

TTW Europe

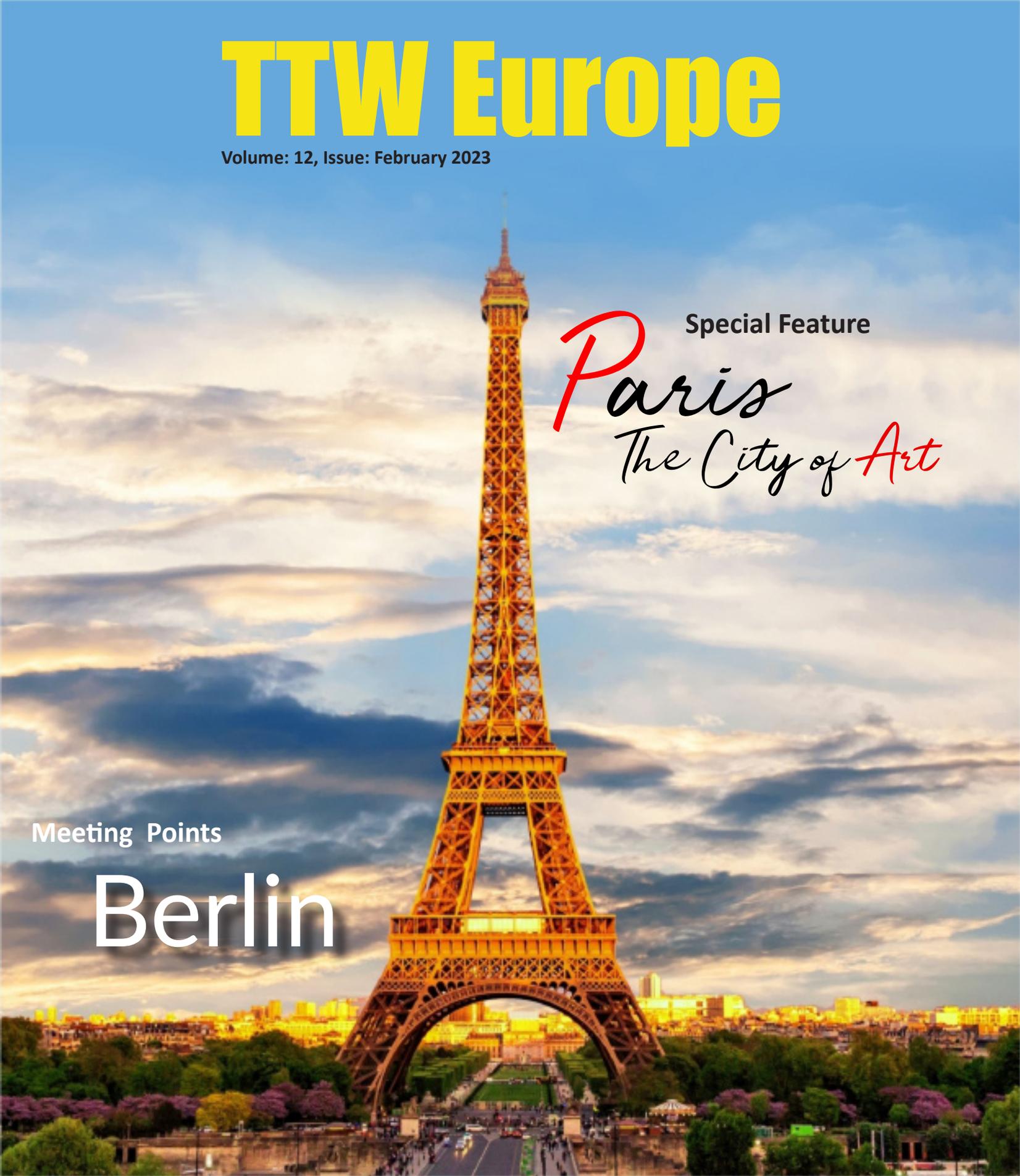
Volume: 12, Issue: February 2023

Special Feature

Paris
The City of *Art*

Meeting Points

Berlin



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Meeting Points: Berlin is a prime destination for meetings and other corporate gatherings. With some of the premier meeting venues, striking architecture and rich culture, this city allures worldwide tourists.



Cover Story: Europe is full of dynamic cities renowned for their museums, gastronomy, nightlife, and architecture. Read more about the **top 10 European cities** to visit in 2023.



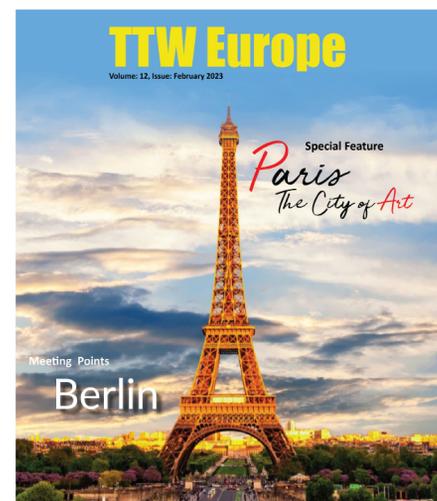
Special Feature: This gorgeous city has been a home to some of the most vital art movements in the world like Impressionism and Surrealism, creating a cultural wave with its many different faces. No wonder **Paris** has been crowned the “City of Art”!



Destination Diary: Pafos is nature’s wonder, where you can immerse yourself in the opus of diversity, heritage, adventure, historical monuments and lifetime experiences.

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On the Cover



Dear Readers,

The meetings industry has been an important staple of the European travel market for many years. However, in recent years, the industry has experienced renewed vigour, thanks to modern technology and innovative approaches to business. In this issue, we'll explore the reasons why the meetings industry in Europe has seen a boom in popularity and why it's becoming an increasingly attractive choice for those looking for the perfect getaway and for the incentive trips.

The first major factor in the boom of the meetings industry in European travel has to do with the development of modern technology. With the advent of video conferencing and online streaming, it's now much easier to stay connected with people anywhere in Europe, and this has opened up myriad opportunities for businesses to connect with potential collaborators and customers, or simply to gather together for a productive retreat.

The meetings industry in European travel has seen tremendous growth in recent years. This is due to a combination of factors, including the development of modern technology, the demand for exciting and unique vacations, and the availability of convenient and cost-effective accommodations, such as those offered by Airbnb. With so many benefits, it's not surprising that the meetings industry has seen a dramatic appreciation in popularity in Europe.

Editor-In-Chief
Mr. Anup Kumar Keshan

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Meeting Points

Add finesse to your meetings
Berlin





As a global MICE destination, Germany's prominence is longstanding. With diverse network of providers, first-class infrastructure, unusual event locations and excellent conveyance, Munich and Berlin continue to be the most sought-after MICE and travel destinations. With more than 12 million participants every year, Berlin is one of the world's prime destinations for MICE tourism. Its conference and convention industry plays a pivotal role in transforming the country's tourism scene and adding to its economy.

Berlin, the country's meeting metropolis, is special in many ways. And in some respects, it is even totally unique. With certain amount of wow factor, the capital's top meeting venues are rich in superlatives. They offer unimaginary possibilities for extraordinary meetings, incentives, conferences and congresses to the aspiring and experienced event planners. Event planners can immerse themselves in the capital's intriguing history and add unique finesse to their congresses.

Read on to know about some great meeting venues in Berlin that will offer you a lifetime experience.

