Kythera, a Hiker’s Paradise.
Signage/Website/Brochure System

Supported by:
The Municipal Council of Kythera
The Kytherian Foundation for Culture and Development (KIPA)
The Kytherian Association of Australia
The Institute of Kytheraismos
www.Kythera-Family.net
Ross Holidays, Potamos
Porfyra Travel, Livathi
www.VisitKythera.gr

Για να μείνουν τα Κύθηρα όμορφα, πάρετε τα σκουπίδια μαζί σας
Help keep Kythera beautiful: Please take your rubbish with you!
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The island of Kythera has the potential to become a magnet for hikers from all around the world. It’s
size, plethora of villages, valleys, plains, gorges and beaches, all of them of great natural beauty, already
provides many hundreds of avid hikers endless pleasure on the island. If developed in a sustainable,
tasteful and systematic manner, a “full hiking system” of signs, information brochures, a website as well
as a targeted online and offline PR-campaign to spread the word, could bring thousands more tourists
to the island each year. This type of tourism would be especially advantageous to the island for the fol-
lowing reasons:

1. Promotion of natural and historical richness. The creation of a comprehensive network of paths will
introduce visitors to the rich, but largely unknown, flora of Kythera. The island’s many historical monu-
ments will attract people with the respective interests and values. A higher inflow of tourists to the
historical monuments will thus benefit the reception of funding for conservation.

2. Environmental education for students. The existence of paths and the promotion of school trips to
discover the island would increase the environmental awareness of students.

3. Promotion of local products. Walkers do not only seek to discover the hidden beauties or the history
of a place. They also wish to come in contact with the local community, the manners, the customs and
the products of the place. Thus, the production of authentic local souvenirs, sweets or other food will
face an increased demand. The same applies to the street markets (the famous “pazaria”).

4. Integration to the European « E » walking paths network. Setting up a comprehensive path network
in Kythera with a sensible structure (one main path) and clear, correct signs, will make the island eli-
gible for the European E4 path that starts in Spain and ends in Crete. Kythera will thus become a neces-
sary and interesting “bridge” between the Peloponnese and Crete, attracting an important amount of
walkers and further promoting the island.

5. Hiking tourists usually come outside the normal tourist season to avoid the heat, so hotels and other
infrastructure would not be overburdened in July and August, when they are already at their limit. On
the contrary, hotels and restauranteurs would have more clients in their usually overly-quiet seasons of
Spring, Winter and Autumn.

6. Hiking tourists are often in the “over-40s” age group, which tends to spend more money than the
younger “campers” often seen on the island in Summer.

7. Hikers are almost by definition environmentally sensitive and will, unlike most other types of tourists,
do little damage to flora and fauna or leave litter in their wake.

8. Hikers share information within hiking societies and other environmental groups – such as bird-
watchers – they might be members of. Thus the “word-of-mouth” advertising is extremely effective
amongst them.

9. A system of high-quality signs and brochures will not only enhance the island’s image, but also
remind the local population of the natural beauty of their island and encourage them to keep it clean
and protect it from those who would damage it.
Unfortunately, most of the old paths have been forgotten, fallen into disuse and reclaimed by the vegetation. The result is that only a small part of these trails is now accessible, thus obstructing the full development of walking tourism on the beautiful island of Kythera.

A few years ago, Frank van Weerde, a Dutch Kythera-lover walked a substantial amount of paths that he discovered on the island and published a guide with information about each path in English, Dutch, Greek, German and Italian (with French to come in 2010). His work attracted, and still attracts, a significant amount of tourists who come to walk in Kythera.

During spring 2009 (March-April), Fivos Tsaravopoulos and Joanna Mitchell walked 12 of the main paths of Kythera, took pictures and mapped them professionally with a GPS technology (Geo-tagging). These paths are published on the internet in four different websites that have already attracted a few hundred visitors (as shown by the “visits” counters next to each path).

