



PADI®

RETAIL AND RESORT ASSOCIATION BENEFITS GUIDE



WIN WITH PADISM

PADI IS COMMITTED TO THE GROWTH AND PROSPERITY OF THE SCUBA DIVING INDUSTRY. Whether it's through preserving the ocean we explore or creating innovative ways to teach the sport, PADI's main focus is its members. PADI develops, maintains and supplies our industry with the most advanced dive training materials found worldwide. Specifically, the PADI Retail and Resort Association provides its members with techniques and solutions to staying competitive and successful in today's marketplace.

As a member of the PADI Retail and Resort Association you benefit from more than just the prestige of the PADI brand. You also get a comprehensive suite of benefits guaranteed to drive more divers through your doors.

Together We're #1 In Diving!

The PADI Value Proposition

What's in it for...

THE CONSUMER

- Superior Training Courses
- Safety
- Personal Confidence
- Skill Competency
- Global Recognition
- Community

THE MEMBER

- #1 Diver Training System
- Industry Brand Leader
- Marketing Horsepower
- Risk Management
- Business Support
- Business Training
- Profitability



PADI

- Educational Integrity
- Diver Safety
- Quality Assurance
- Environmental Stewardship
- Global Authority
- Industry Prosperity
- Organizational Stability

PADI = VALUE

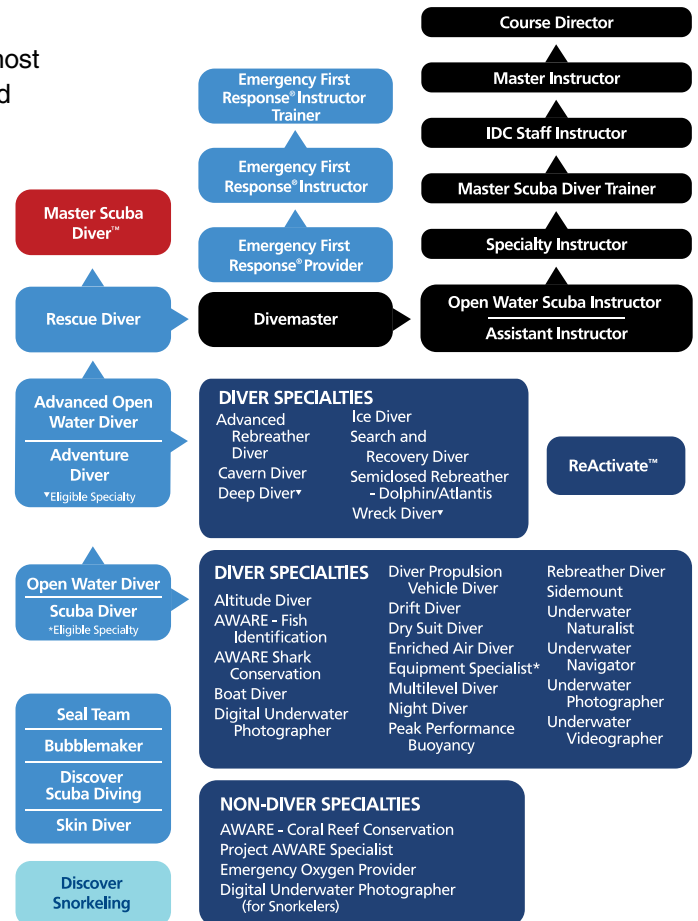
Nearly one million divers a year choose PADI



OFFERING CONSUMERS THE INDUSTRY BEST

1. Superior Training Courses

PADI provides consumers with the most comprehensive, learner-centered and instructionally valid diver training in the world that is backed up by a proactive quality management system. PADI's not resting on its laurels, keeping up with busy consumers who want to choose when and where they learn – PADI is the only company offering both eLearning and innovative tablet-based Touch products, so divers can learn anytime, anywhere.



2. Safety

PADI Divers are taught to minimize risk, having gone through a comprehensive certification process that includes significant reading comprehension, teaching by certified instructors, and skills practice in water. Once they're certified, they can enjoy diving knowing that they've been taught by the best.

3. Confidence

PADI Divers are confident and comfortable in their training and know their limits. Not just because the skills they've learned in a PADI course have been practiced by millions before them, but because they've been taught by experienced instructors using a system of diver education widely recognized as the best of its kind.

4. Skill Competency

Using a tried-and-true modular approach, the PADI system of learning helps divers reduce and manage risk by helping them develop competence. Divers' progress at the pace they're comfortable with, practicing skills until they're ready to be called PADI Divers.

