

Subject: Cline's Diving Industry 2nd Quarter 2016 Survey Results for William Cline
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Dive Retailers Expect Sales for the 3rd Quarter 2016 to be ahead of the same period in 2015:

Dive Resorts and Sellers of Dive Travel also are optimistic about the 3rd 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

Second Quarter 2016 Dive Business Survey

Cline's Quarterly Dive Industry Survey is in, a total of 97 dive business responded to the survey and indicated the following results:

1. Dive businesses saw, on average, a 6.1% increase in their gross revenues for the 2nd Quarter of 2016 versus the same period in 2015.
2. New certifications were up 7.8% for Retailers and Independent Instructors.
3. Retailers posted a 4.4% increase in their gross revenues for the quarter.
4. Dive Travel Sales were up slightly at 2.6% for Retailers
5. Dive Equipment sales were up 4.6% for Retailers
6. 83% of the retailer respondents were from the USA
7. Dive travel companies posted a combined 0.4% increase in their gross revenues.
8. 83% of all respondents were the facility owner or manager.

The following Businesses Responded to this survey:

Business Classification	Total Respondents	% of Whole
Dive Retailers	52	53.6%
Independent Dive Instructors	18	18.6%
Dive Resort or Resort-Based Dive Operators, Wholesaler & Liveaboards	12	12.4%
Dive Related Manufacturers	7	7.2%
Other Industry Professionals	6	6.2%
Dive Training Agency	2	2.1%
<i>Total Respondents</i>	<i>97</i>	<i>100%</i>

» On the whole, 41.2% of all the businesses responded that they expect their businesses to gross more in the 3rd 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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