

# ***DRT SHOW***

## ***TAIWAN 2022***

***Physical: March 11-13, 2022***

***Virtual: March 11-17, 2022***

***POST REPORT***



Contact us

[taiwan@drtextpo.com](mailto:taiwan@drtextpo.com)

[www.drtextpo.com](http://www.drtextpo.com)

**DRT**  
DIVING • RESORT • TRAVEL EXPO



## About Us



**DRT SHOW Taiwan 2022**  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*



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.



## The Brand New DRT SHOW



**DRT SHOW Taiwan 2022**  
**March 11-13, Physical**  
**March 11-17, Virtual**  
**Post Report**



On the 40<sup>th</sup> of DRT SHOW in 2021, DRT SHOW launched its brand-new identity as another highlight of this event. The new DRT SHOW Logo incorporates the imagery of fish, water (“水”), and diving fins, representing the DRT SHOW’s connection with marine life, the ocean, and the diving community, respectively. In addition, the triangle symbol within the letter “D” symbolizes both the start as well as the continual advancement of the Asian diving industry, representing the mission statement of DRT SHOW – *“DRT SHOW is committed to promoting the development of the diving industry in Asia and encouraging more people to become enthusiastic divers who care about the marine ecology.”*



## 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**



## About Us



**DRT SHOW Taiwan 2022**  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*

## DRT SHOW Taiwan Brought Both Physical and Virtual Expo to A Successful Close in 2022

The 5<sup>th</sup> Diving Resort Travel Expo Taiwan (DRT SHOW Taiwan) has been successfully concluded at the Taipei Flora Expo Dome on March 13th, 2022. Organized by EZDIVE Enterprise Co., Ltd., this three-day event gathered over a hundred local and international dive brands and 30,632 visitors, and is recognized as the largest professional diving expo in Taiwan.





## About Us

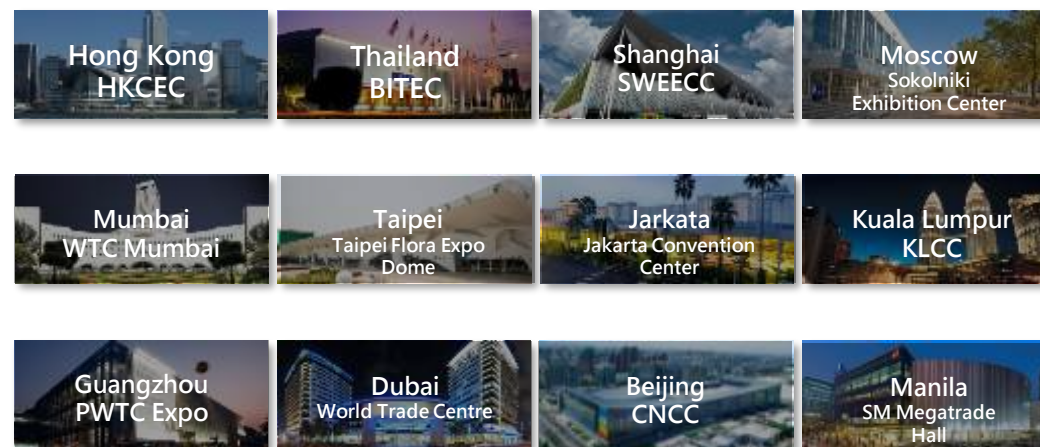


DRT SHOW Taiwan 2022  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*

## 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



**DRT SHOW Taiwan 2022**  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*



- Event Name: Diving Resort Travel Expo Taiwan (DRT SHOW Taiwan 2022)
- Event Date: Friday to Sunday, March 11th to March 13th, 2022
- Venue: Taipei Flora Expo Dome, Taipei, Taiwan
- Official website: [www.drtextpo.com/taiwan](http://www.drtextpo.com/taiwan)



- Event Name: DRT SHOW Taiwan virtual expo
- Event Date: March 11th to March 17th, 2022
- Website: <https://online.drtextpo.com/en/index.html>



## 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



DRT SHOW Taiwan 2022  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*

✗ 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 Taiwan 2022**  
March 11-13, Physical  
March 11-17, Virtual  
***Post Report***

- |                           |                  |
|---------------------------|------------------|
| 1. Overview               | 6. Events        |
| 2. Highlights             | 7. Media Release |
| 3. Thanks List            | 8. Media Support |
| 4. Exhibitors' Statistics | 9. Contrast      |
| 5. Visitors' Statistics   | 10. Prospect     |



## Overview



**DRT SHOW Taiwan 2022**  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*

- DRT SHOW Taiwan 2022 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 30,632 visitors.



