

**The World Bank**  
**Global Facility for Disaster Reduction and Recovery**  
**GFDRR**

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**EXERCISE FOR THE ESTIMATION OF THE ECONOMIC IMPACT OF THE  
TSUNAMI ON THE TOURISM SECTOR IN SRI LANKA**

**Prepared by International Consultant J. Roberto Jovel for use in training workshops on damage and loss assessment after disasters.**

## **INTRODUCTION**

The 26 December 2004 Indian Ocean Tsunami caused extensive damage to tourism sector facilities located in the coastal areas of Sri Lanka. As a result, the arrival of international tourists declined sharply in the months immediately after the disaster, causing significant losses in revenue for the sector.

The tourism authorities launched an international promotion campaign to recuperate the sector performance. Data on tourism arrivals for the months following the disaster provide information on such recovery.

Workshop participants are requested to estimate the revenue losses in the sector on the basis of such information.

## **ANALYSIS OF THE CASE**

### **DAMAGE TO TOURISM ASSETS**

Workshop participants will not be required to make an assessment of damage for the sector.

### **ESTIMATION OF TOURISM LOSSES**

The Sri Lanka Tourism Board keeps detailed statistics on the arrival of international tourists to the country. The following table shows the relevant data from October 2004 through July 2005, so that pre-disaster trends can be observed and the behavior of international tourists arrivals after the tsunami can be determined.

Table 1  
Monthly arrival of international tourists in Sri Lanka,  
under normal and post-tsunami conditions

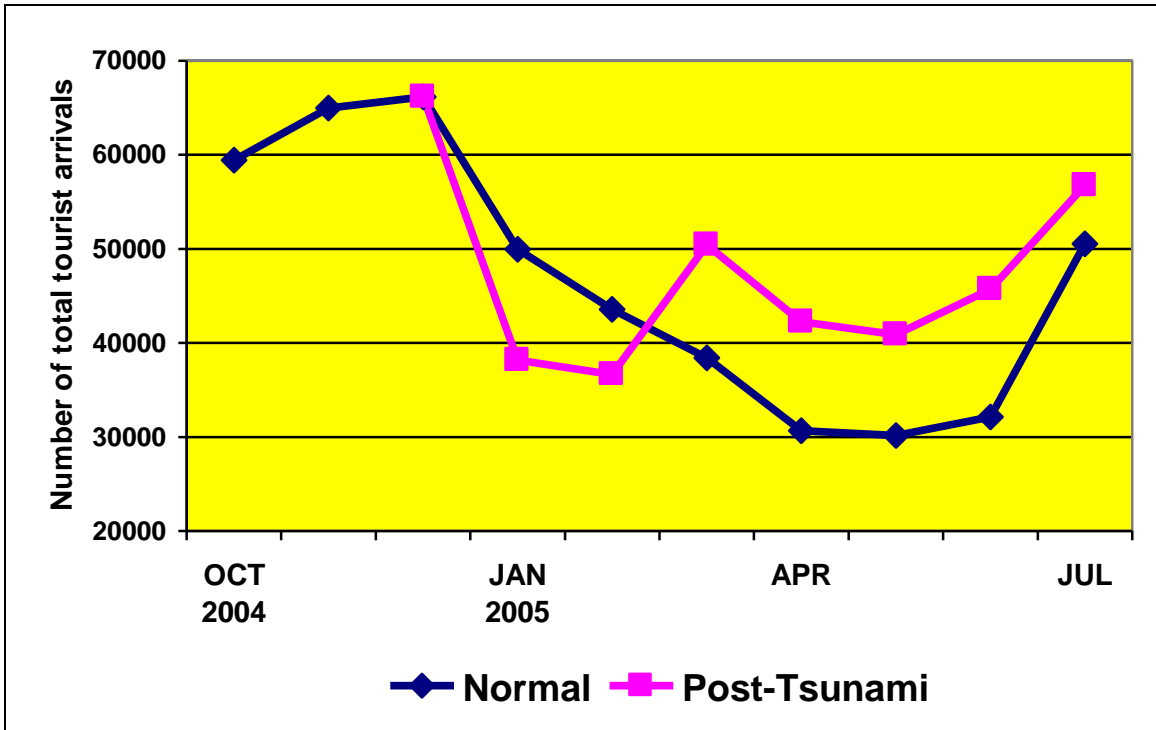
<b>Analysis of International Tourists Arrivals</b>							
		<b>Total Tourists</b>		<b>Asian Tourists</b>		<b>Non Asian Tourists</b>	
		<b>Normal</b>	<b>Post-Tsunami</b>	<b>Normal</b>	<b>Post-Tsunami</b>	<b>Normal</b>	<b>Post-Tsunami</b>
<b>2004</b>	<b>OCT</b>	59442		25836		33606	
	<b>NOV</b>	64971		25944		39027	
	<b>DEC</b>	66159		28230		37929	
<b>2005</b>	<b>JAN</b>	49950	38178	18471	17835	31479	20343
	<b>FEB</b>	43584	36645	14559	16692	29025	19953
	<b>MAR</b>	38418	50418	13218	24628	25200	25790
	<b>APR</b>	30672	42261	12375	19818	18297	22443
	<b>MAY</b>	30162	40878	10113	21492	20049	19386
	<b>JUN</b>	32119	45699	15183	21924	16936	23775
	<b>JUL</b>	50525	56745	20173	22764	30352	33981

