



Go On a Couch Safari Campaign

Sri Lanka Tourism Promotion Bureau

October 2020 – November
2020

About Sri Lanka Tourism Promotion Bureau– A Brief Introduction

- Sri Lanka's official government authority promoting Sri Lanka as a destination in the world.
- Operates under the overarching theme “SO SRI LANKA”
- Focused on categories that makes Sri Lanka the perfect location to travel to such as;
 - Bliss (Ayurveda, Yoga, meditation)
 - Essence (Sri Lankan Food)
 - Thrills (Surfing, white water rafting, hot air balloon rides)
 - Festive (Perehera, festivals etc.)
 - Heritage (Monumental sites and historic places)
 - Pristine (beaches in Sri Lanka, dolphin watching and whale watching)
 - Scenic (Waterfalls, sunsets, tea estates)
 - Wild (Wildlife)



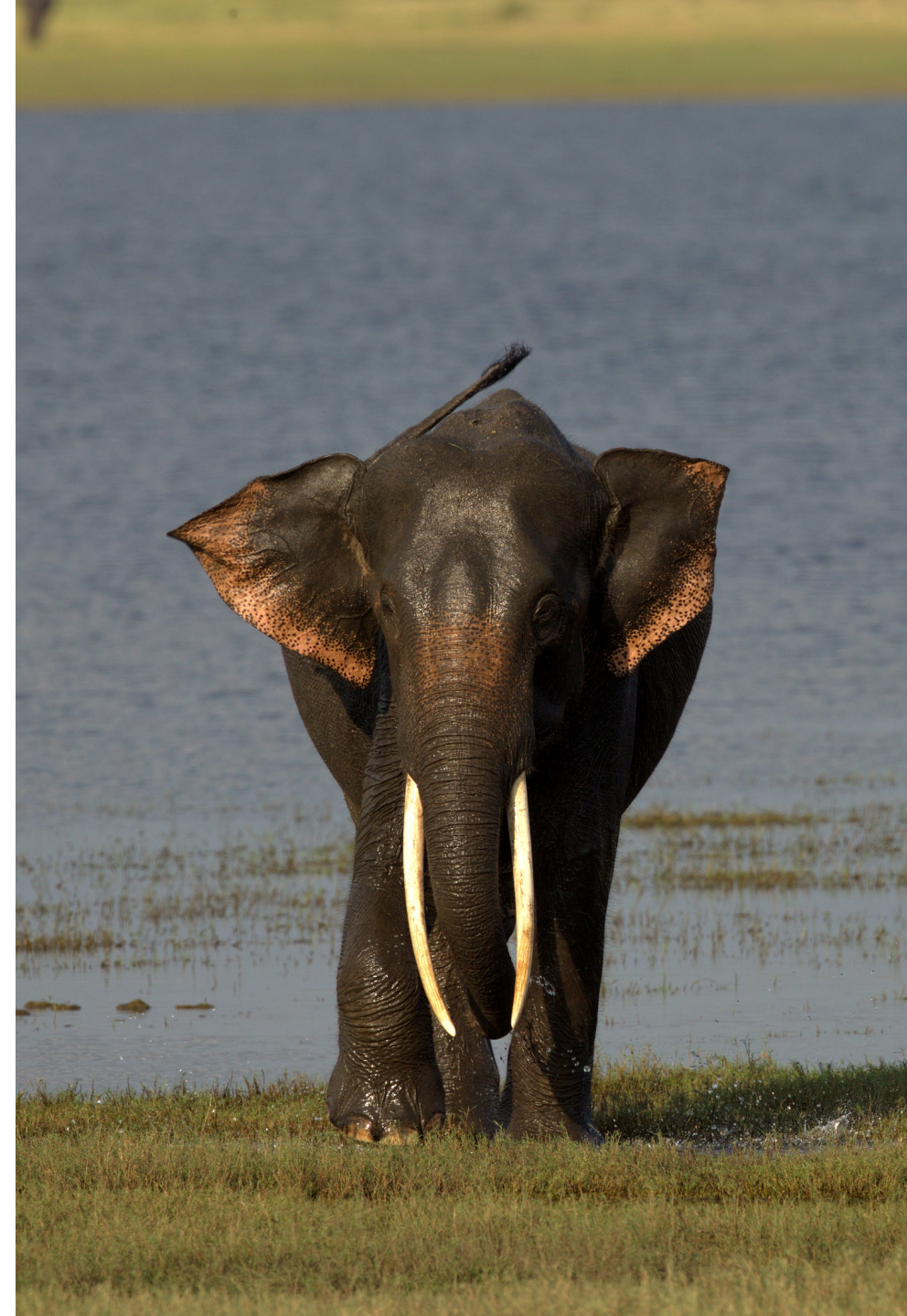
Sri Lanka : A Tourism Nation

- An island nation located in the Indian Ocean known for its warm sandy beaches, misty mountains, exotic wildlife and alluring culture.
- Was named the top destination to travel in 2019 by Lonely Planet and the 2nd best country to visit in 2020 by Conde Nast.
- Contributing 4.9% of Sri Lanka's GDP directly, tourism is a key component in the economy providing jobs for thousands.
- The country's tourism industry was booming in recent years with number of international and local chains opening hotels in popular destinations.
- A massive blow came in 2019 with Easter Attacks resulting in international travel being hampered. The country was slowly recovering by December of 2019 with more and more tourists returning.



Sri Lanka : A Tourism Nation

- The second blow came in 2020, with COVID-19 hitting Sri Lanka mid March.
- Sri Lanka along with other countries went into lockdown. International travel to the country has being halted to date.
- The tourism industry came to a literal standstill with no international tourists coming in and only a very few locals traveling.



A 2020 Challenge

- Ensuring that Sri Lanka still remains relevant and a viable travel choice when worldwide travel resumes.
- Showcasing Sri Lanka to the world, when people cannot travel.
- Ignite the enthusiasm to travel again and to share previous travel experiences to Sri Lanka.
- Create awareness internationally what Sri Lanka has to offer and encourage travel to the island when borders re-open.



Opportunity

- The world wasn't travelling, with lockdowns, work-from-home orders, majority across the globe were confined to their homes.
- Increased fatigue due to extended workhours, constant negative news, enclosed living spaces and limited availability of freedom.
- People were craving for a getaway, even if it was virtual.