# 30,632

***No. of Visitors***



# 100+

***No. of Exhibitors***



# 4,500

***Exhibition Area (sqm)***





## Highlights

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

DRT SHOW Taiwan 2022 was not only supported by East Coast National Scenic Area, Tourism Bureau and Ministry for Tourism and Creative Economy Indonesia but also gathered more than 100 prestigious dive equipment brands and professional dive agencies to participate in this exposition. Exhibitors offered high-quality new products, dive travel information, and diving courses from beginner level to advanced level of scuba diving, freediving, or underwater photography. The rich exhibition content stimulates consumption and boosts product sales and marketing performance.



**DRT SHOW Taiwan 2022**  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*

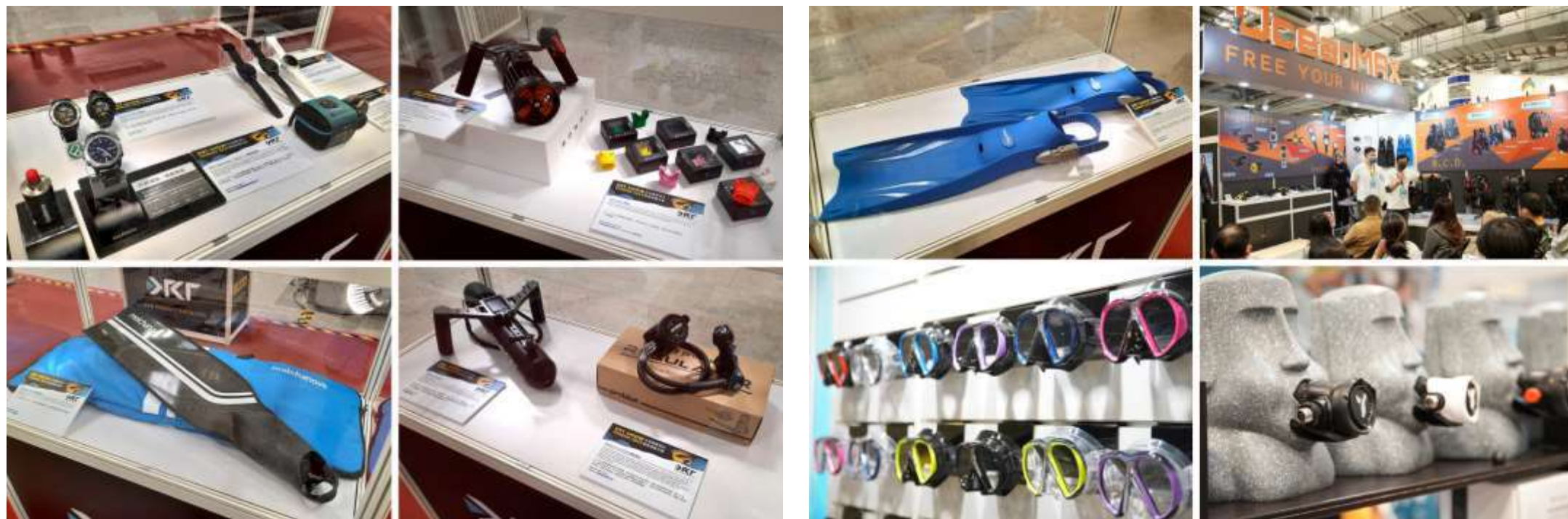




## Highlights

### New Product Showcase -- hard skills of dive manufacturers:

Well-known brands such as ATMOS, Crest, Garmin, IST, LEFEET, OceanMax, Problue, Scubajet, Shearwater, and TUSA launched their latest products through this year's event. In addition to boost brand awareness and marketing, they presented their hard skills of R&D and technology innovation.





## Highlights



**DRT SHOW Taiwan 2022**  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*

### 30+ Seminars with 8 Diving Related Topics, 19 Professionals Lighted Up The Stage

During the three-day event, more than 30 seminars were presented by 19 professionals including, but not limited to, Taiwan freediving depth record holder -- Jay Ku, director of Whale Island -- O Turn (Huang ChiaChun), director of hyperbaric oxygen department of Min Sheng General Hospital -- Dr. Chen XingHan, marine ecology photographer Zola Chen, entertainer, Nana Liang, champion in men's category of the first freediving competition in Taiwan -- Hiroshi Ryu, head of the academy & industry division of NMMST -- Chen LiShu, assistant curator of invertebrates of collection and research division of the NMNS – Lee KunHsuan, Kuroshio Ocean Education Foundation CEO -- Lin Dong-liang, and underwater photographer Allen Lee. A live webinar brought by freediving instructor trainer Wayne Tu and freediving world record holder Alexey Molchanov attracted a huge crowd of freediving lovers, reaching the climax on the last day of DRT SHOW Taiwan.





