



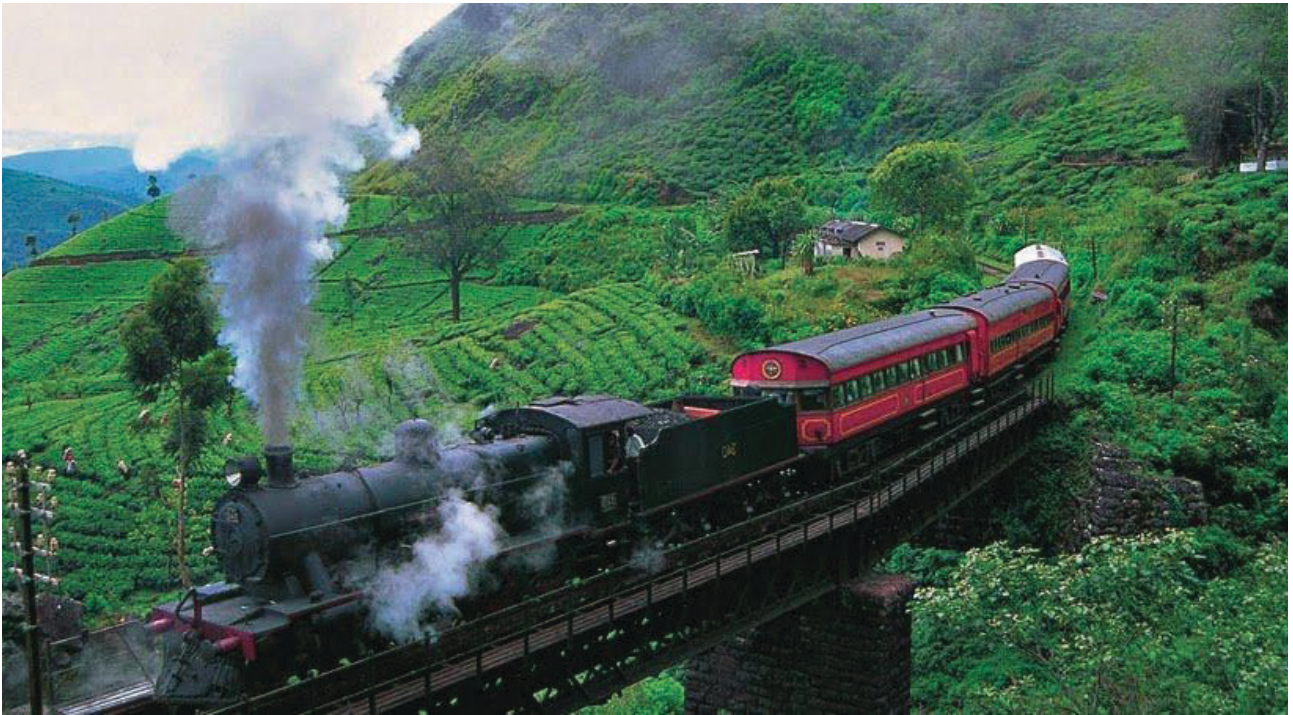
2020

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இலங்கை சுற்றுலா ஊக்குவிப்புப் பணியகம்
சுற்றுலா அமைச்சு

SRI LANKA TOURISM PROMOTION BUREAU
Ministry Of Tourism



ANNUAL REPORT **2020**

SRI LANKA TOURISM PROMOTION BUREAU

Ministry Of Tourism

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About us

Sri Lanka Tourism Promotions Bureau was established under the Tourism Act. No. 38 of 2005 of the Parliament of the Democratic Socialist Republic of Sri Lanka. The Bureau is currently functioning as an entity under the Ministry of Tourism within the purview of the Hon. Minister of Tourism Prasanna Ranatunga.

The Bureau promotes and markets Sri Lanka as a travel destination to both local and global travelers. Sri Lanka Tourism's promotional arm is active in 20 key markets, moots the island's unique natural wealth, historic assets, the arts, architectural marvels, culture and adventure, to charm the global travel community to visit once and many times over, discovering and experiencing every facet of Sri Lanka in its element of diversity.

The spirited teamwork of the Marketing, Public Relations, Advertising and Events divisions of Sri Lanka Tourism Promotions Bureau efficiently carry out well scheduled strategic marketing and promotional activities throughout the year.

Vision

"Establish and position Sri Lanka as the world's most treasured and greenest island destination for tourism"

Mission

"Positioning Sri Lanka as a treasured island destination making as the top of mind destination among the potential global travelers by promoting its beautiful beaches, warm and friendly people, with a strong nature, culture and adventure by offering and raising its profile as an Asian Tourism Icon while making it as the largest foreign exchange earner benefiting the stakeholders of tourism and the people of Sri Lanka."

Board of Directors of Sri Lanka Tourism Promotion Bureau 2020 as at 31/12/2020

Name	Designation	Period
Mrs. Kimarli Fernando	Chairperson	01st January 2020 – 31st December 2020
Ms. Dhammika Wijayasinghe	Board Member	01st January 2020 – 31st December 2020
Mrs. Uma Niranjanan	Board Member	01st January 2020 – 31st December 2020
Mr. R. H. W. Anuradha Kumarasiri	Board Member	01st January 2020 – 31st December 2020
Mr. Maahen Kariyawasan	Board Member	01st January 2020 – 31st December 2020
Mrs. Angeline Ondaatjie	Board Member	01st January 2020 – 31st December 2020
Mr. Nalin Jayasundera	Board Member	01st January 2020 – 31st December 2020
Mrs. Yolande Anne Hansen	Board Member	01st January 2020 – 31st December 2020
Mr. D. Chamin Wickramasinghe	Board Member	01st January 2020 – 31st December 2020
Mr. Dileep Mudadeniya	Board Member	01st January 2020 – 31st December 2020

Senior officers of Sri Lanka Tourism Promotion Bureau as at 31/12/2020

Name	Designation	Period
Ms. Kimrli Fernando	Chairperson	01.01.2020 to date
Ms. Madubhani Perera	Acting Managing Director	06.01.2020 to date
Mr. Dushan Wickramasuriya	Director Marketing	01.01.2020 to date
Ms. Madubhani Perera	Director Public Relations	01.01.2020 to date
Mr Indrajith De Silva	Director Special Projects & Research	02.03.2020 to date
Mr. Prasad Daluwatte	Director Events	01.01.2020 to date
Mr. Anjula Premathilake	Director Finance	01.01.2020 to date
Ms.Shwetha Karunarthne	Director HR & Administration	01.01.2020 to 26.02.2020
Mr. Mihira Liyanarachchi	Acting Director HR & Administration	01.03.2020 to date

OPERATIONAL REVIEWS

Marketing & Promotions

Summary of Tourist Arrivals 2020 - Q1

During the year 2020, the tourist arrivals were limited to the first quarter and there were 507,311 tourist arrivals up to March 2020. The highest number of tourists were generated from neighboring subcontinent India. The visitor numbers that arrived from key markets of UK, Russian Federation, Germany and China are as follows:

Key Markets	Arrivals
India	89,357
UK	55,455
Russian Federation	49,397
Germany	34,507
China	26,147

Other Country Arrivals	252,448
Total Arrivals	507,704

Due to the COVID pandemic, most of the activities planned for the year 2020 as per the Action Plan could not be implemented due to cancellation of many events. The promotional activities carried out by different divisions of SLTPB are as follows.

Sri Lanka Participation at Global Trade Fairs

SLTPB has successfully attended 27 travel and tourism fairs in collaboration with the respective missions during the first quarter of the year. These travel and tourism fairs were a platform for the travel industry of Sri Lanka to showcase all the products and services offered to the travelers. The Trade Fairs were held in USA, Middle East, Australia, Europe and Asian countries.

EUROPE	UK - 2, Germany -1, Italy -1, Denmark -1, Norway -1, Netherlands -1, Luxemburg -1, Belgium -1, Switzerland -1, Finland -1, Czech -1, Spain -1, Estonia -1, Lithuania -1
ASIA	India -3, Thailand -1, Philippines -1, China -1, Japan -1
USA	USA -1
MIDDLE EAST	Dubai (1), Israel (1)
AUSTRALIA	Australia -1

- **Oslo Fair, Norway**

04th-05th January 2020

Norwegian Travel Fair (Reiselivsmessen) is one of the popular and important international meeting places in the Scandinavian region. The annual fair for 2020 was held at Clarion Hotel, “The Hub” in Oslo from 04th to 05th January 2020. This global event attracted over 22,000 visitors, 500 exhibitors and 200 press accreditations.



- **Vakantiebeurs Travel Fair, Netherlands**

15th-19th January 2020

Vakantiebeurs Travel Fair is the largest travel fair in the Dutch market, in which the first two days operate as the trade days and the remaining days as the consumer days. Sri Lanka participated in the 50th edition of the fair in 2020 in which the Sri Lanka pavilion was showcased in an area of 100 square meters, to include a cultural troupe and a tea counter.

An outstanding branding was arranged at the entrance and at the ticket office to capture more visitors to the stall. A total number of 100,797 visitors and 12,925 trade professionals were in attendance and interestingly 1,106 exhibitors from 124 countries participated in 2020.



- **Thai International Travel Fair (TITF), Thailand**

16 - 19 January, 2020

TITF is regarded as Thailand's largest outbound fair, organized by the Thai Travel Agents Association (TTAA) and supported by the Tourism Authority of Thailand (TAT). Sri Lanka participated at TITF 2020 with 12 travel industry members to create awareness and interest among Thai visitors about the existence of a long history of Buddhism in Sri Lanka and specific locations of significance to them. Diversity of other attractions in the island was also highlighted.



- **New York Times Travel Show,**

24 - 26 January 2020

New York Times Travel Show is the largest and the longest – running trade and consumer travel show in North America featuring the travel industry conference, consumer seminars etc. The 17th New York Times Travel Show was held at the Jacob K. Javits Center in New York from 24th to 26th January 2020. 700 exhibitors representing 175 countries and 17 pavillions were participated at the exhibition. According to the organizers, 34,105 travel industry participants attended the show. Out of that 11,041 were from the travel trade and 22,974 consumers.

The Sri Lanka Tourism Promotion Bureau Organized Sri Lanka's participation at the above exhibition. The Embassy of Sri Lanka in Washington DC coordinated organizing of Sri Lanka's participation at the event.



- **Ferien Fair, Austria**

16 - 19 January 2020

Sri Lanka participated at the Ferrein-Messe Wien 2020 travel and trade fair held from 16 to 19 January 2020 in Vienna, Austria. Participation of Sri Lanka companies and financing was facilitated by the Sri Lanka Tourism Promotion Bureau (SL TPB) in coordination with the Sri Lanka Mission in Austria. The Ferrein-Messe Wien is the leading event in travel and tourism sector in Central and Eastern Europe which attracts approximate 800 exhibitors and 200,000 people. The inauguration of Sri Lankan pavilion made by Her Excellency Mrs. Saroja Sirisena, Ambassador and Permanent Representative of Sri Lanka to Austria and lightened up oil lamp in keeping with the tradition in the presence of a large group of visitors and invitees flocked at the Sri Lanka pavilion



- **Vakanz Tourism Fair, Luxembourg**

17 - 19 January 2020

The 29th edition of Vakanz Fair, which is a consumer and a trade fair was conducted under the theme of “Island Destinations” brought together more than 250 travel specialists with thousands of destinations and packages offered in an area of 17,000 square meters of exhibition space.



- **Matka Nordic Travel Fair, Finland**

17 - 19 January, 2020

MATKA 2020, the Largest travel industry event in Northern Europe, fits the whole world into the Messukeskus Exhibition & Convention Centre from 17th to 19th January 2020.

The colourful Sri Lanka booth became one of the main attractions to draw visitors to the fair. The travel exhibition concluded successfully creating awareness about the island nation and its amazing beauty and attractions to the visitors, opening doors of opportunity for Sri Lanka Tourism to enhance the growth of this Market.



- **FITUR, International Travel Fair, Spain**

22 - 26 January, 2020

Spain being a key growth market generating tourists to Sri Lanka, identifying its potential for growth, actions were taken to set up an attractive stall in the FITUR, inclusive of all the tourism products related to the market. Accordingly, this year Sri Lanka Tourism stall was specifically designed to showcase ‘So Sri Lanka’ theme giving much focus on promoting Sri Lankan beaches, wildlife, heritage and culture that are highly favored by Spanish Travelers. A total number of 18 trade participants

attended the show representing Sri Lanka. Embassy of France and Consulate General of Barcelona and SLTPB were the official attendees at the show.



- Destination Travel Show, UK**
30 January – 2 February 2020

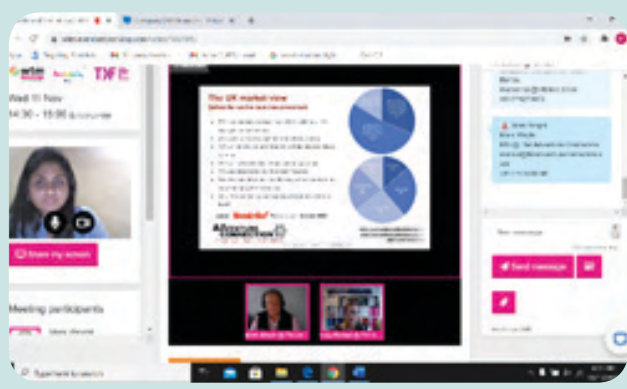
This year SLTPB arranged this fair with the help of the Sri Lanka High Commission in the UK. The fair was held from 30 th January – 2nd February 2020 at Olympia, London. This Consumer fair represented 5 companies from the industry.



- World Travel Market (WTM) Virtual Fair, UK**
9 - 11 November 2020

Sri Lanka Tourism together with the participants from the industry participated in the World Travel Market (WTM) -Virtual- UK Fair 2020. The WTM virtual event which includes online travel conferences and exhibitions was held from 9th November 2020 to 11th November 2020, 7am to 10 pm GMT.

As one of the major events in the tourism industry this year, although the format of the event was different as it is conducted in virtual, WTM Virtual fair 2020 provided live conference sessions and forums which focused on restoring and developing the travel and tourism industry.



- **Outbound Travel Mart (OTM), India**

03 - 05 February 2020

Sri Lanka was able to prove it's potential to attract tourists with its diversity of tourist attractions and as a country of numerous holiday opportunities, at the Outbound Travel Mart (OTM) in Mumbai, India. The Sri Lanka's participation at this event was arranged by Sri Lanka Tourism in collaboration with the Sri Lanka Consulate in Mumbai.

The main purpose of participating at this fair was to promote the destination, as well as to create a platform for the local Industry participants to meet the Indian Travel and Tourism trade representatives through B2B meetings and develop their business partnerships, as well as to meet the travel professionals in India and the Indian media, to gain latest updates on their progress in the tourism field and offer Sri Lanka's services to the Indian counterparts. This has provided more opportunities to increase the number of Indian travel bloggers, journalists, tour operators, and Indian high spenders to Sri Lanka.



