



# DRT SHOW PHILIPPINES 2023

18-20 Aug SMX Manila Convention Center

**POST REPORT**



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**DRT SHOW,  
THE LARGEST DIVING,  
TRAVEL AND RESORT EXPO  
IN ASIA PACIFIC**

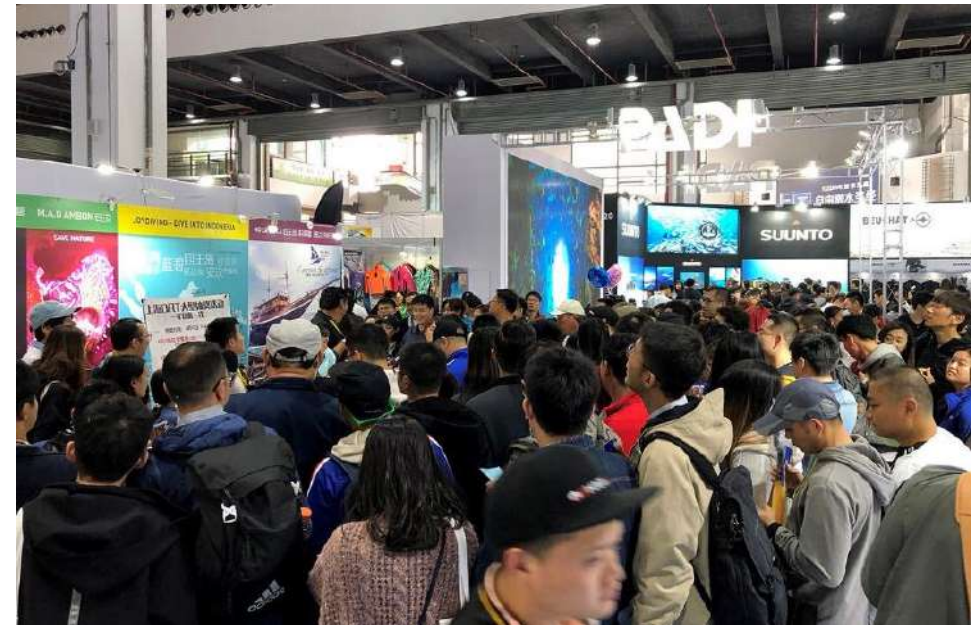
# DRT SHOW

## DIVING RESORT TRAVEL EXPO

DRT SHOW  
PHILIPPINES 2023  
18-20, Aug  
SMX Manila Convention Center

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.





- **Takes place** in **12** countries / regions in Asia Pacific.
- **Serves** more than **2,500** booths a year.
- **Attracts 450,000+** dive and travel industry professionals and visitors from 65 countries around the world.



# 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



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.
- ✓ 200%-300% 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



**1. Overview**

**2. Highlights**

**3. Thank List**

**4. Exhibitors Statistics**

**5. Visitors Statistics**

**6. Events**

**7. Media Release**

**8. Media Support**

**9. Contrast**

**10. Prospect**



- DRT SHOW Philippines gathered 120+ brands from all over the world. The three-day exhibition attracted 18,742 visitors.



