



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

**2 0 1 8**



**KATA ROCKS**  
SUPERYACHT RENDEZVOUS  
BY INFINITE LUXURY





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# MESSAGE FROM THE CEO

The 2018 Kata Rocks Superyacht Rendezvous (KRSR), sponsored by Infinite Luxury raised the bar again.

I am delighted to share that many prominent industry leaders lauded the KRSR as the ultimate superyacht event in Asia, hailed as an outstanding success both in terms of prominent yachting brands on display and its relaxed and productive business setting. Over 300 invited personalities including local and international VIP guests, major trend-setters in yachting and luxury partners attended the KRSR 2018 that celebrated the superyacht lifestyle with lavish events, private gourmet dinners and luxury guest experience

The Oceanco Owners' Dinner was very well attended by Asia's more prominent superyacht owners and prospective buyers, while the inaugural Captain's Dinner with Benetti and Hemisphere Monaco helped promote Southeast Asia and encourage more captains and owners to visit Phuket and the region. Other highlights include the Royal Huisman and Campers and Nicholson opening night cocktail party, Hemisphere Monaco Gin Party, Northrop & Jonson Brunch on-board MY Xanadu, and the Media Champagne Brunch by Benetti. The media brunch was attended by top international and regional luxury lifestyle and yachting media.

Royal Huisman and Berret-Racoupeau Design made waves with its KRSR launch in Asia. They teamed up to produce custom-built multihull superyachts, both power and sail, that redefine luxury catamaran design from the waterline upwards.

This year the KRSR 2018 fleet featured another spectacular gathering of superyachts including MY Xanadu, MY Nymphaea, SY Aphrodite, SY Dallinghoo Schooner and MY Sanook to name just a few.

New initiatives focused on sustainability were also prominent at the KRSR 2018. SeaKeepers Society was on hand to raise local awareness of the current situation of the world's oceans to protect, conserve, and restore where possible. Torqeedo also promoted a green ethos at the Rendezvous with its water-based electromobility, sustainability, and clean energy with its all-electric and solar powered ribs and tenders. The opening party was inspired by Phuket's unique Peranakan heritage and Sino-Portuguese heritage of old Phuket Town. While the KRSR Charter Season Opening Party brought the Rendezvous to a close in grand style, celebrating the start of Phuket's yachting season with a Mediterranean lifestyle theme enjoyed by all.

The KRSR smartphone application made its debut this year and helped participants enjoy fuller and richer experiences at this year's Rendezvous. Yachting brands were curious about how the app will help shape the future of superyacht event management and technology in years to come. The success of this year's KRSR 2018 reflects Infinite Luxury's development strategy launched three years ago to place Phuket on the global superyacht map. The KRSR's position as the definitive superyacht event in Asia is secure through its invitation selection process for attendees, sponsor's events, exclusive owners and captains' dinners, plus ongoing public relations and marketing initiatives organised throughout the year.

It is ideally positioned to remain a significant and proactive player in the development of the industry, permanently hoisting the colours of international superyachting in Phuket, the heart of Southeast Asia.

Next year the Kata Rocks Superyacht Rendezvous is scheduled for 12 to 15 December 2019. To request an invitation, please contact our marketing team on [info@infiniteluxury.com](mailto:info@infiniteluxury.com).



Richard Pope  
CEO Kata Rocks' & Infinite Luxury







**BRAVO EUGENIA**  
109m / 357ft

BUILT BY  
**oceAnco**

[www.builtbyOCEANCO.com](http://www.builtbyOCEANCO.com)



# MARKETING FIGURES

## 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 & 2018

2

Welcome 20 superaychts over 24 m. in length

3

Welcome 20 high profile media partners  
Goal achieved in 2016, 2017 & 2018

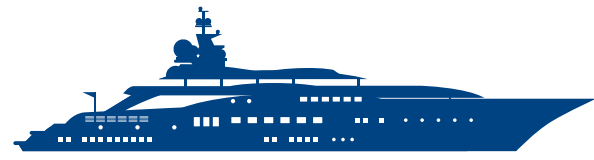
4

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

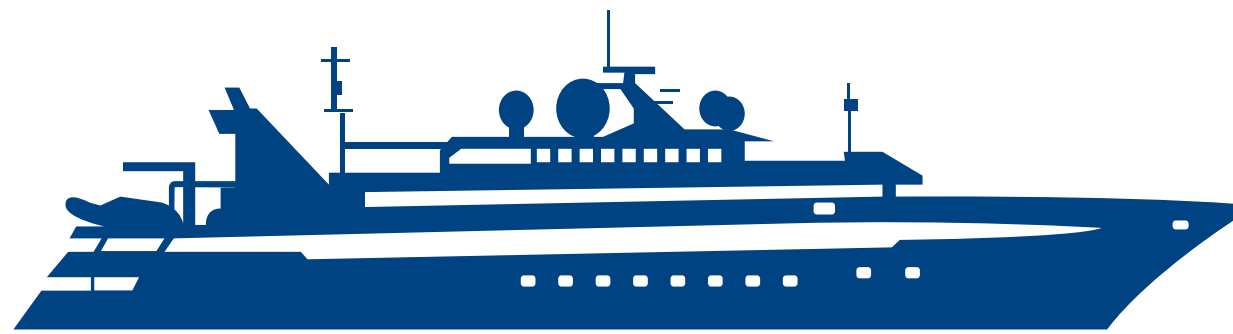
# KATA ROCKS SUPERYACHT RENDEZVOUS 2018

## INFOGRAPHICS

### BOATS ON DISPLAY



Average Size  
**25 METERS**



Longest Superyacht  
**35M MYXANADU**



Yachts on display **18**

Motor Yachts on display **15**

Sail Yachts on display **3**



Yachts available  
for charter or sale **12**



**PHUKET  
THAILAND**



7.8129° N, 98.2964° E

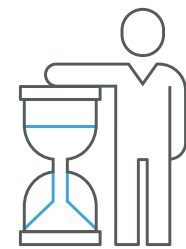
**POPULATION  
535,725**

### INVITATION LIST



By Invitation Only  
6 - 9 December 2018

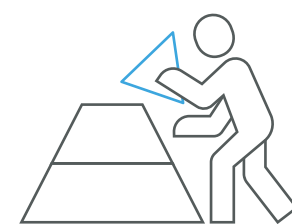
### MARKETING & PR



Target Marketing & PR  
**730,000 US\$**

Articles Published by Leading Media  
**55**

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



Actual Marketing & PR  
**OVER  
1,225,000 US\$**



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

Key Media Publications  
Boat International • Prestige • Robb Report • Spear's • Lifestyle Asia  
and many more



### VIP GUEST LIST

Audience Breakdown:

- 32% Business Owners / HNW
- 20% Superyacht Owners / UHNW
- 8% Kata Rocks Villa Owners
- 15% Media
- 10% influencers, celebrities
- 15% industry professional

Geographical breakdown of Audience

- 52% South East Asia
- 33% Europe
- 11% The Americas
- 4% Gulf States



# ATTENDEES

## GUEST LIST

- 330 guests attended the 2018 KRSR
- **TARGET:** For the 2018 event the goal was to invite 150 HNW/UHNW guests
- **ACTUAL:** We welcomed 120 HNW/UHNW guests
- The target over the next 5 years is to welcome 150 HNW/UHNW guests

### ○ GUESTS

#### Audience Breakdown:

- 32% Business Owners / HNW
- 20% Superyacht Owners / UHNW
- 8% Kata Rocks Villa Owners
- 15% Media
- 10% influencers, celebrities
- 15% industry professional

#### Geographical breakdown of Audience

- 52% South East Asia
- 33% Europe
- 11% The Americas
- 4% Gulf States

- 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*





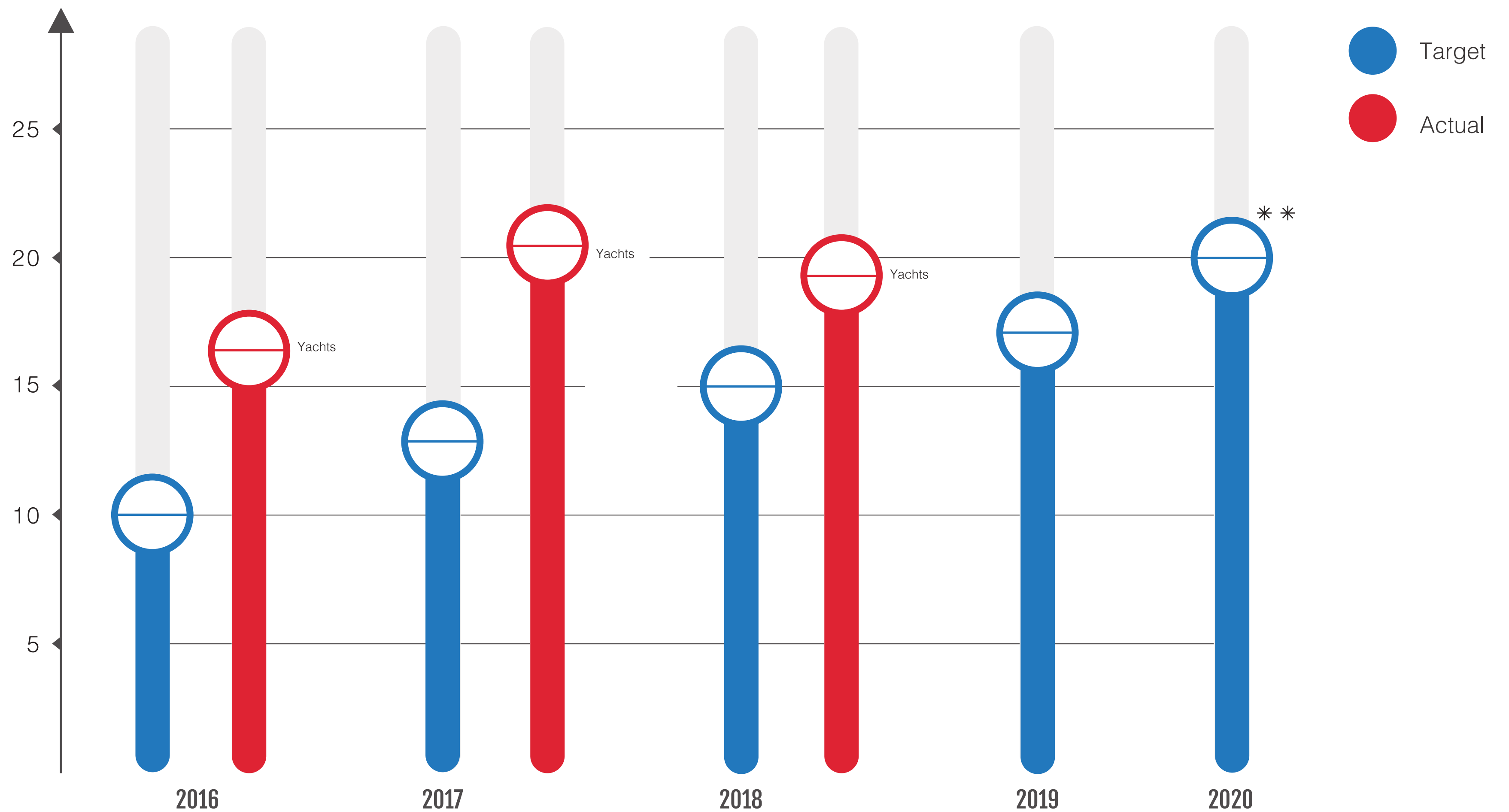
KATA ROCKS SUPERYACHT RENDEZVOUS 2018  
**ATTENDEES**

