World Duty Free Group brings Cricket Fever to the BIA

Posted on



Airport and Aviation Services (Sri Lanka) (AASL) officials including Prasanna Wickramasuriya, Chairman – AASL, Kamal Ratwatte, Vice Chairman – AASL and Johan Jayaratne, Executive Director – AASL along with the World Duty Free Group management team

World Duty Free Group (WDFG), duty free operator at the Bandaranaike International Airport (BIA) along with the beverage supplier, Brown Forman Worldwide, recently commenced another mega promotion, ‘Cricket Fever 2012’ to coincide with the ICC T20 Cricket World Cup which is being held in Sri Lanka. The cricket mega promotion campaign was inaugurated under the patronage of Prasanna Wickramasuriya, the Chairman of Airport and Aviation Services Sri Lanka.

Customers who purchase selected products at the arrival and departure ‘World Duty Free’ shops will stand a chance to win daily and weekly prizes.

As the promotion continues for eight weeks, eight winners will be selected though scratch cards on a weekly basis. The first five weekly winners who will be selected prior to the cricket world cup finals will enjoy either the ‘Champions Prize Package’ or ‘First Runner-up Prize Package’. Each weekly prize package winner and their

chosen travel partner will enjoy an Air Senok helicopter ride either from Colombo to Trincomalee or vice versa, with a stay in a Beach Chalet at the Hotel Chaaya Blu in Trincomalee awith the opportunity to catch the excitement of T20 Cricket World Cup Finals on a giant screen.

All weekly winners and their companions will be given the opportunity to cruise in the Indian Ocean on a luxury yacht owned by Ceysail Cruises to watch Dolphins and Whales. The winners will get back to Colombo the next day evening on the Air Senok helicopter while the others will fly back in a MA 60 aeroplane.

The three weekly winners, who will be selected after the Cricket World Cup, will enjoy the ‘Second Runner-up Prize Package’. The winners and their travel partners will enjoy a unique air taxi (sea plane) ride from Colombo to Koggala, followed by the luxury yacht excursion to watch Dolphins and Whales. The winners will be treated to a one night full board stay for two at Hotel Chaaya Tranz – Hikkaduwa.

Over 1,800 daily winners will also walk away with Sri Lanka Cricket T-shirts, Caps and other merchandise.