



TourInvest Cyprus

A place to invest. A way to thrive.



www.tourinvestcyprus.org.cy



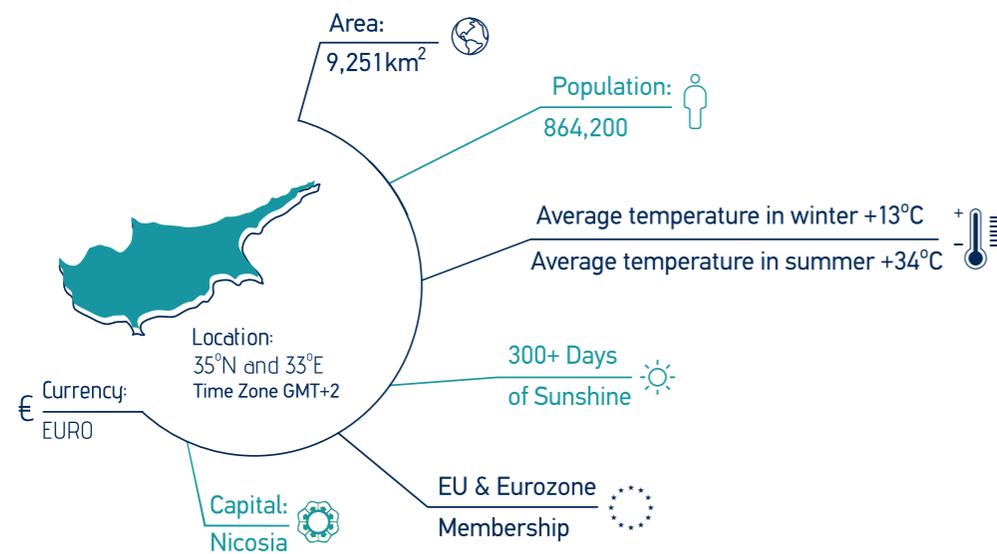
About Cyprus

When looking at Cyprus, one realises there is much more to this island than a mere "sun and sea" destination. Strategically located at the crux of Europe, Africa and Asia, with full access to the world's largest single market and member of the EU since 2004, Cyprus has been, throughout history, a popular destination not only to visit and live, but also to do business.

The island is a modern, cosmopolitan and transparent business centre committed to offering a high quality, duly regulated service and unique value proposition that ensures the best possible experience for investors and business people worldwide.

In a vibrant, multicultural society, featuring unique natural beauty and advanced infrastructure, a pro-business environment and a thriving international presence and activity, Cyprus has what it takes to be the investor's next strategic choice and the individual's preferred travel destination.

Cyprus at a glance

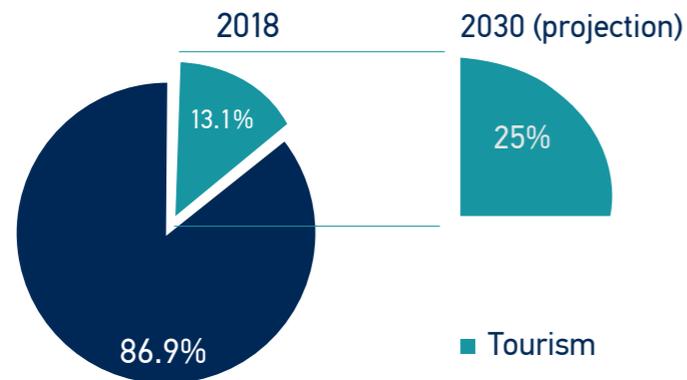


The Cyprus tourism industry: trends and opportunities

Built around unique and diverse experiences, Cyprus' tourism sector has always been a major player for the country's economy, with a GDP contribution close to 15%. Being an established and resilient tourist destination, Cyprus has attracted the interest of leading investment groups and hotel chains to expand their footprint and invest in the island, in major projects such as Marinas, Golf Resorts, Hotels and luxury resorts and the new €600 billion integrated Casino Resort which have marked a considerable development into tourism related investment.

Today, investors like NCH Capital and Invel Real Estate Partners and leading hotel chain groups like Radisson, Hilton, Marriott, Fattal, Grand Hyatt are expanding their investment projects in Cyprus, investing both into city hotels and sea-side resorts.

Tourism contribution to GDP



Through a clearly-defined Vision and Strategy to launch the full rebranding of Cyprus and establish the island as a quality, all-year round destination, tourism can strengthen its place and be one of the top economic performers by 2030, not only through direct revenues, but also through the major multiplier effect it has on the local economy. The vision of the new Cyprus Tourism Strategy is to develop Cyprus tourism in a sustainable way, which positively impacts our economy, society and the environment, while tourism arrivals are expected to reach around 5m by 2030, 40% of whom to arrive in the period November - April. The Tourism strategy also aims at diversifying into other local and cultural experiences while attracting multi-million investment into large-scale infrastructure projects.



