

# Where To Go Next?

A Hybrid Travel Recommendation System

By Adrian Laus



# What Moves You?



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# BEST IN TRAVEL 2020 Top Cities

*The best destinations, journeys & sustainable travel experiences for the year ahead*

RANKINGS / WORLD'S BEST PLACES TO VISIT

## World's Best Places to Visit

With a world full of fascinating destinations, choosing the perfect place to vacation can present a challenge. That's why U.S. News used expert opinions, user votes and current trends, in addition to evaluating sights, cultures, scenic beauty, food scenes and more, to compile this list. Use these recommendations to craft your travel bucket list, and cast your vote below to help us determine next year's list. [Take a photo tour of the World's Best Places to Visit »](#)

[Read Best Vacations Methodology »](#)

SUMMARY ▾



## FAR & WIDE

### DESTINATIONS

## The 25 Best Destinations in the World

By Lissa Poirot on April 16, 2019





## Paris

### 🥇 #1 in World's Best Places to Visit

Every day, the magnetic City of Light draws visitors who travel from around the globe to see iconic attractions like the Eiffel Tower, the Louvre, Le Marais and the Arc de Triomphe in real life. But what travelers really fall in love with are the city's quaint cafes, vibrant markets, trendy shopping districts and unmistakable *je ne sais quoi* charm. [READ MORE »](#)

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## New York City

### #12 in World's Best Places to Visit

New York City hosts infinite urban adventures: You can wander through Central Park, tour the exhibits at the Met, catch a Broadway show or peruse SoHo's stylish boutiques. And at night, admire Manhattan's glittering skyscrapers from the top of the Empire State Building or the rooftop bar of your trendy boutique hotel. Foodies will also appreciate the Big Apple's endless restaurant options. If you want to sample a bit of everything, consider signing up for a food tour. [READ MORE »](#)

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## Tahiti

### 🥇 #4 in World's Best Places to Visit

Travel to this island – the largest in French Polynesia – if you've been dreaming of a vacation spent lazing in a lavish overwater bungalow. Beyond the posh resorts, Tahiti boasts black sand beaches, a bustling capital and prime snorkeling and surfing conditions. Luxurious five-star resorts abound here, but the easiest (and cheapest) way to experience this paradise is on a cruise. [READ MORE »](#)

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# Goal

To create an app that can understand our reasons for travel and recommend novel cities that we would appreciate.



## User Travel History



Nomad List

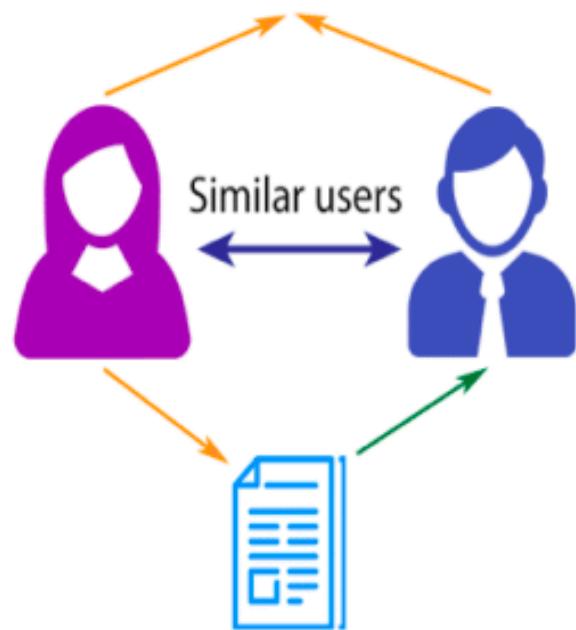


## City Descriptions



## COLLABORATIVE FILTERING

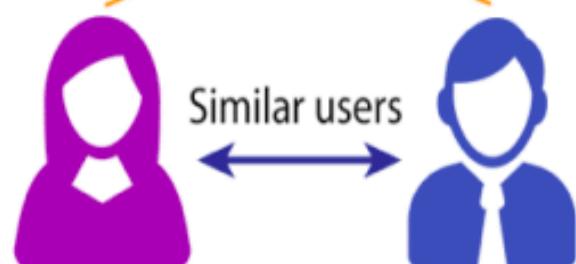
Read by both users



Read by her,  
recommended to him!

