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SRI LANKA TOURISM TRAVEL & TOURISM INDUSTRY CIRCULAR ITB Berlin 2022

ITB claims to be the world largest travel fair which is patronized by over 10,000 exhibitors around 115,000 trade Visitors of 180 countries. ITB Berlin 2022 takes place for the 56th time from 9th - 13th March 2022 in Messe Berlin GmbH creating an indispensable networking platform for international tourism trade and SLTPB has been participated at ITB from its inception as a Tourism Board. The official partner destination of ITB Berlin 2022 is the destination Saxony under the theme "One World, One Industry, One Promise".

Sri Lanka's participation at ITB 2022 will be led by SLTPB together with hoteliers and tour operators. The location of Sri Lanka pavilion is yet to be finalized and the exact hall number will be informed to the confirmed participants. Sri Lanka Tourism products will be positioned highlighting the elements of authenticity, diversity and compactness based on the theme rising Sri Lanka appealing the German travelers to explore the wilderness, pristine beaches, essence of history and culture, natural beauty and adventurous treasures of the island.

Sri Lanka Tourism invites the interested travel & tourism industry fraternity to apply for ITB 2022 and the following guidelines are presented considering the current global pandemic situation.

- Only travel and tourism organizations registered with Sri Lanka Tourism Development Authority (SLTDA) can apply.
- Registration granted on first come first served basis and the **deadline to forward the applications is 8th October 2021**. Interested companies may forward the attached application form to dilini@srilanka.travel
- The interested applicants will be given the account details to deposit the participation fee and the payment has to be made in one installment. The deadline to deposit the participation fee is 13th October 2021. (15th October is the deadline given by Messe Berlin for space registration)

Participation fee -The participation fee of ITB 2022 is Rs 150,000.00.

- The participants are responsible for their visa arrangements. SLTPB would provide a visa recommendation letter addressed to visa officer on a written request of the applicant. Visa recommendation letters are issued only for two people of each company.
- Participants should be aware on the entry requirements to Germany under current Covid guidelines of German Federal Government and fulfill the travel requirements on their own. (www.rki.de / www.infektionsschutz.de)

The following registration procedure will be followed by SLTPB;

- SLTPB to check the interest of the industry to participate at ITB 2022
- Interested companies to confirm their participation by making the participation fee
- SLTPB to register space only if there is a minimum 15-20 trade confirmation before the deadline of registration.
- If no industry interest and the confirmed number of companies is lesser than 15 by the given deadline, the participation fees to be refunded to the confirmed companies.
- If more than 20 industry confirmations, SLTPB to increase space before 30th November 2021.
- Industry to allow their German/foreign counter parts to represent if any travel restrictions in travelling to Germany.
- The participation fees neither refundable nor carry forward in an event of non-participation once SLTPB confirm space to fair organizer upon the confirmation of industry participation.

SLTPB would like to state the below unforeseen risk factors for the consideration of the industry considering the global Covid 19 situation.

- In case of a travel ban, the agents who are unable to arrange someone from Germany to manage their counter have to bear the cost of participation cost.
- Due to health risks, the number of trade visitors and consumer participation at ITB 2022 might be less.

Deadline: 8th October 2021

Submit your application form to dilini@srilanka.travel

For further information

Call : +94 070 597 4144 (Dilini)
Email : dilini@srilanka.travel

For more details please visit ITB website:
www.itb-berlin.com