

Cinnamon Hotels & Resorts

Cinnamon Future of Tourism Media Coverage Report

August/September 2019



Medium	Value LKR
Local Print Media	15, 649,749
TV Coverage	3,931,466
International Media	4,688,846.89
TOTAL	24,270,061.89

Primetime TV News Coverage

DATE	CHANNEL	CLIP ID	Durati on	VALUE
9/23/2019	Channel Eye	Channel Eye News (20190923-210934-211547).avi	6:14	436,333
9/24/2019	Channel Eye	Channel Eye News (20190924-211019-211318).avi	3:00	210,000
9/23/2019	ITN	ITN News (20190923-214527-214706).avi	1:40	333,333
9/23/2019	Rupavahini	Rupavahini News (20190923-201031-201300).avi	2:30	270,000
9/24/2019	Rupavahini	Rupavahini News (20190924-202735-202949).avi	2:15	405,000
9/23/2019	Sirasa	Sirasa News (20190923-192609-192709).avi	1:01	549,000
9/23/2019	Siyatha News	Siyatha News (20190923-184624-184845).avi	2:22	576,000
9/23/2019	Swarnawahini	Swarnawahini News (20190923-224913-225218).avi	3:06	744,000
9/23/2019	TNL	TNL News (20190923-210655-210848).avi	1:54	91,200
9/23/2019	TV 1	TV 1 News (20190923-211902-212205).avi	3:04	73,600
Oct-2019	HI TV	HI TV Satellite Channel		65,000
		TOTAL		3,931,466

Print Media Coverage

DATE	PUBLICATION	TITLE	ARTVAL
9/1/2019	SUNDAY TIMES	Cinnamon Spearheads Sri Lanka's destination Recovery plan	123,375
9/4/2019	DAILY ISLAND	Cinnamon's Tourism Summit to feature leading destination marketers	239,616
9/5/2019	DAILY FT	Cinnamon Spearheads destination marketing in sri lanka	778,125
9/8/2019	SUNDAY MORNING	Cinnamon unveils destination marketing oriented tourism recovery strategy	540,000
9/8/2019	SUNDAY CEYLON TODAY	Spearheading destination Marketing	653,400
9/8/2019	SUNDAY ISLAND	Cinnamon To Spearhead destination Marketing in SL	266,760
9/9/2019	DAILY NEWS	Cinnamon To Spearhead destination Marketing in SL	236,436
9/10/2019	DAILY CEYLON TODAY	Spearheading A expedited Recovery	432,000
9/11/2019	DAILY MIRROR	Cinnamon To Spearhead destination Marketing in SL	207,000
9/12/2019	DAILY CEYLON TODAY	Cinnamon 'Future Of Tourism Summit to Host Investor Forum	420,000
9/15/2019	SUNDAY MORNING	Cinnamon Future of Tourism Summit To host Investor Forum	418,500
9/15/2019	SUNDAY ISLAND	Cinnamon Future of Tourism Summit To Host Investor Forum to Explore way forward	480,168
2019-09-16	DAILY FT	Cinnamon future of tourism summit to host investor forum to explore way forward	326,814
2019-09-18	DAILY MIRROR	Cinnamon Future of Tourism Summit To Explore way forward	216,000
2019-09-19	DAILY FT	The Speakers	812,364
2019-09-21	DAILY MIRROR	Future Of Tourism Summit 2018	202,176
2019-09-22	SUNDAY VIRAKESARI	Cinnamon Future of Tourism Summit 2019 Tomorrow	153,564
2019-09-22	SUNDAY LANKADEEPA	Cinnamon Future of Tourism Summit To Explore way forward	153,036
2019-09-22	SUNDAY MORNING	Cinnamon Future of Tourism Summit 2019 Tomorrow	243,000
2019-09-22	SUNDAY ISLAND	Cinnamon Hosts top Global destination experts for future of tourism summit 2019	227,634
2019-09-22	SUNDAY TIMES	CNN Correspondent Richard Quest to share insights at Cinnamon Future of Tourism Summit	208,782

2019-09-23	DAILY ISLAND	Cinnamon Future of Tourism Summit Today	56,160
2019-09-23	DAILY FT	Cinnamon Hosts top Global destination experts for future of tourism summit 2019	435,750
2019-09-23	DAILY ISLAND	Cinnamon Future of Tourism Summit	97,344
2019-09-24	DAILY NEWS	Travelling Sans passports,the future of travel-Quest	291,000
2019-09-24	DAILY MIRROR	Govt.Interference has led to sri lankan's downfall,Ranil tells CNN's Quest	162,000
2019-09-24	DAILY MIRROR	Ranil at 'Future Of Tourism'	14,400
2019-09-24	DAILY ARUNA	Ranil at 'Future Of Tourism'	40,500
2019-09-24	DAILY FT	CNN's Richard asks Ranil FAQ	201,690
2019-09-24	DAILY EXPRESS	More privat participation in tourism Promotion Needed	112,500
2019-09-24	DAILY THINAKARAN	Ranil at 'Future Of Tourism'	33,750
2019-09-24	DAILY LANKADEEPA	UNP Presidential Candidate Is Still a Secret	80,640
2019-09-24	DAILY FT	CNN's Richard asks Ranil FAQ	201,690
2019-09-24	DAILY ISLAND	Ranil at 'Future Of Tourism'	76,500
2019-09-24	DAILY FT	PM backs decisive private sector role in future of tourism	941,220
2019-09-24	DAILY ISLAND	Cinnamon Future of Tourism Summit 2019	174,720
2019-09-28	DAILY MIRROR	Cinnamon launches we are one to celebrate unity in diversity for world tourism Day	86,400
2019-09-28	DAILY ISLAND	Cinnamon Music Video 'We are one' Celebrates Unity in diversity	62,400
2019-09-29	SUNDAY CEYLON TODAY	FOT Summit 2019 wants govt tgo put asid ' lethargic bureaucracy'	1,072,500
2019-09-29	SUNDAY MORNING	Consensus builds around the privatisation of tourism promotion	472,500
2019-09-29	SUNDAY TIMES	Cinnamon Future of tourism summit 2019 opportunities galore in tourism's darkest days	638,625
2019-09-29	SUNDAY ISLAND	Cinnamon Future of Tourism Summit 2019 gathers esteemed destination marketers from around the globe	384,135
2019-09-29	SUNDAY MORNING	cinnamon FOT 2019 analyses post-Easter tourism industry	504,000
2019-09-29	SUNDAY ISLAND	Cinnamon launches we are one to celebrate unity in diversity for world tourism Day	119,700
2019-09-30	DAILY NEWS	Dimo Launches third generation Mercedes-Benz sprinter van	232,800
2019-09-30	LMD	Tourism Recovery	179,100
2019-09-30	DAILY NEWS	Cinnamon launches we are one to celebrate unity in diversity for world tourism Day	145,500

DATE	PUBLICATION	TITLE	ARTVAL
2019-08-11	SUNDAY TIMES	Cinnamon's Future of Tourism Summit' to explore 'Challenges and Growth in the Face of crisis	147,375
2019-08-16	DAILY FT	Cinnamon Future of Tourism Summit 2019 to explore in the ' Challenges and growth in the face of a crisis	466,875
2019-08-18	THE SUNDAY MORNING	cinnamon's 2019 tourism summit to explore growth in a crisis	337,500
2019-08-19	DAILY NEWS	Cinnamon's 'Future of Tourism Summit 2019' on Sept.23	167,325
2019-08-21	DAILY MIRROR	Cinnamon's FOT 2019 to explore challenges,growth in face of crisis	374,400

TOTAL PRINT PR VALUE - LKR 15, 649,749

International PR Coverage

3/9/2019	Tourism News live	<u>Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka</u>	Online	Online Color	30000
3/9/2019	Travel Biz Monitor	<u>Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka</u>	Online	Online Color	30000
Sep,2019	Travelsapes	<u>Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka</u>	Online	Online Color	30000
2/9/2019	Mumbai Newz	<u>Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019'</u>	Online	Online Color	30000
2/9/2019	Corporate Newz	<u>Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka</u>	Online	Online Color	30000
2/9/2019	National Herald News	<u>Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka</u>	Online	Online Color	50000

September, 2019	MICE Insiders	Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka	National	Print Color	45000
2/9/2019	Business News Trends	Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019'	Online	Online Color	30000
2/9/2019	Mumbai Newz	Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019'	Online	Online Color	30000
2/9/2019	Travel Trade Journal	Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka	Online	Online Color	30000
Sep,2019	The Voice of Chandigarh	Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka	Online	Online Color	30000
5/9/2019	Udaipur Times	Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka	Online	Online Color	50000
10/9/2019	Express Food & Hospitality	Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka	Online	Online Color	30000
4/9/2019	Travel Daily Media	Cinnamon Hotels to host Future of Tourism Summit in Sri Lanka	Online	Online Color	50000
2/9/2019	Travel Trends Today	Cinnamon Hotels To Host 'Future Of Tourism Summit 2019'	Online	Online Color	30000
6/9/2019	Travel and Tour World	In Sri Lanka, Cinnamon Hotels to organize Future of Tourism Summit	Online	Online Color	30000
2/9/2019	Travel and Tour World	Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka	Online	Online Color	30000
2/9/2019	The Hotel Times	Cinnamon Hotels & Resorts to host	Online	Online Color	30000

**INR 615,000 * 3, INR 1,845,0000 *2.54 =
LKR 4,688,846.89**

Radio Trailers/Endorsements

- Yes FM
- Legends FM

PRINT MEDIA COVERAGE

*Online versions of the same articles appeared on respective sites

Cinnamon spearheads Sri Lanka's destination recovery plan

Spearheading a tourism-industry-led revival after the Easter Sunday attacks is Cinnamon Hotels and Resorts, strategically driving forth multiple campaigns, promotions and initiatives in the recent four month period.

"First and foremost, the support and love Sri Lanka received soon after the attacks from across the globe was truly reassuring and promising," said Jit Gunaratne, President Leisure Sector John Keells Group, in a statement. "We received truly uplifting messages from celebrity guests that Cinnamon hosted throughout the years, urging and encouraging us to show the world our true Sri Lankan spirit."

To first project a positive image of the country, Cinnamon created a video featuring comments by international celebrities urging the world to visit Sri Lanka. The heart-warming video produced by Cinnamon in collaboration with the Sri Lanka Tourism Board as part of the 'Love Sri Lanka' cam-

paign saw celebrities hosted by Cinnamon such as celebrated English food writer and TV personality Nigella Lawson, celebrity Aussie chef and restaurateur George Calombaris and world famous musicians such as Shaggy and Joaquin Quino McWhinney of Big Mountain sharing their love and support went viral within a few days. The video also showed footage of countries around the world, from France to Indonesia, from the Netherlands to Dubai, all in solidarity with Sri Lanka.

The feedback, engagement and response to the video led Cinnamon to further engage with popular celebrities as destination ambassadors to promote Sri Lanka, among them Miss World 2017 Manushi Chhillar, and former Miss Sri Lanka and famed Bollywood actress Jacqueline Fernandez.

"Our top source market over the past decade has been India, and one of our main objectives through strategic partnerships with destination ambassadors was to further pene-

trate our key Indian demographic," said Dileep Mudadeniya, Vice President John Keells Holdings, Head of Brand Marketing Cinnamon Hotels and Resorts.

The visits of Ms. Chhillar and Ms. Fernandez garnered much publicity through the public relations network across India through several mediums such as Television, Print, Social Media and online.

"Cinnamon has always strived to be a hospitality trendsetter by using digital marketing strategies as well as the latest trends in influencer marketing to create visibility for our brand and Sri Lanka," noted Mr. Mudadeniya.

Cinnamon has also been shortlisted for the International Travel & Tourism Awards 2019 (ITTA) under the Best Digital Campaign in Tourism category for the Cinnamon Travel Blogger Conference Asia (Cinnamon TBC Asia) - a pioneering digital strategy implemented to enhance Cinnamon's digital footprint among the virtually influenced global tourist market.

Sunday Times 01.09.2019

Cinnamon's Tourism Summit to feature leading destination marketers

Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on September 23 at the Cinnamon Grand Colombo.

Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts, so they can share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters.

With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.

This year's FOT 2019 summit will feature an exclusive line-up of speakers and in-depth talks with top destination marketers and travel industry professionals. The summit will kick-off with the keynote speaker of FOT 2019, Anita Mendiratta (Special Advisor to the Secretary General, UNWTO) who will explore her topic 'Rising Above - Emerging Stronger Through Crisis' followed by a special discussion on the comprehension of future of tourism locally and globally, with Richard Quest (CNN Correspondent and host of Quest Means Business).

On the topic of 'Facing a Crisis - Best Practices and implementing a winning destination campaign' Puneet Chhatwal (Managing Director and CEO of Taj Hotels, TATA Group) will share his experiences and initiatives for Taj Hotels.

He will then join Dileep Mudadeniya (Vice President John Keells Group, Head of Brand Marketing Cinnamon Hotels & Resorts and CEO Cinnamon Life Mall) and Anita Mendiratta for the first panel discussion moderated by Damian Cook



Anita Mendiratta



Richard Quest



Krishan Balendra

(CEO, E-Tourism Frontiers). Besides being the conference curator and moderator to panel discussions, Damian Cook will also speak on 'Priority actions, partners and channels when connecting with resilient markets'.

The summit will also feature Ashish Hemrajani (Founder and CEO, Book My Show) who will speak on the 'Role of Entertainment in Destination Rebuilding', Vesta Ratkeviciute (Sr. Regional Communications & Marketing Consultant - Southeast Asia Euromonitor International) on 'Global Consumer Trends; Opportunities for the Travel Industry', Michael Yam (CEO and Managing Director of Impetus Alliance) on 'The breakthrough in Investment tourism' and Vidhi Godiawala (Business Development Manager, Central & South Asia, STR) on 'Post recovery of Accommodation Sector - Lessons from other destinations and trends in Sri Lanka' and Derek Jones (CEO, DER Touristik UK) on 'Building destination confidence amongst tour operators'.

An investor forum discussion will be conducted consisting of a panel of Dillip Rajakarier (CEO Minor Hotel Group), Malik Fernando (Managing Director, Resplendent Ceylon), Krishan Balendra (Chairman, John Keells Holdings) and Shiromal Cooray (Chairman, Jetwing Hotels) which will be moderated by Murtaza Jafferjee (CEO, JB Securities). A closing panel will focus on hospitality best practices, implementing a winning destination campaign and a recovery marketing plan with reference to case-studies from Kenya, Bali and Taj Hotels with Vidhi Godiawala, Derek Jones, Vesta Ratkeviciute, and Ashish Hemrajani moderated by Damian Cook.

Daily Island 04.09.2019



Multiple campaigns implemented by hospitality chain following 4/23 in spearheading a hard-earned and expedited recovery of the island as world's top travel destination

In just four months following the horrifying terror attacks that threatened to derail the fast flourishing tourism industry of Sri Lanka, a strong recovery strategy implemented by key industry players such as Cinnamon Hotels and Resorts has enabled the sector to effectively address and avert an international crisis.

Signalling this revival, the hospitality chain has initiated a number of campaigns, an encouraging celebrity video with VIP guests who have graced Cinnamon over the past few years, internationally renowned celebrity destination ambassadors such as the former Miss Sri Lanka, Jacqueline Fernandez and Miss World, Manushi Chhillar, an innovative destination concept through a Friend Home to engage all Sri Lankans in the revival of the industry, the Future of Tourism (FOT) Summit featuring famed CNN correspondent Richard Quest, and the Cinnamon Wellness Retreat.

While strategically driving both these multiple campaigns, destinations and initiatives within a short period of time, Cinnamon set again put Sri Lanka on the world map by launching a covered PRFTA, Cold Aard this year, ensuring Sri Lanka remains well-positioned in the global spotlight as a destination with wonderfully diverse exceptional offerings and most importantly, as a safe place to travel.

"First and foremost, the support and love Sri Lanka received soon after the attacks from across the globe was truly reassuring and promising," stated Janka Ercicella, General Manager, Senior President, Jit Ganesaratne. "We received truly uplifting messages from celebrity guests that Cinnamon bonded throughout the years, trying and encouraging us to show the world our true Sri Lankan spirit."

Projecting a positive image
In first project a positive image of the country, Cinnamon proceeded to create a video featuring celebrities hosted by the hotel chain, calling on the world to visit Sri Lanka.

The heart warming video greeted by Cinnamon in collaboration with the Sri Lanka Tourism Board as part of the Love Sri Lanka campaign has showcased Sri Lanka through the destination such as celebrated chefs Nigella Lawson and George Calombaris, world famous musicians such as Sheryl Crow and Jojo Whildon of Big Mountain sharing their love and support went viral within a few days.

The feedback, engagement and response to the celebrity video and Cinnamon to further engage with popular celebrities and destination ambassadors to promote Sri Lanka, shared their Miss World 2017 Manushi Chhillar and former Miss Sri Lanka and famed Bollywood actress Jacqueline Fernandez.

"Our top priority market over the past decade has been India, and our main objectives through various partnerships with destination ambassadors was to further promote our key Indian demographic. The Cinnamon celebrity program was architected to ensure tourists that Sri Lanka is once

Cinnamon spearheads destination marketing in Sri Lanka

P23

Cinnamon spearheads destination marketing in Sri Lanka



Manushi Chhillar



Manushi Chhillar in Sigirya



Manushi Chhillar



Manushi Chhillar in Sigirya

again a safe destination for travel. Celebrity content also sheds light on the wide array of attractions in Sri Lanka that can be explored and enjoyed," Janka Ercicella, General Manager, Senior President, Jit Ganesaratne. "We received truly uplifting messages from celebrity guests that Cinnamon bonded throughout the years, trying and encouraging us to show the world our true Sri Lankan spirit."

Manushi Chhillar
Chhillar was first to visit Sri Lanka in July, charter of Cinnamon, and shared across the country with visits to multiple Cinnamon properties and major local attractions. The video of Chhillar's Sri Lankan escapades garnered over 1.1 million views and engagements across her Instagram, Twitter and Facebook and nearly 300,000 views and engagements on Cinnamon's Facebook, Instagram and YouTube handles.

With 1.1 million followers on Instagram and almost a million followers on Facebook, the former Miss World was instrumental in increasing the sharing and engagement for Sri Lankan-based content across multiple digital platforms. Before her departure, Sri Lanka is ranked in the world and the No.10 trendiest destination for 2019.



Guru Ganesha Festival



Guru Ganesha Festival

Hospitality transducer
"Cinnamon has always strived to be a quality transducer by using digital marketing strategies as well as the latest trends in influencer marketing and social media to



Guru Ganesha Festival



Jacqueline Fernandez



Jacqueline Fernandez with Cinnamon staff



Jacqueline Fernandez

clear indicator of the sheer impact that celebrity endorsements can have." Manushi Chhillar continued. The steady industry revival has been further strengthened with Cinnamon launching the prestigious Pacific Asia Travel Association (PATA) Gold Award for Heritage and Culture for the Guru Ganesha Festival, Sri Lanka's first international festival performance and event held in collaboration with the Janka Ercicella Foundation and the Cinnamon Value Dance Foundation (CVD). This was the only Sri Lankan entry to be recognized by PATA in 2019.

Cinnamon has also been shortlisted for the International Travel & Tourism Awards for 2019 under the Best Digital Campaign in Tourism category for the Travel Blogger Conference Asia (TBC Asia) a pioneering digital strategy implemented to enhance Cinnamon's digital footprint across the global hotel market.

With its travel bloggers from around the world, Cinnamon's first real-time destination and brand-based content, Cinnamon reached over 1.1 million followers across Facebook, Twitter, Instagram, YouTube and travel blogs, resulting in over 30 million unique digital impressions.

Future of Tourism summit
The continued progress enabled Cinnamon to host the first annual Future of Tourism summit (FOT) to be held over this month, under the timely theme "Challenges and Growth in the Face of COVID-19".



Guru Ganesha Festival



Guru Ganesha Festival



Guru Ganesha Festival



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Guru Ganesha Festival



Guru Ganesha Festival



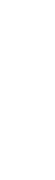
Guru Ganesha Festival



Guru Ganesha Festival



Guru Ganesha Festival



Guru Ganesha Festival



Guru Ganesha Festival

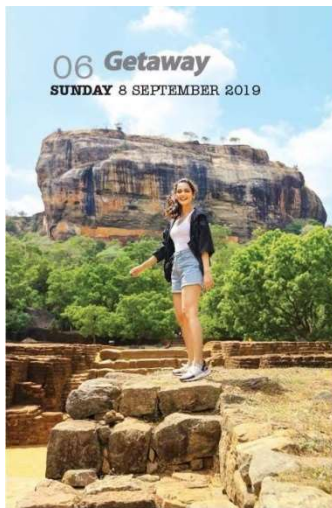


Guru Ganesha Festival



Guru Ganesha Festival

Daily FT 05.09.2019



06 **Getaway**
SUNDAY 8 SEPTEMBER 2019

In just four months following the horrifying terror attacks that threatened to derail the fast flourishing tourism industry of Sri Lanka, a strong recovery strategy implemented by key industry players such as Cinnamon Hotels and Resorts has enabled the sector to effectively address and avert an emergent crisis. Spearheading this revival, the hospitality chain has initiated a number of campaigns; an encouraging celebrity video with VIP guests who have graced Cinnamon over the past few years. Internationally renowned celebrity destination ambassadors such as former Miss Sri Lanka, Jacqueline Fernandez and Miss World, Manushi Chhillar, an innovative destination campaign 'Bring a Friend Home' to engage all Sri Lankans in the revival of the industry, the future of

Tourism (FOT) Summit featuring famed CNN correspondent Richard Quest, and the first ever Cinnamon Wellness Retreat. While strategically driving forth these multiple campaigns, promotions and initiatives within a short period of time, Cinnamon yet again put Sri Lanka on the world map by bagging a coveted PATA Gold Award this year, ensuring Sri Lanka remains well-positioned in the minds of tourists as a destination with wonderfully diverse experiential offerings and most importantly, as a safe place to travel. "First and foremost, the support and love Sri Lanka received soon after the attacks from across the globe was truly reassuring and promising," stated Jit Gunaratne, President Leisure Sector John Keells Group. "We received truly uplifting messages from celebrity



Cinnamon takes the lead Spearheading destination marketing

guests that Cinnamon hosted throughout the years, urging and encouraging us to show the world our true Sri Lankan spirit." To first project a positive image of the country, Cinnamon proceeded to create a video featuring comment by these international celebrities hosted by the hotel chain, calling on the world to visit Sri Lanka. The heart-warming video produced by Cinnamon in collaboration with the Sri Lanka Tourism Board as part of the 'Love Sri Lanka' campaign saw celebrities such as celebrated chef Nigella Lawson and George Clooney, world famous musicians such as Shaggy and Joaquin Guino McWhinney of Big Mountain sharing their love and support went viral within a few days.

The feedback, engagement and response to the celebrity video led Cinnamon to further engage with popular celebrities as destination ambassadors to promote Sri Lanka, among them Miss World 2017 Manushi Chhillar, and former Miss Sri Lanka and famed Bollywood actress Jacqueline Fernandez. Vice President John Keells Group Head of Brand Marketing Cinnamon Hotels and Resorts, CEO Cinnamon Life Mall, Deep Mudadeniya commented on their strategy, "Our top source market over the past decade has been India, and our main objective through strategic partnerships with destination ambassadors was to further penetrate our key Indian demographic. The Cinnamon celebrity programme was architected to reassure tourists that Sri Lanka is once again a safe



destination for travel. Celebrity content also sheds light on the wide array of attractions in Sri Lanka that can be experienced and explored," Mudadeniya elaborated.

Chhillar was first to visit Sri Lanka in July, courtesy of Cinnamon, and toured across the country with visits to multiple Cinnamon properties and major local attractions. The video of Chhillar's Sri Lankan escapades garnered over 4.1 Million views and engagements across her Instagram, Twitter and Facebook and nearly 360,000 views and engagements on Cinnamon's Facebook, Instagram and YouTube handles. With 5.7 million followers on Instagram and almost a million followers on Facebook, the former Miss World was instrumental in increasing the sharing and

engagements for Sri Lankan-based content across multiple digital platforms following her statement, "It's no wonder Sri Lanka is ranked as the best island in the world and the No. 1 travel destination for 2019".

Jacqueline Fernandez visited Sri Lanka in August to kick off Cinnamon's Bring a Friend Home (BFFH) campaign, an innovative promotion that gives Sri Lankans an opportunity to invite friends from all over the world to experience the hospitality of home-sweet-home. Sri Lankans were called to nominate foreign friends to visit Sri Lanka on the official website bringfriendhome.com where invitations can be sent to foreign friends abroad from 30th July - 15th December 2019 for stays within the same period.

Fernandez' participation in the campaign to celebrate her birthday in Sri Lanka with 15 of her friends and family generated nearly 20 million unique views and engagements on her Facebook, Instagram and Twitter. On her Instagram account alone, her posts reached nearly 17 million engagements, with close to 3 million engagements on Facebook. With a following of 31.7 million, Jacqueline's video of the trip was received most positively on Instagram - a testament to the



incredible reach and impact that celebrity participation in the campaign has and will continue to have. Both the visits of Manushi Chhillar and Jacqueline Fernandez garnered much publicity through the Public Relations network across India through several mediums such as Television, Print, Social Media and online. "Cinnamon has always strived to be a hospitality trendsetter by using digital marketing strategies as well as the latest trends in influencer marketing and this campaign is a clear indicator of the sheer impact that celebrity endorsements can have," Mudadeniya continued. The steady industry revival has been further strengthened with Cinnamon clinching the Prestigious Pacific Asia Travel Association (PATA) Gold Award for Heritage and Culture for the Galle On Festival, Sri Lanka's first immersive traditional performing arts experience held in collaboration with the John Keells Foundation and the Chitrana Vajira Dance Foundation (CVDF). This was the only Sri Lankan entry to be recognised by PATA in 2019.

