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European Tourist Travel Project 3

Purpose of our Project

We set out to create a web application that would allow a user to explore travel trends in Europe gathered from a dataset we found on Kaggle. Our data explores how, when, and why travelers visited various cities in Europe. We want our application to be used as an inspirational tool to help plan vacations in Europe.

About our Dataset

Our data provides us with various components of travel through Europe to help us understand how people prefer to travel in the cities. We can see how they travel to the region, what type of place they prefer to stay in, as well as the reason they traveled to that city. They travel to the regions through Flight, Car, Bicycle, Bus, and Train. The dataset provides hotels, Airbnb's, and camping as accommodation types. The possible purposes of travel include Leisure, Business, and Family.

Data Cleaning

For data cleaning we were concerned about having the ability to create a map. We weren't provided with a longitude or latitude, so we needed to create a new csv file that included that information. Once we did that, we created a SQLite database from our new csv.

Research Questions:

1. What reason of travel had the most money spent on it?

- Family visits account for the most money spent traveling at \$925,024,000.
- Business was second at \$863,977,000.
- Leisure was Third at \$811,377,000.

2. What mode of travel is the most common?

- Flight is the most common form of transportation to Europe.
- Bicycles were also very popularly used. This makes sense considering how common a mode of transportation it is for Europe.
- This is for the same reason that cars are uncommon. Many of the roads in Europe are smaller than average which better accommodates a bicycle rather than a car.

3. What countries received the most visitors?

- Greece and Portugal each occupied 11.2% of our dataset, tying for the highest.
- Germany was close behind at 11.0%
- Austria and Switzerland were both in the low 10.0%
- France, Italy, Spain, Netherlands, and UK all were less than 10% each of our dataset, with UK being the lowest at 8.4%

Data Limitations and Bias

Since selecting our dataset on Kaggle and downloading our CSV, it has been removed from the site. This hindered our ability to reference the work that had already been done with our data. Our dataset was designed to give us select information from all our travel destinations. It would have been better to have a larger dataset that pulls more information. The CSV was designed to give a general idea of how people travel in various European countries, instead of a thorough detail of their travel choices.

Conclusions

Some conclusions we have gathered from this dataset were that flying was the most common method of travelling to move across Europe. The two most popular destinations were Greece and Portugal. Family Visits were the most common reason for those who the data was collected from. Some unexpected conclusions we came across were that Business travel was more common than leisure travel. Bicycles were more common than cars across Europe. Finally, out of all the countries in Europe, the least chosen destination was the UK.

Call to Action

Some ideas to take note of are when visiting countries in Europe, while flying may be the most popular option, one should not rule out other options such as trains, and depending on the country/city one is visiting, use of Bicycle. Those looking to avoid popular tourist areas should look at countries such as the UK or the Netherlands.

Future Work

It would be beneficial to expand the range of demographics that the data could be collected from as the initial 1000 entries is small compared to the number of those who visit Europe on an annual basis. It would also show more a defined view of trends, visit types, and mode of transportation.