



Love Cyprus

www.visitcyprus.com

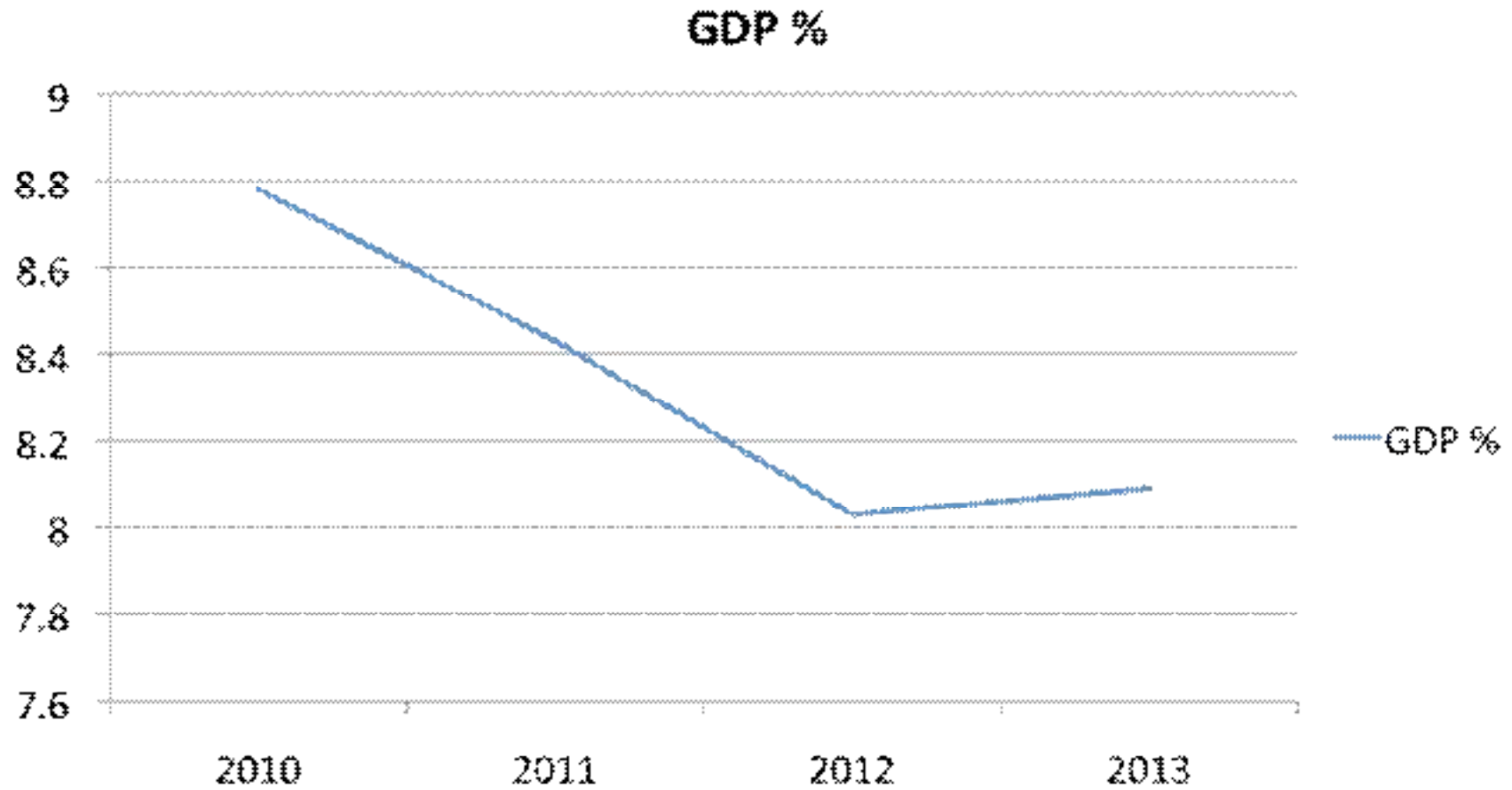
Attracting the incentive market From India

