



# Tourism News Letter – November-December 2025

Embassy of Sri Lanka, Ankara, Türkiye

## November Highlights

### ✚ Sri Lanka Showcases Tourism Excellence at the 8th Travel Expo Ankara

Sri Lanka showcased its vibrant and diverse tourism potential at the 8th edition of Travel Expo Ankara – International Tourism and Travel Fair, held from 20–22 November 2025 at the ATO Congressium. The Sri Lanka stand, organized by the Embassy of Sri Lanka in Ankara, attracted a large number of visitors and generated significant interest among travel professionals, investors, and media representatives.

Travel Expo Ankara is recognized as a premier international tourism exhibition, highlighting destination, cultural, wellness, congress, sports, and camping tourism.

The Sri Lankan stand was formally inaugurated by the Ambassador of Sri Lanka to Türkiye, Niluka Kadurugamuwa marking the beginning of three days of cultural engagement, tourism promotion, and business networking. Visitors to the pavilion were introduced to the island’s multifaceted tourism experiences, presented in both Turkish and English, highlighting Sri Lanka’s strengths in destination tourism, cultural tourism, wellness tourism, adventure travel, and more.

In addition to destination promotion, the pavilion also featured authentic Sri Lankan value-added products, including Ceylon tea, which was served to visitors throughout the event, adding a unique cultural touch and enhancing the overall Sri Lankan experience.

The Sri Lankan booth received visibility across the Turkish media, with coverage from Television channels, YouTubers, bloggers, and social media influencers. This exposure contributed to Sri Lanka’s promotional success at the fair.

On the sidelines of the exhibition, Ambassador Kadurugamuwa met with Deputy Minister of Culture and Tourism of Türkiye, Nadir Alpaslan, and President of the Ankara Chamber of Commerce, Gürsel Baran. The interaction focused on strengthening bilateral cooperation and exploring new avenues for partnership in tourism and related sectors.

The 8th edition of the Travel Expo Ankara welcomed approximately 10,000 participants and exhibitors, providing an influential platform for global tourism promotion and collaboration.



## December Highlights

### 🇳🇱 Sri Lanka Envoy meets with the Governor of the Province of Ankara

Ambassador of Sri Lanka to Türkiye Niluka Kadurugamuwa called on the Governor of the Province of Ankara, Vasip Şahin at the Governor's office in Ankara today (04 December 2025).

The Governor warmly welcomed the Ambassador and extended his best wishes for a successful tenure in Ankara.

During the cordial meeting, ways and means to further strengthen cooperation between Sri Lanka and the Ankara Province in the political, cultural, trade, investment, tourism and technical spheres were discussed. Governor Şahin conveyed his deepest condolences over the tragic loss of life during the recent floods and landslides in Sri Lanka and expressed his solidarity with the people of Sri Lanka.



### 🇳🇱 Sri Lanka Embassy in Ankara Participates in the 2025 DMEDD International Charity Bazaar

The Embassy of Sri Lanka in Ankara took part in the 2025 DMEDD International Charity Bazaar, held on 07 December 2025 at the Sheraton Hotel & Convention Centre, Ankara. The event, organised biannually by the Dışişleri Mensupları Eşleri Dayanışma Derneği (DMEDD), brings together diplomatic missions in Türkiye to support charitable causes.

This year's bazaar saw an outstanding turnout, with over 50 embassies taking part and more than 10,000 visitors attending during the day.

The Embassy of Sri Lanka showcased a vibrant Sri Lankan stall featuring a wide range of authentic products, including Ceylon Tea, Ceylon Cinnamon, traditional Sri Lankan sweets, handcrafted Sri Lankan jewellery, and other unique artisanal items representing Sri Lanka's heritage.

The Sri Lankan stall attracted significant attention from visitors, providing them with a taste of Sri Lanka's rich culinary, cultural, and artistic traditions.

The Embassy also took the opportunity to promote Sri Lanka's tourism sector. Tourism brochures, maps, and promotional material were distributed among visitors, together with briefings emphasising that Sri Lanka is open for tourism following the floods and that it remains a safe, welcoming, and

attractive destination for tourists, offering diverse natural beauty, cultural heritage, and warm hospitality.

The proceeds of the stall of the Embassy will be donated to the relief and rebuilding efforts in Sri Lanka.



#### ✚ Embassy of Sri Lanka in Ankara Engages TÜRSAB to Promote Tourism Recovery



With a view to exploring avenues for enhanced tourism promotion in the Turkish market in the aftermath of the cyclone Ditwah, the Ambassador of Sri Lanka to Türkiye, Niluka Kadurugamuwa, met today (11) in Ankara with the Board President, Muhammet Saritaş, and other representatives of the Central Anatolia Regional Representative Board of the Association of Turkish Travel Agencies (TÜRSAB).

Briefing the Board President on the current situation in Sri Lanka, the Ambassador emphasised that Sri Lanka remains fully open for tourists, noting that tourism-related infrastructure, including along the coastal belt, has not been affected by the severe floods and landslides. He further highlighted that Bandaranaike International Airport in Colombo continues to function without any interruption,

ensuring smooth travel operations for international visitors.

The Ambassador appealed to TÜRSAB leadership to disseminate positive, accurate information about Sri Lanka among its extensive membership of Turkish travel agencies, encouraging them to reaffirm to clients that Sri Lanka remains a safe, vibrant, and welcoming destination despite the effects of the cyclone.

TÜRSAB representatives expressed their fullest support in conveying this message across their member network, acknowledging the strong potential for Sri Lanka in the Turkish outbound tourism market. They further noted that, with the existing air connectivity between Türkiye and Sri Lanka,

they are well-positioned to promote Sri Lanka more aggressively as an attractive destination for Turkish travellers.