Source: Sri Lanka Tourism Board

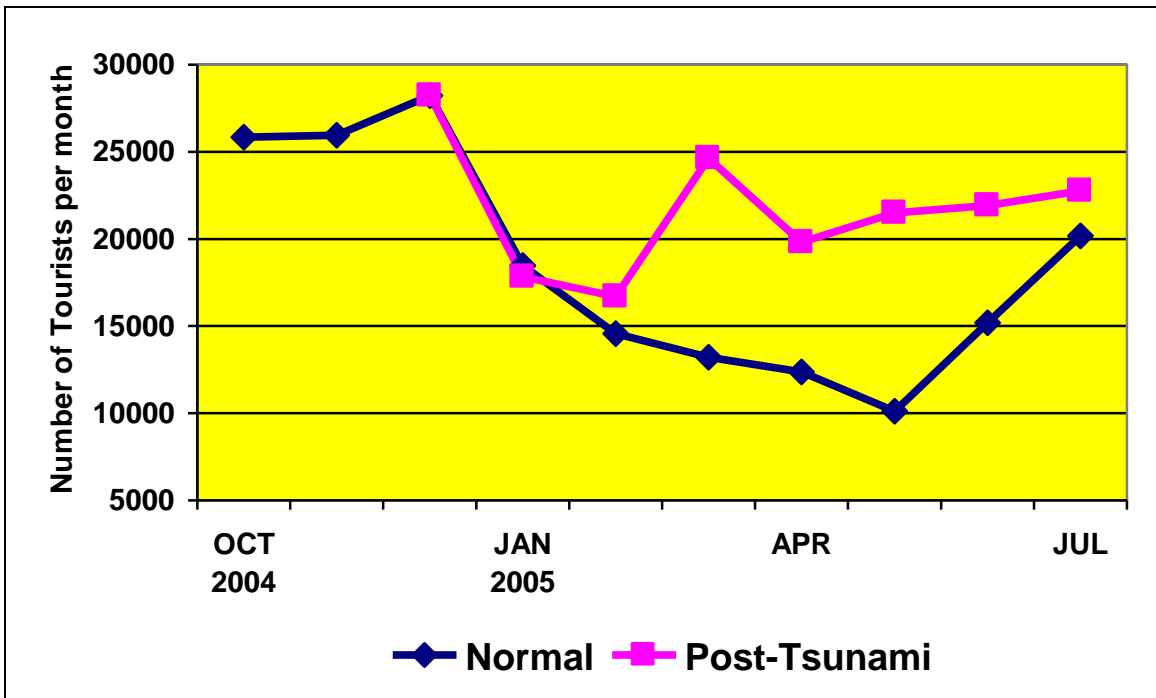
To estimate the losses in revenues for the sector, Workshop participants should make use of the information on pre-disaster and post-tsunami arrivals given above. They should take into consideration that tourists coming from the Asian region spend an average of 7.8 days and US\$ 560 per stay, while non-Asian tourists normally stay for 11 days and spend US\$ 830 per stay.

The behavior of tourist arrivals given in the table above is also given in chart format in the graphs that follow.

**Graph 1**  
**Arrival of Total Tourists in Sri Lanka**



**Graph 2**  
**Arrival of Asian Tourists in Sri Lanka**



**Graph 3**  
**Arrival of Non-Asian Tourists in Sri Lanka**

