



Promoting Economic Development in Water Sports

2025 INDUSTRY-WIDE DIVE RETAIL PROFILE

Contact Information:

Company Name (or DBA): _____

Business Structure: ☐ Proprietorship ☐ Partnership ☐ Corporation ☐ LLC

Date opened Business: _____ Years in Business _____

Business Address: _____

City / State / Zip: _____

Contact Name: _____ Title: _____

☐ Male ☐ Female Date of Birth: _____ Highest Grade Completed: _____

Business Phone: [] _____ Fax # [] _____

Home Phone: [] _____ Cell # [] _____

E-mail Address: _____

Web Site (URL): _____

Facebook Page: _____ Skype: _____

Survey Questions:

Store Square Footage _____ Sales Floor Square Footage _____

Days/Hours Open: _____

☐ Own ☐ Rent / Lease ☐ Pool on premise ☐ Classroom on premise

Number of Employees: Full Time _____ Part Time _____ Instructors _____

Do you sell: ☐ Swim ☐ Dive ☐ U/W Photo ☐ Kayak ☐ Surf ☐ SUP ☐ Apparel ☐ Swim Wear

Major Equipment Lines: _____

2024 Gross Sales: \$ _____ 2023 Gross Sales: \$ _____

☐ In-store POS Computer Hardware _____ Software _____

Are you thinking of expanding into other watersports? Yes / No

Instruction: Yes / No Agency: _____ Students per year: _____

Type of Instruction: ☐ Swim ☐ Scuba ☐ Tech ☐ Rebreather ☐ Other _____

Rentals: Yes / No How many sets of rental equip? _____

Brands of Rental Equipment: _____

How often do you sell (rotate) your Rental Equipment? _____

Repairs: Yes / No Number of Qualified Repair Techs _____

Compressor: Yes / No ☐ Air ☐ Nitrox Type of Compressor _____

Compressor capacity: _____

Do you have a Dive Club? Yes / No Name of Club: _____

Do you: ☐ Sponsor Local Dives ☐ Charter Dive Boats

Do you sell Dive Travel Vacations? Yes / No

Do you use a Dive Travel Wholesaler? Which ones? _____

Number of Dive Travel Specialists on Staff: _____ Number of Dive Trips per year: _____

How many dives did you make last year? _____

Do you have a written Business Plan? Yes / No

Do you have a written Marketing Plan? Yes / No

Do you use Business Consultants? Yes / No Type Used _____

DEMA Member: Yes / No Dive Industry Association (DIA) Member: Yes / No

Will you be attending the 2025 Surf Expo in Orlando, FL (Sept 4-6, 2025)? Yes / No / Undecided

Will you be attending the 2025 DEMA Show in Orlando, FL (Nov 11-14, 2025)? Yes / No / Undecided

Do you go to Consumer Dive Shows? Yes / No Attend / Exhibit Which ones? _____

Do you go to Travel & Adventure Shows? Yes / No Attend / Exhibit Which ones? _____

Your Top 5 needs as a Dive Industry Retailer:

- 1.
- 2.
- 3.
- 4.
- 5.

Would you be interested in participating in addition surveys conducted by the Dive Industry Association? Yes / No

Additional comments about the Industry _____

Thank you completing this survey. By doing so, you've taken a Leadership role in this industry.