

Economic Assessment Survey for Balearic & Canary Islands

Diver Engagement Toolkit for Balearic & Canary Islands
dive centres only



Seek Adventure. Save the Ocean.™



Local Action. Global Impact.™



Med Sea Alliance

Project Overview

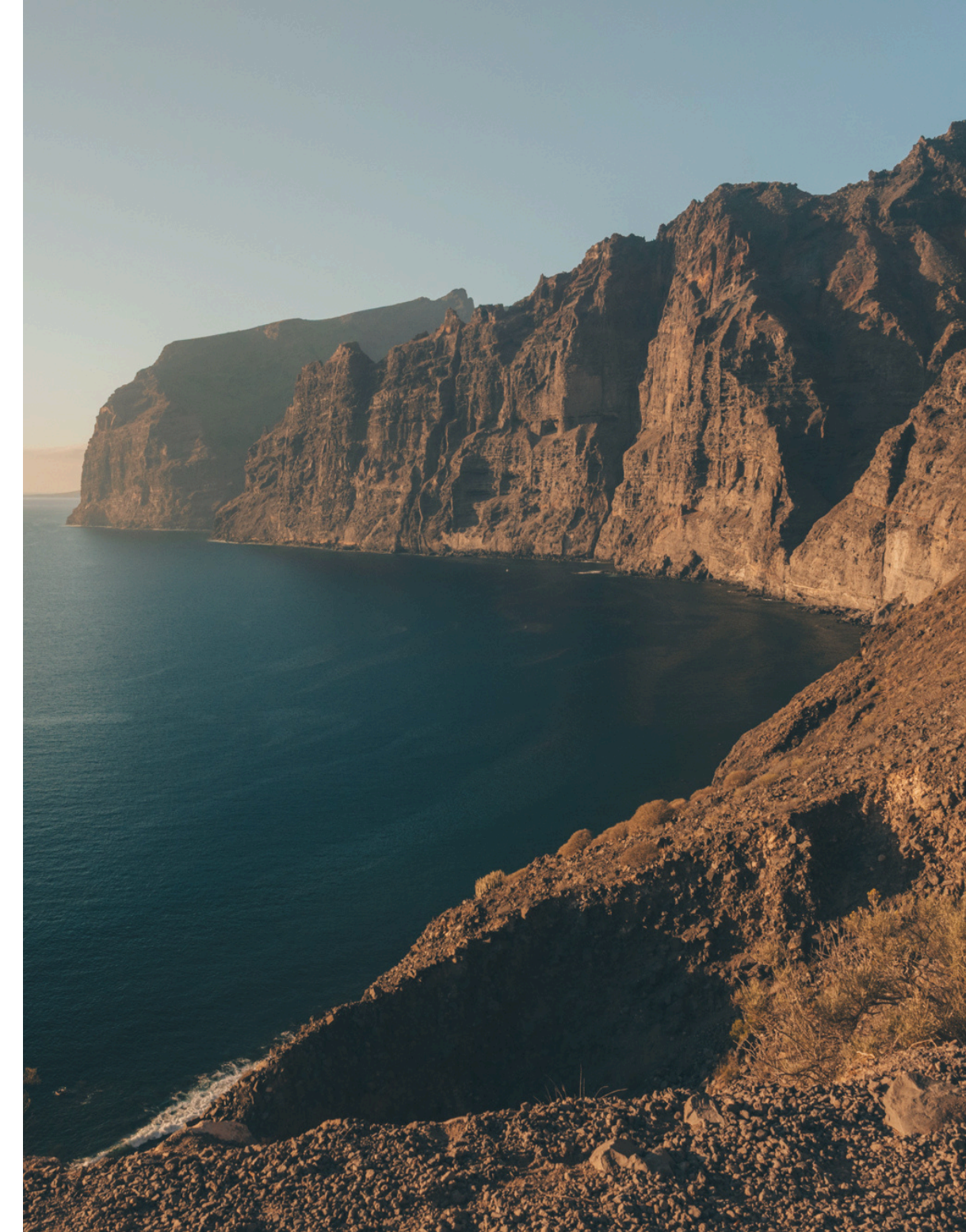
The project aims to generate dive-sector aligned economic evidence to support the expansion and strengthening of Spain's Marine Protect Area (MPA) network under the global 30x30 commitment, ensuring areas protect species and habitats critical for the dive sector. While governments increasingly recognise MPAs as essential tools for ocean conservation, decisions about their design and implementation are strongly influenced by economic considerations.