## COLLABORATIVE FILTERING

Read by both users



Read by her,  
recommended to him!

## CONTENT-BASED FILTERING

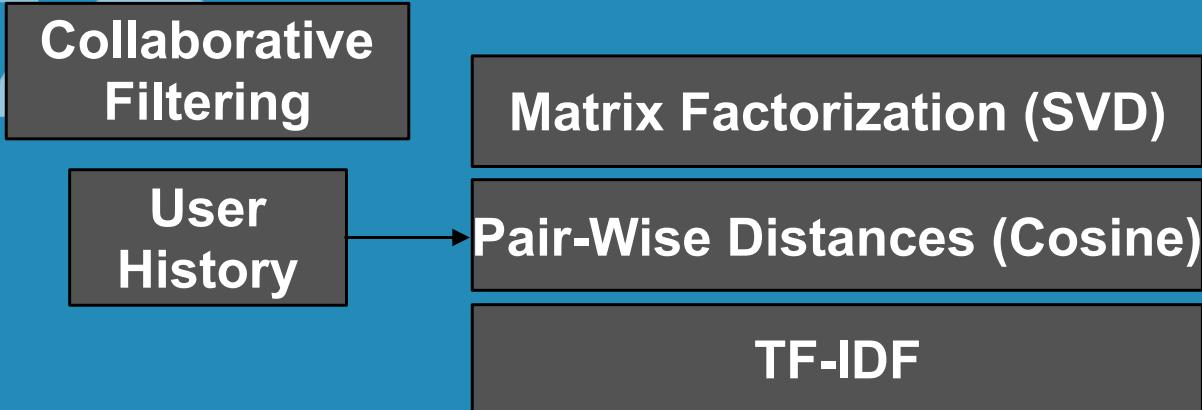
