



DRT SHOW Hong Kong 2023

15th – 17th Dec >> Hong Kong Convention and Exhibition Centre (HKCEC)

Post Report



For more information
Please contact
sales@drtexpo.com
www.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 founder 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 the exhibitors were overseas, which marks DRT SHOW is indeed the most international diving exhibition in Asia-Pacific. Since then, DRT SHOW has been taking place such as Hong Kong, Taipei, Beijing, Shanghai, Shenzhen, the Philippines, Malaysia, India, and other countries and regions. Nowadays, 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.





About Us



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report

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 the “Plastic Free Project” and inviting well-known and influential people in the diving industry to support the concept of plastic reduction and 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



Reasons to choose DRT SHOW

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, diving training agencies and others

✓ 10 times larger than other diving expos

✓ Better services before and after the expo

✓ Diverse exhibitors in the industry

V.S

Other Diving Expo

✗ 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

✗ Limited types of exhibitors



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report



- Event: DRT SHOW Hong Kong 2023
- Date: 15th – 17th December, 2023
- Venue: Hong Kong Convention and Exhibition Centre (HKCEC)
- Official Website: www.drtextpo.com/hongkong

目錄

Content

- 1 展會概覽
Overview
- 2 展會亮點
Highlights
- 3 感謝名單
Thanks List
- 4 展商數據
Exhibitor's Statistics
- 5 訪客數據
Visitor's Statistics
- 6 現場活動
Events
- 7 媒體曝光
Media Release
- 8 合作夥伴支持
Media Support
- 9 展會比較表
Contrast
- 10 明年展望
Prospect



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report



展會概覽

Overview



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report

- DRT SHOW Hong Kong 2023 gathered more than 200 companies and brands from all over the world, with an exhibition area of 5,500 square meters. The three-day exhibition attracted 44,475 visitors.



44,475

訪客人次
No. of Visitors



200+

展商數量
No. of Exhibitors



5,500

展覽面積 (平方米)
Exhibition Area (sqm)





展會亮點 Highlights

Sea People Gathering DRT SHOW Hong Kong was held with great success!

Diving, Resort and Travel Expo Hong Kong (DRT SHOW Hong Kong) organized by LX Development Group Ltd. came to a successful end in Hall 3G of the Hong Kong Convention and Exhibition Centre (HKCEC) on 17th Dec, 2023. A total of 44,475 visitors attended the event. This year's DRT SHOW was supported by the Tourism Promotions Board Philippines, Okinawa Convention & Visitors Bureau, Palau Visitors Authority and Tourism Fiji, and brought together renowned dive brands from home and abroad, such as Scuba System International / Nauticam / Nitescuba / 10Bar / AOI / SUPE Scubalamp / Kraken Sports / Reanson / Sea Frogs / DIVE&SAIL / GULL / X-ADVENTURER / Weefine / Waydoo / DIVESTAR / Problue / DIVECICA / OrcaTorch / PRIDONNA / Edge Smart Drive / SKYWOODS / Water-Pro and many more, as well as DIWA / NAUI / SDI / TDI / ERDI / PFI and other professional diving teaching systems.

In addition, many dive resorts and dive tourism companies exhibited at the show, offering a full range of dive instruction courses to the public as well as limited dive travel offers. The variety of content stimulated visitor's consumption potential and led to excellent product marketing and sales results.



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report





New Product Showcase - Hard Skills of Dive Manufacturers

Renowned brands such as GULL, Indivar x Bism, Problue, Nauticam, DIVESTAR, SUPE Scubalamp, Marelux Precision and AOI unveil their latest products, enhancing brand exposure and marketing, and demonstrate their hard-won R&D and technological innovations.





Diving Seminars to Expand Visitor Horizons

During the exhibition, 19 professional speakers conducted over 20 enriching lectures, including underwater photographers Lin Qing, Zhang Fan, and Chris Cheung, director of AIDA and the Hong Kong Freediving Association, as well as tourism consul Ireneo Reyes from the Tourism Promotions Board Philippines in Shanghai. They shared insights into dive industry trends and personal experiences, aiming to help more domestic dive brands go global through the experience sharing of world-class equipment brands and policy exchanges with relevant national sports project units.