Cinnamon has also been shortlisted for the International Travel & Tourism Awards 2019 (ITTA) under the Best Digital Campaign in Tourism category for the Travel Blogger Conference Asia (TBC Asia) - a pioneering digital strategy implemented to enhance Cinnamon's digital footprint across



the global tourist market. With 60 travel bloggers from around the world communicating near real-time destination and brand-based content, Cinnamon reached over 5.5 million followers across Facebook, Twitter, Instagram, YouTube and travel blogs, resulting in over 20 million unique digital impressions.

The continued progress enabled Cinnamon to host the third edition of the 'Future of Tourism Summit' (FOT 2019) to be held later this month, under the timely theme 'Challenges and Growth in the Face of a Crisis'. This year's event will feature an exclusive line-up of speakers including Richard Quest - CNN Correspondent and host of Quest Means Business, Anita Mendiratta - Special Advisor to the Secretary General, UNWTO, and other top global destination experts, to share their specialist knowledge and insights on how tourism industries can implement sustainable strategies to recover and rebuild following a period of

Getaway 07
SUNDAY 8 SEPTEMBER 2019



crisis. As a result of such continued efforts during the past four months, Cinnamon was proud to announce the first-ever Cinnamon Wellness Retreat planned for November this year. This promotional campaign paves the way for Sri Lanka's tourism industry to move forward with a progressive vision, safely anchored to the legacy of hospitality, healing and self-discovery on an enchanted paradise isle. The immersive 10-day programme will be launched at Cinnamon Lodge Habarana, reassured of a stabilising industry and promise to reconnect with Sri Lanka's world-renowned experiential tourism vertical. "We as industry leaders have understood the role and responsibility of Cinnamon in the most perplexing of times, and stepped up to the challenge. Our teams were working full days, seven-day weeks to ensure that our industry, and not just our properties were getting back on track. Our main objective over the last four months and in the coming months will be to propel forward and continue with our campaigns to recover Sri Lanka's tourism industry, and support all stakeholders and communities that are still dependent on it for their livelihoods. I'm humbled by the amazing response and steadily increasing tourist numbers. The world is definitely falling in love with Sri Lanka all over again, and Cinnamon is proud to be part of the revival."

Sunday Ceylon Today 08.09.2019

Cinnamon to spearhead Destination Marketing in Sri Lanka

In just four months following the horrifying terror attacks that threatened to derail the fast flourishing tourism industry of Sri Lanka, a strong recovery strategy implemented by key industry players such as Cinnamon Hotels and Resorts has enabled the sector to effectively address and avert an emergent crisis.

Spearheading the revival, the hospitality chain has initiated a number of campaigns; an encouraging celebrity video with VIP guests who have graced Cinnamon over the past few years, internationally renowned celebrity destination ambassadors such as former Miss Sri Lanka, Jacqueline Fernandez and Miss World, Manushi Chhillar, an innovative destination campaign 'Bring a Friend Home' to engage all Sri Lankans in the revival of the industry, the Future of Tourism (FOT) Summit featuring famed CNN correspondent Richard Quest, and the first-ever Cinnamon Wellness Retreat.

While strategically driving forth these multiple campaigns, promotions and initiatives within a short period of time, Cinnamon yet again put Sri Lanka on the world map by bagging a coveted PATA Gold Award this year, ensuring Sri Lanka remains well-positioned in the minds of tourists as a destination with wonderfully diverse experiential offerings and most importantly, as a safe place to travel.

"First and foremost, the support and love Sri Lanka received soon after the attacks from across the globe was truly reassuring and promising," says J.I. Gunaratne, President Leisure Sector, John Keells Group. "We received truly uplifting messages from celebrity guests that Cinnamon hosted throughout the years, urging and encouraging us to show the world our true Sri Lankan spirit."

To project a positive image of the country, Cinnamon proceeded to create a video featuring comments by these international celebrities hosted by the hotel chain, calling on the world to visit Sri Lanka. The heart-warming video produced by Cinnamon in collaboration with the Sri Lanka Tourism Board as part of the 'Love Sri Lanka' campaign saw celebrities such as celebrated chefs Nigella Lawson and George Calombaris, world famous musicians such as Shaggy and Joaquin Quino McWhinney of Big Mountain sharing their love and support went viral within a few days.



Jacqueline Fernandez during her visit to Sri Lanka to kick off Cinnamon's Bring a Friend Home (BAFH) campaign.

The feedback, engagement and response to the celebrity video led Cinnamon to further engage with popular celebrities as destination ambassadors to promote Sri Lanka, among them Miss World 2017 Manushi Chhillar, and former Miss Sri Lanka and famed Bollywood actress Jacqueline Fernandez. "Our top source market over the past decade has been India, and our main objectives through strategic partnerships with destination ambassadors was to further penetrate our key Indian demographic."

The Cinnamon celebrity program was architected to reassure tourists that Sri Lanka is once again a safe destination for travel. Celebrity content also sheds light on the wide array of attractions in Sri Lanka that can be experienced and explored."

Chhillar was first to visit Sri Lanka in July, courtesy of Cinnamon, and toured across the country with visits to multiple Cinnamon properties and major local attractions. The video of Chhillar's Sri Lankan escapades garnered over 4.1 million views and engagements across her Instagram, Twitter and Facebook and nearly 360,000 views and engagements on Cinnamon's Facebook, Instagram and YouTube handles. With 5.7 million followers on Instagram and almost a million followers on Facebook, the former Miss World was instrumental in increasing the sharing and engagements for Sri Lankan-based

content across multiple digital platforms following her statement, "It's no wonder Sri Lanka is ranked as the best island in the world and the No. 01 travel destination for 2019".

Jacqueline Fernandez visited Sri Lanka in August to kick off Cinnamon's Bring a Friend Home (BAFH) campaign, an innovative promotion that gives Sri Lankans an opportunity to invite friends from all over the world to experience the hospitality of home-sweet-home. Sri Lankans were called to nominate foreign friends to visit Sri Lanka on the official website www.bringafriendhome.com where invitations can be sent to foreign friends abroad from 30th July - 15th December 2019 for stays within the same period.

Fernandez' participation in the campaign to celebrate her birthday in Sri Lanka with 15 of her friends and family generated nearly 20 million unique views and engagements on her Facebook, Instagram and Twitter. On her Instagram account alone, her posts reached nearly 17 million engagements, with close to 3 million engagements on Facebook. With a following of 31.7 million, Jacqueline's video of the trip was received most positively on Instagram - a testament to the incredible reach and impact that celebrity participation in the campaign has and will continue to have. The both the visits of Manushi Chhillar and Jacqueline Fernandez garnered much publicity through the Public Relations network across India through several mediums such as Television, Print, Social Media and online.

Sunday Island 08.09.2019

In just four months following the terror attacks that threatened to derail the fast-flourishing tourism industry of Sri Lanka, a strong recovery strategy implemented by key private sector players such as Cinnamon Hotels & Resorts has gone a long way in enabling the sector to effectively address and avert an emergent crisis.

To first project a positive image of the country, Cinnamon created a video featuring comments by international celebrities hosted by the hotel chain over the years, calling on the world to visit Sri Lanka. The video produced by Cinnamon in collaboration with the Sri Lanka Tourism Board (SLTB) as part of the "Love Sri Lanka" campaign saw celebrities such as famous chefs Nigella Lawson and George Calombaris and well-known musicians such as Shaggy and Joaquin Quino McWhinney of Big Mountain sharing their love and support; the video went viral within a few days.

"First and foremost, the support and love Sri Lanka received soon after the attacks from across the globe was truly reassuring and promising," stated John Keells Group – Leisure President Jit Gunaratne. "We received truly uplifting messages from celebrity guests Cinnamon hosted throughout the years, urging and encouraging us to show the world our true Sri Lankan spirit."

The feedback, engagement, and response to the celebrity video led Cinnamon to further engage with popular celebrities as destination ambassadors to promote Sri Lanka, and among them are Miss World 2017 Manushi Chhillar and former Miss Sri Lanka and famed Bollywood actress Jacqueline Fernandez.

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Cinnamon unveils destination marketing oriented tourism recovery strategy



JKH Chairman Krishan Balendra addressing Cinnamon TBC Asia

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social media, and online.

Cinnamon will also host the third edition of the "Future of Tourism Summit" (FOT 2019) later this month, under the timely theme "Challenges and Growth in the Face of a Crisis". This year's event will feature an exclusive lineup of speakers, including *CNN* Correspondent and host of *Quest Means Business* Richard Quest, United Nations World Tourism Organisation (UNWTO) Special Advisor to the Secretary General Anita Mendiratta, and other top global destination experts, to share their specialist knowledge and insights on how tourism industries can implement sustainable strategies to recover and rebuild following a period of crisis.

As a result of such continued efforts during the past four months, Cinnamon announced the first-ever Cinnamon Wellness Retreat planned for November this year. The immersive 10-day programme will be

Chhillar was first to visit Sri Lanka in July, courtesy of Cinnamon, and toured the country with visits to multiple Cinnamon properties and major local attractions



Manushi Chhillar at Sigiriya

launched at Cinnamon Lodge Habarana, reassured of a stabilising industry and promise to reconnect with Sri Lanka's world-renowned experiential tourism vertical.

"We, as industry leaders, have understood the role and responsibility of Cinnamon in the most perplexing of times and stepped up to the challenge. Our teams were working full days, seven-day weeks, to ensure that our industry, and not just our properties, was getting back on track. Our main objective over the last four months was and in the coming months will be to propel forward and continue with our campaigns to recover Sri Lanka's tourism industry, and support all stakeholders and communities that are still dependent on it for their livelihoods. I'm humbled by the amazing response and steadily increasing tourist numbers. The world is definitely falling in love with Sri Lanka all over again, and Cinnamon is

Cinnamon Wellness Retreat planned for November this year. The immersive 10-day programme will be launched at Cinnamon Lodge Habarana

proud to be part of the revival," said John Keells Group Vice President, Cinnamon Hotels & Resorts Head of Brand Marketing, and Cinnamon Life Mall CEO Dileep Mudadeniya.

While driving forth these multiple campaigns, promotions, and initiatives, Cinnamon also clinched the prestigious Pacific Asia Travel Association (PATA) Gold award for Heritage and Culture at the Guru Gedara Festival, Sri Lanka's first immersive traditional performing arts experience held in collaboration with the John Keells Foundation and Chitrastena Vajira Dance Foundation (CVDF). This was the only Sri Lankan entry to be recognised by PATA in 2019.

Furthermore, Cinnamon has also been shortlisted for the International Travel & Tourism Awards 2019 (ITTA) under the Best Digital Campaign in the Tourism category for the Travel Blogger Conference Asia (TBC Asia) – a pioneering digital strategy implemented to enhance Cinnamon's digital footprint across the global tourist market. With 60 travel bloggers from around the world communicating near real-time destination and brand-based content, Cinnamon reached over 5.5 million followers across Facebook, Twitter, Instagram, YouTube, and travel blogs, resulting in over 20 million unique digital impressions.

The Cinnamon Hotels & Resorts chain comprises 14 distinct hotels and resorts located in key areas across Sri Lanka and the Maldives. The brand embodies a passion for inspired living and promises holistic and enhanced experiences that are tailor-made to suit the specific interests of travellers. The Cinnamon brand focuses on delivering memorable holidays and getaways that deliver exceptional standards of service whilst showcasing the warmth and vibrancy of contemporary Sri Lankan hospitality.

Sunday Morning 08.09.2019

Cinnamon to spearhead destination marketing in Sri Lanka



Multiple campaigns implemented by hospitality chain following 4/21 is spearheading a hard-earned and expedited recovery of the island as world's top travel destination

In just four months following the horrifying terror attacks, a strong recovery strategy implemented by key industry players such as Cinnamon Hotels and Resorts has enabled the sector to effectively address and avert an emergent crisis.

Spearheading this revival, the hospitality chain has initiated a number of campaigns; an encouraging celebrity video with VIP guests who have graced Cinnamon over the past few years, internationally renowned celebrity destination ambassadors such as former Miss Sri Lanka, Jacqueline Fernandez and Miss World, Manushi Chhillar, an innovative destination campaign 'Bring a Friend Home' to engage all Sri Lankans in the revival of the industry, the Future of Tourism (FOT) Summit featuring famed CNN correspondent Richard Quest, and the first-ever Cinnamon Wellness Retreat.

"First and foremost, the support and love Sri Lanka received soon after the attacks from across the globe was truly reassuring and promising," stated Jit Gunaratne President Leisure Sector John Keells Group.

The video produced by Cinnamon in collaboration with the Sri Lanka Tourism Board as part of the 'Love Sri Lanka' campaign saw celebrities such as celebrated chefs Nigella Lawson and George Calombaris, world famous musicians such as Shaggy and Joaquin Quino McWhinney of Big Mountain sharing their love and support went viral within a few days.

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Jacqueline Fernandez visited Sri Lanka in August to kick off Cinnamon's Bring a Friend Home (BAFH) campaign, an innovative promotion that gives Sri Lankans an opportunity to invite friends from all over the world to experience the hospitality of home-sweet-home.

The steady industry revival has been further strengthened with Cinnamon clinching the prestigious Pacific Asia Travel Association (PATA) Gold Award for Heritage and Culture for the Guru Gedara Festival, Sri Lanka's first



immersive traditional performing arts experience held in collaboration with the John Keells Foundation and the Chitrassena Vajira Dance Foundation (CVDF). This was the only Sri Lankan entry to be recognized by PATA in 2019.

The continued progress enabled Cinnamon to host the third edition of the 'Future of Tourism Summit' (FOT 2019) to be held later this month, under the timely theme 'Challenges and Growth in the Face of a Crisis'.

This year's event will feature an exclusive line-up of speakers including Richard Quest - CNN Correspondent and host of Quest Means Business and other top global destination experts, to share their specialist knowledge and insights on tourism.

Cinnamon is also proud to announce the first-ever Cinnamon Wellness Retreat planned for November this year. The immersive 10-day programme will be launched at Cinnamon Lodge Habarana.

Daily News 09.09.2019

Spearheading a Expedited Recovery



In just four months following the horrifying terror attacks that threatened to derail the fast flourishing tourism industry of Sri Lanka, a strong recovery strategy implemented by key industry players such as Cinnamon Hotels and Resorts has enabled the sector to effectively address and avert an emergent crisis. Spearheading this revival, the hospitality chain has initiated a number of campaigns; an encouraging celebrity video with VIP guests who have graced Cinnamon over the past few years, internationally renowned celebrity destination ambassadors such as former Miss Sri Lanka, Jacqueline Fernandez and Miss World, Manushi Chhillar, an innovative destination campaign 'Bring a Friend Home' to engage all Sri Lankans in the revival of the industry, the Future of Tourism (FOT) Summit featuring famed CNN correspondent Richard Quest, and the first ever Cinnamon Wellness Retreat.

While strategically driving forth these multiple campaigns, promotions and initiatives within a short period of time, Cinnamon yet again put Sri Lanka on the world map by bagging a coveted PATA Gold Award this year, ensuring

Sri Lanka remains well-positioned in the minds of tourists as a destination with wonderfully diverse experiential offerings and most importantly, as a safe place to travel. "First and foremost, the support and love Sri Lanka received soon after the attacks from across the globe was truly reassuring and promising," stated President Leisure Sector John Keells Group, Jit Gunaratne. "We received truly uplifting messages from celebrity guests that Cinnamon hosted throughout the years, urging and encouraging us to show the world our true Sri Lankan spirit."

To first project a positive image of the country, Cinnamon proceeded to create a video featuring comments by these international celebrities hosted by the hotel chain, calling on the world to visit Sri Lanka. The heart-warming video produced by Cinnamon in collaboration with the Sri Lanka Tourism Board as part of the 'Love Sri Lanka' campaign saw celebrities such as celebrated chefs Nigella Lawson and George Calombaris, world famous musicians such as Shaggy and Joaquin Quino McWhirney of Big Mountain sharing their love and support went viral within a few days.

The feedback, engagement and response to the celebrity video led Cinnamon to further engage with popular celebrities as destination ambassadors to promote Sri Lanka, among them are Chhillar, and famed Bollywood actress Fernandez. "Our top source market over the past decade has been India, and our main objectives through strategic partnerships with destination ambassadors was to further penetrate our key Indian demographic. The Cinnamon celebrity programme was architected to reassure tourists that Sri Lanka is once again a safe destination for travel. Celebrity content also sheds light on the wide array of attractions in Sri Lanka that can be experienced and explored," Mudadeniya elaborated.

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Daily Ceylon Today 10.09.2019

Cinnamon to spearhead destination marketing in SL



Nigella Lawson

In just four months following the horrifying terror attacks that threatened to derail the fast flourishing tourism industry of Sri Lanka, a strong recovery strategy implemented by key industry players such as Cinnamon Hotels and Resorts has enabled the sector to effectively address and avert an emergent crisis.

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The steady industry revival has been further strengthened with



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Cinnamon clinching the Prestigious Pacific Asia Travel Association (PATA) Gold Award for Heritage and Culture for the Guru Gedara Festival, Sri Lanka's first immersive traditional performing arts experience held in collaboration with the John Keells Foundation and the Chitrasena Vajira Dance Foundation (CVDF). This was the only Sri Lankan entry to be recognized by PATA in 2019.

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Cinnamon is also proud to announce the first-ever Cinnamon Wellness Retreat planned for November this year. The immersive 10-day programme will be launched at Cinnamon Lodge Habarana, reassured of a stabilizing industry and promise to reconnect with Sri Lanka's world-renowned experiential tourism vertical.

Daily Mirror 11.09.2019

Cinnamon 'Future of Tourism Summit' to host Investor Forum



Krishan Balendra (Chairman John Keells Group)

In celebration of World Tourism Day, the Cinnamon Future of Tourism Summit is set to be held on 23 September at the Cinnamon Grand Colombo, under the theme 'Challenges and Growth in the Face of Crisis'. One of the highlights of this year's event will be an exclusive investor forum that will feature top industry professionals, who will shed light on how the industry can continue to attract international interest and investment. This will be an opportunity to listen to industry leaders on their views of the potential the industry has and the challenges faced in tourism in Sri Lanka.

With Sri Lanka securing a place in Lonely Planet's 'Top 10 Countries to Travel to in 2019' list, the investment in Sri Lanka's tourism sector was steadily growing. Following the 4/21 attacks, the industry has rallied together to recover, rebuild and gear up for a new era of growth. The investor forum will be moderated by JB Securities CEO, Murtaza Jafferjee, and will bring together thought-leaders in the local and regional travel industry, providing them a platform to discuss new ideas and strategies that will revive investment in Sri Lanka's travel sector.

Sharing their ideas at the forum will be the Minor Hotel Group CEO and Minor International COO, Dilip Rajakarier. From working at Orient Express Hotels, Trains & Cruises, to becoming part of the senior leadership



Anita Mendiratta (Special Advisor to the Secretary-General, UNWTO)

at the Minor Hotel Group, Rajakarier had taken a proactive approach in the overall leadership and strategic direction of the company. His guidance has been instrumental in sustaining the growth of the chain over the last few years and he brings with him a wealth of knowledge and expertise.

Joining him on stage will be Resplendent Ceylon MD, Malik Fernando, who is also a Director at Dilmah Tea. Holding an executive role in Sri Lanka's first luxury resort brand, Fernando has developed a remarkable circuit across the island with a range of authentic experiences whilst contributing to the development of local communities and the protection of the environment through the MJF Foundation and Dilmah Conservation. After the tragic 4/21 attacks, Fernando went on to spearhead the Sri Lanka Tourism Alliance and mobilised the private tourism sector under the 'Love Sri Lanka' campaign banner.

Also taking part in the forum will be John Keells Holdings Chairman, Krishan Balendra, head of Sri Lanka's largest blue chip conglomerate, and also a Director of the Ceylon Chamber of Commerce, as well as the Consul General of the Republic of Poland in Sri Lanka. Balendra has also served as the Chairman of Nations Trust Bank and the Ceylon Chamber of Commerce. He started his career at UBS Warburg, Hong Kong, where he



Shiromal Cooray

worked in investment banking, and focused primarily on equity capital markets. Balendra holds an LLB from the University of London, and an MBA from INSEAD, and is recognised as one of Sri Lanka's top corporate leaders.

Sharing her expertise on the platform will be Jetwing Hotels Chairman, Shiromal Cooray, a highly respected leader in the travel industry who is currently placed amongst the 50 most Powerful Women of Business in Sri Lanka. An Associate Member of the Chartered Institute of Management Accounts in the United Kingdom, Cooray holds an MBA from the University of Colombo. Over the years, she has held many prestigious positions and has served as the Vice President of the Travel Agents Association of Sri Lanka (TAASL), as well as the President of the Sri Lanka Association of Inbound Tour Operators (SLATO) – the foremost representative body for tour operators in the country.

Commenting on the Future of Tourism Summit and the addition of the investor forum to the agenda, Dileep Mudadeniya, (Vice President of John Keells Group, Head of Brand Marketing Cinnamon Hotels & Resorts and CEO Cinnamon Life Mall) said: "Whilst natural disasters, terror attacks and other crises can have a detrimental effect on the growth and stability of a nation's tourism industry, it is important that travel



Puneet Chhatwal (Managing Director and CEO of IHCL)

brands from across the sector have response protocols and strategies in place to rebuild and revive.

"This year's event is geared to provide all stakeholders within the industry with the tools and guidance that they need to strategically grow and move forward. Investment the sector is an important factor for its growth as well as the country's economic growth and we hope that this specialist forum, which features Sri Lanka's top leadership, will help to provide valuable insights and ideas on how the island's travel industry can continue to attract international investment and recover."

The summit is to kick-off with the keynote speaker of FOT 2019, Anita Mendiratta (Special Advisor to the Secretary General, UNWTO) who will explore her topic 'Rising Above - Emerging Stronger Through Crisis' followed by a special discussion on the comprehension of future of tourism locally and globally with Richard Quest (CNN Correspondent and host of Quest Means Business).

On the topic of 'Facing a Crisis - Best Practices and implementing a winning destination campaign' Puneet Chhatwal (Managing Director and CEO of Taj Hotels, TATA Group) will share his experiences and initiatives for Taj Hotels. He will then join Dileep Mudadeniya (Vice President John Keells Group, Head of Brand Marketing Cinnamon Hotels & Resorts and CEO Cinnamon Life Mall)



Richard Quest - CNN

and Anita Mendiratta for the first panel discussion moderated by Damian Cook (CEO, E-Tourism Frontiers). Besides being the conference curator and moderator to panel discussions, Damian Cook will also speak on 'Priority actions, partners and channels when connecting with resilient markets'.

It will also feature Ashish Hemrajani (Founder and CEO, Book My Show) who will speak on the 'Role of Entertainment in Destination Rebuilding', Vesta Ratkeviciute (Sr. Regional Communications & Marketing Consultant - Southeast Asia Euromonitor International) on 'Global Consumer Trends: Opportunities for the Travel Industry', Michael Yam (CEO and Managing Director of Impetus Alliance) on 'The breakthrough in Investment tourism' and Vidhi Godiwala (Business Development Manager, Central & South Asia, STR) on 'Post recovery of Accommodation Sector - Lessons from other destinations and trends in Sri Lanka' and Derek Jones (CEO, DER Touristik UK) on 'Building destination confidence amongst tour operators'. A closing panel will focus on hospitality best practices, implementing a winning destination campaign and a recovery marketing plan with reference to case-studies from Kenya, Bali and Taj Hotels with Vidhi Godiwala, Derek Jones, Vesta Ratkeviciute, and Ashish Hemrajani moderated by Damian Cook.

Daily Ceylon Today 12.09.2019

Cinnamon future of tourism summit to host investor forum to explore the way forward

In celebration of World Tourism Day, Cinnamon Future of Tourism Summit is set to be held on September 23 at the Cinnamon Grand Colombo under the theme 'Challenges and Growth in the Face of Crisis'.

One of the key highlights of this year's event will be an exclusive investor forum, which will feature top industry professionals, who will shed light on how the industry can continue to attract international interest and investment.

This will be an opportunity to listen to industry leaders on their views of the potential the industry has and the challenges faced in tourism in Sri Lanka.

With Sri Lanka securing a place in Lonely Planet's 'Top 10 Countries to Travel to in 2019' list, the investment in Sri Lanka's tourism sector was steadily growing. Following the 4/21 attacks, the industry has rallied together, to recover, rebuild and gear up for a new era of growth.

The event will be moderated by CEO of JB Securities (Pvt) Ltd., Murtaza Jafferjee and will bring together the foremost thought-leaders in the local and regional travel industry, providing them with a platform to discuss new ideas and strategies that will revive investment in Sri Lanka's travel sector.

Sharing their ideas at the Forum will be the CEO of Minor Hotel Group and COO of Minor International, Dillip Rajakarier. From working at Orient Express Hotels, Trains & Cruises, to becoming part of the senior leadership at the Minor Hotel Group, Dillip had taken a proactive approach in the overall leadership and strategic direction of the company.

