

# White Water Bhutan Adventure

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Survey Report

# Purpose

## The purpose of this survey is:

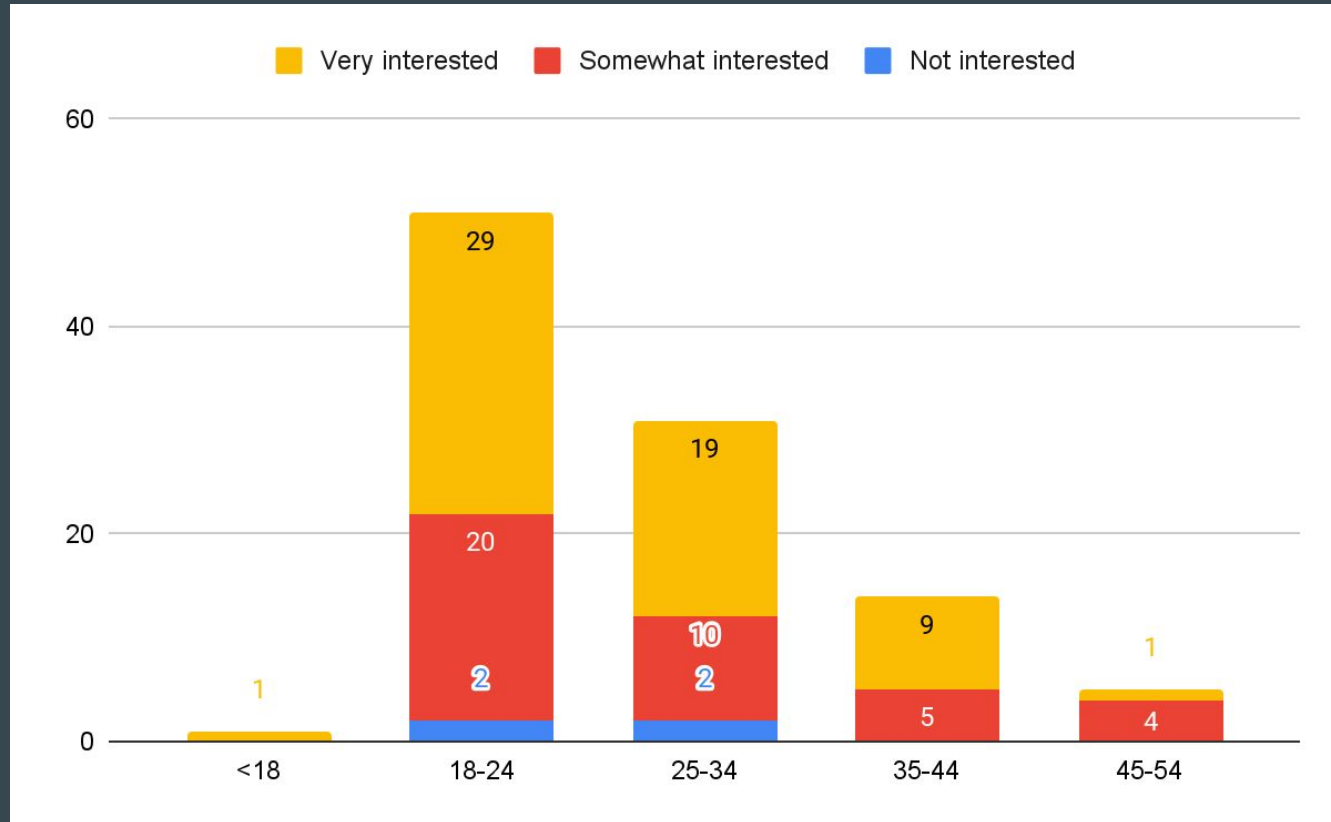
- To have insight on demographic of potential users.
- To find out what the users want/expect from the service/website.
- To collect datas that would validate our assumptions: they would look for features like pricing, services and ratings in the website.

# Methodology

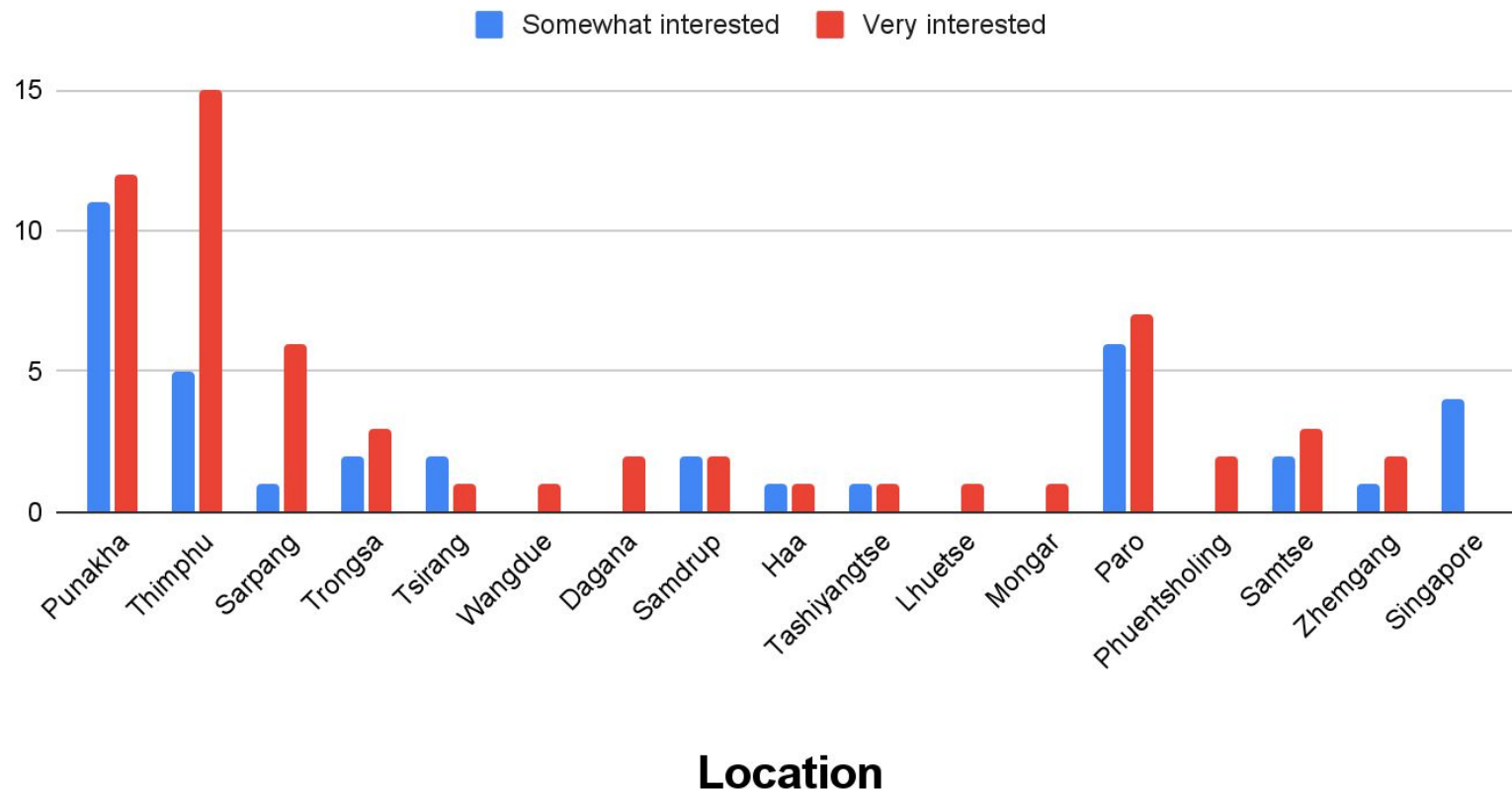
- 1) Survey timeframe: 17/4 (3:50 p.m.) - 25/4 (12:57 p.m.) = ~ 8days
- 2) Response rate: ~ 9 per day (Total of 102 response)
- 3) Method for advertising the survey:
  - Survey link was shared in Desuung group chat.
  - Survey link was shared to our friends and relatives.
- 4) Possible influences on the data:
  - Maximum users who filled the survey from were desuup even though they are from different background like occupation.
  - Maximum users who filled the survey were in age group of 18-24.