展會亮點

Highlights





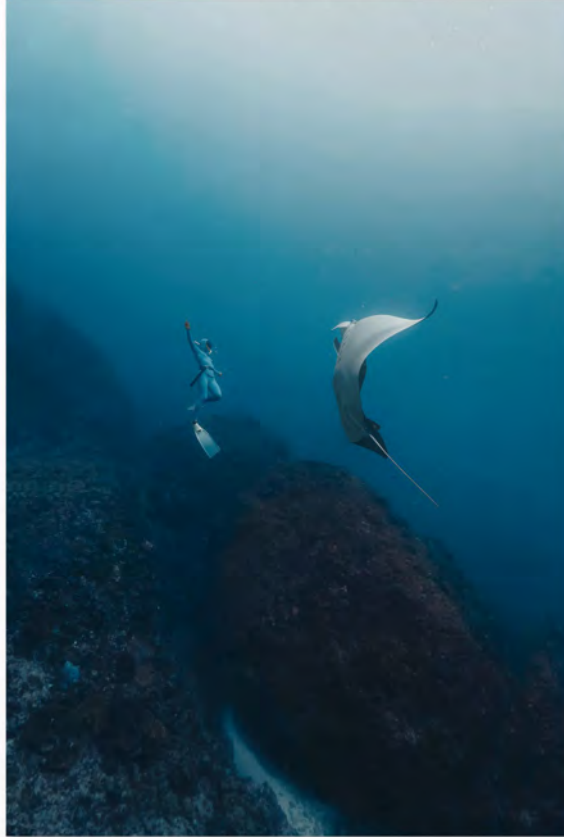
DRT SHOW Hong Kong
15-17 Dec 2023
Post Report

Best Popular Award of Ocean Stars UW Photo Gallery

The Ocean Stars UW Photo Gallery attracted numerous underwater photographers, with 30 selected best pictures displayed at the Photo Gallery and online. Kenze Leung's "The Last Minute Dance" won the on-site popularity award and received a MACRO TO WIDE ANGLE LENS 1 (MWL-1) sponsored by Nauticam.





12

Hong Kong
Kenze Leung

主題 Title
The Last Minute Dance

拍攝地點 Location
Manta Point, Bali

主題說明 Description
Freefloating - the most natural way to connect with the aqua creature. Waited for the whole morning until one giant manta willing to put on a show. It was the last dive before we call it a day.

相機與鏡頭 Camera & Lens
Sony A7iii + 14mm GM

防水殼與配件 Accessories
SeaFrog

設定 Setting 1/320s ƒ/16 ISO 800



展會亮點 Highlights



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report

Ocean Culture Fair

Since 2018, DRT SHOW has invited the marine-inspired cultural and creative industry into the diving exhibition, becoming the only diving expo in the world to set up an Ocean Culture Fair that promotes cultural exchanges between a variety of creative people from Asia-Pacific and other countries. DRT SHOW Hong Kong 2023 convened a total of 11 cultural and creative brands to participate in the exhibition including small and exquisite marine-style goodies and gifts for personal use. The organizers of DRT SHOW are looking forward to inviting more cultural and creative manufacturers to participate in the exhibition next year.





展會亮點

Highlights



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report

Lucky Draw – a gift of happiness

The two-day lucky draw was one of the most anticipated events of the weekend. With the purchase of a ticket, visitors had the chance to win free diving equipment, aquatic camera equipment, marine cultural and creative items and, the biggest prize, Nauticam NA-A6400 Housing for Sony α6400! Visitors who completed the stamp activity, carefully planned by the organizers of DRT SHOW, could win a small gift sponsored by various brands. Many exhibitors also organized lucky draws at their booths, ensuring the visitors participated happily.





