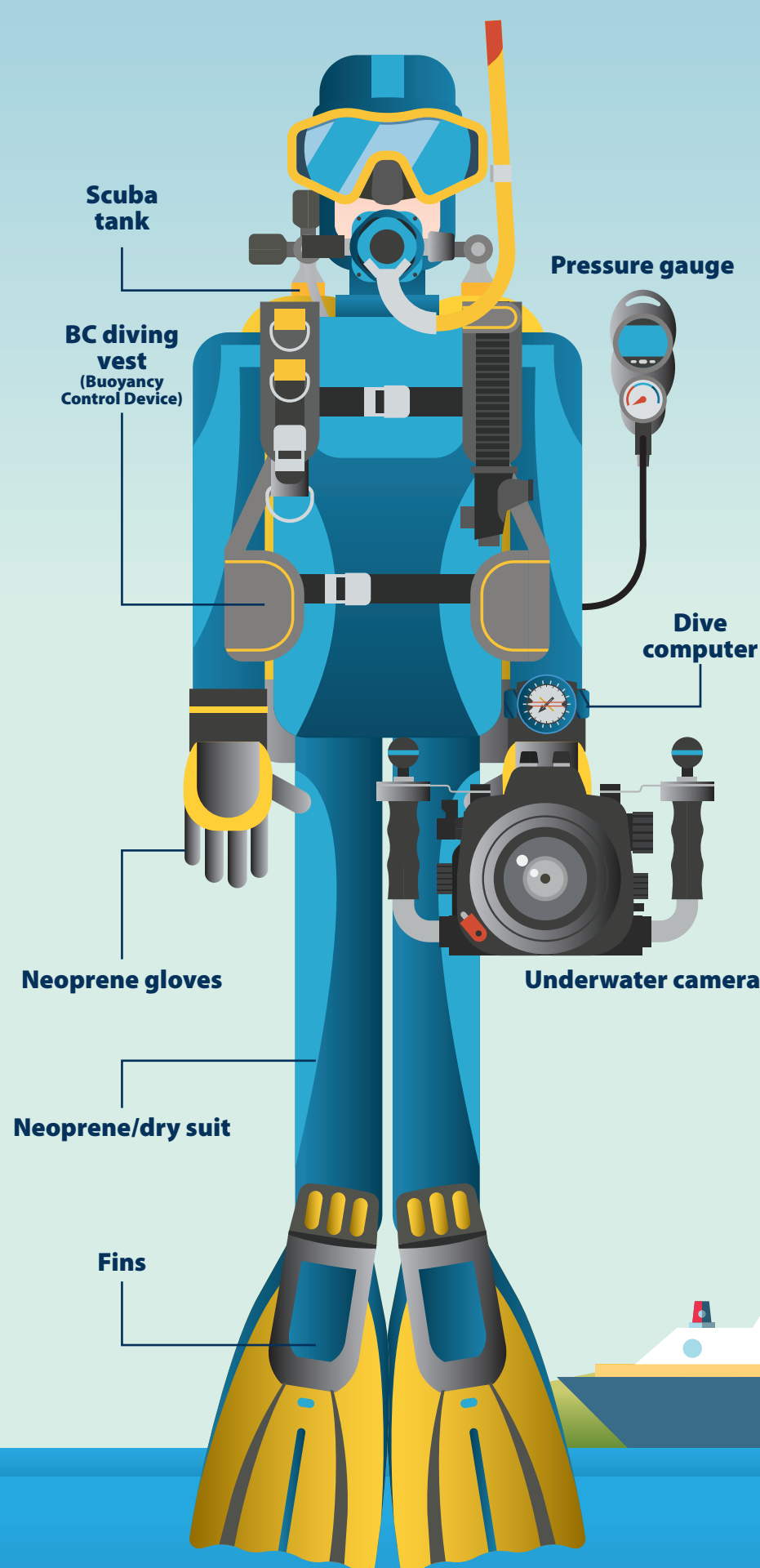


SCUBA DIVING GEAR
Businesses offering scuba services have equipment that improves a tourist's experience. This gear includes:



PRESENTS DIVING ATLAS

THE DIVING AND SNORKELING INDUSTRY IN MEXICO

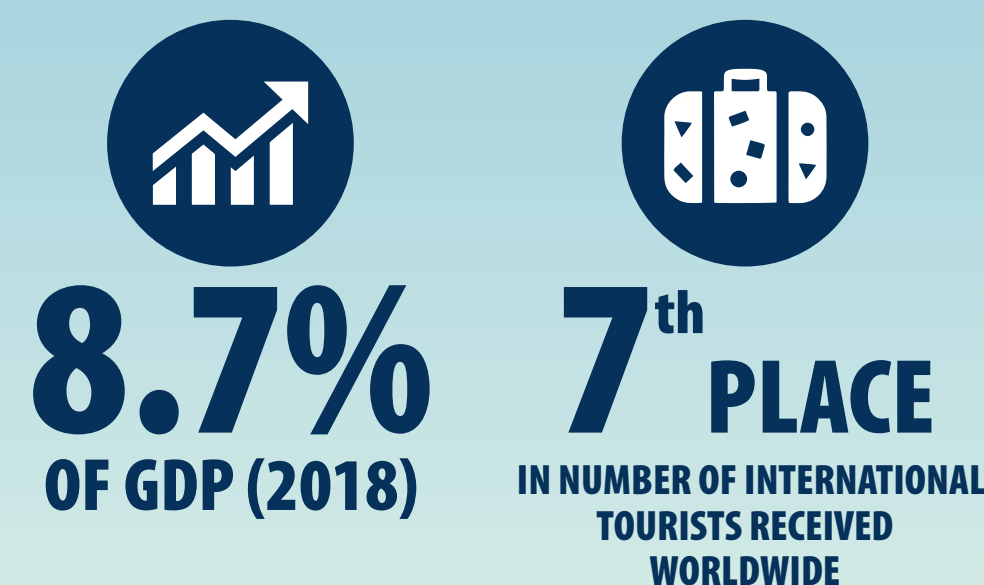
Diving and snorkeling activities are part of a million-dollar tourism industry around the world, which includes sectors like:

TRANSPORTATION PUBLICITY TOURISM SERVICES LODGING FOOD & RESTAURANT



THE TOURISM SECTOR IN MEXICO

Tourism contribute to the national economy and has many opportunities for growth.



SOURCES:
- Lugar mundial (2018): Datatur, Datos de la Secretaría de Turismo (2018). <https://www.datatur.sectur.gob.mx/SitePages/RankingOMT.aspx>
- PIB 8.8%: INEGI, Cuenta Satélite del Turismo de México, Instituto Nac. Estadística y Geogr. INEGI (2018). <https://www.inegi.org.mx/contenidos/saladeprensa/boletines/2019/StmaCtaNal/CS2018.pdf>

GREAT ECONOMIC POTENTIAL

Diving has the potential to help reactivate tourism in Mexico. Under the best safety measures, diving can be a year-round attraction among outdoor activities.

WHAT TYPES OF REEFS ARE THERE AND WHAT CAN WE FIND THERE?

SOURCES:
- <https://www.biodiversidad.gob.mx/ecosistemas/arrecifes>



NATURAL REEFS

Natural reefs are home to a great diversity of species of algae, invertebrates, and fish. Reefs are categorized as coral, rocky, or mixed depending on the dominant species present.

Reefs serve as connectors between ecosystems, such as mangroves and seagrass beds, and provide habitat for different species during different phases of their life.

In addition to their beauty, reefs provide ecosystem services such as beach formation and maintenance, shoreline protection, source of protein through fisheries, carbon absorption and storage, and their value as a tourist attraction.

ARTIFICIAL REEFS

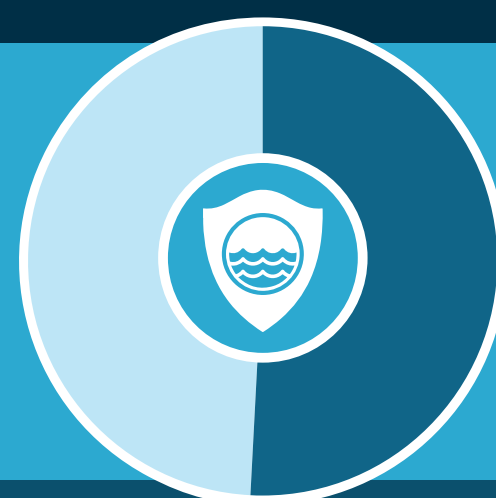
Ships, ferries, barges, or even airplanes can be used, once they are decontaminated of oils and other harmful substances.

