



**SRI LANKA**  
CONVENTION BUREAU

# 3 YEAR ROADMAP

BLUEPRINT FOR MICE TOURISM





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# INTRODUCTION

## SLCB PRESENCE IN THE COUNTRY

Sri Lanka Convention Bureau a government organization, is dedicated to fostering MICE tourism (Meetings, Incentives, Conferences, and Exhibitions) in Sri Lanka. Our mission is to attract and support diverse events, meetings, incentive travels, conferences, and exhibitions to boost tourism and economic development. We work collaboratively with local and international partners, positioning Sri Lanka as a competitive global destination. By securing and managing these events, we contribute to the country's economic growth, earning foreign exchange and supporting local livelihoods.



## VISION OF SRI LANKA CONVENTION BUREAU

“To position Sri Lanka as Asia’s most sought-after venue for MICE tourism (Meetings, Incentive Travel, Conferences, Exhibitions and Events) “



## MISSION OF SRI LANKA CONVENTION BUREAU

“Sri Lanka Convention Bureau will secure optimum revenue in foreign exchange from MICE tourism which will contribute to the national economy by uplifting of the living standards of those who are dependent upon the “MICE Industry “in Sri Lanka.

## THE OBJECTIVES OF THE SRI LANKA CONVENTION BUREAU

- Promote Sri Lanka as a hub for international and local conventions, meetings, exhibitions, and incentive travel.
- Develop and implement a unified marketing strategy for Sri Lanka in the MICE sector.
- Coordinate and support both public and private sectors engaged in MICE activities.
- Collaborate closely with event organizers in Sri Lanka and abroad.
- Establish and enforce professional standards for individuals and organizations involved in the industry.
- Foster the development of professional skills among MICE industry professionals.
- Form affiliations and memberships with relevant associations and organizations.
- Provide guidance for promoting Sri Lanka as a tourist destination, both domestically and internationally.
- Enhance tourist services in alignment with industry needs.
- Take necessary actions, locally and internationally, to achieve the bureau's objectives as mandated by the Tourism Act No. 38 of 2005.





## SLCB'S EFFORT IN CREATING A 3-YEAR ROAD MAP AS A MASTER PLAN

To develop a 3-year MICE Tourism Plan that assesses the current situation, defines target objectives, and provides a proposal for achieving them. The industry experts were called for a set of meetings and with the participation of the public sector perspectives as well for further analyzation of the situation. In order to involve industry experts in taking part of the co-creating a 3-Year MICE Tourism Blueprint as part of a public-private collaboration initiative, the following steps followed.



## INVOLVEMENT OF INDUSTRY EXPERTS

Identified key stakeholders from both the public and private sectors with MICE tourism exposure. Government officials, tourism industry leaders, event planners, hospitality professionals and other relevant experts were included.



## THE JOURNEY ADOPTED TO ARRIVE AT THIS 3-YEAR ROAD MAP/ BLUEPRINT

Formed a collaborative committee representing both the public and private sectors. Four groups formed along with the industry champions to lead the information gathering process.

- a. Attracting Conferences & Meetings – Nadeeka Leeniyagoda
- b. Attracting Incentive Travel – Maxime Wickramasinghe
- c. Bringing new events to Sri Lanka – Dushan Wijeratne
- d. Promoting existing events – Aasim Mukthar

These coordinators were instructed to bring in individuals with expertise in their respective fields to participate in the upcoming strategy development.





## BRAINSTORMING / IDEATION SESSION

A workshop where the focus groups came together to discuss the current situation, set targets, and propose strategies. Group leaders presented the key targets, and they were rated according to the priority.



## ANALYSIS

Each group listed their targets and strategies according to the three-year work plan on a priority basis. On this basis the setting realistic targets was done. Collaboratively defined the specific, measurable, achievable, relevant, and time-bound objectives for the 3-year MICE tourism blueprint.



