

Tourism



Sector on a Page



Sri Lanka Tourism
Alliance members

2,000+



New establishments
registered with SLTDA

748



Coordination



Data and Promotion





Climate change risks

Changing seasons, pollution and coastal erosion threaten the tourism industry and Sri Lanka's unique selling points.



Vision of change

- The tourism industry responds to opportunities post-crises to develop a more resilient, sustainable and inclusive industry.
- Business membership organisations become more inclusive, provide improved services to their members and advocate for a more sustainable tourism industry.
- Government and tourism businesses actively utilise tourism data and research for decision-making on tourism planning, development and investment.



Constraints

- Limited coordination in promotional and marketing efforts at the national level to position Sri Lanka's branding globally, post-COVID-19.
- The risk that businesses and the government, starved of revenue, will target mass, low-value tourism.
- Data analytics are underutilised for evidence-based decision-making. There is a gap in using data and insights, especially within the informal sector.
- Labour shortage within tourism due to high out-migration will impact businesses in the long run.