Cricket Fever At Alpha Orient Lanka

Posted on



Alpha Orient Lanka commenced ‘Cricket Fever 2011’ to coincide with the Cricket World Cup. The Cricket campaign was inaugurated under the patronage of Kamal Ratwatte, the Deputy Chairman of Airport and Aviation Services(Sri Lanka).

Customers who spend US$ 50 on selected products at arrival or departure duty free shops at the Bandaranaike International Airport will stand a chance to win exciting daily and weekly prizes.

The promotion continues for eight weeks, weekly winners will be selected through tear-off cards. Each weekly winner and their chosen travel partner will enjoy a thrilling helicopter ride from Colombo to Dambulla with all inclusive stay at Amaya Lake with fine dining and an opportunity to catch the live excitement of Cricket World Cup Finals on giant screen.

More than 5,000 winners will also walk away with Sri Lanka Cricket t-shirts, caps and other cricket merchandise at part of this promotion.

Commenting on this, Dimantha Kinigama, CEO of Alpha Orient Lanka said, ‘Alpha Orient Lanka will add cricket excitement and inculcate a sense of patriotism among Sri Lankan passengers during the next two months. The wider audience of tourists visiting from cricketing nations will also relate to the “Cricket Fever” campaign. This promotion offers the customer a chance to win novel cricketing gifts and the grand prize … a chance to watch the finals in style with a once in a life time experience – a

Helicopter ride’.