



8th March 2022

Circular to the Industry

INDUSTRY SUPPORT SCHEME FOR GLOBAL PROMOTIONS BY LOCAL DESTINATION MANAGEMENT COMPANIES (DMCs) , HOTELIERS AND ONLINE TRAVEL AGENTS (OTAs)

This is to inform you that a decision has been taken by the Board of Management of Sri Lanka Tourism Promotion Bureau (SLTPB) and subsequently by the Cabinet of Ministers to support the DMCs, Hoteliers and OTAs to promote the destination by offering a financial incentive. In this regard, proposals are called from respective categories who fulfill the below criteria.

The campaign period is 6 months from the date of signing the Letter of Intent in the year 2022.

1.0 Destination Management Companies

Eligibility

- The respective local DMC should be registered with Sri Lanka Tourism Development Authority (SLTDA) and have paid Tourism Development Levy (TDL) in 2018 or 2019 are eligible to seek support under this scheme.
- All DMCs, should confirm the expected pax to be generated for a period of six months from the date of issuing the letter of intent by complying to run the suggested campaign within this period.
- The details of the proposal with breakdown of the activities of the campaign with timelines should be provided by the foreign Tour Operator through the respective DMC. A Tour Operator should provide only one proposal per country. Multiple proposals sent through DMCs will not be accepted.
- Average room rate per Tour should be USD 50 (before tax) to be confirmed by the external auditor of the DMC.

Payment Criteria of SLTPB

- Tour Operator – A minimum of five (5) night stay per person is required to be eligible for a payment of USD 10 per person which will be paid in LKR to the local DMC on confirmation of the average room rate of USD 50 per tour during the agreed period. The stay should be confirmed by an external auditor of the company.
- A Tour Operator should have generated minimum of 100 pax to claim a payment and maximum up to 4000 pax can be claimed during agreed period.
- The local DMC should confirm the arrival numbers of the agreed period via the external auditor. Payment will be made only based on confirmed numbers.
- Only applicable for foreign passport holders booked through DMCs. This needs to be confirmed by the external auditor of the company.

2.0 HOTELIERS

Eligibility

- Any Sri Lanka Tourism Development Authority (SLTDA) registered Hoteliers and have paid Tourism Development Levy (TDL) in 2018 or 2019 are eligible to seek support under this scheme.
- All Hoteliers should confirm the expected pax to be generated for a period of six months from the date of issuing the letter of intent by complying to run the suggested campaign within this period.
- In case of Local Hotels, the details of the promotional campaign should be sent by the local hotel but in the case of an international chain the proposal could come from the Head office of the international chain or the local operation
- Average room rate per Tour should be USD 50 (before tax) to be confirmed by the external auditor of the Hotel.

Payment Criteria

- Hotels – USD 1 to be paid in LKR for each room night booked by a foreign guest as a direct hotel booking on confirmation of the average room rate of USD 50 per tour during the agreed period. Participating hotels should have a booking engine or a website for such bookings. The stay should be confirmed via Property Management System (PMS), which needs to be re confirmed by the external auditor of the hotel.
- Minimum of 500 room nights should have been sold by a particular hotel to be eligible for a payment with a maximum payment for 10,000 room nights.
- The Hotelier should confirm the arrival numbers of the agreed period via the external auditor. Payment will be made only based on confirmed numbers.
- Only applicable for foreign passport holders booked through Hotels. This needs to be confirmed by the external auditor of the company.

3.0 ONLINE TRAVEL AGENTS

Eligibility

- Any OTA registered in Sri Lanka or have representation in Sri Lanka are eligible to seek support of this scheme. However, the hotels in which the guests are staying should be registered with Sri Lanka Tourism Development Authority (SLTDA).
- All OTAs should confirm the expected pax to be generated for a period of six months from the date of issuing the Letter of Intent by complying to run the suggested campaign within this period. .
- Details of the promotional Campaign should be directly submitted by the OTAs registered office in Sri Lanka or through their representative in Sri Lanka.
- Average room rate per Tour should be USD 50 (before tax) to be confirmed by the external auditor of the OTA.

Payment Criteria

- OTA –USD 1 to be paid in LKR for each room night booked by a foreign guest as a direct OTA booking on confirmation of the average room rate of USD 50 per tour during the agreed period. A report on room nights, confirmed by the external auditor should be submitted by the relevant OTA.. The hotels in which the guests are staying should be registered with SLTDA.
- Minimum of 500 room nights should have been sold by a particular OTA to be eligible for a payment with a maximum payment for 10,000 room nights.

- The OTA should confirm the arrival numbers of the agreed period via the external auditor. Payment will be made only based on confirmed numbers.
- Only applicable for foreign passport holders booked through OTAs. This needs to be confirmed by the external auditor of the company.

For further details, please refer to the attached policy document approved by the Cabinet of Ministers

Any interested party should forward the proposal along with the relevant submission form to the address listed below

Managing Director, Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03.

Kindly mark “**INDUSTRY SUPPORT SCHEME - DMC /HOTELIER / OTA**” on the left hand corner of the envelope.

Proposals to be hand delivered or sent by courier. Proposals sent via email will not be accepted.

The deadline for all the categories to submit the proposals will be **on or before 11th April 2022.**

SUBMISSION FORM - DMC

INDUSTRY SUPPORT SCHEME FOR GLOBAL PROMOTIONS BY LOCAL DESTINATION MANAGEMENT COMPANIES (DMCS)

Name of the DMC	
Name of the Tour Operator	
SLTDA Registered number of the DMC	
Address	
Contact Person	
Contact Nos and Email .	
Total TDL paid - 2018 /2019	2018 - Rs. 2019 - Rs.
Expected pax to be generated from 1st July - 31st December 2022	
Details of the proposed promotional campaign (Proposal to be attached) <ul style="list-style-type: none">- Trade- Media- Consumer- Social media- Advertising- Any other	
Timeline of the campaign	
Authorized Signature with seal	

SUBMISSION FORM - Hotels

INDUSTRY SUPPORT SCHEME FOR GLOBAL PROMOTIONS BY HOTELIERS

Name of the Hotel	
SLTDA Registered number of the Hotel	
Address	
Contact Person	
Contact Nos and Email.	
Total TDL paid - 2018 /2019	2018 - Rs 2019 - Rs.
Expected pax to be generated from 1st July - 31st December 2022	
Details of the proposed promotional campaign (proposal to be attached) <ul style="list-style-type: none">- Trade- Media- Consumer- Social media- Advertising- Any Other	
Timeline of the campaign	
Details of the Global Hotel Chain (if applicable)	
Authorized Signature with seal	

SUBMISSION FORM - OTA

INDUSTRY SUPPORT SCHEME FOR GLOBAL PROMOTIONS BY ONLINE TRAVEL AGENTS (OTA)

Name of the OTA	
Address of the Registered office /Representation office in Sri Lanka	
Contact Person	
Contact Nos and Email .	
Expected pax to be generated from 1st July - 31st December 2022	
Details of the promotional campaign (Proposal to be attached) <ul style="list-style-type: none">- Trade- Media- Consumer- Social media- Advertising- Any Other	
Timeline of the campaign	
Authorized Signature with seal	