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ScubaFit® and Aqua Body Strong® Offer Dive Centers a New Way to Build Revenue, Fitness, and Community Through Pool-Based Programming

Gretchen M. Ashton, owner of ScubaFit®, the PADI® ScubaFit® Diver Distinctive Specialty, and leader in scuba diving fitness for more than 25 years, introduces Aqua Body Strong® by Gia Lucy.



Gretchen is now an instructor for Aqua Board and Aqua Combat classes developed by Gia and encourages dive professionals to consider how structured aquatic fitness can help strengthen both their clients and their business model. “The pool is one of the most valuable assets a dive center has,” said Ashton. “Aqua Body Strong® gives operators a practical and exciting way to use that space for fitness, confidence-building, and community engagement.”

Dive centers, scuba schools, resorts, and aquatic facilities seeking new ways to maximize pool use now have an opportunity to expand programming with Aqua Body Strong®, a water-fitness system designed to deliver engaging, low-impact, high-energy classes for a wide range of participants.

Founded by Gia Lucy in 2017, Aqua Body Strong® combines specialized aquatic equipment, instructor certification, and purposeful class formats that help facilities transform pools into active programming spaces. Equipment options include aqua boards, aqua bicycles, aqua treadmills, aqua trampolines, and Aqua Combat bags and gloves, allowing operators to offer fresh class experiences that support strength, balance, endurance, coordination, and water confidence.

For the diving industry, the program presents a natural fit. Pool-based fitness can support diver conditioning, build comfort in the water, create cross-training opportunities, and give facilities a reason to bring students, certified divers, and local community members back to the pool between traditional scuba courses and travel programs.

Facilities interested in launching Aqua Body Strong® programming can learn more about instructor certification, equipment selection, and implementation options by contacting Gretchen M. Ashton at ScubaFit® or Gia Lucy at Aqua Body Strong®. The program is suited for dive centers, resorts, aquatic clubs, fitness facilities, and wellness destinations looking to increase pool utilization, diversify class offerings, and create new revenue opportunities.

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