

Media Release

Sri Lanka Tourism strengthens Outreach through Roadshows in major cities in Poland

Sri Lanka Tourism Promotion Bureau in coordination with the Embassy of Sri Lanka in Warsaw organized 03 tourism roadshows in prominent cities of Warsaw, Poznan and Krakow in Poland on 11,13 and 15 of May 2026.

The Sri Lanka Tourism Promotion Bureau with a prominent delegation from the travel trade of Sri Lanka, namely Golden Isle Travel, Resfebar Holidays, Lavingo Travels, Luxurious Sri Lanka, Blue Lanka Tours, NKAR , Green Holiday, TAT, Aitken Spence Travels, Temple Tree Resort & Spa, Connaissance de Ceylan, Jetwing Travels, Tourblue and Warkers Tours participated in the events with Polish tourism entities including Polish travel companies, and the media.

The Roadshows commenced with the ceremonial opening, where distinguished guests were taken to the event venues through traditional dance performances from the Sri Lankan dance troupe “Sri Ridma Dance Academy from Naples, Italy, to the beating of drums. A tourism promotional video followed, showcasing the vibrant beauties of Sri Lanka to the audience.

Alighting the traditional oil lamp by guests and speeches by Ambassador of Sri Lanka to Poland, Priyangika Dharmasena, and Deputy Director of the Sri Lanka Tourism Bureau, Masitha De Thabrew ensued after which lively dance performances captivated the Polish spectators.

In her address, Ambassador Dharmasena highlighted the beauties of Sri Lanka, which had been crowned as the “Most beautiful Island in the World in 2025, by the global travel platform “EnjoyTravel.com”. She also underscored the importance of Poland as a growing source market for tourism to Sri Lanka with 44, 989 visiting the country in 2025 and more potential for growth, as Sri Lanka targets 03 million tourists globally for 2026.

A networking session that followed was the most important item on the agenda, enabling the Sri Lankan travel companies to engage actively with their Polish counterparts seeking to build partnerships to enhance tourism activities of both sides.

During the Warsaw Roadshow, a presentation was made by Pawel Jagiello, a prestigious Polish photographer, depicting the beauties of Sri Lanka through photography in Sri Lanka. At the end of the segment, books of photography were presented to Ambassador Dharmasena and Deputy Director De Thabrew.

The Roadshows in the 03 cities ended with a Sri Lankan buffet, enjoyed by guests while relishing the traditional dances performed to the rhythm of traditional music.

Embassy of Sri Lanka
Warsaw

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