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Publication	http://www.property-report.com
Date	พฤหัสบดีที่ 14 พฤศจิกายน 2556
Page	News
PR Value (THB)	40,000
Headline	Pattaya Boat Show to showcase marina lifestyle

Online Story at:
http://www.property-report.com/pattaya-boat-show-to-showcase-marina-lifestyle-32472

Pattaya Boat Show to showcase marina lifestyle

Nov 13, 2013 | Comments 0

From 22-24 November 2013, Ocean Marina Yacht Club will host the 2013 Ocean Marina Pattaya Boat Show, showcasing the coastal city and its environment as a leading destination for visitors and investors in search of a marina lifestyle in Southeast Asia.

Thailand's Tourism Authority has identified marine tourism as a key high-end segment, as marine tourists spend more than regular to

urists, often staying in luxury accommodation and dining in upscale restaurants. They also choose to spend on high-end products including fashion, jewellery and accessories, and in general stay in Thailand for longer periods.

TAT's figures suggest Thailand currently welcomes some 110 Superyachts every year and predicts that by 2016, 190 Superyachts will visit the Kingdom annually, a growth of 72.72 percent. This will in turn generate significant income for Thailand's marine tourism industry, as well as boosting the market for luxury properties.

Ocean Marina in Pattaya

Once known as "Sin City", Pattaya has started to remodel itself as an attractive investment destination for wealthy Thai and international buyers. Buoyed by the addition of luxury lifestyle facilities such as upscale restaurants, five-star hotel brands, marinas and world-class golf courses, the seaside city — which accounted for 19 percent of nationwide real estate transactions in 2012 — is now competing with many of the region's more established high-end property markets.

"Pattaya has emerged as the country's most popular choice for Thai and foreign purchasers, simply because it offers the best aspects of both Bangkok and Phuket," says Clayton Wade, managing director of local agent Premier Homes Real Estate Co., Ltd. "Over the last several years it has shown itself as the highest ranking condominium construction and sales market in Thailand and continues to surpass rival markets."

Ocean Marina, which hosts the annual Pattaya Boat Show, also features two condominium towers, including the 37 storey, Ocean Portofino. Khun Supatra Angkawinijwong, deputy managing director of the marina's developers, Ocean Property, says that as the number of yachts continues to increase, they plan to expand the number of berths at the marina to meet demand.

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"Ocean Marina is already the largest marina in Southeast Asia," she said, "and we plan to increase our capacity in line with the arrival of the AEC."

Khun Supatra also added that in previous years, the ratio of yacht owners at Ocean Marina Yacht Club was 80 percent foreigners and 20 percent Thais. However, last year the marina saw a significant change and Thai yacht ownership increased from 20 to 38 percent.

"This is a clear indicator that more Thais are enjoying the marine lifestyle and we expect that trend to continue," she added. "We have expanded the on water and onshore exhibition area [this year] to a total of 2,600 sqm and have strong support from exhibitors in marine tourism and lifestyle business sectors including leading yacht brands, super bikes, super cars, luxury property and much more."

There will be over 100 exhibitors at the Pattaya Boat Show with approximately 3,000 visitors expected and a packed programme of onshore and on-water activities and entertainment, 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.

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