



Financial Times

KumbukRiver nominated for World Travel Awards



Sri Lanka's KumbukRiver has been nominated for the Leading Eco-Lodge in the World at the World Travel Awards, the Oscars of the travel and tourism world. This is first time Sri Lanka figures among the 'world's leading' classifications at the showpiece annual event which also includes awards by continent as well, the promoters of the eco-lodge said in a statement.

The Eco-Lodge

KumbukRiver has been voted among the world's eight leading eco-lodges and will vie for the top slot when professionals from over 160,000 travel agents in over 200 countries vote for the first-ever Green Awards category at the 14 year-old event hailed as the most coveted awards scheme of the travel and tourism industry.

"KumbukRiver's dramatic entry receives further significance as the other resorts nominated are all large-scale and well-established enterprises and only seven countries from the world are on the honours list.

The nomination by the WTA puts the eco-lodge from far-flung Buttala on the world tourism map, not for the first time, with KumbukRiver securing two other international accolades. KumbukRiver has currently been shortlisted for an award at the Virgin-Responsible Tourism Awards while Times-Online voted it among the world's 50 best green places to stay, last year, making KumbukRiver the hottest Sri Lankan destination in the world of tourism," the statement added.

Two other Sri Lankan entities are recognized this year by the WTA - Jetwing's Ayurveda Pavilion has received two nominations, one under 'Asia's leading Resorts' and the other in the category of 'Asia's leading Spa Resorts' while Sri Lankan Airlines is named amongst Asia's best airlines, completing an unexpectedly good year for Sri Lanka.

The promoters say KumbukRiver leads Sri Lanka's resurgence on the world tourism market. The entire concept for the unique eco-lodge was a wild idea mooted by The 7th Frontier, an ad agency whose executives have had no exposure to the tourism industry previously.



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