

### CYPRUS TO BECOME '1ST SUSTAINABLE DESTINATION' / BY AGTA CHAIRMAN NOEL JOSEPHIDES

I have many jobs in the travel industry, which sit alongside being managing director of Sunvil. One very important job of which I am very proud is being the *chairman of The Travel Foundation, our industry's 'sustainability' charity.*

Perhaps you haven't heard of it? It takes years for anything to register with the industry as a whole, especially if you don't have big promotional budgets. Sunvil has been in existence for 40 years now, just as long as Thomson/TUI, but I doubt that any more than 30% of travel agents have heard of us.

Anyway, if you happen to be reading this, then you should know that The Travel Foundation is unique in the world - the first such charity funded by the travel industry and its customers in order to maintain the destinations we all send our clients to. Our main supporters are TUI/First Choice, the Co-operative movement, Thomas Cook and Virgin. It is run by a very dedicated team in Bristol, was conceived in 1998 and I feel very privileged to have been a part of it since then. If you want to know the destinations we are currently involved with and the work we are doing across the globe, then look at [www.thetravelfoundation.org.uk](http://www.thetravelfoundation.org.uk)

Travel industries in other countries are looking at what we are doing. *In Cyprus we set up the Cyprus Sustainable Tourism Initiative (CSTI),* which is a local charity with which we work in order to further the concept on the island. We have already initiated many projects - from sustainable excursions, tree planting and beach cleaning - and have published six sustainable village fly-drive routes to encourage the visitor to support the villages and their cottage industries.

Last week, we took all our area managers to the island for their annual training and bonding meeting



AGTA Chairman - Noel Josephides

**The Travel Foundation & Cyprus Government undertake partnership plans to make Cyprus first "Sustainable" destination**



Troodos Hiking

and they also gave presentations to the Cyprus Tourist Office (CTO) and other industry partners in Cyprus about the initiatives they were running in their destinations.

*This was the final chapter in lengthy negotiations between the Travel Foundation and the Cyprus Government in order to enter into a partnership over a five year period to make Cyprus the first 'Sustainable' destination.* The Foundation will provide seed funding to the tune of

50,000 Euros per annum and the CTO will chip in 100,000 Euros per annum before funds are leveraged from other parties - from the Government, EU and private sectors. We signed the deal last Wednesday and now the hard work will begin.

Sunvil has operated to Cyprus since 1970 and over the years I have seen many changes, both good and bad. Cyprus has to re-establish its identity, re-discover the nature and culture that made it so appealing 15 to 20 years ago and this is exactly what the committee, made up of representatives from the CTO, the CSTI and the Travel Foundation will be discussing. We will be prioritising projects which will include, amongst others; developing minimum sustainability standards for the hotel and general accommodation industry; a plan for sustainable development of golf courses; an indigenous planting scheme for the tourist industry in Cyprus; a renewable energy programme using waste from the hotel and accommodation industry; developing a composting scheme with a group of accommodation providers in a resort; a campaign to prevent littering in municipalities and generally developing rural enterprise.

What will it take to make this partnership succeed? Money, to a certain extent, but mostly it will require passion to make a difference across all age groups, different Cyprus industries and Government departments. We shall have to motivate and educate and demonstrate that what we are suggesting is saving money and beautifying the island. It will not be easy. Cyprus is one of the 20 wealthiest nations in the world and is in no need of charity. But we can see the problems that unregulated growth and inadequate planning have caused and we now want to put them right. *Wish us luck, as this is an enormous and very important undertaking* ■

## ST. RAPHAEL RESORT TO SPONSOR 2011 LIMASSOL INTERNATIONAL MARATHON IN CYPRUS

The five-star St Raphael Resort in Limassol (pictured right) will be one of the official sponsors for next year's Limassol International Marathon, by offering special room rates for marathon participants and their guests [details from the hotel directly on (+357) 25-636100 or email [reservations@raphael.com.cy](mailto:reservations@raphael.com.cy)]. The arrangement came about in April 2010 when organisers for the 2011 Limassol International Marathon and the St Raphael Resort exhibited at the Virgin London Marathon EXPO at London's EXCEL Centre and offered visitors the chance to win an amazing seven night holiday at the St Raphael Resort inclusive of return flights and transfers or car hire courtesy of Europcar. The prize also included all race entry costs! The winners are due to be drawn in July.

More on: [www.raphael.com.cy](http://www.raphael.com.cy)



Limassol Seafront

The Limassol International Marathon – to take place on 20th February 2011 – is proving to be a huge success, attracting runners from across the globe!

TO REGISTER FOR THE MARATHON,  
SIMPLY VISIT  
[www.limassolmarathon.com](http://www.limassolmarathon.com)



Kolossi Castle

**A**ward winning Golf Resort Aphrodite Hills (pictured right) has been selected to host the widely anticipated 2010 PGA EuroPro Tour Championship finale –with a prize fund of €5,000 up for grabs–, a key event for golf aficionados! Taking place from 30th September to 2nd October 2010, the Professional Golfer's Association tour finale, sponsored by the Cyprus Tourism Organisation and Cyprus Airways, will put the island on the international golfing map. Televised on Sky Sports, the tournament is recognised as Europe's leading developmental tour for aspiring professional golfers, and will see the top 60 players in the Order of Merit compete alongside the pros in a battle to become crowned 2010 champions. The 13 qualifying rounds will take place at the UK's most prestigious golf clubs, with Aphrodite Hills, the first-ever leisure and golf development of its kind in Cyprus, [designed by acclaimed architect Cabell Robinson] playing host to the finale. The course is a perfect combination of challenging pot bunkers, manicured fairways of lush Bermuda grass and generous tiered greens. Built on two plateaux separated by the breathtaking Randidi Gorge, the course expands through indigenous olive and carob trees, boasting outstanding views over the Mediterranean. And a 130-metre gorge dividing tees at the par three, the seventh hole is a great test of prowess for golfers of all levels! ■

