



## **Paddling Survey Report**

**2010**

## Management Summary

### Methodology

An online survey carried out between 4<sup>th</sup> March and 13<sup>th</sup> November 2009 with users of the websites canoeni.com and cani.org.uk. The analysis is based on a sample of 478 respondents

### Respondent's Profile

Respondents tend to be:

- male (73%)
- in the younger age groups (over 50% between 26-45)
- over half of the sample was Northern Irish, the other half was mainly from the rest of the UK (26%) or from the Republic of Ireland (17%).

### Paddling Trip

	Out of State Paddlers (Outside Northern Ireland)	Northern Irish Paddlers									
<b>Length of trip</b>	37% take short breaks 40% holidays	73% take day trips									
<b>Average Spend</b>	<table border="0"> <tr> <td><b>Day trip</b></td> <td>£95</td> </tr> <tr> <td><b>Short break</b></td> <td>£153</td> </tr> <tr> <td><b>Holiday</b></td> <td>£342</td> </tr> </table>	<b>Day trip</b>	£95	<b>Short break</b>	£153	<b>Holiday</b>	£342	<table border="0"> <tr> <td>£25</td> </tr> <tr> <td>£157</td> </tr> <tr> <td>N/A</td> </tr> </table>	£25	£157	N/A
<b>Day trip</b>	£95										
<b>Short break</b>	£153										
<b>Holiday</b>	£342										
£25											
£157											
N/A											
<b>Companion</b>	35% paddle with Friends 19% with canoe club	36% paddle with Friends 22% with Family members									
<b>Type of paddling preferred</b>	<table border="0"> <tr><td>1. Flat water</td></tr> <tr><td>2. White water</td></tr> <tr><td>3. Surf</td></tr> </table>	1. Flat water	2. White water	3. Surf	<table border="0"> <tr><td>1. Flat Water</td></tr> <tr><td>2. Sea</td></tr> <tr><td>3. White Water</td></tr> </table>	1. Flat Water	2. Sea	3. White Water			
1. Flat water											
2. White water											
3. Surf											
1. Flat Water											
2. Sea											
3. White Water											
<b>Most Used Paddling Locations</b>	Flat Water/CAAN Canoe Trails: Lough Erne, Lower Bann White Water: Upper Bann, River Blackwater Sea: Belfast Lough, Strangford to Newcastle Surf: White Rocks, Port Ballintrae										
<b>Level of Satisfaction with canoeing in NI</b>	On a 1-5 scale, where 1=poor 5= excellent 3.7 = good										
<b>Future Paddling Plans</b>	99% of respondents plan to paddle once more in Northern Ireland 41% plan to paddle on flat water, 27% on sea										

### CAAN Canoe Trails

- Most popular trails are Lough Erne and Lower Bann
- All trails are mostly used for day trips, except Lough Erne (approx. 50% stays over night)
- Since the development of the trails
  - nearly 50% said they visit the area more often as a result of the trail
  - 85% said that it enhanced their experience of the area
  - 63% used the official Canoe Trail Guides
  - 91% are keen to use the trail again

### CANI Members

- 22% of all respondents from Northern Ireland were either member of CANI or a CANI Club
- Three-quarters are male
- 44% are between 26-45 years of age
- Members suggest that CANI should make most improvements on “Courses and Information”.
- 81% of members were aware of the CANI website

### Paddling Information

- The main source of paddling information is the internet
- Most popular websites are canoeni.com, discovernorthernireland.com and cani.org.uk
- Word of Mouth is the second most important source for paddling information
- The official Canoe Trail Guides and Canoe Brochure are also well used

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# Introduction

## Background

Northern Ireland is known to be an excellent canoeing destination for paddlers with over 50 identified locations across the country used for various disciplines within canoeing. The activity of canoeing experienced a dramatic increase in the number of participants according to a research report on “Trends in Outdoor Recreation (1995-2008)” published by Countryside Access and Activities Network (CAAN) in 2009. The report indicates that the number of participants tripled from 772 to 2600 during the research period. There is also anecdotal evidence that in recent year there has been an increase in tourist participation levels, which is thought to be in response to the development of 5 new Canoe Trails by CAAN.

In November 2007, aligned with the development of the canoe trails, CAAN launched the website canoeni.com, with the aim of becoming the definitive source of paddling information for Northern Ireland.

Whilst these recent developments in canoeing in Northern Ireland have been very positive and reassuring for all bodies involved in canoeing, there has been very little information collated directly from the canoeists to date. It is important to do primary research with paddlers to help shape the product development and marketing strategies.

The need for information on paddlers has been recognised by CAAN, the Departure of Culture and Leisure (DCAL) and the Canoe Association Northern Ireland (CANI). For this reason CAAN was commissioned to undertake a survey to assess the consumer behaviour, and the volume and value of the sport.

## Objectives

The research aims to provide comprehensive information on paddling that takes place on Northern Ireland’s waters and on people who participate in paddling.

The aims of the project include

- to be able to estimate the volume and value of canoeing in Northern Ireland
- to gain a higher level of understanding of paddlers’ profile and behaviour
- to gather information on paddlers perception of CANI
- to assess the impact of the development of the 5 Canoe Trails and CAAN’s marketing activity.

### Methodology

Field research in the paddling context would have proven difficult as well as time consuming. Therefore in order to meet the aims and objectives of the project, an online survey was the most appropriate methodology.

The survey was made accessible on two canoeing websites canoeni.com and cani.com for the most of the canoeing season of 2009. It went 'live' on March 4<sup>th</sup> 2009 and ceased on November 13<sup>th</sup> 2009. However, responses were received exclusively from canoeni.com visitors.

In order to increase awareness and participation level of the questionnaire, two e-zines were sent out to registered customers of the website canoeni.com, and participation was incentivised by a competition: on completion respondents were entered into a prize draw to win canoeing equipment, courtesy of I-Canoe.

The canoeni.com e-zine is sent out to 1974 people from Northern Ireland and elsewhere of which 478 people (25%) filled out the questionnaire. (A copy of the questionnaire and table of results can be found in the Appendices.)

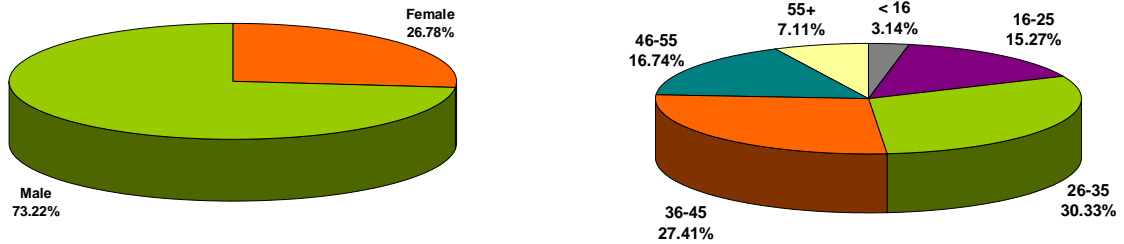
The findings of the survey presented in this report are structured the following way:

- Profile of Respondents
- Paddling Trip and Experience
- CAAN Canoe Trails
- CANI Membership
- Paddling Information

## Profile of Respondents

Of those who responded to the questionnaire over two-thirds were male. The majority of were within the age group of 25-45 year olds (57%).

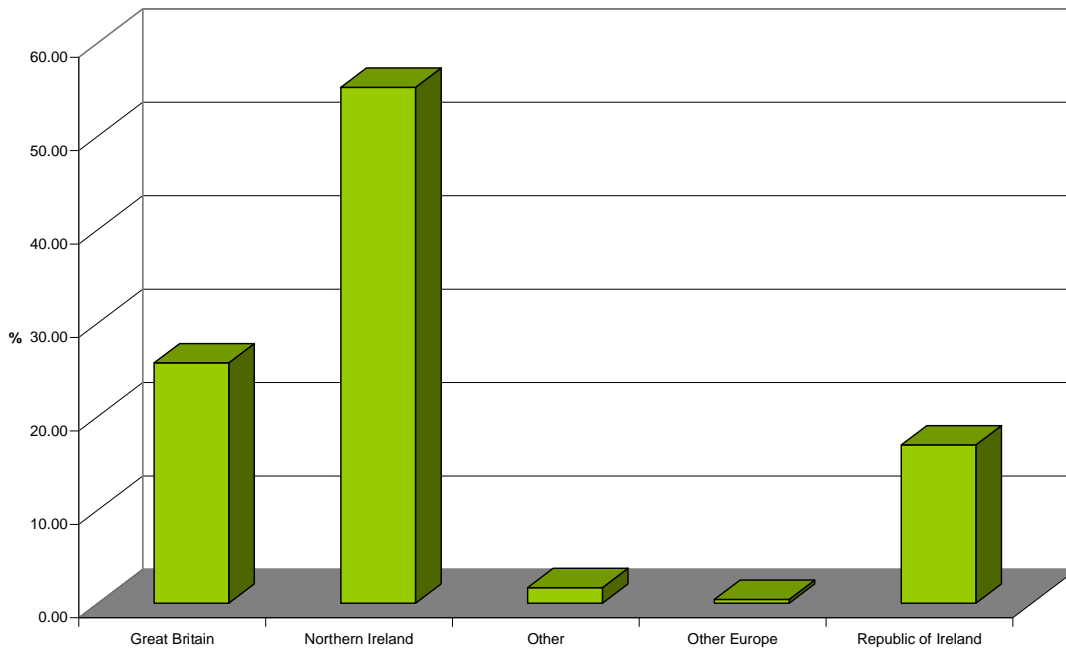
**Figure 1 - Profile of Respondents – Gender and Age**



- 1) Question in survey: What is your gender? – What age band are you in?
- 2) n=478

In terms of place of residence, around 55% of all respondents came from Northern Ireland. Over a quarter (26%) lived in Great Britain and 17% in the Republic of Ireland. A further 2% stated to live outside of the British Isles, e.g. in Canada, Australia, United States, Germany and Italy.

**Figure 2 – Place of residence of Respondents**



- 1) Question in Survey: Where is your place of residence?
- 2) n=478



## Paddling Trip and Experience

In this section respondents were asked to give details on their trip, ie

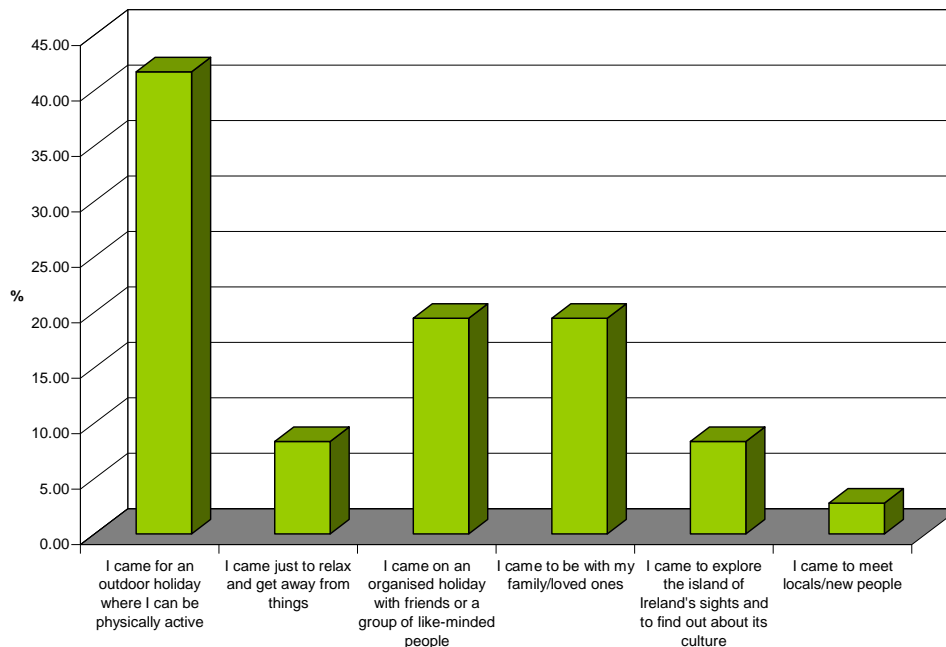
- whether it included paddling
- reason behind their choice of paddling destination
- who accompanied them on their trip
- length of paddling trip
- average spend on trip
- location
- satisfaction with various aspects of canoeing
- future paddling plans

Naturally in some cases questions had to be addressed separately to out of state respondents and to respondents from Northern Ireland. However when same question was asked regardless of place of residence results are presented together.

### Purpose of Visit to Northern Ireland by Out of State Visitors

The majority of the out of state respondents (42%) stated that their main purpose to visit Northern Ireland was to have an outdoor holiday where they can be physically active. Another popular reason for coming to Northern Ireland was either to participate in an organised holiday (19%) or to visit friends or family (19%).

**Figure 3 – Main Purpose to visit Northern Ireland**



- 1) Question in Survey: What was the main purpose of your visit
- 2) n=36

On the question of whether out of state respondents have been on holiday in Northern Ireland where they took part in canoeing 35 people answered affirmatively which is 16% of all out of state respondents.

For the reasons to choose Northern Ireland as canoeing destination three main reasons were given:

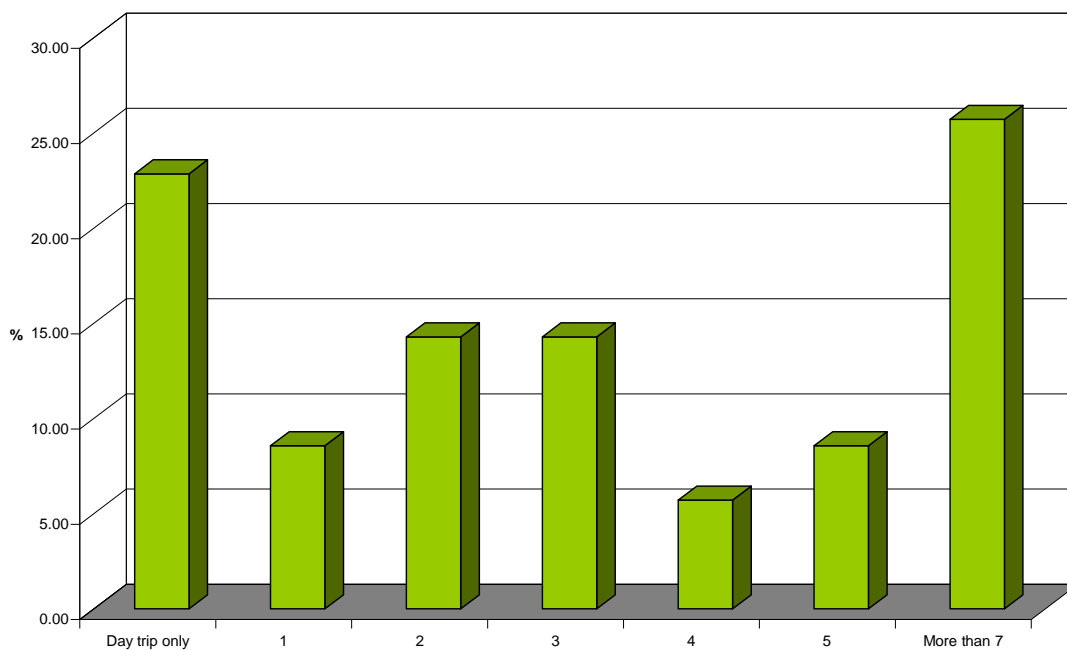
- Excellent canoeing facilities
- Family or friends are living in Northern Ireland
- Canoeing Competition

### Length and frequency of paddling trips

#### Out of state

In terms of the length of stay in Northern Ireland two-third of the out of stay respondents stated to have taken either short breaks (up to 3 nights 37%) or longer holidays (more than 3 nights 40%). There is a clear correlation between length of stay and place of residence. The vast majority of visitors from the Republic of Ireland chose to take a short break whilst those from Great Britain and elsewhere stayed longer in the country.

