TOURISM INDUSTRY REPORT

FOURTH QUARTER 2019

HIGHLIGHTS OF 2019

A. TOURIST ARRIVALS TO SRI LANKA

B. TOURIST ACCOMMODATION

C. TOURISM ACCOMMODATION INVESTMENTS

D. PUBLIC SECTOR REVENUE FROM TOURISM

E. REGIONAL WISE TOURISM PERFORMANCE

HIGHLIGHTS OF 2019

Tourist Arrivals
1.91 Mn

Tourism Revenue
3.6 USD Bn

Hotel Occupancy
57.09%

❖ Sri Lanka is appointed as one of the two Vice-Chairpersons for South Asia Commission of United Nations World Tourism Organization (UNWTO) for the period 2019 to 2021.

❖ SLTDA signs an MOU with the leading Market Development Facility - Palladium Group SL (Pvt) Ltd to become the leading agency for tourism-related research and statistics in Sri Lanka.

❖ SLTDA and the Department of Coast Conservation & Coastal Resources Management (DCC & CRM) marked a significant milestone when the two institutions signed a memorandum of understanding (MoU) to enhance the cooperation between the two agencies, and to reduce time and costs for investors both foreign and domestic by streamlining the SLTDA and DCC & CRM investment approval processes.

❖ Sri Lanka gets Asian Development Bank - ADB grant to train homestay owners and revise hotel school syllabus.

❖ Free visa-on-arrival scheme extended till 30th April for the citizens of 48 countries.

❖ Sri Lanka ranks No. 4 in the list of 10 most In-Demand Travel Destinations in 2020 followed by best warm weather destination title by USA TODAY.

❖ Tourism industry was extended the export status.

❖ Value added tax was reduced form 15% to 8%

❖ Sri Lanka Tourism Development Authority (SLDA) cautions the licensed establishments which adopt discriminatory practices against local tourists with 'foreigners only' policy with stern actions.

❖ CNN Travel selects Sri Lanka as one of the best places to visit in 2020.

❖ Richard Quest to feature Sri Lanka on CNN Business Traveler Programme.

❖ Sri Lanka was Chosen as the best wildlife destination in Asia.

TOURIST ARRIVALS TO SRI LANKA

CHART 01 : Arrivals by Month

Month	2018	2019	% Cha. 2018/19
January	238,924	244,239	2.2
February	235,618	252,033	7.0
March	233,382	244,328	4.7
April	180,429	166,975	(7.5)
May	129,466	37,802	(70.8)
June	146,828	63,072	(57.0)
July	217,829	115,701	(46.9)
August	200,359	143,587	(28.3)
September	149,087	108,575	(27.2)
October	153,123	118,743	(22.5)
November	195,582	176,984	(9.5)
December	253,169	241,663	(4.5)
Total	**2,333,796**	**1,913,702**	**(18.0)**

TOURIST ARRIVALS TO SRI LANKA

An analysis of monthly arrivals reveals that the first three months of 2019 showed a positive growth in arrivals and subsequent to the Easter attacks in April the percentage changes have recorded minus figures. In the immediate month of May after the Easter attack the drop was (70.8%).

However, a positive trend was evident with the gradual increase of arrivals and the percentage change recorded for the month of December was (4.5%). This is indicative of a healthy recovery of the tourism industry. The various accolades received for Sri Lanka could be one of the reasons behind this fast recovery.

ARRIVALS BY REGION

FIGURE 1 : **Arrivals by Region**

6.7%	0.8%	46.4%	2.3%	43.9%
AMERICAS	**AFRICA**	**EUROPE**	**MIDDLE EAST**	**ASIA PACIFIC**

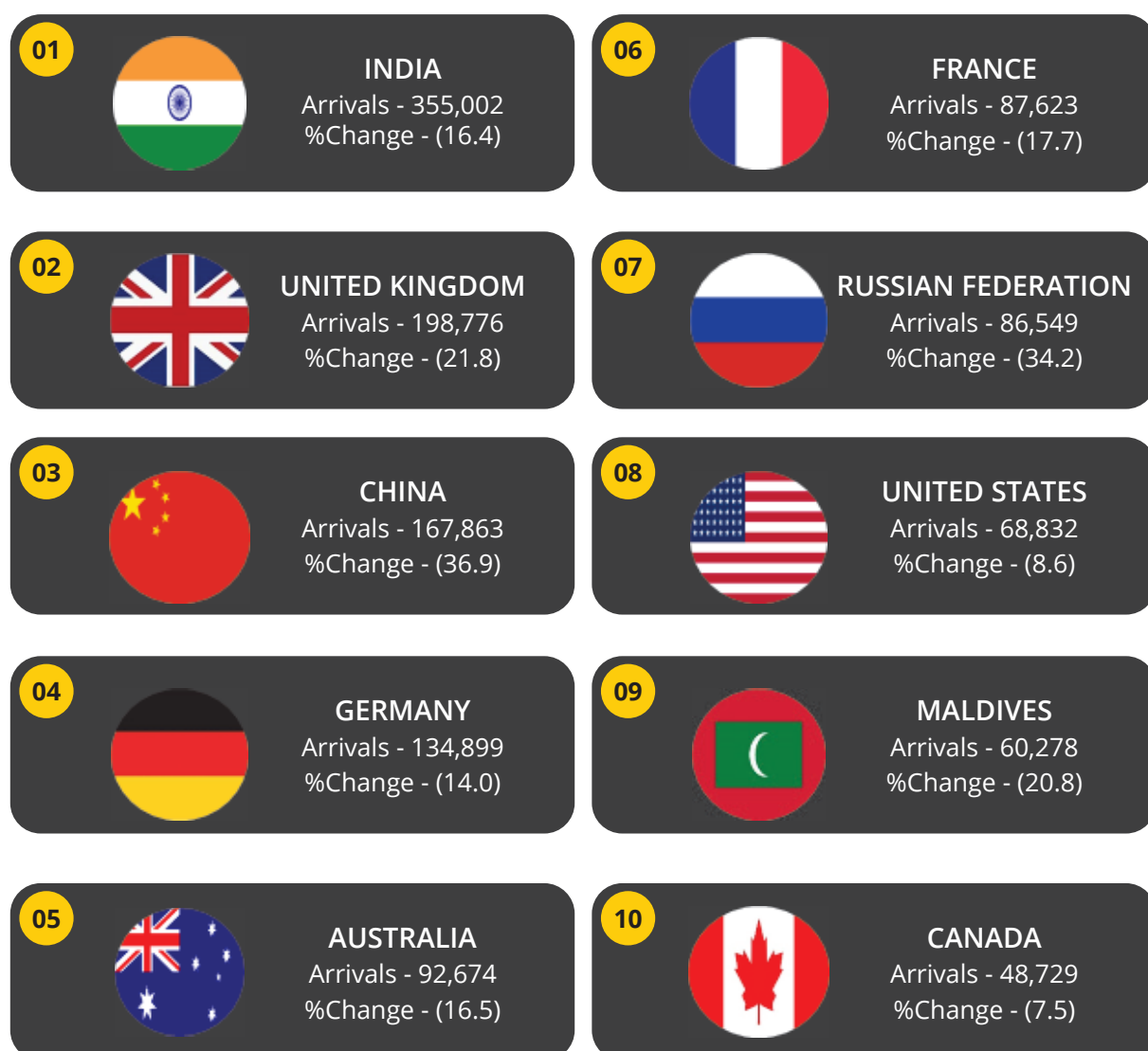| AMERICAS	AFRICA	EUROPE	MIDDLE EAST	ASIA PACIFIC
● North America	● North Africa	● Northern Europe	● Middle East	● North East Asia
● Caribbean	● Sub-Saharan Africa	● Western Europe		● South East Asia
● Central America		● Central/ Eastern Europe		● Oceania
● South America		● Southern Medit. Europe		● South Asia

TOURIST ARRIVALS TO SRI LANKA

❖ Europe continues to be the largest source of tourist traffic to Sri Lanka recording a share of 46.4%.

❖ Asia pacific is the second major source market with a share of 43.9%.

❖ America recorded a share of 6.7% while Middle East and Africa recorded shares of 2.3% and 0.8% respectively.