Within months of sinking the structures, small algae and polyps begin to colonize them to give rise to habitats rich in marine wildlife.

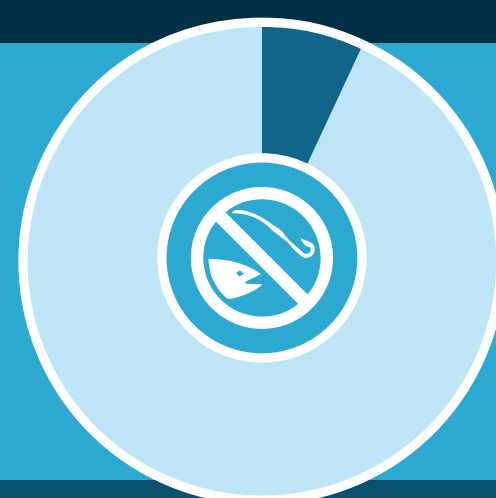


ARE WE PROTECTING DIVING SITES?

*Analysis based on protected area polygons from CONANP.



51%
of the 860 sites are inside a MPA



7%
of the 860 sites are within no-take zones*

REGIONS WITH LESS THAN 50% OF SITES WITHIN AN MPA:

41% MEXICAN PACIFIC NORTHWEST
22% MEXICAN PACIFIC

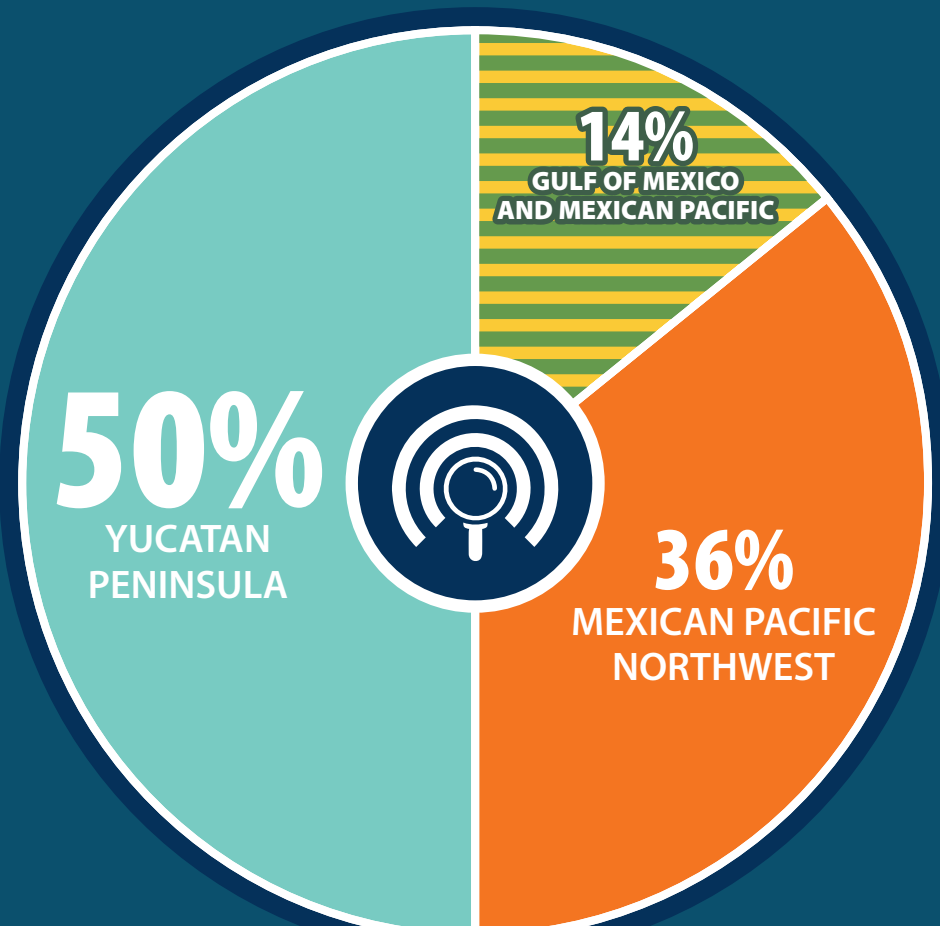
HOW MANY DIVING SITES ARE THERE AND WHERE ARE THEY?



