

Post Event Report

DRT SHOW Hong Kong 2019

December 27, 2019

## 回到初衷，展望未來

### 亞洲最大潛水度假觀光展 DRT SHOW 十週年

#### The 10<sup>th</sup> Anniversary of the Largest Dive Expo in Asia – DRT SHOW

「十年來，我們在亞洲逐漸成長茁壯，比起競爭，我們更在乎如何和展商建立互信、互利的關係，提供展商一個具有公信力和誠信的平台，是我們十年來不變的目標。十年前，我們從這裡，從香港出發；十年來，我們不曾離開；十年後，我們回到這裡，我們的初衷不曾改變。」 - DRT SHOW 首席執行長張旭武。

*‘Over the past decade, we have grown and thrived in Asia. Compared with competition, we care more about how to establish a trusting and mutually beneficial relationship with exhibitors. Providing exhibitors a credible and honest platform is our constant goal for ten years. Ten years ago, we started from here; in the past ten years, we never left; ten years later, we returned here without changing our original intention.’ – said Jason Chong, Chief Executive Officer of DRT SHOW.*



第十屆香港國際潛水暨度假觀光展 ( DRT SHOW ) 於 2019 年 12 月 13 日至 15 日在香港

會議展覽中心 ( HKCEC ) 展開。本屆香港 DRT SHOW 獲得沖繩觀光會議局、臺灣觀光局駐香港辦事處、香港旅遊發展局、香港漁農自然護理署、香港潛水總會、香港自由潛水協會、蒼博自由潛水會與潛水教學系統包含 SDI、TDI、ERDI、FRTI、ANDI 與 DIWA 等單位，以及專業潛水裝備商、水上運動裝備商、潛水度假村、船宿、海洋保育組織等的支持。

The 10<sup>th</sup> Diving and Resort Travel Expo (DRT SHOW) Hong Kong took place at Hong Kong Convention and Exhibition Centre from 13<sup>th</sup> to 15<sup>th</sup> December 2019. This year, DRT SHOW Hong Kong is supported by Okinawa Convention & Visitors Bureau, Taiwan Tourism Bureau Hong Kong Office, Agriculture, Fisheries and Conservation Department, Hong Kong Tourism Board, Hong Kong Freediving Association, Borderless Freediving Association, diving training agencies such as SDI TDI ERDI, FRTI, ANDI, DIWA, professional diving and watersports equipment manufacturers and distributors, diving resort and liveaboard operators, and marine conservation organisations, etc.



展會首日，由沖繩藝術大學琉球藝能專攻科校友會所帶來的「琉球舞踊」傳統舞蹈表演為開幕式揭幕。在場嘉賓包含漁農自然護理署高級海洋護理主任周永權、香港潛水總會主席黃立基、沖繩觀光會議局香港事務局局長仲宗根睦、臺灣觀光局香港辦事處主任施宗泓、2019 年香港 DRT SHOW 環境保護大使梁芷珮與李權殷、「亞洲潛水名人堂」歷屆得獎人，以及國內外受邀講者等。

On the first day of the event, Alumni association of Okinawa Prefectural University of Art kicked off the opening

ceremony with splendid traditional dance ‘Ryukyu Dance.’ Guests include Chow Wing Kuen, Senior Marine Conservation Officer of Agriculture, Fisheries and Conservation Department, Alex Wong, President of Hong Kong Underwater Association, Mutsumi Nakasone from Okinawa Convention & Visitors Bureau, John Shih from Taiwan Tourism Bureau Hong Kong Office, Christy Leung and Kenny Lee, Environmental Protection Ambassadors of DRT SHOW 2019, previous recipients of Asia Hall of Fame and speakers from local and aboard.



