



# Sri Lanka

The Small Miracle

Canadian Travel agents familiarization tour  
September 16-25, 2011



In partnership with





## Why Sri Lanka?

Almost every list of 'hot destinations' for travel in 2011 and beyond includes Sri Lanka. The name itself means "resplendent land" and justly so. The reaction of travellers to Sri Lanka ranges from 'pleasantly surprised' to 'awestruck' as they discover the many opportunities available to complement their stay.

Think about a vacation 'needs list' from your clients. Chances are they are looking for one or more of the following: incredibly delicious food, shopping, interacting with the locals and learning about culture, exploring World Heritage sites and taking lots of photos or video, lounging on a beach, and being greeted by friendly smiles wherever they go. This is what a visit to Sri Lanka is all about!

The ATOURZ /CITC Fam follow the route of the most popular sites and attractions in the country so you can tell your clients, "I've been there and I loved it".

Highlights are reflected, literally, in the schedule we have set up for every day of the Fam: Touring the sites of Colombo, visiting the elephant orphanage in Pinnawela, climbing the rock fortress of Sigiriya, experiencing the Buddhist caves in Dambulla, exploring a spice garden, touring the Temple of the Tooth in Kandy, learning how tea is produced, and sampling the freshly picked product in Nuwara Eliya, and then taking in the pleasures of beach life in Bentota.

The niche market potential of Sri Lanka is tremendous and includes everything from culinary tourism to adventure and cultural tourism, from eco-travel to birding and wildlife, from traditional Ayurvedic nature healing medicines, to photography and much more.

When you leave this Fam (reluctantly) you will have a great appreciation for a land that you may not have considered for your clients in the past, but now is a 'need to visit' destination for each generation of clients in your database.

Bring extra batteries for your cameras, a comfortable pair of walking shoes, a sunhat and sunscreen and a notepad and get ready to immerse yourself in an absolutely amazing destination.

*Join us in Sri Lanka!*

**Deadline for applications is May 13<sup>th</sup>, 2011.**



## DAY-BY-DAY ITINERARY

### DAY 1(September 16, 2011)

#### Canada/London Heathrow

Depart Canada by Air Canada overnight flight to London Heathrow.

### DAY 2(September, 17, 2011)

#### London Heathrow/Colombo, Sri Lanka

Upon arrival, remain in transit and connect with Sri Lankan Airlines flight UL 506 to Colombo departing at 10:40 am. Enjoy the traditional Sri Lankan hospitality on board the Sri Lankan Airlines, Sri Lanka's national airline.

### DAY 3(September 18, 2011)

#### Colombo, Sri Lanka

(B, L, D)

Early morning arrival at 01:55 am at the Colombo International airport where you are welcomed by the ATOURZ local representative and transferred to your hotel in Colombo. Breakfast at hotel and this morning is at leisure to recuperate from the jetlag.

Lunch at the hotel.

Afternoon **city tour of Colombo** including visits to the commercial, residential and bazaar areas. "Colombo – the trade and commercial capital has long been the gateway to the Orient. Sri Lanka's largest city, it is located on the west coast draws together all the cultures, religions and influences of foreign lands into a pot-pourri of sounds, smells and a kaleidoscope of colour. The original traders and settlers - the Arabs, Portuguese, Dutch and the British have left in their wake churches and monuments, names and religions, costumes and food and smatterings of their languages which have been absorbed into the speech of the Sri Lankan. Today, Colombo is a fascinating city - a happy blend of east & west, past & present, with a charm of its own. A less known but amazingly true fact is that Colombo has a superb range of high quality restaurants serving food from all over the world and some of the best shopping opportunities in Asia. The main seaport of Sri Lanka is in Colombo & adjoining it, is Pettah, a local bazaar & trading area. Other places of interest are the beautiful Buddhist temples, Hindu temples, mosques, the historic Wolfendhal church, (1749) residential areas where you find the stately homes of the affluent, the Colombo Museum, the Bandaranaike Memorial International Conference Hall, the New Parliament in Sri Jayewardenepura, the Folk Art Centre, Art Galleries, Parks, Independence Square, the Zoo, the Ceramic Corporation famous for its well known brand "Noritake" and ODEL the renowned shopping centre."

Hosted welcome dinner.

**Overnight at Cinnamon Lakeside or Cinnamon Grand hotel.**



**DAY 4(September 19, 2011) Colombo/ Pinnawela / Habarana (Central Sri Lanka)**

**(B, L, D)**

After an early breakfast, check out from hotel and leave for Habarana.

