



**TRAVEL BLOGGERS/INFLUENCERS/CONTENT CREATORS
COLLABORATION SCHEME 2024**

DEPUTY MINISTRY OF TOURISM



STRATEGY, MARKETING AND INTERNATIONAL RELATIONS SECTOR

A. GENERAL INFORMATION

The Cyprus Deputy Ministry of Tourism, aiming to enforce the destination's image and awareness, is inviting travel bloggers, influencers, and content creators for collaboration.

These types of collaborations can positively contribute to spreading and reinforcing Cyprus' image in the destination's targeted markets as a high-quality and diverse tourism destination. Travel bloggers, Influencers, and Content Creators sharing their experiences in Cyprus through blog and website articles, as well as social media actions, can provide inspiration, general information, and detailed insights about the destination to their audiences. Such collaborations create a cycle of online inspiration, ensuring a long-lasting and recurring impact on audiences, in contrast to conventional advertisements.

Note that while a travel influencer can also be a travel blogger, it is not a requirement.

B. SCHEME AIM

The aim of this Scheme is for the Deputy Ministry to collaborate with Travel bloggers, Influencers, and Content Creators to promote and strengthen Cyprus' image (brand awareness) while enhancing the presence of the Deputy Ministry's social media through increased traffic and engagement.

Moreover, the Deputy Ministry wants to focus on Travel bloggers, Influencers, and Content Creators specializing in special interest tourism such as in gastronomy, wine, sports, religious and cultural experiences, romance, honeymoons and parties, city tourism, and luxury tourism.

C. STRATEGIC OBJECTIVES

The main objectives of the Scheme are to:

- I. Raise awareness about Cyprus and inspire people to visit or revisit the destination.
- II. Showcase the diverse landscape, activities and experiences Cyprus has to offer.
- III. Highlight and promote Cyprus' natural wealth, cultural heritage, history, traditions, and special interests.
- IV. Produce and deliver Content for use by the Deputy Ministry of Tourism for its promotional activities.

D. BENEFICIARIES

Beneficiaries include:

1. A person with presence on at least one of the following social media and platforms: YouTube, Facebook, Instagram, TikTok, Threads, X (formerly Twitter), and/or a blog or website, and with at least one of their profiles/channels or website/blog complying with the thresholds mentioned in Table I.
2. A person with a social media presence on the social media and platforms mentioned above, who does not strictly comply with the thresholds mentioned in Table I, yet whose content and profile align with the Deputy Ministry's content requirements and strategic needs in special interest tourism.

Due to the individuality of each travel blogger, influencer, and content creator, every proposal request must be examined independently based on the Blogger's, Influencer's, or Content Creator's proposed deliverables and the Criteria described in Part E.

D. SUBMISSION PROCESS AND EVALUATION OF APPLICATIONS

To apply for a collaboration, beneficiaries must submit a Media Kit to aconstantinou@visitcyprus.com.

The Media Kit should include:

1. A brief overview of the beneficiary's profile, niche, and all active social media.
2. Audience demographics (including age, gender, location, and other relevant demographic data).
3. Reach (number of followers/subscribers) and engagement rate (likes, comments, shares, etc.).
4. Content examples, including photos, videos, reels, blog posts, or any other relevant media that highlights their style and quality.
5. Examples of past partnerships and collaborations.

All applicants will receive a written response of approval or decline of their application.

Submitted applications will be examined on a first-come, first-served basis and according to the requirements of Table I.

E. COLLABORATION CRITERIA

For a collaboration to be considered valid, the following criteria will be examined:

- I. **Creativity:** Ability to produce original, interesting, and high-quality travel content.
- II. **Expertise:** Knowledge and experience in specific travel and tourism products.
- III. **Past collaborations:** Successful collaborations with other tourism boards or tourism-related companies, their professionalism in previous collaborations, and the influencer's reputation in the industry.
- IV. **Experience:** Level of experience in content creation, including the use of related equipment and software.
- V. **Quality of work:** Quality and style of content shared, as well as the general appearance of social media profiles and/or websites.
- VI. **Audience:** Metrics on their audience (demographics, engagement, etc.), and the audience's alignment with the current target markets and strategy of the Deputy Ministry of Tourism.
- VII. **Brand alignment:** How well the Travel Blogger/Influencer/Content Creator's personal brand aligns with the values and image of the Deputy Ministry of Tourism.
- VIII. **Legal and ethical standards:** Adherence to legal guidelines and ethical standards in their content and collaborations.

