



PADI[®]

SEEK ADVENTURE.
SAVE THE OCEAN.SM

GLOBAL STATISTICS 2016 - 2021



PADI

SEEK ADVENTURE.
SAVE THE OCEAN.™

PADI MISSION

Create a billion torchbearers to explore and protect our ocean

PADI VISION

Achieve balance between humanity and ocean

PADI IS THE WORLD'S LARGEST AND MOST POPULAR DIVER
ORGANIZATION.

Issuing more than **29 million certifications to date**, PADI enables people around the world to seek adventure and save the ocean through **underwater education, life-changing experiences and travel.**



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PADI'S PILLARS OF CHANGE

Ocean Conservation

Empower our community to take conservation action for global impact.

Industry Sustainability

Reduce and offset the carbon footprint of the dive industry.

People & Humanity

Foster diversity and inclusion in the dive industry and support local communities.



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PADI has a global presence issuing certifications in 186 countries + territories with regional offices in:

PADI CANADA
Vancouver

PADI WORLDWIDE HQ
and PADI AMERICAS
Rancho Santa Margarita,
California

PADI EMEA
Bristol, UK

PADI TRAVEL
Zurich, Switzerland

PADI RDO
Moscow, Russia

PADI CHINA
Shenzhen
and Beijing

PADI JAPAN
Tokyo, Osaka and Okinawa

PADI RDO São
Paulo, Brazil

PADI ASIA PACIFIC
Sydney



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As the world's leading and most-trusted authority in the dive space, PADI has extensive influence across its channels and experiences.



1 MILLION+
visitors to padi.com



18 BILLION+
global PR reach in 2021



4.6 MILLION+
social followers



250K+
monthly blog sessions



5 MILLION
email database



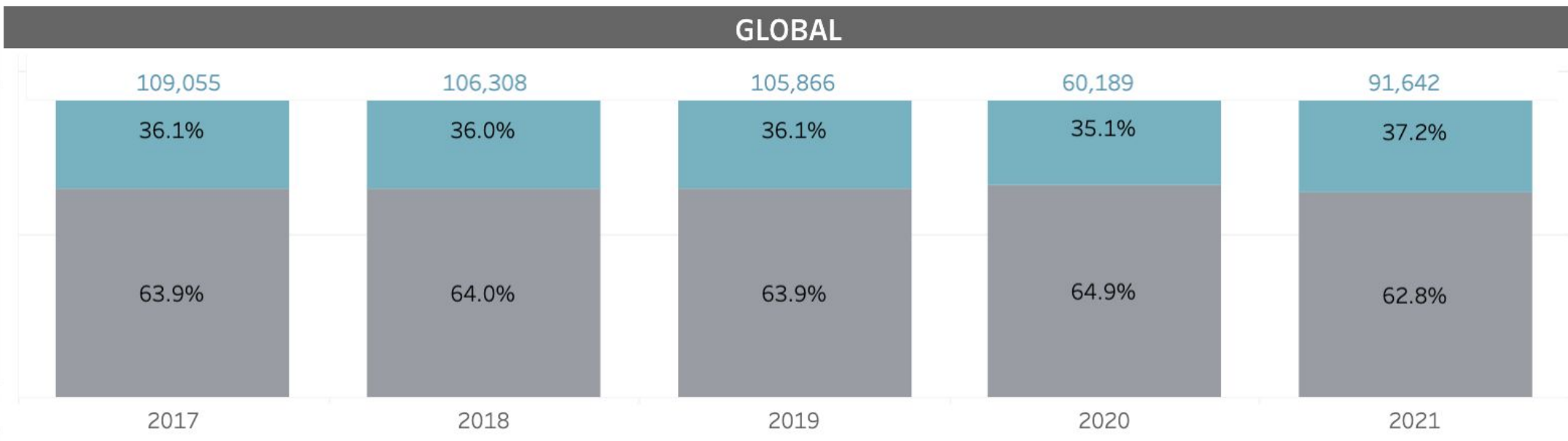
88% SOV
in global diving coverage



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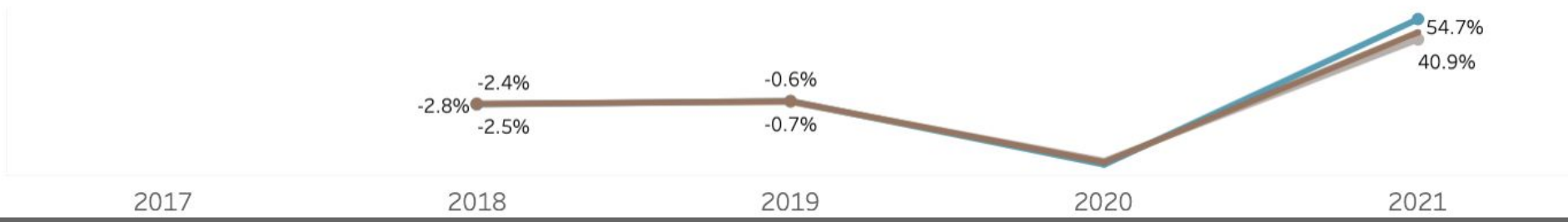
PADI Worldwide Certification Trend By Gender



