Studies on Marine Economics

HAWAII'S RECREATIONAL DIVE INDUSTRY: Results and Recommendations of a 1990 Study

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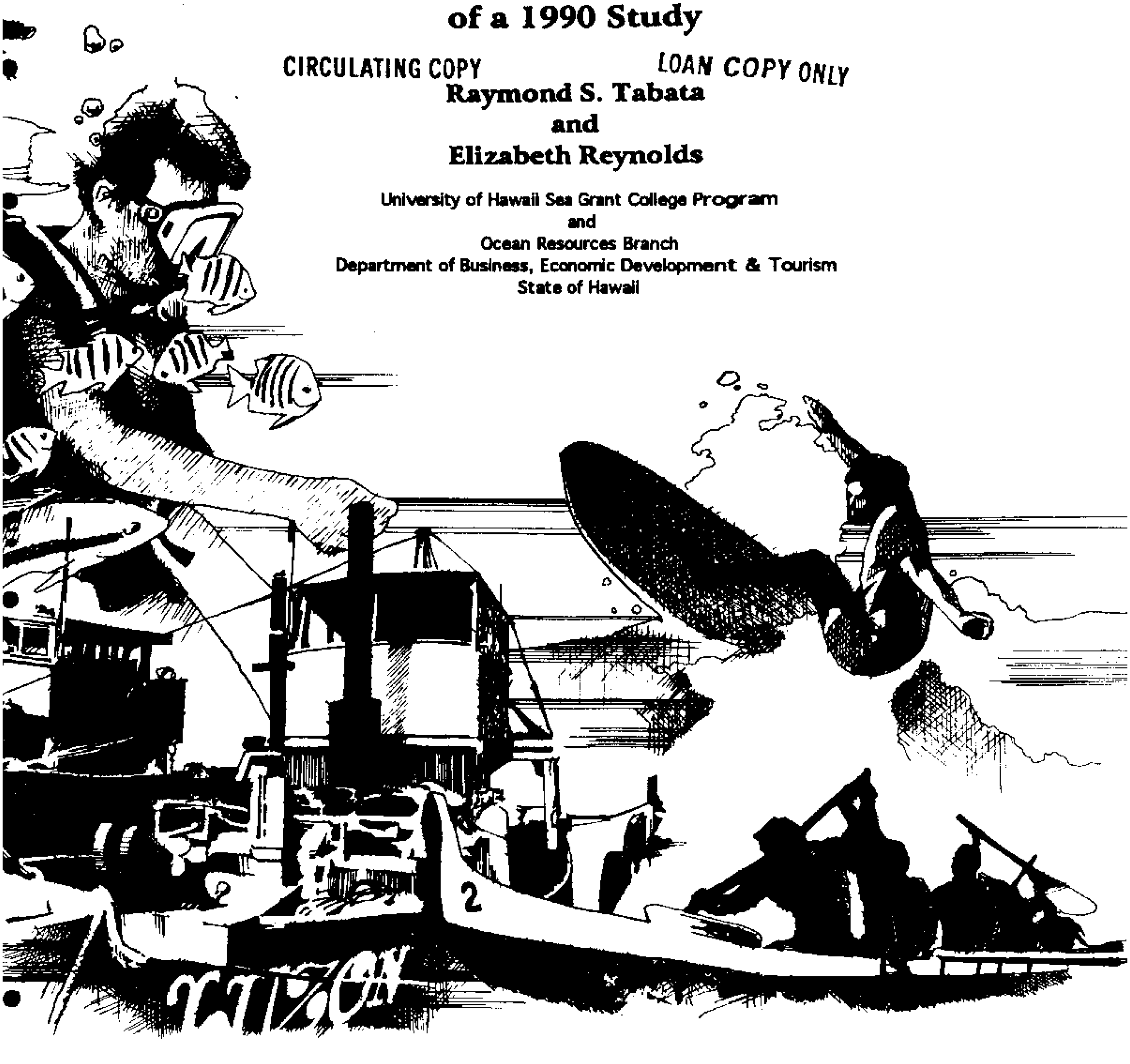

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PREFACE AND ACKNOWLEDGMENTS

Mahalo to the Ocean Resources Branch, Department of Business, Economic Development & Tourism, State of Hawaii, for funding support to update information on Hawaii's recreational dive industry. DBEDT funding made it possible for Ms. Elizabeth Reynolds to gather data from dive businesses around the state and to compile the information. Special thanks to Dr. Craig MacDonald, branch chief, and Ms. Athline Clark, Marine Programs Specialist, for their valuable support and suggestions. Mahalo to Ms. Jill Ladwig and Ms. Kim DesRochers, UH Sea Grant Communications, for assistance with editing.

The authors hope that this update will contribute to a better understanding of trends in the recreational diving industry, as well as the issues and concerns expressed by respondents.

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EXECUTIVE SUMMARY

Hawaii's recreational diving industry has grown substantially between the early 1980s and the present. From estimated gross revenues of $7 million in 1982 (van Poollen, 1983), the industry expanded to $19.8 million in 1986, and $26.9 million in 1990. Whereas 96 dive-related businesses were identified in 1990, over 130 were listed in 1994 by the DBEDT Ocean Resources Branch. The recreational diving industry is part of Hawaii's rapidly growing ocean recreation industry, projected to generate $748 million in 1995 (MacDonald and Markrich, 1992).

This anticipated growth reinforces the need to (1) protect and manage the ocean resources that support the industry—particularly, nearshore reefs and other ecosystems attractive to divers, and (2) provide marketing assistance to ensure the long-term health and viability of the industry as a whole. For example, the statewide day-use moorings system—sponsored by the DBEDT Ocean Resources Branch, Department of Land and Natural Resources, The Ocean Recreation Council of Hawaii (TORCH), Hawaii Sea Grant Extension Service, and Malama Kai Foundation—is critical in protecting popular dive sites from unintentional anchor damage.

DBEDT Ocean Resources Branch's recent publication of a poster promoting diving in Hawaii and accompanying printed materials, such as a diving directory in 1994, are providing valuable information to travel agents who arrange travel for divers on the U.S. mainland and elsewhere. This marketing assistance is especially helpful as Hawaii Ocean Tourism Association (dba Dive Hawaii), a non-profit corporation, is now dormant. Promotion of Hawaii as a dive destination has largely been in the hands of individual businesses advertising in traditional diving media such as *Skin Diver Magazine* and *Rodale's Scuba Diving*. Cooperative distribution of diving information with the Hawaii Visitors Bureau and targeted advertising in publications such as *Specialty Travel Index* has helped make more divers aware of the many opportunities available on all the islands. In addition, the Ocean Resources Branch's recent development of a theme for diving in Hawaii, "Hawaii—Like No Other Place," will help develop an image for Hawaii diving as a whole. If dive businesses could integrate this theme in their advertising—as well as HVB's slogans such as "Hawaii—the Most Beautiful Islands in the World," consumers would receive reinforced, rather than competing messages. The Ocean Resources Branch's participation in trade shows with Hawaii dive businesses, such as the annual Diving Equipment and Marketing Association (DEMA) show, will help increase awareness of diving opportunities in Hawaii. Finally, with growing use of the Internet and World Wide Web for destination marketing, creation and maintenance of a Hawaii Diving home page will help inform divers about Hawaii's dive sites and services.

