HELLO AGAIN!

Reopening Sri Lanka for Tourism April 2021



Sri Lanka Tourism Development Authority

Introduction

The travel and tourism industry around the globe encountered its deepest crisis on record in March 2020 with the outbreak of COVID-19 pandemic. Both domestic and international travel came to a standstill with various measures taken by the countries to curb the spread of the pandemic. International tourist arrivals plunged by 74% in 2020 over the previous year due to widespread travel restrictions and a massive drop in demand (Asia Tourism Trends, 2020) Following a 10-month long pandemic induced closure, since 18th March 2020, the total tourist arrivals recorded to Sri Lanka in 2020 was 507,704. This was a decline of 73.5% over last year when 1,913,702 of tourists has visited the country during the same period.

Given the deep impact of the pandemic on tourism coupled with the relevance of the sector to the economy, tourist destinations around the globe are gradually easing the travel restrictions enabling intra and international travel. Stimulating tourism recovery has become a timely requisite for the destinations while implementing measures to limit the spread of the pandemic. In an effort to reopen the countries for tourism to sustain their economies, countries have come up with various innovative methods and exclusive partnerships like "Travel Bubbles or Corona Corridors". Estonia, Latvia and Lithuania being the first trilateral partnership for tourism, have set a classic example to other countries to reinitiate tourism which was a flourishing industry prior to the pandemic.

Being the third highest source of revenue with a direct contribution of 4.3% to GDP (2019) tourism can be identified as a fastest growing sector for Sri Lanka with lot of potential and positive spillovers. In an effort to revitalize this crucial industry, Sri Lanka, under the "Bio Bubble" concept has reopened the country for tourism while complying to stringent health protocols. As the first step in resuming tourism, Sri Lanka Tourism Development Authority together with Ministry of Tourism, issued the first Operational Guidelines for the tourism industry in June 2020, in line with the guidance received from the Ministry of Health (MoH) and the World Health Organization (WHO). The Guidelines set out the protocols to be followed in order to guarantee hygiene standards for all types of tourism businesses, the treatment of visitors and tourism employees who become ill, as well as the procedures for processing visitors at points of entry and ensuring their safe transfer to visitor accommodation. In recognition of this standardized health and hygiene protocols Sri Lanka was endowed with the World Travel and Tourism Council's (WTTC) Safe Travels Stamp in August 2020. Further, a more detailed tourism safety protocols based on the health guidelines issued by the Ministry of Health was issued by Sri Lanka Tourism in January 2021 to further facilitate and ensure the adoption of appropriate measures to minimize chances of re-entry and/or community spreading of COVID-19 within the country, and to implement those measures in a manner that avoids unnecessary inconvenience to tourists and industry stakeholders.

01. Tourist Arrivals

Timely adoption of necessary measures enabled Sri Lanka tourism to initiate its first pilot project on 28th December 2020 with the arrival of 393 tourists from Ukraine in a series of charter flights. The pilot project continued up to 2nd February 2021 and the total tourist arrivals recorded under the pilot project was 2,258. A total of 1,544 tourist arrivals were recorded for the month of January while 321 tourist arrivals were recorded up to 2nd February 2021 and the main source market for these consecutive months was Ukraine. With the opening of airport on 21st January, the continuation of the growth momentum that kicked off in December was observed and a total of number of 11,568 tourists arrived in the country up to 13th April 2021, with majority of tourists coming from Central and Eastern European countries. Since the initiation of the pilot project in December, a total number of 11,961 tourists have arrived in Sri Lanka up to 13th April .



Chart 1 Tourist Arrivals – Up to 13th April 2021

Table 1 Tourist Arrivals: Pilot Project & Post Pilot

Pilot Project (28 th December 2020	– 2 nd February 2021)	Post Pilot (21 th January - 13 th April 2021)			
Month	Number of Tourists	Month	Number of Tourists		
December	393				
January (1 st to 31 st)	1,544	January (21 st to 31 st)	138		
February (02 nd)	321	February (1 st to 28 th)	3,045		
		March (1 st to 31 st)	4,581		
		April (1 st to 13 th)	1,939		
Total	2,258	Total	9,703		

