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SOL Y PLAYA

Los hoteles vacacionales más espectaculares del planeta







The Saroni is on an 11 km secluded white sand beach.

Previous pages: The Saroni provides swimming pool, square 25m pool with infinity edge, Jacuzzi lounge area and three shade shaded pool island pavilions.

THE LIMITS ARE ONLY YOUR IMAGINATION

The Sarojin excels in offering exceptional personalized experiences and adventures 'just for 2', and is ideally suited for couples, luxurious honeymoons, romantic adventures and intimate weddings. No children under 12 years are permitted to stay. Bordering five spectacular primary rain forest national parks, the world famous dive sanctuaries of the Similan and Surin Islands, Phang Nga Bay renowned for its dramatic limestone islands and captivating sea cave canoe journeys, and three 18 hole golf courses all easily accessible, The Sarojin offers her guests an opportunity to adventurously yet privately experience this spectacular setting. A team of personal guides and the elegant and inspired 'imaginer' - the ultimate personal concierge delight in creating very tailor made experiences. A private charter on the luxury boat Lady Sarojin, a jungle adventure complete with champagne, a rejuvenating oriental spa massage lulled by the sounds of the Andaman sea, a Thai cooking class and lunch by a river, or a romantic dinner on a secluded beach or by a candlelit jungle waterfall.... the limits are only your imagination.

For boutique chic, The Sarojin has the ambience of a private estate and a contemporary Asian style. Its 56 spacious and luxurious guest residences are set within ten acres of grounds leading directly onto the beach. Concerning the present and the future of beach hotels we would consider basically: first, consumer segmentation (identify consumer segment resort wishes to target / focus on - consumers are becoming increasingly segmented, e.g. family resorts vs. no children resorts is just the start) and consumer needs (the need to identify consumer need drivers for that consumer segment and satisfy emerging consumer needs for a particular, e.g.: developing holiday decisions based on not 'where shall I go?' but 'what do I need from my holiday?', e.g. discover and learn about another place and another culture; meet new people; re-charge my batteries or reconnect with myself.

Also allow personal space and a freedom to relax; appreciate mental, physical and spiritual refreshment; appreciate 'value for time' experiences vs. 'value for money'; value their money - know what they like and are willing to pay for it; quality: authenticity (vs. packaged 'fake' tourist experiences); sensitive to places visited and their native inhabitants; a 'glimpse of local life'; increasing trend to 'get under the skin' of a destination. Guests already seek authenticity (real experiences rather than fake culture which is packaged up for tourists; but now in addition increasing numbers desire to appreciate and understand the local details and idiosyncrasies that make a place distinctive unique and special - 'a glimpse of local life' the smell of fresh spices and local cuisines, local industries, fauna and flora, environmentally, culturally and community aware and sensitive; sustainable and responsible tourism; environmental conservation, cultural conservation as well as ecotourism and voluntourism.

Voted Asia's leading boutique hotel for three consecutive years at the World Travel Awards (2008, 2007, 2006) and World Luxury Romantic Hotel at the World Luxury Hotel Awards 2009 and 2007. The Sarojin is beautifully enclosed on an 11 km secluded white sand beach, providing all year round swimming in Khan Lak, just 55 minutes from Phuket Airport, Thailand.

Over 40 different nationalities have stayed at The Sarojin - but mainly Europeans (Germany, Switzerland, Austria, UK, French, Belgium, Holland, Denmark, Sweden, Norway, Italy, Spain); USA, Australia, Japan, Hong Kong, Singapore. It is ideally suited for couples, luxurious honeymoons, romantic adventures and intimate weddings.

Paul Counihan

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