SEA Yachting

Vol. 10 No. 1   January - February 2015

Record numbers visit Thailand's   largest marina and lifestyle show

Thailand's largest showcase of marine and luxury lifestyle saw 150 businesses and products exhibiting in 14,000sqm of space at the Ocean Marina Pattaya Boat Show. Held 27th to 30th November at Ocean Marina, the largest marina in Southeast Asia, record numbers turned out to enjoy the displays and activities at the third annual show.

The US$40 million line-up of luxury sail and power boats in-the-water ranged from small day-trip boats up to those for extended cruising and the largest in the show, the 115-foot superyacht *Phatsara*. Attracting a lot of attention was the world's first solar-assisted luxury catamaran, the *Heliotrope 65*. Designed in Thailand and built at the Bakri Cono shipyard in Ocean Marina, the *Heliotrope* team was busy fielding enquiries from visitors and media alike during the show.

Many of the world's top boat brands were on display and represented at the show, including Princess Yachts, Azimut Yachts, Cranchi, Beneteau, CNB Yachts, Lagoon Catamarans, Monte Carlo Yachts, Carver Yachts, Century Boats, Boston Whaler and more.

Onshore, the top yachting brands were joined by leading auto marques Rolls Royce, Bentley, Aston Martin, Porsche and Ducati while elsewhere in the show visitors enjoyed everything from boat accessories to charter & insurance services, water sports, marine toys and gadgets, luxury real estate, fashion and jewellery.

"Now in its third year, the Ocean Marina Pattaya Boat Show has grown to become Thailand's largest exhibition of marine and lifestyle. The number of exhibitors this year has increased and the quality is the best

Situated on Jomtien Beach in Greater Pattaya, Ocean Marina is Thailand's premier marina resort complex and the largest in Southeast Asia.

Ocean Marina Pattaya Boat Show staff.

Ray Ringuet & the Aus-Thai Marine staff.

The OMPBS showcases Jomtien and the Greater Pattaya region to the world, underscoring the Gulf of Thailand as a strategic yachting hub in Southeast Asia.

Gary Baguely & the Blue Seas staff.

yet. The depth and diversity of exhibitors shows that Thailand's marine and lifestyle sector is robust and has a bright future," said Mrs. Supatra Angkawinijwong, Deputy Managing Director of Ocean Property, the organizers.

Extended this year to be held over four days, organizers introduced the Boat & Yacht Thailand 2014 Conference on 28th November with the theme of "Green Boating" took place to a packed meeting room of over 70 industry and guests.

Geographically located within five hours (or less) travelling time of major Asian population centres, the Ocean Marina Pattaya Boat Show is well positioned to leverage the growing affluence in Asia. Highlights for visitors include free yacht cruises, luxury car test drives, kayak and paddle boat experiences, an open-air drinks and food festival with a live band, a jetpack flying board and radio control power boat demonstrations.

According to the 2014 edition of *The Wealth Report*, the number of Ultra-High Net Worth Individuals (those with US$30 million in assets excluding their main residence) in Asia has grown 89% between 2003 and 2013, with a further 43% growth forecast over the next 10 years, making the region home to more UHNWIs than North America and second only to Europe.

With such wealth in the region, Ocean Marina, in tandem with the Tourism Authority of Thailand, is promoting Pattaya tourism and through the Ocean Marina Pattaya Boat Show continues to grow the marine leisure tourism industry and reinforce the image of Pattaya as an upscale tourism destination.

"Pattaya tourism continues to go from strength-to-strength and its coastline is one of the biggest attractions for domestic and international visitors. Ocean Marina is at the centre of Pattaya's marine tourism and the Ocean Marina Pattaya Boat Show helps to attract more high-end tourists, positioning Pattaya and the Gulf of Thailand as the leading marine leisure destination in South East Asia," said Ms. Pataraporn Sithivanich, Executive Director for Tourism Products Department, Tourism Authority of Thailand.

Statistics from Ocean Marina underscore this trend with tourists through the marina in 2013 up 32% year-on-year, and exponential growth of 66% since 2010. In response, the marina has recently undergone an expansion programme making it the largest marina in South East Asia, and with some of the best cruising grounds in the region, Greater Pattaya and the

Berne Lamprecht & the ASAP staff.

Scott Finstein, Ocean Marina Harbour Master.

Albert Nazarov & the Albatross Marine Design staff.

Bert van Muylwijk of Northrop & Johnson & staff.

The 4th annual OMPBS will take place at Ocean Marina from 26th to 29th November 2015.

Mr Kazuki Otsuka and the Hull team.

Gulf of Thailand it is the leading hub of marine tourism in South East Asia and well-positioned for the opening up of ASEAN and the 2015 Asean Economic Community (AEC).

"Ocean Marina's recent expansion of both onshore facilities and in-water capacity makes it the largest marina in South East Asia. With world-class facilities Ocean Marina is at the heart of Thailand's marine leisure industry and together with the Ocean Marina Pattaya Boat Show are showcasing Greater Pattaya, the Gulf of Thailand and the Kingdom's marine treasures to the world," added Mrs. Angkawinijwong. 888

A mixed visitor demographic of primarily Europeans and Thais was recorded through the gates with interest in the boat displays at an all-time high. Yacht dealers and brokers reported solid sales leads and hot prospects – all new buyers that came from the Show. Similarly, the automotive sector reported tangible sales leads as did the luxury real estate offerings at the Show.

The diverse range of marine accessories and marine products, a sector of the show that continues to grow and something that sets OMPBS apart from other shows in the region, saw sales in the region of over USD50,000. Property developers reported strong interest, luxury products such as jewellery recorded large purchases and the Food and Beverage outlets in the show reported record sales.

Visitors enjoyed the array of activities on offer: the free yacht cruises which departed every 30 minutes were full throughout the show and the display of water toys in action and the jetpack flying board demonstrations proved to be popular with all.

Introduced for the first time this year, the International Fishing Boat Competition, organized by the Thailand Fishing Tackle Trade and Manufacture Association in co-operation with Ocean Marina, was a big hit with lots of tough competition over the two days and talk of expanding it further next year.

Planning is already underway for the fourth annual Ocean Marina Pattaya Boat

About the Ocean Marina Pattaya Boat Show

Ocean Marina Pattaya Boat Show was launched in 2012 to much acclaim from the industry and visitors. Attracting a wide range of marine and leisure exhibitors, the event showcases Jomtien and the Greater Pattaya region to the world, underscoring the Gulf of Thailand as a strategic yachting hub in South East Asia.

About Ocean Marina

Situated on Jomtien Beach in Greater Pattaya, Ocean Marina is Thailand's premier marina resort complex and the largest in Southeast Asia, a short drive from Bangkok and just one hour from Suvarnabhumi Airport. The world-class marina is complemented by a yacht club, accommodation, fine dining and recreational facilities as well as two luxury residences - San Marino and Ocean Portofino.

Ocean Marina is home to the annual Ocean Marina Pattaya Boat Show and Top of the Gulf Regatta - Asia's largest multi-class regatta - and has been the official venue for leading international events, including CataWorld Cup, 24th SEA Games, as well as large-scale concerts by Grammy, Cool FM and more.

www.oceanmarinayachtclub.com

For more information:
www.oceanmarinapattayaboatshow.com
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Ocean Property team.

Scott Bradley & East Marine team.

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