

DRT SHOW Taiwan 2023

10-12 Mar Taipei Flora EXPO Dome

POST REPORT



For more information:
Please contact
lilywang@drtexpo.com





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



About Us



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.

2010
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

2021
Shanghai

2022
Taipei

2023
Malaysia
Taipei
Shanghai
Philippines
Hong Kong

*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**



**Provide recycle bag to
visitors**

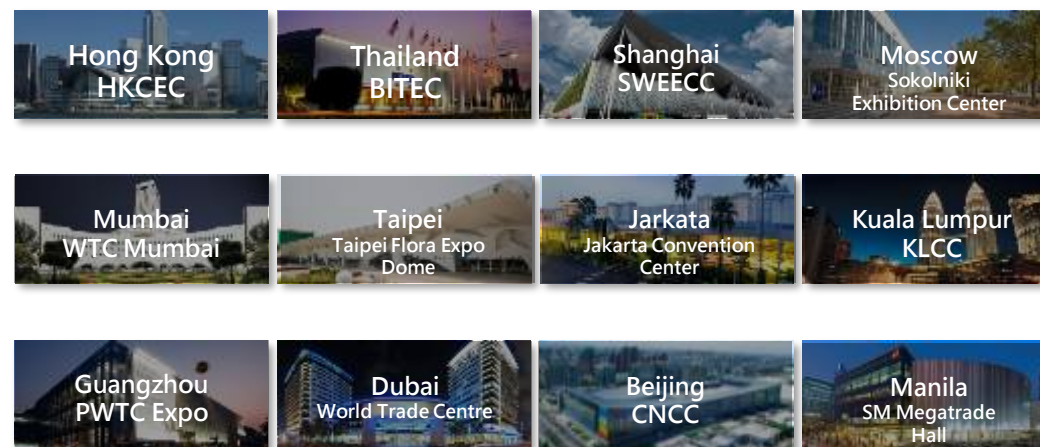


**Use recyclable tableware
in cafeteria and VIP room
onside**

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.



Event Information



- Event Name: Diving Resort Travel Expo Taiwan (DRT SHOW Taiwan 2023)
- Event Date: Friday to Sunday, March 10th to March 12th, 2023
- Venue: Taipei Flora Expo Dome, Taipei, Taiwan
- Official website: www.drtextpo.com/taiwan

Why DRT SHOW



DRT SHOW Taiwan
10-12 March 2023
Post Show Report

✓ 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

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Overview



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- DRT SHOW Taiwan 2023 gathered more than 100 companies and brands from all over the world, with an exhibition area of 4,500 square meters. The three-day exhibition attracted 32,313 visitors.



32,313

No. of Visitors



100+

No. of Exhibitors



5,500

Exhibition Area (sqm)



Highlights



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Divers Return to Explore 2023 DRT SHOW Taiwan As It Comes to a Perfect Close

The 6th Diving Resort Travel Expo Taiwan, organised by EZDIVE Enterprise Co., Ltd., came to a close on March 12th. Over the three days of the exhibition, there was a constant stream of visitors, with a total attendance of 32,313 people.



New Product Showcase - the innovating dive manufacturers

SCUBATEC, AOI, Loong Dive, IST, OceanMAX, Problue, Garmin, Dive1, EXOTECH, SAEKODIVE and other well-known brands launched their latest products through this year's event to enhance brand exposure and marketing, as well as showcase their R&D and technological innovation.



Highlights



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30+ Professional dive-related seminars

During the three-day event, 33 speakers including, but not limited to, underwater models Ting Yi Zheng and Lu Huang, freedivers Hou I Ming and Michael Zhi-Da Ko, director of *Whale Island* - Huang Chia-Chun, underwater art creator Afa Zhang, marine ecology photographers, Zola Chen and Dr.Ula Yu, Taiwan's first underwater cetacean photographer Ray Chin, professional underwater photographer Violet Ting and freediving instructor Tai-Sheng Chen. They presented over 30 seminars on topics including dive destinations, freediving, underwater photography, marine conservation and diving equipment. The speakers shared their experiences with the audience through fascinating underwater video recordings and face-to-face exchanges. On the last day, Miss CoCo and Xinya Lai gave a talk on underwater modelling skills, which attracted a large number of people providing an exciting climax to the DRT SHOW Taiwan.



