



## DAY OF SILENCE: EXPERIENCE ONE OF THE WORLD'S MOST UNIQUE CULTURAL EVENTS!



**Jimbaran, BALI, January 2018** – Nyepi, which falls on the 17<sup>th</sup> of March this year, is one of the most important days in the Balinese calendar, and one of the world's most unique cultural events. Over a 24-hour period the entire island of Bali comes to a halt in order to participate in an island-wide purification ceremony. From 06:00 on 17<sup>th</sup> March until 06:00 on 18<sup>th</sup> March, lights are forbidden, the airport comes to a standstill with no flights allowed in or out, shops close, machinery and vehicle usage is banned, no work is allowed, and people across the island cannot leave their homes and hotels.

This one-of-a-kind ceremony follows an age-old tradition whereby the island's inhabitants go into silence during a ritual called the Catur Brata Penyepian, translating to 'Four Nyepi Prohibitions' which include:

- **Amati Geni** – no fires or lighting (lights must be kept low)  
In Hinduism philosophy fire means human ego and emotions, therefore Balinese believe it is important to control the fire in our minds too.
- **Amati Karya** – no working  
No working means self-evaluation for what we have done over the past year.
- **Amati Lelungan** – no traveling  
Based on Hinduism philosophy no traveling means controlling your mind from all negativity
- **Amati Lelanguan** – no entertainment (including fasting and general activities)  
In Hinduism philosophy Brata Penyepian means to do Tapa Brata (not doing everything including entertainment, drinking alcohol, and eating), they also believe in fasting and doing samadhi (sitting cross-legged in the form of meditation).

Despite the rules being slightly more relaxed for tourists, some visitors avoid traveling to Bali during Nyepi because of the restrictions placed on movement. Others, however, acknowledge the inimitable harmony that comes when an entire island is steeped in silence and cloaked in dreamlike darkness. Staying in Bali during Nyepi must be experienced at least once in a lifetime. “The energy radiating over the island is almost hard to describe,” comments AYANA Resort and Spa, BALI’s Director of PR and Marketing Communications, Lindsay Grace Kinniburgh. “Being from the UK I experienced my first Nyepi almost 3 years ago, without a doubt, it is an incredibly thrilling yet humbling experience. There is a great sense of peace everywhere, a notable calmness throughout the day, while come nightfall the stars light up the entire sky. It truly is the best time to be in Bali, especially staying at AYANA or RIMBA as we are one of the only resorts on the island that can offer traditional cultural activities while still operating many of our facilities.”

Guests staying at AYANA Resort and Spa, BALI, The Villas at AYANA, and RIMBA Jimbaran BALI by AYANA receive the best of both worlds. Although the hotel minimizes lighting and power, and keeps noise to a minimum, the resort is still able to open many of their 19 restaurants and bars, pools, and spa.

To celebrate ‘Silent Day’, AYANA has created a very special 2-night Nyepi Package that intertwines a relaxing holiday with a one-of-a-kind cultural experience.

On Nyepi Eve guests are invited to embark on a unique cultural journey. Dressed in traditionally themed attire of complimentary t-shirt and sarong - plus Udeng ceremonial headdress for men, guests can participate in the resort’s Ogoh Ogoh Festival, a ceremony that involves parading giant paper marché monsters around the resort. Afterwards, cultural celebrations continue with a delicious buffet feast at Kampoeng Bali.

The 2-night package also includes a 2-hour Aquatonic Seawater Therapy Pool treatment for 2, and on 17<sup>th</sup> March guests can settle at RIMBA Lawn for a “Star Gazing & Grazing” dessert-style picnic, served beneath a canvas of illuminated stars. Breakfast on both mornings and 2-way airport transfer is also included.



The day after Nyepi is known as Ngembak Geni, or when commerce and transport resume, and families gather for more rituals. This is when life returns to normal. Spending 24-hours without the hums of everyday life resonates with tranquility, and you will feel privileged to have experienced it.

Watch AYANA's 2017 Nyepi stars at night time-lapse [here >](#)

**NYEPI PACKAGES** - Click below to find out more about our Nyepi Packages:

[AYANA](#)

[RIMBA](#)

[The Villas](#)

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**About AYANA Resort and Spa, BALI, The Villas at AYANA Resort, BALI and RIMBA Jimbaran BALI by AYANA** - This luxurious resort located in stunning southern Bali is a unique award-winning destination for leisure and business travelers alike, whether they seek an intimate couples' retreat, a fantasy family playground, an awe-inspiring event venue, or state-of-the-art business retreat facilities. With a name meaning "place of refuge" in Sanskrit, the tropical-elegant AYANA and The Villas at AYANA is situated on the 90-hectare Karang Mas Estate, perched above majestic Jimbaran Bay, seven miles from Ngurah Rai International Airport. Chic RIMBA, with a name meaning "forest", nestles nearby on 8 hectares of lush gardens within the same estate. Together they offer 78 private pool-villas, 693 guest rooms and suites, 12 pools, 19 restaurants and bars, 15 wedding venues, 19 MICE and meeting venues and much more, all accessible by complimentary shuttle service, together with stunning design details and unsurpassed service and amenities, including extensive spa and recreational facilities.

AYANA, The Villas and RIMBA are located in Jimbaran, Bali. AYANA and The Villas can be contacted at +62 361 702222 or [www.ayanaresort.com](http://www.ayanaresort.com). Reservations can be made through the hotel at [reservation@ayanaresort.com](mailto:reservation@ayanaresort.com). RIMBA can be contacted at +62 361 8468468 or at [www.rimbajimbaran.com](http://www.rimbajimbaran.com). Reservations can be made through the hotel at [booking@rimbajimbaran.com](mailto:booking@rimbajimbaran.com).