

Media networking session, tourism roadshow between BD, Sri Lanka incoming

- A Monitor Desk Report

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Dhaka: The Sri Lanka Tourism Promotion Bureau (SLTPB) will be hosting its first-ever Media Networking Session and Roadshow (B2B) and Networking Evening in the capital of Bangladesh on April 5-6.

The move follows efforts of strengthening tourism ties between Sri Lanka and Bangladesh while increasing destination awareness among Bangladeshi travelers, as per reports.

The Media Networking Session scheduled for April 5 is expected to attract over 40 leading media representatives from Bangladesh, providing a platform to showcase Sri Lanka's diverse tourism offerings, including leisure, culture, wellness, and adventure experiences.

It will be followed by a Roadshow (B2B) and Networking Evening to be held on April 6 with 150 Bangladeshi travel agents and tour operators.

The Sri Lankan delegation will be led by Buddhika Hewawasam, Chairman of the Sri Lanka Tourism Promotion Bureau, alongside Shirani Herath, Assistant Director - South Asia.

The delegation also includes representatives from 19 leading Sri Lankan travel and tourism companies.

Bangladesh continues to be an emerging and important source market for Sri Lanka's tourism. In 2025, Sri Lanka recorded 59,563 tourist arrivals from Bangladesh, contributing 3 percent of the total tourist arrivals. In 2026, up to March 31, Sri Lanka has already welcomed 11,079 visitors from Bangladesh, accounting for 2 percent of the total arrivals.

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