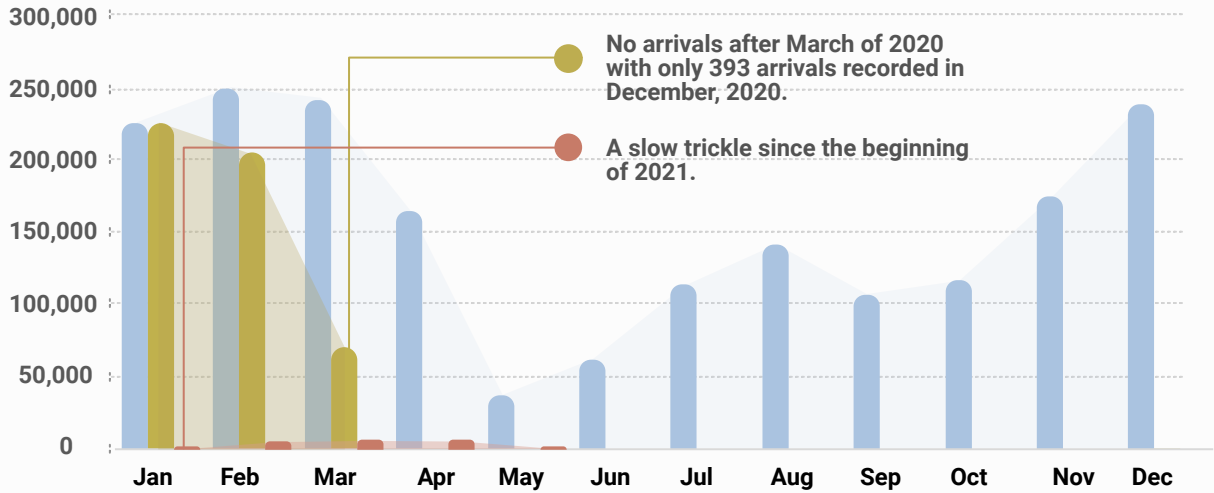


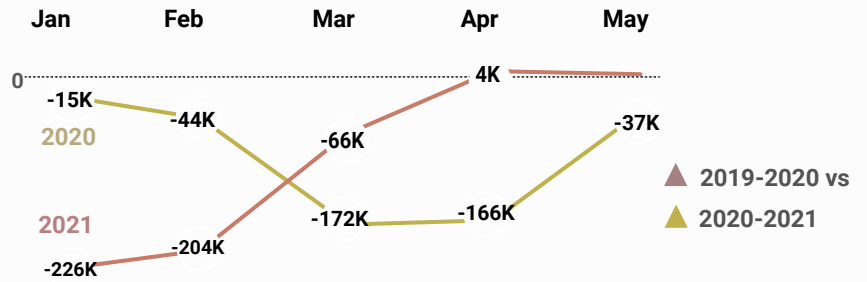
COVID -19 IMPACT ON THE TOURISM INDUSTRY

Tourist arrivals in 2019, 2020 and 2021



Sources:

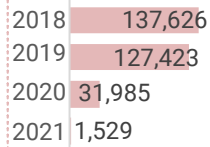
- SLTDA, Annual Reports
- BOC, Annual Reports
- Department of Census and Statistics



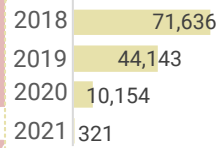
Signs of recovery in April 2021

Composition of arrivals by the region of origin.

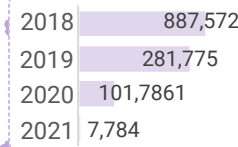
AMERICAS



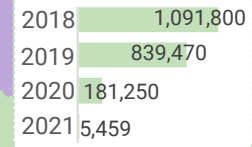
AFRICA



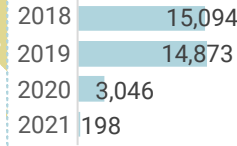
EUROPE



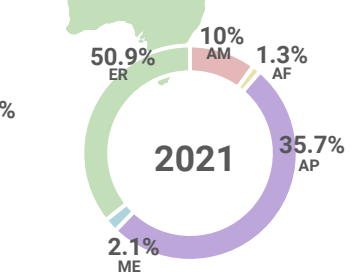
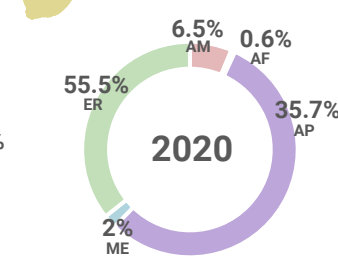
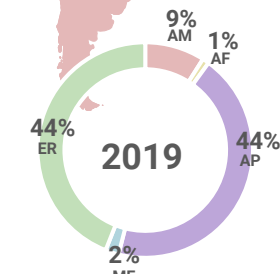
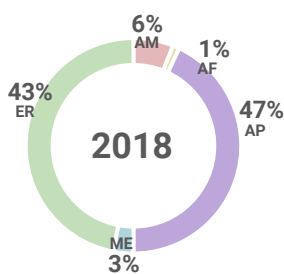
ASIA & THE PACIFIC



