DIVE INDUSTRY FOUNDATION

Promoting Economic Development in Water Sports

2026 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: _____

2025 Gross Sales: $ _____ 2024 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: _____

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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 2026 Surf Expo in Orlando, FL (Sept 16-18, 2026)? Yes / No / Undecided

Will you be attending the 2026 DEMA Show in New Orleans, LA (Nov 3-6, 2026)? 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.

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