



# DRT SHOW Malaysia 2023

24-26, Feb KLCC CONVENTION CENTRE

***POST REPORT***



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



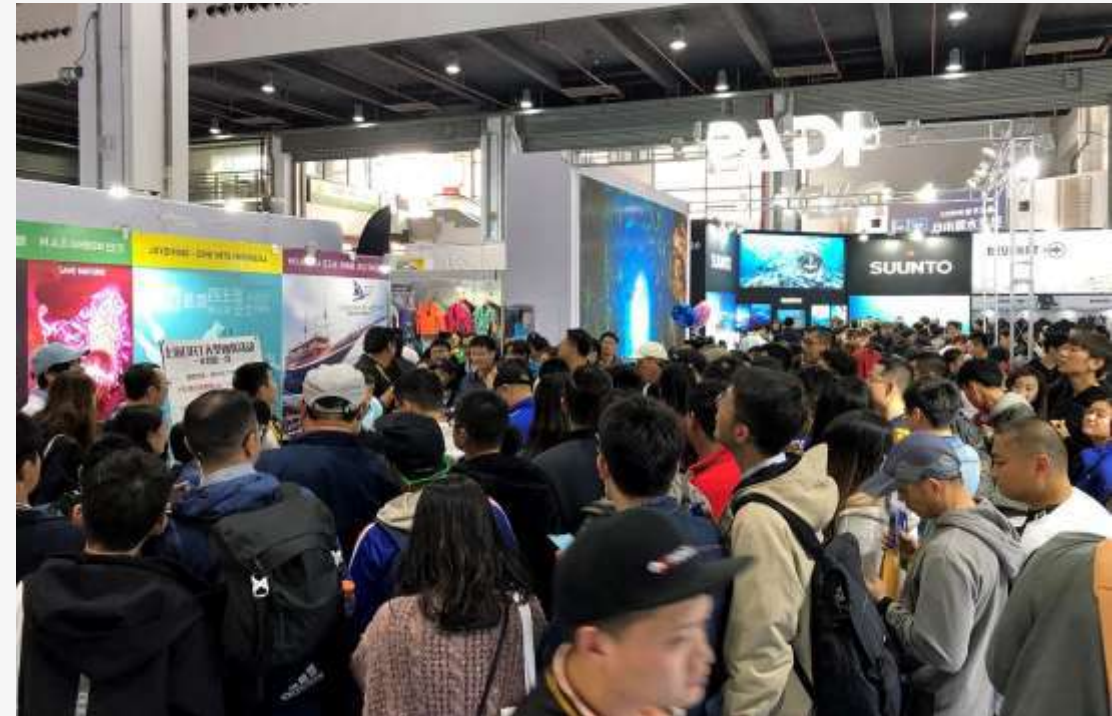


# DRT SHOW

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.



## 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

## Advantages of DRT SHOW

### DRT SHOW

- ✓ **Strong domestic marketing network**
- ✓ **Held in 12 countries / regions**
- ✓ **Attracts more international customers**
- ✓ **Held on a convenient location**
- ✓ **Professional B2B2C Dive Expo**
- ✓ **Highly advocates marine conservation**

V.S.

### Similar Dive Expos in Same City

- ✗ **Weak domestic marketing networks**
- ✗ **Held in 2 ~ 3 cities**
- ✗ **Attract mostly domestic customers**
- ✗ **Held on an inconvenient Location**
- ✗ **Low-cost dive expos with lack of diversity**
- ✗ **Less advocate marine conservation**



2023 DRT SHOW Malaysia  
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# Overview

- DRT SHOW Malaysia gathered 85 companies and brands from all over the world, with an exhibition area of 4,500 square meters. The three-day exhibition attracted 23,655 visitors.