Highlights

The largest marine-themed cultural fair in Taiwan:

Since 2018, DRT SHOW has officially brought the marine cultural and creative industries into the dive show, promoting cultural exchange between artists from all over Asia and the Pacific. From marine accessories to diving ornaments, there were nearly 30 cultural and creative brands participating in this year's Ocean Cultural Fair, which is the largest marine themed cultural and creative market in the industry.



Be an Ocean Saver Challenge:

This year's DRT SHOW invited Ocean Conservation Administration, Ocean Affairs Council and Kuroshio Ocean Education Foundation, Taiwan Environmental Information Association (TEIA), Taiwan Cetacean Society, The Society of Wilderness and Taiwan Loo-Koo Yu Association to jointly organise the 'Be an Ocean Saver' challenge.



Ocean Stars Underwater Photo Gallery

This year, DRT SHOW Taiwan once again held the Ocean Stars UW Photo Gallery, attracting hundreds of submissions from Taiwanese and overseas underwater photographers. 60 selected photographs were displayed at the show and, after three days of voting by visitors, Elsa Chang's work 'Breathe' was the winner of the Best Popular Award. An Underwater Ultra Compact Strobe sponsored by AOI was given to the winner.



First Aid Course

The first aid certificate fair was free of charge and offered first aid courses, sports injury protection and first aid drills to enhance the public's knowledge and ability in sports safety and first aid skills. Participants will receive their certificates in two weeks.



Ocean Colour

Global climate change has had a serious impact on the marine ecosystem, with many creatures losing their color and even disappearing. This year's DRT SHOW, in collaboration with IDiver, featured a 7-metre-long painting by renowned Australian artist and marine conservationist Naomi Gittoes, which incorporates marine life and albino corals that are experiencing conservation problems in the ocean. It was a reminder that if you believe that you can help make the earth a better place, you can help to make life in the sea colourful again



Thanks List



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DRT TAIWAN 台灣國際潛水
Show 2023 暨度假觀光展

演講者 Speakers

 Miss CoCo	 Naomi Gilling	 Vincent Tang	 Peggy Cheung	 Lee Shai Ming	 Lara Lee	 Teresa	 King Chan	 Evan I Ming	
 Michael Ko	 David King Lee	 Abe Zhang	 Joe Zhang	 Dennis Kwok	 Sam Chan	 Chen Hong Chua	 Zelin Chan	 Sun Chan	 Brand Chan
 Alan Tsang	 David Tsang Tsang	 Lu Huang	 Henry Huang Wilson	 Huang Chia Chia	 Spaul	 Huang Pan	 Wing Yik Zhang	 Kasper Lee	 Simon

Thanks List



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SHOW PARTNERS & SPONSORS



PHILIPPINES



BLUETREND

EZDIVE



CREST



水藍天



problue
波普藍

gogoscuba

SKYWOODS
Lights conquer the outdoors

ATMOS



臺灣海洋文化基金會
TAIWAN MARINE CULTURE FOUNDATION

SOW
荒野保護協會



TEIA

Thanks List



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Exhibitors' Statistics



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Product Classification of Exhibitors



■ Exhibitors Satisfaction

Criteria	Percentage
Visitors' Quality	93%
Expo effects	91%
Intention to Participate in DRT SHOW Taiwan 2024	88%

■ Benefits Exhibitors Gained from the Exhibition

Criteria	Percentage
Obtain clearer picture of the market situation in Taiwan	68.6%
Meet potential distributors / agents	47.2%
Enhance brand awareness and corporate image	36.3%
Interact with buyers / distributors / dealers	77%
Generate sales	54.5%

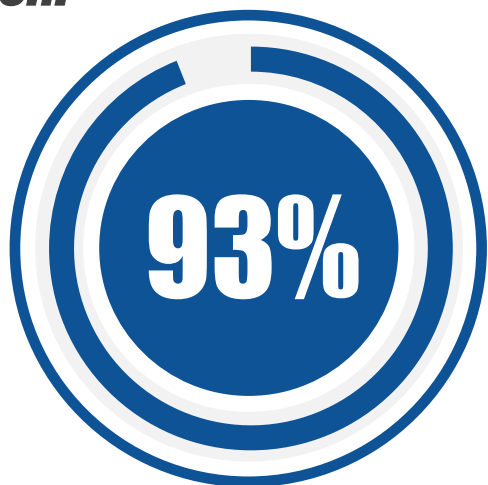
* Percentage adds up to more than 100 percent because this is a multiple-choice questionnaire.

