



TOURISM SRI LANKA
VOLUME 2

AUGUST
2020

HIGHLIGHTS OF 2019 / 2020 (JUNE)

- Highlights of 2019 / 2020 (June)

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HIGHLIGHTS OF 2019 / 2020 (JAN ~ JUNE)



Tourist Arrivals - 2019

1.91 Mn

Tourist Arrivals - 2020 (up to June)
0.57 Mn



Tourism Revenue - 2019

3.6 USD Bn

Tourism Revenue - 2020 (1 Qtr)
0.95 USD Bn



Hotel Occupancy - 2019

57.09%

Hotel Occupancy -2020 (1 Qtr)
52.02%

Highlights

- ❖ E-Ticketing system for Yala National Park launched to minimize the congestion caused by the local and foreign tourists entering the Park.
- ❖ SLTDA and BOI signed a memorandum of understanding (MoU) to enhance the cooperation between the two agencies to reduce time and costs for foreign and domestic investors by streamlining the SLTDA and BOI investment approval processes.
- ❖ As one of the relief measures due to the effects of COVID-19 on the tourism industry, the annual fee for guide licenses of all four categories - National, Chauffeur, Area and Site Guides was waived off for the year 2021
- ❖ A 24/7, tourists and expatriate support center, 1912 was established
- ❖ Operational guidelines drafted for the Tourism Industry on preparedness and response to COVID-19 outbreak was shared among tourism stakeholders for comments.
- ❖ The annual registration fee of all tourist establishments and individuals listed under SLTDA is waived off for one year as a part of relief and support to revive the tourism sector impacted by COVID-19 pandemic
- ❖ The version 1 of the Sri Lanka Tourism Operational Guidelines with Health Protocols was presented to the industry

HIGHLIGHTS OF 2019 / 2020 (JAN ~ JUNE)

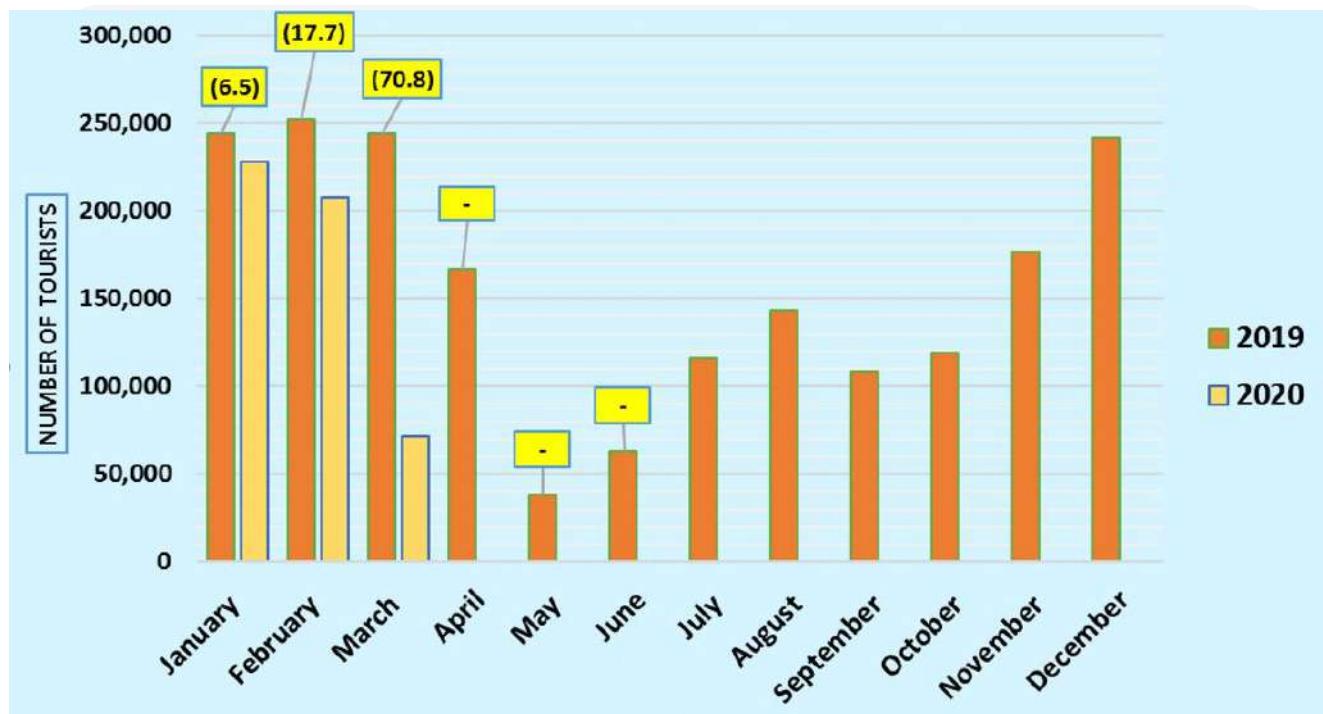
- ❖ Sri Lanka's first underwater museum was opened in Galle under the supervision of Sri Lanka Navy.
- ❖ Sri Lanka Tourism virtually hosted the World Tourism Organization (UNWTO)'s 32nd Asia and the Pacific Joint Commission Meeting
- ❖ Ministry of Tourism & Aviation and Sri Lanka Tourism Development Authority (SLTDA) in collaboration with the UNDP Sri Lanka organized a high-level meeting with the development partners to discuss Sri Lanka's roadmap towards building a more resilient and safe tourism sector in Sri Lanka.
- ❖ COVID-19 safety standard compliance certification was opened to all accommodation providers and travel agents registered with SLTDA
- ❖ Sri Lanka Tourism to support SMEs and product development with EU funding. Support includes, One-time cash handouts to small and medium hotels, Upskilling employees in soft skills, sanitary standards, business management, programmed with SME/homestays to develop nature and community-based products through a small grant program, Wellness sector – product development, branding, marketing and certification of wellness resorts focusing on Ayurveda and Hela Wedakama.
- ❖ BBC collaborates with Sri Lanka Tourism to revive Tourism Sector. The campaign was launched in June 2020 with a coverage of 375 spots on 30-second commercials for a period of one month and was aired in South Asia, Asia Pacific, Middle East, North America and Europe news feeds of the BBC Network, (both Digital and TV)
- ❖ SLTDA creates provisional licensing to assist SME's enabling them to seek COVID-19 health certification to host tourists in the future.

HIGHLIGHTS OF 2019 / 2020 (JAN ~ JUNE)

- ❖ All-inclusive Sri Lanka Tourism app is now ready and awaiting authorization from the Immigration and Emigration Department to be linked with the online visa process. Version Zero of the travel app is being developed with funding from the UNDP and it will be upgraded to allow tourists to have all the necessary information required to get around the island.
- ❖ Sri Lanka receives Safe Travels Stamp from World Travel & Tourism Council.
- ❖ Sri Lanka Tourism partnered with the Australian Aid programmed through S4IG - Skills for Inclusive Growth to implement a Pandemic Preparedness course targeting the SMEs of the hospitality industry.

TOURIST ARRIVALS TO SRI LANKA

CHART 01 : Arrivals by Month - January to June 2020



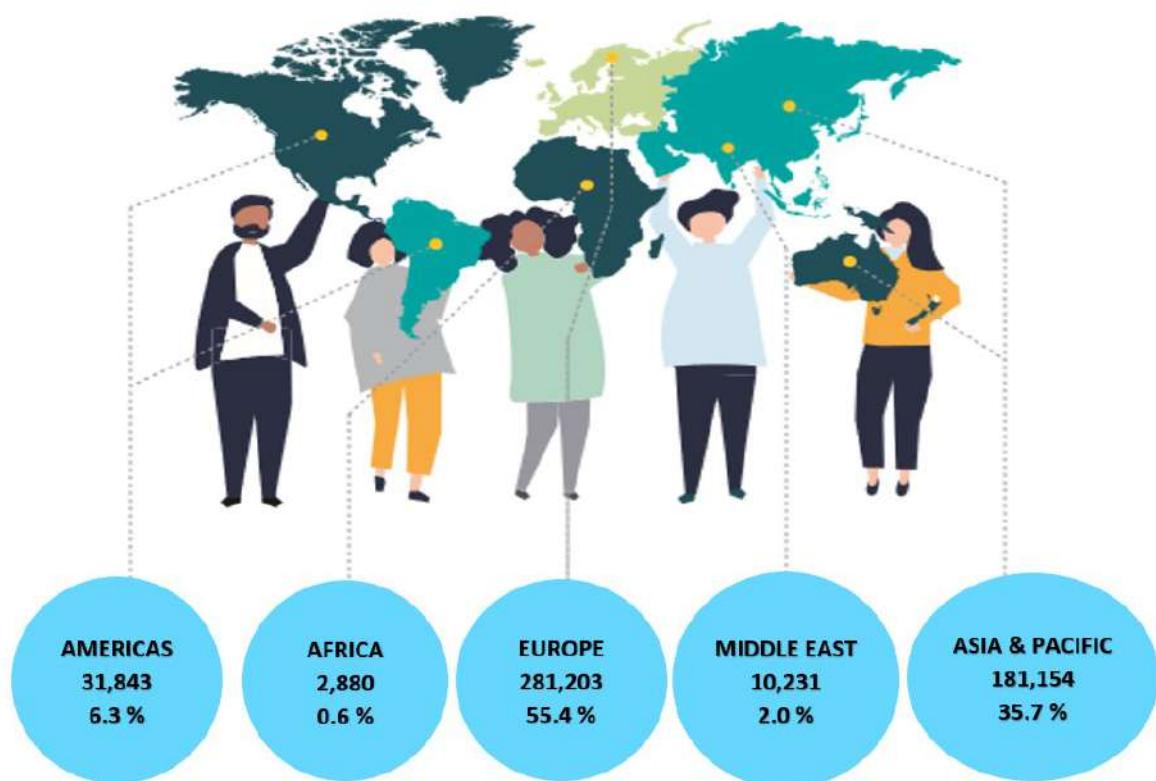
Month	2019	2020	% change 2020/19
January	244,239	228,434	(6.5)
February	252,033	207,507	(17.7)
March	244,328	71,370	(70.8)
April	166,975	0	-
May	37,802	0	-
June	63,072	0	-
July	115,701		
August	143,587		
September	108,575		
October	118,743		
November	176,984		
December	241,663		
Total (Up to June)	1,008,449	507,311	(49.7)
Total	1,913,702		

