

Worldwide Business Survey: Travel And Tourism In Sri Lanka To 2017 : Now at Market-Research-Reports.biz

Synopsis

The report provides detailed market analysis, information and insights, including:

- Historic and forecast tourist volumes covering the entire Sri Lankan travel and tourism sector
- Detailed analysis of tourist spending patterns in Sri Lanka for various categories in the travel and tourism sector, such as accommodation, sightseeing and entertainment, foodservice, transportation, retail, travel intermediaries and others
- Detailed market classification across each category, with analysis using similar metrics
- Detailed analysis of the airline, hotel, car rental and travel intermediaries industries

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Executive summary

Due to the end of the civil war in May 2009, tourist volumes in Sri Lanka increased during the review period (2008–2012). The country's inbound tourist volume expanded at a review-period CAGR of 25.86%, and is expected to record a forecast-period (2013–2017) CAGR of 14.91%.

Scope

This report provides an extensive analysis related to tourism demands and flows in Sri Lanka:

- It details historical values for the Sri Lankan tourism sector for 2008–2012, along with forecast figures for 2013–2017
- It provides comprehensive analysis of travel and tourism demand factors with values for both the 2008–2012 review period and the 2013–2017 forecast period
- The report provides a detailed analysis and forecast of domestic, inbound and outbound tourist flows in Sri Lanka
- It provides comprehensive analysis of the trends in the airline, hotel, car rental and travel intermediaries industries with values for both the 2008–2012 review period and the 2013–2017 forecast period

Reasons to buy

- Take strategic business decisions using historic and forecast market data related to the Sri Lankan travel and tourism sector.
- Understand the demand-side dynamics within the Sri Lankan travel and tourism sector, along with key market trends and growth opportunities.

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Key highlights

- According to Timetric estimates, Sri Lanka's real GDP is expected to grow by 6.6% and 6.9% in 2013 and 2014 respectively, supported mainly by the services and industrial sectors. Timetric expects real GDP growth to average around 7.8% between 2015 and 2017, staying above the 10-year (2003–2012) trend of 6.4%, as economic recovery in the US and Eurozone (Sri Lanka's main trading partners) will increase external trade activities.
- Sri Lanka's road density, at 1.6km of roads per km², is high when compared to its peers in South Asia. In 2011, the National Highways network consisted of 4,219km of Trunk (A class) and 7,800km of main (B class) roads and 4,213 bridges. The total length of the national highways maintained by the Road Development Authority in 2011 was approximately 12,000km. Sri Lanka has planned to invest US\$18.1 billion in developing road networks and US\$8.7 billion in port infrastructure during 2011–2020.
- According to the Tourism Development Strategy 2011–2016, released by the Sri Lankan Ministry of Economic Development, a range of attractions and events have been organized to encourage domestic tourism. Events include Ramayana festival, literary festivals, and food and fruit festivals. Revenue from domestic tourists visiting wildlife parks, botanical gardens, zoological gardens, museums and the Cultural Triangle is expected to reach US\$2.5 million by 2016.
- Sri Lanka's tourism sector has grown rapidly since the end of the three decade civil war in 2009, registering one million inbound tourists in 2012. The government has set a target of 1.25 million visitors for 2013 and expects 2.5 million by 2016. The sector also surpassed US\$1.0 billion in revenue for the first time in 2012.
- According to the Department of Census and Statistics, the mean household income in Sri Lanka increased from US\$3,803 in 2009 to US\$4,342 in 2012, and is set to increase over the forecast period, supporting the growth in outbound trip volumes. The appreciation in the Sri Lankan rupee has also made traveling abroad cheaper.
- SriLankan Airlines is focusing on expansion into new and existing Asian markets, ahead of its entry into the oneworld alliance. It currently has a primary focus on South Asia, which accounts for 41% of its international seat capacity, but is expected to target North Asia by increasing capacity from China and South Korea.
- Car rental in Sri Lanka is dependent on global GDP growth and air travel. While leisure travel depends on positive consumer sentiment supported by rising income levels, economic growth fuels business travel. Leisure tourists accounted for 91.3% of domestic tourist volumes and 88.6% of inbound tourist volumes in 2012, which presents a significant opportunity for car rental companies to increase their customer base.

