

# SL flag flies high at World Travel Market



Some highlights of the opening ceremony attended by Sri Lanka High Commissioner to UK Dr. Chris Nonis, Deputy Minister of Economic Development Lakshman Yapa Abeywardana, Chairman, Sri Lanka Tourism Promotions Bureau, Bhashwara Gunaratne and SriLankan Airlines Chairman, Nishantha Wickremasinghe and other stakeholders of the industry. Picture by Shirjiv Siriamne

The stakeholders of Sri Lanka Tourism who were on their way to celebrate a Golden Double of one million arrivals and a sum of US \$ one billion as revenue by the end of the year, attended the World Travel Market (WTM) in full strength to consolidate the British market which had shown an increase of 3.5% year on year.

This year the Sri Lankan contingent, the biggest ever in the history of the leisure sector, included 125 members, representing 53 destination companies. In addition, Deputy Minister of Economic Development Lakshman Yapa Abeywardana, Chairman, Sri Lanka Tourism Promotions Bureau, Bhashwara Gunaratne and SriLankan Airlines Chairman Nishantha Wickremasinghe, were also part of the team.

For the first time a live mock wedding was staged with British models and Sri Lankan dances from UK to woo more foreigners

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to 'tie the nuptial' knot in Sri Lanka. Sri Lanka Tourism UK representative Nalin Perera said that the 'mock wedding' was highly

a success. "Earlier, we wanted to bring in a dance troupe from Sri Lanka which would have cost us over 26, 000 British

pounds, but we did it under BP 4, 000.

The SLTPB would focus on promoting Sri Lanka as a cricketing destination as well during the third day of the exhibition, during which the staff manning the stalls and exhibitors would clad Sri Lanka Cricket T-shirts, with the ambition of highlighting Sri Lanka as a cricketing nation at the world famous travel market and thereby attract more cricket fans to the island.

Sri Lanka Cricket T-shirts and miniature bats would also be distributed to visitors to the stall and the SLTPB had also invited the English Cricket Board, main cricket clubs and presidents of clubs to grace the event by contributing to the planned raffle draws.

In addition, stakeholders also spoke highly of Sri Lanka and Sri Lanka's stand which definitely were a show piece in the Asian stand.



Highlights from the 'mock wedding' at the WTM organised by Sri Lanka Tourism



Some of the promotions staged by other countries