29th of December 2010

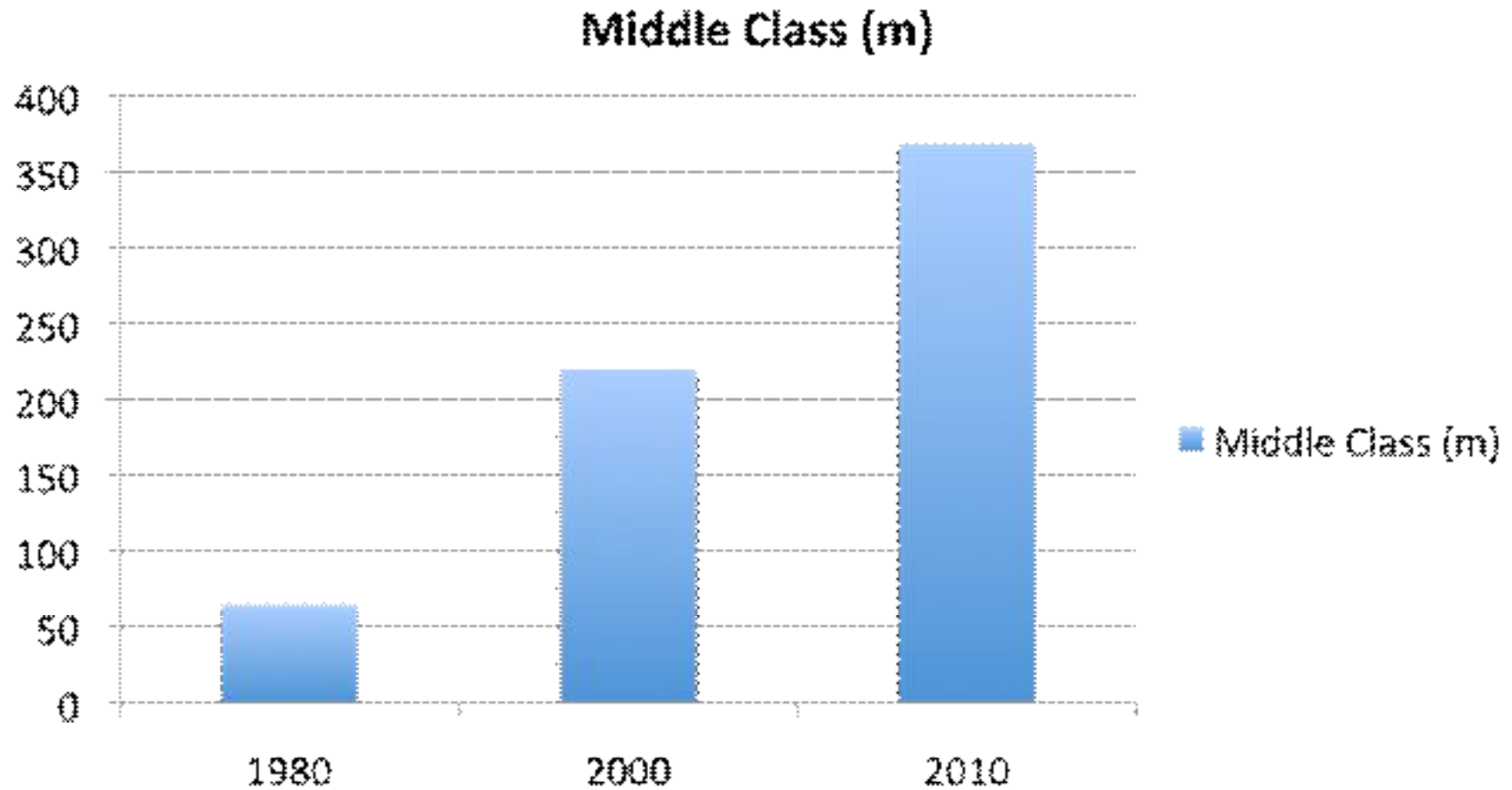
CTO



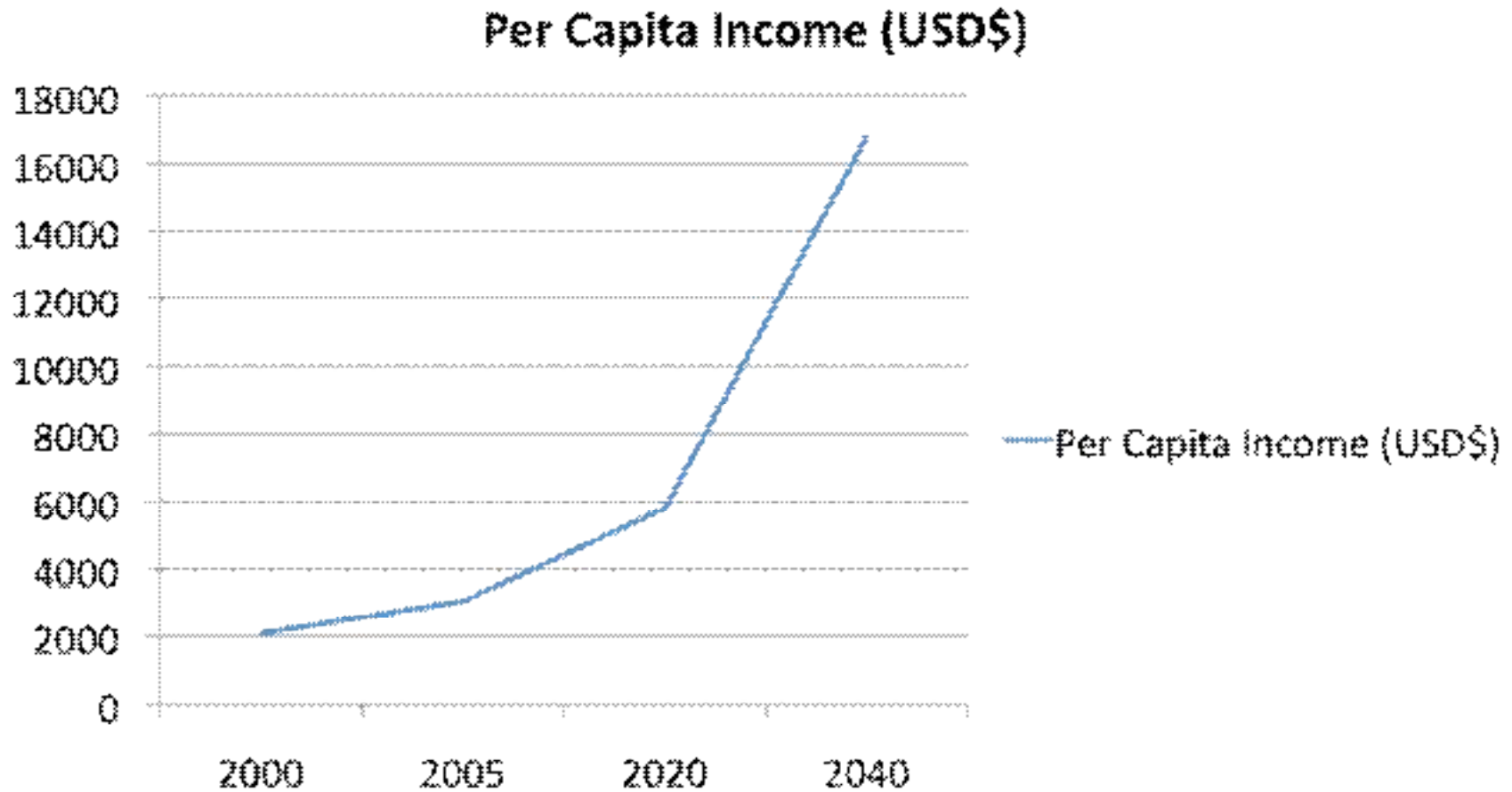
GDP Forecast India



