

# Canada

*Tourism and recreation*



SWOT and analysts of Canada's  
tourism



## DEPTH, HEART AND VITALITY

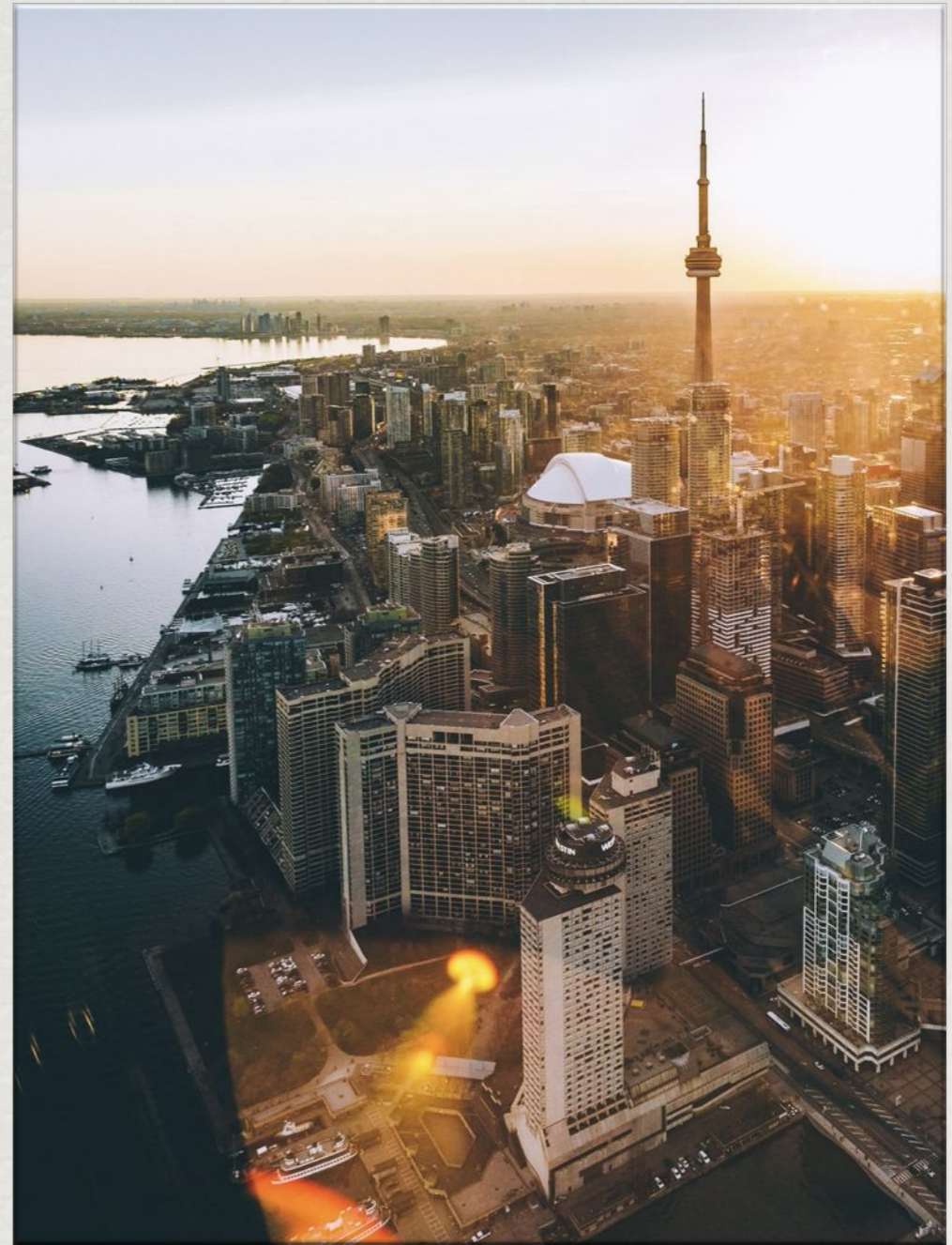
*The following scores are presented on a scale  
from 1 to 7*

