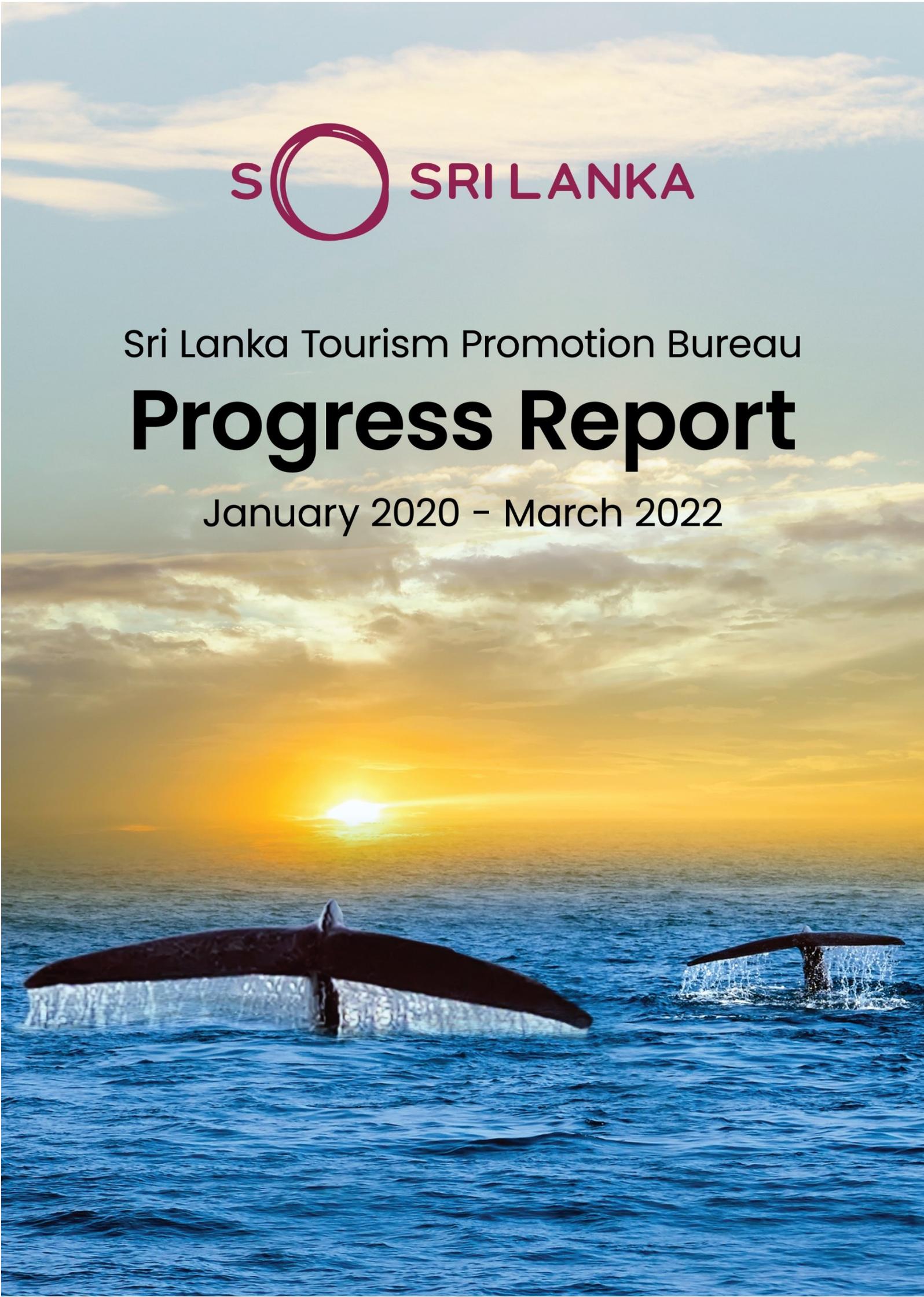




Sri Lanka Tourism Promotion Bureau

# Progress Report

January 2020 – March 2022



# Overview

- 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 which included the airport closure in March of 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 countries 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.
- Despite the preparedness 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 approximately 3+ months of Tourism re-opening, Sri Lanka again went into another lockdown.
- 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 UK.
- Furthermore, travel restrictions were also eased prudently allowing fully vaccinated visitors to travel with less restrictions 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 had suffered 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 by 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.
- Sri Lanka Tourism has been working in partnership with many inter-government organizations such as the 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 to support and uplift the quality standards of the Tourism industry. Also activated air route development facilitation as a means of channel enhancement.
- As per Tourism Act No. 38 of 2005 40 - the role of Sri Lanka Tourism Promotion Bureau is;
  - Marketing and promoting of Sri Lanka directly and indirectly, as a tourist and travel destination of quality, in accordance with the Tourist Development Plan in Consultation with the Tourism Development Authority.
  - Promoting Sri Lanka as a gateway to South Asian Region; and
  - Making Sri Lanka known as a center of Excellence in tourism management and development in the region.
- 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.

Thus, this report summarizes the projects related to SLTPB with an update on the progress made up to March 2022 and the planned projects.

# Completed

## Media Earned

### 2020

- 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.
- Free advertising opportunity with Explore Places Travel Platform.

