



sri lanka

W O N D E R O F A S I A

ANNUAL REPORT

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Sri Lanka Tourism Promotion Bureau

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ANNUAL REPORT 2016



Sri Lanka Tourism Promotion Bureau
Ministry of Tourism Development, Christian Religious Affairs & Wild Life

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Message from the Hon. Minister of Tourism Development, Christian Religious Affairs & Wild Life



I am pleased to issue this message to the Annual Report 2016 of Sri Lanka Tourism Promotion Bureau.

During the year under review, 46 million more tourists crossed borders than the year before bringing the total number of tourists worldwide to 1.23 billion, a growth of 3.9 percent compared to the year before. Out of this, Europe attracted the highest number of tourists (50.2%) while the South Asia attracted the least (1.6%). However, the highest growth of all regions was recorded from Asia & Pacific with a growth rate of 8.4 per cent.

Here in Sri Lanka, our growth story continued with tourist arrivals crossing the historic 02 million mark for the first time in our history in 2016. This meant, we welcomed over 250,000 more tourists than the year before which works out to a commendable growth rate of 14% year on year.

More importantly, foreign exchange earnings increased by 18.5% from Rs. 405,492 million (US\$ 2,980.6 million) in 2015 to Rs. 512,293 million (US\$ 3,518 million) in 2016. We were able to increase tourists daily spend from US\$ 164.1 in 2015 to US\$ 168.2 per individuals in 2016. As a result, tourism remained the third largest source of foreign exchange for Sri Lanka's economy.

Asia continued to be our main source market with India and China leading the way, accounting for 45.1 per cent of all arrivals. Western Europe remained second with a share of 31.4%. Both these regions recorded double digit growth in 2016.

Hon. John Amaratunga
Ministry of Tourism Development, Christian Religious Affairs & Wild Life

BOARD OF DIRECTORS OF SRI LANKA TOURISM PROMOTION BUREAU, 2016

Name	Designation	Period
Mr. P. M. Withana	Actg. Chairman	13 th October 2015 – 31 st December 2016
Mr. M. B. Kiriella	Director General – SLTDA	13 th November 2015 – 31 st December 2016
Ms. Ruvni Dias Bandaranayake	Board Member	15 th February 2016 – 06 th June 2016
Mr. Suteash Balasubramaniam	Board Member	02 nd November 2016 – 31 st December 2016
Mr. Kapila Jayasekara	Board Member	13 th November 2015 – 09 th March 2016
Mrs. Shirani Weerakoon	Board Member	09 th March 2016 – 31 st December 2016
Mr. K. D. N. Ranjith Asoka	Board Member	15 th November 2015 – 31 st December 2016
Mr. Hiran Cooray	Board Member	13 th November 2015 – 31 st December 2016
Mrs. Amal Goonethilake	Board Member	13 th November 2015 – 27 th October 2016
Mrs. Angeline Ondaatjie	Board Member	13 th November 2015 – 31 st December 2016
Mr. Asoka Hettigoda	Board Member	13 th November 2015 – 31 st December 2016
Mr. Mahen Kariyawasam	Board Member	13 th November 2015 – 31 st December 2016
Mr. Vasantha Leelananda	Board Member	13 th November 2015 – 31 st December 2016
Mr. Harith Perera	Board Member	16 th November - 31 st December 2016

SENIOR OFFICERS OF SRI LANKA TOURISM PROMOTION BUREAU, 2016

Designation	Name	Period
Actg. Chairman	P. M. Withana	13 th October 2015 – 31 st December 2016
Managing Director	Ms. Ruvni Dias Bandaranayake	15 th February 2016– 06 th June 2016
	Mr. Suteash Balasubramaniam	02 nd November 2016 – 31 st December 2016
Director Marketing	Mrs. Madubhani Perera	01 st January 2013 – 31 st December 2016
Director Public Relations	Mr. Dushan Wickremasuriya	10 th July 2014 – 31 st December 2016
Director / Destination Social Responsibility	Mr. Indrajith de Silva	01 st March 2015 – 31 st December 2016
Director Finance	Mr.N.G.Dayarathne	02 nd July 2015 - 31 st December 2016

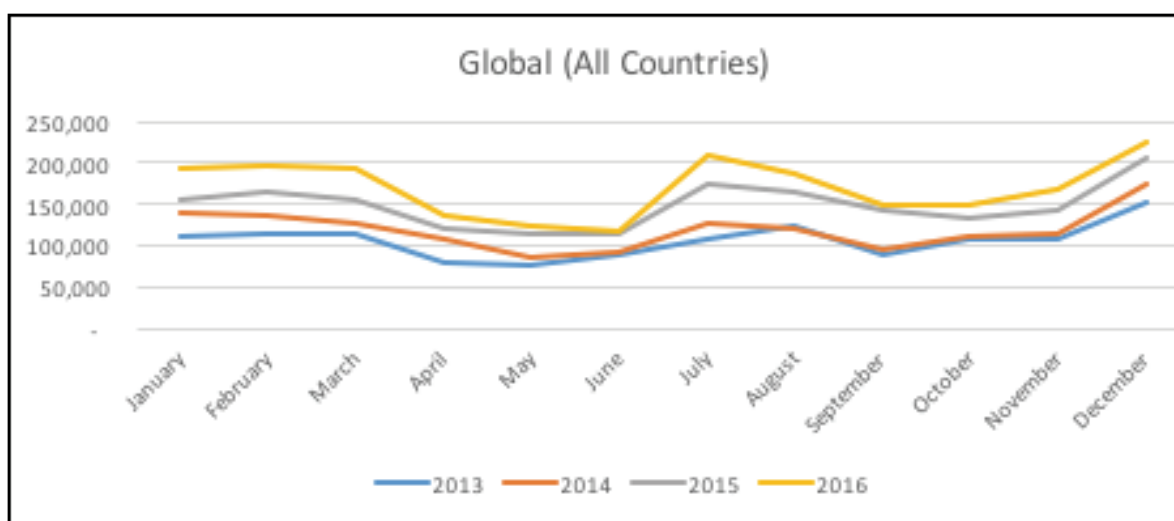
PROMOTIONAL PROGRESS 2016 Sri Lanka Tourism Promotion Bureau

OBJECTIVES 2016

1. To attract 2.2 million visitors during the year 2016 by taking sustainable steps to incorporate private sector, encouraging local and global tour operators.
2. To create a productive and result oriented tourism industry by increasing the daily spend of a tourist up to 170 US\$ by the end of 2016.
3. To encourage the tourists to stay longer in the island, average 10days presenting focused travel packages by marketing Sri Lanka as an attractive tourist hot spot by the end 2016.
4. To uplift “Sri Lanka” brand value up to US\$ 80 Billion by end 2016 through a Strategic marketing campaign highlighting cultural, historic, religious and eco-tourism perspectives.
5. Increase the tourism revenue up to US\$ 3.6 billion by end 2016 by developing sustainable relationships with key trades & businesses of Sri Lanka and scheduling strategic alliances with key markets to innovate / promote product mixes.

Total Arrivals Growth from 2013 – 2016

Sri Lanka attracted 2,050,832 tourists showing a 14.0% year on year increase during the year 2016. The 2015 year end arrivals were 1,798,380. The country saw the highest number of arrivals in December where there were 224,791 which was a 9.1% increase against the previous year. Top arrival destinations were from India, China and Europe.



Top Ten Source Markets (2015 & 2016)

Market Region	2015		Market Region	2016	
	Total Arrivals	Percentage Share		Total arrivals	Percentage share
India	316,247	17.59	India	356,729	17.39
China	214,783	11.94	China	271,577	13.24
UK	161,845	9.00	UK	188,159	9.17
Germany	115,868	6.44	Germany	133,275	6.50
Maldives	90,617	4.79	France	96,440	4.70
France	86,126	5.04	Maldives	95,167	4.64
Australia	63,554	3.53	Australia	74,496	3.63
Russia	61,846	3.44	Russia	58,176	2.84
USA	47,211	2.63	USA	54,254	2.65
Japan	39,358	2.10	Canada	44,122	2.15
Total	1,197,455	66.58	Total	1,372,395	66.92

Source: Sri Lanka Tourism Development Authority

The analysis of the major ten source markets reflects that India continues to be the leading tourist producer to the country. China was the second major tourist producer to the country with a share of 13.24 per cent in 2016. The highest tourist producer namely India and China claimed almost one third of the total tourist traffic to the country during the year under review.

UK has become the third major source of tourism to the country claiming 9.17 per cent of share out of the total tourist traffic. France was ranked in the sixth position in 2015 moved up to fifth position in 2016. In year 2016, Maldives has come down to the sixth position from fifth position in 2015. Australia, Russia, USA continued to be in seventh, eight and ninth position in 2016. Japan has dropped from the top ten ranking list. The top ten markets accounted for almost 66.92 per cent of the total tourist traffic to the country in 2016. This is a slight increase of 0.34 per cent when compared to the previous year.

TRADE FAIRS/ROAD SHOWS, COUNTRY SPECIFIC PROMOTIONAL ACTIVITIES & SUPPORTING MISSIONS FOR TOURISM PROMOTIONS

According to the revenue statistics of 2016, following ranking is being given to each region based on the revenue received only from the tourists visited Sri Lanka for the purpose of leisure.

Regions	Rank by Leisure Revenue 2015
WESTERN EUROPE	1
SOUTH ASIA	2
EAST ASIA	3
MIDDLE EAST	4
EASTERN EUROPE	5
NORTH AMERICA	6
AUSTRALASIA	7
AFRICA	8
LATIN AMERICA & THE CARIBBEAN	9

WESTERN EUROPE

Western Europe being as the number 01 revenue generation region for Sri Lanka Tourism can be profiled as follows.

Name of the Region	WESTERN EUROPE
Growth Rate over past 03 years (2013 – 2016)	51%
Rank by Growth Rate over past 03 years (2013 – 2016)	5
Rank by Leisure Revenue 2015	1
Rank by Leisure Arrival 2015	1
Leisure Travellers 2015	410,709
Rank by Total Revenue 2015	1
Rank by Total Arrival 2015	1
Total Arrivals 2015	552,442
Per day Spent (US\$) 2015	163
Length of Stay (Days)	14
Revenue by Leisure Travellers (US\$) 2015	957,770,557
Revenue by Total Travellers (US\$) 2015	1,288,290,936

Source: Sri Lanka Tourism Development Authority

As per the analysis, there are 06 countries included in the Western Europe region listed under the 15 highest revenue source markets as follows.

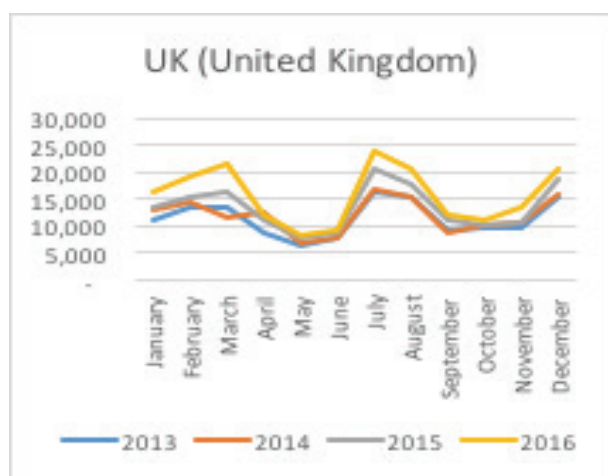
Country of Residence	Rank by Leisure Revenue
U.K.	2
Germany	3
France	4
Netherlands	6
Sweden	14
Italy	15
Denmark	16
Switzerland	17
Austria	18
Others (WESTERN EUROPE)	20
Spain	21
Belgium	23
Norway	32

Source: Sri Lanka Tourism Development Authority

UK (UNITED KINGDOM)

Country	U.K.
Language	English
Growth Rate over past 03 years (2013 – 2016)	36%
Rank by Growth Rate over past 03 years (2013 – 2016)	28
Rank by Leisure Revenue 2015	2
Rank by Leisure Arrival 2015	3
Leisure Travellers 2015	103,001
Rank by Total Revenue 2015	1
Rank by Total Arrival 2015	3
Total Arrivals 2015	161,845
Per day Spent (US\$) 2015	187
Length of Stay (Days) 2015	15
Revenue by Leisure Travellers 2015	283,533,119
Revenue by Total Travellers (US\$) 2015	445,514,292

Source: Sri Lanka Tourism Development Authority



Following Promotions were conducted in UK during the year 2016 by Sri Lanka Tourism Promotion Bureau.

WORLD TRAVEL MARKET (WTM) 2016

The 37th World Travel Market, which is a leading event for the travel industry, opened in the 1st week of November 2016 at the Excel exhibition centre in London. This event is the foremost three-day business-to-business (B2B) exhibition for the worldwide Travel and Tourism industry. Sri Lanka Tourism Promotion Bureau (SLTPB) participated in conjunction with 61 industry partners to promote tourism and to communicate the key

messages for the future growth of tourism on the island 2017 beyond. A significant effort was expended during the preparations for this year's WTM exhibition.



With the theme of **“Beach and Wildlife”** and sub themes of scenic, festival, essence, heritage, bliss, thrills this year's WTM exhibition comprised of exclusive media campaigns, interviews and high profile meetings which included a Ministerial Summit, where our Chairman participated in a networking event with Ministers of other countries.



SRI LANKA TOURISM OUTDOOR ADVERTISING, UK FROM 5TH - 18TH DEC 2016

Sri Lanka Tourism conducted an attractive outdoor advertising campaign right after the WTM presence to create brand awareness among the UK travellers. This campaign was conducted

in following stations displaying key tourism attractions of Sri Lanka.

Station	Tube Line	Bound	Platform Number	Design
Baker Street	Jubilee Line	Northbound	Platform 3D	Dumbulla Cave
Bank	Northern Line	Southbound	Platform 3	Water Rafting
Bank	Central Line	Westbound	Platform 5	Elephants
Bank	Waterloo & City Line	Westbound	Platform 8	Spa
Bond Street	Central Line	Westbound	Platform 1	Water Rafting
Covent Garden	Piccadilly Line	Eastbound	Platform 2	Surfer
Green Park	Victoria Line	Southbound	Platform 4	Tea Plantation
Holborn	Central Line	Westbound	Platform 1	Leopard
Holborn	Central Line	Eastbound	Platform 2	Rock
Knightsbridge	Piccadilly Line	Eastbound	Platform 1	Dumbulla Cave
Leicester Square	Piccadilly Line	Westbound	Platform 1	Tea Plantation
Leicester Square	Northern Line	Southbound	Platform 3	Elephants
Leicester Square	Northern Line	Northbound	Platform 4	Spa
Oxford Circus	Central Line	Westbound	Platform 1	Water Rafting
Oxford Circus	Bakerloo Line	Southbound	Platform 3	Dumbulla Cave
Oxford Circus	Victoria Line	Northbound	Platform 6	Surfer
Tottenham Court Road	Central Line	Eastbound	Platform 2	Tea Plantation
Tottenham Court Road	Northern Line	Northbound	Platform 3	Leopard

Station Name: **Holborn**



Station Name: **Tottenham Court Road**



NATIONAL WEDDING SHOW NATIONAL EXHIBITION CENTRE BIRMINGHAM – 30TH SEPTEMBER TO 2ND OCTOBER 2016

Sri Lanka Tourism participated at the National Wedding Show in Birmingham at the NEC. By exhibiting images about the “Wonder of Asia”, we offered couples and their families a unique insight into the country on weddings and honeymoons. Sri Lanka Tourism has recognised the great potential on wedding and honeymoon

sector in UK market and there were two events organised to promote Sri Lanka Tourism. Meetings and discussions with the National Bridal Magazines, press and regional media regarding future strategies was a key objective of our participation. SLTPB also conducted meetings with trade partners and magazines.

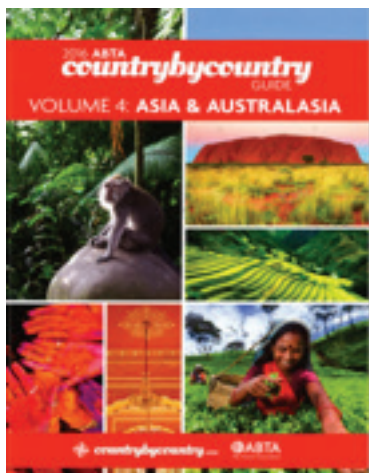


ADVERTISING ON MAGAZINES IN UK MARKET

BBC wildlife brought a full page descriptive advertisement on Sri Lankan Elephant, Sloth Bear and Leopards. ABTA which is the UK's largest travel association, representing travel agents and tour operators brought a full page advertisement on wildlife, tea and culture. Under the heading of “Looking for Destination inspiration or to find out more about the trends in travel for 2016.



ASTA, leading UK magazine carried a full page advertisement highlighting the recent achievement of Sri Lanka as one of the top 10 destinations to visit in 2016. Good Things Magazine/Hale & Bowdon/Media City/DIDSbury/SAPOR also carried out advertorials about Sri Lanka in UK. Potential UK travellers who are interested in Wildlife, Fashion, Tea and Sun were attracted through these magazines.



“ABTA’s 2016 Travel Trends report has highlighted 12 destinations to watch that are expected to capture consumers imagination in 2016. Sri Lanka was ranked the 12th in the list of destinations.



EDUCATIONAL SEMINAR FOR UK UNIVERSITY STUDENTS

Sri Lanka Tourism Promotion Bureau conducted a descriptive seminar on Sri Lanka to 30 UK undergraduate students who visited the country recently. This seminar was conducted in Sri Lanka Institute of Tourism and Hotel Management.



TRAINING RETAIL AGENTS IN UK

SLTPB has trained over 35 retail agents giving the Product Awareness of Sri Lanka Destinations.



HOLIDAY SHOW IRELAND, DUBLIN

This promotion was conducted in Dublin targeting the potential travelers from Ireland. Attending the Dublin Consumer fair enabled us to reach more than 41,000 potential Irish consumers to raise awareness of the Destination. The exhibition was attended by almost 775 travel and

tourism professionals, representing more than 103 different countries/ tourist boards. During this year's January Holiday Show, 41,900 visitors including trade and public attended and 541 exhibitors participated.



DESTINATION TRAVEL SHOW LONDON

This is an annual event where Sri Lanka participate targeting the potential Travelers from London.



TELEGRAPH OUTDOOR ADVENTURE & TRAVEL SHOW

In terms of attendance this year the organizers stated that with an average age of 58 and a split of 55% male and 45% female, almost 4 in 5 of visitors booked or are planning to book a trip following the show.



WEDDING SHOW LONDON

Targeting the potential Travelers from UK with an interest on Wedding and Honeymoon Wedding Show London was successfully held in London this year. One of the UK's largest Bridal Catwalk Shows provided a platform for the Nation's top designers and retailers to showcase the latest trends for 2016 in London. The wedding theatre sessions conducted by various wedding specialists proved to be a hit with visitors, as members of the audience were selected to take part in live makeovers on stage, which offered a unique opportunity for audience to interact with the professionals. The Show attracted major high street brands with the likes of Debenhams, Ivory & Co, Moss Bros and Allure Bridals. The range of products and services on offer from retailers and leading wedding suppliers provided visitors with the perfect opportunity to order and buy everything for their big day under one roof.

TELEGRAPH TRAVEL SHOW





CRICKET PROMOTIONS IN UK

Sri Lanka Cricket Team – UK Tour promotion was organized from 04th June 2016 to 02nd July 2016 targeting the cricket Fans / Millennials potential to travel in UK.



ASIA HOUSE DESIGN & FINE CRAFT FAIR

The event targeted the Potential Travelers from UK was conducted from 3rd March 2016 to 06th March 2016 in London Asia House Design, UK. This year's Asia House design and fine crafts fair was held on 3 to 6th March at the Asia House in London featuring a fine selection of Sri Lankan Beeralu Lace and other hand crafted products. Asia House is an established part of London's cultural scene. Presenting over 100 events a year offering outstanding selection of opportunities to explore, absorb and enjoy the arts of Asia.

The Fair featured more than 30 exhibitors from across Asia and the Middle East, selling a dazzling array of the best and most exquisite items.



68TH ANNIVERSARY OF THE INDEPENDENCE DAY OF SRI LANKA IN UK

Acting High Commissioner Mr. Sugeeshwara Gunaratne hosted a reception on 5th February, for Members of the House Lords and Members of the House of Commons, representatives of the Foreign and Commonwealth Office, representatives of international organizations in London, Mayors and Councilors, academics and the business community with interests in Sri Lanka.



ZEST MEDIA GROUP, TRAVEL EXTRA, INDEPENDENT NEWS & MEDIA, SELLING TRAVEL MAGAZINE, DAILY EXPRESS / SUNDAY EXPRESS

Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from Zest Media Group, Travel Extra, Independent News & Media, Selling Travel Magazine, Daily Express / Sunday Express during 22nd November – 28th November 2016 under the Visiting Journalists Programme. There were 05 journalists visited famous attraction such as Colombo, Kandy, Hambanthota, Galle, Benthotta during their coverage in the island. “Zest Media Group, Travel Extra, Independent News & Media, Selling Travel Magazine, Daily Express / Sunday Express” articles will be prepared targeting the UK Nationals and the programme will be published in March 2016, via Zest Media Group, Travel Extra, Independent News & Media, Selling Travel Magazine, Daily Express / Sunday Express.

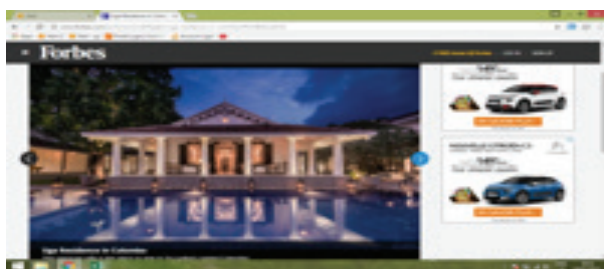
EASTERN DAILY PRESS & NORWICH EVENING NEWS, PLANET APPETITE

Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from Eastern Daily press & Norwich Evening News, Planet Appetite during 1st November– 08th November 2016 under the Visiting Journalists Programme. There were 03 journalists visited famous attraction such as Colombo, Galle, Nuwara Eliya, Kandy, Sigiriya, Dambulla, Passikudah, during their coverage in the island. “Eastern Daily press & Norwich Evening News, Planet Appetite” articles will be prepared targeting the UK Nationals and the programme will be published in January 2017, via Eastern Daily press & Norwich Evening News, Planet Appetite.

THE WASHINGTON TIMES, FORBES MAGAZINE

Visiting Journalist Program – 2016



SLTPB hosted a media familiarisation tour from The Washington Times, Forbes Magazine during 19th January – 30th of January 2016 under the Visiting Journalists Programme. There were 02 journalists visited famous attraction such as Colombo, A’pura, Polonnaruwa, Dambulla, Sigiriya, Kandy, Pinnawala, Koggala, Yala, Tangalla, Dikwella, Rumassala during their coverage in the island. “Forbes magazine, The Washington Times” web articles with length of 2 pages were prepared targeting the United States American Nationals and the programme was published in February 2016, via The Washington Times, Forbes Magazine. This was reached approximately 4. 3 million (per month) reading The Washington Times , Forbes Magazine which are leading magazine in United States America.

INTERNATIONAL MEDIA CREW (ATTENDED UNWTO CONFERENCE)

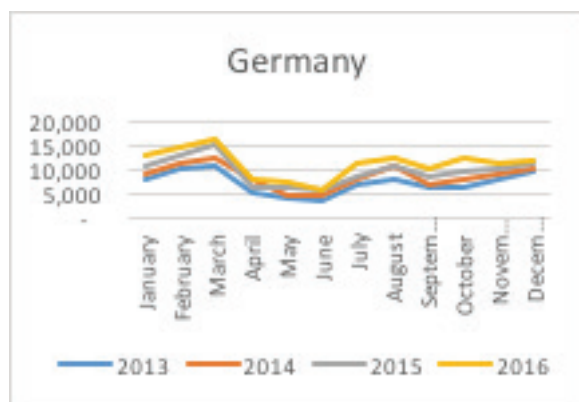
Visiting Journalist Program – 2016



SLTPB hosted a media familiarisation tour from Agencia EFE News Portala, El Pais, Pro Travel Magazine during 9th July – 15th of July 2016 under the Visiting Journalists Programme. There were 03 journalists visited famous attraction such as Colombo city, Kandy area, Pinnawala elephant orphanage, Pasikudha beach sites, Trincomalee, during their coverage in the island. “Agencia EFE, Planeta Futuro, Sri Lanka through Fresh eye” articles with length of 5 – 6 pages were prepared targeting the UK, Spain Nationals and the programme were published in December 2016, via Agencia EFE News Portala, El Pais, Pro Travel Magazine . These were reached approximately 77 000 (per month) Agencia EFE News Portala, El Pais, Pro Travel Magazine which are leading magazine in United Kingdom and Spain.

