



# TERROR & TOURISM

Presented by Christopher Jacks

# THE PROBLEM

The aftermath of terrorism effects many. The tourism industry especially. ‘Boutique’ and ‘niche’ players say they struggle to recover. And are pressed to decide whether lowering prices or offering value added packages would be the solution.

On March 23<sup>rd</sup>  
2016, the 23 room  
boutique hotel ...

HOTEL DES  
GALERIES  
225 Cancellations

# THE DATA

## 1. Global Terrorism Database

1970 – 2016

source: Kaggle

## 2. International Arrivals

1997-2016

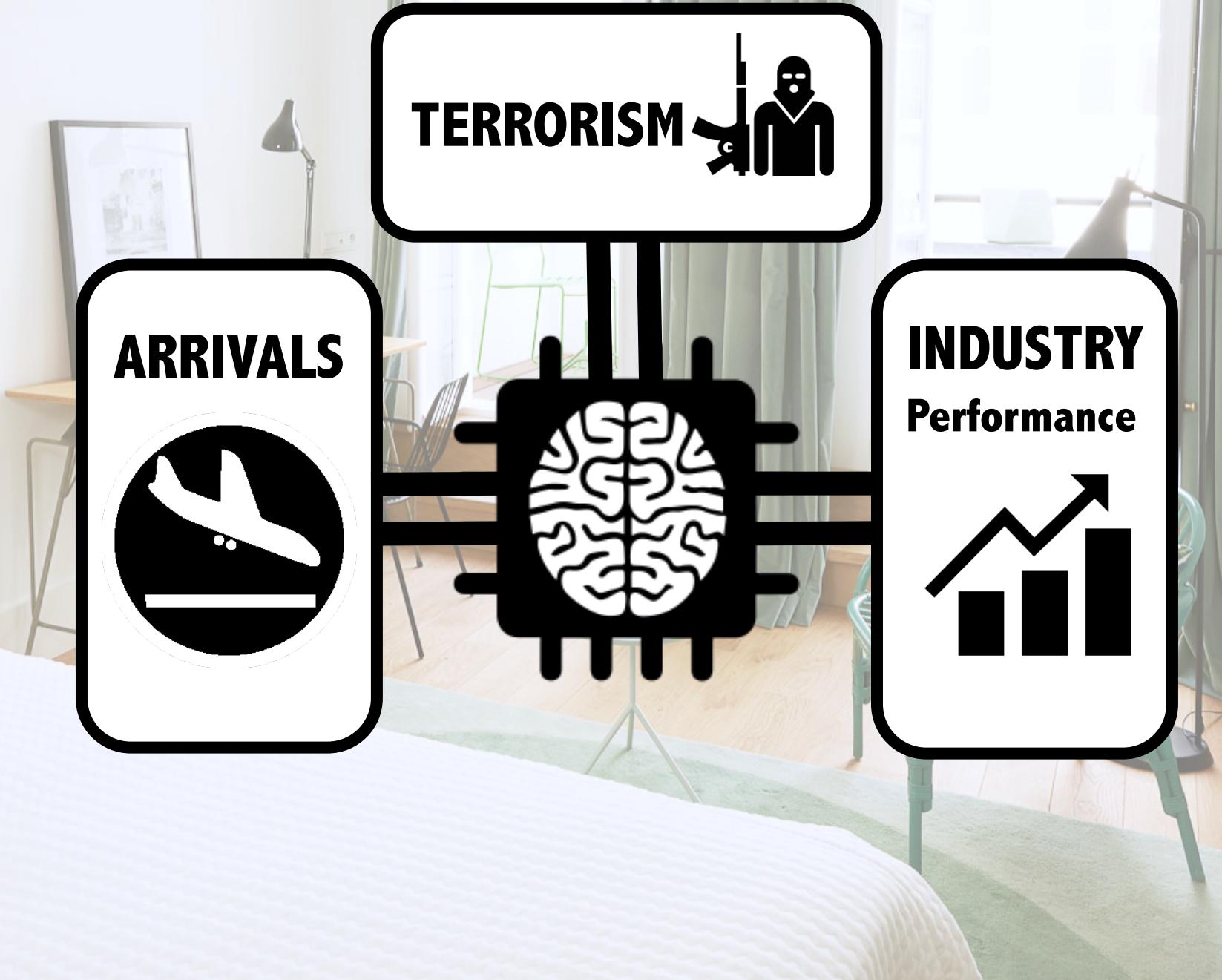
source: National Travelers and Tourism Office

