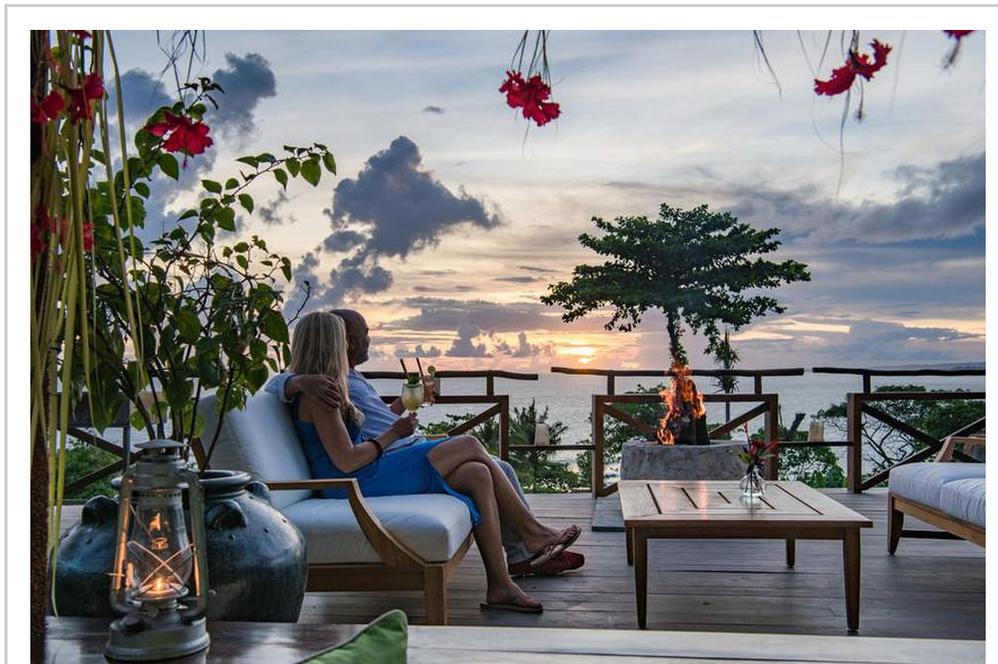


# Scratching The Seven Year Itch With Exotic Romance

<https://www.forbes.com/sites/margiegoldsmith/2019/02/05/scratching-the-seven-year-itch-with-exotic-romance/#578ec3f93b07>

June 9, 2019

Margie Goldsmith



Couple on honeymoon at Nihi Sumba, Indonesia

Nihi Sumba

The seven-year itch suggests that couples fall into a relationship slump around year seven of a marriage. Psychologists and life coaches say that seven years is the threshold for the psyche to deal with little irritations in a relationship before getting fed up. Some couples begin to take each other for granted, others don't prioritize couple time, and still others begin to lead separate lives. But more prevalent than the seven-year itch is that in the United States, about 40-50% of couples divorce, and if they re-marry, the divorce rate for a subsequent marriage is even higher. The good news is that Millennials are lowering the divorce rate. According to Philip Cohen, a professor at the University of Maryland, the divorce rate dropped by 18% from 2008-2016. 'The overall drop has been driven entirely by younger women,' says Cohen, as women are more likely to have college degrees, less likely to be under age 25, and less likely to have children in the household, all which can affect the risk of divorce.

To assist with the declining divorce rate, Nihi Sumba, J. Christopher Burch's posh resort on the island of Sumba (a short plane hop from Bali, Indonesia) has launched *Nihi Forever*,

which scratches the seven-year itch by offering newlyweds who honeymoon at the resort in either 2019 or 2020 a complimentary five-night stay every seven years of marriage for as long as they are married. This means couples can repeat the complimentary five-night stay every seven years to ward away any itch and keep the love flame burning.