GERMANY

Country of Residence	Germany
Language	German
Growth Rate over past 03 years (2013 - 2016)	55%
Rank by Growth Rate (2013 – 2016)	16
Rank by Leisure Revenue 2015	3
Rank by Leisure Arrival 2015	4
Leisure Travellers 2015	88,895
Rank by Total Revenue 2015	4
Rank by Total Arrival 2015	4
Total Arrivals 2015	115,868
Per day Spent (US\$) 2015	140
Length of Stay (Days) 2015	15
Revenue by Leisure Travellers 2015	188,165,647
Revenue by Total Travellers (US\$) 2015	245,259,881



ITB 2016, GERMANY

As it takes place for the 50th time ITB Berlin is stronger than ever: from 9th to 13th March 2016. Nearly 10,000 exhibiting companies from 187 countries and regions met with 120,000 trade visitors in the 26 exhibition halls. About 60,000 members of the general public visited ITB Berlin on the weekend to find out about holiday destinations and new travel offers.



TOURISM PROMOTIONS DURING STATE VISIT | FOOD PROMOTION & TOURISM BANNERS IN GERMANY

Sri Lanka Tourism collaborated with the mission to organize two high level business interactions in Berlin and Provincial Capital to have bilateral meetings with Federal Chancellor, State President, President of the Parliament, Policy makers. Sri Lanka Tourism displayed standees of Tourism attractions of Sri Lanka with attractive banners (Standees) of 8 tourism themes to display at the entrance of the venue. Sri Lanka souvenirs were distributed among the participants of the Economic Forum with Tourism promotional material (German language/English language) on each table/chair for the reading pleasure of the participants.



SRI LANKA REPRESENTATION AT CULTURAL CARNIVAL IN BERLIN, GERMANY

The Sri Lanka Association Berlin (SLAB) represented Sri Lanka with a float and dancers, depicting the Sri Lanka's rich heritage and culture with rhythms of resplendent Sri Lanka vibrating the streets of Berlin. SLTPB sponsored this event through Sri Lanka Embassy, Berlin.



CONSUMER PROMOTION ON GERMAN PUBLIC DAY BY MINISTRY OF ECONOMIC CORPORATION AND DEVELOPMENT, GERMANY

Sri Lanka participation at Public Day held on 28th August 2016. This was organized by the Federal Ministry for Economic Corporation and Development (BMZ). Sri Lanka organized a Cultural Performance Event at the Main stage. Distribution of Tourism Promotional Materials and Giveaways were distributed to develop consumer awareness. Ceylon Tea was served to the visitors at the event.



TRADE FAMILIARIZATION TOUR

A familiarization tour was organized for 10 key German Tour operators including representative from Oman Air who sponsored the air tickets for the group. The team was in Island from 6th – 10th October 2016. They have visited Sigiriya Rock fortress, Temple of Tooth Relic, Safari in Minneriya National Park and Ayurvedic Resorts in Sri Lanka. It was an opportunity to expose Sri Lanka tourism attractions to key ten German Tour Operators and Sri Lanka tourism industry members got the opportunity to participate at a B2B session. There are 26 tourism organizations participated at the B2B session.



SRI LANKA EVENING – ORGANIZED BY FRANKFURT MISSION

Sri Lanka presentation to a group of 50 University students (higher studies in the field of agriculture) highlighting Sri Lanka culture, food & beverages, Sri Lanka tourism videos were shown, Sri Lanka souvenirs promotional material were distributed, This event aimed to enhance understanding of Sri Lanka culture. * Many of them have indicated their interest in visiting Sri Lanka to conduct research on organic farming sector in Sri Lanka.



DOCMA TV

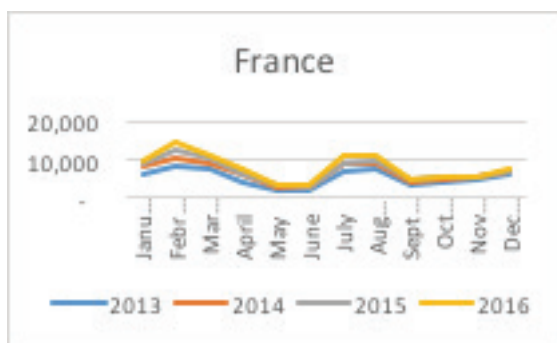
Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from DOCMA TV during 13rd July – 24th of July 2016 under the Visiting Journalists Programme. There were 06 journalists visited famous attraction such as Colombo, Pinnawala elephant orphanage, Millenium Project Kegalle, Temple of the tooth, Thissamaharama, Wasgamuwa National park, Mirissa, Udawalawa National Park during their coverage in the island. “Elsterns Reisene” documentaries with length of 90 minutes were prepared targeting the Germany Nationals and the programme was published in December 2016, via DOCMA TV. This was reached approximately 1.5 million (per year) reading DOCMA TV which is leading channel in Germany.

FRANCE

Country of Residence	France
Language	French
Growth Rate over past 03 years (2013 - 2016)	49%
Rank by Growth Rate (2013 – 2016)	21
Rank by Leisure Revenue 2015	4
Rank by Leisure Arrival 2015	5
Leisure Travellers 2015	79,604
Rank by Total Revenue 2015	5
Rank by Total Arrival 2015	6
Total Arrivals 2015	86,126
Per day Spent (US\$) 2015	154
Length of Stay (Days) 2015	13
Revenue by Leisure Travellers 2015	159,739,755
Revenue by Total Travellers (US\$) 2015	172,827,322

Source: Sri Lanka Tourism Development Authority



IFTM TOP RESA TRAVEL FAIR

International French Travel Mart -IFTM TOP RESA 2016 is the largest professional travel fair which was historically held in Deauville and called as TOP RESA till it was -renamed in 2009 and is held now at Paris Porte De Versailles. 2016 fair was held from the 20th -23rd September 2016. IFTM is a prime meeting place, a market place, and a driving force behind the French and the International tourism industry. It is the ideal forum for establishing new trade customer contacts and conducting business and guarantees high-quality contacts and it attracts high-ranking professionals with decision making powers. The composition of IFTM exhibitors represents the entire service spectrum of the world wide Tourist industry.



CANNES FILM FESTIVAL, FRANCE 2016, CANNES, FRANCE

The event was held from 11th May 2016 to 22nd May 2016 targeting International Film professionals & International journalists. Sri Lanka Tourism Promotion Bureau in collaboration with the National Film Corporation and the Sri Lanka embassy in France arranged a pavilion at the international village of Cannes Film Festival in France. Creating awareness of the island and showcasing breath-taking locations of Sri Lanka, Promote Sri Lanka as a film destination.



PROMOAGV FRENCH TRAVEL AGENTS PROMOTION

SLTPB along with leading French Travel Agent PROMOAGV organized a destination promotion campaign for French Tour Operators and Travel Agents. A competition was created on PROMOAGV website to win a tour in Sri Lanka for agents who created maximum sales leads for Sri Lanka. The campaign reached to 1500 agents

in France and 30 agents selected winners of the contest. They visited Sri Lanka and had a five day familiarisation tour to attractions around the country and finally had a B2B meetings with local travel agents exceeding 50 to develop future business for destination Sri Lanka.

B 2 B FRENCH TRAVEL AGENTS FROM FRANCE
SLTPB welcomed a crew of travel agents from France strengthening the trade partnerships to promote Sri Lanka among potential French Travelers.



MEETINGS WITH SNAV DIRECTOR GENERAL SECRETARY, FRANCE

Delegation that comprised of Vice President SNAV, Richard Soubielle, Secretary General SNAV, Jean Marc Roze and Director, Selectour Afat and SNAV, Bernard Garcia visited Sri Lanka for the initial discussions on SNAV.

SNAV CONGRESS AT BMICH

The largest travel agents' association in France Les Entreprises du Voyage (LEV) Congress kicked off its annual congress in Colombo on 31st October 2016 with a pledge to re-establish Sri Lanka as a prime destination in the Indian Ocean for French travellers.



FRANCE (TV 5)

Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from Electronic Libre Productions during 11th February – 21st of February 2016 under the Visiting Journalists Programme. There were 04 journalists visited famous attraction such as Colombo, Rathnapura, Benthota, Galle, Thissamaharama, Wellawaya, Ella, Badulla, Nuwara Eliya, Kandy, Pinnawala, A' Pura, Jaffna, Mannar, Chillaw, Negambo during their coverage in the island. "Open Skies – Sri Lanka" documentaries with length of 52 minutes for documentaries were prepared targeting the France Nationals and the programme was published in October 2016, via Electronic Libre Productions.



SHINE FRANCE – TELEVISION DU REEL (FRENCH TV CHANNEL M6)

Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from Television du Reel (French TV Channel M6) during 24th February – 28st of February 2016 under the Visiting Journalists Programme. There were 17 journalists visited famous attraction such as Colombo, Bogawanthalawa, Kukulegama campsite, Kubalgama, Kalthota during their coverage in the island. "Running

wild” documentary with length of 110 minutes and 45 minutes for documentaries were prepared targeting the France Nationals and the programme was published in October 2016, via Television du Reel (French TV Channel M6).

FR 2 WORLD DISCOVERY TV CHANNEL Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from FR 2 World Discovery TV Channel during 13th August – 28th of August 2016 under the Visiting Journalists Programme. There were 02 journalists visited famous attraction such as Colombo, Kandy, Dambulla, Anuradhapura, Batticaloa, Arugambe, Yala, Galle during their coverage in the island. “FR 2 World Discovery” documentary with length of 52 minutes documentaries were prepared targeting the France Nationals and the programme was published in October 2016, via FR 2 World Discovery TV Channel.

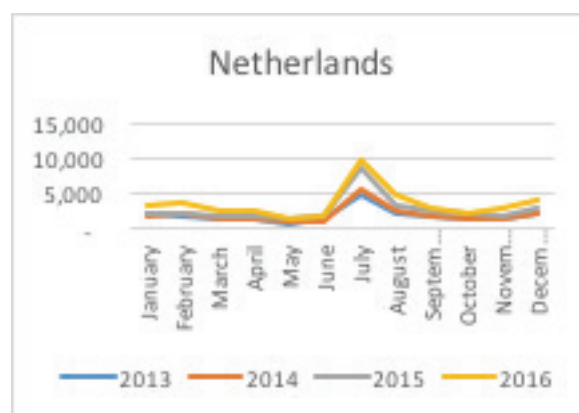
FRENCH WORLDWIDE CHANNEL TV 5 Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from French worldwide channel TV 5 during 07th August – 29th of August 2016 under the Visiting Journalists Programme. There were 06 journalists visited famous attraction such as Colombo, Batticaloa, Kudumbimalai, Sigiriya, Jaffna, Kalpitiya during their coverage in the island. “Echappees Belles” documentary with length of 90 minutes documentaries were prepared targeting the France Nationals and the programme was published in October 2016, via French worldwide channel TV 5. This was reached approximately 800, 000 to 1 million viewers (per broadcast) watching French worldwide channel TV 5 which is leading channel in France.

NETHERLANDS

Country of Residence	Netherlands
Language	Dutch, French
Growth Rate over past 03 years (2013 - 2016)	82%
Rank by Growth Rate (2013 – 2016)	8
Rank by Leisure Revenue 2015	6
Rank by Leisure Arrival 2015	11
Leisure Travellers 2015	26,056
Rank by Total Revenue 2015	10
Rank by Total Arrival 2015	14
Total Arrivals 2015	32,742
Per day Spent (US\$) 2015	164
Length of Stay (Days) 2015	17
Revenue by Leisure Travellers 2015	70,913,228
Revenue by Total Travellers (US\$) 2015	89,109,645

Source: Sri Lanka Tourism Development Authority



ROADSHOW IN NETHERLANDS COMBINING WITH BELGIUM

Sri Lanka Tourism welcomed invitees from various tour operators, travel agencies, DMCs, MICE experts and media at the NH Grand Krasnapolsky hotel in the heart of Amsterdam on 15th March 2016. 13 industry members participated at the road show event in Amsterdam with over 60 invitees from the region.



VAKANTIEBEURS-UTRECHT INTERNATIONAL TOURISM AND RECREATIONAL FAIR, NETHERLANDS

Sri Lanka Stand was inaugurated by the Mayor of Utrecht and the Ambassador for Sri Lanka. Nine industry members participated at the fair from Sri Lanka. Total visitors to the fair were about 121,573 consumers and 19,154 professionals. A number of contacts were made with journalists, bloggers and Tour Operators during the fair. An image of the Sri Lanka stand was featured on the Vakantiebeurs official website. The fair was conducted from 13th January 2016 to 17th January 2016.

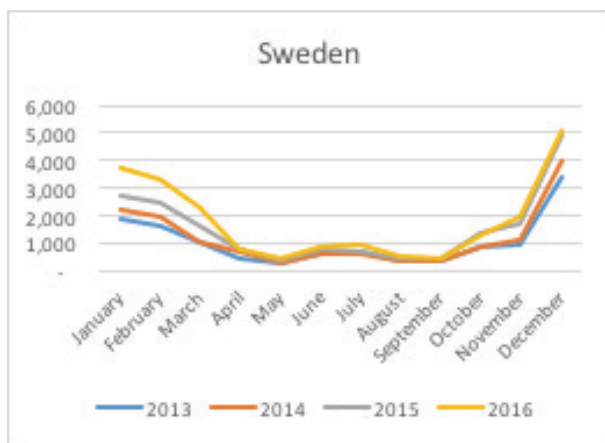


ADVERTISE IN NATIONAL GEOGRAPHIC TRAVELLER MAGAZINE



SWEDEN

Country of Residence	Sweden
Language	Swedish
Growth Rate over past 03 years (2013 - 2016)	70%
Rank by Growth Rate (2013 - 2016)	10
Rank by Leisure Revenue 2015	14
Rank by Leisure Arrival 2015	21
Leisure Travellers 2015	13,407
Rank by Total Revenue 2015	16
Rank by Total Arrival 2015	23
Total Arrivals 2015	18,423
Per day Spent (US\$) 2015	164
Length of Stay (Days) 2015	15
Revenue by Leisure Travellers 2015	33,190,973
Revenue by Total Travellers (US\$) 2015	45,608,808



MATKA NORDIC TRAVEL FAIR IN FINLAND

Sri Lanka Tourism Promotion Bureau in collaboration with the Sri Lanka Embassy in Sweden arranged representatives from several Sri Lankan Destination Management Companies (DMCs) to participate at MATKA Nordic Travel Fair, held from 21-24 January 2016 at the Messukeskus, Expo and Convention Centre in Helsinki, Finland.



VISIT OF TWO OFFICIALS FROM SWEDEN UNDER THE PROMOTION & DEVELOPMENT OF BEACH VOLLEYBALL IN SRI LANKA

Organized a visit for the two officials from Sweden to Sri Lanka in order to select the best beach areas for the Beach Volleyball to develop & promote Sri Lanka under the above niche segment. Visited

Areas: Negombo, Kalutara, Benthota, Hikkaduwa, Hambanthota, Unawatuna, Passikudah. This activity was targeted to International Beach Volleyball players, groups & foreign tourists. Sri Lanka Tourism Promotion Bureau facilitated to invite two key officials those who are involve in the Beach Volleyball segment to Sri Lanka and they have identified Benthota as a most preferred destination to develop & promote Beach Volleyball in Sri Lanka targeting Scandinavian countries and they are highly interested to develop the Benthota Resort Area including the beach for Beach Volleyball and other significant advantage that the above officials highlighted the tourist attractions scattered around Benthota area. Further the above officials have identified Negombo as the other area in addition to Benthota to develop & promote under the Beach Volleyball targeting especially Scandinavian travellers.

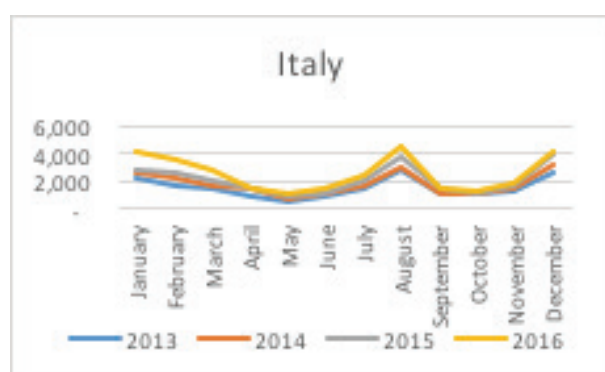
MAT MAGAZINE

Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from Mat magazine during 1st May – 08th of May 2016 under the Visiting Journalists Programme. There were 02 journalists visited famous attraction such as Colombo, Trincomalee, Nilaweli, Sigiriya, Kandy, Nuwara Eliya, Negambo, during their coverage in the island. “Mat magazine” articles with length of 5 – 6 pages were prepared targeting the Sweden Nationals and the programme was published in December 2016, via Mat Magazine. This was reached approximately 109 000 (per month) reading Mat Magazine which is leading magazine in Sweden.

ITALY

Country of Residence	Italy
Language	Italian
Growth Rate over past 03 years (2013 – 2016)	65%
Rank by Growth Rate (2013 – 2016)	13
Rank by Leisure Revenue 2015	15
Rank by Leisure Arrival 2015	15
Leisure Travellers 2015	16,510
Rank by Total Revenue 2015	15
Rank by Total Arrival 2015	17
Total Arrivals 2015	18,423
Per day Spent (US\$) 2015	153
Length of Stay (Days) 2015	13
Revenue by Leisure Travellers 2015	33,164,529
Revenue by Total Travellers (US\$) 2015	48,798,661



TTG INCONTRI TRAVEL FAIR, A 3 day workshop for Tourism Professionals, Rimini, Italy 13th – 15th Oct., 2016

TTG Incontri is **the most important B2B** fair for tourism industry. It is a **fundamental point of reference for the market**; every year it grows in importance, quality of exhibitors / visitors, size and opportunities. An appointment aimed at the real tourism business. TTG Incontri is officially qualified as an **international fair** and is the only Italian fair which is a member of the ITTFA (International Tourism Trade Fairs Association). It is **where international exhibitors meet**

the demand.

It is the place for generating new contacts, launching new products and promoting company image to a target market where more than 70% of the visitors are from companies that distribute Italian and International tourism to the Italian consumer. Sri Lanka Tourism Promotion Bureau concluded TTG Incontri Travel Fair in Rimini, Italy from 13 – 15 Oct., 2016 with the assistance of Sri Lanka Embassy in Italy. Taking into consideration the importance of Italy as one of the emerging tourists generating markets in Europe Walkers Tours, Ayubowan Tours & Travels, D Holidays, Authenticities, Jetwing, Ceylon Roots, Aitken Spence Travels, Crystal Holidays, Heritage expeditions, Air wing Tours, Connaissance De Ceylon, Wayfarers, Viluxur Holidays, Diamond Leisure and Shangri-la participated as the co-exhibitors.



BIT - INTERNATIONAL TOURISM EXCHANGE IN MILAN, ITALY

Sri Lanka Tourism Promotion Bureau headed 18 top company representatives in the travel and hotel sectors operating in the Italian market to showcase Sri Lanka Tourism at the BIT International Tourism Exchange held from 11th – 13th February 2016 at Millan, Italy.



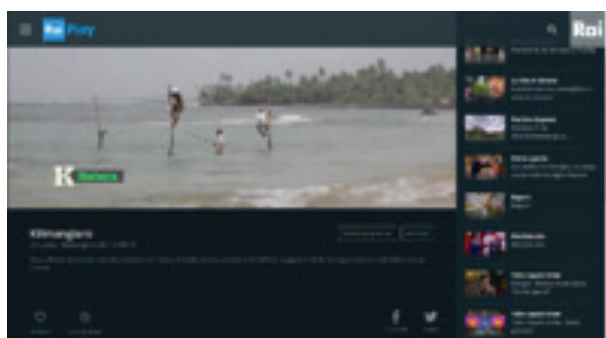
RAI TV

Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from Rai TV during 08th August – 20th August 2016 under the Visiting Journalists Programme. There were 02 journalists visited famous attraction such as Colombo, Negambo, Yapahuwa ancient sites, A'pura ancient city, Jaffna city area, Nagadeepa temple, Trincomalee area, Batticaloa, Arugambay beach side, Polonnaruwa ancient sites, Sigiriya Area, Dambulla area, Wasgamuwa, Riverston, Kandy sites, Nuwara Eliya, Negambo city during their coverage in the island. “Kilimangiaro” documentaries with length of 12 – 14 minutes for each episode were prepared targeting the Italian Nationals

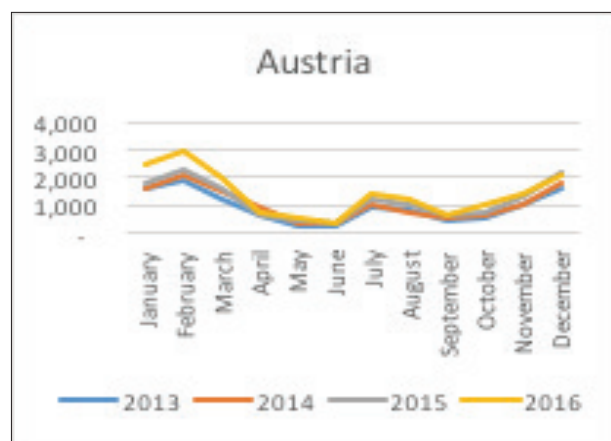


and the programme was published in October 2016, via Rai TV.



AUSTRIA

Country of Residence	Austria
Language	German, Hungarian, Slovenian, Austrian German
Growth Rate over past 03 years (2013 – 2016)	51%
Rank by Growth Rate (2013 – 2016)	19
Rank by Leisure Revenue 2015	18
Rank by Leisure Arrival 2015	26
Leisure Travellers 2015	11,979
Rank by Total Revenue 2015	21
Rank by Total Arrival 2015	29
Total Arrivals 2015 2015	14,253
Per day Spent (US\$) 2015	164
Length of Stay (Days) 2015	15
Revenue by Leisure Travellers 2015	29,066,564
Revenue by Total Travellers (US\$) 2015	34,584,334



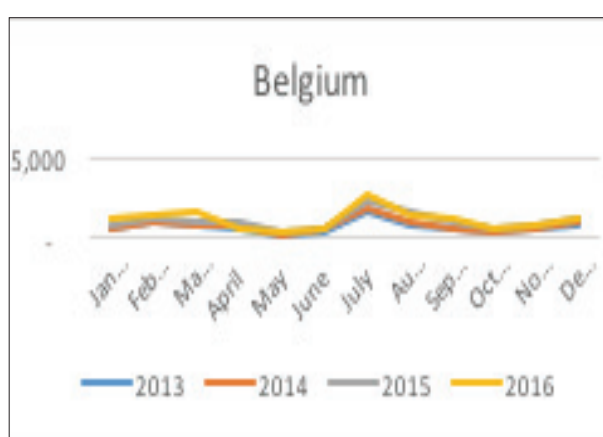
FERIEN MESSE WIEN –AUSTRIA

The Foreign travel fair was held from 14th January 2016 to 16th January 2016 in Austria with the participation of 5 Sri Lankan Trade partners. The event was attracted many travel agents and potential travellers from Austria.

