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**Record visitor turnout at 2013 Ocean Marina Pattaya Boat Show - The 115-foot Phatsara, presented by Northrop and Johnson, was the largest yacht in the 2013 Ocean Marina Pattaya Boat Show, attracting a lot of interest from visitors.**

A busy Ocean Marina Pattaya Boat Show came to a close with a record visitor turnout and strong trade reported. Held 22 to 24 at Ocean Marina Yacht Club, the 2013 Ocean Marina Pattaya Boat Show was the second edition and the biggest and best yet.

The multi-million dollar line-up of boats, supercars and bikes, luxury properties, marine products and services, and much more, attracted 4,334 visitors to the three-day Show – expatriates from Thailand and Asia, together with Thai nationals who are showing an increasing interest in the marine leisure lifestyle.

In only its second year, the 2013 Ocean Marina Pattaya Boat Show had a strong marketing plan targetting Bangkok-based Thais and expatriates from the surrounding region, and delivered sales and tangible leads for exhibitors.

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Talking of the Boat Show's aims, Mrs. Supatra Angkawiniwong, Deputy Managing Director, Ocean Property, the organisers, said "Having launched the Ocean Marina Pattaya Boat Show last year, our goals for 2013 were to grow the number of exhibitors and display area, and to attract a larger and more diverse visitor demographic to the Show. Talking to exhibitors, they are very happy and the Show was a great success."

The success was confirmed by many exhibitors, including Sergio Loiacono, Country Manager Thailand, Simpson Marine. "This was our second year at the show and you can see the progress. We have a few interesting clients as a result of the Show. Probably 30-40% of visitors to our display have been Thai, 30% Russian and the rest a mix of expat nationalities."

"Princess Yachts Bangkok, a subsidiary of the luxury importer Niche Cars, presented a selection of luxury motor yachts at the Show, including the popular V39 sports cruiser. "We had a lot of interest from visitors and welcomed celebrities and well-known businessmen to our display. During the Show, we sold a THB21.5 million yacht and also expect to sell three more yachts from the Show", said Ms. Anchita Chotisirikul, Secretary to the Managing Director, Niche Cars Co., Ltd.

Wirat Pholpradab, President of A.G. Cars & Marine Co., Ltd., exclusive dealer in Thailand for the well-known Cranchi motor yachts, commented on traffic on the first day: "We had more than 50 visitors, and more than 20 of them showed genuine interest in buying a Cranchi M44 HT."

Complementing the luxury boats and marine lifestyle offerings at the 2013 Show was a large display of leading auto marques, including Lamborghini, Porsche, Land Rover, Harley Davidson and Ducati.

Both Ducati and Harley Davidson were showing new models for the first time in Thailand at the Show, and visitor feedback was strong. Nuttached Suapechra, General Manager of Ducati Pattaya, said, "This is our first year at the Show and we have met many potential buyers, with approximately 20-30% of our visitors expats. Some of these plan to go to our shop after the Show."

The demographics of Thailand's marine marketplace are changing with now many Russians buying boats and strong interest from overseas buyers in the nearby region – such as Singapore and Hong Kong, who can conveniently fly to Bangkok which is just 1-2 hours from Pattaya – and Thais living in Bangkok who are looking for a seaside lifestyle on the weekend.

"We see an exponential growth in Russians buying boats in Pattaya but there is also a genuine interest from Thais in buying sailing boats compared to a few years back when they were only considering buying motor yachts," said Mr Loiacono.

The 2013 in-water yacht display was bigger and better than ever before, showing the growing interest in boating in Thailand. Top yacht brands from day boats to superyachts, locally-built boats of international standards and marine products and services were complemented by luxury automobiles, villas and condominiums, and elegant timepieces by Edox.

A resounding success, the 2013 Ocean Marina Pattaya Boat Show delivered strong visitor traffic, genuine leads and actual sales for exhibitors.