



## Responsible Thailand Awards Top Accolade to The Sarojin



**08 November 2018** – The Sarojin, Thailand’s luxurious 56-roomed boutique residence, has been awarded a top accolade in the 2018 Responsible Thailand Awards. Recognising the property’s commitment to delivering sustainable and responsible travel experiences The Sarojin was named the winner of the Hotel category, in the awards run by Wanderlust Travel Media on behalf of the Tourism Authority of Thailand (TAT). The Sarojin was also named runner-up in the Community-Based Tourism category.

Recognising those in the tourism industry who make outstanding contributions to growing Thailand as a sustainable destination, The Responsible Thailand Awards aim to highlight and further promote the country’s dedication to conserving its natural and cultural resources, as well as support sustainable tourism development.

On winning the award, The Sarojin’s owner Kate Kemp said, “We’re exceptionally proud to receive this Responsible Thailand Award and it is a real testament to the dedication of the whole team at The Sarojin to creating sustainable travel experiences.”

“We purposely chose Khao Lak in Thailand for the residence because of its undisturbed natural scenery, authentic Thai ambiance and local cultures and we have always strived to help protect this, while offering our guests a five-star boutique hotel experience. We would like to thank everyone at TAT and Wanderlust Media, as well as the judges, for recognising our dedication to responsible and sustainable tourism within Thailand.”

**Sustainable Travel at The Sarojin**



The Sarojin implements a number of key initiatives to help it reduce energy and water consumption, reduce waste, decrease its carbon footprint and minimise its impact on the environment, believing that routine monitoring is paramount to this.

The Sarojin's green programmes include regularly undertaking efficiency analysis of energy consumption and training staff to manage efficient guest room energy utilisation while maintaining guest comfort.

The boutique residence produces all of its own water and closely monitors the processes of filtering, treating and pressurising to ensure a safe, continual and sustainable supply. Conscious of how cleaning chemicals can impact the environment, The Sarojin has chosen to use ecologically-based products to prevent harmful chemicals entering the water supply.

To further reduce waste, food waste is collected to be used at a local pig farm or broken down into liquid fertilisers for the landscape, and 100% of human waste is treated at the hotel.

### **Community Engagement at the Heart of The Sarojin**

Community engagement is the beating heart of The Sarojin, with the boutique residence's investment in the community extending beyond just being an element of CSR activities. Instead the hotel focuses on how it can sustainably involve the community as well as how it can contribute to it.

From operating its own excursions with local guides to creating placements for the children of the orphanage (once they turn 18), The Sarojin has truly evolved its responsible travel ethos to empower the local community.

It is the investment in relationships and commitment to co-operative, sensitive partnerships that has seen The Sarojin's integration into the Khao Lak community and led to the boutique residence becoming an award-winning hotel.

Being the first luxury hotel in the area, the owners, Kate and Andrew Kemp, have truly set the tone for community involvement, continually expanding and evolving their engagement with Khao Lak and helping to grow the area in a sustainable fashion, while becoming an integrated part of the community themselves.

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



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### **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. Tranquility is guaranteed as no children under the age of 10 are permitted to stay at The Sarojin.

The Sarojin was voted one of the **top five Overseas Holiday Hotels in Asia & The Indian Subcontinent** and **18<sup>th</sup> in The World's Top 100** in the Condé Nast Traveller Reader Awards 2017.

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