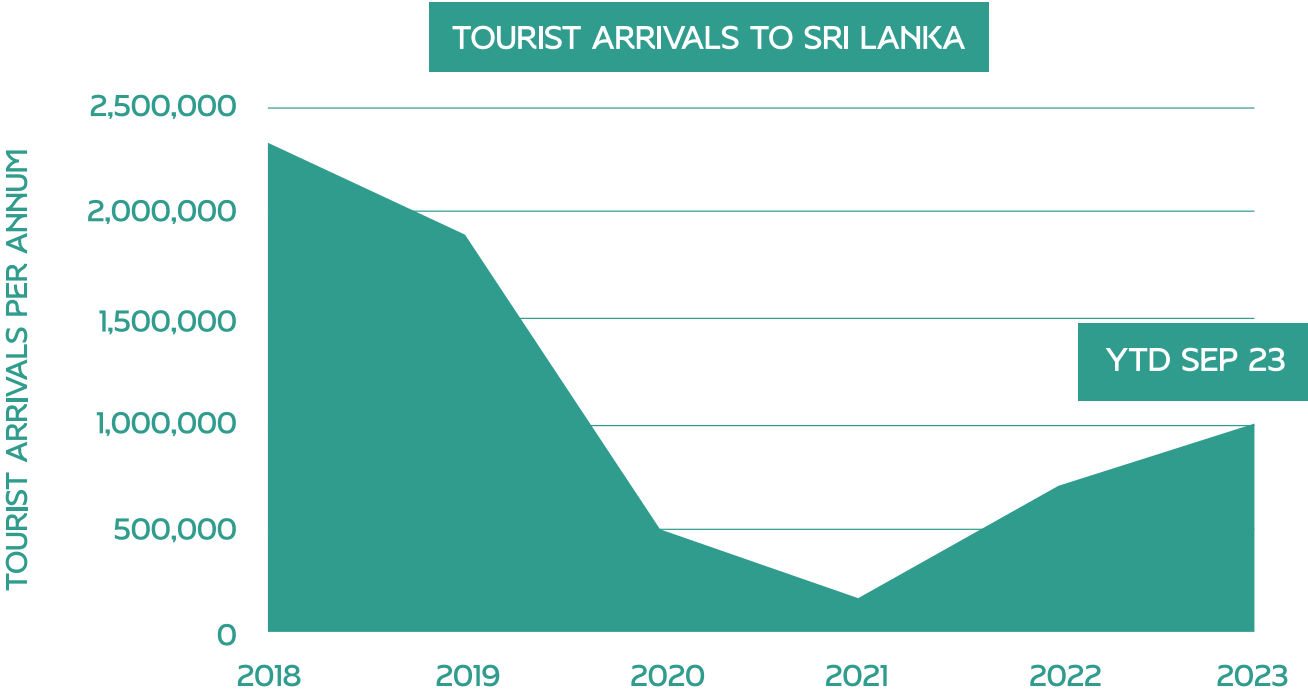


# SITUATION (S) | WHERE ARE WE?

## CURRENT TOURISM INDUSTRY IN SRI LANKA & MICE SEGMENT

Pre -COVID 19 Sri Lanka's tourism industry experienced significant growth. The country was known for its outstanding physical beauty, cultural heritage, and diverse attractions, makes it a popular destination for international tourists. However, in 2019, the industry suffered a setback due to the Easter Sunday bombings, which gave rise to security concerns leading to a decline in tourist arrivals.

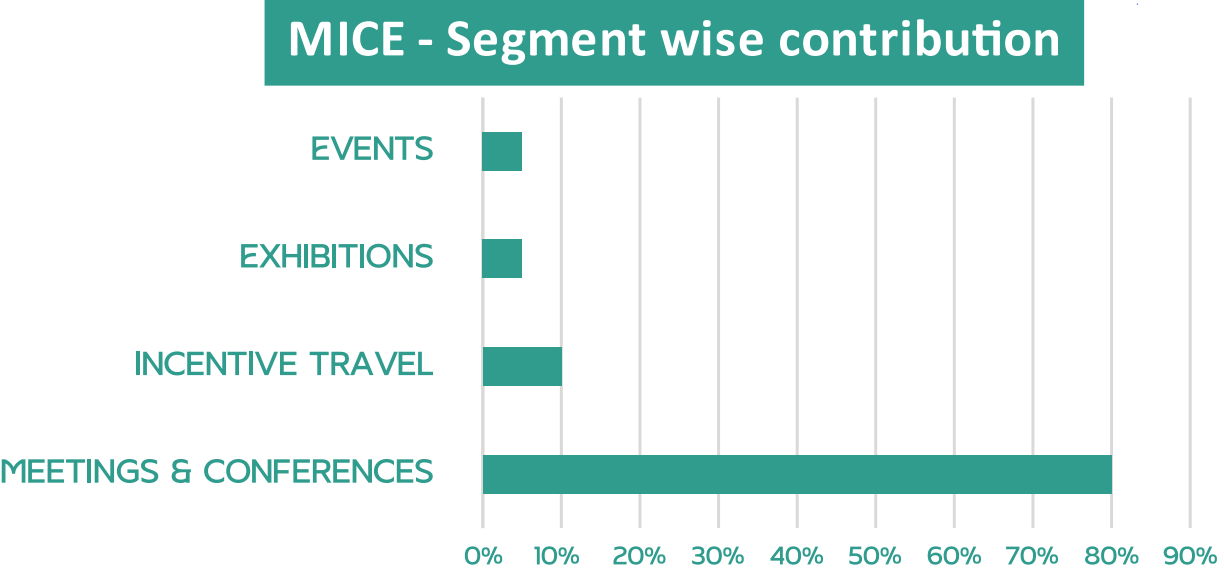
The global pandemic in 2021 severely impacted Sri Lanka's tourism sector. The country closed its borders to international tourists for a significant period, causing a sharp decline in tourism-related revenue. The impact on MICE tourism, as many conferences and events were canceled, postponed, or shifted to virtual platforms affected the revenue generated from hosting such events. The Sri Lankan government implemented strict measures to promote tourism post-pandemic, including health and safety protocols, incentives for tourists, and marketing campaigns.





This year, Sri Lanka anticipates welcoming over 1,550,000 tourists, contributing significantly to a foreign exchange income of US \$2.7 billion.

Countries and regions worldwide are increasingly investing in MICE tourism, transforming their destinations into sought-after event venues. Sri Lanka has witnessed a significant rise in this trend, as business travelers tend to spend considerably more than leisure tourists. On average, MICE tourists spend three times more than their leisure counterparts. This growth highlights the immense potential Sri Lanka holds in the MICE tourism sector.



Sri Lanka previously averaged a single-digit percentage (4-5%) of MICE tourists from the total inbound tourist numbers due to challenges in distinguishing them from leisure travelers. However, with recent advancements in data gathering, we have successfully identified MICE travelers, and this year the number should constitute around 9% (MICE + Business travelers) of total arrivals, amounting to 139,000 tourists.

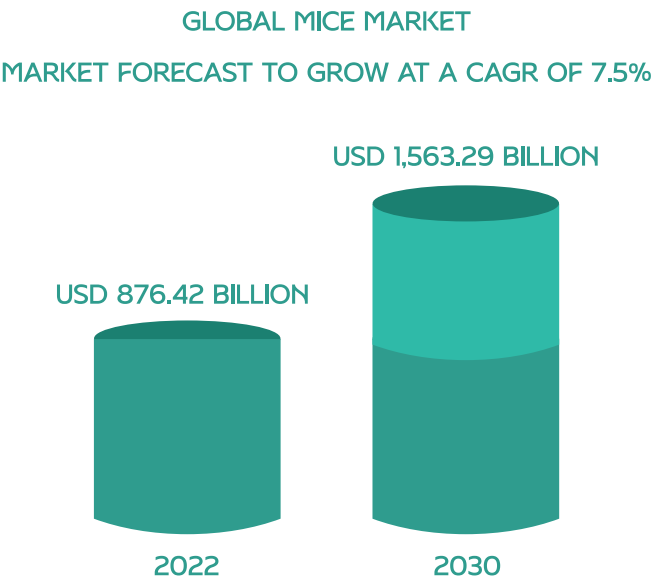




## GLOBAL MICE TOURISM PERSPECTIVE

The global MICE market is poised to reach USD 1,563.29 billion by 2030, growing at a CAGR of 7.5% from 2023 to 2030. Companies leverage MICE events and incentive travel to boost business and local tourism.

