



Shanghai Everbright Convention & Exhibition Center

**DRT SHOW
SHANGHAI 2019
04.12-04.14**

POST REPORT



More Info:
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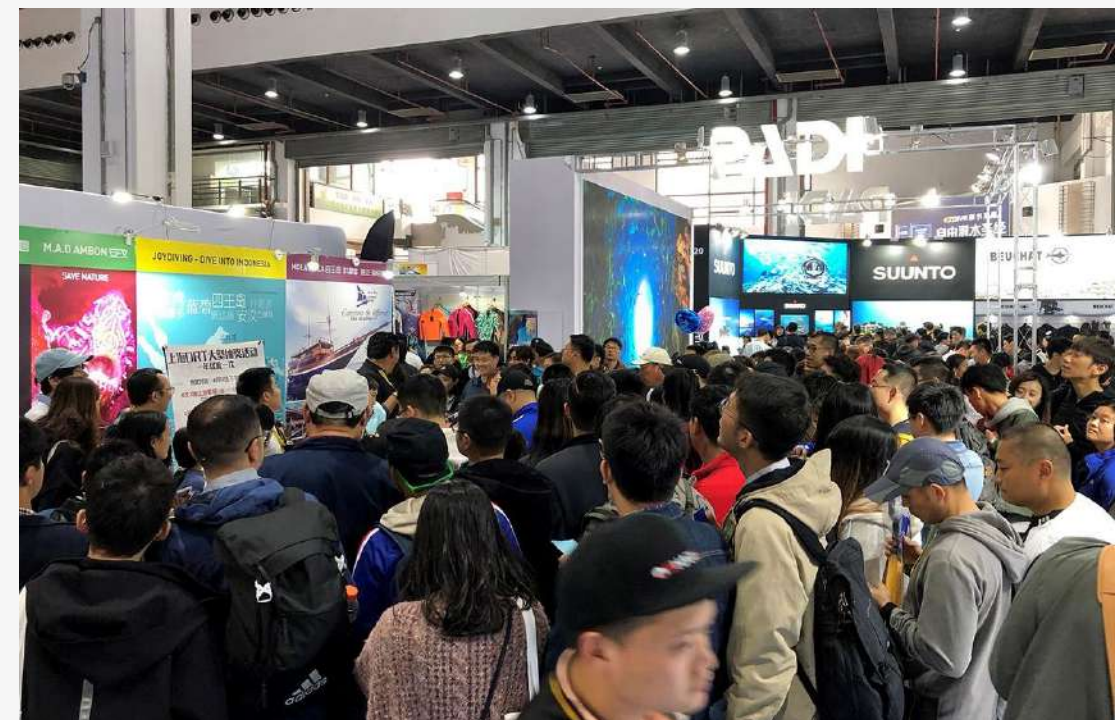


DRT SHOW

DIVING RESORT TRAVEL EXPO

The name "DRT" stands for Diving, Resort, and Travel. Jason Chong, the CEO of DRT SHOW, with hopes of speed 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 dive 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 dive expo in Asia Pacific.





A Renowned International Dive Expo in Asia

- Takes place in **12** countries / regions in Asia Pacific.
- Serves more than **1,500** booths a year.
- Attracts **250,000** dive and travel industry professionals and visitors.



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 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



DRT SHOW

- ✓ Professional B2B2C Dive Expo
- ✓ Held in 12 countries / regions
- ✓ Held as scheduled
- ✓ Supported by government, tourism boards, associations, and diving training institutions
- ✓ **10 times larger** than other dive expos

V.S.

Similar Dive Expos in Same City

- ✗ Festive and entertaining activity
- ✗ Held in few cities
- ✗ Unscheduled cancel / postpone
- ✗ Supported by few institutions
- ✗ Relatively small

Content



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SHANGHAI 2019
04.12-04.14**

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Overview



**DRT SHOW
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- DRT SHOW Shanghai gathered 160 companies and brands from all over the world, with an exhibition area of 9,000 square meters. The three-day exhibition attracted 40,649 visitors.



40,649

No. of Visitors



160

No. of Exhibitors



9,000

Exhibition Area (sqm)



