

### Sri Lanka represented at WTM London

# Under the theme 'Wonder of Asia'



World Travel Market (WTM), the second largest tourism fair in the world, provided a platform for millions of potential buyers and sellers in the leisure field from around the world. A near 100-strong Sri Lanka delegation representing 27 Destination Management Companies and 22 hotels took part at this year's fair. A real life 'poruwa ceremony' with an English bride and groom took place at the Sri Lanka Pavilion, in the presence of many top global travel trade partners.

This cultural wedding ceremony of SLTPB took on a new dimension at the event, with 'Jayamangalagatha' and traditional rituals securing Sri Lanka's pride of place.

At the World Travel Market (WTM) exhibition in London, the media was privileged to carry out many exclusive interviews with a view to promote Sri Lanka under the main theme 'Wonder of Asia.' In addition, a programme to promote Ceylon Tea, where the visitors were treated to a deli-

icious cup of pure Ceylon Tea. WTM yearly attracts more than 30,000 visitors, 5,000 trade partners (exhibitors) and over 3,000 journalists around the world.

With more than 1,000 travel agents, including 200 tour operators, attending the travel market, Sri Lanka's booming industry of tourism in the post-conflict peri-

od, under the guidance of Ministry of Economic Development, the industry of Tourism witnessed a rapid growth in recent history. With this achievement in hand, SLTPB is looking forward to achieving the expected target by the year 2016 and WTM would indeed be a milestone in this journey.

SHIRAJIV SIRIMANE IN LONDON  
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Some of the highlights at the exhibition  
Pictures by Shirajiv Sirimane