

Underwater Tourism - October 2018

Report Price: £295.00 | \$398.34 | €331.99

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“Often known as the ‘rainforests of the sea’, some of the world’s most spectacular landscapes can be found underwater on coral reefs. Wrecks and reefs are common destinations for a global community of active divers keen to immerse themselves with the unique life underwater and there is a vast range of diving holidays on the market that range from dive resorts to one-off dive experiences.”

- **Jessica Kelly, Senior Travel Analyst**

This report looks at the following areas:

- What is the global value and volume of the diving-tourism sector?
- What is coral-reef tourism and how does it contribute to coastal livelihoods?
- What are the main underwater-tourism activities and where are the best destinations?
- Who are the major operators and influencers in the market?
- How is diving tourism contributing to the preservation of crucial underwater habitats and marine life?

However, there is more to underwater tourism, and the challenge of constructing hotels and buildings underwater endures while niche activities such as shark diving and SNUBA [‘snorkel’ and ‘scuba’] are supporting growth of the industry. New technologies have emerged that help make diving safer and the development of high-tech submarine tourism offers great potential for a safe, yet sustainable method of exploring the underwater world.”

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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NAUI – National Association of Underwater Instructors

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Scuba Diving

Scuba Travel

What Next?

Diving tourism: protecting the underwater environment and sustaining coastal communities' livelihoods

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