



PADI Dive Guides

Inspire. Inform. Acquire.



SEEK ADVENTURE.
SAVE THE OCEAN.™

Contents

- PADI Dive Guides™ Overview
- Dive Guides Content Creation
- Marketing & Promotion
- Languages
- Member Benefits
- Getting Started
- Submission Guidelines



What are PADI Dive Guides?

PADI Dive Guides are an easy, effective and free way for PADI Members to attract both potential and certified divers to explore diving in their own backyards or wherever their travels take them.

Hosted on padi.com, PADI Dive Guides are a new resource for divers to discover diving around the globe and book their next dive adventures with PADI Dive Centers and Resorts. Potential new and certified divers can explore dive opportunities by continent and country, or drill directly down to specific dive destinations and dive sites. Divers can also connect directly with local PADI® shops and resorts to book dive experiences and training.



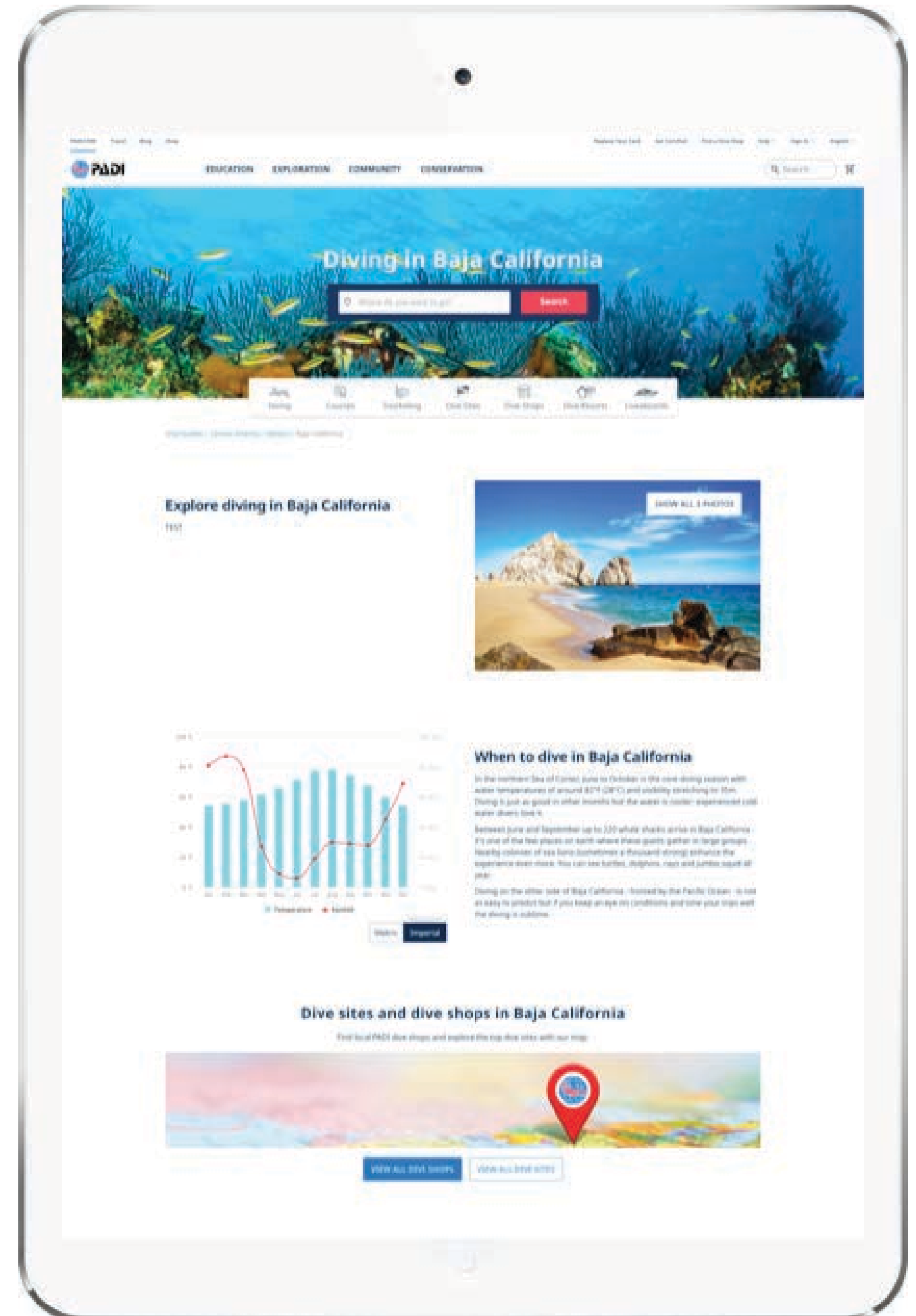
How are PADI Dive Guides created?