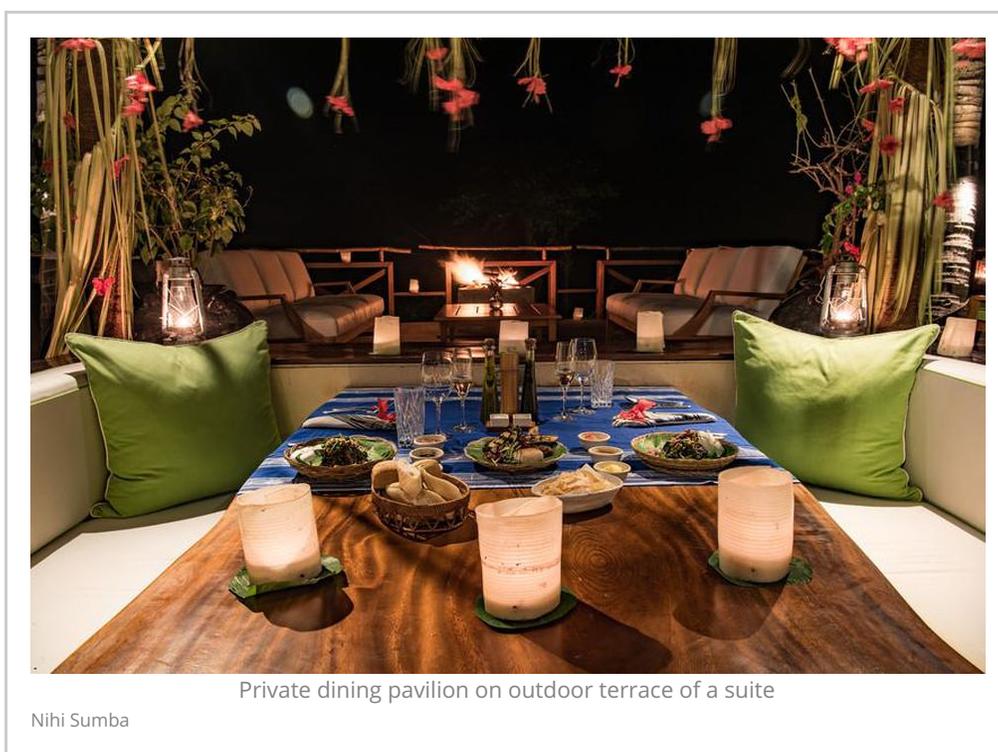
From a private deck at Nih Sumba

Nih Sumba

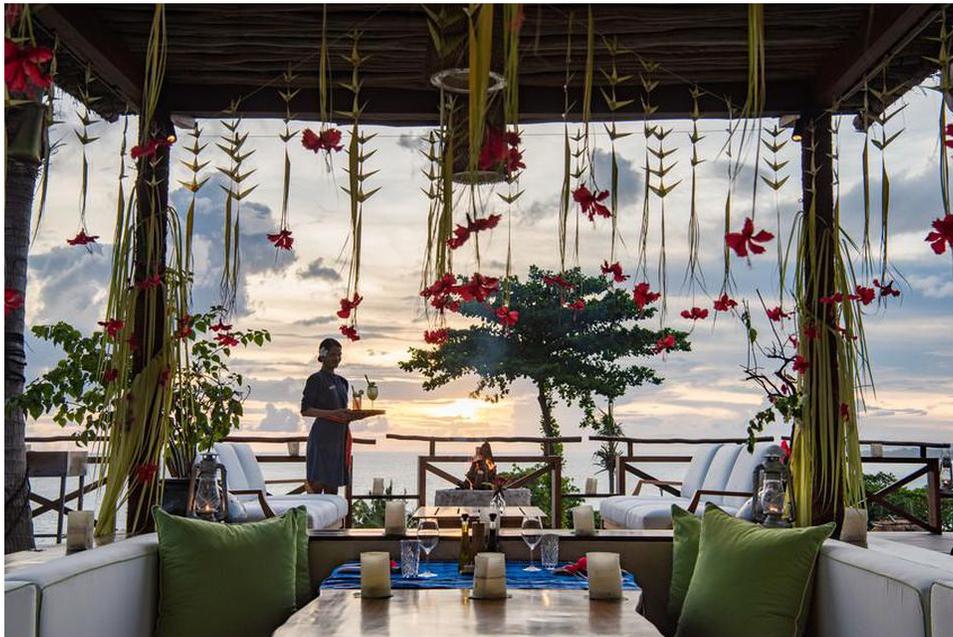
Nih Sumba is an exclusive all-villa flop-and-drop luxury resort on a remote Indonesian island where men still carry machetes (though no longer for headhunting; now for cracking

open coconuts) and guests have their own personal *moriuma* (much more than a personal Sumbanese butler) who anticipates every whim, plans activities and meals, deliver fluffy towels after a swim on a remote beach, follows couples around inconspicuously, arrives with a buggy when the guests want to go to the equestrian center or a Land Rover when they want to go on a hike or tour a nearby Sumbanese village.

The spacious suites are more like private homes with sliding floor-to-ceiling windows leading to private decks, pool, and an Indian-Ocean facing sun pavilion with sun loungers and a king-sized bed (so couples can choose to sleep outside and gaze up at the stars). There is an excellent gourmet beach restaurant, though many couples never leave the privacy of their accommodation, choosing to have meals delivered by their private pool, in the shady pavilion, or inside the suite. Guests can look from their private terrace down to the crescent-shaped beach and see riders galloping in the sand on sandalwood horses – or perhaps spot a herd of water buffalo heading down to the water.



When we went to the resort on our honeymoon, our *moriuma* Jenny (much more than a butler) came to the suite one day and said, 'Follow me.' She led us to the dock for a surprise private champagne sunset yacht cruise. Once back in our suite, two masseuses were waiting to give us side-by-side massages. They'd filled our oversized indoor round tub with floating rose petals. One evening Jenny arrived in the dining room and we thought she was bringing us the menu which she always did, but this time, she said, 'Follow me. You're eating in a different place tonight.' She led us back to our pavilion, now set up with a hanging Hibiscus flowers, candlelight, and a private chef waiting to serve us a 6-course gourmet meal complete with a honeymoon cake.



Dining Room overlooking Indian Ocean

Nihhi Sumba

Many people come to Nihhi Sumba to surf, because directly in front of the resort is a world-class left-handed break, one of the best waves in the world. Managing partner James McBride calls it the “gentleman’s wave,” because Nihhi Sumba allows only ten surfers to surf it at one time. Those who don’t surf can snorkel, SCUBA dive, have a massage, try other water sports, horseback ride on the beach, hike to a waterfall or visit an authentic Sumbanese Village. Following cocktails is an outdoor movie on a giant screen near the ocean and gourmet food barefoot beneath the stars. Nihhi Sumba is the only luxury resort on Sumba, an authentic island of centuries-old rituals, unspoiled beaches and small villages where people live in stilted three-story wooden houses (with the animals on the ground floor) just as their ancestors lived.

Newlywed couples looking for a balance of purpose and passion will be inspired by Nihhi Sumba as they begin their life together, knowing they can return for free every seven years – a good reason to stay married. To qualify for a complimentary five-night stay every seven years (excluding food and beverages), *Nihhi Forever* requires first time honeymooners to book a minimum five-night stay in 2019 or 2020 by April 30, 2019.



Romantic bed in a suite at Nihi Sumba, Indonesia

Nihi Sumba