

DRT SHOW

TAIWAN VIRTUAL EXPO

2021

June 18-24, 2021

Post Report



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The Brand New DRT SHOW



DRT SHOW Taiwan
Virtual Expo
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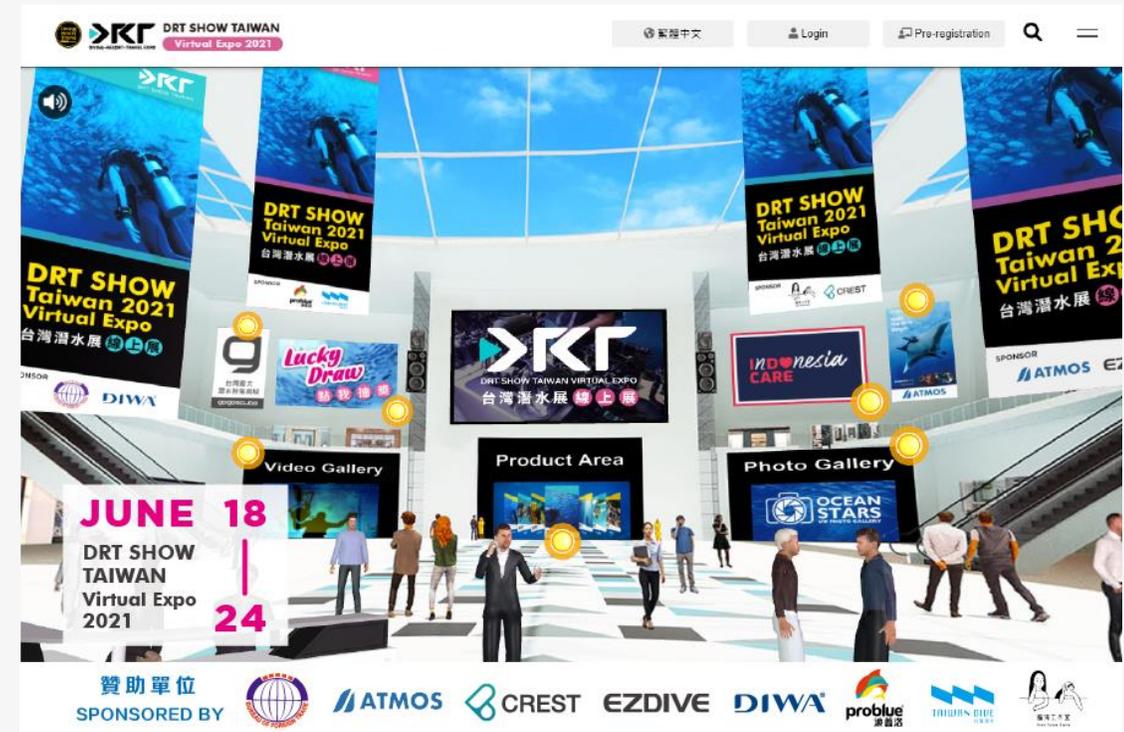
This DRT SHOW Taiwan Virtual Expo is the 40th dive expo held by DRT SHOW since its establishment in 2009. At this special moment, DRT SHOW also launched its brand-new identity as another highlight of this event. The new DRT SHOW Logo incorporates the imagery of fish, water (“水”), and diving fins, representing 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.”*



**DIVING RESORT TRAVEL EXPO
DRT SHOW Taiwan Virtual Expo**

DRT SHOW Taiwan Brought Its First Virtual Expo to A Successful Close in 2021

The one-week DRT SHOW Taiwan Virtual Expo, the best interactive platform for the dive and watersports industries, ended in a satisfactory way on June 24th. This expo allowed exhibitors to interchange ideas, launch new products, and develop business. Furthermore, exhibitors could introduce their brands to the globe through online events such as webinars, exhibitor video gallery, and underwater photo gallery. This year's DRT SHOW Taiwan Virtual Expo attracted 117,304 visitors and buyers from 48 countries. According to the statistics, the top 5 countries were Indonesia, Malaysia, Taiwan, U.S.A., and the Europe region.



