



DRT SHOW Malaysia 2024

2-4 February

>>Kuala Lumpur Convention Centre (KLCC)



For more information
Please contact
sales@drtexpo.com
www.drtexpo.com

Post Report





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



About Us



DRT SHOW Malaysia
2-4 February 2024

Post Show Report



The name “DRT” stands for Diving, Resort, and Travel. Jason Chong, the CEO of DRT SHOW, with hopes of speedy 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 diving 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 diving expo in Asia Pacific.

A Renowned International Dive Expo in Asia

- Takes place in **12** countries / regions in Asia Pacific.
- Serves more than **2,000** booths a year.
- Attracts **250,000** dive and travel industry professionals and visitors.
- Serves more than **50,000** sqm.



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

Why DRT SHOW

- ✓ **Professional B2B2C Diving Expo**
- ✓ **Held in 12 countries / regions**
- ✓ **450,000 DRT SHOW members around the world (more visitors & buyers)**
- ✓ **Supported by governments, tourism boards, associations, and diving training agencies**
- ✓ **10 times larger than other diving expos**
- ✓ **Better services before and after the expo**
- ✓ **Effective business platform**
- ✓ **Diverse exhibitors in the industry**

V.S



DRT SHOW Malaysia
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Post Show Report

Festive and entertaining activity

Held in few cities

Less database (less visitors & buyers)

Supported by few institutions

Relatively small

Limited service and
always renege on the promise

Just for fun

Limited types of exhibitors

**Event
Information**



DRT SHOW Malaysia
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- Event Name / Diving Resort Travel Expo Malaysia
(DRT SHOW Malaysia 2024)
- Event Date / Friday to Sunday, February 2nd to February 4th, 2024
- Venue / Kuala Lumpur Convention Centre (KLCC)
- Official Website / www.drtextpo.com/malaysia

Content



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- DRT SHOW Malaysia 2024 gathered more than 200 companies and brands from all over the world, and we expanded our venue from Hall 4 to Hall 4&5. The three-day exhibition attracted 25,365 visitors.



25,365

No. of Visitors



150+

No. of Exhibitors



Hall 4&5

Expand the venue



Divers Gather Together as DRT SHOW Concludes Successfully in Malaysia

The Malaysia Diving Resort and Travel Expo (DRT SHOW Malaysia), organized by LX Development Group Ltd., concluded successfully at Halls 4 and 5 of the Kuala Lumpur Convention Centre on February 4th. The three-day event attracted nearly 200 diving industry participants from around the world, with a total attendance of 25,365 visitors.

This edition of the DRT SHOW showed renowned diving brands from around the world, including Cressi, Ball Watch, Weefine, Divecica, Huawei, Conquest, Tusa, Dynamic Nord, OceanMax, Problue, Indivar, SUPE, Seafrogs, Tenggol Coral Beach Resort, B&J Diving Centre, Aman Tioman Beach Resort, Infinity X Liveaboard Maldives, and many others. Additionally, professional diving training systems such as DIWA/NAUI were also represented.

Numerous diving resorts and travel operators participated in the exhibition, offering comprehensive diving courses and exclusive diving travel discounts to the public. The diverse and rich content stimulated visitors' purchasing potential, resulting in excellent product marketing and sales outcomes.



New Product Showcase - Hard Skills of Dive Manufacturers

ProblueOceanMax, Conquest, Huawei, Skoobaholik, and Scuba System International unveil their newest products, enhancing brand exposure and marketing, and demonstrating their hard-won R&D and technological innovations.



Scuba Diving Seminar: Professional Diversity for Broadening Visitor Perspective

Featuring over 20 captivating seminar by 20 professional speakers, including professional photographer Eric Goh, Malaysia Shark Savers Ambassador, GoPro Malaysia Ambassadors Leng Sean and Leng Yein, professional underwater photographer and scuba diving instructor Ipah Uid Lynn, Dr. Kalsitinoor Set, an advanced lecturer in tourism management at Universiti Malaysia Terengganu (UMT), and many other speakers with professional skills and rich experiences. They will deliver lively and interesting talks to participants, allowing everyone to delve deep into various fields of expertise.



Ocean Stars UW Photo Gallery Best Popular Award Voting Event

Following underwater photographers and witnessing the beauty beneath the surface. The current underwater photography starry photo gallery has attracted submissions from over a hundred underwater photographers. Sixty selected underwater photography works are showcased at the exhibition venue. The on-site People's Choice Award, determined through three days of voting, was won by Celyn Yong's "Ambush Hunter," earning them a 3 days and 2 nights leisure diving trip at Aman Tioman Beach Resort.



