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AUSTRALIA INTERNATIONAL DIVE EXPO REPORTS SPIKE IN DIVE INTEREST

The Australia International Dive Expo (AIDE) has reported yet another year of success at this year's show recording a 23.5% increase in interest in scuba diving and other underwater related sports and activities. The interest came mostly from existing water-lovers and boaties as well as those searching for new experiences.

With close to 60,000 visitors at the event over the five days from 2-6 August 2018, organiser and director of AIDE, Ness Puvanes, said the show continues to draw the attention of key dive industry players from around the world and the diving community.

Being a part of the Sydney International Boat Show for the second year running, AIDE's aim is to keep opening up new opportunities and interests to boaties, while working with SIBS to create a more complete platform for water lovers and divers.

As with previous years, visitors met with a host of tourism bodies from around the world, dive tour operators and various suppliers of dive gear and equipment who featured their latest in dive technology and trends.

Highlights in the two on-site dive tanks included pool dive try-outs for newbies where they experienced breathing underwater for the first time; underwater drones and scooter demonstrations; and dreamy mermaid shows.





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Visitors also heard from a fantastic line-up of international and local speakers passionate about the ocean, marine life and the preservation of the environment, including Lisa Mondy, Sarah-Jo Lobwein, Nicola Beynon, Joni Pini-Fitzsimmons, Monica Chin, Dr Fabrice Jaïne, Mike Scotland, Dr Martin Puchert and many more.

This year more than 400 high school children from around NSW were also introduced to diving where they heard from exhibitors on getting into the sport, the equipment needed, career options, hobbies and learning options.

AIDE2018 also saw the launch of the very first The AIDE Australasia Underwater Photographer of the Year Competition where the legendary Valerie Taylor joined Michael Aw (moderator), Peter Lightowler, Jayne Jenkins, Chris Dalton, Matthew Smith and Brett Lobwein on the panel of judges for a live judging on the Sunday.

2019 promises to be an even bigger and better year for AIDE with many visitors already looking forward to it and exhibitors signing up to returning with more exclusive deals and more products to offer, and speakers expressing interest to share even more of their love for the ocean and expertise in marine species and sustainable practices.

AIDE will once again be part of the SIBS show next year at the International Convention Centre in Darling Harbour from 1 – 5 August 2019.

Bookings for AIDE2019 can be made from 1 November 2018 to 31 May 2019. Please direct all booking inquiries to info@australiadiveexpo.com.