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# Pafos Regional Board of Tourism

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# What is PRBT

**The Pafos Regional Board of Tourism (PRBT) is the official tourism body representing under one umbrella all sectors involved in the tourism industry at a regional level.**

**It's a synergy of the private sector and local authorities, an NGO focus on public interest!**

**The Board consists of 13 members including:**

- Four Municipalities of the region represented through the mayors,**
- Pafos Union of Pafos communities,**
- CTO (Cyprus Tourism Organisation)**
- Representatives from all private associations related to the travel industry such as hoteliers, travel agents, agrotourism company, e,t.c,**

**Chaired by a representative of the Pafos Chamber of Commerce and Industry.**

# Aims of PRBT

- **To develop and coordinate activities towards the implementation of the Pafos Regional Strategic Plan 2011-2015-18-2020**
- **To promote the region of Pafos as a quality tourist destination**
- **To coordinate activities between the private and government sectors especially for problem solving related to the tourism industry**
- **To increase flights to and from Pafos International airport**
- **To act as a coordinator for the implementation of tourist and other infrastructure projects towards the further development of the industry**

# Pafos location



# Pafos as a tourist destination

**All year round destination** the most popular resort areas in Cyprus

**Attracts - 40% of total international visitors** of the island (over 1.4M visitors/year)

**Pafos Visitors** - Individual travellers, families, young couples in summer, Special Interest groups, athletic tourism, conference & incentives, mature travellers and long stavers in winter



# Low-carbon transport systems and electromobility solutions

## Current situation

1. Apart from busses/public transportation, No alternative public transportation
2. No efficient low-carbon transportation
3. Existing situation need improvement

## Project priority

1. Feasibility study for low-carbon transportation in the region



**LOW CARBON PAFOS REGION**

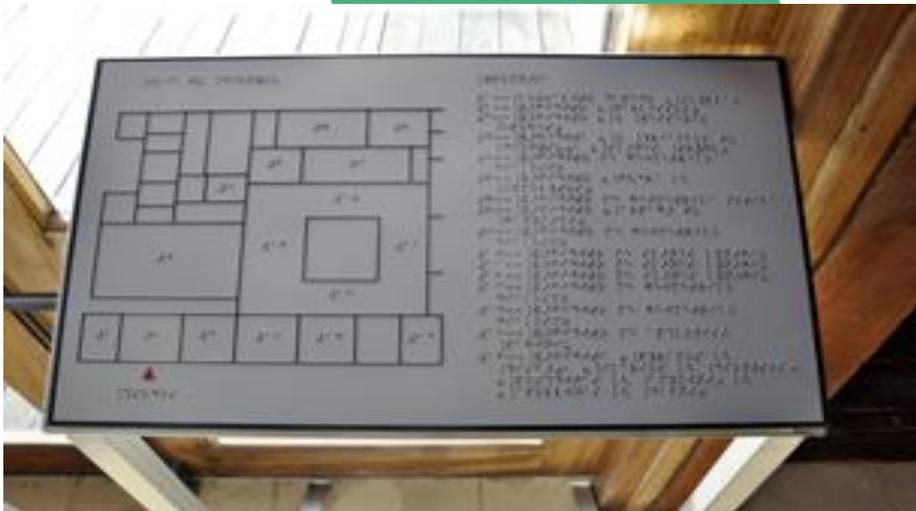
# Intermodality

No alternative public transportation.

The current situation for Intermodal passengers transport or mix-mode commuting that involves using two or more modes of transportation in a journey is not applicable in the region of Pafos due to the lack of no other public transport systems but the bus. Furthermore, several shuttle bus companies are connecting the 2 airports of the island with the city and the region of Pafos and also connect Pafos with the other cities in Cyprus. In addition, urban buses connect almost every important point in the region



# Improve Accessibility to Public beaches, galleries, museums and archaeological parks



# Improve Accessibility to Public beaches, galleries, museums and archaeological parks

## Project priority

Increase accessible busses and public transportation providers

Set up a mechanism to collect suggestions and feedback for on going improvement.