Apart from the local factors that had a negative bearing on the tourist arrivals the global factors such as world economic slowdown, trade tensions and rising geopolitical challenges, social unrest, uncertainty about Brexit and lower business confidence could be the factors that negatively affected the tourist arrivals around the globe (UNWTO Barometer, Vol.17, Issue. 4).

FIGURE 2 : **Top Ten Markets**

01 INDIA Arrivals - 355,002 %Change - (16.4)	**06** FRANCE Arrivals - 87,623 %Change - (17.7)	
02 UNITED KINGDOM Arrivals - 198,776 %Change - (21.8)	**07** RUSSIAN FEDERATION Arrivals - 86,549 %Change - (34.2)	
03 CHINA Arrivals - 167,863 %Change - (36.9)	**08** UNITED STATES Arrivals - 68,832 %Change - (8.6)	
04 GERMANY Arrivals - 134,899 %Change - (14.0)	**09** MALDIVES Arrivals - 60,278 %Change - (20.8)	
05 AUSTRALIA Arrivals - 92,674 %Change - (16.5)	**10** CANADA Arrivals - 48,729 %Change - (7.5)	

TOURIST ARRIVALS TO SRI LANKA

An analysis of top ten markets reveals that India continues to be the top source of tourist traffic to Sri Lanka recording 355,002 arrivals in year 2019.

- ❖ United Kingdom was recorded as the second major source of tourist traffic recording 198,776 arrivals.
- ❖ China, Germany and Australia retained third, fourth and fifth positions.

It is noteworthy that arrivals from all the top ten source markets recorded reduction while China and Russian Federation recorded considerable gap in percentage changes in arrivals in comparison to 2018.

TOURIST ARRIVALS FROM POPULAR TOURIST SOURCE MARKETS

It is important to understand the trend from tourist source markets to plan for the future. A comparison of tourist arrivals from the consecutive years of 2016, 2017, 2018, 2019 and 2020 January reveals that the total arrivals have gradually increased with varying degrees up to 2018 while a decline of 18% was recorded for the year 2019. Growing purchasing power and demand for travel coupled with increased air connectivity and enhanced visa facilitation could be the driving forces behind the overall growth in   arrivals.

Despite the decline in arrivals form all source markets in 2019, the trend in declined arrivals from China and Maldives which are among the top source markets is significant. Evolving travel habits of Chinese travelers in their choice of des-tinations could be an influencing factor in this regard. Further it is noteworthy that tourist arrivals from Russia has recorded a growth of 34% despite the negative impact of Easter Attack in April. In terms of monthly arrivals in January 2020 again a decline of 6.5% was recorded in comparison to January 2019. The outbreak of COVID-19 which had negative effect on the travel industry was a critical factor in this regard.
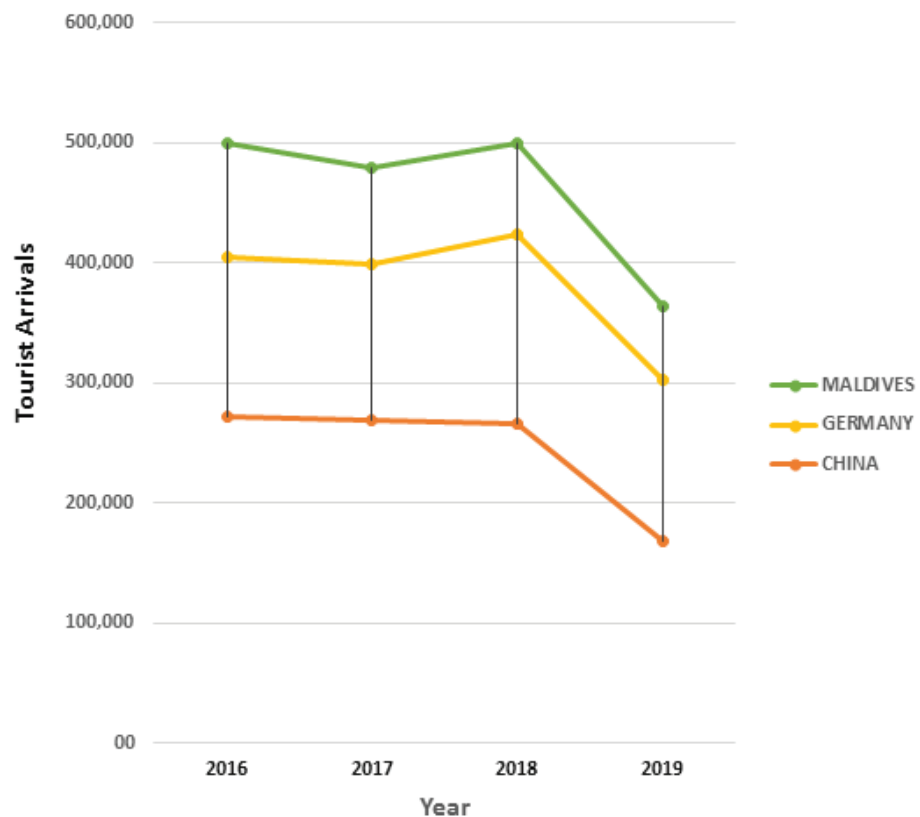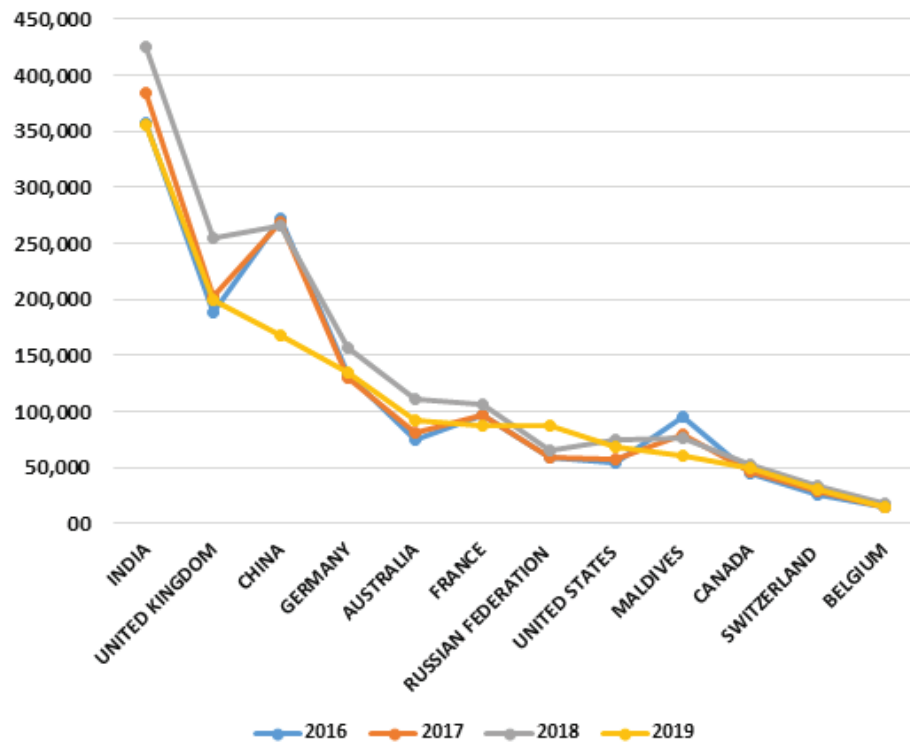
TOURIST ARRIVALS TO SRI LANKA

