



Sri Lanka Tourism

Sri Lanka Tourism Development Authority, 80, Galle Road, Colombo 03, Sri Lanka.

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Dear Industry Stakeholders,

Sri Lanka Tourism Global Communication Campaign (GCC) takes shape To be launched at the appropriate time

We have reached the final stages of the procurement process for the long-awaited integrated global promotion campaign, the first since the conflict ended. The industry has been calling for this for over a decade.

The procurement process has been extremely complex; after much dedicated work by the team, 20 global tenders were placed.

The framework includes a Creative Agency, Digital Agency, Campaign Management Agency, and Research Agency. These four agencies will work in collaboration with the GCC Secretariat established under Sri Lanka Tourism Promotions Bureau. The 8 DRCs (Destination Representative Companies which will include PR) and 8 PRCs (Public Relations Companies) will be appointed subject to Cabinet approval for the key markets for Sri Lanka. This will cover 25 markets in 16 regions with DRCs in UK, Germany, France, India, China, Australia, Russia, Middle East and PRCs in USA, Japan, Korea, Italy, Spain, Benelux, Scandinavia, and Poland.

Sri Lanka Tourism followed the government procurement process, with ongoing intense activity over the last several months despite lock downs, inter-district travel restrictions and numerous other challenges.

Due to the limited foreign exchange available, initially Cabinet Approval will be sought for the Creative Agency, Digital Agency and Campaign Management Unit for which payment is mainly in LKR. This will be a very significant achievement for Sri Lanka Tourism.

With your input, Sri Lanka Tourism will at the appropriate time launch the integrated global communications campaign to achieve a consistent and holistic branding for Sri Lanka's rich tourism offering, essential to support consistent growth in visitor numbers and yields across all segments.

We will seek Industry Stakeholder input on marketing strategies for key markets and will arrange workshops in this regard.

At a time when the national economy more than ever needs the tourism sector to restart, the visibility this campaign, **which will be launched at the appropriate time**, would offer is what Sri Lanka needs to achieve the much-needed tourist arrivals. We understand a brand is not built overnight; It's a meticulous, consistent, integrated process with consistent communications. We are sure that the campaign when eventually implemented will ensure that for Sri Lanka.

We take this opportunity to request all stakeholders to support each other during these very trying times, and at all times make every effort to ensure our International Visitors are taken good care of and leave with fond memories of our paradise island. We remain at your service and ready to support all stakeholders.

Yours sincerely,

Kimarli Fernando
Chairperson

Copies to:

1. Mr. S. Hettiarachchi, Secretary, Ministry of Tourism
2. Ms. Dhammika Wijayasinghe, Director General, SLTDA
3. Ms. Padma Siriwardana, Managing Director, SLTPB
4. Mr. Krishantha Fernando, General Manager, SLCB
5. Mr. Dushan Wickramasuriya, Director Marketing, SLTPB
6. Ms. Madubani Perera, Director, Public Relations, SLTPB
7. Mr. Jeevana Fernando, Assistant Director, New Product Development
8. Mr. Sasanga Gunathilaka, Assistant Director, Advertising
9. Mr. Chaminda Munasinghe, Assistant Director, Visiting Journalist Programme