

HOW TO ADD A CONSERVATION ACTIVITY

Step-by-Step Guide



PADI[®]

SEEK ADVENTURE.
SAVE THE OCEAN.SM

1. Go to business.padi.com and sign in with your PADI Pro username and password
2. Scroll down the side navigation to “Adventures” and select “Activity Listings”

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ADVENTURES

DIVE PRODUCTS & PRICES

Currency: CHF

Tax & Service charges included in price? Yes No

Tax + Service charge %*: 0

Prices entered are Net or Gross? Gross price Net price

Commission %*: 20

Do your prices vary during the year ("Seasons")? Yes No

If your Dive center is closed during some parts of the year, please select "Yes" and create a Season with the name "Closed".

SAVE SEASONS

3. Scroll down to the “Product Listing” section and select “Add product”.

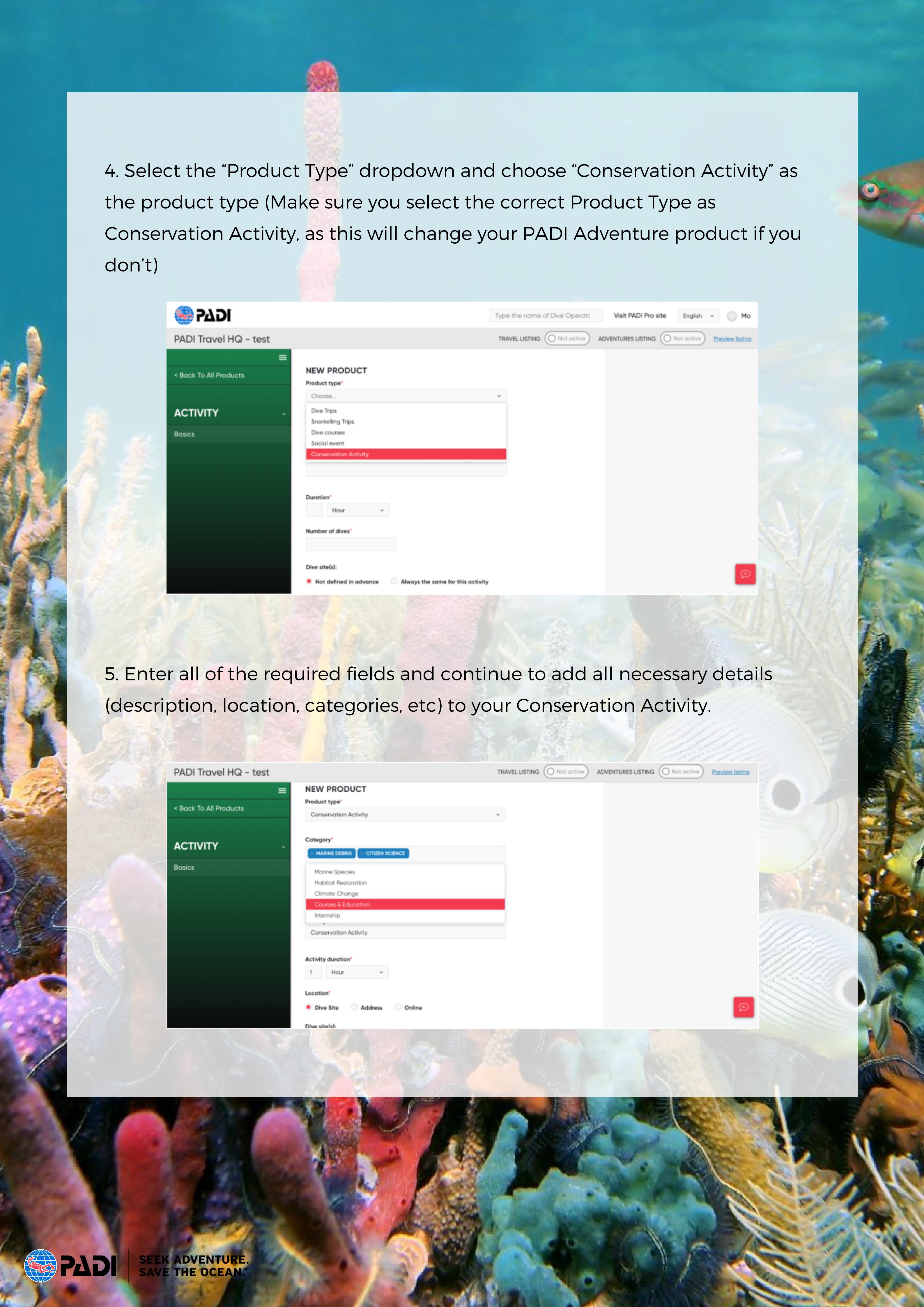
PADI Travel HQ - test

ADVENTURES

Activity	Type	Price	Status	Actions
CONSERVATION ACTIVITY	Conservation Activity	CHF 0	Draft	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
LISAS EVENT! YAY	Conservation Activity	CHF 0	Draft	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MOS FUN ACTIVITY	Conservation Activity	CHF 0	Draft	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
FULL-DAY DIVE TRIP	Dive Trips	CHF 100	Published	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
HALF-DAY SNORKELLING TRIP	Snorkelling Trips	-	Draft	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
SHORT DIVE IN THE SIHL OVER LUNCH	Dive Trips	CHF 1	Published	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
THURSDAY EVENING BEERS WITH FELLOW DIVERS	Dive Trips	CHF 0	Published	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

+ ADD PRODUCT

4. Select the “Product Type” dropdown and choose “Conservation Activity” as the product type (Make sure you select the correct Product Type as Conservation Activity, as this will change your PADI Adventure product if you don’t)



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Type the name of Dive Operato Visit PADI Pro site English Mo

TRAVEL LISTING Not active ADVENTURES LISTING Not active Preview listing

NEW PRODUCT

Product type*

Choose...
Dive Trips
Snorkelling Trips
Dive courses
Social event
Conservation Activity

