

Ministry of Foreign Affairs, Foreign Employment and Tourism



MEDIA RELEASE

Sri Lanka Showcases Boutique Luxury Tourism at B2B Luxury Connect 2026

Colombo, Sri Lanka – April 28, 2026

Sri Lanka reaffirmed its position as a premier destination for boutique and luxury tourism at the B2B Luxury Connect Sri Lanka 2026, held at the Monarch Imperial, Sri Jayawardenepura. Organized for the seventh consecutive year by Boutiques in Sri Lanka, the event brought together more than 300 boutique hotel properties, alongside international travel agents, hoteliers, and industry stakeholders, in a celebration of Sri Lanka's growing luxury tourism sector.

Delivering the keynote address, Prof. Ruwan Ranasinghe, Deputy Minister of Tourism, emphasized the importance of the boutique and luxury segment in shaping Sri Lanka's tourism future. He noted that this sector represents not only exclusivity and charm but also attracts high-yield travelers who contribute significantly to the economy.

"Sri Lanka is a nation blessed with extraordinary diversity — pristine beaches, lush landscapes, rich cultural heritage, and above all, the warmth of our people. Yet, in today's competitive global tourism market, what truly distinguishes us is our ability to offer authentic, personalized, and high-value experiences. This is precisely what the boutique and luxury segment represents, and why it is the fastest-growing category worldwide," said Deputy Minister Ranasinghe.

The Deputy Minister highlighted the government's vision to build a tourism industry that is sustainable, community-centered, and globally competitive, stressing that boutique and luxury hospitality plays a vital role in achieving this goal. He commended the organizers for creating a platform that bridges Sri Lanka's boutique properties with international tour operators, ensuring global visibility and long-term partnerships.

This year's event was marked by a distinct Sri Lankan cultural touch, with traditional food, drinks, and entertainment woven into the program. The atmosphere reflected the island's heritage while showcasing its modern hospitality standards. The participation of many professionals, hotel owners, and tourism stakeholders added further weight to the event, reinforcing its role as a hub for collaboration and innovation.

International confidence in Sri Lanka's luxury tourism offering was evident, with travel agents from England, Belgium, Dubai, Russia, the USA, and several other countries attending. Their involvement was described by the Deputy Minister as a strategic requirement for industry growth, positioning Sri Lanka prominently on the global map for discerning travelers.

He further called on the industry to:

Elevate service standards to meet global expectations

Promote sustainable tourism practices that safeguard the environment

Strengthen international partnerships for resilience and growth

Share the authentic story of Sri Lanka — a story of heritage, hospitality, and innovation

Concluding his remarks, Deputy Minister Ranasinghe praised the resilience and creativity of Sri Lanka's boutique sector and reaffirmed the government's support for initiatives that enhance the country's reputation as a destination of choice for luxury and authenticity.

B2B Luxury Connect Sri Lanka 2026 continues to serve as a transformative platform, connecting boutique hoteliers with international buyers and reinforcing Sri Lanka's position as a rising global luxury tourism hub

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Issued Date : 30/04/2026

Ref: No : MOT/DMO/PR/M2

