

**24-27 NOVEMBER 2016**  
AT OCEAN MARINA YACHT CLUB



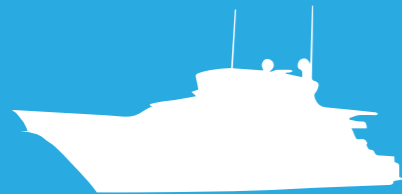
Post-Event Report OMPBS'15  
Program OMPBS'16

# 2015 FACT & FIGURES



# 18,522 SQ.M.

OF EXHIBITION SPACE OCCUPIED



# 22 YACHTS

UP TO 119 FT



# 87 BOOTHS

# 101 PAX

OF MEDIAS

MAGAZINE (36%)  
TV (30%)  
NEWSPAPER (21%)  
ONLINE (9%)  
PR (4%)

# 474 PAX

OF EXHIBITOR

LUXURY ACCESSORIES  
JETSKI  
MARINE PRODUCT  
YACHT BROKER  
YACHT DEALER  
LIFESTYLE MAGAZINE

BOAT INSURANCE  
BOAT BUILDERS  
MARINAS  
PROPERTY  
AUTOMOBILE  
FOOD & BEVERAGES

NUMBER OF VISITORS **5,320** PAX

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## NATIONALITY



THAI **68%**



AUSTRALIAN **10%**



EUROPE **5%**

OTHER **17%**

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## CAREERS

BUSINESS OWNERS 62%

EXECUTIVES 20%

TOURISTS 12%

RETIRED 6%

## AGE

BELOW 20 5%

21-35 55%

36-55 35%

ABOVE 5%

# 2015 SOURCE



WORD OF MOUTH **43%**



TV **17%**



SOCIAL MEDIA **20%**



BILLBOARD **7%**



NEWSPAPER & MAGAZINE **5%**



WEBSITE **8%**

# 2015 EXHIBITOR HIGHLIGHT



# 2015 EXHIBITOR LIST

AEU INTERTRADE CO.,LTD.  
A.G. CARS AND MARINE CO., LTD.  
ALBATROSS MARINE DESIGN  
ANUBIS CONSULT CO.,LTD.  
AUSTHAI MARINE  
BAKRI CONO  
BLUE SEAS MARINE ASIA  
BOAT LAGOON YACHTING  
BREWBERRY  
BRIGHTON COLLEGE  
CHOKNAMCHAI MACHININE  
COLEMAN BRANDS PTY LTD  
CROSS TO YACHT CHARTER  
CS WINE DISTRIBUTOR  
DISABLED SAILING THAILAND  
DJP LAND & HOUSE CO.,LTD.  
EURO DESIGN FURNITURE  
HATHOR  
HULL CO.,LTD.  
ISLAND SPIRIT CATAMARANS  
JURLIQUE  
LEOPARD CATAMARANS  
LUX INC MEDIA PTE  
MDW MARINE  
MGC & MARINE (ASIA)  
MÖVENPICK SIAM HOTEL PATTAYA

MULTIHULL SOLUTIONS ASIA  
NAPHAT MARINE  
NICHE CAR  
OCEAN EMERALD  
OCEAN MARINA YACHT CLUB & TOG  
OCEAN PROPERTY  
OCEAN RESIDENTIAL  
ONE GROUP DEVELOPMENT  
PAN PACIFIC LTD.  
PREMIER RETAIL GROUP CO.,LTD.  
QBE INSURANCE  
RAYAVADEE AND TAMARIND VILLAGE  
ROYAL PHUKET MARINA  
SEABOBBASE  
SERENITY SHIPYARD  
SIKA  
SIMPSON MARINE (THAILAND)  
STEK INTERNATIONAL  
S-PURE BRAND  
THAILAND PRIVILEGE CARD  
THAISRI INSURANCE PUBLIC COMPANY LIMITED  
TOW A TOY  
VOR SUPAPORN MACHINERY CO.LTD.  
WHALE MARINA CONDO  
WILLIAM GRANT & SONS (SINGAPORE)

# 2015 OFFICIAL PARTNERS

ORGANISER



VENUE



SUPPORTING AUTHORITIES



SUPPORTING AUTHORITIES



SUPPORTING AUTHORITIES



SUPPORTING AUTHORITIES



MARKETING SUPPORT



CO-PARTNER



CO-PARTNER



MEDIA PARTNER



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# 2015 TESTIMONIAL



## 1. Robin Leeson, CEO Seabob

Ocean Marina Pattaya Boat Show is a perfect platform to meet the direct clients and the organiser team is very helpful as we are the international company especially to set up and bring the products to showcase here. Will definitely come here again to present SEABOB.



## 2. Komkrit Nongsawat, Head Marketing of Azimut Yacht Thailand

We are thrilled to come back here again at the show, this year's show attracted more of the right people ; qualified clients and mixed with local and foreigners who doing the business here in Thailand. These are the good sign which indicates a great number in the yacht business.



## 3. Kit Chotithamaporn, Yacht Sales Manager - Asia Leopard Catamarans

We recently delivered the boat to the local buyer in Pattaya and there is a potential here and positive market. There is a good traffic through the day with a number of inquiries and leads. Hopefully, we will come back here with more boats to showcase at the show.



## 4. Andrew de Bruin, General Manager Multihull Solutions Asia

Pattaya is a growing yacht market and a well established in many years, I think it will continue to grow. We are here the first time at Ocean Marina Pattaya Boat Show and very impressive, lovely setting and a huge marina, biggest one in South East Asia. I recommend anyone to come to the fantastic boat show, friendly atmosphere, manageable size and brilliant. See you again next year.



