

# LIGHT HOUSE BEACH HUT

Light House Beach Hut is a small Eco Lodge with 35 beds and 50 ha plot next to the former Lighthouse of Ampara. It offers different sizes of rooms and a restaurant, the guest can eat and come together. The area includes some agricultural fields, where cashews, palms and other goods can be grown. It has a direct beachfront with good spots for surfers. The owner has a restaurant in Arugambay too, which is roughly 40 km away. The prices are depending of the season. In low season the range is between 700 and 4.000 Rupees. In the high season it is between 1.300 and 6.300 Rupees. In average two people are coming and staying together.

### Facilities and capacity

The accommodation is open from 6 am to 9 pm but has got a 24/7 service included a night guard. The restaurant opens at 7 am. You can wash your laundry there and rent some bikes too. Most of the people stay between 1 and 5 days. Possible booking channels are booking.com, direct booking through Gmail and phone calls. All the operations are managed by the owner in Arugambay. The whole area was completely rebuilt after the Tsunami, because everything was destroyed by the waves. Roughly 70% of the customers are surfers and the other 30% are families. About 60% of the guests are from Australia. Additionally, there are families from Sri Lanka too. The resort got his own access to groundwater. Each house has got a solar panel for the energy supply. When more energy is needed a generator can be switch on.

### Employees situation

There are five persons which are fixed staff. Normally two persons are working together at the same time. In peak times more employees are helping. The staff gets a free sleeping place and food. The workers are earning enough money to feed five more persons in their family. Due to the fact, that the owner owns the beach hut in Arugambay, workers can be send between the two places.

### Special approach at the Light House Beach Hut

The employees are hired the whole year, which is good and not common in this area and sector. Due to the agriculture, work can be done during the whole year. Basically, the staff concentrates on the tourists in the high season and on the farming when there is low season. They use their products for the Hotel "Light House Beach Hut" and the other restaurant in Arugambay. Furthermore, they can sell some goods to make extra revenue.

The marketing of this unique selling position is in development. There is a lot of more potential considering sustainability which could be communicated to the clients in the sales and advertise process.

# SAIL LANKA

and the owner of the

Sail Lanka is a sailing company, that offers luxurious sailing trips all around the Island of Sri Lanka. With 6 different yachts, the company is the first, that offers trips on every coast of Sri Lanka. Since the launch of the company in 2014, they also offer sailing classes and offer mooring options at their own pontoons. In the main base in Mirissa it is possible to moor your own boat the whole year, with extra services like repairing and maintenance. Sail Lanka offers day and multi-day trips from 4h to 6 days. Due to seasonal different at the coast of Sri Lanka, the boats are transferred to different spots depending on the weather conditions.

### Facilities and capacity

Five of the six boats were built in Sri Lanka, which fits the vison of Sail Lanka as a sailing operator. Build, owning and operating, everything by Sri Lankans. The Ceycat 53 Range can fit up to 8 guests plus crew for overnight cruises. The Opal 53' is designed to hold up parties with groups up to 40 persons. The other three smaller boats are perfectly suited for day trips or multi-day trips for families.

> Special approach at Sail Lanka Sail Lanka is chasing the dream of being the most social responsible tourism company in Sri Lanka. It starts by building the boats in Sri Lanka by local people to make sure that the money invested in the project will stay in the country and will benefit the local communities. Sail Lanka is generating jobs and knowledge transfer by building and working together with other companies in the sailing business. They also have 30 hardworking individuals employed, that are mostly from the island. They work together with local companies and guides, which are providing Sail Lanka with all necessary extras to increase the customer journey and the customer satisfaction. Highly trained staff with a lot of Know-how are helping the company to be the best in its niche market.

# Sail Lanka

Sail Lanka has only a little to no interference with nature. With sailing boats and respecting nature gems in the ocean, the company is saving reefs, that would be destroyed by big boats with heavy oil engines.

Paying fare wages and training their own staff with the needed Know-how and information, Sail Lanka is generating social sustainable jobs with a high impact of developing the local population with a better sense of high-quality services and products

the feeling to be on the water and not on a boat. The feeling of the sun, the wind and the fresh breeze of salt water are complementing this feeling.



at the east coast

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## Why Sail Lanka fits to Eco Tourism

Guests are more connected with the nature. Due to the fact the boats are smaller than cruise ships, guests have