

## **"Sancharaka Udawa 2025 Concludes Under Presidential Patronage as the Most Successful Tourism Expo in History"**

Sancharaka Udawa 2025, Sri Lanka's largest and renowned tourism exhibition, organized by the Sri Lanka Association of Inbound Tour Operators (SLAITO) in collaboration with the Sri Lanka Tourism Promotion Bureau (SLTPB), concluded on a high note, marking a historic milestone for the nation's tourism industry. Held on May 23 and 24 at the BMICH, the two-day event shattered records and set a new benchmark for industry engagement and opportunity.

For the first time, Sancharaka Udawa was inaugurated by the Head of State, H.E. the President Anura Kumara Disسانayake, highlighting the government's strong commitment to tourism. Key officials, including Hon. Minister of Foreign Affairs, Foreign Employment and Tourism Minister Vijitha Herath, Ministry Secretary Mrs. Aruni Ranaraja, SLTPB Chairman, Mr. Buddhika Hewawasam, and German Ambassador, Dr. Felix Neumann, were also in attendance. Hon. Deputy Minister of Tourism, Prof. Ruwan Ranasinghe also attended the event on Day 2, further underscoring the government's support for the industry.

Mr. Nalin Jayasundera, President, SLAITO stated that **"Sancharaka Udawa has evolved into a vital platform that unites the tourism community of Sri Lanka. It not only promotes sustainable and inclusive growth but also empowers small and medium enterprises to connect with the mainstream industry and expand their market reach". He also emphasized the need to fast-track Sri Lanka's global tourism marketing campaign which would help tourism become the country's number one export earner.**

Sancharaka Udawa 2025 witnessed the largest participation in its history. A record of 180+ exhibiting companies occupied 250+ stalls, drawing over 10,000+ visitors representing a diverse range of sectors including leisure, hospitality, aviation, education, and more.

The exhibitor profile was impressively varied, featuring leading hotel chains, boutique hotels, travel agents, adventure and entertainment providers, traditional performers, transport service providers, provincial tourism boards, MSMEs and educational institutions. Many exhibitors reported strong business leads and immediate bookings, calling this year's show "the best edition ever" in terms of exposure, networking, and commercial returns. The event was jointly managed by CDC Events & Aitken Spence Exhibition & Conventions.

The exhibition not only served as a marketplace but also a vibrant platform for knowledge sharing and collaboration. A series of concurrent events added further value to the

gathering, including the Special General Meeting of SLAITO, a Skills Development Workshop aimed at empowering tourism professionals, and the inaugural Sri Lanka MICE Tourism Conclave, which recognized innovative tourism proposals with an awards ceremony celebrating excellence.

Mr. Charith De Alwis, Chairman, Organizing Committee Sancharaka Udawa said **“Sancharaka Udawa 2025 was one of the most successful events to date, with the highest number of exhibitors and strong participation from both the trade and public. Exhibitors exceeded expectations, gaining valuable exposure and leads. We are extremely pleased with the organizers' efforts and the overwhelmingly positive feedback received from both exhibitors and visitors. We're grateful to the President H.E. Anura Kumara Dissanayake for endorsing the event, which signifies his commitment to developing tourism in Sri Lanka. With over 100 stalls already booked for next year's exhibition, we're planning to scale up next year's event and welcome international exhibitors for the first time”**.

Organizers expressed their satisfaction with the overwhelming response and reiterated their commitment to build on this momentum in the coming years. Sancharaka Udawa 2025 will be remembered not only for its scale and energy but also for its strategic role in shaping the future of Sri Lanka's tourism landscape.