More on: [www.aphroditehills.com](http://www.aphroditehills.com)



## APHRODITE HILLS RESORT IN CYPRUS TO HOST THE FIRST EVER PGA EUROPRO TOUR 2010 CHAMPIONSHIP

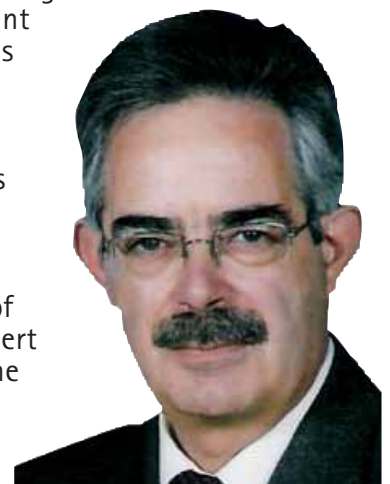


### CYPRUS TOURISM ORGANISATION APPOINTS NEW ACTING DIRECTOR GENERAL

The Cyprus Tourism Organisation (CTO) has recently appointed Mr. Lefkos Phylactides, age 54, as the new Acting Director General. Mr. Phylactides has considerable expertise in the field of tourism, having served in various departments of the CTO for 30 years. Immediately prior to his new appointment, he held the position of Director of the Department of Tourist Services.

Mr. Phylactides is a graduate of the University of Surrey, UK, in Hotel and Tourism Management from where he has also been awarded a M.Sc. degree in Tourism Planning and Development. He currently holds

various significant roles including Chairman of the Independent Committee of the Cyprus Certification Company, a member of the Air Transport Licensing Authority of the Ministry of Communications and Works, a member of the Hotels Committee of the CTO, a member of the Advisory Committee of the University of Nicosia and a registered expert in the field of tourism with the TAIEX instrument of the European Commission. ■



### CYPRUS TOURIST OFFICE / CYPRUS AIRWAYS HOST STANSTEAD & MANCHESTER EVENTS



Pictured from left to right: Spyros Neophytou, Orestis Rossides, Nick Barton (Development and Commercial Director, BAA Stansted Airport) Andreas Agathou, Noel Josephides

The Cyprus Tourist Office and Cyprus Airways convened key promotional events with travel agents / tour operators, media and travel trade press in May at Stanstead and Manchester Airports. The events were successful in generating publicity for Cyprus at the start of the early 2010 summer booking season. A good number of AGTA members attended the events. ■

### ANNUAL GENERAL MEETING 2010



The AGTA (UK) 2010 AGM & dinner were held in London, on 8.6.2010. The event marking the Association's 21ST year anniversary was attended by 30 members, sponsors and guests.

In his address at the AGM Chairman, Noel Josephides, gave a market update on the current market

situation laying the blame for the dismal months of April and May on the chaos in aviation caused by the volcanic ash cloud, the BA strikes and the overall UK economy. The focus of Noel's address concerned gloomy predictions on the future of the Travel Industry over the next 20 years as expressed by tourism leaders and analysts during recent high level trade meetings / seminars. The view at these events was that Global Warming was likely to impact gravely on hot climate destinations. Noel said that large UK companies like TUI, Cook and Virgin were taking this matter seriously by investing heavily in building their research teams' workforce. ■

### CAA / AGTA SEMINAR 2010



David Moesli - Deputy Director, Consumer Protection Group (CPG)

The UK Civil Aviation Authority gave a seminar for AGTA members on 27 April 2010. Main speaker from the CAA was David Moesli [Deputy Director, Consumer Protection Group (CPG)]. The main theme of the CAA presentation was the 'ATOL REFORM'. David generally briefed members on the latest situation on that and on new measures being considered for the introduction of the scheme by 2011 -through a currently ongoing consultation with the trade- which included a proposal to bring airlines into ATOL. [Note: David's full presentation is available



from the AGTA Secretariat]. After the seminar -held at Britannia Centre, London N12- AGTA hosted a dinner for attendees, which was *generously sponsored by Marfin Laiki Bank [the Association's Bankers]*. ■

### DIRECTORY 2011

The 2011 AGTA members' directory will be printed by the middle of October 2010. AGTA (UK) annually produces this annual brochure [10,000 copies] in order to advertise Cyprus as a quality tourist destination to the trade and the consumer. As normally, the brochure will be marketed directly at trade and consumer travel / holidays exhibitions and its distribution will include a trade mail-shot during October/November 2010. [Note: A memorandum regarding free entries & advertising in the new brochure together with an updated membership list will be distributed to members with this edition of AGTA NEWS. Members are kindly requested to update their standard entries if required]. ■



### WEBSITE

A further upgrade of the AGTA website [www.agta.co.uk](http://www.agta.co.uk) has been ongoing since last September and will be completed by March 2011.

AGTA NEWS is a quarterly produced newsletter distributed to members and industry networking tourism partners. Comments on published items should be e mailed to the AGTA (UK) Secretariat: Email: [yannis@agta.co.uk](mailto:yannis@agta.co.uk) Telephone: 020 8889 8395

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