



DRT SHOW PHILIPPINES 2019

SEPT.06-08 Megatrade Hall, SM Megamall

POST REPORT



More Info:

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www.philippinesdiveexpo.com

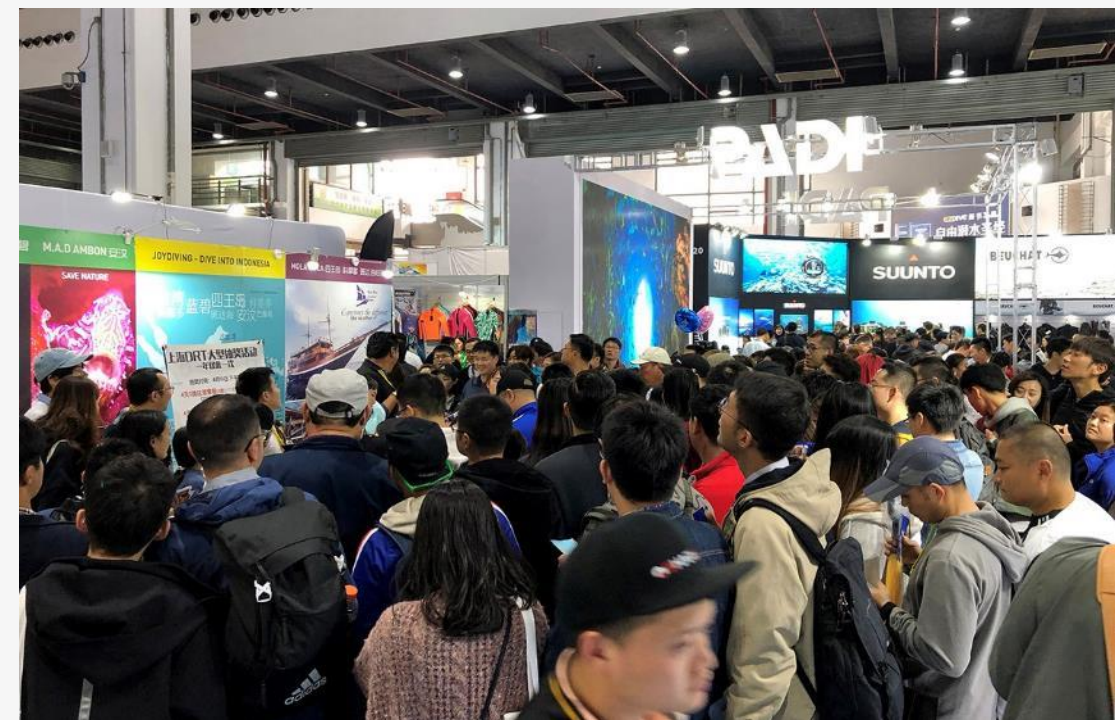


DRT SHOW

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.

2009
Hong Kong

2011
Hong Kong

2012
Hong Kong
Singapore

2013
Hong Kong
Shanghai

2014
Hong Kong
Shanghai
Okinawa

2015
Hong Kong
Shanghai
Beijing
Philippines

2016
Hong Kong
Shanghai
Beijing
Philippines
Taipei

2017
Hong Kong
Shanghai
Beijing
Philippines
Singapore

*Alliance:
Thailand
Indonesia

2018
Hong Kong
Shanghai
Beijing
Philippines
Taipei
Malaysia
Guangzhou

*Alliance:
Thailand
Indonesia
Russia
Dubai

2019
Hong Kong
Shanghai
Philippines
Beijing
Taipei
Malaysia
Guangzhou
India

*Alliance:
Thailand
Indonesia
Russia
Dubai

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



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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

Content



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Overview



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- DRT SHOW Philippines gathered 150+ brands from all over the world, with an exhibition area of 4,000 square meters. The three-day exhibition attracted 28,375 visitors.



