



FROM A TEA COUNTRY

FURTHERING THE FRONTIERS
OF DESTINATION MANAGEMENT & TRAVEL



Our journey began in 1980 as a car rental enterprise, but over the course of four decades, we've transformed into a leading brand in the Sri Lanka tourism industry, catering comprehensively to all facets of this dynamic sector.

From humble origins in ticketing services, we've evolved into a fully equipped outbound department, seamlessly facilitating all aspects of travel, including airline ticketing, visas, and overseas holiday packages.

True to our roots as a rent a car company, we've maintained a robust and well-maintained vehicle fleet to serve the transportation needs of tourists.

Our journey has not been without its challenges, from enduring the 30-year civil war to navigating through global crises, from time to time, of which the most serious was COVID-19 pandemic in 2019. Yet, we've not only survived but thrived, a testament to our vision, passion, dedication, and professionalism. In 2018, we were honored with the title of Major Inbound Tour Operator at the Sri Lanka Tourism Awards, and that was the last time such an award program was held.

We invite you to explore our company profile further, to gain in-depth insights into the NKAR story.





VISION

VISION

“Continue to be the leading travel brand in Sri Lanka, driving trends and benchmarks in innovation, stakeholder value and sustainable, regenerative action.”

MISSION

We offer travellers meaningful, responsible, and memorable experiences, driven by innovation, sustainable practices, and bespoke service. By 2030, to be recognised globally as the most trusted and impactful brand in Sri Lanka, creating measurable benefits for clients and local communities.



MISSION

VALUES

- We strongly commit ourselves to Ethical conduct in all activities we undertake.
- We work towards building relationships with greatest Integrity, with our stakeholders.
- We will focus at highest level on Good Governance and contribute towards Social Responsibility.

VALUES



ARE WE OUTSTANDING?

Tourism revolves around creating memorable experiences. Whether it's transportation, accommodation, dining, or engaging in activities in various locations, the aim is to create a lasting memory in the traveler's mind. While many travel companies make promises at the point of a reservation, our 46-year history exemplifies that embarking on a journey with NKAR is not just a promise at the start but a captivating story to share at the end of the journey. This is what sets us apart and makes us truly stand out from the rest.

1. Continuous Growth for 46 successful years.
2. Recognized as the 'Major Inbound Tour Operator (Medium category)' in Year 2018 at Sri Lanka Tourism Awards, held for the last time in Sri Lanka
3. Providing unique service as a Top DMC in Sri Lanka.
4. The leading company for experiential and interactive tourism in Sri Lanka.
5. Annually, we Serve over 20,000 inbound and 3,000 outbound clients with care.
6. Very Longstanding relationships with top global tour operators and Airlines.
7. The Team consists of 125+ experienced and dedicated professionals committed to delivering exceptional service. We continuously provide regular staff training to maintain consistence of our service standards and ensure the best possible experience for our customers.
8. A company with a dedicated 'Tour Leader Manager' Understanding the importance of the area.
9. Priority to health and safety of Clients.
10. Effective leadership through industry experience and specialized knowledge.

YES...WE ARE.



OUR BRANDS

NKAR TRAVELHOUSE



"NKAR Travelhouse" serves as the flagship brand of NKAR Travels and Tours (Pvt) Ltd., exclusively dedicated to the inbound sector. We provide comprehensive solutions catering to all aspects of inbound tourism, offering travelers a one-stop destination for all their needs. We invite you to Visit the website www.nkartravelhouse.com to access more important information.

NKAR MICE



Recognizing the significance of MICE (Meetings, Incentives, Conferences, and Events) Tourism and the unique requirements it entails, "NKAR MICE" was established. We have established a professional team equipped to manage MICE operations seamlessly, especially in light of Sri Lanka's emergence as a destination for MICE Tourism. Comprehensive information could be found on our dedicated website, www.nkarmice.com, to support your MICE-related needs.

