

MLH Wins Gold At Tourism Awards



Mount Lavinia Hotel (MLH) won the Best Tourism Website in the Marketing Communications category at the Sri Lanka Tourism Awards 2010.

Speaking about the win, Anura Dewapura, General Manager of MLH said, “Though we are not a corporate hotel, Mount Lavinia Hotel has proved to be the best in the corporate criteria because we at MLH believe reliance in cyberspace will only continue to grow in the years ahead, and it only proves our efforts.”

Describing the improvements on the website he said, “While we have refined the design, cleaned up the layout, improved ‘search’, expanded the journalistic mission: the real change is in the approach to make it user friendly and to help readers quickly and easily make sense of Mount Lavinia Hotel, a wider view of what makes Mount Lavinia unique from the rest of Sri Lanka’s hotel properties and indeed the 200 years of history that is instilled in the walls of the building, connecting them with why Mount Lavinia Hotel stands out from the rest.”

Commenting further he said, “The main objective of the new website is to directly engage you with the experience of the hotel which is indeed Sri Lanka’s vibrant history amalgamated to global trends that people would like to experience.”

The new website provides enhanced access to information about the hotel. A clearer structure, simplified navigation and improved search functions, make finding information easier than before.

