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**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 worldFavorable political situation, well liked leaders:Government Holidays: Canada’s public holidays mirror those in the USAnticorruption:Election times/popular political parties/movement:State of government:Type of leadership:Publicly speak/censorship: Immigration: | HelpHelpMore sales |
| Economic | Exchange rate: Canadian dollar is somewhat weak compared to other major currenciesStrength 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:Cost competitions CurrencyHotel room rate 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.Techology/ WIFIConvenienceAuthentic experienceCultural tourism | French |
| Technological | Technology/connectivity/wifi:Government regulation:Safety of connection:VR/AR: Outlets:Mobile key:Degree of hotel digitalizion:GPS accuracy/satellite availability: | More option to select |
| Legal | Drugs/Drinking Age:Weed |  |
| Environmental | Natural beauty: Canada has a large national park system, thousands of lakes, known for natural beautyWeather: Coldfreeze | Help |