- **SATTE, India**

8 - 10 January 2020

SLTPB made its first successful participation for the year 2020 at South Asia's Travel & Tourism Exchange (SATTE) 2020 in New Delhi. The colorful Sri Lanka stall showcased the beauty of the country and a Cultural dance troupe entertained the visitors to their heart's content. A number

of 63 industry members joined SLTPB at this event, to highlight Sri Lanka as one of the world's top travel destinations and encourage more tourist arrivals to Sri Lanka. Sri Lankan Airlines also participated at this event, in order to give more opportunity and recognition.

SLTPB also held a press conference to create awareness among the media and public about its latest promotional activities and plans for 2020.

B2B meetings were also held between the Sri Lankan and Indian counterparts to strengthen the business relationship between the two countries. Indian travellers were most interested in finding out new locations to spend their holiday. The Indian visitors were thrilled to get a cultural experience by the Sri Lankan performers, who showed their supreme skills in performing and entertaining.



- **Cultural Evening and High-Level Networking Session, Philippines**

05 February, 2020

High-Level Networking Session and Cultural Evening was organized prior to the PTAA Travel Tour Expo, under the theme of 'So Sri Lanka - The Resplendent Island'. A delegation of 110 high-level decision makers attended the Networking Session with Sri Lankan industry members.



- **PTAA Travel Tour Expo, Manila, Philippines**

07 - 09 February 2020

PTAA Travel Tour Expo is the biggest annual exhibition to promote inbound and outbound tourism markets in the Philippines. It provides an opportunity to expand our network, connect with visitors and tourism industry people through participants list of PTAA fair and media partners. It opened avenues to create more awareness of Sri Lanka as a tourist destination among Filipinos and foreign immigrants in the Philippines. Five industry members from Sri Lanka also participated.



- **Brussels Holiday Fair, Belgium**

06- 09 February 2020

Brussels Holiday Fair is the largest annual travel fair in the Belgian market which brought together more than 350 exhibitors and 800 destinations. The exhibition space spread over a 35,000 square meter area and attracted over a 100,000 visitors. The Sri Lanka pavilion was glamorous with a cultural troupe and a tea counter beautifully arranged to attract more visitors to the stall during this 62nd edition of the fair.



- **BIT Milan, Italy**

09 -11 February 2020

BIT Milan is the biggest and most recognized travel fair in Italy, an event that is also influential with more than one hundred conferences, seminars and B2B meetings held on the latest industry trends. The Sri Lankan tourism trade was represented by key travel agents and tour operators who took part at the exhibition from the Sri Lankan travel trade. Tourism officials and Embassy Officials had discussions to hold the Annual General Meeting of Italian Travel Agents Association (ASTOI) in Sri Lanka this year in 2020.



- **International Mediterranean Tourism Market (IMTM), Israel**

11- 12 February 2020

Sri Lanka Tourism Promotion Bureau organized Sri Lanka's participation at the 26th International Mediterranean Tourism Market (IMTM) 2020 in collaboration with the Embassy of Sri Lanka in Tel Aviv which was held at the Expo Tel Aviv International Convention Centre, Israel.

The IMTM is the largest professional tourism exhibition hosted by Israel under the auspices of the Ministry of Tourism of Israel. It is regarded as a meeting platform for tourism professionals and service providers from the global tourism industry, which promotes incoming, domestic and outgoing tourism. It is also an opportunity to strengthen cooperation among tourism bodies around the world.

The IMTM 2020 brought together tourism professionals and representatives from over 50 countries. They included regions of Asia Pacific, Africa, Europe and the Americas. The SLTPB is a regular annual participant at the IMTM with the assistance of the Embassy of Sri Lanka in Tel Aviv.



- **World Travel Show, Prague, Czech Republic**

13 - 16 February, 2020

Holiday World is one of the important tourism and travel event in the Czech Republic and in the Central European Region. The Consulate General of Prague participated at this year's fair with local travel agencies. Czech market achieved a year on year 19% growth rate during 2019, recording nearly 20,000 travelers from the market.

The Sri Lankan travel agents offered a range of new tourist experiences and the most up-to-date offers of the Sri Lankan travel itineraries to the visitors at the stall. Many media journalists, bloggers and other travel agents and tour operators visited Sri Lanka's stall during the 04 days of the show.



- **Danish Travel Show, Denmark**

21- 23 February 2020

The Danish Travel Show which is Scandinavia's largest consumer holiday fair has been taking place every year since 1998 and was held from 21 to 23 February 2020 in MCH Exhibition Center, Herning, Denmark. At the 2020 holiday fair there were 1,100 exhibitors in 13 exhibition halls, representing 45 different countries and offering travel experiences to several hundred exciting destinations. Sri Lanka stood out as a country of diversity, color and creative flair.



- **CMT Germany**

11 -19 January 2020

CMT 2020, The Holiday Fair in Stuttgart, Germany was held from 11-19 January 2020. Sri Lanka was presented to a travel oriented audience around 300,000 visitors at CMT travel show. There were 2,161 exhibitors from around 100 countries and 360 regions and cities presented their travel and tourism related products.

Sri Lanka stand was vividly presented along with Ceylon Tea serving counter, Sri Lanka food serving counter, photo booth and Sri Lanka cultural performance. Sri Lanka got the opportunity to perform at the atrium stage and stole the limelight at the event. Sri Lanka branding was carried out at all the key entrances to the venue.



- **FESPO Zurich, Switzerland**

30 January – 2 February 2020

FESPO 2020 was held from 30 Jan – 2 Feb 2020 in Zurich, Switzerland. FESPO is a consumer fair in Zurich with the participation of more than 250 destinations of 600 exhibitors promoting their tourism products. Sri Lanka winning the limelight at the fair attracted a lot of visitors. The dance performance, food serving counter and the Ceylon Tea serving counter enabled to highlight Sri Lanka stand from among the competitor destinations.



● TOUREST 2020, Estonia

Estonia's biggest travel and trade fair **TOUREST** is also the oldest in the Baltic countries that has been organized by the Estonian Association of Travel Agents and Tour Operators (ETFL) since 1991. It covers all the main travel segments, offering an efficient platform to meet the travel-hungry consumers face to face.

TOUREST 2020, organized for the 29th time, had 26,863 visitors, who had a great opportunity to get familiarized with the 473 exhibitors from 32 countries. The Sri Lanka pavilion was declared open by Ambassador of Sri Lanka in Lithuania Sudantha Ganegama Arachchi who resides in Sweden and Honorary Consul for Sri Lanka in Estonia Vallo Paal, Jagath Perera - Marketing Officer Sri Lanka Tourism Promotion Bureau and representatives of Sri Lanka Travel Trade were in attendance.



● ADVENTUR Tourism Fair, Lithuania

24 January 2020 (Trade Day)

ADVENTUR is the largest specialized tourism exhibition in the Baltic States, which brought together representatives of tourism from Lithuania and foreign countries. Further, it opened new destinations and routes for trip adventurers. In 2020 there were a record high number of exhibitors. 29,500 people visited the fair with more than 320 exhibitor representations.

The Sri Lanka booth became one of the cynosure of all eyes at the fair. The colorful stand depicted tourism product themes which were Pristine, Essence, Heritage, Wild, Thrills, Heritage, Festivals and Bliss, highlighting main tourist attractions of the island.

The opening ceremony of the Sri Lanka stand was held on the first day, January 24, 2020 which is the trade day. The Sri Lanka Stand was declared open by Ambassador of Sri Lanka to Lithuania with residence in Sweden, Sudantha Ganegama Arachchi and Honorary Consul for Sri Lanka in Lithuania Elijus Burgis and representatives of Sri Lanka Tourism and representatives from the travel trade.

Several thousands of prospective travelers to Sri Lanka, media personnel, journalists and tour operators visited the Sri Lanka pavilion to obtain information on tourist attractions, specifically Ayurveda and to taste Sri Lankan tea.



- **China International Travel Mart - virtual fair, China**

16 - 18 November 2020

Sri Lanka participated at the virtual version 5 of China International Travel Mart (CITM - 2020) which was held from 16 to 18 November 2020 at Shanghai New International Expo Centre, China where the first two days of the fair were open to the trade and the third and final day was open to the public. The ingenuity of trailblazer tribes, leads with innovation, this time with a virtual travel fair – probably a global first of its kind, leading the fray.

Sri Lanka was present together with all other participating co-exhibitors, actively conducting B2B travel business with global buyers.

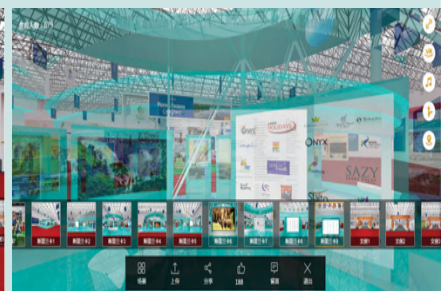
This online exhibition was accessible for six months for 84 Sri Lankan travel and hospitality businesses who gained access through registration with SLTPB at the onset. The organizers voiced optimism that through the addition of more and more travel agents from China, the travel businesses participating from all over the world are expected to reap more business from China.



China International Travel Mart - Virtual Fair



SLTPB Stall - CITM



Virtual Experience - CITM

Trade Familiarization Tours

- **Familiarization Tour from UAE**

13 - 19 February 2020

SLTPB in collaboration with Sri Lankan Airlines organized a destination tourism promotional familiarization program in order to enhance awareness on products of Sri Lanka among UAE Tour operators by hosting 8 high profile Travel agents/Tour Operators from 13 to 19 February. A workshop and B2B meeting was held on 19 February. Presentations were made by representatives from three Tourism Associations namely, SLAITO, THASL, and ASMET.



- **Familiarization Tour from Sweden**

09 - 14 March 2020

SLTPB and the Sri Lanka Embassy in Sweden in collaboration with Emirates organized a trade familiarization tour program for nine Swedish travel agents on a 6-day tour in March in order to enhance awareness on products of Sri Lanka among the Tour operators.



- **Underground Advertising Campaign, London, UK**

Sri Lanka Tourism Promotion Bureau carried out an Underground Advertising Campaign in London UK for three months in 10 stations (From January 2020 to March 2020). The campaign was carried out in 10 stations in London and the total number of advertising panels were 18.



Activities organized by Sri Lanka Overseas Missions

- **Independence Day celebration in UK**

Sri Lanka High Commission

Sri Lanka High Commission located in London organized a 72nd Independence Day celebrations in London, UK. The reception was centered on promoting Sri Lanka as a tourism destination among 220 attendees, consisting of members of the House of Lords, House of Commons, British government officials, business community, media and travel agents. SLTPB supported this event by organizing the Sri Lanka food festival and entertainment to add color to the event.



- Tourism Networking Session in UAE**
Held in Dubai and Abu Dhabi

This event was attended by many dignitaries, diplomats, government officials and decision makers from the Tourism sectors, Travel Agents including the Sri Lankan community. A wide media coverage was received.



- Press Conference in Japan**
Key Japanese Media participation

Sri Lanka Mission organized the Fukuoka Travel Symposium from 08 - 09 February 2020 and also a Press Conference on 12 February 2020 in Tokyo attended by over 70 media personnel and travel agents.



- Culinary Celebration & Kite Festival - Austria**
World Children's Day with Sri Lanka Mission

The Sri Lankan Embassy in Austria, together with the Sri Lanka Tourism Promotion Bureau (SLTPB) celebrated World Children's Day on October 1, 2020 in style, with an attractive kite festival with the participation of children of Austria and Sri Lankan children living there. It was held in Steinhofgrunde, Vienna.

The celebrations enabled to bring out creativity inherent in children to actively participate in painting kites expressing their impression of Sri Lanka.

The Steinhofgrunde Park in Vienna is a famous venue for outdoor children's activities and this event attracted a large number of local Austrian nationals at the venue. The event was enjoyed by both young and adults alike, having the opportunity to engage themselves. The visitors also had an opportunity to taste Sri Lankan refreshments adding flavor to this event.



- **Online Roundtable Discussion - Russia**
Hosted by the Association of Russian Tour Operators

With the invitation of the Association of Russian Tour Operators the Embassy of Sri Lanka in Russia participated in a round table discussion held on July 9, 2020 in Moscow. More than 260 Russian Tour Operators and Tourism Representatives from the industry along with Media were gathered at this discussion.

- **Nile TV goes global for Sri Lanka - Egypt**
Sri Lanka Tourism woos the Mediterranean traveler

Sri Lanka Tourism, as one of its initiatives to promote the island destination on social media and virtual platforms shared engaging content of its many attractions and resources turning the pandemic to an opportunity. As result of this effort, Sri Lanka Tourism was able to participate in a destination promotional programme on Nile TV International Channel, with the guidance of the Sri Lanka Embassy in Cairo, making the most of this unique opportunity to directly woo the Mediterranean traveler.

The purpose of this collaboration was to encourage Mediterranean travelers to engage with brand Sri Lanka virtually and have a positive experience that would keep Sri Lanka on top of mind as their 'must visit' destination once it's borders open for visitors.

The programme conducted an exclusive interview with the Chairperson of Sri Lanka Tourism, Kimarli Fernando, hosted by Taghreed Hussein, a celebrated host on Egypt's Nile TV, on November 9, 2020.