BELGIUM

Country of Residence	Belgium
Language	French, German, Dutch
Growth Rate over past 03 years (2013 – 2016)	55%
Rank by Growth Rate (2013 – 2016)	15
Rank by Leisure Revenue 2015	23
Rank by Leisure Arrival 2015	25
Leisure Travellers 2015	11,995
Rank by Total Revenue 2015	28
Rank by Total Arrival 2015	33
Total Arrivals 2015 2015	13,054
Per day Spent (US\$) 2015	164
Length of Stay (Days) 2015	11
Revenue by Leisure Travellers 2015	21,829,041
Revenue by Total Travellers (US\$) 2015	23,756,257

Source :Sri Lanka Tourism Development Authority



BRUSSELS HOLIDAY FAIR - INTERNATIONAL TOURISM TRADE FAIR

SLTPB was represented by the Sri Lanka Mission for this activity held from 04th February 2016 to 07th February 2016. The Ambassador for Sri Lanka attended the opening ceremony. Two industry participants from Sri Lanka were at the Sri Lankan Pavilion. There were over hundred thousand visitors to the exhibition this year.



ROADSHOWS IN BELGIUM

SLTPB carried out a successful roadshow in Belgium cooperating with 16 Sri Lankan companies in Brussels. There were over 70 invitees from the region.





RADIO TELEVISION BELGE FRANCOPHONE

Visiting Journalist Program – 2016

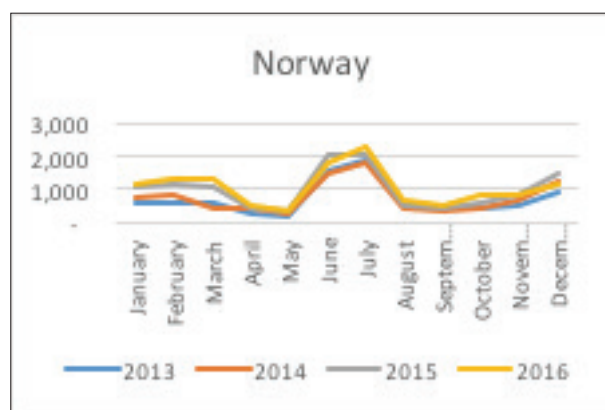
SLTPB hosted a media familiarisation tour from Radio Television Belge Francophone during 09th February – 21st of February 2016 under the Visiting Journalists Programme.

There were 03 journalists visited famous attraction such as Pinnawla Elephant Orphange, Yala national park, Sigiriya, Anuradhapura, Polonnaruwa during their coverage in the island. “Le Jardian Extraordinaire” documentaries with length of 35 minutes for each episodes and 02 documentaries were prepared targeting the Belgian Nationals and the programme was published in May 2016, via RTBF. This was reached approximately 1,400,000 million viewer (per week) watching RTBF which is leading channel in Belgium.

NORWAY

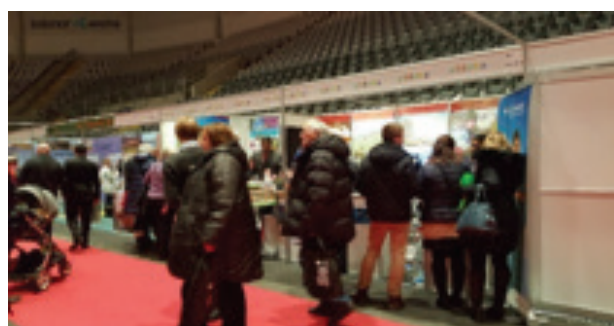
Country of Residence	Norway
Language	Norwegian, Bokmal, Nynorsk, Saami
Growth Rate over past 03 years (2013 - 2016)	52%
Rank by Growth Rate (2013 – 2016)	18
Rank by Leisure Revenue 2015	32
Rank by Leisure Arrival 2015	36
Leisure Travellers 2015	6,665
Rank by Total Revenue 2015	31
Rank by Total Arrival 2015	34
Total Arrivals 2015	12,007
Per day Spent (US\$) 2015	164
Length of Stay (Days) 2015	10
Revenue by Leisure Travellers 2015	10,817,995
Revenue by Total Travellers (US\$) 2015	19,488,622

Source :Sri Lanka Tourism Development Authority



NORWEGIAN TRAVEL FAIR –NORWAY

SLTPB represented at Norwegian Travel Fair in Norway attracting many trade partners to promote Sri Lanka Tourism in Norway.



USA

SLTPB in collaboration with the Sri Lanka Embassy in Washington D.C. participated at the New York Times Travel Show which was held from 06 – 10 January 2016 at the Jacob. K Javits Convention Center in New York as the 13th consecutive year along with 10 destination management companies from Sri Lanka and SriLankan Airlines.

Sri Lanka was featured at the New York Times Travel Industry Conference – Asia focus that offers comprehensive briefing for travel professionals. During the Travel show, a large number of US travel industry professionals and

consumers had fruitful discussions on future travel opportunities with nine (09) Sri Lankan travel companies.

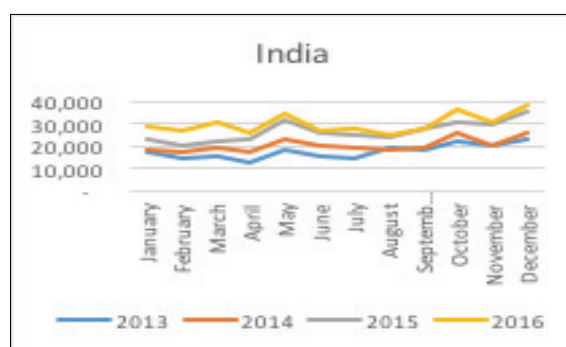
SOUTH ASIA

Country of Residence	Rank by Leisure Revenue
India	5
Maldives	10
Others (SOUTH ASIA)	31
Pakistan	36
Bangladesh	43

Name of the Region	SOUTH ASIA
Language	
Growth Rate over past 03 years (2013 - 2016)	56%
Rank by Growth Rate (2013 – 2016)	4
Rank by Leisure Revenue 2015	2
Rank by Leisure Arrival 2015	3
Leisure Travellers 2015	243,732
Rank by Total Revenue 2015	2
Rank by Total Arrival 2015	2
Total Arrivals 2015	459,415
Per day Spent (US\$) 2015	163
Length of Stay (Days) 2015	12
Revenue by Leisure Travellers 2015	483,088,694
Revenue by Total Travellers (US\$) 2015	910,582,904

Source :Sri Lanka Tourism Development Authority

INDIA



Country of Residence	India
Language	Hindi,Bengali, Telugu,Marathi, Tamil,Urdu, Gujarati, Kannada, Malayalam,Odia and Punjabi.
Growth Rate over past 03 years (2013 - 2016)	70%
Rank by Growth Rate (2013 – 2016)	11
Rank by Leisure Revenue 2015	5
Rank by Leisure Arrival 2015	2
Leisure Travellers 2015	178,061
Rank by Total Revenue 2015	3
Rank by Total Arrival 2015	1
Total Arrivals 2015	316,247
Per day Spent (US\$) 2015	139
Length of Stay (Days) 2015	6
Revenue by Leisure Travellers 2015	143,139,677
Revenue by Total Travellers (US\$) 2015	254,224,638

Source :Sri Lanka Tourism Development Authority

SATTE – NEW DELHI | INDIA

SATTE, South Asia's leading travel & tourism event was held in New Delhi at Pragati Maidan from 29th to 31st January 2016. Over the years, SATTE has grown both in terms of exhibitors and visitors (including international and domestic buyers) and is today the biggest networking forum for the travel and tourism industry in South Asia. The 23rd edition of SATTE 2016 concluded amidst record growth of participation of travel trade attendees, including pre-registered and hosted Indian and international buyers and state Tourism Boards. There are about 32 Hoteliers and Tour Operators from Sri Lanka Tourism industry were represented at SATTE 2016.



OTM – MUMBAI INDIA

This fair addressed the potential Travelers from India, Travel Agents, Tour Operators and Media from 18th February 2016 to 20th February 2016. OTM is India's biggest travel trade show, in the largest travel market in India – Mumbai. OTM Mumbai provides you the most effective reach to a continent size market like India. Over 2,500 participants from 70 countries showcase their best products to visitors from all over India this year. There were 25 companies represented from Sri Lanka.



IITM – BANGALORE, INDIA

The fair was held from 05th August 2016 - 07th August 2016 in Bangalore targeting the potential Travellers from India, Travel Agents, Tour Operators and Media.



OTM-HYDERABAD - INDIA



SRI LANKA NIGHT IN MUMBAI, INDIA

Sri Lanka night in Mumbai was successfully conducted with the total participation of the mission targeting the potential Travelers from India, Travel Agents, Tour Operators and Media

PUBLICATIONS IN CONDE'NAST TRAVELLER INDIA

Sri Lanka Tourism was successfully carried out a two page spread advertorial in popular Conde'Nast traveler magazine of August September 2016. The advertorial was themed as "Where the Gods Once Lived" focusing on Katharagama, one of the popular destinations among Indians. This article showcased Wildlife, Heritage, Pristine and Colorful events matching the upcoming Diwali Season.



TRADE FAMILIARIZATION TOUR FROM INDIA

Sri Lanka Tourism Promotion Bureau in collaboration with Air India organized a Trade Familiarization Tour from India to Sri Lanka for 20 Travel Agents during the period of 03rd to 09th July 2016.



One to one meeting session with Tourism industry stake holders was held on 08th July 2016 at 2.00 p.m - 5.00 p.m at Banquet hall, Ramada hotel - Colombo with participation of more than

80 members from SLAITO, THASL and ASMET. Meeting was organized with the Hon. Minister on 08th July 2016.



TV 9 (RAMAYANA TRAILS) **Visiting Journalist Program – 2016**

SLTPB hosted a media familiarisation tour from TV 9 (Ramayana Trails) during 13rd June – 25th of June 2016 under the Visiting Journalists Programme. There were 02 journalists visited famous attraction such as Colombo, Marawila, Chilaw, A'pura, Mannar, Jaffna, Vavuniya, Trincomalee, Pasikudha, Kandy, Ranboda, Nuwara Eliya, Ella, Buthala, Thissamaharama, Kathragama, Galle, during their coverage in the island. "Ramayana Trails" documentaries with length of half to one hour episodes were prepared targeting the Indian Nationals and the programme was aired in October 2016, via TV 9.



VOGUE MAGAZINE

Visiting Journalist Program – 2016

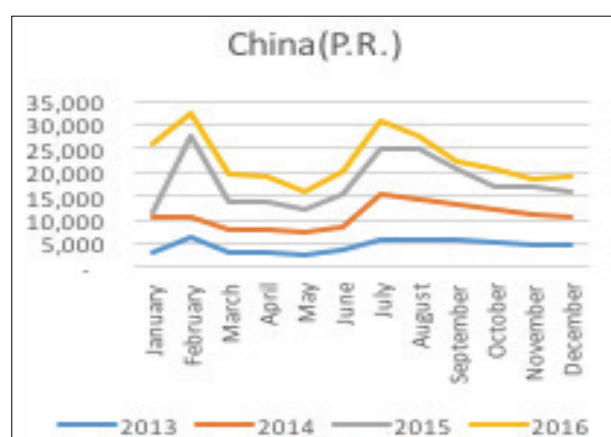
SLTPB hosted a media familiarisation tour from Vogue magazine during 06th August – 11th August 2016 under the Visiting Journalists Programme. There were 06 journalists visited famous attraction such as, Colombo city, Galle Dutch Fort, Nuwara Eliya City, Tea plantation, Kandy city, Royal Botanical Garden, Kandy cultural show, Temple of tooth relic, Sigiriya, Minneriya Safari, Plonnaruwa Ancient sites, Trincomalee city area, Nilaveli beach, Passikudha, Batticaloa, Dutch Fort Batticaloa, Kalladi Bridge during their coverage in the island. "Road Trip Sri Lanka" articles with length of 5 – 6 pages were prepared targeting the Indian Nationals and the programme was published in October 2016, via Vogue Magazine. This was reached approximately 275,000(per month) reading Vogue Magazine which is leading magazine in India.

EAST ASIA

Country of Residence	Rank by Leisure Revenue
China(P.R.) **	1
Japan	11
Malaysia	25
Singapore	27
Korea(South)	29
Indonesia	35
Thailand	37
Others (EAST ASIA)	42
Philippines	44

Name of the Region	EAST ASIA
Language	
Growth Rate over past 03 years (2013 - 2016)	130%
Rank by Growth Rate (2013 – 2016)	1
Rank by Leisure Revenue 2015	3
Rank by Leisure Arrival 2015	2
Leisure Travellers 2015	297,215
Rank by Total Revenue 2015	3
Rank by Total Arrival 2015	3
Total Arrivals 2015	362,857
Per day Spent (US\$) 2015	160
Length of Stay (Days) 2015	7
Revenue by Leisure Travellers 2015	352,517,901
Revenue by Total Travellers (US\$) 2015	430,373,931

CHINA



Country of Residence	China (P.R.) **
Language	Mandarin, Cantonese
Growth Rate over past 03 years (2013 - 2016)	394%
Rank by Growth Rate (2013 – 2016)	2
Rank by Leisure Revenue 2015	1
Rank by Leisure Arrival 2015	1
Leisure Travellers 2015	203,104
Rank by Total Revenue 2015	2
Rank by Total Arrival 2015	2
Total Arrivals 2015	214,783
Per day Spent (US\$) 2015	167
Length of Stay (Days) 2015	10
Revenue by Leisure Travellers 2015	321,587,765
Revenue by Total Travellers (US\$) 2015	340,079,885

Source : Sri Lanka Tourism Development Authority

GITF 2016, CHINA

Sri Lanka Tourism Promotion Bureau (SLTPB) in collaboration with the Consul General of Sri Lanka in Guangzhou arranged participation at Guangzhou International Travel Fair (GITF) - 2016. The fair is an annual event in Guangzhou, held since 1992 and considered one of the prestigious international travel fairs in the region.

This year the travel fair was held from 25th to 27th February at China Import and Export International Exhibition Centre, China. The Travel Fair attracted 956 exhibitors from 45 countries. Sri Lanka was the official partnering country of GITF 2016 under the theme “one island thousand treasures”.





In connection with the BITE travel fair SLTPB organized two Tourism Promotional Road Shows in Tianjin & Shenyang on 18th May and & 24th May 2016 in order to create an effective and efficient platform for networking between the two countries travel trade.



ORGANIZE ROADSHOWS PARALLEL TO TRAVEL FAIRS TIANJIN & SHENYANG IN CHINA

In connection with the BITE travel fair SLTPB organized two tourism promotion Road Shows in Tianjin & Shenyang on 18th May and & 24rd May 2016 respectively. In both Road shows travel trade of two countries had created an effective and efficient platform for networking. And it also provided many business transactions during the two Road shows.

This was a great opportunity to two countries travel trade to negotiate & conduct business. During the two Road shows SLTPB officials with the representatives of Sri Lanka Embassy in Beijing Conducted Interviews with media and Travel agents and promoted Sri Lanka as one of the best Tourists destinations.

CXSRITE 2016, CHINA

CXSRITE 2016 was held from August 26th to 28th in hall 5.2 a, stand no. C12 at Xian Qujiang International Conference and Exhibition Centre, Xian.

BITE 2016, CHINA

Beijing International Tourism Expo (BITE - 2016) is an annual event which was held from 20th to 22nd May, 2016 at National Agriculture Exhibition Centre in Beijing, China.



CHINA INTERNATIONAL TRAVEL MART (CITM 2016) & ROADSHOWS IN NANJING & HEFEI

China International Travel Mart (CITM) was held successfully from 11th to 13th November 2016 at Shanghai New International Expo Centre, China. The first two days of the fair opened to the trade and the next opened to the public.



Further in connection with the CITM travel fair SLTPB organized two Tourism Promotion Road Shows in Nanjing and Hefei on 09th and 15th of November 2016 respectively. 33 Sri Lankan travel agents with Sri Lankan Airlines participated this travel fair and 1000- 2000 consumers visited to Sri Lanka pavilion. 15-20 leading Media in China covered the Travel fair.

115 travel agents from China participated the Road shows in Nanjing & Hefei & 41 leading media in China visited the two road shows. News reached more than 300 million population in West China.



CHENGDU INTERNATIONAL TOURISM EXPO (CITE 2016) & TWO ROADSHOWS IN CHENGDU & CHONGQING.

Chengdu International Tourism Expo (CITE) was held successfully from 02nd to 04th December 2016 at Century City New International Convention and Exhibition Centre Chengdu, China. Further in connection with the CITE travel fair SLTPB organized two Tourism Promotion Road Shows in Chengdu and Chongqing on 06th and 08th of December 2016 respectively. Chengdu International Tourism Expo 2016 (CITE) provided a one-stop platform for all the tourism organizations, tour operators, airlines, tourism destinations to promote a spectacular array of the hottest and the latest tour packages, destinations, products and services, establish strategic and cooperative relations, explore new business opportunities and expand their professional network base all at once.

16 Sri Lankan travel agents with Sri Lankan Airlines participated this travel fair and 1500- 2500 consumers visited to Sri Lanka pavilion. 20-30 leading Media in China covered the Travel fair. 120 travel agents from China participated the Road shows in Nanjing & Hefei & 45 leading media in China visited the two road shows. News reached more than 100 million population in South East China.





THE TRAINING PROGRAM IN YUNNAN COLLEGE OF TOURISM VACATION IN KUNMING, CHINA

During the visit of the officials from the Yunnan College of Tourism Vocation to Sri Lanka, the delegation offered Sri Lanka Tourism to participate for 10 days Communication Program at Yunnan College of Tourism Vocation in Kunming, China.

According to the official invitation received by the Chairman Sri Lanka Tourism Promotion Bureau to organize the delegation for the said program, a Sri Lankan delegation consisted of 33 members which represent the officials from the Ministry of Tourism Development, Provincial Tourism related Authorities, Sri Lanka Tourism Promotion Bureau, Sri Lanka Tourism Development Authority and officials from private sector Travel and Tourism and the training program was held from 1st to 14th November 2016.

I CABLE TV TRIP WITH MUM 2

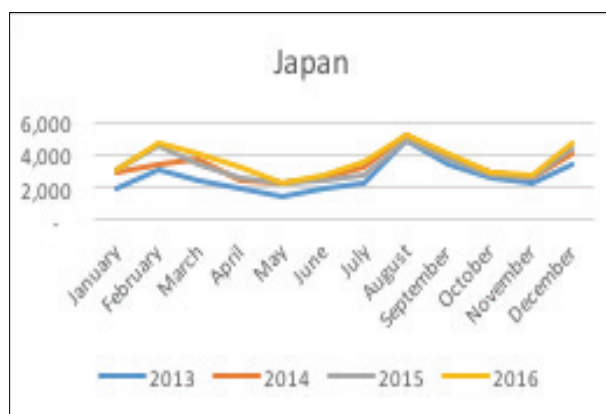
Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from I cable TV Trip with Mum 2 during 28th April – 05th of May 2016 under the Visiting Journalists Programme. There were 09 journalists visited famous attraction such as Colombo, Gangarama, Pinnawala, Habarana, Sigiriya, Minneriya, Kandy, Nuwara Eliya, Mount Lavina, during their coverage in the island. “Trip with Mum 2” documentary with length of 02 hours documentaries were prepared targeting the China Nationals and the programme was published in 22nd of May 2016, via I cable TV. This was reached approximately 100 million viewer (per month) watching I cable TV Trip with Mum 2 which is leading channel in China.

JAPAN

Country of Residence	Japan
Language	Japanese
Growth Rate over past 03 years (2013 - 2016)	36%
Rank by Growth Rate (2013 – 2016)	27
Rank by Leisure Revenue 2015	11
Rank by Leisure Arrival 2015	9
Leisure Travellers 2015	34,062
Rank by Total Revenue 2015	14
Rank by Total Arrival 2015	10
Total Arrivals 2015	39,358
Per day Spent (US\$) 2015	152
Length of Stay (Days) 2015	9
Revenue by Leisure Travellers 2015	44,455,542
Revenue by Total Travellers (US\$) 2015	51,367,543

Source : Sri Lanka Tourism Development Authority



JATA TOURISM EXPO

Sri Lanka Tourism Promotion Bureau has been participating for the past 20 years at the JATA Tourism Expo which is the biggest travel fair in Japan. 2016 JATA Tourism Expo was held at Tokyo big sight from 22nd – 25th September 2016 organized by the Japan travel & Tourism Association (JTJA) and Japan Association of Travel Agents (JATA) supported by Ministry of Transport and Tourism. It was showcasing the many varied travel and related information and new trends in industry.

There were 47 prefectures from Japan and 147 countries from all over the world exhibit at east halls 01-07 at the venue. The first day of the show was

opened to the travel industry only for B2B meetings on appointment scheduling. The second day also opened to the trade where business meetings were conducted at individual booths. The last two days were opened to the public. The event had attracted over 175,000 visitors during the three day event as per JATA Organizer.



ROAD SHOW IN TOKYO ON 26TH SEPTEMBER 2016 AT BAYSIDE AZUR HOTEL

The Road Show in Tokyo was held at Bayside azur Hotel on 26th September 2016 organized by Sri Lanka Tourism Promotion Bureau in collaborate with Embassy of Sri Lanka in Tokyo.

This event commenced around 3:15hrs with the registration of the Japanese tour operators and there were 60 tour operators and 14 media attended the Road Show to meet the travel industry representatives from Sri Lanka.

ROAD SHOW IN NAGOYA ON 28TH SEPTEMBER 2016 AT MEITETSU NEW GRAND HOTEL

The registrations started at the 3.00 p.m and the event commenced about 3.20 p.m with the invitees from Nagoya. The event was inaugurated with lighting of the traditional oil lamp by Mr. Janaka Suagthadasa Secretary to the Ministry of Tourism Development and Christian Religious Affairs, Ms. Hasintha Second Secretary Embassy of Sri Lanka, Mr. Mahen Kariyawasan Board Member of SLTPB, Mr. Fawzan Ferid Country Manager Sri Lankan Airline.



SAMMU CITY CONSUMER PROMOTION, JAPAN

The Promotion was conducted from 12th March 2016 to 13th March 2016 targeting the potential Travellers from Japan. Sammu city S1 grand prix was successfully held on the 12th march attracting many visitors. Amidst of adverse chilly weather, over 2,500 locals actively participated at the event and enjoyed the day's proceedings.



Sri Lanka Tourism profile brochures were distributed among the visitors to create more awareness about the country. In order to overcome the cold weather, Sri Lanka instantly organized and offered with warm Sri Lankan tea at the location.



PROMOTE RELIGIOUS TOURISM IN JAPAN

Discussions were initiated to conduct a Buddhist Trail Promotion with Indian Film Star Gagan Malic who act as Siddhartha of the famous Buddhist Film called Siddhartha Gauthama to attract Potential Buddhist travelers in Japan.



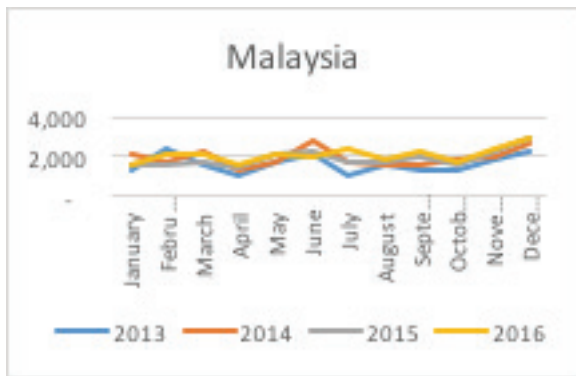
KYOTO EXHIBITION VIDEO PRESENTATIONS

SL Video depicting the Buddhist and Cultural circuits was presented at the Kyoto Exhibition held from 1st May to 30th October in Kyoto Japan at the exhibition of religious heritage.

MALAYSIA

Name of the Region	Malaysia
Language	Malaysian
Growth Rate over past 03 years (2013 - 2016)	29%
Rank by Growth Rate (2013 - 2016)	30
Rank by Leisure Revenue 2015	25
Rank by Leisure Arrival 2015	18
Leisure Travellers 2015	14,392
Rank by Total Revenue 2015	23
Rank by Total Arrival 2015	20
Total Arrivals 2015	22,772
Per day Spent (US\$) 2015	160
Length of Stay (Days) 2015	8
Revenue by Leisure Travellers 2015	18,226,734
Revenue by Total Travellers (US\$) 2015	28,839,577

Source :Sri Lanka Tourism Development Authority



MAATA Travel Fair

MATTA Travel Fair was organized by Malaysian of Tour and Travel Agents and Ministry of Tourism & Culture (Mo TaC). It is a B2C trade exclusively for the Travel Trade. The exhibition was held in Putra World Center in Malaysia on 2nd and 04th September 2016. SLTPB has participated at MATTA fair 2016 as an annual tourism promotion activity to promote Sri Lanka Tourism.



