



TOURISM BRITISH COLUMBIA
C A N A D A

®

BC River Outfitter Client Survey (2007):

Final Report

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Prepared for:

Research & Planning

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Acknowledgements

The BC River Outfitter 2007 Client Survey was designed to further develop business owners' understanding of their clients and to provide information to help make sound marketing decisions. It was initiated through the Experiences BC program at Tourism British Columbia.

The client card portion of the BC River Outfitter 2007 Client Survey was conducted in British Columbia, at participating River Rafting businesses (see below for complete list) between May and September of 2007. River rafting clients (18 years and over) were randomly selected and provided a client card to complete. The mailback/online questionnaire portion of the research was initiated in the winter of 2007. The reference period for the data collected is 2007.

We'd like to thank the following river rafting operators for participating in the research:

Apex Raft Co.
Big Canyon Rafting
Destiny River Adventures
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Mount Robson Whitewater Rafting Co.
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River Jet Boat Safaris
Riverside Adventures
Stellar Descents White Water Rafting

Tourism British Columbia would also like to acknowledge and thank *R.A. Malatest & Associates Ltd.* for writing parts of this report.

Executive Summary

The BC River Outfitter Client Research was conducted from the spring of 2007 to the spring of 2008 by Tourism British Columbia in partnership with the BC River Outfitters Association (BCROA).

A Client Card was handed out by volunteer businesses that were representative of all river outfitters business size and region. Among other questions, the Client Card asked if the river rafter would be willing to participate in a follow-up mailback/online questionnaire. Questionnaires were distributed by mail but due to a low response rate, an online questionnaire was also made available. In the end, 986 Client Cards were completed, 306 questionnaires were completed by mail and 275 questionnaires were completed online.

Key Findings:

Client Card

- The majority of Client Card respondents (71.1%) were from Canada, one in five (20.5%) were from overseas and less than one in ten (8.4%) were from the United States. British Columbia residents (67.8%) constituted the majority of Canadian respondents, followed by Albertans (24.8%).

Mailback/Online Questionnaire

- Less than half of respondents (45.3%) considered a river trip before thinking about a destination, whereas two out of five respondents (39.8%) thought about their destination before they thought about a river trip. The motivation cited by the largest number (47.9%) of river rafters for their river trip was to have an adventure experience.
- Almost nine in ten (87.1%) of river rafters described their trip as a whitewater trip and river trips generally lasted a full day (49.7%) or a half a day (41.6%).
- The top three elements that were cited as somewhat/very important while on a river trip were customer service from the business offering the trip (97.9%), safety standards (96.4%) and scenery (94.9%) and were generally somewhat/very satisfied with these factors.
- Just over half of respondents (50.1%) said that the river trip was the primary purpose of their trip. Among those who had a different purpose for their trip, six in ten (59.6%) cited holiday/family vacation/traveling as their primary purpose.
- The majority (72.1%) of river rafters cited British Columbia's beauty and scenery characteristic that makes the province unique as a river trip destination.
- The majority (88.1%) of respondents were very satisfied and 4.0% were somewhat satisfied with their trip in British Columbia (not limited to the river trip experience).

- River rafters visiting from overseas on average spent the most on their trip (\$3,629.33) followed by respondents residing in Canada other than in British Columbia (\$2,739.88).
- Almost half (46.2%) of the river rafters had not been on a river trip in the past five years.

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Section 1 . Introduction

The River Rafters research was conducted from May 2007 to April 2008 by Research and Planning, Tourism British Columbia in partnership with the BC River Outfitters Association (BCROA).

The BC Outfitters Association (BCROA) is working with Tourism British Columbia, Experiences BC program to further develop their tourism product. It was identified that river rafters in British Columbia could benefit from a comprehensive questionnaire of clients. Research and Planning, Tourism British Columbia conducted the questionnaire of river rafter clients.

Section 2. Objectives

The primary objectives of this study were:

- (1) To gather more in depth knowledge and understanding of consumers participating in river-related activities in British Columbia;
- (2) To better understand the needs and attitudes of consumers participating in river-related activities in BC, with the ultimate goal of providing better experiences for consumers;
- (3) To gather information regarding client spending, including before trip, during trip, and after trip spending;
- (4) To develop foundational knowledge regarding consumers who are seeking nature-based tourism experiences, thereby adding to an existing pool of knowledge and understanding being developed by Tourism British Columbia;
- (5) To use the gathered information to help the various nature-based tourism sectors create the experiences that consumers are seeking, thereby contributing to the success and sustainability of commercial nature-based tourism businesses operating in British Columbia;
- (6) To use the gathered information to support the BC River Outfitters Association and Tourism British Columbia in their market and product development.

Section 3. Methods

Data Collection

In the spring of 2007, Client Cards (Appendix A) were distributed to volunteer businesses that were representative of all river outfitters business size and region. Throughout the 2007 summer, rafting companies randomly distributed and collected completed cards from their clients, which they then returned to Tourism British Columbia. The Client Cards collected demographic information from river rafter including gender, name, place of residence and contact information. In addition the Client Card collected the number of people participating in the rafting experience in the rafters travel party and whether or not participating in the river experience was the main purpose for the river rafter's travel that day.

Two rounds of mailback/online questionnaires (Appendix B) were distributed by mail, the first round (668 Domestic and 269 International) was sent out in the end of October 2007, with reminder postcards following two weeks later. The second round (530 Domestic and 262 International) was sent out at the end of November 2008. In addition, several businesses volunteered to send out an online version of the questionnaire. The questionnaire distributed by mail asked river rafters about planning their river trip (e.g., main motivation, types of information used, etc.), characteristics of their trip as a whole and their river trip specifically (e.g., characteristics of their trip, activities participated in, satisfaction, etc.), thoughts on British Columbia as a river trip destination, trip expenditures and demographics. The online questionnaire included all of the questions that were asked in the mailback/online version of the questionnaire with the addition of a few more questions.

A total of 986 Client Cards were received and a total of 581 questionnaires were completed. Of the completed questionnaires, 306 questionnaires were returned by mail (31% response rate) and 275 questionnaires were completed online (11% response rate).

Data Analysis

All data was entered into SPSS (Statistical Package for the Social Sciences) by researchers at Research and Planning, Tourism British Columbia. The completed data set was forwarded to R.A. Malatest & Associates Ltd. for analysis and initial report writing. Descriptive statistics were used to analyze and summarize results of the report. 'Don't Know' and 'No Response' responses have been excluded from the analyses for all questions.

Weighting

In 2005, Tourism British Columbia estimated 215,195 river rafting clients in British Columbia, from various market origins including: Canada (53.3%), the United States (21.3%) and overseas countries (25.4%). These clients visited small (800 clients or less), medium (801 to 3,582 clients) and large river rafting business (>3,582 clients). The data used for this report was weighted in order to represent the market origin of the 2005 river rafting client base and the provincial size distribution of rafting businesses throughout the province.

Section 4. Client Card Respondents' Demographics

Gender

A total of 986 Client Cards were received. Among the river rafters who completed the cards, approximately half were men (51.4%) and half were women (48.6%).

Origin

The majority (71.1%, Figure 1) of river rafters who filled out a Client Card reside in Canada. One in five (20.5%) respondents are from overseas and slightly less than one in ten (8.4%) respondents to the client card reside in the United States.

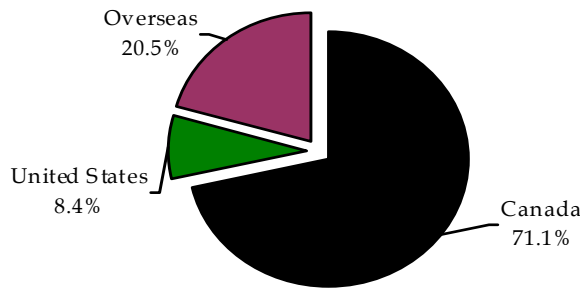


Figure 1. Client Card Respondents - Country of Origin

The majority (67.8%) of river rafters, who reported living in Canada, reside in the province of British Columbia, followed by Alberta (24.8%). The remaining Canadian clients were from across the country, Saskatchewan (1.9%), Manitoba (1.2%), Ontario (3.7%), and Québec (0.6%).

The tourism regions in which Client Card respondents from British Columbia reside are presented in the Figure 2 below. The greatest number of BC river rafters reside in Vancouver Island, Victoria & the Gulf Islands region (34.4%) or the Vancouver, Coast & Mountains regions (25.2%).

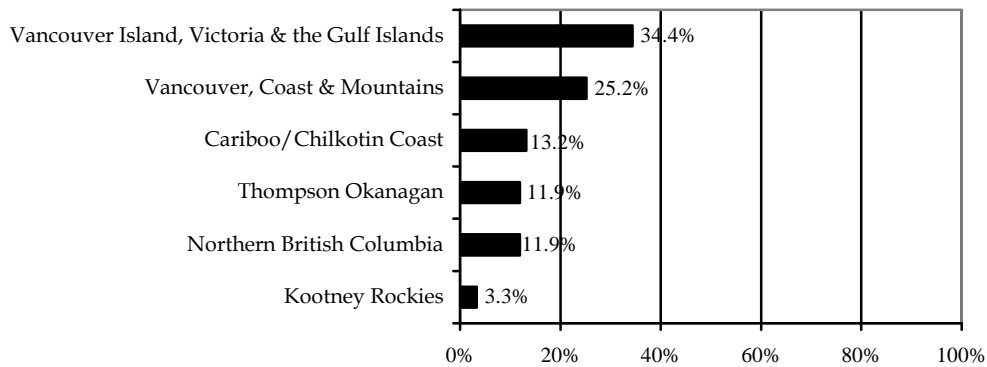


Figure 2. Client Card Respondents - British Columbia Tourism Region

River rafters from overseas who filled out a Client Card reside in various different countries. The four overseas locations that had the highest number of questionnaire respondents were the United Kingdom (38.7%), the Netherlands (18.0%), Germany (11.9%) and Australia (5.2%).

Similarly, American river rafters came from various states, however the two states with the largest representation of river rafters who completed a Client Card were from California (26.7%) or Washington (25.6%).

Travel Party Size

The Client Card asked river rafters to identify how many people, including themselves who were in their travel party and participated in their river rafting trip. Generally river rafters reported that they were in groups of one to three (35.9%, Figure 3) or four to six (30.9%) people.

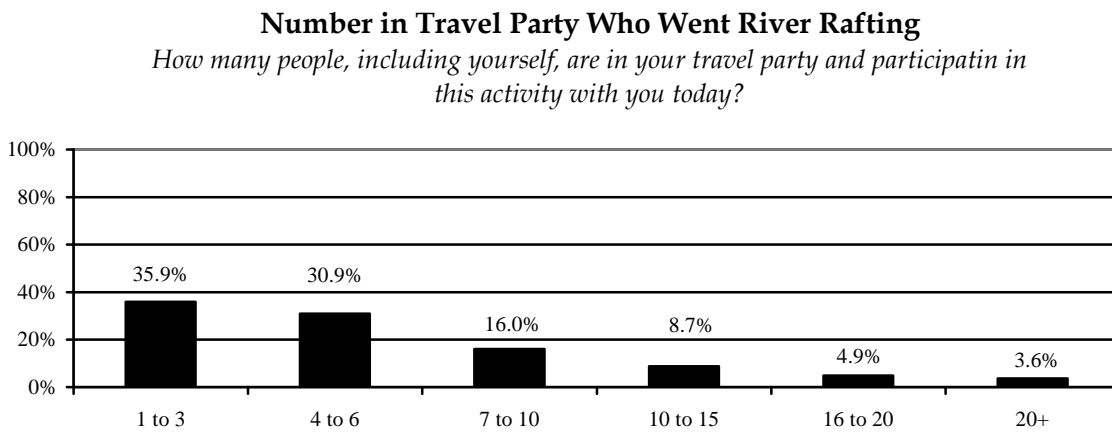


Figure 3. Number in Travel Party Who Went River Rafting

Main Purpose of Travel

The majority of river rafters (89.4%) who completed a client card, stated that the main purpose of their travel that day was specifically to participate in the river rafting experience. Slightly more than one in ten respondents (10.6%) said that the river trip was not the main purpose of their trip that day.¹

Section 5. Mailback/Online Questionnaire Respondents' Demographics

Age & Gender

Nearly half (46.6%, Table 1) of river rafters who responded to the mailback/online questionnaire, were between the ages of 30-49, over one quarter (27.0%) were between the ages of 19-29 and a further 23.8% were between 50-69 years of age. Less than 1.0% (0.2%) of questionnaire respondents were over 69 years of age and 2.3% were 18 years of age or less. There was little difference in gender of questionnaire respondents with 50.8% being female and 49.2% male.

¹ It should be noted that nearly three in ten respondents (28.9%) did not answer the question.

Table 1. Respondent Age and Gender

Age	Male (49.2%)	Female (50.8%)	Total (100.0%)
18 years of age or younger	1.7%	2.8%	2.3%
19-29 years old	22.2%	31.7%	27.0%
30-49 years old	43.7%	49.2%	46.6%
50-69 years old	32.2%	15.9%	23.8%
69+ years old	0.1%	0.3%	0.2%
Total	100%	100%	100%

Origin

A total of 580 of the 581 respondents to the mailback/online questionnaire provided their place of residency (market origin). The majority (54.2%, Figure 4) of river rafters who filled out the questionnaire reside in Canada (26.1% British Columbia and 28.1% other Canada). One in three respondents (32.0%) reside in the United States and one in seven (13.8%) are from overseas.

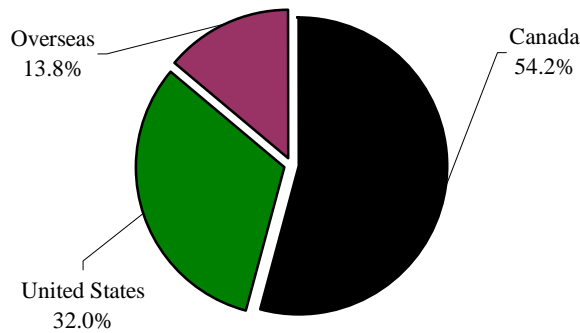


Figure 4. Mailback/Online Respondents - Market of Origin

When we focus on the Canadian river rafters, the majority of river rafters who completed the questionnaire were from British Columbia (48.1%) followed by 31.3% residing in Alberta, 7.0% in Ontario, 6.7% in Saskatchewan and 6.8% in other parts of Canada.

The largest proportion (50.9%, Figure 5) of British Columbia questionnaire respondents reside in the Vancouver, Coast & Mountains region, followed by the Thompson Okanagan (25.9%) and Vancouver Island, Victoria & the Gulf Islands (10.2%). Of the BC residents, 8.1% went on a local river trip², and the remaining 91.9% rafters visited a river that was more than 80km away from their residence.

² For the purpose of this research, a trip is considered local if it is within 80km of where the respondent resides.

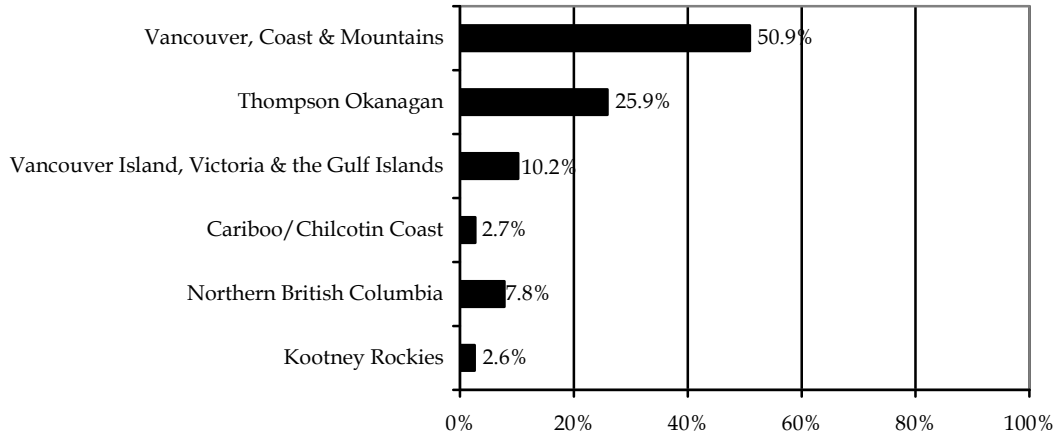


Figure 5. Mailback/Online Respondents - British Columbia Tourism Region

Household Composition

Three in ten (30.4%) river rafters identified themselves as having children under the age of 18 living in their household.

Education

Many of the mailback/online questionnaire respondents had completed some level of post secondary education. The largest proportion of river rafters had a university degree (36.6%, Figure 6), a college or technical diploma (25.5%) or a Masters/PhD degree (16.9%). A further 10.5% had completed some technical college or university. Approximately one in ten (9.1%) respondents had completed high school and approximately 1.0% (0.9%) had not completed high school.

Highest Education Completed

What is the highest level of education that you have completed?

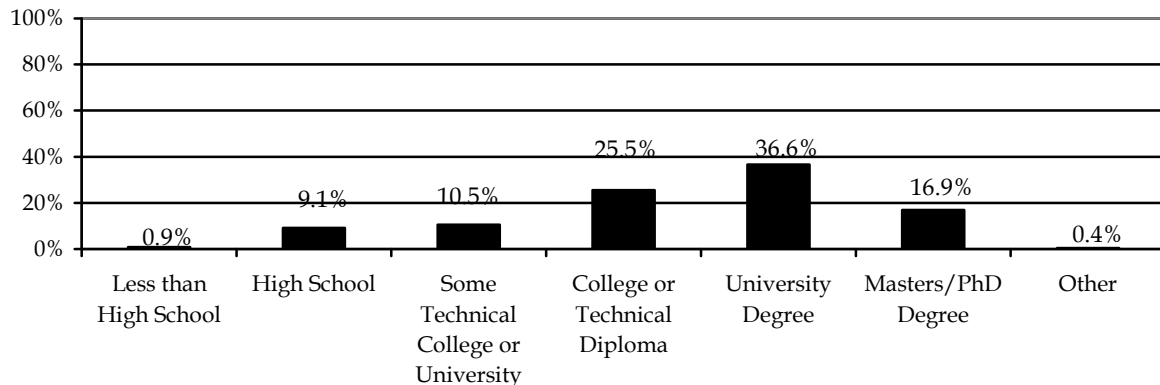


Figure 6. Highest Education Completed

Annual Household Income

Respondents were asked what their approximate annual household income was before taxes, in Canadian dollars. Nearly one in five (15.7%) respondents indicated that they would prefer not to provide this information. Of river rafters who were willing to respond, one in ten (29.9%, Figure 7)

identified as having an annual household income of approximately \$65,000 to \$99,999. Almost one-quarter (23.0%) of river rafters reported an annual household income of \$100,000 to \$149,000 while approximately one in five (19.1%) of respondents reported \$50,000 to \$64,000.

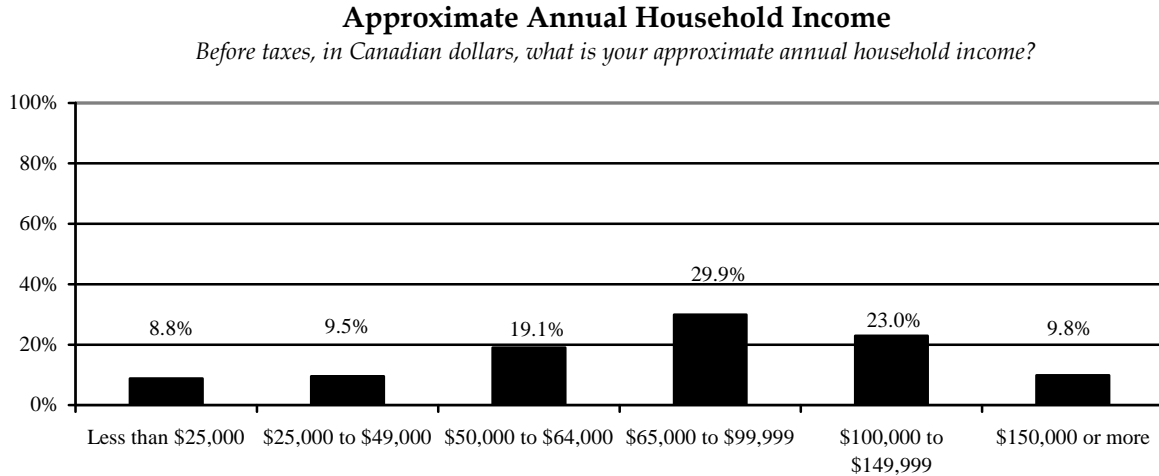


Figure 7. Approximate Annual Household Income

Immediate Travel Party – Relationship to Respondent

Almost half (47.5%, Figure 8) of all river rafters listed their wife/husband/partner as one of the members of their immediate travel party with only slightly (45.2%) fewer listing a friend, tenant or co-worker as one of the members in their travel party. As can be seen in the chart below, the third largest number (33.4%) of river rafters said that at least one member of their immediate travel party was their son/daughter or son/daughter-in-law. Slightly more (76.9%) river rafters said that a member of their travel party was male than female (71.6%).