The rise in sponsored B2B/B2C events and advanced technology fuels the industry. Countries diversify their tourism sector through MICE events, generating revenue. Increased business travel, employee engagement, and flexible work environments drive MICE and leisure travel demand. Market growth is further propelled by geo-cloning adoption, connecting organizers and exhibitors with audiences globally and locally.



In Global MICE travel, approximately 65% is allocated to hotel accommodation for event attendees. Statistically, the majority of a business trip's budget is allocated to accommodation. According to surveys, 48% of business travelers prefer staying in 4-star hotels in cities, followed by 3-star hotels at 28%, and 5-star hotels at 11%.

The incentive segment drives industry recovery, with companies utilizing MICE for employee engagement and incentive travel. The incentive travel segment is expected to grow globally at 24.1% CAGR till 2028.

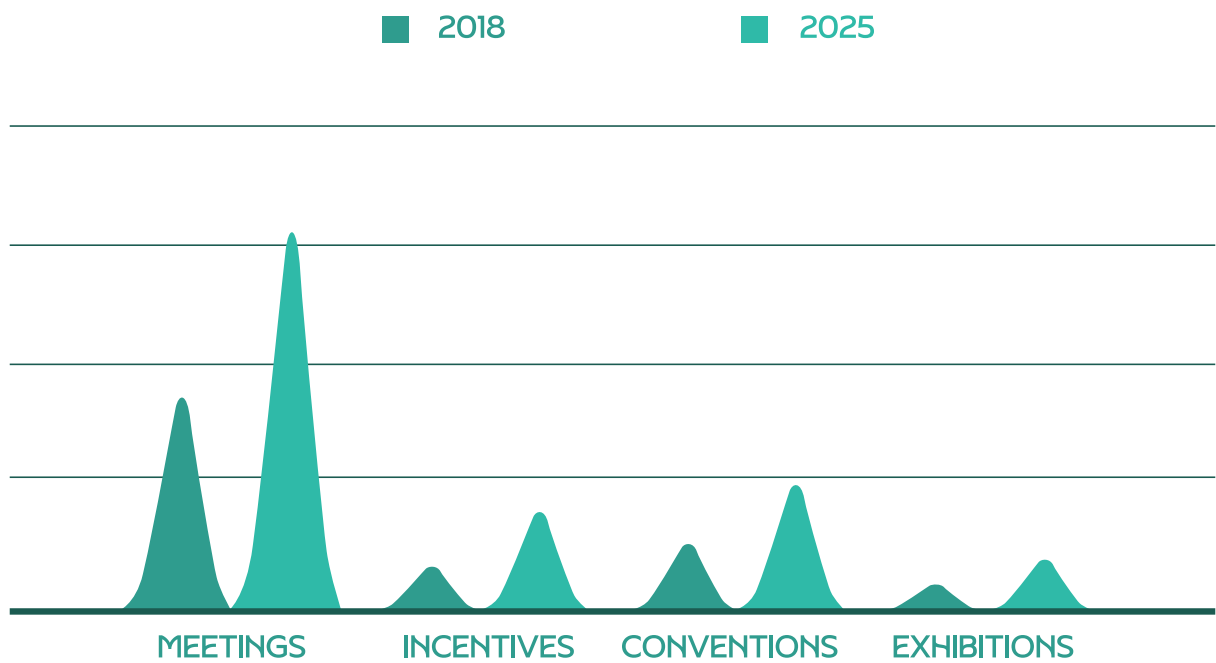
## MICE TOURISM SEGMENT IN ASIA

The Asia-Pacific MICE industry generated revenue of \$229.0 billion in 2017, and is expected to grow at a CAGR of 8.6% to reach \$441.1 billion by 2025.



Based on the MICE event type, by country, it is analyzed across China, India, Singapore, Thailand, Indonesia, Australia, New Zealand, Japan, Malaysia, South Korea, Vietnam, Hong Kong, and rest of Asia-Pacific business meetings led the way followed by conventions & incentive travel.

## ASIA-PACIFIC MICE INDUSTRY BY EVENT TYPE



\* The meetings segment dominates the Asia Pacific MICE Industry and is expected to retain its dominance throughout the forecast period.



## SURGE IN OUTBOUND MICE TOURISM OF INDIA

The India Outbound MICE tourism market is poised for substantial growth, projected to reach US\$ 13.4 billion by 2031, based on a 2023 research study. This upward trend is anticipated to continue, with a projected 9% CAGR in the outbound MICE market during 2023–2024. The surge is propelled by the rising disposable income in India, enabling more individuals to afford international travel and explore new destinations. Key drivers include active participation from India's IT, pharmaceutical, finance, and manufacturing sectors in overseas trade exhibitions and conferences.

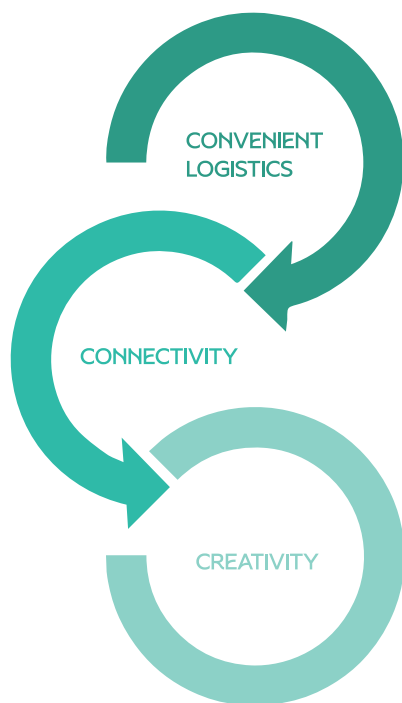
The incentive travel too has emerged as a significant segment within India's outbound MICE tourism industry. Many Indian companies now send their top-performing dealers and personnel on all-expenses-paid trips to enjoy globally renowned events, such as the FIFA World Cup or as an employee engagement activity. During the recent FIFA tournament, India constituted the second-largest group of visitors, with a staggering count of over 56,000 attendees by the end of the group fixtures. This highlights the growing importance of incentive travel in fostering business relationships and rewarding exceptional performance within the Indian corporate sector.

