

WTM boosts UK tourist arrivals

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The World Tourism Market (WTM) which concluded in November in London have enabled Sri Lanka to increase arrivals from UK.

The day event attracted over 100 Sri Lankan leisure sector officers and the Sri Lanka stand for the first time was made a venue with glamour.

The traditional weeding hosted at

the traditional weeding hosted at the event was a major attraction while the stand itself was outstanding and was better than neighbouring countries.

Credit for this should also go to Sri Lankan embassy in UK which did praiseworthy.

There were 855,975 visitor arriv-

als into Sri Lanka for 2011, which represented an increase of almost 24% from 2010. India emerged as the main source of tourist arrivals into Sri Lanka contributing 126,882 (19%) followed by the UK at 105,496 (16%), Germany at 45,727 (7%) Maldives at 35,791 (6%) and Australia at 33,456 (5%).

The foreign exchange earnings from tourism increased by 62% from US\$ 349 m in 2009 to US\$ 76 m in 2010. This has upgraded its rank to the fifth largest foreign exchange earner after remittances, textiles and garments, tea and transportation services, accounting for approximately 4% of all foreign exchange earnings in 2010.

Total foreign guest nights recorded increased at a rate of 46% in 2010 to 4.1 m from 2.8 m the previous year and the average duration of stay has also increased to 10 compared to 9.1 nights in the previous year.

The Economic Development Ministry with the private sector will launch an ambitious programme of doubling the hotel room capacity to 45,000 by 2016 over the current capacity 22,745 to accommodate an anticipated 2.6 million arrivals as part of their target.

Countries world over used several

Countries world over used several new marketing techniques and Sri Lanka too was not outdone this year.

Some of the marketing highlights of the event.



