## International Print Media Advertising

### 2020

- Sweden - Vagabond Magazine (February, March 2020)
- Australia - Signature Luxury Travel Magazine (January 2020)  
International Traveller Magazine (March 2020)
- India - Outlook Magazine (January, February, March 2020)  
India Today Magazine (January, February, March 2020)
- Netherland - National Geographic Traveller Magazine (March 2020)  
Asia & Down Under Magazine (First Quarter 2020)
- UK - Wanderlust Magazine (January, February 2020)
- Germany - Reise & Preise Magazine (January 2020)
- Italy - Dove Magazine (January, February, March 2020)
- Middle East - TravTalk Middle East Magazine (February, March 2020)  
DNATA World Traveller Magazine (March 2020)
- Russia - National Geographic Traveller Magazine (February 2020)
- USA - AFAR Magazine (February 2020)

### 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
- Full page color advertorial in FWW, Germany, Oct 2021

## 2022

- Article on The Telegraph Online - A stroke of serendipity, Sri Lanka. January 2022.
- Featured on The Week - THE WISH LIST Travel in 2022: top destinations and trends Experts pick out the best places and things to do this year. Under ‘Philantourism’, January 2022.
- Featured on “Make this Your Year of Holiday Cheer”: Travelling’s been a trial, but the world is opening up with glorious destinations galore, Daily Mail Online, January 2022.
- Featured on Wales Online - Best-priced holiday destinations to lift winter gloom - with fewest travel rules, January 2022.
- Featured on Leicestershire Live - Best-priced holiday destinations to lift winter gloom - with fewest travel rules, January 2022.
- Featured on Herts Live, Jet2, TUI, easyJet, Ryanair, BA: Six countries people from the UK can travel to without restrictions, January 2022.
- Featured on The Free Press Journal - 8 international and domestic honeymoon destinations that are offbeat and budget-friendly, January 2022.
- Featured on The Points Guy UK, Luxury travel agent reveals 7 tips for travelling in style without it costing the earth, January 2022.
- Featured on The Travel, 10 Best Places Throughout Asia For Honeymooners, January 2022.
- Article on TTG Asia, Pandemic reshuffles Russians’ favourite destinations, January 2022.
- Featured on Trade Arabia, Holidays by flyDubai unveils Valentine’s Day packages, January 2022.
- Featured on Human Resources Online.net, Your travel guide 2022 based on your Chinese zodiac, January 2022.
- Article Weekend Knack, La La land between sun and moon: 11 reasons to go to Sri Lanka now, January 2022.
- Featured on, TR Business, Surge in travel demand from Russia anticipated in 2022, says ForwardKeys, February 2022.
- Featured on Khaleej Times, The Ultimate Holiday Experience, February 2022

- Featured on DFNI Frontier, Russian holidaymakers look for APAC sun and sand, February 2022.
- Article on Lonely Planet, The top 18 things to do in Sri Lanka: Experience the best of this island nation, February 2022.
- Article on Asia News, Sri Lanka's first national heritage trail inaugurated, February 2022.
- Featured on The Telegraph, The most romantic places on Earth are not necessarily where you think, February 2022.
- Article on Lonely Planet, The 10 best beaches in Sri Lanka, February 2022.
- Featured on Harper's Bazaar, where to travel in 2022, February 2022.
- Featured on Times of India, Bookings for holiday, biz travel pick up 2x-4x in Feb, February 2022.
- Article on Lonely Planet, the best train journeys in Sri Lanka – and how to book them, February 2022.
- Featured on Evening Standard, 10 of the best travel destinations for March, February 2022.
- Featured on Life Style Asia, 10 of the best places for a fun girls' trip Asia, March 2022
- Featured on The Indian Express "*Feed your wanderlust and travel to your favourite Vacay Destination like these celebs*", March 2022.
- Article on LE VIF - 10 Reasons to head towards Sri Lanka, February 2022.
- A 12 page press article in All Inclusive Magazine in Poland.

## 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

## Recognitions

- 'Tourism Bio Bubble' was globally recognised and acknowledged in international media such as CNN, CNBC, BBC as a first mover
- Recognised with 'Safe Travel Stamp' by 'World Travel and Tourism Council'
- '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 recognised 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.
- 9 Destinations to Visit, National Geographic.

- Lonely Planet features Sri Lanka.
- 23 Reasons to Visit Sri Lanka, The Daily Telegraph (UK).
- 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 is one of the Best Countries to Travel to in Conde Nast traveller 2021 - Readers' Choice Awards.
- Sri Lanka Ranked wellness Tourism Destinations Globally 2021
- Sri Lanka is a hotspot for wellness Tourism - India's Best Awards 2021
- Best Vegan travel destinations to visit in 2022
- Sri Lanka ranked #2 in Women Solo Travel Index - The Safest cities for women traveling alone - 2022

## **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
- 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)
- Two webinars with Executive Committee members of OTOAI (Outbound Tour Operators Association of India)
- Webinar with Key Tour Operators based in UAE
- "Hello Again" virtual tourism awareness session held for US based Tour Operators
- Webinar with General Secretary – SETO (travel association) – Deputy Secretary General ECTTA – European Travel Agents & Tour Operators' Association
- Webinar with Key Tour Operators in China
- Webinar with Emirates-Norway
- 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
- Webinar with German Travel Association (DRV) on re-opening of Sri Lanka for tourism, safety protocols, to increase awareness on unlimited travel experience & UL connectivity
- Webinar with Indo "An overview of Tourism Industry in Sri Lanka" - Sri Lanka Chamber of Commerce and Industry (ISCCI), India
- Webinar with Key Tour Operators, Media and other Tourism Stakeholders with over 100 participants in UK.
- Webinar with all the Sri Lanka Missions to update on Health Protocols & Guideline.
- Webinar with Thai Travel Agents Association (TTAA).
- Webinar connecting with key tour operators in 27 Member Countries of CICA (includes Russia, Kazakhstan).

- Webinar on “Opening Sri Lanka for Indian Travellers” - connecting with over 280 Tour Operators from India.
- Webinar on “Sharing the Future Tourism Prospects of Sri Lanka” – connected with over 70 outbound Tour Operators of Vietnam 2021, Members of Vietnam Society of Travel Agents (VISTA).
- Webinars on “Update on Health Protocols and Tourism Products to Key Tour Operators in KSA, Nepal, Iran, Thailand.
- Webinar with key Tour Operators of Japan Association of Travel Agent (JATA) organized by the Sri Lanka Embassy in Japan collaboration with SLTPB.
- Virtual PATA forum to promote the destination, Destination promotion to 600+ participants attending the PATA Destination Marketing Forum.
- Information webinar for tour operators based in Victoria, South Australia and Tasmania in collaboration with Consulate General of Sri Lanka, Sri Lankan Airlines and Australia-Sri Lanka Business Council in Melbourne, Australia.
- Webinar for Turkish Tour Operators, Travel Agents and Turkish Airline on Promoting Sri Lanka in Turkey.
- Webinar with DRV (German Travel Association) - “Opening of Sri Lanka and the revival of the hospitality industry”
- Virtual Media meet up with more than 52 bloggers, print and electronic media via ANTOR – “Meet the Media” event held.

