

WHITE WATER RAFTING

SWOT ANALYSIS

Goals

- Create a professional responsive website.

Objective

- To create brand awareness
- Engage community
- Stand out with competitors
- Create user friendly experiences

Direct or indirect competitors

1. Druk Rafting Service
2. Royal Gorge Rafting
3. The Royal Beach Camp

White Water Rafting Service(Punakha, Bhutan)

Strength

1. Experienced guides

Weakness

1. No Website

Opportunities

- Create A website
- Advertisement
- Partnership with locals business

Threat

- Competition
- Weather condition
- Changing consumer's preference
- Liability and safety concerns.

Competitor 1: Druk Rafting Service(Punakha, Bhutan)

Strength: (services)

1. They have a Website
2. #1 in Punakha outdoor Activities- Tripadvisor
3. Rating is 4.5 with 91 reviews
4. Accepts foreign currencies

(website)

1. Priority is given to service
2. Details are given to users about when is the best time for rafting.
3. Form in every page

Weakness

1. Expensive according to reviews
2. Weather dependent
3. No refund

(website)

1. Not revealing prices or plans.
2. Gallery section not aligned, contact form is not good in appearance (specially button), features not fully utilized, unwanted spacing in footers, Gallery limited number of pictures.
3. All pages are almost the same, confusing the users if they are on the same page or different.
4. Some link features are not working.

Opportunities

- Advertisement
- Partnership with locals business

Threat

- Competition
- Weather condition
- Changing consumer's preference
- Liability and safety concerns.



