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ISSUE 1196

Sri Lanka Tourism on full show at WTM

(FT.lk) - World Travel Market (WTM), the leading global event of the travel and tourism trade, kicked off from 3-6 November at the Excel Exhibition Hall in London, promoting international travel throughout the world.

Having foreseen the unique opportunity to promote Sri Lanka as a renowned destination in world travel, Under the guidance of Ministry of Economic Development, the Sri Lanka Tourism Promotion Bureau (SLTPB) has taken steps to participate in the event, along with 58 partners of the tourism industry. The official opening ceremony of the Sri Lanka Pavilion took place on 3 November with the participation of the Deputy High Commissioner of Sri Lanka in London, Chamaree Rodrigo, Sri Lanka Tourism Promotion Bureau Managing Director, Rummy Jauffer and industry members who represented Sri Lanka at WTM.

A total number of 58 industry partners along with Sri Lanka Tourism are participating at WTM this year, highlighting many unique travel and hospitality products in an area of 250 sq metres. Out of the total participants, eight

companies from the SME sector have been given the opportunity to participate at a reduced rate by Sri Lanka Tourism. The Sri Lankan stall this year received much praise from all the participants and visitors for its unique and innovative design. It features a wildlife theme with local elephant family replicas at the entrance, which is a Sri Lankan wildlife attraction. A boulevard banner depicting Sri Lankan elephants and whales was a main attraction at the entrance to the Asia Hall. The Sri Lankan stall design was prepared with the SLTPB in-house design advice.

Under the guidance of Minister of Economic Development Basil Rajapaksa, the Sri Lanka tourism industry is poised to reach new heights with mega promotional campaigns launched globally while the industry has witnessed rapid growth in recent times.

Sri Lanka has become a highly sought-after travel destination among UK tourists within the past few years. The arrival figures up to September 2014 from the UK stood at 107,330 tourists compared to the annual total of last year of 137,416.

Sri Lanka Tourism recently branded and



launched 450 taxis in three of the UK's biggest cities: Manchester, Birmingham and London. The first fleets of 300 taxis of this campaign were launched on 4 August in London.

The 'Sri Lanka - A Journey Awaits' tagline promotes the key tourism attractions of Sri Lanka on taxis with a massive fleet of cabs in each city displaying taxi super sides, back seat covers and taxi receipts with stunning visual imagery of Sri Lanka's prominent tourism attractions. The campaign is active in the UK at the moment.

During the four days of the fair, Sri Lanka Tourism has arranged to give away three precious blue sapphire gems for lucky draw winners at the media briefing and for the trade visitors to the booth, signifying and recreating the famous blue sapphire gem of the royal wedding ring of Princess Diana, sourced from Sri Lanka for this purpose.

The Sri Lanka stall showcased traditional Sri Lankan dancing enriched with customs as an attractive feature, providing a very good opportunity for visitors to get a glimpse ... **CONT ON P6**

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Angelo named as the captain of ICC Test Team of the 2014

The ICC announced its Test and ODI Teams of the Year, as chosen by a specially appointed selection panel chaired by the ICC's Cricket Committee chairman and former India captain Anil Kumble.

Sri Lanka's captain Angelo Mathews has been named as the captain of the ICC Test Team of the Year 2014 that also includes two more Sri Lankans in Kumar Sangakkara and Rangana Herath. This is the seventh time since 2006 that Sangakkara has been selected in the. He missed out on selection in 2009 and 2013.

Sri Lanka's Ajantha Mendis is included in the ICC ODI Team of the Year 2014. India captain Mahendra Singh Dhoni has been

selected in the ICC ODI Team of the Year for the eighth time (seventh year in a row), while it is the fifth year that he has been appointed captain.

Mr Kumble announced the team at a media conference at the ICC Headquarters in Dubai, where ICC Chief Executive David Richardson also announced the short-lists for the LG ICC Awards 2014.

This year's LG ICC winners will be announced via a media release on 14 November, while a special TV show, which will recap the last year in world cricket and also include interviews with many nominees and winners, will be broadcast on 15 November.

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