



The Sarojin Leads the Way as Desires for Community Conscious Travel Grow



May 2018 – Having spent over a decade developing a strong, responsible community tourism ethos, The Sarojin, Thailand’s luxurious 56-roomed boutique residence, is leading the way in community conscious travel – a trend that continues to factor highly on the agenda of some travellers. [ABTA’s Travel Trends Report 2018](#) indicated that nearly 70% believe travel companies should ensure their holidays support the local people and economy, a philosophy that has long been at the heart of The Sarojin’s ethos.

Offering luxurious accommodation, impeccable service, as well as authentic local experiences that contribute to a sustainable economy and are delivered in a sensitive and co-operative way, The Sarojin offers community conscious holidays without compromising on luxury.

Street Food Cook for Kids Initiative

Offering a unique opportunity for guests to engage with local children is the Street Food Cook for Kids initiative, which aims to help some of Khao Lak’s most vulnerable children. Guests can prepare a nutritious meal alongside The Sarojin’s sous chef for the children at the Camillian Centre, a non-for-profit organisation that provides day care facilities and rehabilitations for children with special needs. Helping to breakdown barriers between cultures and languages in a respectful and sensitive manner, Street Food Cook for Kids provides truly memorable and valuable experiences for all.

Glimpse of Local Life

Working with the local rural and coastal communities to create sustainable travel experiences has long been a part of The Sarojin’s philosophy and its Glimpse of Local Life excursions are the perfect way to explore Khao Lak, while supporting the community. From visiting the ancient town of Takuapa, its local markets and cafes to providing an offering to the Buddhist monks and cruising emerald jungle waters



on a traditional Thai longtail boat, each excursion is designed to provide authentic experiences that support the people of Khao Lak and its traditional ways of life.

Ethical Elephant Experiences

Spending the morning at an ethical elephant camp is the ideal opportunity to get close to, and care for, the national animal of Thailand. Having been introduced to their elephant for the day, guests learn the key responsibilities of looking after these beautiful creatures and how to recognise the signs of a happy, healthy elephant. Feeding, playing with and bathing these majestic animals in an environment that is committed to the welfare of the animals is an experience that guests will be sure to never forget.

Combining meaningful cultural and sustainable community conscious adventures with a luxury holiday couldn't be easier with a stay at The Sarojin, and with The Sarojin's Summer Offer, there has never been a better time to book. Guests can enjoy 50% off stays between 16 April and 31 October 2018, plus an extra 10% off stays between 10 May and 30 September 2018, when booked 30 days or more prior to arrival, with Garden Residences starting at just THB 6,874* (approx. £153*) per night for two people, inclusive of the all-day a la carte breakfast with sparkling wine served until 6pm! and taxes.

-Ends-

*Price quoted is valid for stays 10 May – 30 September 2018 which are booked at least 30 days in advance of arrival. This price includes the 50% and added 10% discounts.

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 **18th in The World's Top 100** in the Condé Nast Traveller Reader Awards 2017.

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



For media information and images, please contact Leanne Barton at Hume Whitehead on (0)203 375 4059 or email: Leanne@humewhitehead.co.uk.