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Paphos, Cyprus

- Αναπτυξιακή Εταιρεία Πάφου «Αφροδίτη» ΛΤΔ.
- Development Agency of Paphos Afrodit LTD.

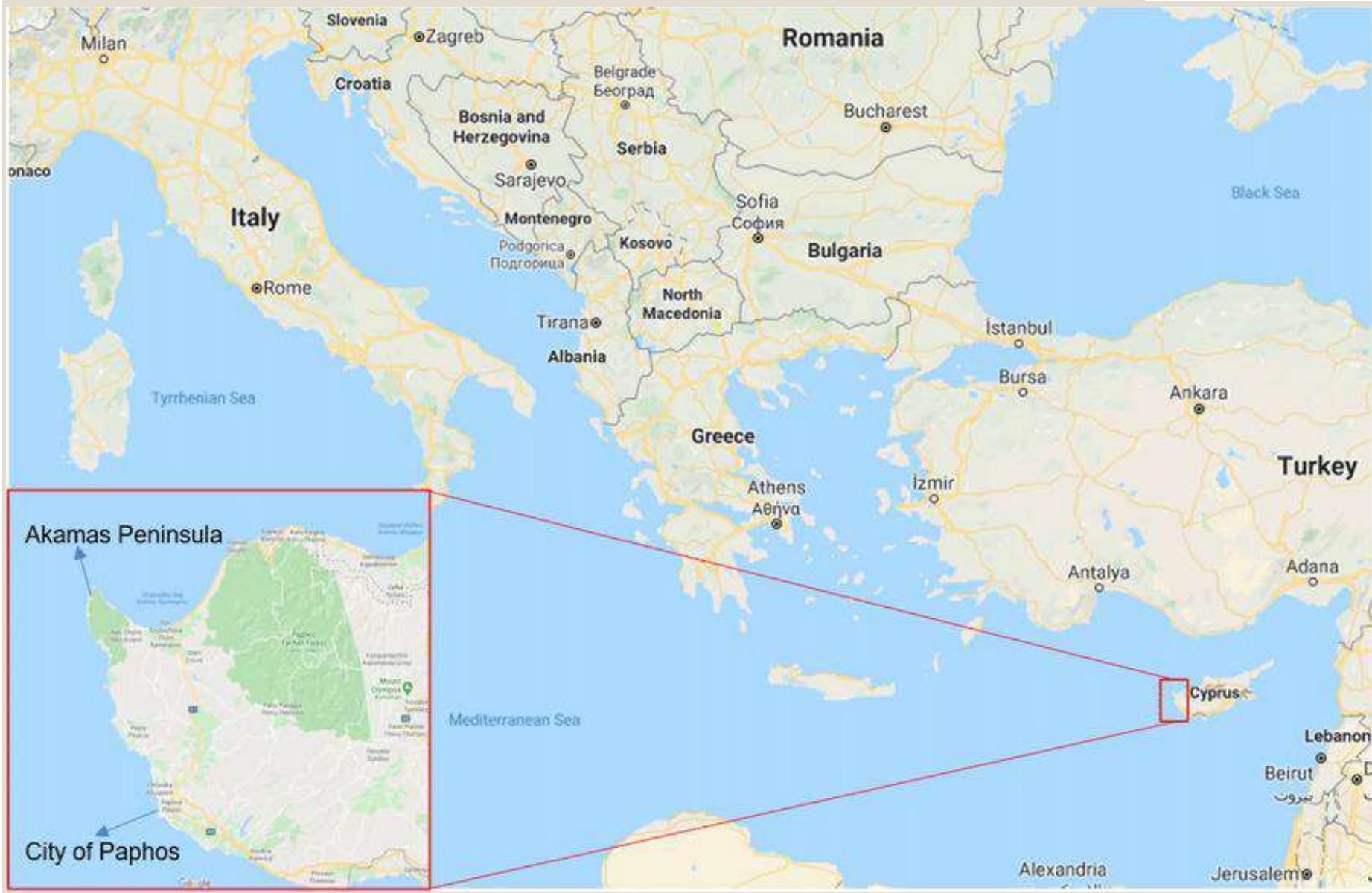


A short Reminder – To know us better

- **Paphos** is a city located on the **southwestern coast of Cyprus**, an island country in the Eastern Mediterranean. It is both a **modern city** and an area rich in **historical and archaeological significance**.
- The wider Paphos District, which includes rural villages and smaller towns like Polis Chrysohos and Pegeia, has a total population of approximately 95,000 people.
- Paphos is known for the rich Historical and Cultural Heritage
 - UNESCO World Heritage Site: The Archaeological Park of Kato Paphos includes
 - Roman villas with mosaic floors
 - The Tombs of the Kings
 - Ancient theatres and fortresses
 - Birthplace of Aphrodite: According to Greek mythology, the goddess Aphrodite was born from the sea foam near Petra tou Romiou (Aphrodite's Rock), just outside Paphos.
- In recent years, Paphos has taken steps toward sustainable tourism, urban mobility, and energy efficiency.

Of course, all these and many more you will be witnessing very soon!!!

