



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

2 0 1 7



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# MESSAGE FROM THE CEO

The 2017 Kata Rocks Superyacht Rendezvous (KRSR), co-sponsored by Infinite Luxury and Feadship, confirmed the event's elite status as one of the most important superyacht gatherings in Southeast Asia, further developing Phuket's reputation as the region's yachting hub.

When we launched the KRSR in 2016, we set a robust five-year marketing plan with significant KPI's. I am pleased to report that we are ahead of this five-year plan. Only in our second year, and we are already exceeding our goals. In the report you will find the general outline and achievements accomplished so far.

Located in the heart of Asia and offering five times larger cruising area than the Caribbean, the KRSR is elevating Phuket's brand image as a high-end luxury 'nautical & lifestyle' tourism destination. It now has a higher number of local and visiting HNWI and UHNWI than ever before, encouraging more superyachts to visit and promote Thailand's image abroad to global yachting and luxury tourism sectors.

From 8 to 10 December 2017 the KRSR attracted representatives of many of the world's most prestigious yachting brands who leveraged the event's growing prestige to launch new products in Asia.

Royal Huisman showcased its new 'Pura' concept; Contest Yachts introduced its brand during an Asia launch cocktail party; and Seajet made its world-premiere showcasing revolutionary jet watercraft. To have major international superyacht brands use the KRSR as a communications platform is truly gratifying.

The 2017 KRSR social programme was second-to-none: featuring fantastic parties, private dinners, caviar and vodka tastings and brunch cruises - all lively fun events organised with style and panache. The KRSR grand finale and 'Charter Season Opening Party' welcomed VIP guests, dozens of superyacht owners, celebrities and captains of industry who enjoyed a lavish gala party, live band and special guest performance by Thai pop star and influencer, Ms. Tata Young.

Our commitment to the local community and its Phuket's youth remained stronger than ever, raising over US\$ 10,000 for Phuket Youth Sailing Club over the past two years for new sails, equipment, repairs and training.

The KRSR team is delighted to have organised such an immensely successful event, and we thank all our partners for their outstanding support; as we now turn our attention towards planning for the Kata Rocks Superyacht Rendezvous 2018 from 7 to 9 December 2018. To request an invitation please contact our marketing team on [info@infiniteluxury.com](mailto:info@infiniteluxury.com).



Richard Pope  
CEO Kata Rocks' & Infinite Luxury



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

1

Exceed media & PR value of USD 1,000,000  
Goal achieved in 2017

2

Welcome 20 superaychts over 24 m. in length

3

Welcome 20 high profile media partners  
Goal achieved in 2016 & 2017

4

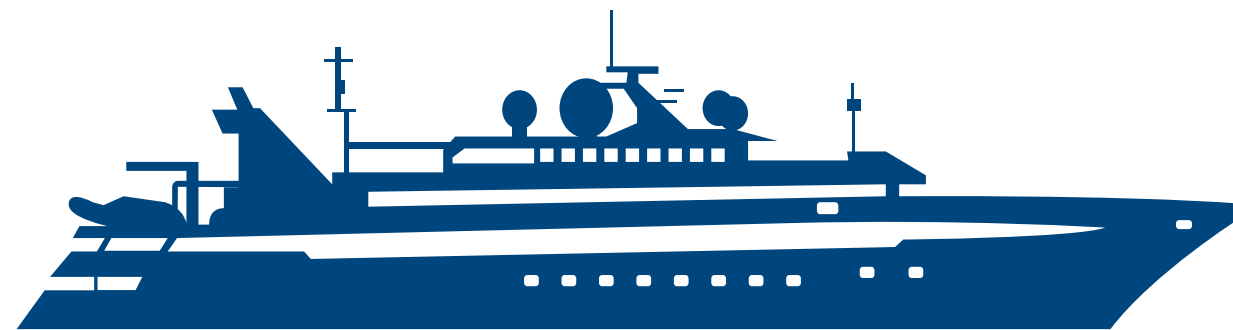
Welcome 150 UHNW/HNW with an interest in yachting & luxury lifestyle

# KATA ROCKS SUPERYACHT RENDEZVOUS INFOGRAPHICS

## BOATS ON DISPLAY



Average Size  
**35 METERS**



Longest Superyacht  
**70M LADY CHRISTINE** (2010)



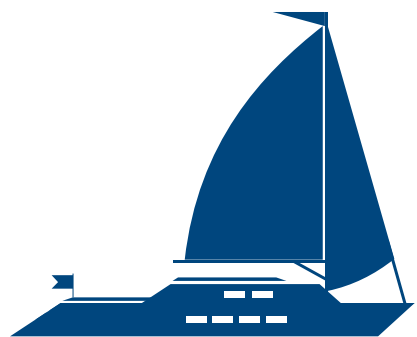
Superyachts on display **16**

Yachts on display **6**

Motor Yachts on display **17**

Sail Yachts on display **4**

Yachts available  
for charter or sale **14**



## SUPERYACHT CHARTER



Most expensive **150,000 US\$** per week plus expenses

Average cost **95,000 US\$** per week plus expenses

## INVITATION LIST



By Invitation Only  
8 - 10 December 2017

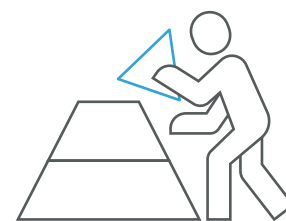
## MARKETING & PR



Target Marketing & PR  
**600,000 US\$**

Articles Published by Leading Media  
**100+**

Reach via Media, PR, and Social  
**7M+**



Actual Marketing & PR  
**OVER 1,100,000 US\$**



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

Key Media Publications  
Boat International • Prestige • Rob Report • Tatler • The Australian Financial Review  
and many more



**PHUKET  
THAILAND**



7.8129° N, 98.2964° E

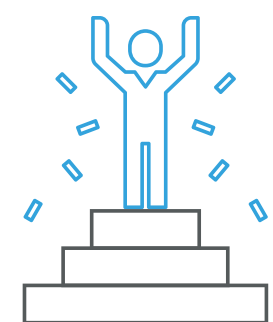
**POPULATION  
535,725**



## GUESTS

HNW/UHNW	<b>100</b>
Superyacht Owner	<b>30</b>
Yachting	<b>50</b>
Infinite Luxury	<b>15</b>
Media	<b>30</b>
Suppliers	<b>20</b>
High Profile Guests	<b>80</b>

**TOTAL 325**



KATA ROCKS SUPERYACHT RENDEZVOUS 2017

# ATTENDEES

## GUEST LIST

- 325 guests attended the 2017 KRSR
- **TARGET:** For the 2017 event the goal was to invite 50 HNW/UHNW guests
- **ACTUAL:** We welcomed 100 HNW/UHNW guests
- The target over the next 5 years is to bring this number up to 40% (150 guests)

### ○ GUESTS

- 100 HNW/UHNW including 30 superyacht owners and 20 Kata Rocks Villa Owners
- 50 Yachting professionals
- 30 Luxury & Lifestyle Media
- 20 strategic Suppliers
- 15 Infinite Luxury Executives
- 80 High Profile Guests

- The aim is not to grow the number of attendees but attract a high number of UHNW/HNW with an interest in yachting.

*The KRSR will remain an invitation only event*



KATA ROCKS SUPERYACHT RENDEZVOUS 2017  
**ATTENDEES**

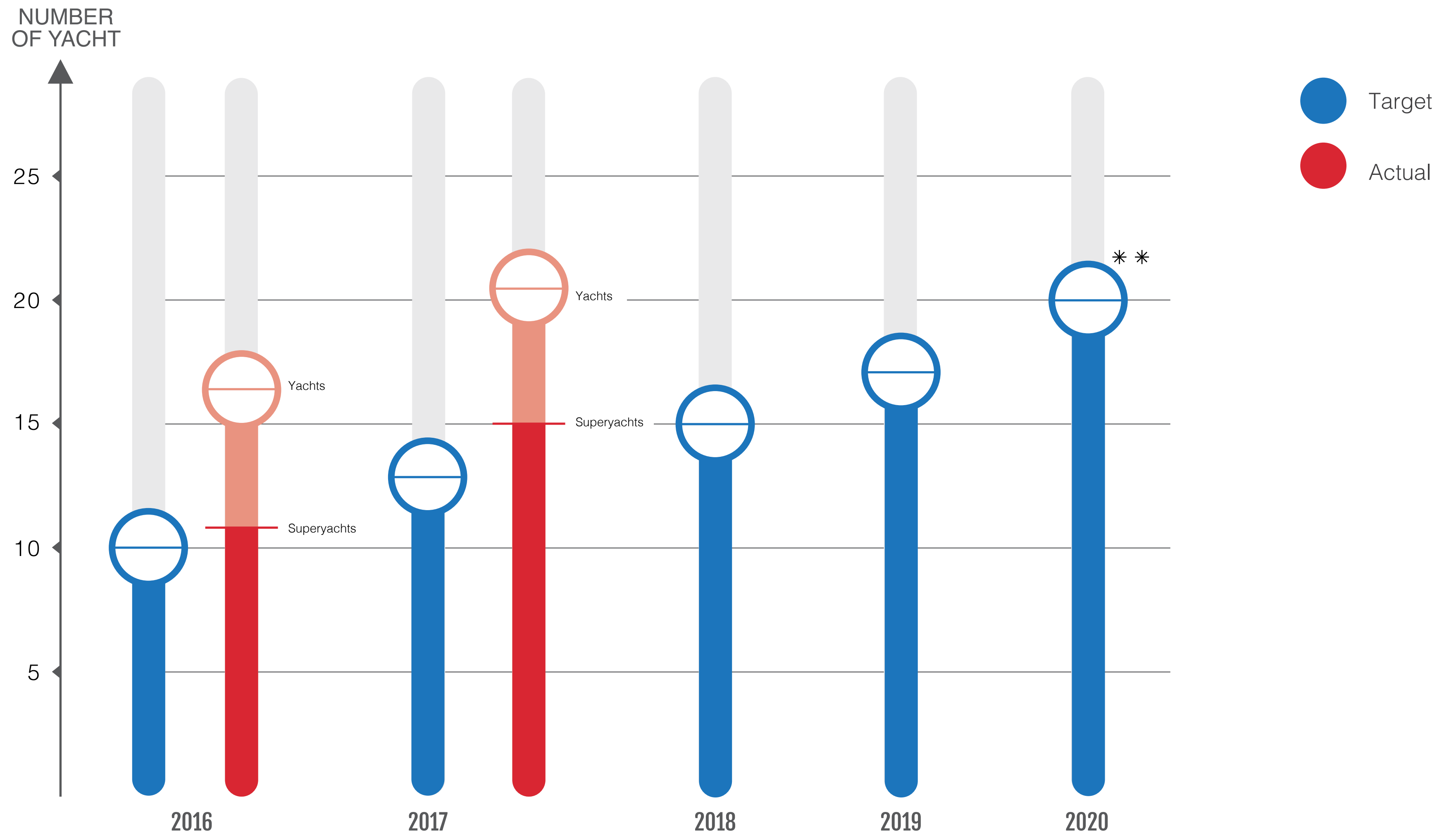
**SUPERYACHTS**

**TARGET**

FOR THE 2017 KRSR THE GOGL WAS TO BRING 12 SUPERYACHTS TO THE EVENT

**ACTUAL**

THE 2017 KRSR WELCOMED 15 SUPERYACHTS ABOVE 24M IN LENGTH AND 5 OTHER HIGH-PROFILE YACHTS



\* 15 superyachts & 6 yachts attended the 2017 KRSR

\*\* The goal in the next 5 years is to attract 20 superyachts over 24m. in length

