

Monthly Tourist Arrivals Report:

June 2023

Sri Lanka Tourism Development Authority

Introduction

The following document provides a synthesis of the most recent June, 2023 international visitor arrivals data sourced from the Department of Immigration & Emigration. The data is current as of 30th June 2023, and subject to change. The data provides an overview of month-on-month and annual changes in visitor arrivals to Sri Lanka from international source markets. The data is meant to provide an overview of how travel and tourism is performing to Sri Lanka.

This report is developed by the Research & International Relations Division at Sri Lanka Tourism Development Authority (SLTDA). Questions, comments and feedback are welcome and will support the future amendment and enhancement of the report to ensure it meets the data and insights needs of Sri Lanka's Government and industry stakeholders.



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Summary

In June 2023, Sri Lanka experienced a significant increase in international tourist arrivals compared to the same period in 2022. The number of foreign tourist arrivals rose by 205.5 % year-on-year, reaching 100,388 visitors. However, compared to May 2023, there has been a increase of 20% in tourist arrivals, indicating the start of the mid peak season in Sri Lanka.

According to UNWTO international tourism is set to sustain its recovery throughout the year, benefiting from strong pent-up demand, continuous enhancement of air connectivity, and China's recent reopening. The top countries of origin for tourists in June were India, United Kingdom, Russian Federation, Australia and China.

Table 1. Monthly tourist arrivals, June 2023

Month	2022	2023	% change 2023/22
January	82,327	102,545	24.5
February	96,507	107,639	11.5
March	106,500	125,495	17.8
April	62,980	105,498	67.5
May	30,207	83,309	175.8
June	32,856	100,388	205.5
July	47,293		
August	37,760		
September	29,802		
October	42,026		
November	59,759		
December	91,961		
TOTAL	719,978	624,874	