Powered by the knowledge and expertise of the PADI membership, Dive Guides content at the destination and dive-site level is provided by PADI Members via an easy and intuitive online portal.

As area experts PADI Retail, Resort and Professional members are best equipped to describe and promote local diving.

- ✓ PADI Staff creates the big picture overviews by continent, country, state or province, etc.
- ✓ PADI Members provide the specifics by creating and editing destination guides – for example, diving in Cabo San Lucas, Mexico – and dive sites.

Think of PADI Dive Guides as the ultimate diving wiki for divers powered by the local knowledge and expertise of PADI Members.



How do divers find PADI Dive Guides?

Hosted on PADI.com, PADI Dive Guides leverage the site's massive online authority and organic search rankings to attract both new and certified divers to these destination pages.

In addition, PADI is promoting Dive Guides across its extensive social channels and the *Scuba Diving*® media network. PADI will also position Dive Guides as a go-to diving resource via ongoing public relations outreach efforts, extending Dive Guides (and PADI Members') reach beyond traditional diving audiences.



padi.com

+935,000 sessions monthly

Ongoing Dive Guides promotion across PADI websites and blogs.

Social Media

+3.7 million followers

Promotion throughout 2021 across PADI social channels

Media Outreach

2020 global media reach: nearly 15 billion

Throughout 2021, ongoing PR outreach will position Dive Guides as the go-to resource for dive travel.

PADI Media Group

+1 million impressions monthly

Promotion across Scuba Diving and scubadiving.com channels

Are Dive Guides available in multiple languages?

Divers can enjoy Dive Guides content in the following nine languages when browsing padi.com:

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> English | <input checked="" type="checkbox"/> German | <input checked="" type="checkbox"/> Korean |
| <input checked="" type="checkbox"/> Spanish | <input checked="" type="checkbox"/> Italian | <input checked="" type="checkbox"/> Chinese (Simplified) |
| <input checked="" type="checkbox"/> French | <input checked="" type="checkbox"/> Dutch | <input checked="" type="checkbox"/> Chinese (Traditional) |

When creating local destination guides or dive sites, PADI Members also have the option to do so in the same nine languages. Members select their language preference when creating or editing a local guide or dive site. PADI then translates this content into the other languages for publication across all padi.com language sites.

The image shows a screenshot of the PADI Dive Guides creation interface. The main heading is "DIVE GUIDES". Below it, there are three dropdown menus: "Input language" (set to "Español"), "Choose a country" (set to "Mexico"), and "Choose an area" (set to "Baja California Sur"). A "CREATE NEW" button is visible. A text box explains: "Why are there two sets of boxes below? The current version of this dive guide. You can't edit this. On the left you'll find the same version but these changes to improve this page! Click the button at the bottom to send your proposed changes. If they are accepted, you will be credited on the page itself." Below this, there are two columns of content. The left column is titled "EXISTING HERE" and the right column is titled "CURRENT LISTING (FOR REFERENCE)". Both columns show a "Short description" and a "Full description of diving in this location". A language selection dropdown menu is overlaid on the left side, showing a list of languages: "Choose...", "English" (highlighted), "Deutsch", "Français", "Italiano", "Español", "Nederlands", "日本語", and "한국어".

How do PADI Members benefit from Dive Guides?

- **Showcase your local diving**

Help influence consumers' decisions to dive with you by promoting the unique experiences and adventures they will experience in your destination.

- **Highlight your professional and business expertise**

PADI Members who create and edit destination guides and dive sites are listed as contributors on these pages. PADI Retail and Resort contributors also receive links to business listings on PADI.com, which can be created at no charge – these links and pages connect divers directly with the PADI dive operators.

- **Increase bookings and revenue**

PADI Members who use PADI Adventures™ to increase their dive and course bookings receive the added bonus of having their dive offerings appear on destination, dive site and dive business pages. This makes it easy for divers to immediately book online while diver interest and enthusiasm is high.

- **Connect with more new and certified divers**

All PADI shops and resorts within a specific destination are linked on the related destination pages. Each listing includes a "Contact Shop" form to generate customer leads that are sent directly to the store or resort.

- **Leverage PADI media reach and marketing outreach**

Through padi.com's reach and PADI marketing efforts, PADI Members can attract more customers to their location through Dive Guides.

