Jetair launches Sri Lanka as a winter destination

Posted on

Jetair, one of the leading tour operators in Belgium, has introduced Sri Lanka as a new winter destination, and will operate weekly charter flights from Brussels to Colombo commencing October 2010.

Introducing Sri Lanka, Bart Brackx CEO of Jetair NV said, “despite the economic crisis the Belgian travel market is expanding and as a tribute to the Belgian traveller we are introducing the South Asian destination.” He expressed confidence that more Belgian travellers will choose Sri Lanka this winter which will add a novel experience to their life.

Sri Lanka’s Ambassador to Bel- gium, Luxembourg and the EU Rav- inatha Aryasinha who was the spe- cial guest of honour at the launch, observed that “while overall tourist arrivals to Sri Lanka grew by 48 per- cent in the first six months of 2010 over the corresponding period the previous year, arrivals from Belgium was almost 60 percent”. He also noted, “despite the absence of a direct flight connecting the capitals, Belgium has been a country which sent visitors who have grown fond of Sri Lanka, who travelled there several times and were largely high spending.” He called upon travel agents to promote Sri Lanka with vigour, and assured that Sri Lanka will match this enthusiasm by ensuring that it maintains quality and that guests return as satisfied customers.

Robrecht Willaert, Hon Director of Sri Lanka Tourism in Belgium made a presentation on the opportunities of promoting Sri Lanka. The tour opera- tors who attended the brainstorm- ing said with peace returning to the Island, they saw great potential in making Sri Lanka a “most preferred” destination among Belgian travellers.