NKAR LUXURY LOUNGE



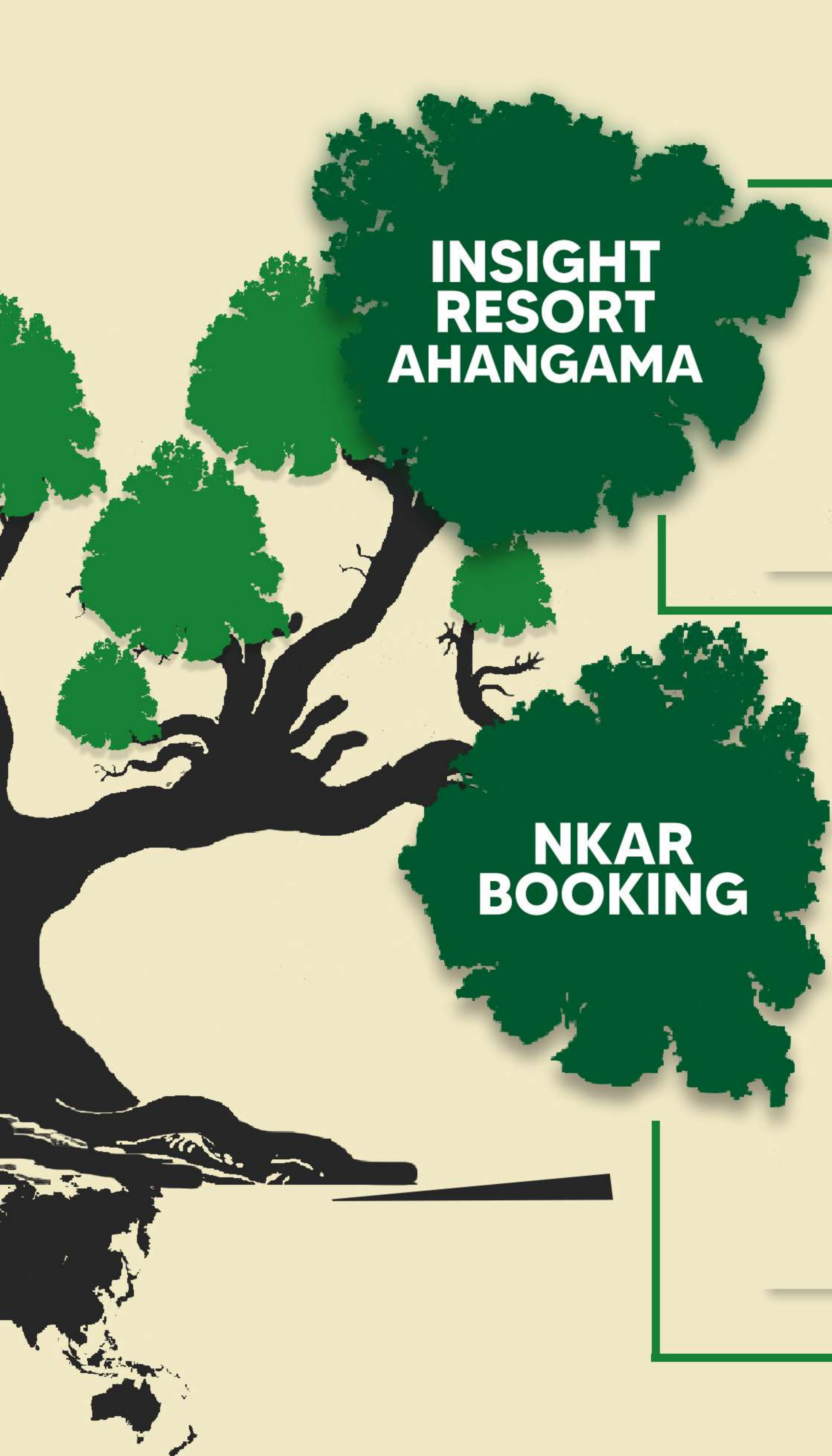
Comprehending the intricacies of a product is essential for delivering client satisfaction. This is precisely why NKAR has established a distinct brand dedicated to serving the Luxury Tourism segment. Our experienced team specializes in meeting the unique needs of luxury holidaymakers. For more information, please visit www.nkarluxurylounge.com.