Rank	Country of Residence	2016	2017	2018	2019	2020 January
1	India	356,729	384,628	424,887	355,002	41,448
2	United Kingdom	188,159	201,879	254,176	198,776	21,138
3	China (PR)	271,577	268,952	265,965	167,863	22,363
4	Germany	133,275	130,227	156,888	134,899	11,494
5	Australia	74,496	81,281	110,928	92,674	8,115
6	France	96,440	97,282	106,449	87,623	9,352
7	Russia	58,176	59,191	64,497	86,549	19,616
8	United States	54,254	57,479	75,308	68,832	7,494
9	Maldives	95,167	79,371	76,108	60,278	4,264
10	Canada	44,122	46,896	52,681	48,729	5,510
11	Netherlands	41,373	51,148	57,160	38,993	3,538
12	Italy	29,791	31,428	38,379	36,147	4,454
13	Ukraine	31,302	32,346	36,515	35,051	8,549
14	Japan	43,110	44,988	49,450	30,079	2,917
15	Switzerland	26,282	28,402	33,965	29,981	2,508
16	Spain	19,425	22,361	29,208	24,489	1,509
17	Sweden	21,589	24,275	28,267	22,464	3,099
18	Poland	14,432	15,346	20,378	20,896	5,577
19	Czech Republic	17,858	15,712	17,600	19,204	2,673
20	Denmark	18,097	18,647	19,223	16,869	2,176
21	Malaysia	24,727	26,414	22,808	16,861	1,399
22	Saudi Arabia	38,836	35,481	34,703	15,707	3,914
23	Belgium	14,387	14,616	17,519	14,948	1,243
24	Israel	10,391	11,080	13,833	14,770	1,688
25	Austria	16,995	17,466	19,320	14,713	1,674
26	Pakistan	29,965	31,815	19,116	14,655	1,397
27	Philippines	12,747	16,845	19,303	14,590	1,199
28	Singapore	19,033	19,457	19,861	13,871	1,214
29	Norway	12,790	14,159	17,217	13,446	1,379
30	NEW Zealand	9,045	10,332	13,825	12,463	1,035
31	South Korea	14,520	15,963	15,748	12,195	1,577
32	Thailand	9,462	10,828	9,178	9,861	736
33	Bangladesh	17,098	15,510	10,487	8,261	1,014
34	Ireland	7,912	9,806	10,830	8,254	948
35	South Africa	5,208	5,726	7,416	7,132	686
36	Taiwan (P.C.)	6,252	7,636	8,187	7,127	1,296
37	Finland	6,682	7,334	8,888	7,028	986
38	Greece	6,146	5,651	7,778	6,980	598
39	Romania	4,189	4,652	5,931	5,463	785
40	Nepal	12,838	5,144	5,302	5,414	589
41	Portugal	3,931	5,060	5,933	5,193	568
42	Turkey	3,874	4,609	4,262	4,972	1,145

TOURIST ARRIVALS TO SRI LANKA

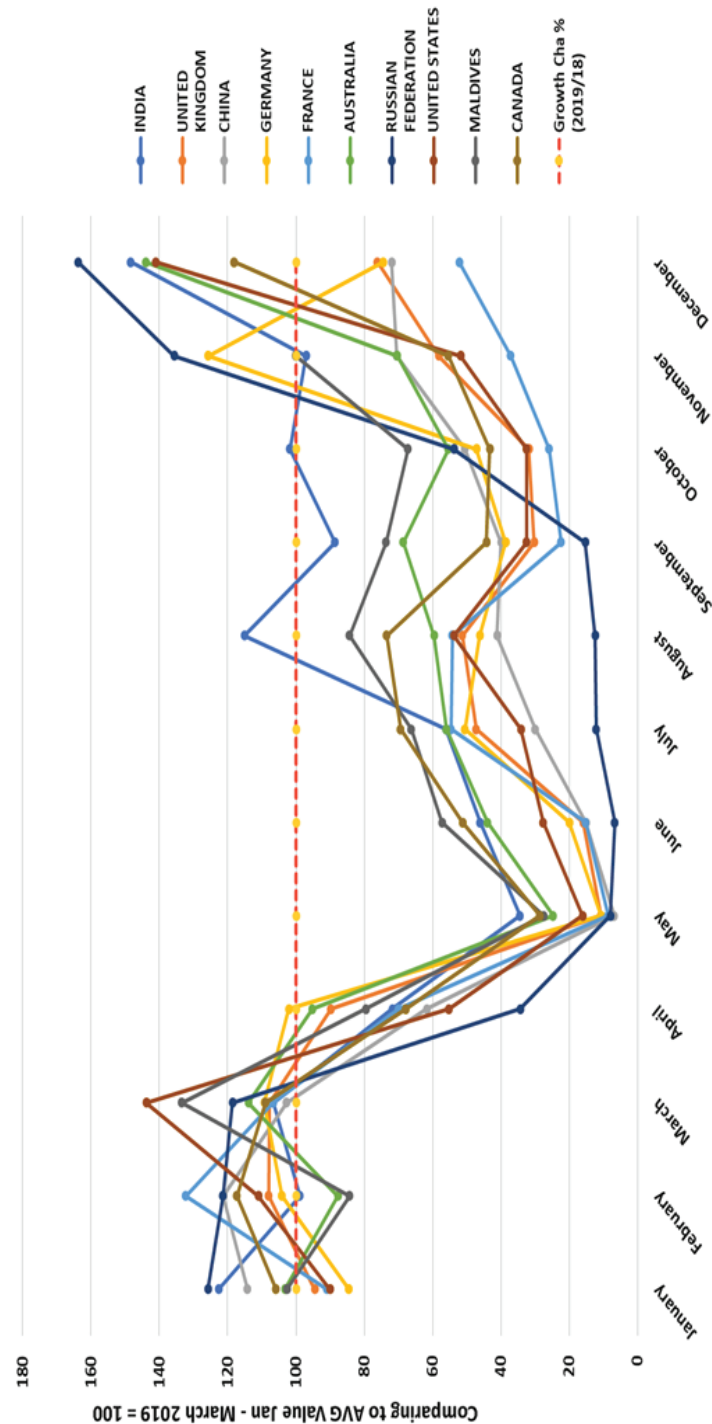| Rank	Country of Residence	2016	2017	2018	2019	2020 January
43	Slovakia	5,550	6,579	5,289	4,944	539
44	Indonesia	16,047	25,806	5,365	4,919	401
45	Belarus	4,387	4,268	4,621	4,796	1,099
46	Lebanon	6,169	7,152	5,521	4,304	212
47	Oman	13,268	8,343	6,846	4,117	768
48	Hungary	3,911	4,951	4,514	4,091	758
49	Egypt	3,432	3,907	3,854	3,708	404
50	UAE	8,475	7,136	5,785	3,528	199
51	Iran	4,400	6,816	5,720	3,249	330
52	Kuwait	5,726	4,327	3,465	3,239	465
53	Myanmar	3,286	4,365	3,241	3,124	190
54	Jordan	4,290	5,165	3,156	3,085	361
55	Brazil	1,727	1,822	2,774	2,964	467
56	Cambodia	881	1,311	771	2,841	146
57	Lithuania	2,304	2,959	3,386	2,793	514
58	Vietnam	2,200	2,551	3,189	2,643	287
59	Estonia	2,761	2,881	2,744	2,516	394
60	Kazakhstan	7,769	6,122	2,721	2,399	1,182
61	Bahrain	3,119	3,296	2,858	2,285	404
62	Croatia	1,962	2,136	2,181	1,922	331
63	Seychelles	2,406	422	416	1,864	225
64	Kenya	845	853	874	1,559	45
65	Argentina	706	921	1,809	1,403	224
66	Yemen	1,855	1,725	1,367	1,114	116
67	Qatar	1,683	1,859	1,676	1,063	69
68	Morocco	1,075	1,121	1,036	1,031	125
69	Chile	579	631	1,002	938	128
70	Palestine	1,227	1,426	1,078	871	85
71	Iraq	1,035	1,111	1,021	852	71
72	Mauritius	652	703	720	739	107
73	Colombia	600	710	702	713	88
74	Cyprus	426	558	672	709	99
75	Sudan	887	1,078	858	584	67
76	Afghanistan	860	745	861	473	65
77	Bhutan	468	737	679	343	137
78	Nigeria	444	416	412	172	12
79	Comoros	366	303	191	128	6
80	Others	10,372	1,772	24,944	22,377	2,450
	Total	**2,050,832**	**2,116,407**	**2,333,796**	**1,913,702**	**228,434**