Meeting venues at Berlin

Messe Berlin

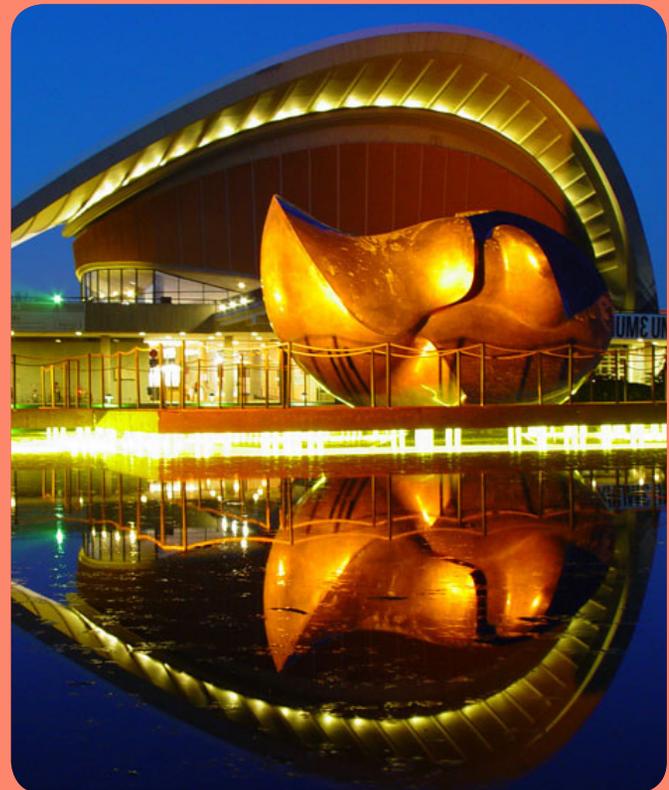
In terms of sales, Messe Berlin is one of the world's ten leading event organisers and home to big international trade fairs such as ITB Berlin, IFA, Inno Trans and more than hundred events across business verticals. The expo centre has been hosting international trade fairs and congresses since 1822.

Messe Berlin covers an area of 170,000 sq m and houses 26 fair halls and is located centrally in downtown Berlin. Its multifunctional event arena spans across 33,000sq.m. with 47 meeting rooms and can accommodate up to 11,000 delegates. Purpose-built rooms are equipped with technological add-ons to cater to the demands of international audiences.

Haus der Kulturen der Welt

Located in the middle of the verdure of Tiergarten, Haus der Kulturen der Welt (*House of World Cultures*) was a gift from America to West Berlin as a symbol of German-American friendship. In 1957, the international building exhibition, INTERBAU 1957 was held in this site.

The building is aptly called ***“The Pregnant Oyster”*** due to its round slightly curved roof just like an oyster. Much in keeping with its nickname, the building has several hidden pearls that are to yet be discovered inside it.





The base floor accommodates a large reception hall, a theater hall with 400 seats, a cafeteria, an exhibition area and other smaller rooms for varied corporate gatherings. Today, the House of World Cultures is a cosmopolitan forum for topical discussions and contemporary art forms of the world.

Internationales Congress Centrum Berlin (ICC Berlin)

The Internationales Congress Centrum Berlin (ICC Berlin) ranks among the world's biggest congress venues. It is a fine specimen of postwar German architecture and is the site of Europe's major events. For many years, the Internationales Congress Centre Berlin, which opened in 1979, was hailed as Germany's most important event venue.

The 320 m long, 80 m wide and 40 m high versatile complex comprises of oversized lobbies of 5,500 sq m area, 80 halls, 80 conference rooms (each with area from 7 to 6,000 sq m), Hall 2 (which can accommodate up to 4,000 people) and an auditorium for up to 5,000 people. Internationales Congress Centrum Berlin (ICC Berlin) stands out due to its sheer dimensions alone and international significance.



Reichstag

The Reichstag is an internationally well-known symbol of democracy bearing silent witness to Germany's turbulent political history. Both as an architectural marvel and a historical monument, the Reichstag plays an important role in Berlin. Currently, it is home to the country's Parliament.

Berlin Cathedral

The impressive dome of Berlin Cathedral is one of the iconic landmarks in Berlin's cityscape. The richly decorated church interior with intricate and ornamental motifs takes visitors back to the 15th century. The earlier buildings of the Cathedral Church were originally part of the Berlin City Palace.

Berlin in



Potsdamer Platz

From an empty wasteland to a popular shopping district- Postdamer Platz is one of the must-visit places in Berlin city. With an ice-skating rink, an après-ski party cabin, shopping centres, restaurants, modern architecture and cinemas, the area pulsates with life. PotsdamerPlatz is the organiser of Europe's biggest sledge run.

Alte Nationalgalerie

The AlteNationalgalerie is the original domicile of the Nationalgalerie (National Gallery) and one of the five museums that collectively stand as Berlin's Museum Island- a UNESCO World Heritage Site. AlteNationalgalerie exhibits unique 19th century artworks in Germany. Its holdings also include masterpieces by Claude Monet, Paul Cézanne, Adolph Menzel, Max Liebermann, Edouard Manet, Caspar David Friedrich, Auguste Renoir and Auguste Rodin, to name a few.



When it comes to hosting major fairs and congresses, few cities match Berlin's proficiency. With some of the premier meeting venues, striking architecture and rich culture, the German capital has made a mark in its MICE scene. Also, its convenient location networked by multiple transportation links encourages MICE delegates and visitors to host meetings and other events.

Special Feature

'La Ville Lumière' or 'The City of Light', Paris dazzles in worldwide fame for being the heart of art and beauty. The city of Van Gogh, Monet and the likes, Paris is all about any artist's inspiration and aspiration! While art is centred in the nation's capital, Parisian tastes and influences are felt throughout the entire nation that has been drawing artists from all over the world for centuries.

This gorgeous city has been the home to some of the most vital art movements in the world like Impressionism and Surrealism, creating a cultural wave with its many different faces. No wonder Paris has been crowned the "City of Art"!

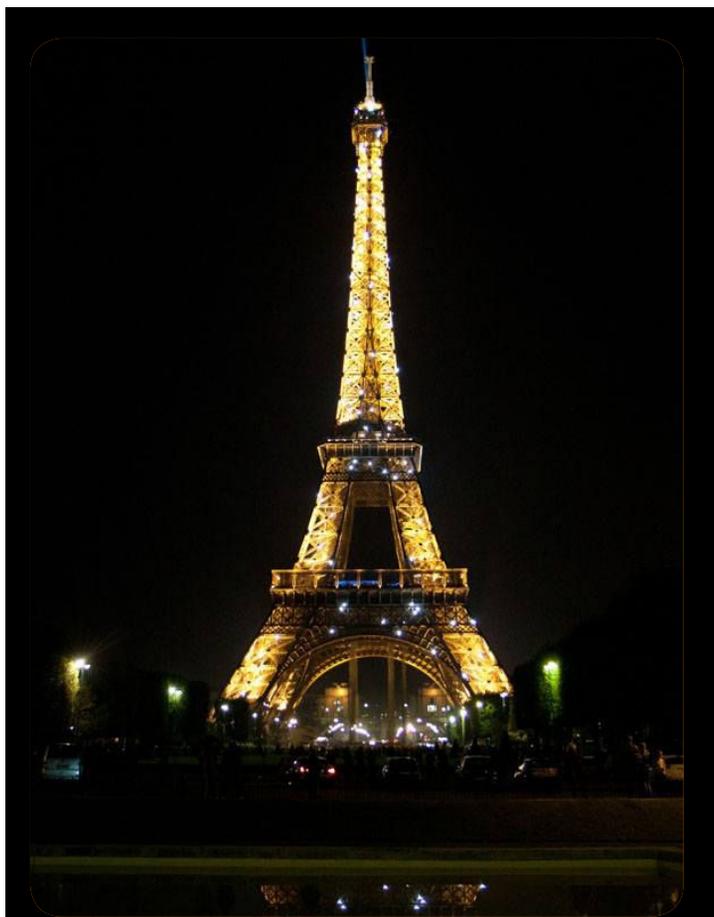


PARIS

The City of Art

Apart from all its bustling museums and galleries, delectable cuisine, regal architecture, and vogue fashion, this dreamy, romantic city is enamoured in many unexplored treasures, too. Much is known about the grand Louvre and the most visited Notre Dame, but Paris also houses some underappreciated gems and lesser known secrets about them! Let's dive into an under-the-radar La Ville Lumière.

