

DEVELOPMENT OF CRUISE TOURISM IN SRI LANKA



Some of Diversified Attractions....





“ Undoubtedly the
finest island of its
size in the world “
Marco Polo, 13th Century

Our Value Proposition

Authenticity, Compactness, Diversity

Essence



Pristine



Heritage



Scenic



Bliss



Wild



Thrills



Festive





Adventure Tourism



Surfing



Cycling



Cycling



White-water Rafting



Diving



Golfing



Parasailing



Nature Tourism



Golf Tourism



5 Golf courses with 18 hls in a perfect locations

Unbelievable Ship Wrecks.....

World War II - RAF Dutch Squadron 321, Consolidated Catalina Sea Plane, 42 meters
Passekudah



www.DiveSriLanka.com
www.Facebook.com/DiveSriLanka
DHARSHANA
DIVE & TRAVEL

Wallet Wreck, 40 meters
Colombo North



www.DiveSriLanka.com
www.Facebook.com/DiveSriLanka
DHARSHANA
DIVE & TRAVEL

World War I - SS Perseus, 42m
Colombo



www.DiveSriLanka.com
www.Facebook.com/DiveSriLanka
DHARSHANA
DIVE & TRAVEL

World War II - Flower Class Corvette, HMS Hollyhock, 42 meters
South Kalmunai



www.DiveSriLanka.com
www.Facebook.com/DiveSriLanka
DHARSHANA
DIVE & TRAVEL

CRUISE TOURISM GLOBAL OUTLOOK

- 12 Years ago, only 13 million people cruised across the globe
- In 2016, this figure grew to 24.7 million. A growth of 90%
- This is projected to grow by 6.2% per annum over the next decade
- There were 448 cruise ships operating globally in 2016. 65 new ships have been ordered for the next 3 years.
- More than 50% of cruise passengers are US residents. 30% are from Europe (mainly UK & Germany). Australia, Brazil & China are the other large contributors
- Cruise Tourism is a US \$ 40 Billion industry

GLOBAL CRUISING



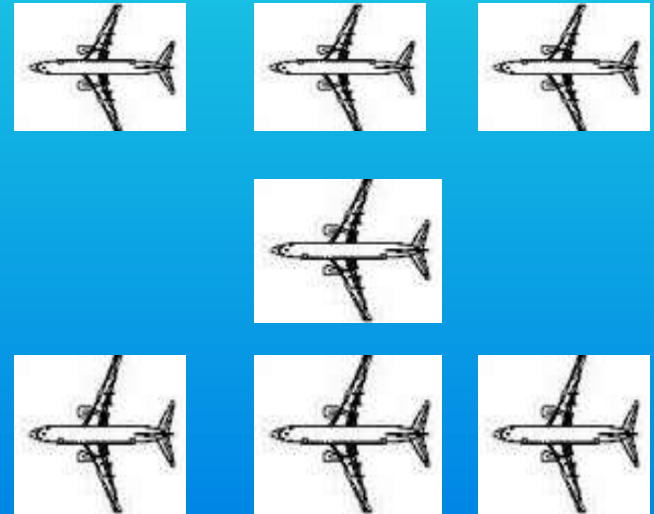
FORT LAUDERDALE – THE WORLD’S CRUISE CAPITAL

CRUISE SHIPS ARE GETTING LARGER

<u>SHIP</u>	<u>CRUISE LINE</u>	<u>PASSENGER S/CREW</u>
• <i>ORION</i>	<i>ORION EXPEDITIONS</i>	<i>106/75</i>
• <i>SILVER WIND</i>	<i>SILVERSEA</i>	<i>294/208</i>
• <i>ASTOR</i>	<i>CMV</i>	<i>620/400</i>
• <i>MARINA</i>	<i>OCEANIA</i>	<i>1250/780</i>
• <i>QUEEN MARY 2</i>	<i>CUNARD</i>	<i>2592/1253</i>
• <i>ALLURE OF THE SEAS</i>	<i>ROYAL CARIBBEAN</i>	<i>6296/2384</i>
• <i>OASIS OF THE SEAS</i>	<i>ROYAL CARIBBEAN</i>	<i>6360/2160</i>

