

Subject: Cline's Diving Industry 2nd Quarter 2017 Survey Results for William Cline

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Quick Facts:

● **On the whole, 47.0% 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.**

● **54.7% of Dive Retailers Forecast Sales for the 3rd Quarter of 2017 will be above the same period in 2016.**

● **Showing less confidence, 42.9% of Dive Resorts and Sellers of Dive Travel are optimistic about the 3rd Quarter of 2017.**

● **Manufacturers are feeling nearly split with regards to confidence in their 3rd Quarter of 2017 as 52.9% 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 DEMA's GoDiveNow Pool)

Cline's Diving Industry Survey Released

Second Quarter 2017 Dive Business Survey

Cline's Quarterly Dive Industry Survey is in, a total of 151 dive business responded to the survey and indicated the following results:

1. Dive businesses saw, on average, a 7.0% increase in their gross revenues for the 2nd Quarter of 2017 versus the same period in 2016.
2. New certifications were up a rebounding 15.1% for Retailers and Independent Instructors.
3. Retailers posted a 7.9% increase in their gross revenues for the quarter.
4. Dive Travel Sales were up slightly at 0.9% for Retailers.
5. Dive Equipment sales were also up, as Retailers posted a 2.6% increase sales for the 2nd quarter.
6. 81.3% of the retailer respondents were from the USA.
7. Dive travel companies posted a combined 5.9% increase in their gross revenues for the 2nd quarter (resorts, wholesalers/travel sellers & liveboards combined).
8. Dive manufacturers posted another gain of 10.2% increase in their 2nd quarter 2017 gross revenues (17 responses)
9. Dive liveboards or charter boats posted a gain of 4.8%, however, only 6 responses were reported so the possible error rate is considerably high on this result.
10. 78.8% of all respondents were the facility owner or manager.
11. Companies from the USA and Canada, as a whole, posted 10.2% increase in their Gross Revenues in the 2nd quarter. 46.8% of this same group was also optimistic that their 3rd quarter 2017 revenues will be higher than 2016.
12. All other Companies from everywhere else in the world, other than USA and Canada, posted a -1.9% drop in their 2nd quarter gross sales. Similar to the USA/Canada, 47.6% of this same group was optimistic that their 3rd quarter 2017 revenues will be higher than 2016.

The following Businesses Responded to this survey:

- Partial Past/Current Client List:
- » The Bahamas Tourism Board
 - » Bonaire's Tourism Board
 - » Barbados Tourism Board
 - » DeepBlu 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.)

Business Classification	Total Respondents	% of Whole
Dive Retailers	64	42.4%
Independent Dive Instructors	19	12.6%
Dive Resort or Resort-Based Dive Operators, Wholesaler & Liveaboards	19	12.6%
Dive Related Manufacturers	17	11.3%
Other Industry Professionals	17	11.3%
Dive Related Media	3	2.0%
Dive Training Agency	2	2.0%
<i>Total Respondents</i>	<i>151</i>	<i>100%</i>

» **Respondents were from these areas:**

- 64.9% USA**
- 7.3% Canada**
- 9.2% Mexico, Central America & Caribbean**
- 5.3% South Pacific/Indo Pacific**
- 5.0% Europe**
- 2.7% South America**
- 2.7% Non-Tropical Asia**
- 2.0% Other Region**

» **Dive Retailers and independent instructors from the USA reported their 2nd Quarter 2017 as follows:**

Eastern Time Zones 25 reporting
Gross Certs Travel Equipment
4.9% 7.3% 2.5% -9.1%

Central & Mountain Time Zones 24 reporting
Gross Certs Travel Equipment
29.9% 43.9% 5.9% 23.4%

Pacific Time Zones 13 reporting
Gross Certs Travel Equipment
-3.6% -1.4% -14.7% -4.2%

Dear William Cline,

Thank you for reading this quarterly report! This marks the 15th 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 newsletter. This quarterly email newsletter 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 Advertising, Est. 1990.

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