



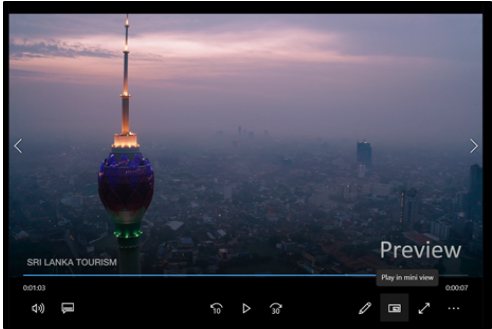
SRI LANKA
CONVENTION BUREAU

MICE Tourism

Comparison of Activities 2018/19 with 2020/21



MICE Tourism – Comparison of Activities 2018/19 with 2020/21

Activity/ Programme 2018/2019	Activity/ Programme 2020/2021	Images																							
1. Production of MICE Videos																									
<p>There were no video clips/digital marketing material produced.</p>	<p>SLCB produced a new corporate video, bid video and Seven MICE influential 30-second Video clips during the year 2020. Four MICE Video clips of one minute each were produced. The videos covered four themes of MICE aspects. The first video was produced under the theme of “The day of a MICE Traveler in Colombo” and the second video was produced to showcase the MICE facilitates in the Southern Province of Sri Lanka. The third and fourth videos covered Northern Region MICE venues, attractions and events.</p> <p>In addition, 10 numbers of 30 seconds videos were produced to promote educational programmes during the year.</p>																								
2. Web based promotions /Digital promotions/SEO work																									
<p>There were no web-based productions/ digital productions or SEO work done.</p>	<p>SLCB diversified into social media under the tagline ‘Meet In Sri Lanka’. The campaign kicked off in March 2021. The first-ever social media campaign by SLCB, and focused on Facebook, LinkedIn, Twitter, Instagram and YouTube.</p> <p>Due to travel restrictions and quarantine processes in place worldwide, SLCB focused on social media to reach the target audience at a comparatively low cost, impactful and effective way. Positioning through social media, SLCB was able to disseminate the unique value propositions (USPs) to the target markets.</p> <p>In the past SLCB focused on trade fairs, country promotions and familiarization tours. With the pandemic, SLCB shifted to a digital promotional campaign.</p>	<table border="1"> <thead> <tr> <th data-bbox="1509 959 1727 1082" rowspan="2">Social Media Platform</th> <th colspan="3" data-bbox="1727 959 2114 1002">Year</th> </tr> <tr> <th data-bbox="1727 1002 1854 1082">Before 2019</th> <th data-bbox="1854 1002 1957 1082">2019 - 20</th> <th data-bbox="1957 1002 2114 1082">2020 - 21</th> </tr> </thead> <tbody> <tr> <td data-bbox="1509 1082 1727 1161">Facebook Page reach</td> <td data-bbox="1727 1082 1854 1161">476</td> <td data-bbox="1854 1082 1957 1161">2,556</td> <td data-bbox="1957 1082 2114 1161">5,259,072</td> </tr> <tr> <td data-bbox="1509 1161 1727 1241">Facebook Page visits</td> <td data-bbox="1727 1161 1854 1241">107</td> <td data-bbox="1854 1161 1957 1241">604</td> <td data-bbox="1957 1161 2114 1241">6,386</td> </tr> <tr> <td data-bbox="1509 1241 1727 1361">New Facebook Page likes</td> <td data-bbox="1727 1241 1854 1361">12</td> <td data-bbox="1854 1241 1957 1361">143</td> <td data-bbox="1957 1241 2114 1361">5,933</td> </tr> <tr> <td data-bbox="1509 1361 1727 1414"></td> <td data-bbox="1727 1361 1854 1414"></td> <td data-bbox="1854 1361 1957 1414"></td> <td data-bbox="1957 1361 2114 1414"></td> </tr> </tbody> </table>	Social Media Platform	Year			Before 2019	2019 - 20	2020 - 21	Facebook Page reach	476	2,556	5,259,072	Facebook Page visits	107	604	6,386	New Facebook Page likes	12	143	5,933				
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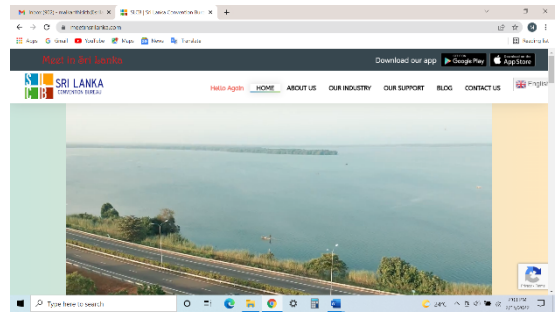
SLCB's intent was to keep MICE and Sri Lanka live. The campaign promoted the destination competitiveness and attractiveness internationally as a destination for MICE and Leisure.

