

**SCUBA DIVING EMOJI SUBMISSION**

To: Unicode Consortium

From: Holger Krupp

Date: 2017-09-12

**INTRODUCTION:**

I'm requesting the addition of two emoji representing scuba diving and snorkelling.

**1. Identification**

CLDR short name: scuba diving

CLDR keywords: scuba | diver | diving | snorkelling

**2. Images:**

Two Emoji represent different activities within the same sport.

Regulator:

The Image containing the circle represents scuba diving using a regulator and compressed air.



Snorkel

The Image containing the snorkel represents snorkelling, a more easy way of exploring the ocean without the use of compressed air.



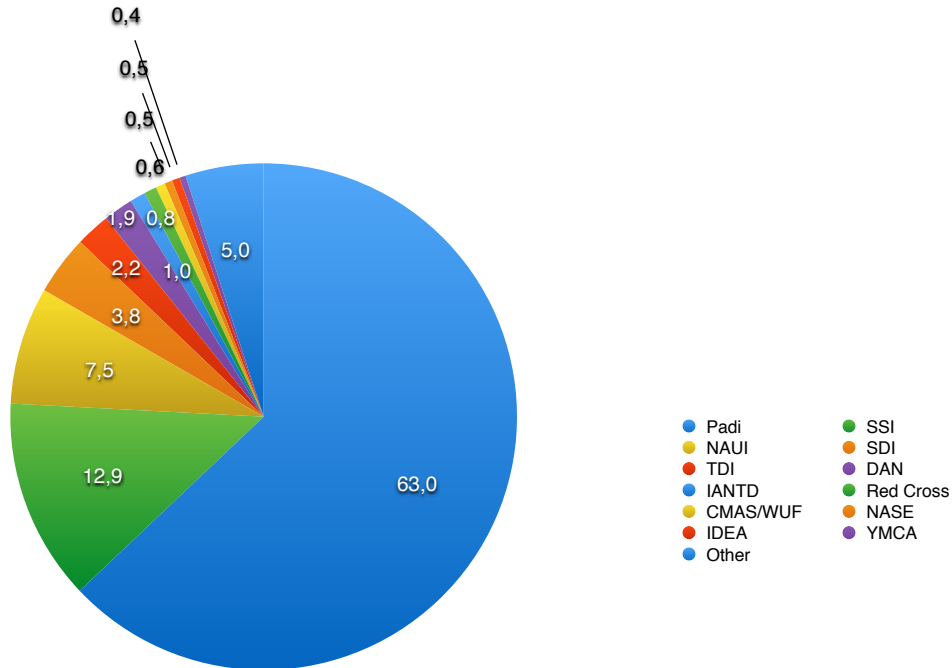
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### 3. Selection factors – Inclusion:

A: Compilation n/a

B: Expected usage level: With about 900.000 diving certifications issued by PADI (largest diving organization) each year, the scuba diving community is growing. It's competing with SSI and other smaller organizations.

Due to the different organizations it's difficult to state a number of divers worldwide, but it's assumed to be **between 2 and 3 Million certified divers** world wide.



