

Hello Again!

Reopening Sri Lanka for Tourism

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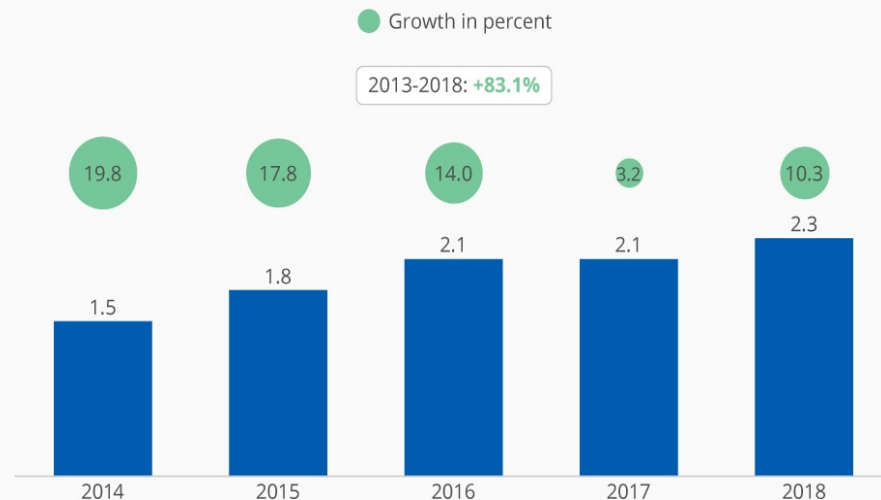


Contribution of Tourism Sector in Sri Lankan Economy

- **Tourism was one of the fastest growing sectors in Asia and is the third largest foreign exchange earner in Sri Lanka**
- **In 2019, even with the Easter Sunday attack, contribution of travel and tourism to GDP (% of GDP) for Sri Lanka was 12.6 %. Contribution of travel and tourism to GDP (% of GDP) of Sri Lanka increased from 6 % in 2000 to 12.6 % in 2019 growing at an average annual rate of 4.28%.**

Sri Lanka Popular with International Tourists

Number of international visitors to Sri Lanka 2014-2018 (in million)



@StatistaCharts

Source: Sri Lanka Tourism Development Authority

statista





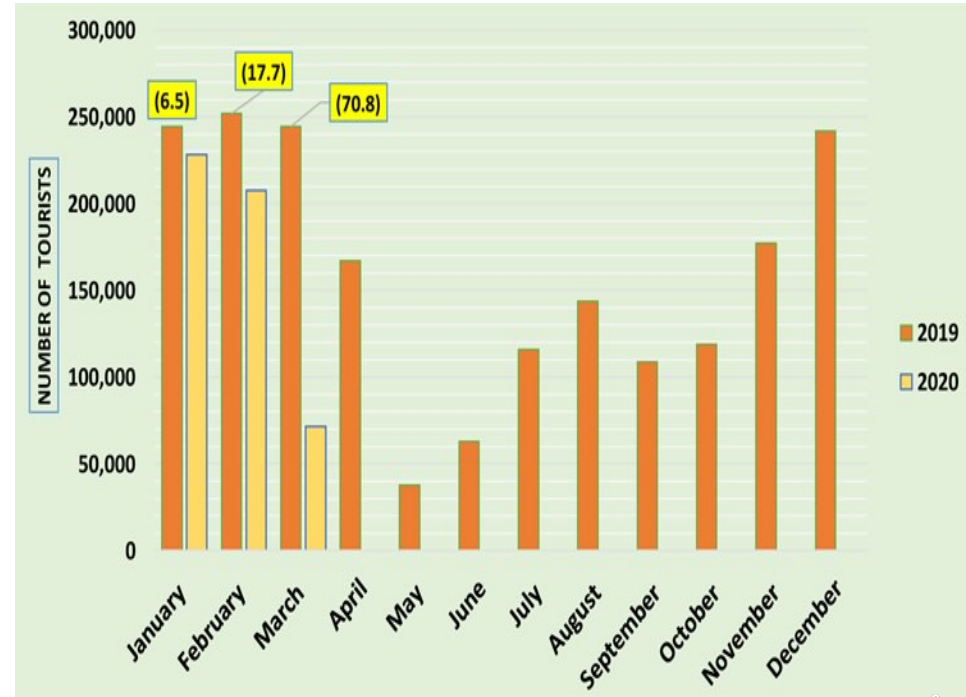
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Impact of Covid 19 on Tourism Industry in Sri Lanka



Impact of Covid 19 on tourism Industry in Sri Lanka

- When the Covid-19 pandemic surfaced in 2020, tourism was the one to face the immediate impact and one of the industries to be strained the most.
- Sri Lanka first went into lockdown including the airport closure in March 2020 to control the spread of the virus.
- This comes at a situation when the Sri Lankan Tourism industry was suffering from the negative impacts of the Easter attack.
- Thus from 2019 onwards the industry has not been able to function in full operation.
- Resulting in two Bear winter seasons in 2019 and 2020.