TOURIST ARRIVALS TO SRI LANKA

An analysis of monthly arrivals reveals that the first three months of 2020 showed a negative growth in arrivals and subsequent to the Easter attacks in April 2019 the percentage changes have recorded minus figures.

ARRIVALS BY REGION

FIGURE 1 : Arrivals by Region



AMERICAS

- North America
- Caribbean
- Central America
- South America

AFRICA

- North Africa
- Sub-Saharan Africa

EUROPE

- Northern Europe
- Western Europe
- Central/ Eastern Europe
- Southern Medit. Europe

MIDDLE EAST

- Middle East

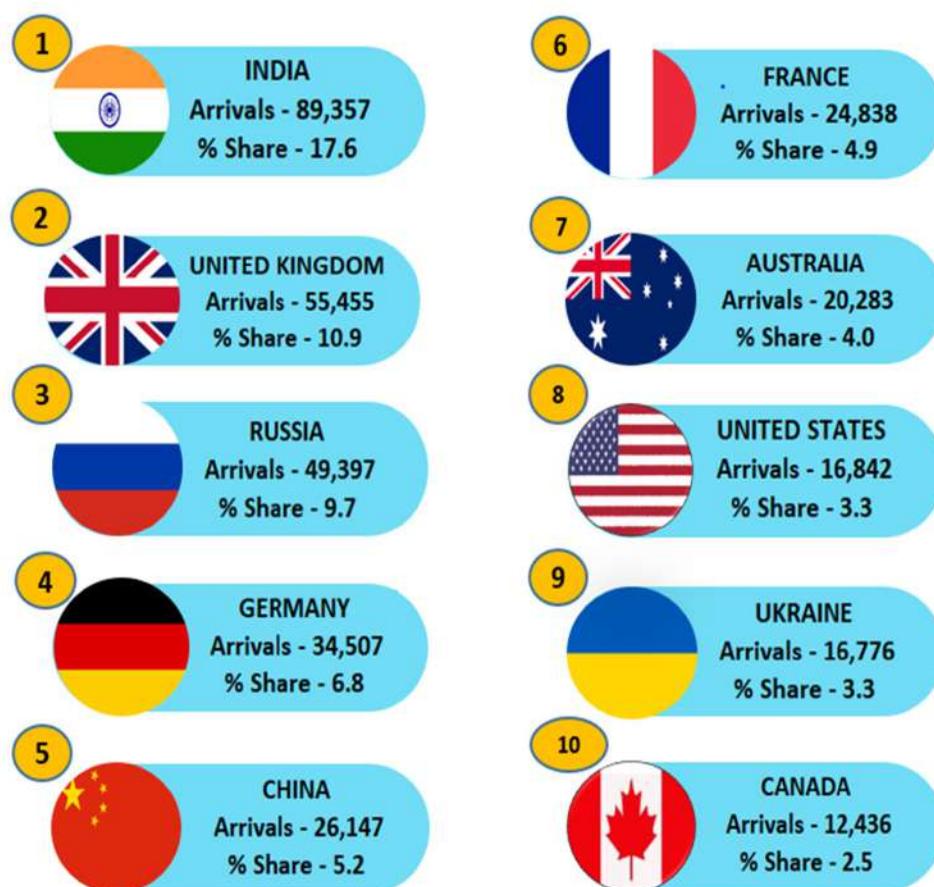
ASIA PACIFIC

- North East Asia
- South East Asia
- Oceania
- South Asia

TOURIST ARRIVALS TO SRI LANKA

- ❖ Europe continues to be the largest source of tourist traffic to Sri Lanka recording a share of 55.4%.
- ❖ Asia pacific is the second major source market with a share of 35.7 %.
- ❖ America recorded a share of 6.3% while Middle East and Africa recorded shares of 2.0 % and 0.6% respectively.

FIGURE 2 : Top Ten Markets



TOURIST ARRIVALS TO SRI LANKA

India, United Kingdom, Russia, Germany and China were Sri Lanka's top five international tourist

generating markets in the period from January to June this year.

India was the largest source of tourist traffic to Sri Lanka with 17.6 % of the total traffic received in above period.

United Kingdom accounted for 10.9 % of the total traffic; while Russian Federation, Germany and China accounted for 9.7 %, 6.8 % and 5.2 % respectively.

Comparing the top ten markets, the effect of the outbreak of COVID 19 is clearly evident as all countries have recorded a decline in arrivals except Russia. It is noteworthy that China has recorded the highest decline of 73.2%.

TOURIST ARRIVALS FROM POPULAR TOURIST SOURCE MARKETS

It is important to understand the trend from tourist source markets to plan for the future.

A comparison of tourist arrivals from the consecutive years of 2016, 2017, 2018, 2019 and 2020 up to June reveals that the total arrivals have gradually increased with varying degrees up to 2018 while declining rates of 18% and 49.7% have been recorded for the years of 2019 and 2020 (up to June) respectively. Growing purchasing power and demand for travel coupled with increased air connectivity and enhanced visa facilitation could be the driving forces behind the overall growth in arrivals till 2018. On the other hand, world economic slowdown, rising geo political challenges, uncertainty about Brexit and lower business confidence could be the factors that negatively affected the arrivals around the globe. With the outbreak of COVID 19 in December in Wuhan, the travel and tourism industry encountered an unprecedented disruption bringing destinations and source markets worldwide to a standstill position.

The total number of international tourists' arrivals to Sri Lanka from January to June was 507,311. With the termination of all passenger flights and ship arrivals from 18th March 2020 no tourist arrivals have been recorded. Total tourist arrivals recorded from January to June 2019 was 1,008,449 and this is a decline of 49.7% in comparison to the same period in 2020. Globally, international tourist arrivals have recorded a decrease of 56% in the first five months of 2020 over the same period of last year. Following the travel restrictions in the month of May international arrivals have declined to 98% globally. (UNWTO Barometer, Vol.18 Issue 4)

TOURIST ARRIVALS TO SRI LANKA

Rank	Country of Residence	2016	2017	2018	2019	2020 (Jan - June)
1	India	356,729	384,628	424,887	355,002	89,357
2	United Kingdom	188,159	201,879	254,176	198,776	55,455
3	China (PR)	271,577	268,952	265,965	167,863	26,147
4	Germany	133,275	130,227	156,888	134,899	34,507
5	Australia	74,496	81,281	110,928	92,674	20,283
6	France	96,440	97,282	106,449	87,623	24,838
7	Russia	58,176	59,191	64,497	86,549	49,397
8	United States	54,254	57,479	75,308	68,832	16,842
9	Maldives	95,167	79,371	76,108	60,278	9,407
10	Canada	44,122	46,896	52,681	48,729	12,436
11	Netherlands	41,373	51,148	57,160	38,993	8,656
12	Italy	29,791	31,428	38,379	36,147	8,603
13	Ukraine	31,302	32,346	36,515	35,051	16,776
14	Japan	43,110	44,988	49,450	30,079	6,644
15	Switzerland	26,282	28,402	33,965	29,981	6,389
16	Spain	19,425	22,361	29,208	24,489	3,385
17	Sweden	21,589	24,275	28,267	22,464	7,061
18	Poland	14,432	15,346	20,378	20,896	11,908
19	Czech Republic	17,858	15,712	17,600	19,204	7,599
20	Denmark	18,097	18,647	19,223	16,869	4,905
21	Malaysia	24,727	26,414	22,808	16,861	3,494
22	Saudi Arabia	38,836	35,481	34,703	15,707	4,755
23	Belgium	14,387	14,616	17,519	14,948	3,371
24	Israel	10,391	11,080	13,833	14,770	3,556
25	Austria	16,995	17,466	19,320	14,713	4,300
26	Pakistan	29,965	31,815	19,116	14,655	3,065
27	Philippines	12,747	16,845	19,303	14,590	4,249
28	Singapore	19,033	19,457	19,861	13,871	2,545
29	Norway	12,790	14,159	17,217	13,446	3,019
30	New Zealand	9,045	10,332	13,825	12,463	2,324
31	South Korea	14,520	15,963	15,748	12,195	2,499
32	Thailand	9,462	10,828	9,178	9,861	1,880
33	Bangladesh	17,098	15,510	10,487	8,261	1,986
34	Ireland	7,912	9,806	10,830	8,254	2,294
35	South Africa	5,208	5,726	7,416	7,132	1,364
36	Taiwan (P.C.)	6,252	7,636	8,187	7,127	1,985
37	Finland	6,682	7,334	8,888	7,028	2,298
38	Greece	6,146	5,651	7,778	6,980	1,573
39	Romania	4,189	4,652	5,931	5,463	1,724
40	Nepal	12,838	5,144	5,302	5,414	1,384
41	Portugal	3,931	5,060	5,933	5,193	1,602
42	Turkey	3,874	4,609	4,262	4,972	2,121