TOURIST ARRIVALS TO SRI LANKA

Chart 2   : Tourist Arrivals from Popular Source Markets – 2016/17/18/19

TOURIST ARRIVALS TO SRI LANKA

Chart 3 **: Tourist Arrivals – Pre And Post Period of Easter Attacks**
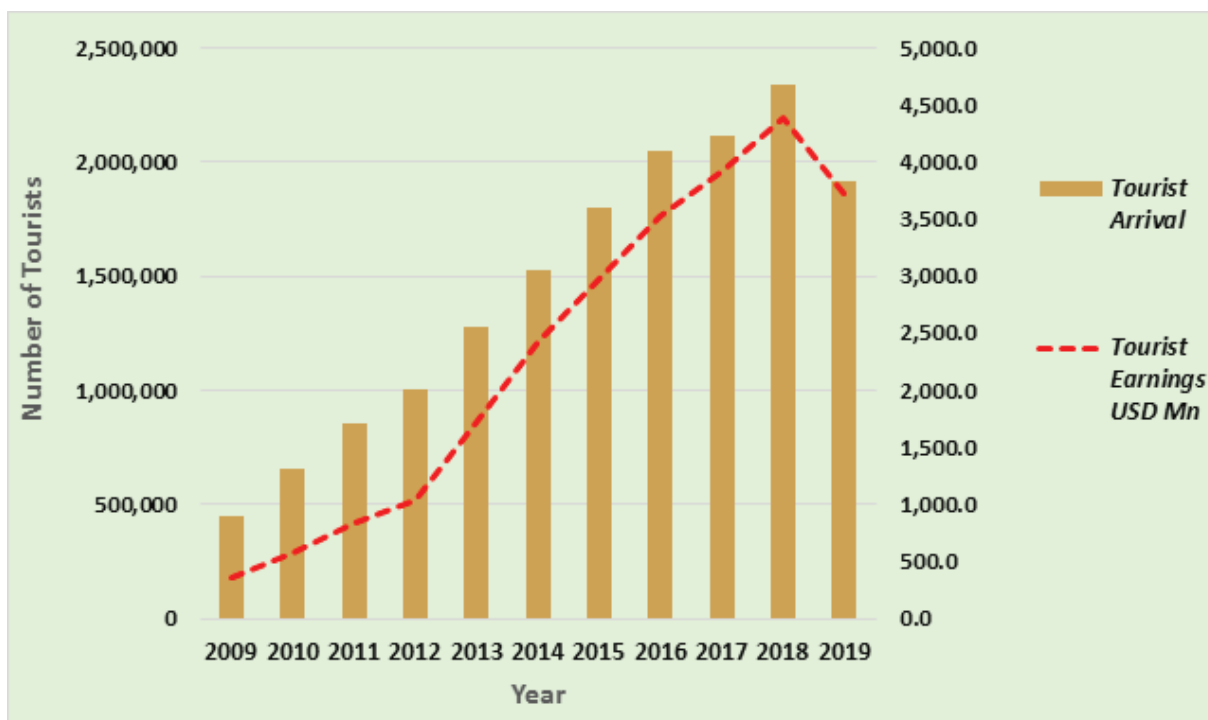

As depicted by the above chart India, Australia, Russian Federation, United States and Canada have recovered from the drastic decline experienced after the Easter attacks. The gradual lifting of travel advisories could have resulted in the fast recovery of these markets.

TOURIST ARRIVALS TO SRI LANKA

TOURISM PERFORMANCE FROM 2009 TO 2019

Year	Tourist Arrival	Tourist Earnings USD Mn
2009	447,890	349.3
2010	654,476	575.9
2011	855,975	838.9
2012	1,005,605	1,038.3
2013	1,274,593	1,715.5
2014	1,527,153	2,431.2
2015	1,798,380	2,980.6
2016	2,050,832	3,518.5
2017	2,116,407	3,924.9
2018	2,333,796	4,380.6
2019	**1,913,702**	**3,606.9**

" We don't own the planet Earth, we belong to it.
And we must share it with our wildlife. "

TOURIST ACCOMMODATION

REGISTERED ACCOMMODATION ESTABLISHMENTS

Categorization	Number of Establishments	Number of Rooms
Boutique Hotel	36	722
Boutique Villa	46	326
Bungalow	460	1,862
Classified Tourist Hotels	155	14,093
Five star	26	5,354
Four Star	24	2,564
Three Star	26	2,513
Two Star	41	2,000
One Star	38	1,662
Guest House	1, 050	11,661
Heritage Bungalow	4	19
Heritage Home	3	9
Home Stay Unit	548	1, 672
Hostels	10	125
Rented Apartment	70	226
Rented Home	5	14
Tourist Hotel (Unclassified)	233	9, 636
Total	**2,620**	**40,365**

The total number of SLTDA registered accommodation establishments as at 31st December 2019 was 2,620.

The number of classified tourist hotels was 155 and among them 26 were five star hotels.

The presence of small and medium enterprises is strong with guest houses, homestays and bungalows recording the highest number of registered establishments with 1,050, 548 and 460 respectively.
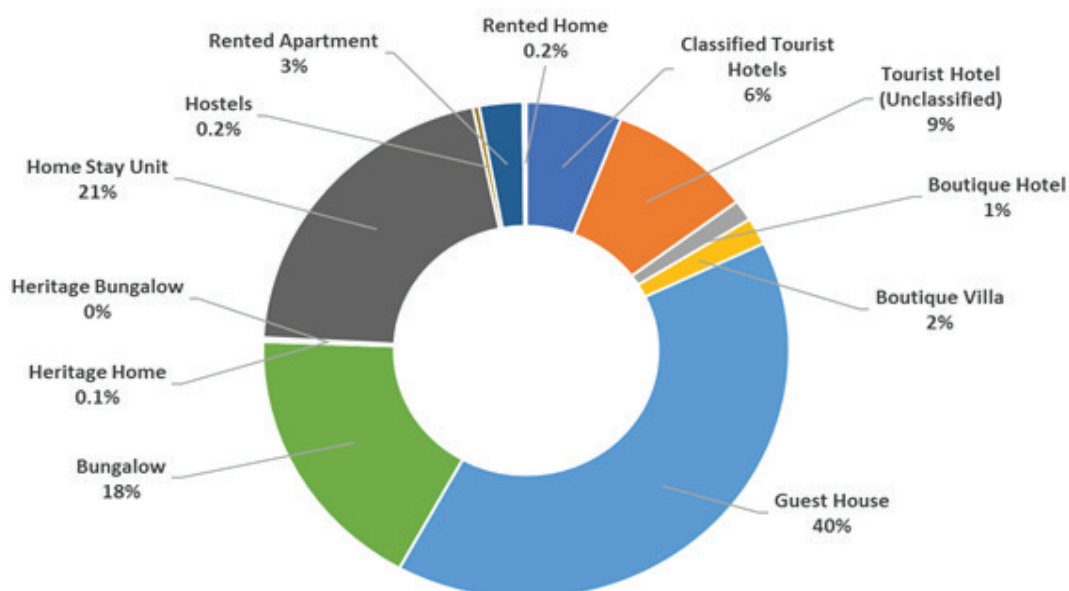
The total room inventory was 40,365. Classified tourist hotels (1-5 star) had the highest inventory of 14,093 rooms.

TOURIST ACCOMMODATION
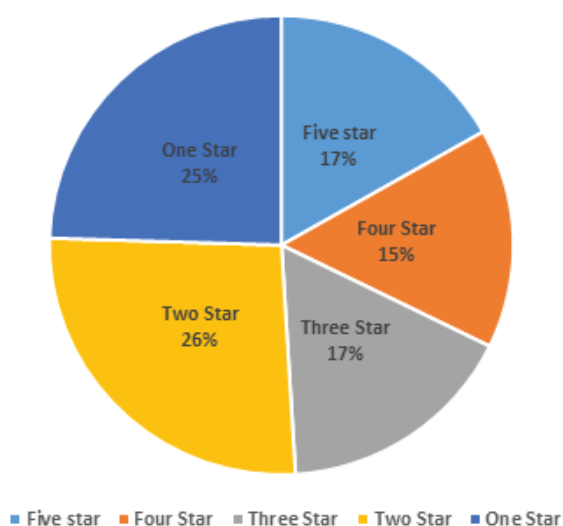
SHARE OF ALL REGISTERED ESTABLISHMENTS

CHART 4   : **Percentage Distribution of Registered Establishments**

SHARE OF CLASSIFIED TOURIST HOTELS

An analysis of registered establishments in the accommodation sector reveals that 40% of the accommodating sector consists of Guest Houses. Homestay 21% while 18% represents Bungalows. It is noteworthy that Classified Tourist Hotels consists of only 6% accounting for 14,093 rooms. The classification of Hotels has been made mandatory now, and steps are being taken to classify the balance unclassified hotels on the fast track.

