

Open a "gite" in
Umbria (ITALY)

Introduction

- ❖ We would like to open a "Gite" / B&B in Umbria (Italy). Umbria is a region of central Italy. It includes various marvelous tourist locations such as Lake Trasimeno and Marmore Falls, Perugia and Assisi. Umbria is known for its landscapes, traditions, history, culinary delights, artistic legacy, and influence on culture.



Aim

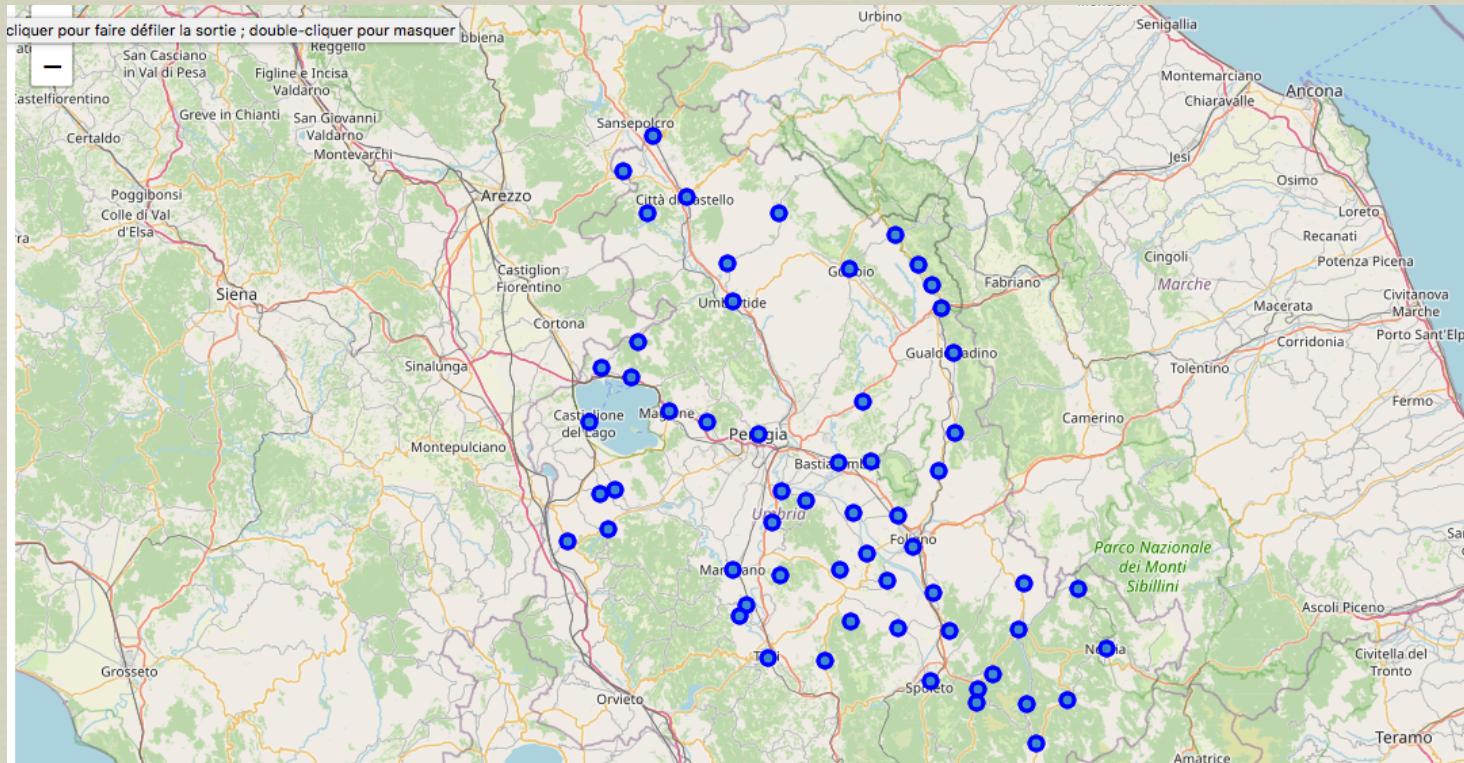
- ❖ We don't know directly the region of Umbria and we would like to study the zone to see which is the best location to start our Gite activity.



