



# Taiwan Outdoor Show

2018 Show Report



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# General Information





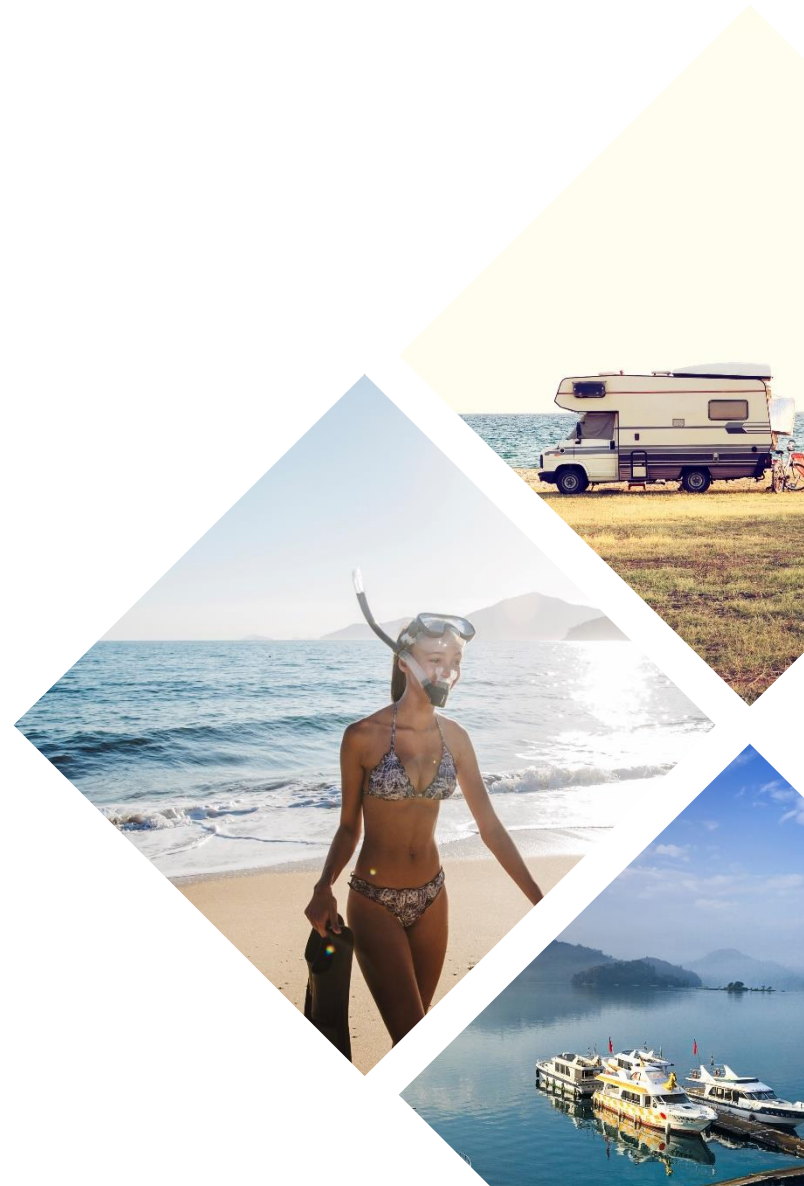
# General Information

## Dates & Time

2018/10/18-21 【10:00 – 18:00】

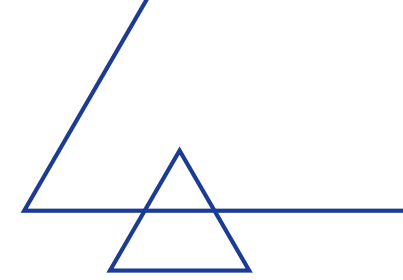
## Venue

Taipei Nangang Exhibition Hall





# General Information



## Adviser

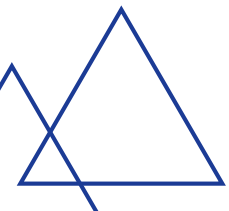
Bureau of Foreign Trade / Republic of China Sports Federation

## Organizer

Taiwan Outdoor Group (T.O.G.) / Chan Chao International Co., Ltd.

