



PRESENTS

SPONSORS



UNDER THE AUSPICES OF



REPUBLIC OF CYPRUS
PRESIDENCY



Beyond Sea and Sun

TRANSFORMING **CYPRUS** INTO
A YEAR-ROUND DESTINATION

AGENDA



SCAN FOR
SPEAKERS
INFORMATION

MEDIA SPONSOR



TIME

8:00

Registration

9:00

Welcome

A welcome greeting from the organisers
Eleni Kaloyirou

9:10

Cyprus Tourism - The Vision

HE The President of the Republic Nikos Christodoulides,
fireside chat with Thanasis Ellis

9:30

Facts and Figures

Ged Brown

9:45

Repositioning Cyprus as a Team Work

Keynote from Peter Economides

10:15

Quality Tourism and Connectivity

Eftichios Vasilakis, fireside chat with Thanasis Ellis

10:35

Discussion

[Creating Experiences: From Gastronomy to Arts & Nature](#)
Demetris Lottides (moderator), Christoforos Peskias,
Sofoklis Vlasides, Vasiliki Kassianidou, Antonia Theodosiou

11:15

Athens: A Tourism Metropolis – The Story Behind the Scenes

Kostas Bakoyiannis, fireside chat with Yiannis Olympios

TIME

11:30

Discussion

[Creating Experiences: Infrastructure](#)
Evgenios Evgeniou (moderator), Andreas Vyras,
Charalambos Prountzos, George Paschalis, Jelena Stupalo,
Phivos Stasopoulos

12:10

JET 2 – Loves Cyprus

Video Interview with Stephen Paul Heapy

12:30

Discussion

[Rebranding Cyprus: Strategies for Targeted Audience
Engagement and Promotion](#)
Yiannis Olympios (moderator), Charis Papaharalambous,
Yrjotapio YT Kivisaari, Peter Economides, Ioanna Papadopoulou,
Nana Asmeni

13:10

Wizz Air base in Cyprus - The Vision

Michael Delehant, interview with Shemaine Bushnell

13:30

Engaging a Community to Change

Yrjotapio YT Kivisaari

13:40

Discussion

[Cultivating Skills and Culture: Labor and Education Strategies
for a Year-Round Tourism Destination](#)
Demetris Lottides (moderator), Thanos Michaelides, Kostas Koumis,
Natasa Iacovidou, Phedonas Phedonos, Akis Vavlitis

14:20

Closing Remarks

Maria Kouroupi

14:30

Networking Cocktail