Through this campaign, SLCB expected to re-position the tagline "MeetInSriLanka" by communicating the destination compactness, authenticity and diversity.

Instagram reach	N/A	N/A	2,871,895
Instagram profile visits	N/A	N/A	3,255
New Instagram followers	N/A	N/A	610
YouTube Subscribers	N/A	5	1800
YouTube Views	N/A	202	354906
Twitter Followers	1	2	201
LinkedIn Followers	N/A	N/A	190

Performance during the 09 months period from March 15th to Dec 14th is as follows.

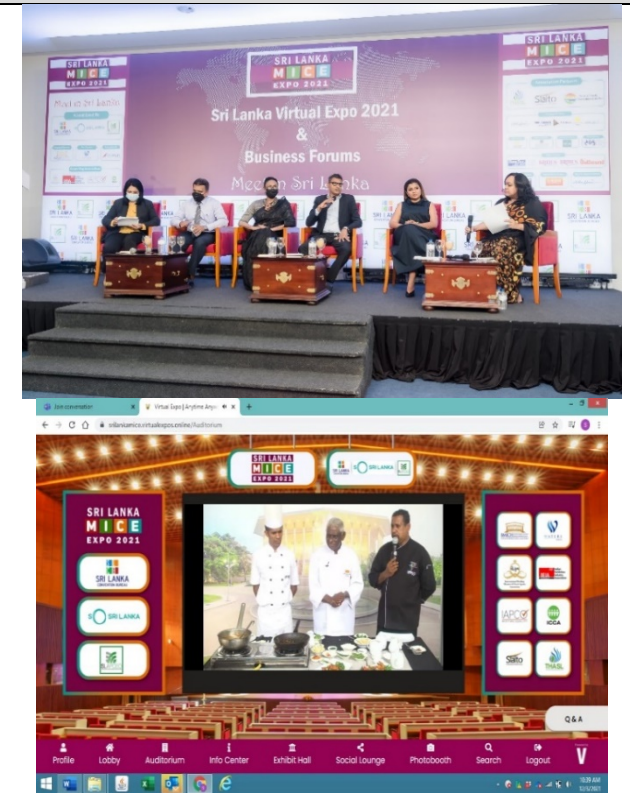


3. SLCB website		
<p>The website of Sri Lanka www.visitsrilanka.net was outdated and initial discussions on revamping started in 2018</p>	<p>The revamping process was completed in 2020. The SLCB web www.meetinsrilanka.com was maintained in collaboration with Sri Lanka Telecom, and new features were added to the website. Ex: Covid 19 Updates, Blog Page, Subscriber Form etc.</p>	
4. Micro Site for MICE & Business Events		
<p>Not done in 2018/19</p>	<p>During the year 2021, SLCB initiated work to develop a microsite for Business Events. The site was developed to incorporate the “Business Events” to the www.srilanka.travel similar to the www.srilanka.travel/helloagain. The layout and the initial contents were developed in line with the Initiative.</p>	
5. SLCB MICE Stakeholder "Email Marketing" Campaign		
<p>No</p>	<p>SLCB purchased a bulk emailing facility from www.sendpulse.com for a period of one year to use during the marketing and promotions. Since, SLCB could not directly purchase the facility by making online US dollar payments, the facility obtained through the SLCB appointed Digital Marketing Company. SLCB used the above facility to promote the virtual MICE Expo 2021.</p>	

6. Sri Lanka Virtual MICE Expo 2021

Not done in 2018/19

Sri Lanka's inaugural virtual MICE Expo 2021 was organized by SLCB in collaboration with Sri Lanka Association of Professional Conference, Exhibition and Event Organizers (SLAPCEO) held from 1st to 3rd December 2021. The Expo consisted of a virtual exhibition with over 70 stalls, 487 registered international buyers, four business forums for the Meetings/Conferences, Exhibitions, Wedding & Incentive organizers. The Meet in Sri Lanka video collection, the launch of green events initiatives, virtual tea experience, Sri Lanka culinary experience, Virtual Wellness experience, and the Master MICE challenge quiz competition was organized parallel to the expo 2021. BMICH was the Principal Sponsor of the event and Waters Edge joined as the Co-Sponsor. The main objective of organizing the event was to showcase the destination readiness and competitiveness for welcoming post covid MICE groups.



