

2010

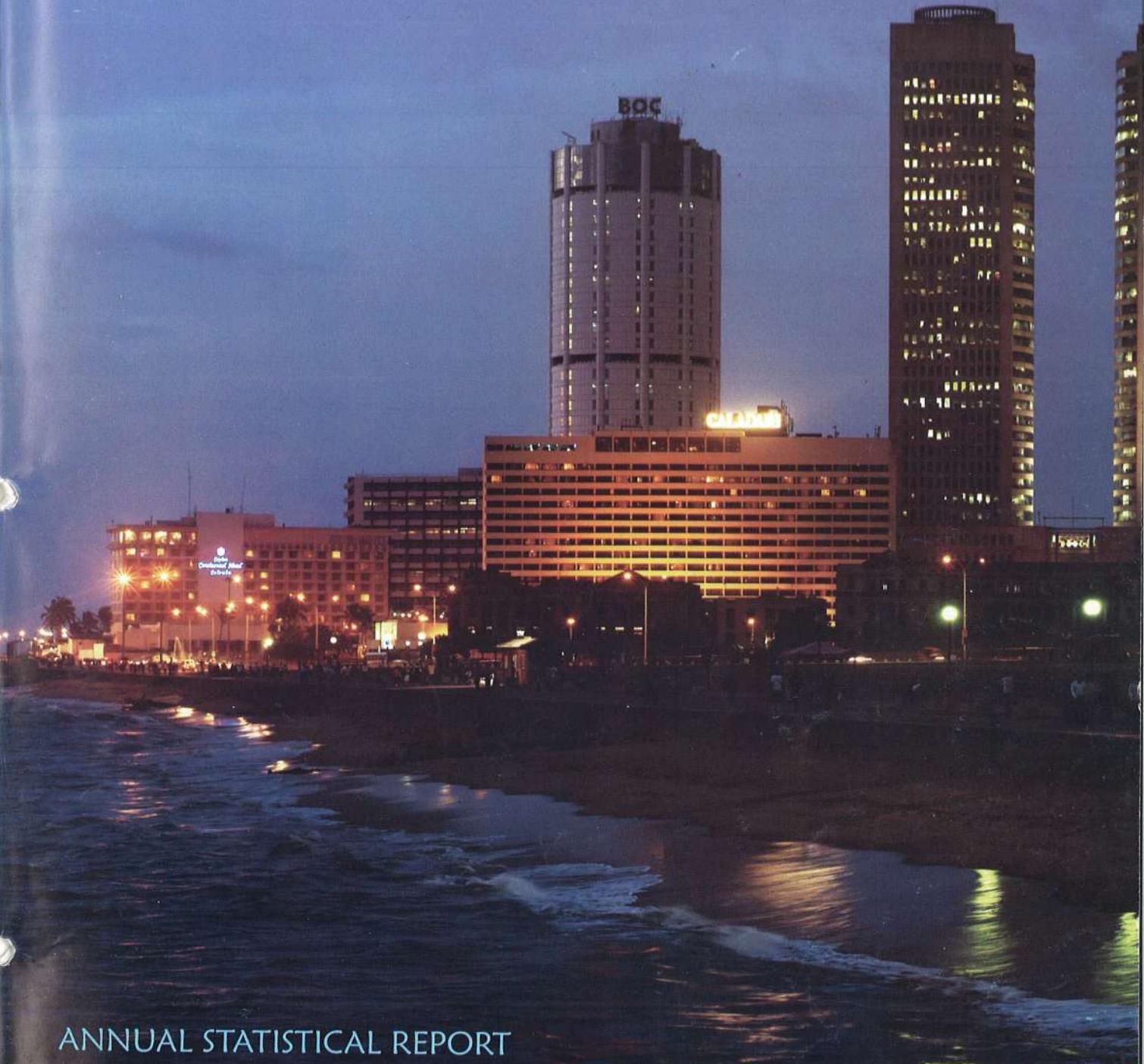


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W O N D E R O F A S I A

# ANNUAL STATISTICAL REPORT

SRI LANKA TOURISM DEVELOPMENT AUTHORITY



## ANNUAL STATISTICAL REPORT OF SRI LANKA TOURISM - 2010

This is the forty-second in the series of Annual Statistical Reports published by the Sri Lanka Tourism Development Authority (formerly "Sri Lanka Tourist Board") and it provides a continuing review of the trends and developments of the tourism industry.

The report is divided into three sections. Section I contains a summary of performance of the tourism sector in 2010 and Section II presents statistical tables and charts. Section III comprises the definitions of the terms and sources of information.

The statistical analyses presented in this year's report cover the following subject areas:

- A - Trends and Structural Characteristics of Tourist Traffic
- B - Scheduled Airline Operations & Passenger Movements
- C - Accommodation Industry - Capacity and its Utilization
- D - Income and Employment
- E - Tourist Prices
- F - Foreign Travel by Sri Lankans
- G - Growth of Travel and Tourism
- H - Revenue from Tourism

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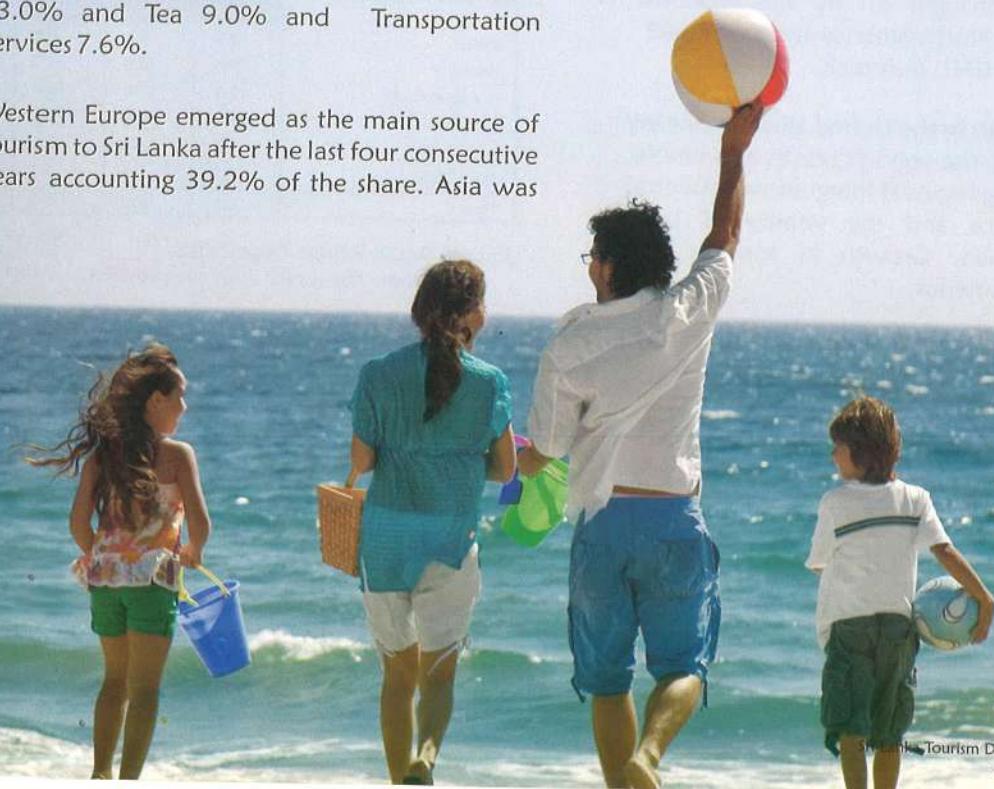
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## PERFORMANCE OF THE TOURISM SECTOR

# Highlights

- Worldwide, international tourism rebounded strongly, with international tourist arrivals up from 6.7% over 2009 to 935 million. The increase more than offsets the decline caused by the economic downturn, with an additional 22 million arrivals over the former peak year of 2008.
- Sri Lanka Tourism has surged to a new high record of 654,476 arrivals in 2010, surpassing the previous all time high hits due to the post conflict peaceful environment.
- The foreign exchange earnings increased by 62.0% from Rs. 40,133.00 million (US \$ 349.3 mn) in 2009 to Rs. 65,018.00 million (US \$ 575.9mn) in 2010.
- Foreign Exchange (FE) receipts per tourist per day recorded an increase of US \$ 6.2, from US \$ 81.8 to US \$ 88.0 in 2010, compared to the previous year.
- Due to the rise of the arrivals, Tourism was able to upgrade it's rank as the fifth largest FE earner. Those that ranked above tourism were Foreign Remittances – 465.2 billion, Textiles and Garments – Rs. 395.4 billion, and Tea –155.4 billion and Transportation Services 130.5 billion. The portion of tourism contribution to total FE earnings in 2010 amounted to 3.8% as compared to Foreign Remittances of 27.0%, Garments 23.0% and Tea 9.0% and Transportation Services 7.6%.
- Western Europe emerged as the main source of tourism to Sri Lanka after the last four consecutive years accounting 39.2% of the share. Asia was the second amounting it's share as 37.3% in 2010. The other significant contributors to the total are North America 6.1%, Eastern Europe 5.4% and Australasia & Middle East 5.7% each.
- As in previous years, India emerged as the leading producer of tourism to Sri Lanka amounting to 126,882 arrivals, accounting for 19.38% of the total traffic.
- The average duration of stay increased to 10.0 as compared to 9.1 nights in the previous year.
- The room capacity in tourist hotels (graded establishments) increased by 253 rooms from 14,461 in 2009 to 14,714 in 2010.
- The room occupancy rate of graded accommodation increased to 70.1% in 2010 as compared to 48.4% in the previous year recording an increase of 21.7 percentage points.
- The total foreign guest nights recorded in graded accommodation establishments increased at a rate of 46.4% in 2010 to 4,126,544 from 2,818,487 in the previous year.

Employment generated in the tourism sector (both direct and indirect) increased by 5.7% to 132,055 in 2010.



# A - World Tourism Scene

## A- International

International tourism recovered strongly last year following the decline brought on by the global financial crisis and the recession of late 2008 and 2009. The challenge now will be to consolidate this growth over the coming years amid a still uncertain global economic environment.

The vast majority of destinations worldwide reported positive and often double digit increases, sufficient to offset recent losses or bring them close to this target. While all regions posted positive growth in arrivals, emerging economies were unarguably the drivers of this growth. Asia was the first region to recover and the strongest growing region in 2010, with international tourist arrivals reaching a new record of 204 million last year, up from 181 million in 2009.

Africa, which was the only region to show positive figures in 2009, maintained growth during 2010, hosting of events such as the FIFA World Cup in South Africa. Results returned back to double digits in the Middle East, where almost all destinations grew by 10% or more.

Recovery was slower in Europe than in other regions due to the air traffic disruption caused by the volcanic eruption in Iceland and the economic uncertainty affecting the Euro zone, noted the agency. While some individual countries performed well above the regional average, this was not sufficient to bring overall results above the losses of 2009.

Meanwhile, the Americas rebounded from the decline in 2009 brought on by the economic hardship suffered in North America and the impact of the influenza A (H1N1) outbreak.

The return to growth in the United States economy has helped improve the region's results as a whole, as did the increasing regional integration in Central and South America and the vitality of Latin American economies. Growth in tourism was strongest in South America.

Table A-1

Region	2007	2008	2009	2010	% Change		
					08/07	09/08	2010/09
Africa	44.2	45.7	48.0	48.8	3.4	5.0	1.7
Americas	142.1	147.1	139.6	150.4	3.5	-5.1	7.7
East Asia & Pacific	175.3	184.1	180.5	192.8	5.0	-2.0	6.8
Europe	480.1	487.1	459.7	472.7	1.5	-5.6	2.8
Middle East	46.4	55.6	52.5	59.7	19.8	-5.6	13.7
South Asia	9.7	10.3	10.0	11	6.2	-2.9	10.0
World	898	924	880	935	2.9	-4.8	6.3

Source - World Tourism Organization

(Note - Figures for 2010 are provisional estimates)

Around two thirds of all countries monitored by UNWTO, and virtually all major destinations, have now reported data on international tourist arrivals for at least nine months of 2010. And, of these, the majority are showing positive growth figures, with many in double digits. Over 100 countries already reported full year results. Of those, 16 were still negative (16%), while 86 show positive figures (84%), of which 38 are in double digits (37%). Based on this sample of destinations, the arrivals growth worldwide for 2010 is estimated to have been 6.7%. The number of international tourist arrivals is estimated to have reached 935 million, up 59 million over 2009's 877 million, and 23 million (+2.5%) more than during the pre crisis peak year of 2008 (913 million). Emerging economies recovered more quickly and more resoundingly, leading the world recovery with a growth rate of 8% compared with 5% for advanced economies. In line with the broader economic situation, the tourism sector is now seeing varying speeds of recovery and growth across the world and this trend is expected to persist for the foreseeable future.

Preliminary results would seem to confirm that the growth in international tourism receipts is continuing to lag that of arrivals – a typical occurrence in periods of recovery. This is because, following major shocks, volume (arrivals) tends to recover faster than income (receipts), as competition is tougher and suppliers make serious efforts to contain prices, with tourists also tending to travel closer to home and for shorter periods of time. The global tourism receipts for 2010, saw growth over 2009's US\$ 851 billion

Table A-2

REGIONAL DISTRIBUTION OF WORLD TOURISM ARRIVALS  
(2007 TO 2010)

Region	Relative Share			
	2007	2008	2009	2010
Africa	4.9	5.0	5.5	5.2
Americas	15.8	16.0	15.9	16.0
E. Asia & Pacific	19.5	18.9	19.3	20.6
Europe	53.5	52.9	52.2	50.6
Middle East	5.2	6.1	6.0	6.4
South Asia	1.1	1.1	1.1	1.2
Total	100	100	100	100

Source - World Tourism Organization

(Note - Figures for 2009 are provisional estimates)

Though the European region receives more than half of the world tourism(50.6% ), it has shrunk substantially its share from 53.5% in 2007 to 50.6% in 2010. However Europe and Americas as the traditional scenes of international tourism, receive almost seven-tenths, (66.6%) of world tourism.

As happened in past four consecutive years a gradual decline in the share of world tourism was received by Europe. Thus the share of the European regions declined from 53.5% in 2007 to 52.9% in 2008, 52.2% in 2009 to 50.6% in 2010. Though Africa was a robust performer during the past consecutive three years period a 5.2% decrease was recorded in 2010. It is noteworthy that the significant gains in relative share are the Middle East, East Asia & the Pacific Region.

## B - Tourism Demand - Volume and Value

### (B-1) Volume

The growth momentum of tourism, as a result of the post conflict peaceful environment, the tourist arrivals grew to 654,476 in 2010 surpassing the previous record of 566,202 in 2004. The relaxation of travel advisories issued by major tourist generating countries in view of the improved security situation in the country. Tourist nights, one of an important indicator in measuring the volume of tourist traffic, has recorded 6,544,760 in 2010, recording an increase of 60.6 % nights compared to the year 2009 with the increase of the average duration of stay from 9.1 nights to 10.0 nights. (See tables 7 & 12).

### (B-2) Value

The overall official tourist receipts increased by 62.0%, from Rs. 40,133 million to Rs.65,018 million.

In terms of US Dollars, the total receipts in 2010 amounted to US\$ 575.9 million, as against US\$ 349.3 million recorded for the previous year, showing a vast increase in dollar terms of 64.9%.

The Per Capita Tourist Receipts increased to US \$ 880.0, it is an increase of 18.2% when compared to US \$ 744.4 in 2009. The Per Capita Tourist Receipts per day amounted to US \$ 88.0, which showed an increase of 7.6% as compared to US \$ 81.8 in 2009.

Tourism, as one of the core sources of foreign exchange earner's in the overall economy of Sri Lanka, the relative importance of the sector can be recognized from the following Table. (Table B-1)

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Table B-1  
RELATIVE IMPORTANCE OF TOURISM AS FE EARNER

Rank	Sector	2009		2010	
		FE Earnings Rs. Million	% of FE Earnings Rs. Million	FE Earnings Rs. Million	% of FE Earnings Rs. Million
1	Private Foreign Remittances	382,818	26.6	1	Private Foreign Remittances
2	Textiles & Garments	376,146	26.2	2	Textiles & Garments
3	Tea	136,171	9.5	3	Tea
4	Transportation Services	99,391	6.9	4	Transportation Services
5	Rubber Based Product	44,163	3.1	5	Tourism
6	Tourism	40,133	2.8	6	Rubber Based Product
7	Computer & Information Technology Services	28,161	2.0	7	Minor Agriculture Products
8	Minor Agriculture Products	27,616	1.9	8	Computer & Information Technology Services
9	Petroleum Products	15,484	1.1	9	Petroleum Products
10	Others	286,495	19.9	10	Others
	Total	1,436,578	100.0	Total	1,722,599
					100.0

Source - Central Bank of Sri Lanka  
-Sri Lanka Tourism Development Authority

It reveals that tourism has improved its position to 5<sup>th</sup> from 6<sup>th</sup> against the previous year as one of the largest earner of FE in the national economy – next to private Foreign Remittances, Textiles & Garments, Tea and Transportation Services in 2010. The contribution of tourism to the total FE earnings increased to 3.8% from 2.8%. The top five FE earners who accounted for 70.4% of the total, namely Foreign Remittances 27.0%, Textiles and Garments- 23.0%, Tea 9.0% and Transportation Services- 7.6%. However, the contribution to the total Foreign Exchange earnings from tourism is improved by 1.0 percentage points from 2.8% in 2009 to 3.8% in 2010.

## C - Sources of Tourism Demand - Markets

Western Europe emerged as the primary source of region for tourism in Sri Lanka after four consecutive years. But its importance as the major market has dwindled over the previous years due to the increasing demand experienced from others sources namely South East Asia, Australasia, North America and Middle East. These improvements can be seen by referring the table below .(Table C-1).

Table C-1

TOURISM ARRIVALS BY REGIONS (2004, 2008, 2009 & 2010)

Market Region	2004	2008	2009	2010	% Change		
					08/04	09/08	10/09
America-North	29,759	24,311	24,948	40,216	-18.3	2.6	61.2
Asia-North East	36,705	27,688	31,439	35,891	-24.6	13.5	14.2
Asia-South East	27,831	17,443	16,890	32,539	-37.3	-3.2	92.7
Asia-South	133,532	127,911	126,205	175,694	-4.2	-1.3	39.2
Australasia	26,540	21,839	26,068	37,290	-17.7	19.4	43.0
Europe-West	284,440	167,187	170,123	256,861	-41.2	1.8	31.0
Europe-East	14,336	29,440	26,310	35,517	105.4	-10.6	35.0
Middle East	10,463	16,776	23,741	37,540	60.3	41.5	58.1
Others	2,596	5,880	2,166	2,928	126.5	-63.2	35.2
World	566,202	438,475	447,890	654,476	-22.6	-2.1	46.1

The table above gives a different classification of regions in order to identify the potential growth regions and the figures for 2008, 2009 and 2010 compared with 2004 , which was the highest level attained prior to the new record.

South Asia was the second major market, recording 39.2% as concerned to the previous year. North America, Middle East and North East Asia claimed third, fourth and fifth positions recording increases of 61.2%, 58.1% and 14.2% respectively as compared to the last year. Also other market regions recorded increases during the year under reviews. Eastern Europe by 35.0%, Australasia by 43.0% and South East Asia by 92.7%. In addition to above markets, altogether, other markets also increased by 35.2%.

Table C-2 below gives the percentage shares of tourism received from the broad market regions for 2009 to 2010 as compared with year 2004.

Table C-2

RELATIVE IMPORTANCE OF MARKET REGIONS (2004, 2009 & 2010)

Market Region	Percentage Share		
	2004	2009	2010
America - North	5.3	5.6	6.1
Asia - North East	6.5	7.0	5.5
Asia - South East	4.9	3.8	5.0
Asia - South	23.6	28.2	26.8
Australasia	4.7	5.8	5.7
Europe - West	50.2	37.9	39.3
Europe - East	2.5	5.9	5.4
Middle East	1.8	5.3	5.7
Others	0.5	0.5	0.4
	100.0	100.0	100.0

Western Europe, as the major market source for Sri Lanka has dropped from 50.2% in 2004 to 37.9% in 2009. However it has increased marginally up to 39.3% in 2010. The market share of South Asia has expanded from 23.6% in 2004 to 28.2% in 2009 and dropped to 26.8% in 2010. It is noteworthy that the share of Middle East shows positive growths, under the years reviews. It recorded 1.8% in 2004, increased up to 5.3% and 5.7% in 2009 and 2010 respectively.

Table C-3 below shows a comparison of the top-ten source markets for tourism to Sri Lanka within the years of 2009 and 2010.

Table C-3

TOP-TEN SOURCE MARKETS (2009 & 2010)

Market	2009		2010		
	Total Arrivals	Percentage Share	Market	Total Arrivals	Percentage Share
India	83,634	18.7	India	126,882	19.4
U.K.	81,594	18.2	U.K.	105,496	16.1
Maldives	31,916	7.1	Germany	45,727	7.0
Germany	29,654	6.6	Maldives	35,791	5.5
Australia	23,239	5.2	Australia	33,456	5.1
France	15,886	3.5	France	31,285	4.8
U. S. A.	14,241	3.2	Canada	21,123	3.2
Russia	11,834	2.6	U. S. A.	19,093	2.9
Netherlands	11,291	2.5	Netherlands	17,861	2.7
Japan	10,926	2.3	Japan	14,352	2.2
Total	314,215	69.9	Total	451,066	68.9

Source – Sri Lanka Tourism Development Authority

The figures indicated by Table C-3, reveals the top major source of markets. As a traditional pattern, India exists as the leading tourist producer to the country, by increasing to 126,882 from 83,634 in 2009. However, UK retained its position to second with an increase of 23,902 arrivals from 81,594 in 2009 to 105,496 in 2010. The two markets namely India and UK , accounted for over one third (35.5 %) to the total tourist traffic coming into the country.

Germany has ranked the third position overtaking one position compared to the previous year. USA who occupied the seventh position in 2009 moved down to eighth, though there was a 34% increase in arrivals. It is noteworthy that Russia has dropped from the list and Canada featured to the list indicating it's rank as the 6<sup>th</sup> position. It is interesting to note that the top ten markets accounted for almost seven tenth from the total tourist traffic to the country in 2010.

## D - Profile Characteristics

### (D-1) Seasonality of Arrivals

The peak months for arrivals fall during November/December and the mini peak is in July. The highest number of arrivals was recorded in December, with the seasonal index 155, which has moved up, recording a 55% increase over the monthly average. The seasonality ratio in 2010 was increased to 1.6 from 1.5 in 2009. The coefficient of seasonal variation in 2010 was 25, compared to 23 in 2009.(See Tables c & 3).

The lowest number of arrivals was recorded in May, with the seasonal index falling to 65 (See Table c) which was obviously due to the impact of the heavy rain and the floods.

#### (D-2) Mode of Transport and Port of Arrival

Katunayake International Airport, as the main access point to Sri Lanka, handled 99.9% of the total tourist arrivals during the year under review. The balance 0.1% used the Colombo Harbour as the port of entry to the country as in previous years. (See Tables d & 4).

#### (D-3) Arrivals by Carrier

Altogether twenty nine scheduled airlines operated as regular services to Sri Lanka and accounted for 98.9% of the total tourist traffic to the country during the year 2010. Charter flights (1.0%) and arrivals by sea (0.1%) accounted for the balance. Drastic drop in the operation of charter flights was due to the critical impact of the war and the uncertainty of the A(H1N1) pandemic in 2009 was restored in 2010 carrying 14,675 tourists to the country.

Sri Lankan Airlines, Emirates, Qatar Airways, Kuwait Airways, Jet Air Fly, Singapore Airlines (SIA), Air Asia and Air India Express are the 8 leading scheduled airlines (each carried more than 20,000 tourists in 2010) which accounted for 75.1% of the total tourist traffic to the country (See Table 5).

Inter regional flights accounted for 81.5% of the total tourist arrivals, which was a decrease of 1.0% point when compared with 82.5% recorded for 2009 (See Table e). Correspondingly, the share of intra regional traffic increased to 17.4%, from 16.2% in the previous year. It is noteworthy that, there was a marginal increase in intra regional flights recording 1.2 percentage points compared to the previous year.

During the year under review, there were more than four European Charter Airlines who operated to Sri Lanka.

#### (D-4) Purpose of Visit

With the increases of the tourist traffic, the motivational pattern of tourists visiting the country has fluctuated. Likewise, the proportion of pleasure tourists (namely those who visit the country for holiday, recreation and site seeing etc), has declined marginally compared to the previous year. There was an increase of those who visited for Private and Official Business to 12.7% from 8.6%, Convention and Meetings dropped down to 1% from 1.4%, Religious and Cultural decreased to 0.8% from 2.0%, Visiting friends & Relations (VFR) increased from 5.2% to 5.4% and other purposes moved down to 1.2% from 2.8% compared to the previous year (Table 6 & f).

It should be noted that the majority of the pleasure travellers, 39.13% were from Western Europe, 37.18% from Asia, 6.42% from North America, 5.74% from Middle East and 5.69% Australasia respectively, the balance 5.82% from other countries (See Table 6). The largest proportion of business tourists (private and official) came from Western Europe with Asia taking the second place. It is noted that out of those who came as Business Travellers, 19.5% were from India only.

India, as the major tourist source market, produced over one hundred and twenty six thousand tourists to Sri Lanka in 2010 is comparatively different from that of all other markets – namely 78.9% Pleasure, 12.7% Business, 5.4% Visiting Friends and Relations (VFR), 1.0% Convention and Meetings, 0.8% Religious & Cultural and other purposes 1.2%, constituted the rest.

#### (D-5) Average Duration of Stay and Tourist Nights

There is a substantial increase of the average duration of stay of tourists during the year 2010. It increased from 9.1 nights to 10.0 nights (See Table g).

It can be seen that, 24.5% of tourists stayed 3 nights or less whilst 30.4% stayed between 4-7 nights, 33.6% stayed between 8-14 nights and 11.5% stayed for more than two weeks. It is noted that one third of the total tourists have spent 8-14 nights for the year reviews.

The total number of nights spent by the 654,476 tourists who visited the country in 2010 amounted to 6,544,760 (See Table 7). This was an increase of 60.6% when compared with the 4,075,799 nights recorded for the previous year (See Table 12).

End of year reviews, the tourist who spent in graded accommodation, the total number of tourist nights were 4,126,544. This was an increase of 46.4%, when compared with the figure of 2,818,487 nights recorded in 2009. (See Table 12).

However, the tourist nights spent in supplementary establishments amounted to 1,249,146 in 2010, which was an increase of 60.3% as compared to 779,317 nights recorded in 2009.

It should be noted that in 2010, only 63.1% of the tourist nights were spent in graded establishments and another 19.0% were spent in supplementary accommodation establishments. The balance 17.9% of the tourists have been spent in unregistered accommodations units and private houses (See Table 12).

#### (D-6). Age & Sex Distributions

Of the total tourists in 2010, 54.1% were male and the balance 45.9% female (See Table h).

As the reviews of age and the age distribution, the majority of the tourists were in between 40-49 years, accounting for 28.9% of the total traffic recording a 0.3% percentage points over 28.6% recorded in 2009. Compared to 2009 age groups 20-29, 30-39, 60 & over showed decreases while 3-19, 40-49 and 50-59 showed increases in their age brackets.

#### (D-7) Occupation

As per the declarations of the total tourists 79.9% of the tourists were gainfully occupied in 2010, recording an increase of 1.5 percentage points in comparison to the 78.4% recorded in 2009. Retired Persons constituted 5.0% while the balance 15.1% declared themselves as having no occupation. Those in the "No Occupation" category were mainly housewives and dependants (See Tables 9 & i).

Of the tourists who engaged in gainful occupations, 18.9% were engaged in "Other Occupations" viz.: white-collar workers in the non-executive grades and skilled/ semi-skilled workers.

Others in gainful occupations were Businessmen (13.5%), Executives (15.5%), Professionals (13.7%), Scientists & Technicians (8.3%) and Educationists (10%).