Sri Lanka Promotion Bureau invites travel and trade industry organizations to participate with Sri Lanka Tourism Promotion Bureau at MATTA Fair for the benefit of private sector Tourism Industry Organizations. MATTA has been developing to be the international tourism exhibition in Malaysia as well as one of the most renowned exhibition in the world Tourism Society. This event showcase product from Packing Materials, Travel & Tourism Society, Business Services & exhibition industries.



The number of participants have increased compared with last year. However, MATTA attracted 91,664 visitors during the three days of the exhibition. Sri Lanka Tourism Promotion Bureau has been participating for this event for the past few years and this year it was attended by 12 Travel trade companies. Deluxe vacations (pvt)ltd, Holiday Park Pvt Ltd, Jetwing Travels, Green Holiday Centre (Pvt) Ltd, The Kingsbury Plc, Lanka Sportreizen, M Travels, Amaya Resorts & Spas (Amaya Leisure Plc), Classic Lanka Travels, B.O.C Travels (PVT)Ltd, Aitken Spence Travel and Camlo Lanka Tours. Sri Lanka Pavilion ceremonially opened by Sri Lanka High Commission in Malaysia H.E The Mr. Ibrahim Sahib Ansar and Hon. Minister of Primary Industries Mr. Daya Gamage.



Malaysian Travel Agent Familiarization Tour

There were 11+ 1 Sri Lankan Airline representative agents hosted on a Trade Familiarisation Tour from 20th December to 27th December. The agents covered main tourist attractions such as Negombo town, fish market, Pinnawala elephant orphanage, Dambulla cave temple, Sigiriya Rock, Kandy city, Temple of the sacred tooth Relic of Buddha, Kandy cultural show Peradeniya

Botanical Garden, Victoria Park, Hakgala Botanical garden, Sita Amman Temple, Katharagama Hindu temple, Kirivehara, Hikkaduwa Beach, Gangarama temple, Colombo city tour. There was a B2B meeting organised with Sri Lanka travel trade and Sri Lanka Tourism Promotion Bureau official. Tickets were provided by FOC basis by Sri Lankan Airlines.



CONSUMER PROMOTING IN BERJAYA TIMES SQUARE – KULA LUMPER

There was a consumer promotion organised by Sri Lanka Tourism on 16th Dec at Berjaya Times Square 10 a.m. to 10p.m. This was opened by Chairman SLTPB and there were 10 Sri Lankan Travel company participated the event. The games and raffle draws organised



Food festival

Food festival held at Intercontinental hotel, Kula Lumpur, Malaysia on 15th to 18th December 2016. 2. Chefs and other all expenses from Mount Lavinia hotel. (Air ticket from SLTPB)



Business Forum

President Maithripala Sirisena headed a business meeting, participated by the businessmen and investors of Sri Lanka and Malaysia. The meeting was held on 15 December at Intercontinental hotel in Kuala Lumpur, with the objective of enhancing the trade and investment opportunities between the two countries.

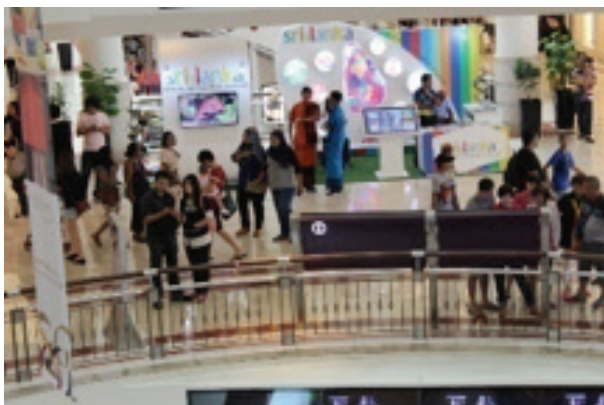


Large number of investors and businessmen of Sri Lanka and Malaysia participated in this meeting. To promoting Sri Lanka Tourism Chairman of SLTPB made a presentation at the Business Forum.



CONSUMER PROMOTION AT SURAYA KLCC IN KUALA LUMPUR

The Sri Lanka Booth was opened by HE the Sri Lanka High Commissioner in Malaysia on 13th December from 10a.m. to 10p.m. and HE President visited the stall on 17th. There were 10 Sri Lankan travel companies participated the event and over 400 consumers visited the stall daily.



MEDIA INTERVIEW AND MEETING WITH SLTPB CHAIRMAN AND DIRECTOR MARKETING

BERNAMA channel Meeting with MATTA President





**MEDIA INTERVIEW - -UTUSAN
LIVE RADIO INTERVIEW AT TRAXX FM**



**MEETING WITH SECRETARY GENERAL,
MINISTRY OF TOURISM AND CULTURAL
MALAYSIA**



NATIONAL DAY PUBLICATION, MALAYSIA

SLTPB has contributed for the National Day Publication issued by High commission of Sri Lanka in Malaysia on 04th February 2016



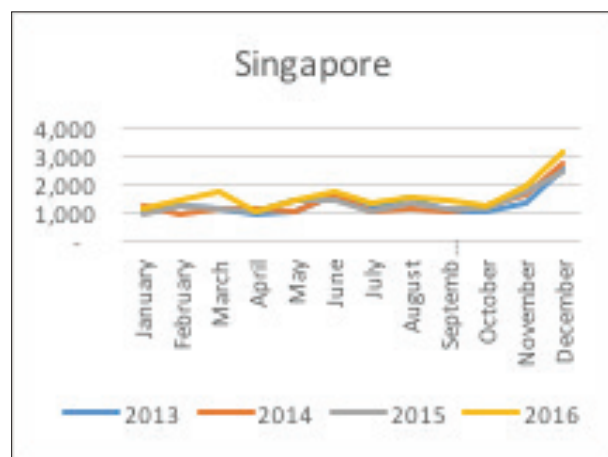
TRANSLATION OF BROCHURES

Translated three brochures in to Malaysian language (Bliss, Heritage and Scenic)

SINGAPORE

Country of Residence	Singapore
Language	English, Malay, Tamil
Growth Rate over past 03 years (2013 - 2016)	18%
Rank by Growth Rate (2013 - 2016)	34
Rank by Leisure Revenue 2015	27
Rank by Leisure Arrival 2015	30
Leisure Travellers 2015	9,206
Rank by Total Revenue 2015	27
Rank by Total Arrival 2015	24
Total Arrivals 2015	15,846
Per day Spent (US\$) 2015	194
Length of Stay (Days) 2015	8
Revenue by Leisure Travellers 2015	14,319,381
Revenue by Total Travellers (US\$) 2015	24,647,502

Source : Sri Lanka Tourism Development Authority



A fruitful gathering was organized on 08th July 2016 with a massive number of participants from the trade.



NATIONAL DAY PUBLICATION, SINGAPORE

SLTPB has contributed for the National Day Publication issued by High commission of Sri Lanka in Singapore on 04th February 2016.

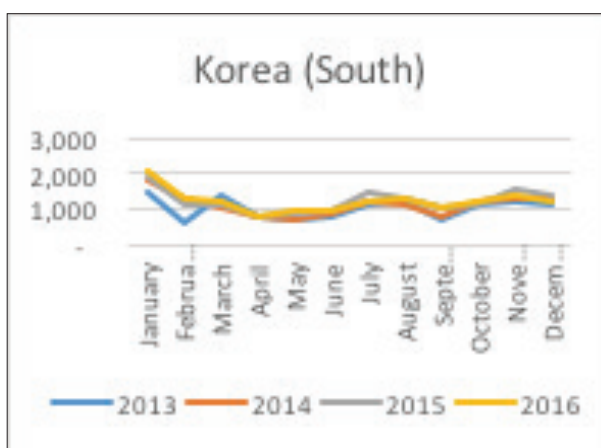


SOUTH KOREA

Country of Residence	Korea (South)
Language	Korean
Growth Rate over past 03 years (2013 - 2016)	20%
Rank by Growth Rate (2013 - 2016)	31
Rank by Leisure Revenue 2015	29
Rank by Leisure Arrival 2015	29
Leisure Travellers 2015	10,737
Rank by Total Revenue 2015	36
Rank by Total Arrival 2015	28
Total Arrivals 2015	14,373

Per day Spent (US\$) 2015	164
Length of Stay (Days) 2015	7
Revenue by Leisure Travellers 2015	11,618,186
Revenue by Total Travellers (US\$) 2015	15,552,592

Source : Sri Lanka Tourism Development Authority



THE KOREA WORLD TRAVEL FAIR (KOTFA)

Sri Lanka Tourism Promotion Bureau, made arrangements to participate at the 31st Korea World Travel Fair for the 4th consecutive year from 09th June 2016 to 12th June 2016 along with 10 local partners of the Tourism industry. Sri Lanka Tourism Promotion Bureau, made arrangements to participate at the 31st Korea World Travel Fair for the consecutive 4th year along with 10 local partners of the Tourism industry.

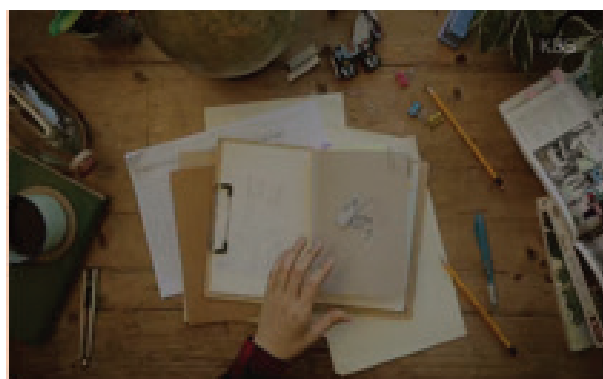
In parallel to the event, a couple of road shows also were organized in Seoul and Busan in collaboration with Sri Lankan Embassy in South Korea.





ROAD SHOWS AT SEOUL AND BUSAN, COINCIDING KOTFA 2016, KOREA

Two roadshows were conducted in Seoul and Busan organized in collaboration with Sri Lankan Embassy in South Korea from 06th June 2016 to 15th June 2016.



Korean Broadcast System

Visiting Journalist Program – 2016

CELEBRATE THE BIRTH DAY OF TWO SRI LANKAN ELEPHANTS DONATED TO THE SEOUL ZOO, SOUTH KOREA BY SRI LANKA

Sri Lanka Tourism in collaboration with the Sri Lanka Embassy organized the Sri Lanka Cultural evening to celebrate the Birthday of two elephants donated to the Seoul zoo by Sri Lanka, Gajaba and Sugala to promote Sri Lanka among the visitors to the Zoo.

SLTPB hosted a media familiarisation tour from Korean Broadcasting System (KBS) TV channel during 7th – 16th January 2016 under the Visiting Journalists Programme. There were 02 journalists visited famous attraction such as Pinnawala, A'pura, Polonnaruwa, Sigiriya, Dambulla, Kandy temple, city & Botanical Garden, Nuwara Eliya, Horton Plains, Mirissa, Galle fort & city, Hikkaduwa, Benthotta during their coverage in the island. "Walking in the world" documentary with length of 50 minutes was prepared targeting the Korean Nationals and the programme was aired on 04th September 2016, Saturday at 09.40 am via Hong Kong Picture (Everywhere K).



LONELY PLANET MAGAZINE

Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from Lonely Planet Magazine Korea during 28th March – 04th April 2016 under the Visiting Journalists Programme. There were 04 journalists visited famous attraction such as Colombo, Pinnawala, Habarana, Minneriya National Park, Sigiriya, Dambulla, Kandy, Nuwara Eliya, Ella, Koggala, Galle, Mirissa, Benthotta during their coverage in the island. “4 days 3 nights Sri Lanka, Sri Lanka, paradise for the restless, To the Island of Ceylon” articles with length of 11, 01, 12 pages were prepared targeting the Korean Nationals and the programme was published in April 2016, via Lonely Planet and Korea Herald.

These were reached approximately 35,000 viewers (per month) reading Lonely Planet Magazine and Korea Herald which are leading Magazine and Newspaper in Korea.

BUDDHIST TRUE NETWORK

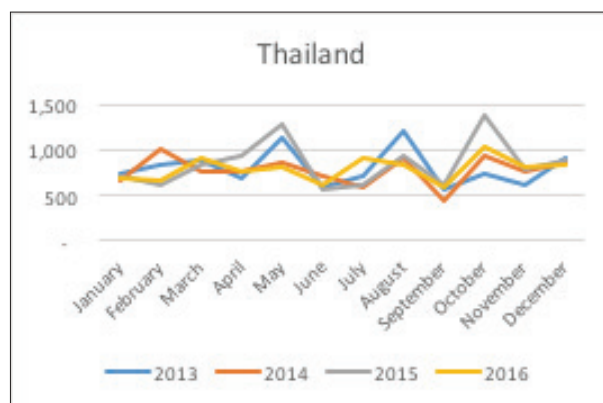
Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from Buddhist True Network during 14th August – 18th August 2016 under the Visiting Journalists Programme. There were 03 journalists visited famous attraction such as Kandy, Sigiriya, A’pura, Kelaniya temple, Gangarama temple during their coverage in the island. “Sri Lanka & Sri Lanka Buddhism” documentaries with length of 45 minutes for each episodes and 02 documentaries were prepared targeting the Korean Nationals and the programme was published in October 2016, via Buddhists True Network. This was reached approximately 14 million viewers (per month) watching BTN which is leading channel in Korea.

THAILAND

Country of Residence	Thailand
Language	Thai
Growth Rate over past 03 years (2013 - 2016)	- 1%
Rank by Growth Rate (2013 – 2016)	39
Rank by Leisure Revenue 2015	37
Rank by Leisure Arrival 2015	33
Leisure Travellers 2015	7,527
Rank by Total Revenue 2015	38
Rank by Total Arrival 2015	38
Total Arrivals 2015	10,112
Per day Spent (US\$) 2015	164
Length of Stay (Days) 2015	8
Revenue by Leisure Travellers 2015	9,872,413
Revenue by Total Travellers (US\$) 2015	13,262,899

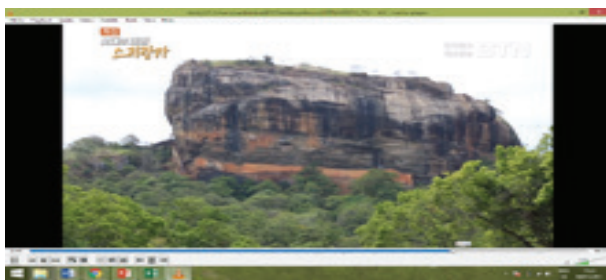
Source : Sri Lanka Tourism Development Authority



HAI INTERNATIONAL TRADE FAIR, THAILAND

Sri Lankan Embassy in Thailand initiated first ever participation at the Thai International Travel Fair (TITF) from 17th Feb – 21st Feb 2016. TITF is regarded as Thailand’s largest outbound fair attracting over 800,000 visitors with over 400 booths nationally and globally.





TRADE FAMILIARIZATION TOUR FROM THAILAND

There were 10 Thai Travel Agents hosted on a Trade Familiarisation Tour by SLTPB during the early August 2016.



PRINTING OF A THAI BROCHURE

Printed a “Solosmasthan brochure” in Thai Language. Translated three brochures (Festive, Heritage and Scenic) into Thai Language.

TRAVEL AROUND THE WORLD MAGAZINE

Visiting Journalist Program – 2016

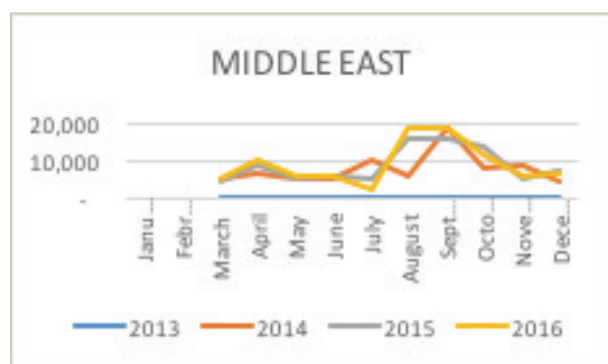
SLTPB hosted a media familiarisation tour from Travel around the World magazine during 24th May – 30th of May 2016 under the Visiting Journalists Programme. There were 02 journalists visited famous attraction such as Colombo, Anuradhapura, Kandy, and Galle during their coverage in the island. “Sri Lanka Beyond expectation” articles with length of 5 – 6 pages were prepared targeting the Thailand Nationals and the programme was published in July 2016, via Travel around the world Magazine. This was reached approximately 50 000 (per month) reading which is leading magazine in Thailand.

MIDDLE EAST

Name of the Region	MIDDLE EAST
Growth Rate over past 03 years (2013 - 2016)	94%
Rank by Growth Rate (2013 – 2016)	2
Rank by Leisure Revenue 2015	4
Rank by Leisure Arrival 2015	5
Leisure Travellers 2015	63,470
Rank by Total Revenue 2015	6
Rank by Total Arrival 2015	5
Total Arrivals 2015	101,066
Per day Spent (US\$) 2015	174
Length of Stay (Days) 2015	11
Revenue by Leisure Travellers 2015	116,126,299
Revenue by Total Travellers (US\$) 2015	184,912,880

Source : Sri Lanka Tourism Development Authority

Country of Residence	Rank by Leisure Revenue
Saudi Arabia	13
Oman	28
UAE	30
Israel	38
Kuwait	39
Others (MIDDLE EAST)	19



JTTX 6 JEDDAH TRAVEL FAIR, MIDDLE EAST

Jeddah Travel and Tourism Exhibition (JTTX) considered as one of the largest travel and tourism marketing events on the gulf calendar and also one of the top “Must Visit” events in Saudi Arabia. It showed the widest variety of tourism products from different regions of the

world, and attracted international visitors and media from across the world.



There were 11 companies were taken part representing Sri Lanka this year. The fair was held from 03rd FEBRUARY 2016 - 05th February 2016.



IMTM, INTERNATIONAL MEDITERRANEAN TOURISM MARKET, ISRAEL, TEL AVIV, MIDDLE EAST

IMTM 2016 was held from 09th February 2016 to 10th February 2016 targeting the Potential Middle East Travelers, Travel Agents, Tour Operators and Media

ARABIAN TRAVEL MARKET

The Arabian Travel Market opened its doors on Monday 25th April for four days of business networking opportunities, insightful seminar sessions, leadership forums, and recognition of 12 months of industry achievement. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council took the honor of opening this grand event providing the opportunity for more than 2500 exhibitors from around the world.



ROAD SHOWS AT OMAN

SLTPB was successfully conducted the Tourism Roadshow in Oman on 1st May 2016. Oman is having a population of 4.2 million and that is the second largest tourist arrival market for Sri Lanka in Middle East.

RTF TRADE FAIR (RIYADH TRAVEL FAIR)

Sri Lanka Tourism Promotion Bureau took part at Riyadh Travel Fair from 12th to 15th April 2016. As per the review reports of RTF 2016, there were 25,000 visitors and 2,982 travel agents attended the trade fair during the event and 202 booths was occupied by exhibitors. Riyadh Travel and Tourism Exhibition (RTF) considered as one of the largest travel and tourism marketing events on the gulf calendar and also one of the top “must visit” events in Saudi Arabia. It showed the widest variety of tourism products from different regions of the world, and attracted international visitors and media from across the world.

WINTER FESTIVAL CONSUMER PROMOTION IN DUBAI MEDIA CITY AMPHITHEATRE 08TH TO 10TH DECEMBER 2016

Winter festival Consumer promotion in Dubai Media City Amphitheatre schedule from 08th to 10th December 2016. This Festival is a popular consumer event held annually in Dubai and in 2015 over 30,000 visitors attended this event. Last year, of record impressions reached over 34 Million, of which almost 1 million were in Arabic. The Festival is publicized through a campaign consisted of digital, TV, Outdoor, radio, social media, SMS campaign, print advertising and editorial.



OMAN FAM TOUR

Sri Lanka Tourism Promotion Bureau (SLTPB) organized familiarizing tour of Sri Lanka from 13th October 2016 to 17th October 2016 for eleven (11) travel agents from Oman. With this tour program Sri Lankan Tourism promotion Bureau expects to promote Sri Lanka within the potential Oman travel agents.

THE TIMES OF ISRAEL, JEWLICIOUS MEDIA

Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from the times of Israel, Jewlicious Media during 23rd October – 29th of October 2016 under the Visiting Journalists Programme. There were 02 journalists visited famous attraction such as Colombo, Polonnaruwa, Kandy, Nuwara Eliya, Bentota during their coverage in the island. “The times of Israel, Jewlicious Media” documentaries with length of 3 – 5 minutes video were prepared targeting the Israel Nationals and the programme was published in December 2016, via the times of Israel, Jewlicious Media.

EASTERN EUROPE

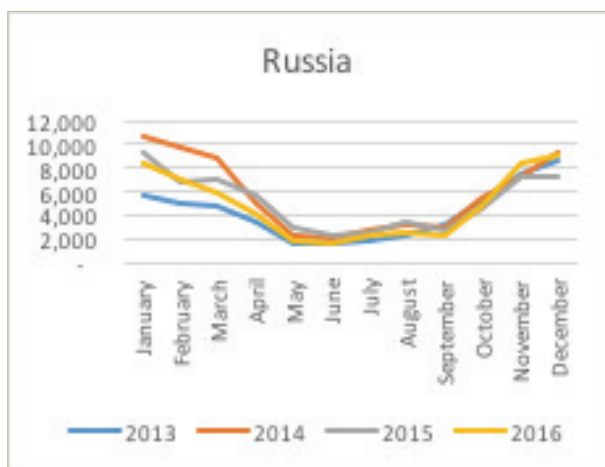
Name of the Region	EASTERN EUROPE
Language	
Growth Rate over past 03 years (2013 - 2016)	26%
Rank by Growth Rate	9
Rank by Leisure Revenue 2015	5
Rank by Leisure Arrival 2015	4
Leisure Travellers 2015	83,780
Rank by Total Revenue 2015	4
Rank by Total Arrival 2015	4
Total Arrivals 2015	148,458
Per day Spent (US\$) 2015	167
Length of Stay (Days) 2015	8
Revenue by Leisure Travellers 2015	117,183,857
Revenue by Total Travellers (US\$) 2015	207,649,570

Country of Residence	Rank by Leisure Revenue
Russia	7
Czech Republic	22
Ukraine	24
Poland	26
Others (EASTERN EUROPE (SOUTH ASIA))	40

RUSSIA

Country of Residence	Russia
Language	Russian
Growth Rate over past 03 years (2013 - 2016)	10%
Rank by Growth Rate (2013 – 2016)	36
Rank by Leisure Revenue 2015	7
Rank by Leisure Arrival 2015	8
Leisure Travellers 2015	36,833
Rank by Total Revenue 2015	7
Rank by Total Arrival 2015	8
Total Arrivals 2015	61,846
Per day Spent (US\$) 2015	181
Length of Stay (Days) 2015	11
Revenue by Leisure Travellers 2015	70,179,020
Revenue by Total Travellers (US\$) 2015	117,837,039

Source :Sri Lanka Tourism Development Authority



MOSCOW INTERNATIONAL TRAVEL AND TOURISM FAIR, MOSCOW, RUSSIA

Sri Lanka Tourism Promotion Bureau (SLTPB) with the support of the Sri Lanka Embassy in Russia Federation participated Moscow International Travel and Tourism Exhibition in Russia from 23rd March to 26th March 2016 in Fairgrounds, Expo Center, Moscow, Russia.



SRI LANKAN DAY IN LINE WITH NATIONAL DAY CELEBRATION IN RUSSIA

The Chief Guest of the event was Hon Minister of Tourism & Christian Religious Affairs, A meeting was organized with leading television channels to promote Sri Lanka. There were five meetings organized with tour operators and a Round table discussion on "Tourism in Moscow Region."



