

# FESTIVAL OF ROMANCE

The  
**Honeymoon**  
Guide

DIGITAL MARKETING PARTNER

**ANTYRA**  
SOLUTIONS

NEW YORK - LANGKATE - COLOMBO

TRAVEL MEDIA PARTNER

**TRAVELTALK**  
A.S.R.



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# FOUNDER'S NOTE

The 'Festival of Romance' is an initiative by The Honeymoon Guide (THG) to drive resident bookings for premium and boutique hotels during the predominantly lower months, May to October. The emphasis, though, is on a higher yield by targeting high-net-worth residents and resident visa holders on occasions when we believe they would likely be willing to spend more, such as a honeymoon, anniversary, or similar milestone celebration with their significant other.

In 2024, over 1.2 million tourists, out of a total of 2 million, arrived during the six months from November to April. The remaining six months accounted for the approximate balance of 40%. To maintain steady occupancy and revenue throughout the year, boutique and premium hotels have deviated from their usual positioning strategies, choosing last-minute deals and substantial discounts for residents. This often leads to price wars as well.

This ongoing focus on reduced room rates has also overshadowed many other excellent offerings your property may provide. Consider this: when did you last organise an experiential stay for high-net-worth residents and resident visa holders? While customer behaviours may not change overnight, we are attempting to take the first steps to create this possible new market for all of you at THG. With a commission-based sales model on confirmed bookings only, the Honeymoon Guide will take full responsibility for curating, listing, advertising, and managing the booking process, ensuring it presents a zero-risk opportunity for participating hotels. All we need from you would be your very best offerings for couples, considering local values and sensibilities of course!

This campaign is scheduled from the 24th of February to the 9th of March 2025, with the stay windows from the 1st of May to the 30th of November 2025. To attract a wider audience, vouchers will also be available for purchase to touch on the gifting market. We eagerly look forward to making this unprecedented booking festival a regular feature of your marketing calendar and warmly invite you to participate in its inaugural edition.

**NILKA DABARE**  
CO-FOUNDER

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## PROMOTIONAL CATEGORIES

### HONEYMOON PACKAGES

10% COMMISSION

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### ANNIVERSARY PACKAGES

10% COMMISSION

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### DINING PACKAGES

10% COMMISSION

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### ROOM OFFERS

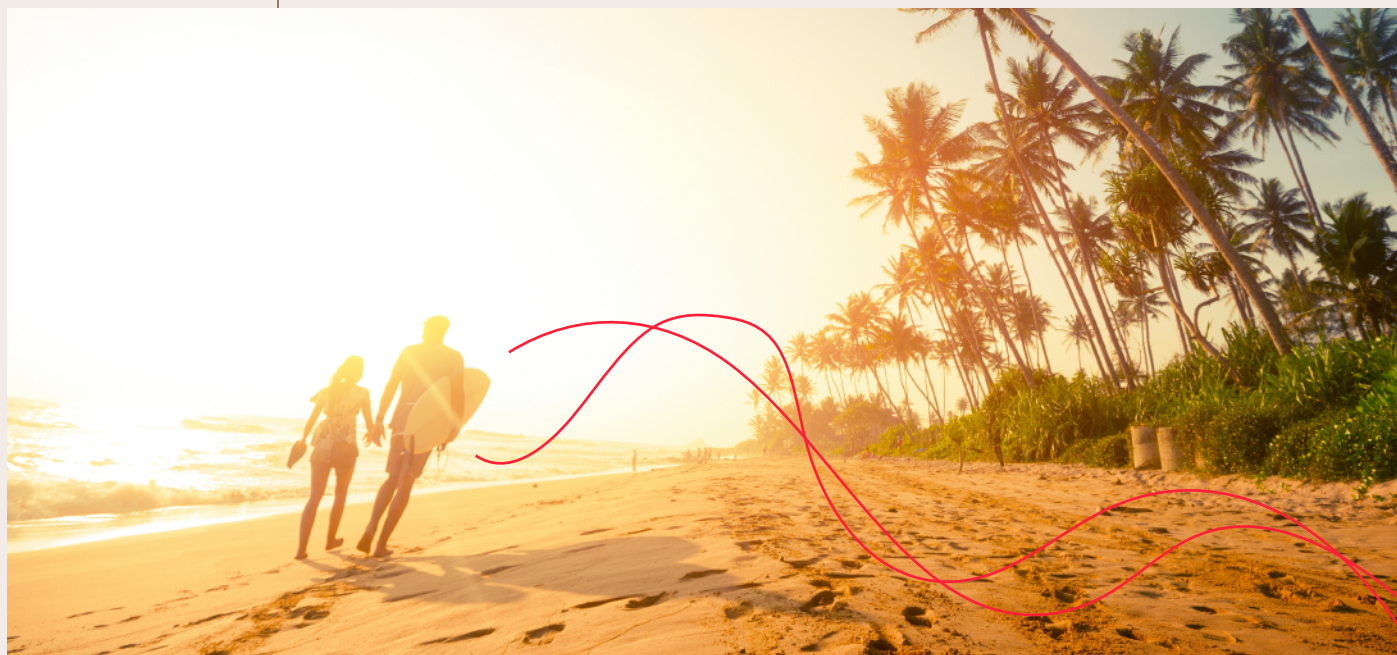
(LIMITED NUMBER AND MANDATORY FOR HOTELS)  
5% COMMISSION