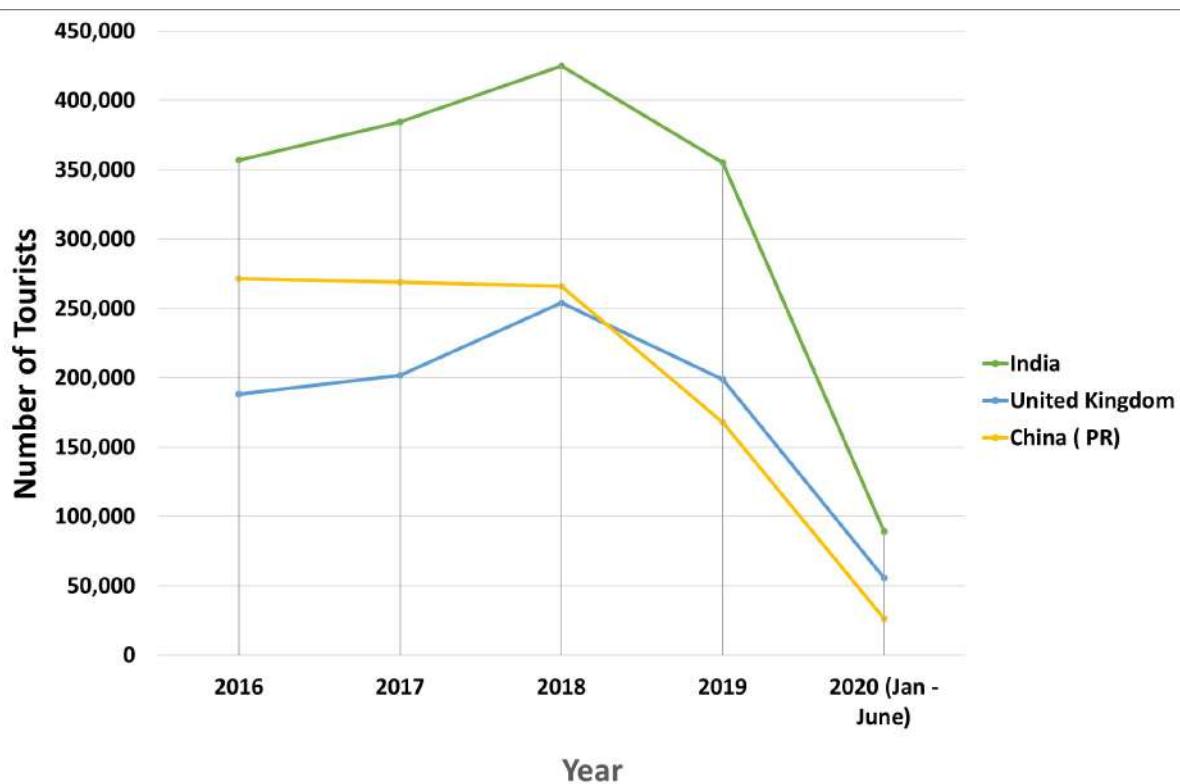
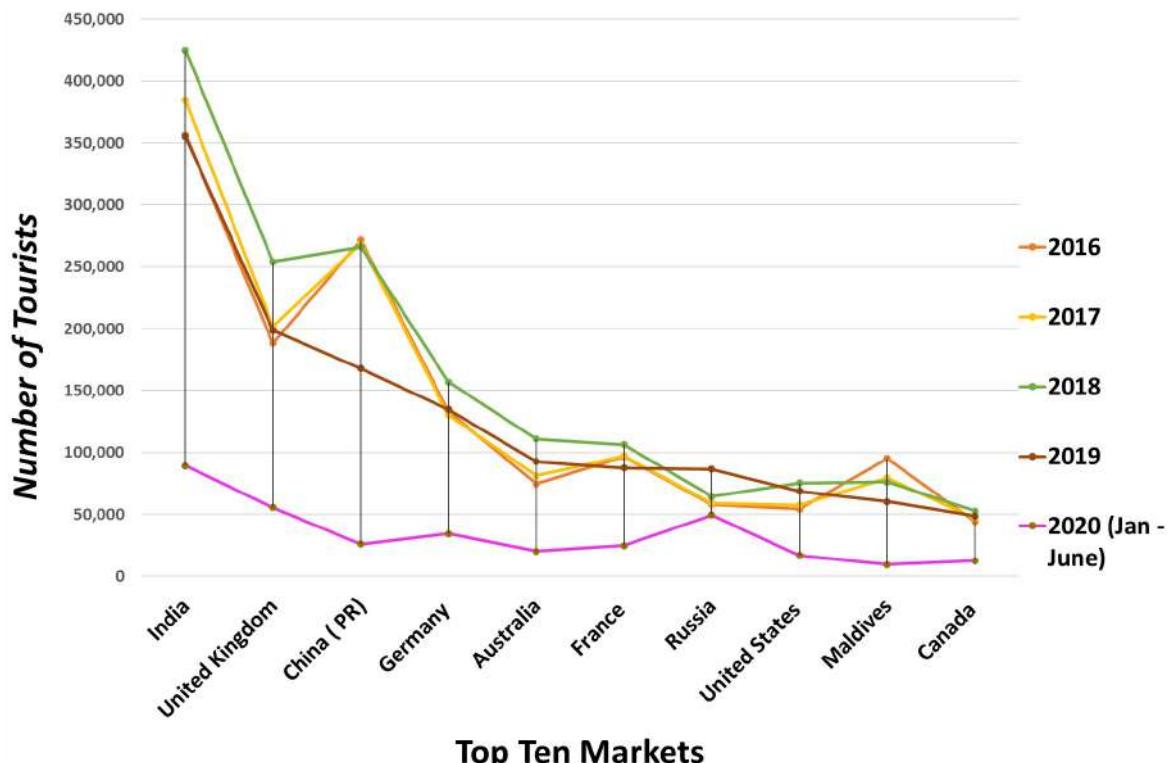
TOURIST ARRIVALS TO SRI LANKA

Rank	Country of Residence	2016	2017	2018	2019	2020 (Jan - June)
43	Slovakia	5,550	6,579	5,289	4,944	1,513
44	Indonesia	16,047	25,806	5,365	4,919	1,114
45	Belarus	4,387	4,268	4,621	4,796	2,627
46	Lebanon	6,169	7,152	5,521	4,304	483
47	Oman	13,268	8,343	6,846	4,117	1,045
48	Hungary	3,911	4,951	4,514	4,091	1,588
49	Egypt	3,432	3,907	3,854	3,708	956
50	UAE	8,475	7,136	5,785	3,528	352
51	Iran	4,400	6,816	5,720	3,249	648
52	Kuwait	5,726	4,327	3,465	3,239	825
53	Myanmar	3,286	4,365	3,241	3,124	532
54	Jordan	4,290	5,165	3,156	3,085	627
55	Brazil	1,727	1,822	2,774	2,964	875
56	Cambodia	881	1,311	771	2,841	372
57	Lithuania	2,304	2,959	3,386	2,793	1,054
58	Vietnam	2,200	2,551	3,189	2,643	709
59	Estonia	2,761	2,881	2,744	2,516	1,185
60	Kazakhstan	7,769	6,122	2,721	2,399	2,333
61	Bahrain	3,119	3,296	2,858	2,285	549
62	Croatia	1,962	2,136	2,181	1,922	693
63	Seychelles	2,406	422	416	1,864	331
64	Kenya	845	853	874	1,559	110
65	Argentina	706	921	1,809	1,403	416
66	Yemen	1,855	1,725	1,367	1,114	173
67	Qatar	1,683	1,859	1,676	1,063	129
68	Morocco	1,075	1,121	1,036	1,031	311
69	Chile	579	631	1,002	938	271
70	Palestine	1,227	1,426	1,078	871	128
71	Iraq	1,035	1,111	1,021	852	138
72	Mauritius	652	703	720	739	170
73	Colombia	600	710	702	713	201
74	Cyprus	426	558	672	709	183
75	Sudan	887	1,078	858	584	143
76	Afghanistan	860	745	861	473	146
77	Bhutan	468	737	679	343	208
78	Nigeria	444	416	412	172	25
79	Comoros	366	303	191	128	17
80	Others	10,372	1,772	24,944	22,377	6,148
Total		2,050,832	2,116,407	2,333,796	1,913,702	507,311

