

love
SRI LANKA

#LoveSriLanka

lovesrilanka.org

World | Sri Lanka

Sri Lanka's President Says Country Is Now Safe After Easter Sunday Attacks

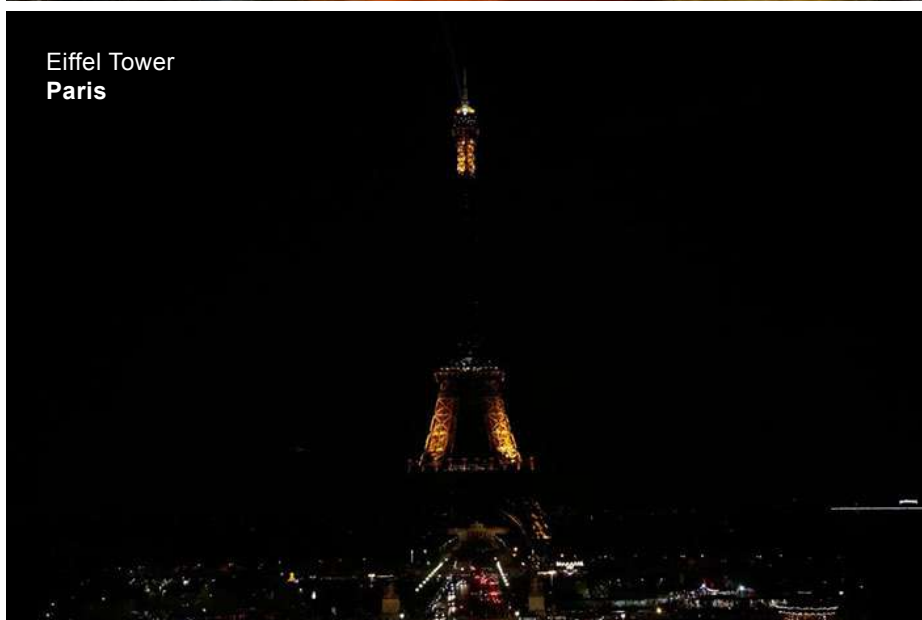
TIME



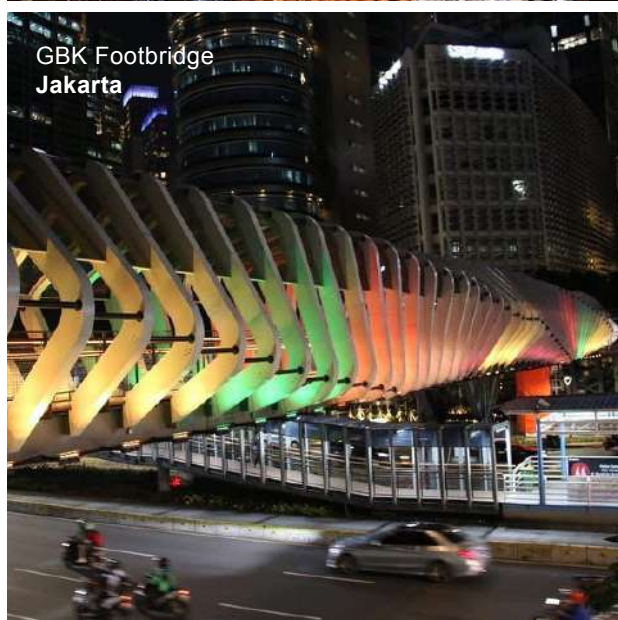
Opera House
Sydney



Burj Khalifa
Dubai



Eiffel Tower
Paris



GBK Footbridge
Jakarta



Sri Lanka stands with the rest of the world against the cowardice of terrorism, we are overwhelmed by the outpouring of love and solidarity from all over the world.




Hon. John Amaraturunge,
Minister of Tourism, Wildlife and Christian Affairs



“ Sri Lankan’s are among the most warm and nurturing people on earth, when guests arrive on our shore’s they become family...and when family is hurt the entire community comes together to protect, nurture, mourn and grieve and heal together...this is our way and it has been our way from the beginning of time. The promise of Sri Lanka is a promise of hope, of family, of deep awareness, of tolerance, of diversity, of sincere connection to humanity and nature and of generosity; we will live the promise of our motherland and we ask anyone who has ever visited us, relished our food, brewed our teas, cheered our cricket or just marveled at the beauty of a full moon to become ambassadors of kindness and compassion everywhere they go. We are overwhelmed by the outpouring of love, support and solidarity from people everywhere and look forward to welcoming the world back home to Sri Lanka ”

