

## **Media Release**

### **Destination Sri Lanka and Sri Lankan airlines promoted in Sweden**

The Embassy of Sri Lanka in Sweden, in partnership with Sri Lankan Airlines, recently welcomed travel companies, tour operators, and media representatives to an event in Stockholm aimed at promoting Sri Lankan Airlines. Hosted at the Embassy, the event showcased Sri Lanka as a premier travel destination while highlighting the Sri Lankan airline's services and connections across Europe.

Ambassador Kapila Fonseka provided an overview of Sri Lanka's current situation which is conducive to the growth of the tourism sector. A presentation delivered by Minister Counsellor of the Embassy followed, highlighting Sri Lanka's unique charm as a travel destination, underscoring the excellent hospitality and services available to the visitor. SriLankan Airlines Sales Manager for Nordic Countries Stefan Holmstrom presented on the airline's outstanding services, its connections throughout Europe with non-stop flights to Colombo and the on-board facilities available to passengers. The presentations were complemented by engaging video clips featuring the beauty of Sri Lanka. The evening concluded with an authentic Sri Lankan meal.

The event served as an excellent platform to strengthen connections between the Swedish travel industry and Sri Lanka, emphasizing the island's tourism potential and the comfort of travel offered by SriLankan Airlines. It aimed to promote Sri Lanka as a prime destination and highlight the airline's services to leading tour operators in Stockholm. These operators cater to travelers from across Sweden and the broader Scandinavian region, those who often seek sustainable and eco-friendly travel options—perfectly aligned with Sri Lanka's offerings in wildlife tourism, beaches, wellness retreats, and more. The Nordic countries represent a significant tourism market for Sri Lanka, owing to their larger populations, higher disposable incomes, established travel habits, and a preference for exotic and nature-based destinations. The Embassy will launch a series of events to promote destination Sri Lanka in the future.

Embassy of Sri Lanka  
Stockholm

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### SRI LANKA

- An island country in South Asia
- Historically known as Ceylon and officially the Democratic Socialist Republic of Sri Lanka.
- Sri Lanka shares a maritime border with India and Maldives.
- Official languages are Sinhala and Tamil and the link language is English







