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CONVENTION BUREAU

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නොවැම්බර් 2021

2021 ஆம் ஆண்டு நவம்பர் மாதம்

November 2021



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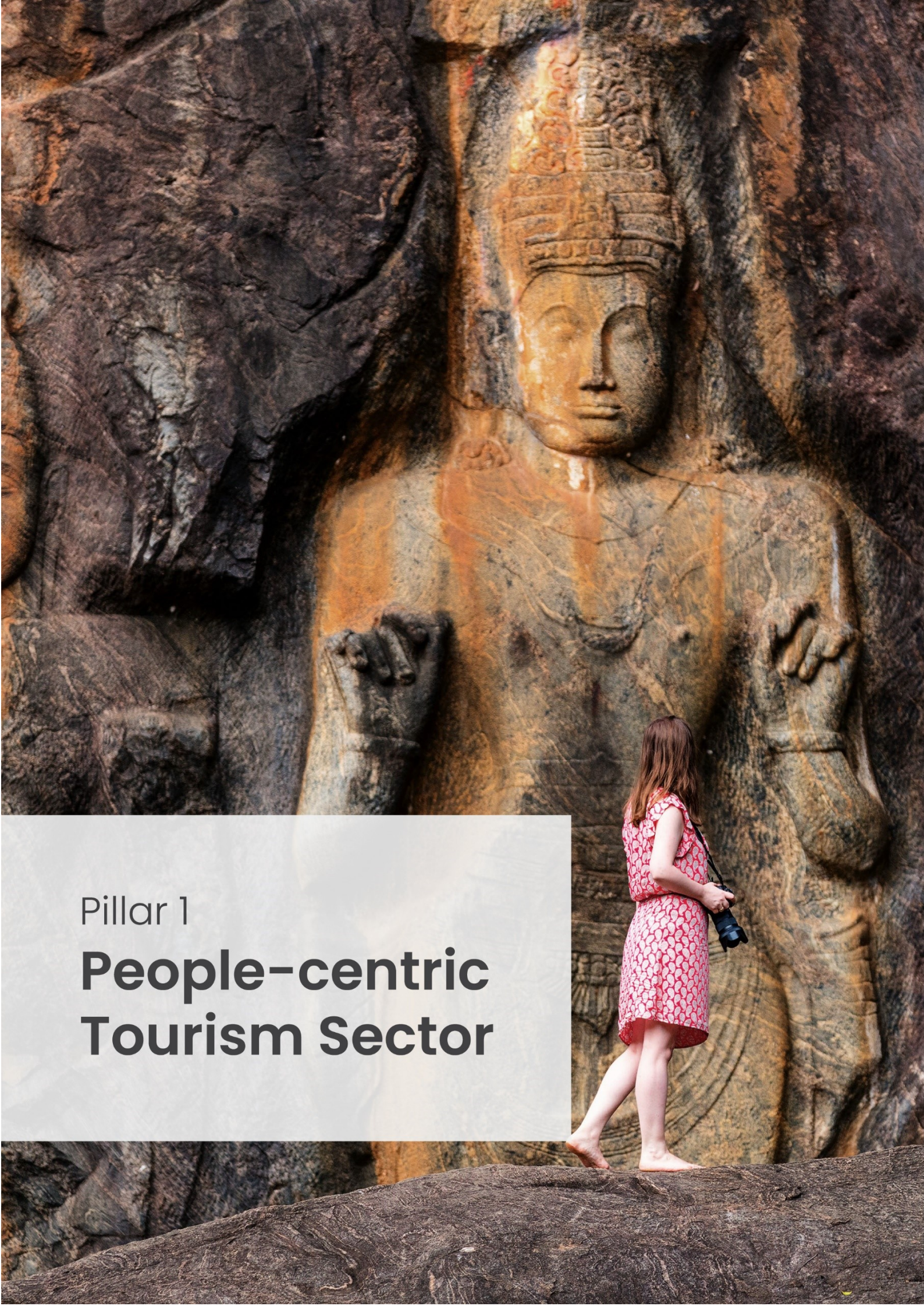
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## Background

- Tourism was one of the fastest growing sectors in Asia and is the third largest foreign exchange earner in Sri Lanka. When the Covid-19 pandemic surfaced in 2020, tourism was one to face the immediate impact and one of the industries to be strained the most.
- Sri Lanka first went into lockdown including the airport closure in March 2020 to control the spread of the virus. The tourist arrivals globally fell abruptly for the first time in the history of tourism. Tourism came to a complete halt for a period of 10 months till 21<sup>st</sup> January 2021.
- Sri Lanka was one of the very few to open up for Tourism during this time under the support of a Tourism Bio Bubble operation put in place by Sri Lanka Tourism which has been recognized and acknowledged globally.
- Amidst the crisis faced in 2020 Sri Lanka Tourism was one of the first in the Asian region to prepare and issue a detailed COVID-19 Health Protocol for the Industry. The detailed guidelines cover all areas relating to the tourism industry. This was prepared with the support of the Ministry of Health, the World Health Organization and the input of the industry. This initiative led the country to reopen for tourists under the safety of a “tourism bio bubble”. While Other Asian tourist destinations remained closed for tourists till recently, Sri Lanka commenced the revival of the tourism industry. Bio-Bubble served as a necessity given the low vaccination rates across the globe.
- Despite readiness by the Tourism industry the world suffered several travel bans, suspension of flights and lockdowns as imposed by almost every country further restricting travel.
- Further with the rise of Covid-19 cases reported daily, Sri Lanka was listed on the red list in UK and most EU countries, USA had travel advisories imposed. From the international traveler’s perspective, they remain reluctant to travel particularly long haul as regulations globally kept changing. This had a negative impact on travel numbers.
- After a period of 3 plus months of Tourism re-opening, Sri Lanka again went into another lockdown period.
- However, given the strong vaccination drive and the prudent health controls in place Sri Lanka was able to curtail the spread and to reopen for Tourism once again in 1<sup>st</sup> June 2021.
- With the successful government vaccination program and constant communication of progress to educate overseas missions locally, Sri Lanka was able to be gradually removed from red lists published by the UK.
- Furthermore, travel restrictions were also eased prudently allowing fully vaccinated visitors to travel with less restriction from 1st October 2021. As echoed by the industry ever since the easing of the health restrictions we have seen a gradual increase in the bookings and flights which is an indication of a gradual pick up.
- Tourism industry in Sri Lanka has been suffering from the Easter attack and then followed the global pandemic. Thus from 2019 onwards the industry has not been able to function in full operation. Resulting in two Bear winter seasons.

- As the government institute responsible for Tourism development, we continue to play our role to market and position Sri Lanka, influencing international travelers to visit Sri Lanka, thereby increasing foreign currency earning and economic benefit to the economy, and developing a people centric sustainable tourism industry.
- In this light Sri Lanka Tourism has been working in partnership with many inter-government organizations such as Civil aviation and Airport aviation authority, Health Ministry, Immigration, Wildlife, CCF, ICTA, Railways, Tourist Police, Sri Lankan airlines to better facilitate the visitors as well Tourism industry and has been working quite closely and proactively with the Sri Lankan Missions overseas and Ambassadors in Sri Lanka. Further Sri Lanka Tourism for the first time in the history has been able to secure a large donor engagement through technical assistance to support and uplift the quality standards of the Tourism industry. Also activated air route development facilitation as a means of channel enhancement.
- Tourism in Sri Lanka is a private sector led industry and the role of the Private Sector is to convert our efforts to top lines and to ensure higher yields for the country. Sri Lanka Tourism continues to support and work together with the industry to ensure this despite the troubled time.
- This report summarizes the progress made to November 2021 by Sri Lanka Tourism, representing four organisations, Sri Lanka Tourism Development Authority (SLTDA), Sri Lanka Promotions Bureau (SLTPB), Sri Lanka Conventions Bureau (SLCB) and Sri Lanka Institute of Hotel Management (SLITHM).





Pillar 1

# People-centric Tourism Sector

## Tourism Industry Support

### Completed Projects

**Tourism is identified as a sector of the export industry. Granted VAT exemption.**

Outcome - VAT Exemption applied

#### *Special Achievements*

First time in history that this recognition was given to the tourism industry.

**Waiver of liquors license for one year**

**Obtained a year and a half grace period to pay cumulative electricity bills in instalments**

**Extended moratorium for tourism service providers till 31<sup>st</sup> March 2021**

**Renewal fee for all SLTDA registered Tourist Establishments waived off for two years**

**Introduced Provisional Registration in 2020 and the registration fee reduced to LKR 1100 & LKR 1200 from LKR 4, 000 – 58,000**

**One off payment of Rs. 20,000 for tour guides registered with SLTDA**

Outcome - Paid 2,050 tour guides a total of Rs. 41 Mn as of 30<sup>th</sup> October 2021

**One off payment of Rs. 15,000 for tourist drivers registered with SLTDA**

Outcome - Paid 2156 registered drivers with Rs. 32.34 Mn as of 30<sup>th</sup> September 2021

**One off payment of Rs. 15,000 for provincial guides**

Outcome - Paid 520 registered provincial guides with Rs. 7.8 Mn as of 30<sup>th</sup> October 2021

**Hotel School granted scholarships to Samurdhi recipients**

Outcome - 400 scholarships awarded in 2020

**VAT refund for purchases of Rs. 50,000 and above**

Outcome - VAT refund kiosk to be implemented in the Airports, awaiting confirmation from inland revenue.

#### *Special Achievements*

Supporting Retail & City Tourism

**Supporting the Tourism industry during Covid 19 times, permitted the hotels to carry out quarantine facilities and intermediary care centres in partnership with hospitals**

**Awareness on 'Disaster Management' for the industry**

For stakeholders and associations who are registered with the SLTDA. A virtual forum on "Southwest monsoon amidst the backdrop of COVID-19 pandemic outbreak" organized by the Disaster Management Centre (DMC).



**Implementation of color-coded identity cards for the first time for Tour Guides, Tourists Divers, Tuk-Tuk Drivers and Safari Jeep Drivers.**

Outcome: the ID card includes a QR which shows the guide's number, name, NIC, expiry date and directs the tourists to a google form to rate and file complaints when scanned.

**Published the Standards and Quality Assurance Division Progress Report 2020**

Outcome: summarized view of the progress made in 2020 for the stakeholders.

**Promotional Video Series on SLTDA Registrations**

Outcome: Videos on highlighting the importance of registering and success stories of registered tourism service providers were disseminated.

## **Tourism Industry Support Projects in Progress**

**Local authority taxes improved to ensure tourism industry is not unfairly treated**

Expected Completion Date - June 2022

Current progress - Seek approval from Cabinet

**Social protection for individual SME 's in the industry**

Expected Completion Date - December 2022

Current progress – Develop Mechanism

**Soft liquor licence to be granted automatically to all classified hotels with reduced restrictions**

Working in collaboration with Department of excise

Expected Completion Date: June 2022

Current progress - Seek approval from Cabinet

**Driver training sessions jointly with Vocational Training Authority (VTA)**

Current Progress - 695 completed refresher trainings

**National tourism policy development**

Coordination in progress with the tourism associations registered with the SLTDA, industry key opinion leaders, policy makers and all other stakeholders to obtain their views and inputs in developing a policy for Tourism. A questionnaire survey already circulated and gathered information. Supported by UNDP.

Outcome: Tourism Policy Document for Sri Lanka Tourism

**Web page development for SLTDA registered Tourism Associations**

Outcome: A strong communication platform created for the industry. This will indirectly promote informal to formal conversion.