F M



YoY Growth Trend

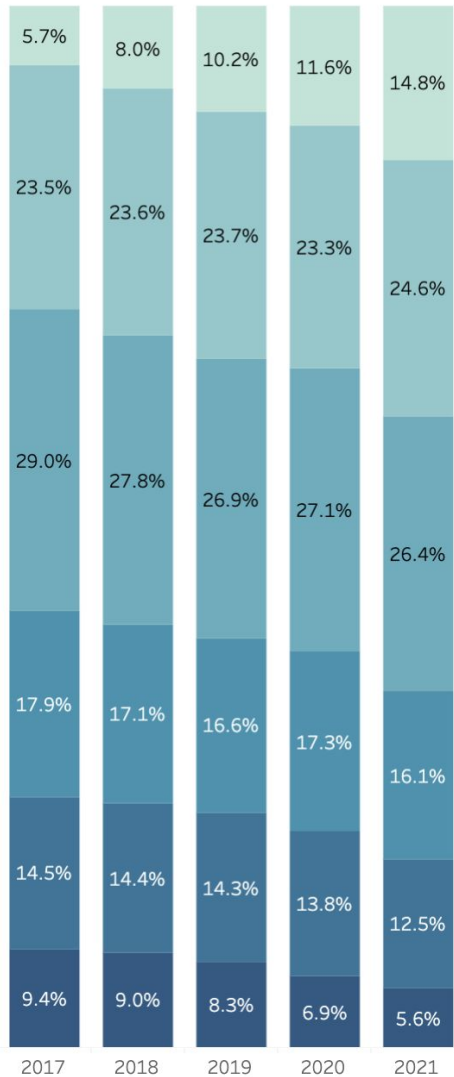




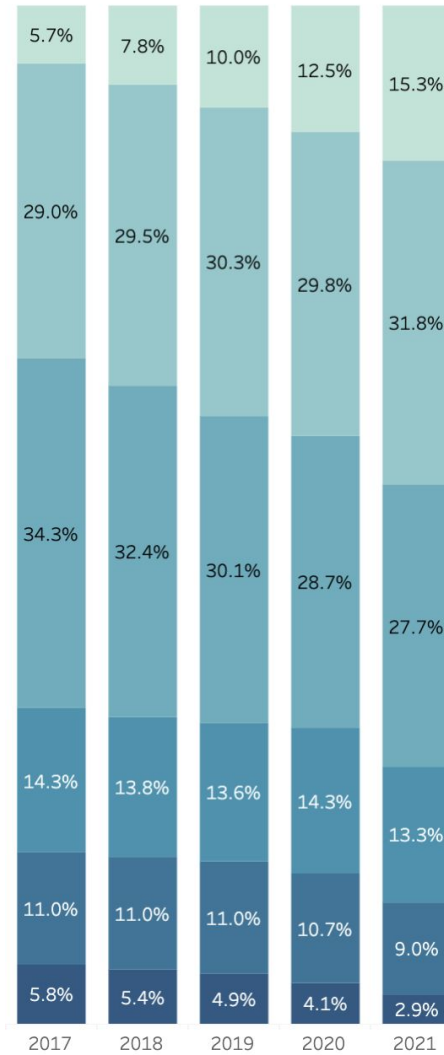
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PADI Worldwide Certification Trend By Age Group

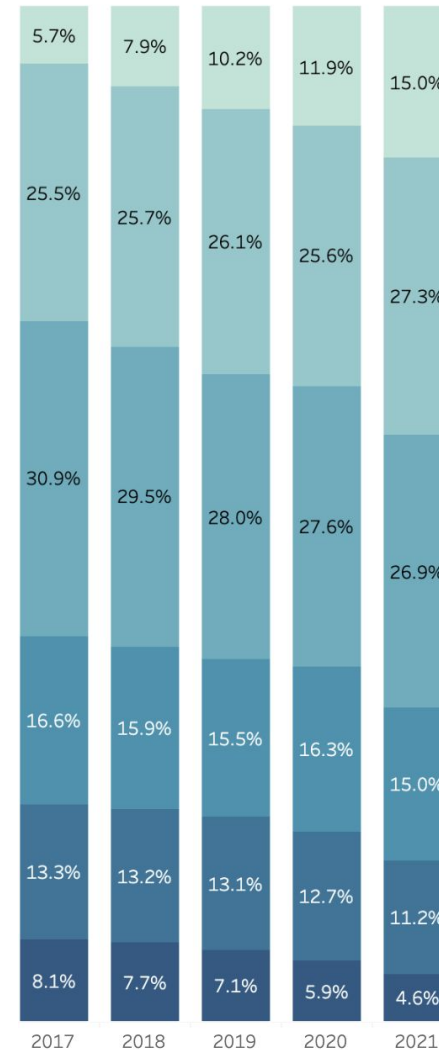
MALE



FEMALE



ALL



Age Groups

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