



CYPRUS TOURISM ORGANISATION

CTO announces the EU project:
“Best Emerging Rural Tourism Destination”
in Cyprus

The Cyprus Tourism Organisation announces a National Competition for the selection of the “Best Emerging Rural Destination” in Cyprus. The winning “Rural Destination” will be selected among destinations that submit an application to the Competition. “Rural Destinations” are areas that offer to the visitor an opportunity to stay in tourist accommodation establishments and experience the Cypriot hospitality, gastronomy, tradition as well as various environmental and cultural attractions.

The Cyprus Competition is a result of CTO’s initiative to participate in the European Program “**European Destinations of Excellence**” which is co-financed by the European Commission – Tourism Unit. A total of 10 countries participate in the program, and each one will select its own winning national “Best Emerging Rural Destination”.

CTO encourages interested applicants to submit their candidatures and has already set up a help desk service [tel: 99.476837, 99.966539, 99.115934 – emails: c.nicolaidis@cytanet.com.cy, pga@navigator-consulting.com, christine@navigator-consulting.com].

In addition, CTO is organizing presentations for the Cyprus Competition: 17th April in Nicosia [CTO Training Center KOT 10:00-12:00] and Larnaca [Larnaca Chamber of Commerce 14:00-16:00], 18th April in Limassol [Limassol Chamber of Commerce 10:00-12:00] and Pafos [Pafos Chamber of Commerce 14:00-16:00] and 19th April in Platres [Penteli Hotel 10:00-12:00]. All application forms and other relevant information is available on the project’s website www.rural-cyprus.com. All applications must be submitted at CTO headquarter offices in Nicosia the latest by Friday 18th May 2007 at 12.00 noon.

The winning “Best Emerging Rural Destination” will be included in the select group of European destinations of excellence and will be featured in a pan-European tourism promotion campaign. The winning destination will be promoted on the project’s website, special films and a brochure. It will also be presented during the European Tourism Forum 2007 in Portugal.

For further information, please contact:

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