

Sector on a Page



Sri Lanka Tourism
Alliance members

2,000+



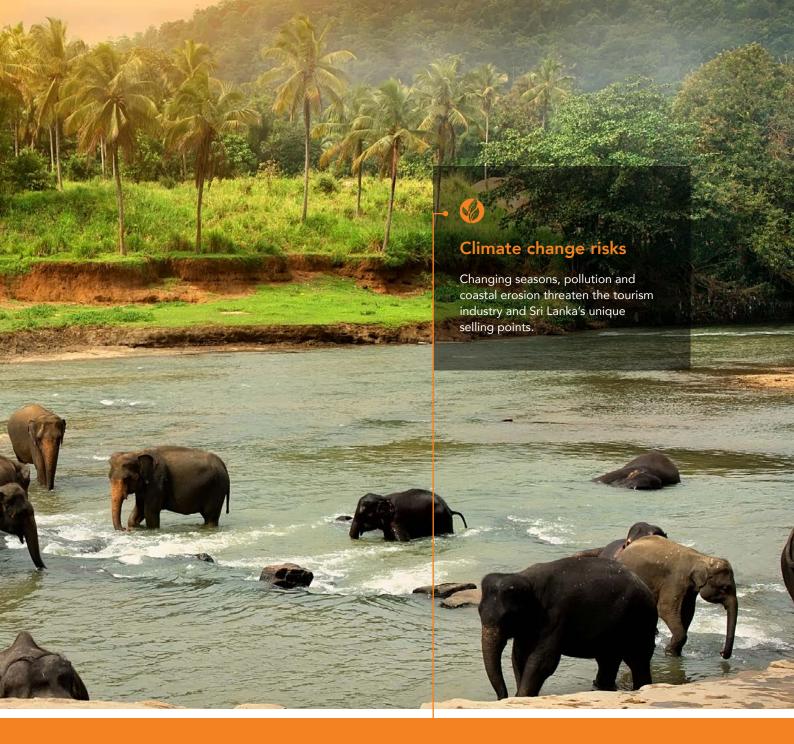
New establishments registered with SLTDA

748











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 decisionmaking 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 evidencebased decision-making. There is a gap in using data and insights, especially within the informal sector.
- Labour shortage within tourism due to high outmigration will impact businesses in the long run.