**SUPERYACHTS**

**TARGET FOR THE 2018 KRSR:**  
WELCOME 15 YACHTS TO THE EVENT

**ACTUAL:**  
WE WELCOMED 18 YACHTS

NUMBER OF YACHTS



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



KATA ROCKS SUPERYACHT RENDEZVOUS 2018

# SUPERYACHT BRANDS



*“Oceanco is very pleased to have supported the Kata Rocks Superyacht Rendezvous as the sponsor of the Owners’ Dinner as it helps us get to know both the region and the people much better.*

*The KRSSR promotes Phuket and all the essential advantages it has as a world-class cruising destination: beauty, luxury, diversity, Thai culture and charm plus the infrastructure to support superyachts.”*

Paris Baloumis  
Oceanco Group Marketing Manager

## A BIG THANK YOU TO OUR PARTNERS

### SUPERYACHT PARTNERS



### PARTICIPATING PARTNERS





KATA ROCKS SUPERYACHT RENDEZVOUS 2018

# BRAND MENTIONS

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

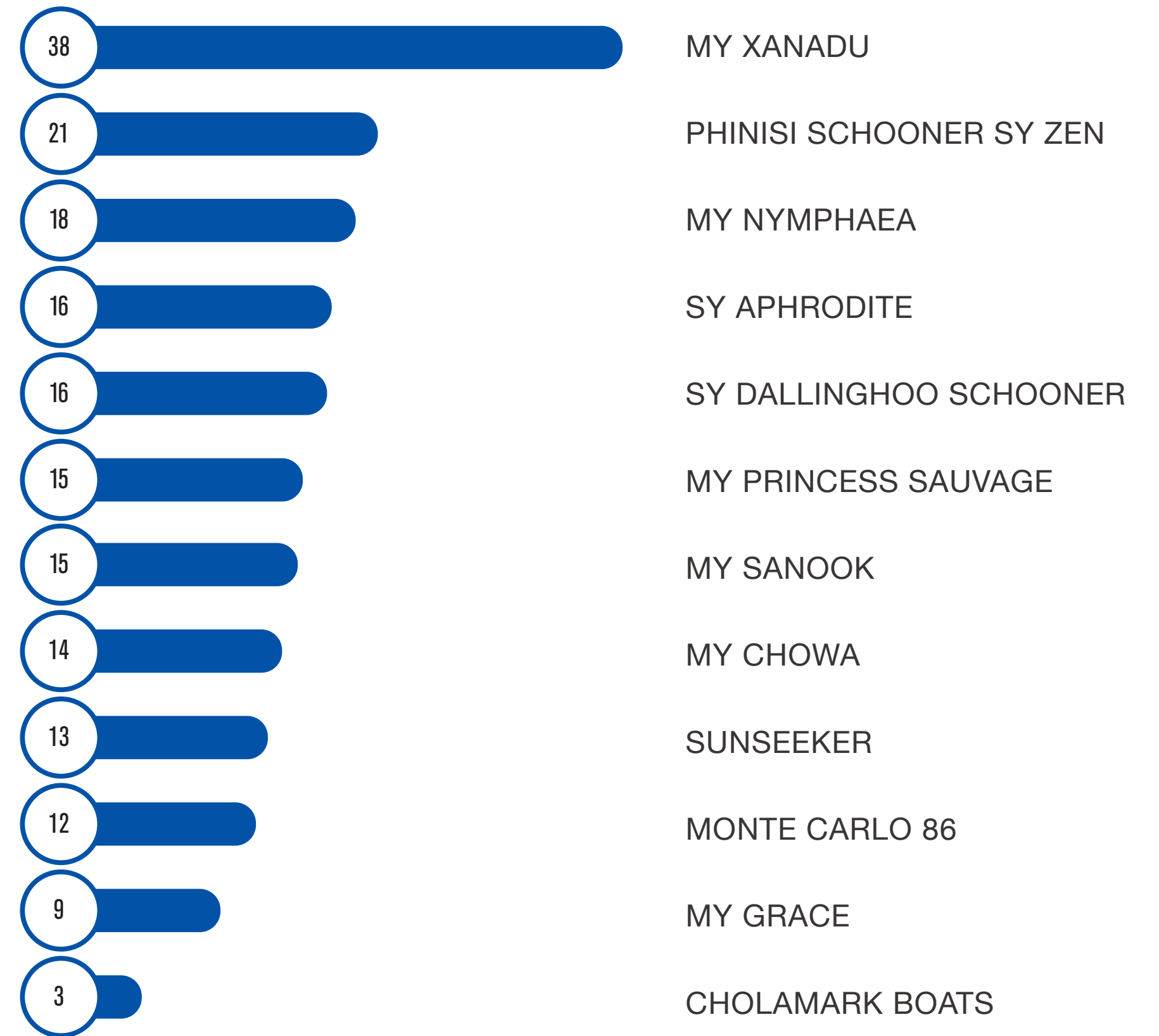
Combined relevant publications (*online, social and print*), including lifestyle, luxury travel, yachting, property and business magazines