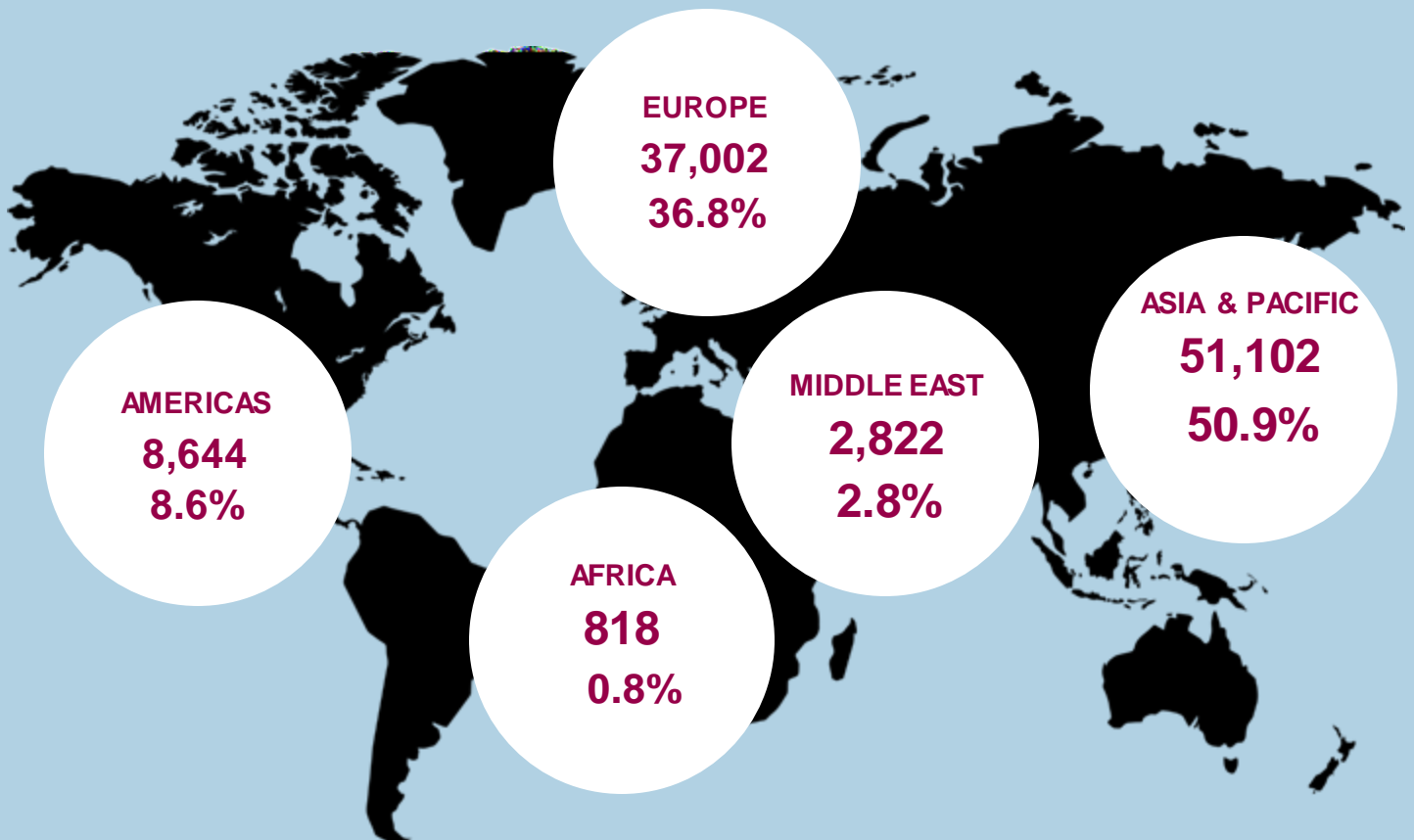
Tourist Arrivals | June 2023

100,388



Tourist arrivals by region and percentage share June 2023

Map 1. Tourist arrivals by region and percentage share



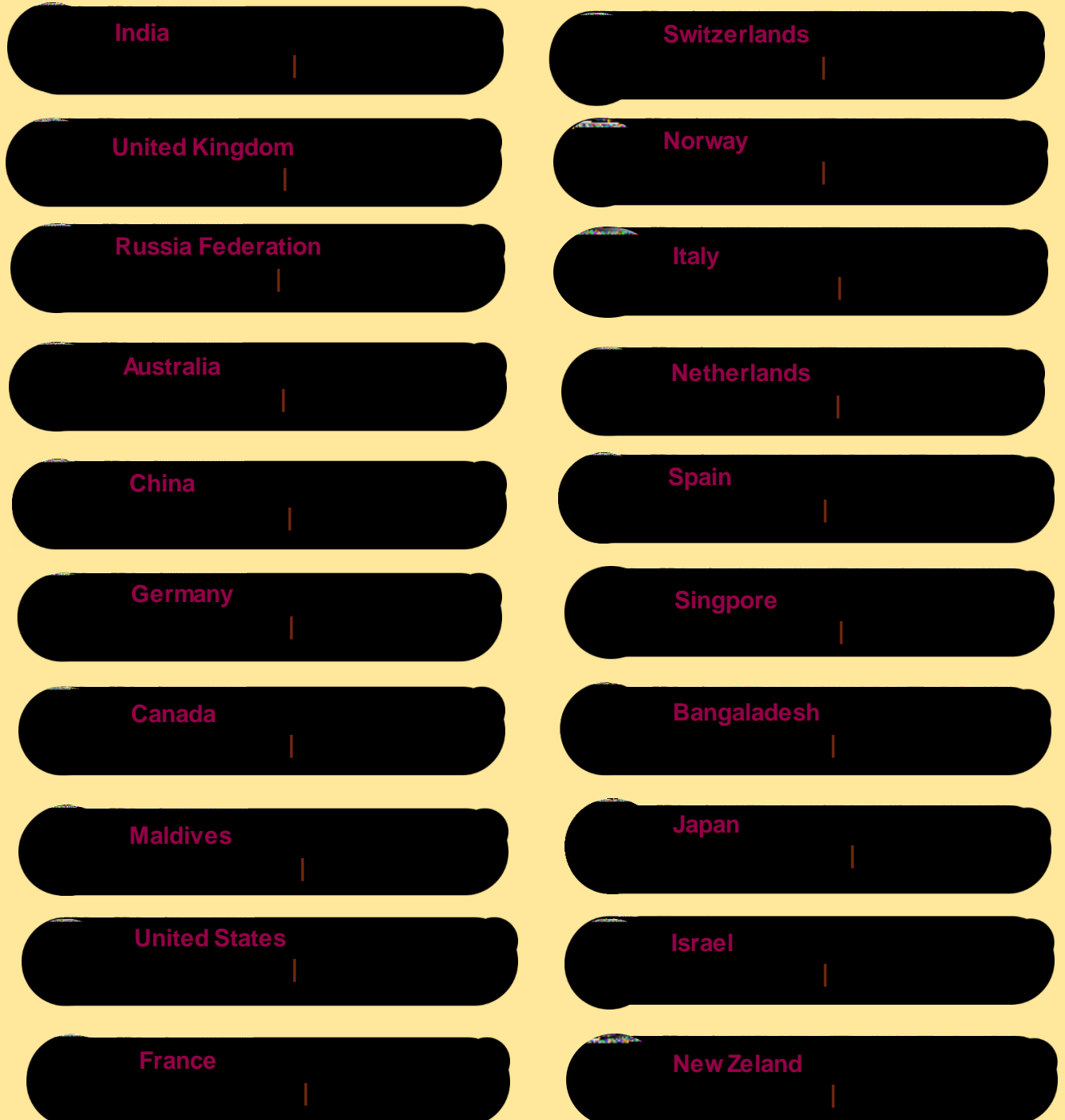
Asia Pacific accounted for the majority of tourists visiting Sri Lanka, representing 50.9 % of total arrivals. It increased by 13.2% than previous year. Furthermore Asia Pacific became the prime source market of tourist traffic to Sri Lanka. The increase in tourism is believed to be a result of growing demand from countries such as India, China and Maldives.

Europe accounted for 36.8 % of total tourist arrivals to Sri Lanka, while the Americas and the Middle East contributed 8.6 % and 2.8 % respectively. However the arrivals from Europe and America decreased by 10.2% and 3.7% respectively when compared with last year.



Top primary markets and top potential markets

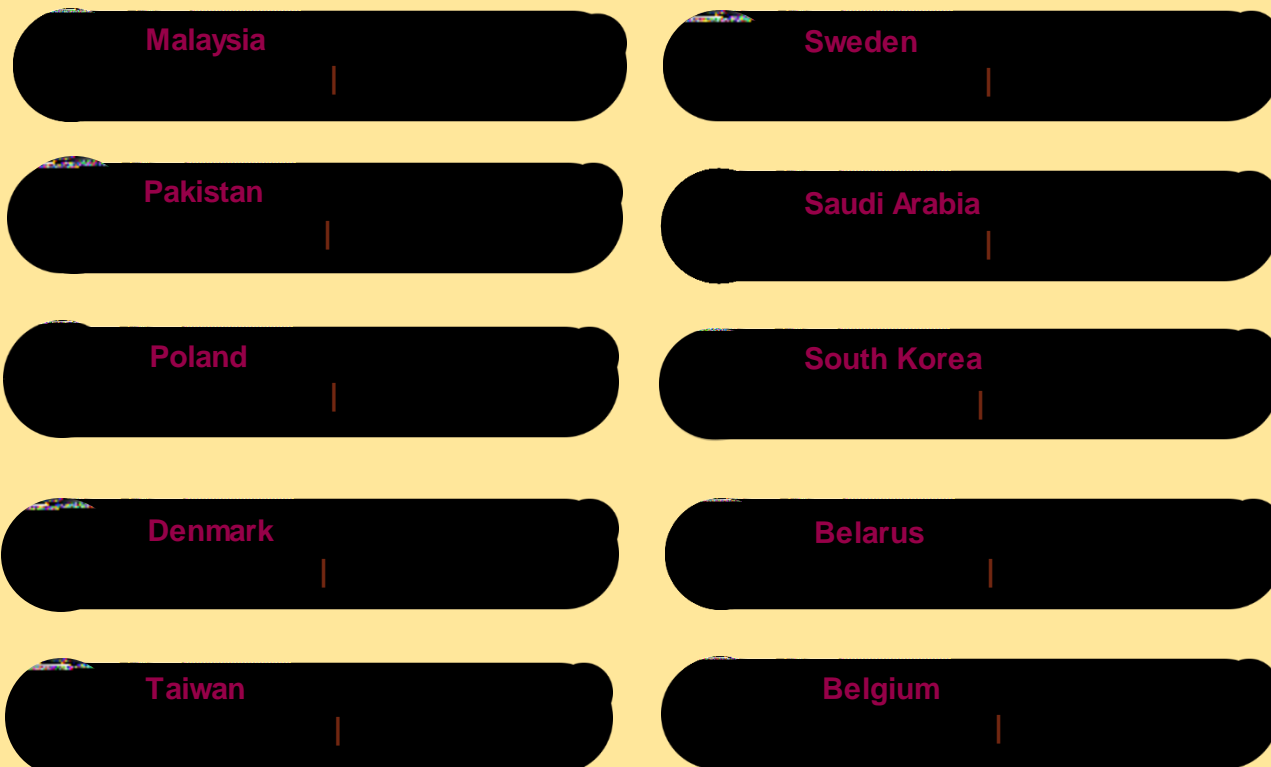
Top primary markets – June 2023



Note: The top primary markets for Sri Lanka have been identified using visitor arrivals. The previous methodology used to identify the markets was altered due to the current arrival trends in the source markets and the socio economic factors in Sri Lanka. The intention is to track these source markets on a go-forward basis to understand future performance of Sri Lanka's tourism economy, including during the projected international tourism recovery period, 2022-2025.



