

## Market Viewpoint:

By AGTA Chairman, Noel Josephides, February 2015



Noel Josephides, AGTA (UK) Chairman

**momentum for bookings to Greece has also slowed.** Nothing affects the travel industry as much as uncertainty. There is so much choice of destinations now, that clients can always postpone visits to countries where they consider there may be an element of risk.

Cyprus, however, has not been affected so far and I hope it will not be dragged down if the situation in Greece deteriorates and a compromise with the EU is not reached.

The demise of Cyprus Airways has been a blow to many of our members but was expected and did not cause any financial damage. **Luckily, we have been able to turn to British Airways for support and sponsorship and we plan to develop the relationship to our mutual benefit. The British Airways services both out of Gatwick and Heathrow better reflect the more up-market image that Cyprus tourism needs to develop.**



Numbers and price are not everything and Cyprus, with a 4½ hour flight from the UK, is just too expensive to compete with the likes of Greece, Turkey, Egypt and Tunisia. If the Russian market does fall by as much as 40%, as some are predicting, then the island will have to consider a serious re-adjustment to its offering



Photography by Marcus Bassler

It takes time to develop new source markets and it is hard to understand exactly what the Cyprus Tourist Organisation is planning to do. Certainly, we have not noticed any increase in promotional funds allocated to the UK. **Many of us do not understand why, as an increase in numbers from this country, no matter how small, will be more significant than any numbers coming from a new source market.** The CTO seems to be in turmoil at the moment, with no leadership and sense of direction. **It is very important that morale within the organisation is restored and a firm sense of direction established before permanent damage is done to Cyprus tourism.**



Cyprus Adventure



Ikos Village, Troodos



Aqueduct, Kamares, Larnaca

## TRAVLAW – 2015 Big Tent Event

TRAVLAW successfully held their 6th 'Big Tent Event' on the 13 of January 2015 at the IMPACT HUB, Kings Cross, London. The annual event is held each January and was co-sponsored by White Hart Associates.

Once again, this year's meeting brought to the fore important trade and consumer issues affecting the industry with the input of a distinguished panel of experts. The panel on this occasion comprised of: Kate Jennings (Department for Transport – representing the UK Government), Andrew Cohen (Head of ATOL at the CAA), Mark Tanzer (Chief Executive, ABTA) and Chris Photi (Managing Director, White Hart Associates). The informative and lively debate, with the participation of a packed audience, was masterfully moderated by Travlaw's Senior Partner Stephen Mason.

This year's agenda focused mainly on the forthcoming revised 'Package Travel Directive' (PTD), the final draft of which

is likely to be published around May 2015, soon after the Parliamentary Elections. The exact date of publication is currently being discussed by the European Parliament and Council of Ministers.

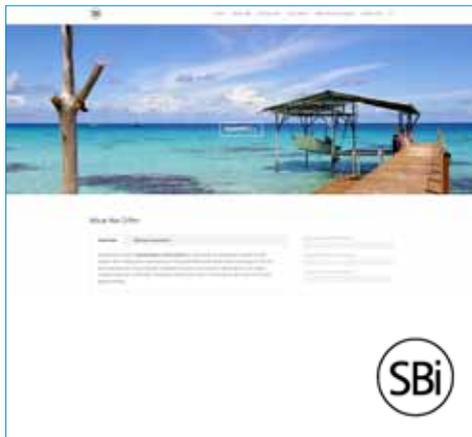
There was also a presentation from the French member of Travlaw's International Travel Law Network (ITLN) discussing the legal system in France. Many other ITLN members were also present at the event. ITLN is a unique solution for Travlaw clients who may require assistance from overseas lawyers. All law firms have been personally selected by Travlaw on the basis of their skills and expertise. [Note: For further information please feel free to contact any Travlaw Team Member at [www.travlaw.co.uk](http://www.travlaw.co.uk) Travlaw is a company of expert solicitors in the Travel / Tourism / Leisure and Aviation industries, which has been an AGTA Affiliate member for many years].