Naturally, first comes the much revered - Eiffel Tower. The crown of 'The City of Light' dates back to time when Paris was one of the first European cities to install street lights. The Parisian dusk ushers in a spectacular show of over 20,000 glittering lights.



Did you know that this phenomenal beauty was actually never intended to be here still? It was due to France's approach of showcasing its superior technological and construction prowess that the beauty came into existence. While the glistening tower has undoubtedly cemented a place for itself in our hearts as well as in the world, another lesser-known fact is that publishing photographs of the Eiffel Tower in its show of lights is prohibited without prior permission. This is done as an attempt to preserve the artists' opus. So, make sure to bask in the glow of the tower all lit up because four frames cannot do justice to this unrivalled beauty!

Into the heart of art with Atelier des Lumières



Transcend into the heart of art with Atelier des Lumières' stunning fusion of art and technology. This one-of-a-kind projection performance entralls both the young and the old, art connoisseur or not! Then, the nearby Cent Quatre cultural centre is where you head to for some modern contemporary art, live hip-hop and EmmaüsDéfi store for the chic Parisian fashion.

The trio of Maison Européenne de la Photographie, the Jeu de Paume and the Fondation Henri Cartier-Bresson is much acclaimed among photography lovers.

What can be a better canvas than the street walls under an open sky? For anyone wanting to have a more insider's look into the Parisian street art, stroll along the stretch of Rue Saint-Maur in the 10th and 11th arrondissements. Painter Kashink is well-renowned for her vibrant works that voice significant social issues in the fore of the city's art scene.

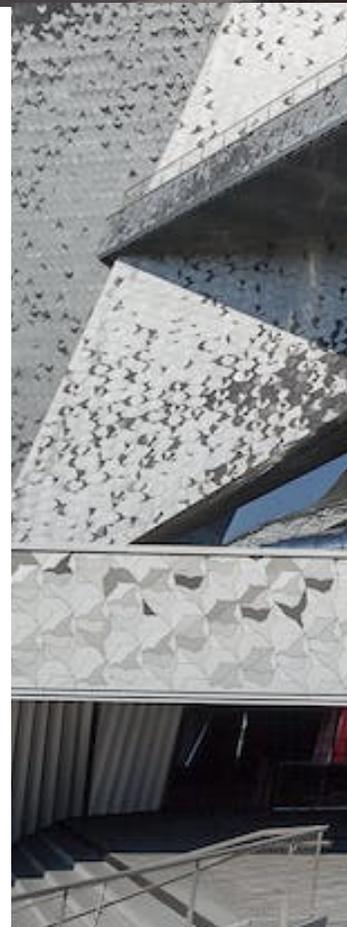
Her paintings have been compared to that of Frida Kahlo, due to their strong feminist implications and intricate use of colours. Rue des Cascades, Rue Oberkampf, The Left Bank, Rue Germaine Tailleferre, Rue Laurence Savart and countless other graffiti art adorn the Parisian walls. Reminisce and reflect!



Treading through the un-touristy trails..

Crowning over the city, the majestically studded skyline of The City of Lights is best viewed from Parc de Belleville.

To spend a leisurely afternoon in solitude, take a tour of the mural-clad Belvédère Willy Ronis during the weekend.



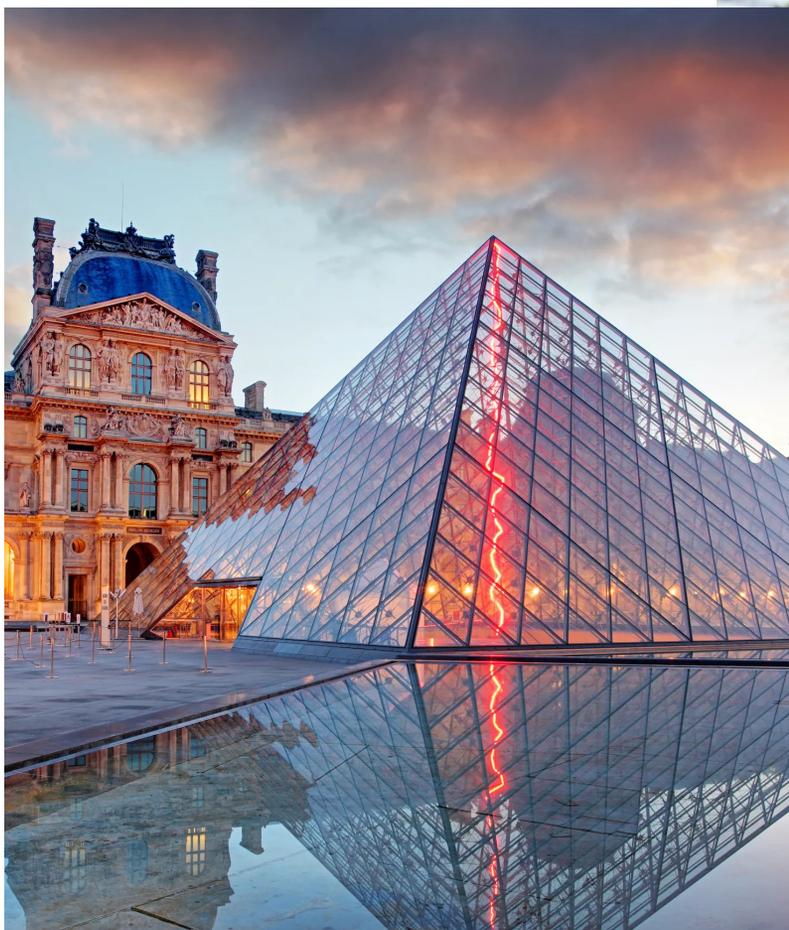
Facing the Sacré-Coeur, Jean Nouvel's monumental Philharmonie de Paris offers an excellent music schedule in addition to gorgeous rooftop views. Adventure seekers can take a tour of the Parc André Citroën on the left bank, where you get to float in the air in a helium-filled balloon.



A pet-friendly city

Art, they say, transcends all barriers and therefore, it should come as no surprise how kind, open-minded people are of the city that celebrates art. If you are having second thoughts about whether you can take your furry friend on the Paris tour and how to manage everything, then rest assured. There are estimated to be more than 300,000 dogs here which comes to an average of one dog for every seven residents in Paris.

Parisians adore spending time with their pets, which is clear from how pet-friendly the city is. All forms of public transportation in Paris—including metro, subway, commuter trains and buses—allow dogs. In fact, there are several pet-friendly parks where you may stroll around with your furry companion..





Music, words, colours - Paris is undeniably a city designed by and for artists. Kings and emperors valued arts, paving the way for Paris to become a haven for artists in the 20th century.

Its unrivalled architecture of museums, cathedrals and gardens in the city feature exquisite examples of elegance and opulence that span the centuries. Countless new art galleries and installations that showcase the works of contemporary artists are coming up every now and then, reflecting the palpable, vivacious energy of the city.



‘FLOATING BOOK FAIR’ OPENS NEW CHAPTER IN EGYPTIAN TOURISM

The floating library MV Logos Hope — the world’s largest ocean-going book fair — will dock in the Port Said tourist port this week on only its second visit to Egypt in more than 12 years. The ship will open its floating exhibition to thousands of daily visitors in what the Suez Canal Economic Zone media office described as a major cultural event.

More than 350 passengers on board will also disembark to make tourist visits to Cairo. The ship is scheduled to dock at Port Said on Jan. 4 after sailing from Beirut. It will stay in Egypt for 20 days before resuming its voyage to the port of Aqaba in Jordan. MV Logos Hope first visited Egypt in 2010. SCZONE has made special preparations for the cultural event, while security in the port and surrounding areas has also been stepped up.

TALLINN AIRPORT INTRODUCED FIRST ELECTRIC CARS

Tallinn Airport has introduced three electric vehicles for aircraft servicing in order to reduce emissions as part of the airport's sustainability goals and aim to be carbon neutral by 2030. The three electric cars for employees who perform the tasks required for aircraft servicing, have arrived at Tallinn Airport. The introduction of electric cars is an important step in reducing the carbon footprint of both the company and the group as a whole.