En route we visit the Elephant Orphanage in Pinnawela in time to watch the bottle feeding and bathing of the baby Elephants.

“Pinnawela Elephant Orphanage – set amongst the verdant hills of Kegalle is a unique orphanage, where the tiny tots weigh 60 kg or more. The orphanage is the world's first and only elephant orphanage established to feed, nurse and house young elephants lost or abandoned by their mothers. Other occupants are elephants displaced from their natural environs by development projects or those found wounded. Visitors could see the baby elephants being fed milk from gigantic feeding bottles or bathed in the river which flows nearby – an unforgettable sight! Established in 1975, by the Wildlife Department and National Zoological gardens which subsequently led to a breeding programme through which more than twenty five elephants have been born since 1984.”

“Habarana – the central point of Sri Lanka’s cultural triangle and the most convenient base for excursions to the Ancient historical cities – Anuradhapura 60 minutes, Polonnaruwa 45 minutes, Sigiriya/Dambulla 30 minutes, Ritigala 10 minutes and Minneriya National Park (site of the renowned “Gathering” of over 300 Elephant between July and September) 15 minutes.

Though in the “Dry Zone” of the country, thanks to the genius of ancient kings the Sri Lankan “dry zone” is anything but dry, with hundreds of lakes and reservoirs connected by an elaborate network of canals making up a fascinating irrigation system which also provides some of the most breathtakingly beautiful scenery and fertile habitat for Sri Lanka’s incredible bio-diversity. This contributes to a large range of activity in the area – village and forest walks, bird and wildlife watching, Elephant Back Safari, cycling, trekking and boating. Habarana is the location of one of the country’s best hotels – The Cinnamon Lodge, idyllically located by a peaceful lake and in extensive landscaped gardens which retain most of the original forest trees.”

Check-in at Cinnamon lodge, Habarana. Lunch at the hotel

Afternoon, jeep safari to Minneriya National Park, one of Sri Lanka’s key wildlife reserves, a well-known habitat for the Asian Elephant.

**Dinner and Overnight at Cinnamon Lodge, Habarana.**



**DAY 5(September 20, 2011)**

**Habarana/Sigiriya/Polonnaruwa/ Habarana**

**(B, L, D)**

After an early breakfast, morning excursion to climb the Rock Fortress of Sigiriya.

“Sigiriya – This UNESCO World Heritage Site, a spectacular Rock Fortress, is one of Sri Lanka’s major attractions. The most impressive facets of the unique complex are the Water Gardens, the Frescoes of beautiful maidens, the Mirror Wall with ancient graffiti, the Lion platform and the Summit of 1.6 hectares, which was completely covered by buildings during the period of Sigiriya’s glory. Built by King Kashyapa (477-495 A.D), the “Lion Rock” is a citadel of unusual beauty rising 200m from the scrub jungle. The rock was the innermost stronghold of the 70 hectare fortified town and the base is ringed by a moat, rampart, and extensive gardens. The world- renowned frescoes (originally 500, of which only 19 remain today) which are in a sheltered pocket of the rock approached by a spiral stairway are painted in earth pigments on plaster. The old stairway to the top led through the mouth of a huge crouching lion but today only the huge paws remain giving an indication of the massive proportions of the head. Remains of the handsome royal citadel are on the summit and several caves for meditation, audience platforms and baths complete the unique site.”

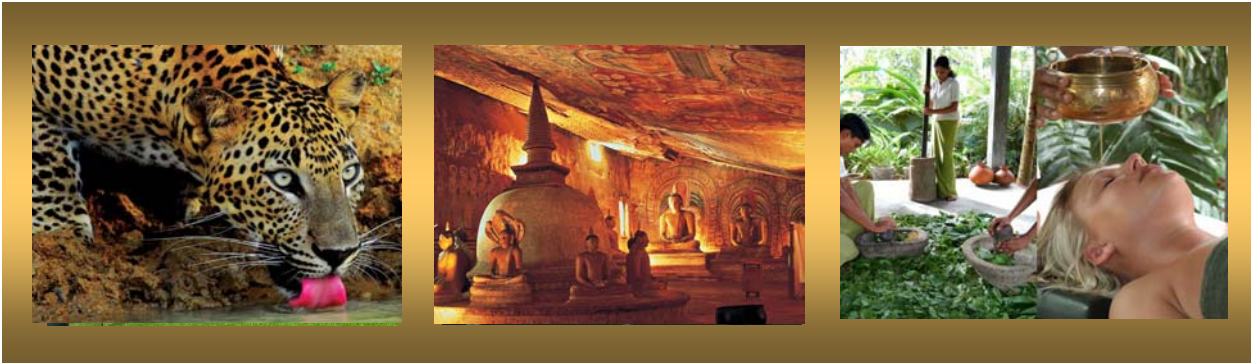
Afternoon excursion to Polonnaruwa and the Primate Research Camp.

