

A person with a backpack is walking away from the camera on a beach at sunset. The sky is filled with warm, orange and yellow light, and the water reflects the colors. The person is wearing a white shirt, shorts, and a red backpack. They are holding a red bag in their right hand. The overall mood is peaceful and scenic.

**TOURISM ALLIANCE
SILVER MEMBER**
TOOLKIT

Dear Silver Member

As a Silver Member of the Sri Lanka Tourism Alliance, you are now able to support us on the following key action items.

We have put together a Tool Kit for you containing the following.

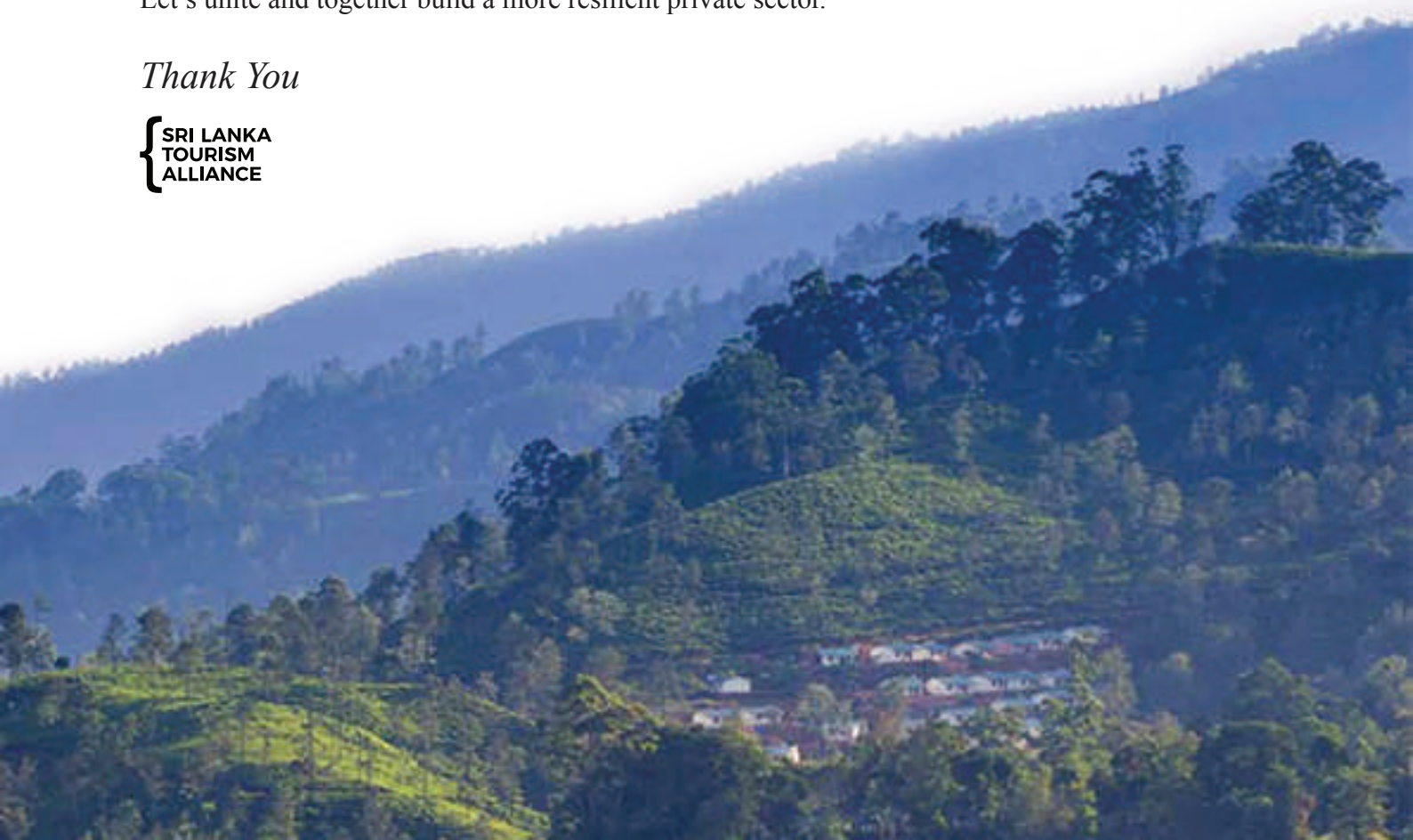
- An email template that you can use to request your employees to join the Alliance.
- A profile of Sri Lanka Tourism Alliance which you could share on your Facebook/ LinkedIn accounts
- Reciprocal links to Sri Lanka Tourism Alliance Website which you can incorporate into your organisations website as appropriate.
- Links to Love Sri Lanka Zoom backdrops for you to use and share with your teams.

We would also like to request the following:

- Contact information of a member of your social media marketing team to collaborate with the Alliance.

Let's unite and together build a more resilient private sector.

Thank You



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STAFF MAILER

Dear All,

As you might be aware, our organisation is proud to be a Silver member of the Sri Lanka Tourism Alliance, a free member organisation which was founded in the wake of the Easter Sunday attacks in 2019 to rally the tourism industry together in an initiative to build back stronger.

*In line with its core functions of innovation, sustainability and collaboration, the Alliance is focused on training and development initiatives, promoting industry employment opportunities and introducing data for better tourism development, decision making and promotion. The newly launched **Sri Lanka Tourism Alliance website** provides access to the latest resource material covering tourism marketing, distribution and operational insights on how to improve performance with relevant global and local best practice case studies and interviews which will be beneficial in uplifting your knowledge about the industry you are a part of.*

I would like to take this opportunity to request each and every one of you to join the Alliance in your personal capacity as it would provide you with better insights, data and analytics for industry wide planning, and help build the knowledge required to deliver quality visitor experiences.