5. Global Recognition

PADI Divers know that, wherever they go in the world, their certifications will be recognized – recognized by the dive community, by dive businesses and, in many regions, by regulatory bodies with oversight.

6. Community

After earning their certifications, PADI Divers have only just scratched the surface of the diving lifestyle. PADI connects divers with each other in the world's largest and most engaged communities – whether it's the robust PADI Facebook page, ScubaEarth®, Twitter, PADI Travel Network®, Google+, the PADI Diving Society®, or Project AWARE® Foundation, PADI enables millions of divers who share a common passion to come together. It's all part of the PADI way of life.

NEARLY 50 YEARS OF SERVICE

Whether you're dreaming of opening a PADI Retail or Resort or are an experienced dive operator ready to join the PADI Retailer and Resort Association and take advantage of the many membership benefits, your first step is to determine where your business plan best fits.

- **PADI Five Star Dive Centres** demonstrate strong business ethics, customer service, educational proficiency, community involvement, and a commitment to the environment. PADI Five Star Dive Centres are promoted as PADI's premier dive centres.
- **PADI Five Star Dive Resorts** are businesses that excel in providing quality services to traveling divers. With a professional image they promote the benefits of recreational scuba diving, snorkeling, dive travel and environmental awareness. PADI Five Star Resorts are promoted as premier dive resorts.
- **PADI Five Star Instructor Development Centers (IDC)** meet all PADI Five Star Dive Centre requirements, qualify to conduct PADI Instructor-level training and display a strong commitment to developing dive professionals.
- **PADI Five star Development Dive Resorts** are dive resorts that meet all PADI Five Star Dive Resort requirements, qualify to conduct PADI Instructor-level training and display a strong commitment to developing dive professionals.
- **PADI Five Star Career Development Centers (CDC)** are PADI Five Star IDCs that provide career-oriented training to prepare dive professionals for employment in the dive industry.
- **PADI Dive Centres** are retail dive stores that cater to a local diving population and meet membership standards regarding dive education, equipment sales and service, and dive experiences.
- **PADI Dive Resorts** are businesses that primarily cater to traveling recreational scuba divers and snorkelers, and offer activities such as scuba and snorkeling instruction, Discover Scuba Diving experiences, guided scuba dives and snorkeling excursions from the shore or a boat, and dive equipment rentals.
- **PADI Dive Boat Members** are businesses that exclusively take customers on recreational scuba dives or snorkeling excursions from a dive vessel.
- **PADI Recreational Facilities** are businesses that operate a facility with a body of water that can be used for recreational snorkeling or diving, or offer PADI courses through established health clubs, purpose-built dive facilities, or similar recreational businesses.





#1 DIVER TRAINING SYSTEM

The PADI System of diver education is the world's most popular diver training program. It features a robust course selection, including the industry's most comprehensive array of online and tablet-based materials.

- **PADI Open Water Diver Course Revision** – The entire PADI Open Water Diver course product line has been modernized with market and technology-driven updates. Course materials come with a new look and updated curriculum, creating an optimal learning experience for you and your student divers.
- **PADI Open Water Diver Online Revision** – This revision adds benefits like embedded video vignettes, a mobile-friendly layout and integrated tools to deliver the revised PADI Open Water Diver course curriculum.
- **PADI Open Water Diver Touch™** – Whether you're online or off, PADI Open Water Diver course materials are only a tablet away with PADI Open Water Diver Touch. As the first ever, tablet-based set of PADI Open Water Diver course materials, the PADI Open Water Diver Touch is an optimal learning experience for you and your student divers.
- **Discover Scuba® Diving Participant Guide** – The Discover Scuba Diving Participant Guide incorporates the skills needed for Discover Scuba Diving participants and puts them in a compact, easy-to-use format.

INDUSTRY BRAND LEADER & PROFITABILITY

Leading the Pack with Profitability

REVENUE SHARE of eLEARNING

Total amount paid to
PADI Retail & Resort members

\$20,040,749+



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of all divers choose a PADI certification over any other. This allows dive shops to benefit from higher customer traffic and repeat business, allowing them to command premium prices.

MARKETING HORSEPOWER



PADI's Annual Worldwide Reach

183 Countries & Territories

1 Billion Impressions

Valued at Nearly \$6 Million

CUSTOMIZED MARKETING PROGRAMS

- **Marketing Tool Kit** – Contains new marketing support, customizable posters/brochures and eMarketing templates as an annual membership benefit.
- **Turnkey Marketing Campaigns** – Easy-to-implement marketing campaigns and customizable materials are available at the PADI Pros' Site.

