



## UPDATE FROM SRI LANKA

### The Sunshine After the Rain: 5-Year Destination Promo to be Launched as SL Tourism Gears Up for Business Post COVID-19

sri lanka  
WONDER OF ASIA

Last week, the Cabinet approved a five-year global promotion initiative by Sri Lanka Tourism to put the island destination back in the holiday plans of travelers around the world. Sri Lanka Tourism Chairperson, Kimarli Fernando, stated that the parties are now, "finalising the Terms of Reference and appointment of the Procurement, Project and Technical Evaluation Committees; and will start the process, to be in readiness when the time is right."

This important step bodes well for Sri Lanka's recovery post COVID-19, as the country incrementally restarts its economy in the coming weeks.



<https://bit.ly/2x164To>

### Curfew Regulation Relaxed



The government-imposed curfew has proven to be instrumental in curbing the spread of COVID-19 in Sri Lanka. With the protection of the people as its prime objective, now the revival of the economy will follow suit. Relief will be provided to low-income families and the most vulnerable of those – usually the hardest hit – in our society.



<https://bit.ly/3bAbIAw>

### Coming Soon to Sri Lanka



Theming specialists Sim Leisure Group Ltd are the masterminds behind Malaysia's Escape Theme Park, along with numerous other colourful projects around the world, including the UAE, Denmark and Singapore. Sri Lanka will soon be added to this list of wonders, with 'Escape Sri Lanka' on the horizon after the signing of a definitive agreement with Elpitiya Plantations PLC (an associated company of Aitken Spence PLC). Poised to commence construction between Colombo and Galle, this new family theme park will be a boon to the country's domestic tourism market.



<https://bit.ly/2S2ICMN>

## The Tourist and Expatriate Support Centre is Here to Help!



If you're a tourist, international businessperson or expat, Sri Lanka Tourism urges you to register with them. Your details will be saved to a database that will allow authorities to provide assistance to you during emergency situations like the COVID-19 outbreak and ensure that you are safe and accounted for during your stay in Sri Lanka. Register here:

<https://www.register.sltda.gov.lk/>

## Sri Lanka Tourism Chairperson Personally Reaches Out to Stranded Honeymooners



San Francisco newlyweds Michelle and John Senyard were honeymooning in Weligama when they found themselves stuck on the island due to COVID-19 travel restrictions. Kimarli Fernando, Chairperson, Sri Lanka Tourism, personally reached out to Michelle and John after seeing their story on the news. She assured them that Sri Lanka Tourism would assist them at this crucial time and also wished them a safe and memorable honeymoon in Sri Lanka. "If you wish to come to Colombo... we are happy to arrange accommodation for you at Sri Lanka Tourism cost until flights are operating again" Sri Lanka Tourism Chairperson.

<https://bit.ly/3coc2N7>

## 12 Hours of Transit Time Permitted to Travellers at BIA



The Civil Aviation Authority of Sri Lanka announced recently that carriers connecting to the Colombo airport amidst the current COVID-19 constraints that travellers will be allowed a 12-hour transit period at Bandaranaiyake International Airport.

"Airlines are hereby informed that the maximum permitted transit time at BIA for any passenger transiting via BIA should strictly be not more than 12 hours," the CAA said.

<https://bit.ly/3bLhsCh>

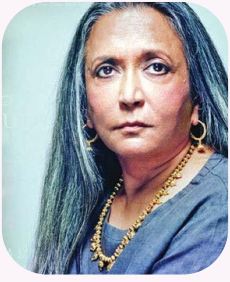
## Sri Lankan Doctor Spearheads Australian Medical Research Team in the Race for COVID-19 Vaccine



Back in 2015, Dr Danushka Wijesundara was granted an Early-Career Fellowship by the Hospital Research Foundation (THRF) to study viruses and vaccines. Today, he and his team are using molecular clamp technology – an immune system-triggering innovation that, in theory, can be used to fight not just COVID-19, but many other types of infectious viral diseases. Read more about Dr Wijesundara's ground-breaking research here:

<https://bit.ly/2Y3qTZw>

## Oscar Nominated Director to Film 'Funny Boy' in Sri Lanka



Renowned Canadian-Sri Lankan novelist Shyam Selvadurai's most acclaimed work, 'Funny Boy', will be adapted to film through the eye of award-winning director Deepa Mehta. The coming-of-age story was first published in 1994, and remains one of Sri Lanka's most notable literary works in the English language. It encompasses themes of childhood, identity, and sexuality, and it illustrates the ethnic tension within the country leading up to the riots of July 1983. "It's a beautiful book," the director was quoted as saying. "It's a coming-of-age story of two 17-year-old boys." The project started filming in Sri Lanka in January 2019.



<https://bit.ly/2yB1WtY>



LIFESTYLE

## "See Now, Experience Later" by Cinnamon Hotels

For now, we stay at home. But we will travel again. And when we do, we will do so more consciously, more sustainably and with a greater feeling of solidarity than ever before. Join in with your travel plans across Facebook, Twitter and Instagram!

**#TravelTomorrow #InspiringMoments #WeWillTravelAgain #CinnamonHotels #SriLanka**



## Pic of the Week

When travel is off the table, you realize just how much it means to you...Till the time is right,  
**#SeeNowExperienceLater.**

**Credit: Natacha Loos**



**#TravelTomorrow #HappyTravelMemories #InspiringMoments  
#VirtualTravel #CantWaitToGoBack #WeWillTravelAgain #DontCancelPostpone**