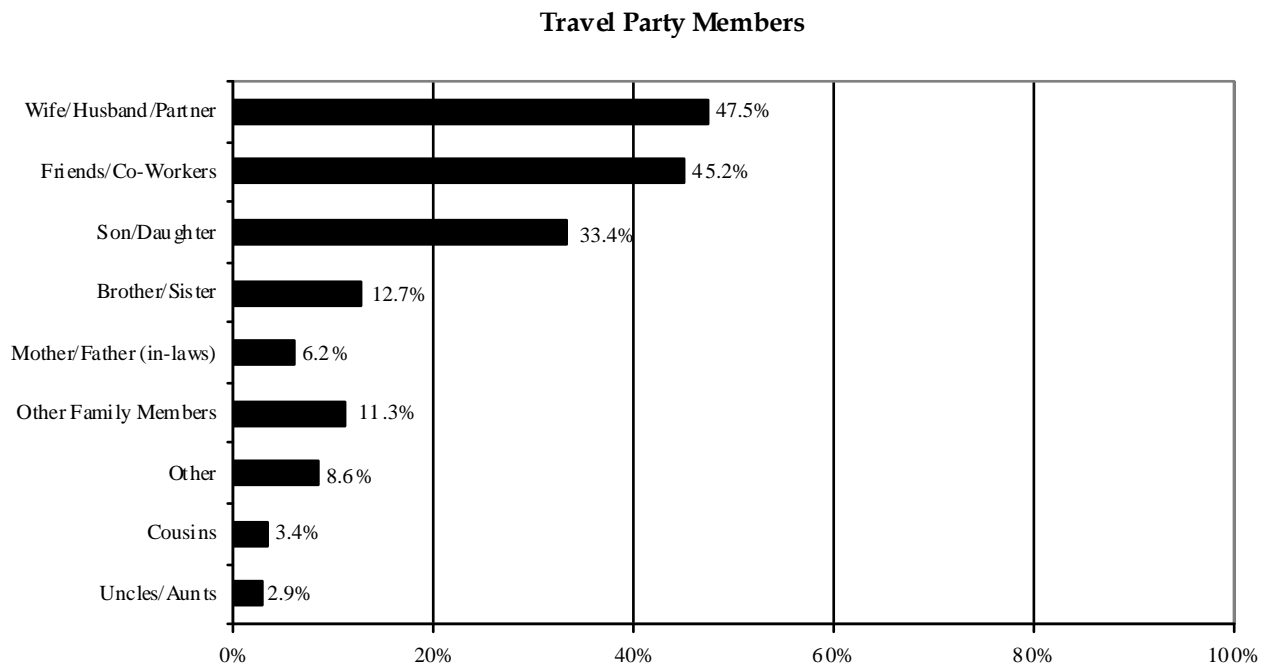


Figure 8. Travel Party Members

Immediate Travel Party – Ages

The largest number (63.6%) of questionnaire respondents indicated that at least one member of their travel party was between 30-49 years old, followed by travel party members between 50-69 years old (34.0%), 13-18 years old (31.4%), 19-29 years old (30.4%) and 6-12 years old (20.8%). Only 2.1% of travel parties had a member who was 69 years of age or older and only 1.6% of groups had a member who was between the ages of 1-5.

Section 6. Previous (past 5 years) River Trip Experience

Almost half (46.2%, Figure 9) of the river rafters had not been on a river trip in the past five years, however nearly one-third (31.9%) had participated in one to three river trips. A very small percentage of respondents (1.8%) had participated in more than ten river rafting trips in the previous five years.

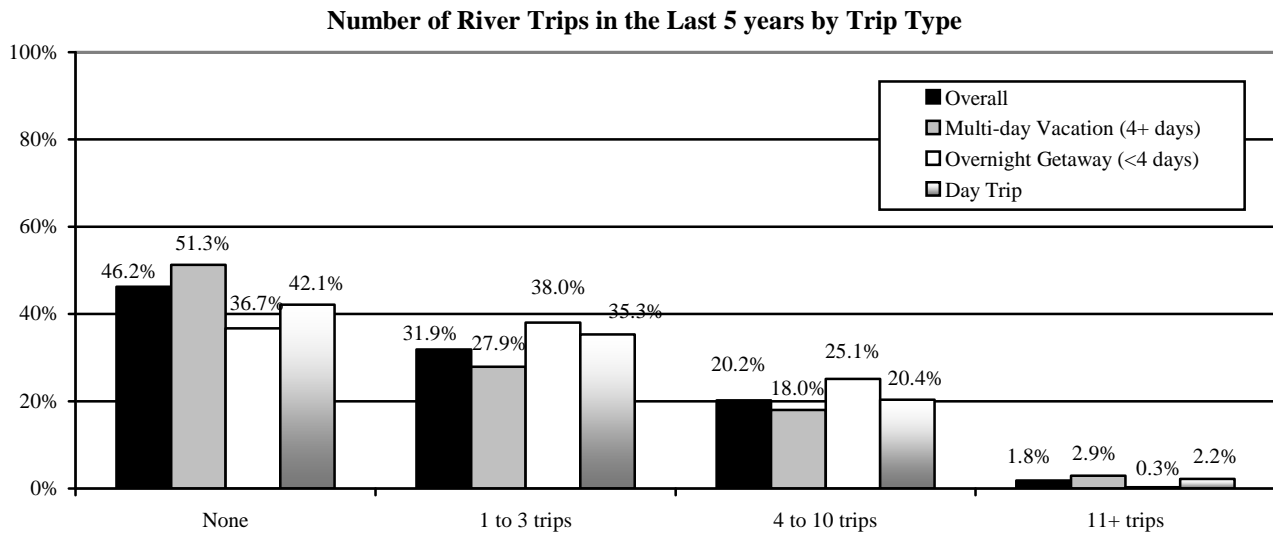


Figure 9. Number of River Trips in the Last 5 years by Trip Type

Section 7. River Trip Planning

When did River Rafters Start Planning their River Trip?

The amount of time in advance river rafters started making arrangements for the river trip component of their trip varied greatly from the day of the river trip itself (2.8%, Figure 10) to a year or more in advance (0.4%). Larger numbers of respondents reported that they started planning their river trip 1 to 2 months (28.9%), 2 to 4 weeks (16.0%), 1-2 days (14.8%) or 3 to 4 months (14.6%) in advance.

Time Spent Planning

How far in advance did you start planning (started making arrangements for) the river trip component of your whole trip?

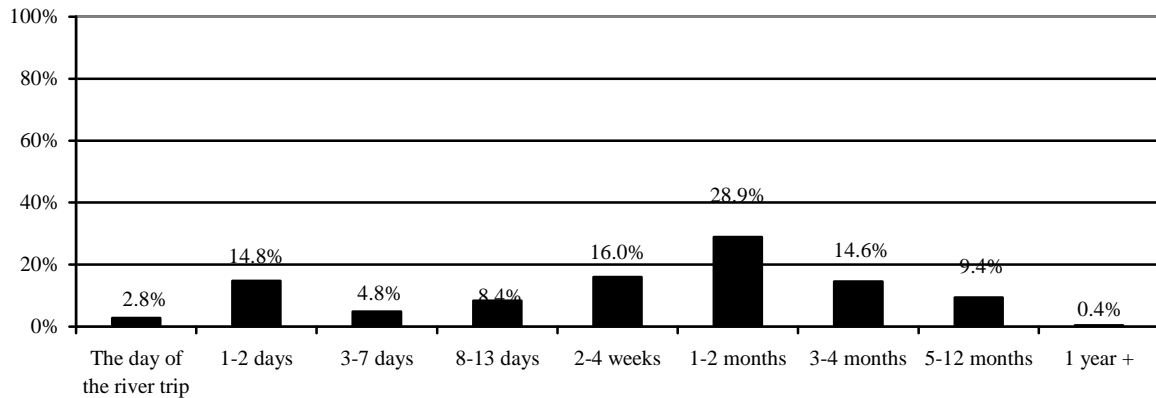


Figure 10. Time Spent Planning River Trip

Overseas residents (49.1%; Table 2) and British Columbian locals (38.0%) were the most likely to begin planning their river trip anywhere from the day of the river trip to 7 days prior to their river experience.

Table 2. Time Spent Planning River Trip

Time Spent Planning Trip	BC Resident		Market Origin*			Rafting Experience			Trip Planning		
	All Rafter	Local	Non-Local	BC	Other Canada	Overseas	None	1-3 Trips	4+ Trips	Dest. 1st	River 1st
(n) weighted	214,779	4,533	51,210	55,744	60,448	29,618	94,809	65,313	45,222	66,024	74,976
(n) unweighted	578	71	308	379	94	70	293	216	54**	160	190
The day of the river trip	2.8%	-	1.3%	1.2%	4.1%	9.8%	3.0%	1.1%	-	4.7%	0.3%
1-2 days	14.8%	19.1%	4.1%	5.3%	8.1%	28.1%	14.2%	11.0%	22.7%	18.2%	16.8%
3-7 days	4.8%	18.9%	8.3%	9.2%	2.9%	11.2%	5.7%	4.6%	4.3%	2.7%	6.3%
8-13 days	8.4%	5.9%	6.6%	6.5%	6.4%	3.6%	8.8%	7.5%	10.5%	1.4%	11.9%
2-4 weeks	16.0%	26.6%	26.6%	26.6%	7.0%	11.0%	18.7%	15.0%	13.9%	18.5%	14.3%
1-2 months	28.9%	15.3%	31.3%	30.0%	44.1%	9.8%	29.1%	32.7%	17.6%	25.8%	25.9%
3-4 months	14.6%	7.8%	11.7%	11.3%	22.7%	17.0%	10.7%	14.7%	24.7%	25.1%	10.6%
5-12 months	9.4%	5.9%	8.6%	8.4%	4.6%	9.6%	9.1%	13.1%	6.4%	3.3%	13.6%
More than one year	0.4%	0.6%	1.6%	1.5%	0.1%	-	0.7%	0.3%	-	0.4%	0.3%

* US data not included in table due to low unweighted numbers.

** Caution is advised when interpreting data where n<70.

First Considerations When Planning River Trip

Less than half of respondents (45.3%, Table 3) considered a river trip before thinking about a destination, whereas two out of five respondents (39.8%) thought about their destination before they thought about a river trip. Approximately one in twenty (4.9%) respondents said that they looked for package deals without other considerations when they first started planning their trip, while 10.1% of respondents said that they considered something else altogether (other than destination, river trip or package deal) when first planning their trip. See Table 4 below for more information on river rafter trip planning considerations.

Not surprisingly, overseas residents (61.8%) thought about the destination and then their river trip more so than the other rafting clients. Whereas BC residents were the most likely of all markets to have considered the river trip first and then the destination.

Rafting experience had little influence on clients' trip planning considerations.

Table 3. Considerations When Planning River Component of Trip

Considerations When Planning Trip***	BC Resident			Market Origin*			Rafting Experience		
	All Rafters	Local	Non-Local	BC	Other Canada	Overseas	None	1-3 Trips	4+ Trips
(n) weighted	165,951	2,846	36,485	39,331	44,763	23,749	69,373	48,914	41,171
(n) unweighted	412	36**	216	252	74	56**	195	165	42**
Thought about the destination and then thought about a river trip	39.8%	17.6%	26.0%	25.4%	40.5%	61.8%	38.5%	41.0%	44.2%
Considered a river trip and then started thinking about a destination	45.3%	62.0%	55.0%	55.5%	47.4%	28.5%	47.6%	49.2%	42.9%
Looked for package deals without other considerations	4.9%	1.0%	11.3%	10.6%	6.4%	4.5%	7.9%	3.9%	0.9%
Consider something else first	10.1%	19.4%	7.7%	8.5%	5.8%	5.2%	6.0%	5.8%	11.9%

* US data not included in table due to low unweighted numbers.

** Caution is advised when interpreting data where n<70.

*** Does not include respondents who had not been responsible for planning the trip or respondents who answered "Don't Know/Not Sure".

Information Sources Used When Planning River Trip

The five information sources used most frequently by respondents ahead of time to plan their river trip were advice from friends (43.0%; Table 4), river outfitter business websites (42.0%), past experience on river trips other than with this business (39.2%), experience from having been on a river trip with this business before (36.1%) and advertising in river outfitter business brochures (30.7%).

Although advice from friends and relatives was the most popular information source used when planning a river trip for all markets, British Columbians (locals and non-locals) were more apt to use rafting business brochures compared to the other markets. Overseas residents were the least likely to use the river outfitter business website and were more apt to get their river rafting trip planning

information from advertising in tourism/travel/ visitor guides and from Visitor Centres as compared to the other markets. Again, in comparison to the other markets, other Canadians were more apt to have used their past experience on river trips (other than with this business) when planning for their river trip.

Table 4. Information Sources Used When Planning Trip

Info Sources Used When Planning Trip	BC Resident		Market Origin*			Rafting Experience			Trip Planning		
	All Rafters	Local	Non-Local	BC	Other Canada	Overseas	None	1-3 Trips	4+ Trips	Dest. 1st	River 1st
Advice from friends / relatives	43.0%	54.5%	57.7%	57.5%	50.8%	42.0%	58.4%	41.8%	21.1%	33.2%	32.9%
River outfitter business website	42.4%	36.8%	47.9%	47.1%	43.5%	15.3%	40.5%	37.1%	47.8%	42.5%	54.4%
Past experience on river trips (other than with this business)	39.2%	25.0%	24.4%	24.5%	49.0%	21.2%	19.9%	54.0%	58.6%	34.9%	43.0%
Have been on a river trip with this business before	36.1%	25.5%	33.3%	32.7%	28.5%	12.1%	8.6%	51.0%	70.4%	40.3%	42.9%
Advertising in river outfitter business brochures	30.7%	36.3%	38.2%	38.1%	16.3%	13.6%	22.8%	33.8%	45.3%	26.5%	39.0%
Advertising in tourism/ travel/ visitor guides	17.4%	6.4%	19.0%	18.1%	9.3%	28.9%	28.0%	13.3%	5.4%	24.8%	21.0%
Local or regional tourism website	14.1%	16.8%	12.4%	12.8%	24.5%	22.7%	12.9%	17.9%	12.4%	24.9%	7.4%
Other internet sites	13.6%	2.1%	18.1%	16.9%	16.3%	14.9%	11.3%	15.1%	17.4%	26.5%	10.6%
Visitor Centres	12.6%	3.5%	11.7%	11.1%	14.5%	31.2%	13.3%	18.8%	3.3%	20.9%	13.9%
Advertising in magazines	5.8%	-	6.1%	5.7%	4.7%	4.7%	8.4%	6.5%	0.4%	1.3%	12.5%
Tourism specific business referrals (i.e. from an accommodation property)	5.5%	2.1%	3.3%	3.2%	0.7%	14.9%	2.1%	5.7%	11.4%	7.7%	7.1%
Traveller review sites (e.g. www.tripadvisor.com. etc.)	5.0%	-	7.4%	6.9%	10.9%	0.8%	7.2%	1.5%	6.5%	2.4%	10.4%
www.HelloBC.com	4.6%	-	6.2%	5.7%	1.5%	19.4%	5.5%	6.5%	0.4%	7.8%	5.8%
Tour operators/ travel agents	2.8%	3.5%	2.9%	2.9%	3.1%	8.0%	3.1%	2.0%	2.1%	2.5%	0.9%
1-800-HelloBC	1.9%	0.7%	0.1%	0.1%	0.7%	7.8%	4.2%	0.0%	-	3.8%	1.6%
Tourism feature articles on magazines	1.3%	1.4%	4.5%	4.2%	0.2%	0.8%	1.7%	1.7%	0.4%	0.8%	2.0%
Other advertising (radio, billboards, word of mouth)	1.3%	0.7%	2.2%	2.1%	0.6%	3.9%	2.4%	0.8%	-	2.3%	0.8%
Advertising in newspapers	0.9%	9.0%	2.9%	3.4%	0.1%	-	0.4%	2.1%	0.1%	0.6%	1.1%
Advertising on TV	0.9%	-	3.4%	3.2%	0.2%	-	1.3%	0.8%	0.4%	0.3%	0.6%
Someone else planned trip	0.8%	8.3%	0.8%	1.4%	1.3%	0.4%	1.1%	0.8%	0.4%	-	-
Tourism feature articles on newspapers	0.6%	4.3%	1.8%	2.0%	0.1%	-	0.3%	1.4%	-	0.3%	1.1%
Tourism feature articles on TV	0.4%	1.4%	1.3%	1.3%	0.1%	-	0.8%	-	-	0.1%	0.4%
Travel/ consumer shows	0.1%	-	0.4%	0.4%	0.1%	-	-	0.3%	-	-	0.1%
Other	0.1%	0.7%	0.4%	0.4%	-	-	0.2%	-	-	-	-

* US data not included in table due to low unweighted numbers.

Top Three Most Useful Information Sources Used When Planning River Trip

Respondents were also asked what the three most useful information sources were that they used before their trip. The information sources perceived as most useful mirrored those most frequently accessed by respondents ahead of time to plan their river trip. The three most useful sources were

river outfitter business websites (42.0%, Table 5), advice from friends (40.7%) and advertising in river outfitter business brochures (35.3%).

When compared to the other markets, overseas residents were the most likely to have found Visitor Centres, advertising in tourism/travel/ visitor guides, local or regional websites, or www.hellobc.com to be useful when planning their river trip. Those with no rafting experience were most likely to have found advice from friends and relatives to be their most useful information source.

Table 5. Most Useful Information Sources Used When Planning River Trip

Most Useful Info Sources Used	BC Resident		Market Origin*			Rafting Experience			Trip Planning		
	All Rafters	Local	Non-Local	BC	Other Canada	Overseas	None	1-3 Trips	4+ Trips	Dest. 1st	River 1st
River outfitter business website	42.0%	56.4%	47.4%	48.1%	49.3%	18.0%	38.5%	38.8%	53.7%	35.9%	57.7%
Advice from friends / relatives	40.7%	76.9%	52.3%	54.1%	44.9%	36.8%	55.0%	33.1%	22.9%	25.0%	30.5%
Advertising in river outfitter business brochures	35.3%	47.4%	35.5%	36.4%	21.7%	21.0%	31.2%	35.9%	43.7%	31.7%	38.8%
Have been on a river trip with this business before	32.2%	31.3%	25.2%	25.6%	28.9%	8.9%	7.7%	44.2%	65.9%	41.1%	33.0%
Past experience on river trips (other than with this business)	26.5%	22.5%	18.8%	19.0%	34.9%	13.6%	18.9%	36.0%	28.6%	23.3%	26.1%
Advertising in tourism / travel / visitor guides	14.6%	3.9%	11.7%	11.2%	3.0%	29.1%	26.1%	5.9%	3.9%	15.6%	19.8%
Other internet sites	12.7%	3.1%	13.3%	12.5%	16.2%	13.3%	7.3%	12.1%	25.0%	22.9%	7.3%
Local or regional tourism website	11.9%	24.6%	9.6%	10.7%	14.1%	29.0%	14.3%	16.2%	0.1%	14.6%	10.5%
Visitor Centres	11.8%	8.0%	7.4%	7.5%	10.2%	38.8%	12.4%	12.1%	9.1%	19.0%	10.1%
www.HelloBC.com	10.6%	2.3%	6.1%	5.8%	10.1%	25.5%	9.5%	7.3%	18.1%	14.3%	5.7%
Advertising in magazines	5.0%	0.8%	3.5%	3.3%	4.9%	0.5%	7.0%	5.6%	0.1%	0.8%	12.8%
Tourism specific business referrals (i.e. from an accommodation property)	4.0%	-	1.7%	1.6%	4.8%	15.9%	2.3%	7.3%	2.7%	9.1%	1.8%
Traveller review sites (e.g. www.tripadvisor.com. etc.)	3.3%	0.8%	5.1%	4.8%	6.6%	0.0%	3.3%	1.3%	6.2%	0.7%	7.7%
1-800-HelloBC	2.1%	-	0.9%	0.9%	0.1%	8.6%	4.5%	0.3%	-	4.1%	1.8%
Tourism feature articles on magazines	1.8%	0.8%	2.4%	2.3%	0.8%	6.9%	3.2%	1.0%	-	2.6%	1.9%
Tour operators / travel agents	1.8%	2.3%	2.0%	2.0%	2.0%	5.0%	1.5%	2.3%	1.0%	1.1%	0.5%
Someone else planned trip	1.6%	-	1.2%	1.1%	1.9%	0.2%	2.7%	0.9%	0.5%	0.5%	-
Other advertising (radio, billboards, word of mouth)	1.2%	0.8%	3.9%	3.7%	0.6%	-	1.3%	1.3%	-	0.5%	0.9%
Advertising in newspapers	0.7%	2.3%	2.3%	2.3%	-	0.2%	0.6%	1.3%	-	0.3%	1.0%
Travel / consumer shows	0.5%	-	1.6%	1.5%	0.1%	0.2%	0.3%	1.0%	0.1%	0.6%	0.4%
Advertising on TV	0.2%	-	0.9%	0.9%	-	-	0.3%	0.3%	-	-	-
Tourism feature articles on newspapers	0.2%	-	0.8%	0.7%	-	-	-	0.6%	-	-	-
Tourism feature articles on TV	0.1%	1.6%	0.5%	0.5%	-	-	0.1%	0.3%	-	-	0.1%

* US data not included in table due to low unweighted numbers.

Section 8. Main Motivation for Taking this River Trip

The motivation cited by the majority (47.9%, Table 6) of river rafters for their river trip was to have an adventure experience. The following three most frequently cited motivating factors for taking their river trip were to spend quality time with family and/or friends (23.2%), because they enjoy river trips (14.6%) and to do something they always wanted to do (8.6%).

British Columbian locals were more apt to cite spending quality time with family and/or friends (36.3%) as their main motivation for taking a river trip followed by to have an adventure experience (27.8%).

When comparing river rafters based on market origin, overseas residents (74.1%) were the most likely to cite an adventure experience as their main motivation for their river trip, followed by Canadian residents from outside of BC (49.0%) and finally, BC residents (39.5%).

Not surprisingly, river rafters who had never rafted before (56.2%), were the most likely to cite, to have an adventure experience as their main motivator, followed by those who had taken between 1 to 3 trips in the past (44.5%) and those who had taken 4 or more trips in the past (30.2%). River rafters who had taken 4 or more trips (46.1%) in the past cited because I enjoy river trips as their main motivator most frequently.

Table 6. Main Motivation for Taking River Trip

Main Motivation	BC Resident		Market Origin*			Rafting Experience			Trip Planning		
	All Rafters	Local	Non-Local	BC	Other Canada	Overseas	None	1-3 Trips	4+ Trips	Dest. 1st	River 1st
(n) weighted	212,060	4,533	50,953	55,487	57,928	29,676	94,776	65,114	45,222	65,991	74,976
(n) unweighted	576	71	307	378	92	71	292	216	54**	159	190
To have an adventure experience	47.9%	27.8%	40.6%	39.5%	49.0%	74.1%	56.2%	44.5%	30.2%	61.4%	45.2%
To spend quality time with family and/or friends	23.2%	36.3%	25.9%	26.8%	20.4%	12.0%	19.8%	31.5%	21.0%	21.9%	14.6%
Because I enjoy river trips	14.6%	6.5%	6.7%	6.7%	19.7%	0.8%	1.5%	12.7%	46.1%	9.0%	23.8%
To do something I always wanted to do	8.6%	16.6%	14.5%	14.7%	7.1%	4.0%	16.5%	3.3%	-	3.5%	13.0%
To enjoy the group experience	1.6%	6.9%	4.6%	4.8%	1.2%	-	1.1%	3.2%	0.4%	0.6%	1.0%
To be closer to/experience the natural environment	1.6%	-	1.3%	1.2%	1.4%	5.1%	1.1%	3.2%	0.4%	2.8%	1.4%
Work related/special occasion	0.9%	0.6%	3.4%	3.2%	-	0.2%	1.3%	0.6%	0.6%	0.3%	0.2%
To see if I like river activities	0.8%	0.6%	0.9%	0.8%	-	3.8%	1.3%	0.1%	0.6%	-	-
To rest, relax and recuperate	0.6%	4.0%	0.8%	1.0%	1.2%	-	0.6%	0.5%	0.8%	0.6%	0.2%
Gift/won trip	0.3%	0.6%	1.1%	1.0%	-	-	0.6%	-	-	-	0.5%
Other	0.1%	-	0.4%	0.3%	-	-	-	0.3%	-	-	0.2%

* US data not included in table due to low unweighted numbers.

