

Key developments in Destination Sri Lanka presented to PATA in Stockholm

Unique features of Destination Sri Lanka and key developments in the tourism industry was presented by Sri Lanka's Envoy in Stockholm to members of the Pacific Asia Travel Association(PATA) Sweden at the organisations Annual Meeting on Saturday 18 March in Stockholm.

The Annual Meeting which also elected the PATA Board President Robert Hallin and the Board for 2023 brought together Tourism companies including those representing major brands and those focusing on niche sectors, and the major Airlines which service the Asia Pacific region.

Impressions on Sri Lanka by destination commentator Stefan Maurbakken fresh from his visit to Sri Lanka, Industry Presentations by Qatar Airways, Emirates, Destination Asia, also featured the evening.

In his presentation, Sri Lanka's Ambassador Dharshana M Perera featured key developments in Sri Lanka over the last year including the focused economic recovery programme underway pointing also to stability and economic bench marks being achieved.

The Ambassador also informed of Sri Lanka industry's dedication to the market by the significant efforts in the post-pandemic period to upgrade and maintain the high quality of the properties. He observed that Sri Lanka remains an exciting destination with its multifaceted, multi sectoral, all-year-round tourism business opportunity for the industry in Scandinavia. This opportunity, he said, is buttressed by expanded travel routes/frequencies by Airlines serving the destination from Scandinavia and Baltics.

The popularity in the destination was reflected, Feb 2023. He also observed that the recent industry accolades such as being amongst the top 20 visit destinations signaled confidence and value of Sri Lanka's tourism product. Some unique features of Sri Lanka- authentic and diverse, compact and accessible, warm and welcoming spirit which greets a traveller was captured in the presentation. The gathering also viewed stunning scenes of the swimming elephants of Gal Oya and swimming with the giant Blue Whales.

Ambassador Perera paid tribute to PATA for its role in supporting the industry during the difficult period of the pandemic incl supporting destination Sri Lanka through challenging times. PATA in partnership with Qatar Airways undertook a FAM tour in April 2022. He conveyed Sri Lanka's keen desire to sustain the partnership with PATA and its members - many of who continue to partner Sri Lanka in numerous ways.

The conversations continued over a Sri Lankan dinner amidst a matching ambience.

Embassy of Sri Lanka, Stockholm

20 March 2023