# Results

# User who are interested in Rafting

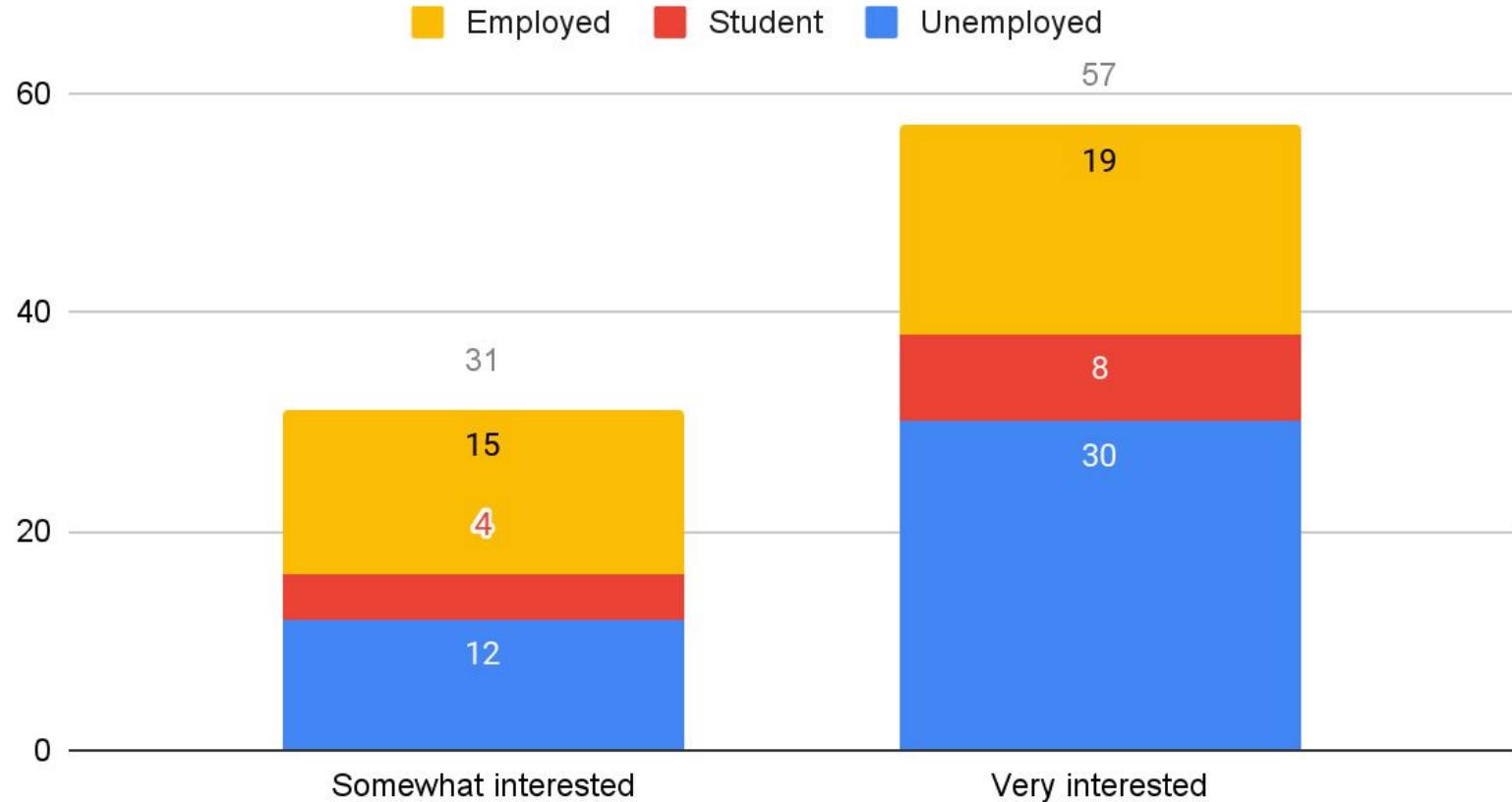


# Target Audience Location