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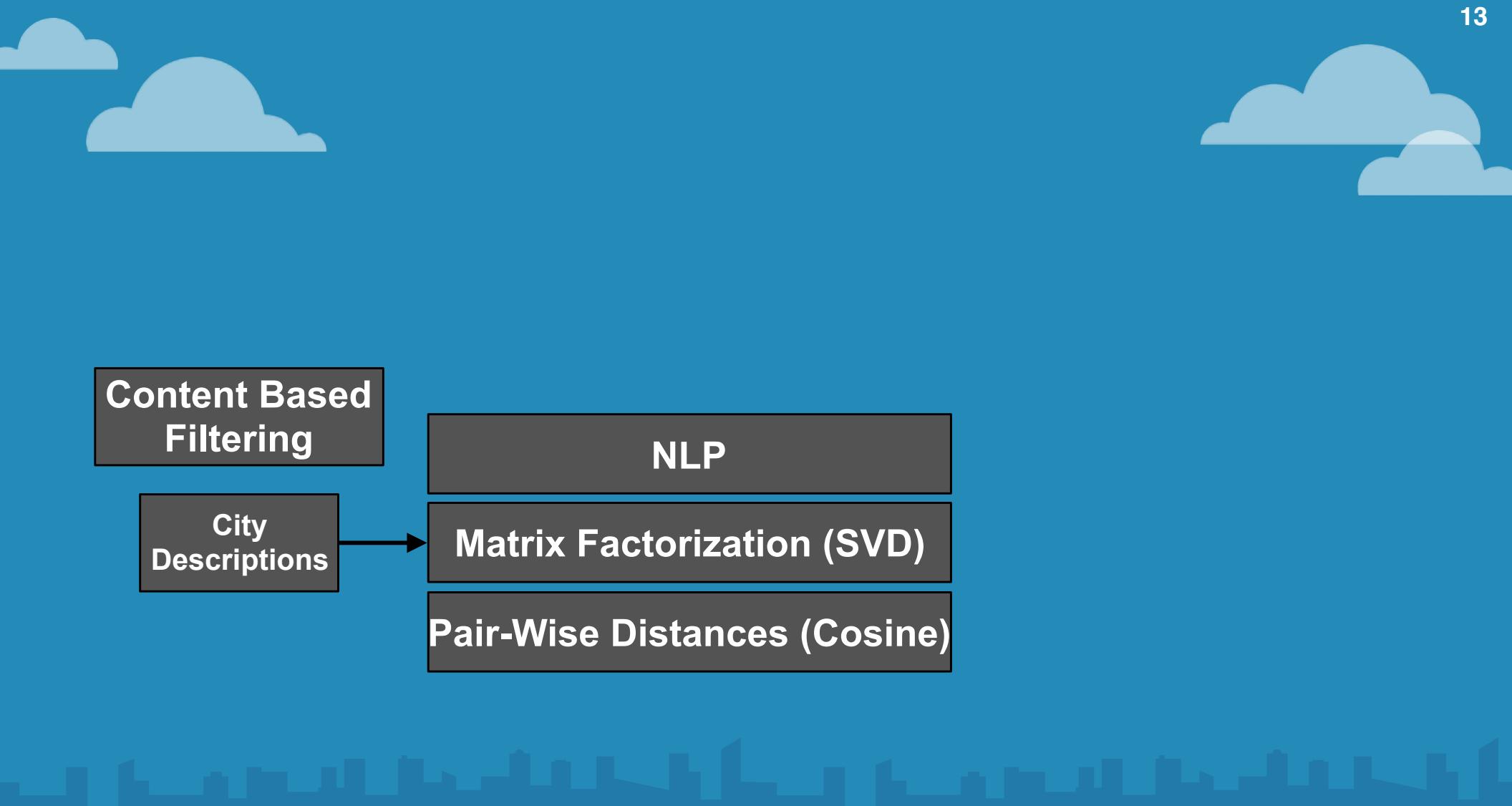
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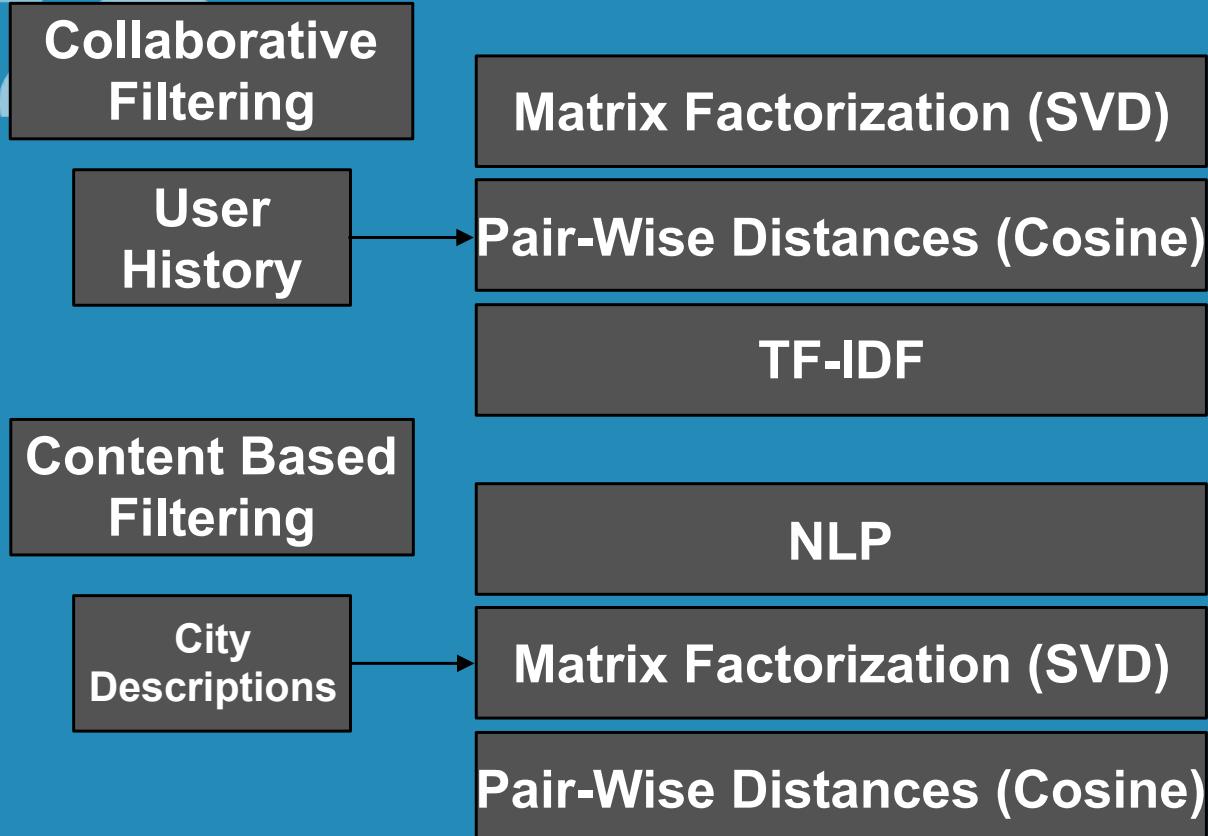
City Descriptions