OTDYKH 2016 LEISURE INTERNATIONAL TRADE FAIR, MOSCOW RUSSIA

Sri Lanka Tourism Promotion Bureau (SLTPB) participated OTDYKH Travel fair which is Russia's leading travel and tourism event. In 2016 OTDYKH International Travel Market has celebrate its 22nd edition by having it on 21st September to 24th September 2016 at Moscow Expo centre Fair grounds in Russia.



The First two days were trade only and 3rd and 4th days were opened to trade as well as to public. SLTPB was represented by Ms. Madusha

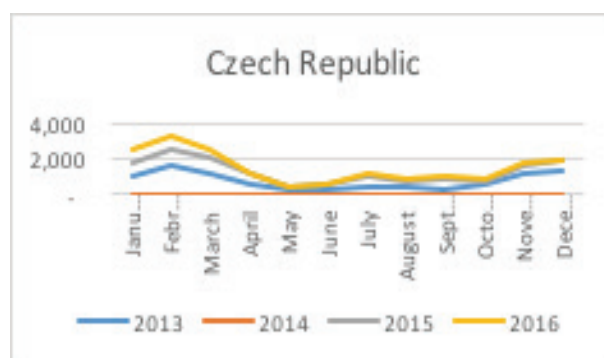


The Sri Lanka stand was very attractive and colourful which caught the attention of the visitors of the fair. Vibrant Sri Lanka Tourism stand depicted the colourful pictures of eight themes Pristine, Essence, Heritage, Wild, Thrills, Heritage, Festivals and Bliss which has provided the positive impression and created awareness among the Russian visitor on the country. The Sri Lanka Stand was organised by Sri Lanka Tourism Promotion Bureau and participated the event with 10 industry stake holders. The Sri Lanka Stand was declared opened by Mr. Samatha Pathirana, Minister, and Embassy of Sri Lanka in Russian Federation.

CZECH REPUBLIC

Country of Residence	Czech Republic
Language	Czech, Slovak, German, Polish, Romany
Growth Rate over past 03 years (2013 - 2016)	102%
Rank by Growth Rate (2013 – 2016)	5
Rank by Leisure Revenue 2015	22
Rank by Leisure Arrival 2015	17
Leisure Travellers 2015	14,669
Rank by Total Revenue 2015	26
Rank by Total Arrival 2015	26
Total Arrivals 2015	15,278
Per day Spent (US\$) 2015	164
Length of Stay (Days) 2015	10
Revenue by Leisure Travellers 2015	24,290,324
Revenue by Total Travellers (US\$) 2015	25,298,764

Source :Sri Lanka Tourism Development Authority



HOLIDAY WORLD PRAGUE, CZECH REPUBLIC

The event was organized with the objective of attracting potential travellers from Czech Republic. There were 04 companies represented for the event from Sri Lanka.



Taking into consideration the importance of these emerging tourist generating markets in Eastern Europe, Ceylon Roots, Asian Adventures, Aitken Spence Travels (Pvt) Ltd., Journey Escapes, Lanka Sportreizen, Tropical Asia Tours, Deluxe Vacations, Pledge Holidays, Camlo Lanka Tours, Clover Lanka Travels, Coral Sands Hotel, Green Holiday Centre, NKAR Travels and Tours, Andrew The Travel Company Jetwing Travels (Pvt) Ltd., Ayubowan Tours and Travels, E-Turismo Lanka, Golden Isle Travels, Sunway Holidays and Qatar Airways participated as the industry members.



There were 35 Nos. Trade Professionals & 20 Nos. Media professionals from Poland, 39 Nos. Trade Professionals & 17 Media Professionals from Czech Republic and 56 Nos. Trade Professionals & 23 Media Professionals from Hungary participated for the Roadshow.

ROAD SHOWS IN POLAND, CZECH REPUBLIC AND HUNGARY ON 14TH, 16TH AND 19TH SEPT., 2016

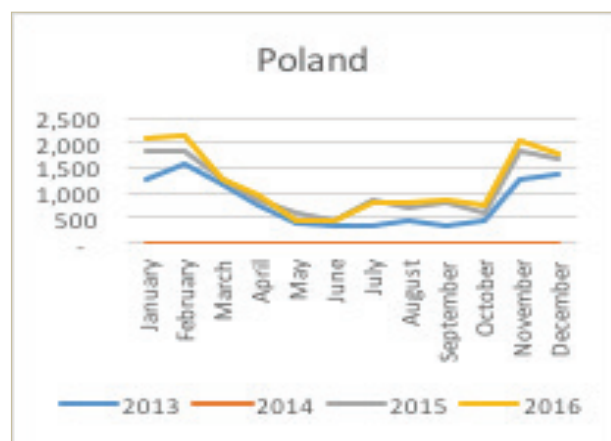
Sri Lanka Tourism Promotion Bureau organized Road Shows in Eastern Europe Poland, Czech Republic and Hungary on 14th, 16th and 19th Sept., 2016 respectively with the assistance of Sri Lanka Embassy in Poland.



POLAND

Country of Residence	Poland
Language	Polish
Growth Rate over past 03 years (2013 - 2016)	47%
Rank by Growth Rate (2013 – 2016)	22
Rank by Leisure Revenue 2015	26
Rank by Leisure Arrival 2015	31
Leisure Travellers 2015	8,649
Rank by Total Revenue 2015	30
Rank by Total Arrival 2015	32
Total Arrivals 2015	13,245
Per day Spent (US\$) 2015	164
Length of Stay (Days) 2015	10
Revenue by Leisure Travellers 2015	14,321,836
Revenue by Total Travellers (US\$) 2015	21,932,329

Source :Sri Lanka Tourism Development Authority



TT WARSAW – International Travel Show 24 – 26 Nov., 2016 – Warsaw, Poland

Sri Lanka Tourism Promotion Bureau conducted TT Warsaw Travel Fair in Warsaw, Poland from 24 – 26 Nov., 2016 with the assistance of Sri Lanka Embassy in Warsaw, Poland. NKAR Travels & Tours, Tropical Asia Tours and E-Turismo Lanka participated as the co-exhibitors. This year Sri Lanka won a Distinction Award for the Best Professional and Original Stand out of over 60 countries and over 500 exhibitors at the competition called “Homo Turisticus” organized by the Fair Organizer MT Targi Polska. The stands are evaluated by the jury composed of representatives of the media industry and representatives of the MT Targi Polska – fair

organizer. Some of the selection criteria by which the jury chose the Sri Lanka stand are originality and functionality, aesthetics building, consistency visualization stand with the presentation, professional customer service (open to visitors), promotional materials, program of accompanying events at the booth, etc.



TT Warsaw is the most important meeting place in Poland for the international and Polish tourism industry to establish business contacts. Characteristic traits of TT Warsaw are the possibility to meet both individual and business customers and to promote Poland on the international passage. Business customers have a unique opportunity to attend business meetings of the international tourism environment and to establish valuable business contacts. It is the place of rewarding discussions which result in sharing experiences and knowledge and, most of all, comparison of offers leading to the conclusion of new contracts and cooperation with companies from all over the world. The first day of the show is dedicated exclusively for the industry and for business meetings.



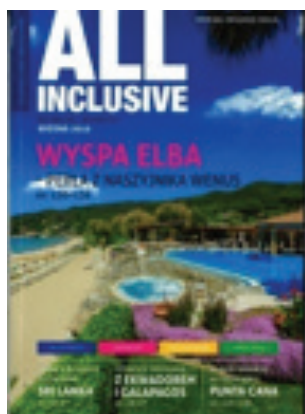
Individual customers can find inspiration for an enjoyable holiday – TT Warsaw promotes places, offers and tourist attractions in various locations

(winter, autumn, Christmas and New Year holidays). The show is an excellent opportunity to learn something about traditions and cultures from over 60 countries with Traditional music, Regional dances and Traditional, national meals



PUBLICATION IN ALL-INCLUSIVE MAGAZINE, POLAND

Two page articles were published on All-inclusive magazine in Poland. Front page navigation and Content page image of Sigiriya were highlighted Sri Lanka for the readers.



AUSTRALASIA

Name of the Region	AUSTRALASIA
Language	
Growth Rate over past 03 years (2013 - 2016)	35%
Rank by Growth Rate (2013 – 2016)	8
Rank by Leisure Revenue 2015	26
Rank by Leisure Arrival 2015	6
Leisure Travellers 2015	43,791
Rank by Total Revenue 2015	7
Rank by Total Arrival 2015	7
Total Arrivals 2015	71,672
Per day Spent (US\$) 2015	161
Length of Stay (Days) 2015	11
Revenue by Leisure Travellers 2015	76,058,661
Revenue by Total Travellers (US\$) 2015	124,483,943

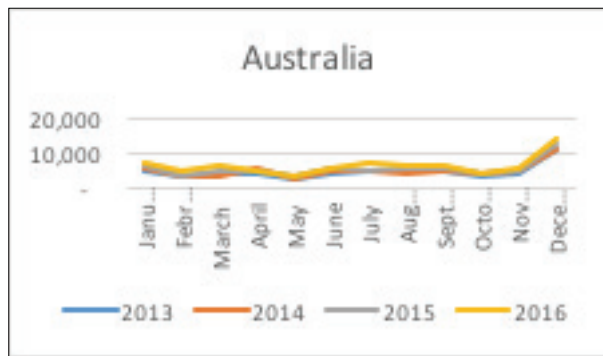
Source :Sri Lanka Tourism Development Authority

Country of Residence	Rank by Leisure Revenue
Australia	8
New Zealand	34
Others (AUSTRALASIA)	45

AUSTRALIA

Country of Residence	Australia
Language	English
Growth Rate over past 03 years (2013 – 2016)	34%
Rank by Growth Rate (2013 – 2016)	29
Rank by Leisure Revenue 2015	8
Rank by Leisure Arrival 2015	6
Leisure Travellers 2015	38,730
Rank by Total Revenue 2015	9
Rank by Total Arrival 2015	7
Total Arrivals 2015	63,554
Per day Spent (US\$) 2015	164
Length of Stay (Days) 2015	11
Revenue by Leisure Travellers 2015	67,942,683
Revenue by Total Travellers (US\$) 2015	111,490,558

Source :Sri Lanka Tourism Development Authority



ROADSHOWS IN 3 CITIES OF AUSTRALIA

Series of Roadshows were started from Melbourne on 17th May 2016 and continued in Brisbane on 19th May 2016 and ended up on 23rd May 2016 with the participation of 30 Sri Lankan tourism related trade representatives and nearly from Sydney 250 Australian trade representatives.



PERL FISHER OPERA SYDNEY

Pearl Fishers Opera in Australia is famous amongst many tourists around the world. Pearl Fishers Opera is famous for the duet which has been performed by many world renowned opera singers such as Placido Domingo and Andrea Bocelli. A promotional campaign arranged by Sri Lanka Tourism in collaboration with the Consulate

General for Sri Lanka in Sydney was successfully completed at the Joan Sutherland Theatre of the Sydney Opera House on the 12 March 2016 during the final performance of Pearl Fishers Opera which was played to a packed house of 1500 patrons.



PERL FISHER OPERA MELBOURNE

The Sri Lanka Tourism promotion event was successfully completed at the Art Centre in Melbourne on the 28 May 2016 during the final performance of Pearl Fishers Opera which was played to a packed house. 1500 gift packs of Ceylon Tea together with Sri Lanka Tourism Promotion Brochures sent by SLTPB were handed over to the patrons by the staff of the Art Centre.



The Pearl Fishers teaser was shown on widescreen TV's in the Lobbies of the Art Centre which too was a great promotion for Sri Lanka as a destination as the back drop of this opera was of Ceylon and the cast wore colorful sarees and costumes of ancient Ceylon.

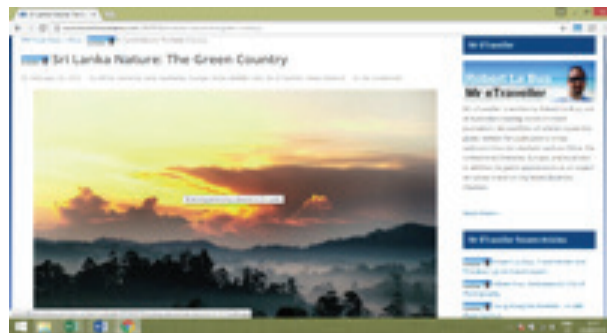


MEMBERSHIPS IN TRAVEL ASSOCIATIONS, AUSTRALIA

Sri Lanka Tourism became an allied member of Australian Federation of Travel Agents in 2016.

TRADE FAMILIARISATION TOUR

Austrailian Travel Agents were hosted on a familiarisation tour from 23rd – 31 st October 2016.



SRI LANKA FESTIVAL IN CANBERRA, AUSTRALIA 2016

Sri Lanka High Commission in Canberra with support of Sri Lanka Tourism Promotion Bureau has organized a “Sri Lanka Festival” on 12th November 2016 in Canberra, Australia. “Sri Lanka Festival 2016” is aimed at showcasing Sri Lanka in Australia and promoting Sri Lankan products and services to project the Island as an attractive destination for tourism, trade and investments.





Australian University Student Group visited SLTPB for an awareness presentation.

MR E TRAVELLER

Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from MR e Traveller during 26th of January to 03rd of February 2016 under the Visiting Journalists Programme. There were 02 journalists visited famous attraction such as web articles were prepared targeting the Australian Nationals and the programme was published in 02nd of October 2016, via MR e Traveller. These were reached approximately 37,000 daily subscribing MR e Traveller which are leading web article in Australia.

INTERNATIONAL MEDIA CREW

Visiting Journalist Program – 2016

SLTPB hosted a media familiarisation tour from MR e Traveller during 05th of July to 15th of July 2016 under the Visiting Journalists Programme. There were 03 journalists visited famous attraction such as Colombo city, Galle Dutch Fort, Nuwara Eliya City, Tea plantation, Kandy city, Royal Botanical Garden, Kandy cultural show, Temple of tooth relic, Sigiriya, Minneriya Safari, Plonnaruwa Ancient sites, Trincomalee city area, Nilaveli beach, Passikudha, Batticaloa, Dutch Fort Batticaloa, Kalladi Bridge during their coverage in the island. “: Related topic on Sri Lanka tourism” web articles were prepared targeting the Australian Nationals, Bosnian Nationals, Herzegovina Nationals and globally and the programme was published in October 2016, via Mature Traveller.

BLOGGING, WEB AND DIGITAL CAMPAIGNS

SPONSORSHIPS

TBC ASIA 2016 organized by Cinnamon Hotel Management Ltd was held from 2nd to 7th June 2016 in Cinnamon Grand. SLTPB sponsored Rs. 3 Million. This event was encouraged the best



bloggers to visit Sri Lanka and ensure that more exposure could be achieved for the country. 60 bloggers to be hosted for a pre-conference tour .The tour will culminate with the day conference being held at Cinnamon Grand Colombo followed by the Travel Blogger Awards. 60 Bloggers visited Sri Lanka. Average 3,000,000 people worldwide will be reached through these 60 bloggers.



BLOGGERS FROM UK, USA AND ITALY

Visiting Bloggers from UK (05) / Visiting Bloggers from UK, USA, Italy (12) visited during the first two quarters of the year. There were 5 bloggers visited Sri Lanka from UK during 31st March 2016 to 9th April 2016. High end Tourism Products, New Tourism Products Lesser Know Attractions & Mainstream Attractions, Sri Lankan Culture & Cuisines was covered during the tour and published using the platforms such as Blogs, Facebook, FB Live streaming, Instagram, YouTube and News Letters. There were nearly 350 updates generated via social media and over 300,000 Likes and Impressions were generated during these two weeks of active project.



TESTER SESSION ON TRIP ADVISOR ON 03RD FEBRUARY 2016

Global Insights on Travel was held in Sri Lanka on 2nd February by TripAdvisor in Hotel Monara. This conference was a tester session for TripAdvisor arranged under the theme of Evolution of Travel, Embracing Social Media and Global insights to Sri Lanka. Damian Cook, Chief Executive Officer & Founder from e-tourism frontiers was shared his expertise on Destination Brandings in the online context. This was the first conference of TripAdvisor held in Sri Lanka which was aimed at conducting more practical and productive online sessions. All leading hotel and travel trade in Sri Lanka took part for the session. This conference was initially decided to hold in Sri Lanka this year as a result of the discussions had with TripAdvisor at their last conference held in Marina Bay Sands, Singapore.

ONLINE ADVERTISING CAMPAIGN WITH ELITE TRAVELLER ONLINE PLATFORM

EliteTraveler.Com owned by Elite Traveller Media Group is the global leader in Luxury Lifestyle and travel websites providing detailed articles, interviews, videos and blog posts from editorial experts and industry readers across all categories of Luxury. They have 490,736 of average monthly unique visitors and 2.3 Million average monthly page views. Specialty is their strong Email communication network with 18,000+ email subscribers, those who are exclusive and expensive travellers in the world including private jet users. Email blasts have 15-20% open rate and the average click through rate is 3 – 5%. Exclusive global lifestyle brands are regularly in advertising with Elite Traveller Example; Shangri-La Hotels, Bvlgari, Apple... etc. Sectors like Hotels / Resorts / Small Tourism-Related Businesses, Food and Wine Industries, Retail, Transportation / Tour Guides, Dining / Shopping / Nightlife, FBO / private jet facilities are impacted by private jet travellers at present who spend on average \$69,000 per visit (excluding jet fuel) and advertising with ET would be a definite advantage for Sri Lankan Tourism stakeholders. This will support to increase the employment and government tax receipts.

WEB FEATURE



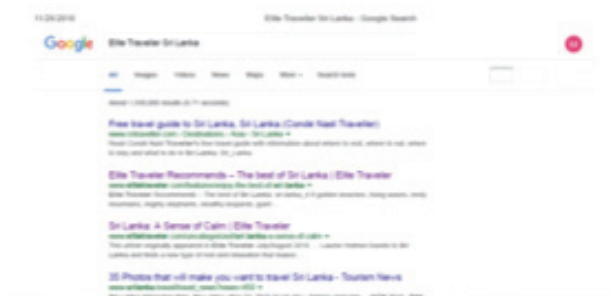
The Web Feature developed by (Written and Art worked) SLTPB was submitted to Elite traveller to publish among the high net worth travel community as well as on their high popular website. This was launched on 08th November 2016 and as at 30th November 2016 the number of total page views were 435 and the average reading time of a person is 3 minutes and 13 seconds. This impresses a successful readership on the feature and its quality appearance.

SLTPB searched Elite Traveller Sri Lanka on Google to see the individual preference given for Sri Lanka in Google on 28th November 2016. As shown in the below screen shot, Sri Lanka Tourism web feature came in the second in the organic search space of Google. This also evidenced that the ET readers may have taken a considerably good priority on Sri Lanka web feature.

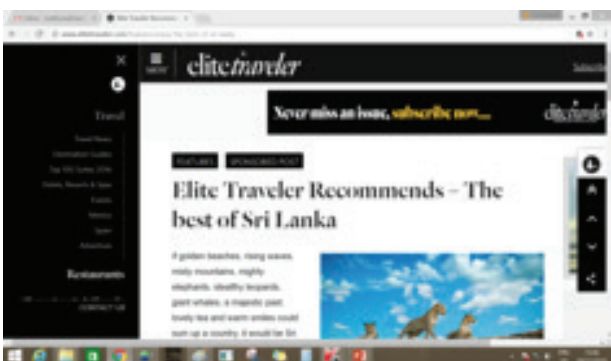
Additionally Elite Traveller sent this feature among their 18,000 private jet owners, website visitors, and newsletter subscribers, as a new content posted on the Elite Traveller Website, www.elitetraveler.com.

Further the feature appeared on Elite traveller can be shown in the below screen shot taken on 28th November 2016 for further reference.

DEDICATED EMAIL



Dedicated Email reached 18,000 private jet travellers. Elite Traveller offers advertising partners exclusive access to its proprietary



database of over 18,000 private jet travellers worldwide. Sri Lanka may send an Elite Traveller-endorsed email providing information including a link to their website.

The following Electronic Direct Mail content was approved by SLTPB and forwarded to ET. And this was posted among private jet travellers on 11th November 2016. Totally 18,000 mails were successfully delivered and there was an average open rate recorded as 40.41% with a Click Through Ratio of 5.98%.



SOCIAL MEDIA

Sri Lanka's web feature was further promoted to Elite travellers' social media channels Elite travellers' Facebook Page (13,000+ fans) and Twitter Feed (30,000+) providing daily opportunities to promote features and postings from the Elite Traveller Website. Published Twitter and Facebook posts are shown in the following screen shots.



SRI LANKA WEB BANNER



Sri Lanka Banners featured in the Elite Traveller newsletter every week as shown in the above screen shot. This banner was launched on November 23, 2016 with a viral opening to the web feature published no Elite traveller. This

banner has been opened at a rate of 27.49% and the Click through Ratio was 10.13% which is far above the average CTRs appears in prevailing web activities.

In addition to the above banner, Elite Traveller further popped up the feature through publishing links from other popular reading features as follows.

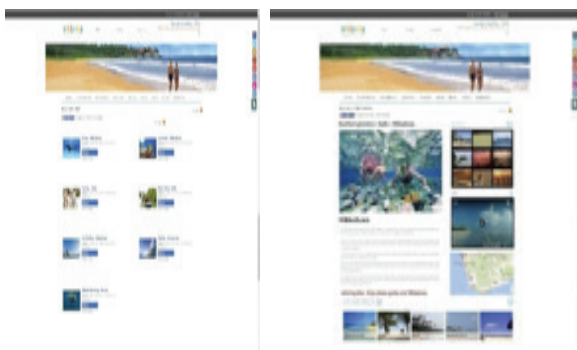


WEB DEVELOPMENT AND SOCIAL MEDIA

Web Site: www.Srilanka.travel

WEB CONTENT DEVELOPMENT

- Lounge the website with new layout.
- Designed and developed a new lay out for the web site with containing 80 attractions.
- Include a map for the Home page which is link up with the 80 attraction mentioned above.



Total Page Likes for srilankainmyeyes was 4,175 and for TourismSrilanka 7,342 during the year 2016. New content plan designed for the “srilankainmyeyes” page was launched and more than 150 Photo album were published. There were two separate events successfully boosted as follows.

DURUTHU MAHA PERAHERA 2017 (KELANI PERAHERA)

Total Event Reach	49,347
Total Responses	3,704
Interested	856
Going	152
Invited	2696

TOURISM FEST 2016

Total Event Reach	18,382
Total Responses	943
Interested	271
Going	90
Invited	582

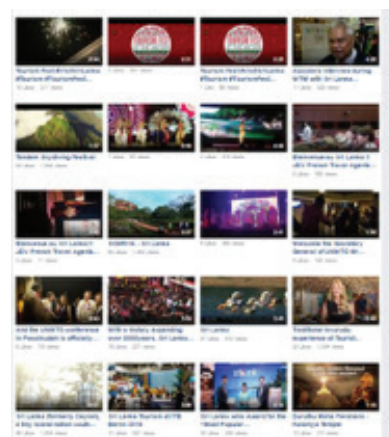
There were 1,431 followers on Twitter (tourismk) and 690 followers on the Instagram:

destination_srilanka. There are 592 subscribers and 338,331 views are recorded in YouTube for the year 2016.

