



# DRT SHOW Shanghai 2023

**14-16 July** >> Shanghai World Expo Exhibition & Convention Center (SWEECC)

*Post Report*



For more information  
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# DRT SHOW | THE LARGEST DIVING, TRAVEL AND RESORT EXPO IN ASIA PACIFIC



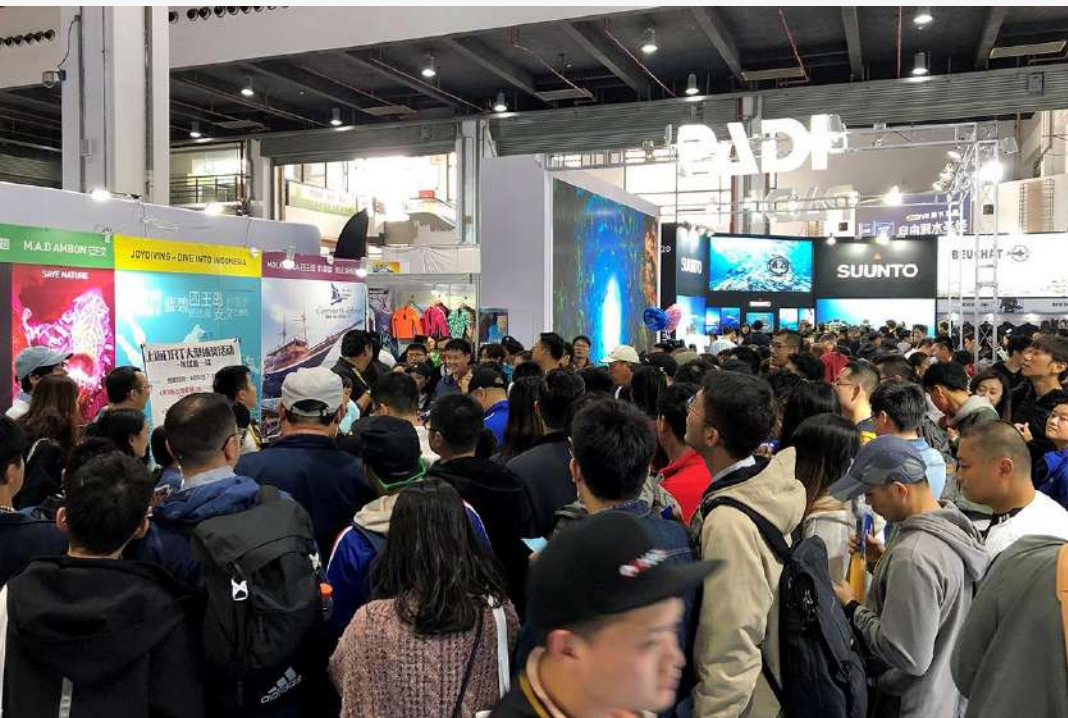


## About Us



DRT SHOW Shanghai  
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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 **1,800** booths a year.
- Attracts **250,000** dive and travel industry professionals and visitors.



## A Renowned International Dive Expo in Asia



DRT SHOW takes places in **12** cities,  
serving more than **1,800** booths,  
attracting people from **65** different countries  
with more than **350,000** visitors.

Hong Kong  
HKCEC

Thailand  
BITEC

Shanghai  
SWEECC

Moscow  
Sokolniki  
Exhibition Center

Mumbai  
WTC Mumbai

Taipei  
Taipei Flora Expo  
Dome

Jakarta  
Jakarta Convention  
Center

Kuala Lumpur  
KLCC

Guangzhou  
PWTC Expo

Dubai  
World Trade Centre

Beijing  
CNCC

Manila  
SM Megatrade  
Hall

## 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



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✗ 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



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- Event Name / Diving Resort Travel Expo Shanghai  
(DRT SHOW Shanghai 2023)
- Event Date / Friday to Sunday, July 14th to July 16th, 2023
- Venue / Shanghai World Expo Exhibition & Convention Center (SWEECC)
- Official Website / [www.drtextpo.com/shanghai](http://www.drtextpo.com/shanghai)



# Content



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## Overview



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- DRT SHOW Shanghai 2023 gathered more than 200 companies and brands from all over the world, with an exhibition area of 5,692 square meters. The three-day exhibition attracted 40,918 visitors.