DRT 2024 Malaysia
DIVING RESORT TRAVEL EXPO

Booth No. I145

OCEAN STARS
OF PHOTO GALLERY

3 Days 2 Night Leisure Dive Trip

AMAN TIOMAN

Celyn Yong
Malaysia

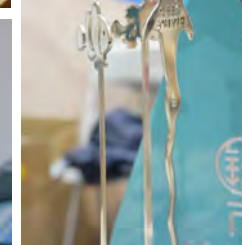
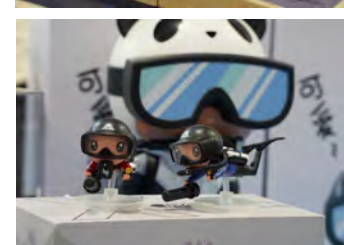
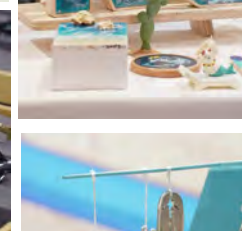
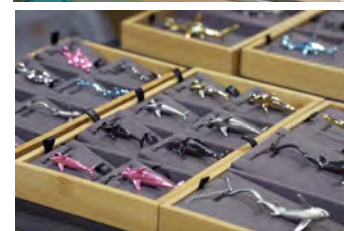
No.1
THE MOST STARS DIVING EXPO IN ASIA

DIVING • RESORT • TRAVEL EXPO

The booth display features a large underwater photograph of a diver and a group of people. A woman is holding a framed award photograph. The booth includes promotional text for a 3-day, 2-night leisure dive trip at Aman Tioman Beach Resort and mentions the 'No.1' award for the most stars in Asia.

Ocean Culture Fair

Since 2018, DRT SHOW has invited the marine inspired cultural and creative industry into the diving exhibition, becoming the only diving exhibition in the world to set up an Ocean Culture Fair that promotes cultural exchanges between a variety of creative people from Asia-Pacific and other countries. This year, DRT SHOW Shanghai convened a total of 10 cultural and creative brands to participate in the exhibition including small and exquisite marine-style goodies and gifts for personal use. The organisers of DRT SHOW are looking forward to inviting more cultural and creative manufacturers to participate in the exhibition next year.



Highlights

Overflowing with Joy and a Pocketful of Goodies

The weekend's two-day Lucky Draw is one of the eagerly anticipated events for visitors. Upon purchasing tickets for entry, there is a chance to win free diving equipment, underwater photography gear, marine-themed creative items, and the grand prize of a 4-day, 3-night diving package at Aman Tioman Beach Resort! Additionally, participants who complete the meticulously planned Diver's Marathon, organized by the DRT SHOW organizers, will receive a small lucky New Year gift. Numerous exhibitors at the venue are also hosting various prize draw activities, leaving visitors satisfied and bringing a successful conclusion to the entire exhibition.



-- SPEAKERS --

 <p>A.B. Lee Owner of The Diver's Den Professional UW Photographer and Videographer</p>	 <p>Dr. Achier Chung Fung Chen Lead Marine Biologist</p>	 <p>Dr. Adam Lim Chee Ooi Director of Save Our Seahorses (SOS) Malaysia</p>	 <p>Affan Zanila Scuba Diving Instructor Sidemount Instructor</p>	 <p>Amlil Abdullah Scuba Instructor Trainer</p>	 <p>Cheryl Goh Group VP of Marketing and Sustainability</p>	 <p>Christine Jiang HUAWEI CBG Sport & Health Industry Chief Expert</p>	 <p>Eric Goh Professional Photographer</p>
 <p>Farhana Azmi Science Officer of TRACC Borneo</p>	 <p>Fariz Sawal Scuba Diving Instructor</p>	 <p>Hj Syed Abd Rahman Diveheart Malaysia Ambassador</p>	 <p>Ipah Uid Lynn Professional Underwater Photographer Scuba Diving Instructor</p>	 <p>Jonathan Lin Underwater Photographer</p>	 <p>Dr. Kalsitinoor Set Senior Lecturer, Tourism Management Programme, Universiti Malaysia Terengganu (UMT)</p>	 <p>Kenji Ichimura Founder and Chairman of NPO Japan Diving Experience</p>	
 <p>Leng Sean Shark Savers Malaysia Ambassador GoPro Malaysia Ambassador Asia's #1 Female Hype Girl and MC</p>	 <p>Leng Yein PADI Ambassador GoPro Malaysia Ambassador Shark Savers Malaysia Ambassador</p>	 <p>Patrick Ong DIWA Underwater Photography Examiner</p>	 <p>Paul Sack Freediving Champion</p>	 <p>QJ Kang Senior Manager</p>	 <p>Sendoh Wang Molchanovs W4IT Coaching Officer AIDA Freediving International Referee AIDA Freediving Instructor Training Officer</p>	 <p>Steve Tay Underwater Photographer</p>	 <p>Wong Si Peng Shark Savers Malaysia Volunteer Scuba Diving Instructor</p>

