



COSTA RICA

Tourism and recreation

A vibrant macaw with yellow, blue, and red feathers is captured in mid-flight against a backdrop of a lush tropical landscape. The bird's wings are spread wide, showing the intricate patterns of its feathers. In the foreground, large green banana leaves and palm fronds are visible, adding to the sense of a dense jungle environment. The background features rolling hills and a clear sky, suggesting a serene and beautiful destination.

DEPTH, HEART, VITALITY

Costa Rica as a destination brand

The following scores will be presented on a scale from 1 (poor) to 7 (beyond expectations)



DEPTH

6.5 Cultural attractions

6.4 Discovery

5.7 Traditions



HEART

7.0 Friendly

6.8 Relaxing

5.7 Humour

7.0 Scenic

6.8 Welcoming



VITALITY

6.3 Lots of experiences

5.3 Vibrant cities

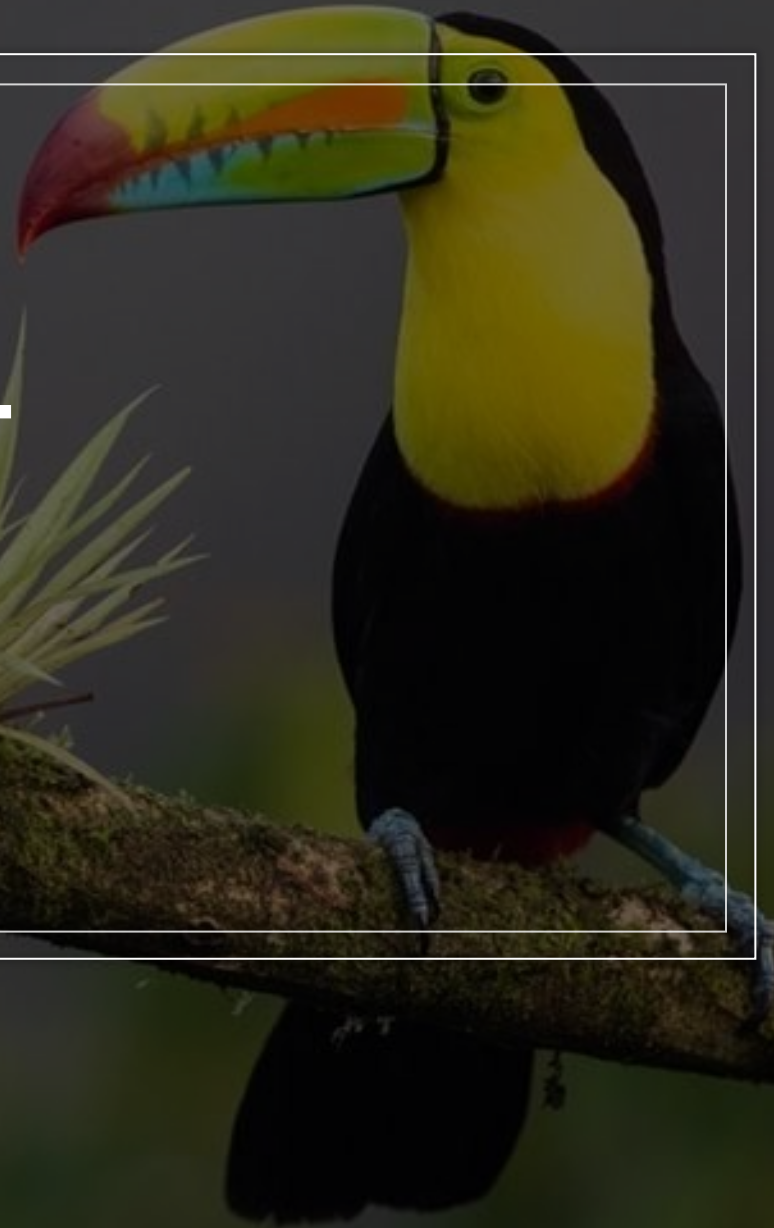
7.0 Fun

5.8 Sociable

5.0 Energetic

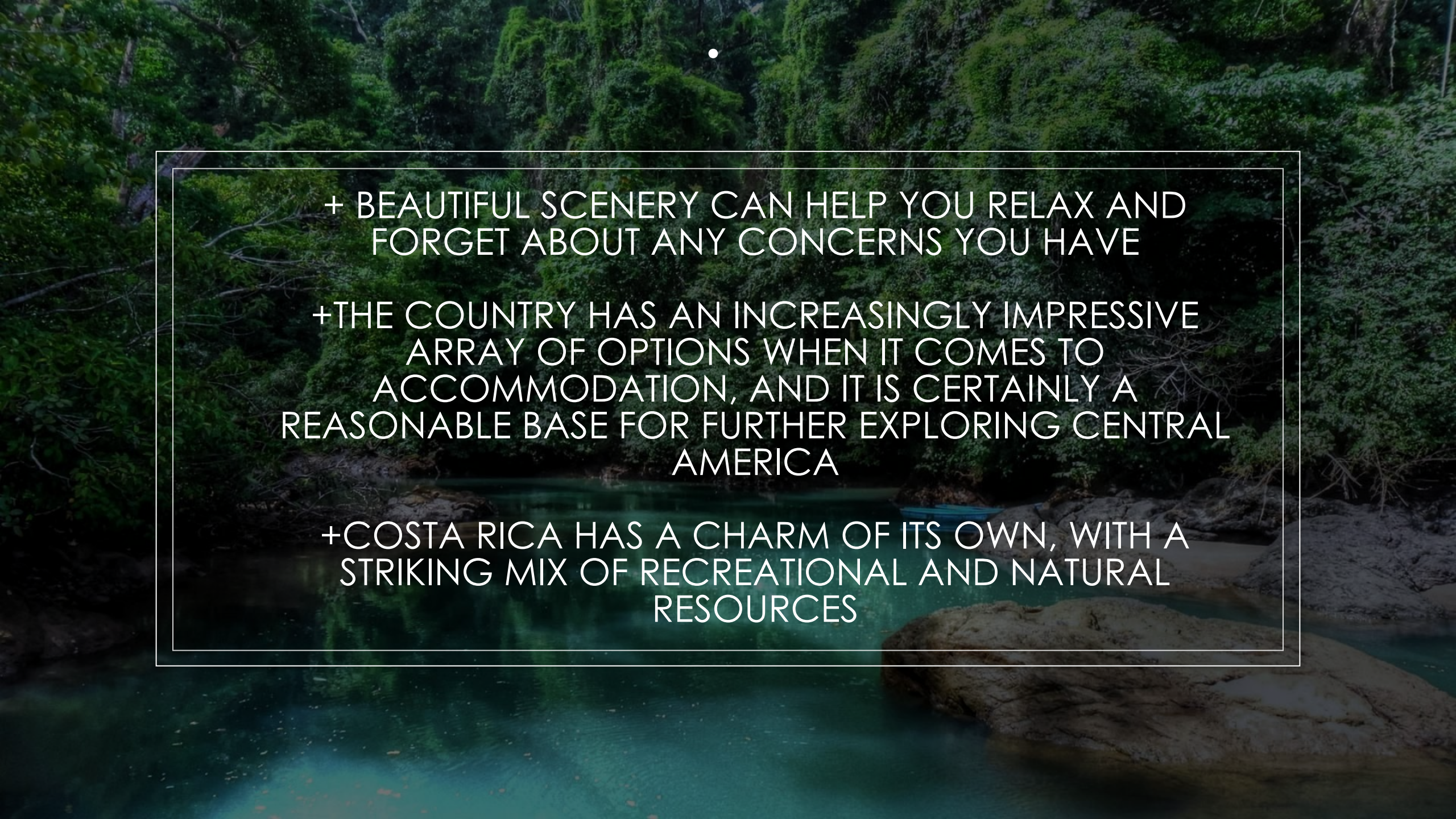
5.2 Modern

SWOT



The image features a vibrant, natural background of a dense forest with a stream. The scene is framed by a white border. At the top center of this frame is a solid green rectangle. The word "STRENGTH" is written in large, white, uppercase letters across the middle of the frame.

STRENGTH

- 
- + BEAUTIFUL SCENERY CAN HELP YOU RELAX AND FORGET ABOUT ANY CONCERNS YOU HAVE
 - +THE COUNTRY HAS AN INCREASINGLY IMPRESSIVE ARRAY OF OPTIONS WHEN IT COMES TO ACCOMMODATION, AND IT IS CERTAINLY A REASONABLE BASE FOR FURTHER EXPLORING CENTRAL AMERICA