860
DIVING SITES
IN MEXICO

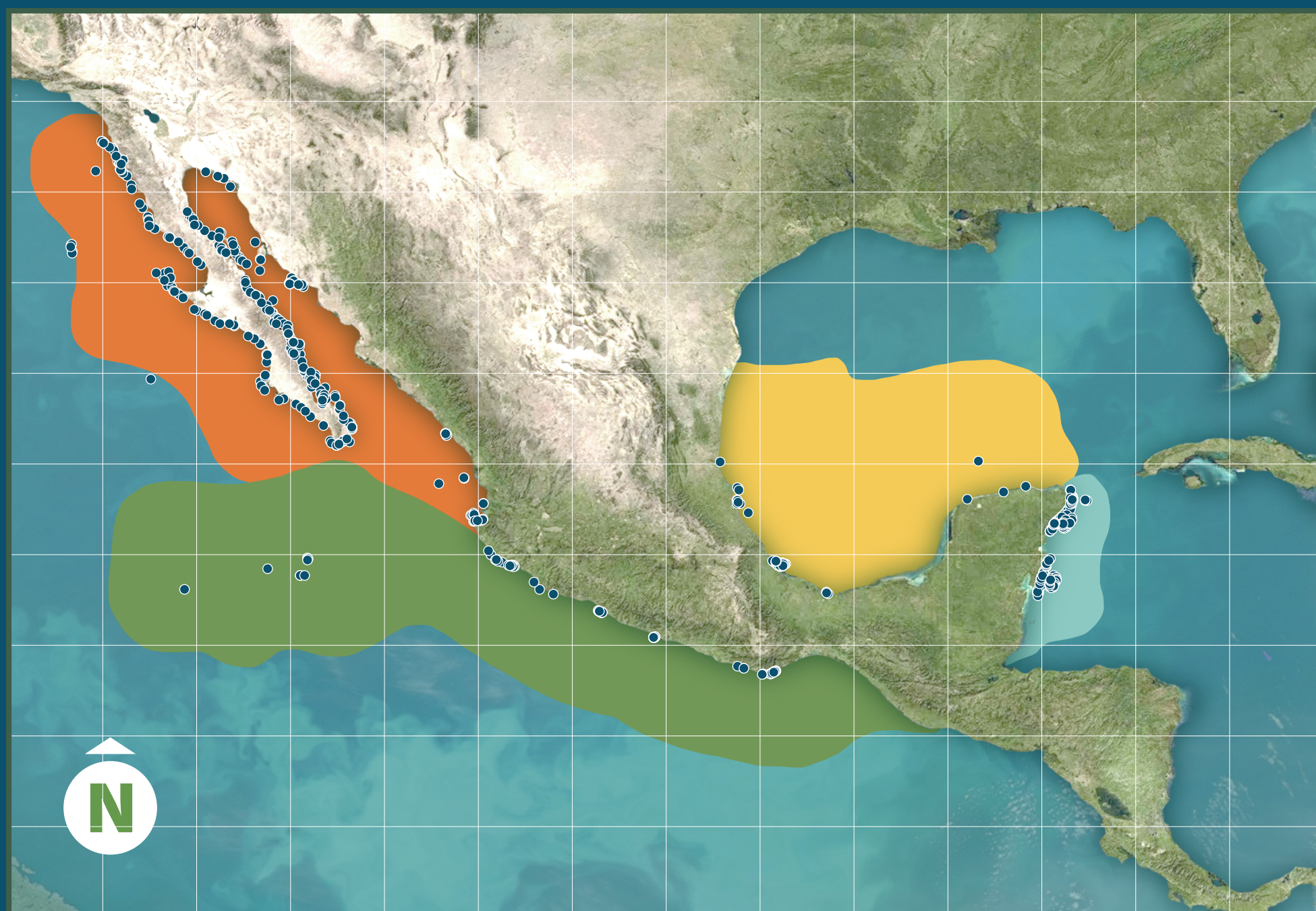
POPULARITY BY REGION

Half of the 7,080 results from searches mentioned the Yucatan Peninsula.¹



¹ Hierarchical internet search

Arcos-Aguilar, R., F.Favoretto, J.A. Kumagai, V. Jiménez-Esquivel, A.L. Martínez-Cruz, y O. Aburto-Oropeza. (2021). Diving Tourism in Mexico-Economic and Conservation Importance. Marine Policy 126: 104410. <https://doi.org/10.1016/j.marpol.2021.104410>



	MEXICAN PACIFIC NORTHWEST	MEXICAN PACIFIC	GULF OF MEXICO	YUCATAN PENINSULA
DISTRIBUTION OF DIVING SITES	48%	12%	12%	28%
DISTRIBUTION OF DIVING OPERATORS	33%	8%	4%	55%
NUMBER OF TOURISTS SERVED ANNUALLY	1,545,791	112,201	136,346	1,571,816
