Getaway Factor:

Where you're from affects where you go

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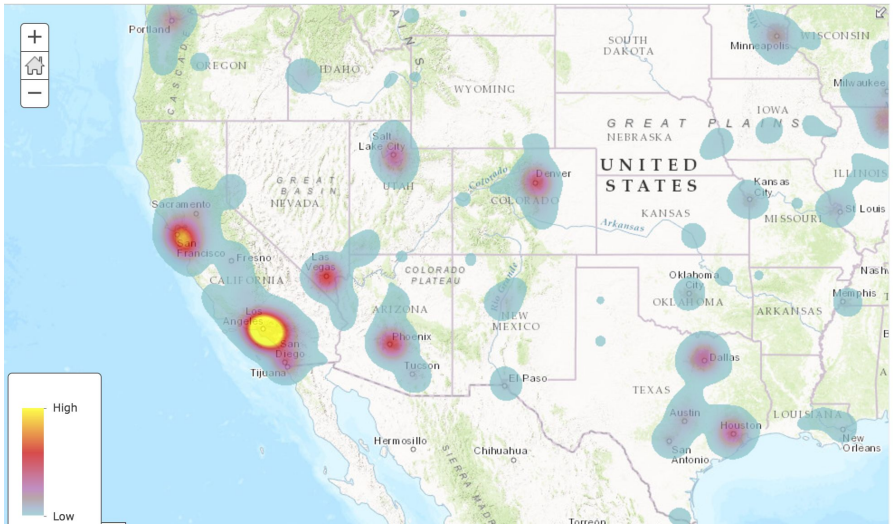
Given where people are, where do they want to go?

