

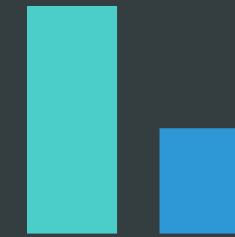
# Good for Divers. Good for Business.

95%

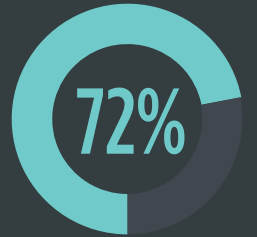
95% own a valid passport

\$174K

Avg. HHI - \$174,000

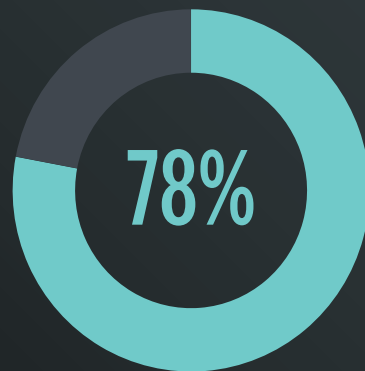


67% Male / 31% Female

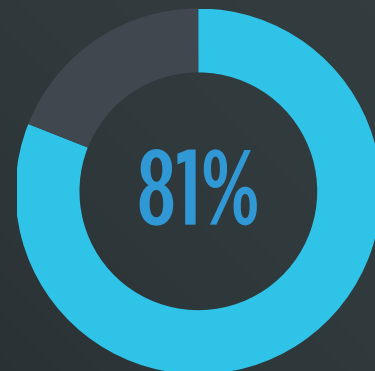


72% college educated

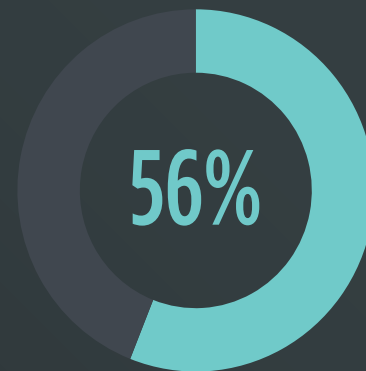
## PADI Club members are your best customers. Here's why:



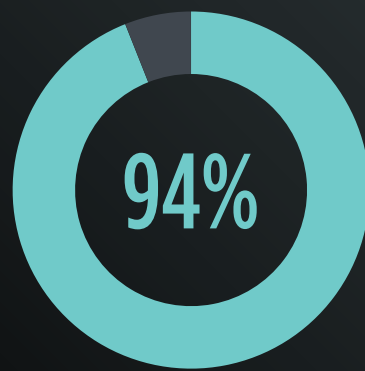
PLAN ON CONTINUING THEIR DIVE EDUCATION



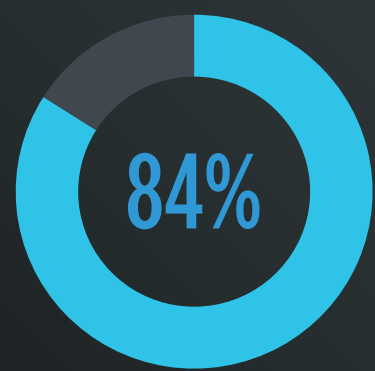
PLAN TO BOOK A DIVE VACATION IN THE NEXT 12-14 MONTHS



PLAN TO MAKE A MAJOR GEAR PURCHASE OVER THE NEXT 12-24 MONTHS



WOULD RECOMMEND PADI CLUB TO FRIENDS AND FAMILY



WOULD LIKE TO JOIN CLUB EVENTS IN THEIR LOCAL AREA OR THEIR LOCAL DIVE SHOP

2x

CLUB MEMBERS ENROLL IN CONED COURSES AT 2X THE RATE OF THEIR PEERS

## MAKE PADI CLUB WORK FOR YOUR BUSINESS!



Keep divers active, inspired and returning to your business for more training, gear and travel through the pages of Scuba Diving magazine and Club celebrity webinars.



Help divers refresh their skills and drive in-water training revenue by leveraging the free PADI ReActivate® program Club benefit.



Fill your continuing education courses by leveraging Club's 20% off PADI eLearning savings for members.



Support ocean conservation - 5% of each Club membership sold is donated to the PADI AWARE™ Foundation.



Support safe diving practices and help manage risk with free DAN® Prepared Diver and safety resources included with Club membership.