

FREE DOWNLOAD • 2026 EDITION

Sri Lanka Hotel Festival Planning Calendar 2026

ANNUAL DEMAND CALENDAR & HOTEL PLANNING GUIDE

Plan ahead. Maximize occupancy. Capture every demand opportunity.

A practical planner designed to help hoteliers across Sri Lanka prepare for major festivals, public holidays, and tourism events through smarter pricing, staffing, inventory, and marketing decisions.



12-Month Calendar



Demand Forecasts



Action Checklists



Revenue Planning



AxisRooms Technology

2026

2026 Sri Lanka Hotel Demand Calendar

Month-by-month snapshot of major festivals, demand outlook, and best property types for the year ahead.

MONTH	MAJOR FESTIVAL(S)	DEMAND	BEST FOR
January	Duruthu Perahera, Thai Pongal	Moderate	Pilgrimage & Cultural Hotels
February	National Day, Navam Perahera	Moderate	City & Business Hotels
March	Maha Shivaratri	Low-Mod	Pilgrimage Hotels
April ★	Sinhala & Tamil New Year	Peak	Resorts & Family Hotels
May ★	Vesak Festival	Peak	City & Pilgrimage Hotels
June	Poson Festival, Eid al-Adha	High	Heritage & Pilgrimage Hotels
July	Kataragama Festival	Moderate	Southern Sri Lanka Hotels
August ★	Kandy Esala Perahera, Nallur Festival, POP Culture Festival	Peak	Luxury, Heritage & City Hotels
September	Binara Poya	Low	Religious Destinations
October	Vap Poya	Low	Religious Destinations
November	Deepavali	Moderate	Urban & Family Hotels
December	Christmas & New Year	High	Resorts & Beach Hotels

DEMAND LEVEL LEGEND

- Low — Minimal impact on hotel demand
- Moderate — Noticeable; some planning required
- High — Significant demand; early action needed
- Peak — Maximum demand; full revenue optimization

Q1 Festival Guide: January to March

Early-year planning insights for Sri Lanka's first quarter festivals and public holidays.

JANUARY

Duruthu Perahera & Thai Pongal

Moderate Demand

BEST FOR

- Pilgrimage Hotels
- Cultural Stays
- Colombo City Hotels

KEY LOCATIONS

- Colombo & Kelaniya
- Jaffna & Northern Sri Lanka
- Religious Tourism Hubs

HOTEL TIP

Open inventory early across OTAs and direct channels. Promote cultural stay packages and local pilgrimage experiences to capture domestic and religious travel from the first week of January.



Cultural Season

FEBRUARY

Sri Lanka National Day & Navam Perahera

Moderate Demand

BEST FOR

- City Hotels
- Business Hotels
- Boutique Properties

KEY LOCATIONS

- Colombo
- Gangaramaya Temple Area
- Major Urban Centres

HOTEL TIP

Create long-weekend packages for domestic travelers. Increase OTA visibility ahead of the 4 February National Day holiday. Review room rates regularly based on booking pace and competitor activity.



National Celebrations

MARCH

Maha Shivaratri

Low to Moderate Demand

BEST FOR

- Pilgrimage Hotels
- Budget Hotels
- Regional Guesthouses

KEY LOCATIONS

- Northern Sri Lanka
- Hindu Pilgrimage Destinations

HOTEL TIP

Focus promotions on domestic and religious travelers. Maintain flexible pricing as demand is localized. Begin preparing pricing, inventory, and staffing strategies for the upcoming April peak season.



Pilgrimage Season

April: Sri Lanka's Biggest Travel Month

● PEAK DEMAND MONTH

Sinhala & Tamil New Year

Sri Lanka's most widely observed cultural festival and one of the busiest travel periods of the year. Families reunite, schools close, and both domestic and international leisure travel surge significantly. Beach resorts, hill country retreats, and family-friendly destinations reach peak occupancy.

● Peak

DEMAND LEVEL

6-10 Wks

PLAN AHEAD

Mid-April

PEAK DATES

↑ ADR

REVENUE FOCUS

BEST PROPERTY TYPES

🏖 Beach Resorts

👨👩👦 Family Hotels

🏡 Hill Country Retreats

🌿 Boutique Leisure Properties

KEY DEMAND LOCATIONS

- Southern Beach Destinations
- Hill Country Resorts (Nuwara Eliya)
- Family Leisure Destinations
- Colombo City Hotels

APRIL HOTEL ACTION CHECKLIST

✓ Increase ADR strategically as booking pace builds

✓ Review and finalize staffing schedules early

✓ Update OTA inventory and availability across all channels

✓ Launch family stay packages and festive dining offers

✓ Promote commission-free direct bookings on your website

✓ Apply minimum length of stay (LOS) restrictions at peak

✓ Monitor competitor pricing and adjust rates weekly

✓ Promote longer-stay offers to maximize total revenue

💡 REVENUE TIP

Begin rate adjustments at least 8 weeks before mid-April. Early rate positioning captures higher ADR without deterring early bookers.