## Activities in Collaboration with Foreign Missions

- So Sri Lanka Brand Promotion campaign in New Zealand at Teas and Coffees of the World event
- International Trade and Media Conference “Seeing is Believing”
- 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
- A Calendar was distributed to key Tourism stakeholders in Austria in collaboration with the Sri Lankan Embassy in Austria
- Sri Lanka took part at the India CEO forum
- Independence Day Celebration of Sri Lanka High Commission in UK
- SLHC in Pakistan facilitated a virtual meeting 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.
- The Foreign Ministry of Sri Lanka facilitated a virtual meeting between the Sri Lankan Ambassador to Indonesia, SLTDA and SLTPB.
- World Bank and Aid for Trade Tourism Panel “Tourism Resilience: Building Forward Better”
- 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.
- Tourism and Tea promotion, Vietnam
- Russia – Cultural Day
- AyuruduPola in Melbourne, Australia
- Zoom meeting with Ms. Sattva Zhang–President of World Peace Association
- Turkey -Digital Promotion

- Sri Lankan cuisine promoted at 'The Dorchester' in London
- Promoting Tourism during Sri Lanka- England Cricket matches
- Flavors of Sri Lanka -Destination Promotional Event in Vienna, Austria.
- PR event in Ukraine and Russia
- Supported the Sri Lanka Embassy in Norway to connect with key tour operators and media in the four regional workshops in Stavanger, Bergen, Trondheim and Oslo
- Supported the Embassy Cup Cricket tournament with the participation of 300 guests, Austria
- Published a questionnaire in Travel Weekly online - Australia on all the current protocols and to effectively promote the destination
- An interview was conducted by One World Media, USA
- e-flyer series for Germany - Social media infographics and key messages targeting German travellers
- The Embassy in Oman in collaboration with SLTPB organized a Golf Tournament in Muscat, Oman.
- Tourism Event - Sri Lanka Embassy in Sweden.
- Pull-Up Standees (Roller Display) to promote Sri Lanka at Tourism Agencies sites at UAE.
- Hosted Miss International UK visit to Sri Lanka
- Sri Lanka Tourism supported Lord Naseby of UK's book launch "Paradise Lost, Paradise Regained". Lord Naseby endorses Sri Lanka as ""There is nowhere else that I had been in the world where people got a lovely smile on their face, Sun shines almost every day and you are made really welcome. come and taste Sri Lanka! "
- Tourism promotion event - TravelMatch 2022. Owned jointly by ANTOR, Sri Lanka Embassy in Norway Discover America, PATA and Virke (the travel agents association) for outbound tourism from Norway.
- Destination Promotion Event, Stockholm, Sweden - Promotional slide - <https://www.stockholm.embassy.gov.lk/wp-content/uploads/2022/01/Destination-Sri-Lanka-final.pdf>
- "Discover Something New - Sri Lanka" - Destination Asien - URL: <https://destinationasien.se/2022/01/25/upptack-nagot-nytt-sri-lanka/>
- Hosting a 10-member team of Tour Operators Association of Bangladesh and 06-member team of Travel Writers Association of Bangladesh on B2B meeting connecting with 50 Sri Lankan industry members
- Welcome reception for Mr. Aashirman Joshi-Nepalese young popular film actor and his mother Dr. Raveena Desraj Shrestha
- Supported the destination promotional familiarization tour of Bikingman, Mr.Axel Carion.
- Supported the mission by providing the information and promotional materials for participating the Tehran International Tourism Exhibition
- Tourism Promotion Event in Tehran

## Trade and Media Familiarization Tours

- Trade and Media Familiarization with Russia.
- Trade and Media Familiarization with Bangladesh.
- Trade and Media Familiarization with Poland.
- Trade Familiarization Tour with 13 members of delegations from Vietnam Society of Travel Agents (VISTA)
- Three media journalists from leading South Korean publications – “The Korea Herald” and “Elle Korea” have arrived in Sri Lanka for a media familiarization tour.
- Media Familiarization tours - Two German Travel Journalists
- Media Familiarization tour for TVN Discovery channel.
- Media Familiarization Tours for 12 travel agents from Russia and Ukraine.
- Media Familiarization tour with the six bloggers from the Netherlands and Belgium.

## Travel Fairs attended by SLTPB

- 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
- Ferien Messe Wien, Vienna in January 2020
- Thailand International Travel Fair (TITF) 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, the Philippines in February 2020
- Brussels Holiday Fair in February 2020
- Fukuoka Travel Expedition, Japan 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)
- Ferien Travel Fair in Austria
- MITT travel fair in Russia
- Ukraine International Travel & Tourism Show (UITT), Ukraine
- Astindo Travel Fair, Indonesia
- ITB Berlin in March 2021 (Virtual)

- Promotional Event, Ukraine
- Leisure Travel Fair, Russia 2021
- Promotional Event, Russia
- IFTM Travel Fair, France 2021
- Promotional Event, France 2021
- WTM Travel Fair, UK 2021
- Travel News Market (TNM) 2021, Stockholm, Sweden
- Tehran International Tourism Exhibition, Iran
- Assistance provided to the Sri Lanka mission in Guangzhou to participate at Guangzhou International Travel Fair in 2021 (Hybrid version of GITF)
- NAITAS Travel Show (Virtual), The Philippines 2021