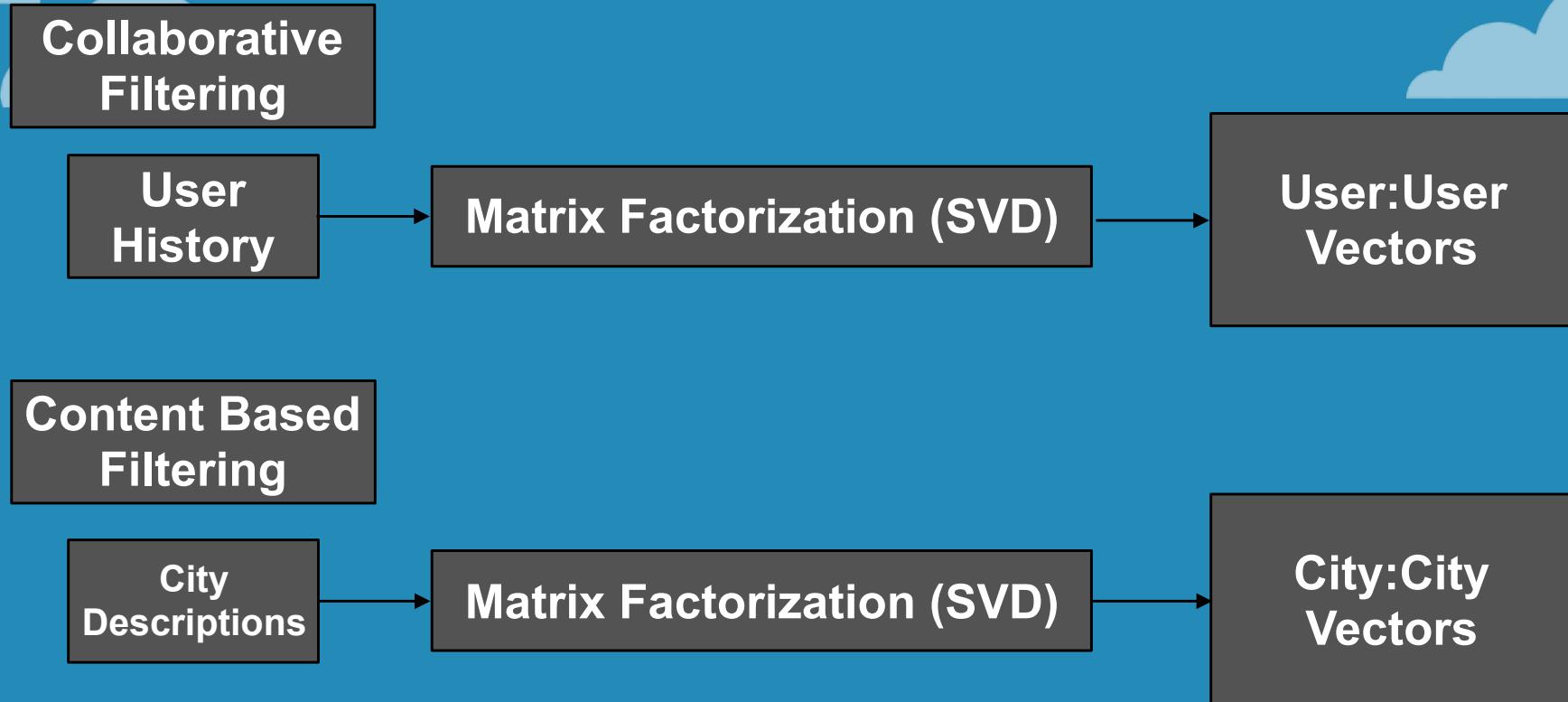
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