By demonstrating the economic value of recreational diving in island groups with existing MPAs, such as the Balearic and Canary Islands, the project aims to highlight well-designed marine protection not as a barrier to development, but as a driver of sustainable coastal economic and long-term resilience for the dive sector.

Led by PADI AWARE, in collaboration with the Med Sea Alliance, the project centres on an economic assessment that gathers data from dive centres in the Balearic & Canary islands and divers in the islands over the past two years using a survey.

The survey will be live until the end of August. We aim to receive a response from all dive centres in these island groups, and 1,000 diver surveys across the dive season.

To help encourage your divers to fill in the survey - the three dive centres that generates the most diver responses will win a **free PADI membership renewal for 2027**.



GOAL:
1,000 diver surveys
between 15 May - 31
August

Project Overview - Your help

As trusted ocean leaders & Torchbearers in the Balearic & Canary Islands, you can make a real impact in marine protection. We're asking you to do what you do best: engage divers, raise awareness and inspire action.

Here's how you can help:

- **Complete the dive centre survey:** Share your insights on operations, employment and economic contribution to help demonstrate the value of diving within well-managed MPAs
- **Educate divers to take the diver survey:** A short survey capturing diver travel choices, spending, and how healthy marine environments influence where and why they dive
- **Use the Diver Engagement Toolkit:** Posters, ready-to-use email copy, social posts and QR codes make it easy to engage divers after their dives

[Dive Centre Survey](#)
[Individual Diver Survey](#)



