

# NICOSIA TOURISM BOARD CYPRUS

Existing situation of CCIs in Nicosia  
and potential development of CCT

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nicosia  
tourism board

# Nicosia Tourism Board

Established in 2007 – Non-For-Profit Company

**Main Objective:** Develop and promote Nicosia as a tourist destination

**Presidency:** Nicosia Chamber of Commerce and Industry

**Vice-Presidency:** Nicosia Municipality

**Members:** Cyprus Hotel Association

Association of Cyprus Travel Operators

Six more Nicosia region Municipalities and Local

Councils

Cyprus Tourism Organisation

# Main Activities:

**Marketing:** Targeted publications in travel magazines, digital marketing, participation in international tourist exhibitions, hosting of journalists and bloggers, DMCES, etc

**Product improvement:** Amelioration of small infrastructure, events organisation (Medieval Nicosia festival, Ride the Capital, etc), guided tours

**Branding:** We work with specialists to launch the branding of Nicosia and raise awareness

**Specialised campaigns:** I “Meet Nicosia Meet Culture” to promote Nicosia as a cultural destination.

## Participation in European funded projects

**Lobbying:** Nicosia Tourism Board is also a pressure group to the government, as well as the public and private sector for the promotion of matters relating to the development of Nicosia as a sustainable and competitive destination (e.g. visual pollution, new infrastructure, policy instrument, etc)

# CULTURAL & CREATIVE INDUSTRIES

## 1. MUSEUMS, CULTURAL CENTRES, ARCHEOLOGICAL & RELIGIOUS SITES

The City and district of Nicosia (Lefkosia) has more than 50 museums, art galleries, historic monuments and religious sites









# CULTURAL & CREATIVE INDUSTRIES

2. Creative Hub: Start-ups, incubators, research centres –  
Creative Industries Quarters around RISE

3. Artistic centre: young and upcoming artists, workshops, arts & crafts  
centres







ΖΩΝΗ ΠΕΡΙΒΟΛΙΣΜΟΥ



The Market  
Compass

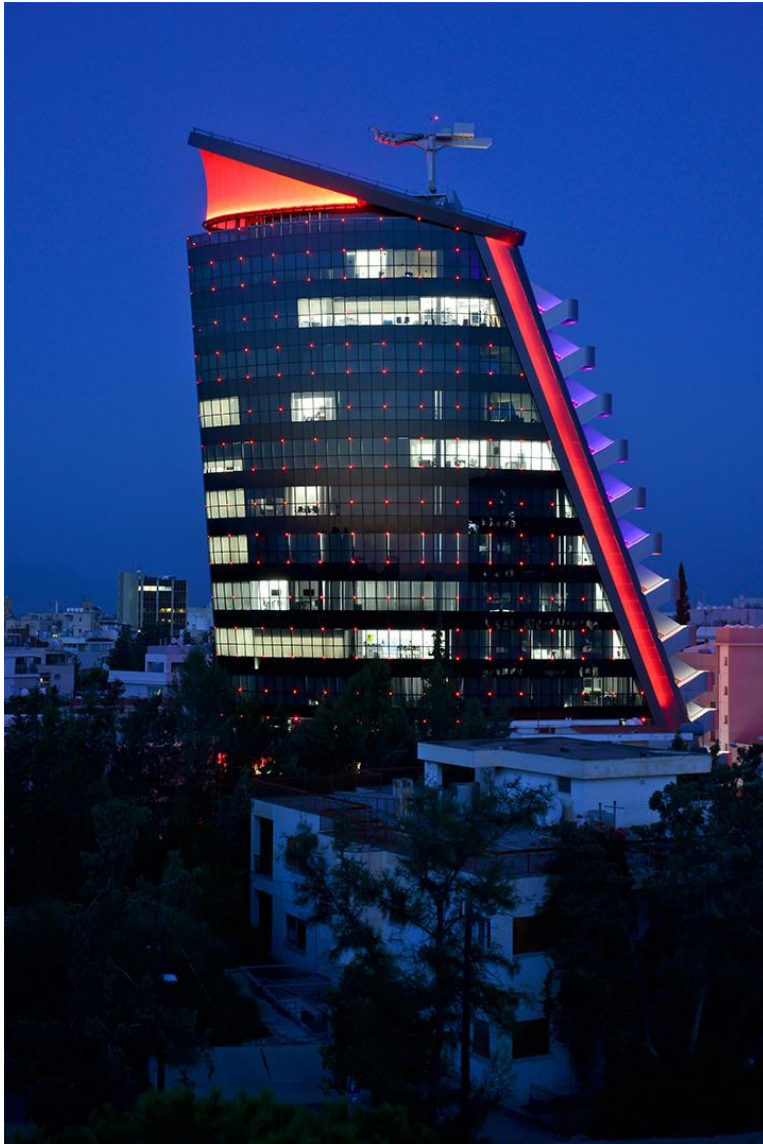
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# CULTURAL & CREATIVE INDUSTRIES