**23,655**

**No. of Visitors**



**85**

**No. of Exhibitors**



**4,500**

**Exhibition Area (sqm)**





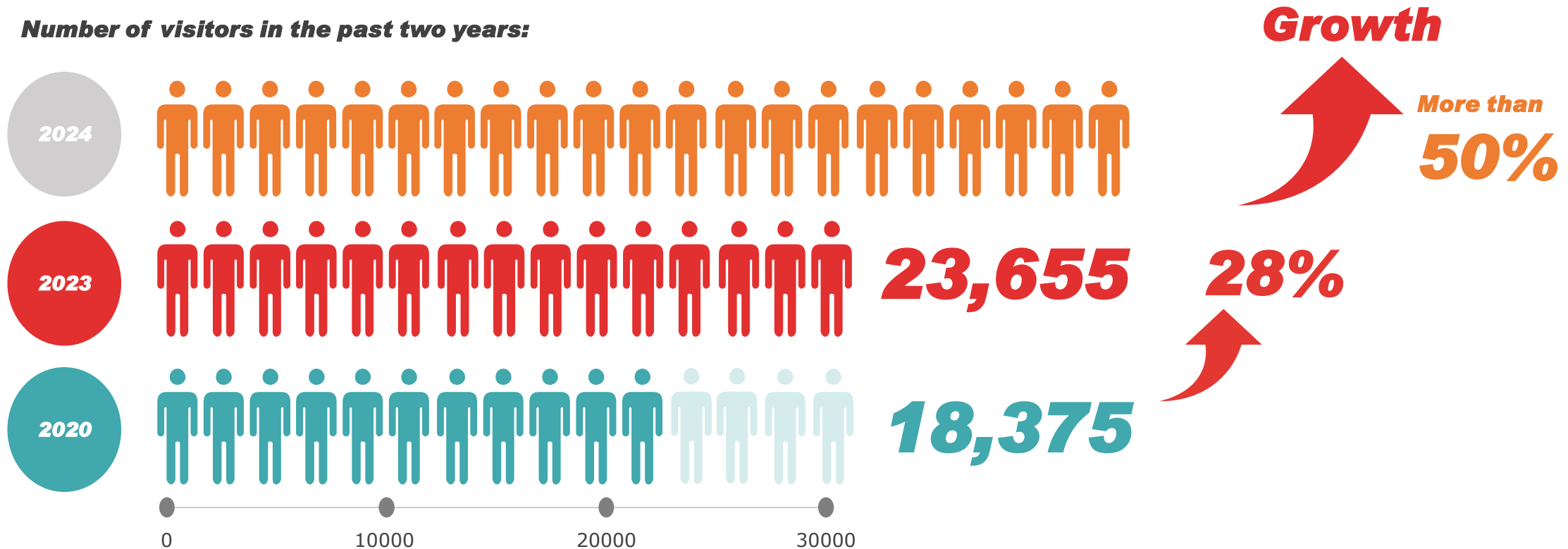
# Overview



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- The number of visitors peaked at 28% of growth in 2019. More than 50% of growth in the number of visitors is expected in 2024.

## Number of visitors in the past two years:



## Overview



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**Diving, Resort, and Travel Expo (DRT SHOW) Malaysia 2023 had a hugely successful ending in KLCC Convention Centre (KLCC). The 3-day event was accompanied by a series of entertaining events including Professional Seminars, Be an Ocean Saver Challenge Project, Ocean Star Underwater Photo Gallery, Lucky Draw, Kids Zone, Ocean Culture Fair, New Product Showcase, Plastic Free Message Board, Big Whale Photo Taking Activity and so on.**



# Overview



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With more than 120 booths showcased and with various diving equipment, the show attracted 23,655 water-sport lovers from all over the world, especially in Asia-Pacific. There were lots of potential buyers and media came to DRT SHOW looking for investment in Malaysia market. Most impressively, feedbacks receiving from exhibitors and buyers during these 3 days show that Malaysia still has large potential in the diving industry. DRT SHOW Malaysia was also supported by Philippine Department of Tourism and Japan National Tourism Organization.



# Highlights



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## ***Promising Future for Diving & Traveling Market***

As an organizer of a dive expo, DRT SHOW will hold the show again in 2024 to improve and lead the development of the diving industry in the Asia-Pacific. We will keep providing the most professional and high-quality service on Malaysia diving value and culture. DRT SHOW Malaysia 2023 would like to say thank you to every participant for attending the show and making us special. DRT SHOW Malaysia will see you in 2024, meanwhile, we will be working harder and greater because you deserve better.



# Highlights



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## ***Popular Diving Seminars***

Professional Seminars were delivered by our fabulous VIPs with exclusive and phenomenal subjects such as People with Disabilities, Marine Conservation, Technical Diving, Mermaid, Free Diving, Scuba Diving, and UW Photography. Thanks to all prestigious speakers for giving us educational lessons.