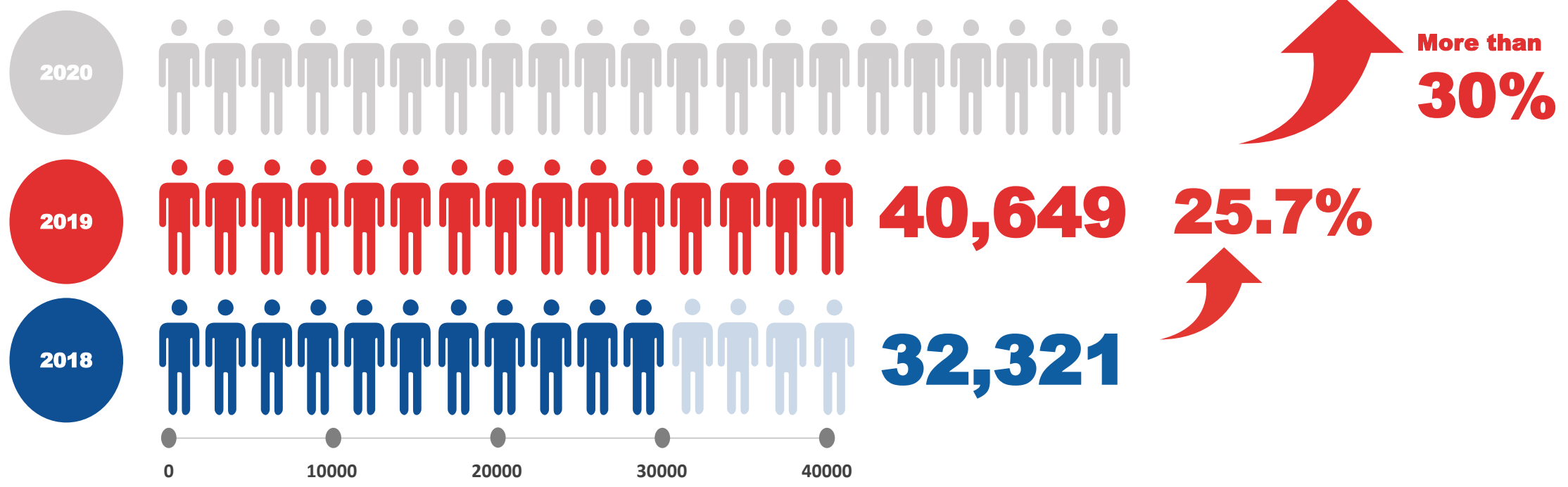
Overview



**DRT SHOW
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- The number of visitors peaked at 25.7% of growth in 2019. More than 30% of growth in the number of visitors is expected in 2020.

Number of visitors in the past two years:



DRT SHOW, the Leading Brand of Dive Expo in Asia, Approached the Greater Height in Shanghai

The 7th DRT SHOW Shanghai was grandly held from April 12th to 14th at Shanghai Everbright Convention & Exhibition Center. As compared to the past edition, DRT SHOW Shanghai 2019 delivered unprecedented results with biggest number of exhibitors, booths, and visitors this year. This event gathered hundreds of local and international diving product brands and prestigious training agencies such as PADI, NAUI, SDI TDI ERDI, UTD, RAID, DIWA, PSAI, ANDI, and DAN, and was supported by tourism boards from popular diving sites including the Philippines, Indonesia, Okinawa, Sabah, Yap, etc.

Additionally, well-known resorts, dive centers, and liveaboards from all over the world also participated in. DRT SHOW Shanghai has constantly grown and reached new milestones in Shanghai for the seventh consecutive year.



60 Seminars with 10 Diving Related Topics, 48 Professionals Lighted Up The Stage

Nearly 60 seminars with 10 diving related topics (underwater photography, recreational diving and diving destination, freediving, technical diving, diving medicine, mermaid, diving equipment, marine conservation, public welfare diving, and diving industry) were given by 48 professionals, highlighting this event.

In addition, the final winners of Asia Pacific Underwater Photo Challenge (UWPC) 2019, which is co-hosted by DRT SHOW and EZDIVE Diving Magazine, were announced after the live judging session. Besides splendid seminars and exciting live judging of UWPC 2019, the lucky draw with a total of 45 prizes amounting to USD18,000 was one more major attraction for visitors.



After Intense Live Judging Session, the Winner of the 7th UWPC Finally Came Out

Asia Pacific UW Photo Challenge (UWPC) is the largest underwater photo challenge starts from Asia Pacific, co-hosted by the Diving and Resort Travel Expo (DRT SHOW) and EZDIVE Diving Magazine. UWPC aims at finding excellent underwater photographers and understanding their works thoroughly. We hope to promote the art of underwater photography and any diving activities in the world, and to promote the ideas of protecting the marine environment and guide a green and healthy lifestyle through the challenge.

This year, the final selection of 7th UWPC took place in Shanghai. At the selection site, thousands of amazing underwater photography works were undergone professional judgement. After long-term and intense competition, the winner finally came out and won high-value prizes.



The Touring Ocean Gallery Attracted Over 30,000 Participants Voted

During DRT SHOW Shanghai 2019, the Ocean Gallery which co-organized by DIWA and UWPixel exhibited 100 master pieces taken by Chinese underwater photographers, and all visitors were welcomed to vote for their favorite photo. Over 30,000 of participants had voted during this event. Next, Ocean Gallery is going to be exhibited from June 28th to 31st at DRT SHOW Guangzhou and August 16th to 18th at DRT SHOW Beijing. The final winner of most voted photographer who can win the prize will be revealed on the last day of DRT SHOW Beijing.



Divers Night Gala Dinner Party Celebrated the 10th Anniversary of DRT SHOW

Divers Night gala dinner party grandly took place to celebrate the 10th anniversary of DRT SHOW. The Lifetime Achievement Award was given to Mr. Shi Bo, President of Asian Underwater Federation (AUF). Besides, DRT SHOW took the opportunity to express appreciation to those exhibitors and friends who have been supporting and growing with the DRT SHOW, and thank for their dedication of diving industry.

