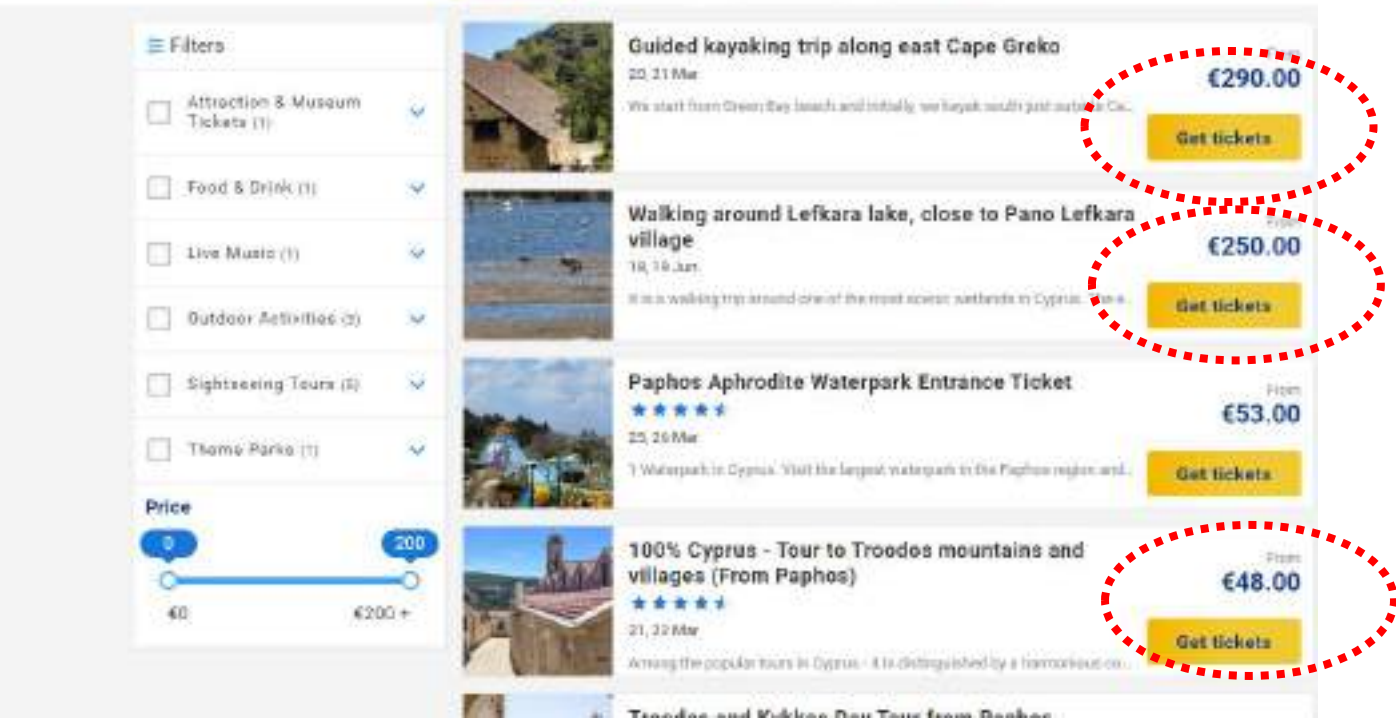
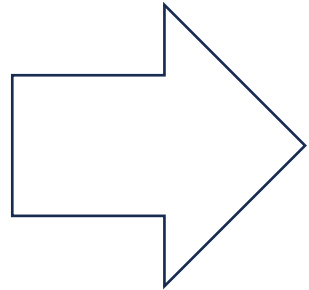
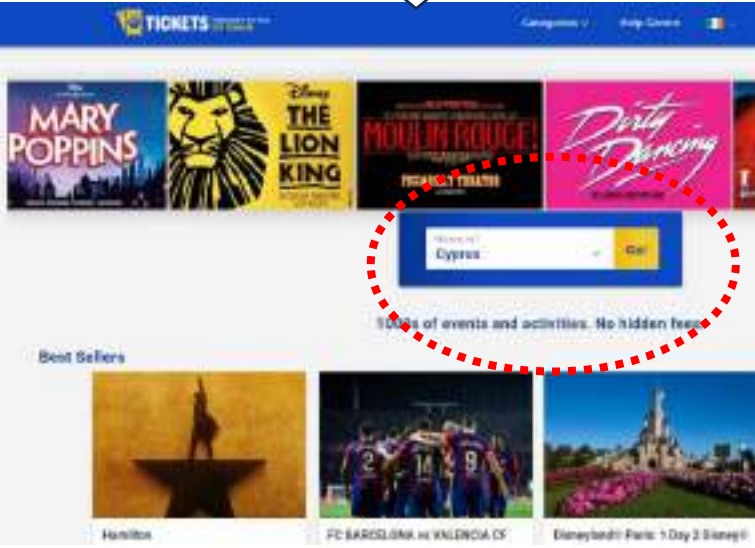
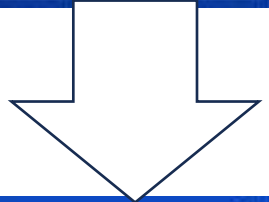
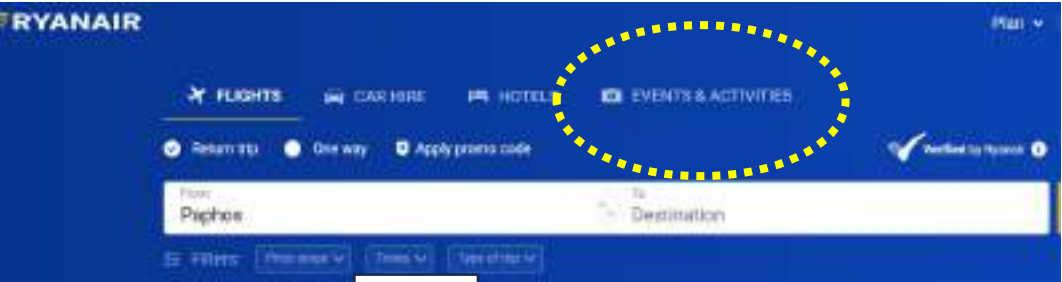




