

' A market viewpoint ' by AGTA Chairman, Noel Josephides



Noel Josephides, AGTA (UK) Chairman

has Cyprus, even though the slump in the Russian market has taken the shine off the Cyprus performance. **By the end of June, the UK was 14.3% ahead for Cyprus and Russia was 20.9% down, a better Russian performance than anyone expected. To be overall 5.7% ahead in the current market is a very satisfying performance.** Germany, Sweden, Israel are all performing well. Generally, Cyprus is steadily broadening its base of supplier nations.

I don't think that anyone in 2014, looking at what was likely to happen in the current year would have anticipated the turmoil that has engulfed the world since January.

Demand for Turkey has slumped as a result of the border conflict with Syria though none of the Turkish resorts are in any way affected. Tunisian tourism has virtually died following the beach attack by Muslim extremists in June. Egypt is still subject to violent attacks on a regular basis. The uncertainty over the Greek bailout has affected bookings to that country. Jordan and Lebanon are suffering from the refugee fallout from Syria and Iraq and generally there is a question mark over tourism to Arab countries and the Middle East in general.

As a result, Mainland Spain, the Balearic Islands, the Canaries and Portugal and Madeira have been doing very well and so

There is also no doubt that Cyprus tourism has benefitted from the woes of its competitors. Nothing is fair in tourism. We should not therefore get too complacent as to the fact that we have turned the corner. Cyprus is still too expensive, even with the current fall in the value of the Euro and service can always be improved.

The Times carried an article a few weeks ago as to the fact that private rentals have now overtaken hotels as Spain's top places to stay. The report stated that the likes of Airbnb and similar sites had listed 2.7 million beds at the end of 2014, compared to 2.4 million spaces in hotels and other regulated lodgings. It went on to say that Exceltur, whose members include major hotel chains and airlines, said that the growth in the private rental industry mean Spain's Government should ensure that there is a level playing field in terms of taxation.



Limassol, Cyprus

Exceltur also warned that the state could be losing up to €432 million per year in undeclared earnings from the private sector. Over the years I have spoken to every Director General and every Tourism Minister and tried, to no avail, to explain what was happening and that Cyprus should be regulating the thousands of properties that are currently available for rent on the island. I am afraid in every case what I say goes in one ear and out of the other and absolutely no action is taken. ***Perhaps the CTO should speak to the Portuguese who, like Cyprus, Greece and Spain, are in need of tax revenue and have given deadlines for all private properties being used for tourism to be licensed.***

The unlicensed properties are benefitting from the tourist promotions being paid for by the licensed and regulated sector. It is unfair and all rental properties should be regulated and taxed.



Cyprus photography event



The Cyprus Tourism Organisation (CTO) and the Cultural section of the Cyprus High Commission (CHC) hosted a successful photographic exhibition, by the renowned UK photographer, Simon Brown at the Cyprus High Commission in London on the 17th of June 2015. AGTA

Members attended the event. A CTO press release stated: The churches, people and traditional skills of people living in the mountain villages of Cyprus was the source of inspiration for his wonderful photographs, bringing visitors close to rural Cyprus as a unique

place and highlighting the simple, unadorned and unadulterated way of life. The instigator for Simon's visits to Cyprus was Nadia Marks, author and journalist, who was closely involved throughout the whole project.'



Left to right: Simon Brown (photographer), Nadia Marks (author and journalist), H.E. Mr. Euripides L. Evriviades, High Commissioner for the Republic of Cyprus, Dr. Achilleas Hajdikiyriacou, Cultural Counsellor, Cyprus High Commission



Left to right: Orestis Rossides (CTO), Lillian Panayi (CTO), H.E. Mr. Euripides L. Evriviades, High Commissioner for the Republic of Cyprus, Simon Brown (photographer), Maria Avgousti (CTO), Dr. Achilleas Hajdikiyriacou, Cultural Counsellor, Cyprus High Commission



Pictured at the Cyprus photographic event from left to right: Angelos Agathangelou (Anemone Travel), Yannis Efthymiou, AGTA & Darren Eade, Kanika Hotels

Nostalgia over '30 years for Greece & Cyprus Travel', Birmingham



An early photo of years gone by, 'The Good Old Days'

GREECE & CYPRUS TRAVEL CENTRE (SKYFARE TRAVEL LTD) is a highly successful independent Travel Agent and Tour Operator, celebrating 30 years in the travel industry in 2015. The family run business was established in the heart of Sutton Coldfield, West Midlands in March 1985. Its directors are, namely, Manolis & Anna Mavroulakis who are of Greek and Greek-Cypriot origin. Soon after it opened the company became a member of ABTA and acquired its IATA & ATOL licenses within the next 2 years. Since those early beginnings, Anna & Manolis have always pride themselves to run their company hands on offering a quality personal service with the renowned warm Greek and Cypriot hospitality. This approach to business subsequently rubbed off on to their highly trained staff through the years and the company continues to operate to date in the same style. Hence the company sustains a large repeat clientele with a high level of



Images of the Greece & Cyprus Travel Office in 'modern days'

loyalty and satisfaction. Greece & Cyprus Travel is a founding member company of AGTA (UK) and Manolis has served as AGTA council member for over 15 years.

