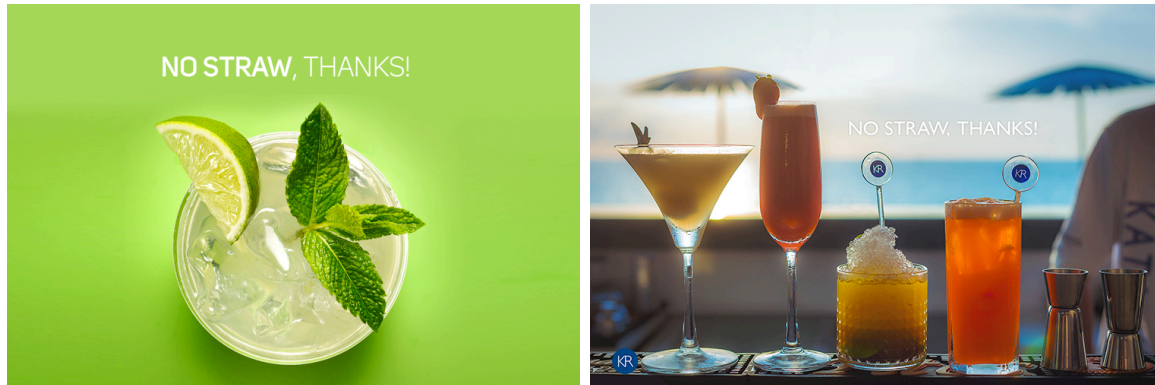


PRESS RELEASE

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THE LAST STRAW : KATA ROCKS ENDS THE USE OF PLASTIC STRAWS AT ITS LUXURY RESORT IN PHUKET



PHUKET, 21 September 2018 - Kata Rocks has launched its new sustainability and social impact initiative as it moves to eliminate single-use plastics in the luxury resort starting from 1 September and reach its broader goal within one year.

Guests staying at Kata Rocks are increasingly eco-conscious and are a driving force behind the shift in demand for sustainable travel options. It decides to end the use of plastic straws a natural one, as it is also a significant step towards achieving wider sustainability goals that protect natural habitats of many endangered marine species.

According to Infinite Luxury CEO Richard Pope, the resort wants to inspire more hotels to continue reducing plastic products in their day-to-day operations.

"We at Kata Rocks are committed to being part of the leadership for change. To do so, we need to understand and explain the importance of this decision and how it impacts our future."

"This initiative reflects our values as an organisation, and how our actions and responsibilities as a resort impact the environment. These assets, the beach, sea and its marine life are the prime reasons tourists come to Phuket," he added.

Kata Rocks aims to inspire the local community to follow this lead and encourage guests to carry their experiences at the resort back home with them by continuing to reduce their overreliance on plastic bags and straws in their day-to-day lives.

It recently acted to remove all plastic drinking straws from its food and beverage outlets and organised events. Guests will be offered alternatives. Regular plastic straws will be replaced with eco-friendly and paper straws.

Moving forward the resort is also exploring ways how it can eliminate waste from single-use plastic water bottles. Regular plastic water bottles will be replaced with carton – easily recyclable- packaging, which will please nature and guests alike. The resort is also considering bottling its water in reusable glass containers, by developing an onsite water filtration and purification facility, offering still and sparkling water options in fully reusable glass containers.

This comes as Kata Rocks continues to highlight its commitment to Phuket's environment and ocean conservation, as well as the rescue of imperilled marine animals that are most at risk from plastic.

Plastic straws may not be the first thing that comes to mind when thinking about ocean pollution. Although small and seemingly harmless, Singapore alone uses an estimated 2.2 million plastic straws daily; they cause immense harm to the environment. The issue is critical in Asia, where China, Indonesia, Philippines, Thailand and Vietnam dump more plastic into oceans than the rest of the world combined, threatening nearly 700 marine species with extinction due to plastic pollution.

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ABOUT KATA ROCKS

Kata Rocks is a design driven, luxury resort and residence, located directly on the oceanfront at the southern end of the renowned Kata Beach, along Phuket's sunset west coast. It features 34 iconic Sky Pool Villas of one to four bedrooms, each offering its own private infinity-pool, expansive living and dining area, superbly appointed bedrooms and bathrooms. Each villa is equipped with latest interactive iPad technology allowing guests to control the Sky Villa environment at the touch or swipe of a button. The Sky Villas also come with the latest in mobile connectivity providing guests unlimited 4G internet access and complimentary international phone calls. Along with exquisite dining options, poolside restaurant and bar, the resort features the award-winning Infinite Luxury Spa and fitness suite. Voted 'Best Apartment in the World' at the London International Property Awards; in 2016, Kata Rocks had the honour of being named one of the 25 best hotels in Southeast Asia by the prestigious *Conde Nast Travelers* 2016 Readers' Choice Awards, raising its total to over 50 international awards. Kata Rocks is also home to the highly coveted annual Kata Rocks Superyacht Rendezvous - hailed by leading industry players such as Feadship and Burgess and luxury media as the definitive superyacht event in Asia.

ABOUT INFINITE LUXURY

Infinite Luxury is the owning and operating company of Kata Rocks, its flagship resort. Infinite Luxury is a hospitality management company with expertise in luxury brand marketing, design, architecture, and project management of bespoke luxury residences and hospitality real estate developments.

Photography of Kata Rocks is available to download in the [Photo library](#) of our [Media section](#), at <https://www.katarocks.com>.

Visit [The Blog](#), Kata Rocks' online luxury portal that features the best in culture, haute living, yachting and style. Read news about our award-winning resort, the best dining experiences in Phuket, spa treatments, travel retreats and the best of yachting in Asia. Further information is also available on our [Social media](#) channels.

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