According to Indrek Nõlvak, Member of the Management Board of Tallinn Airport GH, the introduction of electric cars is important for the company's environmental goals as well as cost management.



AUSTRALIA'S BATTERED TOURISM PUTS HOPE IN CHINA'S REOPENING

A Sydney-based tour company, hopes the reopening of China's borders will revive Australia's tourism sector after a year of "surviving". The tour company lost access to its biggest market in 2020 when Australia and China both slammed their borders shut in response to the emergence of COVID-19.



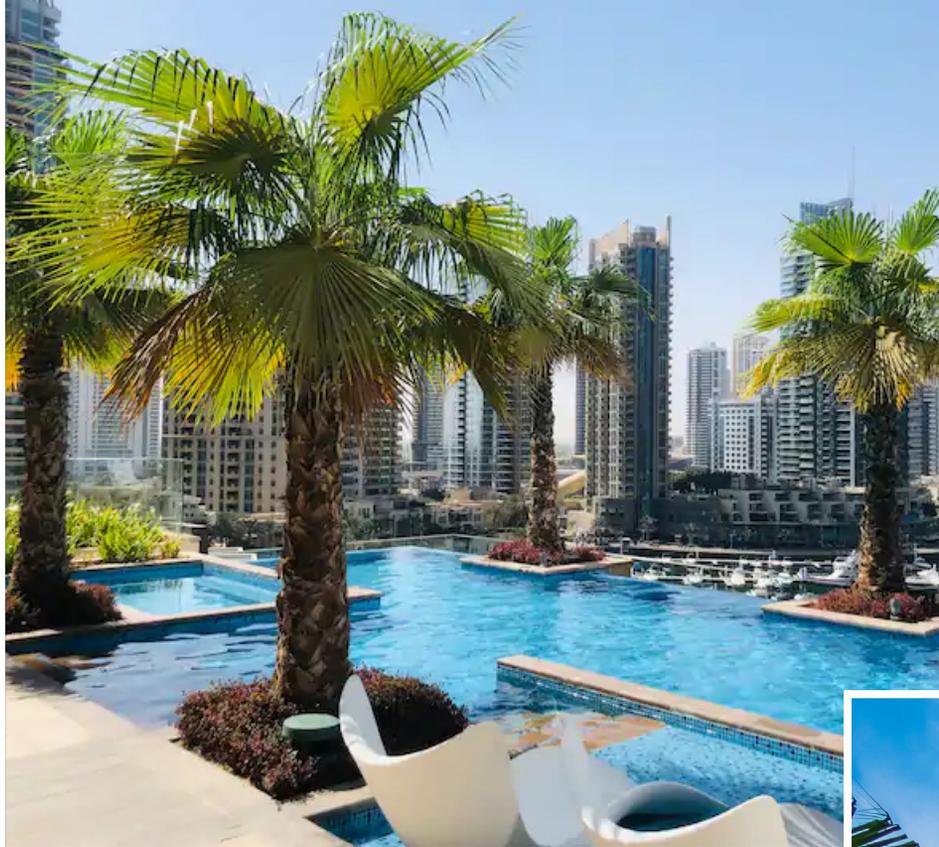
For much of 2021, the Sydney based tour company, which focuses on package tours to China, ceased operations altogether due to a lack of customers. Despite Australia reopening to visitors in February 2022 and the efforts of many tour operators to pivot to domestic tourism, business stayed at a crawl for much of the sector last year. While Australians remained locked out of China, Chinese arrivals to Australia dropped more than 95 percent from the 1.43 million visitors in 2019.

COSTA DELIZIOSA DEPARTS ON AROUND-THE-WORLD CRUISE

With the new year, the Around-the-World cruise, Costa's most beloved cruise for travel enthusiasts, is back. Costa was among the first companies to offer this exceptional voyage, since the 1970s, offering a very special itinerary for the 2023 edition of its world tour.



From the Mediterranean to the Arabian Peninsula, sailing east to India and the Maldives, then heading south to Madagascar and South Africa, and crossing the Atlantic Ocean to Brazil. Then, again heading south to Ushuaia, Argentina, at the extremity of the continent, sailing through the Beagle Channel and up the Pacific side, from Chile to Panama, visiting Central America and New York, then returning to Europe.



AIRBNB LAUNCHES ONE-STOP HUB FOR REMOTE WORKERS IN DUBAI

Airbnb announced the launch of the Dubai remote working hub, a one-stop-shop for aspiring remote workers in partnership with Dubai's Department of Economy and Tourism (DET). Anyone looking to live and work in Dubai can now use the hub to find inspiration for local long-term listings as well as helpful information on entry requirements and visa policies.

Earlier this year, Airbnb launched its Live and Work Anywhere initiative to identify some of the most remote worker-friendly destinations in the world. Dubai was selected as one of 20 destinations globally, alongside Canary Islands, Thailand and the Caribbean, among others.



SINGAPORE WILL HOST THE GSTC GLOBAL CONFERENCE FOR THE FIRST TIME IN 2024

STB will execute its sustainability strategy to differentiate Singapore from other urban destinations and enhance its appeal to environmentally conscious visitors. The Global Sustainable Tourism Council (GSTC) Global Conference 2024 will be held in Singapore from 13 to 15 November 2024, marking the first time Singapore will host the flagship global conference on its shores.

While the announcement is a welcome one, it shouldn't come as any surprise following the sustainable initiatives of the Singapore Tourism Board (STB), especially over the last couple of years.





10 Best Places In Europe

That You Must Add to Your Bucket List!

Europe is full of dynamic cities renowned for its museums, gastronomy, nightlife and architecture, from England and France to Italy and Germany. Selecting the top destinations in Europe can prove challenging. When planning an ideal vacation, choosing the right destination is extremely crucial. If you have the place in mind, you are good to go.

However, if you are confused, read below to find some of the best places in Europe you can visit next.

Switzerland

For decades, Switzerland has been the top vacation destination in the globe, and it is obvious why as soon as you get off the plane! The environment of Switzerland is simply stunning, with many waterfalls, glistening lakes and towering peaks dotting the scene. You can take intriguing train rides through beautiful landscapes, walk across suspension bridges that appear to float between two mountains while providing panoramic views and even go behind waterfalls and through glaciers.



Vienna, Austria

The most enchanted city in Austria is Vienna. It is a city that evokes visions of exquisitely attired women waltzing to Strauss waltzes. It is a city where graceful white Lippizaners perform intricate dances around rings. You'll abandon your diet there in exchange for a piece of chocolaty Sacher torte.

Be sure to visit a concert by the renowned Vienna Boys Choir, meander around the charming Old Town and see the lavish Baroque Schonbrunn Palace, the medieval St. Stephen's Cathedral, the imperial Hofburg Palace and more.



Paris, France

Every year, the City of Light welcomes millions of tourists. Its exquisite food and enormous art collections are worth mentioning. The city's serene River Seine meanders through it, flanked by grand museums, historic churches and blocks of Rococo and Neoclassical buildings, all of which are further complemented by cascading trees and glistening streetlights. On their way to the market, cafe or movie theatre, the astonishingly stylish Parisians populate the Seine's cobblestone walkways and beautiful bridges.



Rome, Italy

Quotes like – “When in Rome, Live like the Romans” and “Rome wasn't built in a day” –have made Rome a much-coveted destination to visit. Rome is a complex metropolis with a long history of culture. The city, which is situated on the westernmost portion of the Italian peninsula, was established along the Tiber River and is home to the Vatican City, a sovereign state.

The city, which served as the capital of the Roman Kingdom, Roman Republic and Roman Empire, is now ranked as the 14th most explored country in the world and a UNESCO World Heritage Site.

Greece

Greece has 2,000 islands, 160 of which are known to be inhabited, all of which are encircled by crystal blue waters. This unique nation is well known around the world as the majestic home of Aristotle, Plato and Socrates. It is also renowned for its vibrant festivals, rich cultural legacy and illustrious past. Greece's beautiful beaches, picturesque islands, breathtaking mountains, fascinating ancient ruins and great monuments contribute to the country's ever-enchanting beauty.