An exciting visit to the primate conservation camp will take your breadth away. Meet Dr Wolfgang Dittus' researchers as you spend a few hours tracking monkeys and observe the behavior of Torque Macaques and Purple Faced and Gray Langurs and learn about valuable conservation work .

“Polonnaruwa – this medieval city, a UNESCO World Heritage Site, rose to fame as the capital (10th - 12th century AD) after the decline of Anuradhapura. The entire landscape of the region is punctuated by huge man-made reservoirs, the most famous of which is the Parakrama Samudra or the Sea of Parakrama, larger in size than the Colombo harbour. The monuments are relatively well preserved and give clear evidence of the glory of Sri Lanka's past. Highlights are the Royal Palace complex including the Kings Palace and Audience Hall, the Quadrangle with its concentration of ancient heritage and the spectacular Gal Vihare complex of four massive images of the Buddha, cut from a single slab of granite - a highlight of ancient Sri Lankan rock carving.

Some of the best examples of the Hindu influence – the Temples of Shiva, intricate statues of Hindu Gods, fascinating Buddhist temples, the Lankatileka and Watadage, the Galpotha, the Lotus bath, the Kiri Vihare Dagoba and the remains of a former Temple of the Tooth are other impressive sights.”

Overnight Cinnamon Lodge, Habarana.



**DAY 6(September 21, 2011)**

**Habarana/Dambulla/Kandy**

**(B, L, D)**

Leave for Kandy visiting the Cave Temples of Dambulla.

“Dambulla – located in the north central province this UNESCO World Heritage Site which dates back to the 1st century BC, is an amazing complex of five caves, first used as a refuge by an ancient king who on regaining his throne, commissioned magnificent carved images within the living rock. Later kings made further improvements and the caves contain over 150 images of the Buddha of which the largest is a colossal figure spanning 15 meters. Cave inscriptions from the 2<sup>nd</sup> Century BC are found and on the walls are many paintings most of which belong to the Kandy period (early 19<sup>th</sup> century). This temple is a perfect location to view evolution of ancient Sri Lankan art and is an important historical site due to the amalgamation of the material from many eras.”

Also visit a spice garden on route to see spices growing in their natural habitat. Learn about the uses of spices in Sri Lankan cuisine and participate with local cooks in the preparation of a simple local meal of rice and curries.

Sightseeing of Kandy including a visit to the revered Temple of the Tooth, the botanical gardens and a Gem lapidary.

“Kandy – A lovely exotic city, the Hill Capital and last stronghold of the Sinhala Kings is a UNESCO World Heritage Site. It retains an aura of grandeur. Encircled by hills, with a tranquil lake in its centre, it is the site of the renowned temple that enshrines the Tooth Relic of the Buddha and the Royal Botanical gardens – home to one of the world’s best collections of Orchids. A cultural sanctuary where many legends, traditions and folklore are still lovingly kept alive, Kandy and its satellite villages are the centre of the island’s handicraft industry (items of wood, brass & silver) exquisite silver or gold jewellery and precious gems of many varieties including the world’s best blue and star sapphires. The highlight of the city’s calendar is the Esala Perahera, when a replica of the casket enclosing the Tooth is taken in procession for ten glittering nights in July/August by exotically costumed dancers, drummers and approximately 100 caparisoned Elephants.”

**Overnight Chaaya Village, Kandy**

**DAY 7(September 22, 2011)**

**Kandy/Nuwara Eliya/Kandy**

**(B, L, D)**

Excursion to Nuwara Eliya visiting a tea plantation and factory to witness the process of turning the green leaf to the brown/black final product. “Nuwara Eliya is the heart of Sri Lankan hill country. It is the home of the famous Ceylon Tea and the rolling mountains are a carpet of velvety green tea plantations, interspersed with gushing streams and tumbling waterfalls. The salubrious climate, misty glens and the decidedly British character make Nuwara Eliya a must on any Sri Lankan travel itinerary.”