Pictured with Farina Azam, TRAVLAW are Yannis Efthymiou and Noel Josephides



Pictured: Stephen Mason speaking to the Big Tent Event audience



## New AGTA Affiliate Member:

**SandyBeach International**, a UK promotional company of hotel and resorts in Cyprus and Greece, as well as other destinations has joined AGTA as an 'Affiliate Member'. **The company is run solely by Sandra Bruce, well-known among AGTA circles.** Sandra has a long standing association with Cyprus going back to 1979. She lived and worked in Cyprus and the UK as a sales

representative for Stademos Hotels, until Stademos Hotels closed its UK operation. Sandra has both, a British and Cyprus nationality status. She achieved her dual nationality having lived and worked in Cyprus for a number of years. For further information contact Sandra Bruce, at: SBI, Tel: +44 (0) 7802 478843 Skype: sandra.bruce7, E-mail: [sandra@sandybeach.cc](mailto:sandra@sandybeach.cc), [www.sandybeachinternational.com](http://www.sandybeachinternational.com)



## Londa Joins Network of – 'Small Luxury Hotels Of The World'

**Londa Hotel joins network of Small Luxury Hotels of the World:** LONDA Beach, Limassol's first boutique hotel, recently joined the elite ranks of Small Luxury Hotels of the World, with over 520 hotels in 80 countries, all chosen for their

unique character, personal service and memorable experiences. Londa Beach was accepted as a member following a recent inspection visit by the SLH development team.



A view of the pool side at Londa

## THANOS HOTELS proud for ANASSA Award



### Tatler Travel Awards 2015

We're thrilled to announce that Anassa was awarded the best 'Family Frolics' hotel in the **Tatler Travel Awards 2015**.

The awards were presented by Tatler's Travel Editor Francisca Kellett on Monday 24 November at London's Ham Yard Hotel, and described Anassa as follows:

*This hotel is all about families. It's owned by a family, and they make everything so easy. They've thought of EVERYTHING – there's a gorgeous beach and wonderful food, of course. But they also have all the gear you need for travelling with children, and the kind of kids' club that you'll have to prise your children out of.*



THANOS HOTELS  
ANASSA . ALMYRA . ANNABELLE

### Thanos Hotels Press Release: Anassa Redefined

"In Spring 2015, Anassa will reopen following her winter break with the grand unveiling of newly renovated suites, garden studio suites, junior suites and villas. Customised furniture and furnishings unify tradition and modernity, showcasing custom-designed Joelle Pleot furniture handmade by local Cypriot artisans, effortlessly enhancing the hotel's elegant 'at-home' design and sublimely stylish surrounds.

A blend of luxurious silks and linens in pretty maritime blues and soft subtle creams create an atmosphere of cool comfort and welcoming warmth. Custom-made oak furnishings showcase the enviable skills of local craftsmen, produced using traditional techniques handed down through generations. Together, they exude a beach-chic apartment vibe that showcases contemporary Mediterranean styling at its elegant, understated best.



**"Anassa is an institution in her own right,"** explains Managing Director, Thanos Michaelides. "We are blessed to have been working with the same artisans and designers since she opened, all of who truly understand what she represents. The renovations really elevate Anassa's elegant allure, while maintaining her distinctive character and uniqueness. The results are truly beautiful."

**For further information please contact: Sophia Buttigieg, Sales Manager UK & Europe**

**Tel: + 44 (0) 1763 260 888**  
**Mob: + 44 (0) 7918 663 220**  
**E-mail: [sales.uk@thanoshotels.com](mailto:sales.uk@thanoshotels.com)**  
**[sales.europe@thanoshotels.com](mailto:sales.europe@thanoshotels.com)**  
**[www.thanoshotels.com](http://www.thanoshotels.com)**



Pictured: Noel speaking at the awards

ABTA chairman Noel Josephides, chairman of Sunvil, received the outstanding achievement award at Travel Weekly's Globe Travel Awards on Thursday night. A leading figure in the industry for more

## ABTA chairman, Noel Josephides, honoured at the Travel Weekly Globe Travel Awards, by the Travel Weekly Team on 15th January 2015

than 40 years, Josephides was for many years chairman of independent operators' association Aito, a founder member of the industry's sustainable tourism charity The Travel Foundation, and is a former member of the advisory committee on air travel insolvency protection to the Government. He remains chairman of The Travel Foundation.

