

## **Expression of Interest (EOI) Advertisement:**

Attention all private sector technology companies in Sri Lanka!

Sri Lanka Tourism Authority (SLTDA) invites you to showcase your technology solutions for the tourism industry in Sri Lanka. Your endorsement will increase the visibility of the destination, increase footfall, improve the traveler experience, and monetize tourist traffic, among other benefits.

### **Eligibility Criteria:**

- You should be a private-sector company operating in Sri Lanka
- Your technology solution should be relevant to the tourism industry in Sri Lanka
- Your technology solution should have the potential to bring significant benefits to the tourism industry and enhance the traveler experience

### **Application Process:**

- Submit an Expression of Interest (EOI) along with a comprehensive concept paper that outlines your technology solution and its potential impact on the tourism industry.
- SLTDA will evaluate your EOI and select a shortlist of companies for further evaluation based on a comprehensive set of evaluation criteria.
- Complete a detailed application and provide additional information and documentation.
- SLTDA will evaluate your application and provide a recommendation for endorsement to the SLTDA Board of Management.
- Receive a Letter of Endorsement from SLTDA and be eligible for promotion and support from SLTDA.

Submit your EOI using the below link (Application)-

<https://forms.gle/bi7cvUev8asJZ1Xq6>

Please ensure that we could download the proposal and the request letter and the accepted format for the proposal/request letter would be PDF.

Join the movement for sustainable and inclusive tourism development in Sri Lanka and be a part of this exciting opportunity!

Sri Lanka Tourism Authority (SLTDA) is committed to promoting technology solutions that align with our vision and values. Don't miss this chance to make a difference in the tourism industry!

Chairman,  
Sri Lanka Tourism Development Authority (SLTDA)