CHART 5   : **Percentage Distribution of Classified Tourist Hotels**

TOURIST ACCOMMODATION

ROOM DISTRIBUTION OF THE ACCOMMODATION SECTOR BY CATEGORY – (UP TO DECEMBER 2019)

CHART 6   : Room Distribution of Accommodation Sector

The total room inventory recorded up to December 2019 was 40,365. Classified tourist hotels (1-5 star) had the highest inventory of 14,093 rooms while Guest houses had 11,661 rooms. Tourist hotels had an inventory of 9,636 rooms.

CHART 7   : Percentage Share of Room Distribution

" If happiness is the goal then adventure
should be a top priority. "

TOURIST ACCOMMODATION

FIGURE 3   **: Geographical Distribution of Rooms**

Number of Rooms Distribution (NRD)	
	NRD > 7,000
	7,000>NRD>5,000
	5,000>NRD>3,000
	3,000>NRD>1,000
	1,000>NRD>500
	500 >NRD>0

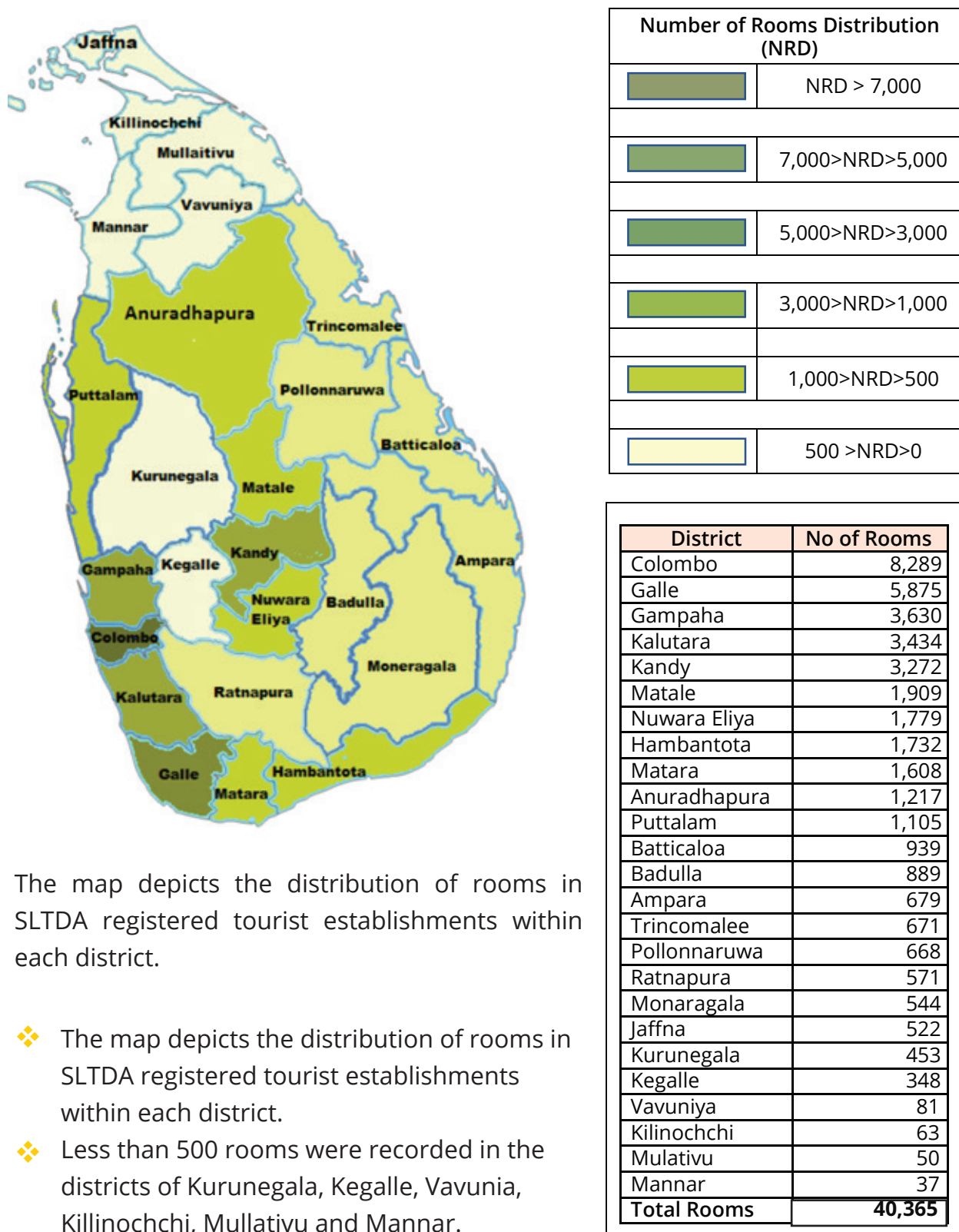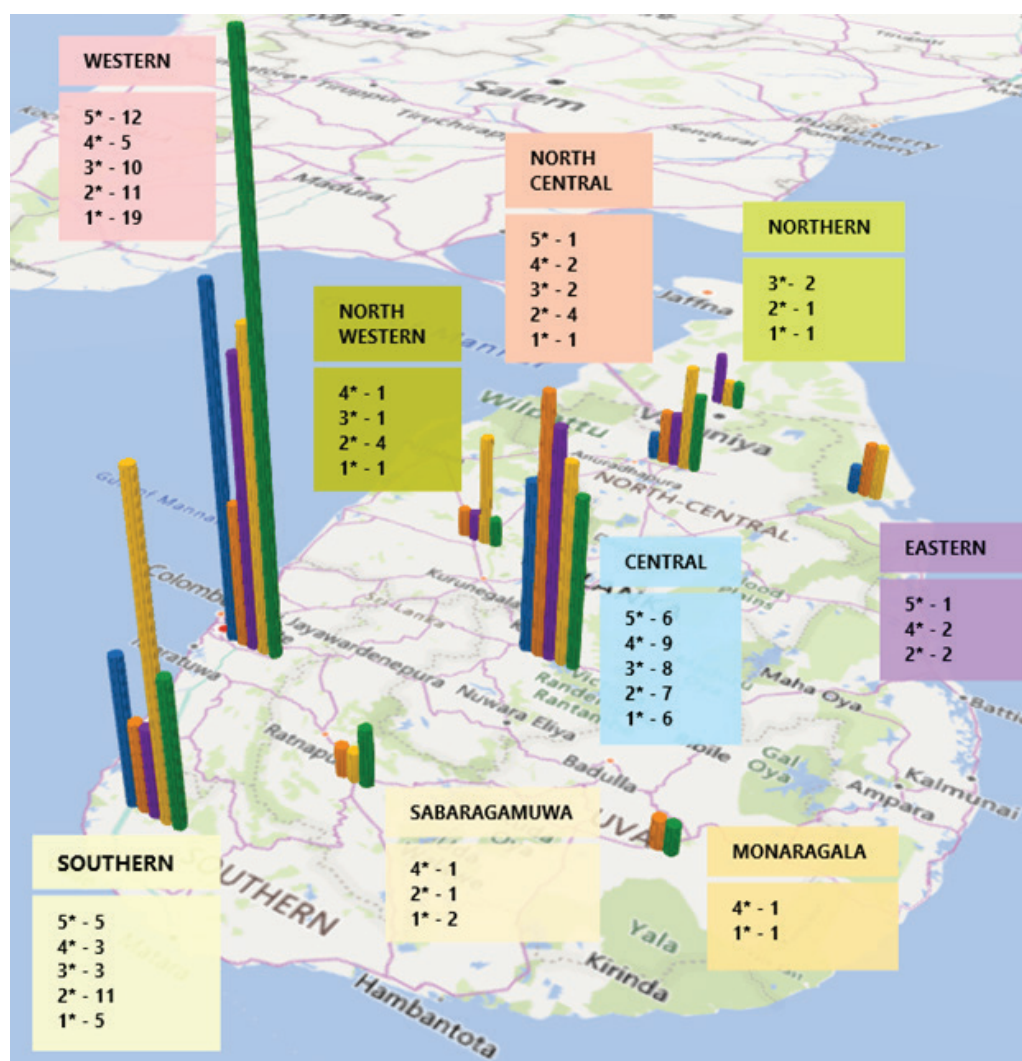| District	No of Rooms
Colombo	8,289
Galle	5,875
Gampaha	3,630
Kalutara	3,434
Kandy	3,272
Matale	1,909
Nuwara Eliya	1,779
Hambantota	1,732
Matara	1,608
Anuradhapura	1,217
Puttalam	1,105
Batticaloa	939
Badulla	889
Ampara	679
Trincomalee	671
Pollonnaruwa	668
Ratnapura	571
Monaragala	544
Jaffna	522
Kurunegala	453
Kegalle	348
Vavuniya	81
Kilinochchi	63
Mulativu	50
Mannar	37
Total Rooms	**40,365**

