



GRENADA SCUBA DIVING ASSOCIATION

## NEWS RELEASE

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Date: October 15<sup>th</sup> 2005

### **Grenada Board of Tourism and members of Grenada's Scuba Diving Association attend DEMA trade show in Las Vegas.**

The annual trade show DEMA – Diving Equipment and Marketing Association – was held this year at Las Vegas convention center from October 4<sup>th</sup> until 7<sup>th</sup> 2005. DEMA Show held every year at a different venue is the only international trade event for the diving, action water sports and adventure travel industries. More than 10,000 professionals gathered at the show to combine business, pleasure, education and dive industry advancement. At this years show there were

- More than 600 exhibits featuring the leading dive equipment manufacturers, travel destinations, water sports apparel, and services.
- More than 40 DEMA sponsored seminars on state-of-the industry topics.
- Hundreds of hours of training agency and exhibitor sponsored seminars
- The DEMA Retailer Resource Center an interactive display area and educational program that provides retailers with the latest tools and industry best-practices.

Grenada was represented by a 6 member delegation, promoting the islands of Grenada as one of the lesser known dive destinations in the Caribbean. Scuba Divers from the USA are active and travel within three years of their certification. The most preferred travel region for the US is the Caribbean. At shows like DEMA Grenada is able to promote the islands as premier dive destination and attract dive travelers to our shores.

Several meetings with agencies and tour operators were held to organize dive groups and press trips to the island in 2006.

During the show a plan was developed to make a even better impact at next years trade show which will be held in Orlando in November 2006.

For more information please feel free to contact officers of the Grenada Scuba Diving Association:  
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