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Marine Leisure Lifestyle at its Best: Ocean Marina Pattaya Boat Show

OCEAN MARINA PATTAYA BOAT SHOW

22 - 24 NOVEMBER 2013

OCEAN MARINA YACHT CLUB



Held from the 22nd to the 24th of November at Ocean Marina Yacht Club, the 2013 Ocean Marina Pattaya Boat Show was the second edition and the biggest and best yet. The multi-million dollar line-up of boats, supercars and bikes, luxury properties, marine products and services and much more attracted 4,334 visitors to the three-day show. Expatriates from Thailand and Asia, together with Thai nationals who are showing an increasing interest in the marine leisure lifestyle were among the attendees.

In only its second year, the boat show had a strong marketing plan targeting Bangkok-based Thais and expatriates from the surrounding region, and delivered sales and tangible leads for exhibitors.

Talking of the Boat Show's aims, Mrs. Supatra Angkawinijwong, Deputy Managing Director of Ocean Property, the organizers, said, "Having launched the Ocean Marina Pattaya Boat Show last year, our goals for 2013 were to grow the number of exhibitors and display area, and to attract a larger and more diverse visitor demographic. Talking to exhibitors, they were very happy and the show was a great success."

The success was confirmed by many exhibitors, including Sergio Loiacono, Simpson Marine's Thailand Country Manager. "This was our second year at the show and you can see the progress. We have a few interesting clients as a result of it. Probably 30-40% of visitors to our display were Thai, 30% Russian and the rest a mix of expat nationalities."

"Princess Yachts Bangkok, a subsidiary of the luxury importer Niche Cars, presented a selection of luxury motor yachts at the show, including the popular V39 sports cruiser. "We had a lot of interest from visitors and welcomed celebrities and well-known businessmen to our display. During the show, we sold a THB21.5 million yacht and also expect to sell three more yachts from the lot", said Ms. Anchita Chotisirikul, Secretary to the Managing Director of Niche Cars Co., Ltd.

Wirat Pholpradab, President of A.G. Cars & Marine Co., Ltd., the exclusive dealer in Thailand for the well-known Cranchi motor yachts, commented on traffic on the first day: "We had more than 50 visitors, and more than 20 of them showed genuine interest in buying a Cranchi M44 HT."





Complementing the luxury boats and marine lifestyle offerings at the 2013 show was a large display of leading auto marques, including Lamborghini, Porsche, Land Rover, Harley Davidson and Ducati.

Both Ducati and Harley Davidson were showing new models for the first time in Thailand, and visitor feedback was strong. NuttachedSuapecchra, General Manager of Ducati Pattaya said, "This is our first year here and we have met many potential buyers, with approximately 20-30% of our visitors expats. Some of these plan to go to our shop after the show."

The demographics of Thailand's marine marketplace are changing. Many Russians are buying boats and there is a strong interest from overseas buyers such as those from Singapore and Hong Kong, who can conveniently fly to Bangkok, which is just 1-2 hours from Pattaya. Thais living in Bangkok who are looking for a seaside lifestyle on the weekend are also interested.

"We see an exponential growth in Russians buying boats in Pattaya but there is also a genuine interest from Thais in buying sailing boats compared to a few years back when they were only considering buying motor yachts," said Mr. Loiacono.

The 2013 in-water yacht display was bigger and better than ever before, showing the growing interest in boating in Thailand. Top yacht brands from day boats to superyachts, locally-built boats of international standard and marine products and services were complemented by luxury automobiles, villas and condominiums, and elegant timepieces by Edox.

A resounding success, the 2013 Ocean Marina Pattaya Boat Show delivered strong visitor traffic, genuine leads and actual sales for exhibitors.

www.oceanmarinaboatshow.com

About Ocean Marina

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

www.oceanmarina.asia