** Caution is advised when interpreting data where n<70.

Section 9. River Trip Characteristics

Types of River Trips

Almost nine in ten (87.1%, Figure 11) of river rafters described their river trip as a whitewater trip. Slightly less than one in ten (8.4%) respondents described their trip as a family river trip.

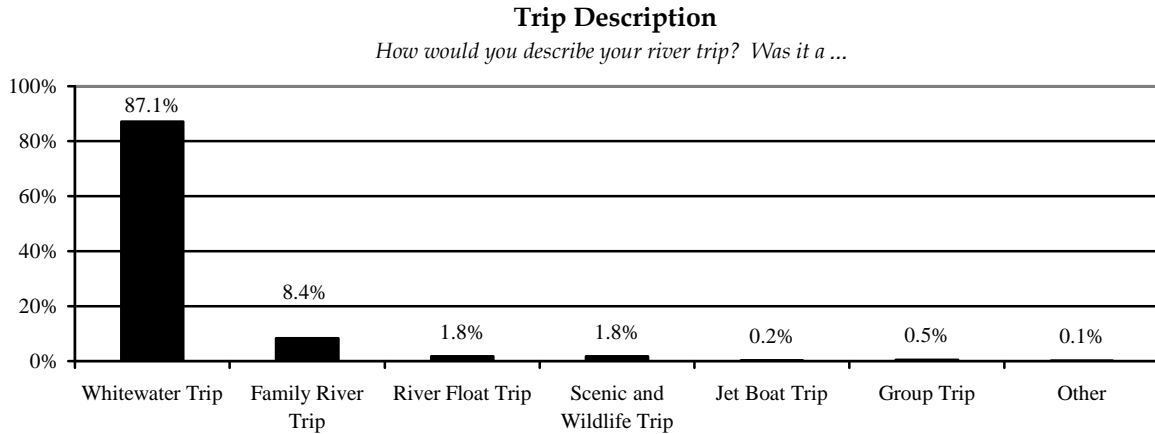


Figure 11. Trip Description

For the most part, rafters described their river trips as having lasted either a full day (49.7%) or a half-day (41.6%). A smaller number of respondents (8.7%) went on a multi-day river excursion (including overnight riverside camping).

Accommodation(s) Used While on River Trip or in Order to Participate in River Trip

As reported by rafters, three-quarters (75.7%) of river outfitters visited had accommodations available on-site, although less than one-third (28.0%) of respondents used these on-site accommodations. Among river rafters who did not stay on-site with their river outfitter, over half (54.6%) stayed overnight in an adjacent community in order to participate in their river trip.

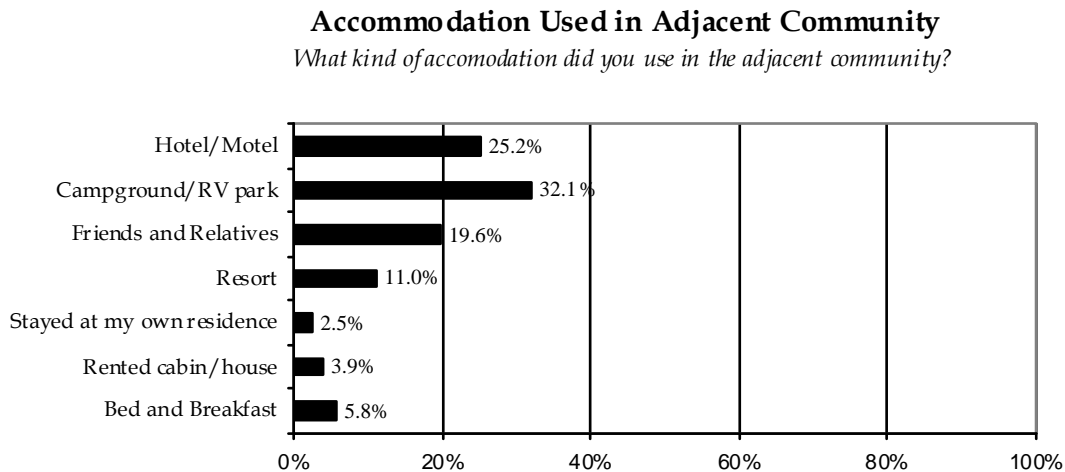


Figure 12. Accommodation Used in Adjacent Community

Of the river rafters who used accommodation in an adjacent community, the majority stayed at a campground/RV park (32.1%, Figure 12), in a hotel/motel (25.2%) or with friends or relatives (19.6%).

Importance - Planning River Trip

The two factors most frequently cited by respondents as being somewhat/very important when planning their trip were understanding how they should prepare/what they should bring (94.3%, Table 7) and understanding safety regulations required and used by the business offering the river trip (85.5%). Other elements listed as somewhat/very important by many respondents were, understanding the best time of year to go (75.3%) and understanding the different kinds of river trips available (74.2%).

The three aspects of planning a trip that the largest number of respondents felt were not very/not at all important were understanding how they should prepare/what they should bring (1.3%), understanding safety regulations required and used by the business offering the river trip (2.4%) and understanding the different kinds of river trips available (3.3%).

Table 7. Level of Importance with Factors Associated with the Planning, Purchasing and While on River Trip

Level of Importance	Very / Somewhat Important	Neither	Not Very / Not At All Important
Planning for Trip			
Understanding how I should prepare / what I should bring	94.3%	4.4%	1.3%
Understanding safety regulations required and used by the business offering the river trip	85.5%	12.1%	2.4%
Understanding the best time of year to go	75.3%	15.9%	8.7%
Understanding the different kinds of river trips available (motorized vs. non-motorized)	74.2%	22.5%	3.3%
Finding detailed information about BC river trips on websites	73.7%	16.3%	10.0%
Finding detailed information in printed brochures	72.2%	17.3%	10.5%
Having a printed brochure from the business offering the river trip	69.8%	19.0%	11.1%
Understanding what other people thought of past trips (testimonials)	44.6%	29.0%	26.4%
While Purchasing Trip			
Offering packages with my river trip including accommodation and/or transportation and / or other activities	52.7%	22.5%	24.8%
Ability to purchase trips online	50.0%	33.4%	16.6%
While on Trip			
Staff customer service from the business offering the river trip	97.9%	1.7%	0.4%
Safety standards	96.4%	1.5%	2.1%
Scenery	94.9%	4.4%	0.7%
Nature or cultural interpretation	66.6%	22.5%	10.8%
Few people encountered while on the river	57.2%	29.5%	13.3%
Number of other activities while on the river trip	33.5%	44.7%	21.8%

Importance – Purchasing River Trip

River rafters were asked about two elements of purchasing their trip, the ability to purchase their trips online and offering packages with a river trip including accommodations and/or transportation and/or other activities. When asked about the importance of offering packages with a river trip including accommodation and/or transportation and/or other activities, responses varied. Over half (52.7%, Table 7) of river rafters felt that this was somewhat/very important, while almost two in ten (22.5%) of respondents felt that it was neither important nor unimportant and one quarter not very/not at all important (24.8%). With regard to being able to purchase trips online, five in ten (50.0%) of respondents felt that this was somewhat/very important, 33.4% felt that it was neither important nor unimportant, and one in six respondents (16.6%) felt that it was not very/not at all important.

Importance – While on River Trip

Respondents were asked to rate the importance of several factors while on their river trip. The top three elements most often cited as somewhat/very important were staff customer service from the business offering the river trip (97.9%, Table 7), safety standards (96.4%) and scenery (94.9%). The top characteristic that the largest number of respondents felt was not very/not at all important was the number of other activities while on the river trip (33.4%).

Satisfaction – Planning River Trip

Overall, very few river rafters reported that they were not very/not at all satisfied with the different aspects of planning their trip, with no more than 3.9% (Table 8) citing their dissatisfaction with any one element. The two aspects of planning a trip that were found to be most important were also the two elements for which the largest number of staff were somewhat/very satisfied with; just in reverse order: understanding safety regulations required and used by the business offering the river trip (91.2%) and understanding how they should prepare/what they should bring (90.1%).

Satisfaction - Purchasing River Trip

One in ten (9.8%, Table 8) river rafters were not very/not at all satisfied when purchasing their river trip package including accommodation and/or transportation and/or other activities, over one in five (54.5%) were somewhat/very satisfied, and slightly more than one in three (35.6%) were neither satisfied nor dissatisfied.

Few respondents were dissatisfied (5.4%) with the ability to purchase their trip online, when purchasing their river trip package including accommodation and/or transportation and/or other activities. For the most part, respondents were either somewhat/very satisfied (49.5%) or neither satisfied nor dissatisfied (45.2%) with the ability to purchase their trip online.

Table 8. Level of Satisfaction with Factors Associated with the Planning, Purchasing and While on River Trip

Level of Satisfaction	Very / Somewhat Satisfied	Neither	Not Very / Not At All Satisfied
Planning for Trip			
Understanding safety regulations required and used by the business offering the river trip	91.2%	8.5%	0.4%
Understanding how I should prepare / what I should bring	90.1%	6.2%	3.7%
Understanding the different kinds of river trips available (motorized vs. non-motorized)	85.8%	12.6%	1.6%
Having a printed brochure from the business offering the river trip	81.7%	17.8%	0.5%
Finding detailed information in printed brochures	78.2%	21.0%	0.8%
Finding detailed information about BC river trips on websites	75.2%	22.1%	2.7%
Understanding the best time of year to go	73.0%	23.0%	3.9%
Understanding what other people thought of past trips (testimonials)	53.0%	44.1%	2.8%
While Purchasing Trip			
Offering packages with my river trip including accommodation and/or transportation and / or other activities	54.5%	35.6%	9.8%
Ability to purchase trips online	49.5%	45.2%	5.4%
While on Trip			
Safety standards	97.2%	2.5%	0.3%
Scenery	96.8%	2.9%	0.3%
Staff customer service from the business offering the river trip	96.6%	2.6%	0.7%
Nature or cultural interpretation	77.7%	16.3%	6.0%
Few people encountered while on the river	76.3%	16.5%	7.3%
Number of other activities while on the river trip	65.6%	32.1%	2.4%

Satisfaction - While on River Trip

Generally river rafters were satisfied with the different characteristics of their trip, but were most satisfied with the three elements that the majority of respondents rated as important: safety standards (97.2%, Table 8), scenery (96.8%) and staff customer service from the business offering the river trip (96.6%).

Overall Satisfaction with River Trip

The majority (82.8%, Figure 13) of river rafting clients were very satisfied with their river trip. As demonstrated in the chart on the following page. One in ten (11.2%) or respondents were not very/not at all satisfied with their river trip.

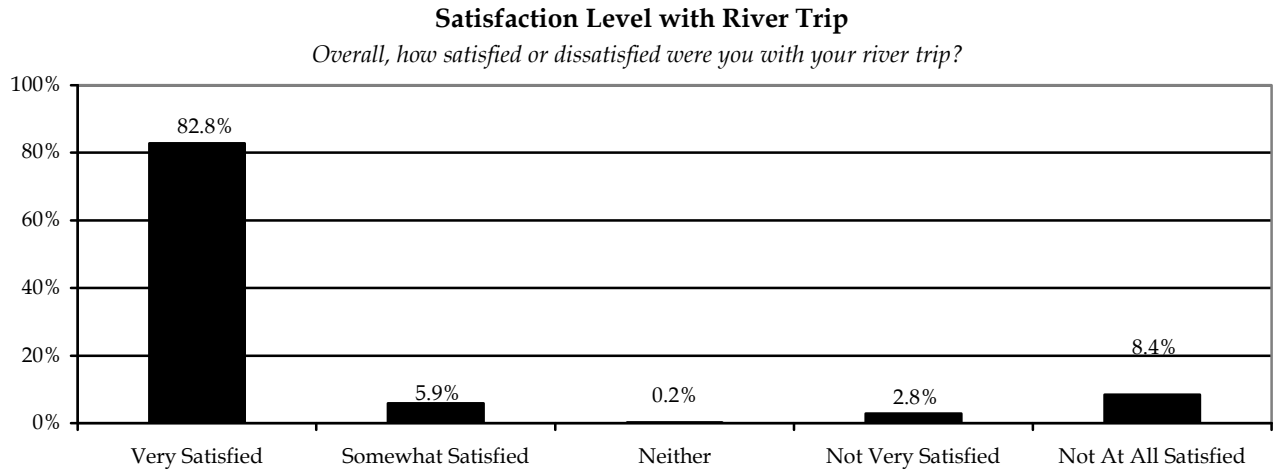


Figure 13. Satisfaction Level with River Trip

Overall the top two reasons why river rafting clients were very satisfied with their river trip was because of the great company/great personnel 53.4% (Figure 14) or because it was a great experience/fun overall (49.9%). Approximately one-half (48.1%) of respondents who were somewhat satisfied wanted more rapids, one-third were disappointed with parts of their rafting trip experience and 7.4% noted poor weather. Please refer to Appendix D for a complete list of respondents' explanations.

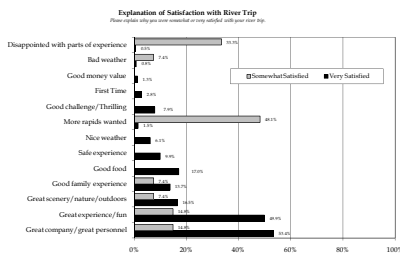


Figure 14. Explanation of Satisfaction with River Trip

Section 10. Entire British Columbia Trip Information

Type of Trip

As demonstrated in table 9 below, respondents took a mix of multi-day vacations (4 days or more), day trips from their home community and short getaway vacations (less than 4 days).

Table 9. What Best Describes Trip

What Best Describes Your Trip***	BC Resident			Market Origin*			Rafting Experience			Trip Planning	
	All Rafters	Local	Non-Local	BC	Other Canada	Overseas	None	1-3 Trips	4+ Trips	Dest. 1st	River 1st
(n) weighted	205,111	4,448	50,435	54,882	57,556	28,490	88,463	65,176	45,042	65,598	69,234
(n) unweighted	561	68	302	370	90	68	284	212	53	157	181
I was on a multi-day vacation (4 days or more)	46.4%	1.3%	11.1%	10.3%	70.2%	84.0%	52.3%	38.6%	41.7%	62.2%	37.0%
I was on a short getaway vacation (less than 4 days)	31.2%	8.7%	50.1%	46.7%	13.2%	3.8%	26.1%	36.7%	35.5%	33.0%	25.0%
I was on a day trip from my home community	22.4%	90.0%	38.8%	42.9%	16.6%	12.3%	21.6%	24.7%	22.8%	4.8%	38.0%

* US data not included in table due to low unweighted numbers.

** Caution is advised when interpreting data where n<70.

*** Table does not include respondents who answered "Other".

Time Spent Participating in River Activities

River rafters were asked how much time they spent participating in river activities on their trip. For the most part, rafters spent one day or less (86.0%, Figure 15) participating in river activities (one day equals 12 hours or less). One in twelve (8.4%) spent 2 days participating in river activities and one in eighteen spent 3 or more days participating in river activities while on their trip.

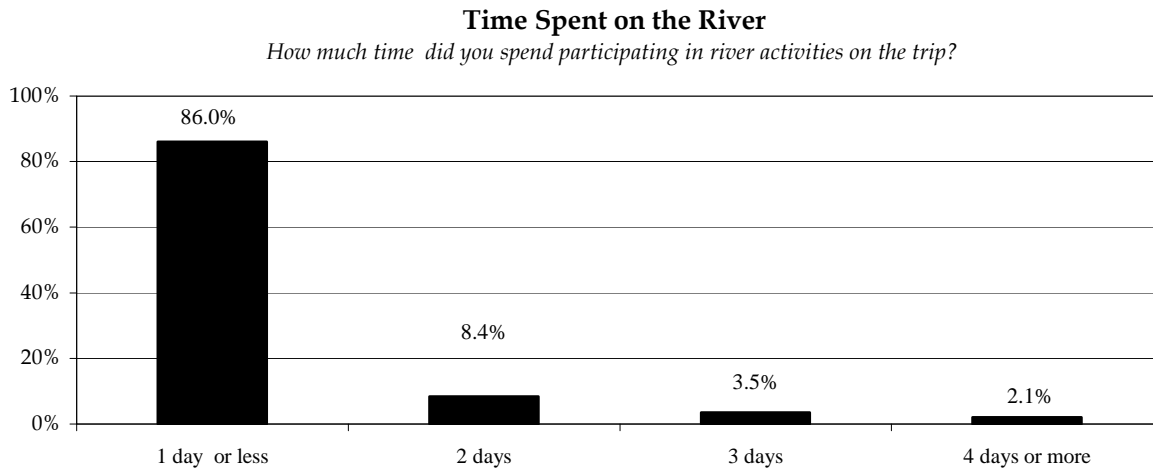


Figure 15. Time Spent on the River

Of the respondents who spent one day or less participating in river activities, most (40.8%) spent from six to twelve hours, or between four to five hours (36.2%, Figure 16) on the river. Under one quarter (23.0%) spent three hours or less participating in river activities.

Those who Spent 1 Day or Less Participating in River Activities

How many hours did you spend participating in river activities on the trip?

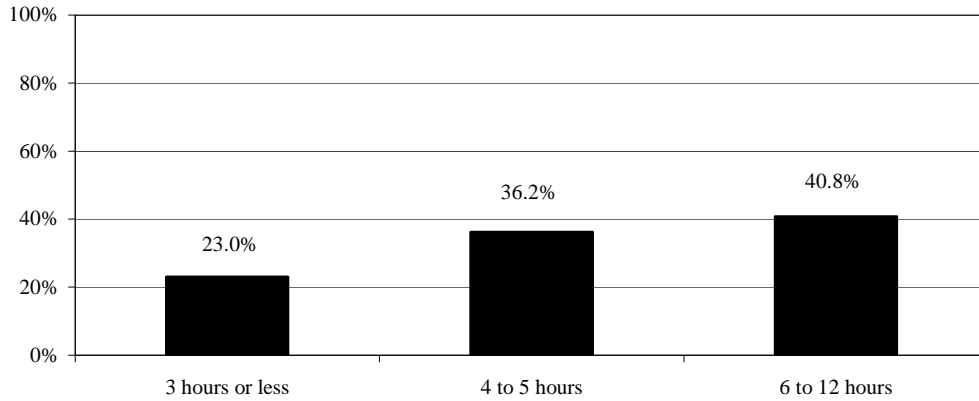


Figure 16. Those who Spent 1 Day or Less Participating in River Activities

Primary Purpose for Trip

Just over half of respondents (50.1%) said that the river trip itself was the primary purpose for their trip. The majority of respondents whose primary purpose was something other than the river trip said that the primary purpose of their trip was for a holiday/family vacation/travelling (59.4%, Figure 17) or for a visit with friends/family/family gathering (23.0%).

Primary Purpose of Trip

What was the primary purpose of the trip we encountered you on?

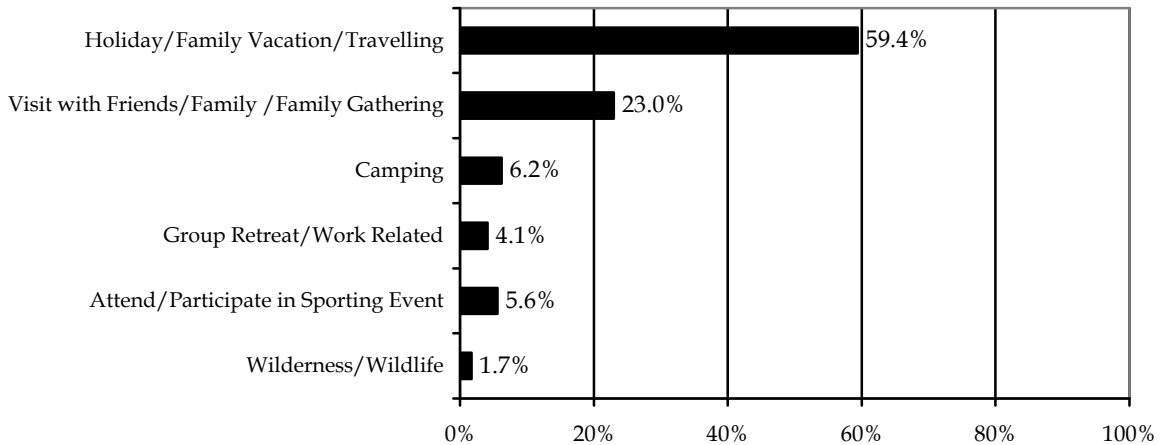


Figure 17. Primary Purpose of Trip.

Trip Destination

Over one-quarter (25.4%) of respondents said that they did not have a specific destination for their trip, but that they were touring around. Of those who provided a primary destination (place where they stayed the longest or the place that immediately came to mind as a destination when describing their trip), the two destinations most frequently listed were Vancouver (26.8%), Vancouver Island (16.3%). For a complete list of primary destinations, see Appendix C.

The majority of respondents (96.5%) travelled independently, with only a very small number (3.5%) of respondents identified as having travelled as part of an organized tour groups with which their accommodation and/or transportation were organized for them.

Trip Packages

A small proportion of questionnaire respondents (1.9%) were unsure whether or not they purchased a package that included several components of the trip. Of those who were knowledgeable regarding the details of their purchase, four out of five (80.6%) stated that they did not purchase a package, although one in five (19.4%) did say that they purchased a package that included several components of their trip. The top three components purchased with the river trip were all accommodations (66.1%, Figure 18), some meals (57.0%) and various activities besides the river trip (32.6%).

