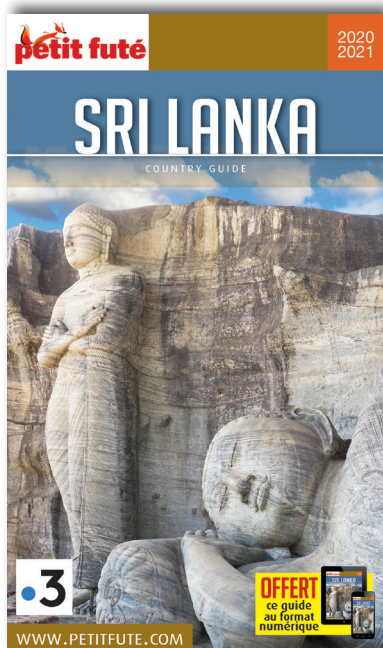


December 2019



## SRI LANKA

On December 11, 2019, Petit Futé publishes its very new edition Petit Futé Sri Lanka 2020-2021: more than 430 pages 100% devoted to this wonder of Asia, to help French-speaking travelers to organize their trip and to Sri Lanka, and to provide them our best advice to discover the country in the best conditions.

With 106 449 tourist arrivals in 2018, France is the 3rd European source market in Sri Lanka: including the French-speaking Belgium, Switzerland, Luxemburg and Quebec, the French-speaking market - where Petit Futé is distributed - would even be the 2nd one.

Country of beaches and mountains, rice fields and tea plantations, sanctuary of wildlife, Sri Lanka also offers an interesting balance between ancient cities, long history and ambitious development. Kingdom of shades, the island definitely worths being discovered: Petit Futé is here to promote the destination to the French-speaking market, and to provide to tourists all the information they need to enjoy their stay.

Geography, climate, history, politics, economy, population, religion and beliefs, language[s], way of life, traditions, festivities and food: all those aspects of Sri Lanka are developed in Petit Futé Sri Lanka 2020-2021 to inform readers about the country they are going to discover. Then, from Galle to Jaffna: from Yala to Matara: and from the East coast to the Cultural Triangle, Petit Futé shares its selection of the best addresses in terms of accommodation, restaurants, cafés and points of interests. It also provides a good tips related to transportation and tourist information. A real gold mine for tourists!

20 000 copies have been printed for this 9th edition, running on 2 years. The guidebook will be distributed in France, Belgium, Luxembourg, Switzerland, Quebec and Indian Ocean [Reunion Island, Mauritius, Mayotte, etc.].

### FEW WORDS ABOUT PETIT FUTÉ :

With a collection of 779 guides in 2019, including 100 exclusive destinations, and more than 2,320,000 copies sold in 2018, Petit Futé is the travel publisher that boasts the largest number of destinations in its catalog, and is undoubtedly one of the most powerful publishers of guides on the French-speaking market.

With over 360,000 copies of digital guidebooks downloaded in 2018, Petit Futé is also the leader of tourist and practical eBooks sales in France and on the entire French-speaking market.

With the innovative platform mypetitfute.com, Petit Futé sold more than 28,000 customized guidebooks in 2018.

With more than 48 million visitors in 2018 and 220 million pages visited, petitfute.com has become the 3rd online travel media on the French-speaking market.

With 1,100,000 members, including 600,000 subscribers to the Newsletter, and 325 fans on social networks [Facebook, Twitter & Instagram], the community of Petit Futé is definitely one of the strongest in the French tourism sector.

Since 1976, Petit Futé has so many good tips and experiences to share..

**Petit Futé thanks all the Sri Lankan partners of this new edition Sri Lanka 2020-2021 :** ACME Travels - Aitken Spence Hotels - Aloka Sanna - Andrew the Travel Compagy - Ceilao Tours - Dolce Italia - Le Café Français - Lion Royal Tourisme - Mai Globe Travels - Movenpick Colombo - Paradise Holidays - Sayura House - Shanti Travel - Sri Lanka Airlines - Sun Rise Ballooning - Whittalls Travels & Yathra Travels.

**Infos pratiques :** SRI LANKA 2020-2021 - Petit Futé - Country Guides Collection - Digital version offered - 432 pages.

Prix Public price : print : 13,95 € - digital : 8,99 € - Available on : <https://boutique.petitfute.com>

Visit also the website [www.petitfute.com](http://www.petitfute.com) thanks to your Smartphone and tablet.

**And thanks to [www.mypetitfute.com](http://www.mypetitfute.com), create your own guidebook in 4 clicks only !**

**Press Service:** travel guide available in press service on request by email  
with your complete postal address to Jean-Mary Marchal - Email : [marchal@petitfute.com](mailto:marchal@petitfute.com)

**SRI LANKA 2020-2021** - Petit Futé - Press Release - December 2019

**Writer and International Business Developer :** Roxane MOLINIER - Tél. : +33 [0]6 61 76 68 03 - Email : [lamouille.petitfute@gmail.com](mailto:lamouille.petitfute@gmail.com)

**Press Manager :** Jean-Mary MARCHAL - Tél. : +33 [0]6 63 53 22 10 - Email : [marchal@petitfute.com](mailto:marchal@petitfute.com)