Top potential markets - June 2023



Note: The top primary markets for Sri Lanka have been identified using visitor arrivals data. The previous methodology used to identify the markets was altered due to the current arrival trends in the source markets and the socio economic factors in Sri Lanka. The intention is to track these source markets on a go-forward basis to understand future performance of Sri Lanka's tourism economy, including during the projected international tourism recovery period, 2022-2025.





Top ten source markets

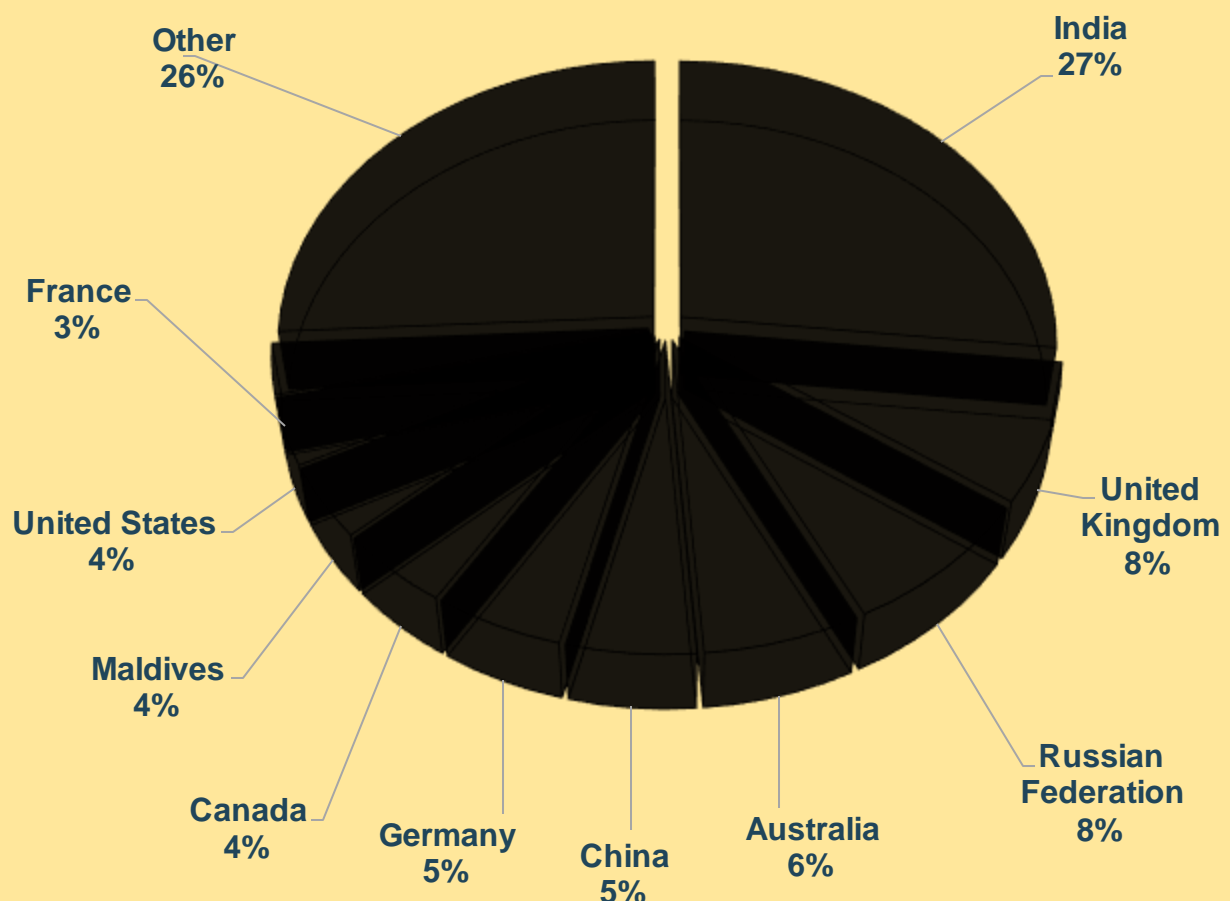
June 2023

During June, the top source markets to Sri Lanka were India, United Kingdom, Russian Federation, Australia, China and Germany. India accounted for the highest percentage of arrivals at 27%, while the United Kingdom, Russia, Australia and China represented 8%, 8%, 6% and 5% respectively. These trends indicate changes in outbound travel preferences and travel patterns, with growth in arrivals from India and United Kingdom and Russia signaling a shift towards emerging destinations.

The improved air accessibility, favorable conditions within the country, proximity, and geopolitical factors have contributed to making India and United Kingdom the primary source of tourism for Sri Lanka.