TOURIST ARRIVALS TO SRI LANKA

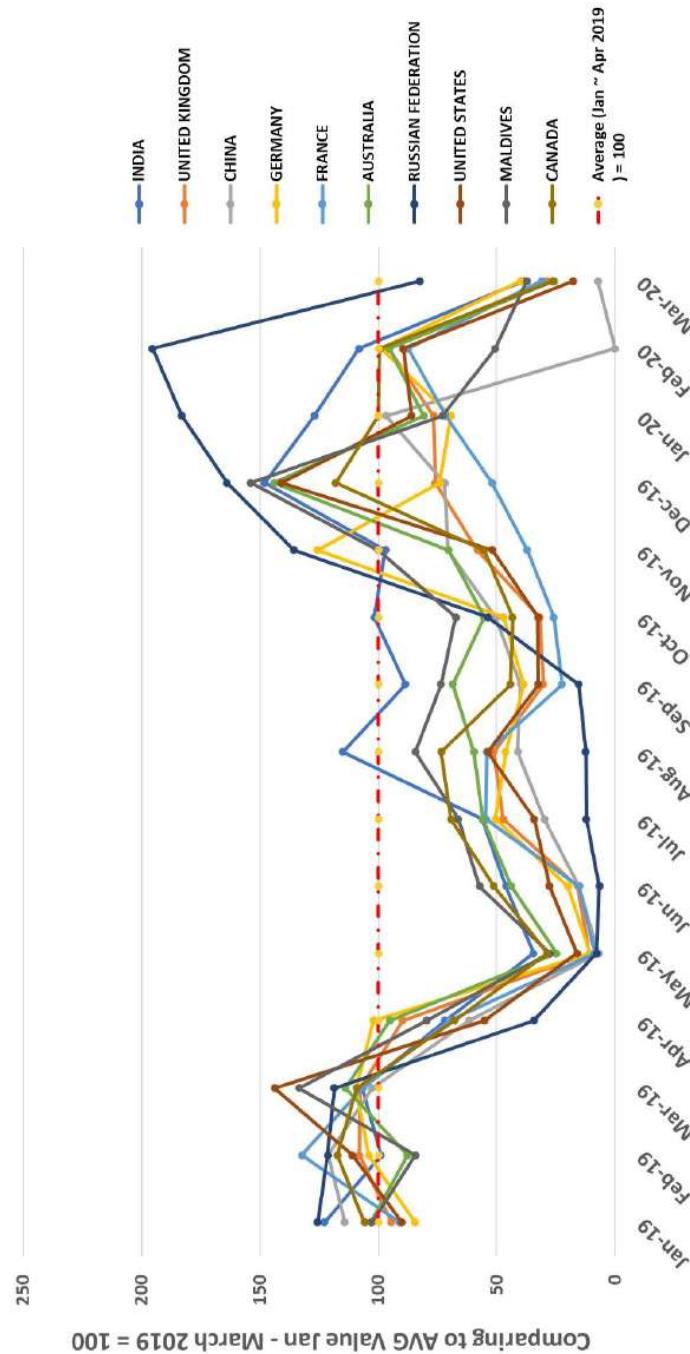
Chart 2 :

Tourist Arrivals from Popular Source Markets – 2016/17/18/19 & 2020 (Up to June)



TOURIST ARRIVALS TO SRI LANKA

Chart 3 : Tourist Arrivals – From January 2019 - March 2020



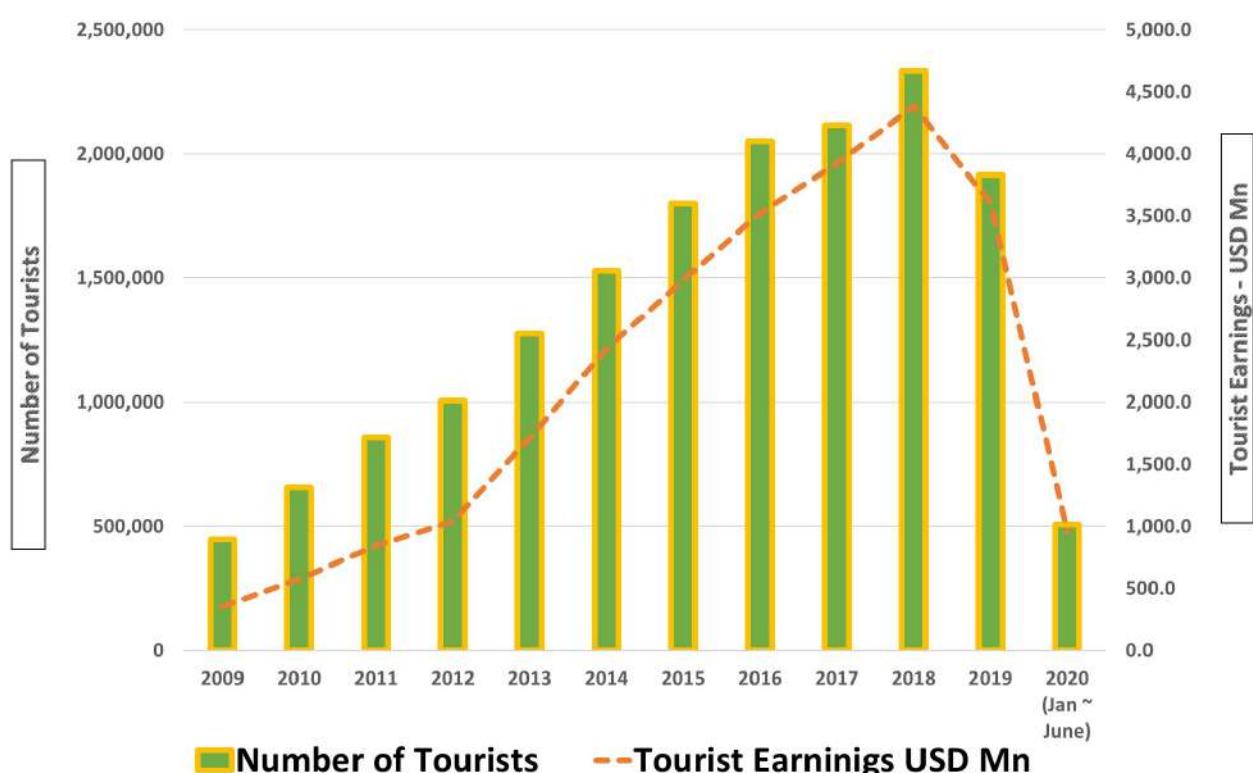
As depicted by the above chart the tourist arrivals which started to decline following the Easter Attack in April gradually recovered at its own pace in to a one digit minus growth rate yet with the outbreak of pandemic, the arrivals started to decline again and came to after March with the termination of all passenger flights and ships arrivals to Sri Lanka.

TOURIST ARRIVALS TO SRI LANKA

TOURISM PERFORMANCE FROM 2009 TO 2020 (Jan ~ June)

Year	Tourist Arrivals	Tourist Earnings USD Mn **
2009	447,890	349.3
2010	654,476	575.9
2011	855,975	838.9
2012	1,005,605	1,038.3
2013	1,274,593	1,715.5
2014	1,527,153	2,431.2
2015	1,798,380	2,980.6
2016	2,050,832	3,518.5
2017	2,116,407	3,924.9
2018	2,333,796	4,380.6
2019	1,913,702	3,606.9
2020 (Jan ~ June)	507,311	956.0

** - Estimated





“We don't own the planet Earth, we belong to it.
And we must share it with our wildlife.”

TOURIST ACCOMMODATION

REGISTERED ACCOMMODATION ESTABLISHMENTS

Categorization	No of Establishments	No of Rooms
Boutique Hotel	36	722
Boutique Villa	46	326
Bungalow	493	1,980
Classified Tourist Hotels	156	14,232
Five star	25	5,354
Four Star	24	2,564
Three Star	26	2,513
Two Star	42	2,090
One Star	39	1,711
Guest House	1,099	12,227
Hostels	10	125
Heritage Bungalow	4	19
Heritage Home	3	9
Home Stay Unit	725	2,079
Rented Apartment	77	253
Rented Home	7	18
Tourist Hotel(Unclassified)	239	9,939
Total	2,895	41,929

The total number of SLTDA registered accommodation establishments as at 30th June 2020 was 2,895.

The number of classified tourist hotels was 156 and among them 25 were five star hotels.

The presence of small and medium enterprises is strong with guest houses, homestays and bungalows recording the highest number of registered establishments with 1,099, 725 and 493 respectively.