raftingbhutan.com



DRUK **RAFTING** SERVICE

HOME

ABOUT US

BHUTAN

OUR TEAM

OUR BLOG

SERVICES

GALLERY

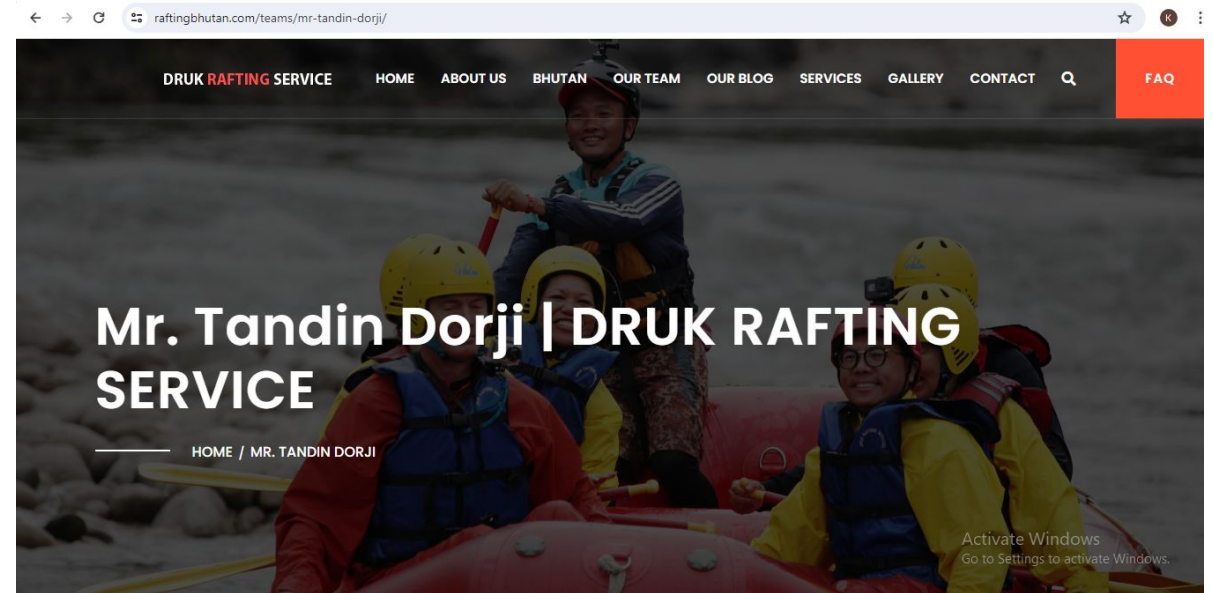
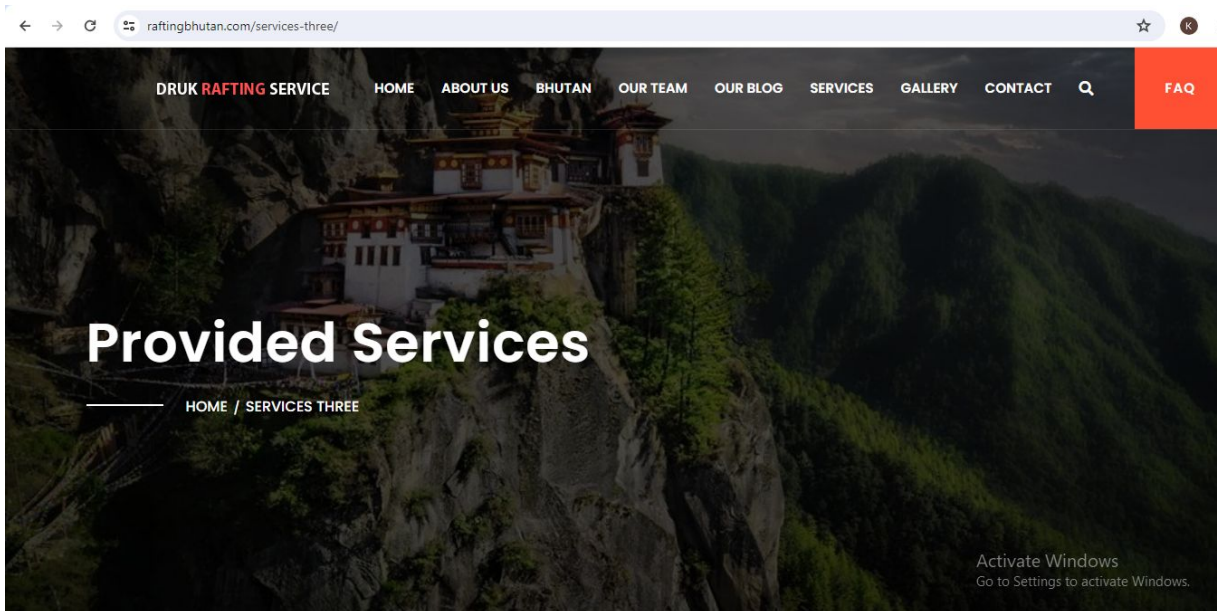
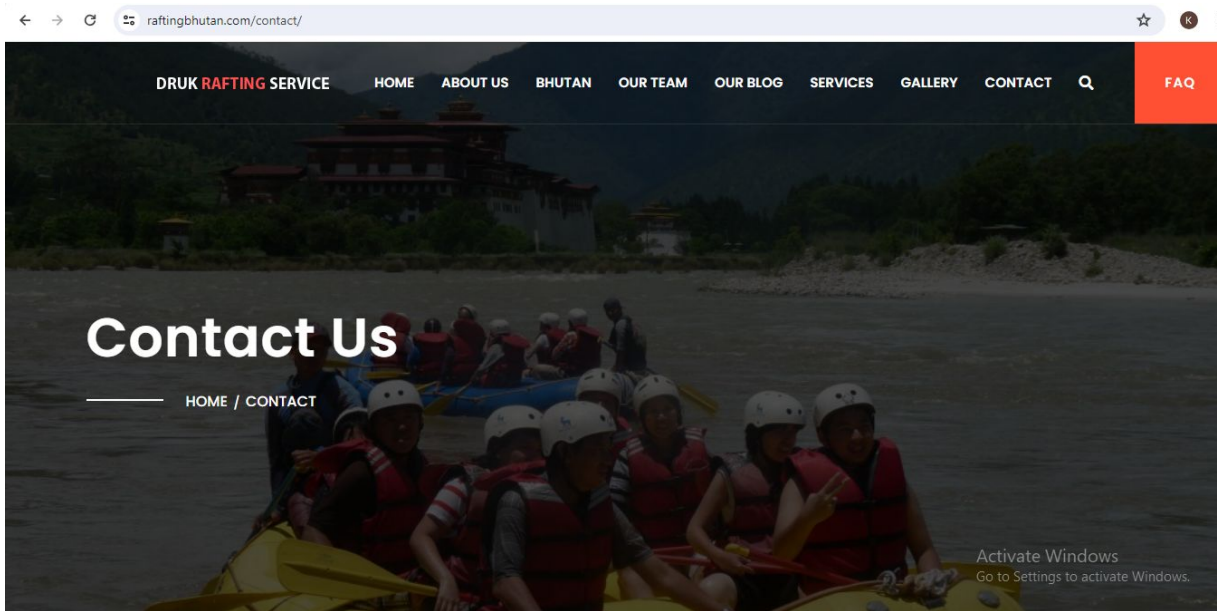
CONTACT



