



Open a hotel in Madrid

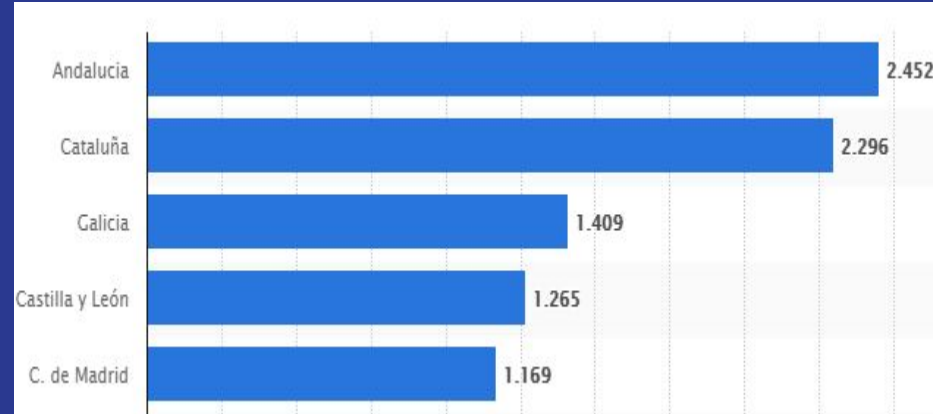


Madrid as a tourist destination

- 10 million tourists arrived in Madrid in 2019
 - Each tourist spent an average of 279 euros a day
 - Madrid airport received 57.8 million passengers passed in 2018
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Concentration of hotels

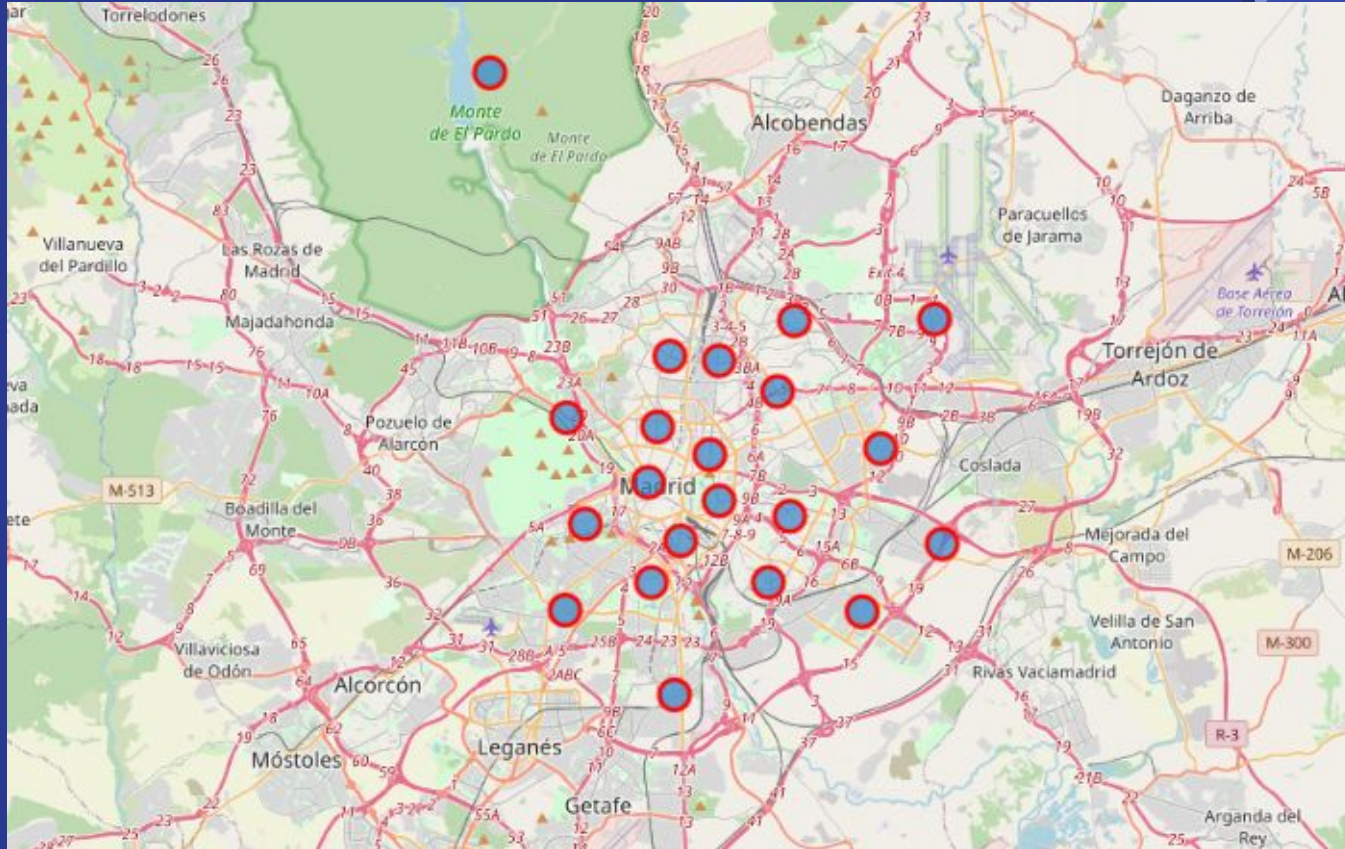
Madrid is the fifth community in Spain by number of hotels