Thanks List



DRT SHOW Malaysia
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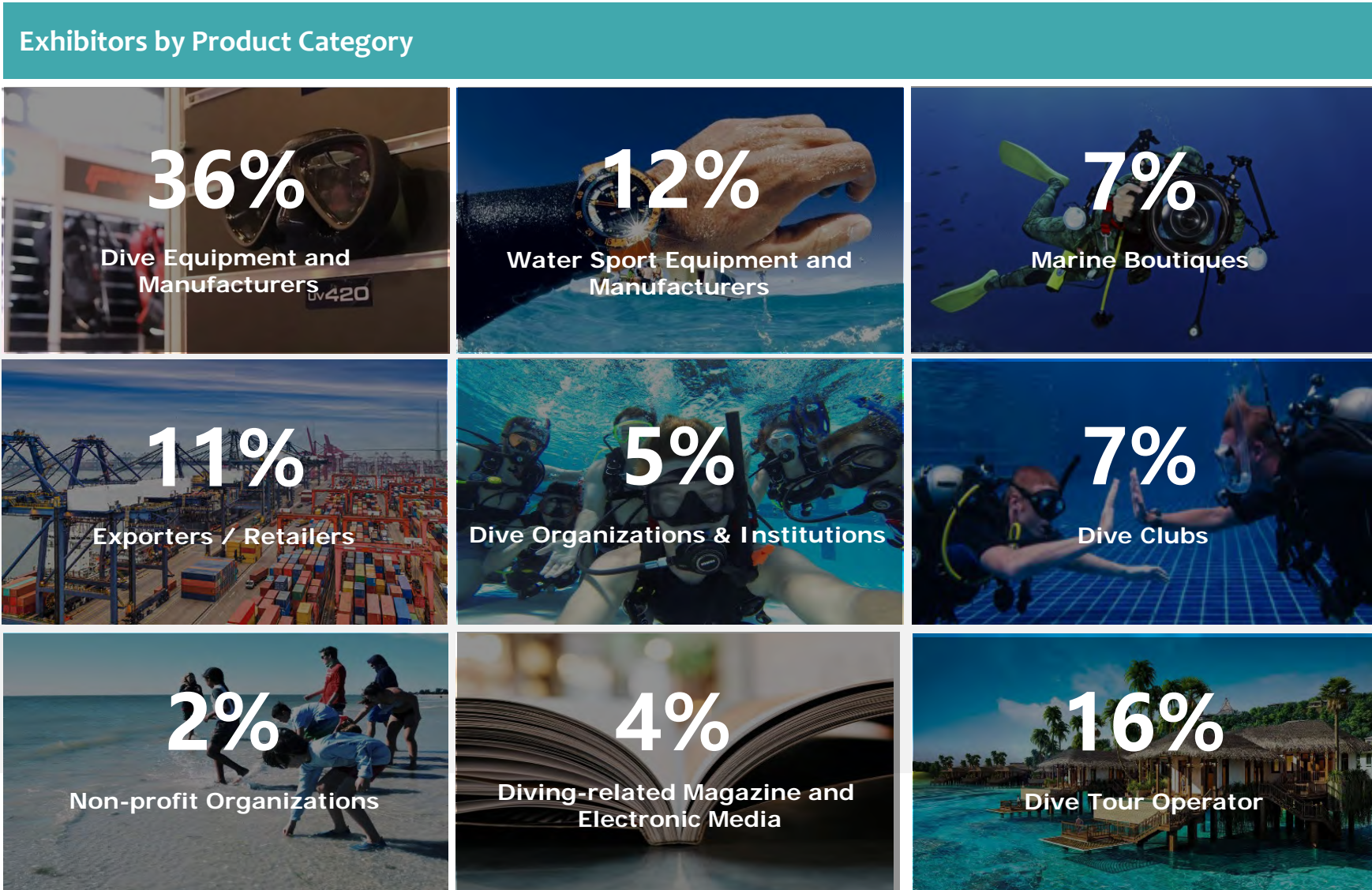
-- SHOW PARTNERS --



Exhibitor Statistics



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■ Exhibitors' Satisfaction:



- Agreed the visitors' quality from satisfactory to excellent

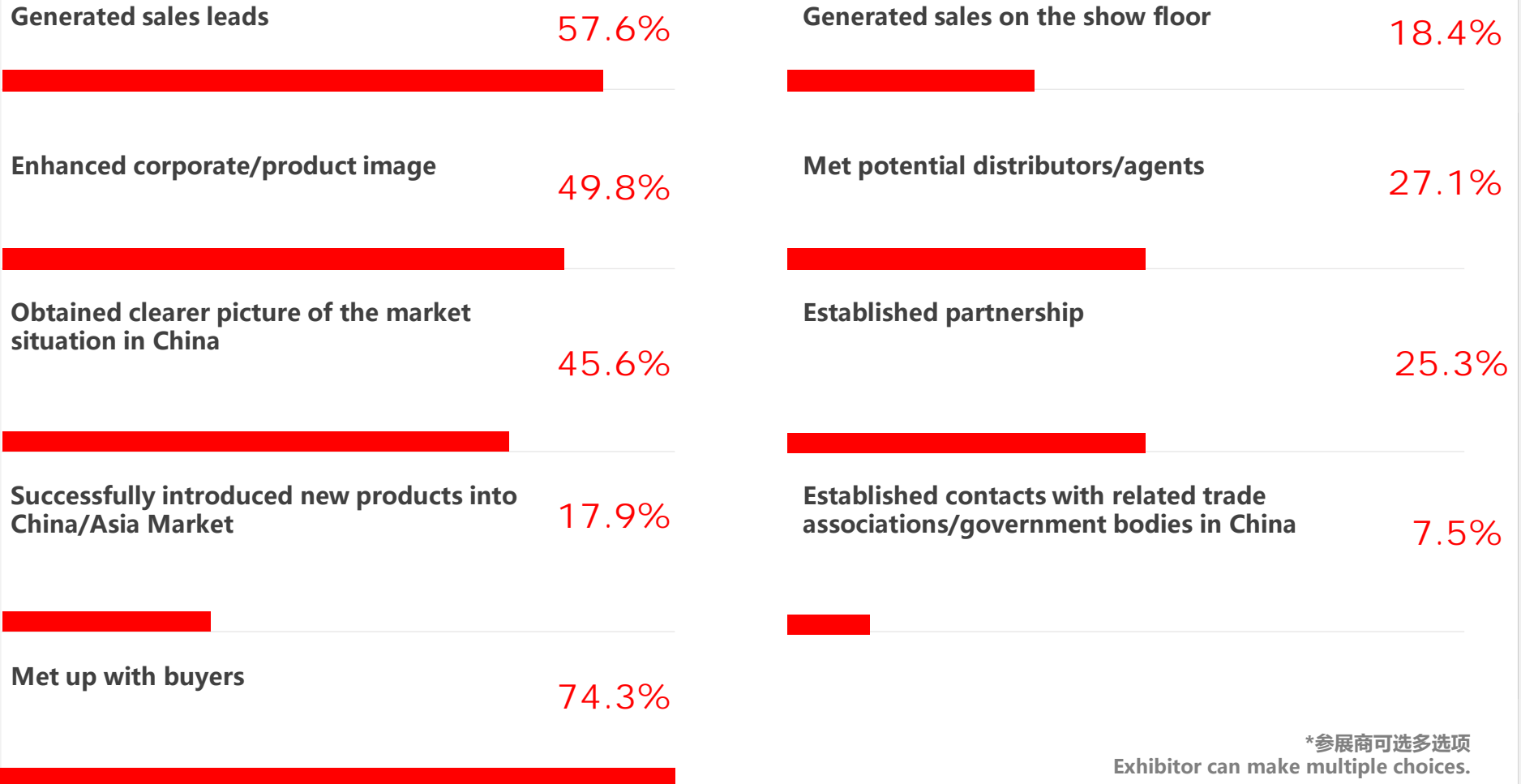


- Concluded the exhibition result from satisfactory to very fruitful



- Intended to participate in DRT SHOW Malaysia 2024

Benefits Exhibitors Gained from the Exhibition



*参展商可选多选项
Exhibitor can make multiple choices.

