



# DIVERSIFYING TOURISM



41

Beneficiaries



USD 10,900

Total Additional Income



USD 266

Additional Income per Beneficiary



10

Partnerships

\*These results are cumulative from January 2016 to December 2018 (2016-2018)



## CONSTRAINTS ADDRESSED

- Diversify tourism products and destinations
- Promote emerging destinations
- Support evidence-based decision making
- Address cross-cutting tourism support functions (connectivity, labour, information)



## INTERVENTIONS

- Tourism product development
- Management and promotion of emerging destinations
- Effective recruitment practices to attract employees



## PARTNERSHIPS



### Tourism product development

- Pepper
- Serendib Leisure
- Sanasa International
- Rainforest Eco Lodge
- Edge Adventures



### Management and promotion of emerging destinations

- Safari Panama
- Cinnamon
- SLTDA Night Market



### Effective recruitment practices to attract employees

- Hammock Studio



## KEY RESULTS



**2,369 Tourists** have participated in MDF supported activities and experiences in 2017 and 2018.



MDF partners have diversified tourism products available in Sri Lanka by offering **10 new activities and experiences** across Sri Lanka (2016-2018).