

## NEWS CLIPPING REPORT

Publication www.thailand4.com  
Date 17 September 2557  
Page PR News  
PR Value (THB) 20,000  
Headline **Ocean Marina Pattaya Boat Show drives marine leisure tourism in Greater Pattaya**

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Online story at: <http://www.thailand4.com/life/2014-09-17/fbf3d04844fa0c0f6cc67fc38fd9a898/>



### Ocean Marina Pattaya Boat Show drives marine leisure tourism in Greater Pattaya

Travel and Lifestyle Press Releases Wednesday September 17, 2014 15:13



Bangkok--17 Sep--Infinity Communications

Organisers predict biggest boat show yet with top luxury yacht and lifestyle brands showcasing

#### **Ocean Marina Pattaya Boat Show drives marine leisure tourism in Greater Pattaya**

The third annual Ocean Marina Pattaya Boat Show is set to welcome record numbers of guests and exhibitors from 27th to 30th November at Ocean Marina Yacht Club, Jomtien, Pattaya. Kicking off the Asian boat show season, Ocean Marina Pattaya Boat Show promotes Greater Pattaya and Thailand as a leading marine hub of South East Asia.

"This is just the third year of the Ocean Marina Pattaya Boat Show and already awareness of the Show amongst the marine industry here in Thailand and overseas, and amongst the general public, is

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fantastic," said Mrs. Supatra Angkawinijwong, Deputy Managing Director of Ocean Property, organisers of the Ocean Marina Pattaya Boat Show.

Over 100 exhibitors and in excess of 6,000 visitors are expected at the Show this year which with its expanded four-day format and 12,000 sqm of in-water and onshore display space has, in a short space of time, grown to become an important annual showcase of marine and luxury lifestyle in Thailand.

Commenting on the growth in exhibitor numbers this year, Mrs. Angkawinijwong said, "We've had such a great response from exhibitors in Thailand and Asia, and with 12,000 sqm of total display area this year the Show will be the biggest yet."

Leading luxury boat brands from around the world are exhibiting, including Princess Yachts and Cranchi, as well as boat builders and accessories, boat services and technology, marine toys and gadgets, super bikes and cars, luxury real estate and resorts. Thailand's first solar assisted luxury power catamaran, the Heliotrope 65, will be showcased in Asia for the first time by Bakri Cono while leading luxury auto marques Rolls Royce and Aston Martin will headline the onshore display.

In addition to the exhibitors, new for this year is the International Fishing Boat Competition (29th and 30th November) and the Boat & Yacht Thailand 2014 Conference (28th November). Other highlights include free yacht cruises, kayak and paddle boat experiences, an open-air drinks and food festival with live band, jetpack flying board and radio control power boat demonstrations, games and much more.

Geographically located within five hours (or less) travelling time of major Asian population centres, Ocean Marina Pattaya Boat Show is well positioned to leverage the growing affluence in Asia.

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, are promoting Pattaya tourism and through the Ocean Marina Pattaya Boat Show continue 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 Gulf of Thailand 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

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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.

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