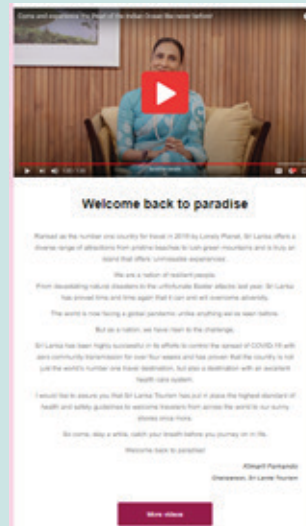


Ms. Taghreed Hussein interviewing Ms. Kimarli Fernando, Chairperson Sri Lanka Tourism, on the live programme via Skype

● “We love Travel” Forum – Germany

Online Travel Forum

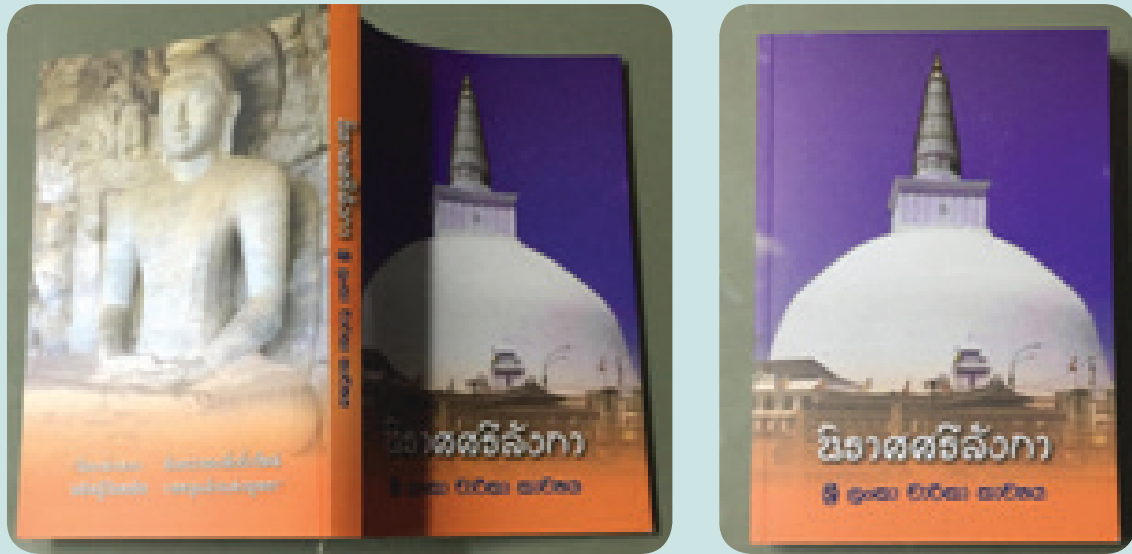
Sri Lanka was represented at “We Love Travel’ Online Travel Forum held from 16 - 18 October 2020 by Sri Lanka Embassy, Berlin. E-newsletters (German language) were circulated among German Tour Operators, Travel Agents, German Media with Tourism related updates during Covid 19.



- **Promotion of Buddhist Trails of Sri Lanka - Thailand**

Through Thai Travelogue

SLTPB supported in publishing a Travelogue named “Sri Lanka Charika Kavya” written by Ballohb Kritayanavaj, a renowned writer with Thai readers with the aim of promoting Sri Lanka’s heritage to the vast Buddhist community in Thailand.



Tourism Webinars

Sri Lanka Tourism carried out Webinars in key markets in collaboration with the Sri Lanka missions overseas and the key associations namely, SLAITO, THASL and ASMET. The purpose of the webinars, was to communicate to key International Media and Tour Operators on the following:

How Sri Lanka has successfully managed the effects of a global pandemic collaborating with Ministry of Health and what steps have been taken to ensure safety of tourists arriving in Sri Lanka in a post COVID 19 environment.

How technology savvy Sri Lanka is creating a greater, broad-based awareness on the diversity and unique characteristics of the destination and presenting its incomparable tourism products to the global travel loving community, branding Sri Lanka as a preferred holiday destination.

To communicate this strategic two-pronged message, SLTPB proactively arranged Webinars in key markets of Russia, UK, Australia, India, Pakistan, Norway, Sweden and the Baltic Regions.

Russia

A Webinar was hosted by the Association of Russian Tour Operators (ATOR) via their online platform on August 21, 2020. A team of 126 Tour Operators and Travel Agents were registered from six countries including Russia, Ukraine, Belarus, Georgia, Uzbekistan and Iran covering twenty-three cities.

The program concluded with a Q&A session, during which a wide range of questions were raised specifically by Russian tour operators, mainly concerning the COVID 19 guidelines and Satisfactory answers were forwarded by SLTPB.

Key presenters at this Webinar were H.E. the Ambassador of Sri Lanka to the Russian Federation, Prof. M.D. Lamawansa, Chairperson of the Sri Lanka Tourism Promotion Bureau (SLTPB) Ms. Kimarli Fernando, together with Dushan Wickramasuriya, Director (Marketing), Mahen Kariyawasan, Chairperson of the Sri Lanka Association of Inbound Tour Operators (SLAITO), Sanath Ukwatte, Chairperson of the Hotel Association of Sri Lanka (THASL), Mervin Fernandopulle, Former President of the Association of Small and Medium Enterprises in Tourism (ASMET) and also Demyan Smilevets, Head of the International Cooperation Department of the Russian Federal Agency for Tourism (Rosturizm).

Scandinavian Region

The Tourism Webinar for the Scandinavian region was hosted on the PATA platform with the participation of the PATA CEO Dr. Mario Hardy, H.E the Ambassador of Sri Lanka to Sweden, Denmark, Estonia, Latvia and Lithuania Sudantha Ganegama Arachchi, H.E the Ambassador of Sri Lanka to Norway and Finland Godfrey Cooray, Chairperson of Sri Lanka Tourism Promotion Bureau Ms. Kimarli Fernando and heads of PATA Sweden Chapter, ANTOR Norway and Sri Lanka tourism association heads of THASL, SLAITO and ASMET.



UK

Reputed media from the UK participated, which was hosted on the platform of ANTOR (Association of National Tourist Offices and Representatives). Leading and celebrated journal publishing houses such as Wanderlust, Travel Bulletin, Green Traveler Productions, BMI Publishing, Selling Travel, TTG Media and Culture Trip etc. were in attendance at the Sri Lanka Virtual stand showing a deep interest in getting an update on the current situation in the island.

“ANTOR meets the media” is an event which has been hosting 100 plus media in a workshop format in London for the past 30 years. This year the event was in virtual format which has provided them the opportunity to widen their net of guests, inviting travel media from the UK to meet the members virtually face to face. Appointments were also made ahead of time with the media, sanctioning 20 minutes for each event, enabling a multiple number of media meetings within an approximate 6-hour long invaluable time span.

Participation enabled Sri Lanka to approach travel media directly creating awareness on Sri Lanka’s extent of safety measures set apart in preparation for tourist arrivals once the country reopens to welcome travelers endorsing the significance of safety and concern, enough to retain Destination Sri Lanka on top of the mind of travelers.



Australia

Sri Lanka Tourism Chairperson Kimarli Fernando spoke on Sri Lanka's destination readiness and innovation in a new era at the Webinar on November 05, 2020 as the Guest Speaker, coordinated by the Consulate General of Sri Lanka in Sydney, Australia, in collaboration with Sri Lanka Tourism Promotion Bureau.

This was one in a series of worldwide webinars organized and moderated by Julie King, CEO of Julie King Associates, Australia and a Board Member of the Council of Australian Tour Operators (CATO), under a new global platform (bonailie.world/webinars), presenting a 'collaborative solution' for global tourism disrupted by COVID-19. This series is intended to challenge the new normal with innovation to positively shape the future of the tourism industry.

Sri Lanka Tourism chairperson elaborated on the timely action and dedicated adherence to health guidelines by both people and government of Sri Lanka, though it affected the tourism industry to the extent of Airport closure when the first victim of Coronavirus was found.



Webinar Series:
Tourism in the New Era

Date:
Thursday 5 November 2020

Special Guest Speaker:
Kimarli Fernando
Chairperson
Sri Lanka Tourism

BONAILIE

bonailie.world/webinars

Pakistan

Webinar with Pakistani tour operators from Islamabad, Karachi and Peshawar on 12th August, 2020 to explore the opportunities to promote tourism between Sri Lanka and Pakistan.

Public Relations

Visiting Blogger Program (VBP)

Visiting Blogger Program conducted by SLTPB kicked off promotions aggressively for the year 2020 despite threats from Corona Virus to the global travel community by welcoming 29 high-profile International Travel Bloggers and Travel Influencers together with their Content Supporters in February to experience the “So Sri Lanka” feeling and endorse the island as one of the safest holiday destinations in Asia.

The Influencer group included the first-ever Family Travel Bloggers hosted under this Program. Their arrival proved a valid point in ensuring and endorsing the extent of safety measures Sri Lankan authorities have put in place and follow.

During the global lockdown period Sri Lanka Tourism engaged with travel bloggers, who were already here engaged under the Travel Influencer Program with a strong Social Media following from key source markets worldwide. This campaign expects to eliminate any travel hesitancy in selecting the island as a preferred, Safe Travel Destination, once the doors open for international tourist arrival. Global travel seeking audience is a 6 Million combining 8 key source markets including UK, Australia, Germany, India, Switzerland, Norway, USA and Canada.

The travel influencers have created over 540 posts on various travel blogs and popular social media platforms during the COVID 19 pandemic lockdown in the global arena. Their estimated overall engagements counted a massive 2,590,000 as of August 10, 2020. The total commercial value of this combined promotion is equivalent to LKR 30 Million.

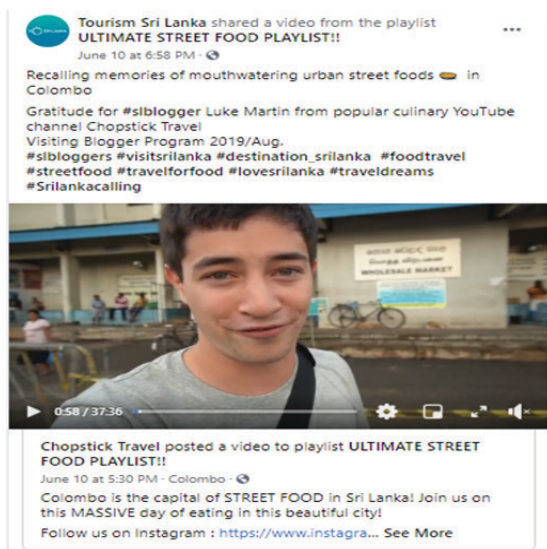
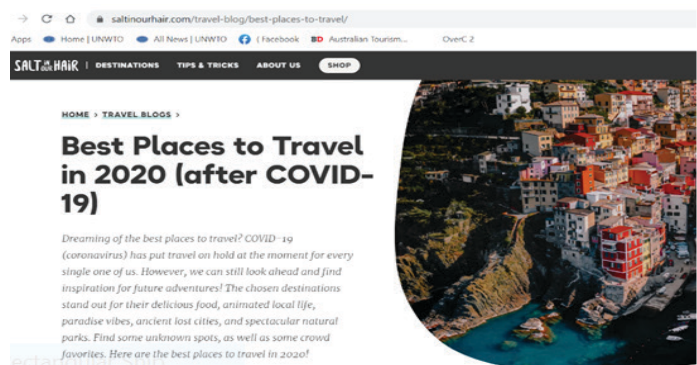


Travel Influencer Campaigns focusing on Key Source Markets

It was strategically planned to steer a content driven Influencer Campaign for destination Sri Lanka by targeting key source markets mainly including UK, Europe and India among other key source markets of Australia, Canada and USA.

Creating a Digital Promo Video on Sri Lanka remains “Still Safe & Fun”

To showcase Sri Lanka destination as “Still Safe & Fun,” Social Media focused promotional video was created to launch once the country announces the reopening for international tourists post COVID. This dedicated video will be shared among all social media platforms, international travel influencers, Digital Media and industry stakeholders, to convey a global message “It’s Still Fun & Safe to travel in Sri Lanka.”



2. Sri Lanka

The endless beautiful sights of Sri Lanka deserve a top spot in the best places to travel. Spend at least a few weeks traveling, taking stunning train rides that go through dewy tea plantations, green mountains, and dense jungle. Next, switch from the train to an open-top jeep, and go on a [safari in Sri Lanka](#) at one of the many rich national parks - home to leopards, monkeys, and elephants.



Visiting Journalist Program (VJP)

Visiting Journalist Program 2020 (Jan-June)						
No	Media	Viewership/Readership (per day/ week)	Expected Publicity/Air time	Name Of Tv Programme/ Article	Date of publication	Media Value (LKR)
01	ITV – UK (4 pax.)	2,000,000 views	3 Sri Lanka Episodes (24 minutes Air time)	This Morning	January 2020	112 million
02	The Korea Travel Times (2 pax.)	50,000 copies	10 pages	Sri Lanka Eco & Nature	Mar-Apr 2020	3.6 million
03	DOCMA TV Germany	500,000 views	19 Minutes Air time	Wildlife	TBC	16,500,000



VJP Hosts 10 Media Personnel in Sri Lanka

Sri Lanka Tourism Promotion Bureau (SLTPB) kicked off its international media promotions for 2020, by collaborating with British mainstream TV channel ITV-UK. Under the Visiting Journalist Program, SLTPB was invited to ITV's flagship daily morning program called "This Morning Show" series in Sri Lanka from 5 – 11 January 2020.

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Film Tourism Promotion

Under the Film Tourism promotions, Sri Lanka Tourism Promotion Bureau attended India's leading film location fair 'India International Film Tourism Conclave' (IIFTC 2020) which was held in Mumbai, India. The main purpose of participating at this event was to promote Sri Lanka as an ideal film location and further develop Sri Lanka as a film tourism hot spot to cater for the overall Indian Cinema.

Some of the high profile film directors who were present at the event visited Sri Lanka Tourism's promotional stall located at the event. With the participation over 20 other competitive destinations,



Sri Lanka Tourism was in the limelight showcasing beautiful locations of the paradise island that would suit for film productions.

The destination presentation conducted by Sri Lanka Tourism took the attention of all the other competitors. Leading International Film Production Houses in Sri Lanka joined hands with SLTPB for this lucrative destination promotion.

Tourist Information Centers (TIC)

Installation of a 1912 Tourism Call Center System for SLTPB



Represent World Tourism Day National Celebration

Sri Lanka Tourism Information Counter at INNEX Exhibition organized by Ministry of Tourism, Central Province at Kandy City Centre from 25- 27 September -World Tourism Day National Celebration 2020



Operating Information Help Desk - Onboard Passenger Vessels

No.	Date	Name of Passenger Vessel	Cruise Line	Country of Origin	No of Passengers
01	14/01/2020	Costa Victoria	Costa Cruises	Italy	2200
02	28/01/2020	Costa Victoria	Costa Cruises	Italy	2200
03	04/02/2020	Sun Princess	Princess Cruises	Bermuda	2200
04	05/02/2020	Queen Mary 2	Cunard Line	Bermuda	2800
05	11/02/2020	Costa Victoria	Costa Cruises	Italy	2200

Local Media

Number of Press Releases -28 Press Releases

Sri Lanka named as Asia's best destination for Wildlife tourism at Top Asia Corporate ball 2019, and selected for the 20 best places to visit in 2020" by CNN Travel



Number of Newsletters -January E - Newsletter : https://srilanka.travel/news_letter_january_2020/

Advertising

Live streaming of wildlife at national parks of Sri Lanka

SLTPB carried out several live video streaming sessions showcasing the tourism destinations (Yala, Minneriya, Kaudulla, Udawalawa) continuously during November 2019 and Promotion of the live stream via multiple online channels.

Appointing an Agency for Social Media Marketing and Content creation

The expected goal of the program is to contribute towards achieving objectives of the marketing plan by modifying perceptions and make the awareness of Sri Lanka as a tourism destination in the target markets through social media platforms (Facebook, Twitter, Instagram and Youtube)

Purchase of high resolution images and video rushes to enhance the existing content library of SLTPB.