感謝名單

Thanks List



DRT SHOW Hong Kong

15-17 Dec 2023

Post Report

-- SPEAKERS --



大獅
Alan Wan
潛水教練
水底攝影師
外潛組團策劃人



黃良富
Allen Huang
DIVESTAR 執行長



崔佩怡
Apple Chui
香港中文大學
助理教授



葛展榮
Brian Kot
香港城市大學
助理教授



張立興
Chris Cheung
香港自由潛水協會
董事



張帆
Fan Zhang
專業水下攝影師



李偉鏗
Henry Li
潛水教練
水下攝影師



雷亞司
Ireneo Reyes
菲律賓國家旅遊局
上海代表處，旅遊領事



Jerome Kim
獲獎水下攝影師



張樵仁
Joe Chang
AOI 特約水下攝影師



Kay Burn Lim
獲獎水下攝影師



郭子祈
Kwok Tsz Ki
生態攝影師
製片人



林青
Lin Qing
製片人
職業經理人
自由攝影師



董奕鈿
Melody Dong
資深潛水員



Raymond Chan
SDI TDI ERDI
教練訓練官



關雪瑩
Sally Kwan
PADI 水肺潛水教練
PADI 及 MFI 美人魚教練
水下人像攝影師



Samuel Chung
SDI TDI ERDI
教練訓練官



鳥居拓也
Takuya Torii
INON 企業傳訊總監



Vania Kam
水下攝影師
DIWA 水下攝影考核官



感謝名單

Thanks List



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report

-- SHOW PARTNERS --





展商數據——展商類別

Exhibitor Statistics

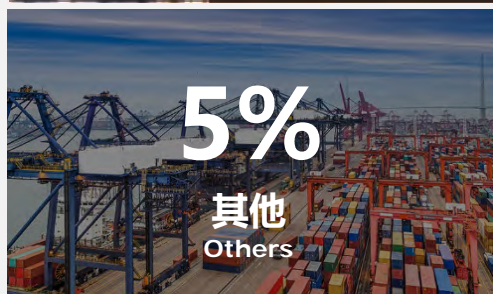
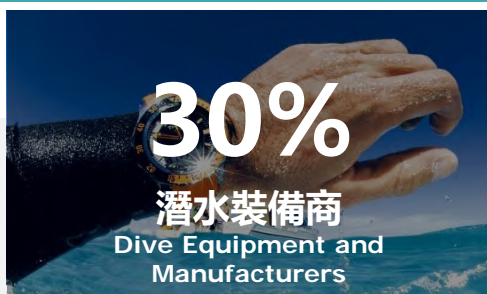


DRT SHOW Hong Kong

15-17 Dec 2023

Post Report

展商以產品分類 Exhibitors by Product Category





展商數據——滿意度

Exhibitor Statistics



DRT SHOW Hong Kong

15-17 Dec 2023

Post Report

- According to the survey, 97% of the exhibitors expressed very high satisfaction with the exhibition.



- 認為展會觀眾素質滿意至非常好
Agreed the visitor's quality from satisfactory to excellent



- 認為參展成績滿意至非常好
Concluded the exhibition result from satisfactory to very fruitful



- 計畫參加2024香港國際潛水暨度假觀光展
Intended to participate in DRT SHOW Hong Kong 2024



展商數據——帶來效益

Exhibitor Statistics



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report

展會為展商帶來的效益 Benefits Exhibitors Gained from the Exhibition

成功發掘潛在客戶
Generated sales leads 60.2%



取得現場生意合約
Generated sales onsite 18.4%



成功建立公司/產品形象
Enhanced corporate / product image 45.6%



能與分銷/代理商見面
Met up with potential distributors / agents 26.7%



能更瞭解國際市場情況
Obtained a clearer picture of the global market situation 44.6%



成功建立合作夥伴關係
Established partnership 25.2%



成功把新產品引入國際/亞太市場
Successfully introduced new products into Global / Asia-Pacific Market 18.6%



與行業協會/政府機關成功建立聯繫
Established contacts with related trade associations / government parties 8.6%



能與買家見面
Met up with buyers 74.8%



*參展商可選多選項
Exhibitor can make multiple choices.