Josephides was presented with the award by Gold Medal head of sales and business

development Ruth Hilton. He told the audience at London's Grosvenor House: "Unusually, I'm lost for words. I hope I can continue being of service." Josephides told Travel Weekly: "I thoroughly enjoy this industry, with all of its problems and all its changes. I'm passionate about protecting the small, independent player. "People think now is a time of great change, but when you look back there has always been something happening. It's a great industry to be in.



Pictured: Harry Kyriioulou, Planet Holidays, Anna Papaphotis, Travelmania, Lillian Panayi, CTO London, Tas Anastasi, Cyplon Holidays

## CTO London Hosts A Wine Discovery Event At The Cyprus High Commission, London

AGTA (UK) supported the Cyprus Tourist Office London in organising a specialist CYPRUS WINE EVENT at the Cyprus High Commission in London, on Wednesday, 26th November 2014, with the assistance of the Cyprus Trade Centre. H.E. Mr. Euripides L. Evriviades, High Commissioner for the Republic of Cyprus, formally introduced the event.

Orestis Rossides (CTO UK Director) gave a presentation on the wine routes of Cyprus, highlighting the individuality of the various wineries that can be visited as part of the 7 routes. **Caroline Gilby, Master of Wine**, was a guest speaker giving her insight into the wide range of quality Cypriot wines now being produced on the island, followed by wine tasting of a number of wines from some of the new boutique wineries.

## AGTA (UK) 2014 AGM & DINNER

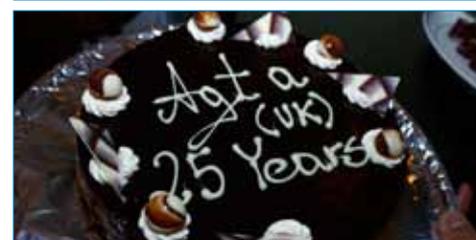
AGTA (UK) held its 2014 AGM & Dinner at the Lemonia Restaurant, in London, on the 1st of December 2014.

The event marked **25 years since AGTA was founded in May 1989**. The Cyprus Tourist Office, London co-sponsored the fun-packed event. The event was attended by 30 senior managers and executives from member companies and UK based hotel representatives of Cyprus Hoteliers. Yannis Efthymiou introduced the event

and spoke briefly about the beginnings of the AGTA Secretariat and how it progressed in time. Orestis Rossides (CTO, London Director) thanked AGTA members and networking hotel representatives for their efforts in promoting Cyprus Tourism in the UK. Chairman Noel Josephides spoke of the old, golden days and the challenges that lie ahead, including a brief outline on the forthcoming draft of the EU Package Travel Regulations.



Pictured: Attendees at the AGTA AGM Dinner



### End Note:

AGTA NEWS is a quarterly newsletter distributed to members and industry networking tourism partners. We would welcome suggestions from members for important news (i.e. awards or out of the ordinary news) about their organisations /companies for inclusion in future editions

of the Newsletter. Comments on published items are also welcomed. Please e-mail any of these to the AGTA (UK) Secretariat: E mail: [yannis@agta.co.uk](mailto:yannis@agta.co.uk)

For more information about AGTA please contact the Association's Secretariat

Published/Distributed - February/March 2015

Yannis Efthymiou  
Executive - AGTA (UK)

AGTA NEWS Winter/Spring 2015  
design by [www.creativelinkltd.co.uk](http://www.creativelinkltd.co.uk)