The map depicts the distribution of rooms in SLTDA registered tourist establishments within each district.

❖ The map depicts the distribution of rooms in SLTDA registered tourist establishments within each district.

❖ Less than 500 rooms were recorded in the districts of Kurunegala, Kegalle, Vavunia, Killinochchi, Mullativu and Mannar.

TOURIST ACCOMMODATION

GEOGRAPHICAL DISTRIBUTION OF CLASSIFIED TOURIST HOTELS BY STAR CATEGORY

FIGURE 4 : Geographical Distribution of Classified Tourist Hotels

WESTERN

5* - 12
4* - 5
3* - 10
2* - 11
1* - 19

NORTH CENTRAL

5* - 1
4* - 2
3* - 2
2* - 4
1* - 1

NORTHERN

3* - 2
2* - 1
1* - 1

NORTH WESTERN

4* - 1
3* - 1
2* - 4
1* - 1

CENTRAL

5* - 6
4* - 9
3* - 8
2* - 7
1* - 6

EASTERN

5* - 1
4* - 2
2* - 2

SABARAGAMUWA

4* - 1
2* - 1
1* - 2

MONARAGALA

4* - 1
1* - 1

SOUTHERN

5* - 5
4* - 3
3* - 3
2* - 11
1* - 5

The above map depicts the geographical distribution of Classified Tourist Hotels by province. Western province recorded the highest number of classified Hotels (star wise) in all provinces in Sri Lanka.

❖ Among the Classified Hotels 12 five star, 5 four star, 10 three star, 11 two star and 19 one-star hotels are located in the western province.
❖ Central and Southern provinces also recorded highest number of classified hotels.
❖ The lowest number of classified hotels have been recorded from Uva Province with one four star and one one-star hotel.

TOURIST ACCOMMODATION
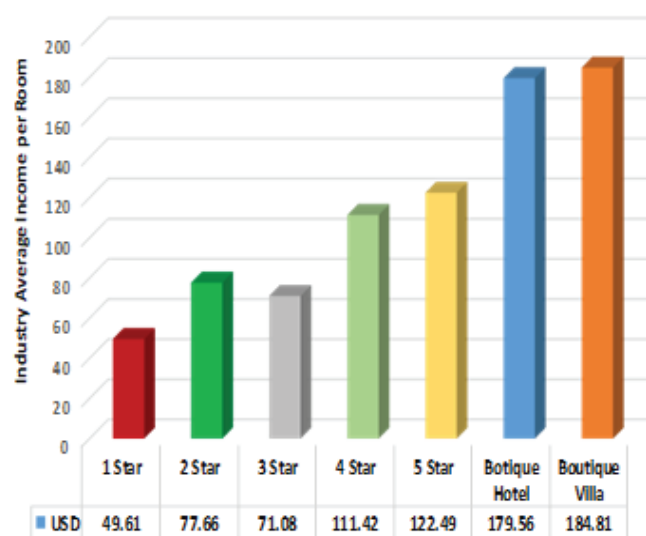
OCCUPANCY AND ROOM RATES

Average Annual Occupancy Rate

57.09% for 2019

AVERAGE INDUSTRY INCOME PER ROOM BY CATEGORY

CHART 8   : Average Industry Income

Grade	Average Industry Income per Room (USD)
1 Star	49.61
2 Star	77.66
3 Star	71.08
4 Star	111.42
5 Star	122.49
Boutique Hotel	179.56
Boutique Villa	184.81

	1 Star	2 Star	3 Star	4 Star	5 Star	Botique Hotel	Boutique Villa
USD	49.61	77.66	71.08	111.42	122.49	179.56	184.81

* Average industry income per room includes the income of the registered Hotels (F & B sales, banquet sales, etc.) except relevant taxes and service charges. Average room rate is currently unavailable.

An analysis of average industry income per room based on Tourism Development Levy reveals that the highest average income per room of USD 184.81 has been recorded from Boutique Villas while an average industry income rate of USD 179.56 has been recorded from Boutique Hotels. The average industry income per room recorded for five star Hotels was USD 122.49. The lowest rate of USD 49.61 has been recorded from one star hotels.

" Look deep into nature,
and then you will understand everything better. "

TOURISM ACCOMODATION INVESTMENTS

PROGRESS OF INVESTMENT PROJECTS – UP TO END DECEMBER 2019*

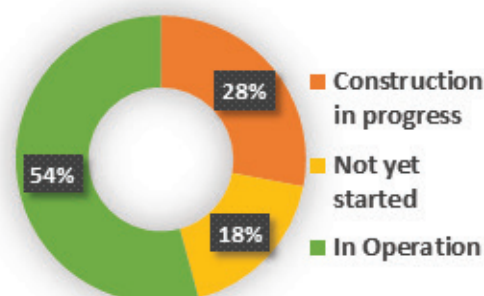| Status of the project	Number of Projects*	Number of Rooms *	Investment US $ million*
Construction in progress	110	6,966	975.05
Not yet started	76	3,523	1,020.91
In Operation	221	10,462	1,785.59
Final Approval Granted	**407**	**20,951**	**3,781.55**

Provisional

The above table and graph depict the number of investment projects handled by SLTDA up to end December 2019.

407 projects had been granted final approval while 110 are under construction and 221 are in operation.

76 tourism investment projects are yet to be commenced. The number of rooms of final approval granted projects are 20,951.

The total investment value of final approval granted projects is estimated at USD 3,781.55 million. The value of projects which are under construction is USD 975.05 million. The investment value of projects in operation is USD 1,785 million while the value of projects that have not commenced is USD 1,020.9 million.

ROOM DISTRIBUTION OF FINAL APPROVAL GRANTED PROJECTS

Number of Rooms	Number of Projects*	Percentage
over 200	24	5.9
100 - 200	21	5.2
50 - 99	67	16.5
less than 49	295	72.4
Total	**407**	**100.0**

