

## Thailand International Boat Show targets expansion with move to Phuket Yacht Haven in 2025

*More in-water and onshore space provides platform for future growth*



**Thailand, 20 May 2024** - The 2025 edition of the [Thailand International Boat Show A Luxury Lifestyle Event](#) will take place at Phuket Yacht Haven from 9 - 12 January, 2025. Located in the north of Phuket Island, Phuket Yacht Haven is the island's largest marina with 332 berths and can accommodate yachts of all sizes upto 100+ metres, aligning with the organisers' plans to expand the show and welcome more boats, larger boats and superyachts.

"As we look to expand the Thailand International Boat Show in 2025 and beyond, the move to Phuket Yacht Haven is a strategic one - it gives us more space and the capacity to grow in the water and onshore. Feedback from many global brands is that they see the show as one of the most important boat shows in this part of the world and the new venue will allow us to grow in stature regionally and internationally. Also, being closer to the airport and many five-star resorts makes the show even more convenient for off-island visitors," said **David Hayes, CEO of organisers JAND Events**.

### **New venue improves visitor access**

Close to Phuket International Airport, the Phuket Yacht Haven is easily accessible for travellers from across the region and around the world. Indeed, many of the show's well-heeled visitors stay in 5-star resorts which are located predominantly in the north of the island while HNWIs and UHNWIs who own villas in the area and neighbouring Phang Nga province can more conveniently access the show.



The Mai Khao area, where Phuket Yacht Haven is located, will see the biggest growth area of affluent living in Phuket over the next few years, including the building of a new Bumrungrad Hospital – a high-end hospital for wealthy residents and visitors – and the ongoing construction of many high-end resort and villa developments. Also, a new international airport nearby on the mainland will further enable access to the marina and the show in the years to come.

### **International and domestic visitor numbers are tracking upwards**

An independent survey by the Thailand Convention and Exhibition Bureau found that the total number of visitors to the 2024 show increased 62% on 2023, while international visitors increased 74%. Recognising the importance of the Thai market for exhibitors, Thailand International Boat Show organisers undertook an extensive in-country marketing campaign that drove 54% more Thai visitors to the show in 2024.

The number of Russian visitors was up more than 100% on last year and the 2024 show saw strong growth in attendees from across Europe including Germany, United Kingdom, France, Italy, Ireland and Denmark, to name a few. Visitors from the APAC region also increased considerably with Singapore, China, India, Australia and New Zealand all showing double or triple digit growth in 2024.

### **Confirmed Exhibitors**

Following the success of the 2024 event, exhibitors have been quick to confirm their places at the 2025 Thailand International Boat Show. In the water, Simpson Marine has confirmed their participation and will be showcasing yachts from San Lorenzo, Fairline and Bluegame whilst The Yacht Sales Co. (Thailand) will be showcasing models from Fountaine Pajot, Monte Carlo Yachts and Dufour. After a few years hiatus, Sunseeker will be returning in the water and showcasing a number of yachts and others confirmed include Lee Marine, Northrop & Johnson, Derani Yachts, Asia Marine, Go Boating, Asia Yachting, Extreme Marine, Sea Yacht Sales and Motor Field (Thailand).





Onshore has also seen a flood of interest from past and new exhibitors. Current confirmations include AMI Marine International, Hull, Octopus Electrical Service, Seabob, Siam Legal, SITICO and The ASA Group, while Cessna & Beechcraft by Textron Aviation return as the VIP Lounge Presenting Sponsor.

“With an option for a long-term agreement with the venue, we aim to future-proof the show and provide certainty for the yachting industry. We are working closely with the team at Phuket Yacht Haven to build on this year’s success and put on an even bigger and better show in 2025, while attracting more quality visitors and spotlighting Phuket as a tour de-force in the yachting industry,” added Hayes.

The Thailand International Boat Show A Luxury Lifestyle Event will be held 9 - 12 January, 2025 at Phuket Yacht Haven with the second annual Thailand Yachting Conference taking place on 8 January followed by the yachting awards and gala dinner that evening. For more information, please visit [www.thailandinternationalboatshow.com](http://www.thailandinternationalboatshow.com).

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#### **About JAND Events**

JAND Events is a multinational team of Thailand-based professionals passionate about events. Led by CEO David Hayes who has over 30 years experience in the Events, Hospitality and Travel industries, JAND Events is the chosen partner for brands such as Louis Vuitton Moët Hennessy, L’Oréal, Givenchy, Kenzo and more. JAND Events and Thailand International Boat Show are trading divisions of JAND Group Co., Ltd.

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