ONLINE MARKETING DRIVES CUSTOMERS TO YOU

Revised Padi.com	Revised Dive Shop Locator	ScubaEarth®	Social Media
With more than 1.3 million monthly page views and nearly 307,000 unique monthly visitors, the revised padi.com inspires new divers.	At padi.com, where users conduct more than 129,000 searches for PADI Dive Centers or Resorts each month - and have downloaded the PADI App more than 438,000 times.	This one-stop online community connects users with PADI Dive Shops, lets users log dives, share photos and videos, access a digital gear locker, track underwater marine life, access PADI certification history and much more.	• Facebook - 1,096,600+ fans • ScubaEarth - 150,000+ users • Twitter - 62,900+ followers • YouTube - 2,600,000+ views



PADI'S NEWEST TOOLS



PADI ReActivate™ - The PADI ReActivate program is a convenient and prescriptive program that's designed to encourage existing certified divers who have been inactive to refresh their skills and re-enter the sport of diving. The ReActivate materials are available in Touch (an interactive Digital Publishing Suite (DPS) tablet-based folio iOS and Android compatible).

PADI Equipment Specialist Touch™ – A cutting-edge, digital supplement to the traditional PADI Equipment Specialist certification consisting of interactive tools, video vignettes and mobile-based accessibility to aid in the instruction and retention of this valuable continuing education course.

PADI® App - The all-new PADI App is now available for iOS and Android users and lets divers locate PADI Dive Centres and Resorts, dive sites, log your dives, keep up on scuba news, read about top dive destinations, access PADI eCards™ and much more.

Online Business Services

- **Online Shopping** – Place and track orders, print receipts, view your purchase history and get information about new products and special promotions 24 hours a day.
- **PADI Online Certification Card Processing Centre (PIC Online)** – Online Processing Centre: With PADI's new state-of-the-art online processing centre, processing your students is quicker and easier than ever. A tablet-friendly web application means you can process immediately, providing instant gratification for your students on-site.
- **Dive Chek: Use Dive Chek® Online** – to quickly and conveniently verify certifications for customers who don't have their certification cards with them.
- **Pro Chek: Use Pro Chek™ Online** – to verify credentials of PADI members, including highest core rating, current status and if last year membership was renewed.
- **Employment Board** – Post open positions or take advantage of classified advertising
- **Replacement Card Online** – Replace certification cards for your customers online, including the new PADI eCard™, an environment-friendly replacement card option that makes it easier than ever to verify certifications of customers.
- **Discover Scuba Diving Registration Online** – Save time, avoid mailing costs and save paper when you register your participants online.
- **Image, Logo, and Video Gallery** – Download PADI logos, images or videos to use in advertisement and flyers or on your website.
- **Report Cards** – Get real-time updates on your dive center or resort's certification numbers and find out how your business compares to other in your area.

BUSINESS SUPPORT

- **Regional Manager** – Your personal business advisor has the sole focus of helping you grow your business by delivering proven diver acquisition and retention tactics customised to your market.
- **Sales Consultants** – Dedicated to your businesses success, your PADI Sales consultant helps ensure your operational needs are met and your product questions are answered.
- **Marketing Consultants** – These consultants are committed to maintaining a consistent, positive industry image and message, while researching and developing initiatives specific to PADI Retailers and Resorts.
- **Training Consultants** – Experienced consultants are standing by to provide in-depth answers to your questions regarding PADI Standards and Procedures, while advancing the PADI System of diver education around the world with a consistent, standardized and state-of-the-art approach.
- **Customer Service** – These representatives provide valuable support by answering membership and business-related questions, checking diver certifications or finding solutions to problems as quickly and professionally as possible.
- **Risk Management** – You have 24/7 access to diving's most successful and experienced risk management and legal defense experts in the industry.
- **Online Business Services** - There are a host of online business services to help increase the efficiency and productivity of your business.
- **PADI Travel Network®** – Whether you're organising group travel or serving a single customer, you can conveniently add dive travel to your business plan and rely on PADI Travel Network to support your efforts.
- **EVE** – Electronic Virtual Employee (EVE) software can streamline nearly every aspect of your business. With data sorting capabilities and the ability to deliver relevant and well-timed automated marketing communications, EVE can become your most powerful marketing tool.



Project AWARE® is joining forces with likeminded ocean enthusiasts to make a positive change for the ocean planet. Project AWARE invites you to join 100% AWARE – a partner giving program exclusively for PADI Members. Project AWARE relies on individual donations from PADI Members like you to protect the ocean planet.