Provisional

There are 24 tourism investment projects with accommodation of over 200 rooms. The highest number of projects (295) are those with less than 49 rooms.
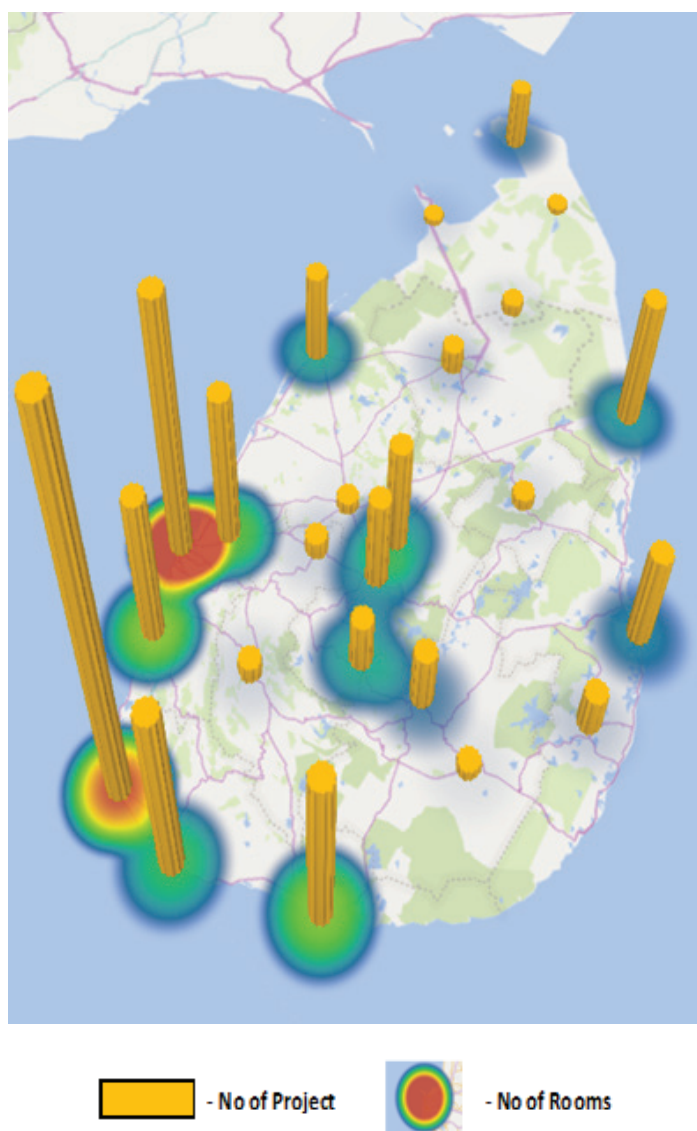
TOURISM ACCOMADATION INVESTMENTS

DISTRIBUTION OF TOURISM PROJECTS AND NUMBER OF ROOMS BY DISTRICT

FIGURE 5   : Distribution of The Projects

Districts	Number of Projects*	Rooms*
Ampara	9	118
Anuradhapura	5	143
Batticaloa	17	438
Badulla	10	300
Colombo	50	6,583
Galle	72	3,3 18
Gampaha	27	1,3 16
Hambantota	35	1,820
Jaffna	11	336
Kalutara	29	1,6 85
Kandy	18	591
Kegalle	3	70
Kurunegala	2	27
Kilinochchi	1	15
Matale	19	677
Matara	36	1,124
Nuwara Eliya	11	725
Puttalam	16	703
Trincomalee	25	694
Monaragala	2	42
Mannar	1	52
Polonnaruwa	2	54
Ratnapura	4	71
Vavuniya	2	49
Total	407	20,951

* Provisional

- No of Project   - No of Rooms

The map depicts the distribution of final approval granted projects and number of rooms by district. Accordingly, Galle district has the highest number of projects, while Colombo district has the highest number of rooms. Galle, Colombo, Hambantota, Kalutara, Gampaha, Trincomalee and Matara have more than 20 projects. Killinochchi and Mannar had the least number of projects of one in each district.
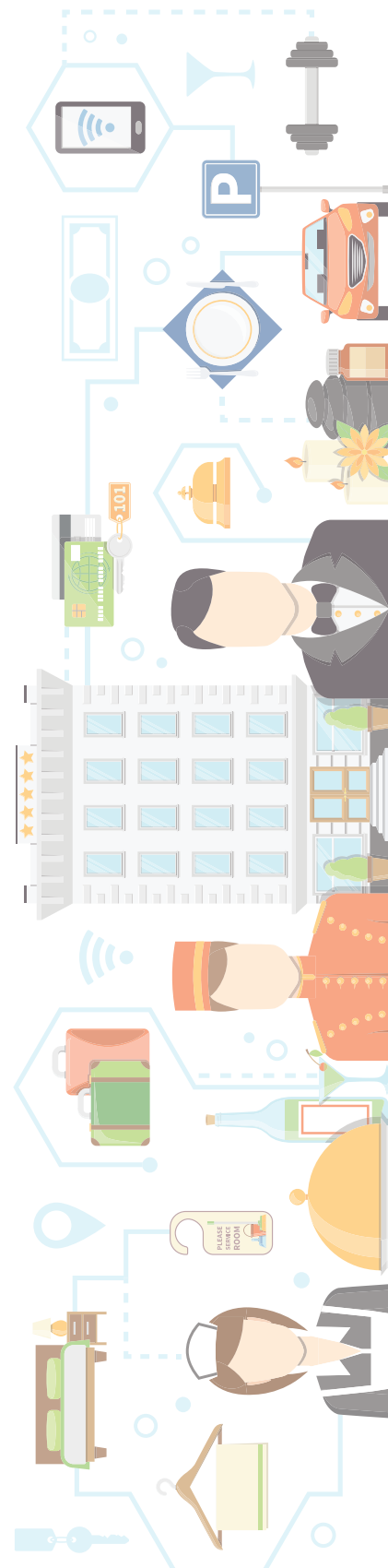
* Reporting period for the statistics on investments is from November 2010 to December 2019.

" Relax and Enjoy life.
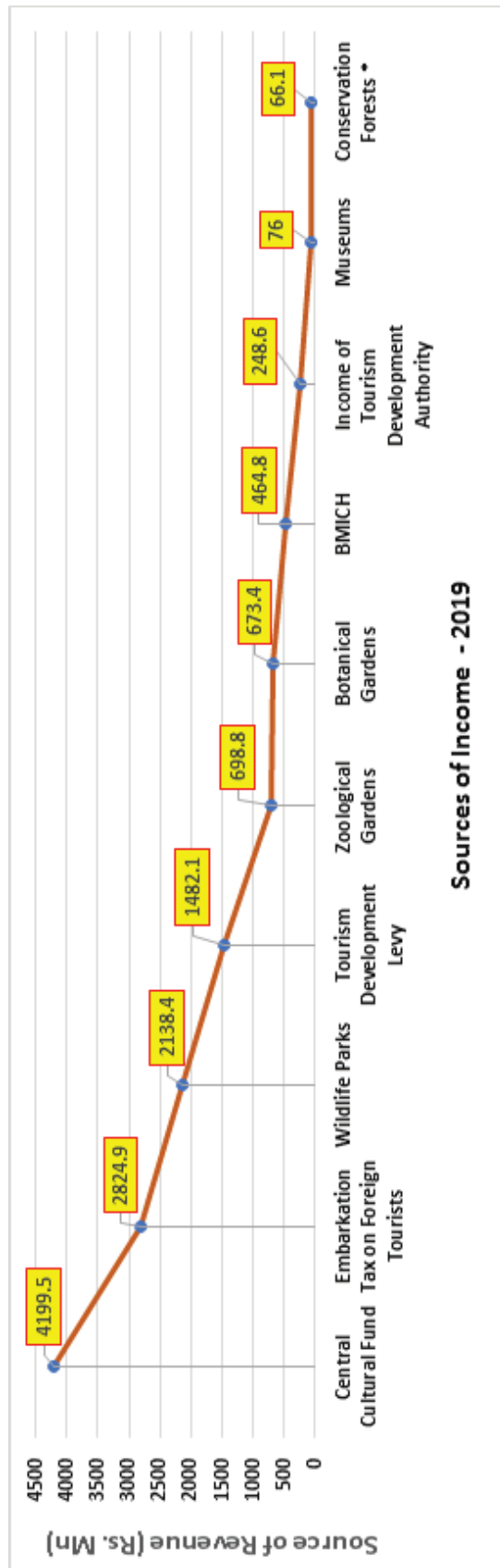You'll never live this day again. "