## Forums

- 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
- Sri Lanka successfully ensured active participation at the recently concluded Routes virtual platform

## Events

- Nawam Perahara 2021 and 2022 at Gangaramaya were conducted in order to promote cultural and religious tourism in Sri Lanka.
- Esala Perahera 2021 was conducted in order to promote cultural and religious festival and position the Kandy Esala Perahera as the grand pageant of Asia while creating a global awareness above the event and continue annually.
- Christmas at floating market 2021 in Colombo in collaboration with UDA and Colombo Business Association to promote cultural and religious festival.
- Advertised tourist information and branding opportunities at the inaugural inter provincial general knowledge competition organized by Sri Lanka Medical Association.
- A competitor was sponsored for the Best Model of the World 2021 in Turkey.
- Srilanka Abhimanaya - published a magazine with the information of Sri Lanka Tourism
- Advertised tourism related information to gather foreign tourists at the Buddha Rashmi International Vesak Day Magazine 2020 and 2021
- Advertised the Winner magazine 2021, the national project conducted by the Faculty of Management Studies and Commerce, in the University of Sri Jayawardanapura
- Indian and South Asian Monks and Lay Persons visit to Sri Lanka - arrival of 72 monks and lay persons and obtain branding and media opportunities in 2022
- Special Tourism promotional article published parallel to 74th Independence Day of Sri Lanka in 2022 in order to obtain the branding opportunities and designate tourism related information among the public.

- Asian Central Zone Beach Volleyball International Tournament was conducted with the participation of foreign athletes in Negombo with the objective of tourism promotion.
- Queen's Baton Relay 2022 carried out in order to get the maximum publicity for the Sri Lankan tourism industry.
- Raid Amazons 2022 was organized in collaboration with Sri Lankan Airline and Connaissance de Ceylan via Leg 01 and Leg 02 with participation of more than 600 women from France. the event was held in Habarana, Sigiya, Kekirawa, Kaudulla and Dambulla throughout two weeks in March and April 2022.
- Ultra X Sri Lanka was conducted in Udawalawe with the participation of 80 foreigners.
- Sancharaka Udawa 2022 is planned to be conducted with the objective of providing business opportunities among, stake holders in SMEs tourism sector.
- Wedding Week 2022 – in collaboration with Bride of Sri Lanka Magazine and a partnership with India.

## Tourist Information Centre

- Completed construction of TIC at Colombo International Airport, Ratmalana and was opened on the 27<sup>th</sup> March 2022

## Expo 2020 Dubai

Sri Lanka Tourism represented Sri Lanka at Expo 2020 Dubai from October 1st 2021 until the 31st March of 2022. This project was given to Sri Lanka Tourism at the eleventh-hour and despite the time, budgetary and other constraints Sri Lanka Tourism concluded the event successfully. The Sri Lanka Pavilion was hosted in a 212 square-meter space in the Opportunity District. Key highlights include;

- Sri Lanka Pavilion attracted over 150,000 visitors to the pavilion and also was able to feature and highlight many key features of the country, including tourism, hospitality, gem and jewelry, tea and Sri Lanka's culture.
- Sri Lanka achieved USD 2.9 million worth of publicity and this included Dubai TV, Abu Dhabi TV, Khaleej Times, CNN, CNBC Arabic, Gulf News, and Expo TV covering both the GCC regional and other international media outlets.
- Substantial digital media exposure was gained. Microsite was developed as an information portal.
- Laksala Handicraft took over the kiosk and carried out operations for the duration of 6 months, promoting sustainable and authentic natural grown products of Sri Lanka.
- Sri Lanka pavilion conducted a monthly event calendar and successfully ensured pavilion activities highlighted culture and trade of the country by hosting 12 pavilion activations and 23 pocket events ranging from Cultural Performances, Fusion Dance Show, Wedding Fantasy, Sybil Wettasinghe's Sun Rain Fox's Wedding for a Book reading for Children, Song Dance Drama & Drums of Sri Lanka, Traditional Dance Show, and Fashion Batik Show.
- A retail corner was in operation featuring products of Sri Lanka – from spices to clothes. This was conducted with the collaboration of the Export Development Board.

- Sri Lanka’s world-renowned hospitality was emphasized in collaboration with the Sri Lankan Tea Board by conducting a sampling session inside the pavilion.
- An information corner was located inside the pavilion with 18 tour operators taking part and information about Sri Lanka was provided.
- Sri Lanka Pavilion held a press conference in January as part of its National Day Celebration to highlight Sri Lanka’s readiness in opening the country to tourism and ensuring that the country was able to welcome tourists to areas beyond the tourist trails.
- Sri Lanka National Day successfully captivated audiences from all over the world with coverage of Expo 2020 TV and GCC media channels.
- Sri Lanka was able to host a series of events including a Travel B2B at Business Connect Center Club 2020, Yohani Live in Concert at Jubilee Stage, and the signing of the MOU with Emirates Airlines to carry-out joint promotions for Sri Lanka Tourism.
- “Day of Sapphires” was held in partnership with the Gem and Jewelry Authority and was an epic success. It showcased and positioned Sri Lanka with the sapphires and captured a great audience based both in the region as well as internationally.
- SLTPB collaborated with National Gem and Jewelry authority to host 14 gem companies to feature the gem trade of Sri Lanka.
- Sri Lankan Airlines also partnered with the SLTPB to promote Sri Lanka in a raffle draw for 6 months for 23 lucky winners. This promotion was also linked to a social media activation and destination promotion.

