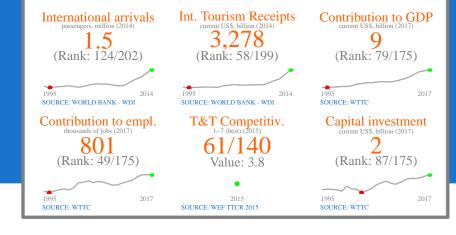
Tourism 360

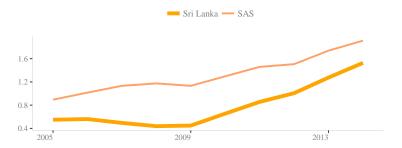
Sri Lanka

Country Snapshot



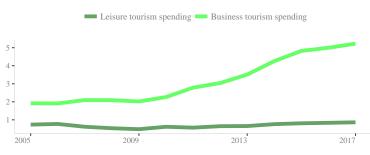
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. 73/140 Value: 4.2

1-7 (best) (2015)

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources

1-7 (best) (2015)

Natural and cultural res. subindex

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

49/140 Value: 2.7

Value: 3.8

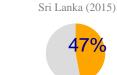
34/140

TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

Value: 1.6

67/139

TRAVEL SERVICES, % of commercial service exports



SAS (average, 2015)

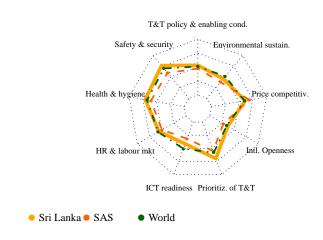
INTERNATIONAL TOURISM RECEIPTS, % of total exports

Sri Lanka (2014)

SAS (average, 2014)





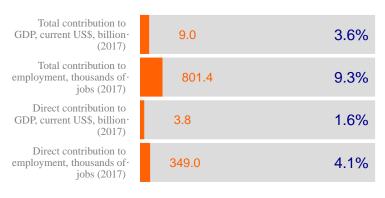


SOURCE: WORLD BANK - WDI

SOURCE: WEF TTCR 2015

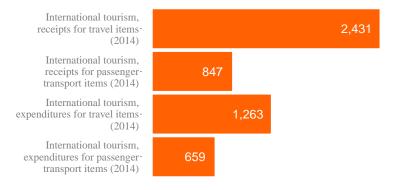
TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION



SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)



SOURCE: WORLD BANK - WDI

CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	5.8	(Rank: 58/175)
Domestic tourism spending (2017)	1.6	(Rank: 67/175)
Capital investment (2017)	0.7	(Rank: 88/175)

SOURCE: WEF TTCR 2015

ACCESS AND TRANSPORT

SOURCE: WTTC

Air transport infrast. 1–7 (best) (2015)	72/139 Value: 2.6
Ground & port infrast.	40/140 Value: 4.2

OTHER COMPETITIVENESS INDICATORS

Price competitiv. 1–7 (best) (2015)	67/140 Value: 4.7	Prioritiz. of T&T 1–7 (best) (2015)	31/139 Value: 5.2
Business envmnt	53/139 Value: 4.6	HR & labour mkt	87/140 Value: 4.3
1–7 (best) (2015)		1–7 (best) (2015)	
SOURCE: WEF TTCR 2015		SOURCE: WEF TTCR 2015	

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.

