



JOINT PRESS RELEASE :

ENCOURAGING MARINE ECO-TOURISM IN THE RIAU ARCHIPELAGO THROUGH ASIATIQUE YACHTING'S BOAT SHARING PLATFORM AND DESTINATION ITINERARIES

A Memorandum of Understanding will be signed on 7th April 2016 at the Singapore Yacht Show between the Singapore Power Boat Association (SPBA) and Asiatique Yachting Enterprise (AYE) for the creation and promotion of a holiday ride sharing platform and destinations itineraries that will entice casual and non-boaters from Singapore and beyond to explore the Riau Archipelago and allow boat owners within the SPBA to share their costs with other interested holiday makers.

The Indonesian Riau Archipelago, geographically immediately south of Singapore, is blessed with unspoilt mangrove fringed coastal waters, scenic beaches, diving attractions and magnificent leisure boating cruising grounds. In September 2015, President Joko Widodo decreed a dramatic breakthrough to boost Indonesia's marine tourism sector by easing regulations for foreign pleasure yachts to sail to and around Indonesia's thousands of wondrous tropical islands, in order to encourage more tourists and consequently improve the welfare of rural communities on the more remote islands.

It is anticipated that marrying the sophistication of Singapore as a world city with the natural charms of the immediately adjacent marine hinterland will attract more foreign visitors to both Singapore and Indonesia in a mutually beneficial arrangement, further increasing people ties across the ASEAN nations.

The Singapore Power Boat Association, established in 1979, is the National Sports Association (NSA) for Power Boating under the Sports Singapore government umbrella governing all NSAs. SPBA's objectives are, amongst others, to help simplify power boat ownership and operations, to promote greater general interest in recreational power boating, and to assist and encourage development of new and better power boating facilities. www.spba.org.sg

Asiatique Yachting Enterprise is a private company focused on marine tourism including destination development and promotion, and boat chartering. www.asiatiqueyachting.com

For more information, please contact enquiry@asiatiqueyachting.com