



Pafos Regional Board of Tourism

CHARTS INTEREG IVC project CHARTS

CLOSING Conference

**“Engaging Culture and Heritage for
Sustainable Tourism Development”**

Agria-Volos, 11th of Sept 2014

Presentation by Nasos Hadjigeorgiou



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 organisation ruled by private law but 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 2011-2015-2017
- 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 2011-2015-2017

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)**
- **Airport Committee (5 members)**
- **Financial Committee (3 members)**
- **European Projects (8 members)**
- **Other ad hoc committees**



Pafos Regional Board of Tourism

MARKETING STRATEGY

- Created branding (design layout, logos, identity)
- Envelops, business cards, letter heads etc



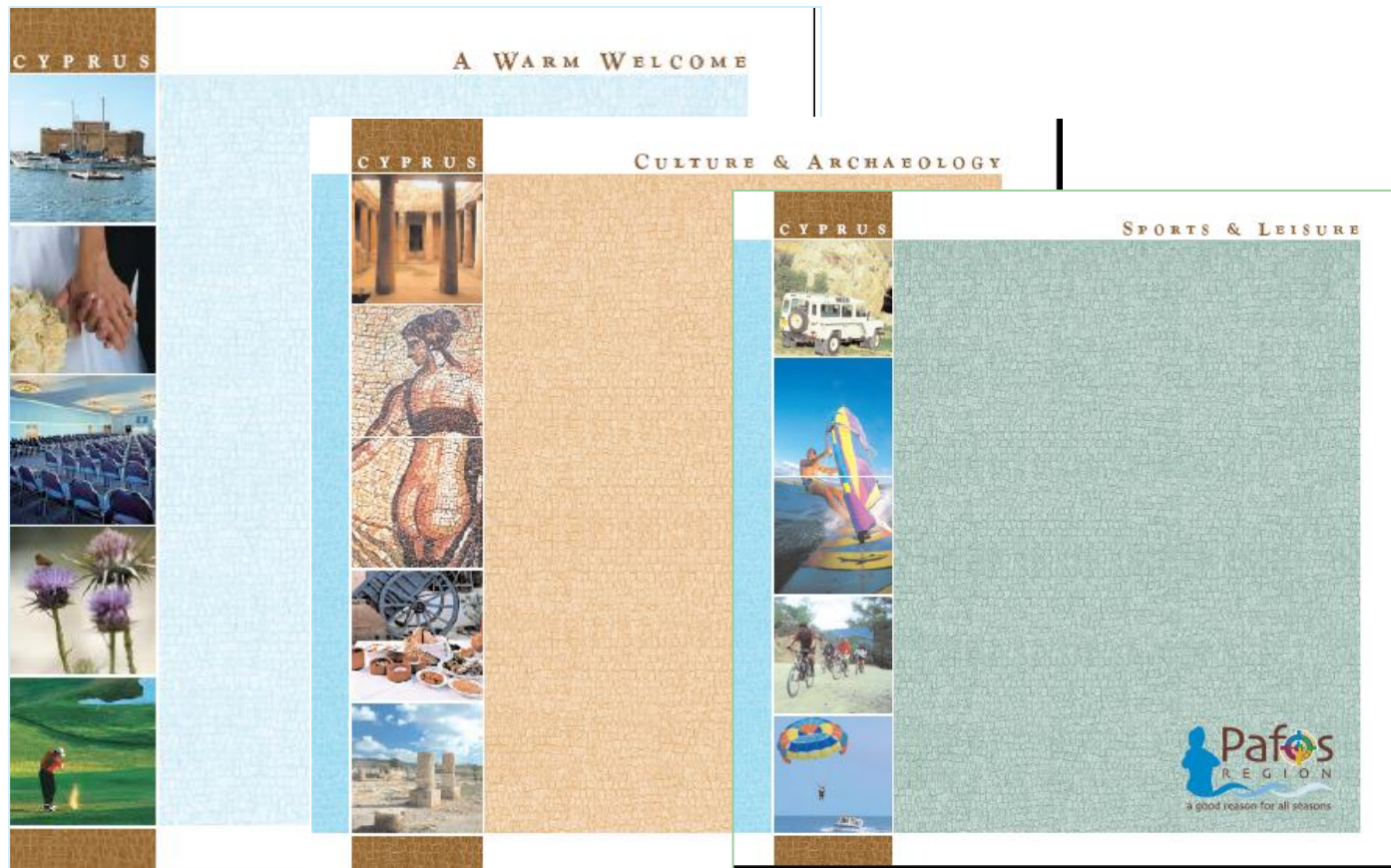
Pafos Regional Board of Tourism



Pafos Regional Board of Tourism

MARKETING STRATEGY

- Creation of collateral material

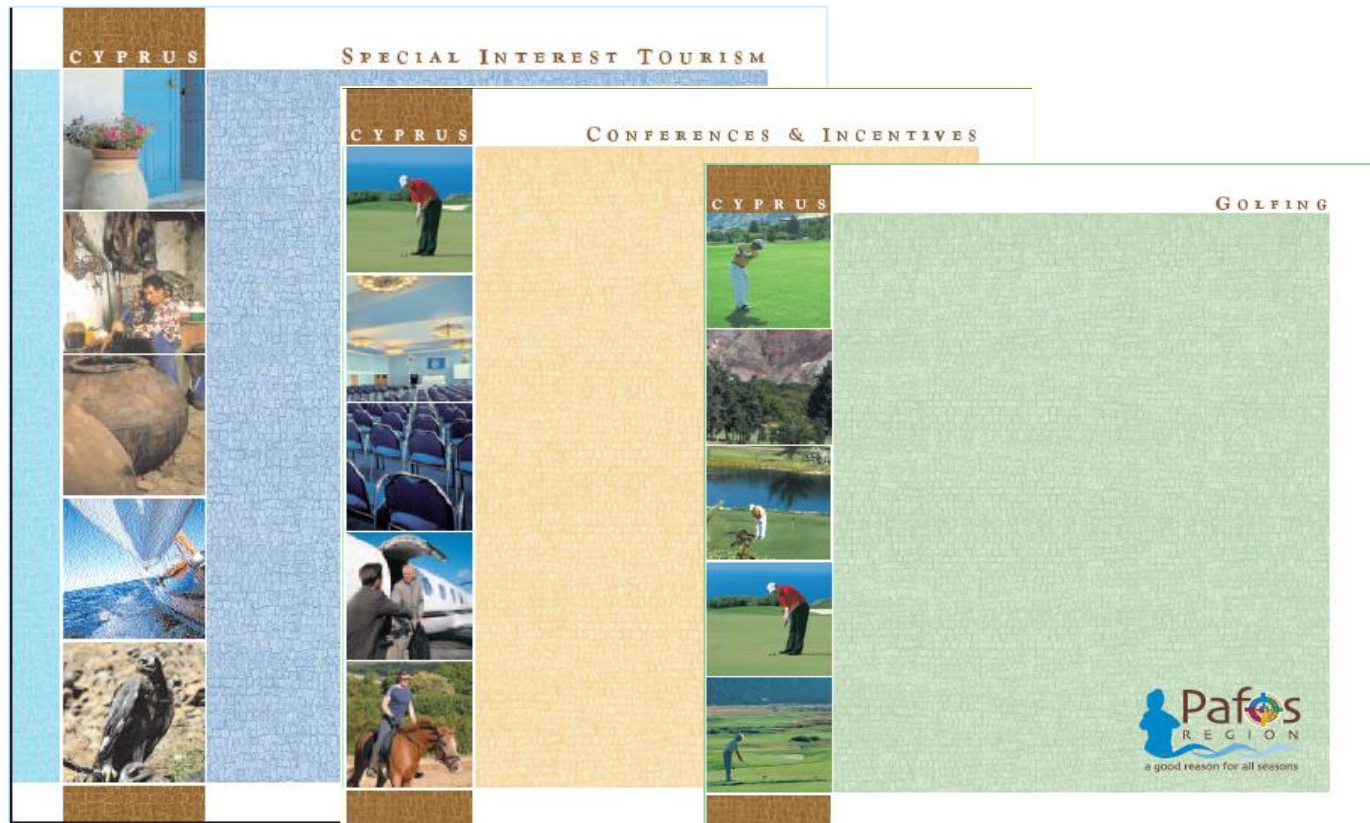




Pafos Regional Board of Tourism

MARKETING STRATEGY

- Creation of collateral material

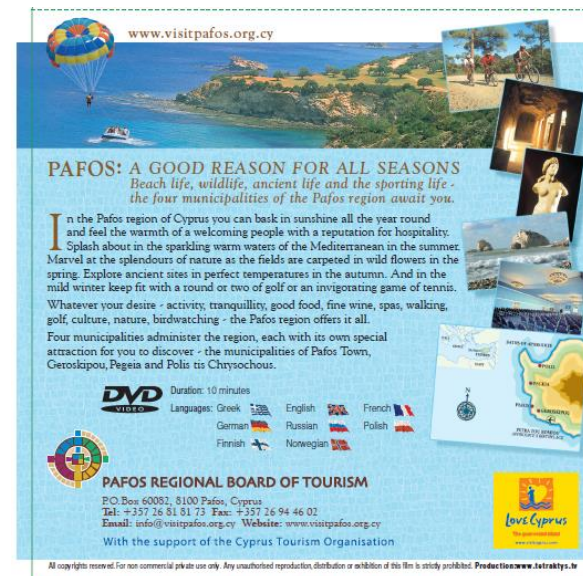
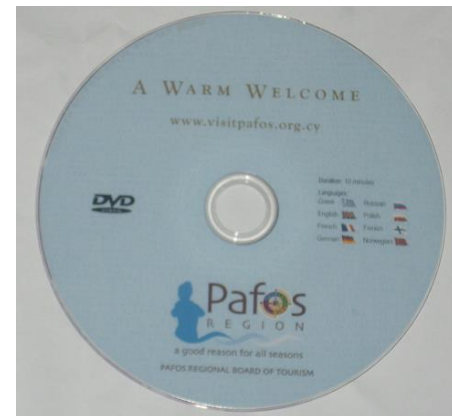
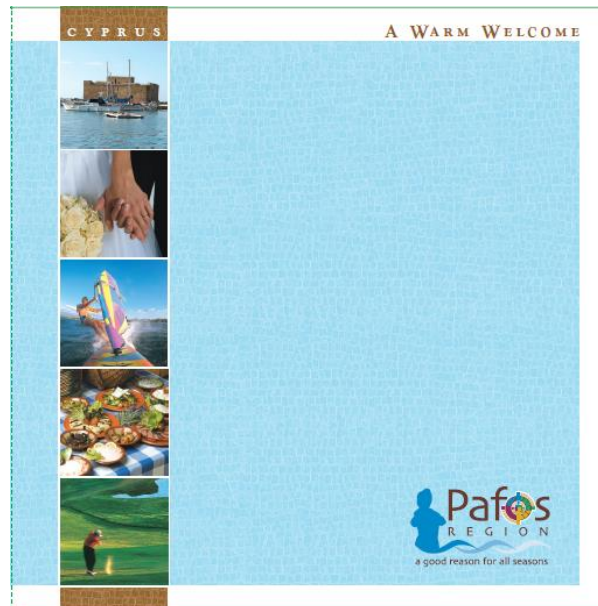




