Srilankan Airlines Bags Tourism Industry Accolades

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Deputy Minister of Economic Development, Lakshman Yapa Abeywardhana presents the Hall of Fame Award to Mohamed Fazeel, SriLankan's Head of Worldwide Sales. Also in the photo is Dr Nalaka Godahewa, Chairman of Sri Lanka Tourism.

SriLankan Airlines is the proud recipient of four Awards of Excellence, presented by the Tourism Authority of Sri Lanka for the airline's contribution to the Travel and Tourism industry in 2010. The 'Hall of Fame' Award is particularly of value in its recognition of the national carrier as the 'Airline of the Year' for three consecutive years. The other awards being the 'Airline of the Year for 2010' for contribution in the year that Sri Lanka witnessed a turnaround with rapid growth in inbound tourist traffic; and Destination Loyal Partner (Foreign) Tour Operator which was won by SriLankan Holidays for efforts in promoting travel to Sri Lanka through SriLankan Holidays Franchise Operators in the network, assisted by the respective overseas sales teams. SriLankan Airlines also won the Best Print Media Presentation in Travel and Tourism for the airline's inflight magazine, Serendib. The magazine is published for the airline by local publisher, BT Options. Published for the first time by a local publisher in its 30-year existence, the magazine has a clear focus to promote the

travel and tourism attractions in Sri Lanka. BT Options' team of professional writers and photographers travel far and wide, to off-the-beaten-track locations as well as the popular sights in Sri Lanka to churn out original feature articles of great interest, making known hitherto unknown remote locations, in the publishers' untiring efforts to promote Sri Lanka. The magazine is distributed free to all the passengers on SriLankan Airlines' network of 32 online destinations in 20 countries, airport lounges, ticketing and all frontline offices in the network.