



SRI LANKA
CONVENTION BUREAU

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ANNUAL REPORT 2015



Ministry of Tourism Development,
and Christian Religious Affairs





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CONVENTION BUREAU

ANNUAL REPORT

2015

Sri Lanka Convention Bureau
No. 78, Hotel School Building,
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Annual Report - 2015

Sri Lanka Convention Bureau
No. 78, Galle Road, Colombo - 03
Sri Lanka.

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Ministers Review

The present government has placed a lot of faith in the tourism industry to drive its economic growth strategy. Tourism has been growing at around 20 percent annually in the recent past and this trend is likely to continue for some time driven largely by leisure-seeking tourists. While this is well and good we need to penetrate the more lucrative meetings, incentives, conventions and exhibitions market which will not only drive numbers but also revenue.

It is well established that MICE tourists spend two to three times more than what the traditional holiday makers spend. The MICE segment also helps stimulate economic activity through ancillary services such as transport and logistics, food and beverage, convention services, entertainment etc.

While Sri Lanka's share of the regional MICE market has seen steady growth in recent years especially from India, much needs to be done to reach the full potential of this lucrative sector. One complaint we have heard is the lack of infrastructure to host large scale events. The Megapolis Plan that is currently being implemented in the Western Province and the new Financial City development project will no doubt be a major fillip in the growth of this segment in the future.

My Ministry has placed great importance on developing the MICE sector and has set certain targets which we are confident of achieving. One of the targets is to build a high capacity state of the art convention center in Colombo. The main focus is to draw the Indian and Chinese markets and our future advertising and promotional campaigns will be directed towards achieving this objective.

We are also keen to see large scale foreign investments coming in to the hospitality sector and welcome the big players that have already entered the arena such as Anantara, Sheraton, Movenpick, Hyatt Regency, Shangri-La, Marriot, ITC, Silver Needle who I believe will have their own banqueting and convention facilities.

I'm happy to note that the SLCB has been revamped under the guidance of the new Chairman and is now more aggressive in its outlook. A bright future lies ahead for the MICE sector and I take this opportunity to congratulate the SLCB on its performance.

Hon. John Amaratunga

Minister of Tourism Development and Christian Religious Affairs



"I'm happy to note that the SLCB has been revamped under the guidance of the new Chairman and is now more aggressive in its outlook. A bright future lies ahead for the MICE sector and I take this opportunity to congratulate the SLCB on its performance."



Highlights

Advising, Collaborating and Coordinating

- SNAV Congress 2016
- PATA world Congress in Sri Lanka
- Joint Promotions with REDBULL
- Host Chinese travel agents
- Press Conference - LSR Marathon
- Press Conference – Lanka Challenge 2015
- Web Launching & Press Briefing – ICSE 2015
- Nigel Barker Visit to Sri Lanka
- 8th International conference on Perspective on Water Resources and the Environment (IPWE) 2016
- Work in connection with 20th IFCA bid (International Financial Cryptography Association International Conference in 2016).
- Meeting with a delegation from Buddhist Association of China and Fujian Province
- APICTA 2015 Awards and related events
- MICE Travel Mart 2015
- Shreya Ghosal's visit to Sri Lanka
- Event Support for MICE related activities in Sri Lanka

Training

- Regional Training programme in Jaffna
- Regional Training programme in Kandy.
- Regional Training programme in Negombo.
- Talk on 'The Global Cruise Industry and What it means to Sri Lanka' – by Prof Ross Dowling

Research

- Re-launch of MICE Research Bulletin 2013.
- Submission of 2014 International meetings statistics to ICCA- 31 International events recognized by ICCA for Sri Lanka based on research inputs provided by SLCB.
- Communication with ICCA on constant updates w.r.t International events in Sri Lanka.
- Updating MICE events calendars.
- Prepared the presentation on the 'Role and scope of SLCB'

- Assignment of Colombo University for the data base Management software -in progress.
- SLCB's contribution as a member of the Committee for Biodiversity in Tourism

Marketing, Promotions & Publicity

- Overseas Promotions
- Participation in SATTE travel exhibitions
- Participation in MEEDEX 2015
- Participation in IT & CM in China
- Participation in ATM in Dubai
- Participation in IMEX 2015
- Participation in BITE 2015
- Country Promotion in Hyderabad
- Participation in CIBTM – China
- Country Promotion in Singapore –
- Participation in IBTM fair in Barcelona
- Participation in CITM in Kunmin
- Taking part at OTM Hyderabad
- Promotion at IFTM France
- Country Promotion in Bangalore during PATA Travel Mart in September
- Advertising & Publicity
- Advertisement in Trav talk - Sep issue
- Taking part in the evaluation process of the appointment of PR and Advertising company for Sri Lanka Tourism
- Finalising joint promotions with AMCHAM in India
- Publicity through Big Issue and Leisure Island Magazine
- Publicity through TTG MICE Asia
- Publicity through ICCA

Finance & Administration

- New software for SLCB database
- 2016 Marketing budget planning



Economic Evaluation

Economic impact & significance

“Towards the end of 2015, the SriLankan MICE industry has progressed to become a USD 525 million industry, with a high proportion of revenue 167,632,715 USD being generated by International events. Reaping the benefits of peace dividends, the industry particularly the International meetings, conference, incentive and exhibition segment has shown remarkable growth since year 2009.

Over the years there has been a rapid growth in both International and National MICE events. Although the number of International events were relatively lower than the number of National/Local events, a significant share of revenue (94%) was generated from International MICE due to foreign exchange earnings.

As per the study findings, the total number of International arrivals in 2015 amounted to 168,644, which is approximately 9% of the total number of MICE participants attending National/Local and International events during the given period.

In view of the increasing MICE Arrivals, SLCB awaits implementation of satellite accounting system to ascertain the overall benefits of MICE including positive spill over effects. Until then the MICE benefits include high spending by visitors, repeat holidays, image promotion and linkage to other trade and investments.

Introduction

Guided by the Ministry of Tourism Development & Christian Religious Affairs, SLCB continued its work throughout the year 2015 towards enhancing and tapping into opportunities for Sri Lanka as a sought after MICE venue in the global market. The outlook continued to be very positive. The activities of the Bureau included liaising with the industry, SriLankan Airlines and all other institutions connected with MICE tourism in Sri Lanka and continued its pivotal role of working in collaboration with all stakeholders.

Vision of Sri Lanka Convention Bureau

“To position Sri Lanka as Asia’s most sought after venue for MICE tourism (Meetings, Incentive Travel, Conferences, Exhibitions and Events”

Mission of Sri Lanka Convention Bureau

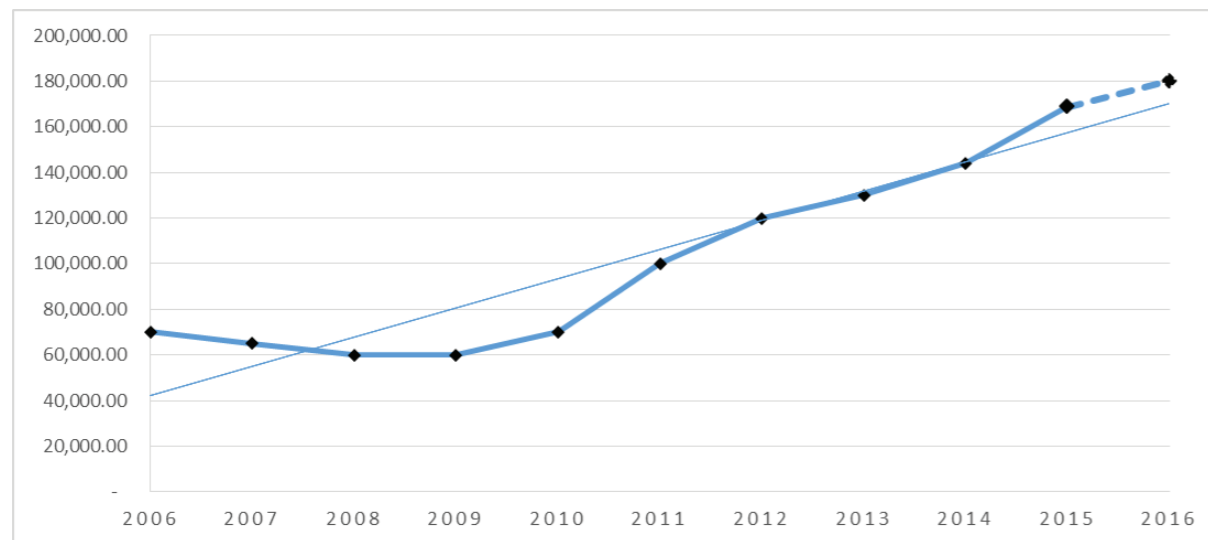
“Sri Lanka Convention Bureau will secure optimum revenue in foreign exchange from MICE tourism which will contribute to the national economy by uplifting of the living standards of those who are dependent upon the ‘Meetings Industry’ in Sri Lanka. ”

2015 MICE Arrivals (Approx)

	Overall Tourist Arrivals	MICE Arrivals	
January	156,246	9.2%	14,374
February	165,541	9.8%	16,223
March	157,051	9.1%	14,291
April	122,217	9%	10,999
May	113,529	10.8%	12,261
June		10.7%	12,355
July	175,804	8.7	15,294
August	166,610	9.1%	15,162
September	143,374	9%	12,903
October	132,280	10.3%	14,767
November	144,147	9%	13,117
December	206,114	8.2%	16,901
Total 2015	1,798,380		168,644

Source: Informal MICE Data SLCB subject to research confirmation in 2015

MICE Arrivals from 2006 onwards and projections



Source: Informal MICE Data SLCB subject to research confirmation in 2015

2. Advising-Collaborating - Coordinating (General Activities)

The role of SLCB deals with MICE (Meetings, Incentives, Conferences, Exhibitions and events), which is a niche market, and the strategies are different to that of tourism promotions. The work carried out by the Bureau can be broadly classified under four strategies which are based on the objectives laid down in the Tourism Act. These strategies are namely, research, training, marketing and a fourth strategy which encompasses SLCB's role in the industry in advising, collaborating and coordinating previously referred to as General activities.

SLCB's specialised functions also include assisting the industry in bidding, advising, planning, organising implementing as well as value adding to conferences and exhibitions as the government arm for the promotion of Sri Lanka as a venue for MICE events.

Given below are some of the general activities (advising, collaborating, and coordinating) which SLCB has been involved in one or more stages of the above, which also includes some key events of national significance.

2.1 Formal presentation of Sri Lanka's bid to hold SNAV

SLCB made a formal presentation of Sri Lanka's bid to hold SNAV (Syndicat national des agents de voyages – National Travel Agents Association of France) Congress in Sri Lanka in 2016 to SNAV President Jean Pierre Mas.

The bidding team, led by Tourism Development and Christian Religious Affairs Deputy Minister Arundika Fernando consisted of government officials and industry members. SriLankan Ambassador in France Tilak Ranaviraja joined the Sri Lanka team offering the fullest support from the embassy with the Trade and Commerce Department. SNAV delegation was afforded a grand welcome with the traditional ushering by dancers into Sri Lanka pavilion.