Pafos Regional Board of Tourism

MARKETING STRATEGY

- Development of a short film(dvd) for Pafos region

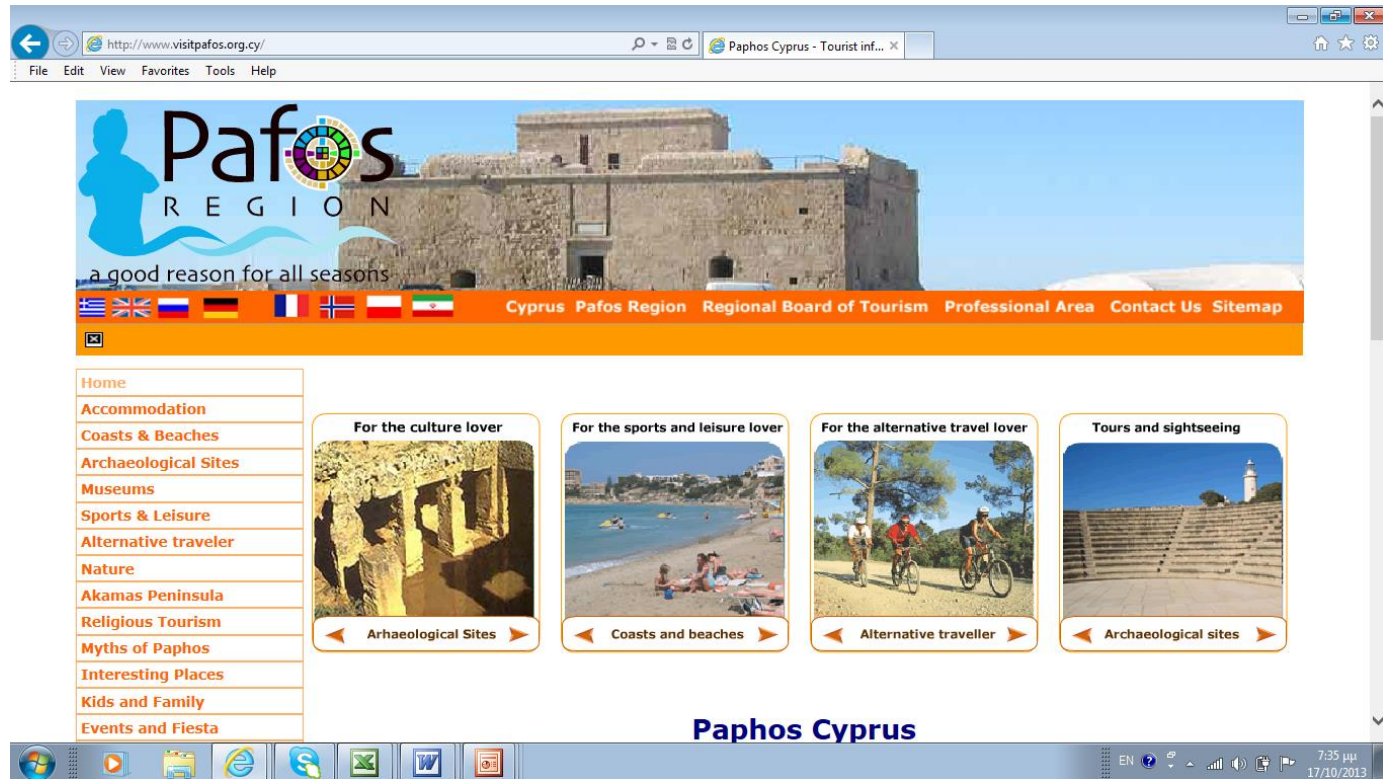




Pafos Regional Board of Tourism

MARKETING STRATEGY

- Continuous upgrades of the web site





Pafos Regional Board of Tourism

MARKETING STRATEGY

FACEBOOK

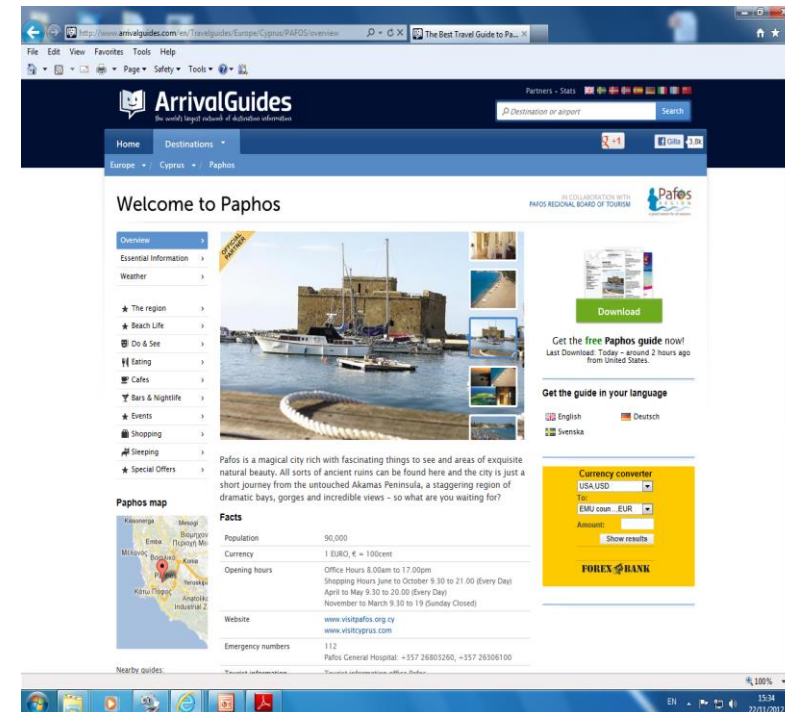




Pafos Regional Board of Tourism

MARKETING STRATEGY

- Creation of electronic guides
- 150 travel platforms and airlines
- Jan-Aug 2014, over 250,000 downloads





