

## DIVING

### Definition

Tourist trips for which the main purpose is scuba diving. This includes diving in freshwater as well as in the sea, but excludes all types of snorkelling. Specialist equipment is required (most notably a diving cylinder and regulator), but wet (or dry) suits are also usually worn for warmth and protection.



Whilst it is not essential to have passed a diving qualification to dive, most commercial operators will only take customers who have a valid form of certificate, which shows they have reached a certain level of competence. Alternatively they provide training to attain this certificate. The four most common types of diving certificate are issued by the Professional Association of Diving Instructors (PADI) based in the US, the National Association of Underwater Instructors (NAUI) also based in the US, the British Sub-Aqua Club (BSAC) based in the UK, and the Confederation Mondiale des Activites Subaquatiques (CMAS) based in Europe.

### Estimate of Global Market Size

In 2005, the number of PADI certified divers reached 14.7 million members, and this is expected to increase by 2.5% per annum to reach 16.6 million by 2010. It is estimated that PADI certified divers make up 70% of the total dive market, and therefore in 2007, the total estimated number of certified divers worldwide is 22.1 million. Of these, roughly one-third, or 7.3 million, can be classified as "active" divers. In terms of value, it is estimated that the diving market generates \$8 billion annually.

In 2007 it was estimated that around 2.7 million divers took a diving holiday, thus roughly 10% of all certified divers continue to pursue the sport for leisure purposes.

On top of this volume, a large and growing number of beach resort-based tourists will take a one-off diving lesson as part of their overall holiday experience. As tourism moves away from passive holidays to active experiences, the opportunity to engage in a simple recreational dive will be increasingly attractive to resort holidaymakers.

### Potential for Growth

The annual growth rate in PADI certifications has slowed in recent years. From 2000 to 2005, year-on-year growth was just 2.5% compared to an average growth of 15.1% per annum during the 1980s. However, there are certain identified areas of significant growth:

- The US, with divers' destinations generally being split between the Caribbean and its own waters (domestic dives)

- The increasingly active over 50 year old age group.
- Budget travellers and families, although these are likely to be mainly interested in impromptu dives, whilst travelling or on holiday.
- The women and the singles market in general. As diving must always be undertaken with a “buddy” it is an ideal way to meet people.

**Brief Profile of Consumers**

Divers tend to be young, are predominantly male, single and travel regularly; they are also likely to be adventure seekers. They usually have a large disposable income, are aged 25-40 and are either professionals or self-employed.

In the US 75% of divers are under 50 years of age, and 75% of divers are in full time employment. The average wage of the US diver is \$100,000.

Italian Market: heavily skewed towards divers that holiday in a traditional family beach resort but make a small number of dives whilst they are there.

UK Market: around 25% of active divers from the UK take an overseas dive holiday each year. This is primarily made up of people that consider the main purpose of their holiday as being for diving. There is also a significant presence of young people that organise low-cost dive holidays and divers that consider diving as a secondary purpose (partake in a few dives whilst on holiday in a beach resort).

German Market: average expenditure is considerably higher than that of the UK diver. A considerable amount of this additional spend is on a higher quality of accommodation.

**Main Source Markets**

The US has roughly twice as many certified divers as Europe. Only around one third of certified divers can be described as “active” divers – that is, they would be interested in diving as a holiday or leisure pursuit. There are approximately 4.2 million active divers in the US, and 2.2 million in Europe (with Italy being the most significant market, followed by Germany, France and the UK). The rest of the world (largely Australia, New Zealand and South Africa) account for the remaining 0.9 million.

	<i>Certified Divers (m)</i>	<i>Active Divers (m)</i>
US	12.8	4.2
Europe	6.6	2.2
Rest of World	2.7	0.9
Total	22.1	7.3

**Emerging Markets**

- China

### **Main Competing Destinations**

Established holiday destinations such as the Mediterranean and Thailand are exhibiting particular growth. However, the main competitor market remains US waters, primarily Florida, secondly California and thirdly Hawaii.

Other popular locations include Australia (Great Barrier Reef), Red Sea (Sharm El Sheikh), Indian Ocean (Maldives and the Seychelles) and Southern Africa (South Africa and Mozambique).

