Cinnamon hosts Femina Miss India 2014

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Miss India, Kolkata

Cinnamon Hotels and Resorts together with SriLankan Airlines were the official hospitality and travel partners, for the unveiling of 20 regional finalists of Femina Miss India during a visit to Sri Lanka.

The finalists spent one week in Sri Lanka experiencing the authentic hospitality at Cinnamon Grand Colombo and Cinnamon Bey Beruwala. During this period they engaged in many activities ranging from visits to historical sights, water sport and concluded their stay with a gala fashion show held at Cinnamon Grand Colombo courtesy of Aviraté.

“Keeping in line with the overall destination strategy of promoting the Island for non-traditional countries, the new Cinnamon brand strategy focuses heavily on the Indian market, being a key emerging market for tourism. Holding an event of this magnitude in Sri Lanka undoubtedly creates a much more promising future for tourism in Sri Lanka,” said Dileep Mudadeniya, Head of Brand Marketing – Cinnamon Hotels and Resorts.

“The Femina Miss India 2014 event will no doubt generate much needed visibility for the brand as well as the destination and portray Cinnamon positively within the Indian market,” said Sunimal Senanayake, Sector Head (Leisure Resorts – Sri Lanka and Maldives) and Executive Vice President – John Keells Group.