**Pestle Analysis Template**

The PESTLE analysis template included in this toolkit allows a company to think about and log the environment as it affects them. It combines all the representative factors in one table, which then need to be analysed based on the current market situation. Below is a comprehensive list of headings that should be considered when carrying out the analysis on a market. Most have some relevance to the visitor economy.

**Political factors**

* Trading policies
* Government changes
* Shareholders and their demands
* Funding,
* Governmental leadership
* Lobbying
* Foreign pressures
* Conflicts in the political arena

**Economic factors**

* Disposable income
* Unemployment level
* Foreign exchange rates
* Interest rates
* Trade tariffs
* Inflation rate
* Foreign economic trends
* General taxation issues
* Taxation changes specific to product/services
* Local economic situation and trends

**Social factors**

* Ethnic/religious factors
* Corporate governance (new)
* Advertising scenarios
* Ethical issues
* Consumer buying patterns
* Major world events
* Buying access
* Shifts in population
* Demographics
* Health
* Consumer opinions and attitudes
* Views of the media
* Law changes affecting social factors
* Change in Lifestyle
* Brand preferences
* Working attitude of people
* Education
* Trends
* History

**Technological factors**

* Technological development
* Research and development
* Trends in global technological advancements
* Associated technologies
* Legislations in technological fields
* Patents
* Licensing
* Access into the technological field
* Consumer preferences
* Consumer buying trends
* Intellectual property and its laws
* How mature a certain technology is
* Information technology
* Communication
* Transport

**Legal factors**

* Employment law
* Consumer protection
* Industry-specific regulations
* Subsidy control regulations (new)
* Competitive regulations
* Current legislation home market
* Future legislation
* Regulatory bodies and their processes
* Environmental regulations
* GDPR (new)

**Environmental factors**

* Ecological
* Environmental policy
  + International
  + National
* Energy factors
* Resource use factors
* Stakeholder/ investor values
* Staff attitudes
* Management style
* Environmental regulations
* Customer values