

SRI LANKA

Reimagining the Tourism Journey Ahead



Interviewee
Kimarli Fernando
Chairperson



Interviewee
Ashok Pathirage
Chairman



Interviewee
Thilan Wijesinghe
Director



Interviewee
Dileep Mudadeniya
Vice President - Brand Marketing



Interviewee
Amith Sumanapala
CEO/ Director



Speaker
Jon Stotham
CEO



Speaker
Jack Eden
Founder



Interviewee
Dimushka Chandrasena
Chief Director



Interviewee
David Keen
CEO



Speaker
Bill Barnett
Managing Director



Speaker
Vanessa Zhu
China Director



Interviewee / Moderator
David Johnson
CEO



REGISTER

DELIVERING ASIA
COMMUNICATIONS



LIVE Webinar

Thursday 11th June
1:00 pm Colombo | 2:30 pm Bangkok

SRI LANKA

Reimagining the Tourism Journey Ahead

Speaker:

Bill Barnett

Managing Director

C9 Hotelworks

One of the most authoritative voices
in the hospitality and real estate
industries in Asia.

Author of the China Sri Lanka Travel
Sentiment Survey 2020



China Sri Lanka Travel Sentiment Survey

June 2020



Methodology



The China Sri Lanka Travel Sentiment Survey 2020 provided a metric of Sri Lanka' travel potential post COVID-19 for hotels and tourism stakeholders to proactively address the market recovery process going forward.

When Conducted

Late May in 2020

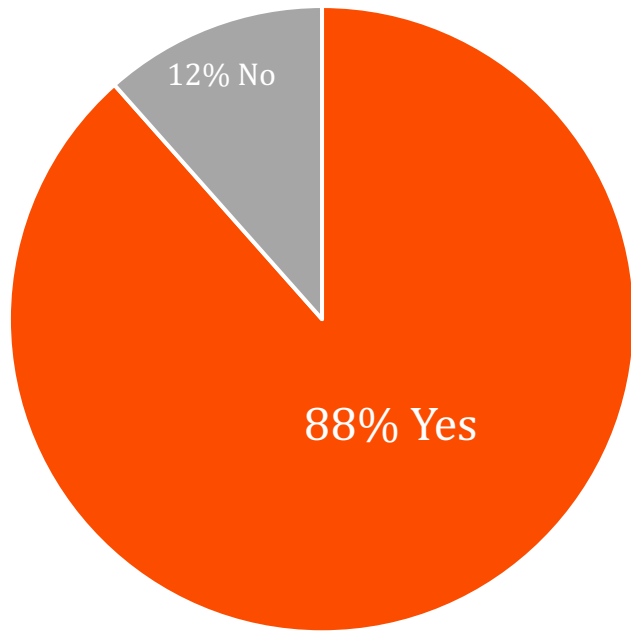
Who Conducted

C9 Hotelworks and DAC China Digital Services

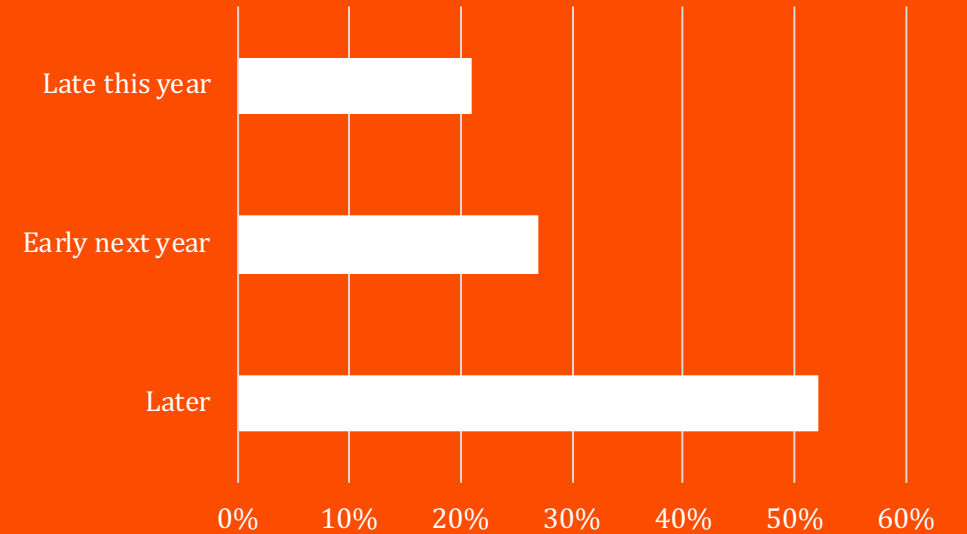
Who Responded

1057 respondents in first tier cities within China

Would you like to travel overseas?