40,918

*No. of Visitors*



200+

*No. of Exhibitors*



5,692

*Exhibition Area (sqm)*





## Highlights



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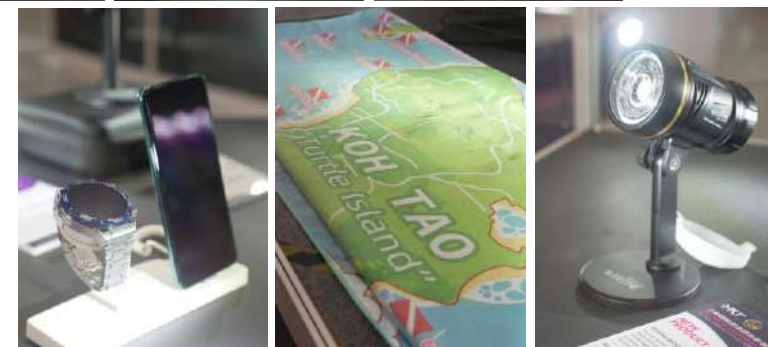
### Sea People Gathering DRT SHOW Shanghai was held with great success!

Diving Resort Travel Expo Shanghai (DRT SHOW Shanghai) organised by Alpha Exhibition Shanghai Ltd. and Qian Xin Exhibition Shanghai Ltd. came to a successful end in Hall 4 of the Shanghai World Expo Exhibition & Convention Center (SWEECC) on July 16. A total of 40918 visitors attended the event. This year's DRT SHOW was supported by the Tourism Boards of Indonesia, Malaysia and Sabah, and brought together more than 30 renowned dive brands from home and abroad, such as 10Bar / AOI / BAUER/BESTDIVE / Cressi / CREST / EZDIVE / Fourth Element / Garmin / GULL / Huawei / Lawrence Factor / Nauticam / SAEKODIVE / SCUBAPRO / SEAC / SUPE / Umi Umi / Water Pro / Weefine / XDEEP and many more, as well as DIWA / ERDI / PADI / PSAI / RAID / SDI / TDI and other professional diving teaching systems were involved. In addition, a number of dive resorts and dive tourism companies exhibited at the show, offering a full range of dive instruction courses to the public as well as limited dive travel offers. The variety of content stimulated visitors' consumption potential and led to excellent product marketing and sales results.



## New Product Showcase - Hard Skills of Dive Manufacturers

This year's show saw well-known brands such as BESTDIVE, SAEKODIVE, X-ADVENTURER, Weefine, Huawei, HiTurbo, SCUBAPRO, Halcyon, Fourth Element and AOI unveil their newest products, enhancing brand exposure and marketing, and demonstrating their hard-won R&D and technological innovations.





## Highlights

### Diving Seminars to Expand Visitor Horizons

Over the three days of the exhibition, 27 professional speakers delivered more than 20 lectures, including underwater photographer Lin Qing, Fan Zhang, AIDA and Molchanovs Dual System Instructor Training Officer Sendoh Wang, One Freedive Club Founder Enzo Zhao, Asia's record holder for cave dive depth Han Ting, Halcyon Founder Jarrod Jablonski, Freediving world champion William Joy and more, all talking about the diving industry trends and their own experiences.

In addition, the organisers of DRT SHOW hosted the 'Diving Industry Forum' inviting Liu Qing, Secretary General of the China Diving Association, Christine Jiang, Vice President of Health & Fitness Business Development, Ma Guochuan, President of Guangdong Diving Association, and Edward Lai, Chairman of Nauticam, a leading international brand of diving equipment, to share their insights with Jason Chong, Chief Executive Officer of DRT SHOW. They hoped that, through the experience sharing of the world-class equipment brands and the exchange of policies with the relevant national sports programme units, more domestic diving brands can expand to a wider world market.



## Winners of the Best Popular Award of Ocean Stars UW Photo Gallery

This year's Ocean Stars UW Photo Gallery attracted hundreds of underwater photographers who submitted work that shows the beauty of the underwater world. Forty selected underwater photographs were displayed on the internet and could be viewed there or at DRT SHOW. There were two awards, reflecting votes online or at the show. The internet votes for Best Popular Award was Ji Zhenyu's "Tulamben Macro," which won the D530V + Snoot + ZJ18 Ball Joint Bracket, sponsored by OrcaTorch. Votes at the exhibition awarded the Best Popular Award to Zhang Jiaqi's "Falling into the Sea Wolf Storm" and Corey Rae Nevels's "Suspend." They won the Cressi NEWTON TITANIUM dive computer watch and the OrcaTorch D710V respectively.