Data acquisition and cleaning

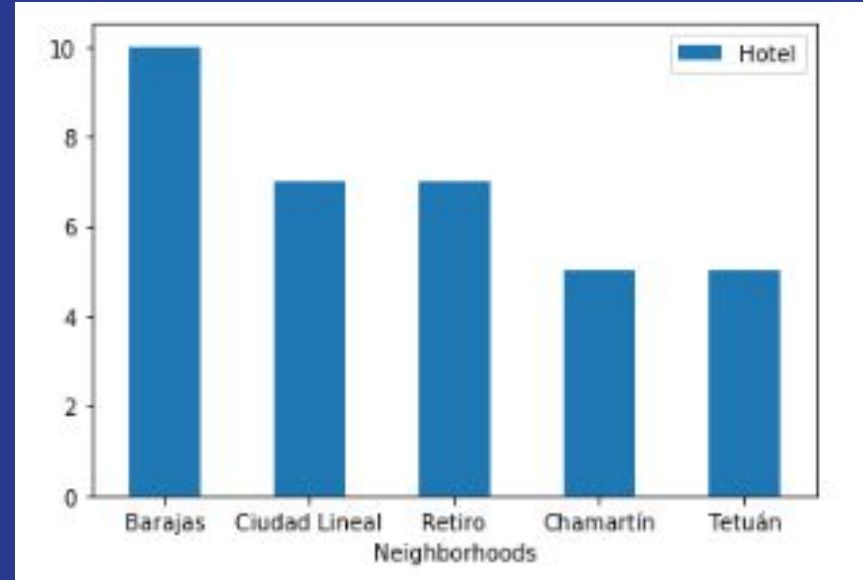
- We will obtain the data of the neighborhoods of Madrid from Wikipedia, specifically from https://es.wikipedia.org/wiki/Anexo:Barrios_administrativos_de_Madrid
- Python Geocoder tool to obtain the longitude and latitude of each neighborhood
- Foursquare API to obtain the information of all venues of each neighborhood.