## Digital Agency for SLTPB appointed through a tender process.

18th March 2022

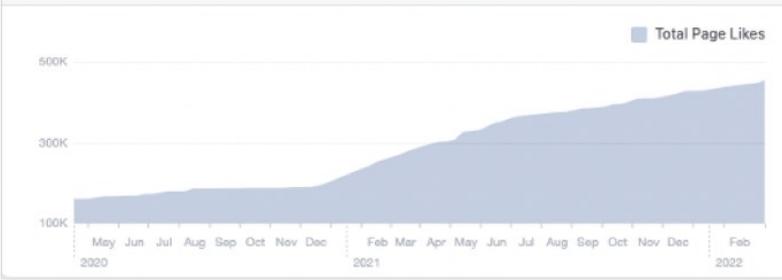
### Sri Lanka Tourism - Social Media Campaign Summary

eMarketingEye Pvt Ltd 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 (February 2022)	
Total Channel Impressions	4,006,443		44,135,958	+1002%
Total Video Views	327,011		3,283,763	+904%
<b>GROWTH IN FACEBOOK</b>				
Page Likes	112,873		454,452	+303%

Total Page Likes: 454,452



Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



## PERFORMANCE HIGHLIGHTS

Since 1st November 2020 to 28th February 2022

**686 MILLION +**  
IMPRESSIONS ON FACEBOOK,  
INSTAGRAM, TWITTER AND  
YOUTUBE

**43 MILLION +**  
TOTAL VIDEO VIEWS ON  
FACEBOOK, INSTAGRAM,  
TWITTER AND YOUTUBE

**267,000 +**  
FACEBOOK PAGE LIKES

### IMPROVED ENGAGEMENT IN ALL SOCIAL MEDIA PLATFORMS

(Nov 2020 – Feb 2022) vs (July 2019– Oct 2020)



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>5,077,605</b>	<b>↗ 320.8%</b>
Reactions	2,131,191	↗ 514.8%
Comments	37,078	↗ 217.9%
Shares	143,743	↗ 209.1%
Post Link Clicks	216,287	↗ 40.8%
Other Post Clicks	2,549,306	↗ 293.4%



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>231,433</b>	<b>↗ 375.7%</b>
Likes	215,920	↗ 367.4%
Comments	4,298	↗ 492.8%
Saves	10,690	↗ 518.6%
Story Replies	525	↗



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>219,053</b>	<b>↗ 300%</b>
Likes	126,212	↗ 800.5%
@Replies	941	↗ 150.3%
Retweets	15,275	↗ 215.5%
Post Link Clicks	2,710	↗ 20.1%
Other Post Clicks	73,862	↗ 122%
Other Engagements	96	↗ 1,820%

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 28 <sup>th</sup> Feb 2022
Instagram	Impressions	10,419	1,352,630	17,091,764	163,944 %	1,164 %	273,468,216
	Engagements	886	1,282	14,465	1,533 %	1,028 %	231,433
Twitter	Impressions	67,668	35,684	155,692	130 %	336 %	2,491,069
	Engagements	2,056	1,109	13,691	566 %	1,135 %	219,053
YouTube	Video Views	6,592	200,400	623,500	9,358 %	211 %	9,975,998

