

SENIOR management of 'The KK Collection' in Galle, recently concluded an effective road show in Australia, meeting with and promoting the luxury travel industry in Sri Lanka and the diverse experiences the country has to offer. The road show consisted of meeting with and hosting the top luxury travel agents across Melbourne, Sydney and Brisbane and also with officials at the Consulate for Sri Lanka in Sydney.

The KK Collection currently consists of two elegant boutique hotels in Galle, Kahanda Kanda and KK Beach. The award-winning KK Collection is designed and owned by George Cooper to offer luxury travellers a decadent, stylish and serenity-focused experience, offering the perfect contrast between the island's palm framed beach and lush interiors.

"The number of visitors from Australia in the past 18 months has increased hugely and with Sri Lankan Airlines flying direct to Colombo from Melbourne, this can only help growth from this region. Sri Lanka has so much to offer the tourist, whether it be beaches, wildlife, culture or simply stunning scenery, there is something for everyone in what is a relatively small island," stated Cooper.

To further strengthen its efforts of expansion, The KK Collection recently appointed Mario Stubbs as Director of the luxury boutique chain. Stubbs is expected to lead the initiative, to destination market Sri Lanka and to further develop the business and lead the expansion of its portfolio in Sri Lanka and the region. His numerous years of experience

KK Collection: Marketing Sri Lanka as a holiday destination to Australians



From left: KK Collection Director Mario Stubbs, The Unique Tourism Collection PR Manager Sally McKay and KK Collection Owner George Cooper

in overseas tourism markets make him the perfect addition to the KK Collection team.

Commenting on the initiative, Stubbs said, "The KK Collection has the capacity to vastly increase Sri Lanka's influx of luxury tourism and I expect to see the results of an increased sales and marketing push within the year. The KK Collection was created with luxury, exclusivity and authenticity in mind. The unique set of hotels are more akin to luxe private villas that offer world-class service, tailored to the individual. From the design to the privacy and utmost care to detail, both locations are cherished by luxury travellers looking for romance, adventure

and relaxation. Popular as destination wedding locations for intimate events as well, the KK Collection has cultivated a strong foothold amongst Australian nationals."

"The KK Collection has taken the initiative, to destination market Sri Lanka in order to further expand the luxury tourist market. Sri Lanka offers the perfect tropical destination for travellers, seeking a private, authentic experience. With the vast experience and popularity the KK Collection has received, particularly amongst Australian travellers, the chain offers the best destination marketing for Sri Lanka. We aim to increase the influx of travellers within the year, focusing on

those seeking an exclusive, authentic, tropical, luxury experiences," concluded Stubbs.

Kahanda Kanda, the first in the KK Collection, is an award-winning boutique hotel located atop a hill, surrounded by 12-acres of tea and a palm fringed jungle. Popularly referred to as an "an exquisite retreat", Kahanda Kanda is a hidden gem, defined by its tropical modernist architecture, Koggala Lake views and exclusively luxurious atmosphere. Featuring 12 elegantly designed suites and villas - the property boasts tranquillity and timeless, tropical style and has become a favourite retreat for travellers seeking an authentic, luxury experience whilst in paradise.

KK Beach, the second in the KK Collection, is located on Habaraduwa Beach, on the Southern Coast of Sri Lanka. The chic, smart-contemporary boutique hotel features access to pristine golden beaches, azure cool waters and breath taking crimson sunsets off the oceanfront. With almost every experience centred around the majesty of the Indian Ocean, whether dining, swimming or lying in bed, KK Beach offers guests a true islander's luxury experience. Featuring the 10 chic, blue-accented rooms KK Beach has become a favourite amongst top-tier frequent international travellers.

