, ISO 14000,etc.,
- Pafos has a Capacity of 28,000 beds
- 313 units of all categories
- Representing 33% of the total beds in Cyprus



Great general and tourist Infrastructure

- New Pafos international airport



Excellent facilities for visitors to practice or enjoy their favourite sport

- FOUR, 18 holes championship Golf courses, with four more on the way...



Excellent facilities for visitors to practice or enjoy their favourite sport

- Athletic centres, Olympic size swimming pools, indoor pools, Football teams training fields, tennis courts, horse riding centres, green bowls & much more



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Plenty of activities/ Great places of interest

Unique sun and sea destination -activities for everybody

-12 blue flag beaches

-Top 20 European Destinations 2014-15-16, Gold award for the quality of the coast



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QualityCoast



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QualityCoast



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QualityCoast





The Top 20 Award winning destinations

Criteria

The following criteria have been used for selection of the Top 20:

- Nature and Conservation
- Access, Information and Education
- Green policies
- Open landscapes
- Environmental management
- Blue flags and beaches
- Water management
- Sustainable transportation
- Waste and Recycling
- Energy and Climate mitigation
- Climate change adaptation

Health and Culture

- Cultural heritage
- Territory and Tradition
- Local Identity

Work and Business

- Destination management
- Business involvement
- Hospitality and Satisfaction

Quality of Life and Safety

- Freedom and justice
- Community participation
- Health and Safety

QualityCoast and QualityDestination

The QualityCoast programme has been developed by the Coastal & Marine Group – CMC, and the Gibraltar partnership, with EU INTERREG support. QualityCoast is now the coastal element of the QualityDestination programme, which is developed by the CMC Group and other networks. QualityCoast has been further made programme for e.g. city, rural and sports destinations.

www.qualitydestination.info



QualityCoast and BasiQ

The QualityCoast Team has collected information about ca. 1000 international destinations, including all TUI-destinations. Information on these destinations is brought together in the QualityCoast BasiQ database, using more than 20 indicators. Most of this information comes from internet sources and satellite imagery. This database does not include extensive policy evaluations. Destinations are requested to check and validate their information and after a further assessment, the best destinations are selected for a QualityCoast BasiQ Award.

Send us your review!

The QualityCoast team is searching for experts and also for visitors of all 1000 destinations. Their expertise and their observations also counts in the regular assessments and in the QualityCoast Index. This index not only selects the overall performance but also the number of indicators used to measure the performance. www.destinationsustainability.info

QualityCoast Europe Destinations Top 100

The destinations with the highest QualityCoast Index are selected for the European Destinations Top 100 that can be found in the website. Similar lists are made for parts of the world. QualityCoast Destinations are monitored on an annual basis. www.qualitycoast.info

QualityCoast Regions Top 10

The QualityCoast team also compares regions by combining the QualityCoast Index of its destinations. The Regions Top 10 is a selection of the regions that offer the best opportunities to enjoy quiet places with a clean environment, local identity and a natural and cultural heritage. www.qualitycoast.info



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HOEK VAN HOLLAND



WESTVOORDE



AMELAND



GOEDEREEDE



KATWIJK



NOORDWIJK



SCHOUWEN-BURVELAND



CASCAIS



BAIONA



KORSIJDE



WEST REGION



LAGOS



GOZO - COMINO



FUERTEVENTURA



FUERTEVENTURA



GOZO - COMINO

Kosterhavet Ytre Hvaler



KOSTERHAVET YTRE HVALER



NORBERNY



SAMOTHRACE

SAMOTHRACE

ALONISSOS



ALONISSOS

GOZO - COMINO

PAPHOS



PAPHOS

Where to stay and to go in green destinations?

We are extending the Top 20 programme and will be adding more destinations. These include not only tourism services, but also facilities for leisure and for the next QualityCoast Top 20.



www.qualitycoast.info



This public call has been supported by the European Union. The views expressed are only those of the author and do not necessarily reflect those of the European Union.