Duration*

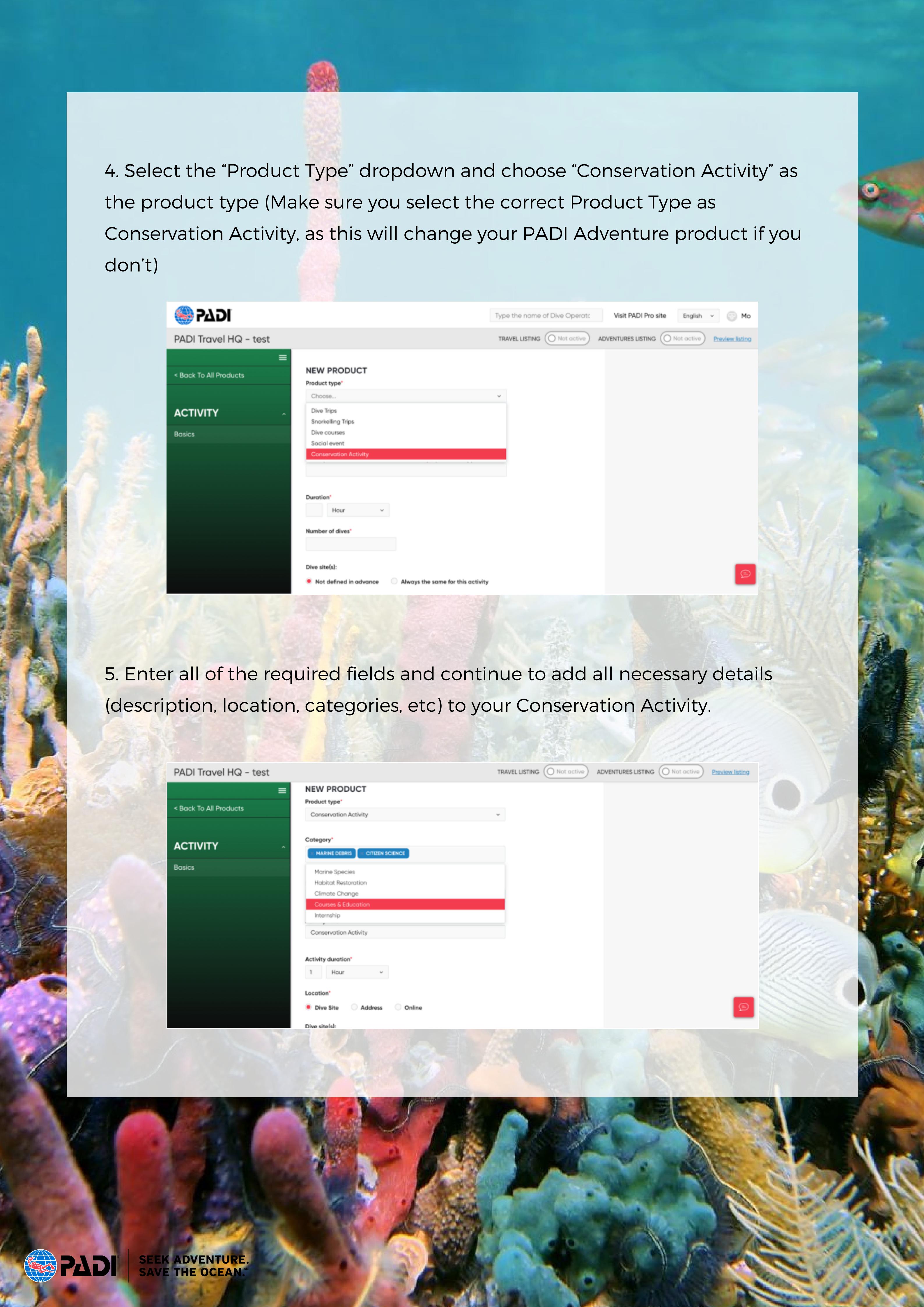
Hour

Number of dives*

Dive site(s):
 Not defined in advance Always the same for this activity

Chat icon

5. Enter all of the required fields and continue to add all necessary details (description, location, categories, etc) to your Conservation Activity.



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TRAVEL LISTING Not active ADVENTURES LISTING Not active Preview listing

NEW PRODUCT

Product type*

Conservation Activity

Category*

MARINE DEBRIS CITIZEN SCIENCE
Marine Species
Habitat Restoration
Climate Change
Courses & Education
Internship
Conservation Activity