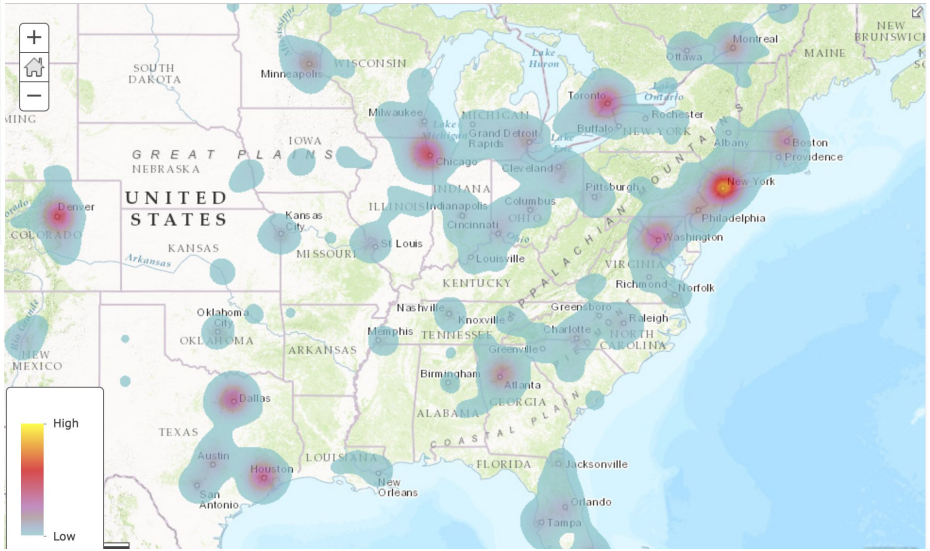
Top Destinations

1. Las Vegas, Nevada
2. New York, New York
3. San Francisco, California
4. Orlando, Florida
5. Chicago, Illinois

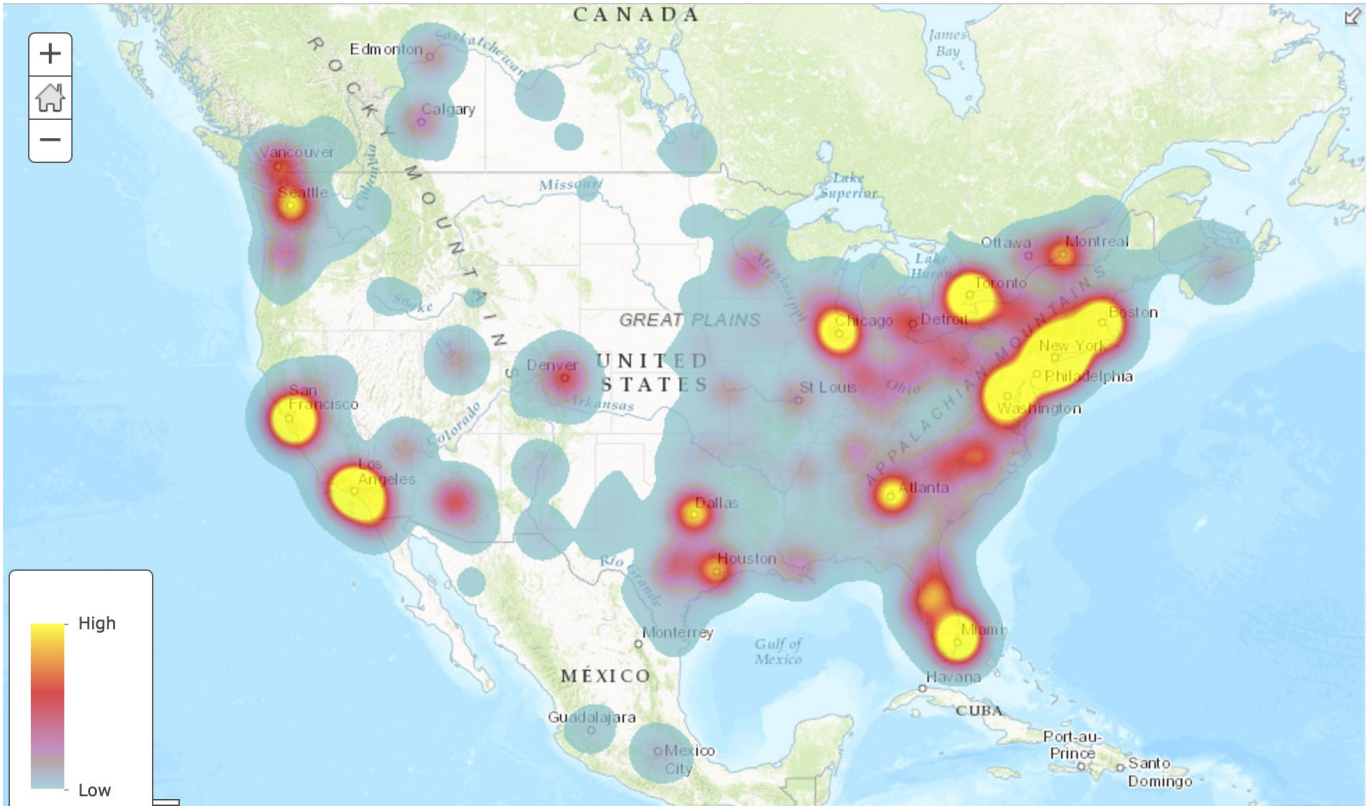
Las Vegas

Las Vegas -- U.S.A. Focus



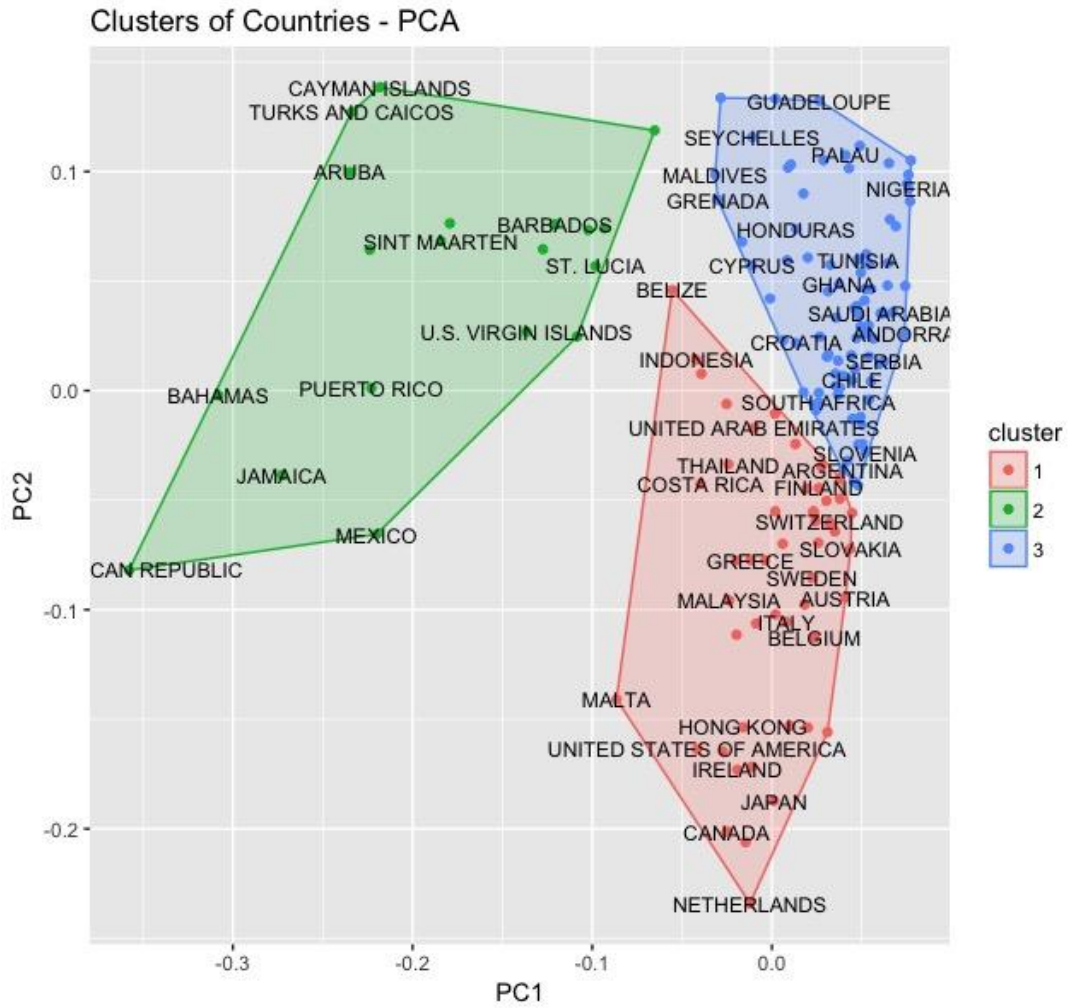


New York -- U.S.A. Focus



popular_(feature) columns characterize a location

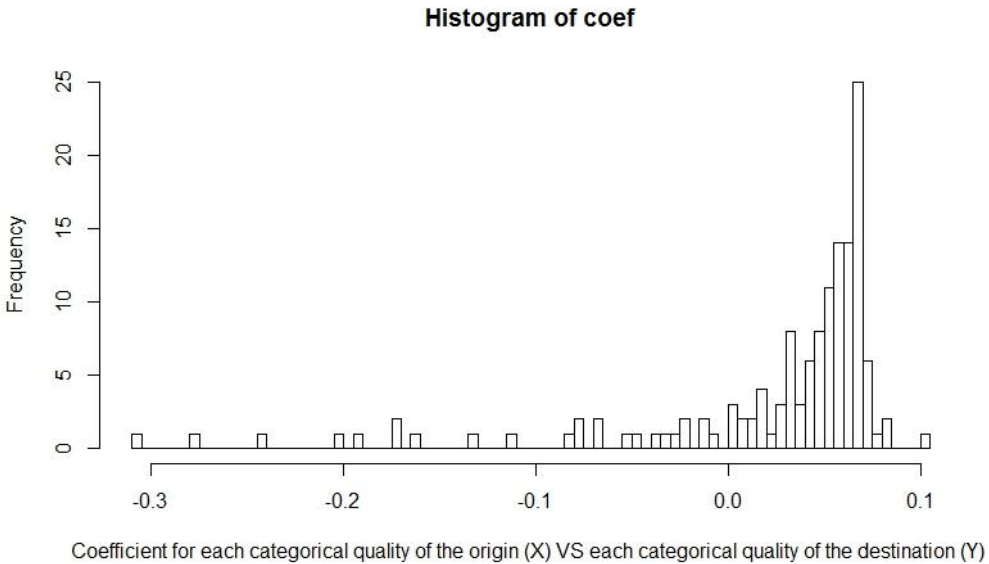
- 139 feature vectors, describe how users view location:
  - good for hiking, great volcanos, lots of beaches
- Similar vectors -> similar locations
- More generally, popular features describe the location.
- Use these vectors to compare locations


Clusters of Countries - PCA
CAYMAN ISLANDS
TURKS AND CAICOS
ARUBA
BARBADOS
SINT MAARTEN
ST. LUCIA
U.S. VIRGIN ISLANDS
BAHAMAS
PUERTO RICO
JAMAICA
MEXICO
CAN REPUBLIC
GUADELOUPE
SEYCHELLES
PALAU
MALDIVES
NIGERIA
GRENADA
HONDURAS
CYPRUS
TUNISIA
BELIZE
GHANA
SAUDI ARABIA
ANDORRA
CROATIA
INDONESIA
SERBIA
CHILE
SOUTH AFRICA
UNITED ARAB EMIRATES
SLOVENIA
THAILAND
ARGENTINA
COSTA RICA
FINLAND
SWITZERLAND
SLOVAKIA
GREECE
SWEDEN
MALAYSIA
AUSTRIA
ITALY
BELGIUM
MALTA
HONG KONG
UNITED STATES OF AMERICA
IRELAND
JAPAN
CANADA
NETHERLANDS
PC1
PC2
0.1
0.0
-0.1
-0.2
-0.3
-0.2
-0.1
0.0
cluster
1
2
3