## 3. Historical Stock Prices

1980 -2017

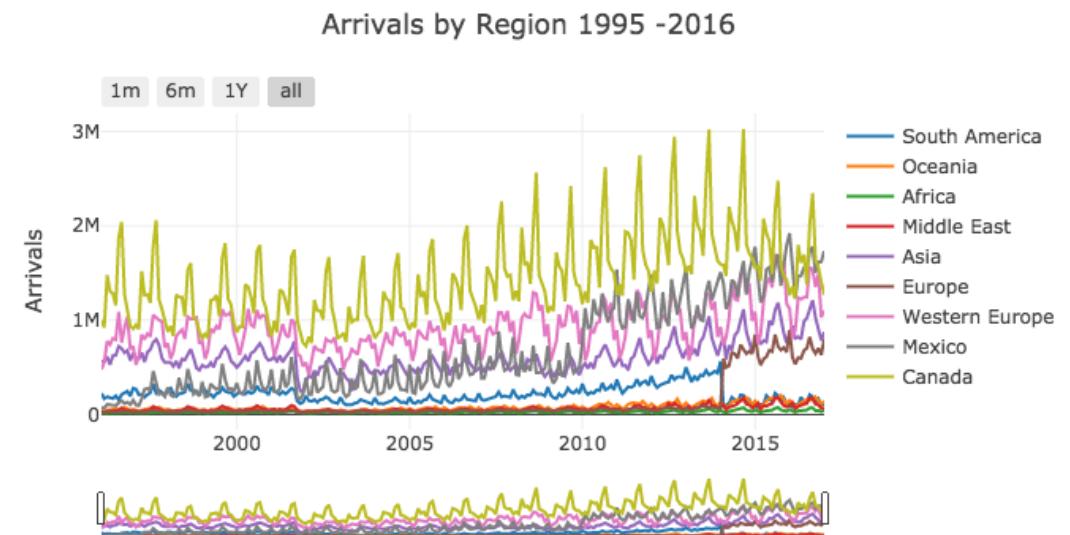
