

THE SAROJIN CELEBRATES OVERALL WINNER AND BEST HOTEL IN THAILAND AT THE PRESTIGIOUS THAILAND GREEN AWARDS 2010



9th November 2010 – Thailand’s multi-award winning property, The Sarojin, is celebrating after it was declared the ‘Overall Winner’, and also winner of ‘Best Hotel in Thailand’, at the Thailand Green Awards 2010. The prestigious Green Awards are run by Tourism Authority Thailand in association with responsibletravel.com.

These esteemed awards were presented to representatives of The Sarojin by Her Royal Highness Princess of Thailand Ubolratana, in recognition of the resort’s outstanding conservation efforts and contribution to growing Thailand as a sustainable destination. The awards ceremony was held on 8th November at the Thailand stand during World Travel Market in London.

In celebration of these latest accolades, The Sarojin has launched a special “Taste of Thailand” package, offering guests a unique opportunity observe local Thai life and experience a taste of Thailand culture and way of life that cannot be found elsewhere. The newly created package allows guests to mix a five-star level of comfort with an interest in the local culture and the environment. It offers a range of exclusive tours to some of Thailand’s most rural areas, including:

- A full-day **Thai cooking class with Chef** at the local Takuapa riverbank preceded by a trip to a nearby food market to shop for authentic produce. Travel will be via traditional pleat boat giving passengers a rare opportunity to observe rural Thai life within these waterways.

- A full-day '**Glimpse of Local Life**' tour taking guests off the tourist trail to gain an authentic insight into daily life, culture, history and a variety of local industries. Memorable local industry tours include visits to a freshwater prawn farm, swallow nest farm and cashew nut plantation to see how local produce is created for human consumption.
- A full-day journey by traditional fishing boat to explore the **Klong Teaw Estuary** and experience an extraordinary insight into the local fish farming industry and this fascinating water ecosystem. The trip will include a kayak excursion, a visit to a fish farming centre, a trek through the spectacular Sri Phang Nga National Park and afternoon tea at the base of the stunning Tamnang jungle waterfall.
- A half-day visit for guests to interact with local children at the **Baan Tharn Namchai and Hands Across the Water Orphanage**. The orphanage is home to more than 60 children, most of whom are victims of the Asian Tsunami in Khao Lak, and is testament to the power of the human spirit.

The Sarojin's "Taste of Thailand" package starts from THB 114,200 (approximately USD 3,806 / GBP 2,379/ EURO 2,655 / AUD 3,806) for two people. The price includes six nights' accommodation in a luxurious Garden Residence, all day à la carte breakfast with sparkling wine and private airport transfers to and from Phuket Airport with refreshments and cold towels served for two people.

One of the finest resort properties in Asia, The Sarojin is committed to minimising the impact their guests have on the environment and to ensuring the local community of Khao Lak benefits from its operations and support. Since its inception in 2005, the 56 boutique residence has earned itself an outstanding reputation for supporting a number of well-deserving community projects and for actively sharing these projects and opportunities with interested guests during their stay at the property.

The Sarojin Khao Lak Community Fund was launched in December 2004 and has benefited a number of communities in the local area, as well as further afield. Projects have included assisting with the recovery of the Pakarang boatyard and restoring local livelihoods; working with Red Cross to support provision for prosthetic limbs; helping to develop new school



buildings and children's play and education equipment; sponsoring a full-time veterinary animal surgeon in Khao Lak; ongoing charity work for local orphanages; and much more.

"The Sarojin provides a brilliant example of a luxury resort remaining true to its local community," said Justin Francis, Managing Director of responsibletravel.com and organiser of the Thailand Green Awards judging process. "Guests can either relax in absolute luxury, safe in the knowledge that the resort is doing its bit for the community, or they can go out and engage with the locals through the "Glimpse of Local Life" excursions. The fact that responsible travel is built into the product makes The Sarojin even more magical."

"We are extremely honoured and proud to have won the Thailand Green Award 2010," comments Kate Kemp, co-owner of The Sarojin. "It is a key company priority to create environments where guests can engage with the local community and really touch and feel Thailand, its people and its way of life, in a sensitive and cooperative way. A meeting of these two worlds is surely one of the true wonders of travel and tourism. This award is a wonderful acknowledgement of our company philosophy and testament to our hard-working staff and their exceptional spirit."

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For further information on The Sarojin, please visit: www.sarojin.com

For media information and images, please contact Paul Counihan, Director of Sales on +66 (0) 76 427 900 or email: dos@sarojin.com