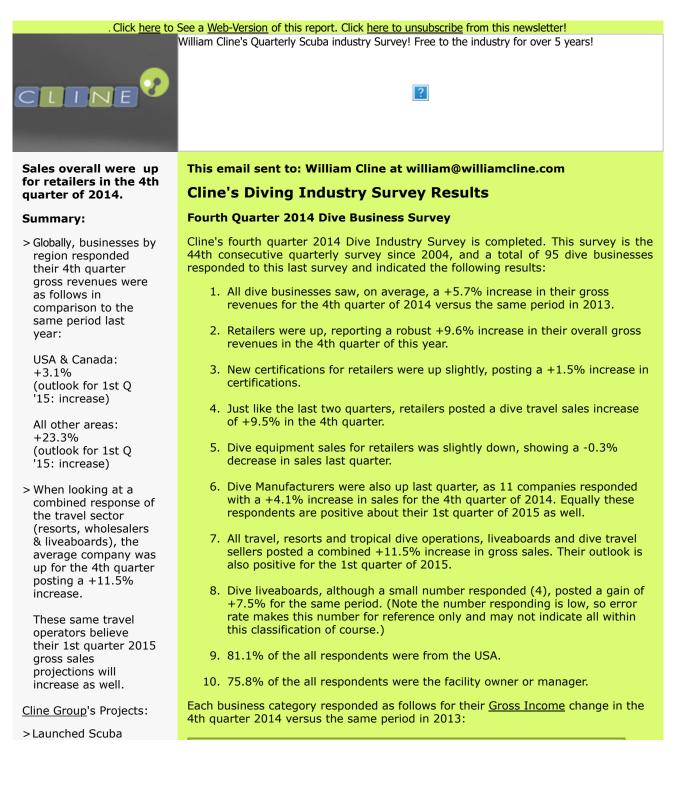
Subject: Cline's Diving Industry 4th Quarter 2014 Survey Results for William Cline

- Date: Monday, April 27, 2015 at 10:10:02 AM Central Daylight Time
- From: William Cline <research@williamcline.com>
- To: William Cline <william@williamcline.com>



Diving Magazine for Rodale Press

> Created The 1st Diving Industry Financial, Consumer & Retailer Studies

 > Created The Scuba Tour (now owned by DEMA and called the "Be A Diver Pool")
Strategic Branding, Research & Marketing

- For: > The Bahamas Ministry of Tourism
- > Bonaire's Tourism Board
- > Barbados's Tourism Board
- > Grenada Board of Tourism
- > Bonaire Hotel & Tourism Assoc.
- > Bahamas Diving Association
- >Cayman Islands Watersports Assoc.
- > Fort Lauderdale Convention and Visitors Bureau (CVB)

Gross Revenues Table			
Business Classification	4th Q '14 % Change	Number Reporting	% of Whole
Dive Retailers	+9.6%	44	46.3%
Independent Dive Instructors (# certs)	-14.8%	17	17.9%
Dive Resort or Resort-Based Dive Operators	+14.0%	7	7.4%
Dive Wholesaler/Agent or US Booking Office	n/a*	2	2.1%
Dive Related Manufacturers	+4.1%	11	11.6%
Dive Liveaboard Boat or Charter Boat	+7.5*	4	4.2%
Dive Related Media, Publication, Website	n/a*	2	2.1%
Dive Training Agency	n/a*	4	4.2%
All Other Industry Professionals	+0.8%*	<u>4</u>	4.2%
All Averaged/Total Respondents	+5.7%*	<i>95*</i>	100%

* Totals include partial responses and total may vary from the sum. Above overall reported averages are adjusted averages for all business classifications, including those classifications indicated as 'n/a' (a classification in which the responses are too low to calculate accurate category averages but applied to the overall averages and totals). Any tabulation with a total count of less than 10 has a large degree of error rates possible, so view data accordingly.

Dive Retailer's 1st Quarter 2015 Revenues Projections:

> Retailers in general are optimistic about their 1st quarter of this year:

Retailers' 4th Q '14 Forecasts	1st Q Increase	1st Q Same	1st Q Decrease
Gross Revenues	50.0%	31.6%	18.4%
Dive Certification Numbers	47.4%	36.8%	15.8%
Dive Travel Revenues	39.5%	44.7%	15.8%
Equipment Sales Revenues	42.1%	42.1%	15.8%

Error Rates: Data presented is calculated to have an average error rates of 5.6% at 90% confidence level. In other words, if this survey was executed 100 times, 90 times out of 100 the data presented will be within 5.6% of what is shown on this survey.

To See a Web-Version of this report, click here.

See previous reports here.

Dear William,

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 this** <u>unsubscribe</u> <u>link</u>. Thanks for subscribing to the diving industry's only independent global diving research newsletter. This quarterly email newsletter has been sent to the industry at <u>no charge since 2004</u>, in an attempt to disseminate diving research to our industry's professionals.

As I enter the 10th year and 44th quarter, representing over 6,000 total combined responses for this industry survey, 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.

Thank you in advance for your vote.

Best Regards, William Cline President Cline Group Advertising & Marketing, Est. 1990. The Diving Industry's Only Marketing, Advertising and Research Firm with over 24 years of marketing diving worldwide. Find out how we can help your company at http://www.WilliamCline.com

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