Figure 4 – Number of nights spent in Northern Ireland

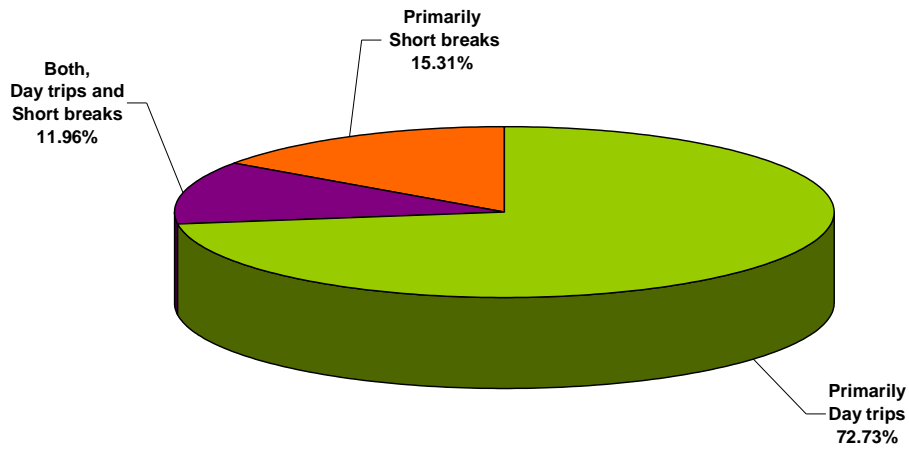


- 1) Question in Survey: How many nights did you spend in Northern Ireland
- 2) n=35

#### Northern Ireland

The majority of the Northern Irish paddlers (73%) tend to take day trips rather than short breaks.

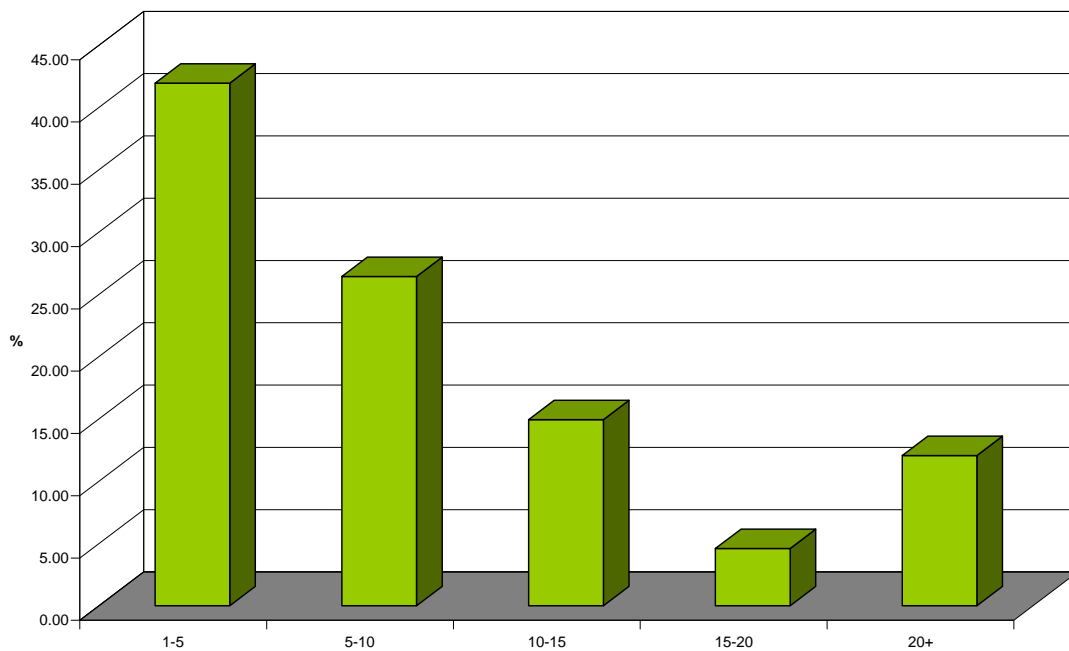
**Figure 5 – Paddling trip – Day Trip or Short Break**



- 1) Question in Survey: On average do you tend to take part in a paddling trip as a day trip or short break?
- 2) n=209
- 3) multiple choice option

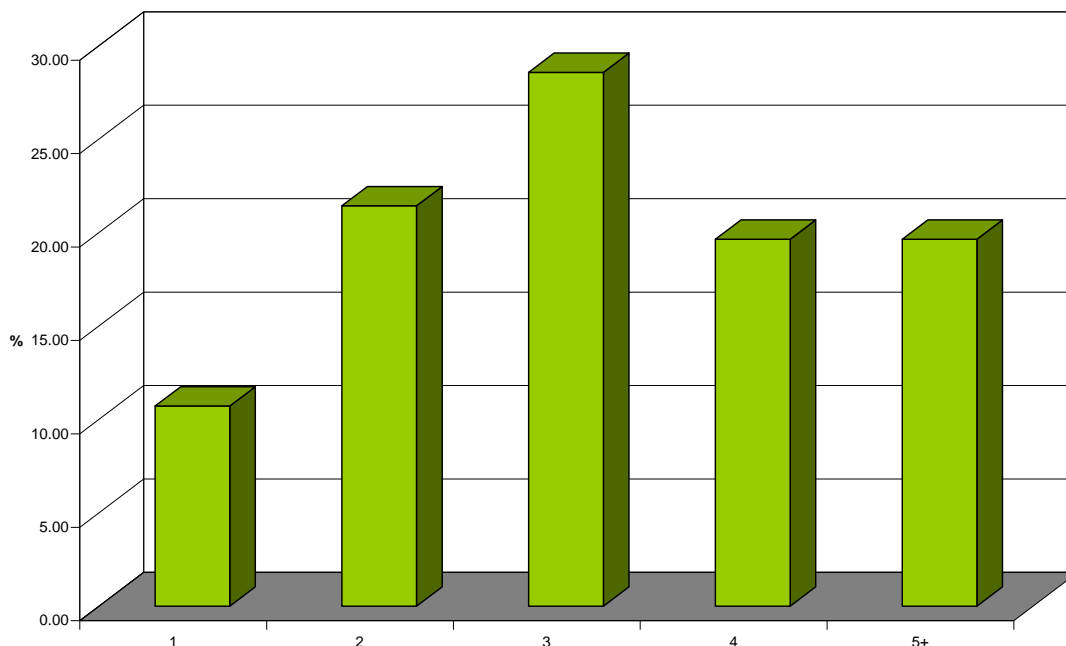
With regard to frequency of paddling trips, respondents from Northern Ireland tend to take on an average 8.5 day trips and 3.1 short breaks in a year.

**Figure 6 – Number of paddling day trips taken in a year**



- 1) Question in Survey: How many days do you take per year?
- 2) n=174

**Figure 7 – Number of paddling short breaks taken in a year**



- 1) Question in Survey: How many short breaks do you take per year?
- 2) n=56

## Expenditure on a paddling trip

**Table 1 – Average spend by type of trip<sup>1</sup>**

Length of stay	Average Spend	
	Out of State Visitors	Paddlers from Northern Ireland
Day trip	£95	£25
Short break	£153	£157
Holiday	£342	N/A
Average	£231	£58

### Out of State

During their stay in Northern Ireland out of state visitors spent £231 on average. This figure includes accommodation but excludes the cost of travel to Northern Ireland. The level of average spending increases in direct ratio with the length of stay as shown in **table** above.

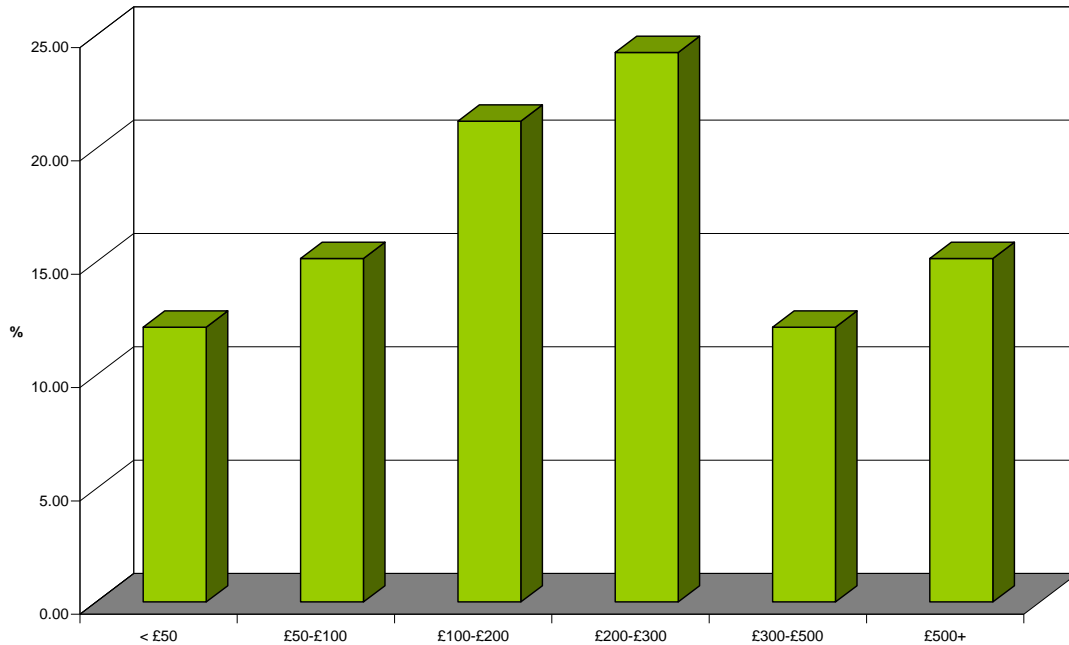
<sup>1</sup> In attempt to establish an average level of spending whilst on a paddling trip the following formula was used:

$$\frac{\text{total of average spend} \times \text{average number of day trips/short breaks}}{\text{number of respondents}}$$

**Northern Ireland**

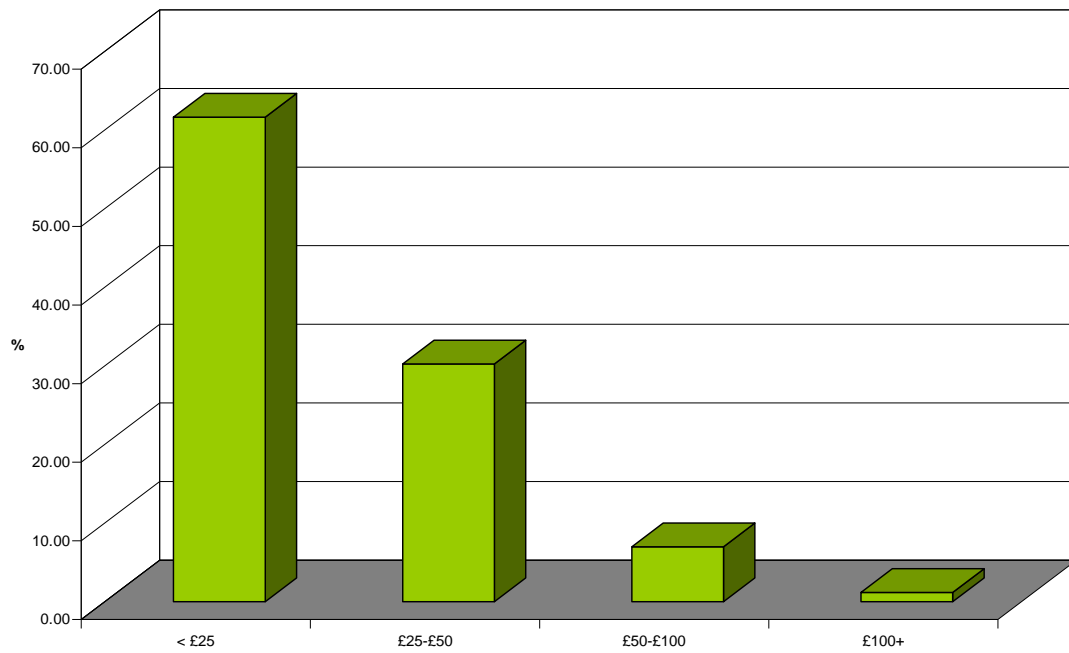
On average Northern Irish paddlers spend £58 which is considerably lower than the average spend by out of state visitors. The most significant difference in spend is on a day trip which can be explained with lower transport and subsistence costs for Northern Irish paddlers, as these day trips are likely to take place locally.