訪客數據——訪客類別

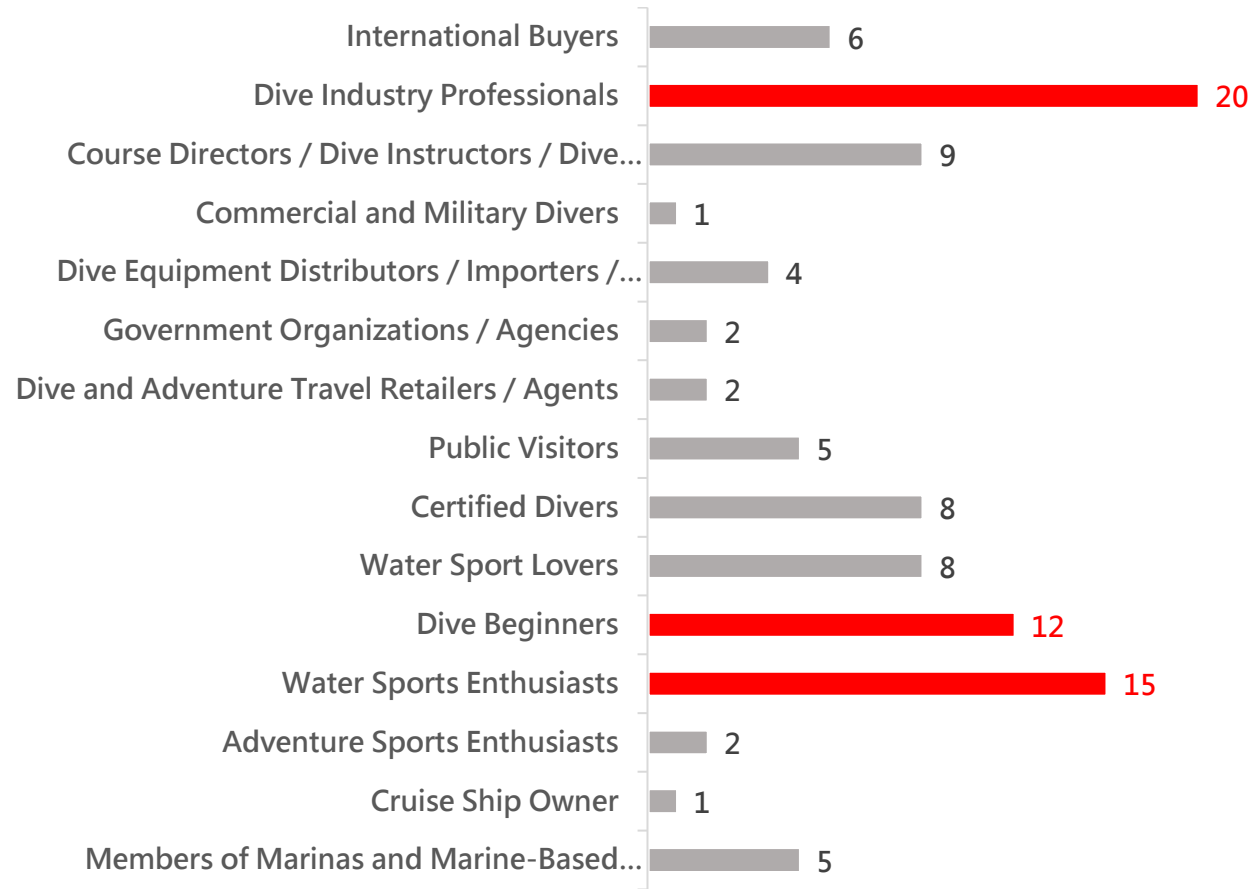
Visitor Statistics



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report

■ 訪客類別 Visitor's profile:

訪客分類 Trade visitors	百分比 Percentage (%)
國際買家	6%
潛水行業專業人士	20%
潛水課程導師 / 潛水教練 / 潛水專家	9%
商業和軍事潛水夫	1%
潛水裝備批發公司 / 進口商 / 批發商 / 零售商	4%
政府機構 / 代理商	2%
潛水和探險旅遊零售商 / 代理商	2%
公眾訪客	5%
認證潛水夫	8%
水域運動愛好者	8%
潛水初學者	12%
水下運動熱愛者	15%
冒險運動熱愛者	2%
遊艇擁有者	1%
海洋團體	5%



