



Building destination confidence amongst tour operators

Derek Jones, CEO Der Touristik UK, Kuoni

Partnerships and friendships

- Sri Lanka has a special place in the heart of the travel industry
- Central to our business, developed carefully and thoughtfully
- One of our best-selling destinations in recent years
- The business of travel is a blended partnership
- Relies on strong partnerships with our colleagues on the ground



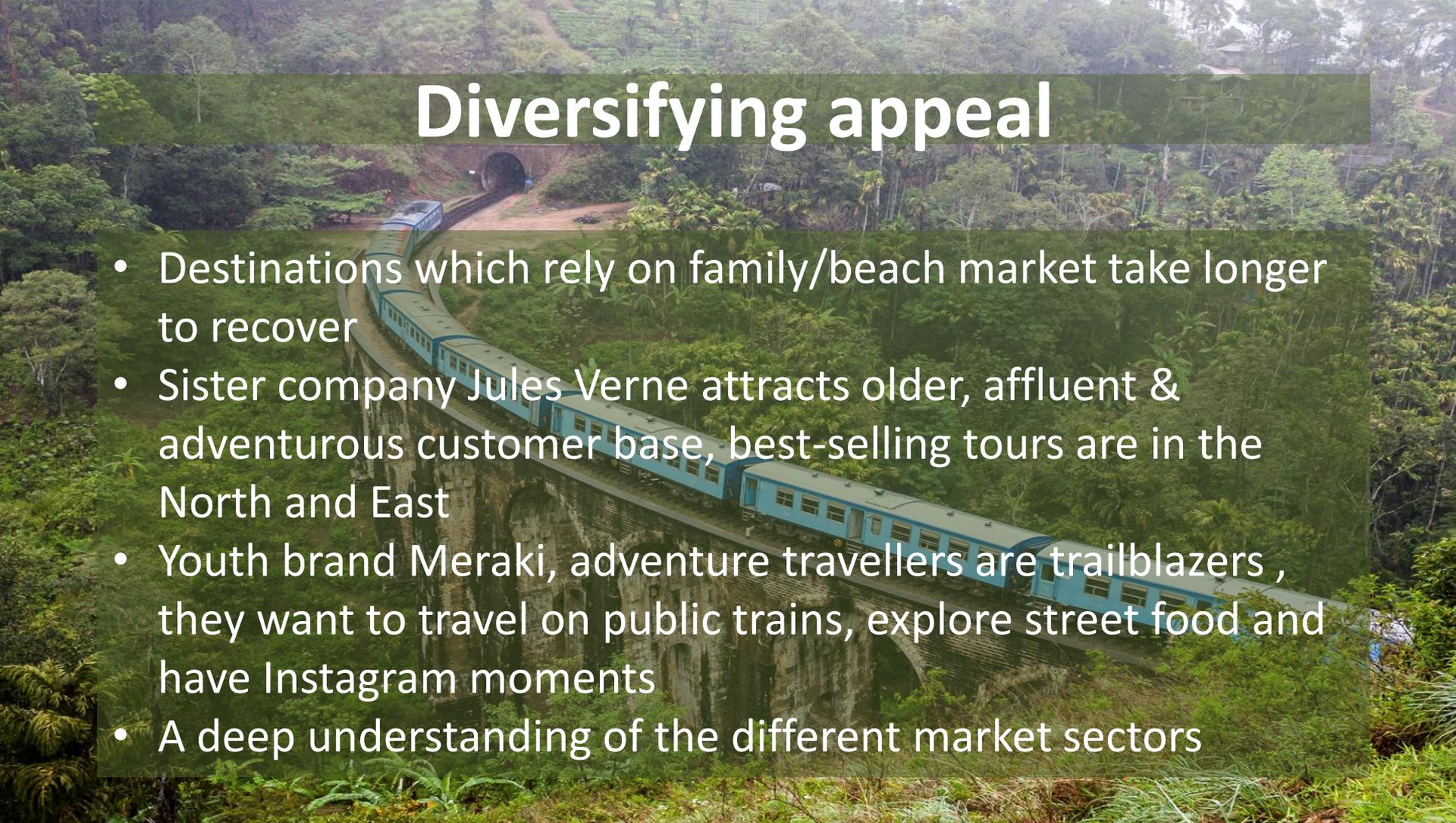
Reflecting on 30 years

- I've worked in travel for 30 years
- Natural and political crises have been a constant
- Turkey, Egypt, Tunisia, Kenya, USA 9/11, Thailand
- How quickly destinations recover depends on a whole range of factors, some out of our control – but many within
- Building resilience, learning from before and looking ahead