The bidding team with Deputy Minister Arundika Fernando



Handing over the formal bid by the Deputy Minister

2.2 Press conference on Sri Lanka to host SNAV Congress 2016



Tourism Development and Christian Affairs Deputy Minister Arundika Fernando, Sri Lanka Tourism Promotions Bureau Acting Chairman Paddy Withana, Tourism and Christian Affairs Ministry Secretary Janaya Sugathadasa and Connaisance De Ceylon CEO Chandra Wickramasinghe, Sri Lanka Conventions Bureau CEO Vipula Wanigasekera at the press conference

Sri Lanka has bagged the SNAV Congress 2016, which is being hailed as a landmark achievement for the country's tourism sector.

The official campaign to bring SNAV congress to Sri Lanka was spearheaded in Paris by members of the Sri Lanka Convention Bureau, the Embassy of Sri Lanka in France and the Tourism Promotion Bureau and was supported by the Ministry of Tourism and Christian Affairs, the Industry authorities and SriLankan Airlines.

The formal announcement of Sri Lanka as the host country of the SNAV congress will take place on the 18 November at the SNAV Annual General Meeting in Marseilles, France.

2.3 PATA World Congress in Sri Lanka

PATA CEO announced in Bangalore the awarding of Pacific Asia Travel Association Annual Summit to Sri Lanka in 2017.

Mario Hardy Chief Executive Officer of PATA made this announcement at a major event hosted by Sri Lanka Convention Bureau and SriLankan Airlines in Bangalore at Vivantha by Taj where Sri Lanka was presented as the latest tourism and MICE tourism destination in Asia to the hosted buyers of PATA attending PATA TRAVEL MART in Bangalore as well as over 100 Indian Tourism and MICE buyers.

A high powered team attending this event from Sri Lanka consisted of Ajith Dias Chairman SriLankan Airlines, Vipula Wanigasekera CEO of Sri Lanka Convention Bureau SLCB Mahen Kariyawasam, President SriLankan Inbound tour Operators Association and Members of Sri Lanka professional Conference and Exhibition organizers (SLAPCEO), Travel Industry of Sri Lanka, Senior Officers of SLCB and SriLankan Airlines. SLAPCEO was represented by Paddy Paul together with industry members who met a large cross section of the buyers during this event.



Head table - With Mahen Kariyawasam former President of SLAITO, CEO PATA Mario Hardy, CEO SLCB Vipula Wanigasekera, Chairman SriLankan Airlines Ajith Dias, Tourism Minister India Sri Deshpande, PATA Chairman Kevin Murphy

2.4 Shreya Goshal's visit to Sri Lank, March 2015

Understanding the importance of this event to the country, SLCB extended its fullest support by hosting the press conference and sightseeing tours of this global brand icon to Sri Lanka in March this year.



Visiting Pinnawala Elephant Orphanage

At SLCB's Press Conference at Hilton

As a result of Shreya Goshal's visit, Pinnawala Elephant orphanage was included in her facebook account which has close to 30 million fans, and no doubt from a Tourism perspective, Sri Lanka gained considerable mileage which would help in promoting the country as a venue for Corporate Meetings and Incentives generating from India.

Shreya Ghoshal performed at Havelock grounds on the 28th March to an audience of thousands of her fans, mesmerizing the crowd with her popular songs which the audiences sang along.

2.5 MICE Travel Mart 2015

In alignment with the mandate of SLCB, as per under the Ministry of Tourism Development & Christian Religious Affairs as per the Tourism Act 38 of 2005, to promote Sri Lanka for MICE Tourism (Meetings, Incentive Travel, Conferences , Exhibitions and Events) SLCB worked in collaboration with SLAPCEO and all industry members including Tourist Hotels Association of Sri Lanka, Sri Lanka Inbound Tourist Organizers, Association and Small and Medium Tourism Enterprises and SriLankan Airlines towards a successful event that was held in June 2015 with the participation of 40 MICE buyers and travel writers.



2.6 SLCB extended support toward the APICTA Awards and related events scheduled to take place in Sri Lanka in November 2015.



SLCB Senior Manager Ms. Achini Dandunage with the APICTA officials

2.7 In April 2015 Sri Lanka Tourism met with a delegation from Buddhist Association of China and Fujian Province led by Ven. Shi Ben Xing Thero who was one time a student of Kelaniya University to Promote Buddhist Pilgrim Tours from China.



CEO SLCB Vipula Wanigasekera addressing the gathering with Director Marketing of SLTPB Madubani Perera

A briefing covering buddhist history, buddhist culture, dhamma and current status of Spirituality was given by CEO of the Convention Bureau Vipula Wanigasekera while Madubani Perera Director Marketing of Tourism Promotion Bureau explained the plans for tourism development from China.

'This is very encouraging because this is a very high and upscale segment to promote at a time Sri Lanka is promoting Chinese Tourism aggressively. Further we will be able to attract a few Buddhist Conferences' from China in the coming year' said the CEO of SLCB Vipula Wanigasekera

2.8 20th International Financial Cryptography Association (IFCA) in 2016.



Gayan Peiris of Sri Lankan Airlines, Rafael Hirschfeld IFCA coordinator, Vipula Wanigasekera and Kumudu Hennadige of SLCB

Towards preparation a successful bid IFCA (International Financial Cryptography Association) International Conference in 2016, Sri Lanka Convention Bureau together with SriLankan Airlines invited Rafael Hirschfeld, the Coordinator of the event for a site inspection. The contact emerged during SLCB participation at the IMEX held last year in Frankfurt. The Conference was held in Barbados in 2014 and this year it was held in Puerto Rico in January. This is a prestigious event and the conference is week long, held usually in January / February. Number of delegates will be around 150 top professionals in financial security sector.

2.9 Sri Lanka secures the 8th International conference on Perspective on Water Resources and the Environment (IPWE) 2016

SLCB announced yet another internationally reputed conference, 8th International conference on Perspective on Water Resources and the Environment (IPWE) Conference - 2016 hosted by The Environmental Resources Institute of the American Society of Civil Engineers (ASCE-EWRI) in Colombo, at the Cinnamon Grand Hotel from January 4-6, 2016.

2.10 SLCB extended support to Nigel Barker Visit to Sri Lanka

SLCB extended its fullest support to host the internationally reputed photographer Nigel Barker in Sri Lanka from July 15-23. During his tour, the celebrity photographer, reality TV host, author and model conducted a workshop for Sri Lanka's fashion industry on fashion, photography and inspiration.



2.11 Web Launching and Press Briefing of International Conference on Structural Engineering (ICSE 2015) (<http://ssesl2015.org>) with the support of SLCB

The Society of Structural Engineers, Sri Lanka (SSE-SL) is preparing to celebrate its Silver Jubilee this year. As part of its celebrations the society has organized an international conference in 24th to 26th August 2015 at the Oak Room (Ballroom) of the Cinnamon Grand Hotel, Colombo, Sri Lanka.

The press conference and web launch for the conference was held on 23rd July at the SLITHM with the support of SLCB.



2.12 Lanka Challenge 2015 -Tuk tuk rally 'Lanka Challenge' Press Conference



At the Lanka Challenge press conference held on 23rd July at the SLITHM with the support of SLCB.

The seventh edition of 'Lanka Challenge', an 11 day tour of Sri Lanka on a favourite mode of local transportation – tuk tuks – held from 04th to 11th September 2015 under the support of Ministry of Tourism Development & Christian Religious Affairs.

15 teams comprising of 35 international participants registered for the 2015 edition of challenge organised by Large Minority for the seventh consecutive year.

2.13 LSR Marathon- Press Conference



At the Colombo Marathon press conference held at the SLITHM with the support of SLCB.

SLCB supported for 15th LSR Colombo Marathon 2015 known as the Colombo Marathon held on 04th October 2015. LSR Colombo Marathon has been conducted for the last several years against obstacles. This year's Participation was approximately over 5,500 Runners including a Foreign Participation of almost 200 runners from 29 countries covering all continents except South America.

2.14 SLCB, SriLankan host Chinese travel agents

A group of Chinese travel agents was hosted by the SLCB together with SriLankan Airlines. The group of 15 travel agents were shown many locations and attractions in Sri Lanka including MICE facilities.



SLCB CEO Vipula Wanigasekera presenting Sri Lanka to the delegation

B2B session in progress

The group had B2B sessions at the end of the tour in Colombo at SLITHM.

2.15 Red Bull Kart Fight 2015

Red Bull Kart Fight 2015 held on November 28 and 29 at the Kanway Autodrome in Mirigama under the support of SLCB.



Kumudu Henedige, Manager Marketing & Promotions at SLCB at the Red Bull Kart Fight 2015

Assistance provided for MICE related activities where SLCB took the opportunity to make presence or presentations to delegates urging them to revisit Sri Lanka.

Month	Date	Local Event Organizer	Event
January	28 Jan - 2 Feb	Sri Lanka College of Anaesthesiologists	31st Annual Scientific Sessions of the College of Anaesthesiologists of Sri Lanka
February	3-9 Feb	Aitken Spence	Kesari Group India
February	19-21 Feb	Sri Lanka College of Demartologists	24th Lanka Derma - Annual Academic Sessions and Joint Meeting with German Demartological Society
February	21-Feb	College of General Dental Practitioner of Sri Lanka	Annual Session of College of General Dental Practitioner of Sri Lanka
March	27-30 Mar	Sri Lanka College of Psychiatrists	Annual Academic sessions 2015 of Sri Lanka College of Psychiatrists
April	3-5 Apr	Jetwing Travels	Vini Cosmetics - Tour to SL
April	14-Apr	Jetwing Travels	TATA Hitachi - Tour SL
April	25-27 Apr	Helanka Vacations	FORCE Congress
May	06-08 May	Institute of Management of Sri Lanka	AAMO Meeting
May	7-May	MP Events Lanka (pvt) Ltd	9th Indian Trade Fair
May	08-12 May	Royal Holidays	Coromandal Fertilizer - MICE tour SL
May	10-16 May	Jetwing Travels	3M India Group Conference
May	22-24 May	Toastmasters International Sri Lanka	Toastmasters International District & Conference - Ovation 2015
June	1-5 June	Jetwing Travels	National Marketing Convention 2015
June	12-13 June	The Sri Lanka Heart Association	3rd Sri Lanka Intervention Meeting (SIM)
June	12-14 June		Construction Expo 2015
June	12-21 June	Sri Lanks Accreditation Board of Conformity Assessment	APLAC - PAC Joint Annual Meeting 2015
June	17-20 June	Jetwing Travels	Mahindra Group Tour
July	3-5 July	The National Chamber of Sri Lanka	Ayurveda Expo 2015
July	5-8 July	Sri Lanka Medical Association	128th International Medical congress of SLMA
July	9-12 July	University of Moratuwa	IEEE Region 10 Student YP. WIE Congress 2015, Sri Lanka
July	15-Jul	Cinnamon Hotel Management (pvt) Ltd	Nigel Barker Visit to Sri Lanka
July	16-18 July	Sri Lanka Heart Association	Academic Scientific sessions of the Sri Lanka Heart Association
July	18-22 July	Yathra Travels	Marathon Event in Sri Lanka by Runners without Borders, Japan
July	19-Jul	Asian Escapes	HDFC bank India group visit
July	30 July - 2 Aug	Sri Lanka College of Paediatrician	2nd Conference of South Asian Paediatric Association & 18th Annual Scientific Congress of SLCP