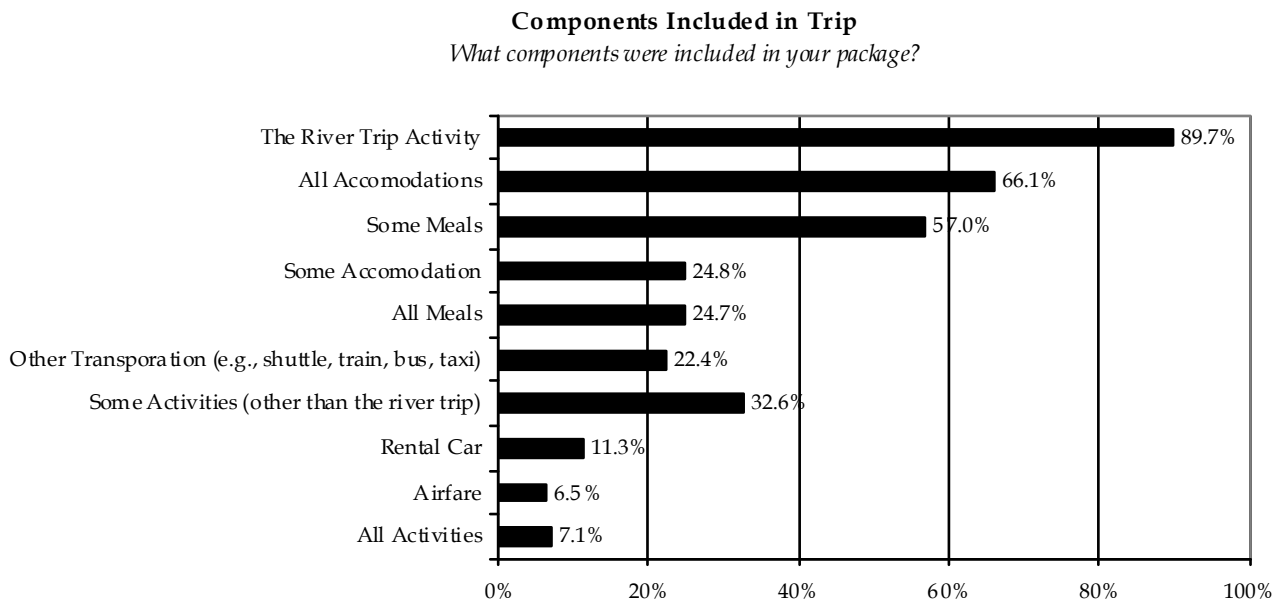


Figure 18. Components Included in Trip.

Accommodation(s) Used in British Columbia

The primary type of accommodation used on respondents’ trip to/within British Columbia was campgrounds/RV parks (37.5%). Other types of accommodations that were frequently used included hotel/motels (30.1%), friends/relatives (14.2%), resorts (10.6%), and rented cabins/houses (5.1%).

Other Activities

River rafters were asked what activities they/their travel party participated in while on their trip when they went river rafting. Approximately two-thirds (65.9%, Table 10) of all respondents said that

they had visited a municipal, provincial or national park, or national area outside a park on their trip, or shopped for local arts and crafts (62.4%) and almost half of respondents hiked (50.6%), visited a museum, heritage or historic site (50.4%) and/or said that they had participated in wildlife viewing (48.5%). A complete list of activities participated in during the trip is included in table 9 below.

Table 10. Activities Participated In During Trip in British Columbia

During Trip in BC	BC Resident			Market Origin*			Rafting Experience			Trip Planning	
	All Rafter	Local	Non-Local	BC	Other Canada	Overseas	None	1-3 Trips	4+ Trips	Dest. 1st	River 1st
Visit a municipal, provincial or national park, or natural area outside a park	65.9%	34.8%	38.2%	37.9%	73.8%	83.4%	67.5%	53.0%	77.0%	78.3%	63.4%
Shopped for local arts and crafts	62.4%	34.5%	38.8%	38.5%	68.5%	66.8%	68.9%	45.7%	67.4%	66.3%	59.6%
Hiking	50.6%	29.1%	37.0%	36.4%	48.4%	63.9%	37.7%	58.4%	61.6%	62.4%	41.0%
Visit a museum, heritage or historic site	50.4%	8.5%	18.5%	17.7%	51.0%	78.6%	57.5%	35.3%	66.2%	67.3%	41.5%
Wildlife viewing (whale, bear, birds, etc.)	48.5%	35.6%	39.0%	38.7%	44.0%	73.6%	51.6%	50.2%	29.3%	63.5%	29.5%
Visit a farm, farmers' market, orchard or food processor	32.1%	24.3%	15.2%	15.9%	41.8%	18.4%	36.0%	20.6%	31.6%	35.3%	32.9%
Attended a festival, fair or exhibition	21.0%	6.5%	16.1%	15.4%	21.6%	34.4%	21.0%	16.0%	32.6%	17.3%	22.1%
Visit a family attraction (mini golf, zoo, etc.)	20.0%	6.5%	5.6%	5.6%	25.4%	21.2%	26.7%	9.4%	24.0%	28.7%	12.5%
Kayaking/ canoeing	18.8%	12.3%	10.2%	10.4%	16.8%	40.5%	11.7%	20.3%	36.8%	28.4%	23.6%
Visit a First Nations attraction or event	17.4%	8.5%	7.5%	7.6%	24.4%	8.0%	19.2%	12.1%	9.3%	5.0%	18.1%
Cycling (other than mountain biking)	14.9%	2.1%	2.9%	2.9%	5.0%	25.3%	11.2%	12.7%	15.3%	8.9%	15.7%
Visit a winery	14.8%	6.5%	3.6%	3.9%	29.6%	28.6%	21.7%	10.2%	8.3%	14.7%	17.5%
Boating/ sailing (other than kayaking/ canoeing)	14.5%	15.0%	14.4%	14.4%	13.0%	37.1%	19.0%	15.5%	4.6%	14.8%	10.2%
Attended or participated in a sporting event (other than golf)	11.4%	3.1%	12.6%	11.9%	10.9%	33.1%	13.7%	10.5%	8.8%	8.8%	11.7%
Golfing	9.3%	1.0%	5.9%	5.5%	11.5%	9.8%	15.3%	7.0%	0.1%	12.1%	5.7%
Visit a spa	8.5%	.0%	3.6%	3.3%	6.3%	30.8%	10.0%	12.0%	0.4%	17.6%	1.3%
Mountain biking	6.9%	16.8%	2.8%	3.8%	10.6%	16.9%	7.0%	6.4%	8.4%	10.8%	7.8%
Fishing	5.9%	7.5%	5.0%	5.2%	10.7%	7.1%	5.2%	10.6%	1.0%	5.6%	5.9%
Nothing but river rafting	4.5%	11.3%	5.6%	6.0%	7.5%	-	4.5%	7.4%	0.7%	1.2%	6.5%
Rock Climbing	4.3%	9.3%	2.7%	3.2%	0.1%	4.5%	2.0%	1.4%	0.6%	2.7%	.3%
Horseback riding	1.6%	-	0.8%	0.7%	-	4.3%	3.4%	0.1%	-	2.7%	2.0%
Alpine skiing	1.5%	6.5%	0.5%	1.0%	-	8.1%	1.4%	2.8%	-	4.0%	0.3%
Snowmobiling	1.3%	-	-	-	-	8.3%	.1%	4.2%	-	3.8%	-
Other	1.0%	-	-	-	0.7%	0.2%	1.8%	.0%	-	-	-
Diving/ snorkelling	0.4%	1.0%	1.1%	1.1%	0.1%	0.4%	.1%	0.9%	0.2%	0.3%	0.4%
Nordic/ cross-country skiing	0.1%	-	0.5%	0.5%	-	-	-	0.4%	-	0.3%	-

* US data not included in table due to low unweighted numbers.

Respondents were also asked about what activities they had participated in during any/all leisure trips taken within the previous year. The activities most frequently listed were somewhat similar to those participated in during respondents' rivers trips. See Table 11 on the following page for the full list of activities from previous trip(s) in the past year.

Table 11. Participated in on a Leisure Trip in the Past Year

Leisure Trip in Past Year	BC Resident			Market Origin*			Rafting Experience			Trip Planning	
	All Rafter	Local	Non-Local	BC	Other Canada	Overseas	None	1-3 Trips	4+ Trips	Dest. 1st	River 1st
Hiking	67.5%	63.2%	61.7%	61.8%	67.4%	69.3%	61.0%	63.5%	83.3%	83.0%	58.9%
Visit a municipal, provincial or national park, or natural area outside a park	63.4%	58.3%	75.9%	74.6%	73.8%	54.3%	63.8%	55.2%	71.0%	85.5%	52.7%
Shopped for local arts and crafts	62.9%	63.2%	66.2%	66.0%	60.1%	52.4%	65.6%	51.9%	69.6%	84.8%	37.2%
Attended a festival, fair or exhibition	54.6%	41.7%	60.0%	58.6%	51.9%	41.5%	60.4%	42.8%	67.8%	53.1%	52.5%
Visit a museum, heritage or historic site	49.0%	44.3%	48.3%	48.0%	47.1%	52.6%	55.3%	40.8%	54.5%	75.6%	29.4%
Wildlife viewing (whale, bear, birds, etc.)	44.8%	51.5%	49.1%	49.3%	54.2%	49.2%	47.9%	41.9%	33.8%	54.5%	36.1%
Visit a farm, farmers' market, orchard or food processor	43.7%	55.3%	57.4%	57.2%	40.4%	17.3%	43.0%	37.5%	48.4%	52.5%	27.5%
Visit a family attraction (mini golf, zoo, etc.)	39.9%	42.1%	43.3%	43.2%	34.1%	33.0%	44.6%	27.4%	41.1%	44.5%	31.1%
Kayaking/ canoeing	32.9%	38.2%	35.3%	35.5%	38.9%	30.0%	21.9%	41.4%	35.2%	44.1%	25.6%
Attended or participated in a sporting event (other than golf)	30.7%	20.4%	37.0%	35.7%	28.3%	44.6%	30.3%	32.7%	32.2%	34.0%	29.3%
Boating/ sailing (other than kayaking/ canoeing)	30.0%	18.3%	33.0%	31.9%	11.7%	26.5%	26.2%	20.4%	44.7%	35.7%	21.8%
Alpine skiing	29.5%	31.7%	28.0%	28.3%	31.8%	53.6%	18.2%	31.2%	54.8%	39.4%	29.2%
Fishing	28.9%	41.1%	32.4%	33.0%	33.4%	13.7%	20.9%	26.0%	42.6%	25.8%	23.1%
Cycling (other than mountain biking)	28.9%	14.8%	19.3%	19.0%	15.1%	42.1%	30.1%	21.5%	29.9%	34.3%	19.9%
Visit a spa	27.7%	19.9%	28.3%	27.7%	14.9%	31.1%	24.7%	23.8%	31.0%	25.1%	16.1%
Visit a winery	25.7%	11.6%	34.6%	32.9%	31.8%	18.3%	28.1%	21.5%	31.5%	31.9%	19.4%
Golfing	24.8%	24.7%	26.9%	26.8%	29.1%	23.6%	33.9%	17.9%	18.4%	27.8%	24.1%
Diving/ snorkelling	21.9%	13.2%	18.7%	18.3%	15.1%	30.0%	18.5%	22.4%	19.1%	16.7%	23.4%
A Visit a First Nations attraction or event	17.3%	11.6%	19.0%	18.4%	11.9%	9.9%	15.3%	21.9%	15.8%	20.7%	8.8%
Mountain biking	17.2%	26.3%	21.0%	21.4%	16.6%	31.4%	14.6%	18.4%	23.6%	25.3%	14.2%
Rock Climbing	11.9%	16.2%	8.1%	8.7%	23.5%	4.6%	6.9%	17.1%	16.4%	11.6%	14.7%
Nordic/ cross-country skiing	11.0%	12.1%	10.6%	10.7%	17.9%	18.7%	11.2%	11.7%	11.5%	19.1%	4.6%
Snowmobiling	8.3%	2.4%	8.3%	7.8%	13.4%	18.7%	9.2%	12.7%	0.7%	10.9%	4.5%
Other	5.0%	-	4.0%	3.7%	10.4%	8.6%	5.7%	7.6%	-	8.1%	5.5%
Nothing but river rafting	1.7%	-	0.6%	0.6%	5.8%	-	0.4%	4.7%	-	0.5%	4.2%
Horseback riding	0.9%	-	0.6%	0.6%	0.7%	4.2%	2.1%	-	-	0.4%	1.8%

* US data not included in table due to low unweighted numbers.

Section 11. Perceptions of British Columbia as a River Trip Destination

Unique Characteristics of British Columbia

The majority (72.1%, Table 12) of river rafters cited British Columbia's beauty and scenery as a unique characteristic of the province as a river trip destination. The following three characteristics most frequently listed as unique to the province of British Columbia as a river destination were the quality/number of rivers (40.3%), the friendly people (24.7%) and British Columbia's wildlife (17.4%).

Table 12. Unique Characteristics of British Columbia As a River Trip Destination

Unique Characteristics of BC	BC Resident			Market Origin*			Rafting Experience			Trip Planning	
	All Rafters	Local	Non-Local	BC	Other Canada	Overseas	None	1-3 Trips	4+ Trips	Dest. 1st	River 1st
Beautiful/Scenery	72.1%	75.6%	74.6%	74.7%	78.0%	83.0%	75.9%	68.0%	70.4%	87.4%	69.1%
Good rivers/lots of rivers	40.3%	35.3%	33.0%	33.2%	53.0%	12.0%	35.4%	35.9%	55.6%	34.9%	39.6%
Friendly People	24.7%	12.9%	21.9%	21.2%	21.3%	20.6%	29.1%	9.1%	36.9%	21.7%	20.5%
Wildlife	17.4%	26.4%	17.0%	17.7%	27.8%	24.5%	13.7%	24.4%	14.8%	23.1%	17.1%
Weather	14.9%	6.1%	16.6%	15.8%	15.9%	8.8%	22.5%	5.0%	13.7%	3.0%	25.4%
Pollution level/Cleanliness of water	13.3%	11.7%	5.7%	6.2%	12.0%	23.6%	12.5%	11.5%	16.6%	23.8%	2.0%
Accessibility/Location	13.0%	2.2%	10.1%	9.5%	9.5%	0.7%	11.9%	3.9%	27.1%	9.3%	23.5%
Remote/Romantic/Small	9.8%	8.1%	7.1%	7.2%	5.7%	16.3%	7.7%	20.1%	0.3%	7.2%	6.8%
Activities	8.2%	7.5%	10.4%	10.2%	7.9%	5.2%	8.7%	4.3%	11.7%	17.1%	3.6%
Thrill of adventure	8.1%	9.2%	6.1%	6.4%	4.7%	0.2%	7.5%	6.9%	10.9%	1.7%	11.8%
Proximity to home/close	7.0%	11.7%	20.4%	19.7%	4.1%	4.7%	6.5%	12.3%	1.4%	6.2%	6.0%
Safety	4.5%	12.7%	5.7%	6.2%	0.6%	0.9%	1.3%	3.2%	12.0%	10.8%	1.9%
Somewhere new / to getaway	3.3%	1.5%	2.0%	1.9%	5.3%	9.5%	2.8%	6.5%	-	2.3%	5.0%
Food/Accommodations	3.2%	11.9%	0.8%	1.7%	0.7%	-	5.9%	1.6%	-	0.3%	6.9%
Rugged Terrain	2.8%	-	5.5%	5.1%	5.3%	-	1.3%	6.7%	0.8%	0.9%	5.0%
Affordability	1.6%	-	3.4%	3.1%	0.0%	6.1%	2.4%	1.9%	-	3.4%	0.5%
Family friendly	1.4%	0.7%	0.4%	0.4%	4.6%	-	3.0%	0.4%	-	0.1%	3.5%
Multitude of choices	1.4%	-	1.9%	1.8%	0.2%	6.6%	2.6%	0.7%	0.1%	3.5%	0.4%
Culture	1.3%	-	5.1%	4.7%	-	-	1.7%	1.7%	-	1.6%	1.1%
Family/Friends	0.9%	6.6%	-	0.5%	0.6%	4.3%	1.3%	0.4%	-	0.6%	1.5%

* US data not included in table due to low unweighted numbers.

Future River Trips within British Columbia

Over two-fifths (42.3%, Table 13) of respondents reported that they were very likely to take another river trip within British Columbia in the next two years.

Table 13. Likelihood of Taking Another River Trip in BC in the next 2 Years.

Another River Trip in 2 years?	BC Resident		Market Origin*			Rafting Experience			Trip Planning		
	All Rafters	Local	Non-Local	BC	Other Canada	Overseas	None	1-3 Trips	4+ Trips	Dest. 1st	River 1st
Very Likely	42.3%	48.0%	56.6%	55.9%	44.5%	15.3%	40.5%	31.0%	67.2%	48.7%	41.2%
Likely	27.8%	31.3%	23.3%	23.9%	28.1%	18.5%	18.6%	35.8%	28.2%	16.5%	32.6%
Somewhat Likely	16.4%	12.3%	17.2%	16.8%	21.1%	19.4%	27.4%	10.8%	3.6%	13.1%	20.3%
Not Likely	7.5%	8.4%	2.2%	2.7%	5.6%	32.4%	7.5%	12.7%	8%	12.9%	4.2%
Not Likely at All	5.9%	-	0.8%	0.7%	0.7%	14.5%	6.0%	9.7%	0.3%	8.7%	1.8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

River rafters were asked to list up to three destinations within British Columbia they would consider for future river trips. Of those who responded (71.5%), the Vancouver, Coast & Mountains region (45.6%, Table 14) was chosen as the top destination for a future river trip. Destinations in Thompson Okanagan (25.4%) were listed as the next most likely to be considered for future river trips followed by the Kootenay Rockies (12.4%). A complete list of destinations within British Columbia provided by respondents is listed in Appendix F.

Table 14. Destinations in British Columbia Considered for Future Trips

Tourism Region	%
Vancouver, Coast & Mountains	45.6%
Thompson Okanagan	25.4%
Kootenay Rockies	12.4%
Vancouver Island, Victoria and the Gulf	6.3%
Northern British Columbia	6.0%
Cariboo, Chilcotin Coast	4.3%
Total	100%

Respondents were also asked to list up to three destinations outside of British Columbia that they would consider for future river trips. Destinations in Alberta were cited most frequently (14.1%, Table 15). A complete list of destinations outside of British Columbia provided by respondents is listed in Appendix G.

Table 15. Destinations Outside of British Columbia Considered for Future Trips

Tourism Region	%
Alberta	14.1%
Yukon Territory/Alaska/Nunavut/NWT	10.2%
Arizona	9.5%
Ontario	8.0%
Colorado	7.6%
South America	5.9%
Mexico/Central America/Caribbean	5.6%
New Zealand	4.9%
Europe	4.1%
Washington State	4.1%

Overall Satisfaction with Trip in British Columbia

Respondents were asked about their overall satisfaction with their trip in British Columbia (not limited to the river trip experience). The majority (88.1%, Figure 19) were very satisfied with another 4.0% of individuals reporting that they were somewhat satisfied. Less than 8.0% of all respondents reported being not very/not at all satisfied with their trip in British Columbia, the majority of who did not provide an explanation. Although, those who did, attributed their dissatisfaction to minor/major disappointments/concerns and/or that their trip was too expensive.

Satisfaction Level with Trip in British Columbia

Overall, how satisfied or dissatisfied were you with your trip in British Columbia?

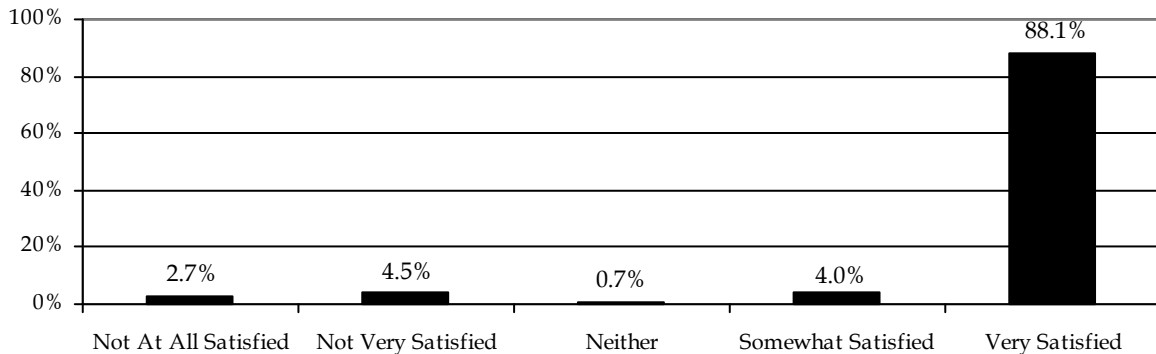


Figure 19. Satisfaction Level with Trip in British Columbia

The main reasons attributed to respondents' high level of satisfaction (those who stated very satisfied) were scenery/beautiful outdoors/wildlife (38.5%, Figure 20) and that it was a great/fun experience overall (37.6%). More than two-tenths (21.9%) of respondents who were very satisfied explained that they live where they took their river trip. Please refer to Appendix E for a complete list of respondents' explanations.

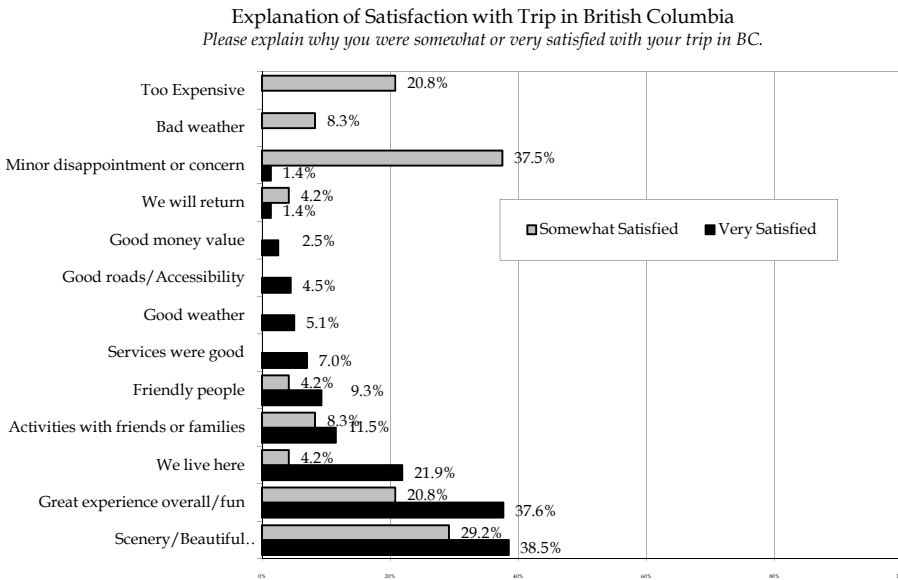


Figure 20. Explanation of Satisfaction with Trip in British Columbia

Section 12. Trip Expenditures

Per Diem Expenditures While in British Columbia

River rafters who were on an overnight trip in British Columbia spent an average of \$335.08 per travel party (approximately 2.5 persons) per day. The median spending for overnight travellers who river rafted was \$200.00 per party per day. The top 5% of overnight travellers with higher spending were trimmed from this analysis.