Plenty of activities/ Great places of interest

Unique sun and sea destination but also offers activities for everybody
-Diving points, water sports, boat trips



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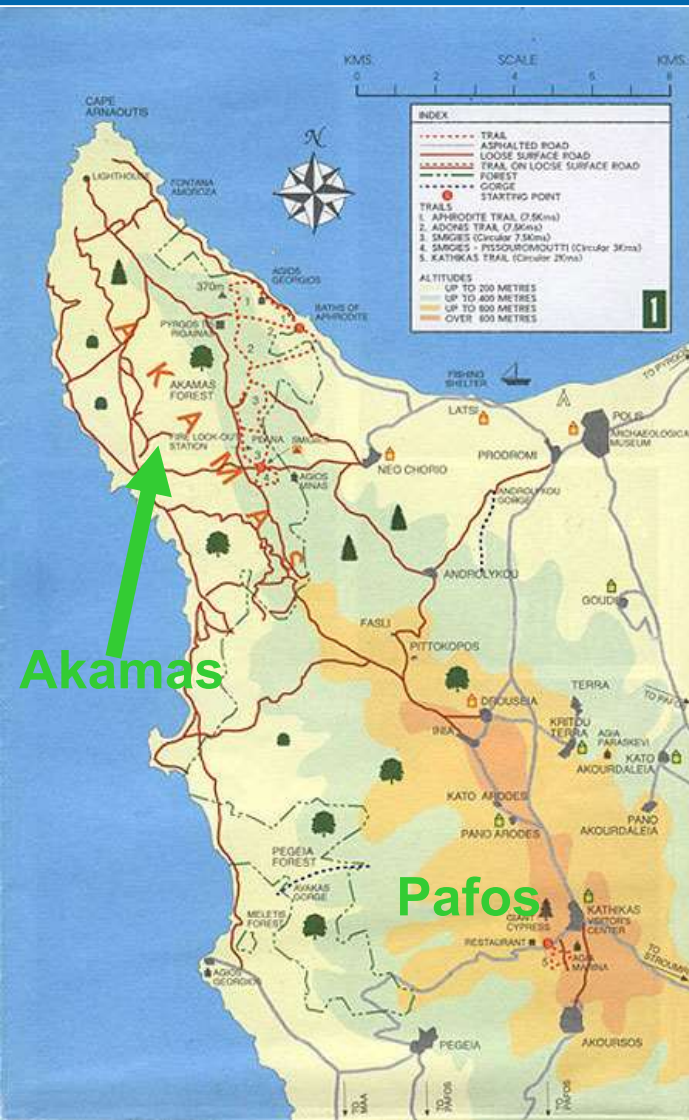
-Family leisure parks-Zoo, aqua park, animal farms, playgrounds,
local bus excursions & Jeep Safaris to the mountain resorts- rural areas



Diverse tourist product

Akamas peninsula –unspoilt natural park of Cyprus

Natural park of 230 sq. km



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One of the 22 areas of endemism in Europe



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Diverse tourist product

Wine routes, walking routes, cultural historical routes, cycling routes, traditions.



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Continuous quality upgrades

- Undertaken by Hotel establishments
 - Since 2015 over 5,000 tourist beds have been upgraded, more on the way (Hotel rooms, public areas, spa facilities, catering facilities and landscaping)



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Investing in general infrastructure & protection of the environment

- Undertaken by the Local authorities
- Enhancement of public green areas, town squares, restorations of buildings, expansion and improvement of road network,



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- Reformation of Pafos tourist area beach front



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- Completion of pedestrian ways from the hotels-castle-lighthouse



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Wide range of cultural activities and events throughout the year

- **Concerts**



- **Art Exhibitions & shows**

Wide range of cultural activities and events throughout the year

- Open air opera festival

- Parades



WHY PAFOS?