KATA ROCKS SUPERYACHT RENDEZVOUS 2017  
**SUPERYACHT BRANDS**



*“The KRSR 2017 is proud to have attracted the most prestigious brands from the yachting world including Feadship and Royal Huisman – brands that normally only showcase together in Monaco and Fort Lauderdale.*

*To have these brands supporting the KRSR will only help to generate increased interest in Phuket, Thailand and Asia as a world-class superyachting destination.”*

Richard Pope  
 CEO Kata Rocks’ & Infinite Luxury

**A BIG THANK YOU TO OUR PARTNERS**

**SUPERYACHT PARTNERS**



**PARTICIPATING PARTNERS**





KATA ROCKS SUPERYACHT RENDEZVOUS 2017  
**BRAND MENTIONS**

Number of mentions for the attending superyachts and yachting partners received in KRSR generated media

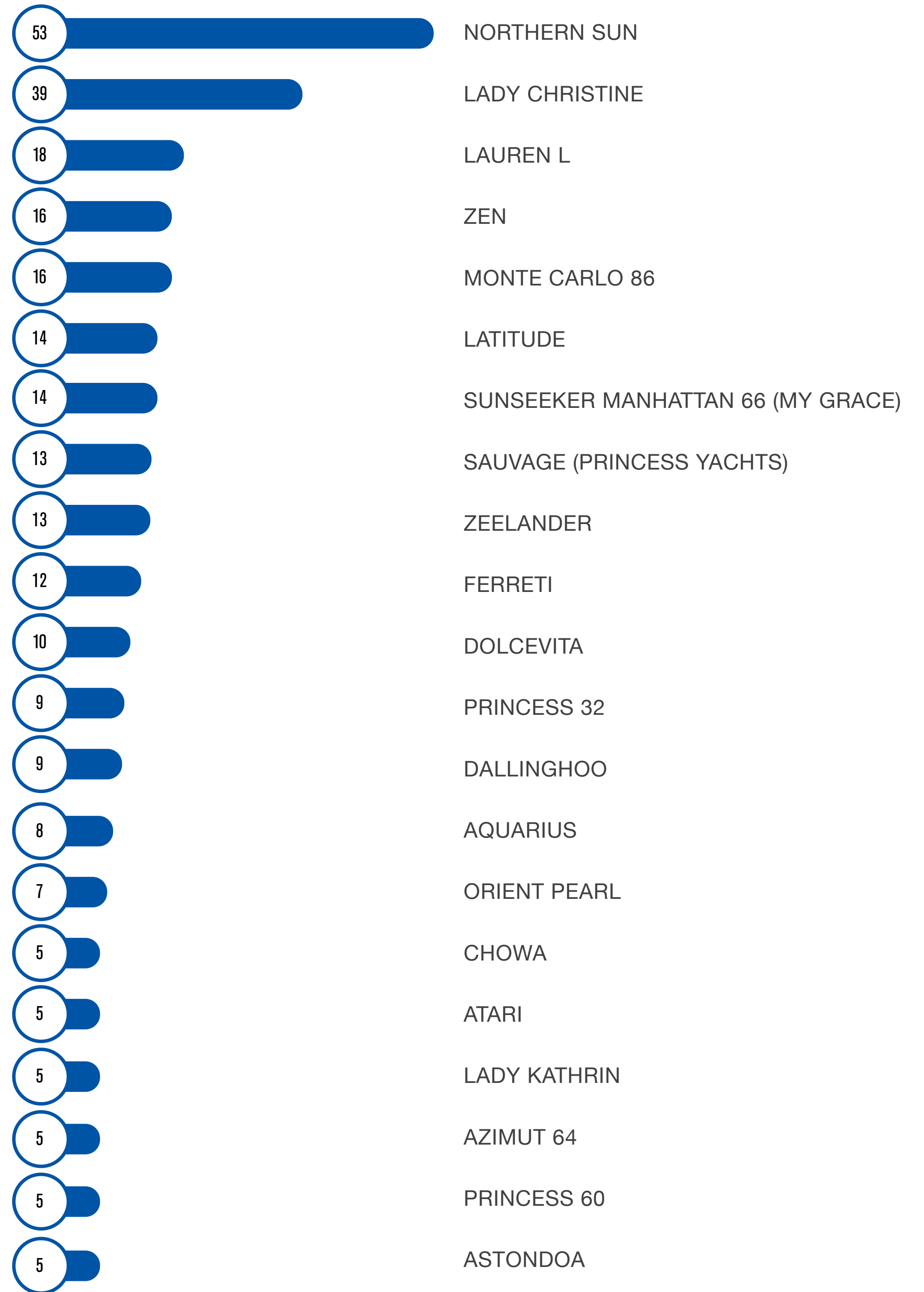
Combined relevant publications (*online, social and print*), including lifestyle, luxury travel, yachting, property and business magazines



YACHTING & PARTICIPATING BRANDS



KATA ROCKS SUPERYACHT RENDEZVOUS 2017  
**BRAND MENTIONS**

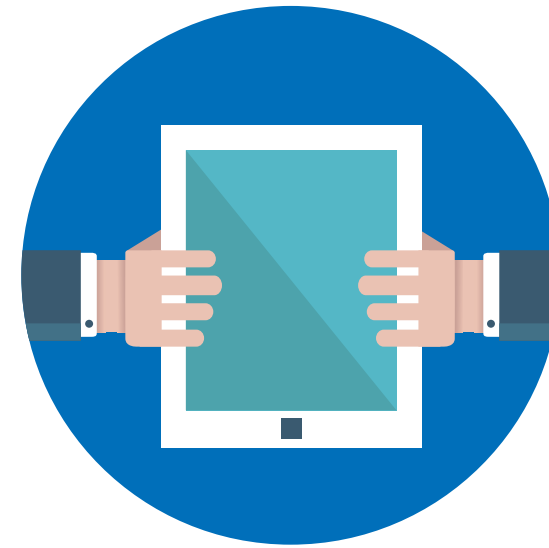


KATA ROCKS SUPERYACHT RENDEZVOUS 2017  
**QUANTIFIED PR AND MARKETING VALUE**



TARGET  
**600,000** US\$

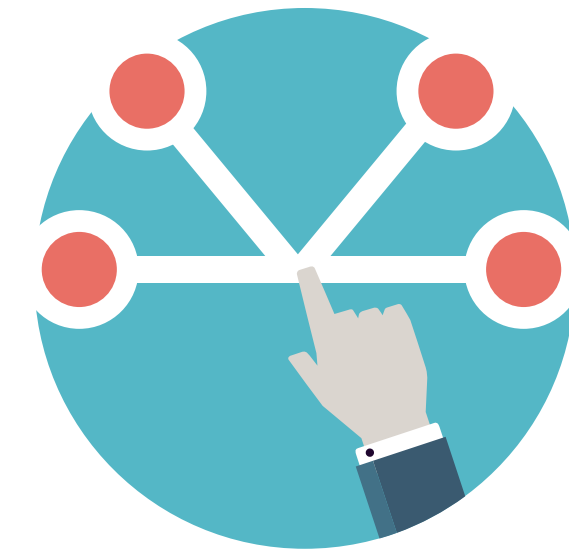
ACTUAL  
**OVER 1,000,000** US\$



**OVER 35 ARTICLES**  
PUBLISHED IN PRINT MAGAZINES\*

**OVER 70 ARTICLES**  
PUBLISHED ONLINE CHANNELS\*

**OVER 350 FEATURE POST**  
ON VARIOUS SOCIAL MEDIA CHANNELS



**REACH**  
**OVER 7M PEOPLE**  
COMBINED ONLINE, SOCIAL AND PRINT MAGAZINES

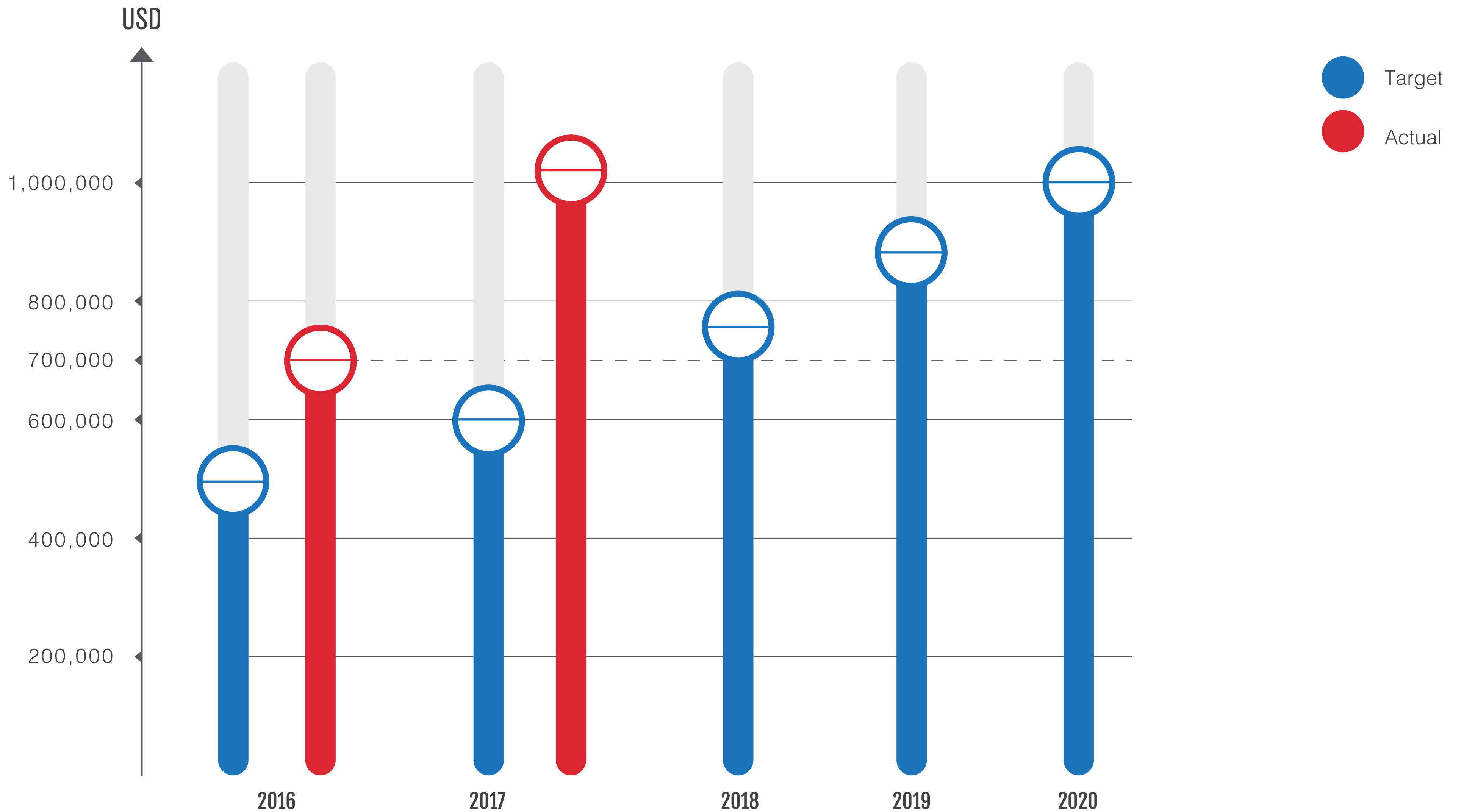
**REACH**  
**OVER 700,000+ PEOPLE**  
THROUGH 30 ENEWSLETTER  
KRSR & PARTICIPATING PARTNERS