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May & June: Peak & High Demand Season

Sri Lanka's second consecutive peak driven by Vesak and the Poson pilgrimage period in June.

MAY ★ PEAK MONTH

Vesak Festival



● Peak Demand

Vesak commemorates the birth, enlightenment, and passing of Lord Buddha. Cities and towns are illuminated with lanterns. Hotels in **Colombo, Kandy**, and major cultural destinations benefit from strong pilgrimage and leisure travel.

BEST FOR

- City Hotels
- Cultural & Heritage Hotels
- Pilgrimage Properties

MAY HOTEL ACTIONS

- Introduce Vesak festival packages
- Synchronize OTA inventory daily
- Upsell cultural tours & experiences
- Prepare extra staffing for peak arrivals

💡 MAY STRATEGY

Monitor booking pace closely and adjust pricing dynamically. Introduce lantern-themed packages and local Vesak walking tours to increase ancillary revenue and enhance the guest experience.

JUNE · HIGH DEMAND

Poson Festival & Eid al-Adha (Hajj Festival)



● High Demand

Poson Festival draws thousands of pilgrims to Anuradhapura and Mihintale. **Eid al-Adha** encourages family travel and domestic stays, adding demand in Colombo, Kandy, and the Eastern Province.

BEST FOR

- Heritage & Pilgrimage Hotels
- City Hotels (Colombo & Kandy)
- Budget Accommodations
- Cultural Triangle Properties

JUNE ACTION PLAN

- Open inventory early for pilgrims
- Offer flexible family stay options
- Schedule staffing around arrival peaks
- Promote nearby cultural attractions
- Sync rates across all OTA channels

July & August: Sri Lanka's Biggest Tourism Month

August brings Sri Lanka's most iconic festival — Kandy Esala Perahera — drawing the country's largest international tourism crowd.

JULY

Kataragama Festival



Moderate Demand

BEST FOR

- Pilgrimage Hotels
- Nature Resorts (Yala)
- Boutique Southern Hotels

KEY LOCATIONS

- Kataragama
- Yala National Park Area
- Southern Sri Lanka

JULY STRATEGY

Promote combined pilgrimage + wildlife packages linking Kataragama with Yala National Park. **Critically: use July to finalize your August peak-season pricing, inventory, and staffing plans.**

PEAK DEMAND MONTH

Kandy Esala Perahera • Nallur Festival • POP Culture Festival

August is Sri Lanka's most celebrated festival month. **Kandy Esala Perahera** draws thousands of international visitors who book months in advance. **Nallur Festival** creates strong demand in Jaffna, while the **POP Culture Festival** generates Colombo weekend demand from younger travelers.

BEST FOR

- Luxury & Heritage Hotels (Kandy)
- City Hotels (Colombo)
- Boutique Cultural Properties
- Northern Hotels (Jaffna)

AUGUST REVENUE ACTIONS

- ✓ Increase room rates gradually
- ✓ Apply minimum LOS restrictions
- ✓ Open premium OTA inventory early
- ✓ Upsell cultural tours & festival experiences
- ✓ Review cancellation & overbooking controls

Q4 Festival Guide: September to December

From quieter recovery months to a high-demand festive season finale in December.



SEPTEMBER
Binara Full Moon Poya

● Low

TIP

Review Q3 performance. Refresh OTA listings. Plan Q4 campaigns and begin staffing prep.



OCTOBER
Vap Full Moon Poya

● Low

TIP

Finalize Nov–Dec festive offers. Update OTA images and room packages. Begin holiday campaign scheduling.



NOVEMBER
Deepavali — Festival of Lights

● Moderate

TIP

Launch Deepavali family packages. Boost OTA and direct booking visibility. Target Jaffna and urban markets.



DECEMBER
Christmas & New Year

● High

TIP

Maximize ADR with festive packages, NYE offers, and direct booking incentives. Galle & Bentota are top demand areas.

OTHER REGIONAL & EMERGING FESTIVALS TO WATCH IN 2026



Deep Jungle Festival
Electronic music festival attracting international travelers to Sri Lanka's southern coast. Hotels near event locations may experience short-term occupancy spikes — monitor booking trends early.



Kite Festival
Celebrated in selected coastal destinations and public spaces, attracting families and recreational visitors. Hotels near event locations benefit from higher weekend occupancy and short leisure stays.



Yaga Festival
An emerging wellness and music event attracting domestic and international visitors seeking immersive experiences. Monitor early booking trends and promote event-focused packages if your property aligns with the destination.

Hotel Festival Preparation Checklist

Use this checklist before every major festival to ensure your hotel is fully prepared to capture peak demand.



When to start: Begin this checklist at least **6–8 weeks before** each major festival. For Kandy Esala Perahera and Sinhala & Tamil New Year, start **10–12 weeks in advance** to maximize revenue and avoid last-minute rate reactions.