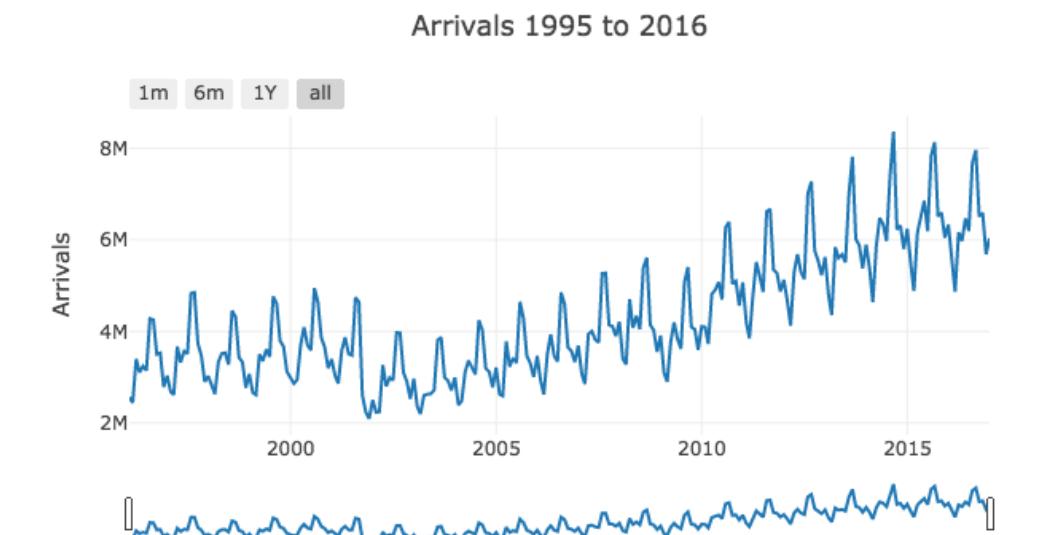
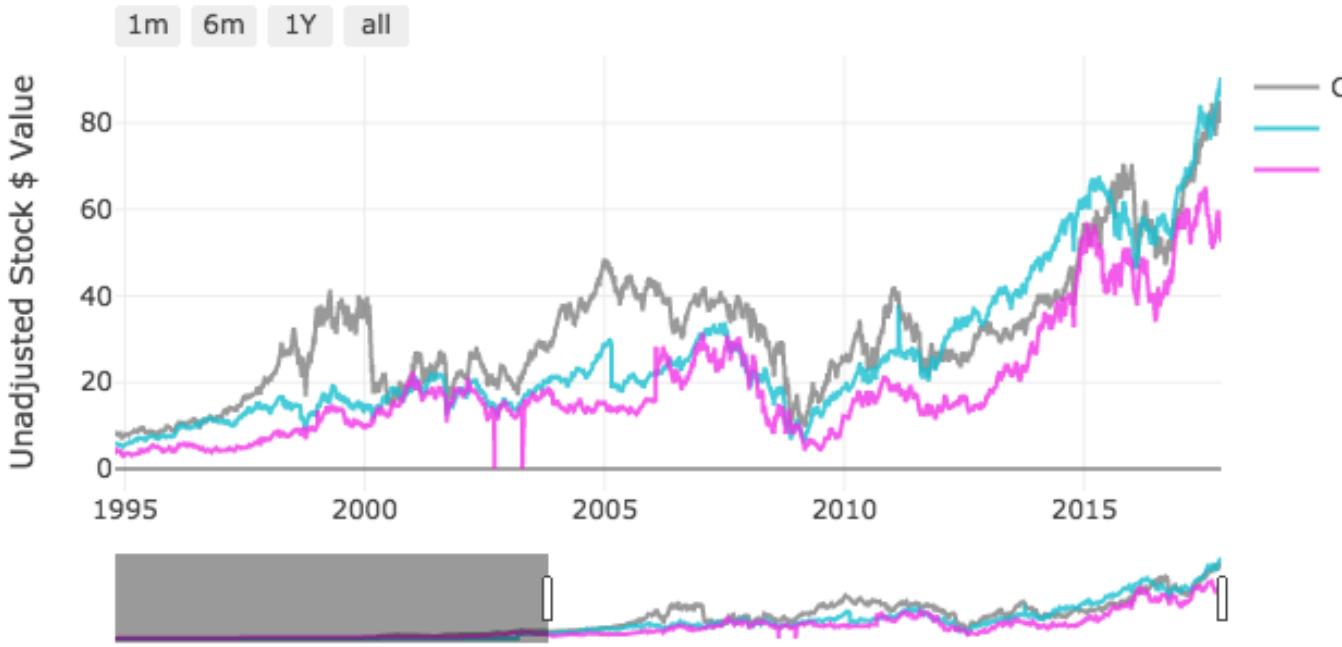
source: Kaggle

