

# DRT SHOW

# Shanghai 2021

16 – 18 April 2021 @ SWEECC

## Post Report



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# DRT SHOW

THE LARGEST  
DIVING, TRAVEL & RESORT EXPO  
IN  
ASIA PACIFIC







# ***DRT SHOW***

**DIVING RESORT TRAVEL EXPO**



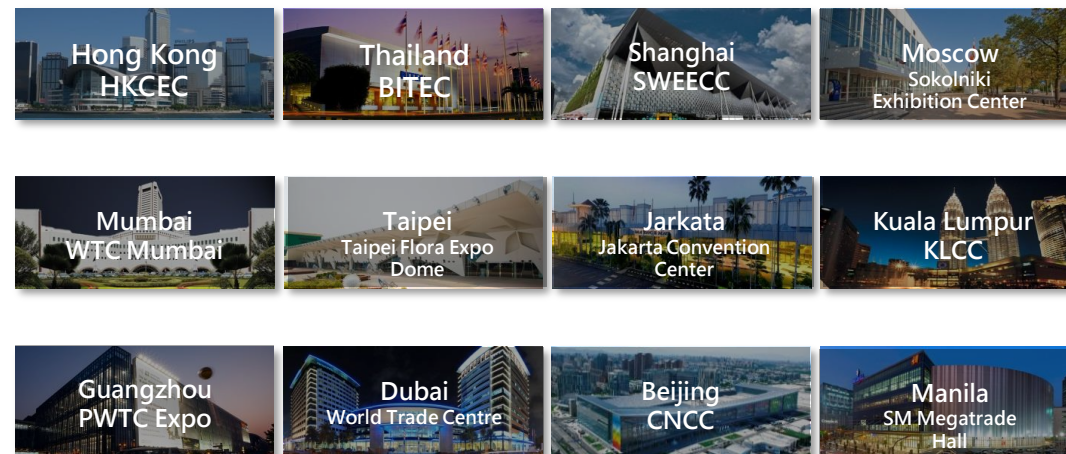
The name “DRT” stands for Diving, Resort, and Travel. Jason Chong, the CEO of DRT SHOW, with hopes of speedy development in the diving industry in Asia Pacific and increased awareness of marine conservation, started DRT SHOW in 2009.

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 Diving 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.



## ***We Care About Sustainability.***

### ***Plastic FREE Project***

More than 8 million tons of plastic waste are dumped into the ocean every year. 50% of which are plastic products that have been used only once and most of them take 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**  
**SHANGHAI 2021**  
**04.16-04.18**

✓ **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**

✗ **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**

# ***Content***



**DRT SHOW**  
**SHANGHAI 2021**  
**04.16-04.18**

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# Overview



**DRT SHOW  
SHANGHAI 2021**  
04.16-04.18

- DRT SHOW Shanghai gathered 85 companies and brands from all over the world, with an exhibition area of 5,000 square meters. The three-day exhibition attracted 16,952 visitors.



