

THE SAROJIN APPOINTS NEW GENERAL MANAGER



13th June 2014 – Luxury boutique resort, The Sarojin, is delighted to announce the appointment of Roland Svensson as General Manager. With immediate effect, Roland will be responsible for the day-to-day management of this 56-room hotel in Khao Lak, Thailand.

Roland brings decades of hospitality experience and extensive knowledge of Thailand to his new role. Born in Sweden, he moved to Bangkok at the age of nine and later attended hotel schools in Switzerland and the UK. A passionate and creative professional, Roland boasts over 30 years' hotel management experience in Thailand, as well as Singapore, Hong Kong, Malaysia, Myanmar, Australia and the UAE. His last posting in Thailand was at the Moevenpick Samui before moving to Moevenpick Singapore.

As part of his new role, Roland will be responsible for all operational departments at The Sarojin, including sales and marketing, reservations, human resource, operating finance and accounting. He will report directly to The Sarojin's co-owners, Kate and Andrew Kemp.

Commenting on his appointment, Roland said: *"I have long been impressed by The Sarojin's product and the invaluable support it provides to the local community in Khao Lak. I am thrilled to join what is undoubtedly one of the very best luxury resorts in Thailand, and I hope my hotel experience will prove beneficial in building on the success of this terrific boutique property."*

Kate Kemp adds: *"We are delighted to welcome Roland to The Sarojin family. A long-time face of Thai hospitality, his 30 years' operational background and extensive knowledge of Thailand will be a huge asset to our team. We are confident his excellent resort experience will greatly benefit our hotel guests, local community and tourism partners across our key markets, and we wish him continued success with us."*

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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.

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

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