Package bookers want to get away

	Average Getaway Factor
No Package	0.001442
Booked Package	0.002992

People tend to travel to places with better popular features



Coefficient for each categorical quality of the origin (X) VS each categorical quality of the destination (Y)

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> coef_2
  [1]  0.0440330330  0.0641619229  0.0800377478  0.0328870889  0.0036006156 -0.1857818108  0.0625272983
  [8]  0.0641854245 -0.0817376237  0.0466685296  0.0268793603  0.0776363756  0.0203174205 -0.1574280146
 [15] -0.1409432772 -0.0229843535  0.0751538336 -0.0286278494  0.0830219445  0.0839698950  0.0774891735
 [22]  0.0413380171  0.0636589907  0.0655745857 -0.2066332695  0.0218262079  0.0726771655  0.0813630347
 [29]  0.0774257343  0.0383100674  0.0047778125  0.0515146080 -0.3465264121  0.0697419304  0.0639395550
 [36] -0.0092666584  0.0721715016 -0.1560696256  0.0212975032  0.0498524998  0.0638660736  0.0671631346
 [43] -0.2521369328  0.0878263615  0.0801876604  0.0621215611  0.0001187900  0.0783092382  0.0318580135
 [50]  0.0451139620  0.0582193319 -0.0463960650  0.0607984146  0.0774258594  0.0826085079  0.0792451775
 [57]  0.0798832592  0.0705813580  0.0771030107 -0.0094185486  0.0483569695  0.0712613987  0.0668717276
 [64]  0.0771285127  0.0765649842 -0.0555981306 -0.0869031889  0.0567837118  0.0146996153  0.0528123166
 [71]  0.0205882528  0.0038286684  0.0459138494  0.0818420155  0.0728477209 -0.0431004387  0.0392555080
 [78]  0.0768160800  0.0685060301 -0.0102435623  0.0785015833  0.0779829193 -0.0763266178  0.0776613794
 [85] -0.3216781192  0.0964514201  0.0743011674  0.0331891508  0.0755126293  0.0806385183  0.0685670354
 [92]  0.0722514418  0.0502316931  0.0512173815 -0.0220505160  0.0541696828  0.0604979286  0.0741713883
 [99]  0.0707234841 -0.2232558038  0.0302230636  0.0835481740  0.0716494915  0.0264379345  0.0773465026
[106]  0.0616346940  0.0651058889  0.0777044458  0.0758357399  0.0786679801  0.0782058986  0.0724211921
[113] -0.0109016476 -0.0766494241  0.0776242098  0.0520384607  0.0731211168  0.0368598387  0.0546466225
[120]  0.0354009412  0.0753532131 -0.0654279537  0.0003832492 -0.0531825243  0.0527292113  0.0482727567
[127]  0.0771129749  0.0476883044  0.0094535300  0.0657882208 -0.2411095461  0.0757570744  0.0612714643
[134]  0.0800469371  0.0456075746  0.0705147350  0.0683213246  0.0657659649  0.0597384559
> sum(coef_2>0)/length(coef_2)
[1] 0.8129496
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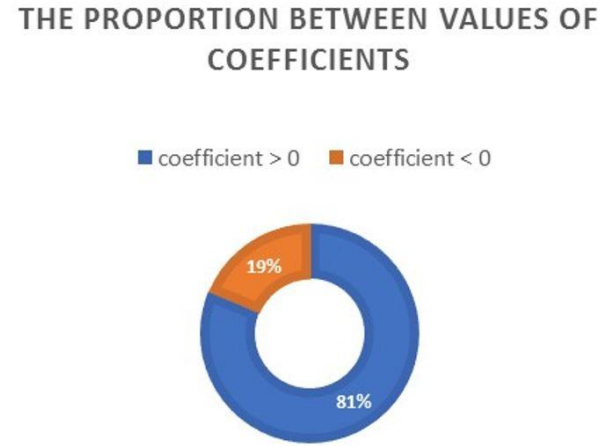

Key Takeaways

- Getaway factor is twice as high if you bought a package

- More often than not people travel to places that are better than their current location

- The larger the difference between someone’s starting point and destination, the more likely they are to stay at a higher rated, branded hotel