

BOARD OF DIRECTORS 2020

11th May 2020

PRESIDENT

Nalin Ariyaratne
M +94 77 728 7816
E nalin@jetwing.lk

Ms. Kimarli Fernando,
Chairperson
Sri Lanka Tourism Development Authority
No. 80, Galle Road,
Colombo 3

SECRETARY

Aasim Mukthar
M +94 77 791 5932
E aasim@saexhibitions.com

Dear Madam,

Tourism Revival Plan – Post COVID-19

TREASURER

Nadeeka Leeniyagoda
M +94 773 416 665
E nadeeka@aitkenspence.lk

Further to your letter dated 5th May seeking Associations to present a tourism revival plan, SLAPCEO would like to list below our proposal for the same.

COMMITTEE MEMBERS

Felicia Adhietty
M +94 77 779 3783
E md@bconnected.lk

Please feel free to contact the below board members for any further clarifications / discussions on this.

Janice Hakel-Ranasinghe
M +94 77 776 1675
E janis.kairos@gmail.com

Dr. Shaffaath Amidon - 0777 779603

Ms. Janice Hakel-Ranasinghe - 0777 761675

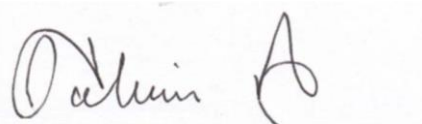
Shaffaath Amidon
M +94 77 777 9603
E shaffaath@mnstravelsolutions.com

Look forward to work with you closely towards building up the Tourism Industry of Sri Lanka.

Oshadee Withanawasam
M +94 774 422 334
E oshadee@tiikmedu.com

Thanks and best wishes,

Nadun Egodage
M +94 71 851 3131
E nadun@bb.lk



Nalin Ariyaratne
President, SLAPCEO

Emile Gunesekara
M +94 773 018 888
E emile.g@sl.pico.com

IMMEDIATE PAST PRESIDENT

Ziyan Ameen
M +94 77 778 8931
E ziyan@aitkenspence.lk

TOURISM REVIVAL PLAN POST COVID 19

SLAPCEO: PROMOTIONS. DEVELOPMENTS & ADOPTION (STRATEGY FOR THE NEXT 12 MONTHS JUNE '20 TO MAY '21)

MARKETING & PROMOTION

- 1) **Branding:** *“AYUBOWAN” VISIT SRI LANKA 2020* (Ayubowan is related to Good health) OR *“MEET IN SRI LANKA”* a Promotional Campaign for winter starting from September.
- 2) **INTERNATIONAL NETWORKS:** *Linking with SL EMBASSIES and SL Airline Representatives with a coordinated marketing Strategy.*
- 3) **WEBSITE & SOCIAL MEDIA:** *revamp to include MICE & promotions developed & updates on Health & Safety procedures.*
- 4) **MICE TASK FORCE:** *develop a 5 year Strategic plan for MICE business in 8 selected destinations by SLTPB.*
- 5) **LOCAL COLLABORATION FOR FOREIGN BUSINESS AND LEISURE EVENTS & EXHIBITION OPERATORS:** *implement compulsory collaboration requirements with local registered entities when doing events in SL to enable taxes and to maintain standards within the industry.*
- 6) **COLLABORATIONS WITH LOCALLY BASED FOREIGN MISSIONS, NGO'S:**
- 7) **COLLABORATIONS WITH PVT MULTINATIONAL COMPANIES, REPUTED HOTEL CHAINS, CONGLOMERATES:**
- 8) **COLLABORATIONS WITH GOVERNMENT BODIES:**

TRAINING & DEVELOPEMENT

- 1) **TRAINING FOR ALL STAKEHOLDERS:** *to educate and bring awareness of Business & Leisure Meetings to all DMC, EMC, VENUE PROVIDERS, etc.,*
- 2) **WOMEN EMPOWERMENT:** *Creating more space for women in the Business and Leisure industry, through open opportunity, training, and development of skills. (Include in rebranding plan)*
- 3) **YOUTH EMPOWERMENT:** *Creating more space for youth in the Business and Leisure industry, through open opportunity, training, and development of skills. (Include in rebranding plan)*

INTERNAL CONSIDERATIONS

- 1) **INSURANCE FOR THE INDUSTRY: BUSINESS DISTRUPTION INSURANCE.** *TDL / Tourism development Levy should be changed to TDIL /Tourism development and insurance levy. To be utilized for promotions and development on a regular basis (80%) and the balance (20%) to be used as insurance for the industry during a time of crisis. Service industries need people and people need peace of mind to be able to forward plan and implement & Control for quick recovery of any crisis.*
- 2) **FLIGHTS:** *Small Charter flights to land in Ratmalana Airport / Budget Airlines to land in Mattala /and concession to be given for budget airlines.*
- 3) **HEALTH & SAFETY FOR BUSINESS & LEISURE MEETINGS:** *developing clear guidelines and posting on Social Media regularly as a selling point.*
- 4) **ENTRANCE FEES:** *one for one offer till 31st March 2021.*
- 5) **POST AMALGAMATION:** *SLCB – Rebrand to include ALL business & Leisure Meetings and terminology to include and be relevant in the international market. EG. SECB (Singapore Exhibition and Conventions Bureau)*