

SRI LANKA





A resplendent island nation in South Asia, celebrated for its breathtaking landscapes, rich biodiversity, and a cultural heritage spanning over 2,500 years

❑ **Population:** ~22 million

❑ **Area:** 65,610 km²

❑ **Cultural Heritage:** Explore ancient kingdoms, sacred temples, and 8 UNESCO World Heritage Sites.

❑ **Beaches & Coastlines:** Over 1,600 km of pristine shores for relaxation and water sports.

❑ **Wildlife & Nature:** From leopard safaris to whale watching and lush highland tea plantations.

❑ **Scenic Landscapes:** Witness everything from misty mountains to rainforests within a short drive.

❑ Waves to Wildlife, Tea to Tranquility: Sri Lanka's South Coast Is This Winter's Hottest Destination

❑ Lonely Planet ranks Colombo – Badulla Train Journey among the World's Best for 2025

❑ Booking.com Reveals the World's Most Welcoming Cities for 2025

❑ Lonely Planet has named Sri Lanka's Northeast among the "Best Places to Travel in August 2025,"



GLOBAL MICE INDUSTRY

USD 998.5 Billion
Current MICE Market Size in 2024

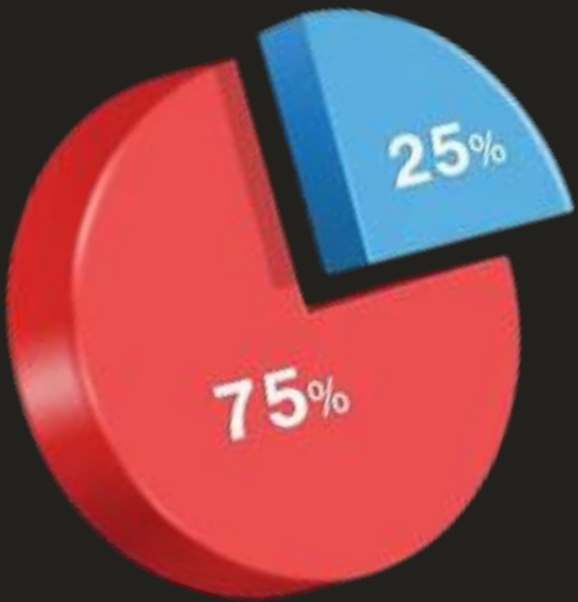
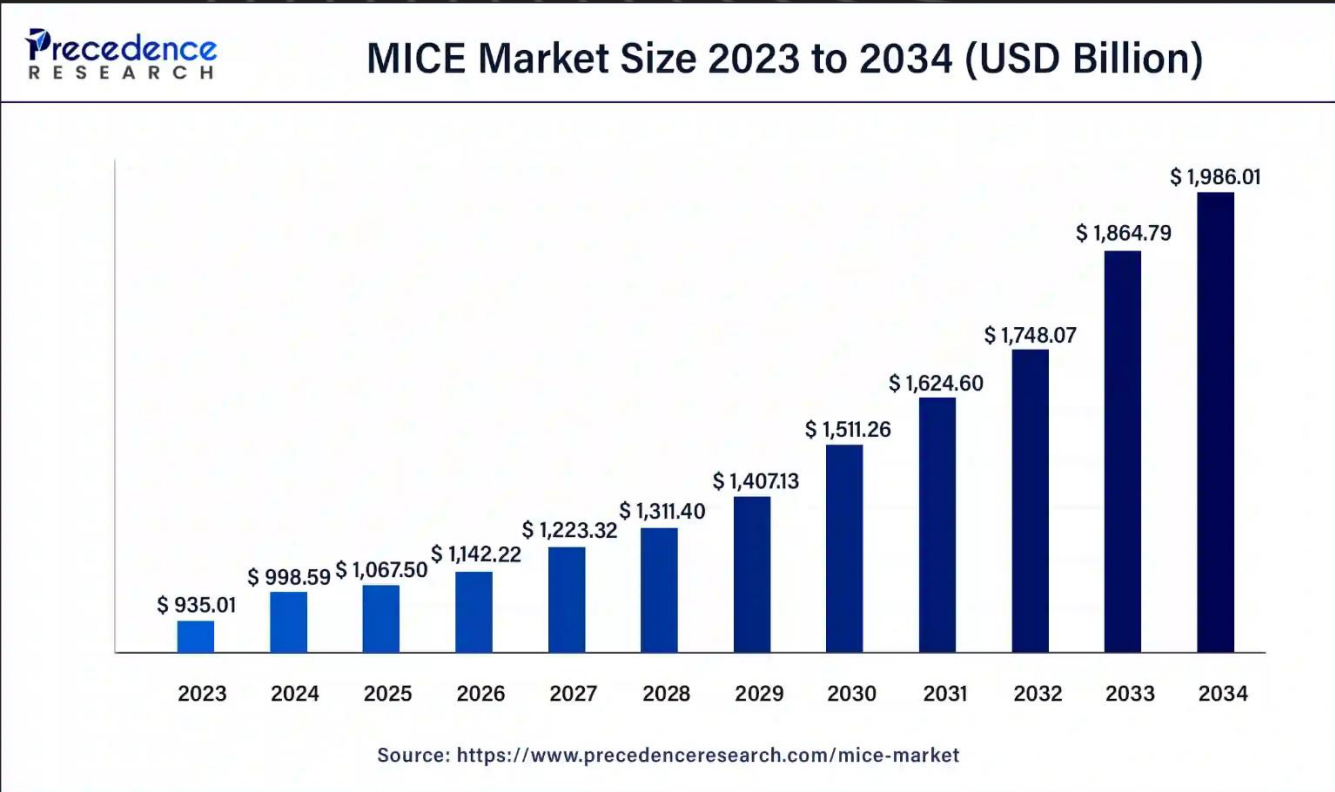
Source: Precedence Research