## Highlights

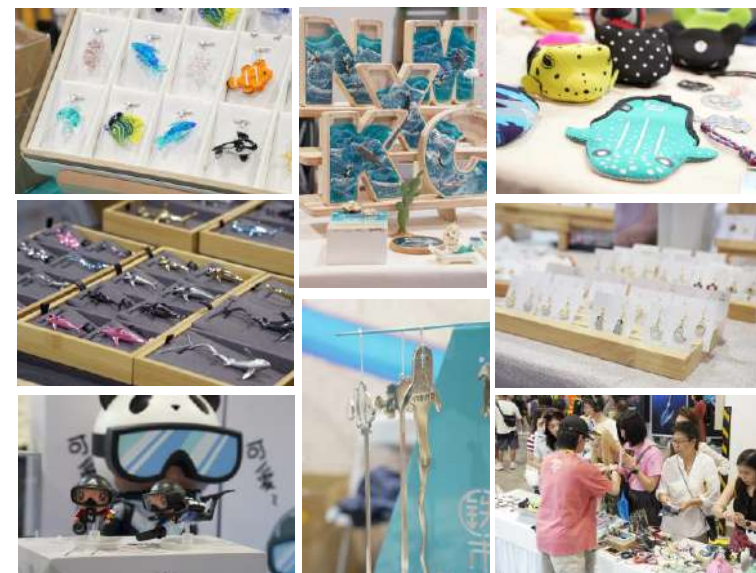


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### Ocean Culture Fair

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

### Lucky Draw – a gift of happiness

The two-day lucky draw was one of the most anticipated events of the weekend. With the purchase of a ticket, visitors had the chance to win free diving equipment, aquatic camera equipment, marine cultural and creative items and, the biggest prize, a 5-day-4-night luxury resort stay in Tulamben! In addition, visitors who completed the stamp activity, carefully planned by the organisers of DRT SHOW, could win a small gift bag sponsored by some brands. Many exhibitors also organised lucky draws, ensuring that visitors went home happy.





# Thanks List

## -- SPEAKERS --



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桂龙  
Alan



赵青  
Alex Chao



闫龙归  
Andy Yan



张丽  
Caroline



辛爱民  
Charles Xin



姜婷  
Christine Jiang



铜峡谷  
Enzo Zhao



张帆  
Fan Zhang



马家俊  
Francis



海军  
Hai Jun



韩颀  
Han Ting



Jarrod  
Jablonski



余利平  
Jeff Yee



John E  
Sidjabat, SE, MBA



姜成俊  
Seong Jun Kang



林青  
Lin Qing



廖利娜  
Lina Liao



王奇  
Michael Wang



K



陈硕  
Simon



王瑾  
Sendoh Wang



李之勤  
Snow Lee



俞倩  
Stacy Yu Qian



宋绍立  
Steven Song



杨威莉  
Tasha Yong



阚啸峰  
Thomas Kan



黄慧  
Vivi Wong



金明  
William Joy

# Thanks List



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## -- SHOW PARTNERS --





## Exhibitor Statistics

### Exhibitors by Product Category



## Exhibitor Statistics

### ■ 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 Shanghai 2024



## Benefits Exhibitors Gained from the Exhibition

Generated sales leads **58.5%**



Enhanced corporate/product image **45.8%**



Obtained clearer picture of the market situation in China **42.6%**



Successfully introduced new products into China/Asia Market **18.4%**



Met up with buyers **72.8%**



Generated sales on the show floor **19.7%**



Met potential distributors/agents **25.3%**



Established partnership **24.9%**



Established contacts with related trade associations/government bodies in China **8%**