**Conducted in-house Skills development programs for 35 staff members to enhance the efficiency and effectiveness of the service offered**

**Strategic action plan to be completed for 2021- 2022**

Expected Completion Date: March 2022

### **Continuous Professional Development (CPD) Program for the Registered Tourist Guides**

This is a program which implemented by SLTDA together with SLITHM to develop skills of registered tourist guides.

- Objectives:
- Knowledge Improvement
  - Obtain Expertise Knowledge from Veterans
  - Develop Active Participation with Guests
  - Improve the Link between Tourism Institutions & Guides

**With the assistance of UNDP and CITI Bank 667 Women based tourism SMEs were provided with material assistance worth of Rs. 60,000 each**

## **Industry Preparedness created for the Tourism Industry Completed Projects**

**Developed operational guidelines for the accommodation providers that help them operate under the new normal conditions**

Outcome - Operational Guidelines developed in June 2020

### *Special Achievements*

Sri Lanka received the Safe Travel Stamp from World Travel & Tourism Council

**'Safe and Secure' Certification developed. Appointed an independent auditing firm for the certification with unique QR Code**

Outcome - Certification process developed and commenced in August 2020

**Creation of the Covid-19 Health Protocol video for traveller and for the tourism industry with the guidelines**

**Carried out a post Covid-19 traveller research- Research on domestic tourism and understanding on international traveller**

## **Industry Preparedness created for the Tourism Industry Projects in Progress**

**Trained industry stakeholders on Safe and Secure procedures**

Outcome - Training continues

### *Special Achievements*

Confidence building amongst international tourists

**Pandemic preparedness course for SMEs designed and rolled out**

Outcome - 5 districts covered in Polonnaruwa, Anuradhapura, Batticaloa, Trincomalee and Ampara with 772 SMEs already empowered.

## Continued Industry Support on Covid 19 preparedness for the Tourism Industry

### Completed Projects

**Completed the Phase 1 of “Safe and Secure” certification process audits with KPMG (appointed through tender process) covering 650 tourism service providers.**

Outcome - Completion of Phase 1 in December 2020 and progressed to Phase 2 of the certification process from January 2021

**Providing the industry stakeholders with detailed Tourism Operational Guidelines with Health Protocols developed in consultation with MoH and WHO**

Outcome - Published version 2 of the Operational Guidelines on the 21<sup>st</sup> January 2021

**Short videos developed demonstrating the implementation of various key guideline requirements funded by GIZ.**

Outcome – Short Videos produced and uploaded to the ‘helloagain’ microsite

## Continued Industry Support on Covid 19 preparedness for the Tourism Industry

### Projects in Progress

**Conducting Covid-19 Guideline awareness sessions for tourist drivers and assistants**

Outcome: Completed 15 programs

**Phase 2 of the “Safe and Secure” certification process is in progress with both KPMG and E&Y (through tender process).,**

Accordingly, certification process was carried out covering,

- 706 accommodation providers
- 300 Travel Agents
- 1833 Tour Guides

**Covid-19 Guideline awareness sessions for tourist drivers.**

Outcome: completed sessions for 5139 tourist drivers.

#### *Special Achievement*

Recognised internationally for the Tourism Bio-Bubble concept as innovative prudent way to open the airport

## Development of the Innovative 'Bio Bubble' concept and prudent opening of the airport

### Completed Projects

#### Development of the health guidelines with MOH and regular revisions

Outcome - Health guideline for the tourism industry

#### Awareness and education of the industry

Outcome - seminars conducted for the industry covering Unawatuna, Vavniya, Mannar, Hikkaduwa

Guideline awareness session for Safe and Secure certified level 1 accommodation establishment and travel agents – 27th April 2021

Questions and answer session for Safe and Secure certified level 1 accommodation establishment and travel agents – 29th April 2021

#### Travel Information Centre

Coordination of all passenger arrivals by the BIA Travel information centre staff members

## Development of the Innovative 'Bio Bubble' concept and prudent opening of the airport

**Awareness and education for the Missions organised and delivered covering 10 missions.**

#### COVID-19 Tourism Health Guidelines

Outcome - Safe Travel stamp, PATA Policy paper published on Sri Lanka Tourism's covid-19 preparedness assuring the international community of the industry preparedness.



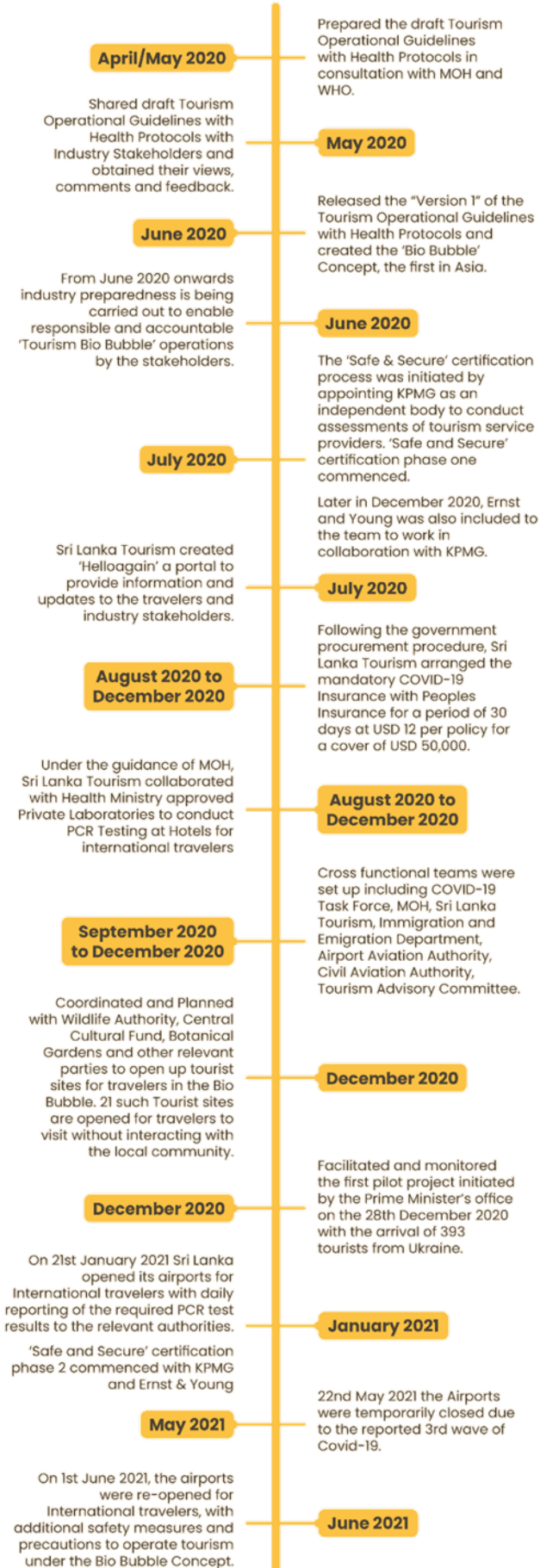
#### *Special Achievements*

CNN featured Sri Lanka Tourism's 'Bio Bubble' concept as a first mover

International recognition for 'Tourism Bio Bubble' with BBC, CNBC

# Timeline and initiatives taken by Sri Lanka Tourism

## Initiatives Taken by Sri Lanka Tourism to Minimize the Spread of Covid-19 & to Commence Tourism in a Prudent Manner



### Issuance of 'Safe & Secure' certificate with unique QR Code

Sri Lanka Tourism has given priority for employees of 'Safe and Secure' certified accommodation providers and immediate stakeholders such as tour guides and drivers for the vaccination program of COVID-19. A priority list of tourism industry stakeholders has been compiled and shared with MOH for consideration for the vaccination program.

From October 2020 onwards 'Safe & Secure' certificates were issued with a unique QR code.

By scanning the QR code using a smart device you can check all key information of the certified party, provide immediate feedback to the Tourism regulator regarding health and safety guideline procedures with photo evidence.

### Safe & Secure Tourism during the Covid-19 Pandemic and Securing the Industry with Vaccination

## Awareness Programs for the Industry

Tourism operational guidelines and health protocols knowledge building and awareness sessions/ programmes were conducted for the industry stakeholders partnering with Market Development Facility (MDF) Australia and Hotel Associations of Sri Lanka (THASL) as well as with Skills for Inclusive Growth (S4IG) and various provincial tourism bodies.

Tourism operational guidelines and health protocol awareness videos were developed with the assistance of GIZ and these were shared with stakeholders through the Sri Lanka Tourism website.

Awareness and education for the Missions were organized and 10 such sessions were delivered covering 10 missions.

Tourism operational and health guideline updates and regular awareness sessions are conducted for the 'Safe & Secure' certified stakeholders continuously.

## International Recognitions

August 2020 – The World Travel and Tourism Council (WTTC) awarded Sri Lanka with Safe Travels Stamp making Sri Lanka one of the first few countries to be given this recognition both in Asia and in the world.



CNBC, CNN, BBC and ITB recognized Sri Lanka Tourism and enquired about the innovative 'Bio Bubble' Concept. (Several other countries replicated this protocol later).

UNWTO White Paper on Security in Tourism – Sri Lanka was acknowledged by the UNWTO for its best practices in the implantation of safe and secure guidelines in Asia



## Tourist Arrivals since the reopening of the airport

Total Tourists & Passenger Arrival under Sri Lanka Tourism as at 28<sup>th</sup> November 2021

Month	2020	2021	% Cha. 20/21
January	228,434	1,682	(99.2)
February	207,507	3,366	(98.4)
March	71,370	4,581	(93.6)
April	-	4,168	-
May	-	1,497	-
June	-	1,614	-
July	-	2,429	-
August	-	5,040	-
September	-	13,547	-
October	-	22,771	-
November	-	41,177	-
December	393	-	-
<b>Total (Jan - Nov)</b>	<b>507,311</b>	<b>101,872</b>	<b>(79.9)</b>
<b>Total</b>	<b>507,704</b>		

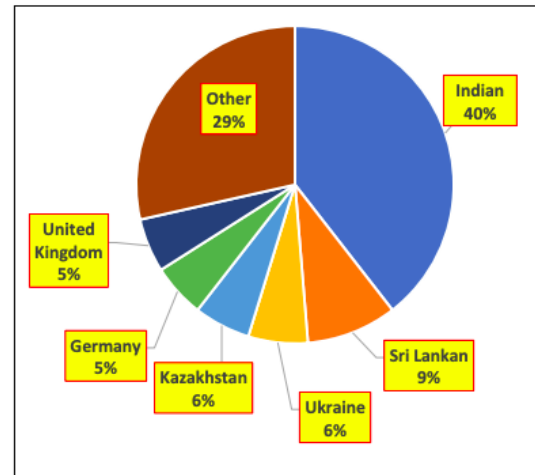
## Source Markets

Rank	Country of Residence	Tourist Arrivals (Jan-Oct 2021)
1	India	18,466
2	United Kingdom	4,383
3	Germany	3,900
4	Kazakhstan	3,207
5	Ukraine	2,910
6	Russia	2,581
7	Canada	2,213
8	France	2,081
9	United States	2,062
10	China	1,958

## PCR Positive Tourists

Covid-19 cases reported from passengers arrived under Sri Lanka Tourism since the reopening till 28<sup>th</sup> November 2021

Country	No of Detected Guests	Total Guests (as at 21 <sup>st</sup> November)	%
Indian	137	28,341	0.5
Sri Lankan (Tourism route)	32	10,402	0.3
Ukraine	21	3,234	0.6
Kazakhstan	20	3,245	0.6
Germany	19	5,821	0.3
United Kingdom	19	6,832	0.3
Other	99	42,900	0.2
<b>Total</b>	<b>347</b>	<b>100,775</b>	<b>0.3</b>



## Supporting SMEs in Tourism Completed Projects

SLTDA registration process made simplified, eliminating onerous documentation and registration process made completely online

### *Special Achievements*

Increased informal sector registrations by over 26% in 2020 compared to 2019

Increased registrations of accommodation providers by 39% in 2020 compared to 2019

Recorded registrations as at 30<sup>th</sup> October 2021 includes,

- 334 accommodation service provider registrations
- 112 service provider registrations
- 547 tour guide registrations
- 440 liquor recommendations issued
- 184 visa recommendations issued

## Creating an Inclusive Tourism Industry

### Completed Projects

**Voice given to 52 Industry Associations (In the past few Associations dominated the dialogue and agenda) which needs to be further developed through an industry consultation committee.**

Outcome - Opportunity given for wider industry representation for the first time

*Special Achievements*

Inclusive industry dialogue

### World Tourism Day 2021

Event held on the 27th of September 2021 with the collaboration of Ministry of Tourism- Uva Provincial Council. World Tourism Day was celebrated under the theme “Tourism for Inclusive Growth”, focusing on fostering a people-centric, technology-driven and sustainable tourism sector from the grass root level, to achieve overall economic development in the long run.