**Basic Time-Frame**

We aim to have the system completed for at least 30 hikes by the Summer of 2010. This many – or more – are necessary to provide a good coverage of the island and convince the target group that there is reason to return for more. Each signage system would only be implemented AFTER the approval of the village representatives and the municipal council, who will receive a signage map in advance.

Just as important as the signage system itself is the PR and Marketing campagne used to promote it. Using viral and guerilla techniques as well as traditional advertising in hikers’ magazines and websites, the team plans expects to reach a wide audience who will react positively to the prospect of a unspoilt, secluded Greek island offering a range of clearly marked trails through diverse and stunning landscapes. The targeted distribution of the accompanying brochure to media, tourist information offices and to associations related to hiking will also trigger great interest in the community.
Georgos Kassimatis
(Director of KIPA, Constitutional Lawyer)

Mr. Kassimatis was born and raised on Kythera, studied constitutional law and took his PHD in Munich. After reaching the pinnacle of his profession – being the senior constitutional lawyer for the Greek Government – he retired to Kythera and is the Senior Director of the Kytherian Foundation for Culture and Development (KIPA). It will be under his guidance and under the auspices of KIPA that the organisational and financial aspects of the project will be administered.

James Prineas
(Website Concept Specialist & Businessman)

James has a long history of supporting and developing Kytherian Projects including www.kythera-family.net and the exhibition and book “A Village on Kythera”. James has developed the concept for the design and implementation of the trail system. In the last 2 years he has been living on Kythera, and has been working on improving and gauging tourism, promoting Kythera as a destination and educational venue. This year he will assist with the layout and design of the website, the signs, and other elements proposed by our team.

Fivos Tsaravopoulos
(Environmental Manager MSc, Political scientist MSc)

Fivos is a Kypriot lover, he has studied Environmental Management, with an option on Ecotourism, and is a specialist in geo-tagging paths, as well as in the elaboration of environmental and touristic promotion of areas. He has relevant experience from France, England, the Netherlands, Cameroon and Greece. He is also specialized in environmental education and in environmental school education.

Ippolytos Prekkas
(Businessman, in the field of communications and advertising)

Ippolytos grew up in Athens, but in 2009 managed to achieve what a lot of people wish to do: to come and live on Kythera. He is working in the field of tourism, specifically in the field of communications and advertising. He has relevant experience in tourism and has provided a significant amount of Kythera paths with photos in spring of 2009. He will assist with the layout and design of the website, the signs, and other elements proposed by our team.

Frank van Weerde
(Businessman, in tourism)

Frank is a Dutch who loves Kythera, nature and art. He studied history of art at the University of Amsterdam. In the Netherlands he worked in various museums and theaters. In 1991 he came to Kypria for the first time, and has been living there permanently since 1999. He has a great experience in tourism and travel. He is the writer of the guide “Kythira on foot, 32 carefully selected walking routes”. He has also been working on improving and gauging tourism, promoting Kythera as a destination and educational venue. This year he will assist with the layout and design of the website, the signs, and other elements proposed by our team.

Pia Betton
(Brand and Innovation Consultant)

Pia has already created the basic design for the signs and other elements proposed by our team.

Nicholas Charalambous
(Francophone, iPhone guru)

Nicholas is an iPhone guru. He is an expert in geo-tagging Kytherian landscapes and hikers.

Joanna Mitchell
(Biology student)

Joanna, Kytherian by descent, is currently studying Biology in Germany. She aims to one day set up an existence on Kythera. She walked a substantial amount of Kythera paths with Fivos in spring of 2009, photographing and geo-tagging them. Joanna has previously studied Graphic Design in London. She will assist with the layout and design of the website, the signs, and other elements proposed by our team.

Fani Mavroudi
(Political scientist, Greek National School of Public Administration)

Fani is the head officer of an administration department of the Attica Region. She has a great experience in programs concerning the touristic promotion of natural assets. She has founded several hiking and climbing associations, worked as a volunteer for the environment, and has a strong love for Kythera.