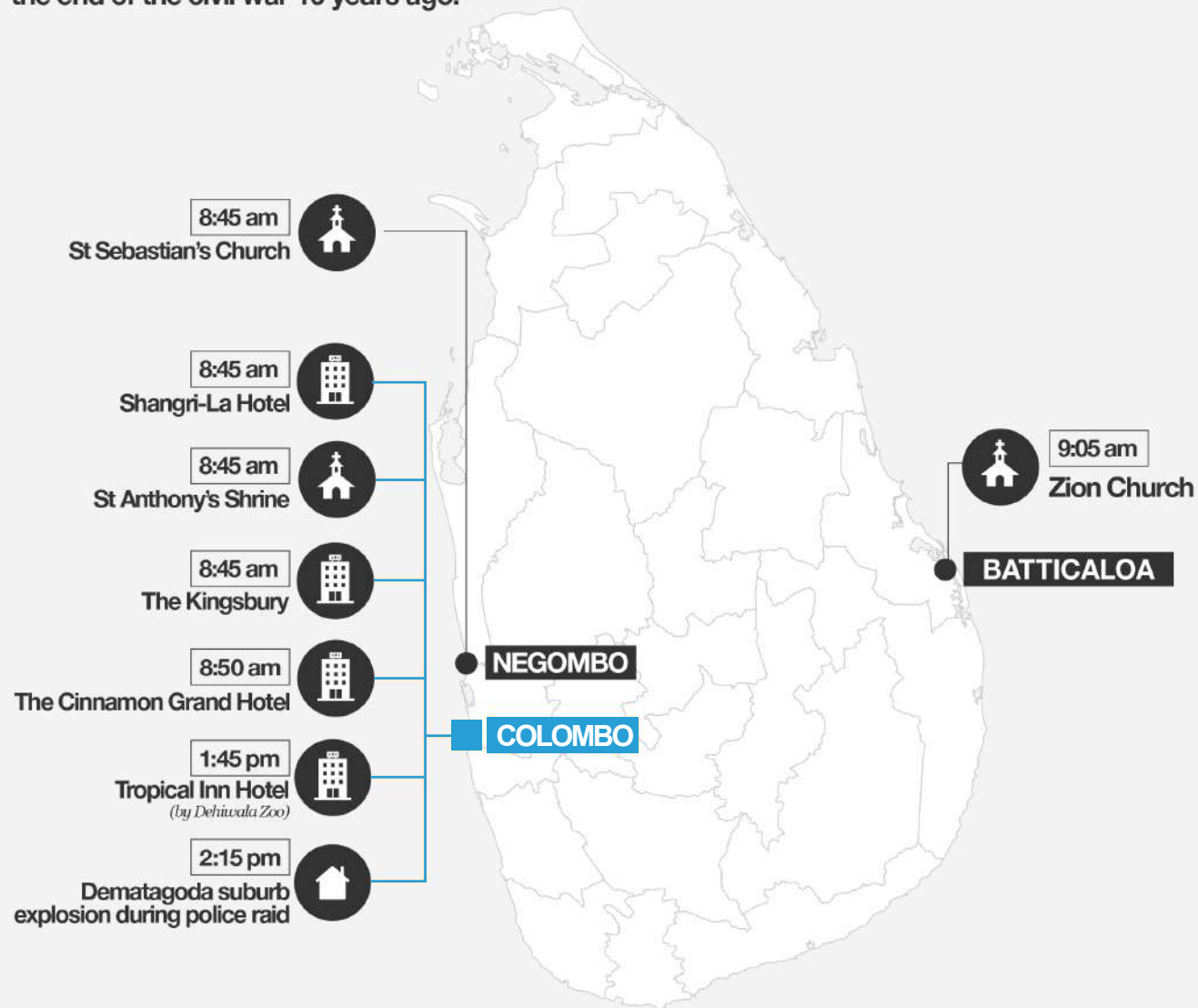
Kishu Gomes, Chairman Sri Lanka Tourism

Content

-  **Incident report**
-  **Emergency response reviewed**
-  **National Security update**
-  **Hotels security protocol update**
-  **Travel advisories**
-  **Public and Private sector strategic recovery planning**
-  **Aggressive promotion strategy**

! Incident Report

A series of coordinated bombings targeting churches and hotels on Easter Sunday killing and wounding hundreds in the worst attacks in Sri Lanka since the end of the civil war 10 years ago.



