

Singapore Yacht Show Celebrates Its Decennial Edition



SINGAPORE

Asia's premier boating showcase, the Singapore Yacht Show, will return to the docks of ONE°15 Marina Sentosa Cove from Thursday 19 to Sunday 22 March 2020. Marking the Show's tenth edition, this celebratory iteration will set the stage for the best and latest in yachting and on-the-water lifestyle, as well as a host of luxury lifestyle programming and family-friendly fun.

The four-day immersive event has grown from 3,000 visitors in its first edition in 2011, to an expected 2020 turn-out of over 16,000 visitors, including buyers and charterers from across the Asia Pacific region. Visitors can expect an impressive line-up of regional boating and yachting premieres, state-of-the-art yacht toys and products as well as lifestyle exhibits from more than 150 world-class brands and companies. As one of Asia's finest marinas, ONE°15 will unveil a refreshed configuration during SYS 2020, offering greater visibility of the extensive display of yachts.

The Best in Boating

With just under four months until SYS 2020 opens its doors, the Show's on-water berths at ONE°15 Marina Club are filling up fast, bringing together some of the world's leading yachting brands to embrace Asia's growing marine industry. Visitors can explore on-water exhibits from brands such as Absolute Yachts, AMELS, Azimut, Dufour, Ferretti Group, Fontaine Pajot, Jeanneau, Lagoon, Leopard Catamarans, Maritimo, Monte Carlo Yachts, Princess Yachts, Sacs, Sanlorenzo and Sunseeker alongside dealerships Boat Lagoon Yachting, Hong Seh Marine, Marine Italia, Simpson Marine and Sunseeker Singapore.

Dutch luxury yacht builder Amels, a long-time supporter of SYS, is paving the way in the region with several owners and large superyachts already based in Asia. At SYS, Amels will unveil the brand-new 55m M/Y Papa to the region for the first time. Only just delivered to her owner earlier this year, Papa's exterior is designed by Tim Heywood, and offers guests the ultimate in luxury with a beach club at sea level and a sun deck with a cinema, 8-person jacuzzi and a Teppanyaki bar.

Presenting a brand-new cruise experience in the pristine East Indonesian Archipelago, Aqua Blu will add a compelling maritime statement to the line-up at SYS 2020. A long-range explorer yacht sailing the region's most prized destinations, including Komodo National Park, Spice Islands and Raja Ampat, Aqua Blu recently underwent extensive refurbishment bringing the 15 cabin vessel up to world-class cruising specifications.

Another major superyacht builder ever-present at SYS since its very first edition, Westport Yachts will introduce their brand new 38M raised pilothouse motoryacht, an Asia premiere that retains all of the Westport standards of quality yacht construction, finish and design but advances the use of space and cruising capabilities.

One of SYS' founding partners; Simpson Marine will be making its tenth appearance at the Show, presenting its largest line-up to date with more than 15 yachts across the Sanlorenzo, MCY, Aquila and Lagoon brands. Unveiling several Asia premieres, the Simpson Marine fleet will include the Lagoon 46, Sanlorenzo SX88 and the Sanlorenzo SL102 Asymmetric. This last is an innovative out-of-the-box concept that perfectly represents Sanlorenzo's impressive design capabilities, maximising yacht spaces by expanding and rethinking traditional layouts.

Epitomising the best of British manufacture and design, Plymouth-based Princess Yachts will return with one of the largest on-water exhibits. Making its Asian debut, the Y78 is a brand-new model known for her flexible deck layout with a walkthrough fore-deck, U-shaped seating and a sunbathing area, whilst her flybridge aft has space for free standing furniture or can accommodate a crane and a tender.

Renowned Italian yacht builder Ferretti Yachts will introduce two Asian premieres at the Show, the Ferretti 670 and 720, both products of a partnership with esteemed architect Filippo Salveti. Measuring 20.24m and 22.3m respectively, the yachts offer amenities typically found on larger vessels and boast an aerodynamic exterior reveal in clean shapes and sinuous lines.

"It's been phenomenal to witness the continued growth of the Singapore Yacht Show and the development of the industry here over the last decade. As we gear up for the 2020 edition, both old and new partners are coming together to offer the most dynamic programme yet – we've already confirmed several major superyachts, and all the production builders are bringing bigger line-ups than ever," says Andy Treadwell, CEO and Founder of the Singapore Yacht Show.

Reimagined Experiences

Working with a variety of partners to add new dynamic dimensions to the next decade of SYS, the 2020 Show will be more family-friendly, offering truly immersive and educational experiences for those looking to discover the yachting lifestyle - and a more sustainable one, at that.

Families are invited to join a series of child-friendly activities and workshops to keep the kids engaged throughout the day. Showcasing a wide range of lifestyle exhibits, and activities such as upcycling workshops, health & wellness programming, interactive art displays and hands-on fun for all the family, the newly created programme sets out to further enhance the existing visitor experience.

"SYS 2020 will offer a host of dynamic experiences in our new Lifestyle Pavilion, developed for our visitors to be both entertained and educated. With a focus on a cleaner ocean, the Show will spark conversations about the need for industry stakeholders to tackle sustainability, addressing the issue of plastic waste in the ocean and also introducing interactive art displays, exhibits and upcycling workshops," adds Treadwell.

Singapore Yacht Events has appointed multi-award-winning creative communications agency W Asia to handle media relations for the Singapore Yacht Show 2020. W Asia takes a 'creative commerce' approach, bespoke to each client's needs, drawing on a wide range of capabilities across the team to run standout creative campaigns for brands and businesses.

www.singaporeyachtshow.com