A regular annual or biennial survey cosponsored by DBEDT Ocean Resources Branch and Hawaii Sea Grant Extension Service would be helpful in documenting changes in the recreational dive industry between 1990 and the present. In light of the significant increase in the number of dive operations (about 56% over four years), and external influences on Hawaii tourism such as the Gulf War and national recession, it would be useful to gauge the more current situation of the industry. Also, more recent data could provide a benchmark to help evaluate the effects of targeting potential dive travelers while monitoring dive industry issues and concerns.

INTRODUCTION

Objectives

This report's purposes were to (1) obtain updated information on Hawaii's recreational dive industry with regard to income and employment for the calendar year 1990; (2) document changes in the industry between 1986 and 1990; and (3) record concerns expressed by members of the dive industry, especially with regard to resource management and industry development. In 1987, a more comprehensive study of the recreational dive industry was conducted for the calendar year 1986 (Tabata, 1992). This report updates the 1987 survey by identifying existing dive businesses on the various islands as of 1990[1]. Information on the numbers of various dive and snorkeling tours sold, as well as the estimated value of tour and other sales in 1990 was obtained as part of this study. This study also gathered data on operators' perceptions of where their customers came from (i.e., place of residence). In addition, the number of people employed by dive operators was obtained. Finally, respondents were asked, "What assistance, if any, does the dive industry need in the next 5 to 10 years?"

The findings in this report were valid in 1991 when the data collection was completed, but need to be reexamined because of several major events which have had significant impacts on tourism and ocean recreation businesses in Hawaii: the Gulf War in 1991; declining visitor arrivals resulting from the domestic recession that affected important westbound markets (e.g., Southern California); economic downturns in eastbound markets (e.g., Japan); and Hurricane Iniki in 1992 that devastated tourism and ocean recreation businesses on Kauai. During the latter part of 1993 and the beginning of 1994, there were signs that Hawaii's visitor industry was recovering.

Methodology

A complete list of known dive operations in the state was developed. A master list of the operators (see Appendix A) was compiled from several sources, including: the original list of businesses surveyed for the 1986 study (ibid); GTE Hawaiian Telephone Yellow Pages; Hawaii Marine Directory (DBEDT, 1992); advertisements in various tourist publications and "rack cards" found at visitor destinations; and suggestions from dive industry representatives.

A survey questionnaire (Appendix B) was mailed to dive businesses in July 1991. A follow-up mailing was sent in September 1991 to those who had not yet responded. The authors followed up with personal interviews in January 1992. The authors obtained a total of 63 valid responses, representing 66% of the 96 businesses identified in 1990.

All responses were entered in a database using dBASE III+. Statewide and island summaries were tabulated in Alpha Four Version 3; graphic charts were generated with WordPerfect for Windows.

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[1] This information has since been updated in 1994 by the Department of Business, Economic Development & Tourism, Ocean Resources Branch.

RESULTS

Responses

In the 1986 study, 47 out of 60 dive operators were personally interviewed (78% response). For the current study, 63 out of 96 identified operators responded to the questionnaire, either by mail or in a personal interview (66% response). Response rates by island were as follows: Kauai - 6 out of 12 (50%); Oahu - 21 out of 33 (64%); Maui - 23 out of 33 (70%); and Hawaii - 13 out of 16 (81%). Of the 63 respondents, 29 had begun operations after 1985 (46%).

All initial non-responses were followed up by telephone calls and scheduled interviews. Of the 33 operators who did not participate in the survey, seven had participated in the original survey; three specifically stated that they did not want to participate. Non-responses by island were as follows: Kauai - 6; Oahu - 12; Maui - 12; and Hawaii - 3.

Classification of Businesses

Operators were asked, "How would you classify your dive business?" Figure 1 summarizes the responses. Of the 63 respondents, 41 (65%) said that they operated a full-service "dive shop" that offered retail sales, lessons, tours, rentals, etc.; 22 respondents (35%) operated a business that offered dive or snorkel tours only. Of the various islands, Oahu operators had a much higher proportion of full-service dive shops (18 out of 21, or 86%); Maui and Hawaii operators, by contrast, were evenly divided. Table 1 summarizes the actual data.

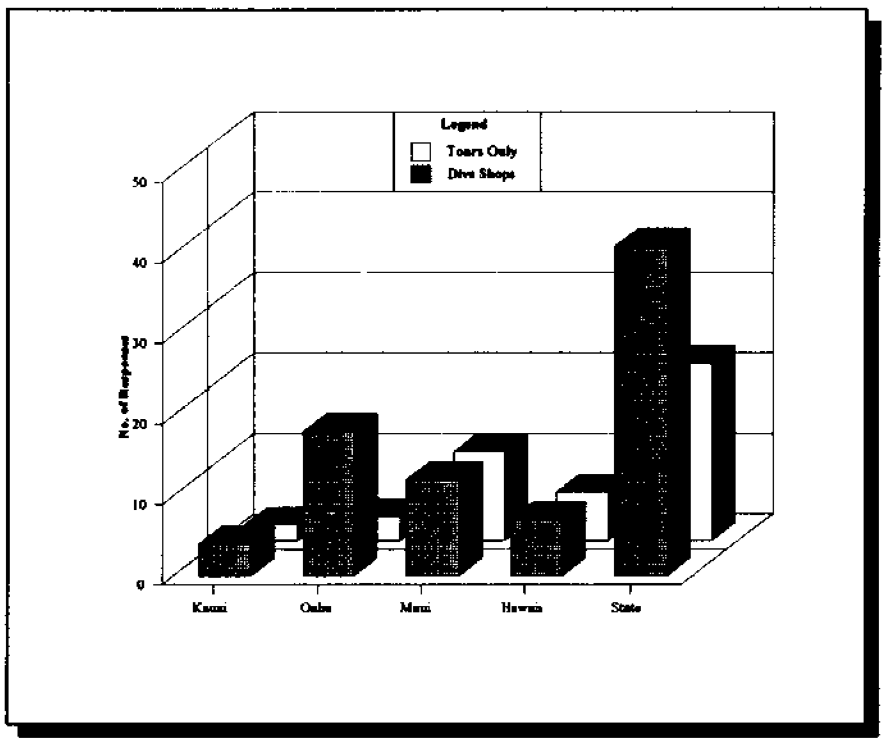

Figure 1. *Classification of Dive Businesses, 1990.*

Table 1. Classification of Dive Businesses by Island, 1990.

