



# Love Sri Lanka Destination Marketing Campaign

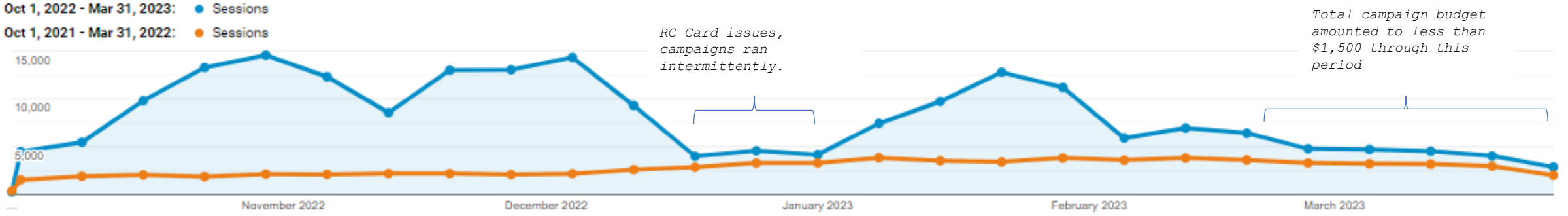
Quarterly Report : Jan - Mar 2023

*Love*  
SRI LANKA

# PERFORMANCE SNAPSHOT

The Winter Season uplift campaign - was run from 1<sup>st</sup> October 2022 onwards, following shows a year on year trend line for site traffic.

## Y-Y TREND LINE



**Oct 2021 to March 2022**  
 73,098 visitors  
 30.48% of Traffic was **Foreign**

**Oct 2022 to March 2023**  
 212,254 visitors  
 74.02% of Traffic was **Foreign**

## PERFORMANCE SUMMARY

### JAN TO MAR 2023

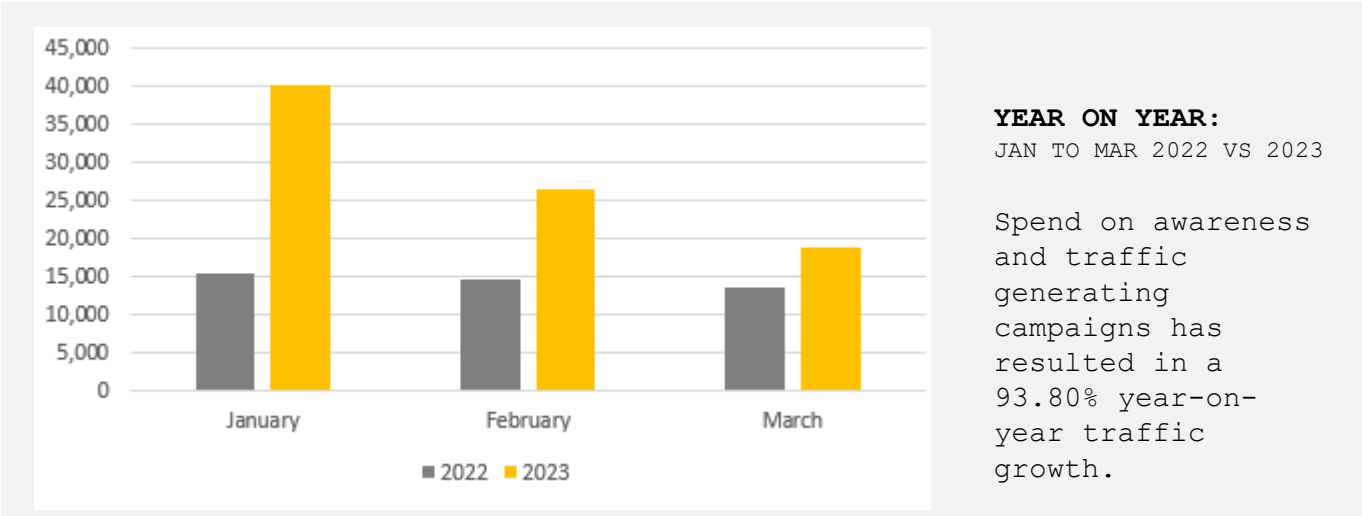
2,599,494 potential tourists reached

7,435,910 impressions (ad views) delivered

**93.78% increase in traffic** (compared to the same period last year, driven by paid channels).

130,352 pageviews during this period.