source: Yahoo Finance!

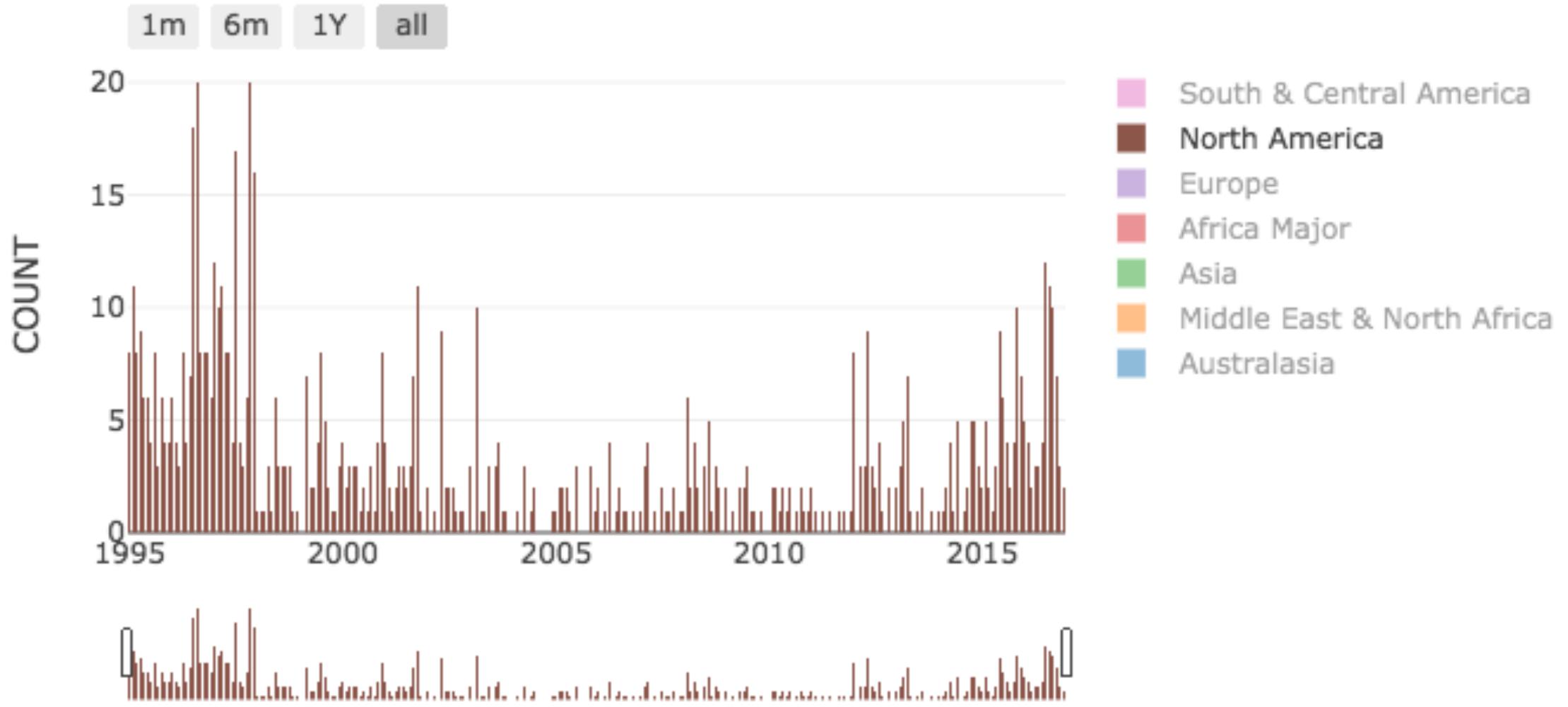


# THE FINDINGS (1994 onwards)