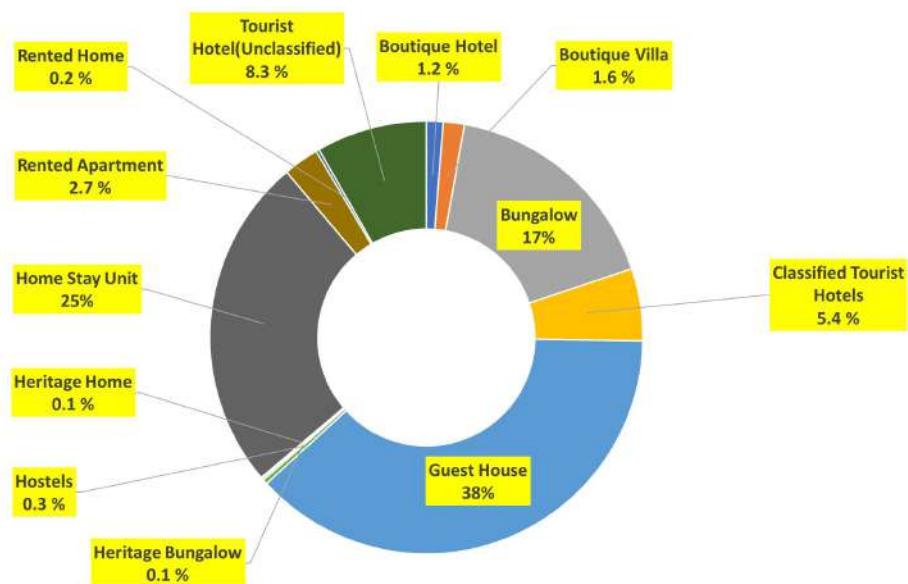
The total room inventory was 41,929. Classified tourist hotels (1-5 star) had the highest inventory of 14,232 rooms.



TOURIST ACCOMMODATION

SHARE OF ALL REGISTERED ESTABLISHMENTS

CHART 4 : Percentage Distribution of Registered Establishments

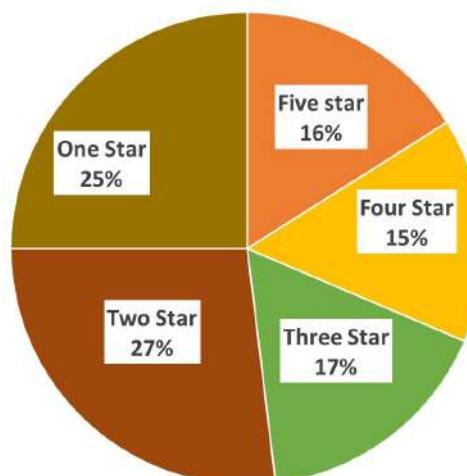


SHARE OF CLASSIFIED TOURIST HOTELS

An analysis of registered establishments in the accommodation sector reveals that 38% of the accommodating sector consists of Guest Houses. Home stay 25 % while 17% represents Bungalows. It is noteworthy that Classified Tourist Hotels consists of only 5.4 % accounting for 14,232 rooms. In response to the drive situation caused by the pandemic SLTDA has relaxed the document requirement in registration and steps have been taken to issue a provisional license for informal sector establishments.

Further registration fee specially for them have been relaxed.

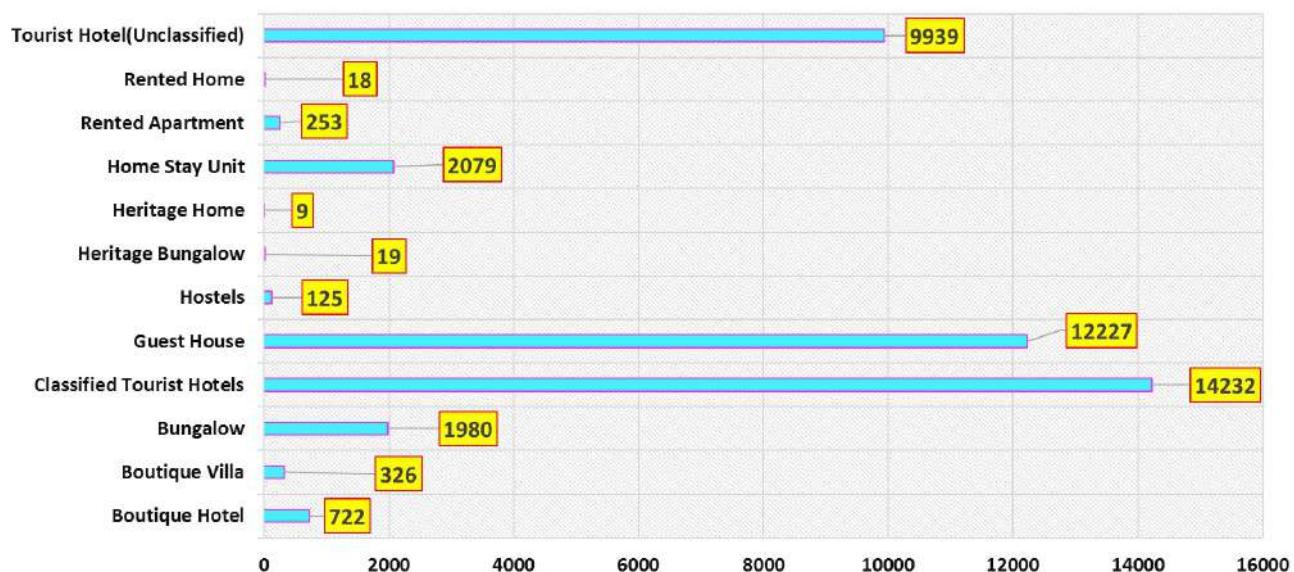
CHART 5 : Percentage Distribution of Classified Tourist Hotels



TOURIST ACCOMMODATION

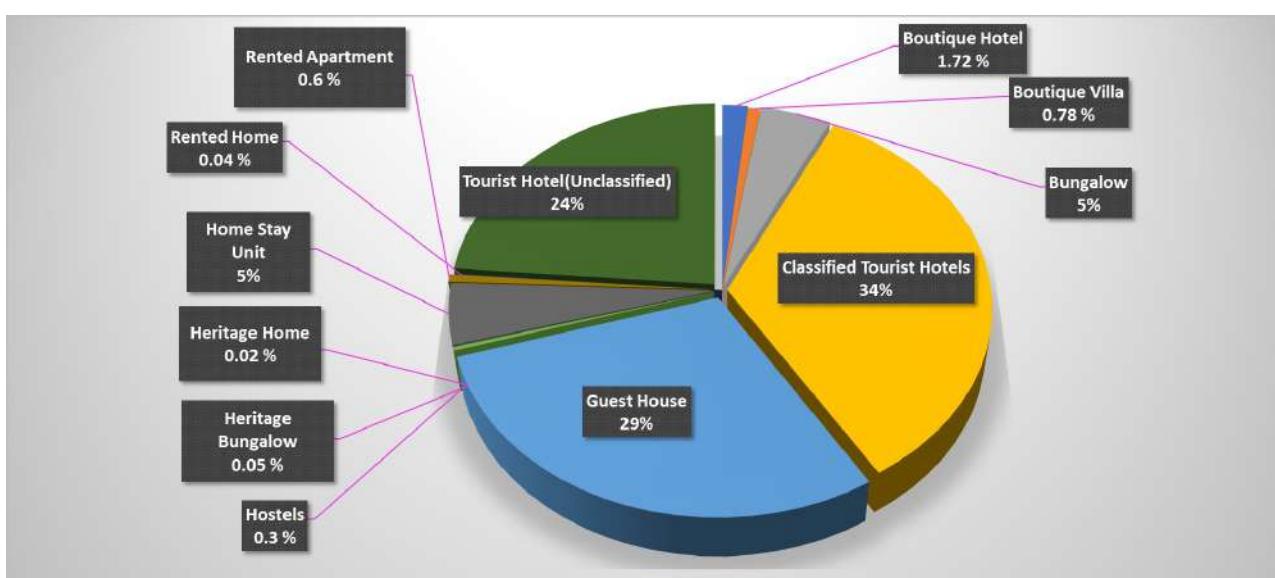
ROOM DISTRIBUTION OF THE ACCOMMODATION SECTOR BY CATEGORY - (UP TO JUNE 2020)

CHART 6 : Room Distribution of Accommodation Sector



The total room inventory recorded up to June 2020 was 41,929. Classified tourist hotels (1-5 star) had the highest inventory of 14,232 rooms while Guest houses had 12,227 rooms. Tourist hotels had an inventory of 9,939 rooms.