# Depth

*Traditions 6.4*

*Cultural attractions 7*

*Discovery 6.5*





# HEART

*Friendliness 6.9*

*Relaxing 5.9*

*Scenic 7.0*

*Welcoming 6.8*

*Humor 6.1*

# VITALITY

*Lots of experiences 7.0*

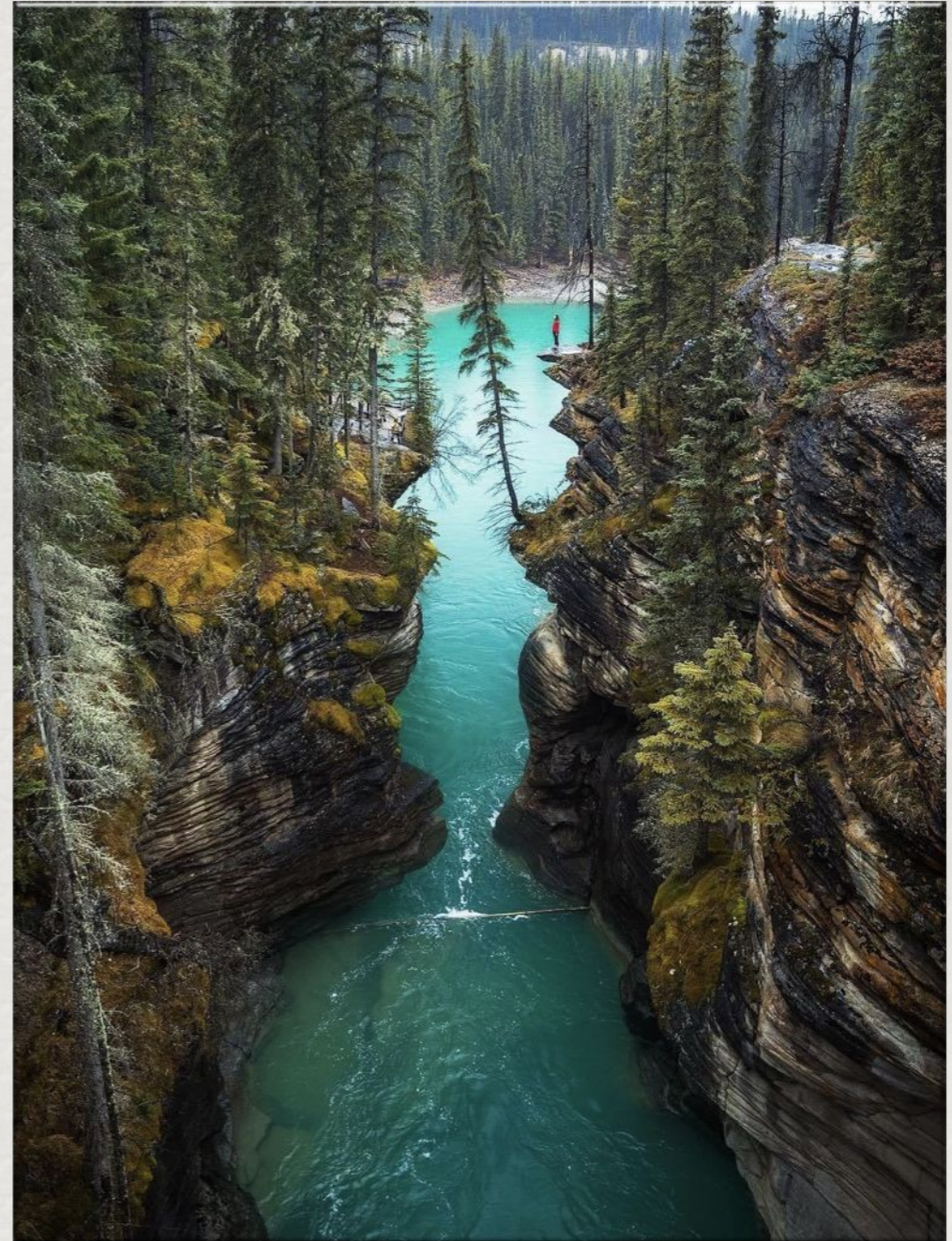
*Fun 6.8*

*Sociable 6.3*

*Energetic 5.7*

*Modern 6.2*

*Vibrant cities 6.6*





SWOT

A scenic landscape photograph of a winding asphalt road through a mountain valley. In the foreground, a red sedan is driving away from the viewer on the right side of the road. The road is flanked by lush green bushes and tall evergreen trees. In the background, majestic mountains with patches of snow rise against a bright blue sky with scattered white clouds. The overall scene is vibrant and captures a beautiful natural setting.