**16,952**

***No. of Visitors***



**85**

***No. of Exhibitors***



**5,000**

***Exhibition Area (sqm)***





## Highlights

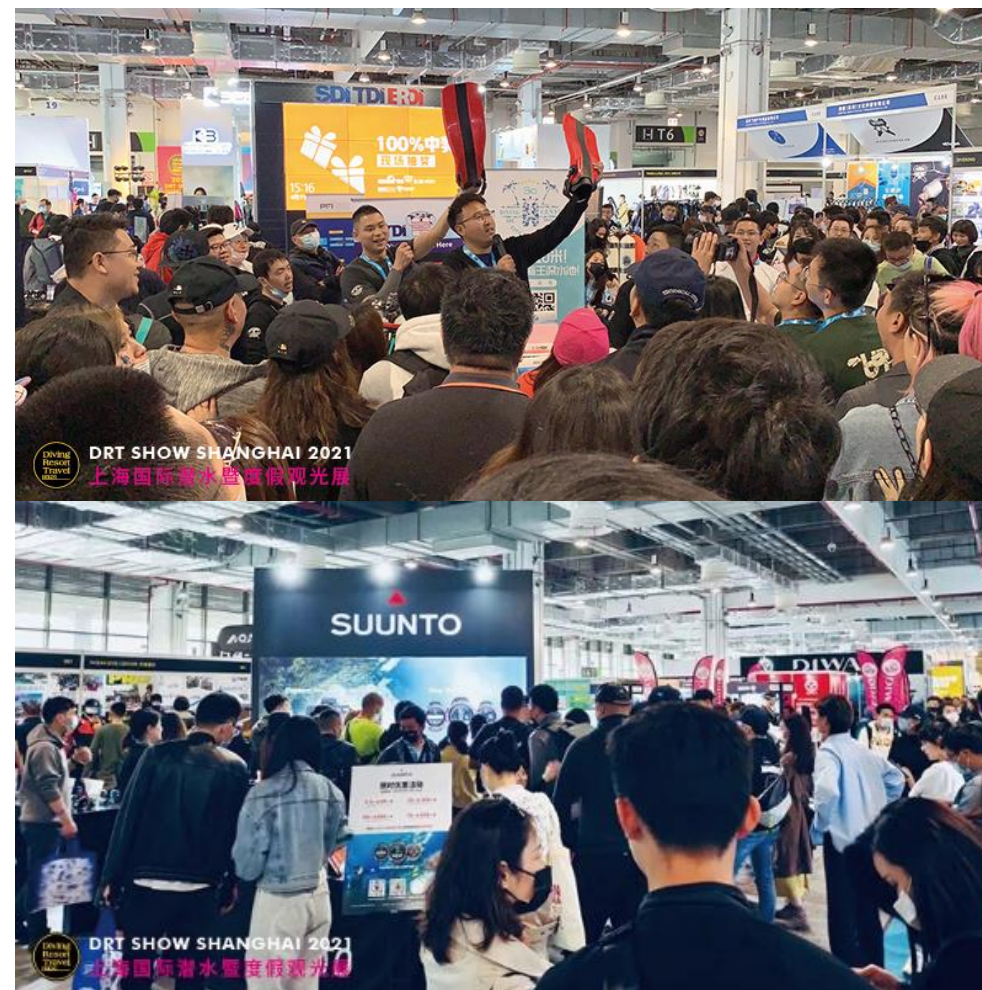


**DRT SHOW**  
**SHANGHAI 2021**  
04.16-04.18

### **DRT SHOW, the Leading Brand of Diving Expo in Asia, Approached Greater Height in Shanghai**

The 8<sup>th</sup> DRT SHOW Shanghai was grandly held from April 14<sup>th</sup> to 16<sup>th</sup> at Shanghai World EXPO Exhibition & Convention Center. As compared to the past edition, DRT SHOW Shanghai 2021 delivered unprecedented results. DRT SHOW, the largest diving expo in Asia, chose Shanghai as the first stop of the restart, which aroused a lot of interest and attention before the event started. Exhibitors were all gearing up and looking forward to the day of return. Even if some foreign exhibitors were unable to be present, agents or distributors from China participated on their behalf. This three-day event gathered nearly 100 prestigious diving-related gear brands, resorts, and tourism operators from China, the United States, Finland, France, Italy, Indonesia, Japan, the Philippines, etc. A total of over 350,000 visitors attended.

At this DRT SHOW, diving training agencies such as PADI, DIWA, SDI TDI ERDI, PSAI, UTD identified the business opportunities during the current pandemic, so none of them was absent. They noted “divers are more actively looking for the chance to dive; therefore, domestic diving will become a trend and grow rapidly.”