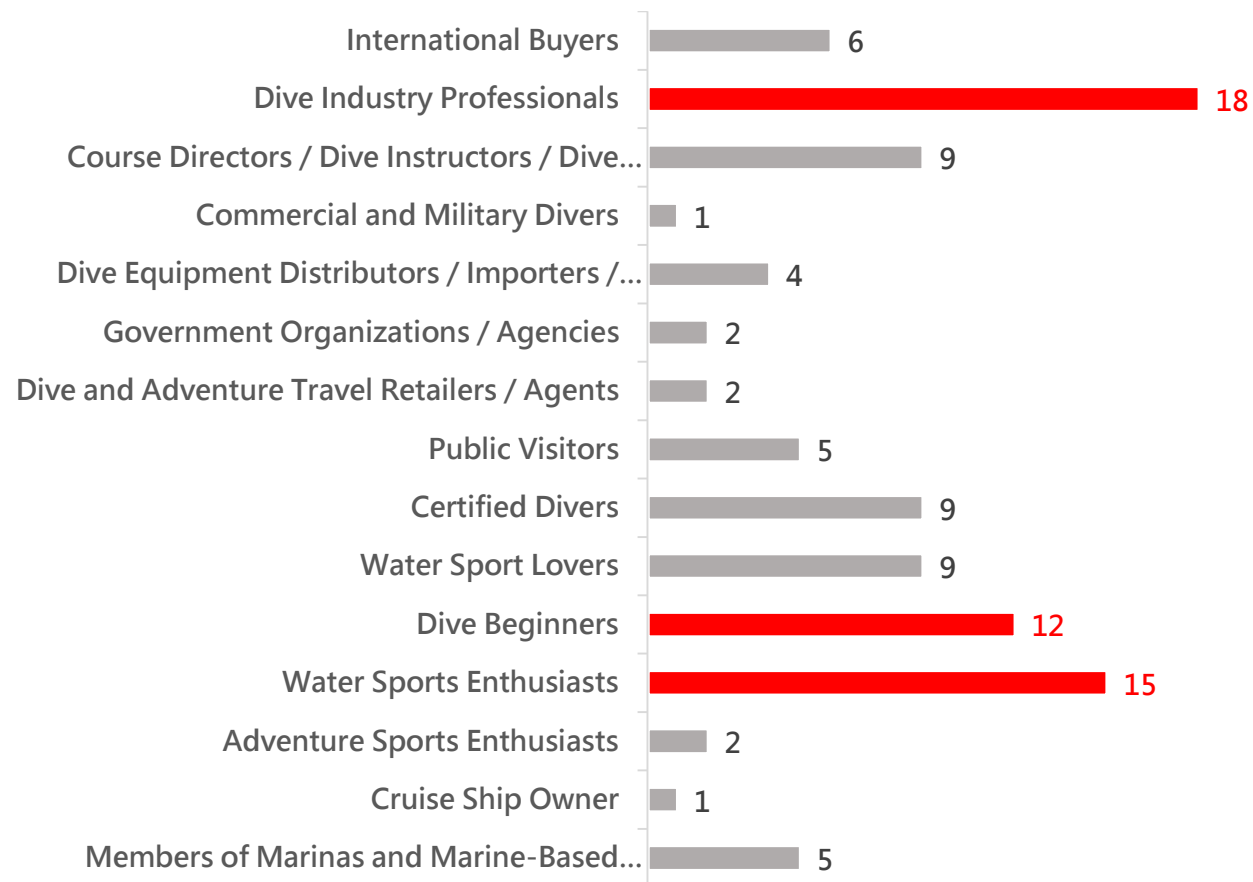


\* Exhibitor can make multiple choices.

