

Sample SWOT Analysis

Strengths

- o Active culture with a strong connection to the land
- o Located half an hour outside of Edmonton
- o Hiking trails developed
- o Exciting visitor experience options throughout all seasons

Weaknesses

- o Lack of a Visitor Centre
- o Limited accommodation capacity
- o Only a small range of food and beverage services

Opportunities

- o Many established tour operators in the region to potentially partner with
- o Trend of increased domestic tourism
- o Unique cultural characteristics with which to create a strong brand identity

Threats

- o Long-term impacts of COVID-19
- o Competition with nearby communities
- o Potential environmental impacts
- o Impacts of climate change