訪客數據——訪客來源

Visitor Statistics

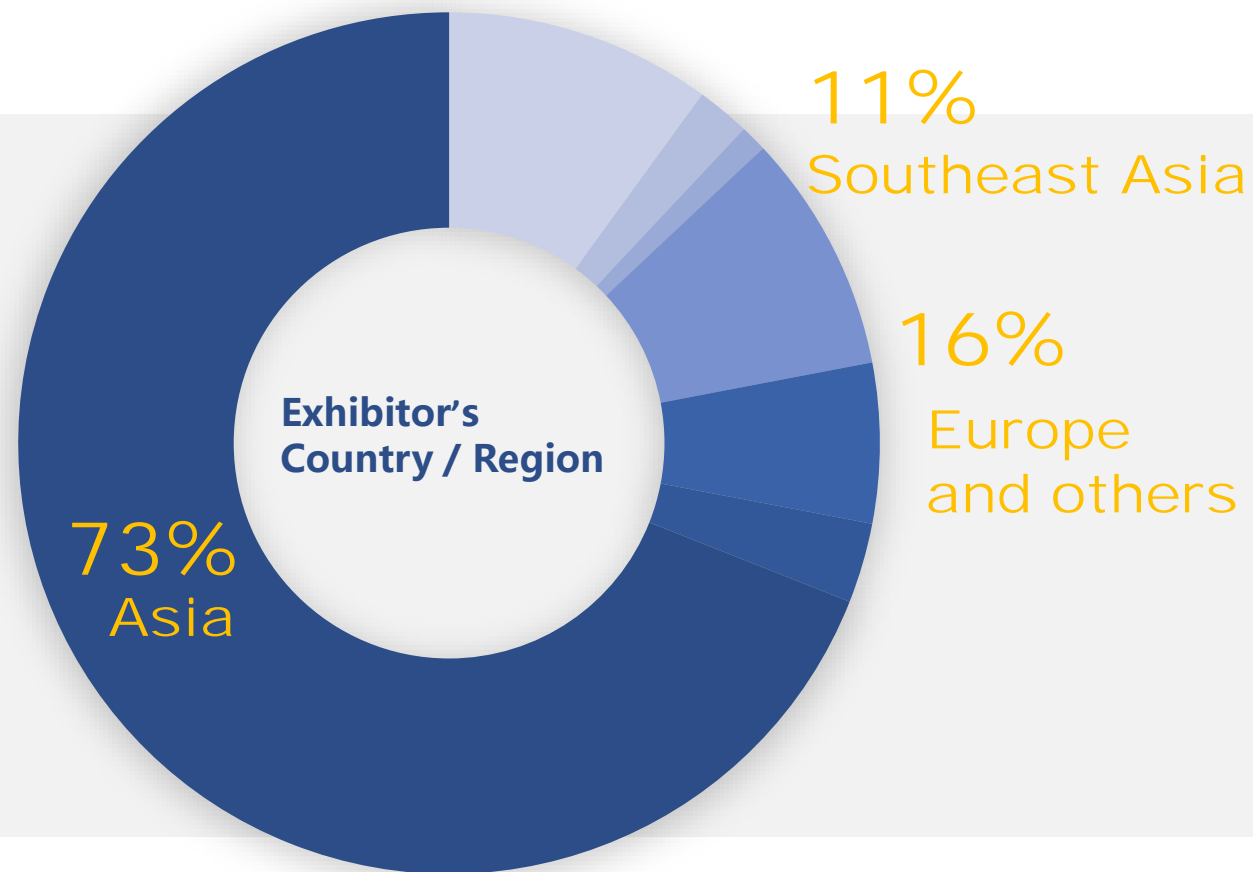


DRT SHOW Hong Kong

15-17 Dec 2023

Post Report

國家 / 地區 Country / Region	百分比 Percentage (%)
亞洲 Asia	73%
歐洲 Europe	6%
美洲 America	4%
東南亞 Southeast Asia	11%
日本 Japan	1%
韓國 Korea	2%
澳洲 Australia	1%
中東 Middle East	2%