### E- Scheduled Airline Operations

Twenty nine scheduled airlines operated flights to Sri Lanka in 2010. (See Table 5).

During the summer season from May to October, the number of flights operated per week amounted to 381 with a seating capacity of 87,473 per week.

During the winter season from November 2009 to April 2010, the number of flights operated amounted to 401 per week, with a seating capacity of 89,022 per week. (See Table 10).

### F- Passenger Movements

The both way movement of passengers (includes arrivals and departures), through the main access point, amounted to 4.24 million. This represented an increase of 27.7% as compared to the up & down Passenger traffic of 3.32 million recorded for the previous year (See Tables 11 & 23).

The analysis of the composition of this up & down passenger traffic revealed that the majority were Sri Lankans recording 52.0% of these passengers. The

both way Tourist Passengers accounted for 30.6% of the total. The balance 17.4% constituted the resident visa holders and other foreign travellers, who could not be classified as tourists (See Table 11).

### G - Tourism Supply

#### (G-1) Accommodation Capacity

The total number of registered tourist hotels increased to 253 units with 14,714 rooms from 242 units with 14,461 rooms in the previous year. [see Table 13 (a)].

However, under the reviews period, some supply of supplementary accommodation units (namely guest-houses, hotels, inns etc) were upgraded to hotels while some of them were cancelled. Consequently, the number of units decreased from 629 in 2009 to 530 units in 2010. Due to this reason, the total room capacity in these units decreased by 51 from 5,946 to 5,895 under the reviews of the same period.

The distribution of hotel room capacity by resort regions was 34.7% in the South Coast region, 21.3% in the Colombo City region, 18.7% in the Ancient Cities region, 17.9% in Greater Colombo region (including Negombo), 5.8% in the High Country region and the balance 1.6% in the East Coast regions (See Table j).

#### (G-2) Occupancy Rate

As a result of the high tourist traffic during the year, the overall annual room occupancy rate of graded establishments increased to 70.1% from 48.4% in the previous year (See Table k).

All regions, have recorded increases in room occupancy in 2010, when compared with the corresponding figures for 2009. Eastern coast has increased significantly compared to the previous year recording 32.2 percentage points whilst Colombo city, Greater Colombo, Ancient Cities, High Country & South Coast recorded 20.5, 22.4, 18.2, 21.3,& 22.3 percentage points respectively.

Under the reviews of the region, the highest occupancy level was recorded in the Colombo City (78.3%), followed by the Greater Colombo region (75.1%) and South Coast (71.9%).

It is noteworthy that the highest overall monthly occupancy rate of 91.1% was recorded in December due to the highest tourist arrivals to the country while the lowest monthly occupancy rate of 46.6 % in May due to the poor tourist arrival caused by heavy rain and floods. (Table 13).

### (G-3) Guest Nights

Since the heavy tourist flow, the total foreign guest nights recorded in all tourist hotels amounted to 4,126,544 which was a significant increase of 46.4% over the figure of 2,818,487 nights recorded in the previous year in 2010. (See Table 12). The local guest nights also recorded at a rate of 25.9% in these hotels from 1,163,220 to 1,464,098 during the same period.

In the case of supplementary accommodation establishments, there was an increase in the number of foreign guest nights recorded by 60.3%, from 779,317 in 2009 to 1,249,146 in 2010. These nights as a proportion of total guest nights in supplementary accommodations are 74.6% for the same year.

The local guest nights recorded in these supplementary establishments decreased substantially by 9.8%, from 471,730 in 2009 to 425,350 in 2010. The local guest nights as a proportion of total guest nights in supplementary establishments are 25.4%.

During the year reviews, the total of foreign guest nights recorded in all registered accommodation establishments (both tourist hotels and supplementary accommodations) amounted to 5,375,690 accounting for 82.1% of the total tourist nights spent in the country as against from 88.3% in 2009.

The distribution of foreign guest nights in graded accommodation by resort regions shows that 29.4% of the total foreign guest nights have been spent in the South Coast region recording the highest proportion. The Colombo City region accounted for 26.4%, Greater Colombo region 22.8%, Ancient Cities region 16.4%, High Country 3.7% and East Coast region 1.3% (See Table 14) respectively.

## H - Employment in the Tourism Industry

Tourism generates employment opportunities directly in tourism related business establishments such as hotels and other accommodation units, restaurants, travel agents and tour operators, recreation and entertainment businesses, souvenir, handicraft and other shops etc. and also indirectly in those businesses, which sell goods and services to the tourism sector. In general, it has been found that indirect employment generated as a result of tourism is much higher than the direct employment. Research conducted in Sri Lanka indicates that the ratio of direct employment to indirect employment is 1:1.4. This means that for every 100 jobs created in the tourism sector there will be 140 jobs generated in the supplying sectors.

The total number of persons employed directly in the tourism sector as at end of 2010 amounted to 55,023 which was an increase of 5.7% over the figure of 52,071 recorded in 2009 (See Table 18).

As same as in the previous years, majority of those employed were in the Accommodation and Catering sectors. This amount is 60.2% of the total direct employment. Travel Agents and Tour Operators accounted for 14.5% while Airlines accounted for 10.0%. It is noteworthy that the Travel Agents and Tour Operators sector has increased their employment capacity by 11.6% while Airlines and Accommodation & Catering Sector has increased by 5.4% and 3.9% respectively. Meanwhile Agencies providing recreational facilities showed a slight increase of their employment capacity.

The key proportion of the total direct employment were Technical, Clerical and Supervisory grades. The share is 57.6% from the total direct employment. The other 25.1% were in the Manual and Operative grades and the balance constituted 17.3% in the Managerial grades.

The total indirect employment in the supplying sector in 2010 was estimated at 77,032 (See Table 21). Thus the total of both direct and indirect employment as a result of tourism in 2010 adds up to 132,055. This was an increase of 5.7% over the figure of 124,970 recorded in 2009.

Another interesting comparison is the ratio of jobs generated, both directly and indirectly, to the number of tourist arrivals. In 2010, this ratio was one job for every 5 arrivals.

### I - Tourist Prices

End of the year reviews, the overall tourist price index showed an increase of 5.3%, when compared with the previous year. In absolute terms, it increased by 264 points from 4,940 in the 2009/2010 season, to 5,204 in the 2010/2011 season (See Table 19). It reveals in which the prices of the accommodation sector increased by 3.9% while the food & beverage sector increased by 6.1% and the transport sector increased by 7.7%. Within the accommodation sector, the highest price increase occurred in beach hotels - 4.7%.

### J - Public Sector Revenue

Public sector institutions derive revenue from tourism in a variety of ways, namely direct and indirect taxes, fees and levies, profits from business undertakings etc. However, statistics of revenue collections are readily available only from few sources, such as tourism development levy, embarkation tax, income of Tourism Development Authority, entrance fees to cultural triangle, Wild

life parks, Museums, Botanical gardens, BMICH etc. The revenue collections from some of these sources are given in Tables 24 to 31.

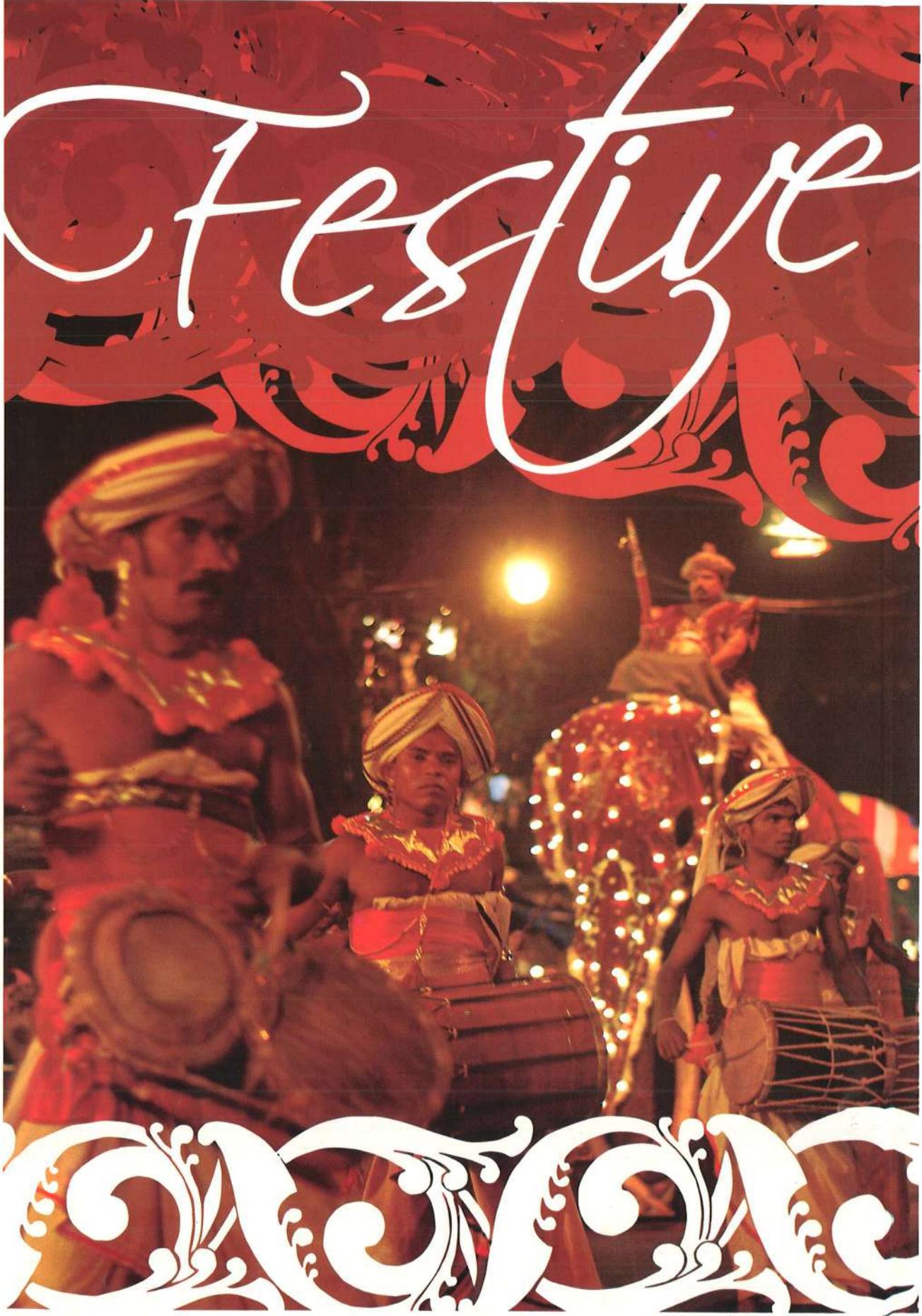
In 2010, the revenue collected from the listed sources amounted to Rs.3,219.1 million as compared to Rs.2,152.4 million collected from the same sources in the previous year. This was an increase of 49.6%.

Of the total revenue collected in 2010, the top contributors were; embarkation tax – Rs.1,000.1 million, cultural triangle entrance fees – 743.5 million and Tourism Development Levy 516.9. In

addition to this, the Zoological Gardens, the Wild Life Parks and BMICH contributed 410.1 million, 227.2 million & 133.4 million respectively.

The tourism sector has backward linkages. Therefore, it is noteworthy that in addition to direct revenue, the Government also earns substantial amount of income as indirect taxes such as from income tax, electricity, water, post and telecommunication, lease rentals etc. are unavailable. The presented figures are only a partial indication of the total revenue from tourism.





## TABLES & CHARTS

PART A: TRENDS & STRUCTURAL CHARACTERISTICS OF TOURIST TRAFFIC

## PART A: TRENDS AND STRUCTURAL CHARACTERISTICS OF TOURIST TRAFFIC

Chart 1

Tourist Arrivals by Year - 1966 to 2010

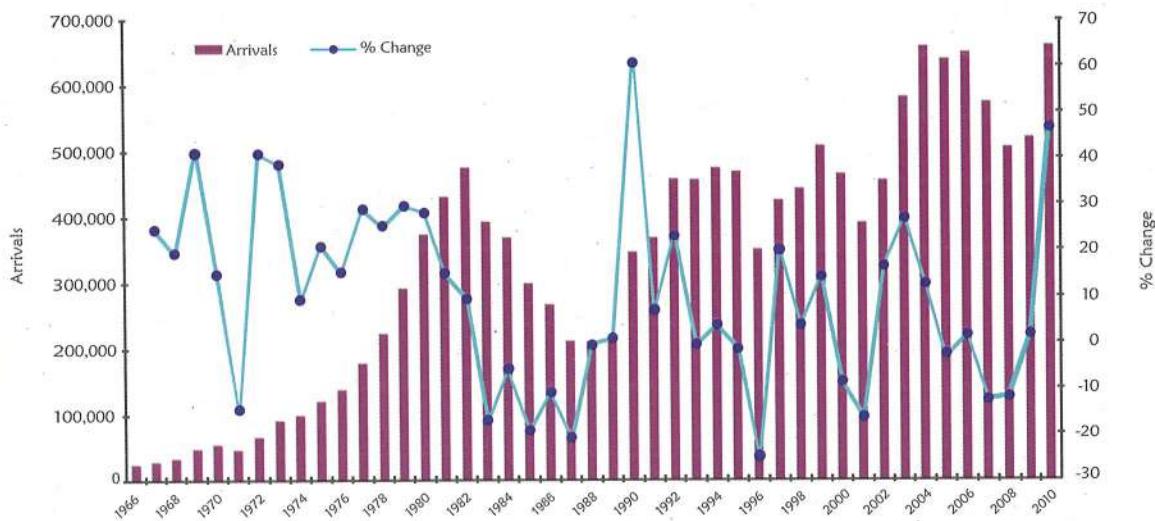


Table (a)

Market Growth Trends by Nationality - Growth Indices (Average 1963/1966 = 100)

Market	2002	2003	2004	2005	2006	2007	2008	2009	2010	Average Annual Growth Rates
Western Europe	2,560	3,255	3,640	2,903	2,917	2,498	2,115	2,171	3,255	10.5
Asia	2,371	2,950	3,260	3,706	4,024	3,338	2,926	2,900	4,087	10.7
North America	569	713	871	1,328	1,014	806	660	712	1,153	5.9
Australasia	1,579	2,363	3,314	3,508	2,954	2,728	2,752	3,087	4,392	12.0
Others	2,067	2,873	3,265	2,815	3,536	5,749	6,492	6,507	9,461	30.0
All Markets	2,068	2,633	2,978	2,889	2,943	2,598	2,306	2,355	3,442	10.8

Table 1

## Tourist Arrivals by Country of Nationality - 2004 to 2010

Country of Nationality	2004	2005	2006	2007	2008	2009	2010
<b>NORTH AMERICA</b>	30,654	46,727	35,688	28,338	23,203	25,044	40,552
Canada	14,974	21,335	14,863	11,862	9,745	10,785	21,231
U.S.A.	15,680	25,392	20,825	16,476	13,458	14,259	19,321
<b>LATIN AMERICA &amp;</b>							
<b>THE CARIBBEAN</b>	715	732	805	4,104	3,721	666	594
<b>WESTERN EUROPE</b>	285,366	227,558	228,666	195,813	165,822	170,186	255,172
Austria	8,625	4,148	4,677	3,573	2,684	2,411	3,963
Belgium	5,718	3,891	6,373	4,653	2,394	2,613	5,371
Denmark	3,496	3,793	3,540	1,782	1,336	1,306	4,301
Finland	1,989	1,150	1,244	498	489	742	1,971
France	30,422	26,641	22,703	9,540	10,703	16,205	31,119
Germany	58,932	46,320	47,296	35,016	30,154	29,664	45,981
Italy	17,984	10,147	12,353	11,451	9,137	7,214	11,512
Netherlands	21,487	15,252	19,460	17,532	13,180	11,297	17,628
Norway	3,444	4,333	3,057	2,304	1,620	1,669	3,884
Spain	2,987	1,781	2,369	2,481	2,251	2,383	4,489
Sweden	8,140	5,462	5,579	4,824	3,745	3,578	7,128
Switzerland	10,687	8,339	7,729	4,911	5,261	6,247	9,514
U.K	107,042	92,929	88,531	94,089	80,214	81,682	105,938
Others	4,413	3,372	3,755	3,159	2,654	3,175	2,373
<b>EASTERN EUROPE</b>	14,259	9,305	14,236	25,485	29,352	26,177	35,630
Russia	4,985	3,719	8,000	13,530	15,831	11,390	13,312
Others	9,274	5,586	6,236	11,955	13,521	14,787	22,318
<b>MIDDLE EAST</b>	9,486	10,230	10,191	13,587	16,701	23,821	37,501
<b>AFRICA</b>	1,759	2,337	3,163	2,991	2,354	1,591	2,249
<b>ASIA</b>	196,023	222,844	241,954	200,697	175,944	174,382	245,753
Bangladesh	1,760	2,325	2,466	1,668	1,438	1,295	1,846
China (P.R.)	9,424	9,818	16,364	10,413	10,015	8,574	10,410
Hong Kong, China	916	1,219	1,083	210	421	1,325	1,824
India	104,390	113,023	128,520	105,906	88,628	83,650	125,112
Indonesia	1,426	1,639	4,940	1,404	1,258	1,039	1,281
Japan	19,747	17,163	16,217	14,274	10,578	10,931	14,998
Korea (South)	4,597	6,023	5,318	4,860	4,102	3,595	4,318
Malaysia	9,939	11,668	9,823	6,666	5,021	6,878	13,101
Maldives	15,201	24,396	24,505	29,550	31,458	31,890	35,401
Nepal	890	1,077	1,152	885	897	679	602
Pakistan	9,629	11,056	11,165	10,173	7,702	7,388	9,001
Philippines	1,807	2,360	3,480	2,106	1,520	1,421	1,369
Singapore	7,866	10,796	6,662	5,691	5,702	7,976	12,514
Thailand	5,209	5,409	5,475	2,517	3,510	3,198	3,713
Taiwan (P.C.)	1,929	2,705	2,580	2,544	1,988	2,711	5,019
Others	1,293	2,167	2,204	1,830	1,706	1,832	5,244
<b>AUSTRALASIA</b>	27,940	29,575	24,900	22,993	21,378	26,023	37,025
Australia	24,471	25,836	21,665	20,241	19,145	23,249	33,512
New Zealand	3,331	3,608	3,127	2,655	2,148	2,623	3,301
Others	138	131	108	97	85	151	212
<b>Total</b>	566,202	549,308	559,603	494,008	438,475	447,890	654,476

### Tourist Arrivals by Top Ten Markets 2009 & 2010

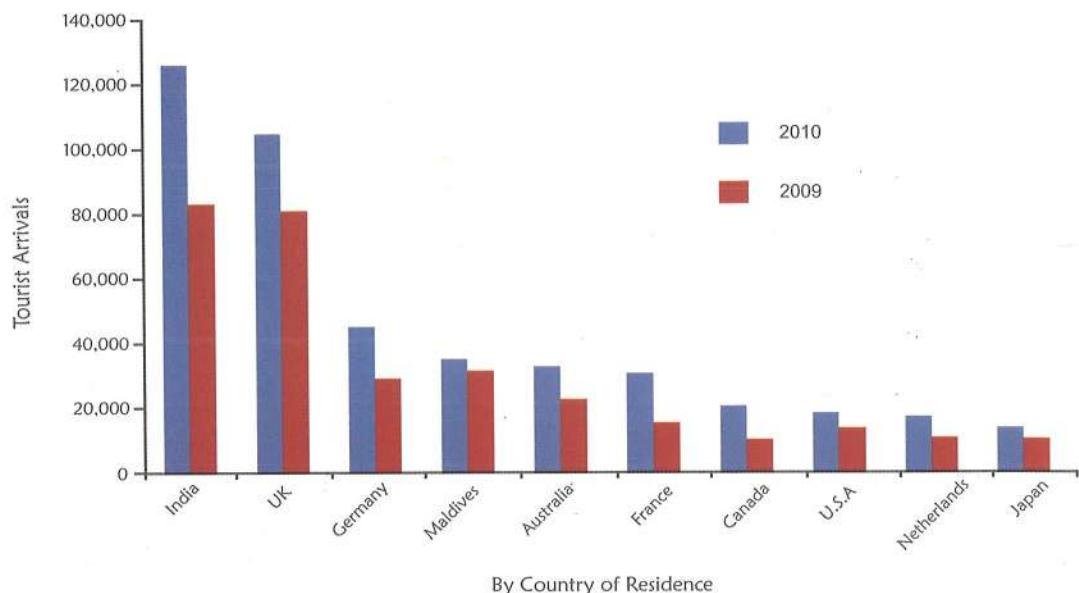


Table (b)

### Market Growth Trends by Residence - Growth Indice (Average 1963/1966 = 100)

Market	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Average Annual Growth Rates
Western Europe	3,525	2,757	2,707	3,449	3,844	3,071	3,088	2,628	2,260	2,299	3,472	10.5
Asia	1,294	1,268	2,022	2,507	2,800	3,157	3,423	2,862	2,446	2,467	3,451	10.1
North America	624	576	716	905	1,072	1,674	1,273	1,022	876	899	1,449	6.5
Australasia	2,589	1,862	1,876	3,262	3,770	4,224	3,569	3,256	3,102	3,703	5,297	12.6
Others	1,177	1,315	1,573	1,884	2,575	2,121	2,686	4,305	4,896	4,908	7,141	27.1
All Markets	2,106	1,771	2,068	2,633	2,978	2,889	2,943	2,598	2,306	2,355	3,442	10.8

Table 2

## Tourist Arrivals by Country of Residence - 2004 to 2010

Country of Residence	2004	2005	2006	2007	2008	2009	2010
<b>NORTH AMERICA</b>	29,759	46,457	35,323	28,355	24,311	24,948	40,216
Canada	14,633	21,185	14,623	11,869	10,258	10,707	21,123
U.S.A.	15,126	25,272	20,700	16,486	14,053	14,241	19,093
<b>LATIN AMERICA &amp;</b>							
<b>THE CARIBBEAN</b>	741	705	775	3,962	3,739	617	620
<b>WESTERN EUROPE</b>	284,440	227,191	228,445	194,448	167,187	170,123	256,861
Austria	8,633	4,127	4,662	3,580	2,651	2,409	3,925
Belgium	5,582	3,855	6,333	4,669	2,378	2,617	5,398
Denmark	3,269	3,781	3,531	1,796	1,320	1,362	4,393
Finland	1,989	1,150	1,244	497	468	738	1,950
France	29,996	26,653	22,693	8,091	10,594	15,886	31,285
Germany	58,258	46,350	47,402	35,042	30,625	29,654	45,727
Italy	18,862	10,192	12,424	11,451	9,126	7,514	11,423
Netherlands	21,455	15,156	19,360	17,526	13,030	11,291	17,861
Norway	3,477	4,330	3,054	2,304	1,613	1,666	3,955
Spain	3,010	1,781	2,367	2,484	2,282	2,387	4,461
Sweden	7,979	5,402	5,524	4,851	3,711	3,560	7,096
Switzerland	10,610	8,399	7,727	4,917	5,326	6,331	9,427
U.K.	106,645	92,629	88,306	94,060	81,331	81,594	105,496
Others	4,675	3,386	3,818	3,180	2,732	3,114	4,464
<b>EASTERN EUROPE</b>	14,336	9,290	14,221	25,573	29,440	26,310	35,517
Russia	5,000	3,704	7,985	13,621	15,797	11,834	13,278
Others	9,336	5,586	6,236	11,952	13,643	14,476	22,239
<b>MIDDLE EAST</b>	10,463	10,236	10,345	13,554	16,776	23,741	37,540
<b>AFRICA</b>	1,855	2,340	3,235	2,712	2,141	1,549	2,308
South Africa	987	1,107	1,116	933	756	779	1,415
Others	868	1,233	2,119	1,779	1,385	770	893
<b>EAST ASIA</b>	64,714	69,998	73,349	52,854	44,944	48,329	68,430
China (P.R.)	9,088	9,668	16,274	11,949	9,812	8,550	10,430
Hong Kong, China	1,538	1,069	973	186	537	1,330	1,230
Indonesia	1,466	1,669	5,042	1,404	1,157	1,040	1,343
Japan	19,641	17,148	16,189	14,274	10,075	10,926	14,352
Korea (South)	4,531	6,056	5,298	4,870	4,300	3,695	4,426
Malaysia	10,132	11,578	9,713	6,704	5,188	6,850	13,367
Philippines	1,808	2,366	3,474	2,162	1,693	1,421	1,391
Singapore	8,546	11,156	7,012	5,688	5,802	7,808	11,875
Thailand	5,035	5,424	5,460	2,467	3,583	3,208	3,684
Taiwan (P.C.)	1,907	2,720	2,565	2,553	1,907	2,715	5,277
Others	1,022	1,144	1,349	597	890	786	1,055
<b>SOUTH ASIA</b>	133,354	153,353	168,783	149,626	128,098	126,205	175,694
Bangladesh	1,721	2,316	2,456	1,665	1,564	1,294	1,954
India	105,151	113,323	128,370	106,067	85,238	83,634	126,832
Maldives	15,013	24,576	24,831	29,539	31,564	31,916	35,791
Nepal	883	1,071	1,146	885	860	676	753
Pakistan	9,638	11,029	11,145	10,204	7,885	7,373	9,148
Others	948	1,038	835	1,266	987	1,312	1,166
<b>AUSTRALASIA</b>	26,540	29,738	25,127	22,924	21,839	26,068	37,290
Australia	23,247	25,986	21,849	20,241	19,536	23,239	33,456
New Zealand	3,184	3,617	3,147	2,627	2,240	2,672	3,487
Others	109	135	131	56	63	157	347
<b>Total</b>	566,202	549,308	559,603	494,008	438,475	447,890	654,476

Chart 2(a)

### Share of Tourist Arrivals by Region - 2002 to 2010

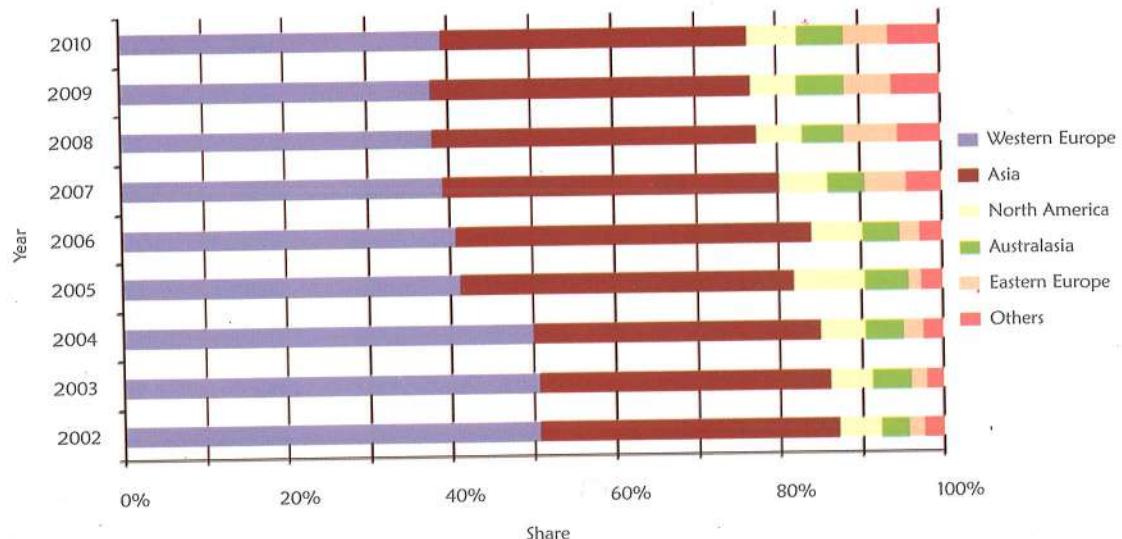


Chart 2(b)