**Figure 8 – Money spent whilst in Northern Ireland**



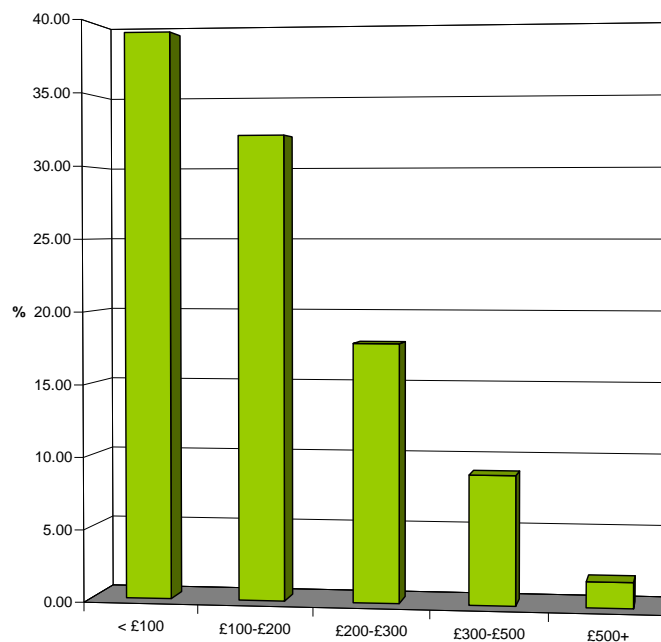
- 1) Question in Survey: How much money did you spend (including accommodation) in total during your stay in Northern Ireland (excluding costs to get to Northern Ireland)
- 2) n=33

**Figure 9 – Average money spent on a day trip**



- 1) Question in Survey: On average, for each day trip, how much money do you spend in total?
- 2) n=172

**Figure 10 – Average money spent on a short break**



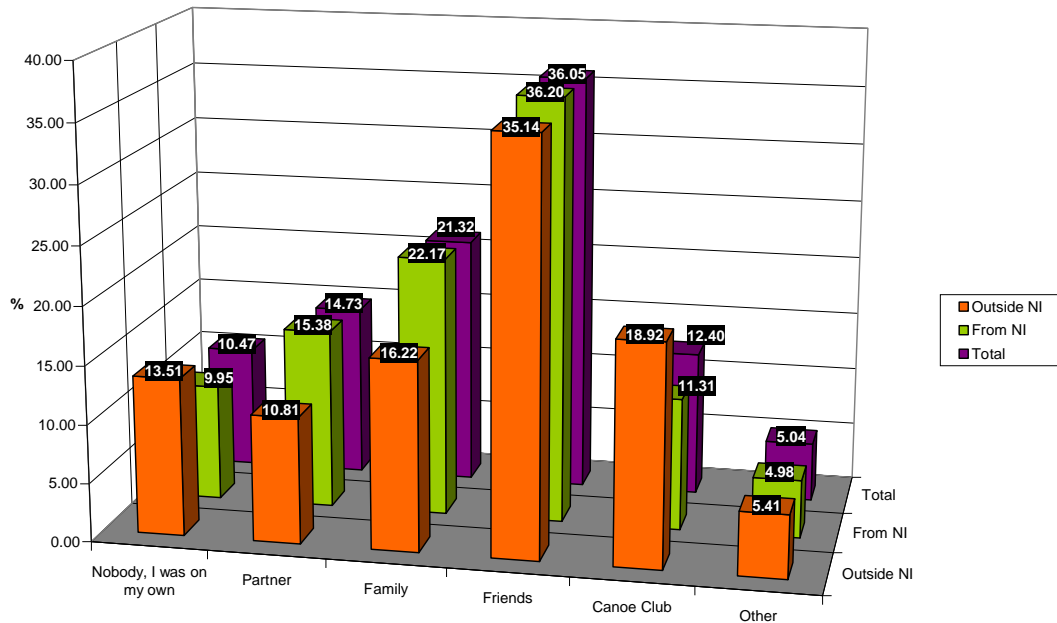
- 1) Question in Survey: On average, for each short break, how much money do you spend (including accommodation) in total?
- 2) N=56

## Companion on paddling trip

All respondents were asked who they were accompanied by on their paddling trip. Regardless of where respondents came, from the majority (over one-third) stated that they paddled with friends.

If not with their friends, out of state paddlers seem to prefer to go with a canoe club (19%), whilst the Northern Irish (22%) choose rather family members to accompany them on their trip.

Figure 11 – Company on paddling trip



- 1) Question in Survey: Who did you travel with?
- 2) n=25

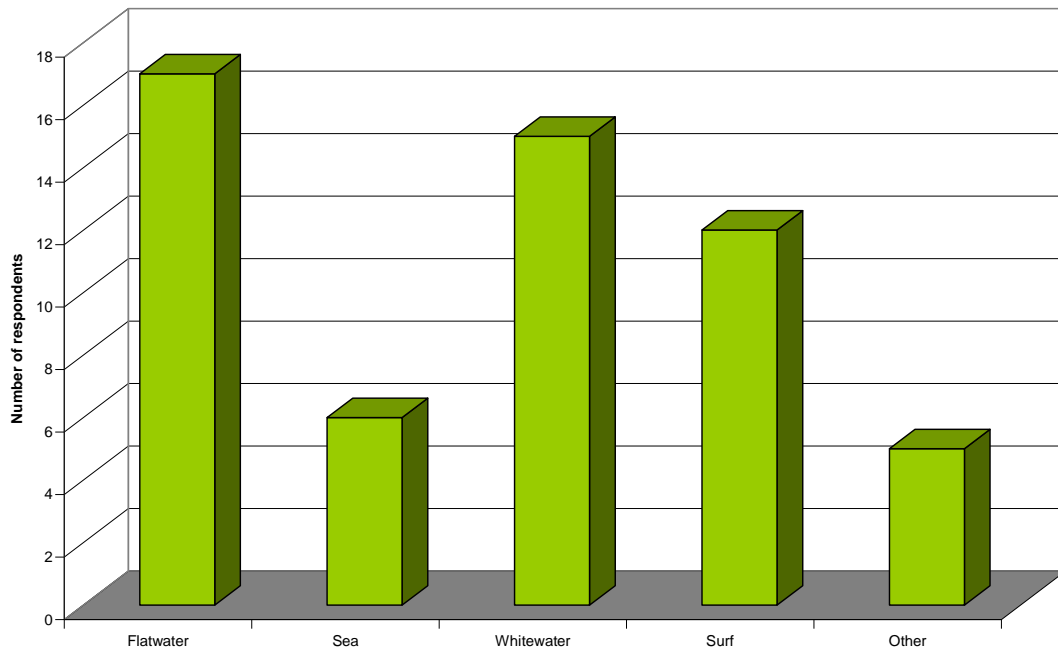
## Paddling Experience in Northern Ireland

The most popular discipline overall was flat water paddling. The second most preferred type was sea, with white water in third place.

Broken down by place of residence however the figures show a significant difference. Out of state paddlers rated white water and surf as their second and third most popular type of paddling. Sea paddling was only ranked fourth.

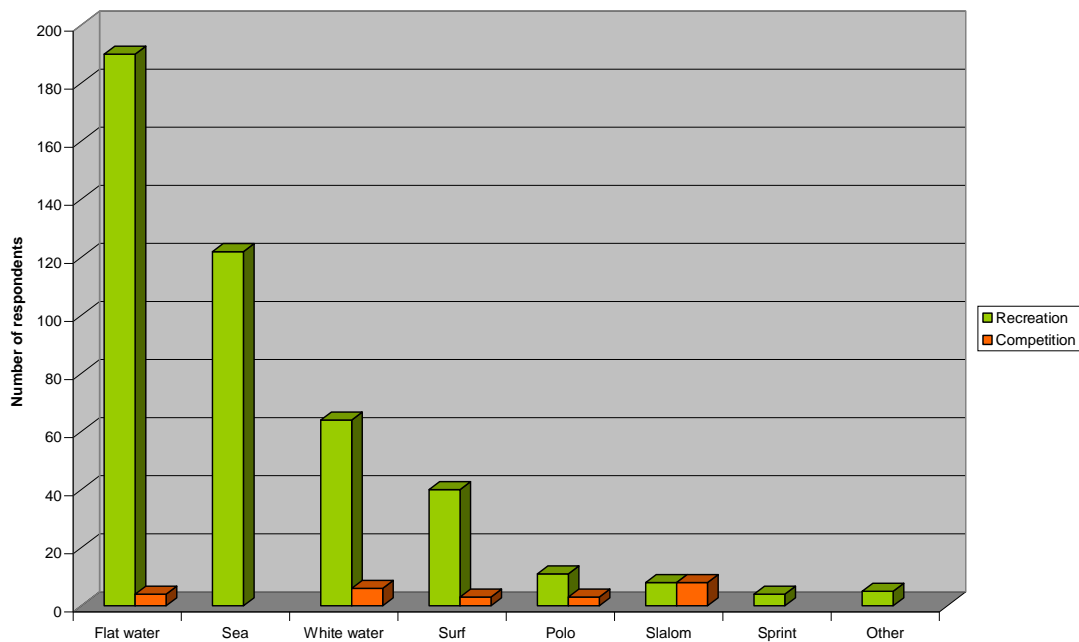
Respondents from Northern Ireland had more options to choose from in the questionnaire, such as polo, slalom, sprint and other. They were also asked whether they were taking part in competitions in any of the disciplines. None of the additional disciplines got a high response rate. With regard to competition, slalom had the strongest competitive element in proportion, however still on a quite low level in comparison to leisure paddling.

**Figure 12 – Type of paddling out of state respondents participated in whilst in Northern Ireland**



- 1) Question in Survey: Whilst in Northern Ireland what type of paddling did you participate in?
- 2) n=35
- 3) multiple choice option

**Figure 13 – Type of paddling respondents from Northern Ireland participated in**



- 1) Question in Survey: In Northern Ireland what type of recreational/competitive paddling do you participate in?
- 2) n=264
- 3) multiple choice option



### Where paddling takes place

Paddlers were also asked to state where in Northern Ireland did they paddle. Based on their responses following the map was created in ArcGIS, which shows the level of usage by respondents. The thicker the water feature line the higher the level of usage. (For exact numbers see Table 2)

#### Surfing

The most popular surfing destination was the North Coast, more specifically White Rocks with 26 responses and Port Ballintrae with 14 responses. Other well-liked beaches were Benone, Castle Rock and West Strand.

#### White water

Within white water destinations 33 people stated to have paddled on the Upper Bann and 18 on the Blackwater River. The Rivers Mourne, Six Mile Water, Owenkillew and Roe seem to be attractive paddling locations as well.

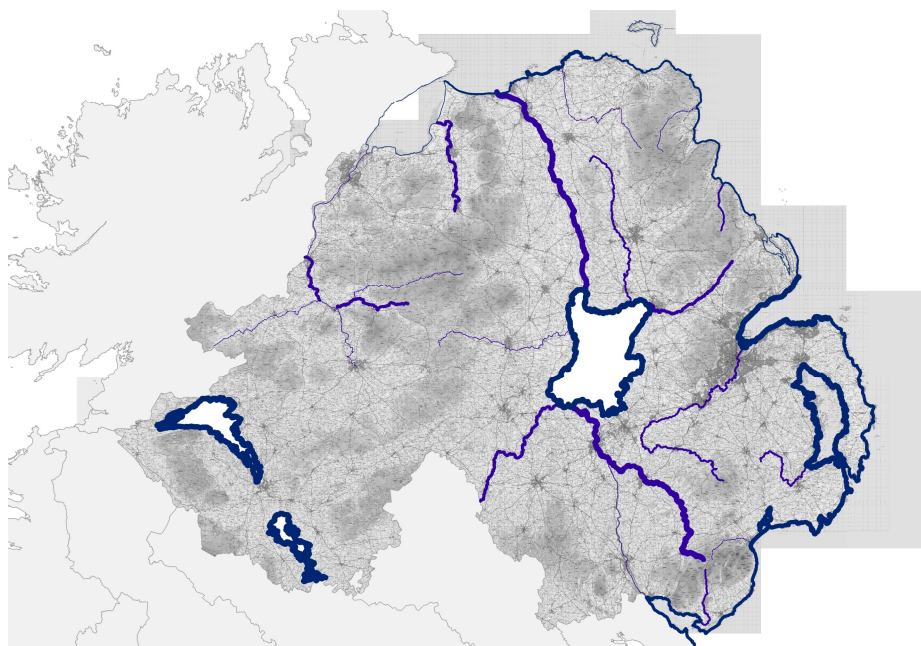
#### Sea

The sea stretches at Belfast Lough (33) and the between Strangford and Newcastle (25) are paddled the most by the respondents, closely followed by the sections from Portavogie to Strangford and Portrush to Dunseverick.

#### Flat water

Based on this research, the most paddled stretches of water in Northern Ireland seem to be the five Canoe Trails on the Lough Erne (57), Lower Bann (47), Strangford Lough (39), Lough Neagh (37) and Blackwater (36). This supports the statement that flat water paddling is chosen above all canoeing disciplines.

**Figure 14 – Map of Northern Ireland with paddling locations, where the width of the lines show the level of usage.**



**Table 2 – Locations respondents choose to paddle at**

Surf	Paddled
Benone	12
Castlerock	13
Portstewart Strand	3
Black Rock	6
West Strand	12
East Strand	10
White Rocks	26
Port Ballintrae	14
White Park Bay	6
Other Crawfordsburn, Bundoran, Bangor, Rossnowlagh, Donegal, Ballintoy, Ballycastle, From Ballintrae to Easkey	8

White Water	Paddled
River Roe	13
River Bush	4
Glendun River	2
River Main	8
Glenarm River	6
Six Mile Water	15
Annacloy River	9
Shimna River	3
White Water River	6
Upper Bann	33
River Blackwater	18
Ballinderry River	1
Ownekillow River	14
River Strule	2
Upper Derg	3
River Mourne	17
Glenelly River	
Other Boyne, Lagan, Ardeche Gorge, Benburb	8

Sea	Paddled
Lough Foyle	5
Downhill to Portrush	8
Portrush to Dunseverick	17
Rathlin Island	5
Ballycastle to Cushendall	8
Cushendall to Larne	6
Larne to Whitehead	8
Belfast Lough	33
Bangor to Portavogie	19
Portavogie to Strangford	11
Strangford to Newcastle	25
Newcastle to Killkeel	11
Carlingford Lough	11
Other Donegal (2), Ballywalter, Scotland, Strangford Lough, Copelands Islands	7

Flat Water	Paddled
Blackwater Canoe Trail	36
Lower Bann Canoe Trail	47
Lough Erne Canoe Trail	57
Lough Neagh Canoe Trail	37
Strangford Lough Canoe Trail	39
Quoile Estuary	9
Lough Macnean Upper and Lower	4
Other Castlewellan Lake (5), Lagan (10), Newry Canal (1), Caladonion Canal (1), Mulroy Bay Donegal (1), Lough Killyfole (2), Dun River (1), Lough Mucknoo (1), Donegal (1)	35

1) Question in Survey: Where did you paddle?

Additional options when ticked 'White Water' or 'Sea' as follows

White Water

Which section did you paddle?