**TARGET FOR THE NEXT 5 YEARS IS TO EXCEED USD 1,000,000 IN MARKETING AND PR VALUE**

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

# KATA ROCKS SUPERYACHT RENDEZVOUS 2017

## QUANTIFIED PR AND MARKETING VALUE

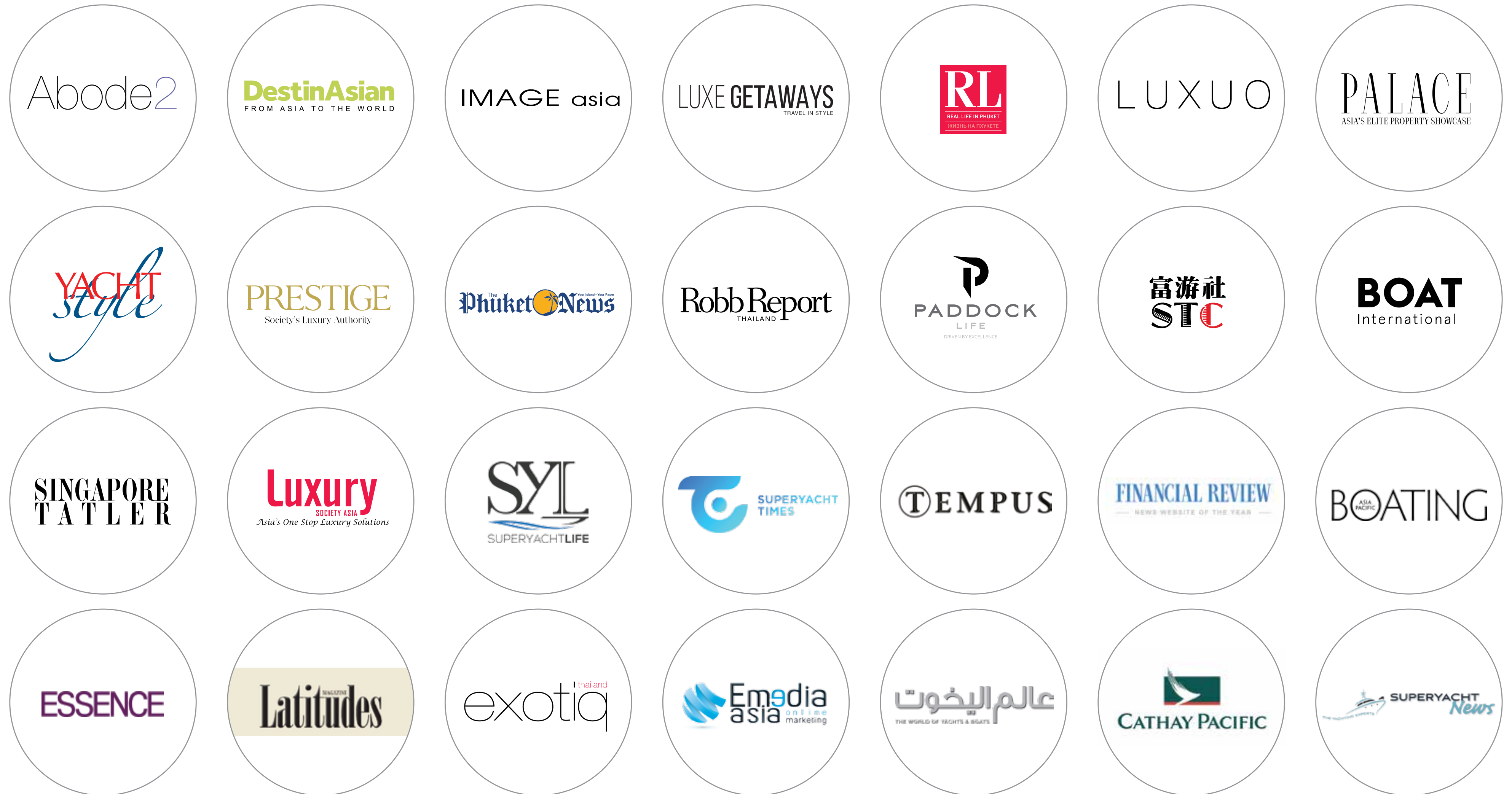


TARGET FOR THE NEXT 5 YEARS IS TO EXCEED USD 1,000,000 IN MARKETING AND PR VALUE  
GOAL ARCHIEVED IN 2017

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

# MEDIA

## A BIG THANK YOU TO OUR MEDIA PARTNERS



- TARGET: bring 20 media partners
- ACTUAL: we welcomed more than 20 media partners
- TARGET: continue to welcome 20 high profile media partners

