

# 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*

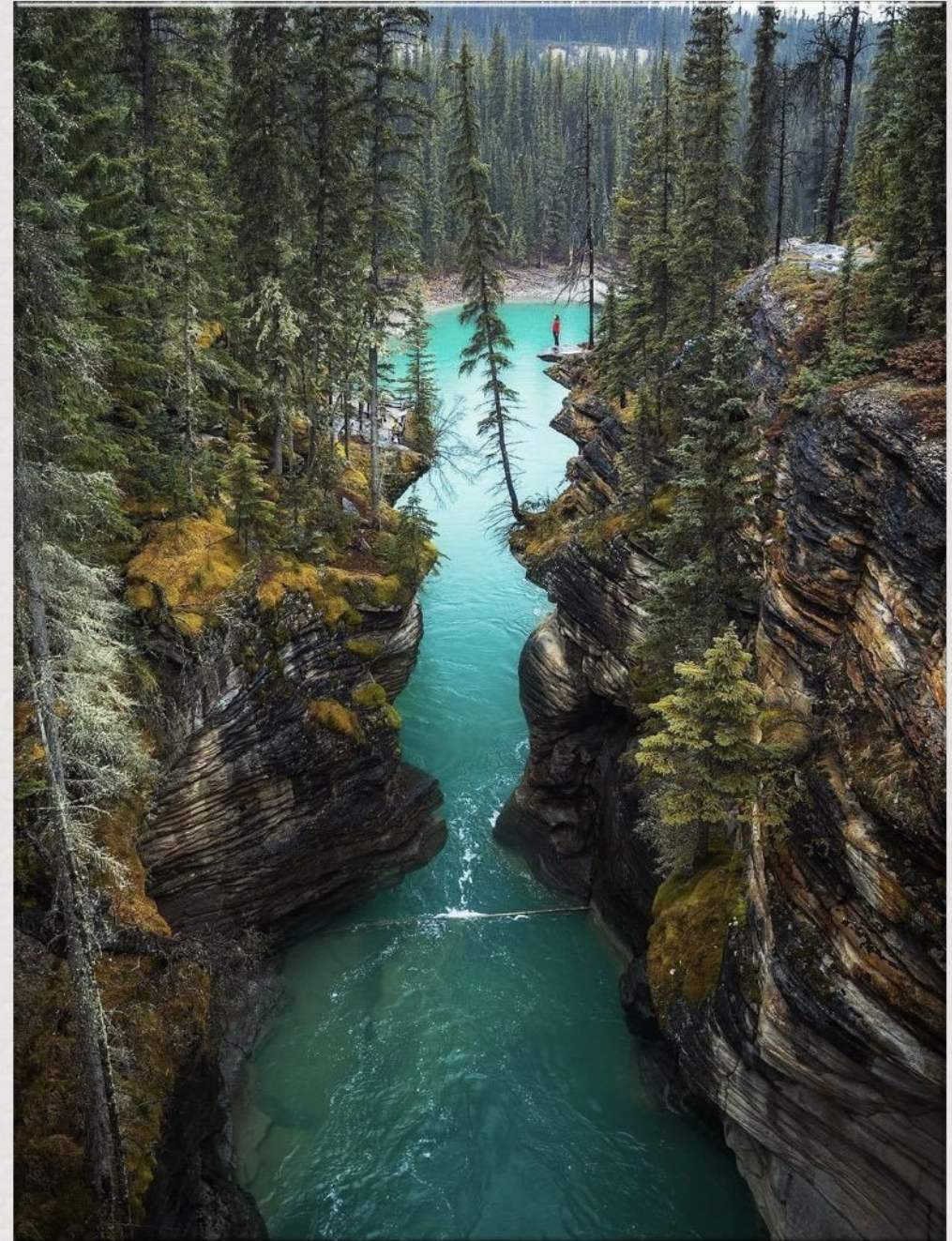
*Fun 6.8*

*Sociable 6.3*

*Energetic 5.7*

*Modern 6.2*

*Vibrant cities 6.6*







SWOT



A scenic landscape photograph of a winding asphalt road in a mountainous region. A red car is driving away from the viewer on the right side of the road. The road is flanked by lush green vegetation and dense evergreen forests. In the background, majestic mountains with snow-capped peaks rise against a bright blue sky with scattered white clouds. The word "STRENGHT" is overlaid in the center of the image.

