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6TH EDITION

NEWSLETTER

DECEMBER, 2023



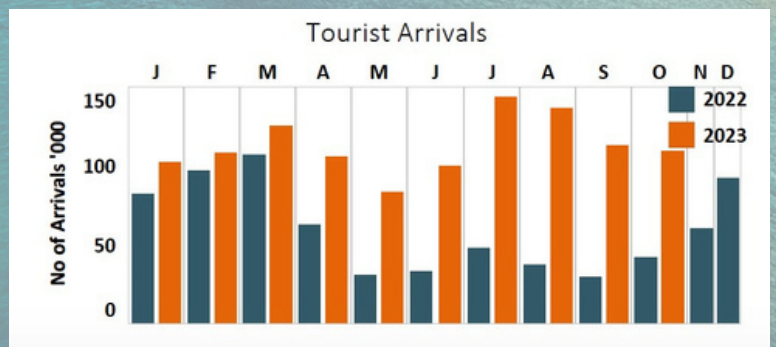
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SRI LANKA OCTOBER 2023 TOURISM REVENUE JUMPS TO \$137 MLN FROM LAST YEAR'S \$55 MLN

In October 2023, Sri Lanka experienced a significant boost in tourism revenues, more than doubling to \$136.7 million compared to the same month in the previous year. This positive trend is attributed to a gradual increase in arrivals. The data, based on a survey conducted by the tourism promotion office and released by the central bank, revealed a substantial growth in revenues for the first 10 months of the year, reaching \$1,593.4 million, a 71.7% increase from the same period in 2022. (Source: economynext.com)



TOURISM NEWS



Best Wider World Tourism Project

Sri Lanka's Pekoe Trail has been honored by the British Guild of Travel Writers, winning the Best Wider World Tourism Project award. The Pekoe Trail is a curated 300-kilometer long-distance walking trail in the Central Highlands of Sri Lanka, recognized as one of Asia's best-kept secrets.

Comprising 22 stages, the trail offers a unique journey through stunning ecology and mountain terrain, starting in Kandy and culminating in Nuwara Eliya, with stops in Haputale, Hatton, and Ella. As the first of its kind, the Pekoe Trail enhances the trekking experience in Sri Lanka, providing a bucket-list adventure through captivating landscapes.

(Source: Dailynews.lk)

Tourists From China, Russia, India, Thailand, Indonesia, Malaysia And Japan Are Entitled To Free Visa



The Sri Lankan Cabinet has approved the exemption of visa fees for tourists arriving from China, Russia, India, Thailand, and Indonesia. The decision, made to boost foreign tourist attraction, is part of efforts by the Sri Lanka Tourism Development Authority.

Discussions are underway with China to potentially operate another airline, anticipating a rise in tourist arrivals following this initiative. The move reflects a strategic effort to enhance the country's appeal and promote tourism.

(Source: News1st)

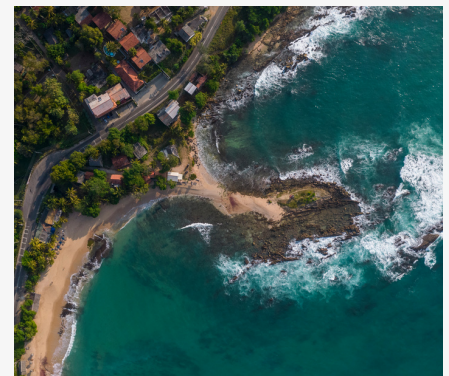
Sri Lanka welcomes 1.12 million tourists by October 2023



As of October 2023, Sri Lanka has welcomed 109,199 tourists, contributing to a total of 1.125 million arrivals. The country initially targeted 1.5 million tourists, later adjusting expectations to around 2.0 million based on earlier trends in the year.

Although October arrivals slightly dipped compared to September's figure of 111,938, the numbers represent a substantial increase from the previous year, marked by a currency crisis and fuel shortages, with only 29,802 visitors.

Sri Lanka to adopt new law regarding tourism sector; Rs. 1 Bn to promote tourism



President Ranil Wickremesinghe has announced plans to launch a long-term program, "Visit Sri Lanka," from 2024 to promote the tourism sector. The goal is to attract a minimum of five million tourists annually.

