



DRT SHOW BEIJING 2019

08.16-08.18 China National Convention Center

POST REPORT



More Info:

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DRT SHOW, THE LARGEST DIVING, TRAVEL AND RESORT EXPO IN ASIA PACIFIC





DRT SHOW

DIVING RESORT TRAVEL EXPO

The name "DRT" stands for Diving, Resort, and Travel. Jason Chong, the CEO of DRT SHOW, with hopes of speed development in the diving industry in Asia Pacific and increased awareness of marine conservation, started DRT SHOW in 2009.

In 2010, the first DRT SHOW was held successfully in Hong Kong and 90% of exhibitors are overseas, which proves that DRT SHOW is the most international dive exhibition in Asia Pacific. Since then, DRT SHOW has been taking place in several Asian cities including Hong Kong, Shanghai, Beijing, Guangzhou, Okinawa, Singapore, Manila, Taipei, Kuala Lumpur, and Mumbai. Now, DRT SHOW is the largest B2B2C platform and dive expo in Asia Pacific.





About us

A Renowned International Dive Expo in Asia

- Takes place in **12** countries / regions in Asia Pacific.
- Serves more than **1,500** booths a year.
- Attracts **250,000** dive and travel industry professionals and visitors.





We Care About Sustainability

Plastic FREE Project

More than 8 million tons of plastic waste is dumped into the ocean every year. 50% of which is plastic products that have been used only once and most of them takes at least 100 years to be decomposed.

Therefore, since our inception, DRT SHOW has continued to advocate sustainable marine operations, implementing "Plastic Free Project" and inviting well-known and influential people in the diving industry to support the concept of plastic reduction and to protect the Ocean.



We pledge to use less plastic



Remove plastic covers from badges comprehensively



Use 100% compostable bamboo fiber tote



Use recyclable tableware in the plastic-free cafeteria



DRT SHOW

- ✓ Professional B2B2C Dive Expo
- ✓ Held in 12 countries / regions
- ✓ Held as scheduled
- ✓ Supported by government, tourism boards, associations, and diving training institutions.
- ✓ 200%-300% larger than other dive expos

V.S.

Similar Dive Expos in Same City

- ✗ Festive and entertaining activity
- ✗ Held in few cities
- ✗ Unscheduled cancel / postpone
- ✗ Supported by few institutions
- ✗ Relatively small

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DRT SHOW
BEIJING 2019
08.16-08.18
China National Convention Center

Overview



**DRT SHOW
BEIJING 2019**
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- DRT SHOW Beijing gathered 90 companies and brands from all over the world, with an exhibition area of 6,500 square meters. The three-day exhibition attracted 32,707 visitors.



32,707

No. of Visitors



90

No. of Exhibitors



6,500

Exhibition Area (sqm)

