

**KATA ROCKS**  
SUPERYACHT RENDEZVOUS  
**ANNUAL  
REPORT**

2 0 1 9



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# MESSAGE FROM THE CEO

I am delighted to report that the Kata Rocks Superyacht Rendezvous (KRSR) 2019 once again showed why it is considered one of the best events of its kind in Asia. Sponsored by Infinite Luxury, the fourth annual KRSR concluded with a 'Soiree by The Sea' Charity Gala Dinner. The ultra-exclusive event was hosted at Kata Rocks on behalf of The International SeaKeepers Society, Asia and Phuket-based Oceans For All Foundation and sponsored by the Leading Yachts of the World. It aimed to raise awareness and contribute to marine conservation and oceanographic research that together can help protect and restore our oceans for generations to come.

KRSR extended its charitable philanthropy with a silent auction that included a Triton Subphotique timepiece, a bespoke Soiree by The Sea charm, an iAQUA Stingray watercraft, plus a Royal Thai Navy memorabilia shirt worn during the cave rescue of the Wild Boar football team in Chiang Rai. Another surprise addition was a stunning Tanzanite ring generously sponsored by Fred Mouawad, the Co-Guardian of Mouawad, and valued at over two million baht. All told, the 'Soiree by The Sea' Charity Gala Dinner and silent auction raised substantial amount with proceeds going to the charities. We are very proud of these endeavours which initiated KRSR's leadership role in marine conservation and philanthropy for the first time. The KRSR also led a unique educational beach clean-up and yoga session, once again in partnership with The International SeaKeepers Society, Asia and Oceans For All, in early December 2019 as part of its pre-event initiatives.

Last year the rendezvous enjoyed idyllic weather conditions as participants spent more time cruising along Phuket's sun kissed west coast than ever before. They were treated to one-of-a-kind welcome experience onboard Lobster Yacht, Thailand's largest and coolest catamaran, which made its debut for the first time at the KRSR. Held in partnership with Seven Marine Phuket, this unique welcome experience kickstarted the four-day event in classic KRSR style.

The annual superyacht parade took participants up the coast to the InterContinental Phuket Resort, Kamala Beach showcasing its spectacular beachfront location, sponsoring KRSR's best beach barbeques ever. Benetti also pitched in by hosting a pop up spa during the event, offering attendees a wellness experience complementing the serene setting.

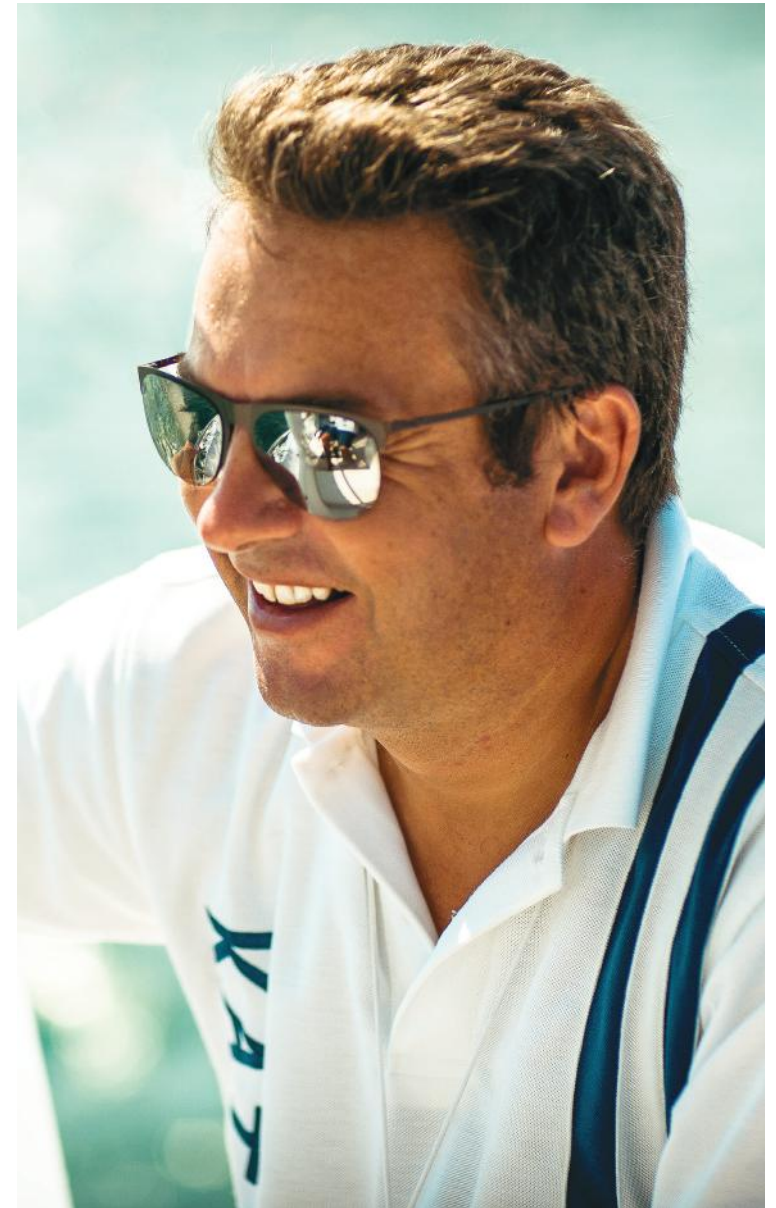
The inaugural Sunseeker Owner's Dinner was a fabulous and glamorous evening which was well received by all superyacht owners and clients who attended. The dinner also provided a great opportunity to add a more personal touch for Sunseeker's valued clients.

We are very appreciative of all our sponsors and those who supported the Soiree by The Sea Charity Gala Dinner and silent auction. The response was very gratifying, and we believe it is just the beginning. The Kata Rocks Superyacht Rendezvous helped put Phuket on the global yachting map and it's great that KRSR 2019 was able to give back to the oceans that we all love.

Next year the KRSR is scheduled from 10 to 12 December 2020. To request an invitation please contact our marketing team at [marketing@infiniteluxury.com](mailto:marketing@infiniteluxury.com).