KATA ROCKS SUPERYACHT RENDEZVOUS 2017

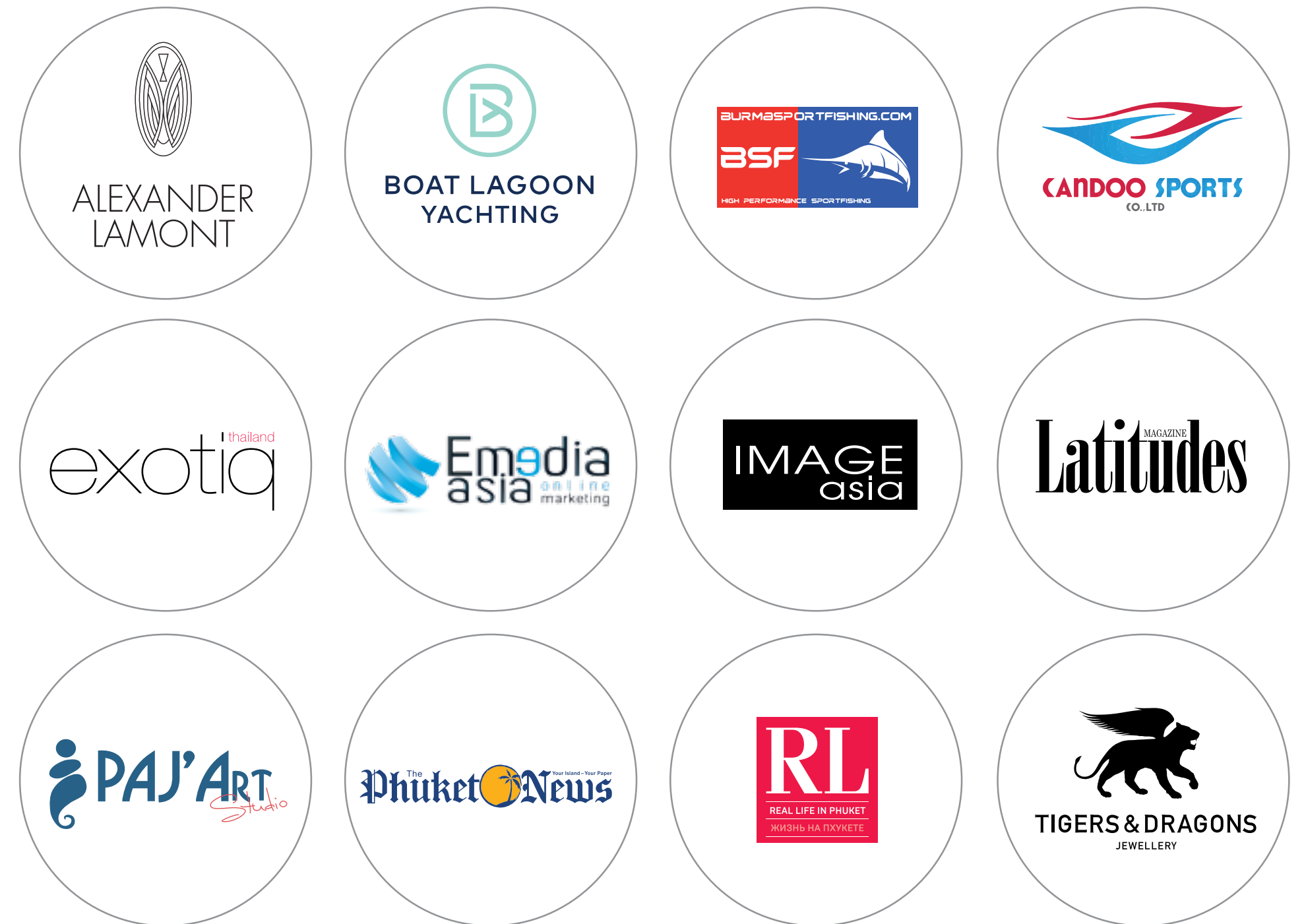
# SUPPORTING PARTNERS

## A BIG THANK YOU TO OUR MEDIA PARTNERS

### SUPPLIER PARTNERS



### ISLAND PARTNERS



KATA ROCKS SUPERYACHT RENDEZVOUS 2017  
**PARTICIPATING YACHTS**



**MY LADY CHRISTINE**  
Length: 70 m / 224ft  
Feadship



**SY ZEN**  
Length: 53 m / 175 ft  
Global Adventure Group Ltd., and Zygmunt Choren



**MY NORTHERN SUN**  
Length: 51m / 167ft  
Narasaki Shipyard



**MY LATITUDE**  
Length: 44 m / 143 ft  
Timmerman Yachts



**MY AZUL A**  
Length: 34m / 111.55ft  
Moonen Shipyard



**MY PRINCESS SAUVAGE**  
Length: 32 m / 105 ft  
Princess Yachts



**MY DOLCE VITA**  
Length: 32 m / 105 ft  
Numarine



**MY AQUARIUS S**  
Length: 32 m / 106 ft  
Falcon

KATA ROCKS SUPERYACHT RENDEZVOUS 2017  
**PARTICIPATING YACHTS**



**MY BLOSSON**  
Length: 32 m / 104ft  
Astondoa



**MY SILVERLINING**  
Length: 31.4 m / 103 ft  
Sparkman & Stephens



**SY DALLINGHOO SCHOONER**  
Length: 29.6m / 97ft  
S.A. Pritchard



**SY ORIENT PEARL**  
Length: 27.5 m / 90 ft  
Classic custom built schooner



**MONTE CARLO 86**  
Length: 26 m / 86 ft  
Monte Carlo Yachts



**MONTE CARLO 86**  
Length: 26 m / 86 ft  
Monte Carlo Yachts



**MY FERRETTI 850**  
Length: 25.9 m / 85 ft  
Ferretti Yachts



**MY LADY KATHRYN**  
Length: 24 m / 78 ft  
Sunbird Yachts



KATA ROCKS SUPERYACHT RENDEZVOUS 2017  
**PARTICIPATING YACHTS**



**MY FERRETTI 720**  
Length: 22 m / 72 ft  
Ferretti Yachts



**SPLO CHOWA**  
Length: 22.5m / 74 ft  
Splo Yachts Design



**SUNSEEKER MANHATTAN 66**  
Length: 21 m / 70 ft  
Sunseeker Yachts



**AZIMUT FLYBRIDGE 64**  
Length: 20m / 64 ft  
Azimut Yachts



**MY PRINCESS 60**  
Length: 18 m / 60 ft  
Princess Yachts



**MY REELY NAUTI TOO**  
Length: 16.5m / 54ft  
Bertram 510



**MY ZEELANDER Z44**  
Length: 13.5m / 44ft  
Zeelander Yachts



**ATARI VI**  
Length: 12.4m / 40ft  
Lee Marine



# KATA ROCKS SUPERYACHT RENDEZVOUS 2017

## EDMs



KRSR Newsletter - Image Asia



Superyachts set to make waves again at KRSR 2017



KRSR Newsletter - Prestige



Contest Yacht's Asia launch



Welcomes back Benetti, brings VistaJet on-board



KRSR Team builds momentum in Monaco



Another reason to be in Phuket this season



KRSR The superyacht event in Asia



KRSR Greetings from Monaco - September 2017



KRSR Builds on last year's success - August 2017



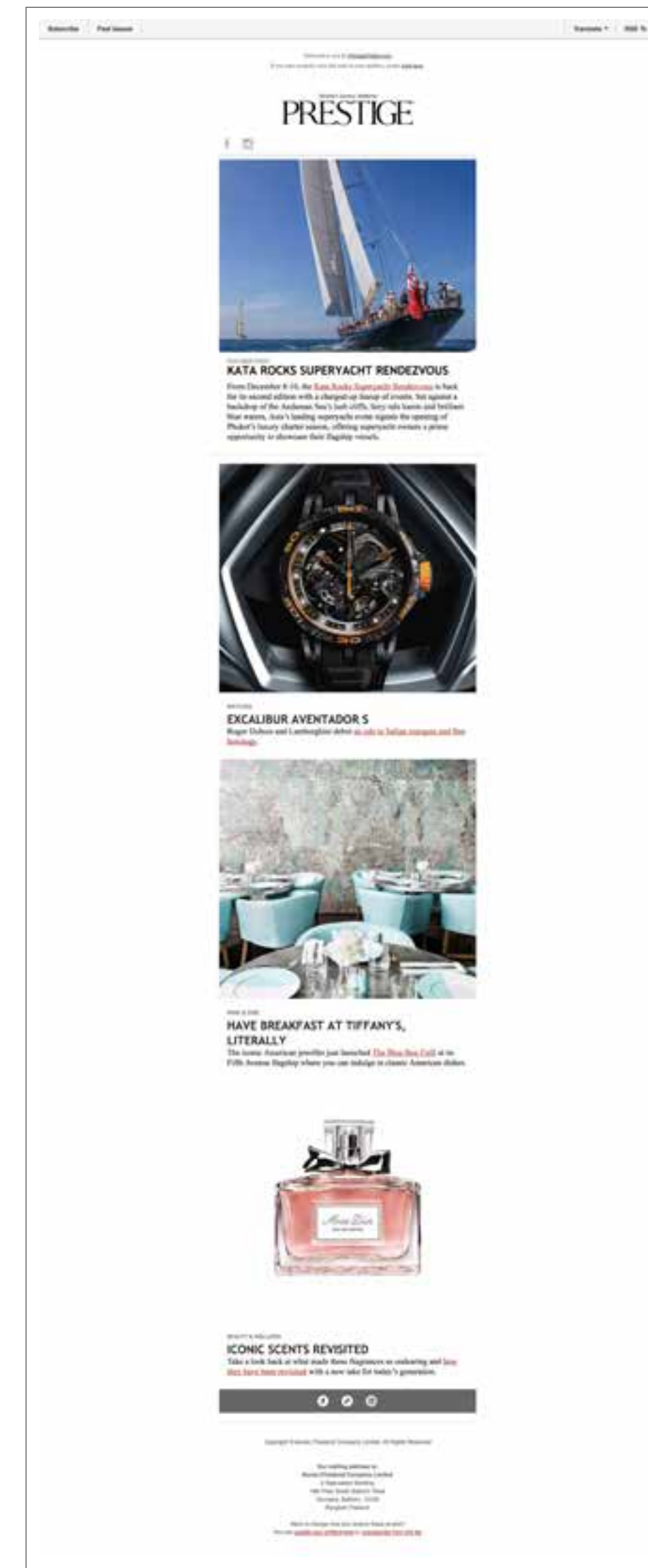
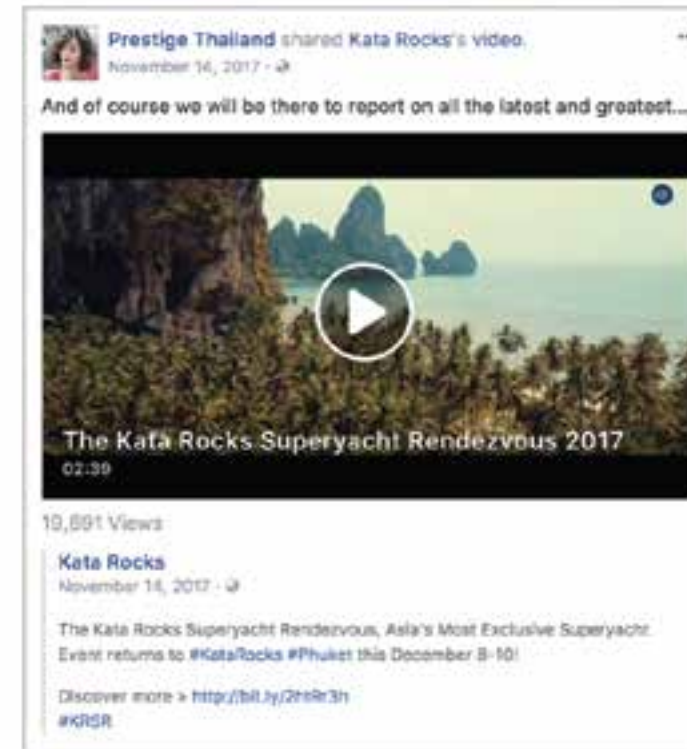
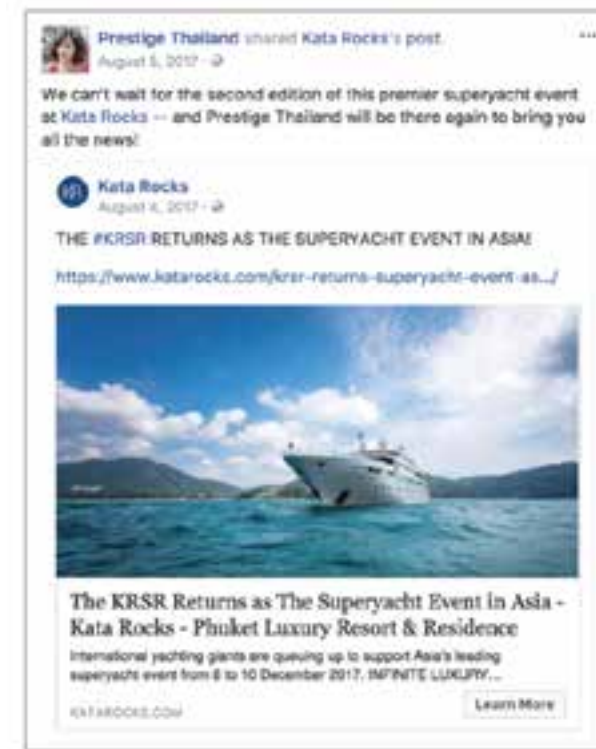
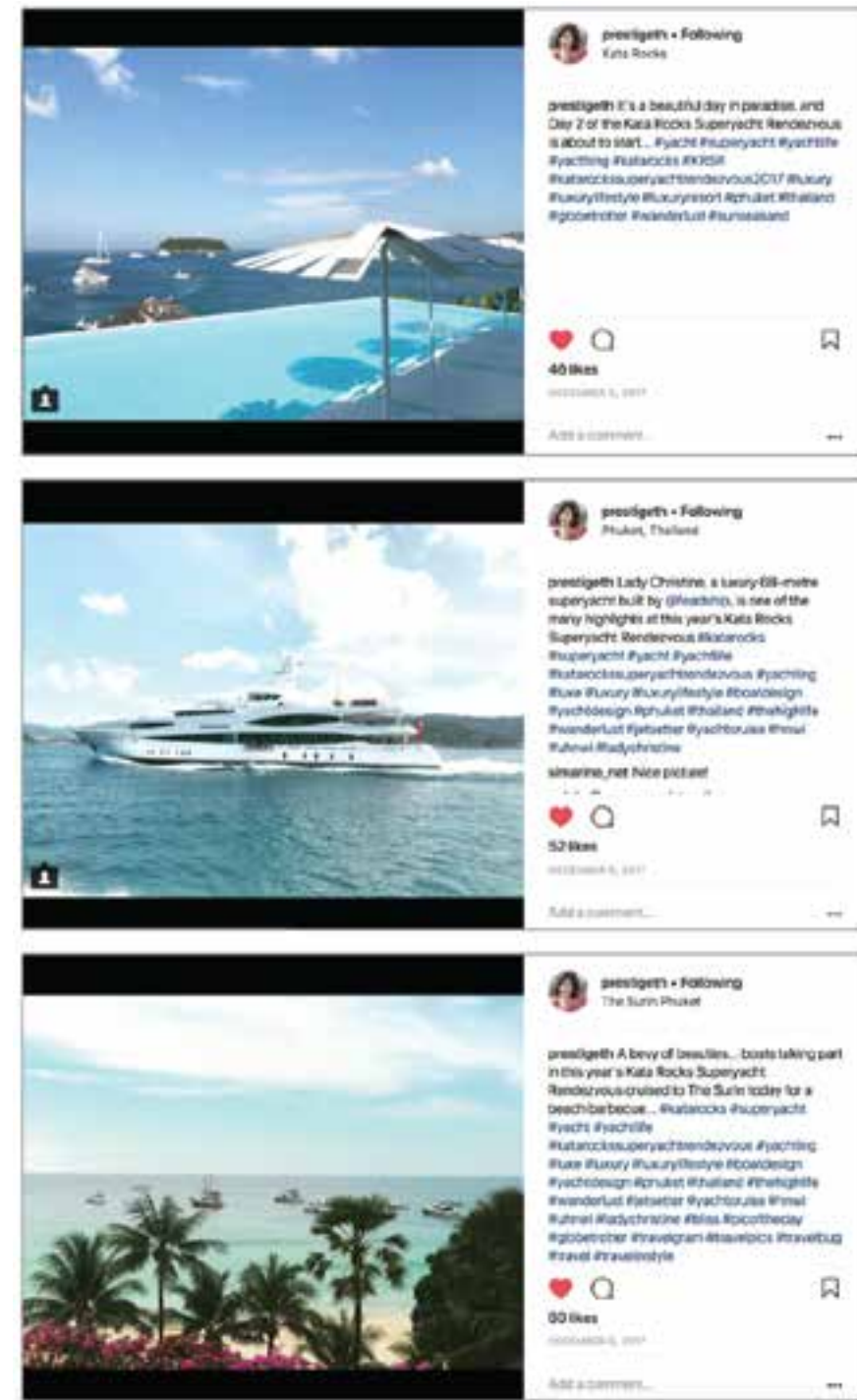
KRSR March 2017 Newsletter