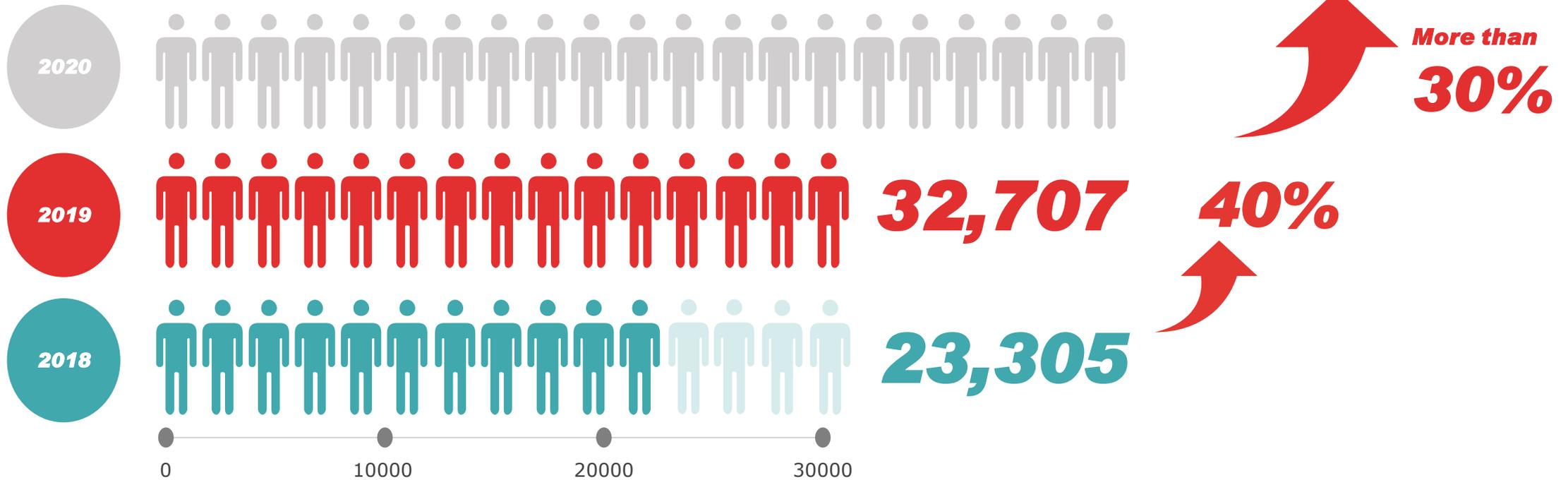


Overview



- The number of visitors peaked at 40% of growth in 2019. More than 30% of growth in the number of visitors is expected in 2020.

Number of visitors in the past two years:



Overview



**DRT SHOW
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DRT SHOW Beijing, a phenomenal three-day expo, came to a festive conclusion on Sunday, 18 August 2019 at the China National Convention Center where over 90 premium exhibitors met nearly 35,000 diving enthusiasts journeying from every corner of the world to unite for three days of diving appreciation. The survey indicates that 95% of visitors were satisfied with DRT SHOW Beijing in 2019 and highly willing to spread the words with friends in the diving industry.

During the show, the world's cutting-edge premium products and technologies are greatly launched. At the event, visitors can also find the best offers of diving courses, diving packages, liveaboard packages, etc. In addition, according to visitors' purchase experience, besides the steady development of scuba diving and technical diving, freediving has obviously become more and more popular in the diving world in the recent years.



Overview



**DRT SHOW
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With the rising environmentally friendly awareness, DRT SHOW provides a platform for marine conservation organizations and diving organizations to display their milestone, share ideas, and advocate. The exhibition also called on people to take action to reduce the waste of plastic products.

DRT SHOW Beijing continues to serve as first-class platform for Asia's diving industry and allows exhibitors to showcase their products to the most valuable business partners. DRT SHOW Beijing 2019 attracted almost 35,000 visitors who wanted to use this opportunity to shop for high-quality products and to have a close-up look at the top manufacturers astounding capabilities.



Promising Future for Diving & Traveling Market

DRT SHOW Beijing 2019 has successfully facilitated numerous meetings between prominent exhibitors and international buyers. The results of the matchmaking meetings are more than promising. Exhibitors and buyers both were satisfied with the quality of the service as well as participants. Everyone was impressed by the large turnout of sport lovers at the inaugural edition of DRT SHOW, which demonstrated the high growth potential for the consumer diving market in Asia. It is our goal to provide a bigger and more sophisticated DRT SHOW exhibition every year.



Popular Diving Seminars

Aside from the showcasing of latest diving equipment and travel information, master seminars were also an integral feature of the show. DRT SHOW was pleased to invite honorable speakers.



Asia Pacific Freediving Forum

The first Asia-Pacific Freediving Forum came to a successful end. Ten leading figures in the freediving industry gathered together to discuss three main topics including Training Path of Freedivers in Asia-Pacific, Diversity and Innovation of Freediving in Asia-Pacific, and Current Status and Future of the Freediving Market in Asia-Pacific. With these three major comprehensive themes discussed in various ways, the first Asia-Pacific Freediving Forum summarized the development of the freediving industry and analyzed the future development trends.



The Touring Ocean Gallery (Shanghai, Guangzhou, Beijing)

The Ocean Gallery which was co-organized by DIWA and UWPixel exhibited 100 master pieces taken by Chinese underwater photographers. All visitors were welcome to vote for their favorite photo. Over 180,000 visitors participated in this event. Here's the top 2 of most voted photos.



Winners of Ocean Gallery 2019: 1st Place:

摄影师 Lee Ririga
主题 双脊乌尾鮨
拍摄地点 澎湖
说明 一望双脊乌尾鮨在澎湖中海里游动。

相机与镜头 Canon 5D MarkIII, Tokina 10-17mm
潜水壳与配件 Nexus 潜水壳, Sea & Sea D1
设置 1/125, F/14, ISO 200

DRT SHOW 2019

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2nd Place:

摄影师 谢飞
主题 跳伞飞翔
拍摄地点 菲律宾 墨宝
说明 自由潜水爱好者谢飞于墨宝，侧游鱼群形成圆形状态，自由比转之心，完美展现人与自然和谐共处。

相机与镜头 Canon 5D4, 14mm
潜水壳与配件 NEXUS 潜水壳
设置 1/100s, F/4.3, ISO 100

DRT SHOW 2019

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Thank List



DRT SHOW
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VIP Speakers

Mr. Aaron Lu, Ms. Allie Sun, Ms. Azua Shafii, Mr. Charles Chen, Ms. Chen YuPing, Mr. Chris Cheung, Mr. Chris Liang, Mr. Enzo Zhao, Mr. Eyson Wang, Mr. Fu Liang, Mr. Henry Tao, Mr. Jay Huang, Mr. Jay Ku, Mr. Joe Chang, Mr. Jonathan Lin, Mr. K. Zhang, Mr. Lin Yi, Ms. Louise Chau, Mr. Ma Leung, Ms. Maria Noella Zosa, Mr. Martin Zapanta, Mr. Matt Yang, Ms. Meng Zhao, Mr. Michael Wang, Mr. Patrick YIP, Mr. Sendoh Wang, Mr. Simon Chen, Ms. Vika Li, Ms. Wang Miao, Ms. Wang TianHong, Mr. Wong Ting Kwok, Mr. Yang Li, Mr. Yuan Tian, Ms. Yao Wang, Mr. Zhang Fan, Mr. Zhao Qing, Mr. Zhou QiNan, and Mr. Zhu Qian.

亚太区自由潜水论坛 Asia Pacific Freediving Forum



Thank List

Lucky Draw Prize Sponsors

10Bar, 720Diving, Alien Diving Club, AOI LIMITED, CRESSI China Watersports Products Co., Ltd., Deepblu Inc, DIVECICA Wetsuit, DIVEVOLK, Guangzhou Lion Dive & Travel Co., Ltd., MARATUA BLUE, Nanjing Unique Import and Export Co., Ltd. (BESTDIVE CHINA), Padma Pesona Bahari, SCUBA MEW, Sealock, Shen Zhen Xiware Technologies Ltd., Shenzhen Reanson Products Co., Ltd., Shenzhen Reanson Products Co., Ltd., Song Tao Trading (Shenzhen) Company Limited, V.DIVE vertical, and WATER-PRO SPORTS COMPANY.



Exhibitor Statistics



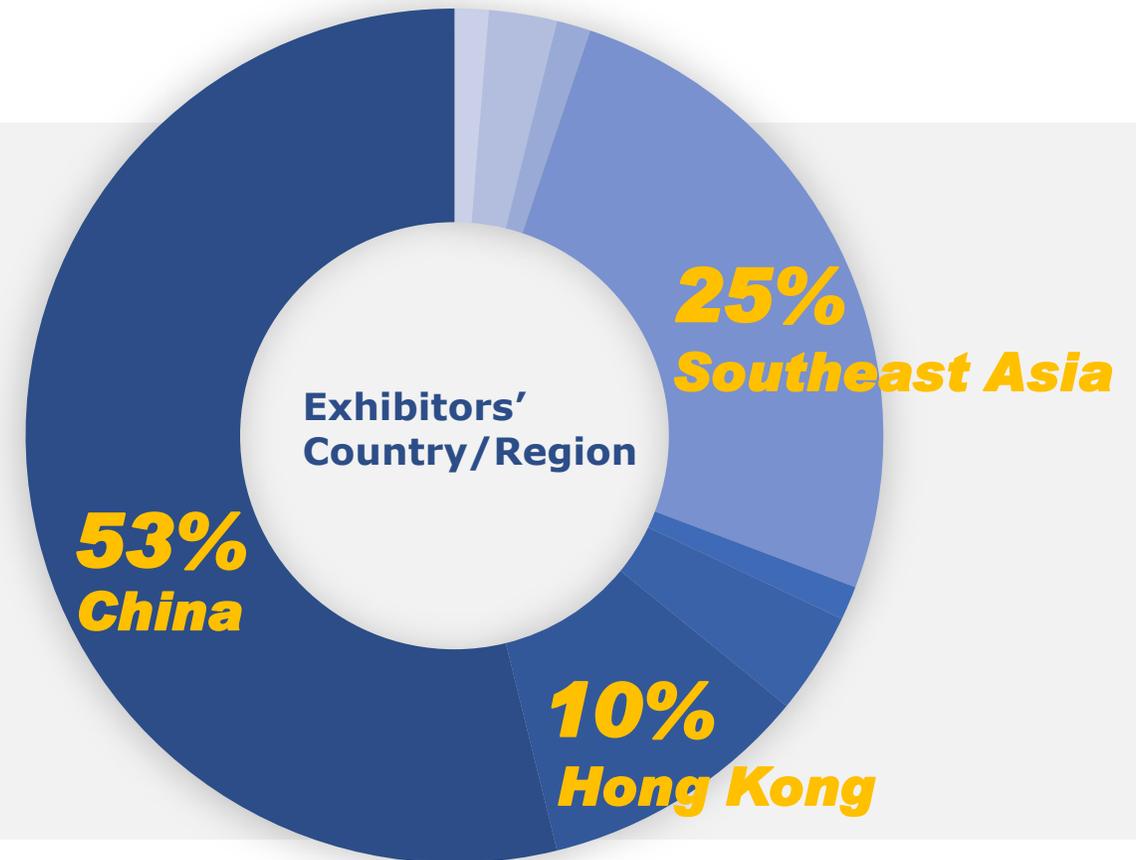
Product Classification of Exhibitors



Exhibitor Statistics

■ Origin of Exhibitors:

Country/Region	Percentage (%)
China	53%
Southeast Asia	25%
Hong Kong	10%
Taiwan	3%
USA	2%
Europe	1%
Others	6%



Exhibitor Statistics

■ Exhibitor Satisfaction:



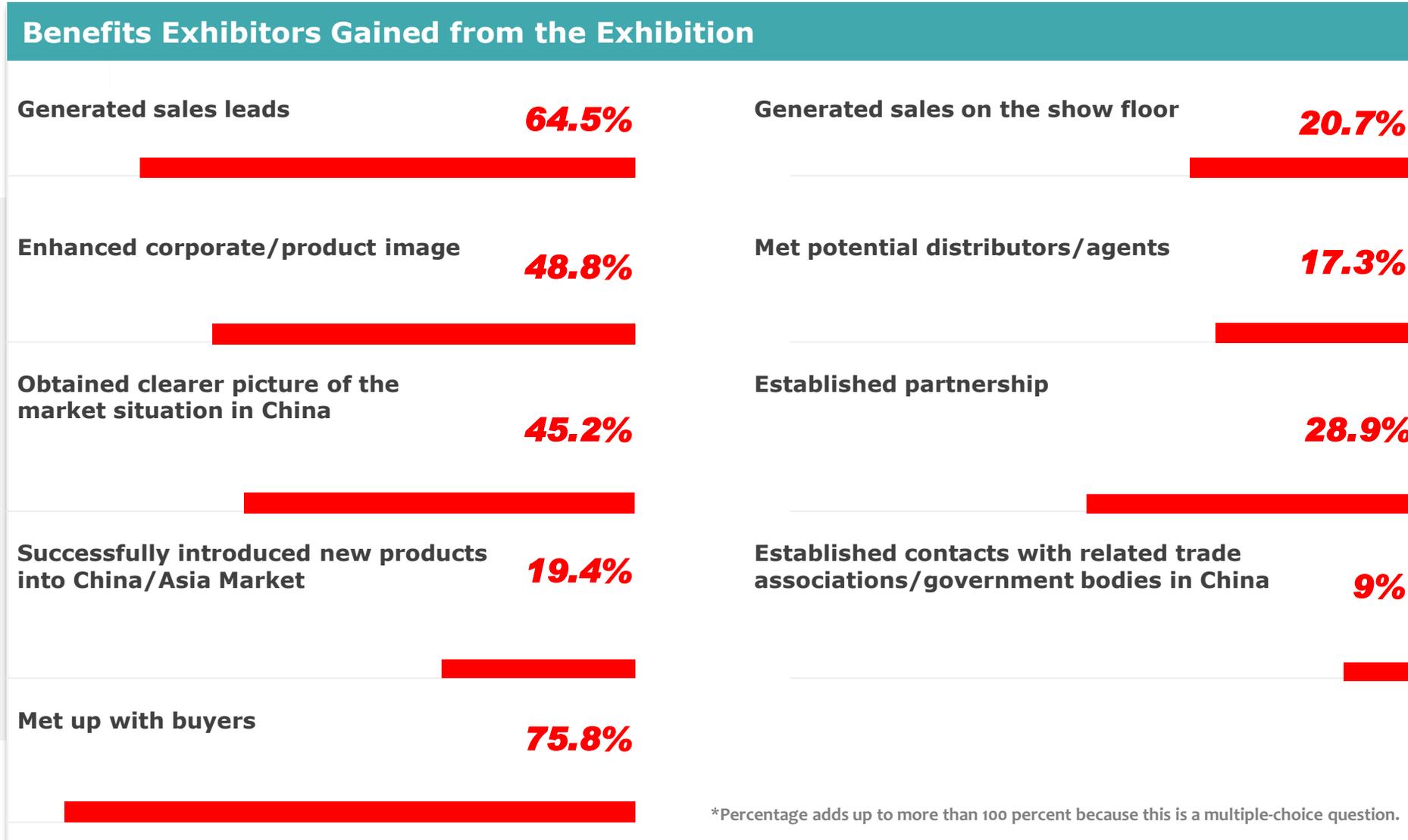