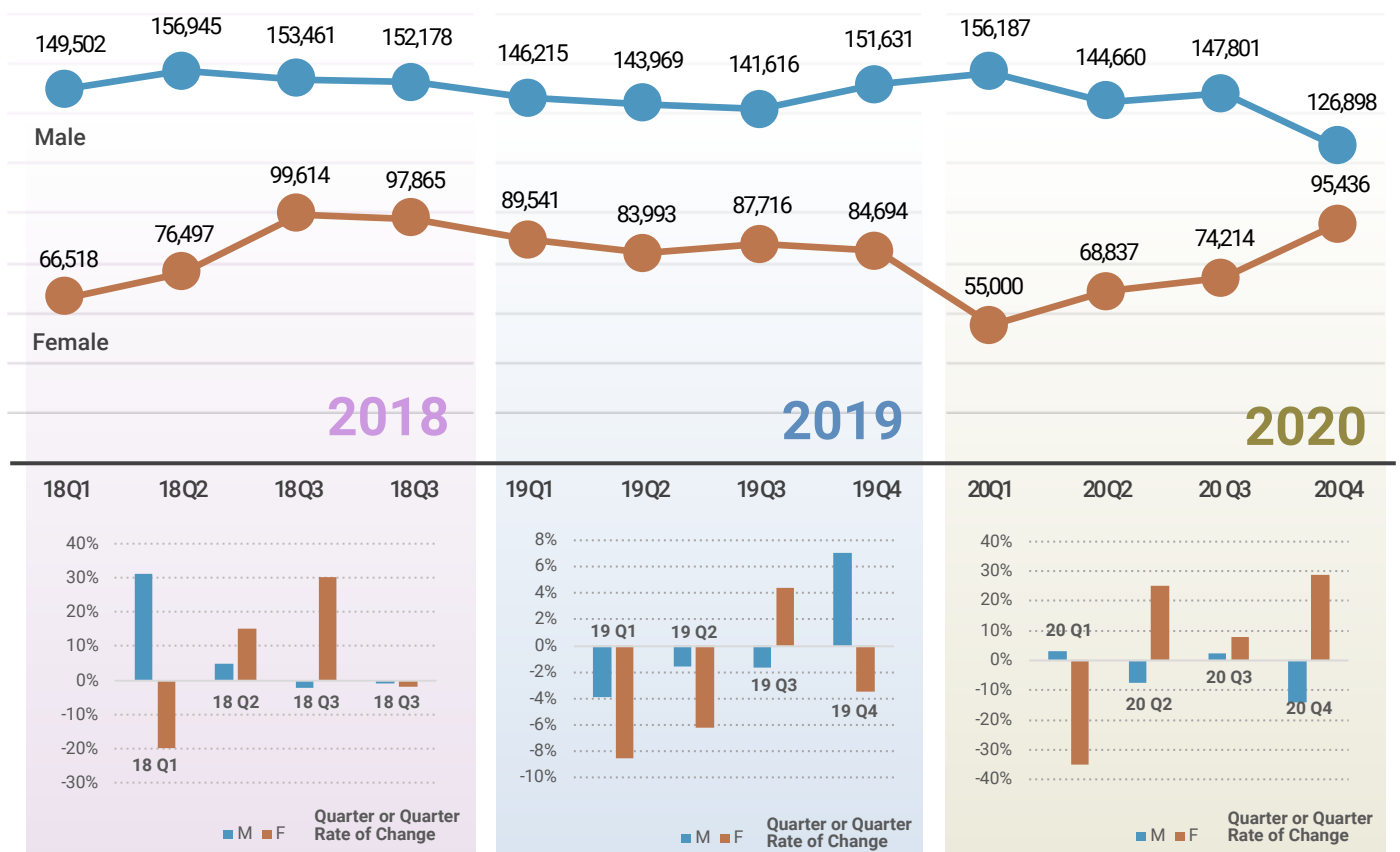
MIDDLE EAST



No significant change of constitution despite the reduction in volume.