August	7-9 Aug	LECS	Pro Food/ Pro food pack & Agri Biz 2015
August	10-11 Aug	Sri Lanka Geo-Technical Society	International Conference - ICGE Colombo 2015
August	10-12 Aug	University of Moratuwa	International Conference on Advances in Highway Engineering & Transportation Systems (ICAHETS)
August	18-19 Aug	OPA	OPA Annual Conference 2015
August	19-Aug	The college of Surgeons of Sri Lanka	The Annual Academic sessions of the college of Surgeons of Sri Lanka - August 2015
August	20-23 Aug	Walkers Tour	Valvoline Mice Group
August	21-30 Aug	Alloance Fraçaise de kotte, British Council	Colombo Scope 2015
August	24-25 Aug	University of Colombo, School of Computing	ICTer2015
August	28-30 Aug	Colombo Institute of Research and Psychology	International Conference on Applied Psychology 2015
September	2-4 Sept	TIIKM	2nd International Conference on Nanoscience & nanotechnology - ICNSNT 2015
September	04-14 Sept	Connaissance de ceylon	Lanka Challenge - Three Wheeler Challenge
September	7-9 Sept	The computer society of Sri Lanka	33rd National Information Technology Conference (NITC 2015)
September	9-Sep	College of pathologists of Sri Lanka	Dancers and Drummers International Conference
September	15-17 Sept	Sri Lanka college of Haematologists	Annual Academic sessions of Sri Lanka College of Haematologists
September	19-Sep	Time & Space Advertising (pvt) ltd	Ankit Thiwari Live In Concert
September	24-26 Sept	Helanka Vacations	Colombo International Maritime Conference
September	25-Sep	Department of Economics, University of Colombo	Tourism Day Celebration 2015
September	28-Sep	Cinnamon Hotel	Future of Tourism Conference
October	3-7 Oct	The ceylon Association for the Mentally Retarded	22nd Conference of the Asian Federation on Intellectual Disabilities
October	4-Oct	LSR Travel	LSR Colombo Marathon
October	06-09 Oct	Jetwing Travels	140 MICE pax to SL - Bharthi Axa
October	8-10 Oct	American Chamber of Commerce SriLanka	AMCHAM Executive Directors Conference
October	10-16 Oct	Cinnamon Hotels and Resorts	Treasure Hunt
October	11-15 Oct	Aitken Spence Cargo	World Air Cargo Organizaton Conference
October	22-27 Oct	Jetwing Travels	Malaysis Incentive Group to Sri Lanka
October	23-24 Oct	Sri Lanka College of Pulmonologists	7th Respire Conference

November	1-3 Nov	Wild life Nature protection society of Sri Lanka	Symposium on Wild Cats of South Asia Past & Present
November	3-5 November	Ministry of Irrigation	INWEPF symposium 2015
November	04-07 Nov	150 pax MICE team from India	Diethelm Travel Sri Lanka
November	05-06 Nov	TIIKM	International Conference on Hospitality & Tourism Mgt 2015
November	6-11 Nov	The Film Director's guide of Sri Lanka	International Film Festival of Colombo 2015
November	16-20 Nov	Sri Lanka Accreditation Board for Confirmity Assesment	4th Sega meeting in colombo
November	16-19 Nov	MDF Asia	The Annual International Disaster Convention 2015
November	18-Nov	Tourist Club, Department of Archeology	Golden foot print of tourism - 2015
November	20-Nov	Serendivus International (PVT) Limited	International Conference on Apparel, Textiles & Fashion designing 2015
November	19-21 Nov	Aitken Spence Travels (pvt) Ltd	CHOVA 2015
December	1-31 Dec	Western province tourist board	Construction of tallest christmass tree in Asia
December	3-Dec	Colombo Acaemy of Hospitality Management	Conference on Integrating the Management Participation for MICE
December	08-12 Dec	MP International	India Sourcing fair 2015
December	10-12 Dec	Serendivus International (PVT) Limited	3rd International conference on Ayurveda, Unani, Sidda & Traditional Medicine 2015
December	11-Dec	b connected	Pan- Asia women farmer forum - organized by OXFAM
December	11-18 Dec	Jetwing Travels	Indian MICE group 900 pax
December	15-16 Dec	TIIKM	2nd International Conference on Poverty & Sustainable
December	18-23 Dec	Tangarine Tours (pvt) Ltd	Singapore Consultancy company - Incentive group 19 pax
December	16-19 Dec	Jetwing Travels	Indian MICE group 70 pax

3. Research & Development

3.1 SLCB'S initiatives towards 100 days programme

As per the directives of the Ministry of Tourism to submit Action plan for Government's 100 days programme, SLCB submitted the goals to be achieved within the given period and have successfully achieved same.

Subsequent updates were as made to the specified targets and progress was reported at the Progress Review meetings with the Honourable Minister.

The 100 days programme - Sri Lanka Convention Bureau (SLCB)

Activity	January				February				March					April			
	1 wk	2 wk	3 wk	4 wk	5 wk	6 wk	7 wk	8 wk	9 wk	10 wk	11 wk	12 wk	13 wk	14 wk	15 wk	16 wk	17 wk
MICE documentary Film																	
Information Brochure																	
Trade Fair Participation																	
Research Statistical Bulletin																	
Communication with Profess. Association																	
MICE Training Program																	
Events Support																	

3.2 The Statistics of the Research bulletin 2013 was finalised and the printing of document was completed towards the end of June.

Given the fact that the Research bulletin was not compiled for 6 years this is a significant achievement for the Bureau in a fast paced environment where data collection from stakeholders of MICE industry has been a long-drawn-out process that entailed considerable time and effort.

4.3 Re-launch of statistical Bulletin

In July 2015 the SLCB Research Division re-launched the statistical Bulletin after a lapse of 6 years. The launch was attended by the industry members and the findings were presented by SLCB CEO Mr. Vipula Wanigasekara and Manager Research Ms. Iyroschi Jayawardena at the Sri Lanka Institute of Tourism and Hotel Management auditorium.



SLCB CEO Vipula Wanigasekara

SLCB Manager Research Iyroschi Jayawardena

The statistics confirmed that the MICE industry in Sri Lanka is now a 177 million dollar industry with high growth potential.

3.4 The Research division continued to work closely with ICCA for greater recognition and renewed its membership for year 2015 with International Congress and Convention Association (ICCA) with a view to strengthening its relationship for future benefits. Sri Lanka's membership with ICCA is maintained through SLCB only.

3.5 Data base

Bureau took measures to revamp the data base towards updating and having an improved format.

3.6 With the Research division being strengthened, the bureau continued its work in connection with business leads and connecting with the associations towards bidding for international association meetings.

3.7 SLCB's Research function continued to maintain a strong dialog with ICCA towards being updated with available resource's, industry news and to ensure that Sri Lanka's visibility is strengthened by providing updates to the ICCA database w.r.t International events being secured by Sri Lanka. Based on the submission and supporting data sent to ICCA by SLCB Research division. International events held in Sri Lanka in 2014, ICCA updated their online database and records to include 30 events held in 2014 in SL in their international events list for 2014. This is a noteworthy achievement which projects the progress of Sri Lanka as a preferred meetings venue worldwide, which is proven by the number of internationally recognized events increasing and almost doubling (as per ICCA classification) in comparison to the held in Sri Lanka in 2013 (which was only 17 events)

EVENT CODE	TITLE	START DATE	SCODE
1	201410861 4 Asia Energy Security Summit -AESS-	2014.02.26	6029119
2	201410863 IFAA 4 Educational Conference	2014.03.05	6029120
3	201405636 5 International Symposium on Water Resources and Renewable Development Asia -ASIA 2014-	2014.03.11	6017497
4	201402528 21 IFLN Membership Conference	2014.03.23	6011351
5	201402576 24 Annual Meeting of the Forum of Bible Agencies International	2014.04.09	6023052
6	201410884 Asia Pacific Conference of the Civil Air Navigation Services Organisation - CANSO-	2014.05.05	6029136
7	201403167 7 World Youth Congress	2014.05.06	6013354
8	201410890 7 Meeting of CAPSCA Asia Pacific -CAPSCA – AP- Project	2014.05.20	6029139
9	201402774 RadioAsia 2014 Conference	2014.05.21	6013631
10	201410894 24 South Asia Teaching Session -SATS- on International Humanitarian Law -IHL-	2014.05.26	6029140
11	201406174 World Blood Donor Day -WBDD2014-	2014.06.09	6028128
12	201410907 Richmond Fellowship Asia Pacific Forum Conference on Mental -ASPAC- Conference	2014.07.27	6029148
13	201404957 9 APTE-Asia Pacific Conference on Transportation and the Environment -APTE-	2014.08.06	6006713
14	201406163 12 Congress of the SAARC Academy of Ophthalmology	2014.09.28	6028125
15	201406166 9 SAARC ENT Congress	2014.10.09	6028126
16	201400297 International Convention on Quality Control Circles -ICQCC 2014-	2014.10.12	6001344
17	201410930 9 Congress of the Afro-Asian Peoples' Solidarity Organization -AAPSO-	2014.10.18	6029158
18	201407340 Global Rubber Conference-GRC-	2014.10.27	6021033
19	201408705 10 International Congress of the British International Doctors' Association - BIDA-	2014.11.01	6015908
20	201408817 Asia Pacific Regional Conference of the International Federation of Airline Pilots' Associations -IFALPA-	2014.11.13	6012647
21	201408615 8 International Congress of the Asian Society Against Dementia -ASAD 2014-	2014.11.14	6019882
22	201410931 World Packaging Organization -WPO- Congress 2014	2014.11.17	1356901
23	201403514 Better Air Quality Conference -BAQ 2014-	2014.11.19	6021531
24	201405353 World Biodiversity Congress -WBC- 2014	2014.11.24	6027818
25	201410932 Asia Pacific Business Forum -APBF- 2014	2014.11.25	6029159
26	201410933 65 APRACA Executive Committee Meeting	2014.12.01	6029160
27	201403294 10 CIB W102 Working Commission on Information and Knowledge Management in Construction Conference	2014.05.04	6016261
28	201402190 14 Congress of the Asian Association of Endocrine Surgeons	2014.03.13	6002467
29	201410871 8 Asia Pacific Regional -APR- Scout Leaders' Summit 2014	2014.04.26	6029126
30	201410928 5 Financial Stability Forum and 5 Meeting of SEACEN Deputy Governors in charge of Financial Stability and Banking Supervision	2014.09.11	6029157

4. Training

4.1 Regional Training –Jaffna

Fulfilling the objectives of SLCB as mandated by the Tourism act No 38 towards maintenance of professional standards, encouraging and promoting the development of professional skills of those involved in MICE tourism and the hospitality industry, SLCB conducted 6 regional training programmes in 2013,& 2014 namely in Negombo, Kalutara, Dambulla, Kandy, Jaffna an Passekudah.

Continuing these efforts this year SLCB conducted a full day training programme in Jaffna on the 26th of March 2015.

Taking forward SLCB's initiatives towards updating & equipping the hoteliers in the outstation areas, towards maintenance of professional standards and promoting the development of professional skills of those involved in MICE tourism, as per the objectives of the Bureau, as mandated by the Tourism act No 38 of 2005 (page 32-33), SLCB carried out its first regional training programme in 2015, in Jaffna at Green Grass Hotel. The program was conducted on the 26th of March in collaboration with Northern Hoteliers Association at the Green Grass Hotel.