James Stavrinides
(Director of KIPA, Constitutional Lawyer)

Mr. Stavrinides was born and raised on Kythera. He studied constitutional law and took his PHD in Munich. He is the legal expert on Kythera and is the Senior Director of the Kytherian Foundation for Culture and Development.
Signage

The actual signage design is still in development. The concepts range from "low-profile ecological" signs to durable "modern" signs using non-decaying materials.
The first 30 Trails

Kythera as potentially hundreds of stunning trails. Below are the first 30 which have been tested by members of the team. About half need a considerable amount of clearing. As the project develops and the first trails are sign-posted, we expect more input from the local population who will, we believe, enthusiastically reveal the less well-known paths which were regularly used by their grandparents.

M01 Mitata-Paliopoli 9 KM.
M02 Limnionas - Magic Green Pool. 1.3 KM.
M03 Mylopotamos- Agia Sophia Cave-Meriminares 6 KM.
M04 Logothetianika - Agios Leftheris Beach. 5 KM.
M05 Potamos - Paliochora. 6 KM.
M06 Potamos -Stavli - Ocheles - Agios Mamas - Petrouni - Potamos 20 KM
M07 Alexandrathes – Avlemonas. 12 KM.
M08 Karavas/Amir Ali - Portokalia Spring - Lighthouse - Agios Nikolaos. 8 KM
M0 9 Chora – Trachilos Cape. 3 KM
M10 Kalamos - Kapsali 6 KM.
M11 Aroniadika - Mylopotamos 6 KM.
M12 Lourandianika Trail 4 KM
M13 Airport – Diakofti. 6 KM.
M14 Mitata – Black Caves. 3 KM
M15 Chora – Felotti Bay – round Ag. Elessa - Chora 5 KM
M16 Mylopotamos - Water mills & pools - Kalami 7 KM
M17 Mitata – Ag. Varvara – Mylopotmos 6 KM
M18 Livathi – Strapothi – Kapsali – Chora – Livathi 9 KM
M19 Livathi – Kato Livathi – Kapsali - Chora – Agios Dimitrios – Livathi 14 KM
M20 Livathi – English School – Agios Dimitrios – Livathi 5 KM
M21 Kato Livathi – Ag. Ioannis Theologos – Komponatha 10 KM
M22 Kalamos – Bay of Steno Avlaki – Kalamos 8 KM
M23 Avlemonas – Agios Giorgos 4 KM
M24 Kastrisianika – Paliochora 9 KM
M25 Diakofti – Avlemonas 10 KM
M26 Agia Pelagia - Diakofti 12 KM
M27 Gerakari – Routsonas 6 KM
M28 Kalokairines – Moni Mirtithion – Ag. Nikolaos (Krasas) 12 KM
M29 Fratsia – Agios Vasileos 5 KM
M31 South Ring 17 KM
M32 North Ring 15 KM
M33 North-South Connector 37 KM
To maximize the success of a modern hiking area, digital resources must be available to those hikers who wish to prepare and inform themselves before they leave home or even on the trail itself. A website with an overview of the prepared trails including downloadable GPS trail information will also provide great PR for the island and all it has to offer.

Links and social networking pages can also be created at Facebook.com, MySpace.com and EveryTrail.com.
Three of the first thirty hikes which have been digitally mapped for the system.

**Κάτο Λιβάδι προς Μόνι Μυρτίδια**
- **Duration:** 2 hours, 18 minutes, 39 seconds
- **Length:** 4.3 km
- **Average Speed:** 4.3 km/h
- **Vertical Up:** 278 m
- **Vertical Down:** 423 m

**Κατουλιάνικα προς Βιαράδικα**
- **Duration:** 5 hours, 12 minutes
- **Length:** 9.5 km
- **Average Speed:** 4.7 km/h
- **Vertical Up:** 427 m
- **Vertical Down:** 152 m

**Μητάτα προς Παλαιόπολη**
- **Duration:** 3 hours, 33 minutes, 25 seconds
- **Length:** 10.3 km
- **Average Speed:** 2.9 km/h
- **Vertical Up:** 347 m
- **Vertical Down:** 929 m