DRT SHOW 首席執行長張旭武致詞時表示「十年前成立 DRT SHOW，最大的目標與宗旨，就是希望促進亞洲潛水產業的發展，並鼓勵更多人成為充滿熱情、關懷海洋生態的潛水人。」

Jason Chong, Chief Executive Officer of DRT SHOW, gave a speech and said, ‘10 years ago, the very first DRT SHOW took place right here in Hong Kong. Our mission statement was to develop the Asian diving market, improve the diving industry, enhance the diving culture and then advocate marine conservation.’



「而今，DRT SHOW 已成為潛水人的年度盛事，一路以來受到許多展商、講者、合作夥伴、媒體朋友們以及訪客們的支持，尤其是今年，來自各方的支持是我們今天可以堅



定地站在這裡的主要原因。」

DRT SHOW 自 2010 年首次在香港舉辦，歷經十年成長，觸角延伸至上海、北京、廣州、印度、臺灣、菲律賓、日本、新加坡與馬來西亞等地，該展會已成為亞洲最專業的潛水和度假博覽會。2019 年，DRT SHOW 於亞洲各大城市舉辦的八個潛水暨度假觀光博覽會（香港、吉隆坡、上海、台北、廣州、北京、馬尼拉、孟買），共有來自超過 50 個國家的 1,000 多家參展商，與來自 65 個國家的 25 萬多名訪客參與。為亞洲區潛水產業中最有價值且最有效益的展銷平臺，更堪稱為潛水與海洋愛好者「必訪」的展會活動。

‘Now, DRT SHOW has become an important annual event for divers. We deeply appreciate the support from many exhibitors, speakers, partners, media and visitors. Especially this year, your support allows us to stand firmly here today.’

Since the first DRT SHOW was held in Hong Kong in 2009, during the past decade, DRT SHOW expanded to several regions in Asia successfully including Shanghai, Beijing, Guangzhou, India, Taiwan, Philippines, Japan, Singapore and Malaysia. DRT SHOW has undoubtedly become the most professional diving, resort and travel expo in Asia. In 2019, DRT SHOW hosted dive expos in 8 major Asian cities (Hong Kong, Shanghai, Taipei, Guangzhou, Beijing, Manila and Mumbai) and served more than 1,000 exhibitors from 50+ countries and more than 250,000 visitors from 65 countries. DRT SHOW is recognised as the most valuable and effective exhibition platform in the diving industry in Asia and a ‘MUST-VISIT’ event for all dive and ocean lovers as well.



除此之外，DRT SHOW 為感謝在亞洲潛水業界重大貢獻傑出人士與專家，自 2014 年起，

特別設立「亞洲潛水名人堂」，並於香港展現場進行頒授。今年得獎人分別為 SSI 國際水肺潛水學校東南亞總部（香港分部）創辦人吳禮賢與 Scuba Network Limited 及 10Bar Underwater Housings 創辦人吳麟翔。

Furthermore, to honour the role models' contribution to the Asian diving industry, DRT SHOW has established 'Asia Hall of Fame', and held the awarding ceremony during DRT SHOW Hong Kong since 2014. Two predecessors Bob Timothy Ng, Founder of Scuba Schools International Southeast Asia (Hong Kong) Training Centre and Ng Lun Cheung, founder of Scuba Network Ltd. and 10Bar Underwater Housings were awarded this year.



展會現場有多樣豐富活動，包含各種專業潛水主題講座（水肺潛水、自由潛水、技術潛水、水下攝影與電影、人魚、潛水旅遊、潛水裝備、海洋生物學以及環境保育等）、最佳新品紅龍設計獎、「還海洋淨·靜」水下攝影展、《白海豚失樂園》電影放映會暨映後座談、海洋文化市集、海洋工作坊、兒童遊樂區、點拾成金以及幸運抽獎等。

In this three-day event, splendid onsite activities are prepared such as professional seminars with diverse topics (scuba diving, freediving, technical diving, underwater photography & film, mermaid, diving destination, diving equipment, marine biology and environmental conservation), Red Dragon Best Design Award 2019, Ocean Gallery, the screening and discussion of film 'Breathing Room', Marine Workshop, Kids Wonderland, Prize Hunter and Lucky Draw.