His guidance has been instrumental in sustaining the growth of the chain over the last few years and he brings with him a wealth of knowledge and expertise.

Joining Dillip on stage will be the Managing Director of Resplendent Ceylon, Malik Fernando, who is also a Director at Dilmah Tea.



Puneet Chhatwal

Holding an executive role in Sri Lanka's first luxury resort brand, Malik has developed a remarkable circuit across the island with a range of authentic experiences whilst contributing to the development of local communities and the protection of the environment through the MJF Foundation & Dilmah Conservation.

After the tragic 4/21 attacks, Malik went on to spearhead the Sri Lanka Tourism Alliance and mobilized the private tourism sector under the 'Love Sri Lanka' campaign banner.

Also taking part in the forum will be Krishan Balendra, Chairman of John Keells Holdings, Sri Lanka's largest blue chip conglomerate, and a Director of the Ceylon Chamber of Commerce and the Consul General of the Republic of Poland in Sri Lanka.

Krishan has also served as the Chairman of Nations Trust Bank and the Ceylon Chamber of Commerce. He started his career at UBS Warburg, Hong Kong, where he worked in investment banking, and focused primarily on equity capital markets. He holds an LLB from the University of London, and an MBA from INSEAD, and is recognized as one of Sri Lanka's top corporate leaders.

Sharing her expertise on the platform will be the Chairman of Jetwing Hotels, Shiromal



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Cooray, a highly respected leader in the travel industry, who is currently placed amongst the 50 most Powerful Women of Business in Sri Lanka. An Associate Member of the Chartered Institute of Management Accounts in the United Kingdom, Shiromal holds an MBA from the University of Colombo.

Over the years, she has held many prestigious positions and has served as the Vice President of the Travel Agents Association of Sri Lanka (TAASL), as well as the President of the Sri Lanka Association of Inbound Tour Operators (SLAITO) – the foremost representative body for tour operators in the country. She brings with her years of experience and know-how to the forum discussions.

Commenting on the Future of Tourism Summit and the addition of the investor forum to the agenda, Dileep Mudadeniya, (Vice President of Brand Marketing Cinnamon Hotels & Resorts and CEO Cinnamon Life Mall) said:

"Whilst natural disasters, terror attacks and other crises can have a detrimental effect on the growth and stability of a nation's tourism industry, it is important that travel brands

from across the sector have response protocols and strategies in place to rebuild and



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"This year's event is geared to provide all stakeholders within the industry with the tools and guidance that they need to strategically grow and move forward. Investment in the sector is an important factor for its growth as well as the country's economic growth and we hope that this specialist forum, which features Sri Lanka's top leadership, will help to provide valuable insights and ideas on how the island's travel industry can continue to attract international investment and recover."

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He will then join Dileep Mudadeniya (Vice President John Keells Group, Head of Brand Marketing Cinnamon



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Hotels & Resorts and CEO Cinnamon Life Mall) and Anita Mendiratta for the first panel discussion moderated by Damian Cook (CEO, E-Tourism Frontiers). Besides being the conference curator and moderator to panel discussions, Damian Cook will also speak on 'Priority actions, partners and channels when connecting with resilient markets'.

It will also feature Ashish Hemrajani (Founder and CEO, Book My Show), who will speak on the 'Role of Entertainment in Destination Rebuilding', Vesta Ratkeviciute (Sr. Regional Communications & Marketing Consultant - Southeast Asia Euromonitor International) on 'Global Consumer Trends'.

Opportunities for the Travel Industry', Michael Yam (CEO and Managing Director of Impetus Alliance) on 'The breakthrough in investment tourism' and Vidhi Godiwala (Business Development Manager, Central & South Asia, STR) on 'Post recovery of Accommodation Sector - Lessons from other destinations and trends in Sri Lanka' and Derek Jones (CEO, DER Touristik UK) on 'Building destination confidence amongst tour operators'.

A closing panel will focus on hospitality best practices, implementing a winning destination campaign and a recov-



Krishan Balendra

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Cinnamon Future of Tourism Summit endorsed by United Nations World Tourism Organisation, International Media Partner, CNN Travel, in Association with Mercedes Benz Sprinter by DIMO, Powered by Cinnamon Hotels & Resorts, Destination Partner - So Sri Lanka, Electronic Media Partner - YES101 & Legends96.6, Airline Partner - SriLankan Airlines, Mobile Partner - Mobitel, Digital Partner - Xiteb.

Cinnamon Hotels & Resorts is a chain comprising 14 distinct hotels and resorts located in key areas across Sri Lanka and the Maldives. The brand embodies a passion for inspired living and promises holistic and enhanced experiences that are tailor-made to suit the specific interests of travelers.

The Cinnamon brand focuses on delivering memorable holidays and getaways that deliver exceptional standards of service whilst showcasing the warmth and vibrancy of contemporary Sri Lankan hospitality. For more information, visit www.cinnamonboxoffice.com or www.futureoftourism.com or call 071 711 8111.

Sunday Island 15.09.2019

Cinnamon Future of Tourism Summit to host Investor Forum

In celebration of World Tourism Day, Cinnamon Future of Tourism Summit is set to be held on 23 September at Cinnamon Grand Colombo under the theme "Challenges and Growth in the Face of Crisis". One of the key highlights of this year's event will be an exclusive investor forum featuring top industry professionals who will shed light on how the industry can continue to attract international interest and investment. This will be an opportunity to listen to industry leaders on their views of the potential the industry has and the challenges faced in tourism in Sri Lanka.

With Sri Lanka securing a place in Lonely Planet's Top 10 Countries to Travel to in 2019 list, the investment in Sri Lanka's tourism sector was steadily growing. Following the 4/21 attacks, the industry rallied together to recover, rebuild, and gear up for a new era of growth. The investor forum will be moderated by JB Securities (Pvt.) Ltd. CEO Murtaga Jafferjee and will bring together thought-leaders in the local and regional travel industry, providing them with a platform to discuss new ideas and strategies that will revive investment in Sri Lanka's travel sector. Sharing their ideas at the forum will be Minor Hotel Group CEO and Minor International COO Dillip Rajakarier. From working at Orient Express Hotels, Trains, and Cruises to becoming part of the senior leadership at the Minor Hotel Group, Rajakarier had taken a proactive approach in the overall leadership and strategic direction of the company. His guidance has been instrumental in sustaining the growth of the chain over the last few years and he brings with him a wealth of knowledge and expertise.

Joining Rajakarier on stage will be Resplendent Ceylon Managing Director Malik Fernando, who is also a Director at Dilmah Tea. Holding an executive role in Sri Lanka's first luxury resort brand, Fernando developed a remarkable circuit across the island with a range of authentic experiences whilst contributing to the development of local communities and the protection of the environment through the MJF Foundation and Dilmah Conservation. After the



Krishan Balendra



Anita Mendiratta

tragic 4/21 attacks, Fernando went on to spearhead the Sri Lanka Tourism Alliance and mobilised the private tourism sector under the "Love Sri Lanka" campaign banner. Also taking part in the forum will be Krishan Balendra, Chairman of John Keells Holdings, Sri Lanka's largest blue chip conglomerate, and a director of the Ceylon Chamber of Commerce and the Consul General of the Republic of Poland in Sri Lanka. Balendra also served as the Chairman of Nations Trust Bank (NTB) and Ceylon Chamber of Commerce. He started his career at UBS Warburg, Hong Kong, where he worked in investment banking and focused primarily on equity capital markets. Krishan holds an LLB from the University of London and an MBA from INSEAD, and is recognised as one of Sri Lanka's top corporate leaders.

Sharing her expertise on the platform will be the Jetwing Hotels Chairman Shiromal Cooray, a respected leader in the travel industry who is currently placed amongst the "50 Most Powerful Women of Business in Sri Lanka". An associate member of the Chartered Institute of Management Accounts (CIMA) in the UK, Cooray holds an MBA from the University of Colombo.

Over the years, she held many prestigious positions and served as the Vice President of the Travel Agents Association of Sri Lanka (TAAASL) as well as the President of Sri Lanka Association of Inbound Tour Operators (SLAITO), the foremost representative body



Puneet Chhatwal



Richard Quest

for tour operators in the country. She brings with her years of experience and know-how to the forum discussions.

Commenting on the Future of Tourism Summit and the addition of the investor forum to the agenda, John Keells Group Vice President, Cinnamon Hotels & Resorts Head of Brand Marketing, and Cinnamon Life Mall CEO Dileep Mudadeniya said: "Whilst natural disasters, terror attacks, and other crises can have a detrimental effect on the growth and stability of a nation's tourism industry, it is important that travel brands from across the sector have response protocols and strategies in place to rebuild and revive. This year's event is geared to provide all stakeholders within the industry with the tools and guidance that they need to strategically grow and move forward. Investment in the sector is an important factor for its growth as well as the country's economic growth, and we hope that this specialist forum, which features Sri Lanka's top leadership, will help provide valuable insights and ideas on how the island's travel industry can continue to attract international investment and recover."

The summit is to kick off with the keynote speaker of FOT 2019, UNWTO Special Advisor to the Secretary General Anita Mendiratta, who will explore her topic "Rising Above – Emerging Stronger Through Crisis", followed by a special discussion on the comprehension of the future of tourism locally and globally with CNN Correspondent and Quest Means Business host



Shiromal Cooray

Richard Quest. On the topic of "Facing a Crisis – Best Practices and Implementing a Winning Destination Campaign", Taj Hotels Managing Director and CEO Puneet Chhatwal will share his experiences and initiatives for Taj Hotels. He will then join Mudadeniya and Mendiratta for the first panel discussion moderated by E-Tourism Frontiers CEO Shriam Cook. Besides being the conference curator and moderator to the panel discussions, Cook will also speak on the topic "Priority Actions, Partners, and Channels When Connecting with Resilient Markets".

It will also feature Book My Show Founder and CEO Ashish Hemrajani who will speak on the topic of "Role of Entertainment in Destination Rebuilding", Euromonitor International Sr. Regional Communications and Marketing Consultant – Southeast Asia Vesta Ratkeviciute on "Global Consumer Trends; Opportunities for the Travel Industry", Impetus Alliance CEO and Managing Director Michael Yam on "The Breakthrough in Investment Tourism", STR Business Development Manager – Central and South Asia Vidhi Godiwala on "Post Recovery of Accommodation Sector – Lessons From Other Destinations and Trends in Sri Lanka", and DER Touristik UK CEO Derek Jones on "Building Destination Confidence Amongst Tour Operators". A closing panel will focus on hospitality best practices, implementing a winning destination campaign and a recovery marketing plan with reference to case studies from Kenya, Bali, and Taj Hotels with Godiwala, Jones, Ratkeviciute, and Hemrajani, moderated by Cook.

For more information or to reserve tickets visit www.cinnamoncooray.com or www.futureoftourism.com or call 071 7118111.

Sunday Morning 15.09.2019

Cinnamon Future of Tourism Summit to host investor forum to explore way forward

IN celebration of World Tourism Day, Cinnamon Future of Tourism Summit is set to be held on 23 September at the Cinnamon Grand Colombo under the theme 'Challenges and Growth in the Face of Crisis'. One of the key highlights of this year's event will be an exclusive investor forum which will feature top industry professionals who will shed light on how the industry can continue to attract international interest and investment. This will be an opportunity to listen to industry leaders on their views of the potential the industry has and the challenges faced in tourism in Sri Lanka.

With Sri Lanka securing a place in Lonely Planet's Top 10 Countries to Travel to in 2019 list, the investment in Sri Lanka's tourism sector was steadily growing. Following the 4/21 attacks, the industry has rallied together, to recover, rebuild and gear up for a new era of growth. The highly anticipated investor forum will be moderated by JB Securities Ltd. CEO Murtaza Jafferjee and will bring together the foremost thought-leaders in the local and regional travel industry, providing them with a platform to discuss new ideas and strategies that will revive investment in Sri Lanka's travel sector.

Sharing their ideas at the forum will be Minor Hotel Group CEO and Minor International COO Dillip Rajakarier. From working at Orient Express Hotels, Trains & Cruises, to becoming part of the senior leadership at the Minor Hotel Group, Dillip had taken a proactive approach in the overall leadership and strategic direction of the company. His guidance has been instrumental in sustaining the growth of the chain over the last few years and he brings with him a wealth of knowledge and expertise.

Joining Dillip on stage will be the Managing Director of Resplendent Ceylon, Malik Fernando, who is also a Director at Dilmah Tea. Holding an executive role in Sri Lanka's first luxury resort brand, Malik has developed a remarkable circuit across the island with a range of authentic experiences whilst contributing to the development of local communities and the protection of the environment through the MJF Foundation and Dilmah Conservation. After the tragic 4/21 attacks, Malik went on to spearhead the Sri Lanka Tourism Alliance and mobilised the private tourism sector under the 'Love Sri Lanka' campaign banner.

Also taking part in the forum will be Krishan Balendra, the Chairman of John Keells Holdings, Sri Lanka's largest blue chip conglomerate, and a Director of the



UNWTO Special Advisor to the Secretary-General
Anita Mendiratta

Richard Quest - CNN

IHCL Managing Director and CEO
Puneet Chhatwal

John Keells Group Chairman
Krishan Balendra

Shiromal Cooray

Ceylon Chamber of Commerce and the Consul General of the Republic of Poland in Sri Lanka. Krishan has also served as the Chairman of Nations Trust Bank and the Ceylon Chamber of Commerce. He started his career at UBS Warburg, Hong Kong, where he worked in investment banking, and focused primarily on equity capital markets. Krishan holds an LLB from the University of London, and an MBA from INSEAD, and is recognised as one of Sri Lanka's top corporate leaders.

Sharing her expertise on the platform will be Jetwing Hotels Chairman Shiromal Cooray, a highly respected leader in the travel industry who is currently placed amongst the 50 most Powerful Women of Business in Sri Lanka. An Associate Member of the Chartered Institute of Management Accounts in the United Kingdom, Shiromal holds an MBA from the University of Colombo. Over the years, she has held many prestigious positions and has served as the Vice President of the Travel Agents Association of Sri Lanka (TAASL), as well as the President of the Sri Lanka Association of Inbound Tour Operators (SLAITO) - the foremost representative body for tour operators in the country. She brings with her years of experience and know-how to the forum discussions.

Commenting on the Future of Tourism Summit and the addition of the investor forum to the agenda, John Keells Group Vice President, Cinnamon Hotels & Resorts Head of Brand Marketing and Cinnamon Life Mall CEO Dileep Mudadeniya said: "Whilst natural disasters, terror attacks and other crises can have a detrimental effect on the growth and stability of a nation's tourism industry, it is important that travel brands from across the sector have response protocols and strategies in place to rebuild and revive. This year's event is geared

to provide all stakeholders within the industry with the tools and guidance that they need to strategically grow and move forward. Investment the sector is an important factor for its growth as well as the country's economic growth and we hope that this specialist forum, which features Sri Lanka's top leadership, will help to provide valuable insights and ideas on how the island's travel industry can continue to attract international investment and recover."

The summit is to kick-off with the keynote speaker of FOT 2019, UNWTO Special Advisor to the Secretary General Anita Mendiratta, who will explore her topic 'Rising Above - Emerging Stronger Through Crisis' followed by a special discussion on the comprehension of future of tourism locally and globally with CNN Correspondent and Quest Means Business host Richard Quest. On the topic of 'Facing a Crisis - Best Practices and implementing a winning destination campaign', TATA Group Taj Hotels Managing Director and CEO Puneet Chhatwal will share his experiences and initiatives for Taj Hotels.

He will then join Dileep Mudadeniya and Anita Mendiratta for the first panel discussion moderated by E-Tourism Frontiers CEO Damian Cook. Besides being the conference curator and moderator to panel discussions, Damian Cook will also speak on 'Priority actions, partners and channels when connecting with resilient markets'.

It will also feature Book My Show Founder and CEO Ashish Hemrajani, who will speak on the 'Role of Entertainment in Destination - Rebuilding'. Euromonitor International Sr. Regional Communications and Marketing Consultant - Southeast Asia Vesta Ratkeviciute on 'Global Consumer Trends: Opportunities for the Travel Industry', Impetus

Alliance CEO and Managing Director Michael Yam on 'The breakthrough in investment tourism' and STR Business Development Manager, Central and South Asia Vidhi Godiwala, on 'Post recovery of Accommodation Sector - Lessons from other destinations and trends in Sri Lanka' and DER Touristik UK CEO Derek Jones, on 'Building destination confidence amongst tour operators'.

A closing panel will focus on hospitality best practices, implementing a winning destination campaign and a recovery marketing plan with reference to case studies from Kenya, Bali and Taj Hotels with Vidhi Godiwala, Derek Jones, Vesta Ratkeviciute, and Ashish Hemrajani moderated by Damian Cook.

Cinnamon Future of Tourism Summit endorsed by United Nations World Tourism Organisation, International Media Partner, CNN Travel, In Association with Mercedes Benz Sprinter by DIMO, Powered by Cinnamon Hotels & Resorts, Destination Partner - So Sri Lanka, Electronic Media Partner - YES101 and Legends 96.6, Airline Partner - SriLankan Airlines, Mobile Partner - Mobitel, Digital Partner - Xiteb. Cinnamon Hotels & Resorts is a chain comprising 14 distinct hotels and resorts located in key areas across Sri Lanka and the Maldives. The brand embodies a passion for inspired living and promises holistic and enhanced experiences that are tailor-made to suit the specific interests of travellers. The Cinnamon brand focuses on delivering memorable holidays and getaways that deliver exceptional standards of service whilst showcasing the warmth and vibrancy of contemporary Sri Lankan hospitality. For more information or to reserve your tickets visit www.cinnamonboxoffice.com or www.futureoftourism.com or call on 071 711 8111.

Daily FT 16.09.2019

Cinnamon Future of Tourism Summit to explore way forward

In celebration of World Tourism Day, Cinnamon Future of Tourism Summit is set to be held on September 23, 2019, at the Cinnamon Grand Colombo, under the theme 'Challenges and Growth in the Face of Crisis'.

One of the key highlight of this year's event will be an exclusive investor forum which will feature top industry professionals who will shed light on how the industry can continue to attract international interest and investment.

With Sri Lanka securing a place in Lonely Planet's 'Top 10 Countries to Travel to in 2019' list, the investment in Sri Lanka's tourism sector was steadily growing.

Following the 4/21 attacks, the industry has rallied together, to recover, rebuild and gear up for a new era of growth. The highly anticipated investor forum will be moderated by CEO of JB Securities (Pvt.) Ltd, Murtaza Jafferjee.

Sharing their ideas at the forum will be the CEO of Minor Hotel Group and COO of Minor International - Dillip Rajakarier. From working at Orient Express Hotels, Trains and Cruises, to becoming part of the senior leadership at the Minor Hotel Group, Dillip had taken a proactive

approach in the overall leadership and strategic direction of the company. His guidance has been instrumental in sustaining the growth of the chain over the last few years and he brings with him a wealth of knowledge and expertise.

Joining Dillip on stage will be the Managing Director of Resplendent Ceylon, Malik Fernando, who is also a Director at Dilmah Tea.

Holding an executive role in Sri Lanka's first luxury resort brand, Malik has developed a remarkable circuit across the island with a range of authentic experiences whilst contributing to the development of local communities and the protection of the environment through the MJF Foundation and Dilmah Conservation. After the tragic 4/21 attacks, Malik went on to spearhead the Sri Lanka Tourism Alliance and mobilised the private tourism sector under the 'Love Sri Lanka' campaign banner.

Also taking part in the forum will be Krishan Balendra, the Chairman of John Keells Holdings, Sri Lanka's largest blue chip conglomerate, and a Director of the Ceylon Chamber of Commerce and the Consul General of the Republic of Poland in Sri Lanka. Krishan has also served as the Chairman of Nations Trust

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Sharing her expertise on the platform will be the Chairperson of Jetwing Hotels, Shiromal Cooray, a highly respected leader in the travel industry who is currently placed amongst the 50 most Powerful Women of Business in Sri Lanka.

An Associate Member of the Chartered Institute of Management Accounts in the United Kingdom, Shiromal holds an MBA from the University of Colombo.

Over the years, she has held many prestigious positions and has served as the Vice President of the Travel Agents Association of Sri Lanka (TAASL), as well as the President of the Sri Lanka Association of Inbound Tour Operators (SLAITO) - the foremost representative body for tour operators in the country. She brings with her years of experience and know-how to the forum discussions.

Commenting on the Future of Tourism Summit and the addition of

the investor forum to the agenda, Dileep Mudadeniya, (Vice President of John Keells Group, Head of Brand Marketing Cinnamon Hotels and Resorts and CEO Cinnamon Life Mall) said: "Investment the sector is an important factor for its growth as well as the country's economic growth and we hope that this specialist forum, which features Sri Lanka's top leadership, will help to provide valuable insights and ideas on how the island's travel industry can continue to attract international investment and recover."

Cinnamon Future of Tourism Summit is endorsed by United Nations World Tourism Organisation, International Media Partner - CNN Travel, In Association with Mercedes Benz Sprinter by Dimo, Powered by Cinnamon Hotels and Resorts, Destination Partner - So Sri Lanka, Electronic Media Partner - YES101 and Legends96.6, Airline Partner - SriLankan Airlines, Mobile Partner - Mobitel, Digital Partner - Xiteb, Strategic Partner - Ceylon Chamber of Commerce, European Chamber of Commerce in Sri Lanka, Luxury Transport Partner - Transcend Drive, Print Media - Sunday Times, Daily Mirror, Daily FT.

Daily Mirror 18.09.2019

CNN's Richard Quest leads a line-up of star speakers and distinguished panelists sharing insights and strategies to power sustainable industry recovery

FUTURE OF TOURISM SUMMIT 2019

TOP GLOBAL DESTINATION EXPERTS ARRIVE IN SL

Facilitating the resurgence of Sri Lanka's tourism industry at an accelerated pace, the highly anticipated third edition of the Future of Tourism Summit (FOT 2019), will be held on September 23, 2019 at Cinnamon Hotels and Resorts. Exploring topics under the timely theme, Challenges and Growth in Crisis, this year's summit has attracted some of the world's top destination experts, helmed by CNN's foremost business correspondent Richard Quest.

Endorsed by the United Nations World Tourism Organisation (UNWTO), FOT 2019 will focus on sensitive topics that will bring to light the recovery and rebuilding efforts of an industry such as tourism that contributes substantially to the economic growth of many countries around the world. With the specialist knowledge of the participating global experts and local industry leaders, the Summit will address a myriad of topics under the theme, discussing insights and sustainable strategies that can be integral in overcoming challenges faced by the hospitality and tourism industry of a travel destination such as Sri Lanka.

Leading this year's exclusive line up of speakers is Richard Quest -- famed CNN international correspondent, business editor and host of Quest Means Business. He will also hold a special discussion on the future of tourism both locally and globally with none other than the Prime Minister of Sri Lanka, Ranil Wickremesinghe.

Other star speakers include Anita Mendiratta -- Special Adviser to the Secretary General of the UNWTO. She will kick-off the summit with her keynote address on her topic, 'Rising Above - Emerging Stronger through Crisis'. Puneet Chhatwal - Managing Director and CEO of Taj Hotels -- TATA Group, will share his own experiences and initiatives through his topic 'Recovering from a Crisis and rebuilding the brand'.

Dileep Mudadeniya, Vice President John Keells Holdings, Head of Brand Marketing Cinnamon Hotels and Resorts and CEO Cinnamon Life Mall will be joined by both Puneet Chhatwal and Anita Mendiratta with Kishu Gomes, Chairman, Sri Lanka Tourism Promotion Bureau, for the FOT 2019 summit for a panel discussion on 'Building a recovery marketing plan for all sectors' moderated by Damian Cook, CEO of E-Tourism Frontiers, who is also scheduled to speak at the event on 'Priority actions, partners and channels when connecting with resilient markets'.

The summit will also feature Ashish Hemrajani, Founder and CEO of Book My Show. He will speak on the 'Role of Entertainment in Destination Rebuilding', Rene Massati, Partner at TrendOne GmbH, on 'Use of Design Thinking for Creative Solutions in Marketing', Vesta Ratkeviciute, Senior Regional Communications and Marketing Consultant at Southeast Asia

Euromonitor International, on 'Global Consumer Trends: Opportunities for the Travel Industry', Michael Yam, CEO and Managing Director of Impetus Alliance, on 'The breakthrough in Investment tourism', Vidhi Godiwala, Business Development Manager, Central and South Asia, STR on 'Post recovery of Accommodation Sector - Lessons from other Destinations' and Derek Jones, CEO of DER Touristik UK, on 'Building Destination Confidence Among Tour Operators'.

Want to meet and engage with leaders in destination marketing?

Book your space now: www.cinnamonboxoffice.com or www.futureoftourism.com or call us on 071 / 11 0111



Richard Quest (CNN Correspondent and host of Quest Means Business)

Honorable PM of Sri Lanka, Ranil Wickremesinghe

Daily Mirror 21.09.2019

CNN Correspondent Richard Quest to share insights at Cinnamon Future of Tourism Summit

CNN's foremost Business Correspondent Richard Quest, is set to share his insights at the upcoming Cinnamon 'Future of Tourism' (FOT) Summit tomorrow (September 23) at the Cinnamon Grand Colombo.

As the host of 'Quest Means Business', Mr. Quest is one of the best known figures in the global media, broadcasting and business arenas and has interviewed top leaders, tycoons and professionals from across the world.