Outcome - Raised awareness of the general public on the importance of the tourism sector

## Sri Lanka Institute of Tourism & Hotel Management

### Completed Projects

#### SLITHM Scholarship program launched

Outcome - Scholarship scheme reactivated to benefit low-income communities by recognizing all students from Samurdhi benefited families.

With the objective of attracting students with good advanced level results, another Scholarship scheme was introduced for students with distinction passes.

### Projects In Progress

- Seek support from the Ceylon Electricity Board to ensure unit price for hotels (particularly in peak periods), to be aligned with other export industries.
- Support Renewable Energy: Existing concessionary financing available from the current 50KVA solar to be increased to 300KVA.
- Upgrading syllabus for Tour Guides with the support of Australian Skills Development. This aims at bridging the gap with destinations such as South Africa, Thailand, and Australia.
- Include English and Digital Marketing modules to the Tour Guide training to support digital empowerment and entrepreneurship.
- Increase minimum wage of Tour Guides. Board approval sought. They are the ambassadors of the industry who interact closely with international guests thus need to be supported.





Pillar 2

# **An Efficient Public Service and Upliftment of Industry Standards**

Reduced overheads/transaction cost of procurements

## Completed Projects

**Reduce overdue payments in promotions to enhance effectiveness and reliability among suppliers**

Outcome - Reduced overdue amount by 50% in 2020

**Effective cost reductions - operational losses and malpractices**

Reduced suppliers and consumables used by 25.5%

Reduced overall costs by 9.5%, despite increased costs due to covid-19 health protocols and free audits conducted for the industry.

**Implemented online portal for the internal transport booking system**

Outcome: User friendly portal with accessibility via mobile phones/ tabs and SMS alerts available in addition to email alerts.

## Enhance Tourism Investments

### Completed Projects

**Increased Tourism Investment approvals from USD 189.9 Mn in 2019 to USD 879.94 Mn in 2020**

Progress: Approved projects in 2021 as at 30<sup>th</sup> September

Number of projects	Total value
22	USD 92.176 millions

**Completion of the Investor Handbook**

**Streamlined the process of approvals for new tourism investments incorporating all project approving government agencies with the support of USAID SAIL project - single application created.**

**Creation of a Tourism Investment Logo**

*Special Achievements*

Fourfold increase in tourism investments

## **Projects in Progress**

### **Creation of Land Bank**

Expected Completion Date – December 2022

### **Creation of Regional Tourism Offices -supporting SMEs and making public service more accessible in Trincomalee, Jaffna and Polonnaruwa.**

Expected Completion Date – August 2022

### **Implementation of signage boards for provincial attractions**

Expected completion date – August 2022

### **Tourism Satellite Accounting - secured WTO support and contract signed for technical assistance with UNWTO.**

Outcome - Measuring the direct economic contributions of tourism consumption to the national economy.

Expected Completion Date – 2024

### **Tourism statistics and data management**

Outcome: Provide data & insights for an evidence-based decision-making process

Expected Completion Date – December 2024

### **Five Year Research Road Map with MDF Support**

Development of a Research Road Map for Sri Lanka Tourism. A Five-Year Research Road Map with MDF Support is underway. This will ensure the research support needed for the brand building and informed decision making for the strategy.

Expected Completion Date - December 2022

### **Training completed for the Electronic Government Procurement (e-GP) system.**

### **Working with the Department of Immigration and Emigration and the Information Communication Agency to introduce new visa categories and simplification of approval process (extended tourist visa, Digital Nomads, MICE)**

# Uplifting the industry standards through courses offered by Sri Lanka Institute of Tourism and Hotel Management

## Completed Projects

### **SLITHM long overdue financial Statements over 6 years**

Progress: Up-to-date financial statements till 2020

Special Achievements: Good governance

### **SLITHM Annual reports completed since 2014 to 2020**

#### **Training sessions provided to staff members**

- People management training for the all middle and top-level management by the HR consultants
- Strategic planning workshop conducted
- 02 principals, ITC (Turin), ILO Training 2 weeks
- Training conducted by TVEC for issuing RPL for all lectures
- Procurement Certificate awarded for 6 members of the staff
- Environmental Impact Assessment
- Training session on Student Management System of SLITHM
- Gender inclusion training conducted for all member of staff
- 2-week training session in China for 2 lectures
- 09 Academics nominated training in the Philippines awarded

#### **Completion of policies and manuals to enhance the efficiency and effectiveness of the organizational workforce including resource personnel**

- ICT Manual – Completed
- Maintenance Manual – Completed
- HR Manual – in progress
- FR Manual – in progress

#### **Revised the Examination policy**

#### **Preparation of Gender Policy**

Completed in collaboration with WUSC

#### **SLITHM TALK magazine**

Volume 11 and 12 published.

Outcome: Enables better stakeholder communication and connectedness.

#### **Jaffna school**

Renovation completed and 30 students enrolled for the craft course and 40 students for apprenticeship course

## Ecole hôtelière de Lausanne School (EHL) Gap Analysis

Gap analysis completed and report submitted to SLITHM

Special Achievements: Possibilities to obtain the ECL accreditations to SLITHM programs or affiliate with EHL for programs

## Projects in Progress

### SLITHM student registrations

Course	Discipline	Total
Craft Level		212*
Craft Level (13 Year programme) - Housekeeping		28*
Craft Level (1st Intake) – including 13-year students		691
Intermediate Level		52*
Refresher Guide Course		76*
Certificate Level (1 <sup>st</sup> Intake)		798*
Certificate Level (2 <sup>nd</sup> Intake)		550
Advanced Level		48*
Intermediate Level (1 <sup>st</sup> Intake)		48*
Intermediate Level (2 <sup>nd</sup> Intake)		76
3 Year Management Diploma	Batch – 13 (CMB)/ and 5 (KAN)	65
	Batch – 14 (CMB)/ and 6 (KAN)	83
	Batch – 15 (CMB)/ and 7 (KAN)	58
	Batch – 16 (CMB)/ and 8 (KAN)	71
Pastry & Bakery 22nd Batch		19*
Pastry & Bakery 23rd Batch		38
National Tourist Guide Programme-055 Batch-All Languages		80*
National Tourist Guide Programme-056 Batch-All Languages		134
Chauffer Tourist Guide Programme 53 <sup>rd</sup> Batch		118
Short term programme – Liyadiriya programme – one month		15*
Income Generation Programmme		55*
Apprenticeship course (one month – Hotel Operations - March)		31*
Apprenticeship course (one month –Kitchen Operations - April)		31*
Special/Awareness Programmes (one/two days)		1,354*
<b>Total</b>		<b>4,731</b>

### **Ampara School**

Discussions are underway with GA Ampara to acquire the land with the building  
Expected Outcome: Establishment of a new hotel school in Ampara

### **S4IG Tourism Project**

Program and activation under way to develop content to conduct tourism related courses for workforce and service quality improvements.

Expected completion date - September 2023

### **ILO - The skill upgrading of returning migrant workers (tourism or related industries)**

#### Outcome:

- To issue national vocational qualification (NVQ) on RPL for migrant returnees who were employed in the tourism sector
- A study to identify the challenges faced by migrant returnees
- Develop NCS for new 20 occupations

Approval obtained for the proposal by ILO office in Bangkok and work underway. Project is carried out in Kurunegala, Kandy, Galle, Badulla and Anuradhapura districts.

### **Preparation of the corporate plan for 2022 - 2026 by SLITHM**

Outcome – Corporate Plan 2022-2026 for SLITHM – 01st draft completed

### **Introduction of new programs**

Development of curriculum for certificate programme and diploma programme of pastry and bakery

### **National Accreditations**

- Curriculum of three year and four-year courses reviewed and revised
- Outcome - Impart the most updated knowledge to the SLITHM curriculum.
- Streamlined the curriculum of 04-year diploma with standard templates
- Discussions in progress with TVEC to map the 04-year diploma to obtain NVQ level 05 & 06
- A program designed in collaboration with UNIVOTEC for NVQ 7 students who completed NVQ 6 with SLITHM
- SLITHM to be recognised as an RPL (Recognition of Prior Learning) issuing body by TVEC:

Special Achievements: Maintained quality and standards.



Pillar 3

# **Technology-based Tourism Sector**

## Completed Projects

### **Live telecasting of Peraharas in 2020 and 2021 to enhance an online engagement and viewership**

Outcome - Live international telecast and engagement

#### *Highlights*

- Ruhunu Maha Kataragama Final Perehara livestream through social media channels
- Dalada Perahara - Social Media Engagement included 6Mn impressions, 3 Mn post reach, 1Mn Video views
- Live Webcast the Kandy Esala Perahera 2021 in seven Languages of English, Sinhala, Tamil, Thai, Japanese, Chinese and Khmer

### **Live streaming of Wildlife - creation of 'Couch Safari'**

Outcome – Use of Digital Media engagements such as 'live streaming' for the first time by Sri Lanka Tourism

#### *Special Achievements*

- 'Couch Safari' Campaign created 22 million impressions, over 1.7 million video views and over 40,000 clicks.
- Sri Lanka Tourism Facebook page reached 7 million people during the campaign period.
- Digital engagements enhanced

### **SLTDA registered with UNWTO Investment Network which is a digital investment platform to promote FDIs**

Outcome - UNWTO Investment network access

### **A virtual resource centre developed and opened for the SLITHM students**

Outcome - 4500 books uploaded to the management system. Virtual resource centre in the SLITHM library established

### **Student Management System and Student Learning System introduced for SLITHM**

Outcome - Student Management System. This will assist with the Online classes, assignment allocations, exams and individual student management

### **Implementation of E- Resources Services**

Outcome: 600 E-recourses uploaded to the system

#### *Special Achievements*

Use of Technology for Sri Lanka Tourism enhanced



## Projects In Progress

### **Development of the micro site 'Hello Again' as an information portal for new normal travel**

Outcome - App Zero converted to web solution

### **Development of Tourism app 'Visit Sri Lanka' - with ADB assistance for content development**

Outcome - Visit Sri Lanka app to be available by Q3 2022.

Progress – Benchmark study performed and Terms of reference (TOR) for content and app development. TOR with ICTA pending approval.

