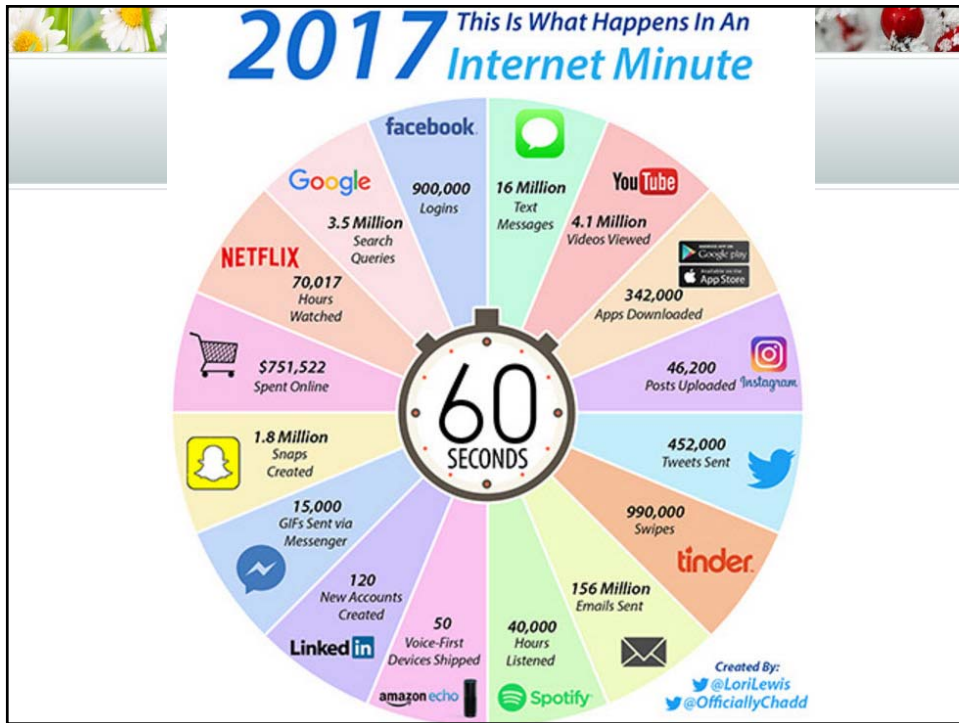
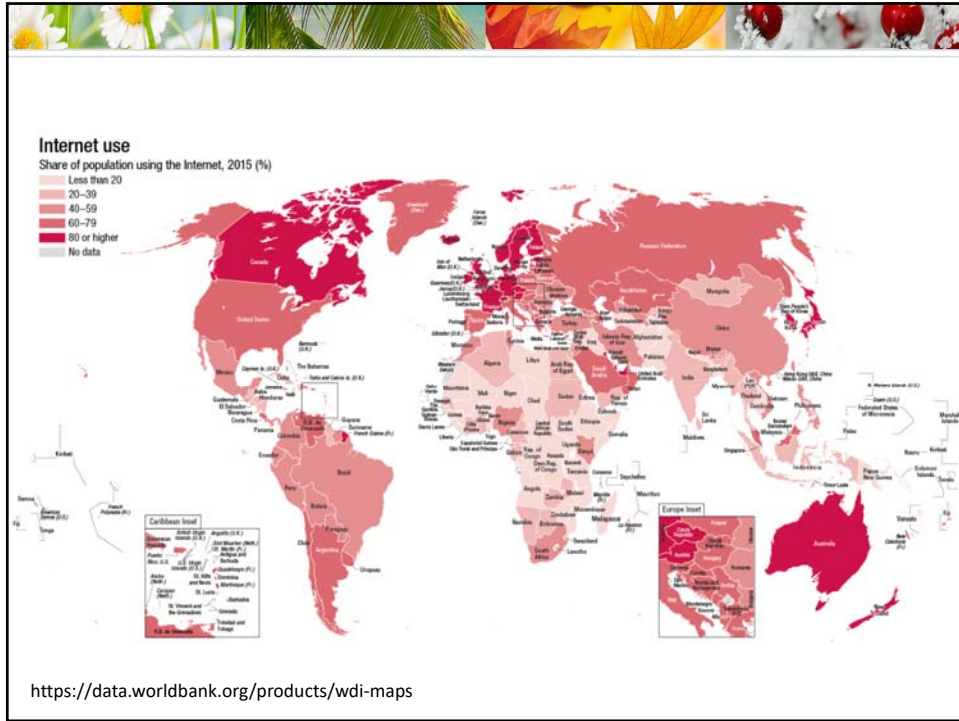






