

Sporty.lk

STRATEGIC PROPOSAL

GamePlan

Position Hayleys as Sri Lanka's Sports Tourism Leader

A Strategic Proposal by SportyLK

SportyLK outlines a focused 4-phase execution plan to build Hayleys' newest venture into the definitive brand for international cricket fans traveling to Sri Lanka

TOTAL INVESTMENT

LKR 7,900,000

Complete 4-Phase Implementation

© 2025 SportyLK

Proposal prepared exclusively for Hayleys Travels

Executive Summary

Hayleys already holds the positioning, infrastructure, and credibility to lead Sri Lanka's entry into global sports tourism. Our role at **SportyLK** is to bring this vision to life through expert planning, premium branding, and a seamless digital experience — all focused on the passionate global cricket fan.

We specialize in sports and digital strategy — helping brands connect international sports enthusiasts with Sri Lanka's rich sporting heritage and iconic venues.



Strategic Execution

Expert planning and delivery focused on establishing Hayleys as Sri Lanka's sports tourism leader.



Sports Tourism Focus

Specialized expertise in cricket-driven experiences targeting passionate international fans.



Inbound Tourism

Attracting global cricket enthusiasts to experience Sri Lanka's unique sporting heritage.

Market Opportunity

A strategic moment to establish Hayleys as the gateway for international cricket fans to experience Sri Lanka's sporting heritage and natural beauty.



**USD
600B+**

**Global Sports
Tourism Market**

Massive industry with
cricket as a key driver



2.5 Billion

**Cricket Fans
Worldwide**

Passionate audience
seeking authentic
experiences



**Unique
Position**

**Sri Lanka's
Cricket Heritage**

Island nation with rich
cricket history and
beauty

Why Sri Lanka? Why Now?

- Sri Lanka's legendary cricket venues and passionate fan culture
- Perfect combination of cricket and stunning island destinations
- Growing international recognition as premier travel destination
- No established premium sports tourism operator in the market

The Four-Phase GamePlan

A strategic, phased approach to building Hayleys' sports tourism brand from research to launch, ensuring every element is perfectly positioned for success in the global sports tourism market.

1

Research & Strategy

🕒 Phase 1

LKR 400,000

📅

Timeline: 3-4 weeks

Objective

Market and trend analysis with a sports tourism lens, competitor benchmarking, and strategic foundation for Hayleys' entry into sports tourism.

Key Deliverables

✓

Market and trend analysis (with a sports tourism lens)

✓

Global and local competitor benchmarking

✓

Audience segmentation and fan personas

✓

SWOT and opportunity mapping

2

Brand & Identity Development

🕒 Phase 2

LKR 2,000,000

📅

Timeline: 6-8 weeks

Objective

Complete brand creation for Hayleys' sports tourism division, from naming to visual identity, messaging, and rollout planning.

Key Deliverables

- ✓ Brand naming options ("Hayleys [Name]") with legal/domain check
- ✓ Logo, brand colors (blue/green), typography
- ✓ Messaging framework (tagline, value proposition, positioning)
- ✓ Voice and tone guide
- ✓ Full project management and rollout planning

3

Marketing Strategy & Activation

🕒 Phase 3

LKR 2,000,000

📅 Timeline: 4-5 weeks

Objective

Comprehensive marketing roadmap designed to establish Hayleys as the premier destination for cricket-focused international tourism to Sri Lanka.

Key Deliverables

- ✓ Marketing roadmap across awareness, acquisition, retention
- ✓ 6-month content and campaign calendar
- ✓ Sample creative directions
- ✓ Media strategy (local + international mix with budget guidelines)
- ✓ Premium content creation and production including audio-visual assets

4

Digital Experience & Booking Platform

🕒 Phase 4

LKR 3,500,000

📅 Timeline: 8-10 weeks

Objective

Mobile-first digital platform enabling seamless booking and itinerary building for cricket-related travel experiences in Sri Lanka.

Key Deliverables

- ✓ Mobile-first, fully responsive website
- ✓ Booking and itinerary builder for sports-related travel
- ✓ UI/UX design, customer journey flows
- ✓ SEO setup, Google Analytics, Meta Pixel, Search Console
- ✓ Copywriting for 5 key pages: Home, About, Services, Destinations, Contact

Implementation Timeline Overview

1

Research &
Strategy

📅 3-4 weeks

LKR 400,000

2

Brand & Identity
Development

📅 6-8 weeks

LKR 2,000,000

3

Marketing
Strategy &
Activation

📅 4-5 weeks

LKR 2,000,000

4

Digital Experience
& Booking
Platform

📅 8-10 weeks

LKR 3,500,000

Total: LKR 7,900,000

Complete 4-Phase Implementation • Total Timeline: 21-27 weeks

Investment Summary

Phase-by-Phase Investment

Phase 1: Research & Strategy	LKR 400,000
Phase 2: Brand & Identity Development	LKR 2,000,000
Phase 3: Marketing Strategy & Activation	LKR 2,000,000
Phase 4: Digital Experience & Booking Platform	LKR 3,500,000

Total Investment
*Optional SLA retainer not included

LKR 7,900,000

Why Choose SportyLK



Market Leadership

Position Hayleys as Sri Lanka's premier sports tourism destination



Proven Expertise

SportyLK's specialized experience in sports tourism and digital execution



Complete Solution

End-to-end delivery from brand development to digital platform launch



Strategic Investment

Comprehensive rollout with clear deliverables and timeline

Sporty.lk

Contact SportyLK

dharshana@sporty.lk

+94 77 399 6556

Colombo, Sri Lanka

© 2025 SportyLK. Proposal prepared exclusively for Hayleys Travels.