USD 1511 Billion
Projected MICE Market Size in 2030

Source: Precedence Research

20-25%
MICE Share of Global Tourism

Source: Fortune Business Insights



GROWTH TARGETS

USD 3.2 Billion
Current Tourism Market Size in 2024

Source: Year In Review 2024 - SLTDA

USD 8.5 Billion
Expected Tourism Market Size in 2030

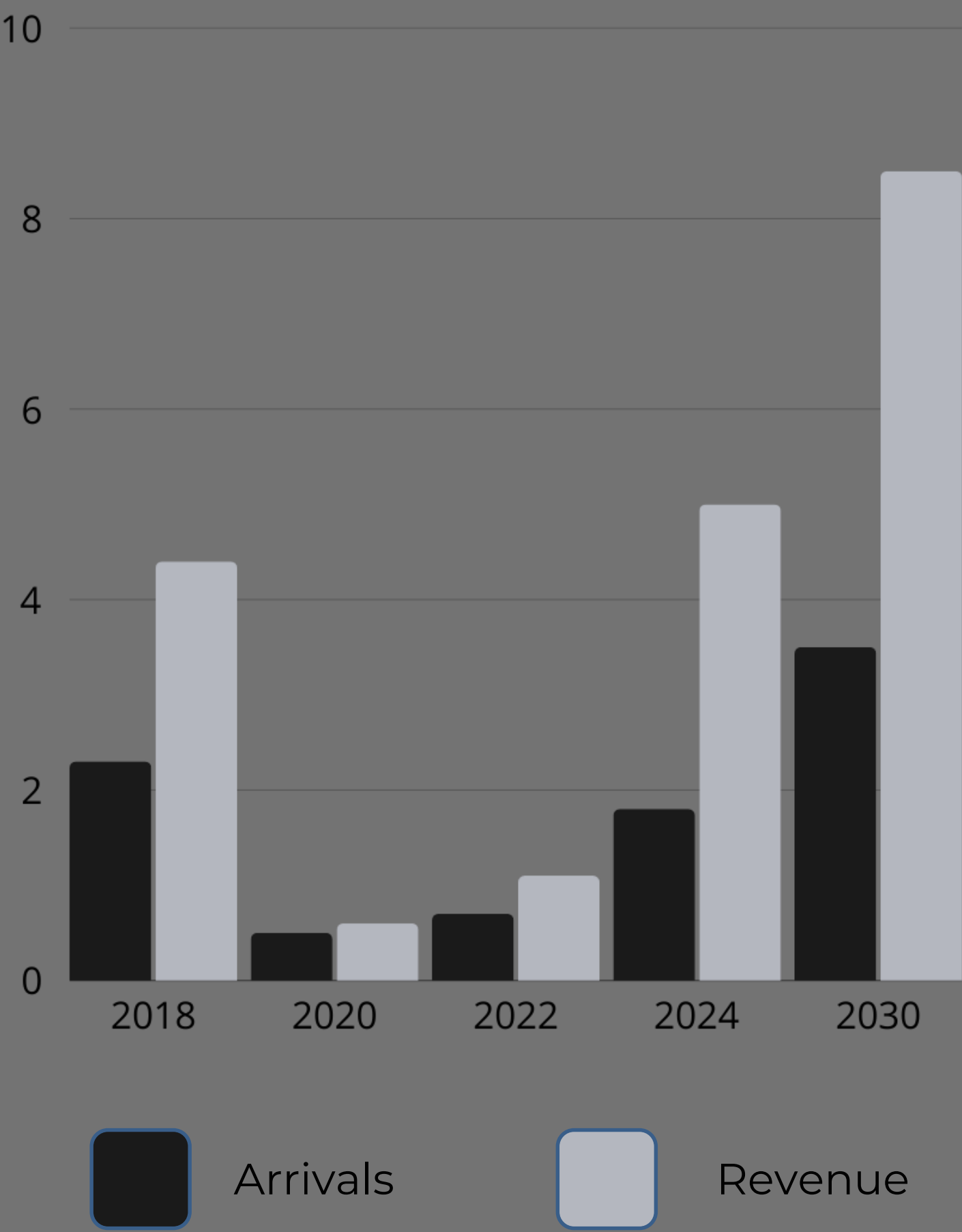
Source: National Tourism Policy

Approx. 8%
Current MICE Share of Total Arrivals

Source: SLTDA Reports

Bring up to 20%
Expected MICE Share of Total Arrivals

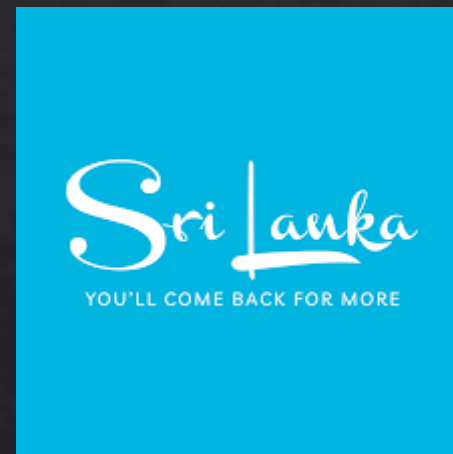
Source: 3 Years Road Map for MICE Tourism



SRI LANKA TOURISM



**Sri Lanka Tourism
Development Authority**



**Sri Lanka Tourism
Promotion Bureau**



**Sri Lanka Convention
Bureau**



**Sri Lanka Institute of Tourism &
Hotel Management: SLITHM**



SRI LANKA CONVENTION BUREAU

- ❑ The Sri Lanka Convention Bureau (SLCB) serves as the key facilitator for Meetings, Incentives, Conferences, and Exhibitions (MICE) in Sri Lanka.
- ❑ With extensive experience in event management, SLCB provides a comprehensive range of services aimed at ensuring seamless event planning and execution.



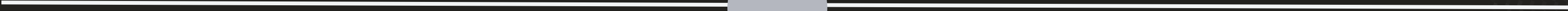
SRI LANKA

CONVENTION BUREAU

Sri Lanka's national MICE strategy aims to position the country as a leading MICE destination in South Asia, integrating business events with unique cultural and leisure experiences.

The vision is to develop a sustainable, high-value MICE industry that drives tourism growth, attracts quality travelers, and supports national economic development.

