

## Sri Lanka's tourism surpasses 2023 tourist arrivals

- A Monitor Report

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Colombo : Thanks to Sri Lanka's strategic promotional efforts for tourism, the country has achieved its full year tourist arrival numbers from 2023 within the first nine months of 2024, Sri Lanka Tourism said, as per reports.

As of September 2024, the total tourist arrivals reached 1,487,303, surpassing 2023's total. September alone saw 112,140 arrivals, marking a 9 per cent growth year-on-year.

Bangladesh, India, China, the UK, Germany, Australia, the Maldives, Russia, Spain and France were among the top source markets contributing to this growth.

This success is attributed to several key initiatives, notably the "Seen is Believing" influencer campaign, which involved hosting around 180 global media influencers.

The tourism revival was also buoyed by the recommencement of major airlines, many of which increased their flight frequency and seat capacity, signalling renewed confidence in the destination.

In addition, Sri Lanka Tourism launched the "Check in. Sri Lanka is ready" digital campaign, aiming to attract prospective travellers through short-term online promotions.

Sri Lanka's participation in prominent international travel fairs such as ITB Berlin, IFTM Paris, ATM Dubai, WTM UK, and SATTE India also played a crucial role in boosting its visibility in key markets.

The year saw the country garnering over 17 global recognitions, including the Pekoe Trail being named one of the world's best by National Geographic, Forbes listing Sri Lanka as the fourth most popular travel destination for 2024, and CEO World magazine ranking it as one of the best countries to visit in a lifetime.

Sri Lanka Tourism continues to position itself under three pillars- Compact, Diverse and "Authentic"-to differentiate the destination and attract more visitors to its shores.