



EXperiential **T**ourism for sustainable **R**ural development

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Factsheet

<p>1. Business name & logo</p>	<p>ROOTS – A Digital Gateway to the Real Cyprus</p>
<p>2. Brief description</p>	<p>ROOTS is a digital platform designed to connect visitors with the authentic, cultural, and sustainable side of Cyprus. It serves as an entry point to local experiences, routes, communities, and traditions, guiding users toward responsible travel choices that go beyond mass tourism and highlight the island’s real identity.</p> <p>ROOTS functions as a digital gateway that curates and promotes sustainable tourism experiences across Cyprus. Through storytelling, digital tools, and curated content, it connects travelers with local initiatives, slow travel routes, eco-friendly accommodations, gastronomy, culture, and community-led experiences.</p>
<p>3. Key services/products/ experiences</p>	<p>1. Digital Discovery Platform An online hub that brings together sustainable tourism experiences, routes, and initiatives in one accessible place. The platform helps users discover meaningful travel options aligned with sustainability and authenticity.</p> <p>2. Curated Local Experiences Promotion of handpicked experiences such as cultural activities, nature-based routes, gastronomy, and community-led tourism that reflect local life and traditions.</p> <p>3. Storytelling & Cultural Narratives Digital storytelling that highlights Cyprus’ heritage, landscapes, people, and traditions, offering deeper context and emotional connection to places and experiences.</p> <p>4. Sustainable Travel Guidance Information and inspiration that encourage responsible travel behavior, slow tourism, and conscious consumption, helping visitors make informed choices with positive impact.</p>
<p>4. Target audience</p>	<ul style="list-style-type: none"> • International and domestic travelers seeking authentic experiences • Eco-conscious and responsible tourists • Cultural, heritage, and slow tourism enthusiasts

	<ul style="list-style-type: none"> • Digital-savvy travelers planning meaningful trips • Visitors interested in discovering lesser-known destinations in Cyprus
5. Sustainability aspects	ROOTS promotes sustainability by acting as a digital enabler of responsible tourism. By prioritizing local initiatives, slow travel, and community-based experiences, the platform helps reduce pressure on mass tourism hotspots and supports balanced territorial development. ROOTS amplifies local voices, preserves cultural heritage, and encourages environmentally conscious travel choices, contributing to long-term social, cultural, and environmental resilience in Cyprus.
6. Key Statistics & achievements	Creation of a centralized digital gateway for sustainable tourism in Cyprus