When would you travel overseas?



Travel to Sri Lanka

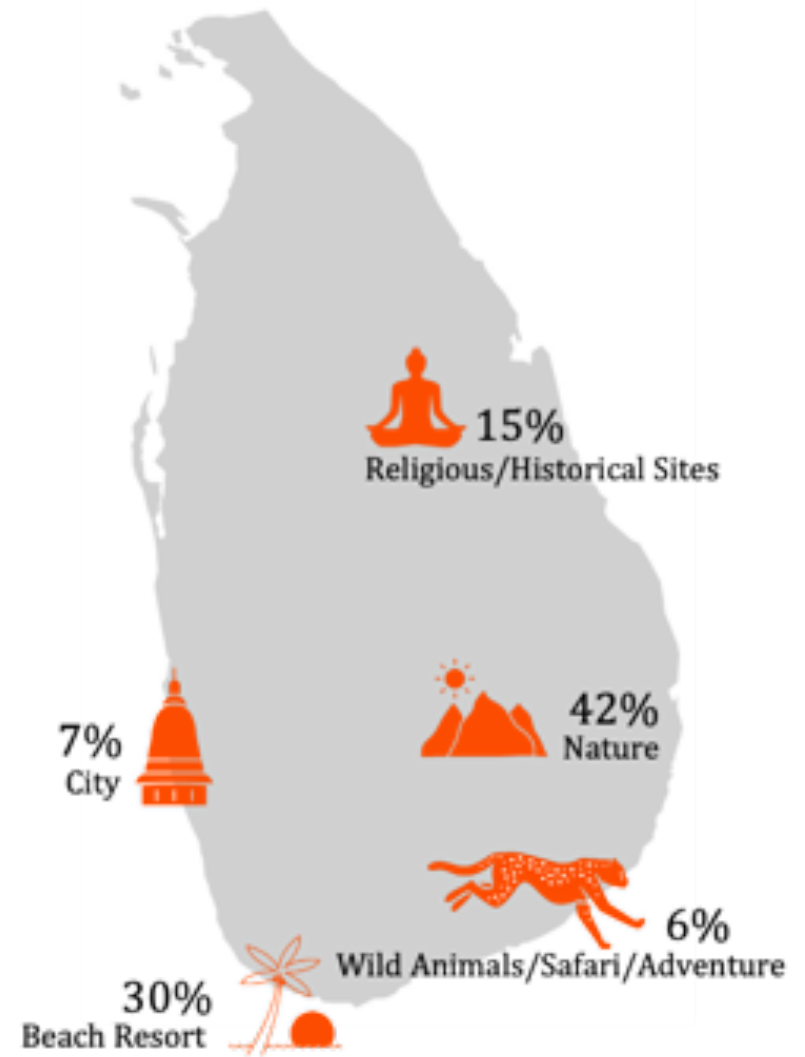


35% think Sri Lanka is a safe destination for a holiday, while **40%** have no opinion