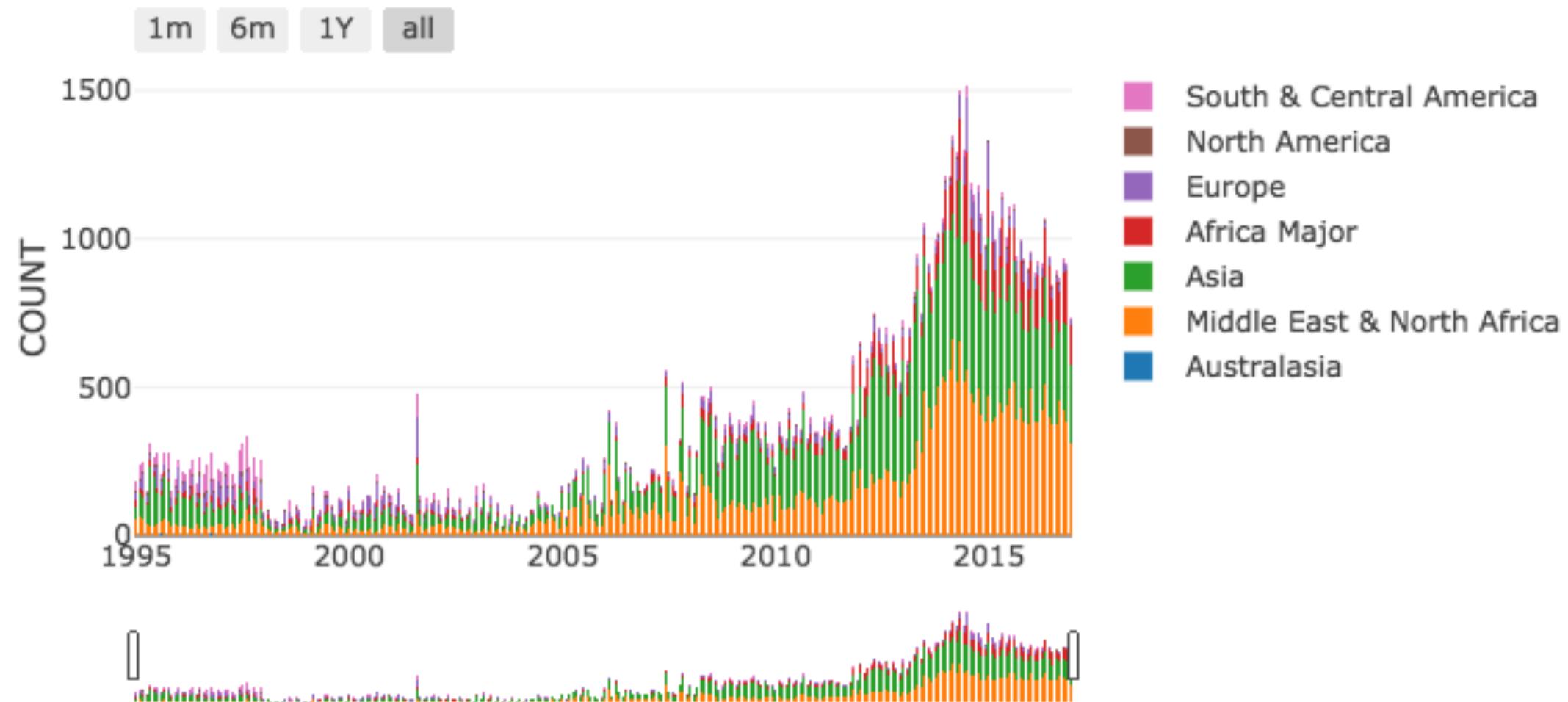
Mean Historical Closing Price Looked at by Tourism Verticle