Advertising with key news channels) such as BBC World News, CNN and CNBC on complimentary basis.

Channel	Duration	No. of Spots	Campaign Media Value
CNBC	15/ 09/2020 - 15/12/2020	84	US\$ 100,506
CNN	(4 weeks) July 2020	3360	US\$ 453,100
BBC	01/06/2019 to 30/06/2020	375	US\$ 275,687.50

CNBC

CNBC the world's leading channel for consumer and business news, extended their support to Sri Lanka Tourism by providing USD 100,000 worth of advertising on CNBC, gratis.

The complimentary advertising opportunity was offered in an effort to promote and uplift the Sri Lankan tourism economy. The tourism promotional campaign for a period of 3 months, commencing mid-September on CNBC in Asia, Middle East and Europe.

BBC

Sri Lanka has been highly successful in its efforts to control the spread of COVID -19 proving that the country is not just the world's number one travel destination, but also a safe destination with an excellent health care system.

As one of the leading media giants in the world, BBC extended its valuable support to Sri Lanka Tourism during this challenging time, by entering into a no –cost partnership with the Sri Lanka Tourism Promotion Bureau (SLTPB) through a comprehensive advertising campaign.

As a result, the campaign was launched in June 2020 with a coverage of 375 spots on 30 second commercials for a period of one month and were aired in South Asia, Asia Pacific, Middle East, North America and Europe news feeds of the BBC Network, (both Digital and TV).

The high visibility destination marketing campaign was a result of the long standing partnership with the media platform and a testament to Sri Lanka's proactive guidelines and protocols that have been put in place to provide travelers from across the world a 'safe and secure' experience in a post COVID 19 environment.

SLTPB Owned Social Media Channels and follower base

Channel	Analytics	Link
Facebook	232,000	Tourism Sri Lanka
	Page Likes	https://www.facebook.com/tourismsrilanka.gov.lk/ Sri Lanka in My Eyes https://www.facebook.com/srilankainmyeyes/
Twitter	15,900 Followers	https://twitter.com/tourismlk
Instagram	40.3K Followers	https://www.instagram.com/destination_srilanka/
YouTube	8,787 Current Subscribers	https://www.youtube.com/user/srilankatravelvideo

Print Media Advertising

Advertising was carried out in 15 International print magazines in 10 countries as follows:

Country Name	Magazine Name
Sweden	Vagabond Magazine
Australia	Signature Luxury Travel Magazine
	International Traveler Magazine
India	Outlook Magazine
	India Today Magazine
Netherland	National Geographic Traveler Magazine
	Azie Down Under Magazine
UK	Wonderlust Magazine
Germany	Reise & Preise Magazine
Italy	Dove Magazine
USA	AFAR Magazine
Middle East	Danata World Traveller Magazine
	TravTalk Middle East Magazine
Russia	National Geographic Russia Magazine
	Traveller Russia Magazine



Surfing Nationals Championships 2020 - Hikkaduwa

SLTPB together with Surfing Federation of Sri Lanka organized Surfing Nationals Championships in Hikkaduwa on March 15, 2020, to promote surfing as a sport among the local community. Through the event, huge media value was gained for Sri Lanka which attracted foreign tourists while promoting and positioning Sri Lanka as a popular sports tourism destination.



Dilango Racing - Lamborghini Super Trofeo Europe 2020 Championship

Sri Lanka Tourism Promotion Bureau, sponsors Dilantha Malagamuwa for Lamborghini Super Trofeo Europe 2020 in Spain on October 11, 2020, Belgium on October 24, 2020 and France on November 15, 2020 with the singular objective of destination promotion and attracting high-end tourists from worldwide.



Sponsorship provided for Perahera

Sri Lanka Tourism Promotion Bureau provided sponsorships for Duruthu Perahera, Nawam Perahera, Kandy Esala Perahera and Ruhunu Katharagama Perahera to showcase the Sri Lankan Culture to the world by promoting via Digital Media strongly due to the Covid – 19 situation.

New Product Development

Ramayan Campaign

Considering the opportunity available in capturing the lucrative Indian tourist market to Ramayan sites the following activities were carried out.

- A full day Training Program on Ramayan was organized in February for 94 Travel Agents from the Industry and Tour Guides who had interest in promoting this niche segment. This was conducted by S Kalaiselvam who is the Founder of Ramayan Yathra in Sri Lanka.
- Two field visits were undertaken in January to Nuwara Eliya, Kathargama, Chilaw, Mannar Nallur, Jaffna, and Trincomalee to identify suitable places for the planned Ramayan festival in June which was postponed due to the pandemic.
- A committee was set up including SLTPB officials and Travel Industry representatives to prepare a plan in promoting Ramayan Trail which include Website development, formulation of packages, training and Promotions.
- An Online Training Program for 8 days was conducted by Mr. Bala Sankurathri author of “My Name is Ravana” to the Travel Guides who are handling Ramayan Tours in Sri Lanka and successful participants were awarded certificates.



Buddhist Trail Promotion

- A Committee was formed with the travel industry to develop an action plan for Buddhist Trail promotion including a website development, promoting packages through Master card and holding a Wesak Festival which was postponed due to the pandemic.
- The live Webcast of the final two Randoli Peraheras of Sri Dalada Maligawa in the Thai Language by a professional Thai Narrator (Lalitha Boonpriwan) .
- Translating the Buddhist Trail website into Thai Language



Content Development Project

NPD division had collected around five thousand places of tourist attractions to create image and video gallery with written content as a promotional tool of Sri Lanka Tourism. As an initial stage, SLTPB conducted the first evaluation session with six well experienced Tour Guides of Tour Guide Association who prioritized the main attractions in Sri Lanka to develop the content micro site.



Free advertising opportunity in a new Travel platform

eXPLOREpLACES is a newly formed Australian based Travel Platform having 39 million worldwide visitors. It provides Travel information in video format to promote destination tourism products. It offered a free advertising opportunity to the Sri Lanka Tourism Industry worth AUD 21,000 for six months. Sri Lanka Tourism used this opportunity to enrich the digital presence of Sri Lanka.



Cruise Development

A Meeting was conducted with Cruise operators in promoting cruise tourism post pandemic. A City map of Colombo was developed for the benefit of passengers who disembark in Colombo for tours. Created a promotional video on cruise tourism.



Support in promoting Srilankan Handicrafts

As an initial step, Nattaranpotha village (Kalapuraya) in Kandy was selected to promote by developing a dedicated web site with photographs and videos of each craftsman who are involved in the crafts industry.



Couch Safari Live-Streaming Campaign

SLTPB live-streamed the four National parks in Sri Lanka from 2 of November to 13 November 2020. Sri Lanka Tourism engaged prospective travelers through 'wildlife streaming programs' by sharing engaging content of our many attractions and resources through social media.

Overall, the campaign generated over 22.5 million impressions, over 2.3 million video views and generated over 46,000 clicks.

- Sri Lanka Tourism Facebook page got 3,601 organic page likes during the period.
- Sri Lanka Tourism Instagram gained 1,333 followers and a net follower growth of 386.
- Twitter follower growth was at 305 during the period.

Overall the successful Couch Safari campaign helped increase the reach and engagement of Sri Lanka Tourism Facebook page, compared to the pre campaign period.

- Over 4000% increase in video views
- Over 3000% increase people reach
- Over 400% increase in engagement



Special Project

2nd BIMSTEC Network of Tour Operators Meeting 8 - 9 December 2020

Sri Lanka was the Host country for the 2nd BIMSTEC (Bay of Bengal Multi Sectoral Technical and Economic Cooperation) Network of Tour Operators meeting which was held on December 8 and 9 2020 as a virtual meeting at SLITHM with the participation of other member states (Bangladesh, Bhutan, India, Myanmar, Nepal and Thailand).

Sri Lankan delegation was headed by Waruna Samaradiwakara, Additional Secretary who was the chair of the meeting and comprised five members each from SLAITO, TAASL and ASMET. Secretary to the Ministry of Tourism was the Chief Guest and deliberations were made on key subjects such as BIMSTEC branding, Information Centre and BIMSTEC funding, Regional cooperation in Buddhist and Temple Circuits, Eco & Adventure Tourism and Cruise Tourism. Celebrated Travel Magazine.



International Endorsements – 2020

Condé Nast woos Sri Lanka as the World's #2 Top Destination

Condé Nast Traveler Middle East edition featured Sri Lanka as the #2 Top Destinations to visit in its February Issue 2020. It has a global readership from the luxury and upper crust segment of travelers. It featured 20 top destinations and Mediterranean Italy being featured as the best destination while the diminutive island in the sun with a huge diversity of fascinating assets geared to lure the most discerning global traveler was a close second in line.



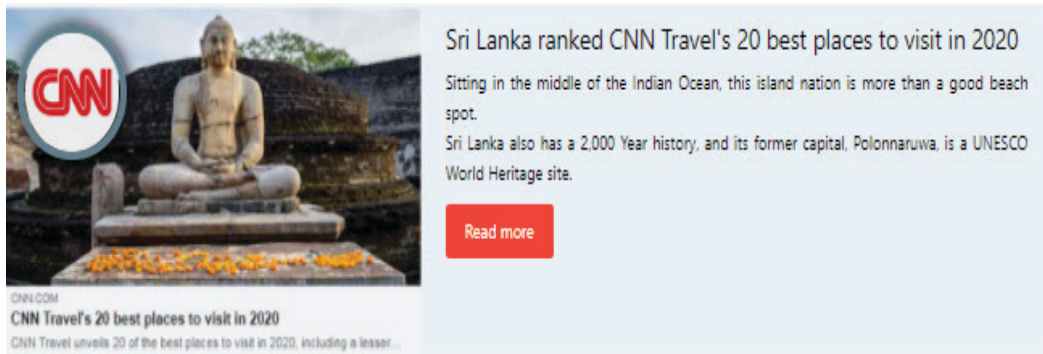
Sri Lanka featured as one of the Top Destinations to Travel in February 2020 by Condé Nast Traveller Middle East!

After a dip in tourism following the Easter 2019 attacks, Sri Lanka's tourism is slowly on the increase again. A four and a half hour flight from Dubai, the south and west coast of the island in the Indian Ocean is basking in sunshine during February, making it the perfect time to visit from the UAE. Beautiful beaches, friendly locals and famous tea trails - this is the place to head in February to switch off.

[Read more](#)

CNN Travel ranks Sri Lanka a Best Places to Visit in 2020

Sri Lanka was endorsed by CNN Travel as one of 20 Best Places to visit in year 2020 and it carried an interesting feature on the attractions that lure tourists to Sri Lanka. It highlighted Sri Lanka's heritage, assets, beaches among other enticements that keep visitors drawn to its shores from all four corners of the planet.



ECONOMYNEXT – Sri Lanka has been named the best country in the world to visit this year, after Italy by readers of [Conde Nast Traveller](#), a US based travel publication, which also named SriLankan Airlines among the top airlines to fly.



Financial Statements

Year 2020

SRI LANKA TOURISM PROMOTION
BUREAU

SRI LANKA TOURISM PROMOTION BUREAU STATEMENT OF FINANCIAL POSITION

AS AT 31ST DECEMBER 2020

	Note	2020.12.31 Rs.	2019.12.31 (Restate) Rs.
ASSETS			
Current assets			
Cash and cash equivalents	3	428,028,570	478,959,995
Short term Investment		3,242,414,339	3,200,000,000
Receivables	4	462,775,451	295,381,038
Advances	5	96,797,163	119,656,684
Prepayments	6	8,431,173	12,547,240
Employee Loans	7	12,289,399	8,389,404
Inventories		34,105,889	23,167,289
Total Current Asset		4,284,841,984	4,138,101,650
Intangible Assets			
Computer Software		2,744,844	1,625,244
		2,744,844	1,625,244
Non-current assets			
Property, Plant and Equipments	8	61,030,153	56,343,529
Gratuity Investment		15,492,028	12,539,777
Total Non Current Asset		76,522,181	68,883,306
Total Assets		4,364,109,009	4,208,610,200
LIABILITIES			
Current Liabilities			
Funds Received in advance	9	225,000	16,258,050
Deposit payables	10	28,267,230	3,086,050
Employee benefits	11	18,469,374	14,986,829
Accrued expenses and Creditors	12	70,903,783	333,772,978
		117,865,387	368,103,907
Non-current liabilities			
Vehicle Lease		9,571,850	12,361,928
Total liabilities		127,437,237	380,465,835
Net assets		4,236,671,772	3,828,144,365
NET ASSETS / EQUITY			
Capital contribution		33,069,157	33,069,157
Accumulated surpluses / (deficits)		4,203,602,615	3,795,075,208
Total Net Assets / Equity		4,236,671,772	3,828,144,365

The Director Finance certifies that the financial statements have been prepared in compliance with the requirements of the Sri Lanka Financial Reporting Standards, Finance act No. 38 of 1971 and Sri Lanka Tourism Act No. 38 of 2005.

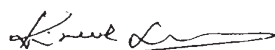


Director Finance

Sri Lanka Tourism Promotion Bureau

The Board of directors is responsible for the preparation of these Financial Statements.

