

Sri Lanka Tourism lures Digital Nomads

Sri Lanka was recently recognized as one of the top destinations for Digital Nomads, emerging second in Club Med's index of the best places and countries around the world to become a Digital Nomad. Club Med collected and assessed data in line with the growing demand for the nomadic lifestyles which enables travellers to escape to picturesque locations where they can work remotely from. This recognition comes just as Sri Lanka Tourism is charting a new path and offers yet another avenue to market the island in a bid to boost tourism. Digital Nomads are a growing segment within the tourism industry, of people who choose to embrace a location and enjoy a technology driven lifestyle which enables them to travel and work remotely, anywhere in the world.

“Sri Lanka was ranked so highly because of its comparatively low living costs, average temperatures of 30°C along with ample activities and landmarks for visitors to enjoy, and a beautiful working backdrop of lush green mountains, coral reefs and powdery sand, which combines to offer a great remote working experience”, noted Club Med, allocating Sri Lanka a score of 238 out of 320. This emerging segment of Digital Nomads, travel independently, using information researched online through organic sources. The free and independent nature of their travels combined with their long travel stay patterns in one destination makes this segment a lucrative market to pursue.

Digital nomadism is the ultimate work-travel lifestyle many Digital Nomads aspire to, which allows them to explore the exciting destinations while working remotely, a lifestyle that is increasingly becoming the ‘new normal’.” Sri Lanka is poised to be as the perfect post pandemic destination with its wide-open spaces and nature-based attractions. After experiencing prolonged lockdowns and travel restrictions, people are embracing the ‘work from anywhere’ concept with the requirements being a picturesque setting, cultural experiences, adventure and good wifi connection”, said Ms.Kimarli Fernando, Chairperson, Sri Lanka Tourism.

Sri Lanka is positioned well to promote the “work from your own tropical paradise’ concept and Sri Lanka Tourism recognizing this is facilitating the expansion of the

Digital Nomad market as part of its sustainable strategies. This strategy has received prominence globally with inclusions in listings such as the Club Med listing. Sri Lanka Tourism is currently working on securing the necessary framework to support the expansion of this market and is looking at the possibility of long-term visas for Digital Nomads which is essential to secure this segment.

The positive impact this segment of independent long-stay travelers will have on industry stakeholders is tremendous. With the multitude of immersive experiences, the destination has on offer, the SME segment will also experience growth by providing support services and curated experiences to this high yielding emerging market. Digital Nomads not being sensitive to seasonal travel is also an added advantage to boost off-season tourism with the benefit of digital content generated by this segment pushing promotions for Sri Lanka Tourism organically.

(Sri Lanka Tourism)