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



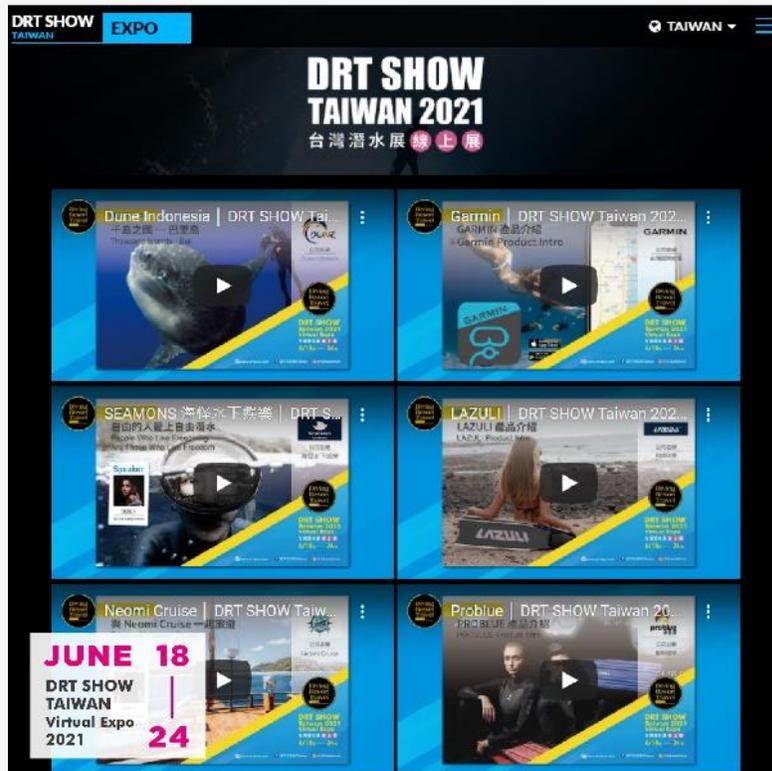
Use recyclable tableware in cafeteria and VIP room inside

Overview



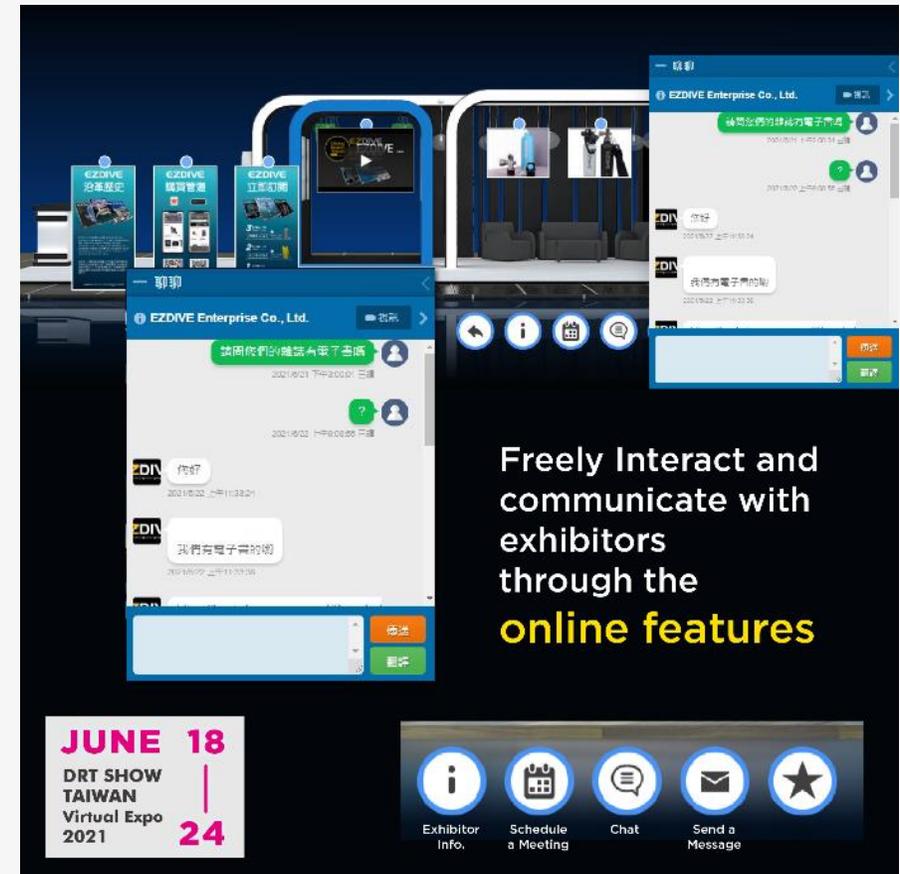
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- SHOW Name: DRT SHOW Taiwan Virtual Expo 2021 (Diving Resort Travel Expo)
- Organizer: EZDIVE Enterprise Company Ltd.
- Date : 18-24, June, 2021.



