

## **Introduction/Business Problem**

A London based budget airline company is exploring the feasibility of adding Toronto as a new destination. The company has enjoyed tremendous success in the London – New York route. Its objective is to replicate this success adding a new destination similar to New York. The company has approached my consultancy company to do a feasibility study.

The success of the London- New York route can be attributed broadly to two main factors; demand from leisure travelers and demand from business travelers

### **1) Demand from leisure travelers**

Art and Culture – World class museums, theatres, plays, concerts, festivals

Shopping

Food and cafes

Bars and restaurants

### **2) Demand from business travelers**

Global/regional financial centers are locations with concentration of Banks, Insurance companies, Asset management companies. There should also be multi-functional infrastructure offering some of the best legal, medical, and entertainment facilities.

### **Problem:**

The investment outlay of flying to a new destination is huge. Thus, it is critical that every new destination has to be studied carefully in terms of sustained demand in the medium term. Budget airline has to ensure that every flight is at least 80% full capacity to make the route profitable.

It is imperative that my study using the Foursquare location data is able to analyse whether Toronto has the appealing establishments, just like what New York has to offer, demanded by the travelers to make it a feasible route.

### **Audience:**

My audience is the Board Committee of the budget airline which has commissioned me for this study. The presentation should be factual based but in simplified data technical details for ease of understanding.