**Overnight Chaaya Village, Kandy**



**DAY 8(September 23, 2011) Kandy/Bentota (West Coast) (B, L, D)**

Leave Kandy this morning and proceed to Bentota beach resort in the West Coast of Sri Lanka, overlooking the Indian Ocean. Check in to your hotel in the early afternoon. Apart from a few hotel inspections around the area, your afternoon is at leisure.

**Overnight – Bentota Beach Hotel**

**DAY 9(September 24, 2011) Bentota (West Coast Beach) (B, L, D)**

Breakfast. Day at leisure on the beach.  
 Lunch. Farewell dinner and Sri Lanka presentation by Sri Lanka tourist board and ATOURZ Sri Lanka representative. After dinner, transfer to Colombo International airport for check in for Sri Lankan Airlines flight UL505

**DAY 10(September 25, 2011) Colombo /London Heathrow/ Canada (No Meals)**

Depart Colombo by UL 505 at 02:00 am to London Heathrow.  
 Arrive in London at 9:00am  
 Remain in transit and connect with Air Canada flight to your Canadian destination.

**Tour Ends**

**Pricing**

<b>CITC Members (CTC's &amp; CTM's)</b>	CAD\$ 695 per person sharing twin
<b>Bona Fide Travel Agents (Non-members of CITC)</b>	CAD\$ 770 per person sharing twin
<b>Companions (Limited availability)</b>	CAD\$ 985 per person sharing twin
<b>Single room supplement (Limited availability)</b>	CAD\$ 350

**Special FAM airfare with Air Canada & Sri Lankan Airlines**

(Canada-London Heathrow-Colombo-London Heathrow-Canada)

<b>From Toronto, Ottawa, Montreal &amp; Halifax</b>	CAD\$ 975 plus tax as per GDS
<b>From Vancouver, Calgary, Edmonton &amp; Winnipeg</b>	CAD\$1175 plus tax as per GDS

(Companions are not eligible for this fare and pay the current nets on Air Canada/Sri Lankan)

## **FAM INCLUSIONS:**

- Accommodation at hotels listed in the itinerary or similar
- Air-conditioned transportation for all land excursions
- All Meals: As indicated in the itinerary (Some meals are hosted by hotels offering site inspections)
- All transfers
- Admissions to Sri Lanka's attractions and cultural triangle sites
- Guided Jeep safari in the Minneriya national park
- Guided visit to Polonnaruwa primate research camp
- Excursions and tours with local English speaking guides
- Select hotel inspections (All trade participants and companions must join. See below)

## **FAM EXCLUSIONS:**

Personal expenses such as telephone, beverages during meals, laundry, room service meals, tips to hotel staff, local guides and drivers

## **Compulsory Site Inspections**

Following hotel property inspections while on the tour are obligatory for all agents participating in the fam as some of these properties host lunches and dinners.

### **Colombo**

- Cinnamon Lakeside / Colombo Hilton / Taj Samudra
- Part Street (Boutique Hotel)
- Tintagell (Boutique Hotel)

### **Habarana / Dambulla**

- Chaaya Village, Habarana,
- Heritance Kandalama,
- Vil Uyana, Sigiriya

### **Kandy**

- Earls Regency
- Kandy House

### **Bentota**

- Vivanta by Taj, Bentota
- Saman Villa

## How to Apply

- 1) Fill out the application form and submit by the May 13<sup>th</sup> 2011 deadline
- 2) Wait to be notified as to the acceptance of your application
- 3) If accepted a company cheque should be issued (Please write in the memo section name of the fam participant and state “Sri Lanka Fam Trip”) to **ATOURZ/AIRLINERS** for the full amount of the Fam trip cost due **by June 10<sup>th</sup>, 2011**. Please forward the cheque along with the Code of Conduct, Liability and Emergency Contact Forms that will be sent to you.

Attention: Cynthia Sum Events Coordinator  
CITC, 505 Consumers Road Suite 406  
Toronto, On M2J 4V8

- 4) Participants will also be asked to sign a Code of Conduct, a Liability Form and an Emergency Contact Form
- 5) Cancellation policy after June 10<sup>th</sup>—no refunds are available, name substitutions may be allowed on a case by case basis but subject to the airline’s policy as well as a \$150.00 administration fee.
- 6) Participants are strongly urged to take out travel insurance.