Exhibitors' Statistics



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Exhibitors' Satisfaction:



Satisfied with the expo effects



Satisfied with the visitors' quality



Intend to participate in DRT
SHOW Taiwan 2023

Visitors' Statistics



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■ Visitors' profile:

Category	Percentage
Course Director / Diving Instructor / Diving Master	35%
Commercial and Military Divers	1%
Diving Equipment Distributors / Importers / Retailers	11%
Governments / Organizations	3%
Travel Retailers / Agents	10%
Certified Divers	38%
Diving Beginners	15%
Watersports Enthusiasts	11%
Media	2%
Others	5%

■ Purpose of Visit:

Purpose of Visit	Percentage
Attend Seminars	15.8%
Evaluate whether to participate in the Next Show or not	4.6%
Purchase / Place Orders	36.5%
Gather Information	32.1%
Gain Information about New Products / Services	20.3%
Make Contact, Visit Suppliers / Head Of Companies	21.0%
Others	4.5%

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



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BlueTrend 藍色脈動
2月7日 · 已公开

一年一度的DRT SHOW 盛事，就在3/10~3/12！
等了一年总算等到你(泣)
2023年DRT SHOW台灣潛水展聚集了海人們耳熟能詳的裝備品牌
像是 Aqua Lung、TUSA、DiveR、Problue (多到你看不完)
不僅有這些龐大的陣容外，
還有超多潛水俱樂部、度假中心等
不管你想走DIWA、PADI、Molchanovs或是AIDA
現場都找得到夥伴，
提供最完整的教學課程和旅遊資訊，
給想要踏入潛水行列的朋朋們囉！
絕對把你燒的體無完膚XDD

DRT SHOW Taiwan 台灣潛水展
● 展會名稱：2023年台灣國際潛水暨度假觀光展 (DRT SHOW Taiwan 2023)
● 日期：2023年3月10日 (五) 至12日 (日)
● 展會時間：早上10:00至下午6:00
● 地點：台北圓山花博爭艷館 (台北市中山區玉門街1號)



台灣國際潛水暨度假觀光展
國內外超過五十家知名潛水裝備品牌、專業潛水教學系統
與專業潛水度假中心、潛水與度假相關社團與專業服務

0:53 / 2:44

DRT SHOW
DIVING+RESORT+TRAVEL EXPO

2023.3.10 ~ 2023

DRT SHOW
TAIWAN 2023
台灣國際潛水暨度假觀光展



DRT SHOW
亞洲潛水展第一品牌
台北潛水展完美落幕

海人满载而归，2023台北国际潜水暨度假观光展完...

第六届台北国际潜水暨度假观光展现场回顾。

詳情

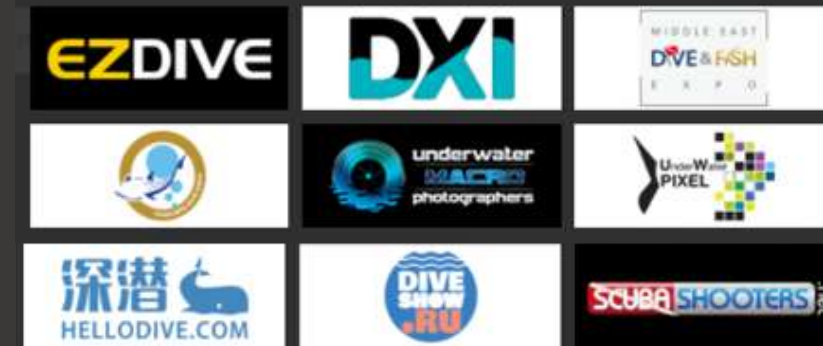


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Co-Organizer / Supporting Partners



Alliance Partners



Media Partners



Compare between DRT SHOW Taiwan and similar diving expos in Taiwan



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

DRT SHOW Taiwan 2024

- **Date:**
March 2024
- **Venue:**
Taipei Flora Expo Dome



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 |

Thank You & See You Soon!



DIVING • RESORT • TRAVEL EXPO



| Contact us

lilywang@drtexpo.com

www.drtexpo.com

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-MARCH- Taipei Flora EXPO Dome



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