Further, it is important to note that 65% of outbound MICE travelers are from North & West of India. Only 25% and 10% are from South and East respectively.

## KEY TRIGGERS & BARRIERS TO WIN OUTBOUND INDIAN MICE TOURISTS

The 3C's to attract Indian MICE tourism are the Convenient Logistics, Connectivity & Creativity based on travel experts of India. This is an important point for any potential destination to consider.





- Adoption of digital tools for travel planning and booking as many Indian MICE travelers are tech savvy.
- Growth of personalized and experiential travel itineraries to explore destinations.
- Rise in popularity of eco-friendly and sustainable travel options
- A growing interest in adventure and offbeat destinations.
- Increased focus on health and wellness during travel.
- Growth in “Bleisure” travel and shift from solo travelers and family travelers.
- Increased use of hybrid virtual meetings and events.
- Increased demand for air connectivity and direct Flights availability
- Continued growth in the luxury travel segment
- Availability of Indian cuisine & Wi-Fi connectivity
- Indians think its fare cheaper to visit Sri Lanka and experience the country than domestic travel

## KEY CONSIDERATIONS FOR SRI LANKA MICE TOURISM

### a. The rat-race towards Indian MICE tourism

The competition to tap into India's outbound MICE market has intensified. Destinations worldwide are eager to capture a share of this dynamic market.

Several established destinations, primarily in Asia, have captured the attention of Indian MICE travel organizers. Singapore, Thailand, and Dubai have consistently been top choices due to their offerings aligning perfectly with the preferences of Indian corporates.

**Singapore** has been a significant beneficiary of the resurgence in outbound travel. The Indian market, particularly in Meetings & Incentives (M&I) travel, has been pivotal for Singapore. In 2022, Singapore witnessed a robust recovery in M&I travel from India, spanning diverse industries like pharmaceuticals and finance. Notably, Singapore hosted two of the largest M&I groups post Covid-19 in September 2022, with 2,400 passengers from the finance sector and 3,000 passengers from multilevel marketing.

**Turkey** has become a prominent destination for Indian MICE travel. In both 2021 and November 2022, the country hosted substantial MICE groups from India, each exceeding 1,000 passengers. Thomas Cook (India) served as the official travel partner for these groups, organizing a 6-day trip covering Turkey's key cities, Istanbul and Antalya. Guests were hosted for three days in each city, according to a press statement.

**South Africa** offers a blend of business and leisure, allowing travelers to host unique events in the heart of the South African bush or indulge in a luxury Big 5 safari with their teams. Meetings overlooking picturesque vineyards are also possible, showcasing the country's diverse offerings. With countless possibilities, South Africa stands as a versatile choice for MICE travelers, capturing the essence of adventure and business seamlessly. MICE travel from India remains a critical segment for South African Tourism, with nearly 1 in 5 Indian visitors choosing South Africa for their MICE experiences.

New entrants in the Indian MICE market, like **Azerbaijan, Kazakhstan, Bahrain, and Qatar**, are emphasizing their unique selling points – novelty, travel convenience, and cost competitiveness. **Azerbaijan**, for instance, lures Indian MICE groups with its high-end hotels, well-equipped venues, direct flights, streamlined visa process, safe environment, and diverse culinary offerings, all conveniently available in the capital, Baku.

**Kazakhstan** aims to attract the Indian MICE and destination weddings market, akin to Azerbaijan. Its status as a MICE destination was bolstered when key organizations, Travel Agents Association of India and YPO India a grouping of young entrepreneurs, selected Kazakhstan for their meetings.

Despite being a newcomer, **Bahrain** is set to make significant strides in the Indian MICE market. The recently inaugurated Exhibition World Bahrain (EWB), equipped with state-of-the-art facilities, showcases a blend of modernity and rich Arabic art and culture in its design. Managed by the Bahrain Tourism and Exhibitions Authority (BTEA), EWB stands as a testament to Bahrain's ambitions in the MICE sector.



## **b. Key Issues & challenges that Sri Lanka needs to address**

### **Infrastructure and Facilities :**

- A scarcity of modern convention centers and exhibition spaces.
- A limited availability of high-quality meeting venues and accommodations for large-scale events.

### **Connectivity :**

- Limited direct international flights to Sri Lanka; a need for improved air and road connections to popular tourist destinations.

### **Promotion and Marketing :**

- Insufficient promotion of Sri Lanka as a MICE destination; a lack of dedicated campaigns.

### **Visa Regulations :**

- Complex visa regulations that may deter potential MICE delegates; streamlining visa processes is essential.

### **Safety and Security :**

- Concerns about safety and security, particularly after the Easter Sunday attacks in 2019; these concerns need to be addressed to regain trust among potential MICE travelers.

### **Competitive Pricing :**

- Sri Lanka needs to remain competitive in pricing.

### **Professional Services :**

- A shortage of experienced event management and destination management companies specializing in MICE services.
- A need for more trained professionals in the MICE sector.

### **Sustainability and Environment :**

- Sri Lanka needs to emphasize its commitment to eco-friendly practices in MICE events.

**Cultural and Logistical Challenges :**

- Sri Lanka's cultural diversity and customs may be unfamiliar to some international delegates, necessitating cultural sensitivity training.
- Logistical challenges in terms of transportation, especially during peak tourism seasons.

