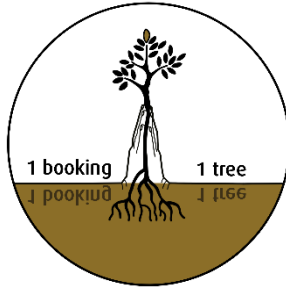




The Sarojin to launch 'One Booking One Tree' initiative

From October 1st, the independent luxury resort commits to planting one tree per booking



From L-R: The Sarojin's staff planting mangroves, logo of initiative and Bang Phat mangroves forest

September 2022. [The Sarojin](#), Thailand's 56-room independent boutique residence, is launching a "One Booking One Tree" initiative on 1st October, whereby the resort will commit to planting a minimum of one tree for every booking that is made. With at least one planting day scheduled to take place every month, on which guests will be invited to participate, the resort estimates that thanks to the new initiative and other ongoing projects the resort supports approximately 3,600 trees will be planted in 2022 and forecasts 1,200 trees each month for 2023, 14,400 yearly.

The resort has been supporting and contributing to the **Mangrove Forest Planting Project** in Baan Nam Kem (established by local fishermen following the tragedy of the 2004 Boxing Day Tsunami) since 2007 with monthly planting days organised by the staff. However, with 'One Booking One Tree' the resort boosts its commitment further by being able to plant more trees and support even more initiatives. To do so, The Sarojin will work in partnership with local organisations, including the Department of Marine and Coastal Resources, the Takuapa Local Government and the Ban Nam Khem and Bang Nai Si communities and will adjust its planting days to support their existing rehabilitation projects by planting either mangroves and/or sea almond trees. Both these trees are crucial in creating a richer environment for both animals and fishermen as well as acting as a natural barrier against storms and floods.

Commenting on the new initiative, The Sarojin's owner, Kate Kemp, said: *"For many years we have seen the very beneficial impact that the mangrove planting of the Ban Nam Khem Community has had on the region and this activity has been of increasing interest to our guests, who love to get involved with the tree planting. We wanted to make a further commitment and generate awareness to this cause, by guaranteeing the planting of one tree for every booking that we make at The Sarojin. Mangrove reforestation protects coastlines and slows down erosion, both vital in sustaining ecosystems and livelihoods, as well as encouraging eco-tourism and providing a rich environment for activities such as kayaking and bird-watching tours, which are also popular with our guests."*

With community engagement and sustainability at the heart of The Sarojin and at the core of its ethos, this latest initiative is yet another excellent example of how a luxury resort can remain true to its local

community, stay committed to minimising the impact its guests have on the environment and ensure that the local community benefits from its operations and support. The boutique residence has earned itself an outstanding reputation for supporting community projects and the 'One Booking One Tree' initiative supports other ongoing initiatives such as **The Sarojin Cares Days**, which see staff and guests that wish to volunteer help the community to support an array of well-deserving projects and **The Sarojin Khao Lak Community Fund**, a community fund directing and administering funds to various elements of Khao Lak's recovery.

Just a quick look through the hotel's latest product development '[Sarojin Cares Packages](#)', as well as its [Adventure & Discoveries brochure](#) will give guests a feel for how the hotel integrates and supports the environment and people of Khao Lak with the experiences it offers to its guests.

-Ends-

About The Sarojin

The Sarojin is beautifully set on an 11km stretch of secluded white sand beach in Khao Lak, just a 55-minute drive north of Phuket Airport and is surrounded by five spectacular national parks and the world-famous dive sites of the Similan and Surin Islands. Designed in a contemporary Asian style, the five-star resort's 56 deluxe residences are nestled within ten acres of tropical 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. Other facilities include an attentive "Imagineer" who can create tailor-made experiences for hotel guests and complimentary use of a fully equipped fitness centre, mountain bikes, sailing catamarans, sail boats, sea kayaks and windsurfing boards. Tranquillity is guaranteed as no children under the age of 10 are permitted to stay at The Sarojin.

*The Sarojin has been recognised for its fine dining offering by **The MICHELIN Guide Bangkok, Phuket, and Phang-nga 2021**. The highly-regarded restaurant guide honours those that consistently provide diners with high quality products, a 'mastery of flavour and cooking techniques' and value for money, as well as demonstrating the chef's personality within the cuisine.*

The Sarojin has been voted consistently in Conde Nast Traveller's Top Resorts in Thailand: Readers' Choice Awards 2013-2021

The Sarojin Community Care Fund

Established in December 2004 [The Sarojin Community Care Fund](#), which was initially set up to help rebuild the communities surrounding our resort in the wake of the devastating 26 December tsunami, continues to contribute to a number of worthy local projects in Khao Lak. From providing medical provision for prosthetic limbs and supporting local orphanages with childcare, to building school classrooms, roads and covering the cost of a full-time veterinary surgeon to care for the local wildlife, there's such a huge variety of ways our fund gives back to those closest to us. Guests are encouraged to donate to the fund during their stay, with 100% of the money raised distributed to local community projects.

For further information on The Sarojin, please visit: www.sarojin.com and [The Sarojin 360 Tour](#)

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