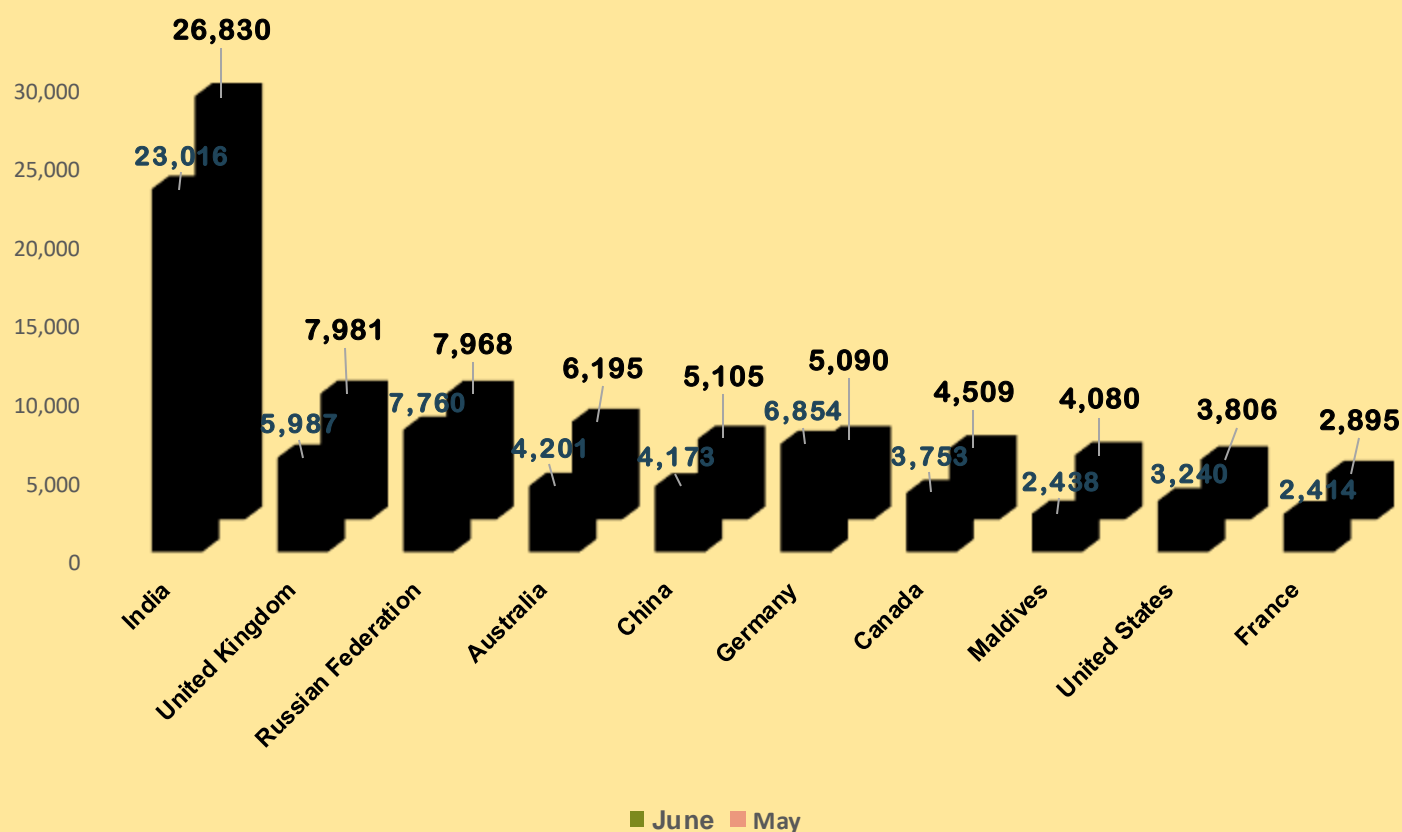
It's worth noting that the global and local conditions have influenced the growth rates of arrivals from different countries. While countries like China, India, Germany, Australia, and the Russian Federation have shown substantial growth in arrivals, the United Kingdom and Canada have exhibited lowest growth rates compared to June 2022, possibly due to emerging trends and responses to global and local conditions.

Chart 1. Top ten source markets to Sri Lanka, June 2023



**Table 2. Top ten source markets to Sri Lanka, June 2023**

Rank	Country of Residence	Tourist Arrivals (June 2023)			Tourist Arrivals (June 2022)
		By Air	By Sea	Total	
1	India	23,514	3,316	26,830	6,810
2	United Kingdom	7,931	50	7,981	3,368
3	Russian Federation	7,968	0	7,968	1,610
4	Australia	4,900	1,295	6,195	2,511
5	China	5,102	03	5,105	231
6	Germany	5,086	04	5,090	2,466
7	Canada	4,485	24	4,509	2,308
8	Maldives	4,080	0	4,080	1,130
9	United States	3,631	175	3,806	1,647
10	France	2,895	0	2,895	1,717

Chart 2. Comparison of arrivals from top ten markets to Sri Lanka, May /June – 2023



Top ten source markets

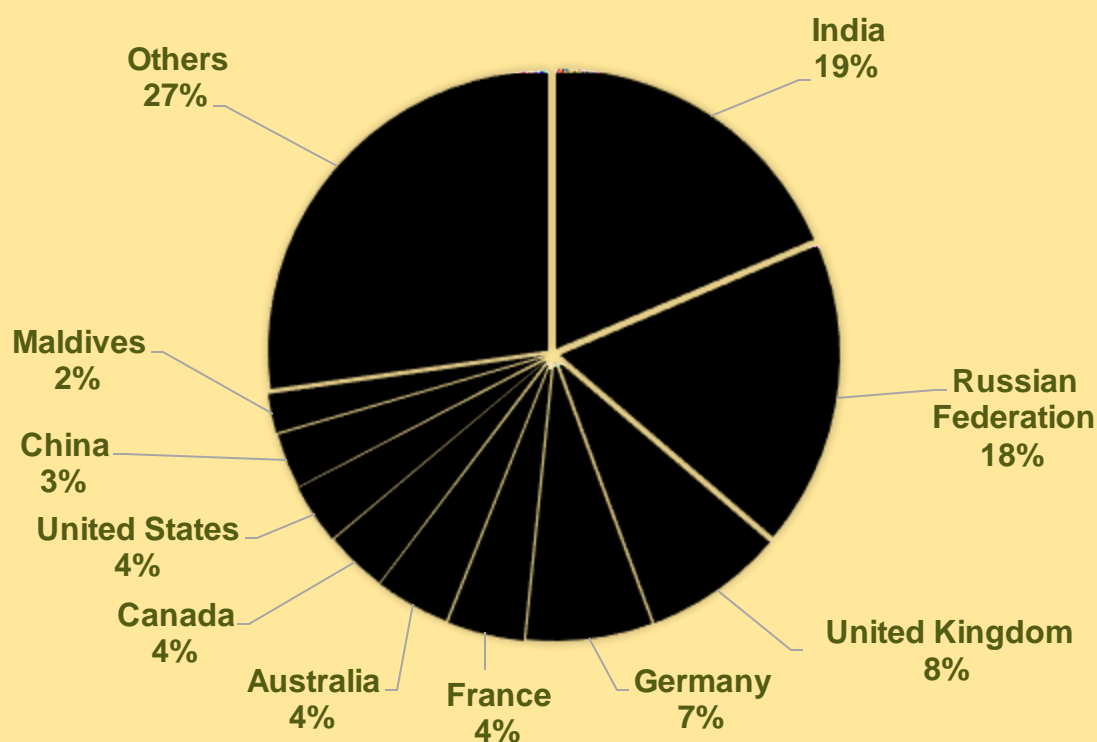
January to June 2023

During the period from January to June 2023, Sri Lanka experienced changes in its international tourist arrivals compared to the same period in 2022. The main sources of international tourists for Sri Lanka during January to June 2023 India, Russian Federation, United Kingdom, Germany and France. However, there were notable shifts in tourist arrivals from different countries. Specifically there was a increase in tourist arrivals from countries such as China, Russia, United States and Australia compared to the same period in 2022. These countries contributed to the growth in overall tourist arrivals to Sri Lanka during the first six months of 2023.