FAQ



Activate Windows
Go to Settings to activate Windows.



Competitor 2: Royal Gorge Rafting(USA)

Strength

- Price & Package is mentioned on the webpage.
- Clear safety instruction and age limit is given.
- Ratings are shown on the website.
- Side services, Promotions and relevant FAQs are there.
- High quality contents

Weakness

- Loading speed, video
- Large content as we are not able to tell when it will end
- Feedback form is missing
- Lacking multilingual

Opportunities

- Partnering with local business
- Expand their services

Threat

- Weather challenge
- Competition
- Seasonal
- Online reputation management

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BOOK NOW



★★★★★ 4.9 (6,939) Reviews

Get Wet. Be Wild. Do Epic.

AGES: 13+ (16+ at high water Late May/Early June)

INTENSITY: Challenging

GEAR: River gear free of charge

RAPIDS: Class III, IV, (V at high water)

SEASON: April - September

FITNESS: Swimming ability and healthy fitness level is always recommended

HALF DAY & FULL DAY RAFTING TRIPS

Get ready for all-out high adrenaline Royal Gorge river rafting. If you are looking for world class rafting, you found it! Rafting below the spectacular vista of the Royal Gorge Bridge is an experience in itself. This Canon City rafting trip is known for the famous rapids of Sunshine Falls, Sledgehammer, The Narrows, and many more. You'll cut through "The Royal Gorge Arch" a thousand feet below the rim of the Gorge. Epic!

Recommended For:

If you are an experienced rafter or a first timer looking for a more challenging, exciting and demanding stretch of whitewater, we recommend you book the Royal Gorge raft trip.



Half Day Trip

MOST POPULAR FOR THRILL SEEKERS!

Duration: Allow 3 hrs

Price: Starting at \$149

[BOOK HALF DAY TRIP](#)

Full Day Trip

AMAZING VALUE

Duration: Allow 6 hrs

Price: Starting at \$249

[BOOK FULL DAY PACKAGE](#)

i Sat. incurs \$10 on the Royal Gorge section



★★★★★
5.0 (3841)



★★★★★
4.7 (247)



★★★★★
4.9 (2851)

Competitor 3: Royal Beach Camp (Nepal)

Strength

- Good carousel image
- Price & Package details are mentioned
- They also provide rafting course for beginners

