



The Sarojin
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The Sarojin Celebrates First Anniversary as Asia's Leading Boutique Hotel



The Sarojin, Thailand heads into its second year with a new accolade and a special package to celebrate.

Within its first year, The Sarojin has firmly established itself as a premier luxury resort, and is delighted to announce that it has won "Asia's Leading Boutique Hotel" in the World Travel Awards 2006 - the "Oscars" of the travel industry. Owners and Executive Directors Andrew and Kate Kemp received the award at a gala ceremony in the Turks and Caicos Islands attended by the global travel industry's most influential figures.

Kate Kemp enthuses: "All the team at The Sarojin are extremely honoured and proud to have won this global award. It is a wonderful acknowledgement of the staff's hard work and truly exceptional spirit."

Opened in October 2005, The Sarojin is charmingly ensconced in a garden setting with direct private access onto a secluded 11km white beach beside the Andaman Sea and just one hour north of Phuket Airport, Thailand. It boasts its own private excursions guides, a luxury 38-foot boat, *The Lady Sarojin*, a fleet of adventure cars, excellent Thai and international cuisines with dining tables set in stunning locations, and the award-winning Pathways Spa.

A year-round resort, The Sarojin prides itself in its attention to detail, and a high degree of personalised individual service - providing each and every guest with a visit that is more than just a holiday - rather an unforgettable experience tailored to each individual's desires.



"Exclusively Sarojin"

From 1 November 2006 until 30 April 2007 The Sarojin guests can enjoy the "Exclusively Sarojin" experience. For a minimum seven night stay, guests will enjoy a one day all-inclusive luxury marine adventure, cruising and snorkeling amongst the world famous Similan Islands aboard the Lady Sarojin luxury boat; inclusive of gourmet lunch, all-day open bar and all equipment; one 90-minute Royal Oriental massage, a luxurious blend of traditional Thai yoga and herbal aroma massage at the award-winning Pathways spa; a private seafood barbecue dining experience in a secluded dining location of choice - the white sand shores of the Andaman Sea, pool pavilion islands, or in your own in-residence Thai sala. The experience includes a la carte breakfast with sparkling wine and return airport transfers by private car with cold towels and refreshments served. Prices start from THB 109,560 / USD 2,885 for two persons sharing for seven nights inclusive of all taxes. An optional extra to upgrade to a one day private charter aboard the Lady Sarojin luxury boat is available for an additional supplement of THB 48,600 / USD 1,280 for a maximum of up to 8 persons.

For reservations visit www.sarojin.com, e-mail reservations@sarojin.com or phone +66 (0) 76 427 900

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Note for editors:

Just as you would on any private estate, guest itineraries at The Sarojin, on the coast at Khao Lak, can be as action packed or as tranquil as required. The staff is committed to making any visit both enjoyable and memorable and to showing the best that Thailand has to offer.



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Designed in a contemporary Asian style, accommodation is laid out in 56 guest residences nestled within the ten-acre grounds. Private access leads directly to an expansive white beach and the crystalline waters of the Andaman Sea that provide year-round swimming and water sports. Abundant space and privacy blend harmoniously with nature, offering a rare oasis for relaxation.

About The Sarojin:

The Sarojin is a new luxury boutique hotel, which opened its doors on 1st October 2005. Located in Khao Lak, just one hour north of Phuket Airport, The Sarojin is a 56 room property offering plunge pools, spa pools, intimate couples baths, rainfall showers, private gardens, spa, fitness facilities, dining tables set in extraordinary locations and its own team of guides, a luxury boat and adventure cars. The Sarojin is the vision of the well travelled directors of WhiteKaps Resort Co. Ltd - a registered Thai company with investors from Thailand, Hong Kong, Singapore and the UK - and the concept behind this intimate hotel is that it offers an experience reminiscent of staying at friend's private estate rather than at an 'international resort.' The Sarojin won "Asia's Leading Boutique Hotel" at the World Travel Awards 2006 and is included in Condé Nast Traveler USA's 'Hot List Hotels and Spas for 2006'.

About the World Travel Awards:

The prestigious World Travel awards, now in its 13th year and widely known as the "Oscars" of the travel industry is voted for by 167,000 travel professionals worldwide including 110,000 travel agents. Owners and Executive Directors Andrew and Kate Kemp of The Sarojin received the award for "Asia's Leading Boutique Hotel" at the annual gala ceremony, in the Turks and Caicos Islands on 20 September 2006. The event was attended by the global travel industry's most influential figures and attracting media from all over the world, including BBC World, Entertainment Channel (US) and the Travel Channel (UK).