

PRESS RELEASE

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THE KATA ROCKS SUPERYACHT RENDEZVOUS BUILDS ON LAST YEAR'S SUCCESS

After the incredible success of the inaugural Kata Rocks Superyacht Rendezvous (KRSR), the 2017 KRSR returns from 8 to 10 December. International yachting giants are queuing up to support Asia's leading superyacht event.

By invitation only, the Kata Rocks Superyacht Rendezvous is designed to bring like-minded people together from a personally curated guest list that features Kata Rocks villa owners, superyacht owners, and discerning guests interested in yachting and luxury lifestyle, industry professionals plus an influential mix of international and regional lifestyle, luxury travel and yachting media.

This elegant location serves as an idyllic backdrop for a truly first class three-day programme. The event is open to both sailing and motor yachts measuring over 24 meters in length, visiting or based in Phuket – Southeast Asia's leading luxury location and superyacht hot spot. The KRSR signals the opening of Phuket's luxurious charter season offering superyacht owners a prime-time opportunity to showcase their flagship vessels.

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

Kata Rocks and Infinite Luxury CEO Richard Pope, said: "The KRSR is the most exclusive invitation-only superyacht event in Asia, welcoming superyacht owners, Kata Rocks villa owners and the Asian glitterati. Guests can expect magnificent superyachts, bespoke activities and glamorous parties set in a relaxed and luxurious environment."

"Despite offering a cruising ground five times larger than traditional regions such as the Caribbean, the Asia Pacific remains relatively unexplored with only 10% of superyachts having been to Asia. We're looking to change that and events such as the KRSR really do cement the region's status as an emerging superyacht hot spot."

Last year, The KRSR welcomed 17 superyachts to Phuket's sun kissed west coast including iconic superyachts such as the 93m Lauren L and 51m Northern Sun. We anticipate an even more impressive turnout this year as KRSR establishes itself as the ultimate luxury event in Thailand and the leading superyacht event in Asia.

Moreover, The KRSR will be welcoming an even more impressive list of leading luxury, lifestyle and superyacht media to this year's event. Last year's KRSR generated excellent value and exceeded all marketing goals. Numerous media endorsed the fact that thanks to Kata Rocks Phuket is now firmly on the global superyacht map.

Michael Nurbatlian, Director of Marketing Infinite Luxury said: "Last year we achieved exceptional results in media coverage for all the participating brands. This year we endeavour to expand all our objectives to increase both media coverage and the number of participating superyachts."

We are also pleased to announce that Feadship returns to the KRSR. This year the famed Dutch superyacht builder with roots dating back to 1849, increases its involvement in the 2017 event as a co-sponsor while hosting the exclusive superyacht owner's dinner for a second consecutive year. Feadship is recognised as the world leader in the field of pure custom superyachts in terms of craftsmanship, design, engineering and construction.

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In addition, Benetti, one of Italy's most prestigious motor yacht brands, returns this year as a participating partner and host of the Benetti and Vista Jet Owner's Dinner. Based in Italy and with over 144 years of history, Benetti epitomises the finest craftsmanship and a refined sense of Italian design.

"We are very pleased to be returning to Kata Rocks Superyacht Rendezvous this year. It was a fun and engaging event last December in the background of the stunning cruising ground. We look forwards to KRSR bringing all the guests around for another wonderful experience again." Said Natalie Ye, Marketing Manager, Benetti.

We are also pleased to announce that Vista Jet, one of the world's most innovative private jet companies, sees value in joining the KRSR. There are incredible synergies between superyachts, luxury villas, and private jets and this partnership will further position Phuket as an elite yachting and luxury destination in Southeast Asia" said Scot Toon, General Manager of Kata Rocks.

Other partners joining the 2017 KRSR include Burgess, Azimut Yachts, Camper & Nicholsons Hemisphere Monaco, Northrop and Johnson, Bristol Charter, Benetti, Princess Yachts, 77 Design, Lee Marine, Sea-Doo, Seal Superyachts, Boat in The Bay, and The Surin Phuket which will again host the private beach barbeque on day two.

Richard Lambert, head of Global Sales Burgess said: "We were very impressed with the inaugural Kata Rocks Superyacht Rendezvous. It was a professionally organised event with an excellent social programme and an impressive array of yachts joining the rendezvous. As well as launching the Asia charter season we are confident that the KRSR will become an important fixture in the international yachting calendar."

Highlights from the fun-filled and action-packed programme that are too extensive to list in detail here include welcome reception on a superyacht plus a cruise with the fleet to a secluded beach for a gourmet BBQ at The Surin Phuket. There is also the exclusive cocktail party hosted by Boat International, the global media authority in super yachting, a 'yacht hop' and 'big boy's toys' on the water showcase followed by the exclusive 'Feadship Owner's Dinner' and 'the Benetti and Vista Jet Owner's Dinner' in Kata Rock's iconic Sky Villa Penthouse and a grand finale that concludes with the Rendezvous closing party.

All the latest Kata Rocks Superyacht Rendezvous (KRSR) news and updates, full programme details and much more can be found at www.katarockssuperyachtrendezvous.com. To request an invitation, please email info@infiniteluxury.com.

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ABOUT KATA ROCKS

Kata Rocks is a design driven, luxury resort and residence, located directly on the oceanfront at the southern end of the renowned Kata Beach, along Phuket's sunset west coast. It features 34 iconic Sky Pool Villas of one to four bedrooms, each offering its own private infinity-pool, expansive living and dining area, superbly appointed bedrooms and bathrooms. Each villa is equipped with latest interactive iPad technology allowing guests to control the Sky Villa environment at the touch or swipe of a button. The Sky Villas also come with the latest in mobile connectivity providing guests unlimited 4G internet access and complimentary international phone calls. Along with exquisite dining options, poolside restaurant and bar, the resort features the award-winning Infinite Luxury Spa and fitness suite. Voted 'Best Apartment in the World' at the London International Property Awards; in 2016, Kata Rocks had the honour of being named one of the 25 best hotels in Southeast Asia by the prestigious *Conde Nast Travelers* 2016 Readers' Choice Awards, raising its total to over 50 international awards. Kata Rocks is also home to the highly coveted annual Kata Rocks Superyacht Rendezvous - hailed by leading industry players such as Feadship and Burgess and luxury media as the definitive superyacht event in Asia.

ABOUT INFINITE LUXURY

Infinite Luxury is the owning and operating company of Kata Rocks, its flagship resort. Infinite Luxury is a hospitality management company with expertise in luxury brand marketing, design, architecture, and project management of bespoke luxury residences and hospitality real estate developments.

Photography of Kata Rocks is available to download in the [Photo library](#) of our [Media section](#), at <https://www.katarocks.com>.

Visit [The Blog](#), Kata Rocks' online luxury portal that features the best in culture, haute living, yachting and style. Read news about our award-winning resort, the best dining experiences in Phuket, spa treatments, travel retreats and the best of yachting in Asia. Further information is also available on our [Social media](#) channels.

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