CHART 7 : Percentage Share of Room Distribution



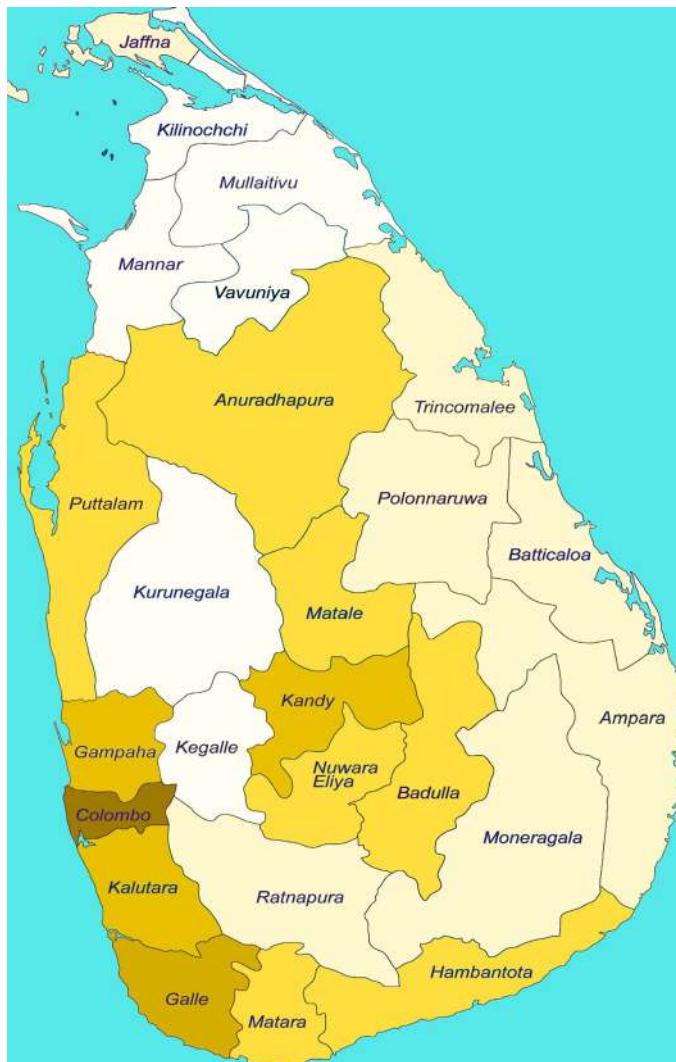


“ If happiness is the goal then adventure
should be a top priority. ”

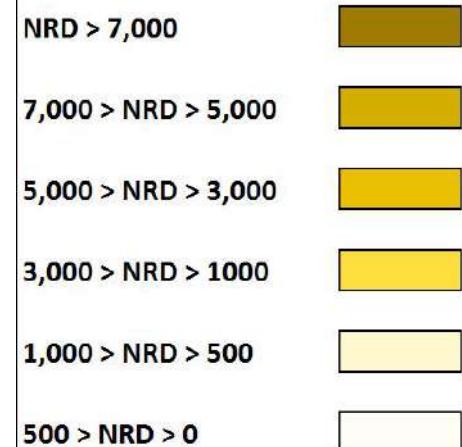
TOURIST ACCOMMODATION

GEOGRAPHICAL DISTRIBUTION OF ROOMS OF REGISTERED TOURIST ESTABLISHMENTS

FIGURE 3 : Geographical Distribution of Rooms



No of Room Distribution - NRD



District	No of Rooms
Colombo	8,428
Galle	6,351
Gampaha	3,758
Kalutara	3,454
Kandy	3,370
Matale	1,917
Nuwara Eliya	1,810
Hambantota	1,738
Matara	1,695
Badulla	1328
Anuradhapura	1262
Puttalam	1,132
Batticaloa	939
Ampara	703
Trincomalee	671
Polonnaruwa	668
Rathnapura	594
Monaragala	544
Jaffna	522
Kurunegala	454
Kegalle	360
Vavuniya	81
Kilinochchi	63
Mullaitivu	50
Mannar	37
Total	41,929

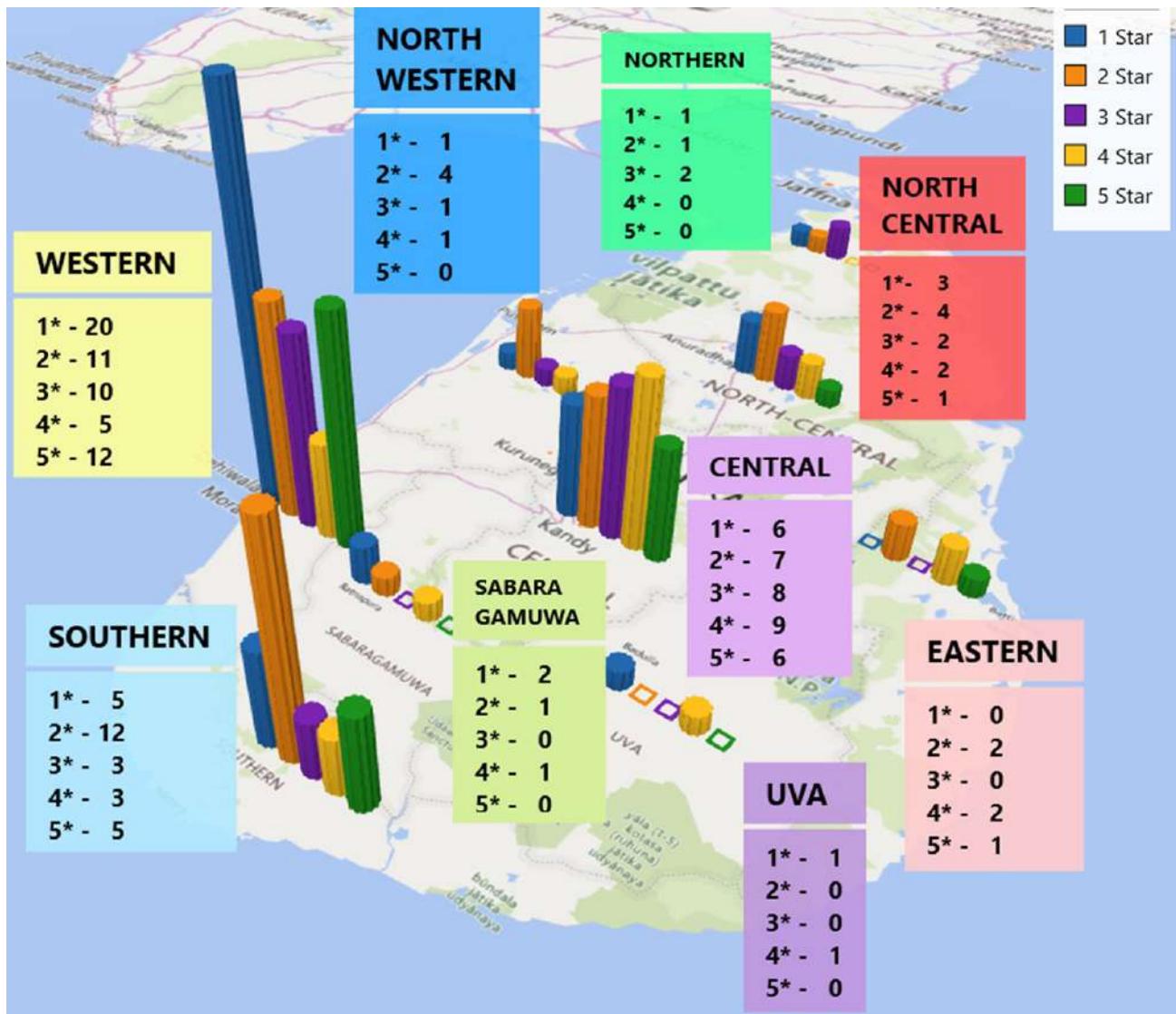
The map depicts the distribution of rooms in SLTDA registered tourist establishments within each district.

- ❖ The map depicts the distribution of rooms in SLTDA registered tourist establishments within each district.
- ❖ Less than 500 rooms were recorded in the districts of Kurunegala, Kegalle, Vavuniya, Killinochchi, Mullaitivu and Mannar.

TOURIST ACCOMMODATION

GEOGRAPHICAL DISTRIBUTION OF CLASSIFIED TOURIST HOTELS BY STAR CATEGORY

FIGURE 4 : Geographical Distribution of Classified Tourist Hotels



The above map depicts the geographical distribution of Classified Tourist Hotels by province. Western province recorded the highest number of classified Hotels (star wise) in all provinces in Sri Lanka.

- ❖ Among the Classified Hotels 12 five star, 5 four star, 10 three star, 11 two star and 20 one-star hotels are located in the western province.
- ❖ Central and Southern provinces also recorded highest number of classified hotels.
- ❖ The lowest number of classified hotels have been recorded from Uva Province with one four star and one one-star hotel.

