**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.