



**WE'RE ALL GOING ON A LUXURY HOLIDAY:  
BOUTIQUE THAI RESORT THE SAROJIN GOES 3-GENERATIONAL**



**23<sup>rd</sup> August 2016** – Luxury Thai resort, [The Sarojin](#), has reported a recent increase in demand for multi-generational holidays – a trend recently endorsed by *ABTA* which reported a “20% increase in holidaying with extended family” over the last 12-months. Satisfying multiple needs across three generations and catering to all holiday types – relaxing beach, exciting adventure or cultural discovery – The Sarojin has all the ingredients for the perfect family recipe; including complimentary Wi-Fi and an all-day à la carte breakfast for those who want to make the most of a luxurious lie-in!

The recent uplift in demand from multi-generational families positively correlates with The Sarojin’s increasing support of and interaction with the local communities in Khao Lak, where the property is based. As Kate Kemp, The Sarojin’s Executive Director observes: *“We have seen an increasing desire from our guests to engage with the local community and to explore and understand more about the surrounding areas. We are very fortunate to be surrounded by five spectacular and adventurous national parks and we can offer our guests – including children over the age of ten years – a wide range of private, bespoke experiences that are led by our own personal guides.”*

Perched on the coastline of a pristine white sand beach that stretches 11km with Thailand’s Andaman sea lapping at its shores, The Sarojin is the ideal base for all generations of the family – grandparents, parents and children; aged 10-years and over. With a choice of different, but equally appealing, guest residences – Spa Suites, Garden Residences and Pool Residences – The Sarojin offers a true home-from-home atmosphere, where family members can choose to share with or reside next to their loved ones.

Ready to occupy even the busiest of minds, the secluded beach allows year-round swimming, and The Sarojin provides complimentary watersports – including sailing, windsurfing, paddle boarding and sea kayaking, as well as complimentary use of mountain bikes. A team of personal guides is on hand and delights in creating bespoke experiences, offering a wide variety of private and unique excursions into the surrounding national parks and areas of outstanding beauty. Families can visit the world-famous dive site of the Similan Islands for unparalleled diving experiences, journey through dense rainforest, or take to sea cave canoeing amongst the dramatic limestone cliffs of Phang Nga Bay. Also available are private charters on the resort's luxury yacht *Lady Sarojin*; a variety of jungle adventures by foot or traditional long tail boat; walks, treks and cycle tours; and much, much more.

The five-star resort's dynamic excursions team also hosts "Teens Time Away", inviting the youngest of the three-generations to embark on exciting Thailand adventures; with many of Khao Lak's adventure playgrounds on their doorstep. Meanwhile – if not exploring themselves – others can kick-back and relax at multi-award winning *Pathways* spa; an oasis of serenity hidden from view by mangroves and surrounded by tropical gardens. With the soothing sounds of the Andaman sea as its theme tune, guests can enjoy a range of rejuvenating spa treatments and massages – the possibilities are endless!

A firm favourite amongst all generations is The Sarojin's "Glimpse of Local Life" excursion, an experience that is exclusive to guests of The Sarojin. Designed to showcase authentic Thailand by allowing guests to shadow local tradesmen – from local fishermen to a Buddhist monk and a fruit farmer – these unique packages will create life-long memories that can be passed down through the generations. Alternatively, (or additionally!) The Sarojin also offers experiential packages that include spiritual blessings from a Buddhist monk and Phang Nga temple tours; visiting three of Thailand's most amazing sanctuaries

Regrouping after a day of activities and leisure The Sarojin offers some fabulous and memorable locations for a special family dinner including private dining by a candlelit jungle waterfall, a secluded white sand beach or private sand bar isle – guests choose the time, the place and the menu!

As Kate Kemp concludes: *"We often witness our multi-generational guests coming to The Sarojin and partaking in a wide range of different activities during the day and then coming together in the*

*evening to share their experiences with one another. Our property is ideally suited to this style of holiday.”*

From 1<sup>st</sup> November 2016, (special offers valid now – 31 October 2016), rooms at The Sarojin start from THB 12,708 (approximately GBP 275) per room; inclusive of 15% early bird discount, based on accommodation in a luxury Garden Residence; inclusive of all-day á la carte breakfast with sparkling wine and all taxes for two people. Enjoy complimentary extra beds for 3<sup>rd</sup> and / or 4<sup>th</sup> person(s) in all room types, plus upgrade to a Spa Suite and enjoy one daily complimentary 60-minute spa massage for each night booked!

**-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](http://www.sarojin.com).

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