Tourism Sri Lanka Facebook page Progress Report 2016



Tourism Sri Lanka uploaded more than 30 original videos with live videos



Tourism Sri Lanka Video Report

Index No	Video Name	People reached	Views
1	Beautiful Sri Lanka	12,592	17000
2	DuruthuPerahera	1860	369
3	Duruthu Maha Perahara - Kalaniya Temple	1221	213
4	Sri Lanka wins Award for the “Most Popular Destination” at GITF	1990	259
5	Sri Lanka Tourism at ITB Berlin 2016	2158	597
6	Sri Lanka (formerly Ceylon),	7276	16000
7	Traditional Avurudu experience at Tourist Information Centre (TIC) in Colombo	17,430	10000
8	Sri Lanka	3418	912
9	Heritage ,People & culture Video – Sri Lanka Tourism	1794	231
10	UNWTO conference in Passikudah	2700	118
11	Welcome the Secretary General of UNWTO Mr Taleb Rifai Video	3666	128
12	UNWTO conference in Passikudah Show	2401	262
13	Sigiriya	7623	18000
14	Bienvenue au Sri Lanka !! JEV French Travel Agents Congress Live Videos 01	1768	71
15	Bienvenue au Sri Lanka !! JEV French Travel Agents Congress Live Videos 02	2761	168
16	Bienvenue au Sri Lanka !! JEV French Travel Agents Congress Live Videos 03	1977	418
17	Bienvenue au Sri Lanka !! JEV French Travel Agents Congress Live Videos 04	1977	40
18	Tandem Skydiving Festival	6721	16000

19	Aljazeera interview during WTM with Sri Lanka Tourism	3159	529
20	Tourism Fest (English)	2014	66
21	Tourism Fest (Sinhala)	3607	257
22	Tourism Fest Opening Ceremony Live Videos 01	2090	277
23	Tourism Fest – Ministre Speech Live Videos 02	2967	125
24	Tourism Fest Stage performance Live Videos 03	3745	65
25	Tourism Fest Stage performance Live Videos 04	4032	130
26	Miss SriLanka in Europe 2016 in Tourism Fest @ Independence Arcade Live Videos 05	2055	410
27	Tourism Fest #VisitSriLanka Live Videos 06	2373	318
28	Miss SriLanka in Europe 2016 in Tourism Fest @ Independence Arcade Live Videos 07	2707	762
29	Tourism Fest #VisitSriLanka Live Videos 08	1372	
30	#Sugar performing live at Arcade Independence Square Live Videos 09	1686	86
31	Merry Christmas & Happy New Year #VisitSriLanka #SriLankaTourism	1993	11
32	THE KELANI PERAHERA AND FESTIVAL කැලණි පෙරහර. Day 1 Live Videos 01	2273	189
33	THE KELANI PERAHERA AND FESTIVAL කැලණි පෙරහර. Day 2 Live Videos 02	2753	59
34	THE KELANI PERAHERA AND FESTIVAL කැලණි පෙරහර. Duruthu Maha Perahera 2017 #Visitsrilanka Day2 Live Videos 03	3063	51
35	THE KELANI PERAHERA AND FESTIVAL කැලණි පෙරහර Duruthu Maha Perahera 2017 #Visitsrilanka Day2 Live Videos 04	3612	48
36	THE KELANI PERAHERA AND FESTIVAL කැලණි පෙරහර. Duruthu Maha Perahera 2017 #Visitsrilanka Day2 Live Videos 05	1628	153
37	THE KELANI PERAHERA AND FESTIVAL කැලණි පෙරහර. Duruthu Maha Perahera 2017 #Visitsrilanka Day2 Live Videos 05	5284	454

LOCAL MEDIA

MEDIA CONFERENCE ON UNWTO CONFERENCE AT PASSIKUDAH

Press Conference on UNWTO conference to be held in Passikudah on 7th July was conducted at Samudra Hotel on 4th March 2016 creating awareness of the two major events to local media

ARTICLES ON LOCAL MAGAZINES AND TABLOIDS ON UNWTO CONFERENCE



SLTPB conducted a strong Public Relations campaign to support for the UNWTO Conference in Passikudah by arranging paper supplements in Sinhala, English & Tamil in the Lake house Newspapers.



PR SUPPORT FOR THE 50TH ANNIVERSARY OF SRI LANKA TOURISM ARRANGING OF PAPER SUPPLEMENT WITH ARTICLES & WRITE-UPS

SLTPB created the public awareness on 50th Anniversary Celebration of Sri Lanka Tourism by publishing articles and advertisements in Newspapers.



SOUTH ASIA IN THE ASIAN CENTURY (SAAC) COLOMBO UNIVERSITY

The South Asian Economics Students' Meet (SAESM) is an annual regional 'mini economic summit' of Economic Undergraduates in South Asian countries. The conference was hosted by the department of economics of leading universities in South Asia: The event was attended by 250 undergraduate students from Sri Lanka (170) and other South Asian Countries (80). This year the conference activities were lined up under the theme of "South Asia in the Asian Century" addressing the future economists in the South Asian Region. Considering the importance of the event with the participants of 80 South Asian economists, SLTPB was on board as a co-sponsor advertising in their back cover page of the brochure as the National Tourism Organisation and played a video clip at the inauguration session.





ADVERTISEMENT ON TOURISM ACHIEVEMENTS OF 2015

Advertisement was published on 18th February in the special release of Sunday Observer focussing on the Anniversary celebration of Hon. President of Sri Lanka.



MESSAGE IN A BOTTLE-MEDIA RELEASE FOR INTERNATIONAL JOURNALISTS AND TOUR OPERATORS

This e newsletter was emailed to USA/ Asia/ South Asia/ Europe (1700 International Journalists and tour operators) with the following news items.

1. Visit Kelaniya 2016 Duruthu MahaPerahara (Cultural & Religious parade).
2. South Asia's very first Blood Ivory Destruction Event.
3. 10 reasons why you should visit Sri Lanka in 2016.
4. FOX News
5. The season of butterflies in Sri Lanka.
6. The long stretched deserted golden beaches of East, West and South of Sri Lanka.
7. Celebrate Nuwara Eliya.
8. Kandy Esala Perehera.

9. New York Times ranked Sri Lanka as 22 out of 52.
10. Sri Lanka Tourism selects 8 American kids for tour of Monkey Kingdom Trail.
11. Hummanaya one of the largest Blowholes in the world.
12. Sri Lanka wins the Best Stall China Xi'an Silk Road Tourism Expo 2015.
13. UNWTO Conference in Passikudah a success.



TEA KIOSK AT BIA

This was arranged by SLTPB in collaboration with Ceylon Tea Board at Bandaranayake International Airport, Katunayake. All foreigners & Locals coming through the

Airport Lounge was targeted from 25th May 2016 to 30th May 2016 Highlighting 50th Anniversary Celebration of Sri Lanka Tourism / Create awareness of Ceylon Tea.



TRADITIONAL AVURUDU EXPERIENCE AT TOURIST INFORMATION CENTRE (TIC) IN COLOMBO

The Tourism information Centre at the Sri Lanka Tourism head office created a welcoming and a traditional Avurudu experience for the tourists who visited the centre. The unique Avurudu experience was created within the TIC premises for all tourists visiting the centre to highlight the importance of the Sinhala & Tamil New Year



INVESTMENT PROMOTION FORUM IN EASTERN PROVINCE

The “ Invest in East” international investment promotion forum is to catalyse foreign direct investment (FDI) in the post-conflict economy of the Eastern province of Sri Lanka poised for an economic take-off from the unlocking of immense untapped opportunities facilitated by a liberalized, efficient, investor- friendly regulatory regime actively supported by both the central and provincial governments. The event was held at Galadari Hotel, Grand Ball room on 28th January 2016.

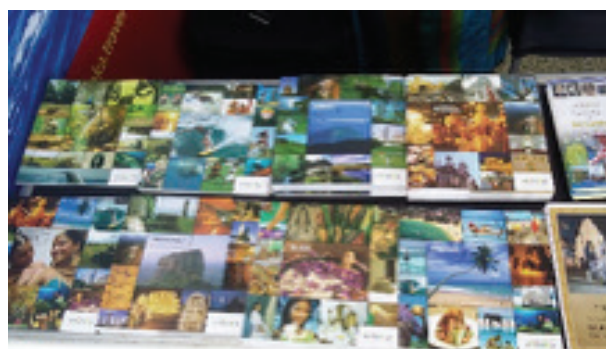
WONCA CONFERENCE

The WONCA South Asia Region conference was held at Water’s Edge Hotel in Colombo from 12th to 14th February 2016. It was an interesting programme highlighting current issues in the South Asia region and focussing the role of the family physician in primary health care and the way forward in keeping with the theme “ Reaching Across the shores to Strengthen Primary Care”



LAW ASIA CONFERENCE 2016

The 29th LAWASIA Conference 2016 was an international legal forum that was brought together 350 – 400 delegates, was provided an invaluable opportunity to share legal research and information and to create and strengthen partnerships amongst the legal community of Asia, the Pacific and beyond. The 29th LAWASIA conference was in addition, mark the Golden Jubilee Year of LAWASIA. It was hosted by Sri Lanka and was held at Cinnamon Grand Hotel in Colombo from 12th to 15th August 2016. The conference program was structured to include a wide range of plenary sessions, work sessions, presentations and other activity that was provided participants with ample opportunity to develop their legal knowledge and share their experiences.



DEFENCE SEMINAR AT BMICH 2016

The Defence Seminar was held on 01st and 2nd September 2016 at the BMICH. Theme of this conference is ‘Soft Power and Its Influence on Global Issues ‘. Over 100 delegates have participated from the Asian region for this event. (Bangladesh, china, Indonesia, India, Malaysia, Maldives, Nepal, Pakistan, Senegal and Vietnam etc.) Sri Lanka tourism promotion bureau participated at this event in setting up a TIC counter and provided timely and useful information. We were also able to cater the delegates’ needs in their travel itinerary.



HOSPITALITY DESK ON BOARD PASSENGER VESSELS

“MV SEABOURN SOLOURN”

MV Seabourn Soloran berthed at Colombo Port on 22nd March 2016. A Tourist Information Counter was set up by on board the vessel Sri Lanka Tourism Promotion Bureau and allocated officers along with promotional materials to assist the passengers and to promote the main tourist attractions of the country as well as Colombo.



• “COSTA LUMINOSA”

Costa Luminosa berthed at Colombo Port on 16TH NOVEMBER 2016.



“GENTING DREAMS”

Genting Dreams berthed at Colombo Port on 31st Oct 2016.



WORLD EXPORT DEVELOPMENT FORUM (WEDF) 2016

The 16th edition of the World Export Development Forum (WEDF) in Colombo, from 12th to 13th October 2016 at the BMICH. Helps businesses to navigate the new trade and development landscape. WEDF is a unique global conference and business to business (B2B) matchmaking platform dedicated to supporting trade-led development. As the flagship event of the International Trade Centre (ITC), WEDF brings together over 600 business leaders, policymakers, heads of trade and investment support institutions and international trade development officials to address international competitiveness for developing countries.



DESTINATION & SOCIAL RESPONSIBILITY

WHALES & DOLPHIN CONSERVATION IN SRI LANKA

Whales & Dolphins Conservation in Sri Lanka, Facilitated to organize an international workshop on whale & Dolphin conservation was organized by Indian Ocean Ring Association (IORA) & International Whaling Commission (IWC) to setup

a 5 year action plan for IORA member countries in Sri Lanka and Sri Lanka Tourism Promotion Bureau facilitated to organize a Cultural Dance during the inauguration ceremony of the event at Taj Samudra Hotel in Colombo targeting government & private stakeholders which relates to the Whales & Dolphins Conservation from 24th February 2016 to 26th February 2016.



WORLD OCEAN DAY PROGRAMME

Aligning with the World Oceans Day, Marine Environmental Protection Bureau together with relevant stakeholders organized “A Beach Cleaning Programme in Wellawaththa & The Crow Island beach area. The programme was started with a public walk from Viharamaha Devi Park to Galle Face Green with the leadership of H.E The President and Sri Lanka Tourism Promotion Bureau and the Sri Lanka Tourism Development Authority participated at the above event and provided lunch & Water bottles to the SL NAVY officials, Coast Guard Dept. officials and other stakeholders participated at the beach cleaning programme in Wellawaththa & Crow Island.



The event was successfully concluded on 8th June 2016 addressing all stakeholders in connection with the above subject area including local community. A beach cleaning programme already organized in the selected coastal stretch in the Colombo District; at Beach area in Wellawaththa & Beach area in Crow Island and many stakeholders especially Sri Lanka NAVY, Sri Lanka Coast Guard Department, UDA, Coast Conservation Department, Sri Lanka Tourism Promotion Bureau & Sri Lanka Tourism Development Authority participated at the above event.



During the above programme the whole area mentioned above were cleaned up and g garbage were send through the vehicles belongs to the Colombo Municipal Council.



DEVELOPMENT OF THE COMFORT CENTRE IN NORTH CENTRAL PROVINCE (POLONNARUWA)

Sri Lanka Tourism Promotion Bureau has agreed to provide financial support (Rs. 15 million) for the development of the Comfort Centre in Polonnaruwa. Constructing of the comfort centre is ongoing and the first payment for the work done has to be released to the North Central Provincial Council.

INFRASTRUCTURE & FACILITY DEVELOPMENT OF THE SELECTED RAILWAY STATIONS IN THE SOUTHERN COASTAL AREA UNDER THE PROVINCIAL COUNCIL SUPPORT PROGRAMME

Twenty percent of the advance of the total project given to Southern Provincial Council, to use for the above work and in parallel to Sri Lanka Tourism Promotion Bureau facilitating to design tourism brochures to be used for the above Railway Stations which to be used by the foreign & domestic tourists in Selected Railway Stations: Benthota, Ambalangoda, Galle, Hikkaduwa, Matara & Ahangama. Project is still on going and already identified the work to be done in each Railway Stations



BEACH CLEAN-UP DAY



NEW PRODUCT AND NICHE SEGMENT MARKETING

DEVELOPMENT OF THE “RAMAYAN TRAIL IN SRI LANKA”

BROCHURE DEVELOPMENT



FIELD VISITS

A Field visit organized to the Assistant High Commissioner in India to Kandy Consul Office in connection with the Ramayan Trail in order to provide information to the Indian Government for the proposed infrastructure developments for the Ramayana Sites by India.



Field visit to Mahiyanganaya, Wasgamuwa, Nuwara Eliya, Welimada targeting the Hindu community in the world especially in India. Explore the potential exists for Ramayan Trail Sites in Sri Lanka for the Assist. High Commissioner to India in Kandy Consul Office and identified most important sites to be developed under the financial assistance from India. This created credible information to the Govt. of India by the India High Commission in Sri Lanka to provide financial support to develop the infrastructure facilities to the Ramayan Trail sites.



CRUISE TOURISM

VISIT OF MR. CLADIUS DOCEKAL, VP OF CRISTAL CRUISES TO SRI LANKA



WELCOME OF PASSENGER CRUISES TO SRI LANKA

Genting Dream Cruise Visit to Sri Lanka



COSTA LUMINOSA CRUISE VISIT TO SRI LANKA



LOCAL EVENTS

DURUTHU PERAHERA, KELANIYA

Kelaniya Perahera also called Duruthu Perahera was successfully concluded at Kelaniya Rajamaha Viharaya on 22nd of January 2016 attracting nearly five hundred thousand local and foreign spectators. Duruthu Perahera is one of the important cultural rituals taking place annually in Sri Lanka. The origin of the perahera goes back to 1927 when Don Walter Wijewardene started it. Duruthu Perahera conducts in Kelaniya Rajamaha Viharaya which is the place where the Lord Buddha presented at his 3rd visit to Sri Lanka. This has huge potential to attract foreigners who love Sri Lankan culture and tradition.



GANGARAMA BUDDHA RASHMI VESAK FESTIVAL

Sri Lanka Tourism promoted and sponsored Buddha Rashmi Vesak Festival organized by Gangarama Temple and Temple Trees on 21, 22, 23, 24 and 25th May 2016 in historic Gangarama temple, prestigious temple trees and surroundings of serene Bere Lake.



NAVAM PEREHARA, GANGARAMAYA

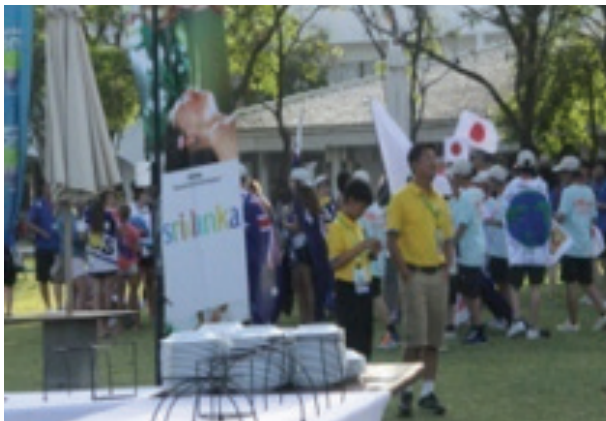
Sri Lanka Tourism Promotion Bureau, in an effort to market the traditional Sri Lankan cultural parades and festivals to the world as a part of the events tourism initiatives this year made arrangements for the winner of Ms.Tourism Sri Lanka International 2016, Ms. Vera Branda Dukstra from Netherlands to experience the Colombo Navam Perahara conducted by the Gangaramaya Temple which took place on 21st and 22nd February.



THE CINNAMON ASIAN OCEAN OPTIMIST CHAMPIONSHIP 2016

SLTPB established information counters and offered compliments to the foreign participants during registration to include SLTPB promotional material/caps and bags. Sponsorship Sticker was pasted on every boat and every country tent with banner display at site. Installation including transport of 24 Pennants highlighting the 8 themes of Sri Lanka Tourism and 20 Sri Lanka Tourism Flags. Prominent logo placement on backdrop of Closing Ceremony was really attractive

during the event. This event provided a greater exposure to Sri Lanka as more than 20 countries including USA, Australia, New Zealand, USA, Turkey, Japan, China, India, Thailand, Malaysia, Kuwait, Singapore, Hong Kong, Bahrain, Macau, Taipei, Indonesia, Oman, UAE, Myanmar, Korea & Sri Lanka. Kids between the ages of 12 up to 15 with their Chaperone like Parents, coaches were among the participants. There were more than 300 coming for this event from the above countries. The event was conducted from 28th May 2016 to 5th June 2016.



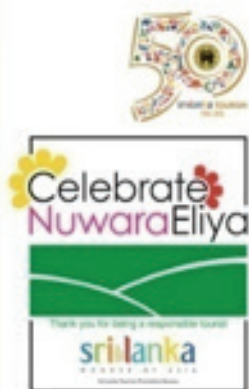
GALLE LITERALLY FESTIVAL BOOKS EXHIBITION

The Galle Festival has over the years provided a much needed boost to the economy of Galle and surrounding areas. The event was provided more business to the accommodation providers from 5 star hotels, villas, guest houses, restaurants, cafes and local shops. Three wheeler drivers were benefited from the participants. There are also benefits to the economy from fringe events held during the Festival.



CELEBRATE NUWARA ELIYA 2016

The events were held from 15th & 25th April 2016 coinciding with the Nuwara Eliya Seasonal Program taking place annually in the month of April to showcase the tourism aspects to promote Sri Lanka. Locals International Tourists already in the country to revolutionize the seasonal program and to promote Nuwara Eliya as a significant tourism venue at national and international level there many new events and concepts which can be incorporated to the City of Nuwara Eliya to make a difference in providing a value added experience to the tourists.



TOURISM LECTURE BY MR. JOHN E SCANLON SECRETARY GENERAL OF CITES AND BLOOD IVORY

SLTPB facilitated Mr .John E Scanlon, Secretary General of Convention on International Trade of ENDGANGERED Species to share his experience on wildlife experiences on 25th January 2016 during the first Blood Ivory Destruction Event.



YOUNG GLOBAL LEADERS OF WORLD ECONOMIC FORUM –CULTURAL NIGHT 2016

The Forum of Young Global Leaders is a unique and diverse community of the world's most outstanding, next generation leaders held on 17th February 2016. This was targeted to build a diverse global community of peers, committed in engaging with events and interactions that look for innovative solutions to problems generating a positive impact on global challenges.

MISS TOURISM SRI LANKA INTERNATIONAL

The pageant was featured international competitors which showcased Sri Lanka as a global stage for events of this standard. The press conference was followed with a finale given to SLTPB to present winners of the pageant to the media who will be brand ambassadors of Sri Lanka.



Event was held from 8th to 21st February 2016 at Hilton Hotel Colombo. The event was targeted to attract more travelers from India, China, Russia, Australia, Scandinavia, U.S.A, Japan and Malaysia. This showcased the capabilities of Sri Lanka to organize and host an international pageant which can continue to be a yearly event.



AYURVEDA EXPO 2016” INTERNATIONAL INDIGENOUS HEALTHCARE EXHIBITION & SYMPOSIUM

The exhibition was held from 8th July 2016 to 10th July 2016 at BMICH Colombo. The target market was the tourists from other countries seeking ingenious treatment From Europe and Asian countries, including Japan, China.

COLOMBO DEFENSE SEMINAR 2016

The seminar was coupled with an international exhibition that will provide an opportunity for the foreign and local defiance industry to capture the attention of the international audience representing more than 50 countries over a period of two days. The seminar was conducted from 01st September at BMICH to 02nd September 2016 at BMICH to increase the awareness about Sri Lanka and to Identify “Sri Lanka” is the one of the best destination to relax and spend the holiday.

THE GLOBAL TOURISM ORGANIZATION (INTERNATIONAL ASSOCIATION OF GOLF TOUR OPERATORS IAGTO)

Golf is a lifestyle and not only embraced by the free spirited youth but also the high end corporate and accomplished individuals, thus Golfing participation has increased more than 50% over the past 10 years according to independent study. SLTPB organized the “IAGTO President Visit to Sri Lanka” on 04th January 2016 to 08th January 2016 at Taj Samudra Hotel Colombo.



SRI LANKA TOURISM GOLDEN JUBILEE

Production of a Documentary of Sri Lankan Tourism Development

The aim of this documentary of Sri Lanka Tourism was to showcase how it has been developed from the start of the tourism industry up to now and to make use of the same for the other events organized to celebrate the 50th Anniversary Celebrations of the Tourism Industry in Sri Lanka. The involvement of the Department of National Archives, Associated News Papers of Ceylon Ltd. (Lakehouse) and the Chairman’s of the four institutions such as Sri Lanka Tourism Promotion Bureau, Sri Lanka Tourism Development Authority, Sri Lanka Convention Bureau & Sri Lanka Institute of Tourism & Hotel Management was taken into consideration for the production of this 10 minutes documentary.

Creative Competitions

Sri Lanka Tourism Promotions Bureau already conducted four competitions for Sri Lankans who are passionate on creativity in the fields of photography, videography, essay and art in parallel with the golden jubilee celebrations. These competitions were designed for the benefit of Sri Lanka Tourism promotions to gather content from citizens of Sri Lanka being the brand ambassadors of the country’s tourism product. The competitions were advertised on newspapers and online. The winners were offered with attractive cash prizes and many more opportunities to exhibit their talents.

Production of a Video Clip Endorsement from Tourists Who Are Traveling Around Sri Lanka

Sri Lanka Tourism Promotion Bureau (SLTPB), produced a 20 minute video clip with the feedback from the tourists when they were at the main tourist attraction sites in Sri Lanka. This video clip was played at the main event of the celebration and the same is planned to use as a promotional video for our future international & local tourism promotions and similar events.

Airport Decorations for 50th Anniversary

Coinciding the Golden Jubilee Celebrations, SLTPB decorated the pier area of Airport & Aviation Services with Pennants (Pennants Printing (18nos) | Printing and installing 18 numbers of Pennants for 50years anniversary).

