



CTC-ARI, Hermes Airports and Cyprus Airports F&B are sponsoring a celebration of Cypriot tradition reflecting the island's rich cultural heritage.

The trio hopes that recreating typical traditional scenes from the Cypriot countryside in the departures area will act as a lasting reminder of 'Living Cyprus' and the activities that holidaymakers and visitors have experienced during their stay in the country.

The companies are sponsoring several activities, including the creation of a traditional taverna offering unique flavours and dishes of Cyprus. This will be accompanied by Cypriot music and dance ensembles and arts and crafts and other activities.

The organisers say it is a true partnership which is co-organised by duty free shops company CTC-ARI, Cyprus Airports Food and Beverage and Hermes Airports.



Food and wine from Cyprus.

HELPING THE ECONOMY

Commenting at a press conference held at Larnaka Airport, Hermes Airports CEO Wes Porter said: "Hermes Airports supports every effort which aims to the development of the tourist product of Cyprus and by extension the economy of the country". He added that Hermes was actively committed to help participate in the efforts being made by Cypriots to help the economy recover.

Marios Loucaides, Chairman of CTC-ARI and Managing Director of CTC stated that the purpose of the endeavour is for visitors to keep the country and its memories 'in their hearts until the next time they visit our island'.



Garrett Coogan (*shown here*) General Manager of CTC-ARI agreed: “Cyprus is a beautiful Island with a very unique culture, cherished traditions and fantastic food and wine. It is super that my team and I can play our part in this special event promoting Cyprus.

“I’ve no doubt that it not only succeeds in providing retailtainment for our customers, encouraging them to shop more, but is also a great event for the airport community to be involved in.”



STRENGTHENING PROMOTIONS

In a statement, the trio of sponsors said: “For the whole of April travellers at Larnaka Airport will have the opportunity to enjoy culinary treats that literally excite the senses and bring back memories, especially for our tourists, of trips to the Cypriot countryside.

“Beyond the general effort to promote Cypriot tradition, this event also aims to strengthen the various promotional activities that are geared towards making Cyprus an established favourite all year round destination.

“Those of us intending to travel through Larnaka International Airport during April will have the opportunity to sample the rich cultural heritage of Cyprus through this interactive promotional event taking place at the departures area of the terminal”.

Larnaka partners celebrate Cyprus life

[TOP IMAGE: traditional dancing].

TRBUSINESS