

Media Release

Sri Lanka promoted as a premier tourism destination in the Nordic region

Splendor and beauty of Sri Lanka dazzled in Stockholm on Saturday 13 September at a special tourism promotional event organized by the Embassy of Sri Lanka in collaboration with the Sri Lanka Tourism Promotions Bureau. The consumer promotion event on Saturday was the culmination of a major tourism promotional drive for the Nordic traveller through a week-long series of Road Show events in the four Nordic capitals; Copenhagen, Oslo, Helsinki, and Stockholm from 8 to 11 September with the participation of top Sri Lankan travel trade brands.

Over a hundred Swedish nationals attended the consumer promotions event in Stockholm. The event featured presentations, video screenings, Sri Lankan dances etc. while Ceylon tea, Sri Lankan spices and handicrafts were on display.

Ambassador Kapila Fonseka delivering the opening remarks highlighted the security, peace, development and stability of the country inviting Swedish travellers to explore Sri Lanka's diversity and the rich cultural heritage.

A detailed presentation of what Sri Lanka has to offer as a tourism destination was presented to the attendees by Minister of the Embassy Udani Gunawardane, while the Sri Lankan airlines representative in Sweden Ahmed Saleh introduced the national carrier, Sri Lankan airlines and flight routes from the Nordics.

The prominent Swedish wildlife filmmaker Stefan Quinth highlighted the beauty of the Sri Lankan wildlife with screening of short videos made in Sri Lanka by him. He later presented copies of his book about Sri Lanka titled 'Sri Lanka – Berättelser från min paradiso (Stories from my paradise island) to the participants.

Glittering performances of Sri Lankan traditional and modern dances were presented by Nrithya dance team while a Sri Lankan batik fashion designs were presented to the participants by Swedish models. A raffle draw was also held with exciting gifts on traditional Sri Lankan crafts for the participants.

The event was concluded with authentic Sri Lankan refreshments and Ceylon tea. Sri Lanka tourism promotional materials were distributed to the participants.

These promotional events were organized for the first time post pandemic in the Nordic region. Nordic countries generate an increasing number of high end and repeat tourists to Sri Lanka.

Embassy of Sri Lanka
Stockholm

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