### Tourist Arrivals by Region - 2009 & 2010

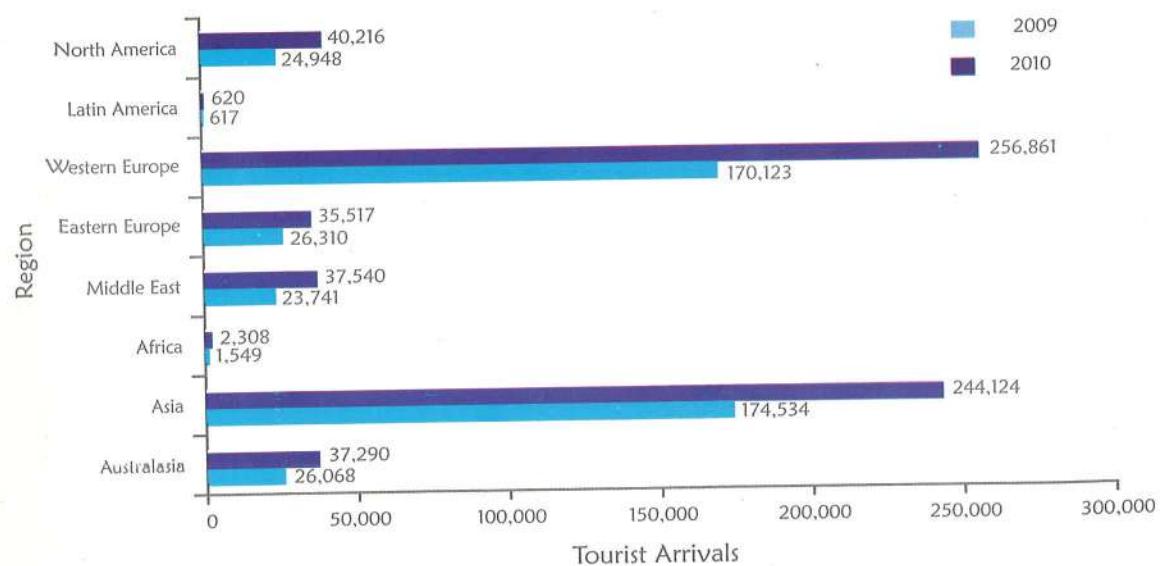


Table 2(a)

## Tourist Arrivals by Miscellaneous Countries 2008 to 2010

Country of Residence	2008	2009	2010
<b>LATIN AMERICA &amp; THE CARIBBEAN</b>			
Argentina	3,739	617	620
Bolivia	352	75	133
Brazil	291	39	76
French Guyana	258	157	217
Others	748	229	86
<b>WESTERN EUROPE-OTHERS</b>	2,090	117	108
Greece	2,742	3,114	4,464
Ireland	395	906	1,599
Portugal	1,647	1,366	1,758
Others	409	565	850
<b>EASTERN EUROPE-OTHERS</b>	291	277	257
Bulgaria	13,643	14,476	22,239
Czech. Republic	242	207	703
Hungary	2,555	2,814	4,204
Poland	582	418	836
Romania	4,960	5,138	6,613
Slovakia	305	272	710
Ukraine	704	1,164	1,716
Lithuania	952	2,577	5,703
Others	459	546	636
<b>AFRICA-OTHERS</b>	2,884	1,340	1,118
Algeria	1,385	700	893
Kenya	120	69	71
Mauritius	540	229	297
Nigeria	93	117	179
Zambia	99	131	212
Others	78	51	63
<b>MIDDLE EAST</b>	455	103	71
Bahrain	16,776	23,741	37,540
Iran	805	943	1,459
Israel	2,130	1,270	1,900
Jordan	2,596	1,901	3,919
Kuwait	1,398	1,108	1,708
Lebanon	1,011	1,123	2,303
Oman	759	940	1,816
Saudi Arabia	499	727	1,359
Qatar	3,456	6,685	9,301
UAE	312	1,158	1,574
Egypt	2,469	5,974	9,825
Turkey	417	510	849
Others	378	563	664
<b>ASIA-OTHERS</b>	546	839	863
Myanmar	1,877	2,098	6,158
Vietnam	376	262	262
Afghanistan	170	224	440
Bhutan	168	200	176
Others	498	668	530
<b>Total</b>	665	744	4,750
	40,162	44,746	71,914

## Seasonality of Tourist Traffic - 2010



**Seasonal Variation in Traffic Flow - 1968 to 2010**  
**(Seasonal Indices) (1)**

Table ( c )

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Seasonality ratio (2)	Coefficient of Seasonal Variation (3)
1968	113	117	112	88	84	59	84	88	87	109	98	161	1.6	25
1969	132	123	112	82	79	58	72	84	78	107	120	153	1.5	27
1970	134	141	125	85	97	56	67	87	80	88	95	145	1.4	28
1971	179	199	156	47	29	29	57	75	57	78	121	173	2.0	60
1972	123	125	119	66	70	50	79	99	73	96	132	168	1.7	33
1973	145	129	121	84	66	50	91	103	64	91	110	146	1.5	30
1974	154	136	139	90	46	47	76	87	70	88	118	149	1.5	37
1975	137	121	130	68	65	56	69	100	62	87	131	174	1.7	44
1976	158	153	135	90	62	46	43	35	68	107	137	166	1.7	47
1977	137	141	143	77	59	43	77	87	59	90	134	153	1.5	37
1978	144	140	128	73	55	44	82	97	64	89	129	155	1.6	36
1979	136	121	122	90	63	51	81	97	71	93	123	152	1.5	30
1980	135	126	128	81	73	57	86	102	74	88	108	142	1.4	27
1981	146	127	124	92	70	54	92	106	78	87	96	127	1.5	26
1982	121	118	124	88	85	77	91	101	88	89	99	119	1.2	16
1983	175	156	159	116	117	87	89	30	36	58	73	104	1.7	45
1984	127	122	123	89	69	68	101	104	82	98	105	112	1.3	19
1985	134	126	139	92	65	52	86	94	71	85	108	148	1.5	30
1986	172	159	151	101	68	50	64	79	65	66	94	131	1.7	41
1987	167	156	150	106	54	50	67	75	66	80	93	135	1.7	40
1988	134	126	128	91	73	76	116	123	98	110	69	56	1.3	25
1989	84	80	104	80	83	75	99	112	93	98	123	169	1.7	25
1990	107	106	109	92	74	73	106	108	90	93	99	143	1.4	18
1991	109	106	103	78	67	66	115	109	94	95	107	151	1.5	22
1992	108	118	101	86	64	70	103	122	91	97	109	125	1.3	18
1993	131	123	116	91	68	62	101	100	84	94	107	123	1.3	21
1994	134	121	122	83	64	63	104	97	91	98	98	126	1.3	22
1995	137	127	119	100	73	67	107	107	92	91	84	95	1.4	21
1996	123	117	105	81	70	78	101	98	92	93	99	142	1.4	20
1997	107	115	112	88	73	76	101	105	98	93	105	128	1.3	16
1998	117	111	102	81	64	71	93	99	100	100	121	142	1.4	21
1999	122	114	113	95	69	72	92	107	93	97	115	111	1.2	16
2000	130	130	121	101	70	66	100	104	93	80	98	105	1.3	20
2001	157	166	158	131	96	101	102	56	42	46	62	83	1.4	43
2002	86	97	101	83	81	80	109	108	101	111	114	129	1.5	15
2003	97	94	98	81	72	76	105	101	86	120	132	138	1.4	23
2004	106	92	81	65	64	68	107	103	109	126	138	140	1.4	26
2005	114	115	120	109	96	96	121	116	84	85	82	86	1.1	15
2006	112	113	117	107	94	94	119	114	83	83	81	84	1.2	15
2007	137	105	85	80	64	75	107	109	90	90	110	148	1.5	25
2008	156	111	104	81	85	77	90	84	81	96	101	134	1.6	24
2009	103	92	91	70	66	81	113	110	102	101	119	152	1.5	23
2010	93	105	96	70	65	82	116	102	87	96	132	155	1.6	25

(1) Seasonal indices are compiled by taking average arrivals per month as 100

(2) Seasonality ratio = Highest Monthly Arrival / Average Arrival per month

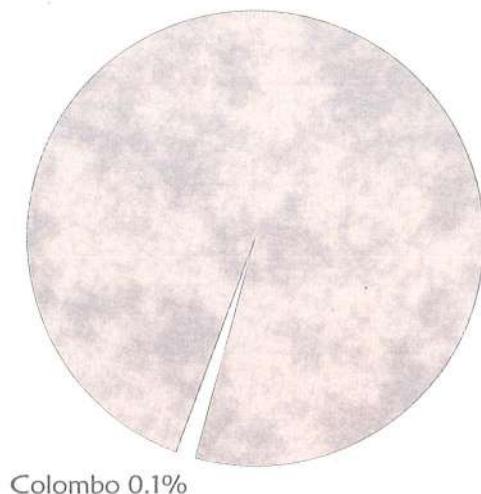
(3) Coefficient of Seasonal Variation is obtained by calculating the standard deviation of the Seasonal Indices.

Table 3

## Tourist Arrivals by Country of Residence &amp; Month - 2010

Country of Residence	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Seasonality Ratio
<b>NORTH AMERICA</b>	40,216	2,708	3,097	3,417	2,488	2,609	3,998	4,688	3,836	2,344	2,388	3,188	5,455	1.6
Canada	21,123	1,276	1,727	1,743	1,470	1,467	2,230	2,779	2,093	1,167	1,168	1,497	2,506	1.6
U.S.A.	19,093	1,432	1,370	1,674	1,018	1,142	1,768	1,909	1,743	1,177	1,220	1,691	2,949	1.9
<b>LATIN AMERICA &amp;</b>														
<b>THE CARIBBEAN</b>	620	67	61	67	32	34	36	49	42	28	40	40	124	2.4
<b>WESTERN EUROPE</b>	256,861	21,230	26,850	21,797	13,915	10,577	13,881	28,738	25,512	18,599	20,313	24,594	30,855	1.4
Austria	3,925	668	717	418	212	132	120	301	248	163	112	366	468	2.2
Belgium	5,398	364	557	317	260	134	203	756	380	386	418	906	717	2.0
Denmark	4,393	228	492	320	82	88	246	766	141	157	173	395	1,305	3.6
Finland	1,950	204	165	92	62	49	48	73	96	82	80	181	818	5.0
France	31,285	2,272	3,440	2,872	1,897	1,518	1,481	3,738	2,925	1,950	2,770	3,232	3,190	1.4
Germany	45,727	4,470	5,656	5,305	2,116	2,071	1,882	3,540	3,919	3,057	4,381	4,862	4,468	1.5
Netherlands	17,861	1,444	1,631	1,120	723	804	805	2,697	1,297	1,251	1,874	1,875	2,340	1.8
Italy	11,423	1,092	1,009	624	488	371	618	997	1,771	881	871	1,161	1,540	1.9
Norway	3,955	238	274	266	100	117	847	933	177	115	257	299	332	2.8
Spain	4,461	229	340	307	201	190	274	556	813	382	374	301	494	2.2
Sweden	7,096	590	578	401	295	193	403	422	224	274	207	388	3,121	5.3
Switzerland	9,427	845	843	735	497	356	417	1,778	527	687	1,013	399	1,330	2.3
U.K.	105,496	8,225	10,703	8,559	6,769	4,469	6,262	11,734	12,413	8,904	7,494	9,788	10,176	1.4
Others	4,464	361	445	461	213	85	275	447	581	310	289	441	556	1.6
<b>EASTERN EUROPE</b>	35,517	4,789	4,445	3,421	2,146	1,112	1,022	1,694	2,025	1,969	3,450	4,920	4,524	1.7
Russia	13,278	1,902	1,221	1,324	875	460	413	593	835	804	1,497	2,063	1,291	1.9
Others	22,239	2,887	3,224	2,097	1,271	652	609	1,101	1,190	1,165	1,953	2,857	3,233	1.7
<b>AFRICA</b>	2,308	112	133	135	179	115	158	206	225	188	110	336	411	2.1
South Africa	1,415	81	87	68	118	35	125	89	152	116	59	223	262	2.2
Others	893	31	46	67	61	80	33	117	73	72	51	113	149	2.0
<b>MIDDLE EAST</b>	37,540	1,722	2,674	2,928	2,480	1,342	2,506	6,975	2,562	3,922	2,042	4,953	3,434	2.2
<b>ASIA</b>	244,124	17,252	17,973	18,239	14,863	17,693	20,262	17,955	18,792	17,537	22,018	30,042	31,498	1.5
China (P.R.)	10,430	629	1,076	805	660	668	848	895	1,097	650	764	981	1,357	1.6
Hong Kong, China	1,230	93	232	146	88	67	53	54	58	137	32	98	172	2.3
India	126,882	9,141	8,383	8,607	7,732	10,686	10,589	9,085	9,255	8,864	13,237	15,550	15,753	1.5
Indonesia	1,343	64	108	96	82	83	102	122	62	60	239	205	120	2.1
Japan	14,352	1,227	1,306	1,243	838	736	795	977	1,964	1,411	968	1,420	1,467	1.6
Korea (South)	4,426	591	441	360	246	247	303	443	456	233	224	458	424	1.6
Malaysia	13,367	754	1,191	1,083	729	758	1,242	986	1,046	1,144	1,028	1,893	1,513	1.7
Maldives	35,791	2,406	2,500	3,160	2,337	2,230	3,261	2,435	1,860	2,382	2,459	5,091	5,670	1.9
Pakistan	9,148	671	609	612	560	590	943	885	691	632	765	982	1,208	1.6
Philippines	1,391	110	93	82	107	75	128	77	81	109	216	187	126	1.9
Singapore	11,875	549	829	910	622	698	1,135	837	1,023	759	868	1,536	2,109	2.1
Thailand	3,684	155	207	301	368	281	253	347	392	288	203	319	570	1.9
Taiwan (P.C.)	5,277	430	526	353	274	281	240	435	511	487	683	671	386	1.6
Others	4,928	432	472	481	220	293	370	377	296	381	332	651	623	1.6
<b>AUSTRALASIA</b>	37,290	2,877	2,067	2,348	2,197	1,731	2,867	3,034	2,904	2,752	2,009	4,178	8,326	2.7
Australia	33,456	2,545	1,838	2,139	1,935	1,569	2,556	2,738	2,505	2,417	1,841	3,750	7,623	2.7
New Zealand	3,487	322	169	181	233	142	293	280	379	307	145	380	656	2.3
Others	347	10	60	28	29	20	18	16	20	28	23	48	47	2.1
<b>Total</b>	654,476	50,757	57,300	52,352	38,300	35,213	44,730	63,339	55,898	47,339	52,370	72,251	84,627	1.6

## Mode of Transport and Port of Arrivals - 2009 & 2010



Katunayake 99.9%



Table (d)

### Relative Importance of Different Ports - Percentage Distribution of Arrivals - 2000 to 2010

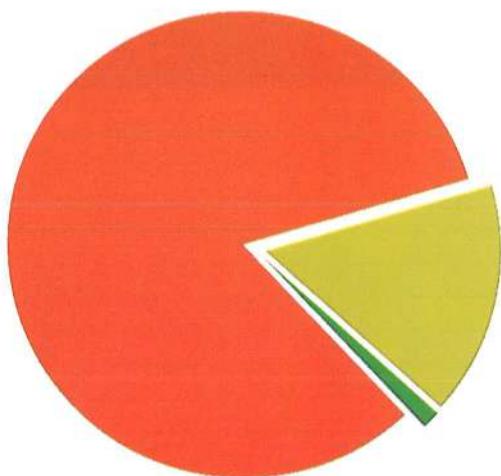
Port	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Katunayake (BIA)	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9
TOTAL AIR	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9
Colombo Harbour	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
TOTAL SEA	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 4

## Tourist Arrivals by Country of Residence & Mode of Transport - 2010

Country of Residence	Total	By Air Katunayake	Sea Colombo
<b>NORTH AMERICA</b>	40,216	40,090	126
Canada	21,123	21,098	25
U.S.A.	19,093	18,992	101
<b>LATIN AMERICA &amp;</b>			
<b>THE CARIBBEAN</b>	620	620	0
<b>WESTERN EUROPE</b>	256,861	256,659	202
Austria	3,925	3,907	18
Belgium	5,398	5,372	26
Denmark	4,393	4,382	11
Finland	1,950	1,950	0
France	31,285	31,285	0
Germany	45,727	45,678	49
Italy	11,423	11,423	0
Netherlands	17,861	17,840	21
Norway	3,955	3,942	13
Spain	4,461	4,461	0
Sweden	7,096	7,096	0
Switzerland	9,427	9,427	0
U.K.	105,496	105,432	64
Others	4,464	4,464	0
<b>EASTERN EUROPE</b>	35,517	35,487	30
Russia	13,278	13,248	30
Others	22,239	22,239	0
<b>AFRICA</b>	2,308	2,308	0
<b>MIDDLE EAST</b>	37,540	37,540	0
<b>ASIA</b>	244,124	244,097	27
China (P.R.)	10,430	10,430	0
Hong Kong, China	1,230	1,213	17
India	126,882	126,882	0
Indonesia	1,343	1,343	0
Japan	14,352	14,342	10
Korea (South)	4,426	4,426	0
Malaysia	13,367	13,367	0
Maldives	35,791	35,791	0
Pakistan	9,148	9,148	0
Philippines	1,391	1,391	0
Singapore	11,875	11,875	0
Thailand	3,684	3,684	0
Taiwan (P.C.)	5,277	5,277	0
Others	4,928	4,928	0
<b>AUSTRALASIA</b>	37,290	37,290	0
Australia	33,456	33,456	0
New Zealand	3,487	3,487	0
Others	347	347	0
<b>Total</b>	654,476	654,091	385

### Tourist Arrivals by Type of Carrier 2009 & 2010



Carrier	2009	2010
Inter-Regional Flights	82.5%	81.5%
Intra-Regional Flights	16.2%	17.4%
Charter Flights	1.2%	1.0%
Sea Carrier	0.1%	0.1%

Table (e)

### Relative Importance of Different Carriers - Percentage Distribution of Arrivals - 2001 to 2010

Carrier	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Inter-Regional Flights	78.0	79.6	77.8	74.5	77.3	76.1	77.6	78.1	82.5	81.5
Intra-Regional Flights	18.6	18.0	18.9	21.5	21.6	22.9	20.6	18.8	16.2	17.4
Charter Flights	3.3	2.3	3.2	3.9	1.0	0.9	1.7	3.0	1.2	1.0
<b>TOTAL AIR</b>	<b>99.9</b>									
Passenger Ships (CBO)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
<b>TOTAL SEA</b>	<b>0.1</b>									
<b>Total</b>	<b>100.0</b>									

## Tourist Arrivals by Country of Residence & Carrier - 2010

Table 5

Country of Residence	Total	Sri Lankan A/I	Singapore A/I	Malaysian A/I	Thai A/V	Malaysian A/I	Saudia A/I	Indian Air Lines	Cathay Pacific	Emirates	Kuwait A/V	Kinfisher Royal Jordanian	Air India Express	Condor	Qatar A/V	Meridiana	Jetlite	Air Arabia	Mihin Lanka	Island Aviation (Q2)	Air Ethihad
NORTH AMERICA	40,216	14,248	1,313	421	804	555	797	384	4,926	2,413	1,207	286	1,207	322	3,499	460	120	201	442	198	1,207
Canada	21,123	7,564	673	211	422	234	345	192	2,535	1,267	634	150	634	169	1,838	250	49	106	232	103	634
U.S.A.	19,093	6,684	640	210	382	321	452	192	2,291	1,146	573	136	573	153	1,661	210	71	95	210	95	573
LATIN AMERICA &																					
THE CARIBBEAN	620	222	24	6	12	6	5	5	74	37	19	4	19	5	54	6	2	3	7	11	19
WESTERN EUROPE	256,861	90,312	9,318	2,546	2,959	4,162	2,448	3,711	21,96	31,072	15,658	8,000	1,986	7,709	2,101	22,346	2,243	584	1,412	2,898	1,030
Austria	3,925	1,363	129	40	79	35	98	38	471	226	118	28	118	31	341	48	33	20	43	29	118
Belgium	5,398	1,857	211	53	108	108	68	89	67	648	324	162	38	43	470	54	22	27	59	46	162
Denmark	4,393	1,558	175	44	88	88	78	63	40	527	264	132	31	132	35	382	48	56	22	47	132
Finland	1,950	729	78	19	38	39	66	15	29	234	117	59	14	59	16	170	25	6	10	21	0
France	31,285	10,999	1,252	312	345	463	382	475	367	3,754	1,877	939	322	939	250	2,722	326	156	344	33	939
Germany	45,727	16,234	1,563	437	453	452	314	678	371	5,487	2,744	1,372	325	1,372	366	3,978	559	41	229	503	49
Italy	11,423	4,008	456	115	228	228	122	190	121	1,371	685	343	81	343	91	994	120	56	57	126	98
Netherlands	17,861	6,324	714	178	357	357	161	257	150	2,143	1,072	536	127	536	143	1,554	181	12	89	196	63
Norway	3,955	1,402	158	39	79	74	74	26	134	39	475	237	119	28	119	32	344	58	41	20	44
Spain	4,461	1,561	178	44	89	89	40	169	59	535	268	134	32	134	36	388	54	78	22	49	12
Sweden	7,096	2,483	283	71	142	142	70	187	87	852	426	213	50	213	57	617	79	63	35	78	36
Switzerland	9,427	3,299	377	96	189	189	85	213	75	1,131	566	283	67	283	75	820	99	25	47	104	45
U.K.	105,496	36,923	3,564	1,054	675	1,765	949	1,096	717	12,908	6,574	3,456	811	3,165	890	9,178	536	56	656	1,234	536
Others	4,464	1,562	180	44	89	89	42	47	36	536	268	134	32	134	36	388	56	69	22	49	119
EASTERN EUROPE	35,517	12,430	1,400	377	711	711	424	682	300	4,262	2,131	1,067	252	1,065	284	3,080	412	98	177	391	185
Russia	13,278	4,647	533	132	266	266	201	389	134	1,593	797	400	94	398	106	1,155	167	25	66	146	102
Others	22,239	7,783	867	245	445	445	223	293	166	2,669	1,334	667	158	667	178	1,935	245	73	111	245	83
MIDDLE EAST	37,540	13,141	753	375	751	751	338	378	321	4,505	2,232	1,126	267	1,126	300	3,246	213	12	345	654	1,234
AFRICA	2,308	807	93	23	46	46	46	69	18	277	138	69	16	69	18	201	27	19	12	25	8
ASIA	244,124	84,425	6,571	2,487	3,582	4,250	5,253	3,415	1,953	29,285	14,649	7,324	7,733	7,662	1,951	21,990	2,774	3,612	1,275	2,668	2,529
China (P.R.)	10,430	3,650	418	104	210	209	94	255	83	1,252	626	313	74	313	83	907	112	1	52	115	33
Hong Kong, China	1,230	430	41	12	25	25	11	45	10	138	74	37	9	37	10	107	18	0	6	14	21
India	126,682	44,408	2,342	1,268	988	2,131	2,978	1,987	1,015	15,226	7,613	3,806	901	3,908	1,015	11,789	1,490	2,658	689	1,396	667
Indonesia	1,343	328	53	13	27	27	43	19	11	161	81	40	10	34	11	117	13	110	7	15	65
Japan	14,352	5,023	564	143	287	287	129	123	115	1,722	861	431	102	431	115	1,249	156	33	72	158	56
Korea (South)	4,426	1,501	177	44	89	89	40	39	35	531	266	133	31	175	35	385	49	125	22	49	58
Malaysia	13,367	4,678	537	133	267	267	235	112	107	1,604	802	401	95	401	107	1,163	144	119	67	147	412
Maldives	35,791	12,526	988	357	490	487	1,232	498	286	4,295	2,147	1,074	254	1,231	286	3,114	358	125	179	394	1,250
Pakistan	9,148	3,145	365	148	183	183	234	89	75	1,098	549	274	65	299	73	796	92	98	46	101	101
Philippines	1,391	245	55	14	28	28	13	24	11	167	83	42	10	49	11	121	14	119	7	15	83
Singapore	11,875	4,156	475	119	238	238	120	99	95	1,425	713	356	84	327	95	1,033	156	111	59	131	69
Thailand	3,684	765	148	37	543	74	33	37	29	442	221	111	26	134	29	321	48	102	18	41	52
Taiwan (P.C.)	5,277	1,846	211	54	106	47	56	42	633	317	158	37	157	42	459	65	0	26	58	46	187
Others	4,928	1,724	197	51	101	99	44	32	39	591	296	148	35	166	39	429	59	11	25	54	501
AUSTRALASIA	37,290	12,782	3,070	372	425	290	335	335	299	4,475	2,237	1,119	265	1,369	299	3,244	424	358	186	410	278
Australia	33,956	11,709	2,918	345	213	301	297	268	4,015	2,007	1,004	238	1,234	268	2,911	378	267	167	368	149	1,109
New Zealand	3,487	978	139	35	71	70	31	30	28	418	209	105	25	123	28	303	39	79	17	38	109
Others	347	95	13	3	9	7	3	8	3	42	21	10	2	12	3	30	7	12	2	4	11
Total	654,476	228,367	22,542	6,617	9,290	11,026	9,383	9,392	5,476	78,776	39,515	19,931	4,809	20,226	5,280	57,690	6,559	4,805	3,611	7,515	4,252
																				5,622	

Table 5 (Con.)