.2

To participate in the Festival of Romance, suppliers are required to submit packages that are exclusive for sale through The Honeymoon Guide booking platform. These tailored exclusive packages must be submitted in writing to The Honeymoon Guide on or before the 7th February 2025. Furthermore, for hotels, they must also offer a few room nights, bookable at their typical discounted resident rates. While this is the anti-thesis of what we are trying to do, years of promotions at discounted rates have set a certain expectation in the market and The Honeymoon Guide must seem competitive from a marketing perspective, while we introduce your higher yield packages as well.

Why would someone book months in advance, paying the full fee?

We need to ensure there is value creation and some cost-saving that justifies the advance booking. This should not be a duplication of an Early Bird Offer you may already have, but exclusive.





# HONEYMOON PACKAGES

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The exclusive package offered to customers through The Honeymoon Guide booking platform must:

01

Be for a minimum of two nights (consumed consecutively), calculated guaranteeing the best resident rates

02

Be a nett price in Sri Lankan Rupees including all taxes and service charges

03

Include one complimentary value addition valued at least 10% or more of the booking value

04

Include 2 value additions at least at a 20% reduced rate of the selling price of the value additions offered

05

Be 10% commissionable (excluding taxes) to The Honeymoon Guide



# ANNIVERSARY PACKAGES

The exclusive package offered to customers through The Honeymoon Guide booking platform must:

01

Be for a minimum of one night calculated guaranteeing the best resident rate

02

Be a nett price in Sri Lankan Rupees including all taxes and service charges

03

Include one complimentary value addition valued at least 10% or more of the booking value

04

Include one value addition, with at least a 10% reduced rate of the selling price of the value additions offered

05

Be 10% commissionable (excluding taxes) to The Honeymoon Guide

# DINING PACKAGES

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A curated, signature dining experience for two is expected. We also recommend a complimentary food or beverage item to be offered as part of the package.

The exclusive package offered to customers through The Honeymoon Guide booking platform must:

01

Be for a couple calculated guaranteeing the best resident rate

02

Be a nett price in Sri Lankan Rupees including all taxes and service charges

03

Calculated based on at least a 20% reduced rate of the selling price

04

Be 10% commissionable (excluding taxes) to The Honeymoon Guide



# ROOM OFFERS

(LIMITED NUMBER. MANDATORY FOR HOTELS)

A discounted room rate like the discounted room offers typically promoted during the off-season by the hotels directly. We request only a few bookable nights as part of our price anchoring strategy and to seem competitive in the market.

01

Be a nett price in Sri Lankan Rupees including all taxes and service charges

02

Be 5% commissionable to The Honeymoon Guide

# DURATION

The booking window is from 24th February to 9th March 2025. The stay / redemption period for these offers is from 1st May to 30th November 2025.



# THE HONEYMOON GUIDE OBLIGATIONS

01

Costs related to the establishment and promotion of The Festival of Romance including technology costs and promotional budgets will be borne by The Honeymoon Guide

03

Payments in full are to be made to the hotel / supplier to confirm the booking. Payments will be sans the commission amounts due.

05

The Honeymoon Guide will coordinate with the hotel's reservation team for availability and place a tentative booking (with a holding for 24 hours). Bookings to be confirmed upon payment receipt.

The Honeymoon Guide retains the sole right to on-board hotels / vendors at our discretion and to accept packages and offers for publication.

02

Guest enquiry management, payment collection and booking confirmation are to be managed by The Honeymoon Guide.

04

The "ownership" of the guest is with the hotel. Booking confirmations upon full payment receipt to be issued by the hotel directly to the guest.

# HOTEL / SUPPLIER .5 OBLIGATIONS

01

Competitive pricing and packages need to be provided to ensure the success of the Festival of Romance.

03

It is the hotel / supplier's obligation to ensure that package inclusions are clearly submitted to The Honeymoon Guide and is strictly prohibited from altering its terms and conditions without first written notification from The Honeymoon Guide as set forth herein or other written consent.

05

Best rate guarantee – All packages are sold on full payment basis without refunds for cancellation. As such, it is the hotel / suppliers obligation to ensure the best possible rates were provided to guests booking packages and offers during the Festival of Romance. In case the hotel / supplier publishes lower room rates or similar packages at further reduced rates for residents within the same calendar year of 2025, guests who have booked with The Honeymoon Guide may request the hotel for rate matching, ensuring a best rate guarantee policy is in effect.

02

We recommend the value additions provided to feature a wellness experience, a gastronomic experience and an excursion unique to the property. These three elements have the potential to translate into driving ancillary revenue during the couple's stay, whilst providing visibility to experiences apart from the product alone.