Amsterdam

When the Hungarians invaded in the ninth century, Budapest was a developed metropolis. Budapest is now both the nation's capital and largest city.

Budapest was governed, among others, by the Mongols and the Ottomans between these two occasions. Budapest, one of Europe's most picturesque cities, is home to the Museum of Fine Arts, which has a collection of more than 100,000 pieces of art.



Madeira, Portugal

Athens is a place with so much history and literature! The idea of democracy was introduced to the globe in Athens, a city that has been inhabited since the fifth century BC. This city serves as the administrative center for both Greece and ancient Europe. The old town, notably the area surrounding the Acropolis, is home to many of the city's most prominent landmarks. The Parthenon, which is perched atop the Acropolis, the Zeus Temple, the Dionysus Theatre, where Sophocles' plays were presented, and Hadrian's Arch are all on the list.

Preikestolen, Norway

The Preikestolen, a massive rock formation in the Norwegian wilderness, is one of the best sites to visit in Scandinavia. It towers over the ice-blue waters of the Lysefjord at a dizzying height of about 2,000 feet and is known as the Pulpit Rock. One of Norway's most famous landmarks, Preikestolen is topped by an 80sq.ft. plateau. Why should you go there? This is the spot to deliver a sermon to the entire globe if you've ever desired to.





Moscow

The centre of both Eastern Europe and Russia is Moscow, which has been the country's capital for 900 years. As a result, this historic city has a lot to offer the tourists. Since many of the major sights in the city are located around the Red Square, which dates back to the 15th century, start your tour from here.

The Kremlin, a historic castle that now houses museums and the head of the Russian Federation, is a prominent landmark. The renowned St. Basil's Cathedral, which today serves as a museum, is on one side of the square, while Lenin's Tomb is in the centre.

These are the ten best places to visit in Europe. Therefore, if you are planning your next trip to the continent, keep these places in mind.



London

London, the capital of England and the most populated city in Great Britain, is situated on the Thames River. One of the most popular tourist attractions in the entire world, the city is a fusion of the old and the new. It is a city with a wide range of tourist attractions, including beautiful architecture and historical sites.

London amalgamates with the historic city of Westminster to form the nation's capital. They are collectively referred to as Greater London. Over 15.3 million foreign visitors come to London each year. The city's various sites include Big Ben, the Houses of Parliament, Westminster Abbey and Nelson's Column.



Europe Festivals

Santa Cruz de Tenerife Carnival

Date: Feb 17-23, 2023

Place: Spain



The annual celebration of the Santa Cruz de Tenerife Carnival is second only to 'Carnaval' in Rio de Janeiro in Brazil on the world party stage. Every year, crowds of people come to experience this fiesta where everything is allowed and you have only one obligation: to have fun.

The Santa Cruz de Tenerife Carnival is the most "Brazilian" of all the Spanish carnivals, and it is famous all over the world for its popular flavour. For fifteen days, the streets of the city come alive with joie de vivre, freedom and extravagance.

Mardi Gras and Carnival

Date: Feb 21, 2023

Place: France



Mardi Gras and Carnival refer to eating more decadent, fatty foods before the ritual fasting of Lent. In France, this festive season comes with sumptuous public celebrations or parades ('les carnivals') in many French towns and schools.

The heart of the Mardi Gras carnival period takes place everywhere in France between February and March.

Berlinale Film Festival in Berlin

Date: Mid- Feb, 2023

Place: Berlin



A festival for dedicated cinephiles, Berlinale showcases over 400 films of various genres and lengths. One of the largest international film festivals in the world, it has been held in Berlin since 1978.

More than 10,000 professionals from 115 countries gather at European Film Market (EFM) for a variety of programmes, workshops, and premieres over the course of 10 days. You may even be able to catch sight of your favourite celebrities at Berlinale.

The Battle of the Oranges

Date: Feb 27- March 1, 2023

Place: Italy



The Battle of the Oranges is a world-famous food fight that takes place in the Northern Italian town of Ivrea, on the Sunday before the beginning of the Catholic Lent season. This year, it takes place from February 27 to March 1.

The event, which occurs over three days beginning on the Sunday before Shrove Tuesday, is held as a festive way to commemorate the history of the Ivrean people's liberation from a tyrannical government. The holiday serves as a symbol of their spirit and their victory in attaining freedom.

PAFOS

Leave your footprints on the wonders of nature

Pafos has a different world for nomadic souls to discover. Surrounded by the infinite Mediterranean Sea, sun-kissed beaches, welcoming natives, idyllic villages and traces of the deeds of deities, the beautiful city on the island of Cyprus offers diverse tourist products and experiences to all kind of tourists.

Pafos is almost completely dependent on tourism. Even after suffering irreparable damage from the economic impact caused by the COVID-19 pandemic, 2022 was a year of great recovery for Pafos' tourism. It managed to recover tourism by 80% in total arrivals and over 85% in revenues.

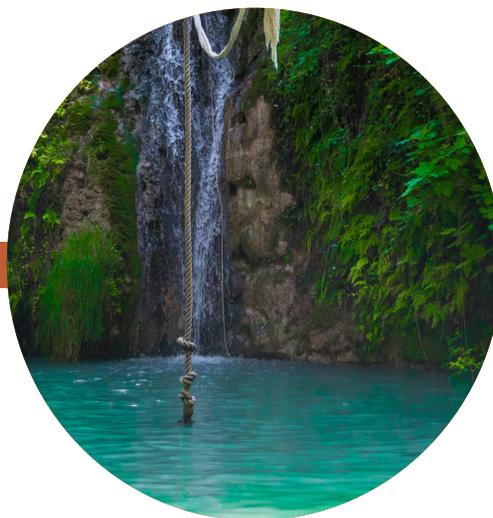


The city of Pafos has been designated as the UNESCO World Heritage Site and is a globally famed holiday destination. It has won the accolades of being the European Capital of Culture in 2017 and European Capital of Smart Tourism in 2023.

Holidaymakers or adventure lovers are genuinely spoiled for choice in Pafos: be it the region's long and intriguing history, a kaleidoscope of visual delights or a wide range of activities. Its visual delights have been brought to light and carefully conserved allowing visitors to peek into its rich history and deepen their sense of legacy. As Europe's sunniest island, the city is truly a year-round destination for a Mediterranean experience.

“ Pafos has seen smart tourism as an opportunity to enhance its services and images since year 2016.

Since that time we are investing in all 4 pillars of SMART tourism such as sustainability, digitalization, accessibility and cultural heritage and creativity.*



*Nasos Hadjigeorgiou, Executive Manager, Pafos Regional Board of Tourism

Best attractions in Pafos

Archaeological Park of Kato: Located in Kato Pafos, the magnificent Archeological Park in Kato is home to historical monuments that date back to the prehistoric times, the Middle Ages and the Roman Period. The most prized possession of the archeological park is the intricate floor mosaics with vibrant colours depicting various scenes from the Greek mythology. It is considered one among the finest specimens of Mediterranean architecture.

Other attractions in the park include the Asklepieion- a temple dedicated to the God of medicine, Tombs of the Kings, the Agora, SarantaKolones (Forty Columns) Castle, the Odeon and the Limeniotissa ruins of an Early Christian Basilica.





Paphos Market

Paphos Market is a must-visit place when in town. Here, poking around both the outdoor and the indoor markets is real fun. There is an abundance of local art and craft shops where you can get authentic and artistic souvenirs made and sold by the local artisans. The collectibles include jewellery, copperware, baskets, leather goods and others.

After an entire day of shopping, visit one of the cinema theatres for a movie or relax at a restaurant or a bar. Some of the most visited stores in Pafos are G.Sel Milano Boutique, Papantoniou Supermarket, Debenhams, etc.