A media release from the organisers said that Mr. Quest will share the insights that he has gathered from his line of work and the multitude of interviews that he has conducted for CNN over the years. His talk titled 'Looking Beyond the Crisis' will cover the type of crises that destinations around the world have dealt with and overcome, how tourism operators can look beyond challenges during a time of crisis and tap into the potential of the industry and what factors destinations, hotels and

other stakeholders need to keep in mind in order to continuously evolve and keep up with a rapidly changing industry.

Commenting on Mr. Quest's participation at the event, Dileep Mudadeniya, Vice President John Keells Group, Head of Brand Marketing - Cinnamon Hotels and Resorts and CEO Cinnamon Life Mall, stated: "This year's line-up of FOT speakers features 10

globally renowned travel experts from a variety of esteemed organisations and backgrounds, and we are extremely pleased to have Richard Quest joining in and sharing his valuable insights at the event. With an investor forum, Q&A sessions and an informative round of discussions planned throughout the day, this event brings the top specialists and professionals in travel onto a central platform, where they can provide guidance, technical advice, strategic input and more on how Sri Lanka and other destinations can plan for and put measures in place to recover from any type of crisis

or set back. With travel and tourism being a substantial contributor to the economy of many nations, especially those in our region, it is essential that we all come together to bolster industry growth and stability. The Cinnamon team is pleased to join hands with many of our partners, to host yet another impactful edition of the Future of Tourism Summit."

The Cinnamon Future of Tourism Summit endorsed by United Nations World Tourism Organisation, International Media Partner - CNN Travel, and held in association with Mercedes Benz Sprinter by Dimo, powered by Cinnamon Hotels and Resorts, Destination Partner - So Sri Lanka, Electronic Media Partner - YES101 and Legends96.6, Airline Partner - SriLankan Airlines, Mobile Partner - Mobitel, Digital Partner - Xiteb, Strategic Partner - Ceylon Chamber of Commerce, European Chamber of Commerce in Sri Lanka, Luxury Transport Partner - Transcend Drive, Print Media - Sunday Times, Daily Mirror and Daily FT.



Mr. Richard Quest.

Sunday Times 22.09.2019

Cinnamon Future of Tourism Summit 2019 tomorrow

● CNN's Richard Quest leads a lineup of global figures to discuss recovery

On 23 September 2019, Cinnamon Hotels and Resorts will host the highly anticipated third edition of the Future of Tourism Summit (FOT 2019), to facilitate the resurgence of Sri Lanka's tourism industry at an accelerated pace. Exploring topics under the timely theme "Challenges and Growth in Crisis", this year's summit has attracted some of the world's top destination experts, helmed by CNN's foremost business correspondent Richard Quest.

Endorsed by the United Nations World Tourism Organisation (UNWTO), FOT 2019 will focus on sensitive topics that will bring to light the recovery and rebuilding efforts of an industry such as tourism that contributes substantially to the economic growth of many countries around the world. With the specialist knowledge of the participating global experts and local industry leaders, the summit will address a myriad of topics under the theme, discussing insights and sustainable strategies that can be integral in overcoming challenges faced by the hospitality and tourism industry of a travel destination such as Sri Lanka.

Leading this year's exclusive lineup of speakers is Richard Quest – famed CNN international correspondent, Business Editor, and host of Quest Means Business – who will also hold a special discussion on the future of tourism both locally and globally with none other than Prime Minister Ranil Wickremesinghe. Other star speakers include Special Advisor to the Secretary General of the UNWTO Anita Mendiratta, who will kick off the summit with her keynote address on her topic "Rising Above – Emerging Stronger through Crisis". Taj Hotels – Tata Group Managing Director and CEO Puneet Chhatwal will share his own experiences and initiatives through his topic "Recovering from a Crisis and Rebuilding the Brand".

"We first launched the Future of Tourism Summit to focus on innovative industry initiatives that powered the rise of Sri Lanka as one of the world's major tourist destinations," John Keells Holdings Vice President, Cinnamon Hotels and Resorts Head of Brand Marketing, and Cinnamon Life Mall CEO Dileep Mudadeniya commented. "In continuing our innovative approach, we are taking the opportunity of fully utilising the summit as a global platform to discuss timely topics and spearhead sustainable growth across the local tourism industry with insights, understanding, and innovative tools, supported by a global network of industry leaders."

Mudadeniya will be joined by both Chhatwal and Mendiratta with Sri Lanka Tourism Promotion Bureau Chairman Kishu Gomes during FOT 2019 for a panel discussion on "building a recovery marketing plan for all sectors" moderated by



Prime Minister Ranil Wickremesinghe



Taj Hotels, Tata Group MD and CEO Puneet Chhatwal



UNWTO Special Advisor to the Secretary General Anita Mendiratta



CNN Correspondent and host of Quest Means Business Richard Quest

E-Tourism Frontiers CEO Damian Cook, who is also scheduled to speak at the event on "priority actions, partners, and channels when connecting with resilient markets".

The summit will also feature Book My Show Founder and CEO Ashish Hemrajani, who will speak on the "Role of Entertainment in Destination Rebuilding", TrendOne GmbH Partner Rene Massari on "Use of Design Thinking for Creative Solutions in Marketing", Southeast Asia Euromonitor International Senior Regional Communications and Marketing Consultant Vesta Ratkeviciute on "Global Consumer Trends; Opportunities for the Travel Industry", Impetus Alliance CEO and Managing Director Michael Yam on "The breakthrough in Investment Tourism", STR Business Development Manager – Central and South Asia Vidhi Godiwala on "Post Recovery of Accommodation Sector – Lessons from Other Destinations", and DER Touristik UK CEO Derek Jones on "Building Destination Confidence Amongst Tour Operators".

An Investor forum will also be conducted by a panel consisting of Minor Hotel Group CEO Dillip Rajakarier, Resplendent Ceylon MD Malik Fernando, John Keells Holdings Chairman Krishan Balendra, Santani Resort and Spa Founder and CEO Vickum Nawagamunilage, and Jetwing Hotels Chairman Sitational Cooray, and will be moderated by JB Securities CEO Murtaza Jafferjee.

FOT 2019 will come to a close with a panel discussion including Trip Advisor Head of Destination Marketing APAC Sarah Mathews. Later, they will be joined by Vidhi Godiwala, Derek Jones, and Vesta Ratkeviciute for a Q&A session moderated by Cook himself. Tickets could be purchased on www.cinnamonhotels.com or by calling 0717 118 111.

Sunday Morning 22.09.2019

Cinnamon hosts top Global Destination Experts for Future of Tourism Summit 2019

CNN's Richard Quest leads a line-up of star speakers and distinguished panelists sharing insights and strategies to power sustainable industry recovery

On September 23, Cinnamon Hotels & Resorts will host the highly anticipated third edition of the Future of Tourism Summit (FOT 2019), facilitating the resurgence of Sri Lanka's tourism industry at an accelerated pace.

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Leading this year's exclusive line up of speakers is Richard Quest - famed CNN international correspondent, business editor and host of Quest Means Business, who will also hold a special discussion on the future of tourism both locally and globally with Prime Minister, Ranil Wickremesinghe. Other star speakers include Anita Mendiratta - Special Advisor to the Secretary General of the UNWTO, who will kick-off the summit with her keynote address on her topic 'Rising Above - Emerging Stronger through Crisis'. Puneet Chhatwal - Managing Director and CEO of Taj Hotels - TATA Group, will share his own experiences and initiatives through his topic 'Recovering from a Crisis and rebuilding the brand'.

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Richard Quest
Prime Minister

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An Investor Forum will also be conducted by a panel consisting of Dillip Rajakarier, CEO of Minor Hotel Group, Malik Fernando, Managing Director of Resplendent Ceylon, Krishan Balendra, Chairman of John Keells Holdings, Vickum Nawagamuwage, Founder and CEO of Santani Resort and Spa, and Shiromal Cooray, Chairman of Jetwing Hotels, and will be moderated by Murtaza Jafferjee, CEO of JB Securities.

FOT 2019 will come to a close with a panel discussion between Sarah Mathews (Head of Destination Marketing APAC, Trip Advisor). Later they will be joined by Vidhi Godiwala, Derek Jones and Vesta Ratkeviciute for a Q & A session moderated by Cook himself.

Cinnamon Future of Tourism Summit Endorsed by United Nations World Tourism Organisation, International Media Partner - CNN Travel, In Association with Mercedes Benz Sprinter by Dimo. Powered by Cinnamon Hotels & Resorts, Destination Partner - So Sri Lanka, Electronic Media Partner - YES101 & Legends96.6, Airline Partner - SriLankan Airlines, Mobile Partner - Mobitel, Digital Partner - Xiteb, Strategic Partner - Ceylon Chamber of Commerce, European Chamber of Commerce in Sri Lanka, Luxury Transport Partner - Transcend Drive.

www.cinnamonhotels.com

Sunday Island 22.09.2019

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Future of Tourism 2019 සම්මුඛව වෙනුවෙන් Cinnamon
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2019 සැප්තැම්බර් 23 Cinnamon Hotels and Resorts ශ්‍රී
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Sunday Lankadeepa 22.09.2019

சுற்றுலாத்துறையின் எதிர்காலத்திற்கான உலகளாவிய பயணத்தள நிபுணர்கள் சம்மேளனம் 2019

Cinnamon Hotels & Resorts மிகவும்
எதிர்பார்ப்பினை உருவாக்கியுள்ள முன்றாவது

தடவையாகவும் நடைபெறவுள்ள
Future of Tourism Summit நடாத்த
தயாராகி வருகின்றது. இந்நிகழ்வு
இலங்கை சுற்றுலாதுறைக்கு
தேவையான உந்துசக்தியை
வழங்கும். தற்போது எதிர்நோக்கப்
பட்டுள்ள சவால்கள் மற்றும்
அதிகரித்துள்ள நெருக்கடிகள் இந்த
ஆண்டு சம்மேளனத்தில் ஆராயப்படும்.
இவ்வாண்டின் சம்மேளனத்தில்
உலகின் முன்னணி பயணத்தள
நிபுணர்கள் மற்றும் சி.என்.என்.
வணிக நிருபர் ரிச்சர்ட் குவாஸ்ட்டும்
பங்கேற்பார்.

ஐக்கிய நாடுகள் சபையின் உலக
சுற்றுலா அமைப்பு ஒப்புதல் அளித்த,

FOT 2019, உலகெங்கிலும் உள்ள பல
நாடுகளின் பொருளாதார வளர்ச்சிக்கு
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சுற்றுலா போன்ற ஒரு தொழில்
துறையின் மீட்டி மற்றும் மறுகட்டுமான
முயற்சிகளை வெளிச்சத்திற்கு கொண்டு
வரும் முக்கியமான தலைப்புகளில்
கவனம் செலுத்துவதுடன், பங்கேற்கும்
உலகளாவிய வல்லுநர்கள் மற்றும்
உள்ளூர் தொழில்துறை தலைவர்
களின் சிறப்பு அறிவுடன், எண்ணற்ற
தலைப்புகளில் உரையாற்றும், ஒரு
பயணத்தளத்தின் விருந்தோம்பல்
மற்றும் சுற்றுலாத்துறை எதிர்
கொள்ளும் சவால்களை சமாளிப்பதில்
ஒருங்கிணைந்த நுண்ணறிவு மற்றும்

நிலையான உத்திகள் பற்றி விவாதிக்கும். இந்த ஆண்டின் பிரத்தியேக
பேச்சாளர்களின் வரிசையில்
முன்னணியில் இருப்பது ரிச்சர்ட்
குவெஸ்ட் - இவர் புகழ்பெற்ற சர்வதேச
சி.என்.என். நிருபர், வணிக ஆசிரியர்
மற்றும் குவெஸ்ட் மீன்ஸ் பிசினஸின்
தலைவர்.

அவர் உள்நாட்டிலும் உலகளாவிய
ரீதியிலும் சுற்றுலாவின் எதிர்காலம்
குறித்து சிறப்பு கலந்துரை யாடலை
நடத்துவார். மற்ற நட்சத்திர
பேச்சாளர்களில் அனிதா மெண்டிராட்டா
- யு.என்.டபிள்யு.டி.ஓ பொதுச்செயலாளர்
ரின் சிறப்பு ஆலோசகர், அவர்
உச்சிமாநாட்டைத் தொடங்குவார்.



Sunday Virakesari 22.08.2019

Cinnamon Future of Tourism Summit today

In celebration of World Tourism Day, Cinnamon Future of Tourism Summit is set to be held today, at the Cinnamon Grand Colombo, under the theme 'Challenges and Growth in the Face of Crisis'.

One of the key highlight of this year's event will be an exclusive investor forum which will feature top industry professionals who will shed light on how the industry can continue to attract international interest and investment.

With Sri Lanka securing a place in Lonely Planet's 'Top 10 Countries to

Travel to in 2019' list, the investment in Sri Lanka's tourism sector was steadily growing.

Following the 4/21 attacks, the industry has rallied together, to recover, rebuild and gear up for a new era of growth. The highly anticipated investor forum will be moderated by CEO of JB Securities (Pvt.) Ltd, Murtaza Jafferjee.

CNN's foremost international business correspondent and host of 'Quest Means Business', Richard Quest has arrived in Sri Lanka to attend the summit.

Daily Island 23.09.2019

CINNAMON 'Future of Tourism Summit'

CNN's Richard Quest to interview Ranil on tourism developments

Richard Quest, famed CNN international correspondent, business editor and host of 'Quest Means Business' leading this year's exclusive line up of speakers at the Future of Tourism Summit (FOT 2019), is scheduled to have an interview with Prime Minister Ranil Wickremesinghe on the future of tourism (local and global).

This will take place as Cinnamon Hotels & Resorts hosts the highly anticipated third edition of the Future of Tourism Summit on 23rd of September 2019 (today), at the Cinnamon Grand Colombo.

Other star speakers include Anita Mendiratta - Special Advisor to the Secretary General of the UNWTO, who will kick-off the summit with her keynote address on her topic 'Rising Above - Emerging Stronger through Crisis'. Puneet Chhatwal - Managing Director and CEO of Taj Hotels - TATA Group, will share his own experiences and initiatives through his topic 'Recovering from a Crisis and rebuilding the brand'.

Exploring topics under the timely theme Challenges and Growth in Crisis, this year's summit has attracted some of the world's top destination experts led by Richard Quest.

Endorsed by the United Nations World Tourism Organization (UNWTO), FOT 2019 will focus on sensitive topics that will bring to light the recovery and rebuilding efforts of an industry such as tourism that contributes substantially to the economic growth of many countries around the world. With the specialist knowledge of the participating global experts and local industry leaders, the Summit will address a myriad of topics under the theme, discussing insights and sustainable strategies that can be integral in



CNN international correspondent Richard Quest Prime Minister Ranil Wickremesinghe

overcoming challenges faced by the hospitality and tourism industry of a travel destination such as Sri Lanka.

"We first launched the Future of Tourism Summit to focus on innovative industry initiatives that powered the rise of Sri Lanka as one of the world's major tourist destinations," Dileep Mudadeniya, Vice President John Keells Holdings, Head of Brand Marketing Cinnamon Hotels and Resorts and CEO Cinnamon Life Mall commented. "In continuing our innovative approach, we are taking the opportunity of fully utilizing the Summit as a global platform to discuss timely topics, and spearhead sustainable growth across the local tourism industry with insights, understanding and innovative tools, supported by a global network of industry leaders."

Mudadeniya will be joined by both Puneet Chhatwal and Anita Mendiratta with Kishu Gomes, Chairman, Sri Lanka Tourism Promotion Bureau, during FOT 2019 for a panel discussion on 'Building a recovery marketing plan for all sectors' moderated by Damian Cook, CEO of E-Tourism Frontiers, who is also scheduled to speak at the event on 'Priority actions, partners and channels when connecting with resilient markets.'

Daily Island 23.09.2019

Cinnamon hosts top global destination experts for Future of Tourism Summit 2019

CNN's Richard Quest leads a line-up of star speakers and distinguished panelists sharing insights and strategies to power sustainable industry recovery

ON 23 September, Cinnamon Hotels & Resorts will host the highly anticipated third edition of the Future of Tourism Summit (FOT 2019), facilitating the resurgence of Sri Lanka's tourism industry at an accelerated pace. Exploring topics under the timely theme Challenges and Growth in Crisis, this year's summit has attracted some of the world's top destination experts, headed by CNN's foremost business correspondent Richard Quest.

Endorsed by the United Nations World Tourism Organization (UNWTO), FOT 2019 will focus on sensitive topics that will bring to light the recovery and rebuilding efforts of an industry such as tourism that contributes substantially to the economic growth of many countries around the world. With the specialist knowledge of the participating global experts and local industry leaders, the Summit will address a myriad of issues under the theme, discussing insights and sustainable strategies that can be integral in overcoming challenges faced by the hospitality and tourism industry of a travel destination such as Sri Lanka.

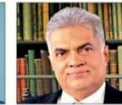
Leading this year's exclusive line up of speakers is Richard Quest - famed CNN international correspondent, business editor and host of Quest Means Business, who will also hold a special discussion on the future of tourism both locally and globally with none other than the Prime Minister of Sri Lanka, Ranil Wickremesinghe. Other star speakers include Anita Mendiratta - Special Advisor to the Secretary General of the UNWTO, who will kick-off the summit with her keynote address on her topic 'Rising Above - Emerging Stronger through Crisis', Puneet Chahalwal - Managing Director and CEO of Taj Hotels, TATA Group, will share his own experiences and initiatives through his topic 'Recovering from a Crisis and rebuilding the brand'.

"We first launched the Future of Tourism Summit to focus on innovative industry initiatives that powered the rise of Sri Lanka as one of the world's major tourist destinations," John Keells Holdings Vice President, Cinnamon Hotels and Resorts Head of Brand Marketing and Cinnamon Life Mall CEO Dilip Madadeniya commented, "In continuing our innovative approach, we are taking the opportunity of fully utilising the Summit as a global platform to discuss timely topics, and spearhead sustainable growth across the local tourism industry with insights, understanding and innovative tools, supported by a global network of industry leaders."

Madadeniya will be joined by both Puneet Chahalwal and Anita Mendiratta with Sri Lanka Tourism Promotion Bureau Chairman Kishu



CNN Correspondent and Quest Means Business host Richard Quest



Prime Minister of Sri Lanka Ranil Wickremesinghe



John Keells Holdings Chairman Krishan Balendra



Sri Lanka Tourism Promotion Bureau Chairman Kishu Gomez



UNWTO Special Advisor to the Secretary General Anita Mendiratta



John Keells Group Vice President, Cinnamon Hotels & Resorts Head of Brand Marketing and Cinnamon Life Mall CEO Dilip Madadeniya



TATA Group Taj Hotels Managing Director and CEO Puneet Chahalwal



Minor Hotel Group CEO Dilip Rajakarier



Resplendent Ceylon Managing Director Maile Fernando



Santani Resort and Spa Founder and CEO Vikum Nawagamawage



Jetwing Hotels Chairman Shromal Cooray



JB Securities CEO Murtaza Jafferjee



BookMyYellow CEO and Founder Ashish Hemrajani



Trip Advisor, APAC Head of Destination Sarah Mathews



TrendOne GmbH Partner Rene Massat



Euronomitor International Sr. Regional Communications and Marketing Consultant - Southeast Asia Vesta Ratkeviciute



Impetus Alliance CEO and Managing Director Michael Yam



STR Business Development Manager, Central and South Asia Vihvi Godiwala



DER Touristik UK CEO Derek Jones



E-Tourism Frontiers CEO Damian Cook



Mercedes-Benz Sprinter by Dima, Powered by Cinnamon Hotels & Resorts, Destination Partner - So Sri Lanka, Electronic Media Partner - YES101 & Legend90.6, Airline Partner - SriLankan Airlines, Mobile Partner - Mobitel, Digital Partner - Xiteb, Strategic Partner - Ceylon Chamber of Commerce, European Chamber of Commerce in Sri Lanka, Luxury Transport Partner - Transcendence, Print Media Partner - Sunday Times, Daily Mirror, Daily PT.



Cinnamon Future of Tourism Summit endorsed by United Nations World Tourism Organisation, International Media Partner CNN Travel, in association with.



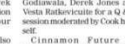
Vesta Ratkeviciute, on 'Global Consumer Trends: Opportunities for the Travel Industry', Impetus Alliance CEO and Managing Director Michael Yam, on 'The breakthrough in investment tourism', STR Business Development Manager, Central and South Asia Vihvi Godiwala, on 'Past recovery of Accommodation Sector - Lessons from other Destinations' and DER Touristik UK CEO Derek Jones, on 'Building Destination Confidence Amongst Tour Operators'.



An Investor Forum will also be conducted by a panel consisting of Minor Hotel Group CEO Dilip Rajakarier, Resplendent Ceylon Managing Director Maile Fernando, John Keells.



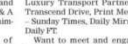
Holdings Chairman Krishan Balendra, Santani Resort and Spa Founder and CEO Vikum Nawagamawage, and Jetwing Hotels Chairman Shromal Cooray, and will be moderated by JB Securities CEO Murtaza Jafferjee. FOT 2019 will come to a close with a panel discussion between Sarah Mathews (Head of Destination Marketing APAC, Trip Advisor). Later they will be joined by Vihvi Godiwala, Derek Jones and Vesta Ratkeviciute for a Q&A session moderated by Cook himself.



Cinnamon Future of Tourism Summit endorsed by United Nations World Tourism Organisation, International Media Partner CNN Travel, in association with.



Mercedes-Benz Sprinter by Dima, Powered by Cinnamon Hotels & Resorts, Destination Partner - So Sri Lanka, Electronic Media Partner - YES101 & Legend90.6, Airline Partner - SriLankan Airlines, Mobile Partner - Mobitel, Digital Partner - Xiteb, Strategic Partner - Ceylon Chamber of Commerce, European Chamber of Commerce in Sri Lanka, Luxury Transport Partner - Transcendence, Print Media Partner - Sunday Times, Daily Mirror, Daily PT.



Cinnamon Future of Tourism Summit endorsed by United Nations World Tourism Organisation, International Media Partner CNN Travel, in association with.

Daily FT 23.09.2019

CNN's Richard asks Ranil FAQ: Who is UNP's candidate?

UNP Leader and Prime Minister Ranil Wickremesinghe wasn't spared of political volleys from CNN's foremost international business correspondent Richard Quest yesterday at the Cinnamon's Future of Tourism Summit's enthralling Q&A session.

Quest kicked off with what is probably the Frequently Asked Question (FAQ) from Wickremesinghe and politically savvy Lankans – Who will be UNP's presidential candidate? The PM responded simply with an emphatic "no", triggering laughter among Summit participants as he said: "Let's move on."

The preserving Quest ended the Q&A repeating the same question, "Are you sure you won't tell me who is your presidential candidate is?" for which an equally witty Wickremesinghe said: "I am a bit frightened because every politician wants the top job and all have gotten frightened and all 225 must be thrown out."

[More Page 2](#)



The two R's CNN's famous business correspondent Richard Quest leans as Prime Minister Ranil Wickremesinghe stresses a point during their witty and entertaining Q&A session yesterday at the Cinnamon's Future of Tourism Summit in Colombo – Pix by Lasantha Kumara

Richard points to possible post-retirement job for Ranil

COULD playing the piano in a hotel be incumbent Prime Minister Ranil Wickremesinghe's pastime after he retires from politics?

Playing of the piano figured during Cinnamon's Future of Tourism Summit's entertaining Q&A session between Prime Minister Wickremesinghe and CNN correspondent Richard Quest.

As part of an answer in response to

Quest's question, Premier said as more hotels come "there won't be enough pianists to play" to create an authentic experience. Quest snapped back asking the PM "do you play the piano?" for which Wickremesinghe replied "I used to". This answer prompted the witty Quest to suggest: "Well then there is a job after politics for you," triggering laughter and applause at the Summit.

CNN's...

A participant said certain sections of the Q&A resembled the two characters of the famous old BBC comedy the 'Two Ronnies'.

Daily FT 24.09.2019

PM backs decisive private sector role in future of tourism

■ Figures in a witty and sharp Q&A session with CNN's Richard Quest filled with applause and laughter at Cinnamon's Future of Tourism Summit

■ PM moots private sector-led, public sector-collaborated destination marketing

■ Acknowledges earlier exercise had taken too long to be approved

■ Says national carrier is needed but State need not own or manage

■ Stresses Govt. must move out of overregulation of tourism sector

By MICHAEL CANNON and CHANDANA DE SILVA

PRIME Minister Ranil Wickremesinghe yesterday backed a greater role and say by the private sector in destination marketing and development if the country were to properly harness its tourism potential.

A private-public partnership in global destination marketing, private sector-managed national and avoidance of overregulation of the tourism industry on the part of the Government were some of the measures the Prime Minister said would help a more robust tourism development in Sri Lanka.



Prime Minister Rani Wickremesinghe



CNN's Quest

— See Page 21

These insights were shared by Wickremesinghe during a Question and Answer session with the famous CNN correspondent Richard Quest at the packed Cinnamon's Future of Tourism Summit yesterday.

Quest was witty triggering laughter and applause yet sharp during his 20-minute engagement with Wickremesinghe.

The CNN correspondent said Lankan tourism industry was frustrated over the delay in the launch of global marketing and PR campaign post Easter Sunday setback largely due to bureaucracy.

Wickremesinghe

PM backs...

Prime Minister admitted the approval process took too long. "This is why I suggested a public-private partnership venture with greater say by the industry to source money from the promotion fund for the marketing campaign. However the industry as a whole must commit, put in money and take part," he said adding that a PPP will give greater flexibility in decision-making.

