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Pafos Aphrodite Festival: Intangible Heritage attracting Cultural Tourism

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The Pafos Aphrodite Festival



Aphrodite Festival is a very successful cultural event taking place every year since 1999 in front of the Medieval castle in Pafos, Cyprus

A cultural event of international recognition with high preconditions for artistic performance and administrative efficiency.

It takes place every year in early September.

The Cyprus Symphony Orchestra, international well known and local artist participate, selected via strict criteria's through auditions ensuring high artistic level.



The Pafos Aphrodite Festival

- Three days festival
- Capacity of 7500 seats.
- The spectacular stage erected in the area in front of the Medieval Castle forms part of the unique performance stage scenery.
- The Festival promotes the intangible heritage of opera and related CCIs, attracting cultural tourism



The Pafos Aphrodite Festival

Resources needed

Each production costs about €250,000 with half the costs covered by the sales of tickets and the rest through sponsorships.

The organisers are Pafos Aphrodite Festival Cyprus (PAFC) with limited but effective human resources, supported by Pafos Municipality and the Pafos Regional Tourism Board.



The Pafos Aphrodite Festival

Evidence of success

Pafos Aphrodite Festival has completed 20 years of successful operations.

The 3-day performances are sold out every year, with high quality of performing and great interest by an international audience of holiday-makers and visitors.

The event has attracted more than 135,000 spectators over the years.

The imposing Medieval Castle of Pafos under the starry sky and the beauty of the vast, sea forms a perfect backdrop for opera performance.

The event attracts sponsors that make it financially possible



The Pafos Aphrodite Festival

Difficulties encountered

There is a need to mobilise the involvement of local volunteers in order to reduce costs.



The involvement of local artists and orchestra increases the viability



Offers great opportunities for local cultural and creative industries to further their operations and share in the benefits.



The Pafos Aphrodite Festival



Potential for learning or transfer

The event offers great potential for learning by and transfers to other regions and cities.

The setting and the international audience of holiday-makers and visitors can be replicated in other destinations to enhance the role of intangible heritage in sustainable cultural tourism development and promotion.

The means required to organise such an event are:

- a dynamic team of both cultural and tourism professionals
- a strong leadership by local/regional authority policy-makers
- artistic capacity to select the opera company & cast
- financial support through sponsorship and ticket sales
- effective marketing, and
- involvement of the local community and stakeholders





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Thank you!



Questions welcome



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