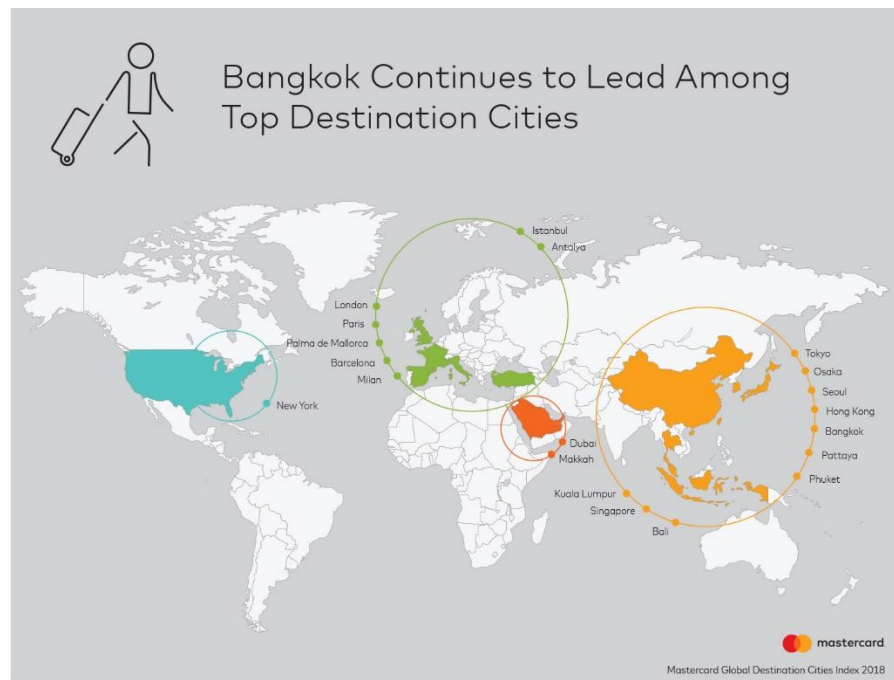


LOCATION INSIGHTS FROM TOP TRAVEL DESTINATIONS

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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:

Data of Top 10 cities from the MasterCard Global Destination Index

The MasterCard Global Travel Destination Index ranks the most visited cities in the world and provides data on the annual number of visits, average spending by visitors per day, average length of stay and the growth forecasts.

This data will be leveraged for exploratory analysis and formation of hypothesis about what attracts visitors.

The data will be obtained by scraping the press release website of MasterCard Global Destination Index.

Geographical Data on top ten cities

To access Foursquare location data, geographical coordinates will be obtained either by scraping websites or by using the geocoder API. Additional data including geojson data will also be obtained and used for visualization.

Location Data on Top 10 Cities using the Foursquare API

Location data from Foursquare represents the main foundation of this project. Having obtained the relevant coordinates, data for the locations, with special focus on hospitality and tourist venues, will be queried for the top cities.