# KATA ROCKS SUPERYACHT RENDEZVOUS 2017

## SELECTED MEDIA COVERAGE

Society's Luxury Authority

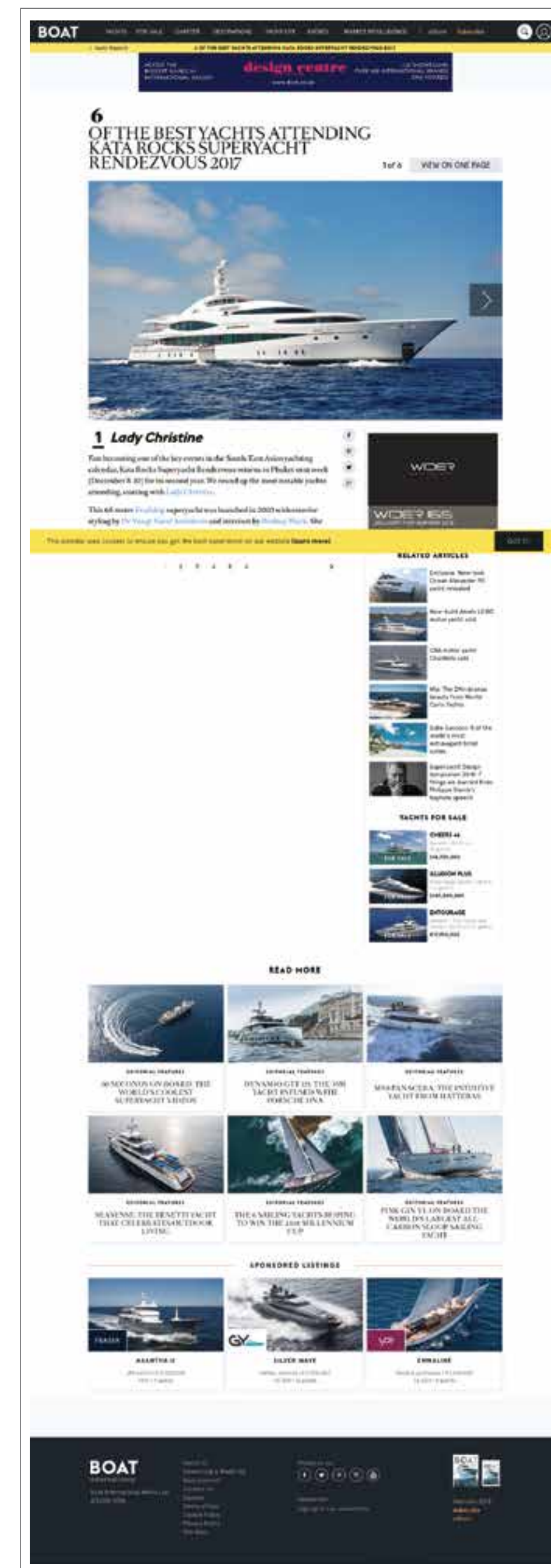
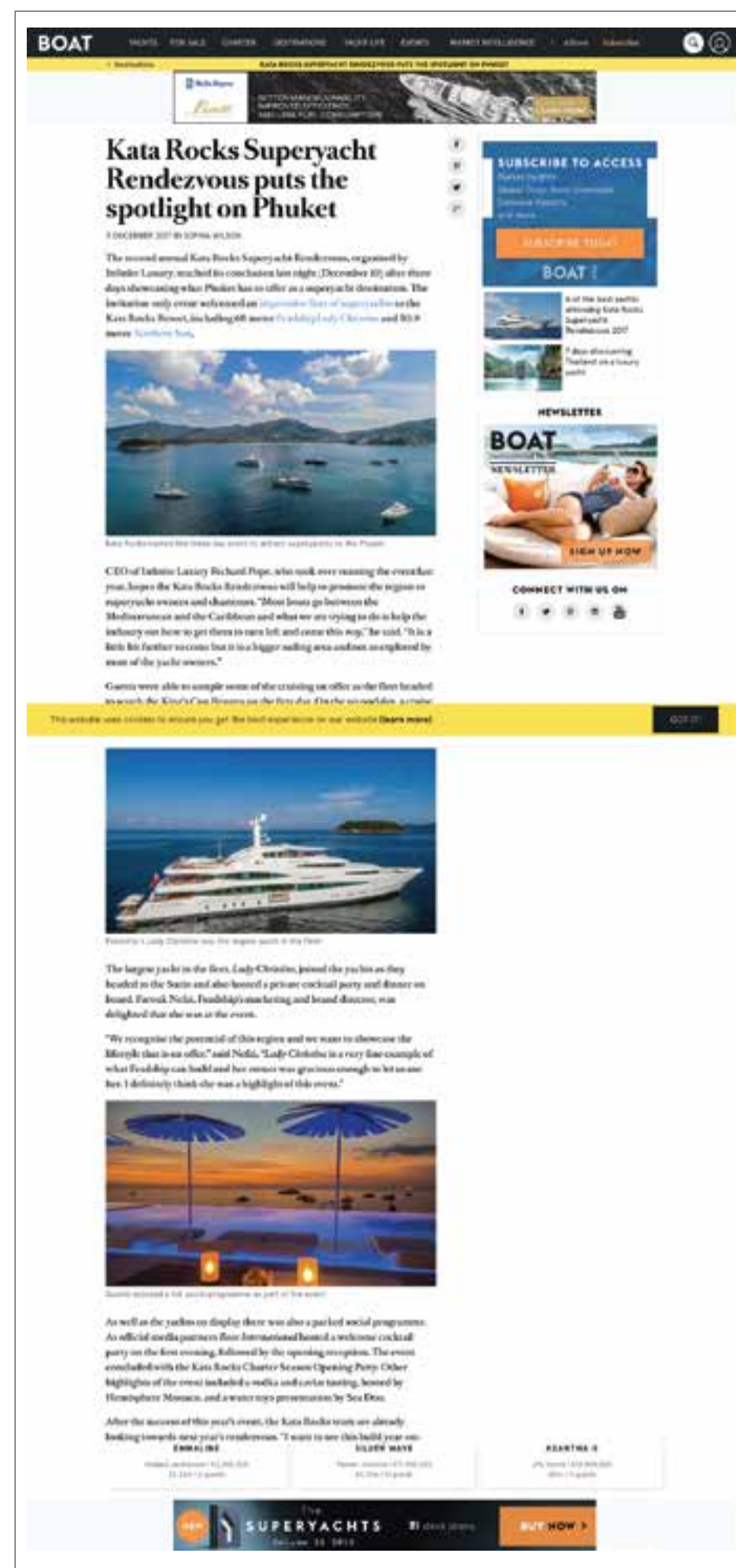
### PRESTIGE



# KATA ROCKS SUPERYACHT RENDEZVOUS 2017 SELECTED MEDIA COVERAGE

# BOAT

International



# KATA ROCKS SUPERYACHT RENDEZVOUS 2017 SELECTED MEDIA COVERAGE

## FINANCIAL REVIEW

NEWS WEBSITE OF THE YEAR

**afr.com Digital news site of the year**  
PANPA AWARDS 2017

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**EU, Japan sign key new trade deal**  
The European Union and Japan said on Friday they had finalised a sweeping deal that would create a free trade area covering more than a quarter of the world's economy, pushing against rising calls for protectionism in much of the West p10

**Electric share cars coming to the office**  
Brookfield Properties and car share group GoGet have teamed up to encourage Australians to drive electric cars by putting charging stations and hybrid vehicles in office blocks p15

**Kestelman drives sporting revival**  
Larry Kestelman is doing with the National Basketball League what the wealthy owners of clubs in other sports competitions would love to replicate. And the key is control, which Kestelman has over the NBL p37

**Trim super fund boards**  
Why does an industry super fund with \$7.5 billion of assets need 11 trustees sitting around a board table, costing members nearly \$800,000 a year? p16

**Dangers in the budget**  
We may yet become a case study not just for its fragility and the failure to adjust to new realities p39

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Luxury super yacht Lady Christine, right, comes with a \$US62 million price tag.

## Asia's super yacht boom could spread to Australia

**Fiona Carruthers**  
The well-worn joke in the super yacht industry has long gone that boat stands for "borrow another thousand". But Perth-based mining expert and a founding partner of strategic consulting firm Virtual Consulting International, Lionel Louw, has a ready answer: "Charter, don't buy," he tells *The Australian Financial Review*, while stepping an ice cold Sigha beer off the coast of Phuket aboard the magnificent European-owned 32-metre Princess Sauvage, which hosts 10 guests plus crew and charters for US\$2,000 (\$15,984) a day.