08 Explosions

Total death toll : 257

Total injured : 496

The fatalities were:

- 01 from Bangladesh
- 02 from China
- 11 from India
- 03 from Denmark
- 01 from Japan
- 01 from the Netherlands
- 01 from Portugal
- 02 from Saudi Arabia
- 02 from Spain
- 01 from Switzerland
- 02 from Turkey
- 06 from the UK
- 01 from USA
- 02 holding US and UK nationalities
- 01 holding Swiss and Dutch nationalities
- 01 holding Dutch and Sri Lankan nationalities
- 02 holding Australian and Sri Lankan nationalities

ISIS inspired attack carried out by a small cluster of inter connected families who are now apprehended by the Sri Lanka Tri Forces

Emergency Response Reviewed

1 Response protocol for tourists directly affected by the attack : Ensure immediate care, access to information and all necessary facilities

First responders were in action within minutes of the attacks

Immediate emergency medical care

Hotlines & help desks set up at hotels, hospitals and the airport

Personal assistance for all affected & loved ones with full facilitation of medical facilities, hotel assistance, transportation, sustenance, airline ticketing, international coordination, reuniting families and repatriation.

Regular media updates and Q&A's published locally and internationally via our foreign missions in all markets

As at 6/5/19 no tourists directly affected by the attacks are in the country

2 Response protocol for tourists Directly affected by the attack : ensure immediate care, access to information and all necessary facilities

Accounting for all tourists in the country with hotels and operators

Continuous publicizing of Information on emergency hotline numbers and help desk services across the island.

Ensuring a clear line of information on immediate security updates and new security protocols and heightened safety protocols; curfew, checkpoints, hotel security, social media ban etc

Facilitating necessary services; hotel assistance, transportation, itinerary changes, flight detail changes, new bookings, curfew passes, airport transfers, connecting tourists to their relevant foreign missions etc

3 Response protocol for tourists arriving in country in the immediate aftermath of the attacks and those scheduled to arrive within the next days/week

Notifying all stakeholders

Airport help desk to manage all visitor needs including immediate return flight booking, new flight bookings, international phone calls, sustenance, medical care, child care, special needs care, senior citizen care etc

Regular security updates

Managing a daily average of 2000 tourists arriving in country post the attack

Managing the needs of tourists moving forward with their planned itinerary and facilitating changes as requested



National security update

Safety & Protection is a priority

“Sri Lanka Tri Forces are in complete control of the situation; All attackers & suspects are apprehended or killed”

Lt. Gen Mahesh Senanayake

Enhanced national security protocol includes;

- National Tri forces deploy 15,000 highly trained cadres across the island to support Sri Lanka Police forces
- Advance security checks and surveillance across the island
- Airforce takes complete charge of all airports
- Navy in complete control of all sea ports and coastline



Hotel security protocol update

Enhanced Security Protocol Deployed

The Hoteliers association along with Sri Lanka tourism have ensured enhanced protocols are rolled out across core areas;

People – enhanced training

Process – new procedures and protocols strictly enforced

Equipment – x-ray scanners and sensors installed



Travel advisories

Working Closely With Foreign Governments

A central task force has been appointed to work with the foreign ministries of all the countries that have issued advisories to their citizens.

The government is aggressively demonstrating that the situation in the country is completely under control and that security/safety is a number one priority. We hope to see tangible progress on softening and completely lifting these advisories shortly.



Sri Lanka Tourism Alliance

Private sector led strategic initiative

Launched '**LoveSriLanka.org**', a simple and effective digital portal which will be the focal point for all tourism related updates that a foreign traveler or travel agent would want to easily access

Contents:

Security updates – aggressively highlights the ability of our forces to eradicate this threat

Press releases & blog with positive stories - real, positive traveler experiences in Sri Lanka post the incident

Agglomeration of positive tourism related news from other channels local and foreign

Ability to sign up for email updates – travel agents, tour operators need this

Instagram feed with hashtag #lovesrilanka that Sri Lanka tourism entities tag their best posts with

General info for travellers - key tourist attractions, logistical information such as airlines flying and getting around the country, airport updates

Key contact numbers including tourist police & emergencies



Sri Lanka Tourism Board

Public sector led strategic initiative

Crisis PR

Setting the groundwork for future reputational recovery for the Sri Lankan tourism sector;

1. Channel management & rapid rebuttal

Ensure that the situation within the country, and our response to it in terms of protecting tourists, is properly understood by a range of stakeholders; including key partners, influencers, traditional media and across social media.