## KEY CONTENT PILLARS FOCUSED

<p>1</p>  <p><b>Heritage and Culture</b></p> <p>Highlights the historical monuments around Sri Lanka along with the history behind it</p> <p>Showcasing the various cultural elements of different parts of the country</p>	<p>2</p>  <p><b>Scenic Locations and Beaches</b></p> <p>Showcases the beautiful scenic locations in Sri Lanka e.g. tea estates, beaches, mountains.</p>	<p>3</p>  <p><b>Adventure and Activities</b></p> <p>Features activities and experiences one can do at the destination</p> <p>Focusing on surfing, whale watching, dolphin watching, hot air balloon rides, zip lining etc.</p>	<p>4</p>  <p><b>Food and Essence</b></p> <p>Highlights the various cuisines especially the Sri Lankan cuisine and its variety</p> <p>Focusing on the special local fruits and different local delights e.g jackfruit, soursop, rambutan, pol sambol etc.</p>	<p>5</p>  <p><b>Wildlife and Nature</b></p> <p>Showcases the diverse wildlife in Sri Lanka along with the beautiful national parks and different aspects of nature</p>	<p>6</p>  <p><b>Wellness and Ayurveda</b></p> <p>Establishes the link between wellness and Sri Lanka.</p> <p>Showcase the various elements of natural remedies and Ayurvedic treatments available and well known for.</p>
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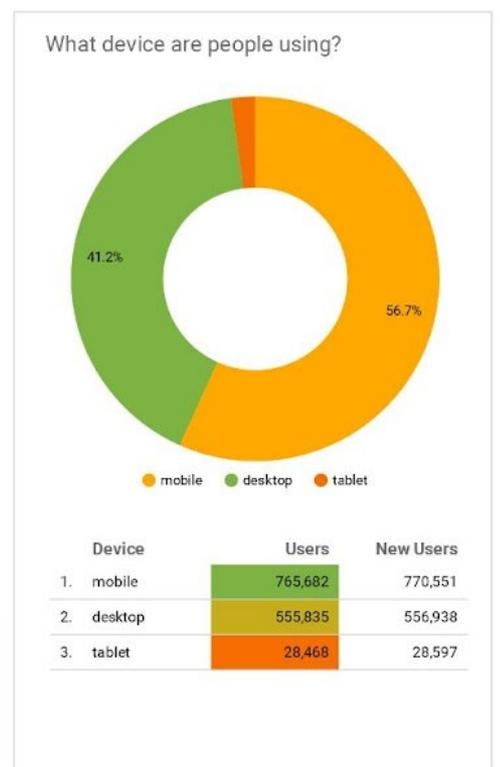
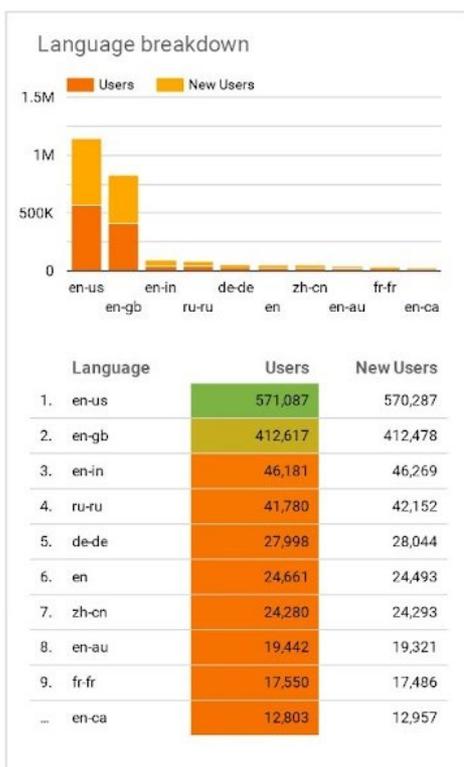
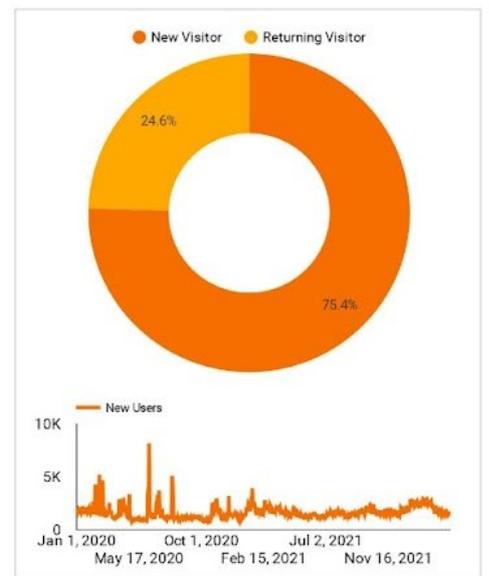
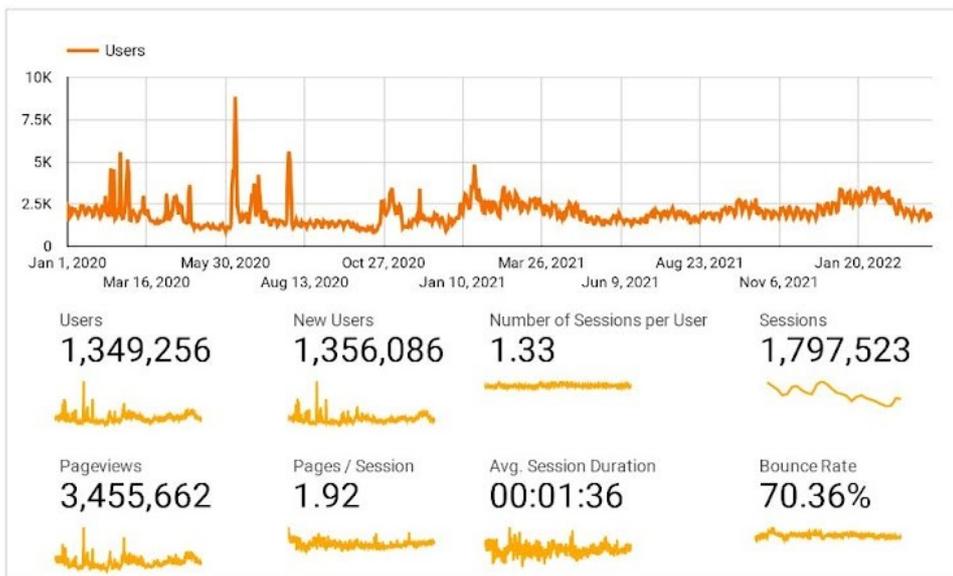
# Sri Lanka Tourism Website Overview

The success of SLTPB's marketing and promotional activities conducted both online and offline reflected through the website traffic.

## Google Analytics Audience Overview

www.srilanka.travel

Continent ▾ Region ▾ Channel ▾ Device ▾ Jan 1, 2020 - Mar 31, 2022 ▾



# Ongoing

## Channel Development

### *Air Route Development*

- Air routes are vital for channel development and Sri Lanka Tourism re-commenced the relationship with World Routes Forum, the largest airlines platform to connect and to reach out to Airlines with the aim of promoting the destination.
- Several new airlines have commenced or committed to flying to Sri Lanka.
- The airport expansion has commenced & A new Airport was opened in Ratmalana as a City airport.

### *Information channels for travelers*

- Revamping of the Sri Lanka Tourism's websites. Consumer website underway with wireframes being developed.
- Development of Tourism app 'Visit Sri Lanka' - content creation underway with the support of ADB
  - App will incorporate an online ticket purchase and hotel booking facility and a customer engagement support
- Development of the micro site 'Hello Again' as an information portal for new normal travel
- Launched [visitsrilanka.gov.lk](http://visitsrilanka.gov.lk) as a portal to make tourism payments
- [www.srilanka.travel](http://www.srilanka.travel) site maintenance with new updates with tourism news, events and new layouts.

## Experiences Focused Tourism

- Soft content development for 'Destination Experiences' with Underwater, Nature, Culture, Wellness, Wildlife, etc
- Use of technology for product experiences.
  - Creation of an Augmented Reality (AR) glass panel at tourist sites. Pilot Project to be commenced to enhance tourism experience through the adoption of augmented reality
  - Live telecasting of Peraharas to enhance an online engagement, viewership and provide a new experience
  - Live streaming of Wildlife - creation of 'Couch Safari' campaign. Use of Digital Media engagements such as 'live streaming' for the first time by Sri Lanka Tourism.
    - *'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*
- Live Streaming of Tourist Attractions of Sri Lanka

## Sustainability and Responsible Tourism

- Sri Lanka Tourism also reached out to the international funding agencies for assistance with a comprehensive sustainability road map that can be rolled out to ensure Sri Lanka champions

‘Sustainability’ as a key facet in the offering which will be a competitive necessity in the ‘new normal operations’ specially catering to Millennials and Generation Z. USAID, UNDP, World Bank support secured.