Richard Pope  
CEO Kata Rocks & Infinite Luxury



# OBJECTIVES

## KATA ROCKS SUPERYACHT RENDEZVOUS 5 YEAR EVENT MARKETING PLAN & KPI'S 2016 - 2020

1

Exceed media & PR value of USD 1 million

Goal achieved in 2017, 2018 & 2019

2

Over 20 superyachts joined the event

Goal partially achieved in 2019 with over 20 large yachts attending

3

Welcome 20 high profile media partners

Goal achieved in 2016, 2017, 2018 & 2019

4

Welcome 150 UHNW/HNW with an interest in yachting & luxury lifestyle

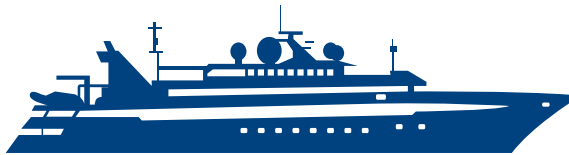
Goal increased each year. Expected to be achieved in 2020

# INFOGRAPHICS

## BOATS ON DISPLAY



Average Size  
**28 METERS**



Longest Superyacht  
**MY SAPPHIRE 51 METERS**



Yachts on display **22**



Motor Yachts on display **18**

Sail Yachts on display **4**

Yachts available  
for charter or sale **18**



**PHUKET  
THAILAND**



**7.8129° N, 98.2964° E**

**POPULATION  
535,725**

## INVITATION LIST



By Invitation Only  
12 - 15 December 2019

## MARKETING & PR



Target Marketing & PR  
**850,000 US\$**

Articles Published by Leading Media  
**56**

Reach via Media, PR, and Social  
**6M+**



Actual Marketing & PR  
**OVER  
1,275,000 US\$**



Media Partners **20+**  
Yachting • Lifestyle • Luxury Travel • Property • Business

Key Media Publications  
Boat International • Robb Report • Yacht Style • Lifestyle Asia • Thailand Tatler  
and many more



## VIP GUEST LIST

Audience Breakdown:

- 32% Business Owners / HNW
- 25% Superyacht Owners / UHNW
- 17% industry professional
- 10% Media
- 8% Kata Rocks Villa Owners
- 8% influencers, celebrities

Geographical breakdown of Audience

- 55% South East Asia
- 33% Europe
- 8% The Americas
- 4% Gulf States

KATA ROCKS SUPERYACHT RENDEZVOUS 2019

# ATTENDEES

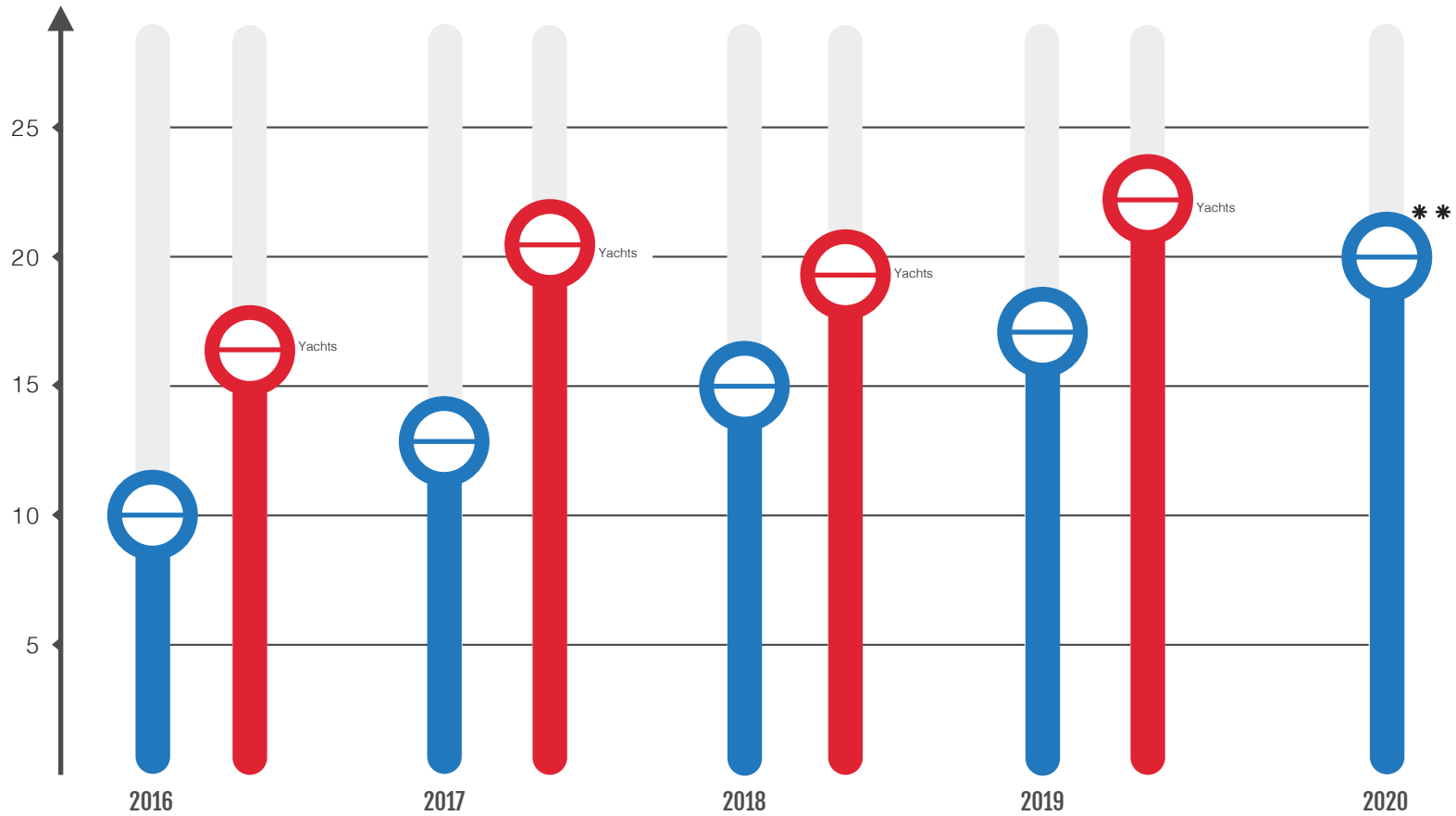
## SUPERYACHTS

**TARGET FOR THE 2019 KR SR:**  
WELCOME 17 YACHTS TO THE EVENT

**ACTUAL:**  
WE WELCOMED 22 YACHTS

- Target
- Actual

NUMBER OF YACHTS



KATA ROCKS SUPERYACHT RENDEZVOUS 2019

# SUPERYACHT BRANDS

A BIG THANK YOU TO OUR PARTNERS

"The KRSR a "one-of-a-kind event" in how it put Phuket on the global yachting map by highlighting the potential of southern Phuket and Kata Beach. The Lobster Catamaran's DNA is rooted in south Phuket and designed to deliver the very best in the southern Phuket experience. The KRSR is a very special, unique event that allowed me to make so many new business contacts and meet with representatives from the world's leading yachting brands."