# Intermodality facilities for visitors



**Several bus stations that connect the Pafos International airport with the city and intercity busses.**

# Multimodal connectivity improvements



**Pafos target is to improve connectivity of the 3 available types of transport – City Busses, Intercity Busses and Bicycles Centers**

# Interchange facilities between long distance travel and local transport systems, including multilingual travel information provision.



Multimodal connectivity improvements from point to point in order to synchronize the local public transportation company with the shuttle bus companies that connect Pafos with the 2 airports and the other regions of the island in the terms of time schedule and points or bus stations. Improve of the local public transportation company with points that the passengers and visitors can continue their trip by renting or shearing a bicycle from a bicycle centre or a bike shear point.

# “real time” bus arriving information to the bus stop



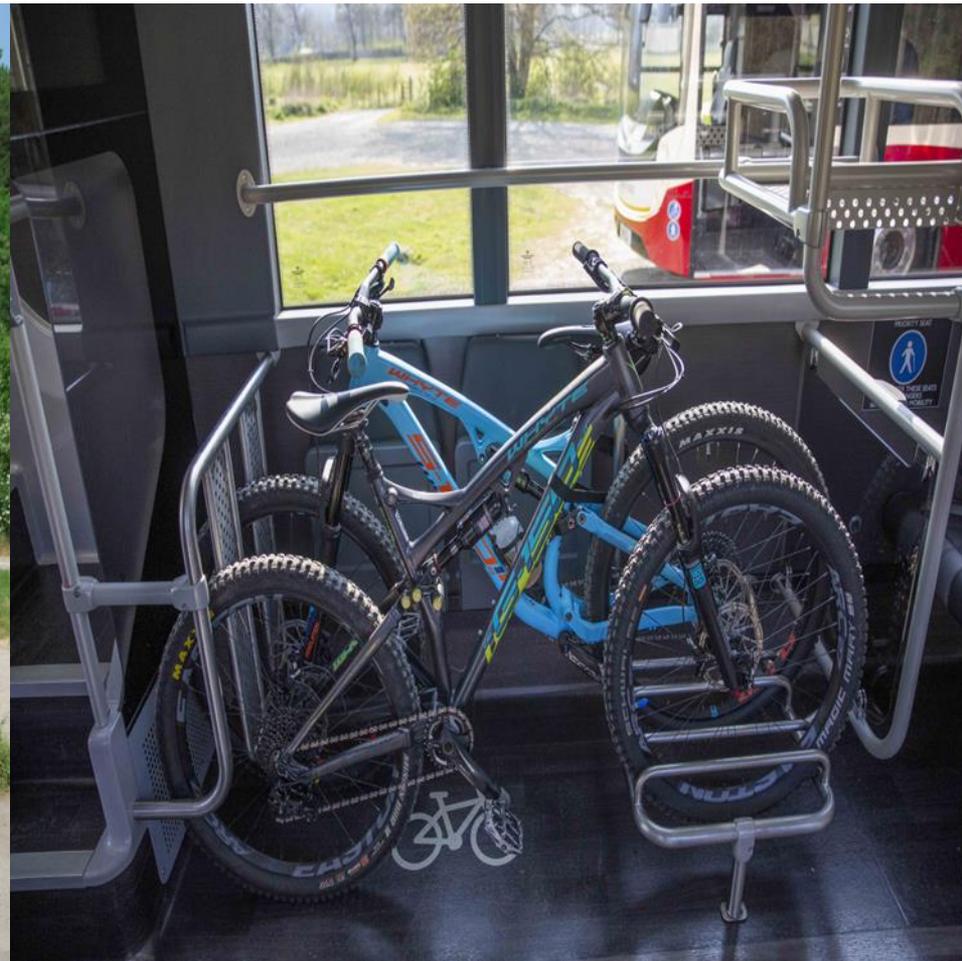
Improve relevant information available for passengers/visitors of the public bus routes with A) The “real time” bus arriving information to the bus stop, either with a mobile application or with a screen at the bus stop. B) Mapping all the bus routes and make it available in a mobile application with the geographical position of the user at the time. C) Make available suggestions to passengers/visitors what bus routes to use in order to move from point to point, especially TO and FROM the 2 airports in a mobile application.