## Tourist Arrivals by Country of Residence & Carrier - 2010

Country of Residence	Gulf Air	Jet Air Fly	Oman Air	Spice Jet	China Eastern	Fly Dubai	Ukrainian	Sea Carrier	Charter Carrier
<b>NORTH AMERICA</b>	402	1,247	86	603	80	282	52	126	1,061
Canada	211	655	45	317	42	148	27	25	693
U.S.A.	191	592	41	286	38	134	25	101	368
<b>LATIN AMERICA &amp; THE CARIBBEAN</b>	6	19	1	9	1	4	1	0	18
<b>WESTERN EUROPE</b>	2,860	9,144	540	5,445	858	1,798	634	202	9,169
Austria	39	122	8	59	8	27	5	18	89
Belgium	54	167	11	81	11	38	7	26	129
Denmark	44	136	9	66	9	31	6	11	29
Finland	20	60	4	29	4	14	3	0	4
France	313	970	66	469	63	219	41	0	1,494
Germany	457	1,418	97	986	91	320	59	49	2,711
Italy	114	354	24	171	23	80	15	0	306
Netherlands	179	554	38	268	36	125	23	21	681
Norway	40	123	8	59	8	28	5	13	2
Spain	45	138	9	67	9	31	6	0	115
Sweden	71	220	15	106	14	50	9	0	300
Switzerland	94	292	20	141	19	66	12	0	300
U.K.	1,345	4,452	222	2,876	554	738	437	64	3,246
Others	45	138	9	67	9	31	6	0	51
<b>EASTERN EUROPE</b>	355	1,101	75	533	71	249	46	30	1,046
Russia	133	412	28	199	27	93	17	30	138
Others	222	689	47	334	44	156	29	0	908
<b>MIDDLE EAST</b>	564	1,435	579	768	99	876	49	0	29
<b>AFRICA</b>	23	72	5	35	5	16	3	0	43
<b>ASIA</b>	2,647	8,869	567	4,665	1,091	1,830	412	27	2,772
China (P.R.)	104	323	22	156	20	73	14	0	344
Hong Kong, China	12	38	3	18	2	9	2	17	3
India	1,543	5,234	324	2,908	856	1,009	258	0	278
Indonesia	13	42	2	20	3	9	2	0	5
Japan	144	445	30	215	29	100	19	10	667
Korea (South)	44	137	9	66	9	31	6	0	13
Malaysia	145	414	28	201	27	94	17	0	412
Maldives	234	1,110	75	537	72	251	47	0	270
Pakistan	93	284	19	137	18	64	12	0	163
Philippines	17	43	1	21	3	10	2	0	82
Singapore	129	368	25	178	24	83	15	0	412
Thailand	48	114	5	55	7	26	5	0	40
Taiwan (P.C.)	68	164	14	79	11	37	7	0	68
Others	53	153	10	74	10	34	6	0	15
<b>AUSTRALASIA</b>	272	1,156	77	559	75	260	48	0	537
Australia	234	1,037	70	502	67	234	43	0	301
New Zealand	35	108	6	52	7	24	5	0	224
Others	3	11	1	5	1	2	0	0	12
<b>Total</b>	7,129	23,043	1,930	12,617	2,280	5,315	1,245	385	14,675

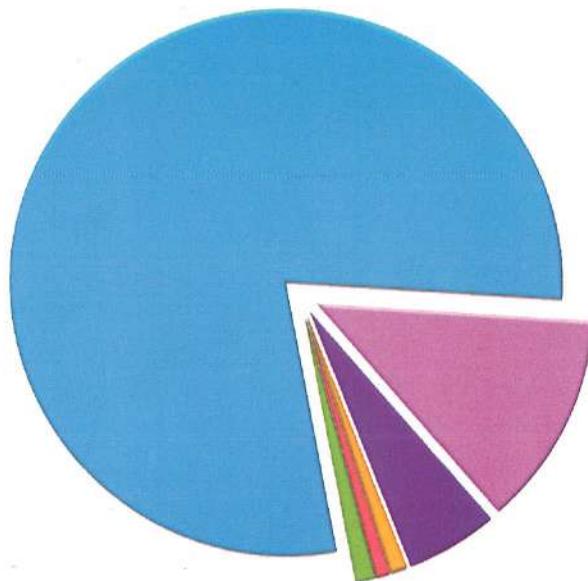


Table 5(a)

## Tourist Arrivals by Charter Carriers - 2001 to 2010

Charter Carrier	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Balair	976	-	-	-	-	-	855	-	-	-
Sterling Airways	-	-	-	-	-	-	-	-	-	-
Fin Air	-	-	703	1,181	12	-	-	-	-	3,423
Montana	-	-	-	-	-	-	-	-	-	-
Hapag Lloyd	-	-	-	-	-	-	-	-	-	-
Scan Air	-	-	-	-	-	-	-	-	-	-
Lauda	715	567	277	1,374	908	-	-	-	-	-
Air Europe	1,360	3,645	5,275	3,712	-	-	-	-	-	-
U. T. A.(Charter)	-	-	-	-	-	-	-	-	-	-
Air Solvika	-	-	840	978	-	-	-	-	-	-
Air Holland	-	-	430	-	-	-	-	-	-	-
Austrian Airlines	1,728	1,806	-	-	-	-	-	-	-	-
Air Liberty	-	-	-	-	-	-	-	-	-	-
Caledonian	-	-	-	-	-	-	-	-	-	-
Sobel Air	-	-	-	-	-	-	-	-	-	-
Britannia	-	-	-	-	-	-	-	-	-	-
Air Monarch	5,586	-	4,083	4,117	-	-	-	-	-	-
Smart Wings(QS)	-	-	-	-	-	-	-	-	1,438	-
Edelweiss Air	-	600	1,935	1,536	478	1,070	1,324	1,517	1,226	2,908
CSA Czech Airline	-	1,302	-	-	-	-	-	-	-	-
Tvansavia Airline	-	774	2,235	657	-	-	-	-	-	-
Aeroflot	-	642	-	-	-	-	-	-	-	-
My Travel	-	-	320	2,925	1,278	-	-	-	-	-
First Choice	-	-	-	-	-	578	6,310	9,537	2,805	5,713
Arkeyfly	-	-	-	-	-	983	-	31	-	-
Holland Excel	-	-	-	3,828	237	-	-	-	-	-
Euro Fly	-	-	-	1,476	1,848	2,086	-	-	-	-
Nova	-	-	-	-	-	-	-	-	-	1,952
Others	871	-	348	447	462	399	-	2,344	-	679
Total	11,236	9,336	16,446	22,231	5,223	5,116	8,489	13,429	5,469	14,675

## Purpose of Visit 2009 - 2010



Purpose	2009	2010
Pleasure	80.0%	78.9%
Business	8.6%	12.7%
Visiting Friends & Relations	5.2%	5.4%
Convention & Meetings	1.4%	1.0%
Religious & Cultural	2.0%	0.8%
Others	2.8%	1.2%

Table (f)

## Percentage Distribution of Tourists by Purpose of Visit 2001 to 2010

Purpose	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Pleasure	89.2	85.4	80.8	78.2	69.6	67.4	67.1	73.2	79.9	78.9
Business	6.7	9.4	9.1	10.6	16.9	17.8	10.5	8.5	8.6	12.7
Visiting Friends & Relations	1.8	2.0	6.2	6.4	8.0	7.6	8.3	8.3	5.2	5.4
Religious & Cultural	1.2	1.0	1.2	1.5	1.0	1.7	2.8	2.6	2.0	0.8
Others	1.1	2.2	2.7	3.4	4.5	5.5	11.3	7.4	4.3	2.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

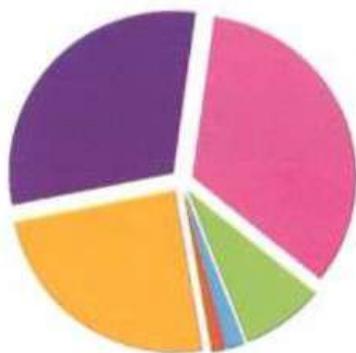
Table 6

## Tourist Arrivals by Country of Residence & Purpose of Visit - 2010

Country of Residence	Total	Pleasure	Private & Official Business	Convention & Meetings	Visiting Friends & Relations	Religious & Cultural	Others
<b>NORTH AMERICA</b>	40,216	33,168	4,255	362	1,830	442	159
Canada	21,123	17,321	2,155	190	1,162	232	63
U.S.A.	19,093	15,847	2,100	172	668	210	96
<b>LATIN AMERICA &amp;</b>							
<b>THE CARIBBEAN</b>	620	484	79	6	34	7	10
<b>WESTERN EUROPE</b>	256,861	202,153	33,269	2,546	13,898	2,027	2,968
Austria	3,925	2,944	502	35	216	35	193
Belgium	5,398	3,779	691	49	297	65	517
Denmark	4,393	3,383	562	308	13	35	92
Finland	1,950	1,521	250	25	107	21	26
France	31,285	24,715	4,004	250	1,721	125	470
Germany	45,727	36,124	5,853	457	2,515	503	275
Italy	11,423	9,024	1,462	80	628	23	206
Netherlands	17,861	13,753	2,679	161	982	71	215
Norway	3,955	3,085	506	20	218	44	82
Spain	4,461	3,480	571	40	245	49	76
Sweden	7,096	5,535	908	57	390	78	128
Switzerland	9,427	7,353	1,207	75	518	85	189
U.K.	105,496	83,975	13,503	949	5,802	844	423
Others	4,464	3,482	571	40	246	49	76
<b>EASTERN EUROPE</b>	35,517	27,793	4,547	333	1,953	368	523
Russia	13,278	10,224	1,700	133	730	146	345
Others	22,239	17,569	2,847	200	1,223	222	178
<b>AFRICA</b>	2,308	1,800	295	21	127	29	36
<b>MIDDLE EAST</b>	37,540	29,657	4,805	338	2,065	413	262
<b>ASIA</b>	244,124	192,062	31,248	2,342	13,428	1,655	3,389
China (P.R.)	10,430	8,135	1,335	83	574	94	209
Hong Kong, China	1,230	756	301	32	121	12	8
India	126,882	100,237	16,241	1,142	6,979	761	1,522
Indonesia	1,343	1,048	172	12	74	15	22
Japan	14,352	11,338	1,837	129	789	16	243
Korea (South)	4,426	3,364	567	40	243	49	163
Malaysia	13,367	10,426	1,711	134	735	147	214
Maldives	35,791	28,275	4,581	429	1,969	251	286
Pakistan	9,148	7,135	1,171	82	503	9	248
Philippines	1,391	1,085	178	13	77	15	23
Singapore	11,875	9,263	1,520	143	653	131	165
Thailand	3,684	2,837	472	33	203	41	98
Taiwan (P.C.)	5,277	4,116	675	47	290	58	91
Others	4,928	4,047	487	23	218	56	97
<b>AUSTRALASIA</b>	37,290	29,421	4,772	402	2,051	209	435
Australia	33,456	26,430	4,282	368	1,840	167	369
New Zealand	3,487	2,720	446	31	192	38	60
Others	347	271	44	3	19	4	6
<b>Total</b>	<b>654,476</b>	<b>516,538</b>	<b>83,270</b>	<b>6,350</b>	<b>35,386</b>	<b>5,150</b>	<b>7,782</b>

Period of Stay - 2009 & 2010

Chart 7 (a)



Period	2009	2010
1-3 nights	25.7%	24.5%
4-7 nights	29.2%	30.4%
8-14 nights	34.1%	33.6%
15-21 nights	8.1%	8.3%
22-30 nights	1.5%	1.8%
31 nights & Over	1.4%	1.4%

Average Duration of Stay & Region - 2009 & 2010

Chart 7 (b)

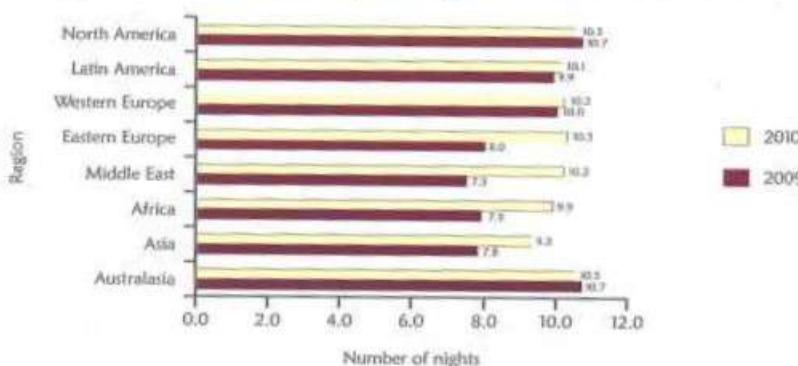


Table (g)

Period of Stay - Percentage Distribution - 1979 to 2010

Year	Nights						Total	Average Stay
	1-3	4-7	8-14	15-21	22-30	31 & Over		
1979	21.1	26.6	28.4	12.0	6.2	5.7	100.0	11.1
1980	21.9	23.4	29.3	13.1	6.8	5.5	100.0	11.0
1981	22.4	31.2	25.8	12.1	5.9	2.6	100.0	10.5
1982	17.7	36.0	27.3	12.3	5.5	1.2	100.0	10.0
1983	18.1	37.6	26.3	11.7	5.2	1.1	100.0	9.6
1984	20.8	45.0	20.3	9.8	3.6	0.5	100.0	8.9
1985	4.7	23.2	30.7	21.1	12.5	7.8	100.0	9.2
1986	4.2	14.0	28.4	23.0	13.5	16.9	100.0	10.9
1987	3.1	9.6	24.5	22.6	15.4	24.8	100.0	13.2
1988	3.3	10.0	24.9	23.1	15.9	22.8	100.0	12.6
1989	5.0	13.9	26.2	22.1	16.4	16.4	100.0	10.7
1990	5.0	12.8	29.5	26.3	13.3	13.1	100.0	10.8
1991	4.5	12.2	26.9	23.8	15.2	17.4	100.0	11.4
1992	25.2	26.2	27.5	14.1	4.9	2.1	100.0	10.3
1993	19.6	30.0	30.6	12.2	4.1	3.5	100.0	10.6
1994	18.1	34.5	30.9	11.6	3.4	1.5	100.0	10.4
1995	20.4	38.5	27.5	8.2	3.4	2.0	100.0	10.0
1996	29.6	24.7	27.7	11.5	4.6	1.9	100.0	9.8
1997	26.1	24.4	30.8	13.0	4.5	1.2	100.0	10.1
1998	23.7	25.1	33.7	12.6	3.8	1.1	100.0	10.4
1999	20.4	27.1	37.8	11.1	2.7	0.9	100.0	10.3
2000	21.9	26.4	35.9	12.2	2.6	1.0	100.0	10.1
2001	23.3	26.8	34.5	12.0	2.5	0.9	100.0	9.9
2002	22.6	27.0	34.7	12.1	2.6	1.0	100.0	10.1
2003	23.1	27.3	34.8	11.5	2.3	1.0	100.0	10.2
2004	23.8	27.6	34.1	11.8	1.9	0.8	100.0	10.1
2005	38.5	24.3	25.3	8.1	2.6	1.2	100.0	8.7
2006	28.3	26.4	32.2	10.2	1.8	1.1	100.0	10.4
2007	24.2	29.3	33.9	8.8	2.0	1.8	100.0	10.0
2008	26.4	28.7	33.2	8.7	1.8	1.2	100.0	9.5
2009	25.7	29.2	34.1	8.1	1.5	1.4	100.0	9.1
2010	24.5	30.4	33.6	9.3	1.8	1.4	100.0	10.0

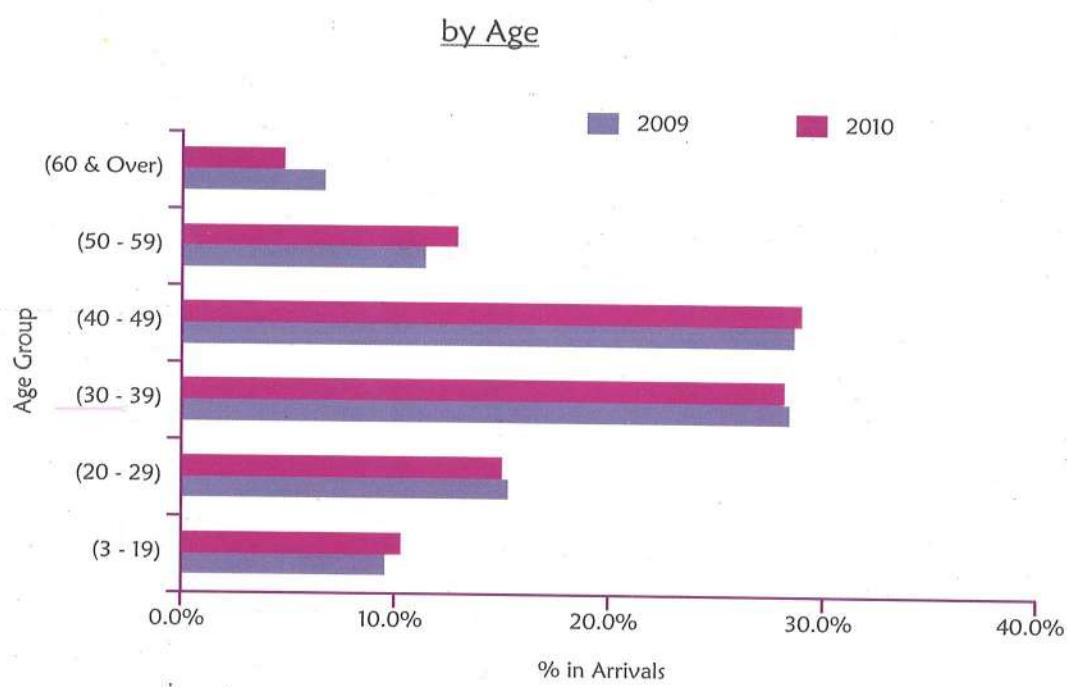
Table 7

## Average Duration of Stay and Tourist Nights by Country of Nationality - 2009 &amp; 2010

Country of Nationality	2009			2010		
	Arrivals	Average Duration of Stay	Tourist Nights	Arrivals	Average Duration of Stay	Tourist Nights
<b>NORTH AMERICA</b>	25,044	10.7	265,887	40,552	10.5	424,628
Canada	10,785	11.3	121,871	21,231	10.9	231,418
U.S.A.	14,259	10.1	144,016	19,321	10.0	193,210
<b>LATIN AMERICA &amp;</b>						
<b>THE CARIBBEAN</b>	666	9.9	6,593	594	10.1	5,999
<b>WESTERN EUROPE</b>	170,186	10.0	1,713,463	255,172	10.2	2,683,699
Austria	2,411	9.3	22,422	3,963	9.5	37,649
Belgium	2,613	10.4	27,175	5,371	10.1	54,247
Denmark	1,306	10.2	13,321	4,301	10.0	43,010
Finland	742	9.2	6,826	1,971	10.2	20,104
France	16,205	9.6	155,568	31,119	10.5	326,750
Germany	29,664	10.2	302,573	45,981	10.7	491,997
Italy	7,214	9.8	70,697	11,512	9.9	113,969
Netherlands	11,297	10.0	112,970	17,628	10.0	176,280
Norway	1,669	10.8	18,025	3,884	10.5	40,782
Spain	2,383	10.2	24,307	4,489	10.1	45,339
Sweden	3,578	10.5	37,569	7,128	10.5	74,844
Switzerland	6,247	10.1	63,095	9,514	10.3	97,994
U.K	81,682	10.2	829,705	105,938	10.7	1,138,192
Others	3,175	9.2	29,210	2,373	9.5	22,544
<b>EASTERN EUROPE</b>	26,177	8.0	200,674	35,630	10.3	365,658
Russia	11,390	8.5	96,815	13,312	10.2	135,782
Others	14,787	7.5	103,859	22,318	10.3	229,875
<b>MIDDLE EAST</b>	23,821	7.5	178,658	37,501	10.2	382,510
<b>AFRICA</b>	1,591	7.9	12,569	2,249	9.9	22,265
<b>ASIA</b>	174,382	7.8	1,403,604	245,753	9.3	2,238,514
China (P.R.)	8,574	8.0	68,592	10,410	9.9	103,059
Hong Kong, China	1,325	7.2	9,540	1,824	9.5	17,328
India	83,650	7.9	657,835	125,112	8.8	1,105,900
Indonesia	1,039	7.3	7,585	1,281	9.2	11,785
Japan	10,931	7.6	83,076	14,998	9.2	137,982
Korea (South)	3,595	8.6	30,917	4,318	9.3	40,157
Malaysia	6,878	7.8	53,648	13,101	9.6	125,770
Maldives	31,890	9.2	292,310	35,401	9.5	336,310
Pakistan	7,388	7.5	55,410	9,001	8.9	80,109
Philippines	1,421	8.2	11,652	1,369	8.9	12,184
Singapore	7,976	7.5	59,820	12,514	8.8	110,123
Taiwan (P.C.)	2,711	7.8	21,146	5,019	9.4	47,179
Thailand	3,198	7.0	22,386	3,713	9.7	36,016
Others	3,806	7.8	29,687	7,692	9.7	74,612
<b>AUSTRALASIA</b>	26,023	10.2	294,351	37,025	10.5	421,486
Australia	23,249	11.5	266,500	33,512	11.5	385,388
New Zealand	2,623	10.1	26,492	3,301	10.3	34,000
Others	151	9.0	1,359	212	9.7	2,098
Total	447,890	9.1	4,075,799	654,476	10.0	6,544,760

## Tourist Arrivals by Age & Sex - 2009 & 2010

Chart 8



by Sex



Table (h)

Percentage Distribution by Sex & Age - 2001 to 2010

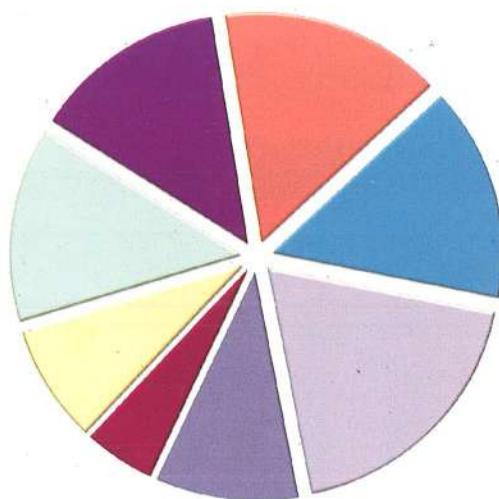
		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Sex	Male	58.5	59.2	58.7	58.9	62.5	63.0	60.2	60.4	59.7	54.1
	Female	41.5	40.8	41.3	41.1	37.5	37.0	39.8	39.6	40.3	45.9
Age Group	3 - 19	7.8	7.6	7.9	9.0	9.8	9.6	9.6	10.1	9.6	10.3
	20 - 29	32.6	31.6	30.1	23.1	18.3	18.9	17.1	14.8	15.3	15.0
	30 - 39	31.5	30.4	28.7	26.4	24.3	24.0	27.6	28.7	28.4	28.1
	40 - 49	16.2	16.8	17.5	20.6	23.0	23.6	30.3	27.4	28.6	28.9
	50 - 59	5.5	7.1	8.9	12.8	15.4	14.5	8.3	11.7	11.5	12.9
	60 & Over	6.4	6.6	6.9	8.1	9.3	9.4	6.9	7.3	6.6	4.8

Table 8

## Tourist Arrivals by Country of Residence, Sex & Age - 2010

Country of Residence	Total	Sex		Age Groups					
		Male	Female	(3-19)	(20-29)	(30-39)	(40-49)	(50-59)	(60 & Over)
<b>NORTH AMERICA</b>	40,216	22,872	17,344	3,810	6,013	10,878	11,663	5,017	2,835
Canada	21,123	12,329	8,794	1,901	2,957	5,914	6,126	2,535	1,690
U.S.A.	19,093	10,543	8,550	1,909	3,056	4,964	5,537	2,482	1,145
<b>LATIN AMERICA &amp; THE CARIBBEAN</b>	620	450	170	56	93	174	179	68	50
<b>WESTERN EUROPE</b>	256,861	139,832	117,029	30,680	36,303	70,972	74,095	34,287	10,524
Austria	3,925	2,311	1,614	471	589	1,138	1,138	432	157
Belgium	5,398	3,002	2,396	594	810	1,511	1,565	594	324
Denmark	4,393	2,564	1,829	351	659	1,231	1,274	483	395
Finland	1,950	1,098	852	176	293	546	566	215	154
France	31,285	18,765	12,520	3,129	4,380	8,447	9,073	3,754	2,502
Germany	45,727	26,875	18,852	5,487	6,859	11,889	13,261	6,402	1,829
Italy	11,423	5,897	5,526	1,485	1,828	3,084	2,917	1,713	396
Netherlands	17,861	8,675	9,186	2,143	1,965	5,180	5,180	2,501	892
Norway	3,955	2,345	1,610	396	475	1,187	1,147	435	315
Spain	4,461	2,876	1,585	491	669	1,249	1,293	491	268
Sweden	7,096	3,564	3,532	993	922	1,987	2,058	781	355
Switzerland	9,427	4,908	4,519	848	1,414	2,734	2,734	1,226	471
U.K.	105,496	53,765	51,731	13,714	14,770	29,539	30,594	14,769	2,110
Others	4,464	3,187	1,277	402	670	1,250	1,295	491	356
<b>EASTERN EUROPE</b>	35,517	19,607	15,910	3,641	5,105	9,945	10,300	4,219	2,307
Russia	13,278	7,265	6,013	1,195	1,992	3,718	3,851	1,328	1,195
Others	22,239	12,342	9,897	2,446	3,113	6,227	6,449	2,891	1,112
<b>AFRICA</b>	2,308	1,123	1,185	250	389	721	669	254	25
<b>MIDDLE EAST</b>	37,540	19,087	18,453	3,754	5,631	11,262	10,887	4,129	1,877
<b>ASIA</b>	244,124	130,997	113,127	21,284	39,434	69,407	70,792	30,536	12,671
China (P.R.)	10,430	6,342	4,088	1,043	1,982	2,816	3,025	1,147	417
Hong Kong, China	1,230	756	474	213	324	341	127	154	71
India	126,882	65,784	61,098	10,151	21,570	36,796	36,796	16,495	5,074
Indonesia	1,343	516	827	121	210	376	389	148	108
Japan	14,352	7,234	7,118	1,292	2,009	4,306	4,162	2,009	574
Korea (South)	4,426	2,876	1,550	398	664	1,151	1,284	487	442
Malaysia	13,367	6,908	6,459	1,203	2,005	3,743	3,876	1,470	1,070
Maldives	35,791	19,876	15,915	3,579	5,372	9,664	10,376	4,295	2,505
Pakistan	9,148	5,643	3,505	823	1,372	2,562	2,653	1,006	732
Philippines	1,391	908	483	125	209	389	403	154	111
Singapore	11,875	5,674	6,201	1,188	1,781	3,446	3,444	1,663	353
Thailand	3,684	2,098	1,586	332	553	956	1,068	405	370
Taiwan (P.C.)	5,277	3,786	1,491	475	792	1,478	1,530	580	422
Others	4,928	2,596	2,332	341	600	1,383	1,659	523	422
<b>AUSTRALASIA</b>	37,290	20,133	17,157	4,025	5,893	10,775	10,206	5,440	951
Australia	33,456	17,825	15,631	3,680	5,353	9,702	9,094	5,018	609
New Zealand	3,487	2,098	1,389	314	488	976	1,011	384	314
Others	347	210	137	31	52	97	101	38	28
Total	654,476	354,101	300,375	67,500	98,861	184,134	188,791	83,950	31,240

### Occupational Categories - 2009 & 2010



Occupation	2009	2010
Educationists	8.0%	10.0%
Retired Persons	4.4%	5.0%
Scientists & Technicians	7.7%	8.3%
Professionals	10.3%	13.7%
Businessmen	12.4%	13.5%
Executives	13.9%	15.5%
No Occupation	17.2%	15.1%
Other Occupation	26.1%	18.9%

Table (i)

### Percentage Distribution by Occupational Categories - 2001 to 2010

Occupation	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Businessmen	10.1	10.4	10.1	11.2	13.8	15.1	16.3	15.3	12.4	13.5
Professionals	7.9	7.7	8.6	8.4	6.7	7.7	7.6	8.0	10.3	13.7
Executives	16.7	15.8	15.5	15.7	15.6	14.7	12.7	13.3	13.9	15.5
Scientists & Technicians	7.6	7.5	8.0	7.6	6.6	7.4	7.2	7.7	7.7	8.3
Educationists	5.0	5.3	6.6	6.0	4.6	5.3	5.7	5.9	8.0	10.0
Other Occupation	27.8	28.4	27.4	26.7	24.3	23.2	27.4	26.1	26.1	18.9
No Occupation	19.1	19.0	18.0	18.2	23.7	21.4	18.0	18.2	17.2	15.1
Retired Persons	5.8	5.9	5.8	6.2	4.7	5.2	5.1	5.5	4.4	5.0