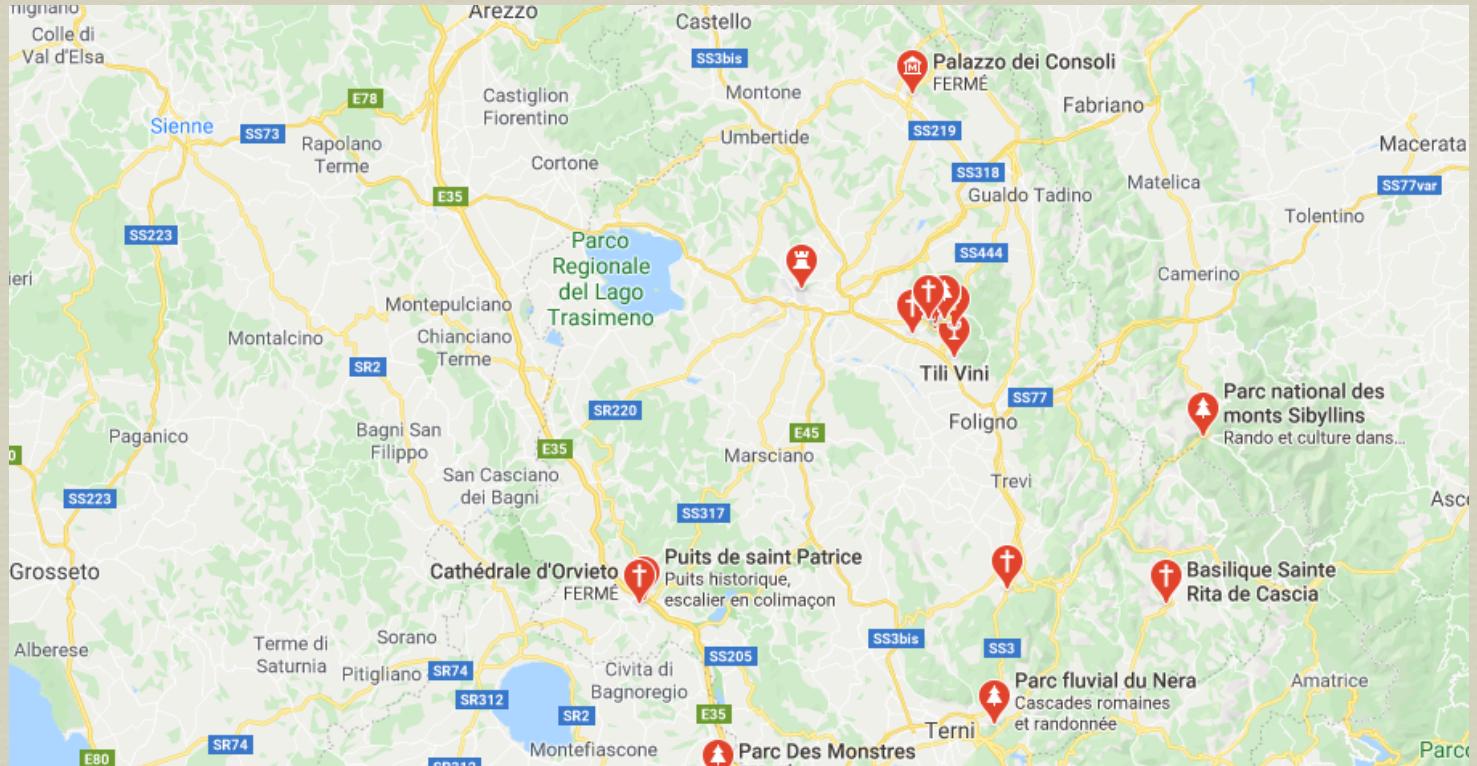
Scope and Data

- ❖ To chose the possible location of our Gite, the Data that we are going to use are first of all the list of all city and village of the region.
- ❖ From these we see what is more frequent in each neighborhood.
- ❖ Taking these data into account we aim to chose a place/region with a lot of activity/restaurant/caffè but with a low density of hotel/B&B, in such way we would chose a place where we don't have a lot of direct concurrents but still a lot of tourism attraction.

