**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

1. 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](https://en.wikipedia.org/wiki/Infrastructure) offering some of the best legal, medical, and entertainment facilities.

In order to compare whether Toronto could satisfy the demands required by these two group of travelers, I could use the location data in Foursquare to study in details.