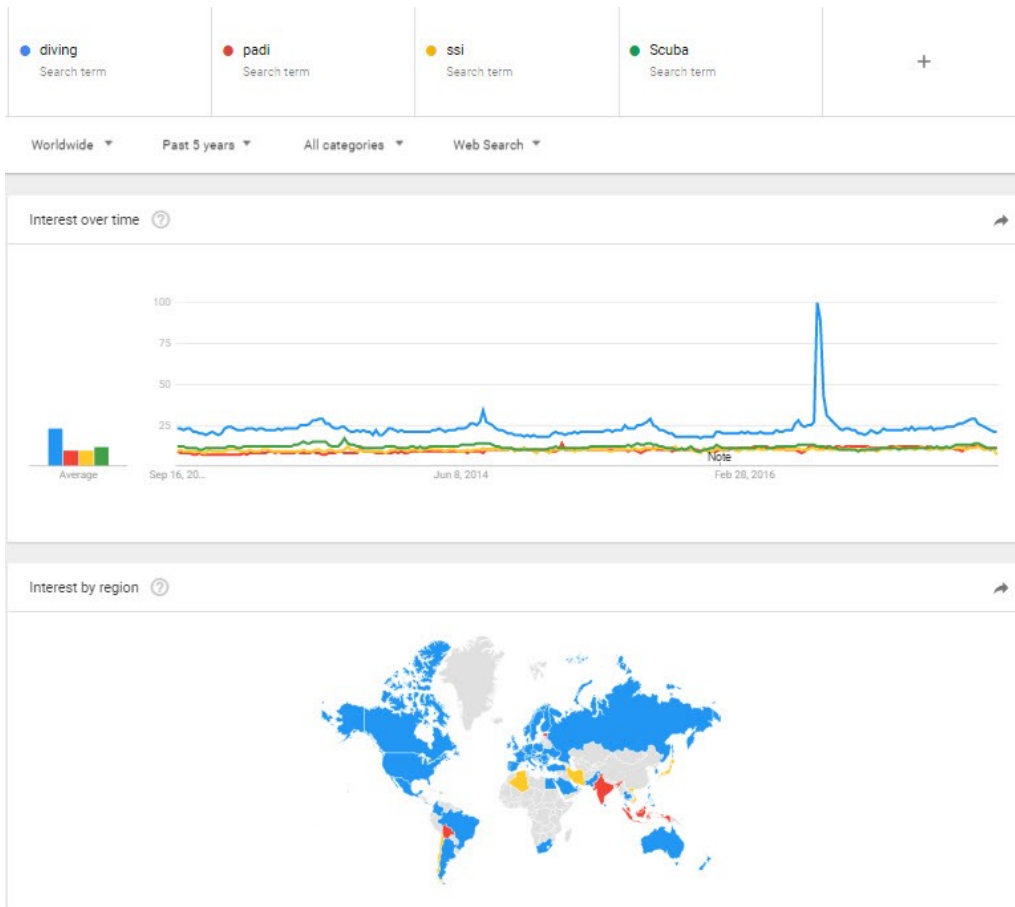
**Scuba Diving Certification Organization Marketshare (in %)**

Since 1967 24 Million certifications have been issued by PADI (<http://www.padi.com/about-padi/padi-statistics>). PADI issues diver certifications in over 200 countries and territories around the world and is operating more than 6000 dive shops

Started in 1970, SSI has expanded to include more than 30 Service Centers, is represented in more than 110 countries with over 2,800 International locations, and has materials printed in more than 30 languages. SSI is the name to trust in the diving world, and we attribute that success to our uncompromising standards and focused methodology.

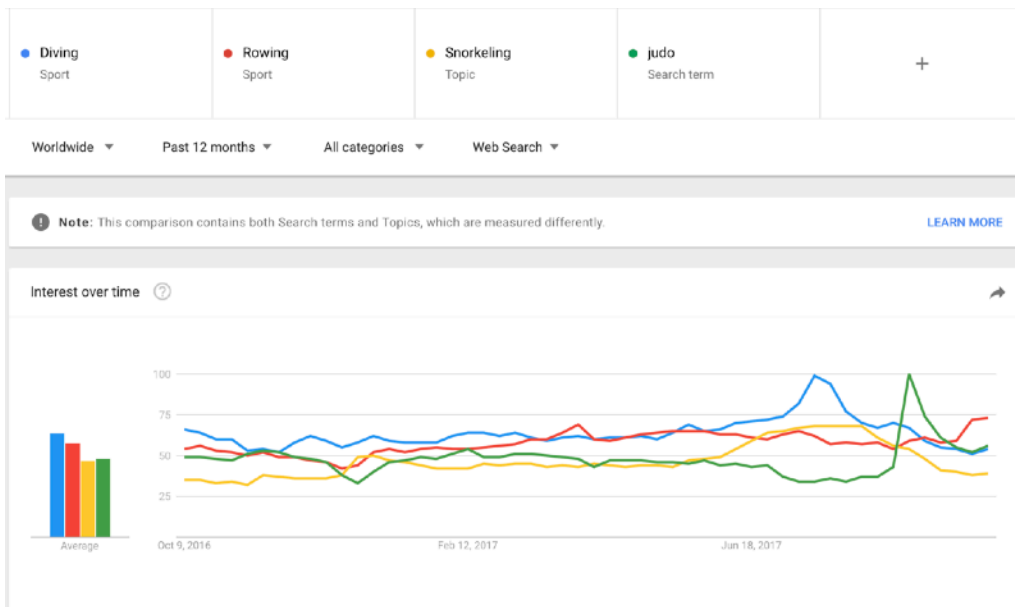
In addition there are other local organisations issuing certifications and operating dive centers as well.

Scuba diving is a world wide trending sport with steady interest over the last years.

