



Tourism & Leisure



Opportunity Sri Lanka



Board of Investment of Sri Lanka
Sri Lanka Export Development Board

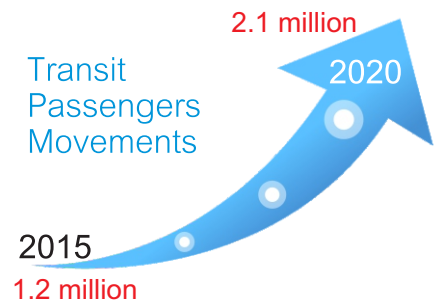


Investment Opportunities

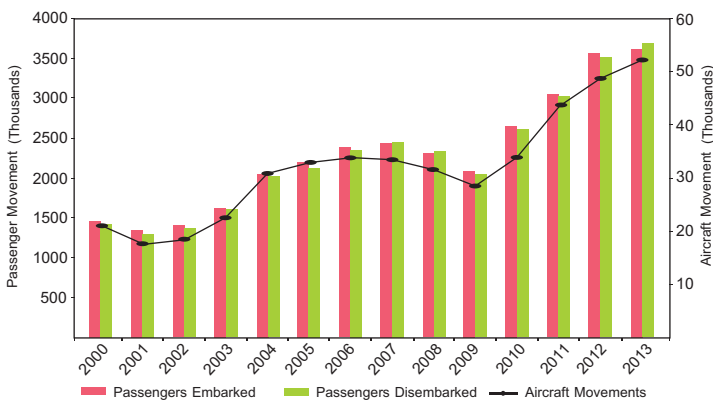
Transit Hotel & Convention Centre



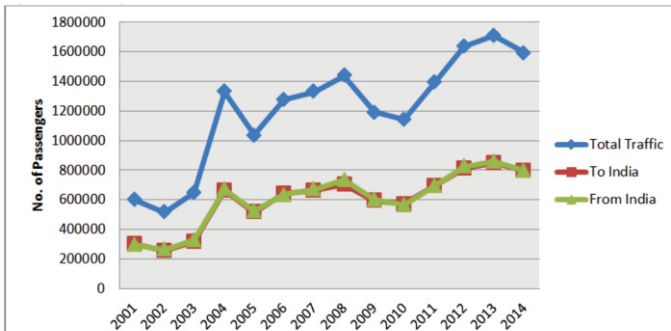
- One of the best Airports in South Asia
- Ability to cater the growing demand in transit passengers movements with new airport expansion
- Annual 50,000 airline crew staff with over 30 airline operators
- Access to developing 1.5 million India outbound MICE market
- Large no of short visit expatriates for BOI companies
- Increasing trend of room occupancy around 1 km radius



Trend of Passenger Movements at Colombo Airport 1978-2013



Passenger Traffic Movments between India and Sri Lanka, 2000-2014



Source: Compiled using published data from Annual Statistical Reports (Various Years), The Directorate General of Civil Aviation, The Government of India

Operating 5 of top 10 international airlines at the airport

The World's Best Airlines of 2018

- 1 Singapore Airlines
- 2 Qatar Airways
- 3 ANAs
- 4 Emirates
- 5 EVA Air
- 6 Cathay Pacific
- 7 Lufthansa
- 8 Hainan Airlines
- 9 Garuda Indonesia
- 10 Thai Airways