ROLE OF SRI LANKA **CONVENTION BUREAU**



Act as the primary point of contact for event planning in Sri Lanka

Collaborate closely with industry leaders, Tour operators and Airlines

Assist in selecting a Professional Conference Organizer (PCO)

Provide support in the bidding, planning, organizing, and implementing of events

Offer financial and In kind event support through the SLCB MICE Traveler Assistance Scheme

Organize Familiarization tours for both MICE Agents and Media and MICE promotions in Key markets

GRACIOUS HOSPITALITY

INTERNATIONAL
HOTEL CHAINS



GRACIOUS HOSPITALITY

LOCAL
HOTEL CHAINS



MICE
FACILITIES

GOVERNMENT SECTOR



Lotus Pond

Jaffna Cultural Centre

Temple Trees

SLECC – Exhibition Center

BMICH

MRICC

Lotus Tower - Orbit



MICE FACILITIES

PRIVATE SECTOR



Cinnamon Life at City of Dreams



ITC Ratnadipa Colombo



Cinnamon Grand Colombo



Hilton Colombo



Shangri-La Colombo

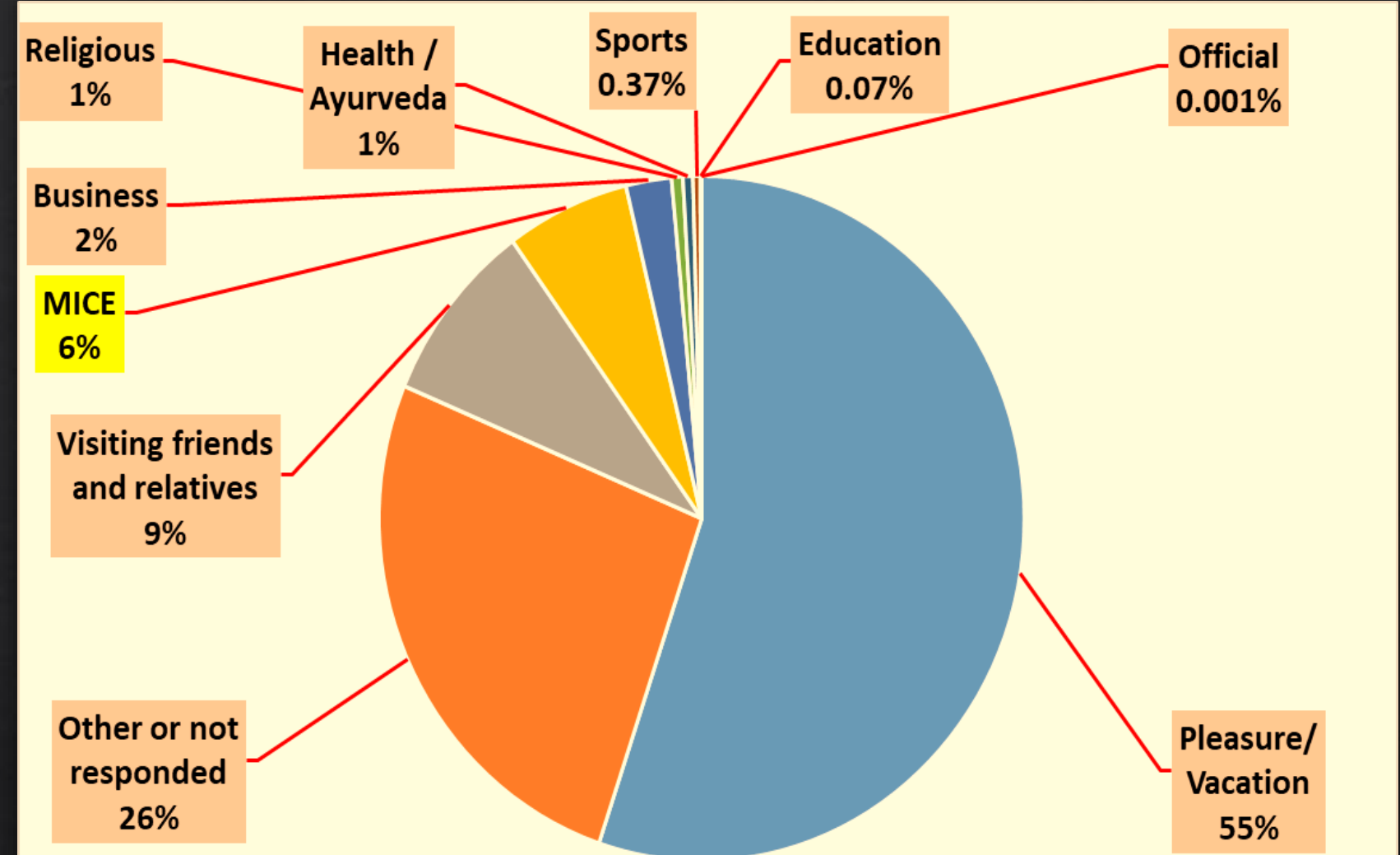


MAS Athena Thulhiriya



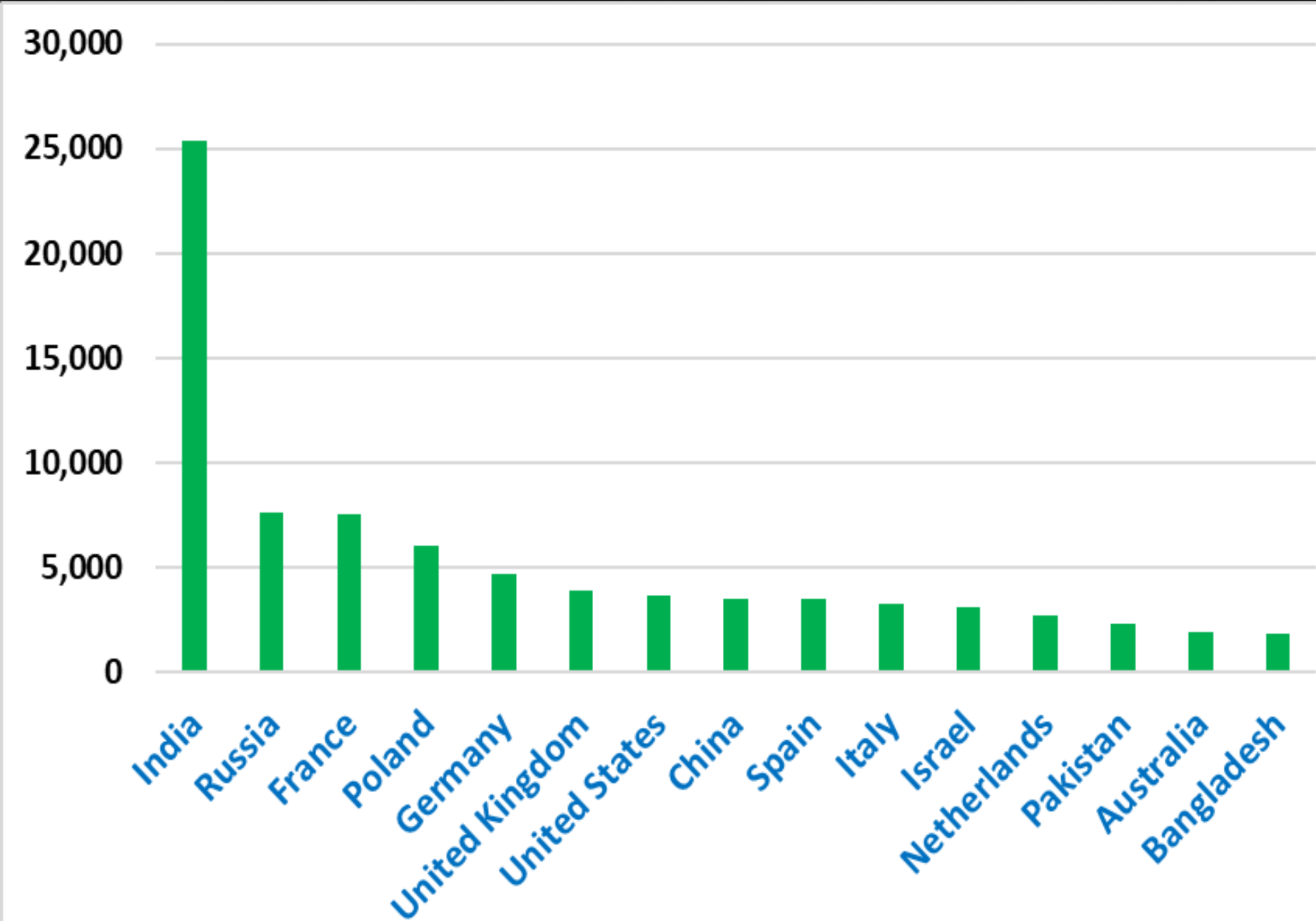
DISTRIBUTION OF MICE TOURISM IN SRI LANKA