Trainer Paddy Paul

Participants Presenting case studies



Participants with trainers

The program covered the current status of tourism globally and locally, MICE potential, operational elements of incentive travel and how to build competitive edge through creativity.

The programme was very successful and was greatly appreciated by the participants who stressed that there is limited training opportunities in the region. There was extremely positive feedback and the enthusiasm of the participants was indeed noteworthy. With the positive feedback from those who attended the training programs, it is anticipated that the other regions too would benefit immensely from such programs.

4.2 Regional Training –Kandy

Second Regional MICE training programme for year 2015 was held in Kandy. The program was conducted on the 16th of June in collaboration with the Kandy Hoteliers Association at the Earl's Regent Hotel, Kandy.

The programme was very successful and was greatly appreciated by the participants and they requested training of this nature to be provided more frequently.

Fifty Eight participants took part in the training, majority of them representing hotels in Kandy and about 8 hoteliers from Nuwera-Eliya Hotels. The trainers were Ziyen Ameen-President of SLAPCEO, Felicia Adhihetty –Managing Director of B Connected, Vipula Wanigasekera -CEO SLCB and Iyroschi Jayawardene- Manager Research, Development & Training SLCB. The sessions were followed by a group exercise and presentations by each group.

The program covered the following areas which included current status of tourism globally and locally, MICE potential, operational elements of incentive travel and how to build competitive edge through creativity-

- Tourism - Global and Local perspectives - Vipula Wanigasekera, CEO/GM SLCB
- MICE tourism Trends & Developments- Iyroschi Jayawardene, SLCB Manager Research, Development and Training
- Handling MICE events – Felicia Adhihetty, Managing Director of B Connected
- Incentives –Who, what, why, how - Ziyen Ameen, President of SLAPCEO

4.3 Talk on ‘The Global Cruise Industry and what it means to Sri Lanka’ – by Prof Ross Dowling

SLCB together with Australian College of Business and Technology (ACBT) organized a presentation on 04 August 2015 made by Prof Ross Dowling in which he enlightened the potential for Cruise tourism for the SriLankan Industry while cautioning the pitfalls that may have to be overcome.

He spoke about ‘ The Global Cruise Industry and What it means to Sri Lanka’

Prof Dowling also met the Industry members who are connected to Cruise tourism and discussed future activities where he could be the advisor on many areas in the subject matter.

Prof Ross Dowling is Foundation Professor of Tourism and Associate Head of the School of Business, Faculty of Business & Law at Edith Cowan University in Australia. He is an Advisor to UNESCO Global Network of National Geoparks (France), and International Cruise Research Society (Germany).

In Western Australia he is Chair of State's Cruise WA Committee and he is conducting

international research in the fields of Cruise ship tourism, Geotourism and Ecotourism with over 200 publications. In recent years he has co-authored or co-edited ten books on tourism.

5.4 Regional Training –Negombo

Continuing with the training program of Sri Lanka Convention Bureau in MICE activities a full day training session in Negombo was on 31st August 2015 in collaboration with the Negombo Hoteliers Association and Sri Lanka Professional Conference, Exhibition and Events Organizers at the Jetwing Beach, Negombo.

SLCB took the initiative to conduct the MICE training in the regions to update the various departments in the hotels in handling MICE events. Every year SLCB conducts this program around the country to ensure that all hoteliers involved in MICE get opportunity for this training which is conducted by the MICE experts and practitioners in the country.

Forty participants took part in the training, majority of them representing hotels in Negombo. The trainers consisted Ziyen Ameen-President of SLAPCEO, Felicia Adhihetty –Managing Director of B Connected, Vipula Wanigasekera - CEO SLCB and Achini Dandunnage - Senior Manager SLCB. The sessions were followed by a group exercise and presentations.



Felicia Adhihetty, Managing Director of B Connected on handling MICE Events

Vipula Wanigasekera, CEO/GM SLCB on Tourism - Global and Local perspectives

5. Promotions

5.1 Publicity

- 5.1.1 Sri Lanka received publicity through the TTG MICE Asia Pacific cover story (February/March 2015 issue) on outlook 2015 in countries across Asia.



Outlook 2015

MY RESOLUTION 2015 "INCREASING THE FACILITIES WITHIN OUR CONFERENCE HALL, SUCH AS ADDING ANOTHER AUDITORIUM FOR 2,000-3,000 PAX, AND EXPANDING STALL SPACE TO ABOUT 600 STALLS FROM THE CURRENT 400."

Bandula Ekanayake
Director
Bandaranaike Memorial International Conference Hall

Tuk-tuks in Colombo

Hopes pinned on first-ever MICE Travel Mart

SRI LANKA
by Feisal Samath

Having had a successful year in 2014 attracting small conferences and meetings, Sri Lanka aims to expand this segment in 2015, starting the ball rolling with a travel mart for regional incentive and conference planners.

According to Vipula Wanigasekera, general manager of Sri Lanka Convention Bureau (SLCB), a MICE Travel Mart – the first ever here – will be held in February or March where 50 to 100 incentive and conference planners from India, Pakistan, Bangladesh, Singapore, Malaysia, Indonesia and Vietnam will be hosted with pre-paid airfares and free hotel accommodation.

"We want to show this group – the most important in the MICE industry – the diversity of our offerings, ranging from city hotels to the green environment," he said.

The number of conferences in 2014 rose to 62, from 42 in 2013. A 10 to 20 per cent increase is forecast for this year.

Another initiative that is greatly anticipated for this year is a campaign roping in representatives of 200 government organisations to attend conferences abroad to promote the country as a conference destination, with a special push for Colombo.

"We met the heads and senior officials of these state organisations and impressed upon them the need to promote Sri Lanka through the conference circuit," he said.

In January, SLCB launched a mega promotion campaign in several Indian cities, including Mumbai and New Delhi, to promote meetings and incentive travel to Sri Lanka.

Lanka Exhibition & Conference Services general manager, Aasim Mukthar, said there has been a drop in Indian incentive visitors due to high hotel rates. For instance, five-star rooms in Colombo command a minimum of US\$170 per night compared to US\$100 or lower in Malaysia or Thailand.

"Indians also find it boring outside (their hotels in) Colombo as there is not much nightlife or after-dark entertainment," Mukthar added.

However, SLCB's Wanigasekera said while 50 per cent of the Indian incentive market may look for cheaper options, the rest is willing to pay for a unique product and this is where Sri Lanka stands out, he believed.

"Our diversity is unmatched and we are essentially one of the few green destinations still around," he explained.

I predict...

Aasim Mukthar
General manager, Lanka Exhibition & Conference service

An increase in the number of Chinese companies participating in local trade fairs and exhibitions. There was an increase in 2014 and we see this growing in the next few years, particularly since China is due to enter into a Free Trade Agreement (FTA) with Sri Lanka. Chinese companies view participating in local trade fairs as a window to the Sri Lankan market and sales of their products. The proposed FTA will be a huge facilitation.

Zian Ameen
General manager, Aitken Spence Exhibitions and Conventions, and president, Sri Lanka Professional Conference, Exhibition and Events Organisers

We are excited by the major promotional campaigns planned by the Sri Lanka Conventions Bureau (SLCB) through the MICE Travel Mart and also a campaign encouraging hundreds of government representatives attending overseas conferences to make a bid to host the next meeting in Sri Lanka. These are challenging initiatives and we are fully backing SLCB in this endeavour and its many promotions that would take place in India next year.

5.1.2. Publicity in CEI Asia



Sri Lanka draws more conferences and incentives; More than 50 international and regional events this year
By Gerardine Donough-Tan 17 March 2015

Sri Lanka is looking beyond its sub-continent for business events as foreign interest grows and infrastructure improves. While 2014 saw many international conferences such as in construction, transport and rubber, there will be more than 50 international and regional conferences this year.

Vipula Wanigasekera, CEO of Sri Lanka Convention Bureau (SLCB), says: "With infrastructure development, including new properties, the conference business is catching up very fast. Sri Lanka also offers locations and products of diverse nature—that helps incentive programmes and our industry experts can put together creative, value-for-money propositions."

SLCB has five separate strategies for meetings, incentives, conferences, exhibitions and events, each with a target market and promotional strategy.

Asia Pacific is key for conferences; India and Europe for incentives; and India and the Far East for corporate meetings. However, exhibitions are still mainly regional.

Big local professional conference organisers and destination management companies share SLCB's optimism.

Ziyan Ameen, Aitken Spence Conventions & Exhibitions Assistant General Manager, says: "We see strong growth in incentives and conferences. There is increasing outbound travel from China, and corporate meetings from Southeast Asia.

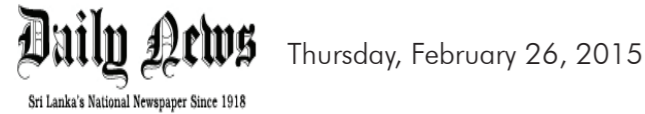
"Aitken Spence has partnered with Pacific World to operate Pacific World Sri Lanka and Pacific World Maldives, drawing incentive groups from around the world."

Walkers Tours has managed large groups from India, such as a 1,600-member Philips contingent this January that was spread across four five-star hotels and met at Sri Lanka Exhibition & Convention Centre. Other big groups were from Domino's Pizza and Coca-Cola. Singapore, Malaysia and Indonesia are future target markets.

Foreign players are also entering the market. Sphere Conferences from Singapore, a 'first mover' in Myanmar, has ventured into Sri Lanka. Investors and developers at its inaugural Sri Lanka Hospitality Investment Conference in 2014 showed such keen interest in the Indian Ocean region that this year's conference in May will cover Maldives, Mauritius, Seychelles and Sri Lanka.

More flights, visas on arrival and online and the Colombo-Katunayake airport expressway are facilitating travel. Hilton will soon see other global brands opening Hyatt, Marriott and Mövenpick, and Sheraton and Shangri-La in 2016-2017.

5.1.3 Press release on the re-launch of Ramayanaya Trail.



Ramayanaya trail to be revived

The Ramayanaya trail will be re - launched by the Sri Lanka Convention Bureau together with SLTPB and SriLankan Airlines in the coming months. The 14 sites accessible out of identified 52 Sites will be heavily promoted through various itineraries and packages.

The traditions of the Ramayana form an integral part of the shared cultural heritage of India and Sri Lanka. Major part of the Ramayana Episode has taken part in Sri Lanka and therefore Sri Lanka has special significance in the Ramayana Epic where pilgrim tourism can be promoted from India.



The sites include the places where Sitha Devi has travelled to, consisting of archaeological areas, caves, mountains and temples which are of immense interest to Hindus. Sita Eliya, Ravana Ella, Hakgala, Maligatenna, Roomasala, Sitawaka and Kelaniya are some of the prominent localities associated with the Ramayana traditions.

During the last few years, India became the primary tourist and MICE tourist generating market for Sri Lanka. To cater to Indian market, Sri Lanka Tourism structured many new tourism products. Facilities for Corporate meetings and Incentives were among them. "We are producing promotional material including a comprehensive Ramayanaya brochure with a travel plan. We will promote the trail among religious institutions in India during our Indian promotions with SLTPB."

"Similar to pilgrim traffic to India, we are only promoting the sites where Sita Devi is said to have travelled to as per the Ramayana epic." "We want to pitch the Ramayana Trail to high end corporate clients in India who are Hindus and Ramayana devotees," SLCB CEO Vipula Wanigasekera said.