Furthermore, simplified Chinese version of “Manual of Freediving: Underwater on a Single Breath”, co-authored by Italian freediver Umberto Pelizzari and Stefano Tovaglieri, was officially launched by publisher EZDIVE Magazine at the party. The party was getting into full swing while fun contests and lucky draw were going.



To Encourage Ocean Plastic Free, 100% Compostable Bamboo Fibers 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 shopping bags which were made of 100% compostable natural bamboo fibers to encourage visitors to use less plastic bags, invited all visitors to complete an artwork with Philippine Conservation Artist Mr. A.G. Saño, and launched “Plastic FREE: We pledge to use less plastic” campaign which is aimed at raising the awareness of plastic pollution. Also, to respond to the Earth Day and its topic -- “Protect Our Species”, DRT SHOW and In Sharks We Trust were bringing screenings of the internationally award winning documentary “Sharkwater” and “Revolution” with Chinese subtitles during the event.



UWPC Thank List & Winner List



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- Judges & Moderator:**



- Prize Sponsors of Asia Pacific Underwater Photo Challenge (UWPC) 2019:**

Blue Force Fleet, CREST, Deepblu, Discovery Fleet, Dive Damai, EZDIVE, INON, Minigear, Scubalamp Underwater Photography Equipment, Surfacetension International, Tawali Leisure and Dive Resort, Umi Umi Underwater Photography, Weefine, Worldwide Dive and Sail.

- Winners of Asia Pacific Underwater Photo Challenge (UWPC) 2019:**

Wide Angle: 1st Place: Grant Thomas, 2nd Place: Henley Spiers, 3rd Place: Vanessa Mignon;

Macro: 1st Place: Fu Liang, 2nd Place: Lilian Koh, 3rd Place: Paolo Bondaschi;

Creative: 1st Place: Enrico Somogyi, 2nd Place: Kenji Cheow, 3rd Place: Lilian Koh;

Black Water: 1st Place: Steven Kovacs, 2nd Place: Susan Meldonian, 3rd Place: Cai Heng;

WEEFINE - Mobile/Action Camera: 1st Place: Kenji Cheow, 2nd Place: ShuShuRicky, 3rd Place: 周义丁;

Best Cover: 宋鹤鸣.

- **Speakers:**

Allen San, Allie Sun, Andrew Georgitsis, Andrew Lau, Andy Yan, Becca Wen, Bonnie Song, Cary Bao, Dan Knorr, Daniel Riordan, Dodo Shu, Du JinEn, Enzo Zhao, Eric Goh, Ernest Turnscek, Geoffrey Yue, Henry Tao, HeyYuan, Horst Dederichs, Hp Hartmann, Joe Chang, Joyce Ng, K. Zhang, Leon Zhao, Li ZhiQin, Lina Liao, Liu Yi, Lou Yan, Marco Chang, Megan Huang, Meng, Michael Wang, Mingo Lee, Nick Song, Osamu Fujishiro, Poh Chang Chew, Ratna Suranti, Sendoh Wang, Simon Chen, Thomas Kan, Vania Kam, Violet Ting, Wang Miao, Wong Ting Kwok, Wu YuTong, Yang Guang, Yang Li, Zhou Fang.

- **Prize Sponsors:**

720 Investment Limited, Antares Cruise International Ltd., AOI Ltd., Better Blue, Bubblescuba, CHIN KUNG TITECH COMPANY, Deepblu Inc., DIVECICA WETSUIT, DIVEVOLK (Zhuhai) Intelligence Tech Co., Ltd., GAIA ADVENTURE HOLIDAYS, Lawrence Factor, Manado TAN QIAN ZHE Adventure Diving Center, Ocean Dive Center, Pata Negra Divers, Shenzhen Reanson Products Co., Ltd., PULAU WEH Resort, SHEARWATER RESEARCH INC., Shenzhen City Zhuilangqianxing Investment Management Company Limited, Shenzhen Xiware Technologies Ltd., Shenzhen Youbige Diving System Co., Ltd., Song Tao Trading (Shenzhen) Company Limited, Suzhou Fitour Outdoor Co., LTD, Topis, Tsun Kuang Hardware Mfg. Co., Ltd. (SAEKODIVE), Weefine, X-ADVENTURER.

