

Post Report

March 3, 2020

DRT SHOW, the Largest Dive Expo in Asia, Ended Successfully at Its First Stop of 2020 in Kuala Lumpur, Malaysia



Diving and Resort Travel Expo (DRT SHOW), the largest dive expo in Asia, took place at Kuala Lumpur Convention Centre (KLCC), Malaysia from February 14th to 16th as its first stop in 2020. Exhibitors include diverse diving equipment manufacturers and distributors, diving training agencies, dive centres, resorts and liveaboards from local and abroad. In this three-day event, DRT SHOW Malaysia welcomed 18,375 visitors – an increase of 20% over last year. In addition, over 90% of exhibitors indicated that they will participate again next year.





DRT SHOW Malaysia invited 12 speakers well-known for various diving fields including but not limited to scuba diving, technical diving, freediving, dive tourism, mermaid and marine conservation. Speakers delivered wonderful speeches and showed amazing photos and videos taken during diving to promote the beauty of underwater environment and diversity of marine lives; on the other hand, to raise awareness of environmental crisis, issues of conservation and marine ecosystems were highlighted during seminars.



To advocate the importance of environmental conservation, the organiser cooperated with several NGOs such as Fuze Ecoteer, Impact Revolution Enterprise, Ocean Quest Global, Reef Check Malaysia, Shark Saver Malaysia and Tropical Research & Conservation Centre (TRACC) to launch an activity called “Be an Ocean Saver Challenge.” Visitors were able to learn how to protect the ocean as well as marine lives through interesting interactive games. Nearly 500 visitors accomplished missions and won a gift prepared by the organiser. 3 lucky winners even won an extra bonus - free recycling experience course at The Rumah Hijau Tioman sponsored by FDIIVER Diving Academy.



At DRT SHOW, plenty of activities such as Kids Zone, Mermaid Sabrina Photo Booth and Ocean Stars Underwater Photo Gallery where exhibited 100 amazing underwater photos were planned. The result of Ocean Stars Underwater Photo Gallery onsite voting was announced on the last event day. The Most Voted Photographer and prize COSMIQ+ dive computer sponsored by Deepblu Inc went to Farid Hamidon with his artwork *“A Couple.”*



On the third day of this event, Mr. Yang Berhormat Tuan Muhammad Bakhtiar Bin Wan Chik, Deputy Minister of Tourism, Arts and Culture Malaysia visited DRT SHOW and together witnessed the launch ceremony of “The Malaysia’s Best 100 Dive Sites Project” promoted by XTVT Malaysia Travel with VIPs. '



The very first DRT SHOW was held in Hong Kong in 2009. During the past decade, DRT SHOW expanded to several regions in Asia successfully including Shanghai, Beijing, Guangzhou, India, Taiwan, Philippines, Japan, Singapore and Malaysia. Till now, 38 DRT SHOWs have been successfully held and it serves more than 1,000 exhibitors from 50+ countries and more than 250,000 visitors from 65 countries annually. DRT SHOW is recognised as the most valuable and effective exhibition platform in the diving industry in Asia and a 'MUST-VISIT' event for all divers and ocean lovers as well.

Next year, DRT SHOW Malaysia will take place again at Kuala Lumpur Convention Centre (KLCC) from February 26th to 28th, offering you a valuable opportunity to enter the Southeast Asia market with a larger exhibition space, more exhibitors and visitors.

For further information, please visit the official website: www.drtextpo.com

VIP Speakers:

A.B. Lee, Alvin Chelliah, Azua Shafii, Eric Goh, Ipah Uid, Jeethvendra Kirishnamoorthie, Lee Kian Lie, Mermaid Sabrina, Mohd Faisal Abdur Rani, Nick Khoo, Patrick Ong, William Sim

Prize Sponsors:

10Bar Underwater Housings, Aman Tioman Beach Resort, Deepblue, Dive in Apparel, DIWA, EZDIVE, FDiver Diving Academy, Nirwana Pte Ltd., Oceanic Quest Sdn Bhd,

OctoDiver by Ocean Elements Perhentian Island, Problue International Corp., Quiver Dive Team Sdn Bhd, Scuba Dobedo Divers, Topis & Agogo Adventure, Tsun Kuang Hardware Mfg. Co., Ltd. (SAEKODIVE), Wellgreen Outdoor Co., Ltd.

Alliance Partners:

EZDIVE, Deep & Extreme Indonesia, Thailand Dive Expo, Middle East Dive & Fish Expo, Moscow Dive Show, Underwater Macro Photography (UWMP), UWPixel, Scubashooters

Show Partners:

DIWA, Fuze Ecoteer, Impact Revolution Enterprise, Ocean Quest Global, Ocean Seeds Conservation Association, Reef Check Malaysia, Shark Saver Malaysia, Tropical Research & Conservation Centre (TRACC)

Media Partners:

EZDIVE, Turtle Conservation Society of Malaysia, JOURNEY 吃喝玩乐看这里, Malaysia Asia, Malaysia Exhibition, NEWPAGES, O2 cinematics, Eat Pray Love 翻转大马吃喝玩乐, UWPixel, ScubaShooters, Dive Indonesia, Dive New Zealand/Dive Pacific, doyouhike 磨房, Hellodive 深潜, Dive the World 潜行天下, Hiking Lovers

DRT SHOW 2020 Malaysia Visitor Report

Statistic – Number of Visitors during DRT SHOW

Date	Number of visitors
14 February 2020	3,918
15 February 2020	6,972
16 February 2020	7,485
Total	18,375

DRT SHOW 2020 Malaysia International Visitor

Statistic – Percentage (%) of International Visitors during DRT SHOW

Region	Percentage
Malaysia	62%
China	9%
Taiwan	7%
Japan	1%
Singapore	3%
Indonesia	4%
Thailand	1%

Korea	2%
Europe	2%
USA	2%
Others	7%

DRT SHOW 2020 Malaysia Purpose of Visit

Statistic -Percentage (%) Purpose of visit

Purpose of Visit	Percentage
Attend seminars	43%
Evaluate for participation at next show	62%
Purchase/place orders	71%
Gather information	52%
Source new products/services	38%
Make contact, visit supplier/principal	72%
Others	4%

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

DRT SHOW (Diving & Resort Travel Expo) Malaysia 2021

Venue:

Hall 5, Kuala Lumpur Convention Centre (KLCC), Malaysia

Date:

May 21-23, 2021

Official Website:

www.drtextpo.com

Facebook Fan Page:

www.facebook.com/DRTShowMY

Organiser:

LX Development Group Ltd.

Contact:

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