A short Reminder – To know us better



About us - Development Agency of Paphos Aphrodite LTD.

- The **Development Agency of Paphos “Aphrodite” Ltd** (also referred to as the Local Action Group, or LAG, for Paphos) is a key regional development organization focused on sustainable rural growth and empowerment in the Paphos district of Cyprus.

Our Mission & Strategic Focus

Core Objectives:

- Enhance the quality of life for residents.
- Position the region as an appealing place to live.

Strategic Priorities:

- Balanced economic development.
- Boosting competitiveness of local products and services.
- Promoting environmental sustainability.
- Fostering social cohesion

Sustainable Tourism and Mobility in Coastal & Rural Regions

- Case Study: Paphos, Cyprus
- Eco-friendly Transportation Options
- Catering to Diverse Demographics – tourists, locals, elderly, youth, vulnerable groups (with mobility issues)



Challenges: Tourism & Mobility in Paphos

- Private cars dominate → congestion & emissions
- Rural areas underserved by public transport
- Summer influx of tourists' strains infrastructure
- Accessibility gaps for elderly and people with disabilities



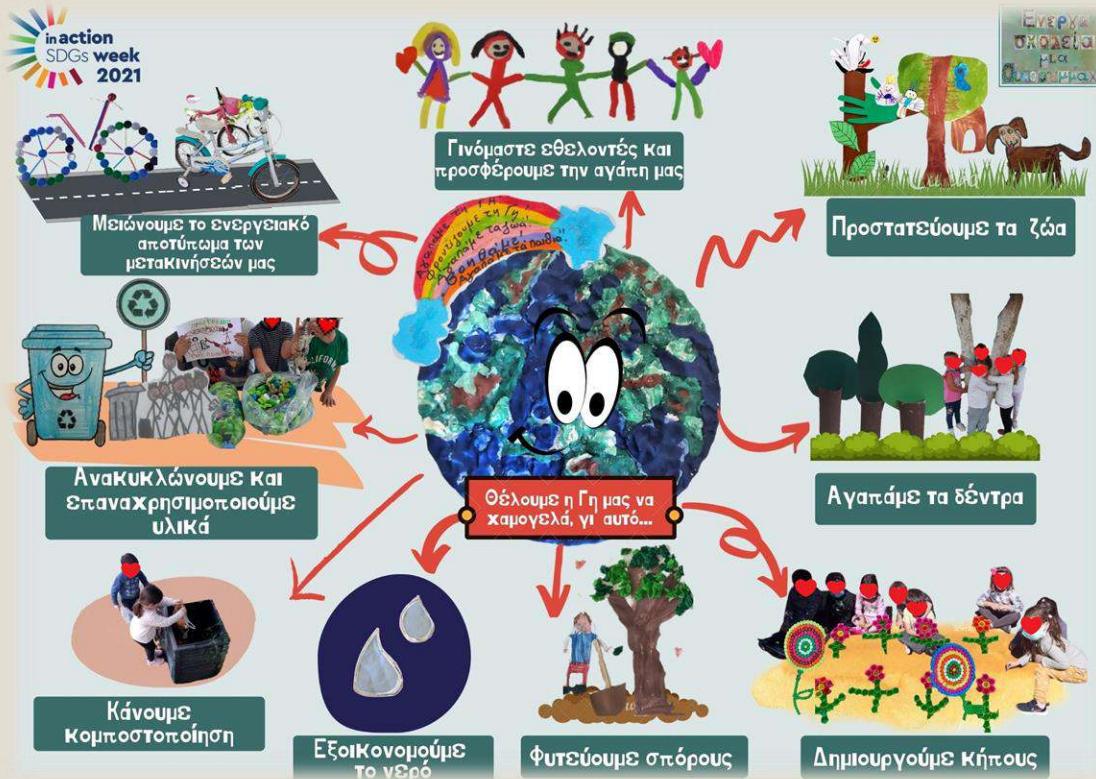
Sustainable Tourism Vision

- Align mobility with EU Green Deal & Cyprus National Transport Plan
- Create balance between tourist satisfaction & local community needs
- Protect natural beaches, rural landscapes & cultural heritage sites
- Educate younger generations about sustainability and resilience!!



Eco-friendly Transportation Options

- Electric buses → link city center, airport, villages, beaches
- Bike-sharing & e-scooters → ideal for short coastal trips
- Solar-powered shuttle boats → alternative to road traffic along the seafront



