

SRI LANKA

THE HEART OF THE EASTERN HEMISPHERE

**Your Destination for Timeless,
Sustainable Investments**



Investor Relations Unit
Sri Lanka Tourism Development Authority



“Undoubtedly the finest island
of its size on Earth”

- Marco Polo, 13th Century Explorer

WELCOME TO SRI LANKA

A Message from the People of Sri Lanka

Sri Lanka is at a unique crossroads of opportunity, right at the heart of the Eastern Hemisphere. We're excited to welcome mindful investors to help shape the sustainable future of our island, while benefiting from premium returns. Our island is a gem of natural beauty, enriched by vibrant, diverse, and resilient communities. Sri Lanka's evolving tourism industry is rooted in wellness and wisdom, environmental care, and an ancient culture.

From breathtaking landscapes and rich biodiversity to our captivating history and plant-based cuisine, Sri Lanka offers something special for every conscious traveler and investor eager to make a positive impact and a lasting difference for people, and our planet.

We invite you to explore the abundant investment opportunities our island offers, and to join us in shaping a sustainable, nature-based future for tourism in Sri Lanka.

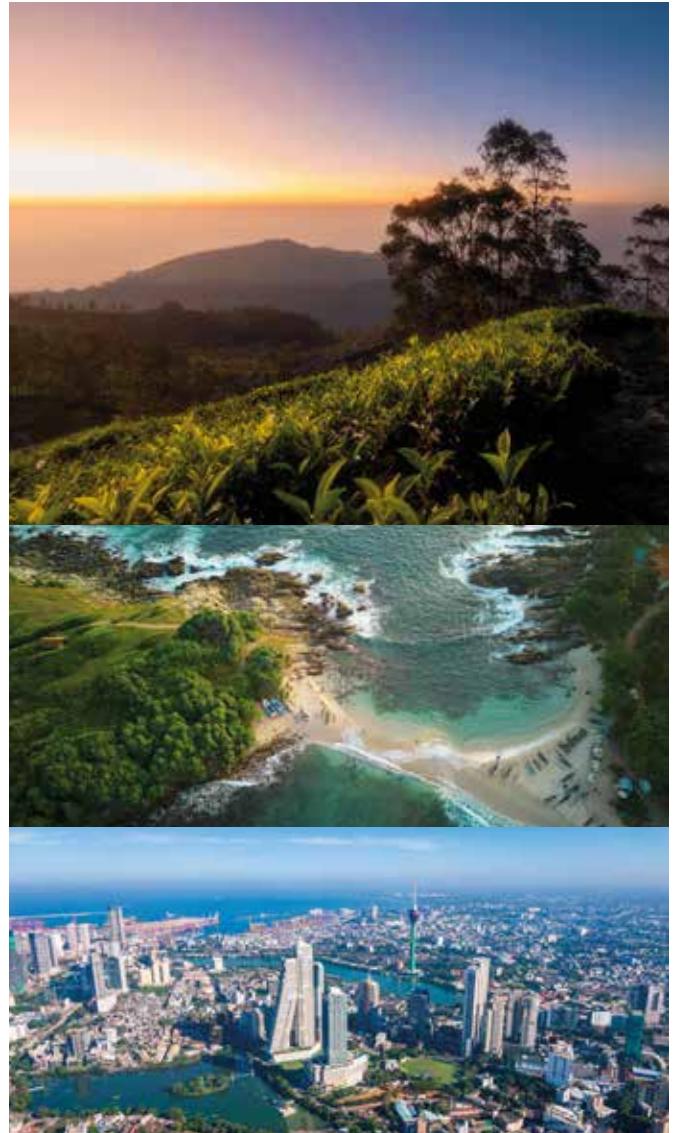


Figure 1



Executive summary

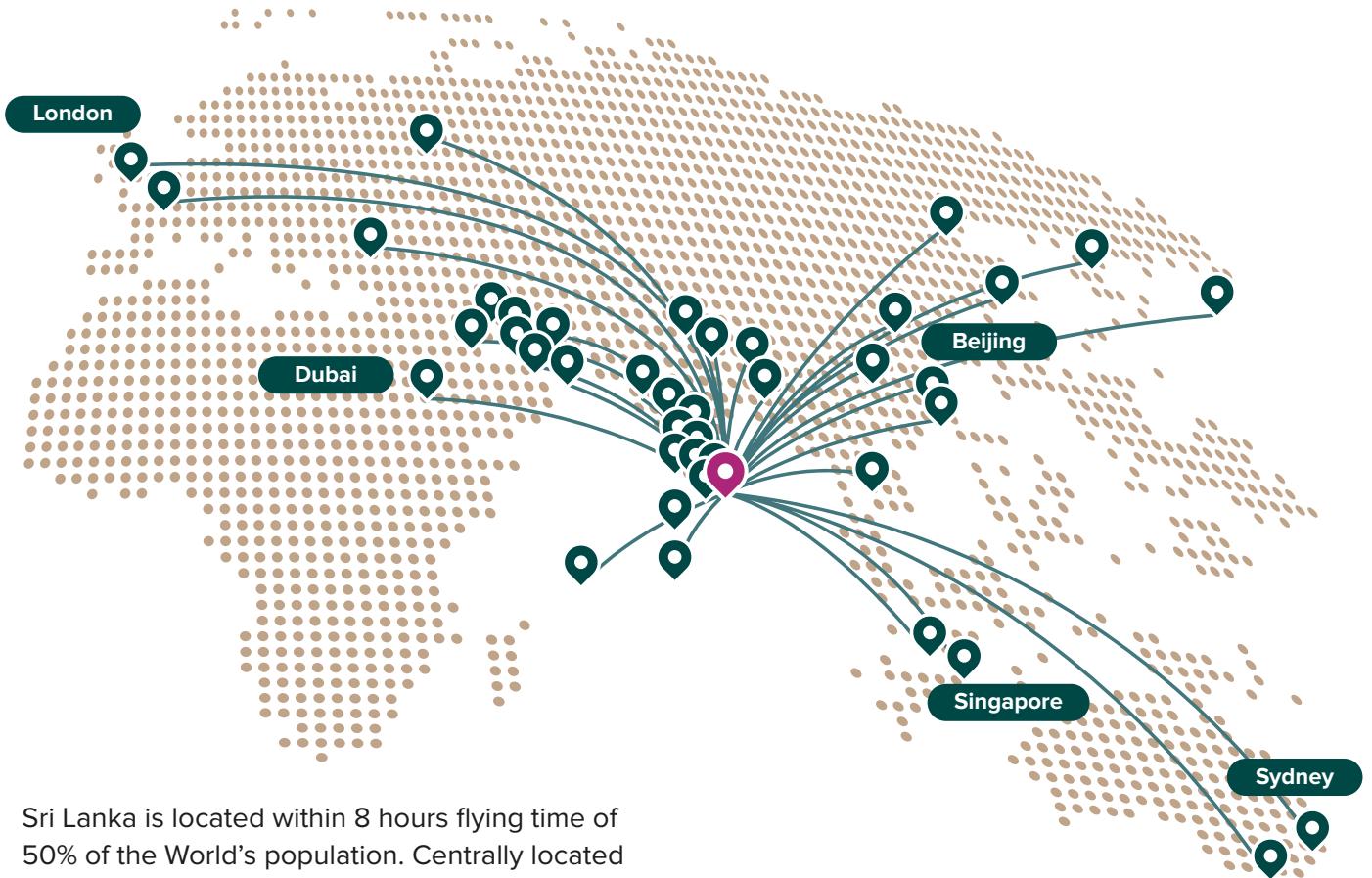
Sri Lanka's geography features stark contrasts between its central mountains, rising up to 2,500 meters, and lowlands. The island is split into two main climatic regions: the Wet Zone in the west and southwest, and the Dry Zone to the north, east, and southeast. This diverse geography and climate make Sri Lanka a haven for biodiversity and eco-tourism. See **Figure 1** to the left, for a map of Sri Lanka.

