



PRESS RELEASE

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“Optimising all inclusive spend in the Pafos economy”

In 2012, the Travel Foundation commissioned research into the contribution of the hotel sector in Cyprus resorts to the local economy. One of the findings was that tourists staying in the Pafos region spent less money outside the hotel than those spending their holidays in any other city in Cyprus.

In order to find out why, Brighton Hospitality Research Group (BHR) were commissioned by the partnership (Cyprus Tourism Organisation, Cyprus Sustainable Tourism Initiative and the Travel Foundation UK) to investigate further and find motives for all-inclusive tourists, to spend more time and money outside their hotel.

Two of the main findings were:

- There was a misconception amongst the tourists that there was nothing on offer outside the hotel that was of interest or value to them
- The local businesses that did have something appealing to offer tourists did not have the opportunity to promote themselves to the tourism market

In order to address these findings, the 'Destination Pafos' scheme was born. Designed to raise awareness amongst tourists of the wonderful Cypriot experiences available to them in Pafos, the scheme also aims to help businesses maximise their offer and promote their



business more effectively. **Businesses wishing to participate are expected to meet a realistic set of criteria developed for the purpose of this scheme, following which they are awarded the “Destination Pafos” label to be displayed on their premises.** This enables tourists to identify and locate businesses in Pafos region which offer Cypriot products and experiences.

The project has also trained ‘Ambassadors’ from 10 all-inclusive hotels in the region, who in turn have trained another four members of staff from their hotel. The training contained information on local products and experiences as well as understanding the importance of the destination and of having a ‘common vision’ leading ultimately to benefits for the Pafos region. This step was crucial to inspire and engage all-inclusive hotel staff to promote the region and the “Destination Pafos” label. The next phase of the project includes thorough monitoring and evaluation procedures which will assess the level of success and effectiveness of the initiative and showcase the project’s impacts and results.



Annita Demetriadou, Acting Director General of the Cyprus Tourism Organisation said:

‘The implementation of actions arising from the recommendations of this project focused on the Pafos district. Our ultimate goal is to expand this initiative across Cyprus and contribute to efforts to increase the positive impact of tourism to the local economy and local businesses around the country. Through the project activities we seek to facilitate and encourage tourists to experience the cultural richness and authentic hospitality of our country which is one of our important competitive advantages and is essential to promote and protect it.’

Salli Felton, Chief Executive of the Travel Foundation, said:

‘Tourist spend outside the hotel can make a significant contribution to local economies and there are actions that many destinations can take to encourage this. In Pafos, there is a need to ensure customers know what the local area has to offer, and to support local businesses to access the tourism market. Collaboration between the different tourism stakeholders in Pafos is key to achieving this and we’re delighted that 10 all-inclusive hotels and 30 local businesses, including restaurants, cafes and shops are involved. In time we hope this will spread the economic benefits of tourism more widely and increase the positive impact it has on local businesses.’

Notes to eds.

This project comes from a five year 'destination partnership' between the CTO, CSTI and the Travel Foundation which aims to cement Cyprus' reputation as a destination of sustainable tourism excellence.