Some of Diversified Attractions....
“Undoubtedly the finest island of its size in the world.”

Marco Polo, 13th Century
Our Value Proposition

Authenticity, Compactness, Diversity
Adventure Tourism

- Surfing
- Cycling
- White-water Rafting
- Diving
- Golfing
- Parasailing

facebook.com/srilankainmyeyes/
Nature Tourism
Golf Tourism

5 Golf courses with 18 hls in a perfect locations
Unbelievable Ship Wrecks.....
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

<table>
<thead>
<tr>
<th>SHIP</th>
<th>CRUISE LINE</th>
<th>PASSENGER S/CREW</th>
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<tbody>
<tr>
<td>ORION</td>
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<td>SILVERSEA</td>
<td>294/208</td>
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<tr>
<td>ASTOR</td>
<td>CMV</td>
<td>620/400</td>
</tr>
<tr>
<td>MARINA</td>
<td>OCEANIA</td>
<td>1250/780</td>
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<td>QUEEN MARY 2</td>
<td>CUNARD</td>
<td>2592/1253</td>
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<tr>
<td>ALLURE OF THE SEAS</td>
<td>ROYAL CARIBBEAN</td>
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<td>OASIS OF THE SEAS</td>
<td>ROYAL CARIBBEAN</td>
<td>6360/2160</td>
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</tbody>
</table>
CRUISE SHIPS ARE GETTING LARGER

1 ship Visit = 07 x B787 DREAMLINER
= 2000 passengers
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

<table>
<thead>
<tr>
<th>Ref.</th>
<th>Passenger Ship</th>
<th>Ref.</th>
<th>Passenger Ship</th>
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<tr>
<td>1</td>
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<tr>
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<td>Xiang Yang Hong 18</td>
<td>16</td>
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<td>AIDA Acara</td>
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<td>Pacific Pearl</td>
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<td>Marella Discovery</td>
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<td>Thomas G Thomapson</td>
<td>56</td>
<td>Costa Neo Viera</td>
</tr>
</tbody>
</table>
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 Cruse 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.