**Whitewater Rafting Site Plan**

**Purpose**  
To develop an engaging and intuitive online platform that captures the excitement of whitewater rafting and makes it easy for customers to explore, plan, and book their adventures. The goal is to highlight rafting as a thrilling, family-friendly experience, inviting users to immerse themselves in the fun, create unforgettable memories, and share the adventure with loved ones.

**Goals**

• **Attract More Customers Online**: Boost the visibility on search engines and social media to reach adventure-seekers actively looking for outdoor experiences.  
• **Showcase the Rafting Experience**: Use captivating images, action-packed videos, and real customer stories to bring the thrill of whitewater rafting to life.  
• **Make Planning Easy**: Give visitors everything they need, trip options, pricing, safety tips, and policies, in a clear, user-friendly format.  
• **Build a Loyal Community**: Connect with past and future rafters through social media, encourage reviews, and highlight the guides to create trust and connection.  
• **Turn Visits into Bookings**: Use exclusive promotions, seasonal discounts, and loyalty rewards to convert site visitors into paying customers.

**Target Audience**

This website is designed to attract and serve a wide range of adventure-minded individuals who are actively seeking memorable outdoor experiences. Our primary audience includes thrill-seekers, nature lovers, and outdoor enthusiasts of all ages—ranging from first-time rafters to seasoned adventurers, as well as families looking for fun group outings and corporate teams seeking team-building activities.

These users are typically energetic, experience-driven, and eager to connect with nature while pushing their limits. Many are searching for exciting, safe, and well-organized rafting experiences, and they expect clear answers to common questions such as trip difficulty, what to bring, age requirements, and safety protocols. They also value the ability to customize their trip, read real customer reviews, and view high-quality visuals before booking.

To meet these needs, the site will provide:

* Clear descriptions of trip levels and what to expect
* Testimonials and ratings from past rafters
* Information on safety equipment and family-friendly options
* Private and group booking choices
* Suggestions for nearby attractions and activities
* Engaging photos and videos that reflect the true adventure
* Full mobile compatibility for easy access on phones and tablets

This focused content strategy ensures we connect directly with the expectations and desires of our audience, making the site both informative and inspiring.

Map

Branding

Logo

Colour palette

URL: <https://coolors.co/b3001b-fbf2c0-0496ff-003d5b>

A screenshot of a computer screen

AI-generated content may be incorrect.

Primary Colour: B3001B

Secondary Colour: FBF2C0

Accent1 Colour: 0496FF

Accent2 Colour: 003DFB

Typography

# Heading-Font: **Anton**

# Text-Font: Montserrat