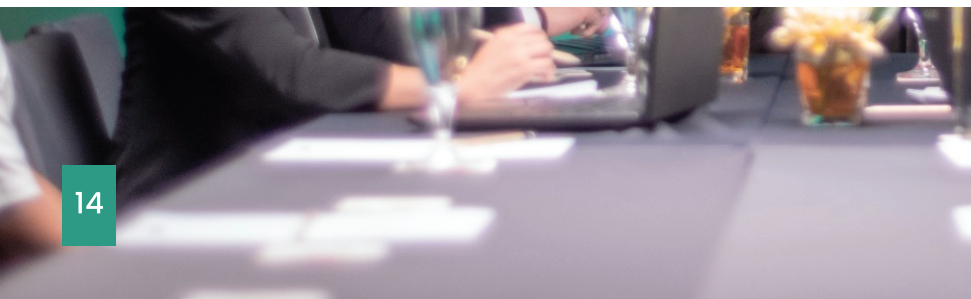
**Lack of Diversification :**

- Over-reliance on traditional markets; there's a need to diversify and tap into emerging markets.
- A focus on niche markets within the MICE segment.

**Coordination and Collaboration :**

- A lack of effective coordination and collaboration among various stakeholders, including government bodies, private sector companies, and industry associations.

Addressing these challenges will require a concerted effort from both the public and private sectors, involving investment in infrastructure, marketing, policy reforms, and a commitment to providing high-quality services and experiences for MICE travelers. Sri Lanka has the potential to become a premier MICE destination in Asia with the right strategic focus and improvements in these areas.





# TARGET (T) | WHERE WE WANT TO BE?

## 1. SLCB aspiration for inbound MICE tourist arrivals in Sri Lanka by 2026

Arrival targets from 2023–2026

Year	Total Tourist arrivals	MICE arrivals	MICE + Business arrival percentage
2023	1,550,000	139,000	9%
2024	2,180,000	261,600	12%
2025	2,415,000	321,750	15%
2026	2,655,000	531,000	20%

## 2. HE President’s goal

Achieve the \$500 per day threshold with MICE tourism



# PROPOSAL (P) | HOW ARE WE GOING TO GET THERE?

The strategy of how to reach SLCB MICE ambition was brought to life with the help of 23 veteran industry experts ideating in their respective teams. The teams strategized the ideas that will work in four identified areas such as **attracting conferences & meetings, attracting incentive travel, bringing new events to Sri Lanka** and **promoting existing events**.

The following are the key thoughts of the ideation session by each group which are categorized into 4 key areas such as Promotions, Processes, Training & Development and Infrastructure.

## 1. ATTRACTING CONFERENCES & MEETINGS

### PROMOTIONS

1. To work closely with identified local professional associations such as Medical Associations, Travel & Tourism Associations, which has the capacity to tap their International Associations & bring their regional or international events to Sri Lanka.
2. Sri Lanka Convention Bureau together with the local MICE industry to work with ICCA on the below;
  - \* ICCA is the World Association body which specially focuses on Conventions & Congresses which has their presence worldwide including Asia. SLCB to reach the World Association market to attract events to Sri Lanka
  - \* Host one of the ICCA events in Sri Lanka.
3. Until Sri Lanka Tourism kick starts the global digital promotion, we suggest SLCB to have a cost-effective social media campaign; Facebook, LinkedIn, Tik-Tok, targeting Asia.
4. Enter into strategic partnerships with destinations, countries, venues, event organizers, associations, corporates, etc., who have their existing well-known events & to reciprocate those events in Sri Lanka



## PROCESSES

1. Introduction of a M&C Event Calendar targeting a minimum of one event per month.
2. A Private Public Partnership (PPP) working model to be introduced focusing on Policymaking, Marketing, Human Resource Development & Innovation related to M&C.

## TRAINING & DEVELOPMENT

1. Sri Lanka Convention Bureau along with the industry to work on Training & Development programs;
  - \* Targeting the industry to produce more Meetings & Conferences Professionals
  - \* Career guidance awareness & encouragement of more people to pursue their careers in the Meetings & Conferences segment
  - \* To improve the service quality of the venues & suppliers
  - \* To educate investors & infrastructure developers including hotel owners, convention centers on development of M&C friendly infrastructure.

## 2. ATTRACTING INCENTIVE TRAVEL

### PROMOTIONS

1. Produce an up-to-date video on incentive travel in Sri Lanka.
2. Provide video permits for Incentive groups which include Drone Approvals with privileged access to certain sites where drone filming is not allowed under supervision and strict guidelines.
3. Provide the above video permits FOC or reimburse DMCs if the footage is handed over to SLCB for promotional use.
4. The current branding & logo should be in line with the current country branding with certain distinctions to highlight the Sri Lanka Convention Bureau.
5. Targeted Road Shows in Key Source Markets with high-quality presentations on the possibilities of MICE in Sri Lanka.

6. Better presence in leisure Travel Fairs as SLCB with a clear plan and goal to attract agents to Sri Lanka for MICE.
7. Provide DMC support with regard to FAM trips with MICE agents and potential clients. Often, MICE agents come on FAM Trips with their clients. DMCs must sponsor such trips. SLCB sponsoring entrance fees or at least reducing entrance fees would be a big relief for DMCs that invest large amounts for such trips.
8. Targeted LinkedIn advertising.
9. Creating a website with an up-to-date gallery of products and possibilities in Sri Lanka.

## PROCESSES

1. Provide more information on the ETA form to gather statistics on the market segment.
  - \* For example – a link for more information. *“The reason for your travel is important to us, not sure of which category you belong to – Click Here for more information.”*
  - \* This is especially important for incentives as most travelers will tick “holiday” unless they are prompted.
  - \* Look at breaking down MICE into Meetings, Incentives, Conventions and events for a further breakdown of statistics.
2. Applying the same for business ETA.
3. Incentives for more detailed statistics – a scheme to give Hotels or DMCs a TDL or VAT benefits or some sort of benefit so Hotels and DMCs are incentivized to provide accurate statistics.
4. Simplify the authorization process for event approval with local authorities with regard to sound permits.
5. A system for Temporary Bar Permits for Events in locations that do not have bar licenses.



6. A body within the SLCB to assist DMCs with approvals and special arrangements with government authorities and creating guidelines for special services.
7. Assure the MI – 17 Helicopter bookings through Heli tours cannot be cancelled if the Government members decide to hire the Helicopters at the last minute.
8. Walkie Talkies & Tourist Guide Transmitter systems that use Radio Waves require TRC approval, hence the process should be simplified and streamlined.