Satisfied with the visitors' quality



Satisfied with the expo effects



Intended to participate in
DRT SHOW Beijing 2020

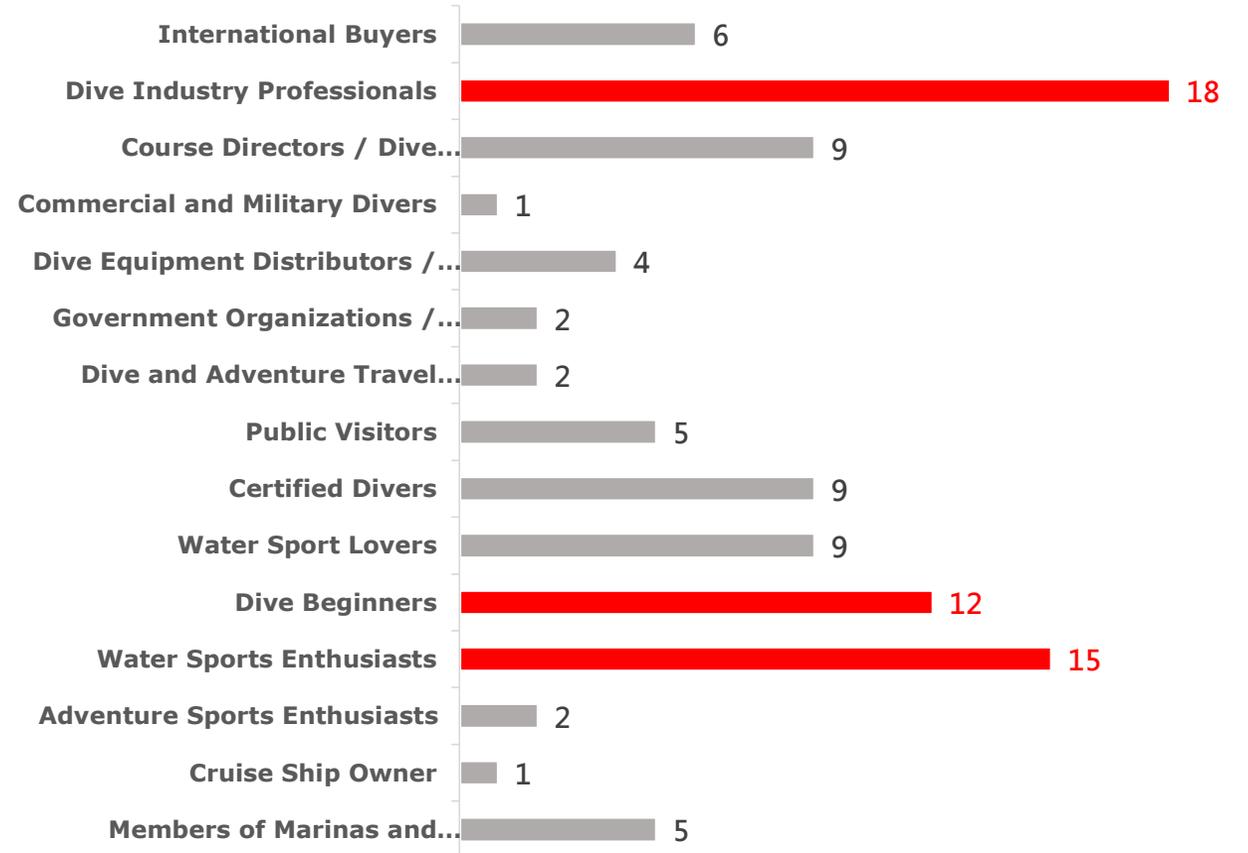


Visitor Statistics



Visitor's profile:

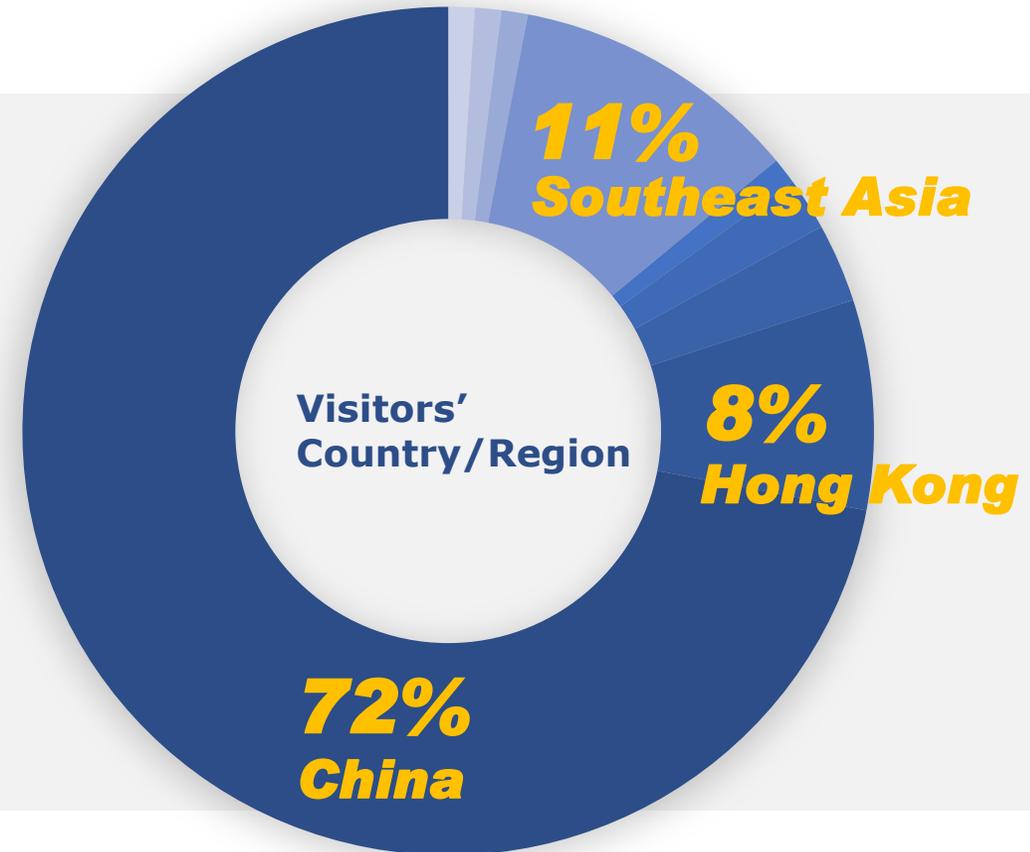
Visitors	Percentage (%)
International Buyers	6%
Dive Industry Professionals	18%
Course Directors / Dive Instructors / Dive Masters	9%
Commercial and Military Divers	1%
Dive Equipment Distributors / Importers / Wholesalers / Retailers	4%
Government / Organizations / Agencies	2%
Dive and Adventure Travel Retailers / Agents	2%
Public Visitors	5%
Certified Divers	9%
Water Sport Lovers	9%
Dive Beginners	12%
Water Sports Enthusiasts	15%
Adventure Sports Enthusiasts	2%
Cruise Ship Owner	1%
Members of Marinas and Marine-Based Associations	5%



Visitor Statistics

■ Origin of Visitors:

Country/Region	Percentage (%)
China	72%
Southeast Asia	11%
Hong Kong	8%
Taiwan	3%
USA	1%
Europe	1%
Korea	1%
Japan	2%
Others	1%

