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## **PRESS RELEASE**

### **«Strong and successful Cyprus presence at Routes World 2013 Conference generates new prospects for the country's tourist industry»**

Management of Hermes Airports participated again this year in the "Routes World" annual networking conference for representatives of airlines, airports and state officials. The Routes World Conference took place last week in Las Vegas, United States.

This time, Cyprus' presence was both, enhanced and very successful as in addition to Hermes' management, the Undersecretary to the President, Mr. Konstantinos Petrides, the Permanent Secretary of the Ministry of Tourism, Mr. Stelios Himonas and the Chairman of CTO, Mr. Alecos Orountiotis, participated in the conference. The presence of senior Government officials was received positively by the industry partners as a clear sign that Cyprus tourism stakeholders are resolutely aligning their efforts to bring more business into the country.

During the conference, the Permanent Secretary of the Ministry of Tourism was invited to give a presentation about Cyprus' tourism strategy and the country's development plans in relation to the global economic crisis, whilst the Cyprus contingent had the opportunity to hold about 20 meetings with various airlines generating positive prospects for next year and onwards.

More precisely, four airlines have entered into advanced negotiations for introducing flights, which could generate about 100,000 additional passengers in 2014. Furthermore, there have been preliminary discussions with airlines which do not currently fly to Cyprus and could develop markets from Kazakhstan, China, Russia, etc.

During the Routes Conference, Hermes Airports also had a small celebration for the introduction of the new easyJet route from Liverpool to Larnaka starting November 2013, which marks a significant milestone as it connects two airports of Vantage Airports, one of the Hermes shareholders.



All the important conclusions and prospects arising from the conference will be carefully evaluated in a follow up meeting to take place in the next couple of weeks between Hermes Airports, CTO and the Ministry of Tourism and Industry.

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