

THE SAROJIN & TOURISM AUTHORITY OF THAILAND PARTNER ON MEGA FAM TRIP!



14 June 2011 – Following this year's successful Thai Travel Mart, a group of luxury tour operators took part in a mega familiarisation trip in Thailand and made an unforgettable journey to Khao Lak to visit one of the country's most spectacular resorts, The Sarojin, where they enjoyed many incredible experiences and even helped to raise donations for a local Thai orphanage.

The group of tour operators (as pictured above*) were collected by luxury car and privately transferred to The Sarojin where they divided into two groups. One group enjoyed the resort at leisure with pampering treatments at the award-winning Pathways Spa and a wine degustation lunch, while the second group took part in a range of fantastic experiences in aid of the local Ban Tharn Nam Chai orphanage, which The Sarojin supports through its Khao Lak Community Fund.

The group took part in a series of competitive events and quizzes, such as playing golf on the 11km secluded Sarojin beach; a wine tasting and quiz at a cascading jungle waterfall; and a Thai food quiz and tasting on the Takuapa riverbank after an exciting longtail boat race through the mangrove forest. Prizes were awarded to the winners in the form of donations and the day culminated with the

group visiting the orphanage and distributing the gifts to the local children who live there, many of whom were victims of the Asian Tsunami.

The mega fam trip was arranged in partnership with Tourism Authority of Thailand (UK), in order to help luxury tour operators increase their sales to Thailand, and The Sarojin was delighted to have been one of the few hotels selected to welcome the group to the land of a million smiles.

** Pictured in the photo from left-right:* Dawid Koegelenberg (The Sarojin); Debbie Haw (The Sarojin); Leisa Kenny (The Sarojin); Christopher Lee (Tourism Authority of Thailand); Polly Rusyn (The Turquoise Holiday Company); Alyn Burgess (Holiday Treasures); Steve Gouldby (Sunshine Direct); Maxime Lim (Value Added Travel); Matthew Clift (Tui – Hayes and Jarvis); Peter Ward (Airline Ticket Services); Paul Counihan (The Sarojin); Louise Ashworth (Destinology); Edward Mestre (Hotels4u); Robin Russell-Pavier (Freedom Destinations); Andrea Lovering (Kenwood Travel); Helen Beedle (Jac Travel); Allan Forbes (Touchdown); plus additional members of The Sarojin team.

– Ends –

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

For media information and images, or if you're interested in visiting The Sarojin on a press trip, please contact Sarah Habicht or Richard Hume at Hume Whitehead on 020 8334 7026 or email: sarah@humewhitehead.co.uk / richard@humewhitehead.co.uk.

The Sarojin is internationally renowned as one of the finest resort properties in Asia. Designed in a contemporary Asian style and beautifully set on an 11km stretch of secluded white sand beach in Khao Lak, just a 55 minute drive north of Phuket Airport, the five-star resort boasts 56 deluxe residences set within ten acres of grounds leading directly onto the beachfront. Each guest room features its own private garden and "sala" sundeck, couples' baths with waterfall showers, and plunge and relaxation pools that blend into the natural habitat; while other complimentary facilities include a fully equipped fitness centre and mountain bikes, sailing catamarans, sail boats, sea kayaks and windsurfing boards. Tranquility is guaranteed as no children under the age of 12 are permitted to stay at The Sarojin.