A destination that's hard to replicate

- Sri Lanka is not a simple sun, sea and sand destination. It's a unique, diverse country which requires knowledge
- Kenya: As soon as FCO advice changed the market returned. Because there isn't anything else like it in terms of experience, product and price
- Tunisia: Still not fully recovered but on the right track
- Our experience of moving customers from Sri Lanka following the Easter attacks showed that it's very hard to find alternative destinations

Diversifying appeal

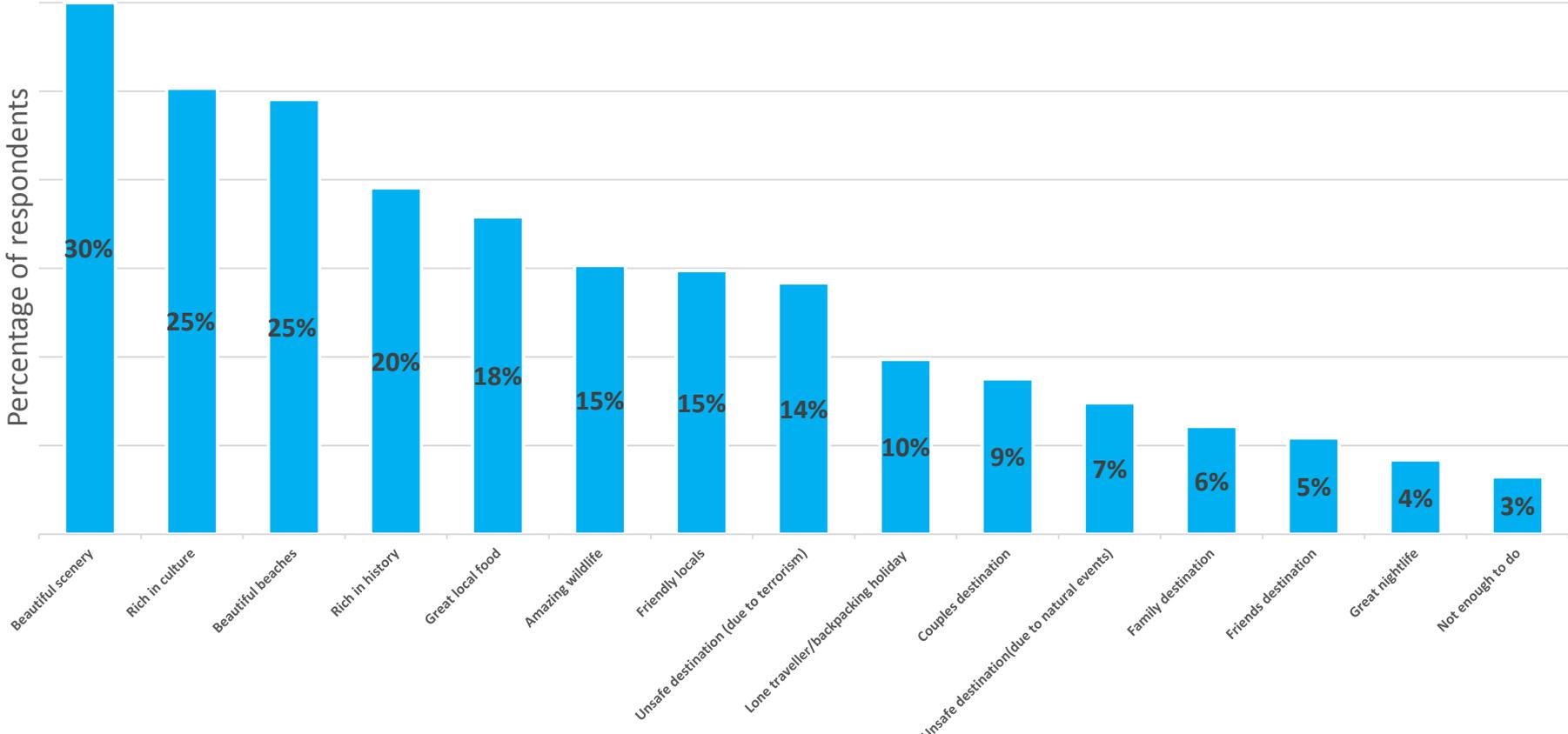
A blue train is crossing a stone bridge over a lush green forest. The train is moving from left to right. The bridge is made of stone and has several arches. The forest is dense and green, with many trees and bushes. In the background, there is a tunnel entrance in a hillside.

