



Phulay Bay is Now More Environmentally Friendly Than Ever Before

Thoughtfully Implemented Practices in Place for the Preservation of Krabi, Thailand



www.ritzcarlton.com/en/hotels/phulay-bay

Krabi, Thailand, September 2019 – As the stewards of an incredible natural landscape, Phulay Bay, a Ritz-Carlton Reserve remains at the forefront of conservation and sustainability in its coastal community in Krabi. The world-class resort goes to great lengths to minimize its carbon footprint by implementing a range of practical and innovative sustainability measures to preserve the natural landscape and protect the ecosystem for generations to come.

Phulay Bay has been bringing about positive change to Thailand for years. In 2017, all outlets implemented the switch to re-usable bamboo straws and glass bottles in place of plastic tableware. In continuation with their plastic-free initiative, the resort's in-room amenities are now packaged with sustainable materials, and the laundry service uses cloth bags to wrap laundry. Even Christmas decorations are exclusively made of natural and re-usable materials, such as coconut shells, driftwood, leaves, and recycled glass bottles.

Progressive measures have been executed in food and dining as well. The natural water spring that flows from the nearby Naga Mountain provides guests with local and sustainable drinking water. The seafood served to guests is also sustainable and local, and many ingredients and herbs that are used in Phulay Bay's dining outlets are handpicked and harvested from the Chef's garden. When it comes to in-villa dining, beeswax is now used to cover dishes rather than cling film, ensuring that even the minor details be more proactively altered.

Phulay Bay also participates in several annual events, such as Earth Hour and World Ocean's Day, and are active members of the Community Footprints program, which partners with local schools and non-profit organizations. In keeping with the resort's eco-friendly ambition, a local reef-safe sunscreen, "Passun", has been made available at the resort boutique.

Also found in the boutique is the special "Ton Hong" doll, which means "Personal Host" in the Thai language. It is a model of the personal hosts who tend to guests at the resort, and with each purchase of this souvenir, 200 Thai Baht are donated to the local Krabi school for special needs.

In addition to the newly implemented sustainability measures, Phulay Bay is now inviting guests to experience Thailand the way it was meant to be explored through a new package called *Discover the Undiscovered*, which includes:

- Daily breakfast in Jampoon restaurant for 2 people
- Half day private trip to Hong Island, Paradise Island and Pak Bia Island by traditional longtail boat.

- Half day private cultural tour including visit to local market, food offering to the monks, blessing ceremony at Tiger Cave Temple. Koh Klang rice farm and Batik lessons.
- Return car transfer from/to Krabi Airport
- Special welcome amenity
- 24-hour dedicated butler service
- Complimentary Wifi
- Complimentary selected non-alcoholic beverages in minibar

Rates for “Discover the Undiscovered” start at 460 USD (excluding taxes) in a Reserve Pavilion per night

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Phulay Bay, A Ritz-Carlton Reserve – Krabi, Thailand (www.ritzcarlton.com/phulaybay)

Phulay Bay, the world’s first Ritz-Carlton Reserve property, is located in Krabi, Thailand set along the scenic shores of the Andaman Sea. Phulay Bay represents a departure from the ordinary and is designed for travelers seeking rare, exotic and authentic experiences in the most remote corners of the world. The property features 54 spacious villas with private plunge pools, rainforest showers, indoor and outdoor baths and showcases scenic tropical garden or ocean views. Amenities include an 11-room treatment spa, a selection of formal and casual dining options, infinity pool, 1,400 square-foot meeting and event space, and an array of local attractions, including white-sand beaches, coral reefs, lush rainforests, caves, waterfalls and exploration of the nearby Similan Islands.

About The Ritz-Carlton Hotel Company, LLC

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