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

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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.



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



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



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

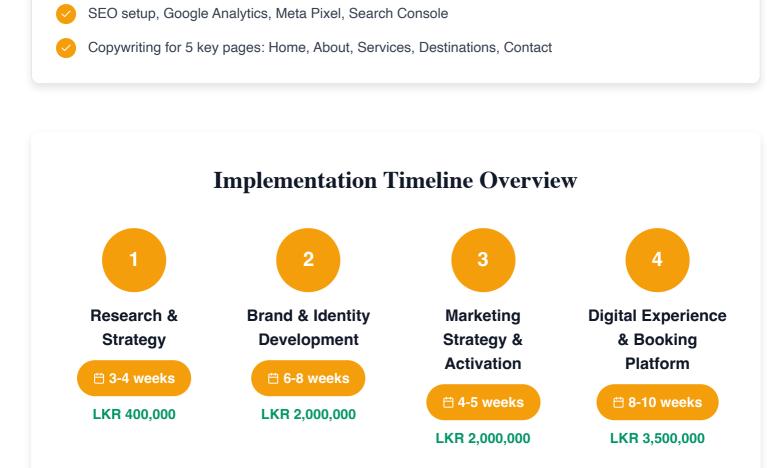


LKR 3,500,000

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

UI/UX design, customer journey flows

Booking and itinerary builder for sports-related travel

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
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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**

LKR 7,900,000

\*Optional SLA retainer not included

### 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

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## Contact SportyLK

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