Table 9

## Tourist Arrivals by Country of Residence & Occupation - 2010

Country of Residence	Total	Business-men	Professionals	Executives	Scientists & Tech-nicians	Educationalists	Other Occupa-tion	No Occupa-tion	Retired Persons
<b>NORTH AMERICA</b>	<b>40,216</b>	<b>5,017</b>	<b>5,017</b>	<b>6,244</b>	<b>3,810</b>	<b>3,408</b>	<b>8,104</b>	<b>6,605</b>	<b>2,011</b>
Canada	21,123	2,535	2,535	3,380	1,901	1,690	4,858	3,168	1,056
U.S.A.	19,093	2,482	2,482	2,864	1,909	1,718	3,246	3,437	955
<b>LATIN AMERICA &amp; THE CARIBBEAN</b>	<b>620</b>	<b>87</b>	<b>62</b>	<b>87</b>	<b>43</b>	<b>50</b>	<b>136</b>	<b>124</b>	<b>31</b>
<b>WESTERN EUROPE</b>	<b>256,861</b>	<b>32,742</b>	<b>36,213</b>	<b>38,803</b>	<b>19,608</b>	<b>24,453</b>	<b>53,631</b>	<b>38,568</b>	<b>12,843</b>
Austria	3,925	393	589	628	275	275	902	667	196
Belgium	5,398	594	594	756	432	540	1,186	1,026	270
Denmark	4,393	527	527	615	264	395	1,054	791	220
Finland	1,950	254	254	273	137	156	388	390	98
France	31,285	4,380	4,693	5,318	2,472	3,441	4,099	5,318	1,564
Germany	45,727	6,402	6,402	6,859	3,658	4,115	10,060	5,945	2,286
Italy	11,423	1,713	1,371	1,599	800	914	2,056	2,399	571
Netherlands	17,861	1,965	2,679	3,215	1,072	1,786	2,857	3,394	893
Norway	3,955	475	593	554	277	316	751	791	198
Spain	4,461	580	446	625	312	357	981	937	223
Sweden	7,096	993	852	781	497	497	1,560	1,561	355
Switzerland	9,427	1,226	943	1,131	660	754	2,357	1,885	471
U.K.	105,496	12,660	15,824	15,824	8,440	10,550	24,263	12,660	5,275
Others	4,464	580	446	625	312	357	1,117	804	223
<b>EASTERN EUROPE</b>	<b>35,517</b>	<b>5,195</b>	<b>4,352</b>	<b>5,014</b>	<b>2,989</b>	<b>7,871</b>	<b>4,429</b>	<b>4,123</b>	<b>1,544</b>
Russia	13,278	1,859	1,461	1,456	987	5,647	204	1,232	432
Others	22,239	3,336	2,891	3,558	2,002	2,224	4,225	2,891	1,112
<b>AFRICA</b>	<b>2,308</b>	<b>300</b>	<b>277</b>	<b>323</b>	<b>162</b>	<b>185</b>	<b>531</b>	<b>415</b>	<b>115</b>
<b>MIDDLE EAST</b>	<b>37,540</b>	<b>4,129</b>	<b>5,256</b>	<b>6,006</b>	<b>2,628</b>	<b>3,379</b>	<b>7,132</b>	<b>7,133</b>	<b>1,877</b>
ASIA	244,124	35,140	33,557	38,939	22,332	22,858	42,491	36,564	12,243
China (P.R.)	10,430	1,460	1,565	1,669	834	834	1,669	1,877	522
Hong Kong, China	1,230	160	123	172	110	112	219	236	98
India	126,882	19,032	17,763	20,301	11,419	12,688	24,109	15,226	6,344
Indonesia	1,343	175	201	188	94	107	242	269	67
Japan	14,352	1,579	2,296	2,727	1,435	1,435	1,148	3,014	718
Korea (South)	4,426	531	664	620	310	354	841	885	221
Malaysia	13,367	1,738	1,337	1,871	1,470	1,470	2,407	2,406	668
Maldives	35,791	5,011	5,011	6,084	3,579	2,863	6,084	5,369	1,790
Pakistan	9,148	1,372	915	1,281	732	823	1,647	1,921	457
Philippines	1,391	181	139	195	97	111	320	278	70
Singapore	11,875	1,900	2,019	1,781	1,069	950	1,306	2,256	594
Thailand	3,684	516	405	516	258	295	773	737	184
Taiwan (P.C.)	5,277	844	528	844	580	422	740	1,055	264
Others	4,928	641	591	690	345	394	986	1,035	246
<b>AUSTRALASIA</b>	<b>37,290</b>	<b>5,865</b>	<b>4,733</b>	<b>6,365</b>	<b>2,944</b>	<b>3,318</b>	<b>7,086</b>	<b>5,115</b>	<b>1,864</b>
Australia	33,456	5,353	4,349	5,688	2,676	3,011	6,357	4,349	1,673
New Zealand	3,487	467	349	628	244	279	649	697	174
Others	347	45	35	49	24	28	80	69	17
<b>Total</b>	<b>654,476</b>	<b>88,475</b>	<b>89,467</b>	<b>101,781</b>	<b>54,516</b>	<b>65,522</b>	<b>123,540</b>	<b>98,647</b>	<b>32,528</b>



# Essence



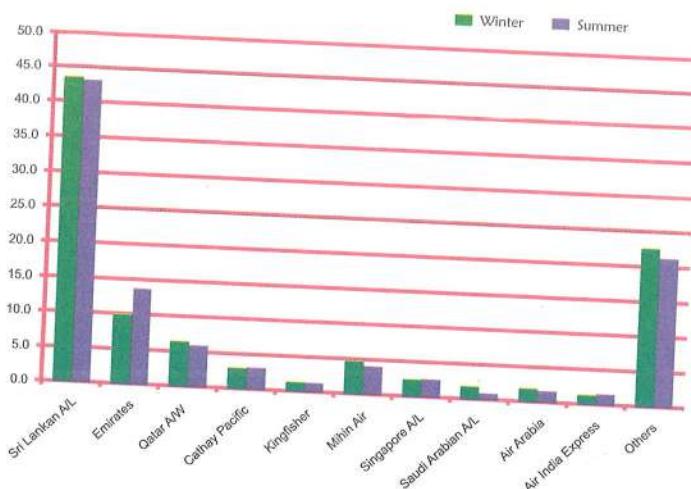
## TABLES & CHARTS

PART B: SCHEDULED AIRLINE OPERATIONS AND PASSENGER MOVEMENTS

## Part B: SCHEDULED AIRLINE OPERATIONS AND PASSENGER MOVEMENTS

### Share of Total Seating Capacity by Carrier - 2010

Chart 10



	Winter	Summer
Sri Lankan A/L	43.7	43.3
Emirates	10.0	13.7
Qatar A/W	6.5	6.0
Cathay Pacific	3.1	3.2
King Fisher	1.4	1.4
Mihin Lanka	4.8	4.1
Singapore A/L	2.5	2.6
Saudi Arabian A/L	1.9	1.0
Air Arabia	2.0	1.7
Air India Express	1.4	1.6
Others	22.7	21.4

### Scheduled Airline Operations & Seating Capacity - 2010

Table 10

Airline	Type of Aircraft	Seating Capacity	No. of incoming flights per week		No. of seats available on incoming flights per week		Percentage of total seating capacity by carrier	
			Winter	Summer	Winter*	Summer	Winter%	Summer%
1 Air Arabia	A320	162	11	9	1,782	1,458	2.0	1.7
2 Air Asia	A320	180	7	7	1,260	1,260	1.4	1.4
3 Air India	A319	132	7	7	924	924	1.0	1.1
	A320	146	7	7	1,022	1,022	1.1	1.2
	A321	172	7	7	1,204	1,204	1.4	1.4
4 Air India Express	B738	201	6	7	1,206	1,407	1.4	1.6
5 Cathay Pacific	B777-300	398	7	7	2,786	2,786	3.1	3.2
6 China Eastern	A343	287	6	5	1,722	1,435	1.9	1.6
7 Condor	B757-300	256	1	-	256	-	0.3	0.0
8 Emirates	B773	265	20	2	5,300	530	6.0	0.6
	B777	442	8	26	3,536	11,492	4.0	13.1
9 Etihad Airways	A320	136	3	2	408	272	0.5	0.3
	A320	162	3	3	486	486	0.5	0.6
10 Eurolly / Meridiana Fly	A332	286	1	1	286	286	0.3	0.3
11 Flydubai	B738	189	5	5	945	945	1.1	1.1
12 Gulf Air	A320	136	5	5	680	680	0.8	0.8
13 Island Aviation (Q2)	A332	225	5	5	1,125	1,125	1.3	1.3
14 Jet Airways	B738	118	28	26	3,304	3,068	3.7	3.5
15 Jet Air Fly	B763	1	1	-	-	-	0.0	0.0
16 Jetlite	B738	132	7	7	924	924	1.0	1.1
17 Kingfisher	A321	178	7	7	1,246	1,246	1.4	1.4
18 Kuwait Airways	A306	232	3	2	696	464	0.8	0.5
	A310	198	2	2	396	396	0.4	0.5
19 Malaysian Airlines	B738	144	3	3	432	432	0.5	0.5
20 Mihin Lanka	A320	186	13	11	2,418	2,046	2.7	2.3
	A321	156	12	10	1,872	1,560	2.1	1.8
21 Oman Air	A330-300	230	5	5	1,150	1,150	1.3	1.3
22 Qatar Airways	A330	240	24	22	5,760	5,280	6.5	6.0
23 Royal Jordanian	A310	197	3	1	591	197	0.7	0.2
24 Saudi Arabian	B747-100	417	2	2	834	834	0.9	1.0
	B747-300	424	2	1	848	-	1.0	0.0
25 Singapore A/L	B772A	323	7	7	2,261	2,261	2.5	2.6
26 Spice Jet	B737	189	7	7	1,323	1,323	1.5	1.5
27 Sri Lankan Airlines	A320	144	60	59	8,640	8,496	9.7	9.7
	A330	287	52	51	14,924	14,637	16.8	16.7
	A340	314	49	47	15,386	14,758	17.2	16.9
28 Thai Airways	A300	261	3	3	783	783	0.9	0.9
29 Ukrainian International	B738	153	2	2	306	306	0.3	0.3
Total			401	381	89,022	87,473	100.0	100.0

\*November, 2009 to April 2010

## Growth of Passenger Arrivals & Departures 2000 to 2010

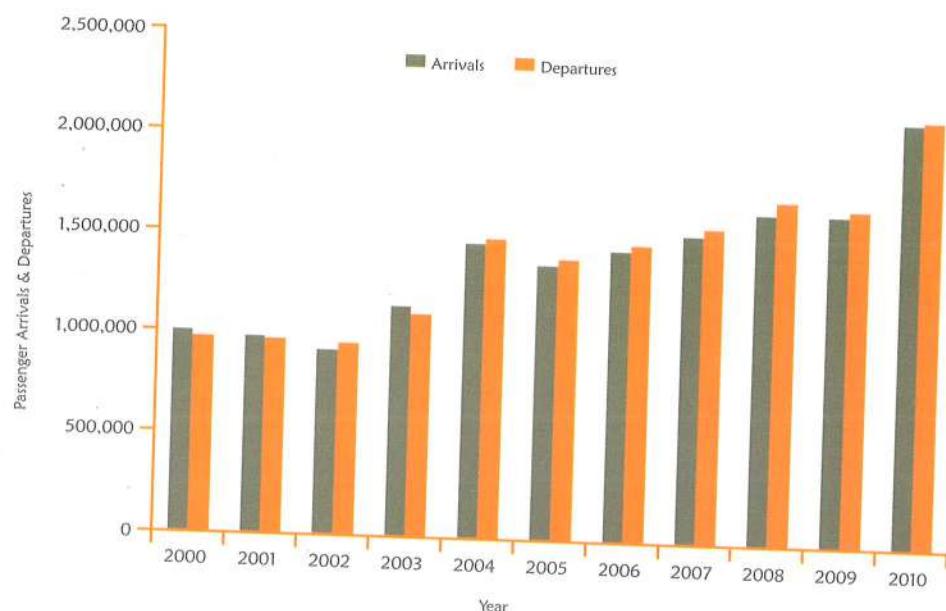


Table (11)

### Passenger Arrivals and Departures by Port and Category of Travellers (1) - 2010

Port	Total		Sri Lankan Residents		Foreign Tourists (1)		Other Foreigners (2)	
	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures
Katunayake	2,111,629	2,128,404	1,081,417	1,122,212	654,476	643,628	375,736	362,564
TOTAL AIR	2,111,629	2,128,404	1,081,417	1,122,212	654,476	643,628	375,736	362,564
Colombo Harbour	385	356	-	-	385	356	-	-
TOTAL SEA	385	356	-	-	385	356	-	-
Grand Total	2,112,014	2,128,760	1,081,417	1,122,212	654,861	643,984	375,736	362,564

(1) Excluding Indians who are repatriated under Indo-Sri Lanka Agreement

(2) Consists of resident visa holders and other foreign travellers who cannot be classified as tourists

Source : Sri Lanka Tourism Development Authority  
Department of Immigration & Emigration

# Pristine



TABLES & CHARTS

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PART C: ACCOMMODATION INDUSTRY - CAPACITY AND ITS UTILIZATION

## Part C: ACCOMMODATION INDUSTRY - CAPACITY AND IT'S UTILIZATION

Chart 12

### Share of Accommodation Capacity (Rooms) by Resort Region - 2001 to 2010

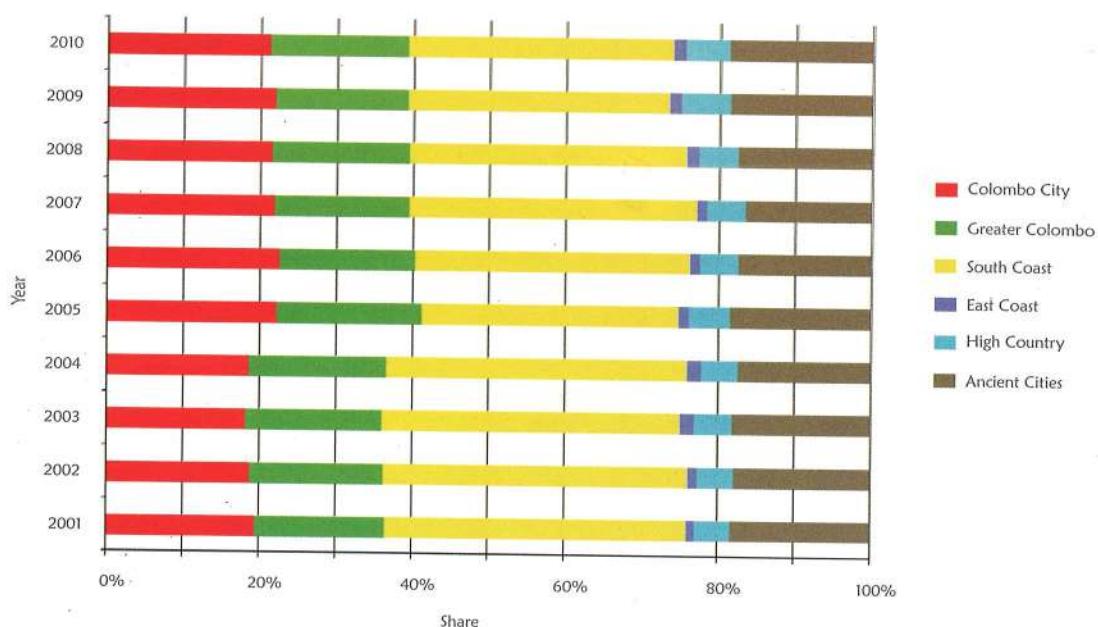


Table (j)

### Accommodation Capacity (Rooms) in Graded Establishments and its Regional Distribution - 2001 to 2010

Resort Regions	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Colombo City	2,656	2,599	2,571	2,670	2,926	3,209	3,209	3,188	3,190	3,141
Greater Colombo	2,315	2,415	2,526	2,581	2,490	2,520	2,555	2,651	2,494	2,640
South Coast	5,382	5,504	5,521	5,632	4,431	5,112	5,505	5,370	4,940	5,099
East Coast	151	165	258	263	178	184	184	230	230	238
High Country	622	669	709	690	709	726	734	772	928	847
Ancient Cities	2,500	2,466	2,552	2,486	2,428	2,467	2,417	2,582	2,679	2,749
Northern Region	-	-	-	-	-	-	-	-	-	-
All Regions	13,626	13,818	14,137	14,322	13,162	14,218	14,604	14,793	14,461	14,714

### Tourist Nights and Occupancy Rates by Month - 2010

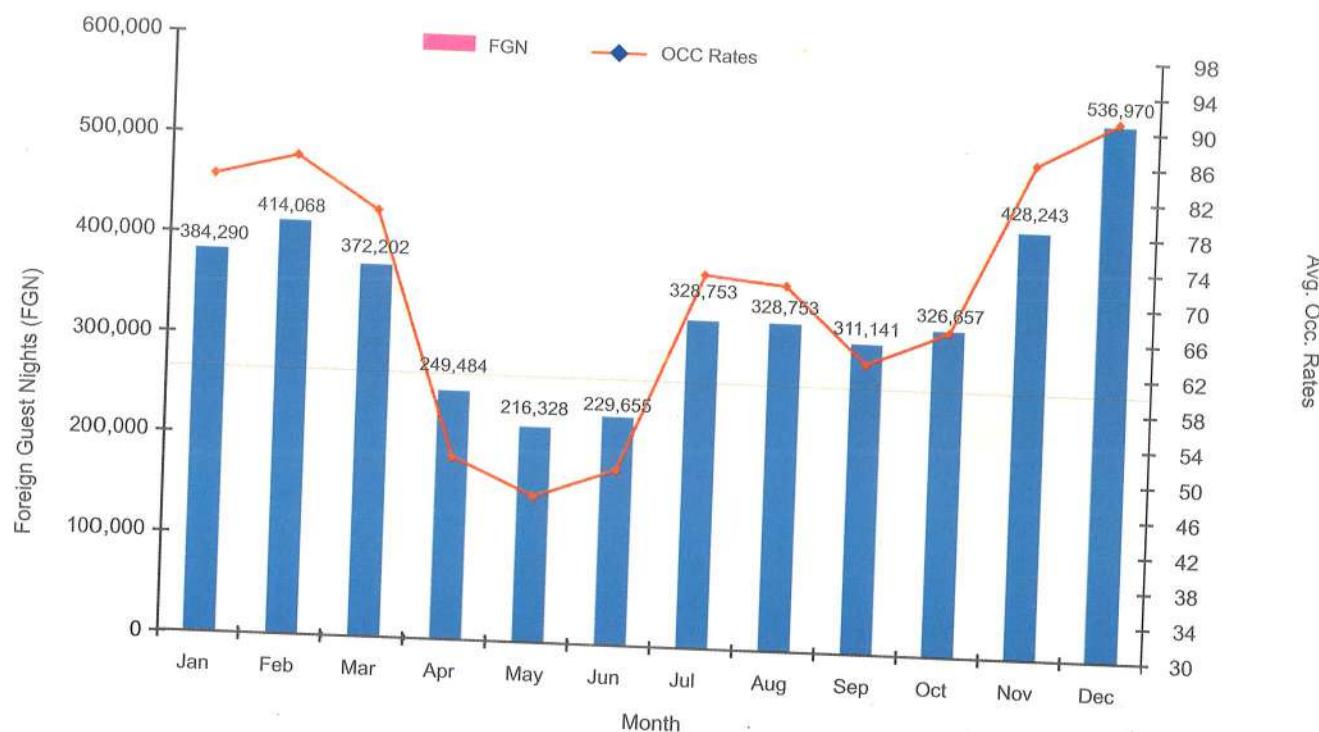


Table 12

### Accommodation Capacity and Guest Nights in Graded and Supplementary Establishments - 2002 to 2010

Resort Regions	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>A. Accommodation Capacity - Graded Establishments</b>									
(a). No. of Units	222	233	240	223	241	245	256	242	253
(b). No. of Rooms	13,818	14,137	14,322	13,162	14,218	14,604	14,793	14,461	14,714
(c). No. of Beds	25,968	26,511	26,938	24,740	27,117	27,500	28,698	28,344	28,978
<b>B. Accommodation Capacity - Supplementary Establishments</b>									
(a). No. of Units	230	265	345	415	508	513	578	629	530
(b). No. of Rooms	2,500	2,836	3,318	3,962	4,989	5,030	5,397	5,946	5,895
(c). No. of Beds	4,250	4,820	5,640	6,537	8,232	8,299	9,712	11,654	11,210
<b>C. Guest Nights - Graded Establishments</b>									
(a). Foreign	3,045,368	3,964,234	4,394,404	2,857,575	3,134,243	2,777,599	2,763,223	2,818,487	4,126,544
(b). Local	940,228	968,315	969,343	818,207	806,143	1,051,077	979,438	1,163,220	1,464,098
<b>D. Guest Nights - Supplementary Establishments</b>									
(a). Foreign	135,068	220,510	349,510	391,520	680,604	598,931	701,254	779,317	1,249,146
(b). Local	302,456	358,211	402,477	474,095	495,957	497,321	421,987	471,730	425,350
<b>E. Tourist Nights (Total)</b>									
(a). Graded Establishments	3,045,368	3,964,234	4,394,404	2,857,575	3,134,243	2,777,599	2,763,223	2,818,487	6,544,760
(b). Supplementary Establishments	135,068	220,510	349,510	391,520	680,604	598,931	701,254	779,317	4,126,544
(c). Others	808,622	908,039	998,511	1,504,990	1,978,741	1,563,550	701,034	477,995	1,249,146
									1,169,070

## Occupancy Rates by Resort Region - 2009 & 2010

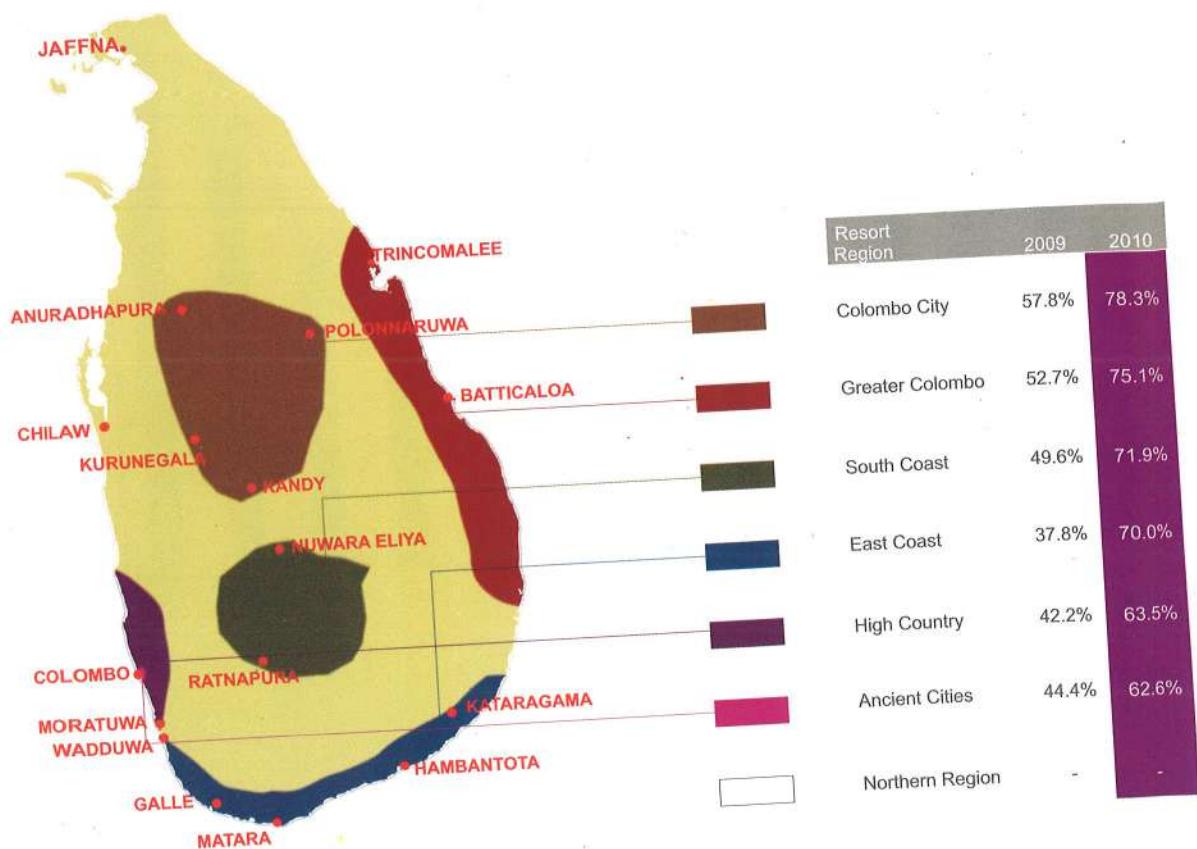


Table (k)

## Occupancy Rates by Region - 2001 to 2010

Region	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Colombo City	45.4	56.4	68.7	75.5	76.3	64.3	63.9	57.1	57.8	78.3
Greater Colombo	47.2	42.8	48.9	52.9	44.8	48.0	49.3	52.6	52.7	75.1
South Coast	41.1	38.0	48.3	52.6	31.5	41.2	47.6	46.1	49.6	71.9
East Coast	15.0	44.8	51.1	44.2	29.1	16.9	18.0	21.6	37.8	70.0
High Country	35.4	36.3	44.3	52.4	36.6	39.9	41.2	34.2	42.2	63.5
Ancient Cities	39.1	42.4	54.0	60.4	39.5	43.3	40.3	35.2	44.4	62.6
Northern Region	-	-	-	-	-	-	-	-	-	70.1
All Regions	42.1	43.1	53.2	59.3	45.4	47.8	46.2	43.9	48.4	-

Table 13

## Monthly Occupancy Rates in Graded Establishments by Region - 2010

Resort Region	No. of Units	Rooms	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Annual Dec/R
Colombo City	22	3,141	90.2	92.3	85.2	55.6	56.7	57.9	86.5	89.3	70.2	72.1	88.4	94.978.3
Greater Colombo	54	2,640	89.7	93.1	86.8	53.4	51.7	56.2	82.2	76.8	65.2	71.1	84.4	90.575.1
I. North of Colombo	41	2,129	89.2	92.3	87.3	54.8	50.1	52.6	75.2	70.4	59.1	67.8	86.9	93.373.3
II. South of Colombo	13	511	90.1	93.8	86.2	52.0	53.2	59.8	89.2	83.1	71.2	74.3	81.8	87.676.9
South Coast	93	5,099	83.5	85.4	78.1	50.3	47.7	51.0	71.6	75.8	69.5	74.3	84.1	92.271.9
I. Upto Galle	70	4,117	92.5	94.2	87.0	55.3	55.2	56.7	86.2	85.2	86.1	89.2	90.1	94.281.0
II. Beyond Galle	23	982	74.5	76.5	69.2	45.2	40.1	45.3	57.0	66.3	52.9	59.3	78.0	90.262.9
East Coast	8	238	78.1	80.7	74.3	53.1	40.0	43.1	70.1	67.2	77.0	77.8	88.8	89.870.0
High Country	22	847	76.4	79.5	74.2	46.7	42.8	46.9	60.9	62.4	44.1	49.9	88.2	90.363.5
Ancient Cities	54	2,749	74.1	75.1	71.9	45.1	40.7	44.4	63.1	57.7	51.7	55.6	82.9	89.262.6
I. Kandy Area	25	1,291	77.2	79.5	76.2	46.2	40.2	44.9	89.2	79.3	72.4	72.2	84.2	90.871.0
II. Anuradhapura Area	6	224	68.6	67.8	65.7	45.7	39.2	42.7	51.2	55.2	42.1	49.1	78.3	89.958.0
III. Polonnaruwa / Giritale	8	343	74.3	75.9	71.2	44.1	42.5	43.9	45.9	49.9	45.1	49.4	79.2	86.059.0
IV. Habarana / Sig. / Damb.	15	891	76.3	77.1	74.3	44.2	41.0	45.9	66.1	46.2	47.1	51.6	89.9	89.962.5
Northern Region	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All Regions	253	14,714	82.0	84.3	78.4	50.7	46.6	49.9	72.4	71.5	62.9	66.8	86.1	91.170.1

Table 13(a)

## Capacity and Nights in all Accommodation Establishments by Class - 2009 & 2010

Class of Accommodation	No. of Units		No. of Rooms		No. of Beds		Total Guest Nights		Foreign Guest Nights		Local Guest Nights		Room Occupancy Rate	
	2009*	2010**	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
(A) Hotel	242	253	14,461	14,714	28,344	28,978	3,981,707	5,590,642	2,818,487	4,126,544	1,163,220	1,464,098	48.4	70.1
5 Star	13	14	3,080	3,230	6,037	6,410	879,004	1,330,622	740,940	1,158,689	138,064	171,933	56.6	76.8
4 Star	13	14	1,582	1,638	3,101	3,226	392,111	886,418	288,314	707,830	103,797	178,588	52.3	74.7
3 Star	13	16	1,079	1,324	2,115	2,598	168,825	356,124	124,922	275,166	43,903	80,958	48.5	68.1
2 Star	39	35	2,517	2,008	4,933	3,966	588,897	903,978	416,923	682,482	171,974	221,496	44.9	67.4
1 Star	30	34	1,005	1,177	1,970	2,304	166,727	527,781	103,903	409,881	62,824	117,900	41.9	66.5
Unclassified	134	140	5,198	5,337	10,188	10,474	1,786,143	1,585,719	1,143,485	892,496	642,658	693,223	46.3	67.7
(B) Supplementary Establishments	629	530	5,946	5,895	11,654	11,210	1,251,047	1,674,496	779,317	1,249,146	471,730	425,350	50.7	66.2

