



PADI

Seek Adventure.
Save the Ocean.™

2024 WORLDWIDE CORPORATE STATISTICS

Data for 2019 – 2024*

**Prepared December 2024*

PADI IS THE MOST RECOGNIZED NAME IN SCUBA DIVING

"PADI certifies ocean-friendly dives" - **FASTCOMPANY**

"PADI cultivates diversity and inclusion in scuba diving." - **TIME**

"PADI is a re-envisioning the way people travel" - **Outlook travel**

"PADI bolstered my knowledge + love for the ocean" - **THE AUSTRALIAN**

"PADI educates and empowers divers to protect the ocean" - **MEN'S JOURNAL**

"PADI is committed to putting adventure within reach for all." - **THE WALL STREET JOURNAL**

"For years PADI has advocated for the protection for sharks and rays." - **Condé Nast Traveler**

"Getting a PADI certification changes the way you travel in the best possible way." - **TRAVEL+LEISURE**



WINNER: #3
Bright Ideas in
Travel 2024
Organization +
Operator



WINNER: #5
Most Innovative
Company in
Travel, Tourism +
Hospitality



PADI IS THE WORLD'S LARGEST SCUBA DIVING ORGANIZATION



30 million+ PADI certifications issued since 1967.



128,000 PADI Professionals working in the scuba diving industry.



6,600 PADI Dive Centers and Resorts operating in 184 countries and territories.

PADI's vision is to create a ***billion Torchbearers*** to explore and protect our ocean.



PADI

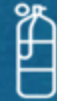
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CERTIFICATION INSIGHTS AND TRENDS 2019 - 2024



EIGHT out of *TEN* scuba divers are PADI Certified



% of female to male certifications has risen YoY since 2020, with 40% of all certifications in 2024 being female