TOURIST ACCOMMODATION

OCCUPANCY AND ROOM RATES

Average Annual Occupancy Rate

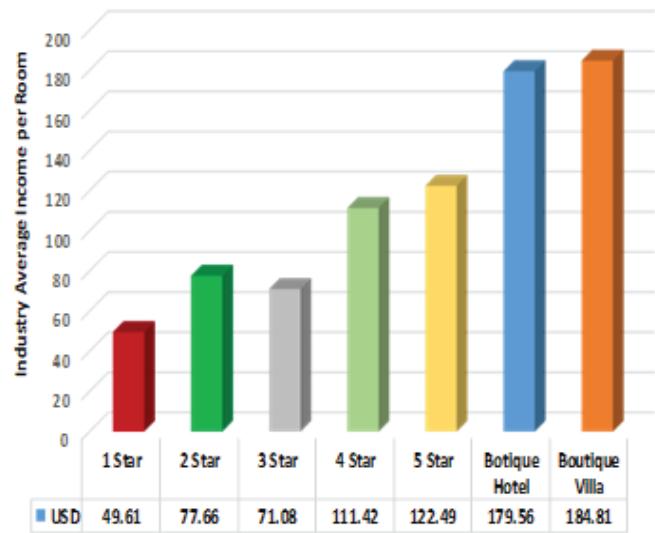


52.02%
for 2020
(1st Quarter)

AVERAGE INDUSTRY INCOME PER ROOM BY CATEGORY

CHART 8 : Average Industry Income

Grade	Average Industry Income per Room (USD)
1 Star	49.61
2 Star	77.66
3 Star	71.08
4 Star	111.42
5 Star	122.49
Boutique Hotel	179.56
Boutique Villa	184.81



* Average industry income per room includes the income of the registered Hotels (F & B sales, banquet sales, etc.) except relevant taxes and service charges. Average room rate is currently unavailable.

An analysis of average industry income per room based on Tourism Development Levy reveals that the highest average income per room of USD 184.81 has been recorded from Boutique Villas while an average industry income rate of USD 179.56 has been recorded from Boutique Hotels. The average industry income per room recorded for five star Hotels was USD 122.49. The lowest rate of USD 49.61 has been recorded from one star hotels.



“Look deep into nature,
and then you will understand everything better.”

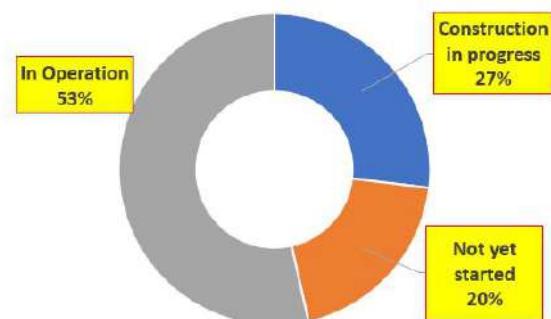
TOURISM ACCOMODATION INVESTMENTS

PROGRESS OF INVESTMENT PROJECTS – UP TO END JUNE 2020 *

Construction Status	No. of Projects *	No. of rooms *	Inv US \$ million *	Investment Percentage
Construction in progress	111	7,018	975.23	25.8
Not yet started	81	3,642	1,028.22	27.1
In Operation	221	10,462	1,785.59	47.1
Total	413	21,122	3,789.04	100%

* - Provisional

Percentage share of the Number of Projects



The above table and graph depict the number of investment projects handled by SLTDA up to end June 2020.

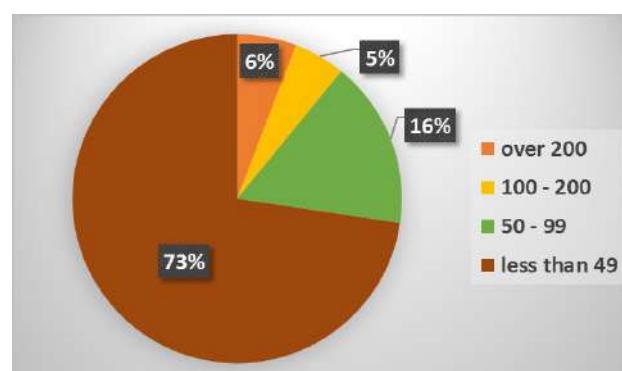
413 projects had been granted final approval while 111 are under construction and 221 are in operation.

81 tourism investment projects are yet to be commenced. The number of rooms of final approval granted projects are 21,122.

The total investment value of final approval granted projects is estimated at USD 3,789.04 million. The value of projects which are under construction is USD 975.23 million. The investment value of projects in operation is USD 1,785.60 million while the value of projects that have not commenced is USD 1,028.2 million.

ROOM DISTRIBUTION OF FINAL APPROVAL GRANTED PROJECTS

No. of Rooms	No. of Projects	Percentage
over 200	24	5.81
100 - 200	21	5.08
50 - 99	68	16.46
less than 49	300	72.64
Total	413	100.00



There are 24 tourism investment projects with accommodation of over 200 rooms. The highest number of projects (300) are those with less than 49 rooms.

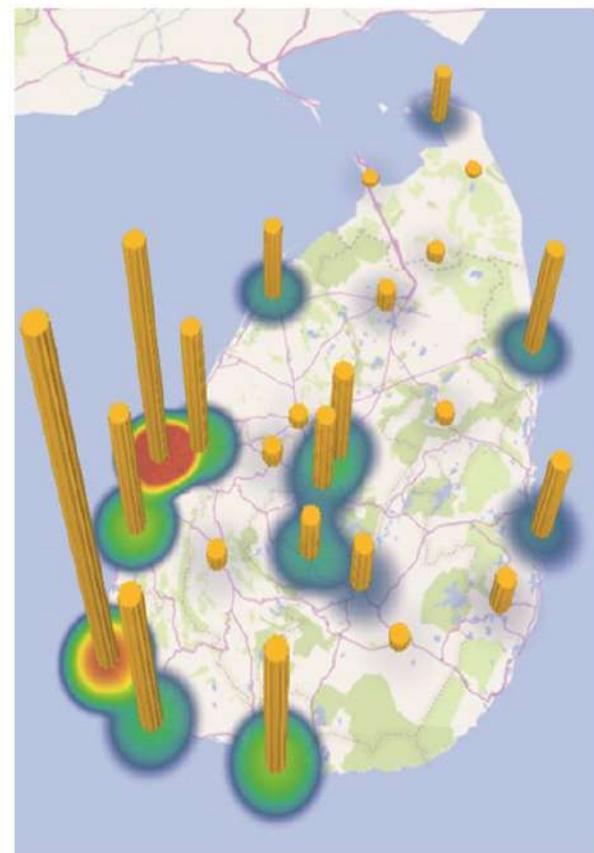
TOURISM ACCOMADATION INVESTMENTS

DISTRIBUTION OF TOURISM PROJECTS AND NUMBER OF ROOMS BY DISTRICT

FIGURE 5 : Distribution of The Projects

Districts	No. of Projects **	Rooms **	Percentage
Ampara	10	128	0.61
Anuradhapura	5	143	0.68
Batticaloa	17	438	2.07
Badulla	10	300	1.42
Colombo	50	6583	31.17
Galle	73	3350	15.86
Gampaha	27	1316	6.23
Hambantota	35	1820	8.62
Jaffna	11	336	1.59
Kalutara	29	1685	7.98
Kandy	19	643	3.04
Kegalle	3	70	0.33
Kurunegala	2	27	0.13
Kilinochchi	1	15	0.07
Matale	19	677	3.21
Matara	37	1169	5.53
Nuwara Eliya	11	725	3.43
Puttalam	17	725	3.43
Trincomalee	26	704	3.33
Monaragala	2	42	0.20
Mannar	1	52	0.25
Polonnaruwa	2	54	0.26
Rathnapura	4	71	0.34
Vavunia	2	49	0.23
Total	413	21,122	100.00

** - Provisional



[Orange Box] - No of Project

[Colored Circle] - No of Rooms

The map depicts the distribution of final approval granted projects and number of rooms by district. Accordingly, Galle district has the highest number of projects, while Colombo district has the highest number of rooms. Galle, Colombo, Hambantota, Kalutara, Gampaha, Trincomalee and Matara have more than 20 projects. Killinochchi and Mannar had the least number of projects of one in each district.

* Reporting period for the statistics on investments is from November 2010 to June 2020.



“ Relax and Enjoy life.
You'll never live this day again.”