Activity duration*

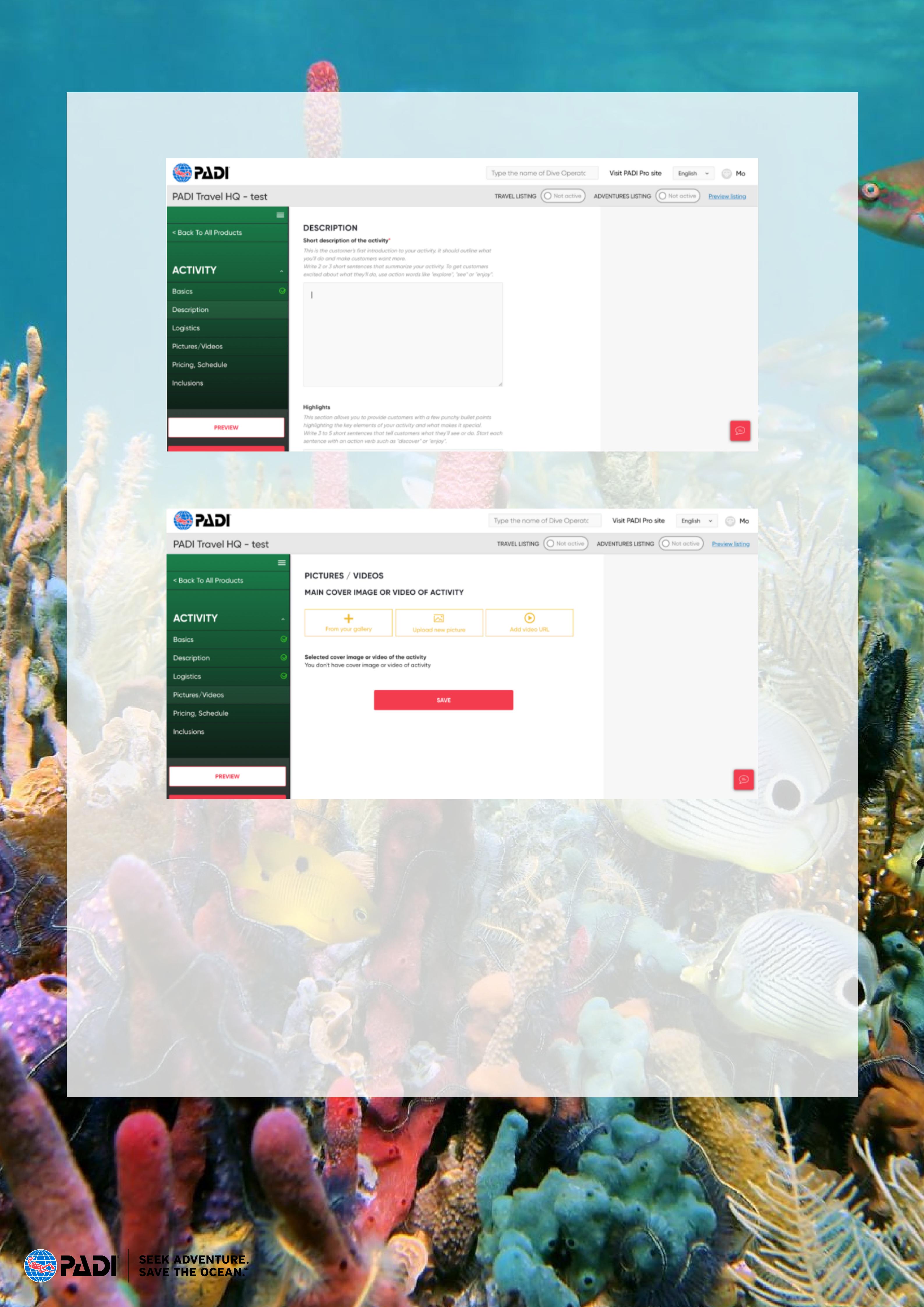
1 Hour

Location*

Dive Site Address Online

Dive site(s):

Chat icon



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Type the name of Dive Operat... Visit PADI Pro site English Mo

TRAVEL LISTING Not active ADVENTURES LISTING Not active Preview listing

< Back To All Products

ACTIVITY

- Basics
- Description
- Logistics
- Pictures/Videos
- Pricing, Schedule
- Inclusions

DESCRIPTION

Short description of the activity*

This is the customer's first introduction to your activity. It should outline what you'll do and make customers want more. Write 2 or 3 short sentences that summarize your activity. To get customers excited about what they'll do, use action words like "explore", "see" or "enjoy".

PREVIEW

Highlights

This section allows you to provide customers with a few punchy bullet points highlighting the key elements of your activity and what makes it special. Write 3 to 5 short sentences that tell customers what they'll see or do. Start each sentence with an action verb such as "discover" or "enjoy".