- Implementation of ‘Green Building Guidelines’ for all new tourism projects.
- Mechanisms to make ‘Sigiriya’ the first Sustainable Destination underway
- Partnership with MEPA to promote marine environment protection covers the sustainability aspect of the framework. Campaign already developed awaiting to launch.
- Banning of single use plastic.
- Launch of National Sustainable Destination Certificate (NSDC) Programme which is 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.

## Global Communication Campaign

- Planned as a five-year integrated campaign.
- Framework of the campaign and implementation structure strategized and developed.
  - Then 8 DRCs (Destination Representative Companies) and 8 PRCs (Public Relational Companies) will be appointed from the key markets for Sri Lanka to implement the strategy. (Includes 25 markets in 16 regions; 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)
  - Sri Lanka Tourism will set up a ‘GCC Secretariat’ to coordinate the efforts.
  - This includes locally appointed agency structure to include a Research agency, Campaign Management Unit, Creative Agency and a Digital agency. These four agencies will work in collaboration in developing the strategy and tools for the campaign
- Procurement process to appoint a Campaign Management Unit, Digital Agency and Creative Agency concluded.
- Technical proposals of the DRCs and PRCs evaluated and shortlisted to open the financial proposal. Combined evaluation to be finalized.

## Digital Nomad Visa - To Be Initiated

- The arrival of the Digital Nomad ambassador from Germany. SLTPB supported in facilitating visa for the Digital ambassador.

## Social Media Campaigns

- Social Media campaigns in Russia Ukraine and Kazakhstan initiated.
- Social Media campaigns in UAE, Saudi Arabia, Qatar and Israel.
- cover the UK, France, Poland, China, South Korea and Australia to be initiated.

## Local Media Campaign

- Campaigns with 7 TV-Local Channels finalized.

## Global TV Advertising

- Advertising with CNN, BBC, CNBC, Bloomberg and Sky to build a positive perception about tourism

## Social Media Influencer involvement in Promotions

- Hiring online local social media travel influencers for destination and social media promotion of Sri Lanka Tourism. This will enhance the brand image and have a significant effect on improving destination image and purchase intention.

## Visiting Journalists & Blogger Program

### *Visiting Influencers/Bloggers Program*

- A total of 97 international media personals and travel influencers were hosted from 2020 – 31<sup>st</sup> March 2022.
- Overall global reach was 99 million with over 1000 print articles and social media posts across all social media channels (Facebook, Instagram, YouTube, Twitter, Travel Blogs, etc.) Overall media value of the total earned media promotion - LKR. 204 Million.
- Key publications and tv programs hosted include
  - ITV-UK, BBC, Travel
  - Travel Weekly- UK
  - The Guardian-UK
  - New India Express
  - Vogue-Ukraine
  - Forbes- India
  - National Geographic- India
  - USA Today
  - The Metro-UK
- 1.5 Million views received via Facebook & YouTube for the ‘**So Sri Lanka Influencer Promotional** Re-Opening Video’ developed under VBP and it was shared by International Travel Influencers, UNWTO, PATA and Sri Lankan missions abroad.
- Launched Travel Influencer Campaign ‘Let’s Keep the Sri Lankan Holiday Dream Alive’ with the support of over 25 international influencers (non-paid)
- Launched ‘A Postcard from Sri Lanka’ Travel Influencer Endorsement Campaign and gained over 1 million views via Facebook
- Promoted regional lesser known territories and various tourism products and experiences via VJP & VBP, including:

Regional Territory	Tourism Products, Attractions, Experiences
Northern Province	Culinary Tourism
Eastern Province	Buddhist Trials
North West	Ramayana Yathra
North Central	Marine Tourism - Whale Watching, Ocean based watersports
Central Highlands	Adventure Tourism
	Heritage, Culture and Agro-Tourism
	Luxury Travel
	Indigenous Tourism

- Organized first ever- family travel bloggers-’s event in Sri Lanka with participation of over 20 influencers from UK, USA, Australia to promote Sri Lanka as a Safe to Travel Destination.
- Undertook destination promotion with the International Media Networking Event - IMM (North America and Australia) to popularize Sri Lanka as a resourceful destination -for world’s leading publications and media houses.
- Connected with over 60 mainstream media publications and journalists.

## 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.
- Promotional microsite was translated to the Thai Language.
- Kandy Esala Perahara 2021 was live webcasted in seven languages with the collaboration of Media Bureau of the Temple of Tooth Relic
- Conducted a digital marketing training for the service providers in the Kurunegala area who involved in Buddhist pilgrim tours.
- Conducting a survey on the products and services related to meditation programs in Sri Lanka.

## 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.

## Marine Tourism

- Awareness campaign on shipwrecks carried out with creative content.
- Content covering shipwrecks and marine life developed. The content was developed with the input of industry experts, capturing true essence of what Sri Lanka has to offer.
- Microsite to promote shipwreck diving underway.
- Procurement process is in the pipeline to select a service provider for underwater livestreaming.

## Cruise Development

- City map of Colombo commenced for the benefit of passengers who disembark in Colombo for tours. Cruise promotional microsite development commenced.

- Participation at the Sea Trade Cruise Global 2022.
- Creation of the promotional microsite for the promotion of Sri Lankan Harbors for the Cruise operators.
- Supporting the launch of Cordelia Cruise which will schedule 46 births during a period of four months.

## Wellness and Ayurveda

- In-depth Wellness Research undertaken with EU and MDF support.
- Wellness related video created for promotion and campaign to be launched in 2022 in France and Germany with EU support. The EU supported campaign to also include;
  - Development of a microsite to list all wellness related offerings and promotions. Wire framework development in progress.
  - Develop a high-quality image repository for wellness promotions. Photography and video production in progress.
  - Wellness related Influencer program in progress.
  - Article Development in progress.
- EU Nature Trail – Developed a network of world-class trails spread across 22 stages of varying distances, covering a total of 300-kilometers; 25 towns over 80 villages 24 tea estates, 4 nature reserves and 2 national parks with funding from European Union and additional support from the United States Agency for International Development.