7. Production and Printing of promotional Material

No promotional material was produced and used only meeting planner booklets, coasters and pen drives which are available with SLCB for the overseas promotions.

Early 2020, SLCB branded cloth bags were produced incorporating the tourism brands, but the usage of these promotional was minimal during 2020/21 due to the cancellation of overseas promotions due to Covid 19. During the revamping process of the SLCB website, SLCB web URL was changed from www.visitsrilanka.net to www.meetinsrilanka.com. SLCB reprinted the new web URL on the SLCB branded cloth bags which were produced as a giveaway during the SLCB MICE Promotions.

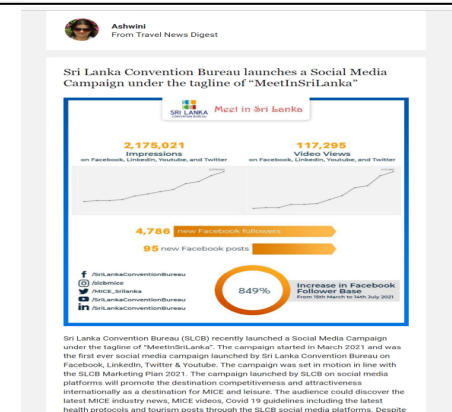


8. Advertising – Local and International

SLCB advertised with M&IT magazine and SL airlines inflight entertainment platform.

No advertising was done in 2020 due to covid 19 as MICE tourism was not open. SLCB advertised with daily FT, Travel News Digest (TND), and India Outbound during the year 2021.

SLCB advertised on Travel News Digest (TND) in India during the year. There were five advertisements published on TND. In line with the MICE Expo 2021, SLCB published a full-page paper supplement on Daily FT in December 2021. During the year, SLCB submitted MICE updates for the Sri Lanka country report on TTG MENA Region. The advertising on other international magazines was not undertaken during the year due to the covid 19 situation and will be considered for the year 2022.



Sri Lanka Convention Bureau (SLCB) recently launched a Social Media Campaign under the tagline of "#MeetInSriLanka". The campaign started in March 2021 and was the first ever social media campaign launched by Sri Lanka Convention Bureau on Facebook, LinkedIn, Twitter & YouTube. The campaign was set in motion in line with the SLCB Marketing Plan 2021. The campaign launched by SLCB on social media platforms will promote the destination competitiveness and attractiveness internationally as a destination for MICE and leisure. The audience could discover the latest MICE industry news, MICE videos, Covid 19 guidelines including the latest health protocols and tourism posts through the SLCB social media platforms. Despite



9. Participation at Overseas Exhibitions/ Promotions and Events

SLCB organized IBTM Arabia, IMEX Germany, IBTM China, MEEDEX France, BLTM India, IBTM World - Spain. MICE Promotions in India (5 cities), France, Australia, Bangladesh, Singapore, were done.

During the first quarter of 2020, AIME Australia and BLTM India were completed before covid 19. No physical Exhibitions and MICE promotions were conducted after the first quarter of 2020/21 and Virtual participation at ITB Singapore and ITB India were organized.

Due to the pandemic, SLCB did not organize any International MICE Exhibitions or country-specific MICE Promotions. International Exhibitions were postponed or canceled due to pandemic. There were few events that went on Virtual platforms. SLCB participated at the virtual conference at ITB Singapore, ITB India held from 07th to 09th April 2021. Chairperson, Sri Lanka Tourism participated at the conference on “Industry recovery and Plans for 2021” held parallel to the event.

10. MICE Familiarization Tours

Familiarization tours from India, Singapore, China, Spain were organized.

During the year 2020/2021, No physical familiarization tours were organized due to Covid 19 and a virtual familiarization tour for Indian MICE agents was organized.

SLCB organized a virtual Familiarization Tour for the Indian MICE Agents during the month of October 2021. The event was the first-ever Virtual Familiarization Tour organized by SLCB. The programme showcased Colombo MICE facilities and attractions.