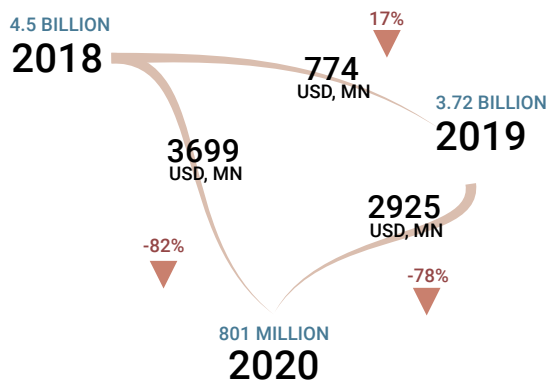
Employment in the tourism sector



Wider Economic Impacts of Covid - 19

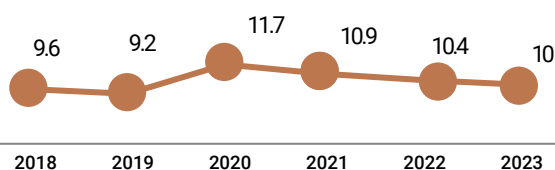
Loss of Tourism income due to Covid-19

A significant drop in tourism sector's value added contribution to the national economy -2018 to 2020



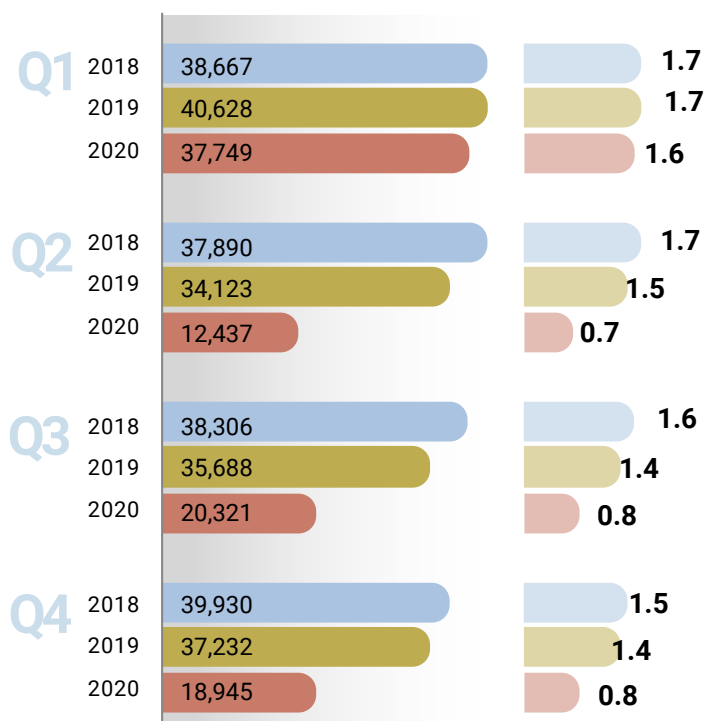
The pandemic has reversed the declining trend of poverty in Sri Lanka. The new-poor due to the pandemic is estimated to be around 500,000 persons.

Lower middle-income poverty rate (\$3.2 in 2011 PPP) -%



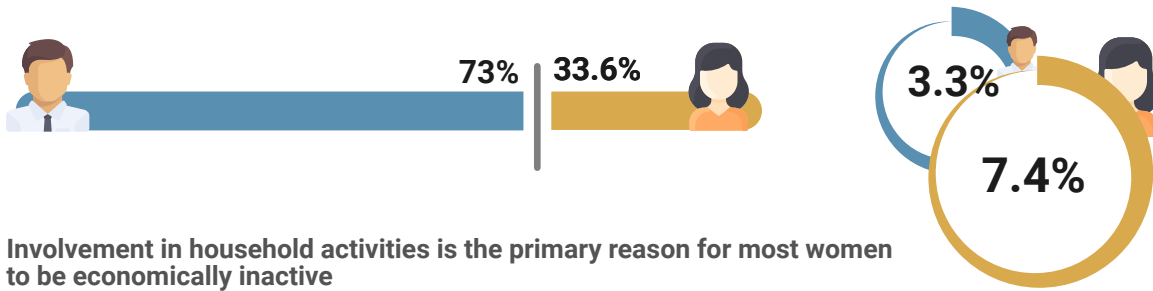
Value added contribution by Accommodation and F&B Services (Rs.Mins)

Drop in relative GDP Share of Tourism sector (%)