Total Number of Registered Tourist Hotels

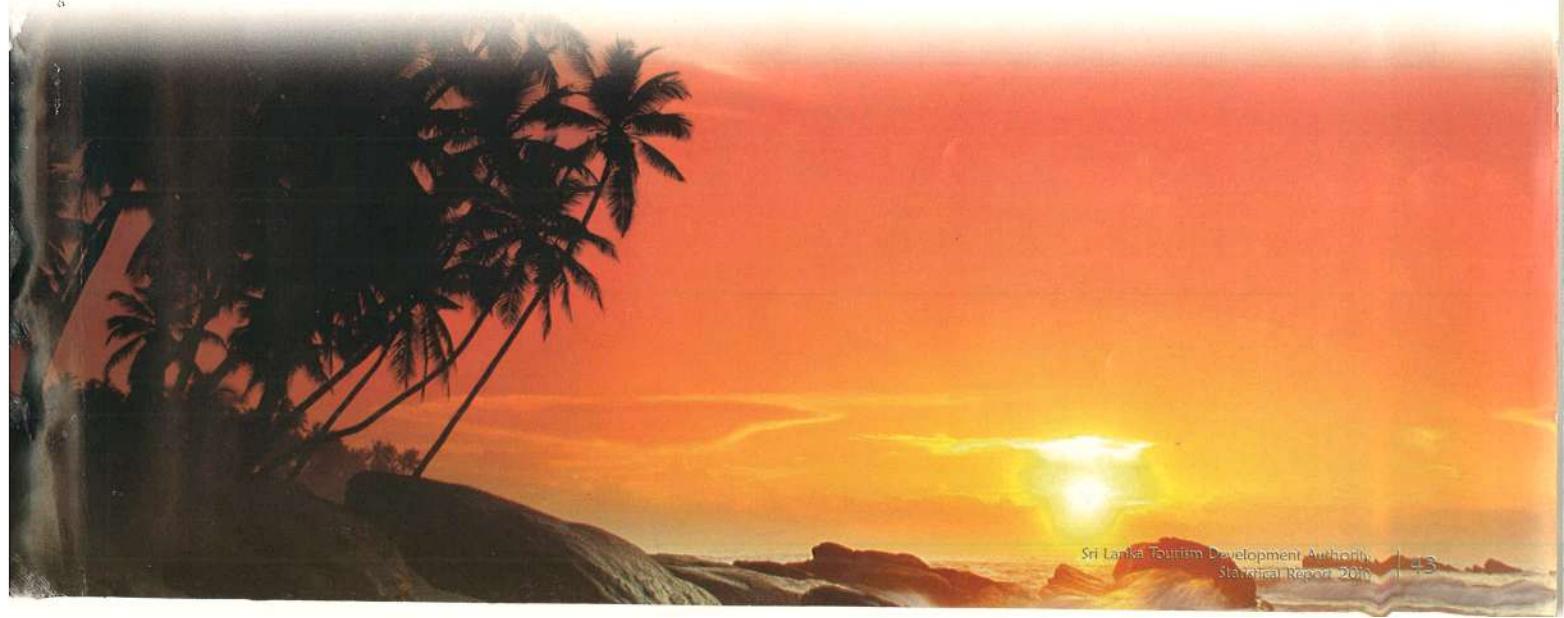


Table 14

## Foreign Guest Nights in Graded Accommodation Establishments by Region and Month - 2010

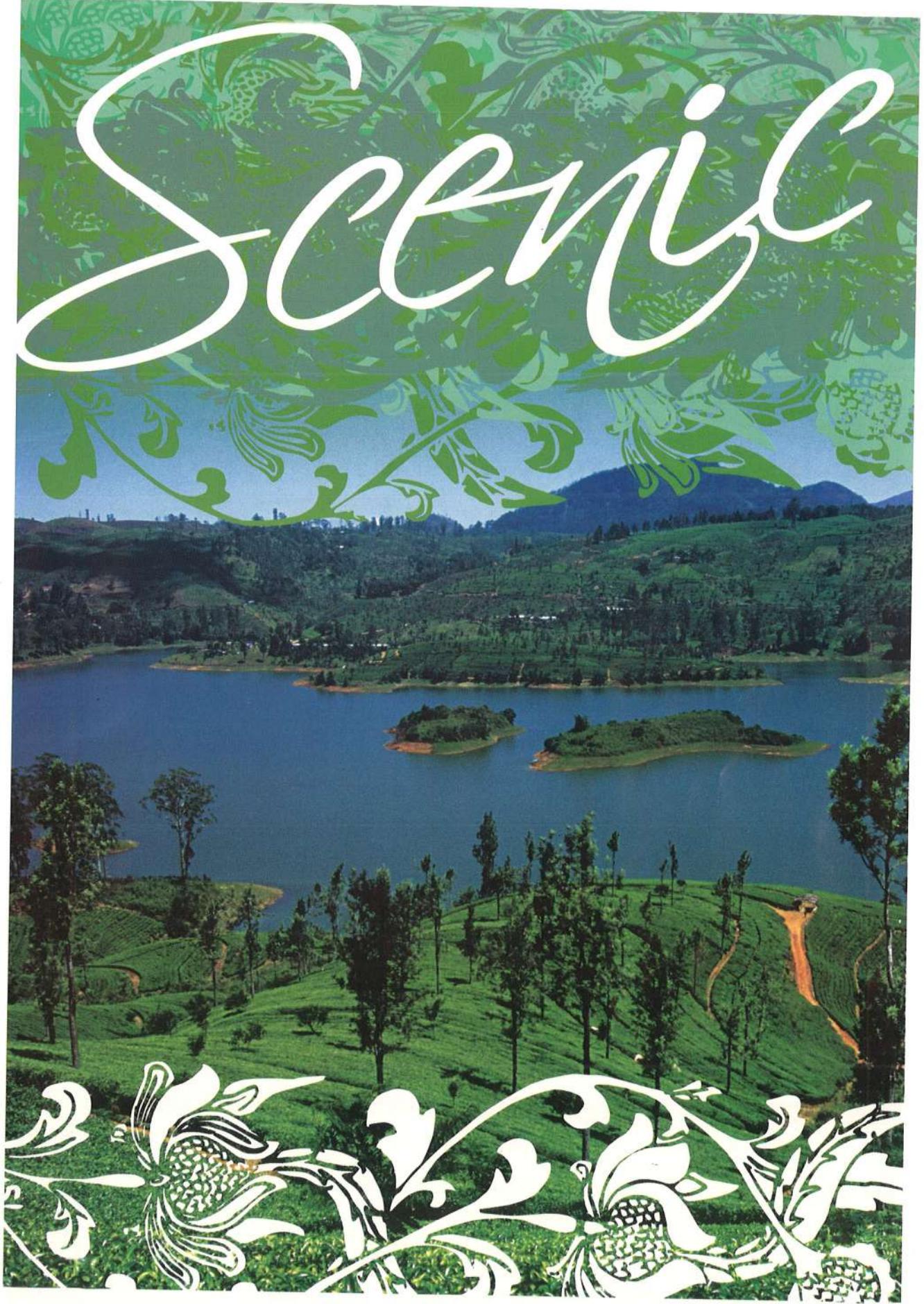
Resort Region	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Annual Total
Colombo City	112,546	118,974	102,232	60,276	53,265	55,689	80,025	92,650	84,657	88,232	116,189	124,470	1,089,205
Greater Colombo	95,338	101,673	91,091	63,455	54,067	58,016	81,363	63,760	55,056	60,373	93,332	121,031	938,555
I. North of Colombo	76,584	80,215	71,235	51,452	41,779	43,009	58,978	48,246	43,526	45,376	72,098	91,245	723,743
II. South of Colombo	18,754	21,458	19,856	12,003	12,288	15,007	22,385	15,514	11,530	14,997	21,234	29,786	214,812
South Coast	104,462	109,108	101,514	70,232	61,217	64,468	97,915	98,751	106,129	108,556	127,158	164,422	1,213,932
I. Upto Galle	94,587	97,854	91,256	61,258	53,256	55,011	85,457	83,474	93,716	94,232	98,076	129,898	1,038,075
II. Beyond Galle	9,875	11,254	10,258	8,974	7,961	9,457	12,458	15,277	12,413	14,324	29,082	34,524	175,857
East Coast	3,985	5,421	5,003	2,784	2,458	2,569	4,401	4,841	4,192	4,356	6,786	7,990	54,786
High Country	14,587	16,589	14,568	7,245	6,625	7,109	9,094	15,271	11,369	13,138	16,802	21,313	153,710
Ancient Cities	53,372	62,303	57,794	45,492	38,696	41,804	55,955	53,480	49,738	52,002	67,976	97,744	676,356
I. Kandy Area	27,894	32,654	30,256	28,585	23,562	25,689	36,124	33,364	27,866	29,082	30,987	49,876	375,939
II. Anuradhapura Area	1,987	2,986	2,897	2,458	2,145	2,212	2,652	3,452	1,908	2,349	5,467	11,234	41,747
III. Polonnaruwa / Giritale	6,235	6,789	6,009	6,124	5,987	6,009	6,282	4,321	5,432	4,897	5,435	10,987	74,507
IV. Habarana / Sig. / Damb.	17,256	19,874	18,632	8,325	7,002	7,894	10,897	12,343	14,532	15,674	26,087	25,647	184,163
Northern Region	-	-	-	-	-	-	-	-	-	-	-	-	-
All Regions	384,290	414,068	372,202	249,484	216,328	229,655	328,753	328,753	311,141	326,657	428,243	536,970	4,126,544

Table 15

## Local Guest Nights in Graded Accommodation Establishments by Region and Month - 2010

Resort Region	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Annual Total
Colombo City	12,548	14,587	13,800	14,987	15,458	17,984	20,189	22,208	20,795	21,418	22,918	25,653	222,545
Greater Colombo	20,512	22,306	18,818	18,253	16,779	20,791	30,713	33,784	33,437	32,584	49,312	41,398	338,687
I. North of Colombo	13,658	14,848	12,564	12,564	11,254	12,897	18,124	19,936	18,667	19,228	29,876	23,533	207,149
II. South of Colombo	6,854	7,458	6,254	5,689	5,525	7,894	12,589	13,848	14,770	13,356	19,436	17,865	131,538
South Coast	30,611	37,352	20,592	14,626	15,455	17,706	25,266	27,793	26,023	26,804	28,681	35,549	306,458
I. Upto Galle	22,154	27,894	11,236	8,412	9,458	10,987	16,607	18,268	17,105	17,618	18,852	24,737	203,328
II. Beyond Galle	8,457	9,458	9,356	6,214	5,997	6,719	8,659	9,525	8,918	9,186	9,829	10,812	103,130
East Coast	4,986	5,421	5,214	2,157	2,568	2,971	4,987	5,486	6,137	5,291	16,546	6,227	67,991
High Country	12,564	13,254	12,789	5,417	5,987	6,528	8,794	9,673	9,058	9,330	12,987	10,981	117,362
Ancient Cities	32,060	34,521	36,015	21,702	20,446	23,761	36,699	40,369	34,997	38,934	45,659	45,892	411,055
I. Kandy Area	17,002	17,842	18,971	12,300	10,458	12,287	22,356	24,592	23,027	23,717	25,378	27,915	235,845
II. Anuradhapura Area	4,215	4,689	5,231	3,124	3,256	3,897	4,672	5,139	2,009	4,957	5,303	5,834	52,326
III. Polonnaruwa / Giritale	4,256	5,003	5,269	2,479	2,745	3,008	3,100	3,410	3,193	3,289	3,519	3,938	43,209
IV. Habarana / Sig. / Damb.	6,587	6,987	6,544	3,799	3,987	4,569	6,571	7,228	6,768	6,971	11,459	8,205	79,675
Northern Region	-	-	-	-	-	-	-	-	-	-	-	-	-
All Regions	113,281	127,441	107,228	77,142	76,693	89,741	126,648	139,313	130,447	134,361	176,103	165,700	1,464,098





## TABLES & CHARTS

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PART D: INCOME & EMPLOYMENT

## Part D: INCOME & EMPLOYMENT

Chart 14

### Value of Tourism - 2000 to 2010

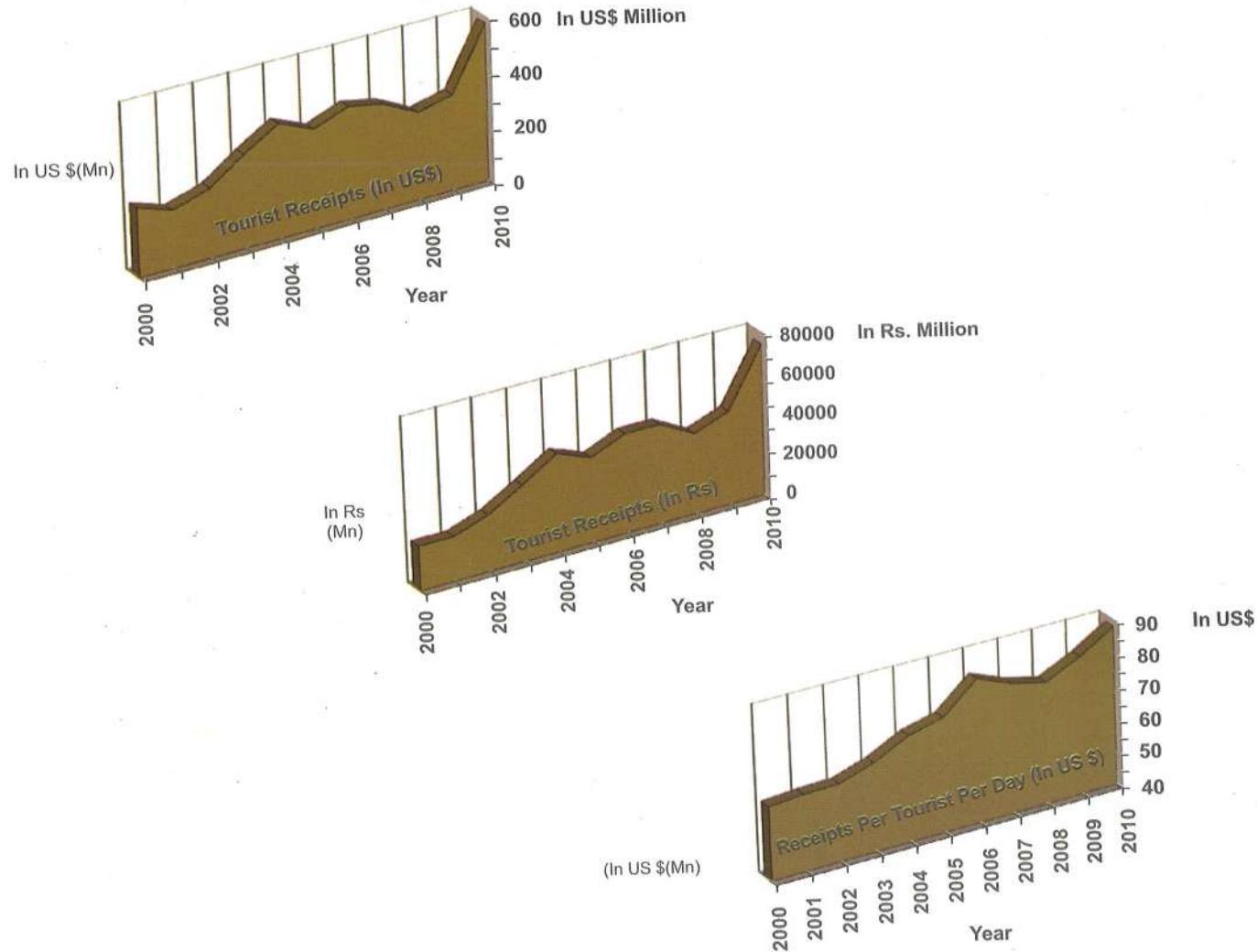


Table 16

### Volume & Value of Tourism - 2002 to 2010

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Tourist Arrivals	393,171	500,642	566,202	549,308	559,603	494,008	438,475	447,890	654,476
Excursionist Arrivals	63,560	82,066	115,095	119,618	128,719	98,432	87,695	89,526	112,497
Official Receipts Rs. mn.	24,202.0	32,810.0	42,666.3	36,377.3	42,585.5	42,519.3	37,094.0	40,133.0*	65,018.0**
US\$ mn.	253.0	340.0	416.0	362.3	410.3	384.4	319.5	349.3*	575.9**
SDR Units (mn.)	179.3	242.6	298.6	244.6	278.3	250.9	202.1	226.5*	376.9**
Receipt Per Tourist per day (in US \$)	63.4	66.8	72.2	74.6	83.4	79.1	76.7	81.8	88.0

\*Revised      \*\*Provisional

Source: Department of Immigration & Emigration

Table 17

## Foreign Exchange Earnings from Tourism - 2009 & 2010

Source	In Rs. Mn.			In US \$ Mn.			Change %
	2009	2010	Change %	2009	2010		
Banks	15,952.8*	23,892.5**	49.8	138.9*	211.6**		52.3
Travel Agencies	7,731.5*	13,086.0**	69.3	67.4*	115.9**		72.0
Shops	8,722.1*	13,740.4**	57.5	75.9*	121.8**		60.5
Hotels	5,710.3*	11,777.5**	106.3	49.6*	104.3**		110.3
Gem Corporation	2,016.3*	2,521.6**	25.1	17.5*	22.3**		27.4
Total	40,133.0*	65,018.0*	62.0	349.3*	575.9**		64.9

\*\*Provisional    \*Revised

Table (I)

## Exchange Rates (Annual Average) - 2000 to 2010

Currency	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Deutsche Marks	35.8	40.9	46.4	-	-	-	-	-	-	-	-
French Francs	10.7	12.9	13.8	-	-	-	-	-	-	-	-
Japanese Yen	0.7	0.7	0.8	0.8	0.9	0.9	0.9	0.9	1.1	1.2	1.3
Sterling Pound	114.8	128.7	143.7	157.7	185.3	183.3	191.5	221.4	200.7	179.9	174.8
U.S. Dollar	75.8	89.4	95.7	96.5	101.1	100.4	104.0	110.6	108.3	114.9	113.1
S.D.R. Unit	99.9	113.8	123.9	135.2	140.9	148.7	153.0	169.4	171.2	177.2	172.5
Euro	69.9	79.9	90.4	109.2	125.8	125.5	130.6	151.6	159.3	160.2	150.1

Source: Central Bank of Sri Lanka

Chart 15

### Direct Employment in the Tourism Industry - 2008 to 2010

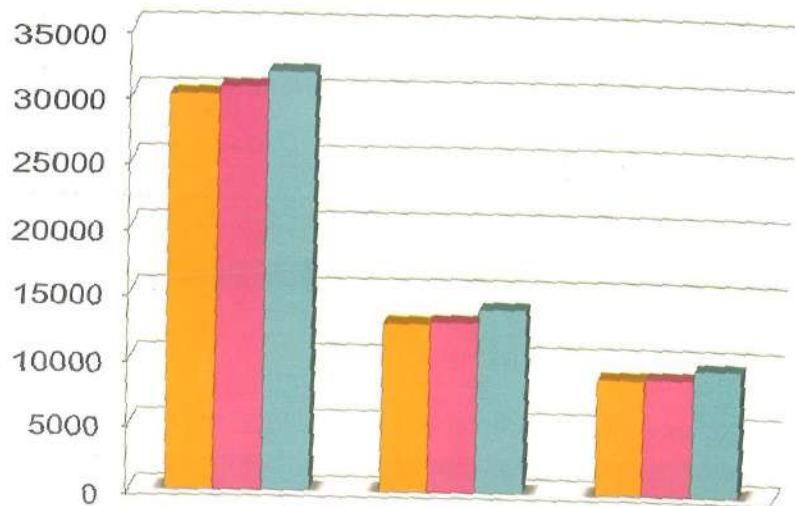


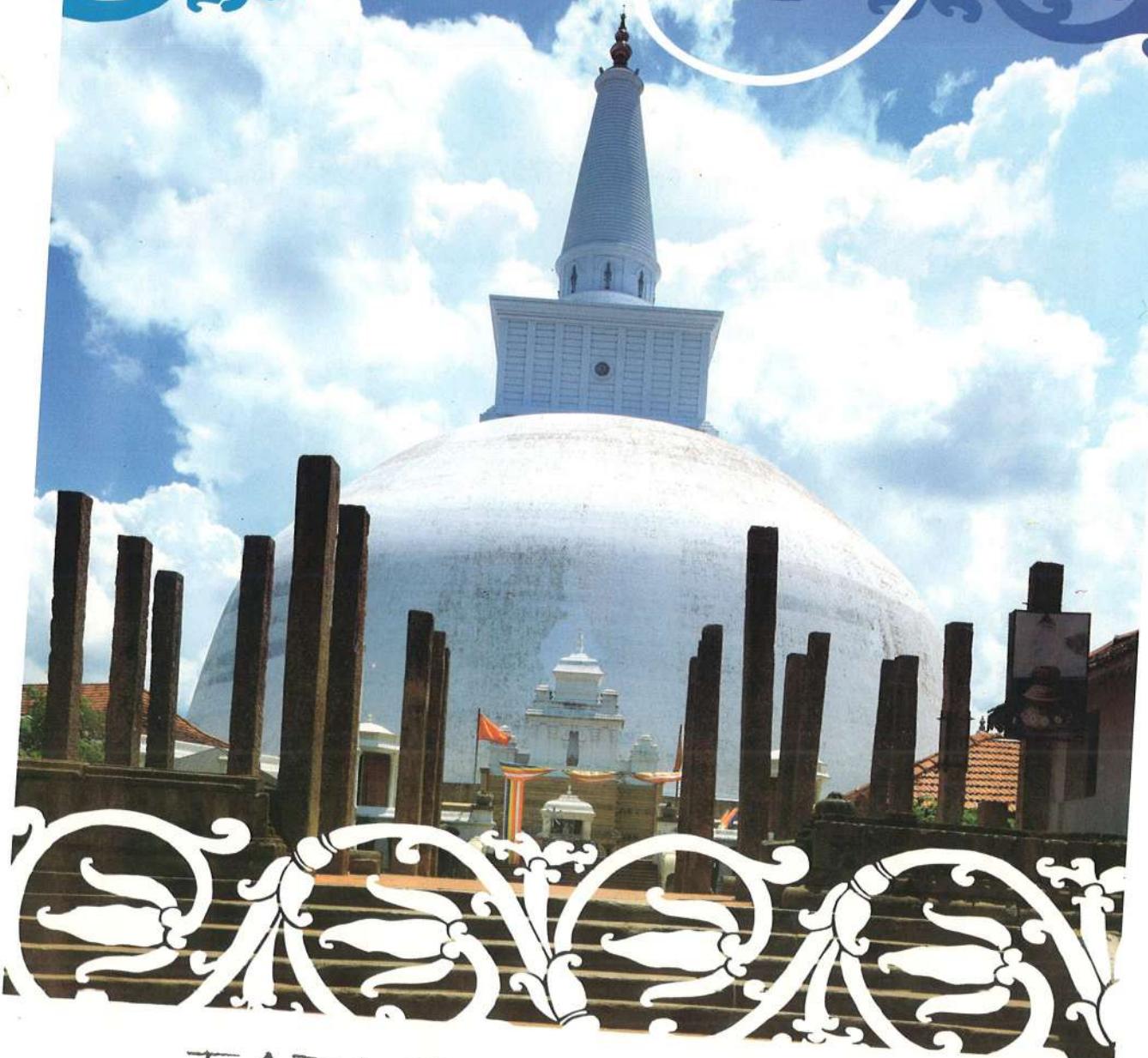
Table 18

### Direct Employment in the Tourism Industry - 2008 to 2010

Category of Establishments	No. of Establishments			Managerial, Scientific & Professional			Technical Clerical Allied and Supervisory			Manual & Operative			Total		
	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008	2009	2010
Hotels and Restaurants	1,246	1,284	1,294	4,895	4,940	5,334	17,202	17,321	17,675	9,529	9,630	10,123	31,626	31,891	33,132
Travel Agents and Tour Operators	495	500	580	2,027	2,053	2,382	3,826	4,201	4,389	872	880	1,190	6,725	7,134	7,961
Airlines	20	20	29	770	775	807	3,487	3,480	3,510	994	990	1,213	5,251	5,245	5,530
Agencies Providing Recreational Facilities	15	21	22	33	47	48	147	159	163	79	85	89	259	281	300
Tourist shops	144	161	122	230	242	195	1,005	1,040	903	260	264	236	1,485	1,546	1,334
Guides	-	-	-	-	-	-	3,400*	3,477	4,213	-	-	-	3,460*	3,477	4,213
National Tourist Organisation	4	4	4	87	92	118	121	125	128	105	110	115	313	327	361
State Sector	18	18	18	650	640	665	691	680	690	846	840	847	2,187	2,168	2,192
Total	1,942	1,978	2,069	8,692	8,789	9,539	29,939	30,483	31,671	12,675	12,799	13,813	51,306	52,071	55,023