These financial statements were authorized by the Board of directors on 24.02.2021



Krimarli Fernando

Chairperson

Sri Lanka Tourism Promotion Bureau



Board Member

Sri Lanka Tourism Promotion Bureau



Board Member

Managing Director (Actg)

Sri Lanka Tourism Promotion Bureau



Board Member

Sri Lanka Tourism Promotion Bureau

SRI LANKA TOURISM PROMOTION BUREAU
STATEMENT OF FINANCIAL PERFORMANCE
FOR THE YEAR ENDED 31ST DECEMBER 2020

	Note	2020.12.31 Rs.	2019.12.31 (Restate) Rs.
Revenue			
Embarkation Levy		342,652,457	1,462,505,945
Tourism Development Levy		378,331,951	659,304,225
Other revenue	13	315,575,645	403,350,978
Total Revenue		1,036,560,053	2,525,161,148
Expenses			
Wages, salaries and employee benefits	14	94,177,884	104,896,969
Supplies and consumables used	15	29,572,552	46,170,000
Trade related expenditure	16	498,464,417	2,331,018,915
Depreciation and amortization expenses		17,887,762	8,144,582
Other expenses	17	3,216,282	4,394,470
Finance costs	18	2,113,750	3,894,967
Total Expenses		645,432,647	2,498,519,903
Surplus / (deficit) for the period		391,127,406	26,641,245
Revaluation Gain		17,400,000	
Less : Treasury Levy			500,000,000
Surplus after Treasury Levy and revaluation		408,527,406	(473,358,755)
Surplus / (deficit) brought forward		3,795,075,209	4,268,433,964
Surplus / (Deficit) carried forward		4,203,602,615	3,795,075,209

SRI LANKA TOURISM PROMOTION BUREAU
STATEMENT OF CHANGES IN NET ASSET/EQUITY
FOR THE YEAR ENDED 31ST DECEMBER 2020

Attributable to owners of the controlling entity			
	Contributed Capital	Accumulated Surpluses/ (Deficits)	Total net assets/ equity
	Rs.	Rs.	Rs.
Balance at December 31, 2018 carried forward	33,069,157	4,246,227,394	4,279,296,551
Changes in accounting policies		1,559,776	1,559,776
(Prior year adjustments)		20,646,794	20,646,794
Restated balance	33,069,157	4,268,433,964	4,301,503,121
Changes in net assets/equity for 2018			
Gain on property revaluation			
Loss on revaluation of investments			
Exchange difference on translating			
Foreign operations			
Net revenue recognized directly in net assets/equity			
Surplus for the period		(473,358,755)	(473,358,755)
Total recognized revenue and expenses for the period		(473,358,755)	(473,358,755)
Balance at December 31, 2018 carried forward	33,069,157	3,795,075,209	3,828,144,366
Changes in accounting policies			
(Prior year adjustments)			
Restated balance	33,069,157	3,795,075,209	3,828,144,366
Changes in net assets/equity for the period			
Gain on property revaluation		17,400,000	17,400,000
Loss on revaluation of investments			
Exchange difference on translating			
Foreign operations			
Net revenue recognized directly in net assets/equity			
Surplus for the period		391,127,406	391,127,406
Total recognized revenue and expenses for the period		408,527,406	408,527,406
Balance at 31st December 2020 carried forward	33,069,157	4,203,602,615	4,236,671,772

SRI LANKA TOURISM PROMOTION BUREAU CASH FLOW STATEMENT

FOR THE YEAR ENDED 31ST DECEMBER 2020

	2020.12.31 Rs.	2019.12.31 (Restate) Rs.
CASH FLOWS FROM OPERATING ACTIVITIES		
Surplus / (deficit) for the period	391,127,406	26,641,245
Adjustment		
Net Profit before Adjustment	391,127,406	26,641,245
Depreciation	17,887,762	8,144,582
Revaluation adjustment	17,400,000	
Revenue from Interest - Bank	(306,788,637)	(325,028,961)
Operating profit before working capital changes	119,626,531	(290,243,134)
Working Capital changes		
(Increase) /Decrease in Receivables	(167,394,413)	756,444,027
(Increase) / Decrease in Advances	22,859,521	47,746,951
(Increase) / Decrease in Prepayments	4,116,068	16,192,335
(Increase) / Decrease in Loans	(3,899,995)	(723,043)
(Increase) / Decrease in Inventories	(10,938,600)	(17,353,953)
(Increase) /Decrease Employee benefits	3,482,545	2,900,943
Increase /(Decrease) in Funds Received in Advance	(16,033,050)	(8,929,250)
Increase / (Decrease) in Deposit Payable	25,181,180	65,241
Increase / (Decrease) in Accrued expenses & Creditors	(262,869,195)	31,636,243
Net cash flows from operating activities	(285,869,408)	537,736,360
CASH FLOWS FROM INVESTING ACTIVITIES		
(Increase) /Decrease Short term Investment	(42,414,339)	(1,450,000,000)
Purchase of property, plant and equipments	(23,693,986)	(41,429,257)
Gratuity Investment	(2,952,251)	(2,079,166)
Vehicle lease	(2,790,078)	12,361,928
Net cash flows from investing activities	(71,850,654)	(1,481,146,495)
CASH FLOWS FROM FINANCING ACTIVITIES		
Fund Transfer to Consolidated Fund - Treasury Levy	-	(500,000,000)
Revenue from Interest - Bank	306,788,637	325,028,961
Net cash flows from financing activities	306,788,637	(174,971,039)
Net increase / (decrease) in cash and cash equivalents	(50,931,425)	(1,118,381,174)
Cash and cash equivalents at beginning of period	478,959,995	1,597,341,169
Cash and cash equivalents at end of period	428,028,570	478,959,995

SRI LANKA TOURISM PROMOTION BUREAU
STATEMENT OF BUDGET VS ACTUAL
 FOR THE YEAR ENDED 31ST DECEMBER 2020

Rs Mn

Description	2018	2019 (Restate)			2020		
	Actual	Budget	Achievement		Budget	Achievement	
			Actual	%		Actual	%
Revenue							
Embarkation Levy	1,940.75	1,301.48	1,462.51	112%	140.00	342.65	245%
Tourism Development Levy	1,047.10	193.68	659.30	340%	285.00	378.33	133%
Other revenue	275.00	332.30	403.35	121%	202.00	315.58	156%
Total Revenue for 2020	3,262.85	1,827.46	2,525.16	138%	627.00	1,036.56	165%
Expenditure							
Wages, salaries and employee benefits	327.80	160.65	104.90	65%	94.91	94.18	99%
Supplies and consumables used	65.30	105.95	45.81	43%	120.21	29.57	25%
Trade related expenditure	5,358.74	3,347.54	2,331.02	70%	593.57	498.46	84%
Depreciation and amortization expenses	8.86		8.14			17.89	
Other expenses	3.75	4.00	4.75	119%	3.55	3.22	91%
Finance costs	4.40	3.15	3.89	124%	4.30	2.11	49%
Expenditure	5,768.85	3,621.29	2,498.52	69%	816.54	645.43	79%
Capital Expenditure*	8.00	55.00	43.33	79%	5.70	6.29	110%
Total Expenditure relevant to the Year	5,776.85	3,676.29	2,541.85	69%	822.24	651.72	79%
Surplus I (deficit) for the period	(2,514.01)	(1,848.83)	(16.68)		(195.24)	384.84	
Fund transfer to the Treasury			500.00			-	
Surplus after fund transfer to the Treasury	(2,514.01)	(1,848.83)	(516.68)		(195.24)	384.84	

* Capital expenditure incurred during the year is not included in the financial performance, since it is a balance sheet item.

Notes to the Financial Statement 2020

1. Reporting entity

1.1 Incorporation

In terms of Tourism Act No. 38 of 2005 Sri Lanka Tourism Promotion Bureau was established with effect from 01/10/2007.

1.2 Basis of Preparation and Accounting Policies

Financial statements have been prepared in compliance with the Sri Lanka Public Sector Accounting Standards (SLPSAS).

1.3 Objectives

The objective of the Bureau is,

As per the strategic marketing and country specific action plan 2020 of Sri Lanka Tourism Promotion Bureau key objectives have been circulated as follows,

1. Tourism industry to be Sri Lanka's #1 net foreign exchange earner with a target of US\$ 7 billion to be earned in 2020. In 2017, tourism was #3 foreign exchange earners at US\$ 3.924 billion.
2. Tourism and its supporting industries to employ 600,000 Sri Lankans with women accounting for 10% of the workforce. In 2017, 359,215 people were employed in the tourism sector.
3. To increase the daily, spend per visitor to US\$ 210. In 2017, the daily spend was US\$ 170.1.

1.4 Number of employees

Approved carder for 2020 and actual carder of each category of staff are as follows.

#	Staff Category	Approved Carder	Actual as at 31/12/2020
01	Senior Management	18	10
02	Middle Management	41	30
03	Other Staff	57	50
04	Primary Staff	14	12
	Total	130	102

1.5 Statement of compliance

The financial statements of the Sri Lanka Tourism Promotion Bureau comprising the Statement of Financial Position, Statement of Financial Performance, Statement of Changes in Net Asset / Equity, Cash Flow Statement and significant Accounting Policies, Notes all these are prepared in accordance with Sri Lanka Public Sector Accounting Standards (SLPSAS) laid down by the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) with the participation of Auditor General and Ministry of Finance and Planning or in addition Sri Lanka Accounting Standards.

1.6 Basis of Measurement

The Financial Statements are prepared in accordance with historical cost convention.

1.7 Presentation Currency

All Financial Statement are prepared in Sri Lankan Rupees which is the functional currency.

1.8 Events after the Balance Sheet Date

All the material events after the Balance Sheet date have been considered and appropriate adjustments/ disclosures have been made in the Financial Statements, where necessary.

Notes to the Financial Statement 2020

	2018 (Rs.)	Adjustment (Rs.)	2018 Restate (Rs.)
Revenue			
Embarkation Levy	1,462,505,945	-	1,462,505,945
Tourism Development Levy	659,304,225	-	659,304,225
Other revenue	406,578,478	(3,227,500)	403,350,978
Total Revenue	2,528,388,648	(3,227,500)	2,525,161,148
Expenses			
Wages, salaries and employee benefits	105,231,044	(334,075)	104,896,969
Supplies and consumables used	47,593,097	(1,423,097)	46,170,000
Trade related expenditure	2,078,564,978	252,453,937	2,331,018,915
Depreciation and amortization expenses	5,940,332	2,204,250	8,144,582
Other expenses	4,790,470	(396,000)	4,394,470
Finance costs	3,885,967	9,000	3,894,967
Total Expenses	2,246,005,888	252,514,015	2,498,519,903
Surplus I (deficit) for the period	282,382,760	(255,741,515)	26,641,245
Less : Treasury Levy	500,000,000	-	500,000,000
Surplus after Treasury Levy and revaluation	(217,617,240)	(255,741,515)	(473,358,755)
Surplus I (deficit) brought forward	4,246,227,394	22,206,570	4,268,433,964
Surplus I (Deficit) carried forward	4,028,610,154	(233,534,946)	3,795,075,208

2. Significant Accounting Policies

2.1 Inventories

- Stocks have been generally valued at cost or net realizable value whichever is lower using the First in First out (FIFO) method.

2.2 Bad Debt Provision related to receivable in year 2008/2009

- SLTPB had made a provision of Rs. 3,304,920 due to Bad and doubtful debts.

Consumer Broacher UK	Rs. 2,428,920
Hikkaduwa Tickets	Rs. 876,000

2.3 Depreciation

The provision for depreciation is calculated on a straight line basis on the cost or valuation of furniture and fittings, Computer and Equipment, Motor Vehicles, Air Conditions, Office Equipment, Telephone and Miscellaneous

Notes to the Financial Statement 2020

Equipment in order to write off such cost / valuation over the estimated useful lives from the date of acquisition as follows.

Description of Assets	Rate of Depreciations
Furniture & Fittings	7.5%
Computer & Equipment	25%
Motor Vehicles	25%
Air Conditioner	7.5%
Office Equipment	7.5%
Telephone	7.5%
Miscellaneous Equipment	7.5%
Computer software	25%
QB and other software	20%

Motor vehicles, one of the asset class have been estimated use of period up to 2019, in line with Sri Lanka Accounting Standards No. 08 since cost of acquisition has been fully depreciated and over depreciation of under estimation of assets has been credited brought forwarded surplus/depreciation accounts. Further, two motor vehicles were revalued to Rs. 17,400,000.00.

2.4 Office Building

Office space of the main office of the Bureau has been obtained from the Sri Lanka Tourism Development Authority on rental basis.

2.5 Foreign Currency Transactions.

These transactions are converted on the following basis.

- Receipts & Payments - Actual rate
- Cash and cash equivalent and liabilities - Closing rate
- Fixed assets - Actual rate
- Remittances - Actual rate

2.6 Provision for Gratuity

The Company makes full provision on account of gratuity that may fall due for payment under the payment of Gratuity Act No. 12 of 1983 for all employees who have completed one year of service in accordance with Sri Lanka Accounting Standard. Investment has been made in state banks for the gratuity provision.

2.7 Accrued Expenditure

In terms of Sri Lanka public sector Accounting Standards, accrued expenditure defines as liabilities to pay for goods or services that have been received or supplied, but have not been paid, invoiced, or formally agreed with the supplier. Accordingly, accrued expenses are included for the accounts.

Notes to the Financial Statement 2020

2.8 Contingency payment

As at 31st December 2020, following court cases were pending at the courts in the above institution

1. M/S Associated Newspapers of Ceylon Limited Vs. Sri Lanka Tourism Promotion Bureau (Case No – DMR/257/2016)
2. Thusitha Perera Mihidukulasooriya Wijedoru Vs. Sri Lanka Tourism Promotion Bureau and Triad (Pvt) Ltd. (Case No – HC/(Civil)/21/2014/IP)
3. Ms. J.A.B.S.Karunaratna Vs. SLTPB (Case No LT01/20/2020)
4. Ms. W.A.D.L.M.Warnakulasuriya Vs. SLTPB (Case No LT01/111/2020)
5. Ranasembuge Chamodi Hansani Fonseka Vs. SLTPB (Case No LT01/112/2020)
6. K.A.S.Pushpakumara Vs. SLTPB (Case No LT01/114/2020)
7. Ms. R.D.Nirosha Suranji Wickramasinghe Vs. SLTPB (Case No LT01/115/2020)
8. Ms. Raveena Tharushi Bulathsinghala Vs. SLTPB (Case No LT01/116/2020)
9. Mr. Lakshitha Fernando Vs. SLTPB (Case No LT01/117/2020)
10. Ms. A.W.A.Udayangani Vs. SLTPB (Case No LT01/119/2020)
11. Ms. Dilani Dilrukshi Wijesinghe Vs. SLTPB (Case No LT01/120/2020)
12. Mr. W.G.S.Sanjeewa Vs. SLTPB (Case No LT01/122/2020)
13. Mr. P.K.Shanaka Asiri Perera Vs. SLTPB (Case No LT01/123/2020)
14. Mr. Kakusanda Samadhi Kotugoda Vs. SLTPB (Case No LT01/01/2021)

2.9 Taxation

The Department of Inland Revenue has confirmed that the Sri Lanka Tourism Promotion Bureau is not entitled to claim, Value Added Tax Refund.

In terms of PAYE Tax Circular No 01 Dated 01/04/2014 Sri Lanka Tourism Promotion Bureau has deducted PAYE Tax from the eligible employees and remitted to the Department of Inland Revenue, monthly during the year.

2.10 Other Revenue

The participation fees collected from the individual participants at the foreign promotional trade fairs and interest income from investment which are conducted and organized by the Sri Lanka Tourism Promotion Bureau.

2.11 Cash Flow Statement

The Cash Flow Statement has been prepared using the “Indirect Method” in accordance with the Sri Lanka Public Sector Accounting Standard “Cash Flow Statements”. Cash and cash equivalents comprise short term, highly liquid investments that are readily convertible to known amounts of cash and are subject to an insignificant risk of changes in value. The cash and cash equivalent include cash in hand and balances with banks.

Main bank account bearing no 7120006 maintained at Bank of Ceylon is linked with the fund management account bearing no 81741602. Both accounts are maintained at Bank of Ceylon corporate branch. Any excess funds more than 5 Mn in the main current account (A/C No 7120006) will be automatically transferred to the said fund management account (A/C No 81741602) and the funds from fund management account (A/C No 81741602) will be transferred to the main current account (A/C No 7120006) based on the cheques drawn.