Table of contents

Market Overview

- Strengths
- Weaknesses
- Opportunities
- Threats

Tourism Flows

- Performance outlook
- Key issues and trends
- Performance outlook
- Key issues and trends
- 3.3.1 Performance outlook
- 3.3.2 Key issues and trends

Airport Profiles

- Overview
- Operator profile
- Routes

Company Profiles – Airlines

- SriLankan Airlines Ltd – company overview
- SriLankan Airlines Ltd – main services
- SriLankan Airlines Ltd – key competitors
- SriLankan Airlines Ltd – key employees
- FITS Aviation (Pvt) Ltd – company overview
- FITS Aviation (Pvt) Ltd – main services and brands
- FITS Aviation (Pvt) Ltd – key competitors
- FITS Aviation (Pvt) Ltd – key employees
- Cinnamon Air – company overview
- Cinnamon Air – main services
- Cinnamon Air – key competitors

Company Profiles – HOTELS

- The Fortress Resorts PLC – company overview
- The Fortress Resorts PLC – main services
- The Fortress Resorts PLC – key competitors
- The Fortress Resorts PLC – key employees
- Cinnamon Hotels & Resorts – company overview
- Cinnamon Hotels & Resorts – main services
- Cinnamon Hotels & Resorts – key competitors
- Cinnamon Hotels & Resorts – key employees
- The Mermaid Hotel and Club – company overview
- The Mermaid Hotel and Club – main services
- The Mermaid Hotel and Club – key competitors
- The Mermaid Hotel and Club – key employees
- Jetwing Hotels Ltd – company overview

Company Profiles – Car Rental

- Andrew the Car Rental Company (Private) Ltd – company overview
- Andrew the Car Rental Company (Private) Ltd – main services
- Andrew the Car Rental Company (Private) Ltd – key competitors
- Andrew the Car Rental Company (Private) Ltd – key employees
- Casons Rent A Car (Pvt) Ltd – company overview
- Casons Rent A Car (Pvt) Ltd – main services
- Casons Rent A Car (Pvt) Ltd – key competitors
- Casons Rent A Car (Pvt) Ltd – key employees
- Malkey Rent A Car (Pvt) Ltd – company overview

Company Profiles – Travel Intermediaries

- Diethelm Travel Sri Lanka – company overview
- Diethelm Travel Sri Lanka – main services
- Diethelm Travel Sri Lanka – key competitors
- Diethelm Travel Sri Lanka – key employees
- Browns Tours (pvt) Ltd – company overview
- Browns Tours (pvt) Ltd – main services
- Browns Tours (pvt) Ltd – key competitors
- Browns Tours (pvt) Ltd – key employees
- JF Tours & Travels (Ceylon) Ltd – company overview
- JF Tours & Travels (Ceylon) Ltd – main services
- JF Tours & Travels (Ceylon) Ltd – key competitors

Market Data Analysis

- Number of trips and overnight stays
- Number of overnight stays
- Total domestic tourist expenditure
- Average expenditure per domestic tourist by category
- International arrivals by region
- International arrivals by purpose of visit
- 14.2.3 Total inbound tourism expenditure by category
- 14.2.4 Average international tourist expenditure by category

Appendix

Table 1: Sri Lanka – Tourist Arrivals from Top 10 Countries (Thousand), 2008–2017

Table 2: Sri Lanka – Tourist Departures to Top 8 Countries (Thousand), 2008–2017

Table 3: Sri Lanka Tourism Development Authority (SLTDA) – Key Facts and Locations

Table 4: Bandaranaike International Airport – Overview

Table 5: Mattala Rajapaksa International Airport – Overview

Table 6: SriLankan Airlines Ltd, Key Facts

Table 7: SriLankan Airlines Ltd, Main Services

Table 8: SriLankan Airlines Ltd, Key Employees

Figure 1: Sri Lanka – Tourism Expenditure (US\$ Million), 2008–2017

Figure 2: Sri Lanka – Key Ratios (%), 2008–2017

Figure 3: Sri Lanka – Economic Outlook, 2006–2017

Figure 4: Sri Lanka – Travel and Tourism Sector – SWOT Analysis

Figure 5: Sri Lanka – Population, 2006–2020

Figure 6: Sri Lanka – Domestic Tourism Expenditure (LKR Million), 2008–2017

Figure 7: Sri Lanka – International Arrivals by Purpose of Visit (Thousand), 2008–2017

Figure 8: Sri Lanka – International Departures by Destination (Thousand), 2008–2017

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