Revenue Management

- ☐ Review last year's booking pace and occupancy data
- ☐ Update and adjust room rates ahead of peak period
- ☐ Apply minimum length of stay (LOS) restrictions
- ☐ Monitor competitor pricing weekly throughout peak
- ☐ Review overbooking controls and cancellation policies



Operations & Staffing

- ☐ Finalize front office staffing schedules
- ☐ Prepare housekeeping teams for peak arrival days
- ☐ Coordinate food & beverage for festive dining periods
- ☐ Brief all departments on expected guest volumes
- ☐ Plan guest arrival communications and welcome touches



Distribution & Channels

- ☐ Update OTA inventory and room availability
- ☐ Verify rate parity across all booking channels
- ☐ Optimize direct booking offers and incentives
- ☐ Allocate inventory between OTA and direct channels



Technology & Systems

- ☐ Verify PMS integration and reservation sync
- ☐ Check Channel Manager rates and inventory sync
- ☐ Test Payment Gateway and booking confirmation flow
- ☐ Review Web Booking Engine availability and content
- ☐ Confirm all OTA connections are live and accurate
- ☐ Review revenue management forecasts and reports



Marketing & Promotions

- ☐ Launch festival packages and seasonal offers
- ☐ Update website banners and landing pages
- ☐ Schedule email and social media campaigns
- ☐ Upsell cultural tours, experiences, and dining

PRO TIP

Hotels that complete this checklist 6+ weeks before peak festivals consistently outperform competitors who react to demand rather than prepare for it. Use AxisRooms to automate the technology steps.

2026 Annual Revenue Planning Calendar

Month-by-month revenue focus guide to help hotels plan smarter commercial strategies throughout the year.

MONTH	DEMAND LEVEL	REVENUE FOCUS & KEY ACTIONS
January	Moderate	Promote cultural stay packages; open OTA inventory early; target domestic pilgrimage and leisure travelers.
February	Moderate	Launch long-weekend and city packages; build OTA visibility for National Day; monitor booking pace.
March	Low-Mod	Run domestic demand campaigns; maintain flexible pricing; finalize April peak season strategy.
April ★	Peak	Execute peak pricing strategy; apply minimum LOS; launch family packages; maximize ADR across all channels.
May ★	Peak	Optimize OTA inventory and dynamic pricing; introduce Vesak festival packages; upsell cultural experiences.
June	High	Drive group and pilgrimage bookings; offer flexible family rates; maximize Poson period visibility.
July	Moderate	Launch southern regional promotions; promote Kataragama + Yala packages; finalize August revenue plans now.
August ★	Peak	Apply premium pricing and upselling; enforce minimum LOS; review cancellation policies; upsell experiences.
September	Low	Conduct Q3 performance review; refresh OTA listings; begin Q4 campaign planning and staff scheduling.
October	Low	Launch winter campaign planning; finalize festive holiday offers; prepare for November–December demand surge.
November	Moderate	Run Deepavali festival marketing; increase OTA and direct booking visibility; promote family and urban stays.
December	High	Maximize ADR and direct bookings; launch festive dining and NYE packages; open beach resort inventory early.

★ Revenue Planning Note for Sri Lanka Hoteliers

Hotels that forecast demand and start revenue planning **6–12 weeks before** each festival consistently achieve higher ADR, better occupancy, and stronger RevPAR than properties that react once bookings arrive. Combine this calendar with AxisRooms Revenue Management tools for maximum performance.

Stay Ready for Every Demand Opportunity

Planning for Sri Lanka’s busiest travel periods becomes easier when your hotel manages pricing, inventory, bookings, and distribution from one connected platform.



100+ OTA Integrations

Keep rates and availability synchronized across leading OTAs. Ensure guests always see accurate inventory during high-demand festival periods.



Channel Manager

Update rates and inventory across all booking channels from one dashboard. Reduce manual effort and minimize the risk of overbookings during peak seasons.



PMS Integrations

Connect reservations with daily hotel operations to improve coordination between front office, housekeeping, and other key departments.



Revenue Management

Make smarter pricing decisions using demand trends, booking pace, and market insights to maximize revenue during Sri Lanka’s festival seasons.



Payment Gateways

Enable secure online payments and faster booking confirmations, creating a seamless reservation experience for domestic and international guests.



Web Booking Engine

Drive commission-free direct bookings through your hotel website with real-time availability, rate parity, and festive offer management.

100+

OTA Connections

1

Connected Platform

24/7

Real-Time Sync

↑ ADR

Revenue Optimization

READY TO PREPARE YOUR HOTEL FOR 2026?

Book a Free Demo with AxisRooms

Discover how AxisRooms helps Sri Lanka hotels optimize distribution, maximize revenue, and simplify hotel operations – before every peak festival season.

Book a Free Demo →

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