Source: Skytrax World Airline Awards

Investment Opportunities

MICE Tourism

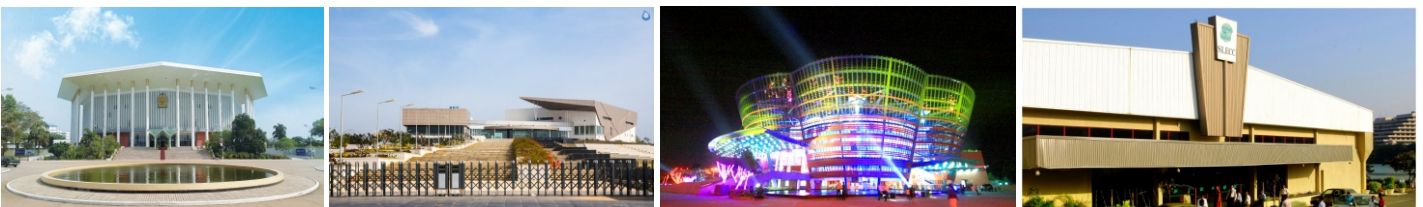


- A huge untapped MICE market.
- image of Sri Lanka as a high-value tourist destination.
- Huge growth potential for the MICE segment especially from India and China.
- High area connectivity to key destinations.
- Base for a large number of MNCs and associations and present of major international hotel chains.
- Exotic avenues for leisure activities.
- Expanding infrastructure to support the industry.
- Easiness in obtaining visa

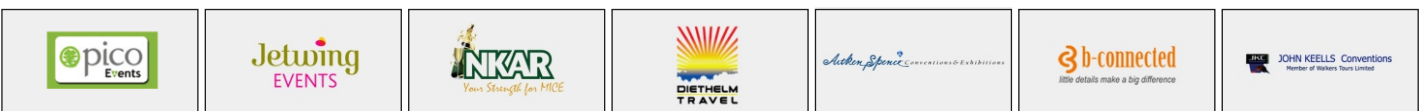
Potential Investment Areas

- Large scale convention centres
- Accommodation providers in the 3, 4 and 5 star categories with suitable meeting space that offer something unique/different to what is available in other Countries
- Upscale restaurants with group dining facilities
- Visitor attractions available for after-hours visits.
- Specialist destination based agencies – Destination Management Companies (DMCs), Professional Conference Organizer (PCOs), Event Management Companies

Conventional Facilities



Key players in Sri Lanka



Investment Opportunities

Wellness/Wellbeing Tourism



- Rare Diversity of natural herbs
- Qualified pool of traditional medical practitioners
- Unique treatments for fractures
- Less side effects
- Hospitable community
- Luxury Ayurvedic resorts/hospitals
- Recognition as a tourism destination



Why Wellness / Wellbeing Tourism?

The island's very special location, being well accessible from east and west

International reputation in Ayurveda and holistic medicine

Renowned offerings in western medical services

Industry with rare diversity of natural herbs used for Ayurvedic medicine with potent healing powers.

Government being dedicated to develop the wellness sector nationwide

Country with well-established medical systems in both indigenous medicine, western health services and other alternative medical practices

Only country after India which has well developed Western medical sector and Indigenous medical sector including Ayurveda which offers high quality and cost effective health services, with wide range of wellness services at luxury Ayurveda resorts, Indigenous medicine hospitals, Spa & recreation centers and Western hospitals.

Importance of Sri Lankan Ayurveda

- An ancient authentic medical system evolved from pre-historic era which harmonized today with traditional Sri Lankan medical system or Desheeya Chikitsa, Ayurveda (North India) and Siddha (South India), Unani system from Arabia .
- Sri Lankan Ayurveda has a distinct identification separate from Indian Ayurveda.
- The present indigenous medical sector blends with “Deshiya Chikitsa” inherited in Sri Lanka, Ayurveda and Siddha practices from India and Unani system from Greece which spread from Arabian region.



Investment Opportunities

Agro Tourism

In Sri Lanka, the opportunities for agritourism are substantial. The economy of the island state traditionally depends on the production and export of agricultural products. Nevertheless, the sector has increasingly been pressured by low productivity of farm lands, high production cost and international competition triggered by globalization.

Having a huge source of indigenous spices and world famous 'Tea' within the country as well as a long history of spice trade with their intrinsic qualities throughout the world, maintaining the name "Sri Lankan Spices" is extremely important to be the "Hub of spices" in Asia.