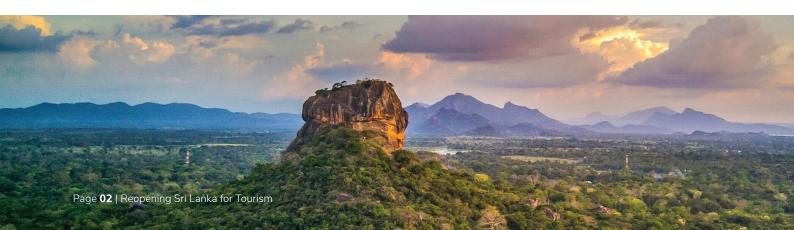


Table 2 International Tourist Arrivals by Country of Residence - March 2021

March 2021 Tourist /	Total Tourist Arrivals March	% Change March	Total Tourist Arrivals up to March	Total Tourist Arrivals up to March	% Change up to March			
	By Air	By Sea	Total	2020	(21/20)	2021	2020	2021/20
AMERICAS	316	0	316	3,273	(90.3)	502	31,843	(98.4)
North America	304	0	304	3,019	(89.9)	480	29,627	(98.4)
Canada	120	0	120	1,444	(91.7)	208	12,436	(98.3)
Mexico	2	0	2	30	(93.3)	5	349	(98.6)
United States	182	0	182	1,545	(88.2)	267	16,842	(98.4)
Caribbean								
& Central America	3	0	3	22	(86.4)	7	226	(96.9)
Costa Rica	-	-	-	-	-	-	33	-
Jamaica	1	0	1	-	-	1	25	(96.0)
Others	2	0	2	22	(90.9)	6	168	(96.4)
South America	9	0	9	232	(96.1)	15	1,990	(99.2)
Argent ina	_	-	_	52	-	_	416	-
Brazil	3	0	3	71	(95.8)	6	875	(99.3)
Chile	-	-	_	26	-	1	271	(99.6)
Colombia	3	0	3	41	(92.7)	5	201	(97.5)
Others	3	0	3	42	(92.9)	3	227	(98.7)
AFRICA	29	0	29	373	(92.2)	35	2,880	(98.8)
North Africa	-	-	_	120	-	2	689	(99.7)
Morocco	-	-	_	50	_	1	311	(99.7)
Sudan	_	_	_	36	_	1	143	(99.3)
Others	-	-	-	34	-	-	235	-
Sub-Saharan								
Africa	29	0	29	253	(88.5)	33	2,191	(98.5)
Kenya	1	0	1	15	(93.3)	1	110	(99.1)
Mauritius	2	0	2	19	(89.5)	3	170	(98.2)
Nigeria	-	-	-	-	-	-	25	-
South Africa	23	0	23	134	(82.8)	24	1,364	(98.2)
Others	3	0	3	85	(96.5)	5	522	(99.0)

March 2021 Tourist Arrivals			Total Tourist Arrivals March	% Change March	Total Tourist Arrivals up to March	Total Tourist Arrivals up to March	% Change up to March	
	By Air	By Sea	Total	2020	(21/20)	2021	2020	2021/20
ASIA & PACIFIC	639	0	639	24,299	(97.4)	1,020	181,154	(99.4)
North East Asia	245	0	245	2,600	(90.6)	404	37,320	(98.9)
China	223	0	223	1,688	(86.8)	367	26,147	(98.6)
Japan	12	0	12	712	(98.3)	22	6,644	(99.7)
South Korea	7	0	7	87	(92.0)	12	2,499	(99.5)
Taiwan	3	0	3	109	(97.2)	3	1,985	(99.8)
Others	-	-	-	4	-	-	45	-
South East Asia	31	0	31	3,028	(99.0)	72	14,927	(99.5)
Cambodia	1	0	1	74	(98.6)	1	372	(99.7)
Indonesia	3	0	3	198	(98.5)	11	1,114	(99.0)
Malaysia	3	0	3	695	(99.6)	7	3,494	(99.8)
, Myanmar	1	0	1	128	(99.2)	6	532	(98.9)
Philippines	8	0	8	1,160	(99.3)	29	4,249	(99.3)
Singapore	4	0	4	453	(99.1)	5	2,545	(99.8)
Thailand	6	0	6	217	(97.2)	8	1,880	(99.6)
Vietnam	5	0	5	97	(94.8)	5	709	(99.3)
Others	-	-	-	6	-	-	32	-
Oceania	36	0	36	2,895	(98.8)	71	22,706	(99.7)
Australia	29	0	29	2,590	(98.9)	56	20,283	(99.7)
New Zealand	7	0	7	302	(97.7)	15	2,342	(99.4)
Others	-	-	-	3	-	-	99	-
South Asia	327	0	327	15,776	(97.9)	473	106,201	(99.6)
Afghanistan	1	0	1	17	(94.1)	1	146	(99.3)
Bangladesh	3	0	3	212	(98.6)	9	1,986	(99.5)
Bhutan	1	0	1	2	(50.0)	1	208	(99.5)
India	183	0	183	12,600	(98.5)	279	89,357	(99.7)
Iran	65	0	65	25	160.0	65	648	(68.8)
Maldives	56	0	56	2,183	(97.4)	86	9,407	(99.1)
Nepal	1	0	1	235	(99.6)	2	1,384	(99.9)
Pakistan	17	0	17	502	(96.6)	30	3,065	(99.0)