Explore diving in Baja California Sur

Surrounded by water on three sides, the southern reaches of Baja California Sur offer some of the best diving in Mexico. Tropical and temperate zones meet to create a shallow playground for hammerheads, whale sharks – and delighted divers.

There's so much to feast your eyes on while diving in Baja California Sur you won't know where to look. Marvel at dense schools of jacks, barracuda, tuna and jawfish as mobula rays glide overhead. Fun-loving sea lions offer amazing photo opportunities as they frolic and pose for cameras.

Nautilus, shells, crabs and shrimps ensure macro-lovers are catered for. If diving in Baja California Sur was summed up in three words, they would be "goosebumps". A special bonus: the region is a jumping off point for Socorro Island.



When to dive in Baja California Sur

Diving in Baja California Sur is an excellent year-round but each season brings its own perks. July to November has excellent visibility (25m). This season is also the warmest water (73-85°F/23-30°C).

Spring brings different creatures. Now is the best time to do some face-to-face with humpback whales and it's pleasantly full after diving in Baja California Sur.

Year except for June-August when the area is closed for mating season. If you plan to extend your stay, consider May.

CONTACT REQUEST FOR

JOLLY ROGER DIVE CENTER DESTINATION, COUNTRY

We will send the information below to the dive shop that will then contact you directly to discuss your interests.

First Name

Last Name

Email

Phone Number

Example: +1 201 555 0123

Please let us know your interests

- Learning to dive
- Further my dive skills
- Booking a dive
- Buying dive gear

Select Dive Level

Additional Notes

Up to 800 characters

I wish to receive regular emails from PADI about great places to dive, special deals and ocean conservation. I can opt out at any time.

I authorize PADI to share this information with Dive Ninja Expeditions.

SUBMIT

Dive shops in Baja California Sur

Use our map to find dive shops and explore the top dive sites with our map.



VIEW ALL DIVE SHOPS

VIEW ALL DIVE SITES

Life sightings for Baja California Sur



Life sightings

Diving in Baja California Sur

Navigation: Diving, Courses, Snorkeling, Dive Sites, Dive Shops, Dive Resorts, Liveboards

- FULL DAY DIVE TRIP**
The United Club
3 dives
USD 222
- FULL DAY DIVE TRIP**
The United Club
2 dives
USD 191
- FULL DAY DIVE TRIP**
CORTEZ EXPEDITIONS
2 dives
USD 188
- HALF DAY DIVE TRIP**
Healthy Dive Tech
2 dives
USD 127

SHOW ALL BOOKABLE DIVE TRIPS

What does it cost to participate?

There is no additional cost.

Dive Guides are included as a benefit of PADI Membership.

How do I get started?

Getting started with PADI Dive Guides is as easy as 1, 2, 3:



1. Log in to the PADI Pro Portal at pro.padi.com, then click on "PADI Dive Guides".



2. PADI Retail and Resort members create your dive business page.

If you participate in PADI Adventures, this step is already done!



3. Create or edit a local destination guide or dive site guide.



Submission Guidelines:

- **Written content submission guidelines:**

- All content should reflect the PADI organization's commitment to diver safety and environmental best practices. Avoid generalized statements about a site's suitability for all divers.
- All content submissions should not include any references or promotions of individuals, dive centers or resorts, nor should submissions include contact details.
- Content should be respectful of all peoples, cultures and views. And, of course, profanity is inappropriate.
- Content should be realistic and genuine to the dive site. Avoid overselling.
- Be sure to mention when a site requires specialized training, such as with wreck diving, cavern diving and cave diving. Divers will appreciate knowing this in advance. Also, it is always good to mention specialty dive training opportunities – such as drift, night, photo, deep, etc., that could help divers even further enjoy dive sites and dives that they may not have experienced before.
- Due to the uncertainty of weather and migration patterns, be sure not to guarantee experiences or sightings.

- **Video and image submissions guidelines:**

- Similar to content submissions, photo and video submissions should not include any self promotion of an individuals, dive centers or resorts.
- Videos and images should depict best diving practices as defined by PADI Standards.
- Videos and images should also be void of any nudity.

- **Publishing:**

- All Dive Guides submissions, images and videos are reviewed prior to publishing. Due to the large amount of content submissions, it could take up to seven days before you see your contributions.

- **Questions?** Email diveguides@padi.com for assistance.



Have questions?

Email diveguides@padi.com for additional support.

Thank you for your PADI membership and loyalty.



**SEEK ADVENTURE.
SAVE THE OCEAN.™**