Aphrodite's Rock

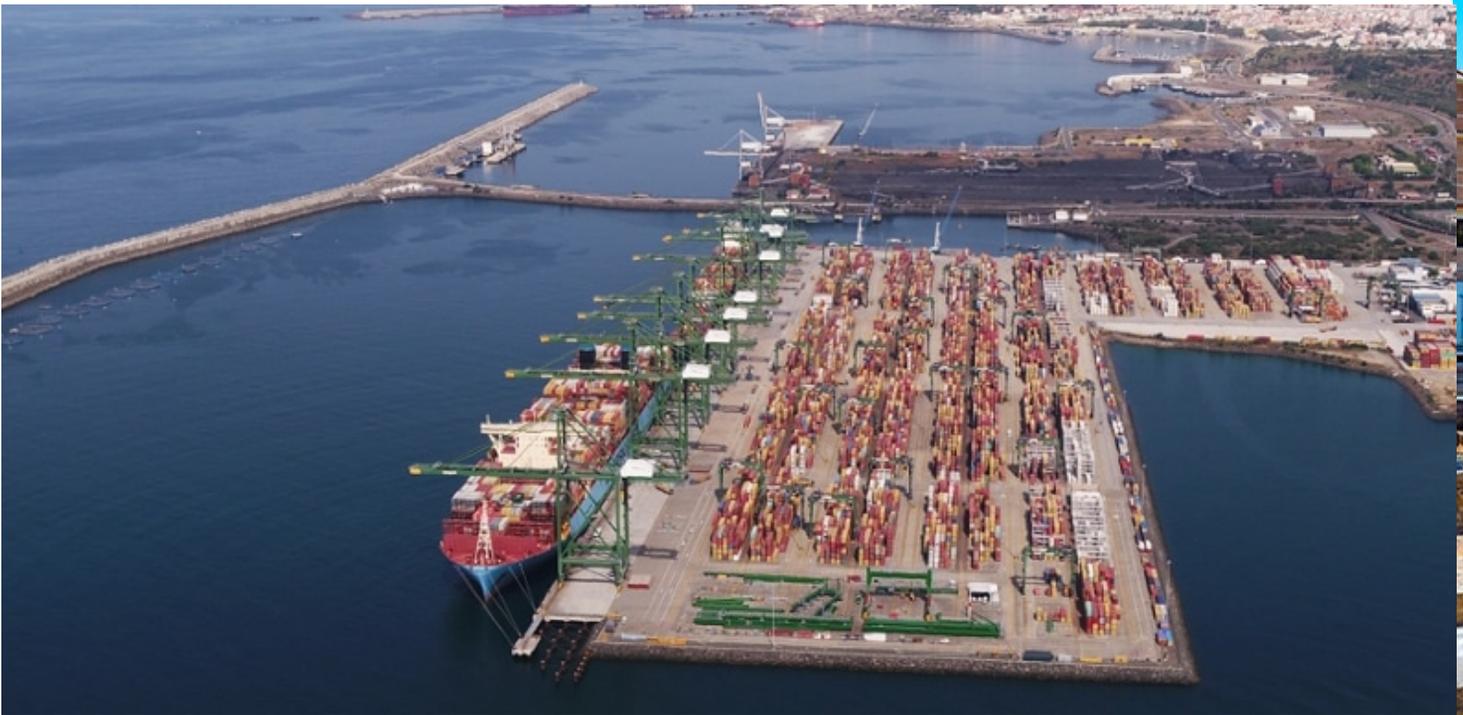
A 20 minutes' drive along the east of Pafos coastline will get you to Aphrodite's Rock. According to the Greek mythology, Cyprus is the birthplace of Aphrodite- the Greek goddess of love, fertility and beauty. Just offshore, there are three big rocks that are identified as the Aphrodite's Rock. Legends have it that the Goddess was born from the sea at this site and was brought to the shore on a clamshell.

Another version of the folklore says if a woman swims around the rock thrice, she will find her perfect partner. Else she will attain eternal beauty.



Old Town Pafos : Colourful shops, modern cafes, eclectic restaurants and well-preserved historic buildings create the real image of the Pafos' Old Town. Different adventures await you beyond the enthralling sea waters, sun-kissed coastline, religious and archeological sites of Pafos. Tickle your senses with aromas of fresh spices and the sounds emanating from traditional workshops manufacturing everything from ceramics to handcrafted jewellery and woven goods.

The hub of Cypriot heritage is equally popular among locals as well as the tourists. The Old Town boasts a bustling market operated by local villagers. From avocados, dried wild oregano to local bananas and seasonal fish, this is the place to get in the authentic vibe of Pafos.

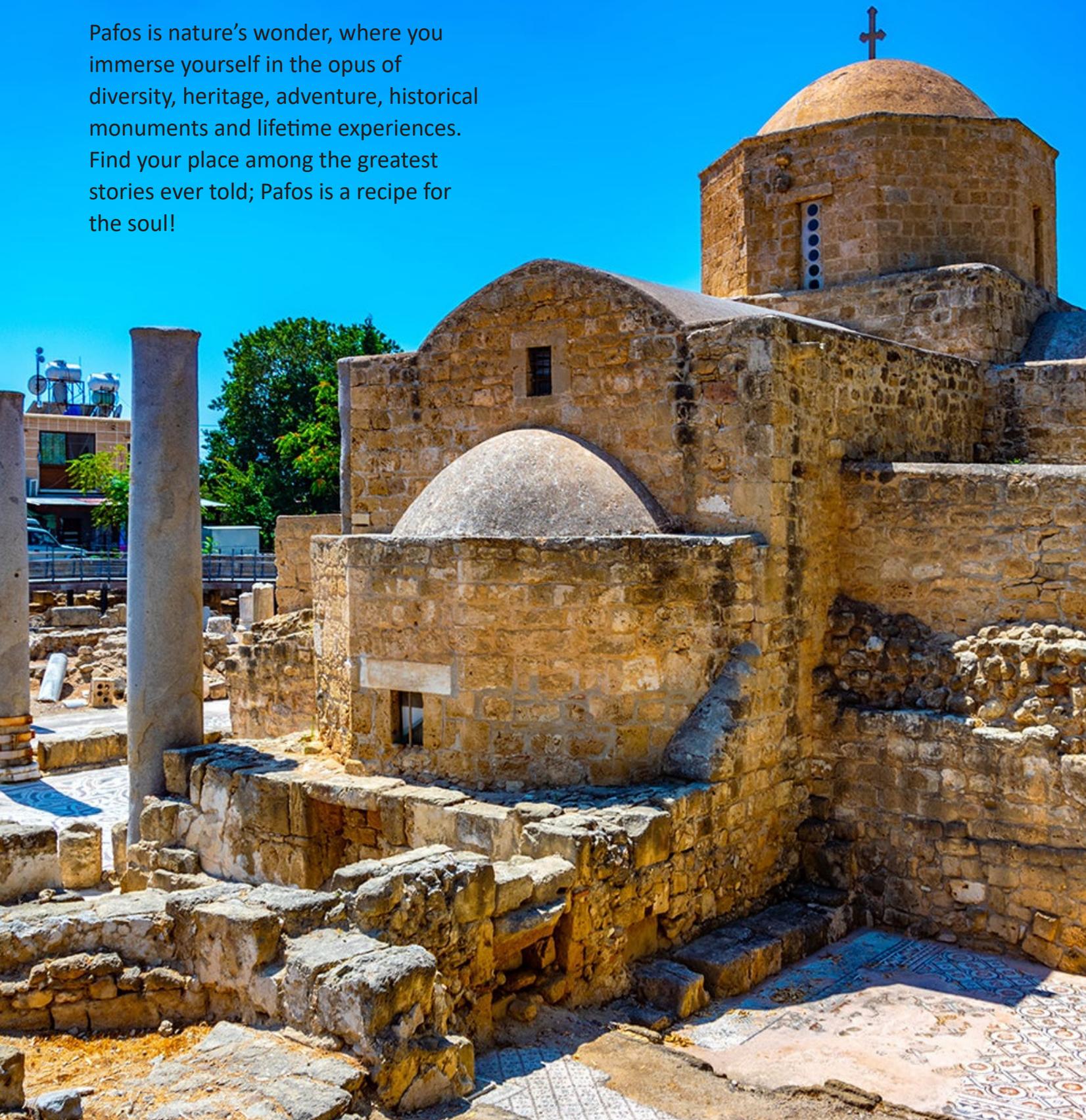


Ancient Harbour promenade : The Ancient Harbour is the best place to start your Pafos tour from. Walking along this place will make you feel you are literally walking in history. It is undoubtedly one of Cyprus' most scenic landmarks and is always teeming with visitors for a daytrip. As you stroll along the promenade, your view will be interrupted by iconic cultural monuments, restaurants, bars, art galleries and other interesting sights.