Northern Eur.403040310,099(96.0)53975,146(9Denmark21021506(95.8)324,905(9Finland707275(97.5)92,298(9Norway21021336(93.8)353,019(9Sweden22022723(97.0)317,061(9United Kingdom31603167,969(96.0)39855,455(9Others160167,969(96.0)39855,455(9Western Eur.743074314,235(94.8)1,15982,229(9Austria38038602(93.7)624,300(9Belgium909628(98.6)163,371(9France720724,056(98.2)11624,838(9Germany50205026,608(9.4)76634,507(9Switzerland84084957(91.2)1206,389(9Central / EasternEurope2,21702,21716,170(86.3)6,064100,373(9Belarus23023438(94.7)672,638(9Czech Republic520521,280(95.9)697,599(9Belarus	larch 2021 Tourist A	rrivals By Air	By Sea	Total	Total Tourist Arrivals March 2020	% Change March (21/20)	Total Tourist Arrivals up to March 2021	Total Tourist Arrivals up to March 2020	% Change up to March 2021/20
Denmark 21 0 21 506 (95.8) 32 4.905 9 Finland 7 0 7 275 (97.5) 9 2.298 (9) Norway 21 0 21 336 (93.8) 35 3.019 (9) Sweden 22 0 22 723 (97.0) 31 7.061 (9) United Kingdom 316 0 316 7.969 (96.0) 398 55.455 (9) Others 16 0 16 290 (94.5) 34 2.408 (9) Western Eur. 743 0 743 14.235 (94.8) 1.159 82.229 (9) Austria 38 0 38 602 (98.6) 16 3.371 (9) Relgium 9 0 9 628 (98.6) 16 3.371 (9) Rerace 72 0 72 4.056	EUROPE	3,484	0	3,484	42,804	(93.3)	7,945	281,203	(97.2)
Finland 7 0 7 275 (97.5) 9 2,298 9 Norway 21 0 21 336 (93.8) 35 3,019 (9 Sweden 22 0 22 723 (97.0) 31 7,061 (9 United Kingdom 316 0 316 7,969 (96.0) 398 55,455 (9 Others 16 0 16 290 (94.5) 34 2,408 (9 Western Eur. 743 0 743 14,235 (94.8) 1,159 82,229 (9 Austria 38 0 38 602 (93.7) 62 4,300 (9 Belgium 9 0 9 628 (98.6) 16 3,371 (9 Germany 502 0 502 6.608 (92.4) 766 34,507 (9 Switzerland 84 0 84 957	Northern Eur.	403	0	403	10,099	(96.0)	539	75,146	(99.3)
Norway 21 0 21 336 (93.8) 35 3.019 (9 Sweden 22 0 22 723 (97.0) 31 7,061 (9 United Kingdom 316 0 316 7,969 (96.0) 398 55,455 (9 Others 16 0 16 290 (94.5) 34 2,408 (9 Western Eur. 743 0 743 14,235 (94.8) 1,159 82,229 (9 Austria 38 0 38 602 (93.7) 62 4,300 (9 Belgium 9 0 9 628 (98.6) 16 3,371 (9 France 72 0 72 4,056 (92.4) 766 34,507 (9 Netherlands 35 0 35 1,355 (97.4) 74 8,656 (9 Switzerland 84 0 84 957 </td <td>Denmark</td> <td>21</td> <td>0</td> <td>21</td> <td>506</td> <td>(95.8)</td> <td>32</td> <td>4,905</td> <td>(99.3)</td>	Denmark	21	0	21	506	(95.8)	32	4,905	(99.3)
Sweden 22 0 22 723 (97.0) 31 7,061 (97.0) United Kingdom 316 0 316 7,969 (96.0) 398 55,455 (9 Others 16 0 16 290 (94.5) 34 2,408 (9 Western Eur. 743 1,4235 (94.8) 1,159 82,229 (9 Austria 38 0 38 602 (93.7) 62 4,300 (9 Belgium 9 0 9 628 (98.6) 16 3,371 (9 France 72 0 72 4,056 (92.4) 766 34,507 (9 Netherlands 35 0 35 1,355 (97.4) 74 8,656 (9 Switzerland 84 0 84 957 (91.2) 120 6,389 (9 Switzerland 84 0 2,217 16,170 (86.3) </td <td>Finland</td> <td>7</td> <td>0</td> <td>7</td> <td>275</td> <td>(97.5)</td> <td>9</td> <td>2,298</td> <td>(99.6)</td>	Finland	7	0	7	275	(97.5)	9	2,298	(99.6)
United Kingdom 316 0 316 7,969 (96.0) 398 55,455 (9 Others 16 0 16 290 (94.5) 34 2,408 (9 Western Eur. 743 0 743 14,235 (94.8) 1,159 82,229 (9 Austria 38 0 38 602 (93.7) 62 4,300 (9 Belgium 9 0 9 628 (98.6) 16 3,371 (9 France 72 0 72 4,056 (98.2) 116 24,838 (9 Germany 502 0 502 6,608 (92.4) 766 34,507 (9 Netherlands 35 0 35 1,355 (97.4) 74 8,656 (9 Switzerland 84 0 84 957 (91.2) 120 6,389 (9 Others 3 0 2,217	Norway	21	0	21	336	(93.8)	35	3,019	(98.8)
Others 16 0 16 290 (94.5) 34 2,408 (94.5) Western Eur. 743 0 743 14,235 (94.8) 1,159 82,229 (9 Austria 38 0 38 602 (93.7) 62 4,300 (9 Belgium 9 0 9 628 (98.6) 16 3,371 (9 France 72 0 72 4,056 (98.2) 116 24,838 (9 Germany 502 0 502 6,608 (92.4) 766 34,507 (9 Netherlands 35 0 35 1,355 (97.4) 74 8,656 (9 Switzerland 84 0 84 957 (91.2) 120 6,389 (9 Others 3 0 2,217 16,170 (86.3) 6,064 100,373 (9 Eachtral / Eastern Europe 2,217 <	Sweden	22	0	22	723	(97.0)	31	7,061	(99.6)
Western Eur. 743 0 743 14,235 (94.8) 1,159 82,229 (9 Austria 38 0 38 602 (93.7) 62 4,300 (9 Belgium 9 0 9 628 (98.6) 16 3,371 (9 France 72 0 72 4,056 (98.2) 116 24,838 (9 Germany 502 0 502 6,608 (92.4) 766 34,507 (9 Netherlands 35 0 35 1,355 (97.4) 74 8,656 (9 Switzerland 84 0 84 957 (91.2) 120 6,389 (9 Otters 3 0 3 2 16 100,373 (9 Belarus 23 0 2,217 16,170 (86.3) 6,064 100,373 (9 Czech Republic 52 0 52 1,280	United Kingdom	316	0	316	7,969	(96.0)	398	55,455	(99.3)
Austria 38 0 38 602 (93.7) 62 4,300 (9 Belgium 9 0 9 628 (98.6) 16 3,371 (9 France 72 0 72 4,056 (98.2) 116 24.838 (9 Germany 502 0 502 6,608 (92.4) 766 34.507 (9 Netherlands 35 0 35 1,355 (97.4) 74 8,656 (9 Switzerland 84 0 84 957 (91.2) 120 6,389 (9 Others 3 0 3 29 (89.7) 5 168 (9 Europe 2,217 0 2,217 16,170 (86.3) 6,064 100,373 (9 Belarus 23 0 23 438 (94.7) 67 2,638 (9 Czech Republic 52 0 52 1,280 <td>Others</td> <td>16</td> <td>0</td> <td>16</td> <td>290</td> <td>(94.5)</td> <td>34</td> <td>2,408</td> <td>(98.6)</td>	Others	16	0	16	290	(94.5)	34	2,408	(98.6)