## Film Tourism

- Developed a dedicated Film Tourism Policy for Sri Lanka Tourism.
- Development of a SWA (Single Window Approval) system for film tourism.
- 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 travelers.
- Film Tourism Promotion is undertaken in Bangalore, India (2021)
- Celebrity endorsements by Bollywood Film Directress - Zoya Akhtar and ITV –UK This Morning Show host -Daisy Payne.
- Promotional support has been granted to the following International Film / TV Reality/ Documentary / Celebrity Shoot/Commercial productions:
  - Tiger Baby Production (Bollywood) India
  - Good Karma Hospital (UK)-TV Production
  - Host ITV (UK) This Morning – Daily Talk Show
  - Intertia Network (USA) – Wildlife Documentary
  - The Night Manager (India)- OTT Web Drama Series Disney +
  - FBOY Island –Reality Show (Spanish) - Warner Bros. Entertainment Inc.
  - Celebrity Model Shoot- Wall Street Journal (USA)
  - Jerome, Eyes in the Blue on CANAL + (France) Travel Documentary
  - GRAFF – Jewelry Collection (UK)
  - Peking Express- Reality Adventure TV Series at Channel M6 (France)

## Projects in progress

- First-ever, Group of Indian Film Producers / Directors / Location Managers visit to Sri Lanka on a Film Location Familiarization Tour in Sri Lanka.
- In the process to streamline the approval procedure.
- Film Destination Promotion in the UK at Film Destination Promotion in the UK at the FOCUS Film Location Guide event.
- Promotions in the American Film Market.
- Familiarization Tour for British and American Film Location Managers.
- Facilitation and ground support for Israeli Film in Sri Lanka named 'Arugam Bay'.
- Facilitation and ground support for Australian Reality-Show in Sri Lanka.

## Adventure and Sports Tourism

- Creation of activations and events such as The Surfing National Championship (Hikkaduwa in March 2020)
- Rock climbing as a component of adventure tourism, project underway with initial discussions completed with Ms.Jayanthi Kuru-Utumpala and Mr. Thinuwan Nanayakkara who were famous and experienced rock climbers.
- Research on the prospective sites for Rock Climbing underway.
- Approval process to establish routes in four different rocks in Sri Lanka (Lakegala, Bathalegala etc.)

## Content development for nearly 6000 sites identified island wide

- Compiled the attraction inventory of Sri Lanka which consisted of 5500+ known and lesser-known attractions.
- 115 site specific cinematographic videos were developed and released on social media in batches.

## 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.

## Ramayana Campaign

- Ramayan Product of Sri Lanka was rebranded as "RamayanYathra" 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.
- Training program conduct for industry specialist on the Ramayana trails to enhance the knowledge.
- SLTPB planning to develop comfort zones around the main Ramayana Sites in Sri Lanka which includes toilet facilities, restaurants, shopping complex, heritage shops, etc.
- Support provided for a 15-member Ramayana poetry team.

- Conducted a training program for stakeholders related to Ramayan Tourism.
- Standardizing the Itinerary for Ramayan Tours with consultation of the Industry stakeholders.
- Promotion of Ramayan sites with the assistance of the “Sri Lanka India Society”

## Promotion of Destination Weddings

- Development of microsite for Destination Wedding Promotions.
- Appointment of Web Development agency and Social Media Agency for the promotion of Destination Weddings.
- Took part at the Wedding Week 2022 Exhibition.
- Discussion with the International Association of Destination Wedding Planners for the promotion of Destination Weddings in Sri Lanka.

## Signed an MOU with Singapore Airlines to promote Tourism focusing the Far East Markets

# To be Completed in 2022

## Trade and Media Familiarization

- Trade and Media familiarization tours with Vietnam, Germany, Korea, Netherlands, Japan, UK, Italy, Sweden, Australia, Norway, Denmark, Philippines, Indonesia, Benelux region and France.
- Tour operator familiarization tour from Sweden with the assistance of Emirates Airlines in May 2022.
- Press trip from Estonian TV.
- Media Familiarization tour for the 50 Indian media personnel participating for TAAI Convention.
- Webinars on Destination awareness for trade & media.
- Hosting the Radio Crew of Territorio Viajero, Spain.
- First virtual MICE Expo - First Global Virtual events for Sri Lanka Tourism “Colombo International Travel EXPO 2022”
- Familiarization tours for travel agents in Iran and Egypt.

## Trade Shows

- |   |   |
|---|---|
| • First country specific virtual trade show | • TT, Warsaw  |
| • Vakantiebeurs Travel fair in Netherlands  | • ILTM, Cannes  |
| • ATM, Dubai                                | • ILTM  |
| • BITE, Beijing - China                     | • SATTE, India  |
| • Leisure, Moscow - Russia                  | • International French Travel Mart 2022   |
| • IFTM, Paris - France                      | • MITT travel fair in Russia  |
| • TTG Incontri, Rimini – Italy              | • TAAI conference - Sri Lanka Tourism to take ownership of the project covering 500 |
| • Tourism Expo (JATA), Tokyo – Japan        |   |
| • WTM, London                               |   |

participants including 45 media representatives

- TTG Travel fair -October 2022

## Other Activities

- Joint Promotions - Industry partners, Airlines
- PR event in France to coincide with commencement of direct flights by Sri Lankan Airlines and Air France.
- Joint promotions with the top 10 travel agents in the UK.
- Celebrity Promotional campaigns - Arjun C. singing collaboration with local artists.
- Mission supported activities Benelux region.
- Press and Industry Networking Session in Mumbai with media and tour operators.
- Initiating south India cruise ships to Sri Lanka. Welcoming the first crew from Sri Lankan celebrities & cultural shows and local media coverage in June.
- Murugan Trail launch.
- 66th Convention and Exhibition of TAAI.
- Networking sessions in India with media and tour operators.
- Tourism promotional event at the Bundaran HI MRT Station in Jakarta
- Land rover Festival from the Philippines