6.1.4 Publicity through M&T group India in the largest MICE Group hosted by Sri Lanka in January 2015



Sri Lanka hosts largest Indian MICE group

Sri Lanka hosted the largest ever MICE movement from India in January when a group of 1,600 delegates visited the island. Philips India, an electrical and entertainment electronics major, whose incentive group occupied 800 rooms on twin-share basis in several major hotels in Colombo, conducts series incentives, mostly in short haul destinations in Asia.

Meetings and events were held daily with the entire movement being managed by Walker Tours, a subsidiary of John Keells Holdings, the largest destination management company (DMC) in Sri Lanka, and Enthuse Answers, an Indian event management company. Vasantha Leelananda, executive vice president, John Keells Holdings, said: "With this experience we are now in a position to fully exploit the MICE potential in the Indian market and I am confident we will have many opportunities for conferences, meetings as well as large events including weddings in the future."

5.1.6 Publicity in MICE Talk JULY 2015 Issue

- 5.1.7 Publicity in TTG Asia magazine issued at the current Pata summit in Bangalore
 Web link: <http://epublishbyus.com/ebook/ebook?id=10042153#/14>

07.09.2015 TTG Show Daily PATA Travel Mart 14

Destination Sri Lanka

Fighting for tourism dollars

A new chapter of economic and tourism development is taking place in Jaffna in the post-war era. By Feizal Samath

When the 500-seater train from Colombo pulls into Jaffna railway station every afternoon, some 50 to 75 foreign backpackers usually get off.

The morning train to Jaffna has a sizeable number of western tourists, Vipula Wanigasckera, general manager and CEO of Sri Lanka Conventions Bureau told the Daily. "These FITs normally explore the city using a motorcycle hired in Jaffna."

That is a sharp contrast to the Jaffna barely six years ago, where tourism in this war-torn region was almost non-existent. Located in Sri Lanka's far north, Jaffna was once the epicentre of the country's decades-long ethnic-political conflict, enduring bombardments and heavy loss of life and property.

Now the historic Tamil city is waking up to a different picture. The heritage-rich city is receiving growing attention from intrepid travellers and foreign backpackers. Roads, malls and guesthouses have also sprung up since the civil war ended in 2009.

The city's infrastructure and accommodation, though still not up to international standards, have improved from a few rooms a decade ago to some 500 rooms now.

Malraj B Kirielia, director general of the Sri Lanka Tourism Development Authority, said the government is working on an integrated plan to develop and improve accommodation and attractions in Jaffna. "When required, we have facilitated investments in new hotels and guesthouses in the city," he said.

The authorities are currently planning to transform the city's military-controlled airport to a civilian facility with flights from southern India, which is less than an hour away.

Meanwhile, the city's first high-class property, the 55-room Jetwing Yali from the Jetwing chain, is due to open in December. "Jaffna is becoming a popular destination but may need a little more promotion," said Hiran Gooray, chairman of Jetwing Hotels Group. "Economic activity will soon take off and draw many travellers."

To some extent that is already happening. Large DMCs like Aitken Spence Travels are urging foreign tour operators to include Jaffna in their Sri Lanka brochures, while foreign travel consultants have started visiting Jaffna and the north to familiarise themselves with the region's facilities and sights.

The industry wants to popularise Jaffna as it is a new destination and something different from the other often-visited locations," said Nalin Jayasundera, managing director of Aitken Spence Travels, which handled 300-400 foreign visitors to Jaffna from March 2014 to April 2015.

Jaffna's star attractions are its beautiful beaches, rich tapestry of food and culture, decades-old Hindu temples, Keceralai natural water springs and Jaffna Fort built by the Portuguese.

The city is also well known for local wines prepared from large vineyards – a particular draw for French tourists. Tebon Fernando, general manager at STP Holdings, which owns two boutique hotels in Jaffna under the Heritage brand, said: "French visitors are keen to see vineyards during the season."

S Hariharan, managing director at the 30-room Subhas Hotel, the city's oldest hotel, said that many tourists also visit the nearby Delli Island to "look for the history of their ancestors". The island has an abundance of Dutch-period artefacts and 1,000 wild feral ponies.

Even surrounding areas like Kilinochchi, Mullaitivu and Mannar are considered new attractions in Sri Lanka, many of which are unexplored territories for both foreigners and locals alike.



Travellers are starting to venture into Jaffna, a city in Sri Lanka's north

- 5.1.8 Publicity in TTG MICE web site
 Web link : <http://www.ttg-mice.com/article/sri-lanka-to-welcome-pata-world-congress-2017/>
- 5.1.9 Publicity in TTG MICE August magazine

TTGmice August 2015 • 9

Sri Lanka intensifies conference bids, courts incentive houses to grow MICE

By Mimi Hudoyo

Conferences and incentives will take priority in the Sri Lanka Convention Bureau's (SLCB) marketing plans, following the destination's decision to push for an even stronger tourism sector performance.

Speaking to *TTGmice*, Vipula Wanigasckera, SLCB general manager, said conferences from Asia-Pacific will first be targeted, followed by international ones. To achieve these targets, SLCB has been bidding for events up to 2020.

Several international conferences are already in the bag for Sri Lanka and they include the 900-pax Asia Pacific ICT Alliance Award 2015 this November, the 16th Annual Science Council of Asia Conference and Council Meeting and International Symposium of the Commonwealth Medical Association – both in 2016, and the East Asia and Western Pacific Electricity Supply industry conferences in 2017 and 2018.

For incentives, SLCB will aim its promotions at the UK and Europe, followed by South-east Asia and the Middle East.

"We want to invite incentive houses and corporate meeting planners to come and see Sri Lanka for themselves. We are open year-round and do not have fixed dates for fam trips," he said.

Wanigasckera shared that MICE arrivals was around 144,000 in 2014, up 15 per cent over 2013, while total arrivals had surged from 500,000 in 2009 to 1.5 million last year. He is optimistic that MICE business will grow along with the development of supportive infrastructure.

Several hotels of international brands are due to be completed in 2018 and they "all have meeting facilities", he noted, adding that there are plans for a new exhibition centre to support the growing number of exhibitions in Sri Lanka.

Improving cross-country access, such as new expressways and Mattala Rajapaksa International Airport which opened in the south in 2013, will also spread MICE opportunities to more destinations.

The French city of Nancy is looking to gain a position on the world's MICE map with the formation of a convention bureau and launch of new event facilities.

Matthias-Lucien Rapeaud, general manager of the new Nancy Convention Bureau, said the bureau will first reach out to European markets before "expanding" into Asia.

The city, located 90 minutes from Paris and Luxemburg by train, welcomed a new convention centre last September. The facility offers a 2,400m² hall and two auditorium with 850 and 300 seats respectively.

"Since its opening it has hosted more than 150 events," revealed Rapeaud.

Event planners also enjoy access to 3,000 hotel rooms and a plethora of arts and cultural attractions which the city is known for. A private visit to the Duke's Palace or a cocktail party at a museum can be arranged. Business events can also be planned around the city's annual festivals and sports events. – **Mimi Hudoyo**

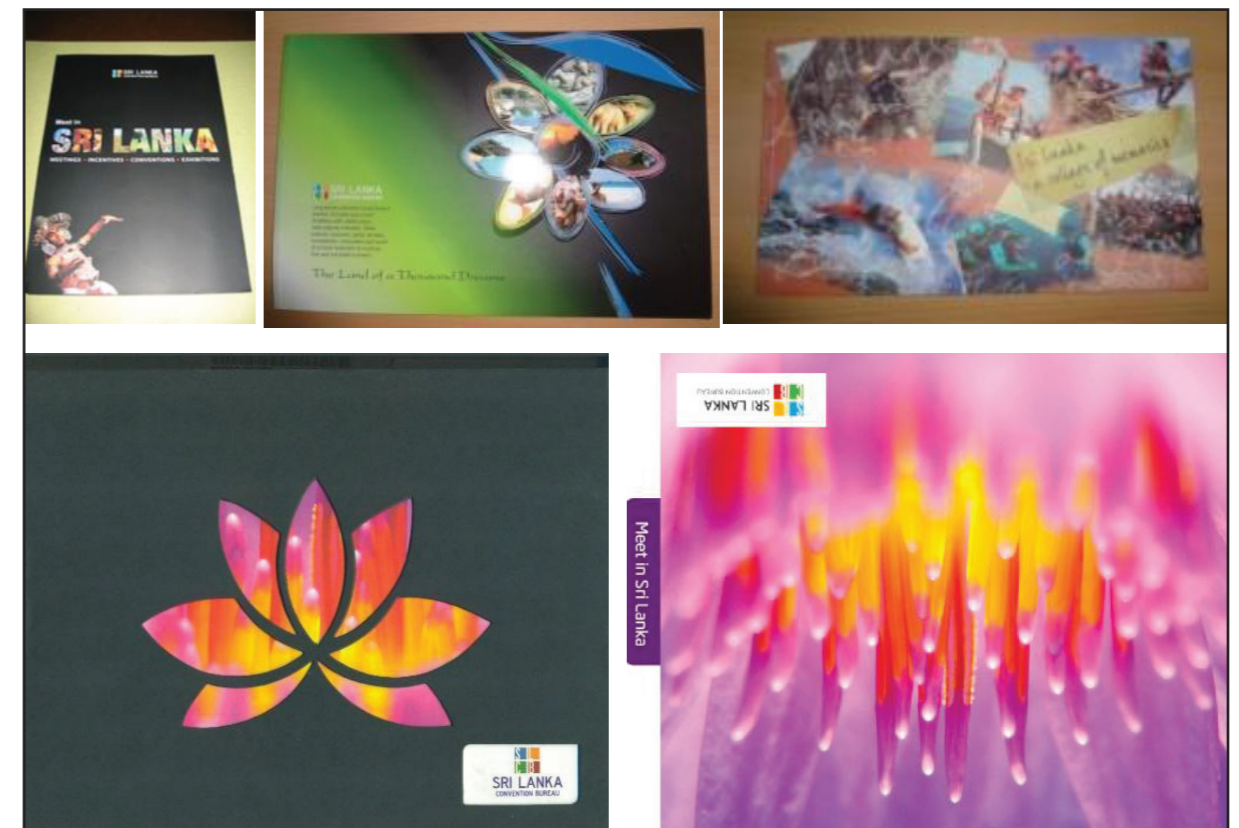
- 5.1.10 Publicity in The Nations news paper – 19.09.2015
 Web Link for the Article : <http://nation.lk/online/2015/09/19/a-bouquet-to-our-convention-bureau/>

- 5.1.11 Publicity in The New York Times – 12.10.2015
 Web Link for the Article : http://www.nytimes.com/2015/10/12/travel/surf-sri-lanka.html?_r=1

Exploring the Surf in Sri Lanka

The New York Times

5.2 Promotional Material



Meeting Planner

SLCB maintains the following promotional material

- Corporate Profile (CD) being updated
- MICE films
- Incentive Brochure
- Brochure for special activities – New
- Meeting planner
- Corporate gifts
- Meeting Planner
- Hambantota Convention Centre Brochure – in process
- Exhibition World Directory – Sri Lanka advert
- Promotional material for Ramayanaya Launch - A comprehensive Ramayanaya brochure with a travel plan. Pitching pitch the Ramayana Trail to high end corporate clients was produced.