UK, India, Spain, France, United States and Germany accounted for **51% of traffic** to the website.

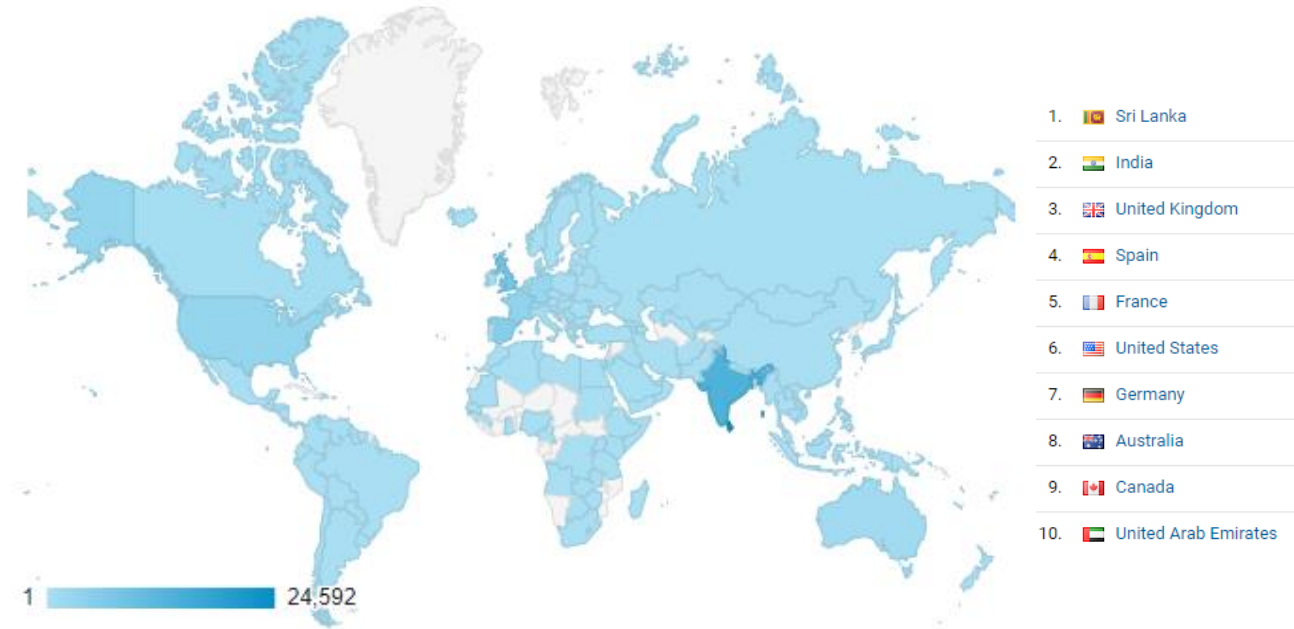
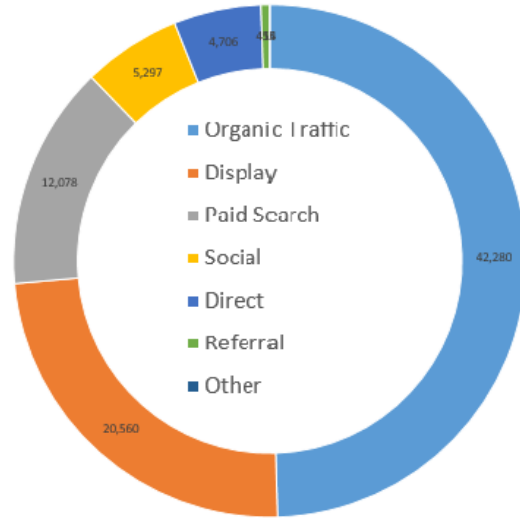


# TRAFFIC & ENGAGEMENT

An analysis of traffic generation and content consumption on the website.