"It makes more financial sense. And the problem when you buy is there's always a bigger boat out next year."

Not that he should be exactly talking down outlying millions for a motor yacht. Louw, along with fellow Australian-based businessmen Greg Ferris and Aon Health & Benefits Asia Pacific CEO Tim Dwyer were among a number of villa owners in town at their upmarket Kata Rocks Resort on the southern tip of Phuket - hosting the second annual Kata Rocks Super Yacht Rendezvous, which ran over the past three days, finishing on Sunday December 10 with yet another lavish cocktail event.

Seventeen boats and about 300 guests - including brokers and the yacht manufacturing houses' representatives, plus a handful of local owners like Gula Labani - the British-Pakistani co-founder of British telecommunications company Binatone and owner of Royal Phuket Marina - attended the three days of champagne, caviar, beach parties and boat hopping events.

Boat owner, British property developer and Kata Rocks Resort's creator, Richard Pepp, decided to chase the yachtie market shortly after opening his 34-villa boutique hotel in November 2014. "The super yacht world has traditionally been about the whole Mediterranean and the Caribbean thing," he said from his per-house suite on Sunday. "We created this event last year to encourage more super yachts to come down from the Med and spend a few months in Asia, then go onto Australia - it has great potential for Australia as many of the yachts will continue down your way."

Some of these boats spend \$100,000 a year on fivers alone. Imagine what that does for the region's tourism and small businesses.

CEO of Queensland's Gold Coast City Marina, Trenton Gay, was so impressed when he visited the inaugural Kata Rocks Rendezvous last year, he created a similar annual event on the Gold Coast this year.

"We're right behind what you're doing in Thailand, because we know that once the big boats start coming here, they will also carry on down to Australia and New Zealand," Mr Gay says.

The super yacht global market "is projected to display a robust growth represented by a compound annual growth rate of 7.26 per cent during 2017 - 2022, chiefly driven by rising number of ultra-wealthy clientele," says market researchers Azoth Analytics, while Boat International notes that 760 super yachts were on order and under construction at the start of 2017 - an increase of 0.7 per cent on 2016. The event, booked in for the next four years at Kata Rocks, this year drew boats of the calibre of not only Princess Sauvage, but Readship's 70-metre Lady Christine and Burgess' 51-metre Northern Sun.

Naturally, most super yachts are for sale for the right price.

Lady Christine comes with a \$US62 million price tag. Built in 2010 and refitted in 2015, she can accommodate up to 10 guests in five cabins, plus 12 smaller cabins for 21 crew. Lady Christine also comes with a helipad and an internal soundproof cinema with a 120-inch screen.

**60 YEARS OF ADVENTURE AND DISCOVERY**

The screenshot shows the Financial Review website interface. The main article is titled "Asia's super yacht boom could spread to Australia". The page includes a navigation menu, a search bar, and various sidebar sections such as "Related Articles", "Special Reports", and "Market News". The article text is partially visible, matching the content in the main image.

KATA ROCKS SUPERYACHT RENDEZVOUS 2017  
**SELECTED MEDIA COVERAGE**

**TEMPUS**

TEMPUS  
 TIMELESS INSPIRATION

PARADISE FOUND  
 2018's ultimate island escapes

LUXURY TRAVEL TRENDS | NEW YEAR WELLNESS | FLYING IN STYLE

TRAVEL EDITION

**The PHUKET effect**

Tempus visits the invite-only Kata Rocks Superyacht Rendezvous to discover why Phuket is the new superyachting hotspot

Words: Cheryl Brown

With hundreds of new superyachts, world-class dining and spa amenities, marine-themed pools, water toys and much more, Phuket is a sailing paradise. With miles of beautiful coastline and a growing number of marinas, the island is ripe for becoming Asia's premier superyacht destination. In a recent visit to the Kata Rocks Superyacht Rendezvous, we saw Phuket finally in the superyacht spotlight.

**Phuket rocks**

The Kata Rocks Superyacht Rendezvous was held in December with a focus on showcasing the island's new offerings and the big boom at the luxury travel Kata Rocks. The event was well-attended by the world's most prominent superyacht brands, industry figures and high-net-worth individuals representing all the high-end yachting powerhouses.

Richard Page, CEO of luxury lifestyle magazine *Condé Nast* and the event's emcee, said: "What we are doing with this event is promoting the island and its reputation as a global island to come and experience Phuket. The yachting world has been going here for decades. It's time for the rest of the world to see what Phuket has to offer and to experience it first-hand. We want to see how the world's most exclusive yachts and their crews are enjoying the island's world-class amenities."

The impressive list of the event included the *Bluebird Lady* Charter and the *White Horizon* has, represented by *Bluebird*. During the event, there were two exclusive dinners held on board the *Bluebird Lady* Charter and the *White Horizon*. The high-end list of guests included the *Bluebird Lady* Charter, *White Horizon* and the *Bluebird Lady* Charter. The *Bluebird Lady* Charter is a 100m superyacht with a crew of 20 and a net worth of over \$100 million. The *White Horizon* is a 120m superyacht with a crew of 25 and a net worth of over \$150 million.

92

**MOVE**

The *White Horizon* has set up shop in Phuket. The island is the new hotspot for superyachts.

Understanding Phuket's location and its status as the global's premier superyacht destination is the key. The island's location is the key to its success. The island is the new hotspot for superyachts. The island is the new hotspot for superyachts. The island is the new hotspot for superyachts.

Many agree that what sets Phuket apart is its lush landscape and exceptional service. The island's location is the key to its success. The island is the new hotspot for superyachts. The island is the new hotspot for superyachts. The island is the new hotspot for superyachts.

**Chic retreats**

Being with incredible cruising grounds - Phuket has been a cluster of over 30 islands to explore while the island's location is the key to its success. The island is the new hotspot for superyachts. The island is the new hotspot for superyachts. The island is the new hotspot for superyachts.

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# KATA ROCKS SUPERYACHT RENDEZVOUS 2017 SELECTED MEDIA COVERAGE



MER  
By Captain Chen

## KATA ROCKS: SUPERNATURE

Luxe, yachts et volupté

Les géants internationaux de la plaisance font la queue pour jeter l'ancre à un événement majeur de renommée d'exception: le Kata Rocks Superyacht Rendezvous. Infinite Luxury, en collaboration avec Kata Rocks, est très fier d'accueillir à nouveau le KRSR en décembre et d'offrir à Phuket quelques semaines des marques de superyacht les plus renommées au monde.

**AN EVENT THAT EXCITES THE PEOPLE OF THE ISLAND**, and promises another world to be seen in Phuket, Southern Thailand's ship scene celebration of a superyacht has gone. From the world of the cruise ship, to the more exclusive world of the superyacht, the event is a celebration of the world's most exclusive yachts and the people who love them. The event is a celebration of the world's most exclusive yachts and the people who love them. The event is a celebration of the world's most exclusive yachts and the people who love them.

SEA

International yachting giants are queuing to anchor at Asia's leading superyacht event Kata Rocks Superyacht Rendezvous. Infinite Luxury in collaboration with Kata Rocks is very proud to again host the KRSR in December and bring back some of the world's most iconic superyacht brands to Phuket.

Nothing the superyacht world has seen in recent years is quite like the KRSR. It's a celebration of the world's most exclusive yachts and the people who love them. The event is a celebration of the world's most exclusive yachts and the people who love them.

ANCHOR & ENCORE

From the KRSR in December, Kata Rocks Superyacht Rendezvous. Infinite Luxury in collaboration with Kata Rocks is very proud to again host the KRSR in December and bring back some of the world's most iconic superyacht brands to Phuket.

Nothing the superyacht world has seen in recent years is quite like the KRSR. It's a celebration of the world's most exclusive yachts and the people who love them. The event is a celebration of the world's most exclusive yachts and the people who love them.

SUPERYACHT RENDEZVOUS

Kata Rocks Superyacht Rendezvous. Infinite Luxury in collaboration with Kata Rocks is very proud to again host the KRSR in December and bring back some of the world's most iconic superyacht brands to Phuket.

Nothing the superyacht world has seen in recent years is quite like the KRSR. It's a celebration of the world's most exclusive yachts and the people who love them. The event is a celebration of the world's most exclusive yachts and the people who love them.

AN EXTRAORDINARY SUPERYACHT EXPERIENCE

Experience the superyacht lifestyle with the most exclusive rendezvous on the Asian superyacht calendar at Kata Rocks. A bespoke adventure designed for superyacht owners and the discerning held annually in early December in Phuket, Thailand. Asia's leading Superyacht hotspot.

For more details or to request an invitation, please email [info@infinite-luxury.com](mailto:info@infinite-luxury.com)