訪客數據——參訪目的

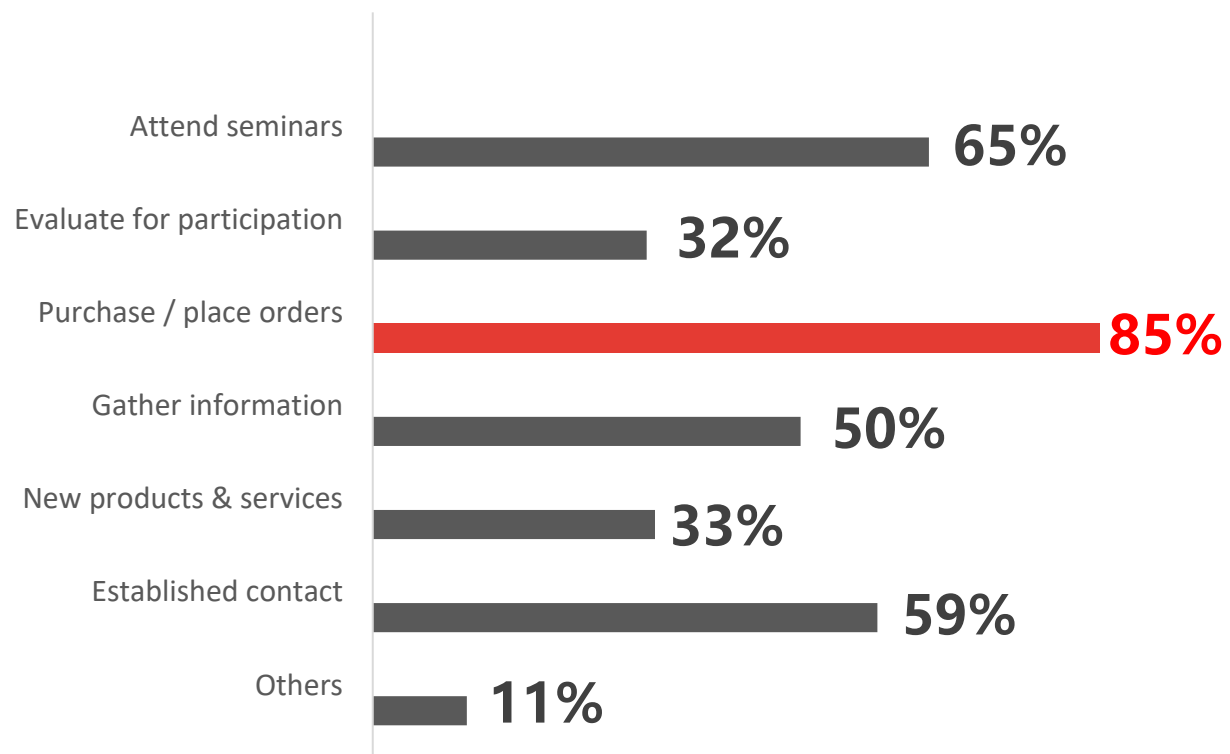
Visitor Statistics



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report

■ 訪客參訪目的 Purpose of visit:

參訪目的 Purpose of visit	百分比 Percentage (%)
參與講座	65%
評估下屆展會情況	32%
購買/下訂單	85%
搜集資訊	50%
獲取新產品及服務資源	33%
拜訪供應商與負責人	59%
其他	11%



*由於是多選題，百分比加起來超過100%
Percentage adds up to more than 100 percent because this is a multiple-choice question.



