



**7<sup>th</sup> September 2022**

**Media Statement by Sri Lanka Tourism**

Sri Lanka Tourism is all geared up to welcome tourists with open arms, as the Tourism sector is gradually recovering from its recent drawback, and regaining its status as a popular holiday destination. Necessary actions have been taken to provide concessionary facilities and essential items such as fuel and gas to those who are affiliated with the industry, so that the travelers will not face any inconvenience during their stay. As a result of the country's return to normalcy, several countries have relaxed their travel advisories to Sri Lanka including UK, Switzerland, France, Denmark, Norway, Sweden, Netherland and the latest nations to relax the travel advisories were Canada, Belgium and New Zealand. Therefore, the relaxation of travel advisories can be seen as a positive development for Sri Lanka as the country is working towards bringing tourism to its normal status by encouraging more tourist arrivals.

The government has given its priority to the Tourism sector as the third highest foreign exchange earner to the country's economy. The recent increase of tourist arrivals shows the progress which the tourism industry has achieved within the last few months. Sri Lanka has already achieved half a million tourist arrivals up to now, and Sri Lanka Tourism is looking forward to achieve its target of one million tourist arrivals this year under the leadership of Hon Harin Fernando, Minister of Tourism.

All this will mean a lot of opportunities to Sri Lanka towards its progress, such as enabling to focus on key source markets in order to enhance more air connectivity. Most Airlines will be enhancing their flight connectivity towards the winter season.

Sri Lanka Tourism continues to proceed with its usual promotional activities with the support of the industry, bringing foreign media, bloggers, influencers, travel agents and also attending key promotional events overseas. Trade and travel fairs overseas, Sri Lanka will be representing at the WTM Travel fair in the UK this year with the travel industry, which is crucial for Sri Lanka to promote its holiday opportunities to the world.

Sri Lanka Tourism has faced several crisis situations in the past, including the Easer attack and global pandemic, but continued successfully and bounced back within short period. Thus, Sri Lanka Tourism is ready to face the present challenges as well, as they had faced other situations in the past. Sri Lanka Tourism also wishes to ensure all the industry stakeholders that Tourism activities will continue to proceed as normal and encourages travelers across the world to come and experience the beauty of Sri Lanka, as one of the world's most renowned travel destinations.

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