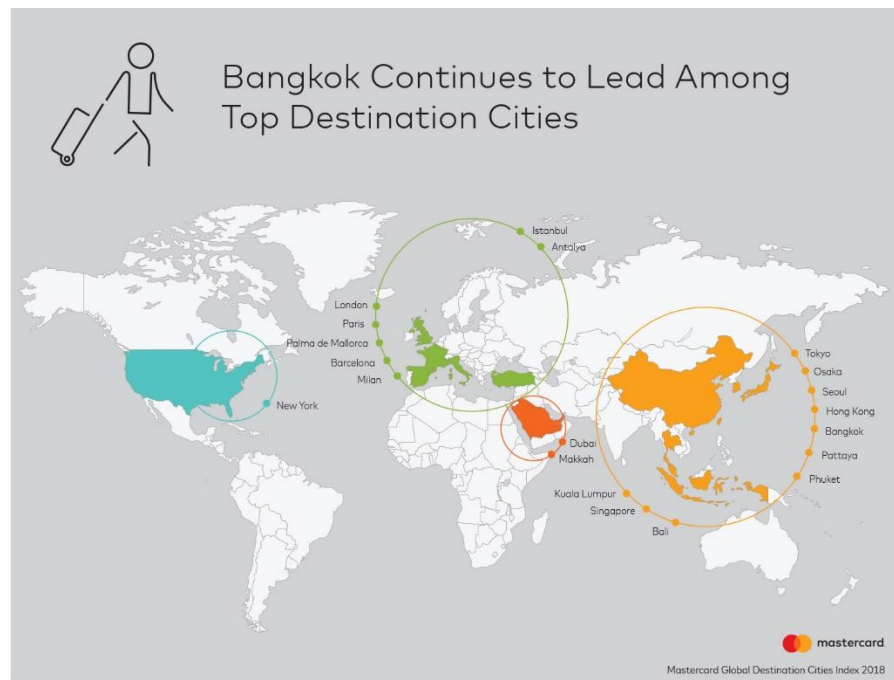


LOCATION INSIGHTS FROM TOP TRAVEL DESTINATIONS

Victor Mawusi Ayi, BSc, OD [vimaayi@gmail.com]

Travel has become an important contributor to economic growth in countries that are lucky to count some of their cities as top destinations. Some cities have had annual visitor counts in excess of 15 million and revenues in excess of 15 billion dollars.

Rank	City	Total International Visitors
01	Bangkok	20.05 mn
02	London	19.83 mn
03	Paris	17.44 mn
04	Dubai	15.79 mn
05	Singapore	13.91 mn
06	New York	13.13 mn
07	Kuala Lumpur	12.58 mn
08	Tokyo	11.93 mn
09	Istanbul	10.70 mn
10	Seoul	9.54 mn
11	Antalya	9.42 mn
12	Phuket	9.29 mn
13	Makkah	9.18 mn
14	Hong Kong	9.03 mn
15	Milan	8.81 mn
16	Palma de Mallorca	8.78 mn
17	Barcelona	8.69 mn
18	Pattaya	8.67 mn
19	Osaka	8.42 mn
20	Bali	8.30 mn



Ranking of most visited cities and the total visitor count in 2017.

Taken from <https://newsroom.mastercard.com/wp-content/uploads/2018/09/GDCI-Map.jpg>

According to the MasterCard Global Destination Index, Dubai, supposedly the highest earner from visitor spending, realized \$29.70 billion from international overnight spending in 2017. That is great revenue, given that visitors also spent

an average of \$537 daily. The figures for other high ranking cities are equally astounding and they are expected to grow with time.

This is enjoyment for the most visited cities, which is expected to increase as international travel surges on the back of globalization. However, there is a larger opportunity for other cities that may have loveable resources and the potential. For these upcoming cities, a lot needs to be learned from the top cities.

The top motivations for travel relate to business and leisure. These, in turn, hinge on food, entertainment, hospitality and shops among others. Consequently, the distribution of locations that provide these services should churn out a lot of useful insights about top ranking cities which can be applied to other potential cities.

OBJECTIVES

This project will:

- a. Explore features of top 10 cities, including similarities and dissimilarities
- b. Leverage location data to reveal:
 - Patterns of distribution of key services among the most visited cities in the world
 - Similarities between most visited cities in the world
 - Differences across most visited cities in the world
- c. Derive insights which can be applied to improve traveler attraction and visitation rates of potential cities.

DATA REQUIREMENTS

The following data are fundamental to the project:

1. Data of Top 10 cities from the MasterCard Global Destination Index
2. Geographical Data on top ten cities, including geojson data.
3. Location Data on Top 10 Cities using the Foursquare API