

PADI'S WOMEN IN DIVING INITIATIVE

10 Years of
Impact: Fostering
Diversity and
Inclusion in the
Dive Industry



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SETTING THE STANDARD FOR GENDER INCLUSIVITY IN OCEAN EXPLORATION

Since launching in 2015, PADI's Women in Diving initiative has been a catalyst for the dive community to break down barriers and empower divers of all genders, ages, races, backgrounds, and abilities to explore and protect the ocean.



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The **Women in Diving** initiative, with PADI Women's Dive Day at its heart, was created to **foster a stronger sense of belonging** for women across all areas of diving — from instructors to recreational divers. The goal was clear: provide leadership that would **make diving more inclusive, welcoming, and accessible** for women worldwide.

Over the past decade, PADI Dive Centers and Instructors have embraced this mission and made it their own, creating a powerful movement that has inspired more women of all ages to discover the transformative power of diving.

Today, there are more women in the water, leading and shaping the future of diving, than ever before.



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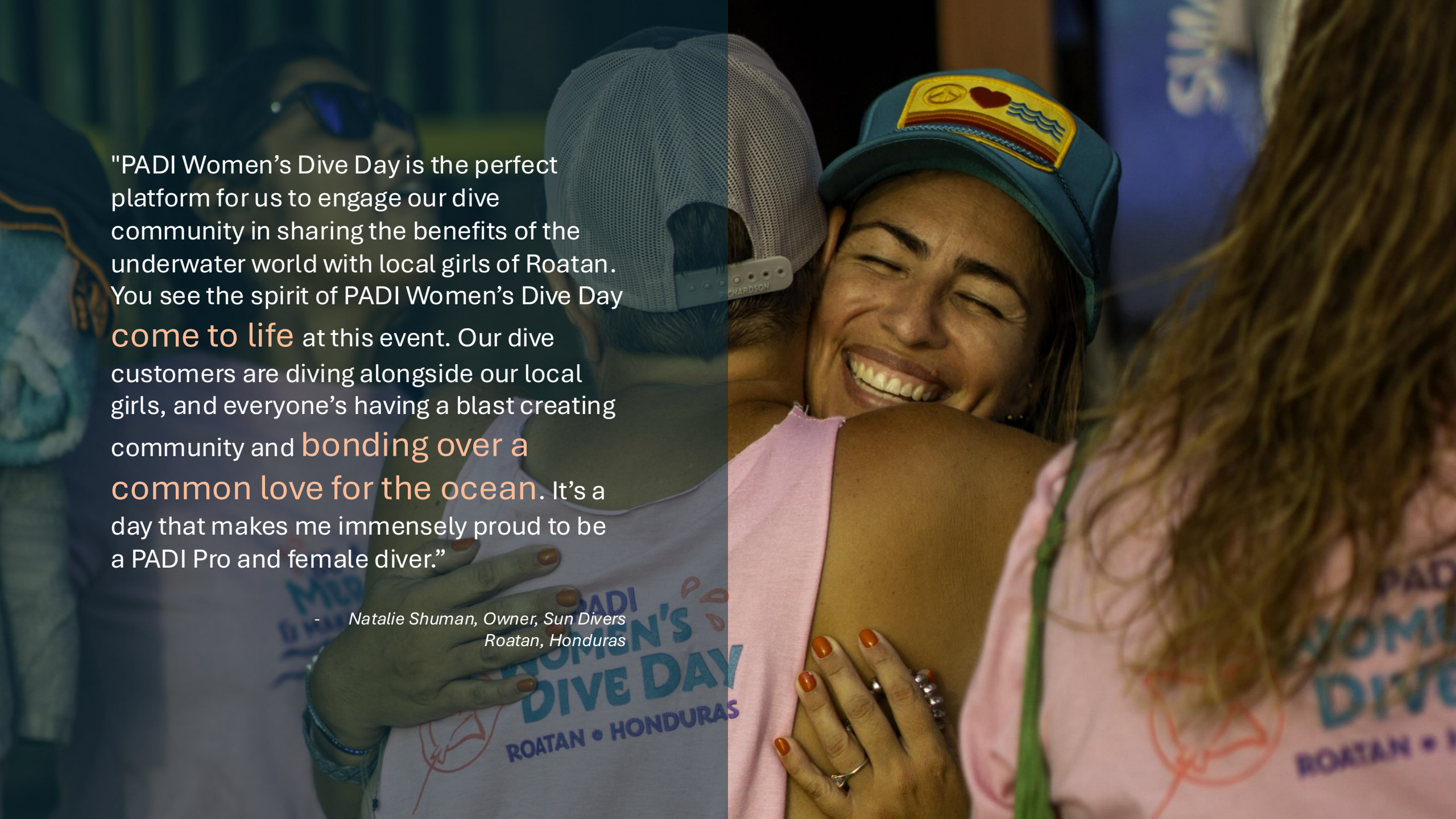
BACKGROUND

