



Pilot City Success Stories

Municipality of Peyia

USING FUPOL TO CREATE A SMART POLICY MEASURE FOR SUSTAINABLE TOURISM (PROMOTIONAL VIDEO)

1. The Challenge

"Sustainable tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy." Peyia as a coastal city and a tourism destination that respects its history and its culture envisioned a promotional campaign that promotes the city and its unique character.

A number of geolocalized comments from tourists and citizens were identified by the Municipality of Peyia during the piloting phase of the FUPOL project (www.fupol.eu) regarding the beautiful locations of the city of Peyia. Some of the locations were high on popularity while some others were presented by both citizens and tourists as hidden gems.

It became evident that the need to promote Peyia as a tourist destination was the way forward and FUPOL smart tools proved to be appropriate for such a task, since it will be an economic viable alternative to an expensive promotional campaign.

For the Municipality several actions were considered and analyzed with FUPOL tools. These included:

- a. Populating a list with popular locations that tourists share passionately on various social media (e.g. Facebook) using FUPOL;
- b. Selecting the locations that promote sustainable tourism and deciding what will be included in the promotional spot for Peyia;
- c. Concluding on a single message that communicates best the emotional character of the city.

2. The Solution

The key message of the promotional campaign for Peyia as a tourism destination
EXPLORE YOUR DREAMS.

PEYIA
EXPLORE YOUR DREAMS

Figure 1. Promotional Campaign Key Message



Figure 2a. All locations extracted based on social media.



Figure 2b. All locations extracted based on social media.



Figure 2c. All locations extracted based on social media.

Peyia visitors were very enthusiastic about specific locations on social media. Peyia Municipality used FUPOL in this unique way in order not only to promote the locations that vibrate with both tourists and locals but also the whole procedure resulted in a economic (value for money) promotional video.

3. The Results

The Municipality of Peyia created the promotional video¹ during Year 3 of FUPOL and it was utilized as part of the Sustainable Tourism campaign for the summer period (June 2015 – August 2015).

4. The Main Benefits

The main benefit of this policy action is that it helped to the wide dissemination of the city of Peyia both locally (targeting internal tourism but also tourists from other countries). It is also important to note that the amount of civil weddings (or weddings under the sun – people visiting Peyia from abroad specifically to get married in an idyllic location) increased significantly during the last year. Couples report that the idea for getting married in Peyia resulted after watching that particular promotional video. Also other municipalities in Cyprus congratulated the Peyia Mayor for this exceptional smart move; a move that they also wish to replicate. A small yet important step forward in terms of sustainable tourism.

¹ VIMEO: <https://vimeo.com/103064379>

YouTube: <https://www.youtube.com/watch?v=ZbSCHBvr30w>