Exhibitor Statistics



**DRT SHOW
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Product Classification of Exhibitors



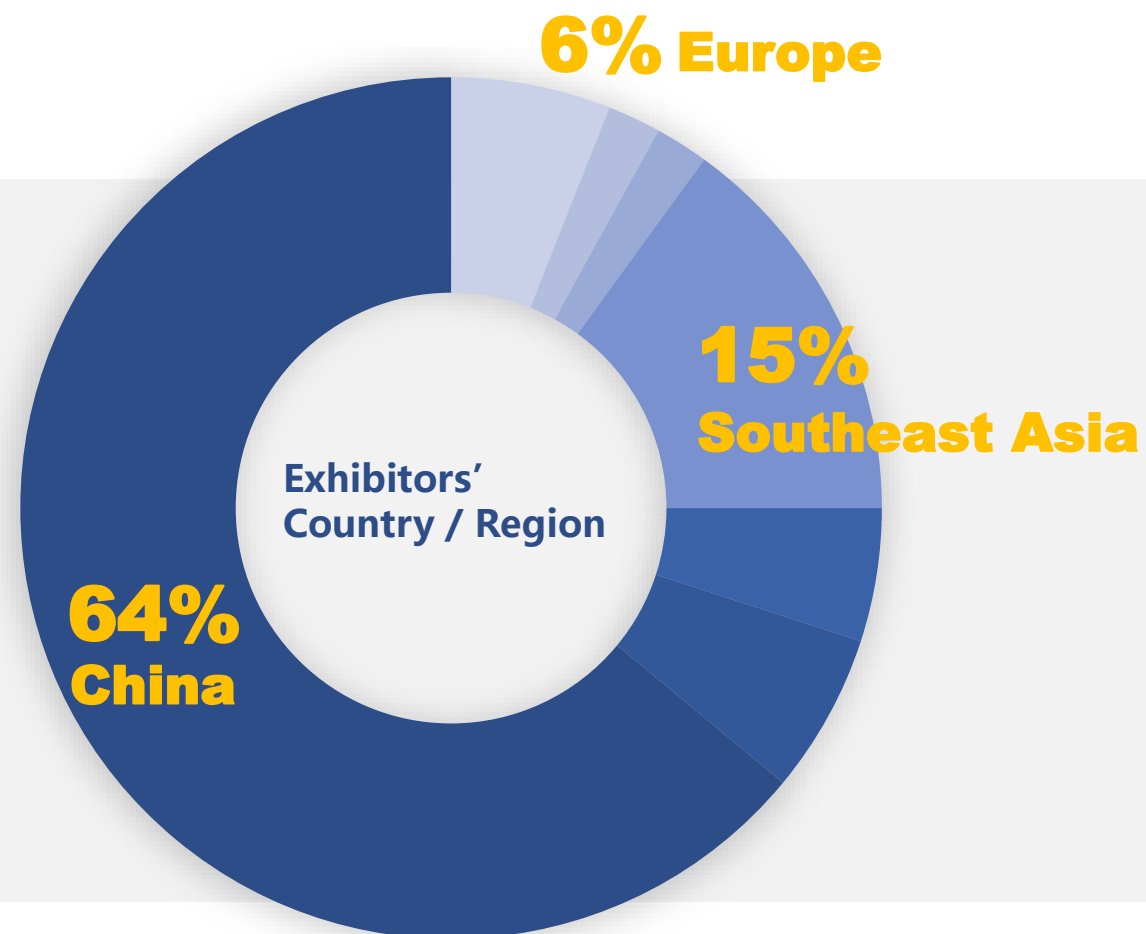
Exhibitor Statistics



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■ Region of Exhibitors:

Country / Region	Percentage (%)
China	64%
Europe	6%
USA	5%
Southeast Asia	15%
Japan	2%
Korea	2%
Others	6%



■ Exhibitor Satisfaction:



Satisfied with the visitors' quality

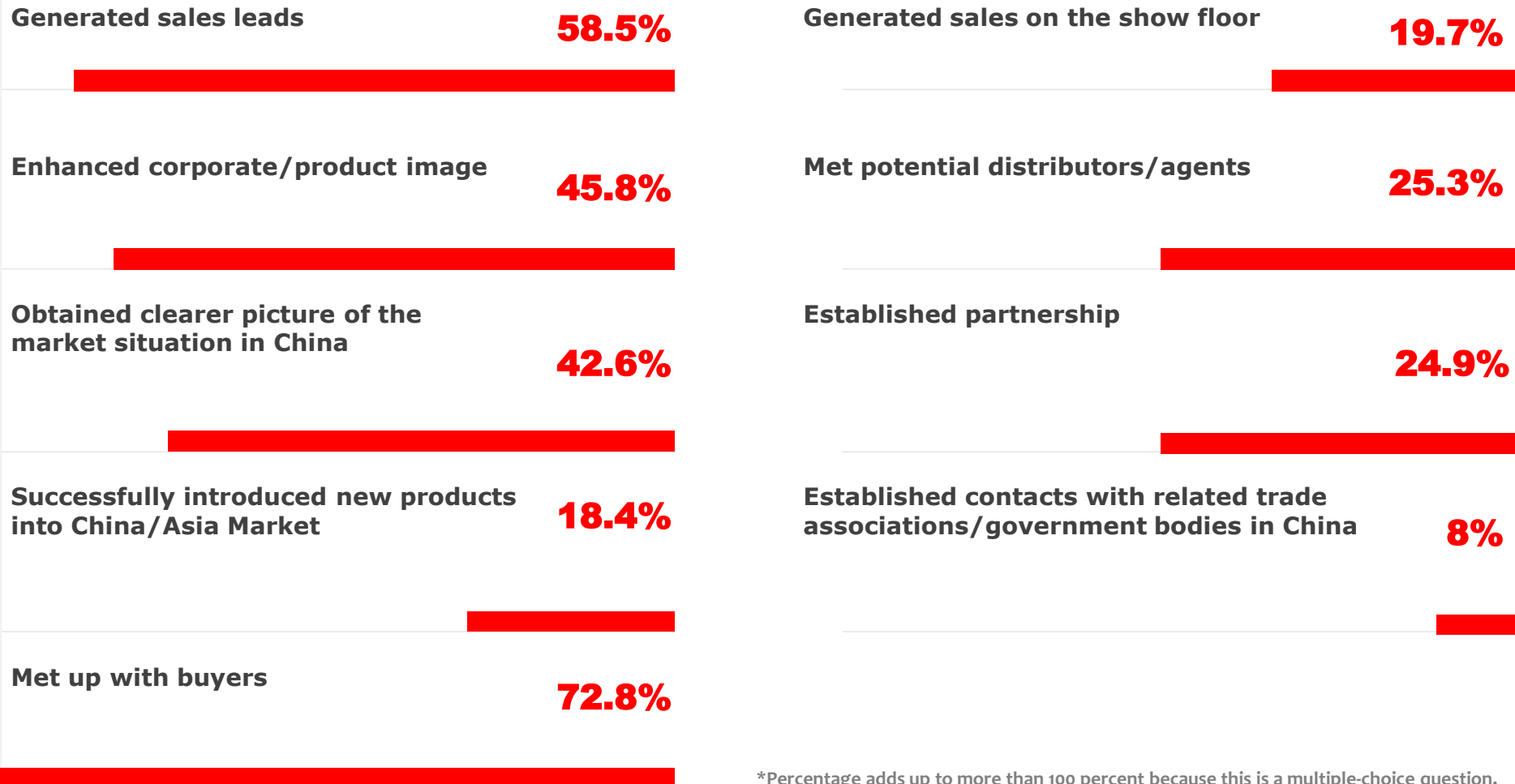


Satisfied with the expo effects



Intended to participate in
DRT SHOW Shanghai 2020

Benefits Exhibitors Gained from the Exhibition



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

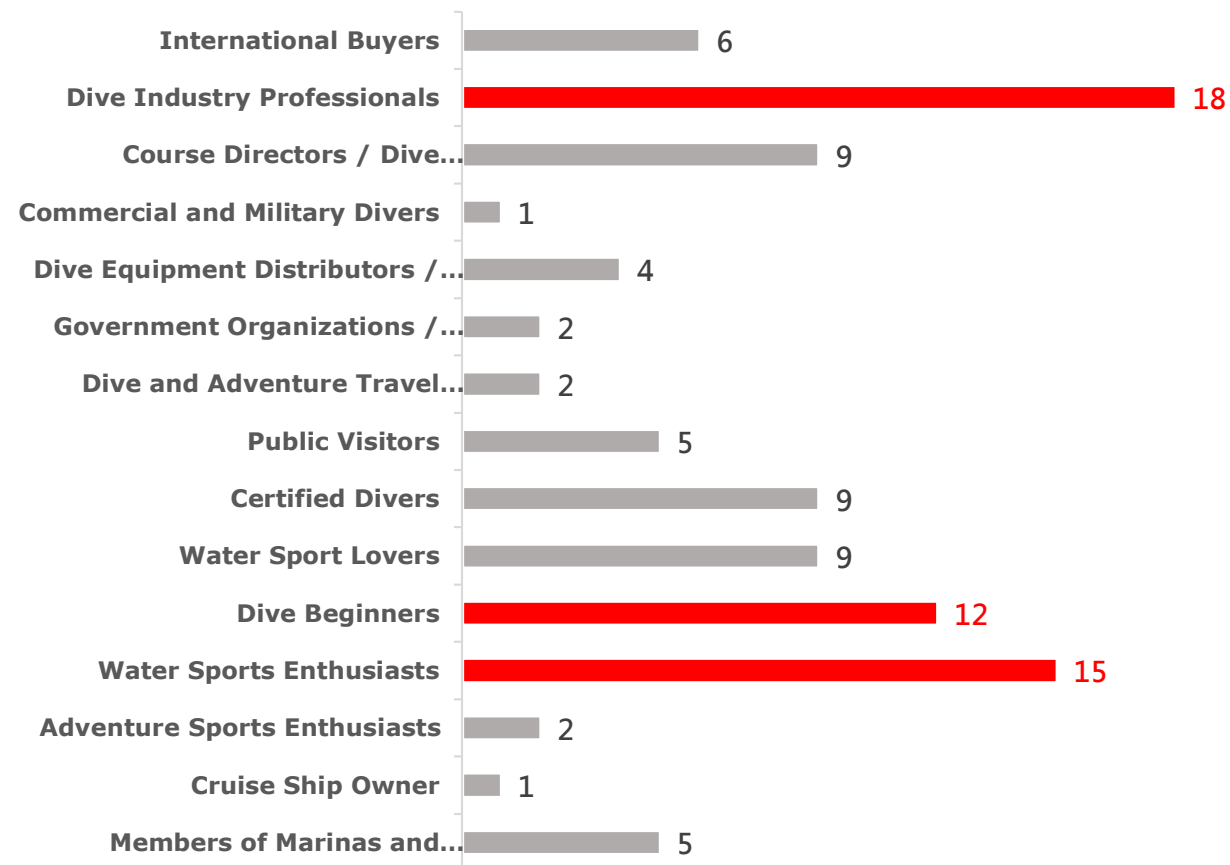
Visitor Statistics



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■ Visitor's profile:

Visitors	Percentage (%)
International Buyers	6%
Dive Industry Professionals	18%
Course Directors / Dive Instructors / Dive Masters	9%