KATA ROCKS SUPERYACHT RENDEZVOUS 2018

# BRAND MENTIONS





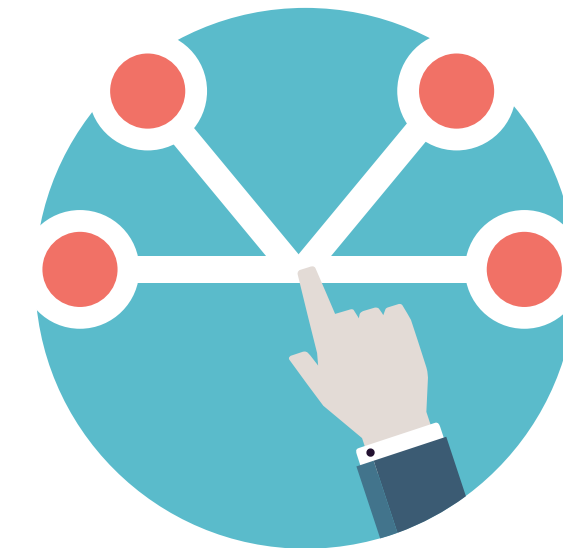
# QUANTIFIED PR AND MARKETING VALUE



TARGET  
**750,000** US\$



**OVER  
55 ARTICLES**  
PUBLISHED IN PRINT MAGAZINES AND ONLINE



**REACH**  
**OVER 6M PEOPLE**  
COMBINED ONLINE, SOCIAL AND PRINT MAGAZINES

ACTUAL  
**OVER  
1,225,000** US\$

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

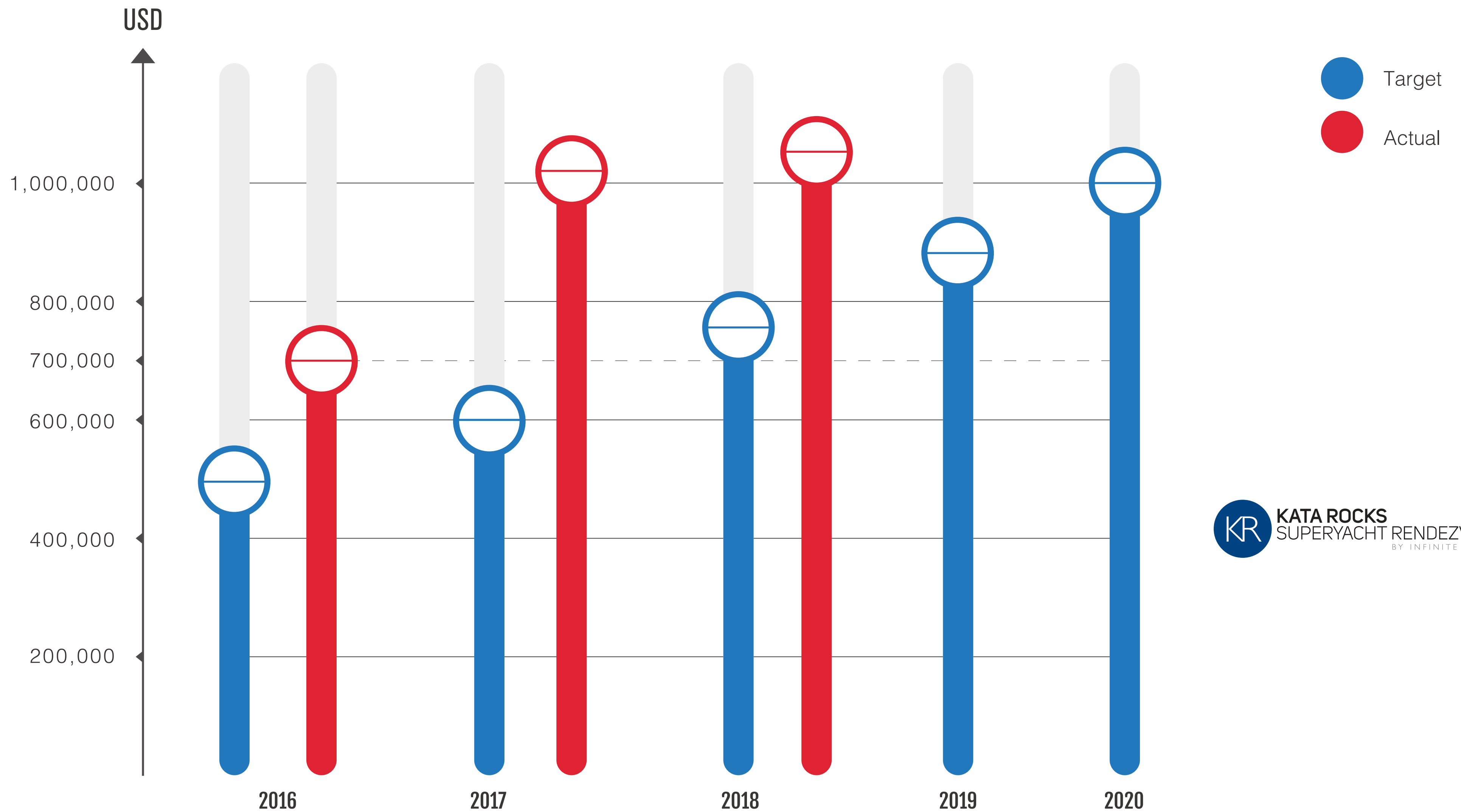


**TARGET FOR THE NEXT 5 YEARS IS TO EXCEED USD 1,000,000 IN MARKETING AND PR VALUE**

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



# QUANTIFIED PR AND MARKETING VALUE



TARGET FOR THE NEXT 5 YEARS IS TO EXCEED USD 1,000,000 IN YEARLY MARKETING AND PR VALUE GOAL ARCHIVED IN 2017 AND 2018

\* 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 2018

# SUPPORTING PARTNERS

A BIG THANK YOU TO OUR SUPPLIER PARTNERS

## SUPPLIER PARTNERS





# PARTICIPATING SUPERYACHTS



**MY XANADU**  
Length: 34m / 111.55ft  
Moonen Shipyard



**MY NYMPHAEA**  
Length: 33m  
Broward



**SY APHRODITE**  
Length: 30 m / 98.4 ft  
Vitters Shipyard



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



**MY OLYMPIA 76**  
Length: 23 m / 75.4 ft  
Motor Yacht



**MY SANOOK**  
Length: 23 m / 75 ft  
Princess Yachts



KATA ROCKS SUPERYACHT RENDEZVOUS 2018

# PARTICIPATING SUPERYACHTS



**MY FERRETTI 720**

Length: 22 m / 72 ft  
Ferretti Yachts



**MY FERRETTI YACHTS 720**

Length: 72 ft / 22 m  
Ferretti S.P.A



**SY SHAHTOOSH WARWICK 75**

Length: 72 ft / 22 m  
Ferretti S.P.A Warwick Yachts



**MY MONTE CARLO YACHTS 70**

Length: 70ft / 22m  
Monte Carlo Yachts



# PARTICIPATING YACHTS



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



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



**MY PRINCESS S65**  
Length: 21 m / 70 ft  
Princess Yachts



**MY PRINCESS F70**  
Length: 21 m / 70 ft  
Princess Yachts



**MY CHEOY LEE 66 (L'ORIENTALE)**  
Length: 20 m (65' 6")



**MY MAYAVEE 60**  
Length: 19m / 62.3 ft  
Princess Yachts



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



**MY AZIMUT 55**  
Length: 16.9 m / 55 ft  
Azimut Yachts



**SY BLUE MOON**  
Length: 16 m / 52ft  
Lagoon



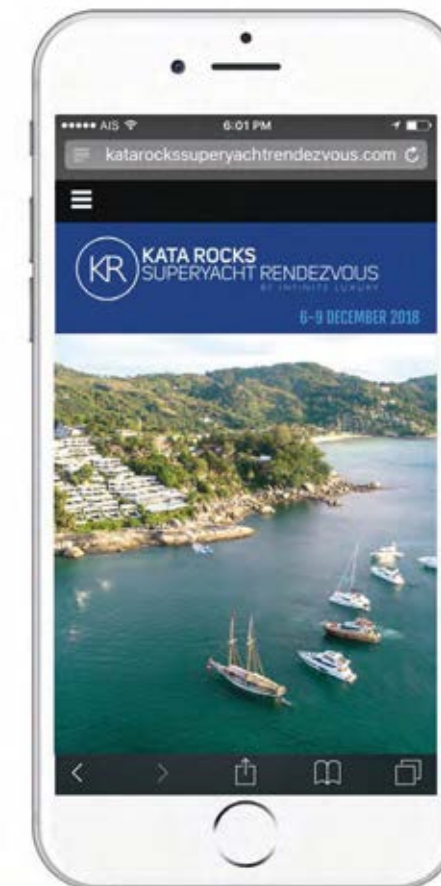
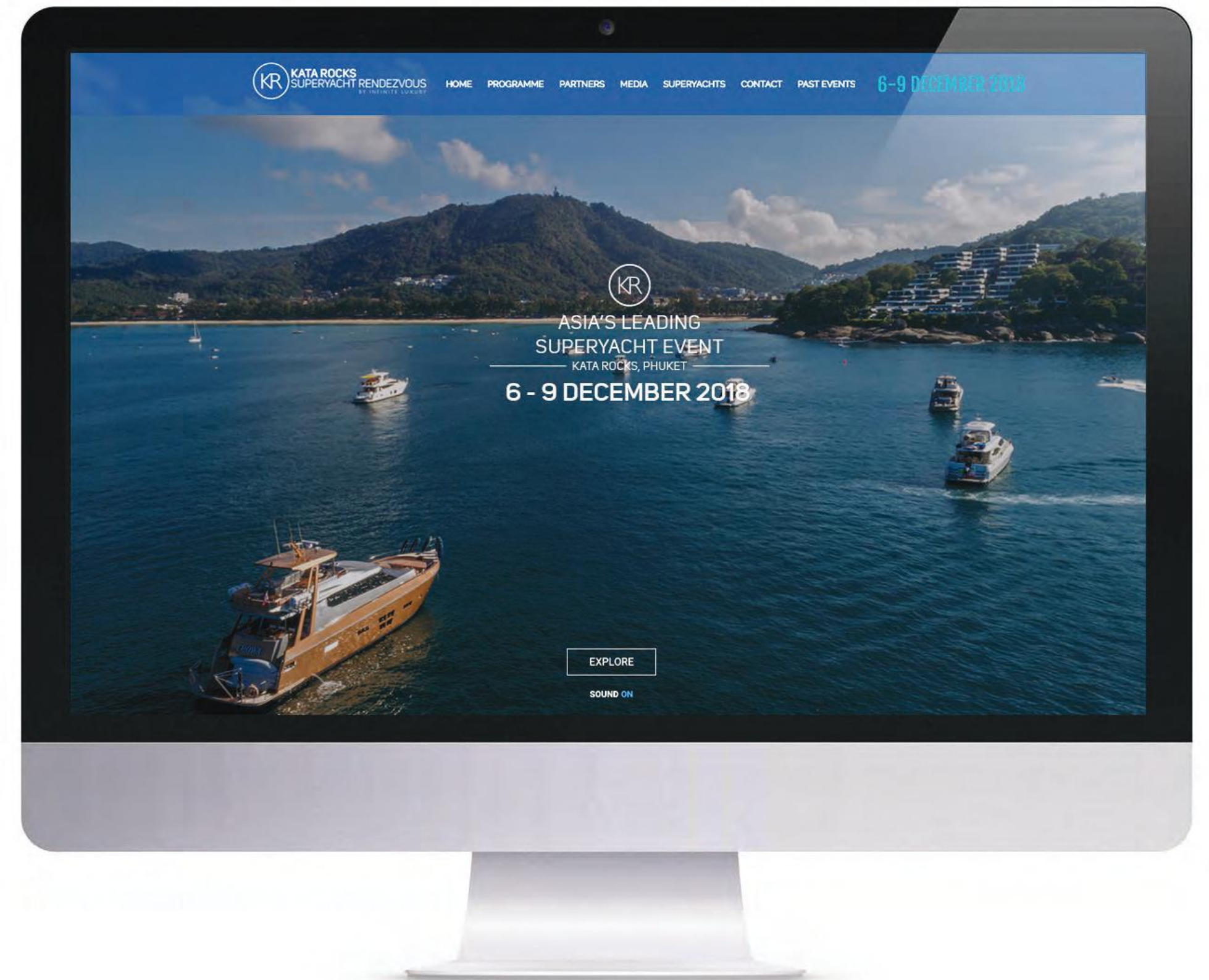
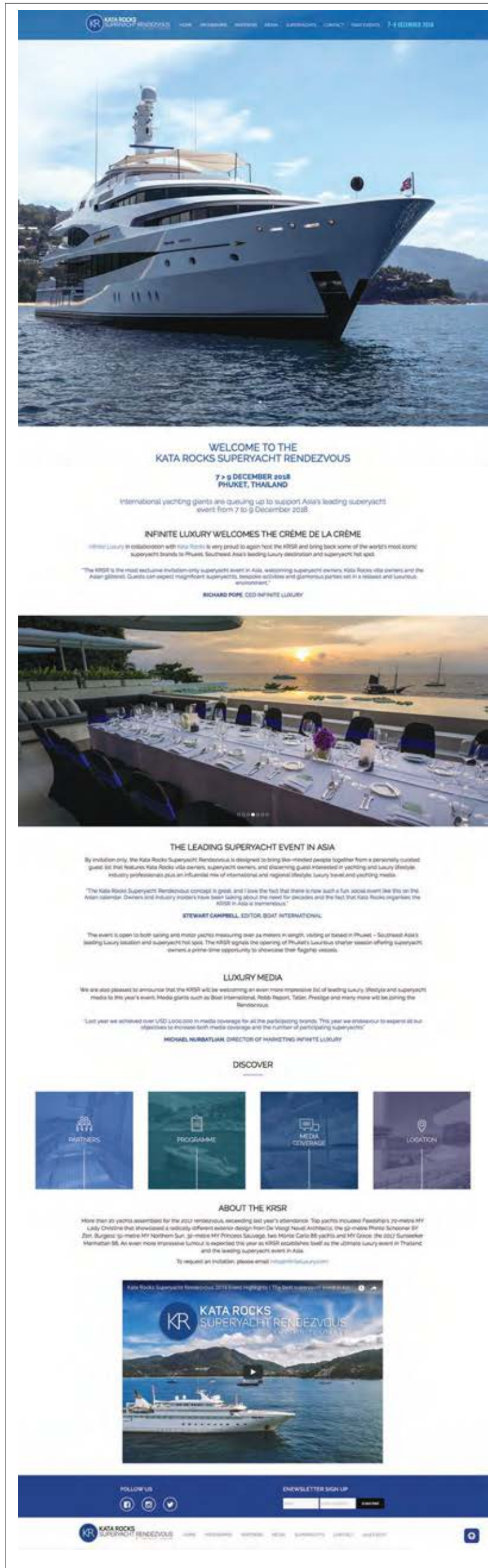
**MY PRESTIGE 500**  
Length: 15 m / 49.2ft  
Prestige Yachts



