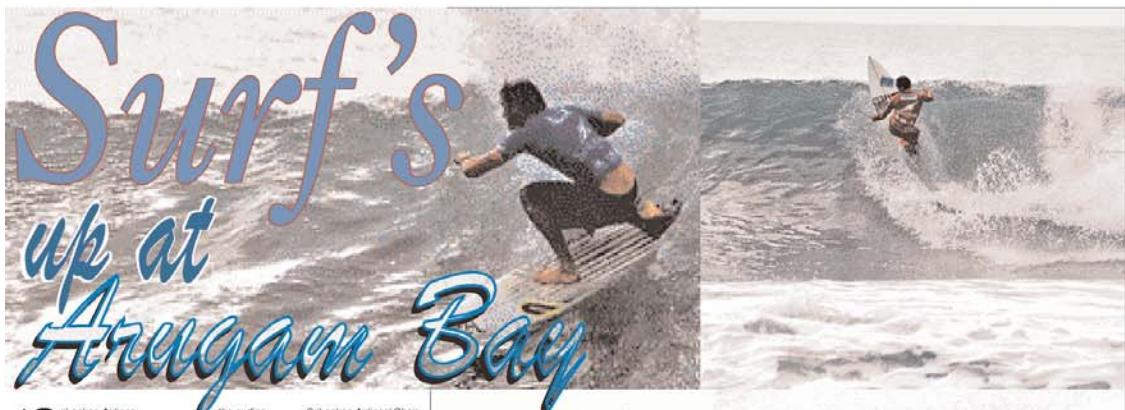


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## PHOTO ESSAY

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SriLankan 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 marketing campaign, is positioned as the island as one of the world's most sought after travel destinations.

The competition was held from 22-24 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 pictureque southeast resort of Arugam Bay one of the most beautiful beaches in the world, positioning it as a destination for a typical Sri Lankan, 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.

SLTPS Managing Director Dilip Mudadeniya, 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 Sudath Malaweera.

Thrilling moments



Tourists enjoying golden beaches in Arugam Bay



A tourist testing Ceylon Tea

Promoting Ceylon Tea among tourists