Go 100% AWARE.

This is your opportunity to join dedicated PADI Retailers and Resorts around the world putting ocean protection at the heart of their business. When you become a 100% AWARE Partner, all of your divers automatically receive the Project AWARE version of the PADI certification card. *Contact Project AWARE for more information on becoming 100% AWARE today.*



BUSINESS TRAINING

- **PADI Business Academy** – These hands-on workshops teach you how to be even more successful by focusing on the most important facets of your business. Topics include diver acquisition, PADI eLearning® strategies, social media deployment and effective promotion tactics.
- **Business of Diving Webinar Series and Archives** – Join PADI staff members and PADI Dive Centre and Resort owners for real-time discussions of best practices and helpful business tips. You can also reference the webcast library to discover topics you may have missed.
- **Training Bulletin Live** – This quarterly webinar shares deeper insight into training updates creates an open forum for questions from PADI Professionals.
- **Member Forum** – This interactive discussion is held in multiple communities and lets you share your experience and ideas while learning from other members about how to enhance your business and education programs.
- **DEMA Mini-seminars** – Stay up-to-date with seminar topics critical to the ongoing success of your business.



IT'S NOT EASY BEING GREEN!

Going green is about supporting the environment that supports the dive industry. Going green also encourages operational efficiency and helps bring in green business to your facility.

Contact your Regional Manager for more information or to request an application packet so you can join the other elite eco-friendly operations in the dive industry.



PUSHING THE RECREATIONAL DIVE LIMITS?

Set your store apart by applying to be a PADI TecRec® Centre. Once approved, you will receive a PADI TecRec Centre window decal and signage to post in your store. Plus, your store will receive the TecRec icon under your store listing in the Dive Shop Locator and you will be found easier through the PADI Dive Shop Course and Offering search function.

To apply for the PADI TecRec Centre rating or for more information, please contact your PADI Regional Manager or PADI Regional Office.

PADI IS COMMITTED TO...



1. Educational Integrity

At the heart of PADI's philosophy is its devotion to educational integrity. It all begins with PADI Members, who teach a unique modular approach to diver education, allowing divers to learn at their own individual pace. What's more, PADI is the only organization in the dive industry with a standardized auditing process of its members, ensuring its educational integrity remains high.

2. Diver Safety

For PADI, diver safety isn't just a popular catch phrase – it's a belief that all divers, at all levels of certification, deserve training that will help them dive more enjoyably and more safely.

3. Quality Assurance

PADI actively monitors how its top-notch training materials are being taught around the globe. As the only training organization in the industry with a full-time standardized quality management auditing process, PADI ensures standards remain high among its members. It's just another reason PADI is the worldwide leader in diver training.

4. Environmental Stewardship

In all that we do, we strive to achieve our commitment to preserving the aquatic environment for future growth. If we don't protect our oceans, we're not only endangering our livelihood and diving lifestyles today, but also the lives of future generations. As a global leader in diver education, PADI takes its role in environmental stewardship seriously; together with its partner, the Project AWARE Foundation, PADI donates time and resources to help shape public policy in order to preserve the environment's future health and growth.

5. Global Authority and a Trusted Source

It's no mystery why PADI is the biggest diver-training organization in the world. Members place a value on PADI's high-quality materials and excellent customer service, and consumers derive the benefits – all of which has made PADI the global leader and trusted source in diver training since 1966.

6. Industry Prosperity

A healthy dive industry ensures everybody wins, so growing the dive industry is one of PADI's overarching goals. PADI works hard to achieve industry growth through marketing materials, public relations efforts, and extensive outreach programs. PADI leadership firmly believes, "the rising tide floats all ships."

7. Organizational Stability

PADI employees are long-tenured and PADI Members stay members for life. The integrity of our organization means people stay loyal. We honor our commitments, take personal responsibility for our actions and practice the highest ethical standards, treating everyone fairly with trust and respect. That stability is good for PADI, and it's good for the industry.



A tropical beach scene with turquoise water, a wooden building on stilts, and a line of buoys. The sky is blue with some clouds. The water is clear and blue, with a line of black buoys floating in the middle ground. On the right, there is a wooden building on stilts, possibly a restaurant or a small shop, with a thatched roof. There are some people swimming in the water near the building. The sky is a deep blue with some white clouds. The overall scene is peaceful and scenic.

"You can't be the biggest by being second best."

John Cronin PADI

CO-FOUNDER