



‘One Island, A Thousand Treasures’ beckons the world to rediscover Sri Lanka

22 February 2022, Colombo: Pioneering its contribution to marketing Sri Lanka as a ‘must-visit’ travel destination over the decades, Cinnamon Hotels & Resorts is making a renewed effort by launching the ‘One Island Thousand Treasures’ destination promotion campaign. This novel campaign will unveil the unknown stories behind Sri Lanka and paint a unique picture of culturally relevant stories just waiting to be explored by the world. Cinnamon aims to play a proactive role to entice global travellers to experience Sri Lanka by showcasing the nation’s unique places, people and experiences beyond the usual sites and excursions. These stories will be promoted via digital platforms to engage an international audience through social media and programmatic digital marketing, to encourage travellers to visit and experience Sri Lanka.

"With the ‘One Island, A Thousand Treasures’ initiative, we are taking giant steps to elevate the perception of Sri Lanka among the rest of the world. Our vision will be achieved by raising awareness of the country’s hidden treasures that go beyond the usual tourist experiences. As a country replete with culture, history, wellness, spirituality and nature, we are excited to play a role in showcasing these undiscovered locations through this campaign and positioning Sri Lanka as a must-visit destination," commented Mikael Svensson, Chief Executive Officer at Cinnamon Hotels & Resorts

Furthermore, the ‘One Island, A Thousand Treasures’ initiative targets the creation of new business opportunities for local communities including the revival of local arts and crafts. By promoting the niche, lesser-known experiences, and history of Sri Lanka, not only will the country have more to offer tourists, but it will also help more industry stakeholders – a key objective of the campaign.

Kimarli Fernando, Chairperson of Sri Lanka Tourism Development Authority (SLTDA) said, "Sri Lanka Tourism is excited to partner this unique initiative by Cinnamon Hotels & Resorts as it leverages on the growing trend for content creation and emotional storytelling. By joining Cinnamon’s ‘One Island Thousand Treasures’, we are hopeful that content creators, social media influencers and tourists alike will take on the challenge to discover the authentic sights and sounds of the island, which are off the beaten path. I have no doubt that there are many hidden gems to uncover. Such an initiative is of paramount importance to promote Sri Lanka as the most sought-after travel destination."

Digital content creators can record their discovery and share it with the Cinnamon Hotels & Resorts Team via the One Island, A Thousand Treasures website or through Facebook, Instagram or YouTube tagging @CinnamonHotels and #OneIslandThousandTreasures. Upon submission of an authentic Sri Lankan story of a unique place, people or culture, an independent panel of content experts will review each entry. As a reward, contributors and content creators are entitled to promotional discounts, giveaways and getaways courtesy of Cinnamon Hotels & Resorts and a host of other partner brands, should their submission be selected for the campaign.

FOR IMMEDIATE RELEASE

The 'One Island, A Thousand Treasures' campaign is presented by Cinnamon Hotels & Resorts in association with Sri Lanka Tourism and Dentsu Grant as the creative partner. For further details on this initiative and how to be a part of it, visit www.OITT.lk or follow Cinnamon's social media channels at www.facebook.com/cinnamonhotels and www.instagram.com/cinnamonhotels.

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