JAN TO MAR 2023

Traffic Source	Sessions
Organic Traffic	42,280
Display	20,560
Paid Search	12,078
Social	5,297
Direct	4,706
Referral	455
Other	16



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	130,364 % of Total: 100.00% (130,364)	114,115 % of Total: 100.00% (114,115)	00:02:01 Avg for View: 00:02:01 (0.00%)	85,394 % of Total: 100.00% (85,394)	79.11% Avg for View: 79.11% (0.00%)	65.50% Avg for View: 65.50% (0.00%)
1. /	31,152 (23.90%)	26,307 (23.05%)	00:02:26	25,514 (29.88%)	81.82%	77.24%
2. /is-srilanka-safe-2023/	5,010 (3.84%)	4,646 (4.07%)	00:01:42	4,164 (4.88%)	73.29%	68.06%
3. /key-experiences/safaris/	3,985 (3.06%)	3,441 (3.02%)	00:02:42	3,168 (3.71%)	87.10%	79.75%
4. /destinations/	2,941 (2.26%)	2,448 (2.15%)	00:01:38	1,836 (2.15%)	77.03%	60.32%
5. /destinations/colombo/	1,994 (1.53%)	1,727 (1.51%)	00:01:22	1,393 (1.63%)	58.48%	50.85%
6. /adisham-bungalow/	1,692 (1.30%)	1,482 (1.30%)	00:02:40	1,425 (1.67%)	80.79%	78.55%
7. /planning-a-trip/	1,666 (1.28%)	1,261 (1.11%)	00:00:39	101 (0.12%)	68.48%	22.45%
8. /is-srilanka-safe-2022/	1,422 (1.09%)	1,318 (1.15%)	00:02:31	1,234 (1.45%)	82.59%	78.20%
9. /yala-national-park-from-hambantota/	1,280 (0.98%)	1,160 (1.02%)	00:03:23	1,141 (1.34%)	84.33%	82.58%
10. /media-coverage/	1,234 (0.95%)	976 (0.86%)	00:02:30	141 (0.17%)	76.81%	57.21%

Campaigns were focused on awareness and exposure, as seen by the larger contribution of traffic via Display Campaigns.

While attention retained on pages is high on average, at 2:01 minutes, the bounce rate of 79.11% and average session duration of 1.05 minutes are area to improve through additional content and user journey development.

# GEOGRAPHIC PERFORMANCE

Country ?	Acquisition			Behavior			Conversions		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	70,579 % of Total: 100.00% (70,579)	68,502 % of Total: 100.07% (68,457)	85,389 % of Total: 100.00% (85,389)	79.11% Avg for View: 79.11% (0.00%)	1.53 Avg for View: 1.53 (0.00%)	00:01:05 Avg for View: 00:01:05 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1.  Sri Lanka	24,592 (35.13%)	23,928 (34.93%)	29,422 (34.46%)	77.41%	1.54	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.  India	13,571 (19.39%)	13,269 (19.37%)	17,783 (20.83%)	79.58%	1.49	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.  United Kingdom	7,541 (10.77%)	7,430 (10.85%)	9,068 (10.62%)	77.86%	1.58	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.  Spain	5,016 (7.17%)	4,868 (7.11%)	6,885 (8.06%)	87.04%	1.27	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.  France	3,566 (5.09%)	3,521 (5.14%)	4,417 (5.17%)	85.94%	1.28	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.  United States	3,112 (4.45%)	3,075 (4.49%)	3,451 (4.04%)	82.09%	1.43	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.  Germany	2,536 (3.62%)	2,494 (3.64%)	2,923 (3.42%)	80.84%	1.53	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.  Australia	1,196 (1.71%)	1,182 (1.73%)	1,313 (1.54%)	72.66%	1.88	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.  Canada	685 (0.98%)	676 (0.99%)	791 (0.92%)	77.12%	1.74	00:01:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.  United Arab Emirates	628 (0.90%)	624 (0.91%)	705 (0.82%)	74.33%	1.57	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)

During the campaign period, foreign traffic accounted for 66% of all website traffic.