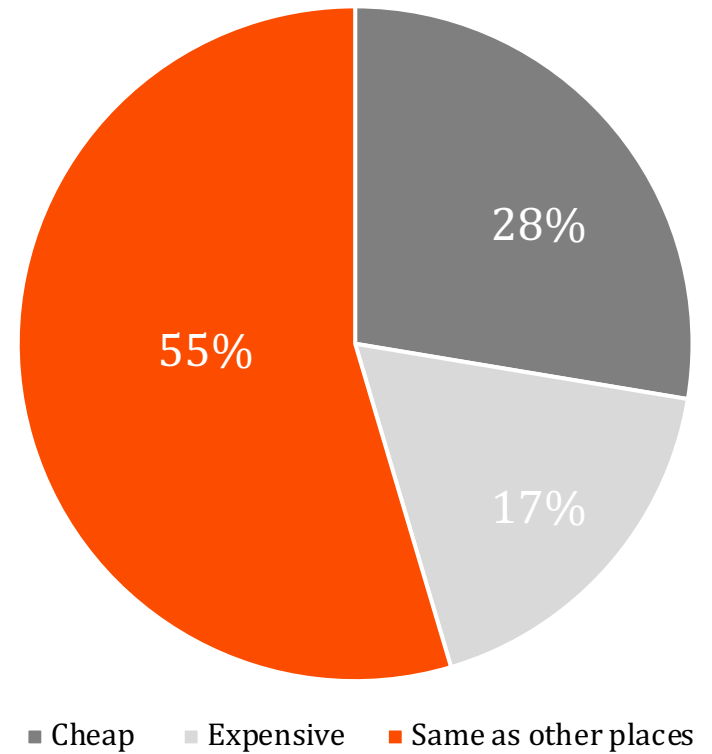


77% would travel to Sri Lanka

What type of holiday in Sri Lanka interests you?

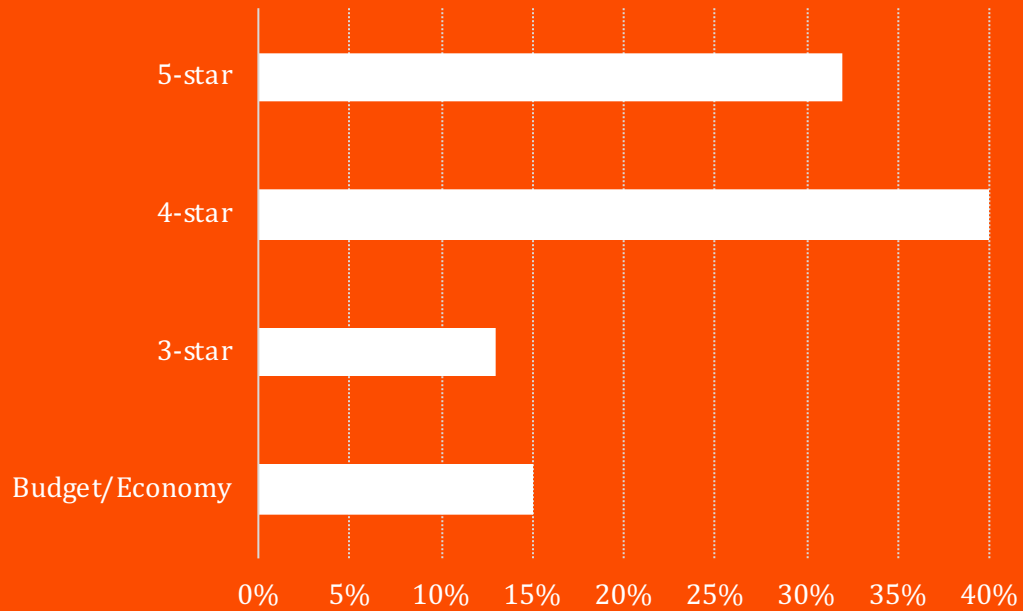


What do you think the cost of a holiday in Sri Lanka would be?

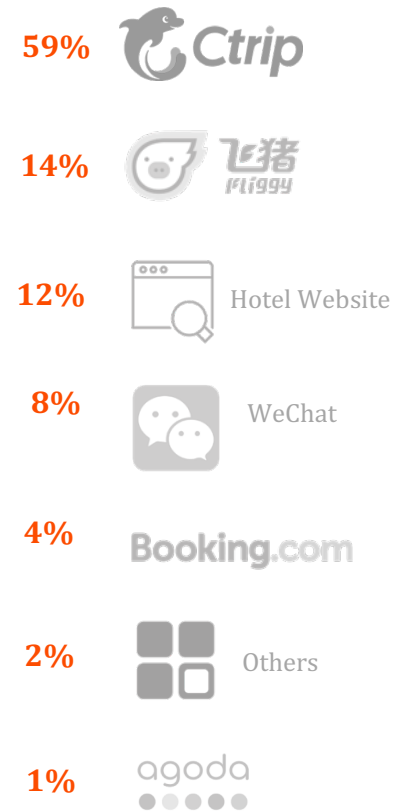


Travel Preference

What type of hotel do you want to stay?



