

Media Release

Wonders of Sigiriya and Sri Lankan Wellness Tourism promoted in Sweden to

In an exciting collaboration with the Swedish Chapter of the Pacific Asia Travel Association (PATA) and Siddhalepa Wellness Resorts & Spa an exclusive event was hosted at the Sri Lanka Embassy in Stockholm, showcasing Sri Lanka as a premier tourism destination, promoting notably the wonders of Sigiriya and Sri Lanka's rapidly growing wellness tourism sector. The event brought together prominent PATA members in Sweden.

PATA Swedish chapter chairperson Helen Wiberg addressing the gathering appreciated the Embassy for hosting the event. PATA Swedish chapter vice chair Lena Skogstrom made an in-depth presentation on Sri Lanka's potential as a tourism destination and Sri Lanka's diverse tourism offerings with particular attention to the wonders of Sigiriya. Siddhalepa Wellness Resorts & Spa Senior Marketing Manager (Leisure) Ushan Edirisinghe highlighted the offerings of Sri Lanka's wellness sector. Sri Lanka's unique combination of natural beauty, rich cultural heritage, and warmth of its people were highlighted in the presentations, showcasing Sri Lanka as an ideal destination for travellers seeking relaxation, rejuvenation, and holistic health experience, particularly from Sweden and wider Scandinavia.

Addressing the gathering, Sri Lanka's Ambassador to Sweden Kapila Fonseka underlined the long-standing partnership between Sri Lanka and PATA in advancing sustainable tourism development in Sri Lanka. He expressed gratitude to the Swedish chapter of PATA for its efforts in promoting Sri Lanka as a top tourism destination in Scandinavia. The Ambassador also underscored Sri Lanka's commitment to developing its tourism sector and providing high-quality experiences for travellers. He reaffirmed the Sri Lankan Government's commitment to ensuring the safety and security of travellers visiting the country.

The participants were delighted with a raffle draw of one week stay at Siddhalepa Ayurveda Resort & Spa on full board basis to experience the comforts of Sri Lankan wellness tourism. At the end of the event, they were treated to traditional Sri Lankan cuisine and Ceylon tea.

Sweden and other Nordic countries, with their higher disposable incomes and travel habits, represent an important tourism market for Sri Lanka. This event was one of the series of events organized by the Embassy of Sri Lanka in Sweden to mark the 75th Anniversary of Sri Lanka Sweden Diplomatic Relations.

Embassy of Sri Lanka
Sweden

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