



Sri Lanka, Wonder of Asia – Press Conference Prize Draw

Sri Lanka Tourism Promotion Bureau is exhibiting at WTM and making a presentation about what is new and the modern day Sri Lanka, in the South Gallery, room 27, at 3pm for one hour, on Tuesday 8 November. All media are invited to attend and there will be a prize draw at the close of the presentation. The prize draw consists of three 5-night/6 day hosted stays on a B&B basis for 2 people sharing a room (excluding flights). Drinks and canapés will be served afterwards.

The national tourist office, Sri Lanka Tourism Promotion Bureau is heading up a delegation of 61 private sector partners at WTM on booth AS200 and looking to build and increase its tourism.

Sri Lanka is one of the most exciting and evolving tourism destinations of the decade with 161,845 British visitors in 2015 – more than doubled since 2009 and with 143,412 British visitors to date this is an increase of 17.3% YTD.

This island boasts 2500 years of recorded history, is home to eight UNESCO Heritage sights, offers pristine beaches and the finest tea gardens as well as exciting wildlife and rejuvenating spa and ayurveda treatments.

For more information about Sri Lanka, please visit www.srilanka.travel or visit stand AS200.

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