28,375

No. of Visitors



120

No. of Booths



4,000

Exhibition Area (sqm)



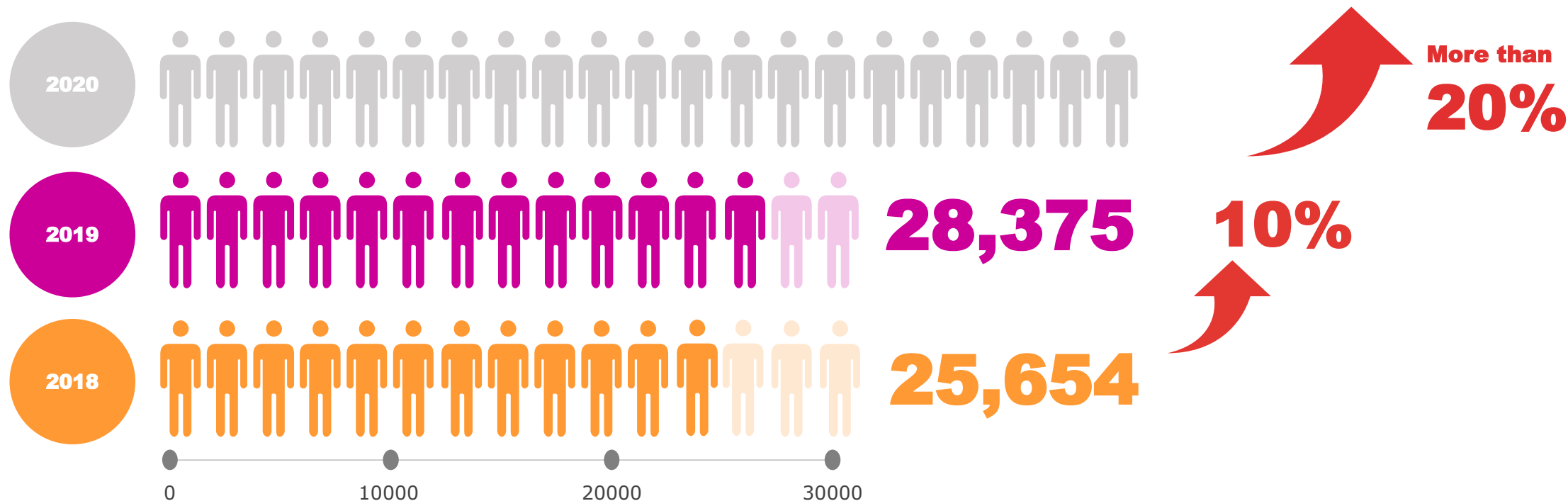
Overview



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- The number of visitors peaked at 10% of growth in 2019. More than 20% of growth in the number of visitors is expected in 2020.

Number of visitors in the past two years:



Overview



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DRT SHOW -- the Largest Diving Expo in the Philippines

The 5th Diving and Resort Travel Expo (DRT SHOW) Philippines, which was held by LX Development Group Limited had been successfully closed at Megatrade Hall on September 8th and met an overwhelming positive response from both local and international exhibitors and visitors. At the expo, there were over 150 leading brands including Aqua Lung, Aquamundo, Apeks, Beuchat, Cressi, Garmin, Gull, Halcyon, INON, Shearwater, Scubapro, SUUNTO, Sea & Sea, and TUSA; many well-known dive agencies including SDI TDI ERDI, NAUI, DIWA, DAN attended; and resorts were exhibiting to provide various professional diving courses services and consulting. In this three-day event, DRT SHOW Philippines 2019 welcomed 28,375 visitors, and over 72 international buyers from USA, Australia, China, Taiwan, Malaysia, Korea, Japan, and Middle East.



Overview



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Popular Diving Seminars

DRT SHOW Philippines 2019 invited 20 speakers from diverse diving fields including underwater photography and videography, scuba diving, technical diving, freediving, dive tourism, mermaid, marine biology, and ocean conservation. Speakers delivered wonderful speeches by presenting the beautiful diving environment and rich marine lives through photos and videos taken during diving; on the other hand, to raise awareness among the community, issues of conservation and marine ecosystems were highlighted during the seminars. Miss Scuba Philippines candidates also arrived to advocate marine conservation by action with the faith of "Saving Oceans through Beauty."



