

Jetwing Hotels Reach 50,000 Fans



Jetwing Era beach

Jetwing Hotels has acquired 50,000 fans on its Facebook page, a first for a Sri Lankan resort chain, through a take on the ever growing world of social media. The Facebook page for Jetwing Hotels was set up in order to create a platform for two-way communication with visitors from all over the world. While being popular for its creative layout, the page also acts as a feedback measure, with regularly asked questions as well as customer opinions.

Currently, Jetwing Hotels feature 'Jetwing Puzzle Mania' a Facebook game where fans can win a night's stay at the Jetwing Lagoon.

"We are delighted with this achievement, Social media is the new marketing paradigm, as it evolves, so will new opportunities and challenges and Jetwing Hotels has now laid the foundation in leveraging the opportunities ahead" said Ishanth Gunawardene, Head of Sales and Marketing - Jetwing.