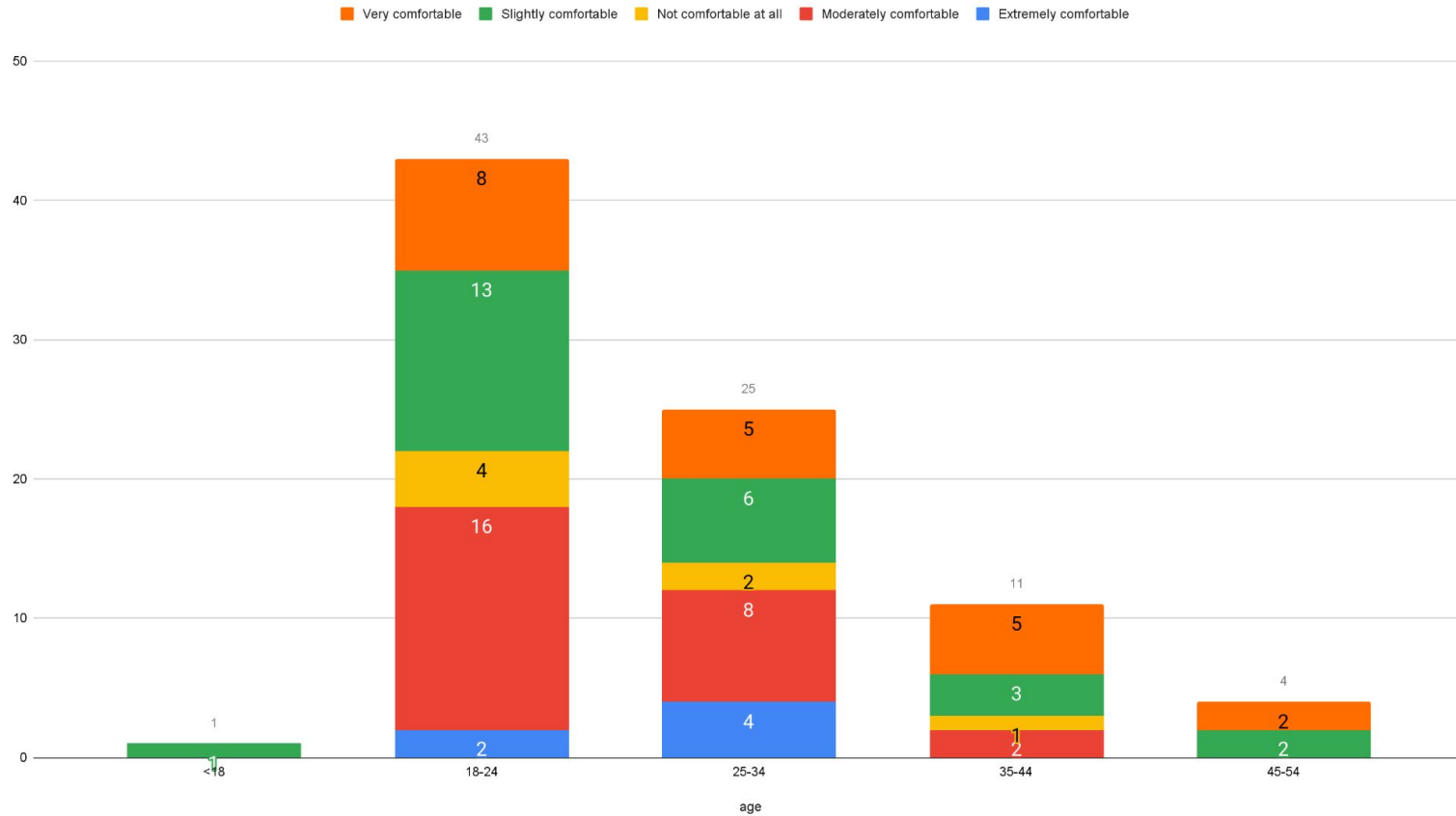




# Target audience Occupation

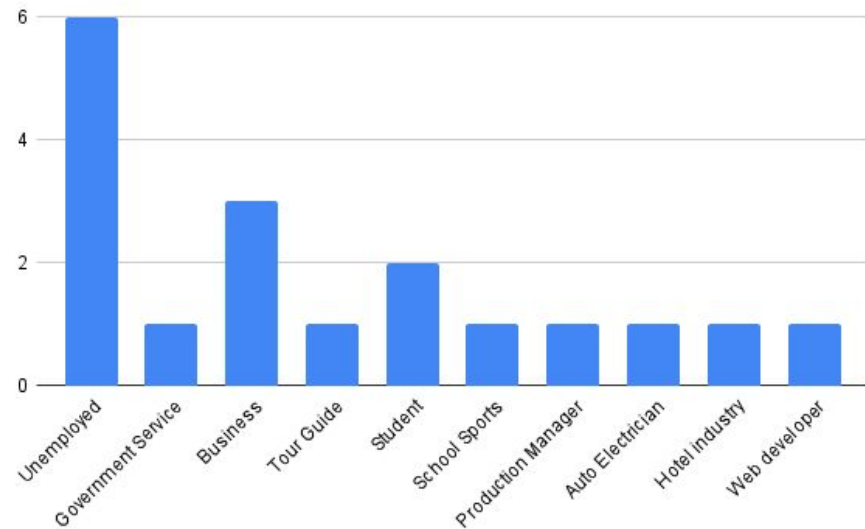
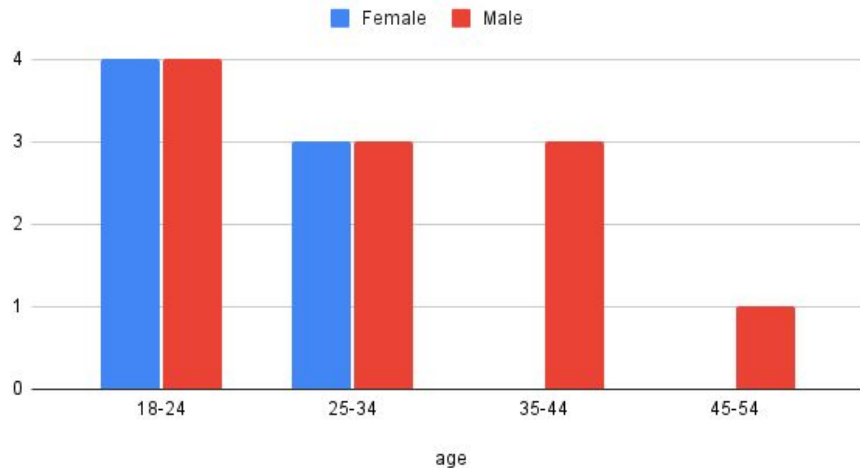