Madrid neighborhoods

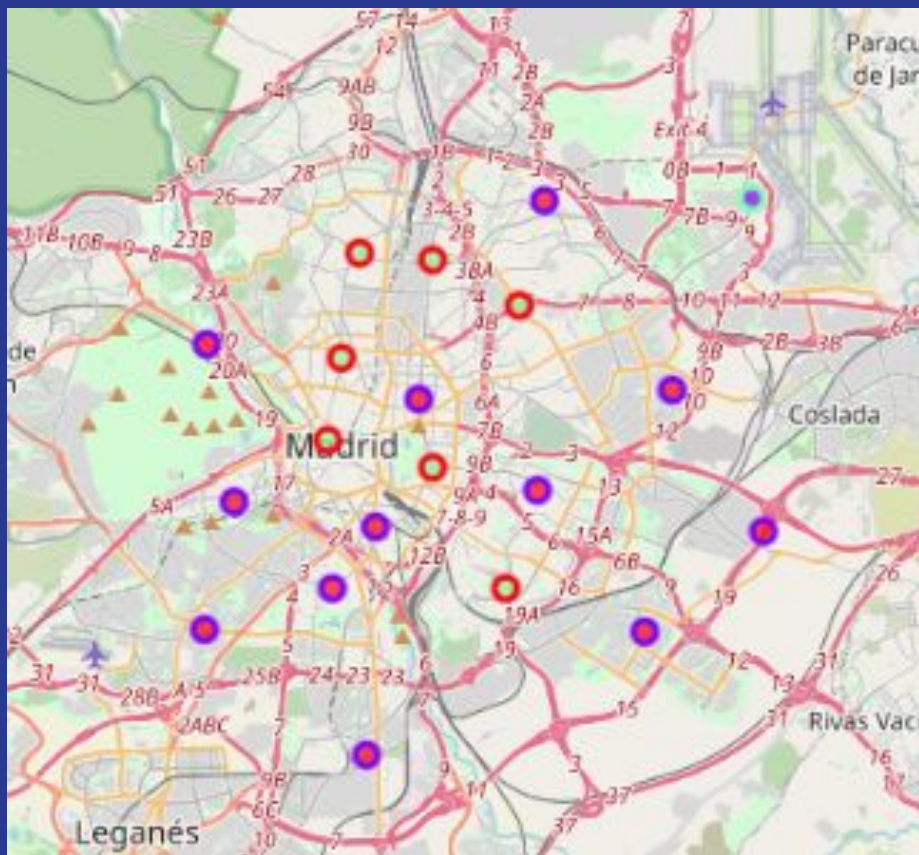


Barajas neighborhood

The largest concentration of hotels is in the neighborhood next to the airport

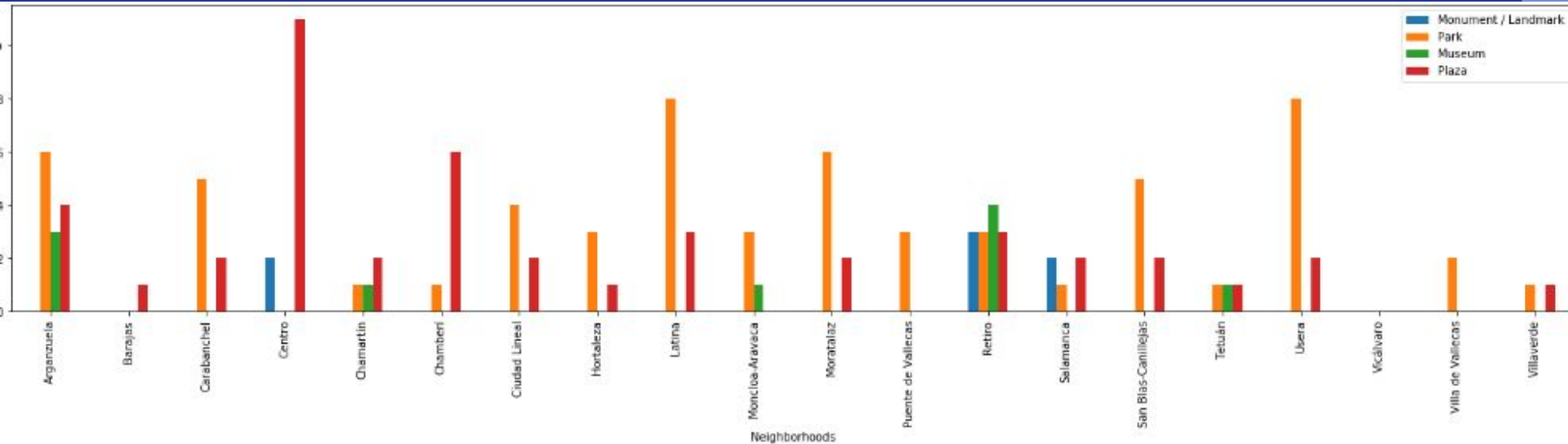


Clusters

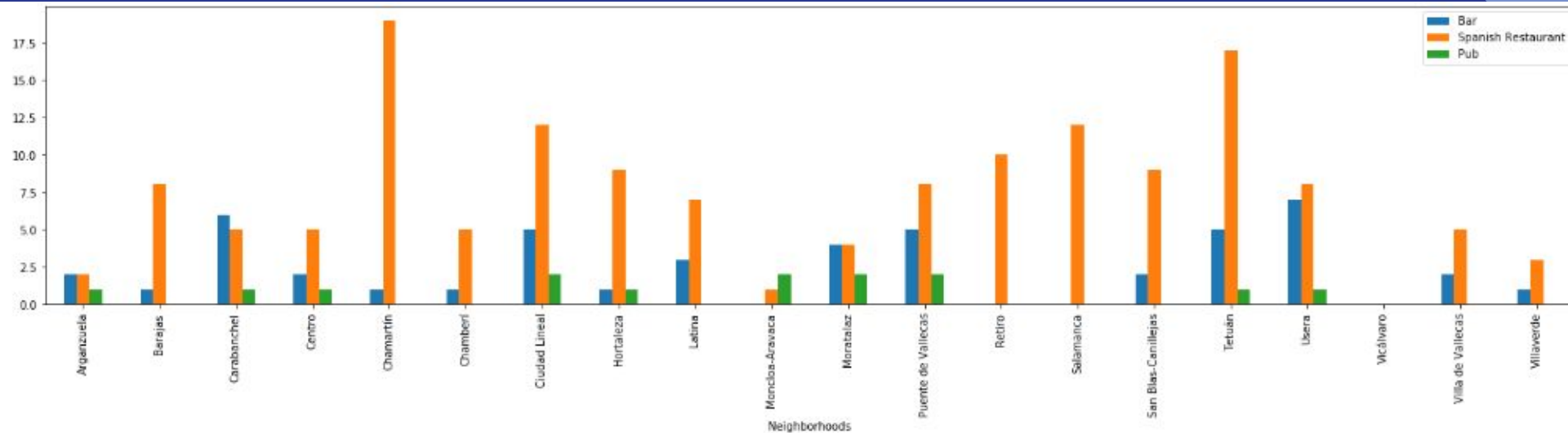


Discussions

Parks, museums, squares and parks near neighborhoods



Bars, Restaurants and Pubs near neighborhoods



Conclusion

- Depending on the hotel you want to open you must choose one neighborhood or another.
- The airport and downtown area has many hotels
- There are still downtown neighborhoods with good prospects to open a hotel
- The importance of being a large chain vs a small hotel

Future directions

- Increase the number of venues in forsquare API.
- information about the score of each hotel in order to be able to locate ours in an area in which our hotel can stand out.
- Obtain information on the price that would have to create the hotel in every neighborhood.