

ELEPHANT EXCITEMENT AT THE SAROJIN



19th February 2014 – Luxury boutique resort, [The Sarojin](#), is encouraging guests to discover more about Thailand's culture and its sacred animal, with a programme of activities to celebrate National Elephant Day. On 13th March, guests staying at the resort can bestow a family of gentle giants with their favourite foodie treats or take part in a special activity to learn how to care for these beautiful creatures in a caring and responsible way.

One incredible activity on offer is the opportunity to shadow a mahout, the Thai name for a professional elephant rider, as he goes about his daily tasks. Guests can join local mahout Roj and help him bathe, feed and ride his elephants bareback through the jungles surrounding The Sarojin. They can also spend time with Roj's family who live in remote village huts in Khao Sok National Park. This amazing experience offers a great insight into daily life in Thailand and allows guests to see first-hand the amazing bond between Thai people and elephants.

Alternatively, for a truly mammoth adventure, guests and their elephants can make a splash in a jungle lake, as part of the resort's '*Elephant Owner For A Day*' programme introduced in May last year. Guests will be assigned their own elephant to learn the key responsibilities in caring for healthy and happy elephants. The learning activity will focus on the correct ways to approach free-roaming elephants; how to safely bathe them in the river; and the harmless way of riding them with no seating. Guests will also discover the five key signs to identify a healthy elephant when looking at their body movement, moisture on their feet, sleep markings and the texture and volume of their manure.

The Sarojin will be celebrating Thailand's sacred animal throughout March, with the main bulk of activity centred on 13th March – a day designated as National Elephant Day throughout Thailand. All celebrations are dedicated to honouring the national symbol of Thailand, with the aim of drawing attention to the Asian elephant and its important place within Thai culture, religion and tradition.

Prices for The Sarojin's '*Live Like A Local Mahout*' activity start from THB 5,900 (approximately GBP 109) per person. Prices for the '*Elephant Owner For A Day*' experience start from THB 2,750 (approximately GBP 51) per person for a full day. Rooms at The Sarojin start from THB 6,325



(approximately GBP 116) inclusive of luxury accommodation in a [Garden Residence](#) and all-day à la carte breakfast with sparkling wine for two people.

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

For further information on The Sarojin, please visit: www.sarojin.com.

For media information and images, please contact Sarah Habicht at Hume Whitehead: sarah@humewhitehead.co.uk / 0845 498 9987.