Pafos Regional Board of Tourism

MARKETING STRATEGY

- Participation in overseas exhibitions

Countries : UK, Ireland, Sweden, Norway, Germany, Russia, Netherlands, Poland etc.,





Pafos Regional Board of Tourism

MARKETING STRATEGY

- Organise or participate in workshops/presentations overseas





Pafos Regional Board of Tourism

MARKETING STRATEGY

- Joint promotions with airlines and other partners

PRINT MEDIA, BROADCAST AND WEB CAMPAIGNS

Paphos

KYPROS - FØDESTEDET TIL AFRODITE (KJÆRLIGHETSGUDINNEN)

Vakker natur, et moderne reisemål med historiske steder så vel som sportsaktiviteter. Pafos regionen har noe for alle hele året. Enten du er en som søker solen, en som vil utforske eller en som ønsker en avslappende ferie i nydelige omgivelser, er det så mange grunner til å besøke denne vakre delen av Kypros. www.visitpafos.org.cy

RYANAIR.COM

Besøk www.ryanair.com for nærmere informasjon. Fly direkte fra Oslo (Rygge).

Pafos
REGION
a good reason for all seasons



Pafos Regional Board of Tourism

MARKETING STRATEGY

- Joint promotions with airlines and other partners

PRINT MEDIA, BROADCAST AND WEB CAMPAIGNS

Paphos
Cyprus - Birthplace of Aphroditi

86
FRA NOK EN VEI

RYANAIR.COM

Pafos
REGION
a good reason for all seasons
www.visitpafos.org.cy

Bestill innen midnatt 11.05.12. Reis med Ryanair i juni. Gyldige dager: mandag og onsdag. Inkl. skatter og avgifter. Begrenset antall plasser, egne regler og betingelser gjelder. Besøk www.ryanair.com for nærmere informasjon og rutetider. Prisen inkluderer ikke valgfrie avgifter. Fly direkte fra Oslo (Rygge).



Pafos Regional Board of Tourism

MARKETING STRATEGY

- Joint promotions with Hoteliers

PRINT MEDIA, BROADCAST, WEB CAMPAIGNS, RADIO COMPETITIONS

PUZZLE TRAIL **WIN a holiday to Cyprus!**

Jet off for a sun-filled feel-good getaway!

Ryanair, Europe's only ultra low-cost airline, is offering one lucky reader the chance to win a fantastic five-night break for two to Paphos, Cyprus! The prize includes return flights for two to Paphos and five nights' B&B accommodation at the superb 4* Cypriotel Laura Beach Hotel.

Paphos is a beautiful coastal city in the south-west of Cyprus, with so much to see and enjoy. From breathtaking scenery and historic sights to sun-kissed beaches, Paphos has something for everyone! So, whether it's sizzling sun, amazing scenery or just to relax and unwind, there are so many reasons to visit this beautiful part of Cyprus. Paphos really has it covered! Welcome to the world of the Laura Beach Hotel, an oasis of tranquillity and relaxation on the south coast of Cyprus. Situated on the sea front and

only a few kilometres from Paphos city centre, the hotel is privileged to share close proximity to the finest locations and treasures of the island – such as the famous Tombs Of The Kings, an ancient archaeological heritage site. The Laura Beach Hotel is one of the few Paphos hotels with a west-facing outlook which provides guests with a sublime view of blazing sunsets.

For more information, visit www.cypriotelhotels.com

Ryanair operates four weekly flights to Paphos from London Stansted. For a full list of destinations and lowest fares, visit www.ryanair.com

Cypriotel Laura Beach Hotel
Paphos - Cyprus

Stay at the 4-star Laura Hotel!