### *Special Achievements*

First time in the history of Sri Lanka Tourism to have Tourism App

### **Creation of an Augmented Reality (AR) glass panel at tourist sites. Pilot Project to be commenced.**

Outcome: enhance tourism experience through the adoption of augmented reality

Progress: Pilot Project to be commenced in Polonnaruwa.

Expected completion date: September 2022

### **UNWTO's Online Meeting (Service) - Sri Lanka has been selected among few members in the Asia and the Pacific to receive Online Meeting (Service) of UNWTO on technical cooperation, innovation, education, investment, training programs, capacity building, webinars and consultation and recommendation on tourism sector.**

Expected Completion Date - December 2022

Outcome:

- The first Meeting was held in the last week of March 2021.
- UNWTO's assistance for tourist innovation, investment and capacity building of Sri Lanka.
- UNWTO will assist Sri Lanka for a Tourism Impact Assessment on X-Press Pearl Ship Disaster.

### **Website revamping and E- store management system for SLITHM in progress**

Outcome: Use of Technology advancement and be in line with International Educational Institutions

### **Development of Investor Case Management System (ICM)**

Expected outcome: automation of the streamlined investor facilitation mechanism of Investor Relation Unit

Expected completion date: August 2022





Pillar 4

# **A Safe and Secure Country for Tourists**

## Completed Projects

### **Conducted an industry-wide survey to identify issues related to Tourist Police**

Outcome - Safety related issues identified with solutions and a report produced, June'2021.

### **Safe & Secure tourism in the Covid 19 pandemic and securing the employees of the industry**

Outcome - Sri Lanka Tourism has given priority for employees of 'Safe and Secure' certified accommodation providers and immediate stakeholders such as tour guides and drivers for the vaccination program of COVID-19. A priority list of tourism industry stakeholders has been compiled and shared with MOH for consideration for the vaccination program.

### **UNWTO White Paper on Security in Tourism -Sri Lanka case study**

Outcome: Consultation sessions between SLTDA and UNWTO to prepare a White Paper in Tourism.

#### *Special Achievement:*

Sri Lanka selected as one of the best practices for safe and secure guidelines in Asia by UNWTO

## Projects In Progress

### **Tourist Police Units (TPUs) to be set up island wide to ensure safety and security of the travelers**

Sri Lanka Tourism has submitted a detailed report to the Minister of Public Security and to Tourist Police with a rollout plan to establish the TPUs across Sri Lanka in a piece meal basis, June' 2021.

Progress as at 30<sup>th</sup> September 2021: Proposal received to construct four Police units in Unawatuna, Mount Lavinia and Negombo



Pillar 5

# Legal and Regulatory Framework

## Completed Projects

**Re-visit the organizational structure to reflect international best practices**

Outcome - New organizational structure developed

## Projects in Progress

**Liquor license restrictions to be reviewed and information paper to be presented to the cabinet for discussion**

Expected Completion Date - March 2022

Outcome – Liquor license restrictions relaxed for the Tourism Industry

**Ensuring sustainable tourism including banning of single use plastic and other sustainable initiatives in line with other countries**

Expected Completion Date - June 2022

*Special Achievements*

Sustainable Tourism key driver in the future

**Tourism Act to merge three tourism institutions as Sri Lanka Tourism**

Expected Completion Date - September 2022

Outcome - Draft of the Act completed

*Special Achievements*

Able to draft the amendment to the tourism act to merge 3 out of the 4 institutions which will enable an efficient public service and to upgrade the hotel school to a premier HR institute in hospitality management.

**SLITHM upgraded to degree awarding institution**

Expected Completion Date - December 2022



Pillar 6

# **Sustainable and Environment Friendly Tourism**

## Completed Projects

### **Internal Capacity building on Sustainability**

UNWTO event - 11th IFTM-UNWTO Training Program for the Asia-Pacific Island Member States on “Capacity Building for Sustainable Tourism in Island Countries”. Held from 1st to 4th June 2021

#### *Special Achievements*

6 officers from Sri Lanka Tourism received scholarships

### **National Sustainable Destination Certificate (NSDC) Programme**

An extension of the National Sustainable Tourism Certification (NSTC) which aims to raise destination sustainability standards through certification and the ultimate goal is to convert Sri Lanka to a sustainable destination.

NSDC Programme launched and workshops conducted. Through this programme all 09 provincial councils commenced implementing 09 sustainable destination development projects in their respective provinces.

## Projects In Progress

### **UNWTO SDGs (Sustainable Development Goals) Global Start-up Competition**

Outcome: Final event held on in hybrid format on 18th May 2021

#### *Special Achievements*

Minister of Tourism, Sri Lanka received an invitation from the UNWTO Secretary General to open the 1st Panel of the event. Hon. The Minister delivered his speech on the People factor on “Sustainable Tourism”. This is an acknowledgement of the work Sri Lanka Tourism has done in promoting Sustainability in Tourism.

### **Development of sustainability road map**

**MEPA and Tourism partnership for marine environment protection to ensure a healthy coastal and ocean environment for future generations. Campaign developed. However due to travel restrictions and Express Pearl Disaster the campaign was delayed.**

### **Working in collaboration with Mahaweli Development Authority to develop an Eco Tourism Development zone in Kaluganga and Moragahakanda**

Outcome - Development of the concept plan completed

Expected Completion Date – September 2022

### **Sigiriya to be developed as the first Sustainable Destination**

Expected Completion Date - December 2022

### **Yala Palatupana Tourism Zone to be upgraded as a Protected Conservancy Area**

Expected Completion Date -June 2023



**Solar power installation for the SLTDA premises**

Expected completion date: July 2022

**International Participations**

**Completed**

**2021 Global UNWTO Student's League**

**Global Undergraduates competition on Rural development**

University of Kelaniya ranked 51 and University Sri Jayewardenepura ranked 64

**Plastics pollutions competition**

University of Sri Jayewardenepura ranked 21







Pillar 7

# **New Product Development & Promotion**

## **Recognitions**

- Tops Condé Nast Traveller's annual Readers' Choice Awards as a best country to travel to in 2021
- Sri Lanka make Top 25 Resorts in Asia: Readers' Choice Awards 2021
- Global Wellness Institute ranks Sri Lanka as the fourth country on the world's top Wellness Tourism Destination list.
- Bloomberg's 'Explore the New Seven Wonders of the World' features Sri Lanka and Sigiriya, May 2021
- Travel + Leisure recognizes Sri Lanka among 'The Top 25 Islands in the World', September, 2021
- Sri Lanka placed second on Club Med's index of the best places and countries around the world to become a Digital Nomad
- 9 Destinations to Visit, National Geography
- Lonely Planet features Sri Lanka
- 23 Reasons to Visit Sri Lanka, Daily Telegraph UK
- Tourism Bio Bubble' was globally recognized and acknowledged in international media such as CNN, CNBC, BBC as a first mover
- 'Top Country' for Winter Travel for 2020 by 'USA Today'
- 'Best place to visit in 2020' by CNN
- 'Top Destination to Travel' by Condé Nast Traveler in February 2020
- Sri Lanka was also recognized as 'World's Leading Tourism Destination 2020' and 'Asia's Leading Adventure Tourism Destination 2020' by 'World Travel Awards'
- Sri Lanka listed as one of the best holiday destinations for 2020 by The Times, UK Sri Lanka wins "Back on the Map" award at Wanderlust Travel Awards 2020 in London

## **Free Advertising Opportunity with Exploreplaces Travel Platform**

Outcome - for 6 months, worth of AUD 21,000 with a reach of over 39 million worldwide visitors received in 2020

## **Conducted So Sri Lanka Brand Promotion campaign in New Zealand at Teas and Coffees of the World event**

Outcome - Event successfully launched in 2021

## **Sri Lanka Tourism Promotion Bureau organized an online International Trade and Media Conference "Seeing is Believing", sharing the personal experiences of the First Foreign Tour Operator and media delegation to visit Sri Lanka post-re-opening**

Outcome - Event successfully launched in 2021

## **Digital Agency for SLTPB appointed through a tender process. Refer Infographic 1 for progress made by the Digital media agency**

### *Special Achievements*

Increased social media reach

## Sri Lanka Tourism - Social Media Campaign Summary

eMarketingEye was appointed as the Digital Media Agency to manage Social Media Management and Advertising campaigns for Sri Lanka Tourism in Nov 2020. Sri Lanka Tourism, is placed at the top of the funnel with awareness objectives where people are evaluating Sri Lanka as a destination against other competitor countries/ destinations.

### SOCIAL MEDIA CHANNEL HIGHLIGHTS

	Then (January 2020)	Now (October 2021)	
Total Channel Impressions	4,006,443	27,105,534	+577%
Total Video Views	327,011	2,579,342	+689%
<b>GROWTH IN FACEBOOK</b>			
Page Likes	112,873	409,528	+263%



## PERFORMANCE HIGHLIGHTS

Since 1st November 2020 to 31st October 2021

### 543 MILLION +

IMPRESSIONS ON FACEBOOK,  
INSTAGRAM, TWITTER AND  
YOUTUBE

### 30 MILLION +

TOTAL VIDEO VIEWS ON  
FACEBOOK, INSTAGRAM,  
TWITTER AND YOUTUBE

### 222,000 +

FACEBOOK PAGE LIKES

## IMPROVED ENGAGEMENT IN ALL SOCIAL MEDIA PLATFORMS

(Nov 2020 – Oct 2021) vs (Nov 2019– Oct 2020)



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>4,050,857</b>	<b>↗ 321%</b>
Reactions	1,629,584	↗ 516.9%
Comments	29,952	↗ 246.3%
Shares	119,819	↗ 252.6%
Post Link Clicks	157,573	↗ 12.5%
Other Post Clicks	2,113,929	↗ 310.2%



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>169,779</b>	<b>↗ 507.1%</b>
Likes	158,516	↗ 499.6%
Comments	2,930	↗ 463.5%
Saves	7,916	↗ 686.1%
Story Replies	417	↗ —




Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>186,482</b>	<b>↗ 367.4%</b>
Likes	109,737	↗ 1,029.7%
@Replies	752	↗ 345%
Retweets	12,024	↗ 249.5%
Post Link Clicks	2,324	↗ 34.6%
Other Post Clicks	61,552	↗ 147.7%
Other Engagements	93	↗ 4,550%


		Before appointing the agency		Since appointing the agency			
		August 2020	October 2020	Monthly Average	Change Compared to Aug 2020	Change Compared to Oct 2020	1 <sup>st</sup> Nov 2020 to 31 <sup>st</sup> Oct 2021
Instagram	Impressions	10,419	1,352,630	18,611,957	178,535 %	1,276 %	223,343,488
	Engagements	886	1,282	14,148	1,497 %	1,004 %	169,779
Twitter	Impressions	67,668	35,684	172,325	155 %	383 %	2,067,897
	Engagements	2,056	1,109	15,540	656 %	1,301 %	186,482
YouTube	Video Views	6,592	200,400	501,453	7,507 %	150 %	6,017,438

## KEY CONTENT PILLARS FOCUSED


1




2




3



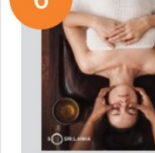
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5



6



**Heritage and Culture**

Highlights the historical monuments around Sri Lanka along with the history behind it

Showcasing the various cultural elements of different parts of the country

**Scenic Locations and Beaches**

Showcases the beautiful scenic locations in Sri Lanka e.g. tea estates, beaches, mountains.

**Adventure and Activities**

Features activities and experiences one can do at the destination

Focusing on surfing, whale watching, dolphin watching, hot air balloon rides, zip lining etc.

