



RIU MARKET REPORT

SRI LANKA'S TOURISM IN THE REGIONAL CONTEXT

**QUARTERLY REPORT Q2 -2017
RESEARCH INTELLIGENCE UNIT**

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Tourism industry in Sri Lanka

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Tourism industry in Sri Lanka

Since the end of Sri Lanka's civil war in 2009, the tourism sector has been on an upward trend, with increasing numbers of tourist arrivals creating a positive impact in the sector. In 2010, the number of arrivals rose by 40 per cent and in 2011 exceeded the 800,000 mark - a milestone for Sri Lankan tourism at the time. March 2012 marked a 21.3 per cent year on year increase in tourist arrivals, compared to a year earlier with 91,100 tourists visiting the country in March alone. By 2013, the one million tourist arrivals mark had been reached and by 2016 a total of 2.05 million tourists were recorded to have arrived in the Island. This represented a growth of 14 per cent over the previous year. China, France, Germany, India and the UK continue as the top sources of arrivals. According to the long-term development plan of the Sri Lanka Tourism Development Authority (SLTDA) it is expected that there will be around 4.5 tourist arrivals by 2020.