## Highlights



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### ***Ocean Star Underwater Photo Gallery***

**100 Star Underwater Photo Gallery is also an amazing platform for underwater photographers to tell stories through their artworks. During the three days expo, visitors were invited to vote for their favorite photo. The most voted winner of this activity is photo title “School of Jack Fish”, shot by Mr. David Chan. DRT SHOW appreciates Scubaholics Anonymous Malaysia for sponsoring a grand prize – CREST CR-5- for Ocean Star UW Photo Gallery.**

### **Winners of Ocean Gallery 2023: 1st Place:**



## Highlights



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### ***Ocean Culture Fair Festival***

This year, Ocean Culture Fair also landed at DRT SHOW Malaysia. Stores brought their innovative products which are related to ocean culture to ocean lovers. Visitors were happily shopping for creative ocean-culture-related accessories.



## Highlights



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### ***Be An Ocean Saver***



**“Be an Ocean Saver Challenge” is a project allowing participants to realize the ocean crisis we are facing, and to learn how to save the ocean by completing missions at designate booths. This project was supported by several NGOs such as Reef Check Malaysia · TRACC · Fuze Ecoteer Outdoor Adventures · Shark Savers Malaysia · Malaysia Cave Diving Association through interesting and educational challenges organized by those NGOs, participants could learn about how to protect our ocean by simple steps.**



# Thank List

## VIP Speakers

A.B. Lee 、 Andy Lua 、 Azua Shafii 、 Chen Sue Yee 、 Eric Goh 、 Ichimura Kenji 、 Ipah Uid Lynn 、 John Low 、 Kalsitinoor Set 、 Lee Kian Lie 、 Nick Khoo 、 Nurul Yazid 、 Patrick Ong 、 Robin Philippo 、 Sherwin Shim 、 Sim Yong Wah 、 Tan Chun Hong (James) 、 Tiur Aldha 、 Wong Si Peng



# Thank List

## **Lucky Draw Prize Sponsors**

The Diver's Den, Blue Cell, Intotheblue, Lasprecious Design (M) Sdn Bhd, S.Jess4uideas, The Buwan Resort Sdn Bhd, Tom Manas Technologies Sdn Bhd, Wildkids, Scubaholics Anonymous, Infinity Scuba 潛堂...