# Highlights



**DRT SHOW  
SHANGHAI 2021**  
04.16-04.18

## 22 Seminars with 8 Diving Related Topics, 30 Professionals Lighted Up The Stage

In addition to the participation of excellent exhibitors, a total of 22 professional seminars were presented at DRT SHOW Shanghai by diving experts on the topics of scuba diving, freediving, technical diving, underwater photography, diving tourism, industry trends, as well as mermaid and diving equipment.





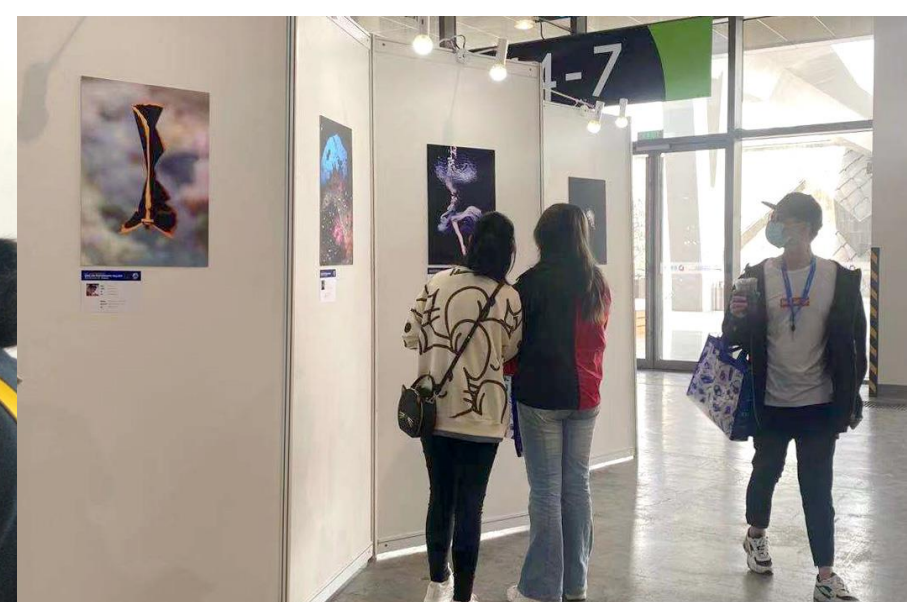
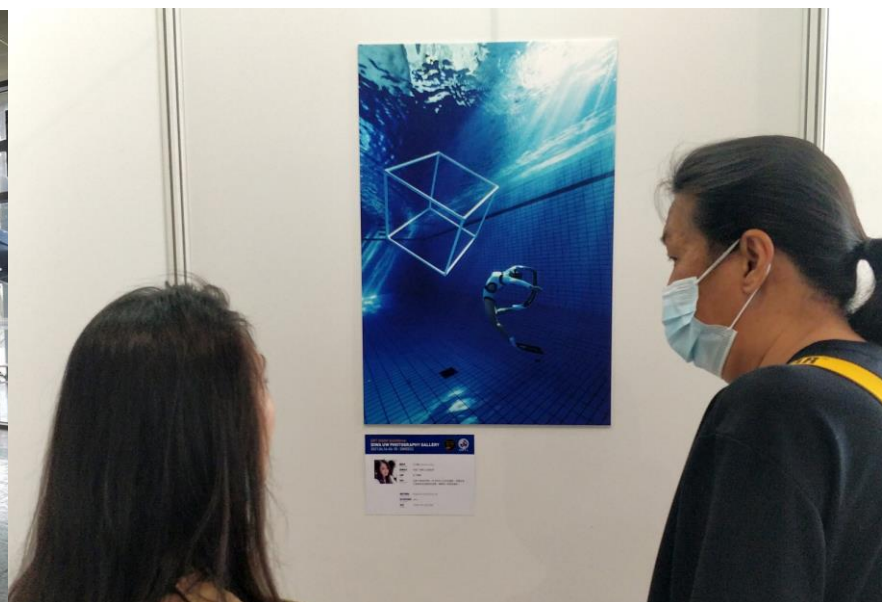
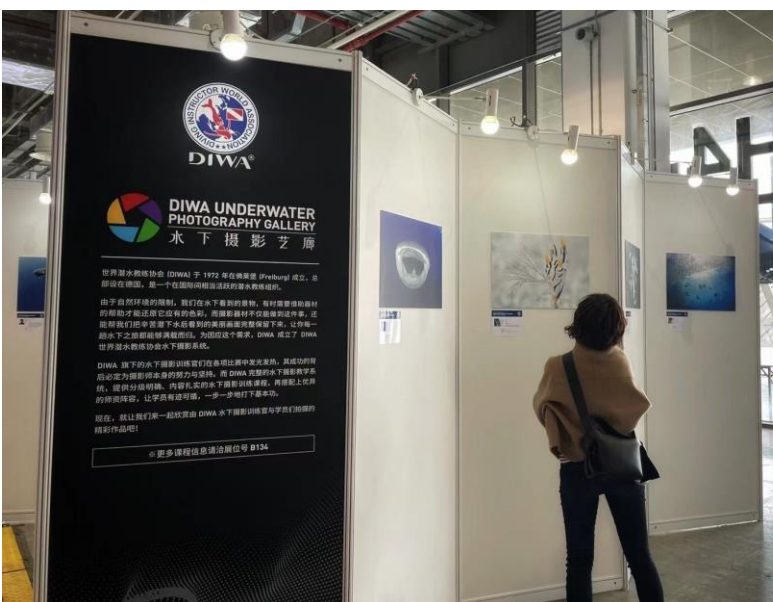
## Highlights