Belgium 9 0 9 628 98.6 16 3,371 9 France 72 0 72 4,056 (98.2) 116 24,838 9 Germany 502 0 502 6,608 (92.4) 766 34,507 (9 Netherlands 35 0 35 1,355 (97.4) 74 8,656 (9 Switzerland 84 0 84 957 (91.2) 120 6,389 (9 Others 3 0 3 29 (89.7) 5 168 (9 Central / Eastern - - - - - - - - - - 6,064 100,373 (9 -	Western Eur.	743	0	743	14,235	(94.8)	1,159	82,229	(98.6)
France 72 0 72 4,056 (98.2) 116 24,838 (9 Germany 502 0 502 6,608 (92.4) 766 34,507 (9 Netherlands 35 0 35 1,355 (97.4) 74 8,656 (9 Switzerland 84 0 84 957 (91.2) 120 6,389 (9 Others 3 0 3 29 (89.7) 5 168 (9 Central / Eastern	Austria	38	0	38	602	(93.7)	62	4,300	(98.6)
Germany 502 0 502 6,608 (92.4) 766 34,507 (9 Netherlands 35 0 35 1,355 (97.4) 74 8,656 (9 Switzerland 84 0 84 957 (91.2) 120 6,389 (9 Others 3 0 3 29 (89.7) 5 168 (9 Central / Eastern	Belgium	9	0	9	628	(98.6)	16	3,371	(99.5)
Netherlands 35 0 35 1,355 (97.4) 74 8,656 (9 Switzerland 84 0 84 957 (91.2) 120 6,389 (9 Others 3 0 3 29 (89.7) 5 168 (9 Central / Eastern	France	72	0	72	4,056	(98.2)	116	24,838	(99.5)
Switzerland 84 0 84 957 (91.2) 120 6,389 (9 Others 3 0 3 29 (89.7) 5 168 (9 Central / Eastern	Germany	502	0	502	6,608	(92.4)	766	34,507	(97.8)
Others 3 0 3 29 (89.7) 5 168 (9 Central / Eastern - <t< td=""><td>Netherlands</td><td>35</td><td>0</td><td>35</td><td>1,355</td><td>(97.4)</td><td>74</td><td>8,656</td><td>(99.1)</td></t<>	Netherlands	35	0	35	1,355	(97.4)	74	8,656	(99.1)
Central / EasternEurope2,21702,21716,170(86.3)6,064100,373(9)Belarus23023438(94.7)672,638(9)Czech Republic520521,280(95.9)697,599(9)Estonia808140(94.3)111,185(9)Hungary606175(96.6)121,588(9)Kazakhstan1,51401,514478216.72,7462,33317Lithuania11011143(92.3)161,054(9)Poland450451,638(97.3)5611,908(9)Russian19701978,833(97.8)33649,397(9)Slovakia26026244(89.3)401,513(9)Ukraine28702872,155(86.7)2,59216,776(8)	Switzerland	84	0	84	957	(91.2)	120	6,389	(98.1)
Europe2,21702,21716,170(86.3)6,064100,373(9Belarus23023438(94.7)672,638(9Czech Republic520521,280(95.9)697,599(9Estonia808140(94.3)111,185(9Hungary606175(96.6)121,588(9Kazakhstan1,51401,514478216.72,7462,33317Lithuania11011143(92.3)161,054(9Poland450451,638(97.3)5611,908(9Russian19701978,833(97.8)33649,397(9Slovakia26026244(89.3)401,513(9Ukraine28702872,155(86.7)2,59216,7768	Others	3	0	3	29	(89.7)	5	168	(97.0)
Czech Republic520521,280(95.9)697,599(9Estonia808140(94.3)111,185(9Hungary606175(96.6)121,588(9Kazakhstan1,51401,514478216.72,7462,33317Lithuania11011143(92.3)161,054(9Poland450451,638(97.3)5611,908(9Romania4044246(98.4)61,724(9Russian19701978,833(97.8)33649,397(9Slovakia26026244(89.3)401,513(9Ukraine28702872,155(86.7)2,59216,776(8		2,217	0	2,217	16,170	(86.3)	6,064	100,373	(94.0)
Estonia808140(94.3)111,185(9Hungary606175(96.6)121,588(9Kazakhstan1,51401,514478216.72,7462,33317Lithuania11011143(92.3)161,054(9Poland450451,638(97.3)5611,908(9Romania404246(98.4)61,724(9Russian19701978,833(97.8)33649,397(9Slovakia26026244(89.3)401,513(9Ukraine28702872,155(86.7)2,59216,776(8	Belarus	23	0	23	438	(94.7)	67	2,638	(97.5)
Hungary606175(96.6)121,588(9Kazakhstan1,51401,514478216.72,7462,33317Lithuania11011143(92.3)161,054(9Poland450451,638(97.3)5611,908(9Romania404246(98.4)61,724(9Russian	Czech Republic	52	0	52	1,280	(95.9)	69	7,599	(99.1)
Kazakhstan1,51401,514478216.72,7462,33317Lithuania11011143(92.3)161,054(9Poland450451,638(97.3)5611,908(9Romania404246(98.4)61,724(9RussianFederation19701978,833(97.8)33649,397(9Slovakia26026244(89.3)401,513(9Ukraine28702872,155(86.7)2,59216,776(8	Estonia	8	0	8	140	(94.3)	11	1,185	(99.1)
Lithuania11011143(92.3)161,054(9Poland450451,638(97.3)5611,908(9Romania404246(98.4)61,724(9Russian	Hungary	6	0	6	175	(96.6)	12	1,588	(99.2)
Poland450451,638(97.3)5611,908(9Romania404246(98.4)61,724(9RussianFederation19701978,833(97.8)33649,397(9Slovakia26026244(89.3)401,513(9Ukraine28702872,155(86.7)2,59216,776(8	Kazakhstan	1,514	0	1,514	478	216.7	2,746	2,333	17.7
Romania404246(98.4)61,724(9RussianFederation19701978,833(97.8)33649,397(9Slovakia26026244(89.3)401,513(9Ukraine28702872,155(86.7)2,59216,776(8	Lithuania	11	0	11	143	(92.3)	16	1,054	(98.5)
RussianFederation19701978,833(97.8)33649,397(9Slovakia26026244(89.3)401,513(9Ukraine28702872,155(86.7)2,59216,776(8	Poland	45	0	45	1,638	(97.3)	56	11,908	(99.5)
Federation19701978,833(97.8)33649,397(9Slovakia26026244(89.3)401,513(9Ukraine28702872,155(86.7)2,59216,776(8	Romania	4	0	4	246	(98.4)	6	1,724	(99.7)
Slovakia 26 0 26 244 (89.3) 40 1,513 (9 Ukraine 287 0 287 2,155 (86.7) 2,592 16,776 (8									
Ukraine 287 0 287 2,155 (86.7) 2,592 16,776 (8									(99.3)
	Slovakia	26	0	26	244	(89.3)	40	1,513	(97.4)
Others 44 0 44 400 (89.0) 113 2.658 (9.10)	Ukraine	287	0	287	2,155		2,592	16,776	(84.5)
Cticis 44 0 44 400 (03.0) 115 2,000 (3	Others	44	0	44	400	(89.0)	113	2,658	(95.7)

