

## Creative Brief and Notes

The following is a mock webpage for a real homestay/resort in West Sumbawa, Indonesia, Santia Homestay.

The intention of the writing is not to focus on the rooms, but rather the experience that the homestay has to offer its guests.

Tourists who travel to this region of Indonesia are primarily surfers in search of perfect waves with bone-crushing consequences. They are familiar with the waves and know what they are getting into. It generally takes 24 hours to reach here, and most guests stay for a minimum of two weeks to a month.

Yo-Yos and the waves in the area are world-famous, gracing the covers of surf magazines and videos. Professional surfers and film crews are as regular here as a turtle coming up for air.

They do not have a website, and there are very few images of the homestay online, so I used the best I could find from my own collection.

Also, I decided to give the different rooms names instead of their standard label of fan room, AC room, and bungalow.

The Webpage:

[Heading 1]:

Sleep to the sounds of the ocean, wake up to the mist of its spray— Santia Homestay, Yo-Yos, West Sumbawa— Never miss a wave.

**Check Availability** [\[link\]](#)



Do you dream of waking up every morning to see perfectly peeling tropical waves on the other side of a luscious green garden? All that is between you, the beach, and Yo-Yos is a bamboo fence and your bare feet.

Santai Homestay is strategically located in the corner of the bay, giving you a perfect view of Yo-Yos, so you can time your paddles out perfectly or know when to lay in a shade-soaked hammock just a little longer.

Cherish a magical sunset with an ice-cold drink at the bar that will slowly transform into your open-air living room during your time here. Shoot a game of pool or find a quiet table with an ocean view to connect to WiFi and get some work done. And don't be surprised if some nights, or flat days you get carried away here!



**Check Availability** [\[link\]](#)

[Heading 2]:

## Room Options

[Heading 3]:

### The Old Skool Surf Explorer – 70k IDR/ night – Fan Room

Relive the road less travelled by surfers of the 70s in our rustic bamboo bungalows. Sleep under a mosquito net to the sounds of the jungle on one side and the ocean on the other side. Equipped with a fan, power outlet, and shared bathrooms. Every bit as nostalgic as it is comforting.

[Heading 3]:

### Creatures of Comfort – 200k IDR/night – AC Room

Escape the heat, blast the AC anytime you like, and always sleep on the cool side of the pillow. With your own private bathroom and shared front porch looking over the ocean, it can be hard to



peel yourself away if the waves aren't calling.



[Heading 3]:

### The Ultimate Froth Lord's Beach House – 600k IDR/night – Private Luxurious AC Bungalow

While sleeping in your very own cozy wooden bungalow on stilts at the beach's edge, you will be rocked to sleep by the sound of waves washing over the shore. On the veranda at night, you can see the Milky Way reach right down to the ocean. In the morning, as you step out with your cup of coffee, you will be greeted by looking into the barrel of Yo-Yos. Good luck having a slow and relaxing morning when you have a full view of firing waves and empty line-ups.

**Discounted long-term rates can be discussed.**



View of Yo-yos from the front door of the Froth Lord's Beach House

**Check Availability** [\[link\]](#)

[Heading 3]:

Surf Spots Near By

Just because your eyes are on Yo-Yos doesn't mean it's the only place to surf.



Super Sucks, not for the faint of heart.

- **Tropicals** - 5 minute drive
- **Super Sucks, Playgrounds, and Donuts** - 15 minute drive
- **Scar Reef, Little Bingin, and Phantoms** - 40 minute drive



- **Northern Rights, Dirty Hippies, and Power Stations** - 80 minute drive

[Heading 3]:

### Other Activities

And if you need some time out of the water, there are plenty of wondrous hikes, drives, and waterfalls for never-ending daily adventures in every direction. The staff will happily give you maps and directions.



The beaches in front of us have plenty more to offer. The reefs are teeming with life, making them perfect for snorkelling and fishing, keeping you in the water on the small days. If you catch something, you can barbecue while we prepare all the side dishes.

[Heading 2]:

## Why You Should Stay With Us:

- **Back-up generators** for when the power goes out, eliminating hot sleepless nights or interrupted work schedules.
- **Free drinking water** and unlimited hot water for coffee.
- **Walking distance to the surf**
- **Live bands** twice a month
- **Frequent BBQs.**
- **Perfect viewing angle** to determine wave size and quality.
- **Several restaurants** are within walking distance.
- **Shared Kitchen.**
- **Always a smiling face** to have a beer or go for a paddle with.

Even if you don't get a room with us, everyone is welcome to drop in and hang out. PS, we have the **cheapest beers in town**, 40k for a large Draft Beer.

**Click the link and book now or contact us via WhatsApp or Email**

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[\[Google maps link\]](#)



Yo-Yos beach