Tourist Arrivals

2019 - 1.91 Mn

2020 - 0.5 Mn

Tourist Arrivals fell by 73.5% by 2020.



Tourism Earnings

2019 - US\$ 3.6 bn

2020 - US\$ 0.7 bn



Post Covid Recovery Strategies (Short term & Long term)

Short Term Strategies

- **Introduce “Tourism Bio Bubble” Operation**
 - Safe and Secure Hotels - Independent Auditing firm along with SLTDA is checking the requirements of the COVID-19 Health Protocol.
 - Tourism Operational Guidelines
 - Safety Guidelines for visitors
- **Vaccination Programme**
- **Detailed Covid 19 Health Protocols to the Industry**
- **Economic Stimulus Package**
 - Debt Moratorium
 - Permanent Overdraft and Trade Finance Facilities
 - Working Capital Loan/ Investment Purpose Loan

Long Term Strategies

- **Introducing technology into the tourism**
 - Launching Travel App including details of 5000+ tourism attractions, reservation of tickets, hotels and other service providers, security alerts (in progress)
- **Innovative Tourism Products**
 - Wellness, Medicine, Wedding, Cruise Tourism etc.
 - Long Term Visa Scheme for Digital Nomads
 - Sustainable Green Building for Tourism Infrastructure
- **Changing Tourism Promotion Strategy (From B2B to B2C)**



Initiatives Taken by Sri Lanka Tourism to Minimize the Spread of Covid-19 & to Commence Tourism in a Prudent Manner

<p>April/May 2020</p> <p>Shared draft Tourism Operational Guidelines with Health Protocols with Industry Stakeholders and obtained their views, comments and feedback.</p>	<p>Prepared the draft Tourism Operational Guidelines with Health Protocols in consultation with MOH and WHO.</p>
<p>June 2020</p> <p>From June 2020 onwards industry preparedness is being carried out to enable responsible and accountable Tourism Bio Bubbler operations by the stakeholders.</p>	<p>May 2020</p> <p>Released the "Version 1" of the Tourism Operational Guidelines with Health Protocols and created the 'Bio Bubble' Concept, the first in Asia.</p>
<p>July 2020</p> <p>Sri Lanka Tourism created 'HelloGain' a portal to provide information and updates to the travelers and industry stakeholders.</p>	<p>June 2020</p> <p>The 'Safe & Secure' certification process was initiated by appointing KPMG as an independent body to conduct assessments of tourism service providers. 'Safe and Secure' certification phase one commenced.</p> <p>Later in December 2020, Ernst and Young was also included to the team to work in collaboration with KPMG.</p>
<p>August 2020 to December 2020</p> <p>Under the guidance of MOH, Sri Lanka Tourism collaborated with Health Ministry approved Private Laboratories to conduct PCR Testing at Hotels for international travelers</p>	<p>July 2020</p> <p>Following the government procurement procedure, Sri Lanka Tourism arranged the mandatory COVID-19 insurance with Peoples Insurance for a period of 30 days at USD 12 per policy for a cover of USD 50,000.</p>
<p>September 2020 to December 2020</p> <p>Coordinated and Planned with Wildlife Authority, Central Cultural Fund, Botanical Gardens and other relevant parties to open up tourist sites for travelers in the Bio Bubble. 21 such Tourist sites are opened for travelers to visit without interacting with the local community.</p>	<p>August 2020 to December 2020</p> <p>Cross functional teams were set up including COVID-19 Task Force, MOH, Sri Lanka Tourism, Immigration and Emigration Department, Airport Aviation Authority, Civil Aviation Authority, Tourism Advisory Committee.</p>
<p>December 2020</p> <p>On 21st January 2021 Sri Lanka opened its airports for international travelers with daily reporting of the required PCR test results to the relevant authorities.</p> <p>'Safe and Secure' certification phase 2 commenced with KPMG and Ernst & Young</p>	<p>December 2020</p> <p>Facilitated and monitored the first pilot project initiated by the Prime Minister's office on the 28th December 2020 with the arrival of 393 tourists from Ukraine.</p>
<p>May 2021</p> <p>On 1st June 2021, the airports were re-opened for international travelers, with additional safety measures and precautions to operate tourism under the Bio Bubble Concept.</p>	<p>January 2021</p> <p>22nd May 2021 the Airports were temporarily closed due to the reported 3rd wave of Covid-19.</p>
	<p>June 2021</p>

Issuance of 'Safe & Secure' certificate with unique QR Code

Sri Lanka Tourism has given priority for employees of 'Safe and Secure' certified accommodation providers and immediate stakeholders such as tour guides and drivers for the vaccination program of COVID-19. A priority list of tourism industry stakeholders has been compiled and shared with MOH for consideration for the vaccination program.