The Wet Zone, shaped by the southwest monsoon, boasts rainforests, waterfalls, rivers, and is the island's most populated and wealthiest region. In contrast, the Dry Zone, with less rainfall and more arid landscapes, supports agriculture through irrigation and hosts the highest numbers ancient ruins, national parks and forest cover with endemic wild elephants, leopards and sloth bears to name a few.

Sri Lanka's geographical highlights:

- 1,300 km of Coastline
- Mountains exceeding 8000 feet
- 30% Forest Cover
- Over 12,000 lakes
- Over 300 waterfalls
- Over 100 rivers
- Over 100 Forest Reserves
- Over 25 National Parks

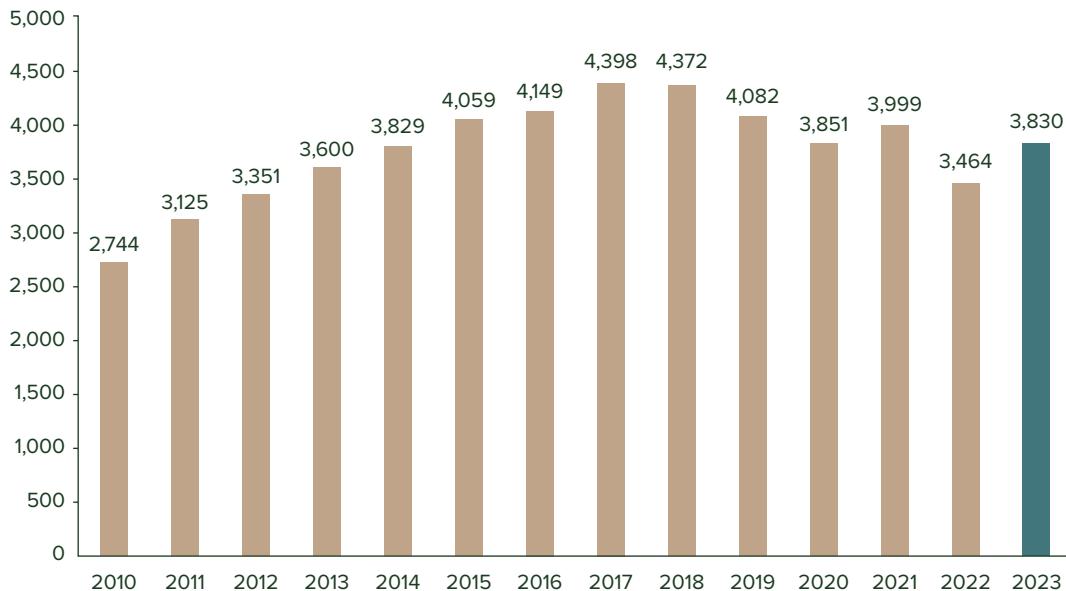
Sri Lanka's Direct Flight Connectivity



Sri Lanka is located within 8 hours flying time of 50% of the World's population. Centrally located between major cities like London, Sydney, Beijing, Singapore and Dubai, Sri Lanka offers direct flights to over 50 countries, making it one of the most accessible tropical islands and a logical hub for global travelers and investors.

MACRO MARKET OVERVIEW

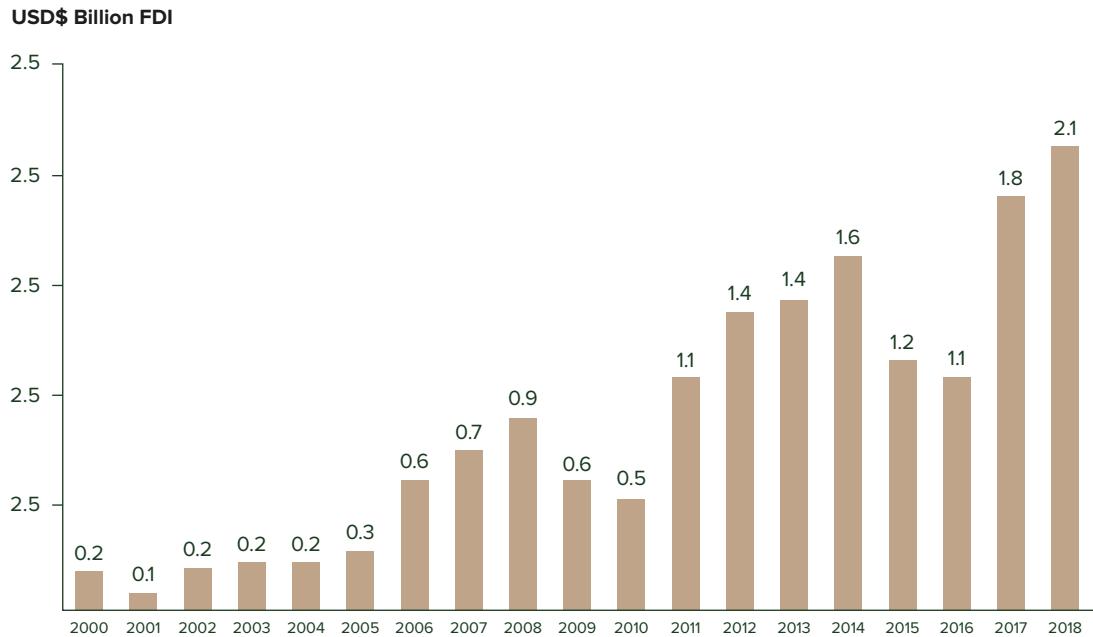
Figure 2 : Sri Lanka's Per Capita GDP in USD(\$)



Source: Central Bank of Sri Lanka

Sri Lanka's economy is characterized by services and steady growth, driven by tourism, agriculture, software services and fisheries. Strategic investments in infrastructure and human capital have consistently positioned Sri Lanka as a leading economy in the South Asian region. As a destination that values both economic development and environmental sustainability, Sri Lanka is a balanced and prosperous investment market.