## Co-Organizer

Chinese Taipei Alpine Association / Chinese Taipei Triathlon Association /  
Chinese Taipei Ski Association / Chinese Taipei Roller Sports Federation /  
Fishing Tackle Association of the Republic of China / Wheel Giant Inc. /  
Soft Power Media Co., Ltd. / KSADMG



# General Information

## Exhibit Category



Outdoor  
Apparel



Camping



Water  
Sport



Bike  
Sport



Outdoor  
Footwear



Sports  
Fashion  
&  
Accessories

Marketing





# Marketing



## PR

- Opening Ceremony
- Award Ceremony



## AD

- TV
- Magazines



## DM

- Invitation
- Poster
- E-Newsletter
- Overseas DM



## E-Marketing

- Official Website
- FB & IG Ads
- Google Ads



## Strategic Alliance

- Affiliated Store
- Horizontal Alliance
- Media

# Marketing Result

## Public Relationship



Opening Ceremony



TOG Award Ceremony

# Marketing Result

- **Time**  
2018/10/18 11:00
- **Location**  
Outdoor School,  
Taiwan Outdoor Show

## Public Relationship Opening Ceremony





# Marketing Result

## Public Relationship Opening Ceremony

### ➤ Opening VIP

- TRDAI / President / Zheng-hong, Chen
- TRDAI / Honorary President / Hong-huan, Hsu
- TRDAI / Executive Director / Qin-ming, Zhuo
- TRDAI / Supervisor / Sheng-fu, Qiu
- TTRI / Director / Hong-en, Chen
- Forestry Bureau / Deputy Director General / Yu-guang, Liao
- Taiwan Textile Federation / Director / Yun-qin, Guo
- Outside Magazine / Chief Editor / Bo-ru, Chen
- Chan Chao Int'l Co., Ltd. / General Manager / Mou-ting, Lin



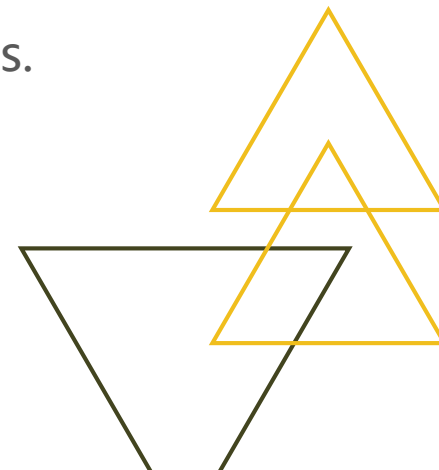
# Marketing Result

## Public Relationship TOG Award

Following the example of Munich's ISPO Award, TOG held its first Award in 2016.

It aims to encourage companies and designers to be innovative and bring out the best in outdoor industry.

Taiwan's outdoor industry looks to grow to about 25 billion NT\$ in 2020. With the TOG Award competition, we hope to increase the industry's international competitiveness.



# Marketing Result

## Public Relationship TOG Award

Our panel of judges comes from different fields of profession including outdoor magazine chief editor, designers, university professors, testing institution, outdoor specialists, equipment specialists and other related field specialists.

TOG Award competition has a preliminary round to narrow down the qualifiers. And then a final round to select Winner of the Year, Gold Winners and Winners.





# Marketing Result

## Public Relationship TOG Award



**Winner  
of the  
Year**



### Lightweight Waterproof Boots

- PUHU Footwear CO., LTD.



### Ecowincool and Ecowindry fiber products with multi- tone, multifunction and Upcycling

- Zhanyi Science &  
Technology Co., Ltd.

# Marketing Result

## Public Relationship TOG Award



**THOT® - Taipei by Night" Light-Jacket**

- Tex-Ray Industrial Co.,Ltd



**LIN-TEX breathable and waterproof socks**

- LINTEX WATERTIGHT Co.,Ltd



**ÜPON 3G BIVY TENT (1P)**

- ÜPON OUTDOOR



**Feebee's sock shoes**

- Fees International Co., Ltd



**Gold  
Winners**

# Marketing Result



- **StoRm-Flex**  
- TOHEI MULTI-SOURCING COMPANY
- **Feebee's sock shoes**  
- Fees International Co., Ltd
- **Dust-free technology superconducting water purification towel**  
- Locomonia Ltd., Co.,.
- **Seamless Sports Protector**  
- VICTOR RACKETS IND. CORP.

