



Sri Lanka Tourism Promotion Bureau showcased Sri Lanka's travel, tourism and hospitality industry at SATTE 2020 held in India.

Sri Lanka Tourism Promotion Bureau, in association with the High Commission of Sri Lanka in New Delhi organized Sri Lanka's national pavilion at the SATTE 2020, South Asia's leading B2B Travel & Tourism event, held from 08-10 January 2020 at India Expo Mart, Greater Noida in India.

A total of sixty three Sri Lankan companies together with Sri Lanka Tourism Promotion Bureau and Sri Lankan Airlines showcased Sri Lanka's travel, tourism and hospitality industry at SATTE 2020. Sri Lanka delegation to the travel fair was led by Sri Lanka Tourism Promotion Bureau's Assistant Director, Ajantha Rathnayake. Sri Lanka's travel tourism and hospitality industry was represented at the 27th Edition of SATTE by fifteen leading hoteliers and fifty travel agents.



Sri Lanka national pavilion at SATTE 2020, highlighted many aspects of the great potential, illustrating the beauty and the rich cultural heritage, that Sri Lanka has to offer as a leading tourist destination in the world.

At the Sri Lanka pavilion, Ceylon tea was served to the visitors with a view to promoting "Pure Ceylon Tea" in India. Bringing in a glimpse of Sri Lankan traditional dancing to the exhibition, 'Sri Lanka Army' Dance Troupe performed traditional Sri Lankan dances at the Sri Lanka pavilion from time to time, during the three-day event.

South Asia's leading Travel Trade Show SATTE, is an annual three-day B2B trade show designed to bring together the key travel industry leaders in the region. It convenes Indian and International exhibitors and buyers to forge new partnerships and strengthen business. Over the last 25 years, SATTE has consistently grown and in turn ensured the success of many a business. In 2020, SATTE has marked 1000 exhibitors from 50 countries and 32,000 visitors from the travel and tourism industry.

High Commission of Sri Lanka
New Delhi
14 January 2020