

**Pafos, in the Top 20 European Tourist Destinations for 2013**  
**Gold Quality Award for the Coastline of Pafos Region !**

Pafos is well known around the world as the birthplace of Aphrodite, as a destination which combines stunning natural scenery, historical interest and scenic coastline! Now it has another special feature: the Gold Medal in the European competition "QUALITY COAST", which was named as one of the 20 most sustainable tourism destinations in Europe, between 1000 candidate!

The award "QUALITY COAST " began in 2009 and is awarded to coastal municipalities / tourism institutions that share the same values and implement practices for the management of coastal areas under their jurisdiction, improving their policies concerning inter alia the protection of the coastal environment, cultural heritage and social structures. Quality Coast award is given every two years to fifty local governments of Europe, based on the performance of the candidates based in criteria covering five thematic areas.

The preparation and submission of the Paphos application, was coordinated by the Pafos Regional Board of Tourism, and included the Municipalities of Pafos, Yeroskipou, Peyia and Polis and the community councils of Chlorakas, Kissonerga, Neo Chorio as well as the Hoteliers Association. 'It was the first collective nomination submitted to the institution of COAST QUALITY, and this broad cooperation made the difference in the distinction of Paphos, as such quality destination. The award with gold medal stresses the importance of cooperation between local authorities but also their desire and commitment to promote a more sustainable model of coastal development.

Pafos is now included in the list of quality coastal destinations of Europe «The TOP 20 SUSTAINABLE DESTINATIONS» and promoted as the destination ensuring that the environment remains clean and the area follows practices for the protection and promotion of local identity and cultural heritage. In Paphos of quality, visitors can combine a relaxing, but also safe holidays, tradition and culture, nature and clean seas.

Winning the Gold Medal as one of the 20 most "green" coastal and island regions of Europe, honors Paphos, but at the same time commits the area to continue and improve as after two years will Paphos will be judged again by the institution.

<http://www.qualitycoast.info>