- **Historically, women accounted for less than 35% of PADI certifications globally.**
 - From 2000 to 2014, recreational dive certifications earned by female divers only accounted for 33-35% of all certifications globally
 - Female certifications accounted for around 28% of total continuing education courses worldwide between 2000-2014
 - Female entry level certifications accounted for 36-38% of all new diver certifications globally (2000-2014)
 - Female-to-male ratios varied by geographical region. From 2000-2014, the percent of recreational certifications earned by female divers was 29.5-30% in Europe, Middle East and Africa; 32.4-34.4% in the Americas; 36-39% in Asia Pacific; and 44.3-51.4% in Japan
- **Prior to 2015, less than 18% of PADI dive professionals were female.**
- **PADI's Women in Diving initiative began with a clear purpose — to narrow the gender gap in diving by inspiring and encouraging more women to become active divers.**
- **In 2015, PADI recognized a significant opportunity to engage more women in diving by evaluating industry messaging and imagery. The organization adjusted its approach to make marketing and communications more inclusive, shifting the narrative to empower women and invite them to explore the underwater world.**
- **The first PADI Women's Dive Day in July 2015 was created to empower PADI Dive Centers, Resorts, and Professionals to strengthen their dive communities, leverage PADI marketing support to increase female certifications, and foster diversity and inclusion in the sport across the globe.**



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A photograph capturing a joyful moment at a PADI Women's Dive Day event. A woman in the foreground, wearing a blue cap with a peace sign, heart, and waves, and a pink shirt, is smiling broadly with her eyes closed, embracing another woman. The woman being embraced is wearing a white t-shirt with the event's logo and a light blue cap. The background is slightly blurred, showing other people and a blue banner with the word 'WIKS'.

"PADI Women's Dive Day is the perfect platform for us to engage our dive community in sharing the benefits of the underwater world with local girls of Roatan. You see the spirit of PADI Women's Dive Day **come to life** at this event. Our dive customers are diving alongside our local girls, and everyone's having a blast creating community and **bonding over a common love for the ocean**. It's a day that makes me immensely proud to be a PADI Pro and female diver."

- *Natalie Shuman, Owner, Sun Divers
Roatan, Honduras*

A Decade of Impact: Empowering Women in Diving

- **CLOSING THE GAP.** Since the launch of the Women in Diving initiative, the gender gap in diving has narrowed by nearly 5%, with women now accounting for almost **40% of all recreational-level PADI certifications worldwide**. This increase in parity equates to an additional 250,000+ women brought into diving over the past decade.
- **GLOBAL REACH.** Over the past decade, PADI Dive Centers, Resorts, and Professionals have hosted thousands of PADI Women's Dive Day events across **183 countries** and every continent except Antarctica, bringing women together through the shared passion of diving.
- **SUSTAINED GROWTH.** Female recreational scuba certifications have grown at a **higher rate than males** every year since the initiative's launch, the only exception during the pandemic in **2020**.
- **NEXT GENERATION OF DIVE LEADERS.** The gender gap in new PADI Professionals has decreased by nearly 13% over the past decade, with females accounting for 30.6% of all PADI Divemaster certifications in 2024.
- **GLOBAL RECOGNITION.** Over the past 10 years, PADI Women and PADI Women's Dive Day have been celebrated in **1,500+ pieces of press coverage**, elevating women's voices and contributions to the dive community.
- **SOCIAL MOVEMENT.** PADI Women in Diving hashtags (**#padiwomen** and **#padiwomensdive day**) have been used more than **52,000 times** across social media, creating a vibrant and engaged community online.
- **LASTING IMPACT.** With more than **3,000 social posts** over the past decade, PADI's Women in Diving content has reached **60 million people** and generated **2.5 million engagements**, inspiring women around the world to explore the underwater world.