Quest stressed that private sector remains constrained due to Government interference and overregulation. The Premier said the facilitation has improved with single-window investment process as well as development of infrastructure. However, he admitted that various permits need to be expedited as well as quicker approval for new buildings. He also said that local authorities posed a greater number of day-to-day issues to the tourism sector with various permit requirements and charging of levies as opposed to the centre. "We may have to bring some national laws which lay down what are the rates that can be charged etc.," he said.

He acknowledged that in the past the Government played a major role in running and developing tourism and historically Government has been seen as responsible. "However, the Government must get out of it and not regulate too much," Wickremesinghe told the Summit drawing applause from participants.

With regard to Quest's query whether Sri Lanka needs a national carrier, the Premier quipped: "Well, if you are willing to put a billion dollars why not?"

However, he clarified that Sri Lanka needs a national airline but it doesn't mean it must be Government-owned, a comment which drew applause from the participants.

"We need private management. National carrier must focus on a few routes and allow others to operate," Wickremesinghe added. Apparently unconvinced with the response, Quest pressed on saying Sri Lankan Airlines problems were due to Government interference and meddling which again drew applause from the audience. Wickremesinghe rebutted saying it wasn't about interference but there was a debt of \$1 billion and "we all have to pay for it."

Quest was quick to say at least he doesn't have to but Premier was equally witty to tell Quest "each time you come here you pay VAT and you are a paying part of it," eliciting more laughter from the audience.

On a serious note, Wickremesinghe reiterated that tourism is one of the important sectors of the economy and there must be greater value addition to the tourist's experience. "We also need more investments by both foreign and local companies," he added.

Quest described the Easter Sunday attacks as a defining moment for the tourism industry which was booming post-war and asked the Premier what was the lesson, for which the latter said Sri Lanka was facing a new threat and all must unite and cannot disregard information stemming from intelligence agencies however difficult it may be.

Quest raised issues of lack of coordination and communication among State actors and intelligence

agencies as well as a level of dysfunctionality among reasons for the failure to prevent the Easter Sunday attacks.

"We learned from the Easter Sunday attacks. Post-21 April, a greater focus on ISIS and other extremists as well as those who spread hate speech has been initiated," Wickremesinghe added.

He also said Parliamentary Select Committee findings as well as those by others probing Easter Sunday attacks will be made public.

The Premier thanked the industry and other stakeholders for rallying and supporting the recovery since Easter Sunday setback. He noted a host of national religious and cultural festivals were concluded without any incidents.

Wickremesinghe assured that tourism won't be a political football and that post-Easter Sunday, all political parties were supportive to ensure a quicker recovery of tourism.

Daily FT 24.09.2019

එජාත ජනපති අපේක්ෂකයා තවම රහස්‍ය

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(නිමල කොඩිතුට්ටි)
එක්සත් ජාතික පක්ෂය ප්‍රමුඛ පුළුල් සන්ධානයේ ජනාධිපති අපේක්ෂක තවමත් රහස්‍යක් යැයි අග්‍රාමාත්‍ය රනිල් වික්‍රමසිංහ මහතා කොළඹදී රියේ (23) පැවැසිය.

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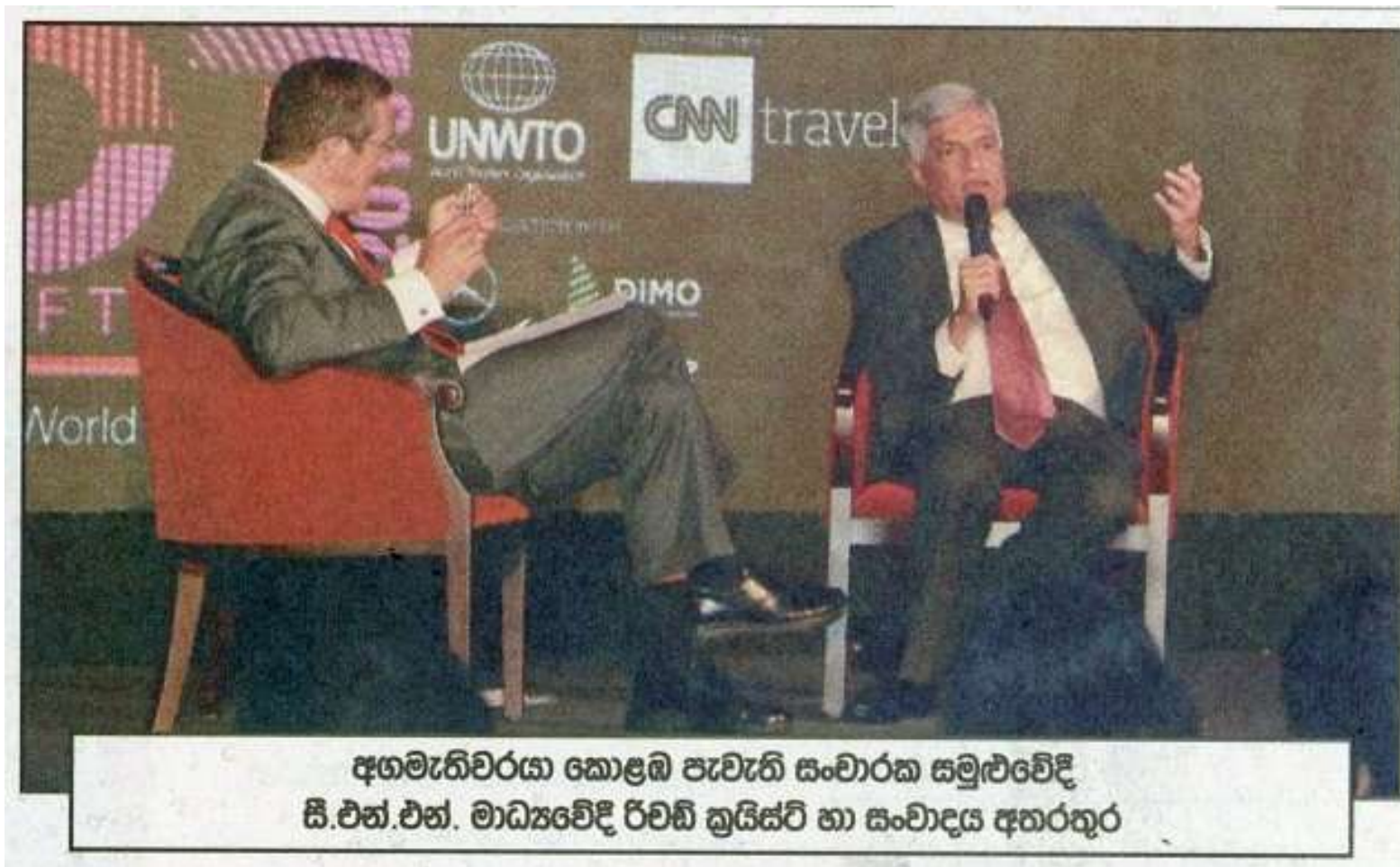
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(ඡායාරූපය වතුර එස්. කොඩිකාර)

ක්වෙස්ට් මහතා සමග පැවැති පිළිසඳරේදී අග්‍රාමාත්‍ය රනිල් වික්‍රමසිංහ මහතා මේ බව පැවැසිය.

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Daily Lankadeepa 24.09.2019



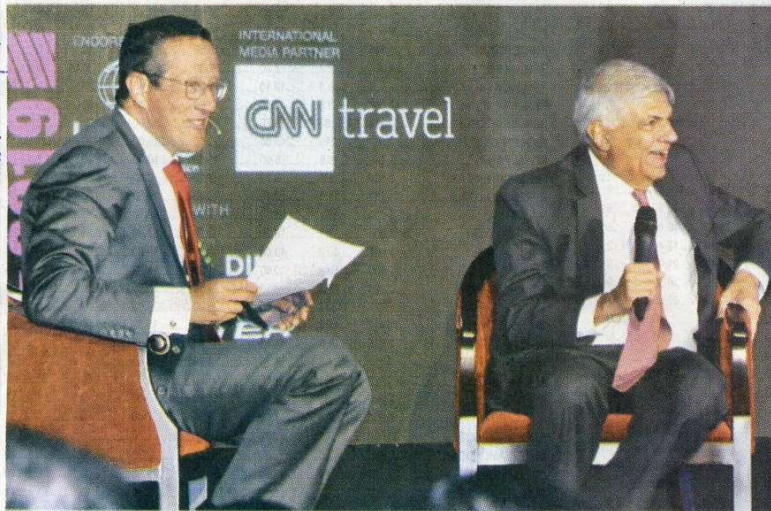
Daily Aruna 24.09.2019



Daily Island 24.09.2019

Cinnamon Future of Tourism Summit 2019

Sri Lanka gains strategic insights to revive as the best place for travel



Guest of Honour Richard Quest, CNN's international correspondent, business editor and host of Quest Means Business holds an on-stage discussion with Prime Minister Ranil Wickremesinghe, at the Cinnamon Grand Colombo yesterday. Photographer: Sujatha Jayaratne

Cinnamon Hotels & Resorts concluded its globally recognized third edition of the Future of Tourism Summit (FOT 2019) yesterday at the Cinnamon Grand Colombo.

The timely revival of the bi-annual confer-

ence was conducted under the highly pertinent theme 'Challenges and Growth in Crisis', in the aim of aiding unanimous efforts made to regain Sri Lanka's tourism industry. The theme for this year's summit garnered the interest of

eminent destination gurus from the world over, including CNN's leading business correspondent Richard Quest.

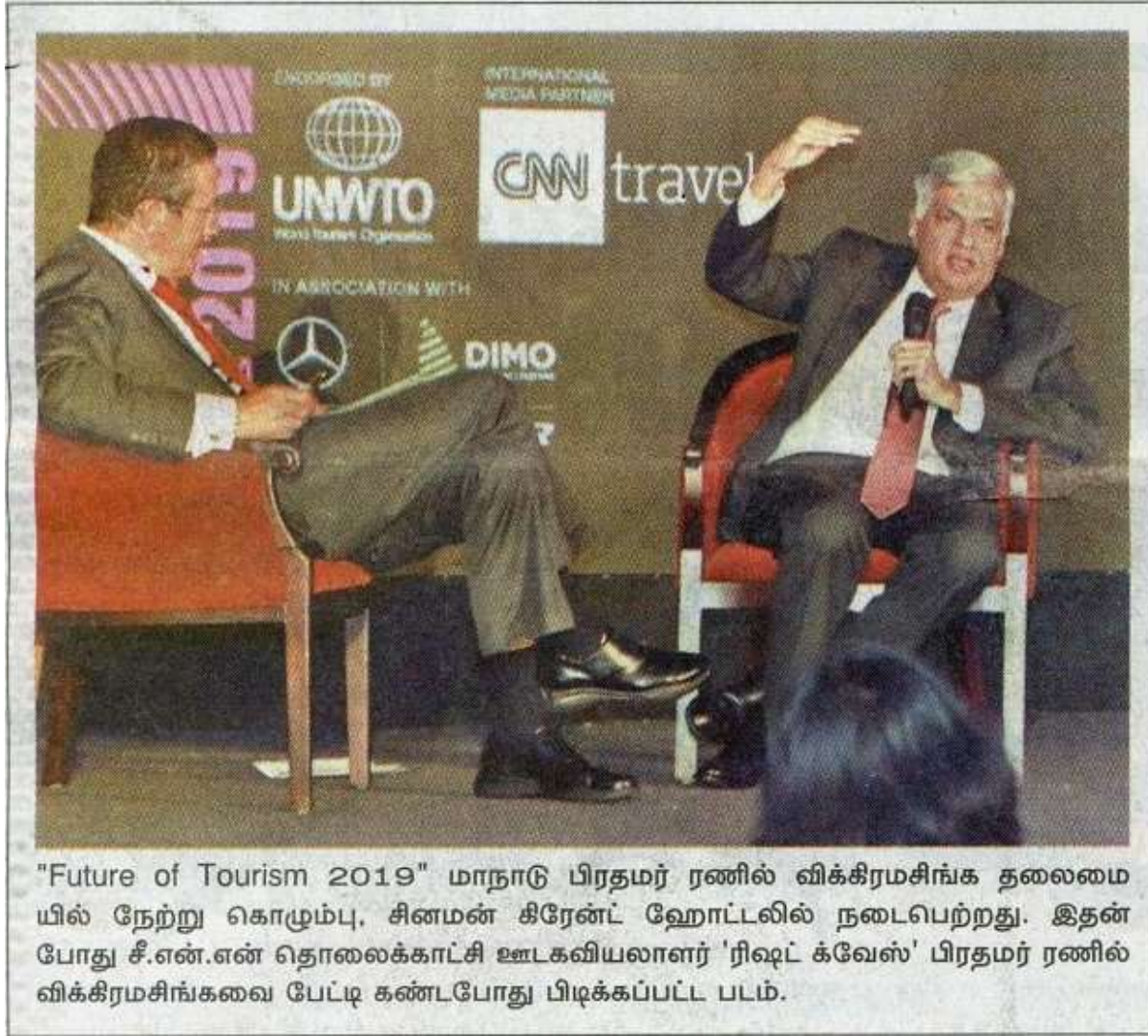
Endorsed by the United Nations World Tourism Organization (UNWTO), this year's forum drew on the insights of top global experts who dispensed their first-hand experience in driving sustainable economic growth in the most challenging times.

"According to the UNWTO, the relatively strong global economy, and the growing middle class in emerging economies have boosted tourism numbers to 1.4B in 2018; a 5% growth from the previous year," stated Krishan Balendra, Chairman John Keells Holdings.

The Guest of Honour for this year's summit, Richard Quest, CNN's international correspondent, business editor and host of Quest Means Business, explored the topic 'Looking beyond the crisis' discussing the challenges he has witnessed in the context of tourism destinations and how the future dimensions in tourism are expected to change the landscape of tourism. This was followed by a live on-stage discussion with Prime Minister Ranil Wickremesinghe.

Other speakers at the summit included Anita Mendiratta, Special Advisor to the Secretary General of the UNWTO, Puneet Chhatwal, Managing Director and CEO of Taj Hotels, TATA Group, Dileep Mudadeniya, Vice President John Keells Holdings, Head of Brand Marketing Cinnamon Hotels and Resorts and CEO Cinnamon Life Mall, Kishu Gomes, Chairman, Sri Lanka Tourism Promotion Bureau Damian Cook, CEO of E-Tourism.

Daily Island 24.09.2019



Daily Thinakaran 24.09.2019

Sri Lanka

PM tells Quest

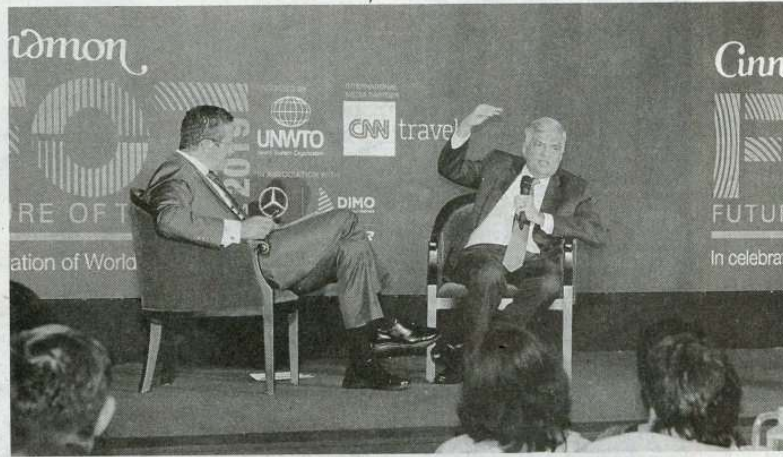
More private participation in tourism promotion needed

COLOMBO - In a short but relatively wide-ranging interview with CNN's Richard Quest at a Colombo tourism summit yesterday (23), Prime Minister Ranil Wickremesinghe called for limited government in, among other areas, tourism promotion and the running of SriLankan Airlines.

Responding to a question by the British business correspondent on approval delays for the tourism industry's post-Easter recovery plans, Wickremesinghe said a public-private partnership (PPP) with larger industry partnership would be key for effective tourism promotion.

"It has been taking too long, I agree. I have suggested that we have one or two companies - public-private partnerships, with the industry having a larger share and the Government passing the money from the promotion fund for the proposed promotions. That seems to be the easy way out right now," he said.

The dialogue took place at the Cinnamon Future of Tourism summit held at the Cinnamon Grand with the participation of government officials, private sector players and other industry stakeholders. Quest, with his fame



brought about by decades of experience in international business journalism, was the star attraction at the event.

The prime minister, advocating smaller government presence in the sector, told Quest that in order to meet Sri Lanka's tourism targets, the industry must commit itself with adequate

investment. "The industry as a whole must put in money and take part in this. We have to make sure more resources are made available. But it also means the private sector has to invest more capital, and we have to seek foreign investment if tourism is to go ahead," he said.

"We've done a lot of the groundwork.

We can [have a] breakthrough within the next year and a half," he added.

When the CNN anchor asked if Sri Lanka needs a national airline, Wickremesinghe responded in the affirmative but cautioned against heavy government participation.

"We need a national airline, but it doesn't mean it has to be government-owned. That's the first thing. A national airline must focus on a few routes and allow the rest to be brought in," he said.

Asked if much of SriLankan Airline's woes weren't due to government meddling, the prime minister conceded that government interference has indeed contributed to the state of affairs at the crisis-riddled national carrier.

"Certainly there was government interference, and we have a debt of about a billion dollars. We all have to pay it," he said.

"I don't," said Quest, in jest.

"Why, Richard. Every time you come here and pay VAT, you are a part of it," retorted Wickremesinghe, to the amusement of the audience.

"I knew you'd get money out of me at some point," joked Quest.

-republicnext.com

Daily Express 24.09.2019

CNN's Quest warns of three challenges to future of tourism

- Lists 'overtourism' as the single biggest problem
- Says focus on quantity will endanger authentic experiences for tourists
- Pointing to Easter Sunday tragedy, urges Sri Lanka to 'never waste a crisis'

WORLD-FAMOUS CNN correspondent Richard Quest yesterday in Colombo warned the travel industry of three challenges to its future, one of which was "overtourism."

Speaking at the Cinnamon Future of Tourism Summit in Colombo, Quest listed the other two challenges as the issue of security with reference to the wider use of biometrics and climate change.

Although urging the industry to reflect on the beauty of tourism itself, Quest identified overtourism as the single biggest issue confronting the sector.

Having asked summit participants for a show of hands of who made a holiday in recent months and who did not, Quest who is CNN's Business Editor at Large, said that indeed tourism and travel executives contribute to the industry.

"Tourism is indeed both sides of the same coin and the industry must address the issue of overtourism in the future. There is no solution that will easily lend itself to the problem of overtourism. How will destinations preserve the tourist experience," Quest asked those from the travel and tourism industry assembled at the Cinnamon Summit, suggesting a focus on quantity destroyed an authentic experience.

Taking a Sri Lankan example, Quest, who arrived in Sri Lanka on Friday, said the Minneriya National Park was overcrowded, with jeeps and tourists outnumbering elephants.

"There was a herd of elephants and a horde of less spotted tourists in jeeps," he quipped.

Quest noted that Sri Lanka tourism industry representatives were referring to a future target of five million tourists but asked summit participants, "How are you going to handle them? What you going to do with three or five million tourists? Where will you put them?"

"The last two weeks I have been



CNN Correspondent and Host of Quest Means Business Richard Quest

to the Edinburgh Castle, Times Square, Piccadilly Circus and the Trevi Fountain in Rome, all of which were overcrowded with tourists. So overtourism is the single biggest problem that the industry will have to deal with," reiterated Quest, who is CNN's foremost international business correspondent.

Quest warned that with a rise in Chinese tourists, which every destination is clamouring for, comes a more daunting challenge.

Quest stressed the need to carefully plan and ensure tourism remained sustainable.

"Overtourism is something that the industry can control, unlike natural disasters," he stressed but pointed out, "Overtourism is way more challenging than security or environment because how do you deny the right of people to travel when they want to, where they want to, see what they want to."

He said climate change and environmental issues would impact the future of tourism as well and the industry needed to be prepared.

"This (environmental and climate change) is the sleeper burner issue" for the industry, suggested Quest.

He also said that industry personnel and tourists must walk the

talk when it came to protecting the environment in their individual decisions during hotel stays such as changing linen and towels, etc.

"Going forward, hotels will make the choice for their five star guest and not vice versa when it comes to conserving the environment," he added.

Quest noted that the airline industry too was fast realising its own responsibility to reduce its emissions.

Focusing on the issue of security and biometrics, he said Emirates was planning the first flight where passengers would board via biometrics rather than paper identification. The UK has introduced biometric passport readers instead of queuing up.

"So biometrics is the future of travel and tourism as it offers convenience and added security for the country," he added.

With regard to the Easter Sunday tragedy, Quest's message was, "Never waste a crisis," which is a modified version of the famous adage 'Never waste a good crisis' or 'Never let a good crisis go to waste' from Winston Churchill. The Sri Lanka tourism industry must decide what to do about it and how to adapt.

Pix by Lasantha Kumara

Daily FT 24.09.2019

Ranil at 'Future of Tourism'



Prime Minister Ranil Wickremesinghe is pictured with CNN correspondent and popular television programme 'Quest Means Business' host Richard Quest at the 'Future of Tourism' summit held yesterday in Colombo.

PIC BY CHATHURA S. KODIKARA

Daily Mirror 24.09.2019

Govt. interference has led to SriLankan's downfall, Ranil tells CNN's Quest

■ By Yohan Perera

National carrier SriLankan Airlines should be managed by the private sector as the interference by the government had led to its downfall, Prime Minister Ranil Wickremesinghe said yesterday.

Wickremesinghe said this responding to a question raised by Richard Quest, CNN correspondent and host of the popular TV programme 'Quest Means Business', at the 'Cinnamon Future of Tourism' summit in Colombo.

Quest then posed the question as

to whether the downfall of the airline was due to bad management or the interference of the government. The premier said it was due to the latter.

Meanwhile, Wickremesinghe said the private sector should keep the tourism sector going while the government would also play its role as a facilitator.

He then assured that the government would bring in new laws, specially to control the taxes levied on the tourism industry by the local bodies.

He also said the government is

looking towards dropping some laws in the construction sector so that the time taken to start up a construction project would be shortened.

Quest then asked the premier on the development of infrastructure required for the tourism sector going forward. Wickremesinghe answered that the government already has plans to make the Mattala, Jaffna and Batticaloa airports operational for tourism purposes.

However, he said the success of it depends on the availability of domestic

airlines to operate through these airports.

Meanwhile, Wickremesinghe responding to a question on the lack of communication, which had prevailed when it came to the prior warnings received on the Easter Sunday attacks, said Sri Lanka should not neglect the information received from foreign intelligence agencies.

"The issue was that the information stayed with the government officers without posting it to the political leadership," he said.



Prime Minister Ranil Wickremesinghe in discussion with Richard Quest

Govt. interference....

Asked whether the reports of investigations carried out on the Easter Sunday attacks would be made public, Wickremesinghe said the report of the investigations that are being carried out by the Parliamentary Select Committee would be made public.

"Besides, Archbishop of Colombo Cardinal Malcolm Ranjith had wanted another independent investigation carried out on the attacks and I too won't mind another probe," he said.

He also noted that the government has already done what is needful to kick start the recovery of the tourism industry, which dealt a deadly blow on April 21.

Daily Mirror 24.09.2019

Travelling sans passports, the future of travel - Quest

SHIRAJIV SIRIMANE

Future travel would witness world history creating features such as 'Passport sans travel,' said CNN Correspondent and host of Quest Means Business, Richard Quest at the Cinnamon Future of Tourism Summit.

He said the date in the passport would be used via bio metrics, while already Emirates Airline was using this feature in some of their USA bound flights. "Future travel would see travellers boarding flights minus passports."

He also said that hotels would also pay more emphasis on environmental concerns, while hotel staff would be asking guests if the bed linen and towels should be cleaned daily. He also appealed to the audience to be responsible by doing this right now and asking the hotel staff not to change linen daily.

Quest also said that travelers should be more responsible when travelling overseas and said that they should try to use public transport to their hotels rather

than taking a chauffeur driven car or a taxi.

He said that this was the second time he was visiting Sri Lanka and quipped that he got an opportunity to visit the Minneriya Elephant Park, where there were more jeeps than elephants!

He was of the view that crisis (Easter Sunday Blasts) should be converted to an opportunity by the tourism sector. "You must never waste a crisis."

Richard Quest also interviewed Prime Minister Ranil Wickremesinghe at the event.

Chairman, John Keells Holdings, Krishan Balendra said that this was the third time they were organizing this event and hopefully at the end of the event, the participants and stake holders would be able to put together plans for tourism development for the future. "This future plan must also focus on sustainability too," he said.

Special Advisor to the Secretary General of the UNWTO



Richard Quest

Anita Mendiratta speaking of the Challenges and Growth in Crisis, this year's Summit, was of the view that crisis could be any where and at any time. "Presently, over 600,000 tourists are stranded throughout the world due to the world's oldest Travel agency based in UK going bankrupt."

She said that Sri Lanka Tourism witnessed a major leap after ending the 26-year-old conflict, but fell down again after the

Ester Sunday attacks. "We now observe a recovery."

She explained that some destinations recover faster in a crisis, while other countries take a longer period to recover. "London and Paris are two such cities which recovered promptly, while Bali took a longer period to attract high end tourists."

