

Asia Pacific Superyachts

Asia's #1 Superyacht Agency
Regional Coverage. Local Knowledge.

OCTOBER 2014

APS NEWSLETTER

Quote of the Month....

"Never in my life before have I experienced such beauty, and fear at the same time." — Ellen MacArthur, Sailor

News from Tahiti

APS Tahiti's Etienne Boutin attended the last Monaco show during which NZ Marine, Superyacht Australia and professionals from the South Pacific islands discussed a new collaborative approach to marketing the region as a united superyacht destination.

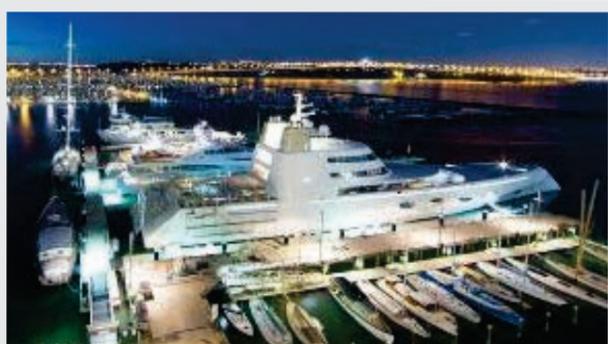


Oceania Map

Mr. Boutin reports that following a first approach made at the last Sanctuary Cove show in the Gold Coast of Australia, the matter was further discussed at Monaco with APS members Jeanette Tobin and Duthie Lidgard of APS New Zealand also in attendance. Topics included: Stronger regional cooperation at yacht shows, better sharing of data, joint actions on charter regulations, collaboration with media releases, and uniting under a common destination tag name.

"More meetings will be necessary to agree on a joint strategy but I salute the fresh spirit of this initiative." Etienne continued, "It is so easy for us involved in day to day business to only see the neighbor as a competitor. However, we all need to have a greater vision able to pool our energies for a smarter and eventually wealthier regional yachting industry".

Auckland's Wynyard Marine Site for Superyachts Reported



Silo Marina in Auckland

The following published information about Auckland's Wynyard Marine Site was reported by Duthie Lidgard of APS New Zealand: "Superyachts have been more of a common sight on Auckland's waterfront in recent years as the word spreads about Silo Marina and its proximity to a world class marine services precinct and the beautiful cruising grounds of the Hauraki Gulf.

A unique and exciting opportunity now exists to capitalise on this and take Auckland's marine service offer to the next level with rights to develop and operate a superyacht refit yard facility on an adjacent waterfront site."

Reports on APS at Monaco



The APS team attending the Monaco Yacht Show included Gordon Fernandes and Jo Jo from APS Phuket and Myanmar, Mohamed Hameed from APS Maldives, Jeanette Tobin and Duthie Lidgard from APS New Zealand and Etienne Boutin from APS Tahiti.

Mohamed in reporting on the Monaco Yacht Show, along with Gordon Fernandes, commented: "We found the show quiet, but as Gordon said, there were some young new captains to meet and it was important for us to be presented there as 'one team - all on the same platform and working to promote the brand and its value and standards. The APS team agreed it would be beneficial to have an APS stand next year, in a good location, one which captains, crew and industry people can easily find."

Etienne Boutin in following up, remarked: "The Monaco show was good business for the APS group overall as well as for the APS regions." Duthie Lidgard reported, "It was a good opportunity to present the 'Superyacht Explorer Book' and we are delighted with the interest and the success of the book sales" noting inquiries on purchasing the book are welcomed. Email:duthie@asia-pacific-superyachts.com.

Superyacht M.Y.TANVAS



Superyacht M/Y Double Haven – www.superyachttimes.com

APS reports the 40 Meter Sunseeker M.Y. Tanvas has arrived at the Wave Master superyacht shipyard. This is the 5th time the superyacht has returned to the custom built facility. The 40 metre superyacht TANVAS (a Sunseeker 40) is a motor yacht of majestic proportions and exceptional grace, reaching the maximum speed of 24 knots and a range of up to 1500 nautical miles. The interior of 40 luxury yacht spreads across three decks and offers the option of balconies on either side of the main deck saloon, and on one side of the master stateroom - opening up magnificent seascapes and bringing in more natural light. Other yachts visiting the facility this year include: S.Y. Shamoun, M.Y. Sapphire, M.Y. Maverick, M.Y. Jeremy and M.Y. Azul. All of these vessels have been cared for by Asia Pacific Superyachts.

Successful APS AGM held in Phuket



Part of the APS team members attending annual AGM – from Bali, Koh Samui & Phuket Thailand, Singapore & New Zealand

The annual AGM of Asia Pacific Superyachts took place on October 4, 2014 in Phuket, Thailand. Gordon Fernandes opened the meeting and welcomed those in attendance representing Koh Samui (Thailand), Myanmar, Indonesia, Singapore, New Zealand, and Phuket (Thailand).



Richard Lofthouse and Jimmy Blee introduced the new Operations Manager for APS Indonesia, Thomas Taacjes. Included in the agenda was a report on the Monaco Yacht Show; a discussion of the benefits of exhibiting at MYS ensued and is under consideration. Scott Walker announced plans for exhibiting at Singapore Yacht Show is underway and a location is confirmed. In addition Captain Jimmy Blee of APS Indonesia will be a speaker at the Conference held 2 days prior to SYS.

Guest Speaker Mr. Kong of S.D.A. Group of Bangkok presented an address on 'IT Issues and Areas of Improvement', followed by a presentation on 'How to Improve Visual Concept' along with an update on website activities and social media. Company goals and areas to expand were on the agenda and a presentation entitled,

"The Power of PR' was given by the director of PR & Communications. An announcement was then made that anyone interested in receiving the APS free monthly newsletter may email: pr-comm@asia-pacific-superyachts.com

- Andaman Islands
- Malaysia
- Maldives
- Myanmar
- Borneo
- Phuket, Thailand
- Hong Kong
- Seychelles
- Indonesia
- Singapore
- Koh Samui, Thailand
- Sri Lanka



APS team leaders of agent network in Asia

Have News?

Shared Owners of sea journeys, destinations and news from Owners & Captains & Crew are welcomed!

Email: pr-comm@asia-pacific-superyachts.com

Captain Contact: charlie@asia-pacific-superyachts.com

Contact

pr-comm@asia-pacific-superyachts.com

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