*STRENGHT*



*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*

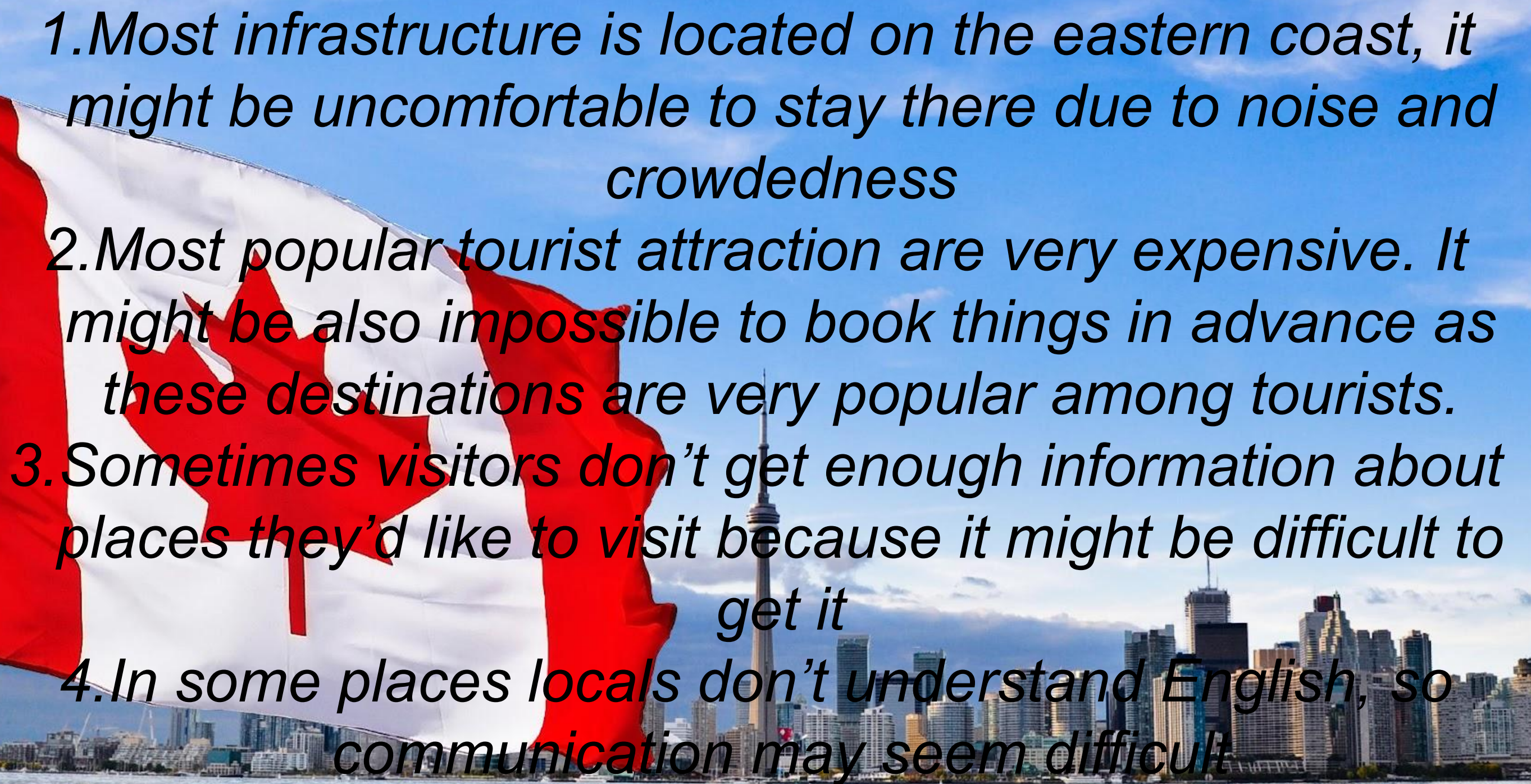
*7. Due to the number of events that are happening in. Canada it is a good opportunity to meet new people and*





