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Simpson Marine showcases
the Beneteau Monte Carlo 5 (MC5)



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Displays included international yacht brands, marine accessories and services, yacht charters, water sports, automobile brands, luxury real estate and lifestyle brands.



Multi-million dollar line-up displayed at





Ocean marina.

2013 Ocean Marina Pattaya Boat Show



Princess yachts on display.



Aus-Thai Marine's latest creation.



Phatsara.

Pattaya opened its doors to the second annual Ocean Marina Pattaya Boat Show (OMPBS), which saw a record visitor turnout and strong trade reported. The multi-million dollar line-up of boats, supercars, bikes, luxury properties and marine products and services attracted 4,334 visitors to the three-day show, including expatriates from Thailand and Asia, together with Thai nationals who are showing an increasing interest in the marine leisure lifestyle.

Generating a lot of interest was *Phatsara*, 33-metre superyacht, built in Thailand and displayed by Northrop & Johnson; it was the largest yacht in the show and priced at US\$6.5 million.

"The 2013 Ocean Marina Pattaya Boat Show was even bigger and better than last year. The number of exhibitors was higher, and the quality of products on display was exceptional. The Boat Show showcased Pattaya to the world and positioned Pattaya as a leading marine tourism destination in South East Asia," said Mrs. Supatra Angkawinijwong, Deputy Managing Director of Ocean Property, the show's organizers.



The Hull team.



ASAP Marine was all smiles.



The team from Albatross Marine.



The Simpson Marine team.

Discussing the Boat Show's aims, Mrs. Supatra Angkawinijwong, Deputy Managing Director of Ocean Property, 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 to the Show. Talking to exhibitors, they are very happy and the show was a great success."

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

"We have seen 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."

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 show", said Ms. Anchita Chotisirikul, Secretary to the Managing Director, Niche Cars Co., Ltd.

Wirat Pholpradab, President of A.G. Cars & Marine Co., Ltd., 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



Gary Baguley's team from Blue Seas Marine.



Corsair corner's Bob Garner.



Harleys were a big hit.



Flamboyant crew.

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 marquees, including Lamborghini, Porsche, Land Rover, Harley Davidson and Ducati.

Both Ducati and Harley Davidson showed new models for the first time in Thailand and visitor feedback was strong. Nuttached Suapechra, General Manager of Ducati Pattaya, said, "This is our first year at the show and we have met many potential buyers, with approximately 20-30% of our visitors being expats, some of them plan to go to our shop after the show."

The demographics of Thailand's marine marketplace are changing with many Russians buying boats and strong interest from overseas buyers in the nearby region – such as Singapore and Hong

Kong, who can conveniently fly to Bangkok which is just 1-2 hours from Pattaya. Thais living in Bangkok, looking for a seaside lifestyle on the weekend, are also showing more interest in the leisure marine lifestyle.

The 2013 in-water yacht display was bigger and better than last year, showing the growing interest in boating in Thailand. Top yacht brands from day boats to superyachts, locally-built boats of international standards and marine products and services were complemented by luxury automobiles, villas and condominiums, all manner of marine accessories, toys, gadgets, widgets and elegant timepieces by Edox.

Boats on display from British yacht brand Princess, part of the LVMH Moët Hennessy – Luis Vuitton group, included their successful V39 and P56 models. While Simpson Marine, Asia's leading international yacht brokerage, was

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



Serenity Shipyard entertained onboard throughout the show.




SEA Yacht Sales.



represented with the luxury Azimut, Nautor's Swan and Beneteau brands among others. Also on hand were Gulf Craft, the Italian-built Cranchi brand and some excellent examples of local marine craftsmanship from Bakri Cono, Austhai Marine and Serenity.

Known as the Thai Riviera, Pattaya is popular with international visitors and just ninety minutes from Bangkok is the city's playground-by-the-sea. It's close proximity to the capital has seen Pattaya become Thailand's leading marine leisure playground and Ocean Marina Pattaya Boat Show the showcase event.

"The marine industry is well developed in the Pattaya area and is showing strong growth. This is mirrored by a growth in the number of Thais enjoying the marine lifestyle and buying boats. With many domestic and international tourists coming to Pattaya to enjoy the sailing grounds and marine facilities, the industry is contributing significantly to Pattaya's tourism," added Mrs. Angkawinijwong.

A full program of onshore activities was available for those wishing to experience the marine lifestyle and free yacht trips were available for show visitors. There are also lots of onshore and entertainment including lucky draws, luxury cocktail parties, and a marina-side beer garden and festival with a live band. Entry to the show was free. 

About the Ocean Marina Pattaya Boat Show

The 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 OMPBS 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 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 - San Marino and Ocean Portofino.

Ocean Marina has hosted many events and functions, and has been the official venue for leading international events, including CataWorld Cup, 24th SEA Games, the Top of the Gulf Regatta for nine consecutive years, as well as large-scale concerts by Grammy, Cool FM and more.

For more information
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