PUBLIC SECTOR REVENUE FROM TOURISM

PUBLIC SECTOR REVENUE FROM TOURISM (IN RS. MILLION) 2009 - 2018

Source of Revenue (RsMn)	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Central Cultural Fund	402.8	743.5	998.2	1,330.7	1,727.10	2,178.50	2,495.50	3,363.30	3,774.40	4,199.50
Embarkation Tax on Foreign Tourists	766.3	1,000.1	1,041.7	1,167.7	1,604.80	1,779.80	1,968.50	2,355.40	2,378.80	2,824.90
Wildlife Parks	103.9	227.2	301.0	424.8	578.4	831.6	1,011.60	1,445.90	1,730.70	2,138.40
Tourism Development Levy	405.2	516.9	649.7	809.4	1,014.20	1,005.60	1,014.80	1,276.80	1,541.50	1,482.10
Zoological Gardens	201.7	410.1	470.2	480.7	550.9	745.8	813.9	841.1	728.9	698.8
Botanical Gardens	72.3	123.2	253.9	279.0	314.9	369.8	435.1	594.3	640	673.4
BMICH	146.7	133.4	178.3	239.2	233.7	400.2	389.7	551.4	648.8	464.8
Income of Tourism Development Authority	48.9	54.8	110.1	130.3	136.4	149.3	126.1	168.7	248.9	248.6
Museums	4.6	9.9	14.2	16.8	14.9	15.8	27.5	33.6	50.2	76
Conservation Forests *	-	-	-	-	-	-	-	-	25.4	66.1
Total (Rs. Mn)	2,152.4	3,219.1	4,017.3	4,878.6	6,175.30	7,476.40	8,282.70	10,630.50	11,767.60	12,407.80

* Information gathered from 2017
Source: SLTDA and Relevant Line Agencies

PUBLIC SECTOR REVENUE FROM TOURISM

PUBLIC SECTOR REVENUE FROM TOURISM (IN RS. MILLION) 2009 - 2018

Sources of Income - 2019

Data points: Central Cultural Fund – 4199.5; Embarkation Tax on Foreign Tourists – 2824.9; Wildlife Parks – 2138.4; Tourism Development Levy – 1482.1; Zoological Gardens – 698.8; Botanical Gardens – 673.4; BMICH – 464.8; Income of Tourism Development Authority – 248.6; Museums – 76; Conservation Forests * – 66.1

Y-axis: Source of Revenue (Rs. Mn) — 0 to 4500

In 2018, the revenue collected from the listed sources amounted to Rs. 12,873.2 million, compared to Rs. 11,767.6 million collected in the previous year.

Out of the total revenue collected in 2018, the top three contributors were; Cultural Triangle Entrance Fees – Rs. 4,199.5 million, Embarkation Taxes – Rs. 2,824.9 million and the Wildlife Parks – Rs. 2,138.4. The revenue earned from Tourism Development Levy was 1,482.1 million while the Zoological Gardens, Botanical Gardens and BMICH also contributed considerable amounts, recording Rs. 698.8 million, Rs. 673.4 millions & Rs. 464.8 million, respectively.

The government earns substantial amount of income in addition to the above revenue as indirect taxes such as taxes from electricity, water, mail services and telecommunication, lease rentals etc. The figures presented below are only partial indicators of the total revenue from tourism.
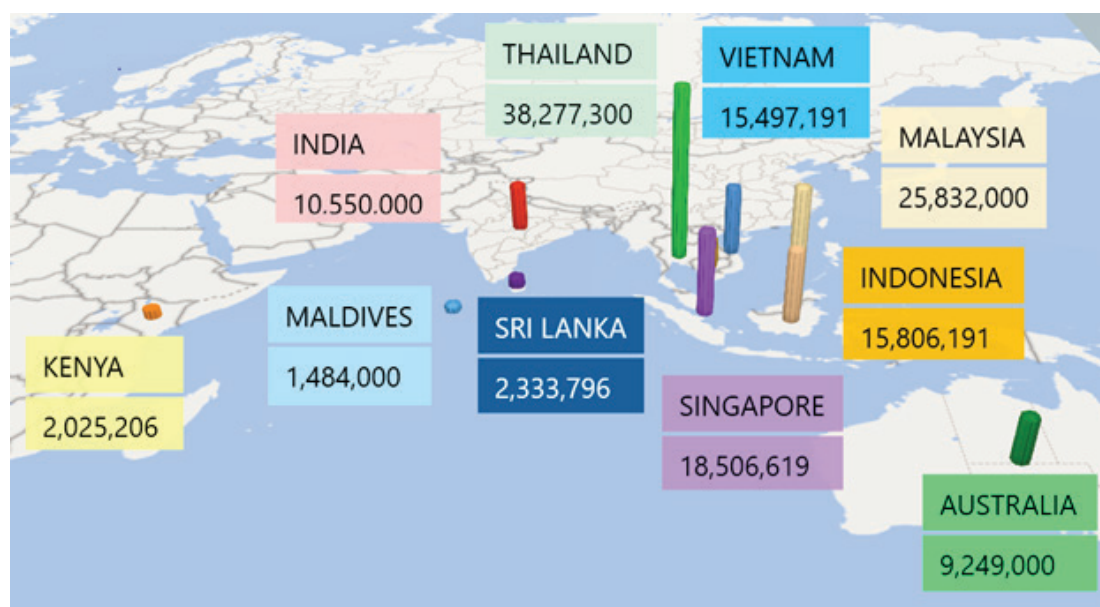
" A people's relationship to their heritage is the same as the relationship of a child to its mother.. "

REGIONAL WISE TOURISM PERFORMANCE (2018)

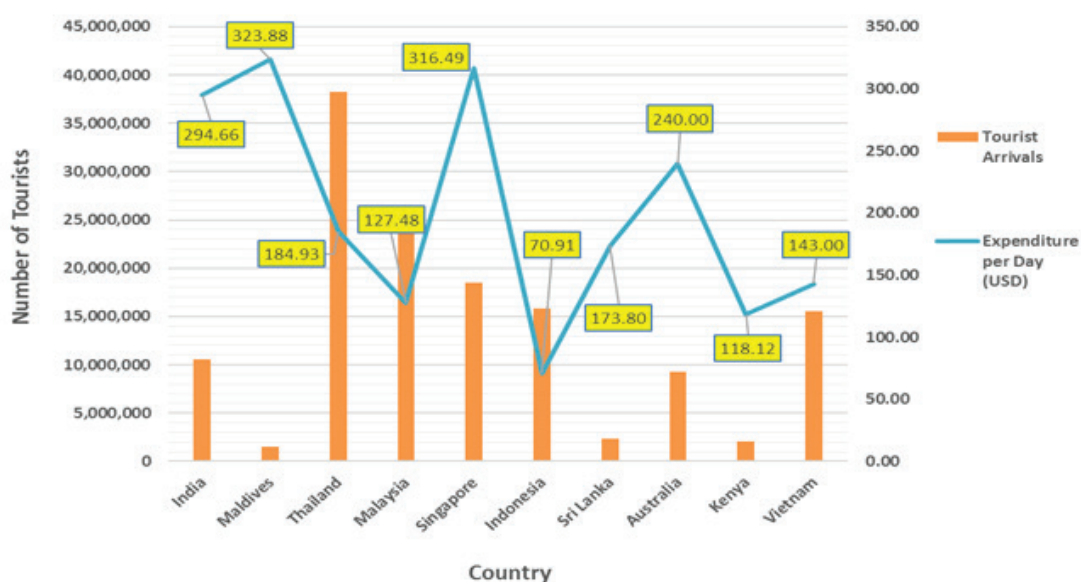## REGIONAL WISE TOURISM PERFORMANCE (2018)

FIGURE 6 : **Regional Wise Tourist Arrivals**

THAILAND 38,277,300

VIETNAM 15,497,191

MALAYSIA 25,832,000

INDIA 10.550.000

INDONESIA 15,806,191

MALDIVES 1,484,000

SRI LANKA 2,333,796

KENYA 2,025,206

SINGAPORE 18,506,619

AUSTRALIA 9,249,000

Source: Websites of the Tourism Authorities of
the relevant countries and UNWTO website.

EXPENDITURE PER DAY

CHART 9 : **Expenditure Per Day in Neighbouring Tourist Destinations**

An analysis of expenditure per day in the neighboring tourist destinations reveals that the highest expenditure per day of USD 323.88 has been reported from Maldives. The expenditure per day for Singapore was USD 316.49. The expenditure per day recorded for Sri Lanka is USD 173.8. The lowest expenditure per day of USD 70.91 has been recorded from Indonesia.

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