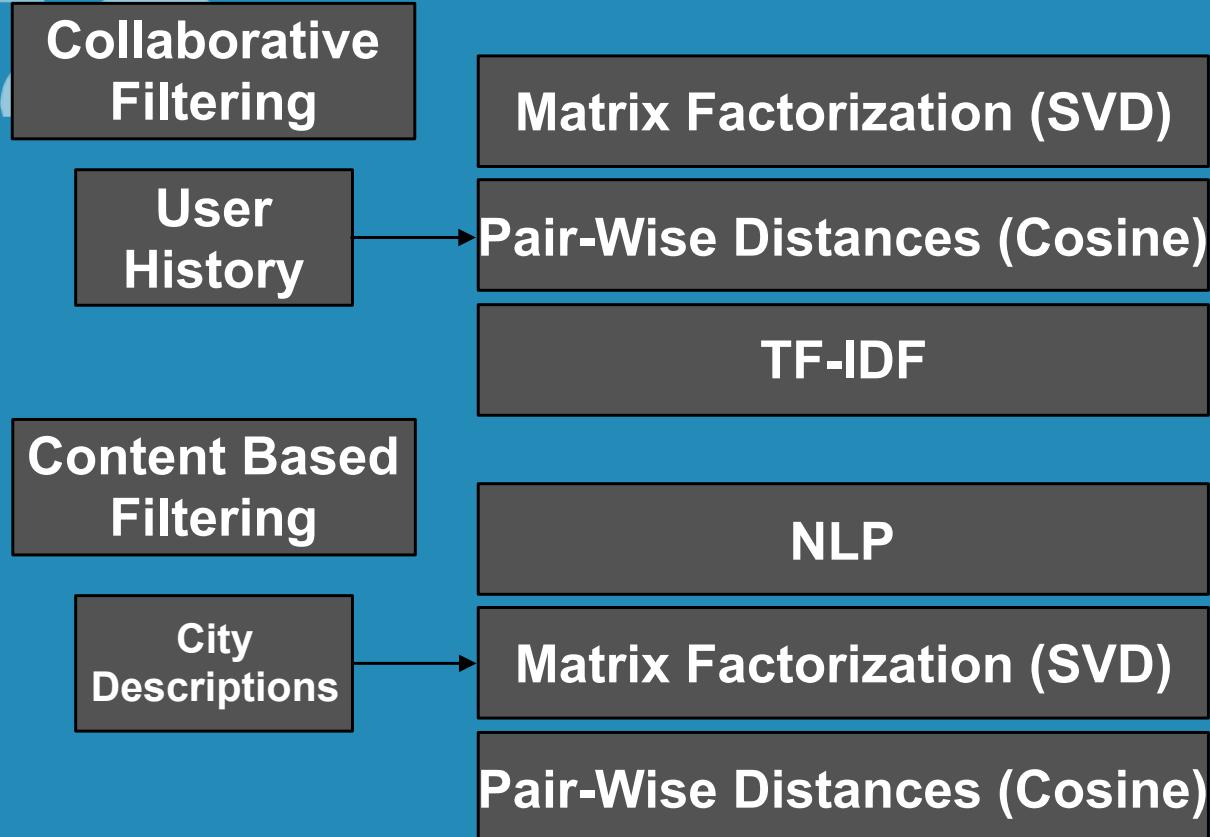
Matrix Factorization (SVD)