# Visitor Statistics

## ■ Visitor's profile:

Trade 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%



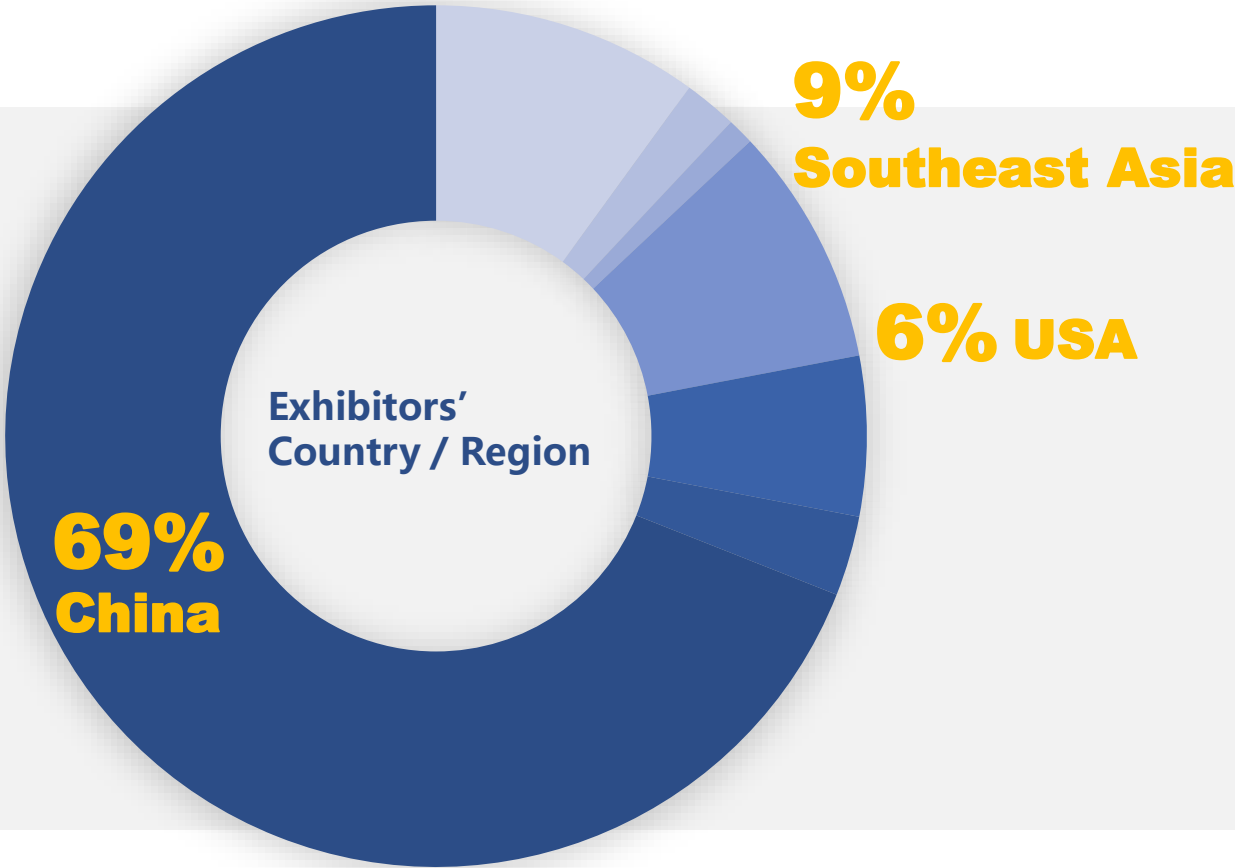




# Visitor Statistics

■ Region of Exhibitors:

Country / Region	Percentage (%)
China	69%
Europe	3%
USA	6%
Southeast Asia	9%
Japan	1%
Korea	2%
Others	10%



