

Digi Travel Speech - 18 October 2017

Permanent Secretary of the Ministry of Energy, Commerce, Trade and Tourism,

Bishop of Mesaoria - Gregorios

Distinguished guests, Speakers and exhibitors, Colleagues, Ladies and gentlemen,

The Association of Cyprus Travel Agents (ACTA) is par excellence the NGO agency involved in tourism and travel affairs. Membership of the Association is recognized as a guarantee of integrity, competence and a high standard of service.

In this respect, we are proud to welcome you at The **Digi Travel Cyprus Conference** which is organized in cooperation with Travel Media Applications for the second year. The Conference aims to bring close technology providers with the travel and hospitality professionals.

Digi Travel is now an international event taking place in Athens, Warsaw, Stockholm, Bangkok and Bucharest. We are very proud as ACTA, to make this happen in Nicosia, and we promise it will continue and improve every year.

During the conference, you will be able to understand how tourism destinations and companies can benefit from the digital technology. You will also be informed about the global trends in eTourism and Digital Marketing, as well as to facilitate business among the international travel technology providers and the travel industry.

We aim to hold this as an annual event, in order to bring together international knowledge and know-how with the regional and local expertise, informing delegates about the new technologies, tools and solutions and at the same time, establishing Cyprus as the tourism hub for the East Mediterranean region.

I would like to thank Travel Media Applications for this important collaboration and all of you for your presence. I am sure that we are all going to have a very interesting and enjoyable day!