Dominian Cook founder and CEO E Tourism Frontiers, said that during crisis and terror attacks saying the 'country was safe' all the time is not practical. "It gives a negative message that governments are attempting to cover up something."

He said that soon after a crisis in any country, what people and tourists need is to correct information and governments must ensure that this happened.

"Governments must also ensure that all travel advisories against the country affected by a crisis, be taken off soon as it



Krishan Balendra

affects the insurance of travellers."

He said that Nepal soon after the earth quake, published the affected area and also marked the districts with tourist attractions, which saw arrivals coming.

"Small gestures such as 'We thank the world for helping us to evacuate the football youth team, cave victims in Thailand' also help to promote tourism. "However, tourists carrying placards saying we are safe, gives an impression that they have been kidnapped."

He also said that every year, 1.25 million people are killed in



Anita Mendiratta

road accidents equating to one person killed every 25 seconds.

Cinnamon Future of Tourism Summit is endorsed by the United Nations World Tourism Organization, International Media Partner, CNN Travel, In Association with Mercedes Benz Sprinter by Dimo, Powered by Cinnamon Hotels and Resorts, destination partner, So Sri Lanka, Airline Partner, SriLankan Airlines, Mobile Partner, Mobitel, Digital Partner, Xiteb, Strategic Partner, Ceylon Chamber of Commerce, European Chamber of Commerce in Sri Lanka and Luxury Transport



Dominian Cook

Partner, Transcend Drive. Cinnamon Future of Tourism Summit is endorsed by United Nations World Tourism Organization, International Media Partner, CNN Travel, In Association with Mercedes Benz Sprinter by Dimo, Powered by Cinnamon Hotels and Resorts, Destination Partner, So Sri Lanka, Airline Partner, SriLankan Airlines, Mobile Partner, Mobitel, Digital Partner, Xiteb, Strategic Partner, Ceylon Chamber of Commerce, European Chamber of Commerce in Sri Lanka and Luxury Transport Partner, Transcend Drive.

Daily News 24.09.2019

Cinnamon music video 'We Are One' celebrates unity in diversity



Alston Koch

Cinnamon launched a music video 'We Are One' - a song performed in celebration of World Tourism Day by renowned musician Alston Koch to drive the message of unity in diversity.

'We Are One' is a song dedicated to unity in diversity as Sri Lankans work together beyond mere tolerance of physical, cultural, social, religious and political differences towards building unity through deeper understanding that differences enrich human interactions.

Dileep Mudadeniya, Vice President of the John Keells Group, Head of Brand Marketing for Cinnamon Hotels & Resorts and CEO Cinnamon Life Mall commented, "The solidarity pledged to Sri Lanka in the recent months has been encouraging. We take this opportunity to spread the message

of unity in diversity to promote awareness and empathy as virtues that are mandatory for recovery and progress."

Alston Koch who wrote and performed the song is a Sri Lankan-born Australian singer-songwriter, film producer, record producer and actor.

Daily Island 28.09.2019



Cinnamon launches We Are One to Celebrate Unity in Diversity for World Tourism Day!

Cinnamon launched a music video 'We Are One' – a song performed in celebration of World Tourism Day by renowned musician Alston Koch to drive the message of unity in diversity. We Are One is a song dedicated to unity in diversity as Sri Lankans work together beyond mere tolerance of physical, cultural, social, religious and political differences towards building unity through deeper understanding that differences enrich human interactions.

Dileep Mudadeniya, Vice President of the John Keells Group, Head of Brand Marketing for Cinnamon

Hotels & Resorts and CEO Cinnamon Life Mall commented, "Tourism is an industry that is all about diversity. People travel to enrich themselves by not just exploring but by experiencing and understanding different cultures and peoples.

The solidarity pledged to Sri Lanka in the recent months has been encouraging. We take this opportunity to spread the message of unity in diversity to promote awareness and empathy as virtues that are mandatory for recovery and progress." The song was performed live at the Cinnamon Future of Tourism

Summit on September 23, 2019 to commemorate World Tourism Day which falls on September 27, 2019. Alston Koch who wrote and performed the song is a Sri Lankan-born Australian singer-songwriter, film producer, record producer and actor.

He was lauded in the Australian and Asian media as "Asia's King of Pop" after gaining international success in the late 1970s. He has performed worldwide and achieved international success in Australia, Indonesia, Thailand, Malaysia, Singapore, India and Sri Lanka among other places.

Daily Mirror 28.09.2019

Cinnamon FOT 2019 analyses post-Easter tourism industry

Cinnamon Hotels & Resorts concluded its globally recognised third edition of the Future of Tourism Summit (FOT 2019). The revival of the biannual conference was conducted under the pertinent theme "Challenges and Growth in Crisis", in the aim of aiding collective efforts made to regain Sri Lanka's tourism industry.

Endorsed by the United Nations World Tourism Organisation (UNWTO), this year's forum drew on the insights of top global experts who dispensed their first-hand experience in driving sustainable economic growth in the most challenging times.

"According to the UNWTO, the relatively strong global economy, and the growing middle class in emerging economies have boosted tourism numbers to 1.4 billion in 2018 – a 5% growth from the previous year," stated John Keells Holdings Chairman Krishan Balendra. "Through this conference, we have set the stage for a constructive discourse with renowned destination marketers who provided strategic insights highlighting destination recovery, breakthrough tourism campaigns, and creative initiatives to tourism which are timely and vital for the industry's future. Their expertise expands across many areas both geographical and intellectual and I am confident that we will collectively be able to address how we can tackle the challenges we are currently facing and simultaneously keep up with the evolving industry landscape."

The Guest of Honour for this year's summit, *CNN* International correspondent, Business Editor, and Quest Means Business host Richard Quest, explored the topic "Looking beyond the crisis", discussing the challenges he has witnessed in the context of tourism destinations and how the future dimensions in tourism are expected to change the landscape of tourism. This was followed by a live on-stage discussion with Prime Minister Ranil Wickremesinghe.

Other speakers at the summit included Special Advisor to the Secretary General of the UNWTO Anita Mendiratta, who kicked off the summit with her keynote address on the topic "Emerging Stronger through Crisis". Mendiratta is known to have mastered the art of breaking through conflict and helping governments and businesses identify the human connection essential to establishing much-needed skill sets to overcome crisis-related obstacles. Her experience and contribution in managing crisis response and recovery after social



Richard Quest and PM Ranil Wickremesinghe



Krishan John Richard

unrest, terror attacks, and natural disasters uniquely qualifies her to speak on this forum. Taj Hotels and TATA Group Managing Director and CEO Puneet Chhatwal shared his own experiences and initiatives through his topic "Recovering from a crisis and rebuilding the brand".

John Keells Holdings Vice President, Cinnamon Hotels & Resorts Head of Brand Marketing, and Cinnamon Life Mall CEO Dileep Mudadeniya was then joined by both Puneet Chhatwal, Anita Mendiratta, and Sri Lanka Tourism Promotion Bureau Chairman Kishu Gomes for a panel discussion on "Building a recovery marketing plan for all sectors" moderated by E-Tourism Frontiers CEO Damian Cook who also spoke at the event on "Priority actions, partners, and channels when connecting with resilient markets". He spoke about how the concept of crisis management has changed radically in today's new media landscape, with content and information largely controlled by individuals rather than governments and corporations. He further discussed the lessons that have been learned from recent tourism-related incidents

from around the globe, revealing that recovery is less about self-contained action plans and more about building trust and connections with well-informed, resilient markets.

The summit also featured Book My Show Founder and CEO Ashish Hemrajani who spoke on the "Role of Entertainment in Destination Rebuilding", enlightening the audience on how the largest entertainment company in India manages an entertainment portfolio from around the world. Speaking on the "Use of Design Thinking for Creative Solutions in Marketing", TrendOne GmbH Partner Rene Massati delved into the power of design thinking as a tool to understand customer needs through applying approaches of creativity, experimentation, and concept development to improve the success of businesses.

Southeast Asia Euromonitor International Senior Regional Communications and Marketing Consultant Vesta Ratkeviciute spoke on "Global Consumer Trends; Opportunities for the Travel Industry", presenting the most demanded statistics for 2019, its forecasting,

and future travel trends for Sri Lanka. STR Business Development Manager – Central and South Asia Vidhi Godiawala elaborated on the topic "Post recovery of the Accommodation Sector – Lessons from other Destinations", discussing the performance of hotels in post-recovery destinations and their impact on occupancies, average daily rates, RevPAR, etc. through a comparative analysis of similar Asian destinations.

Impetus Alliance CEO and Managing Director Michael Yam spoke on "The breakthrough in investment tourism", highlighting on investment in the context of determining return on investment in tourism, the risks associated with it, and the potential for tourism investment, including the opportunities of exploiting the low-hanging fruit and the future of investment in hospitality. DER Touristik UK CEO Derek Jones addressed the issue of building destination confidence among tour operators. Jones discussed case studies and lessons learned from effective recovery plans implemented by destinations as well as Sri Lanka's current appeal for travellers from the United Kingdom.

An investor forum was conducted by a panel consisting of Minor Hotel Group CEO Dillip Rajakari, Resplendent Ceylon Managing Director Malik Fernando, John Keells Holdings Chairman Krishan Balendra, Santani Resort and Spa Founder and CEO Vickum Nawagamuwage, and Jetwing Hotels Chairman Shiromal Cooray, and it was moderated by JB Securities CEO Murtaza Jafferjee. FOT 2019 drew to a close with a panel discussion with TripAdvisor Head of Destination Marketing APAC Sarah Mathews, before being joined by Godiawala, Jones, and Ratkeviciute for a Q&A session moderated by Cook himself.

Sunday Morning 29.09.2019

Consensus builds around the privatisation of tourism promotion



As the Chairman Future of Tourism Summit, the PM requested the private sector to take the lead role in promoting tourism. PHOTO: SAMAN ABURUWARANA

Consensus...

Further, Amaratunga noted that even though privatisation would curtail the existing powers and influence of the Ministry of Tourism, he does not have any issues with that. "I do not have a problem with that. I think the Tourism Ministry's powers should be limited," Amaratunga noted.

Meanwhile, *The Sunday Morning Business* also covered Sri Lanka Tourism Promotion Board (SLTPB) Chairman Kulika Gones. He said that the SLTPB should be given more authority to take decisions and execute plans without going through cumbersome and tedious processes such as the procurement process.

Responding to the Prime Minister's suggestion at the event, Gones noted that SLTPB has the authority only to spend up to Rs. 100,000 only within certain areas, while the Sri Lanka Tourism Development Board (SLTDB) has the authority to spend up to Rs. 100 million for tourism-related promotions and marketing.

"Beyond Rs. 100 million, everything has to go to the Cabinet. Furthermore, any

Consensus is growing amongst key tourism industry stakeholders that Sri Lanka's tourism promotion activities should be taken over by the private sector, as mooted by Prime Minister Rani Wickremesinghe last week. Addressing the gathering during the Chairman Future of Tourism Summit 2019, the Prime Minister requested the private sector to take the lead role in promoting the tourism industry. In return for the private sector taking on this added responsibility, he promised that the Government would stop overregulating the industry.

agreement you enter into has to be approved by the Attorney General's (AG) Department. So, there are a lot of impediments not allowing the system to work the way it should," Gones noted.

The SLTPB is the respective government body responsible for handling all marketing and promotional activities related to the travel and tourism industry of Sri Lanka.

Speaking to *an*, Representative Counsel Managing Director Mutha Fernando, who is also the main driver of the *flavorful* campaign, endorsed the suggestion.

Fernando emphasized the importance of going for a PPP in tourism promotion as there is a lack of expertise in the government sector with regard to the subject. He added that nevertheless, the funding should be provided by the Government and the entire implementation should be done by the private sector.

"I would like to thank the Prime Minister for considering relaunching tourism marketing as a PPP because that is where we are utterly crippled. Many of us in the trade are frustrated because there has not been a campaign, and we are struggling to get one up for next year," Fernando stated at the event.

flavorful is an initiative launched by the Sri Lanka Tourism Alliance, a body formed by Sri Lanka's private tourism sector, soon after the Easter attacks, to promote Sri Lanka to the world.

Winter campaign

On 11 August, *The Sunday Morning Business* exclusively reported that the tourism recovery campaign will not be ready in time to attract winter bookings due to the delayed procurement process.

The Rs. 415 million, 45-day campaign was to target Sri Lanka's biggest tourism source markets to counter the negative perception of Sri Lanka created following the Easter Sunday attacks and to position it as a safe and attractive destination.

Speaking to *an*, tourism industry stakeholders opined that with a fresh procurement process being necessitated, following the intervention of the AG, getting a campaign off the ground prior to the global tourism market finalising its winter travel destinations would be next to impossible.

Even if the procurement process was to be fast-tracked considering the urgency of the matter, it is unlikely that a new agency could develop and launch an effective global campaign prior to the end of this month, by which time most international travellers, particularly high-spending winterers, would have finalised their winter plans.

Furthermore, in the event a fresh procurement process is carried out, it is doubtful whether agencies would be keen to bid for a campaign of this magnitude following the issues which have cropped up so far and the tight deadline it would be required to meet, in addition to the fact that an election is scheduled for November.

However, Amaratunga expressed optimism about launching the campaign in time for winter bookings. "If the agreement is approved by the AG's Department, we can start immediately," he told *The Sunday Morning Business* in early August.

The SLTPB refused to confirm that the campaign would not be ready for winter bookings. However, they added that this was never meant to be a winter campaign and that Sri Lanka needs to reposition itself as a year-round destination as opposed to a seasonal tourist destination.

The recovery campaign, first announced within two weeks of the Easter attacks on 21 April, was only submitted for Cabinet approval in late May, along with the long-term global promotional campaign. The approval was received on 26 May for both campaigns.

However, the campaign ran into trouble when rival advertising agencies alleged that a proper procurement procedure had not been

highlighting the post-Easter tourism recovery campaign which never materialised, the Prime Minister proposed a public-private partnership (PPP) for tourism promotion, with the private sector having a larger stake. "I have taken some time. I've been doing some of the pushing. The Treasury has agreed, but we have to move the other agencies along. This is why we should have a public-private partnership with two or three companies. The industry would have a larger share and we would pass the funds straight to these companies, so

they can go ahead with the promotion. That seems to be the way out of this, but the industry as a whole must put in money and take part in this without leaving it to a few people."

Following the statement made by the Premier, *The Sunday Morning Business* spoke to Minister of Tourism Development, Wildlife, and Christian Religious Affairs John Amaratunga, who noted that he is in agreement with the privatisation of tourism promotion, but said it would happen only next year.

These developments are bound to delay the launch of the 45-month, Rs. 500 million global promotional campaign as well, the fortunes of which are tied to that of the recovery campaign due to both being submitted for Cabinet approval with the same cabinet paper.

followed in the awarding of the contract to Wunderman Thompson.

The disclosure built by these allegations ultimately led the AG's Department to investigate the matter and conclude that proper procedure had not been followed. It was pointed out that a committee should have been appointed to review the proposal prior to the cabinet paper being submitted and not after, as was the case.

Count. on page 2

Sunday Morning 29.09.2019

Cinnamon Future of Tourism Summit 2019 gathers esteemed Destination Marketers from around the globe

A line-up of experts including CNN's Richard Quest share strategic insights as Sri Lanka strives to revive as the best place for travel.

Cinnamon Hotels & Resorts concluded its globally recognized third edition of the Future of Tourism Summit (FOT 2019). This timely revival of the bi-annual conference was conducted under the pertinent theme 'Challenges and Growth in Crisis', with the aim of contributing towards efforts to regain Sri Lanka's tourism industry.

Thus, the theme for this year's summit garnered the interest of eminent destination gurus from the world over, including CNN's leading business correspondent, Richard Quest.

Endorsed by the United Nations World Tourism Organization (UNWTO), this year's forum drew on the insights of top global experts, who dispensed their first-hand experience in driving sustainable economic growth in the most challenging times.

As hospitality brands around the world deal with the threat of natural disasters, terror attacks, political instability, outbreaks of diseases and other factors that can have a detrimental effect on tourism growth and stability, FOT 2019 and its theme this year was regarded exceptionally fitting in the light of the collective global attempts made to equip brands and destination marketers with the know-how, strategies and protocols that they need to manage different crises and overcome them.

"According to the UNWTO, the relatively strong global economy, and the growing middle class in emerging economies have boosted tourism numbers to 1.4B in 2018; a 5% growth from the previous year," said Krishan Balendra, Chairman John Keells Holdings.

Through this conference, we have set the stage for a constructive discourse with renowned destination marketers who provided strategic insights highlighting destination recovery, break-through tourism campaigns and creative initiatives to tourism, which are timely and vital for the industry's future. Their expertise expands across many areas, both geographical and intellectual and, I am confident that we will collectively be able to address how we can tackle the challenges we are currently facing and simultaneously keep up with the evolving industry landscape," he said.

The guest of honour for this year's summit, Richard Quest, CNN's international correspondent, business editor and host of Quest Means Business, explored the topic 'Looking beyond the crisis' discussing the challenges he has witnessed in the context of tourism destinations and how the future dimensions in tourism are expected to change the landscape of tourism. This was followed by a live on-stage discussion with Prime Minister Ranil Wickremesinghe.

Other speakers at the summit included Anita Mendiratta, Special Advisor to the Secretary General of the UNWTO, who kicked-off the summit with her keynote address on the topic 'Emerging Stronger through Crisis'.

Mendiratta is known to have mastered the art of breaking through conflict and help governments and businesses identify the human connection essential to establishing much-needed skillsets to overcome crisis related obstacles.

Her experience and contribution in managing crisis response and recovery after social unrest, terror attacks and natural disasters, uniquely qualified her to speak on the forum.

Puneet Chhatwal, Managing Director and CEO of Taj Hotels, TATA Group,



The Prime Minister in conversation with CNN's Richard Quest



Krishan Balendra

shared his own experiences and initiatives through his topic 'Recovering from a crisis and rebuilding the brand'. Dileep Muddeniya, Vice President, John Keells Holdings, Head of Brand Marketing Cinnamon Hotels and Resorts and CEO Cinnamon Life Mall, was then joined by both Puneet Chhatwal and Anita Mendiratta with Kishu Gomes, Chairman, Sri Lanka Tourism Promotion Bureau, for a panel discussion on 'Building a recovery marketing plan for all sectors' moderated by Damian Cook, CEO of E-Tourism Frontiers, who also spoke at the event on 'Priority actions, partners and channels when connecting with resilient markets'.

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The summit also featured Ashish Hemrajani, Founder and CEO of Book My Show, who spoke on the 'Role of Entertainment in Destination Rebuilding', enlightening the audience on how the largest entertainment company in India manages an entertainment portfolio from around the world.

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FOT 2019 drew to a close with a panel discussion between Sarah Mathews (Head of Destination Marketing APAC, Trip Advisor), before being joined by Vidhi Godiwala, Derek Jones and Vesta Ratkeviciute for a Q&A session moderated by Cook himself.

Cinnamon Future of Tourism Summit was endorsed by United Nations World Tourism Organisation with International Media Partner - CNN Travel in association with Mercedes Benz Sprinter by Dimo, powered by Cinnamon Hotels & Resorts, Destination Partner - So Sri Lanka, Electronic Media Partner - YES10 & Legends, Airline Partner - SriLankan Airlines, Mobile Partner - Mobitel, Digital Partner - Xiteb, Strategic Partner - Ceylon Chamber of Commerce in Sri Lanka and Luxury Transport Partner - Transcend Drive.

Sunday Island 29.09.2019

CINNAMON FUTURE OF TOURISM SUMMIT 2019

Opportunities galore in tourism's darkest days

By Sunimalee Dias

Tourism has the eye for opportunity in a crisis and analysts believe that discounting rates at a time like this would not hold well neither would it be good to have all the eggs in one basket and depend on single markets for sustenance. This was the focus at the recently concluded Cinnamon Future of Tourism Summit conducted by Cinnamon held at the Cinnamon Grand, Colombo on Monday.

As each country's recovery or response to a crisis like the Easter bombings differs based on experience so it is the case with Sri Lanka, the United Nations World Tourism Organisation (WTO) Special Advisor to the Secretary General Anita Mendiratta said addressing the opening session of the summit on the topic of "Rising Above – Emerging Stronger Through Crisis."

She noted that the resilience of the travel sector is a result of the resilience of the travelers and pointed out that travel advisories issued must be specific about geo-location, which means that it should highlight where in a country it is safe not to travel to or be cautious.

The country that is impacted needs to inform those markets that issue these advisories as "governments also forget to take it off."

At times of crisis, Ms. Mendiratta pointed out it is easy to resort to quick fixes which she said could become problematic later like sharp discounts offered in order to pick up on the numbers.

Speaking on the possibility of bouncing back she insisted that "every crisis is unique" and in this respect they need to recognize the humanity behind the crisis.

The length of recovery could vary because every country and crisis is different like the situations faced by Egypt, Kenya, Sri Lanka and other countries, the special advisor said.

Some of the reasons for a quick bounce back could be due to the familiarity of destination, hit rate and traveler experience.

E – Tourism Frontiers Founder and CEO Damian Cook speaking on a similar vein observed that today there has



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Relating the Kenyan experience to make a comeback he explained that there was a shift from images of terror to more positive messages and pictures and tags like "We shall Rise" that dominated social media.

The key element, Mr. Cook pointed out was to communicate the situation and give out the right message to the travelers.

In Quest for tourism's future

TV host and CNN's celebrity business journalist Richard Quest opined that the future of tourism would be "worrying" for Sri Lanka since the environment would be the next big issue they face and in this context concerns related to carbon footprint with long haul travel.

In the future, guests at hotels may not be having a choice regarding how often their sheets or towels are changed; on the contrary "You will end up making the choice for the guest," Mr. Quest said to the travel industry.

Another key concern going forward is the issue of "over tourism" and in this respect, he questioned whether Sri Lanka was equipped with adequate accommodation to put up the Chinese and Indians as they continue to drive the numbers.

While pointing out that there was no one solution for "over tourism" it was also not possible to deny people's right to travel either, he said.

An interview with Prime Minister Ranil Wickremesinghe highlighted the government's plans to cut bureaucracy, measures taken to heighten security, relevance of a national carrier and youth development.

He noted that following the Easter attacks the government is now "taking a close look at ISIS" compared to their earlier stance of looking at terrorism in general.

Talking about the issue surrounding the incident he noted that the threat had been discussed but it remained with officials and though letters of warning had been sent out there had been no follow up carried out in that regard.

In fact, on the request of the head of the Catholic Church Malcolm Cardinal Ranjith the government would go ahead with another independent commission in addition to the Parliamentary Select Committee (PSC). "We should have a public inquiry," the PM said.

Speaking on the future of tourism, he noted that there should be less regulations brought on by the government for the sector and pointed out that ever since the late 1980s the government had played a leading role in this industry but the industry should take it forward.

However, he insisted that the state should be out of regulating how tall a structure should be or in issues concerning the local authorities.

In respect of the national campaign to boost tourism in Sri Lanka the PM agreed that it had taken too long to get underway mainly due to issues of bureaucracy.

As a result, the state called on the private sector to engage in a public private partnership outside the bureaucratic state apparatus to carry out promotions but noted that this should involve participation of all in the industry and not be excluded for a select few.

Skills and training was an area where the state could get involved by providing funding and easy payment schemes and no interest loans to ensure the people are equipped to work in the sector, Mr. Wickremesinghe said.

Queried on the need for a national carrier, the PM insisted that the country does need one but that does not mean it should be owned and managed by the



Audience at the meeting. Pic by Indika Handuwalla

state. In addition, he pointed out that the national carrier, SriLankan Airlines should enjoy the right to operate on a "few routes" and allow others to come in as well.

Mumbai experience

The 2008 Mumbai attacks on the famous Taj Mahal Palace Hotel showed the "Tajness" of its people that continued to assist others who were going through a traumatic experience while the incident occurred, TATA Group, Taj Hotels CEO and MD Puneet Chhatwal said.

The key aspect was that communication within the hotel was established and a PR reached out to all markets with a dedicated helpline and real time media management.

"It's important to feel safe and secure and do the right thing," he said adding that within 21 months they relaunched the Palace wing to show the progress made and opened on Independence Day.

Talking about the crisis

During the panel discussion Sri Lanka Tourism Promotion Bureau Chairman Kishu Gomes pointed out that the key issues faced during the crisis was that this body had to go through a procurement process and the marketing expertise was lacking at the bureau.

He noted that it was imperative to have a marketing agency to start the ball rolling to get ahead in the next five years.

JKH Brand Marketing and Vice President Dileep Mudadeniya said that it was time the private sector got up and went ahead redefining the way tourism marketing and planning could be carried out to ensure sustainability of its own future and the Tourism Alliance is a result of this togetherness of the industry.

SriLankan Airlines CEO Vipula Gunatilake believes that given the measures taken by the carrier they should be able to bounce back and insisted that in the course of the crisis they did not look

at big things but targeted campaigns.

At the second panel discussion later in the day Jetwing Hotels Chairperson Shiromal Cooray said that Sri Lanka had a lot of opportunity and hopefully by 2020 they would be able to regain its glory since 2018.

"Holding onto rates is somewhat difficult but some have," she said explaining that one needs to create and add value and insisted that it was the experiences gained by travellers visiting the country that sells the destination.

Ms. Cooray continued to insist on streamlining government taxes since hotels were compelled to pay even local government and provincial taxes.