PICTURES / VIDEOS

MAIN COVER IMAGE OR VIDEO OF ACTIVITY

From your gallery Upload new picture Add video URL

Selected cover image or video of the activity
You don't have cover image or video of activity

SAVE

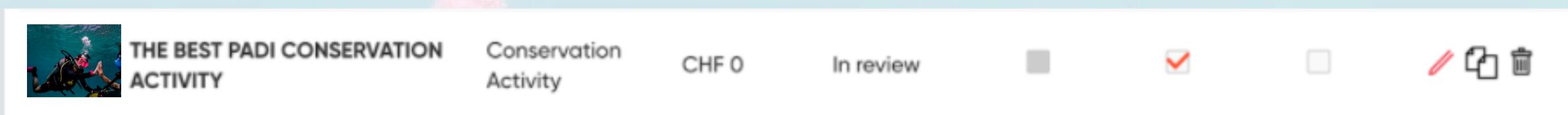
6. As you make progress, select the “Preview” button to preview what your Conservation Activity page will look like

The screenshot shows the PADI Travel HQ - test interface. On the left, a sidebar titled 'ACTIVITY' lists sections: Basics, Description, Logistics, Pictures/Videos, Pricing, Schedule, and Inclusions. Below these are 'PREVIEW' and 'SEND FOR REVIEW' buttons, and a 'Trip status: Draft' dropdown. The main area is titled 'ACTIVITY PREVIEW' and displays a thumbnail image of two scuba divers. Below the image, the text reads 'The best PADI Conservation Activity' and 'CHF 0.00'. It also shows 'Duration: 1 hours' and 'Dive sites: determined on the dive day'. A 'Highlights' section is present with a link to 'Read more about them'. At the bottom, there are links for 'Instant confirmation' and 'Free Cancellation - 24hrs notice'.