Was the access to an adequate standard at start? Yes/No

Was the egress to an adequate standard at finish? Yes/No

Sea

Was there adequate access/egress available? Yes/No

(for detailed answers for above questions see appendix)

2) n=299

3) multiple choice option

## **Northern Ireland as a canoeing destination**

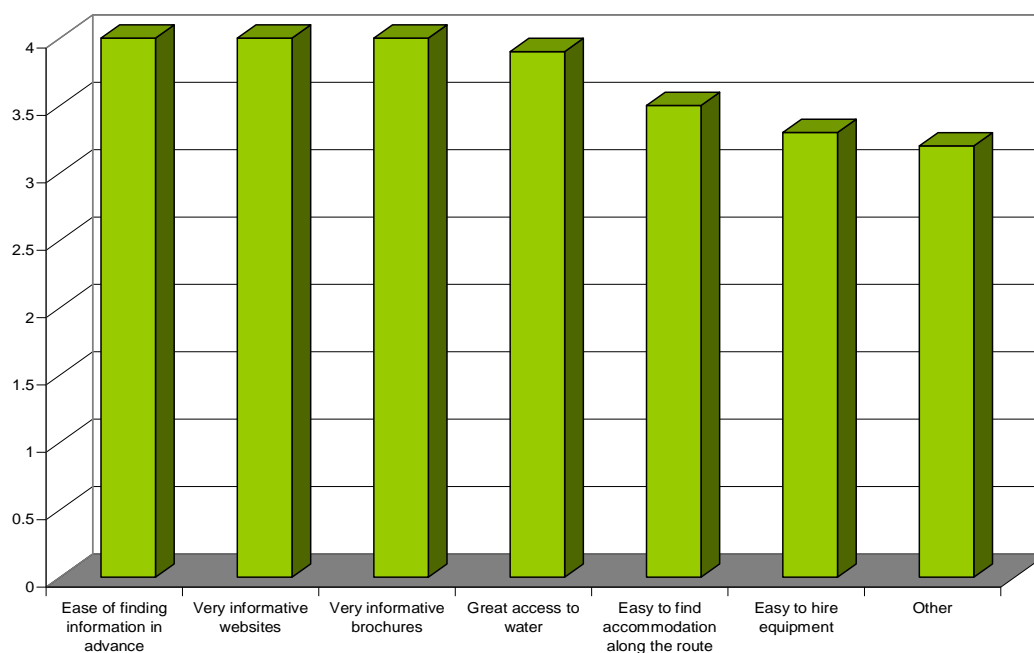
Out of state paddlers were asked to rate Northern Ireland as a canoeing destination. With 'Excellent' being 5 and 'Poor' being 1, an overall score of 4.2 means that out of state respondents find the country 'Good' as a canoeing destination.

All respondents, out of state as well as from Northern Ireland were asked to rate certain aspects of canoeing in Northern Ireland. The best ratings were given to 'Ease of finding information in advance', 'Very informative websites' and 'Very informative brochures'. The lowest rank was given to the categories 'Easy to hire equipment' and 'Other'. None of the aspects were rated below average.

**Table 3 – Evaluation of Northern Ireland as a canoeing destination by out of state respondents**

	<b>Grade</b>	<b>Outside NI</b>	<b>As a %</b>
<b>Excellent</b>	5	8	25.81
<b>Good</b>	4	22	70.97
<b>Average</b>	3	1	3.23
<b>Not very good</b>	2	0	0
<b>Poor</b>	1	0	0
<b>Grand Total</b>		31	100.00

Figure 15 – Evaluation of canoeing aspects in Northern Ireland



Canoeing Aspects	Excellent	Good	Average	Not very good	Poor	Average Score
	5	4	3	2	1	
Ease of finding information in advance	66	112	46	12	2	4.0
Very informative websites	62	113	41	7	4	4.0
Very informative brochures	64	107	44	4	1	4.0
Great access to water	59	94	53	13	0	3.9
Easy to find accommodation along route	25	87	69	15	7	3.5
Easy to hire equipment	30	68	62	33	16	3.3
Other	5	1	1	1	4	3.2
<b>Total</b>						<b>3.7</b>

- 1) Question in Survey: How would you rate the following aspects of canoeing in Northern Ireland?
- 2) n=299

Survey participants were asked to report what aspect of canoeing they felt needs most improvement. There were many positive responses; the following main categories were named in order of importance:

- Information on canoeing venues, facilities, events, clubs etc.
- Access to rivers, equipment and information
- Facilities (training venues – pools, camping, car park, transport, toilet etc)
- Canoe hire
- Cleaner rivers
- Weather

Several respondents also highlighted that the current White Water Guide needs improvement or a guide similar to the official Canoe Trail Guides should be produced for each river.

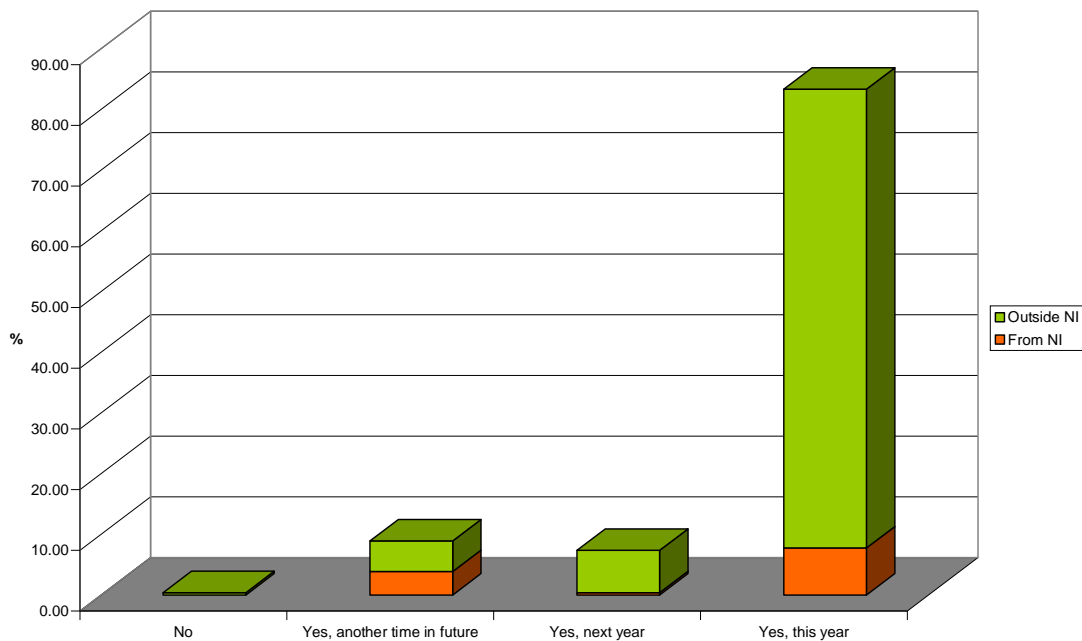
It was also mentioned that events for beginners would be very helpful to encourage them to take up paddling.

A few paddlers mentioned that as canoe hire is dependent on having a three star qualification, this can leave some experienced paddlers from outside UK rather frustrated as they are unable to hire canoes. Such a restriction does not exist elsewhere.

### Future Paddling Plans

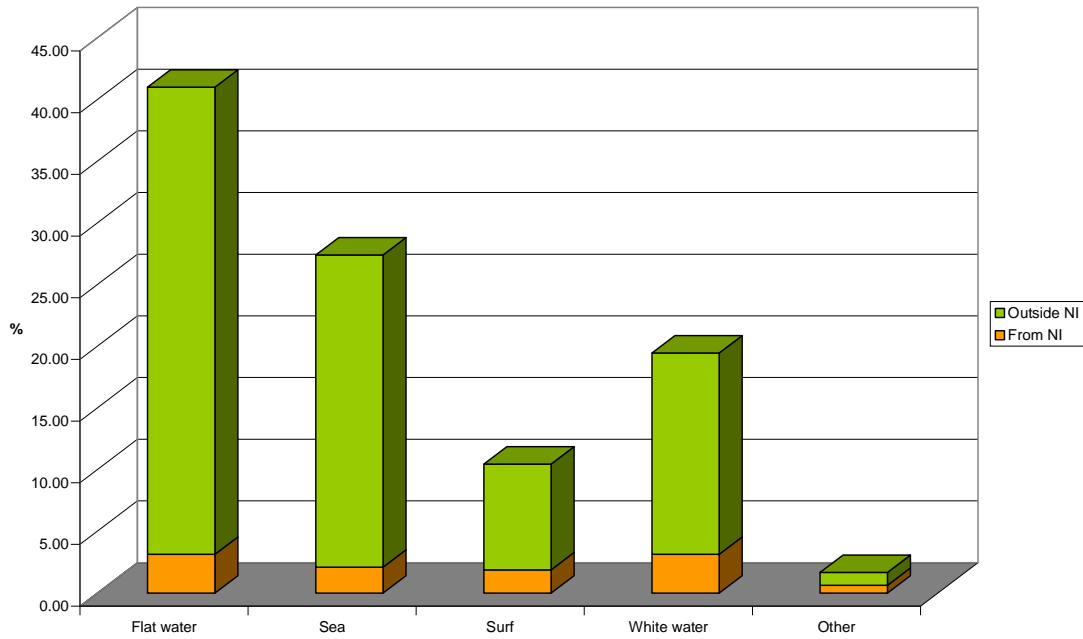
The responses regarding future paddling plans supports the general positive attitude towards canoeing in Northern Ireland. The vast majority whether from Northern Ireland or from elsewhere intends to paddle in the country again. With regard to the type of paddling planned, responses show similar trends as the type of paddling already participated in - flat water, then sea and white water.

Figure 16 – Future paddling in Northern Ireland



- 1) Question in Survey: Do you plan to take part in more paddling in Northern Ireland in the future?
- 2) n=299

Figure 17 – Type of paddling planned



- 1) Question in Survey: What type of paddling do you intend to do?
- 2) n=299

## CAAN Canoe Trails

In this section questions were asked regarding the five canoe trails developed by CAAN.

The five canoe trails are

Lough Erne Canoe Trail – launched in May 2005

Blackwater Canoe Trail – launched in November 2007

Lower Bann Canoe Trail – launched in February 2008

Lough Neagh Canoe Trail – launched in May 2008

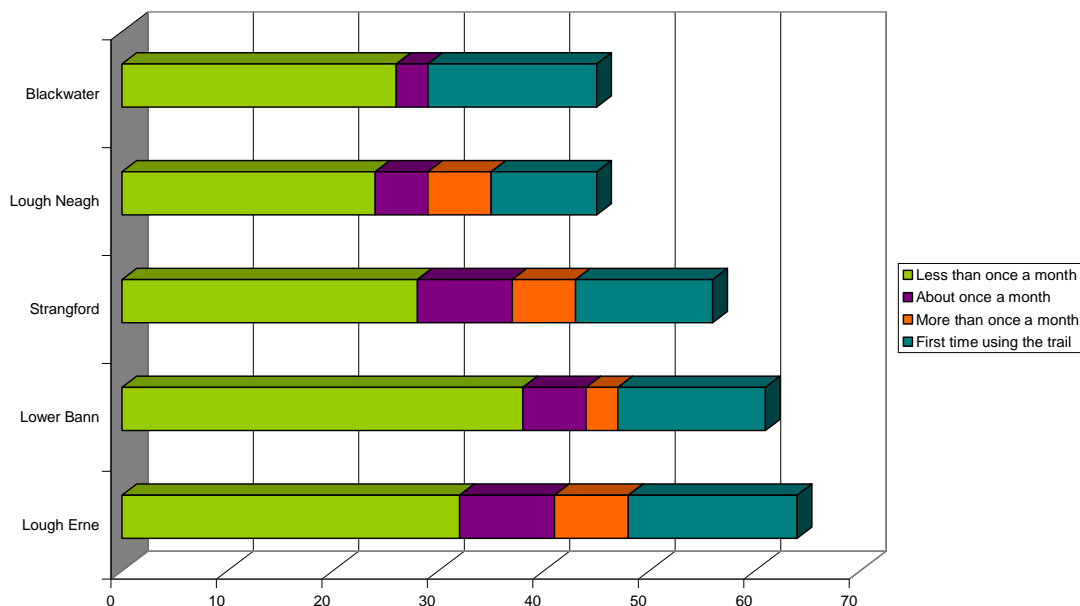
Strangford Lough Canoe Trail – launched in July 2008

The aim of this section of the survey was to gather data on levels of usage of the trails, on what effect the development of the trails had on the area and on the users' experience.

As stated earlier in this report, all five Canoe Trails are the most used sections of waters in Northern Ireland with Lough Erne and Lower Bann being the most used ones and Blackwater the least used one.

In terms of frequency, occasional ('less than once a month') and first time users make up the majority of the users on all trails. The highest proportion of frequent paddlers, who would use the trails at least once a month, were on Strangford and Lough Erne.

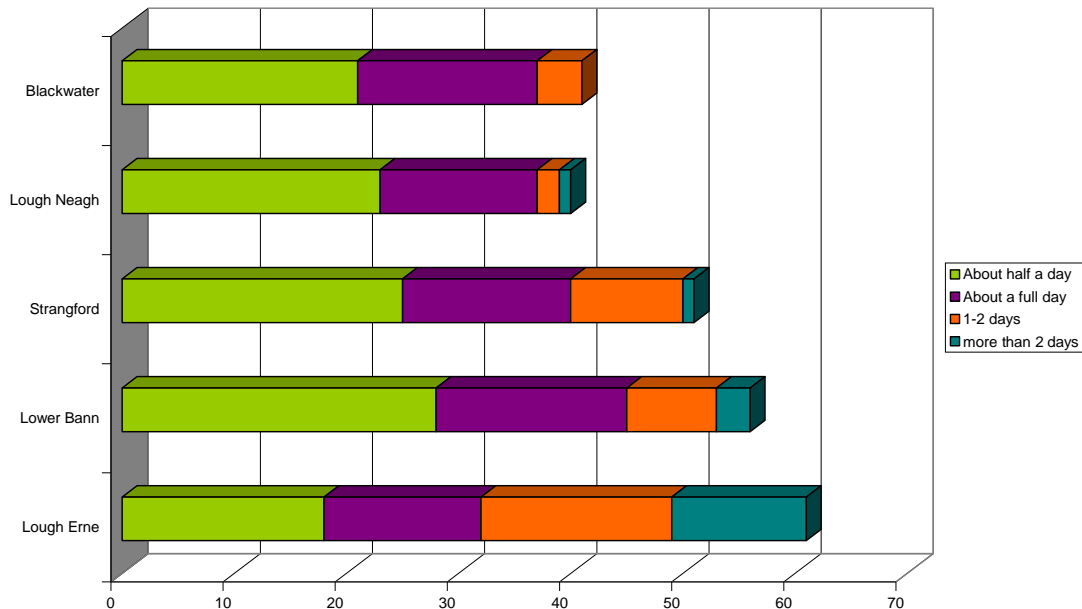
**Figure 18 – Frequency in using the canoe trails**



- 1) Question in Survey: How often on average do you use the trails?
- 2) n=299
- 3) multiple choice option

The majority of the respondents use the trails for either a day or a half-day trip. Half of those who used the Lough Erne Trail however stayed at least for one night. This is due to the nature and length of the trail. Strangford Lough, although in smaller proportion, shows a similar trend.