Efforts are focusing on:

- Enhancing air capacity and flight connectivity throughout the year
- Expanding the country's market base
- Diversifying, enriching and improving the quality of the touristic product and therefore, investment opportunities into thematic areas, such as luxury and lifestyle tourism, nautical tourism, cultural tourism, sports, conference, health and wellness, and agro-tourism
- Improving the competitiveness of the destination, thus attracting further tourism-related foreign investment in multi-million infrastructure projects
- Establishing Cyprus as a digitally smart destination

The Growth - The opportunity

The tourism market is one of the largest economic sectors in Cyprus and has experienced substantial growth over the last five years with breaking records in both arrivals and revenues, steadily increasing in winter months (Nov-April) with 100% increase in tourism arrivals from 2014 to 2019. The year 2019 recorded the highest numbers reaching a peak of 4 million of tourists from 2.4 million in 2014, accounting for 13,1% of nominal GDP. Revenues also grew to €2.68 billion in 2019.



Substantial Growth over the last five years



Infrastructure boost

The tourism and hospitality industry has seen significant investment, with luxury marinas in all coastal cities, golf courses, leisure & theme parks, high-end resorts being developed across the island.

The Ayia Napa Marina with an estimated investment of €220 million, is currently under construction and expected to be fully completed in 2021, while a number of multiple multi-million developments are in the planning stage including the Paralimni, Paphos and Larnaca Marinas, expected to exceed €1 billion in total investments. As a marker of success, the decision by the Hong Kong-based Melco International Resorts and Entertainment to choose Cyprus for expanding its brand name outside Asia for the first time, investing more than €600 million for Europe's largest integrated casino resort, the City of Dreams Mediterranean, which is expected to attract an additional 300,000 inbound tourists annually.

Existing hotel infrastructure has also attracted foreign capital in acquisitions, expansions and renovations, increasing overall bed capacity to effectively respond to increasing demand.

Recent and upcoming developments

Casino resort

- / World-class integrated casino resort, unique in Europe
- / 4 satellite casinos

Luxurious marinas

- / 4 projects underway
- / 1 project completed
- / Mixed-use developments
- / Around 4,000 berths in total

Golf courses

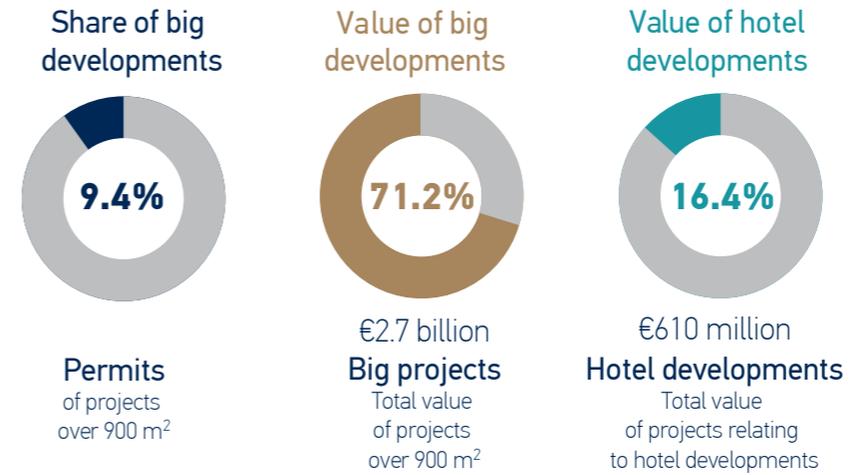
- / 2 projects in the pipeline
- / Government golf policy for another 8

Other

- / Luxurious resort hotels
- / Health, wellness & rehabilitation projects
- / MICE facilities
- / Sports facilities
- / Leisure & theme parks

Tourism-related construction activity is also highly indicative of the shift towards large scale, high value developments, further strengthening the already strong hospitality industry.

Infrastructure supply and development in 2019



Invest in Cyprus

A rich and diversified tourism product

- Established tourist destination
- Millennia of art & culture
- Blend of attractions & diverse experiences
- Strategic location
- Continuously opening up new air routes
- Strong local hospitality ecosystem
- Sound Legal System
- Horizontal & sector specific incentives

