

19 April 2024

**SPEECH BY PRESIDENT OF ACTTA Mr CHARIS PAPACHARALAMBOUS  
AT THE OPENING OF  
TRAVEL EXPO CYPRUS 2024**

Deputy Minister for Tourism,  
Ambassador of Greece to Cyprus,  
Dear guests,  
Dear Exhibitors from Cyprus, Greece and elsewhere,  
Dear friends,

It is with great pleasure that the Association of Cyprus Tourist Agents (ACTA) welcomes you to this year's Travel Expo Cyprus 2024. We welcome in particular our friend, the Deputy Minister for Tourism, Mr Costas Koumis and the Greek Ambassador, Mr Ioannis Papameletiou who accepted our invitation to open the Expo.

This year is ACTTA's 70th anniversary!  
70 years full of action, through which we experienced a number of crises, with the most important being the Covid 19 pandemic. I believe we faced these crises with absolute success!

In the framework of celebrations for our 70<sup>th</sup> anniversary, we have planned a number of events of a philanthropic nature, the net profits of which will be given to various foundations and organisations of Cyprus.

As you will see, this year's Travel Expo Cyprus 2024 has been greatly upgraded.  
(Just a reminder that until 2022 the event was called TAXIDI).

The aim of the changes we have promoted is to elevate the fair into a regional meeting for travel and tourism, in order to transform Cyprus into a hub for travel and tourism. Our goal is to attract exhibitors from Cyprus and Greece as well as from other countries, particularly from the surrounding region.

This year 45 exhibitors are taking part, and we wish to thank them publicly for their presence here. We are certain that through their participation they will have an opportunity to inform the public of Cyprus and other countries about the packages they will be offering this summer as well as other trips to and from Cyprus.

Dear friends,

ACTA and its members are optimistic about this year's travels. After everything we have been through in the past years with Covid and the repercussions from the war in Ukraine, this year our sector can be seen to be recovering significantly.

This is already made evident by travel flows in the first months of 2024, and from the great interest displayed by the travelling public for the summer. According to data from Hermes Airport, travel flows from both our airports in the first three months of 2024

exceeded 1.5 million passengers, a record number compared to corresponding periods of previous years and up 20% compared to 2019.

A record rise was also observed in the first three months of 2024 in tourist arrivals to Cyprus: over 415.000 travellers, representing an increase of 5.4% compared to 2023 and 16.2% as against 2019.

The UK market remains at the top for Cyprus, with 27% of total arrivals, and there have been significant increases in arrivals from Poland, France, and Germany

A result of these positive developments has been an increase in tourism revenues, which significantly boost the Cypriot economy.

As regards outgoing tourism, which is aimed first towards Greece and then other European countries, there has been an increase there as well, indicating public interest in travels abroad.

Indicatively, the main countries from which Cypriots returned in March 2024 were Greece with 32.8% or 42,046, the UK with 12.8% or 16,366 and Italy with 5.4% or 6916.

The purposes for which Cypriot residents travelled abroad in March 2024 were first holidays, at a rate of 70.5%, while business travel held a percentage of 19.7%, studies 8.4% and other reasons, 1.4%.

Dear friends,

ACTTA and its members are particularly satisfied with the positive developments forecast for this year's tourist season and traveller flows.

Through the right moves to promote and project Cyprus abroad as made by the Deputy Ministry for Tourism and in excellent cooperation with private sector organisations, we believe that this year too we will be able to cover losses from other countries such as Russia and Ukraine.

ACTA will continue to work closely with the government, airline companies, and hotel and tourist businesses, with the aim of strengthening tourism in our country. Within this framework, and following a recent meeting with the President of the Republic, we will set down new proposals for modernizing our tourism policy and enriching our tourism product with the ultimate aim of improving the face of tourism of our country.

At the same time we wish to assure you that ACTTA and its members will this year, as always, be ready to serve all travellers responsibly and reliably, for their travels both to and from Cyprus.

With these thoughts, I would like to wish success to the exhibitors and happy travels to the visitors.

Thank you very much for your presence here.