**DRT SHOW**  
**SHANGHAI 2021**  
04.16-04.18

### The DIWA Underwater Photography Gallery

The “DIWA Underwater Photography Gallery”, co-sponsored by DRT SHOW and DIWA World Diving Instructor Association, has been welcomed by underwater photographers since the initial call for submissions. In the end, a total of 60 exquisite works were exhibited at the exhibition site.





## Highlights



**DRT SHOW  
SHANGHAI 2021**  
04.16-04.18

### To Encourage Ocean Plastic Free, Reusable Shopping Bags Were Given

DRT SHOW not only dedicates to developing the Asian diving market, improving the diving industry, enhancing the diving culture, but also advocates marine conservation. During DRT SHOW Shanghai, the organizer provided reusable shopping bags to encourage visitors to use less plastic bags, and launched "Plastic FREE: We pledge to use less plastic."



# Thanks List



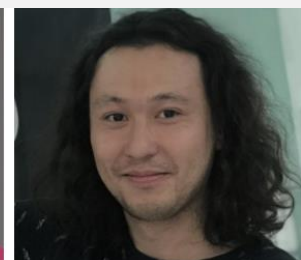
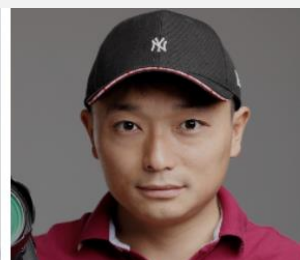
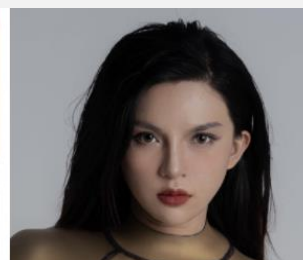
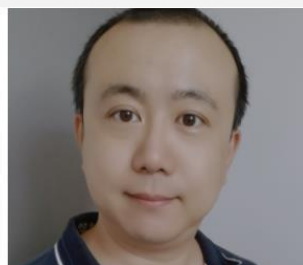
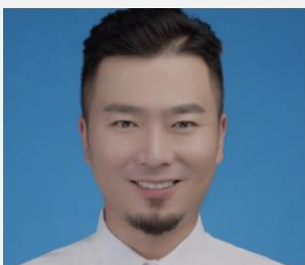
**DRT SHOW**  
**SHANGHAI 2021**  
**04.16-04.18**