## INFRASTRUCTURE

1. A proper rail ticket booking mechanism is needed for group bookings on trains.
2. Some incentives may not have the budgets or the PAX range for a private train booking hence prefer a local experience.
3. A group booking option will be ideal to promote the authenticity of Sri Lankan trains. Such a system should be available at least a year in advance and to be sold at a premium.

### **CCF, Department of Archeology reforms:**

4. Most incentive groups are looking for unique and once-in-a-lifetime experiences. Hence, special access to cultural sites for unique experiences that are culturally respectful. Few examples – Early or Late Access to Sites, Cultural Dancing Shows on sites, A high tea.
5. Such access should be standardized, and a charge should be applied for such access. Providing additional revenue to the relevant government department.
6. DWC & Forest Department should look at the possibility of creating private picnic zones within the national parks.
7. Creating a fast-track system for national park ticketing at an additional charge.
8. Look at the possibility of Early or Late Access to National Parks at an additional charge.
9. Create special campsites for 25 to 30 tents in areas adjoining National Parks, with a special emphasis on National Parks like – Maduru Oya, Wasgamuwa, Gal Oya, Udawalawe where hotel capacity or quality may not be sufficient for an incentive with strict guidelines to be in place so there's no disturbance to wildlife and nature.
10. Getting the current 60-seater Xian MA60 in regulation with EU and worldwide guidelines to fly guests to airports like – Koggalla, Batticaloa, Sigiriya, Hanguranketha, Jaffna, Wirawilla, Ampara, etc...

11. Create an AIR AMBULANCE service for special events that will be on standby and reimbursed by travel insurance providers if used.
12. The SLCB should collaborate with SLTPB's events department to avoid duplication.
13. SLTPB should absorb the SLCB and have one MICE department or the SLTPB events department should absorb the SLCB.
14. One department that is highly specialized in events would be ideal for the future as a single point of contact.
15. The SLCB should work in collaboration with SLTPB to understand the marketing plan approaching Tour Operators and MICE agents with clear KPIs.

### **3. BRINGING NEW EVENTS TO SRI LANKA**

#### **PROMOTIONS**

1. Position Sri Lanka through digital media as an event destination
2. Promote to create awareness with organizations based in Sri Lanka with international connections Eg. NGO's, Sports bodies etc
3. Overseas Roadshows
4. Trade fair participation

#### **TRAINING & DEVELOPMENT**

1. Training SLCB/ industry staff on how to bid for international events
2. Collaboration with ICCA set up skills training center with regional presence

#### **INFRASTRUCTURE**

1. MICE Activity zones for delegates to experience and be engaged
2. Entertainment development



## 4. PROMOTING EXISTING EVENTS

### PROMOTIONS

1. Promote more business events and International Conference during major events in Sri Lanka. E.g when assisting in bidding advice clients to have their event coinciding with major touristic events such as the Kandy Esala Perahera, Nallur Festival etc.
2. Do an event Calendar highlighting all major events that get foreign participation. Suggest to get SLAPCEO or an association or a private entity to handle this due to the restrictions faced by SLTPB and SLCB. The world needs to know what large events are happening in Sri Lanka.
3. A popular celebrity to promote an event on social media and promote it live on Instagram, FB, Snapchat etc.
4. Work more closely and increase the awareness to promote annual events such as medical/industry conferences and sessions with the organizers. Eg. Convention Bureau needs to take the lead in promoting more participants for International Conferences by participating at other conferences and events.
5. Have roadshows separately to promote MICE only. Invite MICE operators such as Incentive houses, corporates, associations presidents, export promotional councils etc.
6. Promote more Indian artists to come and perform in Sri Lanka.
7. Promotions of sports tourism is another area to be looked into. Eg Reid Amazone, Iron Man, Colombo Marathon, Surfing Competitions etc. SLCB needs to research and see what are the events held in Asia and South Asia and advice the local body to bid/organize these events.
8. We should promote single country exhibitions to most of the embassies and high commissions here. This used to happen, but for some reason it has reduced drastically now.
9. Promotions done by SLCB and Tourist Board overseas do not target exhibition organizers or associations that participate at exhibitions. Many of the International Participants that participate at local shows are canvassed by the local organizing company. Assist the currently longstanding expos that attract foreign participation and help them promote it further.



## INFRASTRUCTURE DEVELOPMENT

1. The infrastructure development cannot be included in a 3-year promotion plan but it can be put in as a startup subject to attract foreign investors.
2. Many people are of the view that an exhibition/ conference venue cannot sustain on its own, but this is not the case in India, Thailand, Singapore, Dubai where exhibitions centers have business every week of the year. Even the BMICH is full every week of the year. Hence, the Idea to be given to investors is that the country needs approx. 7500 – 10,000 sq meters of exhibitions space for a start and a hotel or apartment complex can be put up for ROI.
3. As all nightlife, shopping and entertainment areas are in and around Colombo, the infrastructure to build a center should also be in close proximity to Colombo. Visitors in Sri Lanka will not visit any exhibition held outside of Colombo.
4. The venue should be easily accessible by public transport with ample parking options available.

## TRAINING & DEVELOPMENT

1. The current thinking should be changed about education. The industry doesn't need a degree or diplomas to do anything in MICE, it's the passion and flair you need to organize events.
2. Unfortunately, many of our well-educated young people are looking for Jobs overseas and leaving the country. Staff requirement will be a huge problem in the years to come.
3. English speaking individuals are a must when it comes to international events and exhibitions as you need to liaise with a lot of people coming from overseas.
4. SLCB should encourage schools to have an event organizing arm where they could do small school projects initially.
5. Global recognized ICCA courses are good for individuals trying to further pursue their career but practically it doesn't help the Individual progress in a company.
6. It is better to get Industry leaders and have them talk about practical experiences in their respective fields.
7. Event Management doesn't need a paper qualification it just needs people with common sense to achieve a common goal of a team and work together and get their hands dirty.
8. If you aren't willing to go down to that level, then you don't have the passion to make any event successful.
9. Industry feels it is better if SLCB works on training in a more practical way rather than theoretical. Show newcomers how a bid is done physically, show them how to budget for an exhibition and an event, show them how to do a sponsorship proposal for a musical show, show them how timelines and activity plans are done.