Weakness

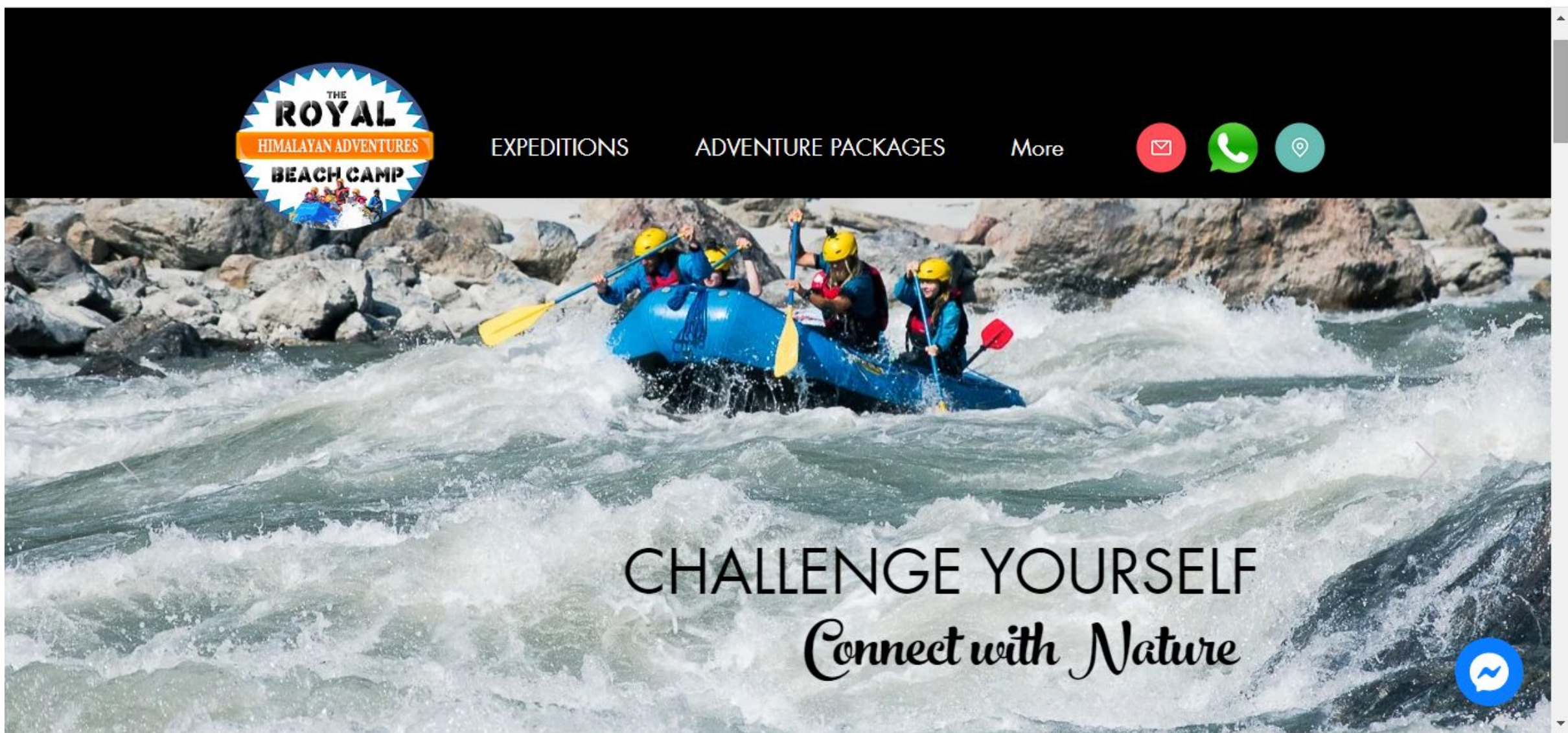
- Overall website lacks proper design principles
- No option for booking online
- Rating is not mentioned
- No feedback option

Opportunities

- Partnering with local business
- Expand their services

Threat

- Weather challenge
- Competition
- Seasonal



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Rain coming
In about 2 hours



EXPEDITIONS

ADVENTURE PACKAGES

More



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