# Public Relationship TOG Award



- **3/2mm Super Stretch Skin Triathlon Fullsuit**  
- Aropec Sports Corp.
- **Eco Puncture Proof Series / Compassion Technology Series / R2R Sun Goggle**  
- DA.AI Technology Co., Ltd
- **Atunas Superlight Underwear Collection**  
- Sun Own Industrial Co., Ltd.



# Marketing Result

## Advertisement



- **Number of ads**  
5 seconds of each one;  
2 in total.
- **Channel**  
TV in MRT, cable TV
- **Period**  
10/9 - 15

TV

# Marketing Result

## Advertisement



### ➤ Magazine

- 《Outside》 / No.36
- 《Outside》 / No.37

Magazine

# Marketing Result

# Advertisement



Flyer



Poster

## ➤ Deliver Place

- Outdoor Equipment Store around Taiwan
- Campsite around Taiwan
- Sports Center in Taipei City & New Taipei City
- Hostel around Taiwan
- Community & Apartment in New Taipei City (3 Districts)

## ➤ Number of Delivery

- Flyer : **300,000**
- Poster : **3000**

# Marketing Result

## Direct Marketing



### ➤ Target Audience

- Chan Chao Members
- Exhibitors

### ➤ Number of E-newsletter 7 times before exhibition

### ➤ Result

- Over **1.15million** valid mail
- Average open rate over **27%**

E-newsletter



# Marketing Result

## Direct Marketing



Overseas Direct Marketing

### ➤ Nation

- Hong Kong
- Singapore
- Malaysia
- Vietnam

### ➤ Tool

- Call center
- Survey
- Email campaign

### ➤ Industry

- Dealer
- Retailer
- Agent
- Brand
- Wholesaler

### ➤ Target Buyer Number

**1,000+**



# Marketing Result

## E-Marketing



Official Website

### ➤ Pageviews

**307,000+**

### ➤ User

**56,900+**

### ➤ Main User Nation

- Taiwan
- United States of America
- People's Republic of China
- Japan
- France
- Singapore
- Others (Total from **84** countries)

# Marketing Result

## E-Marketing



FB Ad.



IG Ad.

- Impression  
1,328,000+
- Reach  
547,000+

# Marketing Result

## E-Marketing



### Count Down Post

#### ➤ Exposure Time

10/11 12:00 (One week before the show opened)

#### ➤ Content

Before the show, all co-organizers and exhibitors are called to count down on their media channel and reached their TA.

It made the show information can bloom everywhere, effectively increase the number of visitor.

#### ➤ Post Results

Visitors registered over **1000** times through this post, **400%** higher than other similar post.

# Marketing Result

## E-Marketing



Google Display Network

### ➤ Period

- Overseas : 08/27-09/18
- Domestic : 09/20-10/19

### ➤ Promote Nation / City

- Honk Kong
- Singapore
- Malaysia / Kuala Lumpur

### ➤ Impression

**27,661K+**

### ➤ Click

**33,000+**



# Marketing Result

## Strategic Alliance

➤ Publish  
2018/10/13 (Sat.)

**▲ICU BOSS 迷彩風衣**  
原價5200元/支 特價388元/支

**▲Superdry 男款連帽長版防風外套**  
原價1萬380元 特價4780元

**秀泰生活樹林店**  
▲秀泰生活樹林店6樓親子館，特別斥資3000萬元打造新北最大俱樂部等級室內樂園。  
▲小朋友可於樂園內進行廚房及超級市場等不同主題的職業體驗。

**板橋大遠百**  
▶Y-3 MOBILITY 後背包 1萬8890元  
▼CHARLES & KEITH 手提包 2790元

**▲CELEVON 雙寶面底定香組**  
原價2450元 特價2200元  
限200組 憑券領  
含玩色燦彩彩妝霜+玩色訂製  
優惠+09+休息肌膚清潔卸妝膠棒  
30ml

**戶外用品展 紅點設計品亮相**  
【編品仔/台北報導】台灣戶外用品展10/18-10/21於南港展覽場登場，超過400攤位齊聚一堂，並設有登山、露營、溯溪、鐵人三項與滑水等主題展區，期間更有國際戶外品牌等4大活動，只要完成指定的挑戰任務，就有機會把Turbo Tent帳篷、美國Coleman露營用品等總價值超過100萬的大獎帶回家。  
在新品方面，有瑞典可透過河川湖泊中乾淨、異味的濾網式微管淨水器；另獲得今年德國紅點設計大獎的手搖磨豆機，多段式組裝調整，七芯金屬刀盤，讓手磨時輕鬆又有力，而專利快拆設計讓清潔更便利；以環保材料製成，主體不含有任何有害物質的再生休閒鞋，即如鑽石般輕巧，也於會場亮相。  
**▲直立式三輪七芯手搖磨豆機**  
12presso 愛康實業  
4390元  
**▲輕量防水防雨靴**  
7880元 彪達  
明年1月上市