UK, India, Spain, France, and United States account for the top 5 foreign markets with a significant portion of said traffic generated from campaigns.

## TOP CITIES

### UK

London  
Sheffield  
Wolverhampton  
Plymouth  
Birmingham

### India

Patna  
Lucknow  
Bengaluru  
Mumbai  
Chennai

### Spain

Madrid  
Barcelona  
Seville  
Valencia  
Malaga

### France

Paris  
Bordeaux  
Marseille  
Lyon  
Lille

### Germany

Frankfurt  
Berlin  
Munich  
Hamburg  
Stuttgart

# GOOGLE ADS: BUDGET UTILIZATION

Campaigns were run on Google Search Network, Google Display Network and YouTube.

## Google Ads

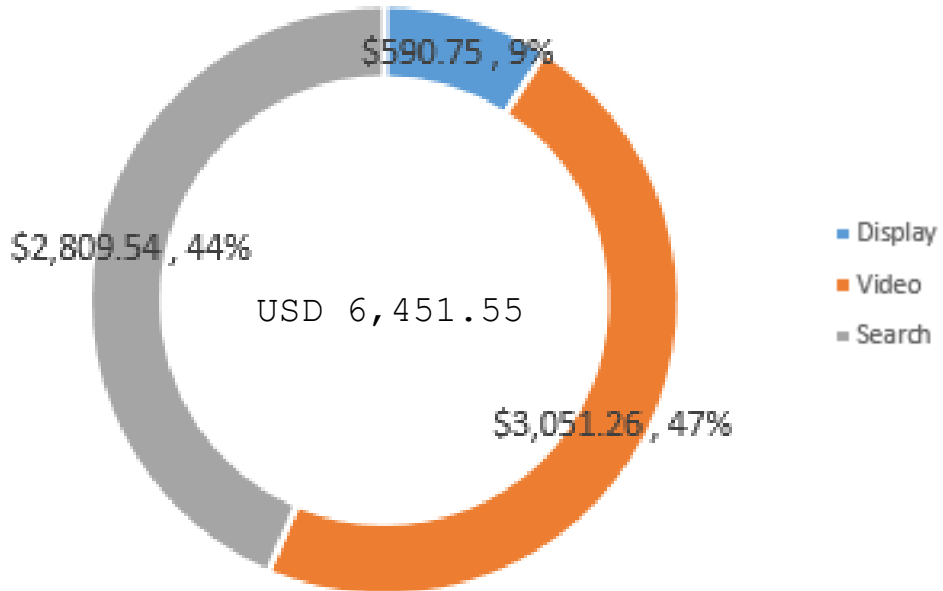
1st Jan to 31st Mar 2023

Execution:

30 campaigns, 100 ad groups

Search, Display and Video with the largest budget for video

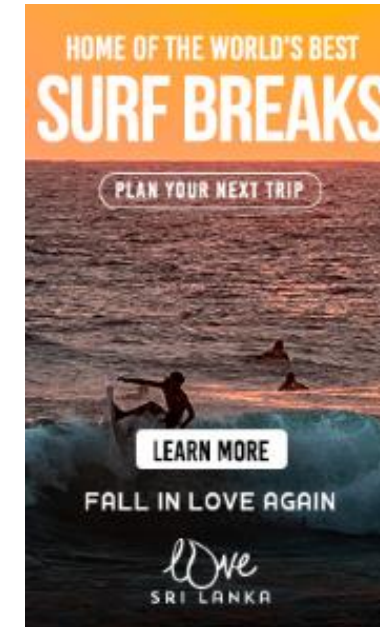
Targeting focused on top of the funnel at the inspiration and research/planning stages of the buying cycle, promoting the theme of Sri Lanka and it's diverse range of travel experiences.