**Food and Essence**

Highlights the various cuisines especially the Sri Lankan cuisine and its variety

Focusing on the special local fruits and different local delights e.g jackfruit, soursop, rambutan, pol sambol etc.

**Wildlife and Nature**

Showcases the diverse wildlife in Sri Lanka along with the beautiful national parks and different aspects of nature

**Wellness and Ayurveda**

Establishes the link between wellness and Sri Lanka.

Showcase the various elements of natural remedies and Ayurvedic treatments available and well known for.

## **Earned Media Coverage in 2020**

### **Outcome**

- Al Jazeera English: Inside Story on how Sri Lanka is preparing to reopen the
- tourism industry post COVID-19.
- BBC collaborated with Sri Lanka Tourism to revive the Tourism Sector and provided coverage free of charge for one month.
- CNN one-month Digital and TV Campaign for Sri Lanka Tourism free of charge.
- CNBC to promote Sri Lanka Tourism in a Goodwill gesture for 3 months.
- Euro News virtual tourism debate on Rethinking and Reviving Travel and Tourism (Asian Region).
- Sri Lanka Tourism goes global on Nile TV Egypt to woo the Mediterranean travellers

## **Print Media Advertising in 2020**

### **Outcome**

- Sweden - Vagabond Magazine
- Australia - Signature Luxury Travel Magazine and International Traveller Magazine
- India - Outlook Magazine and India Today Magazine
- Netherland - National Geographic Traveller Magazine Asia & Down Under Magazine
- UK - Wonderlust Magazine
- Germany - Reise & Preise Magazine
- Italy - Dove Magazine
- Middle East - TravTalk Middle East Magazine and DNATA World Traveller Magazine
- Russia - National Geographic Traveller Russia Magazine
- USA - AFAR Magazine

## **Print Media Advertising in 2021**

- Article on CNBC - Sri Lanka is now open to travelers – no quarantine, but no mingling with locals too, February 2021
- Sri Lanka Tourism Featured on CNN ‘First Move with Julia Chatterley’ and hailed for innovative Bio-Bubble Concept, February 2021
- Article featured on the ITB web portal and magazine – Sri Lanka introduces the “Bio Bubble”, March 2021
- Article featured on ITB Berlin News “Sri Lanka: A model for the reopening of Asian destinations” highlighting Sri Lanka as one of the most progressive destinations in Asia in opening up to international tourists and endorsement for the initiatives of the island, March 2021
- Article featured on Lonely Planet – When to go to Sri Lanka, March 2021 Article featured on Lonely Planet – Beat the crowds at these Sri Lankan national parks, March 2021
- Article featured on Travel+Leisure India magazine (annual Food Special issue) under “The Intelligent Traveller” segment covering the gastronomic delights, ingredients and unique recipes of Sri Lanka, June 2021

## **Media Releases**

- Bloomberg lists Sigiriya as one of the new seven wonders of the world
- Sri Lanka Tourism lures digital nomads,
- Initiative to vaccinate those who are involved in the Tourism industry,
- Sri Lanka Tourism enables sustainable development
- Sri Lanka Tourism Highlighted Once Again by CNN Travel
- Sri Lanka Pavilion takes shape for Expo 2020 Dubai

- Sri Lanka Opens for Indian Travelers Once Again
- Sri Lanka relaxes restriction for Russian travelers
- Bi Monthly Newsletters

## Maintaining a constant dialogue with the missions, industry and global stakeholders through webinars

**Webinar with German Travel Association (DRV) with the support of Sri Lanka Embassy in Berlin to update on guidelines, health protocols and assistance of DRV to carry out possible promotional activities during the pandemic season - January 2021**

**Webinar with TAAI (Travel Agents Association of India) and TAFI (Travel Agents Federation of India) on Re-opening of Sri Lanka for Tourism, awareness session for Travel Trade Associations (Western India), held on the 19th January 2021**

**Two webinars with Executive Committee members of OTOAI (Outbound Tour Operators Association of India), held on the 29th January and 11th February 2021**

**Webinar with Key Tour Operators based in UAE, held on the 19th January 2021**

**“Hello Again” virtual tourism awareness session held for US based Tour Operators on 27th of January 2021**

**Webinar with General Secretary – SETO (travel association) – Deputy Secretary General ECTTA – European Travel Agents & Tour Operators’ Association on the 1st of February 2021. ECTTA membership includes travel trade of the key European markets**

**Webinar with Key Tour Operators in China on 3rd February 2021**

**Webinar with Indo - Sri Lanka Chamber of Commerce and Industry (ISCCI) - an overview of the Tourism Industry in Sri Lanka. Collaboration with Sri Lanka High Commission in New Delhi, Sri Lankan Airlines and India Tourism Development Corporation Ltd., held on 25th February 2021**

**Webinar with Emirates-Norway to create more awareness and update with more information about Sri Lanka as a tourist destination on 10th of March 2021**

**Virtual meeting with Chairperson, Sri Lanka High Commission in Islamabad, Pakistan and Special Assistant to the Prime Minister and Chairman of Pakistan Tourism Development Corporation (PDTC) to explore tourism opportunities for both countries**

**Webinar on Re-opening Guidelines & Health Protocols for the staff members of Travel Agencies and Hotels**

Outcome - Constant dialogue and preparedness communicated

### *Special Achievements*

Sri Lanka kept on the minds of the International Traveller



**Conducted So Sri Lanka Brand Promotion campaign in New Zealand at Teas and Coffees of the World event**

Outcome - Event successfully launched in 2021

**Sri Lanka Tourism Promotion Bureau organized an online International Trade and Media Conference “Seeing is Believing”, sharing the personal experiences of the First Foreign Tour Operator and media delegation to visit Sri Lanka post-re-opening**

Outcome - Event successfully launched in 2021

## **Activities in Collaboration with Foreign Missions**

**Opening of the airport to international travelers - Sri Lanka Embassy in Berlin in collaboration with Sri Lanka Tourism and Sri Lankan Airlines to mark the opening of the airport for international tourists in January 2021**

**A Calendar was distributed to key Tourism stakeholders in Austria in collaboration with the Sri Lankan Embassy in Austria, January 2021**

**Sri Lanka took part at the India CEO forum in January 2021**

**SLHC in Pakistan facilitated a virtual meeting on 17<sup>th</sup> February between the Chairman of Pakistan Tourism Development Corporation and State Minister of Overseas Pakistanis Mr. Zulfi Bukhari and Chairperson of the**

**Sri Lanka Tourism Development Authority to explore the great opportunities available for both countries to enhance tourism.**

**The Foreign Ministry of Sri Lanka facilitated a virtual meeting on 24th March 2021 between the Sri Lankan Ambassador to Indonesia, SLTDA and SLTPB to explore the opportunities available for Sri Lanka and Indonesia to enhance tourism in investment and promotions.**

**World Bank and Aid for Trade Tourism Panel “Tourism Resilience: Building Forward Better” high level session with a Panel consisted of Mari Pangestu, Managing Director, Development Policy & Partnerships, World Bank Group (WBG), Royal Highness HRH Princess Dana Firas, Petra National Trust President of the Board and UNESCO Goodwill Ambassador (JORDAN), Hon. Najib Balala, Cabinet Secretary, Ministry of Tourism and Wildlife (KENYA), Allan Flores, Attorney, Central Law and former Minister of Tourism (COSTA RICA) and Chairperson Sri Lanka Tourism, March 2021**

**Virtual media conference was held with Twenty key media representatives including TV, German TV channels, editorial staff of German & Switzerland travel magazines, editors, writers of German Newspapers, freelance German writers. Sri Lanka Ambassador in Berlin Ms. Manori Unambuwa, Chairperson, Sri Lanka Tourism and Director Marketing, SLTPB moderated the conference. Held on 19<sup>th</sup> of March 2021.**

**Tourism and Tea promotion, Vietnam (14<sup>th</sup> – 15<sup>th</sup> April 2021)**

**The Ministry of Industry and Trade, Vietnam organized an event with the collaboration of Sri Lanka Embassy in Hanoi, Vietnam to promote Tourist attractions of Sri Lanka and Ceylon tea at the Vietnam Expo 2021.**

**Russia – Cultural Day (17<sup>th</sup> April 2021)**

Support was provided to the mission to organize a cultural day to promote Sri Lanka as a destination.

**AyuruduPola in Melbourne, Australia (18<sup>th</sup> April 2021)**

Sri Lanka Tourism collaborated with Sri Lanka Mission in Melbourne to take part at Melbourne's Queen Victoria Market organized by 'Foodie Trails'. The destination was promoted at the country stall - 'Sri Lanka AyuruduPola', where awareness was raised by serving Ceylon tea and tourist information.

**Zoom meeting with Ms. Sattva Zhang–President of World Peace Association- To enhance the arrivals from China to Sri Lanka during this pandemic situation. Held on the 30th of April 2021.****Turkey -Digital Promotion (April)**

With the collaboration of the Honorary Consul of Sri Lanka in Bursa, conducted a tourism promotional video screening in the city of Bursa.

**Sri Lankan cuisine promoted at 'The Dorchester' in London (10<sup>th</sup> – 30<sup>th</sup> May)**

Sri Lankan food promotion was organized by the Dorchester Hotel, an exclusive 5-star hotel in London. The Sri Lankan born executive chef Mario Perera showcased the vibrant, colorful and spiced dishes from Sri Lanka at the brand-new dining outlet at The Dorchester.

**Promoting Tourism during Sri Lanka- England Cricket matches (June)**

SLTPB with the support of the Mission reserved Private Hospitality Boxes to invite the important guests in the UK with the intention of promoting the country at Sri Lanka Vs England Cricket Tournament in the UK. This was done to promote Sri Lanka as a destination during the visit of Sri Lanka cricket team to England.

**Destination Awareness (5<sup>th</sup> – 7<sup>th</sup> August)**

Assistance provided to Sri Lanka Consulate General in Guangzhou, China to showcase Sri Lanka tourism at GITF hybrid travel fair.

**Virtual B2B Meeting (17th August)**

SLTPB with The Foreign Ministry of Sri Lanka organized a virtual business-to-business (B2B) interactive session with the Member States of the Conference on Interaction and Confidence Building Measures in Asia (CICA) to enhance tourism cooperation.

**India Country Team Meeting (20<sup>th</sup> August)**

Virtual meeting held by H.E High Commissioner Milinda Moragoda with High Commission of Sri Lanka in New Delhi, Deputy High Commission of Sri Lanka in Chennai, Consulate General of Sri Lanka in Mumbai and Sri Lanka Tourism to promote Sri Lanka in India.