*STRENGTH*



*1. Beautiful and relaxing atmosphere, breathtaking nature that may let you to forget about all concerns*

*2. Wide range of hotels and offers that are provided, applicable and affordable for every person who visits the country*

*3. Local people are very kind and welcoming for every person*

*4. Tourism industry is well-developed making it easy to find anything you want, starting from souvenirs to transport and accommodation*

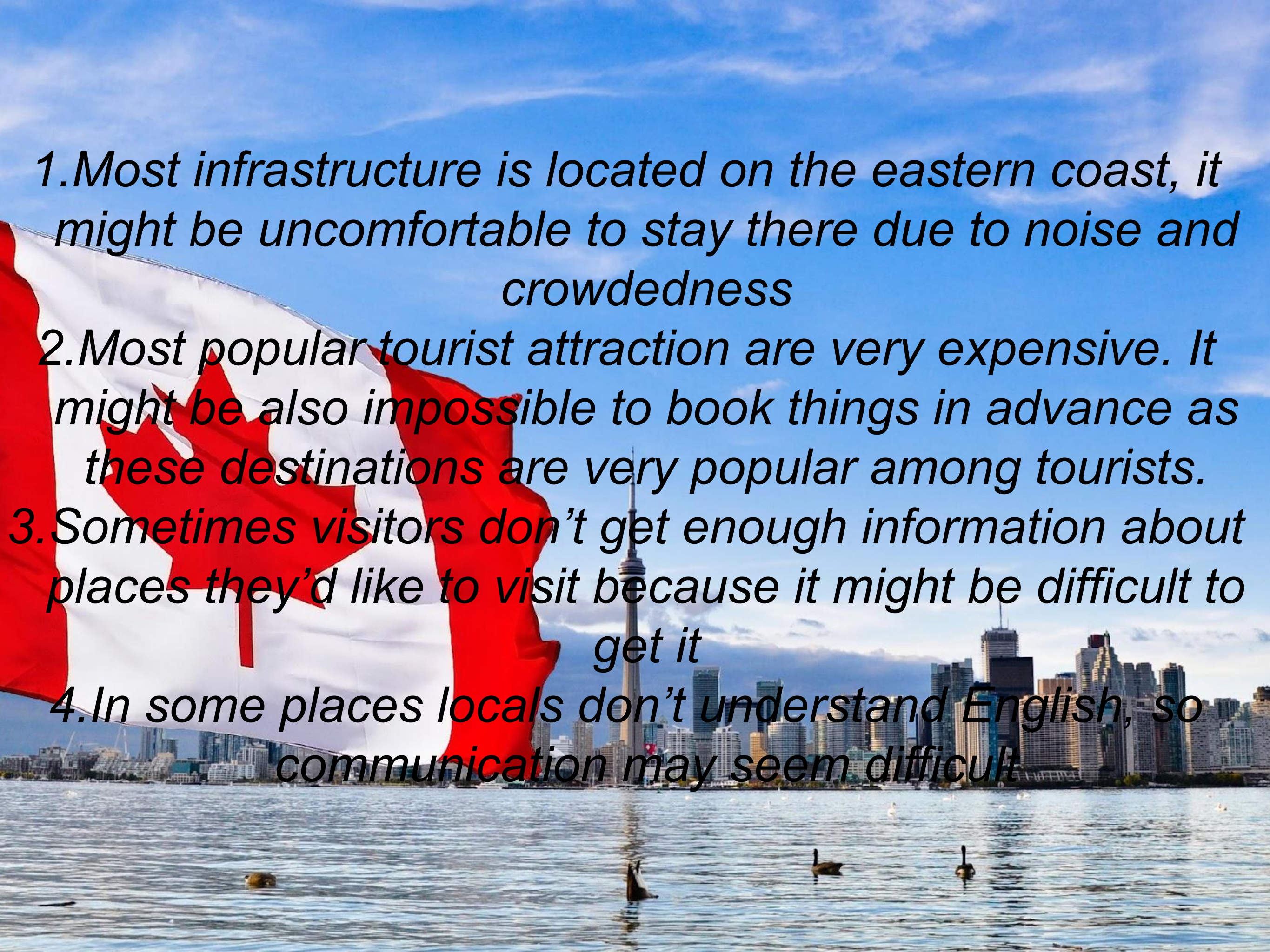
*5. A wide range of cultural events and opportunities are provided over the country. Regions differ from each other what makes these places very unique.*