Example of your skippable in-stream ad on YouTube

YouTube in-stream video ad, targeting potential **French Travellers** (affinity audiences researching travel ideas)

Display Ad Preview



Ad CTR of 29.37%, for UK targeting the "planner" segment i.e. users searching for specific destination info like "Attractions in Galle, "Things to do in Galle" etc

Ad · [www.lovesrilanka.org/destinations/galle](http://www.lovesrilanka.org/destinations/galle) ⋮

**Things to do in Galle | Sri Lanka Travel Guide | lovesrilanka.org**

Discover the history and charm of Galle. Explore forts, beaches, and more. Get insider tips and guides on lovesrilanka.org today.

[Visa & Entry Requirements](#) [Is Sri Lanka Safe?](#)

[Travel Advisory Updates](#) [Traveller Stories 2022](#)

# FACEBOOK ADS: BUDGET UTILIZATION

Campaigns were run on Facebook and Instagram.

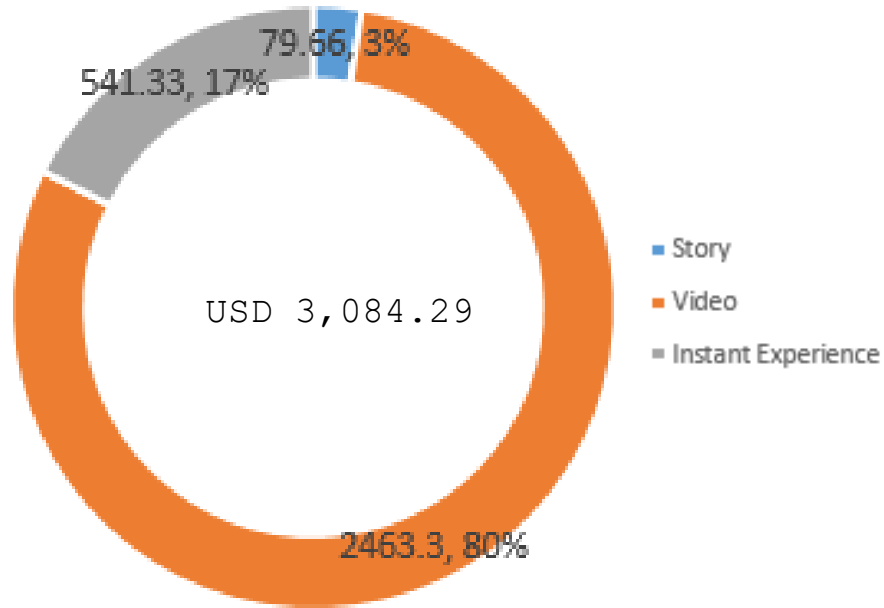
## Facebook Ads

1st Jan to 31st Mar 2023

Execution:

29 campaigns, 74 ad groups

For social-based ads, we mainly ran video, story and Instant experience ads showcasing multiple travel experiences in Sri Lanka, targeting consumers at the top of the funnel during the inspiration and research stages of the buying cycle.



Love Sri Lanka Sponsored

Discover a land of pristine beaches, misty mountains, and untamed wildlife - where every moment is an adventure.

Your Journey Starts Here.

Like Comment Share

Instant Experience ad, that opens up into a full-screen landing page, drives engagement and nurtures interest and intent

CTR of 3.61% - 6.80% targeting audiences interested in travel & related experiences, in UK, GER, FRA, ESP

Story Ad Previews

A WORLD OF NATURAL BEAUTY AWAITS

Ascend into a world of rugged, breathtaking landscape, where misty mountain peaks, rolling tea plantations, and cascading waterfalls await. Immerse yourself in a rich tapestry of culture and nature, breathing in the crisp mountain air. The misty mountains of this enchanting island invite you to discover Sri Lanka in a new light.

Explore Our Tips and Resources

DIVE INTO SRI LANKA'S RICH HISTORY

Discover a tapestry of rich history and captivating culture, where ancient temples, intricate art, and fascinating traditions await. From towering ruins to vibrant festivals, this enchanting land invites the curious and adventurous to immerse themselves in the magic of Sri Lanka's heritage.

Explore Our Tips and Resources

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THANK YOU