Commercial and Military Divers	1%
Dive Equipment Distributors / Importers / Wholesalers / Retailers	4%
Government / Organizations / Agencies	2%
Dive and Adventure Travel Retailers / Agents	2%
Public Visitors	5%
Certified Divers	9%
Water Sport Lovers	9%
Dive Beginners	12%
Water Sports Enthusiasts	15%
Adventure Sports Enthusiasts	2%
Cruise Ship Owner	1%
Members of Marinas and Marine-Based Associations	5%



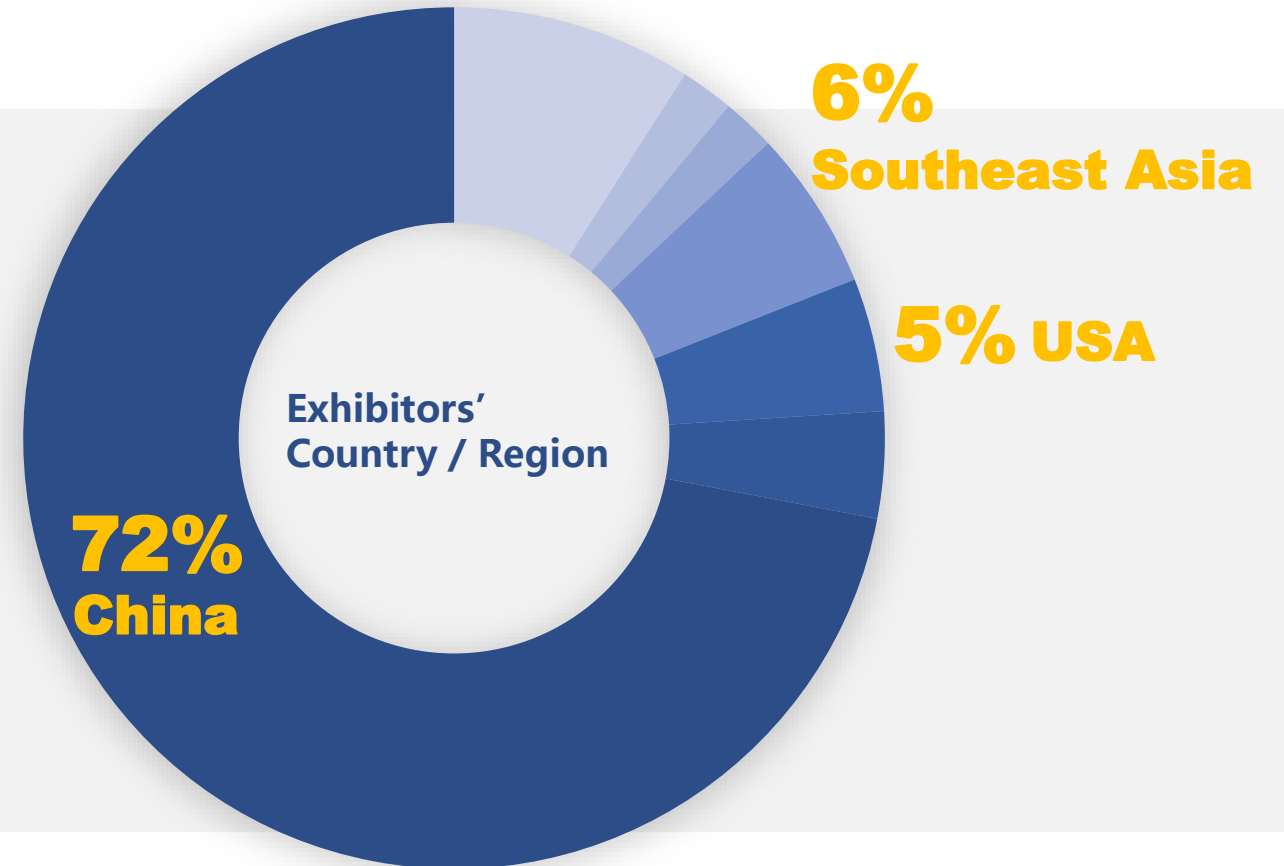
Visitor Statistics



**DRT SHOW
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04.12-04.14**

■ Region of Visitors:

Country / Region	Percentage (%)
China	72%
Europe	4%
USA	5%
Southeast Asia	6%
Japan	2%
Korea	2%
Others	9%



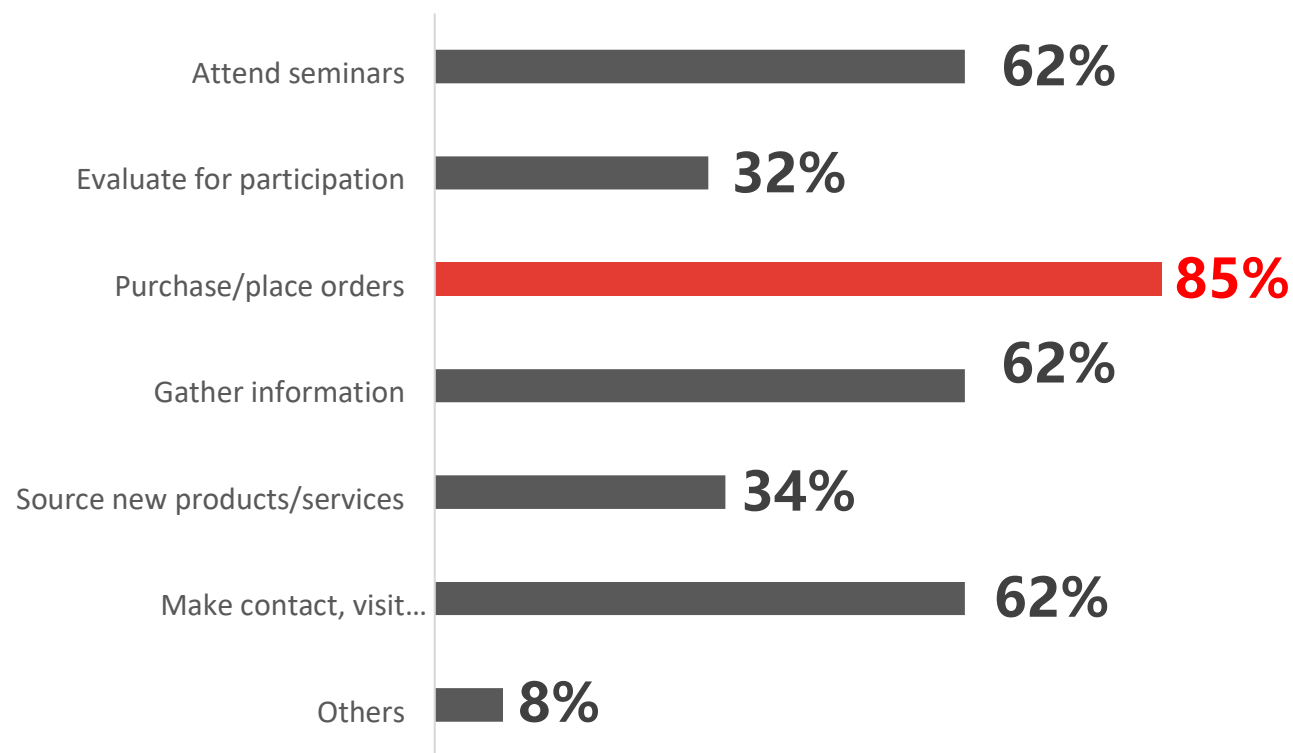
Visitor Statistics



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■ Purpose of Visit:

Purpose of Visit	Percentage (%)
Attend seminars	62%
Evaluate for participation at next show	32%
Purchase/place orders	85%
Gather information	62%
Source new products/services	34%
Make contact, visit suppliers/principals	62%
Others	8%



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

Professional Seminars



- Underwater Photography Seminar
- Freediving Seminar
- Dive Destination Seminar
- Mermaid Seminar
- Technical Diving Seminar
- Diving Medicine Seminar
- Dive Equipment Seminar
- Marine Conservation Seminar
- Public Welfare Diving Seminar
- Diving Industry Seminar