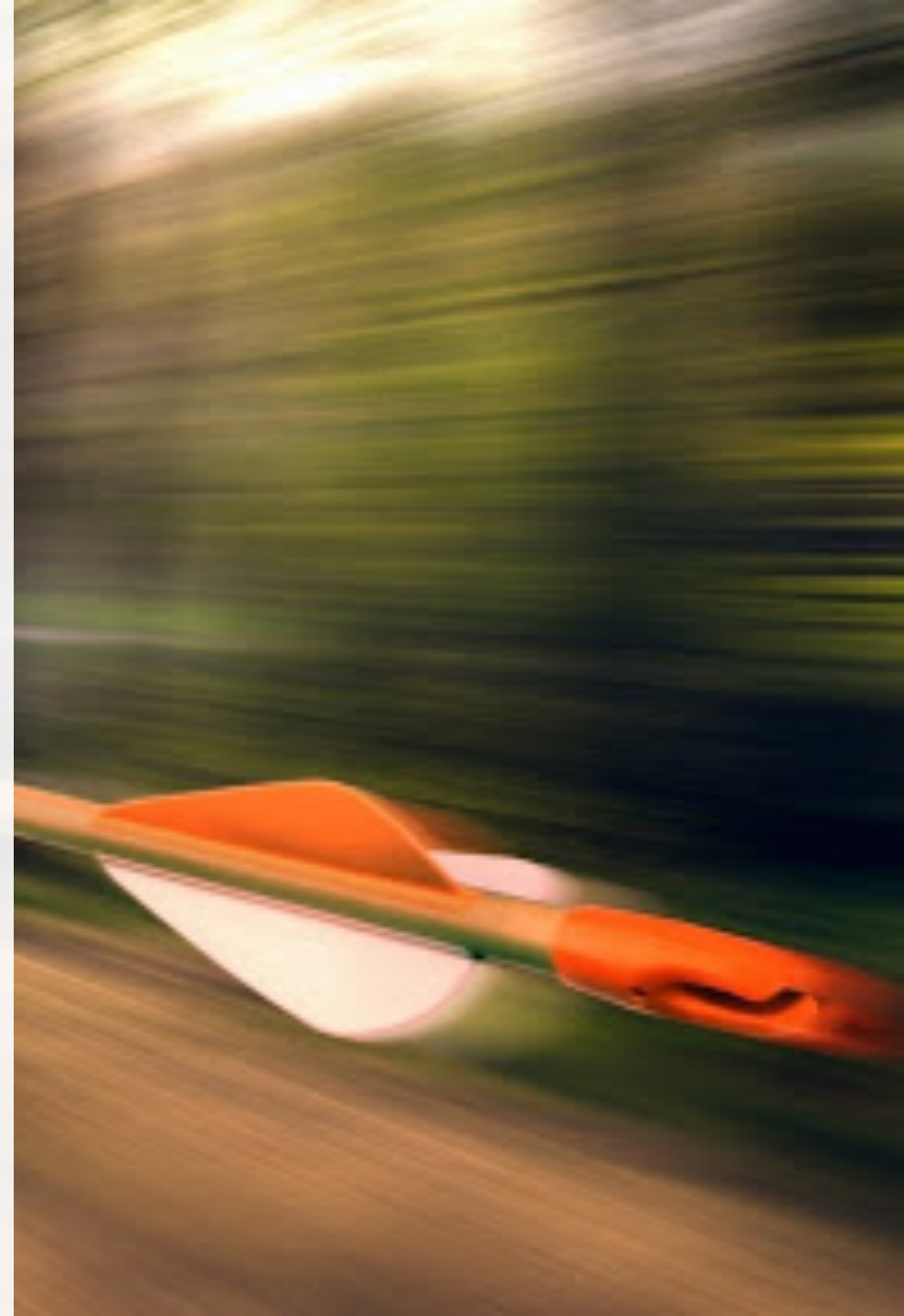
A Sri Lankan Solution

- Cater to those seeking a getaway, take everyone on a safari to Sri Lanka's wilderness from the comfort of their homes.
- A series of virtual safaris that capture the beauty and diversity of Sri Lanka's wildlife in a raw format while offering those participating live expert commentary which answers any questions one may have.
- If you miss a safari, you can tune in later to catch the footage available on Sri Lanka Tourism platform.



Campaign Objectives

- Reach potential tourists in top geo markets.
- Minimum of 5 million reach from Facebook and 400,000 on Instagram
- Generate a minimum of 25,000 visitors to the official website
- Generate a minimum of 2 million video views on multiple platforms
- Generate 30,000 likes on Facebook for campaign related posts with a minimum of 1000 comments and 400 shares
- Generate 2 million impressions and 6000 visitors from display advertising
- Generate 5 million reach on YouTube with 20% of up to 30 second views



Overall Outcome: Results from 20th October – 30th November

22.5 M +

Impressions



16.5 M+

Reach



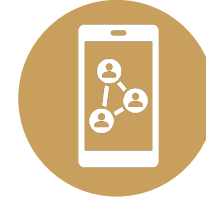
3 M+

Views



36k

Social Reactions








35K

Website Visitors



Outcome: Results from 20th October – 30th November

					
Impressions	13.9 M+	6.3 M+	5M+	530K+	3.78M+
Reach	15 M+	2.5 M+	-	-	-
Views	2.3 M	-	772K+	-	-
Social Media Reactions	31000+	3900+	-	1000+	-

Campaign Planning & Implementation | Theme

The campaign was launched with an overarching theme