The Embassy appreciates TÜRSAB's willingness to collaborate and looks forward to strengthening partnerships aimed at revitalising Sri Lanka's tourism sector and enhancing people-to-people links between Sri Lanka and Türkiye.

### 🚩 Sri Lanka Shines at the 3rd World Cultures Festival 2025 in Ankara

Sri Lanka showcased its vibrant, diverse cultural heritage and tourism excellence at the 3rd edition of the World Cultures Festival, held from 12–14 December 2025 at the ATO Congressium in Ankara. The event brought together representatives from over 60 countries, celebrating global cultural diversity and tourism collaboration.

The Sri Lanka stand, organized by the Embassy of Sri Lanka in Ankara, attracted significant attention from visitors, travel professionals, influencers, and media representatives. It served as an effective platform to highlight the resilience and excellence of Sri Lanka's tourism industry in the post-cyclone period, while warmly inviting global travelers to experience the island's unique charm, hospitality and natural beauty.

The 3rd World Cultures Festival welcomed approximately 20,000 participants and exhibitors, reinforcing its status as a prominent international platform for cultural exchange, tourism promotion, and global cooperation.



## ✚ Sri Lanka engages with Turkish out bound tour operators

A briefing session was conducted at the Embassy premises on 09 December 2025 for the Turkish outbound tour operators based in Ankara who are actively engaged in sending Turkish travelers to Sri Lanka.

During the discussion, the Ambassador emphasized that Sri Lanka remains fully open for tourists, despite the effects of the recent natural disaster. He reassured participants that no tourism infrastructure was damaged and that all major tourist destinations continue to function smoothly. In this context, he requested the tour operators to promote Sri Lanka as a safe destination among Turkish travelers.

The session also focused on strategies to accelerate tourism flows from Türkiye to Sri Lanka, highlighting new opportunities, growing interest among Turkish travelers, and the strong potential to further expand tourism cooperation between the two countries.

The Embassy looks forward to working closely with Turkish tour operators to strengthen people-to-people ties and promote Sri Lanka as a safe, diverse, and attractive tourist destination.





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Sri Lanka's Ambassador to Ankara, Kadurogamuwa, stated: "The economic damage from the hurricane disaster has reached \$7 billion. This disaster has opened our eyes in terms of climate policies."



Link to the news;

[https://ankahaber.net/haber/detay/sri\\_lanka\\_ankara\\_buyukelcisi\\_kadurugamuwa\\_kasirga\\_felaketinde\\_ekonomik\\_zarar\\_7\\_milyar\\_dolara\\_ulasti\\_bu\\_felaket\\_iklim\\_politikalari\\_adina\\_gozlerimizi\\_acti\\_281210?fbclid=IwY2xjawPIY8pleHRuA2FlbOIxMQBzcnRjBmFwcF9pZBAyMjIwMzcxNzg4MjAwODkyAAEeEqY6B7IENK4sS2\\_KwPaMTvJOO7oz\\_TfYLBuzCDE1118Kirow0HOFwE7zAGY\\_aem\\_HLjWtMwDCSTt0b6e0f-n0w](https://ankahaber.net/haber/detay/sri_lanka_ankara_buyukelcisi_kadurugamuwa_kasirga_felaketinde_ekonomik_zarar_7_milyar_dolara_ulasti_bu_felaket_iklim_politikalari_adina_gozlerimizi_acti_281210?fbclid=IwY2xjawPIY8pleHRuA2FlbOIxMQBzcnRjBmFwcF9pZBAyMjIwMzcxNzg4MjAwODkyAAEeEqY6B7IENK4sS2_KwPaMTvJOO7oz_TfYLBuzCDE1118Kirow0HOFwE7zAGY_aem_HLjWtMwDCSTt0b6e0f-n0w)

AGENDA

## Sri Lanka's Ambassador to Ankara, Kadurugamuwa, praised Ankara-Colombo relations.

Sri Lanka's new Ambassador to Ankara, Niluka Kadurugamuwa, highlighted the good relations between the two countries, saying, "Türkiye and Sri Lanka have always been good friends. We have very strong bilateral relations."

Gökhan Çeliker | December 25, 2025 - Updated: December 25, 2025



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<https://www.aa.com.tr/tr/gundem/sri-lankanin-ankara-buyukelcisi-kadurugamuwadan-ankara-kolombo-iliskilerine-ovgu/3780452?fbclid=IwY2xjawPIZRhleHRuA2F1bQIxMQBzcnRjBmFwcF9pZBAyMjIwMzIxNzg4MjAwODkyAAEeowtW6QCAafhJ8gmRDSV4q-SVN8B5VCNezJManQhaDudjxVss83y3GLvnxxc aem zYYYsr3HRbId6Pf 4gM9wQ>

## Sri Lanka Relations

Sri Lanka's Ambassador to Ankara, Kadurogamuwa, assessed relations between Türkiye and Sri Lanka and highlighted the importance of cooperation.

December 25, 2025 - 11:53 AM - ( Last Update: December 25, 2025 - 11:53 AM)



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**Sri Lankan Ambassador Kadurogamuwa Emphasizes Türkiye-Sri Lanka Relations**

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<https://www.haber365.com/sri-lanka-buyukelcisi-kadurogamuwa-dan-turkiye-sri-lanka-iliskilerine-vurgu-h352417>

WORLD 3 MIN READ

## 'Good friends': Sri Lanka envoy praises Türkiye's aid as nation recovers from deadly floods

Ambassador Niluka Kadurugamuwa says Türkiye swiftly delivered humanitarian support after deadly floods and landslides, with longer-term assistance now being assessed

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A HBR TV news feature on interview with the Sri Lanka Envoy. Aired on, 30.12.2025.