Table 3. Top ten markets to Sri Lanka, January to June 2023

Rank	Country of Residence	Tourist Arrivals (Jan ~ June 2023)	Tourist Arrivals (Jan ~ June 2022)
1	India	116,193	68,761
2	Russian Federation	110,275	46,403
3	United Kingdom	50,822	49,622
4	Germany	45,197	33,442
5	France	27,588	21,884
6	Australia	26,898	14,540
7	Canada	22,426	13,017
8	United States	21,766	11,685
9	China	19,862	1,584
10	Maldives	13,909	8,389
11	Others	169,938	142,050
Total		624,874	411,377

Chart 3. Top ten source markets to Sri Lanka, January to June 2023





Tourist arrivals by purpose of visit

June 2023

According to the analysis conducted on the purpose of visits by tourists to Sri Lanka, the results indicate that the majority of tourists, accounting for 52 %, visited the country for pleasure or vacation. This signifies that Sri Lanka is a popular destination for leisure travelers seeking a relaxing and enjoyable experience. In terms of visiting friends and relatives, 21 % of tourists traveled to Sri Lanka for this purpose. This suggests that the country attracts a significant number of visitors who have personal connections or a desire to reconnect with loved ones residing in Sri Lanka. Business-related reasons accounted for only 6% of tourist visits. Furthermore, 4% of tourists visited for MICE purposes, with a small percentage of 0.6% and 0.3% visiting for health/Ayurvedic and religious purposes respectively.

Among the top source markets such as India, Russia, Germany, China, France and USA the primary reason for visiting Sri Lanka was for pleasure or vacation, accounting for the majority of visits. Specifically Indian tourists constituted 70%, Russian tourists 42.2 %, German tourists 51.4 %, Chinese tourists 82.5%, Australian tourists 51 % who visited for this purpose.

Canadian tourists (76.4 %), British tourists (47.7 %), American tourists (43.8 %) and French tourists (45.8 %) on the other hand, visited Sri Lanka primarily to see their friends and relatives, likely due to the presence of Sri Lankan diaspora in these countries. Only 17.3 % of Canadian tourists came for pleasure/vacation purposes.

Furthermore, a fraction of Indian tourists, 12.9 %, and 4.7 % of Indian tourists visited Sri Lanka for business-related purposes and MICE purposes, respectively. 2.4 % of German tourists had visited Sri Lanka for health purposes.

Chart 4: Purpose of visit

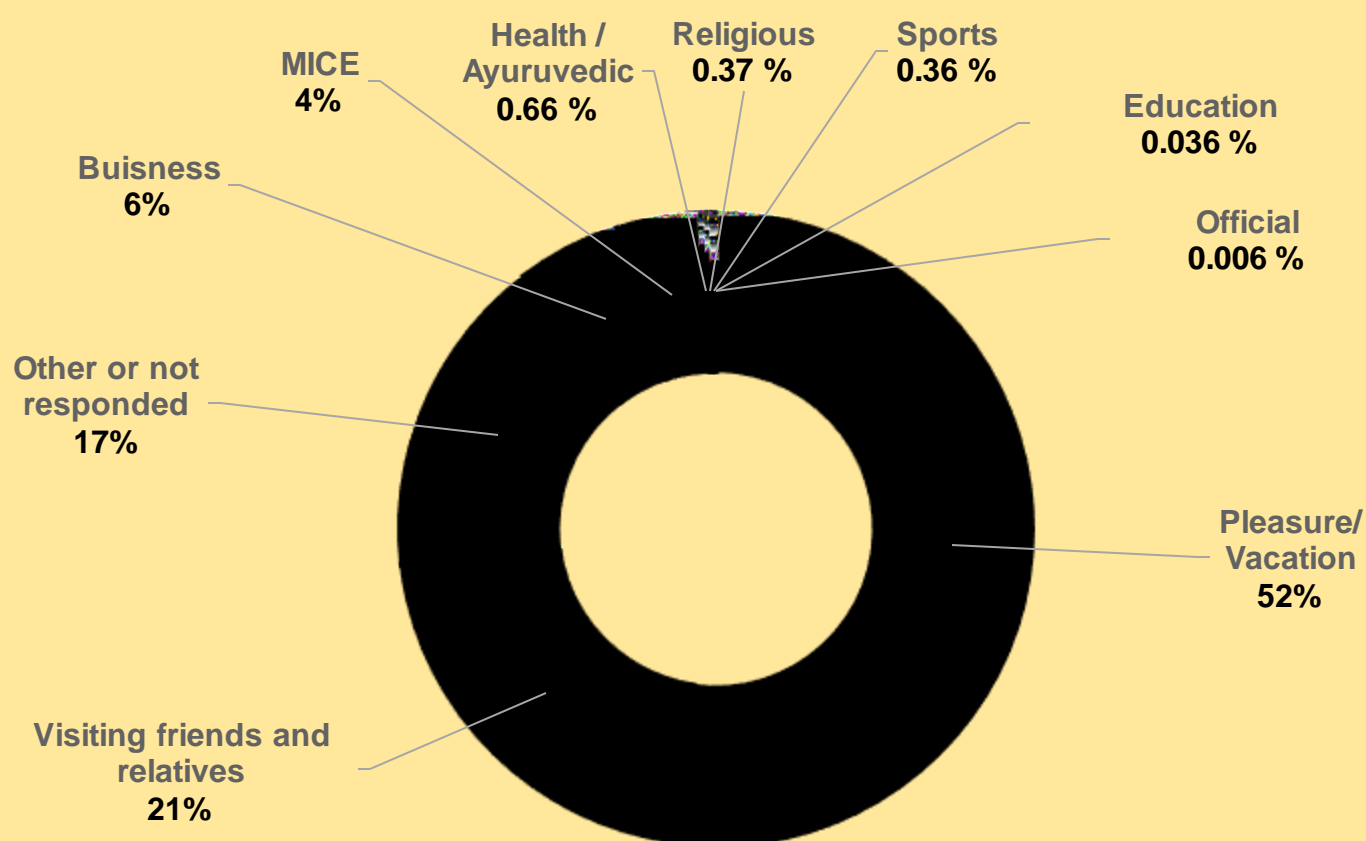
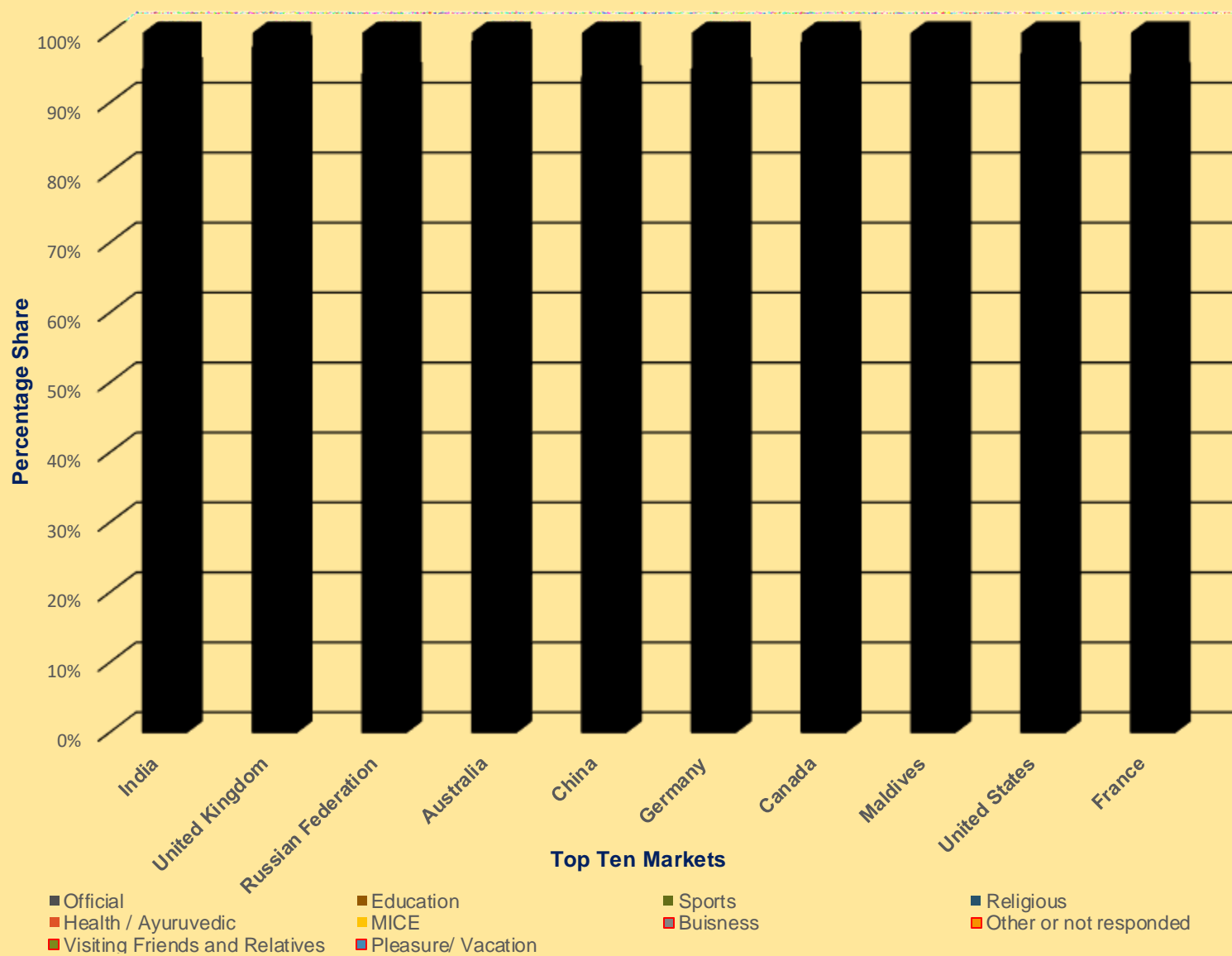