“Go on a Couch Safari”

The promotional videos, display creatives and social media promotions were centred around the theme.

During the Go On a Couch Safari campaign, a competition was carried out under the theme **“My Sri Lankan Story”** to encourage previous visitors to the island to share their Sri Lankan experience and win an all inclusive holiday to the country. This competition was aimed at driving engagement from the potential and past travellers to the island.



go on a
couch
safari

Join us on a Virtual Tour
From 04th - 13th November



Campaign Planning & Implementation

Target Audience

The campaign was focused towards the key international markets that brings in the most tourists to the nation.

The domestic market was also targeted to encourage local travel to national parks when the situation turns for the better.

Locations	: USA, UK, Canada, Germany, France, Australia, China, Japan, South Korea, Malaysia, Denmark, Sweden, Norway, Finland, Switzerland, Singapore, Japan, India, Sri Lanka, New Zealand
Traveller Type	: Those interested in travel, wildlife, adventure etc.

Campaign Planning & Implementation – Execution Approach

Pre-Event

Build visibility & awareness for the event



Drive traffic to the website



Increase event responses and registrations for the event

During the Event

Create awareness for the event as it happens



Drive Engagement



Encourage participation in live stream

Post-Event

Drive awareness for Sri Lanka Tourism using the live stream footage, photographs captured.