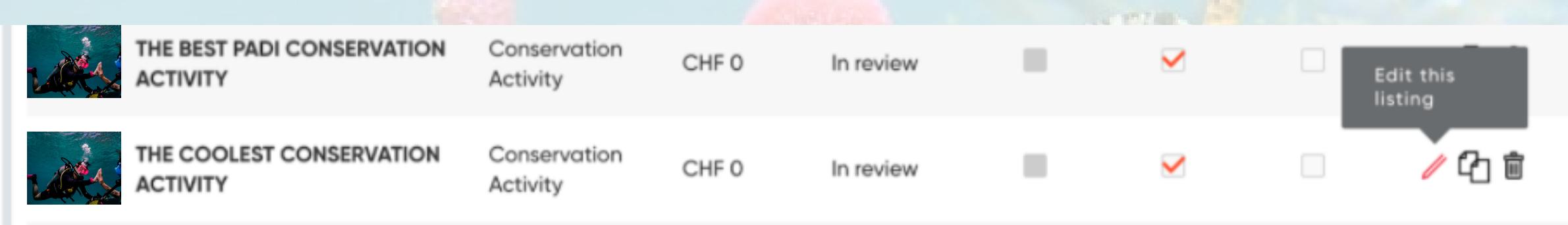
7. Select “Send for Review,” when ready to publish this Conservation Activity. This will then be reviewed by PADI staff

The screenshot shows the 'PRODUCT INCLUSIONS & SURCHARGES' page. The left sidebar remains the same. The main content area has a heading 'PRODUCT INCLUSIONS & SURCHARGES' with instructions for selecting inclusion status (YES, NO, N/A) and bookability (BOOKABLE IN ADVANCE). It also includes a note about mandatory fees and a table for entering item details. A 'SAVE' button is at the bottom. An arrow points to the 'SEND FOR REVIEW' button in the sidebar, which is highlighted in red.

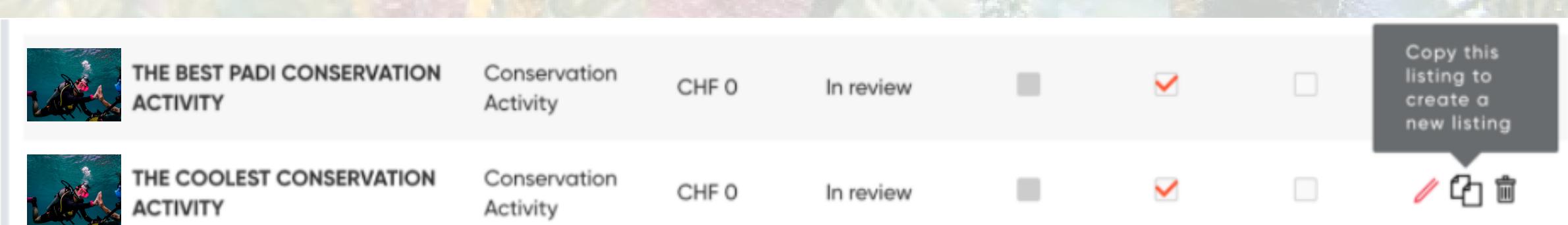
8. Go back to the product list, and you should now see that your Conservation Activity is “In Review” status



If you need to go back and edit details, select the pen or “Edit” icon under Product listings.



If you want to make a copy of that product listing, select the two paper icon or copy icon to create a new listing using that listing as a template



HIGHLIGHTS & DESCRIPTIONS

Highlights and descriptions should explain:

- What the activity is
- Why it's so great
- Why a diver should book with you

Think about why your current customers book this experience with you. How do you sell it to them? What gets them excited? What do they talk about after the activity is finished?

Less is more. Include the key selling points, but don't overdo it. The more text you include, the higher the chance that it won't be read and you'll miss out on potential new customers. Use bold to help your highlights stand out.

Example highlights and description could be:

- Clean up the reef and meet new friends!
- Be part of the world's largest marine debris citizen science project
- Join our award-winning, eco-minded and 100% AWARE community
- Dive Against Debris at Lighthouse Dive Site, 5 years running

Join us on our weekly Dive Against Debris! As an 100% AWARE Dive Center, we know what it means to protect our local reefs. We're a friendly and easy-going team and we can't wait to share our passion for conservation with you and help you take your first (or thousandth!) step as a citizen scientist.

SELECTING IMAGES

Image selection is hugely important if you want to attract as many new divers to your conservation activities as possible.

As you'll know from your own booking experiences, pictures provide a lot of information and bring an activity to life!

