



Community Council of  
**KATO DRYS**

# INHERIT MARKETING STRATEGY



## KATO DRYS COMMUNITY COUNCIL CYPRUS



Co-funded by  
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# INHERIT Marketing Strategy Cyprus (Kato Drys Community Council)

Trails & Quests of mountainous district of Larnaca District  
with elements in Larnaca, Limassol and Paphos

## Introduction

The Erasmus+ project INHERIT – Heritage Interpretation through Digital Storytelling for Experiential Tourism Development in Rural Areas (<https://inherit-eu.com>) records little-known stories from rural areas and creates unique touristic offers. They are....

1. A Shepherds Life in the Cypriot Mountains
2. Mosaics, a Part of the Patrimony of Cyprus
3. Sacred Tombs and Holy Relics
4. Rooftile Trail, Focus on Zoomorphic Logos

Each trail has multiple stops and stories in English and Greek. Attached to the trail are 'quests' / chances to be creative

## Goals (2025–26)

- Keep building the list of engaged stakeholders in order to market the touristic offers widely
- Welcome 800 trail users by December 2026.
- Maintain 95 % visitor satisfaction
- Convert 100 users into “Friends of Mola Culture Factory” Being the outreach centre for KDCC.
- Promote the INHERIT product in the press and magazines 10 ...minimum 4 times each year.
- Continue to use GREEN VILLAGE principles of Environmental, Social, Cultural and Economic sustainability.....The score from 40 is current 25/40.....we aim for 33/40

- Fine tune the offers to always fit to circular economy ideals and UN sustainable development goals.
- Multiply INHERIT results by transferring to 3 other countries by May 2027. We already discuss this with Greece, Romania and United Kingdom.
- Build a stronger partnership with INHERIT partners. Linking trails and quests across borders and thus share opportunities. A good example is the linking of the Devetaki and Pano Lefkara former 'Mills'.
- Maintain contact with service providers in our network (restaurants and accommodation, total 5 organisations) and monitor increases in business success.....striving for 5% by May 2027

## Target Groups

Segment	Perceived reason for coming	How to reach them
Cypriot families with children	Themes have some familiarity but excitement, thrills, discovery and quests . chances to be creative are novel	Tik Tok, Instagram, Whats-app. Mola and KDCC web pages. Flyers in selected Air BnB and hotels, guesthouses. Event and travel facebook pages.
Cypriot younger couples	Themes are exciting, fashionable, romantic and appeal to shared interests	As above but including minimum 5 groups that young people attach to. Flyers in selected Air BnB and hotels, guesthouses. Event and travel facebook pages.
Touristic families with children	Those looking for elements of the 'real Cyprus' plus excitement, thrills, discovery and quests . chances to be creative are novel.....creating memories	Tik Tok, Instagram, Whats-app. Mola and KDCC web pages plus facebook. Flyers in selected Air BnB and hotels, guesthouses. Event and travel facebook pages.

<p>Touristic younger couples</p>	<p>Many have a former connection through Erasmus, Leonardo da Vinci, YOUTH, even Comenius. They are searching for something different.....we receive many 'Charlies' (UK, Australian, USA, Canadian, South African born Cypriots).....sometimes they are searching for their roots.</p>	<p>We have a good contact to this group because between 1998 and 2024, around 4,000 students /learners attended month-long EU supported vocational training with KDCC.....On average 3 couples per month return to visit. Through social media, especially facebook, the numbers swell....but 'word of mouth' must not be underestimated</p>
<p>Digital nomads</p>	<p>The Cypriot state actively encourages Digital Nomads to settle in Cyprus, through favourable tax laws. They are well-educated and earn their money through the internet, often having spare time in the day. British, American and Russian younger people dominate but we notice a rise in Romanians, Bulgarians and Polish people. Interest is in culture, nature and sustainability. Russians, Bulgarians and Romanians are Christian Orthodox so churches, tombs, icons, Saints are all interesting to them</p>	<p>We reach them through specialist web sites and our stakeholder Teleporttravel, Lefkara Travel and Lefkara events</p>