Under 30s earn appx 50% of global certifications YoY



Asia Pacific is the most popular region to get any PADI certification in 2024

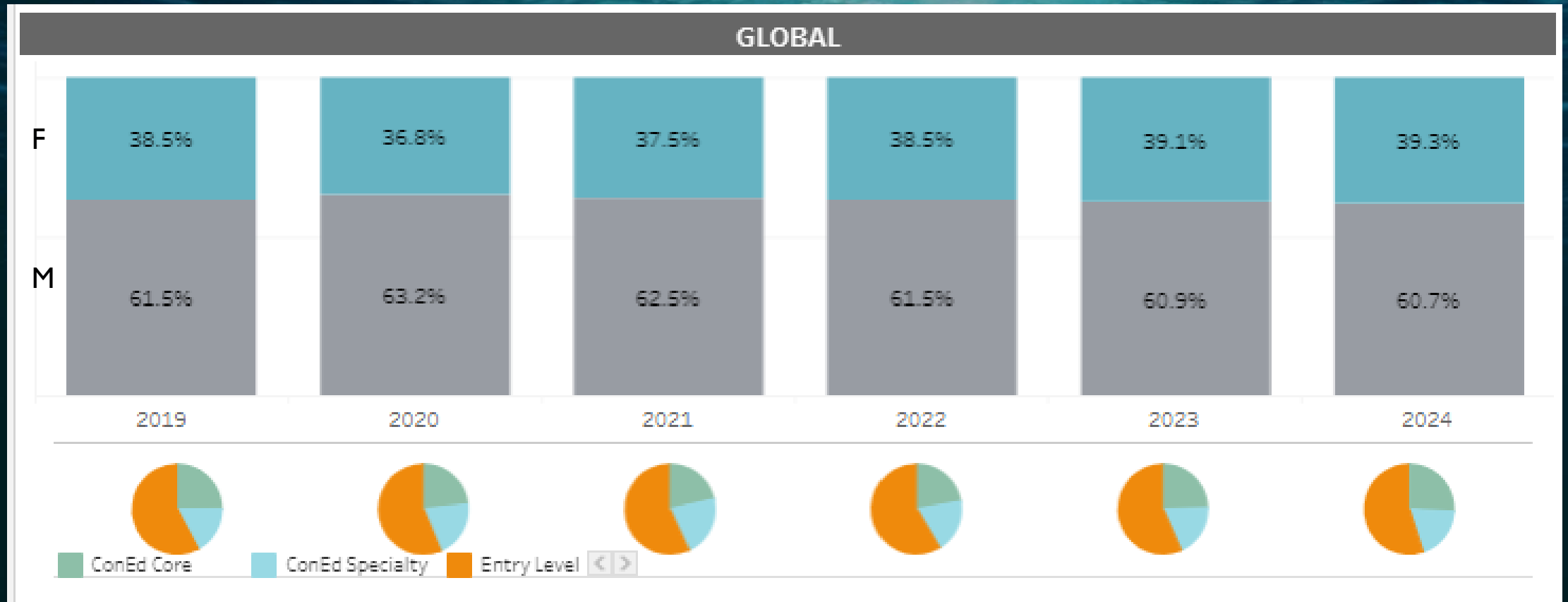


USA issues the most PADI Open Water certifications in 2024





PADI WORLDWIDE CERTIFICATIONS TREND BY GENDER



Represent total entry level and continued education certifications issued by PADI globally. Divers may have multiple certifications. Does not include introductory diving experiences.

