

**Subject:** Cline's Diving Industry 3rd Quarter 2020 Survey Results for William Cline

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Quick Facts:

● **On the whole, 63.6% of all the businesses responded that they expect their gross sales to be less in the 4th quarter of this year vs the same period last year.**

● **A total of 63.8% of Retailers and independent instructors forecast their 4th quarter gross sales will be below the same period in 2019.**

● **Similar to the whole, 68.6% of dive resorts and sellers of dive travel are not optimistic about their 4th Quarter 2020 sales, saying that they think gross revenues will be less than the same period in 2019.**

● **Similar to retailers, 54.6% of manufacturers or sales reps are also not optimistic with regards their 4th quarter sales for 2020.**

## Cline's 3rd Quarter Diving Industry Survey Released

### Third Quarter 2020 Global Dive Business Survey

Cline's Quarterly Dive Industry Survey is in and a total of 156 dive businesses responded to the survey and indicated the following results:

1. Dive businesses on average, were off -51.2% in their gross revenues for the 3rd quarter of 2020 versus the same period in 2019. This is compared to 1st & 2nd quarter 2020 report of a -56.8% loss for this same question. The year-to-date average for 1st, 2nd & now 3rd quarter is **-54.0% for the global industry as a whole.**
2. New certification revenue was off -46.9% for retailers and independent instructors in the 3rd quarter. This is compared to 1st & 2nd quarter 2020 report of a -54.3% loss for this same question. The year-to-date average for 1st, 2nd & now 3rd quarter is **-50.6% for retailers and independent instructors so far in 2020.**
3. Retailers, instructors, resorts and liveboards posted 2,372 new certifications in the 3rd quarter of 2020, compared to 1,418 for 1st & 2nd quarter of this year. Based on the average retailer that responded to this question posting 30.8 certifications per store in the 3rd quarter, and applying that to all retailers (1,200 USA est. base) then approx 36,905 new certifications were issued by USA dive retailers last quarter, vs 21,720 new certifications issued in the previous 1st & 2nd quarter of 2020. The year-to-date sum for 1st, 2nd & now 3rd quarter certifications among retailers is **58,625 year to date.**
4. Retailers specifically posted a drop of -43.0% in gross

● **59.1% of companies from the USA and Canada, as a whole, are not optimistic with regards their 4th quarter sales for 2020 being more than the same period last year.**

● **70.8% of all other companies from everywhere else in the world, other than USA and Canada, indicate that are not optimistic with regards their 4th quarter sales for 2020.**

Cline Group, Creators of:

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

Partial Past/Current Client List:

- » The Bahamas Tourism Board
- » Bonaire's Tourism Board
- » Barbados Tourism Board
- » DeepBlu App & 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 Liveboard Cruises
- » Fort Young Hotel & Dive Resort, Dominica
- » American Express Travel

receipts, a -49.4% drop in certification income, a -73.9% drop in travel related income, and a drop of -47.8% in equipment related income for the 3rd quarter of 2020.

5. Dive travel companies posted a combined loss of -76.1% in their gross revenues for this same period (resorts, wholesalers/travel sellers & liveaboards combined, 51 responses).
6. Dive manufacturers and sales reps posted a loss of -22.3%, while independent instructors posted a loss of -40.1% in revenues.\*\*
7. The six dive liveaboards and charter boats that responded posted loss of -79.0% for this same period.\*\*
8. 83.0% of all respondents were the facility owner or manager.
9. 50.3% of the respondents were from the USA, while 49.7% were from other regions around the world.
10. When retailers specifically were asked if their customers are willing to take a COVID test prior to departure for a dive travel trip, 71.9% responded yes, while 28.1% said their customers were not willing to take the test to travel. This same question asked back in July of this year was: 58.8% responded yes, while 41.3% said their customers were not willing to take the test to travel.

The following businesses responded to this survey:

<b>Business Classification</b>	<b>Total Respondents</b>	<b>% of Whole</b>
Dive Retailers	65	41.7%
Independent Dive Instructors	12	7.7%
Dive Resort or Resort-Based Dive Operators, Wholesaler & Liveaboards	51	32.7%
Dive Manufacturers & Reps	11	7.1%
Other Industry Professionals	9	5.8%
Dive Related Media	3	1.9%
Dive Training Agency	5	3.2%
<i>Total Respondents</i>	<i>156</i>	<i>100%*</i>

*\* - rounding may affect totals*

» **Respondents were from these regions:**

- 50.3% USA**
- 7.1% Canada**
- 13.6% Mexico, Central America & Caribbean**
- 9.0% Europe**
- 8.4% South Pacific/Indo Pacific**
- 1.9% South America**
- 3.2% Other Region**

**\* 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 19th 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.

All of the past surveys are on [my website here](#) if you want to browse plus listed are the last couple of special COVID related surveys.

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

[Visit us at the online DEMA show this week here!](#)

Best Regards,

**William Cline**  
**President**  
**Cline Group Inc.**  
**Scuba Diving Specialists since 1990**

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