CRUISE SHIPS ARE GETTING LARGER

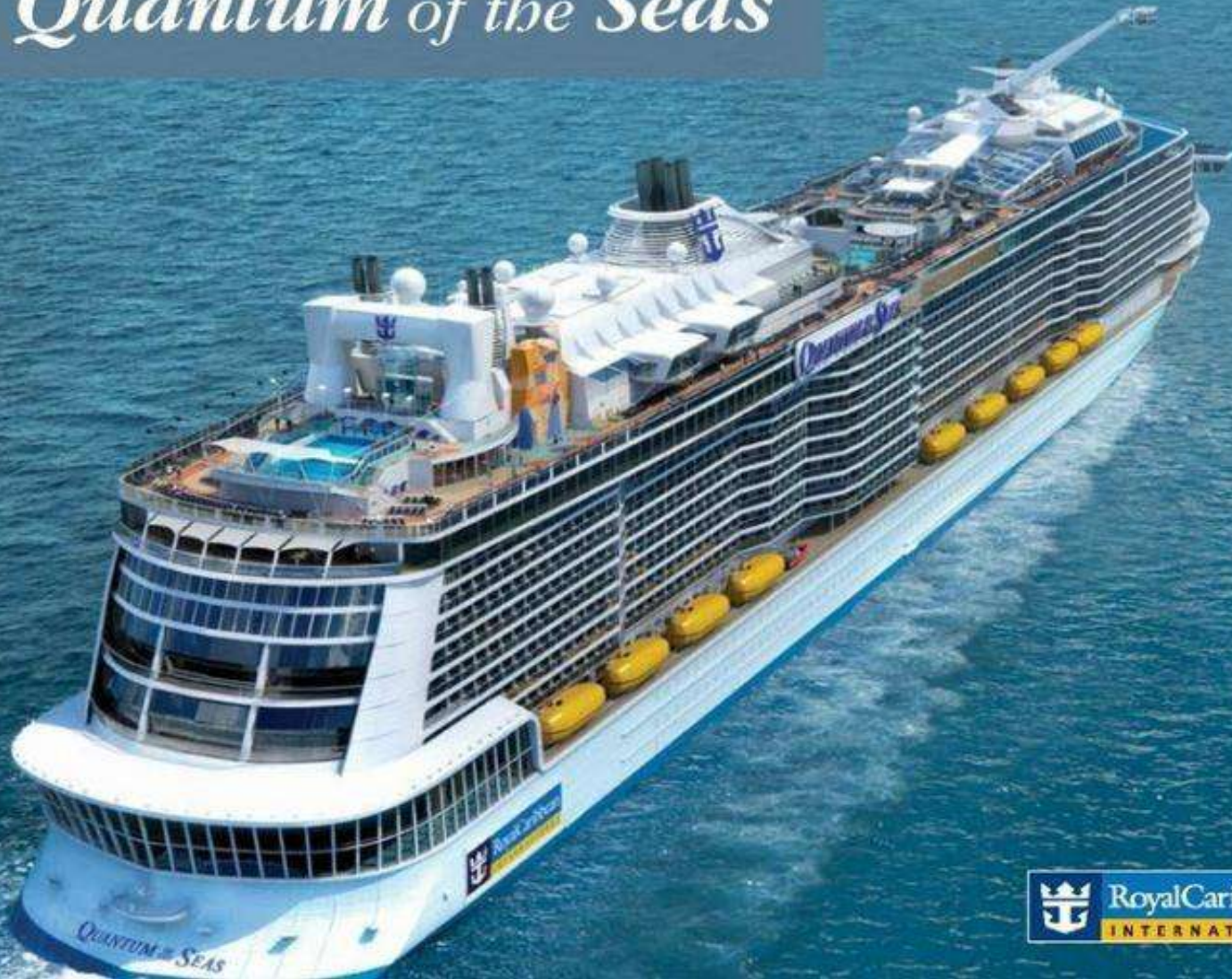
1 ship Visit = 07 x B787 DREAMLINER
= 2000 passengers





INTRODUCING

*Quantum of the Seas*SM



SRI LANKA



SEASON	CRUISE CALLS	PASSENGERS
2012/2013	20	19000
2013/2014	38	27000
2014/2015	50	50000
2015/2016	55	55000
2016/2017	60	60000