**Diplomatic Council Summer Celebrations (26th August)**

Facilitation of the Consul General of Sri Lanka to Frankfurt (Germany), to present on the destination, current health protocols at the annual Diplomatic Council Summer Celebrations as the chief guest. Main objectives included awareness of the destination & health protocols

**International Workshops (30th August to 3rd September)**

SLTPB supported the Sri Lanka Embassy in Norway to connect with local tour operators, travel agencies and media at four regional workshops in Stavanger, Bergen, Trondheim and Oslo to raise awareness of health protocols amongst the agents in Norway

## Travel fairs attended by SLTPB as at 30th June 2021

- Norwegian Travel Fair, Oslo in January 2020
- SATTE Travel & Tourism Fair, New Delhi in January 2020
- CMT. Stuttgart in January 2020
- Vakantiebeurs Fair in January 2020
- Ferier Messe Wien, Vienna in January 2020
- Thailand International Travel Fair in January 2020
- Vakanz Fair in January 2020
- MATKA Travel Fair, Helsinki in January 2020
- FITUR International Travel Fair, Madrid in January 2020
- Adventure – Lithuania in January 2020
- New York Times Travel Show in January 2020
- FESPO Travel Fair, Zurich in January 2020
- Destination Travel Show, London in January 2020
- OTM, Mumbai in February 2020
- TTF, Bangalore in February 2020
- PTAA – Travel Tour Expo in February 2020
- Brussels Holiday Fair in February 2020
- Fukuoka Travel Expedition in February 2020
- International Mediterranean Tourism Market (IMTM), Tel Aviv in February 2020
- Tourest 2020, Tallinn in February 2020
- BIT Travel Fair, Milan in February 2020
- Holiday World, Prague in February 2020
- Danish Travel Fair, Herning in February 2020
- Arabian Travel Market (ATM) in April 2020 (Virtual)
- World Travel Market (WTM), London in November 2020 (Virtual)
- China International Travel Mart (CITM) in November 2020 (Virtual)
- ITB Berlin in March 2021 (Virtual)

## Forum

- Key person's forum - Promotion of Gem and Jewelry legacy through Tourism – An event by Sri Lanka
- Gem and Jewelry Association March 2021 where Sri Lanka Tourism took part and initiated a Tourism-Gem & Jewellery joint promotional initiative.

## Promotional Campaigns

**International tactical TV promotional Campaigns conceptualized and process commenced for 2021 – 2022 launched targeting key international markets in India, Germany and the UK.**

**Social Media campaigns to be launched in Middle East, Russia, Ukraine & Kazakhstan**

Discussion and co-ordination with the respective missions in relation to the campaign is currently in process.

**ADB Conference 2022 in Sri Lanka – Promotional support**

Coordinated the production of a promotional video to be aired during ADB Conference this year in early May 2022 in Georgia

## **Visiting Journalists Program (VBP) / Visiting Journalist Program (VJP)**

*Visiting Journalist Program*

Completed

**Launched So Sri Lanka influencer promotional reopening video and promotional activities carried out on social media.**

### **Designed & developed experiential travel catalogue for visiting media & influencers**

#### Outcome

- 11.7 million global reach
- Influencer Promotional Reopening Video launched
- Experiential Travel Catalogue
- Segments covered:
  - Sun, Sand & Sea holiday seekers
  - Family travelers
  - Adventure travelers
  - Wellness & honeymoon seekers
  - Culinary & Culture Travel seekers
- Areas covered:
  - Southern Province - Dickewella, Tangalle, Yala, Thissamaharama
  - Western Province
  - Sabaragamuwa Province - Kegalle, Aranayake-
  - Uva Province - Indigenous Vedda Community
  - Central Province - Kandy, Knuckles Mountains, Community Tourism Promotion –Hapuvida, Highland Tea
  - North Central Province - Anuradhapura
  - Northern Province - Post War Development, Community Based Tourism Development

**YouTube channel “Chopstick Travel”- Sri Lankan Program covered many authentic local cuisine experiences including Sri Lanka traditional festive food, Lunch with local farmers “Ambula”, experiencing Vedda’s meal “Aanama”**

#### Outcome

- Ranked as one of the top 5 food travel channels on YouTube “Chopstick Travel” has over 1.11 million global subscribers covering USA, UK, India and Australia

### **Creative Destination Experiential Tours**

#### Outcome

- Popularized Sri Lanka as an “Unforgettable Holiday Maker’ with a focus on sustainable tourism development where tourism opportunities are shared among local stakeholders creating minimum impact to the environment.

### **Collaborated with major international publications**

- British Broadcasting Corporation (BBC. Travel),
- Deutsche Welle (DW) - Germany,
- National Geographic Traveler –India
- Travel & Leisure (T&L) Magazine- India

- Forbes, India
- Vogue, Ukraine –expected to arrive in December
- Total Escape – Russia

#### In Progress

- On-going communications with Nat Geo Poland’s filming Director on future possibilities.
- Press trips for selected main stream Ukrainian and Russian media publications to increase awareness on the reopening of Sri Lanka and current relaxed guideline.

#### *Visiting Journalist Program*

Collaborated with BBC Travel to create a destination promotional article focused on Anuradhapura “Ranmasu Uyana” and “Sakwala Chakraya” also known as Stargate.

## Buddhist Trail Promotion

**Buddhist Trail of Sri Lanka was established with standard packages and microsite was developed and launched. Thai language version of the microsite was embedded to the main site as an imitative.**

## Promoting Sri Lankan Handicrafts

**Nattaranpotha village (Kalapuraya) and Hapuwida in central province was selected to promote local handicrafts. Work commenced to develop a dedicated website with photographs and videos of each craftsman involved in this industry.**

Outcome - Dedicated website development commenced

## Cruise Development

**City map of Colombo commenced for the benefit of passengers who disembark in Colombo for tours.**

**Cruise promotional microsite development commenced**

Outcome - City map and promotional microsite in progress

## Wellness and Ayurveda

**Promotional Microsite was developed as the landing page of digital promotions related to the Wellness tourism.**

**Analytics research commenced on Wellness development funded by the European Union**

**RFPs developed for a Wellness campaign with the support of European Union**

Outcome - Wellness Research underway and digital campaign to be launched

## Film Tourism

**Exploring potential opportunities in South Indian Cinema Industry, Sri Lanka Tourism Promotion Bureau together with Sri Lankan Deputy High Commission in Chennai organized the first-ever film tourism promotion in Bangalore by taking part of the 4th Edition of the Innovative International Film Festival (IIFF) from 14th to 17th October 2021.**

**Promotional video to be created in collaboration with the International Film Producers Association of Sri Lanka (IFPA) to build destination image and promote Sri Lanka for featured films, tv-series and global film induced travellers.**

A Single Window Approval (SWA) Scheme has been created and to be launched in collaboration with other line Agencies.

**Discussions underway with the Film Federation of India to organize a location familiarization trip to Sri Lanka for key Indian producers, directors and location managers.**

Outcome - Tourism Film Policy Paper developed

Expected Completion Date - December 2022

## Adventure and Sports Tourism

**The Surfing National Championship took place in Hikkaduwa in March 2020 in collaboration with Surfing Federation of Sri Lanka to promote surfing as a sport among the local community.**

**The Tourism Promotion Bureau sponsored Dilantha Malagamuwa in racing. The Lamborghini Super Trofeo Europe in Spain, Belgium and France in 2020 kept Sri Lanka in the minds of potential high yield visitors.**

Outcome - Experience development for sports and adventure related tourism

**Content Development Project initiated to collect information about Lesser-Known Sites and attractions and to collect Digital Assets from Across**

**Compiled the attraction inventory of Sri Lanka which consisted of 5500 known and lesser-known attractions. Contract was awarded to develop 125 site specific videos selected from this inventory**

Outcome - Digital Assets for Sri Lanka Tourism

Progress: Second stage of the Content Development Project with the representatives from SLTPB, SLTDA and SLCB commenced.

## Expo 2020 Dubai

**Expo Sri Lanka Pavilion showcasing different facets of Sri Lanka with activations to include 'Batik' based fashion shows, Gem auctions, Handicraft based world kiosk, local retail space and B2B trade opportunities.**

Expo 2020 Dubai is underway. Earned media coverage of over LKR 30 million by end of first month. This includes international media outlets such as CNN, CNBC, Dubai TV, Abu Dhabi TV.

Sri Lanka Pavilion was been able to attract over 25, 000 visitors in the first two months. The rotation of the retail corner retailers has been successful to the retailers and their respective industries where they have been able to ensure exploration of trade to Dubai

## Domestic Tourism Campaign

Outcome - Local PR agency appointed; Domestic research completed with recommendations to adopt. Re-opening videos produced, health and safety videos produced, Local PR activations enabled.

Expected Completion Date – June 2022

## Ramayana Campaign

Ramayan Product of Sri Lanka was rebranded as “RamyanYathra” and promotional backbone was developed.

Sri Lanka Tourism Promotion Bureau conducted a Ramayana Training Program with the participation of 94 travel agents from 47 travel agencies in the local travel trade showed interested in promoting this niche tourism segment.

SLTPB conducted an 8-day Online Training Program by Mr. Bala Sankurathri author of “MY Name is Ravana” aimed at the Travel Guides who are handling Ramayana Tours in Sri Lanka.

## MICE Tourism Promotional Campaign

### Completed Projects

#### *MICE Tactical Campaign in 2020*

**Participated at Business/MICE and leisure travel mart (BLTM) 2020, India.**

**In collaboration with the Sri Lanka consulate general in Melbourne, successfully organized the Sri Lanka pavilion at the Asia Pacific Meeting and Incentive Event (AIME).**

**SLCB launched its corporate video to be used for promotional activities both locally and internationally.**

**Revamped SLCB website. The website is designed to include sophisticated features and mobile friendly layout. ([www.meetinsrilanka.com](http://www.meetinsrilanka.com))**

**Developed SLCB mobile application in order to give easy access to details of MICE facilities.**

**Production of seven (07) MICE influential 30 second video clips.**

Preparation of creatives for advertising in local and international promotions that included Social Media Creatives, Artworks for Magazines and Newspapers, Standees / Pennant artworks, Trade fair pavilion artworks and designs, Corporate material and brochures.

Series of educational seminars on “Tourism Operation Guidelines – Covid-19”.

**MICE Webinars included**

- The MICE conference 2.0, organized by exhibition experts and “MICE affairs” Indian media magazine.
- SLCB participated at ITB Asia virtual exhibition and conference.

**Organization of Asia Pacific Academic Consortium for Public Health (APACPH) 2020 conference in December.**

**Regional MICE training for hoteliers & industry members.**

**SLCB presentation at ICCA “Around the world in 40 minutes” session held on 27th Oct 2020.**

**Familiarization programme of MICE venues for industry members in Colombo.**

Outcome - MICE Tactical campaign activated in 2020

*Special Achievements*

Tactical Campaign for Business Events

## MICE Tourism Promotional Campaign

### Projects In Progress

*MICE Tactical Campaign in 2021*

#### **Events Participated**

- 34th Annual Conference of Asian Association of Open University (AAOU)/Open University of Sri Lanka (OUSL) 2021
- International Stroke Conference 2021
- 42nd Asia Pacific Dental Congress
- ITB India Virtual Conference
- 08th International Conference on Hospitality and International Management (ICOHT) 2021.
- BLTM - Delhi - August 2021
- AIME - Australia February 2021 – Virtual
- IMEX - Frankfurt - 2021 - Virtual

#### **Tactical Advertising**

Advertising with Travel News Digest, India

Special Achievement: Delivered to 53,670 MICE/tourism stakeholders in India  
Awareness sessions in collaboration with the Event Management Association

#### **Social Media Campaign**

Special Achievements: Launch of the SLCB social media campaign for the first time.



Number of Posts for the Month								
Social Media Platform		Mar-Apr	Apr-May	May-Jun	Jun-Jul	Jul-Aug	Aug-Sep	Sep-Oct
Facebook	Estimate	20	20	20	20	20	20	20
	Actual	19	20	5 (Including NLS)	28 (Including NLS)	30 (Including NLS)	40 (Including NLS & Perahara Posts)	30 (Including NLS & Webinar Content)
LinkedIn	Estimate	20	20	20	20	20	20	20
	Actual	17	20	26	23	25	29	19
Twitter	Estimate	20	20	20	20	20	20	20
	Actual	16	22	22	23	25	20	19
YouTube	Estimate	2	2	2	2	2	2	2
	Actual	2	2	2	2	1	2	1

### SLCB Email Marketing Campaign

Board approval obtained.

Outcome: To enhance the relationship and communication with the MICE stakeholders.