DRT SHOW SPEAKERS

 AA Yaptinchay Philippines	 A.G. Saño Philippines	 Alex Santos Philippines	 Andy Davis UK	 Bo Mancao Philippines	 Carlo Navarro Philippines	 Cindy Madduma Philippines
 Daniel Geary USA	 Dave Albao Philippines	 Gordos Gojunco Philippines	 Jerome Kim Korea	 Ket Malabanan Philippines	 Maria Noella Zosa Philippines	
 Martin Zapanta Philippines	 Penn De Los Santos Philippines	 Ram Yoro Philippines	 Robert Suntay Philippines	 Scott Gutsy Tuason Philippines	 Valerie Faye Bautista Philippines	 Wilfredo Licuanan Philippines

www.philippinesdiveexpo.com DRT Show Philippines

Highlights



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“Ocean Bingo Game” – Be an Ocean Saver with DRT SHOW

“Ocean Bingo Game” was newly launched by the Organizer. It consisted of onsite voting of 100 Star Underwater Photo Gallery and Vlog Competition and “Be an Ocean Saver Challenge” that was co-organized by well-known conservation artist Mr. AG Saño and non-profit organizations such as Clean Our Oceans Project, Greenpeace Philippines, Marine Wildlife Watch of the Philippines, Reef Check Philippines, and SEA Institute – VIP. Visitors could easily gain the awareness of marine conservation and enjoy onsite activities through the game.

“Through the activity, we not only are able to admire the underwater beauty of the Philippines through photos and videos but also learn the importance of marine conservation by playing fun interactive games”, the Organizer said. During the event, nearly 1,000 participants accomplished missions and won eco-friendly prizes such as bamboo toothbrushes and bamboo straws sponsored by Bambuhay, Cebu Eco Fix, and The Bamboo Company.



Highlights



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100 Star UW Photo Gallery & Vlog Competition

100 underwater photos were exhibited and had 5,585 visitors voted during DRT SHOW Philippines 2019. “Flying Formation” shoot by Mr. Penn De Los Santos won the Most Voted prize sponsored by Squires Bingham Sports. The winner of the very first edition of Vlog Competition was Mr. Romar Roca who won a 5D4N dive package sponsored by Scandi Divers with his entry “Breathe.”



Mr. Penn De Los Santos, winner of 100 Star Underwater Photo Gallery 2019, and his submission

Mr. Romar Roca, winners of Vlog Competition 2019

To Inspire Today's Youth to become Tomorrow's Conservationists

Numerous kids coming to DRT SHOW with their parents was another highlight of this event. At DRT SHOW Philippines, kids could participate Ocean Bingo Game and take photos with a 10-meter-long giant whale installation; furthermore, they could enjoy fun activities such as coloring, pottery, origami, and upcycling to learn the importance of marine conservation at Kids Zone which presented by Philippine Reef and Rainforest Conservation Foundation Inc. (PRRCFI) -- with their aim of "to Inspire Today's Youth to become Tomorrow's Conservationists."



Thank List



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VIP Speakers

A.G. Saño, AA Yaptinchay, Alex Santos, Andy Davis, Bo Mancao, Carlo Navarro, Cindy Madduma, Daniel Geary, Dave Albao, Gordos Gojunco, Jerome Kim, Ket Malabanan, Maria Noella Zosa (Wei), Martin Zapanta, Penn De Los Santos, Ram Yoro, Robert Suntay, Scott Gutsy Tuason, Valerie Faye Bautista, Wilfredo Licuanan.



AA Yaptinchay
Philippines



A.G. Saño
Philippines



Alex Santos
Philippines



Andy Davis
UK



Bo Mancao
Philippines



Carlo Navarro
Philippines



Cindy Madduma
Philippines



Daniel Geary
USA



Dave Albao
Philippines



Gordos Gojunco
Philippines



Jerome Kim
Korea



Ket Malabanan
Philippines



Maria Noella Zosa
Philippines



Martin Zapanta
Philippines



Penn De Los Santos
Philippines



Ram Yoro
Philippines



Robert Suntay
Philippines



Scott Gutsy Tuason
Philippines



Valerie Faye
Bautista
Philippines



Wilfredo Licuanan
Philippines

Thank List



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Prize Sponsors

10bar Underwater Housings, Aquamundo Sports Inc., Aquaventure Bambuhay, Cebu Eco Fix, Cressi - Ocean Dive Supply, Divepro, DIWA, EZDIVE, Halcyon Dive Systems & Tech Asia, Kinugawa Corporation (Gull Japan), Pacific Cebu Resort International Inc., Scandi Divers, SEAmplcity PH, Squires Bingham Sports, The Bamboo Company, Whitetip Dive Supply.