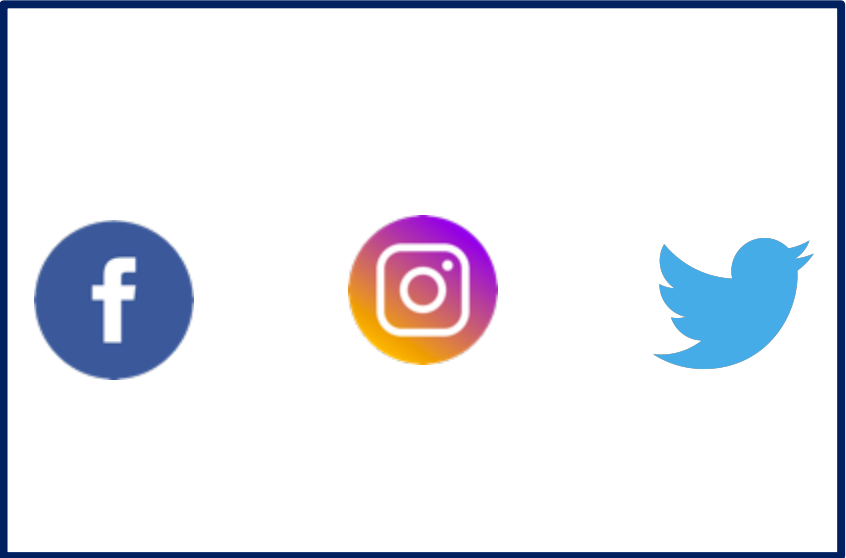
Encourage to watch/re-watch live stream

Campaign Planning & Implementation : Advertising Platforms

DISPLAY ADVERTISING



SOCIAL ADVERTISING



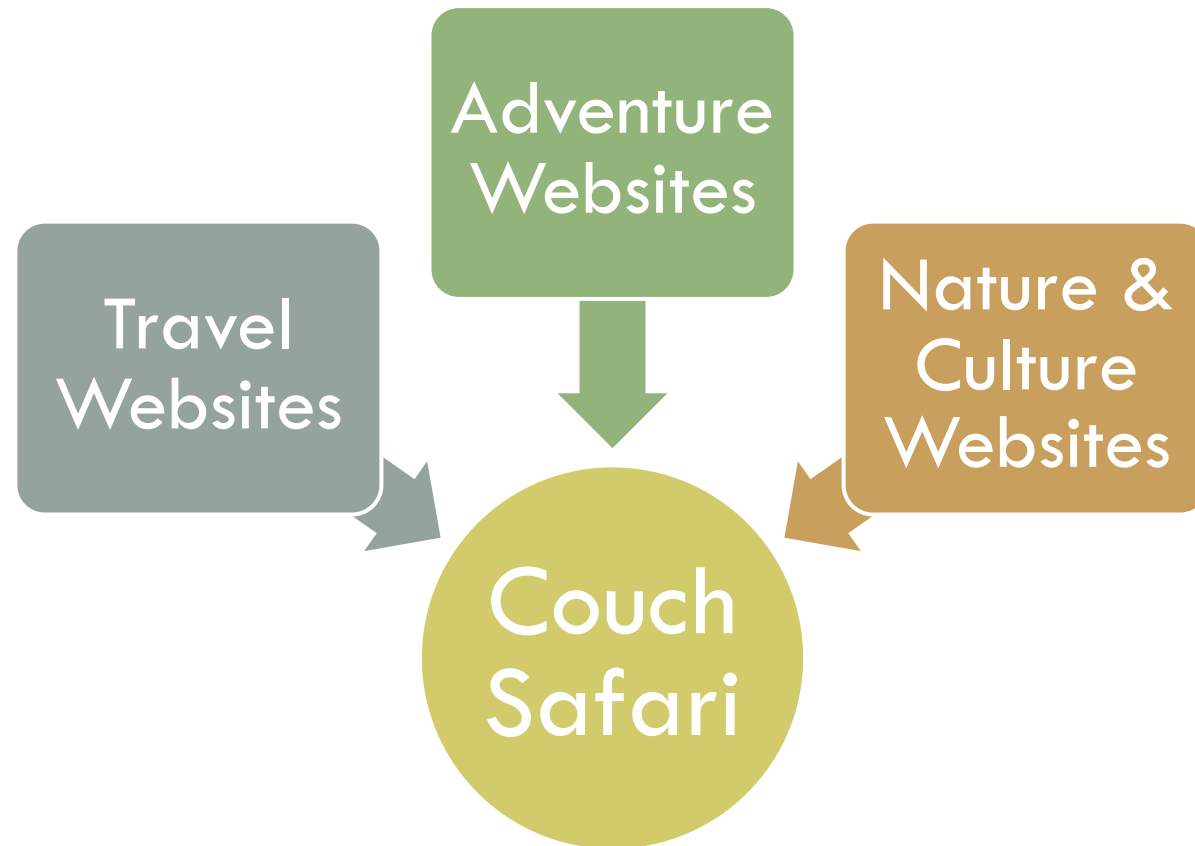
MEASUREMENT



Campaign Planning & Implementation – Execution



Campaign Implementation – Where ads were placed




Campaign Implementation – Where ads were placed

TRAVEL NOTICE: Learn more about COVID-19

Tripadvisor

Kalutara Hotels **Things to do** Restaurants Flights Vacation Rentals Shopping Vacation Packages Cruises Rental Cars

Asia > Sri Lanka > Western Province > Kalutara > Things to Do in Kalutara



JOIN US ON A VIRTUAL TOUR FROM 04TH - 13TH NOVEMBER





SRI LANKA REGISTER NOW

Things to Do in Kalutara

When are you traveling? Start Date End Date

Top Things to Do Tours & Tickets Day Trips

Browse by Category




JOIN US ON A VIRTUAL TOUR FROM 04TH - 13TH NOVEMBER

SRI LANKA REGISTER NOW

TRAVEL+ LEISURE

EXPLORE TRIP INSPIRATION PLAN YOUR TRIP WORLD'S BEST DESTINATION OF THE YEAR A-LIST TRAVEL ADVISORS CRUISES SUBSCRIBE




20 Stunning Hotel Rooms With Private Pools

Traveling the World With a Physical Disability, Episode 15 of Travel + Leisure

forbes.com/sites/robertadams/2016/03/29/the-worlds-best-travel-websites/#1180ac6270a7