# 18,742

No. of Visitors



# 120

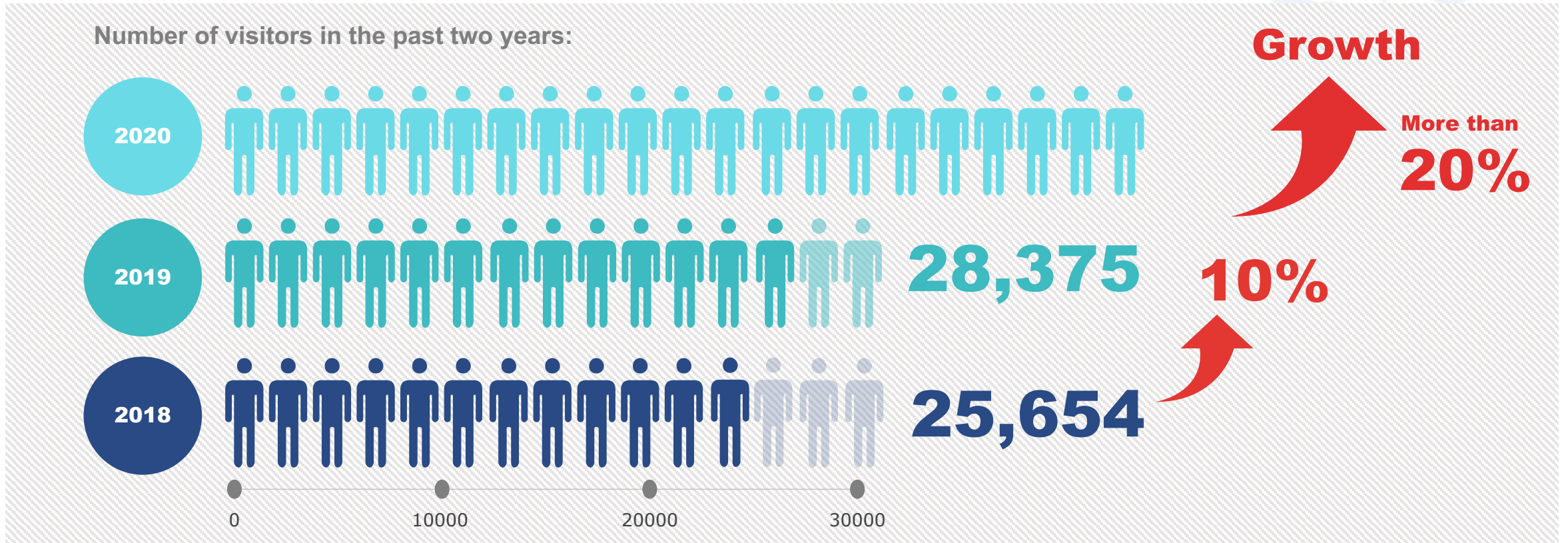
No. of Brands







- The number of visitors peaked at 10% of growth in 2019. More than 20% of growth in the number of visitors is expected in 2024.



## DRT SHOW the Largest Diving Expo in the Philippines

The 6th Diving and Resort Travel Expo (DRT SHOW) Philippines, which was held by LX Development Group Limited had been successfully closed on SMX Convention Center, Manila and met an overwhelming positive response from both local and international exhibitors and visitors. This year's DRT SHOW brought together more than 20 famous diving brands such as Cressi, DIVEPRO, IST, Garmin, GULL, Lawrence Factor, Leaderfins, Nautilus, SCUBAPRO, PROBLUE, SKYWOODS, Aquamundo, DIVESTAR, Mares, Beuchat, INON. Shearwater / Atomic, Audaxpro, DIVEVOLK, TUSA, seac, Halcyon, Fourth Element, SUPE, SEA&SEA, SHORE IT UP! As well as the professional diving teaching system TDI SDI, SSI, DIWA, NAUI participated. Famous brands such as Mares, DIVEVOLK, Sherwood, Cressi, Garmin, etc. revealed their latest products at the DRT SHOW to enhance brand exposure and marketing, and also demonstrated their strengths in R&D and technological innovation. In addition, a number of dive resorts and dive tour operators participated in the show, offering complete dive training courses and limited dive travel offers to the public. The variety of contents stimulated visitors' consumption potential and led to excellent product marketing and sales results.



## Popular Diving Seminars

DRT SHOW Philippines 2023 invited 18 speakers from diverse diving fields including underwater photography and videography, scuba diving, technical diving, freediving, dive tourism, mermaid, marine biology, and ocean conservation. Speakers delivered wonderful speeches by presenting the beautiful diving environment and rich marine lives through photos and videos taken during diving; on the other hand, to raise awareness among the community, issues of conservation and marine ecosystems were highlighted during the seminars.