### **Key Tour Operators**

#### ***Caradonna Dive Adventures***

United States

<http://www.caradonna.com>

U.S. & Canadian Reservations, 2101 W. State Road 434, Suite 221, Longwood, FL 32779

Tel: 800 328 2288, 407 774 9000, 407 682 6000

Email: sales@caradonna.com

#### ***Dressel Divers***

Spain

<http://www.dresseldivers.com>

Cronista Almela y Vives 9, B-2 46010, Valencia

Tel: (+34) 963 561 496

Fax: (+34) 963 557 510

#### ***Regal Dive***

United Kingdom

<http://www.regal-diving.co.uk>

58 Lancaster Way, Ely, CB6 3NW.

Tel: (+44) 1353 659 999

Fax: (+44) 1353 666 128

Email: info@regal-diving.co.uk

#### ***Diversio Dive Travel***

Australia

<http://www.diversionoz.com>

PO Box 191, Redlynch, Cairns, Queensland, 4870

Tel: (+61) 740 390 200

Fax: (+61) 740 390 300

Email: info@DiversioOz.com

#### ***Reef and Rainforest (Dive and Adventure Travel)***

United States

<http://www.reefrainforest.com>

400 Harbour Drive, Suite D, Sausalito, CA 94965

Tel: 1 800 794 9767, 415 289 1760

## **Key Points for Marketing and Distribution**

As is common with many niche markets, diving holidays are not advertised widely in the general media but are targeted at media known to have a high level of diver readership/viewership; as well as through diving clubs.

*Germany: Divers Travel Guide*

<http://www.divers-travel-guide.com>

*United Kingdom: Dive Magazine*

<http://www.divemagazine.co.uk>

*United Kingdom and Europe: Divernet*

<http://www.divernet.com>

*Official publication of PADI: Sport Diver*

<http://www.sportdiver.com>

*United States: Undercurrent*

<http://www.undercurrent.org>

*United States: Scuba Diving*

<http://www.scubadiving.com>

*United Kingdom and Australia: Scuba Herald*

<http://www.scubaherald.com>

## **Social Networks**

*DiveBuddy.com – Social network for scuba divers*

<http://www.divebuddy.com>

*Dive Area – Diving community worldwide*

<http://www.divearea.com>

## **Trade Fairs**

China Dive Expo

China

China's only dedicated international trade conference and consumer dive event

September

<http://www.chinadiveexpo.com>

DEMA Show

United States

Only international trade fair for diving, action water sports and adventure travel industries.

October

<http://www.demashow.com>

London International Dive Show and NEC Dive Show

United Kingdom

March / November

<http://www.diveshows.co.uk>

*Many other dive shows take place worldwide that seem to be equally as important; consider the following links:*

<http://www.scubayellowpages.com/calendar/events.htm>

<http://www.diveindustry.net/shows.htm>

### **Additional Information**

*Guide to dive sites around the world*

<http://www.divespots.com>

*Professional Association of Diving Instructors (PADI) website*

<http://www.padi.com>

*Scuba Diving Directory*

<http://www.scubayellowpages.com>

### **Industry Standards**

The four most common types of diving certification are essential in acquiring consumer confidence: PADI, NAUI, BSAC and CMAS. Resorts have to be diving certified; this is particularly the case with first time divers and families.

### **Organisations/Institutions in the Caribbean**

Association of Tobago Scuba Diving Operators

<http://www.tobagoscubadiving.com>

Grenada Scuba Diving Association

<http://www.grenadascubadivingassociation.com>

Dominica Watersports Association

<http://www.dominicawatersports.com>

Dive Cayman

<http://www.divecayman.ky>

## EXTREME SPORTS

### Definition

Extreme or adrenaline sports are defined as activities where there is a high degree of risk to the participant. Participants in these sports need a certain skill-set, although under the guidance of an experienced instructor it is not uncommon for novices to participate in extreme sports.



There is no defined list of sports that make up the extreme sports market segment, although they include bungee jumping, paragliding, kiteboarding, land yachting, hang-gliding, caving, white-water rafting and coasteering.

### Estimate of Global Market Size

The extreme sports market segment is difficult to measure due to it having no clearly defined boundaries. It is however assumed that this market segment accounts for around 5% of the adventure travel market as a whole. This equates to approximately 500,000 trips per annum.

Most extreme sports are undertaken on a whim rather than part of an extreme spots holiday. Since 2000, some tour operators have been reporting growth rates of around 20%.

### Potential for Growth

The extreme sports market segment has been exhibiting rapid growth in popularity over the last decade, though it still has a relatively small participant level. Extreme sports are likely to display increased popularity trends for the foreseeable future.

The extreme sports market is volatile: consumers are extremely influenced by what is considered to be "in" or fashionable. As a direct result, extreme sports activities and destinations can go in and out of favour very quickly. It is a very innovative market that is constantly looking for new ways to evolve. In consequence, it even involves non-extreme sports in extreme conditions, such as scuba diving in the Arctic.

Good growth rates can also be expected from the ever-increasing number of "gap year students", who tend to travel for around 6-12 months before or after university. Extreme sports are particularly popular with this market, which has expanded by 100% over the last five years.

The over 55-age group is another market with growth potential. Some specialist over-55 operators are starting to include extreme activities in their programmes, such as white-water rafting, bungee and parachuting.