## 5. Alister Brunskill, Regional Sales Manager of Boat Lagoon Yachting

We have been coming to Ocean Marina Pattaya Boat Show each year and very proud to be here. This is a very important market and we can see its link for those people whom working in Bangkok. We find the clientele from Bangkok in the weekend here at the show and very impress with the level of clientele that come to the boat show particular this year. We are very confident that we would generate some good sales from the show.



# 2015 REVIEW

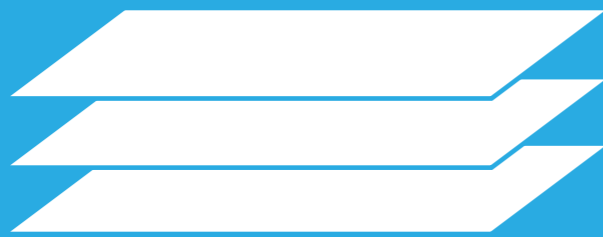


# OVERVIEW 2016

DATE: **24<sup>TH</sup> – 27<sup>TH</sup> NOVEMBER 2016 (4 DAYS)**

SHOW TIME: **11:00 – 19:00 HR.**

VENUE: **OCEAN MARINA YACHT CLUB**



**14,556 SQ.M.**

TOTAL EXHIBITION AREA



**6,000 PAX**

EXPECTED VISITORS



**85 BOOTHS & YACHTS**

# PROGRAM 2016

## **THURSDAY 24<sup>TH</sup> NOVEMBER 2016**

11:00 - 19:00 EXHIBITION SHOW TIME  
11:00 - 21:00 FOOD & DRINKS FESTIVAL  
15:00 - 16:00 OPENING CEREMONY

## **FRIDAY 25<sup>TH</sup> NOVEMBER 2016**

11:00 - 19:00 EXHIBITION SHOW TIME  
11:00 - 21:00 FOOD & DRINKS FESTIVAL

## **SATURDAY 26<sup>TH</sup> NOVEMBER 2016**

11:00 - 19:00 EXHIBITION SHOW TIME  
11:00 - 21:00 FOOD & DRINKS FESTIVAL

## **SUNDAY 27<sup>TH</sup> NOVEMBER 2016**

11.00 - 18.00 EXHIBITION SHOW TIME / FOOD & DRINKS FESTIVAL

# HIGHLIGHTS / ACTIVITIES

- YACHT CRUISES (DAILY)
- BOAT & YACHT THAILAND CONFERENCE
- TRIAL KAYAK, PADDLE BOAT
- FOOD AND DRINKS FESTIVAL
- GAMES STATIONS - JETPACK FLYING BOARD

\*\*ABOVE PROGRAM AND ACTIVITIES, SUBJECT TO CHANGE WITHOUT PRIOR NOTICE



## EXHIBITION FEE

### ON LAND BOOTHS

BOOTH TYPE	PRICE(BAHT)
F&B Booth	15,000
Standard Booth	60,000
Open Space C	120,000
Open Space B	150,000
Open Space A	250,000
The Pavilion	400,000

### IN WATER BERTHING

BOAT SIZE (LOA)	BOAT TYPE MONO - HULL (BAHT)	BOAT TYPE MULTI - HULL (BAHT)
Below 15m	30,000	60,000
15m - 20m	50,000	100,000
Over 20m	70,000	140,000

### DIMENSION

TYPE	DIMENSION	BOOTH NO.
F&B Booth	3x3 m	F01-F12
Standard Booth	3x3 m	B01-B30
Open Space C	7.5x14 m	OSC1-OSC3
Open Space B	11x14 m	OSB1-OSB8
Open Space A	12x22 m	OSA1-OSA2
The Pavilion	5x20	The Pavilion
In-Water Berthing	Display all boat types	on call

# MARKETING PLAN 2016

Marketing Plan	2016												2017
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
<b>Public Relations</b>													
1. Press Conference Trip 1 x time in Pattaya									X				
2. PR Campaign (Pre-On-Post)									X	X	X	X	X
<b>Advertisement</b>													
<b>Newspapers</b>													
1. Pattaya Today						X	X	X	X	X	X		
3. Bangkok Post									X	X	X		
4. Post Today										X	X		
<b>Magazines</b>													
1. HELM Super Yacht									X				
2. Palace									X	X	X		
3. Play Boy							X		X				
4. Property Report - South East Asia										X			
5. RL								X	X	X			
6. Robb Report Thailand / Singapore / Malaysia / Vietnam										X			
7. Town & Country								X	X	X			
8. YachtStyle									X	X	X		
<b>TVs</b>													
1. Travel Channel: 1. True Vision 364 2. Travel Planet HD 3. True Vision 345											X		
<b>Billboard / Roadside Buntings</b>													
1. Roadside Buntings in Pattaya								X		X	X		
<b>Online</b>													
1. Asia Pacific Boating HK								X	X	X			
2. Luxury Society Asia									X	X	X		
3. Online Adwords (Google/ Facebook Adwords)						X	X	X	X	X	X		
4. Email Blast to 20,000 A&B Lists (OP Database)	X	X	X	X	X	X	X	X	X	X	X		
5. Website Development	X	X	X	X	X	X	X	X	X	X	X	X	X
6. Social Media Update: Facebook Fan Page	X	X	X	X	X	X	X	X	X	X	X	X	
<b>Direct Marketing</b>													
1. Leaflet / Brochures	X	X	X	X	X	X	X	X	X	X	X		
2. SMS to 20,000 A&B Lists (OP Database)										X	X		
3. Poster Distribute to co-partners shops, attractions, restaurants, hotels in Pattaya									X	X	X		
4. Direct Mail / Invitation Card										X	X		
5. Parabara Display @ Yacht Club Lobby									X	X	X		
6. Boat Show Guide Booklets											X		

On-Event 24th - 27th November

\*Above plan is subject to change.

# CONTACT

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