PRICE OF DIVING / SNORKEL TRIP *	131 USD 66 USD	98 USD 49 USD	65 USD 21 USD	93 USD 50 USD

*Average by region

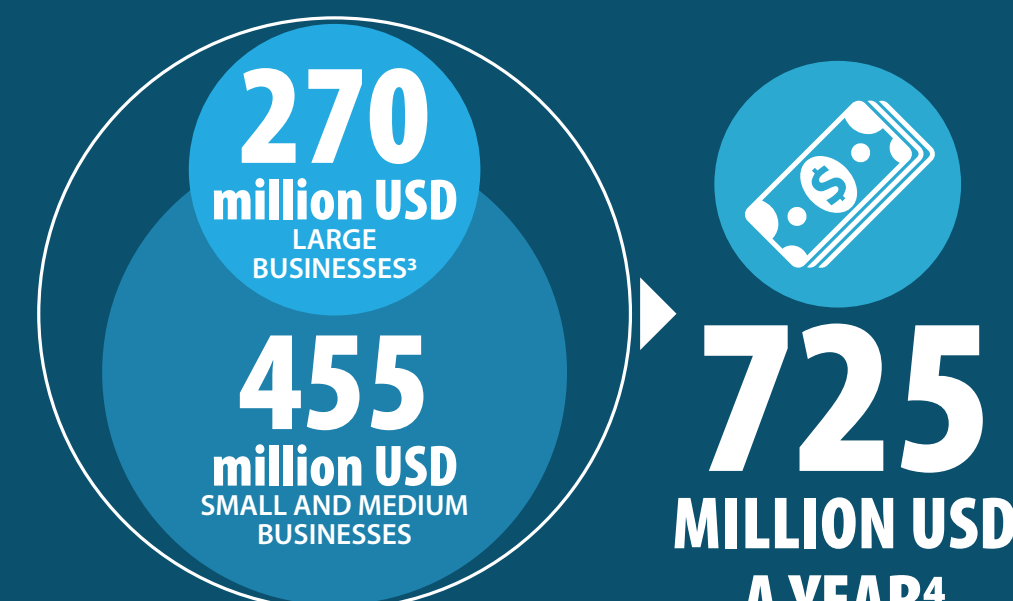
HOW MANY DIVING OPERATORS ARE THERE?



264
DIVING
OPERATORS²

²TOURIST SERVICES OFFER DIVING AND SNORKELING IN MEXICO (Established physically in a store)

HOW MUCH DOES DIVING AND SNORKELING GENERATE ECONOMICALLY?



67% of their earnings on average are invested in operational costs⁵

³ We consider as large companies those that register > 500 clients per week.
⁴ Estimate without discounting direct costs associated to production and sale of services.
⁵ Salaries for services, utilities, gasoline, equipment maintenance, etc.