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TRACKING OUR PROGRESS: A DECADE OF CHANGE

The first PADI Women's Dive Day is celebrated July 18th in countries all across the globe.



2015

2016



For the first time, females make up more than 40% of new divers. The PADI AmbassaDiver program is introduced, amplifying the voices of inspiring women in diving.

2017



PADI sponsors the Sedna Epic Expedition, an all-female team that snorkeled 3,000 kilometres through the Northwest Passage to bring awareness to the disappearance of sea ice.

2018

Women's Dive Day 2018 swelled to more than 1,000 events in 104 countries. Global media reach exceeded 236 million and engaged millions of people on social media.



World record for longest female underwater SCUBA chain broken in Grand Cayman. Historic gathering of diving trailblazers in Saudi Arabia, including the country's first female instructor, first female Saudi PADI Instructor, and first Saudi female PADI Technical Diver.

2019



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THE JOURNEY CONTINUES



Societal challenges during COVID-19 pandemic widen gender gap in diving for first time since 2011.

Female certification growth outpaces males by over 5%, marking the most significant gap to date.

For the first time, women account for more than 20% of renewed PADI Professionals.

2020

2021

2022

2023

2024



PADI re-introduces Pillar of Change Framework with People & Humanity Pillar, committed to cultivating diversity and belonging across the dive industry and increasing accessibility of the ocean to all.

Renewals of female PADI Divemasters rose by 8.6% year-over-year, marking a new milestone for this professional rating.



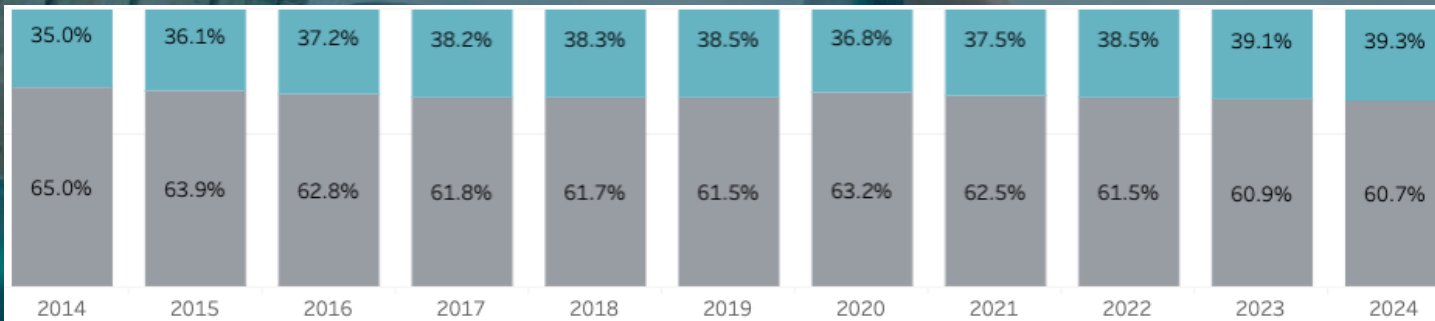
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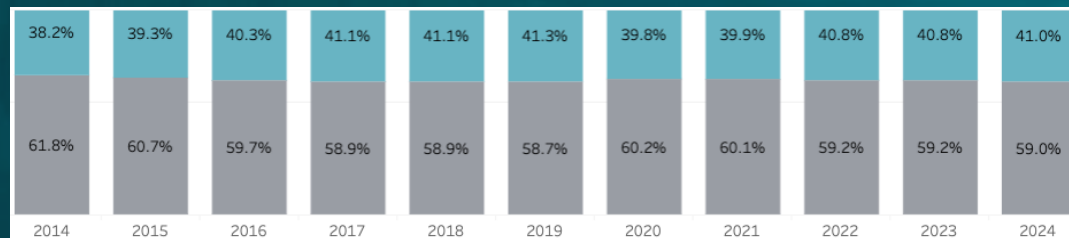
NARROWING THE GENDER GAP IN DIVING