	Kauai	Oahu	Maui	Hawaii	State
Tours Only	2	3	11	6	22
Dive Shops	4	18	12	7	41
Totals	6	21	23	13	63

Length of Operation

Operators were asked, "When did your dive business begin operation?" Figure 2 summarizes the responses received. As noted earlier, 29 of the 63 respondents indicated they had started business between 1986 and 1990. Oahu and Maui had many operations that were relative newcomers: 11 out of 21 (52%) and 12 of 23 (52%), respectively. On the other hand, Oahu had 10 businesses that were evenly distributed over a period extending back to the 1960s. Maui had many businesses that began in the 1970s. Table 2 summarizes the data obtained by island.

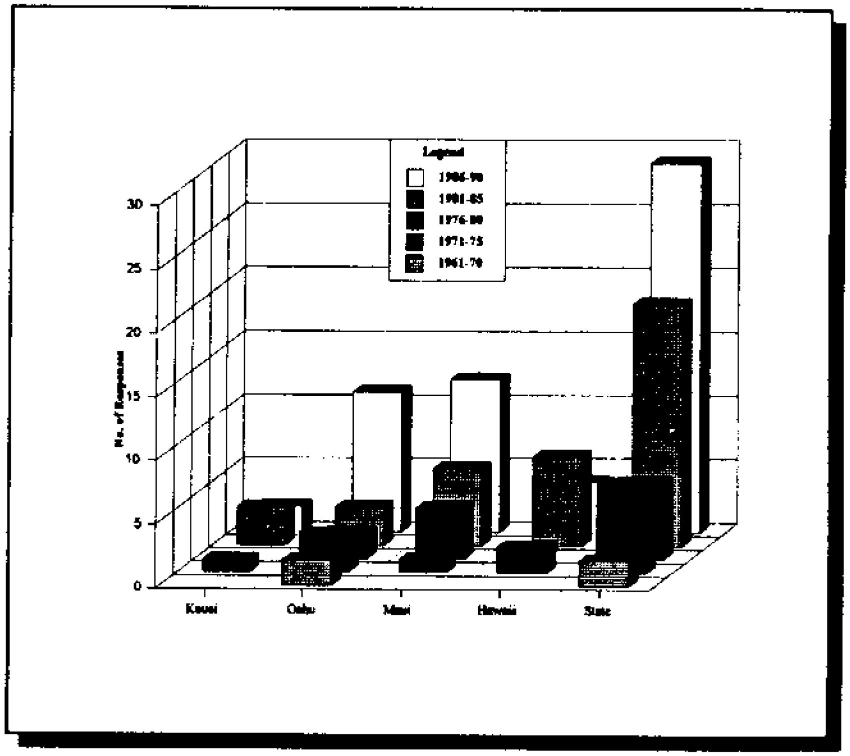

Figure 2. *Year Business Began Operation by Island.*

Table 2. Year Business Began Operation by Island.

	Kauai	Oahu	Maui	Hawaii	State
1961-70		2			2
1971-75	1	3	1	2	7
1976-80		2	4		6
1981-85	3	3	6	7	19
1986-90	2	11	12	4	29
Totals	6	21	23	13	63

Dive Tours and Courses Sold in 1990

Dive businesses offer a variety of services from "intro" tours (one-day introductory dives) to certification courses and dive tours for certified divers. Respondents were asked to estimate numbers of sales for the following categories:

"Intro" Tours. "Intro" tours showed a decrease in numbers sold, from 54,000 in 1986 to 43,000 in 1990 (see Figure 3 for comparisons among the islands). The most marked decreases in numbers were for Oahu (-3,200 or -20%) and Maui (-5,540 or -20%) (see Table 3).

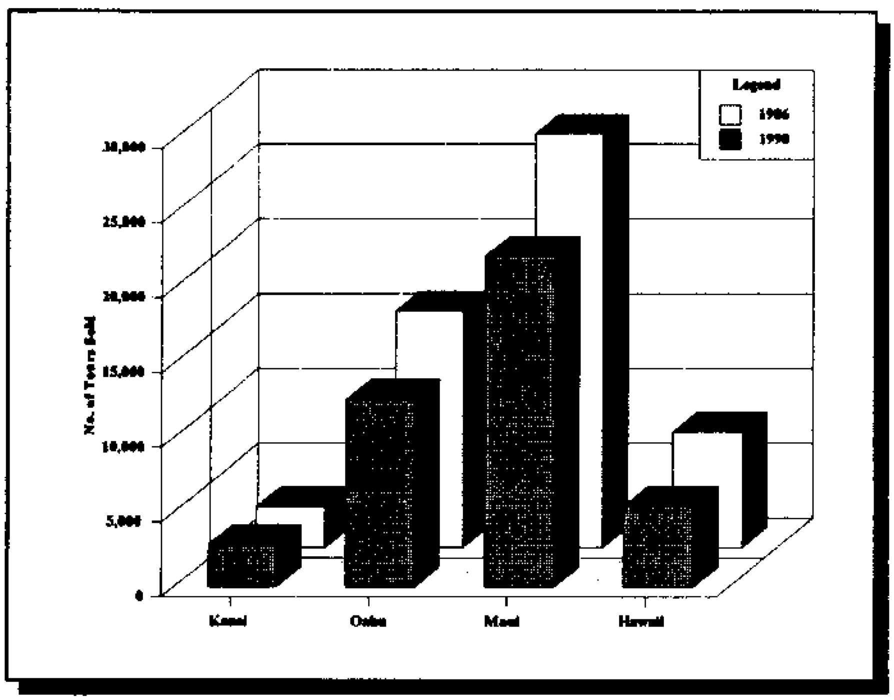

Figure 3. *Introductory Dive Tours Sold by Island, Calendar Years 1986 and 1990.*

Table 3. "Intro" Scuba Dive Tours Sold by Island, Calendar Years 1986 and 1990.

	Kauai	Oahu	Maui	Hawaii	State
1986	2,720	15,810	27,675	7,774	53,979
1990	2,855	12,576	22,135	5,409	42,975
Change (%)	+5.0 %	-20.4 %	-20.0 %	-30.4 %	-20.4 %

Certified Tours. Certified tours showed a significant statewide increase of 13,000 additional tours between 1986 and 1990, a 19.1% increase (see Figure 4). Maui and Hawaii operations accounted for nearly all of the increase: Maui — 8,200, or 24.8%; Hawaii — 4,300, or 29.3%. Table 4 shows detailed data for each island.

