



Sri Lanka Tourism Promotions Bureau

Progress Update

As at 24th October 2021

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 Exploreplaces Travel Platform

Print Media Advertising

2020

- Sweden - Vagabond Magazine
- Australia - Signature Luxury Travel Magazine and International Traveller Magazine
- India - Outlook Magazine and India Today Magazine
- Netherland - National Geographic Traveller Magazine Asia & Down Under Magazine
- UK - Wonderlust Magazine
- Germany - Reise & Preise Magazine
- Italy - Dove Magazine
- Middle East - TravTalk Middle East Magazine and DNATA World Traveller Magazine
- Russia - National Geographic Traveller Russia Magazine
- USA - AFAR Magazine

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

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 Geography
- Lonely Planet features Sri Lanka
- 23 Reasons to Visit Sri Lanka, 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

Maintaining a constant dialogue with the missions, industry and global stakeholders through webinars

- 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”
- 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 on 3rd February 2021
- Webinar with Indo - Sri Lanka Chamber of Commerce and Industry (ISCCI)
- 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

Activities in Collaboration with Foreign Missions

- 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 in January 2021
- 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 in January 2021
- 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 on 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 (18th April 2021)
- 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
- Destination Awareness
- Virtual B2B Meeting
- India Country Team Meeting
- Diplomatic Council Summer Celebrations
- International Workshops
- Leisure fair in Russia

- PR event in Ukraine and Russia

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
- Ferier Messe Wien, Vienna in January 2020
- Thailand International Travel Fair 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 in February 2020
- Brussels Holiday Fair in February 2020
- Fukuoka Travel Expedition 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)
- ITB Berlin in March 2021 (Virtual)

Forum

- 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

Digital Agency for SLTPB appointed through a tender process.

Sri Lanka Tourism - Social Media Campaign Summary

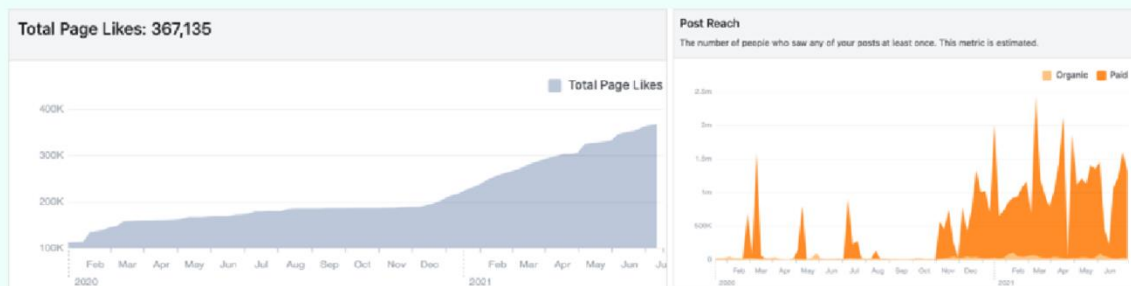
eMarketingEye was appointed as the Digital Media Agency to manage Social Media Management and Advertising campaigns for Sri Lanka Tourism in Nov 2020. Sri Lanka Tourism, is placed at the top of the funnel with awareness objectives where people are evaluating Sri Lanka as a destination against other competitor countries/ destinations.

Social Media Channel Highlights

	January 2020	June 2021	
Total Channel Impressions	4,006,443	69,319,699	+1630%
Total Video Views	1,236,961	3,067,035	+148%

Growth in Facebook

	January 2020	June 2021	
Page Likes	112,873	367,135	+225%



PERFORMANCE HIGHLIGHTS

Since 1st November 2020 to 30th June 2021

430 MILLION +

IMPRESSIONS ON FACEBOOK,
INSTAGRAM, TWITTER AND
YOUTUBE

21 MILLION +

TOTAL VIDEO VIEWS ON
FACEBOOK, INSTAGRAM,
TWITTER AND YOUTUBE

179,000 +

FACEBOOK PAGE

IMPROVED ENGAGEMENT IN ALL SOCIAL MEDIA PLATFORMS

Nov 2020–Jun 2021 vs Mar-Oct 2020

Facebook			Instagram			Twitter		
Engagement Metrics	Totals	% Change	Engagement Metrics	Totals	% Change	Engagement Metrics	Totals	% Change
Total Engagements	2,807,252	↗ 417.6%	Total Engagements	99,976	↗ 600.7%	Total Engagements	148,225	↗ 481.9%
Reactions	1,029,783	↗ 645.8%	Likes	94,423	↗ 595.6%	Likes	91,229	↗ 1,569.3%
Comments	21,108	↗ 319.2%	Comments	1,844	↗ 428.4%	@Replies	575	↗ 463.7%
Shares	84,706	↗ 336.8%	Saves	3,444	↗ 843.6%	Retweets	8,874	↗ 334.1%
Post Link Clicks	124,707	↗ 67.6%	Story Replies	265	↗ —	Post Link Clicks	1,830	↗ 105.6%
Other Post Clicks	1,546,077	↗ 406.9%	Engagement Rate (per impression)	0.1%	↘ 84%	Other Post Clicks	45,629	↗ 168.9%
Page Actions	871	↗ 104.9%				Other Engagements	88	↗ 4,300%