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

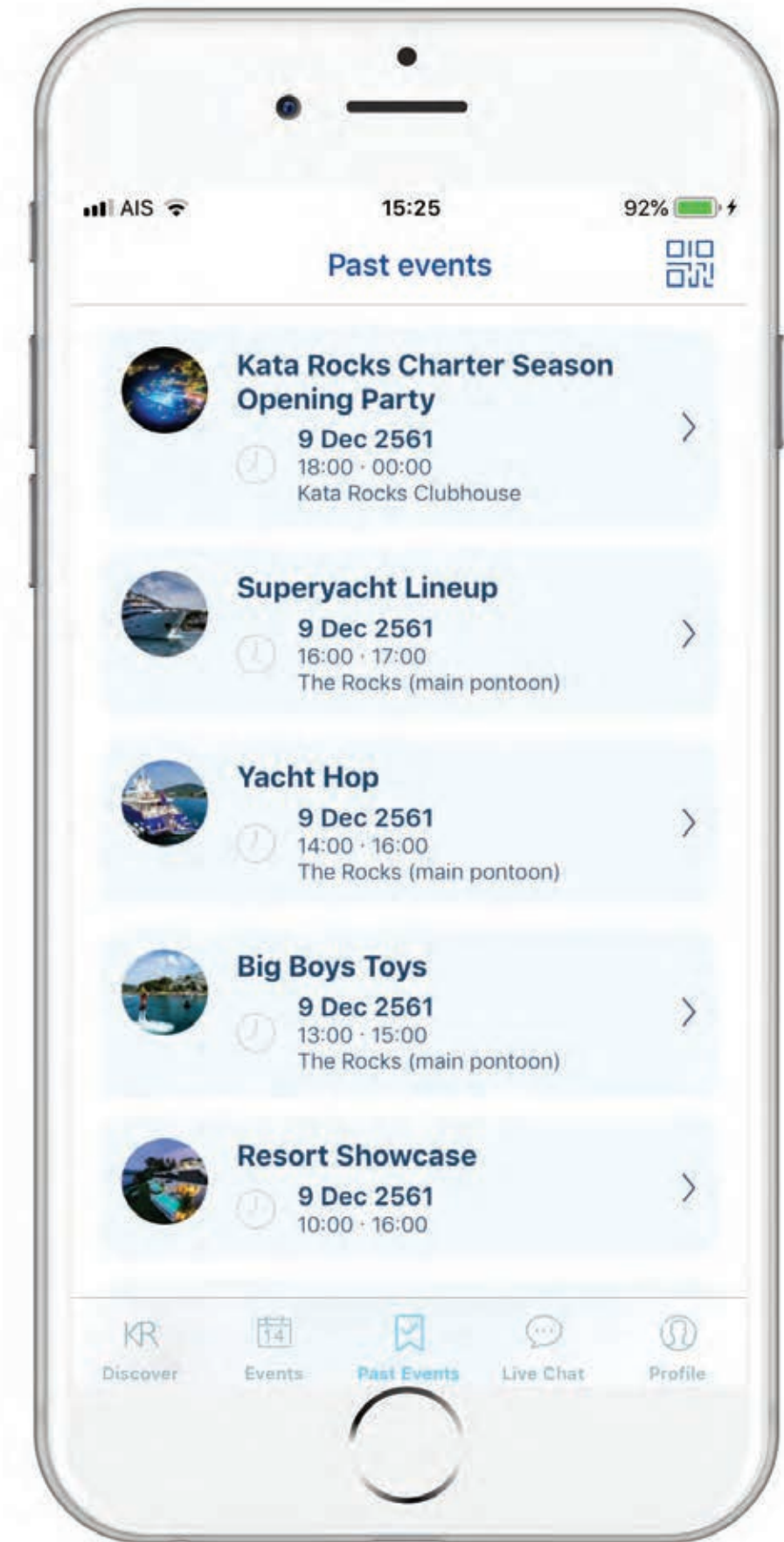


# KATA ROCKS SUPERYACHT RENDEZVOUS 2018 WEBSITE





# KRSR MOBILE APPLICATION





## HOW TO REGISTER THE KRSR APPLICATION

### 1. YOU WILL RECEIVE THE OFFICIAL INVITATION EMAIL FROM KATA ROCKS.

Download the app by clicking on your respective device, or operating system **App Store (iOS)** or **Google play (Android)**



Please Login the app with your email and use password here

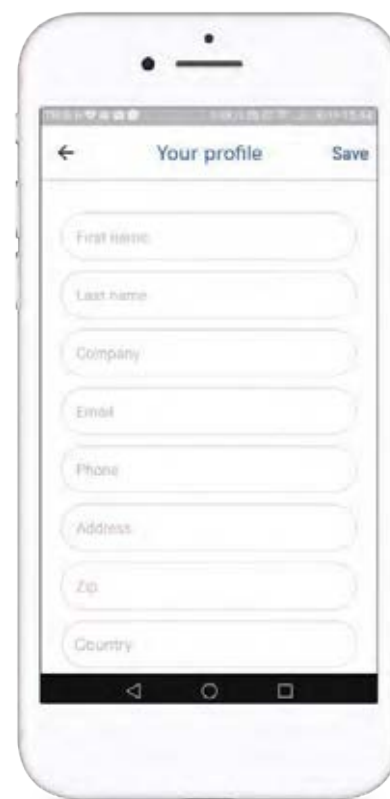
### 2. OPEN THE APP THEN CLICK LOGIN TO REGISTER



Please click Login



**Email** : Your personal email  
**Password** : Found in the official invitation email

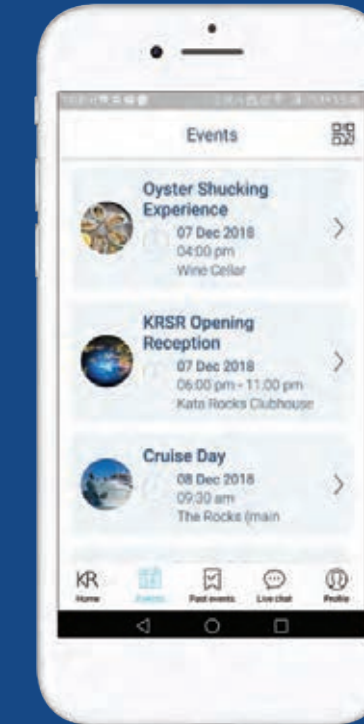


Please fill the form.  
**\*If you have any problem with the address simple put:**  
Address : Kata Rocks  
Zip code : 83120



You are able to change your password via the 'Profile' tab

### 3. PLEASE CLICK ON EVENTS TAB TO SEE THE EVENTS YOU HAVE BEEN INVITED



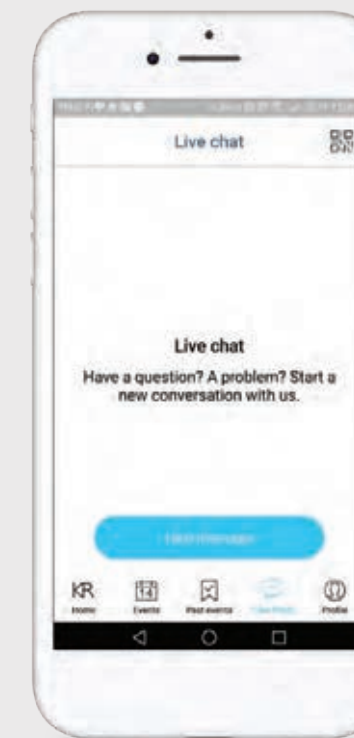
Click on each events to see your invitation.



Please inform us by selecting one of the options.

### 4. IF YOU HAVE ANY QUESTIONS

Please click on the 'Live chat' to communicate with us.



### 5. QR CODE IN PROFILE TAB

will act as your e-invite. Please show the QR code once you arrive to Kata Rocks to check in. You can also use the QR code to exchange contact detail with the guest.





# KATA ROCKS SUPERYACHT RENDEZVOUS 2018 EDMs



### VALUED OWNERS & KRSR GUESTS

With few days to go to the 2018 KRSR (6-9 December), we are delighted to hear all the positive response from guests, regarding the programme and in particular the event application, the KRSR APP.

We invite all guests to download the app and RSVP (via the app) at the earliest to ensure a smooth arrival and check-in experience. Due to the security aspect and invitation-only nature of the KRSR, guests without the app will not be able to access the event.