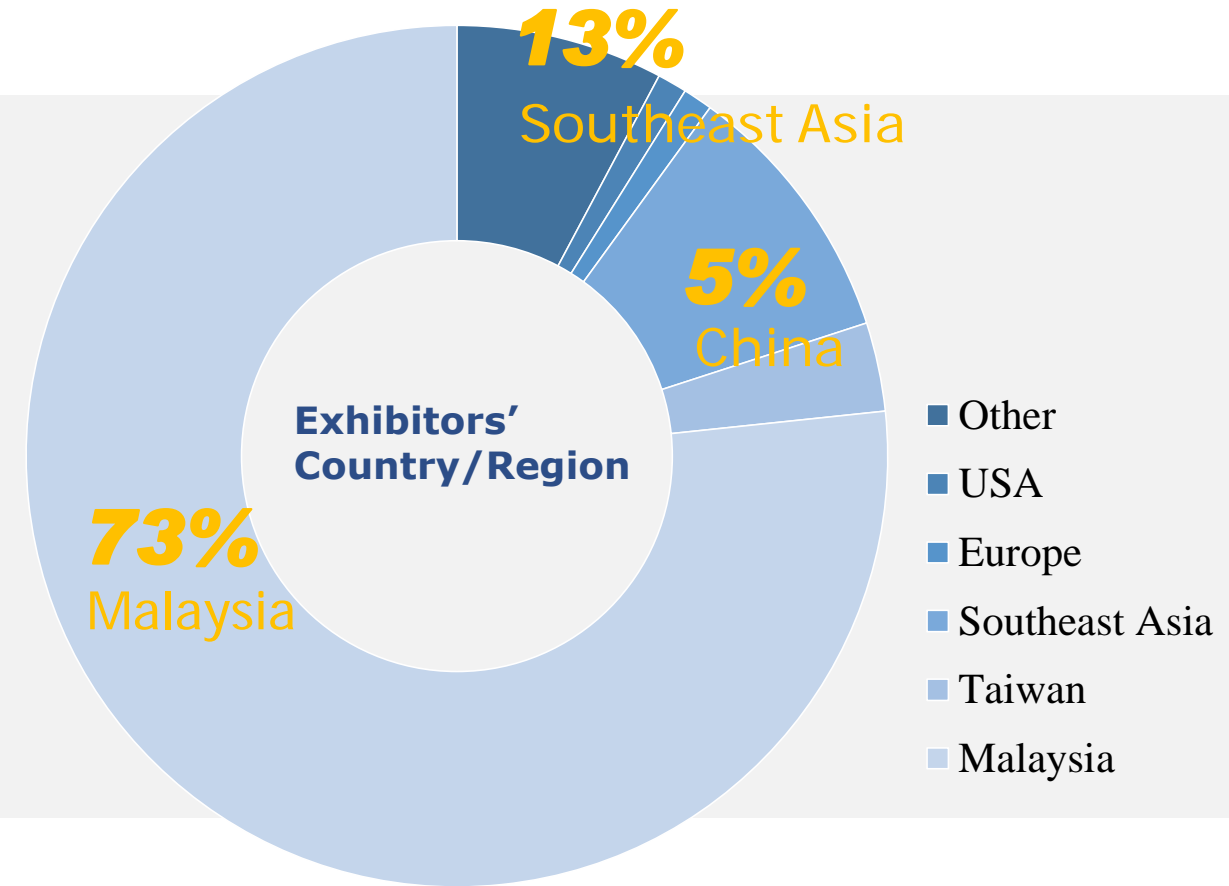




# Exhibitor Statistics

■ **Origin of Exhibitors:**

Country/Region	Percentage (%)
Malaysia	73%
China	5%
Southeast Asia	13%
Taiwan	2%
USA	2%
Europe	4%
Others	7%



# Exhibitor Statistics



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## ■ Exhibitor Satisfaction:



Satisfied with the visitors' quality



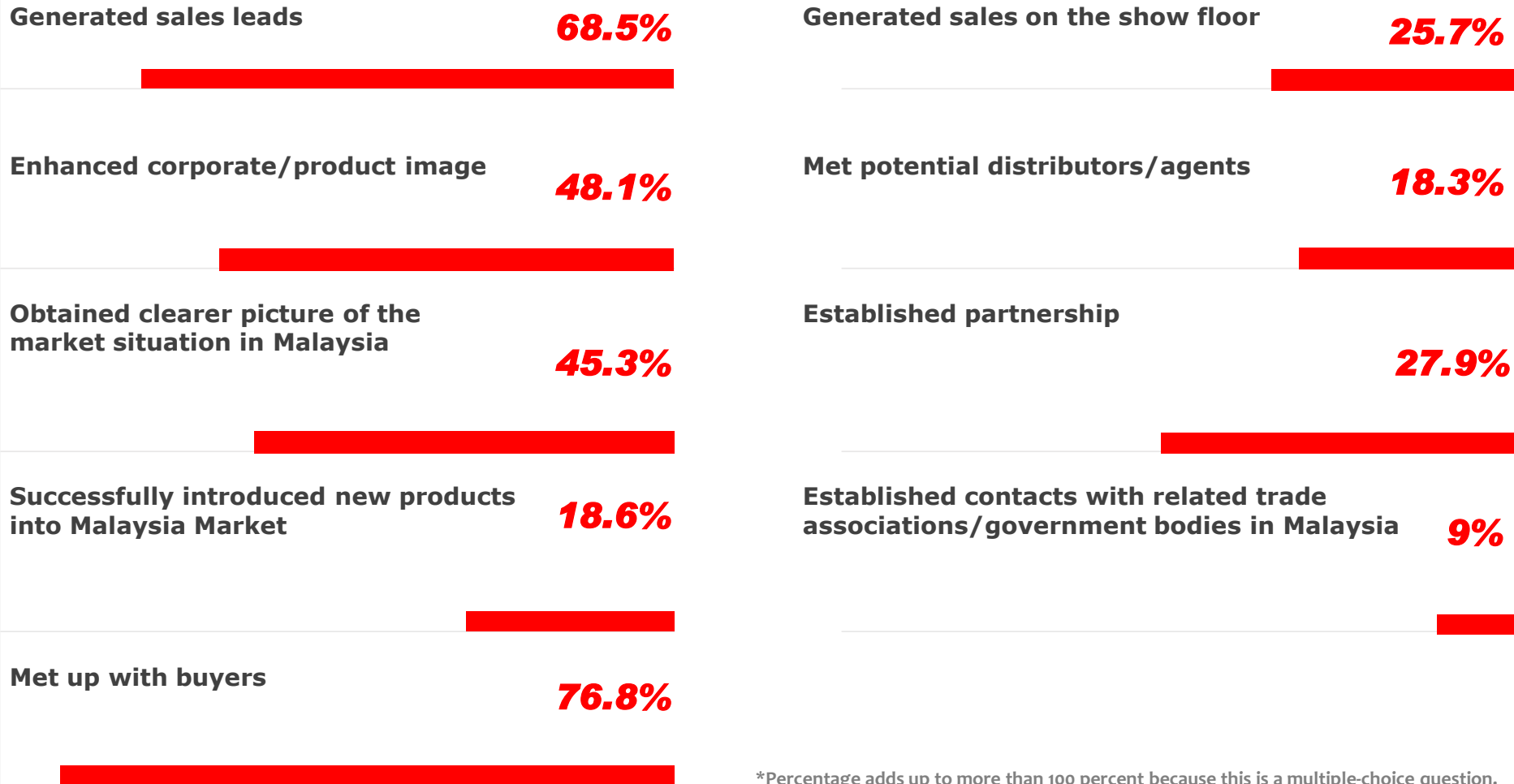
Satisfied with the expo effects



Intended to participate in  
DRT SHOW Malaysia 2024

## Exhibitor Statistics

### Benefits Exhibitors Gained from the Exhibition

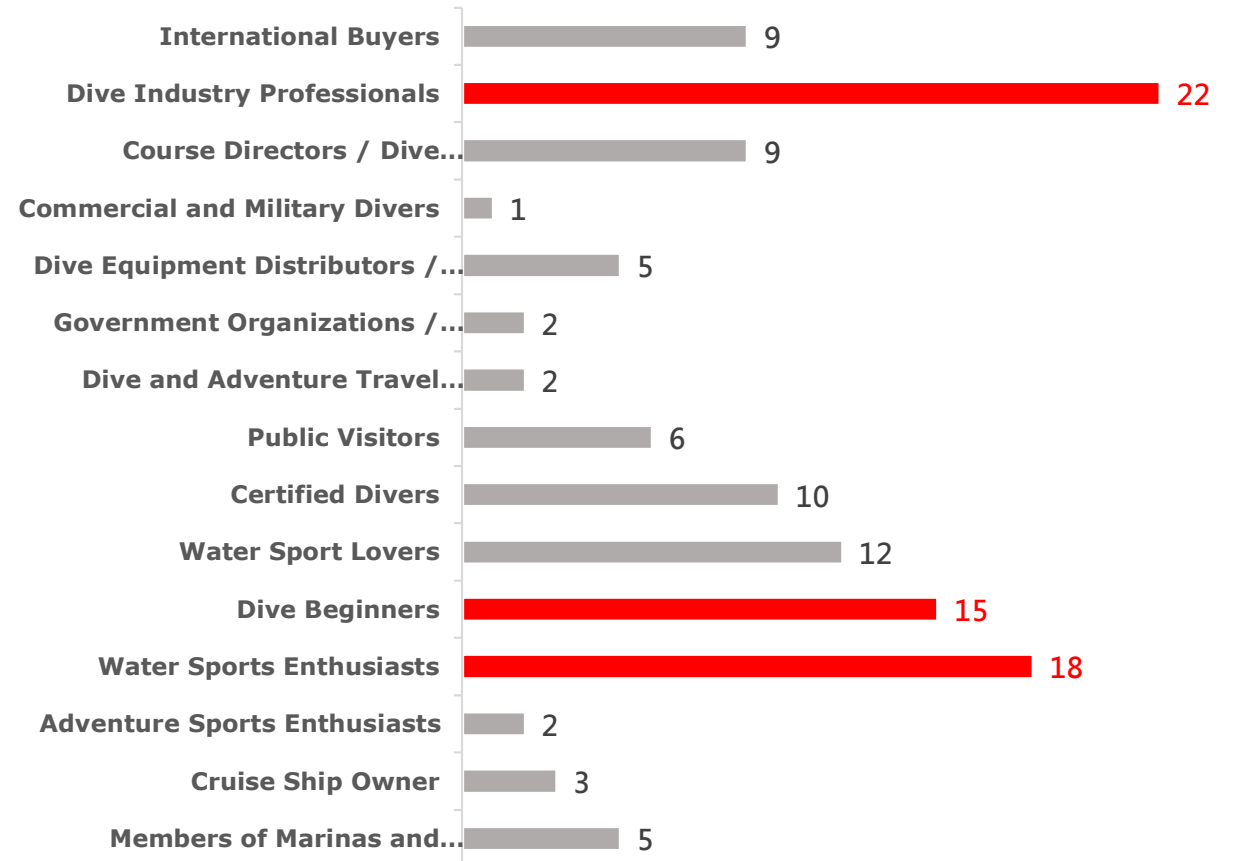


\*Percentage adds up to more than 100 percent because this is a multiple-choice question.

