

# Surf's up at Arugam Bay

**S**riLankan Airlines Pro 2010 surfing competition concluded successfully in Arugam Bay recently. This was one of the world's most glamorous and highly rated surfing events to be held in Sri Lanka, Sri Lanka, part of the SriLankan Airlines' multi-faceted strategy to position the island as one of the world's most sought after travel destinations. The competition was held from 18-24 June in Arugam Bay attracting a large number of top stars in

the surfing world and tourists to Sri Lanka. SriLankan Airlines Pro 2010 showcased the picturesque southeast resort of Arugam Bay as one of the most beautiful beaches in the world, positioning it as a destination for all types of beach lovers, and not just for surfers. It also generated massive publicity around the world for Sri Lanka, already experiencing a continuous boom in tourism over the last 12 months.

SriLankan Airlines' Chairman Nishantha Wickremasinghe, said, "We are placing Sri Lanka firmly back on the world travel map by demonstrating the island's ability and facilities to host mega events. SLPB Managing Director Dileep Mustideniya, said, "SriLankan Airlines Pro 2010 is expected to spark a tourism boom in Arugam Bay. Here are some of the snapshots captured by our photographers **Sulochana Gamage** and **Sudath Malawera**."



Thrilling moments



Tourists enjoying golden beaches in Arugam Bay



A tourist tasting Ceylon Tea



Promoting Ceylon Tea among tourists



Winners receiving awards