...or chill out at the harbour

PRIZE WORTH €1,000!

For your chance to win, answer the question below. The correct letter option (A or B) to your answer. If you're feeling lucky, please key in 'P012' before the letter option answer. See p03.

Q: What is the capital of Cyprus?
A) Athens
B) Nicosia

RYANAIR.COM

T&Cs: Flights and hotel are subject to availability. Normal Ryanair rules of carriage and baggage apply. Prize must be booked before 1 September 2012. For travel throughout September 2012, subject to availability and blackout dates. A full list of blackout dates will be sent to the winner. A full list of terms and conditions are available on request. Transfers/checked baggage not included. Hotel rules apply.

Real people

FOLLOW THE TRAIL TO PAGE 36



Pafos Regional Board of Tourism

MARKETING STRATEGY

- Joint promotions with other private companies

PRINT MEDIA, COMPETITIONS

Maista ja voita!
Voita loma Kyproksen Pafokseen

Pafoksen alueen matkailujärjestö tarjoaa upean kahden hengen matkapalkinnon Kyproksen Pafokseen!

Palkinto sisältää viikon oleskelun kahdelle lentoineen viihtyisässä Anemi Hotellissa.

Pafos on kaunis rannikkokaupunki lounais- Kyproksella, jossa on paljon nähtävää aina henkeäsalpaavista maisemista historiallisiin nähtävyyksiin ja auringonpahtamiin rantoihin.

Pafoksella on jokaiselle jotakin tarjottavaa ympäri vuoden! Tule nauttimaan kuumasta auringosta ja upeista maisemista tai vain rentoutumaan.

Kaikkien Pafos!

Lennot ja majoitus saatavuuden mukaan. Lento- ja majoitusvarauksia koskevat normaalit matkustussäännöt. Palkinto on varattava etukäteen saatavuuden mukaan. Lisätiedot palkintoa lunastettaessa.

aurinko matkat **FILOS** **Anemi**

Vastaa ja voita!

Pafoksessa on jokaiselle syntyneen kauneuden ja rakkauden jumalattaren nimi on
a) Aphrodite
b) Arsinoe

www.visitpafos.org.cy



Pafos Regional Board of Tourism

MARKETING STRATEGY

- Accommodate Fam Trips & Press trips
Travel agents and journalist from source markets
(UK, Central Europe, Russia, other developing markets etc)





Pafos Regional Board of Tourism

MARKETING STRATEGY

- Promotion through filming or TV productions
 - Reality show “The Bachelor”, Finnish TV
 - Reality Show “Masternas-Mastare”, Finnish, Swedish & Norwegian TV
 - Myth of Plato, Cyprus





Pafos Regional Board of Tourism

MARKETING STRATEGY

Direct Marketing

- **Mailing of collateral material to trade, Journalist and final users**
- **Newsletters sent to several intermediaries and consumers to specific geographic areas and target groups**
- **Email campaign to specific target groups(trade)**



Pafos Regional Board of Tourism

MARKETING STRATEGY

Other Actions

- Issue and circulate press releases
- Participate in radio, or Tv programs
- Provide press media with interviews and editorial
- Undertake surveys and market researches monitoring results