**Figure 19 – Length of time spent on the canoe trails**

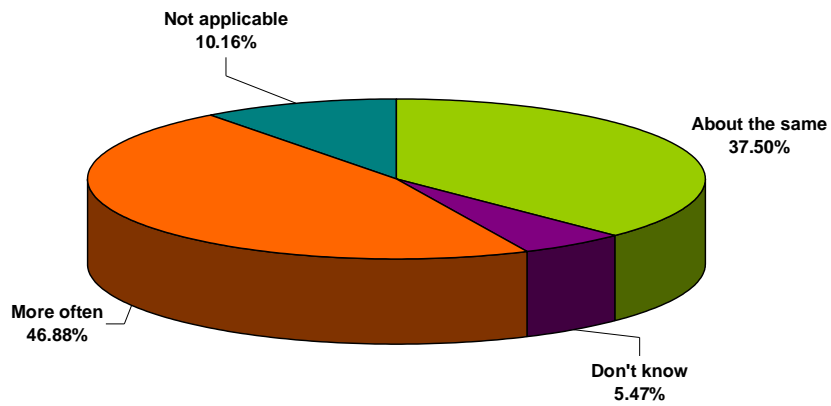


- 1) Question in Survey: Approximately how much time do you spend on the trail each visit?
- 2) n=299
- 3) multiple choice option

The responses regarding the effects of the trails were very positive. Almost 50% of respondents stated that they visit the area more frequently since the development of the canoe trail and the vast majority (85%) said that the trail enhanced their experience of the area. 91% wish to return to the trail again.

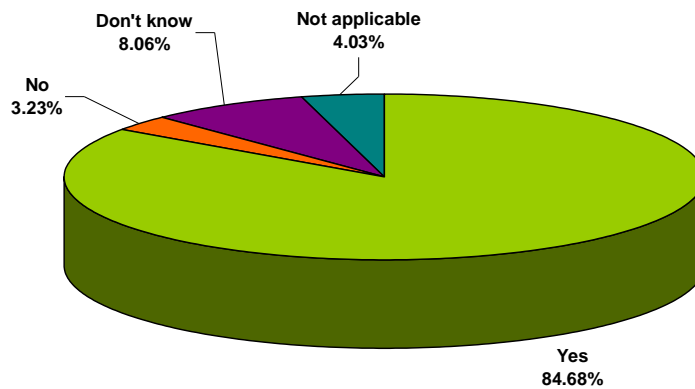


Figure 20 – Change in frequency of visiting the area due development of trails



- 1) Question in Survey: As a result of the trail, do you visit the area –
- 2) n=128

Figure 21 – Enhanced experienced of the area due development of trails

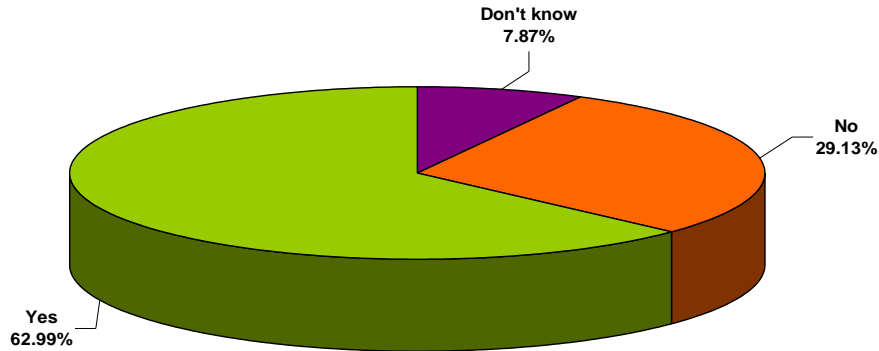


- 1) Question in Survey: Has the creation of the trail enhanced your experience of the area?
- 4) n=124

**Official Canoe Trail Guide**

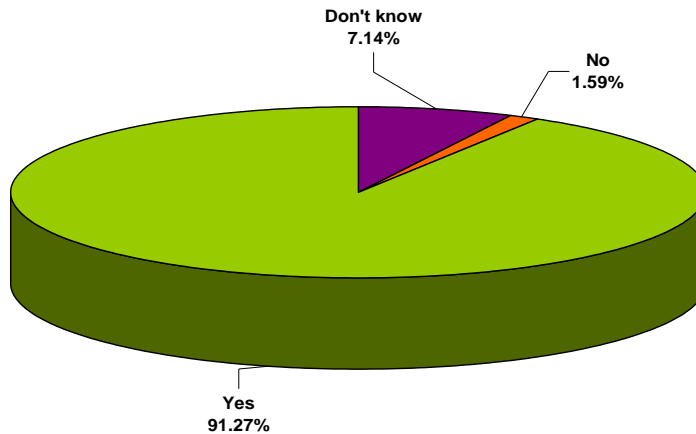
With the launch of the trails CAAN also published a guide for each trail, which includes information on access points, accommodation, canoe hire, points of interest etc. These guides are distributed at events and shows, to Tourist Information Centres and are also downloadable on canoeni.com. 63% of respondents stated to have used these guides whilst paddling on the trails.

**Figure 22 – Use of the official canoe trail guides**



- 1) Question in Survey: Did you use the official canoe trail guides whilst paddling the trail?
- 2) n= 127

**Figure 23 – Eagerness to use the canoe trails again**



- 1) Question in Survey: Would you use the trail again?
- 2) n=126

When respondents were asked what they feel could be done to encourage them to return to the trails the following categories were named:

- enhanced facilities, such as camping, toilet, car park etc
- more events
- easier canoe hire
- guided tours
- weather
- at National Trust properties better guidance and clear information needed to find the canoe access points, and to whether cars and canoes can be taken right to the launch facilities
- along the Blackwater Canoe Trail several respondents highlighted issues around litter, vandalism and overhanging branches
- downloadable applications for mobile phones, such as tidal times should be made available

Full details of answers are in Appendix 1.

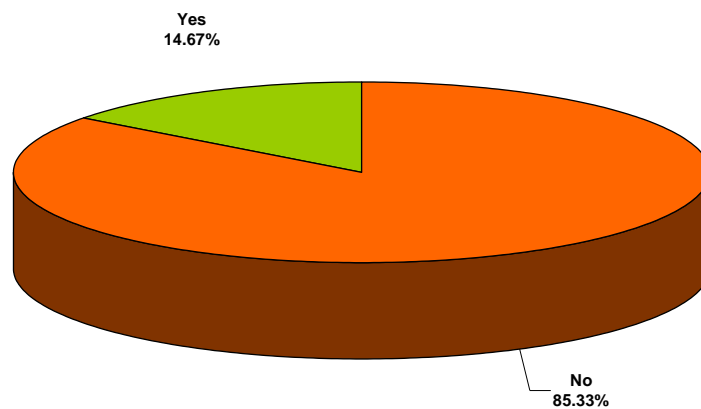
## The Canoe Association - CANI

The Canoe Association of Northern Ireland is the Northern Ireland division of the British Canoe Union (BCU) and is the governing body for canoeing in Northern Ireland. According to the report cited earlier in this report on “Trends in Outdoor Recreation” there are 22 canoe clubs affiliated to CANI. The organisation has approximately 500 full members and a further 250 affiliated members.

The paddling survey gave CANI the opportunity to gather information directly from its members.

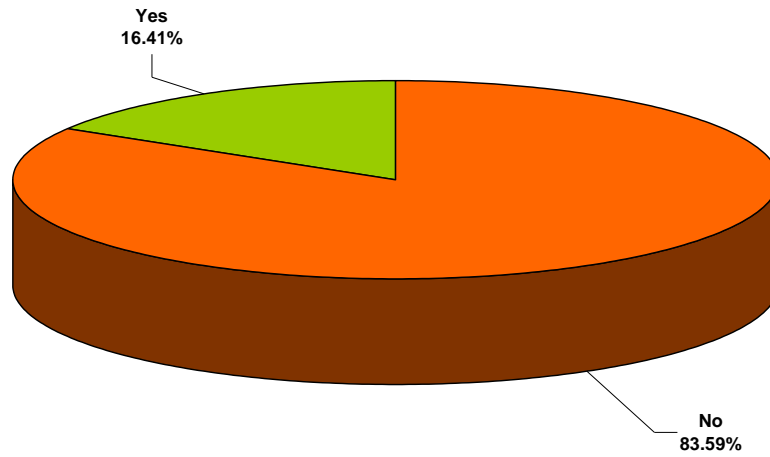
15% of respondents are members of CANI and 16% are members of a CANI Club. This accounted for a total of 58 respondents. Not everyone who is a member of a CANI Club becomes member of CANI.

**Figure 24 – Member of CANI**



- 1) Question in Survey: Are you a member of CANI?
- 2) n=259 (Only respondents from NI)

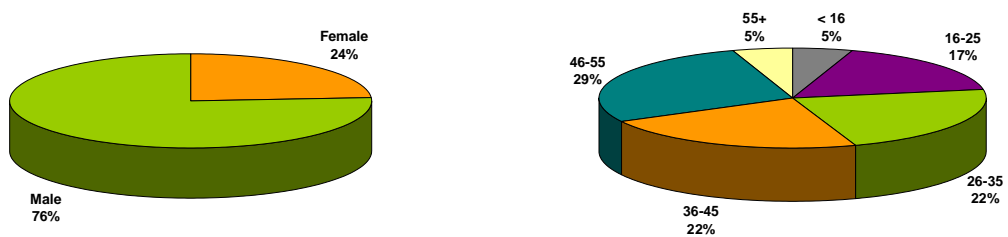
**Figure 25 – Member of a CANI Club**



- 1) Question in Survey: Are you a member of a CANI club?
- 2) n=256 (only respondents from NI)

CANI members and CANI Club members have a similar demographic profile to the overall respondents of the questionnaire. Three-quarter of CANI members are male and 44% are within the age group of 26-45. However the profile is slightly older with nearly 30% of CANI members in the age group 46-55, which strongly contrasts to the overall results of the questionnaire (17%).

**Figure 26 – Profile of CANI members or CANI Club members**

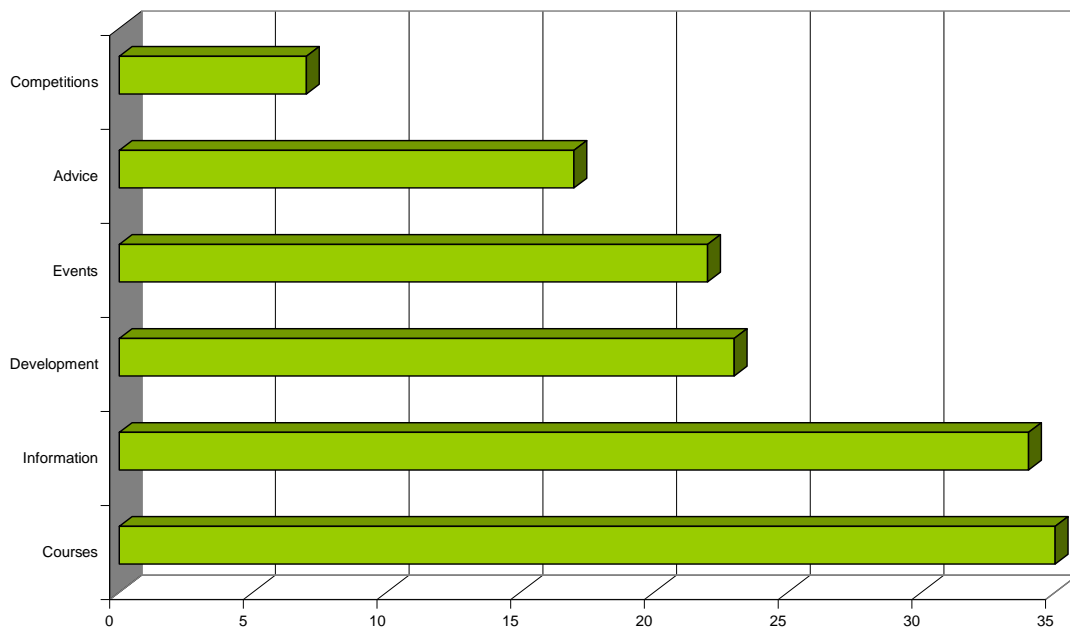


- 1) Question in Survey: What is your gender? – What age band are you in?
- 2) n=256

CANI asked its members what improvements it could make do for their members. The responses to this open ended question can be grouped into following categories (in order of importance):

- 1) Courses
- 2) Information
- 3) Development
- 4) Events
- 5) Advice
- 6) Competition

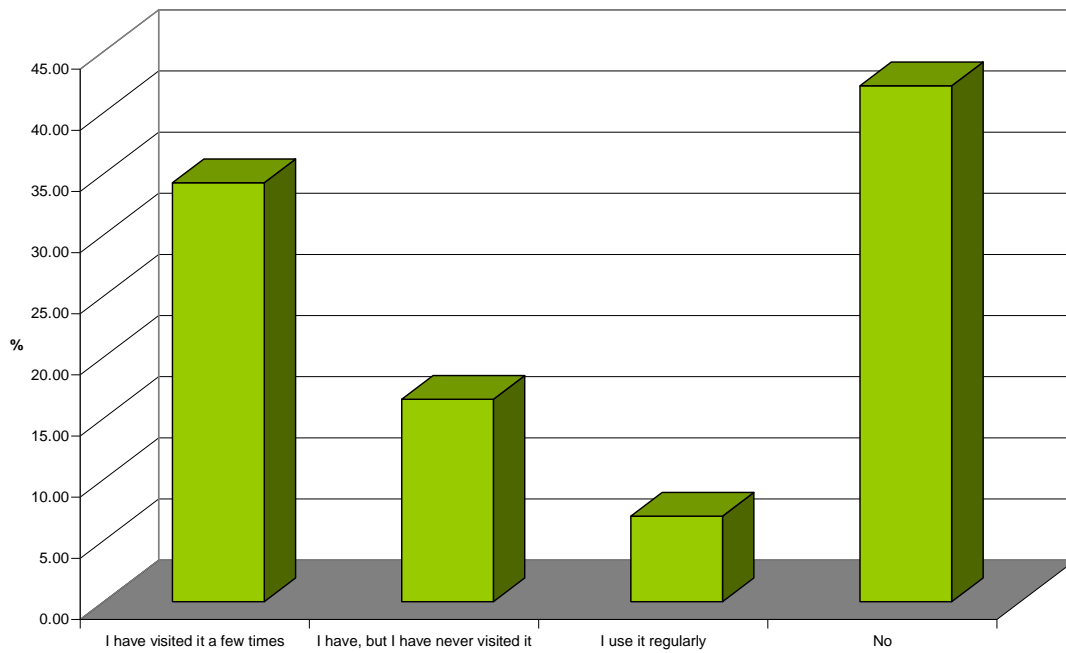
**Figure 27 – Improvement CANI could implement for it’s members**



- 1) Question in Survey: What improvement could canoe association for ni make for its members?
- 2) n=256

When asked whether respondents were aware of CANI’s website, [cani.org.uk](http://cani.org.uk) over half of all respondents (CANI and non CANI members) stated to have heard of or used it at least once. When looking at the responses of CANI Members, the majority (81%) have used the website at least once.