In line with the MICE Tourism Influencer Facilitation Programme, SLCB organized a visit of Media Delegates from India Outbound (IO) to promote MICE opportunities available in Sri Lanka. India Outbound is India’s only B2B travel media platform, which includes a print magazine, a website, an online TV channel and dynamic social media platforms, entirely dedicated to the promotion of foreign destinations in India. The visit was organized parallel to the Sri Lanka Virtual MICE Expo 2021.



During the year, SLCB partnered with Sri Lankan Airlines for the Familiarization Tour organized by them for Indian Tour operators and Media. SLCB covered the part cost of the familiarization tour.

11. Webinars

No

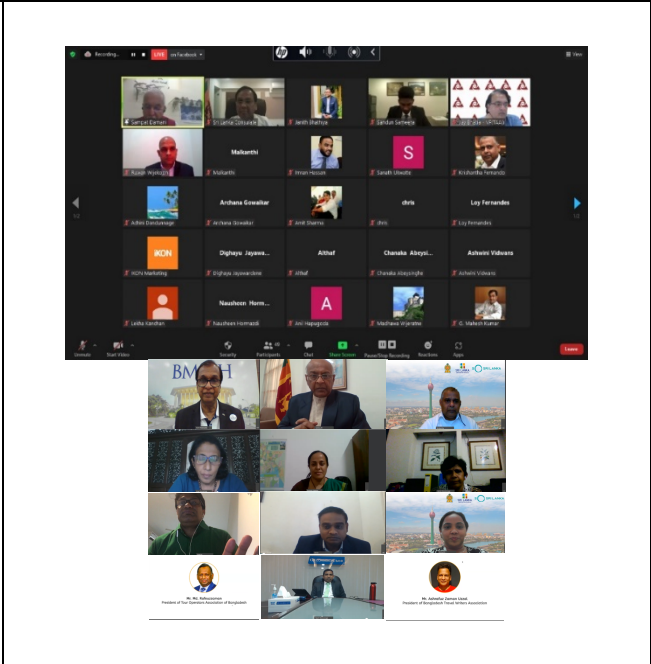
In line with the opening of Sri Lanka for international tourists, SLCB organized webinars in some key markets to provide the message that “Sri Lanka is ready to welcome MICE travelers and groups”.

SCLB in collaboration with the Sri Lanka Consulate General in Mumbai organized a webinar on ‘Preparing to make 2022 MICE ready’ in line with the objective of setting forth MICE tourism in India and Sri Lanka. The webinar was organized on 06th October 2021.

SLCB in collaboration with the Sri Lanka High Commission in New Delhi and the Indo-Sri Lanka Chamber of Commerce and Industry (ISCCI) organized a webinar titled ‘Scintillating Sri Lanka as a Holiday and Business Destination’. It focused on the Sri Lanka tourism and opportunities of business available in Sri Lanka and was held on 27th October 2021.

SLCB in collaboration with the Sri Lanka High Commission in Bangladesh organized an interactive webinar on MICE Tourism in November 2021.

SLCB connected with major Tourism Associations such as THASL, SLAITO, SLAPCEO for organizing these webinars.



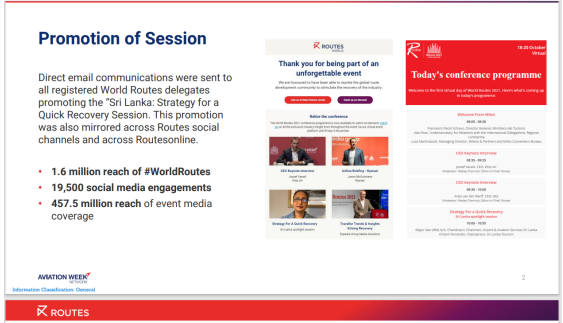
12. SLCB MICE Traveler Assistance Scheme & Event Support



There was an event support scheme and had implementation issues

The new scheme was developed to overcome the issues involved in the previous event support scheme. SLCB MICE Traveler Assistance Scheme is available for industry assistance to cover all physical, hybrid and virtual events. An E flyer on the scheme was uploaded to the SLCB website. It was envisaged that most of the events planned for 2021 were canceled due to the covid 19 pandemic. During the year, SLCB assisted for the below events organized in virtual and hybrid.