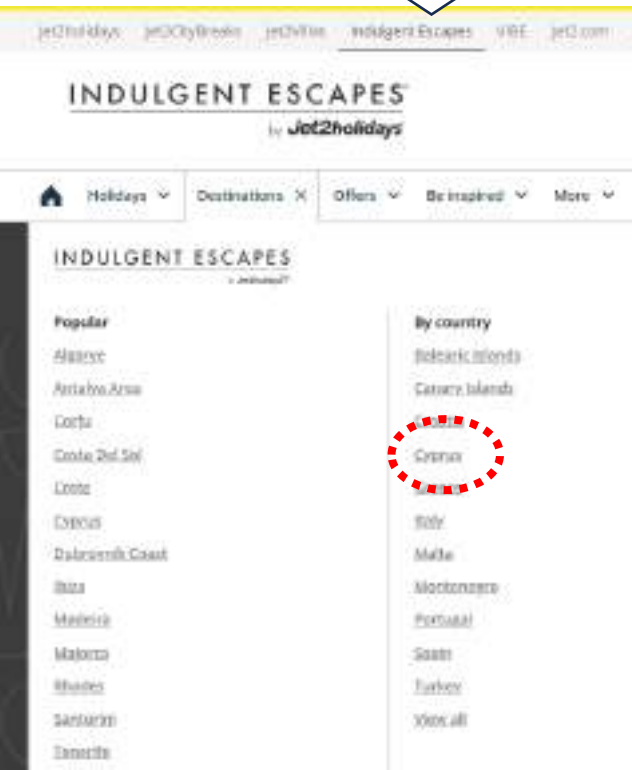
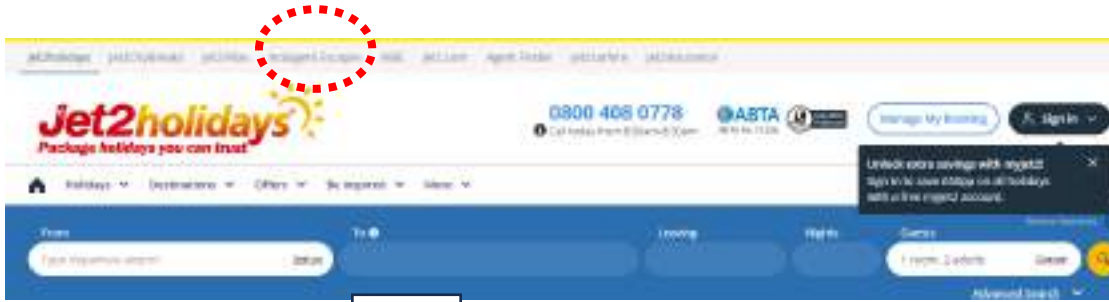
Story telling experiences and their catalytic role
in air connectivity



AIRLINES PROMOTING EXPERIENCES - RYANAIR



AIRLINES PROMOTING EXPERIENCES – JET2



Indulgent Escapes to Cyprus

In an island of living beaches, across the blue sea off to Cyprus, from the sea and you'll enjoy the vibrant life, you'll notice the balance of archaeological sites and rugged landscapes, all well preserved. Your transport, you'll have your choice, while foodies can choose between the city and authentic cuisine.