Santani Resort Founder and CEO Vickum Nawagamuwa said they were looking at expanding within and outside Sri Lanka and believed that doubling the numbers in 10 years is a possibility.

Resplendent Ceylon CEO Malik Fernando said it is imperative to focus on bringing down the high spender as building more hotels is not a cheap thing to do in this country. The industry requires a strategy and management of the eco system, he said.

JKH Chairman Krishan Balendra believes that welcoming 5 million visitors in 2025 is an achievable task and pointed to the issue of rates that has become problematic right now; but in 10 years with better entertainment and complex retail there is an opportunity to attract the high end traveller.

The conference concluded with most speakers looking at the future of tourism in Sri Lanka to be one with achievable numbers; but the industry needed to take the right advice in respect of discounting and not try to cash in on just one or two markets. Engaging a diverse segment is required as travel patterns and lifestyles continue to change that would be a telling point in the demand for travel to a destination like Sri Lanka.

Sunday Times 29.09.2019

" Who is your presidential candidate? "



CNN business journalist Richard Quest interviewing Prime Minister Ranil Wickremesinghe at the Cinnamon Future of Tourism summit on Monday in Colombo. The first question asked that drew laughter, was: "Who is your Presidential candidate?" Pic by Indika Handuwala.

Sunday Times 29.09.2019

Cinnamon launches 'We Are One' to celebrate unity in diversity for World Tourism Day!

Cinnamon launched a music video 'We Are One' – a song performed in celebration of World Tourism Day by renowned musician Alston Koch to drive the message of unity in diversity. We Are One is a song dedicated to unity in diversity as Sri Lankans work together beyond mere tolerance of physical, cultural, social, religious and political differences towards building unity through deeper understanding that differences enrich human interactions.

Dileep Mudadeniya, Vice President of the John Keells Group, Head of Brand Marketing for Cinnamon Hotels & Resorts and CEO Cinnamon Life Mall commented, "Tourism is an industry that is all about diversity. People travel to enrich themselves by not just exploring but by experiencing and understanding different cultures and peoples. The solidarity pledged to Sri Lanka in the recent months has been encouraging. We take this opportunity to spread the message of unity in diversity to promote awareness and empathy as virtues that are mandatory for recovery and progress."

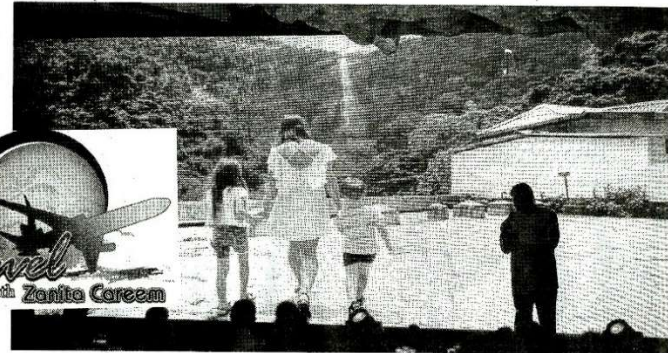


Alston Koch

The song was performed live at the Cinnamon Future of Tourism Summit on September 23, 2019 to commemorate World Tourism Day which falls on September 27, 2019. Alston Koch who wrote and performed the song is a Sri Lankan-born Australian singer-song-

writer, film producer, record producer and actor. He was lauded in the Australian and Asian media as 'Asia's King of Pop' after gaining international success in the late 1970s. He has performed worldwide and achieved international success in Australia, Indonesia, Thailand, Malaysia, Singapore, India and Sri Lanka among other places.

"Performing the song with the video playing in the background was a very emotional moment for me as every word was about the Sri Lanka I used to know and the Sri Lanka as it is right now - One people, One nation," Alston Koch commented. "The plaudits from Richard Quest, the team from CNN and especially all those involved in the 'Cinnamon Future Of Tourism Summit' made it a very special moment for me. The song and video is launched in celebration of the World Tourism Day, in the aftermath of the tremendous response received at the summit and I applaud Cinnamon and



the team for getting behind this production."

World Tourism Day is commemorated annually on 27th September by the United Nations World Tourism Organization (UNWTO). Its purpose is to build aware-

ness among global communities about the value of tourism in socio-economic spheres. It also focuses on fostering awareness on how the tourism sector can contribute towards reaching the Sustainable Development Goals.

Sunday Island 29.09.2019

John Keells Group - Confidential



DIMO launches third generation Mercedes-Benz sprinter van

Diesel and Motor Engineering PLC (DIMO), the only Authorized General Distributor for Mercedes-Benz in Sri Lanka, officially launched the all new Mercedes-Benz Sprinter van at the 'Cinnamon Future of Tourism 2019 Summit' at Cinnamon Grand Hotel.

The launch of the new Sprinter at the Summit helped to showcase Mercedes-Benz and DIMO's commitment and promise to uplift the standards of transportation of tourism sector in Sri Lanka.

The Mercedes-Benz Sprinter is the global bestseller, the innovation leader and namesake for an entire class of vehicles. Based on the new Sprinter, Mercedes-Benz is ringing in a new era of Passenger transport. The new Sprinter is the most successful model in terms of Mercedes-Benz vans globally. The mode, falls under one of the main categories of Mercedes-Benz vans, the Commercial Passenger Transportation which comes as a 14-seater mini coach and ideal for use by customers in the tourism sector for transport of tourists, VIP clientele and corporates. By opting for a Mercedes-Benz Sprinter, customers from the tourism sector will be able to experience lower operational costs as well.

With its power, enhanced safety features, improved comfort, interior adaptability and low operational cost, it is expected that the Mercedes-Benz Sprinter will attract a wide spectrum of potential customers, from luxury fleet operators,



DIMO Chairman and Managing Director Ranjith Pandithage and Mercedes-Benz General Manager Vans Sales and Customer Service of Daimler South East Asia Kenny Lim at the launch

hotel shuttle operators and tour operators.

There is no doubt that the new Sprinter will continue to be the benchmark of their class in the future. Chairman and Managing Director of DIMO Ranjith Pandithage said, "Mercedes-Benz is all about reliability, safety and comfort."

At DIMO, we are proud to represent the inventor of the automobile and one of the most researched brands, which looks into the type of products, which can be introduced into the market depending on customer needs and requirements."

General Manager Mercedes-Benz Vans Sales and Customer Service of Daimler South East Asia Kenny Lim stated that since its



market introduction in 1995, the company has sold 3.4 million Mercedes-Benz Sprinter vans all over the world. The new Sprinter will offer a host of safety assistance systems, which previously were only available with the passenger car.

Business Unit Manager, Mercedes-Benz Commercial Vehicles of DIMO Shamal Fernando stated, "Sri Lanka is currently going strong with the flow of ongoing development and when speaking of the expansion of international hotel chains into the country, the level of service delivery has to be consistent, whether it is transferring tourists from airport and between hotels, or round trips. Utilizing a product such as the new Sprinter helps add a level of sophistication and professionalism to the transportation service whilst also elevates the relevant company's or individual's image extensively." The new Sprinter also offers the Single Cab and Crew Cab utility vehicles which come with a flatbed for the transport of cargo and which can also be modified as ambulances or mini fire engines for example.

Another model is the Cargo Van Application utility vehicle which comes as a two-seater and which can be modified to include a 3-seater bench at the back to seat five people in total. This vehicle is also utilized for the transport of cargo such as pharmaceuticals and delivery of goods.

The new Sprinter can be modified to suit any type of industry with various applications and requirements.

Daily News 30.09.2019

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Cinnamon launched a music video 'We Are One' – a song performed in celebration of World Tourism Day by renowned musician Alston Koch to drive the message of unity in diversity.

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Daily News 30.09.2019

Cinnamon's 'Future of Tourism Summit' to explore 'Challenges and Growth in the Face of Crisis'

Cinnamon Hotels & Resorts is preparing to host the third edition of the 'Future of Tourism Summit' (FOT 2019), on September 23, at the Cinnamon Grand Colombo.

Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts, who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks, to natural disasters. "With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis," Cinnamon said in a media release.

This year's summit will feature an exclusive line-up of speakers and in-depth talks with top destination marketers and travel industry professionals, and will kick-off with a special discussion with CNN's Richard Quest, on the future of tourism locally and globally, followed by the keynote speaker of FOT 2019, Anita

Mendiratta (Special Advisor to the Secretary-General, UNWTO) who will explore her topic 'Rising Above - Emerging Stronger Through Crisis'. The summit will have its first group talk on 'Facing a Crisis' with Puneet Chhatwal (Managing Director and CEO of IHCL), Dileep Mudadeniya (Vice President of John Keells Group and Head of Brand Marketing- Cinnamon Hotels & Resorts), and Kishu Gomes (Chairman of Sri Lanka Tourism) which will be moderated by Damian Cook (Destination recovery expert).

The summit will also feature Michael Yam, CEO and Managing Director of Impetus Alliance and Zubin Karkaria, CEO of KUONI who will share their insights and industry experience in handling unforeseen challenges and rebuilding business operations. The group talk will focus on hospitality best practices, implementing a winning destination campaign and a recovery marketing plan with reference to



Mr. Richard Quest

case-studies from Egypt, Bali and Taj Hotels. An investor forum discussion consisting of a panel of Dilith Rajakarier (one of Sri Lanka's high net worth investors), Malik Fernando (Managing Director – Resplendent Ceylon), Krishan Balendra (Chairman of John Keells Holdings) and Shiromal Cooray (Chairman, Jetwing Hotels) which will be mod-

erated by Murtaza Jafferjee (Managing Director - JB Securities (Pvt) Ltd).

Cinnamon Hotels & Resorts marked its first-ever 'Future of Tourism' Summit in 2015 to commemorate 'World Tourism Day, and featured global experts exploring future tourism trends. FOT 2017 was centred on the theme of 'Technology, Innovation and Authenticity' with 13 globally renowned speakers addressing the conference and 400 members present. Cinnamon Hotels & Resorts is a chain comprising 14 distinct hotels and resorts located in key areas across Sri Lanka and the Maldives.

Sunday Times 11.08.2019



Cinnamon Future of Tourism Summit 2019 to explore 'Growth in the Face of a Crisis'

Cinnamon Future of Tourism Summit 2019 to explore 'Challenges and Growth in the Face of a Crisis'

■ Over 10 globally renowned destination marketers invited including CNN's Richard Quest

RECOGNISING the need to uplift Sri Lanka's travel industry in the wake of 4/21, Cinnamon Hotels & Resorts is set to host the third edition of the Future of Tourism Summit (FOT 2019), on 23 September, at the Cinnamon Grand Colombo.

Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts, so they can share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks, to natural disasters.

With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.

This year's FOT 2019 summit will feature an exclusive line-up of speakers and in-depth talks with top destination marketers and travel industry professionals. The summit will kick-off with a special discussion with Richard Quest, with his comprehension on the future of tourism locally and globally, followed by the keynote speaker of FOT 2019, Anita Mendiratta (Special Advisor to the Secretary-General, UNWTO) who will explore her topic 'Rising Above - Emerging Stronger Through Crisis'.

The summit will have its first group talk on 'Facing a Crisis' with Puneet Chhatwal (Managing Director and CEO of IHCL), Nileep Mudadeniya (Vice President of John Keells Group and Head of Brand Marketing - Cinnamon Hotels & Resorts), and Kishu Gomes (Chairman of SLTA and SLTPB) which will be moderated by Oliver Martin (TV moderator, speaker and trainer).

The summit will also feature Sarah Mathews - from Trip Advisor, Michael Yam - CEO and Managing Director of Impactus Alliance and Zubin Karkaria - CEO of Kuoni Travel who will share their insights and industry experience in handling unforeseen challenges and rebuilding business operations. The group talk will focus on hospitality best practices, implementing a winning destination campaign and a recovery marketing plan with reference to case studies from Egypt, Bali and Taj Hotels.



UNWTO Special Advisor to the Secretary-General Anita Mendiratta



Richard Quest - CNN



Insight Forwardkeys Vice President Olivier Ponti



Southeast Asia Euromonitor International, Sr. Regional Communications and Marketing Consultant Vesta Ratkeviciute



BookMyShow CEO and Founder Ashish Hemrajani



IHCL Managing Director and CEO Puneet Chhatwal



TV moderator, speaker and trainer Oliver Martin



John Keells Group Chairman Krishan Balendra

An investor forum discussion consisting of a panel of Dilip Rajakarier (CEO Minor Hotel Group), Malik Fernando (Hotelier), Krishan Balendra (Chairman of John Keells Holdings) and Shriromal Cooray (Chairman, Jetwing Hotels) which will be moderated by Murtaza Jafferjee (Managing Director - JB Securities Ltd). The conference will also feature speakers, Finn Taylor (Senior Vice President of Touring Shows - Cirque du Soleil) who will address the role of entertainment in destination rebuilding, Olivier Ponti (Vice President, Insight Forwardkeys) on Travel Trends and Airline Survey Studies followed by speakers, Damian Cook (Founder and CEO of E-Tourism Frontier) and Vesta Ratkeviciute (Sr. Regional Communications and Marketing

Consultant - Southeast Asia Euromonitor International). The forum will draw to an end with a final panel discussion moderated by Oliver Martin.

Commenting on the FOT Summit 2019, Nileep Mudadeniya, Vice President John Keells Holdings, Head of Brand Marketing Cinnamon Hotels and Resorts and CEO Cinnamon Life Mall stated: "As pioneers of this innovative industry event, Cinnamon Hotel & Resorts constantly strives to spearhead local and regional industry growth and progress. Developing a strong recovery strategy, strengthening our ability to address a crisis and act on it effectively and taking all the vibrancy and diversity that our nation has to offer as a destination, to the world are all key priorities in the coming months. This event will

provide industry professionals and those who are passionate about business with the tools, tips, insights and understanding that they need to take our tourism industry forward, keeping sustainability in mind. We are a resilient nation and a country that has the ability to unite and come together to achieve positive change. The support for Sri Lanka in the global industry has been a powerful reminder of how well-loved our country and our people are, and we are well-positioned to rise up and build up."

Cinnamon Hotels & Resorts marked its first-ever 'Future of Tourism' Summit in 2015 to commemorate World Tourism Day, and featured global experts exploring future tourism trends. FOT 2017 was centred on the theme of "Technology,

Innovation and Authenticity" with 13 globally renowned speakers addressing the conference and 400 members present. Cinnamon Hotels & Resorts is a chain comprising 14 distinct hotels and resorts located in key areas across Sri Lanka and the Maldives. The brand embodies a passion for inspired living and promises holistic and enhanced experiences that are tailor-made to suit the specific interests of travellers. The Cinnamon brand focuses on delivering memorable holidays and gateways that deliver exceptional standards of service whilst showcasing the warmth and vibrancy of contemporary Sri Lankan hospitality.

Want to meet and engage with leaders in destination marketing? Book your space now: www.futureoftourism.com.

Daily FT 16.08.2019

Cinnamon's FOT 2019 to explore challenges, growth in face of crisis

Recognising the need to uplift Sri Lanka's travel industry in the wake of 4/20, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019), on September 23, at Cinnamon Grand Colombo.

Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts, so they can share their specialist knowledge and insights on how the tourism industries can implement sustainable strategies in the long run and recover and rebuild following a variety of incidents ranging from terror attacks, to natural disasters.

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This year's FOT 2019 summit will feature an exclusive line-up of speakers and in-depth talks with top destination marketers and travel industry professionals.

The summit will kick off with a special discussion with Richard Quest, with his comprehension on the future of tourism locally and globally, followed by the keynote speaker of FOT 2019, UNWTO Special Advisor to Secretary-General Anita Mendierra, who will explore her topic 'Rising Above - Emerging Stronger Through Crisis'.

The summit will have its first group talk on 'Facing a Crisis' with IHCL Managing Director and CEO Puneet Chhatwal, John Keells Group Vice President and Cinnamon Hotels & Resorts Brand Marketing Head Dileep Mudadeniya and SLTDA and SLTPB Chairman Kishu Gomes, which will be moderated by TV moderator, speaker and trainer Oliver Martin.

The summit will also feature Sarah Mathews from TripAdvisor, Impetus Alliance CEO and Managing Director Michael Yam and Kuoni Travel CEO Zubin Karkaria, who will share their insights and industry experience in handling unforeseen challenges and rebuilding business operations.



John Keells Group Chairman
Krishan Balendra



BookMyShow CEO and Founder
Ashish Hemrajani



UNWTO Special Advisor to
Secretary-General Anita
Mendierra



TV moderator, speaker and
trainer Oliver Martin



IHCL Managing Director and
CEO Puneet Chhatwal



Richard Quest of CNN



Insight Forwardkeys Vice
President Olivier Ponti



Southeast Asia Euromonitor
International Sr. Regional
Communications and Marketing
Consultant Vesta Ratkeviciute

The group talk will focus on hospitality best practices, implementing a winning destination campaign and a recovery marketing plan with reference to case-studies from Egypt, Bali and Taj Hotels.

An investor forum discussion consisting of a panel of Minor Hotel Group CEO Dilip Rajakarier, hotelier Malik Fernando, John Keells Holdings Chairman Krishan Balendra and Jetwing Hotels Chairman Shiromal Cooray, which will be moderated by JB Securities (Pvt.) Ltd Managing Director Murtaza Jafferjee.

The conference will also feature speakers, Touring Shows - Cirque du Soleil Senior Vice President Finn Taylor, who will address the role of entertainment in destination rebuilding, Insight Forwardkeys Vice President Olivier Ponti on travel trends and airline survey studies followed by speakers, E-Tourism Frontier Founder and

CEO Damian Cook and Southeast Asia Euromonitor International Sr. Regional Communications & Marketing Consultant Vesta Ratkeviciute. The forum will draw to an end with a final panel discussion moderated by Oliver Martin.

Commenting on FOT Summit 2019, John Keells Holdings Vice President, Cinnamon Hotels and Resorts Brand Marketing Head and Cinnamon Life Mall CEO Dileep Mudadeniya stated, "As pioneers of this innovative industry event, Cinnamon Hotel & Resorts constantly strives to spearhead local and regional industry growth and progress. Developing a strong recovery strategy, strengthening our ability to address a crisis and act on it effectively and taking all the vibrancy and diversity that our nation has to offer as a destination to the world are all key priorities in the coming months.

This event will provide industry

professionals and those who are passionate about business with the tools, tips, insights and understanding that they need to take our tourism industry forward, keeping sustainability in mind.

We are a resilient nation and a country that has the ability to unite and come together to achieve positive change. The support for Sri Lanka in the global industry has been a powerful reminder of how well-loved our country and our people are and we are well-positioned to rise up and build up."

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Daily Mirror 21.08.2019

Cinnamon's 2019 Tourism Summit to explore growth in a crisis

Recognising the need to uplift Sri Lanka's travel industry in the wake of 4/21, Cinnamon Hotels and Resorts announced last week that it would host the third edition of the Future of Tourism Summit (FOT 2019) on 23 September at Cinnamon Grand Colombo.

Running under the theme of "Challenges and Growth in the Face of a Crisis", this year's event will bring together top global destination experts to share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters.

This year's FOT 2019 summit will feature an exclusive lineup of speakers and in-depth talks with top destination marketers and travel industry professionals. The summit will kick off with a special discussion with CNN Correspondent and Quest Means Business Host Richard Quest with his comprehension on the future of tourism locally and globally, followed by the keynote speaker of FOT 2019, UNWTO Special Advisor to the Secretary General Anita Mendiratta, who will explore her topic "Rising Above – Emerging Stronger Through Crisis". The summit will have its first group talk on "Facing a Crisis" with Taj Hotels and TATA Group Managing Director/CEO Puneet Chhatwal and John Keells Group Vice President, Cinnamon Hotels and Resorts Head of Brand Marketing, and Cinnamon Life Mall CEO Dileep Mudadeniya; which will be moderated by E-Tourism Frontiers CEO Damian Cook.

The summit will also feature Impetus Alliance CEO/Managing Director Michael Yam, Euromonitor International Sr. Regional Communications/Marketing Consultant – Southeast Asia Vesta Ratkeviciute, Book My Show Founder/CEO Ashish Hemrajani, and Kuoni CEO Zubin Karkaria, who will share their insights and industry experience in handling unforeseen challenges and rebuilding business operations. The group talk will focus on hospitality best practices, implementing a winning destination campaign, and a recovery marketing plan with reference to case studies from Kenya, Bali, and Taj Hotels.



CNN newscaster
Richard Quest



TV moderator,
speaker, and trainer
Oliver Martin



John Keells Holdings
Chairman Krishan
Balendra



BookMyShow CEO
and Founder Ashish
Hemrajani



Euromonitor
International
Senior Regional
Communications and
Marketing Consultant
– Southeast Asia
Vesta Ratkeviciute



UNWTO Special
Advisor to the
Secretary General
Anita Mendiratta



Insight Forwardkeys
Vice President Olivier
Pont



IHCL Managing
Director and CEO
Puneet Chhatwal

An investor forum discussion will be conducted and the panel consists of Minor Hotel Group CEO Dillip Rajakarier, Resplendent Ceylon Managing Director Malik Fernando, John Keells Holdings Chairman Krishan Balendra, and Jetwing Hotels Chairman Shiromal Cooray; and will be moderated by JB Securities CEO Murtaza Jafferjee.

Commenting on the FOT 2019, John Keells Group Vice President and Cinnamon Hotels and Resorts and CEO Cinnamon Life Mall Head of Brand Marketing Dileep Mudadeniya stated: "As pioneers of this innovative industry event, Cinnamon Hotel and Resorts constantly strives to spearhead local and regional industry growth and progress; developing a strong recovery strategy, strengthening our ability to address a crisis and act on it effectively, and taking all the vibrancy and diversity that our nation has to offer as a destination

to the world are all key priorities in the coming months. This event will provide industry professionals and those who are passionate about business with the tools, tips, insights, and understanding they need to take our tourism industry forward, keeping sustainability in mind. We are a resilient nation and a country that has the ability to unite and come together to achieve positive change. The support for Sri Lanka in the global industry has been a powerful reminder of how well loved our country and people are, and we are well positioned to rise up and build up."

Cinnamon Hotels and Resorts marked its first-ever Future of Tourism Summit in 2015 to commemorate World Tourism Day, and it featured global experts exploring future tourism trends. FOT 2017 was centred on the theme of "Technology, Innovation, and Authenticity" with 13 globally renowned speakers addressing the conference and 400 members present.

Reservations can be made for the summit at www.futureoftourism.com.

Sunday Morning 18.08.2019



Cinnamon's 'Future of Tourism Summit 2019' on Sept. 23

This year's FOT 2019 summit will feature an exclusive line-up of speakers and in-depth talks with top destination marketers and travel industry professionals. The summit will kick-off with a special discussion with Richard Quest (CNN Correspondent and host of Quest Means Business), with his comprehension on the future of tourism locally and globally, followed by the keynote speaker of FOT 2019, Anita Mendiratta (Special Advisor to the Secretary General, UNWTO) who will explore her topic 'Rising Above - Emerging Stronger Through Crisis'. The summit will have its first group talk on 'Facing a Crisis' with Puneet Chhatwal (Managing Director and CEO of Taj Hotels, TATA Group) and Dileep Mudadeniya (Vice President John Keells Group, Head of Brand Marketing Cinnamon Hotels & Resorts and CEO Cinnamon Life Mall), which will be moderated by Damian Cook (CEO, E-Tourism Frontiers).

The summit will also feature Michael Yam (CEO and Managing Director of Impetus Alliance), Vesta Ratkeviciute (Sr. Regional Communications & Marketing Con-

sultant – Southeast Asia Euromonitor International), Ashish Hemrajani (Founder and CEO, Book My Show) and Zubin Karkaria (CEO of Kuoni), who will share their insights and industry experience in handling unforeseen challenges and rebuilding business operations. The group talk will focus on hospitality best practices, implementing a winning destination campaign and a recovery marketing plan with reference to case-studies from Kenya, Bali and Taj Hotels.

An investor forum discussion will be conducted consisting of a panel of Dillip Rajakarier (CEO Minor Hotel Group), Malik Fernando (Managing Director, Resplendent Ceylon), Krishan Balendra (Chairman, John Keells Holdings) and Shiro-mal Cooray (Chairman, Jetwing Hotels) which will be moderated by Murtaza Jafferjee (CEO, JB Securities).

Commenting on the FOT Summit 2019, Dileep Mudadeniya, Vice President John Keells Holdings, Head of Brand Marketing Cinnamon Hotels and Resorts and CEO Cinnamon Life Mall stated that, "Developing a strong recovery strategy, strengthening our ability to address a

crisis and act on it effectively and taking all the vibrancy and diversity that our nation has to offer as a destination, to the world are all key priorities in the coming months. This event will provide industry professionals and those who are passionate about business with the tools, tips, insights and understanding that they need to take our tourism industry forward, keeping sustainability in mind".

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Daily News 19.08.2019

International PR Coverage

MICE Insiders

Headline: Cinnamon hotels & resorts to host 'Future of Tourism Summit 2019' in Sri Lanka



Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka

Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on September 23, at Cinnamon Grand Colombo, Sri Lanka. Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters. With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.

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summit will have its first group talk on 'Facing a Crisis' with Puneet Chhatwal, Managing Director and CEO of Taj Hotels, TATA Group and Dileep Mudadeniya, Vice President, John Keells, Group Head of Brand Marketing, Cinnamon Hotels & Resorts and moderated by Damian Cook, CEO, E-Tourism Frontiers.

