



## PHUKET RACEWEEK FACT SHEET

**"...THE BEST REGATTA IN ASIA."** It's no wonder that Six Senses Phuket Raceweek has become one of the region's favourite yacht racing events, attracting 44 entries in 2008 — anticipated to increase to more than 50 boats in 2009. Now coming up to its sixth year, the Phuket Raceweek organisers have raised the level of both the racing and the 5-star regatta social scene each year. The only one of Thailand's regattas that is broadcast on international television, Raceweek is fast becoming Asia's premier regatta, for both competitors and sponsors.

From the sponsor's point of view, what sets Raceweek apart from other regattas is the attention paid to the professional management of sponsorship. From the first contact, through to signing a sponsorship agreement, until after the event winds down, sponsorship marketing consultants Paul Poole (South East Asia) Co., Ltd work with both the sponsor and the organiser to ensure that agreed benefits are delivered in full and that marketing opportunities presented by the event are fully maximised.

### Basic facts

Phuket Raceweek is owned and organised by Image Asia Events Co., Ltd. (IMAGE asia). Marketing support is provided by Paul Poole (South East Asia) Co., Ltd. (PPSEACL).

### IMAGE asia

IMAGE asia is primarily a Phuket-based publishing company with an interest in yachting. The company launched Thailand's first-ever international boatshow (PIMEX) in Phuket in December 2003 and Phuket's first low season regatta (Phuket Raceweek) in July 2004. IMAGE asia also publishes Southeast Asia Pilot, the definitive yachting guide to S E Asia, and is a Corporate Life Member of Ao Chalong Yacht Club.

IMAGE asia MD, Grenville Fordham, discovered yachting when he moved to Phuket in 1998 and has become an enthusiastic, if not particularly skilful, member of the region's yacht racing fraternity.

### The first Raceweek - 2004

The first Raceweek, named **Phuket Raceweek** was held in **2004** at Evason Phuket & Six Senses Spa, who were the host sponsors. There were 19 boats racing over 5 days (Mon-Sat) with one lay (rest) day. Sponsorship was minimal.

**RESULTS 2004** <http://www.phuketraceweek.com/2004/results/seriesresults.htm>

### Raceweek 2005

In 2005, in recognition of Evason's staunch support as host sponsor, and lacking a Title Sponsor, the organisers decided to give naming rights to Evason. Raceweek 2005, the second event, was renamed "Evason Phuket Raceweek" and, by popular demand, was cut down from a week-long event to a long weekend event, concentrating the racing into four days with no lay (rest) day.

29 boats competed and the event was marked by one capsized catamaran and one monohull sinking after striking a submerged rock. An eventful year!

The event enjoyed strong support from the local community and, for the first time saw Raimon Land come on board as a sponsor.

**RESULTS 2005** <http://www.phuketraceweek.com/2005/results/seriesresults.htm>

## Raceweek 2006

31 boats competed in Evason Phuket Raceweek 2006, which by now had made its mark as a permanent and well-received fixture on the regional regatta scene.

This year also saw the inaugural Seraph Trophy, launched to mark SY Seraph's 100th birthday. This event-within-an-event saw six classic yachts compete for a trophy made from the oak of Seraph's original rudder.

Raceweek 2006 is best summed up by quoting Asian Yachting guru Capt Marty Rijkuris, "There was plenty of wind, close racing and good parties; our hosts Evason Phuket Resort provided one of the best regatta locations in Asia. I can assure you, it does not get any better than this. Image Asia Events must be congratulated for putting on a very slick and professionally run event that other regatta organisers could look at when streamlining their own events."

**RESULTS 2006** <http://www.phuketraceweek.com/2006/results/series-results.html>

## Raceweek 2007

After three years of consistently strong winds, the organisers took the plunge and billed Raceweek 2007 as 'Asia's Windiest Regatta'. A dreadful mistake, as the elements refused to co-operate and both yachts and race management struggled to get in a full series of races.

This year, five of the first place series trophies went to first-time competitors, indicating the growing popularity of the event with yachts and owners from overseas.

This was also the first year that sponsorship marketing consultants, Paul Poole (South East Asia) Co., Ltd. were retained to professionally market the event's sponsorship opportunities.

**RESULTS 2007** [http://www.phuketraceweek.com/results2007/series\\_results.htm](http://www.phuketraceweek.com/results2007/series_results.htm)

## Raceweek 2008

2008 saw the wind come back, the number of participants increase to 44 and Evason's holding company, Six Senses Resorts & Spas, come aboard as Title Sponsor. This was the **first year** the event was named "**Six Senses Phuket Raceweek**".

This was the year it all went right. Participants and organisers were in jubilant mood at the final night party; here's what some of them had to say:

"We're not used to racing in this much wind in Asia."

"Thanks for a fantastic Race Week. We look forward to the next one."

"Forget the rest, this is absolutely the best regatta in Asia."

"A great opportunity for our staff to participate... and create internal team building."

"An excellent well run Regatta. Good courses, excellent race management and off water administration, great parties."

"An excellent and extremely well organised regatta. By far the best [yet]. It would be difficult to find fault with anything."

"I thoroughly enjoyed [it] and will definitely be back. From my point of view one of the most exciting regattas I have been to for a long, long time."

And on the sponsorship front, 2008 was the best yet, too. Title Sponsors, Six Senses, were joined by co-Sponsors Raimon Land, Rodenstock and Tourism Authority of Thailand, Official Suppliers Johnnie Walker Soda Mix, Mont Clair Wines and SIXT Rent-a-Car, Media Partners Asia-Pacific Boating, Asia Spa, Australasian Yachting, China Boating, CNN Traveller, Daily XPress, LP Luxury Properties, Phuket Gazette, Prestige Magazine and SEA Yachting, as well as a whole raft of local partners and supporters.

**RESULTS 2008** [http://www.phuketraceweek.com/results2008/series\\_results.htm](http://www.phuketraceweek.com/results2008/series_results.htm)