



PUBS-PR-20230404

## PRESS RELEASE

### ***Cyprus Deputy Ministry of Tourism Teams Up with ECTAA to showcase Destination's Full Range of Experiences***

**Brussels. 4 April 2023.** ECTAA and Cyprus Deputy Ministry of Tourism have announced a joint campaign to promote Cyprus as a destination to ECTAA members. The campaign will feature a series of webinars specifically designed for travel agents and advisors who are members of national travel agent associations in Bulgaria, Hungary, Italy, Romania, Poland and the Czech Republic. The webinars will offer valuable advice and insights to help travel agents and advisors provide exceptional service to their customers.

The European tourism industry is rebounding, and travel agents and tour operators have a vital role to play in ensuring that the industry continues to recover. The webinars will provide a link between destinations and the travel agent and tour operator sector, allowing destinations to showcase aspects of their tourism offerings that may not receive the attention they deserve.

During the webinars, participants will gain an in-depth understanding of the variety of experiences that Cyprus has to offer, beyond its beaches and blue waters. The ambitions of the Deputy Ministry of Tourism to place Cyprus in the 30 most competitive countries in world tourism offer new business opportunities indeed. Aspects such as gastronomic tourism, health and wellness, and sports and training will be highlighted to provide a well-rounded picture of the destination.

Given the ongoing economic uncertainty, it is crucial for the tourism sector to remain highly attuned to consumer demand. Through these webinars, ECTAA hopes to give destinations the opportunity to present their tourism offerings in a highly targeted way to European travellers, while also educating travel agents and tour operators about the destination.

According to Dr Maria Socratous at Cyprus Deputy Ministry of Tourism, "We are delighted to be partnering with ECTAA on this campaign. Cyprus offers much more than beautiful blue flagged beaches with the cleanest waters in Europe, 340 days per year of sunlight, welcoming people and great food. The island boasts a rich cultural heritage, authentic experiences and numerous activities in the scenic mountain villages and countryside, which combine a unique getaway, along with sports and training opportunities. Geography and gastronomy met on one of the most beautiful islands in the Mediterranean, Cyprus; an exciting crossroads of tastes and aromas, and a bridge of cultures. We believe that these webinars will provide an excellent opportunity for travel agents and tour operators to gain a better understanding of Cyprus and its tourism potential."

"ECTAA is excited to partner with Cyprus Deputy Ministry of Tourism to showcase the destination's diverse tourism offerings through this webinar series", said Eric Drésin, secretary general of ECTAA. "Travel agents and tour operators play a crucial role in the recovery of the European tourism industry, and we believe that these webinars will provide valuable insights and advice to help them better serve their customers. We look forward to working with Cyprus Deputy Ministry of Tourism to help promote the destination and support the tourism sector."

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## **About ECTAA**

ECTAA represents some 80,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers.

For more information, please contact:

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