**NKAR
TRAVELHOUSE**

**NKAR
MICE**

**NKAR
LUXURY
LOUNGE**





INSIGHT RESORT AHANGAMA

INSIGHT RESORT AHANGAMA



Insight Resort Ahangama is a sister company of NKAR Travels and Tours (Pvt) Ltd. Situated in Ahangama, it is a beachfront resort consisting of 50 rooms, and offering a Perfect opportunity for surf enthusiasts. To discover more about Insight Resort, please visit www.insightresortsrilanka.com.

NKAR BOOKING

NKAR BOOKING



"NKAR Booking" is a dedicated brand within NKAR Travels and Tours (Pvt) Ltd, committed to fulfilling all the outbound travel needs. Our services range from visa processing to air ticket bookings, Shore excursions and comprehensive holiday packages, covering leisure, business, and more. For relevant information and assistance with your outbound travel requirements, please visit www.nkarbooking.com.



1980

Modest beginnings as a Rent-a-car company operating from home with 4 cars. "NCAR" was chosen to indicate the nature of business, as well as to rhyme with "Nanayakkara" the family Name

1983

Ventured into airline ticketing in a new office at Bristol Street, Colombo fort, covering a very small floor area of 250 sq.ft. Appointed as Sub-Agent to established players.

1985

Recorded a moderate profit of Rs 12,000/- after repaying losses incurred during previous years.

1987

Won the 1st Ailine Award Gulf Air "Golden Falcon" for No.1 seller in Sri Lanka.



1986

Began to gain recognition from a few Airlines. Ventured into inbound tours serving free individual travelers. Tied up with the first foreign tour operator from Germany towards the end of the year. The Company began its growth phase virtually doubling or 'tripling in sales volume with each passing year.

1990

Fully fledged Travel Company, recognized by all Airlines operating in Sri Lanka. Gained, several foreign accounts in the area of tour operating and links with countries such as Germany UK, Holland, Spain, and Russia. The beginning of a winning streak, collecting many awards in outbound travel. Shifted to three different offices during this decade due to fast expansion.

1998

Won a cross section of awards from many Airlines. Began the process of restructuring the company into a professional unit – with regular training, blue printing the operational procedures and assessment of staff. Transformed into a company that was fully geared to win and carry out business in a planned, effective and efficient manner.

1991

Established a transport fleet to cater to our own requirements. A workshop was established to service and maintain the fleet.

NKAR became a member of International Air Transport Association (IATA) in Year 1993.



NKAR
TRAVELS AND TOURS LIMITED

2013

2005 to 2010 were the most challenging years with political and internal conflict in Sri Lanka reaching a heated position due to which Travels & Tourism was the most affected. In spite of this, the Organization takes pride in not having retrenched a single staff member. It was also in 2009 MSC Cruises offered their Preferred Sales Agency to NKAR.

After a challenging three-year period in the tourism industry, the Managing Director of NKAR, with 42 years (Back then) of experience, aimed to foster recovery. This resulted in the launch of "Save the Sri Lankan Smile," the first-ever global tourism promotion campaign by a private company in Sri Lanka. The campaign sought to unite the industry, promote individual brands, and combat negative social media publicity. This short-term, four-month tactical campaign included successful mini-campaigns reaching over 3 million people on various digital platforms.



OUR HISTORY

“In the beginning there was a vision... and the will to transform it into reality. The unfolding pages trace our growth, from strength to strength, to our current position as an established and Well recognized name in the corporate arena.”

● **1999**

Bought over a property for its own office premises in the upper end of the business area in the Capital City of Colombo. Entered the field of outbound holidays offering Sri Lankan travellers a choice of destinations. Registered 500 overseas tour bookings in the very first year, setting the stage for a steady growth in the following years.



● **2002**

Appointed as the PSA for Star Cruises beating stiff competition from major players with hands on experience and created a new milestone in the journey.

● **2005**

Logo was changed from 'NCAR' to 'NKAR'. This was intended to reflect our stature in the industry and also to Put an end to the continuing misconception of our company as a rent-a-car operation. This change was also the culmination of our quarter century of existence as a successful travel company.