 - +COSTA RICA HAS A CHARM OF ITS OWN, WITH A STRIKING MIX OF RECREATIONAL AND NATURAL RESOURCES



WEAKNESSES

- 
- A suspension bridge with a metal grate floor and railings, stretching across a dense, misty forest. The bridge is the central focus, leading the eye into the distance. The surrounding trees are lush and green, with some mist or fog in the air, creating a serene and somewhat mysterious atmosphere.
- SOME TOURISTS MAY BE FOOLED BY SOME LOCAL GANGS (APPLIED ONLY IN SPECIFIC REGIONS)
 - THE STAY CAN BE VERY EXPENSIVE IF YOU WANT TO LIVE ON THE COAST
 - SOME BEACHES ARE ONLY AVAILABLE TO LOCALS



OPPORTUNITIES

- 
- A sunset over the ocean with silhouettes of people in the foreground. The sun is low on the horizon, casting a warm glow over the sky and water. The foreground shows the dark silhouettes of people sitting on the beach or in the shallow water.
- > STEADILY IMPROVING THE INFRASTRUCTURE, WITH MORE AND MORE CONNECTIONS TO THE OUTSIDE WORLD (A NEW AIRPORT IS BEING BUILT)
 - > MODERNIZATION AND INCREASED INVESTMENT IN NEW ROADS
 - > REDUCING THE COSTS ON FUELS AND MAKING MORE ARRANGEMENTS WITH NEW AIRLINES



THREATS



< FREQUENT EARTHQUAKES MAY POSE A BARRIER TO SAFE TRAVEL

< VOLCANO ERUPTIONS CAN BE DANGEROUS

< ABSENCE OF STANDING ARMY CAN BECOME A THREAT OF THE COUNTRY'S WELL-BEING (ALTHOUGH CURRENTLY COSTA RICA IS NOT UNDER THREAT OF BEING INVADED)



COSTA RICA PURA VIDA

Simply translated, *pura vida* means “simple life” or “pure life”, but here in Costa Rica, it is more than just a saying—it is a way of life.