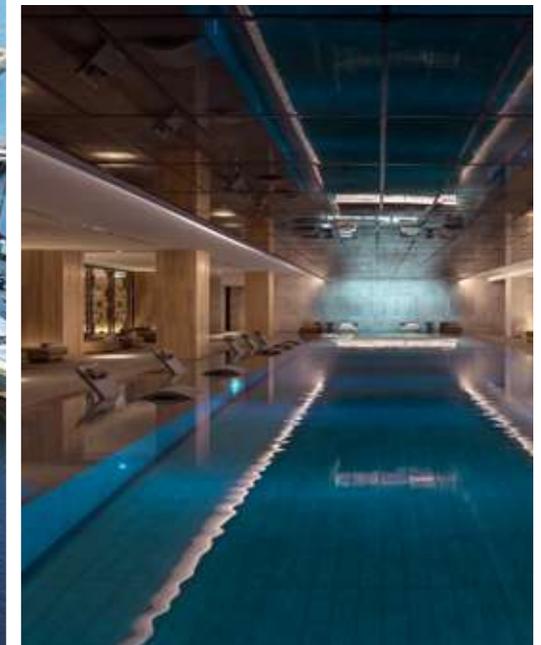
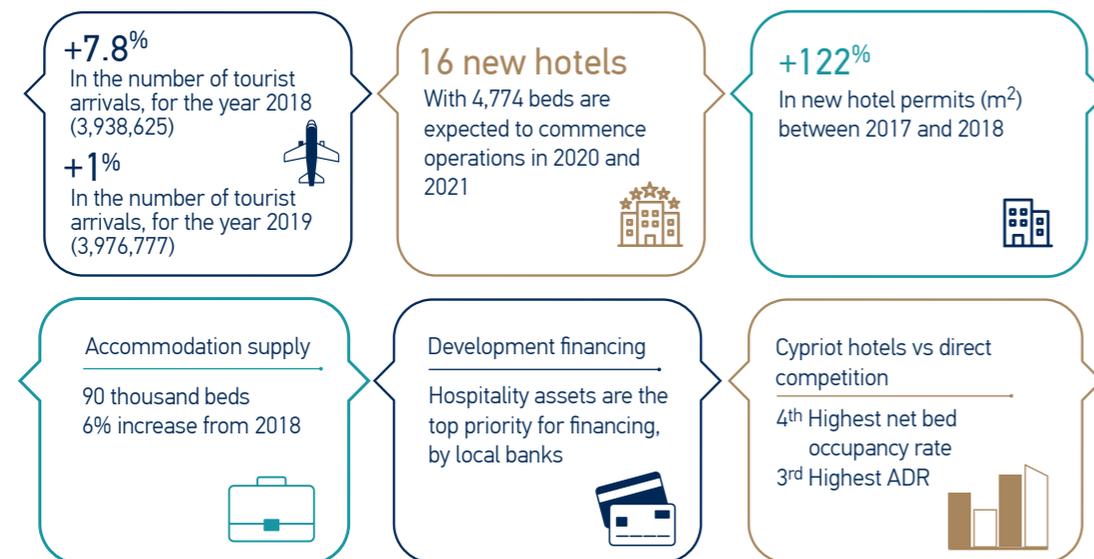
An attractive investment climate

- Incentivisation measures for the construction of new hotels and renovation of existing ones
- Flexible, and transparent administrative regulations
- Framework for mixed-use developments and condo hotels
- Streamlined investment procedures
- Vision & Strategy for a quality all-year round destination

An investor-friendly tax regime



Key facts



What we can do for you

TourInvest Cyprus, is an initiative of Invest Cyprus and the Deputy Ministry of Tourism. It operates within Invest Cyprus, as a dedicated and specialized Unit promoting investment opportunities within the local tourism and hospitality industry.

The TourInvest Cyprus Unit acts as the first point of contact to international investors and is actively involved in the facilitation of the investment process, in close cooperation with the Deputy Ministry of Tourism.

Our specialized team of experts is at your disposal to offer all kinds of information and support to realizing your next investment project, but also to work towards shaping an even friendlier business environment, truly welcoming to foreign investment.

We offer hands-on support on:





About Invest Cyprus

Invest Cyprus (Cyprus Investment Promotion Agency) is the investment promotion agency of the Government of Cyprus dedicated to attract and facilitate foreign direct investment into the country.

In close collaboration with all governmental authorities and public institutions, as well as the private sector, **Invest Cyprus** is the country's lead agent in establishing Cyprus as a world-class investment destination.

Invest Cyprus' mandate is to raise awareness of Cyprus as a location for FDI across the globe, providing certainty around all aspects of operating a business in Cyprus and supporting potential investors in developing their business case for investment into the country.

Disclaimer: The information available in this guide intends to provide a general introduction to the business environment in Cyprus, and every reasonable effort is being made to ensure its accuracy and timely amendment. In no circumstances shall the Cyprus Investment Promotion Agency (Invest Cyprus) be legally bound as a result of any information contained in this guide. Updated information can be found at all times on the website of Cyprus Investment Promotion Agency, at www.investcyprus.org.cy

Partners VMLY&R

Invest Cyprus

📍 9 Makariou III Ave., 4th Floor
1065 Nicosia
Cyprus
☎ +357 22 44 11 33
✉ info@investcyprus.org.cy
🌐 www.investcyprus.org.cy
www.tourinvestcyprus.org.cy