## Προετοιμασία για το Ταξίδι του Πελάτη

<ul style="list-style-type: none"> <li>▪ Ανάγκες και Χαρακτηριστικά των Πελατών</li> <li>▪ Πηγές πληροφόρησης</li> <li>▪ Τρόποι επικοινωνίας             <ul style="list-style-type: none"> <li>▪ Email</li> <li>▪ Messenger</li> <li>▪ Twitter</li> <li>▪ Viber</li> <li>▪ WhatsApp</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Εμπειρία του Πελάτη - Πακέτο</li> <li>Αγροτουρισμού - Αλυσίδα Αξίας</li> <li>▪ Τι χρειάζεται ο πελάτης για μια ολοκληρωμένη εμπειρία;</li> </ul>
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## Ανταγωνιστές – Benchmarking Καλές Πρακτικές



**AGROTOURISM**  
*discover real Cyprus*

OWNER LOGIN MY BOOKING


English

BOOK NOW

- Παγκόσμιοι/Τοπικοί
- Υποκατάστατα
- Συμπληρωματικά


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### Holiday Ideas



**NOT FAR AWAY FROM PAFOS CULTURAL CITY 2017 - EXPLORE THE HIDDEN VILLAGES**

Not far away from the cultural events taking place in Pafos town you can explore the natural beauty and authentic villages, meet the locals by staying in restored traditional houses. The lodgings we offer are only few minutes away from Pafos town. ...




**Food and Wine holidays**

A culinary experience

Hospitality is a byword in Cyprus and Kipiasie in Greek means, "Come and enjoy our hospitality". Where better to try some local specialties than in rural Cyprus?

Much of the food eaten daily - olives, almonds, figs, beans, chickpeas, dates, bitt...




**Discover the history of the famous Koumandaria Wine**

The oldest wine of Cyprus

A trip that takes you back in time, to the secrets of the island's most ancient and famous wine, the world famous Koumandaria.

The route through fourteen Koumandaria villages goes back to 1192 AD when the knights of St. John were perfecting the gr...

