

Subject: Cline's Diving Industry 3rd Quarter 2017 Survey Results for William Cline

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From: William Cline <research@clinegroup.net>

To: William Cline <william@williamcline.com>

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william@williamcline.com

Quick Facts:

● **On the whole, 38.5% 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.**

● **43.8% of Dive Retailers Forecast Sales for the 4th Quarter of 2017 will be above the same period in 2016.**

● **Showing more confidence, 47.6% of Dive Resorts and Sellers of Dive Travel are optimistic about the 4th Quarter of 2017.**

● **Manufacturers are slightly negative with regards to confidence in their 4th Quarter of 2017 as only 38.9% 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)

Partial Past/Current Client List:

- » The Bahamas Tourism Board

Cline's Diving Industry Survey Released

Third Quarter 2017 Dive Business Survey

Cline's Quarterly Dive Industry Survey is in, a total of 148 dive business responded to the survey and indicated the following results:

1. Dive businesses saw, on average, a 4.25% increase in their gross revenues for the 3rd Quarter of 2017 versus the same period in 2016.
2. New certifications were up a rebounding 6.8% for Retailers and Independent Instructors.
3. Retailers posted a 2.2% increase in their gross revenues for the quarter.
4. Dive Travel Sales were up 8.6% for Retailers.
5. However, dive Equipment sales were down, as Retailers posted a -3.9% decrease in sales for the 3rd quarter.
6. The two largest regions to respond for retailers were 82.8% from the USA and 10.95% from Canada.
7. Dive travel companies posted a combined 1.8% increase in their gross revenues for the 3rd quarter (resorts, wholesalers/travel sellers & liveboards combined).
8. Dive manufacturers posted another gain of 10.4% increase in their 3rd quarter 2017 gross revenues (18 responses)
9. Dive liveboards or charter boats posted a gain of 11.4%, however, only 6 responses were reported so the possible error rate is considerably high on this result. Of these respondents, 50% feel their 4th quarter gross revenues will be higher than the same time last years.
10. 80.4% of all respondents were the facility owner or manager.
11. Companies from the USA and Canada, as a whole, posted 6.8% increase in their Gross Revenues in the 3rd quarter. Furthermore, 36.3% of this same group was also optimistic that their 4th 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 -3.6% drop in their 3rd quarter gross sales. Higher than the USA/Canada, 45.7% of this same group was optimistic that their 4th quarter 2017 revenues will be higher than 2016.

The following Businesses Responded to this survey:

- » 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	43.2%
Independent Dive Instructors	23	15.5%
Dive Resort or Resort-Based Dive Operators, Wholesaler & Liveboards	21	14.2%
Dive Related Manufacturers	18	12.2%
Other Industry Professionals	11	7.4%
Dive Related Media	6	4.1%
Dive Training Agency	5	3.4%
<i>Total Respondents</i>	<i>148</i>	<i>100%</i>

» **Respondents were from these areas:**

- 68.9% USA**
- 7.4% Canada**
- 8.1% Mexico, Central America & Caribbean**
- 5.4% South Pacific/Indo Pacific**
- 7.4% Europe**
- 2.0% South America**
- 0.7% Non-Tropical Asia**
- 0.0% Other Region**

» **Dive Retailers and independent instructors from the USA reported their 3rd Quarter 2017 as follows:**

Eastern/Atlantic Time Zones 26 reporting
Gross Certs Travel Equipment
-1.8% 0.0% 7.4% -15.3%
Positive for 4th Quarter Gross Increases: 42.3%

Central & Mountain Time Zones 18 reporting
Gross Certs Travel Equipment
-2.1% 9.9% 2.8% -3.3%
Positive for 4th Quarter Gross Increases: 27.8%

Pacific Time Zones 8 reporting*
Gross Certs Travel Equipment
6.3% 36.9% 32.8% 3.8%
Positive for 4th Quarter Gross Increases: 50.0%

*** Low responses make high possibility for possible errors rates in responses.**

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.

The Diving Industry's Only Marketing, Advertising, Research and Consulting Firm with over 27 years of marketing diving worldwide. Visit us on line at <http://www.WilliamCline.com>

Cline Group: 6340 Beech St. • Plano, TX 75093 • 972-267-6700 • www.WilliamCline.com

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