5.4 Overseas Promotions

5.4.1 SLCB'S Participation at SATTE, South Asia's leading Travel show 29-31st January 2015

India being a key market for MICE, SLCB participated in SATTE travel exhibitions on 2015 with SLTPB in order to represent the MICE tourism segment. SATTE considered to be the largest annual travel and tourism exhibition in the region by UNWTO, and is attended by more than 650 exhibitors that included 35 National Tourist Offices, 26 State Tourism Boards from India, airlines, hotels, DMCs and cruise liners from the region. According to the organisers, the exhibition attracted around 12,000 visitors, which is a 42% increase over last year.



Opening Ceremony

SLCB Staff, Peumi Peiris-Assistant Manager- Research, Development, Trade Standards, Association Meetings, in Discussion with a Buyer

5.4.2 For the first time SLCB took part in MEEDEX 2015- MICE Trade fair which is a platform created exclusively for French buyers of incentives. MICE industry members joined SLCB in the new venture and appreciated the decision due to the positive response from the new buyers who attended this event.

SLCB was represented by its Marketing Manager Kumudu Hennadige and was assisted by Commercial Counsellor in the Embassy of Sri Lanka in France Alexi Gunasekera. Bureau also took the opportunity to discuss matters with the secretary General of SNAV- French Tour Operators Association concerning the possibility of hosting the SANV 2016 congress in Sri Lanka.



SLCB Marketing Manager Kumudu Hennadige, Embassy Commercial Counsellor Alexi Gunasekera and SLTDA Board Member Chandra Wickramasinghe with French Tour Operators Association Secretary General Jürgen Bachmann

MEEDEX Sessions in progress

5.4.3 Participation in IT&CM in China April 2015



SLCB Senior Manager Achini Dandunnaga, Mrs. Poonima Gunasekera, Consul General, Shanghai, China and Mr. Darren Ng, Managing Director TTG Asia

At IT&CM in China April 2015

SLCB together with SriLankan Airlines and the industry members took part at the 9th Incentive Travel & Convention Meetings (IT&CM) in Shanghai China. IT&CM is one of the well reputed MICE fairs in Shanghai which is organized by leading MICE travel company, TTG Asia.

5.4.4 Participation in ATM in Dubai 3-7 May 2015



CEO/ GM SLCB at the ATM 2015

SLCB took part at the ATM after 7 years having ascertained the market potential by approaching the MICE buyers not only in the Middle East but also the buyers attending from other countries.

5.4.5 IMEX 2015
19th – 21st May

Taking forward the tourism policy of attracting high end clients, SLCB participated in the IMEX MICE travel fair in Frankfurt, which is the largest MICE travel fair in the world and also the most effective promotional event for MICE particularly for incentive travel. This year's IMEX was recorded the highest number of exhibitors (exceeding 3,500 exhibitors) representing over 150 countries, and was held in Messe Frankfurt.



GM SLCB at IMEX

CB Chairman Mr.H.K. Udaya Kumara Rupasinghe and Manager Marketing - Kumudu Hennedige at

5.4.6 Participation in BITE 2015



SLCB together with Sri Lanka Tourism Promotion Bureau took part in BITE-Beijing international Travel fair. The 'Best Tourism Pavilion' award was also won by the Sri Lanka Tourism team at this fair.

5.4.7 Country Promotion in Hyderabad
23 July 2015

SLCBrevived the joint promotions with SriLankan Airlines in Hyderabad on 23 July 2015 at Taj Banjara with multiple activities namely Press Conference, Industry one to one meetings and evening interactive session.

Over 100 Indian MICE buyers based in Hyderabad attended the event while both print and electronic media covering the event and the message of Sri Lanka on MICE potential.

SLCB presented to the media as well as the Industry why Sri Lanka should be their next choice for MICE with the new locations and products for MICE activities while SriLankan Airlines explained their plans for India.



Responding to Indian Media

Indian Media in Hyderabad



Business Meetings



Presentation by Manager SriLankan Holidays
Gayan Peiris

Presentation 'Why Sri Lanka' by SLCB CEO Vipula
Wanigasekera

Overseas Press release about the promotion:

DECCAN Chronicle

<http://www.deccanchronicle.com/150724/business-latest/article/sri-lanka-woos-indians-mice-tourism>

5.4.8 CIBTM – China
05th to 08th August 2015

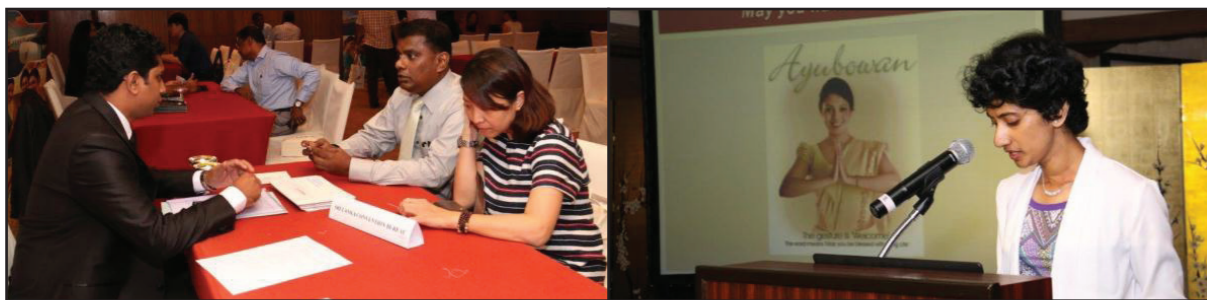


SLCB in its efforts to promote MICE from China, made an effective presence with SriLankan Airlines and the MICE Industry at IBTM which was held at the China National Convention Centre in Beijing.

The annual Exhibition which specializes in MICE was attended this time by 400 exhibitors representing 35 countries enabling them to meet over 2000 buyers including the Incentive Houses in China.

5.4.9 Country Promotion in Singapore -
20th Oct 2015

SLCB and SriLankan Airlines carried out a MICE promotion with Industry members in Singapore on 20th October 2015 at the Regent Singapore with one to one meetings and evening interactive session. Over 100 Singapore MICE buyers based in Singapore attended the event meeting 10 Industry members from Sri Lanka along with SLCB and SriLankan Airline officials.



Sri Lanka Team in IBTM...

SLCB Deputy Manager Ms. Pumi Peris Addressing the Gathering...

5.4.10 10IBTM fair in Barcelona
15th to 19th November 2015

SLCB together with industry DMCs were participated to IBTM MICE fair in Barcelona. IBTM World thus is a leading global event for the meetings, incentives, conferences, events and business travel industry and has a successful 27 year history as the leading exhibition for the meetings industry.



Sri Lanka team at the IBTM 2015

SLCB CEO Vipula Wanigasekara conducting presentations



SLCB booth

Business Meetings

5.4.11 11CITM in Kunmin
13th to 15th November 2015

SLCB made her presence at the China International Travel Mart (CITM) on Kunmin, November 2015. CITM is the largest professional travel mart in Asia. It has drawn the attention of people in the MICE industry worldwide.



Sri Lanka Team in IBTM 2015

SLCB Deputy Manager Ms. Pumi Peris in IBTM 2015

5.5 Web Related Promotions

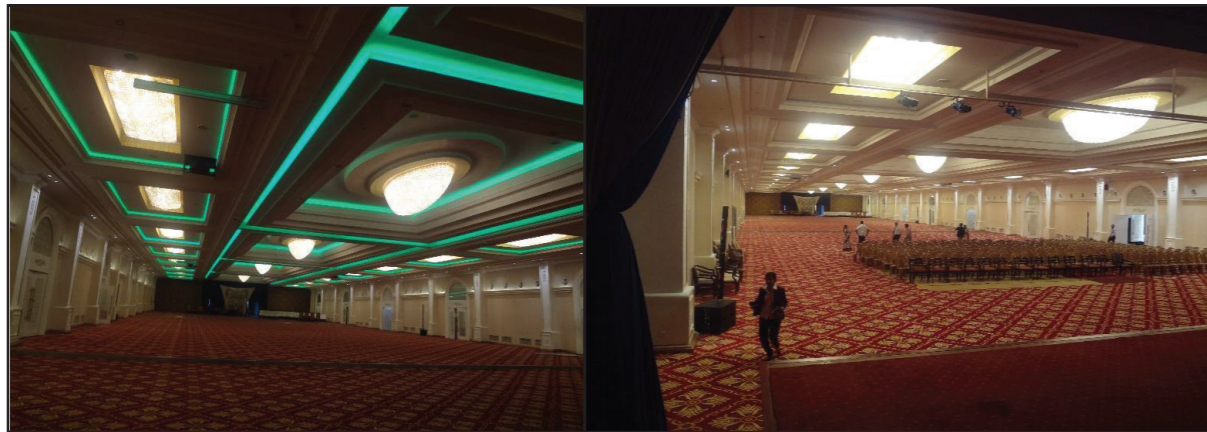
5.5.1 Web updating of www.visitsrilanka.net was carried out on daily basis.

5.5.2 In March this year, SLCB advert was featured in ICCA Newsletter.



6. Other Activities

6.1 On the 16th of March GM SLCB and senior manager carried out a site inspection of the Convention facility at Temple Tree which could accommodate an event of the magnitude of 6000 pax and made an assessment of the possibility of making the said venue available to the industry for future MICE events.



Temple Trees Conference facility

7. Industry Relations

7.1 SLCB continued to work closely with Sri Lanka Association of Professional Conference, Exhibitions and Events Organisers (SLAPCEO) in policy and operations towards development of the industry. In March this year, upon invitation by the president of SLAPCEO, SLCB took part in a Members get-together cum IAPCO Alumni Activation on the 19th of March 2015 at Galadari Hotel.

7.2 On the 26th of May SLAPCEO launched the IAPCO Alumni. SLCB was represented at this first Alumni meeting by Ms. Iyroschi Jayawardene-Manager Research development and training. The commendations and the following expectations in connection with SLCB's training initiatives were discussed at this forum and the following was noted for future action -

- To conduct sessions to educate heads (CEOs/ GMs and maybe functional heads) of Hotels/ DMCs etc on the importance of MICE.
- To conduct training programs at different levels (i.e separately for Senior management,

- middle management, operational level etc)
- Possibility of extending SLCB's regional training programmes currently conducted for hoteliers, to DMCs as well.

8. Finance & Administration

8.1 In accordance with the requirements, the Bureau has produced submitted all reports required by various Institutions including Progress Reports, Performance Report, General Performance and Progress Reports, Actions plans, Activity reports etc.

