Connaissance de Ceylan champions sustainable tourism with medical insurance for its long-standing guides



Chandra Wickramasinghe, Founder, Chairman and Managing Director, Connaissance de Ceylan presenting a medical insurance policy.

Connaissance de Ceylan has reinforced its tourism leadership by introducing medical insurance for guides who work exclusively with the company. This goes beyond a corporate benefit— it exemplifies Connaissance's commitment to building tourism on respect, dignity, and investment in people.

For decades, Connaissance's guides have shaped the company. They greet guests, share culture, and carry Sri Lanka's heritage abroad. Their knowledge, loyalty, and

passion create memorable journeys for thousands.

Now, the company backs up its commitment with real action.

“By offering insurance, we protect those who protect our country’s story,” said Connaissance de Ceylan’s leadership. “Our guides stand by us, and we must stand by them. This defines sustainable tourism.”

In a sector where freelance and field roles rarely offer protection, Connaissance sets a new standard. Medical insurance provides guides with access to healthcare and financial security—key to long-term well-being.

This move aligns with Connaissance’s mission of sustainable tourism, which centers on environmental balance, economic growth, and the well-being of people. The company maintains that sustainability must begin with those who uphold the industry.

By formalizing this support, Connaissance aims to inspire others in the tourism industry to uplift those who make Sri Lanka renowned.