# Poster info

* Intro/summary (where does this go?)
* Strat canvas (how detailed?)
* Data on size of sector (px or operators or both)

BC has the largest number of Sea Kayak operators compared to any other province or territory in Canada. This is for several reasons from the environment, to the marine life, to the fact that British Colombia already has a booming eco-tourism industry.

* Conclusion (so what?)
* Key references (fine print)

Kayakers: who goes

* Sex
* Age

One study stating that just over 150,000 Canadians go sea kayaking (Destination BC, 2005).

People who go sea kayaking will routinely choose other types of soft adventures such as hiking or canoeing

The more popular ages of sea kayakers range from their late twenties to early fifties, any age older or younger is unlikely to seek out sea kayaking adventures

Product offering:

The average product for a sea kayaking operator in Canada includes a guided tour of a natural environment and supplies the customer with a boat and all its safety equipment along with a qualified guide. Meals are generally included and if it is a multiday trip there is accommodation but a flight to where the tour is held is not included and is up to the customer to find and book. Partner relationships such as working with an airline are not super common, but some operators do work with local hotels during the trip provided to be used as the nightly accommodations. Some operators are high class and fancy operator that offers meals, and accommodations which includes hot tubs and showers as well as glamping accommodations. While there are operators that offer sea kayaking with all the fixing there are also other operators that offer an hour-long sea kayak tour and that is all.

Key selling points for this sector are the natural environment of the destination and marine life of the area. The standard sea kayaking customer is choosing its tour not only based on the activity but primarily because of the location. Operators take advantage of this knowledge by highlighting the environment and it what it has to offer in their marketing of their operations.

All in all, the sea kayak industry in Canada is run by many small mom & pop operators offer similar products in a monopolistic competition. These operators set themselves apart in many ways such as luxury, travel options, and accessibility. The other all leaders in this industry set themselves apart by offering high quality sea kayaking experiences in beautiful destinations and market themselves by promoting the environment aspects.

The busy time for this seasonal operation is the summer months; May, June, July, August, and September.

Only one third of companies offer only Sea kayaking expeditions according to a study done by Destination BC

Sea kayaking is popular among all Canadian provinces and territories but are especially popular in western and central Canada which is not a surprise when one looks at the environments of British Columbia and Ontario.

Factors for success

Growth:

entire tourism industry appears to be growing.

There is no single large goliath company that runs the sea kayaking industry in North America instead this industry is driven by small, local companies that work with the communities of the region.

Marketing:

Major competition for the Canadian operators comes from elsewhere in the world. Now Canada is known for its paddling but since the average sea kayak customer is considerably well off, traveling outside of the country for a sea kayak trip is not out of the question

Destination is the biggest motivator when it comes to choosing a sea kayaking trip and is more than often chosen in advance as part of their vacation, as it is not really a spur of the moment choice for most people. Companies capitalize on customers destination desire by focusing guided tours based on the environment and culture of the destination. Sea kayaking is considered as a soft adventure type of tourism which means that although it is still adventurous it is considerably calmer than that of whitewater rafting of skydiving.

Future: