

S WARM &
WELCOMING
SRI LANKA

**SRI LANKA TOURISM
PROMOTION BUREAU**

ANNUAL REPORT 2022

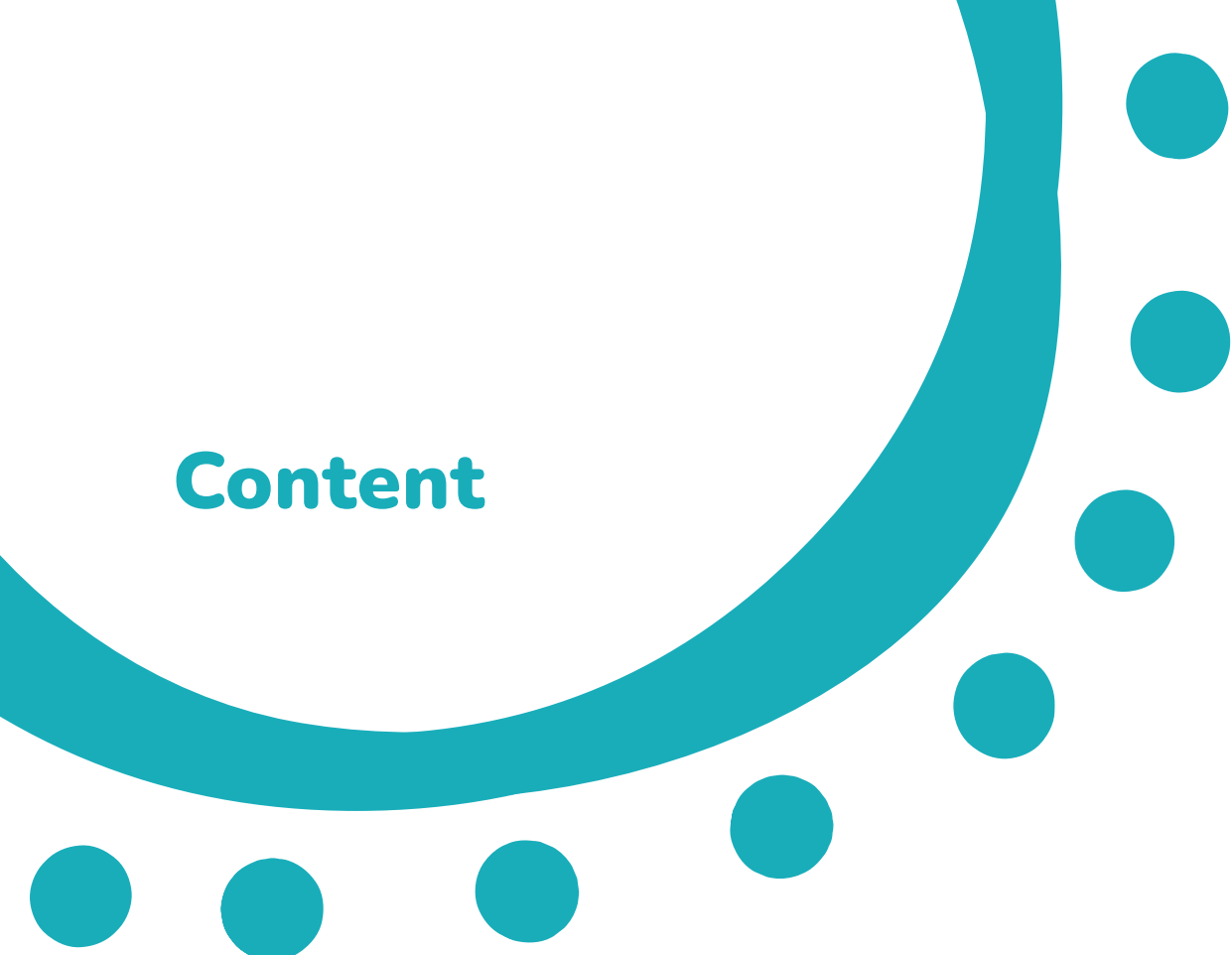


WELCOME!

SRI LANKA TOURISM
PROMOTION BUREAU







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Chairman's Message



Esteemed Colleagues, Partners, and Cherished Friends,

It is with genuine pleasure that I extend to you the unfolding tale of Sri Lanka's resplendent journey in the realms of tourism for the year 2023. A narrative not merely marked by milestones but woven with threads of resilience, optimism, and a collective spirit that transcends challenges. As you and I delve into this annual report, let us explore the array of achievements and promising developments that shape our path forward.

In the face of economic challenges earlier in the year, our institution's adept handling swiftly restored stability, and the fruits of these efforts are now evident. We are delighted to announce the return of 1 million visitors by September 2023, with an anticipated total of 1.25 million by the close of the year, a clear sign of recovery and a step toward reattaining pre-pandemic levels.

The journey from economic uncertainties to welcoming our one millionth tourist in September mirrors the resilience of our industry. New airlines, improved connectivity, and increased cruise calls have played a pivotal role in this positive momentum, demonstrating our adaptability and ability to overcome challenges.

The ongoing "check-in" initiatives transcend mere campaigns; they are a declaration of our collective optimism, and concentrated effort. These campaigns pave the way for a 360 degree "thematic" campaign

after almost two decades in 2024 which is a celebration of sustainability, an invitation to more visitors from key markets.

The Ministry and the Sri Lanka Tourism Promotion Bureau are crafting a robust country brand through a comprehensive rebranding exercise, accentuating Sri Lanka's unique assets. Ongoing promotions and introduction of innovative initiatives are helping Sri Lanka maintain a competitive edge. Sri Lankan Airlines, our national carrier, unfolds its wings in preparation to extend its routes, connecting more cities and key destinations.

Our primary source markets such as India, UK, Germany, France, Russia and China continue to drive growth. The crescendo of our confidence builds as we not only meet but surpass our annual target of 1.5 million tourists. We remain motivated and geared to achieve the target of welcoming 2. million tourists by 2024, which we once achieved in 2018 prior to the Pandemic.

As we cast our gaze into the horizon, our aspirations are painted in hues of the most vibrant sunset. Sri Lanka is poised to generate over 5 billion U.S. dollars from tourism in 2024 which is an opulent treasure chest of prosperity, the highest-ever revenue for our resplendent country.

In conclusion, let me share my profound gratitude to our partners and the dedicated individuals who have played a role in nurturing the blooming success of Sri Lanka's tourism in 2023. Together, we are not merely rebuilding; we are co-creating a future painted in the most enchanting hues. Let us continue hand in hand, inspired by the ethereal beauty and timeless charm that define the spirit of Sri Lanka.

With the warmest regards,

Mr. Chalaka D. Gajabahu

Chairman, Sri Lanka Tourism Promotion Bureau



SRI LANKA TOURISM PROMOTION BUREAU

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 under the Ministry of Tourism which was under the purview of the then Hon. Minister Prasanna Ranatunga.

The Bureau plays a key role in promoting and marketing Sri Lanka, both locally and globally as a tourism and travel

destination. Sri Lanka Tourism is active in 20 key markets, promoting the island's unique treasures of nature, culture and adventure, enticing the global travel community to visit, revisit and immerse in the diversity of exhilarating experiences the diminutive island nation has to offer. Strategic promotional activities are efficiently carried out by the dynamic teams of Marketing, Public Relations, Advertising and Events divisions of Sri Lanka Tourism Promotions Bureau.

Vision

"To be recognized as the world's finest island destination for memorable, authentic and diverse experiences."

Mission

"To be a high-value destination offering extraordinary experiences that reflect Sri Lanka's natural and cultural heritage, are socially inclusive and environmentally responsible, and provide economic benefits to communities and the country".

BOARD OF DIRECTORS

Sri Lanka Tourism Promotion Bureau 2022 as at 31/12/2022

Ms. Kimarli Fernando

Chairperson

25th February 2022 - 24th May 2022

Mr. H. Chalaka D. Gajabhu

Chairman

31st May 2022 - 31st December 2022

Ms. Dhammika K. Wijayasinghe

Board Member

25th February 2022 - 05th October 2022

Mr. M. L. Gammanpila

Board Member

26th October 2022 - 1st December 2022

Ms. K. P. P. Siriwardana

Board Member

25th February 2022 - 31st December 2022

Ms. Suranga Premanie Vithanage

Board Member

25th February 2022 - 31st December 2022

Mr. Eksath Wijeratne

Board Member

21st March 2022 - 31st December 2022

Mr. Anura Lokuhetty

Board Member

21st March 2022 - 30th May 2022

Mr. D. Chamin Wickramasinghe

Board Member

31st May 2022 - 31st December 2022

Mr. Chandana Talwatte

Board Member

21st March 2022 - 31st December 2022

Mr. Nalin Jayasundera

Board Member

21st March 2022 - 31st December 2022

Mr. Darshana Cabraal

Board Member

21st March 2022 - 31st December 2022

Mr. Devindre Senaratne

Board Member

21st March 2022 - 31st December 2022

Mr. R. H. W. Anuradha Kumarasiri

Board Member

31st May 2022 - 31st December 2022

SENIOR OFFICERS

Sri Lanka Tourism Promotion Bureau as at 31/12/2022

Ms. Kimarlie Fernando

Chairperson

01.01.2022 - 31.05.2022

Mr. Chalaka Gajabahu

Chairman

01.06.2022 - 31.12.2022

K P P Siriwardhana

Managing Director

01.01.2022 - 31.12.2022

Madubhani Perera

Director / Public Relations

01.01.2022 - 31.12.2022

Dushan Wickremasuriya

Director / Marketing

01.01.2022 - 31.12.2022

D P Daluwatte

Director / Events

01.01.2022 - 31.12.2022

Indrajith De Silva

Director/ Strategic Planning and Research

01.01.2022 - 31.12.2022

A M Premathilaka

Director / Finance

01.01.2022 - 31.12.2022

Mihira Liyanarachchi

Acting Director HR & Administration

01.01.2022 - 19.04.2022

Mihiri Wijesinghe

Director HR & Administration

20.04.2022 - 31.12.2022

MARKETING

Agents and Media Familiarization Tours (FAM Tours)

Russia & Ukraine Trade FAM (12 Tour Operators) , B2B with 72 DMCs/ Hoteliers

As part of the promotional activities carried out, a group of Russian and Ukrainian Travel Agents were invited to familiarize themselves with the products and services that Sri Lanka offer during the period 23rd - 29th January 2022. SLTPB gave the opportunity to develop new business contacts to promote the destination for the local travel trade partners and for hoteliers by arranging a successful B2B session for over 70 Sri Lankan DMC'S and Hoteliers.



Welcoming the agents



B2B sessions

Bangladesh Trade & Media FAM (16 member delegation) B2B with 60 DMCs/Hoteliers

SLTPB organized a Familiarization (FAM) tour for two groups of the Bangladesh Travel Writers Association (BDTWA) and Tour Operators Association of Bangladesh (TOAB) for an 8-day tour of the island during the period of 25th February to 4th March 2022. The group comprised 10 members of the Tour Operators Association of Bangladesh and 6 members, including four travel writers and two photographers of the Travel Writers Association of Bangladesh. The Members had B2B meetings with 50 leading Tour Operators and Hoteliers and Editors / News reporters of Sri Lanka.



Welcoming the agents



Visit to Sigiriya

TV crew from Poland – Documentary on Polish TV

SLTPB in collaboration with the Embassy of Sri Lanka in Poland, took measures to organize a FAM Tour with a Polish TV channel and to be on air from 03rd – 09th March 2022. TVN is the flagship channel of TVN Discovery Polska, one of the two predominant commercial TV broadcasters in Poland. TVN channel expects to produce their newest strands of three chapters, each documentary called “City/Region in See You” and “Good Morning TVN – TVN Discovery”.



Welcoming the crew



crew members at the airport

Ms International UK visited Sri Lanka in a Mission to Promote the country for UK Travelers

Ms International beauty pageant in October this year, one of the big three competitions alongside Miss Universe and Miss World. She visited Sri Lanka on the 3rd of February 2022, and the main purpose of her visit was to join hands with Sri Lanka Tourism and make her contribution to promoting Sri Lanka in the UK. She is a British citizen hailing from the City of Birmingham and she was able to win this achievement competing against more than 50 other British Individuals. She was selected to act as a brand ambassador to promote the destination in the UK.



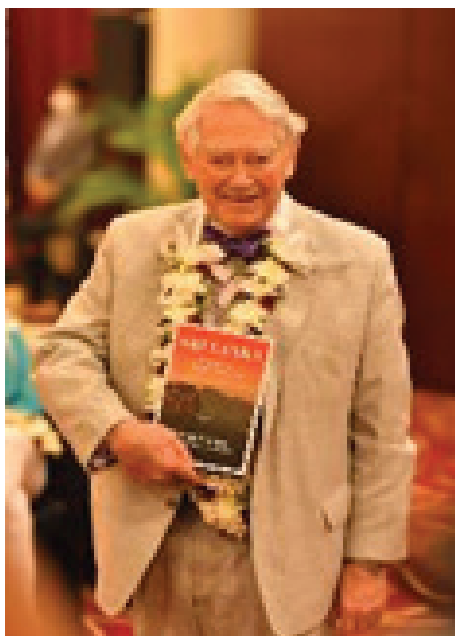
Lord Naseby visit in Sri Lanka 2022 - Endorse Destination for UK Travellers

“

There is nowhere else that I had been in the world where people got a lovely smile on their face, Sun shines almost every day and you are made really welcome... come and taste Sri Lanka!

- Hon. Lord Naseby of the UK

Sri Lanka, Tourism partnered with Lord Naseby of the UK's book launch "Paradise Lost, Paradise Regained". The British Conservative Party politician who is also the Joint Chair of the All Party Group on Sri Lanka launched his latest book "Sri Lanka: Paradise Lost: Paradise Regained: at BMICH on 29.03.2022. The event was graced by the diplomatic, trade a tourism fraternity. Prof GL Peris delivered the keynote speech of at the event.



Vietnam Trade FAM (18 Agents),13-19 March -B2B on 18th March

SLTPB collaborated with the Embassy of Sri Lanka in Vietnam to organize a media and trade familiarization tour for a 13-member delegation which included high-profile tour operators representing the Vietnamese Travel Association (VITM). The delegation was given a warm welcome at BIA by Sri Lanka Tourism on 13th March 2022. During their tour, they will be coordinating with Industry stakeholders and Tourism officials to promote Sri Lanka as a potential travel destination. A B2B session with local DMCs and Hoteliers has been arranged in Colombo on the last day of the tour. Shown here are the Vietnamese Tour Operators at BIA with Sri Lanka Tourism officials.



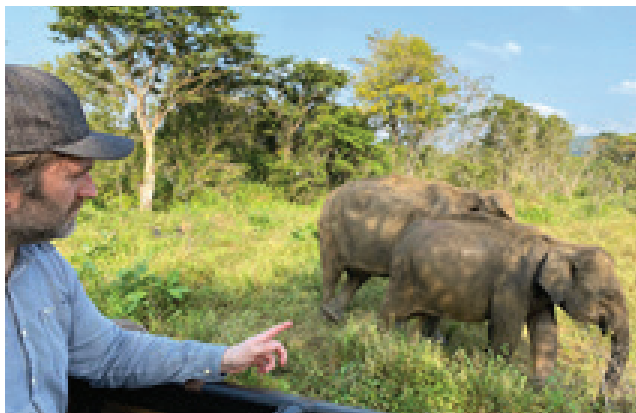
Welcome



B2B session

Media FAM of German travel writer of “Aero TELEGRAPH”

The Deputy Editor in Chief of the German Air Travel and Aviation website, aeroTELEGRAPH.com visited Sri Lanka to produce his travel report on the destination from 24th to 31st March 2022 “AERO TELEGRAPH.com” claims to be the most followed air travel and aviation website in the German-speaking region - Germany, Switzerland, Austria of Europe. He has covered the ancient Dambulla, Sigiriya, Kandy, Wildlife, flora and fauna, Ceylon tea, Ayurveda and also typical village lifestyles. Existing since 2011 aerotelegraph.com has 950.000 Unique Users per month and nearly 12.000 Newsletter subscribers.



Media FAM from German Travel writer from “Weser-Kurier”

The Editor in Chief (Travel Pages) of the German Newspaper “Weser-Kurier”, Ms Maries Tajdel visited Sri Lanka to create her travel article on Ayurveda in Sri Lanka. “Weser -Kurier” claims to be one of the renowned newspapers in the North West of Germany- Bremen. She explored Passikudha, Galle, Wadduwa, and Colombo during her stay on the island from 4th to 10th April 2022. It reaches approximately 200,000 readers with its print magazine and is also available online at www.weser-kurier.de.



A media familiarization tour for the German Editor in Chief of “BUSINESS & DIPLOMACY”

A media familiarization tour for the Editor in Chief (Mr Rainer Schubert) of the German magazine “BUSINESS & DIPLOMACY”. Mr Schubert visited Sri Lanka to produce a travel report on the destination mainly focusing on the hill country while conveying the message to his readership that “Sri Lanka is back on the tourism map”. “BUSINESS & DIPLOMACY” is a printed magazine published twice a year in Berlin and has a circulation of 10,000 printed copies in addition to the online version. A two-page travel report on Sri Lanka has been commissioned by the magazine under Lifestyle.

Facilitating a group of German Students

A group from the Karlsruhe Institute of Technology (KIT) consisting of 14 University students and 3 academic staff visited Sri Lanka on an educational tour. SLTPB officials met with the group and shared tourism information relevant to their research studies in Sri Lanka. *(KIT is a research-based University located in the second biggest city Karlsruhe in the state of Baden-Wurttemberg of Germany)*



A group of Golf lovers from Czech Republic

This tour was organized by the Sri Lanka mission in Czech with the assistance of the Embassy in Austria in February 2022. The group consisted of 16 Travelers including tour agents specialized in golf, golf course owners, Yoga instructors and wellness-specialized travel agents from Austria & Czech.



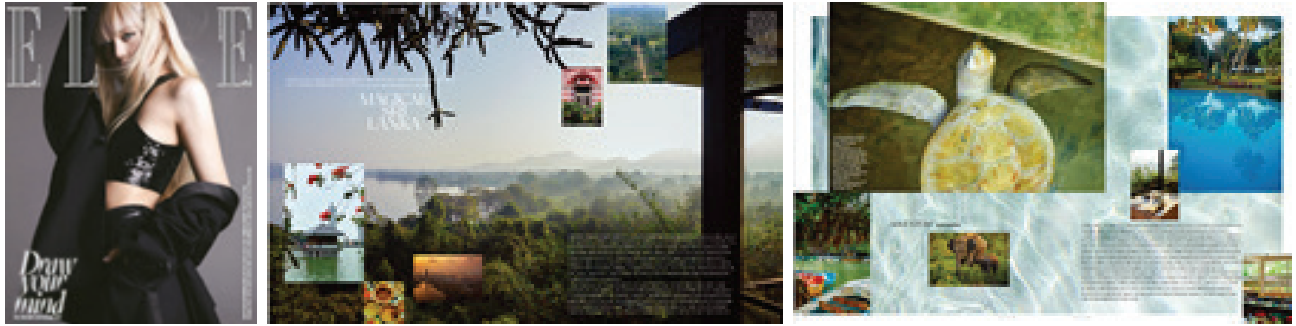
Korea Herald (1 journalist) & Elle Korea (1 journalist + Photographer)

24th – 29th March

SLTPB in collaboration with the Sri Lanka Embassy in Korea arranged a FAM Tour for 3 Media personnel from the Korea Herald and The Elle Korea, which are premier publications in Korea. The FAM took place from 24th March to 29th of March 2022. The tour covered locations such as Colombo, Anuradhapura, Sigiriya, Kandy and Bentota, to spread the positive message through their respective publications.



Published- 18 pages of articles featuring Sri Lanka in 3 magazines of Elle Korea (offline & online)



Sri Lanka article Elle Korea Website Link <https://www.elle.co.kr/article/65962>

Published - 2 pages of article featuring Sri Lanka in Korea Herald Newspaper (offline & online)



Korea Herald newspaper website article link : Travel Page

<https://m.koreaherald.com/view.php?ud=20220915000783&np=1&mp=1&fbclid=IwAR08IFg7YE5bri7w7ZD4DugneakXoD3Zj-uC26dS8E0DsHCSWXiQ3cC9Y0>

Korean Newspaper Magazine Advertisements

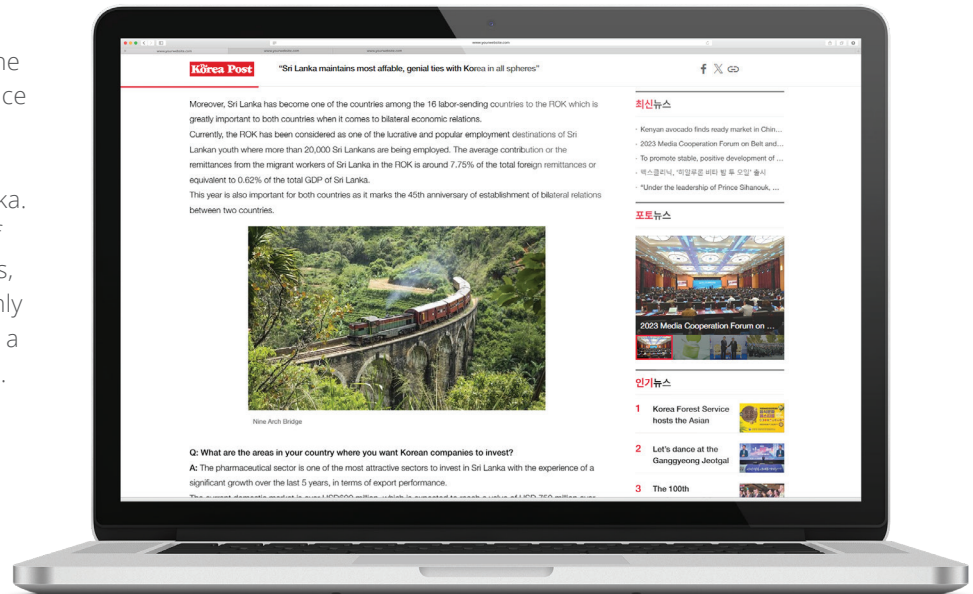
The Mission, in collaboration with the SLTPB, published an article in the Korean newspaper, "Geumgang", on "Kandy Esala Perahera" in Sri Lanka with eye-catching pictures and details. - (Offline & online)

Magazine Web Link

<https://www.ggbn.co.kr/news/articleView.html?idxno=50792>



It also Published an article in the “Korea Post” media network on the occasion of the 74th Independence Day of Sri Lanka, depicting the bilateral cooperation, tourist attractions and culture in Sri Lanka. The Korea Post Media consists of the Korean Daily Media Headlines, The Korea Post online, the monthly print edition, The Korea Post and a Korean-language internet edition.



<http://www.koreapost.com/news/articleView.html?idxno=26695>



The Mission published an article in the “Seoul City” Magazine on the occasion of the 74th Independence Day of Sri Lanka, depicting the bilateral cooperation, tourist attractions and culture in Sri Lanka

<http://www.seoulcity.co.kr/news/articleView.html?idxno=410669>

Indian women's national cricket team-Sigiriya excursion, 28th June 2022

SLTPB under the market of India and other South Asian countries hosted a Sigiriya Lion's Rock excursion with the Indian women's cricket team and Sri Lankan women's cricket team on 28th June 2022. This promotional excursion promoted a great positive awareness among the Indian travellers of Sri Lanka.



Cricket team's visit to Sigiriya



A delegation of students from the University of Lincoln-UK arrives on a Study Tour to Sri Lanka

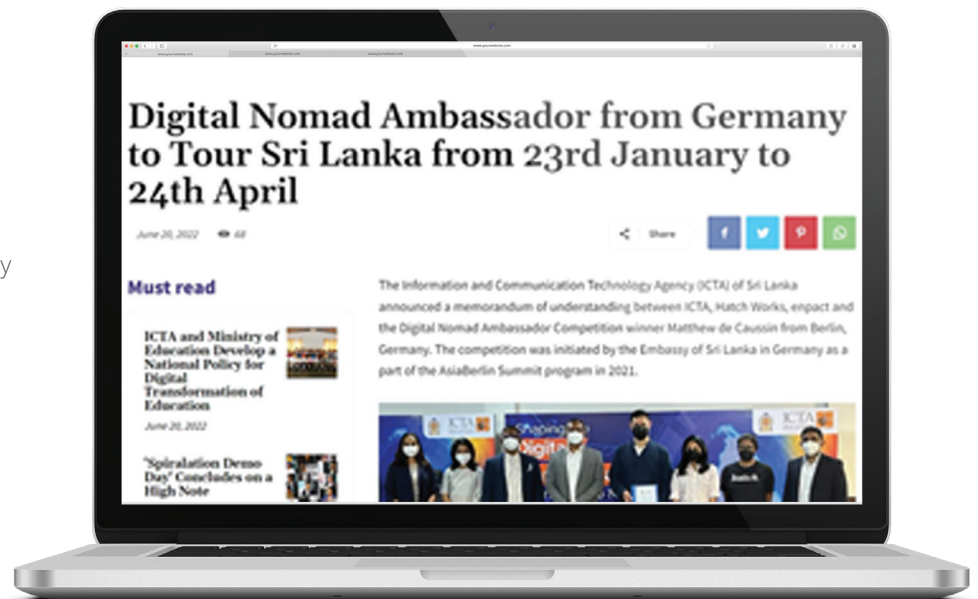
A delegation consisting of seventeen students from the University of Lincoln, UK, arrived on a short visit to Sri Lanka in order to study the lifestyle of the people of Sri Lanka, culture, heritage and tourism experiences offered by the destination. The group arrived at a time when the UK government had issued several travel advisories against Sri Lanka, but despite that, the group was able to continue with their visit to Sri Lanka under the guidance of their Tour leader, Prof. Martin Knight, who has been to Sri Lanka with student groups on many occasions.



Doing a Presentation to the students

Digital Nomad from Germany

SLTPB supported in facilitating visas for the Digital Ambassador. Mr Matt de Caussin arrived on 23rd January 2022 and stayed until April 2022. This promotional activity aims at attracting foreign workers/entrepreneurs who wish to work away from home. Publicity is expected on social media throughout their long stay at the destination.

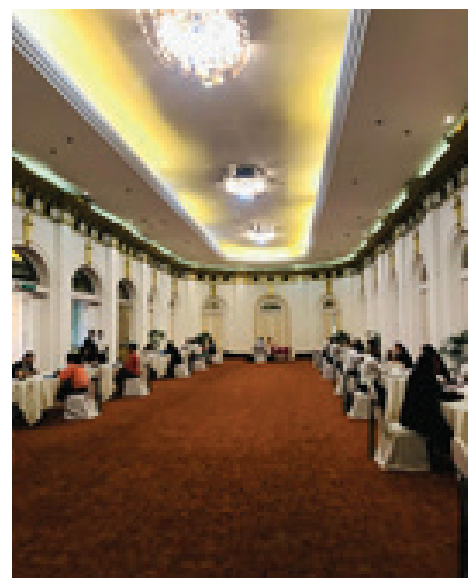


Media Familiarization Tour from the Netherlands & Belgium, 1-8 April 2022

SLTPB made arrangements to invite six travel bloggers from the Netherlands and Belgium on a Familiarization tour which took place from 01st to 08th April 2022. The group visited major tourist locations to showcase Sri Lanka's rich diversity in all aspects, compactness and authenticity. The targeted segments for this Familiarization tour were the Sun, Sea and sand, Culture and Nature.

Azerbaijan Trade FAM (16 Tour Operators) , B2B with 45 local DMCs/ Hoteliers

SLTPB has made arrangements to organize 16 travel agents from Azerbaijan from 08th November to 14th November 2022 in collaboration with Nawaloka Aviation GSA for Air Arabia. SLTPB also allowed the development of new business contacts to promote the destination for the local travel trade partners and hoteliers by arranging a successful B2B session at Taj Samudra on the 12th of November including DMC and Hoteliers.



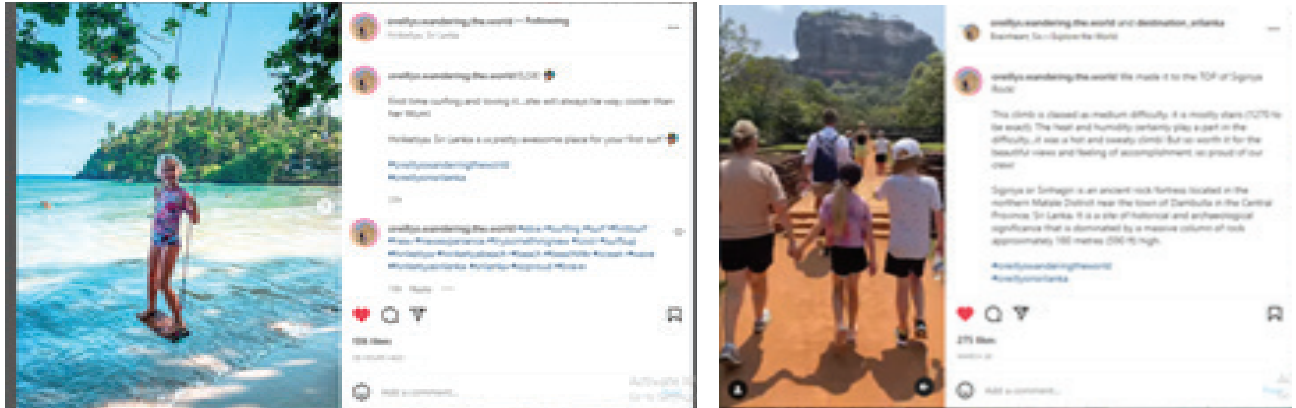
Developing cultural and historical ties between India and Sri Lanka through the “Murugan Trail”

Sri Lanka was further able to strengthen its cultural and historical friendship with its Indian counterparts by organizing the first ever “Murugan Trail” from South India, which was a Media FAM Tour from Chennai, from 3rd to 13th August 2022. The main purpose of organizing this FAM Tour was to promote the “Murugan Trail” which includes around 10 places of worship from the north to the south of Sri Lanka including Jaffna Nallur Kandaswamy Kovil and Kataragama Murugan temple.



Visit of Family Blogger

Tara and her family visited Sri Lanka from 24 March to 05 April. She has posted 50 posts in her instagram about Sri Lanka Tourism.



Sri Lanka Tourism hosts a Media FAM for a group of Indian Media personnel

A group of Indian media personnel including Journalists, bloggers and influencers arrived in Colombo on the 15th of November 2022, in order to develop Bilateral connections. A media crew of 17 journalists, bloggers and influencers participated in this tour, as they represented mainstream Media houses such as the “Times of India”, “The Hindu”, and White Hat Media (Pvt) Ltd. National Geography Traveler, YouTube channel - Tamil Navigation, Instagram – Malayali Yatthrakal, Dark Angel, Surbhi – Travel & Lifestyle blogger, Explore with ecocats, lemonicks.com, etc. The Media crew was divided into 3 groups to cover Heritage, Southern Coast, and Adventure

Sri Lanka Tourism focuses on the Egyptian Market, by hosting an Industrial FAM Tour For Egyptian Travel Agents

SLTPB in collaboration with the Sri Lanka Embassy in Egypt organized a familiarization tour for 8 Egyptian Travel agents from 20th to 26th October 2022. They were highly fascinated with their experience in Sri Lanka. B2B sessions were held successfully after the tour with 8 Egyptian tour operators on 25th October 2022 at the Movenpick Hotel Colombo, and 50 members from the industry travel trade were given the opportunity to participate in these sessions.



Germany – with Travel Association (DRV) – 24th Feb 2022



A Webinar on “Opening of Sri Lanka and the Revival of the Hospitality Industry” organized by the Embassy of Sri Lanka in Germany together with the German Travel Association (DRV) and Sri Lanka Tourism Promotion Bureau (SLTPB) was held on 24 February 2022 with the participation of a large number of German travel agents and outbound tour operators.

UK | ANTOR Association Meets the Media: 31 March 2022 Virtual Meeting

Sri Lanka Tourism participated in the Annual Meet up the Media organized by ANTOR. One-to-one discussions with leading media across print, electronic and bloggers were held. More than 71 media personnel attended the event. Sri Lanka Tourism did a comprehensive country presentation to the UK media and answered their Queries on the destination. The Media FAM Tour was arranged with selected journalists.

Webinar by CATO - Australia

The Council of Australian Tour Operators (CATO) has organized a 06-day webinar on how to rebuild the Global Travel, Tourism and Hospitality Community Platform to support its members after the pandemic. There were 73 Sri Lankan companies participated in this event.

Japan - JATA members

A webinar was held with the participation of JATA members & the Embassy of Sri Lanka in Japan

Five (05) newsletters circulation among the membership of CATO during October to November

Sri Lanka Tourism Promotion Bureau is a member of the Council of Tour Operators (CATO) in Australia. CATO is the representative body for tour operators and wholesalers that supply travel products for Australians to domestic and international destinations. Total membership is more than 1200. SLTPB made arrangements to circulate five EDM among the membership for more awareness and to increase the publicity of the Sri Lanka destination.

Completed membership of the Council of Australian Tour Operators (CATO) and the Australian Federation of Travel Agents (AFTA).

Travel & Tourism Fairs & Road Shows

Press conferences

Press Conference by TAAI, India , 23rd March 2022

TAAI invited Sri Lanka Tourism to attend a Press Conference and a trade networking session which was organized by TAAI on 23rd March 2022 at The Park Hotel, New Delhi. TAAI also unveiled its Convention Brochure and Theme Logo for its 66th Convention and Exhibition at a Press Conference and road show at Hotel – The Park, New Delhi, on the 23rd of March 2022. The Event was attended by over 200 Indian travel fraternities representing 20 Regional Chapters of TAAI and Media personnel.



SATTE Travel Fair, 18th – 20th May, 2022

Sri Lanka Tourism participated in the SATTE Travel Fair which was held in Greater Noida, Delhi-NCR, India, from 18th – 20th May 2022, with 65 Sri Lankan travel and tourism companies. 1,200+ exhibitors, 35,000+ trade visitors, 800+ VIPs & delegates, 26 State Tourism Boards from 50+ countries attended SATTE 2022. The Sri Lanka stand had a floor area of 256.5 sqm, and was a vibrant attraction, with the décor used to decorate the stand highlighting all tourist attractions of Sri Lanka which warmly welcomed the visitors, and gave them a flavour of the perfectly blended culture and heritage of Sri Lanka.



Arabian Travel Mart (ATM)

The Arabian Travel Market (ATM) was held at the Dubai World Trade Center in UAE from 9th May to 12th May 2022. ATM is Dubai's largest annual professional and official show for the tourism industry, providing global visibility as well as business and travel prospects.

SLTPB organized an eye-catching pavilion at the travel show to facilitate the participation of the 36 tourism industry stakeholders of Sri Lanka in keeping with the commitment made in advance to the industry. The Sri Lanka Consulate in Dubai provided the necessary support to ensure the smooth operation of the Sri Lanka pavilion at the ATM.



Sri Lanka pavilion

TAAI Cruise Convention in Singapore, August

The SLTPB chairman was invited to join and address the TAAI 66th cruise convention in Singapore from 22nd - 25th August 2022.



Road Shows in India

SLTPB organized a series of road shows in key Indian cities from 26th -30th September 2022. The first roadshow was held at the Taj Palace Hotel in New Delhi on 26th September followed by St Regis Hotel in Mumbai on 28th September and closing with the Hyderabad Roadshow at Taj Krishna Hotel on 30th September 2022. A delegation of over 50 local travel Agencies and hotels participated in this event. Each roadshow included B2B Sessions facilitating numerous discussions followed by an Evening Networking event. A touch of glamour was added to these events with the participation of celebrity cricketer Sanath Jayasuriya.



World Travel Market (WTM) 2022, London, UK

The world's leading travel and trade show opened in London, UK on 7th November 2022 on a positive note. This year 57 local hoteliers/Destination Management Companies and Sri Lankan Airlines showcased travel experiences offered to visitors. The Pavilion was tastefully designed taking into consideration the travel interest and also Pure Ceylon tea was actively promoted and expected to be served through the event.

The Press Conference at WTM was held on the day of the opening of WTM, which was well-attended by over 50 media personnel representing the leading global and regional media organizations. This was in addition to many electronic and print media interviews done on a one-on-one basis by the Hon Minister at the Sri Lanka pavilion. There were other interviews done in the studios of media houses including CNN.



Mission Support Activities

UAE | Pull up standees (Roller Display) to promote Sri Lanka at Tourism Agencies sites at UAE

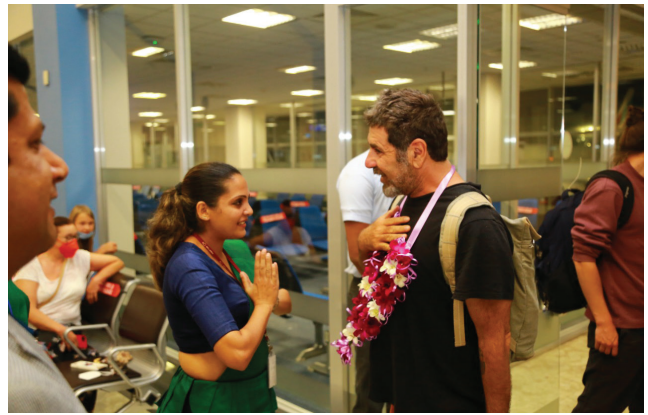
SLTPB has designed pull-up standees (roller displays) which were dispatched to the Sri Lanka mission as per the request made. The request was made to display these banners at the sites of the leading agencies in Abu Dhabi in order to attract customers. There are 30 to 20 agencies that are leading the travel market in Abu Dhabi and Al Ain.

Iran | Tehran International Tourism Exhibition - 29th Jan to 1st Feb

SLTPB has provided the support to the mission by providing the details of the industry operators who work in the Iran market as well as providing the required promotional materials for the fair .

Iran | Promotion Event , Teheran - 6th April 2022

SLTPB provided the assistance for the mission to organize this event to the stakeholders in Related to the Iran travel trade on 6th April 2022.



Oman | Golf Tournament

In collaboration with SLTPB, Sri Lanka Mission in Oma organized a Golf Tournament in Muscat as a part of SL tourism promotion and offered a free tour package to Sri Lanka with the assistance of the industry for the winner of the tournament. SLTPB welcomed the winner, Mr Ahmed Lamki, and his wife on his arrival to the country.



Israel | Meeting with Travel Agents in State of Palestine 2022

SLTPB provided assistance for the mission to organize the event.



Sweden | Tourism event (Presentation on Sri Lanka for selected tourism industry/ tour company/ personnel) on 15th March 2022

The Embassy of Sri Lanka Stockholm organized a presentation on 15th March 2022 presenting Sri Lanka's destination to an influential group of tour operators and travel consultants in a targeted effort to enhance partnerships and to make the Swedish and Scandinavian Tourism markets to Sri Lanka more robust.

Johan Berndtsson and Jeanette Bolin of Kastanj Collection Sweden introduced the presenters with a profile of their involvement in Sri Lanka. Alex Chambers – Hummingbird UK & Sri Lanka, Eleanor Milner - The Sri Lanka Collection UK, Marcelline Paul - Uga Escapes Sri Lanka and Swedish film-maker Stephan Quinth presented the Island's exquisite facets and unique experiences which await a discerning traveller.



Participants at the presentation



H. E. the ambassador's speech



Indonesia | Sri Lanka Tourism Promotion event held at the Bundaran HI MRT Station in Jakarta, Indonesia from 24th to 25th June 2022.



USA | Tourism Promotional Event for New York Tour Operators, 14th June

Sri Lanka Tourism Promotional Event for New York Tour Operators, which was held on 14th June 2022 from 3 pm to 5 pm (USA Time) with the Permanent Mission of Sri Lanka in the USA, SLTPB & Turkish Airlines.



Sweden | Culture, Cuisine, dance and destination featured at Sri Lanka Cultural Festival Stockholm

Several Swedish and Sri Lankan partners came together to present Sri Lanka's vibrant culture, cuisine, dance and destination at the 'Sri Lanka Cultural Festival' held in the Etnografiska Museum and Matamekka, Djurgårdsbrunnsvägen, Stockholm. The event which was concluded on 28th August 2022 witnessed a high visitor count of 1300. The 5-day Cultural event was launched at the Etnografiska Museum on 24th August with Sri Lankan cuisine, exotic traditional Sri Lankan dances including poojanatuma, Surambavalliya and Nagaraksha and classical music amidst a distinguished audience and partners.



UK | Hon. Minister's Visit in the UK - Meeting with Travel Agents, Tour Operators & Media

In Collaboration with the Sri Lanka High Commission in London, the Hon. Minister had a fruitful meeting with UK travel agents, tour operators and media.



France | Meeting with French tour operators

A meeting between the Travel Agents of France and Minister of Tourism was organized by the Embassy of Sri Lanka in Paris at the Embassy on 20 th June 2022 to promote Sri Lanka Tourism in France.

UK | Tourism promotional Event at 'Bedford River Festival' - 23rd and 24th July 2022

Promoted Sri Lanka among the Bedford community as their next holiday destination by featuring Sri Lankan crafts, tourism, culture and heritage, and “Ceylon Tea”. The venue was Stall 36-37, Mill Meadows, Russell Park, Bedfordshire, MK40 3ND and the participation of over 250,000 people in and around Bedfordshire at the River Festival



UK | Sri Lanka promotion at the Masters' Hockey World Cup 2022, Nottingham, 21th August 2022

The High Commission of Sri Lanka in London in collaboration with the Sri Lanka Tourism Promotion Bureau, Sri Lanka National Masters Hockey Association, and World Masters' Hockey Ltd, organized a Sri Lanka tourism promotional event at the closing ceremony of the Masters' Hockey World Cup on 21 August 2022.



Netherlands | Embassy Festival, 03rd September 2022

Sri Lanka Embassy in the Netherlands organized an “Embassy festival” which was successfully completed on 03rd September 2022. It attracts around 10,000 Dutch & international visitors. The booth was divided into three sections. One section was for the food corner, tourism promotion and Ceylon tea.



Austria | Facilitating the Embassy cup cricket tournament for Sri Lanka Tourism branding organized by Sri Lanka Embassy September 2022



Belgium | Promotion of Sri Lanka in Diplomatic World Magazine -

Sri Lanka Mission in Belgium made arrangements with a reputed quarterly publication, namely “Diplomatic World Magazine”, to publish a 6-page article to promote trade, investment, and tourism in Sri Lanka.

News Articles on Sri Lanka Tourism published in Belgium

Article Title – “Langka” A family candles by a mother and her son in Neufchateau” published on – on 25.12.2021 on “Sudpresse” in Belgium.

Article Title – “La la land between sun and moon : 11 reasons to go to Sri Lanka now” published on – on 26.01.2022 in “Weekend Knack” Dutch Magazine.

Article Title – “ 10 Reasons to head towards Sri Lanka” published on – On 17 .02.2022 on “LE VIF” weekend magazine.

Article Title – “M6 Channel Shares the first images of “Beijing Express” special celebrities edition” published on - on 16.04.2022 on “Le Soir Mag” in Belgium news website.

South Korea | Seoul International Travel Fair 2022 (SITF 2022)

Sri Lanka Embassy participated with Sri Lankan Airlines on behalf of Sri Lanka Tourism at SITF fair from 23rd to 26th May 2022. The Sri Lanka booth portrayed the diverse attractions that the island offers tourists, from its beaches, wildlife and ancient cities to adventure, ayurveda and culinary experiences.



South Korea | 7th Korea International Tourism Show (KITS - 2022)

Sri Lanka Embassy participated with Sri Lankan Airlines on behalf of Sri Lanka Tourism at KITS from 11th to 14th August 2022. The Sri Lanka booth at KITS 2022 portrayed the island's diverse tourism themes while displaying a variety of unique products from Sri Lanka.



Public Relations

Visiting Journalists, Blogger & Influencer Programmes

During the year 2022, both media & travel influencer facilitation programs were carried out more aggressively. Under both Visiting Blogger Program (VBP) and Travel Influencer Program (VBP) collaborated with some of the key international travel influencers and mainstream media from around the world in order to popularize the reopening of destination Sri Lanka for International tourists. Moreover to showcase Sri Lanka as an "Unforgettable Holiday Maker" with a focus on sustainably driven tourism development where tourism opportunities will be shared among local stakeholders by creating minimum impact to the natural environment. Further, focus is also given to increase global awareness about Sri Lanka as a "Safe to Travel Holiday Destination"

Promoting Regional Tourism:

- North Central Province (Anuradhapura)
- Promote Eastern Province (Ampara, Aruhambay, Kumana, Gal Oya, Rajagalathenna, Kudumbigala, Panama)
- Central Province (Kandy, Knuckles Mountains, Heeloya, Lankathilake, Nuwara Eliya, Matale Rattota-Riverstone)
- Southern Province (Mirissa, Dickwella, Bentota, Kosgoda, Galle)
- Western Province (Colombo upcoming urban developments and attractions Lotus Tower)

ITV- UK "This Morning Show" shot in Sri Lanka (February, 2022)

ITV -UK was invited in February 2022 to create three TV Episodes about Sri Lanka. Each episode was watched over 1.5 million daily British viewers. Additional video endorsement were offered by the popular TV host Ms. Daisy Payne (posted under Sri Lanka Tourism official FB and gained 72,000 Views).

Promotional Focus:

- Welcoming International Tourists to Sri Lanka - Create Many Unique Reasons
- Provide Timely important travel updates about Destination Sri Lanka
- Showcase how normal the life in Sri Lanka After Facing COVID
- Island's Compactness & Rich Diversity -Unique adventure experiences available in Sri Lanka (Nature Trails / Whale Watching / Safari/ Local Culture Experiences)
- Gaining travelers trust and convince Sri Lanka as a "Safe To Travel Destination "

Targeted Travel Segments:

- Sun, Sand & Sea holiday seekers
- Adventure travelers
- Luxury Travel & Honeymoon Seekers
- Wellness & Ayurveda
- Culinary & Culture Travel seekers



Ten Multi Award Winning Travel Influencers from UK, EUROPE & USA (March, 2022)

SLTPB Invited a group of top ranked International Travel Influencers with a global audience representing UK, India, USA, Germany, France, Italy, Japan, Norway, Spain, Australia, Malaysia, Canada, etc. Tourism products and regional converge included Urban City Promotion -Colombo Tour & National Museum, Wild Safari at Hurulu Eco Park, Anuradhapura Sacred City, Sigiriya, Nature & Sustainable Tourism Promotion Knuckles Mountains, and Community Based Tourism Promotion Heel Oya Remote Village, Kandy Temple of Tooth and Culture Tourism: Kandyan Traditional Dancing Village, Nuwara Eliya Ceylon Tea, Maritime Promotion: Mirissa Luxury Whale watching, Bentota River Boat Safari.



Early East Coast Travel Influencer Promotion Press Trip (UK, Ireland, Belgium, Germany) (March, 2022)

The Press Tour was organized for a group of travel influencers from Belgium, Ireland, UK and German during the period 03rd March to 10th March 2022 to promote Eastern Coast as the perfect summer holiday destination 2022.

Hosting award winning British Journalist from Breathe & Selling Travel –UK Magazines (March 2022)

Under the Visiting Journalist Program-2022, facilitated multi-award-winning British Travel Journalist Ms. Lauren Jarvis who wrote an article about Sri Lanka in The Breathe Magazine –UK.



Travel Weekly -UK Magazine hosted (April 2022)

A Press Trip was organized for the British travel journalist Mrs. Yolanda Zappaterra who commissioned for Travel Weekly Magazine – UK. Yolanda was met at Sri Lanka promotions during IMM media networking event.

Journalists from UK & Europe - Metro-UK, The Travel Magazine-Belgium, Prestige's media magazine-France (May, 2022)

Four Travel journalists from UK and Europe representing Metro Newspaper UK (online), Travel Magazine- Belgium and Prestige's Media -France .was hosted by Sri Lanka Tourism.



Indian Journalists & Travel Bloggers Visit (July, 2022)

A group of high-profile Indian media & travel influencers delegation were invited to Sri Lanka from 3rd July to 11th July 2022 to re-discover Indo-Sri Lanka's historical relationship with India and encourage Indian tourists to visit Sri Lanka by supporting the local tourism industry. 08 members of the delegation represented several key states & cities of India including Delhi, Mumbai, Pune, Kolkata, Bangalore, Hyderabad, etc. The total Indian audience expected to be reached via this media promotion was approximately 104 million across India covering key publications Lokmat (Print - daily), Daily Sagar (Language – Marathi), India Blooms News Service (indiablooms.com), Mumbai Messenger (Language- Hindi), India Tribune (Language – English), Daily Do baja Dopaha (Language Hindi).



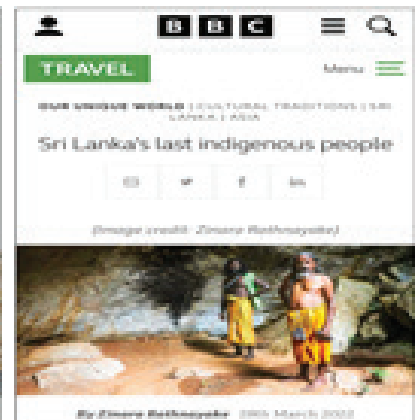
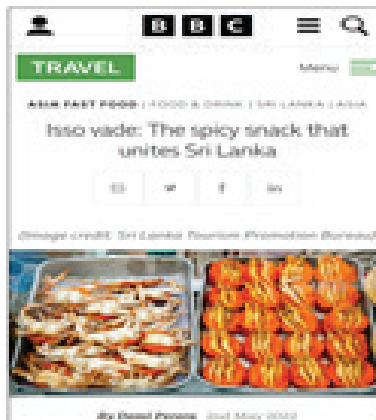
World Tourism Day Int. Media & Influencer Promotion in Habarana & East Coast.

Targeting the World Tourism Day Celebration in Sri Lanka (on 27th September 2022), and highlighting the Eastern Territory, a group of high-profile Indian/Europe Travel Influencers (France, Singapore, Indonesia, USA, India) were invited to Sri Lanka coinciding the World Tourism Day celebration events held in Habarana and Arugambay with the support of our regional tourism boards of North Central Province and Eastern Province.



International Media Networking and Partnership Promotion at The International Media MarketPlace (IMM) (North America) 26th & 27th January 2022

SLTPB attended IMM in North America during the period 26th & 27th January 2022 and connected with over 60 Media publications and 35 media inquiries already received.



Meeting with BBC.Travel Editor Anne Bana and promotion undertaken

Participation for this International Travel Media Networking event created an opportunity to meet world's leading media publications, editors, journalists and build up rapport to support Sri Lanka Tourism. This PR activity worked as the recovery strategy to rebuild the destination brand image, during the crisis situations. As an immediate outcome, Sri Lanka Tourism has collaborated with BBC.Travel, Travel Weekly-UK, Selling Travel UK and many other publications to create feature articles about Sri Lanka.

International Film Tourism Promotions

“Arugambay” International Film Shoot, May 2022

Sri Lanka Tourism Promotion Bureau warmly welcomed Israeli film production house 'United Channel Movies'(UCM) to Sri Lanka to shoot their latest feature film " Arugam Bay" in the Eastern region of Sri Lanka. Filming started from 3rd May to 22nd May 2022. The main filming was taken in Arugam Bay, Colombo, as well as in Tel Aviv- Israel. This film is expected to be screened in Israel and over 50 countries across Europe.



Welcoming of the Film Crew by Sri Lanka Tourism

The PR Division has supported over 15 International TV Shows, OTT Programs, Travel Documentaries and Films to shoot in Sri Lanka as part of the film tourism promotions.

Country focused film tourism promotion was undertaken in India targeting both North and South Cinemas at The Innovative International Film Festival (IIFF), Bangalore and India International Film Conclave IIFTC, Mumbai

Sri Lankan Airlines and The International Film Producers' Association of Sri Lanka (IFPA) supported SLTPB on this country promotion targeting both South Indian and North Indian big five cinema industries covering Bollywood (Hindi), Kollywood (Tamil), Tollywood (Telugu), Sandalwood (Kannada), Mollywood (Malayalam) as well as emerging industries such as Bihar based Bhojpuri Film Industry, Mumbai based Marathi Film Industry, Bengali Cinema, and Punjab Entertainment Industry.

Popular Sri Lankan Singer and Music Artist Yohani De Silva also supported Sri Lanka Tourism on this Indian Film Tourism Promotion



Travel Information Counters (TICs)

TIC BIA

World Tourism Day celebrations at the airport



Welcoming Aeroflot, Air France, Edelweiss and Azur airlines



Welcoming other groups hosted by SLTPB and the industry.



TIC Colombo

1912 Call Center - 24 x 7 operation is carried out at TIC Colombo and inquiries were handled during day time and night through call diversion

TIC Kandy

Special celebrations organized by the Sri Dalada Maligawa, Kandy through the Sri Lanka Tourism Promotion Bureau.



Attended a Trade Exhibition at Peradeniya Botanical Gardens

Facilitated the visitors at Mattala International Airport and BIA

Arranged dance troupes to welcome Viking Mars and Mein Schiff 5 passenger vessels at Colombo port.



Local Media

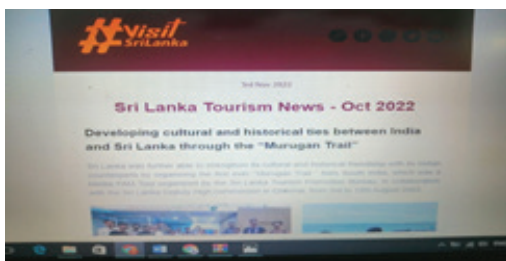
30 Media Releases disseminated as at 31st December 2022



Press conference hosted for the Masters Hockey World cup 2022 (Media participation)



Disseminating Bi -Monthly newsletters to the Industry



Hosted a Local Travel Media Forum in order to get support in future promotions and developing relations with travel media



Disbursement of Entry Pass allocation by CCF

Company	Countries	No. of tickets
SLTPB	India, Bangladesh, Vietnam, CIS countries, USA, Australia, other Europe countries, and Asian countries	204
Industry	Albania, Belgium, Brazil, Bulgaria, France, Georgia, Germany, UK, Latvia, Russia, and India	270
Total		474

Events

Indian and South Asian Monks and Lay Persons visit to Sri Lanka - arrival of 72 monks and lay persons and obtain branding and media opportunities in 2022

A Group of Bhutanese, Indian, Nepalese and Tibetan monk and Lay persons who live in India arrived to Sri Lanka for a special Sri Pada pilgrimage from 08th to the 22th January 2022, and SLTPB welcome the arrival of a group of monks and lay persons from India and South Asian Countries at Bandaranayake International Airport

Navam Perahera

SLTPB Facilitated for the Gangarama Navam Perahara which was conducted at Gangarama Temple Colombo from 15th to 16th February 2022 with the objective of displaying the rich religious and cultural traditions of Sri Lanka. The event attracted huge foreign spectators.



Sri Lanka Abimanaya Commemorative Book 2022

SLTPB Facilitated to Independent Media Association of Lanka to launch “Sri Lankabhimanaya” commemorative book to provide awareness about the democratic political parties after the national independence of Sri Lanka and its head of state.

Buddha Rashmi International Vesak Day Magazine 2022

SLTPB Facilitated to “Buddha Rashmi” International Vesak Day Magazine published by Buddhist and Cultural Organization in Kandy in conjunction of Vesak Day of each year and contains articles on Buddhism and focusing on related interest groups.

International research symposium on management 2022

Facilitated the Faculty of Management Studies of Rajarata University of Sri Lanka to convince its annual National and International Research Symposium with the participation of eminent speakers from UK, Spain and Sri Lanka together with tourism scholars and participants from China, Netherlands, Sweden, Thailand, and India from 2022



74th Independence Day of Sri Lanka in 2022

A Special Tourism promotional article published parallel to 74th Independence Day of Sri Lanka in 2022 in order to obtain the branding opportunities and designate tourism related information among the public.

Sri Lanka Magic Circle 2022

SLTPB Facilitated to The Sri Lanka Magic Circle (SLMC) to celebrate their 100 years of celebration together with the performing art of magic carefully curated and nurtured by the hard work and dedication of its stalwart members.



200 year Celebration of Peradeniya Botanic Gardens 2022

Facilitated the Department of National Botanic Gardens to celebrate their 200-year anniversary at Botanic Gardens Peradeniya with the objective of Celebrating the 200 centenary by conducting an open day to create awareness of the history of the botanic garden among local and foreign visitors.



Shane Warne tribute in Galle

Sri Lanka cricket in collaboration with the Ministry of Tourism to dedicate the cricket legend Shane Warne the 1st Test Match played between Sri Lanka and Australian in Galle during the period of 29th June 2022- 03rd July 2022. Present members of cricket team of Sri Lanka and Australia, Commentators, media crew, members of the Cricket Board together with special invitees from the Ministry of Tourism were attend the event,



Event for appointing Sanath Jayasuriya as brand ambassador for SLTPB

Sri Lanka Tourism Promotion Bureau appointed Mr. Sanath Jayasuriya as the Brand Ambassador for South Asia and the pre as conference targeting local and foreign media celebrated this appointment on 04th August 2022 at Cinnamon Grand Hotel



Kandy Esala Perahera 2022

SLTPB Facilitated the Kandy Esala Perahara one of the oldest cultural and religious festivals in the world which takes place annually in Kandy, It was declared a World Heritage Site by UNESCO and one of the main tourist events of the year attracting over 200,000 tourists annually. and provided opportunities for devotees over Online and Digital platforms around the world.



Asian Central Zone Beach Volleyball International Tournament

SLTPB Facilitated the Asian Central Zone Beach Volleyball International Tournament which was conducted with the participation of foreign athletes in Negombo Beach with the objective of tourism promotion and attracting more tourists in the field of beach volleyball.

Queen's Baton Relay 2022

With the objective of huge gaming media value SLTPB facilitated to Birmingham 2022, The Queen's Baton Relay is an epic journey which bring across the commonwealth 72 nations and territories prior to the commonwealth Games. This event is an opportunity to put the stories of young people across the Commonwealth centre stage and to tell inspirational individual stories through a collective journey.





Raid Amazons 2022

Raid Amazons 2022 was facilitated in collaboration with Sri Lankan Airlines and Connaisance de Ceylan with the participation of more than 600 female participants from France. The Event was held at Sigiriya, Habarana, Kaudulla and Moragahakanada. This Event provided opportunities and benefits to all stakeholders of the Tourism Industry and forces on attracting and enhance in the capacity of the industry

Supporting for Sri Lanka Masters Hockey Men teams to take part in 2022 World Cup in England

SLTPB Facilitated the Sri Lanka Masters Hockey men team to take part in the second Masters Hockey World Cup in Nottingham, England. Sri Lanka played in both over 35 and over 40 age categories. The teams composed of past national players have been preparing for the World Cup tournament since last year despite difficult conditions owing to the COVID-19 pandemic and economic crisis in the country.



Race the Pearl 5th Edition 2022

SLTPB Facilitated the Race the Pearl 5th Edition 2022 conducted the by the Spinner, Mr. Yasas Hewage. The race was started at point Pedro at 6.30am on Nov 5th and concluded in Dondra, The race was conducted from to light house, coast to coast over 600 km through Vavuniya, Dambulla, Bakamuna, Mahiyanganaya, Wellawaya. Cyclists completed the race in 24 hours as Solo riders or Team of 5.



FIFA Fan Zone Negombo

The FIFA World Cup was the biggest world cup event which attracted millions of viewers. SLTPB identified that Sri Lanka has the opportunity to attract football fans to visit Sri Lanka during the FIFA World Cup 2022. The event was held from 01st to 18th of December 2023 in along with the FIFA World Cup 2022 beachside in Negombo. Food and Entertainment facilities together with attractive visiting package provided for the visitors while viewing the FIFA World Cup 2022 matches in the Negombo beach.



Christmas Colombo 2022 at Lotus Tower

This event was set up within the capital city of Colombo with including festive glamour showcasing a distinct Sri Lankan flavour by creating an opportunity for both tourists as well as the local community to feel and enjoy the Christmas and New Year season.

It was targeted to position Sri Lanka as an upscale tourist destination and by organizing an event of this nature showcased a glimpse of its varied attractions in one location while celebrating in a festive atmosphere. Large crowd were gathered within the event ground creating festive vibes showcasing the current positive environment for the tourists.



Christmas Celebration at Presidential Secretariat

The Christmas Event at the Presidential Secretariat was conducted during the period of 18th of December to 24th of December 2022 with the objective of creating Christmas glamor, providing better opportunities for the business communities and promoting the destination and attracting more tourists. The event is conducted with the support of Government and non-governmental organizations and sponsored by several private organizations and SLTPB was involved in organizing and coordinate the event.



31st Night Colombo at Galle Face Green

Sri Lanka Tourism was the process of activating a PR campaign to counter the negative publicity which was created last few months in the country and SLTPB planned to celebrate the 31st Night 2022 and New Year celebration at Galle Face Green as the last event of the year to advocate the positive vibes and to use the year 2023 with a great enthusiasm. Large crowd was gathered to the event and Colombo was highlighted as an entertainment hub and promoted the Lotus Tower among tourists during the event period.



Endorsements were given for the following events |

Waves 2022, Colombo scope, Fusion Galle Street Food Festival Season 4, Ultra X, Modern pentathlon event, Beach volleyball camp at Jungle Ahungalla, Cooking where the pepper grows food festival, Fusion Colombo food festival, Tissamaharama Food Festival, Road to EMF, Mrs Tourism Sri Lanka 2022 & Miss Tourism Planet 2022

Advertising

Advertising is a unique strategy involving paying for space to promote a product, service, or cause. It is to comprehend any paid promotion of a product, service or idea meant to influence one or more people. It can take place on several mediums, such as print, radio, television and digital media platforms. The main goal of advertising is to persuade someone to buy a project or perform a certain action

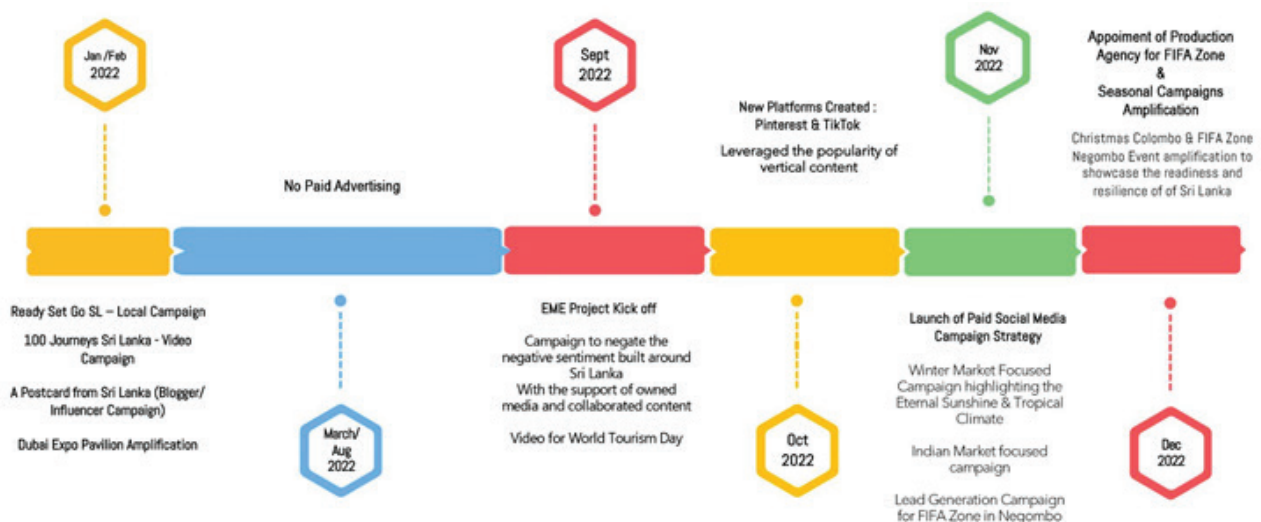
Social Media Management and Advertising

Overview of the Social Media Management

Sri Lanka's tourism industry faced significant challenges due to the economic crisis and scarcity of essential items in the country last year. The negative publicity caused by international media reports had a detrimental effect on the country's international tourism brand. However, the Sri Lanka Tourism Promotion Bureau along with its digital agency eMarketingEye (EME), appointed in Sept 2022 utilized digital media to mitigate these issues and change the perception of travellers, instilling faith in them to visit Sri Lanka and help revive the local tourism industry.

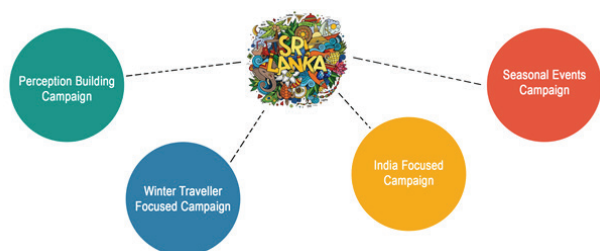
Through various digital marketing strategies such as social media campaigns, digital storytelling, and influencer marketing, Sri Lanka Tourism successfully reached out to travellers and showcased the country's natural beauty, cultural heritage, and hospitality. As a result, the country has seen a surge in tourist arrivals and the industry is on its way to recovery in 2023.

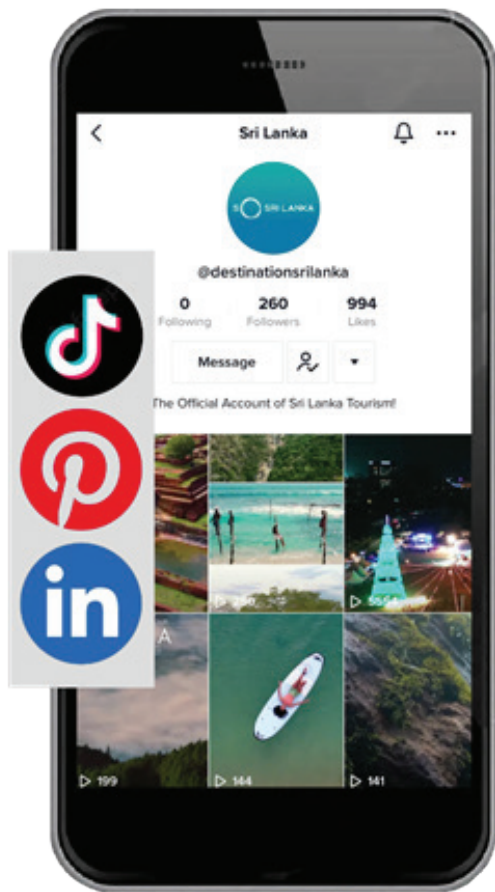
Campaign Timeline



Social Media Strategy for 2022

The Social Media Strategy for Q4 of 2022 was broken down into four segments while focusing primarily on shifting the negative perception of Sri Lanka In the Traveller's minds. A key focus was also given to creating awareness and visibility for the Winter travelers from long haul markets while tactical campaigns were run for India and selected international markets to promote the FIFA World Cup Zone 2022 and Christmas Colombo in line with offline promotional activities carried out for these destinations/ events by the SLTPB.





Introduction of new channels

Sri Lanka Tourism Promotion Bureau's Facebook, Instagram, Twitter, and YouTube presence, has expanded its reach in 2022. With the activation of new channels such as LinkedIn, TikTok, and Pinterest, SLTPB aimed to increase Sri Lanka Tourism's social media presence and reach new audiences active on these platforms. By tapping into trending new platforms, SLTPB hopes to capture a wider range of potential visitors to Sri Lanka, showcasing the country's unique offerings and promoting tourism.

Strategic Campaigns

Positive SI - Perception Building Campaign

In order to mitigate the negative perception of travelers towards Sri Lanka due to the economic crisis and scarcity of essential items, the country's tourism industry utilized social media to create positive content and instill faith in potential visitors.

Local and international influencers were enlisted to create engaging content and showcase the country's safety and beauty, instilling faith in potential visitors.

This approach supported the shift in the negative perception towards Sri Lanka, as travelers were exposed to authentic, trusted experiences. These Social media pieces of content played a vital role in increasing visitor confidence and reigniting Sri Lanka's tourism industry. This effective strategy will continue

to be a crucial component in the country's efforts to attract visitors and establish itself as a must-visit destination.

Social content was created to showcase Sri Lanka's high rankings by prominent travel accreditations and blogs, highlighting its reputation as a friendly and safe destination. This helped to further enhance the positive perception of Sri Lanka and position it as one of the best destinations to visit.

Sunshine SI - Winter Market Campaign

As winter loomed, content showcasing Sri Lanka's eternal sunshine and tropical charm as the ultimate winter getaway was customized from imagery, captions and ad text, successfully captivating audiences and driving interest among winter markets worldwide.

Top Geo Markets

United States | United Kingdom
| Sweden | Norway | Germany |
France | Finland | Denmark

Explore SI - Indian Market Campaign

A dedicated social media campaign was launched targeting the Indian market, recognizing its importance as one of the top three tourist markets for Sri Lanka. With visitor numbers from India on the rise, Sri Lanka is expecting to welcome 1.55 million tourists in 2023. The campaign aimed to showcase Sri Lanka's stunning natural beauty, rich cultural heritage, and diverse experiences to entice Indian travelers.

By highlighting the unique offerings of Sri Lanka, the campaign aimed to position it as the go-to destination for Indian travelers seeking an

unforgettable vacation. by partnering with Indian influencers and collaborators, The SLTB was able to reach a wider audience in India and showcase the beauty and diversity of Sri Lanka in a relatable and engaging way.

This initiative helped to position Sri Lanka as a must-visit destination for Indian travelers and contributed to the country's overall tourism growth.

Festive SI - Seasonal Campaign Campaign

Despite the challenges, Sri Lanka continued to showcase its readiness to welcome visitors in 2023. One way that Sri Lanka is did this is by was to host a series of events during the

end of last year such as Fifa Zone Negombo & Christmas Colombo. These events were leveraged on social media to showcase Sri Lanka's readiness to welcome travelers in 2023. Through a concerted effort on social media, Sri Lanka highlighted its unique culture, food, and hospitality, which are all reasons why travelers should visit the country.

The FIFA Zone Screening was designed to attract travelers from Qatar to visit Sri Lanka through a social media campaign that targeted football enthusiasts. by creating an ambience similar to that of the FIFA World Cup, the campaign generated interest from countries such as Brazil and the US. The social

media campaign generated leads that were interested in package deals, including a visit to Sri Lanka to experience the country's unique culture and hospitality

Introduction of New Channels

Despite the challenges posed by the pandemic, we are proud to announce that our tourism sector has shown encouraging signs of recovery in 2021. With tourism receipts SLTPB achieved over 120 million impressions, 1.8 million engagements, and 580,000 follower growth on SLTPB owned social media channels.



**129,834,313
IMPRESSIONS**

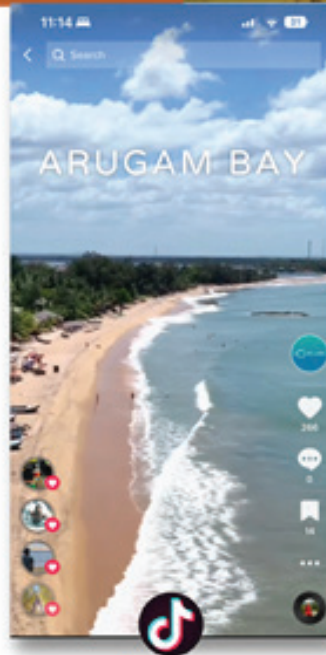
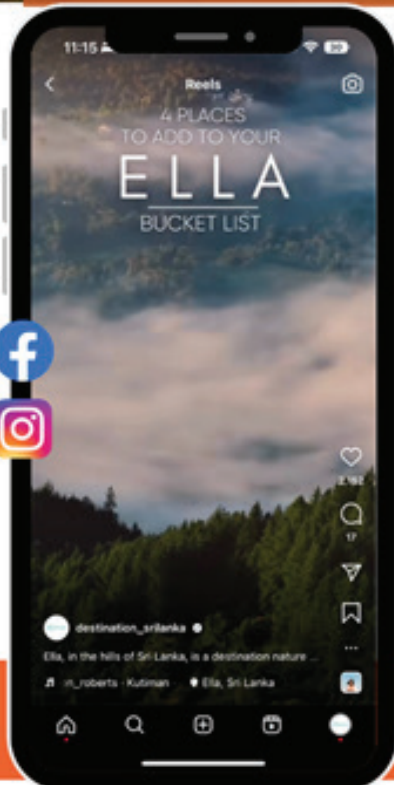


**1,818,284
ENGAGEMENT**

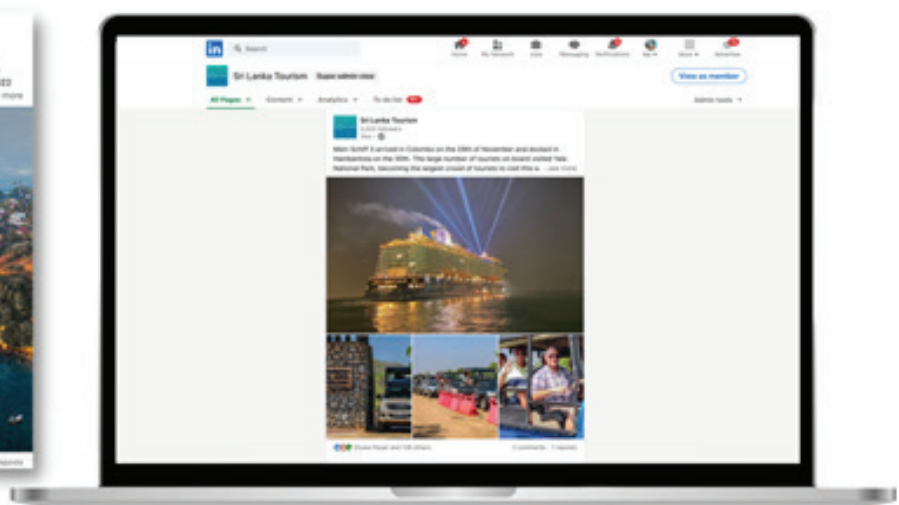


**580,587
AUDIENCE**

LEVERAGING NEW PLATFORMS & CREATIVES

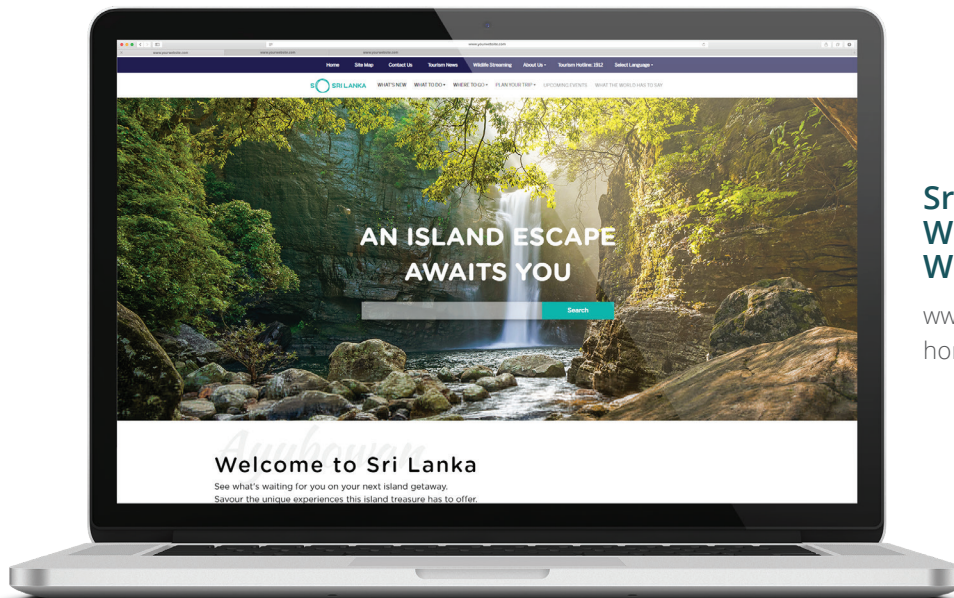


LEVERAGED THE RISE OF SHORT FORM
VIDEO CONTENT & VERTICAL MEDIA



INFORMATIVE & NEWS BASED ACCREDITATIONS WERE POSITIONED
IN PROFESSIONAL MEDIA TO DRIVE CONFIDENCE

Currently on hold the local media campaign with TV Advertising during the economic crisis Initiation of T-Shirt branding to promote the destination identity On going "Visit Sri Lanka" brand registration Initiated the "So Sri Lanka" materials and the appointment of an event management company for storing, transporting and dismantling. Initiated branding at the airport pier area and the arrival car porch area



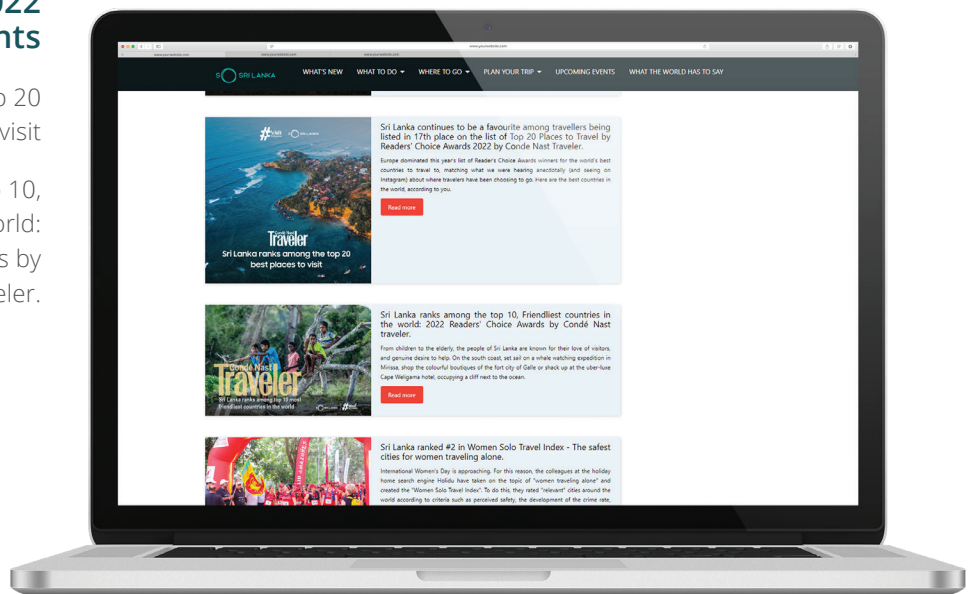
Sri Lanka Tourism Web Hosting and Web Promotions

www.srilanka.travel web site home page changes.

Sri Lanka Tourism Endorsement page updated - 2022 Endorsements

Sri Lanka ranks among the top 20 best places to visit

Sri Lanka ranks among the top 10, Friendliest countries in the world: 2022 Readers' Choice Awards by Condé Nast traveler.

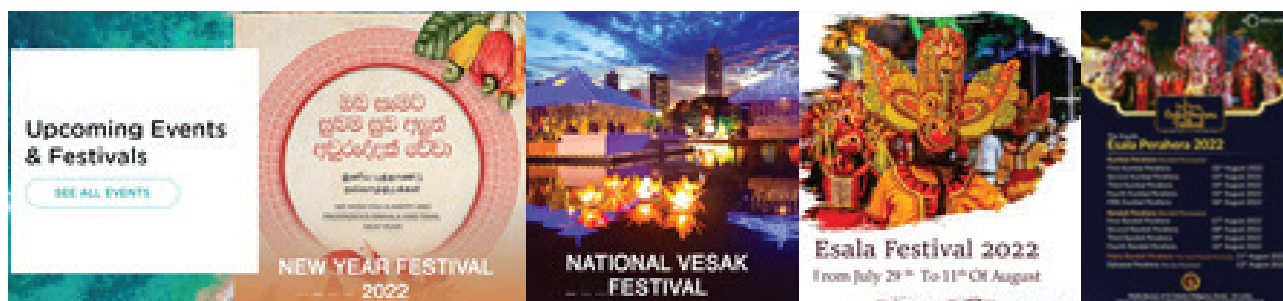


www.srilanka.travel website Sri Lanka Tourism News updates

(Sri Lanka Tourism hosted Miss International UK and Sri Lanka Tourism welcomed the Trade Fam Tour from Russia & Ukraine , Brides of Sri Lanka magazine together with Galle Face Hotel hosts 'Wedding Week 2022', Sri Lanka Tourism was supported by EU to develop wellness tourism, Sri Lanka participated hosted at South Asia's Travel and Tourism Exchange (SATTE) 2022 at India Expo Mart, Greater Noida, Delhi-NCR, India, Developing cultural and historical ties between India and Sri Lanka through the "Murugan Trail", etc..more than 25 Tourism News updated)

Sri Lanka Common & Cultural event Updates and Promotion

I/N	Events Informations
1	Duruthu Perehara - Kelaniya Rajamaha Viharaya
2	Navam Perahera - Gangaramaya Temple
3	Independence day
4	Sinhala & Tamil New Year Festival Vesak Festival,
6	Poson Festival
7	Kataragama Esala Festival - Kataragama Devalaya
8	Wadduwa Poson Perehara - Sri Samuddrama Viharaya
9	Kandy Esala Festival - Temple of the Sacred Tooth Relic
10	Nallur Kanthaswami Kovil Festival



Expo 2020 Dubai

The very first Expo event took place in 1851 and was called "The Great Exhibition." As of 1931, the Bureau of International Expositions (BIE) supervise and organize Expos. A World Expo is a global event that aims at connecting nations. It's a platform where countries all over the world can display their latest innovations and inventions.

Sri Lanka At Expo 2020 Dubai

Sri Lanka's participation in Expo Dubai sought to elevate the country's global standing, showcase the country's high-quality offerings to the world, and connect the country to the Gulf region. Experience the best of hospitality, tranquility, serenity and culture at Expo 2020 Dubai, was the key message at the Sri Lanka Pavilion as we entertained over 20,000 guests a month catering to the world visitor and promoting our island paradise as a number one destination for tourism. Located in the Opportunity District, the 300-square-metre pavilion focuses on the island's three key pillars — authenticity, compactness and diversity.



- The Sri Lanka Pavilion at Expo 2020 Dubai played host to 128,022 global visitors from the 1st of October 2021 to 31st March 2022.
- The total gained PR for the period beginning 1st October 2021 to 31st March 2022 at Expo 2020, in the UAE region is USD 2,791,351.18/= that is approx. LKR. 837,405,354 worth free publicity. This was due to the strategic partnership with VFS Global PR.
- Entertained over 5000 guests LIVE on location and over 10,000 guests online where SLTPB showcased the best of Sri Lankan Talent to the Global Audience.
- 50 Travel & Tourism related agents attended the Travel & Tourism B2B meeting from the UAE.
- Sri Lanka National Day celebrations were one of the most talked about events at Expo. During pandemic times, the Alwasl Dome played host to our Cultural performance, 52 media institutions attended our Tourism press conference LIVE and Via Online Mediums, and national flag flew high at the Alwasl National Day Event hosted by Expo Management and other dignitaries of the UAE
- The only pavilion at Expo 2020 Dubai, that gave visitors a free cup of hot plain tea to sample, and was considered one of the most hospitable pavilions at Expo. Over 86,000 cups of tea were sampled.
- Pavilion was one of the few pavilions that played host to the Prime Minister of the United Arab Emirates, His Highness Sheikh Mohammed bin Rashid Al Maktoum, His Highness Sheikh Abdullah bin Zayed Al Nahyan, Minister of Foreign Affairs & International Cooperation United Arab Emirates, Her Highness Sheikha Mahra bint Mohammed bin Rashid Al Maktoum, Her Highness Princess Arifa of Ras Al Khaima, Honourable Minister Alexey Gruzdev, Deputy Minister of Industry and Trade of the Russian Federation & the Queens Baton Contingent from UK.
- Were also one of the few pavilions that had a standard give away monthly for the global visitor. Sri Lankan airlines gave away 24 free air tickets to our island paradise.
- Yohani LIVE in concert with her friends, Alston Koch, Tehani Imara & local UAE singing sensation, 14-year-old Dinu brought in the largest attendance at Expo to the Dubai Millennium Amphitheatre. Approx. 3,200 were in attendance, and over 5000 watched the event online.
- Face Book – 57,806 page likes, updated work on a weekly basis and those posts accumulated in total 19,163 likes for pictures and videos and also achieved 4810 shares. On Instagram, achieved 11,846 page followers, and 10,323 post likes in total for the 6-month period.
- Had 12 pavilion foot fall activities namely, Cane Craft, Batik, Rookada, Rush & Reed, Puppetry, Sculptures, Brass Works, Beeralu Lace, Pottery, Mask Carving, Sri Lankan Art & Wood Carving; where the master craftsman demonstrated and got visitors involved in their craftsmanship.
- The Sri Lanka Pavilion also entertained the visitors at Expo by organizing, Drum Festival, Song Dance & Drama Show, Traditional Sri Lankan Dances, Fusion Dances, Cultural Show, Wedding Show & Batik Fashion Show; where transported the global visitor to our island paradise through vibrant entertainment segments.
- The Pavilion also played host to Christmas Carols & a Book Reading at the Full Moon Circle within the Pavilion where we entertained kids in the month of December.
- Sri Lanka Pavilion Merchandise was given away in the forms of Brochures, T-shirts, Caps and Devil Mask Key Tags through question & answer sessions + take a picture at our photo backdrop to WIN.
- The Day of Sapphires was another milestone for Sri Lanka in the 6 months at Expo. Sri Lanka showcased Sapphires worth over USD 150,000,000 and #dayofsapphires was trending inside Expo 2020 Dubai.
- The month of December was where Gem Merchants from Sri Lanka displayed their products at the pavilion, with 2 companies every week. A weekly Gem Raffle was conducted with jewelry giveaways.
- The Retail Corner, Tea Corner, Gem Traders & National Craft Council made total sales in excess of AED 85,000.
- The information counter was occasionally manned by Travel Agents who visited the pavilion for a short period of time. Some of them managed to get certain holiday bookings.



**THE
FINANCIAL
STATEMENTS
OF 2022**

Statement Of Financial Position

As At 31st December 2022

	Note	2022.12.31(Rs.)	2021.12.31 Restated
ASSETS			
Current assets			
Cash and cash equivalents	3	1,479,617,993	564,082,296
Short term Investment		4,800,000,000	3,600,000,000
Receivables	4	869,200,952	612,915,265
Advances	5	46,494,249	59,929,852
Prepayments	6	8,235,111	12,772,315
Employee Loans	7	13,065,939	11,929,422
Inventories		28,982,077	26,009,985
Total Current Asset		7,245,596,321	4,887,639,135
Non-current assets			
Fixed Asset			
Property, Plant and Equipment	8	32,640,538	47,303,981
Intangible Assets			
Computer Software		1,713,023	2,349,160
Total Non Current Asset		34,353,561	49,653,141
Total Assets		7,279,949,882	4,937,292,276
LIABILITIES			
Current Liabilities			
Funds Received in advance	9	7,421,521	2,511,500
Deposit payables	10	3,159,228	3,224,871
Employee benefits	11	1,762,245	1,650,125
Accrued expenses and Creditors	12	136,717,456	178,920,749
Cash as per Book - HO - Main Account			67,021,765
Total Current Liabilities		149,060,450	253,329,010
Non-current liabilities			
Vehicle Lease		2,880,930	6,426,590
Total liabilities		151,941,380	259,755,599
Net assets		7,128,008,502	4,677,536,677
NET ASSETS / EQUITY			
Capital contribution		33,069,157	33,069,157
Accumulated surpluses / (deficits)		7,094,939,345	4,644,467,520
Revaluation reserve			
Total Net Assets / Equity		7,128,008,502	4,677,536,677

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 statements were authorized by the Board of Directors on



Board Member
Sri Lanka Tourism Promotion Bureau



Board Member
Sri Lanka Tourism Promotion Bureau



Chalaka Gajabahu
Chairman

Sri Lanka Tourism Promotion Bureau



K.P.P.Siriwardane
Managing Director

Sri Lanka Tourism Promotion Bureau

Notes to the financial statements of 2022

Statement Of Financial Performance For The Year Ended 31st December 2022

	Note	2022.12.31(Rs.)	2021.12.31 Restated
Revenue			
Embarkation Levy		1,708,249,084	338,784,735
Tourism Development Levy		771,169,216	571,179,521
Other Revenue	13	803,307,318	276,597,052
Total Revenue		3,282,725,618	1,186,561,308
Expenses			
Wages, Salaries and Employee Benefits	14	107,565,363	92,078,359
Supplies and Consumables Used	15	42,936,564	39,736,968
Trade related expenditure	16	658,495,610	380,610,855
Depreciation and Amortization Expenses		18,504,728	17,897,676
Other Expenses	17	3,209,178	3,346,326
Finance Costs	18	1,542,350	1,711,897
Total Expenses		832,253,793	535,382,081
Surplus / (Deficit) for the Period		2,450,471,825	651,179,227
Revaluation Gain			-
Surplus After Treasury Levy and Revaluation		2,450,471,825	651,179,227
Surplus / (Deficit) Brought Forward		4,644,467,520	3,993,288,293
Surplus / (Deficit) Carried Forward		7,094,939,345	4,644,467,520

Notes to the financial statements of 2022

Statement Of Changes In Net Asset/Equity For The Year Ended 31st December 2022

Attributable to owners of the controlling entity			Total net assets/equity
	Contributed Capital	Accumulated Surpluses/ (Deficits)	
Balance at 31st December 2020 carried forward	33,069,157	4,013,480,471	4,046,549,628
Changes in accounting policies (Prior year adjustments)		-20,192,178	-20,192,178
Restated balance	33,069,157	3,993,288,293	4,026,357,450
Changes in net assets/equity for the period			
Gain on property revaluation			
Surplus for the period		651,179,227	651,179,227
Total recognized revenue and expenses for the period		651,179,227	651,179,227
Balance at 31st December 2021 carried forward	33,069,157	4,644,467,520	4,677,536,677
Changes in accounting policies			
Restated balance	33,069,157	4,644,467,520	4,677,536,677
Changes in net assets/equity for the period			
Surplus for the period		2,450,471,825	2,450,471,825
Total recognized revenue and expenses for the period		2,450,471,825	2,450,471,825
Balance as at 31st December 2022 carried forward	33,069,157	7,094,939,345	7,128,008,502

Notes to the financial statements of 2022

Cash Flow Statement

For The Year Ended 31st December 2022

	2022.12.31 (Rs.)	2021.12.31 (Restated)(Rs.)
CASH FLOWS FROM OPERATING ACTIVITIES		
Net Income	2,450,471,825	651,179,227
Adjustment		
Net Profit before Adjustment	2,450,471,825	651,179,227
Depreciation	18,504,728	17,988,291
(Gain)/ Loss on Disposal of Property, Plant & Equipment		14,177
Interest Income - Staff loan	-347,791	-323,769
Interest Income - Investment	-766,541,106	-193,581,404
Provision for Gratuity	2,386,645	2,368,860
Interest Expense - Lease	982,858	1,338,038
Operating profit before working capital changes	1,705,457,159	478,983,420
Working Capital changes		
(Increase) /Decrease in Receivables	-185,316,734	-239,250,211
(Increase) / Decrease in Advances	13,435,602	16,506,626
(Increase) / Decrease in Prepayments	4,537,205	-4,341,141
Employee Loans Recovery	5,426,093	3,103,131
(Increase) / Decrease in Inventories	-2,972,092	8,095,904
Increase /(Decrease) in Funds Received in Advance	4,910,021	-5,339,000
Increase / (Decrease) in Deposit Payable	-65,643	-26,044,760
Increase / (Decrease) in Accrued expenses & Creditors	-42,603,688	29,874,355
	-202,649,236	-217,395,096
Gratuity paid		-173,062
Net cash flows from operating activities	1,502,807,923	261,415,262
CASH FLOWS FROM INVESTING ACTIVITIES		
Investment in short term investment	-3,400,000,000	-1,800,000,000
Maturity on Short term Investment	2,200,000,000	1,447,949,854
Purchase of property, plant and equipment	-3,205,149	-3,880,610
Gratuity Investment	-2,274,525	-2,977,349
Interest Income - Staff loan	347,791	323,769
Interest Income - Investment	695,572,153	173,072,308
Loan given to employees	-6,562,610	-2,743,153
Net cash flows from investing activities	-516,122,341	-188,255,181

Notes to the financial statements of 2022

CASH FLOWS FROM FINANCING ACTIVITIES		
Fund Transfer to Consolidated Fund - Treasury Levy	-	
Vehicle lease	-3,145,262	-2,790,082
Interest Expense - Lease	-982,858	-1,338,038
Net cash flows from financing activities	-4,128,120	-4,128,120
Net increase / (decrease) in cash and cash equivalents	982,557,462	69,031,961
Cash and cash equivalents at beginning of period	497,060,531	428,028,570
Cash and cash equivalents - other accounts		564,082,296
Cash as per Book - HO - Main Account		-67,021,765
Cash and cash equivalents at end of period	1,479,617,993	497,060,531

Statement Of Budget Vs Actual
For The Year 2022

Description	2021		2021 (Restated)		2022 (Rs Mn)	
	Actual	Budget	Actual	%	Budget	Actual
Revenue						
Embarkation Levy	343	287	339	118%	1,290	1,708
Tourism Development Levy **	378	235	571	243%	700	771
Other revenue	247	180	277	154%	670	803
Total Revenue for Year	968	702	1,187	169%	2,660	3,283
Expenditure						
Wages, salaries and employee benefits	94	103	92	89%	128	108
Supplies and consumables used	34	85	40	47%	71	43
Trade related expenditure	489	502	381	76%	1,150	658
Depreciation and amortization expenses	18		18			19
Other expenses	3	6	3	55%	4	3
Finance costs	2	5	2	34%	5	2
Expenditure	640	701	535	76%	1,358	832
Capital Expenditure*	6	4	4	103%	6	3
Total Expenditure relevant to the Year	646	705	539	77%	1,363	835
Surplus / (deficit) for the period	322	-3	647		1,297	2,447
Fund transfer to the Treasury						
Surplus after fund transfer to the Treasury	322	-3	647		1,297	2,447

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

** TDL Amount receivable for the year 2022 include and under provision of Rs.82,821,558 pertaining to the year 2021.

SRI LANKA TOURISM PROMOTION BUREAU

NOTES TO THE FINANCIAL STATEMENTS OF 2022

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).

1.2.1 Going Concern

Financial statements are prepared based on the going concern assumption.

1.3 Objectives

The objective of the Bureau is,

The following Organizational goals were developed as a part of Strategic Framework 2022 – 2025 and are applicable for Sri Lanka Tourism Promotion Bureau as well as a partner in deliverables to be implemented for revival of tourism industry.

- Improve quality
- Authenticity
- Diversity

These objectives are applicable for SLTPB on the scale that the promotion of Sri Lanka as a brand towards increasing the tourist arrivals that would support the achievement of targeted foreign exchange earnings to revive the economy of Sri Lanka.

- Achieve a target foreign exchange earnings of \$5 billion from tourism by 2025.
- Increase daily tourist in-country spend to \$185-\$225 from a baseline of \$181

1.4 Number of employees

Approved carder for 2022 and actual carder of each category of staff are as follows.

Staff Category	Approved Carder	Actual as at31/12/2022
Senior Management	10	7
Middle Management	47	31
Other Staff	60	36
Primary Staff	14	13
Total	131	87

Notes to the financial statements of 2022

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 Statements 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.

- Adjustment for prior period

As presented in the statement of changes equity, the opening retained earning was adjusted by Rs. 20,192,178.00 and hence, Rs. 18,384,234/= has restated in 2021 as follows.