Purpose	Number of tourists	% Share
Pleasure/ Vacation	951,815	55.2
Other or not responded	451,432	26.2
Visiting friends and relatives	150,237	8.7
MICE	106,794	6.2
Business	39,426	2.3
Religious	9,713	0.6
Health / Ayurveda	8,605	0.5
Sports	6,334	0.4
Education	1,124	0.07
Official	14	0.001
Grand Total	1,725,494	100.0



TOP 15 MARKETS FOR MICE TOURISM (JAN ~ SEP 2025)

Rank	Country	Number of tourists	% Share
1	India	25,347	23.7
2	Russia	7,604	7.1
3	France	7,536	7.1
4	Poland	5,995	5.6
5	Germany	4,689	4.4
6	United Kingdom	3,855	3.6
7	United States	3,652	3.4
8	China	3,514	3.3
9	Spain	3,455	3.2
10	Italy	3,217	3.0
11	Israel	3,108	2.9
12	Netherlands	2,696	2.5
13	Pakistan	2,257	2.1
14	Australia	1,925	1.8
15	Bangladesh	1,818	1.7
	Others	26,126	24.5
	Grand Total -MICE	106,794	100.0



Creating Distinctive & Authentic Event Experiences in **SRI LANKA**



- ❑ **Cultural Integration:** Traditional dance, art, and rituals enrich event programs.
- ❑ **Heritage Venues:** Iconic sites like Sigiriya, Galle Fort, and Temple of the Tooth are used as event settings.
- ❑ **Authentic Local Experiences:** Delegates engage in cooking, crafts, and village life activities.
- ❑ **Festivals & Traditions:** Major events linked to Esala Perahera, Vesak, and Sinhala & Tamil New Year.

SRI LANKA MICE EXPO 2025 - COLOMBO

- ❑ The Sri Lanka MICE Expo 2025 is the flagship business events trade show organized by the SLCB
- ❑ Showcases venues, services, and destination experiences under the theme: ***“Meet in Paradise – Where Business Meets Experience.”***
- ❑ Delegates and buyers from over 25 countries, regional MICE associations, airlines, and hospitality brands
- ❑ The MICE Expo 2025 positions Sri Lanka as South Asia’s emerging hub for Meetings, Incentives, Conferences, and Exhibitions, blending professional excellence with authentic local experiences.



BUILDING THE NEXT GENERATION OF MICE PROFESSIONALS

- ❑ **Capacity Building by SLCB & SLTDA:** Regular training, workshops, and certification programs on event management, marketing, and service standards.
- ❑ **University & TVET Partnerships:** Collaboration with the University of Colombo, Sabaragamuwa University, and SLITHM to offer MICE-focused academic modules and internships.
- ❑ **Youth Engagement Initiatives:** “Future MICE Leaders” program encourages youth participation in planning, logistics, and hosting international events.



USING MICE PLATFORMS TO DRIVE INNOVATION AND KNOWLEDGE SHARING

- ❑ **Hosting tech, medical, and finance conferences such as:** INFOTEL ICT Expo (ICT innovation and digital transformation), Sri Lanka Health & Medical Conference, Capital Market Forum (financial sector development)
- ❑ Facilitates partnerships between academia, the private sector, and international experts
- ❑ Encourages start-ups to showcase products at innovation expos and business summits
- ❑ Adoption of hybrid conferencing technology and digital networking tools post-pandemic



ENSURING RESPONSIBLE AND LASTING MICE DEVELOPMENT

- ❑ Promotion of green event standards through SLTDA and SLCB guidelines (waste reduction, energy efficiency, carbon offsetting)
- ❑ Venues encouraged to adopt eco-certifications and plastic-free initiatives
- ❑ Events integrate local suppliers, artisans, and communities, ensuring inclusive economic benefits.
- ❑ CSR projects linked to events (e.g., coastal clean-ups, tree planting)
- ❑ Evaluation of post-event impacts: skills transfer, investment outcomes, community engagement, and media reach.





Thank You.....