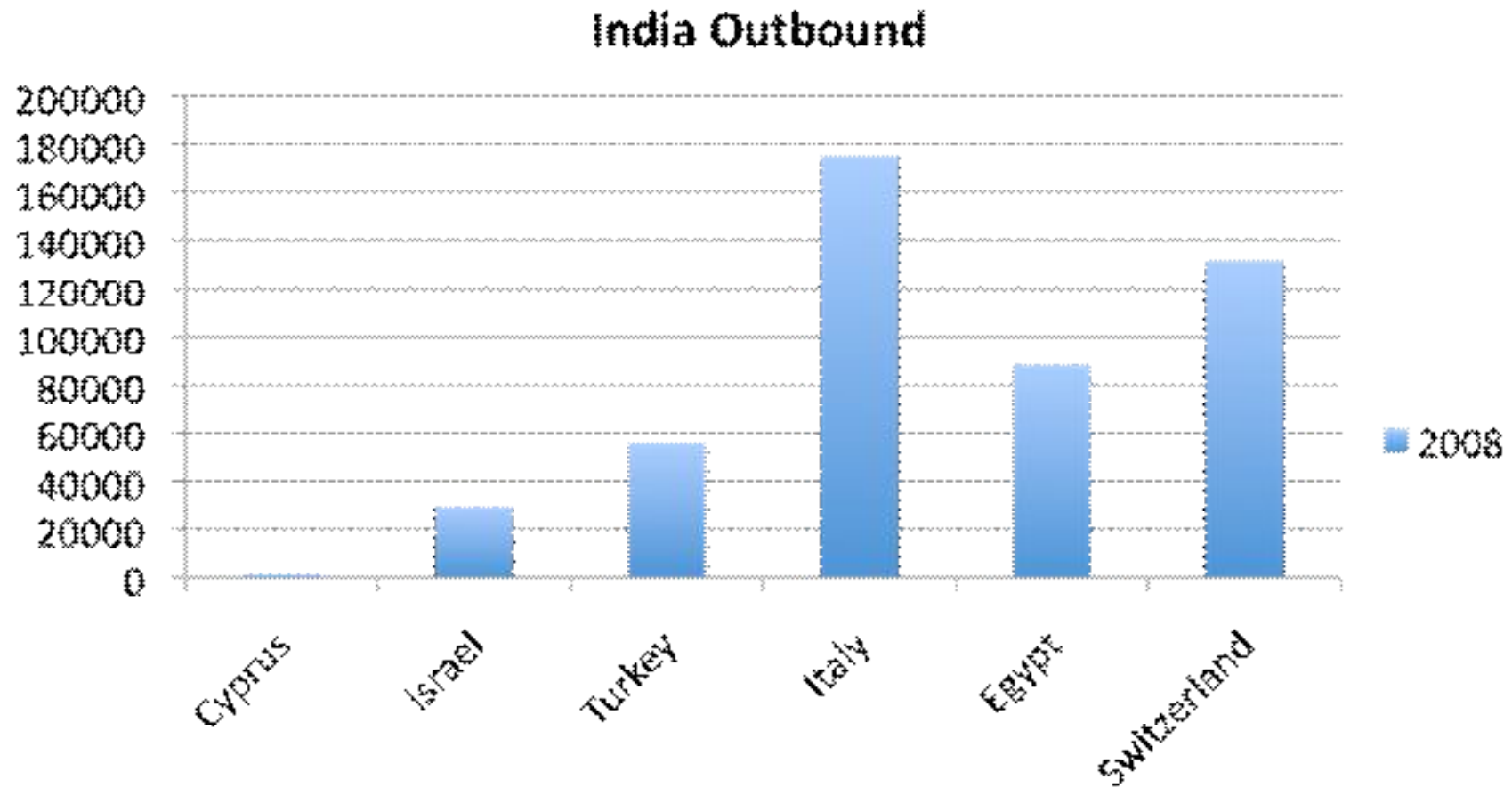
Growing Middle Class



PER CAPITA INCOME (USD\$)



Tourist Arrivals From India 08'



Best Connectivity To Cyprus

- 1. Emirates (Total 9.5 hrs from Mumbai & Delhi)**
- 2. Gulf Air**
- 3. Royal Jordanian**
- 4. Etihad**



