
Sri Lankan Airlines boosts Chinese tourism into Sri Lanka

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(Colombo - Lankapuvath - October 01) –Sri Lankan Airlines is carrying out a series of promotional activities to increase Chinese tourist arrivals into the Indian Ocean Island, and promote close ties between the two countries. The National Carrier has in recent months launched several tour packages tailor-made for the Chinese market. The airline's ‘Ayubowan Sri Lanka’ and ‘Treasures of Sri Lanka’ packages were heavily marketed in China this year, with a number of key incentives being provided to the Chinese travel trade to promote them. The centuries-old relationship between Sri Lanka and China has never been stronger than it is today, and Sri Lankan Airlines is aggressively promoting Chinese tourist to Sri Lanka and is working closely with the Sri Lanka Tourism Promotions Bureau. The airline has enhanced awareness of Sri Lanka in China by carrying out publicity campaigns in three provincial cities which were each attended by over 100 Chinese travel agents. Another publicity campaign was carried out in the giant Solama Park Shopping Complex to enhance Sri Lanka's image following the Dawn of Peace. Most recently, the airline flew in two chefs from China to train culinary students at the Sri Lanka Institute of Tourism and Hotel Management, and also provide training in authentic Chinese dishes for chefs of many hotels in Sri Lanka. China is an ever-more important business partner of Sri Lanka, and Sri Lanka is an excellent value-for-money destination for the growing number of Chinese tourists travelling overseas. According to Sri Lanka Tourism statistics, Chinese tourist arrivals into Sri Lanka increased by 71percent in August compared to the same month in the previous year. Tourism from all countries grew by 34 percent in August 2009.”Courtesy: lankapuvath.lk