● **2022**



● **2010**

It was during the period 2005 to 2010 that the organization ventured into online sales.

● **2014**

In a downward trend in Tourism NKAR yet managed to establish its MICE deviation. In the same year, NKAR acquired exclusive representation of the globally recognized travel solution network "FCM" to offer our corporate clients a comprehensive travel Solution.

● **2015**

In this year the Company established another strong partnership with the globally recognized Norwegian Cruise Lines as their Preferred Sales Agent. With the ending of the internal conflict that reached almost a level of war and with the growth in economy, NKAR managed to give a fast come back. The company made large scale investments on promotions and reached out to a cross section of the countries across the world and established partnerships with well over 22 countries



● **2018**

Won the major inbound tour operator award (Medium category) at Sri Lanka Tourism Awards 2018.

FCM

● **2019**

From 2019 to 2022, a period marked by the Easter Sunday attack, followed by two years of the Covid-19 pandemic and an economic crisis, posed immense challenges for Sri Lanka and the global tourism industry. NKAR, amidst these difficulties, managed to overcome the obstacles through strategic management decisions and remained committed to the welfare of its employees and service providers while awaiting signs of recovery.



● **2024**

In 2024, NKAR celebrated a significant achievement at the Sri Lanka Tourism Awards by winning three prestigious accolades: the Tourism Legend Award, the Best Digital Marketing Campaign Award, and the Best Inbound Tour Operator (Medium Category) Award, secured for the second consecutive time. These awards highlight NKAR's 45 years of excellence, innovation, and dedication to the tourism industry. Notably, Mr. Nilmin Nanayakkara, Chairman & Managing Director, was honored with the Tourism Legend Award for his exceptional contributions to the industry and the nation.



INBOUND



Situated in the stunning island of Sri Lanka, a land brimming with an abundance of resources catering to every facet of tourism, NKAR's Inbound Department has undergone a remarkable transformation over the last four decades. With an extensive and diverse product range, we now cater to a wide array of tourism segments.

Our dedicated team, consisting of over 125 highly professional, skilled and handpicked individuals, enables us to offer personalized attention and prioritize the health and safety of our clients, whether they are part of a large or a smaller group.

With our roots deeply entrenched in transportation, this remains one of the key strengths. We pride ourselves with a well-maintained vehicle fleet and a dedicated transportation department, reinforcing capabilities in this area.