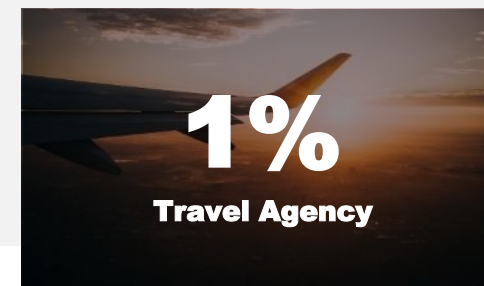
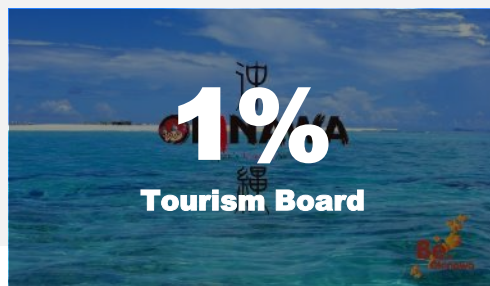


Exhibitor Statistics



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Product Classification of Exhibitors



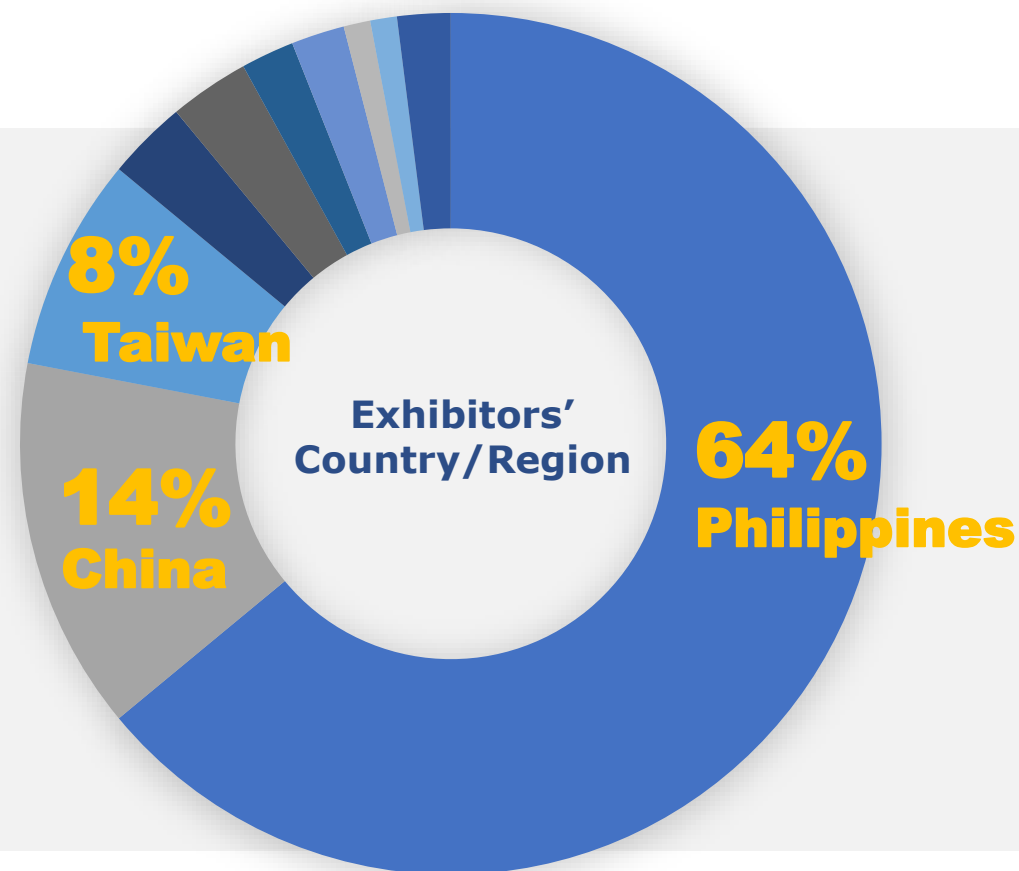
Exhibitor Statistics



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■ Origin of Exhibitors:

Country/Region	Percentage (%)
Philippines	64%
China	14%
Taiwan	8%
Korea	3%
USA	3%
Europe	2%
Japan	2%
Australia	1%
Malaysia	1%
Others	2%



