

Destination Sri Lanka presented at TNM - Sweden's premier Tourism event

Sri Lanka Tourism and the Embassy in Stockholm presented 'Destination Sri Lanka' at the Travel News Market (TNM) - Sweden's premier Tourism event on Thursday (11th November) at the Stockholm Waterfront Congress Centre.

With Sri Lanka as a top tourist destination for 2022 opening it's shores to the world traveller with minimum restrictions - especially for those fully inoculated- the country's unique and diverse tourism experience was showcased at the 'SO SRI LANKA' booth highlighting also the ease of travel and the country's warm and welcoming spirit. Ceylon Tea and Gems were also featured. The high foot count and involved interactions at the Sri Lanka booth with tour companies, travel agents, media including bloggers and freelancers and tourism schools indicates a renewed interest in the destination.

Fourteen (14) Sri Lanka tour companies utilized the booth at the annual TNM to project their companies and packages they offer.

The SO SRI LANKA booth was jointly inaugurated on Thursday by Sri Lanka's Ambassador to Sweden and Denmark Mr. Dharshana M Perera, Mr. Nils Norberg, CEO - Travel News Market, Mr. Robert Hallin President PATA Sweden Chapter, Mr. Leif Ohlson, Secretary General, Sweden Sri Lanka Business Council and Mr. Marcus Pettersson, Sri Lanka's Hony Consul in Gothenburg.

The Sweden Sri Lanka Business Council and it's Secretary General Mr. Leif Ohlson as well the Sri Lankan Airlines GSA in Sweden also participated at the TNM, 2021. The Scandinavian region has been identified as an emerging priority market for tourism to Sri Lanka. Tourism related trade fairs in Sweden and Denmark are key industry events. The annual Travel News Market (TNM) - a B2B event - will reconvene on Thursday, 22 November 2022, in Stockholm.

Embassy of Sri Lanka
Stockholm, Sweden

Watch the moments of the event in the following YouTube links:

<https://www.youtube.com/watch?v=lnSn05r7glc>

<https://www.youtube.com/watch?v=dSeKfSUoqN4>