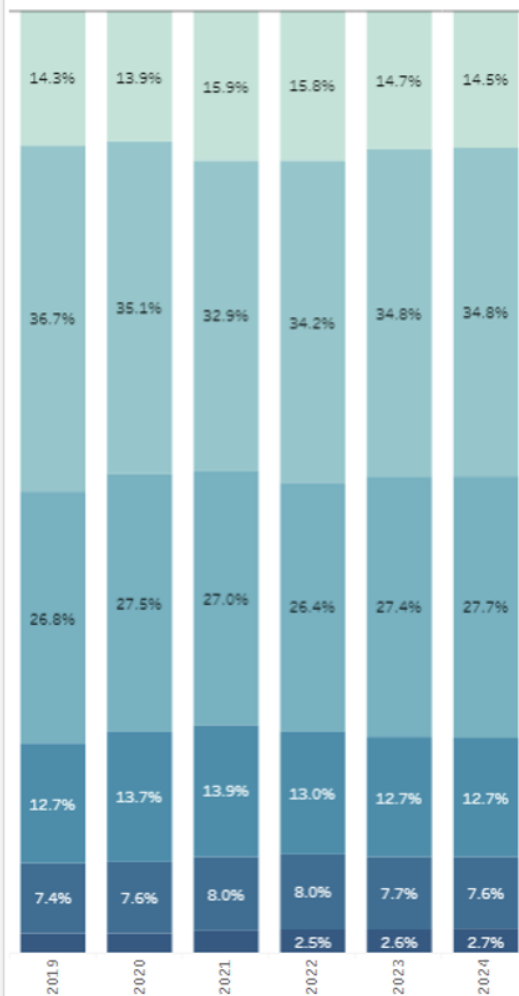


PADI WORLDWIDE CERTIFICATIONS TREND BY AGE

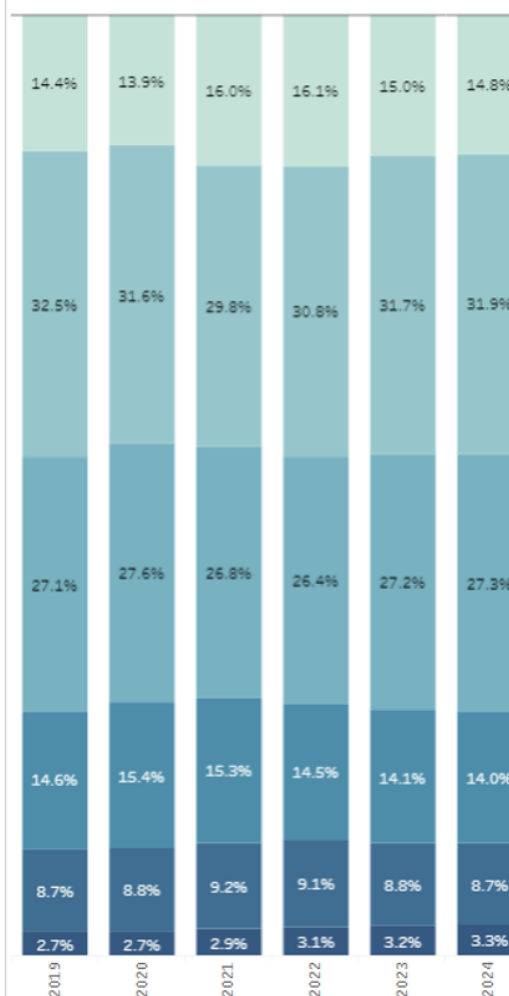
Age Groups

- 10-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60 and over

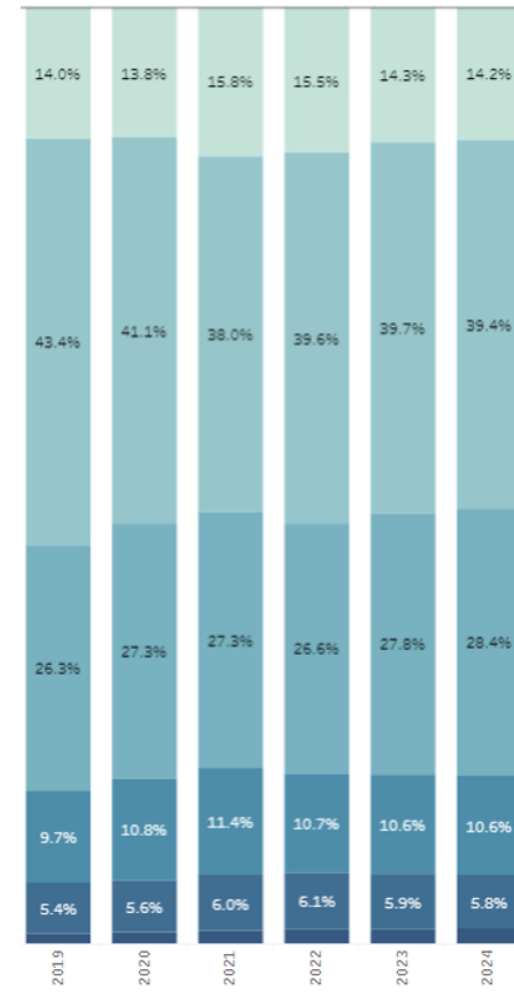
Gender: All



Gender: M



Gender: F

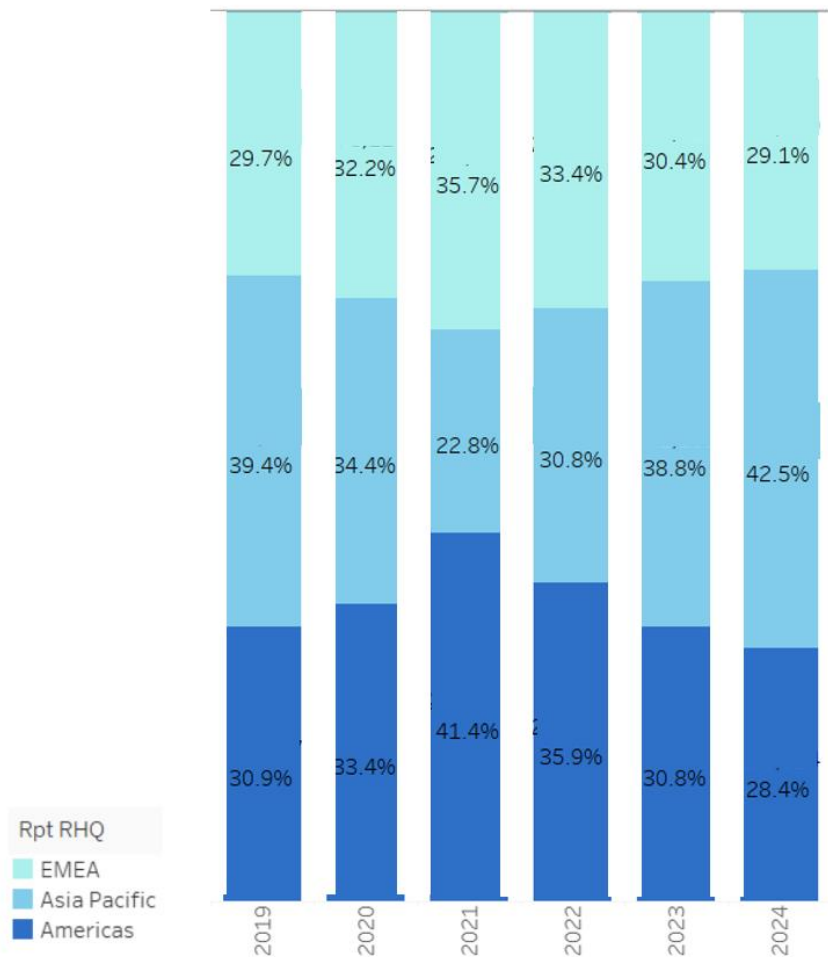


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PADI WORLDWIDE CERTIFICATIONS TREND BY REGION

Certs by RHQ



Top 5 Destinations for PADI Certifications*



1. USA



2. Thailand



3. Malaysia



4. Egypt



5. Philippines

* based on 2024 data

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