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HEAD Watersports Expands Its Reach at Surf Expo

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HEAD Watersports is expanding its presence beyond traditional dive-industry channels. This September, the company will bring its family of leading watersports brands to Surf Expo, September 16–18 at the Orange County Convention Center in Orlando, FL, with two main goals in mind: build greater brand awareness of the growing HEAD Watersports family, and introduce more consumers to the many ways they can experience the water.

Throughout 2026, HEAD Watersports has prioritized expanding the industry's consumer base. Rather than relying solely on traditional dive-industry events to reach existing divers, the company is looking for new opportunities to connect with people who already enjoy the water, outdoor adventures, travel, and active lifestyles. These events provide a chance to introduce them to swimming, snorkeling, freediving, and scuba diving.



Surf Expo represents an important step in that strategy. With a sizable exhibit presence, HEAD Watersports will showcase its portfolio of swim, snorkel, freediving, training, and diving brands to an audience already deeply connected to water sports and the outdoor lifestyle. The goal is to build awareness across these categories and create stronger connections between consumers' existing passion for the water and new aquatic experiences.

"Surf Expo gives us an opportunity to connect with people who already love the water but may not yet think of swimming, snorkeling, freediving, or diving as part of their lifestyle," said Rachael Steidley, Marketing Manager for SSI. "We want to help broaden that connection and introduce consumers to new ways to enjoy the water. Ultimately, growing the overall watersports audience creates opportunities that benefit the entire industry, including our retail and Training Center partners."

Dive Centers: Come See Surf Expo for Yourself

HEAD Watersports is also encouraging its dive center partners to attend Surf Expo and experience a different side of the watersports market. For dive retailers that have never attended, the show offers an opportunity to discover fresh merchandising ideas, better understand adjacent watersports consumers, and consider how categories such as surf, swim, snorkel, and freediving can complement their existing business.

For traditional dive retailers, expanding into adjacent categories can provide additional ways to engage customers year-round, attract a broader audience, and create new revenue opportunities without losing focus on their core dive business.

HEAD Watersports' Surf Expo presence is part of a larger 2026 initiative focused on growing participation and creating new opportunities for its dealers and Training Centers. From reaching outdoor enthusiasts at Toronto's Outdoor Adventure Show earlier this year to participating in Surf Expo this September, the company is intentionally stepping outside traditional dive channels to increase awareness, introduce new consumers to underwater activities, and strengthen the broader watersports community.

Growing watersports means reaching consumers wherever their passion for the water begins. And sometimes, growing the dive industry means stepping outside of it.

Learn more about Surf Expo