ENDORSEMENTS 2016

1. Dream Trips 2016 recognized “The World’s most extraordinary places to add to your travel wish list” Sri Lanka as one of the Top 10 destinations to visit 2016
2. Sri Lanka “Looking for Destination inspiration or to find out more about the trends in travel for 2016“ by ABTA - Association of British Travel Agents
3. Sri Lanka is ranked at no. 03 under the category of “This year’s unmissable destinations” in their 2016 in Travel hot list. Harper’s Bazaar (UK) Magazine - January 2106
4. Sri Lanka among “Top 16 places to visit in 2016” by Condé Nast Traveller
5. Sri Lanka among the 10 under-the-radar destinations for 2016 by FoxNews.Com
6. SIGIRIYA - Conde Nast Traveller named Sigiriya as one The 50 Most Beautiful Places in Asia
7. ‘Best Destination of the Beaten Track’ at Conde Nast Awards 2016



FINAL ACCOUNTS 2016

SRI LANKA TOURISM PROMOTION BUREAU

SRI LANKA TOURISM PROMOTION BUREAU
STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31, 2016

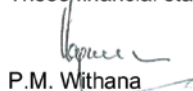
	Note	2016 Rs.	2015 (Restated) Rs.
ASSETS			
Current assets			
Cash and cash equivalents	3	110,520,029	412,111,913
Short term Investment		2,000,000,000	1,750,000,000
Receivables	4	1,101,008,755	876,256,774
Advances	5	13,326,419	1,582,500
Prepayments	6	63,278,316	19,486,187
Employee Loans	7	2,303,590	1,917,590
Inventories		1,181,485	8,642,016
Total Current Asset		3,291,618,593	3,069,996,980
Intangible Assets			
Computer Software		1,592,770	1,592,770
		1,592,770	1,592,770
Non-current assets			
Property, Plant and Equipment	8	25,649,040	38,469,347
Gratuity Investment		7,248,677	5,429,336
Total Non Current Asset		32,897,718	43,898,682
Total Assets		3,326,109,081	3,115,488,432
LIABILITIES			
Current Liabilities			
Funds Received in advance	9	13,003,521	10,766,000
Deposit payables	10	2,440,493	1,029,510
Employee benefits	11	8,627,141	7,248,677
Accrued expenses and Creditors	12	305,264,656	332,835,041
		329,335,810	351,879,228
Non-current liabilities			
Long term Borrowings			
Total liabilities		329,335,810	351,879,228
Net assets		2,996,773,270	2,763,609,204
NET ASSETS / EQUITY			
Capital contribution		33,069,157	33,069,157
Accumulated surpluses / (deficits)		2,963,704,114	2,730,540,047
Total Net Assets / Equity		2,996,773,270	2,763,609,204

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



Director Finance
Sri Lanka Tourism Promotion Bureau

The Board of directors is responsible for the preparation of these Financial Statements.
These financial statements were authorized by the Board of directors on 30th March 2017.



P.M. Withana
Actg. Chairman
Sri Lanka Tourism Promotion Bureau



Board Member
Sri Lanka Tourism Promotion Bureau

SRI LANKA TOURISM PROMOTION BUREAU
STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR 2016

	Note	2016 Rs.	2015 (Restated) Rs.
Revenue			
Embarkation Levy		1,648,808,892	1,377,978,769
Tourism Development Levy		823,781,247	780,140,925
Other revenue	13	255,536,022	181,828,274
Total Revenue		2,728,126,161	2,339,947,967
Expenses			
Wages, salaries and employee benefits	14	79,280,728	59,507,983
Supplies and consumables used	15	34,710,831	33,264,246
Trade related expenditure	16	867,033,675	786,924,530
Depreciation and amortization expenses		10,640,595	9,592,761
Other expenses	17	2,708,286	3,072,364
Finance costs	18	587,980	591,419
Provision for Bad and doubtful Debts			3,304,920
Total Expenses		994,962,095	896,258,224
Surplus / (deficit) for the period		1,733,164,067	1,443,689,744
Less : Treasury Levy		1,500,000,000	500,000,000
Surplus after Treasury Levy		233,164,067	943,689,744
Surplus / (deficit) brought forward		2,730,540,047	1,786,850,303
Surplus / (Deficit) carried forward		2,963,704,114	2,730,540,047

**Statement of Changes in Net Assets /Equity
for the Year Ended December 31,2016**

Attributable to owners of the controlling entity			
	Contributed Capital Rs.	Accumulated Surpluses/ (Deficits) Rs.	Total net assets/equity Rs.
Balance as at January 31,2014	33,069,157	1,929,667,250	1,962,736,406
Changes in accounting policies (Prior year adjustments)			
Restated balance	33,069,157	1,929,667,250	1,962,736,406
Changes in net assets/equity for 2015			
Gain on property revaluation	-	-	-
Loss on revaluation of investments		-	-
Exchange difference on translating		-	-
Foreign operations		-	-
Net revenue recognized directly in net assets/ equity		-	-
Surplus for the period		906,783,523	
Total recognized revenue and expenses for the period		906,783,523	906,783,523
Balance at December 31, 2015 carried forward	33,069,157	2,836,450,772	2,869,519,929
Changes in accounting policies (Prior year adjustments)		(105,910,725)	(105,910,725)
Restated balance	-	2,730,540,047	2,763,609,204
Changes in net assets/equity for 2016			
Gain on property revaluation	-	-	-
Loss on revaluation of investments		-	-
Exchange difference on translating		-	-
Foreign operations		-	-
Net revenue recognized directly in net assets/ equity		-	-
Surplus for the period		233,164,067	233,164,067
Total recognized revenue and expenses for the period		233,164,067	233,164,067
Balance at December 31, 2016 carried forward	33,069,157	2,963,704,114	2,996,773,270

SRI LANKA TOURISM PROMOTION BUREAU
CASH FLOW STATEMENT
FOR THE YEAR ENDED DECEMBER 31, 2016

	2016 Rs.	2015 (Restated) Rs.
CASH FLOWS FROM OPERATING ACTIVITIES		
Net Profit	1,733,164,067	943,689,744
Adjustment		
Prior year Adjustment		
	1,733,164,067	
Depreciation	10,640,595	9,592,761
Revaluation adjustment	6,200,000	3,304,920
Operating profit before working capital changes	1,750,004,661	956,587,425
Working Capital changes		
(Increase) / Decrease in Receivables	(224,751,982)	(202,405,083)
(Increase) / Decrease in Advances	(11,743,919)	63,427
(Increase) / Decrease in Prepayments	(43,792,129)	(16,513,167)
(Increase) / Decrease in Loans	(386,000)	127,432
(Increase) / Decrease in Inventories	7,460,531	4,041,896
(Increase) / Decrease Employee benefits	1,378,463	1,819,342
Increase / (Decrease) in Funds Received in Advance	2,237,521	(3,250,459)
Increase / (Decrease) in Deposit Payable	1,410,983	332,587
Increase / (Decrease) in Accrued expenses & Creditors	(27,570,385)	786,854
Net cash flows from operating activities	1,454,247,745	741,590,253
CASH FLOWS FROM INVESTING ACTIVITIES		
(Increase) / Decrease Short term Investment	(250,000,000)	(1,750,000,000)
(Increase) / Decrease Purchase of property, plant and equipment	(4,020,288)	(11,053,711)
(Increase) / Decrease Gratuity Investment	(1,819,342)	(5,429,336)
Net cash flows from investing activities	(255,839,630)	(1,766,483,047)
CASH FLOWS FROM FINANCING ACTIVITIES		
Fund Transfer to Consolidated Fund - Treasury Levy	(1,500,000,000)	(500,000,000)
Net cash flows from financing activities	(1,500,000,000)	(500,000,000)
Net increase / (decrease) in cash and cash equivalents	(301,591,885)	(1,024,892,794)
Cash and cash equivalents at beginning of period	412,111,913	1,437,004,707
Cash and cash equivalents at end of period	110,520,029	412,111,913

**SRI LANKA TOURISM PROMOTION BUREAU STATEMENT OF
BUDGET VS ACTUAL FOR THE YEAR 2016**

Description	Note	2015	2016				Rs: Mn 2017
		Actual	Budget	Actual	Variance		Budget
					Value	%	
Revenue							
Embarkation Levy		1,377.98	1,625.01	1,648.81	23.80	101%	1,925.52
Tourism Development Levy		780.14	796.00	823.78	27.78	103%	867.97
Other revenue	13	181.83	143.00	255.54	112.54	179%	164.90
Total Revenue for 2016 (A)		2,339.95	2,564.01	2,728.13	164.11	106%	2,958.39
Receivable TDL & EL from Previous year		592.22	500.00	781.26	281.26	156%	935.49
Cash in hand from Previous year		412.11	250.00	110.52	(139.48)	44%	100.00
Short Term Investment		1,750.00	1,750.00	2,000.00	250.00	114%	1,750.00
Budget Available for the Year		5,094.28	5,064.01	5,619.91	555.89	111%	5,743.88
Expenditure							
Wages, salaries and employee benefits	14	59.51	106.25	79.28	26.97	75%	173.00
Supplies and consumables used	15	33.26	120.15	34.71	85.43	29%	63.00
Trade related expenditure	16	786.92	3,220.27	840.96	2,379.30	26%	3,732.10
IIFA Payments	16	-	120.00	26.07	93.93	22%	
Other expenses	17	3.07	3.55	2.71	0.84	76%	3.00
Finance costs	18	0.59	0.80	0.59	0.21	73%	1.00
Provision for Bad Debts		3.30	-	-	-		
Global Advertising Campaign		-	463.00	-	463.00	0%	
Capital Expenditure*	8	9.59	34.00	14.66	19.34	43%	8.00
Accrued Expenses **		-	200.00	142.82	57.18	71%	
Total Expenditure		896.26	4,268.01	1,141.80	3,126.21	27%	3,980.10
Adjustment							
Capital (Additional 2016)*				(4.02)			
Prior year Adjustment (Accrued Expenses)**				(142.82)			
Total Expenditure relevant to the Year (B)		896.26		994.96			3,980.10
Surplus / (deficit) for the period (A-B)		1,443.69		1,733.16			(1,021.71)
Fund transfer to the Treasury		(500.00)		(1,500.00)			
Surplus after fund transfer to theTreasury		943.69		233.16			

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

**Accrued Expenses not include in Financial Performance for current year, since it is related to prior year.

SRI LANKA TOURISM PROMOTION BUREAU NOTES TO THE FINANCIAL STATEMENT FOR THE YEAR 2016

1. Reporting entity

1.1 Incorporation

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

1.2 Basis of Preparation and Accounting Policies

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

1.3 Statement of compliance

The financial statements of the SLTPB 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.

1.4 Basis of Measurement

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

1.5 Presentation Currency

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

1.6 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.

2. Significant Accounting Policies

2.1 Inventories

Stocks have been valued at lower of cost or net realizable value using First in First out (FIFO) method. Promotional material to the value of Rs. 1,590,362 has been excluded from the inventory since it doesn't carry a realizable value.

2.2 Depreciation

The provision for depreciation is calculated on a straight line basis on the purchase value or revaluation value of assets such as furniture and fittings, Computers and Equipment, Motor Vehicles, Air Conditioners, Office Equipment, Telephones and Miscellaneous Equipment in order to write off such cost / valuation over the estimated useful lives from the dates of acquisition are as follows.

Description of Assets	Rate of Depreciations
Furniture & Fittings	7.5%
Computer & Equipment	25%
Motor Vehicles	25%
Air Conditioners	7.5%
Office Equipment	7.5%
Telephones	7.5%
Miscellaneous Equipment	7.5%

2.3 Office Building

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

2.4 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

2.5 Related party transactions

No related party transactions as per the SLPSAS.

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 bank for the gratuity provision.

2.7 Accrued Expenditure

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

2.8 Contingency payments

Due to pending legal cases and lack of the proper documentation of the following outstanding payment of the Indian International Film Academy Awards (IIFA) 2010 payment and pending payments were considered as contingency payment.

As at 31st December 2016, following court cases were pending at the courts in the above institution.

- M/S Associated Newspapers of Ceylon Limited Vs. SLTPB & Phoenix O & M (Pvt) Ltd- District Court of Colombo
- Arbitration between M/S Phoenix O & M (Pvt) and SLTPB – ICLP Arbitration Centre

- ❖ Following court cases are concluded and judgement was adverse to SLTPB, thus payment need to be proceed as per the court order.
 - ♦ M/s. Walkers Tours Rs. 657,950.38 case no. DMR/04049/2011 (Payment will be made within the month of March 2017)
 - ♦ M/s. Asian Hotels & Properties PLC Rs. 30 Mn (approximately) case no. HC (CIVIL) 480/2011/MR

Contingency payment will be paid on the basis of future decisions of Court and Board of Directors.

2.10 Taxation

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

2.11 OtherRevenue

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

2.12 Cash Flow Statement

The Cash Flow Statement has been prepared using the "IndirectMethod" 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.

03.0 Cash and cash equivalents

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Cash at Bank - HO - Main Account	92,269,456	308,649,379
Cash at Bank - HO - Private Sector	18,140,961	103,233,618
Cash at Bank - Kandy/ TIC	89,785	228,916
Petty Cash- Transport	19,826	-
Total Cash and cash equivalents	110,520,029	412,111,913

04.0 Receivables

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Consumer Brochure - UK	2,428,920	2,428,920
Hikkaaduwa Tickets	876,000	876,000
Fuel deposit	200,000	200,000
Vehicle hiring deposit- Excel Cabs	20,000	20,000
ATM 2011 Space Cost		
American Premium Water System	4,000	4,000
Interest Income from Short Term Investment	107,448,904	37,748,698
ICPL Arbitration Centre	25,000	25,000
Embarkation Levy	464,971,472	343,651,711
Deposit for Katunayake Rent	1,745,725	1,745,725
Tourism Development Levy	470,519,705	437,605,890
Property Finance & Investment Kandy	330,000	330,000
Deposit- TIC BIA Katunayake	290,074	290,074
Participation fee - BIT 2015	160,000	160,000
Allowance EXPO Milano - 2015	63,094	63,094
Participation fee TTG incountry 2014	80,000	80,000
Stand construction - BIT 2014	80,000	80,000
LSB -Mineral Water	19,000	-
Deposit - KLCC	332,846	-
Sundry debtors - SLTDA	46,906	46,906
Receivable from Missions	54,452,028	54,155,675
Receivable - trade contribution	220,000	50,000
Total Receivables	1,104,313,675	879,561,694
Bad Debts Provision for Bad & Doubtful Debts	(3,304,920)	(3,304,920)
Total Receivables after the bad debt provision	1,101,008,755	876,256,774

05.0 Advances

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Local Advances	1,721,000	1,582,500
Foreign Advances	11,605,419	-
Total Advances	13,326,419	1,582,500

06.0 Prepayments

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Space reservation for JT'TX **	6,882,229	5,345,220
Space reservation for New York Times Travel show *	4,717,125	4,621,275
Stand construction, decoration of the New York Times Travels show - 2016		5,128,560
Remittance for the Norwegian Travel Fair *	589,912	742,044
Sponsorship for Kelani Duruthu Perahera	500,000	500,000
Stand space & performing for Vakanthiburg fair *	4,773,625	2,494,922
TITF 2016 exchange difference to Bangkok, Thailand embassy	-	11,582
Telegraph travel show UK - 2016	-	642,585
Insurance fees for SLTPB Vehicle	415,293	-
Space reservation for IMTM 2017 **	1,808,544	-
Space reservation for MATKA 2017 *	1,453,665	-
Space reservation for Riyadh Travel Fair 2017	5,208,307	-
Insurance policy TIC BIA	7,467	-
Space Reservation for ATM 2017	32,982,481	-
Annual Agreement for Finger Print machine	30,895	-
Registration & Stand Package FITUR 2017 *	1,571,227	-
Space reservation for TITF 2017 **	1,599,475	-
Agreement of color photocopier in PR, MKT, Finance Divisions	118,545	-
Space reservation for Ferien Masse 2017- Austria *	593,133	-
Service charge for Payroll & Accounting package	26,393	-
Total Prepayments	63,278,316	19,486,187

* New York Times Travel Show, Norwegian Travel Fair, Vakanthiburg Fair, MATKA fair, FITUR, Ferien Masse Austria were held on January 2017

** Jeddah Travel Fair, IMTM, TITF were held on February 2017 The balance as at 28th February 2017 is Rs. 39,289,380.51 in Pre Payment Account.

07.0 Employee Loans

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Loan - Distress	2,092,484	1,742,293
Loan - Special	151,606	140,797
Loans - Festival	59,500	34,500
Total Employees - Loans	2,303,590	1,917,590

Note No: 08 Property, Plant & Equipment (2016)

Description	Balance as at 01/01/2016 Rs	Additions 2016 Rs	Revaluation Rs.	Balance as at 31/12/2016 Rs	Acc.Depre- ciation as at 01/01/2016 Rs	Depreci- ation for 2016 Rs	Deprecia- tion on re- valuation 2016 Rs	Acc.Depre- ciation as at 31/12/2016 Rs	Net Book Value as at 31/12/2016 Rs
Building Development Cost	10,602,454	310,238	-	10,912,692	5,231,936	806,799	-	6,038,735	4,873,957
Furniture & Fittings	845,462		-	845,462	314,153	52,508	-	366,662	478,800
Telephones	19,474,747	2,749,050	-	22,223,797	12,515,390	2,548,773	-	15,064,163	7,159,635
Computer Equipment	6,228,684	603,950	-	6,832,634	1,989,193	487,053	-	2,476,245	4,356,389
Office Equipment	27,600,000	-	(2,100,000)	25,500,000	9,999,246	6,375,000	4,100,000	20,474,246	5,025,754
Motor Vehicles	1,592,770	-	-	1,592,770		-	-	-	1,592,770
Computer Software	717,900	283,050	-	1,000,950	310,137	57,613	-	367,750	633,200
Air Conditioners	4,115,675	74,000	-	4,189,675	755,521	312,849	-	1,068,370	3,121,305
Miscellaneous Equipment	71,177,693	4,020,288	(2,100,000)	73,097,981	31,115,576	10,640,595	4,100,000	45,856,170	27,241,810
Total	1,592,770			1,592,770					1,592,770
Computer software	69,584,923			71,505,211				45,856,170	25,649,040
After deduct computer software									

09.0 Funds Received in Advance

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Supplier registration	122,900	-
Participation fee in advance	12,880,621	10,766,000
Total Revenue in Advance	13,003,521	10,766,000

10.0 Deposit and Payable

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Refundable Tender Deposit	457,080	457,080
Retention Payable	210,953	193,553
Others	1,772,459	378,877
Total Deposit Payable	2,440,493	1,029,510

11.0 Employee Benefits

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Provision for Retirement Gratuity brought forward	7,248,677	5,429,336
Gratuity Provision	1,378,463	1,819,342
Total Employee Benefits	8,627,141	7,248,677

12.0 Accrued Expenses and Creditors

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Accrued Expense 2014	134,353,759	158,479,876
Accrued Expense 2015	30,442,588	159,754,262
Accrued Expense 2016	121,718,005	-
Sundry creditors - SLTDA(Water, Electricity & Telephone bills)	18,750,304	14,600,904
Total Creditors	305,264,656	332,835,041

13.0 Other Revenue

Description	2016 (Rs.)	2015 (Restated)(Rs.)
Revenue from literature & photographic materials	463,660	424,880
Revenue from Interest - Staff loan	66,359	74,471
Trade Contribution	90,631,877	106,807,469
Revenue from Interest - Bank	160,864,427	74,006,140
Exchange Rate Gain	262,717	406,095
Non Refundable Tender Deposits	42,400	95,000
Others	3,204,583	14,219
Total Other Revenue	255,536,022	181,828,274

14.0 Wages, Salaries and Employee benefits

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Salaries & Allowances	53,011,388	43,275,167
Holiday Allowance	5,059	11,231
Overtime	632,131	1,059,799
Board's contribution to EPF	5,748,537	2,510,810
Board's contribution to ETF	1,153,409	504,028
Staff Welfare & Attendance Incentive	7,991,607	4,804,807
Travelling - Local	126,050	169,312
Uniform to Staff	813,181	438,620
Gratuity	1,378,463	1,819,342
Insurance	7,130,530	4,009,120
Staff Training	1,290,374	905,749
Total Wages, Salaries and Employee benefits	79,280,728	59,507,983

15.0 Supplies and Consumables used

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Printing & Stationary	7,773,826	2,793,770
Telephone and internet	2,797,139	1,987,630
Postage, courier and Stamps	735,484	274,834
Rent - Building	8,871,507	9,738,759
Electricity	3,035,291	3,319,192
Maintenance - Equipment	1,454,063	689,931
Maintenance & Repairs - Vehicles	616,116	946,604
Hire of Vehicles	228,984	4,264,236
Water	332,421	315,551
Books & periodicals	612,016	249,406
Fuel Charges	969,761	1,265,061
Entertainment local	81,649	50,998
Cleaning Suppliers	1,793,262	1,650,250
Security	2,123,798	1,461,894
Maintenance Building	490,825	1,507,000
Rates & Licenses	23,610	9,250
Staff Recruitments	1,394,085	2,013,463
Printing & publications	1,152,921	346,314
Insurance Vehicles	214,846	380,104
Maintenance Office Furniture	2,375	-
Maintenance of TIC Counters	6,850	-
Total Supplies and Consumables used	34,710,831	33,264,246

16.0 Trade Related Expenditure

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Promotions & Advertising - Foreign	675,301,442	635,544,669
Promotions & Advertising - Local (Media)	3,030,882	5,617,568
Production of Tourist Communication Material	25,536,746	19,952,933
Events (Including Donation)	88,714,836	78,367,607
VJP and Trade FAM Tours	10,458,993	137,518
Social Responsibility Promotion	-	17,540,275
New product Development & Leisure Known Attraction	5,582,089	467,706
Administration UK	-	
Trade Fair - ITB		
Trade Fair - WTM		
Web maintain & E - News, Global on line	1,693,076	982,563
Advertising - General & print Media	-	1,620,983
Global Advertising Campaign	54,299	1,384,956
Global PR Campaign	5,371,375	11,949,892
Mega Joint Campaign	-	388,000
Blogging Campaigns	10,218,954	-
Visitor facilities & Attraction	1,519,370	505,005
Working With Airlines & Special	-	12,464,854
Online PR Activity	602,639	-
Media Familiarization Tour	11,370,161	-
Global online Digital	981,500	-
Special Projects	528,000	-
IIFA Payment	26,069,314	-
Total Trade Related Expenditure - Local	867,033,675	786,924,530

17.0 Other Expenses

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Board Member Allowance	1,081,628	719,585
Procurement Committee Member Allowance	503,750	675,607
Legal Fees	987,818	1,630,933
Stamp Duty	33,485	29,130
	101,605	17,110
Total Other Expenses	2,708,286	3,072,364

18.0 Finance Costs

Description	2016 (Rs.)	2015 (Restated) (Rs.)
Bank Charges	87,980	116,419
Audit Fees	500,000	475,000
Total Finance Costs	587,980	591,419
Stamp Duty	33,485	29,130
	101,605	17,110
Total Other Expenses	2,708,286	3,072,364



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கணக்காய்வாளர் தலைமை அபிபதி திணைக்களம்
AUDITOR GENERAL'S DEPARTMENT



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எனது இல.
My No.

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02. ඉහත සඳහන් ලිපිය සමඟ එවන ලද මාගේ වාර්තාවේ ඉංග්‍රීසි හා දෙමළ අනුවාද මේ සමඟ එවා ඇත.

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- පිටපත් -
1. ලේකම්, සංචාරක සංවර්ධන හා ක්‍රියාත්මක කටයුතු අමාත්‍යාංශය.
 2. ලේකම්, මුදල් හා ජනමාධ්‍ය අමාත්‍යාංශය.



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AUDITOR GENERAL'S DEPARTMENT



මගේ අංකය
எனது இல.
My No.

TIP/A/SLTPB/1/16/02

ඔබේ අංකය
உமது இல.
Your No.

දිනය
திகதி
Date

28 February 2018

The Chairman

Sri Lanka Tourism Promotion Bureau

Report of the Auditor General on the Financial Statements of the Sri Lanka Tourism Promotion Bureau for the year ended 31 December 2016 in terms of Section 14(2)(c) of the Finance Act, No. 38 of 1971

The audit of financial statements of the Sri Lanka Tourism Promotion Bureau for the year ended 31 December 2016 comprising the statement of financial position as at 31 December 2016 and the statement of financial performance, statement of changes in equity and cash flow statement for the year then ended and a summary of significant accounting policies and other explanatory information, 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 Section 13(1) of the Finance Act, No. 38 of 1971 and Section 20 of the Tourism Act, No. 38 of 2005. My comments and observations which I consider should be published with the Annual Report of the Bureau in terms of Section 14(2)(c) of the Finance Act appear in this report. A detailed report in terms of Section 13(7) (a) of the Finance Act was issued to the Chairman of the Bureau on 29 December 2017.

1.2 Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Sri Lanka Public Sector Accounting Standards and for such internal control as the management determines is necessary to enable the preparation of financial statements that are free from material misstatements, whether due to fraud or error.