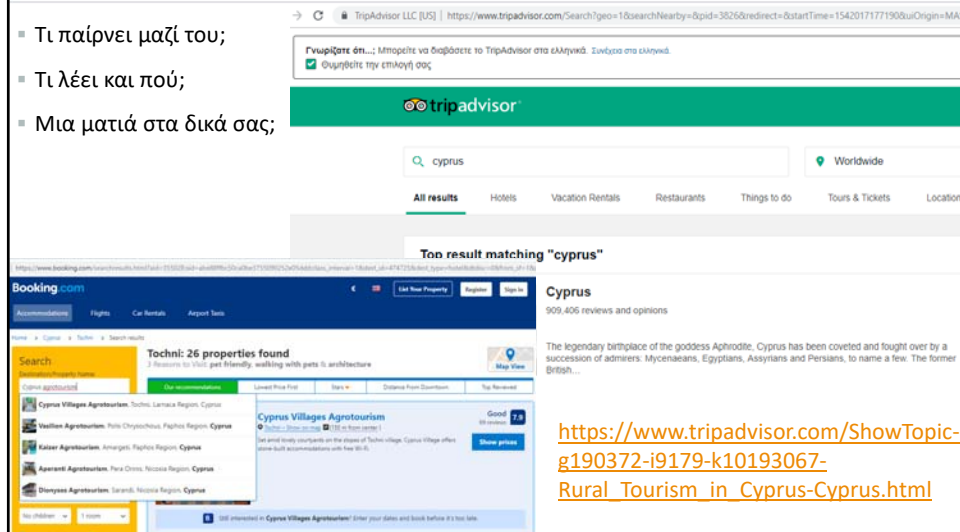


## Αναλυτικά

- Google
- Insights
- Trends

## Τι γίνεται με την επιστροφή του πελάτη σπίτι του;

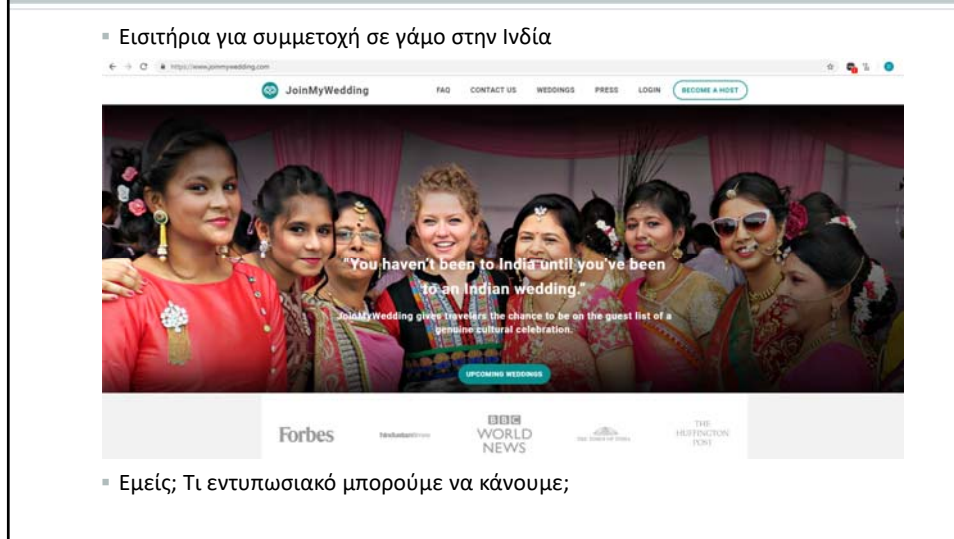
- Τι παίρνει μαζί του;
- Τι λέει και πού;
- Μια ματιά στα δικά σας;



The screenshot shows the TripAdvisor website interface. At the top, there's a search bar with 'cyprus' entered. Below it, the 'All results' tab is selected, showing a list of properties. The first result is 'Cyprus Villages Agrotourism' in the Larnaca Region, with a 'Good' rating of 7.8. To the right, there's a snippet of text about Cyprus: 'The legendary birthplace of the goddess Aphrodite, Cyprus has been coveted and fought over by a succession of admirers: Mycenaeans, Egyptians, Assyrians and Persians, to name a few. The former British...'. A URL is provided: [https://www.tripadvisor.com/ShowTopic-g190372-i9179-k10193067-Rural\\_Tourism\\_in\\_Cyprus-Cyprus.html](https://www.tripadvisor.com/ShowTopic-g190372-i9179-k10193067-Rural_Tourism_in_Cyprus-Cyprus.html)

## Ενθουσιασμός – Delight – Word of Mouth

- Εισιτήρια για συμμετοχή σε γάμο στην Ινδία



The screenshot shows the JoinMyWedding website. The main banner features a group of women in traditional Indian attire, with the text: "You haven't been to India until you've been to an Indian wedding." Below this, it says: "JoinMyWedding gives travelers the chance to be on the guest list of a genuine cultural celebration." At the bottom, there are logos for Forbes, The World News, and The Huffington Post. A list of upcoming weddings is visible below the banner.

- Εμείς; Τι εντυπωσιακό μπορούμε να κάνουμε;

## Ηλεκτρονική Παρουσία – Customer engagement (εμπλοκή)

- Ιδιόκτητα μέρη
  - Ιστοσελίδα (wordpress ή shopify)
  - Blog, [Vlog](#)
  - Facebook
  - Instagram
  - Twitter
  - LinkedIn
  - Pinterest
- Μεσάζοντες
  - Εξωτερικού
    - Booking.com
    - Tripadvisor.com
    - AirBnB
    - Owners' Direct
    - Google
  - Εσωτερικού
    - Εταιρεία Αγροτουρισμού Κύπρου
    - Κυπριακός Οργανισμός Τουρισμού

## Συνεργασίες

The screenshot displays the official portal of Cyprus Tourism. The header includes navigation links for 'Home', 'About Us', 'Professionals', and 'Log In', along with a 'WEATHER' widget and a language selector set to 'English'. The main navigation bar features 'Discover Cyprus', 'Plan your trip', 'Accommodation', and 'Events', accompanied by a search bar and 'Media' and 'Map' icons. The central banner image shows a rural landscape with a stone house and trees, with the word 'RURAL' overlaid. Below the banner is a grid of eight circular icons representing different travel themes: Cycling, Nature Trails, Villages, Cultural Routes, Wine Routes, Religious Routes, Museums & Galleries, and Sites & Monuments. Social media icons for Facebook, Twitter, LinkedIn, and Pinterest are visible in the bottom right corner.