**PESTEL Analysis**

What are the political, economic, sociological, technological, legal and environmental elements that impact the global hotel industry?

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| **Element** | **Factor** | **Impact (help or hurt?)** |
| Political | Safety/Security: Canada is the 6th safest country in the world  Favorable political situation, well liked leaders:  Government Holidays: Canada’s public holidays mirror those in the US  Anticorruption:  Election times/popular political parties/movement:  State of government:  Type of leadership:  Publicly speak/censorship:  Immigration: | Help  Help |
| Economic | Exchange rate: Canadian dollar is somewhat weak compared to other major currencies  Strength of economy/source countries:  Differences between upper and lower classes:  Income level/unemployment within country:  Impact of homeless population:  Tax rates:  Haggling/bargaining:  Hotel room rates:  Gouging tourists: | Helps tourism: inexpensive to go there |
| Sociological | Millennials  Cultural tourism:  Authentic experience:  Adventure tourism:  Convenience:  Health and Wellness:  Clothing/standards/what’s acceptable:  Measurement systems:  Population density:  Eating trends:  Religion:  Language: Canada has 2 official languages, English and French. French is the spoken language in Quebec. |  |
| Technological | Technology/connectivity/wifi:  Government regulation:  Safety of connection:  VR/AR:  Outlets:  Mobile key:  Degree of hotel digitalizion:  GPS accuracy/satellite availability: |  |
| Legal | Drugs/Drinking Age: |  |
| Environmental | Natural beauty: Canada has a large national park system, thousands of lakes, known for natural beauty  Weather: | Help |