The President emphasized the need for extensive efforts from the government, provincial councils, and local institutions to achieve this target. Additionally, a new law related to the tourism sector is in the works, and a budget of one billion rupees has been allocated for these initiatives.

TOURISM STATISTICS

SRI LANKA TOURIST ARRIVALS 2023

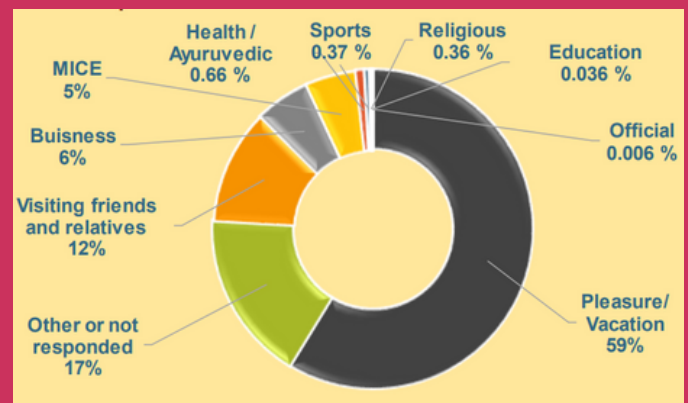


January	- 102,545
February	- 107,639
March	- 125,495
April	- 105,498
May	- 83,309
June	- 100,388
July	- 143,039
August	- 136,405
October	- 109,199

TOP 10 SOURCE MARKETS TO SRI LANKA

Rank	Country of Residence	Tourist Arrivals (October 2023)			Tourist Arrivals (October 2022)
		By Air	By Sea	Total	
1	India	28,222	0	28,222	8,862
2	Russian Federation	10,629	0	10,629	6,189
3	United Kingdom	8,454	0	8,454	4,275
4	Germany	7,548	0	7,548	2,881
5	China	6,211	0	6,211	468
6	Australia	4,977	0	4,977	2,106
7	Maldives	3,862	0	3,862	1,943
8	France	2,956	0	2,956	1,540
9	United States	2,651	0	2,651	1,253
10	Spain	2,488	0	2,488	799

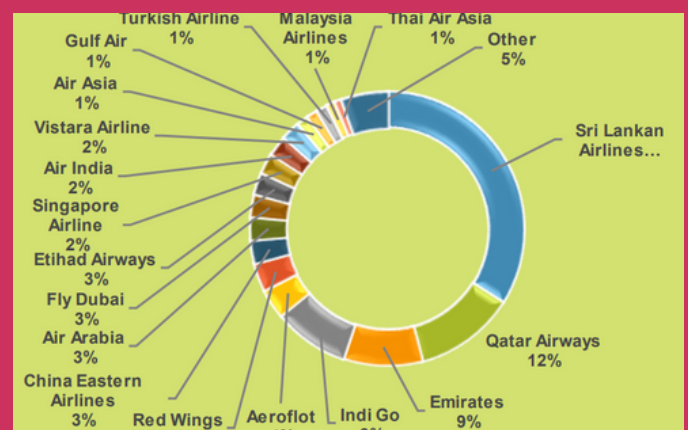
PURPOSE OF VISIT



TOP POTENTIAL MARKETS, OCT 2023

Austria Arrivals: 778 % Share: 0.7	Sweden Arrivals: 617 % Share: 0.6
Taiwan Arrivals: 761 % Share: 0.7	South Korea Arrivals: 604 % Share: 0.6
Czech Republic Arrivals: 681 % Share: 0.6	Singapore Arrivals: 600 % Share: 0.5
Belgium Arrivals: 666 % Share: 0.6	New Zealand Arrivals: 561 % Share: 0.5
Nepal Arrivals: 632 % Share: 0.6	Denmark Arrivals: 556 % Share: 0.5

MAIN AIRLINES TO SRI LANKA, OCT 2023



POPULAR DESTINATIONS IN SRI LANKA

Arugam Bay



The bay is home to a variety of surf breaks, catering to surfers of all levels. The most popular surf spot is Main Point, which offers consistent waves throughout the year. Other popular surf spots include Peanut Farm Beach, Baby Point, and Elephant Point.