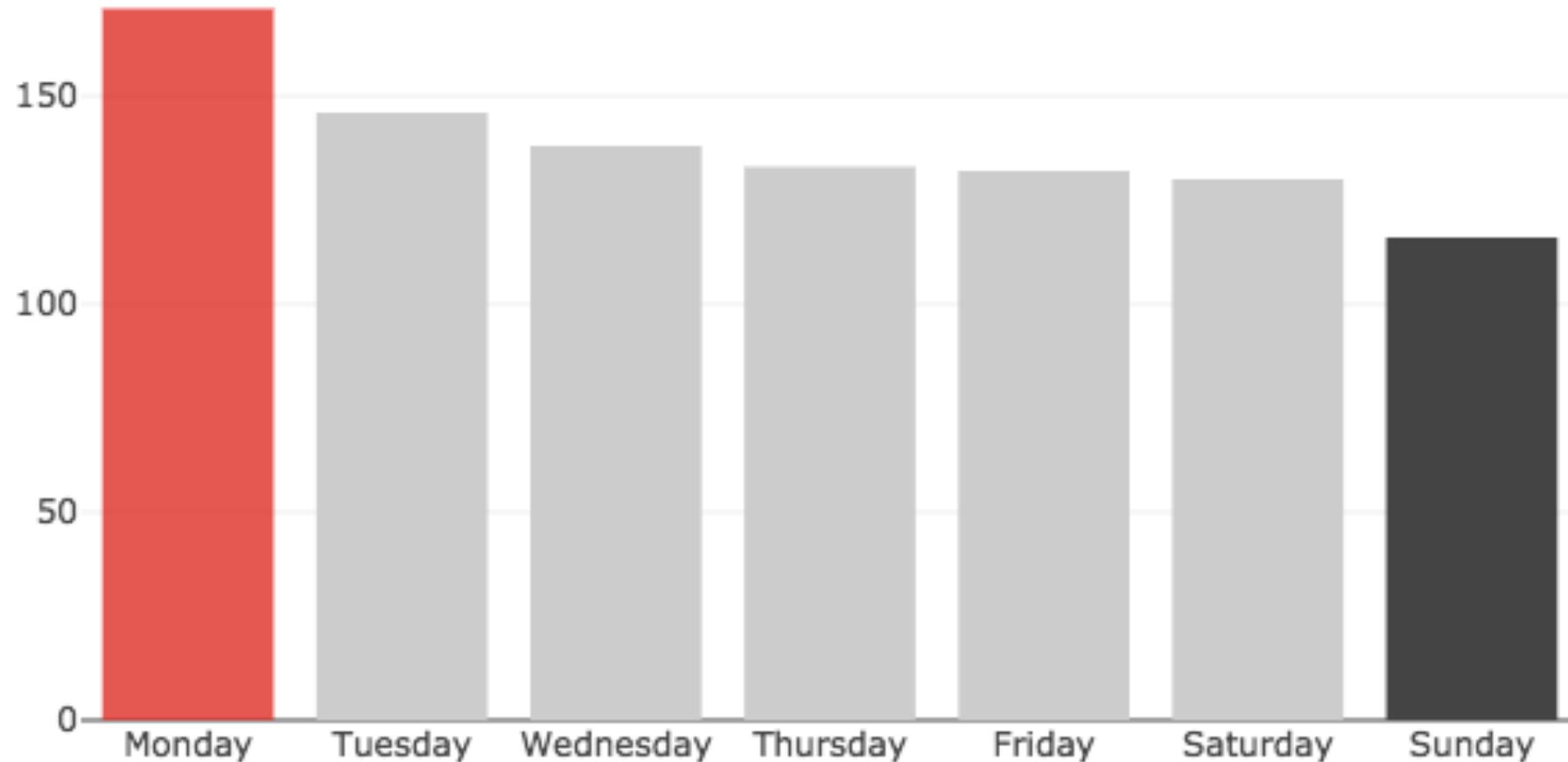
# Acts of Terror in the US



## Acts of Terror Globally



## Terror Related Deaths by Day of the Week

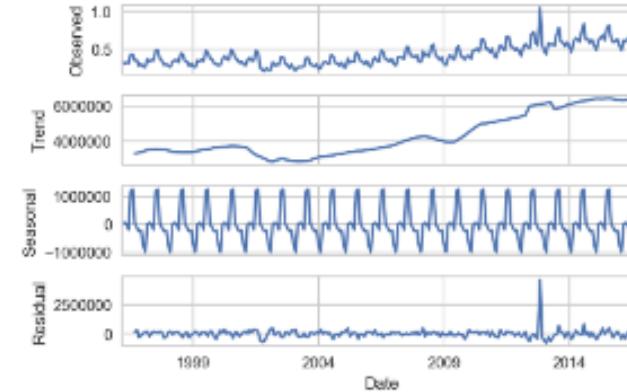


# THE MODEL

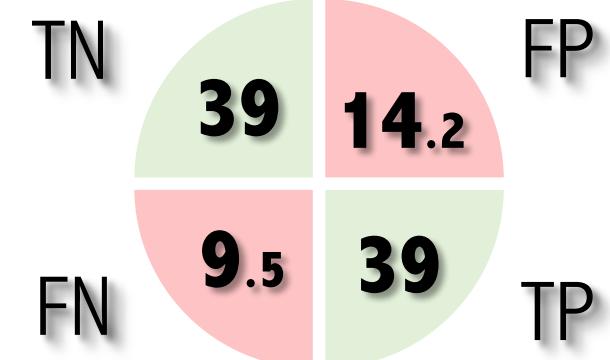
Goal: Predict if total international arrivals in to the US will increase or decrease in the next month.