Region Cities



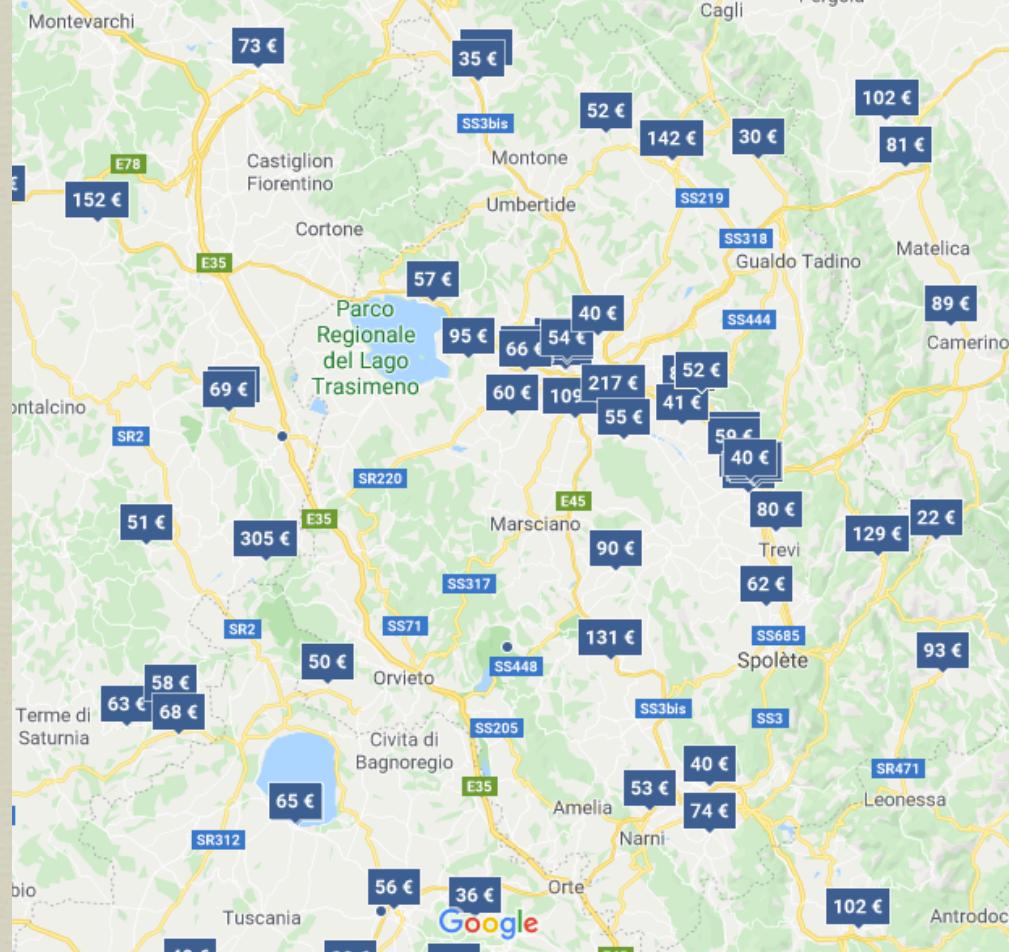
Region Turist Attraction



Restaurant clusters



Hotel and B&B



Conclusion

- ❖ The northen part of the region seems to be the optimal one.
- ❖ There are restaurant and attraction, also from the vicinity tuscany region and less hotel/B&B then the rest of the region
- ❖ Finally the region of città di Castello seems to be the most suitable to implant our activity