8.2 Organizational Structure

Position	Approved Carder Number of positions	Existing Carder number of positions	Vacant
General Manager	1	1	
Senior Manager	1	1	
Manager	2	1	1
Assistant Manager	3	3	0
Management Assistant	2	1	1
Driver	1	1	
Office Assistant	1	0	1
Total	11	8	3

8.3 SLCB Staff

Mr. H.K. Udaya Kumara Rupasinghe

Mr. Vipula Wanigasekera

Ms. Achini Dandunnage

Ms. Kumudu Henedige

Ms. Peumi Peris

Ms. Ranjika Perera

Mr. Champika Anuradha

Ms Arundathi Kumari

Mr. Sanjeewa Perera

- Chairman

- General Manager

- Senior Manager Operations

- Manager Marketing

- Assistant Manager, Research, Development, TradeStandards, Association Meetings

- Assistant Manager, Accounts and Administration

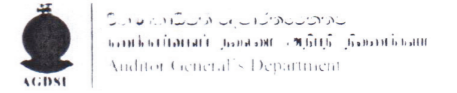
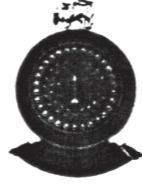
- Assistant Manager, Marketing

- Management Assistant

- Driver



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கணக்காய்வாளர் தலைமை அபிபதி திணைக்களம்
AUDITOR GENERAL'S DEPARTMENT



මගේ අංකය } TIP/A/SLCB/01/15/02 } මගේ අංකය }
எனது இல. } } உமது இல. }
My No. } } Your No. }
දිනය } 24 December 2016 }
திகதி } }

The Chairman
Sri Lanka Convention Bureau

Report of the Auditor General on the Financial Statements of the Sri Lanka Convention Bureau for the year ended 31 December 2015 in terms of Section 14(2) (c) of the Finance Act, No. 38 of 1971

The audit of financial statements of the Sri Lanka Convention Bureau for the year ended 31 December 2015 comprising the statement of financial position as at 31 December 2015 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 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 31 October 2016.

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.

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 judgment, including the assessment of the risks of material misstatements 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 power to the Auditor General to determine the scope and the 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 Convention Bureau as at 31 December 2015 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 the Financial Statements

2.2.1 Sri Lanka Public Sector Accounting Standards

(a) Sri Lanka Public Sector Accounting Standard 02

Even though the financial movements during the year should be considered in the preparation of cash flow statement, the following weaknesses were revealed in the preparation of cash flow statement, thus its accuracy and balance was a questionable issue in audit.

- (i) Depreciation amounting to Rs.1,991,772 pertaining to the year under review had been shown as Rs.761,585 in the cash flow statement.
- (ii) Disposal of fully depreciated computer software costing Rs.720,000 but not affecting the financial movement had been shown as a cash receipt.
- (iii) The sum of Rs.510,187 shown as a prior year adjustment in the statement of financial performance had not been adjusted to the surplus of the year under review in the cash flow statement.

- (iv) The provision for gratuity amounting to Rs.960,032 which should be added as non-cash movements in the cash flow statement had been shown under cash flows generated by financial activities.

(b) Sri Lanka Public Sector Accounting Standard 03

Even though a difference of Rs.510,188 was existed between the cost of property, plant and equipment and the balances of provision for accumulated depreciation, it had been deducted from the expenditure of the year under review and shown as prior year adjustments instead of identifying and rectifying in relevant accounts.

2.2.2 Accounting Deficiencies

The following matters were observed.

- (a) The expenditure amounting to Rs. 2,020,565 incurred in the year 2014 on the renovation of buildings belonging to the Sri Lanka Institute of Tourism and Hotel Management where the Administration Office of the Bureau is maintained without a legal capital ownership had been shown as buildings in the statement of financial position.
- (b) The value of the balance stock of promotional material costing Rs.1,565,003 as at 31 December of the year under review had not been included in the financial statements.
- (c) Interest income on fixed deposits amounting to Rs.834,380 of the year under review had not been brought to account.

2.2.3 Unexplained Differences

According to the statement of financial position, the balance of Long-term Investment Account totalled Rs.25,300,000 whereas it had been shown as Rs.26,549,988 according to the Bank Reports.

2.2.4 Lack of Evidence for Audit

Register of Fixed Assets pertaining to property, plant and equipment costing Rs.6,390,785 and journal vouchers pertaining to the value of Rs.49,758,863 shown in the Main Ledger had not been made available to audit.

2.3 Accounts Receivable

Action had not been taken even by the end of the year under review to recover a sum of Rs.450,554 shown in the financial statements as Value Added Tax receivable since the year 2011.

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

The following instances of non-compliance were observed during the course of audit.

Reference to Laws, Rules and Regulations	Non-compliance
Financial Regulations of the Democratic Socialist Republic of Sri Lanka	
(i) Financial Regulation 257	According to the audit test check, expenditure of Rs.105,986 relating to 05 instances had been paid without certifying the vouchers.
(ii) Financial Regulation 386(6)	According to the audit test check, five cheques valued at Rs.70,109 had been issued as open cheques without the approval of the Staff Officer.

3. Financial Review

3.1 Financial Results

According to the financial statements presented, the financial result of the Bureau for the year ended 31 December 2015 had been a surplus of Rs. 27,407,006 as compared with the corresponding surplus of Rs. 49,594,173 for the preceding year, thus indicating a deterioration of Rs. 22,187,167 in the financial result of the year under review. The increase of marketing and related expenditure by Rs. 28,294,006 had been the main reason for the deterioration of the above financial result.

An analysis of the financial results of the year under review and the four preceding years indicated that despite the improvement of the financial result continuously from the year 2011 up to 2013, it had deteriorated gradually since the year 2014 and the deterioration of the year under review had been 45 per cent as compared with the year 2014. However, in considering the employee remuneration, and depreciation on non-current assets, the contribution of the Bureau amounting to Rs.78,260,615 of the year 2013 had decreased gradually and it had become Rs.40,355,425 in the year 2015.

4. Operating Review

4.1 Performance

The following observations are made.

(a) The Bureau had failed so far to achieve the following objectives and goals out of the objectives of the Bureau in terms of Section 42(2) of Tourism Act, No. 38 of 2005.

- To provide a common policy design to ensure co-ordinated and co-operative development and marketing of Sri Lanka as a venue for international, regional and domestic conventions, meetings and exhibitions and as an incentive travel destination.

- To prescribe and enforce the maintenance of professional standards by persons or organizations involved in handling various aspects of conventions, meetings, exhibitions and incentive travel.
 - To encourage and promote the development of professional skills among the different categories of persons or organizations involved in handling convention, meetings, exhibitions and incentive travel.
 - To affiliate with, obtain membership of, or enter into any agreement with any association or organization engaged in developing or promoting conventions, meetings, exhibitions and incentive travel.
 - To provide guidance to the Bureau to develop, promote and market Sri Lanka as a tourist and travel destination both in Sri Lanka and abroad.
 - To develop and promote adequate, attractive and efficient tourist services, inclusive of the hospitality industry, in a sustainable manner.
- (b) According to the Annual Performance Report, out of the sum of Rs.172.30 million allocated for 13 key activities , only a sum of Rs.76.84 million had been spent during the year.
- (c) According to the Annual Performance Report, out of 85 plans scheduled for completion during the year 2015, only 19 projects had been completed.

4.2 Staff Administration

Twenty seven per cent of the approved staff of the Bureau had been vacant. The total costs incurred on human resources in the preceding year and the year under review had been Rs. 8,153,546 and Rs. 10,956,647 respectively. Accordingly, the cost per employee for the preceding year and the year under review had been Rs. 1,019,193 and Rs. 1,369,581 respectively.

5. Accountability and Good Governance

5.1 Presentation of Financial Statements

Even though the financial statements should be presented within 60 days after the close of the year of accounts in terms of Paragraph 6.5.1 of the Public Enterprises Circular No.PED/12 of 02 June 2003, the financial statements of the year 2015 had been presented to the Auditor General only on 05 April 2016. Thus, a delay of 35 days was observed.

5.2 Corporate Plan

Budget forecast for the objectives and goals expected to be achieved during the 3 ensuing years by the Bureau had not been included in the Corporate Plan prepared for the period 2015-2017.

5.3 Action Plan

The following observations are made.

- (a) According to Section 5:1:2 of Public Enterprises Circular No PED/12 dated 02 June 2003, Action Plan should be prepared in a manner that the responsibility of the management can be easily identifiable by reviewing the operating results of immediate 03 preceding years and the strategic plans and the expected objectives and goals can be achieved within the planned duration. However, it had not been so done.
- (b) Performance reports consisting of adequate information to ascertain whether the expected objectives and goals mentioned in the Annual Action Plan had been achieved during the year, had not been presented to audit.

5.4 Internal Audit

An Internal Audit Unit had not been established to carry out internal audit in the Bureau while the transactions of the year under review had not been examined even by the Internal Audit Unit of the line Ministry.

5.5 Procurement Plan

A Master Procurement Plan had not been prepared in terms of Section 4.2.1(b) of the Circular No.8 of 25 January 2006 issued by the National Procurement Agency.

5.6 Budgetary Control

Significant variances ranging between 29 per cent and 306 per cent were observed between the budget and the actual amounts in 18 Objects for the year under review, thus indicating that the budget had not been made use of as an effective instrument of management control.

5.7 Systems and Controls

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

Areas of Systems and Controls -----	Observations -----
(a) Accounting	Failure to accounting for in terms of Sri Lanka Accounting Standards
(b) Operating Period	Failure to carry out the promotional activity in terms of the Tourism Act, No. 38 of 2005
(c) Budgetary Control	Existence of variances between budgeted and actual amounts

H.M. Gamini Wijesinghe
 Auditor General

**Sri Lanka Convention Bureau Statement of
Financial Position As At 31st December 2016**

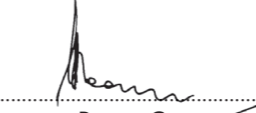
**SRI LANKA CONVENTION BUREAU
FINANCIAL STATEMENTS FOR YEAR 2015**

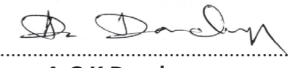
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ASSETS	Notes	2015 Rs.	2014 Rs.
Current Assets			
Cash in Hand and at Bank	6	3,211,876.94	19,190,456.71
Trade & Other Receivables	7	44,430,635.48	37,494,092.43
Pre payments	8	285,863.83	1,116,774.56
BOC fund Management		100,317,290.38	66,895,567.22
Deposits	9	80,000.00	80,000.00
Advance Payment for promotion		4,733,855.70	-
W.H.T. / VAT Receivable		450,553.57	450,553.57
Total Current Assets		153,510,075.90	125,227,444.49
Non- Current Assets			
Property, Plant & Equipment	10	20,830,148.78	20,692,156.39
Less : Provision for Depreciation		12,082,556.78	11,320,972.02
Written down value		8,747,592.00	9,371,184.37
Long Term Investments		25,300,000.00	25,300,000.00
Total Non- Current Assets		34,047,592.00	9,371,184.37
Total Assets		187,557,667.90	159,898,628.86
LIABILITIES			
Current Liabilities			
Creditors & Accrued Expenses	11	319,154.71	1,027,154.32
Total Current Liabilities		319,154.71	1,027,154.32
Long term liabilities			
Provision for Retirement Gratuity		2,177,247.50	1,217,215.00
Total Liabilities		2,496,402.21	2,244,369.32
Net Assets		185,061,265.69	157,654,259.54
NET ASSETS/EQUITY			
Opening Balance Equity		6,433,492.69	6,433,492.69
Retained Earnings	12	191,220,766.85	141,626,593.87
Tourism Development Fund		(40,000,000.00)	(40,000,000.00)
Profit for the year		27,407,006.15	49,594,172.98
Total Net Assets/Equity		185,061,265.69	157,654,259.54

The Accounting Policies on pages 5 and Notes on pages 5 to 10 form an integral part of these Financial Statements. The Board of Directors is responsible for the preparation and presentation of these Financial Statements. These Financial Statements were approved by the Board of Directors and signed on their behalf.


