



In an effort to revive and stimulate the promotional activities in the fastest growing Indian outbound travel market, the Sri Lanka High Commission in New Delhi, jointly with the Sri Lanka Tourism Promotion Bureau, Sri Lanka Association of Inbound Tour Operators (SLAITO), Hotels Association of Sri Lanka (THASL) and the national carrier Sri Lankan Airlines launched a mega promotional event in Delhi on 25th June 2019, at the Le Meridian Hotel in New Delhi, to announce the special promotional tour package “ Splendors of Sri Lanka” for the Indian travelers.

This Promotional Event comprised of two components i.e. a Press Conference followed by an Interactive Session with a robust participation of the Indian Travel Industry. Interactive Session was attended by over 200 participants representing the Outbound Tour Operators Association of India (OTOAI), Travel Agents Association of India (TAAI), Travel Agents Federation of India (TAFI), Federation of Associations of Indian Tourism & Hospitality (FAITH), Indian Association of Tour Operators (IATO), leading Online Travel Portals, Sri Lanka Association of Inbound Tour Operators (SLAITO), Hotels Association of Sri Lanka (THASL) and the national carrier Sri Lankan Airlines.

The Sri Lanka delegation to the Promotional Event in New Delhi was headed by Sri Lanka Minister of Tourism Development, Wildlife and Religious Affairs, John Amaratunga accompanied by Advisor to the Hon Minister of Tourism Development, Wildlife and Religious Affairs, Chairman, Sri Lanka Tourism Promotion Bureau and members of the Sri Lanka Inbound Tour Operators Association.

The High Commissioner of Sri Lanka to India, Austin Fernando in his welcome remarks highlighted the importance of the Indian Outbound Travel industry to Sri Lanka, and the tremendous potential to further increase travelers from India to Sri Lanka. High Commissioner urged the travel industry of the two countries for further collaboration to continue supporting the economy of Sri Lanka.

