

San Francisco as a Travel Destination

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1. Introduction

1.1 Background

When it comes to picking a city as a travel destination, whether it is to visit it yourself, to add it to the list of cities your travel agency covers, or to talk about it in your tourism blog, there are many aspects to consider. It is not enough to rely on a city's reputation or the information you have about from the media alone to make such an important decision.

As the cultural, commercial, and financial center of Northern California, the city of San Francisco falls into the category of 'most popular cities in the U.S.'. However, before it can be chosen as a travel destination for either business or personal purposes, it is important to carefully evaluate it on many aspects to determine whether or not making such a decision would serve the desired purpose.

1.2 Problem

Data that might help determine whether a given city is a suitable travel destination is the availability of shopping options, tourist spots, and accommodation options, as well as their quality and affordability. This project aims to evaluate the city of San Francisco based on those metrics to determine how efficient of a travel destination it is.

1.3 Interest

This evaluation will be of interest for stakeholders in industries related to tourism, travel agencies, as well as for people who are simply trying to decide on a destination for their next vacation.