Indulgence, any time of day



Morning

Begin your morning with a wander along the shorefront in Paphos, as your sights are set on the fascinating Tombs of the Kings, your destination. More there, the first few will take you into the reality of things and coffee reviews, which will take you to a previous time period.



Afternoon

Joining from the industrial into the modern and you'll be met with beautiful views of Limassol. By evening, you're in a local pub and worth a moment of the 'Larvica' Life. You can see folk on being made with a cup of hard for good measure, in the real parts of Paphos.



Evening

In night life, there are numerous Cyprus experiences. Stuffed with fresh and delicious food, fresh baked bread, fresh pasta, fresh coffee, that's the local life. The local foodies are looking for a good meal, or a good night with a good meal, or a good night with a good meal, or a good night with a good meal.

Five main marvels



Troodos Mountains. Allow the island's most rugged countryside to frame your photos.



Limassol Marina. Shop in style, dine on seafood, cycle the promenade's paths...



Paphos Archaeological Park. Greek and Roman monuments mingle with marvellous mosaics.



Paphos Castle. The old Byzantine fort is a block-style building waiting for you to explore.



Aphrodite's Rock. The large island is noted in the so-called birthplace of the goddess.

Five hidden gems



Pano Lefkara. This daring village is known for its traditional lace making.



Pafos. Venture into the hills to the chocolate workshop for a sweet demonstration.



Omodos. End a walk around the town with a wine tasting and try Comendano.



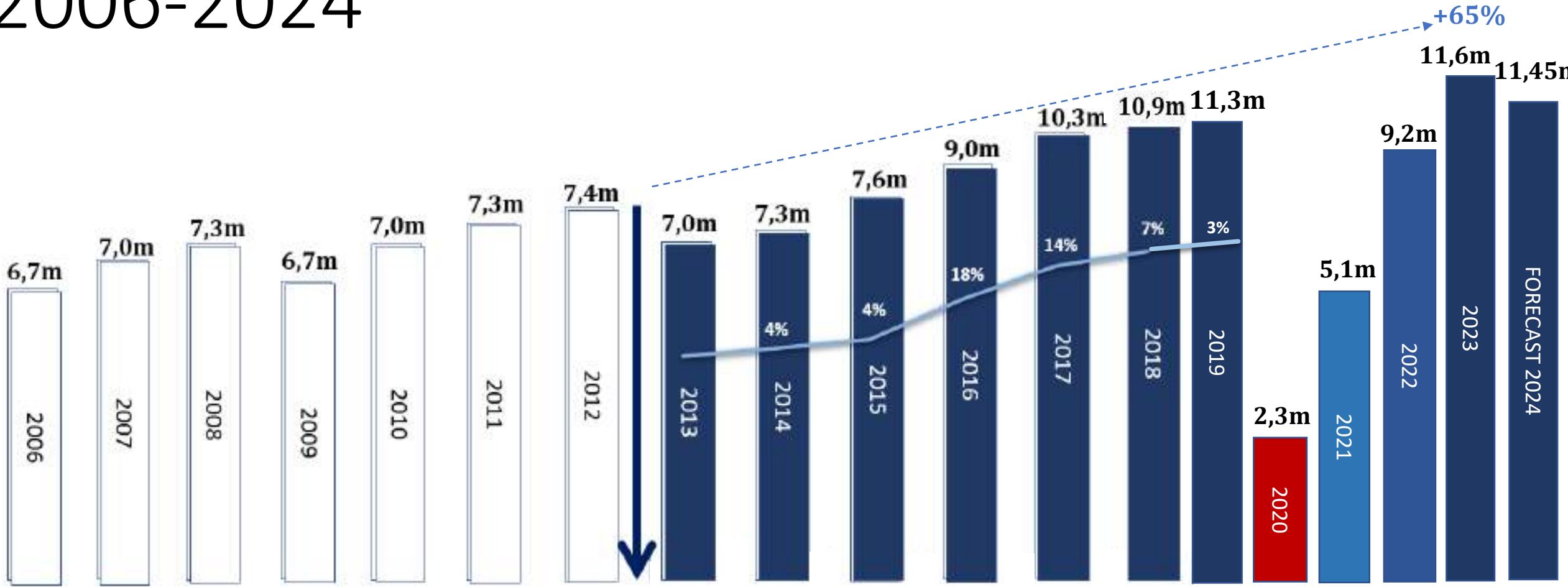
Larnaca Bay. Welcome to a beach known for being a nesting site for turtles.