Baseline: 56%

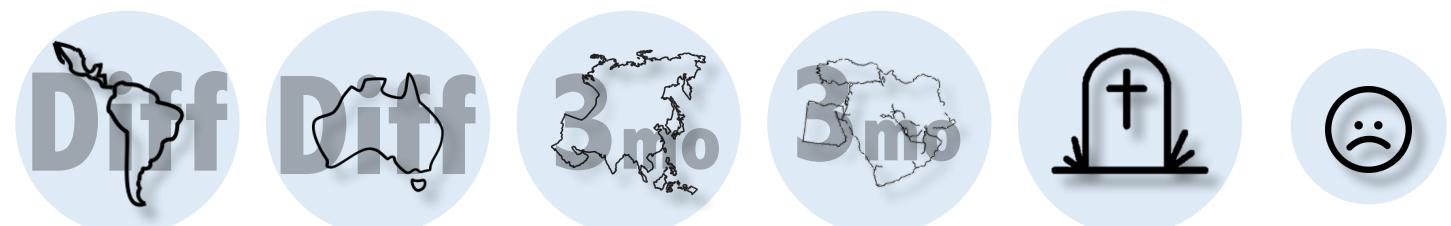
Best Model Score: 76%



## Grid Searched Gradient Boost Classifier



## TOP FEATURES

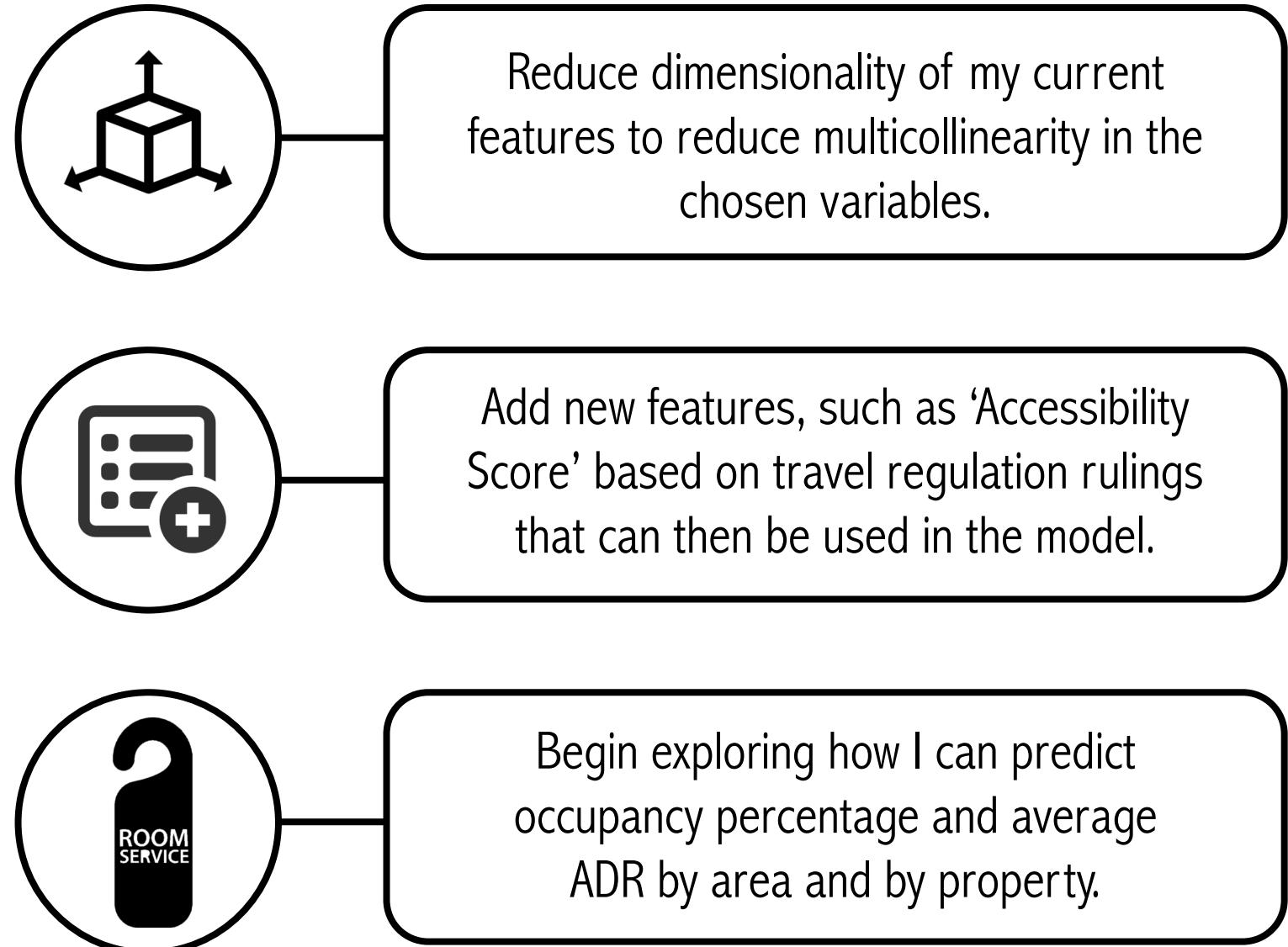


## BOTTOM FEATURES

# NEXT STEPS

In Summary,

*“All great journeys begin with a single step.”*



# Thank You and Safe Travels

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