



Ocean Marina Pattaya Boat Show showcases Gulf of Thailand as strategic SEA yachting hub

PATTAYA The Ocean Marina Yacht Club will host the second Ocean Marina Pattaya Boat Show, showcasing the Gulf of Thailand's marine leisure industry and underscoring its position as a strategic yachting hub in South East Asia. To be held 22nd to 24th November at Ocean Marina Yacht Club on Jomtien Beach, Pattaya, on Thailand's Eastern Seaboard, the event is expected to attract over 100 exhibitors from marine, marine tourism and the leisure and lifestyle business sectors, from Thailand and overseas. For visitors, of which approximately 3,000 are expected, there is a packed program of onshore and on-water activities and entertainment planned, including free sailing trials, free kayak trials, lucky draws, cocktail parties, Dragon Boat Races and a main-side beer garden and festival with live band.

Following the successful inaugural event in 2012, organizers are planning for it to be even bigger and better this year. Already 60% of the in-water display area is booked and reservations for the 2,600sqm of onshore display space are strong, with marine businesses, luxury automobile brands and upmarket real estate in the offerings.

"Last year was the first Ocean Marina Pattaya Boat Show and we received a lot of positive feedback. We are building on that success and for this year have expanded the onshore space and re-developed the layout. Bookings have been strong and we are looking forward to an exciting show for both exhibitors and visitors," said Mrs. Supatra Angkawijong, deputy managing director, Ocean Property.

The Gulf of Thailand's close proximity to the South China Sea opens up the area to yachts from Hong Kong and further north, and south to the Indonesian archipelago, Australia and New Zealand. The Gulf of Thailand provides idyllic tropical cruising with islands dotted off the shore and the untouched waters of Cambodia and Vietnam on the region's doorstep.

"The Gulf of Thailand is a popular cruising area. This is due in part to the stunning nearby cruising grounds and its strategic location in the region, as well as the presence of world-class marina facilities at Ocean Marina Yacht Club. The Ocean Marina Pattaya Boat Show will help cement the region's strategic importance and showcase what the Gulf of Thailand has to offer, to a worldwide audience," added Mrs. Angkawijong.



A large turnout of Thai, expats and tourists from neighbouring regions, lifestyle-lovers, entrepreneurs, investors, boat owners and property owners, as well as targeted VIPs and media are expected at the 2013 Show to enjoy a diverse display of products and businesses, including international yacht brands, marine accessories and services, yacht charter, water sports, automobile brands, luxury real estate, lifestyle brands and much more.

There are also lots of onshore and on-water activities and entertainment planned, including free sailing trials, free kayak trials, lucky draws, luxury cocktail parties, Dragon Boat Race and a main-side beer garden and festival with live band.

Having hosted many international events such as the 24th SEA Games, Top of the Gulf Regatta and large-scale concerts by Grammy, Cool FM and more, Ocean Marina Yacht Club continues to lead the way in showcasing the region and positioning the Gulf of Thailand as a strategic South East Asia yachting hub.

Ocean Marina Pattaya Boat Show teams up with TAT to draw high-end tourists to Pattaya

Showing Pattaya and surrounds as leading marine tourism hub in South East Asia and underscores the region's preparedness for the AEC

Coinciding with the launch of the second Ocean Marina Pattaya Boat Show, the Tourism Authority of Thailand (TAT) will initiate a strategy to promote high-end tourism in Pattaya, working closely with the marine tourism sector on Thailand's east coast, and predictions are that with the opening of the of Asean Economic Community tourism numbers in the area are set to increase 10%.

Mrs. Supatra Angkawijong, deputy managing director, Ocean Property commented, "This is the second year for the Ocean Marina Pattaya Boat Show. We wish to support the growth of marine leisure tourism in the region and as the number of yachts at Ocean Marina continues to increase, we plan to expand the number of berths again in the near future. Ocean Marina is already the largest marina in South East Asia and we plan to increase our capacity in line with the arrival of the AEC."

"In previous years, the rate of yacht owners at Ocean Marina Yacht Club was 80% foreigners and 20% Thai. However, last year we saw a significant change and Thai yacht ownership increase from 20% to 38%. This is a clear indicator that more Thais are enjoying the marine lifestyle and we expect that trend to continue."

"In 2012 the Ocean Marina Pattaya Boat Show generated THB 90 million revenue for the marine tourism industry. Following the first year's success, we are confident that the second year will deliver more quality and be even bigger. We have expanded the on water and onshore exhibition area to a total of 2,600sqm, and have strong support from exhibitors in marine tourism and lifestyle business sectors including leading yacht brands, Super Bikes, Super Cars, Luxury Property and many more."

Ms. Wilaiwan Thawitri, TAT Deputy Governor for Tourism Products and Business, unveiled that "Thailand is a popular destination for marine tourists with many chartering yachts and enjoying Thailand's cruising grounds and those of neighbouring countries. Thailand has a well-developed marine infrastructure with international-standard marinas that can cater for all sizes of yachts, quality yacht maintenance services and skilled craftsmen, and combined marine leisure tourism generates considerable revenue for Thailand."

Pattaya has become a top marine tourism destination in Thailand, in large part due to presence of the world-class Ocean Marina Yacht Club. According to information from the TAT, yacht brokers predict that the number of yachts visiting Thailand will increase dramatically by at least 31.25%, to approximately 2,100 yachts, by 2016.

In the overall tourism and hospitality industry, TAT has identified marine tourism as a high-end segment, with marine tourists spending more than regular tourists, staying in five stars resorts and dining in upscale restaurants. They choose to spend on high-end products including fashion, jewelry and accessories, and in general stay in Thailand for longer periods.

According to the TAT, Thailand welcomes 110 superyachts each year and these are the highest tourism spenders. TAT predict that by 2016, 190 Superyachts will visit Thailand annually, a growth of 72.72%, and generate significant income for Thailand's marine industry. The Gulf of Thailand's popularity continues to grow with approximately 8.5 million international tourists per year visiting the three leading tourism destinations of Pattaya, Hua Hin and Koh Samui. This is expected to grow 10% year-on-year, in particular due to the high growth potential of neighbouring countries such Myanmar, Lao, Vietnam, Cambodia, Singapore and China.



Bookings are now being taken for space at the 2013 Ocean Marina Pattaya Boat Show. For more details contact Ms. Patcharaporn Srisriwong (Bangkok), email: patcharaporn@oceanproperty.co.th, or Scott Finsten (Pattaya), email: scott.finsten@oceanmarinayachtclub.com.

For more information:
website: www.oceanmarinaboatshow.com
facebook: www.facebook.com/oceanmarinaboatshow

About 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 2013 Show will take place 22nd to 24th November at Ocean Marina Yacht Club and will showcase 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 Jomtien 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, Top of the Gulf Regatta for nine consecutive years, as well as large-scale concerts by Grammy, Cool FM and more.

www.oceanmarina.asia