Dodge some time to put your feet up and savour traditional Cypriot cuisines such as a meze platter for two paired with a chilled Keor local beer, as you watch a surreal sunset over the Mediterranean Sea.



Pafos is nature's wonder, where you immerse yourself in the opus of diversity, heritage, adventure, historical monuments and lifetime experiences. Find your place among the greatest stories ever told; Pafos is a recipe for the soul!





In an upfront conversation with TTW Europe, **Nasos Hadjigeorgiou, Executive Manager, Pafos Regional Board of Tourism** shares his experience of the winning the prestigious title.

He also gives our readers an overview on the organisation's role in beefing up its tourism scene in the future years.

Interview Zone

The year 2022 year has been deemed as one of the most important in Pafos Regional Board of Tourism's history. Among its milestone achievements is the tourism board's significant contribution to Paphos' successful attempt at being chosen by the EU as the 2023 European capital of smart tourism.



“ In 2022 was a year of great recovery as we managed to recover tourism by 80% in total arrivals and over 85% on revenues.

TTW Europe : As the COVID-19 pandemic has wreaked havoc in global tourism how has it affected Pafos' tourism scene?

Nasos Hadjigeorgiou: Pafos is almost completely dependent on tourism and has suffered irreparable damage from the economic impact caused by the coronavirus. During the Pandemic, Pafos as the whole world has experienced

a drastic reduction in tourism counted to 85% less in 2020 on total arrivals and revenue compared to 2019 levels. In 2021 we have managed to recover to 50% and 2022 recovered even more up to 80% of the 2019 numbers. Nevertheless during the years of pandemic we have experienced, Decline in consumption, Drop in investment, Spike in unemployment, Poverty increase and more.

TTW Europe : Please share in details with our readers about the Visit Pafos' ongoing efforts to recover pre-pandemic footfall.

Nasos Hadjigeorgiou: Since the global air connectivity was hit hard due to the restrictions, lock down and border controls we had no other option on focus in accelerating our efforts to enhance the tourism products and experience offered in the area. We have invested heavily in digitalization and for the year 2020 we focused on domestic travelers for partial recovery. With special deals from the hoteliers, support from the government and intensive campaigns we have managed to keep the majority of the business open and receive some revenues.

Then in 2021 we have repeated the same approach while international air transport recovered a little bit, we have also invested heavily in international campaigns and promotional actions. This resulted to recover the tourism industry by 50% of the 2019 performance. In 2022 was a year of great recovery as we managed to recover tourism by 80% in total arrivals and over 85% on revenues.



TTW Europe : What initiatives are taken by the Visit Pafos to boost its tourism scene?

Nasos Hadjigeorgiou: Visit Pafos every year implements an action plan focusing mainly in 3 pillars, Promotion, products and experience development, as well as quality assurance. To name a few Development or enhancement of the experiences offered such as upgrading of digital tools, upgrading cycling and trekking experience, invest in better interpretation of places of interest and archaeological, enhance building environment especially in rural areas and more. When comes to promotion, we are heavily investing in our digital tools such as FB, Inst, You tube, websites etc while we run all year round intensive campaigns globally and nationally focus on potential travellers.

In addition to the above we participate in several travel exhibitions, workshops and conferences overseas, we organize press trips and FAM trips to international business partners and press people. When comes to quality assurance we have set up a mechanism that we analyze feedback from clients and partners. Annual customer satisfaction survey is also taking place collecting very important data. All feedback taken is communicated to each responsible party in order to take corrective actions and monitor progress. Quality is our focus. Our main aim is to transform Pafos from a sun and sea destination to a modern innovative destination.

TTW Europe : Pafos has been selected as the winner of EU's 2023 European Capital of Smart Tourism competition. Please share your reactions to it.

Nasos Hadjigeorgiou: Pafos has seen smart tourism as an opportunity to enhance its services and imagesince year 2016. Since that time we are investing in all 4 pillars of SMART tourism such as sustainability, digitalization, accessibility and cultural heritage and creativity. The city in the last 2 years has invested over 25 million in smart infrastructure projects while we as the tourism board invested heavily in smart apps, digital content, smart signs, creative tourism, accessibility and more.

We were very happy to see that all our efforts, the plans we have prepared as well as the involvement of local residents, stakeholders and policy makers have all been appreciated by the European commission and selected Pafos as one of the two Co capitals of Smart Tourism 2023. Here in Pafos, we are all very excited since we have put in place a wide range of activities and actions to be implemented in 2023 and during the next coming years. The title is expected to elevate the image of the destination globally but also provide us with funding opportunities from National and European funding schemes. As from the beginning of the year we are implementing a specific action plan towards a better and a smarter Pafos.



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TTW Europe : What are the top attractions in Pafos that you would like to highlight for someone visiting the region?

Nasos Hadjigeorgiou: Pafos is an all-year round destination, one of the most beautiful, diverse, and historically rich areas of Cyprus. The capital of Cyprus in Roman times, the European Capital of Culture in 2017, and the European Capital of Smart Tourism 2023 is internationally known as a holiday destination. The whole city is included in the UNESCO world heritage list. It is one of the most popular areas in Cyprus and it attracts the majority of the visitors coming to the island. Pafos offers a divert tourist product and experience.

Among tons of very important places of interest/attractions we highlight the below TOP 5:

The UNESCO Archaeological Park of Kato, Pafos

The Medieval Castle by the Ancient Harbour

Panagia Chrysopolitisa and the St. Paul pillar

Old Town Pafos, including the public library, town hall and all the neoclassical buildings, create experience offering

Pafos Coastal area—promenade, Ancient Harbour

TTW Europe : How many events have you secured successfully in the years post-pandemic? What are your plans to revive Pafos' MICE scene?

Nasos Hadjigeorgiou: The area every year attracts or organizes a series of events. From concerts to art exhibitions and shows, parades open air festivals and more. It is also a popular area for MICE especially for up to 500 participants in indoor venues.

When it comes to actions to revive Pafos MICE scene we follow a series of initiatives such as: We listen to what travelers and DMO are saying in order to contentiously adopt into new trends and needs. We look at where the market is going. We constantly analyzing travel data to identify who has been visiting, for what purpose, and how that compares to competitive destinations.

TTW Europe : How do we benchmark against our competitors?

Nasos Hadjigeorgiou: We identify and we reposition the destination to attract MICE. As a destination we are planning a concrete digital strategy and messaging for convention centers, visitor bureaus and tourism authorities.



