

Travel The Island With Seylan Credit Cards



Gamika De Silva, Head of Marketing and Sales, Seylan Bank.

Partnering with 3,500 hotels, resorts as well as hospitality partners islandwide, Seylan Bank offers its credit and debit cardholders the opportunity to avail discounts of up to 65 per□cent at a number of locations across Sri Lanka through its

‘Travel the Island’ promotion. Meanwhile, increasing customer experience even further for 2019, Seylan Bank has also partnered with ‘Findmyfare’ and ‘Yoho bed’ for the ‘Travel the Island’ campaign.

Gamika De Silva, Head – Marketing and Sales, Seylan Bank said, “Seylan Bank considers travel as a way of connecting people to explore more. We launched ‘Travel the Island’ in 2017 and during the past two years, we were able to witness as well as understand the importance of travel for our cardholders and how satisfied they were, to be able to travel to multiple hotels and resorts at a fraction of the cost to enjoy the simple pleasures of life. This year we strived to add more value to the promotion to benefit our customers. As a result, we leaped a step forward to give the best possible opportunities to enjoy massive discounts at over 3,500 hotels and resorts across the island. We perceive ‘Travel the Island’ as an initiative that would help Sri Lankans to contribute towards uplifting the travel and tourism industry, which took a slight downturn due to the unfortunate incidents in the recent past.” The promotion was initiated to transform and enable all Seylan credit and debit cardholders to venture into new horizons by exploring the island with incomparable savings. Therefore, Seylan Bank has also taken measures to implement easy and flexible repayment schemes for cardholders.