**In 2018 expects aprox. 75,000
Passenger Excursions to the country**

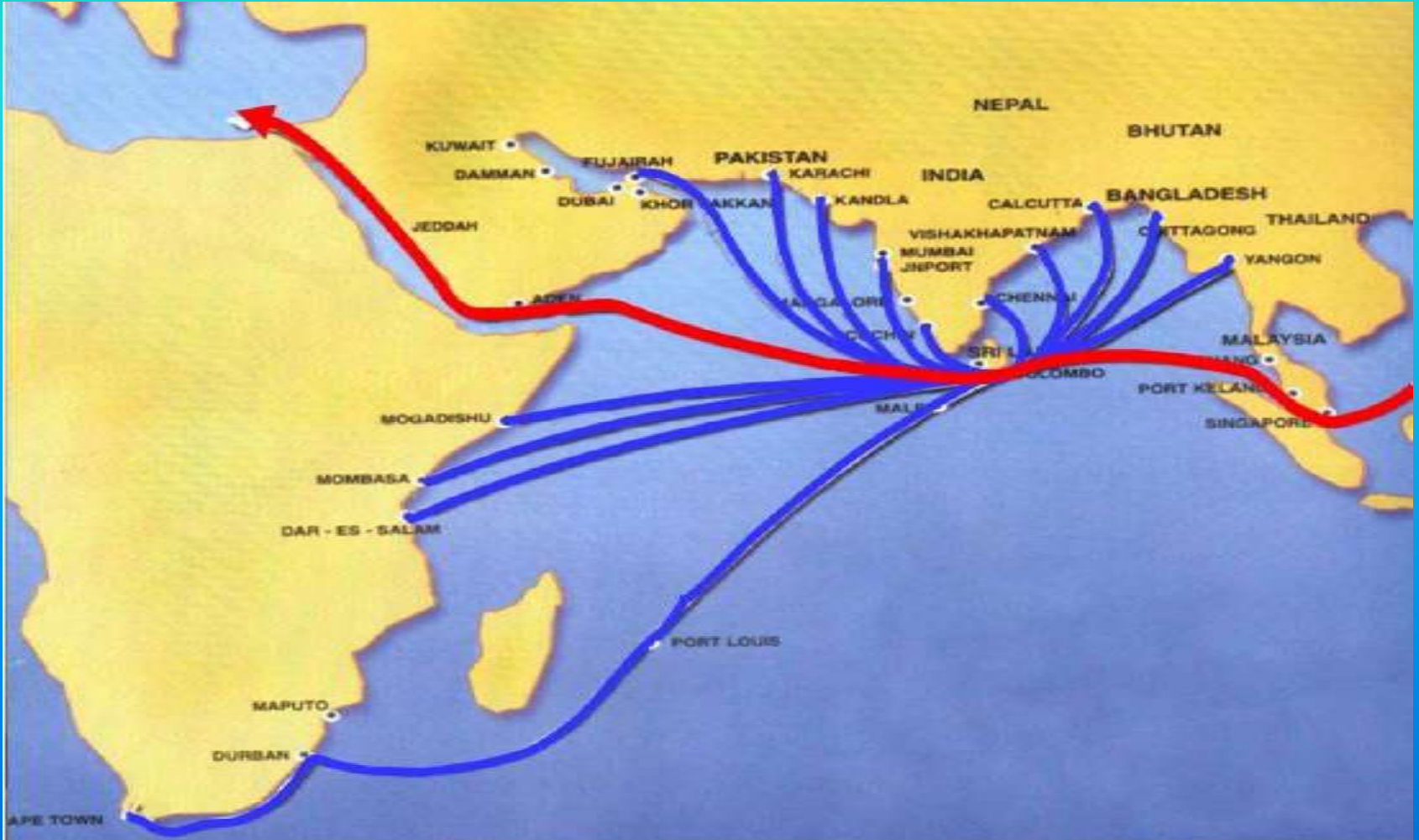
SERVICES OFFERED IN SRI LANKA

- Shore Excursions
- Turnarounds
- Pre Cruise Tours
- Post Cruise Tours
- Overland Tours
- Welcome / farewell ceremonies
- On board shows
- Port Arrangements

WHY SRI LANKA?

- Excellent Geo strategic location
- Maritime Hub
- 04 Sea Ports with substantial depths
- Reasonable Port charges
- Varied attractions

Excellent Geo strategic location



Surrounding of each port has different types of attractions

The only country where visitors can see Whales, elephants, leopards, bears & wild buffalo all within a few hours of each other



Yala, is the Highest leopard density place in the world



Passenger Cruises Confirmed to arrive Colombo

Port

Ref.	Passenger Ship	Ref.	Passenger Ship
1	Costa Neo Classica	15	Celebrity Constellation
2	Xiang Yang Hong 18	16	Costa Victoria
3	AIDA Acara	17	Seabourn Sojourn
4	Nautica	18	Mein Schiff1
5	Artania	19	Costa Neo Classica
6	Costa Neo Classica	20	Seven Seas Navigator
7	Celebrity Constellation	21	MS Amsterdam
8	Pacific Venus	22	Arcadia
9	Costa Neo Classica	23	MS Europa
10	Silver Discovery	24	Costa Luminosa
11	Silver Spirit	25	Seabourn Encore
12	Costa Neo Classica	26	Celebrity Constellation
13	Europa2	27	Sapphire Princess
14	Costa Neo Classica	28	Pacific Pearl

Cts.....