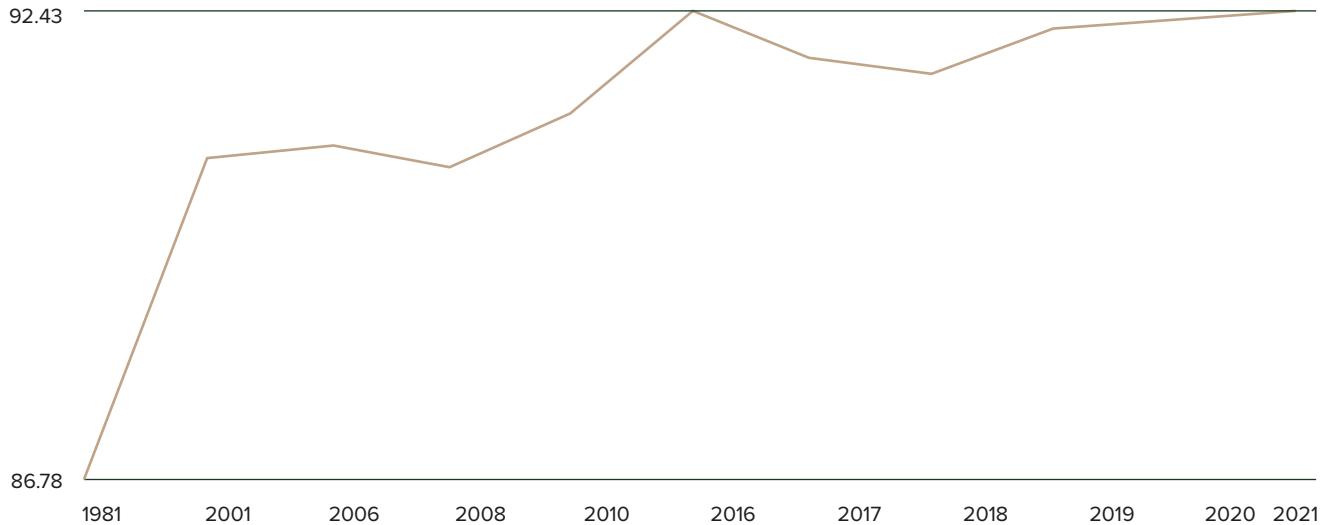
From 1980 until today, Sri Lanka's GDP grew steadily at Compounded Annual Growth Rate (CAGR) of 4%. This reflects the country's continued economic expansion and sustainable development efforts. While recent growth rates have fluctuated due to various setbacks, the long-term trend has been positive, with GDP per capita nearly quadrupling in USD terms from 1994 to 2024. See **Figure 2** for an evolution of Sri Lanka's Per Capita GDP growth.

Figure 3 : Foreign Direct Investment Inflows

Source: Central Bank of Sri Lanka, Board of Investment and Colombo Stock Exchange

From 1980 to 2024, Sri Lanka has received nearly USD 17 billion in Foreign Direct Investment (FDI). While inflows have fluctuated over the years, the country has seen significant growth in recent times, particularly in sectors such as tourism, real estate, manufacturing, and renewable energy.

The country attracted nearly USD 1 billion in FDI in 2022 alone, a recovery from the economic impacts of prior years. The Graph in **Figure 3** above depicts the total annual amount of FDIs into Sri Lanka in USD(\$) Billions from 2000 until 2018.

Figure 4 : Historical Series Literacy rate (%)

Source: The World Bank

With an average age of 33, Sri Lanka's young, educated population, along with its high literacy rates, and strong workforce, make it an ideal investment destination. **Figure 4** demonstrates Sri Lanka's consistently high literacy rates from 1981 to 2021.

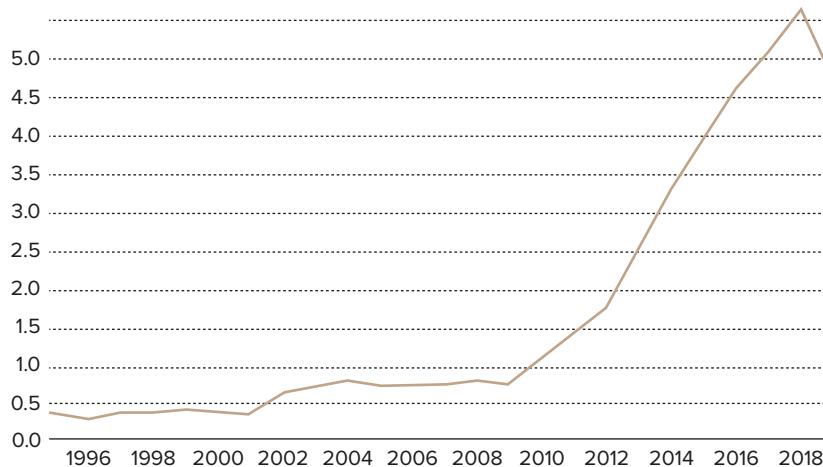
The Central Bank of Sri Lanka has proactively managed monetary policy to stabilize inflation and maintain a favorable interest rate environment, while the government has made significant strides in fiscal consolidation, aiming to reduce the fiscal deficit and manage public debt sustainably.

● SRI LANKA TOURISM MARKET OVERVIEW

Home to eight UNESCO World Heritage Sites, over 250 endemic species and over 50 mountain peaks exceeding 1000 meters in elevation, Marco Polo titled Sri Lanka the “finest island of its size in the World”. From pristine beaches to ancient temples, civilisations, architectural and technological marvels, numerous destinations within the island provide unique experiences that are well-aligned with global trends in sustainable and experiential travel. With strong demand generators and a robust infrastructure, Sri Lanka is well-positioned to capture a growing share of the global tourism market.

From 2010 to 2018, Sri Lanka’s hospitality and tourism sector grew at one of the fastest rates in the world. The Compound Annual Growth Rate (CAGR) of tourism exports (total tourism receipts in USD) for Sri Lanka from 2010 to 2018 was **11.8%**. **Figure 5** below demonstrates this rapid growth in Sri Lanka’s total tourism receipts (total expenditure by travelers in the country). In 2018 Sri Lanka generated approximately USD \$5 billion in tourism revenue.

Figure 5 - Sri Lanka’s Total Annual Tourism Receipts in USD\$ Billions



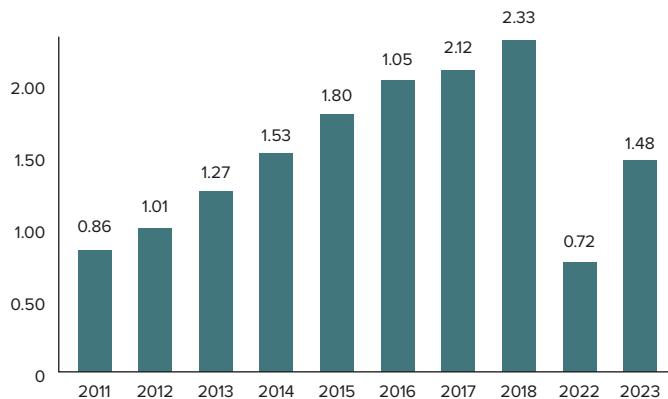
Source: Central Bank of Sri Lanka

The CAGR of visitor arrivals to Sri Lanka from 2010 to 2018 was approximately 15%, among the highest in the World. Visitor numbers grew from about 654,000 in 2010 to over 2.3 million in 2018.

Forecasts today anticipate Sri Lanka welcoming 5 million visitors annually by 2030, driven by increased international connectivity and investment, enhanced infrastructure, and rising global interest in Sri Lanka as an emerging experiential destination.

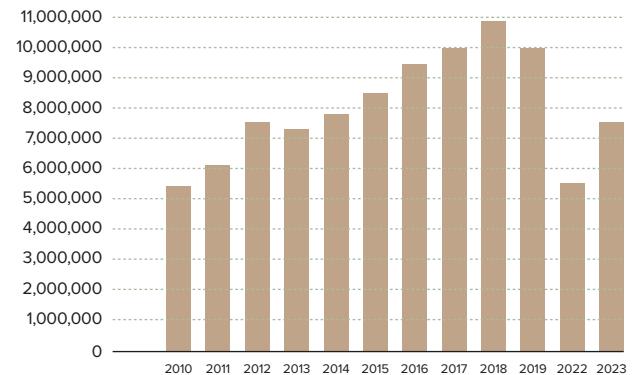
Figure 7 demonstrates the growth in passenger arrivals to Sri Lanka in recent years.