Visitor Statistics

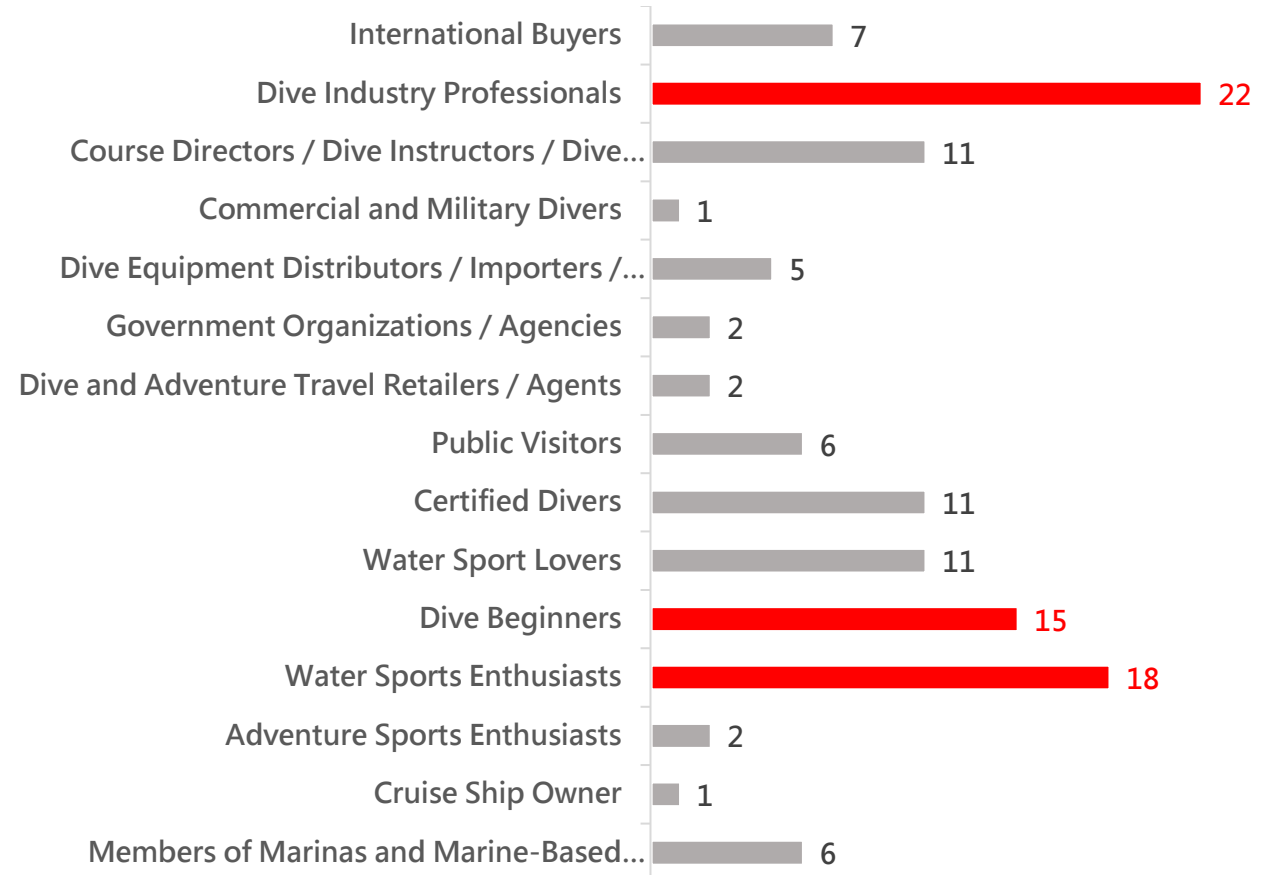


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Visitor's profile:

Trade visitors	Percentage (%)
International Buyers	7%
Dive Industry Professionals	22%
Course Directors / Dive Instructors	11%
Commercial and Military Divers	1%
Dive Equipment Distributors	5%
Government Organizations / Agencies	2%
Dive Adventure Travel Retailers / Agent	2%
Public Visitors	6%
Certified Divers	11%
Water Sports Lovers	11%
Dive Beginners	15%
Water Sports Enthusiasts	18%
Adventure Sports Enthusiasts	2%
Cruise Owner	1%
Members of Marine-Based Organization	6%





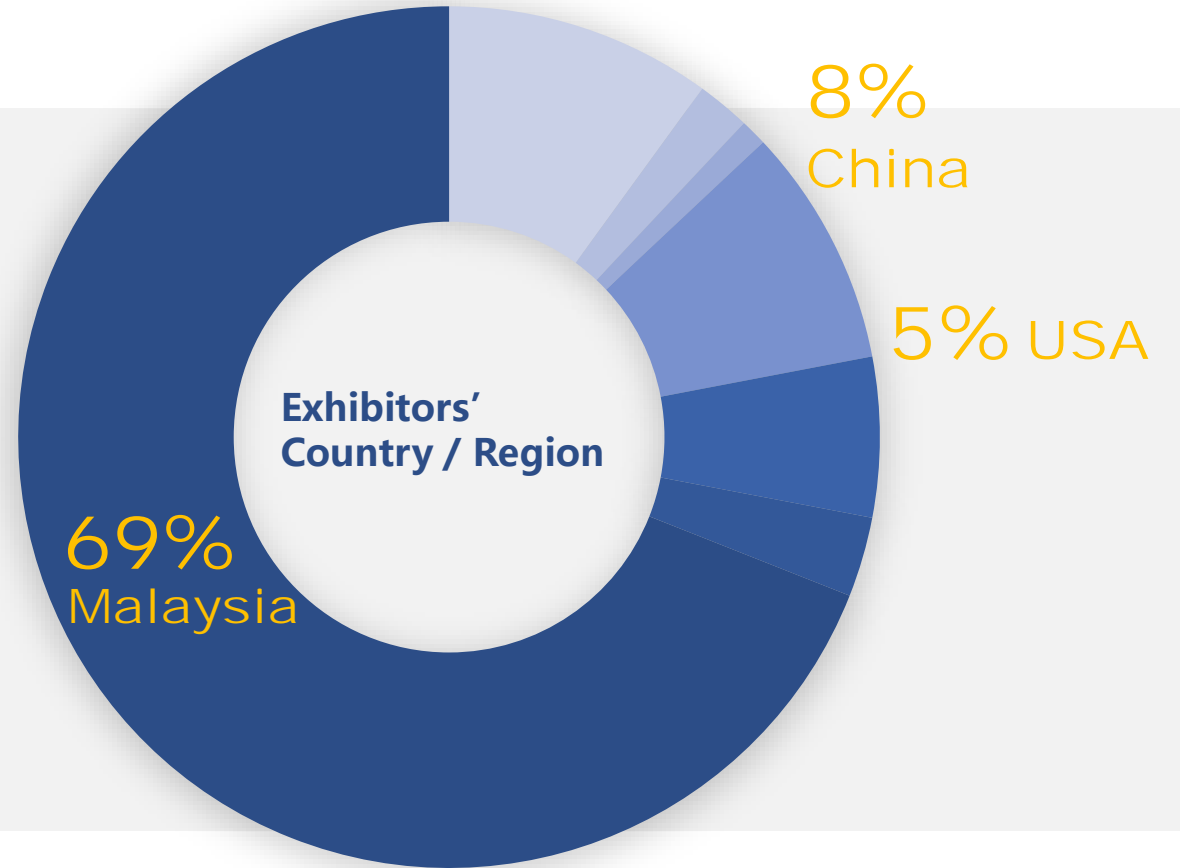
Visitor Statistics



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Country / Region	Percentage (%)
Malaysia	75%
Europe	3%
USA	5%
China	8%
Japan	1%
Korea	2%
Others	6%



