

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