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Dive Center Poster

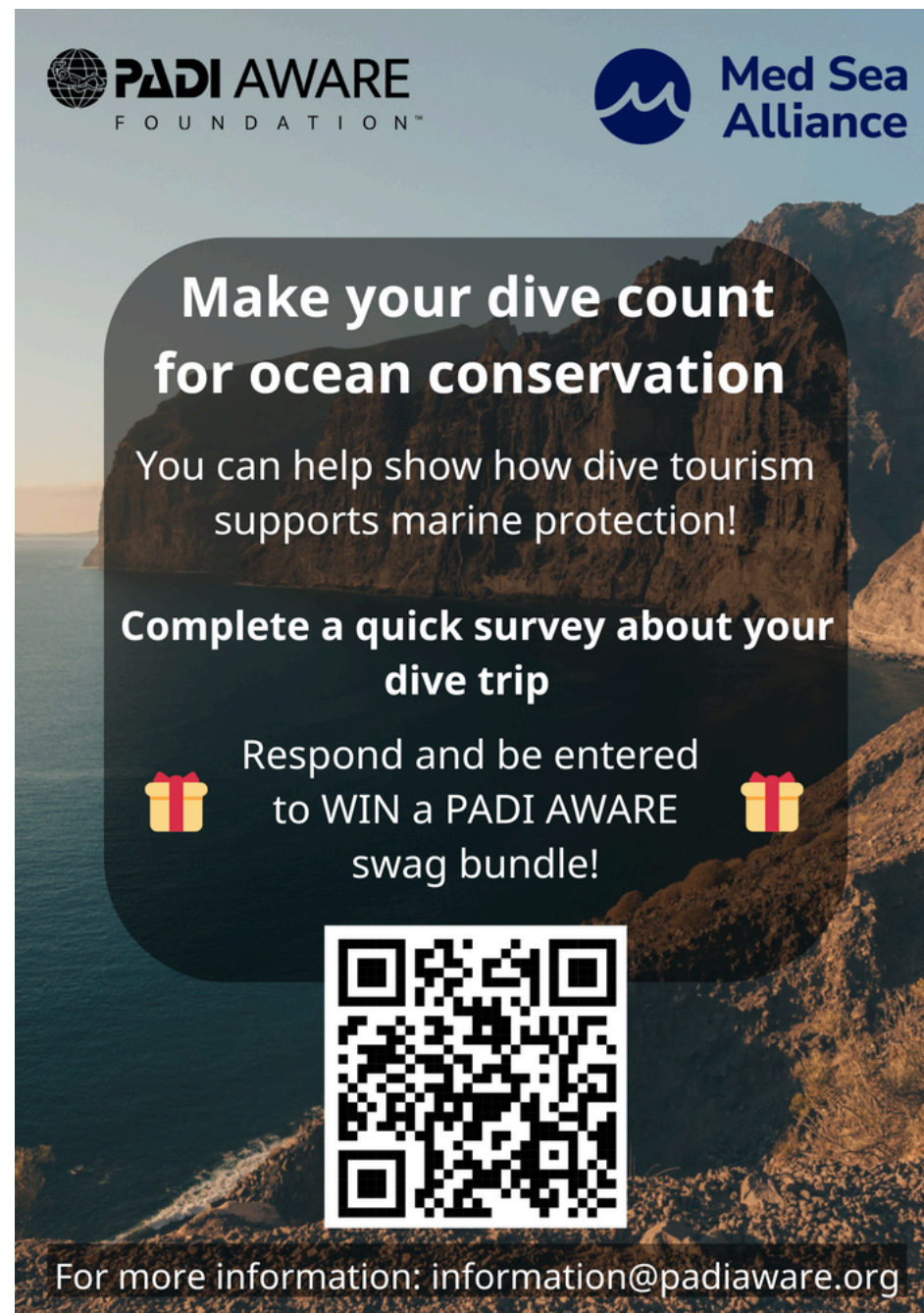
Guide



The poster is designed to engage your divers with the survey.

Print it and display it around your dive centre, on your website, or in social media.

You can download it from the Asset Download page.

The QR code links to the diver survey.




 

Make your dive count for ocean conservation

You can help show how dive tourism supports marine protection!

Complete a quick survey about your dive trip

Respond and be entered to WIN a PADI AWARE swag bundle!



For more information: information@padiaware.org



Haz que tu inmersión cuente para la conservación del océano

¡Puedes ayudar a demostrar cómo el turismo de buceo contribuye a la protección marina!

COMPLETA una breve encuesta sobre tu viaje de buceo

¡Responde y entra en el sorteo de un lote de productos PADI AWARE!



Para más información: information@padiaware.org



Social Media Posts



Guide

The social media posts are designed to engage your divers with the survey.

They can be used for organic posts or paid media ads on Facebook and Instagram. Select the post you want from the Asset Download page, you can customise it with relevant images from your region and business.

Images

Select an image from our campaign image library or use an inspirational images and video from your Dive Store or Resort's collection.

Copy

Add personalised copy to your post to make it relevant to your dive center or resort and your audience. Be sure to use hashtags and location tags.

Link

Link your social media posts to the [diver survey](#).

Social Media Stories



Guide

The social media stories are designed to engage your divers with the survey.

These social media stories can be used for organic posts or paid media ads on Facebook and Instagram. Select the post you want from the Asset Download page, then customize if you wish.

Images

Select an image from the project's image library or use an inspirational images from your Dive Store or Resort's collection.

