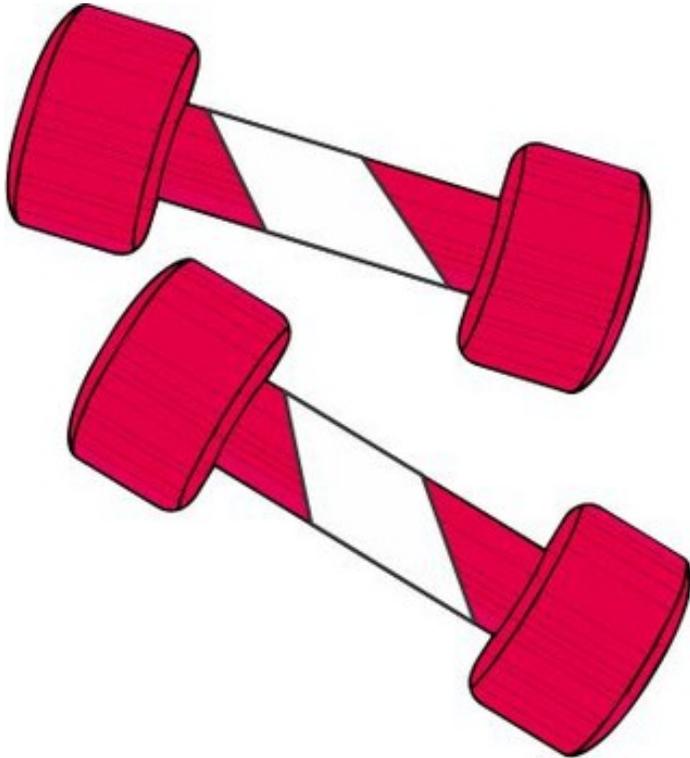


# Scuba Business: Dive Center Fitness

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Studies indicate that fit individuals are more likely to participate in recreational activities. Divers who are fit are more likely to advance their training and dive more often. The benefits of good health are profound for everyone and particularly for divers; reducing the risks associated with the underwater environment and improving diving performance.

Marketing demographics show that of the top 10 recreational crossover activities most likely to try scuba diving - four are fitness activities. This means that the same folks who participate regularly in fitness are highly likely to be interested in learning to dive.

In recent years dive centers and instructors have found they need to be more creative in attracting new divers. While industry members are understandably concerned about competition with other recreational water sports activities, it is important to recognize that the same potential clients probably participate in more than one water sport, already know how to swim, are comfortable  and on the water

ing population ages

The diving and fitness industries parallel in many ways. Dive and fitness centers and their dive and fitness professionals make excellent referral networks for clients. ScubaFit® provides the tools to bridge diving and fitness for the benefit of all divers.

The ScubaFit® Diver Course is approved by both dive and fitness agencies. If you would like to be a safer diver, a ScubaFit® certified Instructor, or create a healthier dive business, contact Gretchen M. Ashton at (760) 271-6069.