KRSR App Tutorial



### VALUED OWNERS & ESTEEMED KATA ROCKS SUPERYACHT RENDEZVOUS GUESTS

We are a few weeks away from the 2018 KRSR (6-9 December), and we are delighted to see all the positive response from the yachting industry, owners, supporters and the media.

As an international event, we strive to improve the experience, service and overall pleasure.

Dedicated KRSR app



### OCEANCO JOINS THE KRSR FOR FIRST TIME

The Kata Rocks Superyacht Rendezvous (KRSR) is delighted to welcome Oceanco to the KRSR, marking the first time it has officially joined the leading superyacht event in Asia. Oceanco, builder of some of the world's largest superyachts, will host an exclusive owner's dinner in a Kata Rocks Penthouse pool villa.

Oceanco joins the Kata Rocks Superyacht Rendezvous



### TEAM KATA ROCKS SUPERYACHT RENDEZVOUS OFF TO MONACO YACHT SHOW 2018

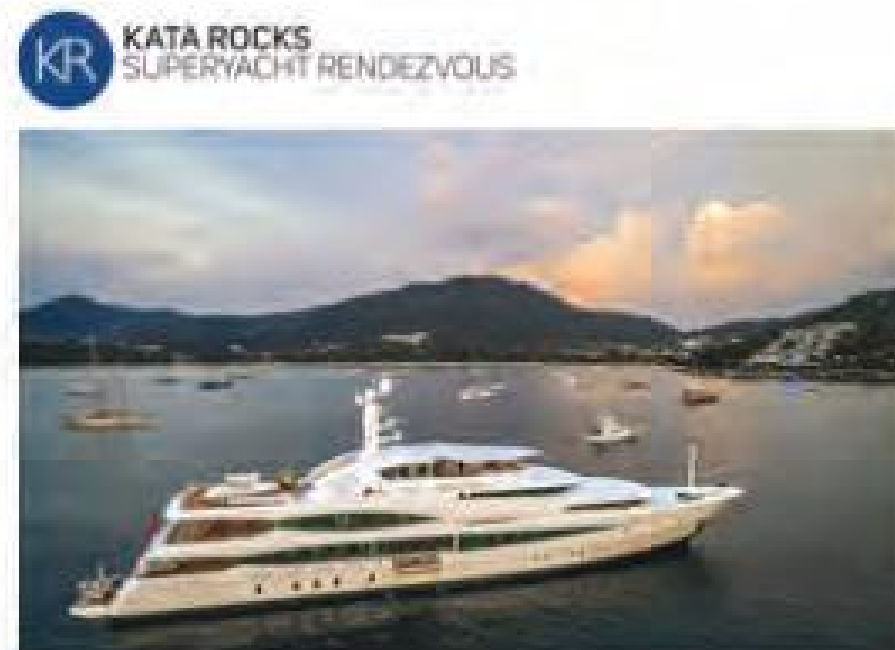
The Kata Rocks Superyacht Rendezvous (KRSR) is really looking forward to returning to the 2019

Team Kata Rocks Superyacht Rendezvous off to Monaco Yacht Show 2018



December marks the commencement of another spectacular season of yachting in Phuket, starting with the King's Cup Regatta and culminating with the 33rd annual Kata Rocks Superyacht Rendezvous 2018 (KRSR) from 6 to 9 December, the KRSR draws on the glittering guest list, an impressive social programme, along with some of the most remarkable superyachts of display in Asia.

The KRSR returns as the most exclusive superyacht event in Asia



### THE KATA ROCKS SUPERYACHT RENDEZVOUS RECOGNIZED AS A WORLD-CLASS YACHTING EVENT

Set at the iconic Kata Rocks Resort, the 2017 Kata Rocks Superyacht Rendezvous (KRSR), sponsored by BENTON & BOWLES, cemented the event's elite status as one of the most important superyacht gatherings in Southeast Asia, further developing Phuket's reputation as the

The Kata Rocks Superyacht Rendezvous recognized as a world-class yachting event



One of Asia's most popular yachting events returns to the waters of Phuket on 7-9 December 2018. An invitation-only event, Kata Rocks Superyacht Rendezvous is one of the most coveted and exclusive yachting events in the region.

KRSR Newsletter 2018 - Paul Poole



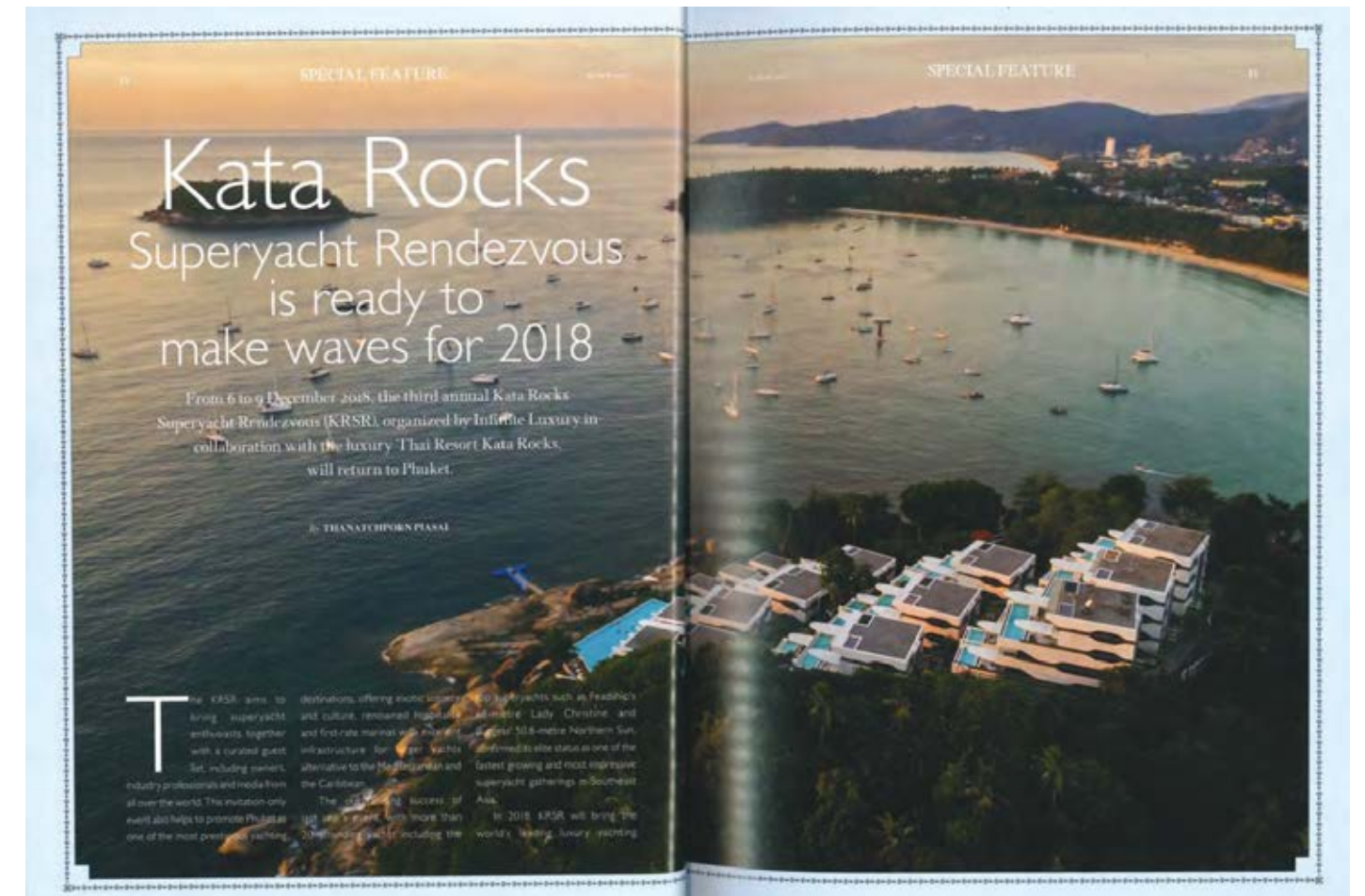
KATA ROCKS SUPERYACHT RENDEZVOUS & SINGAPORE YACHT SHOW 2019  
Join Us at the Singapore Yacht Show 2019