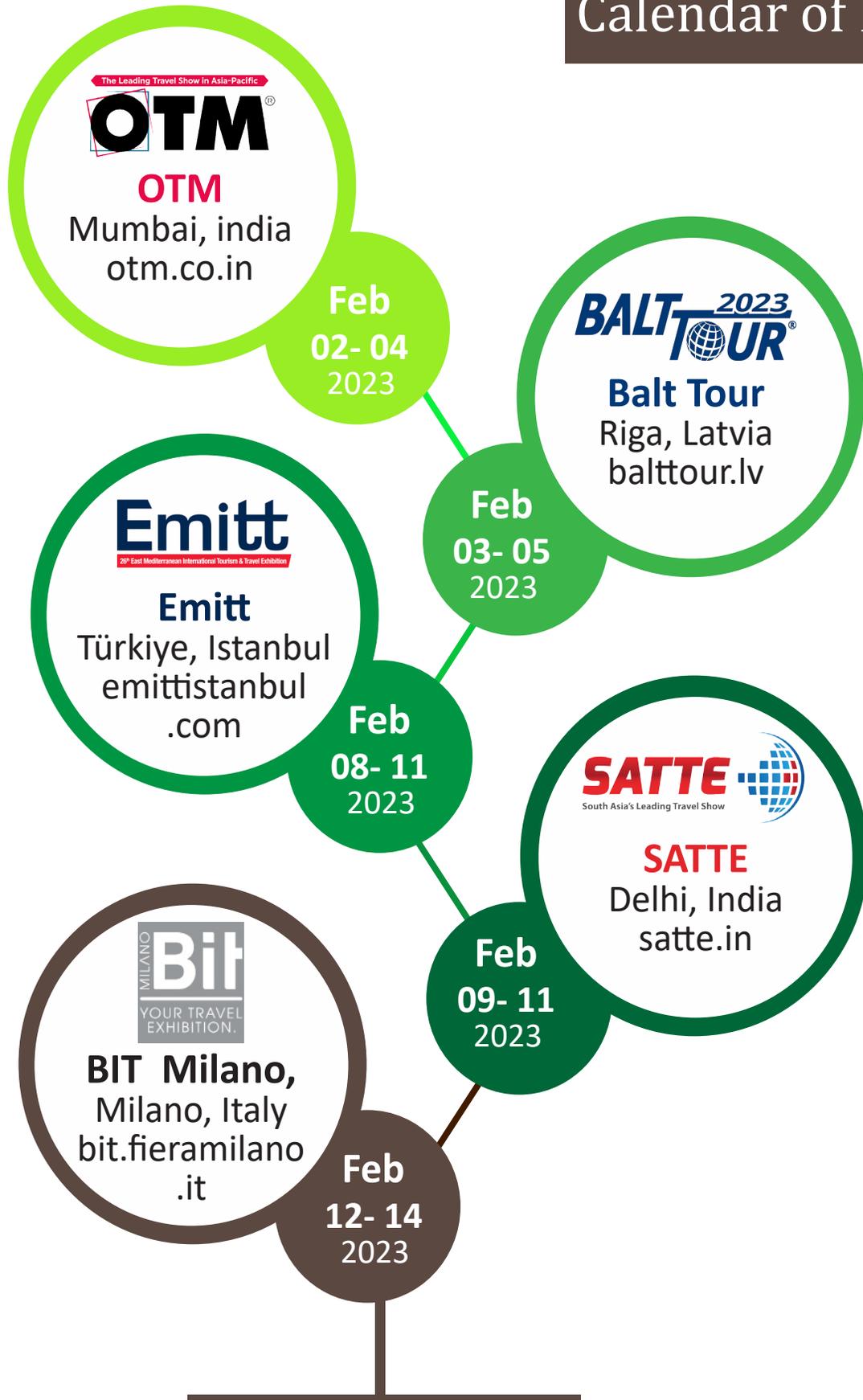


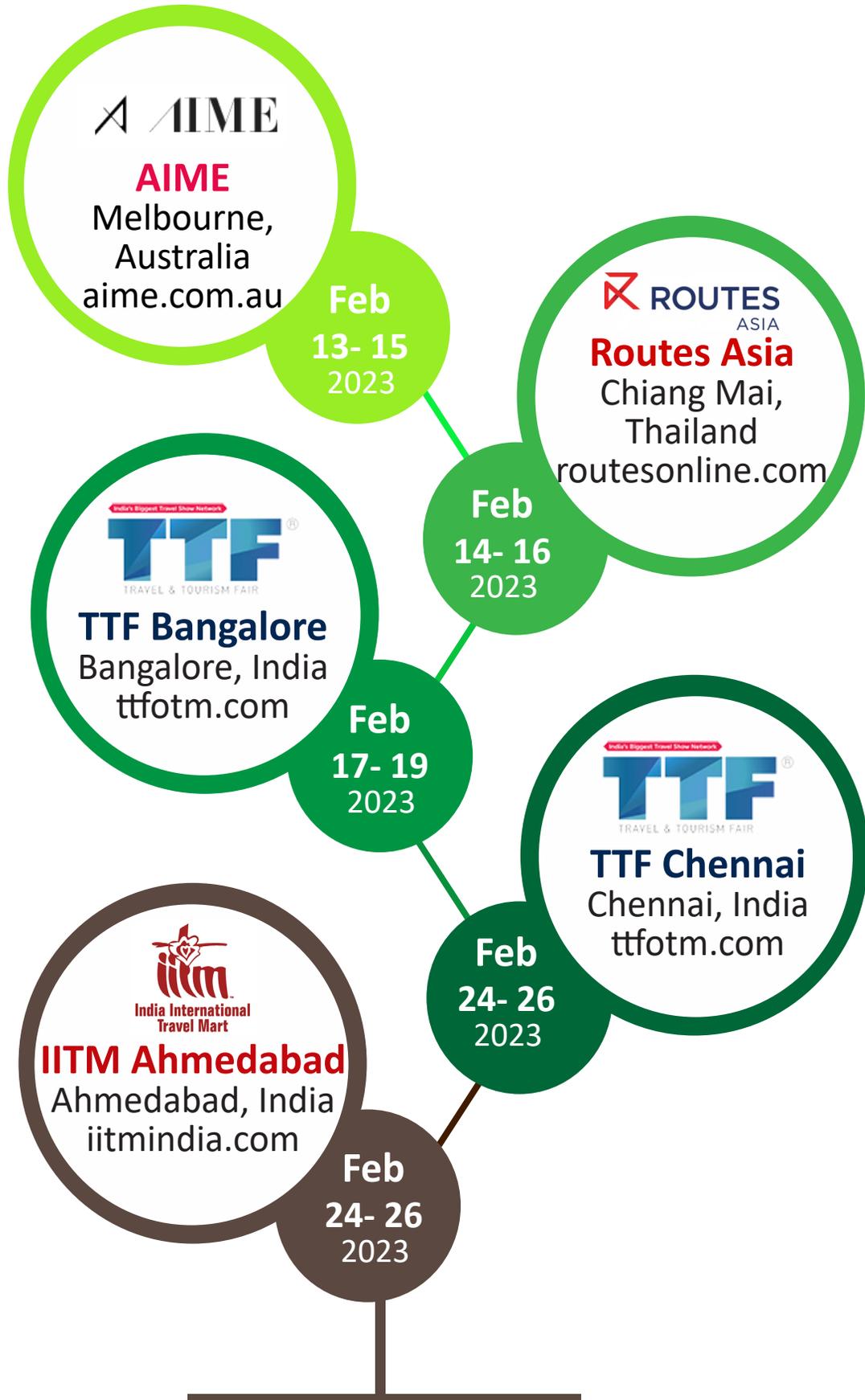
Designate several stakeholders to focus on marketing MICE. From digital marketing campaigns that respond to the social, web, and search footprint of the consumer to B2B Conference Exhibitions targeting lead generation. Last but not least another very important part of the puzzle to revive MICE is to secure efficient/frequent air connectivity with source markets, an area where we are very active.

TTW Europe : Where do you wish to see Pafos' tourism industry in the next five years?

Nasos Hadjigeorgiou: We would like Pafos to be one of the most attractive destinations in the eastern med, to remain the most popular tourism destination in Cyprus, and a destination that is active all year round. Our strategy is inspired by the 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 We mainly focus on 3 goals. Ease seasonality by expanding the season from March –Dec every year. Increase travelers per head spending and take rational initiatives towards protection of the environment and the cultural heritage.

In addition, we are working to balance the customer mix and source markets attracted in the area, securing efficient air transport all year round and elevate the image and the digital presence of the destination globally. Lastly, we envision Pafos in the next 5 years to enjoy a very insignificant unemployment rate, over 20,000 beds out of 30,000 to remain in operation all year round and more individual average to up market travellers visiting the region.





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