Visitor Statistics

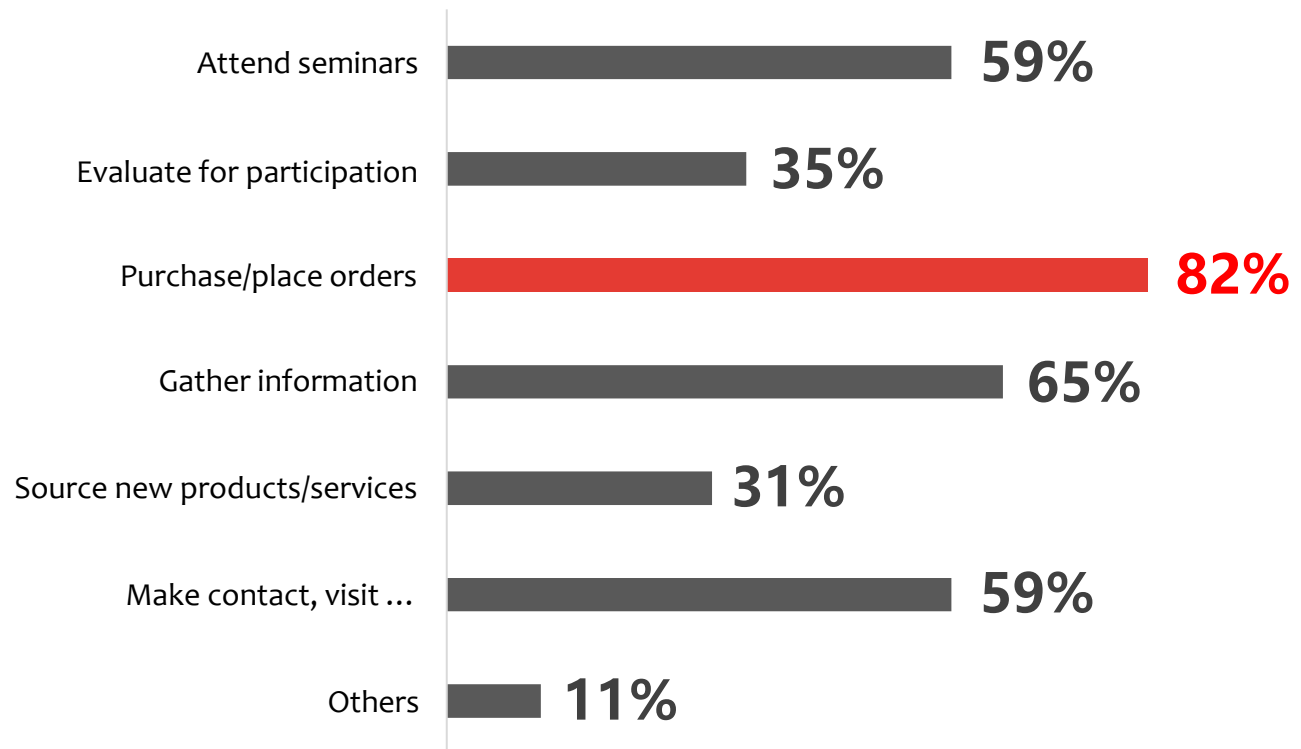


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■ Purpose of visit:

Purpose of visit	Percentage (%)
Attend seminars	59%
Evaluate for participation at next show	35%
Purchase/place orders	82%
Gather information	65%
Source new products/services	31%
Make contact, visit suppliers/principals	59%
Others	11%



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

• Professional Seminars



- Small-piece information yet crucial for divers
- Additional on local tourism knowledge
- Enhance the overall experience for divers and contribute to the performance of the d



- Underwater Photography Seminar
- Freediving Seminar
- Diving Destination Seminar
- Mermaid Seminar
- Technical Diving Seminar
- Diving Medicine Seminar
- Diving Equipment Seminar
- Marine Conservation Seminar
- Public Welfare Diving Seminar
- Diving Industry Seminar