Kata Rocks Superyacht Rendezvous & Singapore Yacht Show 2019



# KATA ROCKS SUPERYACHT RENDEZVOUS 2018 SELECTED MEDIA COVERAGE

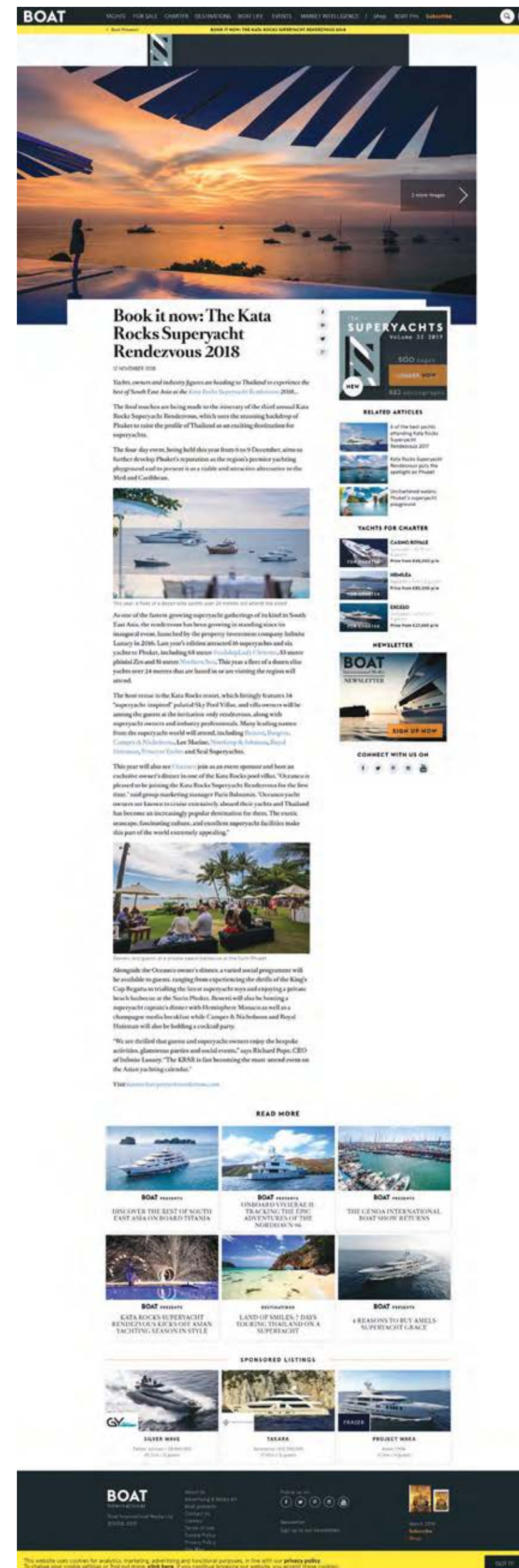
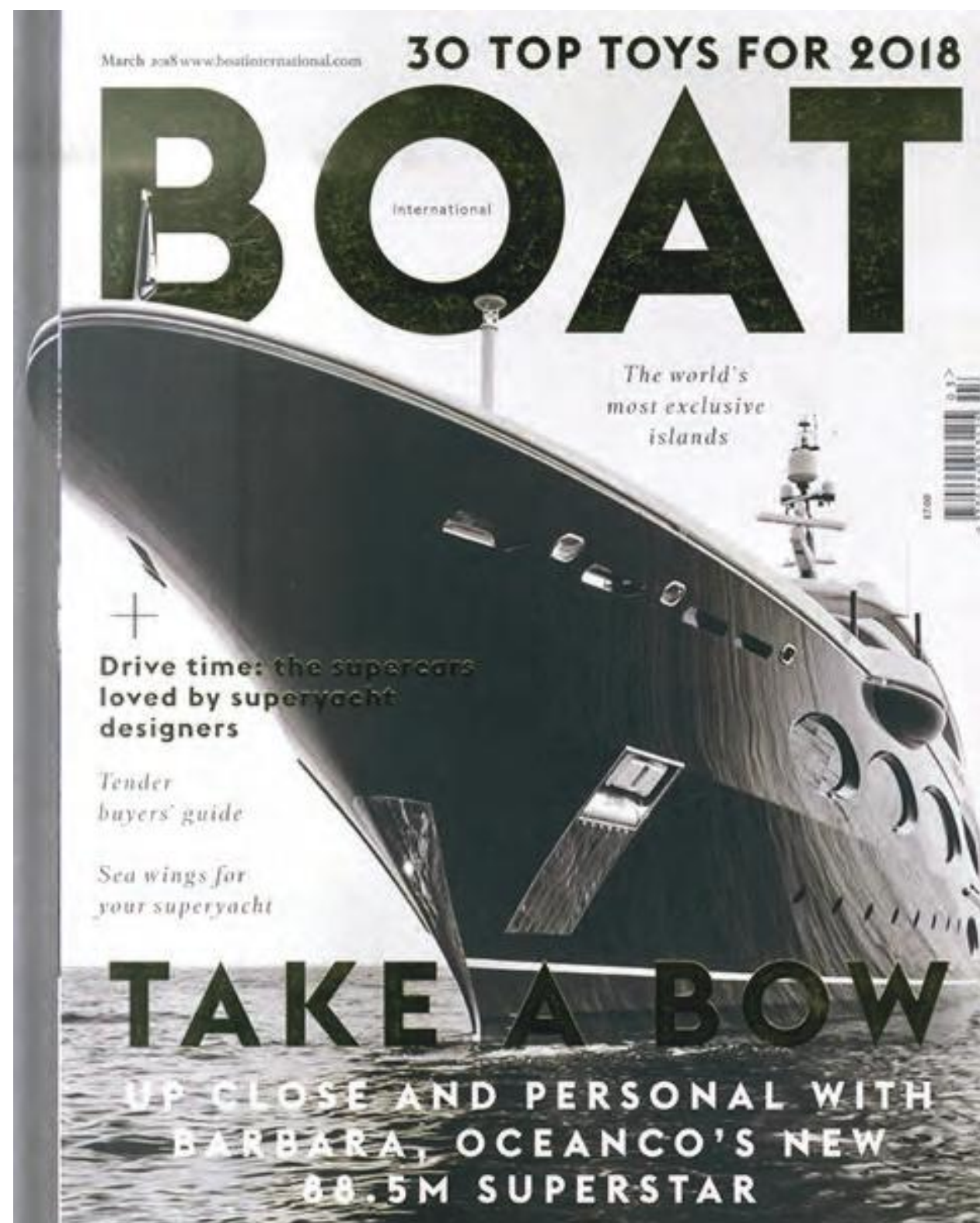
## Robb Report THAILAND





KATA ROCKS SUPERYACHT RENDEZVOUS 2018  
**SELECTED MEDIA COVERAGE**

**BOAT**  
 International





KATA ROCKS SUPERYACHT RENDEZVOUS 2018

# SELECTED MEDIA COVERAGE



The screenshot shows a news article on the Financial Review website. The article title is "Kata Rocks resort in Phuket draws the superyacht crowd to Asia and Australia". The article includes a photograph of a luxury resort pool area with lounge chairs and a view of the sea. The text below the photo describes the resort's amenities and the annual superyacht event. The article is dated October 25, 2018, and includes social media sharing options.

**FINANCIAL REVIEW**  
NEWS WEBSITE OF THE YEAR

Home > Luxury

LUXURY  
Oct 25 2018 at 10:57 AM  
Updated Oct 25 2018 at 10:57 AM

☆ Save article My Saved Articles Print License article

### Kata Rocks resort in Phuket draws the superyacht crowd to Asia and Australia

📄 🌐 📧 📧 📧 📧

Love boats, plunge pools and wraparound views of the Andaman Sea? Kata Rocks, on the tip of Thailand's Phuket, delivers it all over three days from December 6 to 9 with the annual [Kata Rocks Superyacht Rendezvous](#).

The resort's creator, British property developer and boat owner Richard Pope, went after the [superyacht market](#) shortly after he opened his 34-villa property in November 2014.



# KATA ROCKS SUPERYACHT RENDEZVOUS 2018 SELECTED MEDIA COVERAGE

# SPEARS'S



**2018 Kata Rocks superyacht rendezvous raises the bar again**




This is a vertical screenshot of a news article from the SPEARS magazine website. The headline reads "2018 Kata Rocks superyacht rendezvous raises the bar again". The article features several photographs, including a group of people on a yacht and a close-up of a person. The text discusses the event's significance and the high standards of the yachts and services provided.



**Kata Rocks Superyacht Rendezvous returns for 2018**




This is a vertical screenshot of a news article from the SPEARS magazine website. The headline reads "Kata Rocks Superyacht Rendezvous returns for 2018". The article features a large photograph of a superyacht at sea. The text describes the event as a premier gathering for superyacht enthusiasts, highlighting the quality of the yachts and the services offered. It also mentions the event's return to the island of Phuket.



# KATA ROCKS SUPERYACHT RENDEZVOUS 2018 SELECTED MEDIA COVERAGE



ANCHOR & ENCORE

de les prestigieuses Temporis à pour sa part mis en avant des processus plus écologiques, mais aussi une mobilité électrique et une dimension à l'énergie solaire pour sa batterie.

L'application KRSR pour smartphone a fait ses débuts cette année, offrant aux participants une expérience d'attente plus riche et complète. Nombreux de visiteurs y ont vu un signe enthousiasmant pour le futur des événements superyacht, qui d'ailleurs ont placé sous le signe de la technologie dans les années à venir.

«Le KRSR constitue une opportunité unique où propriétaires et passionnés interagissent dans un cadre détendu à l'organisation impeccable. L'Asie du Sud-Est continue de devenir un terrain fertile. KRSR a montré à tous le potentiel de cette région et c'est enthousiasmant. M. Lester Linn, président de Camper & Nicholson Asia.

Parfaitement positionné pour continuer sa place d'acteur majeur dans le développement de l'industrie du yachting, le prochain Kata Rocks Superyacht RendezVous est programmé du 12 au 15 décembre 2019.»

sustainability, and clean energy with its all electric and solar powered ribs and tenders.

The KRSR smartphone application made its debut this year and helped participants enjoy fuller and richer experiences at this year's RendezVous. Yachting brands were curious how the app will help shape the future of superyacht event management and technology in years to come.

The KRSR is a unique opportunity where owners and enthusiasts interact and well organized events and casual gatherings. Southeast Asia is truly uncharted grounds, and KRSR has shown everyone the region's potential." Camper & Nicholson Asia Chairman, Mr. Lester Linn said.

Perfectly positioned to remain a major and proactive player in the development of the industry, the next Kata Rocks Superyacht RendezVous is scheduled for 12 to 15 December 2019.

www.katarocksupyachtrendezvous.com

MER  
Matter Hoïg

As an introduction to the yachting season, Kata Rocks Superyacht RendezVous 2018 (KRSR 2018) has been celebrated by industry leaders as a success both in terms of prominent yachting brands on display and its relaxed and productive business setting.

## KATA ROCKS THE PARTY!

Kata marant

Marquant le début de la saison du yachting, Kata Rocks Superyacht RendezVous 2018 (KRSR 2018) a été apprécié par les leaders de l'industrie non seulement pour la remarquable sélection des marques invitées, mais aussi pour son atmosphère à la fois féconde et décontractée.

Plus de 380 personnalités, dont de prestigieuses personnalités locales et internationales ainsi que plusieurs personnalités privées en matière de yachting et de luxe ont participé à l'événement, offrant à ce style de vie le caractère qu'il offre le yachting à travers des soirées festives, des dîners fins et une sélection d'expériences uniques.

Cette année la flotte de KRSR comprenait un amas impressionnant de superyachts dont MY Xanadu, MY Nyxhava, SY Aphrodite, SY Dalinghoo Schooner et MY Saseok, pour n'en citer que quelques-uns. Tous ont pris part à la célèbre annuelle organisée pour les superyachts, soit le club de Phuket, qui s'est conclue par un barbecue bien arrosé à l'Hotel The Siam.