1. International Stroke Conference
2. 42nd Asia Pacific Dental Congress



	<ol style="list-style-type: none"> 3. 34th Annual Conference of AAOU 4. Hosting the Incentive Group from Bangladesh 5. Sri Lanka Orthopedic Association 12th Annual Academic Sessions 2021 6. 8th International Conference on Hospitality & Tourism Management (ICOHT) 7. IUBMB-FAOBMB-CBSL Virtual Education Symposium 8. 34th Annual Conference of OPA 9. 9th Asian Congress on Endometriosis 10. 8th International Conference on Arts and Humanities (ICOAH 2021) 	
13. World Routes Congress 2021		
No	<p>SLCB organized Sri Lanka's participation at the World Routes Congress held from 18th – 20th October 2021. The event jointly organized with the Sri Lanka Tourism Promotion Bureau (SLTPB) and Chairperson, Sri Lanka Tourism, Chairman Sri Lankan Airline were addressed at the virtual event. The main objective of organizing the above event was to develop Air Routes, Promote Tourism and MICE opportunities.</p> <p>World Routes was a B2B platform that brought through discussion from Aviation Stakeholders and tourism organizations to deliver new air services to destinations. The development of new air services was the new starting point to deliver increased tourist traffic to a destination. Routes brought all aviation and tourist stakeholders into one roof to discuss further developments as well as networking opportunities through various events and key stakeholders' summits that involve speakers who are leaders of the aviation and tourist industry.</p>	
14. Cabinet Paper on MICE Tourism		
Over the past years, SLCB used several methods to track the MICE data but did not succeed.	SLCB developed a cabinet memo during the year 2021 to sort out the matter and to address the issue of the non-availability of a formal method to collect MICE statistics on MICE/Business Events. SLCB proposed to create a new visa category for MICE Tourism and charge an equal rate as the tourist visa, include MICE pillars (Meetings, Conferences, Incentives and Exhibitions & Events) in the Arrival Card at the Immigration and have a separate counter for MICE	

	<p>passengers at BIA. The Ministry of Tourism has forwarded the Cabinet Memo to the Department of Immigration and Emigration for their observations during the year.</p>	
15. Research Development and training		
<p>SLCB organized regional training programmes in Kandy, Cultural Triangle, Negombo. ICCA Forum, IAPCO training and events with OPA, SLMA.</p>	<p>SLCB organized a series of forums titled “SLCB Chairman’s Forum on MICE” in collaboration with the Sri Lanka Association of Professional Conference, Exhibition & Event Organisers (SLAPCEO), in order to create awareness among various sectors of stakeholders who could organize international events in Sri Lanka. SLCB educated the participants about how they should host international events in the country and the support available to them from SLCB.</p> <p>Five Forums for Diplomats and Airlines, Chambers and Associations, Destination Management Companies, State Institutions and Higher Educational Institutions were conducted during the year.</p> <p>Organized virtual MICE familiarization tour for local industry.</p>	 
16. Sharing knowledge with the industry		
<p>SLCB shared bid announcements, ICCA research details and event details with the industry</p>	<p>Shared the following trend reports with the local MICE industry members in order for them to be competitive in marketing and promoting Sri Lanka among overseas buyers in the new normal scenario.</p> <ul style="list-style-type: none"> ● <i>IBTM Trends watch report 2021</i> ● <i>ICCA Kaohsiung Protocol</i> ● <i>Top 10 Global Consumer Trends 2021</i> ● <i>The 2020 GBTA BTI™ Outlook – Annual Global Report and Forecast 2020-2024</i> 	

17. SLCB MICE Buyer Database		
Which contains contacts of foreign MICE buyers was hosted online throughout the year. The local MICE industry is expected to use these buyer contacts for their targeted marketing activities.	Maintenance was conducted during the year 2020/21.	
18. Collaboration with international Associations		
Collaborated with ICCA, IAPCO and local Tourism and MICE Associations, THASL, SLITO, ASMET, SLAPCEO, OPA & SLMA	SLCB collaborated with the associations such as, IAPCO, ICCA, SITE, IEIA, IO, IWPA for MICE promotion, especially for the MICE Expo 2021. Collaborated with all local relevant local associations such as THASL, SLAITO, SLAPCEO, EMA, ASMET, OPA & SLMA	
19. Affiliations with Associations		
ICCA Development Forum was organized, Participation at ICCA Congress and ICCA Association Development Programme were organized.	During the year 2021, SLCB submitted bids for the ICQCC – International Conference of Quality Control Circular 2024 and 18 th Asian Pediatrics Congress 2024.	