F. AGREEMENT & DELIVERABLE TYPES

Collaborations will typically occur in one of the following three ways:

1. The Deputy Ministry of Tourism will cover none or part of the collaborator's hospitality expenses in Cyprus and will provide the collaborator an agreed-upon financial support for social media promotion and/or content creation and delivery.
2. The Deputy Ministry of Tourism will cover most or all of the collaborator's hospitality expenses in Cyprus but will not provide the collaborator with any financial support for social media promotion and/or content creation and delivery.

3. The Deputy Ministry of Tourism will cover all of the collaborator's hospitality expenses in Cyprus and will also provide the collaborator an agreed-upon financial support for social media promotion and/or content creation and delivery.

The level of financial support is explained in Part G.

Hospitality expenses typically include the following: return flights to Cyprus, B&B accommodation, a number of meals, guided tours, car rental, entry fees to archaeological sites and museums, and any activities included in the proposed hospitality program prepared by the Deputy Ministry of Tourism.

In return, and depending on the agreed deliverables, the collaborator must fulfill one or all of the following:

- I. Create original content that is decent, honest, and factual, based on the hospitality program created by the Deputy Ministry.
- II. Upload a minimum number of posts (pictures and/or videos/reels) and/or articles on their social media profile(s) and/or website/blog related to their trip to Cyprus.
- III. Upload a minimum of Instagram/Facebook stories per day during their journey to Cyprus.
- IV. Add tags, links, or titles related to 'Visit Cyprus' in the description of the uploaded media/articles.
- V. Create and deliver one or more videos, one or more short videos (Instagram Reels, YouTube Shorts, or TikTok videos), and a number of high-resolution photos.

All terms of the agreement must be discussed and decided in advance, and a binding contract must be signed by both parties.

It should be noted that the Content created and delivered, and the Social Media Promotion by the Collaborator must not include or refer in any way to areas not administered by the Republic of Cyprus (Occupied Areas).

G. LEVEL OF FINANCIAL SUPPORT

The level of financial support for the Content Creation and Social Media promotion will be up to €5,000 per applicant per year. This financial support includes all costs that the Collaborator may need to meet his/her obligations, as well as any expenses that may arise, including fees or payments to third parties.

The Deputy Ministry will cover the hospitality expenses of the Collaborator in Cyprus (if any), as well as those of any assistant/partner required for the project.

Payment will be made by bank transfer to the bank account specified by the Collaborator. The Deputy Ministry reserves the right to oppose the Collaborator's choice of bank account.

Payment will be made in euros upon acceptance (in terms of quality and quantity) of the agreed deliverables, as described in Part F.

It is noted that the Total Available Budget for the Scheme for the year 2024 is €40,000.

H. COPYRIGHT ISSUES

While the Collaborator owns the copyright of the content delivered, the Deputy Ministry of Tourism reserves the unconditional right to use and share the content delivered for any purpose without geographical, time, or other limitations, and without providing any additional remuneration to the Collaborator.

I. VALIDITY OF THE PLAN

The Scheme shall be valid on an annual basis until the 31st of December of each year or until the maximum budget allocation has been reached. Unless the Deputy Ministry of Tourism decides otherwise, the Plan shall be automatically renewed for the following year.

J. SCHEME MODIFICATIONS

The Deputy Ministry of Tourism, has the right to freeze/extend the duration validity of the Scheme depending on the available budgets. Any modification of the Scheme will be announced on the Deputy Ministry of Tourism website www.tourism.gov.cy under the present Scheme.

TABLE I

Threshold	BARE MINIMUM AUDIENCE & ENGAGEMENT		
	The countries have been grouped according to population and social media popularity		
	Group A Countries	Group B Countries	Group C Countries
Social Medium/Website/Blog	<i>United Kingdom, USA, Germany</i>	<i>France, Italy, Sweden, Israel, Poland, Saudi Arabia, UAE</i>	<i>Greece, Austria, Ireland, Switzerland, Belgium, Finland, Denmark, Czechia, Jordan, Netherlands, Norway, Romania, Slovak Rep, Serbia, Hungary, Lithuania, Georgia, Armenia</i>
<i>Instagram/Tik Tok/X, Threads Followers</i>	80.000-100.000	60.000-80.000	40.000-60.000
<i>Instagram/Tik Tok/Twitter, Threads engagement rate</i>	1-3%		
<i>YouTube Channel subscribers</i>	90.000	70.000	50.000
<i>YouTube Channel single video views</i>	200.000	100.000	80.000
<i>Website/Blog monthly views</i>	40.000	30.000	20.000