- Largest country's population lives in rural areas engaging in farming activities
- Rich of natural heritage for agro based industries
- Sri Lanka is one of Asia's leading producers of organic products
- Well known for herbal- and spice cultivations
- Agrotourism can diversify revenues from farming and help to counteract market fluctuations.
- Ability to benefit industrial sector (agriculture) with its main service sector (tourism)
- Create mutual beneficial scenarios for both agriculture and service sector
- Establishment National Spice Garden 'Sri Lanka Spices'

Potential Investment Areas

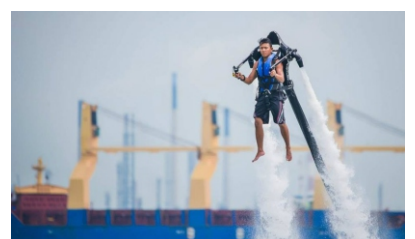
- Technological Park and Education Center
- Demonstration unit for recommended crop cultivation practices and processing techniques
- Field Research Institution for spices and other EACs
- Establishment of Mono, mix and agro-forestry cropping system
- Establishment of information and sales center
- Establishment of model Processing center
- Establishment of Restaurant



Investment Opportunities

Key Potential Areas

- Tourist Accommodation & Services (Hotels / Resorts / Villas/ Higher-end restaurants)
- Leisure & Recreational (Golf Course, Entertainment Complexes, Theme Parks, Tourist Shopping Complexes, Eco-Lodges, Camping, Whale & Dolphin Watching, water sports)
- Meeting Incentive Convention and Exhibition (MICE) (Convention and Exhibition Centres)
- Adventure, Eco & Agro Tourism (Adventure parks, Theme parks)
- Medical & Well-ness Tourism (Spa & Wellness Centres)
- Tourist transport: Domestic and International Sea, Air transport & Water based Transportation (Yacht Marina, Coastal Ferry Services, Cruise Lines)
- Skill Development: Hotel / Hospitality Training Institutes

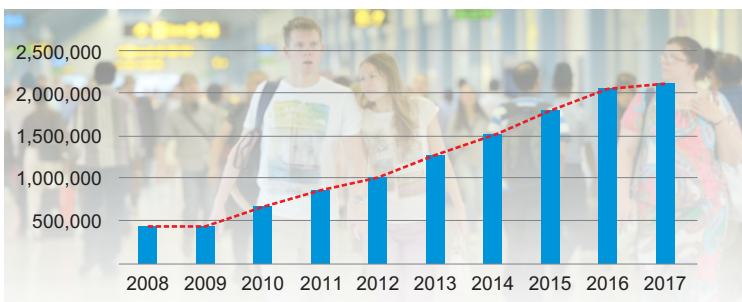


Why Sri Lanka?

One of the most vibrant countries in South Asia with a fast growing economy offering opportunities across the value chain, backed by sound economic fundamentals and favourable future prospects

The time is ripe for investors to become partners in Sri Lanka's growth!

Tourism Growth



- High growth rate over past 5 years (6%) with significant growth in tourism.
- Growing demand for hotel rooms and recreational facilities.
- Strong air connectivity with over 100 weekly flights to India alone.
- Significant investment growth in tourism infrastructure with presence of leading international hotel operators.



Area	: 65,000 Sq.km.
Population	: 21.4 Mn (2017)
GDP (2017)	: US\$ 87.2 bn
GDP Growth (2017)	: 3.1%
GDP Per Capita (2017)	: US\$ 4,065
Exports (2017)	: US\$ 11.4 Bn
Imports (2017)	: US\$ 20.98 Bn

Why you select Sri Lanka for your next tourism investment destination ?

Strong Resilient Economy, Favorable investment climate and transparent investment laws

Strategically located next to the fast growing Indian sub-continent with strong air/sea connectivity

Fast developing infrastructure (Airports, Seaports, roads and other infrastructure facilities)

Finest Beaches & High Bio, Historical and Cultural Diversity

A skilled, service-oriented workforce equipped to engage in higher-value tourism services

Hundreds of significant cultural sites, national parks, forests and sanctuaries around the country including eight UNESCO World heritage sites

Over 15% continuous growth in tourism arrivals

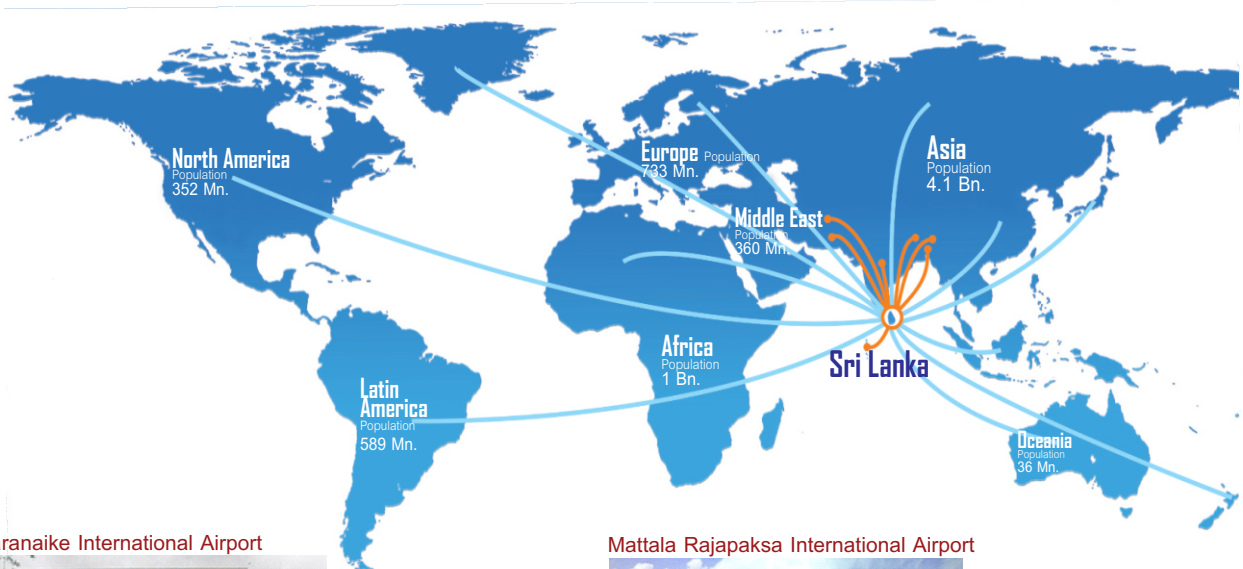
Truly a great place to live and a great place to work

Single window approval process to fast track the development

Access to hassle-free opportunities and partnership prospects

Strategic Location

Sri Lanka has been a geo-strategic hot spot due to its geographical positioning 6 degrees North and 79 degrees East at the center of the maritime silk route. Favourable maritime geographical factors, emerged Sri Lanka as a regional trading hub, a strategic link in the global supply chain. The Liner Shipping Connectivity Index (2016), which measures how well countries are connected to global shipping networks, scores Sri Lanka at 53, above Vietnam at 47 and Thailand at 45.



Bandaranaike International Airport



Busiest airport in the country and one of the busiest airports in South Asia.

Statistics (2017)

Passenger Movements	9,805,045
Air Freight Movements (MT)	265,786
Aircraft Movements	58,460

Can accommodate 15 million annual passengers movement (with expansion)

Mattala Rajapaksa International Airport



The second international airport in Sri Lanka.

Statistics (2017)

Passengers	52,448
Cargo (t)	69
Aircraft movements	2,984

“We are building on the plan to expand Sri Lanka, to make it into a centre for shipping, for aviation, for communications, a logistic hub and a business hub” – Prime Minister of Sri Lanka (Sept. 2016)

Transit Time - Colombo Port

Port	Transit Time
India	
• Tuticorin	8 Hrs
• Cochin	1 Day
• Chennai	2 Days
• Kolkatta	2 Days
• Mumbai	3 Days
• Karachi	4 Days
Europe - Rotterdam	16 Days
U.K. - Southampton	14 Days
Japan - Yokohama	10 Days
Singapore	3 Days
Australia • Sydney	11 Days
Middle-East - Dubai	5 Days
USA - New York	20 Days
Kenya - Mombasa	9 Days

No. of flights per week to major destinations

India	168
Dubai	47
Male	39
Singapore	34
Kuala Lumpur	38
Bangkok	23
Hongkong	10
Australia	07
Turkey	07
London	06
Shanghai	06
Tokyo	04
Kunming	04
Beijing	03
South Korea	03