Events



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• Ocean Stars Gallery



• Lucky Draw

Events



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- Ocean Culture Fair



- New Product Showcase

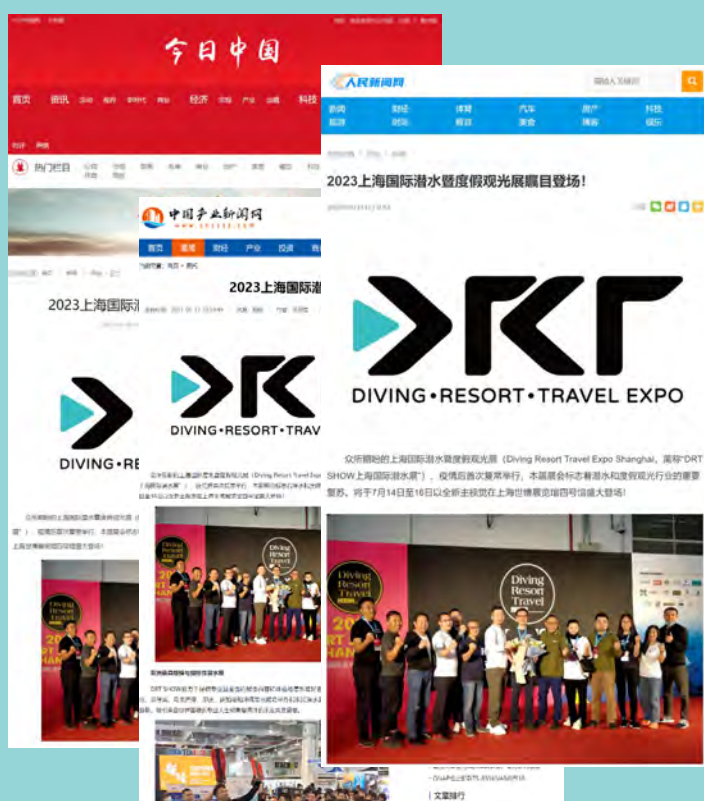
Media Release



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Mainstream Media

DRT SHOW was widely publicized before, during, and after the event by mainstream media including China Today, Economy News, Huanqiu.com, People's Daily, sports.sina, Tencent.com, Sohu.com, sports.tom, etc.



25+ 主流媒体报导

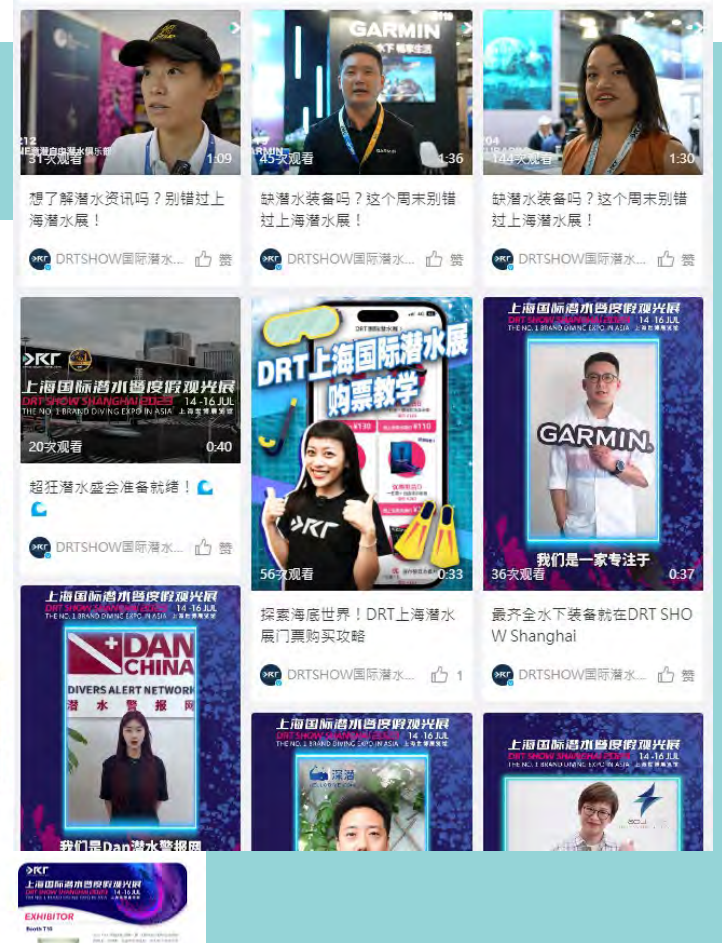
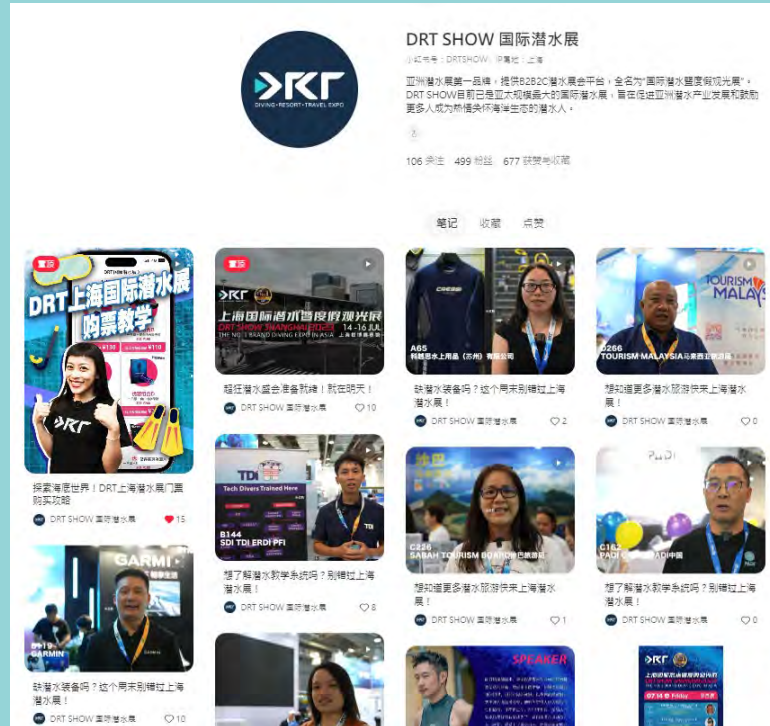
Media Release