Prema Coory
 Chairman
 Sri Lanka Convention Bureau


A C K Dandunage
 Acting General Manager
 Sri Lanka Convention Bureau

**Statement of Financial Performance
For the period ended 31st December 2015**

Revenue		2015 Rs.	2014 Rs.
Embarkation Levy		78,741,643.96	71,190,638.88
Tourism Development Levy		40,807,067.56	42,098,256.03
Other Revenue	13	6,439,927.06	4,161,454.8
Total Revenue		125,988,638.58	117,450,349.74
Expenses			
Wages,Salaries & Employee Benefits	14	10,956,647.10	8,153,546.06
Supplies and Consumables Used	15	4,964,463.50	6,019,425.50
Marketing Related Expenditure	16	77,496,622.19	49,202,615.82
Research & Development	17	3,049,749.09	2,936,544.49
Depreciation and Ammortization Expenses	7	1,991,772.37	1,208,081.11
Other Expenses	18	605,370.00	315,800.00
Finance Costs	19	27,195.79	20,163.78
Prior Year Adjustment		(510,187.61)	
		98,581,632.43	67,856,176.76
Surplus/ (Deficit) for the Period		27,407,006.15	49,594,172.98

Other Revenue

Item	2015 (Rs.)	2014 (Rs.)
Staff Loan Interest income	27,483.47	21,888.38
Participation fees	4,140,000.00	3,575,000.00
Call deposit interest	794,825.80	510,481.45
Other Income	1,477,617.79	54,085.00
Total	6,439,927.06	4,161,454.83

Wages,Salaries & Employee Benefits

Item	2015 (Rs.)	2014 (Rs.)
Salaries & Allowances	5,602,956.00	5,106,438.59
Casual Wages & Other Allowances	509,630.08	367,678.63
Chairmans Allowances	748,000.00	480,000.00
Chairman fuel & Vehicle Rent	350,203.48	413,385.00
Staff Overtime	261,998.81	171,787.60
Employees Provident Fund	502,786.65	519,693.15
Employees Trust Fund	100,941.39	103,753.03
Staff Welfare	289,363.27	67,113.03
Staff Welfare -Sri Lanka Tourism	347,900.00	125,000.00
Uniforms to Staff	53,622.50	33,371.28
Travelling local	303,318.00	410,079.00
Gratuity	960,032.50	129,576.00
Attendance Incentives	240,383.00	225,670.75
Staff Transport & Fuel Allowance	685,511.42	-
Total	10,956,647.10	8,153,546.06

Supplies and Consumables Used

Item	2015 (Rs.)	2014 (Rs.)
Printing & Stationery	555,388.04	341,303.12
Telephones	614,620.07	552,541.82
Postage & Courier	64,812.89	18,468.46
General Office Expenses	217,836.13	217,231.40
Insurance	1,083,985.94	871,056.25
Maintenance - Office	351,352.89	301,985.54
Vehicle fuel	504,906.67	643,633.83
Maint. & Repair vehicles	211,195.98	338,427.00
Sundry	40,364.89	11,577.08
Vat	-	83,201.00
Office Rent	1,320,000.00	2,640,000.00
Total	4,964,463.50	6,019,425.50

Marketing Related Expenditure

Item	2015 (Rs.)	2014 (Rs.)
Overseas Promotions /Fairs	49,405,557.73	39,099,249.20
Printing /Production	1,565,514.51	3,353,000.86
Advertising	1,314,756.90	716,762.44
SLCB Web	47,210.02	47,313.95
Marketing Expenses -Other	812,164.87	158,235.71
Event Supports	8,905,175.24	5,060,027.13
Fam Tours	2,547,712.01	738,026.53
Presentation to Corporate /Local	-	30,000.00
SNAV 2016	15,000.00	
MiCE Mart 2015	12,883,530.91	-
Total	77,496,622.19	49,202,615.82

Research & Development

Item	2015 (Rs.)	2014 (Rs.)
ICCA Membership	451,703.21	529,225.46
Database Maintenance	50,000.00	-
SLCB Training Programmes	554,267.20	2,359,338.23
Conference Bid Supports	1,993,778.68	47,980.80
Total	3,049,749.09	2,936,544.49

Other Expenses

Item	2015 (Rs.)	2014 (Rs.)
Board Member Allowance	393,950.00	265,800.00
Professional Fees	211,420.00	50,000.00
Total	605,370.00	315,800.00

Finance Costs

Item	2015 (Rs.)	2014 (Rs.)
Bank charges	27,195.79	20,163.78
Total	27,195.79	20,163.78

10. Property, Plant & Equipment Note No. 2A

Note	Code	Description	Balance as at 01.01.2015	Additions 2015	Transfer 2015	Balance as at 31.12.2015	Acc. Depreciation as at 01.01.2015	Depreciation 31.12.2015	Acc. Depreciation as at 31.12.2015	Net Book Value as at 31.12.2015
3.1	101	Office Equipments	6,501,820.49	534,510.00		7,036,330.49	5,567,440.54	135,840.65	5,703,281.19	1,333,049.30
3.2	102	Building	2,020,565.00	-		2,020,565.00	117,866.00	101,028.00	218,894.00	1,801,671.00
3.3	103	Furniture & Fittings	1,591,270.90	186,482.39		1,777,753.29	1,049,571.62	71,341.72	1,120,913.34	656,839.95
3.4	110	Motor Vehicles	9,858,500.00	137,000.00		9,995,500.00	3,355,906.25	1,683,562.00	5,039,468.25	4,956,031.75
		Sub Total	19,972,156.39	857,992.39		20,830,148.78	10,090,784.41	1,991,772.37	12,082,556.78	8,747,592.00

SRI LANKA CONVENTION BUREAU

NOTES TO THE ACCOUNTS YEAR ENDED 31ST DECEMBER 2015

1. General Information

SRI LANKA CONVENTION BUREAU (SLCB)

The Sri Lanka Convention Bureau incorporated under the Tourism Act No 38 of 2005 and domiciled in Sri Lanka. The registered office and the principal place of business of the Bureau is located at 4th Floor, Hotel School Building #78, Galle Road, Colombo 3.

The SLCB is engaged in promoting conferences, corporate meetings, incentive travel and exhibitions.

2. Basis of Preparation and Accounting Policies

The Financial statements of the Sri Lanka Convention Bureau have been prepared in conformity with the Sri Lanka Public Sector Accounting Standards and the applied consistently on historical cost basis. Income and cost have been accrued and recorded in the financial statements of the period to which they relate. Where appropriate, significant accounting policies are explained in the succeeding notes. No adjustments have been made for inflation factors affecting the accounts.

3. Property, plant and equipment

All property, plant and equipment are stated at historical cost which is at purchase cost or construction cost.

Depreciation is provided on cost with relevance to the period of ownership. The depreciation rates are as follows.

Assets	Rate
Office equipment	10%
Motor vehicles	25%
Furniture and fittings	10%
Building	5%

4. Liabilities and provision

All material liabilities as at balance sheet date have been included in the accounts.

5. Retirement benefits

Provision has been made for the retirement benefit payable under the Payment of Gratuity Act No. 12 of 1983. Terminal benefits are provided for on the basis of half month current salary for every year of continued service. However the liability becomes due on completion of 5 years.

SRI LANKA CONVENTION BUREAU CASH FLOW STATEMENT FOR THE YEAR ENDED 31ST DECEMBER 2015

Cash flows from operating activities		27,407,006.15
Surplus / (Deficit)		
Non - cash movements		
Depreciation	761,584.76	
(Increase/ Decrease in Receivables	(6,936,543.05)	
(Increase / Decrease in Prepayments	830,910.73	
Increase / Decrease in Creditors & Accrued Expenses	(707,999.61)	
Net cash flows from operating activities		(6,052,047.17)
CASH FLOWS FROM INVESTING ACTIVITIES		
Advance Payment	(4,733,855.70)	
Purchase of Property ,plant and equipments	(857,992.39)	
BOC Fund Management Account	(33,421,723.16)	
Removal of software	720,000.00	
Net cash flow from Investig Activities		(38,293,571.25)
CASH FLOWS FROM FINANCING ACTIVITIES		
Provision for Gratuity	960,032.50	960,032.50
Net increase / (decrease) in cash and cash equivelents		(15,978,579.77)
Cash and cash equivelents at beginning of period		19,190,456.71
Cash and Cash equivelents at end of period		3,211,876.94

**Sri Lanka Convention Bureau Notes to the Financial Statements
For the period ended 31st December 2015**

Cash in Hand and at Bank		
Item	2016 (Rs.)	2015 (Rs.)
Cash at Bank - Bank of Ceylon	(91,794.29)	(1,356,742.86)
Cash at Bank - Peoples Bank	4,978,114.86	4,568,619.80
Petty cash		-
Total of cash in hand & bank balance	4,886,320.57	3,211,876.94

Trade & Other Receivable		
Item	2016 (Rs.)	2015 (Rs.)
Staff Loan	441873.2	556,689.20
Festival Advance	-	2,500.00
Receivable from staff		-
Sri Lanka Tourism Development Authority		43,871,446.28
Sunway Holidays		-
Tangerine Tours		-
Total		44,430,635.48

prepayments		
Item	2016 (Rs.)	2015 (Rs.)
Payment for Promotions	101,018.37	101,018.37
Insurance	88,934.51	88,934.51
Office Equipment Maintenance	66,119.92	95,910.95
Total	256,072.80	285,863.83

Deposits		
Item	2016 (Rs.)	2015 (Rs.)
Sri Lanka Telecom	5,000.00	5,000.00
C.F. De Mel and Sons	75,000.00	75,000.00
Total	80,000.00	80,000.00

**Sri Lanka Convention Bureau
Notes to the Financial Statements
For the period ended 31st December 2016 Creditors & Accrued Expenses**

Item	2016 (Rs.)	2015 (Rs.)	2014 (Rs.)
SLTDA -Welfare Association	5,100.00		7,500.00
Sri Lanka Telecom		3,573.68	12,681.41
Payable to staff	290,849.00	240,383.00	-
Dialog Broad band Networks		-	5,214.71
E P F Payable	193,861.40	64,954.50	225,670.75
Payee Payable	(571.00)	279.00	46.00
Phoenix Ogilvy	1,785.93	1,785.93	1,785.93
E T F Payable	32,839.13	8,178.60	-
Mobitel Pvt Ltd		-	12,735.52
Sealcine		-	260,000.00
National Youth Council		-	320,000.00
Auditor General Departement		-	181,520.00
Total	523,864.46	319,154.71	1,027,154.32

**Sri Lanka Convention Bureau
Changes in equity statement for the year ended 31 December 2015**

	Capital Reserves	Retained Earnings	Total
Balance at 31 December 2014		141,626,593.87	
Profit for the year 2014		49,594,172.98	
Tourism Development Levy TFR		(40,000,000.00)	
Profit for the year 2015		27,407,006.15	
Balance at 31 December 2015		178,627,773.00	185,061,265.69
Total		185,061,265.69	

On par with general tourism , MICE sector too achieved an unprecedented growth at the end of year 2014 in all Sectors under the term M.I.C.E (Meetings, Incentive Travel, Conferences and Exhibitions) especially in the Conference segment.

MICE Tourism cannot be measured only from the foreign exchanged earned. It brings in up- market high end travellers who are opinion makers. They spend 3-4 times over leisure travellers. MICE delegates always tend to come back to the same country for holidays and above all they generate other trade and investment opportunities in relevant fields.



Sri Lanka Convention Bureau

No. 78, Hotel School Building,
4th Floor, Gall Road, Colombo - 03