

2017 Samui Regatta continues successful trend, with Centara Grand Beach Resort as host sponsor



Centara Grand Beach Resort Samui once again showed itself capable of handling international water sports events, being the host sponsor for the Samui Regatta 20-27 May. The Regatta, in its 16th year, has grown to attract the best yachts in Asia and a large spectator following. They come to Samui for great sailing, fantastic beach parties, and the island's acclaimed hospitality.

Samui Island itself is acknowledged for its white-sand beaches, sparkling blue sea, breezy coconut trees and picture-postcard tropical appeal. Lately it has proven itself a leading sports tourism destination, especially in yachting. With full support from the Thai government and its policy to promote sports tourism, Samui has attracted more international events and sports enthusiasts to the country during the last decade. The now-famous Samui Regatta is one of the blue-ribbon international events exemplifying this trend.

"This is another opportunity for people to recognize our resort, not only as a luxurious tropical tourist destination but also a superb water sport venue," said Denis Thouvard, the resort's General Manager. "We are located in a prime area where nature and civilization mesh perfectly. Our private beachfront offers Chaweng's soft white sand, crystal clear water, and peaceful space for personal relaxation or fun activities such as swimming, sailing, jet-skiing and yachting. The resort is also an ideal base for exploring Samui and its island neighbors Koh Nang Yuan and Ang Thong National Marine Park. It is next to Samui's main town and 20 minutes from the airport. Our guests enjoy wonderful vacations in this tropical paradise."

"Samui Island is one of the top tourism and yachting destinations in Asia," added Ms. Kae Wattana, Managing Director of Regattas Asia. "We have organised Samui Regatta for 15 years and each year we see the number of yachts that come to the island is growing. I believe this growth will continue as more and more people experience the beauty of Samui and the unmatched sailing it has to offer. This year we will again have a spectator boat at Samui Regatta which members of the public and tourists can join to experience the event and learn more about yachting. Our aim is bring the event and yachting closer to people, to increase people's understanding of yachting, and to attract more visitors to Samui Island. Having Centara, a leading Thai hospitality brand, joined just as main host for this event is helping us to ensure that all participants will be treated professionally and bring back not only a trophy or medal from a competition but also a fantastic memory in Samui as well".

The Samui Regatta consists of five days of racing and six nights of parties, including daily prize-awarding on the beach and a lavish Gala Dinner hosted by Centara Grand Beach Resort on the final night. This event showcases Samui's reputation as a leading yachting destination and contributes significant revenues to the local economy. Surveys show most of the approximately 500 participants come from overseas and have high incomes.

"As part of the Samui community, we are proud to support the people and economy of this island," General Manager Thouvard concluded. "In the future we look forward to seeing more tourists, both returning guests and new visitors who want to witness Samui's natural beauty with their own eyes."

For more information about Centara Grand Beach Resort Samui, please visit:
www.centarahotelsresorts.com/csbr.