- Women now account for nearly **40% of all recreational-level certifications worldwide**, with female certifications outpacing males every year except for 2020. The narrowing of this gender gap equates to an additional 250,000+ women brought into diving over the past decade.
- Female divers represent **41% of entry-level certifications**, narrowing the gender gap among new divers by nearly 3% over the past decade.
- PADI's **targeted messaging focused on empowerment and confidence-building** has driven the greatest impact in continuing education, narrowing the gender gap by **6.5% over the past 10 years**.
- The gender gap in dive certifications varies widely by region, with female recreational dive certifications ranging from: 34.3% in Europe, Middle East, and Africa | 37.6% in the Americas | 41.3% in Japan | 43.7% in Asia Pacific

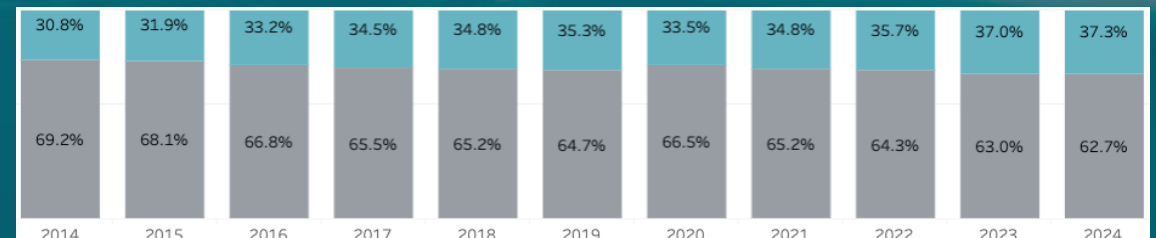
Total Recreational Scuba Certifications



Entry Level Certifications



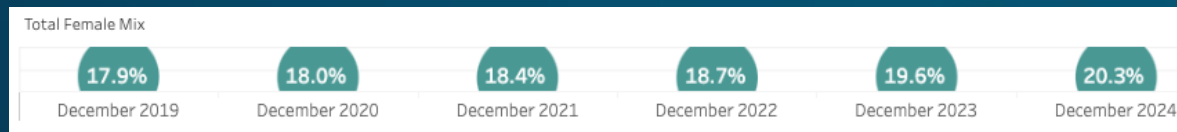
Con Ed Certifications



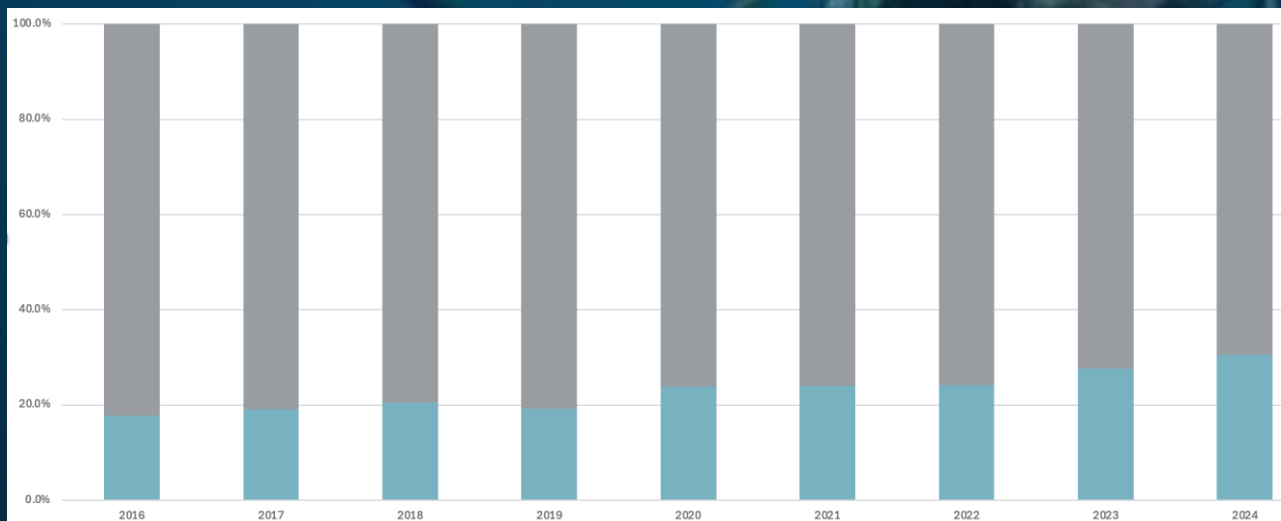
NARROWING THE GENDER GAP IN DIVE LEADERSHIP