Chart 5 : Purpose of visit vs main source markets





International tourist arrivals by country of residence

	June 2023			Tourist Arrivals June 2022	% Change June (23/22) 2023	Total Tourist Arrivals up to June 2023	Total Tourist Arrivals up to June 2022	% Change up to June (23/22)
	Tourist Arrivals							
	By Air	By Sea	Total					
AMERICAS	8,444	200	8,644	4,051	113.38	46,566	26,047	(78.77)
North America	8,149	200	8,349	3,967	110.46	44,493	24,864	78.95
Canada	4,485	24	4,509	2,308	95.36	22,426	13,017	72.28
Mexico	33	01	34	12	183.33	301	162	85.80
United States	3,631	175	3,806	1,647	131.09	21,766	11,685	86.27
Carribean & Central America	54	0	54	16	237.50	322	177	81.92
Costa Rica	07	0	07	1	600.00	28	29	(3.45)
Jamaica	07	0	07	1	600.00	22	9	144.44
Others	40	0	40	14	185.71	272	139	95.68
South America	241	0	241	68	254.41	1,751	1,006	74.06
Argentina	37	0	37	7	428.57	387	140	176.43
Brazil	84	0	84	27	211.11	662	388	70.62
Chile	42	0	42	5	740.00	218	106	105.66
Colombia	42	0	42	12	250.00	251	198	26.77
Others	36	0	36	17	111.76	233	174	33.91
AFRICA	817	1	818	213	284.04	3,526	2,736	28.87
North Africa	235	0	235	69	240.58	1,086	1,158	(6.22)
Morocco	86	0	86	20	330.00	334	267	25.09
Sudan	74	0	74	21	252.38	307	553	(44.48)
Others	75	0	75	28	167.86	445	338	31.66
Sub-Saharan Africa	582	1	583	144	304.86	2,440	1,578	54.63
Kenya	35	0	35	12	191.67	225	124	81.45
Mauritius	29	0	29	2	-	142	51	178.43
Nigeria	15	0	15	0	-	37	16	131.25
South Africa	291	0	291	76	282.89	1,282	921	39.20
Others	212	1	213	54	294.44	754	466	61.80