Hence the total amount should be read as the summation of the cash at the main current account (A/C No 7120006) and the fund management account (A/C No 81741602). Which is Rs. 426,696,377/=.

2.12 Advance

The following advance are shown under current assets

- Local Advance Rs. 1,679,000/-
- Foreign Advance Rs. 95,118,163/=

Notes to the Financial Statement 2020

2.13 Annual Performance

Sri Lanka Tourism have been severely effected by t he current pandemic of Covid -19 in 2020. As a result the tourist arrival recorded to 0.51Mn in 2020 which is 1.41 Mn decrease compare to 2019.Futhermore it was 73% decline when compared with previous financia l year. The list of countries, marketing and promotional expenses and arrivals are given in the table below.

Name of Country	2020	2019	Variance	2020	2019	Variance
	Country fo- cused expendi- ture (Rs.)	Country focused expenditure (Rs.)		Arrival Tourist	Arrival Tourist	
USA	9103659	15430566	-41%	29627	117561	-75%
Spain	11888549	6624904	79%	3385	24489	-86%
Austria	5721420	15698603	-64%	4300	14713	-71%
Belgium	8419034	8618012	-2%	3371	14948	-77%
Denmark	5098271	4037044	26%	4905	16869	-71%
France	-	26659350	-100%	24838	87623	-72%
Netherland	19378872	53859982	-64%	8656	38993	-78%
Italy	17009787	76589749	-78%	8603	36147	-76%
Norway	4336570	5699115	-24%	3019	13446	-78%
Sweden	14375932	8483743	69%	7061	22464	-69%
Switzerland	13454758	15325592	-12%	6389	29981	-79%
UK	65367807	165430232	-60%	55455	198776	-72%
Germany	54209303	85320346	-36%	34507	134899	-74%
Russia	3813297	43868373	-91%	49397	86549	-43%
Middle East	17607605	142753833	-88%	10231	44143	-77%
China (PR)	-	170038744	-100%	26147	167863	-84%
Indonesia	1577796	3449864	-54%	1114	4919	-77%
Japan	-	30881472	-100%	6644	30079	-78%
Malaysia	-	18510165	-100%	3494	16861	-79%
Philippines	10938975	85109	12753%	4249	14590	-71%
Singapore	-	13986992	-100%	2545	13871	-82%
Thailand	10442203	6330318	65%	1880	9861	-81%
Korea	-	17532824	-100%	2499	12195	-80%
India	85820992	78367013	10%	89357	355002	-75%
Australia	-	37877113	-100%	20283	92674	-78%
Check republic / Poland	3821880	40739060	-91%	19507	49135	-60%
Others	9131073	1667833	447%	76241	265051	-71%
Total	371517182	1093865784	-66%	507704	1913702	-73%

Notes to the Financial Statement 2020

03.0 Cash and cash equivalents

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Cash at Bank - HO - Main Account	(1,339,466)	(8,142,559)
Cash at Bank - Fund Management AC	428,035,844	486,149,059
Cash at Bank - HO - Private Sector	1,238,362	847,915
Cash at Bank - Kandy/ TIC	93,830	93,830
Petty cash - Admin	-	11,750
Total Cash and cash equivalents	428,028,570	478,959,995

04.0 Receivables

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Consumer Brochure - UK	20,000	20,000
Hikkaaduwa Tickets	4,000	4,000
Fuel deposit	103,952,862	67,076,704
Vehicle hiring deposit- Excel Cabs		25,000
American Premium Water System	59,805,847	-
Interest Income from Short Term Investment	289,471,944	195,090,098
ICPL Arbitration Centre	63,094	63,094
Embarkation Levy	25,000	25,000
Tourism Development Levy	3,200,357	3,200,357
Allowance EXPO Milano	630,000	630,000
Sri Lankan Airlines	39,110	40,890
Air port & Aviation Services (SL) Ltd		6,230
Deposit- TIC BIA Kandy	3,289,319	7,962,169
Receivable from Employees	220,000	220,100
Reimburse the fuel Expenses	1,853,918	
Receivable from Missions		20,635,013
Receivable - trade contribution		182,383
Receivable from Foreign Ministry	466,080,371	298,685,958
Recovery of refund to the appointment of advertising company The Solution Group (pvt) Ltd	(3,304,920)	(3,304,920)
Refund from the welfare association	462,775,451	295,381,038
Total Receivables	277,917,521	1,055,129,986
Bad Debts Provision for Bad & Doubtful Debts	(3,304,920)	(3,304,920)
Total Receivables after the bad debt provision	274,612,601	1,051,825,066

05.0 Advances

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Local Advances	1,679,000	3,657,850
Foreign Advances	95,118,163	115,998,834
Total Advances	96,797,163	119,656,684

Notes to the Financial Statement 2020

06.0 Prepayments

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
World Express (CMB) Ltd.		11,645
Ministry of External Affairs		4,656,599
Service charge for Payroll & Accounting package	27,250	15,821
Intraservice Dienstverl ening BV.		7,028,626
Reimbursement of visa fee to participate CMT Germany2020 - Darshana		15,619
space cost RTF 2020	8,120,991	
Payment for the LBP 841DN Photocopy Machine In Mar keting Department	8,162	
Payment for the MF735Cx Photocopy Machine In Chairman office, SLTPB 1st floor	17,010	
Vehicle insurance for 2021	257,760	
Courier chargers for CMT		818,930
Total Prepayments	8,431,173	12,547,240

07.0 Employee Loans

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Loan - Distress	10,784,708	8,076,388
Loan - Special	1,447,441	218,266
Loans - Festival	57,250	94,750
Total Employees - Loans	12,289,399	8,389,404

Notes to the Financial Statement 2020

08.0 Property, Plant & Equipment (2019-12-31) Restated

Description	Balance as at 01/01/2019	Additions 31/12/2019	Transfer/ Disposal/ Adjustment	Balance as at 31/12/2019	Acc. Depreciation as at 01/01/2019	Depreci- ation for 31/12/2019	Depreciation on Disposal 2019	Acc. Depreciation as at 31/12/2019	Net Book Value as at 31/12/2019
	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs
Building Development Cost									
Furniture & Fittings	12,644,611	1,438,165	(1,607,823)	12,474,953	7,746,593	821,257	(1,439,408)	7,128,442	5,346,511
Telephones	1,304,666	6,454	(8,003)	1,303,117	530,149	95,474	(4,282)	621,341	681,776
Computer Equipments	25,607,327	4,525,310	(71,785)	30,060,852	20,274,420	1,984,355	(61,125)	22,197,650	7,863,202
Office Equipments	9,799,988	49,850	(1,435,486)	8,414,352	3,606,834	641,363	(964,020)	3,284,177	5,130,175
Motor Vehicles	25,500,000	30,900,000	(5,300,000)	51,100,000	23,840,959	3,562,397	(5,300,000)	22,103,356	28,996,644
Computer Software	1,755,270	1,326,780	317,883	3,399,933	1,559,776	214,914	-	1,774,690	1,625,243
Air Cond'ioners	1,668,688	5,079,450	-	6,748,138	572,854	474,121	-	1,046,976	5,701,162
Miscellaneous Equipments	4,681,970	-	(5,962)	4,676,008	1,706,613	350,701	(5,366)	2,051,948	2,624,060
Total I Assets	82,962,520	43,326,009	(8,111,176)	118,177,353	59,838,198	8,144,582	(7,774,201)	60,208,580	57,968,773
Computer Software	1,755,270	1,326,780	-	3,399,933	1,559,776	214,913		1,774,689	1,625,244
Total PPE	81,207,250	41,999,229	(8,111,176)	114,777,420	58,278,422	7,929,669	(7,774,201)	58,433,891	56,343,529

08.0 Property, Plant & Equipment (2020-12-31)

Description	Balance as at 01/01/2019	Additions 31/12/2019	Transfer/ Disposal 2019	Revaluation	Balance as at 31/12/2019	Acc. Depreciation as at 01/01/2019	Depreci- ation for 31/12/2019	Depreciation on Disposal 2019	Acc. Depreciation as at 31/12/2019	Net Book Value as at 31/12/2019
	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs
Building Development Cost	-	-	-	-	-	-	-	-	-	-
Furniture & Fittings	12,474,953	533,006	-	-	13,007,959	7,128,442	906,254	-	8,034,696	4,973,263
Telephones	1,303,117	19,710	-	-	1,322,827	621,341	97,644	-	718,985	603,842
Computer Equipments	30,060,852	2,679,620	(1,619,645)	-	31,120,827	22,197,650	2,643,474	(1,619,645)	23,221,479	7,899,348
Office Equipments	8,414,352	700,920	-	-	9,115,272	3,284,177	660,581	-	3,944,758	5,170,514
Motor Vehicles	51,100,000	-	(20,200,000)	17,400,000	48,300,000	22,103,356	12,075,000	(20,200,000)	13,978,356	34,321,644
Computer Software	3,399,933	1,680,000	-	-	5,079,933	1,774,690	560,400	-	2,335,089	2,744,844
Air Conditioners	6,748,138	678,240	-	-	7,426,378	1,046,976	593,694	-	1,640,670	5,785,708
Miscellaneous Equipments	4,676,008	2,490	-	-	4,678,498	2,051,948	350,715	-	2,402,663	2,275,835
Total Assets	118,177,353	6,293,986	(21,819,645)	17,400,000	120,051,694	60,208,580	17,887,762	(21,819,645)	56,276,696	63,774,998
Computer Software	3,399,933	1,680,000	-	-	5,079,933	1,774,689	560,400	-	2,335,089	2,744,844
Total PPE	114,777,420	4,613,986	(21,819,645)	17,400,000	114,971,761	58,433,891	17,327,362	(21,819,645)	53,941,608	61,030,154

Notes to the Financial Statement 2020

09.0 Funds Received in Advance

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Supplier registration		181,800
Participation fee in advance	225,000	16,076,250
Total Revenue in Advance	225,000	16,258,050

10.0 Deposit and Payable

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Refundable Tender Deposit	457,080	457,080
Retention Payable	1,028,813	963,557
Others	26,781,337	1,665,413
Total Deposit Payable	28,267,230	3,086,050

11.0 Employee Benefits

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Provision for Retirement Gratuity brought forward	14,986,829	12,085,886
Gratuity Provision	3,482,545	2,900,943
Total Employee Benefits	18,469,374	14,986,829

12.0 Accrued Expenses and Creditors

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Accrued Expense 2014	75,756	75,756
Accrued Expense 2016	7,250	7,250
Accrued Expense 2017	31,949	62,576
Accrued Expense 2018	1,624,859	8,976,520
Accrued Expense 2019	2,395,296	280,538,603
Accrued Expense 2020	24,651,629	
Vehicle lease	2,790,082	2,475,016
Sundry creditors- SLTDNSLITHM	39,326,962	41,637,257
Total Creditors	70,903,783	333,772,978

Note : Lease Credit or Working

Current liability (Rs.)

Audi A1 2 nos

lease creditor	2,484,690
Less: Interest in suspense	792,100
	1,692,790

Audi A4

Lease creditor	1,643,235
Less: Interest in suspense	545,943
	1,097,292

Total Current liability	2,790,082
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Notes to the Financial Statement 2020

Non current liability (Rs.)	
Audi A3 2 nos	
Lease creditor	6,626,368
Less: Interest vi n suspense	962,656
	5,643,710
Audi A4	
Lease creditor	4,655,624
l ess: Interest vin suspense	727,664
	3,928,140
Total Current liability	9,571,850

13.0 Other Revenue

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Revenue from literature & photographic materials	-	50,655.00
Revenue from Interest - Staff loan	204,510	199,096
Trade Contribution	7,552,850	72,901,155
Revenue from Interest - Bank	306,788,637	325,028,961
Non Refundable Tender Deposits	342,000	99,000
Gain on Property Disposal		4,371,000
Others	687,648	701,111
Total Other Revenue	315,575,645	403,350,978

14.0 Wages,Salaries and Employee benefits

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Salaries & Allowances	59,399,881	61,164,809
Holiday Allowance	11,255	6,383
Overtime	2,031,540	2,097,366
Board's contribution to EPF	8,272,848	7,792,581
Board's contribution to ETF	2,289,395	1,585,058
Staff Welfare & Attendance Incentive	7,519,736	12,341,867
Travelling - Local	231,250	372,450
Uniform to Staff	202,881	202,275
Gratuity	3,482,545	2,982,998
Insurance	9,246,106	12,025,544
Staff Training	1,490,447	4,325,638
Total Wages, Salaries and Employee benefits	94,177,884	104,896,969

Notes to the Financial Statement 2020

15.0 Supplies and Consumables used

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Printing & Stationary	1,976,469	6,395,391
Telephone and internet	4,004,938	5,055,583
Postage, courier and Stamps	50,000	456,342
Rent- Building	5,331,475	13,859,515
Electricity	2,248,619	2,663,077
Maintenance - Equipment I Computer related	219,941	480,456
Maintenance & Repairs - Vehicles	709,431	1,044,936
Hire of Vehicles	87,708	968,172
Water	232,889	346,176
Fuel Charges	1,481,838	1,656,801
Entertainment local		49,634
Cleaning Suppliers	7,552,615	5,483,726
Security	2,597,654	2,129,022
Maintenance Building	408,660	869,811
Rates & Licenses	35,055	
Staff Recruitments		1,061,519
Insurance Vehicles	460,802	451,597
Maintenance Office Furniture	36,250	45,250
Office Refurbishment		187,604
Vehicle Lease	1,923,074	2,310,529
Miscellaneous expences	215,134	654,859
Total Supplies and Consumables used	29,572,552	46,170,000
Miscellaneous expences	654,859	10970
Total Supplies and Consumables used	47,593,097	45,422,842

16.0 Trade Related Expenditure

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Promotions & Advertising - Foreign	371,517,182	1,199,981,425
Promotions & Advertising- Local (Media)	248,357	939,653
Production of Tourist Communication Material	7,642,300	34,282,922
Events (Including Donation)	17,322,443	220,178,165
VJP and Trade FAM Tours	15,862,865	28,737,880
New product Development & Lesiure Known Attraction	16,538,297	20,890,869
Global Advertising Campaign	66,370,887	375,887,093
Global PR Campaign	146,016	
Slogging Campaigns		31,609,299
Visitor facilities & Attraction	1,963,179	13,098,888
Working With Airlines & Special		
Online PR Activity		
Media Familiar ization Tour	3,568,708	19,886,958
Global Communication		385,016,738
Global online Digital		
Total Trade Expenditure	501,180,234	2,330,509,890
Exchange loss/ Gain	(2,715,817)	509,025
Total Trade Related Expenditure	498,464,417	2,331,018,915

