

Spa Ceylon partners with SriLankan Airlines' FlySmiLes



Mohamed Fazeel, Head of Commercial Operations, SriLankan Airlines (left) and Shalin Balasuriya, Spa Ceylon Director

Spa Ceylon, the chain of Ayurvedic spas and wellness product range, is partnering with SriLankan Airlines' frequent flyer programme, FlySmiLes, to introduce a one of a kind co-branded loyalty card.

FlySmiLes members will receive a host of benefits including discounts, point accruals and redemptions when they use Spa Ceylon products and services, and Spa Ceylon platinum card holders will be able to convert Spa Ceylon points to FlySmiLes Miles as a result of this partnership and co-branded card.

Shiwantha Dias, Spa Ceylon Managing Director said, "this co-branded card is a first of its kind, as until now FlySmiLes co-branded cards have been with bank partners only. We are indeed proud of our alliance with the National Carrier, and to be the first non-bank partner to share a co-branded card with them, which is a significant achievement given that Spa Ceylon was established just three years ago. Globally, spa culture is growing and the modern consumer considers leisure, lifestyle and indulgence factors when selecting a holiday destination, therefore

our alliance with SriLankan Airlines is both fitting and appropriate.”