其中，最佳新品紅龍設計獎是 DRT SHOW 為鼓勵年度創新設計產品所設立，透過現場的投票，頒授最受歡迎前三名產品。今年度獲獎前三名依序為 AOI UMG-05 Underwater LCD 90° Viewer (第一名)、Fisheye Japan FIX Under Warmer 發熱背心 (第二名) 以及 Xpoovv 智慧型手機通用防水殼 (第三名)。

Among above activities, the 'Red Dragon Best Design Award' presented by DRT SHOW, honours the best innovation of diving equipment annually. The ranking of top-three products was revealed after the onsite voting and the award-winning products are UMG-05 Underwater LCD 90° Viewer (1<sup>st</sup> place), Fisheye Japan FIX Under Warmer Heat Vest (2<sup>nd</sup> place) and Xpoovv Universal Underwater Smartphone Housing (3<sup>rd</sup> place).



第十屆香港國際潛水暨度假觀光展，齊聚眾多優質的展商與專業買家，一如往常為眾多



潛水迷帶來最豐富的活動內容，三天展會共吸引 30,793 名訪客一同參與這場年度盛會，

並於 12 月 15 日完美落幕。

The 10<sup>th</sup> year of DRT SHOW Hong Kong, gathered high-quality exhibitors and buyers, brought splendid activities to huge crowd of dive enthusiasts, attracted 30,793 visitors to join this annual event and has successfully ended on 15<sup>th</sup> December.



2020 年 · DRT SHOW 與愛好潛水、愛好水上運動以及關心這片海洋的所有人相約 - 12

月 11 日至 13 日香港會議展覽中心 (HKCEC) 再次相見！

In 2020, DRT SHOW Hong Kong will see you all again at HKCEC on 11<sup>th</sup> to 13<sup>th</sup> December!



更多香港國際潛水暨度假觀光展相關資訊，請造訪官網或 Facebook 粉絲專頁：

More information, please visit the official website or Facebook fan page:

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

[www.facebook.com/DRTShowHK](https://www.facebook.com/DRTShowHK)



**獎品贊助商 Prize Sponsors :**

10Bar Underwater Housings、Accstore、Beuchat、Blue Force Fleet、deepblu、DIVESTAR-SVS

Sports Goods Co., Ltd.、DIVEVOLK (Zhuhai) Intelligence Tech Co., Ltd. 達沃客 ( 珠海 )



智能科技有限公司、Diving Express Ltd. 潛水快線有限公司、DIWA、Grainger Investments Ltd.、Sea Safari Cruises、Sealock、Shenzhen Reanson Products Co., Ltd.、Shenzhen Xiware Technologies Ltd.、SIDONG Technology Company Ltd.、Suunto、U-BUDDY Technology Ltd. (MiniGear)、Umi Umi Inc. °

**演講嘉賓 VIP & Speakers :**

Ann Sin ( 冼美卿 )、Brad Chen、Chris Chan ( 陳繼華 )、Chris Cheung、Christy Leung ( 梁芷珮 )、Gerald Nowak、Howard Rosenstein、Ian Chung、Jason Cheung( 章英傑 )、Joe Chang ( 張樵仁 )、Joyce Ng、Jun Shimizu ( 清水淳 )、Ken Thongpila、Kenny Lee ( 李權殷 )、Kyo Liu ( 京太郎 )、Louise Chau ( 周紀賢 )、Raymond Chan、Shoichi Ikeno ( 池野正一 )、Shu Shu Ricky、Stan Shea( 佘國豪 )、Stephen Au( 區紹堅 )、Twiggy Cheung、Vania Kam、Yuan HsuHu ( 袁緒虎 ) °