	Note No	2021.12.31(Rs.)	Adjustments	2021.12.31 Restate(Rs.)
Revenue				
Embarkation Levy		338,784,735		338,784,735
Tourism Development Levy		571,179,521		571,179,521
Other revenue	13	276,522,052	75,00	276,597,052
Total Revenue		1,186,486,308	75,00	1,186,561,308
Expenses				
Wages, salaries and employee benefits	14	91,988,474	89,885	92,078,359
Supplies and consumables used	15	41,971,211	(2,234,243)	39,736,968
Trade related expenditure	16	380,422,361	188,494	380,610,855
Depreciation and amortization expenses		17,863,481	34,195	17,897,676
Other expenses	17	3,157,601	188,725	3,346,326
Finance costs	18	1,711,897	(1,732,944)	1,711,897
Total Expenses		537,115,025	1,807,944	535,382,081
Surplus / (deficit) for the period		649,371,283		651,179,227
Revaluation Gain				
Less : Treasury Levy				
Surplus after Treasury Levy and revaluation		649,371,283	1,807,944	651,179,227
Surplus / (deficit) brought forward		4,013,480,471	(20,192,178)	3,993,288,293
Surplus / (Deficit) carried forward		4,662,851,754	(18,384,234)	4,644,467,520

Notes to the financial statements of 2022

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. It is noted that there was Rs.560,106.52 worth of toner & stationery had been stolen and a legal case has been filed. The said amount is considered as on receivable and shown in accounts accordingly.

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 Brochure 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 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	7.50%
Computer & Equipment	25%
Motor Vehicles	25%
Air Conditioner	7.50%
Office Equipment	7.50%
Telephone	7.50%
Miscellaneous Equipment	7.50%
Computer software	25%
QB and other software	20%

Motor vehicles, one of the asset classes, have been estimated use of period up to 30th June 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 to brought forward surplus/depreciation accounts.

2.4 Office Building

Office space of the main office of the Bureau has been obtained from the Sri Lanka Tourism Development Authority (SLTDA) on rental basis. Total rent payable to SLTDA is 10.31Mn for the period of 2022 Jan - 2022 Dec.

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. Employee benefit under the balance sheet is shown as per the SLPSAS 19.

2.7 Accrued Expenditure

In terms of Sri Lanka public sector Accounting Standards, accrued expenditure is defined as liabilities to pay for goods or services that have been received or supplied, when the payments have not been made. Accordingly, accrued expenses are included for the accounts.

Notes to the financial statements of 2022

2.8 Contingency payment

As at 31st December 2022, following court cases were pending at the courts in the above institution.

CIVIL CASES

1. M/S Associated Newspapers of Ceylon Limited Vs. Sri Lanka Tourism Promotion Bureau (Case No – DMR/257/2016)
2. Ms. J.A.B.S.Karunaratna Vs. SLTPB (Case No LT01/20/2020)
3. Ms. W.A.D.L.M.Warnakulasuriya Vs. SLTPB (Case No LT01/111/2020)
4. K.A.S.Pushpakumara Vs. SLTPB (Case No LT01/114/2020)
5. Ms. R.D.Nirosha Suranji Wickramasinghe Vs. SLTPB (Case No LT01/115/2020)
6. Ms. Raveena Tharushi Bulathsinghala Vs. SLTPB (Case No LT01/116/2020)
7. Mr. Lakshitha Fernando Vs. SLTPB (Case No LT01/117/2020)
8. Ms. A.W.A.Udayangani Vs. SLTPB (Case No LT01/119/2020)
9. Ms. Dilani Dilrukshi Wijesinghe Vs. SLTPB (Case No LT01/120/2020)
10. Mr. W.G.S.Sanjeewa Vs. SLTPB (Case No LT01/122/2020)
11. Mr. P.K.Shanaka Asiri Perera Vs. SLTPB (Case No LT01/123/2020)
12. Mr. Kakusanda Samadhi Kotugoda Vs. SLTPB (Case No LT01/01/2021)
13. Mr. Ajantha Bandara Rathnayake Vs. SLTPB (LT08/53/2022)

CRIMINAL CASE

(01) OIC/Colpetty Police Station vs., Roobasinghage Iroshan Nayana Kumara, Karunanayake Vikum Kanishaka Silva & Mohomad Mustafa JR Muhais (Case related to toner theft from SLTPB stores)

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, on monthly basis during the year. However, as per the amended tax circular issued, none of the employees were liable to PAYE for the year 2022.

2.10 Other Revenue

The participation fees collected from the individual participants at the local/foreign promotional trade fairs which are conducted and organized by the Sri Lanka Tourism Promotion Bureau, income received from the investment of surplus funds in Government Banks, the Fund received from EXPO by Export Development Board and Ministry of Tourism and contribution from Sri Lanka Convention Bureau for the road show held in India

2.11 Cash & 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. Foreign currency account converted to the SLRS based on the buying rates of the currency in the account.

2.12 Advance

The following advance are shown under current assets

Local Advance	Rs. 555,521/-
Foreign Advance	Rs 45,938,728/-

Notes to the financial statements of 2022

2.13 Annual Performance

Sri Lanka Tourism has been severely affected by the Covid pandemic in 2021 and economic crises in 2022. However tourist arrivals were recorded to 719,978 in 2022 which is a 525,483 increase compared to 2021 and a 270% increase when compared with the previous financial year. The comparison of marketing promotional expenses and arrivals are given below

2022	2021	Variance	2022	2021	Variance
Marketing Promotional Expenditure (Rs.)	Marketing Promotional Expenditure (Rs.)	182%	Arrival Tourist	Arrival Tourist	
394,625,132	140,052,106		719,978	194,495	270%

2.14 Expo 2020

SLTPB received a sum of Rs.66.87 Mn out of that Rs.25 Mn from Export Development Board in 2020 and Rs25 Mn and Rs.16.87 Mn from Ministry of Tourism in 2021 and 2022 respectively to conduct Expo 2020 further sum of rupees 8.13 Mn is receivable from Ministry of Tourism for the expenses incurred by SLTPB behalf of expo 2020.

Accordingly an amount of 75 Million is shown under the income of SLTPB for the year 2021.

Moreover, out of the total expense incurred of 54.07 Mn for Expo 2020, Rs. 75 million was financed through the amount received and receivable from the Export Development Board and Ministry of Tourism

2.15 Related party transaction

Limited disclosures have been made in accordance with 'Related party Disclosures' for transactions that are individually significant because of their size and due to the impracticability of capturing and disclosure of all transactions which have been carried with all Government controlled/related entities.

Name of the Entity	Relationship	Nature of the transaction	2022(Rs.)	2021(Rs.)
Bank of ceylon	Government Owned	Investments	4,600,000,000	3,350,000,000
National Savings Bank	-Do-	Investments	200,000,000	250,000,000
Sri Lanka Tourism Development Authority	-Do-	Rent	55,956,272	
Sri Lanka Tourism Development Authority	-Do-	Janitorial ,web support payment,security and other utility expenses	7,231,912	14,382,037
Selacine Television Institute	-Do-	Paper Advertisements	2,201,997	4,428,435
Airport & Aviation Services(SL) Limited	-Do-	Electricity charges	182,908	157,985
Airport & Aviation Services(SL) Limited	-Do-	TIC -BIA/Rent	5,878,075	
Sri Lanka Telecom PLC	-Do-	Telecommunication Chargers	605,124	388,516
Sri Lanka Institute of Tourism & Hotel Management	-Do-	Refreshments and Hall charges	3,303,960	939,097
BOC Travels (Pvt)Ltd	-Do-	Airtickets	17,485,600	2,953,200
Employees Trust Fund Board	-Do-	Employer Contribution	1,563,752	1,573,453
Employees provident Fund	-Do-	Employer Contribution	7,818,761	7,870,200

Notes to the financial statements of 2022

Receivables				
Sri Lanka Tourism Development Authority	-Do-	Embarkation Levy	320,384,112	216,983,052
Sri Lanka Tourism Development Authority	-Do-	Tourism Development Levy	430,637,420	342,969,402
Ministry of Tourism	-Do-	Contribution for EXPO 2020	8,134,572	25,000,000
Payables				
Employees Trust Fund Board	-Do-	ETF	138,471	132,597
Employees provident Fund	-Do-	EPF	1,153,922	1,104,967

03.0 Cash and Cash Equivalents

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Cash at Bank - HO - Main Account	875,242,046	
Cash at Bank - Fund Management AC	582,632,986	562,622,674
Cash at Bank - HO - Private Sector	709,390	1,365,792
Cash at Bank - Kandy/ TIC	93,830	93,830
Petty Cash - Chainman Office	960	-
Cash at Bank - - USD	20,938,781	-
Total Cash and Cash Equivalents	1,479,617,993	564,082,296

04.0 Receivables

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Consumer Brochure - UK	2,428,920	2,428,920
Hikkaaduwa Tickets	876,000	876,000
Fuel Deposit	550,000	300,000
Vehicle hiring deposit- Excel Cabs	20,000	20,000
American Premium Water System	4,000	4,000
Interest Income from Short Term Investment	85,756,458	14,787,505
Embarkation Levy	320,384,112	216,983,051
Tourism Development Levy	430,637,420	342,969,402
Allowance EXPO Milano - 2015	63,094	63,094
Sri Lankan Airlines	25,000	25,000
Ministry of Foreign Affairs	1,940,272	1,940,272
Air port & Aviation Services (SL) Ltd	4,000,390	3,200,357
Deposit- TIC BIA Kandy	630,000	630,000
Receivable from Employees	1,890,033	1,697,431
Receivable from Missions	2,339,416	4,478,566
Receivable - Trade Contribution & other	227,208	220,000
Receivable from Bank	1,740,270	36,480
Balance fund receivable for EXPO 2020	8,134,572	25,000,000
Christmas Colombo Food Stalls	100,000	-
Stock Receivable	560,107	560,107
Electricity Supply in Ground Floor receivable from SLTDA	59,000	-
Receivable from convention bureau road show in India 2022	10,139,600	-
Total Receivables	872,505,872	616,220,185
Bad Debts Provision for Bad & Doubtful Debts	(3,304,920)	(3,304,920)
Total Receivables After the Bad Debt Provision	869,200,952	612,915,265

Notes to the financial statements of 2022

05.0 Advances

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Local Advances	555,521	4,330,947
Foreign Advances	45,938,728	55,598,905
Total Advances	46,494,249	59,929,852

06.0 Prepayments

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Metropolitan Campus	-	150,000
Service charge for Payroll & Accounting package	38,775	29,125
Space cost RTF 2020	8,120,991	8,120,991
Salacine Television -Supplier Registration Advertisement -2022	-	627,912
Participants for EXPO 2020	-	3,844,287
Pension Prepayment	36,021	-
Council of Australian Tour Operators	39,324	-
Total Prepayments	8,235,111	12,772,315

07.0 Employee Loans

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Loan - Distress	10,733,368	9,985,219
Loan - Special	2,277,821	1,919,453
Loans - Festival	54,750	24,750
Total Employees - Loans	13,065,939	11,929,422

Notes to the financial statements of 2022

Note No: 08 - A Property, Plant & Equipment (2022-12-31)

Description	"Balance as at 01/01/2022"	"Additions 31/12/2022"	"Transfer/ Disposal"	Revaluation	"Balance as at 31/12/2022"	"Acc. Depreciation as at 01/01/2022"	"Depreciation for 31/12/2022"	Adjustment 2022	"Acc. Depreciation as at 31/12/2022"	"Net Book Value as at 31/12/2022"
	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs
Furniture & Fittings	13,293,660	172,758			13,466,418	8,707,079	575,337		9,282,416	4,184,002
Telephones	1,291,727				1,291,727	788,104	84,083		872,187	419,540
Computer Equipments	33,763,237	2,599,800	367,760		36,730,797	25,470,830	3,468,767	78,280	29,142,688	7,588,109
Office Equipments	9,163,719	148,360	(367,760)		8,944,319	4,545,903	553,969	-78,280	5,021,593	3,922,726
Motor Vehicles	48,300,000				48,300,000	26,053,356	12,075,000		38,128,356	10,171,644
Air Conditioners	7,426,378				7,426,378	2,196,648	555,478		2,752,126	4,674,252
Miscellaneous Equipments	4,689,248	39,231			4,728,479	2,737,258	310,956		3,048,214	1,680,265
Total Assets	123,427,902	3,205,149	-	-	126,633,051	73,649,951	17,623,590	-	92,279,489	32,640,538

Note No: 08 - B Intangible Assets - (2022-12-31)

Description	"Balance as at 01/01/2022"	"Additions 31/12/2022"	"Transfer/ Disposal"	Revaluation	"Balance as at 31/12/2022"	"Acc. Depreciation as at 01/01/2022"	"Depreciation for 31/12/2022"	Adjustment 2022	"Acc. Depreciation as at 31/12/2022"	"Net Book Value as at 31/12/2022"
	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs
Intangible Assets										
Computer Software	5,499,933	245,000			5,744,933	3,150,773	881,137		4,031,910	1,713,023
Total Intangible Assets	5,499,933	245,000	-	-	5,744,933	3,150,773	881,137	-	4,031,910	1,713,023

Notes to the financial statements of 2022

Note No: 08 - A Property, Plant & Equipment (2021-12-31) Restated

Description	"Balance as at 01/01/2022"	"Additions 31/12/2022"	"Transfer/ Disposal"	Revaluation	"Balance as at 31/12/2022"	"Acc. Depreciation as at 01/01/2022"	"Depreciation for 31/12/2022"	Adjustment 2022	"Acc. Depreciation as at 31/12/2022"	"Net Book Value as at 31/12/2022"
	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs
Furniture & Fittings	13,007,959	285,701			13,293,660	8,034,696	672,383		8,707,079	4,586,581
Telephones	1,322,827	8,900	-40,000.00		1,291,727	718,985	96,219	-27,100.00	788,104	503,623
Computer Equipments	31,120,827	3,081,260	-438,850.00		33,763,237	23,312,094	2,722,396	-438,850.00	25,595,640	8,167,597
Office Equipments	9,115,272	74,000	-25,553.00		9,163,719	3,944,758	625,420	-24,275.00	4,545,903	4,617,816
Motor Vehicles	48,300,000				48,300,000	13,978,356	12,075,000		26,053,356	22,246,644
Air Conditioners	7,426,378				7,426,378	1,640,670	555,978		2,196,648	5,229,730
Miscellaneous Equipments	4,678,498	10,750			4,689,248	2,402,663	334,595		2,737,258	1,951,990
Total Assets	120,051,694	3,880,611	-504,403.00	-	117,927,969	56,367,311	17,897,675	-490,225.00	73,774,761	47,303,981

Note No: 08 - B Intangible Assets - (2021-12-31) Restated

Description	"Balance as at 01/01/2022"	"Additions 31/12/2022"	"Transfer/ Disposal"	Revaluation	"Balance as at 31/12/2022"	"Acc. Depreciation as at 01/01/2022"	"Depreciation for 31/12/2022"	Adjustment 2022	"Acc. Depreciation as at 31/12/2022"	"Net Book Value as at 31/12/2022"
	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs
Intangible Assets										
Computer Software	5,079,933	420,000	-	-	5,499,933	2,335,089	815,684	-	3,150,773	2,349,160
Total Intangible Assets	5,079,933	420,000	-	-	5,499,933	2,335,089	815,684	-	3,150,773	2,349,160

Notes to the financial statements of 2022

09.0 Funds Received in Advance

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Supplier registration	254,500	9,000
Participation fee in advance	7,167,021	2,502,500
Total Revenue in Advance	7,421,521	2,511,500

10.0 Deposit and Payable

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Refundable Tender Deposit	457,080	457,080
Retention Payable	626,605	626,605
Others (EPF/ETF/ Salary/ etc.)	2,075,543	2,141,186
Total Deposit Payable	3,159,228	3,224,871

11.0 Employee Benefits

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Provision for Retirement Gratuity brought forward	20,665,172	18,469,374
Add		
Gratuity Provision	2,386,645	2,368,860
	23,051,817	20,838,234
Less:		
Amount Paid during the year		173,062
Total Gratuity payable for the year	23,051,817	20,665,172
Less: Investment for Gratuity	21,289,572	19,015,047
Employee Defined Benefits Liability	1,762,245	1,650,125

12.0 Accrued Expenses and Creditors

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Accrued Expense 2017		1,968,104
Accrued Expense 2018	677,930	677,930
Accrued Expense 2019	-	760,313
Accrued Expense 2020	526,353	1,198,353
Accrued Expense 2021	-	97,537,236
Accrued Expense 2022	105,788,776	-
Vehicle Lease (Working table 01)	3,545,659	3,145,262
Sundry creditors - SLTDA/SLITHM	26,178,738	73,633,550
Total Creditors	136,717,456	178,920,749

Notes to the financial statements of 2022

Working Table 01

Note : Lease Creditor Working	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Current Liability (Rs.)		
Audi A3 2 nos		
Lease creditor	2,484,888	2,484,888
Less: Interest in suspense	333,676	576,604
	2,151,212	1,908,284
Audi A4		
Lease creditor	1,643,232	1,643,232
Less: Interest in suspense	248,785	406,254
	1,394,447	1,236,978
Total Current Liability	3,545,659	3,145,262
Non current Liability (Rs.)		
Audi A3 2 nos		
Lease creditor	1,656,592	4,141,480
Less: Interest in suspense	72,377	406,053
	1,584,215	3,735,427
Audi A4		
Lease creditor	1,369,360	3,012,593
Less: Interest in suspense	72,645	321,430
	1,296,715	2,691,163
Total Non Current Liability	2,880,930	6,426,590
Total Vehicle Lease	6,426,589	9,571,852

13.0 Other Revenue

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Interest Income - Staff loan	347,791	323,769
Trade Contributions	25,682,737	6,680,000
Interest Income - Investment	766,541,106	193,581,404
Non Refundable Tender Deposit	221,900	729,500
EXPO 2020	-	75,000,000
Other Income	513,784	282,379
Road Show India - SLCB	10,000,000	-
Total Other Revenue	803,307,318	276,597,052

Notes to the financial statements of 2022

14.0 Wages, Salaries and Employee benefits

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Salaries & Allowances	70,682,022	58,958,895
Holiday Allowance	56,808	3,393
Overtime Employee	2,663,085	2,225,856
Employer contribution to EPF	7,838,046	7,870,200
Employer contribution to ETF	1,567,609	1,573,453
Staff Welfare & Attendance Incentive	10,988,915	8,827,083
Travelling - Local	407,534	229,550
Uniform to Staff	344,045	244,635
Gratuity for expense	2,386,645	2,368,860
Medical Insurance Premium	7,136,790	8,369,328
Staff Training	2,172,500	1,360,596
Pension Contribution	372,356	46,510
Other - Employee related expense	949,008	-
Total Wages, Salaries and Employee benefits	107,565,363	92,078,359

Employee's Provident Fund (EPF)

The SLTPB and Employee contribute 15% and 10% respectively on the salary of each employee to the approved Provident Fund.