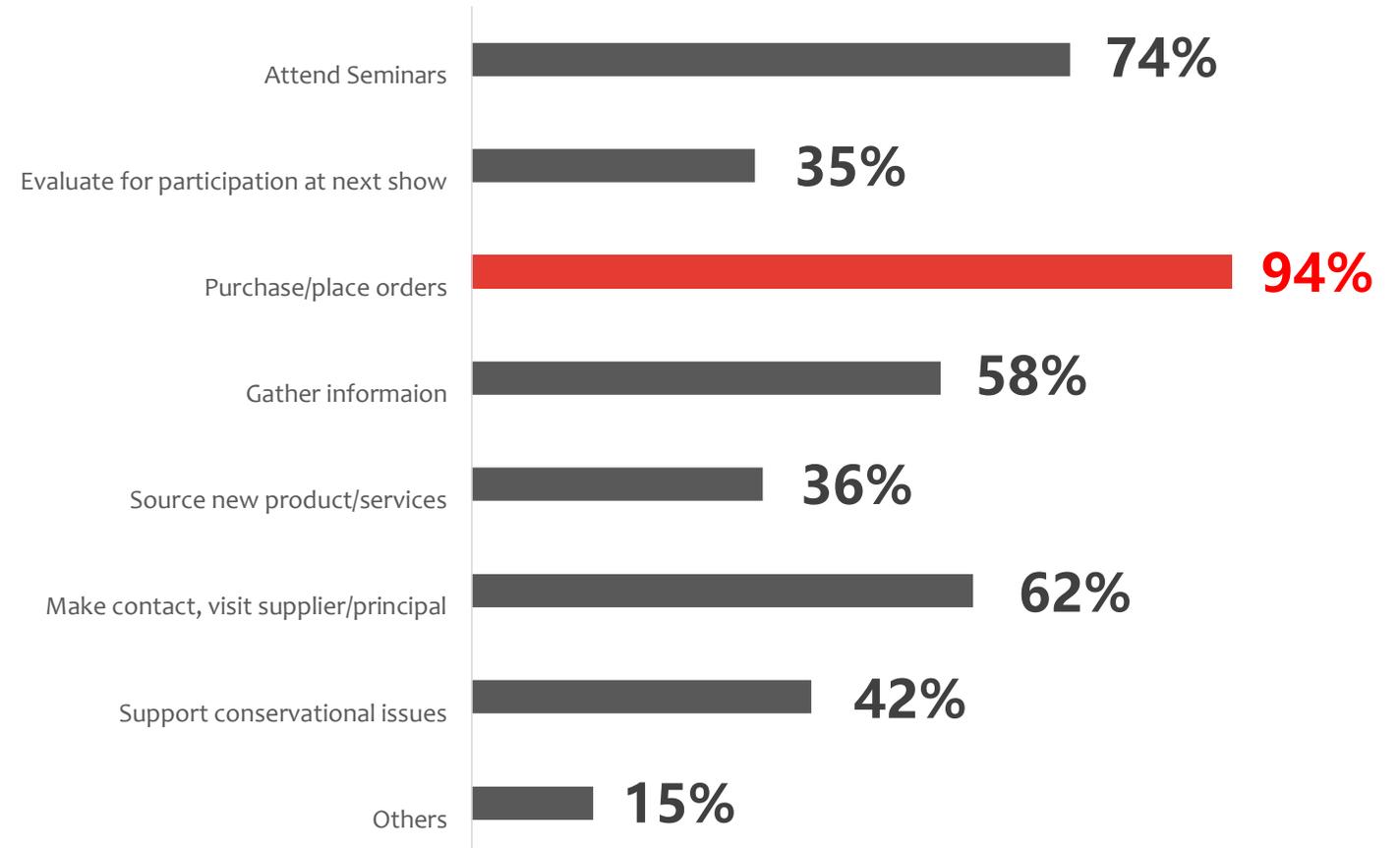




Visitor Statistics

■ Purpose of visit:

Purpose of visit	Percentage (%)
Attend Seminars	74%
Evaluate for participation at next show	35%
Purchase/place orders	94%
Gather information	58%
Source new product/services	36%
Make contact, visit supplier/principal	62%
Support conservational issues	42%
Others	15%



*Percentage adds up to more than 100 percent because this is a multiple-choice question.

Asia Pacific Freediving Forum



Professional Seminars



- Underwater Photography Seminar
- Freediving Seminar
- Technical Diving Seminar
- Dive Destination Seminar
- Marine Conservation Seminar
- Marine Biology Seminar
- Mermaid Seminar
- Dive Equipment Seminar
- Diving medicine Seminar
- Emergency Rescue Seminar
- Underwater Hockey Seminar

Ocean Plastic Free



Lucky Draw



Ocean Gallery



New Product Showcase



New Product Launch



Ocean Culture Fair



Game Zone



Kids Zone

Mainstream Media

DRT SHOW was widely publicized before, during, and after the event by mainstream media including China Industrial Economy News, Huanqiu.com, People's Daily, sports.sina, BTV News, Digital Paper, Guang Ming Daily.