අංක 306/72, පොල්දූව පාර, බත්තරමුල්ල, ශ්‍රී ලංකාව. - இல. 306/72, பொல்தூவ வீதி, பத்தரமுல்லை, இலங்கை. - No. 306/72, Polduwa Road, Battaramulla, Sri Lanka

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1.3 Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Sri Lanka Auditing Standards consistent with International Auditing Standards of Supreme Audit Institutions (ISSAI 1000 – 1810). Those Standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatements.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Bureau's preparation and fair presentation of the financial statements 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. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of financial statements. Sub-sections (3) and (4) of Section 13 of the Finance Act, No. 38 of 1971 give discretionary powers to the Auditor General to determine the scope and extent of the audit.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

1.4 Basis for Qualified Opinion

My opinion is qualified based on the matters described in paragraph 2.2 of this report.



2. Financial Statements

2.1 Qualified Opinion

In my opinion, except for the effects of the matters described in paragraph 2.2 of this report, the financial statements give a true and fair view of the financial position of the Sri Lanka Tourism Promotion Bureau as at 31 December 2016 and its financial performance and cash flows for the year then ended in accordance with Sri Lanka Public Sector Accounting Standards.

2.2 Comments on Financial Statements

2.2.1 Sri Lanka Public Sector Accounting Standards

The following non-compliances were observed in audit.

(a) Sri Lanka Public Sector Accounting Standard 03

- (i) The tourism development levy of Rs.28,123,058 received for the year 2015, exceeding the levy estimated for the same year should be recognized as a change in accounting estimate and adjusted during the period of change. Nevertheless, the Bureau had retrospectively adjusted the said change of the estimate of tourism development levy, in the financial statements.
- (ii) The Bureau had adjusted debits and credits totalling Rs.189,974,569 and Rs.84,063,843 to the relevant accounts respectively in the year under review for correction of errors relating to prior years. Nevertheless, necessary disclosures had not been made in terms of the Standard.



(b) Sri Lanka Public Sector Accounting Standard 08

- (i) When there is a present obligation (legal or constructive) as a result of a past event, provisions should be made therefor. Nevertheless, in terms of the judgement given for the Indian Film Award Festival in an unfavourable manner to the Bureau by the end of the year under review, a sum of Rs.30,570,497 payable for preceding years had been paid in the year 2017. However, provisions had not been made therefor in final accounts in the year under review.
- (ii) A sum of Rs.588,197,382 had been disclosed as contingent liabilities in the financial statements as at 31 December 2015 and out of that, a sum of Rs.206,353,290 of the value of Rs.310,762,704 for the year 2014 had been paid to a private media firm on 21 August 2017. When there is a present obligation (legal or construction) as a result of a past event, it should be disclosed in the financial statements. However, it had not been disclosed on the said paid amount in the financial statements in the year under review.

2.2.2 Accounting Policies

Even though provisions of Rs.3,304,920 had been made for bad and doubtful debts in the year under review, it had not been disclosed under accounting policies.

2.2.3 Accounting Deficiencies

The following observations are made.

- (a) According to the confirmation of balances sent by the High Commission of Singapore, the sum of Rs.434,832 receivable to the Bureau had not been brought to account.
- (b) A sum of Rs.26,069,313 had been paid in the year under review by external suppliers as a result of legal action taken against them in preceding years for the recovery of expenditure incurred for the Indian Film Award Festival held in the year 2010. This expenditure had been brought to account as an expenditure of the year under review instead of adjusting in the financial statements.



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- (c) In adjusting revaluations relating to two fully depreciated motor vehicles costing Rs.7,400,000, the accumulated depreciation of Rs.7,400,000 relating to those two motor vehicles had not been eliminated from the Accumulated Depreciation Account. As such, the accumulated depreciation had been over assessed by Rs.7,400,000 as at 31 December 2016 and the net value of those motor vehicles had been under stated by the similar amount. Moreover, the revaluation surplus which should be Rs.5,300,000 had been brought to account as a revaluation loss of Rs.2,100,000.
- (d) The following differences were observed between the values given in the restated Statement of Financial Position submitted for the year 2015 and values computed by the Audit, relating to those items.

Account	Balance as per the Statement of Financial Position	Balance as per Computation	Difference
	Rs.	Rs.	Rs.
-----	-----	-----	-----
i. Accounts receivable	876,256,774	864,656,912	11,599,862
ii. Advances	1,582,500	1,577,350	5,150
iii. Property, Plant and Equipment	38,469,347	32,269,347	6,200,000
iv. Income received in advance	10,766,000	11,319,550	(553,550)
v. Deposits payable	1,029,510	1,085,735	(56,225)
vi. Accrued Expenditure and Creditors	332,835,041	314,420,254	18,414,787

- (e) Provisions for depreciation of Rs.239,475 had been made in the year under review for various equipment valued at Rs.3,193,011 which was included in the Register of Fixed Assets but not presented to Audit for physical verification.



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- (f) Accrued expenditure had been overstated in accounts by Rs.8,200,000 as at 31 December of the year under review. As such, the accrued expenditure had been overstated and the surplus of the year under review, understated by the similar amount.
- (g) It was observed at the audit test checks carried out relating to prior year adjustments that the accrued expenditure of Rs.13,994,803 relating to the year 2014 had been written off in the year 2015 and provisions of Rs.135,784,470 had been allocated in the year 2016 for accrued expenditure relating to the year 2014 while a sum of Rs.2,171,110 had been written off. As such, the impossibility of reflecting the financial result and the statement of financial position as well due to failure in accurately estimating the accrued expenditure, cannot be ruled out in audit.
- (h) Fixed assets valued at Rs.1,529,500 purchased for the establishment of the Information Centre at the Mattala Rajapaksa International Airport in the year 2013 had been brought to account as an expenditure instead of taking action to capitalize it. As such, the fixed assets had been understated by the similar amount and depreciation therefor had not been brought to account.

2.2.4 Lack of Evidence for Audit

Evidence indicated against the following items had not been made available to Audit.

Item	Value	Evidence not made available
-----	-----	-----
	Rs.	
(a) Monies remitted to the High Commissions	24,491,929	Confirmation of Balances
(b) Expenditure of the International Indian Film Festival	276,000	Copy of the relevant Judgement
(c) Property, Plant and Equipment	3,193,011	Assets for physical verification



2.2.5 Unexplained Differences

The following observations are made.

The following differences were observed in the comparison of balances in accounts indicated in the financial statements of the Tourism Promotion Bureau with balances in accounts of the Tourism Development Fund and the Sri Lanka Tourism Development Authority.

Details of Accounts	As per Accounts of the Tourism Promotion Bureau	As per Accounts of the Tourism Development Fund	As per Accounts of the Tourism Development Authority	Difference
	Rs.	Rs.	Rs.	Rs.
(a) Income receivable from Embarkation Tax and Tourism Development Levy	935,491,177	995,584,564	-	60,093,387
(b) Sundry Creditors	18,750,304	-	24,448,523	5,698,219

2.3 Accounts Receivable and Payable

The following observations are made.

- (a) The receivable balances comprised of outstanding balances of Rs.3,328,920 older than 05 years, Rs. 355,000 older than 03 years and less than 05 years Rs.2,618,893 older than 01 year and less than 03 years and Rs.1,043,291,927 less than 01 year.



- (b) The debtors balance older than 4 years, recoverable from the Embassy of China amounted to Rs.19,731,593 and the debtors balance older than 01 year and less than 03 years and the loan balance less than 01 year recoverable from other Embassies amounted to Rs.16,186,544 and Rs.18,533,891 respectively.
- (c) The payable balances comprised of balances of Rs.1,277,280 older than 05 years, Rs.6,607,680 less than 05 years and older than 04 years, Rs.2,839,476 less than 04 years and older than 01 year and Rs. 8,025,868 less than 01 year.
- (d) The advance amount of Rs.1,575,000 paid to a hotel in the year 2010 for the International Indian Film Award Festival -2010 (IIFA) had not been settled even by the end of the year under review.

2.4 Non-compliance with Laws, Rules, Regulations and Management Decisions

Instances of non-compliance observed in audit are given below.

Reference to Laws, Rules and Regulations	Non-compliance
(a) Sub-section 09 of Section 40 of Chapter VII of the Tourism Act, No. 38 of 2005	A report of the functions of the Bureau, half yearly statement of accounts before the end of the seventh month of the calendar year, a plan for a period of three ensuing years, projecting the work to be achieved by the Bureau and statements containing the performance and achievement relating to the plan presented for the previous year, had not been submitted to the Minister before the expiry of a period of three months from the end of each calendar year.
(b) Finance Act, No. 38 of 1971 Sub section 5 of Section 10 and Section 11	A surplus of Rs.233,164,067 had been received in the year under review and action had not been taken to transfer all sums remaining out of the net



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Auditor General's Department

surplus revenue of the year after utilization of money mentioned in Sections of the Finance Act have been made, to the Consolidated Fund. However, A sum of Rs.2,000 million had been invested in State Banks as short terms investments as at the end of the year under review. Moreover, the approval of the Minister of Finance had not been obtained therefor.

(c) Financial Regulations of the Democratic Socialist Republic of Sri Lanka

(i) Financial Regulation 104

Action in terms of Financial Regulations had not been taken in respect of losses caused by misplacement of 03 Laptop computers valued at Rs.308,700.

(ii) Financial Regulation 757

A Board of Survey had not been conducted for the year under review.

(d) Section 9.14.2 of the Public Enterprises Circular No. PED/12 of 02 June 2003

All rules and regulations imposed for all matters relating to Human Resources Management should be approved by the Board of Directors with the concurrence of the Secretary to the Treasury. However, the Bureau had not complied with that requirement.

(e) Public Enterprises Circular No. PED/57 of 11 February 2011

Even though the approval of the Minister of Finance should be obtained for expenses on sponsorships or donations made for the government institutions or government development projects, exceeding the value of Rs.2,000,000 and expenses on sponsorships or donations payable in addition thereto, exceeding Rs.100,000, a sum of Rs.26,278,110 had been paid for expenses on sponsorships and donations in the year 2016 without such an approval.



3. Financial Review

3.1 Financial Results

According to the financial statements presented, the financial results of the Bureau for the year ended 31 December 2016 had been a surplus of Rs.1,733,164,067 as compared with the corresponding surplus of Rs.1,443,689,744 for the preceding year, thus indicating an increase of Rs.289,474,323 in the financial result as compared with the preceding year. The increase in the Embarkation Tax by Rs.270,830,123 had been the main reason for this improvement.

In analyzing the financial results of the year under review and the 04 preceding years, the surplus of Rs.476,209,102 of the year 2012 had deteriorated to Rs.233,164,067 by the end of the year 2016 with fluctuations. In considering employees remunerations, taxes paid to the Government and the depreciation on non-current assets, the contribution of the year 2012 amounted to Rs.508,664,239 and it had increased to Rs.1,823,085,390 in the year 2016.

3.2 Legal Action initiated against the Bureau

Seven cases filed against the Bureau by external parties had not been concluded even by the end of the year under review.

3.3 Working Capital Management

The current ratios relating to the year under review and the preceding year were 10:1 and 14:1 respectively, thus observing a high Liquidity position and utilization of funds in short term investments continuously had been the reason therefor.

4. Operating Review

4.1 Performance

In terms of Section 40(4) of the Tourism Act, No.38 of 2005, objectives of the Bureau are as follows.



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- Marketing and promoting of Sri Lanka directly or indirectly, as a tourist and travel destination of quality, in accordance with the Tourist Development Plan in consultation with the Authority;
- Promoting Sri Lanka as a gateway to the South Asian Region; and
- Making Sri Lanka known as a centre of excellence in tourism management and development in the region.

4.2 Management Activities

The following observations are made.

- (a) Even though the Bureau had entered into an agreement with a private institution and paid advances of Rs.1,500,000 in respect of sponsorship to the International Dancing Festival, the relevant festival had not been held and action had not been taken to recover the said advance.
- (b) Two television programs named “Global Television Campaign” had been created in the year 2014 through a private institution by incurring an expenditure of Rs.70,321,758 in the year 2014. However, it was not confirmed whether those programs had been televised via Al-Jazeera Television Channel even up to 30 June 2017, the date of audit.
- (c) Even though the sum of Rs.824,363 overpaid to the Authority by the Bureau for water, electricity and telephone bills in the years 2013, 2014 and 2015 had been identified separately, action had not been taken to recover the same even by 31 December 2016.
- (d) A sum of Rs.25,102,429 submitted by various divisions as accrued expenditure for the year 2016 had been rejected by the Accounts Division. As such, it was observed that the Management had not taken action on a proper basis in the identification of accrued expenditure.
- (e) Replies for 04 audit queries issued in the year under review had not been furnished even by 20 November 2017.



4.3 Transactions of Contentious Nature

The following observations are made.

- (a) According to the judgement of the case No.HC(civil)480/2011/DMR which was filed against two institutions named Sri Lanka Tourism Promotion Bureau and Sri Lanka Tourism Development Authority by an external party in respect of incurring expenditure for the International Indian Film Festival in the year 2010, the total payable amount of Rs.23,803,179 had been paid by the Bureau.
- (b) A sum of Rs.135,784,470 relating to the year 2014, which was not identified in the presentation of Accounts in the years 2014 and 2015, had been included in accounts in the year 2016.

4.4 Apparent Discrepancies

The following observations are made.

- (a) Even though a sum of Rs.7,800,000 had been spent for the purchase of T-Shirts for the Leisure Travel and Tourism Fair-2014 conducted in Moscow, Russia, the stock of these T-shirts was not received by the Bureau and the documents prepared in respect of that purchase, could not be accepted.
- (b) The written documentary evidence to ensure whether 7 laptop computers and 3 desktop computers purchased by spending a sum of Rs.1,116,000 for the International Indian Film Festival (IIFA) in the year 2010 deviating from accepted tender procedure had been taken over by the stores or distributed among the officers, was not made available and they had not been made available for physical verification as well.
- (c) Despite not having appointed a Board of Interview and maintained a file in terms of the Procedural Rules 69 and 74 respectively of the Public Service Commission, published in the Gazette No.1589/30 of 20 February 2009, an unqualified officer had been recruited on contract basis for the post of Director of Event Management without the approval of the Ministry and the Director General of the Department of Management Services and a sum of Rs.1,689,340 had been paid to her for salaries, telephone bills, fuel and motor



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vehicle allowances and for the Suwa Dehana Insurance Scheme from December 2014 to May 2016.

- (d) According to the Memorandum of Understanding entered into with the Conference Bureau for holding the Annual Conference of the Association of National Tourist Representatives of France in Sri Lanka, the airline charges should be borne by tourists themselves up to 500 Euro. However, the approval of the Cabinet of Ministers had been received to bear the arising airline charges to be borne by a passenger, by the country from which facilities are provided due to discontinuity in direct air travels between Sri Lanka and France. Even though the Bureau should only bear the arising airline charge, the total value amounting to Rs.37,442,851 of the bill submitted by the Airline without determining the charge payable, had been paid by the Bureau without classifying them.

Personnel Administration

The following observations are made.

- (a) More than 20 per cent of the approved cadre of the Bureau had been vacant and out of that, the number of vacancies of officers in senior level stood at 09.
- (b) Contrary to Section 40(7) of the Tourism Act and Procedural Rules Nos. 69, 70, 72, 73 and 74 of the Public Service Commission, an unqualified officer had been recruited to the post of Managing Director of the Bureau and a sum of Rs.1,556,110 had been paid as salaries for the period from March to May 2016.

Accountability and Good Governance

Action Plan

The following observations are made.

- (a) Even though an Action Plan had been prepared for the year under review, a methodology as well had not been introduced for the periodical review of the progress of the activities included in the said Action Plan. However, in the examination of the Action Plan and Annual Performance Reports, completion of 225 out of 534 projects expected to be completed during the year, had failed.



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- (b) Even though 122 events had been planned in 21 main countries for the international marketing promotion during the year under review, only 80 events out of them had been held. Out of the sum of Rs.438.36 million paid to foreign suppliers from foreign currency units, a sum of Rs.78.92 million had been directly paid to suppliers by the Bureau instead of making payments through the Ministry of Foreign Affairs.

5.2 Internal Audit

In terms of Financial Regulation 134(3) of the Financial Regulations of the Democratic Socialist Republic of Sri Lanka, copies of reports on internal audit for the year under review had not been furnished to the Auditor General.

5.3 Procurement Plan

In terms of Section 4.2.1 (a), (b) and (c) of the National Procurement Circular No.08 of 25 January 2006, a Procurement Plan should be prepared so as to cover at least three years, along with the detailed plan for the ensuing year. Nevertheless, such a plan had not been prepared.

5.4 Budgetary Control

Variances ranging from 45 per cent to 659 per cent were observed between the budgeted and the actual amounts of 43 items for the year under review, thus indicating that the budget had not been made use of as an effective instrument of management control.



5.5 Tabling of Annual Reports

The Annual Report for the year 2014 of the Sri Lanka Tourism Promotion Bureau had not been tabled in Parliament even by 30 July 2017.

5.6 Unresolved Audit Paragraphs

The following observations are made.

- (a) Two gem stones valued at Rs.350,000 purchased deviating from the procurement procedure for the Trade Exhibition held in the United Kingdom from 03 to 06 November 2014 and 02 gem stones received free of charge to the Bureau had not been entered in the stock books and the value of 02 gem stones received free of charge had not been assessed and brought to account as well. According to the test reports of the National Gem and Jewellery Authority, 4 gem stones of 1.4, 1.6, 1.63 and 1.54 carats in weight had been received by the Bureau and as such the weight of 2 gem stones purchased for Rs.350,000 had been 5.6 carats. Therefore, the weight of gem stones between the test report of the National Gem and Jewellery Authority and the particulars in the invoice had not been tallied.
- (b) Even though T shirts had been printed by spending Rs.5,824,000 by stating that those were printed based on the World Tourism Day of the year 2014, according to the statement of the Director of the said institution of supplies, those T shirts had been printed for the publicity of a political party.
- (c) Even though a sum of Rs.99,439,900 (excluding tax) had been paid to two private institutions for the implementation of a programme for promotion of social responsibilities within the field of tourism, it was observed that those payments could not be accepted.
- (d) In awarding the contract to set up the Trade Stall in the Trade Exhibition “(WTM)(UK) 2014” held in United Kingdom, letters for calling quotations had been opened before 4 days of the specific date of opening and the tenderer or his representative had not participated in the tender opening. Even though



instructions had been given that the contractor should enter into an agreement with the British High Commission and a copy of the agreement, be sent to the Bureau, action had not been taken accordingly. Moreover, a sum of Rs.17,803,508 had been paid for the construction of trade stalls without a certificate from a responsible officer stating that those stalls had been satisfactorily built.

- (e) A sum of Rs.3,506,757 had been spent for the FAM tour made by a team consisting 12 Chinese journalists so as to cover several tourist attractions in Sri Lanka and evidence for ensuring that the reports on that tour had been published through Chinese Media, had not been made available to Audit.
- (f) Even though the Decision of the Procurement Committee, in respect of printing of Cricket Posters in the twenty20 ICC World Cup 2014 Cricket Tournament, had been given on 28 April 2014, the Technical Evaluation Committee had met and issued its report on 08 April 2014 itself on which tenders were opened and the invoice including tax valued at Rs.700,000 had been received from a private institution and the Goods Received Note had been issued relating to the receipt of Cricket Posters to the Tourist Promotion Bureau. As such, it could not be satisfied in audit whether this purpose had been carried out in a transparent manner.

Systems and Controls

Deficiencies in systems and controls observed during the course of audit were brought to the attention of the Chairman of the Bureau from time to time. Special attention is needed in respect of the following areas of control.



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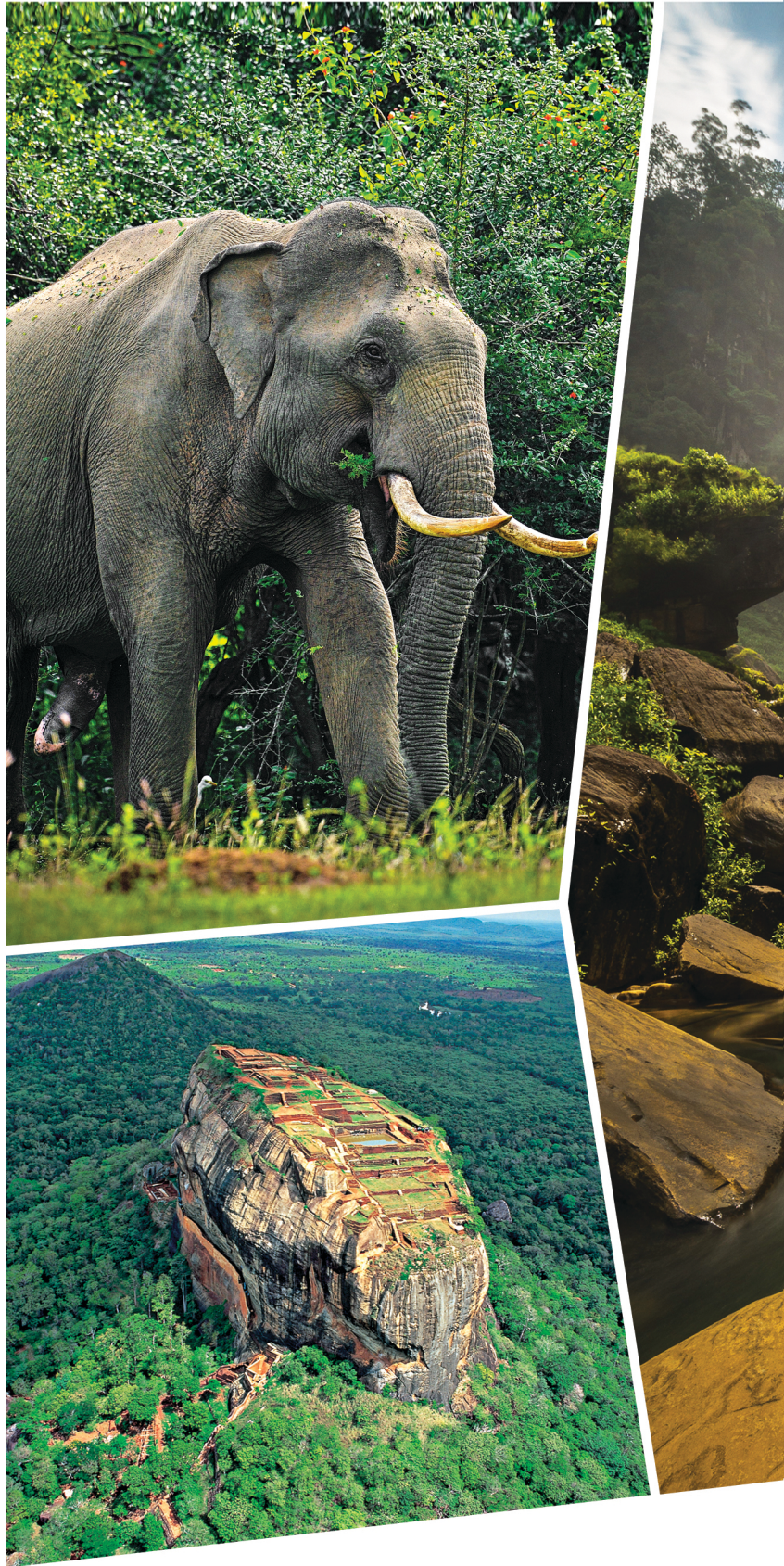
Areas of Systems and Controls

Observations

- | | |
|---|---|
| (a) Accounting | Failure in accounting in compliance with Sri Lanka Public Sector Accounting Standards, accounting the value of re-valued assets correctly and non-disclosure of accounts receivable correctly and failure in accounting the previous year adjustments accurately. |
| (b) Budgetary Control | Considerable variances between the budgeted and actual expenditure. |
| (c) Human Resources Management | Failure in taking action to fill vacancies in the staff. |
| (d) Procurement | Failure in taking action in accordance with Government Procurement Guidelines. |
| (e) Control of Register of Fixed Assets | Failure in identifying all the fixed assets and recording them in the Register of Fixed Assets. |

Sgd/ H.M. GAMINI WIJESINGHE
Auditor General

H. M. Gamini Wijesinghe
 Auditor General



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