The Dorianos Dinner Dinner was very well attended by Asia's most prominent superyacht owners and prospective buyers, while the inaugural Captain's Dinner with Bennett and Hemisphere Monaco helped promote Southeast Asia and encourage more captains and owners to visit Phuket and the region. Other highlights include the Royal Huisman and Camper & Nicholson opening night cocktail party, Hemisphere Monaco Gun Party, Hemisphere & Johnson Branch on board MY Xanadu, and the Media Branch by Bennett.

The opening party was inspired by Phuket's unique Peranakan heritage and Sino-Portuguese heritage of old Phuket Town, while the KRSR Charter Season Opening Party celebrated the start of Phuket's yachting season with a Mediterranean/Islejele theme enjoyed by all.

New initiatives focused on sustainability were also prominent at the KRSR 2018. Sustainability Society was on hand to raise local awareness of the current situation of the world's oceans to protect, conserve, and restore where possible. Saseok also presented a green ethos in the barbeque with its water based eco-photography.

OVER 380 INVITED PERSONALITIES INCLUDING LOCAL AND INTERNATIONAL KEY GUESTS, MAJOR PRESIDENTS IN YACHTING AND LUXURY PARTNERS ATTENDED THE EVENT that celebrated the superyacht lifestyle with lavish events, private gourmet dinners and luxury guest experiences.

This year the KRSR 2018 fleet featured a spectacular gathering of superyachts including MY Xanadu, MY Nyxhava, SY Aphrodite, SY Dalinghoo Schooner and MY Saseok to name just a few. All joined

SEA

Le Dorianos Dinner Dinner was very well attended by Asia's most prominent superyacht owners and prospective buyers, while the inaugural Captain's Dinner with Bennett and Hemisphere Monaco helped promote Southeast Asia and encourage more captains and owners to visit Phuket and the region. Other highlights include the Royal Huisman and Camper & Nicholson opening night cocktail party, Hemisphere Monaco Gun Party, Hemisphere & Johnson Branch on board MY Xanadu, and the Media Branch by Bennett.

The opening party was inspired by Phuket's unique Peranakan heritage and Sino-Portuguese heritage of old Phuket Town, while the KRSR Charter Season Opening Party celebrated the start of Phuket's yachting season with a Mediterranean/Islejele theme enjoyed by all.

New initiatives focused on sustainability were also prominent at the KRSR 2018. Sustainability Society was on hand to raise local awareness of the current situation of the world's oceans to protect, conserve, and restore where possible. Saseok also presented a green ethos in the barbeque with its water based eco-photography.



KATA ROCKS SUPERYACHT RENDEZVOUS 2018

# SELECTED MEDIA COVERAGE

## PRESTIGE

Society's Luxury Authority



GAME

### THE YACHT SPOT

Phuket is the preferred playground in Asia for the rich and famous, so when the world's most influential yachting brands gather annually for the KATA ROCKS SUPERYACHT RENDEZVOUS it is an occasion to see and be seen, SUZY RAYMENT discovers



Now in its third year, the Kata Rocks Superyacht Rendezvous (KRSR) is on track to become the most influential superyacht lifestyle event in Asia. The invitation-only event in early December saw over 350 guests enjoying four days of lavish parties, private gourmet dinners and luxury yachting experiences. Local and international VIP guests, major trendsetters and luxury partners celebrated the superyacht lifestyle and enjoyed first-hand experiences of some of the most luxurious superyachts in the region.

Richard Pope, CEO Kata Rocks & Infinite Luxury, says, "It is really gratifying to create a relaxed and fun environment where yacht owners and top shipyards can meet and become genuinely connected. This year



ultra-modern stabilization systems, and the 33m M/Y Nymphaea, which is available for charter in the Caribbean and Alaska. For the sailors there was the 30m S/Y Aphrodite, designed by Andre Hoek and built by the renowned Vitters shipyard in Holland. She has recently undergone an extensive refit and is now available for charter in Phuket, the Mergui Archipelago (Burma), or – for real adventurers – the remote Anambas Islands of Indonesia. The exquisite S/Y Dallinghoo, a classic schooner just under 30m, is also available for charter in Southeast Asia.



On the luxury yacht front, this year's KRSR fleet included a number of top international motoryacht brands such as Ferretti, Princess, Monte Carlo Yachts and Sunseeker. The SeaKeepers Society was also on hand to raise local awareness of the current situation of the world's oceans, and to protect, conserve, and restore where possible. Torqeedo promoted a green ethos with its water-based electromobility, sustainability and clean energy with through all-electric and solar powered RIBs and tenders.

The opening party was inspired by Phuket's unique Peranakan roots and the Sino-Portuguese heritage of old Phuket Town. And later, the KRSR Charter Season Opening Party brought the Rendezvous to a close in grand style, celebrating the start of Phuket's yachting season with a Mediterranean life-style theme enjoyed by all. This is undoubtedly one of the most important dates on Phuket's maritime calendar, and delivered another fantastic evening of hip entertainment and cool sounds for the VIP guests in attendance.

Other programme highlights included the annual KRSR superyacht fleet cruise up Phuket's west coast – a spectacular sight that culminated in a champagne BBQ beach feast at The Surin Phuket. Hugely popular with participants for the third consecutive year, every one enjoyed beautiful weather, epic cuisine, and water activities.

The 'Oceanos Owners' Dinner was well attended by Asia's more prominent superyacht owners and prospective buyers, while the inaugural Captain's Dinner with Benetti and Hemisphere Monaco helped promote Southeast Asia and encourage more captains and owners to visit Phuket and the region. Other highlights included the Royal Huisman and Camper & Nicholsons opening night cocktail party, the Hemisphere Monaco Gin Party, a Northrop & Johnson Brunch on board M/Y Xanadu, and the Media Champagne Brunch by Benetti.

With the KRSR smartphone application debut, participants enjoyed a fuller and richer social experience, going forward, such innovation will no doubt help shape the future of superyachts and superyacht charter in Asia.

Perfectly positioned to remain a major and proactive player in the development of the industry, the KRSR hoists the colours of international superyachting in Phuket, the heart of Southeast Asia. This year's event is scheduled for December 12-15, so mark it in your calendar now!

we were delighted to welcome Oceanco, one of Holland's top superyacht shipyards. We feel that they are an ideal fit for the KRSR, as they are perfectly aligned with Kata Rocks' spirit of innovation and luxury."

Another internationally famous Dutch shipyard attending KRSR was Royal Huisman, launching their new partnership with French yacht designer Oliver Racoupeau. They are already creating waves with their luxury custom-built multihull superyachts, both power and sail, that provide the perfect yachting entertainment platform for Asian clients.

A number of spectacular superyachts were part of the KRSR 2018 line up, including the 34m M/Y Xanadu (built by Moonen) that features

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# KATA ROCKS SUPERYACHT RENDEZVOUS 2018 SELECTED MEDIA COVERAGE



## Kata Rocks Superyacht Rendezvous 2018 Makes Waves

BY MACIEK KLIMOWICZ



The second Kata Rocks Superyacht Rendezvous (KRSDR) brought some of the most important global yachting industry players to Phuket, from 8 to 10 December 2017, the world's leading luxury yachting brands, prestigious showrooms, brokerage houses and a number of superyacht experts came together for three days of exclusive parties, celebrations and networking events.

...The KRSDR 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...

The screenshot shows the RL website layout. At the top is the RL logo and navigation menu. The main article title is 'Kata Rocks Superyacht Rendezvous 2018 Makes Waves'. Below the title is a large image of a beach with umbrellas. The article text is visible, including the byline 'BY MACIEK KLIMOWICZ'. On the right side, there are social media sharing options for Facebook and LinkedIn, and a 'YOU MIGHT ALSO LIKE' section with thumbnails for other articles. At the bottom, there are 'PREVIOUS POST' and 'NEXT POST' buttons, and a 'SIGN UP FOR OUR NEWSLETTER' form.



The second Kata Rocks Superyacht Rendezvous (KRSDR) brought some of the most important global yachting industry players to Phuket, from 8 to 10 December 2017, the world's leading luxury yachting brands, prestigious showrooms, brokerage houses and a number of superyacht experts came together for three days of exclusive parties, celebrations and networking events.

...The KRSDR 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...

Второй Ката Рокс Супериакт Рендезвус (KRSDR) собрал на Пхукете самых важных игроков мировой яхтенной индустрии. С 8 по 10 декабря 2017 года в Пхукете собрались лучшие бренды люксовых яхт, престижные шоурумы, брокерские дома и ряд экспертов по суперяхтам. Вместе они представили своим коллегам из мира суперяхт, брокерам и экспертам по суперяхтам одни из самых престижных брендов из мира суперяхт, включая Feadship и Royal Huisman – бренды, которые обычно выставляют свои яхты только в Монако и Форт-Лодердейл.



# KATA ROCKS SUPERYACHT RENDEZVOUS 2018 TESTIMONIALS

"The KRSR is a unique opportunity where owners and enthusiasts interact at well-organised events and casual gatherings. Southeast Asia is truly uncharted grounds, and KRSR has shown everyone the region's potential."



**LESTER LAM**  
Chairman, Camper & Nicholsons Asia

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

"For those who see the KRSR as a Monaco Yacht Show held in tropical Phuket, it's time to think again. It is Asia's most promising and rewarding superyacht event that allows yacht owners, both actual and potential, to meet with captains, managers, builders and brokers while mixing and mingling in a relaxed fun filled environment."



**MICHAEL HOWORTH**  
Superyacht Journalist

"Thank you for the amazing hospitality. My family and I really enjoyed it. The event is very well organized and I look forward to collaborating again the near future."



**DR CHATTHA 'BOYD' SONGTHAVEEPOL**  
Chairman, Penta Media

The Kata Rocks Superyacht Rendezvous 2019 proved to be the perfect parade ground for iAQUA's big reveal. After 2 years of intense development we were able to showcase our brand-new Stingray product to the right audience in the perfect location. It felt like we hit all the right notes for our debut.

