

**Subject:** Cline's Diving Industry 2nd Quarter 2018 Survey Results for William Cline

**Date:** Friday, August 24, 2018 at 2:30:03 PM Central Daylight Time

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Quick Facts:

● **On the whole, like last quarter, 50.4% 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.**

● **52.5% of Dive Retailers Forecast Sales for the 3rd Quarter of 2018 will be above the same period in 2017.**

● **Showing more confidence like last quarter, 61.1% of Dive Resorts and Sellers of Dive Travel are more optimistic about the 3rd Quarter of 2018 compared to 2017.**

● **Like last quarter, manufacturers are again more optimistic with regards their 3rd Quarter sales for 2018 as 63.2% reported they anticipate gross revenues to be above last year for the same period.**

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:

## Cline's Diving Industry Survey Released

### Second Quarter 2018 Dive Business Survey

Cline's Quarterly Dive Industry Survey is in and a total of 136 dive business responded to the survey and indicated the following results:

1. Dive businesses saw, on average, a 6.3% increase in their gross revenues for the 2nd Quarter of 2018 versus the same period in 2017.
2. New certifications were up slightly posting a 1.2% increase for Retailers and Independent Instructors in the 2nd quarter.
3. Retailers specifically posted a 4.6% increase in their gross revenues for the quarter.
4. Dive Travel Sales for retailers were down however, showing a -1.1% decrease in the 2nd quarter.
5. Equipment sales were up, as Retailers showed a 2.4% increase in sales.
6. The two largest number of responses for retailers were 85.3% from the USA and 4.9% from South Pacific/Indo regions.
7. Dive travel companies posted strong combined gain of 9.6% in their gross revenues for the 2nd quarter (resorts, wholesalers/travel sellers & liveboards combined).
8. Similar, dive manufacturers posted significant gain of 10.5% in their 2nd quarter 2018 gross revenues compared to 2017 (19 responses)
9. Not enough dive liveboards or charter boats responded to tabulate accurately, but the four that did respond posted a 3.75% increase in their gross sales.
10. Companies from the USA and Canada, as a whole, posted 5.2% increase in their Gross Revenues in the 2nd quarter. Furthermore, 51.0% of this same group were optimistic that their 3rd quarter 2018 revenues will be higher than 2017.
11. All other Companies from everywhere else in the world, other than USA and Canada, posted a 9.3% gain in their 2nd quarter gross sales. Slightly less than the USA/Canada, 48.7% of this same group were optimistic that their 3rd quarter 2018 revenues will be higher than 2017.
12. 77.8% of all respondents were the facility owner or manager.

The following Businesses Responded to this survey:

- »The Bahamas Tourism Board
- »Bonaire's Tourism Board
- »Barbados Tourism Board
- »DeepBlu.com 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.)
- »Explorer Ventures Dive Liveboard Cruises

<b>Business Classification</b>	<b>Total Respondents</b>	<b>% of Whole</b>
Dive Retailers	61	45.2%
Independent Dive Instructors	20	14.8%
Dive Resort or Resort-Based Dive Operators, Wholesaler & Liveboards	18	13.3%
Dive Related Manufacturers	19	14.1%
Other Industry Professionals	12	8.9%
Dive Related Media	5	3.7%
Dive Training Agency	0	0.0%
<b>Total Respondents</b>	<b>136</b>	<b>100%</b>

» **Respondents were from these areas:**

- 69.6% USA**
- 3.0% Canada**
- 11.9% Mexico, Central America & Caribbean**
- 0.7% South Pacific/Indo Pacific**
- 6.7% Europe**
- 0.7% South America**
- 2.2% Non-Tropical Asia**
- 0.0% Other Region**

» **Dive Retailers and independent instructors from the USA reported their 1st Quarter 2018 as follows:**

**Eastern/Atlantic Time Zones 33 reporting**  
**Gross Certs Travel Equipment**  
**11.7% 8.8% 2.6% 2.7%**  
**Positive for 3rd Quarter Gross Increases: 48.5%**

**Central & Mountain Time Zones 30 reporting**  
**Gross Certs Travel Equipment**  
**-0.6% -5.4% -1.2% 4.8%**  
**Positive for 3rd Quarter Gross Increases: 53.3%**

**Pacific Time Zones 6 reporting\***  
**Gross Certs Travel Equipment**  
**1.8% 0.5% 13.0% 0.0%**  
**Positive for 3rd Quarter Gross Increases: 50.0%**

**\* 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 16th 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.

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 Inc.  
 Scuba Diving Specialists since 1990

The Diving Industry's Only Marketing, Advertising, Research and Consulting Firm with over 28 years of marketing diving worldwide. Visit us on line at <http://www.WilliamCline.com>

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