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By CAM Bahamas Staff on December 10, 2013 @BahamasCAM

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Guy Harvey and Neal Watson. PHOTO CREDIT: Guy Harvey Outpost Resorts.

With his Marine Corps training, scuba diving legend Neal Watson knows a thing or two about taking a beachhead and securing a landing zone. As the newly appointed Director of Dive Operations for Guy Harvey Outpost, Watson is the company's new commander in its bid to plant Outpost dive flags on beach fronts throughout Florida, the Bahamas and Caribbean.

Like the Marine Corps slogan "the few, the proud", Watson will be extending an invitation to a pre-selected group of the region's top dive operations to enlist as Expedition Dive Outfitters of Guy Harvey Outpost, the rapidly expanding lodging company of Guy Harvey and his partners Mark Ellert, Bill Shedd and Charles Forman.

"For top-of-class dive shops it's a unique opportunity to add the recognition of the Guy Harvey name to their operation and increase sales through his huge marketing outreach with little out-of-pocket costs," said Watson. "Our Outpost Resorts' brand is defined by great customer experiences and services. To make that happen, only the best operators are qualified to join the Expedition Outfitter program."

Harvey, best known as a marine wildlife artist, angler, scientist and conservationist, is also recognized as a world-class diver. Last month he was inducted into the International Scuba Diving Hall of Fame. His Fort Lauderdale, Florida-based Outpost Resorts company with hotel properties in Florida, the Bahamas and the Caribbean, recently launched Expedition Outfitters featuring membership categories for dive shops and guided or charter fishing operators.

Watson, holder of the world's scuba depth and distance record and affectionately known as the "Dive God", has owned and operated a chain of Neal Watson's Undersea Adventures franchise dive operations in the Bahamas and Caribbean as well as hotels and an airline charter company. He is also past president of the Bahamas Diving Association and a member of the DEMA Diving Hall of Fame.

Inaugural dive operators joining Expedition Outfitters include South Florida Diving Headquarters in Pompano Beach, Florida, Dive Atlantis in Key Largo and Islamorada, Florida, Stuart Cove in Nassau, Bahamas, Neal Watson's Bimini Scuba Center in Bimini, Bahamas, and Scuba Galapagos in the Galapagos Islands.

"Operators will still handle their own reservations, but will benefit from our marketing that will produce a second stream of business through commissionable sales and reservations," said Watson.

Watson said he will initially reach out to A-List dive operators in southeast Florida and in the Bahamas, expanding into the Caribbean and Central America.

Guy Harvey Outpost Resorts' President Mark Ellert said the ultimate goal of the Expedition Outfitters program is to marry "top of class" dive operators with Outpost hotel offerings, whether Signature Resorts or smaller Expedition Collection lodges and boutiques. "With the Dive God's advance work and our troops in place to secure the beachhead, when our customers come ashore, I know they'll be glad to see our flag flying over the Guy Harvey Outpost. They've finally arrived and now they're going to have a great adventure."

For more information, visit www.guyharveyoutpost.com.

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CAM Bahamas Staff
 Co-Publishers at Coastal Angler Magazine: Bahamas Edition

The Bahamas edition of Coastal Angler Magazine is co-published by Gary and Misti Guertin, who also publish The Treasure Coast (Florida) edition. The husband-wife team reside in Stuart, Fla., with their six Amazon parrots, Abaco, Bacardi, Lola Marie, Tobago, Carmen and Bimini, and one Bahamas potcake, Sapona Desdemona.

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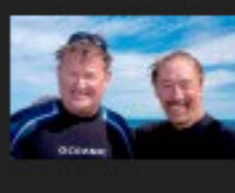
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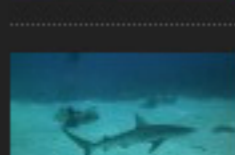
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