March 2021 Tourist Arrivals				Total Tourist Arrivals March	% Change March	Total Tourist Arrivals up to March	Total Tourist Arrivals up to March	% Change up to March
	By Air	By Sea	Total	2020	(21/20)	2021	2020	2020
Southern / Mediterranean								
Europe	121	0	121	2,300	(94.7)	183	23,455	(99.2)
Greece	3	0	3	357	(99.2)	4	1,573	(99.7)
Italy	34	0	34	406	(91.6)	59	8,603	(99.3)
Portugal	4	0	4	184	(97.8)	8	1,602	(99.5)
Spain	36	0	36	496	(92.7)	54	3,385	(98.4)
Turkey	15	0	15	163	(90.8)	19	2,121	(99.1)
Israel	14	0	14	329	(95.7)	15	3,556	(99.6)
Others	15	0	15	365	(95.9)	24	2,615	(99.1)
MIDDLE EAST	113	0	113	621	(81.8)	127	10,231	(98.8)
Bahrain	8	0	8	14	(42.9)	8	549	(98.5)
Egypt	9	0	9	152	(94.1)	12	956	(98.7)
Iraq	3	0	3	15	(80.0)	3	138	(97.8)
Jordan	34	0	34	60	(43.3)	38	627	(93.9)
Kuwait	3	0	3	34	(91.2)	3	825	(99.6)
Lebanon	48	0	48	48	0.0	54	483	(88.8)
Oman	1	0	1	48	(97.9)	1	1,045	(99.9)
Qatar	-	-	-	7	-	1	129	(99.2)
Saudi Arabia	1	0	1	179	(99.4)	1	4,755	-
United Arab								
Emirates	4	0	4	30	(86.7)	4	352	(98.9)
Others	2	0	2	34	(94.1)	2	372	(99.5)
TOTAL	4,581	0	4,581	71,370	(93.6)	9,629	507,311	(98.1)