Overview

This year's online expo gathered nearly 70 exhibitors with over 100 brands from 9 countries. Over 90 percent of exhibitors expressed that it was their first time to attend a virtual expo and said that this event created a valuable opportunity to carry out brand marketing and promotion even under the pandemic. Besides, multiple functions such as the instant message, video call, and email sending of the virtual booth allowed buyers and visitors to interact with exhibitors without distance, making this event more efficient, interactive, and productive.

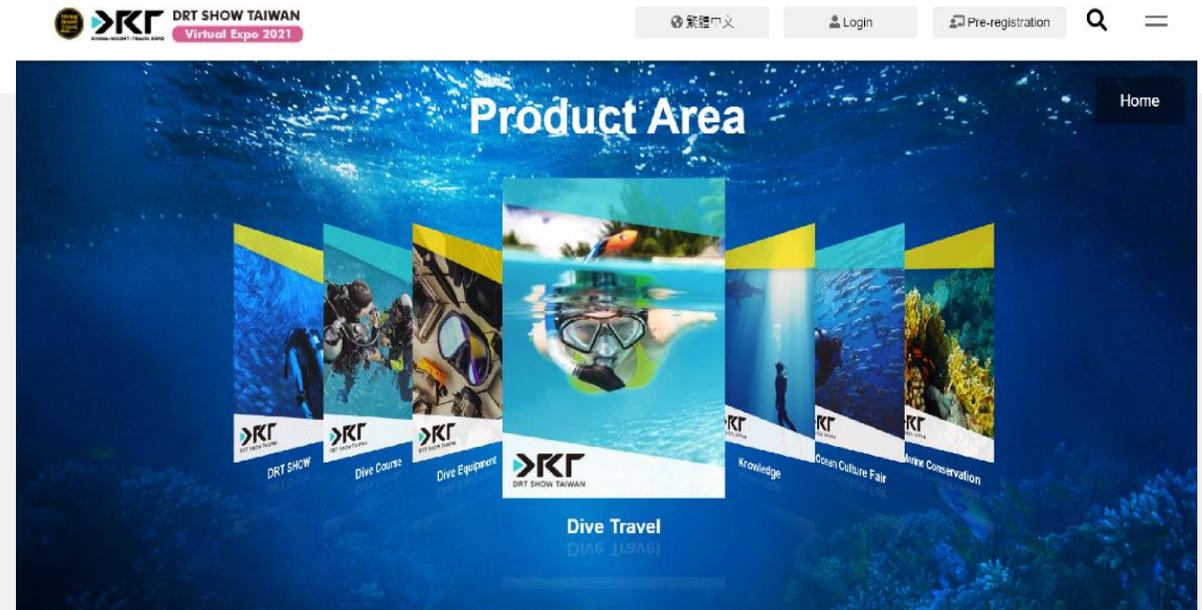


Exhibitor Statistics

This year's DRT SHOW Taiwan Virtual Expo is divided into seven exhibition areas. "Dive Equipment" and "Dive Travel" got the highest visitor views. ATMOS Co., Ltd. and The Ministry of Tourism and Creative Economy of the Republic of Indonesia were the most popular virtual booths in the two exhibition areas, respectively, followed by Problue International Corp., Garmin Corporation, and Water Pro Sports Company.