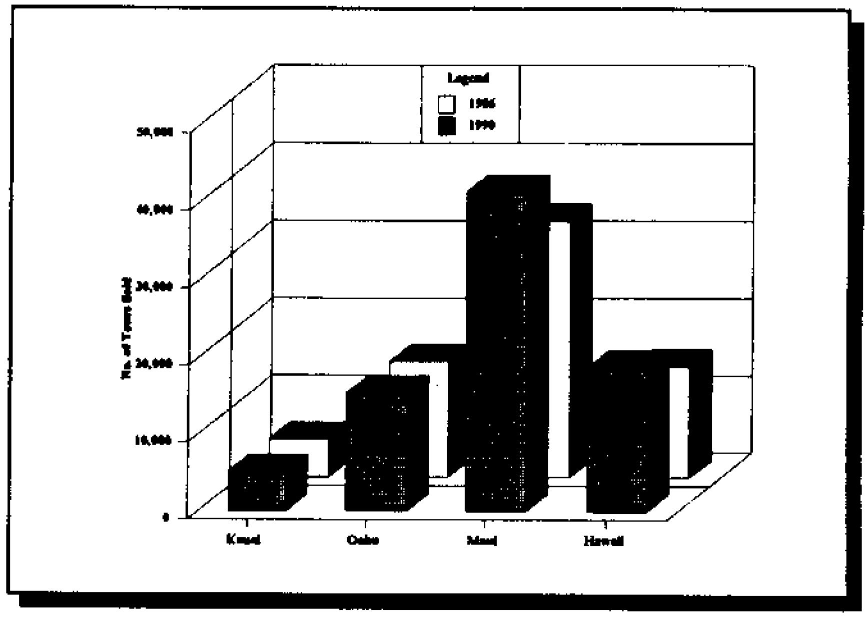

Figure 4. *Certified Dive Tours Sold by Island, Calendar Years 1986 and 1990.*

Table 4. Certified Dive Tours Sold by Island, Calendar Years 1986 and 1990.

	Kauai	Oahu	Maui	Hawaii	State
1986	4,915	15,090	33,225	14,505	67,735
1990	5,097	15,388	41,467	18,752	80,704
Change (%)	+3.7 %	+2.0 %	+24.8 %	+29.3 %	+19.1 %

Snorkeling Tours. Although the statewide total number of snorkeling tours sold remained essentially the same between the 1986 and 1990 studies, there were substantial shifts involving Oahu, Maui, and Hawaii. The total figures and the relative shifts, however, are not representative for the snorkel tour industry as a whole because the surveys did not attempt to include all snorkel tour businesses; rather, the studies targeted dive operations —some of which also offered snorkel tours and services. In addition, the 1990 survey did not include two large companies that were included in the 1986 study that provided snorkel tours. The overall snorkel tour industry is reportedly to be at least as large as the recreational dive industry, and possibly larger. Figure 5 and Table 5 show the data obtained.

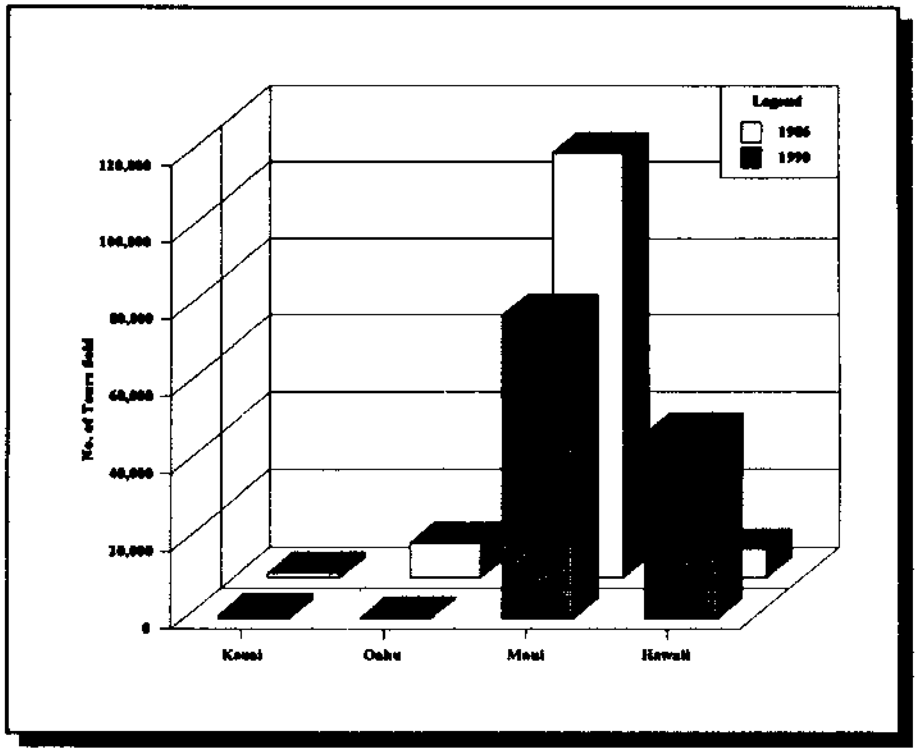

Figure 5. *Snorkeling Tours Sold by Island, Calendar Years 1986 and 1990.*

Table 5. Snorkeling Tours Sold by Island, Calendar Years 1986 and 1990.

	Kauai	Oahu	Maui	Hawaii	State
1986	1,260	9,000	110,450	7,358	128,068
1990	1,184	423	78,395	47,795	127,797
Change (%)	**-6.0%**	**-95.3%**	**-29.0%**	**+549.6%**	**-0.2%**

Scuba Certifications. Over the period 1986-1990, scuba certifications increased from 8,700 to 12,900 statewide, with most of the certifications provided by Oahu and Maui operations. Figure 6 and Table 6 summarize the data.

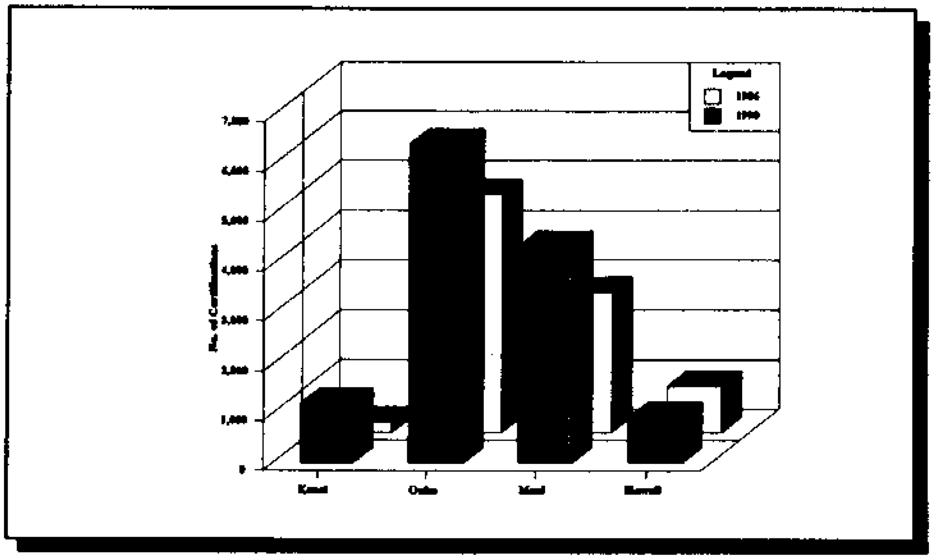

Figure 6. *Scuba Certifications by Island, Calendar Years 1986 and 1990.*

Table 6. Scuba Certifications by Island, Calendar Years 1986 and 1990.

	Kauai	Oahu	Maui	Hawaii	State
1986	215	4,780	2,815	934	8,744
1990	1,196	6,407	4,355	928	12,886
Change (%)	+456.3 %	+34.0 %	+54.7 %	-0.6 %	+47.4 %

Total Gross Sales for 1990

Operators were asked, "What was your total gross sales for 1990?" Total sales reported was $26.9 million, compared to $19.8 million for 1986. Figure 7 shows gross sales reported by island.

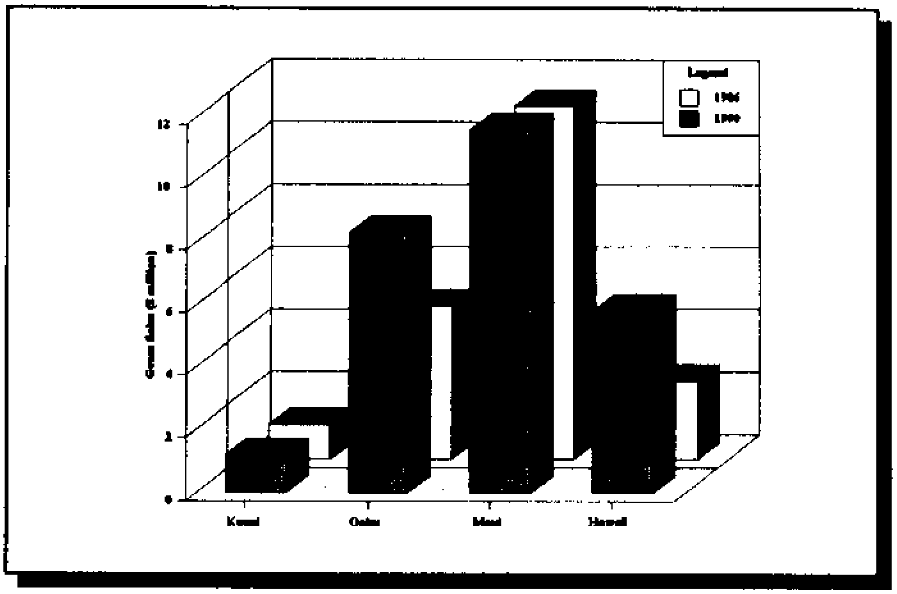

Figure 7. *Total Gross Sales Reported by Island, Calendar Years 1986 and 1990.*

It is difficult to directly compare the total sales for 1986 and 1990 because the mix of operators who provided information has substantially changed; this is due to turnover in businesses and non-participation in this survey of operators who had participated in the earlier survey.

The 1990 data, however, are based on a 66% return and a larger number of respondents than the earlier survey (63 vs. 47 in 1986). A cursory review of non-respondents for the current study reveals that only a few of them could be considered substantial (i.e., over $500,000 gross sales). Therefore, the $26.9 estimate for 1990 is considered an approximate but conservative figure for the industry.

Closer analysis indicates that the range (i.e., lowest to highest reported values) of gross sales varies from island to island. For example, Maui operations reported the greatest range. The average (i.e., arithmetic mean) sales reported were: Kauai - $204,000; Oahu - $393,800; Maui - $506,400; Hawaii - $443,700. Because of the great variation in sales reported, however, the median values are probably more meaningful (i.e., median represents a mid-point value). Median values were: Kauai - $125,000; Oahu - $300,000; Maui - $190,000; Hawaii - $315,000.

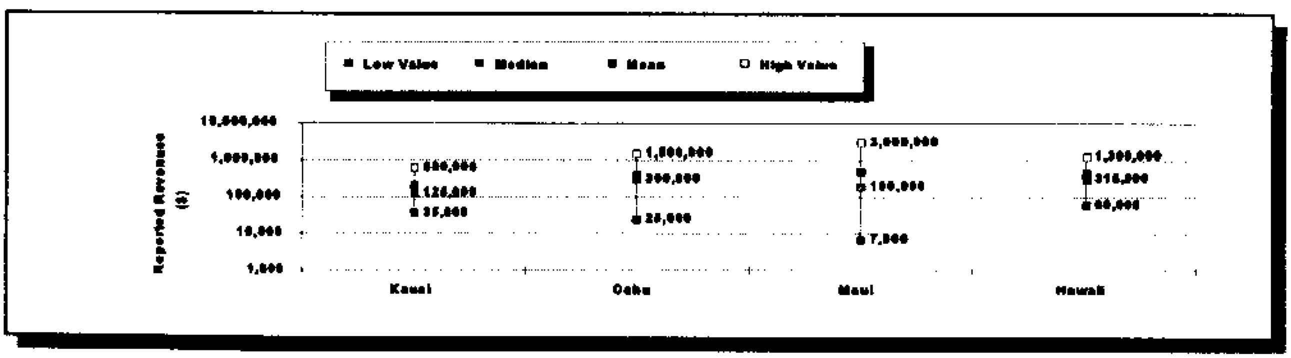

Figure 8. *Total Reported Gross Sales by Island - Low/High Values, Median, and Mean Values.*

Figure 8 illustrates the high and low values, as well as median values for each island (note: the vertical scale for sales reported is logarithmic to reduce the influence of exceptionally low and high values). The figure shows that Maui has the greatest range in terms of sales, perhaps due to the relatively upscale market attracted to Maui. Although mean sales are highest for Maui ($506,400), the median value is highest for the Island of Hawaii ($315,000), probably because of a few very high sales values for Maui that raise its mean.

Estimated Sales by Revenue Sources

Operators were asked, "Of your business' total gross sales in 1990, what percentage came from the following general categories: dive tours ("intro" and certified), snorkel tours, dive certification courses, dive retail, miscellaneous?" Percentages were applied to the gross sales reported to derive relative values for the various categories. Figure 9 illustrates the proportion of sales derived by category. Table 7 provides more detailed data by island.