* All visitor arrival statistics in this report are from the Department of Immigration & Emigration.



1A Top Ten Source Markets – January to April 2021

Kazakhstan, Ukraine, Germany, China and United Kingdom were Sri Lanka's top five international tourist generating markets from January to 13th April this year. Kazakhstan was the largest source of tourist traffic to Sri Lanka with 27.3% of the total traffic received from January to 13th April 2021. Ukraine accounted for 22.6% of the total traffic; while Germany, China and United Kingdom accounted for 8.4%, 5% & 4.9% respectively.

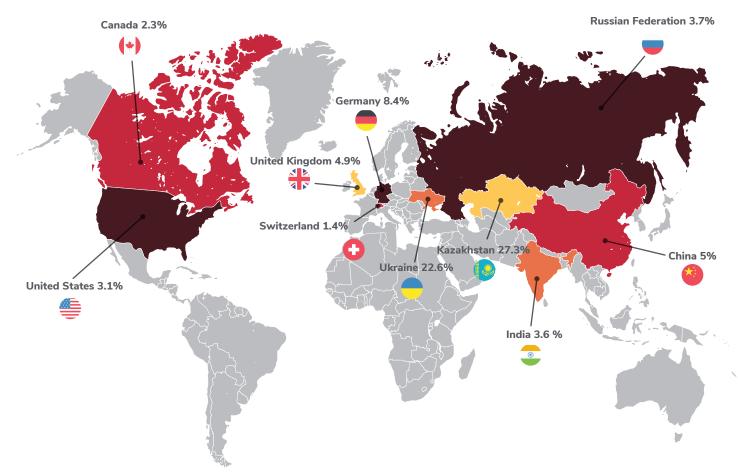


Chart 2 Top Ten Source Markets – January to 13th April 2021

Table 3 Top Ten Source Markets - January to 13th April 2021

Rank	Country of Residence	Number of Tourists	% Share	Rank	Country of Residence	Number of Tourists	% Share
1	Kazakhstan	3,163	27.3	12	Netherlands	101	0.9
2	Ukraine	2,610	22.6	13	Belarus	99	0.9
3	Germany	974	8.4	14	Czech Republic	95	0.8
4	China	577	5.0	15	Maldives	94	0.8
5	United Kingdom	568	4.9	16	Australia	86	0.7
6	Russian Federation	426	3.7	17	Italy	80	0.7
7	India	422	3.6	18	Lebanon	77	0.7
8	United States	357	3.1	19	Austria	75	0.6
9	Canada	265	2.3	20	Poland	74	0.6
10	Switzerland	159	1.4	21	Others	1,114	9.6
11	France	152	1.3		Total	11,568	100.0

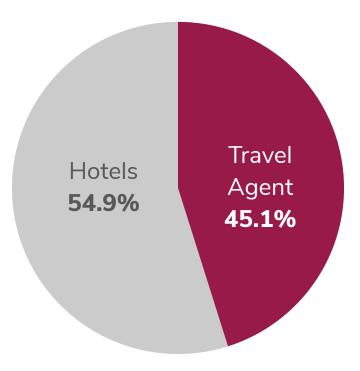
02. Booking Details

2A Distribution of Arrivals by Type of Bookings

An analysis of types of booking reveals that 6,476 (54.9%) of tourists have made bookings through Hotels while 5,317 (45.1%) of tourists have made bookings through Travel Agents. As per the findings of the Survey on Departing Foreign Tourists 2017, 2018 & 2019 majority (83%) of sampled tourists were non package tourists while only 17% were on package tours. Further, analysis of method of payments reveals that 55% of the sampled tourists have made their payments through online booking platforms. This reflects the dominance of new platform tourism services in the contemporary tourism industry which is expected to grow in leaps and bounds. This can be further supported by the survey conducted by UNWTO in 2017 on New Platform Tourism Services, as the findings reveals that information, accomadation and transport as the most important platform services in the modern era.

Total Bookings	11,793
Hotels	6,476
Travel Agent	5,317

Chart 3 Distribution of Arrivals by Type of Booking



2B Pilot Project

Travel Agents

The total number of 2,258 of tourist arrivals recorded for the period of the pilot project were mainly handled by three travel agents namely

- Exotic Holidays International
- Deluxe Holidays
- Ceylon My Dreams.

Hotels Tourist Distribution among Hotels

Tourist arrivals classified by the hotel bookings is depicted in Table 4. The guest distribution reveals that the accommodation facilities used by the tourists during the pilot project is mainly concentrated along Kalutara, Galle & Matara Districts. This could be mainly due to the health and safety related factors & convenience of the arrangement of logistics of the tourists. As per booking data, 34.7% of tourists had stayed at Centara Ceysand Resort & Spa while 31.3 % and 19.4% of tourists had stayed at Taj Bentota and The Long Beach Resort & Spa respectively. Hotel category wise 42% of tourists has stayed at five-star Hotels.