## Visitor Statistics

### ■ Visitor's profile:

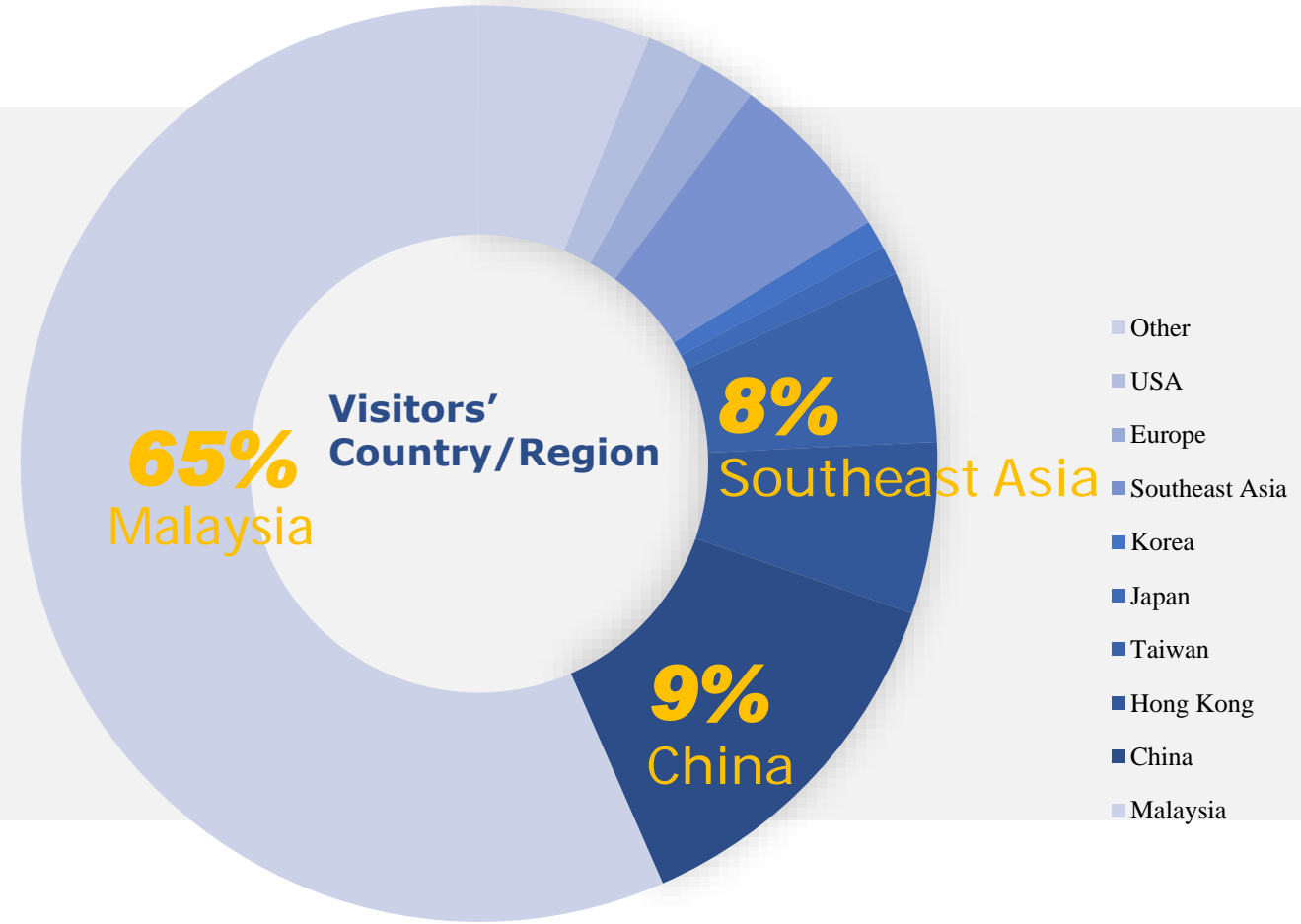
Visitors	Percentage (%)
International Buyers	9%
<b>Dive Industry Professionals</b>	<b>22%</b>
Course Directors / Dive Instructors / Dive Masters	9%
Commercial and Military Divers	1%
Dive Equipment Distributors / Importers / Wholesalers / Retailers	5%
Government / Organizations / Agencies	2%
Dive and Adventure Travel Retailers / Agents	2%
Public Visitors	6%
Certified Divers	10%
Water Sport Lovers	12%
<b>Dive Beginners</b>	<b>15%</b>
<b>Water Sports Enthusiasts</b>	<b>18%</b>
Adventure Sports Enthusiasts	2%
Cruise Ship Owner	3%
Members of Marinas and Marine-Based Associations	5%