2 category of travelers

Distributors

- No team building
- Mainly Men
- Night Life
- High Income

Company incentive

- 3-4 Star Hotels
 - Team building
-

Essentials to attract 1 :Indian Food



Essentials 2: New Destination / WOW factor



Essentials 3: Shopping



Essentials 4: Indian Gala



Essentials 5: Night Life



Essentials 6: Tea & Coffee Facilities

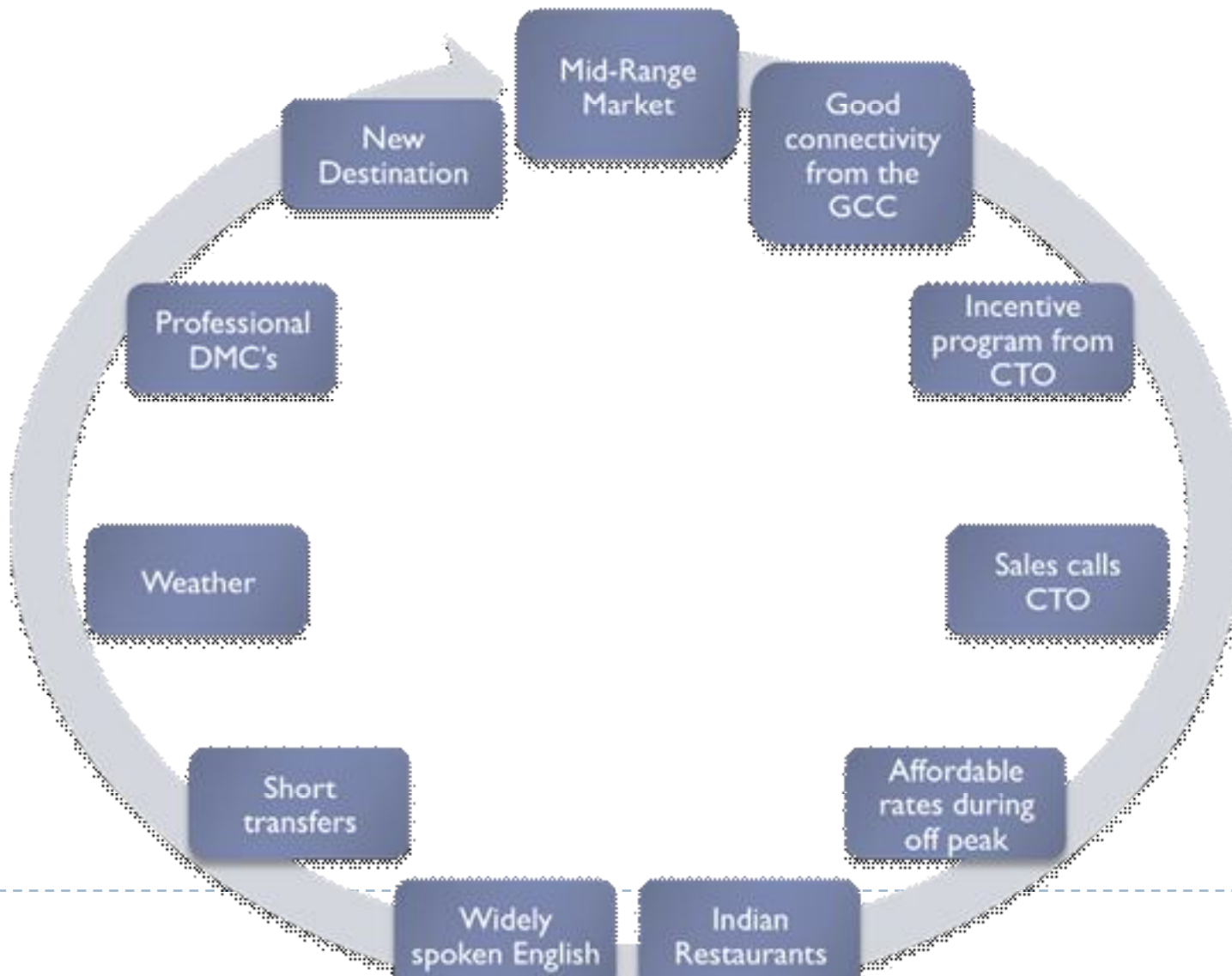


~~Preferred Activity during the visit~~

1. Recognition/Appreciation/
Reward Ceremonies
2. Private Award Functions
3. Gala Dinners & Dance
4. Shows
5. DJ Nights
6. Sightseeing + Activities



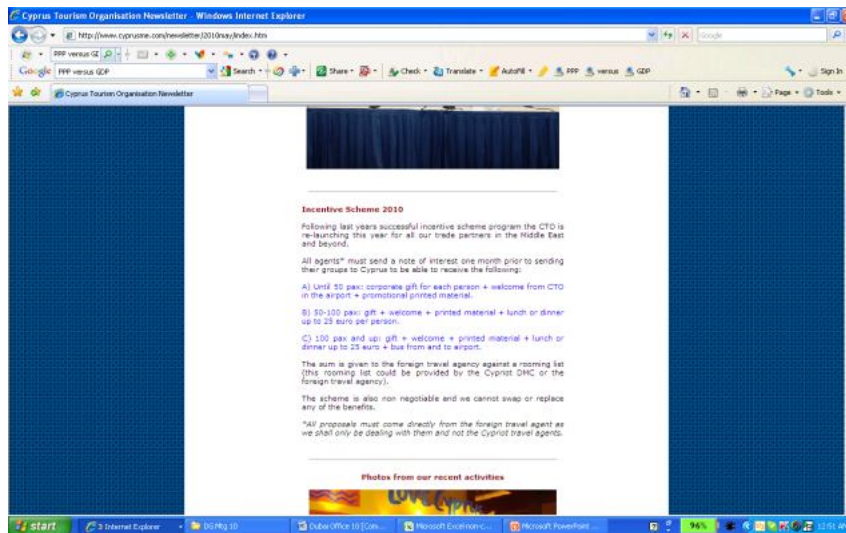
WHY CYPRUS?



Incentive Program MICE

Posted on
www.cyprusme.com

Results



Dates	Co.	Pax	Source
20-24/4	Brother	65	Dubai
1-4/10	Citibank	20	Dubai
4-13/10	Torrent	480	Mumbai
23-26/10	Zydus Cadilla	100	New Delhi
13-16/11	Pioneer	45	Dubai
Jan 2011	Pfizer	500+	Dubai

Forward cooperation CTO / Private Sector

Roadshow
in India

Workshops

CIMA Fams



Lead Creation


Roadshow
(private sector)

Visiting major
operators in India

FAM Trips, bring
over decision
makers only

Aim only for
Mumbai then to
other cities

Make sure you
highlight the
Indian food factor!



Your Turn



Questions?





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