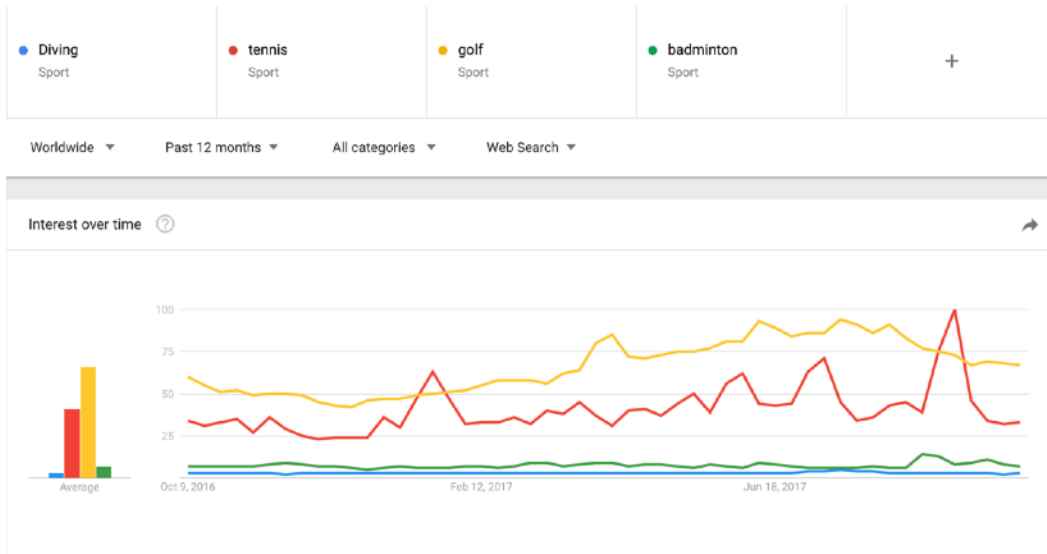


There are as many as 6 million active scuba divers worldwide (Source: Sports and Fitness Industry Association)

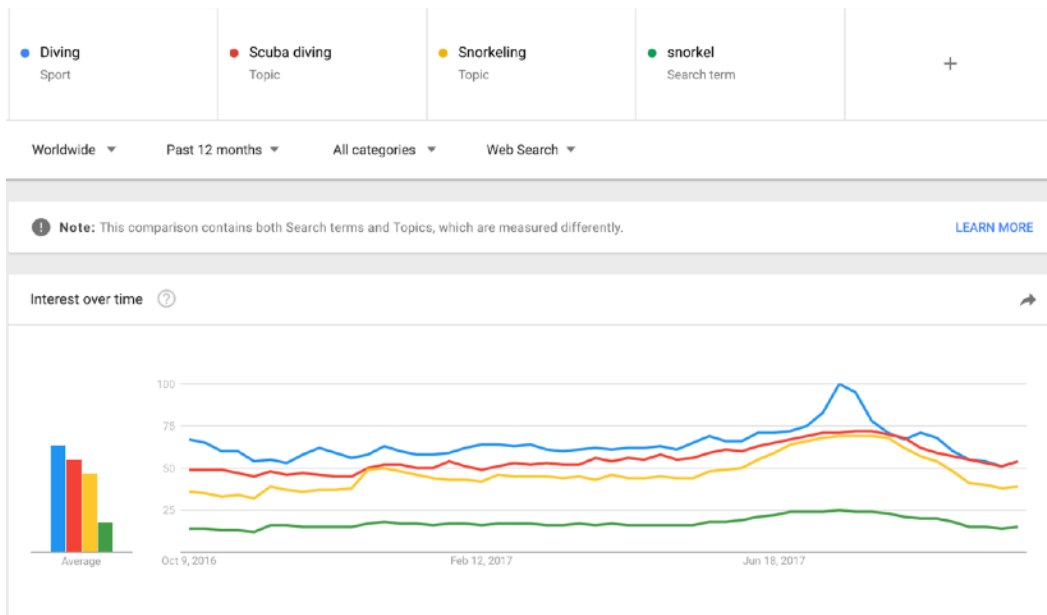
Compared to other sports already represented with emoji, diving ranks similar like rowing or judo.



Compared to sports shown on TV, it ranks lower than tennis, golf or badminton.



The different search terms for scuba diving or snorkelling rank similar on google trends, with snorkelling ranking a but lower than scuba diving.



To represent scuba diving, divers currently used the emoji of fish and octopus or similar ocean animals. To help representing the sport / recreational scuba diving, a dedicated emoji is requested.

**4. Selection factors — Exclusion.**

The word 'diving' is also used for skydiving or jumping from a platform into water.

**5. Sort location.:**

A. person-sport

B. After woman surfing

Reason: To have ocean based water sports together in one block.