

**Subject:** Cline's Diving Industry 1st Quarter 2018 Survey Results for william cline  
**Date:** Sunday, May 27, 2018 at 12:25:02 AM Central Daylight Time  
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Quick Facts:

● **On the whole, 50.0% 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.**

● **48.6% of Dive Retailers Forecast Sales for the 2nd Quarter of 2018 will be above the same period in 2017.**

● **Showing more confidence, 52.4% of Dive Resorts and Sellers of Dive Travel are slightly more optimistic about the 1st Quarter of 2018 compared to 2017.**

● **Manufacturers are more optimistic with regards to confidence in their 2nd Quarter of 2018 as 65.4% reported they anticipate gross revenues to be above last year for the same quarter.**

Cline Group, Creators of:

»Scuba Diving Magazine  
 »The Cline Diving Industry Studies  
 »The Scuba Tour (now

## Cline's Diving Industry Survey Released

### First Quarter 2018 Dive Business Survey

Cline's Quarterly Dive Industry Survey is in and a total of 154 dive business responded to the survey and indicated the following results:

1. Dive businesses saw, on average, a 3.8% increase in their gross revenues for the 1st Quarter of 2018 versus the same period in 2017.
2. New certifications were down again this 1st quarter posting a -3.1% drop for Retailers and Independent Instructors.
3. Retailers posted a -1.9% decrease in their gross revenues for the quarter.
4. Dive Travel Sales for retailers were up however, showing a 7.3% increase in the 1st quarter.
5. Equipment sales were off, as Retailers were down -4.0% in sales for the 1st quarter.
6. The two largest number of responses for retailers were 90.0% from the USA and 5.7% from Canada.
7. Dive travel companies posted a combined loss of -1.2% in their gross revenues for the 1st quarter (resorts, wholesalers/travel sellers & liveaboards combined).
8. In contrast, dive manufacturers posted significant gain of 9.3% increase in their 1st quarter 2018 gross revenues compared to 2017 (26 responses)
9. Not enough dive liveaboards or charter boats responded to tabulate.
10. Companies from the USA and Canada, as a whole, posted 5.3% increase in their Gross Revenues in the 1st quarter. Furthermore, 53.0% of this same group were optimistic that their 2nd quarter 2018 revenues will be higher than 2017.
11. All other Companies from everywhere else in the world, other than USA and Canada, posted a -0.6% decrease in their 1st quarter gross sales. Less than the USA/Canada, 40.5% of this same group were optimistic that their 2nd quarter 2018 revenues will be higher than 2017.
12. 80.5% of all respondents were the facility owner or manager.

The following Businesses Responded to this survey:

DEMA's GoDiveNow Pool)

- Partial Past/Current Client List:
- »The Bahamas Tourism Board
- »Bonaire's Tourism Board
- »Barbados Tourism Board
- »DeepBlu.com App/Social Media Website & COSMIQ Dive Computer Company
- »DEMA's Scuba Pool
- »Grenada's Tourist Board
- »Sand Dollar Resort, Bonaire
- »Stuart Cove's Dive Bahamas
- »SEABOB/Cayago AG & USA
- »The Bahamas Diving Association
- »Hawaiian Islands Recreational Scuba Association (H.I.R.S.A.)
- »Explorer Ventures Dive Liveaboard Cruises

<b>Business Classification</b>	<b>Total Respondents</b>	<b>% of Whole</b>
Dive Retailers	70	45.5%
Independent Dive Instructors	18	11.7%
Dive Resort or Resort-Based Dive Operators, Wholesaler & Liveaboards	21	13.6%
Dive Related Manufacturers	26	16.9%
Other Industry Professionals	14	9.1%
Dive Related Media	3	2.0%
Dive Training Agency	2	1.3%
<b>Total Respondents</b>	<b>154</b>	<b>100%</b>

» **Respondents were from these areas:**

- 70.1% USA**
- 5.8% Canada**
- 7.8% Mexico, Central America & Caribbean**
- 3.3% South Pacific/Indo Pacific**
- 4.6% Europe**
- 2.6% South America**
- 3.3% Non-Tropical Asia**
- 2.6% Other Region**

» **Dive Retailers and independent instructors from the USA reported their 1st Quarter 2018 as follows:**

**Eastern/Atlantic Time Zones 42 reporting**  
**Gross Certs Travel Equipment**  
**-5.2% -7.5% -13.0% -6.9%**  
**Positive for 2nd '18 Quarter Gross Increases: 50.0%**

**Central & Mountain Time Zones 23 reporting**  
**Gross Certs Travel Equipment**  
**1.2% -5.3% 19.1% 1.7%**  
**Positive for 2nd '18 Quarter Gross Increases: 47.8%**

**Pacific Time Zones 15 reporting\***  
**Gross Certs Travel Equipment**  
**9.5% -5.3% -22.0% 4.3%**  
**Positive for 2nd '18 Quarter Gross Increases: 40.0%**

**\* The lower the number of responses for any reported segmentation analysis directly increases possible error rates in the data.**

**\*\* Low numbers reporting for any question in this survey should be viewed with caution due to the possible increase in error rates.**

Dear william cline,

Thank you for reading this quarterly report! This marks the 16th year this study has been executed, and I appreciate the thousands of surveys you, as an industry, have completed over the years!

If you want to continue receiving these updates, no action is required on your part. However, if you want to be removed from this list, just click on the unsubscribe link at the bottom of this message. Thanks for subscribing to the diving industry's only independent diving research study. This quarterly email survey is sent out to the industry at no charge, in an attempt to disseminate diving research to our industry's professionals.

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  
Cline Group Inc.  
Scuba Diving Specialists since 1990

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