\*revised

# Heritage



TABLES & CHARTS

PART E: TOURIST PRICES

## Part E: TOURIST PRICES

Chart 16

### Tourist Price Index\* - 2001/2002 to 2010/2011

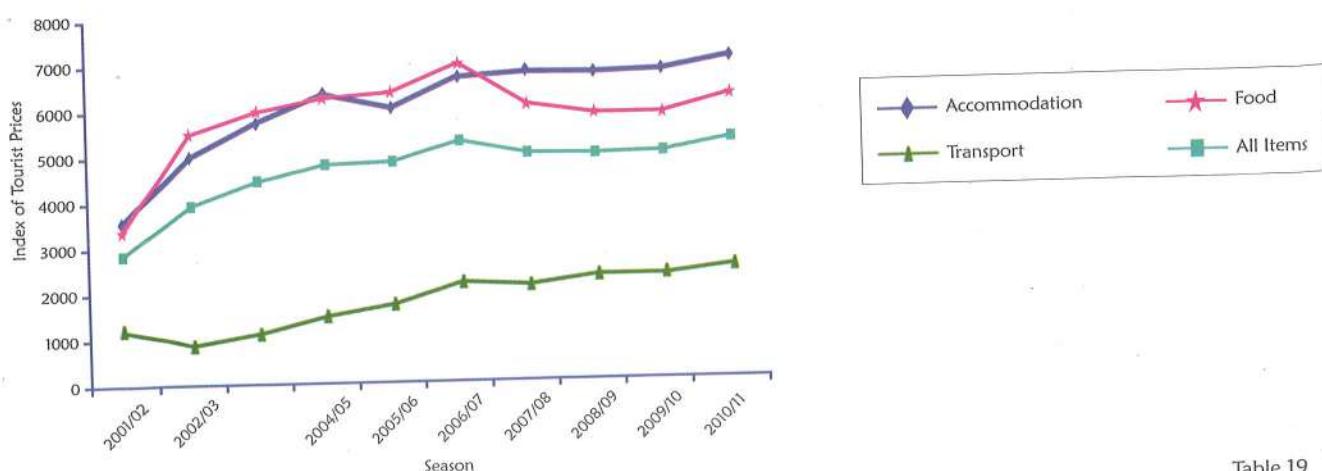
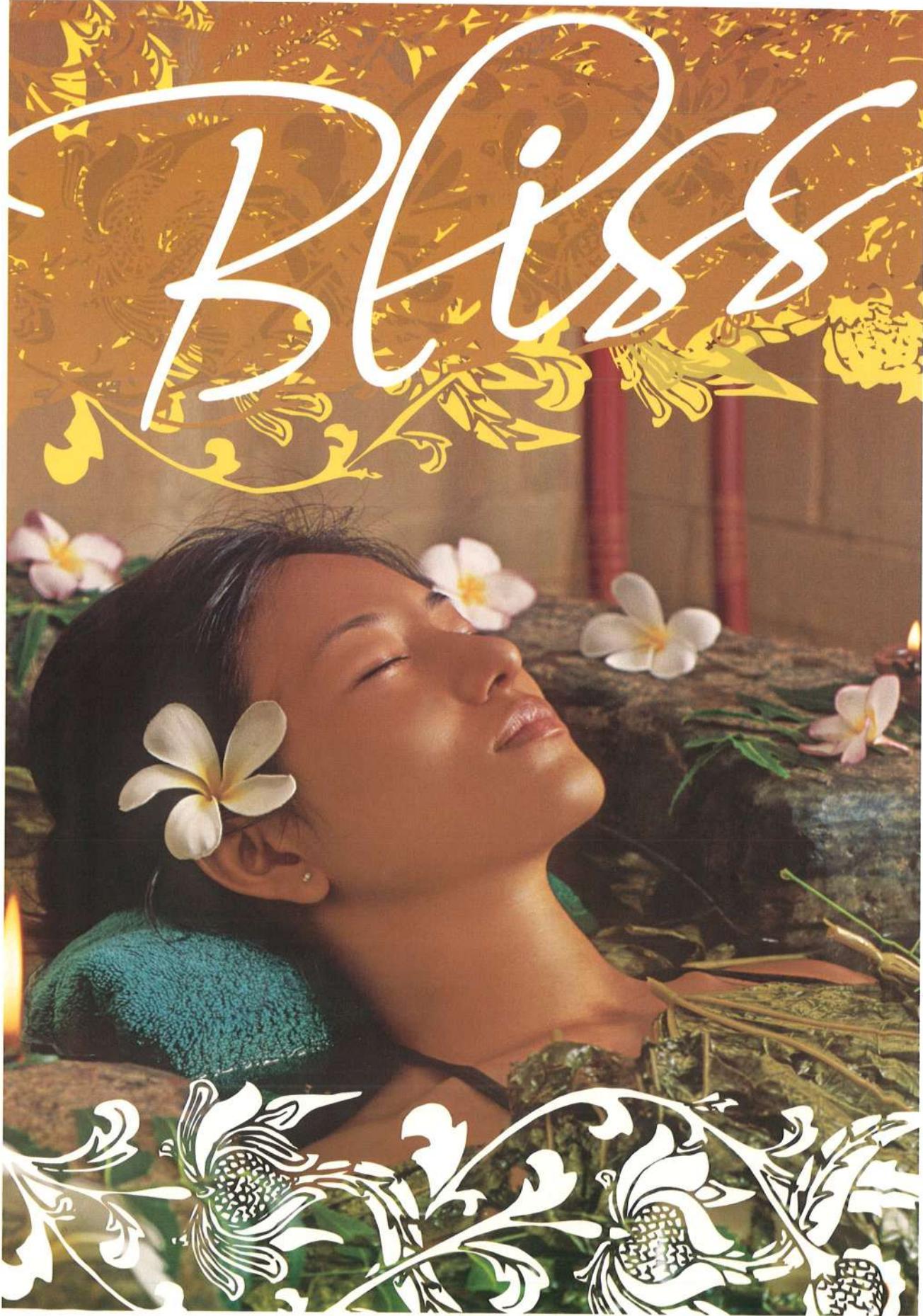


Table 19

\*(1973/74 = 100)

### Index of Tourist Prices - 1975/76 to 2010/11

Season	City	Beaches	Circuits	All Areas	Food	Transport	All Items
1975/76	114	119	125	118	133	131	126
1976/77	154	140	143	146	152	146	148
1977/78	168	159	149	160	167	151	159
1978/79	262	254	188	243	199	198	219
1979/80	420	336	246	346	248	206	281
1980/81	555	453	367	462	354	233	369
1981/82	701	532	463	558	409	241	429
1982/83	741	595	526	578	487	262	464
1983/84	812	499	451	561	488	265	457
1984/85	759	448	449	516	452	279	431
1985/86	741	439	419	510	468	277	432
1986/87	740	440	427	514	497	281	442
1987/88	734	440	407	512	502	287	444
1988/89	832	474	430	577	521	306	484
1989/90	884	521	504	645	596	360	550
1990/91	1,176	753	665	851	790	491	731
1991/92	1,396	872	870	1,006	968	609	882
1992/93	1,464	1,080	965	1,144	1,170	656	1,009
1993/94	1,695	1,440	1,829	1,565	1,700	661	1,337
1994/95	1,497	1,801	1,908	1,755	1,744	631	1,427
1995/96	1,609	1,894	1,998	1,848	2,001	766	1,572
1996/97	1,702	1,842	1,963	1,837	2,068	822	1,600
1997/98	2,284	2,126	1,976	2,128	2,136	836	1,755
1998/99	2,454	2,148	2,472	2,259	2,470	910	1,920
1999/00	2,679	2,456	2,904	2,584	2,906	1,061	2,228
2000/01	2,992	2,725	3,562	2,927	3,101	1,160	2,458
2001/02	3,996	3,128	4,600	3,553	3,361	1,167	2,813
2002/03	4,928	4,363	6,431	4,962	5,462	835	3,890
2003/04	5,878	5,123	6,906	5,690	5,937	1,075	4,413
2004/05	6,465	5,835	7,566	6,327	6,240	1,438	4,761
2005/06	6,589	5,345	6,923	5,986	6,358	1,678	4,674
2006/07	6,874	5,987	7,215	6,636	6,941	2,128	5,235
2007/08	6,913	5,805	6,994	6,751	6,031	2,042	4,941
2008/09	7,009	5,941	7,108	6,686	5,800	2,245	4,910
2009/10	7,097	5,967	7,198	6,733	5,826	2,260	4,940
2010/11	7,342	6,247	7,398	6,996	6,183	2,435	5,204
Avg. Annual Growth Rates	15.4	14.1	14.9	15.6	12.6	12.9	13.6



## TABLES & CHARTS

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PART F: FOREIGN TRAVEL BY SRI LANKANS

## Part F: FOREIGN TRAVEL BY SRI LANKANS

Chart 17

### Sri Lankan Departures - 2000 to 2010

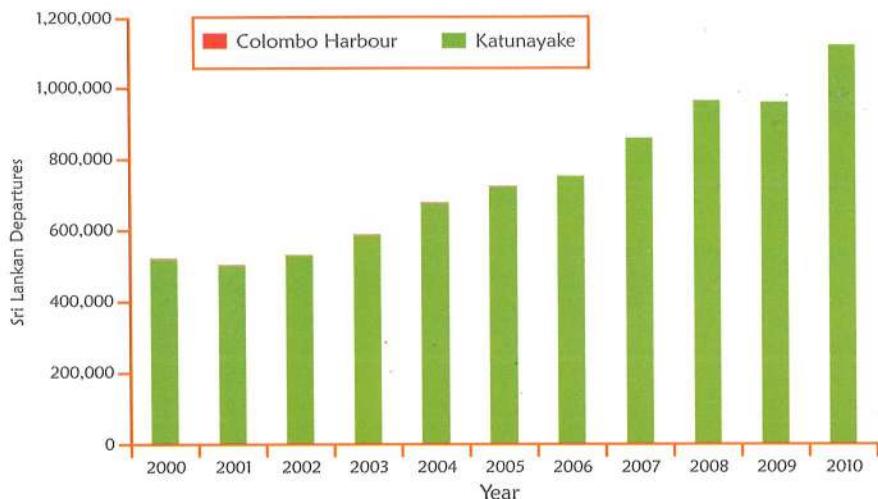
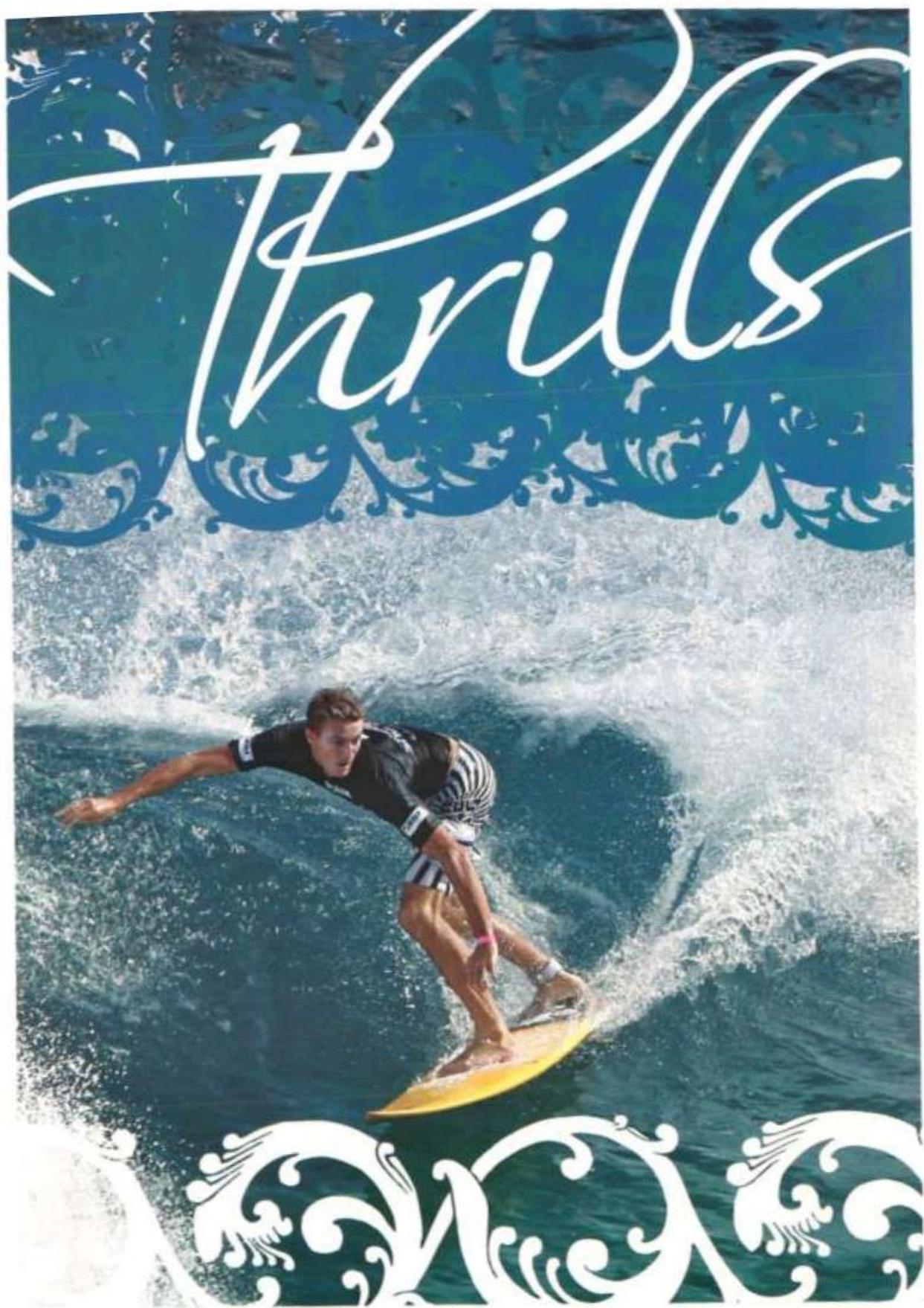


Table 20

### Sri Lankan Departures - Growth Trends - 1978 to 2010

Year	Total	Air			Sea	
		Katunayake	Other	Talaimannar	Colombo Harbour	
1978	117,075	71,923	4,085	40,115	952	
1979	122,197	86,492	-	34,606	1,099	
1980	137,797	100,803	-	36,396	598	
1981	185,035	147,402	-	36,903	730	
1982	216,466	185,215	-	30,462	789	
1983	244,955	220,289	-	24,088	578	
1984	274,418	229,568	-	44,234	616	
1985	239,272	238,577	-	-	695	
1986	229,386	228,925	-	-	461	
1987	257,760	257,207	-	-	553	
1988	298,583	297,677	-	-	906	
1989	285,510	284,765	-	-	745	
1990	296,884	296,080	-	-	804	
1991	310,373	309,588	-	-	785	
1992	420,749	419,726	-	-	1,023	
1993	416,246	415,434	-	-	812	
1994	448,437	447,224	-	-	1,213	
1995	504,420	502,059	-	-	2,361	
1996	494,258	493,407	-	-	851	
1997	530,712	529,908	-	-	804	
1998	518,050	517,222	-	-	828	
1999	496,963	496,045	-	-	918	
2000	524,212	523,485	-	-	727	
2001	505,341	504,503	-	-	838	
2002	532,737	531,909	-	-	828	
2003	591,126	590,039	-	-	1,087	
2004	680,248	679,131	-	-	1,117	
2005	727,301	725,956	-	-	1,345	
2006	756,735	756,735	-	-	-	
2007	862,011	862,011	-	-	-	
2008	966,337	966,337	-	-	-	
2009	962,786	962,786	-	-	-	
2010	1,122,212	1,122,212	-	-	-	



TABLES & CHARTS

PART G: GROWTH OF TRAVEL & TOURISM

## Tourism Growth Trends - 1968 to 2010

Table 21

Year	Tourist Arrivals	Expenditure Arrivals	Tourist Nights '000	Official Tourist Receipts:		Receipt per tourist per day (in US \$)	Average Duration (Night)	Rooms	Bedn	Accommodation Capacity (Cr.aded)		Annual Room Occupancy Rate (%adred)	Sri Lanka National Employment						
				Rs. mln.	US\$ mln					Arrivals									
										Arrivals	Departures								
1968	20,272	41,407	296	10,5	1,8	-	-	6,0	10,3	903	1,806	49.7	-						
1969	40,204	68,054	406	17,0	2,9	-	-	7,1	10,0	986	1,978	44.3	-						
1970	46,247	68,519	489	21,5	3,6	-	-	7,4	10,5	1,408	2,816	42.8	-						
1971	39,694	58,292	395	20,3	3,4	-	-	3,4	9,6	10,5	1,767	3,534	21.1						
1972	56,047	48,310	614	43,8	7,3	-	-	6,5	11,9	1,091	3,646	38.8	26,624						
1973	77,598	27,290	804	79,5	12,0	-	-	10,4	15,9	10,3	2,469	4,801	42.4						
1974	85,011	23,634	874	107,1	16,4	-	-	13,3	18,7	10,3	2,905	5,699	39.7						
1975	103,204	25,390	1,015	157,1	22,4	-	-	18,6	22,0	9,8	3,622	7,142	35.8						
1976	110,971	14,499	1,134	237,8	28,2	-	-	24,5	23,5	10,0	4,581	8,913	37.7						
1977	133,653	7,672	1,645	363,1	40,0	-	-	34,9	24,3	10,7	4,851	9,447	42.0						
1978	192,592	8,494	2,061	870,0	53,8	-	-	44,4	27,1	10,8	5,347	10,431	47.7						
1979	230,164	5,965	2,777	1,209,4	77,7	-	-	60,1	28,0	11,1	5,599	11,212	102,142						
1980	321,780	8,656	3,548	1,810,3	110,7	-	-	85,1	31,2	11,0	6,042	11,790	100,603						
1981	370,742	7,737	3,907	2,546,3	132,4	-	-	12,3	31,9	10,5	6,891	12,773	54.5						
1982	497,230	8,632	4,048	3,050,4	146,6	-	-	19,8	36,2	10,0	7,519	15,001	142,426						
1983	337,510	7,208	3,179	2,896,1	125,8	-	-	15,1	39,6	9,6	8,852	17,605	47.8						
1984	317,734	8,638	2,818	2,669,5	104,9	-	-	102,4	37,2	8,9	9,627	18,920	102,142						
1985	257,446	9,862	2,765	2,233,3	82,2	-	-	80,8	34,8	9,2	9,826	19,352	117,097						
1986	230,106	6,266	2,513	2,300,1	82,1	-	-	69,9	32,7	10,8	10,642	11,790	122,197						
1987	192,620	2,417	2,414	2,415,2	82,0	-	-	63,4	34,0	10,2	9,794	12,773	19,301						
1988	182,962	6,108	2,305	2,438,3	76,6	-	-	37,0	33,3	12,6	9,921	19,322	31.5						
1989	184,712	4,064	1,970	2,739,7	76,0	-	-	59,3	38,6	10,7	9,459	19,454	121						
1990	297,388	3,954	3,225	5,303,3	132,0	-	-	97,5	41,1	10,8	9,556	18,669	47,2						
1991	317,703	2,665	3,633	6,485,8	156,8	-	-	114,6	42,8	10,8	9,679	19,301	32,7						
1992	391,649	5,631	4,055	8,825,6	201,4	-	-	142,9	49,7	10,3	10,214	18,947	48.4						
1993	392,150	6,093	4,148	10,036,8	208,0	-	-	149,0	50,1	10,6	10,365	20,342	19,907						
1994	407,511	6,413	4,251	11,401,6	230,7	-	-	161,1	54,2	10,4	10,742	20,929	57,0						
1995	403,101	10,516	4,024	11,551,6	225,4	-	-	149,6	56,1	10,1	11,255	21,680	56,6						
1996	302,265	12,863	2,947	9,559,1	173,0	-	-	119,1	57,9	9,8	11,600	21,680	32,6						
1997	366,165	18,263	3,680	12,980,3	216,7	-	-	160,4	58,6	10,1	12,370	22,040	40,3						
1998	381,063	27,619	3,944	14,868,0	230,5	-	-	169,9	59,5	10,4	12,270	22,944	43.1						
1999	416,440	26,335	4,479	19,297,3	274,9	-	-	201,0	61,4	10,3	14,322	23,373	52.8						
2000	400,414	44,518	4,056	19,162,2	252,8	274,1	191,9	62,3	10,1	12,918	24,216	57,6							
2001	336,794	60,084	3,342	18,854,3	211,1	236,1	165,7	63,1	10,1	13,311	24,953	52,3							
2002	391,171	61,560	3,983	24,202,0	253,0	367,7	179,3	63,4	10,1	13,636	25,395	42.1							
2003	500,542	82,066	3,093	32,810,0	340,0	360,5	242,6	66,8	10,2	13,818	25,956	43.1							
2004	566,202	10,003	5,742	42,666,3	416,8	314,3	294,6	72,2	10,1	14,322	26,854	59,3							
2005	549,398	119,618	4,754	36,377,3	362,3	289,8	244,6	74,6	9,7	13,162	24,740	45,4							
2006	559,603	128,719	5,793	42,585,5	40,3	326,1	278,3	83,4	10,4	14,218	27,117	47.8							
2007	494,008	90,432	4,940	42,519,3	364,4	290,5	250,9	79,1	10,0	14,604	27,500	46,2							
2008	438,475	87,695	4,156	37,064,0	274,9	203,1	207,2	76,7	9,5	14,793	28,698	43.9							
2009	447,890	89,526	4,075	40,113,0*	349,3*	250,5*	226,5*	81,8	9,1	14,661	26,344	45.4							
2010	62,476	12,492	6,248	530,133,6*	525,927	412,2*	376,9*	160	14,14	1,014,17	1,125,212	55,021							

\*Revised

\*\* Provisional

Table 22

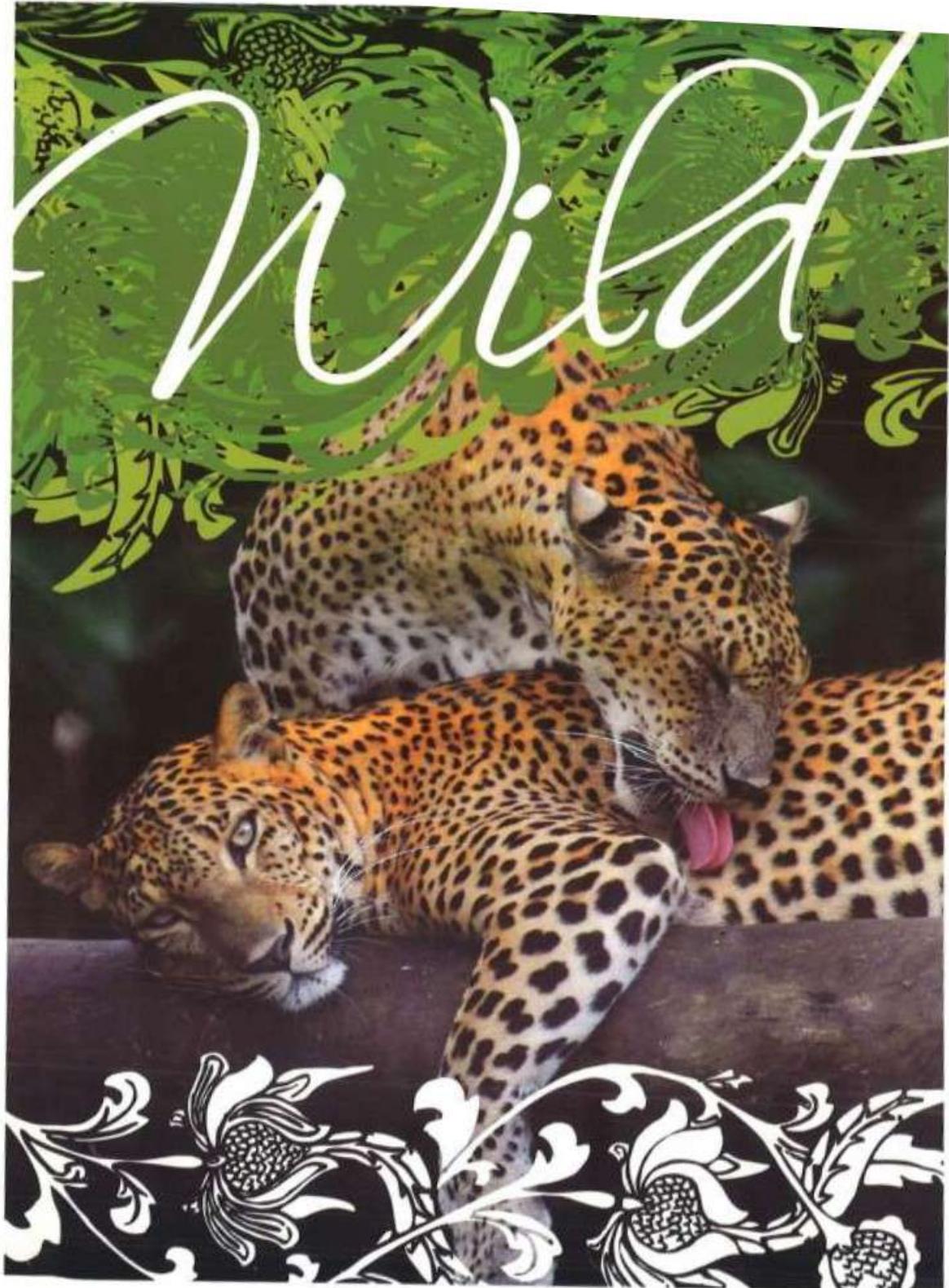
## Tourist Arrivals by Month - 1970 to 2010

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
1970	5,158	5,436	4,814	3,284	3,754	2,121	2,596	3,352	3,074	3,408	3,663	3,587	46,247
1971	5,931	6,370	5,166	1,539	952	961	1,897	2,467	1,881	2,585	4,003	5,702	39,654
1972	5,762	5,848	5,564	3,091	3,282	2,302	3,703	4,634	3,402	4,476	6,155	7,828	56,047
1973	9,386	8,343	7,875	5,468	4,168	3,246	5,919	6,680	4,184	5,977	7,137	9,505	77,888
1974	10,915	9,648	9,847	6,400	3,241	3,303	5,404	6,147	4,986	6,199	8,338	10,583	85,011
1975	11,740	10,388	11,158	5,890	5,587	4,787	5,925	8,565	5,287	7,622	11,271	14,984	103,204
1976	15,627	15,214	13,431	8,886	6,097	4,550	4,278	3,481	6,707	10,636	13,600	16,484	118,971
1977	17,369	18,064	18,216	9,893	7,602	5,536	9,881	11,129	7,594	11,541	17,106	19,536	153,665
1978	23,114	22,427	20,497	11,545	8,803	7,134	13,252	15,542	10,245	14,340	20,759	24,934	192,592
1979	28,366	25,226	25,472	18,847	13,042	10,674	16,801	20,203	14,798	19,376	25,743	31,616	250,164
1980	36,108	33,896	34,416	21,806	19,468	15,002	22,986	27,440	19,962	23,646	23,988	37,982	316,780
1981	45,168	39,384	38,376	28,568	21,643	16,836	28,266	32,788	24,086	27,030	29,512	39,086	370,742
1982	40,932	40,148	42,178	29,606	28,973	25,772	30,942	34,332	29,754	30,296	33,748	40,550	407,230
1983	49,104	44,098	44,710	32,556	32,850	24,350	25,132	8,430	10,050	16,410	20,570	29,350	337,530
1984	33,546	32,406	32,628	23,684	18,224	17,866	26,694	27,626	21,764	25,800	27,906	29,590	317,734
1985	28,814	27,012	29,886	19,778	14,014	11,092	18,362	20,138	15,242	18,176	23,218	31,724	257,456
1986	32,890	30,512	28,932	19,262	13,100	9,536	12,330	15,190	12,398	12,732	18,114	25,110	230,106
1987	25,446	23,714	22,838	16,238	8,204	7,650	10,200	11,408	10,072	12,146	14,188	20,516	182,620
1988	20,400	19,150	19,430	13,834	11,124	11,540	17,660	18,670	14,980	16,742	10,560	8,572	182,662
1989	12,962	12,344	16,032	12,312	12,750	11,630	15,194	17,220	14,264	15,050	18,948	26,026	184,732
1990	26,592	26,368	26,946	22,788	18,286	18,050	26,410	26,786	22,438	23,060	24,596	35,568	297,388
1991	28,932	28,010	27,153	20,541	17,745	17,394	30,645	28,824	24,762	25,173	28,272	40,182	317,703
1992	35,730	38,859	33,399	26,410	21,034	23,157	33,771	40,143	29,838	32,079	35,967	41,292	393,669
1993	42,726	40,316	37,953	29,589	22,368	20,412	32,904	32,796	27,495	30,621	35,103	40,167	392,250
1994	45,402	41,067	41,277	28,080	21,777	21,399	35,370	32,817	31,062	33,216	33,306	42,738	402,511
1995	45,987	42,591	40,074	33,756	24,672	22,416	35,994	35,814	30,828	30,603	32,001	403,101	
1996	30,957	29,550	26,442	20,376	17,655	19,668	25,380	24,765	23,211	23,511	24,921	35,829	303,265
1997	32,652	35,010	34,098	26,907	22,407	23,160	30,867	32,034	29,793	28,314	31,995	38,928	366,165
1998	37,224	35,283	32,256	25,578	20,394	22,470	29,529	31,446	31,653	31,767	38,421	45,102	391,061
1999	44,379	41,526	41,022	34,443	25,212	26,184	33,288	39,088	33,915	35,112	41,952	40,326	436,440
2000	43,311	43,287	40,110	33,642	23,404	21,825	33,267	34,422	31,035	26,658	32,469	36,584	400,414
2001	44,187	46,575	44,290	36,906	26,924	28,323	28,566	15,717	17,758	12,904	17,344	23,300	336,794
2002	28,296	31,683	33,084	27,057	26,661	26,355	35,742	35,475	32,982	36,258	37,395	42,183	393,171
2003	40,647	39,081	40,818	33,714	30,048	31,836	43,743	42,311	36,054	49,922	54,946	57,722	500,642
2004	49,950	43,584	38,418	30,672	30,162	32,119	50,525	48,675	51,525	59,442	64,971	66,159	566,202
2005	38,187	36,645	50,418	42,261	40,878	45,699	56,745	51,216	43,536	44,095	48,457	51,171	549,308
2006	52,103	52,687	54,746	49,776	43,825	44,066	55,354	52,931	38,485	38,815	37,591	39,224	554,603
2007	56,553	43,051	35,031	33,039	26,307	30,810	44,342	44,742	37,104	37,011	45,102	61,116	494,008
2008	56,916	40,551	38,049	29,747	31,140	27,960	32,982	30,672	29,529	35,103	36,901	48,925	438,475
2009	38,468	34,169	34,065	26,054	24,739	30,234	42,223	41,207	37,983	37,575	44,311	56,862	447,890
2010	50,757	59,300	52,352	38,800	35,213	44,210	63,339	55,898	47,339	52,370	72,251	84,623	654,476