<p>Older Cypriots</p>	<p>For this group nostalgia is a key component of their reason for coming. They were often born in Cyprus and left as children/minors. Waves of migration followed war and strife....post WWII struggles between communists and fascists, the war of independence against the British, incursions by mainland Greek and Turkish armies. They seek authenticity and memories</p>	<p>We reach this group through ex-pat facebook groups and bloggers</p>
<p>Older touristic visitors</p>	<p>Many have a Cypriot connection as former military persons, UN workers, volunteers. They seek memories and authenticity as above</p>	<p>We use facebook groups and have a good connection to Larnaka Tourism Board. We also have tour guide stakeholders and even run free walking tours in Larnaca, where literature about INHERIT can be distributed. (Andria Ethymiou &amp; Nana Asmeni)</p>

<p>Refugees and asylum seekers</p>	<p>Some integration is state-sponsored and obligatory. In 2005 we were in a Swedish led Grundtvig DOI project to develop pedagogy for this group. The themes we chose in INHERIT considered their interests, which are strongly cultural and often quite conservative</p>	<p>We specialize in working with this group. We have Cyprus Asylum Service. Nicosia office of the EU and United Nations High Commission for Refugees as stakeholders and also visit the refugee camp in nearby Kofinou. Word of mouth is very important because this group have a very strong cohesion. Many Africans are French speakers and we have this capability. Many are Islamic and we are pro this group.....promoting the positive impact of Islam in Europe.</p>
<p>Creatives of any age</p>	<p>KDCC &amp; stakeholders firmly believe in informal learning and think information 'sticks' if handwork and creativity is part of the mix. All INHERIT trails have chances to be creative / quests attached....they are optional</p>	<p>Art and craft pages and groups, including national ones in Greece, Cyprus, UK, Ireland, USA, Germany and Romania</p>
<p>Non-Christian visitors</p>	<p>Our experience is through UNHCR but we also cater for European Muslims and strongly connect with Sri-Lankan (Buddhist) migrant workers. We understand customs, religion and the need for halil meat, etc. We are multi-cultural and this is known and recognised. Our themes cater for this segment</p>	<p>Bloggers, non-fundamental groups, migrant networks, (especially) British Muslim groups</p>

<p>Turkish Cypriots</p>	<p>Our themes consider this group. We worked formerly on bi-communal projects through Stelios Award (Easyjet). It is easy for them to arrive but they are often nervous/frightened. We travel to North Cyprus to promote our work.</p>	<p>Through bi-communal Cypriot groups that focus on culture and nature. Stakeholders include bi-communal organisations with a presence in or close to the buffer zone</p>
<p>Travel bloggers</p>	<p>This group make their living from travel stories, they seek the unusual, authentic and sustainable experiences. We encourage them and benefit from their blogs</p>	<p>Digital creator groups on social media, word-of-mouth, some came here previously as teachers or students....we maintained contact</p>

## Methodologies

The created trails and quests of KDCC in INHERIT are very carefully chosen; the 4 offers with 20 digitized stories are thinned down from 10 draft offers and over 50 stories. In the process of creating the offer, we were constantly disseminating to stakeholders and potential users / clients; they assisted us in the thinning down process. The 6 offers that have not come fully-formed onto the final platform stage, have not been left on the cutting room floor but will continue to be worked on and offered in modified forms. The reasons for this are because the market sector for some draft offers was too niche and narrow or commercially unattractive and this could only be practically discovered through testing. It is critical that the product fits the market and the target groups. Those target groups have to be linked to income for KDCC, it's outreach centre and stakeholders. A good example is schools..... there is demand from that sector for digitized culture but there is no income stream in these post COVID days of recession, with State Services cut back hard. KDCC and Mola Cultural Factor follow the 'Four Pillars of Sustainability', where cultural, social and environmental sustainability are as important as economic sustainability but not all stakeholders can be so generous and we serve the needs of our stakeholders and they are critical in delivery.