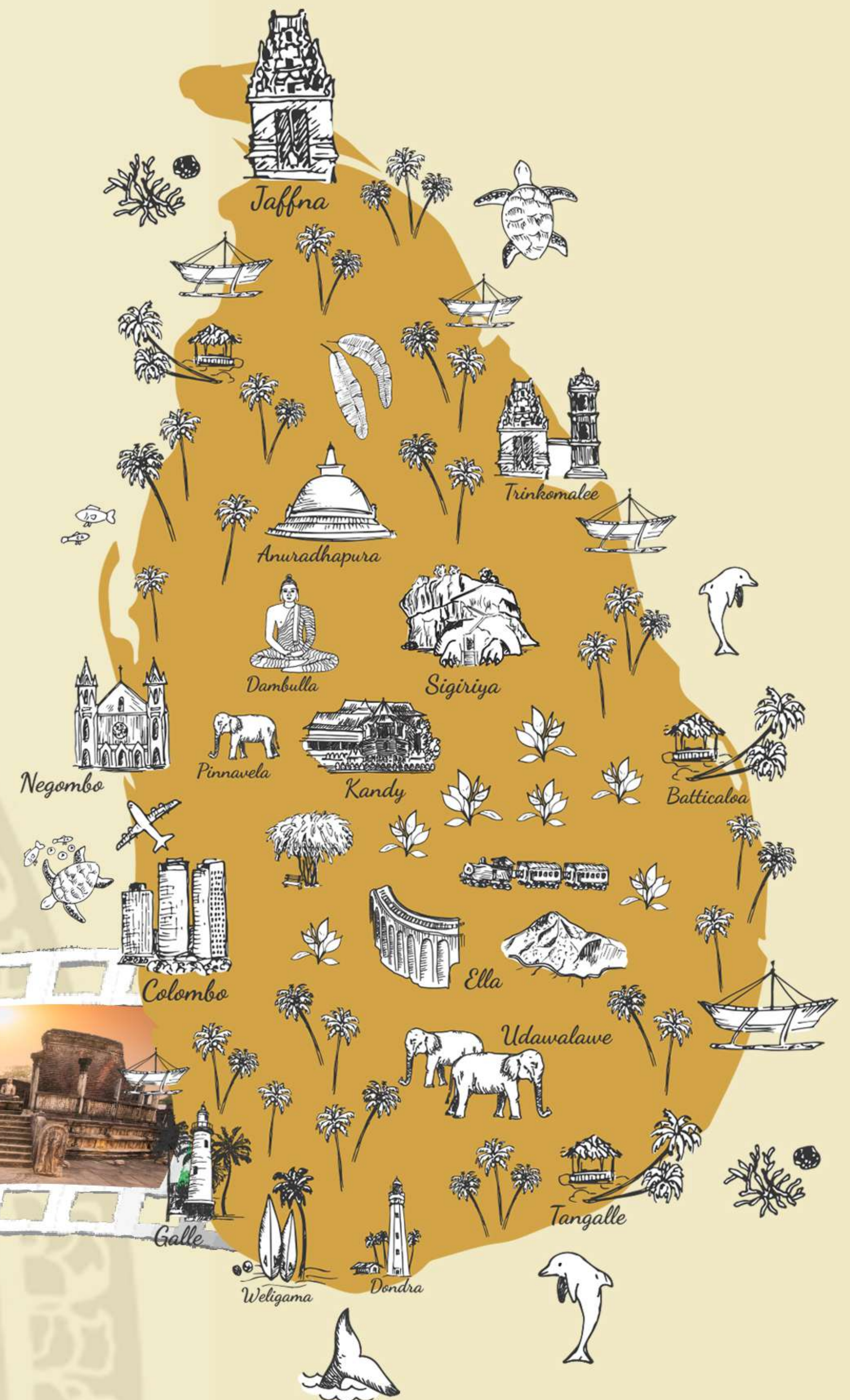
The Commitment of the team to maintaining high service standards is unwavering. We conduct regular inspections of service providers, implement health and safety checks, and run continuous training programs for our staff and tour leaders. This ensures a smooth service experience and reduce errors to a very negligible Point.

Our team inculcated with extensive knowledge and a passion for what they do, provides us with the ability to offer a wide range of products coupled with their hands-on experience. The ultimate goal is to create an everlasting memory in the minds of travelers, and our diverse product range is a testament to achieving this goal.



AN INSIGHT TO INBOUND PRODUCT RANGE

- Classical tours
- Cultural tours
- Adventure Expeditions
- Diving / Shipwreck Tours
- Trekking and Hiking Tours
- Cycling Tours
- Solo Tours
- Wildlife game drives
- Culinary Exploration
- Experiential Holidays
- Tours of Off the beaten track
- Living close to nature
- Mice-incentive Tours
- Destination Weddings
- Honeymoon Tours
- Family Tours
- High end Luxury Tours
- Golfing
- Special interest programs
- Surfing and yoga Retreats
- Wellness Tours
- Unwinding Tours
- Voluntours
- Maldives Stays



OUTBOUND



The Outbound department of NKAR Travels and Tours (Pvt) Ltd, which is also known as NKAR Booking, serves as a comprehensive solution for all outbound travel needs. Our dedicated and separate Sections for ticketing, visa services, and holiday planning are fully geared to meet all the outbound travel requirements.

Our fully-fledged website for sharing relevant information, round-the-clock assistance during emergencies, meticulous attention to customer satisfaction, and a personal touch in our service are the factors that set us apart from the competition.

Our professional team, experienced in managing MICE operations, has consistently upheld service standards and garnered recognition in the industry, whether it's related to meetings, incentives, conferences, or events.