## Highlights

### The largest marine-themed cultural fair in Taiwan:

DRT SHOW has brought marine-related cultural and creative industry into dive expo since 2018, becoming the only dive exposition in the world which has the “Ocean Cultural Fair” area. This year’s DRT SHOW Taiwan gathered 33 well-known cultural & creative brands to participate in the Ocean Cultural Fair, which is the largest marine-themed fair in the industry.





## Highlights

### **Ocean Saver Bingo:**

DRT SHOW Taiwan invited HiIN Studio, Kuroshio Ocean Education Foundation, Matsu Fish Conservation Union, Ocean Conservation Administration of the Ocean Affairs Council, Taiwan Cetacean Society, Taiwan Environmental Information Association, and TurtleSpot Taiwan to co-organize the “Ocean Saver Bingo Game” to introduce the knowledge of ocean, advocate the importance and methods of marine conservation through interesting missions. Over 1,300 visitors completed missions and got prizes prepared by the organizer.





## Highlights

### Ocean Stars Underwater Photo Gallery

To promote Taiwan's underwater beauty and the development of underwater photography, this activity has been popular among underwater photographers since the very first DRT SHOW Taiwan. A total of 60 photographers stood out from nearly 500 entries and their works were exhibited both onsite and online during the event dates. A total of 11,895 voters attended the voting. "Sorry to Disturb You" shot by photographer 羅西尼 won the "Best Popular Award." A MISSION ONE dive computer sponsored by ATMOS is given to the winner.





## Thanks List



DRT SHOW Taiwan 2022  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*



Alexey  
Molchanov



Allen Lee  
李明忠



Arwen Lin  
林音樂



Bebe Yen  
日 幣



Chen LiShu  
陳麗淑



Chen XingHan  
陳興漢



Harry Pan  
潘嘉興



Hiroshi Ryu  
廣志教練



Huang ChiaChun  
黃嘉俊



Jay Ku  
古雲傑



Joe Chang  
張樵仁



Lee KunHsuan  
李坤瑄



Liang YunFei  
梁云菲



Lien LinLan  
連林嵐



Lin DongLiang  
林東良



Marco  
Chang



Phil Hsieh  
謝坤霖



Wayne Tu  
偉 恩



Zola  
Chen



## Thanks List



DRT SHOW Taiwan 2022  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*

### SPONSORS





## Exhibitors' Statistics

### Product Classification of Exhibitors





## Exhibitors Satisfaction

Criteria	Percentage
Visitors' Quality	92%
Expo effects	90%
Intention to Participate in DRT SHOW Taiwan 2023	88%

## Benefits Exhibitors Gained from the Exhibition

Criteria	Percentage
Obtain clearer picture of the market situation in Taiwan	68.5%
Meet potential distributors / agents	46.2%
Enhance brand awareness and corporate image	35.7%
Interact with buyers / distributors / dealers	75.3%
Generate sales	53.8%

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



## Exhibitors' Statistics

### Exhibitors' Satisfaction:



Satisfied with the expo effects



Satisfied with the visitors' quality



Intend to participate in DRT  
SHOW Taiwan 2023



## Visitors' Statistics

### ■ Visitors' profile:

Category	Percentage
Course Director / Diving Instructor / Diving Master	32%
Commercial and Military Divers	1%
Diving Equipment Distributors / Importers / Retailers	11%
Governments / Organizations	3%
Travel Retailers / Agents	10%
Certified Divers	37%
Diving Beginners	12%
Watersports Enthusiasts	11%
Media	2%
Others	5%



**■ Purpose of Visit:**

Purpose of Visit	Percentage
Attend Seminars	15.7%
Evaluate whether to participate in the Next Show or not	4.3%
Purchase / Place Orders	35.5%
Gather Information	32.1%
Gain Information about New Products / Services	19.9%
Make Contact, Visit Suppliers / Head Of Companies	21.0%
Others	4.5%