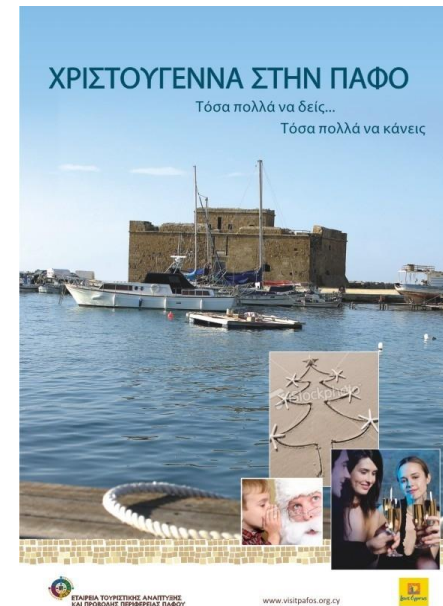


Pafos Regional Board of Tourism

MARKETING STRATEGY

- Domestic Tourism

Editorial, interviews in press
TV, Radio and Press campaign
Web ads



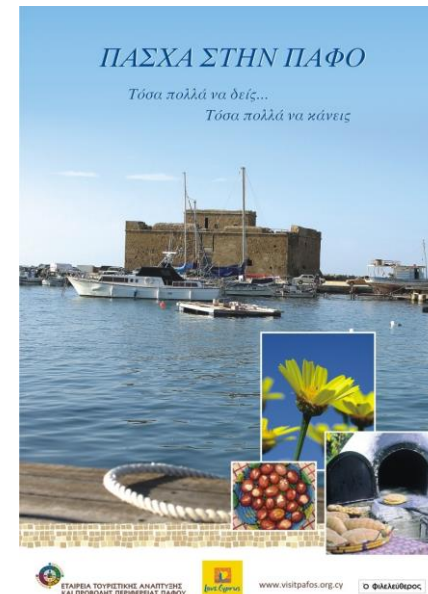


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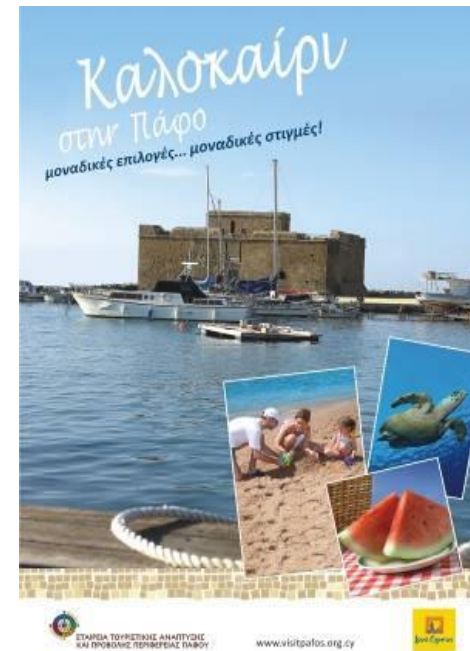


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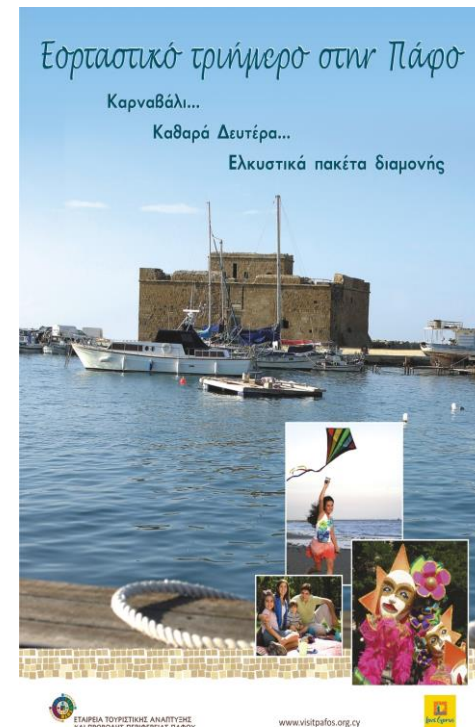


Pafos Regional Board of Tourism

MARKETING STRATEGY

- Domestic Tourism

Editorial, interviews in press
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Web ads





Pafos Regional Board of Tourism

MARKETING STRATEGY

- **Domestic Tourism**

Local travel exhibitions



Pafos Regional Board of Tourism

MARKETING STRATEGY

- Top 20 European Destinations 2013-2014
- Gold award for the quality of the coast





Pafos Regional Board of Tourism

Top 20 European Destinations 2013-2014



Criteria

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

NATURE

1. Nature and Conservation
2. Access, Information and Education
3. Green policies
4. Open landscape

ENVIRONMENT

5. Environmental management
6. Blue Flags and Beaches
7. Water management
8. Sustainable transportation
9. Waste and Recycling
10. Energy and Climate mitigation
11. Climate change adaptation