Corporate Travel



Our dedicated team is committed to providing efficient and personalized services tailored to the needs of high-end corporate travelers. These services encompass securing cost-effective airfares, arranging hotel accommodations, facilitating insurance coverage, coordinating rent-a-car services, arranging airport transfers, and organizing ground transportation. This includes securing show and event tickets, as well as train tickets. Additionally, we optimize the benefits derived from frequent flyer programs. Our strong and principled relationships with diplomatic missions expedite the visa processing procedures.

Since its inception, the Outbound Travel Division has experienced steady growth, yielded favorable returns, and has established a reputation for accountability.

NKAR is the Sri Lankan representative of a global corporate travel partnership that spans 87 countries. Through this partnership, our corporate passengers can access assistance and support, especially in emergency situations or when changes in travel plans are necessary, gratitude mainly to the extensive partner network provided by FCM Travel Solutions

Visa Handling



Under our Outbound Department, our Visa Handling services are designed to streamline the visa application process, making it smooth and hassle-free. Our knowledgeable team offers comprehensive support and guidance, Assisting you to secure the necessary visas for your international travel. We are committed to providing proper documentation guidance to ensure a seamless and reliable travel experience for the clients.





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Leisure Travel



Airline Ticketing

Being one of the Oldest IATA accredited travel agencies in Sri Lanka, NKAR Travels & Tours (Pvt) Ltd prioritizes travelers' comfort and convenience. With access to various airfare comparison options, our prices are competitive at all the times and accountability offers the dividend of reliability



Leisure Travel

We offer a wide array of services to cater to our clients' diverse interests, ranging from cruises, pilgrimages, and shopping tours to wildlife safaris and adventurous getaways. Our Adventure Holidays encompass high-altitude hikes, water-based escapades, multi-sport adventures, desert expeditions, and many more.

Under our all-inclusive packages, we manage the entirety of our clients' outbound travel needs, ensuring a smooth experience from the start to the end. This includes ticketing, airport pick-up, transportation, hotel accommodation, entrance tickets to theme parks, dinner cruises, theater bookings, and more.

Our strong professional partnerships and extensive connections in over 50 destinations provide our clients with the assurance of an enjoyable and stress-free holiday.



PROFILE OF THE CHAIRMAN - MANAGING DIRECTOR



Mr. Nilmin Nanayakkara, Chairman - Managing Director of NKAR Travels & Tours (Pvt) Limited, is a dynamic personality with over 46 years' of acquaintance in the Travel, Tourism & Airline Industries. He was elected as President of the IATA Agents Association of Sri Lanka for the year 1997-1998. Served in the capacity of Vice President of the Travel Agents Association of Sri Lanka in 2001/ 2002, and on the Tourism Advisory Committee to the Minister of Tourism in the year 2007/2008. Mr. Nanayakkara was elected President of The Sri Lanka Association of Inbound Tour Operators (SLAITO) for the year 2010-2011 and was re-appointed as President for the year 2011- 2012. He has been an active committee member of SLAITO for well over 20 Years and of The Hotel Association of Sri Lanka since 2021.

In the year 2010 he was the youngest member in the industry to be presented with a 'Legend Award' by IATA Agents Association of Sri Lanka in recognition of his contribution to the industry. Mr. Nanayakkara has served as a Board Member of the Sri Lanka Tourism Promotion Bureau from 2010 to 2015, appointed by the Minister of Economic Development.

Among the many noble contributions Mr. Nanayakkara has made to the tourism industry as well as to the country, one Very Important initiative stands out: "Sancharaka Udawa," the largest travel trade fair in Sri Lanka. By 2023, this event, which is held annually, had successfully completed more than ten editions, having been conceived during his tenure as President of SLAITO.

In 2022, his "Save the Sri Lankan Smile" initiative marked a historic milestone as the first-ever destination promotion campaign initiated by a private company. This groundbreaking effort united not only the entire tourism industry but also the entire country, addressing the challenges posed by the pandemic and the economic crisis that had severely impacted the tourism sector during those challenging times. This short term tactical campaign garnered widespread recognition and appreciation from the entire industry, Specially for his remarkable dedication and commitment.

