

TRAVEL AND HOSPITALITY

Shangri-La Hotels shows support for victims, guests following attack

April 22, 2019



Shangri-La Hotel, Colombo's Table One restaurant was one of the sites of the bombings. Image credit: Shangri-La Hotels

By STAFF REPORTS

Shangri-La Hotel, Colombo in Sri Lanka is offering support to guests and local authorities in the aftermath of bombings on April 21.

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On Easter Sunday, a series of bombs went off in churches and luxury hotels, including the Table One caf at the Shangri-La property. About 290 people were killed, and the attack also injured 500.

Sri Lanka attack

A total six blasts happened on Sunday. Along with the Shangri-La in Colombo, the Kingsbury and Cinnamon Grand hotels in the capital city were hit as part of the attack.

Sri Lankan officials say that the Islamic militant group behind the attacks were supported by international terrorist organizations. Law enforcement carried out a series of raids and arrested 24 individuals in relation to the bombings.

"We are deeply saddened and shocked by the attacks in Colombo and we will continue to work closely with local authorities and emergency services to provide our fullest assistance and support to all affected parties," said Shangri-La Hotel, Colombo in a statement from April 22.

"Our hotel team remains ready to offer any assistance and support to our guests and their families during this difficult time," it said. "Our immediate priority continues to be the safety and well-being of all affected."

[View this post on Instagram](#)

A post shared by Shangri-La Hotel, Colombo (@shangrilacolombo) on Apr 22, 2019 at 4:59am PDT

Instagram post from Shangri-La Hotel, Colombo

The Shangri-La property confirmed that a number of its guests and staff members were among those killed in the attack. The hotel has closed for the time being, and is being guarded by military and police.

In addition to finding other accommodations for guests, the property is stationing staff at the hospital and airport to help arrange travel and provide other assistance. The hotel has also set up a dedicated hotline.

Following tragedies, brands can play a role in helping a city or nation cope with loss.

In response to the terrorist attacks in Paris in 2015, luxury brands took to social media to show unity in the face of tragedy.

As the backbone of the French economy and a signifier of the country's heritage, brands based in France took a common approach to social outreach in the aftermath of the attacks. By taking a similar stance, the brands showed solidarity with fellow countrymen as France mourns the loss of so many lives ([see story](#)).

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