**結盟夥伴 Alliance Partners :**

EZDIVE、Deep & Extreme Indonesia、Thailand Dive Expo、Middle East Dive & Fish Expo、Moscow Dive Show、Underwater Macro Photography (UWMP)、UWPixel、Scubashooters °

**展會夥伴 Show Partners :**

Asian Underwater Federation、SDI、TDI、ERDI、FRTI、ANDI、DIWA、漁農自然護理署、沖繩觀光會議局、臺灣觀光局香港辦事處、香港旅遊發展局、香港潛水總會、香港自由潛水協會、蒼博自由潛水會及香港海豚保育學會 °

## 媒體夥伴 Media Partners :

EZDIVE、Dive Indonesia、Dive New Zealand/Dive Pacific、U Travel、Fitz 運動平台、Hey Girls Hong Kong 香港運動女生、eatnplay 食同玩、GOTrip 旅遊看世界、Diversity Hong Kong、Twiggy Love Travel 卓琪愛旅行、潛水部落巴拉蒂、Rocket Friends Diving 火箭友潛水會、Just Dive、Paradisediver 天堂潛水員、iPlayHK 香港愛玩生、Hellodive 深潛、Dive the World 潛行天下、doyouhike 磨房、HikingLovers。

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## 2019 香港 DRT SHOW 訪客報表 DRT SHOW 2019 Visitor Report

統計-DRT SHOW 展會期間訪客的百分比 ( % )

Statistic – Percentage (%) of Visitors during DRT SHOW

日期 Date	訪客人數 Numbers of visitors
13th December 2019	7,312
14th December 2019	13,224
15th December 2019	10,257
<b>總數 Total</b>	<b>30,793</b>

來源：電腦計算和註冊數據。

Source: computer calculation and registration data.

## 2019 香港 DRT SHOW 各國訪客報表 DRT SHOW 2019 International Visitor

統計-DRT SHOW 展會期間各國訪客的百分比 ( % )

Statistic – Percentage (%) of International Visitors during DRT SHOW

區域 Region	百分比 Percentage (%)
香港 Hong Kong	67%
中國 China	14%
台灣 Taiwan	6%
東南亞 Southeast Asia	5%
日本 Japan	3%
韓國 Korea	2%

美國 America	1%
歐洲 Europe	1%
其他 Others	1%

## 2019 香港 DRT SHOW 各國訪客來訪目的報表 Purpose of Visit

統計-DRT SHOW 訪客來訪目的百分比 ( % )

Statistic – Percentage (%) Purpose of visit

來訪目的 Purpose of Visit	百分比 Percentage (%)
參與研討會 Attend seminars	34%
作參展準備，評估展會狀況 Evaluate for participation at next show	21%
選購或訂購商品 Purchase/place orders	72%
收集資訊 Gather information	68%
探訪新產品及各式服務 Source new products/services	32%
聯繫、訪問各供應商和負責人 Make contact, visit supplier/principal	61%
其他 Others	17%

由於這是一個多選題，百分比加起來超過 100%。

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



# 2020 年香港國際潛水暨度假觀光展

## Diving & Resort Travel Expo (DRT SHOW) Hong Kong 2020

### 展會訊息 Show Information

- 展會名稱 Event Name :

2020 香港國際潛水暨度假觀光展

Diving & Resort Travel Expo (DRT SHOW) Hong Kong 2019

- 展會地點 Venue :

香港會議展覽中心 (HKCEC) Hall 5G

- 展會日期 Event Date :

2020 年 12 月 11 日(五)至 13 日(日)

- 官方網站 Official website :

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

- Facebook 粉絲專頁 fan page :

[www.facebook.com/DRTShowHK](https://www.facebook.com/DRTShowHK)

- 主辦單位 Organiser :

龍鑫科展有限公司 LX Development Group Ltd.

- 聯繫人 Contact :

展會經理 Ms. Coco Kwan ([coco@drtexpo.com](mailto:coco@drtexpo.com))