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DRT SHOW TAIWAN
Virtual Expo 2021

Data Analysis

■ Origin of visitors:

Country	Percentage (%)
Taiwan	76.22%
Malaysia	4.82%
Hong Kong	4.13%
Philippines	3.44%
Indonesia	2.45%
China	1.98%
India	1.67%
Japan	1.37%
Korea	1.25%
U.S.A.	1.11%
Others	1.56%



■ Buyer Analysis:

Country	Percentage
Indonesia	15.80%
Malaysia	15.10%
Taiwan	12.67%
U.S.A.	9.67%
Europe	7.46%
Philippines	5.80%
Canada	5.57%
Australia	5.15%

Country	Percentage
Hong Kong	4.40%
China	4.05%
Japan	2.65%
Singapore	2.61%
South Korea	1.56%
New Zealand	0.88%
Maldives	0.43%
Others	6.20%

Data Analysis

Exhibitor Analysis:



Data Analysis

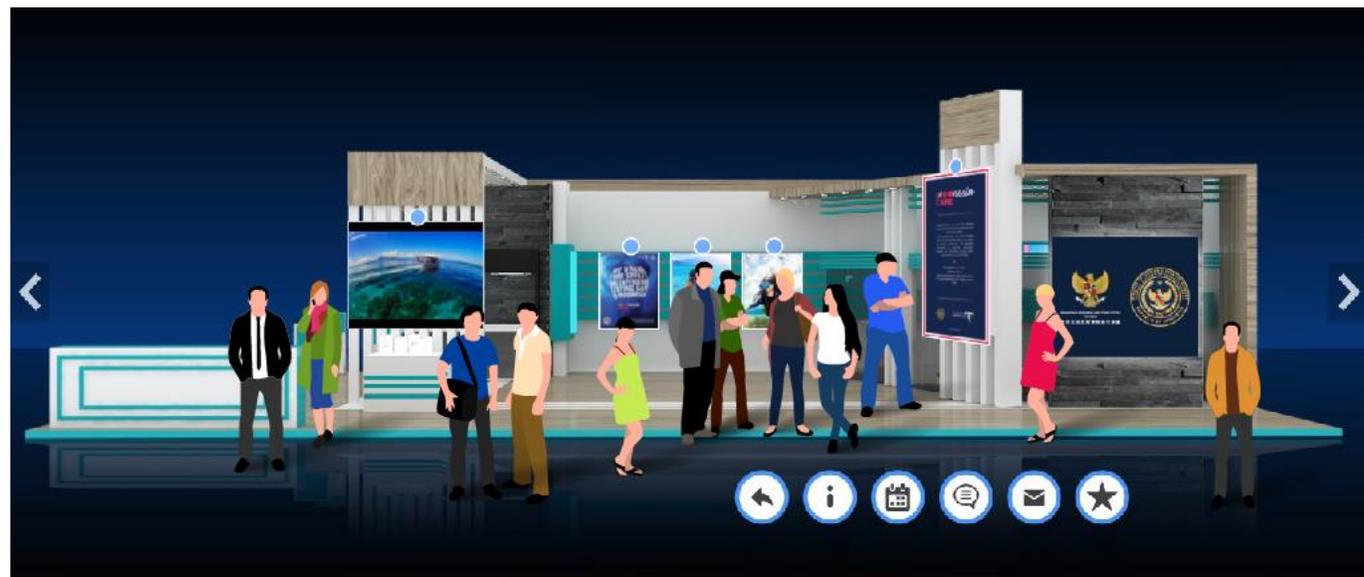
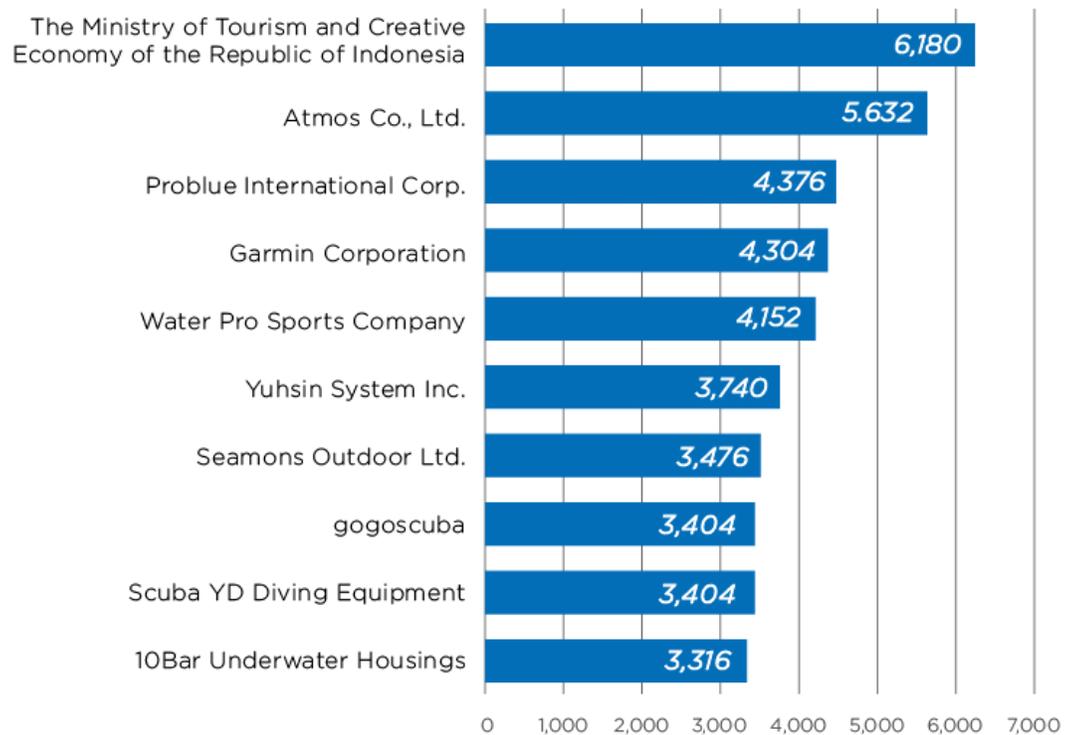
■ Visitor Analysis:

■ Number of visits

Date	Number
18-Jun-21	42,701
19-Jun-21	22,593
20-Jun-21	15,422
21-Jun-21	8,792
22-Jun-21	7,321
23-Jun-21	9,132
24-Jun-21	11,343
Total	117,304



Page Views (Booth)



Ocean Stars Underwater Photo Gallery

“Ocean Stars Underwater Photo Gallery” had 14,072 votes in total. “Midnight Snack,” shot by photographer Yu Chen Huang, won first place by popular votes. A MISSION ONE dive computer sponsored by ATMOS is given to the winner.



DRT SHOW Taiwan Virtual Expo 2021
台灣潛水展 線上展 2021.6.18 — 24

最佳人氣獎



Midnight Snack
Yu Chen Huang

最佳人氣獎 獎品贊助 | ATMOS



OCEAN STARS
UW PHOTO GALLERY

Media Support



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Co-organizer & Show Partners:



Alliance Partners:



Media Partners:





Awesome events all in the town

- **Underwater Photography Seminar**
- **Freediving Seminar**
- **Technical Diving Seminar**
- **Dive Destination Seminar**
- **Marine Conservation Seminar**
- **Marine Biology Seminar**
- **Mermaid Seminar**
- **Dive Equipment Seminar**
- **Diving Medicine Seminar**
- **Emergency Rescue Seminar**
- **Asia Pacific Freediving Forum**
- **New Products Showcase**
- **Ocean Stars Underwater Photo Gallery**
- **Ocean Culture Fair**
- **Game Zone**
- **Be an Ocean Saver Project**
- **Kids Zone**
- **Workshop**
- **Ocean Plastic Free**
- **Lucky Draw**

Thank You & See You Soon!

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