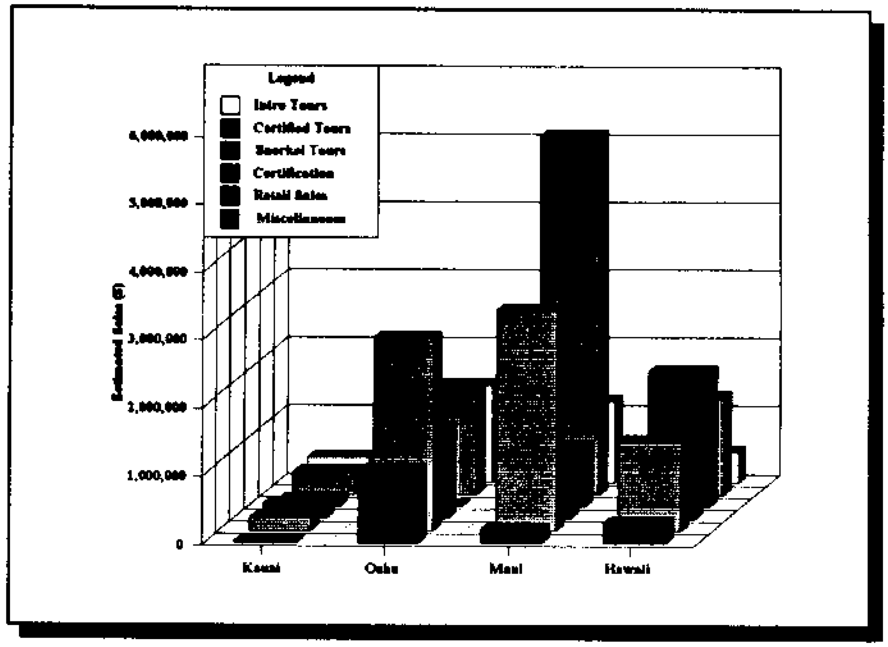

Figure 9. *Estimated Sales by Category, by Island, 1990.*

Table 7. Estimated Sales by Category, by Island, 1990.

	Kauai	Oahu	Maui	Hawaii	State
Intro Tours	$ 375,000	$ 1,430,000	$ 1,187,000	471,000	3,463,000
Certified Tours	342,000	1,557,000	5,290,000	1,435,000	8,624,000
Snorkel Tours	120,000	33,000	887,000	1,997,000	3,037,000
Certification	230,000	1,339,000	784,000	298,000	2,651,000
Retail Sales	191,000	2,824,000	3,240,000	1,322,000	7,577,000
Miscellaneous	29,000	1,076,000	207,000	300,000	1,612,000
TOTALS	$ 1,287,000	$ 8,259,000	$ 11,595,000	$ 5,823,000	$ 26,964,000

Statewide, $15.1 million was reported for diving and snorkeling tours, or 56% of total revenues; $7.6 million was attributed to retail sales, or 29% of all revenues. Among the islands, "intro" tours were substantial for Oahu and Maui operators, while certified tours were important for Maui in particular ($5.3 million, or 19.7% of total revenues statewide). Retails sales were also very important for Oahu and Maui—a total of $6 million, or 22.3% of total revenues statewide.

Tour Customers' Place of Residence

Operators were asked, "Of all your customers who bought a diving or snorkeling tour in 1990, what estimated percentage came from the following areas: mainland USA, Japan, Canada, Australia/New Zealand, Europe, Hawaii (residents/military), other areas?" The responses were averaged for each island to show the relative contribution of the various geographical markets (Figure 10). Table 8 shows more detailed information by island.

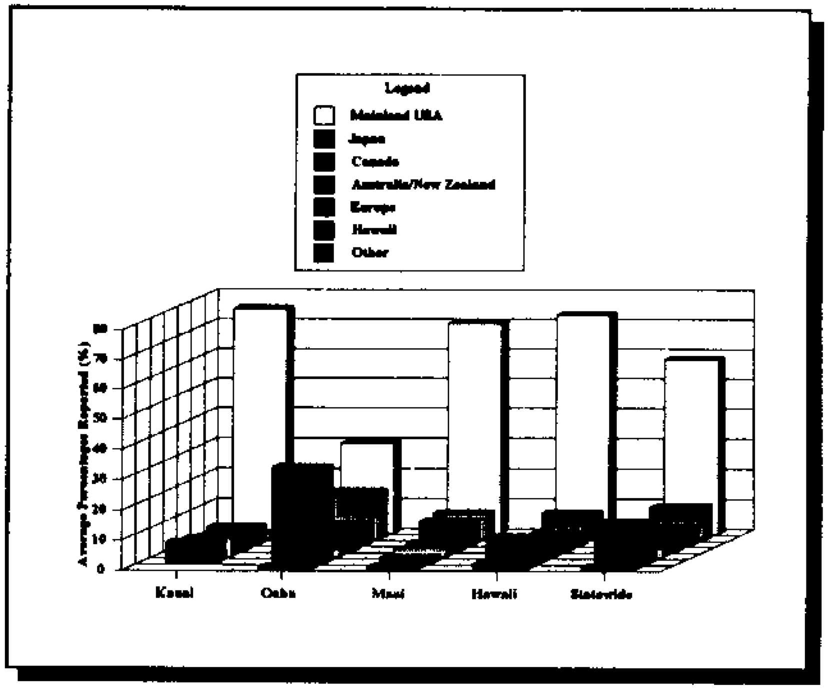

Figure 10. *Estimated Percentages of Tour Customers' Place of Residence by Island, 1990.*

The majority of dive tour customers statewide, approaching 75% on Kauai, Maui, and Hawaii, are from the mainland USA. The Japanese market is especially significant on Oahu (16% of tour customers), while Canadians are slightly more prominent on Maui. Australians, New Zealanders, and Europeans appear to be more significant for Kauai. Unlike on the other islands, Oahu operators rely very heavily upon the resident and military market (32% of tour customers); the Big Island follows with only 9%. The results, in terms of the geographic distribution of customers, are similar

Table 8. Estimated Percentages of Tour Customers' Place of Residence by Island, 1990.

	Kauai	**Oahu**	**Maui**	**Hawaii**	**State**
Mainland USA	75	30	70	73	58
Japan	2	16	9	9	11
Canada	6	7	8	4	6
Australia/New Zealand	5	4	3	2	3
Europe	6	3	3	1	3
Hawaii	7	32	2	9	14
Other		1	1	2	1
TOTALS	**101**	**93**	**96**	**100**	**96**

to findings from the 1986 survey, and reflect the general island-by-island pattern of visitor residences as a whole.

Employment

Operators were asked, "How many employees and contract workers did your business have as of December 31, 1990?" A total of 102 contract workers, 108 part-time employees, and 381 full-time employees were reported—for a statewide total of 591 persons[2]. See Figure 11 and Table 9 for detailed information. Oahu operations appear to rely equally on both part-time and full-time employees, whereas Maui and the Big Island operations rely more heavily on full-time staff (80% and 69%, respectively).

