



The Sarojin  
60 Moo 2, Kukkak, Takuapa  
Phang Nga 82190, Thailand

T +66 (0)76 427 900-4  
F +66 (0)76 427 906  
info@sarojin.com  
sarojin.com

### The Sarojin Inspires New Experience and New Position



In keeping with its award-winning commitment to a highly personalised and hospitable guest experience, The Sarojin in Khao Lak, Thailand now features the expertise, imagination and watchful care of the Imagineer, the ultimate personal concierge. One part dream maker, one part conductor and one part host, the Imagineer makes it his personal goal to fulfil guests' every whim. His in-depth knowledge of the surrounding areas and the amenities at The Sarojin creates a guest experience in line with The Sarojin's offering of 'more than a resort - a holiday, not just a hotel.' A private charter on the luxury boat *Lady Sarojin*? A personal jungle adventure *à deux* complete with champagne? Or a romantic private barbecue on The Sarojin's own secluded white

beach ... there is only one limit: guests' imaginations.

#### "Sarojin Inspirations"

From 1 May until 31 October 2007 The Sarojin guests can enjoy the "Sarojin Inspirations" experience. For a minimum five night stay, guests will enjoy a choice of a one day all-inclusive luxury personal jungle or marine adventure just for two persons either exploring the depths of Khao Sok National Park by elephant and canoe OR cruising and sea canoeing the dramatic limestone islands and sea caves of stunning Phang Nga Bay, inclusive of all equipment, lunch and beverages; 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 68,015 / USD 1,790 for two persons sharing for five nights inclusive of all taxes.



For reservations visit [www.sarojin.com](http://www.sarojin.com), e-mail [reservations@sarojin.com](mailto: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.

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

Owned and operated by  
WhiteKaps Resort Company Limited



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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 13<sup>th</sup> 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).