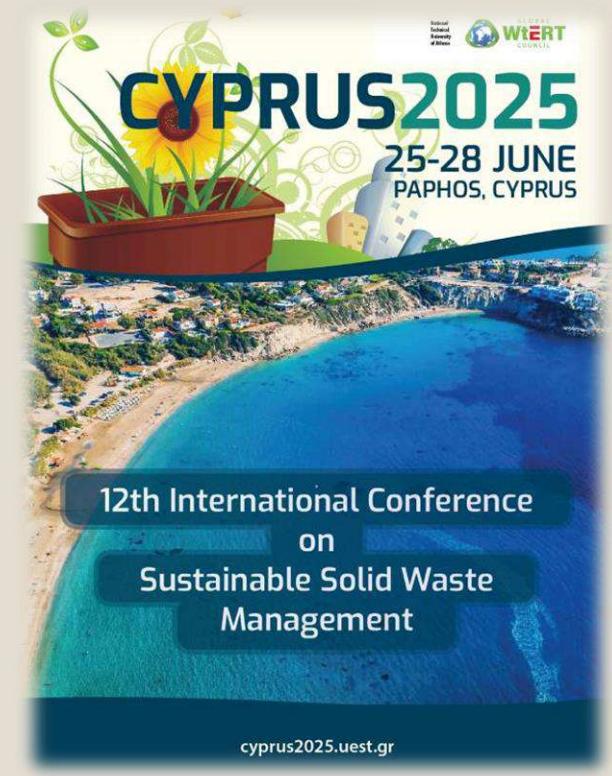
Demographic Focus: Inclusivity

- Elderly: accessible shuttles, benches, shaded walkways
- Youth: affordable bike & scooter sharing, digital mobility apps
- Families: stroller-friendly buses, safe car-free zones
- Workers & locals: reliable & affordable public transport links



Η ΕΤΑΠ Πάφου συγχαίρει τον Δήμο Πάφου για τις επενδύσεις στην καθησιότητα και το περιβάλλον

Επίσκεψη >



Coastal Region Focus: Paphos Seafront



- Seafront promenade: car-free leisure zone
- Dedicated cycle lanes linking hotels & heritage sites
- Electric shuttles for tourists with luggage & reduced mobility



Η Πάφος αναγνωρίστηκε ως ένας από τους οικολογικούς προορισμούς της Ευρώπης — home.cy

[Επισκεψή >](#)

Paphos has been recognized as one of Europe's eco-friendly destinations..... But is it enough....

Rural Region Focus: Villages & Vineyards

- Electric minibuses to connect remote villages with Paphos city
- E-bike rentals for exploring vineyards & agritourism trails
- Community-based ride-sharing initiatives for locals



Best Practices & Case Studies

- Cyprus: EU-funded 'Sustainable Mobility Plan' pilot projects
- Barcelona & Nice: success of coastal e-bus systems
- Norwegian islands: solar boats and electric ferries as models for Paphos



Best Practices & Case Studies

The launch of the line has been organised to coincide with the overhaul of the 24 stations to facilitate access to the vehicles for people with reduced mobility, deploy passenger information terminals (displaying arrival times in real time) and install automatic ticket machines.

A park-and-ride facility has also been created at the Tarnos/Garròs station to encourage the use of public transport.

The P+R is free for Chronoplus network users and has 400 spaces, 145 of which are dedicated to car sharing.

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The electric way: Barcelona



Benefits of Sustainable Mobility in Paphos

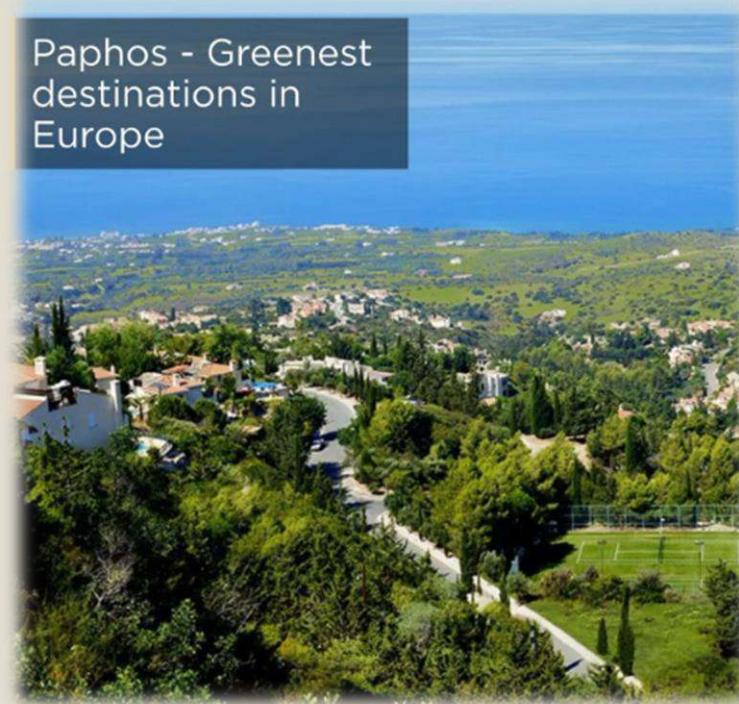
- Lower air pollution & reduced traffic congestion
- Enhanced tourist satisfaction with green, smooth mobility
- Inclusive transport system supporting all demographics
- Boosted local economy & green job creation

Policy & Stakeholder Engagement

- Local government: leadership in sustainable planning
- Businesses: hotels & tour operators offering eco-transport packages
- Communities: participatory role in transport initiatives
- EU funding & Mediterranean cooperation for financing projects

Call to Action

- Vision: Position Paphos as a Mediterranean hub of green, inclusive tourism
- Invest in eco-friendly transport infrastructure now
- Engage tourists, locals, and policymakers in shared responsibility





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THANK YOU

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Πάφου Αφροδίτη

