

**Subject:** Cline's Diving Industry 1st Quarter 2016 Survey Results for William Cline  
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**Dive Retailers Expect Sales for the 2nd Quarter 2016 to be ahead of the same period in 2015:**

**Dive Resorts and Sellers of Dive Travel also are optimistic about the 2nd Quarter of 2016.**

Cline Group, Creators of:

- » Scuba Diving Magazine
- » The Cline Diving Industry Studies
- » The Scuba Tour (now DEMA's Be A Diver Pool)

Partial Client List:

- » The Bahamas Tourism Board
- » Bonaire's Tourism Board
- » Barbados's Tourism Board
- » The Dutch Caribbean Diving Alliance
- » The Scuba Tour
- » Grenada's Tourist Board
- » Sand Dollar Resort, Bonaire
- » Stuart Cove's Dive Bahamas

## Cline Diving Industry Survey Released

### First Quarter 2016 Dive Business Survey

Cline's Quarterly Dive Industry Survey is in, a total of 105 dive business responded to the survey and indicated the following results:

1. Dive businesses saw, on average, a 8.5% increase in their gross revenues for the 1st Quarter of 2016 versus the same period in 2015.
2. New certifications were up 8.4% for Retailers and Independent Instructors.
3. Retailers posted a 6.2% increase in their gross revenues for the quarter.
4. Dive Travel Sales were down -1.1% for Retailers
5. Dive Equipment sales were up 9.7% for Retailers
6. 86.7% of the retailer respondents were from the USA
7. Dive travel companies posted a combined 13.8% increase in their gross revenues.
8. 80% of all respondents were the facility owner or manager.

The following Businesses Responded to this survey:

| Business Classification   | Total Respondents | % of Whole  |
|---|-------------------|-------------|
| Dive Retailers  | 57                | 54.3%       |
| Independent Dive Instructors  | 19                | 18.1%       |
| Dive Resort or Resort-Based Dive Operators, Wholesaler & Liveboards | 15                | 14.3%       |
| Dive Related Manufacturers  | 6                 | 5.7%        |
| Other Industry Professionals  | 8                 | 7.6%        |
| <i>Total Respondents</i>  | <i>105</i>        | <i>100%</i> |

**» On the whole, 64.8% of all the businesses responded that they expect their businesses to gross more in the 2nd quarter of this year vs the same period last year.**

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I hope you will read each one, send me questions or challenges. Thanks again for subscribing, and I look forward to hearing your comments from time-to-time.

Best Regards,  
William Cline  
President  
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