COLOMBO – July 9, 2014 - In keeping with the ever changing world of information technology and web development, Serendib Leisure is proud to announce the launch of its new website, w ww.serendibleisure.com
. Featuring our four hotels, AVANI Bentota Resort & Spa, AVANI Kalutara Resort, Club Hotel Dolphin and Hotel Sigiriya, the website provides a portal to these properties each with their own signature location and distinct characteristics. A subsidiary of blue-chip conglomerate Hemas Holdings, Serendib Leisure offers idyllic escapes around Sri Lanka that let you truly get a feel of holidaying in an island paradise and experiencing a rich and exotic culture.

While using the latest web technologies such as HTML 5 and CSS 3, the site has been designed to be responsive, in order to cater to the ever changing needs of the traveller on the go. A responsive site adapts its layout according to the viewing environment and allows users to easily access the site from a desktop computer, mobile phone or handheld device, regardless of the screen size. It provides a user friendly interface to view the website content easily while offering access to required elements of the page.

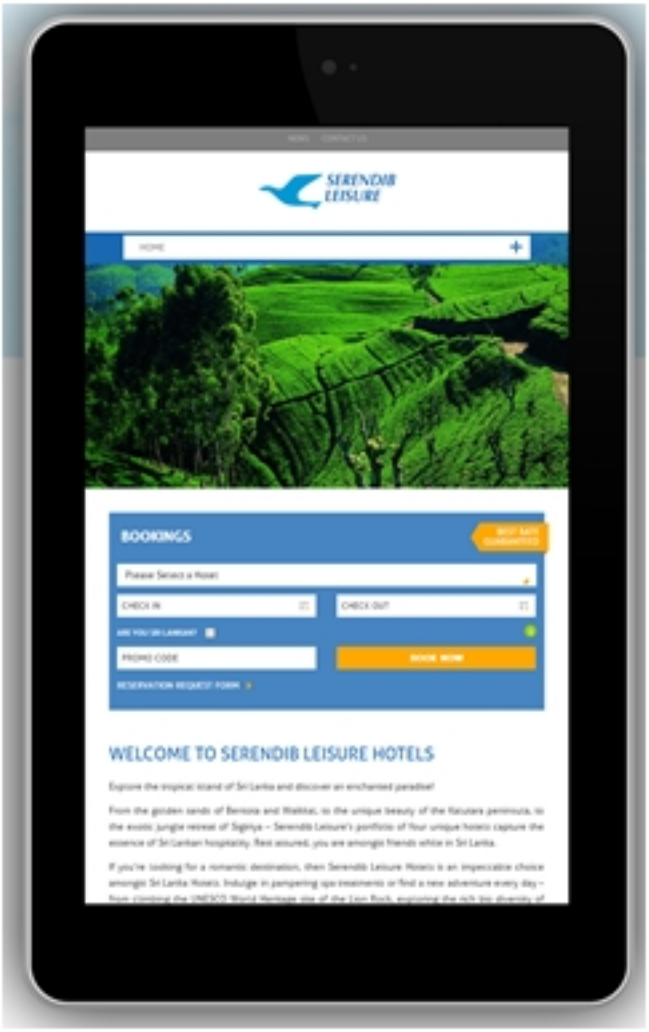
Receiving positive feedback from its client base, the website has greatly contributed towards increasing the m-commerce contribution throughout the website. According to the statistics received from the website from October 2013, it has been assessed that over 1 out of 4 reservations is made from a mobile device.

Travellers of today are not tied down to one device alone and thus our responsive website responds automatically to varying screen sizes and resolutions, ensuring an optimal viewing experience. Commenting on this special feature, Managing Director of Serendib Leisure, Mr. Ranil de Silva said, “We are delighted to have the first responsive website for a hotel chain in Sri Lanka.”

This responsive website was designed in collaboration with eMarketingEye (Private) Limited (w ww.emarketingeye.com
), a leading name in the online marketing industry. eMarketingEye not only provides innovative web design and development, but a full range of services including Search Engine Optimisation (SEO), Pay Per Click (PPC) Marketing & Social Media Optimisation (SMO).

Providing a user-friendly experience, the Serendib Leisure hotel website offers captivating visuals and informative content that combine to provide a glimpse into all we offer be it the stylish accommodation, stunning natural settings, one of a kind dining venues, range of leisure amenities or ideal event spaces for meetings & weddings. Catering to independent travellers on a journey of discovery, couples in search of romantic retreats which to celebrate their love and families wanting to embark on unforgettable adventures together, our hotels have something for everyone and with an online reservation feature incorporated into our website, booking accommodation can be done with just a few clicks of a button.

Appearance of the website on a mobile



Appearance of the website on an I-Pad

Appearance of the website on a computer