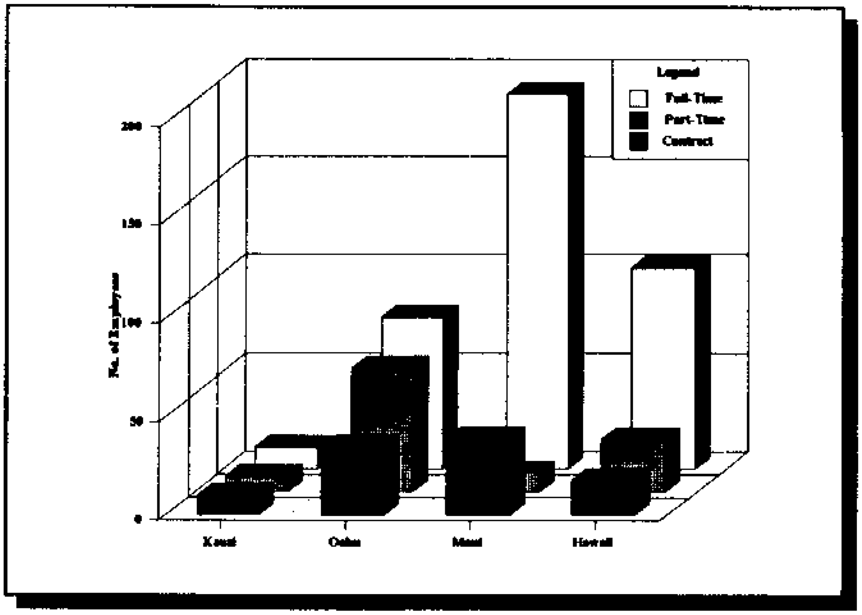

Figure 11. *Employees and Contract Workers by Island, 1990.*

Assistance Needed in the Next 5-10 years

Appendix C details comments provided by respondents to the question, "What type of assistance, if any, does Hawaii's dive industry need in the next 5 to 10 years?" Some of the major comments can be summarized as follows (not in priority):

- Market Hawaii as a prime dive destination; target Japanese market.
- Protect the marine environment, habitats, and water quality.
- Promote the use of day-use moorings to prevent anchor damage to corals.
- Establish areas that are protected from consumptive uses.
- Improve harbor facilities, access, and navigational aids.
- Create artificial reefs for habitat enhancement.
- Reduce business expenses (i.e., fees, taxes, insurance premiums for TDI, workers' comp).
- Improve the regulation of illegal operators who undercut competiton.

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[2]This estimate is probably higher than during the "shoulder" seasons (spring and fall months) as December 31 is in the middle of the winter "peak" season that begins in mid-December.

- Restrict tropical fish collectors.
- Improve the enforcement of existing conservation laws.
- Improve the organization of dive business interests with regard to representation before government agencies and the Hawaii Visitors Bureau.

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APPENDIX A: DIVE BUSINESSES IDENTIFIED IN 1990

Kauai

Aquatic Kauai
Beach Activities of Kauai
Bubbles Below
Dive Kauai
Fathom Five Divers
Kauai Sea Sports
Ocean Odyssey
Polynesian Divers
Sea Sage Diving Center
The Poipu Dive Company
Tropical Pacific Divers
Wet-N-Wonderful Ocean Sports

Oahu

Aaron's Dive Shop
Alii Divers
Aloha Dive Shop
Aqua Blue Adventures
Aqua Lung Hawaii
Beach Divers Hawaii
Bojac Aquatic Center
Breeze Hawaii Diving Adventures
Dan's Dive Shop
Divestar of Hawaii
Down Under Divers
Hawaii Sea Adventures/Windward
Hawaiian Maritime Exchange
Hawaiian Sea Adventures
Island Quest Adventures
Leeward Dive Center
Little Mermaid
Oahu School of Diving & Pro Dive
Ocean Adventures
Ocean View Divers
Omnique
Paradise Snorkel Adventures
Rainbow Divers
South Pacific Scuba
South Sea Aquatics
Steve's Diving Adventures
Surf N' Sea
Underwater Sports of Oahu
Vehon Diving Adventures
Waikiki Diving Center
Windward Dive Shop

Maui

American Institute of Diving West
Aquatic Charters of Maui
Bill's Scuba Shack
Capt. Nemo's Ocean Emporium
Destination Pacific
Dive and Sea Center
Dive Maui
Dive Pacific
Ed Robinson's Diving Adventures
Extended Horizons
Fantasy Dive
Frogman's Snorkel N Dive
Fun Pac Activities
Hawaiian Reef Divers
Island Scuba
Kapalua Dive Co.
KSM Professional Group
Lahaina Divers
Makena Coast Charters
Maui Academy of Underwater Instruction
Maui Dive Shop
Maui Hawaiian Pleasure Divers
Maui Sun Divers
Mike Severns Scuba Diving
Molokini Divers
Ocean Activities Center
Ocean Enterprises
Pacific Dive Services
Pacific Marine Institute
Pete's Paradise Diving
Reef Encounters
South Shore Wind and Dive
Sundance
Trilogy Excursions
West Maui Charters

Hawaii

Big Island Divers
Dive Makai Charters
Fair Wind
Gold Coast Divers
Jack's Diving Locker
King Kamehameha Divers
Kohala Divers
Kona Coast Divers
Live-Dive Hawaii
Mauna Kea Divers
Nautilus Dive Center
Ocean Sports Waikoloa
Red Sail Sports
Sandwich Isle Divers
Sea Dreams Hawaii
Sea Paradise Scuba

APPENDIX B: 1990 SURVEY QUESTIONNAIRE

UNIVERSITY OF HAWAII
SEA GRANT EXTENSION SERVICE
STATEWIDE DIVE OPERATION SURVEY

Name of Business: ____

Name of person completing this form: ______________________________
Person's title: ___________________________

1. ***How would you classify your dive business?***

   ❑ Dive shop *(retail, lessons, tours, rentals, etc.)*

   ❑ Dive tours only

   ❑ Snorkel tours only

   ❑ Other: ______________________________

2. ***Does your dive business operate from more than one location?***

   ❑ No

   ❑ If Yes, please list names and locations:

3. ***Is your dive business a branch or division of a larger corporation? If yes, please name.***

   ❑ No

   ❑ Yes: ______________________________________

4. ***When did your dive business begin operation?***

   month________ year__________

5. ***Please estimate how many scuba/snorkeling tours and courses your business sold in calendar year 1990:***

   "Intro" scuba dive tours: ______
   Certified scuba dive tours: ______
   Snorkeling tours: ______
   Total tours sold: ______
   Scuba certification courses: ______

6. ***What was your total gross sales for 1990?*** ____________________

7. ***Of your business' total gross sales in 1990, what percentage came from the following general categories:***

Dive tours:	
"Intro"	____%
Certified	____%
Snorkel tours	____%
Dive certification courses	____%
Dive retail *(sales, repairs, rentals, air fills, etc.)*	____%
Miscellaneous *(photography, other sports)*	____%
TOTAL	100%

8. ***Of all your customers who bought a diving or snorkeling <u>tour</u> in 1990, what estimated <u>percentage</u> came from the following areas?***

Mainland USA:	____%
Japan:	____%
Canada:	____%
Australia/New Zealand	____%
Europe:	____%
Hawaii *(residents/military)*:	____%
other areas:	____%
TOTAL	100%

9. ***How many employees and contract workers did your business have <u>as of December 31,1990</u>?***
full-time:_____ part-time:_____ contract:_____

10. Do you know of any recently opened dive/snorkel businesses that we should contact for this survey?

11. ***What type of assistance, if any, does Hawaii's dive industry need in the next 5 to 10 years?***

Thank you for completing this questionnaire. Please return the form to U.H. Sea Grant Extension Service in the self-addressed, stamped envelope, or FAX to 956-2858.

