**SWOT Analysis**

* **Strengths! -**

1- unique locations - Access To • historical sites. remote islands, Cave

2- and deserts, experience not easily → accessible to general Tourists

3-Personalized Culture experience

4- Premium Network

5-A Company That Creates a detailed for each Tourist program Tourism.

6-Providing For a high level of security every Tourist.

* **Weakness: -**

1- Recognition As a new company, building a strong brand that can compete with established luxury travel providers will be a challenge, making it difficult to attract clients initially

2-Running a high a luxury business needs a high to operational Costs

* **Threats!**

1-Competitions - International luxury Tourism Companies might offer similar services and attract the same clints i

1. Global events Pandemics, Travel • restrictions or geopolitical Conflicts Can heavily impact Tourism
2. Reputation and Media Sensitivity Working with high individuals Makes

The Company's reputation extremely Sensitive To any Small mistake or rumor that may arise, any negative, news Could undermine Clint trust and damage The Company's reputation

* **Opportunities: -**

1. Contracting with local and international brands To Celebrity’s trip Join This
2. Choosing our Company by some Celebrities opens many doors for partnership. With state or international institutions. and encourages social media influencer To Choose us
3. Growing Luxury Travel Market