04

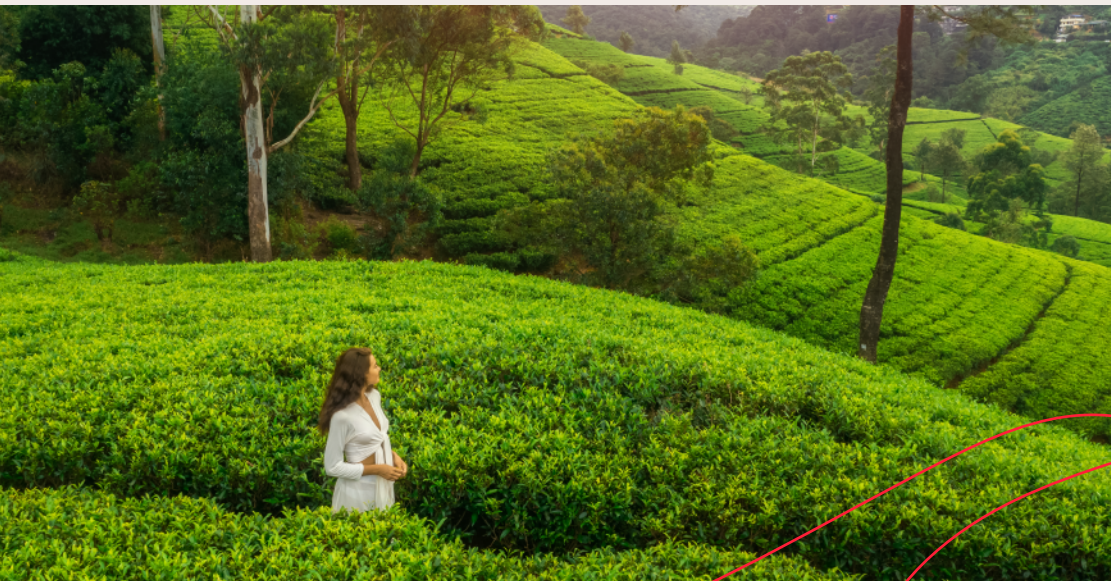
The hotel / supplier agrees to refrain from promoting the exclusive package extended to The Honeymoon Guide, through direct solicitation by its reservation's personnel, management, staff or similar means.

06

As the guest booking ownership is with the hotel / supplier, The Honeymoon Guide will direct all guests to the hotel's reservation team for booking modifications and similar conversations.

07

The hotel / supplier represents and warrants that it has to its knowledge as of the date of this agreement compiled with all laws and regulations governing its permits to conducts its operations.



# ONBOARDING PROCESS

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A Memorandum of Understanding will be signed between The Honeymoon Guide and the participating hotel / supplier.

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The MoU will include all terms and conditions including authorization to promote the packages and offers provided by the hotel / supplier.

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All packages and offers are to be submitted for publishing by 7th February 2025.





# THE LUXURY VILLA DIRECTORY

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In parallel, we are also launching a directory service for smaller, luxury villas under eight rooms. The directory will include a listing by location, a dedicated page for each villa and referrals to your villa from appropriate articles from within the website. Direct booking information will also be provided so interested parties may reach out to you directly for bookings.

The Honeymoon Guide was launched just a few months ago and the website already features over 350 pages of unique content, attracting international visitors from across the world. With the Festival of Romance, we expect a footprint of 35,000 to 75,000 website visitors from Sri Lanka alone and as such, believe this would be the ideal time to list your villa for added exposure during the off-season.

Save US\$ 100 with our special introductory listing offer. Usually US\$ 299 / per annum, this listing service is now available at US\$ 199 / per annum for the first year, valid till 31st January 2025 (terms and conditions apply).







## ABOUT US

The Honeymoon Guide is a concierge service devoted to curating bespoke, intimate escapes for luxury travellers, waiting to explore the splendour of Sri Lanka.

Currently, this service is provided entirely free of charge to guests; the platform is supported through strategic partnerships, advertising, and commission-based revenue from successful bookings facilitated by the service.

A dedicated editorial team meticulously researches and produces fresh content, ensuring it aligns with the interests and preferences of Sri Lanka's primary source markets. Guests may access the concierge service with ease via phone, email, WhatsApp, or live chat, ensuring a seamless and personalised experience at every touchpoint.

The Honeymoon Guide is led by Nilka Dabare, an investor, entrepreneur and consultant. Why honeymoons? Honeymoon travel has always been a resilient segment. It might be postponed, but rarely is it cancelled. With honeymoon interest in Sri Lanka growing by 170% year on year, The Honeymoon Guide was launched to offer a platform and associated service, to showcase the best of Sri Lanka.

[WWW.HONEYMOONGUIDESRILANKA.COM](http://WWW.HONEYMOONGUIDESRILANKA.COM)





# The Honeymoon Guide

FOR QUESTIONS, CLARIFICATIONS  
AND OTHER ENQUIRIES,

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