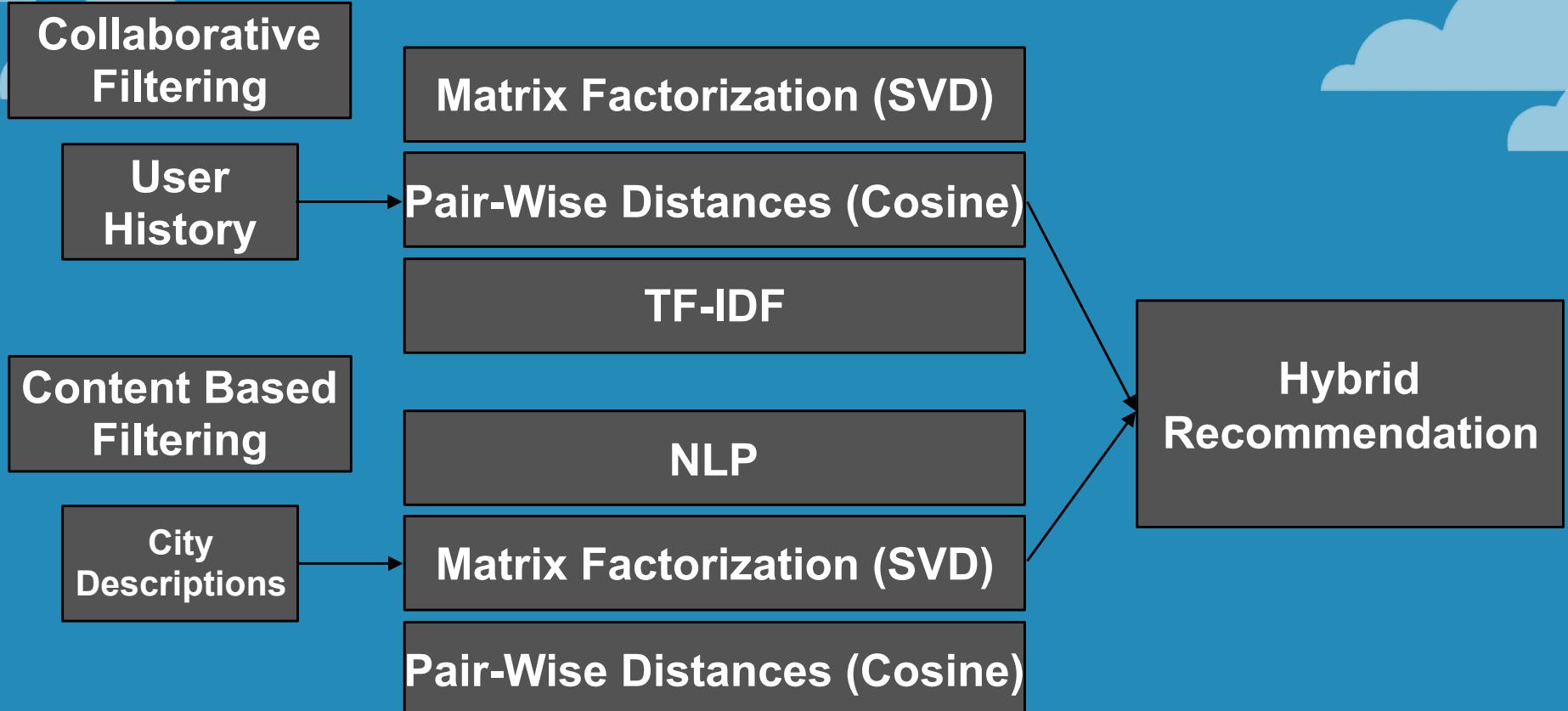
Pair-Wise Distances (Cosine)