Table 23

## Passenger Arrivals and Departures - 1977 to 2010

Year	Katarawak		Kankaraiheru		Ratmalana		Talaimannar		Other Ports		Total	
	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep
1977	187,537	204,188	5,057	8,777	44	10	31,125	22,388	1,182	1,470	224,925	238,842
1978	242,495	238,017	3,071	4,999			67,570	62,607	1,548	1,347	314,684	326,972
1979	302,450	325,717	-	-			69,181	66,610	1,367	1,636	374,728	395,946
1980	164,018	388,270	-	-			81,524	79,020	1,309	1,926	448,851	469,256
1981	493,819	562,421	-	-			82,003	72,900	1,549	2,426	578,221	637,677
1982	384,326	544,493	-	-			95,108	106,876	2,226	2,175	681,660	655,541
1983	557,776	334,217	-	-			70,402	93,168	1,552	2,277	631,540	629,652
1984	593,883	695,892	-	-			67,568	99,796	1,758	1,766	657,189	752,368
1985	543,397	585,213	-	-					1,927	1,735	545,324	586,948
1986	570,304	591,448	-	-					1,075	1,561	572,179	593,009
1987	512,289	548,409	-	-					1,797	1,533	514,096	549,941
1988	376,400	544,740	-	-					2,100	2,200	519,500	546,960
1989	552,169	563,027	-	-					1,493	1,298	551,682	564,313
1990	603,595	581,695	-	-					3,499	1,774	607,068	583,454
1991	646,869	712,073	-	-					2,706	2,366	649,575	714,439
1992	764,453	826,310	-	-					3,248	2,919	767,247	839,229
1993	813,533	823,841	-	-					3,551	3,114	817,096	826,975
1994	893,387	902,778	-	-					4,120	4,592	897,507	897,170
1995	912,977	946,109	-	-					5,897	8,109	918,774	954,214
1996	857,727	851,772	-	-					3,628	3,651	861,355	854,940
1997	904,712	916,397	-	-					3,793	3,578	906,505	919,975
1998	921,843	938,636	-	-					3,793	3,614	925,136	942,275
1999	970,311	977,066	-	-					3,845	3,114	973,906	980,180
2000	999,419	930,383	-	-					2,933	2,227	1,002,351	973,210
2001	971,621	962,589	-	-					2,942	2,587	974,563	965,268
2002	912,419	950,655	-	-					2,947	2,504	915,306	953,459
2003	1,140,687	1,033,864	-	-					1,512	1,729	1,142,219	1,104,593
2004	1,459,573	1,484,685	-	-					2,112	2,235	1,461,697	1,486,940
2005	1,360,237	1,395,327	-	-					1,930	1,560	1,362,147	1,397,797
2006	1,444,408	1,746,559	-	-					160	401	1,444,708	1,474,960
2007	1,529,930	1,565,241	-	-					198	211	1,530,268	1,565,552
2008	1,644,142	1,707,378	-	-					145	168	1,644,317	1,707,544
2009	1											



## TABLES & CHARTS

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PART H: REVENUE FROM TOURISM

## Part H: REVENUE FROM TOURISM

Conferences Held and Revenue Earned at Bandaranaike Memorial International Conference Hall (B.M.I.C.H.) - 1982 to 2010

Table 24

Year	Conference Status		No. of Delegates		Revenue in Rs'000
	National	International	Local	Foreign	
1982	121	26	-	2,356	3,086.6
1983	133	18	49,063	2,518	2,626.2
1984	141	10	51,012	3,645	3,511.2
1985	128	9	72,953	720	4,217.9
1986	114	8	72,446	2,461	3,009.2
1987	50	8	25,410	376	1,619.0
1988	42	4	13,850	156	1,264.3
1989	34	9	8,639	592	777.1
1990	31	7	12,145	2,011	1,201.3
1991	40	6	12,000	2,500	1,700.0
1992	127	33	69,601	5,248	13,939.3
1993	141	11	20,080	5,540	7,798.2
1994	105	9	35,080	1,730	4,906.7
1995	120	10	40,000	1,900	5,933.2
1996	152	16	58,000	1,300	5,411.2
1997	98	10	48,415	3,150	4,157.5
1998	101	5	49,475	1,550	6,039.4
1999	125	1	55,855	350	4,759.0
2000	134	4	54,110	600	6,685.5
2001	83	13	35,001	400	3,574.5
2002	577	6	285,545	1,005	46,244.7
2003	594	4	324,565	650	61,762.1
2004	642	4	432,510	1,550	70,700.5
2005	660	12	502,335	2,120	101,381.0
2006	804	17	916,845	2,560	120,490.4
2007	844	3	310,100	625	142,919.1
2008	758	3	294,870	475	137,504.4
2009	751	3	289,080	725	146,730.5
2010	442	1	175,980	200	133,426.7

Number of Foreign Visitors Visiting the Museums and Revenue from Sale of Tickets - 1984 to 2010

Table 25

Year	Total no. of foreign visitors	Collection in Rs.'000	Revenue from Sale of Tickets			
			No. of Foreign Tourists	Revenue (in Rs.)	No. of Domestic Tourists	Revenue (in Rs.)
1984	13,777	337.5				
1985	8,813	217.6				
1986	15,088	352.9				
1987	5,538	138.5				
1988	12,315	254.0				
1989	20,354	479.3				
1990	38,248	902.1				
1991	22,159	821.4				
1992	26,920	1,005.8				
1993	31,373	1,180.8				
1994	31,229	1,154.1				
1995	24,997	1,171.0				
1996	13,278	622.2				
1997	13,916	712.1				
1998	14,417	738.7				
1999	16,686	860.7				
2000	10,122	506.2				
2001	11,157	620.4				
2002	13,577	769.0				
2003	19,213	1,181.1				
2004	23,883	1,463.2				
2005	15,281	3,937.6				
2006	13,771	6,523.5				
2007	9,040	4,190.9				
2008	7,353	3,340.6				
2009	10,244	4,636.4				
2010	22,061	9,868.6				
			Total	22,061	9,316,800	401,819
						5,723,930

Source : Department of National Museum

**Number of Foreign Visitors Visiting the  
Cultural Triangle and Revenue from Sale of Tickets  
1986 to 2010**

Year	No. of Tourists	Collection in Rs. Million
1986	93,884	14.7
1987	76,645	13.7
1988	74,062	14.1
1989	79,683	19.2
1990	124,382	44.7
1991	132,641	69.6
1992	153,817	102.3
1993	148,913	149.6
1994	168,402	176.1
1995	166,661	168.7
1996	102,788	121.2
1997	144,517	186.0
1998	165,463	225.0
1999	207,398	300.5
2000	155,167	276.0
2001	129,201	222.0
2002	131,804	242.8
2003	212,521	403.3
2004	246,380	543.1
2005	110,443	284.7
2006	138,232	400.9
2007	104,583	279.8
2008	112,190	307.5
2009	109,404	402.8
2010	197,947	743.5

Source : Central Cultural Fund

Table 26

**Number of Visitors Visiting the Cultural Triangle and Income  
From Sale of Tickets - 2010**

No. of Visitors	Foreign		Domestic	
	Revenue (in Rs.)	No. of Visitors	Revenue (in Rs.)	No. of Visitors
197,947	743,494,243	590,940	21,138,055	

**Details of Foreign Visitors by Location - 2010**

Location	No. of Foreign Visitors	Revenue (in Rs.)
Round Tickets	72,531	405,675,658.00
Sigiriya	88,056	237,503,400.00
Alahana	30,804	83,783,850.00
Anuradhapura	3,386	14,817,125.00
Galle	3,115	1,683,135.00
Kataragama	55	31,075.00
<b>Total</b>	<b>197,947</b>	<b>743,494,243.00</b>

**Details of Domestic Visitors by Location - 2010**

Location	No. of Local Visitors	Revenue (in Rs.)
Sigiriya	389,615	16,906,725.00
Alahana	117,495	3,452,880.00
Anuradhapura	30,008	516,110.00
Galle	45,519	110,630.00
Kataragama	8,303	151,710.00
<b>Total</b>	<b>590,940</b>	<b>21,138,055.00</b>

**Number of Foreign Visitors to the  
Zoological Gardens and Revenue from Gate Fees  
1982 to 2010**

Year	No. of Tourists	Collection in Rs.'000
1982	83,001	2,374
1983	66,185	1,873
1984	57,906	1,686
1985	46,309	1,349
1986	38,008	1,117
1987	16,863	661
1988	20,648	806
1989	23,898	941
1990	93,949	4,374
1991	110,458	6,361
1992	156,968	9,283
1993	173,628	10,274
1994	186,175	11,479
1995	189,043	11,448
1996	130,237	9,222
1997	175,984	15,128
1998	191,123	18,846
1999	233,968	23,068
2000	204,681	29,215
2001	150,353	22,249
2002	147,329	30,204
2003	217,930	42,297
2004	252,445	119,547
2005	135,006	61,419
2006	178,902	82,655
2007	155,310	133,318
2008	153,934	134,286
2009	149,833	201,659
2010	249,556	410,097

\* Details are given below

**Revenue By Location - 2009 & 2010**

Table 27

Location	Year	Domestic Tourism		Foreign Tourism		Total	
		Number	Revenue	Number	Revenue	Number	Revenue
Dehiwala	2009	1,690,854	Rs27,300,780	11,533	Rs13,452,000	1,702,387	Rs40,752,780
	2010	1,677,775	Rs28,171,320	17,197	Rs20,698,750	1,694,972	Rs48,869,870
Pinnawala	2009	381,799	Rs27,349,190	138,300	Rs188,207,125	520,099	Rs215,356,315
	2010	400,029	Rs29,342,130	229,359	Rs399,398,500	629,388	Rs418,740,630
Total	2009	2,072,653	Rs154,649,970	149,833	Rs201,659,125	2,222,486	Rs356,309,095
	2010	2,077,804	Rs157,513,250	246,356	Rs410,097,250	2,324,360	Rs567,610,500

**Ticket Rates**

Local	Rs.100.00	Adult
	Rs.30.00	Child
	Rs.20.00	School Child
Foreigners	Rs.2,000.00	Adults
	Rs.1,000.00	Child
SAARC Foreigners	Rs.500.00	Adults
	Rs.250.00	Child

Table 28

**Revenue from Foreign Visitors Visiting the  
Botanical Gardens - 1981 to 2010**

Year	Peradeniya	Hakgala	Gampaha	Total Revenue in Rs.'000
1981	2,472.1	304.6	2.4	2,779.1
1982	2,525.9	329.2	2.1	2,857.2
1983	2,016.4	154.8	2.2	2,173.4
1984	2,000.3	122.2	2.5	2,125.0
1985	1,641.2	85.4	1.8	1,728.4
1986	1,468.1	97.0	1.4	1,566.5
1987	1,164.5	62.6	1.4	1,228.5
1988	1,019.1	58.0	1.2	1,078.3
1989	1,873.1	77.5	4.9	1,955.5
1990	4,068.3	209.0	5.7	4,283.0
1991	5,799.2	372.8	12.7	6,184.7
1992	8,981.2	584.0	19.3	9,584.5
1993	9,608.8	634.9	23.4	10,267.1
1994	18,477.5	1,037.4	36.0	19,550.9
1995	23,922.2	1,227.9	49.1	25,199.2
1996	16,082.6	689.1	28.1	16,799.8
1997	20,931.5	866.5	36.3	21,834.3
1998	25,481.6	1,211.1	5.3	26,698.0
1999	31,160.3	1,428.7	45.9	32,634.9
2000	28,066.6	1,357.0	37.2	29,460.8
2001	20,250.0	940.0	36.4	21,226.4
2002	25,348.2	962.9	34.4	26,345.5
2003	55,711.3	2,154.2	53.9	57,919.4
2004	68,010.3	2,613.3	80.4	70,704.0
2005	104,272.0	6,136.0	23.1	32,605.2
2006	42,500.7	1,642.7	66.8	44,210.2
2007	64,257.0	2,202.3	100.2	66,559.5
2008	66,515.7	2,513.4	90.3	69,319.4
<sup>1</sup> 2009	68,838.3	3,353.4	75.0	72,266.7
<b>2010*</b>	<b>117,223.8</b>	<b>5,825.4</b>	<b>112.8</b>	<b>123,162.0</b>

\* Details are given below

**Details by Location - 2010**

	Foreign Tickets		Local Tickets		Total Revenue (in Rs.)
	No. of Foreign Tourists	Revenue (Rs.)	No. of Domestic Tourists	Revenue (Rs.)	
<b>2010</b>					
Peradeniya	200,468	117,223,800	1,089,282	26,429,585	143,653,385
Hakgala	10,287	5,825,400	458,696	10,664,080	16,489,480
Gampaha	194	112,800	153,431	4,200,530	4,313,330
Total	210,949	123,162,000	1,701,409	41,294,195	164,456,195

Table 29

**Revenue from Foreign Visitors Visiting the Wild Life Parks  
1986 to 2010 (in Rs.'000)**

Year	Yala National Park	Wilpattu National Park	Kumana Bird Sanctuary	Udawalawa National Park	Others*	Total Revenue In Rs.'000
1986	641.1	-	-	-	-	641.1
1987	373.7	-	-	17.6	-	391.3
1988	226.7	-	-	11.0	49.4	287.1
1989	365.4	-	-	2.7	65.0	433.1
1990	1,151.6	-	-	3.6	-	1,155.2
1991	1,511.6	-	-	9.5	214.7	1,735.8
1992	2,700.9	-	-	207.3	456.2	3,364.4
1993	10,803.8	-	-	829.2	1,824.9	13,457.9
1994	21,613.4	-	-	5,529.1	2,224.0	29,366.5
1995	21,595.8	-	-	3,905.1	13,037.8	38,538.7
1996	15,196.9	-	-	2,928.7	9,776.1	27,901.7
1997	12,138.6	-	-	10,642.1	11,708.5	34,489.2
1998	8,918.7	-	-	13,626.4	18,681.0	41,226.1
1999	20,420.1	-	-	18,098.6	17,454.1	55,972.8
2000	25,417.8	-	-	15,876.9	18,857.8	60,152.5
2001	25,183.4	-	-	10,940.6	18,266.0	54,390.0
2002	25,802.4	-	-	14,813.7	17,920.4	58,536.5
2003	46,480.0	230.0	-	22,780.0	32,744.0	102,234.0
2004	48,413.9	522.3	274.6	29,647.2	34,944.0	113,802.0
2005	23,945.8	734.9	75.9	16,205.3	21,729.9	62,691.8
2006	45,411.8	366.4	82.1	23,514.4	30,176.2	99,550.9
2007	30,247.9	-	-	20,316.5	35,168.9	85,733.3
2008	27,707.4	-	-	18,223.5	38,488.7	84,419.6
2009	50,221.2	-	-	9,864.3	43,907.5	103,993.0
2010	123,890.1	1,503.6	445.8	22,719.5	79,731.3	227,249.2

\* Details are given below

**Details by Location - 2010**

Location	Foreign Tickets		Local Tickets		Total No. of Visitors	Total Revenue (in Rs.)
	No. of Visitors	Revenue (in Rs.)	No. of Visitors	Revenue (in Rs.)		
1. Yala National Park	73,580	123,850,107.50	179,965	10,274,270.00	253,545	134,124,377.50
2. Wilpattu National Park	912	1,503,635.00	16,156	876,140.00	17,068	2,379,775.00
3. Kumana National Park	400	445,750.00	19,201	820,516.00	19,601	1,266,266.00
4. Udawalawa National Park	15,560	22,718,483.00	46,752	2,536,968.00	62,312	25,255,451.00
5. Horton Plains National Park	21,846	36,646,400.48	144,892	7,763,760.00	166,738	44,410,160.48
6. Bundala National Park	3,703	4,783,437.00	5,920	228,700.00	9,623	4,412,137.00
7. Wasgamuwa National Park	451	443,500.00	19,916	726,380.00	20,367	1,169,880.00
8. Minneriya National Park	13,479	22,602,970.00	26,714	1,604,320.00	40,193	24,207,290.00
9. Kauchchil National Park	13,085	14,679,537.50	16,731	652,670.00	29,816	15,332,207.50
10. Lunugamvehera National Park	20	21,582.50	3,601	140,780.00	3,621	162,362.50
11. Gal Oya National Park	32	17,055.00	1,480	69,110.00	1,512	86,165.00
12. Horagolla National Park	1	1,145.00	3,752	104,760.00	2,753	105,905.00
13. Maduru Oya National Park	0	-	23	5,600.00	23	5,600.00
14. Angammedilla National Park	0	-	1,712	65,890.00	1,712	65,890.00
15. Galwewiyala National Park	129	135,636.00	1,271	47,590.00	1,400	183,226.00
16. Lahugala National Park	0	-	179	6,780.00	179	6,780.00
Total	143,198	227,249,238.98	487,265	25,924,234.00	630,463	253,173,472.98

Table 30

**Revenue from Embarkation Tax  
1976 to 2010**

Year	Total Amount in Rs'000
1976	1,189.7
1977	3,170.5
1978	4,814.8
1979	9,588.3
1980	29,811.1
1981	34,577.1
1982	36,363.4
1983	29,742.1
1984	29,007.9
1985	25,745.6
1986	46,021.2
1987	36,421.2
1988	37,201.2
1989	53,861.0
1990	99,020.3
1991	130,943.1
1992	177,151.1
1993	196,125.0
1994	203,755.5
1995	201,550.5
1996	151,132.5
1997	183,082.5
1998	190,531.5
1999	218,220.0
2000	200,207.0
2001	269,268.0
2002	393,171.0
2003	500,646.0
2004	566,202.0
2005	823,962.0
2006	839,404.5
2007	741,012.0
2008	738,821.9
2009	766,266.7
2010	1,000,080.0

Table 31

**Public Sector Revenue from Tourism (In Rs. Million) 2008 - 2010**

Source of Revenue	2008	2009	2010
Tourism Development Levy	344.5	405.2	516.9
Tourism Development Authority Income	34.8	48.9	54.8
Embarkation Tax on Foreign Tourists	738.8	766.3	1,000.1
Cultural Triangle	307.5	402.8	743.5
Botanical Gardens	69.1	72.3	123.2
Zoological Gardens	134.3	201.7	410.1
Wild Life Parks	84.4	103.9	227.2
Museums	3.3	4.6	9.9
BMICH	137.5	146.7	133.4
<b>Total</b>	<b>1,854.2</b>	<b>2,152.4</b>	<b>3,219.0</b>

## DEFINITIONS OF TERMS AND SOURCES OF INFORMATION

### SECTION III

#### Definitions of Terms and Sources of Information

##### 1. DEFINITIONS OF TERMS

###### (a) Visitor/Tourist Excursionist:

In March 1993, the U.N.O. Statistical Commission adopted a set of recommendations for tourism statistics prepared by the World Tourism Organization (W.T.O) as a follow-up to the Ottawa International Conference for Travel and Tourism Statistics, held in June 1991. These recommendations have been followed in this report for defining "International Visitor", "International Tourist" and "International Excursionist."

The definitions are:

- i. The term "International Visitor" refers to any person who, travels to a country other than that in which he/she has his/her usual residence, but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.
- ii. The term "International Tourist" (overnight visitor) is an International Visitor who, stays at least one night in a collective or private accommodation in the country visited.
- iii. The term "International Excursionist" (same day visitor) refers to an International Visitor, who does not spend the night in a collective or private accommodation in the country visited.

To clarify further the following are excluded from the definition of "International Visitor":

1. All persons arriving with a specific purpose of engaging themselves in gainful occupation or to establish residence in Sri Lanka irrespective of their length of stay.
2. Diplomatic personnel.
3. Crews of ships and aircraft even if they stay for one night or more.

4. Dependents of temporary immigrants and children below 3 years.

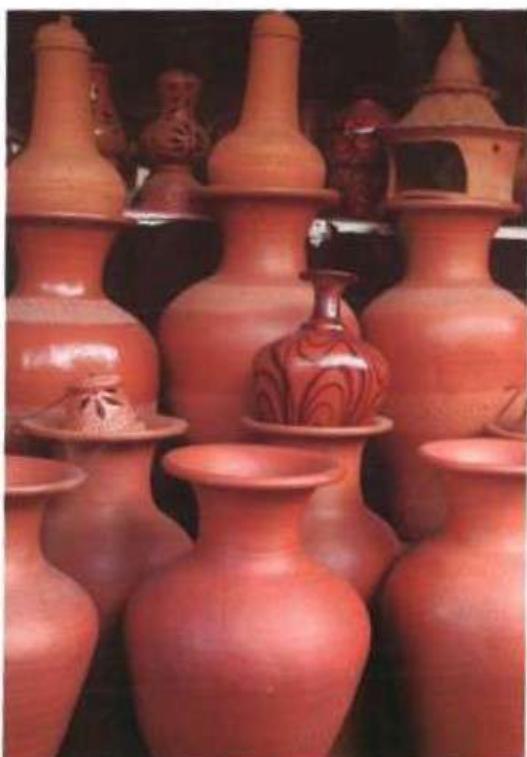
In this report the term "Visitor", "Tourist" and "Excursionist" are used for "International Visitor", "International Tourist" and "International Excursionist" respectively. In Sri Lanka's tourism statistics, excursionists consist almost exclusively of passengers on sea cruises, who come on shore for purposes of sightseeing, shopping, etc. while the ship is in harbour.

###### (b) Tourist Arrivals:

Every single visit (or entry) of a tourist to the country either in the course of the same trip or in the course of different trips is counted as an arrival, provided the visit (or entry) lasts at least one night in the country (N.B. those who do not cross the frontiers are not regarded as visitors).

###### (c) Tourist Night:

A night spent in Sri Lanka by a tourist in any type of immobile accommodation.



**(d) Guest Night:**

A night spent in a Tourist Hotel, Rest-House or Guest-House approved by the Sri Lanka Tourist Board, as being suitable for occupation by foreign visitors.

**(e) Tourist Hotels (Graded Establishments):**

All Tourist Hotels, which are reckoned to be up to international standards of operation.

**(f) Supplementary Accommodation:**

All Guest-Houses, Rest-Houses, Inns, Youth Hostels etc., which are approved by the Sri Lanka Tourist Board as being suitable for occupation by foreign visitors.

**(g) Official Receipts:**

Official Receipts constitute the foreign exchange purchases and acceptances by authorized dealers and commercial banks from foreign visitors either directly or indirectly.

Monthly returns on foreign exchange purchases and acceptances obtained from the authorized dealers and the commercial banks.

**(g) Employment Statistics:**

Annual Surveys conducted by the Sri Lanka Tourist Board among all registered Tourist Establishments; viz. Accommodation and Catering Establishments, Travel and Transport Agencies, Recreational Clubs, Tourist Shops, Airlines and National Tourist Organizations.

**(h) Statistics of Tourist Prices:**

Price data collected from a sample of tourist establishments.

## **2. SOURCES OF INFORMATION**

**(a) Tourist Statistics:**

Embarkation and Disembarkation cards filled by the foreign visitors.

**(b) Excursionist Statistics**

Passenger arrival reports compiled by the Immigration Department.

**(c) Accommodation Statistics:**

Monthly reports obtained by the Sri Lanka Tourist Board from the registered accommodation establishments.

**(d) Passenger Statistics:**

Passenger arrival and departure reports compiled by the Immigration Department.

**(e) Air Traffic Statistics:**

Quarterly returns obtained by the Sri Lanka Tourist Board from the scheduled airlines, which operate flights to Sri Lanka.

**(f) Statistics on Official Tourist Receipts:**



## LIST OF RESEARCH PUBLICATIONS OF THE SRI LANKA TOURIST BOARD

Title of the Report	Year of Publication	No. of Pages
Report on the Survey of Foreign Visitors (July 1967 to March 1968)	Volum I	50
	Volum II	30
Travel Industry Survey	1969	92
Quarterly Review of Tourism Statistics	1969	
Report of the Charter Tourist Survey	1-4 Quarter	74
Ceylon Tourist Board Quarter Review of Statistics-1 Quarter	Jan-Apr 1970	38
Ceylon Tourist Board Quarter Review of Statistics-1 Quarter	1970	95
Survey of Foreign Tourists to Sri Lanka	1971	85
Ceylon Tourist Board Quarter Review of Tourism Statistics-1 Quarter	Jan-Dec 1972	40
Ceylon Tourist Board Quarter Review of Statistics	1972	90
1 Quarter	1973	18
2 Quarter	1973	23
Ceylon Tourist Board Quarter Review of Statistics-1 Quarter	1974	16
Report of the AD HOC committee on expansion of tourist accommodation	Aug 1976	23
Tourism in Sri Lanka - A Review of Performance	1977	15
Report of the Census of the Unauthorised Establishments providing facilities to tourists in Sri Lanka	1983	37
The United Kingdom - A market profile	Dec 1983	17

Title of the Report	Year of Publication	No. of Pages
Italy Market Study	1983	18
Market Intelligence News Release		
No. 1	Jan 1983	
No. 2	Feb 1983	
No. 3	May 1983	
No. 4	June 1983	
No. 5	July 1983	
No. 6	Aug 1983	
No. 7	Sep/Oct 1983	
No. 8	Nov/Dec 1983	
Survey of Departing Foreign Tourists from Sri Lanka	Feb-Apr 1983	54
The Middle East Region - A Market Profile	Feb 1984	54
Market Intelligence News Release Vol. II (No. 1 to 10)	Jan/Dec 1984	115
Airport Survey of German, French & UK Tourists	Dec 1987	24
Japan Outbound - A Market Profile	Nov 1988	29
Report of the Census of Unauthorised Establishments providing tourist services in Hikkaduwa	Apr/May 1988	39
Report of the Census of Unauthorised Establishments providing tourist services in Negombo	August 1988	21
The Federal Republic of Germany - A Market Profile	May 1989	31
Korea Outbound - A Market Profile	May 1989	21
Performance of the Hotel Sector in Winter 1990/91	Sep 1991	16
Survey of Foreign Tourists -1991/92	March 1993	32
Korea Outbound 1995	June 1995	6
India Outbound 1995	July 1995	8
Survey of Departing Foreign Tourists from Sri Lanka	July-November 2000	45
Tourism Update - Market Intelligence Report (Vol. I)	Jan-Dec 2001	174
Hotel Industry Study 1999/2000	2001	42
Tourism Update-Market Intelligence Report (Vol. II)	Jan-Dec 2002	104
Hotel Industry Study 2000/2001	2002	51
Report on Eco-tourism Seminar- 2002	September 2002	128
Seminar Report on "How Tourism could help to Reduce Poverty, Create Jobs & Contribute to Social Harmony"	September 2003	39
Survey of Departing Indian Foreign Tourists from Sri Lanka April-June 2003	2003	60
Hotel Industry Survey 2002/2003	2003	51
Survey of Departing Foreign Tourists from Sri Lanka	July 2005-Feb 2006	35
Survey of Departing Foreign Tourists from Sri Lanka	Sep 2008-Feb 2009	100



Strategic Planning & Research Division  
Sri Lanka Tourism Development Authority  
P. O. Box 1504  
No.80, Galle Road, Colombo 03  
Sri Lanka

Tel/Fax: +94-11 2380943  
E-mail: [research@srilanka.travel](mailto:research@srilanka.travel)  
Web: [www.sltda.gov.lk](http://www.sltda.gov.lk)