# Visitor Statistics

## ■ Origin of Visitors:

Country/Region	Percentage (%)
Malaysia	65%
China	9%
Southeast Asia	8%
Taiwan	5%
Hong Kong	6%
USA	2%
Europe	5%
Korea	2%
Japan	1%
Others	6%





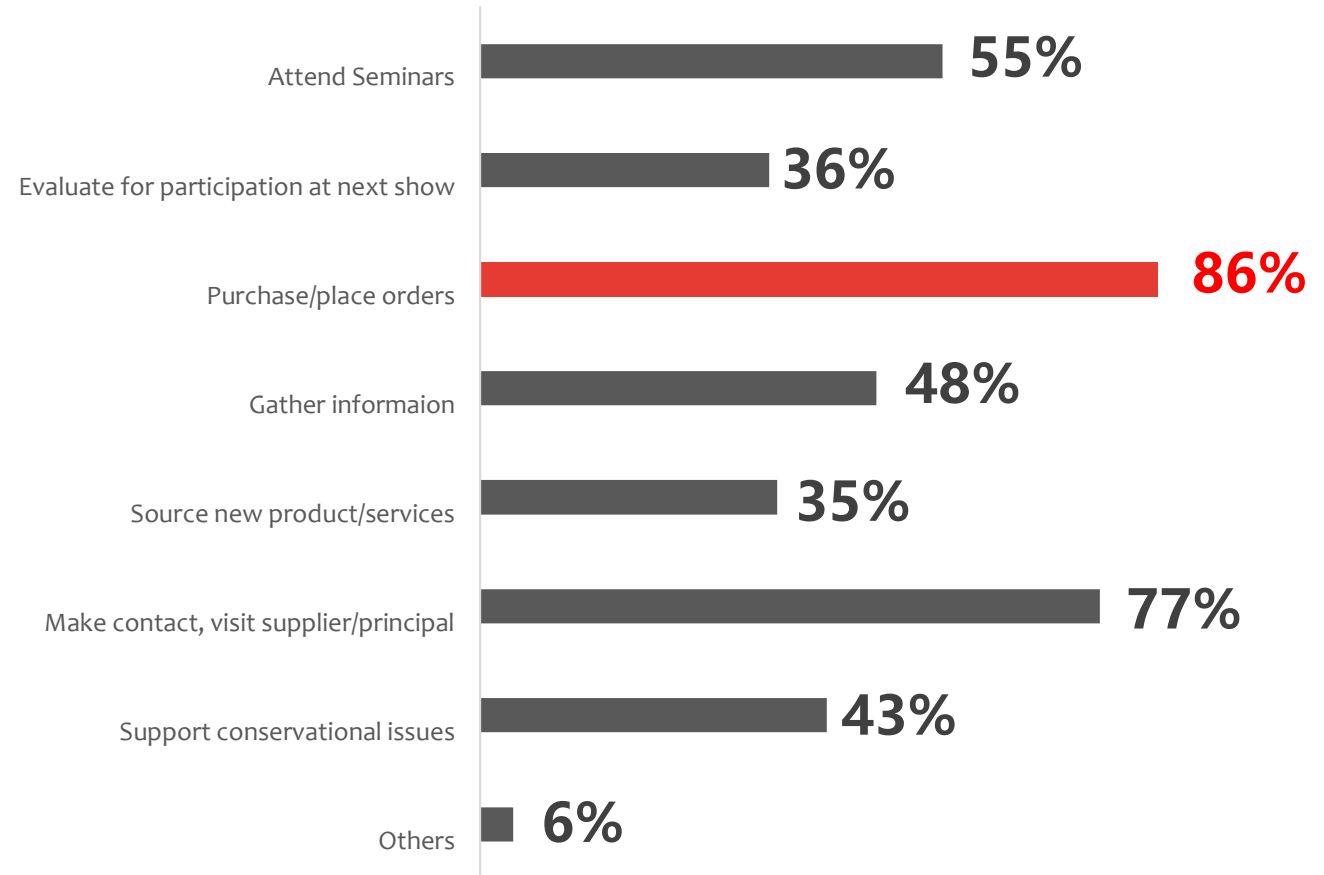
# Visitor Statistics



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## ■ Purpose of visit:

Purpose of visit	Percentage (%)
Attend Seminars	55%
Evaluate for participation at next show	36%
<b>Purchase/place orders</b>	<b>86%</b>
Gather information	48%
Source new product/services	35%
Make contact, visit supplier/principal	77%
Support conservational issues	43%
Others	6%



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

**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

# Events



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## Ocean Plastic Free



## Lucky Draw



**Ocean Gallery**



**New Product Showcase**



**Be An Ocean Saver**



**Ocean Culture Fair**



**Lucky Draw**



**Kids Zone**

### Mainstream Media

DRT SHOW was widely publicized before, during, and after the event





# Media Release

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### Official Promotion

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



# Media Support

## Co-organizer & Show Partners:



## Alliance Partners:



## Media Partners:



## Support by:

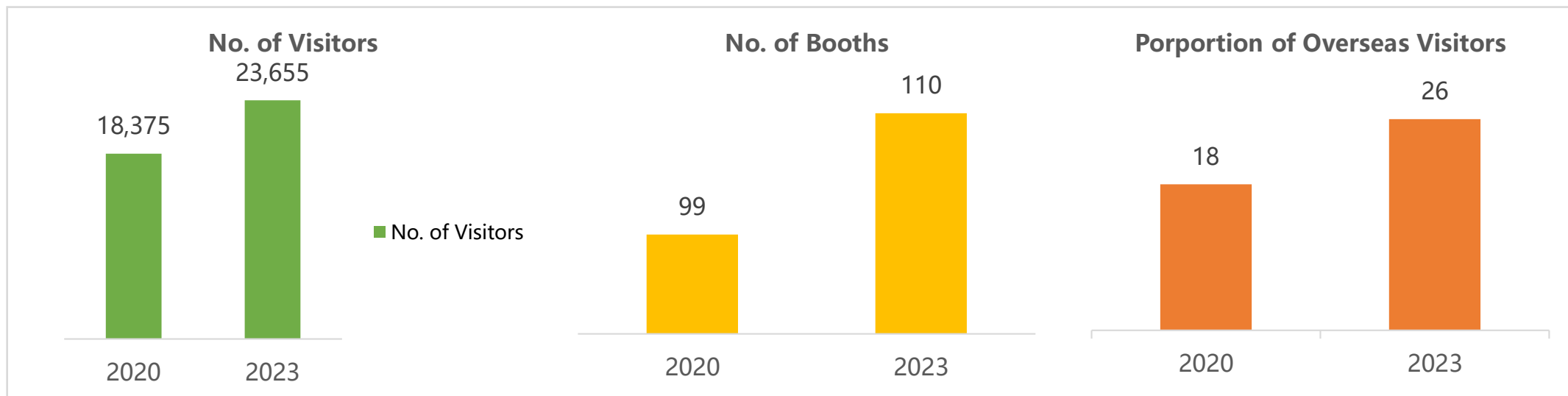


# Prospect

Numbers of Visitors of DRT SHOW Malaysia in the past two years		
Years	2020	2023
Numbers of Visitors	18,375	23,655
Numbers of Booths	99	110
Proportion of overseas visitor (%)	18%	26%



Prospect of DRT SHOW Malaysia 2024
2024
35% of growth
20% of growth
30% of growth





## DRT SHOW Malaysia 2024

- **Date:**  
2-4 Feb, 2024
- **Venue:**  
Kuala Lumpur Convention Centre (KLCC)



## More events are coming soon...

- 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
- Work Shop
- New Products Showcase
- Ocean Gallery
- Ocean Culture Fair
- Photo Booth
- Kids Zone
- New Products Launch
- Ocean Plastic Free
- Lucky Draw



**Thank You &  
See You Next Year!**

# 2024

## DRT SHOW Malaysia

**2-4. Feb** KLCC Convention Centre

### You Deserve Better

| More Info:



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