- Destinations which rely on family/beach market take longer to recover
- Sister company Jules Verne attracts older, affluent & adventurous customer base, best-selling tours are in the North and East
- Youth brand Meraki, adventure travellers are trailblazers, they want to travel on public trains, explore street food and have Instagram moments
- A deep understanding of the different market sectors

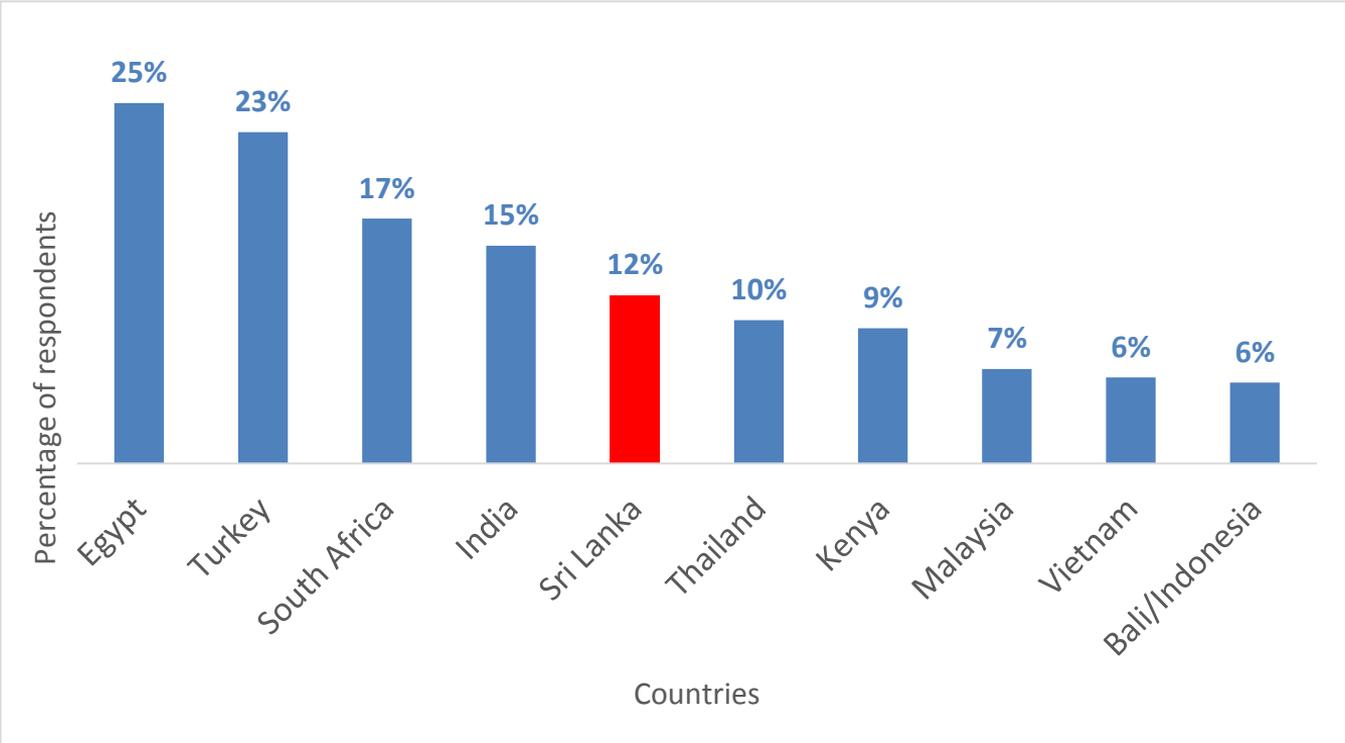
How are people feeling now?