What is your preferred booking channel?





75% prefer independent travel over tour group
49% of the respondents are between 20 to 29 years old

Forward Outlook





C9 HOTELWORKS

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Vanessa Zhu

China Director
Delivering Asia Communications

China team director for Delivering Asia Communications based in Shanghai. Research lead of the China Sri Lanka Travel Sentiment Survey 2020

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Media partner:
TRAVEL TALK
ASIA

How to Reach the Post Covid-19 Traveller



New Digital Tools



Fliggy

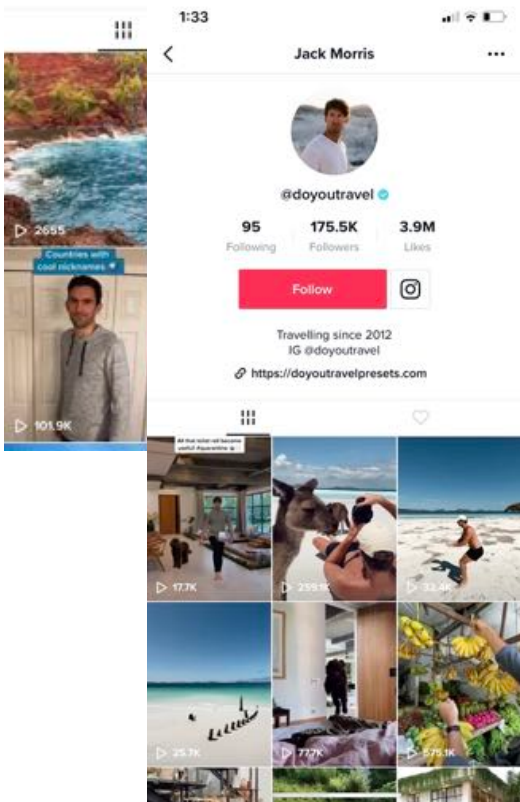
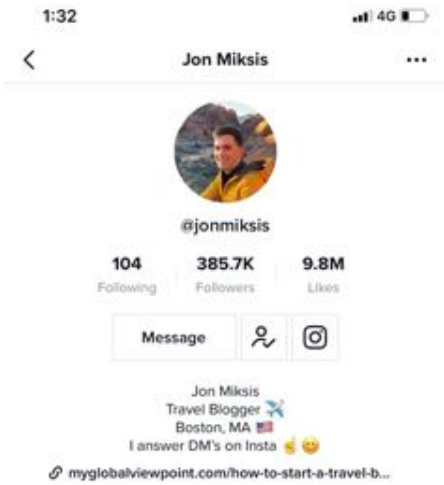
- 270 million registered users
- 52% under 30
- Leading independent traveler discovery and booking tool
- Hotels can design products and pricing – like a shopfront
- End-user direct channel to hotel
- Special recovery packages
- Owned by Alibaba



Alipay

- Biggest international payment system for Chinese travelers overseas
- Seamless payment opportunities for travelers
- Hotels can design on-the-ground experiences
- Hotels can to upsell activities
- Owned by Alibaba





New Social Media Channels

Influencers

- TikTok influencers fast emerging
- New engagement channel for younger target market
- “Granular” influencers growing quickly
- New content drivers to new digital discovery and booking tools

TikTok (Douyin)

- 400 million daily users in China
- Huge growth during Covid-19
- Captures under 30 travelers
- Content fun video platform
- Livestreaming – linked to Taobao (like Amazon in China)
- Embed sales links into content
- Key social media element in new travel booking eco-system



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CEO

Delivering Asia Communications

Heads Asia's leading hospitality PR company. Based in Bangkok, DAC specialises in strategic communications, media relations and digital marketing across every Asian marketplace



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