



# COVID-19 CRISIS RESPONSE UPDATE

APRIL 17, 2020





# Background

The Sri Lanka Tourism Alliance was born in the wake of the Easter Sunday Attacks by a group of private sector leaders that came together to launch [lovesrilanka.org](http://lovesrilanka.org). Since then, the group has rallied the support of over 400 tourism businesses in Sri Lanka and overseas to share a simple, yet profound message that Sri Lanka is Open, Sri Lanka is Safe and Love Sri Lanka. In September 2019, the Alliance launched a Resilience Action Plan committing to build back the tourism industry stronger than before. In this plan, the Alliance also committed to a clear vision, values, and ensured it can pivot and execute quickly with new and existing plans to support private sector industry partners.

Unlike the last tourism crisis in Sri Lanka last year COVID-19 is a global crisis that has deeply impacted many industries, particularly tourism. Travel advisories, and closing of borders around the world have sent the tourism industry into unprecedented times with the bulk of international and domestic travel ceasing during March 2020.





# *Vision*

To build a resilient and strong private sector that embraces international sustainable tourism best practices, and where tourism benefits are driven to communities and people across Sri Lanka as needed.

# *Values*

Inclusive, agile, innovative and collaborative

# *One Voice*

The Alliance's aim is a united industry voice that fosters information, education and collaboration across the entire sector including with existing industry associations and the government.

## **How the Alliance decides and prioritises their efforts**

- Reflects the Tourism 2025 Visions and Tourism Strategic Plan
- Reflects current global environment and challenges
- Delivers benefits and impact country wide
- Targeted at driving sustainable tourism visitor growth
- Fewer, more high impact initiatives
- Harnesses, supports and collaborates with all other industry associations
- Does not duplicate government initiatives
- Measurable



# **THREE-PHASED APPROACH TO SUPPORTING ITS MEMBERS**

## *Phase 01*

### **Immediate Crisis Response (Complete)**

#### **Informing the Sri Lanka Tourism industry about the emerging issue**

- As defined in the Crisis Response Plan, enacted the Sri Lanka Tourism Alliance Crisis communication and teams.
- Immediately started providing relevant, timely communication and information updates on COVID-19 across Alliance social channels, the Love Sri Lanka consumer website and the Sri Lanka Tourism Alliance industry website.
- While the demand for this information has now decreased, as many other sites are providing similar updates, the Alliance continues with these in a scaled down frequency.

## *Phase 02*

### **Ongoing Crisis Response (Underway)**

#### **Helping the Sri Lanka Tourism industry survive the crisis**

The Alliance is launching several new initiatives to support the industry with insights, tips and global best practice on surviving the crisis, and planning next steps as an industry.

##### **Webinar Series**

- Launch of a regular webinar series focusing on global and local industry leaders in tourism, media, research and economics to discuss how to survive this crisis. The series will incorporate global best practices insights and be data driven to reflect the core values of the Alliance.

## **Fast track the New Sri Lanka Tourism Alliance website**

The new Sri Lanka Tourism Alliance website re-launch will be moved forward to June with a focus on:

- Regular content including interviews with local industry leaders to help the industry survive and share knowledge
- Provide access to free training resources for staff and owners to upskill during this time
- Tips, links and advice on how to access current government support
- Latest global research and insights will be curated, and shared in digestible formats for industry partners

## **Membership Drive**

The Alliance will now boost its efforts to drive membership in order to maximise the number of tourism businesses accessing the Alliance's free resources and information. Significant resources will be prioritised for outreach to SMEs placed in regions.

## **Love Sri Lanka Consumer initiatives**

The Alliances' Love Sri Lanka global consumer priorities are:

- To keep potential visitors informed of COVID-19 situation in Sri Lanka (see above)
- To stay connected to encourage potential visitors to keep Sri Lanka top of mind and visit when travel recommences.

THREE consumer content initiatives are planned:

### **1 Love Sri Lanka See You Soon Viral Video (Working Title)**

A short, inspiring, viral video will be produced by Alliance partner JWT with the aim of sharing it with industry and consumers globally, and keep the destination 'top of mind' with consumers.

### **2 Love Sri Lanka Locals Platform**

The Alliance will produce a dedicated website featuring special offers to encourage domestic tourism visitation throughout the country.

### **3 Love Sri Lanka Zoom meeting backdrops**

The Alliance to produce Love Sri Lanka Zoom meeting backdrops for industry to use during their meetings currently.





## *Phase 03*

# Resilience and Recovery Response (Underway)

As per the Sri Lanka Tourism Alliance's Resilience Action Plan the following activities remain very relevant and will be prioritised for post recovery support:

- Love Sri Lanka Research – Action Items 3-6 around research initiatives will continue to be scoped and rolled out.
- Love Sri Lanka Signature Experiences content and partnerships - Action item 8 and 9 focused on inspiring content to consumers in relevant partner channels will be critical.
- Love Sri Lanka Learning – Action items 10-13 which includes the important tourism jobs portal, online learning and training resources.
- Love Sri Lanka Sustainably – Action items 14 and 15 – which includes sustainable tourism priorities and industry events to create business opportunities and build capacity.





## Are you a member of the Sri Lanka Tourism Alliance?

**JOIN TODAY - IT'S FREE**

Become a member of the Sri Lanka Tourism Alliance today and access opportunities to support and grow your tourism business in a sustainable way.

The Alliance's membership is available to:

Individuals – those working with or in the Sri Lanka tourism industry across all areas (e.g. accommodation, transport, attractions, tour operators, travel agents, guides).

Corporates – companies working in or with the Sri Lanka tourism industry across all areas (e.g. accommodation, transport, attractions, tour operators, travel agents, online intermediaries, guides).

Public sector associations and individuals (e.g. those working for government, educational institutions, regions or industry associations related to the Sri Lanka tourism industry).

### Alliance Member Benefits

**As a Bronze Member of Sri Lanka Tourism Alliance, you will receive:**

- Monthly industry newsletter
- Industry research published by the Alliance and strategic partners
- Opportunity to attend industry events such as conferences, workshops, seminars, etc.
- Access to the Love Sri Lanka sustainable tourism industry priorities and tips for implementation.
- Ability to contribute to the Alliance's long-term tourism priorities as part of formulating the 2030 Love Sri Lanka White Paper.

**As a Silver Member of Sri Lanka Tourism Alliance, you will receive:**

- All Bronze membership benefits AND
- Complimentary business listing on the Sri Lanka Tourism Alliance industry website.
- Complimentary operator listing on lovesrilanka.org consumer website.
- Complimentary Love Sri Lanka travel offer featured on lovesrilanka.org consumer website.
- Opportunity to contribute experiences for the Love Sri Lanka Experiences content strategy.
- Opportunity to post job vacancies on the Sri Lanka Tourism Alliance website for a fee.
- Opportunity to post a blog article about your business on the Sri Lanka Tourism Alliance website for a fee.
- Opportunity to advertise your business on the Sri Lanka Tourism Alliance website for a fee.

This membership category is available to licensed operators and businesses.

For More information about the Alliance and our projects please visit [www.srilankatourismalliance.com](http://www.srilankatourismalliance.com) or email [welcome@sriltourismalliance.com](mailto:welcome@sriltourismalliance.com)