**Figure 28 – Awareness of CANI’s website, cani.org.uk**



- 1) Question in Survey: Have you heard of cani.org.uk?
- 2) n=429

**Table 4 – CANI Members’ awareness of cani.org.uk**

I have visited it a few times	24
I have, but I have never visited it	5
I use it regularly	23
No	2
<b>Grand Total</b>	<b>54</b>

- 1) Question in Survey: Have you heard of cani.org.uk?
- 2) n=54

### paddling Information

The aim of this section was to find out what sources of information paddlers use when planning a paddling trip and whether they are aware of CAAN's various marketing activities.

The vast majority of respondents tend to use the internet to find out about paddling in Northern Ireland and within that CAAN's website, canoeni.com was the most popular destination. Further websites such as discovernorthernireland.com and cani.com are also well-used.

Since the survey was conducted on canoeni.com and cani.com a high proportion in level of usage of these websites is to be expected. On the other hand it is also reassuring that canoeni.com since its launch has become the definitive source of information for canoeists.

In relatively small communities with special interests like the paddling community the importance of 'insider knowledge' is very high. This is also shown in the responses, where 'Word of mouth' was named as second most important source of information for paddling.

CAAN's canoeing publications such as the 'Canoe Northern Ireland' brochure or the official canoe trail guides are broadly used by paddlers.

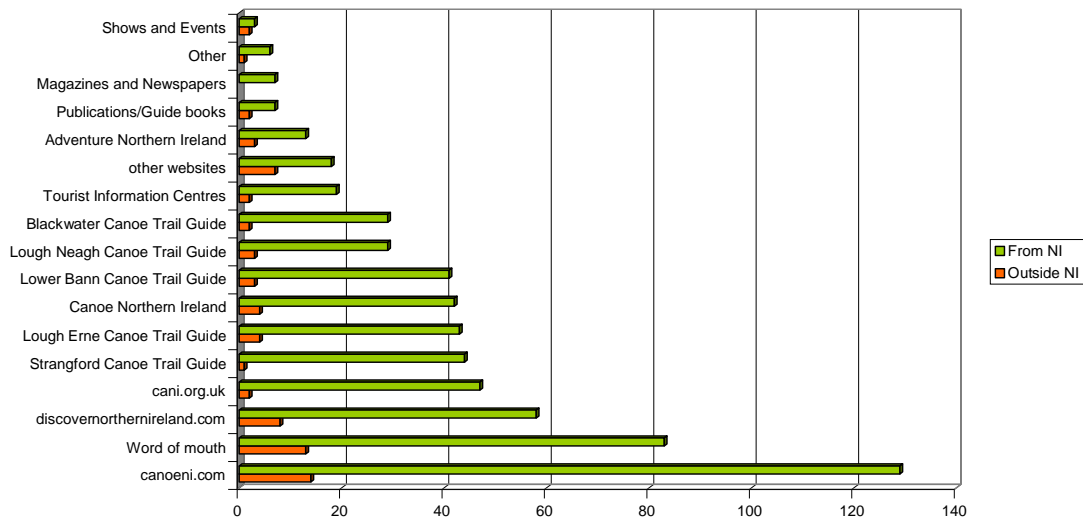
The categories 'Shows and Events', 'Magazines and Newspapers' and 'Publications' are at the lower end of the scale. For 'Shows and Events', this is not surprising given that there are no dedicated shows for canoeists. With regard to 'Shows and Events' however visitors to the CAAN stand may receive information on paddling subsequent to the event or show if they submitted their information.

When looking at responses given by paddlers from outside Northern Ireland there are slight differences to the overall results. The importance of the internet and 'Word of mouth' is similar in proportion, however not all CAAN publications are used equally. The trail guides for the Blackwater and Strangford Lough are the least used by out of state paddlers, while the Lower Bann and Lough Neagh guides are noticeably more used. The Canoe Northern Ireland brochure is the most used CAAN publication by paddlers from outside the country.

It is interesting that Tourist Information Centres are not as well used in proportion by paddlers from outside Northern Ireland as one would suggest. This is probably because trips are already planned in advance. On the other hand a low proportion in the usage of the CANI website as the source of information by out of state paddlers is understandable.



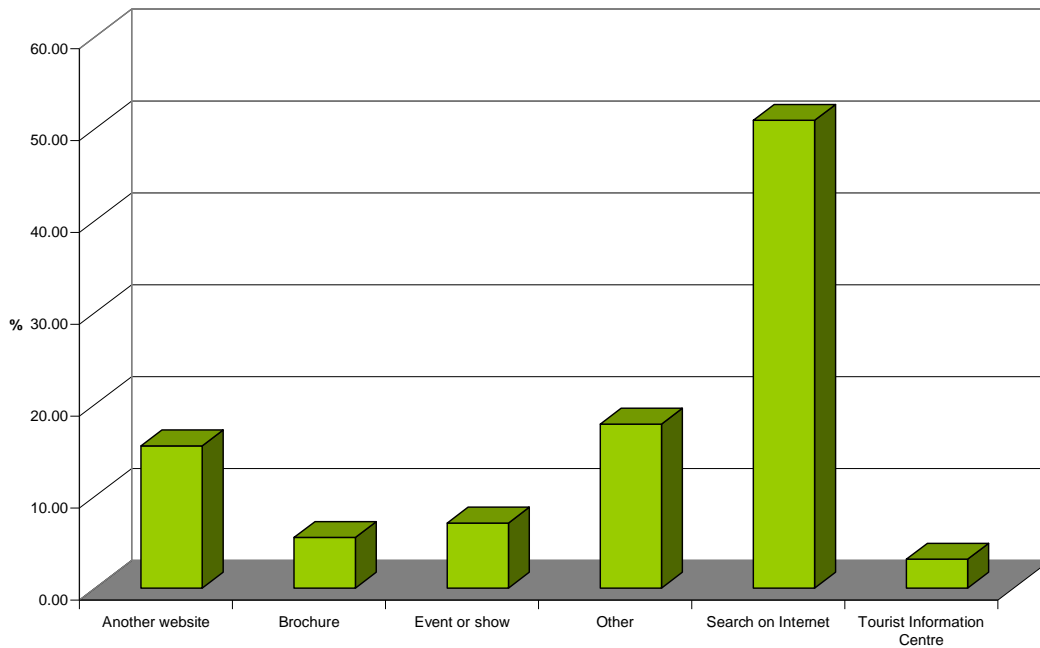
**Figure 29 – Sources of information used to plan paddling trip in Northern Ireland**



- 1) Question in Survey: What sources of information did you use to plan your paddling trips in Northern Ireland?
- 2) n=299
- 3) multiple choice option

Most survey participants (65%) have encountered canoeni.com for the first time through a search on the internet or through other websites. 13% of respondents stated to have heard first of the website at an ‘Event or Show’ or from ‘Brochure’. Most brochures are distributed at events and shows therefore responses to these categories can be merged.

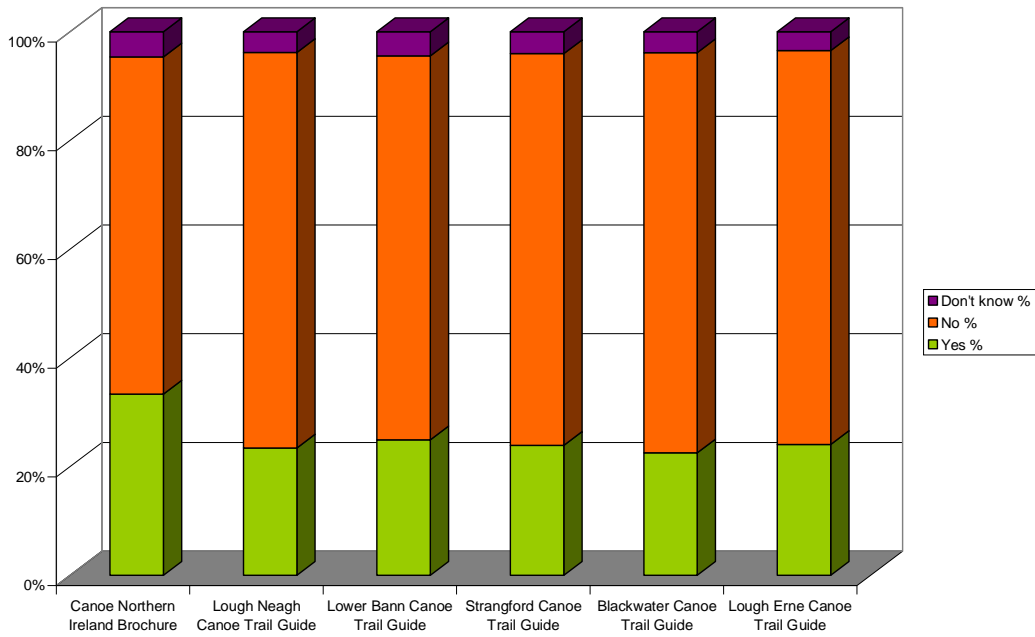
Figure 30 – First encounter with the canoeni.com website



- 1) Question in Survey: Where did you first hear about canoeni.com?
- 2) n=381

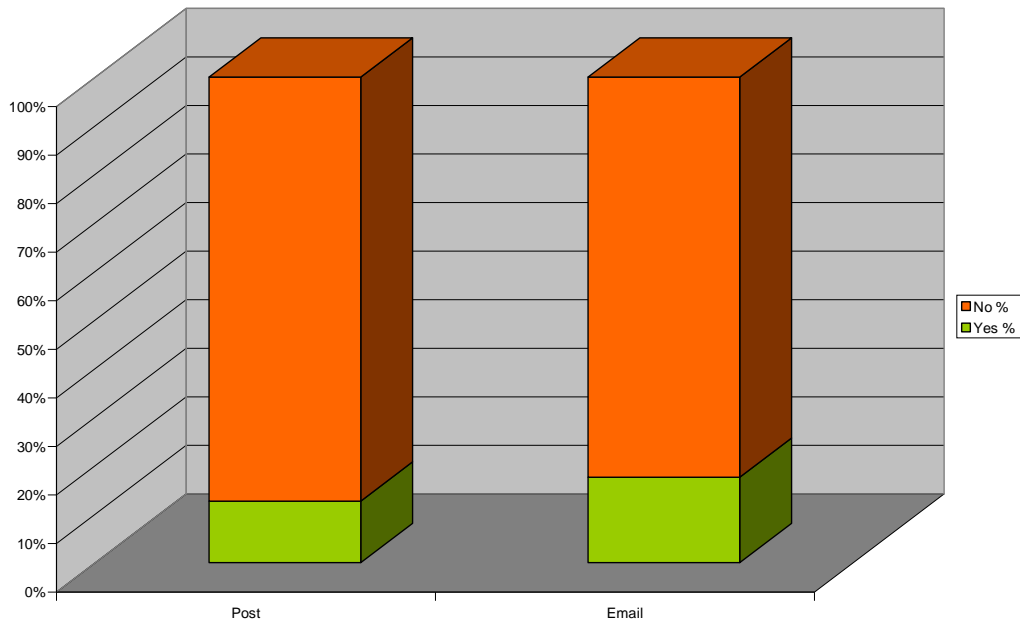
30% of respondents are in possession of the Canoe Northern Ireland brochure while all other trail guides are owned by around 20% of respondents. This is in line with the sources of paddling information.

**Figure 31 – In possession of canoeing brochure**



- 1) Question in Survey: Do you have a copy of the following brochures?
- 2) Canoe Northern Ireland Brochure n=387  
 Lough Neagh Canoe Trail Guide n=367  
 Lower Bann Canoe Trail Guide n=361  
 Strangford Lough Canoe Trail Guide n=372  
 Blackwater Canoe Trail Guide n=364  
 Lough Erne Canoe Trail Guide n=374

**Figure 32 –Information on canoeing in Northern Ireland received by post or email**



- 1) Question in Survey: Do you recall receiving information on canoeing in Northern Ireland from canoeni.com by post or email?
- 2) Post n=213  
 Email n=216

### Next Steps

The aim of the survey was to gather baseline information on paddling that takes place on Northern Ireland's waters. Based on the results of the survey the following points should be considered in future product development and marketing plans.

- Most people stated that they go paddling either with Friends, Family members or Partner, therefore CAAN's marketing activity should focus on these groups.
- The vast majority of Northern Irish respondents and those from the Republic of Ireland tend to go paddling as a day trip, however enhanced facilities such as camping along the trails would encourage people to stay longer.
- Flat water paddling is the most popular type of paddling and sea is the second. CAAN's current project, to develop the three coastal canoe trails is therefore very relevant.
- Finding information on canoeing venues, facilities, events is still an issue for some. This should be focused on by CAAN's marketing team.
- There is a need for more facilities that would accommodate canoeists. Camping facilities were most mentioned followed by toilets and secure car parking.
- The procedure of hiring canoe equipment should possibly be revised as it makes it difficult for experienced canoeists from outside Great Britain to take part in canoeing whilst in the country.
- The cleanliness of the waterways seems to be a general issue pointed out by many, which should be addressed.
- The five Canoe Trails enjoy a high level of usage and satisfaction, however the Blackwater Canoe Trail needs more attention with regard to safety, cleanliness, and facilities. The latter is being currently addressed by CAAN with the potential development of a campsite.
- It was suggested that more events should be organised in connection with the canoe trails.
- CANI members suggest that the organisation should make most improvement on courses, information, development and events.