Total No. of flights per week - 565

Land Access



Kalpitiya
Intergrated Tourism Resort Project

Province	North Western
District	Puttalam
Distance from Colombo	150 Km
Total area available	803.24 Hectares 9 Islands



Colombo
Port City

Province	Western
District	Colombo
Distance from Colombo	0 Km
Total area available	650 Hectares

Colombo



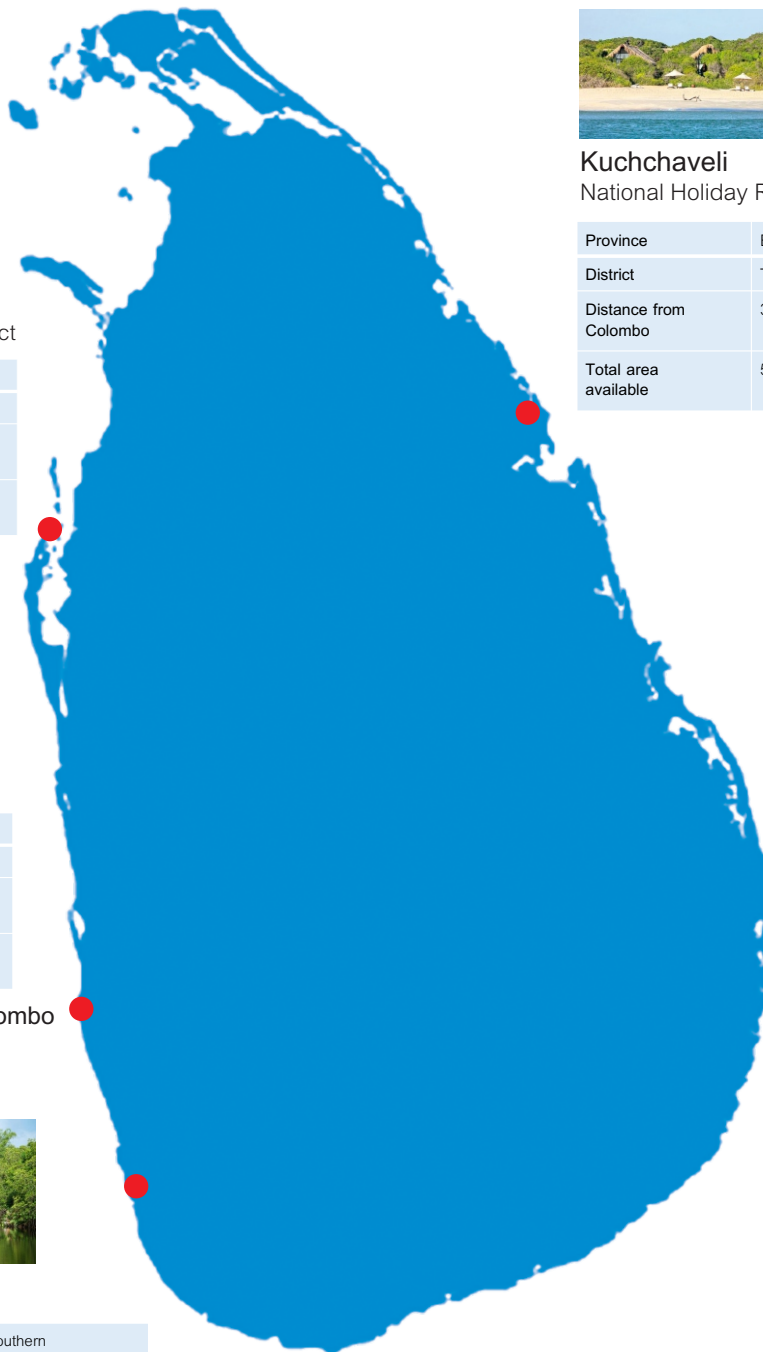
Dedduwa
Lake Resort

Province	Southern
District	Galle
Distance from Colombo	67 Km
Total area available	1,734 Acres



Kuchchaveli
National Holiday Resort

Province	Eastern
District	Trincomalee
Distance from Colombo	300 Km
Total area available	510 Acres



