

# Ministry of Foreign Affairs, Foreign Employment and Tourism



## MEDIA RELEASE

### SANCHARAKA UDAWA 2026

#### Sri Lanka Tourism inaugurates the Grand 13th Edition of Sancharaka Udawa

15th–16th May 2026 | BMICH Colombo

The **13th Edition of Sancharaka Udawa 2026**, Sri Lanka's foremost Travel & Tourism Fair, was ceremonially inaugurated on the 15th of May at the Sirimavo Bandaranaike Exhibition Centre, BMICH Colombo. The inauguration marked a significant milestone in the nation's tourism calendar, setting the stage for two days of vibrant exhibitions, networking, and knowledge-sharing.

The opening ceremony was graced by Hon. Prime Minister **Dr. Harini Amarasuriya** as Chief Guest, alongside Hon. Minister of Labour and Deputy Minister of Finance and Planning **Prof. Anil Jayantha** and Hon. Deputy Minister of Tourism **Prof. Ruwan Ranasinghe**. Their presence underscored the Government's unwavering commitment to strengthening Sri Lanka's tourism industry and supporting platforms that empower small and medium enterprises.

Organized by the **Sri Lanka Association of Inbound Tour Operators (SLAITO)** in collaboration with the **Sri Lanka Tourism Promotion Bureau (SLTPB)**, *Sancharaka Udawa 2026* brings together over 250 exhibitors and 300+ stalls, representing every facet of the tourism sector. For the first time, the exhibition welcomed foreign hosted buyers, creating unprecedented opportunities for local stakeholders to connect with international markets.

The inauguration ceremony highlighted Sri Lanka Tourism's dedication to capacity building, infrastructure enhancement, and brand visibility for local service providers. Complimentary stalls were offered to tourism-related government departments, while partnerships with leading universities ensured strong youth participation and academic engagement, empowering the next generation to play an active role in shaping the future of tourism.

Prestigious sponsors added further prominence to the event, with **United Motors** and **Araliya Group of Hotels** as Diamond Sponsors, **Hilton Colombo** as the Official Hospitality Partner, and **Mount Lavinia Hotel** as Catering Partner. Their involvement showcased the strength and unity of Sri Lanka's hospitality sector.

While the inauguration marked the official opening, the exhibition continues until the **16th of May**, featuring B2B meetings, panel discussions, and workshops designed to foster collaboration and knowledge-sharing. The outcomes of *Sancharaka Udawa 2026* are expected to generate a significant surge in bookings for regional tourism service providers, reaffirming Sri Lanka's position as a diverse and dynamic destination.

Sri Lanka Tourism remains committed to supporting such landmark events that elevate the nation's global image, foster industry growth, and strengthen partnerships between government, academia, and private stakeholders.

**Media Team ,**  
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