Chart 4 Tourist Distribution among Hotels

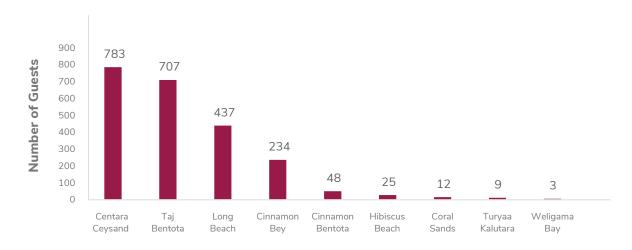


Table 4 Tourist Distribution among Hotels

Rank	Name of the Hotel	Location	Category	Na of Guests
1	Centara Ceysand Resort & Spa	Aluthgama	2 Star	783
2	Taj Bentota	Bentota	5 Star	707
3	The Long Beach Resort & Spa	Koggala	Tourist Hotel	437
4	Cinnamon Bey	Beruwala	5 Star	234
5	Cinnamon Bentota Beach	Bentota	4 Star	48
6	Hibiscus Beach Hotel	Waskaduwa	1 Star	25
7	Coral Sands Hotel	Hikkaduwa	Tourist Hotel	12
8	Turyaa Kalutara	kalutara	Tourist Hotel	9
9	Weligama Bay Resort	Weligama	Guest House	3
Total				2,258

2C Post Pilot Period

Top 50 Travel Agents with Bookings

Top 50 Travel Agents as per the bookings handled is shown in Table 5. Accordingly, the Aitken Spence Travels, Jetwing Travels and Classic Destinations are the top three Travel Agents to handle the majority (69%) of bookings.

Table 5 Distribution of Bookings from Tourists among Travel Agents

No	Travel Agent	No. of Bookings	No	Travel Agent	No. of Bookings
1	Aitken Spence Travels	2,979	26	Holiday Park	19
2	Jetwing Travels	503	27	Red Apple & Travel Holidays Lanka	19
3	Classic Destinations	209	28	Royal Holidays	17
4	Exotic Holidays International	188	29	Comfort Travels & Tours	17
5	Tangerine Tours	142	30	Alpha Vacations	16
6	Tour Blue Holdings	111	31	Deluxe Vacations	15
7	Olanka Travels	83	32	Infinit Luxury Travel	11
8	Ceylon My Dream	68	33	Adhvan Tours	11
9	A4 Tours	68	34	Detroves Travels	10
10	Lanka Sportreizen	66	35	Authenticities	10
11	Butterflies	60	36	Andrew The Travel Company	10
12	Esna Holidays	60	37	Hornbill Holidays Ceylon	8
13	Walkers Tours	59	38	Sri Holidays Travel Services	8
14	Connaissance De Ceylan	42	39	Welcome Holiday Travel and Tours	8
15	Le Ceylan Marketing Management	42	40	Luxe Asia	8
16	Trotter Escapes	38	41	Columbus Tours	7
17	George Stuart Travels	37	42	One and Only Travels	7
18	Tripfusion DMC	31	43	Spillburg Vacation	7
19	Exemplary Voyages	28	44	My Flight Zone	7
20	Ayubowan Tours & Travels	26	45	Lotus Destination Lanka	7
21	LOLC Holdings PLC	26	46	Abercrombie & Kent	7
22	NKAR Travels and Tours	25	47	Figo Holidays	7
23	The Fabulous Getaway	24	48	Experiential Journeys	6
24	Diethelm Travel Lanka	23	49	Lanka Holidays Net	6
25	House of Travels & Tourism	21	50	Golden Isle Travels	6
			51	Others	104
				Total	5,317

Top 50 Hotels with Bookings by Tourists

Top 50 Hotels as per the number of bookings by tourists is shown in Table 6. Accordingly, Taj Bentota Resort & Spa, ME Colombo, & Heritance Ahungalla are the top three Hotels that have received majority of bookings. It is noteworthy that a gradual dispersal of tourists into wider geographical areas can be observed in comparison to the accommodation facilities used in the pilot project. Hotel category wise, 33 % of tourists has stayed at Tourist Hotels while 21 % of tourists had stayed at Five Star Hotels. Guest Houses have been patronized by 13.7 % of tourists.