Khun Mann Prachantabutr  
Owner of Lobster Catamaran

## SUPERYACHT PARTNERS



BURGESS

Camper &  
Nicholsons  
International  
YACHTING SINCE 1782



PRINCESS  
PRINCESS YACHTS SOUTH EAST ASIA

oceAnco



LEE MARINE  
International Marine Brokerage  
SINCE 1997

SEAL  
SUPERYACHTS



ATLAS ONE  
YACHTING



INTERCONTINENTAL  
PHUKET RESORT



LEADING YACHTS  
OF THE WORLD



SPLO YACHTS

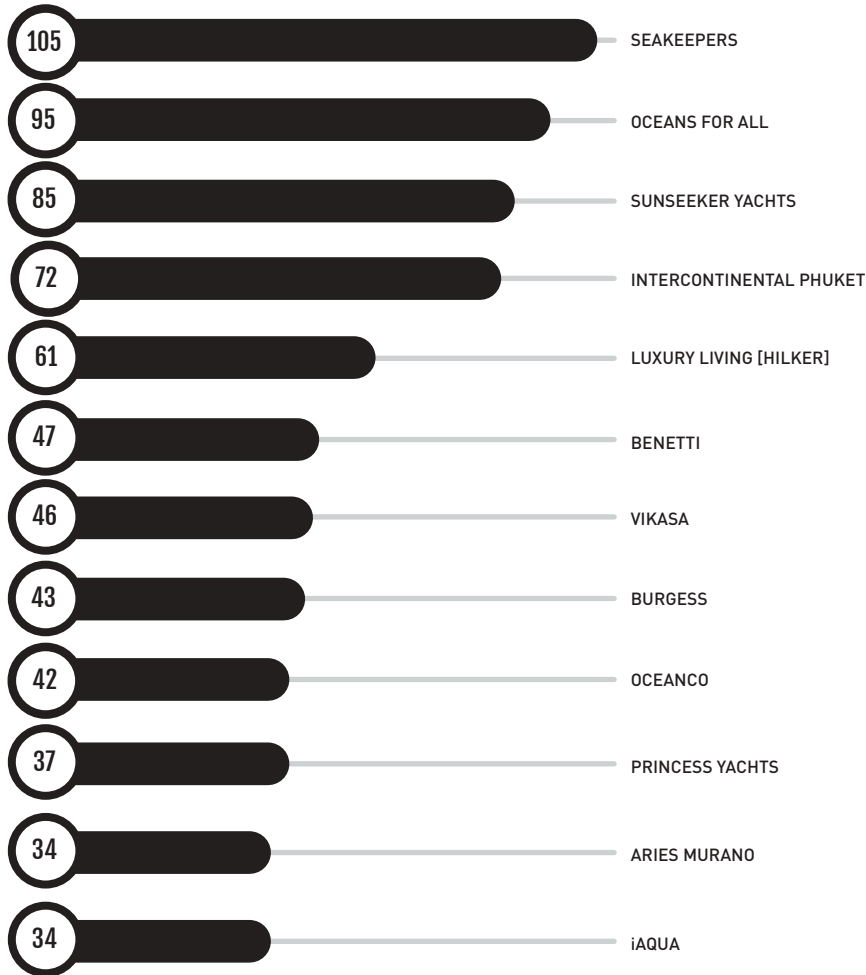


Luxury LIVING  
INTERNATIONAL



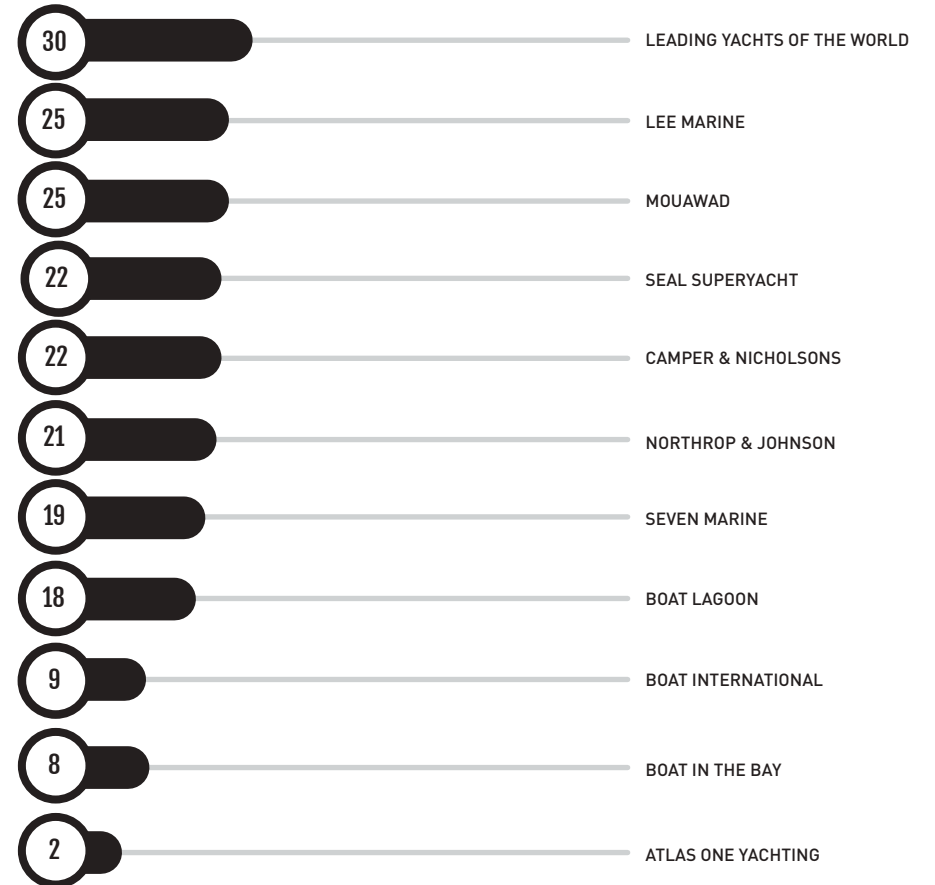
KATA ROCKS SUPERYACHT RENDEZVOUS 2019