MICE Tourism – Activities Planned for 2022

- Organization of Sri Lanka MICE Expo 2022 with the participation of 100+ international MICE buyers. The event includes Conference, B2B programme and post tours (Familiarization Tours)
- Strengthen the existing SLCB Social Media Campaign in key international MICE markets under the tagline of “Meet In Sri Lanka” and “So Sri Lanka”.

<https://www.facebook.com/SriLankaConventionBureau/>

https://twitter.com/MICE_Srilanka

<https://www.linkedin.com/company/sri-lanka-convention-bureau/>

<https://www.youtube.com/channel/UCP9aPwq9VqVwez1voaQ2Wvw>

<https://instagram.com/slcbmice>

- Maintenance of SLCB website www.meetinsrilanka to profile and promote MICE Tourism. Integration of SLCB web and Social Media platforms are in progress.
- Re-activate MICE Exhibitions in 2022 which were postponed/canceled due to Covid 19 pandemic - BLTM- India, IMEX - Germany, ITB MICE Asia- Singapore, IBTM World – Spain.
- Capitalize on new markets such as Russia, Poland, the Middle East and Bangladesh.
- Assist the local MICE industry stakeholders under the SLCB MICE Traveler Assistance Scheme in line with the industry requirements (financial and in-kind).
- Organization of China Ready programme to make ready the local MICE industry stakeholders for the Chinese MICE market.
- Production of MICE video clips, documentaries to promote Sri Lanka as a destination for MICE.
- Organization of MICE Familiarization Tours from the key markets, India (4 Fams) Bangladesh, Pakistan, Singapore, UAE and China.

- Advertise on international MICE/Business Magazine to promote Sri Lanka's image as a MICE destination. India Outbound, Travel News Digest- India, TTG MICE Asia, Inflight Advertising on SL Airlines, Singapore and EU based MICE and Business Magazines.
- Organize MICE specific country promotions (B2B Programmes) in India (6 cities), Pakistan, Russia, Poland, Singapore, Malaysia, UAE (Dubai), Qatar and Bangladesh. At the moment, UAE, India (New Delhi, Mumbai & Pune) and Bangladesh are in progress.
- Collaboration with the Government Agencies to recognize the MICE as a key industry. Below initiatives are works in progress:
 - Separate visa category for MICE/Business Events and charge equal visa rate in line with the rate applicable on Tourist Visa to encourage MICE/Business Events industry in Sri Lanka.
 - Rename the wording "Conferences" as "MICE/Business Events or "Meetings, Incentives, Conferences & Exhibitions/Events" of the Immigration Arrival Card to capture the MICE arrivals.
 - It is recommended to have a separate Immigration counter at the Airport for MICE/Business Events visitors to emphasize Sri Lanka as a business destination and enable a fast track of the immigration clearance process.
- Promotion of Wedding and Honeymoon Tourism in collaboration with SLTPB. Development of Micro Site, a promotional video is in progress.
- Publish a MICE Magazine
- Organization of marketing awareness session to promote Colombo city as a MICE venue – March 2022
- Production of Promotional Material for overseas and local MICE Promotions
- Organize webinars in Key markets – The first webinar is done in January 2022 for Indonesia.
 - Organization of Regional MICE Training Programmes for Hotels, Venue Providers, visitor experience providers in collaboration with SLAPCEO – Jaffna, Kandy/Nuwara Eliya, Cultural Triangle and South
 - Awareness programme on MICE for Media –Print Electronic & social media, Vlog, Blog

- MICE training programmes for MICE Operators /DMC /Event, Managements and Exhibition organizers in collaboration with SLAPCEO
- Awareness sessions for private enterprises, chambers, associations and NGOs
- Sessions with OPA and SLMA
- Handling of MICE Buyer Database, Bidding support and site inspections for Associations/ Non-Associations
- Collaboration with international Associations such as ICCA, IAPCO, SITE, IEIA, IO, IWPA for MICE promotion.
- Collaboration with local Tourism and MICE Associations, THASL, SLITO, ASMET, EMA & SLAPCEO