

Fall in Love Again

Campaign Objective

In the absence of a country level destination marketing campaign, the Sri Lanka Tourism Alliance launched a 2022/2023 winter season bookings recovery push.

The primary objective of the campaign was to reach

1 MN POTENTIAL TRAVELERS

mainly in Europe, strongly conveying Sri Lanka's return to normalcy following recent socio-economic upheaval. The campaign was proposed to run for five months, October 2022 to February 2023.

Campaign Theme

To avoid dwelling on the negative, the romanticized connotation of

“FALL IN LOVE AGAIN”
WITH SRI LANKA WAS DEVELOPED

The theme was executed by bringing to life the myriad reasons to celebrate and fall in love with the country, inviting potential tourists to rediscover the magic of Sri Lanka once again.

Results

(1st October to 31st December 2022)

REACH

3,129,317


GOAL : 1,000,000


Top of mind Recall
Ad exposure

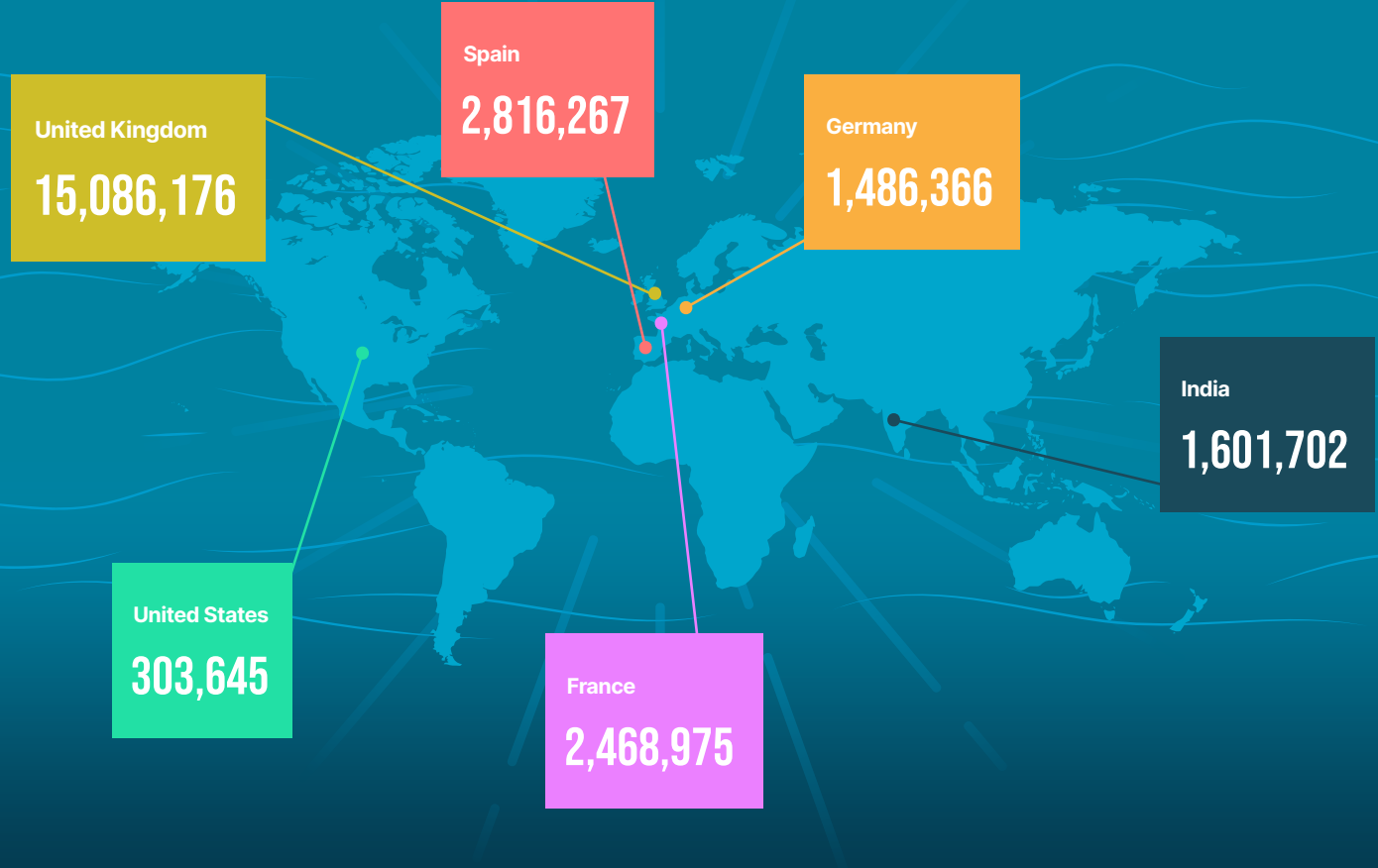
23,778,426 IMPRESSIONS


Content Consumption Engagement

182,493 PAGEVIEWS


Campaign Traffic Percentage

68.59% OF TOTAL TRAFFIC



THE CAMPAIGN ACHIEVED THE DESIRED TARGET OF REACHING 1 MN POTENTIAL TOURISTS, TWO MONTHS IN ADVANCE.

The campaign continues to run with a revised emphasis on experiential content.

KEY HIGHLIGHTS

Changing The Narrative

Love Sri Lanka was positioned among the top 3 search results for 'is Sri Lanka Safe in 2022' related keywords on Google globally, offering details on the positive on-ground reality.

Awareness That Matters

Focused campaigns such as in-stream video ads on YouTube targeting UK, French, Spanish, German, US and Indian audiences researching travel ideas.

NEARLY 1 MILLION VIDEO VIEWS WITH AN AVERAGE 45% VIEW RATE

Promoting Conversations

OVER 100,000 VISITORS browsed destination guide and experience-based content specifically

Europe in Focus

OVER 65,000 VISITORS from European countries were driven to the Love Sri Lanka website,

ACCOUNTING FOR 67% OF TOTAL TRAFFIC DURING THIS PERIOD