Exhibitor Statistics



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Benefits Exhibitors Gained from the Exhibition

Generated sales leads **72.5%**



Generated sales on the show floor **68.7%**



Enhanced corporate/product image **42.2%**



Met potential distributors/agents **15.3%**



Obtained clearer picture of the market situation in the Philippines **33.2%**



Established partnership **28.9%**



Successfully introduced new products into Philippine Market **16.6%**



Established contacts with related trade associations/government bodies in the Philippines

7%



Met up with buyers **72.6%**



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

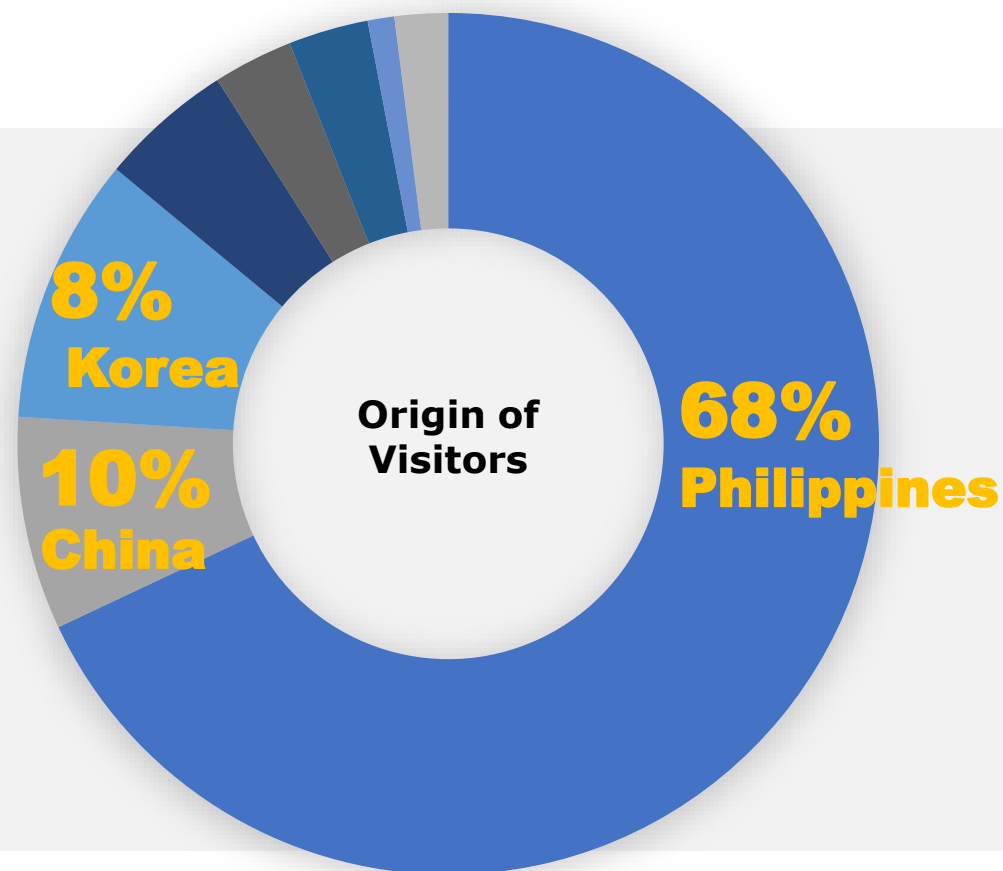
Visitor Statistics



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■ Origin of Visitors:

Country/Region	Percentage (%)
Philippines	68%
Korea	8%
China	10%
USA	5%
Europe	3%
Middle East	3%
Japan	1%