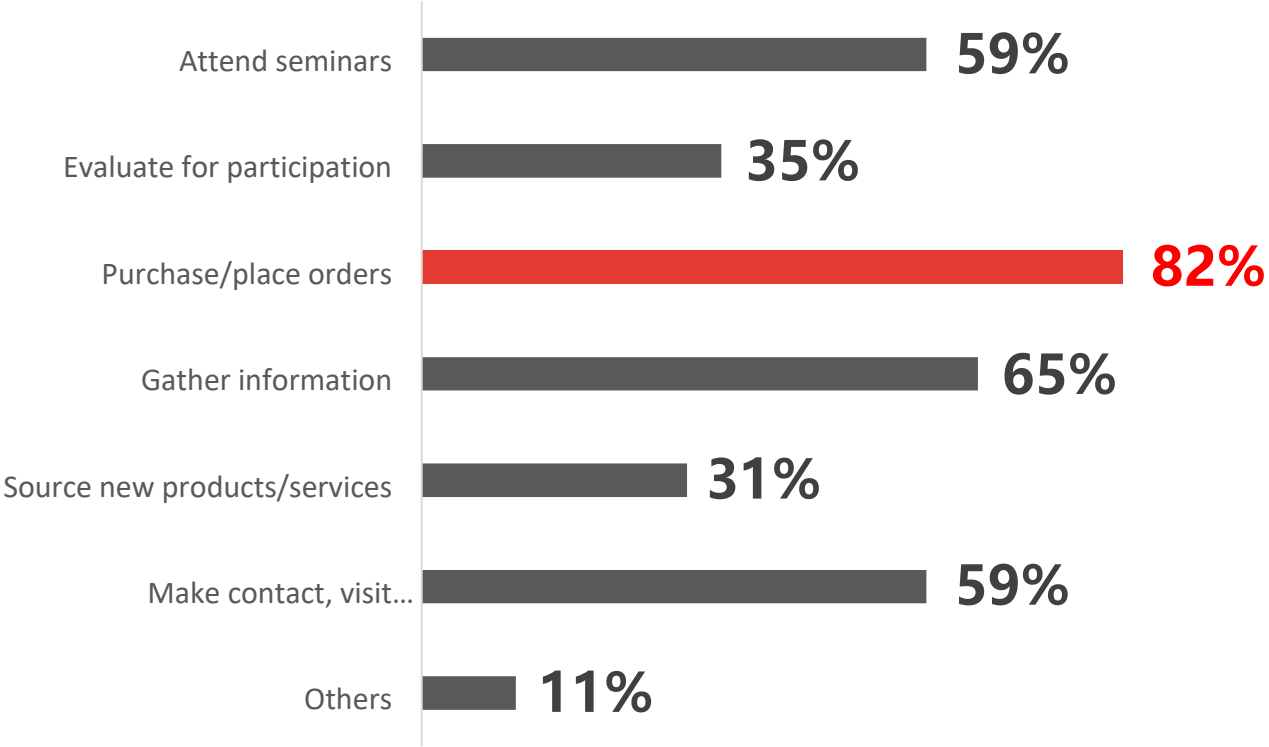


# Visitor Statistics



## ■ 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

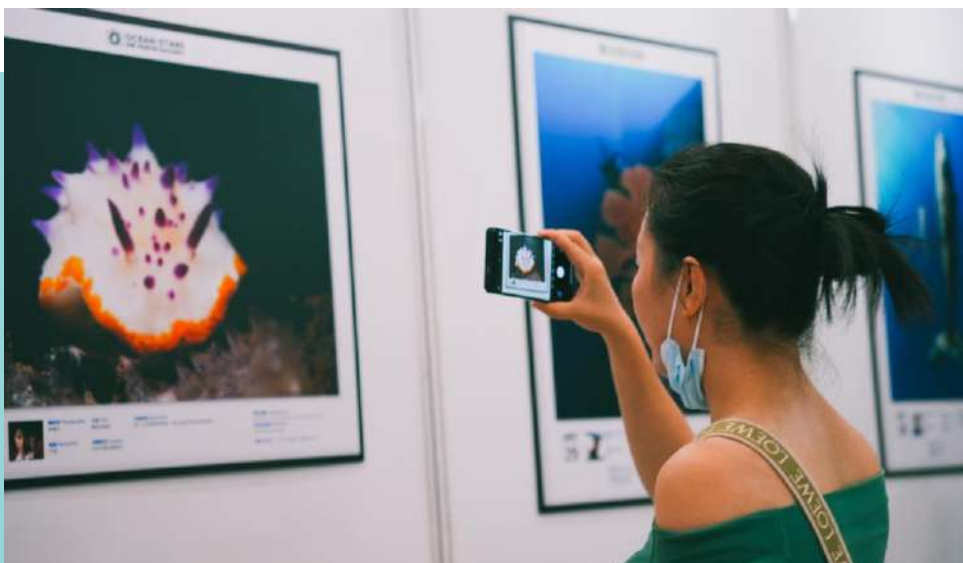


- Underwater Photography Seminar
- Freediving Seminar
- Diving Destination Seminar
- Mermaid Seminar
- Technical Diving Seminar
- Diving Medicine Seminar
- Diving Equipment Seminar
- Marine Conservation Seminar
- Public Welfare Diving Seminar
- Diving Industry Seminar

## Events



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• **Ocean Stars Gallery**



• **Lucky Draw**



## Events



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### • Ocean Culture Fair



### • New Product Showcase

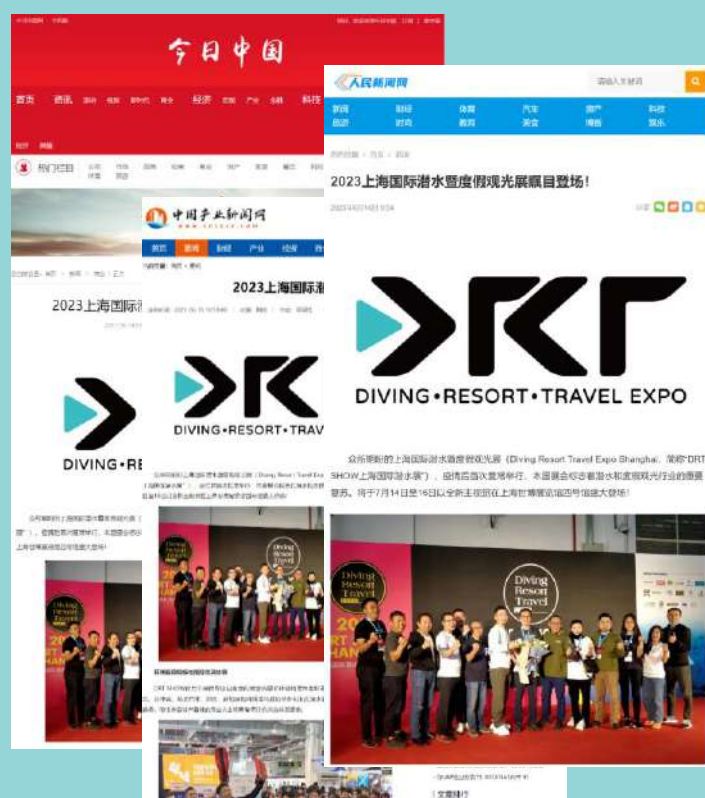
# Media Release



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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+ 主流媒体報導