## • Speakers:

Mr. Andy Yan, Mr. Michael Wang, Mr. Li Haitao, Mr. Snow Li, Mr. Garry Meng, Ms. Marcia Chen, Mr. Nick Song, Ms. Yan Lou, Mr. Thomas Kan, Ms. Susan Sun, Mr. Zhang Qunyi, Mr. Geoffrey Yue, Mr. Cao Pengfei, Mr. Max Wang, Mr. Yang Li, Mr. Sean Jin, Ms. Megan Huang, Mr. Leon Zhao, Mr. Kyle Ng, Mr. Dajun Li, Mr. Tim Xin, Mr. Han Ting

## • Prize Sponsors:

3DIVING CLUB, DIVECICA CO., LTD, Divevolk Intelligence Tech Co. Ltd, Suzhou Fitour Outdoor Co., Ltd, X-ADVENTURER, SHENZHEN SEAFROGS PHOTOGRAPHIC EQUIPMENT CO., LTD, OSAH DRYPAK, Qing Feng Diving Club, Shenzhen Reanson Products Co., LTD, Sealock, AOI Limited, XPERT HOLIDAYS, Zhonghuan (Dalian) Culture Technology Co., Ltd.





# Exhibitors' Statistics



**DRT SHOW  
SHANGHAI 2021**  
04.16-04.18

## Product Classification of Exhibitors





## ■ Exhibitors' Satisfaction

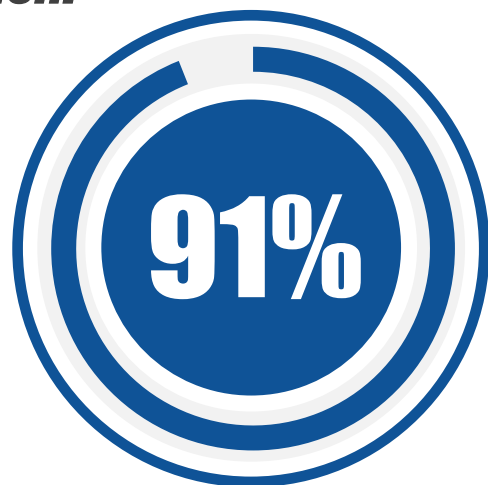
Criteria	Percentage
Visitors' Quality	93%
Expo effects	91%
Intention to Participate in DRT SHOW Shanghai 2022	85%

## ■ Benefits Exhibitors Gained from the Exhibition

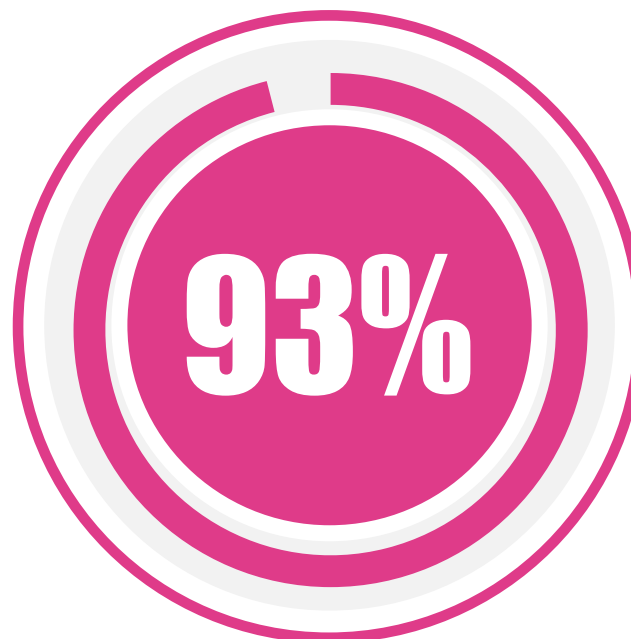
Criteria	Percentage
Obtain clearer picture of the market situation in China	65.7%
Meet potential distributors / agents	43.2%
Enhance brand awareness and corporate image	33.7%
Interact with buyers / distributors / dealers	75.3%
Generate sales	52.8%

