

**Subject:** Cline's Diving Industry 3rd Quarter 2016 Survey Results for William Cline  
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**Dive Retailers Forecast Sales for the 4th Quarter 2016 to be below the same period in 2015:**

**Inversely, Dive Resorts and Sellers of Dive Travel are optimistic about the 4th Quarter of 2016.**

Cline Group, Creators of:

- » Scuba Diving Magazine
- » The Cline Diving Industry Studies
- » The Scuba Tour (now DEMA's GoDiveNow 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

### Third Quarter 2016 Dive Business Survey

Cline's Quarterly Dive Industry Survey is in, a total of 118 dive business responded to the survey and indicated the following results:

1. Dive businesses saw, on average, a 5.4% increase in their gross revenues for the 3rd Quarter of 2016 versus the same period in 2015.
2. New certifications were up 2.2% for Retailers and Independent Instructors.
3. Retailers posted a 4.9% increase in their gross revenues for the quarter.
4. Dive Travel Sales were up 6.1% for Retailers
5. Dive Equipment sales were slightly off, posting a -.9% decline for Retailers
6. 85.9% of the retailer respondents were from the USA
7. Dive travel companies posted a combined 3.4% increase in their gross revenues.
8. 77% of all respondents were the facility owner or manager.
9. Companies from the USA and Canada, as a whole, posted 4.3% increase in their Gross Revenues in the 3rd quarter. This same group also was not optimistic for their 4th quarter revenues being higher than last year's.
10. In contrast, all other Companies from everywhere else in the world, other than USA and Canada, posted a robust 10.1% increase in their 3rd quarter gross sales. Similarly, this group was very optimistic about their 4th quarter revenues being higher than last year's.

The following Businesses Responded to this survey:

Business Classification	Total	% of
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» SEABOB/Cayago USA

	<b>Respondents</b>	<b>Whole</b>
Dive Retailers	64	54.2%
Independent Dive Instructors	14	7.6%
Dive Resort or Resort-Based Dive Operators, Wholesaler & Liveboards	13	11.0%
Dive Related Manufacturers	4	3.4%
Other Industry Professionals	17	14.4%
Dive Related Media	3	2.5%
Dive Training Agency	3	2.5%
<i>Total Respondents</i>	<i>118</i>	<i>100%</i>

» **On the whole, 32.2% of all the businesses responded that they expect their businesses to gross more in the 4th quarter of this year vs the same period last year.**

Dear %First% %Last%,

I hope you had a successful DEMA show last week in Las Vegas. It was great to see many of my you at the show and we wish you a Merry Christmas and a Happy and Successful New Year!

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.

The Diving Industry's Only Marketing, Advertising and Research Firm with 26 years of marketing diving worldwide. Visit us on line at <http://www.WilliamCline.com>

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