APPENDIX C: INDUSTRY NEEDS OVER NEXT 5-10 YEARS[3]

- Hawaii needs to be marketed as a prime dive destination. Organize reef protection and reef clean-up programs. [Institute] higher fines and enforcement of regulations for sea polluters.
- Protect marine environment.
- Environmental education.... Save the Coral Reef. Promote the use of moorings. Encourage dive educators to conduct business professionally.
- Recognition as a valuable industry. Moorings to protect reefs on high use and park areas.
- Areas where no marine life is allowed to be taken. Established mooring site to reduce reef damage. Improved access and park facilities.
- Better harbor facilities.
- Marine ocean conservation, DLNR protect environment.
- Artificial reefs. Marine [Life] Conservation Districts.
- Organized representation in matters dealing with the state.
- More wrecks need to be sunk off the Waianae coast for diving. Need more overall publicity that reflects well on the industry. Need regulation for shabby operators.
- [Because] most of my business is boat related, I would suggest the harbors spending more money on night navigation aids. Most of the aids are broken and do not light up. Night diving is becoming more popular. Also I feel that tighter regulations concerning standards and procedures of diving should be better enforced. Even though most of my business is mainland U.S.A. I feel that communication procedures for Japanese tourists and diving companies [should] be better managed.
- [Provide] more commercial boat harbors, repeal commercial beach permit fee, open lagoon at Magic Island for classes again.
- We need access to dive sites, shower facilities, parking, mostly accessibility. Basically, we need an organization to make government aware of our needs.
- Lower taxes. Mooring fee lowered. Insurance premium too high, TDI and workers' compensation too high. Small business cannot continue with present structure.
- Hawaii's harbors, ramps, on Maui are the worst I have ever seen anywhere in the USA. No restrooms, terrible dock facilities, lousy wash down area, no fuel dock, no pump out.
- More advertising for smaller dive shops. Target Japanese market for scuba!
- Construction of new marina facilities.
- Beach Park laws need to be reviewed, talked about with the diving industry to make things work out with each other.

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[3]These comments were in response to question 11 of the survey questionnaire which read, "What type of assistance, if any, does Hawaii's dive industry need in the next 5 to 10 years?" With a few exceptions, the comments are reproduced verbatim with minimal editing.

- Promotion of industry by State of Hawaii. Better cooperation from DOT on commercial use of Hawaii's waters, harbors, etc.

- Setting of moorings. Placement of artificial reefs and structures

- Insurance reform. HVB marketing.

- Kauai needs moorings now!

- Less laws and rules - taxes from the state government. Enforce the laws already present supposedly protecting our pristine waters and marine life.

- Better dive spots.

- Enforce regulations against unlicensed operators. We can't compete with their price cutting. Of course they can charge less because they don't bother with permits, licenses and taxes. When we try to report offenders, we are told they must be "caught in the act" of accepting money for services and nothing can be done on hearsay.

- Stop taxing us while leaving other water sport businesses tax free. Allow us access to beaches.

- Group together.

- Lots! Many operators work out of their garages illegally. Enforcement of subcontract labor laws, public access laws, and Ocean Recreation Management Area permits.

- Habitat protection, habitat protection, habitat protection! Run-off problems, moorings, restrictions on number of commercial permits, tropical fish collectors clearing coastal areas, enforcement of preserve areas.

- [Improve] water quality.

- Artificial reefs. No spears or collecting. More moorings. Less Harbors Division fees.

- Protect dive sites from over fishing and pollution.

- Stop tropical fish collecting. Artificial reefs. A diver on the Board of HVB. Hawaii will never be rated as other US and worldwide dive locations until we have action with less talk-less paper work and more action. "Educate law makers".

- State assistance in selling scuba in advertising.

- Statewide moorings. Water quality monitoring. Better health insurance for small business.

- Protection of our marine resources from over fishing (especially tropical fish collecting) and pollution from development.

- Big Island needs more moorings. Avoid restricting use of the ocean.

- Approval and placement of moorings on Big Island. The reef must be maintained and conserved. Expansion of small boat harbors, especially Kawaihae. The dive industry cannot grow to accommodate those who want to dive there unless there is room for more boats.

- Regulation of illegal dive charters.

- Marketing promotions.

- Moorings, especially in Kealakekua Bay.

- Cooperation from the state in advertising Hawaii as a dive destination. The state has not understood that to promote the industry will benefit the state as a whole.

- More tourism through: (1) advertising; (2) lower air fares; (3) more aloha; (4) better highways; (5) lower taxes; and (6) lower hotel rates.

- Publicizing the dive industry would bring in more customers.

- Promotion of Oahu as an excellent place to dive, i.e., Mahi shipwreck and Makaha caverns.

- Permanent moorings for dive boats, a wreck dive site for Maui which would help to conserve Maui's reefs, OUTLAW fish feeding.

- Promote underwater Hawaii as well as on top.

- Keep the reefs clean and alive, enforce laws, spend money on education, and make PADI and NAUI teach reef conservation in their courses.

- Hawaii needs day-use moorings all over for reef protection, subsidize dive industry with tax-breaks, greater promotion of dive industry, not just golf courses.

- Moorings to avoid coral reef damage, improve quality of harbor and wharfs and facilities, help promote Hawaii as a dive location.

- Ecological preservation and concern. Accessibility to dive areas.

- The dive/charter boat industry should be linked together and represented as one.

- We as an industry have to be better represented, not just on the state level, but on the federal side too. It would be a blessing to have representation, especially with up-and-coming legislation directly effecting our industry. Direct needs:
    1) Expanding the dry dock facilities at the Maalaea Harbor or move to Kahului Harbor.
    2) Have the state supply the charter boat operations with mooring equipment: as these items, chain and line, are rapidly used up because of the terrible surge and wind problems at Maalaea Harbor.
    3) Increasing the wood surface area on the loading dock at Lahaina harbor. Much damage has been created by vessels because of the docks' poor design.

- 1) DBEDT needs to accurately report the activities industry.
  2) State needs to enter into a more comprehensive method of distributing information to tourists. Distribution needs to be expanded and made more effective. The end result being that the tourist is informed not by money but by merit.
  3) The activities industry is why people come here, and the industry needs equipment repair services and boat repair services in order to stay in shape.