

Tourist Board to open office in New Delhi



A promotional office of the Ceylon Tourist Board will be opened in New Delhi shortly, to promote Sri Lanka as viable destination to the still largely untapped Indian tourism market.

This was stated by Media, Tourism and Aviation Minister Dharmasiri Senanayake in his address as the chief guest at the meeting of the South Asia Travel and Tourism Exchange 1996, held in New Delhi recently.

The minister pointed out the need for South Asian countries to promote intra-regional tourism as well as the need to co-ordinate in promoting international

tourism. Presently the visits have been mainly confined pilgrimages and business. “What is needed is to promote leisure travel,” the minister said.

Mr. Pani Seneviratne former Deputy Director General of the Ceylon Tourist Board will be the first Director of the office at New Delhi.