## 4. Other creative industries

- ✓ Publishing Houses
- ✓ Archives and Libraries
- ✓ Fashion
- ✓ Theatres and Concerts
- ✓ Games



Wargaming Headquarters, Nicosia



5. Hotel Industry

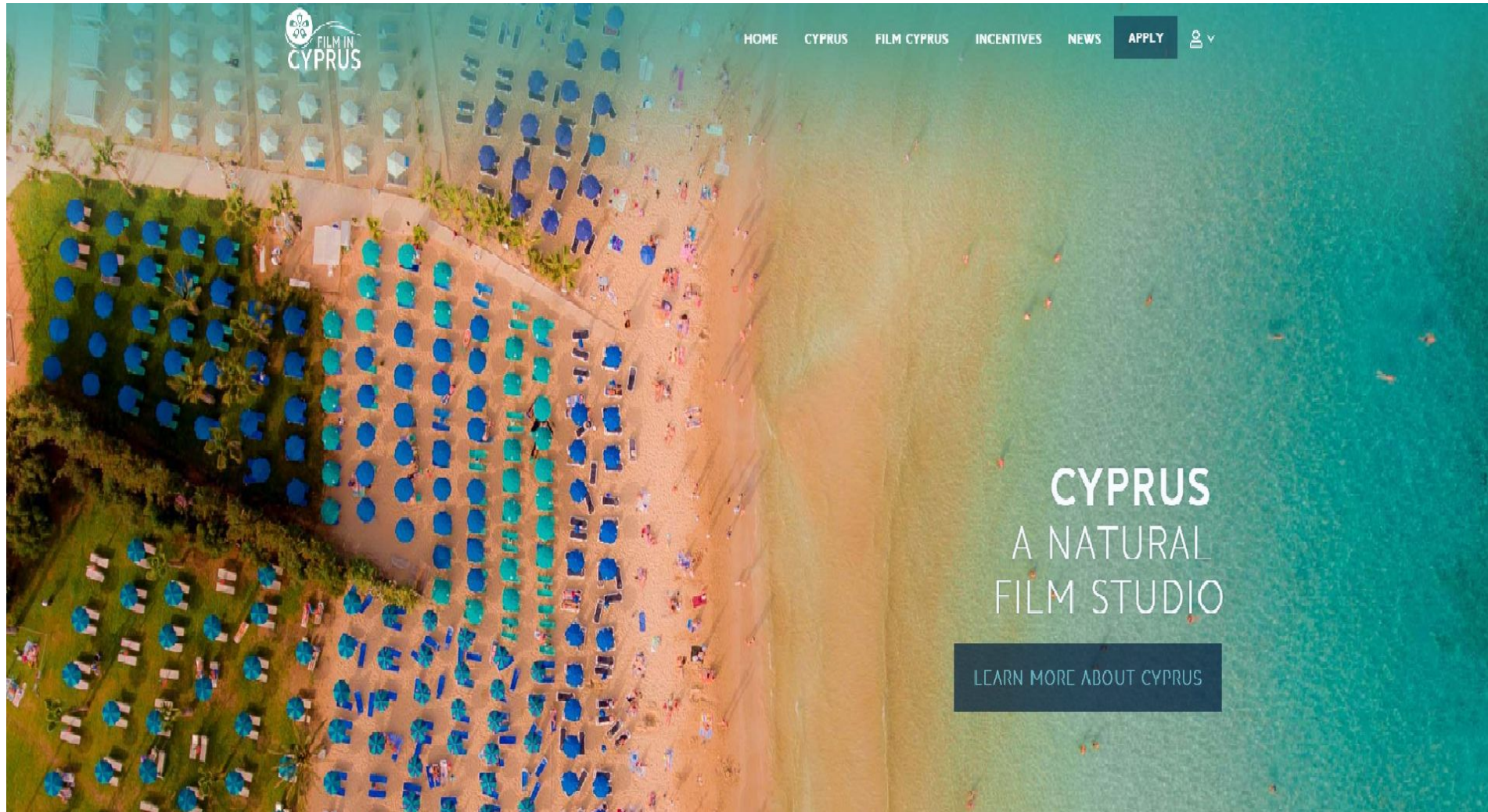
6. Gastronomy



The 'Anama Concept'  
<https://www.facebook.com/theanamaconcept>

# CULTURAL & CREATIVE INDUSTRIES

## 7. Film Industry



HOME CYPRUS FILM CYPRUS INCENTIVES NEWS APPLY

CYPRUS  
A NATURAL  
FILM STUDIO

LEARN MORE ABOUT CYPRUS



# CCIs Potential Development

- Small percentage of tourism in Nicosia but a first class destination for Cultural and creative tourism, business and sports tourism
- Museums & Cultural Centres need to increase the number of their visitors and become more attractive and interactive
- Nicosia need to offer experiences
- Development of alternative forms of tourism- Combat seasonality
- CCIs essential for Nicosia to become a sustainable tourism destination







Thank you!

Questions welcome