## Appendix 1 - Survey and Results

### Q1 WHAT IS YOUR GENDER

Count of ID			
Q1	Total		
Female	128		26.78
Male	350		73.22
Grand Total	478		100.00

### Q2 WHAT AGE BAND ARE YOU IN

Count of ID			
Q2	Total		
< 16	15		3.14
16-25	73		15.27
26-35	145		30.33
36-45	131		27.41
46-55	80		16.74
55+	34		7.11
Grand Total	478		100

### Q3 WHERE IS YOUR PLACE OF RESIDENCE

Count of ID			
Q3_2	Q3	Total	
Great Britain	Great Britain		123
Northern Ireland	Northern Ireland		264
Other			8
Other Europe			2
Republic of Ireland	Republic of Ireland		81
Grand Total			478

### Q4 HAVE YOU EVER BEEN ON HOLIDAY IN NI WHERE YOU TOOK PART IN CANOEING AS PART OF YOUR VISIT

Count of ID			
Q4	Total		
No	177		83.49
Yes, more than once	20		9.43
Yes, once	15		7.08
Grand Total	212		100.00

### Q4a WHY DID YOU CHOOSE NORTHERN IRELAND AS YOUR CANOEING DESTINATION?

A competition was being run here/ as it's a bank holiday in the south and will be quieter in the north/ Beautiful country/ Canoe polo competition/ club intervarsities/ excellent facilities/ Family and friends from NI/ Good revers, good canoe trails and wwell kept natural spaces/ Good service provider/ good surf/ living in England but home frequently/ lived in the country for 25 yrs/ kayak surfing/ kayaking on the blackwater river, great stretch of water, loads to do, easy to spend a day there/ Proximity to where I live/ Rivers that I had never done before/ to complete the Lough Neagh and Lower Bann Canoe Trails

### Q5 WHO DID YOU TRAVEL WITH

Count of ID			
Q5_2	Q5	Total	
Canoe Club	Canoe Club		7
Family	Family		6
Friends	Friends		13
Nobody, I was on my own	Nobody, I was on my own		5
Other	Other: Family, friends and canoe club		1
	Other: polo team		1
Partner	Partner		4
Grand Total			37

### Q6 HOW MANY NIGHTS DID YOU SPEND IN NI

Count of ID			
Q6	Total		
	1		3
	2		5
	3		5
	4		2
	5		3
Day trip only			8
More than 7			9
Grand Total			35

## Q7 WHAT WAS THE MAIN PURPOSE OF YOUR VISIT

Count of ID	Total
Q7	
I came for an outdoor holiday where I can be physically active	15
I came just to relax and get away from things	3
I came on an organised holiday with friends or a group of like-minded people	7
I came to be with my family/loved ones	7
I came to explore the island of Ireland's sights and to find out about its culture	3
I came to meet locals/new people	1
<b>Grand Total</b>	<b>36</b>

## Q8 WHILST IN NI WHAT TYPE OF PADDLING DID YOU PARTICIPATE IN

Flatwater	17
Sea	6
Surf	12
Whitewater	15
Other	5
<b>Total</b>	<b>55</b>

## Q10 AND Q28 WHERE DID YOU PADDLE

	Paddled	
<b>Surf</b>		
Benone	12	
Castlerock	13	
Portstewart Strand	3	
Black Rock	6	
West Strand	12	
East Strand	10	
White Rocks	26	
Port Ballintrae	14	
White Park Bay	6	
Other (budoran)	8	Crawfordsburn, Bundoran, Bangor, Rossnowlough, Donegal, Ballintoy, Ballycastle, From Ballintrae to Easkey
<b>White Water</b>		
River Roe	13	
River Bush	4	
Glendun River	2	
River Main	8	
Glenam River	6	
Six Mile Water	15	
Annadogy River	9	
Shimna River	3	
White Water River	6	
Upper Bann	33	
River Blackwater	18	
Ballinderry River	1	
Ownekillow River	14	
River Strule	2	
Upper Derg	3	
River Mourne	17	
Glenelly River		
Other	8	Boyne, Lagan, Ardeche Gorge, Benburb
<b>Sea</b>		
Lough Foyle	5	
Downhill to Portrush	8	
Portrush to Dunseverick	17	
Rathlin Island	5	
Ballycastle to Cushendall	8	
Cushendall to Larne	6	
Larne to Whitehead	8	
Belfast Lough	33	
Bangor to Portavogie	19	
Portavogie to Strangford	11	
Strangford to Newcastle	25	
Newcastle to Kilkeel	11	
Carlingford Lough	11	
Other	7	Donegal (2), Ballywalter, Scotland, Strangford Lough, Copelands Islands
<b>Flat Water</b>		
Blackwater Canoe Trail	36	
Lower Bann Canoe Trail	47	
Lough Erne Canoe Trail	57	
Lough Neagh Canoe Trail	37	
Strangford Lough Canoe Trail	39	
Quoile Estuary	9	
Lough Macnean Upper and Lower	4	
Other	35	Castlewelan Lake (5), Lagan (10), Newry Canal (1), Caladonion Canal (1), Mulroy Bay Donegal (1), Lough Killyfole (2), Dun River (1), Lough Mucknoo (1), Donegal (1)

**Q11 HOW OFTEN, ON AVERAGE DO YOU USE THE TRAILS**

	Less than once a month	About once a month	More than once	First time using the trail	Other
Blackwater		1	1		3
Lower Bann	2				3
Lough Erne		2			3
Lough Neagh	1				2
Strangford	1				1

**Q12 APPROXIMATELY HOW MUCH TIME DO YOU SPEND ON THE TRAIL EACH VISIT**

	About half a day	About a full day	1-2 days	more than 2 days	Other
Blackwater		2		2	
Lower Bann	2			1	1
Lough Erne	3	1			
Lough Neagh	1				1
Strangford	1				

**Q13 AS A RESULT OF THE TRAIL, DO YOU VISIT THE AREA**

Count of ID	Total
Q13	
About the same	2
Don't know	1
More often	4
Not applicable	2
Grand Total	9

**Q14 HAS THE CREATION OF THE TRAIL ENHANCED YOUR EXPERIENCE OF THE AREA**

Count of ID	Total
Q14	
Not applicable	1
Yes	7
Grand Total	8

**Q15 DID YOU USE THE OFFICIAL CANOE TRAIL GUIDES WHILST PADDLING THE TRAIL**

Count of ID	Total
Q15	
Don't know	2
No	4
Yes	3
Grand Total	9

**Q16 WOULD YOU USE THE TRAIL AGAIN**

Count of ID	Total
Q16	
Yes	9
Grand Total	9

**Q17 WHAT COULD BE DONE TO ENCOURAGE YOU TO RETURN TO THE TRAIL**

Nothing/ Better weather/ more camping spots (rough camping)/ local places to take €/ reduce amount of cruisers

**Q18 HOW WOULD YOU RATE NI AS A CANOEING DESTINATION**

Count of ID	Total
Q18	
Average	1
Excellent	8
Good	22
Grand Total	31

**Q19 WHAT SOURCES OF INFORMATION DID YOU USE TO PLAN YOUR PADDLING TRIPS IN NI**

<b>Internet</b>	
discovernorthernireland.com	8
canoeni.com	14
cani.org.uk	2
other websites	7
<b>Publications/Guide books</b>	2
<b>Brochures</b>	
Adventure Northern Ireland	3
Canoe Northern Ireland	4
Lough Neagh Canoe Trail Guide	3
Lower Bann Canoe Trail Guide	3
Strangford Canoe Trail Guide	1
Blackwater Canoe Trail Guide	2
Lough Erne Canoe Trail Guide	4
<b>Tourist Information Centres</b>	2
<b>Shows and Events</b>	2
<b>Magazines and Newspapers</b>	
<b>Word of mouth</b>	13
<b>Other</b>	1

**Q20 HOW WOULD YOU RATE THE FOLLOWING ASPECTS OF CANOEING IN NI**

	Excellent	Good	Average	Not very good	Poor
Ease of finding information in advance	11	14	5	1	
Easy to hire equipment	5	13	10	1	
Easy to find accommodation along the route	2	18	7	1	
Very informative websites	10	17	3		
Very informative brochures	7	13	6		
Great access to water	8	14	3		
Other	1				

**Q21 WHAT ASPECT OF CANOEING IN NI NEEDS MOST IMPROVEMENT**

Brochure distribution/ the Irish Whitewater Guide/  
Accommodation/ Food/ The weather/ More rain and surf/ it's all good

**Q22 HOW MUCH MONEY DID YOU SPEND (INCLUDING ACCOMMODATION) IN TOTAL DURING YOUR STAY IN NI? (EXCLUDING COSTS TO GET TO NI)**

Count of ID	Total
Q22	
< £50	4
£50-£100	5
£100-£200	7
£200-£300	8
£300-£500	4
£500+	5
Grand Total	33

**Q23 DO YOU PLAN TO TAKE PART IN MORE PADDLING IN NI IN THE FUTURE**

Count of ID	Total
Q23	
Yes, another time in future	10
Yes, next year	1
Yes, this year	20
Grand Total	31

**Q24 WHAT TYPE OF PADDLING DO YOU INTEND TO DO**

Fiat water	15
Sea	10
Surf	9
White water	15
Other	3
TOTAL	52

**Q25 ARE YOU A MEMBER OF CANI**

Count of ID	Total
Q25	
No	221
Yes	38
Grand Total	259

**Q26 ARE YOU A MEMBER OF A CANI CLUB**

Count of ID	Total
Q26	
No	214
Yes	42
Grand Total	256

**Q27 IN NI WHAT TYPE OF RECREATIONAL/COMPETITIVE PADDLING DO YOU PARTICIPATE IN**

	Recreation	Competition
White water	64	6
Sea	122	
Fiat water	190	4
Surf	40	3
Polo	11	3
Slalom	8	8
Sprint	4	
Other	5	

**Q28 SEE ABOVE**

**Q29 HOW OFTEN ON AVERAGE DO YOU USE THE TRAILS**

	Less than once a month	About once a month	More than once	First time using the trail	Other
Blackwater	26	2			13
Lower Bann	36	6	3		11
Lough Erne	32	7	7		13
Lough Neagh	23	5	6		8
Strangford	27	9	6		12

**Q30 APPROXIMATELY HOW MUCH TIME DO YOU SPEND ON THE TRAIL EACH VISIT**

	About half a day	About a full day	1-2 days	more than 2 days	Other
Blackwater	21	14	2		
Lower Bann	26	17	7		2
Lough Erne	15	13	17		12
Lough Neagh	22	14	2		
Strangford	24	15	10		1



### Q31 AS A RESULT OF THE TRAIL, DO YOU VISIT THE AREA

Count of ID	Total
Q31	
About the same	46
Don't know	6
More often	56
Not applicable	11
Grand Total	119

### Q32 HAS THE CREATION OF THE TRAIL ENHANCED YOUR EXPERIENCE OF THE AREA

Count of ID	Total
Q32	
Don't know	10
No	4
Not applicable	4
Yes	98
Grand Total	116

### Q33 DID YOU USE THE OFFICIAL CANOE TRAIL GUIDES WHILST PADDLING THE TRAIL

Count of ID	Total
Q33	
Don't know	8
No	33
Yes	77
Grand Total	118

### Q34 WOULD YOU USE THE TRAIL AGAIN

Count of ID	Total
Q34	
Don't know	9
No	2
Yes	106
Grand Total	117

### Q35 WHAT COULD BE DONE TO ENCOURAGE YOU TO RETURN TO THE TRAIL

The upper black water trail needs attention immediately. I canoed the full length of the trail on 9/8/09 and would be embarrassed to take a visitor to the top section. Between Benburb and Blackwater the river was full of farm and individuals rubbish, including drums, sacks and an armchair. The car park at Benburb had been vandalised and the bins had obviously not been emptied for a considerable length of time. This was all such a pity as i really enjoyed the trail but was left sour taste by the state of it. I would certainly give up my time to help do a clean up.	The trail are excellent. I am particularly fond of Lough Erne as i spent a lot of time boating there as a child. The trail allows me to go back and relax there.	toilet facilities	Warmer sunnier weather!!! As far as Canoe NI is concerned the trails are a good development	We have had our canoe for about 4 yrs now. the past two years when we have had time off work the weather hasn't been great. Glad to see the existence of these trails now and we intend to get out more and use them.	The only thing that prevents me from not returning more often is time !!! and other commitments.
We were on the Blackwater two weeks ago in an Old Time Canadian canoe. We put in at Maydown Bridge but found that there was a big problem with overhanging branches on the section where the stream splits. We followed the main stream here and we capsized on this section after hitting a particularly strong bough across the stream. The river level was high and fast flowing after a lot of rain but is there any chance of getting some of the branches on this section cleared? We'd think twice about canoeing this section again as it is now.	Nothing	Nothing - I'm fully aware of the trails, but believe that NITB should promote them more	Not sure as i haven't used one but now that i know they are there, i will use them.	Nothing - 'though it's not always evident at NT properties eg. Castleward and Argory if you're allowed to take the car and canoe to the launch area.	Provide facilities not just signposts - eg, low jetties and regular shelters containing toilets and water taps
Apps for mobile phones, possible tide times etc would be marvelous. A breakdown of the Maps with detailed Trails within each of the areas on strangford Lough and corresponding other areas for Kayaking.	better camping facilities, more camping facilities. better toilet facilities and more of them.	Better guidance at NT properties eg. Argory and Castle Ward	Better guidance at NT properties eg. Argory and Castle Ward	Advertised organised events ie Treasure Hunts??	a new kayak! :)
Better local facilities, i.e. food, camping, etc	Better Weather :) some of the access points on the blackwater were unaccessable more campsites	Better weather!	camping sites for longer stays	canoe hire	Cheaper canoe hire.
Give better access to equipment for hire. I paddle regularly with friends from England and Europe who are very experienced but don't posses the three star test. To have this as a requirement from hire companies is a farce as it is not a requirement in other parts of Europe. I have a lot of friends who paddlw who wil not consider NI because of such limitations.	clean up the backwater , its minging	clear some of the overhanging trees	Clean up lough neagh	Good weather!!	greater access to affordable coaching/r river leadersip qualifications
If more official camp sites were available with facilities, this would encourage additional visits with more paddlers in group.	Have more events on the trails, work with the university canoe clubs more	guided journey,	It's great. The only extra incentive would be better weather!	More (rough) camping sites and better access points in certain areas (such as the North end of Strangford)	More access points on the east shore of Lough Neagh
More organised trips or contact details of local clubs and their particular interests	More camping points along the Blackwater trail.	MORE EXPERIENCE	more get out points- there was nowhere between verners bridge and maghery	more organised events	more accomodation/camp sites in vicinity of trails

**Q36 ON AVERAGE DO YOU TEND TO TAKE PART IN A PADDLING TRIP AS**

Count of ID	Total
Q36	
Day trip	152
Day trip, Short break	25
Short break	32
Grand Total	209

**Q36a1 HOW MANY DAYS DO YOU TAKE PER YEAR**

Count of ID	Total
Q36a1	
15-20	8
20+	21
1-5	73
5-10	46
10-15	26
Grand Total	174

**Q36a2 ON AVERAGE, FOR EACH DAY TRIP, HOW MUCH MONEY DO YOU SPEND IN TOTAL**

Count of ID	Total
Q36a2	
< £25	106
£100+	2
£25-£50	52
£50-£100	12
Grand Total	172

