



11 March 2014

## A Successful AIDE2014 leads into AIDE 2015

The first ever Australia International Dive Expo which debuted at the Royal Hall of Industries in Moore Park, Sydney on 22-23 February welcomed a total of 773 attendees from eight countries including Australia over the weekend.



Met by a host of agencies including PADI and TDI/SDI, tourism boards, dive operators, equipment providers, marine conversationalists and underwater photographers, visitors not only learnt about new dive destinations, tours, diving courses, the latest diving equipment, but also took advantage of exclusive diving deals that were on offer.



Speakers including George Evatt, Christophe Bailhache, Sarah Richmond, Mike Scotland, Michael McFadyen, Rohan Perkin, Clement Lee, Jon Shaw, Dr Kay Dimmrock, Jack McGrath and Mark Elliott also shared tips and current marine conservation projects, practices and efforts, while encouraging visitors to take part in protecting the marine world.





PADI's booth was busy with visitors inquiring about PADI Courses and continuing education, while SDI/TDI introduced new re-breathers and shared their expertise and knowledge of equipments with diving enthusiasts.



Also, Vintage Dive Equipment showcased their old dive gears, where visitors viewed how diving was done in olden days. Meanwhile, over at the Marine Art Zone, kids enjoyed some art activities and got their faces and hands painted.



Seven lucky visitors also won prizes from the competitions held over the weekend, including dive holidays to Malaysia and Indonesia, an underwater camera, fleece and a titanium dive knife.



From the information collected over the weekend, 82% of the visitors indicated they were regular divers and 229 of them indicated they would be diving in the next few months. Non-diver attendees recorded at 17%, out of which 12% expressed interest to learn scuba diving.



Other breakdowns from the information collected include:

Existing divers - 82%,

Keen on dive courses and packages – 40%,

Interested in dive equipment – 40%,

Sport diving – 28%

Underwater photography – 25%.

Of the visitors, the breakdown based on age groups are:

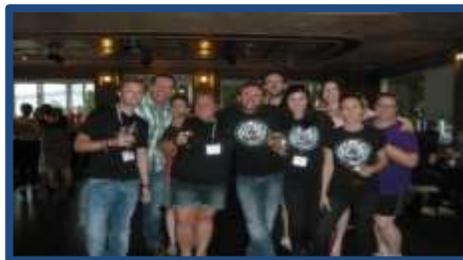
a. 16 to 25 - 13%.

b. 26 to 35 - 25%

c. 36 to 45 - 31%.

d. 46 to 55 - 20%

e. 56 above – 15%



Organiser and Director of AIDE, Ness Puvanes, says she is pleased with the performance of the first Expo with keen divers showing interest in the show. She expects a healthy and gradual growth in exhibitors and visitor numbers over the next few years.

"Diving is a niche market which more and more people are getting into, especially adventurous travellers," she says. "Nobody likes to miss out on seeing some of the world's most beautiful marine species and landscapes; and we are here to encourage and promote that as best we can."

Ness is determined to create a platform to promote diving products and services to the Australian and New Zealand diving community. Her aim is to continue to bring in more exhibitors, buyers and visitors together under one roof to further explore opportunities and new markets over coming years.

Exhibitors keen on participating again next year can register from 1 April 2014 onwards. All information for exhibitor's registration will be available at website. Visit [www.australiadiveexpo.com](http://www.australiadiveexpo.com) for more information.

## **Testimonials**

### **From visitors**

Erica Trudgeon

“Your show was excellent. The Speakers were very informative”

Sue McKay

“ thanks for such a great day. The Expo was great and we look forward to next years.”

Paul Rudder

“Hey guys - had fun on the weekend. Thank you! Looking forward to next year!”

David McKay

“Great day. Fun for the family. just won voucher to undertake Advanced Open Water course.”

DiveBuzz

“Great catching up with dive buddies old and new at the Australia International Dive Expo.”

### **From Speakers**

Mike Scotland

“Congratulations on organising the excellent dive show on the weekend. It was a pleasure to meet you and your friendly and helpful staff. Thank you for giving me the opportunity to deliver my talk. I will be more than happy to help out next year when you do the 2015 AIDE expo.”

### **From Exhibitors**

Henrik Nimb,

Vice President, Marketing Education and Business Development, PADI Asia Pacific

“We congratulate the organisers of AIDE for the inaugural show in Sydney. PADI Members received positive feedback from an enthusiastic audience interested in dive trips, education and courses. We look forward to seeing the AIDE Show go from strength to strength in the future.”

Andrea Davies – Mural Artist

“It was a wonderful event. The team and all the public made it an incredibly enjoyable and fun event . I was very happy to be involved.”