

Love Sri Lanka Destination Marketing Campaign

1st October 2022 - 10th April 2023

Love
SRI LANKA

{ SRI LANKA
TOURISM
ALLIANCE

CAMPAIGN PERFORMANCE DATA FROM
1st OCTOBER 2022 - 10th APRIL 2023

WINTER SEASON PUSH
1st OCTOBER TO 28th FEBRUARY



5,767,205 POTENTIAL TOURISTS REACHED
GOAL: 1,000,000

KEY MEASUREMENTS

TOP OF MIND
RECALL
AD EXPOSURE

31,408,795
IMPRESSIONS

WEBSITE
VISITORS
ACQUISITION

218,185
SESSIONS

CONTENT
CONSUMPTION
ENGAGEMENT

315,108
PAGEVIEWS

CAMPAIGN
TRAFFIC
PERCENTAGE

63.32%
OF TOTAL TRAFFIC

EXPOSURE BY SOURCE MARKET