### Production of MICE video Clips

Expected outcome: Market and position Sri Lanka as MICE destination.

Progress: Videos developed and posted on social media. Videos covered:

- Vesak
- State -of-the-art facilities
- Sri Lanka rail journey

Work in progress of MICE video clip on North, North East and Trincomalee regions

### Micro site on "Business Events"

Outcome: fully operation Website and to align "Business Events" microsite with SLTPB site and get mileage for Business Events.

### Virtual Familiarization Tour for Indian MICE agents and meeting planners

Completed the virtual fam to 10 Indian MICE industry stakeholders

### SLCB MICE Traveller Assistance Scheme

Outcome: To assist all physical, hybrid and virtual events where necessary

Progress as at 30<sup>th</sup> June: Currently upgraded the scheme by including virtual and Hybrid events

Expected completion date: December 2021

### Marketing Awareness Program with Event Management Association. (EMA)

In order to enhance engagement with the industry; standards will be established and the event management industry will be developed in terms of marketing proficiency

Expected completion date: December 2021

## **Development of New Marketing Plan for SLCB**

### **Developing the Strategy to fill MICE venues**

**Competitor analysis on offers to MICE organizers by Sri Lanka's competitor countries in regions such as Singapore, Thailand, Malaysia commenced**

### **MICE Buyer online Database enhanced**

Outcome - Marketing Plan, Enhanced D-base

## **Sri Lanka Virtual MICE Expo 1-3 December 2021**

Discussions were held with SLAPCEO and other related parties on the organization and Implementation of the MICE Expo

## **MICE tourism in Colombo City**

Meeting with Cinnamon Life Management Team on future strategy and promotional marketing programs on MICE tourism

## **World Routes Congress 2021**

Outcome: Increase MICE traffic through route development

## **'Preparing to make 2022 MICE ready' webinar on boosting MICE tourism of Sri Lanka**

Outcome: The Consulate General of Sri Lanka in Mumbai in collaboration with the Sri Lanka Convention Bureau organised a webinar on 'Preparing to make 2022 MICE' ready in line with the objective of setting forth MICE tourism in India and Sri Lanka.

## **MICE Destination Weddings**

Meeting on Destination Wedding Planners Congress (DWPC) 2023

## **Coordination with Sri Lankan Airlines for inflight advertising 2021/22**

**Virtual meetings with SLAPCEO - on Cabinet paper, Meeting with HPS – personalized MICE videos**

**Virtual Discussion and presentation with the Sri Lanka High Commission to promote MICE tourism -**

**Made presentation on SLCB Activities - Finalized Presentation**

Proposed MOU on Bilateral Consultations between Sri Lanka and Russian Federation in October 2021

- Develop MICE tourism between Sri Lanka and Russia

# **Supporting the MICE Industry**

## **Completed**

### **Education and knowledge sharing**

- The 2020 GBTA BTI™ Outlook – Annual Global Report and Forecast 2020-2024

Outcome: Share knowledge with the MICE industry in order for them to be competitive in marketing and promoting Sri Lanka among overseas buyers in the new normal scenario.

- Regional MICE Training programmes for the Hoteliers

To educate 100 Regional Hoteliers from Colombo, Kandy, Cultural Triangle, Jaffna, Passikudha and the South on:

- Why Business event/ Conference delegates /Incentive Travelers are important and how they should be taken care of differently
- Hosting of International Conferences
- Art of winning Incentive Travel Business
- What the hoteliers should do to get more Business events to Sri Lanka

Outcome: Completed the event on 18 October with a participation of over 100 hoteliers

## Supporting the MICE Industry

### In progress

#### Training programs

- Strategic MICE Segmentation and Positioning Sri Lanka MICE in the post COVID 19 era

For MICE operators, Destination Management companies, Colombo City hoteliers and other event organizers

- FAM Tours for the industry – Negombo, Kalutara, Beruwela and Bentota

To educate on new MICE properties and old MICE properties which have been upgraded recently, for the benefit of the MICE industry.

Outcome: MICE industry members would be able to learn about the newly available infrastructure and be able to market them more effectively for their MICE buyers.

- MICE Training programme for ministries and state entities, in collaboration with SLAPCEO

To educate 30 officers from ministries, departments, state boards, state corporations, semi government organizations, government agencies including officers from provincial councils, municipal councils and other local government bodies on

- To inspire them to play a key role in their respective areas of concern to make Sri Lanka as the preferred MICE destination
- To see opportunities to their departments by being a local host
- What are MICE and how it benefits the country at large

- MICE Training programme for academic bodies, in collaboration with SLAPCEO

To educate 30 people from local and foreign universities on,

- To inspire them to play a key role in their respective areas of concern to make Sri Lanka a preferred nation for MICE
- To see opportunities to their departments and faculties by being a local host
- What are MICE and how it benefits the country at large
- Work force development





Pillar 8

# Position and Market Sri Lanka

# Global Communication Campaign

## Projects In Progress

The first integrated global communication campaign targeting prospective tourists from main source markets of Sri Lanka Tourism is in the pipeline to be launched by the 2<sup>nd</sup> quarter of 2022.

Three main local partners namely Campaign Management Unit, Creative Agency and Digital Agency tenders already floated and bids received and are in the evaluation process. Process to appoint the Research Agency in progress.

Eight Destination Representation Companies for UK, Germany, France, India, China, Australia, Russia, Middle East and Public Relations Companies for USA, Japan, Korea, Italy, Spain, Benelux, Scandinavia, Poland will be appointed through the tender process which is in progress.

### *Special Achievements*

Launch of the first Integrated Global Communication Campaign for Sri Lanka.

## Projects In Progress

### **Visitor Engagement system to be created and implemented**

Outcome – A concept paper to be developed. An internal team to be appointed.

### **Partnerships with international industry partners to collect traveller behaviours and data intelligence gathering.**

Already signed an MOU with Mastercard and several sessions with Master Card team conducted to get an understanding of travel behaviour.

Expected Completion Date – July 2022

Outcome - MOU signed with Master Card and Discussions underway with 'Forward Keys'

### **Developed the web strategy for B2C website of SLTPB**

Expected Completion Date – August 2022

Outcome - Strategy developed and will be aligned to app and digital strategy of the global campaign. Wire frames under construction.

Frequent updates on the website including:

- Sri Lanka Common & Cultural event Updates & Promotion
- Kandy Esala Perahera event information with dates
- Dalada Perahara - website promotions and event updates
- Mid-Season Blues (or Browns) Tropical Kitesurfing Kalpitiya – Event promotion and updates

### **Launch of Corporate websites for SLCB, SLTDA websites.**

Expected Completion Date – July 2022

Outcome - Two websites launched

## **Sri Lanka Tourism to launch buy-one- get- one free (BOGOF) – preparations ongoing**

Sri Lanka Tourism is currently working with Sri Lankan Airlines and the tourism industry to launch a buy-one-get one free offer in mid-August for several key markets such as Germany & Middle East. Other countries such as UK, France, Australia, India, China will follow when outbound and inbound restrictions are lifted.

Destinations Sri Lankan Airlines has identified to be gradually rolled out include:

1. UK
2. Germany
3. Australia (Melbourne+Sydney)
4. Singapore
5. Malaysia
6. South Korea
7. Japan
8. Kuwait
9. UAE (Dubai+Abu Dhabi)
10. Qatar
11. Bahrain
12. Oman
13. Saudi Arabia (Dammam & Riyadh)
14. Kenya
15. Pakistan (Karachi + Lahore)
16. Bangladesh
17. India (Chennai+Delhi+Bombay+Bangalore+Hyderabad)
18. Maldives

The decision on where the BOGOF airline ticket is offered will be made by Sri Lankan Airlines. Further Sri Lankan Airlines have informed that they will launch BOGOF offer for all destinations excluding Russia for foreign passport holders. They will gradually roll it out from August depending on travel restrictions.

Russia and CIS market are an opportunity due to no travel restrictions and limited warm weather. Thus, a direct weekly Sri Lankan Airlines flight is expected to commence in August 2021.

From Sri Lanka Tourism,

- A digital advertising campaign has been approved and agency selection process commenced through the Sri Lankan Mission.
- Also, as part of the Global Communication Campaign, the tender process has already started to secure a destination representation company (DRC) in Russia to conduct extensive promotions.

Sri Lankan diaspora visiting family and friends is also an opportunity particularly from USA where citizens are permitted to freely travel.

## Air Route Development

- Air France planning to fly to Sri Lanka from November is a very positive development; France is a key market for Sri Lanka.
- Air routes development is a key area of focus of Sri Lanka Tourism's strategy and in collaboration with the Airport and Aviation Authority a pitch was made to the International Airlines at concluded Routes Virtual Forum on the potential of Sri Lanka and created brand awareness at the physical event which took place in Milan, Italy.

Current international airlines flying to Sri Lanka in addition to Sri Lankan Airline, national carrier.

Airline	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
Qatar Airways	4	4	4	4	4	4	4
Emirates	4	3	3	4	4	4	4
Fly Dubai	1	1	1	1	2	2	1
Air India	1	1	1	1	1	1	1
Gulf Air	1	1	1	1	1	1	1
Rossiya Airlines	1	1	1	1	1	1	1
Singapore Airlines	1	1	1	1	1	1	1
Turkish Airlines	1	1	1	1	1	1	1
Saudia		1	1	1	1	1	
Air Arabia		1		1	1		1
Oman Airlines			1	1		1	1
Air Asia			1		1		1
Air Astana		1		1	1		
Air France		1			1		1
Etihad Airways	1		1			1	
Jazeera Airways	1		1	1			
Vistara			1		1		1
IndiGo		1				1	
Aeroflot							1
China Eastern Airlines					1		
Edelweiss Air					1		
Kuwait Airways							1





Pillar 9

# Infrastructure and Services

# Completed Projects

## Guideline introduction and improvement

Outcome: Guidelines improved and introduced to maintain standards of the industry

Guidelines implemented for,

- Eco lodges
- Theme accommodation value added activities
- Food court
- Heritage hotel
- Destination event management company

Guidelines to be introduced for,

- Tourists service apartments
- Apartment hotels
- Yacht operation
- Shopping malls
- City tours
- Adventure tourism

## Strengthening Inter-agency Collaboration

Outcome -Signing MOUs

Signed MOUs with,

- Board of Investment (BOI),
- Department of Coastal Conservation Costal resource management (CCD)
- The Urban Development Authority (UDA)

MOUs to be signed with

- National Building Research Organisation (NBRO)
- Central Environmental Authority (CEA)
- Department of Wildlife Conservation (DWC)
- Department of Forest Conservation
- Irrigation Department
- Department of Archaeology
- Department of Agrarian Development
- Colombo Municipal Council

**Rathmalana airport opened in March 2020 for smaller international passenger flights (up to 200 passengers) and private jets. Time taken for private jet approvals reduced from 72 hours to 24 hours**

Outcome - Enhanced route connectivity

## **Projects In Progress**

### **Yala Development Project**

Development & maintenance of the common access road completed

Obtained board approval and awarded the contract for the construction of site office and entrance structure. Completed the joint site inspection with the Wildlife department and finalized the location for construction of site office building.

Three hotel projects are ongoing, out of which one is expected to be completed in the first half of 2022.

Further drafted lease agreements for 4 new investment projects for leasing of lands for four camping sites out of the five proposed in the master plan

Expected Completion Date – July 2022

### **Kuchchaweli Development Project**

Master plan preparation for the final report completed

Tender documentation completed for the construction of site office building. In the process of obtaining relevant approvals.

