

Inbound Tour Operators To Focus On The East



Inbound tour operators held their AGM in Trincomalee as part of their efforts to focus on the East.

Chandra Wickramasinghe, President of the Sri Lanka Association of Inbound Tour Operators (SLAITO) said he was pleased to have the AGM of the association in Trincomalee in keeping with the government's "Nagenahira Navodaya".

With the reopening of the East Coast as a prime tourist destination in the world, Sri Lanka will certainly come back to be a country never out of season. The year 2011 was declared as Visit Sri Lanka Year and Sri Lanka Tourism has launched a work plan towards increasing the annual inbound tourist traffic to Sri Lanka with several events and activities. Sri Lanka Tourism will also work towards achieving 2.5 million tourists by the year 2016 in keeping with the President's target.

"To achieve this golden mileage, we will need to have a careful and effective planning in the infrastructural development so as to withstand the qualitative and

quantitative demand of the modern day World Tourism," Wickramasinghe said.

