



JETWING RECEIVE BUSINESS SUPERBRAND STATUS

Jetwing created history when they were voted as a Business Superbrand in the Travel and Leisure category; the first company in the tourism industry to be awarded such an accolade. Following the initial nomination and thereafter an intense evaluation and voting process by the council Jetwing was conferred with this title.

Superbrands is an UK based independent authority on branding, which promotes the discipline of branding and pays tribute to exceptional brands all over the world. An independent Superbrands Council constitutes the judging panel and consists of leading personalities in marketing, business and industry. They are entrusted with the responsibility of selecting a country's brands which reach the Business Superbrand status.

The definition of a Business Superbrand that the council consider when scoring is, "A brand that has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which (consciously or sub-consciously) customers want, recognise and are confident about investing in. Business Superbrands are targeted at organizations (although not necessarily exclusively so."

The brands featured in the prestigious Business Superbrands publication have a detailed independent case study produced on them that includes information on that particular brands market, history, development, promotion and brand values.

Through identifying the strongest brands in this field and providing their case history, the Superbrands organisation hopes that people will gain greater appreciation of the discipline of branding and a greater admiration for the brands themselves.

A company that has been in the industry for over 30 years, Jetwing have branched out into many facets within the industry over these years. Jetwing Hotels now boast of 13 exclusive properties in unique locations around Sri Lanka. They have also introduced Villas by Jetwing with the launch of Jetwing Warwick Gardens and Jetwing Kurulubedda.

Their destination management company Jetwing Travels has also diversified over the past years. They not only handle accommodation, sight seeing with qualified guide services and transportation, but have also expanded to deal in Airline Representation, Professional Conference Organisation and also expanded to out bound travel.

Jetwing Eco Holidays, which was established to the delight of the discerning nature focused traveller, are now known as the authority on all Eco based travel within Sri Lanka.



MEDIA RELEASE

Herbert Cooray, Chairman and founder of Jetwing said, "This is indeed an honour that has been bestowed upon us and credit should go to the team at Jetwing. It is because of the effort and the part that each individual plays in their respective roles that has enabled us to grow over the past years and today stand strong as Sri Lanka's first Business Superbrand in the Travel & Leisure category."

NOTE

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