Ocean Plastic Free



Asia Pacific UW Photo Challenge



Lucky Draw



Ocean Gallery

New Product Showcase

New Product Launch



Ocean Culture Fair

Game Zone

Kids Zone

Media Release



**DRT SHOW
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Mainstream Media

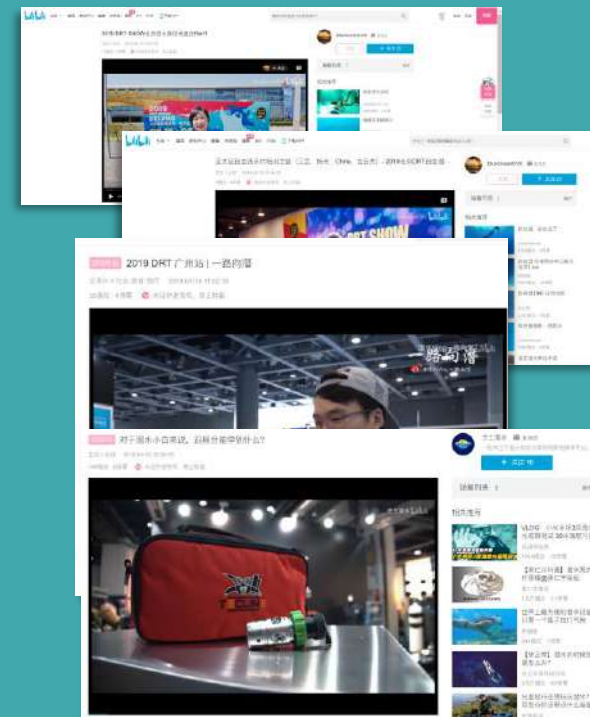
DRT SHOW was widely publicized before, during, and after the event by mainstream media including China Industrial Economy News, Huanqiu.com, People's Daily, sports.sina, BTV News, Digital Paper, Guang Ming Daily, Underwater Australasia, etc.





Official Promotion

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



Media Support



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Co-organizer & Show Partners:



Alliance Partners:



Media Partners:



Contrast between DRT SHOW Shanghai and similar dive expos in Shanghai



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

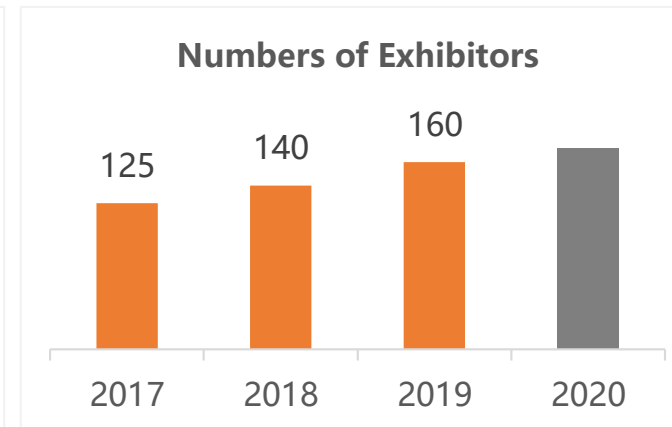
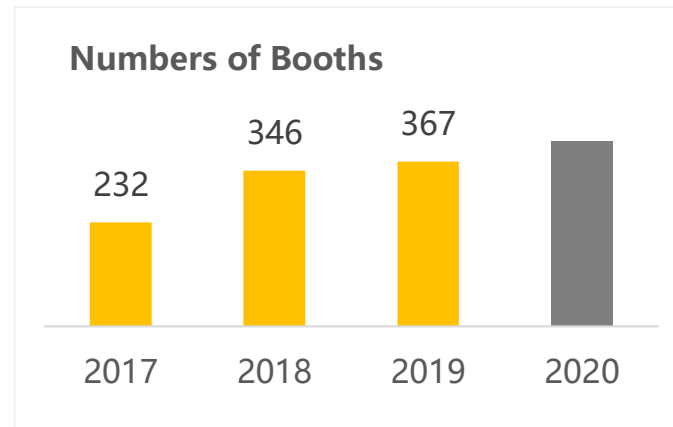
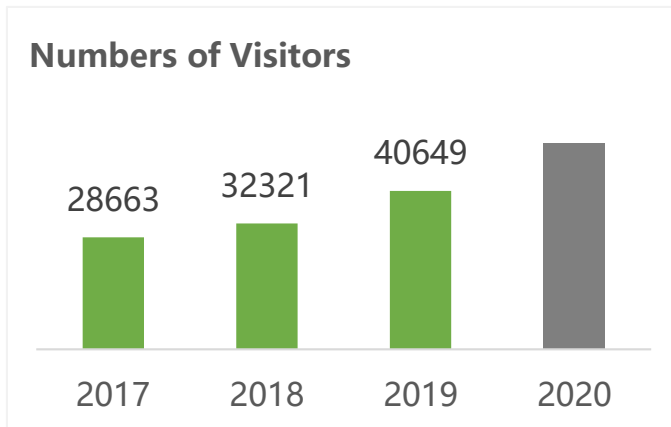
Prospect



2020
DRT SHOW SHANGHAI
04.24-04.26
 Shanghai World Expo Exhibition & Convention Center

Numbers of Visitors of DRT SHOW Shanghai in the past three years			
Years	2017	2018	2019
Numbers of Visitors	28,663	32,321	40,649
Numbers of Booths	232	346	367
Numbers of Exhibitors	125	140	160

Prospect of DRT SHOW Shanghai 2020	
2020	
	30% of growth
	15% of growth
	30% of growth



DRT SHOW Shanghai 2020

- **Date:**
24-26 Apr, 2020
- **Venue:**
Shanghai World Expo Exhibition & Convention Center



More events are coming soon...

- 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
- 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!

2020 DRT SHOW SHANGHAI
04.24-04.26
Shanghai World Expo Exhibition & Convention Center

| More Info:



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