**DRT SHOW PHILIPPINES 2023**  
THE NO. 1 BRAND DIVING EXPO IN ASIA

### Speakers

 <b>AA Yaptinchay</b> President and Executive Director, MARI	 <b>Danny Ocampo</b> Instructor, Dive Center	 <b>Elsie Gabriel</b> Ambassador for Malibu OceanQuest Co-founder, DiveQuest	 <b>Em Quintana</b> Professional Marine Photographer	 <b>George Wegmann</b> Instructor, Dive Center Philippines	 <b>Gerz Dejunco</b> Dive Instructor / Instructor
 <b>Jerome Kim</b> Underwater Photographer	 <b>Joel Ascalon</b> Program Lead of ARI-CAN Founder of Babaykayacan	 <b>Kaito Ledesma Trebel</b> Trustee of DiveQuest Island	 <b>Mark Reusch</b> Founder, Passion for Diving Scuba Adventures	 <b>Melody M. del Rosario</b> President, Vista Pacific Treatments Foundation	 <b>Paul Donald Pertridge</b> Owner of Swift Pico Beach and Lantana Resort
 <b>Ram Yero</b> Underwater Photographer	 <b>Rick Kirkham</b> SD, TDI/As Pacific Business Representative	 <b>Scott Gutsy Tasson</b> MSA/As Photographer Owner of Aquatic Sports Philippines	 <b>Sef Alba Carandang</b> Trustee of DiveQuest Island	 <b>Takuya Tani</b> As Corporate Ambassador, DiveQuest	 <b>Vanessa Vergara</b> Dive Instructor Philippines Island Owner of DiveQuest Underwater Photographer

## Be an Ocean Saver with DRT SHOW

“Be an Ocean Saver” was newly launched by the Organizer. It consisted of onsite voting of Ocean Stars Underwater Photo Gallery and “Be an Ocean Saver Challenge” that was co-organized by well-known conservation artist Mr. AG Saño and non-profit organizations such as Clean Our Oceans Project, Greenpeace Philippines, Marine Wildlife Watch of the Philippines, Reef Check Philippines, and SEA Institute – VIP. Visitors could easily gain the awareness of marine conservation and enjoy onsite activities through the game.

“Through the activity, we not only are able to admire the underwater beauty of the Philippines through photos and videos but also learn the importance of marine conservation by playing fun interactive games”, the Organizer said. During the event, nearly 1,000 participants accomplished missions and won eco-friendly prizes such as bamboo toothbrushes and bamboo straws sponsored by Bambuhay, Cebu Eco Fix, and The Bamboo Company.



## Ocean Stars UW Photo Gallery

50 underwater photos were exhibited during DRT SHOW Philippines 2023. “Window to the Sky” shoot by Mr. Danny Ocampo won the Most Voted prize sponsored by Squires Bingham Sports. Thanks our sponsor **Squires Sports** to donate Cinebags CB25 camera bag.



## To Inspire Today's Youth to become Tomorrow's Conservationists

Numerous kids coming to DRT SHOW with their parents was another highlight of this event. At DRT SHOW Philippines, kids could participate Ocean Bingo Game and take photos with a 10-meter-long giant whale installation; furthermore, they could enjoy fun activities such as coloring, pottery, origami, and upcycling to learn the importance of marine conservation at Kids Zone which presented by Philippine Reef and Rainforest Conservation Foundation Inc. (PRRCFI) -- with their aim of “to Inspire Today's Youth to become Tomorrow's Conservationists.”



## VIP Speakers

AA Yaptinchay, Danny Ocampo, Elsie Gabriel, Em Quintana, George Wegmann, Gordos Gojunco, Jerome Kim, Joal Ascalon, Kaila Ledesma Trebol, Mark Rausch, Melody M. del Rosario, Paul Donald Partridge, Ram Yoro, Rick Kirkham, Scott Gutsy Tuason, Sef Alba Carandang, Takuya Torii, Vanessa Vergara.



AA Yaptinchay



Danny Ocampo



Elsie Gabriel



Em Quintana



George Wegmann



Gordz Gojunco



Ram Yoro



Rick Kirkham



Scott Gutsy Tuason



Jerome Kim



Joal Ascalon



Kaila Ledesma Trebol



Mark Rausch



Melody M. del Rosario



Paul Donald Partridge



Sef Alba Carandang



Takuya Torii



Vanessa Vergara

## Prize Sponsors

Halcyon (Tech Asia Divers Institute / Asia Divers), Aquamundo Sports Inc., The Philippine Reef & Rainforest Conservation Foundation, Inc./PRRCFI, Divevolk Intelligence Tech Co. Ltd, Cressi - Ocean Dive Supply, Pili Divers Tablas, EZDIVE, Kinugawa Corporation (Gull Japan), Squires Sports Philippines, Mares Philippines (HEAD Sport Philippines Inc.), Blue Cell, Intotheblue.