	June 2023			Tourist Arrivals June 2022	% Change June (23/22)	Total Tourist Arrivals up to June 2023	Total Tourist Arrivals up to June 2022	% Change up to June (23/22)
	Tourist Arrivals							
	By Air	By Sea	Total					
ASIA & PACIFIC	46,192	4,910	51,102	12,372	313.05	223,514	110,412	102.44
North East Asia	7,275	7	7,282	532	-	31,476	3,503	798.54
China	5,102	03	5,105	231	-	19,862	1,584	-
Japan	1,013	04	1,017	148	587.16	6,971	995	600.60
South Korea	516	0	516	102	405.88	2,920	737	296.20
Taiwan	637	0	637	50	-	1,673	148	-
Others	07	0	07	1	600.00	50	39	28.21
South East Asia	3,296	7	3,303	713	363.25	14,796	5,487	169.66
Cambodia	75	0	75	2	-	297	57	421.05
Indonesia	200	0	200	45	344.44	961	441	117.91
Malaysia	776	03	779	161	383.85	4,238	1,181	258.85
Myanmar	53	0	53	11	381.82	331	127	160.63
Philippines	410	0	410	97	322.68	1,858	1,025	81.27
Singapore	1,160	04	1,164	222	424.32	3,891	1,721	126.09
Thailand	414	0	414	131	216.03	2,072	652	217.79
Vietnam	192	0	192	43	346.51	1,070	263	306.84
Others	16	0	16	1	-	78	20	290.00
Oceania	5,495	1,580	7,075	2,667	165.28	30,299	15,715	92.80
Australia	4,900	1,295	6,195	2,511	146.71	26,898	14,540	84.99
New Zealand	568	285	853	153	457.52	3,303	1,152	186.72
Others	27	0	27	3	800.00	98	23	326.09
South Asia	30,126	3,316	33,442	8,460	295.30	146,943	85,707	71.45
Afghanistan	06	0	06	0	-	43	19	126.32
Bangladesh	1,072	0	1,072	129	731.01	5,037	1,545	226.02
Bhutan	39	0	39	3	-	160	53	201.89
India	23,514	3,316	26,830	6,810	293.98	116,193	68,761	68.98
Iran	330	0	330	79	317.72	5,973	3,206	86.31
Maldives	4,080	0	4,080	1,130	261.06	13,909	8,389	65.80
Nepal	374	0	374	30	-	1,795	546	228.75
Pakistan	711	0	711	279	154.84	3,833	3,188	20.23
EUROPE	36,923	79	37,002	15,430	139.81	339,245	260,994	29.98
Northern Europe	11,057	57	11,114	5,223	112.79	66,618	65,135	2.28
Denmark	680	0	680	275	147.27	4,841	5,294	(8.56)
Finland	115	1	116	95	22.11	966	1,059	(8.78)
Norway	1,281	0	1,281	1,021	25.47	4,025	3,684	9.26
Sweden	621	1	622	304	104.61	3,756	3,098	21.24
United Kingdom	7,931	50	7,981	3,368	136.97	50,822	49,622	2.42
Others	429	05	434	160	171.25	2,208	2,378	(7.15)



	June 2023			Tourist Arrivals June 2022	% Change June (23/22)	Total Tourist Arrivals up to June 2023	Total Tourist Arrivals up to June 2022	% Change up to June (23/22)
	Tourist Arrivals							
	By Air	By Sea	Total					
Western Europe	11,323	9	11,332	5,644	100.78	99,195	75,369	31.61
Austria	297	02	299	109	174.31	4,150	3,602	15.21
Belgium	438	0	438	259	69.11	3,587	3,193	12.34
France	2,895	0	2,895	1,717	68.61	27,588	21,884	26.06
Germany	5,086	4	5,090	2,466	106.41	45,197	33,442	35.15
Netherlands	1,256	2	1,258	423	197.40	8,495	6,276	35.36
Switzerland	1,333	1	1,334	665	100.60	9,874	6,806	45.08
Others	18	0	18	5	260.00	304	166	83.13
Central/ Eastern Europe	10,497	1	10,498	2,530	314.94	144,153	102,425	40.74
Belarus	441	0	441	34	-	5,343	2,305	131.80
Czech Republic	277	0	277	151	83.44	4,809	5,951	(19.19)
Estonia	19	0	19	5	280.00	686	761	(9.86)
Hungary	98	0	98	47	108.51	1,567	1,732	(9.53)
Kazakhstan	96	0	96	22	336.36	2,100	7,632	(72.48)
Lithuania	77	0	77	32	140.63	1,293	1,601	(19.24)
Poland	701	1	702	320	119.38	6,341	12,729	(50.18)
Romania	148	0	148	46	221.74	1,680	2,392	(29.77)
Russia	7,968	0	7,968	1,610	394.91	110,275	46,403	137.65
Slovakia	129	0	129	47	174.47	2,252	1,740	29.43
Ukraine	200	0	200	77	159.74	2,655	13,782	(80.74)
Others	343	0	343	139	146.76	5,152	5,397	(4.54)
Southern/ Mediterranean Europe	4,046	12	4,058	2,033	99.61	29,279	18,065	62.08
Greece	38	0	38	16	137.50	691	516	33.91
Italy	1,263	2	1,265	506	150.00	7,487	3,205	133.60
Portugal	179	2	181	128	41.41	1,619	1,191	35.94
Spain	1,229	0	1,229	1,027	19.67	6,457	5,619	14.91
Turkey	275	0	275	57	382.46	1,540	929	65.77
Israel	856	0	856	212	303.77	8,972	4,891	83.44
Others	206	8	214	87	145.98	2,513	1,714	46.62
MIDDLE EAST	2,821	01	2,822	790	257.22	12,023	11,188	7.46
Bahrain	171	0	171	42	307.14	560	303	84.82
Egypt	260	0	260	84	209.52	1,286	1,580	(18.61)
Iraq	85	0	85	40	112.50	446	710	(37.18)
Jordan	395	1	396	79	401.27	1,754	1,238	41.68
Kuwait	183	0	183	45	306.67	955	583	63.81
Lebanon	279	0	279	71	292.96	1,561	939	66.24
Oman	212	0	212	35	505.71	844	421	100.48
Qatar	145	0	145	9	-	379	143	165.03
Saudi Arabia	595	0	595	281	111.74	2,739	4,296	(36.24)
United Arab Emirates	404	0	404	69	485.51	1,082	668	61.98
Others	92	0	92	35	162.86	417	307	35.83
TOTAL	95,197	5,191	100,388	32,856	205.54	624,874	411,377	51.90



Main last departure airports and airlines to Sri Lanka, June 2023

The significance of air travel for Sri Lanka's tourism industry is evident from the analysis of departure airports and airlines. 38% of tourists departed from airports located in Dubai, Chennai and Doha, as depicted in Chart 6. Additionally, the top airlines chosen by tourists arriving in Sri Lanka were Sri Lankan Airlines, Emirates, and Qatar Airways, serving a combined total of 56 % of the tourist arrivals.