- We conducted a Census-wide poll of 2,000 UK customers last week...
- *What are your perceptions of Sri Lanka as a holiday destination?*
- *How does it fair alongside other destinations?*

What do you associate with Sri Lanka?

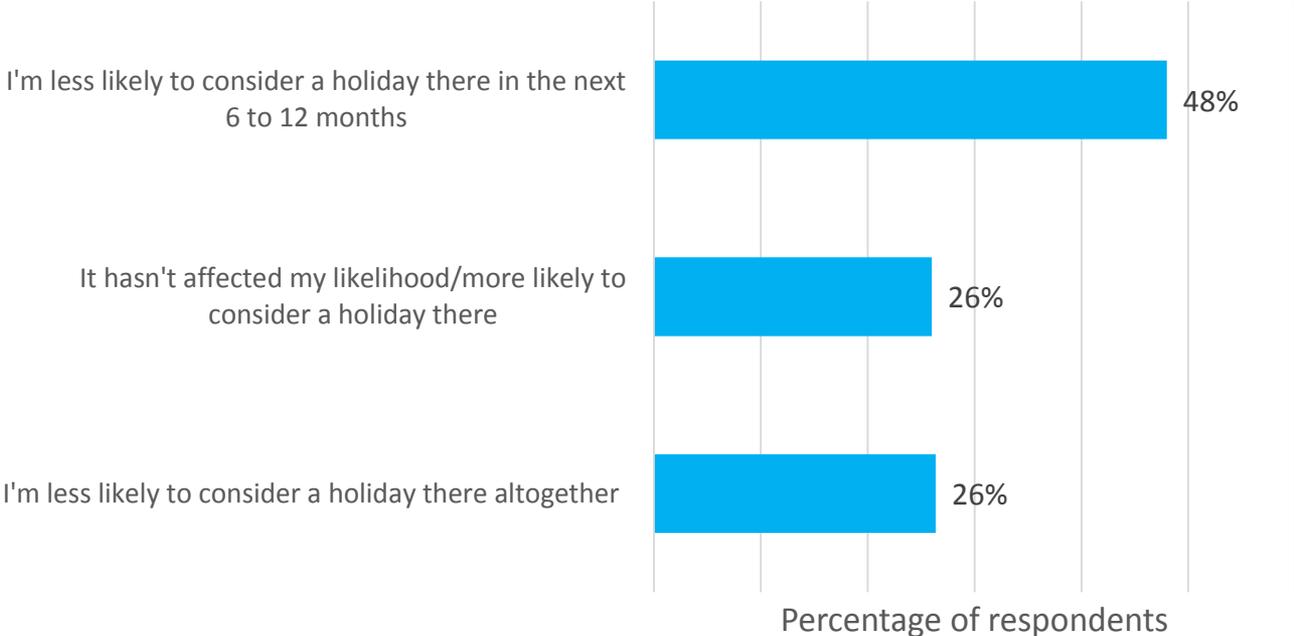


Which of the following countries have you seen negative news stories about within the last year?



How have those negative headlines affected your likelihood to consider a holiday in these destinations?

Sri Lanka



Using media friends and influencers...

*Sri Lanka is a big favourite for Telegraph Travel and its readers, for good reason: it's **an extraordinary country** that offers a great introduction to the subcontinent and **a wealth of lifetime experiences**. When a tragedy strikes and the FCO deems a destination too dangerous to visit, of course **we have to follow their advice** and help our readers delay or alter their holiday plans - with Sri Lanka, we were lucky that the situation seemed to stabilise relatively quickly and we could once again get back to **inspiring our readers to go**, for which there was a palpable sense of excitement on the desk. Only in the past few weeks we've run stories on Sri Lanka's tours, hotels, spas - and next week we will even be covering a **motorbike tour**.*

The Telegraph

But there is caution...