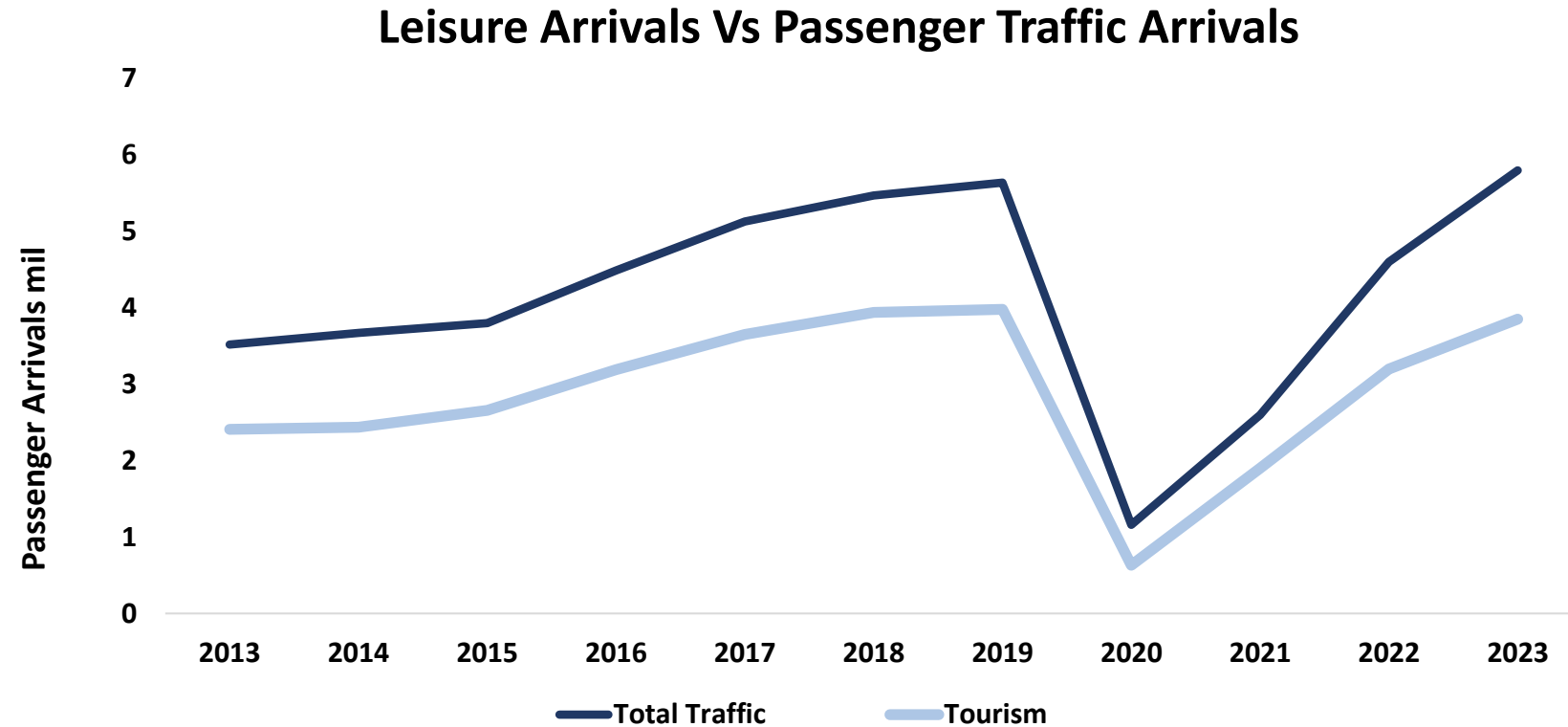
Kykkos Monastery. While it's one of the main monasteries, it retains a special place in the island's history.