Forbes Create Account | Sign In




JOIN US ON A VIRTUAL TOUR FROM 04TH - 13TH NOVEMBER

SRI LANKA REGISTER NOW

Mar 29, 2016, 11:38pm EDT

Top Travel Websites For Planning Your Next Adventure

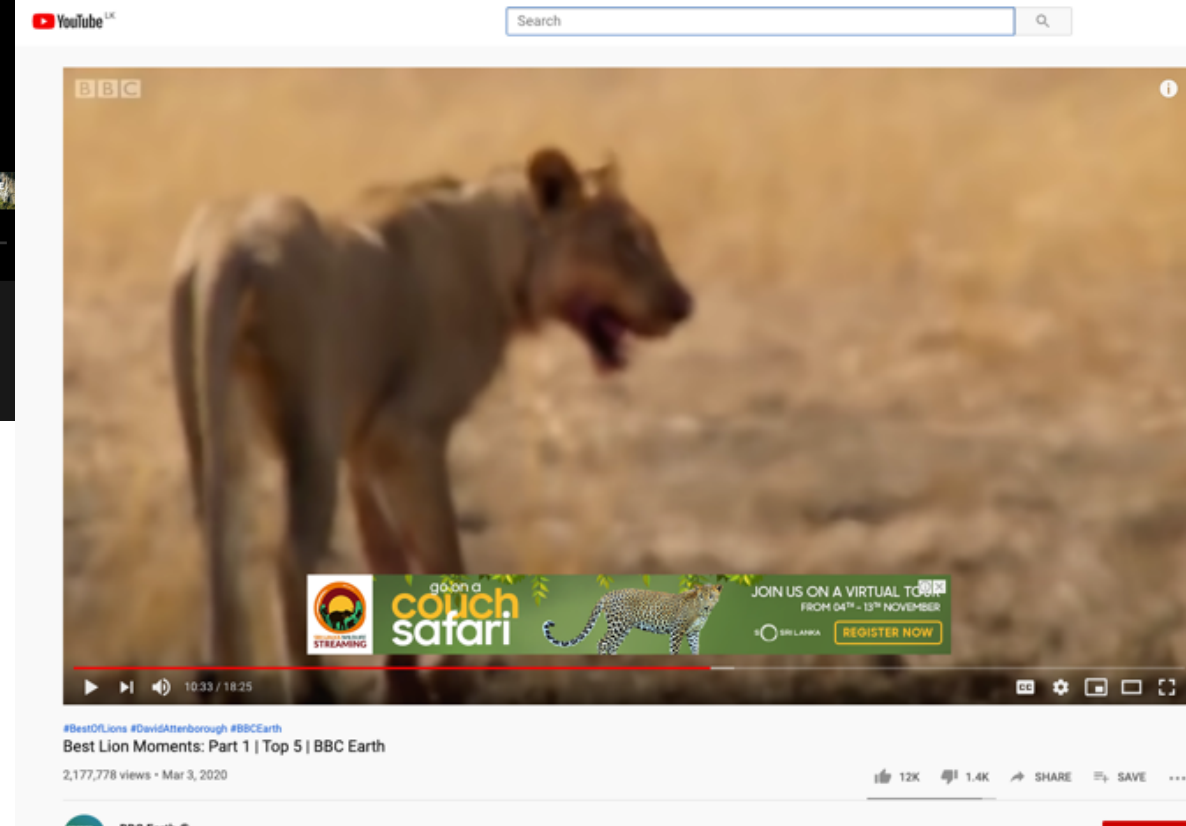


THE TEN MOST VALUABLE MLB TEAMS 2020

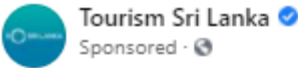
ADVERTISEMENT

Switch content

Campaign Implementation – Where ads were placed



Social Media (Pre-Event) Carousel Ad Highlights



Tourism Sri Lanka

Sponsored ·

Explore Sri Lanka's wilderness from the comfort of your home. Join us as we venture on a virtual safari!



Virtual Wildlife Safari
From 04th to 13th of Nov...
[Learn More](#)

Explore Minneriya
[Learn More](#)

Experience Kaudulla
[Learn More](#)




Explore Udawalawe
[Learn More](#)

Experience Yala
[Learn More](#)


52

Like Comment Share




Social Media (Pre-Event) Facebook/IG Ads




 **Tourism Sri Lanka**  Sponsored · 


Walk on the wild side as you embark on a virtual safari of Sri Lanka's wildlife parks. [...See More](#)




FACEBOOK.COM
Go on a Couch Safari - Sri Lanka Wildlife Streaming [LEARN MORE](#)





   Leela V... 43 Comments 528 Shares

 Like  Comment  Share

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[Learn More](#)

destination_srilanka Sri Lanka's first-ever virtual safari from the comfort of your home! ... more

 **Tourism Sri Lanka**  Sponsored · 

Join the expedition to experience the beauty of Sri Lankan wildlife from Udawalawe National Park! [...See More](#)



Tourism Sri Lanka
Government Website [LEARN MORE](#)

   Sudath Kit... 2 Comments 35 Shares

 Like  Comment  Share

Go On a Couch Safari (Pre-Event) – Display Creatives



go on a
couch
safari

SRI LANKA

 SRI LANKA WILDLIFE STREAMING

Join Us on a Virtual
Tour from 04th - 13th
November

[REGISTER](#)

This display creative features a leopard in a natural setting. The text 'go on a couch safari' is prominently displayed in white and orange. A small black SUV is visible in the bottom right corner of the image area. The Sri Lanka Wildlife Streaming logo is in the bottom left, and the event details and 'REGISTER' button are in the bottom right.



go on a
couch
safari

SRI LANKA

 SRI LANKA WILDLIFE STREAMING

Join Us on a Virtual
Tour from 04th - 13th
November

[REGISTER NOW](#)

This display creative features two elephants in a natural setting. The text 'go on a couch safari' is prominently displayed in white and orange. A small black SUV is visible in the bottom right corner of the image area. The Sri Lanka Wildlife Streaming logo is in the bottom left, and the event details and 'REGISTER NOW' button are in the bottom right.