Since those early days the company specialized in promoting travel and package tours to Cyprus and Greece, the markets they knew so well and developed a high reputation as an Independent Cyprus and Greece Specialist Travel Agent and Tour Operator in the huge catchment area of Birmingham and West Midlands overall. Despite its success, the company consciously did not get involved in the 'big numbers' game as the Directors were not at all interested in rapid growth at the expense of the service they felt they could offer. Long term prosperity and stability rather than short term success were targets achieved with great effort,



Anna & Manolis Mavroulakis in their 'younger days'

hard work and determination, in a volatile and high-risk Travel Industry that has seen many, glamorous and high-profile trading companies, fall by the wayside over the years. On the "Flight Only" side the company has access to some of the best airfares available on flights to Cyprus and Greece using services of airlines such as, British Airways, Aegean Airlines, Monarch Airlines, EasyJet, Thomson, Thomas Cook and others.

On the retail front, being independent, Greece & Cyprus Travel deals with a large variety of products and Tour Operators which means that they are able to offer Customers real choice and unbiased holiday advice without secretly-compiled lists of "preferred" Tour Operators as their Large High Street Competitors do. As normal retail ABTA Travel Agents they are able to book flights and holidays for all destinations, Europe, America and Worldwide offering the same high level of service and expertise



The Ross & Brown acquisition by Greece & Cyprus Travel

as their many regular clients will testify. Even Business Arrangements, Groups and Incentive Travel have not been left untouched by the Company in its continuous efforts to succeed and prosper in a very competitive market. During 2007 the company made the acquisition of Ross and Brown Travel Advisers a highly successful Retail Agency specialising in up-market holidays, long-haul tailor-made itineraries and cruises worldwide. The company then moved all its trading operations to the location of the newly acquired premises, on the 1st of March 2008. For more information please contact Anna & Malonils Mavroulakis at:

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Images of the Greece & Cyprus Travel Office in 'modern days'



TRAVLAW: A feature on employment law, by Luke Golding



Pictured from right to left: Travlaw, Senior Associate Member Solicitors: Stephen Mason & Luke Golding with, Farina Azam & Kylie Mather

Shared Parental Leave – Is your business ready?

One of the biggest Employment Law developments of 2015 is now in full effect; with all parents of children who are expected to be born on or after 5th April 2015 (or who are placed for adoption on or after that date) now able to take advantage of Shared Parental Leave.

Very broadly speaking, under the Shared Parental Leave scheme, qualifying mothers and adopters will have the ability to end

their maternity / adoption leave early and replace it with Shared Parental Leave. This will enable the mother / adopter to share their leave entitlement with their partner.

The idea behind Shared Parental Leave is to give parents more flexibility in sharing child care responsibilities during the first year following the birth or adoption of a child. However, unless you are prepared to bring this scheme into practice, it can bring logistical challenges for employers.

If you have not received any yet, you should certainly expect to be dealing with requests for Shared Parental Leave in the coming months and it is very well worth preparing for this in advance.

If you need any assistance in drafting a new Shared Parental Leave policy or would simply like some guidance as to how the new rules will apply, please do not hesitate to contact the Travlaw HR team (Luke@Travlaw.co.uk).



News in brief:

Book the date in your diaries for the AGTA (UK) 2015 AGM & DINNER:

The 2015 AGM & DINNER will be held at the **Lemonia Restaurant, in Regents Park Road, London NW1 during the evening [from around 6:45 to 7 p.m.] on Tuesday, the 1st of December.** Official reports and standard AGM documents, including INVITATIONS to Members & Guests will be distributed digitally well ahead of the Meeting / Dinner. Like last year, the format for the event will be informal.

AGTA 2016 CYPRUS BROCHURE:

The 2016 AGTA annual members' brochure-directory is currently being produced. All being well the brochure will be launched during October / November 2015. Complete with concise editorial covering **Cyprus's holiday resorts attractions / events / and news** the brochure is, as always, aimed at promoting the Island as a quality tourist destination at trade and consumer travel and holiday exhibitions beginning with the World Travel Market.



AGTA WEBSITE:

Updates & upgrades to the AGTA website www.agta.co.uk have recently been completed but further work to the site is being planned. Improvements to the click through facility to members' own websites and background page details have been completed.



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

For more information please contact the AGTA Secretariat
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Executive - AGTA (UK)
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Cyprus : fall in love with Aphrodite's Isle

Fly with British Airways and enjoy direct flights to/from London Gatwick to Paphos or either London Heathrow or London Gatwick direct to Larnaca. Throughout the flight our experienced cabin crew will be on hand to ensure your journey is relaxed and enjoyable, meaning your holiday can begin the moment you set foot on the plane.

Choose to fly with hand baggage only or pick a price that includes a 23kg checked baggage allowance and free seat selection 24 hours before you fly - both options include complimentary on-board drinks and snacks.

Convenient Flight Schedule:

- Up to 17 direct flights per week from London Gatwick and London Heathrow
- London Heathrow to Larnaca up to seven times per week during Summer 2015
- London Gatwick to Larnaca up to five times per week during Summer 2015
- London Gatwick to Paphos up to five times per week during Summer 2015

Travel Classes:

Enjoy our full service on British Airways which ever class you choose to travel instyle.

Euro Traveller

- our best value, full-feature European shorthaul service; great value all-inclusive fares with no hidden charges
- extensive network of conveniently located airports
- generous free baggage allowance
- complimentary drinks and snacks on every flight
- family-friendly features and kids' activity packs

Club Europe

- Club Europe is our feature-packed European business-class service, a perfect combination of efficiency, convenience and comfort
- access to comfortable private lounges
- more personal space to work or relax
- complimentary food and drink service
- dedicated check-in desks and priority boarding
- larger baggage allowance than Euro Traveller



Euro Traveller



Paphos, Cyprus



Larnaca, Cyprus



Club Europe