Employee's Trust Fund (ETF)

The SLTPB contribute 3% of the salary of each employee to the approved Trust Fund.

15.0 Supplies and Consumables used

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Printing & Stationary	1,102,208	2,206,421
Telephone and internet	3,011,552	3,847,791
Postage, courier and Stamps	50,225	110
Rent - Building	18,522,111	12,826,944
Electricity	3,199,061	2,450,353
Maintenance - Equipment / Computer related	837,945	485,414
Maintenance & Repairs - Vehicles	3,521,682	1,182,439
Hire of Vehicles	579,014	2,377,764
Water	321,732	247,189
Fuel Charges	2,844,845	1,701,463
Cleaning & Suppliers	3,557,871	2,329,136
Security Expenses	2,107,217	3,102,028
Maintenance Building	178,982	1,525,026
Rates & Licenses	38,610	51,295
Printing & publications	506,701	2,778,544
Vehicle Insurance	196,493	257,760
Maintenance Office Furniture	-	7,500
Operating Lease Expense	1,902,000	1,902,000
Miscellaneous expenses -Document Management & other	458,315	457,791
Total Supplies and Consumables used	42,936,564	39,736,968

Notes to the financial statements of 2022

16.0 Trade Related Expenditure

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Promotions & Advertising - Foreign	394,625,131	140,052,107
Promotions & Advertising - Local (Media)	674,095	261,378
Production of Tourist Communication Material	17,446,962	10,599,074
Events (Including Donation)	94,249,774	2,297,812
VJP and Trade FAM Tours	24,126,102	277,135
New product Development & Leisure Known Attraction	18,907,266	30,878,070
Global Advertising Campaign	19,336,944	84,194,457
Blogger Campaigns	17,142,436	3,577,366
Visitor Facilities & Attractions	2,612,066	973,703
Media Familiarization Tours	12,382,337	3,646,145
Special Project Expo 2020	54,065,762	97,980,901
Global PR & Global Communication Campaign	660,310	5,953,047
Total Trade Expenditure	656,229,185	380,691,195
Exchange Loss	2,379,410.64	509,371
Exchange (Gain)	(112,986.00)	(589,711.00)
Total Trade Related Expenditure	658,495,610	380,610,855

17.0 Other Expenses

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Board Member Allowances	867,386	1,361,934
Procurement Committee Member Allowances	398,500	366,000
AMC Member Allowances	275,920	231,150
Legal Fees	662,482	507,765
Stamp Duty	4,890	3,099
Audit Fees	1,000,000	862,200
Government revenue from mission	-	-
Service Agreements	-	-
Rate & Licences	-	-
Losses & Write off	-	14,178
Total Other Expenses	3,209,178	3,346,326

18.0 Finance Costs

Description	2022.12.31 (Rs.)	2021.12.31 Restated (Rs.)
Bank Charges	559,492	373,859
Lease Interest Expense	982,858	1,338,038
Total Finance Costs	1,542,350	1,711,897





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**கணக்காய்வாளர் நாயகத்தின்
அறிக்கை 2022**

**AUDITOR GENERAL'S
REPORT 2022**



ජාතික විගණන කාර්යාලය

தேசிய கணக்காய்வு அலுவலகம்

NATIONAL AUDIT OFFICE



මගේ අංකය
எனது இல.
My No. }

TIP/A/SLTPB/03/22/FA

ඔබේ අංකය
உமது இல.
Your No. }

දිනය
திகதி
Date }

30 May 2023

Chairman

Sri Lanka Tourism Promotion Bureau

Report of the Auditor General on the Financial Statements and Other Legal and Regulatory Requirements of the Sri Lanka Tourism Promotion Bureau for the year ended 31 December 2022 in terms of Section 12 of the National Audit Act, No. 19 of 2018.

1. Financial Statements

1.1 Qualified Opinion

The audit of the financial statements of the Sri Lanka Tourism Promotion Bureau ("Bureau") for the year ended 31 December 2022 comprising the statement of financial position as at 31 December 2022 and the statement of financial performance, statement of changes in equity and cash flow statement for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, was carried out under my direction in pursuance of provisions in Article 154(1) of the Constitution of the Democratic Socialist Republic of Sri Lanka read in conjunction with provisions of the National Audit Act No. 19 of 2018 and Finance Act No. 38 of 1971. My report to Parliament in pursuance of provisions in Article 154 (6) of the Constitution will be tabled in due course.

In my opinion, except for the effects of the matters described in the basis for Qualified Opinion section of my report, the accompanying financial statements give a true and fair view of the financial position of the Bureau as at 31 December 2022, and of its financial performance and its





cash flows for the year then ended in accordance with Sri Lanka Public Sector Accounting Standards.

1.2 Basis for Qualified Opinion

1.2.1 Non-compliance with Sri Lanka Public Sector Accounting Standards

Action had not been taken to recognize the foreign exchange gain amounting to Rs.32,782,245 on unsettled foreign advances amounting to Rs.42,911,308 provided to Missions on promotional activities as at the end of year under review in contrary to the paragraph 43(a) of the Sri Lanka Public Sector Accounting Standard No.05 – The effects of changes in foreign exchange rates. Further, the above mentioned unsettled foreign advances amounting to Rs.42,911,308 couldn't be verified in audit as no balance confirmation received either from Ministry of Foreign Affairs or relevant Missions and no detailed age analysis received from Bureau for the above balance.

1.2.2 Un-reconciled Accounts or Records

According to the financial statements of the Bureau, the amount payable to Sri Lanka Tourism Development Authority was Rs.26,178,738 relating to the years from 2010 to 2022 on utility bill sharing, rent and 50th Anniversary contribution etc. As per the accounts of the Sri Lanka Tourism Development Authority, the amount due was Rs.28,408,182. So the un-reconciled balance between the accounts was Rs.2,229,444 due to communicating figures without original bills & agreements, using wrong estimates and miscommunication.

I conducted my audit in accordance with Sri Lanka Auditing Standards (SLAuSs). My responsibilities, under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of my report. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.



1.3 Other information included in the Bureau's 2022 Annual Report.

The other information comprises the information included in the Bureau's 2022 Annual Report but does not include the financial statements and my auditor's report thereon, which I have obtained prior to the date of this auditor's report. Management is responsible for the other information.

My opinion on the financial statements does not cover the other information and I do not express any form of assurance conclusion thereon.

In connection with my audit of the financial statements, my responsibility is to read the other information identified above and, in doing so, consider whether the other information is materially inconsistent with the financial statements or my knowledge obtained in the audit or otherwise appears to be materially misstated.

If based on the work I have performed on the other information that I have obtained prior to the date of this auditor's report, I conclude that there is a material misstatement of this other information, I am required to report that fact. I have nothing to report in this regard.

1.4 Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation of financial statements that give a true and fair view in accordance with Sri Lanka Public sector accounting standards, and for such internal control as management determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Bureau's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Bureau or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Bureau's financial reporting process.



As per Section 16(1) of the National Audit Act No. 19 of 2018, the Bureau is required to maintain proper books and records of all its income, expenditure, assets and liabilities, to enable annual and periodic financial statements to be prepared of the Bureau.

1.5 Auditor's Responsibilities for the Audit of the Financial Statements

My objective is to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Sri Lanka Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Sri Lanka Auditing Standards, I exercise professional judgment and maintain professional scepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Bureau's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.



- Conclude on the appropriateness of the management's use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Bureau's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Bureau to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with those charged with governance regarding, among other matters, significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

2. Report on Other Legal and Regulatory Requirements

2.1 National Audit Act, No. 19 of 2018 includes specific provisions for following requirements.

2.1.1 Subject to the effects of the observations stated in the basis for Qualified Opinion paragraph of my report, I have obtained all the information and explanation that required for the audit and as far as appears from my examination, proper accounting records have been kept by the Bureau as per the requirement of section 12 (a) of the National Audit Act, No. 19 of 2018.

2.1.2 The financial statements presented is consistent with the preceding year as per the requirement of section 6 (1) (d) (iii) of the National Audit Act, No. 19 of 2018.

2.1.3 The financial statements presented includes all the recommendations made by me in the previous year as per the requirement of section 6 (1) (d) (iv) of the National Audit Act, No. 19 of 2018.



2.2 Based on the procedures performed and evidence obtained were limited to matters that are material, nothing has come to my attention;

2.2.1 to state that any member of the governing body of the Bureau has any direct or indirect interest in any contract entered into by the Bureau which are out of the normal cause of business as per the requirement of section 12 (d) of the National Audit Act, No. 19 of 2018.

2.2.2 to state that the Bureau has not complied with any applicable written law, general and special directions issued by the governing body of the Bureau as per the requirement of section 12 (f) of the National Audit Act, No. 19 of 2018 except for ;

Reference to law/ direction

Description

(a) Sub-section 09 of Paragraph 40 of Chapter VII of the Tourism Act No. 38 of 2005

Reports, publications and plans required to be submitted on the activities of the year had not been submitted to the Minister before the expiration of three months from the end of each year in terms of the Section.

(b) Sentence 1.9 in Paragraph II of Establishment Code

Although the promotions or appointments could be given with effect from or after the date of establishment a position or being vacant the position, the promotions had been given to 02 lady officers of the Bureau during the year 2015 backdated for more than 09 years in contrary to the Establishment Code without proper approval and no transparency. Further, the minimum service years of 10 years for the promotion had not been fulfilled by the officers.

(d) Operational Manual for State Owned Enterprises (SOE) dated 16 November 2021
 i) paragraph 2.3

All SOEs are required to adopt their own Administrative and Financial Manuals in line with the relevant provisions of this Manual and should be approved by the Board of Directors. However, no



Administrative and Financial Manuals had been prepared and approved by the Bureau to date.

ii) paragraph 3.2 (i)

In addition to the allowance of Rs.4000 paid as transportation allowance of the institution, an additional allowance of Rs.6000 was arranged to be paid to 07 employees from 01 October 2022 without approval of the Treasury with the recommendation of the Line Ministry. Accordingly, the amount paid as additional allowance as at 31 December 2022 was Rs.378,000.

iii) paragraph 3.4

It is required that each SOE has a succession plan. However, the Bureau had not prepared a succession plan to date.

2.2.3 to state that the Bureau has not performed according to its powers, functions and duties as per the requirement of section 12 (g) of the National Audit Act, No. 19 of 2018

2.2.4 to state that the resources of the Bureau had not been procured and utilized economically, efficiently and effectively within the time frames and in compliance with the applicable laws as per the requirement of section 12 (h) of the National Audit Act, No. 19 of 2018

2.3 Other Matters

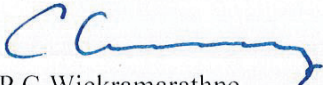
- (a) Action had not been taken to fill the vacancies of the positions including Deputy Managing Director (Operations), Director (Innovative Development), Director (Promotion), 02 no of Assistant Director (Marketing), Assistant Director (SPR), Assistant Director (Finance), internal auditor and 11 junior managers.
- (b) A marketing plan had not been prepared by the Bureau for the year under review to identify the priority areas for promotion though 79 percent of the total expenditure of the Bureau had been spent on marketing activities.



- (c) It was observed that none of the promotional activities that were planned to be held in Germany, France, Italy, Scandinavia, Spain, Austria, Czech Republic, Japan, America, Canada, Turkey, Singapore, Thailand, Malaysia, Indonesia, Philippines had been carried out during the year under review.
- (d) Although the Board of Directors had approved the participation in the Travel fair of the South Asia's Travel & Tourism Exchange (SATTE 2022) on 21 September 2021, actions had not been taken to call bids for the selection of a stall designing and Construction Company for the event till 09 May 2022. Further, approval was granted by the Board Decision No.01/27/2021 dated 20 April 2022 to obtain services for stand design and construction through a specifically named fair organizer exceeding the original estimated value from Rs.7,000,000 to Rs.11,357,500 in contrary to Government Procurement Guidelines.
- (e) It was observed in audit that there were instances of officers who had not fulfilled the initial qualifications as per the Scheme of Recruitment of the Bureau approved by Department of Management Services dated 09 February 2010, had been recruited to the Bureau.
- (f) The board of directors of the Bureau had approved the participation for the Arabian Travel Market (ATM-2022) from 09 to 12 May 2022 on 17 December 2021 at a cost of Rs.90,000,000 and subsequently this cost had been increased up to Rs.120,464,910 on 29 March 2022 by Chairperson of the Bureau due to Rupee value depreciation. Though the bids were called to reserve the space of 250sqm, the board of directors had reduced the space to 150sqm due to economic condition. However, being reduction in space had not been affected to reduction of cost. Thereon, the initial cost had been increased by USD 16,175. In addition VAT charges of USD 2,444.55 and USD 525 for ribbon, scissors, candles and tray had been incurred. Therefore, it was observed that the Bureau had not planned the event properly although the decision was taken in December 2021.



- (g) The Bureau had participated in an International Power Boat Competition which was not included in Action plan held in Bentota area during the year 2017 organized by Lanka Power Boat Association agreed to a contribution of Rs.7,600,000 with the approval of Board of Directors. However, it was observed that no bank guarantee provided by the Association for 20 percent of total cost, most of the promotional activities had not been fulfilled by the Association, agreed cost had been increased by Rs.3,172,859 or 42 percent, no procurement procedure followed on selecting shipping company for the transportation of power boats from England & Return, delay occurred in conducting power boat competition and delay in uploading the boats to the ship.
- (h) Outstanding creditor balances aggregating to Rs.12,457,980 for a period of 06 to 11 years had been remained unsettled as at the end of the year under review.
- (i) Outstanding accrued expenses totaling Rs.1,204,283 for a period of 2 to 4 years had been remained unsettled at the end of the year under review.


 W.P.C. Wickramaratne
 Auditor General

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இலங்கை சுற்றுலா ஊக்குவிப்புப் பணியகம்
SRI LANKA TOURISM PROMOTION BUREAU

සංචාරක අමාත්‍යාංශය | சுற்றுலா அமைச்சு | Ministry of Tourism
නො. 80, ගාලුපාර, කොළඹ 03, ශ්‍රී ලංකා. | இலக்கம் 80, காலி வீதி, கொழும்பு 03, இலங்கை.
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