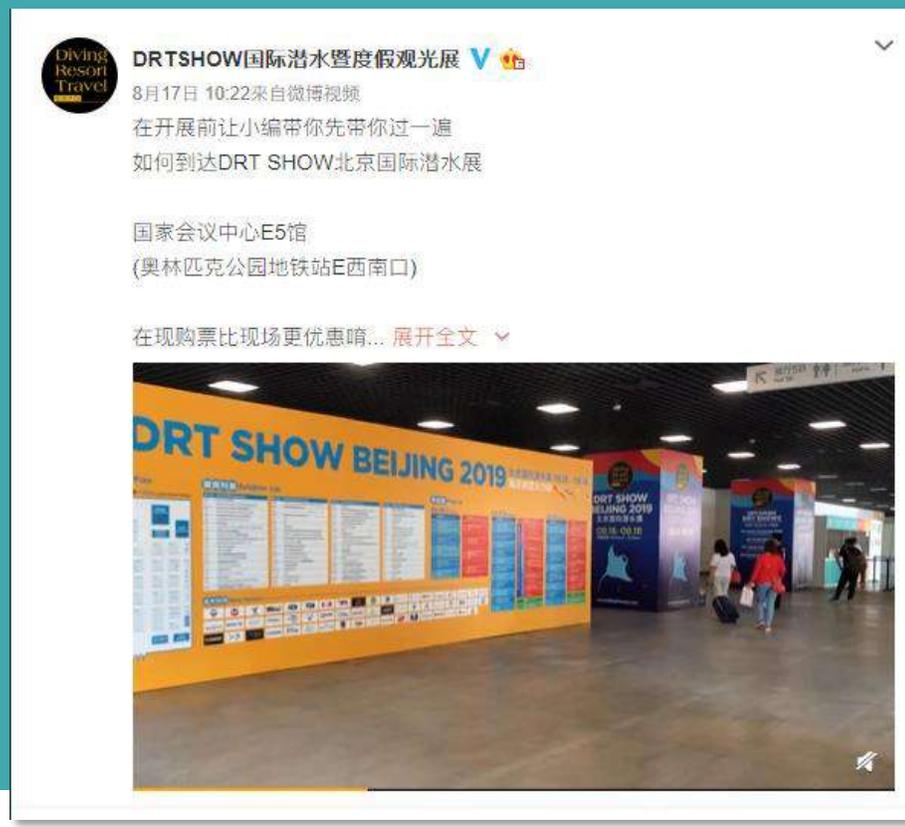




Media Release

Official Promotion

DRT SHOW official accounts of WeChat, Weibo, TikTok, bilibili published over 130 pieces of event press and over 70,000 followers were touched.



Media Support

Co-organizer & Show Partners:



Alliance Partners:



Media Partners:



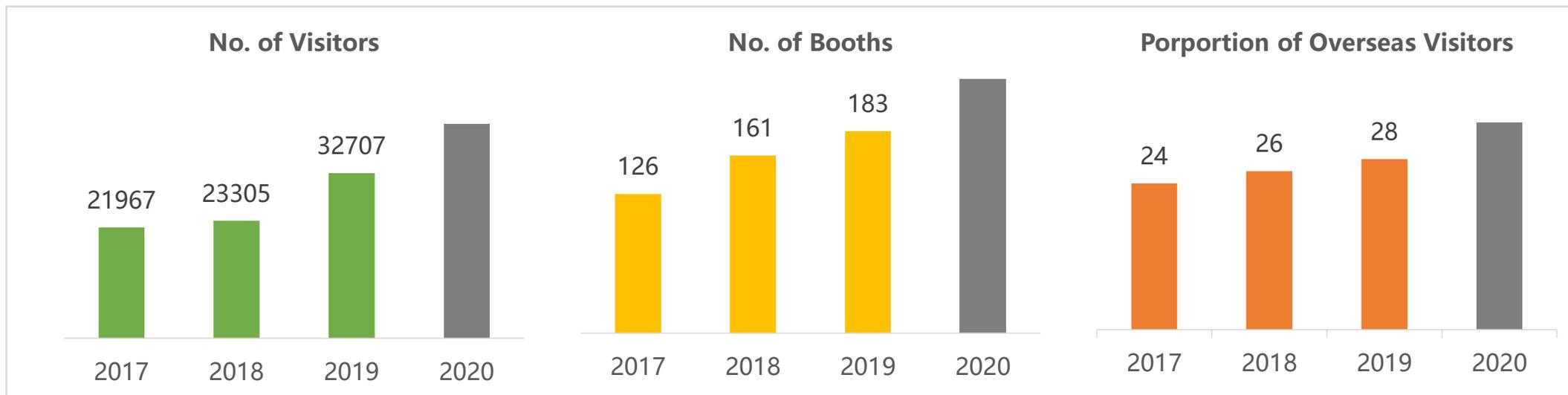
Contrast between DRT SHOW Beijing and similar dive expos in Beijing



Numbers of Visitors of DRT SHOW Beijing in the past three years			
Years	2017	2018	2019
Numbers of Visitors	21967	23305	32707
Numbers of Booths	126	161	183
Proportion of overseas visitor (%)	24%	26%	28%



Prospect of DRT SHOW Beijing 2021	
2021	
	30% of growth
	15% of growth
	30% of growth



DRT SHOW Beijing 2021

- **Date:**
13-15 Aug, 2021
- **Venue:**
China National Convention Center (CNCC)



More events are coming soon...

- Underwater Photography Seminar
- Marine Biology Seminar
- Underwater Hockey Seminar
- Game Zone
- Freediving Seminar
- Mermaid Seminar
- Asia Pacific Freediving Forum
- Kids Zone
- Technical Diving Seminar
- Dive Equipment Seminar
- New Products Showcase
- New Products Launch
- Dive Destination Seminar
- Diving Medicine Seminar
- Ocean Gallery
- Ocean Plastic Free
- Marine Conservation Seminar
- Emergency Rescue Seminar
- Ocean Culture Fair
- Lucky Draw



Thank You & See you next year!

2021 DRT SHOW BEIJING

08.13-08.15 China National Convention Center

| More Info:



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