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## **Asia Superyacht Rendezvous to Celebrate at Thailand's "Monaco of the East"!**

Phuket THAILAND...June 1, 2010--Following a hugely successful 2009 Asia Superyacht Rendezvous, organizers are charging forward with the December 16-18, 2010 most sociable event in Asia, bringing together both motor and sailing Superyachts.

Once again, an outstanding flotilla of power and sailing megayachts will arrive just prior to the Christmas holidays in famed Phuket, often referred to as the 'Monaco of the East'. The Rendezvous is the longest-running superyacht event in Asia, boasting the largest gathering of superyachts in the region, and is a major event on the superyacht calendar. The vessels will anchor in the clear waters and lush topography of Pansea Beach, locale of the event host luxury resort, The Chedi Phuket.

Francois van Well, President Super Yacht Division of Merle Wood & Associates, says, "As a globally operating yacht brokerage firm of the event, co-sponsor Merle Wood & Associates is committed to serve clients all over the world for their purchase, sale or charter needs. We are a proud co-sponsor of the most successful superyacht event in Southeast Asia."

The event expands in 2010 from two days to three days with a second day of racing to complement the increasing numbers of superyachts calling Phuket "home." Asia Pacific Superyachts GM and event co-organizer, Gordon Fernandes, explained, "For a long time, the Caribbean has been seen as the stomping ground for yachts. Asia has been the poor relative. But much of that is changing, and this area is set to boom with Phuket as a new yachting hub."

All the sponsors concur it is Asia's time to show it's self as the superyacht capital of Asia Boat International Media, reports, "We are delighted to be the exclusive international media partner of the Asia Superyacht Rendezvous, an event established on the world map of Superyacht rendezvous; with Asia, and specifically Thailand, now regarded as among the world's best cruising grounds."

Returning Principal Sponsor, Feadship, recognized as the world leader in the field of custom-built luxury motoryachts, is in agreement. Bas Nederpelt, Director Sales and Marketing Feadship/De Vries, says, "Feadship has a long-established presence in Asia with owners using their yachts in Asia or the traditional yachting grounds such as the Mediterranean. Feadship has now committed to the Asia Superyacht Rendezvous for the tenth time as we are convinced there is a great potential for yachting in the area and for Phuket in particular, as a yacht hub. Today, too few yacht owners explore the beautiful Asian waters."

The exclusive event is entry by invitation only, \_\_\_\_\_ with the only stipulation being all yachts participating must be over 100 feet LOA. This year's three-day itinerary includes two days of sailing and power events, sunset cocktail parties (several aboard Superyachts), the famed "Challenge" model boatbuilding contest, festive crew beach party and gala dinner.

Organizers confirm the expanded agenda is focused on having fun! "Meeting up with the others is wonderful. This is the real point of the rendezvous—it's primarily a social event. It's certainly not about winning races. You'll see people you haven't seen in a couple of years," says co-organizer Charles Dwyer. "And it's not just owners meeting with other owners and their guests. It's a chance for crews of different yachts to get together, too."

"It's a grand sight to view a seemingly endless line of huge sailing vessels at the start line, with the massive motor superyachts accompanying the race and marking the course. It's an opportunity for both the motor and sailing yacht guests to enjoy themselves at fantastic social functions and two days of racing, all in a relaxed and friendly environment. Meeting up with the others is wonderful. This is the real point of the rendezvous—it's primarily a social event. It's certainly not about winning races. You'll see people you haven't seen in a couple of years. And it's not just owners meeting with other owners and their guests. It's a chance for crews of different yachts to get together, too", continues Captain Charlie of the participating *Yannekee Too*.

The Rendezvous is the longest-running superyacht event in Asia, boasting the largest gathering of Superyachts in the region – and is a major event on the superyacht calendar. "The 2009 Rendezvous is our most successful event to date and we plan to deliver an even more exciting event in 2010", report the organisers. The annual rendezvous success in becoming ever more

popular every year, thanks partly to Phuket's emergence as hub for yachts and superyachts. The island now has no less than four superyacht marinas and is becoming firmly established at the "Superyacht Hub of Southeast Asia".

Media and sponsor information is available at E-mail: [pr-comm@asia-superyacht-rendezvous.com](mailto:pr-comm@asia-superyacht-rendezvous.com), Mobile +66 (0) 81 8945323; or contact co-organisers Gordon Fernandes at [gordon@asia-pacific-superyachts.com](mailto:gordon@asia-pacific-superyachts.com) and Charlie Dwyer at [charlie@asia-pacific-superyachts.com](mailto:charlie@asia-pacific-superyachts.com). Visit [www.asia-superyacht-rendezvous.com](http://www.asia-superyacht-rendezvous.com) for further information.

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