In addition to surfing, there are plenty of other things to do in Arugam Bay. Visitors can enjoy swimming, sunbathing, snorkeling, and diving. There are also a number of restaurants, bars, and shops in the town.

Arugam Bay is also a great place to experience Sri Lankan culture. The town is home to a number of temples, mosques, and churches. Visitors can also learn about Sri Lankan history and culture at the Arugam Bay Cultural Center.

Things to Do

- Surf
- Relax on the Beach
- Visit the Arugam Bay Cultural Center
- Take a boat trip



Pasikuda



Pasikuda is a beautiful coastal resort town located on the east coast of Sri Lanka. It is known for its stunning beaches, clear waters, and lush greenery. The town is also home to a number of luxury resorts, making it a popular destination for tourists from all over the world.

Things to Do

- Relax on the beach
- Go swimming and snorkelling
- Water Sports

Trincomalee



Trincomalee, affectionately known as Trinco, is a captivating coastal city nestled on the northeastern coast of Sri Lanka. Renowned for its rich history, stunning natural beauty, and vibrant cultural tapestry,

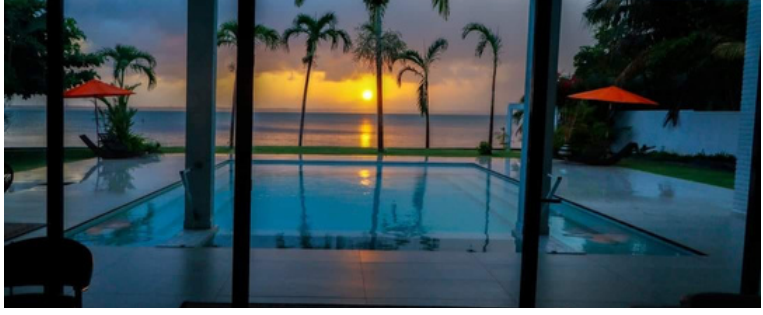
Things to do

- Explore Fort Frederick
- Visit the Koneswaram Temple
- Relax on the Uppuveli Beach
- Whale Watching

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AGANDAU HOUSE



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PACKAGES

THE ENCHANTING EGYPT / 6 NIGHTS AND 7 DAYS



**COST (PREMIUM)
TWIN (MIN. 2 ADULTS)
LKR 517,700/-**

**COST (DELUXE)
TWIN (MIN. 2 ADULTS)
LKR 402,750/-**

Package Inclusion:

- 3 Nights' accommodation in Cairo with breakfast
- 3 Nights on board Nile cruise with breakfast, lunch & dinner
- Full day tour to visit the Pyramids, Sphinx, Egyptian museum & Khan El Khalili bazaars
- Aswan: Philae Temple, High Dam & Felucca sailing around the islands
- Edfu: Visit kom Ombo temples and Horus Temple
- Luxor: Visit the Valley of the Kings, Hatshepsut Temple, and the Colossi of Memnon on the West Bank.
- Karnak and Luxor temples on the East bank
- All sightseeing and airport transfers on private basis
- Egypt Tourist Visa

All prices are quoted under BB basis .

VALID ONLY TILL THE 15TH OF DECEMBER 2023

THE TANTALIZING TURKEY / 4 NIGHTS AND 5 DAYS



**LKR 239,000/-
(PER PERSON)**

Package Inclusion:

- 4 Nights Hotel Accommodation
- All tours mentioned above (including entrance fees, taxes & professional guiding) – SIC
- All transfers required to complete the program (in good model luxury vehicles) – PRIVATE
- Domestic flight tickets

All prices are quoted under BB basis .

VALID ONLY TILL THE 15TH OF DECEMBER 2023

THE MESMERISING MALAYSIA / 4 NIGHTS AND 5 DAYS



**LKR 87,500/-
(PER PERSON)**

Package Inclusion:

- Accommodation for 4 Nights
- Daily Breakfast
- Return Airport transfers by PVT vehicle.
- Tourism Taxes
- Half day City tour on Sic basis
- Sunway lagoon tour on PVT basis with transfers and tickets
- Genting Highlands tour on PVT basis with return cable car ticket, Batu caves photo stop for 30 mins

All prices are quoted under BB basis .

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CONTACT US

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