CHC’s Polonnaruwa Resort Collection partners ‘Treasure Hunt Mega Fam Trip 2014’

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Participants from the Treasure Hunt Mega Fam Trip 2014 along with the hosts from The Ceylon Hotels Corporation

A delegation of 57 French Travel Agents visited Sri Lanka on the ‘Treasure Hunt Mega Fam Trip 2014,’ a familiarisation tour held with the objective of generating significant inbound tourism from the French market. The Ceylon Hotels Corporation’s (CHC) Lake Hotel Polonnaruwa was among the hotels that played host to the delegation.During their visit, the agents were treated to an interactive tour that showcased nature, sports, beautiful sights and sounds and the cultural diversity of Sri Lanka.

“Partnering with international marketing initiatives such as this not only enhances the image of the destination but also adds significant value to the brand,” stated Mahika Chandrasena, Director of Marketing Communications – Galle Face Hotel Group. “The entire delegation was captivated by the beauty of Sri Lanka and the

warmth of Sri Lankan hospitality that our Island nation is famous for. I’m sure they took back many wonderful memories of their time in Sri Lanka.”