**▲直徑450cm、高320cm的大型基地帳篷**，以原始蒙古包為特色設計，業者提供Huescamp 450 基地帳篷5萬8800元，Turbo Tent 5500元 寬達展作 10/26上市

**▲蒙古包帳篷 收搭迅速**  
露營活動用品部份，則有直徑450cm、高320cm的大型基地帳篷，以原始蒙古包為特色設計，可一次容納數十名好友一起同聚，並強調5分鐘內可快速收搭，另一款獲得今年戶外用品競賽金獎的UPON 3代輕量單人帳，主打不損地形可靈活架設，耐狂風與大雨。

**爸爸回家做晚飯**

**水果湯圓巧克力串**  
準備食材：紐西蘭綠奇異果、蘋果、黑葡萄、芝麻湯圓、巧克力醬  
料理步驟：  
1.將奇異果切段切塊，蘋果切塊也切大塊。  
2.將第一鍋水，加果糖煮至滾沸後，加入綠豆，煮至熟透。  
3.將所有水果和湯圓串成一串。  
4.取一鍋滾滾放入切成小片的巧克力，鍋中煮開一鍋水將湯圓放上。  
5.以叉子將巧克力融化，並放入一個叉子中間一角，讓在水果湯圓串上即可

**贈福利點 50點 (10點=1元)**  
持福利卡憑此券到全聯買紐西蘭綠奇異果單筆滿100元  
10/12-10/18 紐西蘭綠奇異果 約300g粒 #102 8元  
●有效期限：2018/10/12-10/18  
●本券限使用一次，購買紐西蘭綠奇異果，憑券領取福利點  
●福利點可累積，每10點換現金1元(2018/11/12前有效)  
●指定商品於門市購買為準，紐西蘭綠奇異果等特價商品不適用  
●至全聯購物中心或指定門市兌換可獲贈品或參加抽獎活動

Apple Daily



# Marketing Result

## Strategic Alliance



### ➤ Channel

- Facebook fanpage and group post & lucky draw
- Line message
- Live stream

### ➤ Period

2018/9/21-10/21

### ➤ FB Fanpage Post Reach

**977,000+**

Go Camp Fun

# Marketing Result

## Strategic Alliance



### ➤ Channel

- 1 exhibition article on official website
- 3 posts on Facebook fanpage

### ➤ Article View

**28,000+**

### ➤ Facebook Post Results

- Impression **116,000+**
- Clicks **10,400+**
- Interactive **1,700+**

Hiking Biji

# Marketing Result

## Strategic Alliance



### ➤ Content

Hang exhibition canvas on the wall of NTUNHS Spa Center.

### ➤ Period

2018/7/27-10/21

NTUNHS Spa Center

Media





# Visit Media

TV	Newspaper	Magazine	Internet	Others	Total
35	22	15	36	6	<b>114</b>



年代新聞



※Not Comprehensive.

# Reported

TV	Newspaper	Magazine	Internet	Others	Total
4	11	14	34	6	69



## 游泳池搬到南港展覽館 戶外用品展18日登場

2018-10-15 21:42 聯合報 記者黃國慶／即時報導

「Taiwan Outdoor Show 2018台灣戶外用品展」18日在台北南港展覽館登場，連續4天的展期將有超過400攤位的戶外裝備，內容「包山包海」，從露營、登山、水域活動、鐵人三項、機能服飾都涵蓋，展場將分成四大主題區，提供戶外活動體驗。

台灣戶外用品展今年邁入第4屆，各大廠商皆透過展會推出最新商品，且除裝備，今年還推出登山、露營、水類及三鐵等四大主題區，尤其今年創新推出的無邊界泳池，更是展場一大亮點。