# BRAND MENTIONS



## Number of mentions for the attending partners received in KRSR generated media

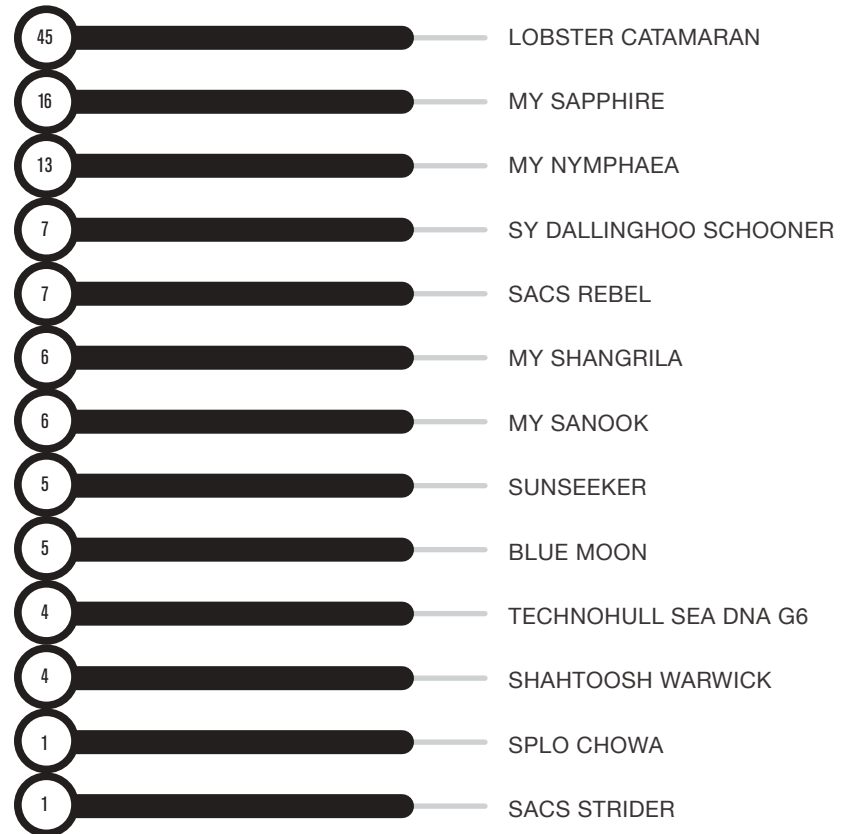
Combined relevant publications (*online, social and print*), including lifestyle, luxury travel, yachting, property and business magazines



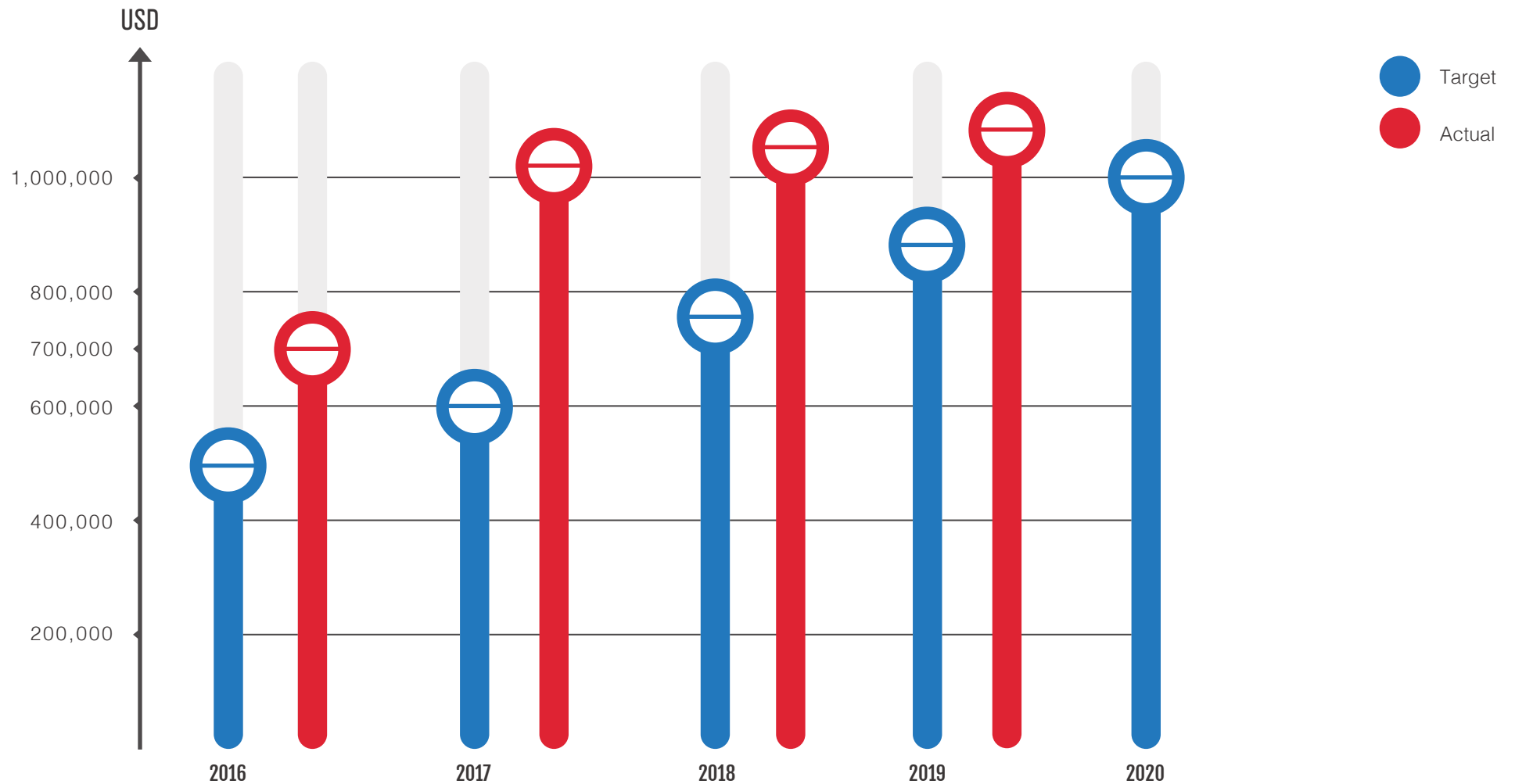


KATA ROCKS SUPERYACHT RENDEZVOUS 2019

# BRAND MENTIONS



# QUANTIFIED PR AND MARKETING VALUE



TARGET FOR THE FIFTH YEAR IS TO EXCEED USD 1 MILLION IN YEARLY MARKETING AND PR VALUE GOAL - ACHIEVED IN 2017, 2018 AND 2019