River Rafters who were on a day trip from their home community spent an average of \$739.96 per party (approximately 3.3 persons). The median spending for day trip river rafting travellers was \$600.00 per party. The top 5% of day-trip travellers with higher spending were trimmed from this analysis.

Total Expenditures While in British Columbia

The majority (30.4%) of respondents reported spending between \$101 and \$500 followed by those who spent between \$1000 and \$2,501 (26.0%) and finally those who spent between \$501 and \$1,000 (23.2%). Almost one in ten (9.0%) reported spending between \$2,500 and \$5,000 on their trip or \$5,001 and \$10,000 (8.3%) on their trip.

The chart below presents the average total expenditures from the river trip spent by respondent origin. River rafters visiting from overseas on average spent the most on their trip (\$3,629.33, Figure 21) followed by respondents residing in Canada other than in British Columbia (\$2,739.88).

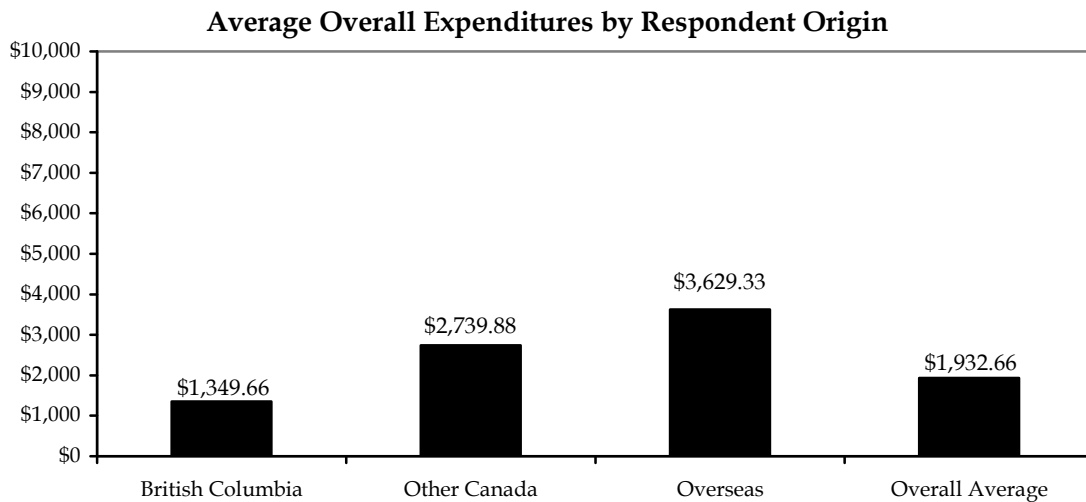


Figure 21. Average Overall Expenditure by Respondent Origin

Section 13. Summary and Conclusions

Client Card Responses

- A total of 986 Client Cards were received.
- There was almost an even distribution of Client Card completions by men (51.4%) and women (48.6%).
- The majority of respondents (71.1%) were from Canada, one in five (20.5%) were from overseas and less than one in ten (8.4%) were from the United States.
- British Columbia residents (67.8%) constituted the majority of Canadian respondents, followed by Albertans (24.8%).
- The size of travel parties varied, however, generally river rafters reported that they were in groups of one to three (35.9%) or four to six (30.9%) people.
- Almost nine out of ten (89.4%) respondents identified the main purpose of their travel that day was specifically to participate in the river rafting experience.

Demographics of Mailback/Online Questionnaire Respondents

- A total of 580 of the 581 respondents to the mailback/online questionnaire provided their place of residency (market origin). The majority (54.2%) of river rafters who filled out the questionnaire reside in Canada (26.1% British Columbia and 28.1% other Canada). One in

three respondents (32.0%) reside in the United States and one in seven (13.8%) are from overseas.

- The majority of respondents stated their highest level of education was a university degree (36.6%), a college or technical diploma (25.5%) or a masters/PhD (16.9%).
- Nearly one-third (29.9%) of respondents reported that their annual household income before taxes was between \$65,000 and \$99,999 and almost one quarter (23.0%) reported it exceeded \$100,000.
- One in seven (69.6%) respondents reported that they do not have children under 18 living in their households.
- Almost half of river rafters indicated that a wife/husband/partner (47.5%) or a friend/co-worker (45.2%) was at least one of the members of their immediate travel party.

River Trip Planning

- The amount of time in advance spent planning the river trip varied from the day of the river trip itself (2.8%) to a year or more in advance (0.4%) however the majority (28.9%) of questionnaire respondents started planning one or two months in advance.
- Less than half of respondents (45.3%) considered a river trip before thinking about a destination, whereas, two out of five respondents (39.8%) thought about their destination before they thought about a river trip.
- Respondents were most likely (43.0%) to use advice from friends as a source of information when planning their trip and felt (40.7%) that the advice from friends was the second most useful source of information after the river outfitter business website (42.0%)

River Trip Motivations

- The motivation cited by the largest number (47.9%) of river rafters for their river trip was to have an adventure experience.

River Trip Characteristics

- Almost nine in ten (87.1%) of river rafters described their trip as a whitewater trip.
- River trips generally lasted a full day (49.7%) or a half-day (41.6%).
- Over three-quarters (75.7%) of river outfitters visited had accommodations available on-site although less than one-third (28.0%) of respondents used these accommodations.
- River rafters who did not stay on-site at the river outfitters were most likely to stay at a campground/RV park (32.1%) or a hotel/motel (25.2%).

Respondent's Perceptions of the River Trip

- The two factors most frequently cited by respondents as being somewhat/very important when planning their trip were understanding how they should prepare/what they should

bring (94.3%) and understanding safety regulations required and used by the business offering the river trip (85.5%).

- Overall, river rafters reported being satisfied with the different aspects of planning their trip, in particular over nine out of ten (91.2%) were somewhat/very satisfied that they understood the safety regulations required and used by the business offering the trip and that they understood how they should prepare/what they should bring (90.1%).
- The top three elements that were cited as somewhat/very important while on a river trip were customer service from the business offering the trip (97.9%), safety standards (96.4%) and scenery (94.9%) and were generally somewhat/very satisfied with these factors.
- The majority (82.8%) of river rafting clients were very satisfied with their river trip.
- Overall the top two reasons why river rafting clients were very satisfied with their river trip was because of the great company/great personnel (53.4%) or because it was a great experience/fun overall (49.9%). Approximately one-half (48.1%) of respondents who were somewhat satisfied wanted more rapids, one-third were disappointed with parts of their rafting trip experience and 7.4% noted poor weather.

Whole Trip Characteristics

- Respondents took a mix of multi-day vacations (46.4%), short getaway vacations (31.2%) and day trips from their home communities (22.4%).
- Nearly half (44.8%) of river rafters spent two to five days away from home on their trip in the province of British Columbia.
- Respondents said that they generally (86.0%) spent one day or less (12 hours or less) participating in river activities.
- Just over half of respondents (50.1%) said that the river trip was the primary purpose of their trip. Among those who had a different purpose for their trip, over half (59.4%) cited holiday/family vacation/travelling as their primary purpose.
- A very small number (3.5%) of respondents identified as having travelled as part of an organized tour group that included their accommodation and/or transportation.
- The primary type of accommodation used on respondents' trip to/within British Columbia was campgrounds/RV parks (37.5%).
- Two-thirds (65.9%) of respondents said that they had visited a municipal, provincial or national park, or national area outside a park as part of their trip.
- Two-thirds (67.5%) of respondents said that they had hiked while on a different trip(s) during the past year.

British Columbia as a River Trip Destination

- The majority (72.1%) of river rafters cited British Columbia's beauty and scenery characteristic that makes the province unique as a river trip destination.
- Only 5.9% of river rafters said that they were not at all likely to take another river trip within British Columbia in the next two years.

- Destinations in the Vancouver, Coast & Mountains Region were most frequently (45.6%) cited by respondents as future river trip considerations.
- Outside of the province of British Columbia, destinations in Alberta (14.1%) were considered most frequently by respondents for future river trips.

Overall Satisfaction with Trip in British Columbia

- The majority (88.1%) of respondents were very satisfied and 4.0% were somewhat satisfied with their trip in British Columbia (not limited to the river trip experience).
- The main reasons attributed to respondents' satisfaction were scenery/beautiful outdoors/wildlife (38.5%) and that it was a great/fun experience overall (37.6%).

Trip Expenditure

- River rafters who were on an overnight trip in British Columbia spent an average of \$335.08 per travel party (approximately 2.5 persons) per day. The median spending for overnight travellers who river rafted was \$200.00 per party per day. The top 5% of overnight travellers with higher spending were trimmed from this analysis.
- River Rafters who were on a day trip from their home community spent an average of \$739.96 per party (approximately 3.3 persons). The median spending for day trip river rafting travellers was \$600.00 per party. The top 5% of day-trip travellers with higher spending were trimmed from this analysis.
- The majority (30.4%) of respondents reported spending between \$101 and \$500 followed by those who spent between \$1000 and \$2,501 (26.0%) and finally those who spent between \$501 and \$1,000 (23.2%). Almost one in ten (9.0%) reported spending between \$2,500 and \$5,000 on their trip or %5,001 and \$10,000 (8.3% on their trip).
- River rafters visiting from overseas on average spent the most on their trip (\$3,629.33) followed by respondents residing in Canada other than in British Columbia (\$2,739.88).

Section 13. Limitations

When interpreting results from this study, it is important to keep in mind the following limitations:

- These results are representative of river rafters who rafted at participating river rafting areas (see acknowledgements). You cannot apply these results to all river rafting areas in British Columbia, nor can you assume that the results are representative of all river rafters who river raft in British Columbia.
- It is assumed that client cards were randomly distributed to rafters at participating locations, but randomness can be difficult to achieve when those tasked with the responsibility of distributing the cards also have other tasks which may be considered a higher priority during busy times.

- The number of returned client cards from each participating river outfitting business area may not be proportionate to their total rafting clients through their business season nor is it necessarily proportionate when compared to the return-rate across all participants.
- Some of the statistics contained within this report were produced with small sample sizes; consequently these results should be treated with caution.
- All data were based on survey responses and are only as accurate as the data provided by survey respondents.
- Results presented here do not represent the full range of analysis that can be completed with the data collected. Please contact Carol Jenkins, Research and Planning Tourism British Columbia (Carol.Jenkins@tourismbc.com) for more information on obtaining custom reports using this data.

Appendices

Appendix A - Client Card

Appendix B - Questionnaire

Appendix C - Comments: Additional Comments About Trip in British Columbia or Suggestions on What the Province of British Columbia Could Do To Enhance Your River Trip Experiences?

Appendix D - Comments: Satisfaction With River Trip

Appendix E - Comments: Satisfaction With Trip in British Columbia

Appendix F - List of Destinations Inside BC Considered for Future River Trips

Appendix G - List of Destinations Outside BC Considered for Future River Trips

Appendix A - Client Card



**We would like to know about your river experience today.
Please turn over...**

We, the suppliers of rafting and river excursions in British Columbia, along with Tourism British Columbia, would like to learn more about your experience on the river today. Your responses will help us to improve the quality of river experiences in the future. First, please tell us a little bit about yourself.

Gender? Female Male

What is your place of residence (residing six or more months in a year)? Province/State _____ Country _____

How many people, including yourself, are in your travel party and participating in this activity with you today? _____

Was the main purpose of your travel **today** to specifically participate in this river experience? Yes No

In order to fully evaluate the quality of your experience we would like to mail you a questionnaire. We invite you to fill out the contact information below and to thank you, a copy of the popular **British Columbia Magazine** and a questionnaire will be sent to you. Upon return of your completed questionnaire, your name will be entered into a draw to win a **digital camera**. All information will be kept confidential and will only be used for the purpose of this study. We thank you for participating in this important research and helping us to improve river-related experiences in BC. If you have any questions regarding this research, please contact Valerie Sheppard at valerie.sheppard@tourismbc.com (250-356-5800) or krista.morten@tourismbc.com (250-356-2293). **Please PRINT the following information to participate in the River Tourism Research Study.**

Name: (First) _____ (Last) _____

Mailing Address: Street _____ City _____ Country _____ Postal / Zip Code _____

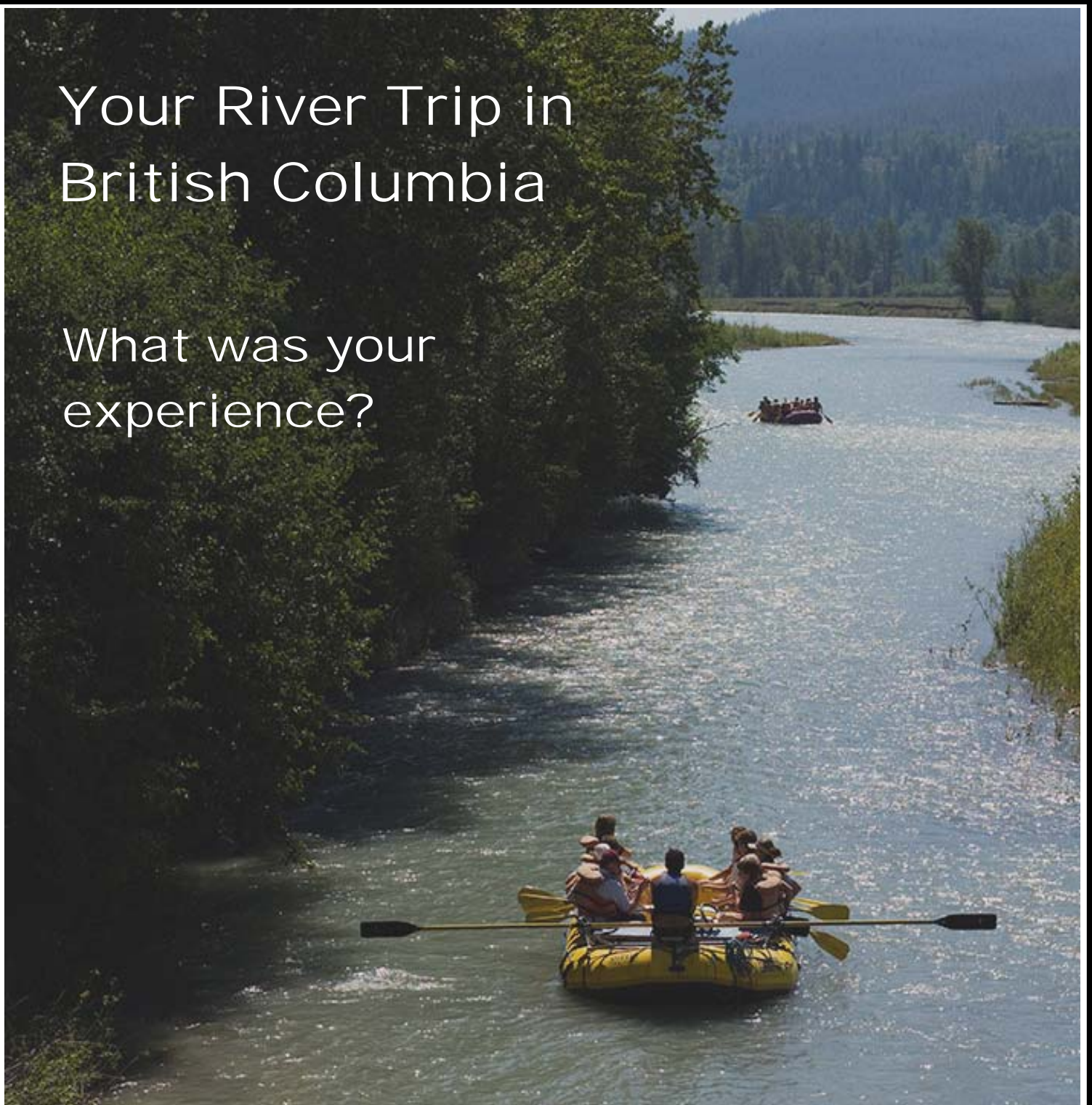
Phone: () _____ - _____ E-mail: _____

Please return this card to your tourism operator before you leave today.

Appendix B – Mailback/Online Questionnaire

Your River Trip in British Columbia

What was your
experience?



Please return your completed questionnaire in the enclosed postage-paid envelope to:

Tourism British Columbia
Research Services
Box 9830, Stn. Prov. Gov't
300-1803 Douglas Street
Victoria, BC Canada



Your opinions are important

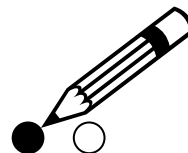
Thank you for participating in this questionnaire. Tourism British Columbia and the river outfitting businesses in British Columbia are working to better understand your experiences, activities and impressions about your river trip.

This questionnaire will ask you a few questions about your recent river trip in British Columbia, including: how you planned your trip, the characteristics of your trip, an evaluation of your trip, plus a few questions about yourself.

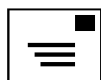
Important: If you have taken more than one river trip, please tell us about the trip during which you were asked to participate in this questionnaire.

Your responses and personal information will be kept confidential

Please answer the questionnaire questions by shading your answer using a pen or pencil. This will help us process the questionnaires efficiently.



Please return your completed questionnaire in the enclosed envelope to:



Tourism British Columbia
300-1803 Douglas Street
Victoria, BC
Canada V8T 5C3



If you have any questions, please call
(toll free) 1-877-877-8811 in North America
or 1-250-356-2293 from elsewhere.

How did you plan your river trip?

You agreed to participate in this research project while on a river trip this summer. The river trip may have been part of a larger trip within British Columbia or just a day trip from your home. We would like to know how you planned the river trip component of your whole trip.

1. How far in advance did you start planning (started making arrangements for) the river trip component of your whole trip? *Mark the most appropriate response.*
 - The day of the river trip
 - 1-2 days
 - 3-7 days
 - 8-13 days
 - 2-4 weeks
 - 1-2 months
 - 3-4 months
 - 5-12 months
 - More than one year

2. Apart from any cost or budgetary considerations, what did you consider first when planning the river trip component of your whole trip? *Mark the most appropriate response.*
 - Thought about the destination and then thought about a river trip
 - Started by considering a river trip and then started thinking about a destination
 - Looked for package deals without considering any destinations, activities or travel experiences
 - Considered something else first
 - Don't Know/Not Sure
 - Someone else planned the trip

3. What would you consider the main motivation for taking this river trip? *Mark the most appropriate response.*
 - To have an adventure experience
 - To rest, relax and recuperate
 - Because I enjoy river trips
 - To spend quality time with family and/or friends
 - To do something I always wanted to do
 - To be closer to/experience the natural environment
 - To see if I like river activities
 - To enjoy the group experience
 - Other (specify) _____
 - Don't Know

4. What information sources did you use to plan your river trip?

A. What information sources did you use before your trip? *Mark all that apply.*

B. What are the three most useful information sources you used before your trip? *Mark the top three only.*

Information sources	A Used before trip (<i>mark all that apply</i>)	B Most useful information (<i>mark top 3</i>)
Have been on a river trip with this business before	○	○
Past experience on river trips (other than with this business)	○	○
Advice from friends/relatives	○	○
1-800-HelloBC	○	○
Internet Sites:		
www.HelloBC.com	○	○
A local or regional tourism website	○	○
A river outfitter business website	○	○
Traveller review sites (for example: tripadvisor.com, etc.)	○	○
Other Internet sites (other than HelloBC or local website)	○	○
Advertising on/in:		
TV	○	○
Newspapers	○	○
Magazines	○	○
River outfitter business brochures	○	○
Tourism/Travel/Visitor Guides	○	○
Tourism feature articles on/in:		
TV	○	○
Newspapers	○	○
Magazines	○	○
Tour Operators/travel agents	○	○
Visitor Centres	○	○
Travel/consumer shows	○	○
Tourism specific business referrals (i.e. from an accommodation property)	○	○
Other(<i>specify</i>) _____	○	○

Characteristics of your whole trip....

Your river trip may have been part of a larger trip within British Columbia or just a day trip from your home. This section asks some questions about the characteristics of all of your time away from home.

5. Was your river trip part of a longer multi-day vacation (4 days or more) to/within British Columbia, a short getaway trip (less than 4 days) or was it a day trip from your home? What best describes your trip? *Mark the most appropriate response.*

- I was on a multi-day vacation (4 days or more) which included my river trip
- I was on a short getaway vacation (less than 4 days) which included my river trip
- I was on a day trip from my home community which included my river trip → Go to Q15
- Other (specify) _____

6. How many days did you spend away from home on the river trip when you agreed to participate in this research project? In your response please include the day you left and the day you returned home. *Fill in the most appropriate response.*

_____ DAY(S) AWAY FROM HOME

7. How many of those days were spent in British Columbia? If you are from British Columbia and you spent your whole vacation within the province, this reply should be the same as your reply to Question 6. *Fill in the most appropriate response.*

_____ DAY(S) IN BRITISH COLUMBIA

8. How much time did you spend participating in river activities on the trip when you agreed to participate in this research project? *Fill in the most appropriate response.*

_____ HOURS ON THE RIVER OR _____ DAY(S) ON THE RIVER

9. Was the river trip the primary purpose of the trip we encountered you on? *Mark the most appropriate response.*

- Yes → Go to Q11
- No → What was the primary purpose of your trip? _____
- Don't Know _____

10. What was your primary destination? Your primary destination is the place you stayed the longest or the place that immediately comes to mind as your destination when describing your trip. *Mark the most appropriate response.*

- Our primary destination was _____

We had no specific destination - we were touring around

11. On this trip to/within British Columbia, did you primarily (most of the time) travel independently or were you part of an organized tour group where your accommodation and/or transportation were organized for you? *Mark the most appropriate response.*

I travelled independently

I travelled as part of an organized tour group → Go to Q14

Don't Know

12. Did you purchase a package that included several components of this trip? *Mark the most appropriate response.*

Yes → Go to Q13

No → Go to Q14

Don't Know

13. What components were included in your package? *Mark all that apply.*

Airfare

Other transportation (e.g. shuttle, train, bus, taxi)

Rental car

Some accommodation

All accommodation

Some meals

All meals

The river trip activity

Some activities (other than the river trip)

All activities

Other (specify) _____

14. What was your primary (most often used) type of accommodation on your trip to/within British Columbia? *Mark the most appropriate response.*

Hotel/Motel

Resort

Bed and Breakfasts

Campground/RV

Friends or Relatives

Other (specify) _____

15. We would like to know what activities you participated in while on this trip?
- A. What activities did you and/or your travel party participate in while on this trip?
Mark all that apply.
- B. In the past year, what activities have you participated in while on leisure trips?
Mark all that apply.