水類專區內也步展出專業水肺潛水、三鐵區展示鐵人三項專業配件，展期也將邀請各領域達人現場分享戶外活動經驗，補充裝備同時也補充知識。

露營主題區與露營界最大咖的「露營瘋」共同合作展出，現場將帶領參觀者體驗不同過往的露營情境，透過實體露營設備的展示，重新認識更多露營生活；登山主題區則提供多項廠商最新產品，更設立大型形象打卡牆，在戶外展就能輕鬆卡「朝美」。

今年戶外用品展還有「戶外尋寶王」、「Outdoor Style」等活動，只要展期內完成任務挑戰及穿著潛水、三鐵及登山裝備入場，就可參加抽獎，把等總值超過100萬大獎帶回家。



2018台灣戶外用品展18日登場，圖／主辦單位提供

## 戶外用品展 紅點設計品亮相

1904 出版時間: 2018/10/13 00:00



台灣戶外用品展10/18~10/21將於南港展覽館登場，有超過400攤位齊聚一堂，並設有登山、露營、三鐵等主題區，露營區更特別營造不同過往的露營情境與裝備，讓消費者重新認識露營美好，展出期間再加碼舉辦戶外尋寶活動，只要完成指定的挑戰任務，就有機會把Turbo Tent帳篷、美國Coleman露營用品等總值超過100萬大獎帶回家。

新品方面，有強調可過濾河川湖泊中泥沙、異味的攜帶式或管淨水器；另獲得今年德國紅點設計大獎的手搖磨豆機，多段式粗細調整、七芯金屬刀盤，讓手磨時輕鬆又省力，而專利快拆設計讓清潔更便利；震地球，以廢棄保特瓶、工廠不良廢料織布再生製成，並添加礦石濾網粒子的再生休閒鞋也於會場亮相。

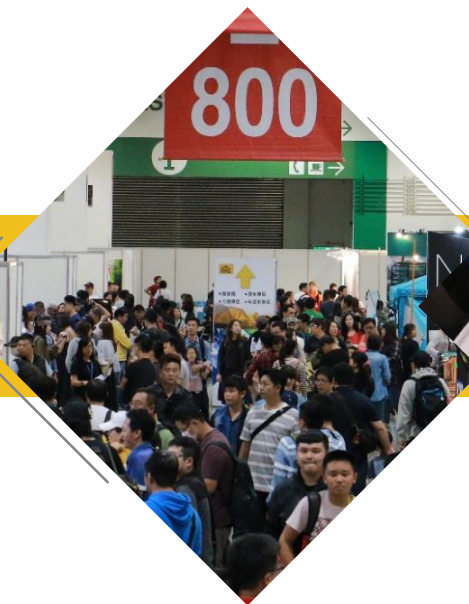
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Event



# Event



Treasure Hunter



Theme Area



Outdoor Style



Outdoor School

# Event Result

## Treasure Hunter



### ► Purpose

Visitors will be guided to the booth of exhibitors through this event.

It can effectively circulate the crowd in the venue and provide exhibitors with more promote opportunities.

### ► Content

Exhibitors plan task in the booth, the organizer integrate all tasks and design the **Treasure Map**.

Visitors can take the Treasure Map and complete the task to get a stamp.

After collecting 10 stamp can participate the lucky draw.

### ► Attendee

**500+**



# Event Result

## ➤ Theme

- Hiking
- Camping
- Diving
- Trithlon

## ➤ Content

- Experience
- Workshop
- Equipment exhibit

## Theme Area



# Event Result

## Theme Area

### ➤ Co-organizer



Hiking



Camping



Diving



Thrithlon

# Event Result

## Outdoor Style



### ➤ Purpose

Invite visitors wear outdoor equipment to visit the show to increase the show atmosphere.

### ➤ Content

Visitors who wear the designated outdoor equipment can visit the show for free.

Go to the Theme Area take pictures can participate lucky draw.

### ➤ Attendee

**700+**





# Event Result

## Outdoor School



➤ **Attendee**  
**1,500+**

### ➤ **Purpose**

Through courses, we can improve show quality, visitors can learn more outdoor activities knowledge at the same time.

### ➤ **Content**

Invited 20 experts in the outdoor to open 22 free courses.

The topics include mountaineering, rock climbing, surfing, thrithlon, etc.

