



03rd-05th
NOVEMBER
2026



SRI LANKA TOURISM TRAVEL & TOURISM INDUSTRY CIRCULAR WTM TRAVEL FAIR-UK 2026

World Travel Market (WTM), held in London UK offers a comprehensive platform to domestic and international buyers and professionals from across the travel, tourism, and hospitality industry. WTM is the leading international travel and tourism event, unlocking business opportunities for inbound and outbound tourism professionals around the world. This is a premier travel show held annually in UK, where all travel professionals come together to connect and develop business partnerships, renew existing ones and hear success stories about how leading companies have shaped their travel businesses.

The 46th edition of WTM will be held at ExCel London, from 03rd - 05th November 2026.

Sri Lanka's participation at WTM 2026 will be led by SLTPB together with travel agents, tour operators and hoteliers. Sri Lanka pavilion is located at hall number N11 at the Excel Hall. Sri Lanka Tourism products will be positioned highlighting the elements of authenticity, diversity, and compactness based on the theme of Sri Lanka as an appealing destination to the British travelers to explore the pristine beaches, wildlife, scenic beauty, history and culture and adventurous treasures of the island.

Sri Lanka Tourism invites the interested travel & tourism industry professionals to apply for WTM 2026. The following guidelines are applicable for the participation :

- Travel and tourism organizations registered under Sri Lanka Tourism Development Authority (SLTDA) and having the license for year 2025 or 2026 can apply.
- A copy of the company TAX Registration certificate should be produced. If the company is not a tax paying entity, then a letter obtained from the IRD confirming the non-tax paying status has to be produced.
- Registration is granted on first come first served basis. The deadline to forward the applications is 03rd August 2026. If all slots are booked before the deadline the registration will be closed. Interested companies may forward the duly filled application form to the email address: wtm2026@srilanka.travel
- The participation fee is Rs. per 425,000 per company, and it has to be paid in one installment to SLTPB rupee account. Bank details will be provided to confirmed participants.
- The participants are responsible for their visa arrangements. SLTPB will provide a visa recommendation letter on a written request made by the confirmed applicants. Visa recommendation letters are issued only for two representatives from each company, and SLTPB will require at least 05 working days to issue the visa letters.

The following registration procedure will be followed by SLTPB;

- Only Travel & Tourism establishments registered with SLTDA and having the renewed license for year 2025 Or 2026 can apply.
- If an establishment has a provisional SLTDA registration, the period of registration should have completed a minimum of one year of business in order to apply.
- A copy of the company TAX registration certificate should be provided. If a non-tax paying entity, an IRD confirmation letter should be provided.
- Industry will be allowed their UK / other counterparts to represent in case of any travel restrictions or visa issues in travelling to UK.
- The participation fee is neither refundable nor carried forward in an event of non-participation once SLTPB confirms space to fair organizer upon the confirmation of industry participation.
- The participation fee will be refunded only if SLTPB is unable to attend the travel fair due to unforeseen circumstances or if the event is cancelled by the event organizer.

Deadline: 03rd August 2026

Submit your application form to

wtm2026@srilanka.travel

- Applications received after the deadline will not be taken into evaluation.

For Further Information

Call: Ms. Sarangi Thilakasena
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Event details - Please visit WTM website
<https://www.wtm.com/london/en-gb.html>