- The gender gap among PADI Professionals continues to narrow, with women now making up over 20% of the total global PADI Pro community and more than 30% of new PADI Professionals.
- The percentage of female PADI Divemaster certifications has increased from below 18% in 2015 to 30.6% in 2024, reducing the gender gap on new PADI Pros by nearly 13% over the past 10 years. The narrowing of this gender gap equates to an additional 6,000 women with a PADI Professional rating, a significant step toward greater parity in diving.
- While the rising ratio of female-to-male PADI Members is a promising trend, it highlights continued opportunities to grow female leadership within the dive community.

Percent of PADI Members Who are Female



Percent of New PADI Divemasters Who are Female



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EMPOWERING CONFIDENCE, CONNECTION & LEADERSHIP

“Since the launch of PADI’s initiative to reduce the gender gap in diving, one of the most significant changes I’ve witnessed is the remarkable presence of female divers across all aspects of the dive community. Women are being celebrated for their achievements in marine conservation, education, visual arts, science, technology, technical diving, robotics, and social leadership. They are driving a collective movement that empowers women of all ages to elevate their voices, lead with purpose, and inspire others to explore, protect, and celebrate the ocean.”



- Katie Thompson, PADI Senior Director,
Environment & Sustainability



Oman

Ehdaa Al-Barwani

From Divemaster to women's
dive development



In everything she does, Ehdaa exemplifies the symbiotic relationship that can exist between women, traditional Omani culture, and the ocean. In 2018, Ehdaa Al-Barwani became Oman's first female PADI Divemaster. Her journey inspired her to open the door for more women to join her as PADI Professionals. She began offering women-only dive courses at Aura Divers. In these, she instilled good conservation habits and critical knowledge in her students.

Mexico

Cassiopea Carrier Doney

Restorer of reefs and Director at
the Takata Research Center



Cassiopea Carrier Doney heads a full-scale reef restoration and research project at Takata Research Center. In addition to reef restoration, she and her team conduct vital genetic analysis on corals to help create a reef with greater tolerance to ocean acidification, rising temperatures, and other challenges. By increasing reef biodiversity and the local community's participation in reef restoration activities, Cassiopea hopes to achieve a more sustainable future for coral restoration projects.