From October 2020 onwards 'Safe & Secure' certificates were issued with a unique QR code.

By scanning the QR code using a smart device you can check all key information of the certified party, provide immediate feedback to the Tourism regulator regarding health and safety guideline procedures with photo evidence.

Safe & Secure Tourism during the Covid-19 Pandemic and Securing the Employees of the Industry with Vaccination

Awareness Programs for the Industry

Tourism operational guidelines and health protocols knowledge building and awareness sessions/programmes were conducted for the industry stakeholders partnering with Market Development Facility (MDF) Australia and Hotel Associations of Sri Lanka (THASL) as well as with Skills for Inclusive Growth (SAIG) and various provincial tourism bodies.

Awareness and education for the Missions were organized and 10 such sessions were delivered covering 10 missions.

Tourism operational guidelines and health protocol awareness videos were developed with the assistance of GIZ and these were shared with stakeholders through the Sri Lanka Tourism website.

Tourism operational and health guideline updates and regular awareness sessions are conducted for the 'Safe & Secure' certified stakeholders continuously.

International Recognitions

August 2020 - The World Travel and Tourism Council (WTTC) awarded Sri Lanka with Safe Travels Stamp making Sri Lanka one of the first few countries to be given this recognition both in Asia and in the world.



UNWTO White Paper on Security in Tourism - Sri Lanka was acknowledged by the UNWTO for its best practices in the implementation of safe and secure guidelines in Asia



GNBC, CNN, BBC and ITB recognized Sri Lanka Tourism and enquired about the innovative 'Bio Bubble' Concept. (Several other countries replicated this protocol later).

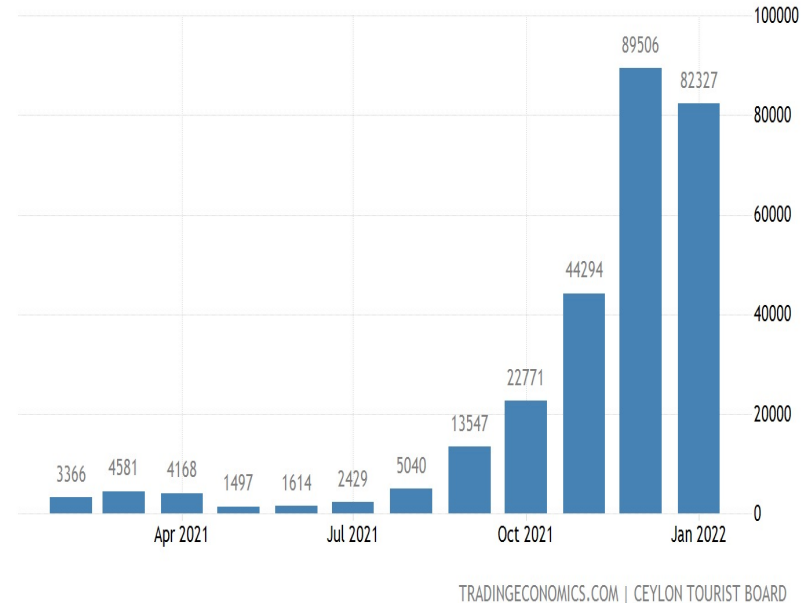


Tourism Bio Bubble Operation



Where we are today?

- The number of foreign tourist arrivals in Sri Lanka marked as 82,327 in January, 2022, as soaring vaccinations around the world and loosening COVID-19 restrictions boosted international travel.
- Russia was the largest source of tourist traffic to Sri Lanka with 16.4 percent of the total traffic, followed by India (14.2%).
- Visitors from Europe became the largest source of tourists to Sri Lanka with 68.8 percent of total arrivals in January, while those of Asia Pacific accounted for 23.7 percent.
- However, Tourism Industry operators and stakeholders must ensure accountability with strict adherence to the protocols and mechanisms laid down to ensure further recovery of the industry.



- This is the time Industry should come together, work together and ensure Sri Lanka will have a steady yet continued recovery both for the sake of the country, communities and the industry at large.



Thanks

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