

Subject: Cline's Diving Industry 1st Quarter 2016 Survey Results for William Cline

Date: Wednesday, April 27, 2016 at 3:40:02 AM Central Daylight Time

From: William Cline

To: William Cline

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Dive Retailers Expect Sales for the 2nd Quarter 2016 to be ahead of the same period in 2015:

Dive Resorts and Sellers of Dive Travel also are optimistic about the 2nd Quarter of 2016.

Cline Group, Creators of:

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

Partial Client List:

- » The Bahamas Tourism Board
- » Bonaire's Tourism Board
- » Barbados's Tourism Board
- » The Dutch Caribbean Diving Alliance
- » The Scuba Tour
- » Grenada's Tourist Board
- » Sand Dollar Resort, Bonaire
- » Stuart Cove's Dive Bahamas

Cline Diving Industry Survey Released

First Quarter 2016 Dive Business Survey

Cline's Quarterly Dive Industry Survey is in, a total of 105 dive business responded to the survey and indicated the following results:

1. Dive businesses saw, on average, a 8.5% increase in their gross revenues for the 1st Quarter of 2016 versus the same period in 2015.
2. New certifications were up 8.4% for Retailers and Independent Instructors.
3. Retailers posted a 6.2% increase in their gross revenues for the quarter.
4. Dive Travel Sales were down -1.1% for Retailers
5. Dive Equipment sales were up 9.7% for Retailers
6. 86.7% of the retailer respondents were from the USA
7. Dive travel companies posted a combined 13.8% increase in their gross revenues.
8. 80% of all respondents were the facility owner or manager.

The following Businesses Responded to this survey:

Business Classification	Total Respondents	% of Whole
Dive Retailers	57	54.3%
Independent Dive Instructors	19	18.1%
Dive Resort or Resort-Based Dive Operators, Wholesaler & Liveboards	15	14.3%
Dive Related Manufacturers	6	5.7%
Other Industry Professionals	8	7.6%
<i>Total Respondents</i>	<i>105</i>	<i>100%</i>

» On the whole, 64.8% of all the businesses responded that they expect their businesses to gross more in the 2nd quarter of this year vs the same period last year.

Dear %First% %Last%,

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.

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