## Entry & Health Requirements

**Tourist Visa:** Not required for Canadian citizens for a stay of up to 30 days

**Passport:** A valid Canadian passport is required for Canadians intending to visit Sri Lanka. The passport must be valid for at least six months beyond the date of your expected departure from the country. Canadians must also be in possession of an onward or return ticket and proof of sufficient funds.

**Health:** Proof of yellow fever immunization is required for those arriving from infected areas. Precaution against malaria is recommended.

## Level of physical activity

Travel between the cities and tourist attractions are done on an air-conditioned coach. During sightseeing there will be some walking involved. In Dambulla cave temple complex, there is a slight incline to walk up to the caves. At the Sigiriya Rock Fortress, there are some steep steps (with a railing) which may present a challenge for those not fond of heights.

# Sri Lanka - Facts & Figures

<b>Official name:</b>	Democratic Socialist Republic of Sri Lanka
<b>Government type:</b>	Republic
<b>Location:</b>	Latitude 5° 55. to 9° 50. north, longitude 79° 42. to 81° 52., 650km north of the equator
<b>Dimensions:</b>	430km north to south, 225km east to west
<b>Coastline:</b>	1,340km
<b>Area:</b>	65,525km
<b>Currency (code):</b>	Sri Lankan rupee (LKR)
<b>Independence:</b>	4 February 1948
<b>Administrative capital:</b>	Sri Jayewardenepura
<b>Commercial capital:</b>	Colombo
<b>Administrative divisions:</b>	9 provinces; Central, North Central, North Eastern, North Western, Sabaragamuwa, Southern, Uva, Western, Eastern Province.
<b>Climate:</b>	Typically tropical, with a northeast monsoon (December to March) bringing unsettled weather to the north and east, and a southwest monsoon (June to October) bringing bad weather to the south and west
<b>Terrain:</b>	Mostly low, flat to rolling plain; mountains in south-central interior
<b>Highest mountain:</b>	Pidurutalagala, 2,524m
<b>Highest waterfall:</b>	Bambarakanda, 263m
<b>National Flower</b>	The Blue Water Lily ( <i>Nymphaea stellata</i> ).
<b>National parks and nature reserves area:</b>	8,000sq.km
<b>Population:</b>	21,128,773 (? Census)
<b>Population growth rate:</b>	1.3%
<b>Population Density:</b>	309 people per sq km
<b>Life Expectancy at Birth</b>	74 female, 64 male
<b>Literacy rate :</b>	Female 87.9 Male 92.5
<b>Ethnic groups:</b>	Sinhalese 73.8%, Sri Lankan Moors 7.2%, Indian Tamil 4.6%, Sri Lankan Tamil 3.9%, other 0.5%, unspecified 10% (2001 census)
<b>Languages:</b>	Sinhala (official and national language) 74%, Tamil (national language) 18%, other 8% <i>Note:</i> English (a link language commonly) is used in government and spoken competently by about 10% of the population
<b>Religion:</b>	Buddhist 69.1%, Muslim 7.6%, Hindu 7.1%, Christian 6.2%, unspecified 10% (2001 census)
<b>Time zone:</b>	Sri Lanka Standard Time is five and a half hours ahead of GMT. (Allowance should be made for summer-time changes.)
<b>International dialing:</b>	+94
<b>Electricity:</b>	230 . 240 volts, 50 cycles AC. If you travel with a laptop computer bring a stabilizer