### Users comfort in using technology for research and booking

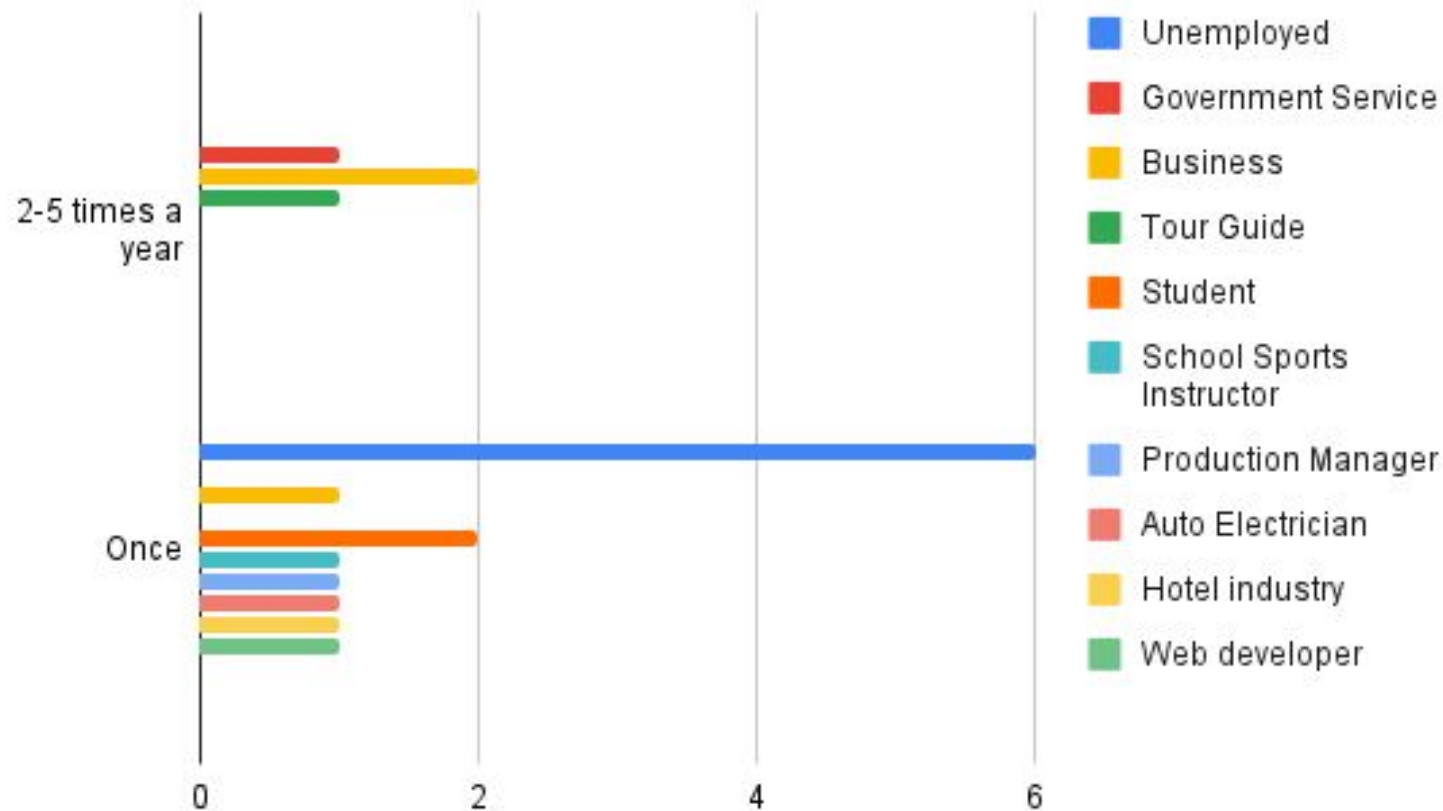


# Users who have done Rafting

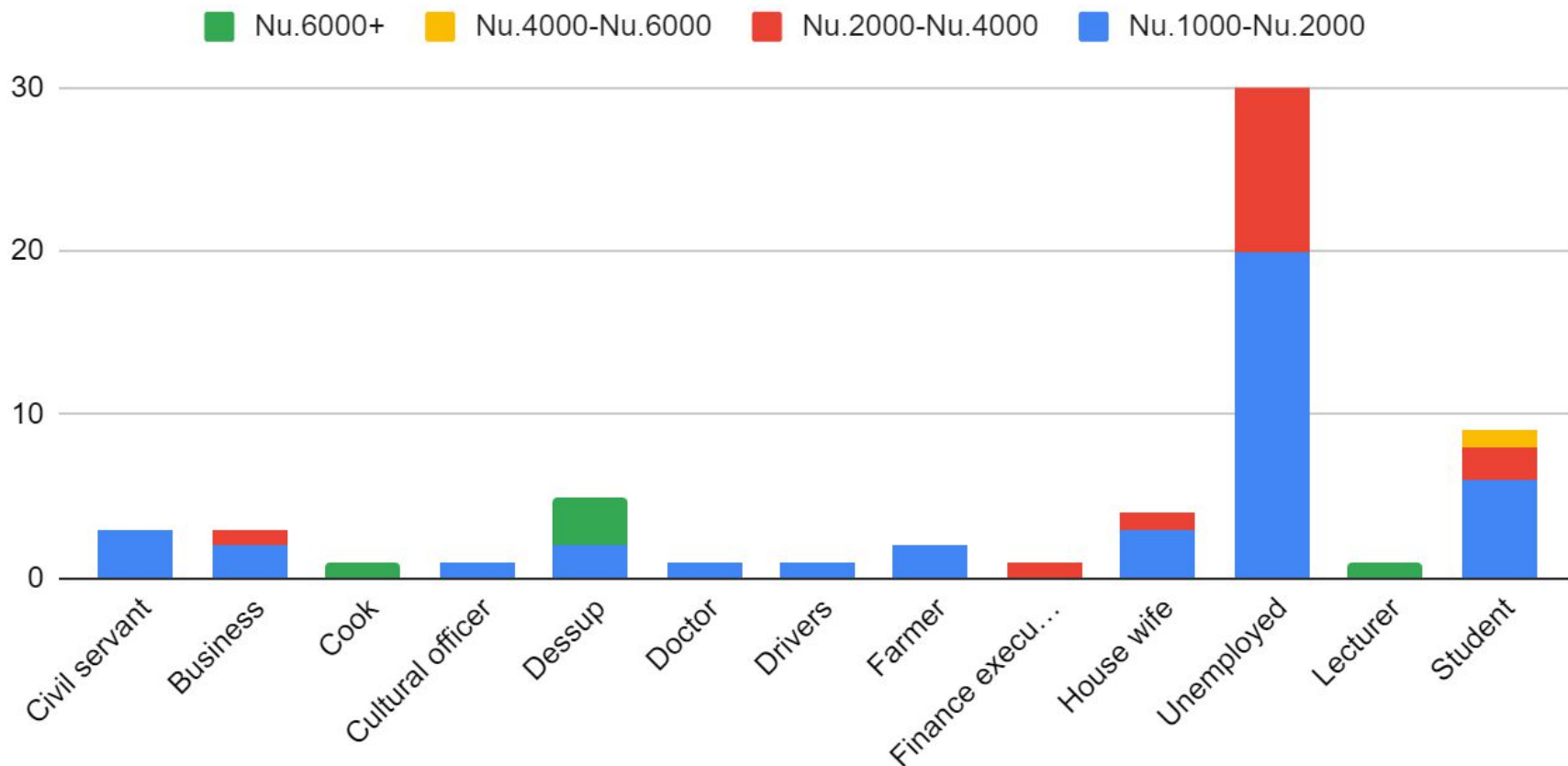
