



29th March – 1st April 2012

For immediate release

Increasing Popularity of the Emerging Thai Boating Market

The seas surrounding Thailand make for some of the most beautiful and uncluttered cruising grounds in the world. This has long been the reason for the thriving boating scene here, as globe-yachters (not trotters) big and small have come from afar to enjoy the peaceful sailing and pristine waters. However, there is a shift to a more locally grown boating market which is closely correlated to the luxury property market. The voracity of the Asian HNW community as well as traditional Western holiday home buyers has increased the demand for luxury villas in Phuket - and for a yacht to go with it.

"Wealthy Asians are now a strong buying force for superyachts. Phuket's status as a renowned yachting destination, thanks to its marinas and exotic outlying islands, could be enhanced through further development of the industry here, and boost the high end property market even more," said Patima Jeerapaet, Managing Director of Colliers Thailand. Property agents CBRE agree reporting significant growth in the Phuket property market; especially at the higher end.

Local yacht brokers are also noticing the increase. Majesty Yachts, who started a major sales campaign in Asia in 2011, have been overwhelmed by the response of local buyers. Tony Nixey from Go Boating Thailand, the dealer for the Majesty brand, confirms that the number of yacht buyers based in South East Asia with holiday villas in Phuket is growing fast.

Erwin Bamps, COO of Majesty Yachts explains: "The sale of the Majesty 88 has now confirmed the importance of SE Asia for the sale of new boats to clients with an appetite for luxury yacht ownership, and we will continue our drive to be right at the heart of further developments in the region. We are convinced that SE Asia will be competing directly with the traditional cruising grounds of the West in the very near future, and our product range is ideally suited to these waters, and particularly to the aspirations of the potential clients who are based here."

More boats mean more marinas. Several marina developments are in planning stages on Phuket including an extension at the Royal Phuket Marina, venue for the [Phuket International Boat Show \(PIMEX\)](#) in March 2012. Nearby Krabi is about to open a 100-berth marina as an extension of their Phuket-based property.

Informa Yacht Group, the organizers of [PIMEX \(29th March to 1st April 2012\)](#) are also seeing this sea-change manifested in the number and quality of yachts booking to be on display next year. "We had a 47% increase in the on-water display from 2010 to 2011 and a 25% increase in overall exhibitors; 2012 looks like seeing a similar increase. This is testimony to the stability and strength of the Asia-based buyer. In 2012, there will be a number of Asian and World debuts for many of the world's leading brands; Sunseeker, Princess, Fairline, Monterey, Azimut and Prout International," stated PIMEX Event Director, Andy Dowden.



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One of the region's largest brokers, Simpson Marine will have a diverse range of new yachts on display to cover all the demands and whims of yacht owners. "We will have the Azimut Magellano 50 at PIMEX. The boat has already been sold and the owner is enjoying a season in the Mediterranean before shipping the luxury boat to Phuket permanently. This boat is new to the Asian market and will be a popular product," advised Country Manager, Mario Zanasi.

Zanasi went on further to explain there is a shift to sailing yachts and catamarans. "Many of our SE Asian buyers are switching from motor yachts to sailing vessels and particularly, catamarans. Catamarans are stable, economical and provide a great deal of room for entertaining. Phuket has such fantastic cruising grounds and favourable weather condition for sailing vessels to discover the region."

There will be plenty for the current yacht owner to discover at PIMEX. Phuket Sail, arguably South East Asia's leading chandlery, will be on display with the full gamut of accessories, electronics, safety equipment, charts and fishing equipment. All the way from Australia, established marine equipment wholesaler, BLA, will be on hand to advise the yacht owner on the newest and leading accessories. Prominent marine brand, Raymarine will return once again to the show with a huge range of navigational and security electronic equipment including thermal imaging devices, depth-sounders, GPS and satellite TV antennas.

1) **Property Report Asia** - Phuket property market gaining steam, but yet to reach 2007 heights

2) **CBRE** - Phuket Residential MarketView Q1 2011

3) **Majesty Yachts** - Gulf Craft Sells Superyacht During High-Profile Marketing Drive in South East Asia, The World's Newest Superyacht Region

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Editors' Notes:

About Phuket International Boat Show

Now on its ninth year, PIMEX is an established and successful event in the marine and leisure calendar.

PIMEX 2012 has big plans for 2012 as the on-water display increases and the exhibition hall includes a greater diversity of displays for as far afield as China, Australia, Italy and France.

Like its location, PIMEX is a relaxed event where participants celebrate the boating, leisure and luxury lifestyle in an ideal tropical destination. The show is more than boats on display but also an opportunity to see the latest luxury cars, properties and engage in some Phuket hospitality.

About Informa Yacht Group

The Informa Yacht Group is part of Informa Plc and encompasses all the company's leisure marine events.

Informa is internationally renowned as a leading provider of information and knowledge via a wide spectrum of media. The company is also the largest publicly-owned organiser of exhibitions and conferences in the world, with an output of over 10,000 events held annually.

As the world's leading organiser of business-to-business yachting events, Informa Yacht Group offers an industry-specific marketing platform for the luxury yachting and lifestyle sectors, through a global portfolio of exhibitions, conferences, regattas and other events.

IYG organises a number of leading Superyacht and other marine events, including:

- > Superyacht Cup Palma
- > Monaco Yacht Show
- > World Yacht Racing Forum
- > Yacht Racing Design & Technology Symposium
- > Abu Dhabi Yacht Show
- > Middle East Superyacht Conference
- > Asia Superyacht Conference
- > Singapore Yacht Show
- > Phuket International Boat Show
- > Superyacht Cup Special Edition Cowes