IDENTITY AND CULTURE

12. Cultural heritage
13. Territory and Tradition
14. Local identity

TOURISM AND BUSINESS

15. Destination management
16. Business involvement
17. Hospitality and Satisfaction

HIGH COMMUNITY AND SAFETY

18. Freedom of justice
19. Community participation
20. Health and Safety

The Top 20 Award winning destinations



HOEK VAN HOLLAND



WESTVOORDE



ANSLAND



GOEDEREKKE



KATWIJK



NOORDWIJK



SCHOUWEN-PURVELAND



Noordwijk
Kahijk
Hoek van Holland
Westvoorde
Goedereede
Schouwen-Duiveland



CASCAIS



BAIONA



KORSIJDE

QualityCoast and QualityDestination

The QualityCoast programme has been developed by the Coastal & Marine Unit – SCDC, in a Co-funded partnership, with EU INTERREG support. QualityCoast is now the coastal element of the QualityDestination programme, which is developed by the SCDC Group and other networks. QualityDestination is a multi-media programme for e.g. city, rural and alpine destinations.

www.qualitydestination.info

© Data: CIA



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 BasiQ 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 reflects the overall performance but also the number of indicators used to measure this 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 other 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 rich natural and cultural heritage. www.qualitycoast.info



Please like us on Facebook
www.facebook.com/qualitycoast

Where to stay and to go in green destinations?



Pafos Regional Board of Tourism

MARKETING STRATEGY

Pafos European Capital of Culture 2017



PAFOS2017
EUROPEAN CAPITAL OF CULTURE



Pafos Regional Board of Tourism

MARKETING STRATEGY

Pafos European Capital of Culture 2017



PAFOS2017
EUROPEAN CAPITAL OF CULTURE

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 developed city.

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



Pafos Regional Board of Tourism

MARKETING STRATEGY

Pafos European Capital of Culture 2017



PAFOS2017
EUROPEAN CAPITAL OF CULTURE

Benefits

The bonds with other European countries will be enhanced.

There will be a development of intercultural dialogue and European consciousness

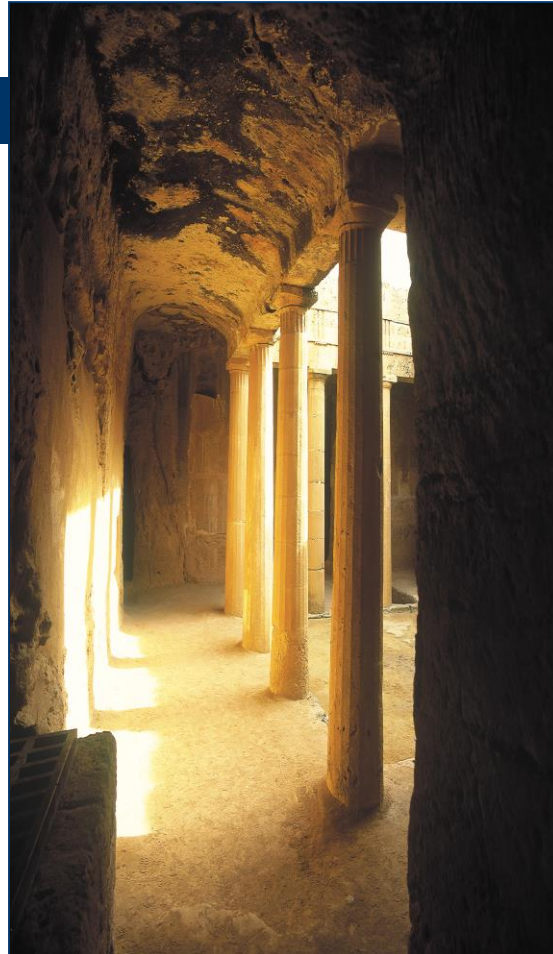
The city will be better known in Europe, thus it will gain recognition from other countries as well.



Pafos Regional Board of Tourism

KEY ISSUES FOR SUCCEEDING

- **PROVE FIRST-BRING RESULTS**
- **SHARE COMMON VIEWS AND ACTIONS**
- **BE HONEST AND HARD WORKING**
- **SECURE FINANCIAL AND OTHER RESOURCES**
- **HAVE A PLAN**
- **IMPLEMENT ACTIONS**
- **MONITOR, EVALUATE, ADJUST ACTIONS**
- **COMMUNICATE ACTIONS AND RESULTS**
- **PLAN THE WAY FORWARD**



Thank You



Pafos Regional Board of Tourism

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