<b>Economy:</b>	<p>Sri Lanka's most dynamic sectors are food processing, textiles and apparel, food and beverages, port construction, telecommunications, and insurance and banking.</p> <p>In 2006, plantation crops made up only 15% of exports (90% in 1970), while textiles and garments accounted for more than 60%. About 800,000 Sri Lankans work abroad, 90% of them in the Middle East. They send home more than US\$1 billion a year.</p>
<b>Labour force</b>	<p>34.3% of the labour population is employed in agriculture, 25.3% in industry and 40.4% in services: 40.4% (30 June 2006 est.) The unemployment rate is 5.7% (2007 est.)</p>
<b>Agriculture &amp; products</b>	<p>Rice, sugarcane, grains, pulses, oilseed, spices, tea, rubber, coconuts, milk, eggs, hides, beef, fish</p>
<b>Industries:</b>	<p>Processing of rubber, tea, coconuts, tobacco and other agricultural commodities; telecommunications, insurance, banking; clothing, textiles; cement, petroleum refining.</p>
<b>Exports:</b>	<p>Textiles and apparel; tea and spices; diamonds, emeralds, rubies; coconut products, rubber manufactures, fish</p>
<b>Imports:</b>	<p>Main import commodities are textile fabrics, mineral products, petroleum, foodstuffs, machinery and transportation equipment: \$10.61 billion f.o.b. (2007 est.). Percentage of main commodities from main import partners: India 19.6%, China 10.5%, Singapore 8.8%, Iran 5.7%, Malaysia 5.1%, Hong Kong 4.2%, Japan 4.1% (2006)</p>
<b>Gross Domestic Product (GDP):</b>	<p>Purchasing power parity: \$81.29 billion (2007 est.). Official exchange rate: \$30.01 billion (2007 est.) Real growth rate: 6.3% (2007 est.) Per capita: \$4,100 (2007 est.) composition by sector: Agriculture: 16.5% Industry: 26.9%</p>
<b>Gross National Product (GNP):</b>	<p>Sri Lanka is placed in 76th place in GNP figures of the world's nations with \$22.8 billion (2005)</p>
<b>Flag description:</b>	<p>yellow with two panels; the smaller hoist-side panel has two equal vertical bands of green (hoist side) and orange; the other panel is a large dark red rectangle with a yellow lion holding a sword, and there is a yellow bo leaf in each corner; the yellow field appears as a border around the entire flag and extends between the two panels</p>

# THE ATOURZ/CITC/SRI LANKAN AIRLINES- -SRI LANKA FAM APPLICATION FORM

Full Name-*as it appears on your passport* \_\_\_\_\_  
First Middle Last

Job Title/Designation: \_\_\_\_\_ Sex: (M) \_\_\_\_\_ (F) \_\_\_\_\_

Name of Travel Agency: \_\_\_\_\_ Manager's Printed Name \_\_\_\_\_

Agency IATA/TIDS# \_\_\_\_\_ Manager's Signature \_\_\_\_\_

Address : \_\_\_\_\_ City : \_\_\_\_\_

Province : \_\_\_\_\_ Postal Code : \_\_\_\_\_

Tel: ( ) \_\_\_\_\_ - \_\_\_\_\_ Cell: ( ) \_\_\_\_\_ - \_\_\_\_\_ Email (please print) \_\_\_\_\_

If you are attending the Fam with a spouse or companion, please include their full name as it appears on their passport

\_\_\_\_\_ Relationship: \_\_\_\_\_  
First Middle Last

Do you intend to apply for a single supplement for this Fam? [ ] Yes [ ] No

Have you visited Sri Lanka in the last 5 years? Yes ( ) No ( )

If yes, was the trip an organized fam tour? Yes ( ) No ( ) Or own arrangements? Yes ( ) No ( )

How many years have you worked as a Travel Counsellor? \_\_\_\_\_ Specialization : \_\_\_\_\_

Have you sold any travel packages or individual trips that include Sri Lanka as a destination?  
 Yes ( ) No ( ) If yes, how many? \_\_\_\_\_

**Please provide copy of passport showing particulars** (all travel documents must be valid thru a minimum period of six months from the departure date. Non-Canadian passport holders should review admission requirements. Please check with the Consulate nearest you).

**I certify** that I am of legal age, in good health and have medical insurance coverage, free from any criminal charges, and will follow the full itinerary as arranged by ATOURZ and CITC.

**Responsibility Clause:**

" The responsibility of ATOURZ and CITC, if any , is limited to that of common organizer and arises in connection with this educational tour only. ATOURZ may act as agent for owners or contractors who provide other transportation or services relating to this tour. All tickets and tour itineraries are issued subject to the terms, conditions and responsibilities under which such other transportation and or services are offered or provided. ATOURZ and CITC shall not (jointly or severally) be liable for any loss, damages, injuries or death relating thereto. I understand that I must agree to sign a Code of Conduct in order to participate on this Fam"

**I have read, understood and accept the items conditions and responsibilities set forth herein.**

\_\_\_\_\_  
**Participant's Full Signature**

\_\_\_\_\_  
**Date**

- Please note any Special Requirements, if any, e.g. food allergies, medical or physical issues \_\_\_\_\_

**Please Fax or email this completed application to CITC before May 13th, 2011: Fax: 416- 484 -4140 Email: Fams@citc.ca**