Figure 6 : Tourist Arrivals (Mn.) - (2011-2023)



Source: SLTDA and Airports & Aviation Sri Lanka

Figure 7 : Passenger Movements



A hub for slow travel and long-haul travellers, Sri Lanka retains a higher-than-average length of stay compared to most global destinations. Sri Lanka's legacy source markets have been Western and Northern Europe. These markets, most notably the United Kingdom, Germany, France, The Netherlands and Switzerland continue to provide healthy streams of guests particularly among the higher-value segment.

Figure 8 below demonstrates how Sri Lanka remained a sustainable, immersive destination, as average lengths of stay in 2023 reached 14 nights for some long-haul travellers.

Figure 8 : Average Length of Stay in Sri Lanka by Nationality

Country	Year 2023 (Nights)
Netherlands	14
Belgium	13
Switzerland	13
UK	13
Germany	12
Israel	12
Czech Republic	11
France	11
Australia	10
Italy	10
Poland	10
Russia	10
Spain	10
US	7

Source: SLTDA, 2024



Sri Lanka attracts a broad range of nationalities, age profiles and traveller demographics. The pie charts in **Figures 9 and 10 below** demonstrate the diversity of Sri Lanka's traveler mix. The following table depicts how Sri Lanka attracts among the highest-value travellers compared to regional peers, ranking at ca. USD \$1,600.- per traveller per stay in 2022.

In 2023, the average tourist in Sri Lanka spent USD\$ 164.- per day, making Sri Lanka among the highest earners in the region based on per-day spend, outside of luxury destinations like the Maldives and Seychelles. In the past decade, 7 out of 10 of Sri Lanka's top source markets are also the highest spending travellers globally.

Figure 9 : Tourist Arrivals By Region

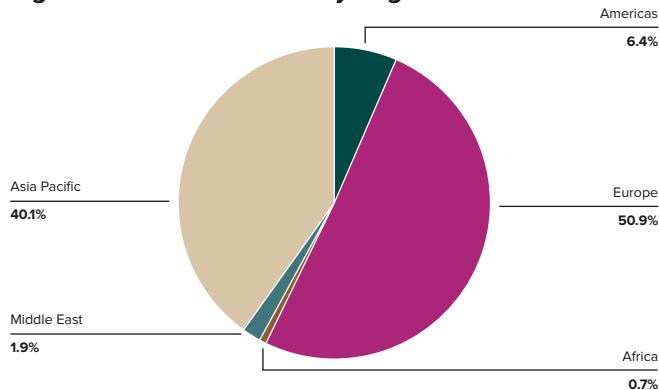
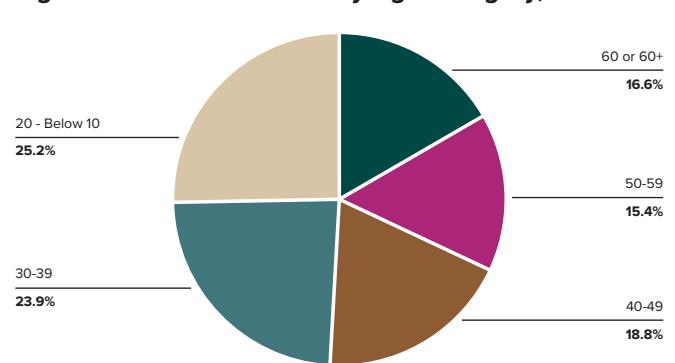


Figure 10 : Tourist Arrivals By Age Category, 2023



Source: SLTDA- 2024

Types of Tourism

Sri Lanka's diversity presents opportunity to invest in a variety of tourism products and experiences.



Surf and Yoga
Retreats



Cultural
Tourism



Wildlife,
Biodiversity,
Birding and
Nature-based
tourism



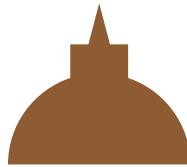
Beach, Coastal
and Marine
Tourism



Adventure
Tourism



Wellness,
Ayurvedic &
Medical Tourism



Religious Tourism
& Pilgrimages



Culinary
Tourism



Agritourism



Regenerative and
Sustainable
Tourism



Heritage Tourism,
Architecture/
Archaeology



Urban tourism –
Colombo City



Destination
weddings &
honeymoons



Immersive
retreats &
MICE

HOTEL MARKET OVERVIEW

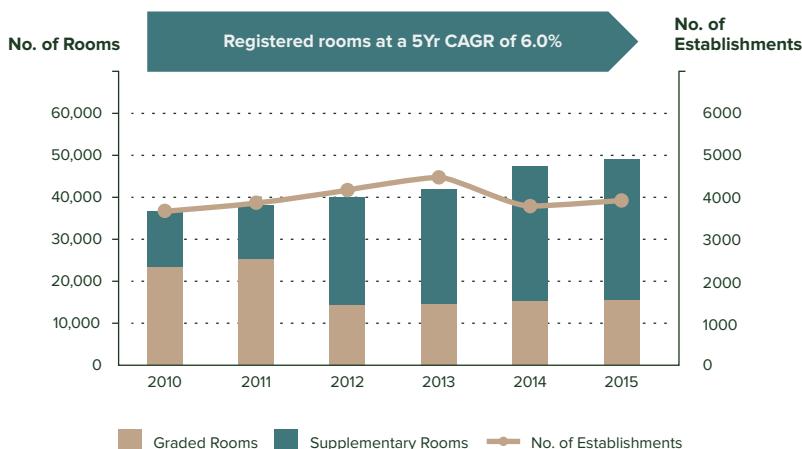
Sri Lanka boasts a long-standing tradition of hospitality. The island is home to some of Asia’s oldest and most iconic heritage hotels including:

- 01** Galle Face Hotel, Colombo (established in 1864)
- 02** Mount Lavinia Hotel, Colombo (1806)
- 03** The Grand Hotel, Nuwara Eliya (1891)
- 04** Queen’s Hotel, Kandy (1844)

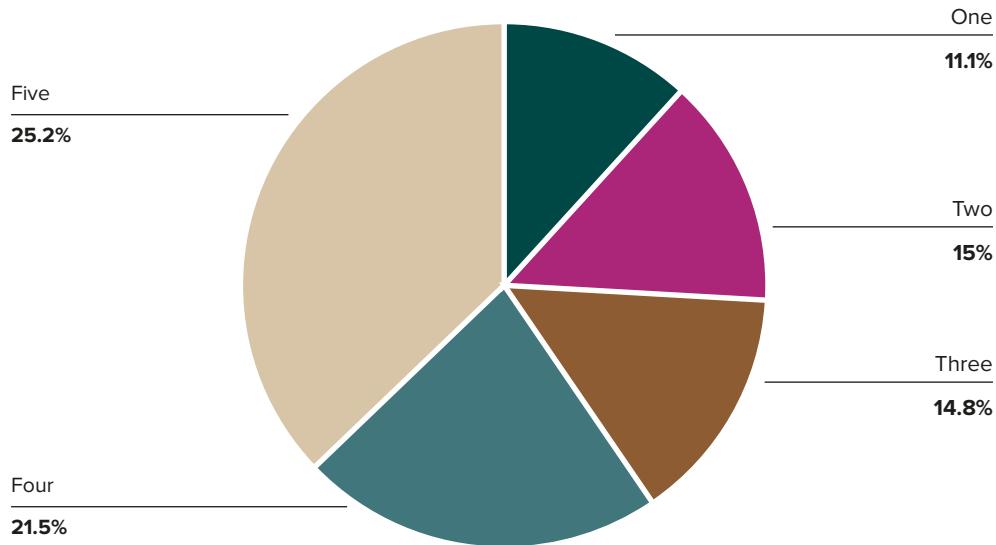
Hotel Supply

The island hosts a diverse accommodation inventory, composed of independent boutique hotels, local family-owned chains, international and regional chains, big-block resorts, luxury villas, eco-lodges, tented camps, treehouses, mud houses, mountain lodges, colonial bungalows, high rise luxury hotels, restored mansions, heritage homes, city hotels, ayurvedic, surf and wellness retreats and more. **Figure 11** below depicts the recent evolution of room supply and total accommodation establishments in Sri Lanka.