Notes to the Financial Statement 2020

17.0 Other Expenses

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Board Member Allowance	905,767	989,650
Procurement Committee Member Allowance	278,000	654,500
AMC Member Allowance	183,510	133,676
Legal Fees	831,610	1,391,344
Stamp Duty	3,895	19,300
Audit Fees	1,000,000	1,206,000
Service Agreement	13,500	
Total Other Expenses	3,216,282	4,394,470

18.0 Finance Costs

Description	2020.12.31 (Rs.)	2019. (Rs.) Restate
Bank Charges	460,640	1,118,473
Withholding tax	-	2,287,383
Interest Expense	1,653,110	489,111
Total Finance Costs	2,113,750	3,894,967



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தேசிய கணக்காய்வு அலுவலகம்

NATIONAL AUDIT OFFICE



සභාපති

ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශය

ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශයේ 2020 දෙසැම්බර් 31 දිනෙන් අවසන් වර්ෂය සඳහා වූ මූල්‍ය ප්‍රකාශන සහ වෙනත් නෛතික හා නියාමන අවශ්‍යතා පිළිබඳව 2018 අංක 19 දරන ජාතික විගණන පනතේ 12 වන වගන්තිය ප්‍රකාරව විගණකාධිපති වාර්තාව

1. මූල්‍ය ප්‍රකාශන

1.1 තත්ත්වගණනය කළ මතය

ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශයේ 2020 දෙසැම්බර් 31 දිනට මූල්‍ය තත්ත්ව ප්‍රකාශනය සහ එදිනෙන් අවසන් වර්ෂය සඳහා වූ මූල්‍ය කාර්යසාධන ප්‍රකාශනය, හිමිකම් වෙනස්වීමේ ප්‍රකාශනය සහ එදිනෙන් අවසන් වර්ෂය සඳහා මුදල් ප්‍රවාහ ප්‍රකාශනය සහ මූල්‍ය ප්‍රකාශනවලට අදාළ සටහන්, සාරාංශගත වැදගත් ගිණුම්කරණ ප්‍රතිපත්ති වලින් සමන්විත 2020 දෙසැම්බර් 31 දිනෙන් අවසන් වර්ෂය සඳහා වූ මූල්‍ය ප්‍රකාශන ශ්‍රී ලංකා ප්‍රජාතාන්ත්‍රික සමාජවාදී ජනරජයේ ආණ්ඩුක්‍රම ව්‍යවස්ථාවේ 154 (1) ව්‍යවස්ථාව සමඟ සංයෝජිතව කියවිය යුතු 2018 අංක 19 දරන ජාතික විගණන පනතේ සහ 1971 අංක 38 දරන මුදල් පනතේ විධිවිධාන ප්‍රකාර මාගේ විධානය යටතේ විගණනය කරන ලදී. ආණ්ඩුක්‍රම ව්‍යවස්ථාවේ 154 (6) ව්‍යවස්ථාව ප්‍රකාරව මාගේ වාර්තාව යථා කාලයේදී පාර්ලිමේන්තුවේ සභාගත කරනු ලැබේ.

මාගේ වාර්තාවේ තත්ත්වගණනය කළ මතය සඳහා පදනම කොටසේ විස්තර කර ඇති කරුණු වලින් වන බලපෑම හැර, කාර්යාංශයේ මූල්‍ය ප්‍රකාශන තුළින් 2020 දෙසැම්බර් 31 දිනට මූල්‍ය තත්ත්වය සහ එදිනෙන් අවසන් වර්ෂය සඳහා එහි මූල්‍ය ක්‍රියාකාරිත්වය හා මුදල් ප්‍රවාහ ශ්‍රී ලංකා රාජ්‍ය අංශයේ ගිණුම්කරණ ප්‍රමිතිවලට අනුකූලව සත්‍ය හා සාධාරණ තත්ත්වයක් පිළිබිඹු කරන බව මා දරන්නා වූ මතය වේ.





1.2 තත්ත්වගණනය කළ මතය සඳහා පදනම

- (අ) ශ්‍රී ලංකා රාජ්‍ය අංශ ගිණුම්කරණ ප්‍රමිත අංක 01 ප්‍රකාරව වත්කම් සහ වගකීම් එකිනෙකට හිලව නොකළ යුතු වුව ද, මුදල් ශේෂයෙන් රු. 1,339,466 ක බැංකු අයිතව හිලව කර දක්වා තිබුණි.
- (ආ) ශ්‍රී ලංකා රාජ්‍ය අංශ ගිණුම්කරණ ප්‍රමිත අංක 02 ට අනුකූල නොවන පරිදි කාරක ප්‍රාග්ධන වෙනස්වීම්වලට පෙර මෙහෙයුම් ලාභය රු.13,917,455 ක් සහ ආයෝජන ක්‍රියාකාරකම් වලින් වූ මුදල් ප්‍රවාහය රු.20,190,078 ක් වැඩියෙන් මුදල් ප්‍රවාහ ප්‍රකාශනයේ දක්වා තිබුණි.
- (ඇ) ශ්‍රී ලංකා රාජ්‍ය අංශ ගිණුම්කරණ ප්‍රමිත අංක 05 ප්‍රකාරව, මූල්‍ය තත්ත්ව ප්‍රකාශනයේ වත්කම් හා වගකීම් සමාලෝචිත වර්ෂයේ අවසන් දිනට වූ ව්‍යවහාර මුදලට පරිවර්තනය කර ඉදිරිපත් කළ යුතු වුවද, කාර්යාංශය විසින් විදේශයන්හි ප්‍රවර්ධන මෙහෙයුම් සිදුකිරීම සඳහා ලබාදුන් රු.95,118,163ක අත්තිකාරම් ගිණුමේ ශේෂය අත්තිකාරම් නිකුත් කළ දිනට පැවති විනිමය අනුපාතයට පරිවර්තනය කර දක්වා තිබුණි.
- (ඈ) ශ්‍රී ලංකා රාජ්‍ය අංශ ගිණුම්කරණ ප්‍රමිත අංක 19 ප්‍රකාරව නිශ්චිත ප්‍රතිලාභ බැඳීම (වත්කම්) වල ශුද්ධ අගය මූල්‍ය තත්ත්ව විස්තරයේ හෙළිදරව් කළ යුතු වුවද, රු.15,492,028ක් වූ පාරිතෝෂිත ආයෝජන සහ රු.18,469,375 ක් වූ විශ්‍රාම පාරිතෝෂික සඳහා වූ වෙන් කිරීම් මූල්‍ය තත්ත්ව විස්තරයේ වෙන්ව දක්වා තිබුණි.
- (ඉ) සමාලෝචිත වර්ෂයට අදාළ පොළී ආදායම රු.238,476,181 ක් වුවද, එය රු.306,788,637 ක් ලෙස මූල්‍ය ප්‍රකාශනවල දැක්වීම හේතුවෙන්, සමාලෝචිත වර්ෂය සඳහා වූ අතිරික්තය හා ජංගම වත්කම්වල ලැබිය යුතු පොළිය රු.68,312,456කින් වැඩියෙන් දක්වා තිබුණි. තවද, 2018 සහ 2019 වර්ෂවලදී පොළී ආදායම නිවැරදිව ගිණුම්ගත නොකිරීම හේතුවෙන් ලැබිය යුතු පොළිය පිළිවෙලින් රු.34,954,785 ක් සහ රු.326,027කින් වැඩියෙන් දැක්වීමෙන් සමාලෝචිත වර්ෂයේ ආරම්භක දිනට රඳවාගත් ලාභය රු.35,280,812 කින් අධිකක්සේරු වී තිබුණි.
- (ඊ) විදේශයන්හි ප්‍රවර්ධන කටයුතු සඳහා දූත මණ්ඩල 07 කට කාර්යාංශය විසින් සමාලෝචිත වර්ෂය අවසාන දිනට ලබාදුන් අත්තිකාරම් වෙනුවෙන් එකී මණ්ඩල විසින් සනාථ කර තිබූ ශේෂයන්හි එකතුව රු.14,863,468 ක් වුවද එයට අදාළව ලෙජරයේ ශේෂය රු. 5,512,666 ක් වීම හේතුවෙන් සනාථ කළ ශේෂය අත්තිකාරම් ගිණුමේ ශේෂයට වඩා රු.9,350,802 කින් වැඩි විය. තවද, දූත මණ්ඩල 12 කින් සනාථ කර තිබූ ශේෂයන්ගේ එකතුව රු.5,713,932 ක් වූ අතර එයට අදාළව ලෙජරයේ ශේෂය රු.15,823,788 ක් වීම හේතුවෙන් සනාථ කර තිබූ ශේෂය අත්තිකාරම් ගිණුමේ ශේෂයට වඩා රු.9,228,961 කින් අඩුවිය.



- (උ) මූල්‍ය ප්‍රකාශන අනුව ශ්‍රී ලංකා සංචාරක සංවර්ධන අධිකාරියට ගෙවිය යුතු මුදල රු.39,274,283ක් වූ අතර, අධිකාරියේ ගිණුම් අනුව ලැබිය යුතු මුදල රු.108,336,570 ක් විය. ඒ අනුව නොසැසඳුනු ශේෂය රු.69,062,287 ක් විය.
- (ඌ) සමාලෝචිත වර්ෂය අවසාන දින වනවිට නිරවුල් නොකර පැවතුනු වර්ෂ 01ක සිට වර්ෂ 06 ක් දක්වා කාලපරාසයක් තුළ හිඟහිටි එකතුව රු.4,135,110 ක් වටිනා උපවිත වියදම් විය.

ශ්‍රී ලංකා විගණන ප්‍රමිතිවලට (ශ්‍රී.ලං.වි.ප්‍ර) අනුකූලව මා විගණනය සිදු කරන ලදී. මෙම විගණන ප්‍රමිති යටතේ වූ මාගේ වගකීම, මෙම වාර්තාවේ මූල්‍ය ප්‍රකාශන විගණනය සම්බන්ධයෙන් විගණකගේ වගකීම යන කොටසේ තවදුරටත් විස්තර කර ඇත. මාගේ තත්ත්වවිගණනය කළ මතය සඳහා පදනමක් සැපයීම උදෙසා මා විසින් ලබාගෙන ඇති විගණන සාක්ෂි ප්‍රමාණවත් සහ උචිත බව මාගේ විශ්වාසයයි.

1.3 ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශයේ 2020 වාර්ෂික වාර්තාවේ ඇතුළත් අනෙකුත් තොරතුරු

මෙම විගණන වාර්තාවේ දිනට පෙර මා ලබාගත් කාර්යාංශයේ 2020 වාර්ෂික වාර්තාවේ ඇතුළත් කර ඇති නමුත් මූල්‍ය ප්‍රකාශන සහ ඒ පිළිබඳව වූ මගේ විගණන වාර්තාවේ ඇතුළත් නොවන තොරතුරු, අනෙකුත් තොරතුරු යන්නෙන් අදහස් වේ. මෙම අනෙකුත් තොරතුරු සඳහා කළමනාකරණය වගකිව යුතුය.

මූල්‍ය ප්‍රකාශන සම්බන්ධයෙන් වූ මගේ මතයෙන් අනෙකුත් තොරතුරු ආවරණය නොකරන අතර මම ඒ පිළිබඳ කිසිදු ආකාරයක සහතිකවීමක් හෝ මතයක් ප්‍රකාශ නොකරමි.

මූල්‍ය ප්‍රකාශන පිළිබඳ මගේ විගණනයට අදාළව, මගේ වගකීම වන්නේ ඉහත හඳුනාගත් අනෙකුත් තොරතුරු ලබා ගත හැකි වූ විට කියවීම සහ එසේ කිරීමේදී අනෙකුත් තොරතුරු මූල්‍ය ප්‍රකාශන සමඟ හෝ විගණනයේදී හෝ වෙනත් ආකාරයකින් ලබාගත් මගේ දැනුම අනුව ප්‍රමාණාත්මක වශයෙන් නොගැලපෙනවාද යන්න සලකා බැලීමයි.

මෙම විගණක වාර්තාවේ දිනට පෙර මා ලබාගත් අනෙකුත් තොරතුරු මත හා මා විසින් කරන ලද කාර්යයන් මත පදනම්ව, මෙම අනෙකුත් තොරතුරු ප්‍රමාණාත්මක වශයෙන් වැරදි ලෙස දක්වා ඇති බව මම නිගමනය කරන්නේ නම්, එම කරුණ මා විසින් වාර්තා කිරීමට අවශ්‍ය වේ. මේ සම්බන්ධයෙන් මට වාර්තා කිරීමට කිසිවක් නැත.



1.4 මූල්‍ය ප්‍රකාශන පිළිබඳ කළමනාකරණයේ සහ පාලනය කරන පාර්ශවයන්ගේ වගකීම

මෙම මූල්‍ය ප්‍රකාශන ශ්‍රී ලංකා රාජ්‍ය අංශයේ ගිණුම්කරණ ප්‍රමිතිවලට අනුකූලව පිළියෙල කිරීම හා සාධාරණ ලෙස ඉදිරිපත් කිරීම සහ වංචා හෝ වැරදි හේතුවෙන් ඇතිවිය හැකි ප්‍රමාණාත්මක සාවද්‍ය ප්‍රකාශනයන්ගෙන් තොරව මූල්‍ය ප්‍රකාශන පිළියෙල කිරීමට හැකිවනු පිණිස අවශ්‍ය වන අභ්‍යන්තර පාලනයන් තීරණය කිරීම කළමනාකරණයේ වගකීම වේ.

මූල්‍ය ප්‍රකාශන පිළියෙල කිරීමේදී, කාර්යාංශය අඛණ්ඩව පවත්වාගෙන යාමේ හැකියාව තීරණය කිරීම කළමනාකරණයේ වගකීමක් වන අතර, කළමනාකාරිත්වය කාර්යාංශය ඇවර කිරීමට අදහස් කරන්නේ නම් හෝ වෙනත් විකල්පයක් නොමැති විටදී මෙහෙයුම් නැවැත්වීමට කටයුතු කරන්නේ නම් හැර අඛණ්ඩ පැවැත්මේ පදනම මත ගිණුම් තැබීම හා කාර්යාංශයේ අඛණ්ඩ පැවැත්මට අදාළ කරුණු අනාවරණය කිරීම ද කළමනාකරණයේ වගකීමකි.

කාර්යාංශයේ මූල්‍ය වාර්තාකරණ ක්‍රියාවලිය සම්බන්ධව පරීක්ෂා කිරීමේ වගකීම, පාලනය කරන පාර්ශවයන් විසින් දරනු ලබයි.

2018 අංක 19 දරන ජාතික විගණන පනතේ 16 (1) උප වගන්තිය ප්‍රකාරව, කාර්යාංශයේ වාර්ෂික සහ කාලීන මූල්‍ය ප්‍රකාශන පිළියෙල කිරීමට හැකිවන පරිදි ස්වකීය ආදායම්, වියදම්, වත්කම් හා බැරකම් පිළිබඳ නිසි පරිදි පොත්පත් හා වාර්තා පවත්වාගෙන යා යුතුය.