Your activities	A Participated in during this trip <i>Mark all that apply</i>	B Participated in on leisure trips in past year <i>Mark all that apply</i>
Shopped for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Attended a festival, fair or exhibition	<input type="radio"/>	<input type="radio"/>
Attended or participated in a sporting event (other than golf)	<input type="radio"/>	<input type="radio"/>
Participated in:		
Golfing	<input type="radio"/>	<input type="radio"/>
Wildlife viewing (whale, bear, birds, etc.)	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>
Kayaking/canoeing	<input type="radio"/>	<input type="radio"/>
Boating/sailing (other than kayaking/canoeing)	<input type="radio"/>	<input type="radio"/>
Mountain biking	<input type="radio"/>	<input type="radio"/>
Cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>
Rock climbing	<input type="radio"/>	<input type="radio"/>
Diving/snorkelling	<input type="radio"/>	<input type="radio"/>
Nordic/cross-country skiing	<input type="radio"/>	<input type="radio"/>
Snowmobiling	<input type="radio"/>	<input type="radio"/>
Alpine skiing	<input type="radio"/>	<input type="radio"/>
Visiting a:		
Municipal, provincial or national park, or natural area outside a park	<input type="radio"/>	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>	<input type="radio"/>
Museum, heritage or historic site	<input type="radio"/>	<input type="radio"/>
Winery	<input type="radio"/>	<input type="radio"/>
Farm, farmers' market, orchard or food processor	<input type="radio"/>	<input type="radio"/>
Family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
Spa	<input type="radio"/>	<input type="radio"/>
Other(<i>specify</i>) _____	<input type="radio"/>	<input type="radio"/>

Characteristics of your river trip....

This section asks some questions about the characteristics of the actual river trip when you were asked to participate in this research project.

16. How would you describe your river trip? Was it a.... *Mark the most appropriate response.*
- Scenic and wildlife trip
 - Family river trip
 - Whitewater trip
 - River float trip
 - Jet boat trip
 - Other (specify) _____
17. How long was your river trip? *Mark the most appropriate response.*
- Half-day trip
 - Full-day trip
 - Multi-day excursion (including overnight riverside camping) → Go to Q20
 - Other (specify) _____
18. Did the river outfitter that you visited have accommodation available on-site? *Mark the most appropriate response.*
- Yes → Go to Q19
 - No → Go to Q20
 - Don't Know
19. Did you stay overnight, on-site with the river outfitting business? *Mark the most appropriate response.*
- Yes → Go to Q22
 - No → Go to Q20
20. Did you stay overnight in an adjacent community (within 2 hours of the river outfitting business headquarters) in order to participate in your river trip? *Mark the most appropriate response.*
- Yes → Go to Q21
 - No → Go to Q22
21. What kind of accommodation did you use in the adjacent community? *Mark the most appropriate response.*
- Hotel/Motel
 - Resort
 - Bed and Breakfasts
 - Campground/RV
 - Friends or Relatives
 - Other (specify) _____

What did you think about your river trip...

22. A. Please tell us how **important** each of the following factors were to you while planning, purchasing and while on your river trip. *Fill in the appropriate response.*

B. Then indicate how **satisfied** you were with each of these characteristics on your river trip this summer. *Fill in the appropriate response.*

	A. Importance to me:					B. My satisfaction with:				
	<i>Very important</i>		<i>Neither</i>		<i>Not at all important</i>	<i>Very satisfied</i>		<i>Neither</i>		<i>Not at all satisfied</i>
Planning for your trip...										
Having a printed brochure from the business offering the river trip	①	②	③	④	⑤	①	②	③	④	⑤
Finding detailed information in printed brochures	①	②	③	④	⑤	①	②	③	④	⑤
Finding detailed information about BC river trips on websites	①	②	③	④	⑤	①	②	③	④	⑤
Understanding the best time of year to go	①	②	③	④	⑤	①	②	③	④	⑤
Understanding how I should prepare/what I should bring	①	②	③	④	⑤	①	②	③	④	⑤
Understanding safety regulations required and used by the business offering the river trip	①	②	③	④	⑤	①	②	③	④	⑤
Understanding the different kinds of river trips available (motorized vs. non-motorized)	①	②	③	④	⑤	①	②	③	④	⑤
Understanding what other people thought of past trips (testimonials)	①	②	③	④	⑤	①	②	③	④	⑤
While purchasing your trip...										
Ability to purchase trips online	①	②	③	④	⑤	①	②	③	④	⑤
Offering packages with my river trip including accommodation and/or transportation and/or other activities	①	②	③	④	⑤	①	②	③	④	⑤
While on your trip...										
Safety standards	①	②	③	④	⑤	①	②	③	④	⑤
Few people encountered while on the river	①	②	③	④	⑤	①	②	③	④	⑤
Number of other activities while on river trip	①	②	③	④	⑤	①	②	③	④	⑤
Nature or cultural interpretation	①	②	③	④	⑤	①	②	③	④	⑤
Scenery	①	②	③	④	⑤	①	②	③	④	⑤
Staff customer service from the business offering the river trip	①	②	③	④	⑤	①	②	③	④	⑤

British Columbia as a river trip destination....

23. What are the unique characteristics of British Columbia as a river trip destination? Unique characteristics are those that make British Columbia different from other destinations. *Fill in up to three unique characteristics.*

1. _____

2. _____

3. _____

24. In the next two years, how likely is that you will take another river trip within British Columbia? *Mark one response only.*

- NOT LIKELY AT ALL
 NOT LIKELY
 SOMEWHAT LIKELY
 LIKELY
 VERY LIKELY
 DON'T KNOW

25. What other destinations, both inside and outside of British Columbia would you consider for future river trips? *Please fill in up to three locations inside of British Columbia and three locations outside of British Columbia. Write in NONE if you are not considering another river trip.*

Within BC

1. _____

2. _____

3. _____

Outside BC

1. _____

2. _____

3. _____

Trip expenditures....

26. On the trip where you took your river expedition, what do you estimate your travel party's **TOTAL** expenditure was while in British Columbia? *Fill in the appropriate amount in Canadian dollars.*

\$ _____ CANADIAN DOLLARS

27. Approximately what percentage of your expenditures in British Columbia were spent before your river trip, during your river trip and after your river trip? *Fill in the appropriate proportion.*

_____ % BEFORE (PRE) RIVER TRIP
_____ % DURING THE RIVER TRIP
_____ % AFTER (POST) RIVER TRIP
= 100%

Satisfaction with your trip....

28. Overall, how satisfied or dissatisfied were you with your river trip? *Mark one response only.*

- VERY DISSATISFIED
- SOMEWHAT DISSATISFIED
- NEITHER SATISFIED OR DISSATISFIED
- SOMEWHAT SATISFIED
- VERY SATISFIED
- DON'T KNOW

} → Please explain why.

29. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Mark one response only.*

- VERY DISSATISFIED
- SOMEWHAT DISSATISFIED
- NEITHER SATISFIED OR DISSATISFIED
- SOMEWHAT SATISFIED
- VERY SATISFIED
- DON'T KNOW

} → Please explain why.

About you....

30. Excluding the trip we are asking about, how many river trips have you been on in the past 5 years? *Fill in the number of river trips you have taken in the past five years. If this was your first river trip please fill in 0.*

_____ River trips in the past 5 years

31. What is the highest level of education that you have completed? *Mark one response only.*

- Less than high school
- High school
- Some technical college or university
- College or technical diploma
- University degree
- Masters/PhD degree
- Other

32. Do you have children under 18 living in your household? *Mark one response only.*

- YES
- NO

33. Before taxes, in Canadian dollars, what is your approximate annual **household** income? *Mark one response only.*

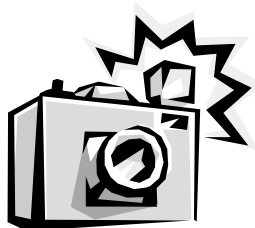
- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$64,999
- \$65,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more
- I prefer not to answer this question
- Don't Know

34. Who was in your immediate travel party on this trip? Please indicate their relationship to you, -their age and their gender. *Start with yourself and fill in their relationship to you and their age.*

Who? <i>e.g. wife, husband, daughter, son, parent, friend....</i>	Age <i>(in years)</i>	Gender <i>(M=Male or F=Female)</i>
1. Myself	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____

35. Please share any additional comments about your trip in British Columbia or suggestions on what the province of British Columbia could do to enhance your river trip experiences?

Thank you for your help!



All completed questionnaires will be entered in a draw for a digital camera (value of \$300).

The draw will be held in December 2007.

Please return your completed questionnaire in the enclosed envelope to:

Tourism British Columbia
300-1803 Douglas St.
Victoria, BC

Appendix C - Additional Comments About Trip in British Columbia or Suggestions on What the Province of British Columbia Could do to Enhance Your River Trip Experience

Q35. Please share any additional comments about your trip in British Columbia or suggestions on what the province of BC could do to enhance your river trip experience.

Absolutely fantastic holiday. Can't wait to go back!

Always enjoy touring BC. River trips one of the highlights. So much to see & haven't come near to exploring it all! Keeps you coming back for more. Don't be scared about taking a river trip, you'll be glad you did! 2 trips all together in 10 years.

Always wanted to try white water rafting. My first experience was excellent we went with a place in Clearwater, BC. I recommend to anyone who asks.

Am disappointed in the proliferation of motorized traffic on the Thompson River & would prefer less noise & pollution.

BC doesn't have to do anything. I've rafted here twice & they were among the most memorable days of my life!

BC is a great place and has a great reputation for fun, adventure and relaxing vacations! Thank you.

BC means 'bring cash.'

Came with business colleagues, 20 in total. 1 female age 20~30, 3 females age 30~40, 1 female age 40~50, 1 male age 20~30, 11 males age 30~40, 3 males age 40~50.

Celebrating our 25th wedding anniversary. Could not have been more fabulous.

Cheaper ferry fares!

Excellent adventure seeking trip.

Fabulous Provincial Parks!

Ferry trip Pt Hardy - Prince Rupert - superb. Hwy trip Prince Rupert - Prince George - gorgeous. Scenery, excellent roads, lots of wildlife. River trip - exceptional, could not have been improved upon.

Greatest trip of my life. I will come again & again. Would love to live in BC It soon will be reality. Love the scenery & wildlife and weather.

I like the travel brochures with lots of photos. I found them in some hotels.

I love BC bud!!!

I loved it.

I would love to be able to book my rafting trip on-line. trip expenditures: we didn't have to pay for food or accommodation. Just the ferry, gas & river rafting.

I would love to river raft again. Especially in Clearwater, great people, great company!

In Campbell River - poor map/signage.

It was an excellent experience that we have recommended to others.

It was an incredible experience. Something I always wanted to try.

It was awesome!

It was just fine.

It was perfect.

Keep BC wilderness areas, wild! Say no to developing parks/natural areas any more.

Keep the rivers clean & pristine!

Keep the waters, air & land clean of pollution.

Love to return one day! Trip expenditures including flight from UK and Rocky Mountaineer trip for 3 people.

Lower BC Ferry rates for residents of Vancouver Island, as it is part of public transport.

Lower the rates

More info posted in hostels where people like myself are likely to find useful info.

More promotion and special pricing for groups/family.

My first river trip was with a large group and frankly it was boring, this was super exciting and fun. I don't know how it could have been better

Nothing, I couldn't ask for more. Thanks.

Only have 10 per raft, keep it small so that everyone gets equal opportunities. Maybe the guides could have video cams so that if the customers wanted a video they could have a birds eye view of their own individual trip. Make the photo spots more defined

River rafting is a safe adventure but so thrilling that you can brag to your friends about it

The biggest hindrance is cost due to remoteness. Getting to these places cost too much (i.e. NWT). Canada is a beautiful place but I can seriously tell you it has the worst roads in the western world (and I have lived in 12 countries). They are third world standard and British Columbia has the worst in Canada.

The trip was awesome! Next year I'll stay longer and raft more. Maybe even take my husband!

This was my first trip. It was totally arranged by a friend. It was wonderful and would do it again next year but have to investigate further on the Internet before I decide where to try for the next one.

Total

Very good and nice experience in BC. No further recommendations.

We are easy to please so don't think much more is needed.

We had an excellent time and would definitely revisit! Thank you.

We had such a wonderful trip, we love white water rafting and would go again for since.

We had the experience of a lifetime, amazing trip. My husband wants to come back to live there, but you don't need any art teachers for high schools!! All in all our trip was fabulous, we would not hesitate to recommend BC to anyone we know. Trip expenditures - \$5144 for river trip including transport. Each adult budgeted for \$700 to spend and each child budgeted for \$600 to spend 22 people on trip.

We have travelled every year to beautiful BC for the last 10 years. We love the familiar spots we always stop at but really, really enjoyed our new adventure, the river trip we took this year. We will certainly do it again next year.

We love BC!

We love British Columbia, all parts.

Went to Quadra Island to be married, fell in love with April Point Resort and would recommend to anyone looking to have a BC vacation.

Appendix D – Comments: Satisfaction with River Trip

Q28. Please explain why you were satisfied or dissatisfied with your river trip. Explanation by level of satisfaction

Very Dissatisfied

Numbers was smaller, end season fewer boats.

The customer service was lacking; we were treated impersonally; few activities enabled my 40th birthday experience to be a positive one; promises that were made to my wife to provide a birthday experience were not followed through.

The experience wasn't what I was expecting and there were far fewer rapids, holes or anything challenging. It was a fairly simple trip down the big river. I found the food at the resort to be poor, the service to be poor and I will not return to this place.

The staff and the experience

Took a very long time to get there, and not much time on the water. Pulling off and picking up other. Time consuming. I had a foot operation but was allowed to go. I got out early I would not have gotten out if I could have sat in the middle of the boat.

Somewhat Dissatisfied

Did not get full body wetsuits, the trip was very very cold.

Not class IV rapids as described.

Not exciting

Not very adventuresome. The rapids were not much of adrenalin rush.

Our Friday night's dinner was not included, the pool and hot tub were cold, some drunken idiot tried to come in to our cabin. We were celebrating an anniversary of ? (can't remember) being together.

The long walk from the raft to lunchlong and after the trip as well

The time of the year indicates how many rapids there are on the river. When I went there were less rapids to enjoy.

Wasn't as adventurous as I thought rafting would be. 'Gourmet' meal was sandwiches and chips.

Neither Satisfied or Dissatisfied

Because I fell out of the raft in the whitewater and felt like I was going to drown (scared)

Cold

Wanted more rapids

Weather was cloudy, we were wet, and we were cold.

Somewhat Satisfied

Fun and adventurous with good scenery and lovely staff

I enjoyed the scenery and the raft trip was very exciting

I had a really good time on the river trip itself... but after it was crowded and sandy, not too many places to change sit and eat.

I think I didn't go in the best time of the year. Also, I planned the trip late and didn't know about the river festival they have every year. It would have been more enjoyable to do something relaxing after the river run.

I thought that the river was going to be higher than that and the rapids a bit bigger.

I wanted more whitewater

It was a little tame - our 12 year old was told she could not go because she was too little. After we took the trip - we felt that she easily could have participated.

It was fun, but not as intense as I had expected (the first part of the day was a waste of time). The guides told stories that we did not know if we should take them seriously or not; in the end I determined most of it (if not all) was fictitious garbage.

Larger river flows would have been more fun.

Late in year, needed more water.

More whitewater would rate higher.

Needed gluten-free meals -- they were delicious but came after everyone else had finished eating, and most people had left the tables, so I was either eating alone or rushing

Not quite sure.

Poor weather, wet & cold for 50% of trip.

Rafting guide did not rotate seating in the raft equitably.

Rapids were not as exciting as expected

River was slow

The campsite was not as quiet as it has been in past. Partying was heard until well after two in the morning, making for a less than ideal sleep. The meal service was adequate, but did not live up to prior experiences. The lunch stop was a nice change

The entertainment was not what we expected. The river rafting was fine, accommodations were fine. Just the service at the restaurant provided was lacking sufficient staff.

The guide was very friendly, the rapids were great, and the food was pretty good. I wasn't totally satisfied because of the number of people on the river. Our boat went out with several other boats. We all frequently breathed in the gas from the boats ahead.

Too many people on trip. Not enough white water.

Viewed salmon as was hoped but was very cold in wet suit provided.

Water levels were low but the tour guide still tried to give us a good time.

Water was too low, but the staff was great and the facility was good. Weather was ok but not great

We have had better trips in Norway from the water and rapid pointing views.

We unfortunately had some horrible X and his family on board after lunch. He did not stick to the switch rule so he and his kids were always at the front if he could manage it.

Wish it had been longer.

Wish there were more rapids.

Very Satisfied

A beautiful day, big water, great guides.

A great family experience, excellent guides and good accommodations and food

A nice trip with a good guide.

Accommodations were lovely, the resort was relaxing, the food was great and the river was wild.

Accommodations were good, facilities good, river trip great for visiting family. Food was fine

All expectations met. Beautiful river & great thrills.

All had a great time

Amazing experience filled with thrills! Fantastic facilities. Experienced staff

Awesome company

Awesome experience, good people everywhere

Beautiful day, great scenery, friendly, competent staff.

Beautiful scenery, fresh air, excursion, good friends & lots of laughs.

Beautiful scenery, lots to do outdoors

Beautiful, fun, excellent guide who had a lot of interesting info to offer about the area.

Beautiful, great guide

Because we had a great experience. Our fun lasted the whole day!

Been with this company 5 times and staff is exceptional and experience is rewarding for our friends

X in Quesnel was excellent. We had a lot of fun in the rapids. We saw no one else on the river & the scenery was amazing. I can't wait to go again.

Campsite was nice, had a hot tub, food was great. Scenery was super, guides really nice. Only downside was some rain and the temperature being a little cold.

Customer service at resort X was outstanding. Accommodation and food was excellent the scenery outstanding. The raft trips were guided very professionally, fun and informative

X was a great experience!

Didn't take too much time, was completely secure, everything was organized - hadn't to bring anything, was good for kids too.

Driver was fun, guide amazing, we were only ones on boat, saw more wildlife than we ever expected on a daytime trip, loved the Atlas Cafe recommended by our guide (also a chef) in Courtenay and weather was awesome.

Enjoyed nature/rafting and nice people.

Entertaining

Everything was so well organised

Everything went smoothly. The disadvantages of the location were explained (trains) cost was reasonable.

Excellent accommodations, great staff, wonderful facility good food there was absolutely no negative experience on our trip would definitely do it again

Excellent guides, excellent equipment, very accommodating to our needs.

Excellent guides, so although low water, it was made lots of fun.

Excellent information and attitude from the tour guide. Spectacular location. Slightly disappointing rapids.

Excellent organisation, great guides, lovely food, wilderness, wildlife & fun. Great to hear the laughter.

Excellent service, attention to safety, fun level, river guides (excellent), family participation, lunch was excellent

Excellent service, fun trip, good scenery.

Excellent tour guide really made the difference.

Excellent weather, excellent river trip, fantastic guide, wonderful staff, nice hot tub at the end, great day with friends and family.

Excellent! Great guide, but quite confident in his hands! The Clearwater River was superb!

Exciting and very interesting - great staff and was exactly what I expected.

Exciting trip, great rapids, awesome scenery and weather, resort had basketball court, disc golf, hiking trails, pool, hot tub, great food and big campsites. Staffs were fantastic, very knowledgeable and friendly.

Excitement, entertainment, enjoyment

Exhilarating, lots of laughs, guide was fun & knowledgeable. Very scenic!

EXPERIENCE, VERY FRIENDLY

Fabulous ride, scenery awesome, guide clearly loves his job & lots of fun.

Fantastic experience, great guide, good food, overall a great day

Fantastic guide, location, wildlife and weather.

First river trip. A great experience.

First time enjoyable experience great weather, location

First time, it was fun

First time, very cool and exciting. Great way to do a group event.

First time, very exciting and challenging.

Friendly people, lots of fun, good experience.

Friendly, informative staff, great river.

Friends and activity

Fun and affordable...lots of flexible packages to choose from.

Fun times

Fun times.

Fun trip Great scenery Great guide Professional & safe Taken care of

Fun trip, full day, the descriptions of the river only suggested what was going to happen, it was even better!

Fun with group, beautiful scenery, knowledgeable guides, safe trip.

Fun, professional, safe, well organized.

Fun, well operated. Amenities met my expectations

Fun.

Glaciers, mountains, grizzly bears oh my
good facilities and great people

Good friends and we got along very well with our fellow travellers

Good friends, great guide, awesome rapids, fantastic road trip!

Good fun.

Good group, good staff lots of fun

Good guide, informative, good conversation, fun ride.

Good guide, safe. Not many people. Good scenery.

Good rafting company, had fun

Good service good experience family all had fun

Good service.

Good staff, location and experience on the river. Guides made it very interactive for participants yet were safety conscious.

Good staff, trip not too long, had fun.

Good trip, good guide, lots of fun.

Good waves with a great guide who knew how to run them so we hit them hard. Nice people. Good lunch provided.

Good weather, good guide, good lunch, great company, good all round fun!

Good weather, good river, good guides, nice nature

Got to do a lot that I normally don't get to do.

Great 1st time experience for the rest of my family who had never rafted previously.

great accommodation, facility, food, location, water and guide

Great adventure trip for everyone involved - 4 adults and 5 teenagers - provided a completely different experience for our British guests - accommodation was unique, all our needs were seen to, it was a fun experience for everyone

Great bang for your buck

Great customer service & organized fun.

Great exercise better party afterwards.

Great experience at X with excellent guides, service, food, accommodation! Excellent weather, scenery was amazing!!

