Choosing a seaside holiday destination

Introduction

I will use the Foursquare location data to analyse the different merits of a number of coastal holiday resorts in the UK. This may interest any tourist board wishing to advertise their town as a place to visit or simply a holiday maker looking to make a choice about where to spend their summer. It could also be of interest to travel agents organising trips to certain resorts and hotels looking to attract custom.

Data

To conduct this investigation I will be using the location data from Foursquare along with the venue names and categories. I will use maps, clustering and graphs to draw conclusions about which venues offer the best holiday destination. For this report I have picked six costal resorts in the UK; Skegness, Scarborough, Southport, Weston-super-Mare, Newquay and Torquay and will use them as a test case for how the analysis will work. I will collect data on the ~100 venues closest to the centre of each location.