Feedback for *Did Lonely Planet Influence Travel between 2010-2018?* Number 18

## Instructions

Use the program below (beginning line 13) to figure out who you will be critiquing. You will critique two of your colleagues’ work and provide feedback for them to produce their best work. Remember this is to help them out so do not be mean, but also do not hold back. Be sure to highlight areas of success as equally as areas of failure. Use the template below the code to provide them this feedback. You can find the [project links here](https://docs.google.com/spreadsheets/d/1TeRLCCzdV_1e2hx4JIrIS8X9S_h21IHqvWNv02Q226s/edit?usp=sharing)

**Be sure to change the name of the project in the title above and in the document title.** This is the project number you are critiquing and should be included in the output file so that the document name reads ‘Critique\_of\_Project##.docx’. Once you are finished, e-mail me both documents (one document per critique) and I will upload them to the ‘Peer\_Reviewed\_Work’ folder so that your peers can view them. Do not e-mail me the .Rmd file. These reviews are due by **Friday, March 26th at 5:30pm CST**. For ease you can use this markdown file to fill out your responses and knit which will produce a word document for you.

## Feedback Below

**What is their topic on?** *Lonely Planet Influence on Travel between 2010-2018*

* *Is the title consistent with the topic? Yes*
* *In other words does the title make sense for the project? Yes*

**Are the objectives of the project clearly identifiable?**

* *What are they wanting to study? Lonely Planet (travel site) influence on travel frequency*
* *What is the motivation of this project? She enjoys traveling, and is a frequent user of the tool/service Lonely Planet.*
* *What does the presenter hope to accomplish with this project? To see if lonely planet’s recommended destinations added have a pattern with popular tourist destinations.*

**What data are used?**

* *What website(s) are scraped? She never said what site in the presentation, but I looked at her doc and it said she scraped jetpunk.com.*
* *Are other data brought in from outside sources? Yes*
* *If so, what are they and how do they add to the project? She used dataset from data.worldbank.org for information of frequency of travelers to other countries.*

**What is your overall impression of the project?**

It was a well thought out project and it was interesting to see the correlation between this travel website and travel destinations. She analyzed the data well and answered her main topic questions as well as taking in other point of views. I like that she really elaborated on the conclusion. It made me feel like I really got something out of it and got all of my question answered from her presentation.

**Other encouragements/critiques you would like to provide to your colleague in order for them to have a more refined project.**

Personally, I have never heard of lonely planet and still don’t really know what it is. It would have been beneficial for the audience if she would have explained the functionality of Lonely Planet more. My thoughts are, is Lonely Planet like Airbnb or is it a travel agency? Maybe it is just for flight purposes? I am not sure…

Lastly, I think it would of enhanced her project if she took into account sales that might have taken place with Lonely Planet. I am not sure of their services but when I think about traveling I know airlines and hotels offer discounts on their services/products during holidays such as black Friday, Mother’s Day, Christmas etc. This would obviously influence the frequency of traveling and the destination. Opportunity missed, but overall great project.