

BOATING

ASIA
PACIFIC

NOVEMBER/DECEMBER 2013



SPECIAL FEATURE

THE TOP 50 SUPERYACHTS OF ASIA

DESTINATION

CENDERAWASIH BAY, INDONESIA

REVIEWS

HEESEN'S *GALACTICA STAR*, MOONEN'S *SOFIA*,
CURVELLE'S *QUARANTA*, THE MONTE FINO 85 ECHO
AND THE MONTE CARLO YACHTS 86



www.asia-pacificboating.com

Moonen - Sofia

THAIS ON THE RISE

SUPATRA ANGKAWINIJWONG HAS A FRONT ROW SEAT TO THE GROWING INTEREST AMONG THAI HIGH NET WORTH INDIVIDUALS IN THE YACHTING LIFESTYLE. SHE IS THE DEPUTY MANAGING DIRECTOR OF OCEAN PROPERTY, WHICH OWNS AND OPERATES THE OCEAN MARINA IN PATTAYA, ON THE GULF OF THAILAND. THE MARINA IS THE HOMEPORT FOR THE TOP OF THE GULF REGATTA, AND NOW HOSTS THE OCEAN MARINA PATTAYA BOAT SHOW, WHICH STARTS ON NOVEMBER 22.

ASIA-PACIFIC BOATING: You were quoted in a recent story saying that Thai yacht ownership is on the rise. Can you say why you think this is happening?

SUPATRA ANGKAWINIJWONG:

I think it came from many factors. The yachting lifestyle is a new trend for Thai people and for new a generation; it is a fashion (item) and shows their status. When they already have a Ferrari or a Bentley, then they should have a yacht to fulfill their luxurious lifestyle. Second, Ocean Marina provides full facilities to support their yachting lifestyle. They don't need to know how to sail because OMYC can provide captain, boat boys, as well as services such as cleaning or repair. The distance from Bangkok to OMYC is also not too far. It takes only one and a half hour to drive from Bangkok and Suwannaphum Airport. They can do a one-day trip to enjoy their yachts, or more if they want. At the moment, we have more boat dealers at OMYC and the customer can see and try out boats, and this is a better way to convince or motivate them to purchase. It's impulse buying (for them).

APB: Is this a trend that's happening very quickly, or is it something that is developing slowly, in your view?

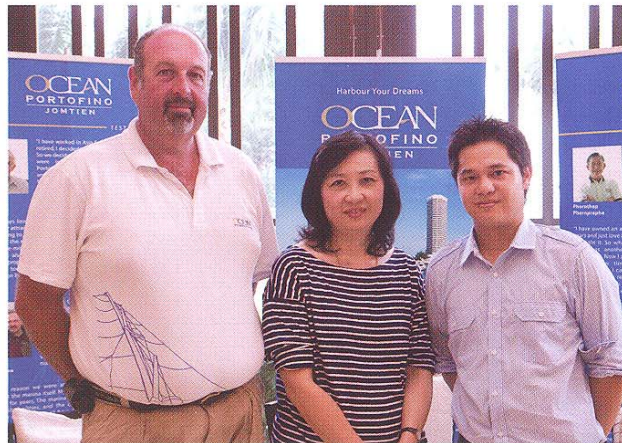
SA: I think it's gradually increasing from the past but from last three years, I saw a big growth. The (Ocean) marina is fully occupied and we have had to build more slips in the last few years. Also development in Pattaya is going very fast, which brings more people to buy a second home, and they can spend their weekend here easily. Finally, there are retirees from other countries that have moved to Pattaya.

APB: Where are these new Thai boat owners coming from? Are they typically from Bangkok and coming to enjoy weekends yachting out of Ocean Marina, or are they from all parts of the country?

SA: They came from Bangkok mostly because it's just 1.5 hours drive from Bangkok and it's an easy day trip for them who live in BKK. Also we have more people from Singapore and HK bringing their boats to OMYC because of easy access and we have beautiful cruising islands nearby.

APB: How do Thai yacht owners use their yachts? Do they prefer to do short day trips, or do they prefer to explore for longer periods? What would you say that the new Thai owners appreciate about having a yacht?

SA: Thai yacht owners like cruising or enjoy sailing with good services, but they need a captain and boat boys to take care of their boat, which is



Supatra Angkawinijwong (middle), Deputy Managing Director, Ocean Property, owner of the Ocean Marina in Pattaya.

different from foreigners who like to do everything by themselves – even cleaning the boat. They prefer short trips or day trips mainly.

I would say that Thai owners appreciate having a yacht because we can see that they will start to own boat from smaller size and later they will change to a bigger size and enjoy the luxurious furnishing of the boat. They also enjoy organising cruises to the local islands every month and also entertaining guests on their yacht.

APB: What places seem to be the favourite destinations for people

who own yachts at the Ocean Marina?

SA: They like to go to Koh Kram, Koh Lin, Koh Lann, Koh Pai, which are not far from OMYC. During long weekends, they like to go to Koh Samed and Koh Chang.

APB: Can you describe a little bit about how the boat show at Ocean Marina has been trying to reach potential Thai buyers and entice them to the show?

SA: OMYC can reach potential Thai buyers because the venue is close to BKK and very convenient. In addition, we have free trials, such as sunset yacht cruising everyday and every hour during the day at the boat show, which can be a good attraction for people to come and have free experience on the yachts. Also, exhibitors at the show invite their prospects and customers to visit the show as well.

APB: Is the show quite different from the Phuket boat show (PIMEX) in that you make a bigger effort to attract local Thai people?

SA: PIMEX is older and has traditionally targeted international visitors. We started off focusing on Thai owners, as we see the potential for growth. In our first year, we got a lot of good comments from people.

APB: Do you expect that Ocean Property will be investing in other marinas, similar to Ocean Marina in Pattaya, in the near future? If so, can you say where Ocean Property is considering?

SA: As marine leisure tourism is on the rise and more Thais are interesting in this new trend of yachting lifestyle, we are looking for more opportunities to invest in the marina business, not only in the gulf of Thailand, but anywhere where there is the opportunity of potential growth. We have a couple of plots of land next to the river, which could be an option when the time comes.