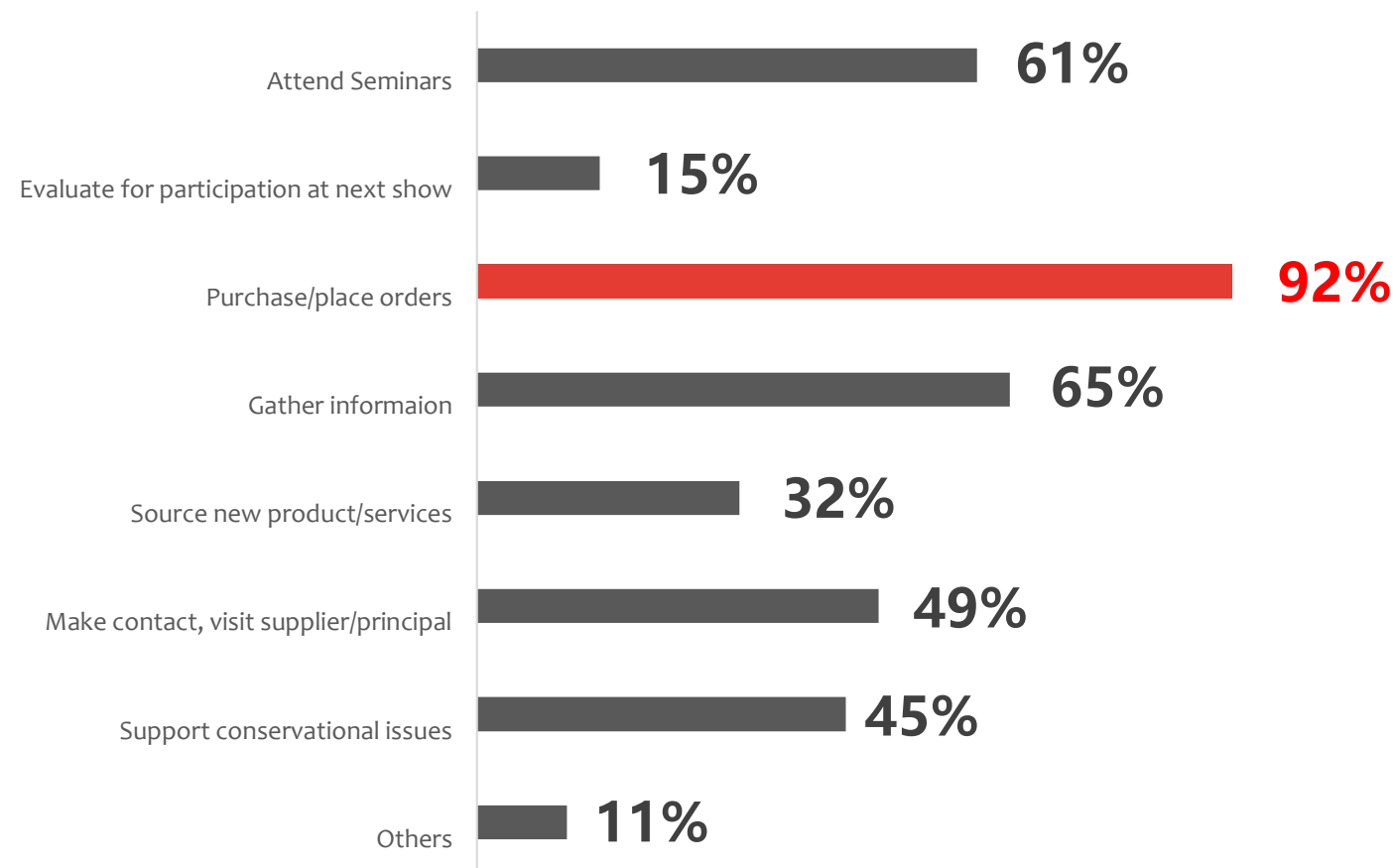
Visitor Statistics



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■ Purpose of visit:

Purpose of visit	Percentage (%)
Attend Seminars	61%
Evaluate for participation at next show	15%
Purchase/place orders	92%
Gather information	65%
Source new product/services	32%
Make contact, visit supplier/principal	49%
Support conservational issues	45%
Others	11%