PASSENGER TRAFFIC EVOLUTION

2006-2024



PASSENGER TRAFFIC VS TOURISM ARRIVALS



- ✓ Strong Correlation between passenger traffic and tourist arrivals.
- ✓ It is estimated that currently 67% of the passengers are inbound leisure travellers

CYPRUS AIR CONNECTIVITY 2024

55 AIRLINES

- Balanced mix of airlines models



154 ROUTES

- 95 from Larnaka
- 59 from Pafos



38 MARKETS

- 35 to Larnaka
- 22 to Pafos



NETWORK EXPERIMENTATION



AIR CONNECTIVITY - A FUNCTION OF DESTINATION COMPETITIVENESS

Trends in Airlines

- Demand & Yields are key decision drivers
- Consolidation – 65% of market share in 6 airline groups
- Hybridization – distribution
- Sustainability
- Prefer year-round operations
- Diversified passenger mix

Strong points

DESTINATION

Mature product
Good hotels & general infrastructure
Known leisure destination
Know – how

Longer Sector
Perceived only as Sun & Sea destination
Lack of product diversification
Single minded focus
Inconsistency in quality standards

Hiccups

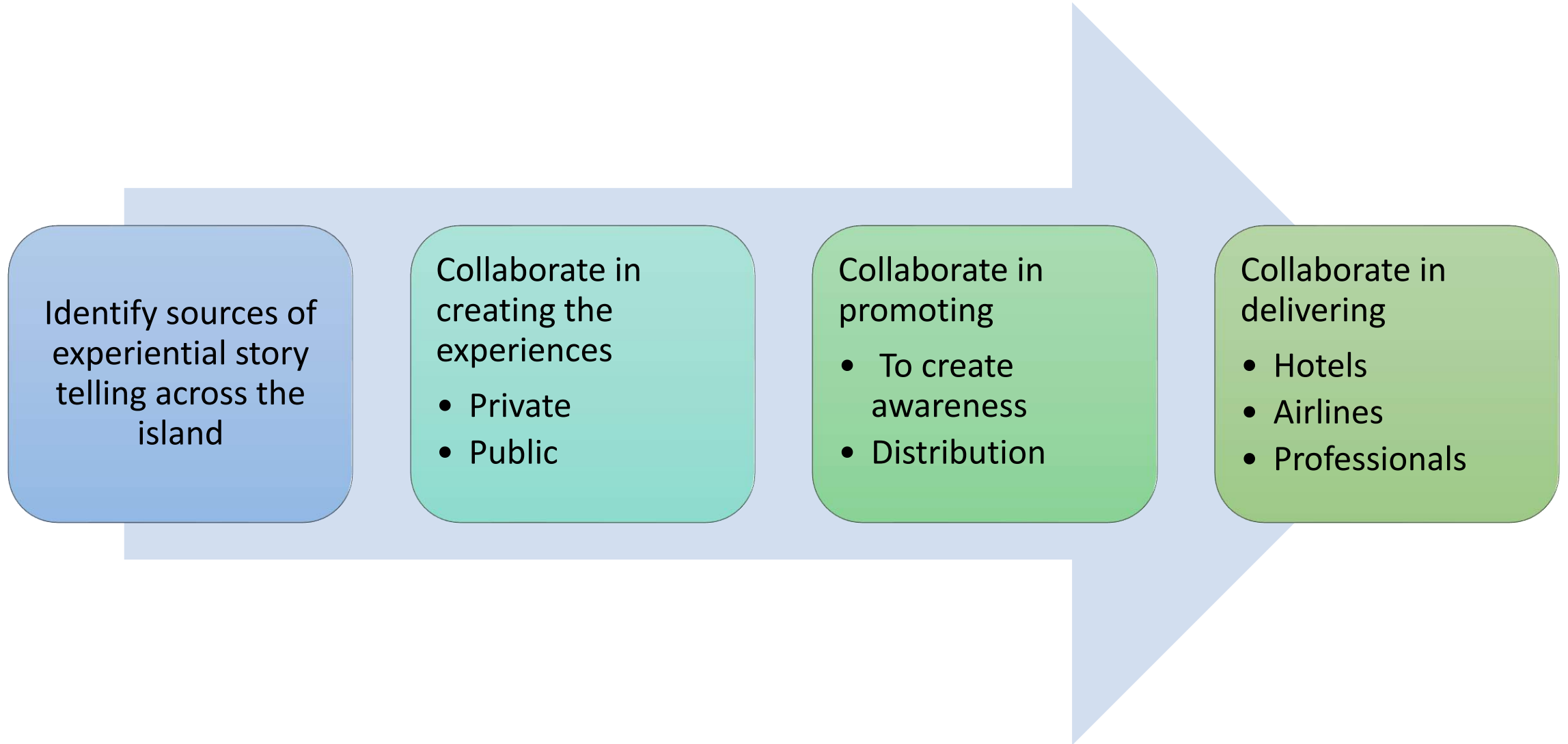
Passenger trends

- Shorter stays
- New Destinations/ off peak demand
- Authentic experiences
- Health & wellness
- Technologically minded
- Information gathering
- Word of mouth

STORY TELLING EXPERIENCES



IT'S ALL ABOUT CREATING BUZZ



THANK YOU