\* RELEVANT PUBLICATIONS: YACHTING, LIFESTYLE, TRAVEL LUXURY, PROPERTY, BUSINESS & PEOPLE MAGAZINES

KATA ROCKS SUPERYACHT RENDEZVOUS 2019

# MEDIA

## A BIG THANK YOU TO OUR MEDIA PARTNERS



 TARGET: bring 20 media partners

 ACTUAL: we welcomed more than 20 media partners

KATA ROCKS SUPERYACHT RENDEZVOUS 2019

# SUPPORTING PARTNERS

## A BIG THANK YOU TO OUR SUPPLIER PARTNERS

SUPPLIER PARTNERS



KATA ROCKS SUPERYACHT RENDEZVOUS 2019

# PARTICIPATING YACHTS

MY Sapphire



Length: 50.4m / 165.4ft  
Trinity Yachts

Nymphaea



Length: 33m / 108ft  
Broward

MY Blosson



Length: 32m / 104.9ft  
Astondoa

SY Dallinghoo Schooner



Length: 29.6m / 97ft  
S.A. Pritchard

MY Sanook



Length: 24 m / 78.7 ft  
Princess Yachts

Lobster Catamaran



Length: 24m / 78.7ft  
Custom build

MY Shangrila



Length: 24m / 78.7ft  
Custom build

Sunseeker Sports Yacht 74



Length: 23.3m / 76.4ft  
Sunseeker

SY Shahtoosh Warwick 75



Length: 22.9m / 75ft  
Ferretti S.P.A Warwick Yachts

KATA ROCKS SUPERYACHT RENDEZVOUS 2019

# PARTICIPATING YACHTS

Splo Chowa



Length: 22.5m / 74 ft  
Splo Yachts Design

Darling Monte Carlo Yacht



Length: 22m / 72ft  
Monte Carlo Yachts

Aria Blue



Length: 21.5m / 70.5ft  
Ferretti Yachts

Sunseeker Manhattan 66



Length: 21m / 70ft  
Sunseeker Yachts

MY Fara



Length: 20.73m / 68ft  
Sunseeker

Riviera 68 'Fat Boy'



Length: 20.1m / 65.9ft  
Riviera

Elegance Yachts 64



Length: 19.94m / 65.4ft  
Elegance Yachts - Drettmann

Prestige 500



Length: 18 m / 59ft  
Prestige Yachts

Riviera 525 SUV



Length: 17.8m / 58.3ft  
Riviera

# PARTICIPATING YACHTS

Splo Lotus15



Length: 16.08m / 52.7ft  
Splo Yachts Design

Lagoon Catamaran



Length: 16m / 52.4ft  
Lagoon

SACS Rebel 47



Length: 14.1m / 46.2ft  
SACS

SACS STRIDER 11



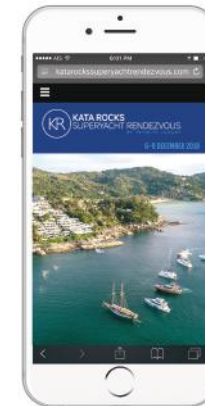
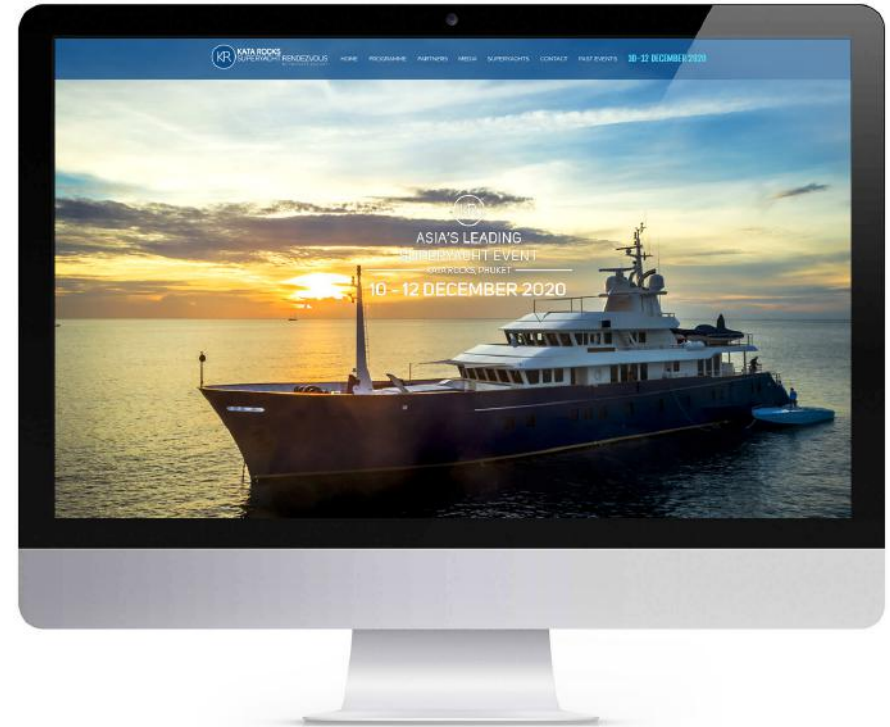
Length: 10.97m / 36 ft  
SACS

Technohull Sea DNA G6



Length: 10.3m / 33.7ft  
Technohull

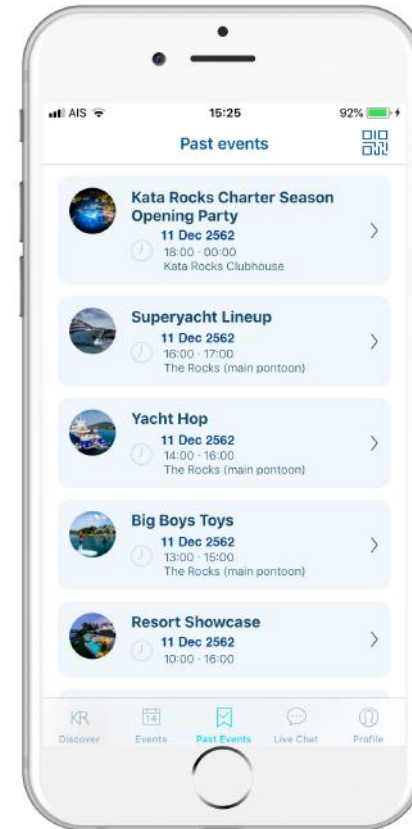
KATA ROCKS SUPERYACHT RENDEZVOUS 2019  
**WEBSITE**



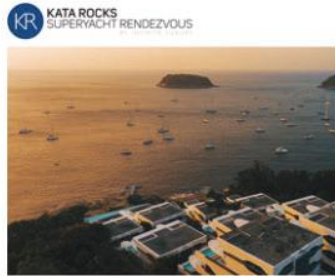


KATA ROCKS SUPERYACHT RENDEZVOUS 2019

# KRSR MOBILE APPLICATION



# EDM



**KATA ROCKS SUPERYACHT RENDEZVOUS**  
BY INFINITE LUXURY

Dear Guests,

Reminder to RSVP



**KATA ROCKS SUPERYACHT RENDEZVOUS**  
BY INFINITE LUXURY

TWO WEEKS TO GO!

TWO WEEKS TO GO!