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

## ■ Exhibitors' Satisfaction:



Satisfied with the expo effects



Satisfied with the visitors' quality



Intend to participate in DRT  
SHOW Shanghai 2022

Criteria	Percentage
Obtain clearer picture of the market situation in China	65.7%
Meet potential distributors / agents	43.2%
Enhance brand awareness and corporate image	33.7%
Interact with buyers / distributors / dealers	75.3%
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## **Visitors' Statistics**



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### ■ **Visitors' profile:**

Category	Percentage
Course Director / Diving Instructor / Diving Master	27%
Commercial and Military Divers	1%
Diving Equipment Distributors / Importers / Retailers	7%
Governments / Organizations	1%
Travel Retailers / Agents	9%
Certified Divers	27%
Diving Beginners	10%
Watersports Enthusiasts	11%
Media	3%
Others	4%

## ■ Purpose of Visit:

Purpose of Visit	Percentage
Attend Seminars	12.78%
Evaluate whether to participate in the Next Show or not	4.30%
Purchase / Place Orders	20.10%
Gather Information	20.51%
Gain Information about New Products / Services	19.36%
Make Contact, Visit Suppliers / Head Of Companies	20.19%
Others	2.76%

## 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





**Ocean Plastic Free**



**Ocean Gallery**



**Lucky Draw**



**Ocean Culture Fair**



**New Product Showcase**



**Kids Zone**



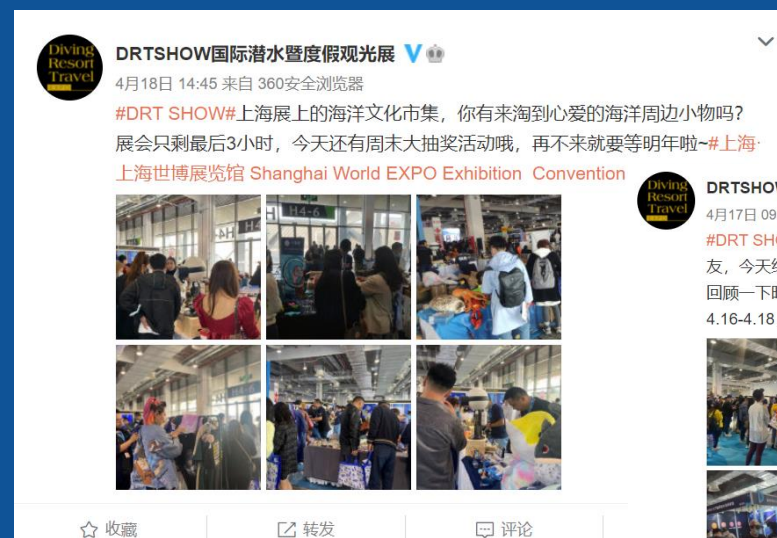
# Media Release



**DRT SHOW  
SHANGHAI 2021**  
04.16-04.18

## Official Promotion

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



# Media Support



**DRT SHOW  
SHANGHAI 2021**  
04.16-04.18

## Co-organizers & Show Partners:



## Alliance Partners:



## Media Partners:





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



**With the most professional buyers and visitors,  
DRT SHOW is the most effective B2B2C platform in the diving industry.**

## DRT SHOW Shanghai 2021

- **Date:**  
**April 15-17 2021**
- **Venue:**  
**Shanghai World Expo Exhibition & Convention Center**



## 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



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

**2022**

**DRT SHOW SHANGHAI**  
**04.15-04.17**

**Shanghai World Expo Exhibition & Convention Center**

| More Info:



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