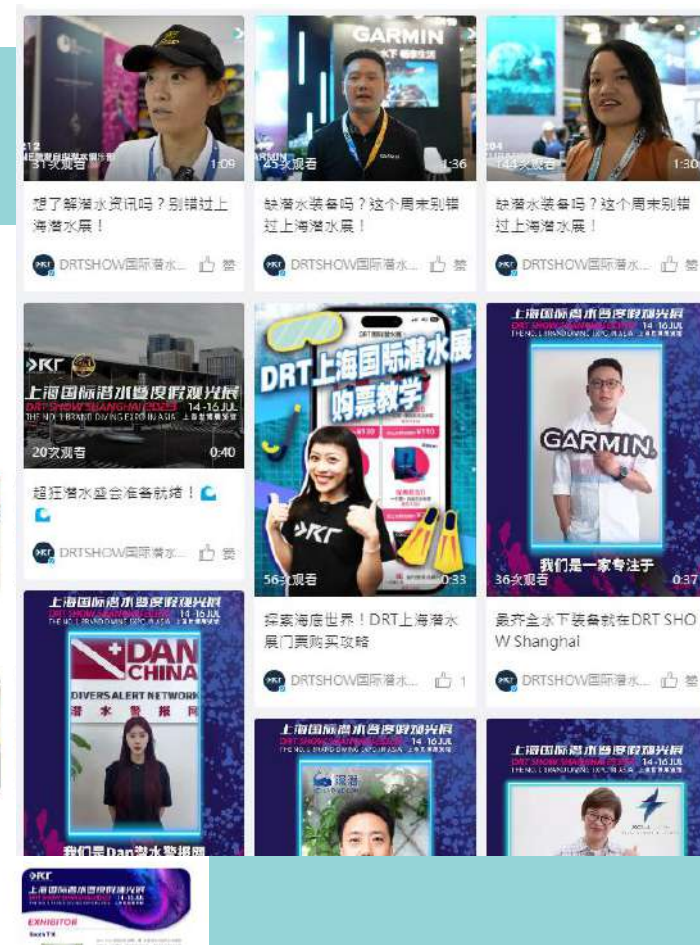
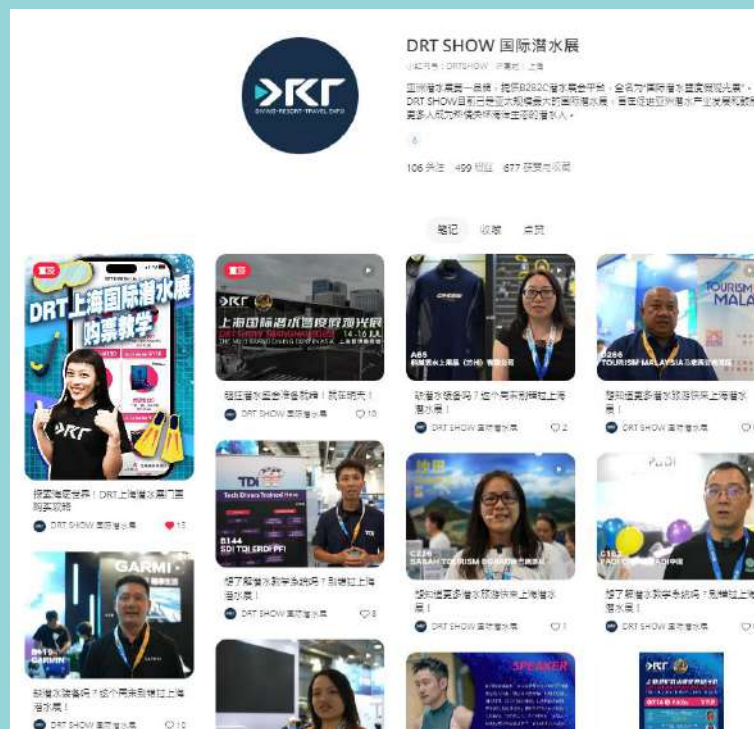
# Media Release



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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 were touched.