Investment Incentives

Investment Projects registered under Board of Investment of Sri Lanka (BOI) will be eligible for following exemptions;

- Reduced Corporate Income Tax Rate of 14% for projects predominantly* undertaking for the promotion of tourism
- Exemption of Customs Duty on importation of capital goods during the project implementation period
- Accelerated Capital Allowance on Depreciable Assets in addition to normal depreciation

Location	Expenses incurred on Depreciable Assets ^{√2}	Enhanced Capital Allowance	Extended Period for Deducting Unrelieved Losses	Exemption from Dividends tax & Exemption of employment income from WHT
Northern Province	> US\$ 3 Mn and < = US\$ 1,000 Mn	200%	10	X
	> US\$ 1000 Mn	200%	25	✓
Other than Northern Province	> US\$ 3 Mn and < = US\$ 100 Mn	100%	10	X
Northern Province	> US\$ 100 Mn and < = US\$ 1,000 Mn	150%	10	X
	> US\$ 1000 Mn	150%	25	✓

**Other than intangible assets (Class 5) Classification of Depreciable Assets

Class 1 : computers and data handling equipment together with peripheral devices

Class 2 : buses and minibuses, goods vehicles; construction and earthmoving equipment, heavy general purpose or specialised trucks, trailers and trailer-mounted containers; plant and machinery used in manufacturing.

Class 3 : railroad cars, locomotives, and equipment; vessels, barges, tugs, and similar water transportation equipment; aircraft; specialised public utility plant, equipment, and machinery; office furniture, fixtures, and equipment; any depreciable asset not included in another class.

Class 4 : buildings, structures and similar works of a permanent nature

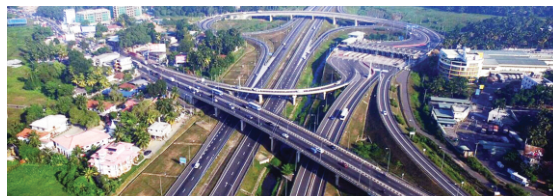
Class 5 : intangible assets, excluding goodwill – applicable only for normal depreciation

**predominantly" means 80% or more calculated based on gross income

Favorable Investment Climate and Infrastructure



- Total Foreign Ownership is allowed
- No restrictions on repatriation of earnings
- Safety of Foreign Investments Guaranteed by the Constitution
- Strong Intellectual Property laws in line with WIPO regulations
- Signatory to the Multilateral Investment Guarantee Agency (MIGA) of the World Bank
- Investment Protection Agreement and Double Taxation Relief Agreement with over 40 countries



Colombo Port ranked 22nd position in world container ports, in 2016

- Alphaliner Rankings.

Sri Lanka's ranking in South Asia for Electricity and Telephony Infrastructure in the Global Competitiveness index 2017-18

Sri Lanka	India	Bangladesh	Pakistan
92	100	114	121

“Colombo is the only port in the Bay of Bengal that approaches global standards in terms of operation efficiency and throughput”

- Asian Development Bank Institute - 2016

“Moving within the city (Colombo) is much easier and cheaper than Cairo, Dhaka, Manila and Mumbai”

- A.T. Kearney

Sri Lanka is the first country in South Asia to introduce next generation telecom networks (4G)

World's lowest entry level broadband prices

Sri Lanka ranked the highest in Network Readiness among SAARC countries - 2016

Sri Lanka is the most efficient in South Asia in the Trading Across Border rankings - 2017

Sri Lanka	India	Pakistan	Bangladesh
86	146	171	173

Competitive costs of production in the region

	India (Chennai)	India (Mumbai)	Sri Lanka	Thailand	Vietnam	Bangladesh	China
Power (per Kwh)	0.12	0.13	0.12	0.11	0.12	0.12	0.15
Water (per cum)	0.87	0.32	0.43	0.415	0.61	0.41	0.76
Office rent (per sqm)	12	29.5	23	21	31	24	51
Housing	4002	6011	2098	1988	2670	3376	1688
Telephone - Local (per min.)	0.01	0.01	0.02	0.1	0.01	0.03	0.03
Internet (Broad band monthly charges)	61	26	14	89	169	363	366