Copy

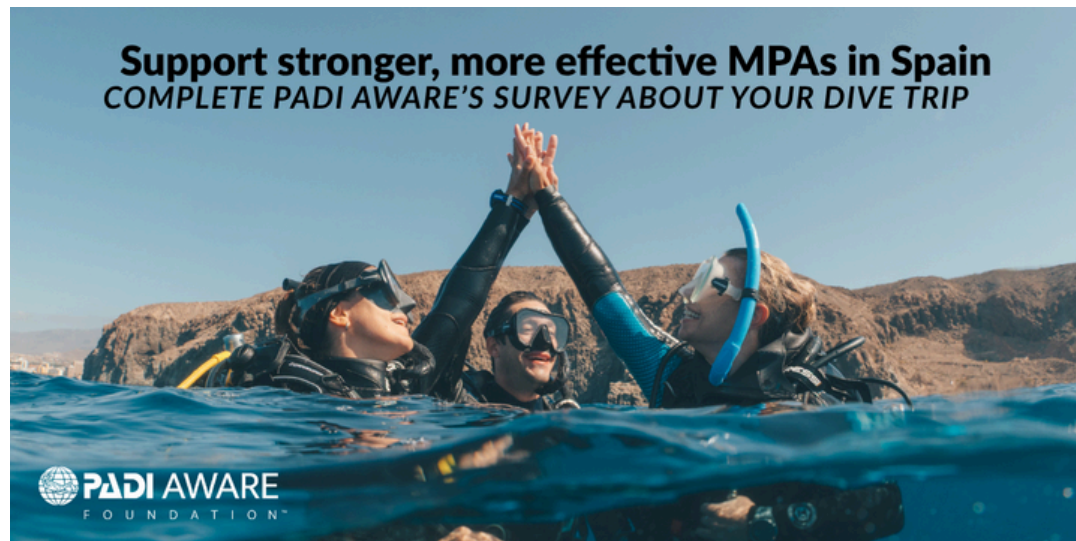
Add personalized copy to your post to make it relevant to your dive center or resort and your audience.

Link

Link your social media posts to the [diver survey](#).

Email Templates & Headers

Guide



Hi [Customer Name],

Thank you for diving with us at [Dive Centre Name]! We hope you enjoyed exploring our underwater world.

If you have a few minutes, we'd love your help with something important. PADI AWARE is running a short survey to understand how diving in the Balearic and Canary Islands [delete as appropriate] supports healthy oceans and local communities. The results will help shape how Marine Protected Areas (MPAs) are designed in Spain - ensuring places like the ones you've just dived are well protected for the future.

- 🕒 It only takes 10 minutes to complete
- 🗣️ Your experience as a diver really matters
- 🎁 Every participant is eligible to win a PADI AWARE swag bag

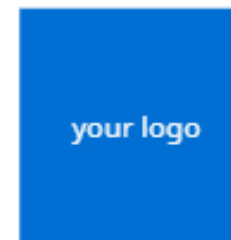
[Take the diver survey here.](#)

By taking part you're helping:

- Show that divers value healthy marine environments in Spain
- Support stronger, more effective MPAs
- Contribute to Spain's credible delivery of 30x30

Thank you for being part of a community that cares about the ocean - above and below the surface.

Safe diving,
The team at [Dive Centre Name]



Take advantage of these email headers and suggested email copy found on the Download Assets page to get your divers to do the survey.

Follow these steps to create an engaging email for your customers:

- Use email software of your choice and use the copy in this toolkit
- Don't forget to add the [survey link](#)
- Add an email header that works best for you.
- Select the target audience from your database and hit send!

Email copy and email headers can be downloaded from the Asset Download Page

Download Assets

Social Posts

- Social Posts - 1080 x 1080
- Social Posts - 1000 x 1000

Social Stories

- Diver Engagement Social stories - 1080 x 1920

Email Assets

- Survey Email Signatures - 1200 x 600
- Survey Email copy

Image Library

- Image library on Canva

Brand Assets

- PADI Logos



Thank You!

For supporting PADI and the PADI AWARE Foundation in spreading the word and getting divers to take the survey that will directly impact the expansion and strengthening of Spain's Marine Protect Area (MPA) network.



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Alliance