**Q36b1 HOW MANY SHORT BREAKS DO YOU TAKE PER YEAR**

Count of ID	Total
Q36b1	
1	6
2	12
3	16
4	11
5+	11
Grand Total	56

**Q36b2 ON AVERAGE, FOR EACH SHORT BREAK, HOW MUCH MONEY DO YOU SPEND (INCLUDING ACCOMODATION) IN TOTAL**

Count of ID	Total
Q36b2	
< £100	22
£100-£200	18
£200-£300	10
£300-£500	5
£500+	1
Grand Total	56

**Q37 AND WHO DO YOU USUALLY GO WITH**

Count of ID	Q37	Total
Q37_2		
Nobody, I was on my own	Nobody, I was on my own	22
Partner	Partner	34
Family	Family	49
Friends	Friends	80
Canoe Club	Canoe Club	25
Other	Other	2
	Other: Arclinis Outdoor Adventure	1
	Other: Leading groups as a job	1
	Other: LNBHA	1
	Other: mobile team adventure	2
	Other: sailing club members	1
	Other: school group	1
	Other: Scouts	2
Grand Total		221

**Q39 WHAT SOURCES OF INFORMATION DID YOU USE TO PLAN YOUR PADDLING TRIPS IN NI**

<b>Internet</b>	
discovernorthernireland.com	58
canoeni.com	129
cani.org.uk	47
other websites	18
<b>Publications/Guide books</b>	7
<b>Brochures</b>	
Adventure Northern Ireland	13
Canoe Northern Ireland	42
Lough Neagh Canoe Trail Guide	29
Lower Bann Canoe Trail Guide	41
Strangford Canoe Trail Guide	44
Blackwater Canoe Trail Guide	29
Lough Erne Canoe Trail Guide	43
<b>Tourist Information Centres</b>	19
<b>Shows and Events</b>	3
<b>Magazines and Newspapers</b>	7
<b>Word of mouth</b>	83
<b>Other</b>	6

**Q40 HOW WOULD YOU RATE THE FOLLOWING ASPECTS OF CANOEING IN NI**

	Excellent	Good	Average	Not very good	Poor
Ease of finding information in advance	55	98	41	11	2
Easy to hire equipment	25	55	52	32	16
Easy to find accomodation along the route	23	69	62	14	7
very informative websites	52	96	38	7	4
Very inforamtive brochures	57	94	38	4	1
Great access to water	51	80	50	13	0
Other	4	1	1	1	4

**Q41 WHAT ASPECT OF CANOEING IN NI NEEDS MOST IMPROVEMENT**

a white water course	Access	Access	Access to equipment for hire	Access to rivers	Access to water
Access to whitewater points in terms of steps	Access. Promotion	advertisement, availability, access, kayaking lessons	Advertising, perhaps in schools? Certainly in sports pages of newspapers "cough free cough"	all year round man made site	AVAILABILITY OF BUYING CANOES
AWARENESS participation within urban areas.	Awareness through advertising. This may get more people involved and currently due to the economic downturn people are wanting to find more local, cheaper ways to spend time with partners and family. What better way than a canoe trail weekend around lough Erne.	basic safety courses for sit-on-tops paddlers	Being able to hire all the equipment needed and easier access to the water	Camping access near to water (even rough camping). Need to be able to hire canoes for beginners. Requiring a 3* certificate is silly people who have a 3* already have boats, it's beginners who need to hire. No other simiklar sport (skiing, cross country cycling) requires a proof of proficiency before hiring equipment.	Camping facilities needed along the Blackwater. The only other trail we have tried is the Erne and camping facilities along this trail we found very good and useful. We had a ball on that trip.
Camping facilities along trails.	canoe hire is not readily available, and if it is, it's not very well advertised!!	Canoe rental, there could be alot more canoes available at a cheaper cost. I have a party of four germans visitng and found canoe hire very expensive. And was restricted to castle ward bay, as they didnt have any of the BCU's. I felt they lost out on seeing more of the lough	Canoe trail type info including detailed maps showing weirs etc on each river.	Carparking, transport (Trails are not circular)	cleaner waterways
cleaning up rivers and lough neagh	Club Level	Development of more fixed features for playboating, e.g. a standing wave that runs in summer and another that runs in winter. Posting of access agreements for rivers in Northern Ireland, and locations where you are "not" allowed to paddle.	development of paddlers both in terms of star awards and coaching qualifications. Currently this can be difficult due to costs involved.	Ease of access to get into the sport (Beginner's classes etc)	Easily accessible - you have to really look for information.
Equipment Hire	Equipment Hire	Events for less experienced paddlers and those without equipment.	happy enough with things	Have been looking for a place to start - doesnt seem to be that much on offer without investing in your own kit, have only just logged onto this site for first time so hopefully more luck here!!	I dont know, as i have never canoed before, but i am interested in trying it out.
I dont think the events get enough advertising - in time. groups seem to be active in isolation. More paddlers on north coast do sea and surf but I find it harder to link up with someone to do white water with- can you fix the geography of the rivers a bit?!	I first got a trip after seeing a minibus parked near my home in Whiterock and checked out website apart from this i never heard of anywhere that did it. But well intrigued to see all the canoe trail signs going up all over the place	I think many of the issues are being addressed well at present with the development of canoe trails, Salt Island bothy etc	Information and promotion	Information,	it is difficult to find accurate, up-to-date information on clubs.

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made easier to join	Maybe a ad on the TV.	MORE ADVERTISING	More camping spots along the trails similar to Lough Erne.	more encouragement for young people to join in.	More funding for clubs and organisations like CANI to promote paddling to young people.
More Groups	more info on put in locations	More information on paddling to be readily available	More information on rivers, guides should be like irishwhitewater website which I think is run by paddlers	more places to camp safely	more places to hire equipment restaurants along trails
MORE POOL BASED TRAINING	More routes in the newry and mourne areas	more routes signed	non-experience access	not enough access points of an adequate standard.	not sure
nothin its graet	nothing	Perhaps clarity on how to contact others in your area. I have a canoe but cannot go out on it to gain experience as I am being strongly advised not to go out on my own even though I have a reasonable amount of boating experience.	Pools willing to allow classes for "new blood"	Secure car parking	surf a sepearate part on beach for kayaks only
the facilities at camping points or locations marked by canoe trail, very poor toilets and changing facikities	The general upkeep of the facilities, especially on the blackwater, is awful. In general, you can see the money that was invested in this trail but with no upkeep the upper section between benburb and blackwater is full of rubbish, the access points are in disrepair and parts of the river are close to impassable because of debris.	The weather!	The weather.	There is a need for more access to swimming pools for basic instruction	There is a lack of camping facilities. I'm not after showers, running water etc .. Just somewhere where I can pitch my tent for the night
very little. There's a limited number of shops selling gear, but it can be bought online.	water is polluted could do with a clean up in certain places	water quality	we found information on where to launch the canoe(we have our own canadian canoe) rather vague and if we had not known the area well we would have not known where to go. The information is geared to people going with groups and organised parties, we enjoy a quiet canoe on our own and would like more info on where one can park the car, how far to carry the canoe and exact location of launching. We had thought of spending a	When one comes off the Strangford ferry and heads towards Downpatrick one sees a single sign for the canoe trail. The website and brochures should indicate that access here is via Castleward and that there is an entrance fee! There are no further signs between this point and Downpatrick, and Jane's Shore is not marked at all! This is very misleading and frustrating and we wasted a lot of time looking for an access point beyond the Quoile Pondage. The website indicates that one can paddle from Jane's Shore to 'Greyabbey', which one cannot do! Presumably this should read 'Inch Abbey'? Very confusing to a native of NI, let alone a tourist from abroad!!!	Wider knowledge of whats happening already. Opportunities for training over winter in leisure centres. Guides and access details to wide range of rivers.

### Q42 DO YOU PLAN TO TAKE PART IN MORE PADDLING IN NI IN THE FUTURE

Count of ID	Total
Q42	
No	1
Yes, another time in future	13
Yes, next year	18
Yes, this year	195
Grand Total	227

### Q43 WHAT TYPE OF PADDLING DO YOU INTEND TO DO

Flat water	181
Sea	121
Surf	41
White water	78
Other	5
TOTAL	426

**Q44 WHERE DID YOU FIRST HEAR ABOUT CANOENI.COM**

Count of ID	Q44	Total
Q44_2		
Another website		59
Brochure		21
Event or show		27
Other		68
Search on Internet		194
Tourist Information		12
Grand Total		381

**Q45 HAVE YOU HEARD ABOUT CANI.ORG.UK**

Count of ID	Q45	Total
Q45		
I have visited it a few times		147
I have, but I have never visited it		71
I use it regularly		30
No		181
Grand Total		429

**Q45b WHAT IMPROVEMENT COULD CANOE ASSOCIATION FOR NI MAKE FOR ITS MEMBERS**

Information	34
Advice	17
Courses	35
Development	23
Events	22
Competitions	7

**Q46 DO YOU HAVE A COPY OF THE FOLLOWING BROCHURES**

	Yes	No	Don't know
Canoe Northern Ireland Brochure	129	240	18
Lough Neagh Canoe Trail Guide	86	267	14
Lower Bann Canoe Trail Guide	90	255	16
Strangford Canoe Trail Guide	89	268	15
Blackwater Canoe Trail Guide	82	268	14
Lough Erne Canoe Trail Guide	90	271	13

**Q47 DO YOU RECALL RECEIVING INFORMATION ON CANOEING IN NI FROM CANOENI.COM BY POST OR EMAIL**

	Yes	No	
Post	27	186	brochure, canoe ni brochure, lough erne trail guide, newsletter, paddling brochures, trail guides
Email	38	178	e-newsletter, trail launches, Brochure, course info, monthly journal, newsletter, e-zine, info on scout trip

## Appendix 2 – Detailed results on paddling locations

	Paddled							
<b>Surf</b>								
Benone	12							
Castlerock	13							
Portstewart Strand	3							
Black Rock	6							
West Strand	12							
East Strand	10							
White Rocks	26							
Port Ballintrae	14							
White Park Bay	6							
Other (budoran)	8	Crawfordsburn, Bundoran, Bangor, Rossnowlagh, Donegal, Ballintoy, Ballycastle, From Ballintrae to Easkey						
<b>White Water</b>		<b>Which Section</b>	<b>adequate access</b>	<b>not adequate access</b>	<b>access not specified</b>	<b>adequate egress</b>	<b>not adequate egress</b>	<b>egress not specified</b>
River Roe	13	Roe Valley Country Park (1), Carrick Rocks to Countryside Centre (1)	1			1		
		Not Specified (8)	6	2		3	2	
River Bush	4	Not Specified (3), Salmon Leap (1)	2		1	2		1
Glendun River	2	Lower (1), All of it (1)	1			1		
River Main	8	Not Specified (5), dunminning bridle at factory/galgorm (1), Glarryford to Gracehill (1), galgorm to randalstown (1)	1	1	3	1	1	3
Glenarm River	6	Not specified (6)	1	2		2	1	3
Six Mile Water	13	Not Specified (6), dunadry/old mill (1), dunadry to Lough Neagh (1), from dunadry (1), Ballyclare 2 lough Neagh (1), dunadry greenmount (1), muckamore to antrim (1), Parkgate to Antrim lough shore (1)	3		3	3		
		Not Specified (5), get out at kilmore (1), main (1), Mason's bridge to Annacloy (1), Maguires bridge to annacloy (1)	1	2	2	1	2	2
Annacloy River	9		1	1		1	1	
				1				1
					1			1

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		Which Section	adequate access	not adequate access	access not specified	adequate egress	not adequate egress	egress not specified
White Water								
Shimna River	3	Not Specified (1)	1			1		
		tollymore (1)	1			1		
		All of it (1)			1			1
White Water River	6	Not Specified (4)	1		3	1		3
		upper (1)	1			1		
		near Blackwatertown (1)	1			1		
Upper Bann	30	Not Specified (16)	11		5	9	2	5
		banbridge/tullylish (2)	2				2	
		gilford (1)	1			1		
		Just outside Banbridge (1)	1			1		
		All (2)	2			2		
		Havelock to Tullylish (1)	1			1		
		dunbars to tullylish (1)	1				1	
		not sure (1)		1				1
		toome (1)	1			1		
		tullylish (1)	1			1		
		Portadown (1)	1			1		
		Kilrea - Coleraine (2)	2			2		
River Blackwater	19	Not Specified (11)	5	1	5	6		5
		triple/bridge (2)	2			2		
		education center to maydown bridge (1)	1			1		
		benburb (1)	1			1		
		Can't remember, from guide book (1)	1			1		
		upper (1)	1			1		
		near Blackwatertown (1)	1			1		
		blackwatertown (1)	1			1		
Ballinderry River	1	All on several occasions			1			1
Ownekillow River	14	Not Specified (8)	4		4	4		4
		Gortin Gorge (1)	1			1		
		upper (1)	1			1		
		through Gorge! (2)	2			2		
		All (1)	1			1		
		Gortin downstream (1)	1			1		
River Strule	2	Not Specified (1)			1			1
		Omagh to Newtonstewart (1)	1			1		
Upper Derg	3	Not Specified (1)	1			1		
		upper (1)	1			1		
		All (1)	1			1		
River Mourne	17	Not Specified (9)	6		3	6		3
		Fisheris (3)	3			3		
		Newtonstewart (2)	2			2		
		All (1)			1			1
		the interesting bits (1)	1			1		
		Newtonstewart to Sion Mills (1)	1				1	
Glenelly River								
Other	8	Boyne, Lagan, Ardeche Gorge, Benburb						

			not adequate access/eg ress	Not specified
<b>Sea</b>		<b>adequate access/egress</b>		
Lough Foyle	5		5	
Downhill to Portrush	8		7	1
Portrush to Dunseverick	17		16	1
Rathlin Island	5		4	1
Ballycastle to Cushendall	8		8	
Cushendall to Larne	6		5	1
Larne to Whitehead	8		8	
Belfast Lough	33		29	3
Bangor to Portavogie	19		18	1
Portavogie to Strangford	11		10	1
Strangford to Newcastle	24		23	1
Newcastle to Killkeel	11		10	1
Carlingford Lough	11		10	1
Other - Donegal	2		2	
Other - Ballywalter	1		1	
Other - Scotland	1		1	
Other - Strangford Lough	1		1	
Other - Copeland Islands	1			1
Other - Not specified	1			1
<b>Flat Water</b>				
Blackwater Canoe Trail	36			
Lower Bann Canoe Trail	47			
Lough Erne Canoe Trail	57			
Lough Neagh Canoe Trail	37			
Strangford Lough Canoe Trail	39			
Quoile Estuary	9			
Lough Macnean Upper and Lower	4			
Other	35	Castlewellan Lake (5), Lagan (10), Newry Canal (1), Caladonian Canal (1), Mulroy Bay Donegal (1), Lough Killyfole (2), Dun River (1), Lough Mucknoo (1), Donegal (1)		