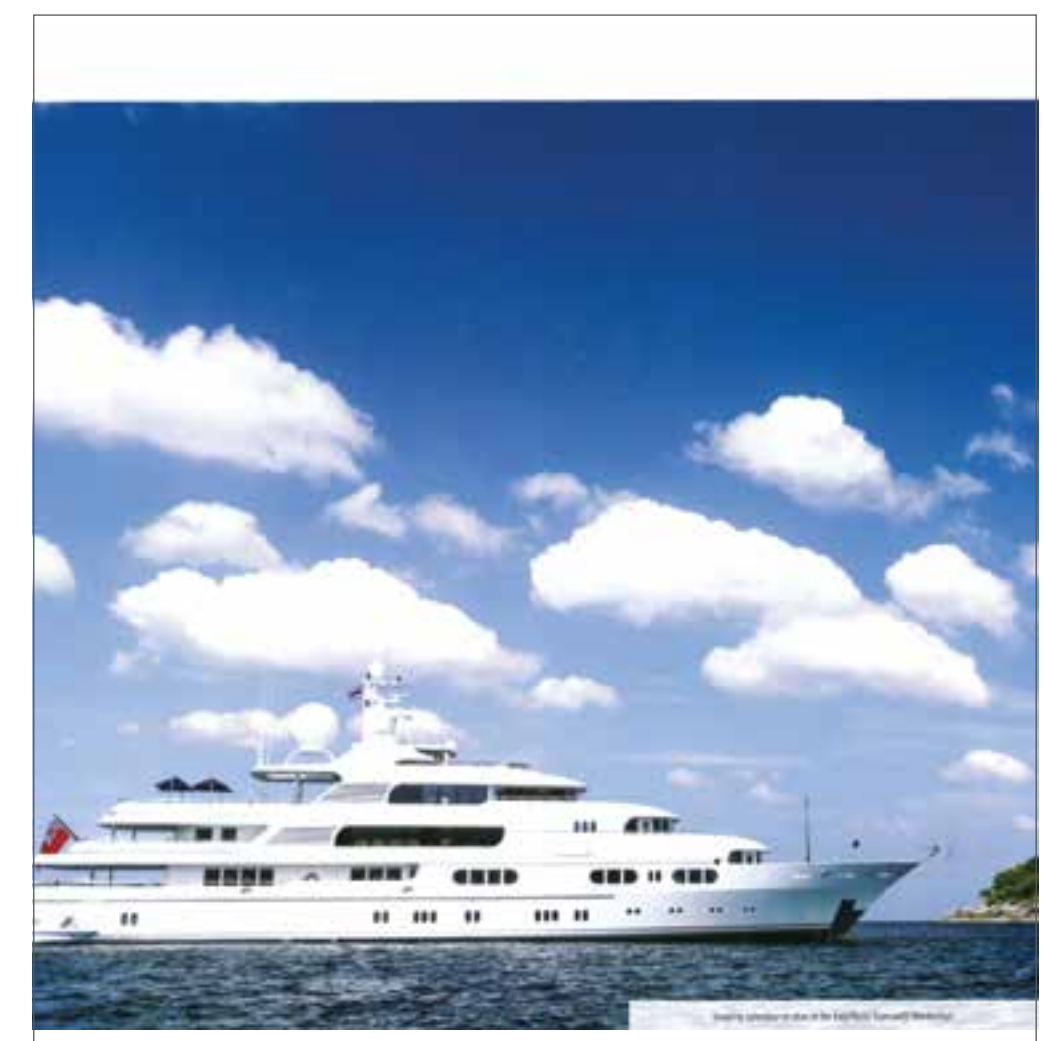
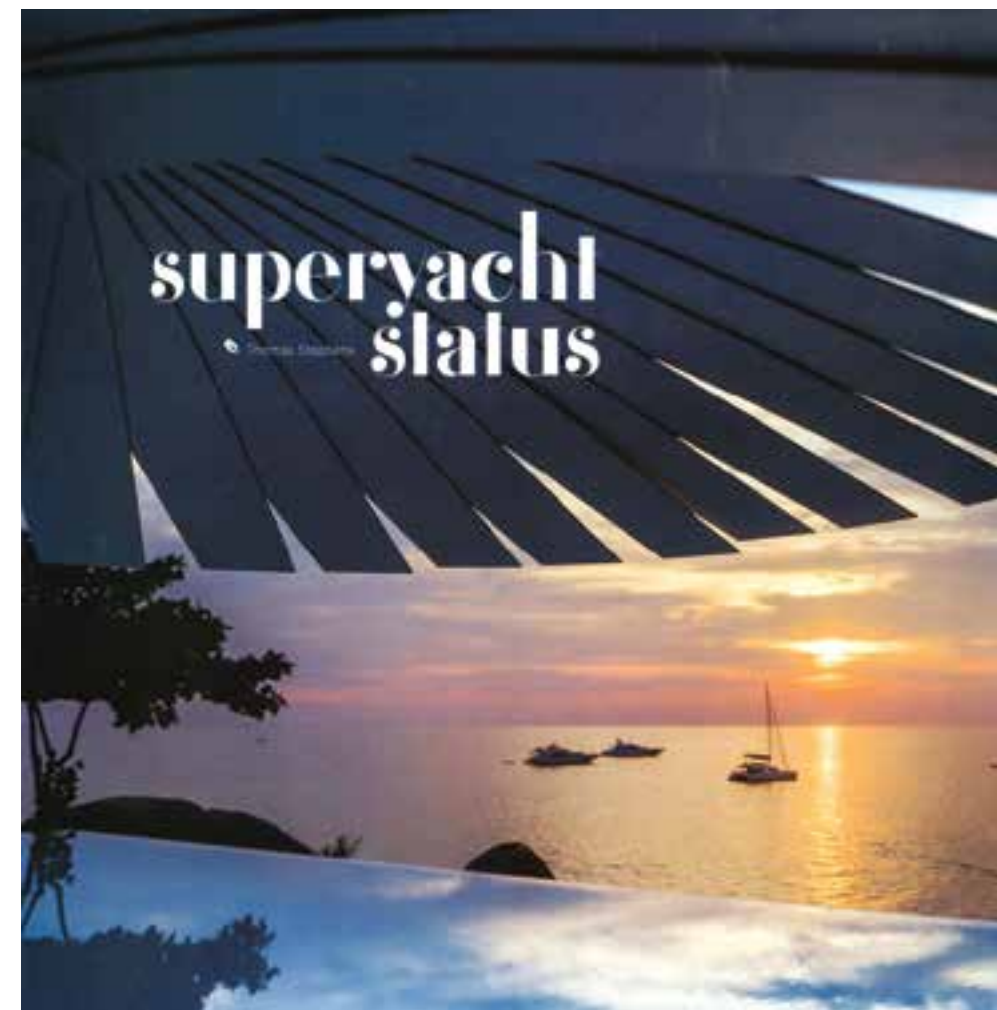
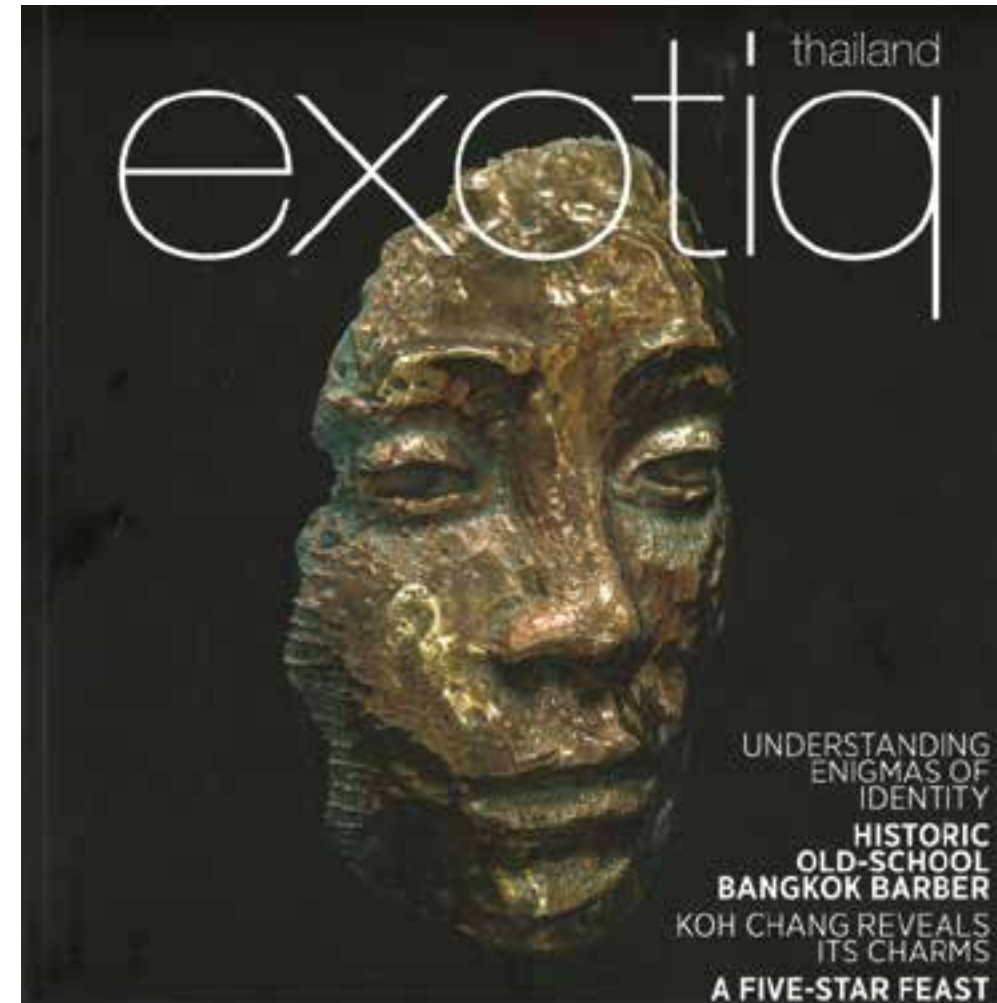
KATA ROCKS SUPERYACHT RENDEZVOUS

[www.katarocks.com/krsr](http://www.katarocks.com/krsr)



# KATA ROCKS SUPERYACHT RENDEZVOUS 2017 SELECTED MEDIA COVERAGE

thailand  
exotiq



KATA ROCKS SUPERYACHT RENDEZVOUS 2017  
**SELECTED MEDIA COVERAGE**



EVENTS



**ROCKING SUCCESS**

Thai resort Kata Rocks' second annual big event was the KRSR 2017 (Kata Rocks Superyacht Rendezvous) held in Phuket from 8 to 10 December 2017. The glamorous event witnessed the crowning of some of the industry's most important global yachting brands, brokerage houses and a number of superyacht owners. Over these days of celebrations and networking, the KRSR undoubtedly generated the increased interest in Phuket, Thailand and Asia as a world-class superyachting destination. The stars of this prestigious yachting event included Feaniship's 70-metre MY Lady Christina, the 52-metre Phinisi Schooner SY Zen, Burgess' 51-metre MY Northern Sun, 32-metre MY Princess Sauvage, two Monte Carlo 86 yachts and MY Grace, the 2017 Sunseeker Manhattan 66. A much-talked about cocktail party was organised by Contax Yachts who are recognised as a leader in custom-built sail yachts. Arjen Gooijer, Contax Yachts CEO, enthused, "We are very impressed by the rapid growth and significance of the KRSR and the decision to attend the event for its launch was a win-win for all."



# KATA ROCKS SUPERYACHT RENDEZVOUS 2017

## TESTIMONIALS

As co-sponsors Feadship has always believed in the Asia region as we have quite a few Asian clients. We've build a trustworthy relationship with them and the KRSR is great brand fit with Feadship.



**FAROUK NEFZI**  
Feadship Brand Director

The Kata Rocks Superyacht Rendezvous concept is great, and I love the fact that there is now such a fun, social event like this on the Asian calendar. Owners and industry insiders have been talking about the need for decades and the fact that Kata Rocks organises the KRSR in Asia is tremendous.



**STEWART CAMPBELL**  
Editor Boat International

Many Congratulations on such a wonderful Kata Rocks Superyacht Rendezvous. This is just what the boating industry in Phuket needs. A superbly organized event, luxury life style and boating in Phuket at its very best. It is a pleasure to work with you.



**Robert Hawkins**  
CEO PMYA Asia

Thanks for an amazing weekend, you guys did a great job!!!! I suspect that this event really is going to be a date in peoples diary's each year!



**Simon Philips**  
CEO SeaJet International

Congratulations on another successful edition of Kata Rocks Superyacht Rendezvous and THANK YOU once again for your hospitality.