PUBLIC SECTOR REVENUE FROM TOURISM

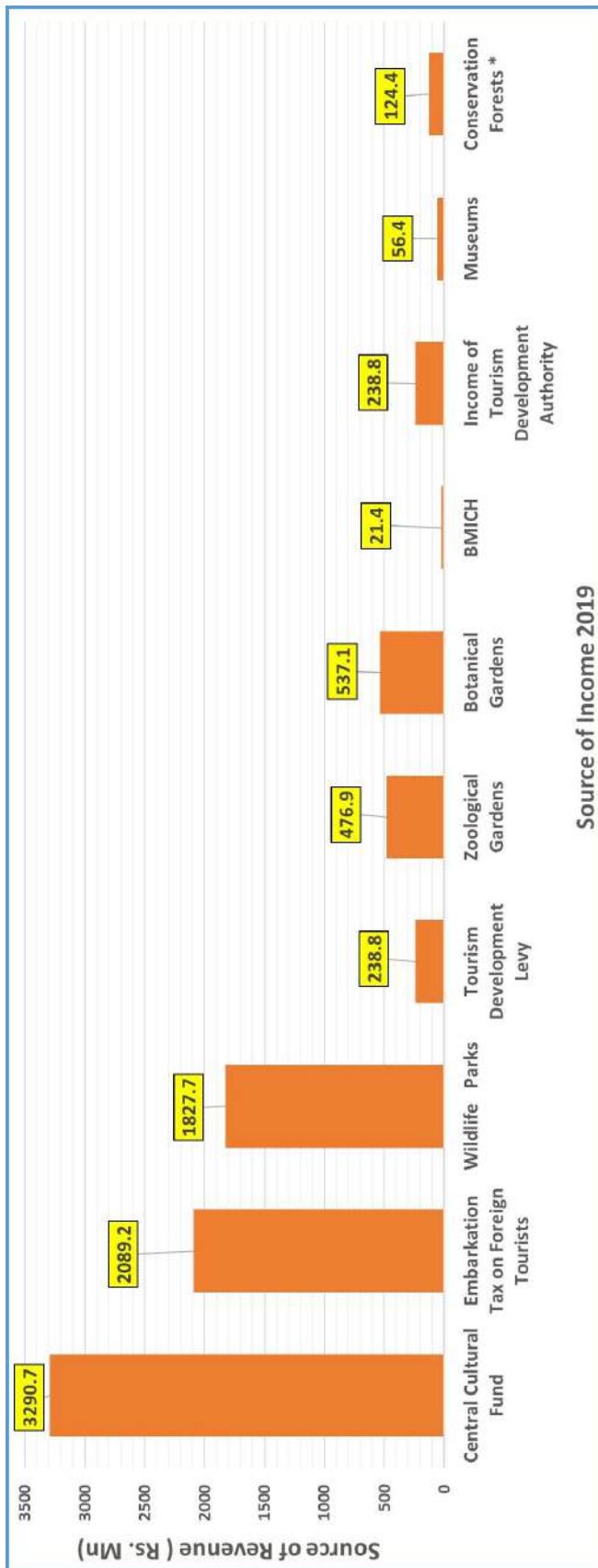
PUBLIC SECTOR REVENUE FROM TOURISM (IN RS. MILLION) 2010 - 2019

Source of Revenue (Rs. Mn)	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Central Cultural Fund	743.5	998.2	1,330.70	1,727.10	2,178.50	2,495.50	3,363.30	3,774.40	4,199.50	3,290.70
Embarkation Tax on Foreign Tourists	1,000.10	1,041.70	1,167.70	1,604.80	1,779.80	1,968.50	2,355.40	2,378.80	2,824.90	2,089.20
Wildlife Parks	227.2	301	424.8	578.4	831.6	1,011.60	1,445.90	1,730.70	2,138.40	1,827.70
Tourism Development Levy	516.9	649.7	809.4	1,014.20	1,005.60	1,014.80	1,276.80	1,541.50	1,482.10	924.20
Zoological Gardens	410.1	470.2	480.7	550.9	745.8	813.9	841.1	728.9	698.80	476.90
Botanical Gardens	123.2	253.9	279	314.9	369.8	435.1	594.3	640	673.40	537.10
BMICH	133.4	178.3	239.2	233.7	400.2	389.7	551.4	648.8	464.80	21.40
Income of Tourism Development Authority	54.8	110.1	130.3	136.4	149.3	126.1	168.7	248.9	250.80	238.80
Museums	9.9	14.2	16.8	14.9	15.8	27.5	33.6	50.2	76.00	56.40
Conservation Forests *	-	-	-	-	-	-	-	25.4	66.10	124.40
Total (Rs. Mn)	3,219.10	4,017.30	4,878.60	6,175.30	7,476.40	8,282.70	10,630.50	11,767.60	12,874.80	9,586.80



PUBLIC SECTOR REVENUE FROM TOURISM

PUBLIC SECTOR REVENUE FROM TOURISM (IN RS. MILLION) - 2019



In 2019, the revenue collected from the listed sources amounted to Rs. 9,580.80 million, compared to Rs. 12,874.80 million collected in the previous year.

Out of the total revenue collected in 2019, the top three contributors were; Cultural Triangle Entrance Fees - Rs. 3,290.70 million, Embarkation Taxes - Rs. 2,089.20 million and the Wildlife Parks - Rs. 1,827.70. The revenue earned from Tourism Development Levy was 924.20 million while the Botanical Gardens, Zoological Gardens and Income of Tourism Development Authority also contributed considerable amounts, recording Rs. 537.10 million, Rs. 476.90 million and Rs. 238.80 million respectively.

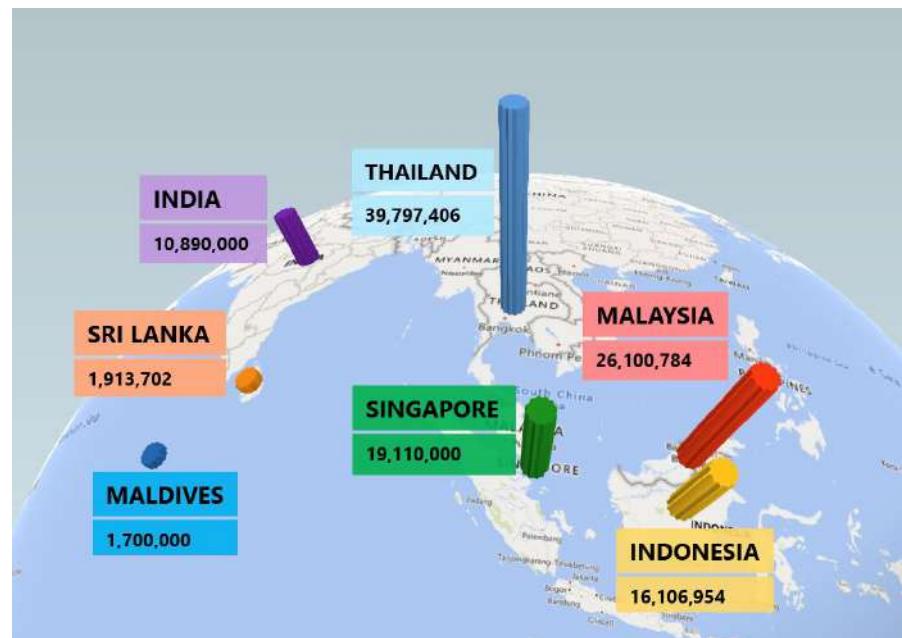
The Government earns substantial amount of income in addition to the above revenue as indirect taxes such as taxes from electricity, water, mail services and telecommunication, lease rentals etc. The figures presented above are only partial indicators of the total revenue from tourism.



“A people's relationship to their heritage is the same as the relationship of a child to its mother..”

REGIONAL TOURISM PERFORMANCE (2019)

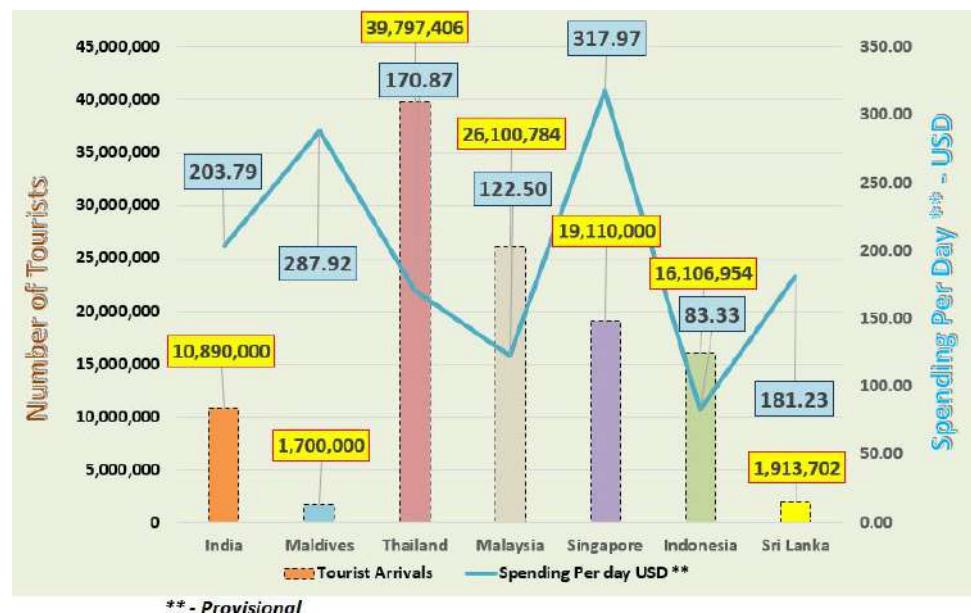
FIGURE 6 : Regional Wise Tourist Arrivals



Source: Websites of the Tourism Authorities of the relevant countries and UNWTO website.

EXPENDITURE PER DAY

CHART 9 : Expenditure Per Day in Neighbouring Tourist Destinations



An analysis of expenditure per day in the neighboring tourist destinations reveals that the highest expenditure per day of USD 317.97 has been reported from Singapore. The expenditure per day for Maldives was USD 287.92. The expenditure per day recorded for Sri Lanka is USD 181.2. The lowest expenditure per day of USD 83.33 has been recorded from Indonesia.



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