Consider including high resolution images of:

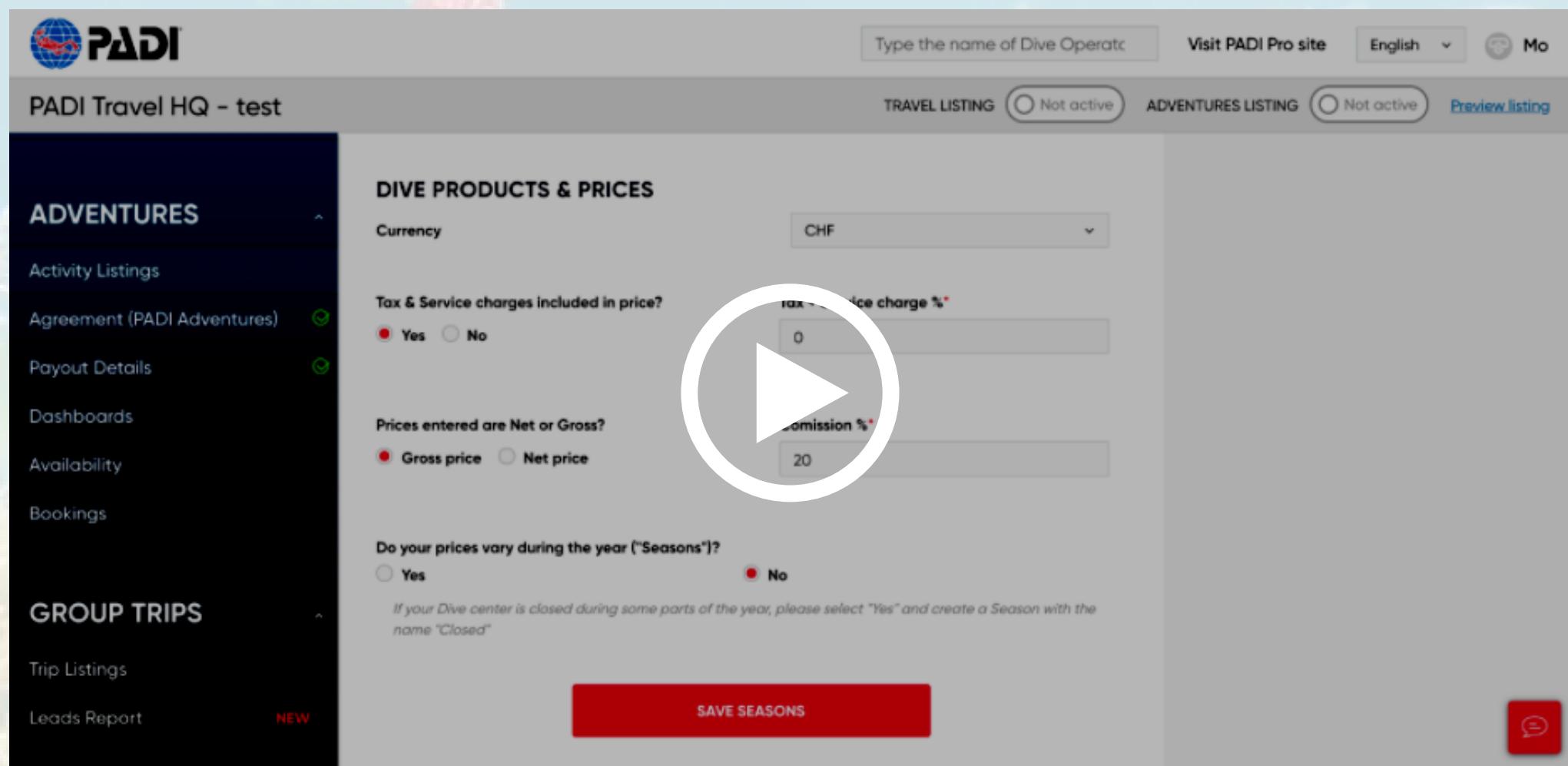
- Your activity e.g. divers planting coral
- Your results e.g. pieces of debris collected
- Your fun dive team & facilities
- Your accommodation (if applicable)

If you don't have any images, you can still add your activity without images. However, you will benefit from taking some yourself and adding them in later.

Alternatively, approach photographers and offer a free conservation experience in exchange for their images of the activity. Social media is a great place to find photographers in your existing dive community.

WALK THROUGH VIDEO

This video shows you how to add an activity from start to finish. Watching it through before you begin adding your activity (then keeping it up to refer to when you're ready) will help you add your activities quickly and easily.



>>> [CLICK HERE TO VIEW](#) <<<