In 2023, the Board of Directors made the decision to elevate Mr. Nilmin Nanayakkara, the Managing Director, to the position of Chairman cum Managing Director. This choice was driven by his exceptional dedication, significant contributions and Extensive experience transcending the company, positively impacting the entire industry and reaching other corners of Society.

BOARD OF DIRECTORS

MRS. WASANTHA NANAYAKKARA

Attorney at Law, is a former Deputy Commissioner of the Inland Revenue Department of Sri Lanka. Currently she is involved in the Human Rights Commission.

MRS, MANOSHRI NANAYAKKARA

The Managing Partner of Y N Printers, which is synonymous with modern printing technology in Sri Lanka.

MRS. SWARNA MEEGAMA

A Bachelor of Arts from the University of Colombo, is the Group Secretary and Coordinator.

MRS. RANJANI TENNAKOON

Member of the board of Directors.

MRS. LANKA PANDITHARATNE

Member of the board of Directors.

MRS. DHARMA GAMMAMPILA

A Lawyer by profession, is the Director HR & Legal for Devagiri and NKAR Group of Companies, she served as non-executive member of the Board of Directors of People's Bank of Sri Lanka from May 2010 till April 2015.

HEMAKUMARA NANAYAKKARA

Has a doctorate in Organic Agriculture, and an MPhil (Sri Lanka) and a B.Sc. (Calif) in Agriculture. He was one time the Minister of Agricultural Technology and Crop Productivity. He was also the Governor of Southern Province from January 2015 to April 2018 and Governor of Western Province from April 2018 to Jan 2019.

