



Sustainability at the Forefront of Luxury: Thailand International Boat Show A Luxury Lifestyle Event 2025

The *Thailand International Boat Show A Luxury Lifestyle Event 2025* redefines the future of luxury by placing sustainability at its heart. Set against the stunning backdrop of **Phuket Yacht Haven Marina**, this year's event showcases how the marine industry is evolving—through innovation, leadership, and a commitment to environmental responsibility.

A Conference of Visionaries

On **January 8, 2025**, the *Thailand Yachting Conference* gathers influential leaders from tourism, hospitality, and yachting to discuss key opportunities shaping the industry's future. Among sessions on workforce development, market trends, and tourism growth, a dedicated segment shines a spotlight on sustainability.

- **Dr. Chantinee Boonchai**, Assistant Professor at Prince of Songkla University, explores the *Environmental Impact of the Marine Industry*. Her insights reveal how small innovations—like biocide-free antifouling coatings—can reduce fuel consumption by up to **9.6%** and cut annual CO₂ emissions by over **43 tons per yacht**.
- **Kanokwan Homcha-aim (Nok)**, an award-winning conservationist, shares her decade-long work restoring marine ecosystems. Her projects, including *fish release programs in Phuket*, not only promote biodiversity but also inspire coastal communities to embrace resilience and restoration.
- **Asst. Prof Wan Chantavilasvong**, an expert in urban development, discusses how we can build *climate-resilient cities* that coexist with thriving marine environments. Her vision emphasizes achieving a balance between sustainable urban growth and environmental preservation.

The segment culminates in a dynamic **panel discussion** on sustainability and social responsibility, offering practical solutions for integrating environmentally conscious practices into yachting operations and business strategies.

Phuket Yacht Haven Marina: A Sustainable Marina



As a certified **ISO 9001**, **ISO 14001**, and **Gold Anchor** marina, *Phuket Yacht Haven* exemplifies excellence in environmental stewardship. Twice a year, the marina releases fish into local waters to help restore balance within native marine ecosystems. Their commitment to reducing waste extends far beyond eliminating single-use plastics. For example, aluminum cans collected onsite are recycled and sent to Bangkok, where approximately **1,500 to 2,500 cans** are repurposed to create a single **prosthetic limb**—a powerful illustration of how sustainability and social impact can align. Phuket Yacht Haven demonstrates that luxury marinas can lead responsibly while uplifting communities and protecting the environment.

Sustainable Innovation on Display

This year's exhibitors are setting new standards in marine sustainability, showcasing innovations that combine cutting-edge technology with environmental responsibility:

- **ZERO SIX ONE:** Marine-safe, eco-friendly cleaning systems.
- **Marine Air-conditioning:** Energy-efficient cooling solutions for yachts.
- **Hertz Marine (presented by ASAP Marine):** FSC-certified packaging that reduces environmental impact.
- **ZF Asia Pacific:** Advanced propulsion systems designed to meet climate challenges while enhancing energy efficiency.

Sustainable design is also transforming yacht manufacturing. For example, utilizing **lightweight hull materials** like carbon fiber can save up to **656 tons of diesel fuel** over a yacht's lifetime—significantly reducing emissions without compromising performance.

A Measured Path to Carbon Neutrality

This year, the *Thailand International Boat Show A Luxury Lifestyle Event* takes a critical step by measuring its carbon footprint for the first time. Through data-driven analysis of energy use, transportation, and waste, the event is charting a clear course toward **carbon neutrality** in future editions.

By aligning luxury, innovation, and environmental stewardship, the show sets a new benchmark for sustainability within the marine industry.

Experience Luxury with Purpose

The *Thailand International Boat Show A Luxury Lifestyle Event* is more than an event—it's a statement of intent. From the sustainability-focused *Yachting Conference* to the groundbreaking innovations on display, every element reflects a commitment to preserving our oceans while delivering unparalleled luxury experiences.

Join us:

- At the **Thailand Yachting Conference on January 8, 2025** for thought-provoking discussions on the future of sustainable yachting and tourism in Asia.
- At the **Thailand International Boat Show A Luxury Lifestyle Event from January 9–12, 2025**, to explore luxury innovations, sustainable solutions, and the future of responsible yachting.

For those who seek more than indulgence—for those who value vision, responsibility, and legacy—this is where luxury meets purpose.

