



Hospitality industry: importance & impact

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Introduction



- Business Problem? know the importance & influence in the economy of the **Hospitality Industry**
- Where? **Barcelona** & **Madrid**, Spain.
- Why? To understand which city was more affected by the government's measures to reduce Covid-19.
- How? Analysing venues related to hospitality for both cities using FourSquare API



Required Data



- For both Barcelona and Madrid, it is needed the following information:
 - Districts
 - Total number of venues
 - Venues group by district
 - Number of hospitality venues
 - Venues category
 - Venues location
 - Hospitality venues group by district
 - Hospitality venues group by category



General data

► Barcelona

- Composed by **10 districts**
- Total number of venues: **300 venues**
- Venues group by district: 30 venues/district
- Number of hospitality venues: **147 venues**

► Madrid:

- Composed by **21 districts**
- Total number of venues: **586 venues**
- Venues group by district: 30 venues/district, except “Centro” (7) and “Chamartin” (9)
- Number of hospitality venues: **319 venues**

Specific data: Barcelona

Hospitality venues by district	
District	Venue
Sant Marti	23
Les Corts	20
Ciutat Vella	18
Eixample	18
Gracia Barcelona	17
Horta-Guinardo	14
Sant Andreu	14
Nou Barris	13
Sarria-Sant Gervasi	7
Sants-Montjuic	3

Hospitality venues by categories	
Venue Category	Venue
Restaurant	16
Spanish Restaurant	14
Tapas Restaurant	14
Mediterranean Restaurant	13
Hotel	10
Bakery	7
Pizza Place	7
Bar	6
Coffee Shop	5
Italian Restaurant	5

Specific data: Madrid (I)

Hospitality venues by district	
District	Venue
Tetuan	23
Hortaleza	22
Ciudad Lineal	21
Latina	21
Barajas	21
San Blas-Canillejas	19
Salamanca	18
Carabanchel	17
Fuencarral-El Pardo	17

Arganzuela	16
Retiro	16
Vicalvaro	16
Moncloa-Aravaca	16
Usera	13
Villaverde	13
Puente de Vallecas	12
Villa de Vallecas	12
Moratalaz	10
Chamartin	3
Centro	1

Specific data: Madrid (II)

Hospitality venues by category	
Venue Category	Venue
Spanish Restaurant	60
Restaurant	21
Italian Restaurant	17
Tapas Restaurant	17
Bar	16
Hotel	16
Pizza Place	12
Café	12
Ice cream shop	11
Coffee shop	10

Comparison: Barcelona vs. Madrid

	BARCELONA	MADRID
Hospitality venues respect total venues	49%	54.43%
Hospitality venues by districts (top 3)	Sant Marti (15.64%)	Tetuan (7.21%)
	Les Corts (13.60%)	Hortaleza (6.89%)
	Ciutat Vella (12.24%)	Ciudad Lineal (6.58%)
Hospitality venues by category (top 3)	Restaurant (10.84%)	Spanish Restaurant (18.80%)
	Tapas Restaurant (9.52%)	Restaurant (6.58%)
	Spanish Restaurant (9.52%)	Italian Restaurant (5.32%)



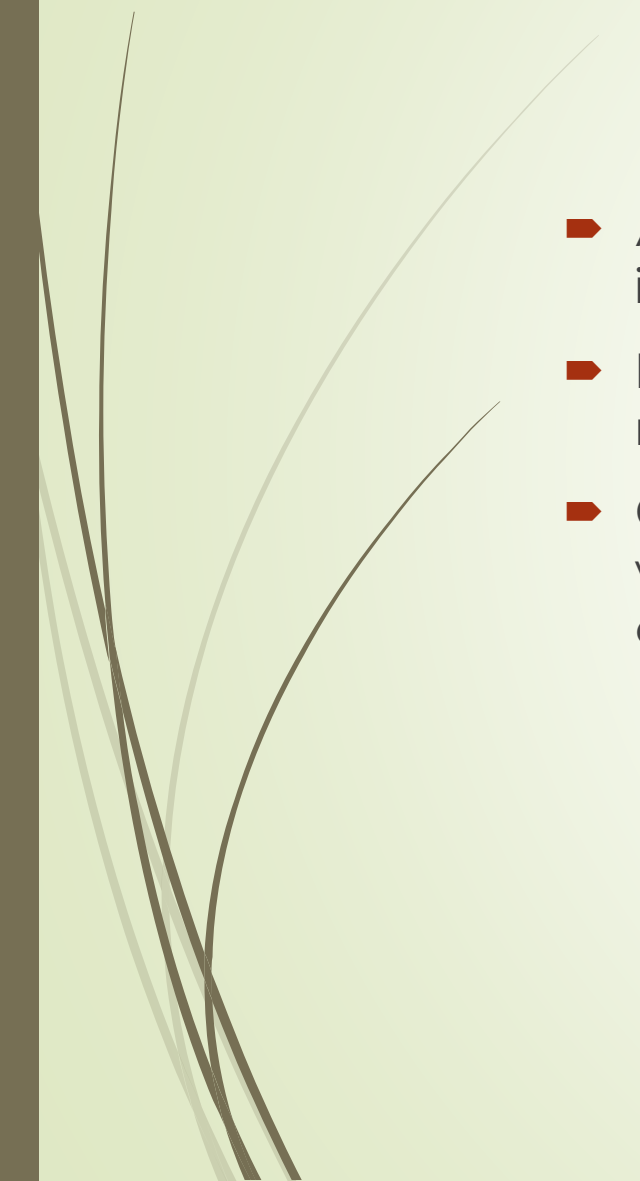
Conclusions



- Due to hospitality industry represent 54.43% in Madrid, instead 49% of Barcelona. The restrictive government's measures has affected more in Madrid than Barcelona during the pandemic periode.
- On the other hand, Barcelona presents a better distribution of the hospitality venues than Madrid. It means that someone has more possibilities to find a place to have a meal in Barcelona's districts than Madrid.
- Focusing on type of food, both cities are similar. National food predominate among other. Some difference could be than Barcelona presents more influence of Mediterranean food than Madrid.



Further investigation

- Analyse by neighbourhood, it could deep in on the importance and impact of hospitality industry in each city.
 - Focus on determinate how the hospitality industry influence on neighbourhood's economy.
 - Compare these cities with other important cities as Paris, Berlin or London. It would give an idea about the different in terms of gastronomic and social culture.
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THANK YOU