Great experience, great staff, more than I expected

Great fun, great company

Great group to River Trip with.
Great guide, company, weather and food.
Great guide. Safe yet breathtaking experience.
Great guides, great fun.
Great guiding, thrills scenery and service. and available amenities after trip
Great location, great guides, responsible company, good experience
Great people, husband, kids, great food!! Great accommodations
Great raft guides, good food at lunch, good site for the lunch along the river.
Great resort, amazing scenic raft trip, excellent food and accommodations, fantastic staff
Great river and guide.
Great river, all guides were very nice and professional
Great service and an absolutely fantastic experience.
Great service and unique experience
Great service, excellent guides, safety conscious, informative, good food, un!
Great service, lots of fun, good value.
Great service.
Great spirit, great guide, great fun even though it rained.
Great staff and scenery
Great staff, big water, nature shops & info.
Great staff, fun guide, new, safe, great rafting guys.
Great staff, water levels high and fast. Good level of challenge.
Great time with family and friends, great thrills, great guide, great staff, great location. great scenery. very organized. greatest rafting company ever. just an all around great time. done it twice and will do it again
Great time, good weather, fun people.
Great time.. Great guide, Great place
Great tour operator (guide) funny and friendly and felt safe
Great water great service great food great accommodation
Great weather, lots of fun, fun people, nothing went horribly wrong!
Great weather, lots of fun, great rapport with guide.
Guide was good
Guide was great, lunch was awesome, scenery beautiful, rafting fun and facility really nice. Lots to see and do.
Guides excellent river wild and exciting weather beautiful scenery gorgeous
Guides were friendly, professional and concerned with safety. The rafting was fun, that was most important
Guides were great, food was incredible & we hit awesome white water.

Had a blast with European friends. My mother also came & had fun. The trip was exciting. Our host was super cool & best of all, air raft flipped!

Had a great bonding time with friends, as well as lots of fun.

Had a great time

Had a great time. Lots of fun. Well knowledged guide.

Had a really good time.

Had enjoyable day with friends we don't always get together with. Enjoyed the thrill of the white water portions of the trip as well as the scenery sections in the floating portions.

Had fun, good exercise, good food & friends, got laid...

Had good safe fun, no hassle, nice people, beautiful scenery

Have been several times over the years. Overall a thrilling and exhilarating experience

Have never experienced river rafting with a motor. It was nice to be able to come back up the river and go through some of the rapids twice.

Having never experienced whitewater rafting before and been terrified beforehand: I felt completely safe and would love to do it again if I was ever given the chance.

However, I would have enjoyed more White Water

I didn't do any planning it was done for me. The guides were welcoming and professional. It was very enjoyable; I spent it with my friends.

I enjoyed the entire experience. I thought the package multi-day stay that included three meals a day (1 on the river) was a great value. I also quite enjoyed the live music and dancing at the bar/pool area on weekend evenings. And meeting other whom were

I enjoyed the experience

I enjoyed the rafting very much and want to go back again.

I enjoyed the trip very much. The guide was awesome, and knew the river very well. I felt very safe.

I felt very safe. Met new people. The staff was very informative and fun.

I got exactly what I expected friendly, professional service.

I had a chance to get over my fear of nearly drowning! I feel better educated about BC rivers.

I had a fun time with my family, and I got a thrill

I had a good time and enjoyed socializing with the other people at the retreat.

I had a great time, was with a bunch of friends. Friendly staff, good facility!

I had a lot of fun. Met some really interesting people that I have remained friends with.

I had a lot of fun. Our guide was hilarious; it was a beautiful sunny day. The rapids were good and the scenery was gorgeous. I was with my friends and it was a fun road trip.

I had lower expectations of this section of the river than what we actually experienced.

I had never tried any rafting trip before and it was very exciting

I like the staff at X - they are very friendly and knowledgeable. The business is run very well. It is always a great trip for one or two days - the staff tell stories and enjoy what they are doing therefore you enjoy it that much more.

I love X Resort, they do a great job on the river and off, the food is AMAZING, and the river is even better. The guides do the best job ever, full of tall tales and history of the river and riverside

I loved the thrill of being on the water with such extreme circumstances. The staff from the resort, X, also made the trip a complete success. The resort itself had everything we needed, and the staff was very knowledgeable. I can't wait for my next trip

I organized and booked this trip for the guys at work and it was paid by my company. I have never been river rafting before. I got to do all the research on river rafting in BC (2 days of complete research on pricing, length of ride, how to get there.

I really enjoyed the X resort, other than the noisiness of the train & highway when trying to sleep at night. The food was great, the rafting was soooo... much fun & the staff was nice.

I was the trip planner and had been to the river and business before. Accommodations, meals, and staff were great, as expected. I invited two friends on the trip who had never rafted before, so it was a great experience to share with them.

I'd never been on a scenic float. I enjoyed relaxing & watching the world go by. Better than whitewater.

Interesting, funny, kind of adventure, meeting nice persons.

It fulfilled my expectations of what a remote river trip would be like, the wilderness, sense of remoteness, bears, beauty.

It gave me the chance for myself and my children to spend some quality time together. Long overdue. See some of the best scenery in the world.

It met all my expectations.

It was a beautiful day with beautiful company with great river conditions and fun, professional guide.

It was a blast!

It was a brilliant experience

It was a cold day and we got rain gear to put on which helped immensely. Food was decent and the rafting was fun. We repeated some of the really good rapids.

It was a fun exciting adventure and the guide was quite entertaining with a great sense of humour.

It was a good trip! The rafting company needs to let the faster groups go ahead, then there wouldn't be line-ups for lunch and we could have had less delays on the river waiting.

It was a good, exciting experience. The staff was well-trained. The accommodations and food was excellent

It was a great experience, and a rush. We were looking for a thrill ride and we found. Planning on going this year and have convinced lots of friends to come. Ya Hoo

It was a great experience. Everything was well done.

It was a great experience. We all had a blast and our guides were great.

It was a great getaway for a day with my daughter.

It was a great time. Full of fun!

It was a great trip. I enjoyed every aspect.

It was a lot of fun and a great experience with fellow employees.

It was a lot of fun; the river was fairly low so that it gave a wild ride. Also not a lot of people on tour at the time so that meant a small raft.

It was a lovely experience for parents and children (11 to 13 years old)

It was a perfect day weather-wise and it afforded considerable excitement

It was a really fun and different experience. The river trip was great, and our guide was a lot of fun. We spent 2 nights camping in tents at a nearby campground so overall it was a great time with friends.

It was a safe Family and friend fun trip weather cooperated

It was a thrilling ride. It was my wife's first whitewater adventure. The camp site was great. The weather was good.

It was a tonne of fun, the staff and guides were very professional and knowledgeable of the local area. A great way to spend a dry grad

It was a very beautiful location. The staff were very friendly and made the trip a lot of fun. They made the trip exciting but also made you feel safe. It was a great place for all ages.

It was a very pleasant experience with perfect rapids and friendly guides.

It was wonderful afternoon water was perfect, weather was good and my family made some great memories. Who knew you could have so much fun getting soaking wet and going through 21 rapids. We had a great guide.

It was a great family adventure; there were other activities & the scenery.

It was all I thought it would be and more (with the beautiful scenery - mountains in background, floating down, etc)

It was an awesome experience, with very interesting staff at a beautiful resort.

It was an awesome trip with an awesome group of people and the staff and lodgings were great! Overall a great experience that I would highly recommend to others.

It was an excellent choice for a day trip with friends, easily accessible for us on a day trip, fit within our finances, adventure proved worthwhile, fun, physical, heart pumping thrills, even getting to swim in the river - add to that a bit of exploring

It was an experience I never thought I'd be gutsy enough to do, especially considering I'm afraid of small boats

It was an overall excellent family vacation, the rafting appealed to both ages of kids, the food was excellent, the accommodations were very comfortable, the amenities were an added bonus, pool, hot tub, bar,, Frisbee golf and trail, made for an enjoyable eve

It was an overall great trip - wonderful wildlife, good group, super guides, excellent food, and superb scenery

It was beautiful, great scenery, exciting experience; X was a professional rafting company with great guides

It was fun

It was fun and a great experience

It was fun and exciting

It was fun!

It was fun, beautiful, thrilling (but not scary) and a fabulous bonding experience with my sons. Sharing an adventure with my grown-up and moved-away sons was wonderful. Shared experience = bonding!

It was fun, safe and a great family experience

It was fun.

It was fun. Friends came along. It was pretty.

It was fun. Great guide; did a lot of swimming.

It was fun. I'd do it again with new friends.

It was good fun and was a family trip.

It was just so accommodating and so much fun

It was my boys first time river rafting and they had a blast. They can hardly wait to do it again. I wish you could have coupons and/or specials out once in a while. Also group rates for groups and scouts, teams, etc.

It was my first time and I felt the staff were very competent, professional and paid a lot of attention to safety. The accommodations were clean and pleasant.

It was our first time rafting, but the company made us feel very comfortable from price to safety to fun.

It was really fun

It was refreshing

It was safe and fun

It was something I always wanted to do. I enjoyed the guide's commentaries.

It was the company - Kudos You.

It was the first time I did something like that. I wanted an adventure experience and I got one.

It was the most amazing experience of my life! Our guide was fantastic. He made the trip so much fun and kept it interesting. The scenery was spectacular! I saw things that I never would have seen if not on a raft. It was my first time on a raft trip and

It was very fun!

It was well organized and I had some fun

It was well organized, fun and provided good service and great accommodations

It's a thrill of a life time

It's very beautiful, I am a nature type of person and the sceneries are breathless

It's what I love to do...can't get enough.

I've just filled out the Questions which should give you the answer! I found the Question regarding describing best parts of B.C. annoying - rather like answering a school test so I didn't fill it in.

Just got married.

Knew people, it was free.

X has been around a long time so I totally trust them and their knowledge of their staff and how to run a good business, keep up the good work!!!

X had the best service, food, staff, experience, it was amazing

X has marvellous facilities - safety features etc. the rafting is exciting and the scenery spectacular, the guides are knowledgeable and supportive in educating guests - my daughter is interested in training to be a guide at their facilities.... I

X is a great company and has very nice accommodations. My daughter is not an outdoorsy type and the tents were great. I was disappointed that she fell into the river and had trouble getting out as she was allowed to wear her ballcap under her helmet.

X is a great company, very classy. Wonderful day trip with family

X rafting and the resort are fabulous!!! We have gone every year for the past 5 years for a family getaway and plan to continue doing so. It's great fun and the whole experience is addictive, we can't wait to return. The entire staff and facilities c

X was very well organized with great staff and food. The trip on the river was one of the best experiences in my life!!

Less strenuous than I expected

Lots of fun, great food & great scenery.

LOTS OF RAPIDS, BIG RAPIDS, WICKED SCENERY, AWESOME GUIDE, GOOD FRIENDS GODD FAMILY FUN TIMES

Love the outdoors; it's a great way to spend a day.

Many outdoor activities were offered at the X Resort. There was a lot of thrill on the River and our guides were a lot of fun to spend the trip with.

Met all our requirements.

More exciting than I expected longer than I thought.

My family and I have gone on at least one X rafting trip a year for the last 5 or 6 years and it never gets "tired". The staff are excellent; they do their best to change things up a bit each trip. The excitement level always builds on the drive

My party had a good time. The rafting was good, our guide was fantastic. We were impressed with the quality of meals on river and at the resort. The camping was fun and offered a group fire which we were hesitant about, but enjoyed the diversity of people.

Never been on much whitewater rivers before in Europe

Never done it before.

New experience

New experience, exciting, good show

New, exciting, fun filled & sunny day. Surrounded by many unknown people feeling good.

Nice adventure, nice scenery, quality time with family

Nice campground, friendly people, excellent raft trip

NRA is an enormously professional tripper, with safety first, customer experience close behind. No detail is overlooked, the food is great, and the guides are knowledgeable and friendly. Couldn't be better.

Organisation of rafting activity, accommodation/ food at resort were all very satisfying, staff was very helpful

Organized, met new people, great scenery, friendly staff, good food.

Our guide made it fun, joking with us, pointing out stuff and also the people that went with us made it special.

Our guide made the whole trip very enjoyable

Our guide was excellent - very knowledgeable and experienced and had a good sense of humour. He gave us an excellent experience along the river. Everything was explained to our group very clearly and the guide allowed us all to alternative positions on the

Our guide was exceptional! Very informative and fun loving.

Our guide was great, the food was great, and the atmosphere was great

Our river guide made the entire experience. It was a cold cold day and could have been miserable. The facilities at the resort were great.

Our stay was very pleasurable. The accommodations were great, the food was great and having other amenities made our trip fulfilling.

Outgoing staff fun to be with exciting.

Overall experience

Personality of guides

Quality guiding, unique wilderness, exciting rapids.

Quality of company. Hugely fun & safe. Thrilling.

Rafting with X is awesome. The river is amazing, the staff are amazing and the resort is amazing. I went on this trip by myself and had more fun than I ever imagined. I met lots of friendly people and never felt alone, except when I wanted to be.

Relaxing, fun, exciting, fun, nice people took me away from the 'usualness' of my urban life.

River guides outfitter scenery whitewater experience time spent with family accompanying

River was rough/exciting. Got to float through rapids outside of the boat. Cliff jumping.

Safe / Knowledgeable/ Friendly

Safe FUN! Great Staff. Good food

Safe, fun

Scenery fantastic, trip amazing, guide very informative.

Scenery was great, the staff at the resort were pleasant and the river-rafting experience itself was something I believe everyone should do once in their life.

Service, food, experience overall,

Successful as far as experience went people leading trip were excellent, felt well prepared & safe with them, friendly and personable staff, well enjoyed trip.

Superb

Superb experience

Superior guides.

The campsites were clean and well organized, pictures and staff were great, it was safe, the bar and hot tub and games were a bonus, and food was excellent. An all round great, fun experience on three days of our 14 day road trip!

The company provide a high quality experience, very nice accommodations, excellent food, and entertainment on the Saturday night. The pool was clean and refreshing. It helped that we had the best weather of the whole summer that weekend!

The company was extremely accommodating, services were fantastic & price was acceptable.

The company was great. So was the facilities. I would go again next year, and would like to stay longer then a day trip. Great atmosphere

The customer service both while booking the trip and during check-in by the staff was excellent, the accommodations where (although rather noisy because of the trains) were wonderful, the volleyball, basketball + Frisbee golf were a lot of fun. The meals

The experience was enjoyable and exhilarating. The staff were top notch and the trip was awesome.

The experience was great. We went quite early in the year so the rapids weren't very large, but as such there weren't as many people at the resort, which allowed us to have peace and quiet. The scenery was beautiful, and our guide was very knowledgeable.

The guide was awesome - he was funny and knowledgeable- we felt safe and had a great time. The scenery was amazing

The guide was great and really made our trip great. He was accommodating to our group and met all of our needs

The guide was great. Fun and crazy but very safety conscious. You felt the adrenaline but never felt like you were in danger.

The guide was knowledgeable and the scenery was wonderful

The guide/owner was fabulous!

The guider was excellent, so personal.

The guides make it an unimaginable experience

The guides were amazing, very knowledgeable and fun. It was safe and there were tons of thrills and adventure

The guides were knowledgeable and friendly, the resort facilities were good. Meals were wonderful. One of the three days was rather dull on the river but the other two were great.

The guides were wonderful, the trip was really exciting, loved the location, food was really good. We have an awesome time

The Nahanni River Expeditions trip was exceptional - great guides, incredible scenery - high level of professionalism

The operator is a friend

The operator was very knowledgeable, friendly & competent.

The overall experience right from the accommodation to the food to the white water rafting experience was perfect!!!

The overall experience was excellent: resort, staff, food and the rafting.

The people on the trip were informative and pleasant to be with. The rapids traversed were very exciting and navigated smoothly.

The people running the trip were knowledgeable, knew what they were doing; gave confidence.

The people were very knowledgeable! We felt quite safe with them. Great fun! Great people! Will go next year!

The people working at X were awesome...very friendly. I felt really safe the whole trip, it was worth every penny!!!

The price was right I liked the guides and the boats also I enjoyed eating lunch at the half way point and the washing machine will forever be engraved in my head as the perfect way to cool off in mid late summer.

The professionalism of the guides, the quality of the experience provided by the outfitter (food, logistics, local knowledge, etc). The scenery/wildlife and remoteness - the limited number other groups allowed to travel on the river made the experience m

The rafting company was fabulous. From the moment you showed up, you felt comfortable and safe. The guide was great, the rapids amazing and the company of the raft fabulous. My kids are begging me to take them every year!!

The resort was beautiful!! The staff were wonderful!! The food was fabulous!! Everything was great!! I can't say enough and have recommended them to friends! I will definitely be going back this summer!!

The resort was clean and bright. The staff were well trained, friendly and very personable. The rafting was excellent and the guides were a hoot.

The river is amazing; the guides are so much fun and very knowledgeable. The facilities at X were the best ever.

The river rafting experience was top notch from beginning the end. The staff were experienced, knowledgeable, fun for our kids, and safety was important. The equipment was well maintained and felt safe. The educational aspect was strong and the thrills

The river trip itself was really fun, camp site was great and scenery was amazing, lots of things to do on the camp ground, great facilities, worth the extra money

The scenery was very nice, the guides were great.

The staff and rafting operators were amazing. The grounds of X are kept very clean.

The staff at X are so professional and fun; the scenery was amazing, and the whitewater rapids were thrilling!!

The staff remembered us from a previous trip and made this trip extremely enjoyable. Our River Guide (Steve) did an incredible job navigating the best parts of the river for us when the other boats would skirt the outside of the rapids, he also kept us e

The staff was professional and valued safety. It was an exciting adventure.

The staff were great, the stories were fun, everyone had a great time and even after half a year they are still talking about "that time we went white water rafting"

The staff were very friendly and helpful. We were well looked after all the time.

THE STAFF!!! Without exception they were all very helpful and simply welcoming and encouraging.

The steep hill down to the river bank is dangerous

The stuff was very energetic and pleased to show us the beauty of rivers rafting.

The tour guides were amazing... we had a lot of fun. It was an amazing trip

The tour/river guide and staff made the trip very enjoyable and the scenery was fantastic.

The trip allowed me to experience a new thrill while spending quality time with family members

The trip was a fantastic adventure and our guide was amazing

The trip was amazing and the guide very good at his job.

The trip was amazing! What an amazing experience! Definitely doing it again!

The trip was arranged by the guides so that only our family (9) were on one raft. The guide was outstanding. The scenery was great. The equipment was good. The weather was nice.

The trip was extremely fun and made my summer much more enjoyable!

The trip was fulfilling in every aspect of the experience.

The trip was great! Jason was very personable and good

The trip was pleasant but I wish I could have gone when there were bigger rapids.

The trip was specifically for an adventure for me and my family - and that is what we got!!

The weather was great and our guides took care to make sure we were entertained and well taken care, actually everyone at the resort did.

The weekend was great. From the staff and facilities to the river rafting itself. Our band had a great time playing in the evenings and we were received like family.

The whole trip was excellent and very well run. A very positive experience.

There were many activities (game room, Frisbee golf, volleyball, etc.). The food is amazing. Tour guides are enthusiastic and fun.

This choice gave us the most thrills --- i.e.: greatest number of rapids in a 1 day trip and the best rapids.

This trip exceeded my expectations completely reintegrating me back to Canada following my tour of duty in Afghanistan

This was my first whitewater river trip. I enjoyed the excitement and challenge of whitewater, and the time with my friends. The well-organized lunch break halfway through was also a nice touch.

Thoughtful guide, beautiful place

Thrills and spills, such adventure, overcoming fears and challenges.

Totally awesome in respects

Tour guide was great, lots of friends with us, resort is beautiful, food was awesome; only wish it was a sunny day!

Tour guide was great, had excellent lunch provided by the resort and the rapids were wicked.

Trip length is perfect. Outfitter staff & provisions are top notch.

Trip was great, staff was great, and weather was great.

Very accomplished and experienced instructor - covered advanced levels; thrilling!

Very beautiful. Very safe. Very kind treatment and explanation.

Very exciting

Very exciting trip, competent/fun crew.

Very good guide onboard.

Very good, well organised and safe trip, exciting

Very happy with the scenery, the company was extremely competent and friendly, lots of fun!

Very kind, helpful guides, nice group, wonderful day, very nice scenery.

Very nice area and facilities

Very nice trip, adventure

Very organized, knowledgeable, great lunch

Very professional & pleasant staff. Location.

Very professional and excellent source of enjoyment.

Warm Water, great scenery, safe, sunny, competent guides

Was a great adventure and worth the cost

Was exciting, definitely fun, would definitely come again, water was great

Was good with the things done on the river.

Was one of the best holidays, excellent resort, and excellent staff, very organized, well planned, as well as breath taking scenery, relaxed atmosphere, all in all first class

Was pretty friendly and wild water like we wanted

We got exactly what we expected and had so much fun we want to do this again and again because of this experience. This was the best gift ever!

We got good rapids for the time of year we were on the river.

We had 2 families with children age 13-17 the other family was from Ontario. We discussed a river trip but did not book it until they arrived. We also toured the BC area on day trips and also to Victoria to see the sights

We had a blast and excellent guides who made it fun and exciting while keeping us all safe

We had a good time. The rafting company was safe and fun, the weather could have been a little nicer but it was ok. The guide was fun and entertaining. The lunch they provided was good.

We had a great day on the water and the guide was a lot of fun, as well as competent.

We had a great time. It was our children's first trip, and they were made to feel safe and confident so that they had a great time too.

We had a lot of fun, the guide was entertaining. The weather wasn't very warm, but we knew it was late in the season. The wetsuits provided helped and we were dressed appropriately. We didn't know anyone else in our group, but it was friendly.

We had a tonne of fun! The value of the trip was great and we would definitely go again.

We had a wonderful time! Lots of rapids, beautiful scenery and were able to get some great photos!

We had an excellent all around experience. The guides were knowledgeable and entertaining. The rafting was very interactive yet at the same time non-restrictive and the resort was well laid out for the type of trip that we were on

We had an incredible day.

We had fun together as a family, a few thrills and a pleasant guide

We toured with a soccer club, we did an exchange with from England and they were in awe of our area.

We were accompanying novice rafters on the trip and it was well planned and executed, with a professional guide, from beginning to end. It helped to make our visitors relax and enjoy their experience very much - they had been nervous about the safety.

We were impressed with safety standards. Our guide was friendly, reassuring and informative. Amazing place and scenery.

We were impressed with the professionalism of the staff. They were so understanding of my fears, phobias and physical limitations. They went out of their way to ensure my vacation was enjoyable. Our family really enjoyed the trip and will definitely

Weather was great, water was warm, and Guides are friendly and approachable. It is such fun.

Well coordinated, safely conscious, fast water, wonderful guides.

Well organized, friendly.

Well organized, good food, nice people and great rapids

Well prepared. Professional, safety oriented, environmentally considerate, fun, good value, good food, camping accommodation.

Well run, safe, experienced people.

Whitewater thrills, meeting other adventurous people, excellent break from work and the usual stresses

Whole experience was great. Guides were good, accommodations were wonderful.

Wilderness setting, staff.

Wished I had signed up for the multi-day excursion! Next year for sure.

