

# The 5 P's of Successful Dive Travel marketing

## How to Maximize Profits in Your Dive Travel Profit Center

Sponsored by Fly & Sea Dive Adventures  
www.flyandsea.com

Presented by Rick Heydel  
[rickheydel@comcast.net](mailto:rickheydel@comcast.net)

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What is your percentage of Travel Sales to your Total Sales?

Question: What is the most essential but least profitable thing you sell?

Question: Do you “feed” or “starve” the most profitable parts of your business, or do your “squeaky wheels get all the grease”?

Consider: A healthy dive center should not have to continue to increase numbers of new students to grow financially.

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### “P” #1 – Planning

#### Your Dive Travel Business Plan

##### Elements:

- # of Annual Travellers Goal
- Annual Travel Sales Dollars Goal
- Minimum 2 Year Calendar
- Tie travel to other profit centers: Equipment/Training /Rental/Service
- Identify “regulars”– design special marketing to them
- Plan for Marketing/Communication to New Students
- Plan for Marketing/Communication for diver training progression (i.e. MSDT, Master Diver)
- Plan for capturing Individual Travel Sales

**The Key to Success: Sell a Program, not a Trip.**

#### DEMA is the Time and Place to Plan!

- Best pricing*
- Best comp provisions*
- Negotiate deals/perks face-to-face with suppliers*
- Get answers to questions straight from the onsite sources.*
- Collect promotional materials*

#### Dive Travel Minimum Marketing Windows

- *Local Diving – 3 months*
  - *2 or 3 night weekends (no flights) – 6 months*
  - *Weeklong Vacation (Individual or group flights?)– 11 months*
  - *Overseas – 18 months(work on group or individual air 11 months out)*
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## **“P” #2 – Profits**

$$\text{PROFIT} = \text{TRIP PRICE} + \text{ADD ON SALES} - \text{TRIP COSTS}$$

### TRIP COSTS

- Cost to suppliers
- Cost of promotions/marketing
- Trip host expense
- Negative impact on normal business production

### TO MAXIMIZE PROFIT

- Reduce cost – buy smart
- Reasonable and justifiable markup
- Generous comps and perks from suppliers (don't give these away)
- Add on sales (equipment, training, rental, etc.)
- Sell trip extensions and/or options

**The Key to Success: Don't Sell A Trip, Sell YOUR Trip.**

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## **“P” #3 – Perceived Value**

Divers want to, and will, travel. Why would your customers want to travel WITH YOU?

### Communicate Your Value

1. We've "Been There / Done That."
2. We Stay Informed and Updated About Travel Considerations.
3. We Know How to Evaluate the Best Suppliers.
4. We Get VIP Treatment.
5. You Always Have a Buddy.
6. Our Pros are there to Assist and Train.
7. We Handle all the Logistics.
8. Our prices are competitive!
9. We Give You Other Benefits.
10. We Have Fun!!

### Low Cost Ways to Increase Value

1. Discounts on training. Discounts for multiple classes.
2. Discounts on equipment purchases prior to trip.
3. Rent to purchase incentive.
4. Free scuba review prior to trip.
5. Free pool night prior to trip.
6. Trip "swag". (T-shirts, pins, etc.)
7. Giveaways on the trip. (Scavenger hunt, photo contest, achievement awards, etc.)
8. Pre-trip and/or post-trip parties.
9. Discounts on equipment service prior to trip.

**The Key to Success: Create Value, Don't Apologize for Price**

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## **“P” #4 – Promoting**

Feed the Right Side of your Customer's Brain

- Create a Shop Dive Travel Slogan
- Make Your Trip Names Unique
- Create Unique Travel Packages

### The Importance of Communication

- In-Store Displays
- In-Store Staff to Customer
- Classes
- Dives and Dive Trips
- Customer Referrals
- Website and Social Media
- Email and Snail Mail

DO NOT make the mistake of thinking media will be more effective or can replace personal selling.

### Promotions That Work

- Big Annual Event Trips
- Trip and Shop "Swag"
- Travel Clubs
- Contests/Giveaways on the Trips
- Pre-Trip and/or Post-Trip Parties.
- Annual Trip "Fair"

## **The Key to Success: Let Travel Drive Your Other Sales**

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### **"P" #5 – Partnering**

What is your most valuable asset?

#### What Dive Shops Need from a Wholesale Partner. They Need:

- A Knowledgeable Resource
- Someone with Expertise in Dealing with Suppliers Worldwide
- Prompt, Efficient Service That Saves Them Time
- Help in Marketing Their Travel Offerings
- Someone Who Protects Their Customer Base
- Help in Maximizing Profits
- Help in Reducing Risks
- Someone They Can Trust

Contact Fly & Sea Dive Adventures to discuss how a partnership with them can transform your travel sales and profitability.

Website: [www.flyandsea.com](http://www.flyandsea.com)

Phone: 888-995-3483

Email: [diving@flyandsea.com](mailto:diving@flyandsea.com)