Female and Male



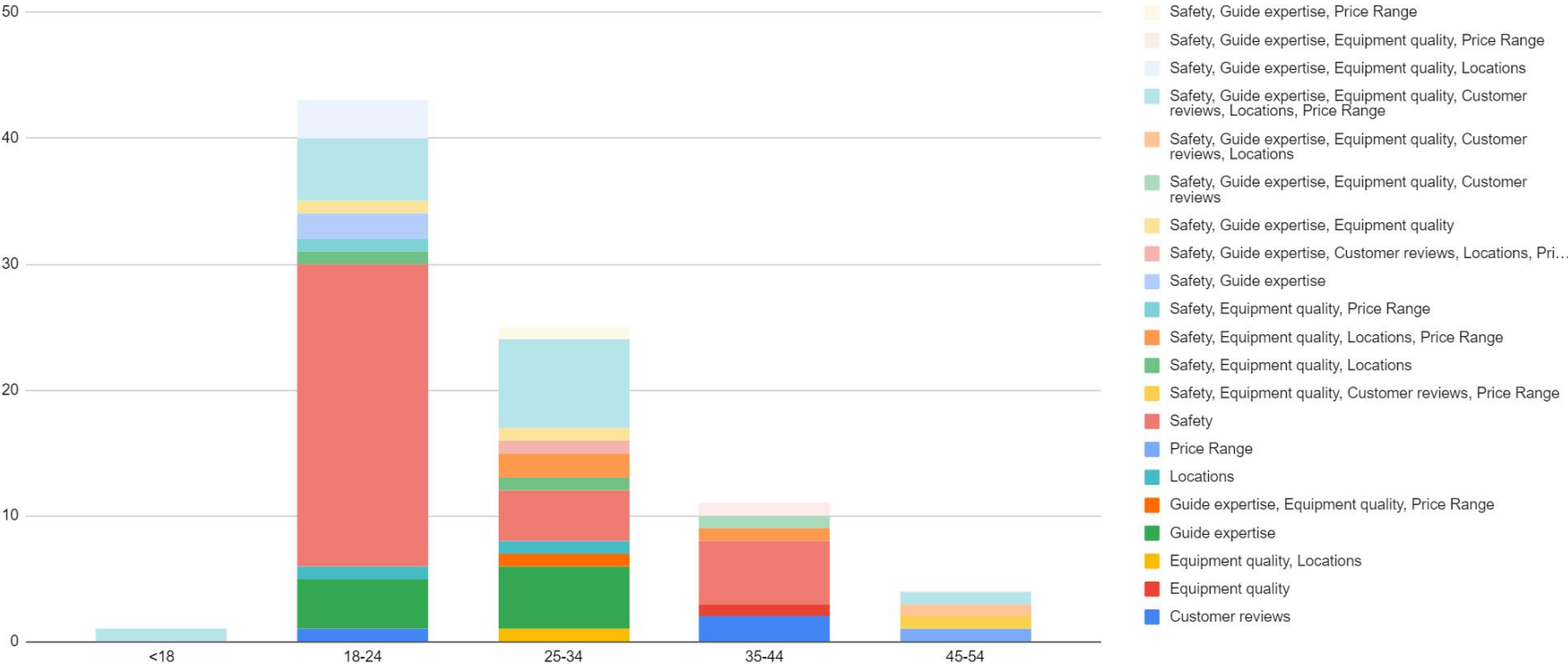
## Number of times user went for rafting



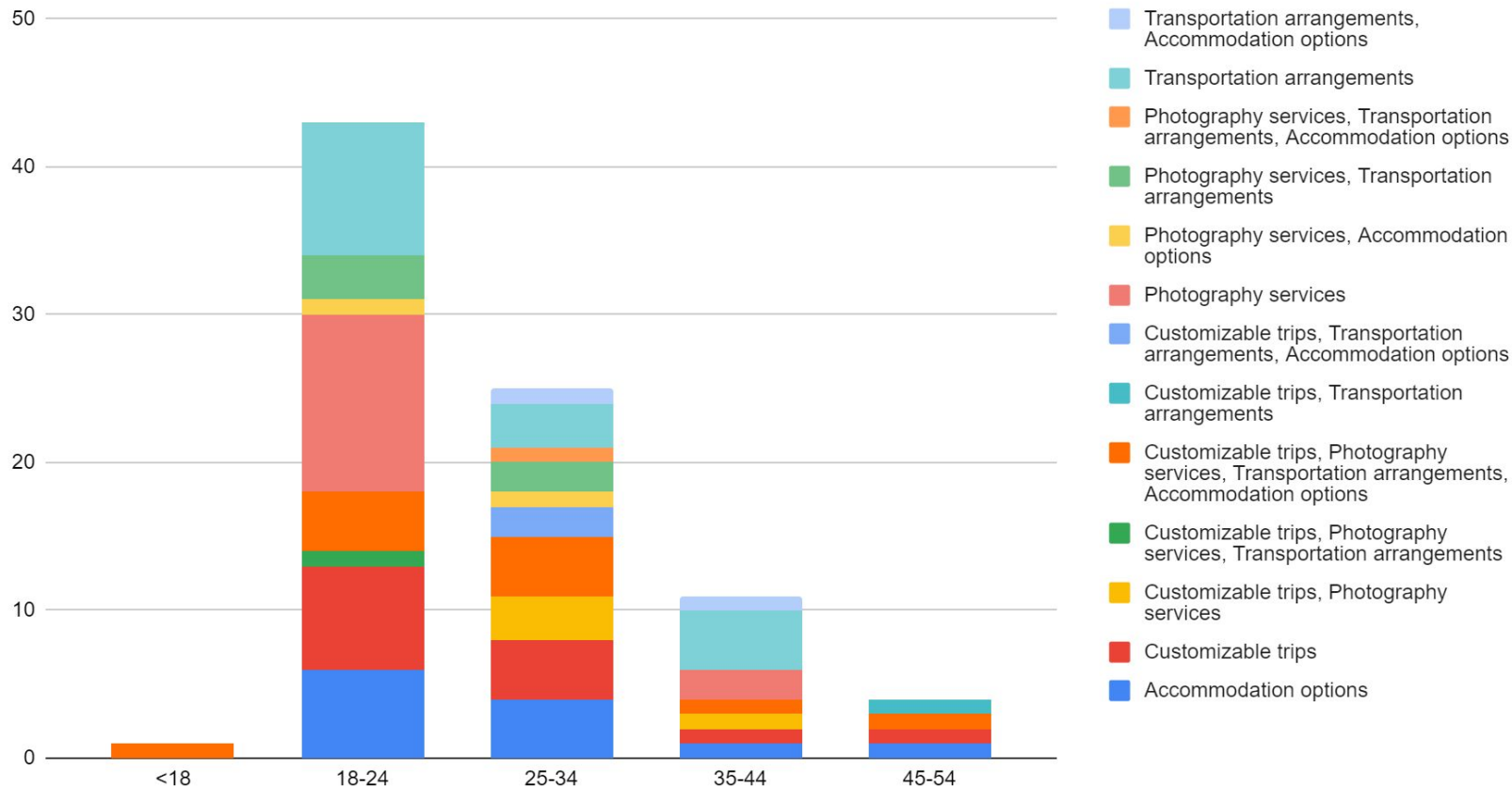
## Price range expectation from Target audience