Figure 11 : SLTDA Registered Accommodation Capacity



Source: First Capital Research

Figure 12 : Distribution of Rooms by Star Category

Source: SLTDA 2024

Over the past decade, Sri Lanka has added nearly 25,000 rooms to its inventory, driven by both international hotel chains and local operators. This expansion includes developments at established micro-destinations such as the seafront capital city of Colombo, the Southern coast, the Central Highlands, and the East Coast, while more recent years have seen hotel investments in more remote and rural regions, in bespoke, nature-based and sustainability or wellness focused products.

The chart below depicts the current composition of registered hotel room supply in Sri Lanka. It is assumed that over 50% of the accommodation inventory in Sri Lanka is informal, privately owned and not registered, providing ample opportunity for asset management through professionalisation, consolidation and repositioning of existing inventory. The chart in **Figure 12** above demonstrates the mix of Sri Lanka's total registered room inventory.

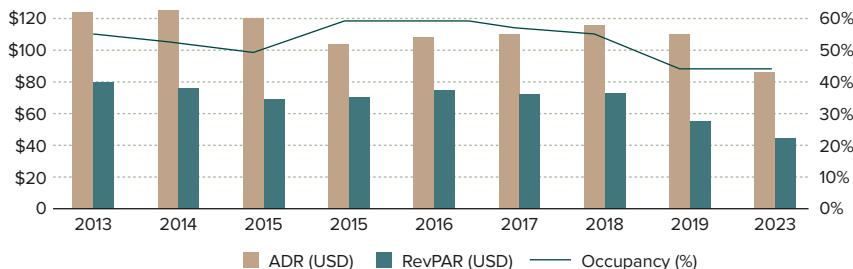
Hotel Performance

Sri Lanka had one of the fastest rates of post-COVID recovery, achieving over 80% of pre-COVID tourism arrival numbers within two years of reopening to tourism. In 2023, Skyscanner ranked Sri Lanka among the Top 10 destinations globally for the highest uptick in demand for flight searches. The island's mild tropical climate and diverse landscapes make it an all year destination, providing investors with ample opportunity to mitigate risk and discount seasonality when under-writing investments in Sri Lanka's tourism sector.

According to Smith Travel Research (STR), the country's hotels achieved an Average Daily Rate (ADR) of approximately USD(\$ 113, from Economy to the Luxury segment from 2013 to 2023. The data table in **Figure 13 below** outlines the performance of approximately 21,000 registered hotel rooms that historically provided data to STR from the period of 2013 to 2023 (years 2020-2022 omitted due to COVID-19). An ADR exceeding USD\$ 110 for a market where the majority of inventory ranges between Midscale to Upper Upscale, suggests hotels in Sri Lanka have demonstrated resilience and performed remarkably well, despite numerous shocks and setbacks over the years. Similarly, new supply has been well absorbed, while rate can be maintained.

Figure 13 – Sri Lanka Average Hotel Market Performance: 2013 – 2023

	2013	2014	2015	2015	2016	2017	2018	2019	2023	Averages
ADR (USD)	\$125	\$127	\$121	\$104	\$109	\$112	\$117	\$112	\$90	\$113
Occupancy (%)	64%	60%	57%	68%	69%	65%	63%	51%	51%	61%
RevPAR (USD)	\$80	\$76	\$69	\$71	\$76	\$73	\$74	\$56	\$46	\$69

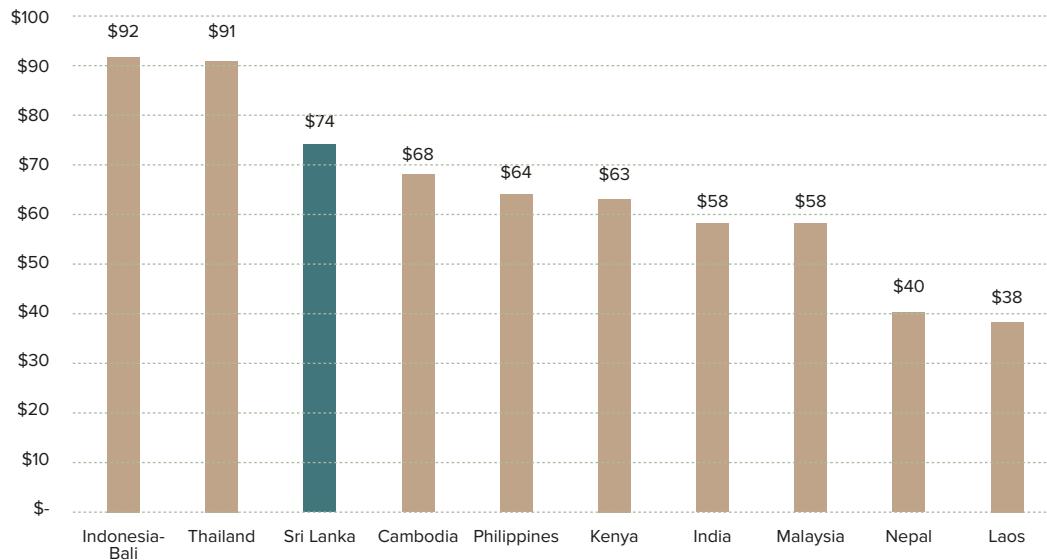


Source: Smith Travel Research, 2024

Sri Lanka's RevPAR forecasts for 2024 expect to achieve 2018 marketwide RevPARs of USD\$ 74.-.

Figure 14 below demonstrates how Sri Lanka's hotel market performed compared to regional peers.

Figure 14 – 2018 Annual Average Hotel RevPAR (USD\$)



Source: STR Global and Horwath HTL

The evolution of strong room rates

2000s:

- 1 In the early 2000s, Sri Lanka's hotel sector struggled due to the country's civil war, with average nightly room rates for 3-5 star hotels hovering around USD 50-75.
- 2 Premium hotels in Colombo and popular tourist areas like Bentota and Galle managed slightly higher rates, ranging on average from USD 100-150.

Post-War Boom (2010-2015):

- 3 Following the end of the civil war in 2009, there was a significant increase in tourist arrivals, leading to a rise in room rates.
- 4 By 2015, the average nightly room rates for 3-5 star hotels increased to USD 100-200, with luxury resorts charging upwards of USD 300-500 per night.
- 5 Coastal resorts, especially in areas like the Southern Province (Galle, Weligama) and the East Coast (Trincomalee, Pasikudah), saw substantial rate increases, driven by renewed interest from tourists and investors.