# 3-YEAR ACTIVITY SUMMARY

To streamline the working document, we have consolidated all promotional, process-oriented, infrastructure-related, and training & development activities, eliminating any duplication. This ensures a concise and actionable overview.

## PROMOTIONS

	Key Priorities	Key Action Points	24	25	26	Responsibility
01	Partner with key associations to attract regional meetings to SL by tapping into their international associations targeting cultural festivals and key periods of the country	The following association executive boards will (meet) to discuss the way forward and promote SL MICE opportunity: 1. Reach out to Medical Associations 2. Tourism & travel Associations 3. Organization for Professional Associations	X	X	X	Senior Manager
02	SLCB to collaborate with ICCA to identify main industrial sectors and tap into the (database) to host ICCA events in Sri Lanka	The key identified ICCA industries are: 1. Medical sector 2. Agriculture 3. Tourism 4. IT 5. Apparel	X	X	X	Senior Manager
03	Develop a compelling digital marketing/ social media campaign targeting Asian MICE (tourist) on FB, LinkedIn, Instagram, YouTube, Snapchat and Tik-Tok	1. Sign up with a digital agency 2. Develop the digital strategy 3. Develop the content pillars & content plans by platform to drive awareness and engagements 4. Review and evaluate based on KPI's 5. Conduct cross promotions and partnerships to drive performance marketing 6. Identify key influencers with extended followership and authority to generate rich MICE content	X	X	X	Manager Marketing
04	Establish & build strategic partnerships to develop a Travel Fair on MICE tourism in Sri Lanka	Focus the efforts on: 1. Focus on India & China 2. Identify destinations 3. Focus on venues and facilities 4. Partner key event organizers 5. Identify associations 6. Key corporates engaged in incentive travel	X	X	X	General Manager
05	Create an event calendar targeting major events for easy tracking	1. Develop a detailed activity calendar with measures of progress and measures of success 2. Monthly review and evaluate 3. Take course correction decisions	X	X	X	Manager Marketing
06	Sri Lanka MICE tourism road shows in India & China	1. Identify key Indian markets (North & West) 2. Target influential tour operators 3. Partner incentive travel houses 4. Reach out to top Indian corporate representatives 5. Key Association presidents 6. Export promotional councils	X	X	X	Manager Marketing

	Key Priorities	Key Action Points	24	25	26	Responsibility
07	Explore opportunities to promote sports, exhibitions, events, entertainment acts, weddings which are other than business events to the right target groups/ markets	The following events (are) some guidelines only: 1. Reid Amazon 2. Iron Man 3. Colombo Marathon 4. Cycling Events 5. Surfing Events	Jointly	done with	SLTPB	Manager Marketing
08	Identify and collaborate with organizations that have international links to bring events to Sri Lanka	1. Targeting connections generates leads 2. Advertise and invite corporates to come up with their proposals 3. Publicize on social media pages 4. Directly contacting organizations	X	X	X	Senior Manager
09	Participation at industry trade fairs in Asia	1. List down key trade fairs 2. Identify and prioritize trade fairs 3. Develop a tool kit to promote Sri Lanka MICE 4. Generate leads for re-marketing	X	X	X	Manager Marketing
10	Position Sri Lanka & Colombo as a choice MICE destination by developing a compelling proposition	1. Develop a corporate campaign along with SLTPB to position Sri Lanka 2. The campaign should have seamless integration with all identified mediums based on a solid insight to tap into MICE tourists where SL can own. 3. Target right digital platforms like FB, Insta, YouTube, Tik-Tok, Snapchat and LinkedIn 4. Develop a rich content plan to induce MICE tourist to visit Sri Lanka 5. Track and integrate the lead conversion on performance marketing 6. Drive engagement through use - generated content 7. Create an influencer advocacy program	X	X	X	Manager Marketing

## PROCESS

	Key Priorities	Key Action Points	24	25	26	Responsibility
01	Initiate a Private Public Partnership (PPP)	1. Develop a policy framework 2. Seamless integration 3. Drive synergies 4. Establish proper hierarchy/ structure 5. Build human capital 6. Drive efficiencies via innovations	X	X	X	SLCB Team
02	Study and conduct feasibility analysis of events worthy for bidding	1. Develop guidelines to handle inquiries	X	X	X	Manager Research, Development & Training
03	Gather general statistics to fulfill the information requirements	1. ETA forms to collect data on MICE 2. MICE group organizers to provide details 3. Online applications to be more focused and simplified	X	X	X	Manager Research, Development & Training
04	Establish a body within the Sri Lanka Convention Bureau to assist DMCs with approvals and special arrangements with government authorities.	1. Create a single point of contact to coordinate the affairs related to MICE 2. Allocate a dedicated email id: approvals@slcb@srilanka.travel	X	X	X	General Manager & Junior Manager HR and Board Affairs
05	Event Permits & special approvals	1. Liaise with MOT to obtain relevant approvals 2. Establish an events desk 3. Online system on approval status for better transparency/ visibility 4. Simplify the approval process	X	X	X	Manager Marketing