# Event Result

## Outdoor School

### ➤ Lecture



**Hiking/Mountaineering/  
Marathon / Traveling**

- Zhong-ren, Chen



**Mountaineering**

- Si-ui, Liu



**Waterskiing**

- Zai Zai



**Injury Protection**

- Pei-jun, Wang



**Yacht**

- Bo-rui, Chen

# Event Result

## Outdoor School

### ➤ Lecture



#### Rock Climbing

- Yi-xun, Chen



#### SUP

- Sen, Fan



#### Surfing

- George



#### Survival Skills

- Tian-yi, Xiao



#### Kiteboarding

- Eric

# Event Result

## Outdoor School

### ➤ Lecture



**Trithlon/SUP**

- Andy



**River Tracing**

- Hu-zi, xiao



**Canoe**

- Guang



**Tree Climbing**

- Wei-ming, Lin



**Mountaineering**

- Melony

# Event Result

## Outdoor School

### ➤ Lecture



#### Getting Started Outdoor

- Tyrant



#### Diving

- Ren-hao, Liu



#### Skiing

- Max



#### Camping

- Lang



#### Mountaineering

- Bo-Juan, Xie



Show Figures



# Visitor Profile

	Day 1	Day 2	Day 3	Day 4	Total
2017	16,771	21,823	31,234	37,940	<b>107,768</b>
2018	13,504	10,699	21,154	23,846	<b>69,203</b>

## ► Notes

- The 2017 figures included participants in Taiwan Outdoor Show and Taipei International Photography & Media Equipment Exhibition which were held on the same date and in the same venue.
- **The 2017 figures are numbers of participants.**  
**The 2018 figures are numbers of registered attendees.**



# Visitor Profile

## ➤ Breakdown of the Visitor Count by Industry

- Manufacturer (11.85%)
- Brand (3.92%)
- Dealer (3.83%)
- Agent (3.50%)
- Other (76.9%)

## ➤ Breakdown of the Visitor Count by Purpose of Visit (Multiple selections accepted)

- Look for new products (22.35%)
- Collect market and trend information (15.24%)
- Look for new suppliers / agents (5.90%)
- Place Order (5.59%)
- Meet and network with suppliers / clients (4.52%)



# Visitor Profile

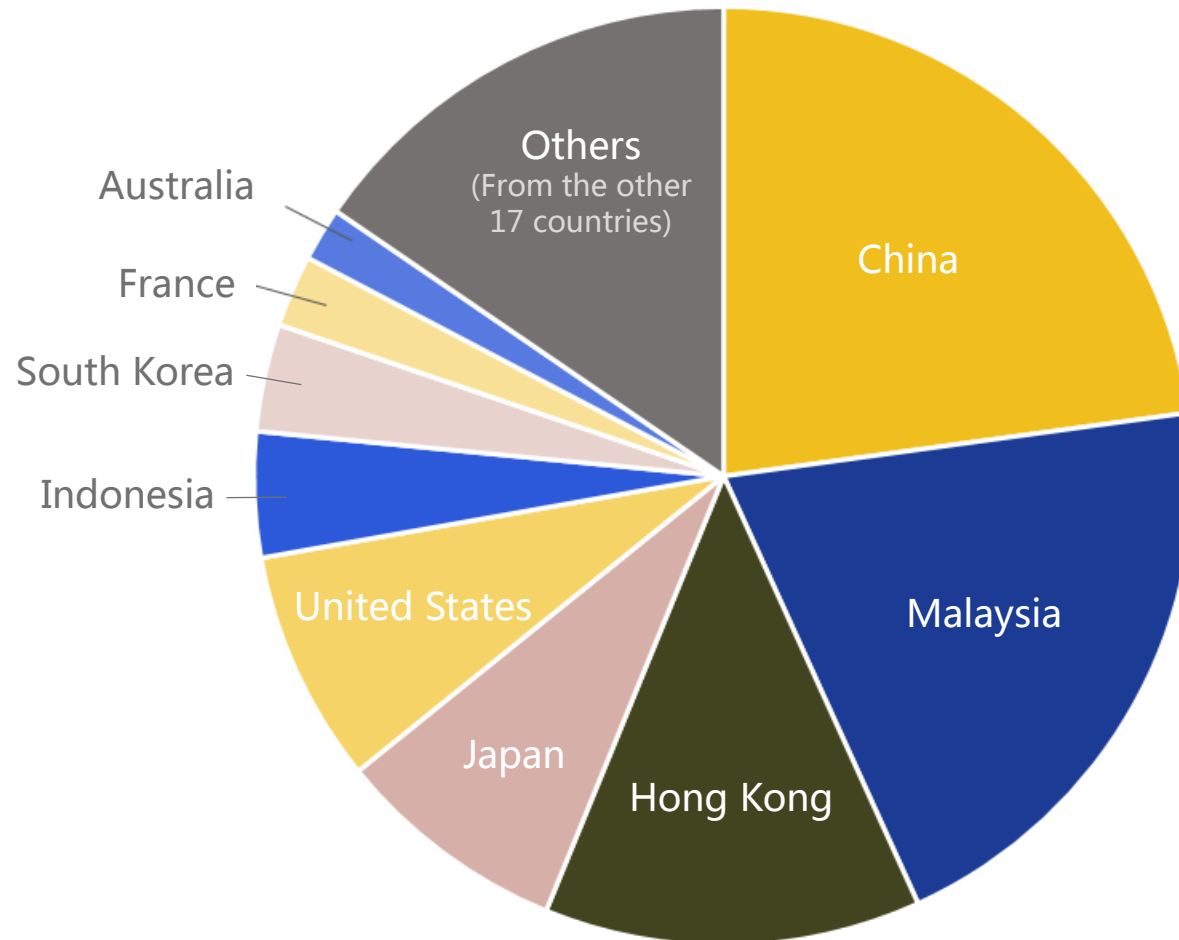
## ➤ Top Nationalities of Foreign Visitors