# Collaborative Model

## Cities Like New York City



1. London



2. Mexico City



3. Chicago

# Content-Based Model

## Cities Like New York City



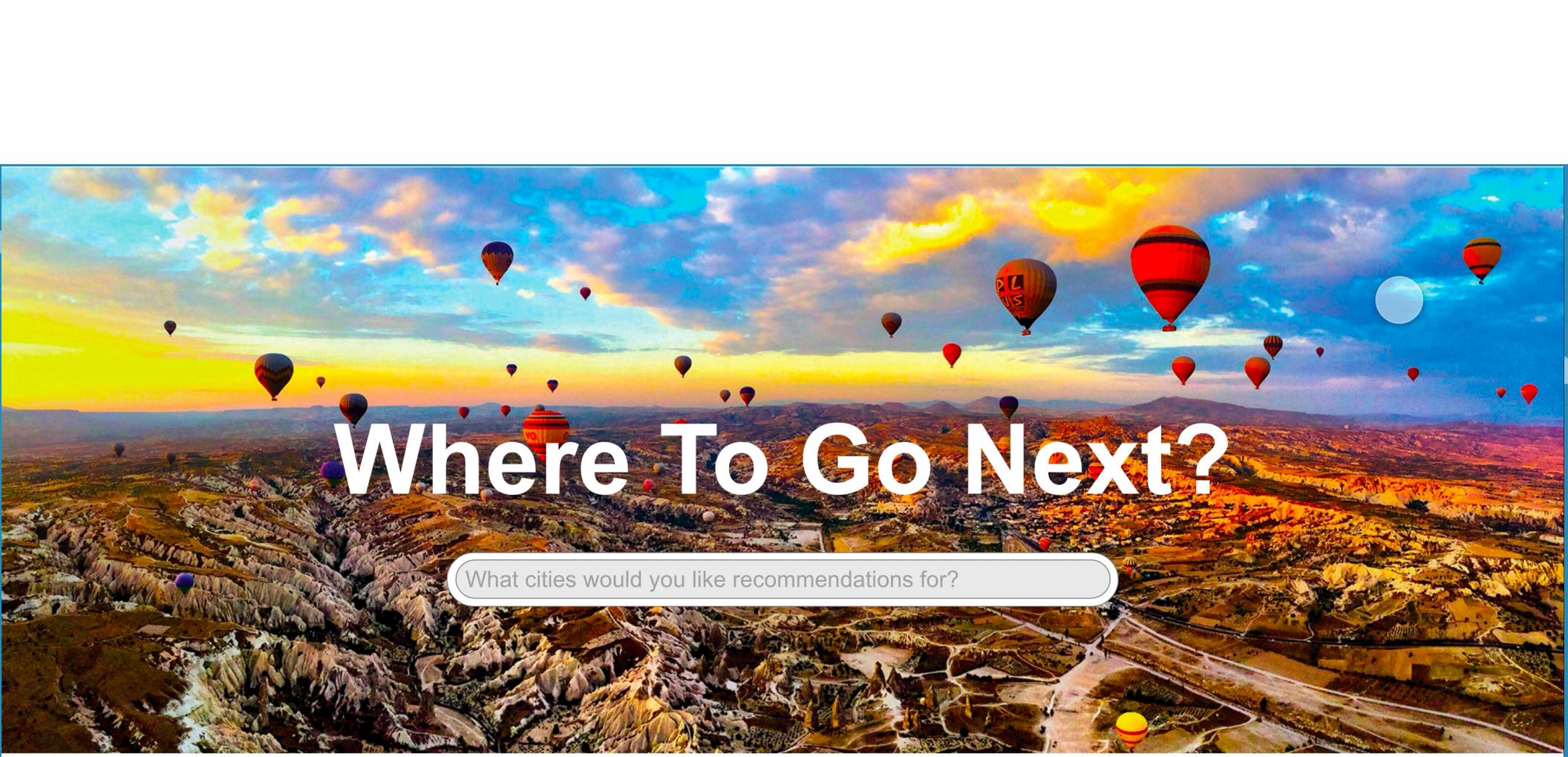
1. Philadelphia



3. Buffalo



2. Chicago



# Where To Go Next?

What cities would you like recommendations for?

## Popular destinations



# Thank You.

 [adrianrlaus@gmail.com](mailto:adrianrlaus@gmail.com)

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