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PRESS RELEASE

ECTAA and Cyprus Deputy Ministry of Tourism Successfully Conclude Webinar Series Promoting Cyprus as a Premier Destination

Brussels, 1st June 2023 - ECTAA (European Travel Agents' and Tour Operators' Associations) and the Cyprus Deputy Ministry of Tourism are happy to announce the successful conclusion of their joint campaign, featuring a captivating webinar series aimed at promoting Cyprus as a premier travel destination. The webinars were specifically tailored for travel agents and advisors who are members of national travel agent associations in Bulgaria, Hungary, Italy, Romania, Poland, and the Czech Republic.

These webinars provided advice and insights to travel agents and advisors, empowering them to deliver suggestions to their customers. In light of the rebounding European tourism industry, travel agents and tour operators play a vital role in ensuring its continued recovery. The webinars served as a vital link between destinations and the travel agent and tour operator sector, enabling Cyprus to showcase aspects of its tourism offerings that deserve greater attention.

Throughout the series, participants gained an understanding of the myriad experiences Cyprus has to offer, extending beyond its pristine beaches and crystal-clear waters. The Deputy Ministry of Tourism's ambitious goal of placing Cyprus among the 30 most competitive countries in world tourism presents new business opportunities. Key aspects such as gastronomic tourism, health and wellness, sports and culture were prominently highlighted, providing a comprehensive perspective of the destination.

Dr. Maria Socratous, representing the Cyprus Deputy Ministry of Tourism, expressed delight at partnering with ECTAA, stating, "We were delighted to join forces with ECTAA in this campaign. Cyprus extends well beyond its stunning blue-flagged beaches and year-long sunshine. Embellished with a wealth of cultural heritage, genuine encounters, and a myriad of pursuits amidst picturesque mountain villages and rural landscapes, Cyprus presents an unparalleled retreat that seamlessly integrates sports and training opportunities. Our island serves as an enchanting intersection of flavors, harmonizing diverse cultures and spotlighting the harmonious convergence of geography and gastronomy."

Eric Drésin, Secretary General of ECTAA, stated, "The webinars have provided invaluable insights and advice for travel agents and tour operators to enhance their customer service. We believe they hold a significant role in the recovery of the European tourism industry. It has been a pleasure partnering with the Cyprus Deputy Ministry of Tourism to showcase the diverse tourism offerings of this destination through our webinar series. We look forward to continuing our collaboration and supporting the promotion of the destination, further contributing to the growth of the tourism sector."

The results of the webinar series were highly encouraging, with a total of 300 registrations and 119 unique viewers across all countries. The engaged participation from the travel agent and tour operator community affirms the significance of these webinars in generating interest and fostering connections between destinations and industry professionals.

For more information about Cyprus and its exceptional tourism offerings, please visit www.visitcyprus.com. For specific questions you can send an email to mariasokratous@visitcyprus.com.

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About ECTAA: ECTAA (European Travel Agents' and Tour Operators' Associations) is the representative body for travel agents and tour operators in Europe, comprising the national associations of travel agents and tour operators from 30 European countries.

About the Cyprus Deputy Ministry of Tourism: The Cyprus Deputy Ministry of Tourism is responsible for the formulation and implementation of policies related to tourism in Cyprus, with the aim of promoting the island as a premier travel destination worldwide.

For more information, please contact:

Mr Eric Drésin, Secretary General

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