

Why is Amsterdam the only city Americans visit in the Netherlands?

## 1.1 Introduction

People from all over the world visit the Netherlands for various reasons. In America, people immediately think of Amsterdam and the “Red Light District.” But there have to be other cities worth visiting for a vacation. What are they?

According to the website <https://www.holland.com/global/tourism.htm>, the top 20 destinations in the Netherlands are:

|           |            |          |           |              |
|-----------|------------|----------|-----------|--------------|
| Amsterdam | Maastricht | Haarlem  | Arneh     | Eindhoven    |
| Rotterdam | Nijmegen   | Volendam | Breda     | Scheveningen |
| The Hague | Leeuwarden | Alkmaar  | Delft     | Gouda        |
| Utrecht   | Leiden     | Roermond | Den Bosch | Groningen    |

Using the above 20 cities, I will examine which city besides Amsterdam to holiday in based off of venue types and popular places.

## 1.2 Objective

The objective is to compare the above 20 cities and determine how similar or dissimilar they are. The aim is to determine:

- The similarity or dissimilarity of the cities based on tourism venues (i.e. events, food, outdoors and recreation, shops and services, and travel and transport).
  - o What are the most common venue types (venue count)?
  - o What are the recommending scores of the top 10 venues based on ‘ratings.’
- The clustering of the cities based on a K-means clustering.

## 1.3 Data

Foursquare will be used for information about venues, tips, and check-ins. The explore function will be used to get the most common categories in each city, and using this feature the cities will be clustered. Another venue query will be performed to retrieve venue tips/rating for each city to find the most popular places. (\*\* There is a max query of 50 ratings for the free FourSquare API subscription).