*We won't cover Sri Lanka until Q4 2020. My approach to this is entirely personal. where in the world would I recommend to friends and family? If I had a huge section there would be more room to explore less obvious places to go but with only six pages I must **offer readers a burst of positive holiday inspiration**. Right now there are so many stunning places on the planet to visit then it's worth steering clear of places where there has been a recent conflict or risk of terrorism.*

Beyond the tactical pricing

- Tactical pricing can initially help but...
- ...you need to look beyond price!
- Promote the premium experience
- Honeymoons, special occasions and bucket list travel
- Enrichment, education and inspiration

Inspiring customers to return needs
a **bold** and **innovative**
approach...

Continuing to invest in expertise

- Our business model is all about expertise
- Conversations are at the heart of our business
- Knowledge, passion and confidence helped Sri Lanka become our second best-selling destination at the start of this year
- Top 50 Agent educational is here now - 25 agents and the Editor of TTG
- Itinerary covering south, east coast, central areas and west coast
- By the end of this year 57 travel experts will have visited Sri Lanka hosted by Kuoni
- We have 104 Sri Lanka experts on our website - we'll make that 140 by end of the year

KUONI

MAGAZINE

ISSUE 19

SHINE ON SRI LANKA
Anita Rani's guide to
exploring the island



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Change store or destination

Rolling tea plantations, herds of wild elephants, beautiful temples and quiet beaches. TV presenter Anita Rani heads off to explore Sri Lanka on one of our private car and driver adventures.

I've totally fallen in love with Sri Lanka. Uncrowded beaches, history, culture, adventure, incredible food – the island has it all. But what really stands out is the people. The characters I met were wonderful, helpful and have a great sense of pride in their country.



KUONI

Kuoni @KuoniTravelUK · Aug 6
EXCLUSIVE: TV presenter @itsanitarani explored beautiful Sri Lanka and shares her experience.

Watch the film in full here -
bit.ly/AnitaRani-SriL...

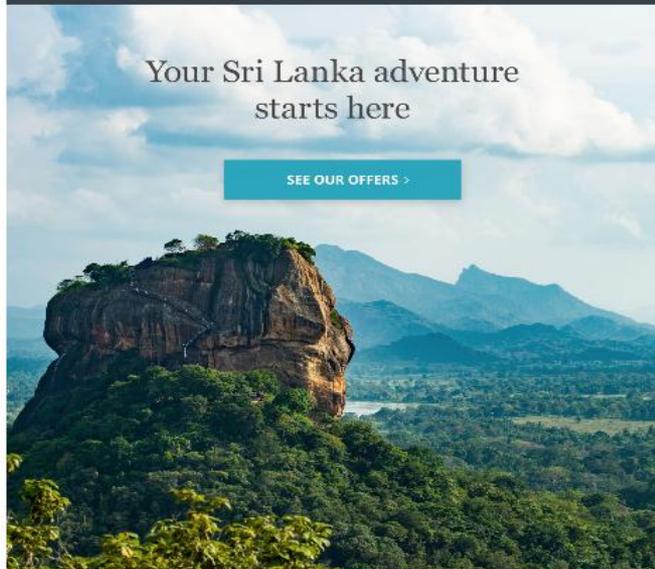


0:15 | 4.3K views

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Your Sri Lanka adventure
starts here

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Sri Lanka: beaches, tours and tailor-made itineraries

We know expert safari guides who can help you search for wild elephants and leopards in Sri Lanka's national parks. We can lead you to the top of a giant ancient rock fortress for epic jungle views, and take you into misty tea plantations to pick your own leaves. We could arrange a private tour for you, with your own car and driver-guide, or pair your adventure with a luxury beach stay in the Maldives – our favourite holiday duo.