Wonderful company to travel with well organized, competent safety conscious guides offered flight travel arranger, spectacular scenery, fantastic wildlife experiences, and like-minded fellow travellers

Appendix E - Comments: Satisfaction with Trip in British Columbia

Q29. Please explain why you were satisfied or dissatisfied with your trip in British Columbia. Explanation by level of satisfaction

Very Dissatisfied

Because I did not get what I paid for. The food and the trip were not up to par - and the services that were offered were overpriced.

Difficult to find good accommodations around Lytton area. Places were a bit ratty, extremely hard to find. X Rafting Resort has poorly managed their services and quality of performance to their clients.

Nothing

Somewhat Dissatisfied

Too much driving.

Neither Satisfied or Dissatisfied

Didn't do much before or after our time at the rafting resort besides eating.

I am a resident of British Columbia; it was only an hour trip.

I live here

I was taking a short break from work while staying/working out of town.

Live in BC

My home province, local raft company.

Resident of BC.

The only problem I had was with some of the other people on the boat not making the proper effort in their paddling and I think that made our guide steer us away from some of the more exciting waters.

Was only in BC for a few hours.

Somewhat Satisfied

Adventurous

Again the scenery was very beautiful, and the trip up to the resort was great

Beautiful drive/scenery. Mainland traffic/construction made for slow travel. Signs to Vancouver Island ferries are extremely confusing.

Beautiful, higher taxes.

Costs of ferries are quite high

Don't like the cost to bring your RV over on BC Ferries

Enjoyed it, but some things were a bit expensive.

Freaking gas prices and the river raft price

Great trip except for a bad experience at the X where an employee of the park contractor verbally abused a family because they had a dog on a leash - that is another story.

Guide could have been more knowledgeable about the area

Had lots of fun. Disappointed with the Pacific Rim National Park.

Had somewhat of a negative experience at one of the campgrounds we stayed at that involved the operator of the campground.

I drove, next time I will fly ...101...

I live here

Our European visitors loved the natural sites but were not fond of Vancouver and its development mandate -- and they found a disconnect from what they had heard before they came to visit and then experienced firsthand.

Pleasant trip with my family.

Some of the trip was spent waiting for our son and we went a lot of places we had already been.

The rest of my trip was fun.

This was my only reason for the trip, and I already explained that part.

Very nice, Victoria a bit dull but relaxing.

We love the Canadian scenery & people. Very clean too.

Weather was a bit cold.

Weather was a little spotty!!!! Make it shine when I holiday!!! Please

Would love to have less people on trip, too many rafts.

Very Satisfied

A good mix of activities, affordable, even the weather was good.

A lot of possibilities/activities to do diversity (food, nature), I felt very safe

Accommodation was superb, meals were delicious, and staff was exceptionally helpful.

All of the above, lunch was great, guides were very funny, goofy stories, nice group, and manageable size of group

Although found the Pine Beetle destruction devastating.

Always enjoy being in Vancouver and surrounding area

Always enjoy seeing the variety of terrains and scenery while traveling in BC.

Always love going to BC.

Appreciation of our nature

April Point Resort! Scenery was great, weather fantastic.

As before, always lived in BC

Awesome place

B.C. is a very scenic province. No matter where you go there's always something new and exciting to see

Back-country trip at Mt Robson was terrific. The snowbird pass gave us a jaw dropping view. I'm still dreaming about it!

BC is "The Best Place on Earth" !!!!

BC is a beautiful place

BC is a beautiful Province

BC is a beautiful province and am lucky to live here now. Any trip I have taken - long or short day trips - have been just wonderful.

BC is a beautiful province and the people are very friendly.

BC is a beautiful province with lots to offer.

BC is a diverse, culturally and historically rich province to live in and visit.

BC is a great place. Too bad the ferries are so expensive or we would travel off Vancouver Island more often

BC is an amazing province to explore. There is always something fascinating around every turn

BC is awesome and so diverse

BC is awesome, that's why I live here!

BC is beautiful

BC is beautiful

BC is beautiful and offers many different outdoor opportunities

BC is beautiful! People are extremely welcoming!

BC is great! I've lived here all my life and there is so much to do and see in a short driving time.

BC is my home and I love living and experiencing everything about it

BC is the best place for outdoor activities.

BC is the best place on earth.

BC is the most beautiful place on earth.

BC is truly the best place on earth.

BC is very beautiful and clean

BC is very beautiful. The natural landscape was breath-taking.

BC people, we love the space, the scenery.

BC Rocks!

BC rules.

Beautiful

Beautiful area, great weather, safe, un-crowded.

Beautiful area, nature beautiful West Canada

Beautiful B.C. need I say more. (Not far from home.)

Beautiful country to visit.

Beautiful country, not to be found in Europe.

Beautiful country. Total opposite from West Australia. Rockies are awesome. Lakes are beautiful.

Beautiful drive - you can't beat the Okanagan

Beautiful landscape, friendly people

Beautiful mountains, national parks

Beautiful scenery & easy to locate things to do.

Beautiful scenery and people. Good way to finish trip.

Beautiful scenery! Very different than the prairies.

Beautiful scenery, fresh air, excursion, good friends & lots of laughs.

Beautiful scenery, friendly people, lots to do.

Beautiful Scenery, Lots of Wildlife. Good staff. Good food Nice Accommodation

Beautiful scenery, lots to do outdoors

Beautiful scenery.

Beautiful, wildlife, hiking

Beautiful. Clean.

Because BC is just wonderful...how could you not have a good time.

Because I am

Because I am extremely proud of the province of my birth and residence. It truly is the most beautiful place in the world.

Because I live here.

Because it's beautiful BC

Because our trip was just the rafting, we were very satisfied with our overall experience.

Because X are the Romanov's of rafting.

Best place on earth!

Best place on earth, so true, love the wildlife and nature

Best place on earth.

Born and raised and love it here

Breathtaking scenery, great weather, well organised. We book every campsite online from Britain and had no problems.

British Columbia is a beautiful place and the people are lovely.

British Columbia is a beautiful province with a lot of great adventures available. It is great fun to explore this province, better yet, I am very fortunate to live here.

British Columbia is a beautiful province.

British Columbia is my home, but I hadn't seen the Thompson River up close before. I never get tired of the natural beauty outside the cities.

British Columbia is the most beautiful province... not biased :)

Canada is a good chance to learn about nature and to make holidays.

Close to home

Close to home, decent price for a family of 6

Commute from Kamloops to X was not too long. Day trip was fun.

Did everything we went out there to do and had a good time doing it

Distance was sufficient for a day trip, and got to see a part of BC that we hadn't been to before.

During the whole trip we didn't run into any negative experiences.

Easy trip to do

Enjoyable car trip, great scenery, good campgrounds

Enjoyed RV Park

Enjoyed the remoteness, NRA expertise, scenery and wildlife

Every 10 minutes travelling we were in awe.

Everything was above expectation

Everything was good.

Everything was well tended to and the scenic portion was incredible

Everything went as planned and I had a great few days with my kids

Everything went well...it was easy to locate the resort because of good road signs.

Excellent hiking (Tofino, Ucluelet, Strathcona P.P.), mostly good weather.

Excellent place to live, up there with Australia (my home)

Family trip, we were the host family.

Fantastic country, wonderful, friendly people, great outdoors. Amazing wildlife, completely awesome!

Fantastic experience, great guide, good food, overall a great day

Fantastic guide, location, wildlife and weather plus friendly Canadians.

First time visit to BC. The people infrastructure and attractions were all excellent.

Food, rafting, staff, everything was above expectations.

Friendliness experience.

Friendly people, Lovely areas, scenery

Fun trip

Fun with European friends. Great wilderness hiking, rafting & saw tons of wildlife.

Good experience, good service family all had fun

Good food, great accommodations, well run resort, knowledgeable staff

Good guide, informative, good conversation, fun ride.

Good location

Good organization, amazing scenery.

Good people. Great rapids with a good guide who hit them hard. Good food provided.

Good place to live

Good roads, lots of places to stop. Good signs. Vancouver is a bit troublesome to get through - but after that it was nice.

Good time

Good value and easy access

Good variety of activities.

Good weather, close to home, great accommodation, well priced

Got to spend time with family - got to experience the Okanagan - loved the scenery - something I'll always remember

Great adventure, great wildlife, like nothing I'd done before, with family, away from the rest of the world.

Great camping and hiking to and around Mt Robson

Great guiding, thrills, scenery, raft and available amenities after the trip.

Great landscape, friendly people, no problem to visit BC.

Great nature and great canoe trip on the Bowen Lakes! Very friendly people!

Great outdoors yet so clean & rugged.

Great place to visit or live

Great Province.

Great scenery, good food on the way back at a local restaurant. Good weather

Great service.

Great weather, lots of fun, great rapport with guide.

Guides excellent river wild and exciting weather beautiful scenery gorgeous

Had a great holiday.

Had a great time with good friends and the rafting and camping was awesome!

Had a great trip!

Had an insight of BC, people were friendly, not too expensive.

Had enjoyable day with friends we don't always get together with. Enjoyed the thrill of the white water portions of the trip as well as the scenery sections in the floating portions.

Had fun, good exercise, good food & friends, got laid...

Had good safe fun, no hassle, nice people, beautiful scenery

Have never experienced river rafting with a motor. It was nice to be able to come back up the river and go through some of the rapids twice.

Home province the best!

I am from BC and love it here, we are the best province in Canada!! Friendly people, beautiful scenery and lots of wildlife, great weather and it is easy to travel around BC.

I am from Germany and we don't have that untouched nature like in BC. In BC or untouched nature big cities combined with nice people.

I enjoyed the rafting very much and want to go back again.

I got to go back to my home town & visit my family. I love going home.

I have travelled all over and find that BC is still one of the most exciting places to enjoy.

I just did.

I just love the Power Raft trip on the Thompson River and it created a great shared experience for me my son & his friend.

I like BC

I like travelling to interior BC

I live in BC and wouldn't have it any other way

I live here

I live here

I live here - it's the best place on earth!

I live here and I love it

I live here and it is a great Province

I live here and know it is the best, I never have gone on the river.

I live here because I like it, I spend time here for the same reason.

I live here but my UK friends who we took on this were US.

I live here what else can I say.

I live here!

I live here!

I live here!

I live here, get to travel BC as part of my job, love the outdoors, never grow tired of it, in fact my body will probably expire before I get a chance to experience it all darn it!!

I live here.

I live here.

I live here.

I live here. It's the best.

I live in B.C. It was a one day trip from home. It didn't get any better than what we experienced.

I live in BC & love it!

I live in BC and I love it.

I live in BC and know what to expect in both scenery and service.

I live in BC and love BC! Always very satisfied!

I live in BC and love it.

I live in BC just a few hours away from the rafting resort, but it was such new, beautiful scenery that I felt as though we had travelled much further from home.

I live in BC.

I live in British Columbia. The day of the raft trip I travelled from my home, it was about a 3 hour drive. British Columbia has a lot to offer and it is beautiful. The scenery is second to none!

I live there

I live there! BC rules!

I love B.C. It's the most beautiful place on earth.

I love BC

I love BC

I love BC

I love BC

I love BC - my favourite is the fresh produce available in the Okanagan Valley - nothing like stopping at a stand for fresh fruit - the weather is great in the summer - people are friendly and eager to show you a good time....I have family living in the v

I love BC and all the beauty it possesses.

I love BC and I live here

I love BC so many things to check out.

I love BC!

I love BC!!

I love BC, great scenery, even on the highways, lots of tourism information and lots of things to do

I love BC, so pretty

I love BC.

I love British Columbia, I live in Armstrong.

I love British Columbia. I did a whitewater rafting excursion in Ottawa Ontario many years ago. The water was warmer but the environment was nearly as beautiful. And there was only camping in tents available.

I love exploring my home province

I love living in BC - there is so much to do and see

I love outdoor activities so this is the place to be.

I love the beautiful countryside.

I love the scenery.

I love this province

I love this province.

I love white water rafting

I rarely travel outside of BC mainly due to gas prices. BC offers an incredible range in scenery all within hours of my home. Unfortunately camping in BC has gotten too expensive. I don't understand why the "poor man's holiday" has become so exclusive.

I ride a motorcycle and the scenery and road conditions through the Frazier river canyon are excellent. The people we met were friendly and everything on the trip went as planned.

I was able to relax with new friends and completely enjoy the pristine outdoors

I'm a native British Columbian, so, predicate as I am, so all travel in beautiful BC is great.

I'm a novice at this kind of adventure and I found it quite easy to get through it. With all information on resorts and accommodations readily available on the internet (Helllobc.com) I was confident going on in this trip alone.

I'm always satisfied with any activity in B.C. because it is so beautiful here, you can't go wrong.

I'm from BC & this is an amazing place to live & travel.

I'm from here. I love BC.

It was a nice drive up the canyon, the resort was easy to find and the weather was beautiful.

It was a really fun and relaxing time

It was a wonderful day, the weather was good and everyone had a great time.

It was a wonderful trip. Very beautiful place and the guides are very good. It is an adventure, and also very relaxing.

It was an overall great trip - wonderful wildlife, good group, super guides, excellent food, superb scenery

It was beautiful and wonderful to see nature from a different perspective.

It was close by and allowed us to take just a day trip.

It was close to home but far enough away to be a vacation.

It was easy to find the resort since it was right off the highway plus the natural scenery driving up there made the trip not seem as long.

It was fun

It was fun, safe and a great family experience

It was great.

It was one of our most beautiful holidays.

It was very beautiful there.

It's BC what more can I say!

It's BC.!

It's beautiful

It's Beautiful British Columbia, need I say more?

It's British Columbia!!!!

It's gorgeous

It's home, baby.

It's my province. Where else could I go?

It's why I live here.

I've lived in BC my whole life and it was my first time rafting. The experience was great.

Just as pretty as they say it is

Like the scenery and opportunities for outdoor adventures

Live here

Live here, greatest place in the world. we have it all here. love the outdoors. fishing, camping. we have it all

Live here, love it!

Live here.

Live in BC and it is the best area to live

Live in BC.

Live in the Okanagan. I love this province.

Local trip only less than 2 hours from home

Location of resort was very easy to find, good roads

Location was close to home and we had a nice river trip. We stayed at the resort which had great facilities

Lots of rapids, big rapids, awesome guide, wicked scenery, challenging, few people on boat, good friends, good family, good time.

Lots to do!

Lots to see and do

Lots to see and do. Beautiful place.

Love B.C scenery and rivers

Love BC - I live here!

Love BC scenery, especially mountains & wildlife. Many places to get tourism info.

Love BC that's why we live here.

Love BC!

Love BC.

Loved my new grandson, lives in Clearwater. Would love to river raft again on the Clearwater River.

Loved the resort and the tour that we went on.

Lovely scenery. Things we can't do back home- wildlife, cave touring, hiking in the mountains, glacier walking

Money and time well spent

Most beautiful province in Canada

Most things went according to plan, great weather, did lots of fun things (concert, camping, etc).

My home province of course :)

Nature, wildlife, quietness.

Nice sceneries

Nice scenery, guest free people interesting sights

Not only do I love living in BC, but travelling throughout the beautiful province! Our weather is perfect for outdoors, as we have the extremes of all seasons, making it easy to enjoy all outdoor activities. The mountains, the wildlife, every view is picturesque.

Nothing went wrong. Clearly marked signs to find destination.

Obviously BC is the best place to be!

Only thing missing is being able to rent bicycles from hotel to cruise around in Campbell River.

Opportunity to see family. Very accessible Reasonably priced Variety of things to do and see

Our guests got to see lots of BC, travelling from Vancouver to Lytton to the Okanagan

Outstanding scenery, lots of fun. Very professional and entertaining guides.

Overall it was a good experience, and there was nothing bad!

Overall the experience

People are very helpful and genuine, scenery beautiful

People were friendly and helpful

Places, people, scenery, etc

Professional outfit, safety oriented, environmentally respectful, good value, good reputation, good previous experience with this outfit.

Pure and clean very friendly

Relaxing

Relaxing, fun trip. No problems or issues.

River guides outfitter scenery experience whitewater time spent with family

Scenery

Scenery

Scenery fantastic, people very helpful and friendly.

Scenery gorgeous.

Scenery is spectacular. Access by car is easy & a pleasant drive.

Scenery was spectacular - we saw fair bit of wildlife and no other people while on the river

Scenery, friendly guides

Scenery, weather, good service

Scenery, weather, roads were in good condition etc. Just wish BC ferries price was cheaper for those of us who live on Vancouver Island (costs a lot to visit the rest of BC therefore we limit the amount of times we travel over to the main land).

Scenic drive

Scenic highway with fun stops to be with wonderful friends. Great weather, beautiful lake and excellent fruit!

So time we'll come back

Still in love.

Stunning! Very welcoming and would consider moving to BC.

Superb experience

That's why we live in beautiful BC.

The beauty is breathtaking

The beauty of the country

The experience and photos will remind me of what a fun I had.

The overall experience right from the accommodation to the food to the white water rafting experience was excellent.

The people and the experience.

The people are very nice, the roads are safe, beautiful scenery

The people were very nice. Prices very cheap. Scenery was stunning.

The places that we went and the things we saw made it very enjoyable

The purpose of the trip was an impromptu family reunion to celebrate my brother's successful cancer treatment. Our theme was "celebrate life and family" and the river trip was something a varied age group could enjoy together. It was invigorating and s

The road trip to Mount Robson was nice.

The scenery and natural beauty that has been preserved through the designation of heritage sites and parks.

The service, hotels and tourist attractions were marvellous.

The weather was beautiful, not like Alberta was in mid August when we took our trip.

The West Coast is beautiful. You have the rivers and the ocean.

The west coast rainforests and the surfing were great.

Travelling the roads in BC are always beautiful no matter the season.

Two families - we all enjoyed ourselves lots of different things to do. Recommend the Hedley Mine Tour. Excellent for kids/ adults. Its not advertised- in fact the web site was wrong to get info.

Unique area, loved the wildlife

Very accommodating and so much fun

Very friendly people, border crossing still smooth, good value for the money

Very fun and beautiful

Very informative. Saw lots of new and exciting things.

Very relaxing. Building relationships with children. Overall learning experience for everyone.

Was exciting, definitely fun, would definitely come again, water was great

Was fun.

Was more than I expected. The thrill!! The Rapids and the scenery!!!

Was one of the best holidays, excellent resort, excellent staff, very organized, well planned, as well as breath taking scenery, relaxed atmosphere, all in all first class.

We choose to live here and love it. The weather is moderate, the people are friendly and helpful, the environment is clean, and the natural environment is second to none.

We had an excellent all around experience. The guides were knowledgeable and entertaining. The rafting was very interactive yet at the same time non-restrictive and the resort was well laid out for the type of trip that we were on

We had fun, we were scared but we were safe.

We had great weather, the scenery was fantastic, our campgrounds were good, our adventures were great.

We live here 5 others in our party are from Western Australia

We live here.

We live here. So of course we would be satisfied.

We live in B.C. so it's comfortable to have a trip at "home" with a company that is great.

We live in BC and love it here. Lytton is close to home (greater Vancouver) and was a good place to raft.

We live in BC and thoroughly enjoy getting to different parts. Can't imagine living anywhere else.

We live in such a beautiful province, and it is very relaxing to get outside the city and spend a few days in nature. The scenery is spectacular, it was nice to have some quality time with my spouse, and we enjoyed camping at the resort.

We love B.C. That's why we live here. It's beautiful.

We love BC!

We love BC! Adventure/scenery/sightseeing

We love BC. I love going to Hope and seeing all of the wood carvings. This year was the first time we had visited the PNE, fantastic for adults and kids alike. Really should advertise this, even if you just advertise the rides. All families love this sort

We love British Columbia!

We loved the whole trip, our highlights were 1) The rafting, 2) Mt Revelstoke's flower, 3) Walk to Kinney Lake Well part of it, 4) The Waterfalls.

We packed a lot of fun into 3 days: 1/2 day at Cultus Lake water slides, short hikes at several spots before Lytton, swimming at community pool in Lytton and the wonderful white water experience itself!

We saw many things and took in many places in the province to visit.

We went primarily for a family wedding but visited some new places too.

We'll be back next summer.

Well I live here so it wasn't a trip to BC.. but I always love travelling in BC. There's so much to do, lots of great communities, just overall a great place to be.

Well organized, lots of info available, beautiful scenery.

Well, it's a ride in BC with all the great guys at work with to a river rafting expedition. Need I say more?

What a beautiful part of the world, awesome

Wonderful

Wonderful country

Worked out great

X is an extremely professional tripping organization, with safety first and customer experience right behind. No detail is overlooked - the food is fabulous and the guides wonderful and friendly. Absolutely the best.

Appendix F - List of Destinations within BC Considered for Future River Trips

Blackwater Lake	Nation River
Blue River	Nelson
Caribou	Nicola Valley
Central BC	Nimkish River
Chilcotin	Northern BC
Chilko River	Northern Vancouver Island
Clearwater	Other/USA
Columbia River	Peace River
Comox	Pemberton
Cowichan River	Prince George
Cranbrook	Queen Charlotte Islands
Desolation Sound.	Quesnel/Wells
Eastern BC	Revelstoke
Elaho River BC	Rockies
Fernie	Salmon Arm/Vernon
Flathead	Shuswap
Fraser Canyon	Similkameen River
Fraser Valley/Fraser River	Skeena River
Golden	Slocan
Hope	Smithers
Interior BC	Southern BC
Kamloops	Squamish
Kelowna	Stikine River
Kettle River	Sunshine Coast
Kitimat	Surrey
Kootenays	Tatshenshini/Alsek
Kumsheen	Thompson River/Thompson-Okanagan
Kutzamaten	Tofino, Ucluelet, Port Alberni, Bamfield
Lillooet	Valemount
Lower Mainland	Vancouver
Lytton	Vancouver Island
Mackenzie	Vedder River
Merritt	Victoria
Mount Robson	Whistler
Murray River	Yale
Nahanni	

Appendix G - List of Destinations Outside BC Considered for Future River Trips

Africa
Alaska
Alberta
Arizona
Asia
Australia
California
Central America/Caribbean
Colorado
Europe
Florida
Grand Canyon
Hawaii
Idaho
Jasper/Banff
Maine
Mexico
Minnesota
Mississippi
Montana
Nevada

New Brunswick
New Jersey
New Zealand
North Carolina
Northwest Territories
Nova Scotia
Nunavut
Ontario
Oregon
Prince Edward Island
Quebec
Rockies
Saskatchewan
South America
United States
Utah
Washington State
West Virginia
Wyoming
Yukon