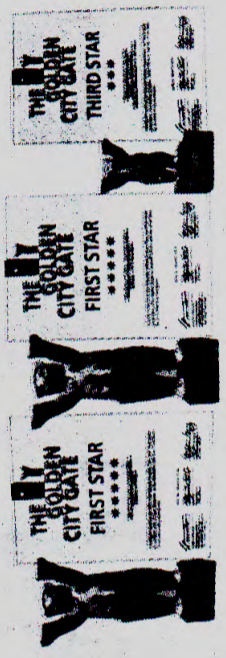
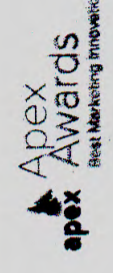
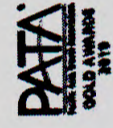


Srilankan Airlines concludes an award-winning year

The National Carrier of Sri Lanka and a member of the oneworld alliance, reaffirming the success of its marketing communication endeavors, concludes the year with seven global awards. The Airline's communication focus that signifies its ambassadorial role of taking Sri Lanka to the world through a global dialect, has been well received by the public and the passengers, and was recognized by the communication experts and members of juries across major travel and tourism award ceremonies worldwide.

The Airline's purple patch started at ITB Berlin earlier this year, where it won three coveted awards at the Golden City Gate Awards, beating over 148 submissions by 32 countries. The three awards included a First Star award in the 'Airlines- corporate' category for its product video, another 'First Star' for its India Outbound video in the TV Cinema spot category and a 'Third Star' award in the same category for its Melbourne Marathon video 2018. This was the third consecutive time that SriLankan



industry, SriLankan Airlines steered a passenger interaction initiative at its home base, Bandaranaika International Airport coinciding with the cultural festival Vesak. Tourist arrivals continued to dwindle and the travel advisories aggravated the situation even though the country's security was reinstated and Sri Lanka was once again ready to welcome the world.

As a Sri Lankan entity that has a strong global voice, it was vital that SriLankan Airlines took this message to the world. As such, the underlying thematic relevance of loving kindness, generosity and joy of sharing, quintessentially attributed to Vesak, was the ideal backdrop to reach out to the passengers who were arriving, departing and transiting at BIA barely a month after the tragedy. The campaign involved a range of activities that emphasized the message of peace through spiritual songs, intricate decorations, offering refreshments, thanking people for visiting Sri Lanka, and

much more. A special choir of airline employees ranging from pilots to cabin crew, aircraft engineers, administrative staff, auditors and aircraft interior cleaning crews were trained by some of the country's top musicians to entertain travelers.

The campaign proved to be an overwhelming success, reaching an audience of 7.6 million people with 1.2 million engagements via live streaming over YouTube and Facebook, which went on to win the 'Best Marketing Innovation' award from the Airline Passenger Experience Association (APEX), beating Qatar Airways and Virgin Atlantic that were the other shortlisted nominees in the category. PATA Awards 2019 was another global platform where SriLankan Airlines was applauded after a break of 12 years. The Airline's marketing campaign that marked the commencement of operations between Melbourne and Colombo titled 'Two Cities, One Spirit' received a gold award in the category 'Marketing- Carrier.'

Airlines was applauded at this podium and the second consecutive time that the Airline managed to bag three awards. Following the Easter Sunday tragedy that created a massive negative impact on the country's tourism