2016-2019:

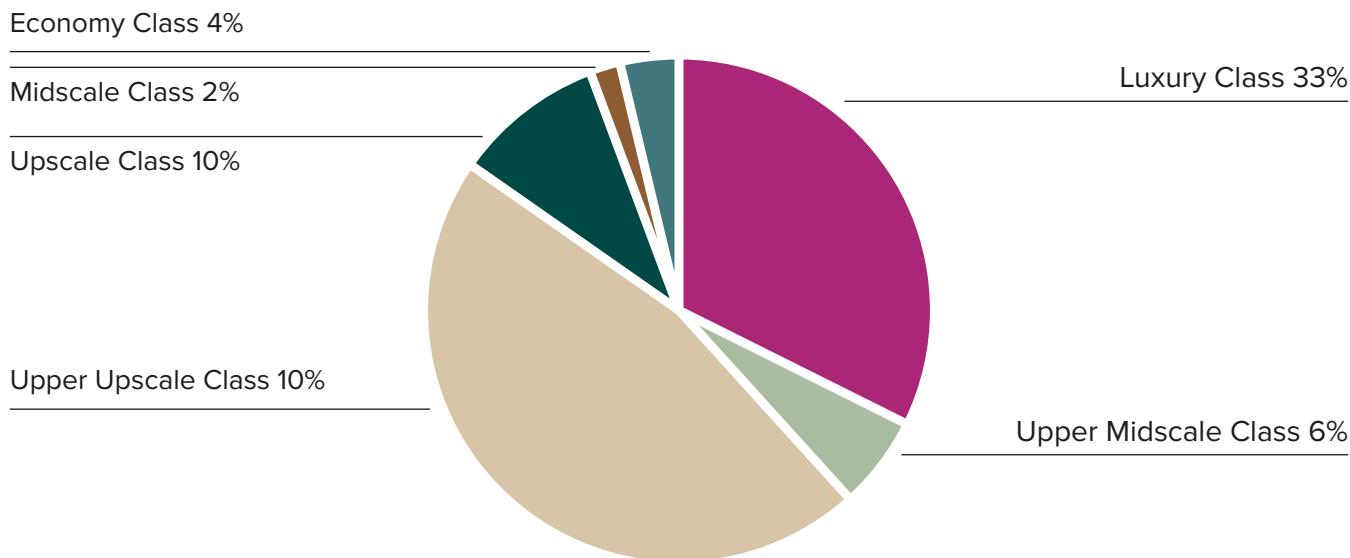
- 6 This period saw further growth, with Colombo's luxury hotels averaging USD 150-250 per night.
- 7 High-end resorts in popular regions like Bentota, Koggala, and Tangalle charged rates between USD 400-600 per night during peak seasons.
- 8 Occupancy and strong demand, particularly in the luxury segment, allowed many hotels to push rates higher, though this was tempered by competition from new properties.

2020s (Impact of COVID-19 and Recovery):

- 9 The COVID-19 pandemic caused a sharp decline in tourism in 2020, leading to a drop in average room rates as hotels sought to attract the limited number of travelers.
- 10 By 2021-2022, rates for many 3-5 star hotels dropped by 20-40%, with luxury properties often offering rooms at USD 150-300 per night. The gradual recovery in 2023 saw rates inching back up, with an average of USD 100-200 for 3-5 star hotels and USD 300-450 for luxury resorts.

Sri Lanka’s participating hotel inventory comprises of a healthy mix of hotels, more leaning towards the upper-end of the market as depicted in **Figure 15 below**

Figure 15 : Profile of Sri Lankan Hotel Room Inventory



Source: Smith Travel Research, 2024

Hotel Sector Investment Volume

From 2013 to 2023, Sri Lanka's hotel and tourism sector saw investments between USD 3 billion and USD 4 billion. This encompassed new hotel, resort, and boutique property developments, as well as renovations and expansions of existing facilities. International investors can explore diverse opportunities across various price points and locations. Typical portfolios include city hotels in Colombo, coastal resorts or boutique villas, highland bungalows or ecolodges, and safari camps near national parks.

There are also options for unique investments in less explored areas, including wellness retreats, adventure travel, and marine tourism experiences.

Brands that currently operate in Sri Lanka include leading hospitality chains from the USA, UK, India, China, Singapore, Thailand and the UAE. **Figure 16 below** depicts a few of the major international brands operating in Sri Lanka.

Figure 16 – International Brands Operating in Sri Lanka



THE SRI LANKA TOURISM DEVELOPMENT AUTHORITY

Sri Lanka's tourism sector is supported by a well-structured governance framework, led by the Sri Lanka Tourism Development Authority (SLTDA). This collaborative approach ensures that the country's tourism policies are aligned with global best practices and the needs of the private investors, developers and operators. Investors can expect a transparent and supportive environment that facilitates sustainable growth.

The Investor Relations Unit (IRU) at the SLTDA acts as a centralised facilitation centre for tourism-related investments in Sri Lanka, serving as the single point of contact between tourism investors and the Government of Sri Lanka. **Figure 17 below** outlines the IRU's process and investment facilitation support functions.

Figure 17 – Sri Lanka Tourism Investor Relations Unit – Facilitation Process



Figure 17 (Contd.) – Sri Lanka Tourism Investor Relations Unit – Facilitation Process

For more information about the streamlined tourism investment process and the functionalities and services of the Investor Relations Unit of the Sri Lanka Tourism Development Authority, please visit this webpage:

<https://sltda.gov.lk/sequence-of-the-investment-process>

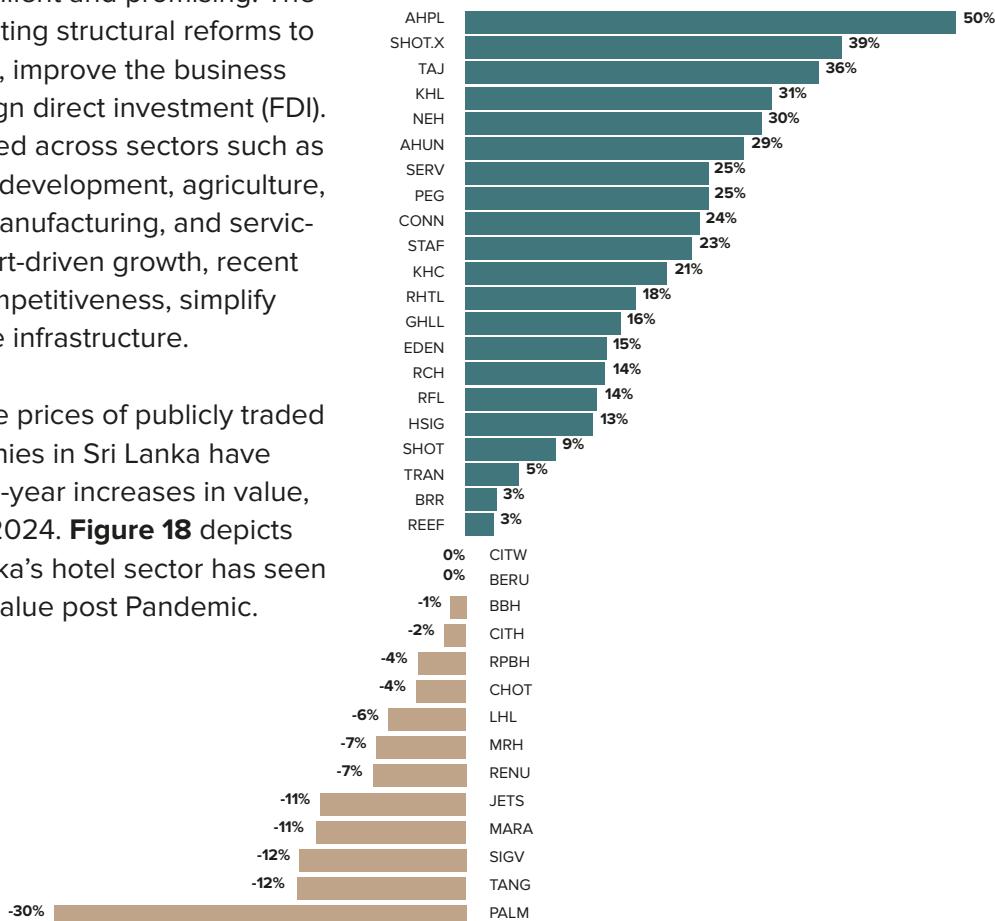
or contact invest@srilanka.travel

INVESTMENT LANDSCAPE & INFRASTRUCTURE

Despite recent challenges, Sri Lanka's economic fundamentals remain resilient and promising. The government is implementing structural reforms to strengthen fiscal stability, improve the business climate, and attract foreign direct investment (FDI). The economy is diversified across sectors such as tourism, IT and software development, agriculture, education, healthcare, manufacturing, and services. With a focus on export-driven growth, recent policies aim to boost competitiveness, simplify regulations, and upgrade infrastructure.

Post-Pandemic, the share prices of publicly traded hotel and leisure companies in Sri Lanka have seen continuous year-on-year increases in value, from 2022 until August 2024. **Figure 18** depicts how over 65% of Sri Lanka's hotel sector has seen healthy appreciation of value post Pandemic.

Figure 18 : Traded Hotel Stock Appreciation in Sri Lanka's Share Market



Source: First Capital Research, 2023

Sri Lanka's Board of Investment (BOI), the country's one-stop shop for inward investors and institutional capital, offers a range of incentives for tourism investment projects exceeding USD\$ 500,000 including but not limited to the following:

01 Simplified Business Visas

02 Attractive Tax Incentives

03 Enhanced Capital Allowances (in addition to regular depreciation allowances)

04 Streamlined or fast-tracked approvals

The BOI also guarantees that all income, proceeds on sale of investments can be repatriated through an Inward Investment Account opened by the Investor.

Sri Lanka has seen substantial investments in construction, infrastructure and tourism since 2010, driven by both public and private sector initiatives. The total investment in these sectors is estimated towards USD\$ 12 billion.

Roads and Highways

Significant investments have been made in expanding the national highway network, including expressways such as the Southern Expressway, the Outer Circular Highway, and the Central Expressway, all of which bring travelers efficiently and comfortably to some of the most sought-after beaches, mountains and historic sites.

Port and Logistics Development

The Colombo Port Expansion Project, including the development of the Colombo International Container Terminal (CICT), has been a major focus, with investments exceeding USD \$1 billion. In November 2023, the United States International Development Finance Corporation (DFC) committed to a USD\$ 533 million investment in Colombo's port, making it the single largest American investment in Asia, in history.

Urban Development

The Colombo Port City project is a flagship urban development initiative, with an estimated total investment of USD \$1.4 billion for the initial phases.

Energy Infrastructure

Investments in energy infrastructure, particularly renewable energy projects, have also been significant, with several large-scale solar, hydro and wind projects contributing to the national grid.



Sri Lanka's banking sector is a cornerstone of the country's financial system, comprising both state-owned and private banks. The sector is relatively well-capitalized and has demonstrated resilience and strong fundamentals despite macroeconomic shocks over the years. **Figure 19 below** outlines key ratios from Sri Lanka's banking sector as at Q2 2024.

Figure 19: Sri Lanka's Key Banking Sector Performance Ratios

Capital Adequacy Ratio (CAR)	The banking sector maintains a CAR of around 15-16%, above the regulatory minimum of 10%. This indicates a strong capital buffer, essential for absorbing potential losses.
Non-Performing Loan (NPL) Ratio	The NPL ratio has seen an uptick due to economic challenges, standing at approximately 8-9%. This reflects a cautious environment but is within manageable levels.
Return on Assets (ROA) and Return on Equity (ROE)	The sector has a ROA of around 0.8-1% and a ROE of approximately 8-10%. These ratios, while modest, indicate the sector's ongoing profitability.
Loan-to-Deposit Ratio (LDR)	The LDR hovers around 85-90%, reflecting a balanced approach to credit expansion and deposit mobilization.
Liquidity Coverage Ratio (LCR)	The LCR remains robust at over 150%, ensuring that banks have sufficient liquidity to meet short-term obligations.

Asset Types

Sri Lanka's property and hospitality investment market has undergone significant evolution over the past two decades, driven by economic growth, increased tourism, urbanization, and a growing interest from both local and foreign investors. The diverse range of opportunities, from luxury villas on the coast, eco-lodges near biodiversity hotspots, boutique bungalows in the hills, to high-rise apartments in Colombo, highlights the dynamic nature of the market and its potential for diverse growth.

Private Villas, Boutique Hotels and Surf & Yoga Retreats

The demand for private villas has surged, particularly in scenic coastal and hill country areas. The Southern coast, especially regions like Ahangama, Galle, Unawatuna, Weligama, Mirissa and Mawella has become a global hotspot for private luxury villas and more accessible surf and yoga retreats. These coastal towns have attracted both expatriates and wealthy locals, leading to a marked increase in property values. In Galle's historic Fort area, villa prices have appreciated significantly due to its UNESCO World Heritage status and growing appeal as a high-end tourist destination. Three or four bedroom villas that were once trading at USD 200,000-300,000 are now valued at USD \$1 million or more, reflecting the region's strong investment appeal.





City Hotels, Resorts & Luxury Lodges

Sri Lanka's tourism boom has driven significant investment in hotel real estate. Coastal areas like Bentota, Hikkaduwa, and Negombo are flourishing with boutique hotels and resorts from both local and international developers. The Eastern Province, including Pasikudah and Arugam Bay, has also rapidly developed post-conflict, with land values soaring as new properties emerge. Luxury resorts, such as Shangri-La's Hambantota and Anantara Peace Haven Tangalle, highlight this trend, with land prices jumping from USD \$100,000 to well over USD \$500,000 per acre.

Alternative Accommodation, Holiday Rentals and Residential Apartments

The residential apartment market, particularly in urban centers like Colombo, has seen rapid growth. The skyline of Colombo has transformed with the development of high-rise luxury condominiums, such as Sapphire Residences by ITC Hotels, Shangri La Residences and the Suites at Cinnamon Life. The demand for these properties has been driven by urbanization, a growing middle class, and interest from foreign investors seeking luxury living spaces in prime locations. The price per square foot for luxury apartments in Colombo has seen consistent growth, with some prime properties exceeding USD \$500 per square foot.



General Land Prices

Approximately 20% of Sri Lanka’s land is freehold, privately owned, and 80% of the island’s land is owned by the Government, much of which is given out on long leases in various structures for various uses. As such, freehold land prices across Sri Lanka have always appreciated, given scarcity and demand, particularly in areas with strong economic growth and infrastructure development. All areas of the capital Colombo and suburbs have witnessed sharp price increases. Kandy and Nuwara Eliya in the Central Province have seen land values increase due to their appeal as travel destinations and second-home (holiday home) markets. The opening of new highways, such as the Southern Expressway and Colombo-Kandy Expressway, has further boosted land prices in nearby regions by improving accessibility.