1.5 මූල්‍ය ප්‍රකාශන විගණනය සම්බන්ධයෙන් විගණකගේ වගකීම

සමස්තයක් ලෙස මූල්‍ය ප්‍රකාශන, වංචා සහ වැරදි නිසා ඇතිවන ප්‍රමාණාත්මක සාවද්‍ය ප්‍රකාශනයන්ගෙන් තොර බවට සාධාරණ තහවුරුවක් ලබාදීම සහ මාගේ මතය ඇතුළත් විගණන වාර්තාව නිකුත් කිරීම මාගේ අරමුණ වේ. සාධාරණ සහතිකවීම උසස් මට්ටමේ සහතිකවීමක් වන නමුත්, ශ්‍රී ලංකා විගණන ප්‍රමිත ප්‍රකාරව විගණනය සිදු කිරීමේදී එය සැමවිටම ප්‍රමාණාත්මක සාවද්‍ය ප්‍රකාශනයන් අනාවරණය කරගන්නා බවට වන තහවුරු කිරීමක් නොවනු ඇත. වංචා සහ වැරදි තනි හෝ සාමූහික ලෙස බලපෑම නිසා ප්‍රමාණාත්මක සාවද්‍ය ප්‍රකාශනයන් ඇතිවිය හැකි අතර, එහි ප්‍රමාණාත්මක භාවය මෙම මූල්‍ය ප්‍රකාශන පදනම් කරගනිමින් පරිශීලකයන් විසින් ගනු ලබන ආර්ථික තීරණ කෙරෙහි වන බලපෑම මත රඳා පවතී.



ජාතික විගණන කාර්යාලය
 தேசிய கணக்காய்வு அலுவலகம்
 NATIONAL AUDIT OFFICE

ශ්‍රී ලංකා විගණන ප්‍රමිති ප්‍රකාරව විගණනයේ කොටසක් ලෙස මා විසින් විගණනයේදී වෘත්තීය විනිශ්චය සහ වෘත්තීය සැකමුසුබවින් යුතුව ක්‍රියාකරන ලදී. මා විසින් තවදුරටත්,

- ප්‍රකාශ කරන ලද විගණන මතයට පදනමක් සපයා ගැනීමේදී වංචා හෝ වැරදි හේතුවෙන් මූල්‍ය ප්‍රකාශනවල ඇතිවිය හැකි ප්‍රමාණාත්මක සාවද්‍ය ප්‍රකාශනයන් ඇතිවීමේ අවදානම් හඳුනාගැනීම හා තක්සේරු කිරීම සඳහා අවස්ථාවෝචිතව උචිත විගණන පරිපාටි සැලසුම් කර ක්‍රියාත්මක කරන ලදී. වරදවා දැක්වීම හේතුවෙන් සිදුවන ප්‍රමාණාත්මක සාවද්‍ය ප්‍රකාශනයන්ගෙන් සිදුවන බලපෑමට වඩා වංචාවකින් සිදුවන්නාවූ බලපෑම ප්‍රබල වන්නේ ඒවා දුස්සන්ධානයෙන්, ව්‍යාජ ලේඛන සැකසීමෙන්, වේතනාන්විත මහඟුරීමෙන්, වරදවා දැක්වීමෙන් හෝ අභ්‍යන්තර පාලනයන් මහඟුරීමෙන් වැනි හේතු නිසා වන බැවිනි.
- අභ්‍යන්තර පාලනයේ සඵලදායීත්වය පිළිබඳව මතයක් ප්‍රකාශ කිරීමේ අදහසින් නොවුවද, අවස්ථාවෝචිතව උචිත විගණන පරිපාටි සැලසුම් කිරීම පිණිස අභ්‍යන්තර පාලනය පිළිබඳව අවබෝධයක් ලබාගන්නා ලදී.
- භාවිතා කරන ලද ගිණුම්කරණ ප්‍රතිපත්තිවල උචිතභාවය, ගිණුම්කරණ ඇස්තමේන්තුව සාධාරණත්වය සහ කළමනාකරණය විසින් කරන ලද සම්බන්ධිත හෙළිදරව් කිරීම් අගයන ලදී.
- සිද්ධීන් හෝ තත්ත්වයන් හේතුවෙන් කාර්යාංශයේ අඛණ්ඩ පැවැත්ම පිළිබඳ ප්‍රමාණාත්මක අවිනිශ්චිතතාවයක් තිබේද යන්න සම්බන්ධයෙන් ලබාගත් විගණන සාක්ෂි මත පදනම්ව ගිණුම්කරණය සඳහා ආයතනයේ අඛණ්ඩ පැවැත්ම පිළිබඳ පදනම යොදා ගැනීමේ අදාලත්වය තීරණය කරන ලදී. ප්‍රමාණවත් අවිනිශ්චිතතාවයක් ඇති බවට මා නිගමනය කරන්නේ නම් මූල්‍ය ප්‍රකාශනවල ඒ සම්බන්ධයෙන් වූ හෙළිදරව්කිරීම් වලට මාගේ විගණන වාර්තාවේ අවධානය යොමු කළ යුතු අතර, එම හෙළිදරව්කිරීම් ප්‍රමාණවත් නොවන්නේ නම් මාගේ මතය විකරණය කළ යුතුය. කෙසේ වුවද, අනාගත සිද්ධීන් හෝ තත්ත්වයන් මත අඛණ්ඩ පැවැත්ම අවසන් වීමට හැකිය.
- මූල්‍ය ප්‍රකාශනවල ව්‍යුහය හා අන්තර්ගතය සඳහා පාදක වූ ගනුදෙනු හා සිද්ධීන් උචිත හා සාධාරණව ඇතුළත්වී ඇතිබව සහ හෙළිදරව්කිරීම් ඇතුළත් මූල්‍ය ප්‍රකාශනවල සමස්ථ ඉදිරිපත් කිරීම අගයන ලදී.



මාගේ විගණනය තුළදී හදුනාගත් වැදගත් විගණන සොයාගැනීම්, ප්‍රධාන අභ්‍යන්තර පාලන දුර්වලතා හා අනෙකුත් කරුණු පිළිබඳව පාලනය කරනු ලබන පාර්ශ්වයන් දැනුවත් කරමි.

2. වෙනත් නෛතික හා නියාමන අවශ්‍යතා පිළිබඳ වාර්තාව

2.1 2018 අංක 19 දරන ජාතික විගණන පනතේ පහත සඳහන් අවශ්‍යතාවයන් සම්බන්ධයෙන් විශේෂ ප්‍රතිපාදන ඇතුළත් වේ.

2.1.1 2018 අංක 19 දරන ජාතික විගණන පනතේ 12 (අ) වගන්තියේ සඳහන් අවශ්‍යතාවන් අනුව, විගණනය සඳහා අවශ්‍ය සියලු තොරතුරු සහ පැහැදිලි කිරීම් මා විසින් ලබාගන්නා ලද අතර, මාගේ පරීක්ෂණයෙන් පෙනී යන ආකාරයට නිසි මූල්‍ය වාර්තා කාර්යාංශය පවත්වාගෙන ගොස් තිබුණි.

2.1.2 2018 අංක 19 දරන ජාතික විගණන පනතේ 6 (1) (ඇ) (iii) වගන්තියේ සඳහන් අවශ්‍යතාවය අනුව කාර්යාංශයේ මූල්‍ය ප්‍රකාශන ඉකුත් වර්ෂය සමඟ අනුරූප වේ.

2.1.3 2018 අංක 19 දරන ජාතික විගණන පනතේ 6 (i) (ඇ) (iv) වගන්තියේ සඳහන් අවශ්‍යතාවය අනුව ඉකුත් වර්ෂයේදී මා විසින් සිදුකරන ලද නිර්දේශයන් ඉදිරිපත් කරන ලද මූල්‍ය ප්‍රකාශනවල ඇතුළත්ව ඇත.

2.2 අනුගමනය කරන ලද ක්‍රියාමාර්ග සහ ලබා ගන්නා ලද සාක්ෂි මත හා ප්‍රමාණාත්මක කරුණුවලට සීමා කිරීම තුල, පහත සඳහන් ප්‍රකාශ කිරීමට තරම් කිසිවක් මාගේ අවධානයට ලක් නොවීය.

2.2.1 2018 අංක 19 දරන ජාතික විගණන පනතේ 12 (ඇ) වගන්තියේ සඳහන් අවශ්‍යතාවය අනුව කාර්යාංශයේ පාලක මණ්ඩලයේ යම් සාමාජිකයෙකුට කාර්යාංශය සම්බන්ධවී යම් ගිවිසුමක් සම්බන්ධයෙන් සෘජුව හෝ අන්‍යාකාරයකින් සාමාන්‍ය ව්‍යාපාරික තත්ත්වයෙන් බැහැරව සම්බන්ධයක් ඇති බව.

2.2.2 2018 අංක 19 දරන ජාතික විගණන පනතේ 12 (ඊ) වගන්තියේ සඳහන් අවශ්‍යතාවය අනුව පහත සඳහන් නිරීක්ෂණ හැර යම් අදාල ලිඛිත නීතියකට හෝ කාර්යාංශයේ පාලක මණ්ඩලය විසින් නිකුත් කරන ලද වෙනත් පොදු හෝ විශේෂ විධානවලට අනුකූල නොවන ලෙස ක්‍රියා කර ඇති බව.



ජාතික විගණන කාර්යාලය
ජී.පී.පී. සෙනරත්කොට්ඨ
NATIONAL AUDIT OFFICE

නීතිරීති / විධානයට යොමුව

නිරීක්ෂණ

(අ) 2005 අංක 38 දරන සංචාරක

කටයුතු පනතේ VII පරිච්ඡේදයේ
40 වගන්තියේ 09 උපවගන්තිය

වගන්ති ප්‍රකාරව සෑම ලීන් වර්ෂයක් අවසාන වී මාස තුනක්
ඉකුත්වීමට පෙරාතුව එම වර්ෂය තුළ කාර්යාලයේ කටයුතු
පිළිබඳව ඉදිරිපත් කළ යුතු වාර්තා, ප්‍රකාශනයන් හා
සැලසුම් අමාත්‍යවරයා වෙත ඉදිරිපත් කර නොතිබුණි.

(ආ) ශ්‍රී ලංකා ප්‍රජාතාන්ත්‍රික සමාජවාදී

ජනරජයේ

මුදල්

රෙගුලාසි

වටිනාකම රු.308,700 ක් වන ලැප්ටොප් පරිගණක

තුනක් අස්ථානගත වීම සම්බන්ධයෙන් රෙගුලාසි ප්‍රකාරව

සංග්‍රහයේ

මුදල්

රෙගුලාසි

කටයුතු කර නොතිබුණි.

102 හා 104

2.2.3 2018 අංක 19 දරන ජාතික විගණන පනතේ 12 (උ) වගන්තියේ සඳහන් අවශ්‍යතාවය අනුව
කාර්යාලයේ බලතල, කර්තව්‍ය සහ කාර්යයන්ට අනුකූල නොවන ලෙස කටයුතු කර ඇති බව.

2.2.4 2018 අංක 19 දරන ජාතික විගණන පනතේ 12 (ඌ) වගන්තියේ සඳහන් අවශ්‍යතාවය අනුව
කාර්යාලයේ සම්පත් සකසුරුවම් ලෙස, කාර්යක්ෂම ලෙස සහ ඵලදායී ලෙස කාලසීමාවන් තුළ
අදාළ නීතිරීති වලට අනුකූලව ප්‍රසම්පාදනය කර භාවිතා කර නොමැති බව.

2.3 වෙනත් කරුණු

(අ) සමාලෝචිත වර්ෂය තුළදී විදේශ ප්‍රවර්ධන මෙහෙයුම් සඳහා ප්‍රේෂණය කරන ලද විදේශ ව්‍යවහාර
මුදල් අත්තිකාරම් රු.36,495,001ක් සඳහා අදාළ ශේෂ සනාථ නොවූ අතර, දූත මණ්ඩල මගින්
බිල්පත් ඉදිරිපත් නොකිරීම නිසා සමාලෝචිත වර්ෂය අවසාන දිනය වන විටත් නොපියවූ
අත්තිකාරම් වටිනාකම රු.11,369,702 ක් විය. සමාලෝචිත වර්ෂය අවසාන දිනයට ඒවායේ ප්‍රමාද
වූ කාල පරාසය මාස 17 ක සිට මාස 37 ක් දක්වා විය.

(ආ) කාර්යාලයේ වර්තමාන වෙළඳ සන්නාමය “So Sri Lanka” වන අතර 2018 තෙක් පැවති වෙළඳ
සන්නාමය “Wonder of Asia” විය. ඒ අනුව Wonder of Asia සන්නාමය සහිත එකක් රු.4,300 ක්
බැගින් වූ කොඩි 398ක් සමාලෝචිත වර්ෂය අවසාන දිනට ගබඩාවේ භාවිතයට ගත නොහැකිව
පැවති අතර ඒවායේ වටිනාකම රු.1,711,400ක් විය.



ජාතික විගණන කාර්යාලය
 தேசிய கணக்காய்வு அலுவலகம்
 NATIONAL AUDIT OFFICE

(ඇ) කාර්යාලයේ කළමනාකාර සහකාරවරියක් 2019 ජනවාරි 07 වැටුප් රහිත නිවාඩු මත විදේශගත වී සිටි නමුත් විදේශගත වීමට පෙර ඇයගෙන් අයවිය යුතු රු.172,375 ක ආපදා ණය මුදල අයකර ගැනීමට සමාලෝචිත වර්ෂය අවසාන දින වනවිට ද කටයුතු කර නොතිබුණි. තවද 2020 ජුනි 02 දින සේවා තහනමකට ලක් වූ නිලධාරියෙක්ගෙන් සමාලෝචිත වර්ෂය අවසාන දිනය වනවිට රු.180,806 ක අයවිය යුතු ණය ශේෂයක් විය.

(ඈ) 2010 ජුනි 03 දින ලබා දුන් රු.1,575,000 ක අත්තිකාරම් මුදල සඳහා අදාළ බාහිර ආයතනයන් බදු ඉන්වොයිසිය ලැබී තිබියදී සමාලෝචිත වර්ෂය අවසාන දිනය වනවිටද නොපියවූ අත්තිකාරම් ලෙස පෙන්වා තිබුණි.


 ඩබ්ලිව්.පී.සී.වික්රමරත්න

විගණකාධිපති

SRI LANKA TOURISM PROMOTION BUREAU

No. 80, Galle Road, Colombo 03, Sri Lanka

Tel: +94 112 432 059 – 60 | www.srilanka.travel