

HONG KONG BASED FIRM TO MARKET THREE LOCAL VILLAS

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Picture are guests who attended the event to mark the celebration of the launch of Ambassador's House (Galle Fort), Ocean's Edge (Tangalle) and Pooja Kanda (Koggala) which are to be marketed by Marketing Villas Ltd.
 Pic by Ravindra Dharmastille

Hong Kong based firm to market three local villas

By Azhar Razak

Owners of three exotic villas based in the southern coast of Sri Lanka last week announced that they have hired one of the leading regional independent villa consumer advocates, Marketing Villas Ltd to promote and attract bookings from potential travellers to their villas. The three properties to be managed by this Hong Kong-based firm are Ocean's Edge in Tangalle, Pooja Kanda in Koggala and Ambassador's House in Galle where villas are rendered at rates ranging from US\$350 to 400 upwards per night during the off season and US\$ 600 to 700 during the peak.

"We offer world-class comprehensive marketing and distribution solutions to villa owners to ensure their personal villas can maximise their occupancies and rental yields. Similarly, we will be representing these three villas in Sri Lanka and we are also looking at expanding into Thailand within the next 12 months," Jon Stonham, CEO of Marketing Villas Ltd said.

Marketing Villas Ltd is unique in that it develops and promotes individual villa brands to help them stand out in what is a crowded and fragmented marketplace. They represent some of the best villas across the region from the award-winning Isana on Bali's trendy Bukit to the iconic Anu Onoh in Seminyak.

"We offer an integrated booking platform and world-class marketing collateral that allows international travel agents to easily represent our villa catalogue. Pricing parity through all channels, protected commissions, access to availability and customer support at the highest professional levels are all reasons why travel agents around the world have done business with our villas for over a decade," Stockholm said.

The three properties in Sri Lanka provide unique relaxing vacation experiences to escape from the rigours and stresses of today's work environment and have hosted sumptuous weddings, special birthday or anniversary celebrations and numerous dinner parties. All the villas are staffed to the highest quality and offer a diverse range of experiences from absolute beachfront to rural retreats.

Ocean's Edge sits in seclusion on the fringe of the village of Kahandamodera, 16km east of Tangalle. Kahandamodera is scattered with simple homes encircled by kitchen gardens whose inhabitants make their living from fishing and farming. The villa has four air-conditioned bedrooms, living and dining rooms.

Similarly, Pooja Kanda in Koggala and Ambassador's House in Galle are both five bedroom villas providing superior luxury at affordable rates.

Marketing Villas Ltd is a Hong Kong-based joint venture between the Elite Havens Group, Bali's leading villa real estate, rental and management company; and Singapore-based Private Homes & Villas Pte Ltd the leading regional independent villa consumer advocate.

Launched in 2010, Marketing Villas Ltd leverages the unique strengths of both companies. Since 1998, Elite Havens and its subsidiary BHM (Bali Homes Management) have developed distinctive and professional brand identities for over 20 villas, grown a network of travel agents that specialise in this unique niche of the travel industry, launched an array of villa and villa portal websites, and earned an extensive loyal guest following.



Jon Stonham



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By Azhar Razak

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