Quality of Life

Great Place to Work & Live

- World-class International Schools
- Prestigious Hotels / Leisure Facilities
- Modern Office Complexes
- Luxury Residential Apartments
- Health Care up to International Standards
- Finance and Banking
- Clean Air



Colombo is the most livable city in the region

Sri Lanka ranked first in South Asia in the 2016 Mercer Quality of Living index

Human Development Index Rankings (HDI)

Country	Sri Lanka	India	Bangladesh	Pakistan
Rank	76	130	136	150

Source :Human Development Report 2017

Peaceful country in the South Asia

Country	Thailand	China	India	Sri Lanka	Myanmar	Bangladesh	Pakistan
Rank	113	112	136	67	122	93	151

Source : Global Peace Index 2018

Success Stories



Relevant Line agencies

Sri Lanka Tourism Development Authority (SLTDA)
One Stop Unit (OSU)
80, Galle Road,
Colombo 03, Sri Lanka
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Fax: +94 11 2440001 / 2426984
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Fax: +94 11 243 8005
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Website: www.coastal.gov.lk

Department of Inland Revenue
No. 81, Sir Chiththampalam A.
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Fax: +94 11 2337777
Website: www.ird.gov.lk

Colombo Municipal Council
Town Hall, Colombo 07,
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Fax: +94 11 2684290
E-mail: munici@slt.lk
Website: www.cmc.lk

National Water Supply & Drainage Board (NWSDB)
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Fax: +94 11 2636449
Email: gm@waterboard.lk
Website: www.waterboard.lk

Central Environmental Authority (CEA)
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Website: www.irrigation.gov.lk/

Department of Immigration and Emigration
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Tel: 94-11-5329000 Hunting Line
Fax: 94-11-2885358
E-Mail: controller@immigration.gov.lk
Website: www.immigration.gov.lk

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Urban Development Authority (UDA)
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Website: www.uda.gov.lk

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E-mail: info@drc.gov.lk
Website: www.drc.gov.lk

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Website: www.dwc.gov.lk

**Sri Lanka Land Reclamation and
Deployment Corporation (LRDC)**
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Fax: +94 112 862457
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Fax: +94 11 2329725
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Website: www.defence.lk

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Fax: +94 11 2866633
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Fax: +94 11 2253038
E-mail: sldgca@caa.lk
Website: www.caa.lk

Road Development Authority
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Koswatta, Battaramulla, Sri Lanka
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E-mail: 1968@rda.gov.lk
Website: www.rda.gov.lk

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Website: www.fisheries.gov.lk

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Website: http://www.archaeology.gov.lk



Board of Investment of Sri Lanka

Sri Lanka Export Development Board

- First Point of Contact for any Foreign Direct Investment (FDI).
- Significant powers granted by Constitution
- Once registered with the BOI, facilities/incentives are valid and enforceable for lifetime of the project
- Ease of Doing Business with “Single Window Investment Facilitation Task Force (SWIFT)” facilitation to expedite implementation period by liaising between Investor and relevant line agencies through a virtual platform
- A dedicated BOI Project Officer for each project
- Visa facilities for investors, families and skilled workers
- Investor After-Care through exclusive import/export in-house service and continuous advanced infrastructure facilities within EPZs

Board of Investment of Sri Lanka
Level 26 - West Tower,
World Trade Center, Colombo 01.
Tel: +94 11 2434403-5, 2435027
E-mail: info@boi.lk
Web: www.investsrilanka.com

- Sri Lanka's apex organization for the promotion and development of exports
- Facilitate for export oriented trading, especially in Global Production Network (GPN)
- Arrange one to one business meetings with Sri Lankan suppliers & factory visits
- Provide information on products, tariffs, regulations, trade statistics and other trade related information
- Enable network with Sri Lankan business Chambers, product associations and State authorities
- Liaise with foreign missions and governments to explore trade opportunities for mutual benefit
- Identifying market opportunities for Sri Lankan products

Sri Lanka Export Development Board
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Board of Investment of Sri Lanka
Sri Lanka Export Development Board

