

## PRESS RELEASE

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Cyprus Tourism Organisation, Cyprus Sustainable Tourism Initiative and Travel Foundation  
cooperation for sustainable tourism development

### Ten practical steps for greener beaches and satisfied tourists

**Free handbook and accompanying CSTI/CTO support launched today, with tried and tested ideas to protect natural beach assets and boost visitor satisfaction levels.**

The Greening Cyprus Beaches handbook is launched today by the Cyprus Tourism Organisation (CTO), Cyprus Sustainable Tourism Initiative (CSTI) and the UK-based charity the Travel Foundation.

The manual is a guide for all local authorities, beach-front businesses and property owners who are interested in replicating the successful pilots which ran last year at Fig Tree Bay and Nissi Beach. The results of those pilots, also published today, show **beach user satisfaction increased by 9% and 19% respectively** following improvements such as promoting recycling and growing native plants.

Other ideas which proved effective in the pilot include providing a safe drinking water fountain to reduce plastic bottle waste, installing bike racks to encourage cycling, and involving local residents, school children, businesses and holiday makers in beach litter clean-ups.

The handbook is available free of charge from the CSTI in both Greek and English. It provides practical tips, checklists, case studies and other information around ten categories including sand and water quality, vegetation and planting, 'green' signage and facilities, locally sourced food and drink, and public information and education. It is part of a package of support offered by the CSTI and the CTO for those who are interested in greening their local beach which also includes:

- a host of online resources including templates, tools and case studies;
- phone and email support from the dedicated beach staff at the CSTI/CTO; and
- help to communicate your project including use of the Greening Cyprus Beaches logo and information about your project on the Greening Cyprus Beaches web pages.

Alekos Orountiotis, Chairman of the CTO, said:

"This free manual, and the wider support, is for anyone who wishes to emulate the successes of our greener beach pilots. Our beautiful beaches are among our most important natural assets. I encourage you to set up a "green team" to protect your beach and the future of tourism in your locality. Our manual will help you every step of the way."

For more information: [info@csti-cyprus.org](mailto:info@csti-cyprus.org)

Notes to eds.

This project comes from a five year 'destination partnership' between the CTO, CSTI and the Travel Foundation which aims to cement Cyprus' reputation as a destination of sustainable tourism excellence. Other projects within the partnership will introduce national minimum sustainability standards for accommodation (thought to be a world first!) and reduce waste to landfill from the tourism industry.