Deal Structures

Sri Lanka’s hospitality and tourism investment and development sector is among the most liberal in the world. Creative and diverse deal structuring has facilitated various investment structures in the country, including but not limited to the following:

Owner-operated & Freehold ownership	1
Joint ventures	2
White label (third-party) operators	3
Operational leases	4
Ground leases (on land)	5
Hotel management and franchise agreement models	6
Mixed-use developments that feature a combination of the above	7

Transaction Market

In the past fifteen years, several significant hotels, including the Colombo Hilton and Galle Face Hotel, were sold or had equity changes. Major international hotel brands, such as Shangri-La, Marriott, and Hilton Hotels, entered the market, establishing luxury properties in Colombo and key tourist areas. Investments in tourism zones like Hambantota and Galle accelerated, with large-scale projects supported by both local and foreign investors. In April 2024, the USD\$ 418-million-dollar ITC Ratnadipa, a Luxury Collection Hotel by the Indian Tobacco Company, opened in Colombo, the first ITC property outside of India. In April 2024, Melco Resorts (Hong Kong) announced the development of City of Dreams at Cinnamon Life Colombo, a mega mixed-used development project featuring an 800 room luxury hotel and diversified entertainment precinct valued at nearly USD \$1 billion.



NATURE-BASED TOURISM & SUSTAINABILITY

Sri Lanka boasts the highest density of biodiversity of any country in Asia, and one of the highest rates of species endemism in the world. A global leader in nature-based tourism, this island is committed to preserving its rich biodiversity and natural heritage. The extensive network of protected areas including National Parks, Forest Reserves and Wildlife Sanctuaries offers unique opportunities for sustainable tourism development. With a focus on conservation and community engagement, Sri Lanka provides investors with the chance to contribute to regenerative tourism with profitable returns.

AWARDS & ACCOLADES

Over the past two decades, Sri Lanka has garnered prestigious awards and accolades from major international organizations and media publications. They highlight Sri Lanka's appeal as a premier travel destination and underscore a commitment to excellence in tourism. This consistent recognition on the global stage is a testament to the thriving tourism sector and its potential for continued growth.

World Travel Awards (WTA)



Asia's Leading Destination: Sri Lanka has consistently been nominated and won in this category multiple times, including in 2017 and 2018.

Asia's Leading Adventure Tourism Destination: Sri Lanka won this award in 2018, recognizing its diverse offerings for adventure travelers.

Lonely Planet



Best in Travel: In 2019, Lonely Planet named Sri Lanka the #1 Country to Visit, praising its scenic beauty, cultural heritage, and the post-war transformation of the country.

Travel + Leisure



Best Islands in the World: Sri Lanka has frequently appeared in Travel + Leisure's annual lists of the best islands to visit.

Top 10 Asian Destinations: Sri Lanka was featured in various categories such as best countries, islands, and cities in Asia.

National Geographic Traveller



Best Ethical Destinations: Sri Lanka has been listed multiple times in National Geographic Traveller's guide to ethical destinations, particularly for its eco-tourism initiatives and efforts in wildlife conservation.

Cool List: Sri Lanka was included in the "Cool List 2018" for its diverse tourism experiences.

Conde Nast Traveller



Readers' Choice Awards: Sri Lanka has been recognized as one of the top tourist destinations in the Readers' Choice Awards, particularly in the categories of islands, cities (Colombo), and resorts.

CNN Travel

Top 20 Destinations to Visit: CNN Travel included Sri Lanka in its list of top destinations to visit in 2019, noting its diverse attractions and growing popularity among travelers.

The New York Times

52 Places to Go: Sri Lanka has been featured in The New York Times' "52 Places to Go" list, with Colombo and the Southern Coast receiving special mentions.

Forbes

Top Emerging Travel Destinations: Sri Lanka has been featured in Forbes as one of the top emerging travel destinations, particularly in 2015 and 2018, due to its increasing popularity among international tourists.

PATA (Pacific Asia Travel Association) Gold Awards

Best Destination Campaign: Sri Lanka Tourism has won the PATA Gold Award for its destination marketing campaigns, particularly for promoting the country as a diverse and multi-faceted travel destination.

Bloomberg

Top Destinations to Visit: Bloomberg has highlighted Sri Lanka in its annual list of top travel destinations to visit, including in 2017 and 2018.

Skyscanner

Top Rising Destinations: Sri Lanka was named one of Skyscanner's top rising destinations, particularly in the 2010s, recognizing its growing appeal to international tourists.

TripAdvisor

Top Emerging Destinations: Sri Lanka has appeared in TripAdvisor's Travellers' Choice Awards as a top emerging destination, especially after the end of the civil conflict in 2009.

World Travel & Tourism Council (WTTTC)

Destination Stewardship Award: Sri Lanka was recognized for its efforts in sustainable tourism development, particularly in preserving its natural and cultural heritage.

World Travel & Tourism Council (WTTC)

Destination Stewardship Award: Sri Lanka was recognized for its efforts in sustainable tourism development, particularly in preserving its natural and cultural heritage.

Telegraph UK**The Telegraph**

Best Island in the Indian Ocean” in September 2024

World Travel Guide

Destination of the Year: Sri Lanka was awarded the Destination of the Year by World Travel Guide in 2017, recognizing its rising profile as a must-visit destination.





9th - Most friendliest country in the world

By Conde Nast Traveller - 2022



17th - Top 20 Places to Travel

Reader's Choice Awards by Conde Nast Traveller 2022



12th - The World's Safest Countries to Travel to

WorldPackers.com 2022

**Women Solo
Travel Index**

2nd - The Safest Cities for Women Travelling Alone

Women Solo Travel Index 2022

**TRAVEL+
LEISURE**

Top 25 - Among the Top 25 Islands by Readers

Of Travel + Leisure magazine 2021

● CALL-TO-ACTION & INVESTMENT OPPORTUNITIES

If you're looking to diversify and future-proof your investment portfolio, Sri Lanka is the right destination for your next hospitality venture. With climate-smart policies prioritizing natural resource management, and the region's most educated and skilled workforce, the island offers unmatched opportunities for investors aiming for high returns on nature-based experiences, wellness products, and low-footprint hospitality operations.

Whether you're interested in bespoke luxury villas, eco-lodges, yoga and wellness retreats, adventure tourism or something new and discerning, Sri Lanka's diverse landscapes and dynamic tourism industry present endless potential. Join us in shaping a sustainable future for tourism in one of the world's most breathtaking and resilient islands.

Reach out to the Investor Relations Unit of the Sri Lanka Tourism Development Authority to learn more by writing to invest@srilanka.travel or visit

<https://www.sltda.gov.lk/en/investor-relations-unit>

for more information.

This brochure is the Intellectual Property of the Investor Relations Unit of the Sri Lanka Tourism Development Authority and was prepared in September 2024. Please note that facts and figures presented may be subject to change over time. The design, development, and presentation of this brochure involved consultation with external sources and third-party experts. Neither the Government of Sri Lanka nor the Sri Lanka Tourism Development Authority bear responsibility for the outdated content. All images and data used comply with copyright regulations, and credits have been attributed where required.



SRI LANKA

Your Destination for
Timeless Sustainable
Investments

invest@srilanka.travel