# Mobility as a service



**Replace private car rental with a range of mobility services tailored for visitors needs in the Pafos Region.**

# Supply with bicycle racks the buses of the bus routes that connect Pafos City with the rural area of the region



# Cyclo Tourism interchanges with Public transport



**Supply with bicycle racks the buses of the bus routes that connect Pafos City with the urban area in order to make available to visitors that have rented a bicycle to experience cycling routes, wine routes and other cultural trails of the region.**

# Awareness-raising



**Raise the awareness for  
Low carbon and low  
carbon behavior from the  
locals and the visitors**

# Promotion of low-carbon modes of travel



**Promotion campaign from the local authorities with the Ministries of Transportation and Tourism**

# ICT & mobile applications



**Strengthen Intermodality transportation within the tourism sector, especially To and FROM the 2 airports of the country with “Information and communication Technologies” and mobile applications.**

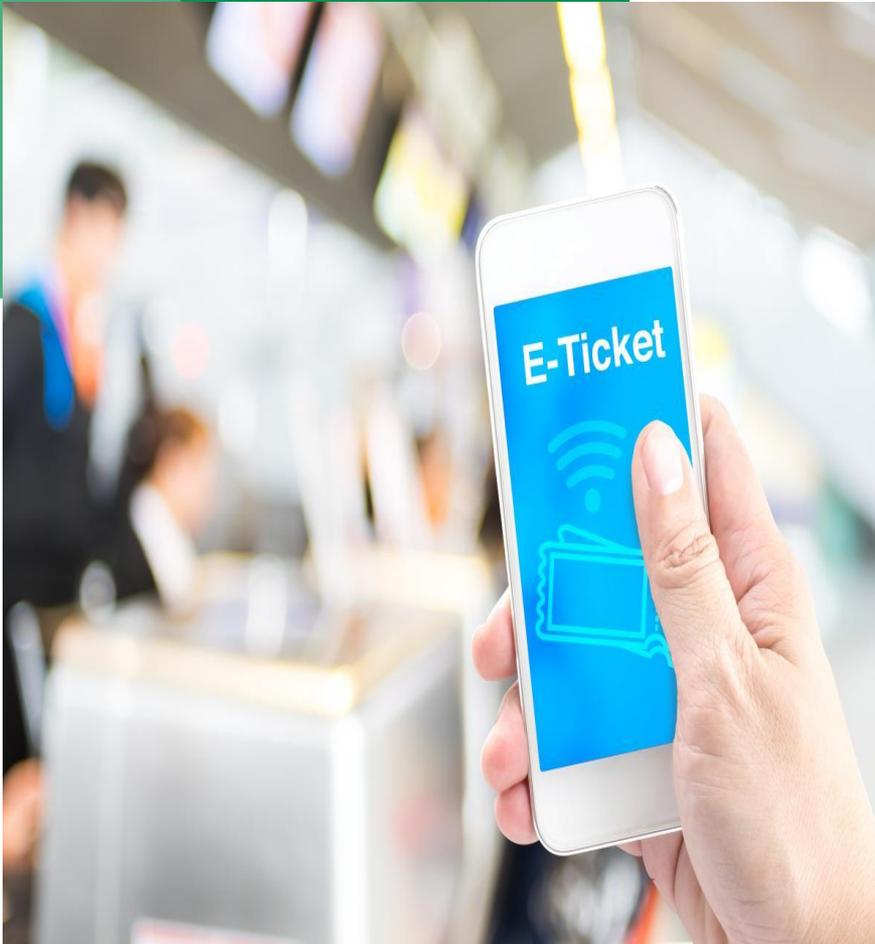
**Pafos municipality created a mobile application that will be available the following months in order to inform visitors and locals with information for the public transportation.**

# Integrated e-ticketing for tourism sites and public transport



**Expand the supply of weekly or daily bus cards to tourists/visitors of the region for the local public bus network and make it available to hotels receptions.**

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*Thank you!*



Questions Welcome



*Projects media*