The Kata Rocks team tailored a bespoke event to showcase our sub-aqua water jets throughout the weekend, without it feeling contrived or forced. The end result was a long list of potential customers, several exciting collaborations and some truly epic footage and media that we have been able to use to great effect.

Each year the event gets better and the list of partners becomes evermore impressive. The Kata Rocks team's professionalism and enthusiasm coupled with the stunning location and facilities make this the one event in Asia that iAQUA will not miss.

"Kata Rock is quintessential luxury, soothing for all your senses. My wife and I found this perfect home away from home, which really is pure serenity in stunning surroundings.

We also loved the Kata Rocks Superyacht Rendezvous, a fantastic concept and event. We can't wait for the 2019 KRSR".



**BJORN HOJGAARD**  
Kata Rocks Penthouse SkyVilla Owner  
Chief Executive Officer at Anglo-Eastern  
Univan Group



**JODY CHAPMAN**  
iAQUA/SEAJET



Spectacular Line-up of participating superyachts



The Kata Superyacht Rendezvous 2018 brought together some of Thailand's most influential business leaders (from left) Vrit Yongsakul, Frederick Patten, Mink Yongsakul, Bill Heinecke, Dr. Chettha Songthaveepol, Richard Pope, Michael Nurbatlian and Geoffrey Bond.



The stunning MY Xanadu at anchor in front of the resort for KRSR 2018



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



Tata Young, Chatadul "Mor" Seenapongpipit and Ray enjoying the cruise to The Surin on-board MY Nymphaea.



The ultimate superyacht party in Phuket, Thailand at Kata Rocks

The Oceanco Owners' Dinner attended by Asia's most prominent superyacht owners and prospective buyers,



The opening party was inspired by Phuket's unique Peranakan heritage and Sino-Portuguese heritage of old Phuket Town.



Michelin Recommended Chef Noi from the award winning SUAY Restaurant joined the KRSR opening party and provided a taste of his signature Phuket cuisine



The inaugural Captain's Dinner with Benetti and Hemisphere Monaco helped promote Southeast Asia and encourage more captains and owners to visit Phuket and the region.



Royal Huisman and Berret-Racoupeau Design made waves with its KRSR launch in Asia. They teamed up to produce custom-built multihull superyachts, both power and sail, that redefine luxury catamaran design from the waterline upwards.



The Kata Rocks Superyacht Rendezvous 2019 proved to be the perfect parade ground for iAQUAS big reveal.



Owners, VIP guest and Industry professionals celebrating yachting in style in Phuket, Thailand



# 2019 PROGRAMME



## Pre - DAY : WEDNESDAY 11 DECEMBER, 2019

- 20:00 – 23:30  
Infinite Luxury Club & Kata Rocks Villa Owner's Annual Dinner (*private event*)  
Presented by Infinite Luxury

## DAY 1 : THURSDAY 12 DECEMBER, 2019

- 09:00 – 10:00 Rendezvous Partner Briefing
- 10:00 – 16:00 Resort Showcase – A chance to experience various complimentary activities at Kata Rocks including a spa treatments at The Infinite Luxury Spa, Yoga classes, Thai Cooking Classes, and more. Please visit the spa for more detail and booking
- 11:00 Thai Cooking Class in Villa 401 – Experience the fine art of Thai Cuisine with our experienced Thai Executive Chef (*limited to 8 guests, first come basis*)
- 15:00 Oyster & Champagne Tasting Experience in the Wine Cellar, (*private event*).
- 18:00 – 23:00 KRSR Opening Party – Kata Rocks launches the 2019 KRSR event with an exclusive reception at Kata Rocks.

## DAY 2 : FRIDAY 13 DECEMBER, 2019

- 09:30 Cruise Day – cruise for a private beach BBQ
- 12:15 – 15:30 Rendezvous for a Beach BBQ
- 18:30 – 20:30 Sunset Gin Party at Kata Rocks Clubhouse (*private event*)
- 19:30 – 23:00 Superyacht Owners' Dinner – in a Kata Rocks' Penthouse. This exclusive private dinner is for a select group of VIP guests and superyacht owners. (*invitation only*)

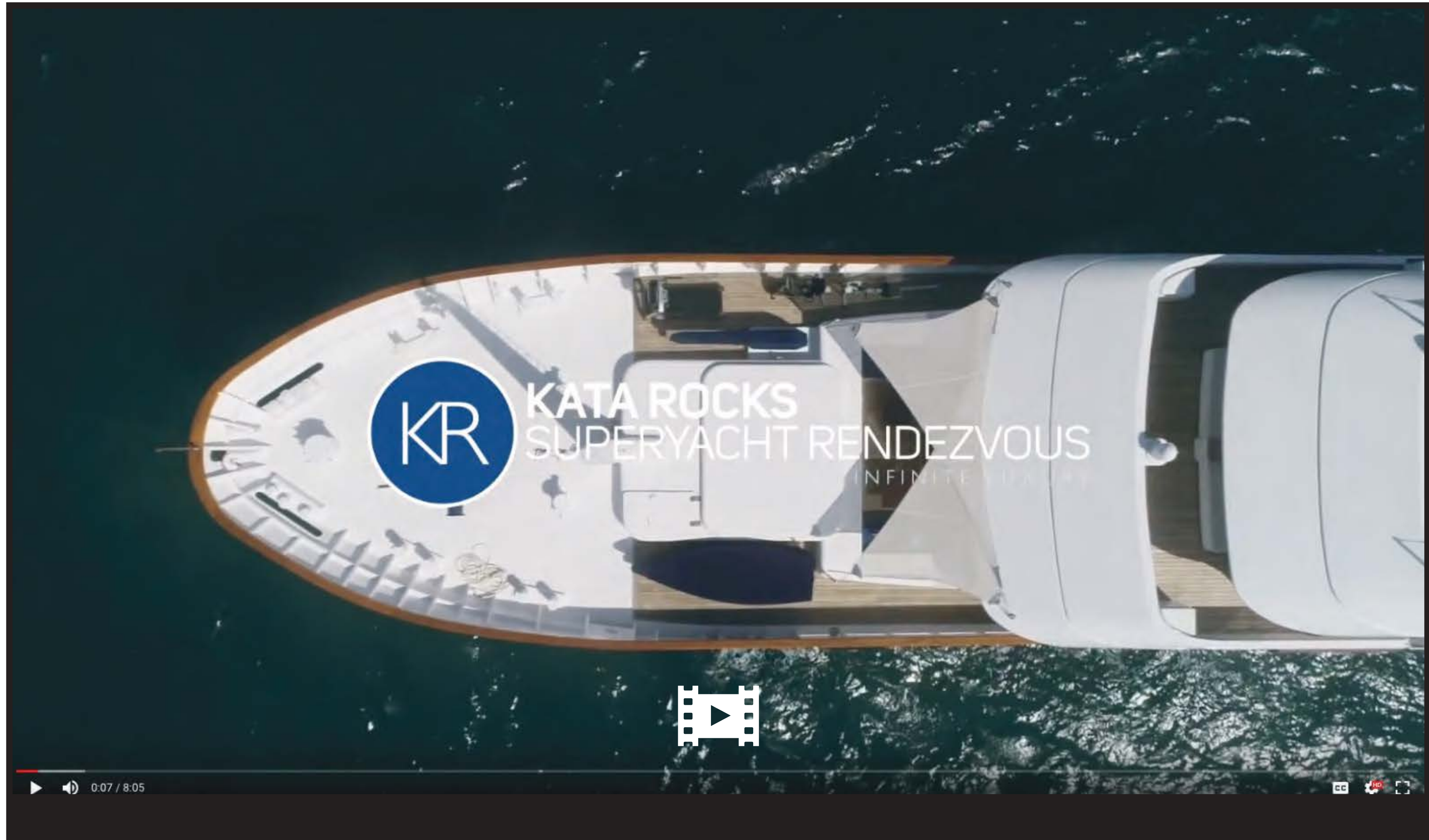
## DAY 3 : SATURDAY 14 DECEMBER, 2019

- 10:00 – 11:30 Champagne Media Breakfast This exclusive invitation-only breakfast is for a selected group of media and VIP guests.
- 10:00 – 16:00 Resort Showcase – A chance to experience various complimentary activities at Kata Rocks including a spa treatments at The Infinite Luxury Spa, Yoga classes, and more (*first come basis*). Please visit the spa for more details and booking.
- 13:00 – 15:00 Big Boys Toys – Demonstrations and trials of various marine toys.
- 14:00 – 16:00 'Yacht Hop' – Yacht owners, media and guests are invited to board the various yachts.
- 16:00 – 17:00 Superyacht Lineup – lineup of the fleet for media photos and drone photography
- 18:00 – 00:00 – Kata Rocks Charter Season Opening Party – The grand finale party including a live Band, DJ, food and fun.

## DAY 4 : SUNDAY 15 DECEMBER, 2019

- 12:00 – 15:00 – Kata Rocks Champagne Pool Brunch Party





WATCH THE EVENT HIGHLIGHTS OF THE 2017 KATA ROCKS SUPERYACHT RENDEZVOUS



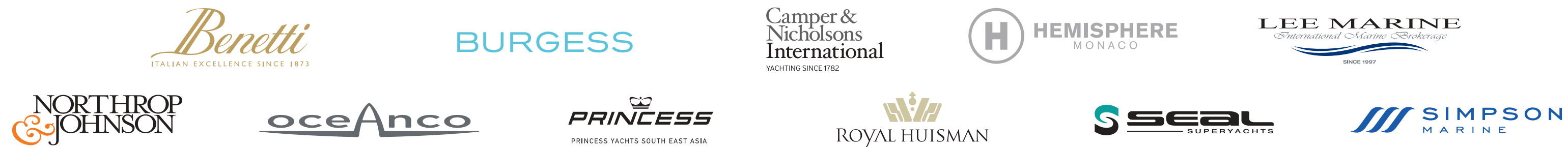


RIGHTS HOLDER



HOST VENUE

SUPERYACHT PARTNERS



PARTICIPATING PARTNERS



MEDIA PARTNERS



SUPPLIER PARTNERS

