

Investment Opportunities awaiting you



Construction of Hotels / Resorts / Villas / Shopping Malls with recreation facilities focusing our strategic locations.

Major Global Hotel Chains invested in Sri Lanka

- ▶ Shangri-La Group (Hong Kong/Singapore)
- ▶ India's upscale ITC Group
- ▶ Thailand's Minor Group
- ▶ Green Water Resorts (Pvt) Ltd - India
- ▶ Oriental Oasis Assets Inc - Virgin Islands
- ▶ RIU Hotels & Resorts - Spain

Sri Lanka: Hotspot for Tourism in Asia

Prepared by Research & Policy Advocacy Department,
BOI, October, 2015

Investment Opportunities in a Paradise for Tourists



For Further Details:

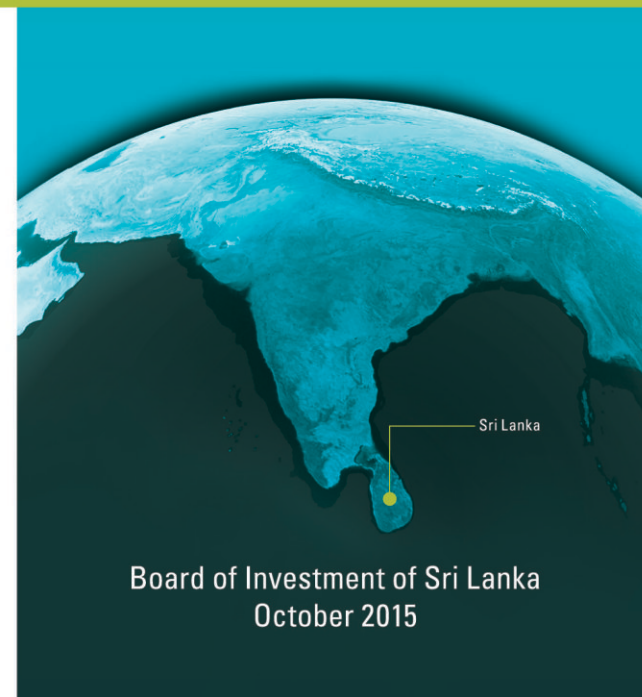
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THE BOARD OF INVESTMENT OF SRI LANKA
www.investsrilanka.com



Board of Investment of Sri Lanka
October 2015

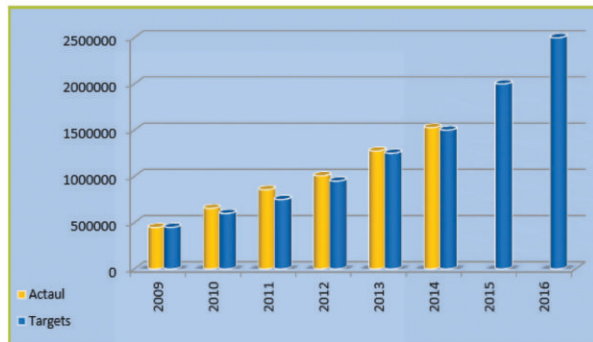
The Government Vision

"Position Sri Lanka as the world's most treasured and greenest Island while preserving the country's cultural values, natural habitats and environment by introducing tourism development zones and attracting upscale tourists."

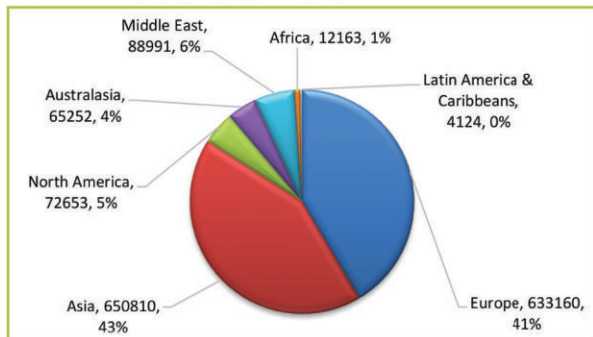
Overview

Sri Lanka has a growing tourism industry. Since gaining independence from the British in 1948, Sri Lanka has continued to attract foreign investors and tourists to the island. Over the years, many beautiful resorts, hotels and spas have opened. Incorporating the diverse culture of the country, the various tourist establishments here offer visitors a unique, yet memorable experience. With endless beaches, timeless ruins, abundant lakes, welcoming people, herds of elephants, killer surf, cheap prices, fun trains, famous tea, flavourful food, newly gained peace and improved infrastructure, Sri Lanka had been repeatedly named the next tourist destination worth all the investments.

Tourist Arrival Targets & Actual Tourist Arrivals



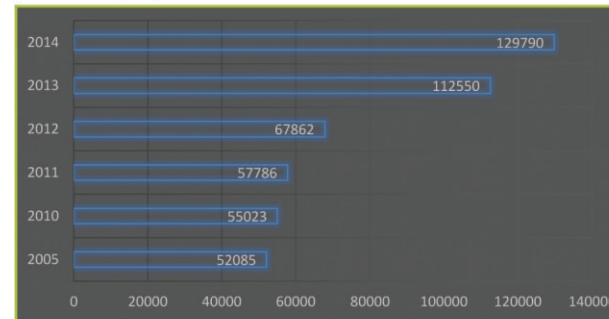
Tourist Arrivals by Region (2014)



Annual Room Occupancy Rate (%)



Direct Employment



Institutional structure to facilitate the growth and development of the tourism sector

- ▶ Board of Investment of Sri Lanka
- ▶ The Sri Lanka Tourism Development Authority
- ▶ The Sri Lanka Tourism Promotion Bureau
- ▶ The Sri Lanka Institute of Tourism and Hotel Management
- ▶ The Sri Lanka Convention Bureau



Rankings and Global Recognition

- ▶ Sunday Times UK in September 2015, recognized Sri Lanka as the "Destination of the Year for British Tourists"
- ▶ UNESCO, "Home to 8 World Heritage Sites"
- ▶ Travel & Tourism Competitiveness Index 2015 ranked Sri Lanka as 63rd out of 141 countries
- ▶ Lonely Planet, "Sri Lanka – World's No.01 destination to visit in the Year 2013"
- ▶ HELLO Magazine, UK, "Sri Lanka among world's top five exotic destinations to Visit in 2012"
- ▶ Conde Nast Traveller Magazine, "One of the World's Top 5 destinations for 2012"
- ▶ National Geographic Traveller Magazine, "One of the Top 06 Destinations for Travel in 2012"
- ▶ Sri Lanka has been identified by the US based environment activist group Conservation International (CI) as one of 25 bio-diversity hot spots in the world

Advantages

- ▶ Geo-Strategic Location with peaceful environment and comfortable weather conditions
- ▶ Attractive Business Environment & Government Policies with existing tourist markets (Western Europe, Asian countries)
- ▶ Establishment of 'Tourism Development Zones':
 - ▶ Southern Tourist Zone (Bentota to Mirissa)
 - ▶ Cultural Triangle Tourist Zone (including Kandy)
- ▶ Skillful & qualified workforce in the hospitality industry
- ▶ Modern Infrastructure and accommodation facilities to meet international standards
- ▶ Quality of Life
- ▶ Demand for more, quality tourist accommodation (Presently 310 Graded establishments & 745 Supplementary establishments)