Amaya Resorts and Spas at ITB 2017 – Berlin

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(L-R); Denesh Silva, Director, Head of Marketing and Sales; Paddy Withana, Chairman, Sri Lankan Tourism Promotions Bureau; Lalin Samarawickrama, Managing Director; John Amaratunga, Minister of Tourism Development, Christian Religious Affairs and Lands; Michael Donth, Member of the German Parliament

Amaya Resorts and The
Kingsbury Stall

Amaya Resorts and Spas together with The Kingsbury Colombo made great strides at ITB 2017 to promote the destination of Sri Lanka. John Amaratunga, Minister of Tourism Development, Christian Religious Affairs and Lands, declared open the Amaya and Kingsbury exhibition stall as well as launched their new website, and also graced the launch ceremony of Amaya's latest property "Amuna" – the Holistic Ayurveda Retreat at Sigiriya.

The Internationale Tourismus Börse (ITB) took place in Berlin, Germany. ITB Berlin is a business platform for global touristic offers, and it hosted 187 countries, 1,000

qualified buyers, over 10,000 exhibitors, also a seven billion Euro turnover.

Amaya kicked off the year 2017 by repositioning their brands under the umbrella of Amaya Resorts that encapsulates and brings to life the breathtaking natural beauty of each of their locations combined with personalised care.

Lalin Samarawickrama, the Managing Director of Amaya and The Kingsbury commented on the growing popularity of Sri Lanka as a ‘must visit’ destination in 2017. “It must be fully capitalised upon to enhance this further, expand our reach and grow our partnerships as well as never stop improving the brand – ‘Sri Lanka’”. Denesh Silva, Director, Head of Marketing and Sales said, “Our commitment to the destination Sri Lanka will see the introduction of many novel product offerings and targeting of new segments as part of our market diversification strategies. “Amuna”- the Holistic Ayurveda Retreat is one such brand”. Srijith Goonaratne, General Manager, also the GM of Amaya Lake, has been eagerly and whole-heartedly nurturing this property to make it the jewel it is today.