**Paul Poole**  
Managing Director

# KATA ROCKS SUPERYACHT RENDEZVOUS 2017

## TESTIMONIALS

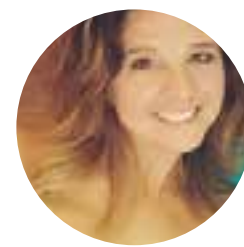
Just wanted to give a big thank you for inviting us to the Kata Rocks Superyacht Rendezvous. What an amazing event. I was blown away! I think it's the best event I've been to in my entire life. The attention to detail and the organization was just stunning. Everything was timed perfectly, no waiting times, the food and drinks were delicious. We especially enjoyed going on the yachts. Everything was incredible. It was great to meet all the other owners. We made some new friends there.

All in all, a BIG thank you, truly! It does really feel like infinite luxury.



**Jonas Torrang**  
KR Villa Owner

Thanks so much for organising such a great event and extending your kind invitation to attend.



**Chantal Borciani**  
Luxury Travel Writer

Thank you to you and your team for a stunning event. It's a real honour to be invited, let alone a part of proceedings. A huge undertaking done with real finesse and camaraderie. If there is anything at all I can assist with in the afterglow, please let me know.



**Jody C B Chapman**  
CEO Seventy Seven Design

Thanks very much again for the fantastic event.



**Natalie YE**  
Marketing Manager - BENETTI ASIA LTD

I wanted to send a heart felt thank you, to all that assisted Hemisphere during KRSR 2017. Michael I especially want to say, Tim and Tom were great in assisting with structuring and development of the flyer, it was very professionally structured and went down well!



**Nicky André**  
Managing Director  
Hemisphere Crew Solutions

Bravo once again for a well balanced and organized Kata Rocks event! I very much enjoyed it. Thanks in advance & looking forward to more cooperation ahead.



**Gael Burlot**  
CEO LUX INC Media

The KRSR raised Phuket to a new level, joining Monaco, St Tropez, Cannes and the Caribbean as one of the world's most preeminent superyacht destinations.



▲ Guests enjoying a lavish seafood brunch, hosted by The Surin Phuket



► Cruise on the 2<sup>nd</sup> day to The Surin Phuket



► Royal Huisman hosting an exclusive brunch in a Sky Pool Villa Penthouse for the Asia launch of its new 'Pura' concept.



▼ Day 3 saw SeaDoo present various marine toys exclusively for KRSR guests



▼ Celebrity Tata Young and Chatadul 'Mor' Seenapongpipit with baby Ray



► Simon Phillips, superyacht owner and CEO Seajet International showcasing the state-of-the-art jet watercraft for the first time.



► Benetti and VistaJet invite only Private Dinner in Kata Rocks' Penthouse Villa



► Contest Yachts launches brand into Asia



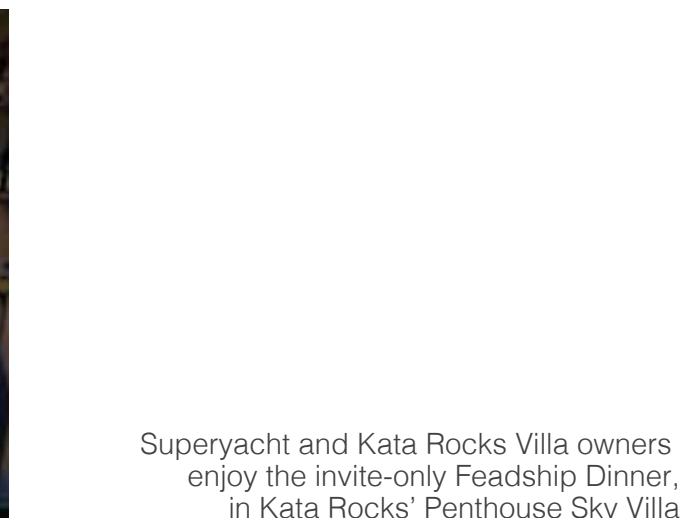
▼ Seajets generous donation helped raise USD\$5,500 for the Phuket Youth Sailing Club



▼ Feadship's 70-metre MY Lady Christine



▼ Northrop & Johnson Champagne Tasting in the Wine Cellar



► Superyacht and Kata Rocks Villa owners enjoy the invite-only Feadship Dinner, in Kata Rocks' Penthouse Sky Villa



▲ Boat International private cocktail party



▲ Guests enjoyed the thrill of The 30<sup>th</sup> edition of The Kings Cup Regatta, on day 1

► Luxury media, partners and suppliers enjoy the Champagne Media Breakfast on day 3 in Kata Rocks' Penthouse Villa



# KATA ROCKS SUPERYACHT RENDEZVOUS 2018 PROGRAMME

**Pre-EVENT** : Thursday 6 December, 2018

8-11 pm Infinite Luxury Club Owners' Dinner presented by presented by Infinite Luxury (private event)



## DAY 1 : Friday 7 December, 2018

9 - 10am Rendezvous Partner Briefing

**10 am - 3 pm King's Cup Superyacht**

Experience – yacht owners, media and guests are invited to board the various yachts and experience the thrilling race of the King's Cup Regatta

**6 - 11 pm KRSR Opening Reception**

Kata Rocks launches the 2018 KRSR event with an exclusive reception at Kata Rocks



## DAY 2 : Saturday 8 December, 2018

**9:30 am Cruise Day**

cruise for a private beach BBQ.

**11:30 am - 4 pm Rendezvous for a Beach BBQ**

At The Surin Phuket, Pansea Beach. GPS 7°58'53.3 N 98°16'34.6 E

**7 - 11 pm Superyacht Owners' Dinner** – in a Kata Rocks' Penthouse. This exclusive private dinner is for a select group of VIP guests.



## DAY 3 : Sunday 9 December, 2018

**9:30 - 11:30 am Champagne Media Breakfast**

This exclusive invitation-only breakfast is for a selected group of media and VIP guests.

**1 - 5 pm Big Boys Toys** – Demonstrations and trials of various marine toys

**2 - 4 pm 'Yacht Hop'** – Yacht owners, media and guests are invited to board the various yachts.

**4 - 5 pm Superyacht Lineup** – lineup of the fleet for media and drone photos

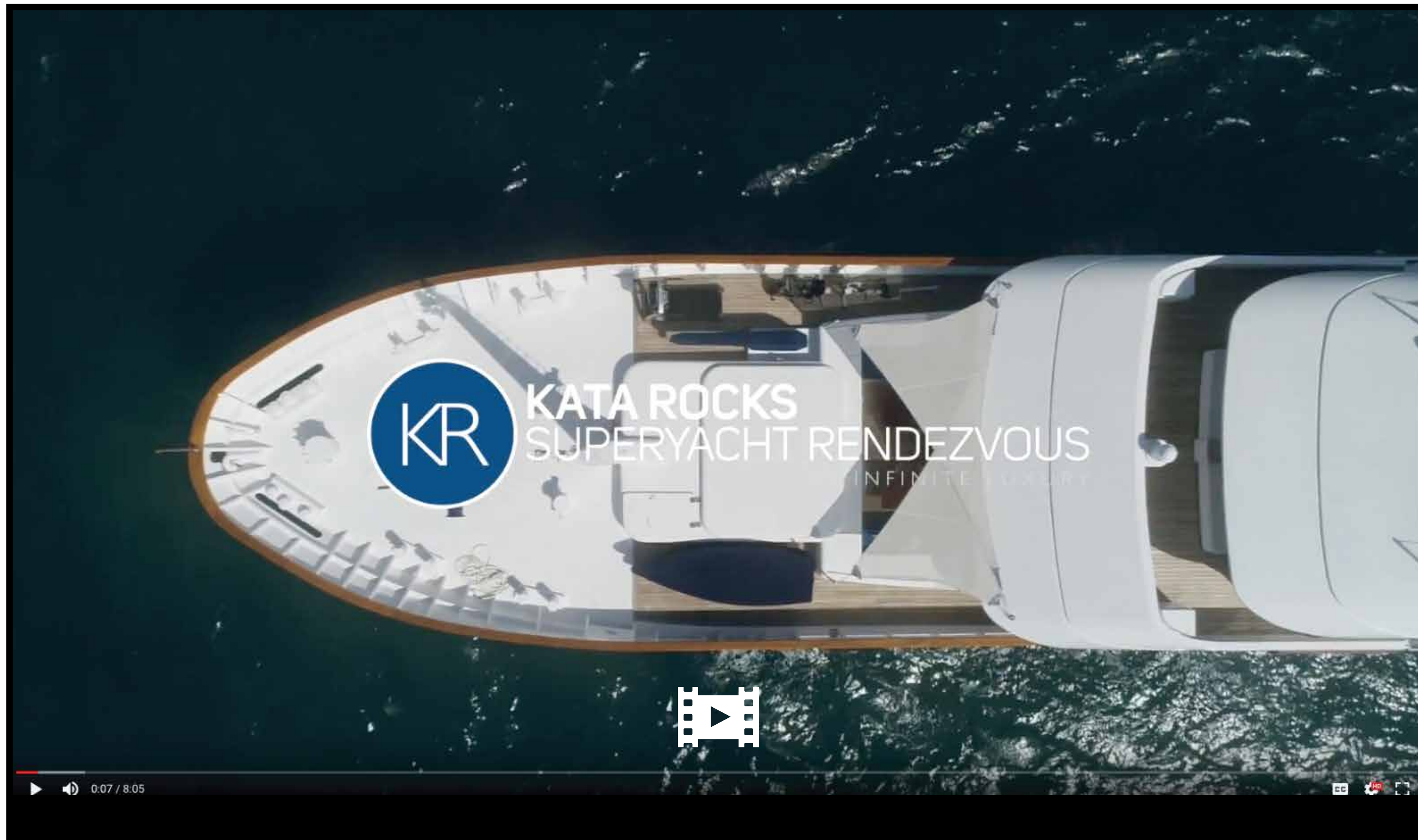
**6 - 11 pm Kata Rocks Charter Season Opening Party** – The grand finale including a live Band, DJ, food and fun.

## BRANDING & SPONSORSHIP OPPORTUNITIES

We invite you to contact Michael Nurbatlian Director of Marketing at [Infinite Luxury](mailto:Michael@infiniteluxury.com) on [Michael@infiniteluxury.com](mailto:Michael@infiniteluxury.com) to leverage this unique event and discuss your options for brand exposure at the KRSR or to request an invitation.

### PARTNERING WITH US WILL ALLOW YOU TO:

- Have your brand associated with the most prestigious superyacht event in Asia
- Be featured in leading yachting, lifestyle, travel and luxury media publications, at the start of the Asian yachting season
- Mentions and exposure on Kata Rocks' social media feeds (over 100,000 fans and guests)
- Connect directly with discerning clients in a relaxed social environment over three days at Kata Rocks, one of Asia's most luxurious resort properties.
- Showcase yachts available for charter or for sale at the start of the Asian season, and much more



WATCH THE EVENT HIGHLIGHTS OF THE 2017 KATA ROCKS SUPERYACHT RENDEZVOUS



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