

# Sri Lanka Tourism launches special promotional campaign in India

- **Five packages offered for holidays from 10 June to 30 Sept**
- **Target to revive Indian tourist numbers after Easter Sunday attacks**

Sri Lanka Tourism (SLT), with the Sri Lanka Association of Inbound Tour Operators (SLAITO), and The Hotels Association of Sri Lanka (THASL), have joined hands with Sri Lankan Airlines to launch promotional packages to stimulate the Indian market.

“We look forward to activating this campaign as soon as possible in India, and looking at similar offers in other key source markets, including China, which is expected to be rolled out in the future.

Our tourist sites and hotels are fully operational, and Sri Lanka Tourism is looking forward to welcoming visitors,” stated Tourism Development, Wildlife and Christian Religious Affairs Minister John Amararatunga.

The five packages include a combination of stays ranging from Colombo, Kandy, NuwaraEliya, Dambulla, Sigiriya, Down South etc. The client can select standard, superior, or deluxe accommodation to suit their budget, the statement released by Sri Lanka Tourism said.

The offer will be valid for stays from 10 June 2019 until 30 September 2019 and will be available for booking and sale through the Sri Lankan Holidays network in India.

“The Indian market is the no. 1 source market to Sri Lanka over the past decade, and in 2018 recorded over 400,000 visitors from India to the island. The National carrier SriLankan Airlines has over 120 flights per week to key Indian cities, and we believe such offers are quick to popularise across Indian cities,” said SriLankan Airlines Head of Worldwide Sales and Distribution DimuthuTennakoon.

Mastercard, which has over 180 million cardholders in India, has come on board to promote these packages through their well-connected channels. Mastercard Sri Lanka and the Maldives Country Manager Santhosh Kumar shared that they are enthusiastic to be a part of such a timely initiative.

The campaign is set to launch in India on 10 June 2019.