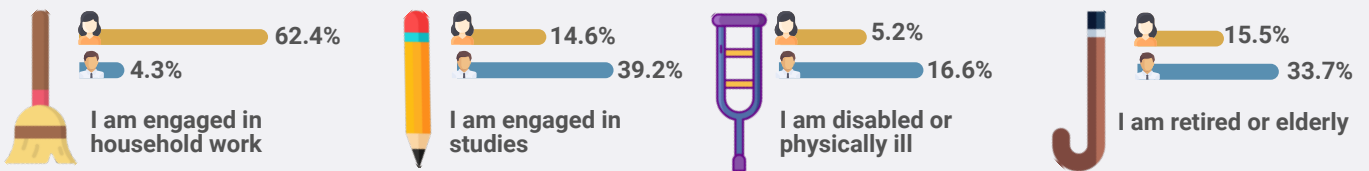


Despite nearly equal literacy rate and academic achievements, women are underrepresented in the Sri Lankan Labor Force

The unemployment rate for women is over twice as that of men



Involvement in household activities is the primary reason for most women to be economically inactive



Women are more likely to work for the production of household consumption or family enterprise

On average, women get paid less than men across all occupational categories

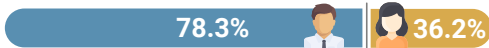
Employee



Employer



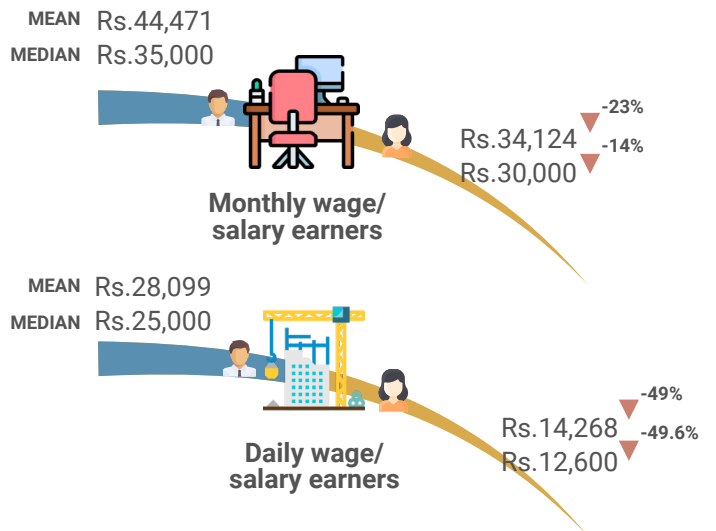
Own Account Worker



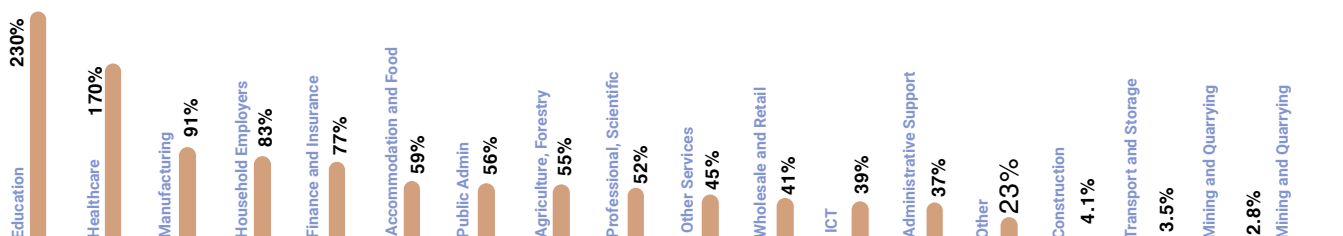
Contributing Family Worker

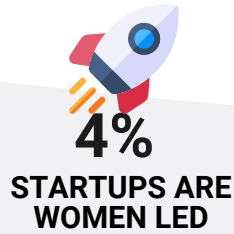


A household member engaging in a family business or farming without any payment is identified as a contributing family worker.



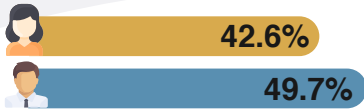
Women in various industries as a percentage of men



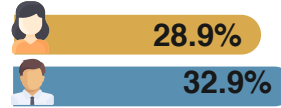


Women SMEs in the tourism sector, suffer from income stagnation, invisibility and hindrances to growth owing to a lack of client focused soft skills and digital literacy

DIGITAL LITERACY



COMPUTER LITERACY



ICT provides a great opportunity to tackle longstanding challenges of gender inequalities in the national economy, including access to employment, income, education. Women's Access to ICT and Remote working has a number of constraints

