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வெளிநாட்டு அலுவல்கள், வெளிநாட்டு வேலைவாய்ப்பு மற்றும் சுற்றுலாத்துறை அமைச்சு
MINISTRY OF FOREIGN AFFAIRS, FOREIGN EMPLOYMENT AND TOURISM

Media Release

“Buddha Wandana”, Buddhist Trail Tour Package launched to coincide with direct flights from Viet Nam

“Buddha Wandana”, a dedicated Buddhist Trail tour package, aiming at attracting Buddhist pilgrims from Viet Nam and other countries from East Asia was launched in Colombo on 16th July to coincide with the arrival of direct flights from Viet Nam. The initiative, proposed by the Ministry of Foreign Affairs, Foreign Employment and Tourism is expected to generate wide ranging economic benefits by driving tourism to villages and communities, creating opportunities for local tourism service providers, SMEs and rural livelihoods, while advancing the Government's policy of inclusive economic growth.

Addressing the event, Mr. Buddhika Hewawasam, Chairman of the Sri Lanka Tourism Promotion Bureau (SLTPB) highlighted the tourism sector's significant contribution to the economic recovery of the country. He emphasized links between Viet Nam and Sri Lanka through inbound and outbound tourism where both sectors marked significant growth over the last year. He further stated that initiatives such as the Buddhist trail will help diversify Sri Lanka's tourism and cultural attractions, while enhancing better market access in the Viet Nam.

Ambassador of Viet Nam to Sri Lanka, Her Excellency Trinh Thi Tam expressed her appreciation for the continued collaboration between Sri Lanka and Viet Nam and hoped that this collaboration will grow into many more sectors in future. She hailed the introduction of the Buddhist Trail to the Viet Nameese market and highlighted that such diversification will reach to a larger market in her country.

Mr. Mahen Kariyawasam, Chairman of the St Andrew Travel Company appreciated Sri Lanka Association of Inbound Tour Operators (SLAITO) and the Association of Small and Medium Enterprises in Tourism (ASMET), whose collaboration made the launch of "Buddha Wandana" - Buddhist Trail Tour Package possible. This initiative marks another important step towards strengthening Sri Lanka's position as a premier destination for Buddhist pilgrimage and cultural tourism.

Direct flights between Viet Nam and Sri Lanka will be operational from 18th August 2026 facilitating more effective exchange of goods, services and people between the two countries.

**Ministry of Foreign Affairs, Foreign Employment and Tourism
Colombo**

16 July 2026

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