

Introduction/Business problem

Australia is one of the most attractive tourist destinations, due to its sunny weather and endless options. Here are some official data if you may want to take a look

<https://www.tra.gov.au/Data-and-Research/publications>

Australia is a big country. Its land area is 7.692 million sq km.

Enormous landmass and low population make it a different country altogether. Please refer to the following link for more on Demographics

https://en.wikipedia.org/wiki/Demography_of_Australia

When an outsider traveler enters Australia, they have many questions about what to expect from their journey to a particular city/town.

There can be different ways to help them set their expectations right. One of the most intuitive ways is to group similar cities. Which makes it easier for a traveler to learn comparatively about a city (A good read on the Human judgment by using comparison:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4222713/>).

For a traveler, venues in each city are more important, because that is what a normal traveler is out to explore. Thus, using venues in a city as a feature to group similar cities can be a productive approach.

It would be a good help indeed to have a model to compare Australian cities/towns with each other, to plan a trip better. This tool can group similar cities/towns making it easy for a traveler to know which cities are similar to each other and which are not.

Thus, we propose to use venues in each city to group similar cities. Travelers can be presented with the groups of cities. So, they can know which group a given city belongs to. And in comparison, to other known cities travelers can reasonably guess what they can expect from a given city