



Promoting Economic Development in Water Sports

INDUSTRY-WIDE DIVE TRAVEL PROFILE

Contact Information:

Company Name (or DBA): _____

Business Structure: ☐ Proprietorship ☐ Partnership ☐ Corporation ☐ LLC ☐ Other

Date opened Business: _____ Years in Business _____

Business Address: _____

City / State / Zip: _____

Contact Person Name: _____ Title: _____

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

Business Phone: [] _____ Fax # [] _____

Toll Free Phone: [] _____ Toll Free Fax # [] _____

Home Phone: [] _____ Cell # [] _____

E-mail Address: _____

Web Site (URL): _____

Facebook Page: _____ Skype: _____

Survey Questions:

Business Type: ☐ Airlines ☐ Tourism Bureau ☐ Resort Destination ☐ Dive Store ☐ Dive Operator

☐ Liveaboard ☐ Dive Travel Wholesaler ☐ Travel Advisor (Agent) ☐ Dive Instructor ☐ Other

Country of Main Office: _____ # Branch Offices: _____

Days/Hours Open: _____ ☐ Own ☐ Rent / Lease

Number of Employees: Full Time _____ Part Time _____

2020 Gross Sales: \$ _____ 2019 Gross Sales: \$ _____

Accounting System Software: _____

Reservation System Software: _____

Do you use a Dive Travel Wholesaler? Yes / No Which ones? _____

Do you have a U.S. Reservations Office/Service? Yes / No Which one? _____

Do you use a marketing company or service? Yes / No Which one? _____

Number of Group Dive Trips booked in 2020? _____

Number of Dive Travel Specialists Used: _____ Number of Divers per year: _____

Do you conduct / sponsor FAM Trips for Qualified Retail Travel Buyers? Yes / No

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 _____

Travel Trade Memberships: ☐ ASTA ☐ IATA ☐ IATAN ☐ NACTA ☐ Other

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

Dive Agency Affiliation: ☐ NAUI ☐ PADI ☐ SSI ☐ Other

Will you be attending the 2021 Surf Expo in Orlando, FL (September 2021)? Yes / No

Will you be attending the 2021 DEMA Show in Las Vegas, NV? (November 2021) Yes / No

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 Travel Professional:

- 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 Diving Industry _____

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

Please return via Direct Mail or eMail

Return to: Dive Industry Foundation, 2294 Botanica Circle, West Melbourne, FL 32904