**KATA ROCKS SUPERYACHT RENDEZVOUS**  
BY INFINITE LUXURY

Spectacular beach BBQ at InterContinental Phuket adds flair to KRSR



**KATA ROCKS SUPERYACHT RENDEZVOUS**  
BY INFINITE LUXURY

Dear Friends,

We hope this finds you well. Excitement is building as we head towards the fourth annual Kata Rocks Superyacht Rendezvous (KRSR) scheduled from 12 to 15

Save The Date 2019 KRSR (12-15 Dec)

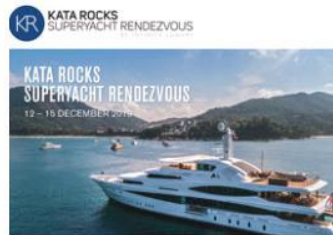


**KATA ROCKS SUPERYACHT RENDEZVOUS**  
BY INFINITE LUXURY

THE KRSR GOES TO MONACO

The Kata Rocks Superyacht Rendezvous (KRSR) is looking forward to returning to the 2019 Monaco Yacht Show (MYS) and meeting our clients, partners and friends at

The KRSR goes to Monaco

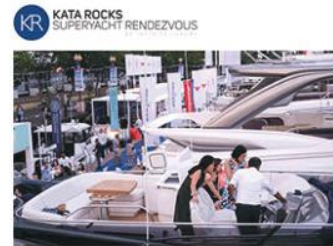


**KATA ROCKS SUPERYACHT RENDEZVOUS**  
BY INFINITE LUXURY

INAUGURAL CHARITY GALA TO HEADLINE KATA ROCKS SUPERYACHT RENDEZVOUS 2019

December marks the start of another spectacular yachting season in Phuket, beginning with the King's Cup Regatta and culminating with the fourth annual Kata Rocks Superyacht Rendezvous 2019 (KRSR) from 12 to 15 December.

Inaugural Charity Gala to Headline Kata Rocks Superyacht Rendezvous 2019

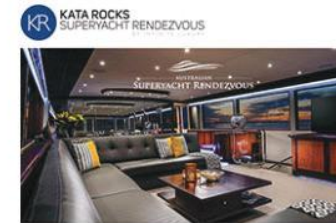


**KATA ROCKS SUPERYACHT RENDEZVOUS**  
BY INFINITE LUXURY

KRSR PARTNERS THE SINGAPORE YACHT SHOW 2019  
11 TO 14 APRIL 2019

This year the Kata Rocks Superyacht Rendezvous (KRSR) launched a marketing partnership with the SYSS2019. The Singapore Yacht Show 2019 (SYSS2019), one of Asia's premier

KRSR partners the Singapore Yacht Show 2019



**KATA ROCKS SUPERYACHT RENDEZVOUS**  
BY INFINITE LUXURY

KATA ROCKS SUPERYACHT RENDEZVOUS & AUSTRALIAN SUPERYACHT RENDEZVOUS 2019

We are delighted to announce that the Kata Rocks Superyacht Rendezvous has launched a marketing partnership with the Australian Superyacht Rendezvous (ASR). As Kata Rocks villa owners and exclusive members of the Infinite Luxury Club, the KRSR organising committee is delighted to invite you to the ASR from 17 to 18 May at the Gold Coast City Marina & Shipyard on Queensland's gold coast.

Kata Rocks Superyacht Rendezvous & Australian Superyacht Rendezvous 2019



**KATA ROCKS SUPERYACHT RENDEZVOUS**  
BY INFINITE LUXURY

THE KATA ROCKS SUPERYACHT RENDEZVOUS RETURNS  
12-15 DECEMBER 2019

Industry leaders celebrated the 2018 Kata Rocks Superyacht Rendezvous 2018 (KRSR) as the definitive superyacht rendezvous in Asia.

The Kata Rocks Superyacht Rendezvous Returns 12-15 December 2019



**KATA ROCKS SUPERYACHT RENDEZVOUS**  
BY INFINITE LUXURY

KATA ROCKS SUPERYACHT RENDEZVOUS & SINGAPORE YACHT SHOW 2019

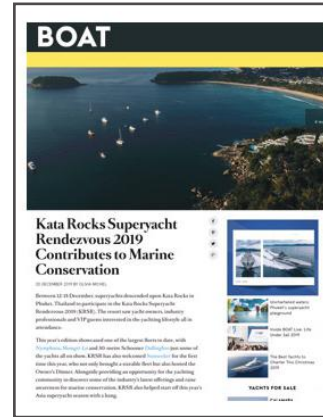
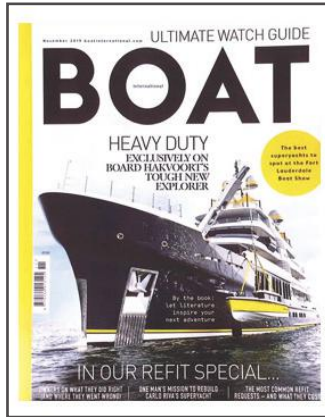
Join Us at the Singapore Yacht Show 2019

As Kata Rocks villa owners and exclusive members of the Infinite Luxury Club, the

Kata Rocks Superyacht Rendezvous & Singapore Yacht Show 2019

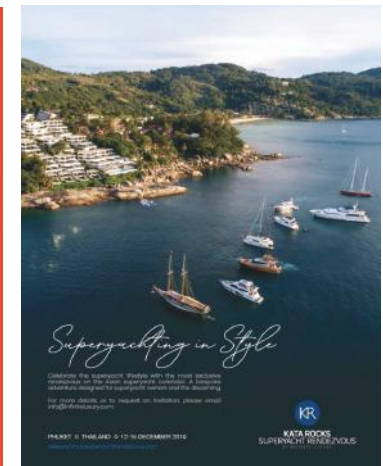
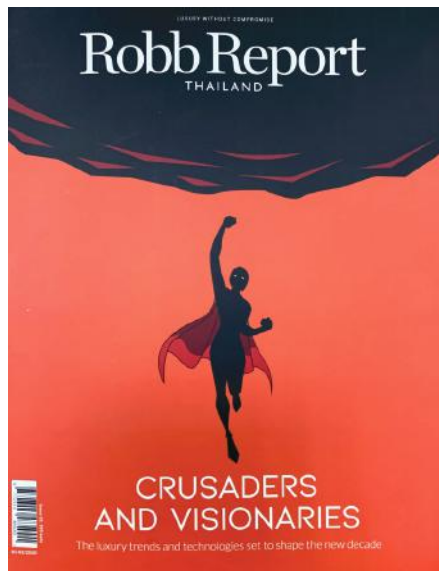
# SELECTED MEDIA COVERAGE

**BOAT**  
International



# SELECTED MEDIA COVERAGE

Robb Report  
THAILAND



Special Feature

## HIGH WATER MARKS IN MARINE PHILANTHROPY

Superyachts owned by the super-rich descend on Phuket for a four-day event that combines saving the oceans with luxury-laden good times.



*The high point of KRSR, now in its fourth year, is its Soiree by The Sea Charity Gala Dinner.*



From left: Bee Bhornship Prasertsoong, Michael Nurbatian, Richard Pope and Gulu Lakani, with friends.

