

MISSION – CTA

- Pick one of your desired CTAs from your project
 - To all the nature lovers out there, remember when you wanted a get-away from the concrete jungle? Well now is your chance to immerse yourself in an ecofriendly and tranquil holiday, and free yourself of the Hustle and bustle

Click the link the link below to dive into tranquility and reconnect with nature

- Test out 3 different “BOOSTS”

Crank the pain or dream

- Looking for a serene holiday ***away from the hustle and bustle?*** Here is the ***chance to finally free yourself*** from the concrete jungle and dive into relaxation and tranquility, here in *resort name* we give the opportunity of spending peaceful quality time with your loved ones away from work and immerse yourself into nature
- Remember all the times you were looking for a break from work but couldn't? well now is the chance to escape the hustle and bustle, have the best holiday in the tranquil jungle along with your family and spend quality time together while walking through the serene trees and take a bath in the natural river, Make this dream a reality—embrace a stress-free, rejuvenating holiday and rediscover what it means to truly unwind.

Leverage previous commitments or identity factors (consistency)

- To all the nature lovers out there, remember when you wanted a get-away from the concrete jungle? Well now is your chance to immerse yourself in an ecofriendly and tranquil holiday,

Click the link below to book an eco-friendly holiday

Scarcity (Quantity) or urgency (Time)

- Only 3 rooms left for the weekend BOOK NOW if you want a holiday to a tranquil and serene environment with natural rivers and dense forest to truly reconnect with nature

- Test out 3 different standard Closes

“Information is not enough about X”

- Going to a villa or hotel is not enough; you need a nature resort to truly enjoy a stress-free holiday away from the concrete jungle and experience the peace of tranquility away from the hustle and bustle.

Click the link below to book your serene getaway!

2/3 way closes

- when planning a holiday you have 2 options either you book a hotel in the concrete jungle where you can truly relax because of the noises and are limited to your room or go on a Nature resort where you can experience true peace waking up to the sound of birds instead of alarms and then having your morning tea/coffee while listening to the peaceful sound of the river while spending quality time with your family outside and reconnect with nature and its gifts!

This is what money is for

- Having holidays and visiting popular landmarks with family, Friends or partner and enjoying the journey, experiencing tranquility and serenity in a way that is exclusive to nature resorts, this is what money is for to enjoy amazing holidays 😊

- Pick the move that best matches your situation

- Going to a villa or hotel is not enough; you need a nature resort to truly enjoy a stress-free holiday away from the concrete jungle and experience the peace of tranquility away from the hustle and bustle.

Click the link below to book your serene getaway!

- escape the hustle and bustle with a serene holiday at *Resort Name*. Leave behind the concrete jungle and immerse yourself in nature's tranquility. Enjoy quality time with your family as you stroll through peaceful, lush jungle paths and refresh in the crystal-clear natural river. Make this dream a reality—embrace a stress-free, rejuvenating getaway, and rediscover the true meaning of relaxation.

- Find the CTA boosters and closes used by top players

- ***Urgency/Scarcity***

- “Hurry !2 Rooms left”, “Last minute special offer”

- ***Price anchoring***

- “Special deal discount from 984 USD TO 648 USD, “stay 4 days but only pay for 3 days” “Special offers CTA”

- ***Reaffirm authority and trust factors***

- “In operation since June 2018, it is our special purpose to provide our guests with a genuine, personalized, heartfelt Sri Lankan hospitality experience encompassing personalized service and authentic local experiences.

o ***Reduced perceived effort/sacrifice***

- Aarunya Nature Resort is centrally located and easily accessible, conveniently located in Central Sri Lanka, between Kandy and Dambulla (the gateway to the cultural center and north of Sri Lanka)

- Aarunya is centrally located between Kandy and the Cultural Triangle, with easy access to historical, cultural, & natural sights & landmarks on & off the beaten track.

o ***Crank the pain or dream***

- Celebrate your special day at Aarunya! Aarunya is the ideal location for intimate destination weddings, engagement parties, proposals, anniversaries, honeymoons, renewal of vows, and corporate events/retreats.

- Indulge in our tailor-made Wellness Retreats featuring luxury Ayurveda and Balinese therapies for Beauty, Detox, Relaxation, and Weight Loss. With a minimum 4-night duration, each program is tailored to your individual needs, including doctor consultations, therapies, meditation, yoga, and personalized meal plans.

- Aarunya's gourmet cuisine is founded on the love of creating wonderful, healthy, fine dining options with the best local produce catering to international tastes, inspired by the uniqueness and diversity of Sri Lankan cuisine.

- Share your CTA (With context)