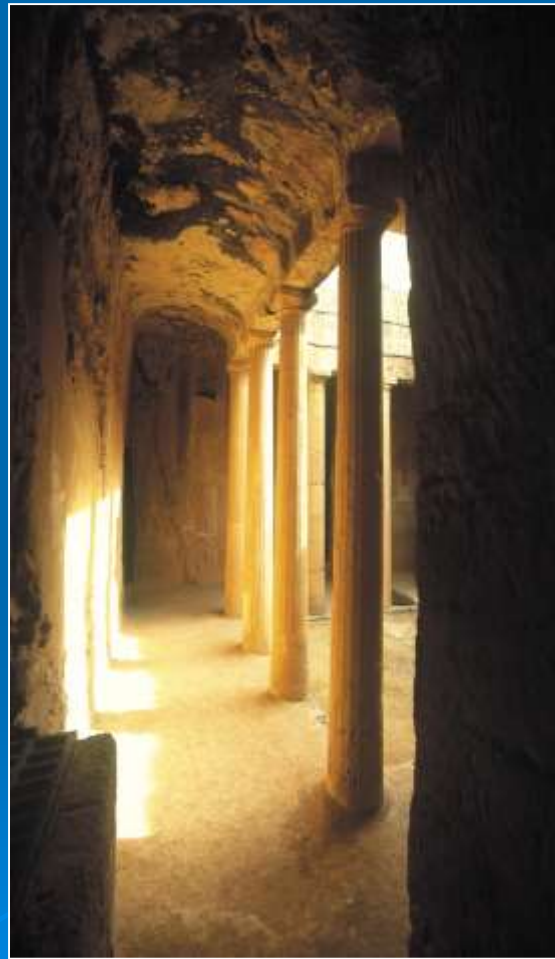
10 MOST IMPORTANT REASONS TO VISIT PAFOS

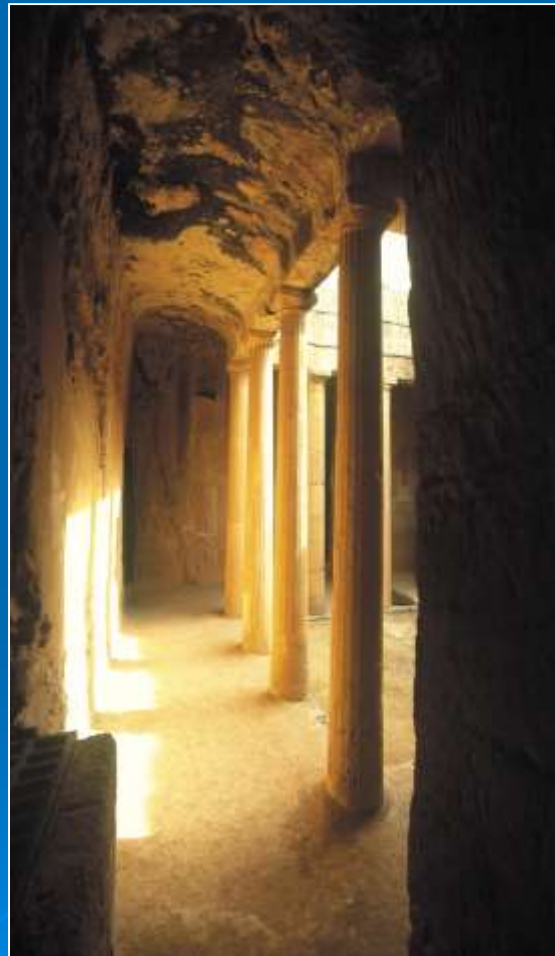
- Pafos is an all year round destination (lively area, mild winter etc.,)
- It offers a variety of activities, excursions and tours to satisfy every need
- Very rich in historical and archaeological sites, all easily accessible within minutes
- Great infrastructure for visitors to practise or enjoy their favourite sport
- Genuine hospitality- first-class services (services of high standard)

WHY PAFOS?

.....10 MOST IMPORTANT REASONS TO VISIT PAFOS

- Excellent and wide range of accommodation facilities –value for money packages
- Good air transportation-air connections (Direct flights to CYPRUS)
- A destination sensitive to sustainable development and protection of the environment
- A destination where most of the traditions and customs have been kept alive
- A destination that focuses on quality and added value holiday experience





Thank You