※ Total from **27** Countries.

# Visitor Profile

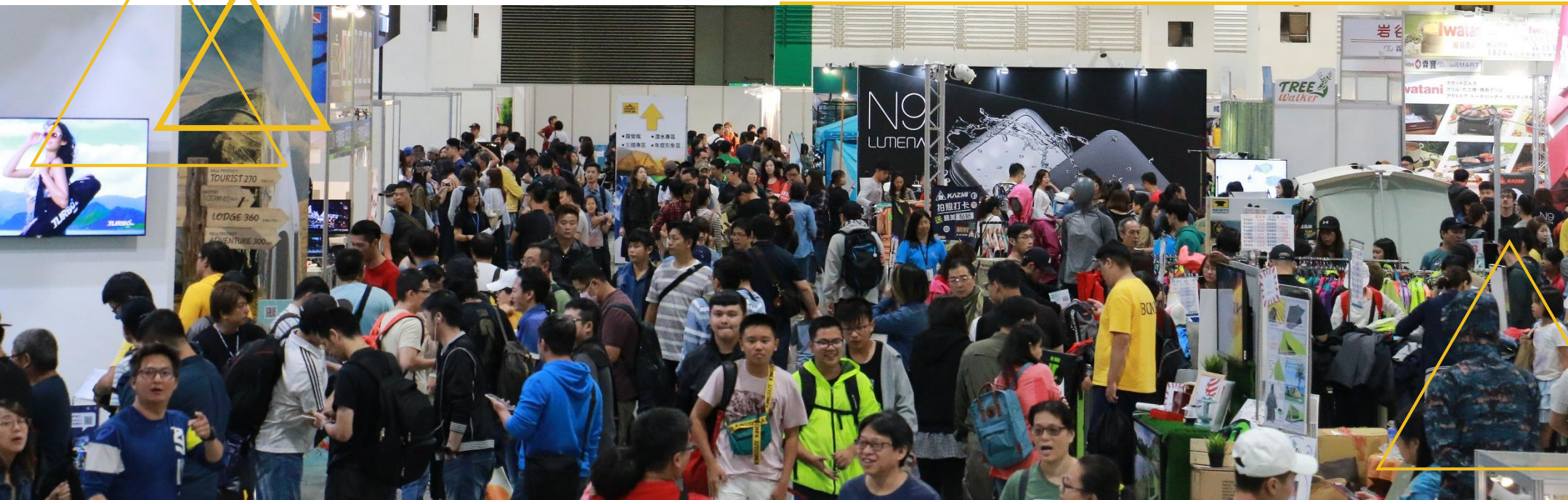
## ➤ Rate of Overseas Visitor





# Exhibitor Profile

	Exhibitor	Booth
2017	115	420
2018	120	459





# Taiwan Outdoor Show

## See You in 2019

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**Kaohsiung**

**4**  
12-15

International Convention Center

**Taipei**

**9**  
27-30

Nangang Exhibition Hall