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

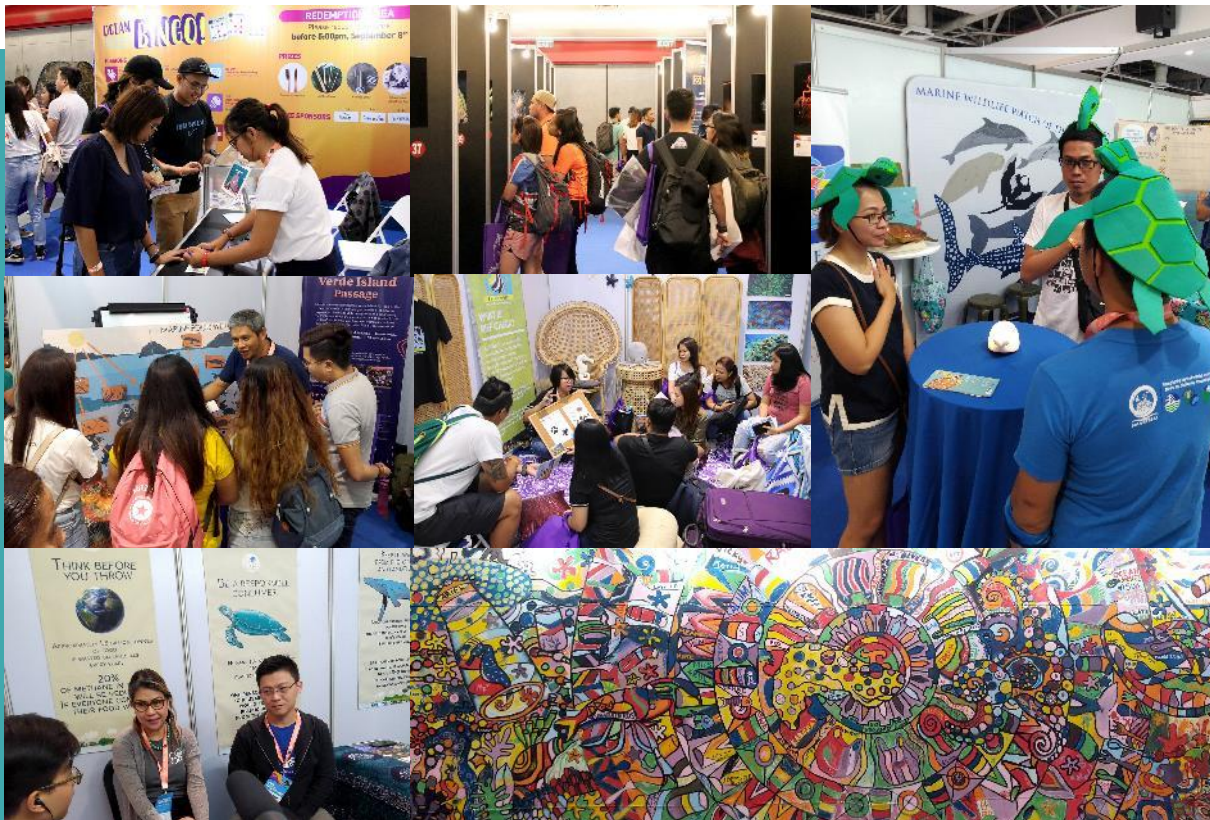
Professional Seminars



- Underwater Photography Seminar
- Freediving Seminar
- Technical Diving Seminar
- Dive Destination Seminar
- Marine Conservation Seminar
- Marine Biology Seminar
- Mermaid Seminar
- Dive Equipment Seminar

Events

Ocean Bingo Game



OCEAN BINGO!

DRT SHOW PHILIPPINES 2019



PARTNERS



PRIZES & SPONSORS



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DRT Show Philippines

Events



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Ocean Gallery



New Product Showcase



Color to Care



Raffle



Ocean Culture Fair



Vlog Competition



Kids Zone



Ocean Film Festival

Show Partners & Media Support



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Co-organizer & Show Partners:



Media Partners:



DRT SHOW Philippines 2020

- **Date:**
11-13 September, 2020
- **Venue:**
SMX Convention Center Manila



More events are coming soon...

- | | | | |
|----------------------------------|-------------------------------|-------------------------|-----------------------|
| • Underwater Photography Seminar | • Marine Biology Seminar | • New Products Showcase | • Kids Zone |
| • Freediving Seminar | • Mermaid Seminar | • Ocean Gallery | • New Products Launch |
| • Technical Diving Seminar | • Dive Equipment Seminar | • Ocean Culture Fair | • Ocean Plastic Free |
| • Dive Destination Seminar | • Marine Conservation Seminar | • Marine Workshop | • Raffle |



Thank You & See you next year!

2020 DRT SHOW PHILIPPINES

SEPT 11-13 SMX Convention Center Manila

| More Info:



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