My Sri Lankan Story Competition – Facebook/IG



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STREAMING

go on a couch safari

My Sri Lankan Story

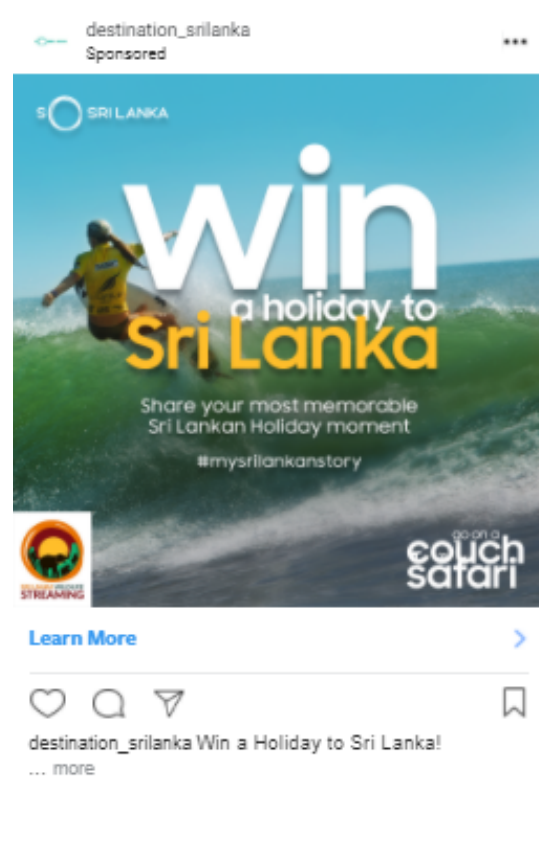
What's your most memorable Sri Lankan Holiday moment?
Share your holiday photo and story and
WIN a Holiday in Sri Lanka!

Visit for more details: <https://srilanka.travel/webcaststream/>

SRI LANKA

Learn More

destination_srilanka Hope you enjoyed our first streaming session!... more



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SRI LANKA

win a holiday to Sri Lanka

Share your most memorable Sri Lankan Holiday moment
#mysrilankanstory

go on a couch safari

STREAMING

Learn More

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Tourism Sri Lanka Sponsored

Win a Holiday to Sri Lanka!
Win Holiday Packages to Sri Lanka Including Return Air Tickets and Luxury Hotel Stays at Top Sri Lankan Hotels by sharing your favorite Sri Lankan story (#mysrilankanstory)
Here's How to Enter: ... See More

SRI LANKA

win a holiday to Sri Lanka

Share your most memorable Sri Lankan Holiday moment
#mysrilankanstory

go on a couch safari

STREAMING

Tourism Sri Lanka Government Website Learn More

Priya Perera and 465 others 118 Comments 179 Shares

Like Comment Share



Tourism Sri Lanka Sponsored

Hope you enjoyed our first streaming session!
If you couldn't join our giveaway yet, it's not too late. Share your holiday photo and a short story to stand a chance of winning a visit to Sri Lanka again!
Here's How to Enter: -
1. Post your fave holiday photo on your Facebook/Instagram account with a short creative description of the experience... See More

STREAMING

go on a couch safari

My Sri Lankan Story

What's your most memorable Sri Lankan Holiday moment?
Share your holiday photo and story and
WIN a Holiday in Sri Lanka!

Visit for more details: <https://srilanka.travel/webcaststream/>

SRI LANKA

Tourism Sri Lanka Government Website Learn More

161 5 Comments 36 Shares

Like Comment Share

Social Media (Post-Event) Carousal Ad Highlights

Instagram

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Did you miss the action?

Click here to explore Sri Lanka's wild side

[Learn More](#)



destination_srilanka If you missed out on the thrilling action of our Couch Safari, don't worry, you can... more

Instagram

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Did you miss the action?

Click here to explore Sri Lanka's wild side

[Learn More](#)



destination_srilanka Didn't get a chance to experience our Couch Safari? Fear not you can always watch a... more

Instagram

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Did you miss the action?

Explore Sri Lanka's wild side

[Learn More](#)



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Instagram

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Did you miss the action?

Explore Sri Lanka's wild side

[Learn More](#)



destination_srilanka Take a walk on the wild side and enjoy the thrills of the wild from the comfort of your h... more

Go On a Couch Safari (Post-Event)– Display



SRI LANKA

go on a
couch
safari



Enjoy a Virtual Tour of
Sri Lanka's Wildlife

WATCH
NOW



go on a
couch
safari

SRI LANKA



Enjoy a Virtual Tour of
Sri Lanka's Wildlife

WATCH
NOW

REFERENCE LINKS

<https://www.srilanka.travel/wildlifestream/>

<https://www.facebook.com/tourismsrilanka.gov.lk>

https://www.instagram.com/destination_srilanka/

<https://twitter.com/tourismlk>

<https://www.youtube.com/user/srilankatravelvideo/>



THANK YOU!