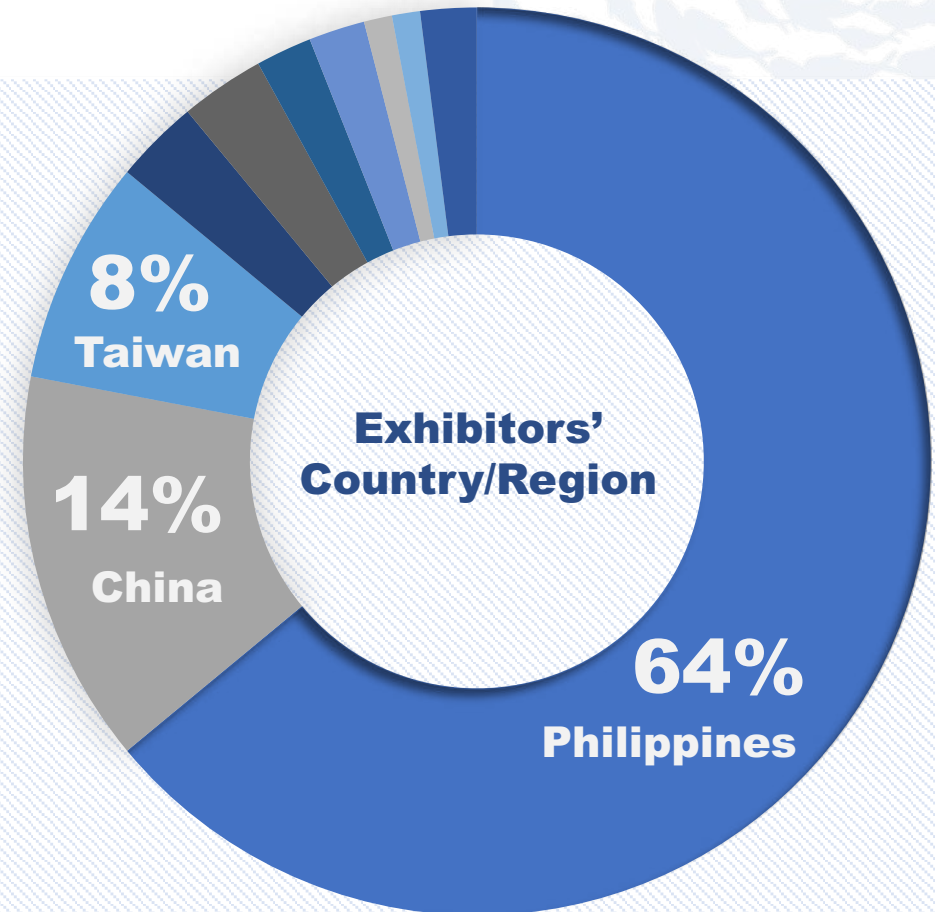
## Product Classification of Exhibitors





## ■ Origin of Exhibitors:

Country/Region	Percentage (%)
Philippines	64%
China	14%
Taiwan	8%
Korea	3%
USA	3%
Europe	2%
Japan	2%
Australia	1%
Malaysia	1%
Others	2%





■ Exhibitor Satisfaction:



Satisfied with the visitors' quality



Satisfied with the expo effects



Intended to participate in  
DRT SHOW Philippines 2020



## Benefits Exhibitors Gained from the Exhibition

Generated sales leads **72.5%**



Enhanced corporate/product image **42.2%**



Obtained clearer picture of the market situation in the Philippines **33.2%**



Successfully introduced new products into Philippine Market **16.6%**



Met up with buyers **72.6%**



Generated sales on the show floor **68.7%**



Met potential distributors/agents **15.3%**



Established partnership **28.9%**



Established contacts with related trade associations/government bodies in the Philippines **7%**