Ref.	Passenger Ship	Ref.	Passenger Ship
29	Columbus	43	Viking Spirit
30	MSC Splendida	44	Silver Discoverer
31	Pacific Pearl	45	Boudicca
32	Crystal Serenity	46	Boudicca
33	Queen Elizabeth	47	Silver Muse
34	Silver Whisper	48	Azamara Quest
35	Celebrity Constellation	49	Sapphire Princess
36	Queen Mary	50	Main Schiff 3
37	Azamara Journey	51	MS Europa 2
38	Nautica	52	MSC Splendida
39	Seven Seas Voyager	53	Costa Neo Riviera
40	MS Europa 2	54	Aldabella
41	Sea Princess	55	Marella Discovery
42	Thomas G Thompson	56	Costa Neo Viera

Some of the Passenger Cruises arriving to Sri Lanka

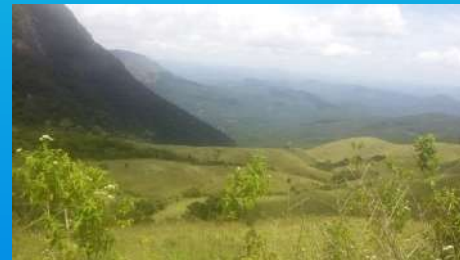




Existing Main Ports

- **Colombo Port (Main City Area)**
- **Galle Port (Southern Part of the country)**
- **Hambantota Port (Southern part of the country)**
- **Trincomallee Port (Eastern part of the country)**

Places of the excursions when Passenger cruises birth to Colombo Port



Some Places of the excursions when Passenger cruises birth to Trincommalee Port



Sri Lanka Tourism Promotion Bureau taken steps to welcome all cruises



Welcoming the Passengers...









WHAT IS EXPECTED BY A CRUISE LINE & PASSENGERS

- Acceptable berthing and a dedicated terminal.
- First impression is important (view from the pier)
- Security for the cruise line and passengers
- Diverse & unique shore excursion offerings for all nationalities and budgets.
- Speedy and hassle free disembarkation
- All coaches on shore excursions to be lined up well before the commencement of each excursion as required by the Shore Excursion Manager.
- Easy access to coaches for shore excursions

- Easy approach to the main gate for passengers not using shore excursions (shuttle service)
- Acceptable taxi service
- No last minute adhoc changes
- Hassle free embarkation & disembarkation of passengers during turnarounds including smooth luggage handling
- An enjoyable experience of Sri Lanka for the passengers
- The same level of luxurious services and facilities inside the ship, to be provided when the passengers disembark the ship to experience Sri Lanka.

LUXURIOUS FACILITIES



LUXURIOUS FACILITIES



LONG TERM PLANS

- Modern passenger terminal built at minimum cost at the Colombo Port which should include Bank, Immigration & Customs facilities, Communication facilities, Postal services, Medical centre, tea café, free Wifi, other basic amenities,etc,
- Closer access between the passenger terminal & the port city and the City areas
- A simpler way for vehicles required for cruise passengers to enter the Port
- The terminal should also have the check-in counter facilities for Turnarounds
- Turnarounds (for larger ships)
- SLPA to join SLTPB & other stake holders to promote the ports of Sri Lanka at Sea Trade Cruise Fairs.

Benefits to Sri Lanka

- More cruise ships means more revenue for SLPA, customs etc.,
- Tourist arrivals to Sri Lanka will increase
- Revenue for Destination Management Companies
- Revenue for Port Agencies
- Revenue for Transporters
- More visitors to various touristic sites (Museums, elephant orphanage etc.)

- Revenue for Restaurants
- Commercial establishments (shopping)
- Revenue for Hotels (during turnarounds)
- Revenue for suppliers of fuel, food, fresh water etc., (via Port Agent)
- Free marketing
- Revenue for the Government of Sri Lanka
- Benefits the people of Sri Lanka.
- Creating a publicity through WOM, Social Media, etc..

Proposed actions for the future Development of Cruise Tourism Industry among IORA Member Countries

- * Create awareness among IORA Member Countries on potential exists in each country for cruise development
- * Cruise Fair within the IORA member countries
- * Encourage cruise liners to operate their crises to IORA member countries while encouraging cruise operators
- Join marketing /promotions campaigns

Journey to see Whales in Mirissa – One of the Hot Spots in the World for Whales & Dolphin Watching



THANK YOU.