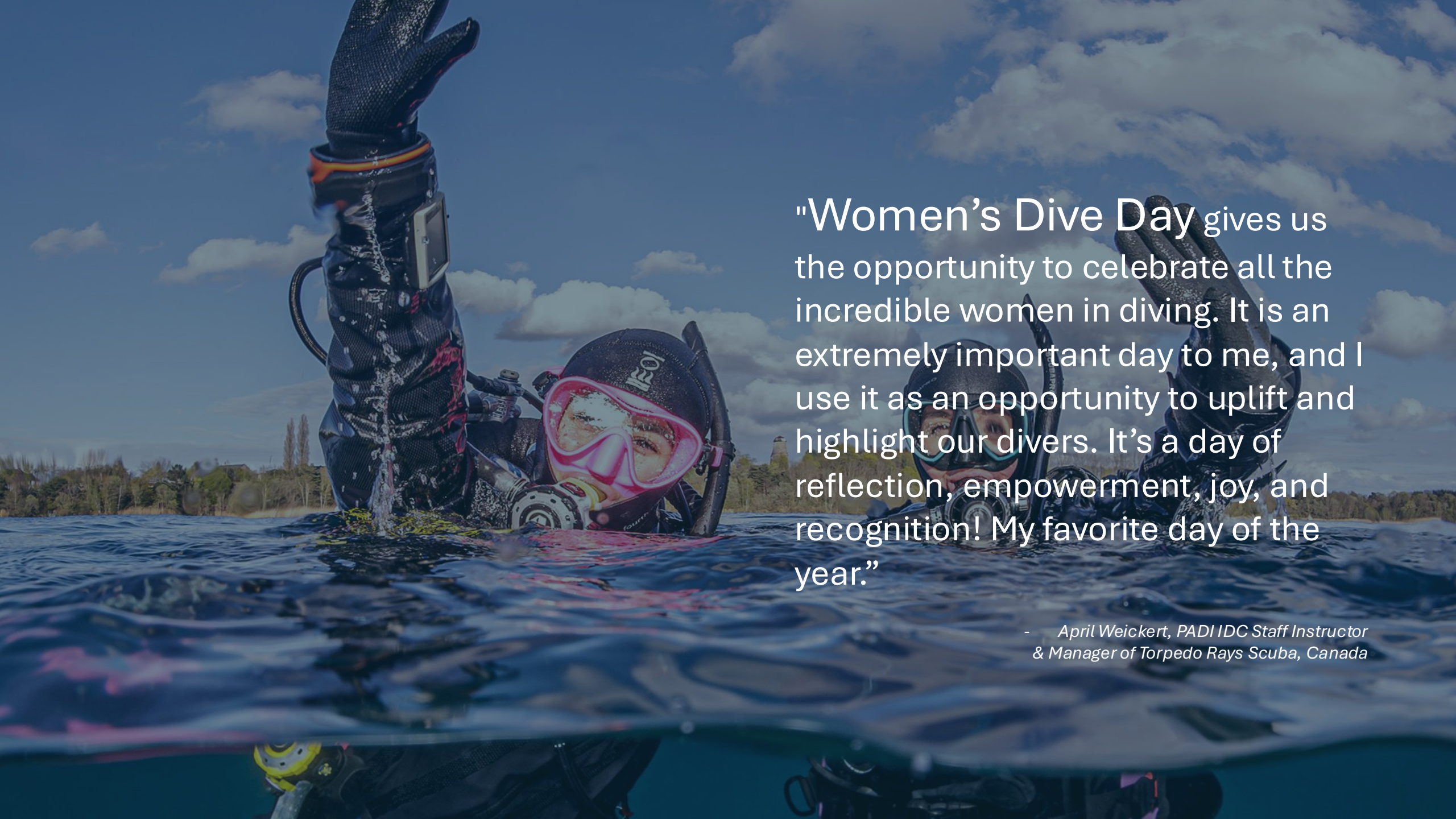
Indonesia

Rose Huizenga

Women advocate and founder of
the Coral Catch Project



Rose Huizenga and Gili Shark Conservation are shaping the future for coral reefs and local women on the Gili Islands. As the founder and director of the Coral Catch project, Rose has provided 100+ Indonesian women with scholarships to help them follow their dreams of working in marine conservation. These scholarships help kickstart the women's careers and supporting them in protecting their local environment. Rose was named 2023 Seiko Sea Hero of the Year.

A photograph of two divers in scuba gear floating on the water surface. The diver on the left is wearing a pink mask and has their right hand raised out of the water. The diver on the right is wearing a black mask and has their right hand raised out of the water. The background shows a blue sky with white clouds and a distant shoreline with trees.

"Women's Dive Day gives us the opportunity to celebrate all the incredible women in diving. It is an extremely important day to me, and I use it as an opportunity to uplift and highlight our divers. It's a day of reflection, empowerment, joy, and recognition! My favorite day of the year."

- April Weickert, PADI IDC Staff Instructor
& Manager of Torpedo Rays Scuba, Canada



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WOMEN
DIVE DAY



Watch on YouTube:
<https://youtu.be/Uas5BuWocWg>

FUTURE VISIONS: *Advancing Gender Equity in Diving*

- **Achieving gender balance in diving** has been a core objective of the PADI Women in Diving initiative since its inception. PADI remains committed to reaching a one-to-one male-to-female ratio across the global diving community — a milestone that will transform the future of the industry.
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- **Creating gender parity at the professional level** is a priority, with a focus on increasing the number of female Rescue Divers and PADI Divemasters worldwide. As the essential launching pad for Instructor Development, PADI Divemasters play a critical role in growing the number of female Instructors and Course Directors, helping to shape the next generation of dive leaders.
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- **Reducing barriers to entry for women globally** will remain a key focus, particularly in regions with significant gender gaps. Through the amplification of local women dive leaders and targeted support for communities via training, sponsorship, and grant programs, PADI will continue to open doors for more women to enter and thrive in the dive industry.



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THANK YOU



 **PADI**
WOMEN
DIVE DAY

19 JULY 2025

Celebrating Diversity in Diving

SAVE THE DATE!
The 11th Annual
PADI Women's Dive Day
is 19 July 2025.