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“Power & Sail Superyachts to Surge into Phuket for Asia Superyacht Rendezvous & Extended Holiday Season”

Superyacht owners, captains and crews will soon be arriving from the Mediterranean and the Caribbean to enjoy a fun and festive **Asia Superyacht Rendezvous** 10-year Celebration to be held December 16-18, 2010 in Phuket, Thailand.

Following the prestigious event Superyacht owners and captains seeking to extend their sunny South East Asian holiday, away from Europe’s winter climate, are awarded an amazing treat. “While enjoying a luxury yacht setting, some of the Asia Superyacht Rendezvous Superyachts stream out for the distinctly different cruising on Thailand’s Andaman coast following our event. Owners, Captains and crew love visiting Phuket as South East Asia offers so much in diversity and adventure. Phuket is stepping up to be the *Monaco of the East!*” report Gordon Fernandes, General Manager of Asia Pacific Superyachts and Captain Charles Dwyer of the *Yanneke Too*, co-organisers of the annual prestigious event.

Even more excitement and festivity is expected this year as the event is increased from two to three days, adding a second race and more time for relaxed socializing. Among new and returning Superyachts already confirmed, with more expected, are: the 50M *M/Y Perseus* built by Perini Navi in 2001; the *M/Y Maverick II*, built by Sterling in 1988; the 57M *S/Y Montigne* built by Aegean Yachts in 2009; the 40.3M *M/Y My Lady Arraya* built by Oceanfast in 1990 and based in Thailand; the 36.07M *S/Y Vie Sans Soucis* built by Kings Yachts in Taiwan; the 100’ *S/Y Asia* based in South East Asia and launched in 2009; and the 49.7M *S/Y Silolona* of Indonesia, a traditional wooden Phinisi schooner hand-built in 2004 by Konjo craftsmen from south Sulawesi.

The beautiful *Silolona* Superyacht will welcome Asia Superyacht Rendezvous guests aboard at the opening “Sunset Cocktail Party” on Nai Harn Bay December 16th. Vessels will gather the first evening at Phuket’s quiet Nai Harn Bay on Phuket. The next day’s

race will be a wonderful sight, with the sailing superyachts accompanied by the mammoth power 'floating palaces', race a course north to south to Pansea Bay. The course will be set by highly respected and well known Race Director, Andy Dowden, working with Simon James.

The past year's racing event was enthusiastically chronicled by Captain Charlie of *Yanneke Too*, commenting: "2009 was the most successful sailing event the Asia Superyacht Rendezvous had to date! The boats were evenly matched and the crew worked as well as I have seen in any event. The sight of the Superyachts sailing within a few boat lengths of each other was truly spectacular. It was Superyacht racing at its best!"

Some of the participants plan to experience a post-event Andaman sea holiday aboard their fantastic vessels for a voyage that is part discovery of the more than 100 islands, mostly uninhabited, along with an amazing marine life, tremendous geological formations, a vast cultural diversity, intriguing historical legacies and crystal waters. All these factors add up to a region that equals anything in the established superyacht grounds of the Mediterranean or the Caribbean and the Andaman area is fast reaching the goal of being the world's next Superyacht Playground.

The elite gathering will once again be headquartered during the Asia Superyacht Rendezvous at host hotel, the luxurious Chedi Phuket at Surin Beach (in Pansea Bay); an area known as *Millionaire's Mile*. "Surin Beach is becoming an iconic Asian island getaway for the rich and famous come to unwind," confirms Bill Barnett, Managing Director of C9 Hotelworks, Asia Pacific's leading hospitality consultancy firms. Asia Superyacht Rendezvous has been a significant factor in helping put Phuket and the surrounding region on the map as a premier Superyacht destination.

The event is a huge bonanza for the area in attracting more and returning superyachts. According to a recent article, "...for an average 50 meter yacht, the owner and crew can be expected to spend about US\$90,000 (2.7 million baht) a month, or 90,000 baht a

day.” With a full marina and adding in the increased level of spending by the mammoth superyachts - these numbers reflect a significant increase to local businesses along with gainful employment, further complimenting Phuket’s growing economy.

The allure of Surin, awarding complete privacy in an exotic Asian destination within a growing ‘Asian Rivera’, is reflected in the region’s consistent ratings as one of the world’s greatest sailing and cruising, diving and golfing playgrounds. The surrounding Andaman region offers incredible cruising choices with superb beaches and natural wonders for Superyachts to explore following the Asia Superyacht Rendezvous.

Co-organiser Gordon Fernandes reports, “The growth potential for Phuket and the surrounding areas is massive as there are thousands of these ‘floating palaces’ in Europe - yet there are no berths left for them at marinas! South East Asia can provide this - and it’s another major reason to bring these yachts to Asia for the winter.” The largest social gathering of both power & sail superyachts in Asia, Asia Superyacht Rendezvous attracts worldwide interest.

Organisers note the event’s growth and increase in activities is due to the generosity of Sponsors, which include: Principal Sponsor Feadship Royal Dutch Shipyards and Co-Sponsors Merle Wood & Associates, Rolling Stock S.A. and Asia Pacific Superyachts and Host Hotel, The Chedi Phuket. Joining as the exclusive International Media Partner of this very special tenth anniversary edition of Asia Superyacht Rendezvous is Boat International Media, the world’s leading media group serving the superyacht industry and Regional Media Partner, YACHTStyle magazine, out of Hong Kong.

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