Please sign up today via this link <https://www.srilankatourismalliance.com/about-us/join-the-alliance/>

Thank you.

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SOCIAL MEDIA ENGAGEMENT FACEBOOK AND LINKEDIN POST

The Sri Lanka Tourism Alliance is a free membership organisation founded in 2019 post the Easter Sunday attacks to promote and support safe and sustainable travel to Sri Lanka. Today, the Alliance is focused on supporting and uniting all individuals and companies connected to tourism in Sri Lanka during these difficult times.

*Become a member of the Sri Lanka Tourism Alliance today
<https://www.srilankatourismalliance.com/about-us/join-the-alliance/> and access opportunities to support and grow your tourism business in a sustainable way.*



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RECIPROCAL LINKS IN WEBSITE

The following text to be incorporated into your organisation's website as appropriate with the Alliance's logo.

{INSERT ORGANISATION NAME}
is proud to be a Silver member of the Sri Lanka Tourism Alliance.
Alliance Membership is free. Join today. For more info

<https://www.srilankatourismalliance.com/about-us/join-the-alliance/>

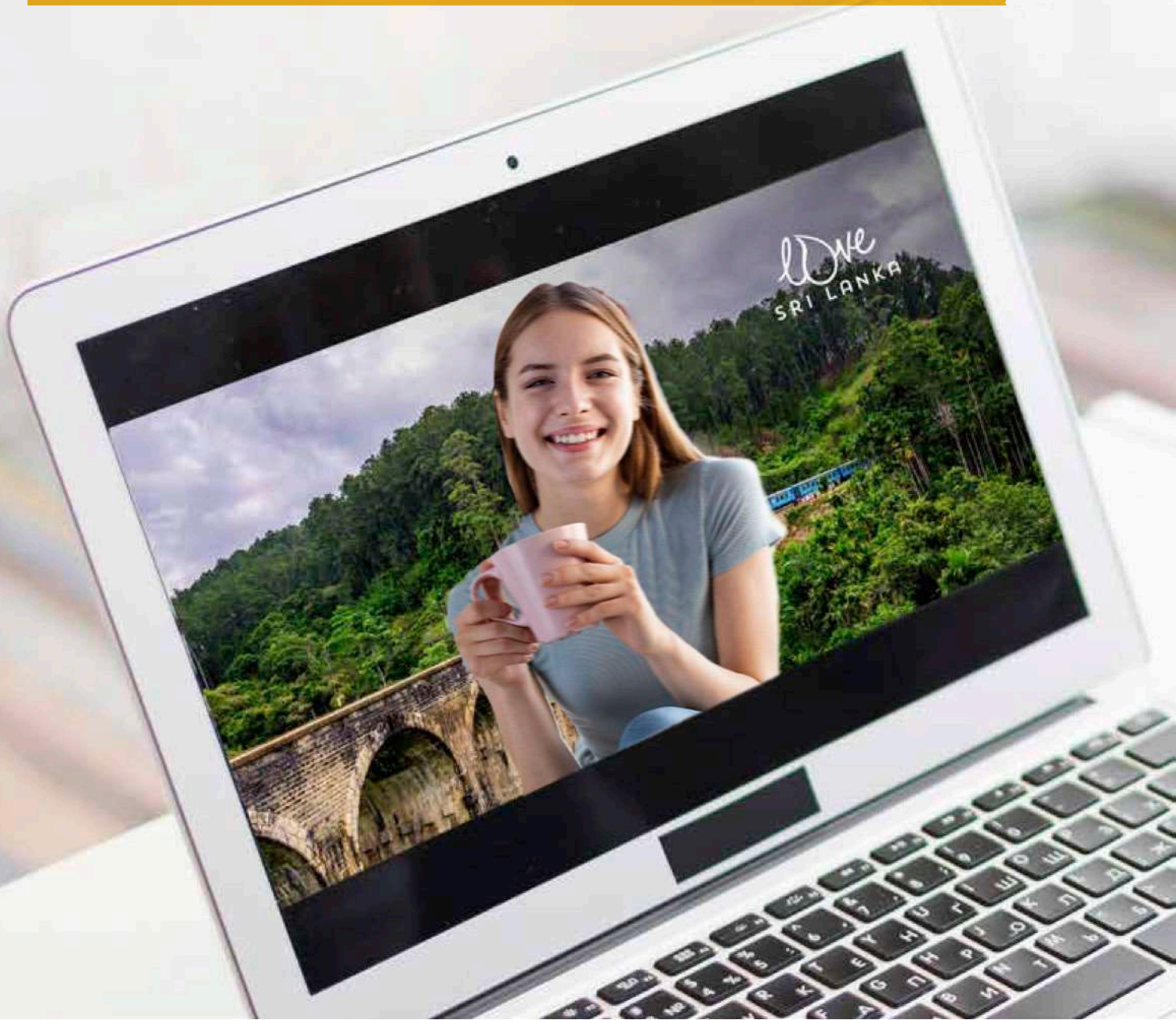


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LOVE SRI LANKA ZOOM BACKDROPS

You can also access the Love Sri Lanka video call backgrounds (refer link below) produced by the Tourism Alliance which is a collection of 12 portrait and landscape scenic backgrounds of Sri Lanka and #showyourlove by trying them out !!

<https://www.srilankatourismalliance.com/wp-content/uploads/2020/05/video-backgrounds.zip>





For more information please contact

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