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### Ocean Marina Pattaya Boat Show shines global spotlight on Pattaya's marine tourism treasures

November 1, 2013 Asia, What's On



The annual Ocean Marina Pattaya Boat Show is set to take place at Ocean Marina Yacht Club

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22–24 November 2013 for the second year, with the aim to promote marine leisure tourism and deliver high end tourists to Thailand's number one beach resort destination, Pattaya.

At the recent press conference in Pattaya, guest of honor Mr. Ronnakij Akasingh, Deputy Mayor of Pattaya City, together with Mrs. Pataraporn Sithivanich, Executive Director, Product Promotion Department, Tourism Authority of Thailand (TAT), and Ocean Property executives announced the highlights for the Show's second year.

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Pattaya is widely regarded as one of Asia's favourite seaside resorts, increasingly being referred to as the "Thai Riviera". Catering to tourists from all cultures and walks of life, Pattaya provides a safe, relaxing, fun-filled stay with tropical beaches, world-class hotels, a wide variety of local and international restaurants, as well as shopping centres and markets featuring local OTOP handicrafts to global luxury labels. International standard golf courses, top medical facilities and an established marine infrastructure make Pattaya a leading holiday destination of choice for both Thai and International visitors.

According to the Tourism Authority of Thailand (TAT), almost nine million tourists visit Pattaya each year, a mix of domestic and international, who enjoy the coastal resort and the marine leisure tourism offerings that has made Pattaya a household name around the world.

In line with the TAT's strategy to grow high end tourism in Pattaya, and working closely with the marine tourism sector on Thailand's east coast, organisers of the Ocean Marina Pattaya Boat Show aim to showcase the region as a leading marine tourism hub in South East Asia.

Mrs. Supatra Angkawinijwong, Deputy Managing Director, Ocean Property commented, "Pattaya is famous for its beaches, islands and marine tourism, and through the Ocean Marina Pattaya Boat Show we aim to promote the region and showcase the marine leisure tourism industry to a global audience. Following a successful first year, we expect to see the event grow even bigger this year."

"The number of boats in the area continues to grow and while Ocean Marina Yacht Club is already the largest marina in South East Asia, we have plans to expand further. This, together with a growing marine infrastructure around Pattaya, positions the region as a leading marine tourism hub in South East Asia."

Marine tourism is a large revenue generator for Pattaya, attracting high end international tourists who come to enjoy the stunning marine landscape, chartering yachts and using the marine services and marina facilities provided by Ocean Marina Yacht Club.

The Gulf of Thailand opens up to the South China Sea giving easy access to yachts from Hong Kong and further north, and south to the Indonesian archipelago, Australia and New Zealand. Strategically positioned and with the untouched waters of Cambodia and Vietnam on its doorstep, in addition to the myriad of islands dotted off the coast, gives credence to Pattaya's claim as a leading marine tourism hub in South East Asia.

Pattaya, in addition to having a strong international tourism appeal, is also popular with domestic tourists visiting from Bangkok and surrounds. And this market continues to grow with a trend toward more Thai nationals investing in the marine leisure tourism lifestyle.

"Yacht owners at Ocean Marina Yacht Club have always been majority foreigners, approximately 80%. However, recently we have seen this demographic change as more and more Thais buy into the marine leisure lifestyle. We have seen the number of Thai yacht owners in the marina increase from 20% to 38% within the last 12 months."

An expanded in-water space at the 2013 Ocean Marina Pattaya Boat Show will host a large display of luxury motor and sailing yachts, including models from Princess and Simpson Marine, as well as gadgets and water toys for those who already have everything.

Onshore will be a diverse display from the marine tourism and leisure and lifestyle business sectors, from Thailand and overseas, including top yachting brands as well as luxury real estate, Super Bikes, Super Cars, marine accessories and much more. In total, there will be over 100 exhibitors and 2,600 sq.m. of exhibition area.

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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 kayaktrials, lucky draws, cocktail parties, Dragon Boat Races and a marina-side beer garden and festival with live band.

The 2013 Ocean Marina Pattaya Boat Show will take place 22-24 November at Ocean Marina Yacht Club.