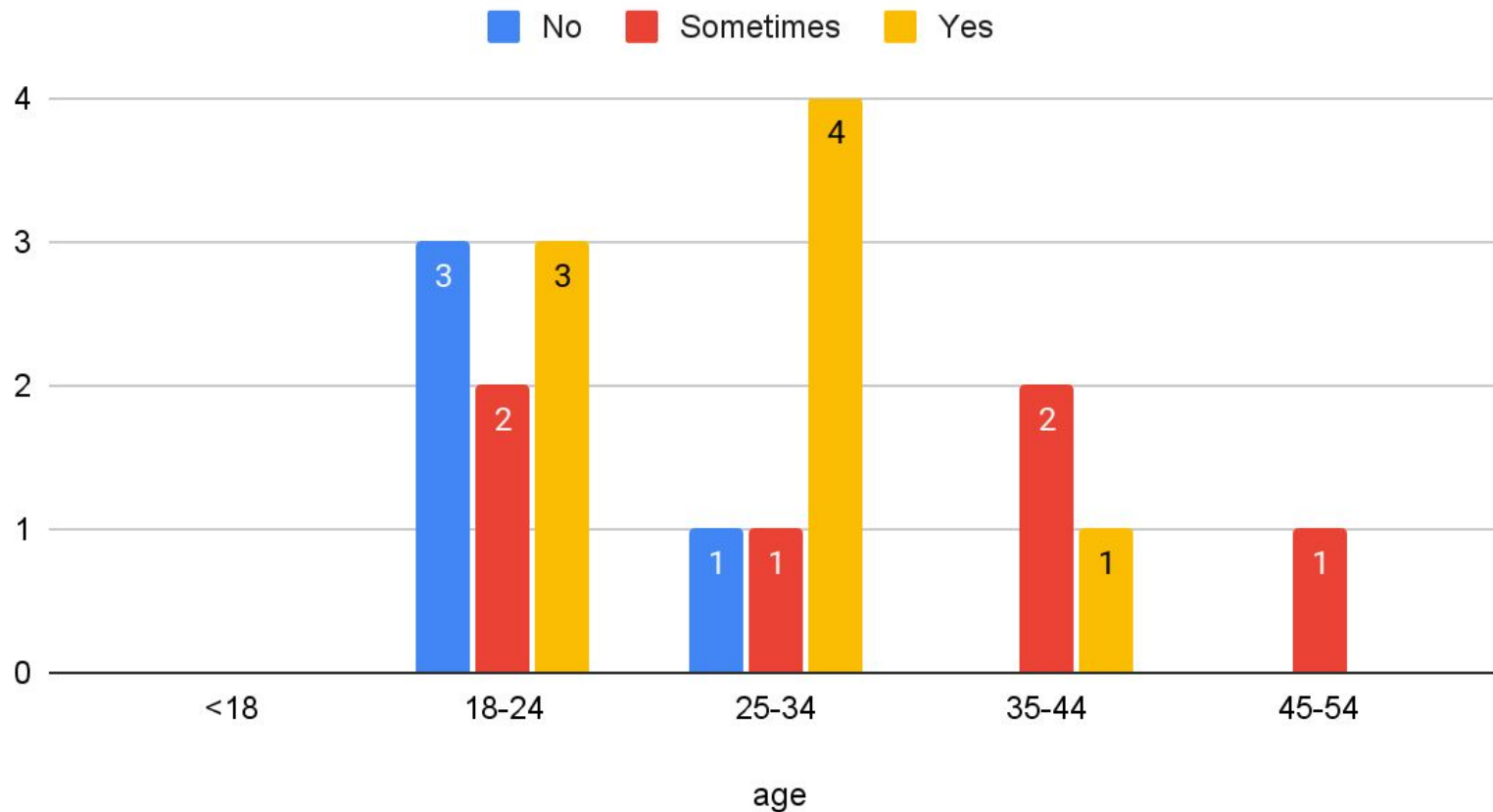
# Expectation and Preference of users



## Features user look for



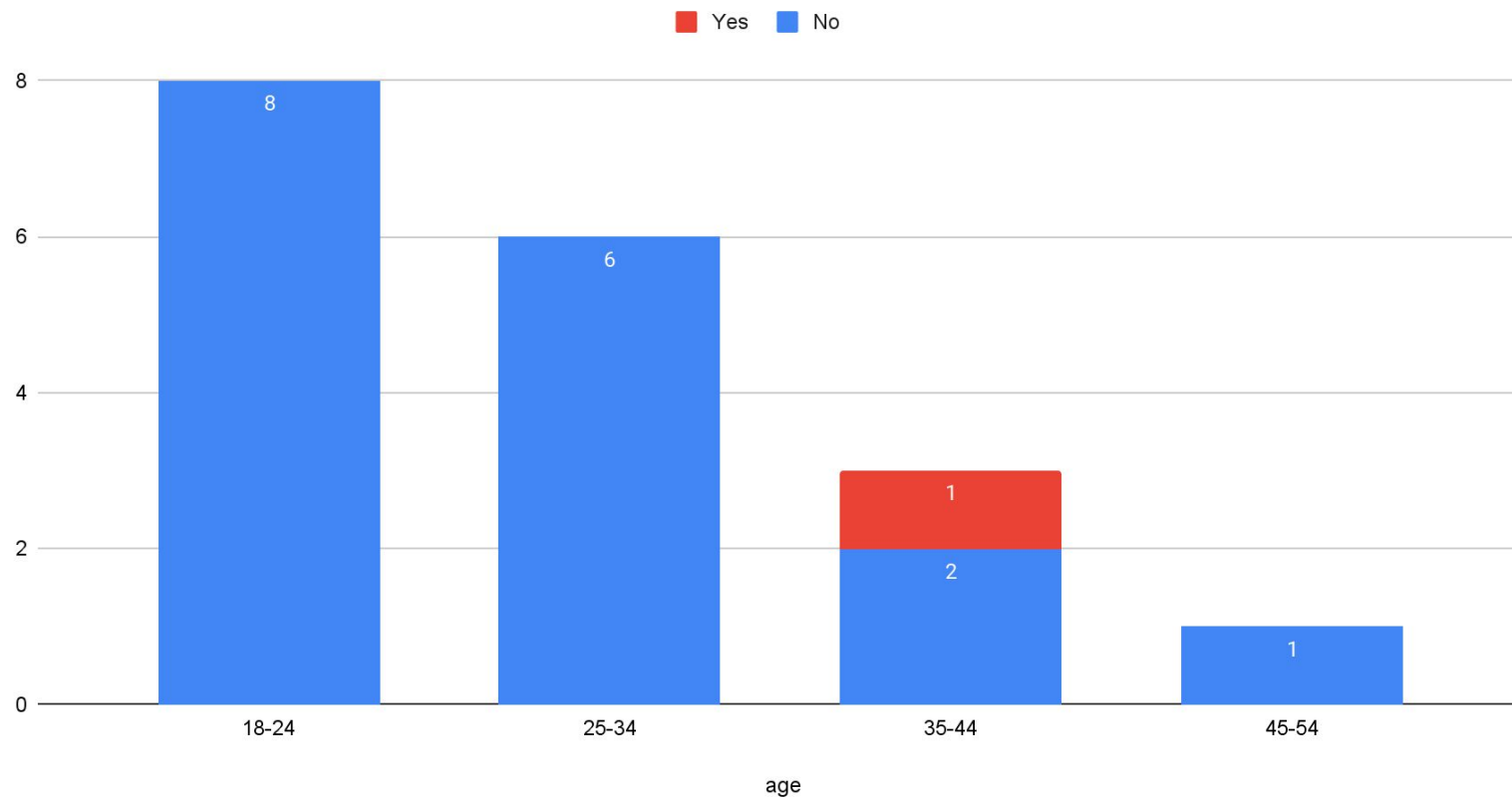
# Do company ask you for deposit



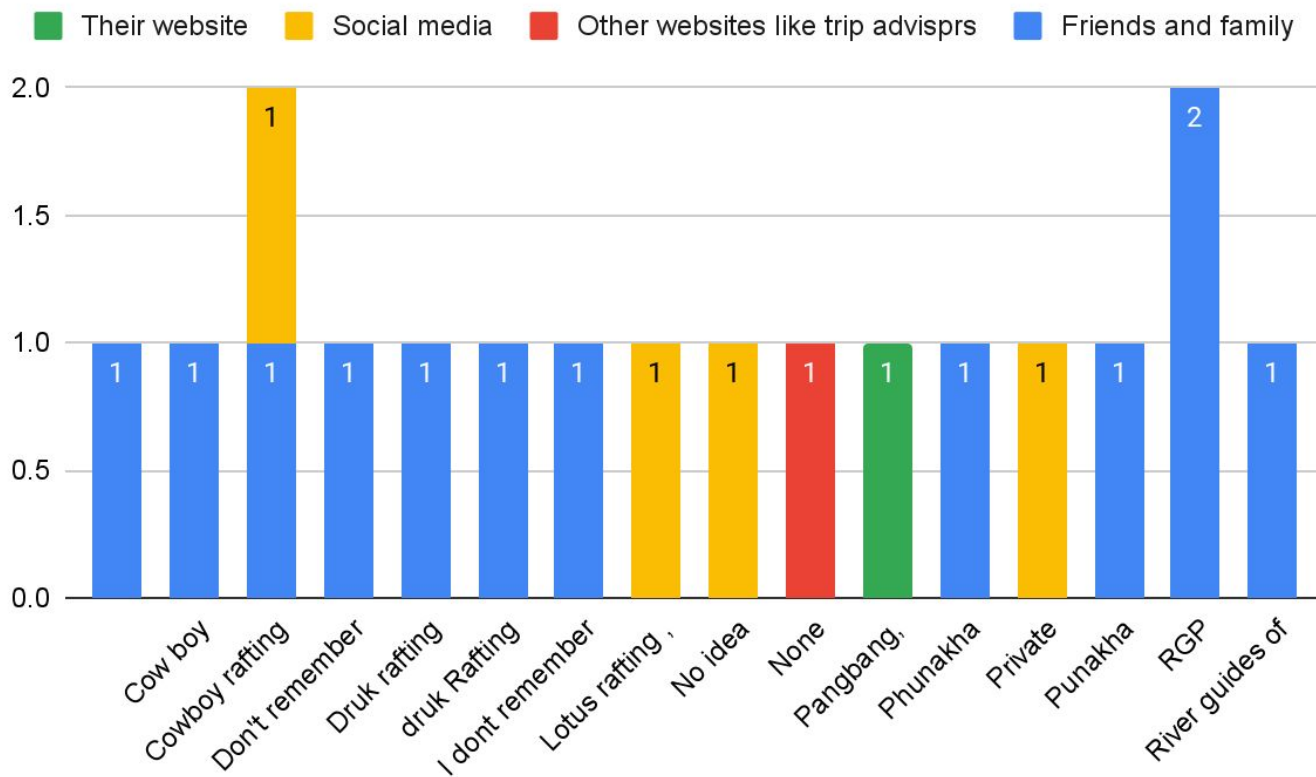


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**Did you ever face an incident where by the rafting service you booked was not available at the time you went for rafting?**



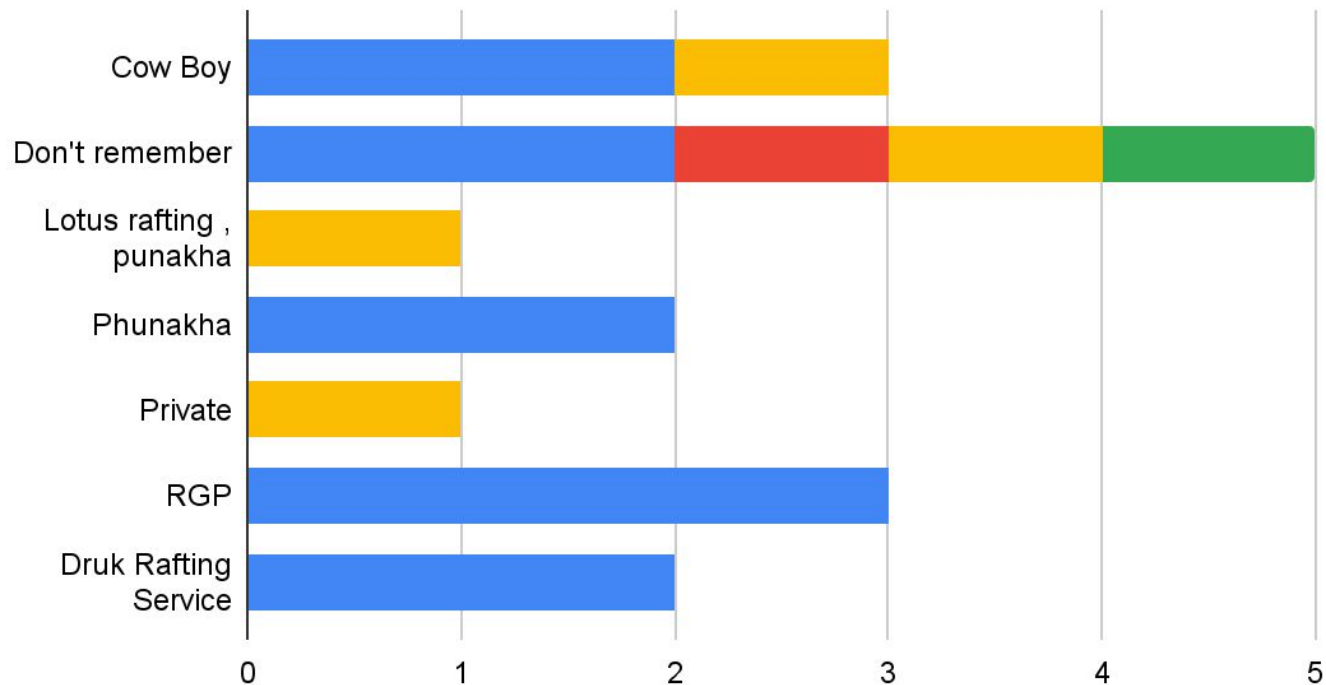
# How the users came to know about the company



# Rafting service used

Friends and family Other websites like trip advisprs Social media Their website

Which rafting service company did you avail for



# **Other User Research Results**

# Secondary Research

- **Earth Trekker** (*Blog website of family who travel around the world. They have 1.5 million visitor to their website each month*) **30 March 2024:**

**They have documented their white water rafting experience in Mochu in Bhutan. Their experience/feedback are positive.**

*“In conclusion, we all had a great time rafting in Punakha, and maybe next time, we could go on some more crazy rapids!”*

