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

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From left: Mr. Prommate Nathomtong, Director, Service Promotion Division, Tourism Authority of Thailand; Mr. Scott Finsten, Harbour Master, Ocean Marina Yacht Club; Ms. Wilaiwan Thawitsri, Tourism Authority of Thailand Deputy Governor for Tourism Products and Business; Mrs. Supatra Angkawinijwong, Deputy Managing Director, Ocean Property; and a model from Edox.

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## **NEWS CLIPPING REPORT**

Ocean Marina Yacht Club is to host the 2013 Ocean Marina Pattaya Boat Show, showcasing Pattaya and surrounds as a leading hub for marine tourism in South East Asia. The event will be held 22-24 November 2013 at Ocean Marina Yacht Club, Pattaya, Thailand.

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

Mrs. Supatra Angkawinijwong, 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 continue 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 ratio 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 event bigger. We have expanded the on water and onshore exhibition area to a total of 2,600 sq.m., 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 Thawitsri, 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.

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

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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 marina-side beer garden and festival with live band.