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

## ■ Visitor's profile:

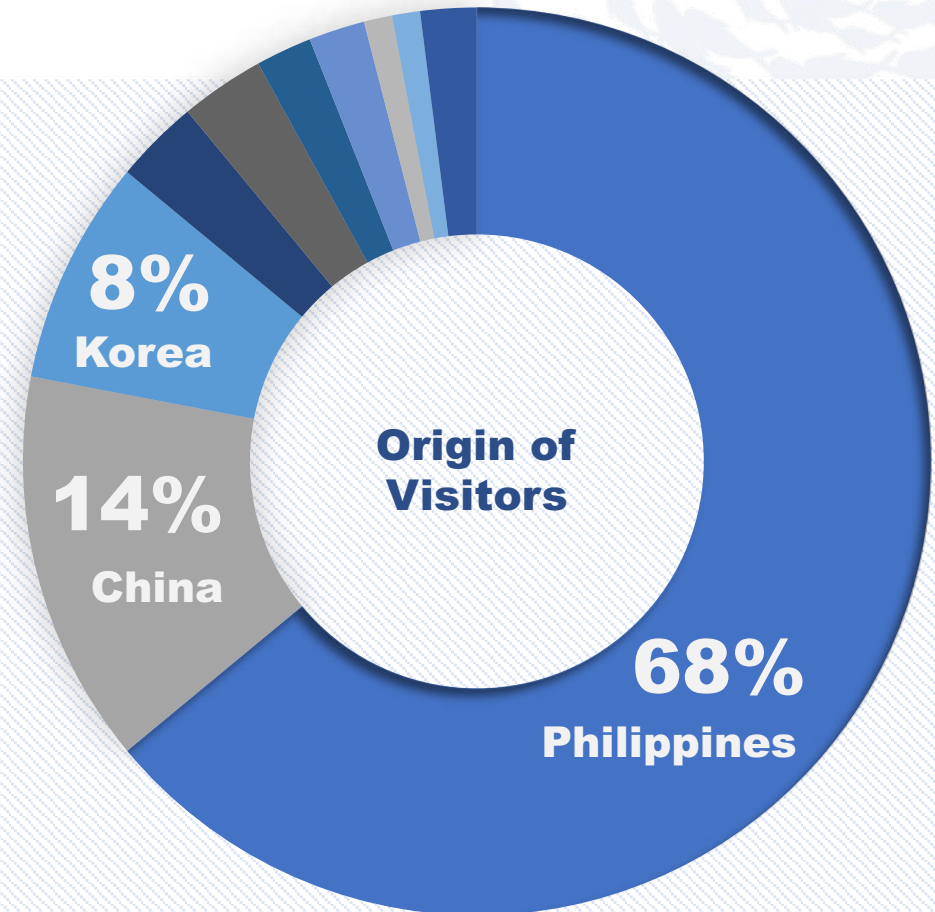
Visitors	Percentage (%)
International Buyers	6%
Dive Industry Professionals	19%
Course Directors / Dive Instructors / Dive Masters	14%
Commercial and Military Divers	2%
Dive Equipment Distributors / Importers / Wholesalers / Retailers	8%
Government / Organizations / Agencies	2%
Dive and Adventure Travel Retailers / Agents	3%
Public Visitors	8%
Certified Divers	32%
Water Sport Lovers	22%
Dive Beginners	16%
Adventure Sports Enthusiasts	8%
Cruise Ship Owner	1%
Members of Marinas and Marine-Based Associations	5%





■ Origin of Visitors:

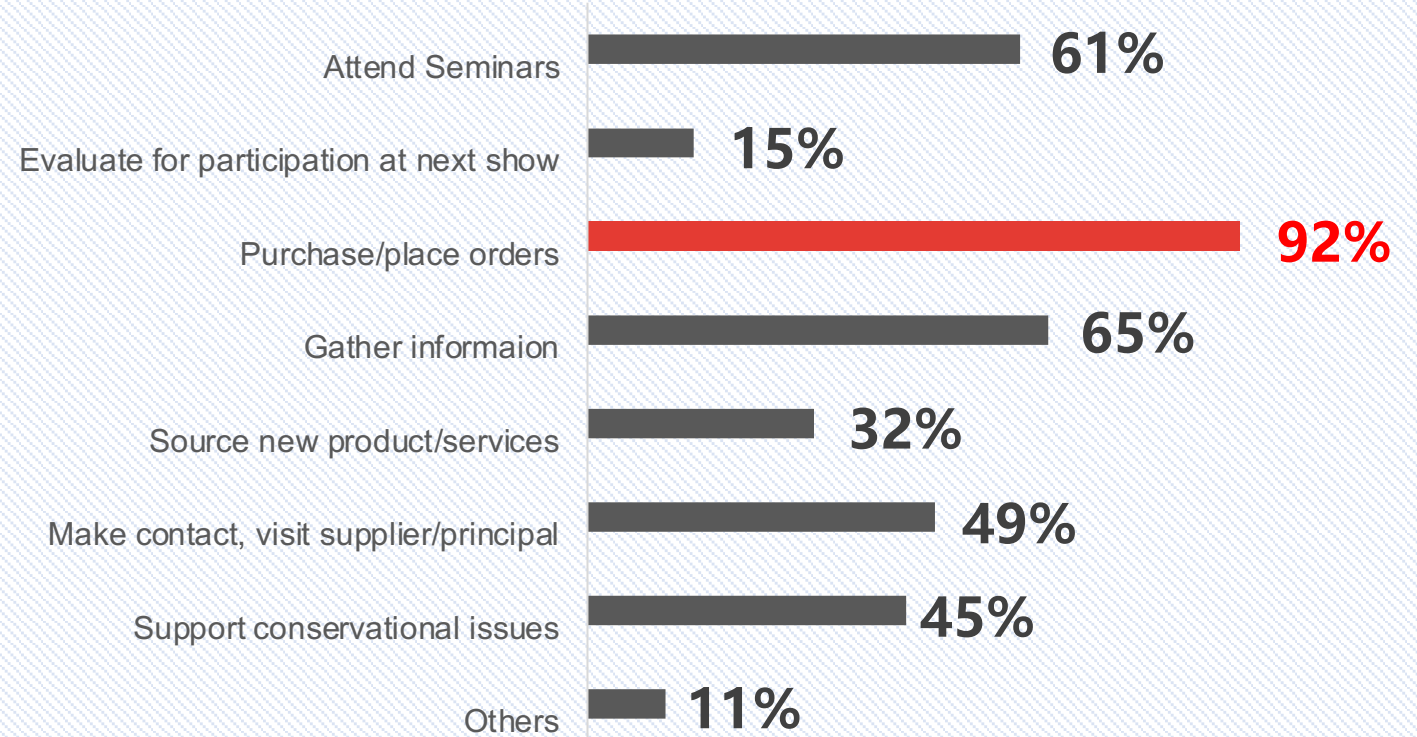
Country/Region	Percentage (%)
Philippines	68%
Korea	8%
China	10%
USA	5%
Europe	3%
Middle East	3%
Japan	1%





■ Purpose of visit:

Purpose of visit	Percentage (%)
Attend Seminars	61%
Evaluate for participation at next show	15%
<b>Purchase/place orders</b>	<b>92%</b>
Gather information	65%
Source new product/services	32%
Make contact, visit supplier/principal	49%
Support conservational issues	45%
Others	11%



## Professional Seminars



- Underwater Photography Seminar
- Freediving Seminar
- Technical Diving Seminar



- Dive Destination Seminar
- Marine Conservation Seminar
- Marine Biology Seminar



- Mermaid Seminar
- Dive Equipment Seminar



## Be An Ocean Saver








# BE AN OCEAN SAVER

Complete the mission by collecting 8 stamps on designated booths to win a free DRT SHOW photo shoot!





















## Professional Seminars



**Ocean Gallery**



**Lucky Draw**



**Kids Zone**



**New Product Showcase**



**Ocean Culture Fair**



## Show Partners & Exhibitors :



## DRT SHOW Philippines 2024

- Date:  
6-8 September, 2024
- Venue:  
SMX Convention Center Manila



More events are coming soon...

- Underwater Photography Seminar
- Marine Biology Seminar
- New Products Showcase
- Kids Zone
- Freediving Seminar
- Mermaid Seminar
- Ocean Gallery
- New Products Launch
- Technical Diving Seminar
- Dive Equipment Seminar
- Ocean Culture Fair
- Ocean Plastic Free
- Dive Destination Seminar
- Marine Conservation Seminar
- Marine Workshop
- Raffle



Thank You & See you next year!

2024

06-08 SEPT

SMX Convention Center Manila

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