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*Anita Rani's Sri Lankan
Adventure*



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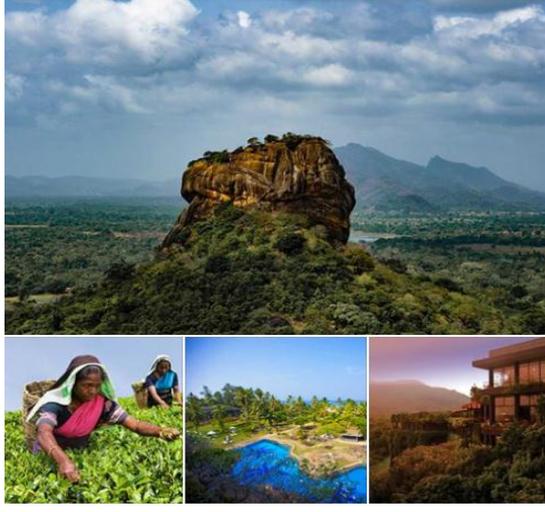
We're giving you the first chance to see our new exclusive film of TV presenter Anita Rani's recent trip to Sri Lanka. Settle down with a cuppa and join Anita as she climbs Sigiriya Rock, spots elephants in the wild and kicks back on the south coast's quiet beaches. If you'd love to create your own private car and driver itinerary, chat to one of our Sri Lanka experts – they'll do all the hard work for you. Here are some of Anita's top tips to get you started, covering everything from where to stay to what to eat on this charismatic tear-drop island.

[READ ANITA'S GUIDE >](#)

Kuoni
September 9 at 5:00 PM

A car and private driver guide is our favourite way to get the best out of the incredible island of Sri Lanka. Get room upgrades and save up to £1400 per couple in the Kuoni Cut.

Find out more - <http://bit.ly/DriverGuideSriLanka>



Kuoni @KuoniTravelUK · Jun 28
Discover **Sri Lanka** from £949pp.

Emerald jungles, caramel-sand beaches and thrilling wildlife. We've picked out some of our favourite **Sri Lanka** holidays and have created these exceptional offers.

View offers now - bit.ly/SriLanka-Offers

Kuoni @KuoniTravelUK · Aug 14
All Inclusive **Sri Lanka** from just £979pp!

Our fantastic Offer of the Week is 7 nights at the charming, beachfront Tangalle Beach Hotel.

Limited availability, book by 26th August - bit.ly/TangalleBeach...

Kuoni
Published by James Nye (1) · July 8

Sri Lanka is an island of beauty. A place where you can see wild elephants, pick your own tea, or climb an ancient rock fortress. If you'd love to see this enchanting island, let us help you get there.

Visit Sri Lanka - <http://bit.ly/SriLanka-Kuoni>

Sri Lanka Holidays | Kuoni
02:03

Kuoni
June 30

With its jaw-dropping views, exceptional service and lavish suites and villas, this exclusive resort is redefining luxury in Sri Lanka.

Welcome to Cape Weligama - <http://bit.ly/Cape-Weligama-Kuoni>



Kuoni
Published by James Nye (1) · August 6

EXCLUSIVE: TV presenter Anita Rani explored beautiful Sri Lanka and shares her experience. Watch the film in full here - <http://bit.ly/AnitaRani-SriLanka>

Anita Rani's Sri Lankan Adventure Teaser
00:22

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EXCLUSIVE: TV presenter @AnitaRani explored beautiful **Sri Lanka** and shares her experience.

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0:12 4.3K views

kuonitravel

kuonitravel The beauty that is Sigiriya rock fortress.

#Sigiriya #SigiriyaRock #rockfortress #dambulla #sriLanka #unescoheritage #sriLanka #sriLankatravel #travel #weligama #kuonitravel #travelphotography #wanderlust

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AUGUST 11

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Looking to the future...

- The visitor experience is key
- Working hand in hand with our partners
- Luxury is evolving; customers care about their environmental footprint
- Investing in expertise to create positive word of mouth
- Staying ahead of the trends and appealing to modern travellers
- All the ingredients for success in 2020 and beyond



Thank you
KUONI