WEAKNES  
S



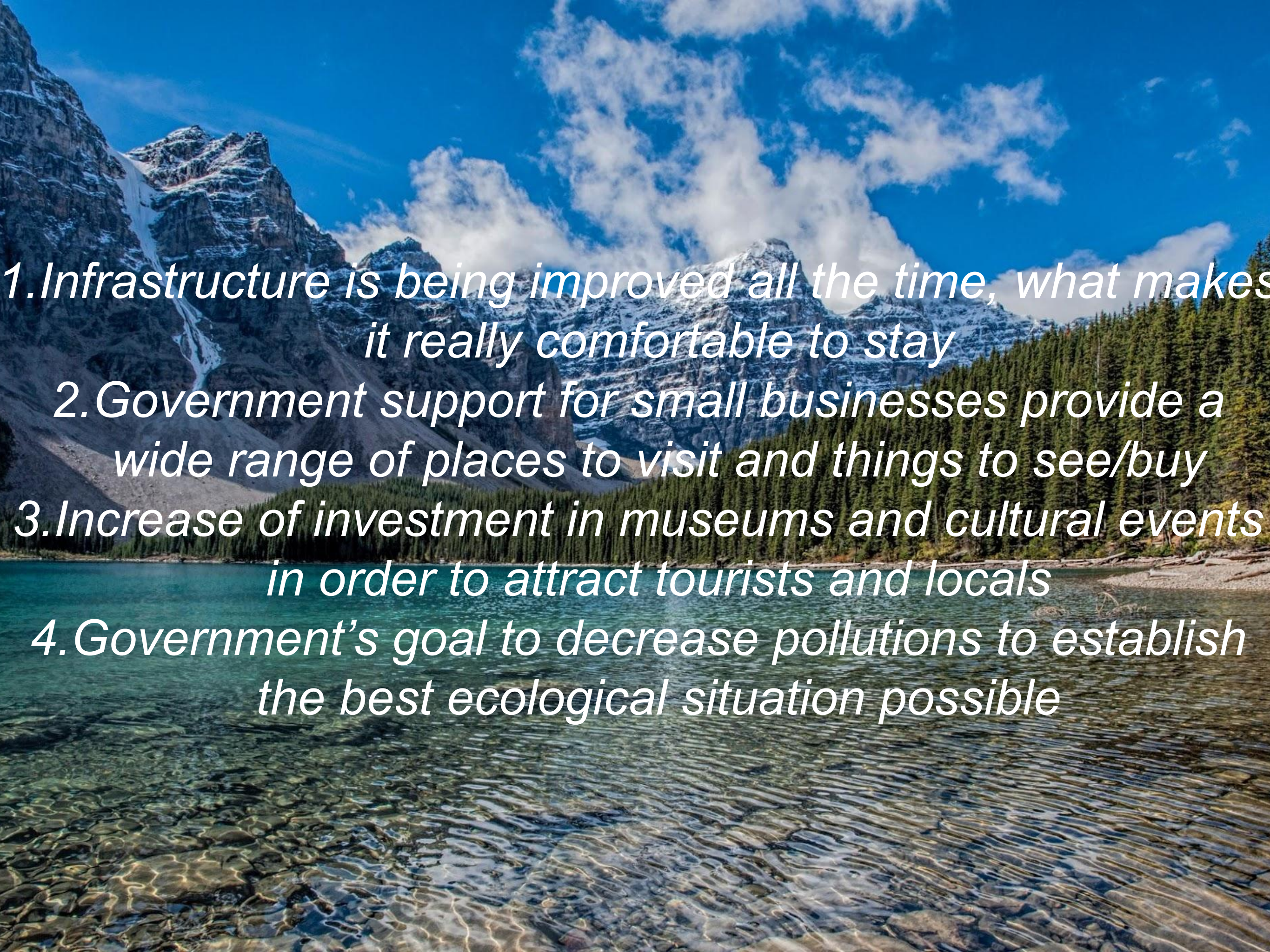
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- 1. Most infrastructure is located on the eastern coast, it might be uncomfortable to stay there due to noise and crowdedness*
- 2. Most popular tourist attraction are very expensive. It might be also impossible to book things in advance as these 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 nighttime photograph of a city waterfront. In the foreground, a river is filled with several white boats, some with red accents and Canadian flags. The water reflects the city lights and the sky. To the right, a large, modern building with a curved, glass facade is illuminated from within, showing a grid-like structure. In the background, a historic building with multiple towers and spires is lit up. The sky is dark blue with wispy clouds. The overall scene is vibrant and modern.

*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-angle photograph of Niagara Falls, showing the massive volume of water cascading over the rocky ledge. In the foreground, a paved walkway with a metal railing is crowded with tourists. A family of four, including a man, a woman, and two children, are posing for a photo with their arms raised. Other visitors are seen in the background, some looking at the falls and others taking pictures. The scene is bright and sunny, with lush green trees visible on the upper left and right edges of the frame.

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