The summit will also feature

Consultant – Southeast Asia Euromonitor International, Ashish Hemrajani, Founder and CEO, Book My Show and Zubin Karkaria, CEO of Kuoni, who will share their insights and industry experience in handling unforeseen challenges and rebuilding business operations. The group talk will focus on hospitality best practices, implementing a winning destination campaign and a recovery marketing plan with reference to case-studies from Kenya, Bali and Taj Hotels.

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Special Advisor to the Secretary General, UNWTO who will explore the topic 'Rising Above - Emerging Stronger Through Crisis'. The

Michael Yam, CEO and Managing Director of Impetus Alliance, Vesta Ratkeviciute, Sr. Regional Communications & Marketing

<https://corporatenewz.blogspot.com/2019/09/cinnamon-hotels-resorts-to-host-future.html>

Corporate Newz

Headline: [Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka](#)

SEP
2

Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka

by Brijesh Kumar



To explore the theme "Challenges and Growth in the Face of a Crisis" with more than 10 Globally Renowned Destination Marketers including CNN's Richard Quest

Recognizing the need to uplift Sri Lanka's travel industry in the wake of 4/20 incident, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on the 23rd September at Cinnamon Grand Colombo, Sri Lanka. Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters. With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.

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The summit will also feature Michael Yam (CEO and Managing Director of Impetus Alliance), Vesta Ratkeviciute (Sr. Regional Communications & Marketing Consultant – Southeast Asia Euromonitor International), Ashish Hemrajani (Founder and CEO, Book My Show) and Zubin Karkaria (CEO of Kuoni), who will share their insights and industry experience in handling unforeseen challenges and rebuilding business operations. The group talk will focus on hospitality best practices, implementing a winning destination campaign and a recovery marketing plan with reference to case-studies from Kenya, Bali and Taj Hotels.

An investor forum discussion will be conducted consisting of a panel of Dillip Rajakarier (CEO Minor Hotel Group), Malik Fernando (Managing Director, Resplendent Ceylon), Krishan Balendra (Chairman, John Keells Holdings) and Shiromal Cooray (Chairman, Jetwing Hotels) which will be moderated by Murtaza Jafferjee (CEO, JB Securities).

<https://businessnewstrends.blogspot.com/2019/09/cinnamon-hotels-resorts-to-host-future.html>

Business News Trends

Headline: [Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019'](#)



<http://nationalheraldnews.com/cinnamon-hotels-resorts-to-host-future-of-tourism-summit-2019-in-sri-lanka/>

National Herald News

Headline: [Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka](http://nationalheraldnews.com/cinnamon-hotels-resorts-to-host-future-of-tourism-summit-2019-in-sri-lanka/)

The screenshot shows a news article on the National Herald News website. The article is titled "Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka" and is written by Prashant Kapadia. The article discusses the theme "Challenges and Growth in the Face of a Crisis" and mentions that the summit will feature top global destination experts. A sidebar on the right includes a Booking.com advertisement and a list of recent comments and categories.

NATIONALHERALDNEWS.COM

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Cinnamon

TRAVEL / TOURISM

Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka

PRASHANT KAPADIA · September 2, 2019

by Prashant Kapadia/NHN

To explore the theme 'Challenges and Growth in the Face of a Crisis' with more than 10 Globally Renowned Destination Marketers including CNN's Richard Quest

Recognizing the need to uplift Sri Lanka's travel industry in the wake of 4/20 incident, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on the 23rd September at Cinnamon Grand Colombo, Sri Lanka.

Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters. With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.

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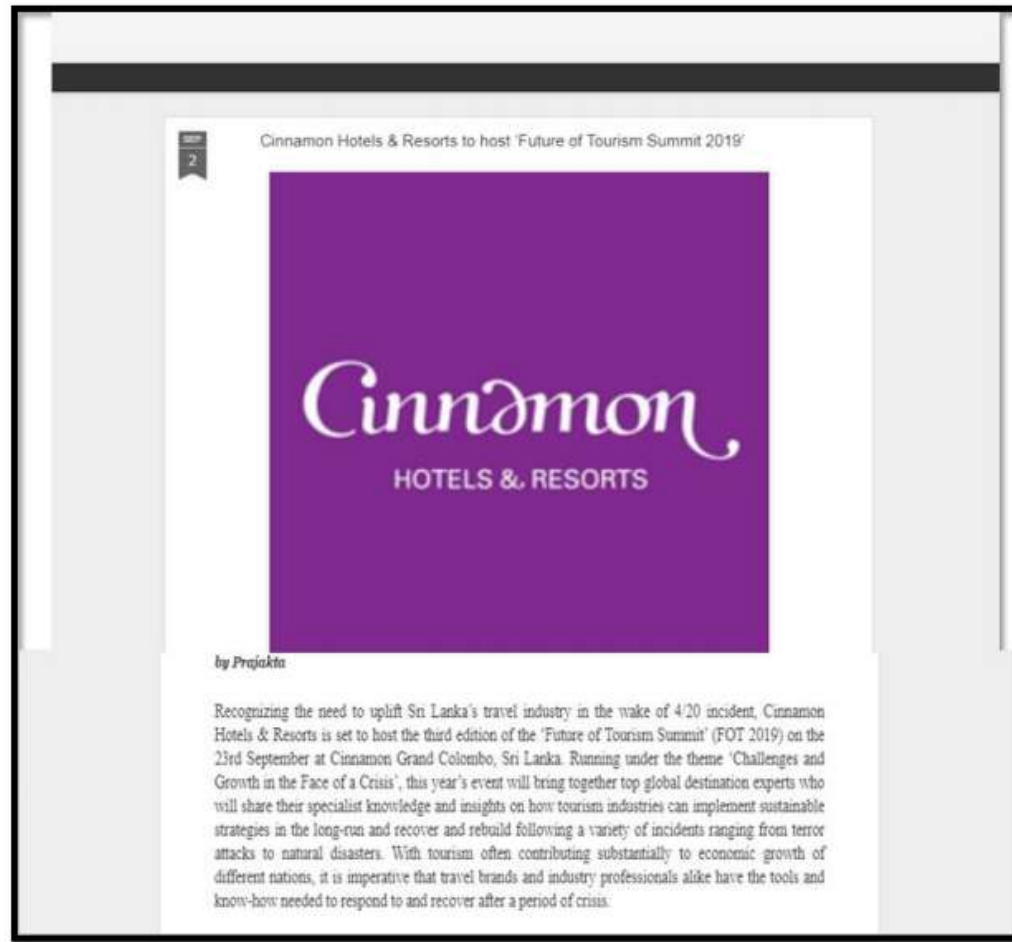
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<https://mumbainews.blogspot.com/2019/09/cinnamon-hotels-resorts-to-host-future.html>

Mumbai Newz

Headline: [Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019'](#)



Travel Trade Journal

Headline: [Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka](#)

The screenshot shows a web page from Travel Trade Journal. At the top, there's a navigation bar with the site's logo and social media icons. Below this, a red banner contains several category links: 'FLYING HIGH', 'HOTEL CONNECT', 'INDIA CALLING', and 'GROWING OUTBOUND'. The main headline reads 'Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka', dated September 2, 2019. The Cinnamon Hotels & Resorts logo is prominently displayed. The article text discusses the company's initiative to uplift Sri Lanka's travel industry following the 4/20 incident, highlighting the summit's theme 'Challenges and Growth in the Face of a Crisis' and listing key speakers like Richard Quest and Anita Mendiratta.

travel trade journal . com
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Travel Trade Journal

FLYING HIGH HOTEL CONNECT INDIA CALLING GROWING OUTBOUND

TRAVEL TRADE JOURNAL

Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka

September 2, 2019

Cinnamon HOTELS & RESORTS

Recognising the need to uplift Sri Lanka's travel industry in the wake of 4/20 incident, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on the 23rd September at Cinnamon Grand Colombo, Sri Lanka. Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters. With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.

This year's FOT 2019 summit will feature an exclusive line-up of speakers and in-depth talks with top destination marketers and travel industry professionals. The summit will kick-off with a special discussion with Richard Quest (CNN Correspondent and host of Quest Means Business) who will talk about the future of tourism locally and globally, followed by the keynote speaker of FOT 2019, Anita Mendiratta (Special Advisor to the Secretary General, UNWTO) who will explore the topic 'Rising Above - Emerging Stronger Through Crisis'. The summit will have its first group talk on 'Facing a Crisis' with Puneet Chhatwal (Managing Director and CEO of Taj Hotels, TATA Group) and Dileep Mudadeniya (Vice President John Keells Group, Head of Brand Marketing Cinnamon Hotels & Resorts and CEO Cinnamon Life Mall) moderated by Damian Cook (CEO, E-Tourism Frontiers).

The Voice of Chandigarh

Headline: [Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka](#)

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Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka

3 WEEKS AGO BY ADMIN-TVC

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The Voice of Chandigarh

A Leading Newspaper

Travel Trade Reporter

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Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka

To explore the theme 'Challenges and Growth in the Face of a Crisis' with more than 10 Globally Renowned Destination Marketers including CNN's Richard Quest

The Voice of Chandigarh News: Travel Trade Reporter

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<https://udaipurtimes.com/cinnamon-hotels-resorts-to-host-future-of-tourism-summit-2019-in-sri-lanka/>

Udaipur Times

Headline: [Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka](https://udaipurtimes.com/cinnamon-hotels-resorts-to-host-future-of-tourism-summit-2019-in-sri-lanka/)

The screenshot shows the Udaipur Times website. At the top, there is a navigation bar with links: News, Celebrations, Events, Blog, Administration, Education, Sports, Gallery, Issues, People. Below the navigation bar, there is a 'Headlines' section. The main article is titled 'Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka' by Siané D'Cruz on September 5, 2019. The article text reads: 'Recognizing the need to uplift Sri Lanka's travel industry in the wake of 4/20 incident, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on the 23rd September at Cinnamon Grand Colombo, Sri Lanka. Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters. With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of'. The article is accompanied by a photo of five speakers: Anita, Purnest, Richard, Dileep, and Krishan. On the left side of the page, there are several advertisements: 'SEEDLING Group of Schools', 'CCTV Biometric Attendance Machine', 'WONDER CEMENT', and 'ProTalent'.

<https://www.foodhospitality.in/latest-updates/cinnamon-hotels-resorts-to-host-future-of-tourism-summit-2019-in-sri-lanka/417027/>

Express Food & Hospitality

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Latest Updates

Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka

by EFS&H Staff-Murduai · September 10, 2019



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Recognising the need to uplift Sri Lanka's travel industry in the wake of the Easter day incident, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on September 23 at Cinnamon Grand Colombo, Sri Lanka. Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters. With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.

<https://www.traveldailymedia.com/road-to-recovery-cinnamon-hotels-to-host-future-of-tourism-summit-in-sri-lanka/>

TRAVEL & RESORTS

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Headline: Road to Recovery : [Cinnamon Hotels to host Future of Tourism Summit in Sri Lanka](#)



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Road to recovery: Cinnamon Hotels to host Future of Tourism Summit in Sri Lanka

By Megha Paul · Sep 4, 2019

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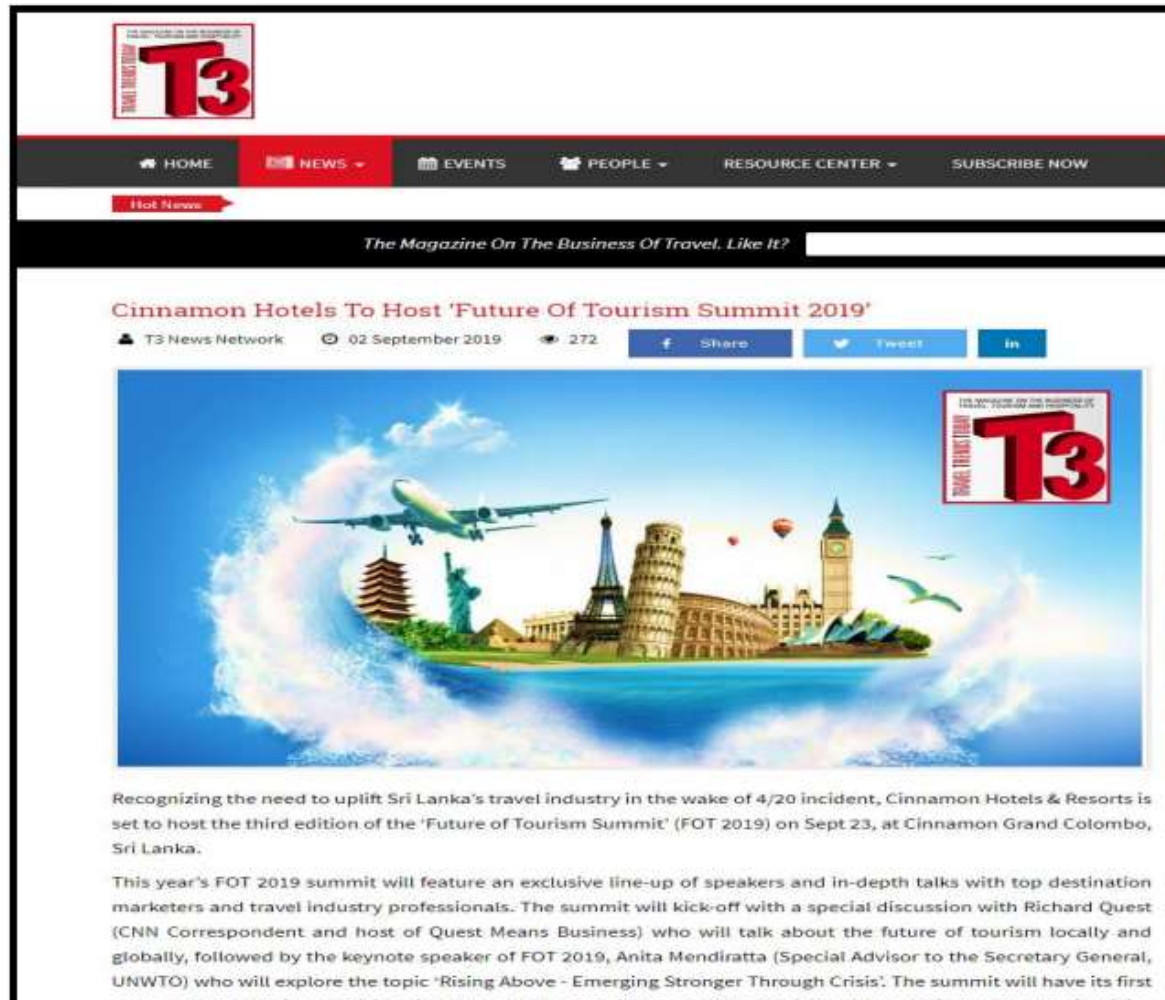
Recognising the need to uplift Sri Lanka's travel industry in the wake of 4/20 incident, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on the 23 September at Cinnamon Grand Colombo, Sri Lanka.

Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a

<https://www.traveltrendstoday.in/news/international/item/7572-cinnamon-hotels-to-host-future-of-tourism-summit-2019>

Travel Trends Today

Headline: [Cinnamon Hotels To Host 'Future Of Tourism Summit 2019'](#)



The screenshot shows a news article on the Travel Trends Today (T3) website. The page features a navigation bar with links to HOME, NEWS, EVENTS, PEOPLE, RESOURCE CENTER, and SUBSCRIBE NOW. Below the navigation bar is a red banner with the text 'Hot News'. The article title is 'Cinnamon Hotels To Host 'Future Of Tourism Summit 2019'' and it is dated 02 September 2019. The article text states: 'Recognizing the need to uplift Sri Lanka's travel industry in the wake of 4/20 incident, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on Sept 23, at Cinnamon Grand Colombo, Sri Lanka. This year's FOT 2019 summit will feature an exclusive line-up of speakers and in-depth talks with top destination marketers and travel industry professionals. The summit will kick-off with a special discussion with Richard Quest (CNN Correspondent and host of Quest Means Business) who will talk about the future of tourism locally and globally, followed by the keynote speaker of FOT 2019, Anita Mendiratta (Special Advisor to the Secretary General, UNWTO) who will explore the topic 'Rising Above - Emerging Stronger Through Crisis'. The summit will have its first...

<http://www.travelandtourworld.com/news/article/sri-lanka-cinnamon-hotels-organize-future-tourism-summit/>

Travel and Tour World

Headline: [In Sri Lanka, Cinnamon Hotels to organize Future of Tourism Summit](#)

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Home > HOTEL NEWS > In Sri Lanka, Cinnamon Hotels to organize Future of Tourism Summit

In Sri Lanka, Cinnamon Hotels to organize Future of Tourism Summit

Published on : Friday, September 6, 2019



Running under the theme 'Challenges and Growth in the Face of a Crisis', the event for this year will bring together the experts of global destination who will talk about their specialist knowledge and insights on the way tourism industries can execute sustainable policies in the long-run and improve as well as reconstruct following sundry incidents starting right from terror attacks to natural disasters. With tourism often providing considerably behind financial growth of different nations, it is crucial that brands related to travel and professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.

This year's FOT 2019 summit will have special listings in terms of speakers and comprehensive talks with top destination marketers and travel industry professionals. The summit will start with a special discussion with Richard Quest (CNN Correspondent and host of Quest Means Business) who will discuss about the future of tourism locally as well as globally, followed by the keynote speaker of FOT 2019, Anita Mendiratta, special advisor to the Secretary General at UNWTO who will explore the topic 'Rising Above – Emerging Stronger Through Crisis'.

To quote, Dileep Mudadeniya, head of brand marketing at Cinnamon Hotels and Resorts, "As pioneers of this

[ticle/sri-lanka-cinnamon-hotels-organize-future-tourism-summit/](#) strive to spearhead local and regional industry growth and progress.

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Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka

Published on : Monday, September 2, 2019



Recognizing the need to uplift Sri Lanka's travel industry in the wake of 4/20 incident, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on the 23rd September at Cinnamon Grand Colombo, Sri Lanka. Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters. With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.

<http://thehoteltimes.in/2019/09/02/cinnamon-hotels-resorts-to-host-future-of-tourism-summit-2019-in-sri-lanka/>

The Hotel Times

Headline: [Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka](http://thehoteltimes.in/2019/09/02/cinnamon-hotels-resorts-to-host-future-of-tourism-summit-2019-in-sri-lanka/)


The screenshot shows the homepage of The Hotel Times website. The main headline is "Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka". The article is dated September 2, 2019. The text of the article discusses the summit's theme, "Challenges and Growth in the Face of a Crisis", and mentions that it will feature an exclusive line-up of speakers and in-depth talks with top destination marketers and travel industry professionals. The summit is set for the 23rd September at Cinnamon Grand Colombo, Sri Lanka. The article also mentions that the summit will kick-off with a special discussion with Richard Quest (CNN Correspondent and host of Quest Means Business) who will talk about the future of tourism locally and globally, followed by the keynote speaker of FOT 2019, Anita Mendiratta (Special Advisor to the Secretary General, UNWTO) who will explore the topic 'Rising Above - Emerging Stronger Through Crisis'. The summit will have its first group talk on 'Facing a Crisis' with Puneet Chhatwal (Managing Director and CEO of Taj Hotels, TATA Group) and Dileep Mudadeniya (Vice President, Cinnamon Hotels & Resorts).


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Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka


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Recognizing the need to uplift Sri Lanka's travel industry in the wake of 4/20 incident, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on the 23rd September at Cinnamon Grand Colombo, Sri Lanka. Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters. With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.

<http://www.travelbizmonitor.com/Trade-News/cinnamon-hotels--resorts-to-host-future-of-tourism-summit-2019-in-sri-lanka-46257>

Travel Biz Monitor

Headline: [Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka](#)

The screenshot shows the TravelBiz.com website. The header includes the site logo and navigation links: STRATEGY, TRADE WATCH, AVIATION, MINISTRY, ASSOCIATIONS, DEALZ CLUB, and a search bar. A sidebar on the left lists categories like TRADE WATCH, HR & TRAINING, HOSPITALITY, and TRADE SHOWS & EVENTS. The main content area displays a news article titled 'Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka'. The article is dated Tuesday, 03 September, 2019, at 12:00 PM [IST] and is written by TBM Staff | Mumbai. The article text discusses the summit's theme, 'Challenges and Growth in the Face of a Crisis', and lists speakers including Richard Quest, Anita Mendiratta, and Michael Yam. It also mentions an investor forum discussion moderated by Dileep Muttadeniya.

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TRADE NEWS

Tuesday, 03 September, 2019, 12:00 PM [IST]

Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka

By TBM Staff | Mumbai

To explore the theme 'Challenges and Growth in the Face of a Crisis' with more than 10 Globally Renowned Destination Marketers including CNN's Richard Quest.

Recognising the need to uplift Sri Lanka's travel industry in the wake of 4/20 incident, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on the 23rd September at Cinnamon Grand Colombo, Sri Lanka. Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters. With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.

This year's FOT 2019 summit will feature an exclusive line-up of speakers and in-depth talks with top destination marketers and travel industry professionals. The summit will kick-off with a special discussion with Richard Quest (CNN Correspondent and host of Quest Means Business) who will talk about the future of tourism locally and globally, followed by the keynote speaker of FOT 2019, Anita Mendiratta (Special Advisor to the Secretary General, UNWTO) who will explore the topic 'Rising Above - Emerging Stronger Through Crisis'. The summit will have its first group talk on 'Facing a Crisis' with Puneet Chhatwal (Managing Director and CEO of Taj Hotels, TATA Group) and Dileep Muttadeniya (Vice President John Keells Group, Head of Brand Marketing Cinnamon Hotels & Resorts and CEO Cinnamon Life Mall) moderated by Damian Cook (CEO, E-Tourism Frontiers).

The summit will also feature Michael Yam (CEO and Managing Director of Impetus Alliance), Vesta Ratheviciute (Sr. Regional Communications & Marketing Consultant - Southeast Asia Euromonitor International), Ashish Hemrajani (Founder and CEO, Book My Show) and Zubin Karkaria (CEO of Kuoni), who will share their insights and industry experience in handling unforeseen challenges and rebuilding business operations. The group talk will focus on hospitality best practices, implementing a winning destination campaign and a recovery marketing plan with reference to case-studies from Kenya, Bali and Taj Hotels.

An investor forum discussion will be conducted consisting of a panel of Dilip Rajakarier (CEO Minor Hotel Group), Malik Fernando (Managing Director, Resplendent Ceylon), Krishan Balendra (Chairman, John Keells Holdings) and Sheromal Cooray (Chairman, Jetwing Hotels) which will be moderated by Murtaza Jafferjee (CEO, JB Securities).

Commenting on the FOT Summit 2019, Dileep Muttadeniya, Vice President John Keells Holdings, Head of Brand Marketing Cinnamon Hotels and Resorts and CEO Cinnamon Life Mall stated, "As pioneers of this innovative industry event, Cinnamon Hotel & Resorts constantly strive to spearhead local and regional industry growth and progress. Developing a strong recovery strategy, strengthening our ability to address a crisis and act on it effectively and taking all the vibrancy and diversity that our nation has to offer as a destination, to the world are all key priorities in the coming months. This event will provide industry professionals and those who are passionate about business, the tools, tips, insights and understanding that they need to take our tourism industry forward, keeping sustainability in mind. We are a resilient nation and a country that has the ability to unite and come together to achieve positive change. The support for Sri Lanka in the global industry has been a powerful reminder of how well-loved our country and our people are, and we are well-positioned to rise up and build up."

Cinnamon Hotels & Resorts marked its first-ever 'Future of Tourism' Summit in 2015 to commemorate 'World Tourism Day' and featured global experts exploring future tourism trends. FOT 2017 was centered on the theme of 'Technology, Innovation and Authenticity' with 15 globally renowned speakers addressing the conference and 400 members present. Cinnamon Hotels & Resorts is a chain comprising 14 distinct hotels and resorts located in key areas across Sri Lanka and the Maldives. The brand embodies a passion for inspired living and promises holistic and enhanced experiences that are tailor-made to suit the specific interests of travelers. The Cinnamon brand focuses on delivering memorable holidays and getaways that deliver exceptional standards of service whilst showcasing the warmth and vibrancy of contemporary Sri Lankan hospitality.

<http://corporatenewz.blogspot.com/2019/09/cinnamon-hotels-resorts-to-host-future.html>

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Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019' in Sri Lanka

by Brijesh Kumar



To explore the theme 'Challenges and Growth in the Face of a Crisis' with more than 10 Globally Renowned Destination Marketers including CNN's Richard Quest

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<https://mumbainewsz.blogspot.com/2019/09/cinnamon-hotels-resorts-to-host-future.html>

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Cinnamon Hotels & Resorts to host 'Future of Tourism Summit 2019'



Recognizing the need to uplift Sri Lanka's travel industry in the wake of 4/20 incident, Cinnamon Hotels & Resorts is set to host the third edition of the 'Future of Tourism Summit' (FOT 2019) on the 23rd September at Cinnamon Grand Colombo, Sri Lanka. Running under the theme 'Challenges and Growth in the Face of a Crisis', this year's event will bring together top global destination experts who will share their specialist knowledge and insights on how tourism industries can implement sustainable strategies in the long-run and recover and rebuild following a variety of incidents ranging from terror attacks to natural disasters. With tourism often contributing substantially to economic growth of different nations, it is imperative that travel brands and industry professionals alike have the tools and know-how needed to respond to and recover after a period of crisis.



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<http://travelscapeonline.com/cinnamon-hotels-resorts-to-host-future-of-tourism-summit-2019-in-sri-lanka/>

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Thank you!