Table 6 Top 50 Hotels with Bookings by Tourists

No	Hotel	No. of Bookings	Location	Category
1	Taj Bentota Resort & Spa	442	Bentota	5 Star
2	ME Colombo	340	Colombo	Tourist Hotel
3	Heritance Ahungalla	320	Ahungalla	5 Star
4	Coral Sands Hotel	229	Hikkaduwa	Tourist Hotel
5	Insight Resort Ahangama	223	Ahangama	Tourist Hotel
6	Jetwing Lagoon	208	Negombo	Tourist Hotel
7	Turyaa Kalutara	197	Kudawaskaduwa	Tourist Hotel
8	Anantara Peace Haven Tangalle Resort	195	Tangalle	5 Star
9	Zmax Fairway	185	Colombo	Tourist Hotel
10	Heritance Negombo	172	Negombo	5 Star
11	Hibiscus Beach Hotel	166	Kalutara North	1 Star
12	Weligama Bay Resort	165	Weligama	Guest House
13	Barberyn Beach Ayurvedic Resort-Weligama	163	Weligama	Tourist Hotel
14	Cinnamon Bey	158	Beruwala	5 Star
15	Mermaid Hotel and Club	153	Mahawaskaduwa	2 Star
16	CocoBay Unawatuna	138	Unawatuna	Boutique Villa
17	Amari Galle	118	Galle	Tourist Hotel
18	Thaproban Pavilion Resort & Spa	110	Galle	Tourist Hotel
19	Talalla Retreat Center	98	Talalla	Tourist Hotel
20	The Fortress Resort and Spa	88	Koggala	Boutique Hotel
21	Siddhalepa Ayurveda Health Resort	86	Wadduwa	Tourist Hotel
22	Timeless Villa	83	Ahangama	Guest House
23	Ayana Sea	82	Wadduwa	Boutique Hotel
23 24	Anantara Kalutara Resort	76	Kalutara	5 Star
24 25	Wind Blend Kites Resort	75		Guest House
26		75	Kalpitiya	Guest House
20 27	Sen Wellness Sanctuary Cinnamon Bentota Beach	73	Tangalle Bentota	4 Star
		70	Waskaduwa	3 Star
28	Tangerine Beach Hotels Plc	67		
29	KK Beach		Habaraduwa	Guest House
30	Centara Ceysand Resort & Spa	67	Bentota	2 Star
31	Colombo Courtyard	67	Colombo	3 Star
32	Elements Beach and Nature Resort	66	Kalpitiya	Guest House
33	Ayurveda Paragon	59	Talpe	Tourist Hotel
34	Heritance Ayurveda Mahagedara	59	Beruwala	Tourist Hotel
35	Dinuda Resort	58	Kalpitiya	Guest House
36	Terrace Green Hotel	58	Gampaha	Guest House
37	Movenpick Hotel	55	Colombo	Tourist Hotel
38	Hiru Villas	55	Maggona	Guest House
39	Ayurvie Weligama	54	Weligama	Tourist Hotel
40	Castlereagh Bungalow (Tea Trails Pvt Ltd)	52	Hatton	Boutique Villa
41	Catamaran Beach Hotel	51	Negombo	Tourist Hotel
42	Aasha House	49	Unawatuna	Bungalow
43	Santani Wellness Resort and Spa	49	Theldeniya	Guest House
44	Shamaz Galle	48	Galle	Guest House
45	Kahanda Kanda	48	Dikkumbura	Boutique Villa
46	Isolabella Ayurveda Resort	47	Dickwella	Guest House
47	Thaulle Resort	45	Tissamaharama	Tourist Hotel
48	UTMT Resort (Pvt) Ltd	42	Batigama	Tourist Hotel
49	Gomez Place	41	Negombo	Guest House
50	Cape Weligama	29	Weligama	Boutique Hotel
	Others	801	<u> </u>	1
	Total	6,476		

03. Safe and Secure Certified Accommodation

In creating a condusive environment for smooth operation of tourism in the new normal, Sri Lanka Tourism initiated the process of assessing compliance with operational guidelines, and issuing the COVID-19 safe and secure certification for registered accommodation and service providers. This certification guarantees that these service providers have complied and implemented the operational guidelines released by SLTDA. The compliance audits were carried out by reputed independent professional bodies. Certification is conducted free of charge and the cost is borne by Sri Lanka Tourism.

Table 7 Certified Safe & Secure Accommodation as per Hotel category – (Up to 9th April)

In terms of number of units, the highest categories to be classified as Level 1 accommodation facilities are Guest Houses (68), Tourist Hotels (37) & Classified Tourist Hotels (25). However, in terms of number of rooms, Classified Tourist Hotels (2,744) followed by Tourist Hotels (1,971) have the highest room inventory among Level One Certified Hotels.

Out of the "Other Certified Hotels" Tourist Hotels (44) and Classified Tourist Hotels (40) record the highest number of units, while Classified Tourist Hotels (5,858) record the highest number of rooms.

	Level One		Other Certified		
Category	No. of Units	No. of Rooms	No. of Units	No. of Rooms	
Classified Tourist Hotel	25	2,744	40	5,858	
5 Star	7	1,450	15	3,346	
4 Star	6	641	11	1,090	
3 Star	4	301	9	1,162	
2 Star	4	229	5	245	
1 Star	4	123	1	15	
Boutique Hotel	15	359	11	206	
Boutique Villa	13	84	8	72	
Tourist Hotel	37	1,971	44	2,205	
Guest House	68	778	32	498	
Bungalow	20	80	18	77	
Homestay	-	-	12	39	
Camping Site	3	30	1	8	
Sub Total	181	6,046	167	8,963	
Total S & S Units %		348 (9.7%)			
Total S & S Room Count	%	14,810 (35%)			

Safe & Secure Certified Accommodation (Up to 9th April)



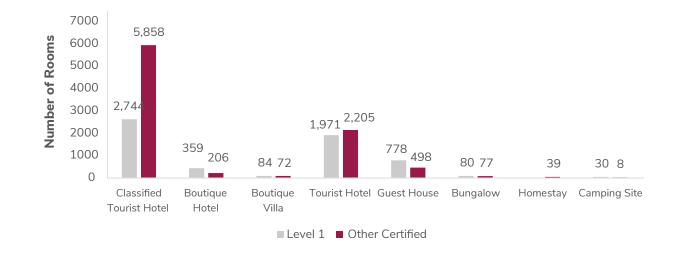


Chart 5 Certified Safe & Secure Accommodation as per Hotel Category – Room Inventory (Up to 9th April)





Sri Lanka Tourism Development Authority No. 80, Galle Road, Colombo 03 +94 112 426800 | +94 112 426900 www.sltda.gov.lk