FOR IMMEDIATE RELEASE

The One Dive Family Leads the Way, Again

SDI, TDI and PFI voted the top agency in their respective category

STUART, Fla. - Scuba Diving International (SDI) has announced that the brands within the One Dive Family have once again earned top recognition from divers and dive professionals around the world. According to the 2025 industry survey conducted by the Business of Diving Institute, divers overwhelmingly recommended the One Dive Family agencies across sport scuba, technical diving, and freediving training categories.

The annual survey asked nearly 900 divers, dive professionals and dive center owners a simple but revealing question: How likely are you to recommend this training agency to friends or family? The results were measured using the widely recognized Net Promoter Score (NPS) system, a metric used across industries to evaluate customer satisfaction and loyalty.



The findings highlighted a significant trend within the dive training industry. While the overall average NPS score across diving agencies in 2025 fell into negative territory, the organizations within the One Dive Family network stood out with positive scores, demonstrating strong confidence and trust from the diving community.

SDI Recognized as the Top Recreational Scuba Training Agency

In the recreational scuba category, **Scuba Diving International (SDI)** emerged as the only training agency to achieve a positive Net Promoter Score. This distinction reflects a strong willingness among divers to recommend SDI programs to others who are considering learning to dive or advancing their training.

For prospective divers, this recommendation carries real significance. Choosing a training agency affects every stage of a diver's development, from the accessibility of learning materials to the flexibility instructors have in delivering training and the long-term support provided by dive centers and the broader community.

Technical Diving International Leads the Technical Category
For divers pursuing more advanced underwater exploration, **Technical Diving International (TDI)** earned the top position in the technical diving category, achieving a strong positive score of +22 in the survey.

Technical diving demands a high level of confidence in training systems, instructor expertise, and safety standards. The strong recommendation score reflects the trust divers place in TDI's programs and instructional framework.

Performance Freediving International Recognized for Freediving Training
Freedivers also voiced their confidence in the One Dive Family network. **Performance Freediving International (PFI)** received the highest recommendation score among freediving agencies, finishing the survey with a positive score of **+12**.

As freediving continues to grow in popularity worldwide, the survey results demonstrate that divers value the training standards, coaching philosophy, and community support offered by PFI.

The Strength of the One Dive Family Network
Together, SDI, TDI, and PFI form a unified training ecosystem known as the One Dive Family. The system allows divers to begin their journey with sport scuba training, progress into technical diving, or explore freediving, all within a connected global network that shares consistent standards and educational philosophy.

This integrated structure provides divers with a clear and flexible pathway for continuing education. A diver may begin with an SDI Open Water course, later pursue advanced technical training through TDI, and eventually expand into breath-hold disciplines with PFI while remaining within the same supportive training framework.

A Positive Signal for the Diving Community
The survey also highlighted broader challenges facing the dive industry, including diver retention and the need to create welcoming pathways for new participants. While many agencies received negative recommendation scores, the strong performance of the One Dive Family brands suggests that divers are responding positively to systems that emphasize quality instruction, accessible training, and strong community support.

For individuals considering their first scuba class, continuing education, or exploring advanced diving disciplines, the message from the survey is clear: divers and professionals consistently recommend the agencies within the One Dive Family network.

About One Dive Family
One Dive Family represents the global training network that includes **Scuba Diving International (SDI), Technical Diving International (TDI), Performance Freediving International (PFI)** and **Emergency Response Diving International (ERDI)**. Together, these

organizations provide recreational diving which is composed of sport scuba, technical diving, freediving education and underwater public safety services to divers around the world, supporting a unified community dedicated to exploration, safety, and lifelong learning beneath the surface.

Note: Public safety diving was not included in the 2025 survey.

For more information or to read the full article, visit:
https://www.tdisdi.com/sdi-diver-news/one-dive-family-leads-the-way/