*6. Rich natural landscape that provides fantastic views and photos*

*7. Due to the number of events that are happening in Canada it is a good opportunity to meet new people and*



*WEAKNES*  
*S*



*1. Most infrastructure is located on the eastern coast, it might be uncomfortable to stay there due to noise and crowdedness*

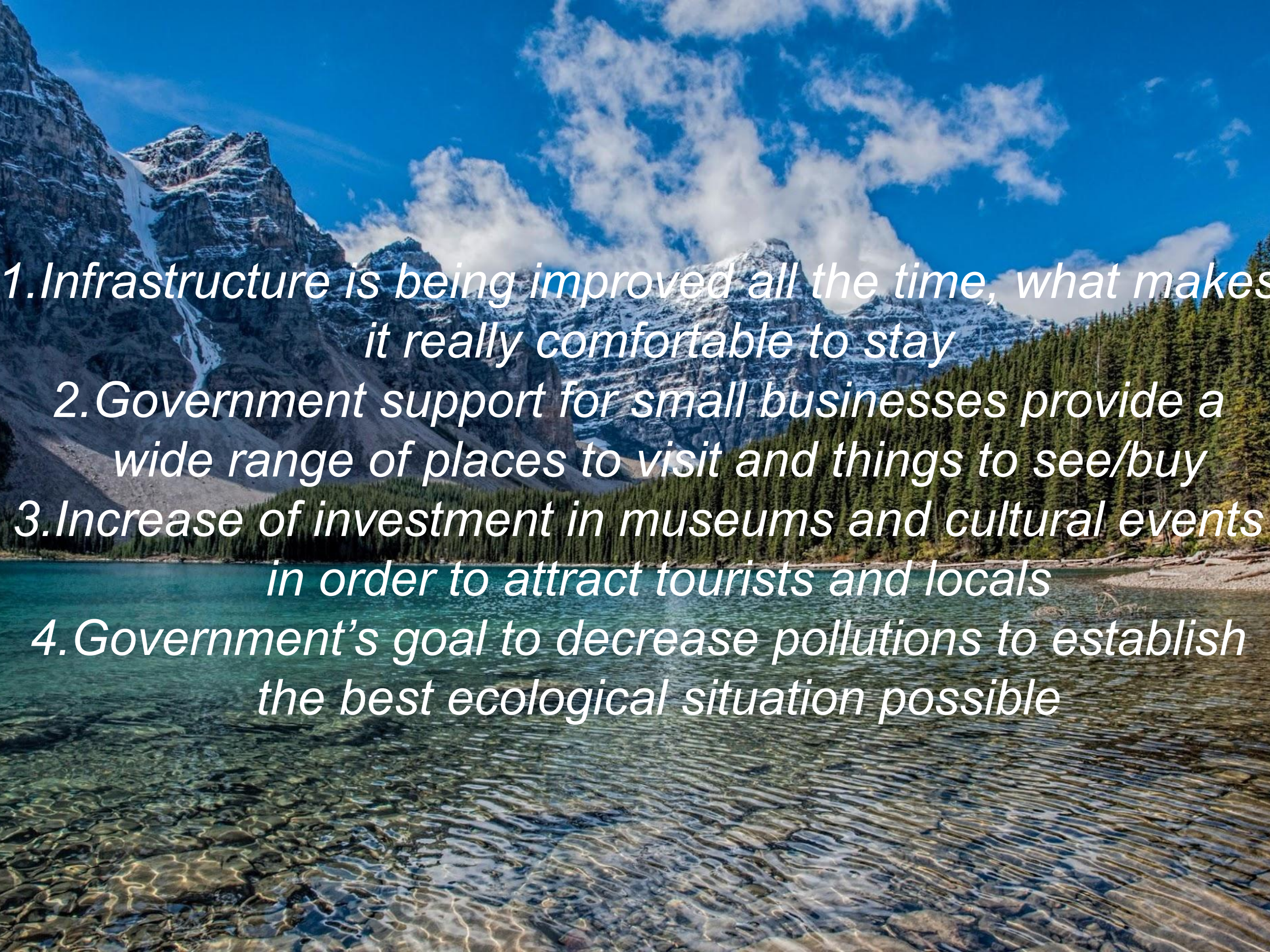
*2. Most popular tourist attraction are very expensive. It might be also impossible to book things in advance as these destinations are very popular among tourists.*

*3. Sometimes visitors don't get enough information about places they'd like to visit because it might be difficult to get it*

*4. In some places locals don't understand English, so communication may seem difficult*

A panoramic night view of a city waterfront. In the foreground, a paved promenade with young trees and benches runs alongside a canal. Numerous boats are docked along the canal, their lights reflecting in the water. In the background, a mix of historic architecture, including a prominent Gothic-style building with spires, and modern buildings are illuminated. On the right, a large, curved building with a complex glass and metal facade is brightly lit from within. The sky is a deep blue with wispy clouds, and the overall atmosphere is one of a lively, modern urban environment.

*OPPORTUNITIES*

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- 1. Infrastructure is being improved all the time, what makes it really comfortable to stay*
  - 2. Government support for small businesses provide a wide range of places to visit and things to see/buy*
  - 3. Increase of investment in museums and cultural events in order to attract tourists and locals*
  - 4. Government's goal to decrease pollutions to establish the best ecological situation possible*



***THREATS***

*1. Criminal situations may occur in big cities, big number of homeless people may fear visitors, however government works it out effectively*

*2. Mitigation of drug-policy helped a lot to decrease the number of crimes but didn't eliminate the problem*

*3. Weather conditions might be extreme during winter, causing many transport problems and even freezing to death*

**DESPITE THESE FACTS CANADA IS A VERY SAFE PLACE, THANKS TO GOVERNMENT AND PEOPLE AND PROVIDES THE WARMEST GREET, SO...**

A wide, multi-tiered waterfall cascades down a rocky cliff. The water is a vibrant turquoise color, creating a misty spray at the base. In the foreground, a paved viewing platform with a metal railing is crowded with people of various ages. Some are taking photos, while others are posing for the camera. The background shows a lush green landscape under a clear sky.

***CANADA IS WAITING FOR YOU!***