Before appointing the agency			Now	Increase
October 2020			1 st Nov 2020 to 30 th June 2021	
Instagram	Impressions	1,352,630	179,929,383	+178 M
	Engagements	1,282	99,976	+98 K
Twitter	Impressions	35,684	1,558,369	+1.5 M
	Engagements	1,109	148,225	+147 K
YouTube	Video Views	200,400	3,079,954	+2.9 M

Key Content Pillars Focused

Heritage and Culture

Highlights the historical monuments around Sri Lanka along with the history behind it

Showcasing the various cultural elements of different parts of the country

Scenic Locations and Beaches

Showcases the beautiful scenic locations in Sri Lanka e.g. tea estates, beaches, mountains.

Adventure and Activities

Features activities and experiences one can do at the destination

Focusing on surfing, whale watching, dolphin watching, hot air balloon rides, zip lining etc.

Food and Essence

Highlights the various cuisines especially the Sri Lankan cuisine and its variety

Focusing on the special local fruits and different local delights e.g jackfruit, soursoop, rambutan, pol sambol etc.

Wildlife and Nature

Showcases the diverse wildlife in Sri Lanka along with the beautiful national parks and different aspects of nature

Wellness and Ayurveda

Establishes the link between wellness and Sri Lanka.

Showcase the various elements of natural remedies and Ayurvedic treatments available and well known for.

Channel Development

Air Route Development

- Air routes are vital for channel development and Sri Lanka Tourism re-commenced the relationship with World Route 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.
- Development of Tourism app 'Visit Sri Lanka' - ADB will assist with content creation.
 - 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 as a portal to make tourism payments

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*
- Development of a SWA (Single Window Approval) system for film tourism.

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.

To be completed October – December 2021

- Advertising in NDTV, Sky TV, BBC
- Social media and PR agent for Russia and Kazakhstan tenured for a period of 3 months.
- First virtual MICE Expo
- Expo 2020 Dubai
- PR event in France to coincide with commencement of direct flights by Sri Lankan Airlines and Air France
- Trade and Media Fam with Air France
- Webinar with German Tour Operators
- e-flyer series for Germany - Social media infographics and key messages targeting German travellers (in-house production)
- Product awareness presentation by the SL embassy in Germany
- Webinar with Indian media
- Webinar with Trade FAM Russia
- World Travel Market (WTM) London
- PR campaign including social media for France Dec 2021- Feb 2022

To be completed January - April 2022

- First Global Virtual events for Sri Lanka Tourism "Colombo International Travel EXPO 2022 targeting trade and consumers
- First country specific virtual trade show
- Digital nomad visa to be initiated
- Vakantiebeurs Travel fair in Netherlands
- Ferien Travel Fair in Austria
- FITUR Travel fair in Spain
- ITB Travel fair in Germany
- Press conference during ITB
- Sri Lanka event during ITB
- Product Awareness campaigns in Germany covering Munich, Stuttgart, Düsseldorf and Hamburg
- MITT travel fair in Russia
- Joint Promotions - Industry partners, Airlines -waiting proposals.

- TAAI conference - Sri Lanka Tourism to take ownership of the project covering 500 participants including 45 media representatives
- 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

Visiting Journalists Program

Influencers/Bloggers - Visiting Bloggers Program

- Launched So Sri Lanka influencer promotional reopening video and promotional activities carried out on social media. Designed & developed experiential travel catalogue for visiting media & influencers.
- 6.8 million global reach, 587 posts created, 3.8 million engagements from the VBP

Visiting Journalist Program (VJP)

- Collaborated with BBC Travel to create a destination promotional article focused on Anuradhapura "Ranmasu Uyana" and "Sakwala Chakraya" also known as Stargate.

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.

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

Cruise Development

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

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.
- EU supported campaign to also include,
 - Development of a microsite to list all wellness related offerings and promotions
 - Develop high worth image repository for wellness promotions
 - Wellness related Influencer program

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 travellers.
- Discussions underway with the Film Federation of India to organize a location familiarization trip to Sri Lanka for key Indian producers, directors and location managers.
- Development of a SWA (Single Window Approval) system for film tourism.

Adventure and Sports Tourism

- Creation of activations and events such as The Surfing National Championship (Hikkaduwa in March 2020)

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. Contract was awarded to develop 125 site specific videos selected from this inventory.

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 “RamyanYathra” 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.