



Message from the Minister of Economic Development

Sri Lanka has earned repute as a must-visit destination drawing thousands of tourists yearly from all parts of the world. The fact that there is so much to see and do within short distances makes Sri Lanka an exceptional tourist destination. Add to that the rich biodiversity, scenic beauty, wildlife, heritage and cultural diversity, Sri Lanka marks a vibrant presence in the world map with something to offer for everyone.

Today you will find new developments and conveniences that will make travel all the more appealing and enjoyable. In particular, Colombo as well as other major towns have transformed with new highways and expressways, walking paths and shopping complexes. In all these endeavours, the environment has been given the utmost importance. The East Coast with its sun blessed beaches provides a vibrant destination for all visitors. Sri Lanka is a safe place to visit and enjoy whether it be for a holiday or business.

Consequently it is with eager anticipation that we await the World Travel Market in November 2014 in London. As a leading global event for the travel industry it offers a unique opportunity for destinations such as ours. We are looking forward to meet others in the industry to network and build relationships and share all that we have to offer as a country.

It is with great pleasure that we extend a warm invitation to visit our island paradise. Whether it is to witness the amazing wildlife, unwind amidst exotic beaches, explore lush forests and hilly terrain or experience vibrant culture, you can be sure of our warm hospitality.

Basil Rajapaksa

Minister of Economic Development