	Key Priorities	Key Action Points	24	25	26	Responsibility
06	Implement a system for temporary special bar permits	1. Work with SLTDA to obtain special permits 2. Educate the need for special bar permits 3. Periodically monitor the implementation of the special bar permits	X	X	X	Manager Research, Development & Training
07	Work with CGR to bring out a better train experience in Sri Lanka	1. Work with MOT to establish line approval 2. Develop a mechanism for group booking 3. Provide a single – stop solution	X	X	X	General Manager & Junior Manager HR and Board Affairs
08	Provide special access to cultural sites to mesmerize high-end MICE tourist	1. Work with MOT to establish an approval line 2. Define guidelines that is culturally acceptable and respectful 3. Define the exclusivity charges outside standard operational hours	X	X	X	General Manager & Junior Manager HR and Board Affairs
09	Customized exclusive tour arrangements creating picnic zones in national parks	1. Develop a mechanism to fast-track the ticketing system 2. Define the quantum of the extra charges for exclusivity 3. Obtain policy level approval from all stakeholders	X	X	X	General Manager & Junior Manager HR and Board Affairs
10	Ensure MH-17 helicopter bookings through Heli tours are not canceled at the last minute.	1. MOT to allocate a MH-17 helicopter for tourist travel 2. Ensure it is a dedicated service for exclusive customers 3. Upgrade facilities and service quality for Heli tours	X	X	X	General Manager & Junior Manager HR and Board Affairs
11	Work on getting the 60-seater Xian MA60 compliant with EU and worldwide guidelines to fly guests to domestic airports.	1. Obtain necessary approvals 2. Define the EU safe protocols and develop checklists 3. Assign to respective authorities to handle operations	X	X	X	General Manager & Junior Manager HR and Board Affairs
12	Establish an air ambulance service for special events on standby, reimbursed by travel insurance providers if used.	1. Liaise with the relevant authority to obtain clearance 2. Seek approvals on a case by case 3. Develop a protocol for payments and other logistics 4. Create awareness in the industry about the facility	X	X	X	General Manager & Junior Manager HR and Board Affairs
13	Simplify and streamline the approval process for devices using radio waves.	1. Add convenience to group travel by allowing them to use walkie talkies 2. Establish a simplified approval process 3. Develop a protocol for policy approval	X	X	X	General Manager & Junior Manager HR and Board Affairs

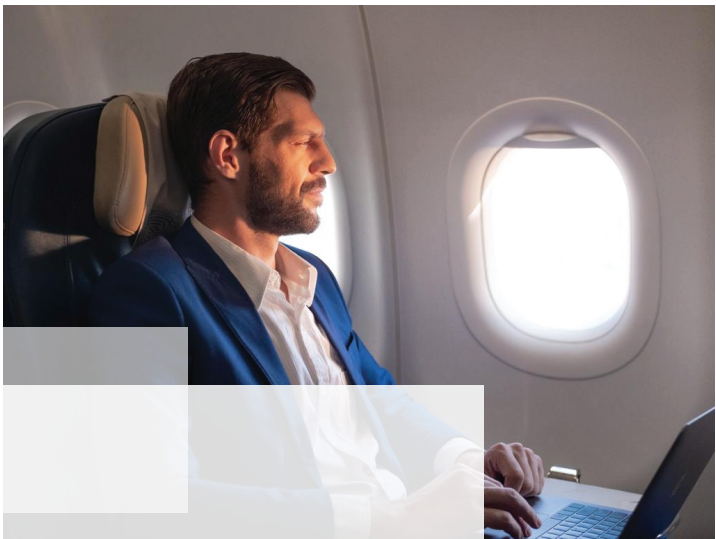
## TRAINING & DEVELOPMENT

	Key Priorities	Key Action Points	24	25	26	Responsibility
01	Focus on training & development programs to train staff	1. Identify and work with training institutes to upgrade the curriculum and increase the intake as per the demand 2. Provide a certification/ accreditation 3. Link the industry to provide necessary internships for trained personnel. 4. Partner with industry to provide a proper career path	X	X	X	Manager Research, Development & Training

	Key Priorities	Key Action Points	24	25	26	Responsibility
02	Improve the service quality of venues and suppliers	1. Conduct awareness programs 2. Set guidelines and work with the industry 3. Partner with SLTDA	X	X	X	Manager Research, Development & Training
03	Educate investors and infrastructure developers	1. Work with SLTDA & BOI	X	X	X	Manager Research, Development & Training
04	Work with hotel owners' association, convention centers in developing MICE friendly facilities for the future	1. Work with BMICH 2. Work with HCC	X	X	X	Manager Research, Development & Training
05	Encourage practical training and real-world experiences for the industry,	1. Create awareness programs focusing on the bidding process, budgeting, sponsorship proposals, and activity planning. 2. Work with vocational training institutes and hospitality training institutes	X	X	X	Manager Research, Development & Training

## INFRASTRUCTURE DEVELOPMENT

	Key Priorities	Key Action Points	24	25	26	Responsibility
01	Address infrastructure development by attracting foreign investors to establish exhibition/conference venues with approximately 7500-10,000 sq meters of exhibition space and related ROI-generating facilities.	1. Identify experts / consultants to find FDI 2. Provide necessary incentive with the help of Ministry of Finance 3. Project the ROI's learning from other countries 4. Work with SLTDA & BOI	X	X	X	Manager Research, Development & Training
02	Ensure that infrastructure development is in proximity to nightlife, shopping, and entertainment areas, especially in and around Colombo, to enhance accessibility for visitors.	1. Work with UDA 2. Partner with SLTDA 3. Colombo Plan	X	X	X	Manager Research, Development & Training
03	Focus on creating MICE activity zones, entertainment development, and promoting a sustainable industry	1. Work with UDA 2. Partner with SLTDA 3. Colombo Plan	X	X	X	Manager Research, Development & Training



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- \* SLAPCEO –Sri Lanka Association of Professional Conference, Exhibition & Event Organizers
- \* THASL – The Hotels Association of Sri Lanka
- \* SLAITO – Sri Lanka Association of Inbound Tour Operators.
- \* EMA – Event Management Association Sri Lanka
- \* SLCB – Sri Lanka Convention Bureau
- \* SLTPB – Sri Lanka Tourism Promotion Bureau

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# PARTNERED INDUSTRY ASSOCIATIONS & INSTITUTIONS



Sri Lanka Tourism  
Promotion Bureau



Sri Lanka Association of  
Professional Conference,  
Exhibition & Event Organisers



The Hotels Association  
of Sri Lanka



Sri Lanka Association of  
Inbound Tour Operators



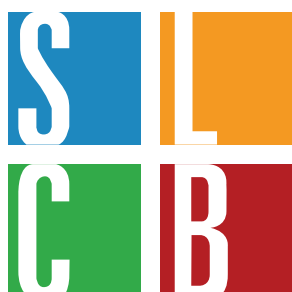
Event Management  
Association Sri Lanka



Sri Lankan Airlines

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# SRI LANKA

## CONVENTION BUREAU

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