24/7 rapid rebuttal service, covering all time zones. A dedicated team across global offices will monitor, analyse and, where necessary, engage with stakeholders across these channels to ensure the situation, and SL's actions and position are all fully and correctly understood.

2. Scenario mapping & planning

Undertake detailed scenario planning to identify the full range of scenarios, assess their risk profile and priority and draw up detailed scenario plans for high profile eventualities.

3. Plan ahead; research, understand, align

Consumer research across all source markets
Developing a holistic reputation recovery plan

4. Global Destination Marketing campaign to launch as soon as possible.

Business As Usual

Aggressive Promotion Is Ongoing



Sri Lanka Tourism at ATM in Dubai

IMEX

UNWTO Gourmet Tourism

International blogger tour

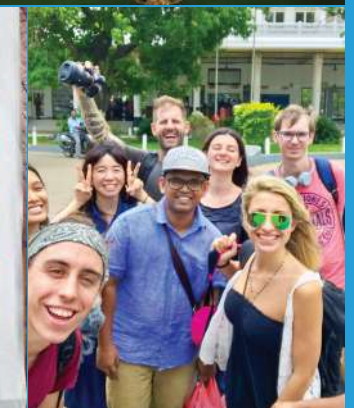
International Surf competition

CITES October 2019

West End production of Matilda



The 14th annual Lanka Challenge Island wide tuk tuk rally with participants from Britain, Australia, Germany, New Zealand, Singapore, Ireland, Denmark and Switzerland which flagged off the day before the incident continued as planned and all the participants went on to enjoy the experience with complete assurance of their safety and security through out the island



Sri Lanka is safe.
Sri Lanka is open.
Sri Lanka needs your support.



Our world class resorts are
OPEN



Our pristine beaches are
OPEN

Sigiriya is
OPEN



A herd of elephants is shown in a savanna landscape. In the foreground, a large elephant with prominent white tusks and orange-brown mud on its ears and trunk stands facing the viewer. Behind it, a herd of other elephants of various sizes is scattered across a green and yellow grassy field. The background features a dense line of green trees under a clear blue sky. The left side of the image is overlaid with a semi-transparent blue filter.

Our parks are
OPEN



Our royal kingdoms are
OPEN

A collage of Ayurvedic items. The left side shows a blue-tinted image of a person's hands holding a small cup. The right side shows a collection of traditional Ayurvedic tools and ingredients: a lit brass lamp, a mortar and pestle, a bundle of herbs, a large white cloth-wrapped bundle, and several brass vessels. In the foreground, there are more herbs and a small brass cup containing a dark liquid.

Our ayurvedha
retreats are

OPEN



Our luxury
boutiques are
OPEN

A photograph of a tea shop counter. On the left, a large, ornate silver teapot sits on a marble surface. Behind it, a wall is covered in a grid of many small, colorful tea tins. In the foreground, several more tea tins are arranged on the counter. The text 'Our tea shops are OPEN' is overlaid on the image.

Our tea shops are
OPEN



විදේශ රැකියා
විදේශ වැටුප්පත්
0088 : 0777 58 38 00
7, 10වැනි මහල, පාලම, රත්මලාන පාර, කොළඹ 10.
සේවාවන් සඳහා ඇමතුමක් ලබා ගන්න. (සේවාවන් 24/7)
සේවාවන් සඳහා ඇමතුමක් ලබා ගන්න. (සේවාවන් 24/7)



ගෘහ කේවිකා

විනාශයේ බැරට්ටිය
අනුග්‍රහය-
අවිනාශයේ නගර සිරාස

Our street food hawkers are
OPEN

Our sapphire stores are

OPEN





Our virgin
rain forests are
OPEN

A photograph of two spotted deer with large antlers standing in a forest. The deer are facing left. The background is a dense forest with trees and foliage. The lighting is warm, suggesting late afternoon or early morning. The left side of the image is overlaid with a blue, semi-transparent graphic that looks like a forest scene.

Our majestic
nature trails are
OPEN



Our famous tea gardens are
OPEN



Our gourmet restaurants are
OPEN

Our theatres are
OPEN

SCOPE
C I N E M A S

2



4-5-6



Our handloom stores are
OPEN



A close-up photograph of three young children in school uniforms, smiling warmly at the camera. The child in the foreground is a young boy with short dark hair, wearing a light blue shirt. Behind him are two other children, a girl and a boy, also smiling. The background is softly blurred, showing hints of an outdoor setting with greenery.

Our hearts are
OPEN

#LoveSriLanka

S  SRI LANKA

love
SRI LANKA

#LoveSriLanka

lovesrilanka.org