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Official Promotion

DRT SHOW official accounts of WeChat, Weibo, Xiaohongshu published over 150 pieces of event press and over 100,000 followers we re touched.



Media Support



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Co-Organizer / Supporting Partners



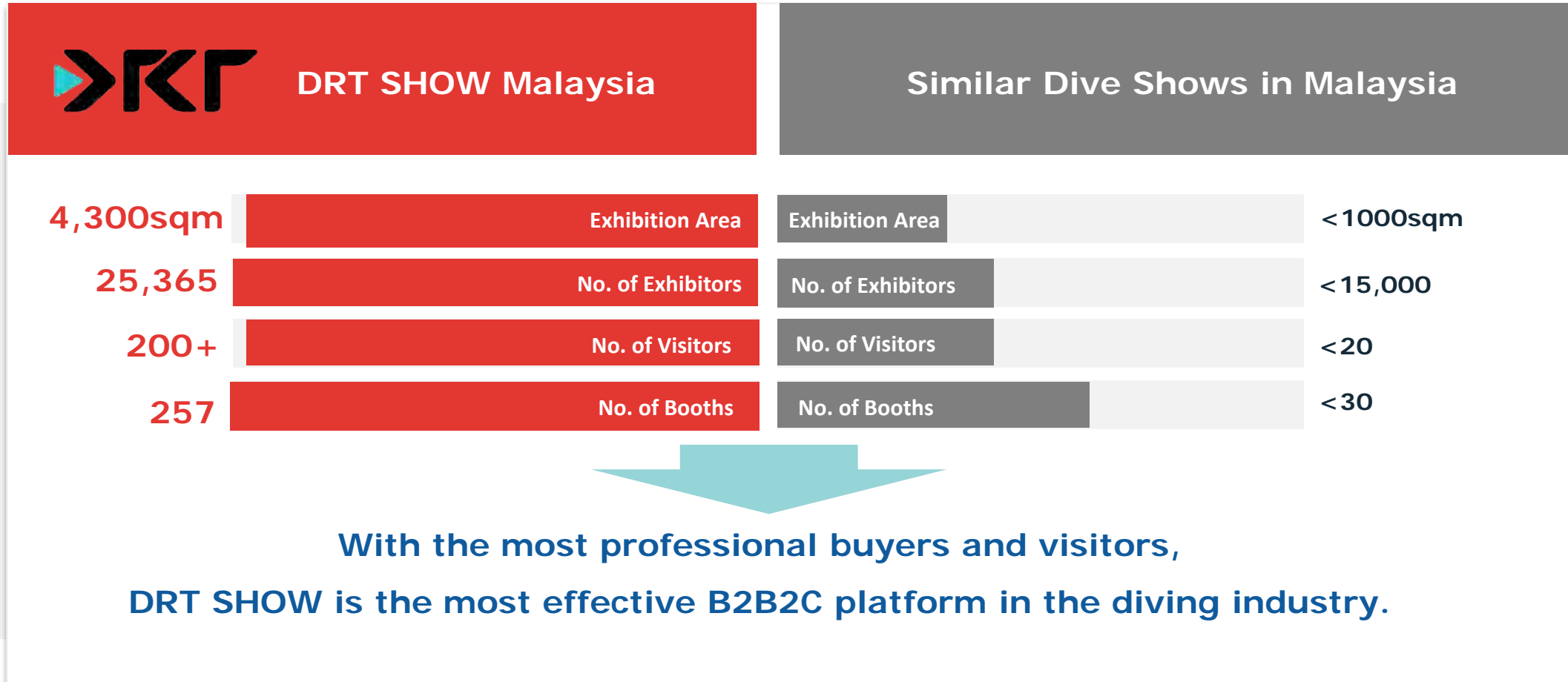
Alliance Partners



Media Partners



Compare between DRT SHOW Malaysia and similar dive expos in Malaysia



DRT SHOW Malaysia 2025

- **Event Date:**
February 7th to February 9th , 2025
- **Venue:**
Kuala Lumpur Convention Centre
(KLCC)



More events are coming soon...

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



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DRT SHOW Malaysia For next year

February 7th to February 9th , 2025 >>Kuala Lumpur Convention Centre (KLCC)

Thank You & See You Soon!

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