## Events

### Professional Seminars



**DRT SHOW Taiwan 2022**  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*



- 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

**DRT SHOW TAIWAN**

**DRT SHOW Taiwan 2022**  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*



**Ocean Plastic Free**



**Ocean Gallery**



**Lucky Draw**



## Events

**DRT SHOW TAIWAN**

**DRT SHOW Taiwan 2022**  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*



**Ocean Culture Fair**



**New Product Showcase**



**Kids Zone**



# Media Release

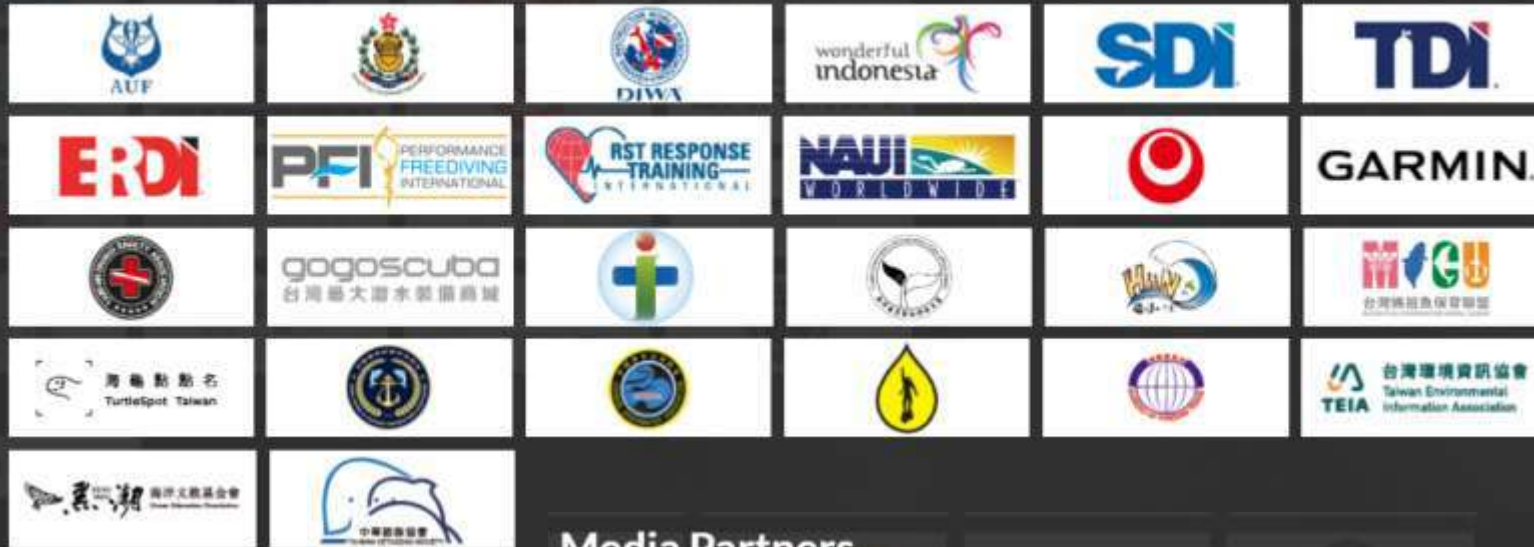


DRT SHOW Taiwan 2022  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*





## Co-Organizer / Supporting Partners



## Alliance Partners



## Media Partners





## Online Expo Overview



**DRT SHOW Taiwan 2022**  
March 11-13, Physical  
March 11-17, Virtual  
*Post Report*

### Online-offline integration to promote industrial development:

Besides physical exposition, DRT SHOW Taiwan virtual expo also took place from March 11<sup>th</sup> to 17<sup>th</sup>. Exhibitors come from 7 countries including Taiwan, USA, China, Egypt, Thailand, Indonesia, and Seychelles. It aims to create the best interactive platform for diving sports and water leisure industries. It also provides exhibitors to interchange ideas, launch new products, and develop business. Furthermore, exhibitors could introduce their brands to the globe.





## 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 2022

- **Date:**  
March 2023
- **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!***



| Contact us  
[taiwan@drtexpo.com](mailto:taiwan@drtexpo.com)  
[www.drtexpo.com](http://www.drtexpo.com)

# 2022 DRT SHOW TAIWAN



**| Copyright Notice:**

- The Organizer of DRT SHOW (Diving Resort Travel Expo) owns the copyright of this document. For those who do not comply with this notice or other illegal use of this document, DRT SHOW reserves the right to proceed legal action.
- Any information in this document shall not be disclosed to the third party without the express prior written consent of DRT SHOW for any purpose.
- No part of this document or related slides may be reproduced, modified, displayed, distributed, sold, transferred, nor transmitted in any form or by any means without prior written permission of the Organizer of DRT SHOW (Diving Resort Travel Expo).

