

HK VILLA MANAGEMENT CO. MAKE INROADS IN SRI LANKA

Published on June 15, 2011

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A Hong Kong based hotel management chain Marketing Villas Ltd has entered into management agreements with three villas, situated in the southern coastal belt of Sri Lanka, owned by individual local owners.

"With the growing demand of tourism, the need for lodging capacity has increased while the requirements of tourists are also changing towards a more privacy-based accommodation," Jon Stonham, CEO of Marketing Villas Ltd said.

The three properties to be managed by Marketing Villas are Ocean's Edge in Tangalle, Pooja Kanda in Koggala and Ambassador's House in Galle. Rates range from US\$ 350 to 400 upwards per night during the offseason and US\$ 600 to 700 during the peak.

The villa market in Sri Lanka has much potential to develop considering the post-conflict environment and the special emphasis given by the government and private sector to improve the tourism sector.

Arrivals to Sri Lanka increased 40.2 percent for the first five months of this year and the industry hopes it would reach to 800,000 after a successful achievement of 654,000 tourists last year.