

Nyepi in Lombok

Lombok, Indonesia, 21 February 2017 - This year, Nyepi Day falls on 28 March 2017. Celebrating the new year of Saka, Nyepi is as important for Lombok Hindus community as it is for their coreligionists across the strait in Bali. From the religious point of view, Nyepi is meant to be a day of meditation. The purpose is to give time to the people to do self-introspection to decide humanity values such as love, patience, and kindness. This sacred day is taken seriously as there will not be any activities allowed. These prohibitions include no pleasure (amati lelanguan), no traffic (amati lelungan), no fire (amati geni), and no work (amati karya).

The rituals of Nyepi is observed in some areas in Lombok, especially in *Kampung* Bali (Balinese habitation), but life is going on normally in most places. The streets are not blocked off and the daily activities are going on normally. Lombok is the best place to experience Nyepi Day without contributing yourselves much to its rituals and rules.

Sheraton Senggigi Beach Resort is pleased to welcome guests who want to experience Nyepi Day in Lombok as well as those who escape from Bali for the day rather, due to restrictions that surround the observance. Stay with us and plan some visit to certain places (such as Cakranegara) to find out the highly animated and colorful tradition of *Ogoh-Ogoh* parade, held in the evening of the day before Nyepi (27 March 2017). In contrast to Bali, Lombok *Ogoh-Ogoh* parade underlines the cultural mix of the city, in which the other religions communities freely mix and interact. Harmony is something the city authorities are proud of and work to advance through shared acceptance of traditions.

Discover and embrace the moment of Nyepi in Sheraton Senggigi Beach Resort with special packages starting from IDR 2.900.000₊₊* for 3 days 2 nights stay at Deluxe Room. The package includes:

- Daily breakfast for 2 persons
- One time buffet dinner for 2 persons at Bawang Putih "poolside" restaurant
- 15% off for Food and Beverages (except room service and alcohol)
- Free 1-hour Spa treatment at Laguna Beach Spa
- Free access to Sheraton Airport Lounge at Lombok International Airport
- Return Airport transfers

Sheraton[®]

SHERATON SENGGIGI BEACH RESORT JI. Raya Senggigi Km 8, P.O. Box 1154, Mataram 83001

Senggigi – Lombok - Indonesia T 62370 693 333 F 62370 693 241 sheraton.com/senggigi

*Terms & conditions:

- Rate valid 1 28 March 2017
- Period of stay 26 29 March 2017
- Minimum length of stay 2 nights
- Prepaid reservation, no refund, no cancel and no modification.
- The room price is subject to Government tax and service charge of 21%.

For more information and reservations, please call +62 370 693 333 or email to sales.senggigi@sheraton.com.



About Sheraton Hotels and Resorts

Sheraton Hotels & Resorts, the largest and most global brand of Starwood Hotels & Resorts Worldwide, Inc., makes it easy for guests to explore, relax and enjoy the possibilities of travel through smart solutions and effortless experiences at more than 440 hotels in more than 72 countries around the world. The brand is currently in the midst of implementing Sheraton 2020, a 10 point plan designed to make Sheraton the global hotel brand of choice, everywhere. Sheraton recently launched "Where Actions Speak Louder," a multi-channel, multi-million dollar advertising campaign that highlights the brand's ongoing enhancements to its guest experience, including new products and partnerships, and a renewed focus on service. With work well underway, the brand has already rolled out a variety of initiatives under Sheraton 2020, including Paired, a new imaginative lobby bar menu; the richest SPG promotion in the brand's history; and Sheraton Grand, a new premier tier that recognizes exceptional Sheraton hotels and resorts. To learn more, visit www.sheraton.com. Stay connected to Sheraton: @sheratonhotels on Twitter and Instagram and facebook.com/Sheraton.

About Marriott International

Marriott International, Inc. (NASDAQ: MAR) is the world's largest hotel company based in Bethesda, Maryland, USA, with more than 5,700 properties in over 110 countries. Marriott operates and franchises hotels and licenses vacation ownership resorts. The company's 30 leading brands include: Bulgari Hotels and Resorts®, The Ritz-Carlton® and The Ritz-Carlton Reserve®, St. Regis®, W®, EDITION®, JW Marriott®, The Luxury Collection®, Marriott Hotels®, Westin®, Le Méridien®, Renaissance® Hotels, Sheraton®, Delta Hotels by MarriottSM, Marriott Executive Apartments®, Marriott Vacation Club®, Autograph Collection® Hotels, Tribute Portfolio™, Design Hotels™, Gaylord Hotels®, Courtyard®, Four Points® by Sheraton, SpringHill Suites®, Fairfield Inn & Suites®, Residence Inn®, TownePlace Suites®, AC Hotels by Marriott®, Aloft®, Element®, MoxyHotels®, and Protea Hotels by Marriott®. The company also operates award-winning loyalty programs: Marriott Rewards®, which includes The Ritz-Carlton Rewards®, and Starwood Preferred Guest®. For more information, please website at www.marriott.com, and for the latest company www.marriottnewscenter.com and @MarriottIntl.

Media Contact:

Chandra Nugraha Alinoerdin Assistant Digital Marketing Manager Chandra.Alinoerdin@sheraton.com

Mayang Kristi Marketing Communication Coordinator <u>Mayang.Kristi@sheraton.com</u>

Sheraton°

SHERATON SENGGIGI BEACH RESORT
JI. Raya Senggigi Km 8, P.O. Box 1154,
Mataram 83001
Senggigi – Lombok - Indonesia
T 62370 693 333
F 62370 693 241
sheraton.com/senggigi