- 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



現場活動 Events



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report



- Ocean Stars UW Photo Gallery



- Lucky Draw



現場活動

Events



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report



- Ocean Culture Fair



- New Product Showcase



媒體傳播

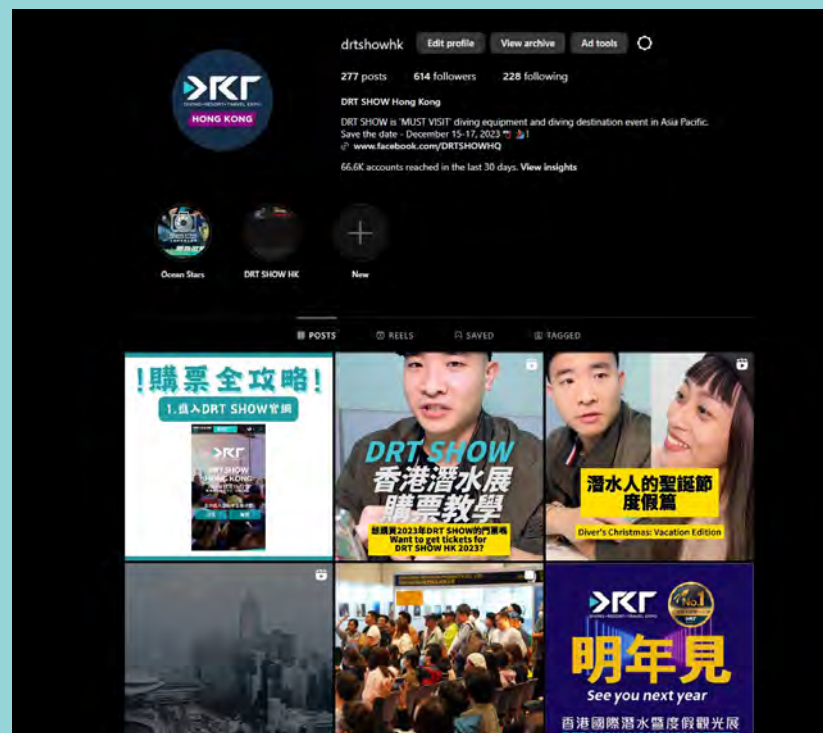
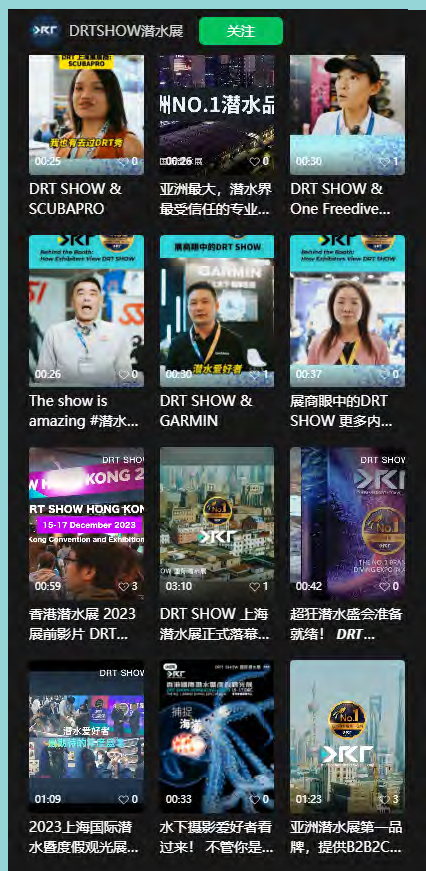
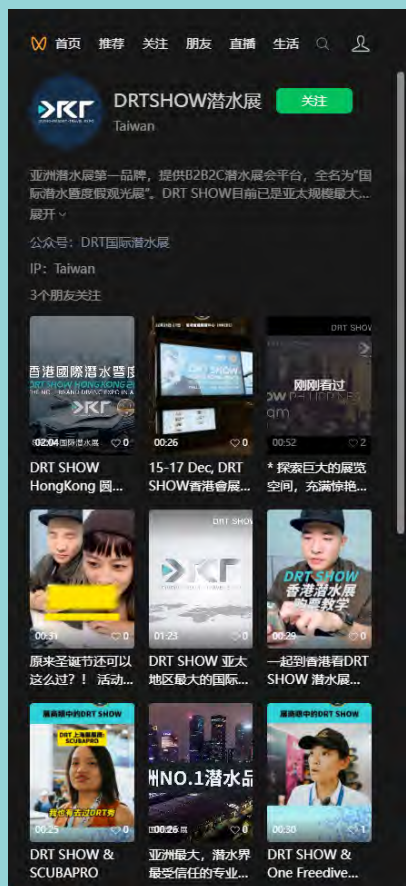
Media Release



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report

Mainstream Media

■ DRT SHOW was widely published before, during, and after the event by mainstream media.





合作夥伴支持

Media Support



DRT SHOW Hong Kong
15-17 Dec 2023
Post Report

Co-Organizer / Supporting Partners



Alliance Partners



Prize Sponsor Partners



Media Partners





Comparison between DRT SHOW Hong Kong and similar diving expos in Asia





DRT SHOW Hong Kong 2024

- **Event Date:**
13th – 15th December, 2024
- **Venue:**
Hong Kong Convention and Exhibition Centre(HKCEC)



More events are coming soon, stay tuned!

- | | | | |
|----------------------------------|----------------------------|---------------------------------|----------------------|
| • 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 |



| Contact us
sales@drtexpo.com
www.drtexpo.com

DRT SHOW Hong Kong 2024

13th – 15th Dec >> Hong Kong Convention and Exhibition Centre (HKCEC)

Thank you and see you soon!

| Copyright Notice:

- The Organizer of DRT SHOW (Diving, Resort and 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 with 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, or transmitted in any form or by any means without prior written permission of the Organizer of DRT SHOW (Diving, Resort and Travel Expo).