These figures indicate the substantial role played by air travel in facilitating tourism to Sri Lanka

Chart 6. Main last departure airports to Sri Lanka, June 202

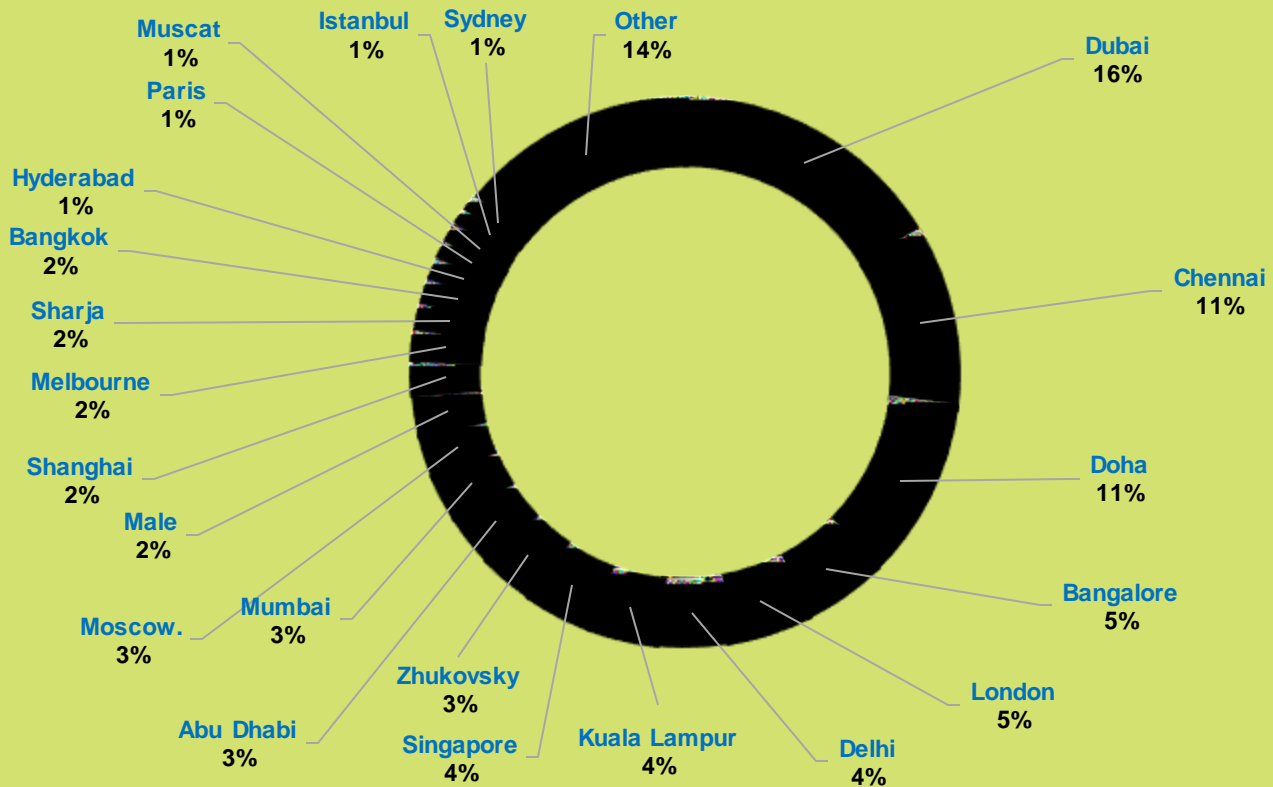
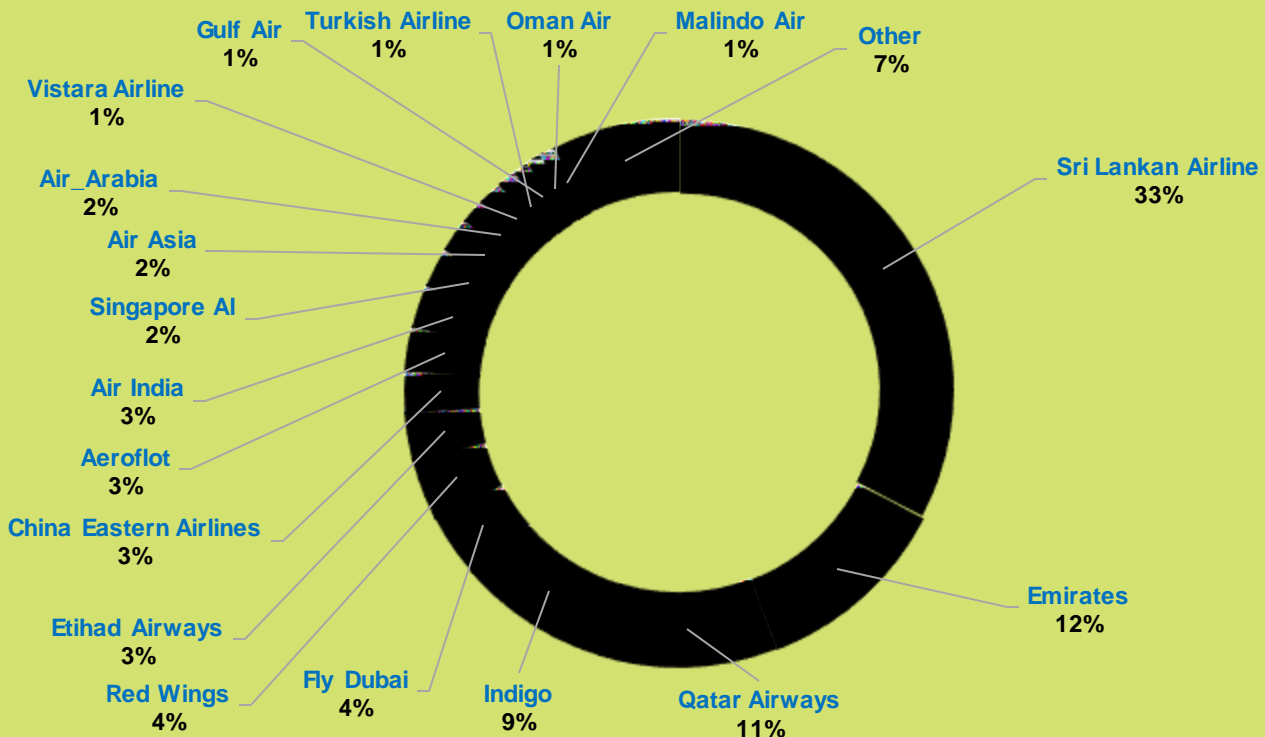


Chart 7. Main airlines to Sri Lanka, June 2023





Top ten markets versus main last departure airports and main airlines to Sri Lanka

June 2023

The data reveals that tourists coming to Sri Lanka exhibit variations in their preferred airlines and last departure airports, depending on their primary markets. For instance, Indian tourists commonly choose Sri Lankan Airlines and IndiGo, whereas Russian tourists tend to favour Red Wings and Aeroflot. In comparison, Sri Lankan Airlines is a popular choice among tourists from countries like the United Kingdom, Australia, United States, Maldives, and Canada. It is worth noting that German tourists frequently choose Qatar Airways and utilize Doha as their primary last departure airport and France tourists frequently choose Emirates. This highlights the crucial role of destination accessibility in promoting tourism.

Table 4. Top ten markets vs. main last departure airports to Sri Lanka, June 2023

Table 5. Top ten markets vs. main airlines to Sri Lanka, June 2023



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