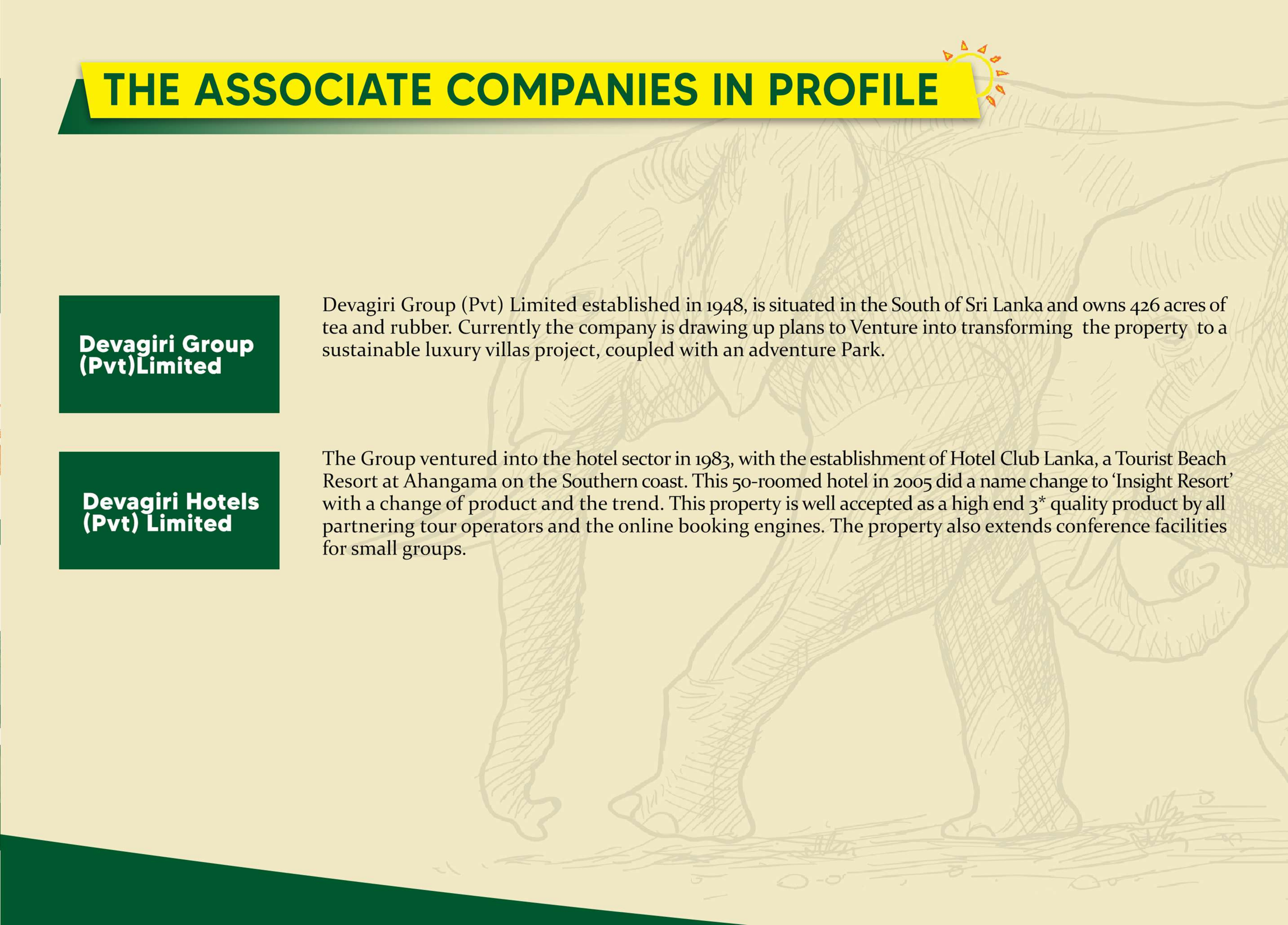
MR ASANGA NANAYAKKARA

Is a Production Engineer (M.I.E., M.I.E.T). Also, an entrepreneur managing a fleet of Motor Coaches for tourist transportation. He is largely engaged in property development and Management.

MR. MANILKA NANAYAKKARA

Currently serving as a Senior Vice President in the Risk Management function of a leading global bank in Hong Kong with more than 20 years of experience in banking across multiple geographies. Has a Bachelor of Science degree in Business Administration from the University of Brighton in the UK and a Master of Business Administration from the University of Wales in the UK





THE ASSOCIATE COMPANIES IN PROFILE

Devagiri Group (Pvt) Limited

Devagiri Group (Pvt) Limited established in 1948, is situated in the South of Sri Lanka and owns 426 acres of tea and rubber. Currently the company is drawing up plans to Venture into transforming the property to a sustainable luxury villas project, coupled with an adventure Park.

Devagiri Hotels (Pvt) Limited

The Group ventured into the hotel sector in 1983, with the establishment of Hotel Club Lanka, a Tourist Beach Resort at Ahangama on the Southern coast. This 50-roomed hotel in 2005 did a name change to 'Insight Resort' with a change of product and the trend. This property is well accepted as a high end 3* quality product by all partnering tour operators and the online booking engines. The property also extends conference facilities for small groups.



THE ASSOCIATE COMPANIES IN PROFILE

BUSINESS AFFILIATIONS

FCM

NCL
NORWEGIAN
CRUISE LINE®

MSC
CRUISES

MEMBERSHIPS

IATA

Slaito
Sri Lanka Association of Inbound Tour Operators

TAASL

SLAPCEO
SRI LANKA ASSOCIATION OF PROFESSIONAL
CONFERENCE, EXHIBITION & EVENT ORGANISERS
MEETINGS | INCENTIVES | CONVENTIONS | EXHIBITIONS | EVENTS

THASL
THE HOTELS ASSOCIATION OF SRI LANKA

CORPORATE INFORMATION

Corporate Head Office

NKAR Travels & Tours (Pvt) Ltd
45, Ananda Coomaraswamy Mawatha
Colombo 07, Sri Lanka.
Telephone - (+94 11) 2564584
Email - info@nkar.lk
Corporate Website - nkar.lk

Inbound Travels

www.nkartravelhouse.com
www.nkarmice.com
www.nkarluxurylounge.com
www.booktransportsrilanka.com

Outbound Travels

www.nkarbooking.com