- **Kuensel (National newspaper of Bhutan) 12 April 2023:**

- Chenchho Dema | Punakha

*“Phochhu and Mochhu (Punakha), Amochhu (Chhukha), Pachhu (Paro), and Drangmechhu Zhemgang are among the best rafting spots in the country.”*

*“Currently, as per the commercial rafting licences issued, Punakha has five rafting operators, and one each in the other three dzongkhags—Paro, Zhemgang, and Chhukha.”*

*“Tenzin, a former tour guide and now a manager with Tall Pines Bhutan, said the rafting is picking up, especially among regional and international tourists. “We now do about seven trips a day.” “*

*“Tourists, regional and international pay Nu 10,000 per rafting trip. ”*

*“Prior to September 2018, the operation of river rafting was permitted in the Phochhu stretching from the Samdingkha bridge to the confluence of the Punatsangchhu. “However, the distance for rafting was shortened to ensure that it does not reach the dzong, as the dzong falls under the core area of the Punakha Dzong Management Plan,” said an official from DoT. On the Mochhu side, rafting stretches from Yoebisa bridge to Zomlingthangon the right side of the Punakha Dzong.”*

- **UNDP Bhutan (15 March 2024):**

## **Towards making Bhutan a rafting destination**

Ten local rafting guides underwent intensive training held in Punakha from 4<sup>th</sup> to 15<sup>th</sup> of March 2024. Of the ten, eight of them received international certification with International River Guide Training (IRGT) and Rescue 3 International.

The training program was led by the Department of Tourism and UNDP in partnership with XPLORE Bhutan, Lotus Rafting Company, and Adventure Consultancy, a UK-based firm that specializes in professional adventure training.



The training is part of efforts to boost eco-tourism in Bhutan. The country's pristine rivers offer one of the best white river rafting experiences in the world.

It aligns with one of Bhutan's four BIOFIN Finance Solutions (FS) launched in 2023 in partnership with UNDP. The solution, implemented in partnership with the Department of Tourism and Department of Forests and Park Services, seeks to increase revenues from ecotourism fees from protected areas and outside protected areas.

The long-term goal is to institutionalize global certification for the river ecotourism industry at the national level.

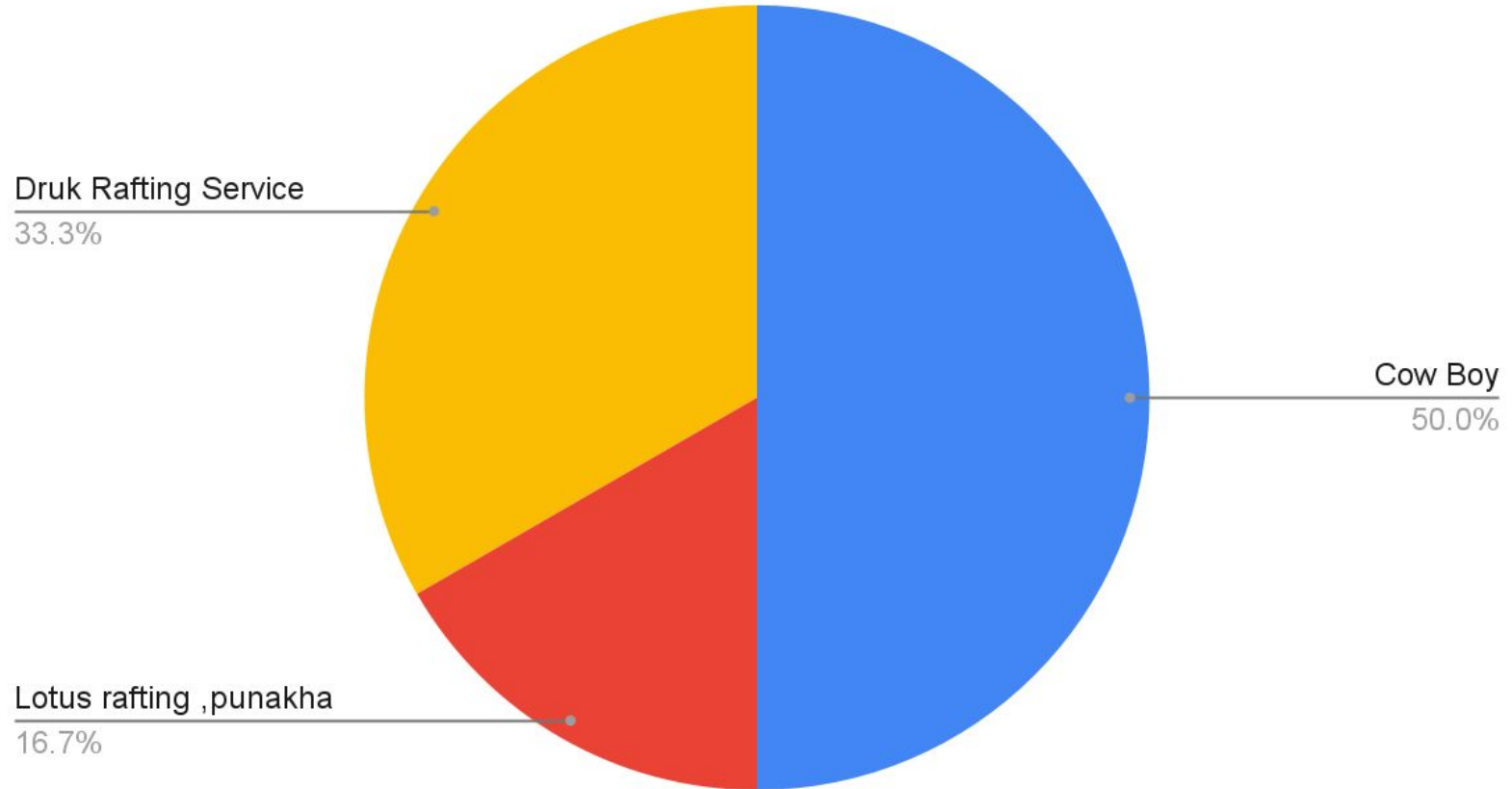
# Persona

# **Conclusions and Recommendations**

## Conclusion:

- From the data collected we found that most of our potential users belongs to age group of 18-34.
- Only around 8% of the user are not comfortable using technology for research and booking service.
- While the maximum users who go rafting belongs to age group of 18-34 who are mostly unemployed, they only avail the service once.
- While the users group who belong to age group of more than 35 avail the service 2 or more times in a year.

## Company market share in Punakha



## Limitation:

- We couldn't get enough number of response from our target audience to get the full data or solidify our findings. Example: Market Shares.
- We were not able to capture wide range of target audience like guide and tourist.
- We need to collect data from the target audience that were not covered properly in survey; tourist and guide.
- We need to interview our target audience to validate our findings.

## Recommendation:

- Since large number of target audience belongs to age range of 18-34, we should promote the service more at places like colleges.
- We should feature services like photography and transportation service in website.
- Create a proper payment method.