

# 1. Introduction

The aim of this project is to support a hostel's franchise with valuable information concerning the location where they should open new hostels in Porto, Portugal.

## 1.1 Background

Porto is a Portuguese northern city. It's an historically developed city that in last 20 years significantly increased tourism, national and foreign. Due to the growing number of tourists, there were a huge investment in business like restaurants, bars, cafes and of course accommodations, like hostels and hotels.

Due to the actual high demand of accommodations, there is a company that is interested to open some hostels in the city and the goal of this project is to suggest at what exact location they should open it.