THE KATA ROCKS Superyacht Rendezvous (KRSR) 2019 brought wealthy yacht owners and crews together to celebrate this leisure sport of Kingpins, while raising public awareness about the threats facing our seas and, in a triple-win, combining business with leisure through networking on all sorts of outings.

The high point of KRSR, now in its fourth year, is its Soiree by The Sea Charity Gala Dinner. Sponsored by Leading Yachts of the World, the exclusive event was hosted at Kata Rocks on behalf of The International Sea-Keepers Society (ISKS) and the Oceans for All (OFA) foundation.

Lucas Yang, head of communications for ISKS, expressed his gratitude for being a beneficiary of the event, calling it "the perfect platform for us to reach out and work with a new group of super-yacht owners who will hopefully allow us to collect even more data on micro plastic levels at sea".

Founded in 1998 by a group of yacht owners outraged by the degradation of our oceans, the non-profit's Scientific Security Council outlined its goals in a mission statement that said they wished "to inspire the leaders of the world to become a voice for the oceans by bridging gaps between good science and the business and yachting communities".

In practical terms, this means that yacht owners will help with oceanographic research by providing a vessel so marine scientists can work on projects like shark tagging, coral reef research and water quality

# SELECTED MEDIA COVERAGE



THAILAND TATLER 500 LIST EXPAT LIST SOCIETY STYLE LIFE DINING VIDEO GEN.T GUIDES

## Kata Rocks Superyacht Rendezvous 2019 Inspires Leaders In Ocean Conservation

By Thailand Tatler December 23, 2019

The fourth annual Kata Rocks Superyacht Rendezvous, or KRSR 2019, took on a theme that reinforces awareness of environmental issues. Taking place in Phuket, KRSR, a four-day extravaganza, is the largest gathering of superyachts and influential individuals with

THAILAND TATLER 500 LIST EXPAT LIST SOCIETY STYLE LIFE DINING VIDEO GEN.T GUIDES

## Kata Rocks Superyacht Rendezvous 2019: A Must-Attend Superyacht Event In Asia

By Thailand Tatler December 09, 2019

### Kata Rocks Superyacht Rendezvous Focus

Take your yacht down to Kata Beach and join a one-of-a-kind luxurious get-together involving a beach BBQ, charity gala, yachting and more

A highly anticipated event amongst Thailand's superyacht community, the four-day Kata Rocks Superyacht Rendezvous (KRSR) returns once again on December 12 to 15. The rendezvous draws the glitziest of guestlists, an impressive social programme and some of the most remarkable superyachts ever to be on display in Asia. This year, a striking fleet of elite yachts is prepared to drop anchor at Kata Rocks for the largest gathering of superyachts at the KRSR to date. The fleet will include the 51m MY Sapphire, 29m SY Dallinghoo Schooner, 32m MY Nymphaea, 24m MY Lobster, 22m SY Warwick Shahtoosh, 24m MY Sanook Princess Yacht and 27m MY Maha Bhetra, to name a few. The KRSR is also pleased to welcome Sunseeker Yachts for the first time this year, to host the inaugural Sunseeker Owners' dinner.

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# SELECTED MEDIA COVERAGE



HOME LIFESTYLE EVENTS REAL ESTATE ABOUT US CONTACT US NEWSLETTER LANGUAGE
COOKIE POLICY

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PHUKET/PHUKET/PHUKET/PHUKET/PHUKET/PHUKET
12 DECEMBER 2019

## Richard Pope and the Idea Behind the Superyacht Rendezvous

BY GUY CARROLL

**The Kata Rocks Superyacht Rendezvous is one of Phuket's largest events of the year. Shipyards, designers and elite personalities from the world over, come together for four days of yachting and exceptional business and social programme.**

Richard Pope is the man behind **Infinite Luxury** and **Kata Rocks**, the organisers of the grand event. We sat down with him to learn of the idea behind the KRSR this year's additions and his vision of the event in years to come.

*Richard Pope - Founder/Owner and CEO of Infinite Luxury and Kata Rocks*

**What is the idea behind the KRSR?**

We wanted to bring our clients with the superyacht world, and as a vibrant resort, we want to push above our weight by engaging the superyacht to its position as well within the industry. We're right by the sea. Our resort looks into a superyacht with the master lines and the wraparound windows, so it's an event that very much matches who we are. It also elevates Phuket as a destination.

**What brought about the desire to organise an event at this scale?**

It's a lot of work and takes a lot of preparation, getting people involved, the agencies in, getting the boats in and covering the guests. But in the end we generate well over a million dollars a year in marketing, so that's the incentive. This is not a profit-oriented event, but for us, it's worth it.

**Have there been any critical experiences over the last few years of organising the event that have stuck with you?**

There are a lot. There have been some great boats that have been here. I think Lady Christine was the 72 metre - that was a great boat. We've had some fantastic parties here, some of the best in the island have been a part of the Superyacht Rendezvous. The number of people that come has been growing every year. It's always been a memorable event, and it's improved each year.

**An event of this calibre must draw individuals of the same or higher. Could you tell us who has been the most exciting experience for you?**

We tend to be quite discreet about who we invite, but we've had quite a few billionaire and wealthy individuals. Some well known on the island, some from elsewhere. The idea of this event is to be a discreet way that those people can come to a place that this invitation-only, mix with each other and use the boats in a relaxed, social environment.

**I guess it's good for them to experience what's available on the island as well?**

Yes, it shows the lifestyle that you can have in Phuket, and what it can be. Especially if you end up buying a boat. Living in Phuket is excellent, but actually getting out on the water around Phuket is even better, because there's so many little islands and places to visit. It means your experience here is much better, because it's on the water and on the land.

**YOU MIGHT ALSO LIKE**

Work Courage: A Mile Of The People

Raising the Bar - Thailand's Next Super 2020

Ladies' Choice - Important America's Yachting

**LIKE US ON FACEBOOK**

Real Life in Phuket  
Like Post  
Just see it  
Like Post  
We like you!  
We like you!  
We like you!

KATA ROCKS SUPERYACHT RENDEZVOUS 2019

# TESTIMONIALS

"All of us at SeaKeepers would like to thank the KRSR for allowing SeaKeepers to be one of beneficiaries of this splendid Soiree by The Sea Charity Gala Dinner. It is the perfect platform for us to reach out and work with a new group of superyacht owners who will hopefully allow us to collect even more data on microplastic levels at sea. After our participation over the last two years we sincerely hope that this is the continuation of a long-term strategic partnership between SeaKeepers and the KRSR."



**LUCAS YANG**  
Head of Communications for  
The international SeaKeepers Society

"The event has improved every year, getting better and better. Very much appreciated and looking forward to joining the KRSR again in 2020"



**KHUN UMI**  
Yacht Owner

"I would like thank the whole team at Kata Rocks for providing such a generous opportunity to showcase our yachts and to network with old and new friends. Well done once again and please never hesitate to reach out when we can be of help."