Out of the 2 investors who signed lease agreements before 2020, the one who did not commence work was called for meeting and they agreed to recommence the project by December 2021.

In addition, one new Lease agreement was signed and 4 more new projects are approved and in the process of signing the lease agreements. Further 4 new projects are approved by the SLTDA board and are in the approval process, while 2 more new project proposals are under evaluation by the Development Project Evaluation Committee (DPEC).

Expected Completion Date – December 2022

### **Kalpitiya Development Project**

Construction of site office building approval was obtained and procurement process is in progress. Cabinet has granted approval to use sea bed to construct water bungalows and the investor who could not proceed with the project for nearly 10 years is currently in the process of mobilizing the construction.

In addition, one more lease agreement was signed for an investment project, while 4 more new projects were approved and, in the process, to sign the lease agreements.

2 more new projects are recommended by the Development Project Evaluation Committee (DPEC) and will be submitted to the SLTDA board for approval.

Hence, 11 out of the 12 islands leased out are expected to soon commence development work of the resort.

Expected lease Completion Date – March 2022

### **Dedduwa Lake Resort**

Fencing work of the resort boundaries in progress and expected to be completed by January 2022.

Large scale Investor proposal for the entire property was evaluated and recommended by the Development Project Evaluation Committee (DPEC) and will be submitted to the SLTDA board for approval in December 2021.

Expected Lease Completion Date – January 2022

## **Zoning Plan**

Zoning plan for Ella was completed with the gazette.

Arugambay zone plan completed and is currently in the process to gazetted soon.

Nuwara Eliya final zone plan report is under preparation

The Kalpitiya zone in the mobilization stage

Expected Completion Date - June 2022

## **Cable Car project in Nuwara Eliya**

Cabinet approval received and working in collaboration with UDA/CEA/Forest department moving forward.

Expected Completion Date: July 2022





Pillar 10

# Partnerships

## Projects In Progress

### Engagement with Foreign Diplomats

**Sri Lanka Tourism will continue to engage the foreign diplomatic missions to seek facilitations in tourism trade & investment promotions.**

Expected Completion Date – Ongoing

### Working in collaboration with all Sri Lanka Foreign Missions

**Sri Lanka Tourism has created an informative presentation that can be used by the Sri Lanka Missions overseas as an orientation into the industry. This will assist information and knowledge sharing with the missions to ensure a coordinated effort between Sri Lanka Tourism and Sri Lankan Missions. Also, carryout continuous engagements.**

Expected Completion Date – Ongoing

**Inter-ministerial corporation is critical to ensure the tourism industry succeeds currently working with ICTA, MEEPA, RAILWAYS, CCF, MOH, BOI, UDA, etc**

Expected Completion Date - Ongoing

<b>Railways - Ministry of Transport</b>	
<b>1</b>	Consider the urgent need for toilets to be upgraded to meet international standards for first-class passengers at the Key Railway station. Fort, Kandy, Ella, Galle, Anuradhapura, Nanuoya, Jaffna and Bandarawela.
<b>2</b>	The requirement to upgrade toilets on first-class carriages.
<b>3</b>	To consider upgrading first-class carriages, with a possible increased fare.
<b>4</b>	Consider compliance to accessibility for differently able passengers, initially for first-class carriages.
<b>5</b>	Consider providing space for a Tourist Information Centre and Tourist Police unit at key railway stations. Fort Railway Station, Kandy, Ella, Galle, Anuradhapura, Nanuoya, Jaffna and Bandarawela.
<b>ICTA - Ministry of Technology</b>	
<b>1</b>	Support the development of a world class mobile app that helps with insights and visitor facilitations.
<b>2</b>	Enable CCF, Railways and other government organisational online ticket purchases.
<b>Ministry of Cultural Affairs -Central Cultural Fund (CCF)</b>	
<b>1</b>	Sigiriya to be made the first sustainable destination
<b>2</b>	Visitor experience to be improved including signage, management of over-visitation, use of augmented reality, activities below Sigiriya in line with our heritage and culture.
<b>3</b>	Differently abled access.
<b>4</b>	Sustainability milestones such as solar energy, zero plastic, recycling water, etc to be implemented and achieved, making Sri Lanka a sustainable destination.

<b>Department of Immigration &amp; Emigration</b>	
<b>1</b>	Currently Business visa fee is higher than the tourist visa. This results in situations where a Tourist visa is being applied by MICE, Business meetings and wedding arrivals. Consider to have the business visa fee in line with the tourist visa fee; and consider the possibility to have one application for a business visa and tourist visa with the option to select visa type, including the ability to indicate whether MICE, business event or wedding. This will assist Tourism to collect critical data relating to arrivals.
<b>2</b>	A dedicated Counter at Immigration for group arrivals has been arranged. Tourism to keep the Department of Immigration and Emigration informed in advance when such requests are made.
<b>3</b>	Consider possibly to improve the Online visa process to be in line with global best practices (such as Dubai) and Payment portal to be effective/reliable and health declaration to be integrated into the visa application.
<b>4</b>	Digital Nomads to be implemented as a joint project by Tourism, ICTA and Immigration and Emigration Department. A joint cabinet paper has been prepared by ICTA and Tourism and is currently with the Secretary Ministry of Tourism. It would be prudent for the Ministry to seek the input of the Immigration and Emigration Department.
<b>5</b>	Consider Extended Tourist Visa without having to visit the visa office for a period up to two to five years, in line with EU, UK and USA; with condition that stay no longer than six months and strictly no employment.
<b>6</b>	Consider the need to have a service level agreement with Immigration and Emigration Department to respond to all visa requests within 48 hours. Visa issuance is a basic requirement for tourism.
<b>Ministry of Wildlife &amp; Forest Conservation</b>	
<b>1</b>	To consider the urgent need for Toilets to be at international standard.
<b>2</b>	Visitor numbers to be managed under their preview to stop over visitation and with the risk that sites could be blacklisted by travellers, if not addressed.
<b>3</b>	Visitor experience to be improved, including ticket purchase, facilities, signage and improved visitor journey throughout the site.
<b>4</b>	Differently abled access.
<b>5</b>	Sustainability milestones such as solar energy, zero plastic, recycling water, etc. to be implemented and achieved, making Sri Lanka a sustainable destination.
<b>Airport &amp; Aviation Authority</b>	
<b>1</b>	Katunayake airport to be Instagram worthy, showcasing Sri Lanka
<b>Tourist police</b>	
<b>1</b>	Ensure the Tourist Police presence at tourist sites
<b>2</b>	Uniform to be provided to identify tourist police
<b>3</b>	Identify additional lightning requirement and CCTV at key sites
<b>4</b>	Method to be develop to update the progress of the complaints made by the tourists
<b>Education Ministry</b>	
<b>1</b>	Consider including tourism as an O level subject in line with countries such as UK

**Multiple donor support - Coordinate with multiple donors to assist identified projects of Sri Lanka Tourism (Technical & Financial)**

Expected Completion Date – Ongoing

AGENCY	DESCRIPTION	STATUS	TO BE COMPLETE BY
<b>WORLD BANK</b>	Tourism Strategy Action Plan 2022-2024	Committed	2021/2022
	Tourism Sustainability Expertise Project Head and Assistant	Pending	2021/2022
<b>ADB</b>	Tourism Mobile App - Content development	Committed	2021/2022
	Technical assistance to convert Hotel School to a Degree awarding Institute	Committed	On going
	SME training to meet COVID-19 Certification	Completed	Completed
<b>EU</b>	Wellness and Indigenous Ayurveda based digital marketing campaign in Germany and France	Committed	On going
	Capacity Development on Wellness for Tourism Industry.	Committed	On going
	Recovery Road map for Resilient Tourism Industry (co-financed with UNDP)	Committed	On going
	Tourism Policy Development & rollout plan as a pilot for Central Province (co-financed with UNDP)	Committed	On going
	Social Protection Framework for Tourism (co-financed with ILO)	Committed	On going
	SME Grants - Rs.1m per SME to include 60-55 SMEs through IESC. Disbursements directly to tourism stakeholders	Committed	On going
<b>USAID-SAIL</b>	Master application form for Tourism Investments	Completed	Completed
	Investor Handbook, Operational Manual, Book of Design Guidelines for Accommodation Sector V1	Completed	Completed
	Initial Mapping, Streamlining and Consultation with all agencies for tourism investment streamlining	Completed	Completed
<b>USAID PARTNER</b>	Continuation of the Streamlining process for Tourism Investments - Awareness and Training for all stakeholders in investment approvals	Committed	On going
	Technical assistance in classification of accommodation sector	Committed	On going
	Book of design guidelines for accommodation - Final Version	Committed	On going
<b>USAID IPOP</b>	Identify areas of growth for MSMEs in the tourism industry	Pending	2021/22
	Preparation of the Sustainability Framework	Pending	2021/22



	Develop a Sri Lanka Tourism Development 'Land Bank'	Pending	2021/22
<b>MDF Australia</b>	Consultant for Marketing & Promotions	Committed	On going
	5 Year Research road map development and training	Committed	On going
	International resource for strategic input into web strategy & design	Committed	On going
	Registration Awareness Videos for SMEs	Completed	Completed
<b>S4IG Australia</b>	Pandemic preparedness literature manual	Completed	Completed
	Area Guide Training Manual development for North Central Province	Committed	On going
	Business Coaching Course for Tourism Sector	Committed	On going
	Pandemic preparedness training	Completed	Completed
<b>Australia Skills Development - DFAT</b>	Trained SME meet COVID-19 Certification	Completed	Completed
	E-marketing digital course for Tour Guides	Committed	On going
	English Training for National and Chauffeur Guides	Committed	On going
<b>SWISS Embassy</b>	Gap analysis on Hotel School syllabus with support of Swiss Confederation, SEM and EHL	Committed	Completed
<b>WTO</b>	Technical support for Tourism Satellite Accounting	Committed	2022
<b>UNDP</b>	Procurement Specialist	Completed	Completed
	Senior Legal specialist	Completed	Completed
	Media Resource	Committed	Completed
	Technical Assistance for Tourism Act	Completed	Completed
	Tourism Web portal/App version 0 - health protocols	Completed	Completed
	Recovery Road map for Resilient Tourism Industry (co-financed with EU)	Completed	Completed
	Tourism Policy Development & rollout plan as a pilot for Central Province (co-financed with EU)	Committed	On going
	Supporting Women entrepreneurs with Citi bank	Committed	On going
	National Sustainability Certification (NSDC) program - Technical	Committed	On going
	Help Desk Facility Support	Completed	Completed
<b>GIZ</b>	Awareness Creation Videos on Operational Guidelines for COVID 19	Completed	Completed
<b>ITC (International Trade Centre)</b>	Study on global Tourism legislation	Completed	Completed
<b>WUSE Canada</b>	Technical assistance in developing a gender policy for SLITHM	Completed	Completed

<b>ILO</b>	Tourism Policy Development & rollout plan as a pilot for Central Province (co-financed with UNDP)	Committed	On going
	Issuing NVQ on RPL for returned migrants	Committed	On going
	Online Registration Awareness program	Completed	Completed
<b>Korean Tourism Organization (KTO)</b>	Develop the tourism extension strategy along the Colombo - Trincomalee Economic corridor.	Committed	2022/2023

**Ongoing discussions with international universities/institutes/embassies include, ICHM / Australia, Niagara College Canada, Swiss Embassy, Myanmar and Pakistan Embassies to increase the higher education opportunities and foreign job opportunities through affiliations and networking.**

Expected Completion Date – Ongoing

**Ministry of Tourism  
&  
Sri Lanka Tourism**

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