# Media Support



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## Co-Organizer / Supporting Partners



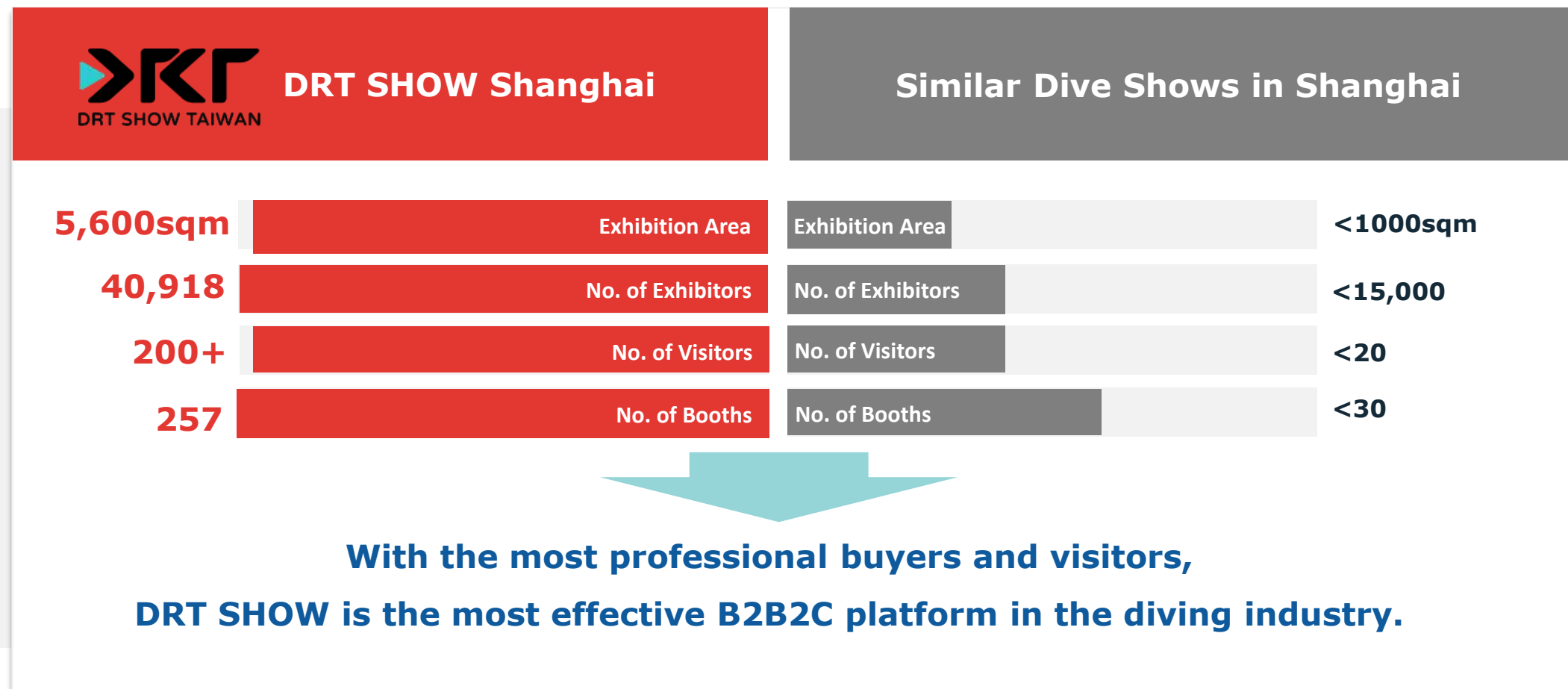
## Alliance Partners



## Media Partners



## Compare between DRT SHOW Shanghai and similar dive expos in Shanghai





## DRT SHOW Shanghai 2024

- Event Date:  
March 22nd to March 24th, 2024
- Venue:  
Shanghai World Expo Exhibition  
& Convention Center (SWEECC)



## 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       | • Diving Equipment Seminar | • New Product Showcase          | • New Product Launch |
| • Diving Destination Seminar     | • Diving Medicine Seminar  | • Ocean Gallery                 | • Ocean Plastic Free |
| • Marine Conservation Seminar    | • Emergency Rescue Seminar | • Ocean Culture Fair            | • Lucky Draw         |



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# DRT SHOW Shanghai 2024

**March** >> Shanghai World Expo Exhibition & Convention Center (SWEECC)

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## Thank You & See You Soon!

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