

For immediate release

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Cape Panwa Hotel Phuket Raceweek showcases Green Season sailing in Phuket

Making Phuket go viral through #PhuketSailing hashtag campaign



Cape Panwa Hotel's beachfront: tranquil and idyllic, perfect for a Green Season holiday.

PHUKET, Thailand – The first event of the 2015/16 Asian Yachting Grand Prix, Cape Panwa Hotel Phuket Raceweek is set to take place 15th to 19th July during Phuket's Southwest Monsoon – a time when some of the best sailing and racing conditions can be expected – and will welcome a competitive line-up of IRC racers, cruisers, multihulls and a growing number of charterers to the Island.

“Entries are very strong and we have boats and crew taking part from more than 20 countries this year, many of which have come from overseas especially to compete in Phuket Raceweek. The Panwa Cape will be busy with more than 500 sailors and friends accommodating themselves in the area and contributing to the local economy during what is normally a relatively quiet month for Phuket, tourism-wise,” said Mr. Byron Jones, Managing Director of organisers Media Business Services Co. Ltd. (MBS).

Together with the Tourism Authority of Thailand and Sports Authority of Thailand, Cape Panwa Hotel Phuket Raceweek organisers are working to promote Phuket and sailing in Phuket around the world.

“Phuket's Green Season coincides with colder weather in Australia and European school holidays, making it an idea time for sailors and families to come to Phuket for a sailing holiday of join in a regatta such as Phuket Raceweek. Phuket can be spectacular during this time of the year and together with our partners that's a message we are spreading around the world,” added Jones

A large contingent of Australians and British are competing in Phuket Raceweek this year, most of which have flown in to Phuket to compete. It is this international appeal and the potential of Phuket's marine leisure tourism that has seen the Thai Government recently prioritise the industry for development and promotion, and Phuket – with its established infrastructure and world famous cruising grounds – has been chosen as the launch ground for many upcoming government initiatives.

“It's great to see Thailand's marine leisure tourism on the national agenda. Regattas have been promoting and positioning Thailand as a boat-friendly destination for many years. Following improvements to the tax regime and bureaucracy Phuket has become the sailing hub in Asia and the destination of choice for many international boats looking for new and beautiful cruising grounds,” commented Jones.

“On the back of the government push, we have launched the #PhuketSailing marketing campaign on social media. Using social media, we aim to increase awareness of Phuket as a world-class sailing destination and encourage all stakeholders and friends of Phuket to join hands and use the hashtag.”

Cape Panwa Hotel Phuket Raceweek, organized by Media Business Services, consists of four days of world-class racing from 15th to 19th July off Phuket's southeast coast.

For more information:

www.phuketraceweek.com

Facebook: www.facebook.com/PhuketRaceweekRegatta

Twitter: www.twitter.com/phuketraceweek

YouTube: www.youtube.com/phuketraceweek

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About Cape Panwa Hotel Phuket Raceweek

Coming into its twelfth year, Cape Panwa Hotel Phuket Raceweek is comprised of four days of world-class yacht racing and four nights of beachside parties.

Cape Panwa Hotel Phuket Raceweek, run over six or seven classes including Racing, Multihull, Cruising and Bareboat Charter, has gained a reputation for its competitive racing for the serious boat crews and moderate courses around several islands for the less experienced racers. It is also the first event of the prestigious 2015/2016 AsianYachting Grand Prix.

Cape Panwa Hotel Phuket Raceweek enjoys the support of the Tourism Authority of Thailand, Ao Chalong Yacht Club and the Yacht Racing Association of Thailand.

Regatta Sponsors and Partners

Sponsors and partners of the 2015 Cape Panwa Hotel Phuket Raceweek include: Cape Panwa Hotel Phuket, Kantary Bay Hotel Phuket, DaVinci Yacht Charters, Concept Paradise, Finca de Malpica, Frayte Logistics, Illuzion, Mount Gay Rum, Peroni, Playerlayer, Radenska, Phuket Island Radio, aBOAT Magazine, Cape & Kantary Magazine, Esquire, IMAGE Asia, Phuket Gazette and Phuket Today, Phuket Magazine, SEA Yachting, Town & Country Thailand, Absolute World Group, International Law Office, ISS Security Services, Phuket International Hospital, Sailescapes, Electrical Marine, Krabi Boat Lagoon, Phuket Boat Lagoon, Quantum Sail Design Group.

Supporting authorities include the Tourism Authority of Thailand, Ao Chalong Yacht Club and Yacht Racing Association of Thailand.

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