**RICO STAPEL**  
CEO Jstar and Stapel

Dear Michael, I would like to thank yourself, Richard and the whole team for putting on such a wonderful event. It's done with skill, care, generosity, excitement and fun all in equal measure. All the best, Mike and the team from Sanook."



**MIKE O'NEIL**  
Superyacht Owner

"It was an honor and pleasure for us Dr Reinhard and Dr Magdalena Weinstabl and the Great Team from My ShangriLa to participate I in this spectacular event. Thanks to the Great Staff of one of the best Hotels in the world. Big love to all of you from ShangriLa."



**DR REINHARD**  
Superyacht Owner

"The Kata Rocks Superyacht Rendezvous event is a brilliant initiative to develop the yachting industry in Phuket and facilitate the connections amongst boat lovers. Such exhibitions and festivities are critical to the development of the yachting ecosystem in Thailand."



**FRED MOUAWAD**  
The Co-Guardian of Mouawad

"A special thanks to the KRSR team for hosting our client dinner in one of the stunning Kata Rocks' Sky Pool Villas. It was a fabulous and glamorous evening that was highly appreciated by all our guests. Events like this are great opportunity for us to add a more personal touch with our valued clients."



**CRAIG MURPHY**  
Head of Sunseeker Thailand and host of The  
inaugural Sunseeker Owners' Dinner

"Dear Michael and KRSR team, once again it was delightful experience with a world class team! Bravo and thank you."



**TEAM BURGESS**



The spectacular opening party, guests enjoyed award-winning cuisine and world-class entertainment.



Fred Mouawad, Aon Nunchapat Tinrawin, Sasikarn Songsang, and Joseph Apte, attending the Soiree by The Sea Chariry Gala Dinner



The larger-than-life Lobster Yacht



The iconic Kata Rocks sunset dotted with superyachts



Boat Lagoon Yachting & Burgess Team: Jean Mark Poulet, Hwee Tiah, Vrit Yongsakuk, Alyona Minoret, Kornlak Kaewkulaya



Spectacular Line-up of participating superyachts



Faheem Ahmed, Richard Pope, Gulu Lalvani, Michael Nurbattlian, James Caan, Alia and guests, enjoying the wonderful beach BBQ experience at the InterContinental Phuket



Guests enjoying the Oceanco futuristic photobooth



Bjorn Courage, General Manager of InterContinental Phuket and Michael Nurbattlian, Director of Marketing Infinite Luxury welcoming superyacht owners, Nandor Von Der Luehe, Prof. Dr. Reinhard Weinstabl to the KRSR Beach BBQ



Fred Mouawad, the Co-Guardian of Mouawad, bidding for the iAqua stingray during the Gala Dinner

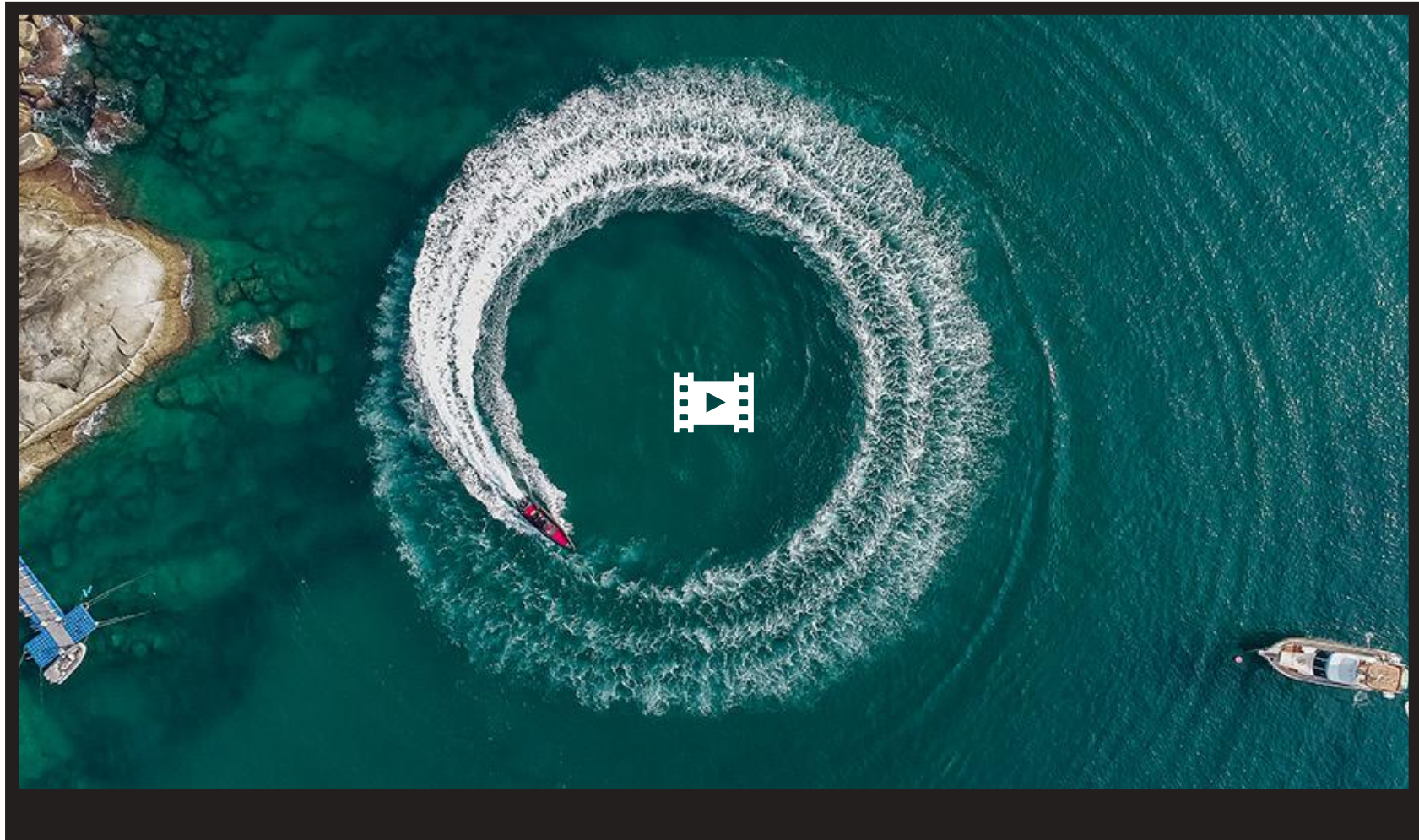


Guests boarding The Lobster Catamaran



Aimi & Jonas, generous supporters of the charity gala dinner auctions





WATCH THE EVENT HIGHLIGHTS OF THE 2019 KATA ROCKS SUPERYACHT RENDEZVOUS