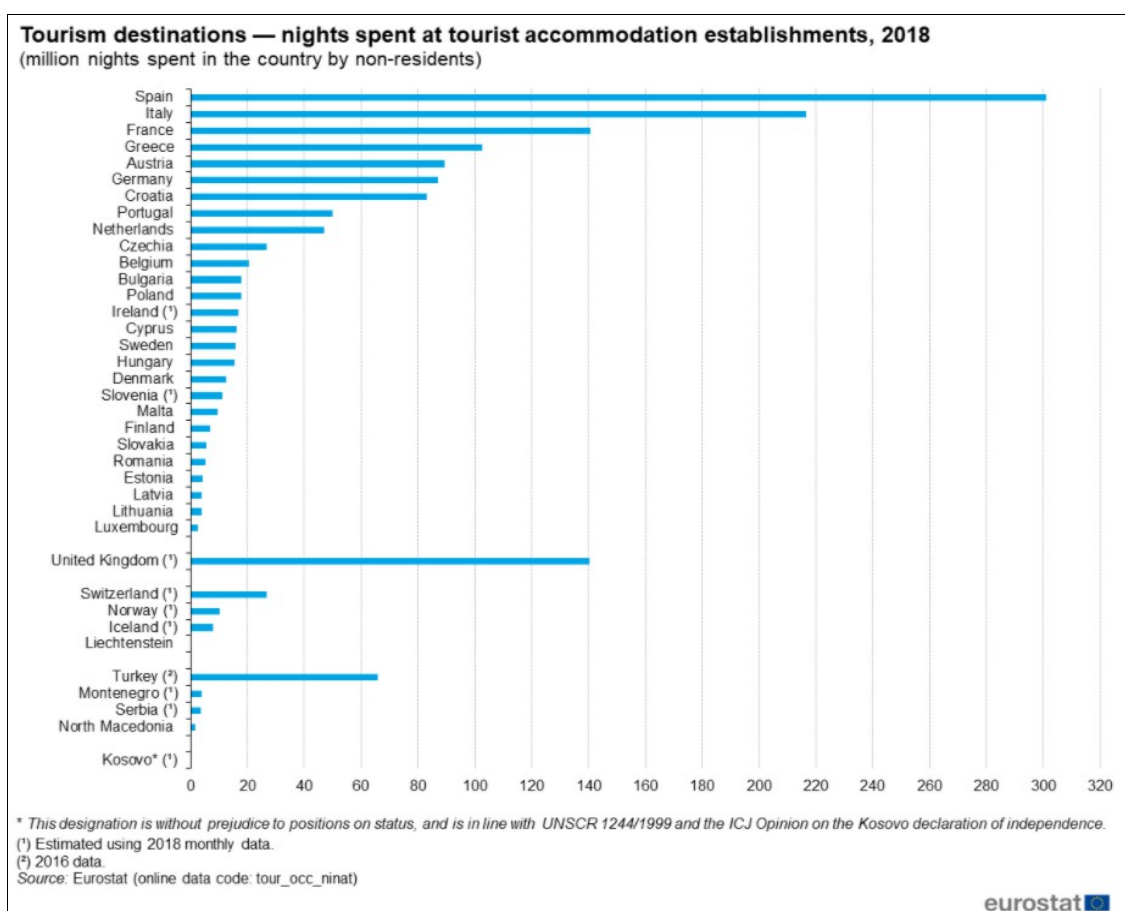


Introduction

Europe is the global leader in international tourism. Each year more than 600 million foreign tourists visit this part of the globe. Due to the increase of cheaper ways of travel, the tourists became more mobile. This led to a growth acceleration of the touristic industry in the last 10-15 years. Besides intra-European tourism, the United States and China are two key markets that have contributed to the enormous growth of arrivals. The travel and tourism sector has had a positive impact on the European economy, directly contributing an estimated 782 billion euros to GDP in 2018. As I mentioned before the number of tourists is increasing every year, reaching over 672 million arrivals by 2018. The southern/Mediterranean region of Europe is the most popular region, followed by Western Europe. France, Spain and Italy are three of the leading travel destinations in Europe in 2020. These countries also led in the 2019 and 2018. We can see this in the nights spent in 2018 from tourists from other countries (source Eurostat).



Business problem

Some of the differences between countries can be explained by the weather. It is warmer in some regions and therefore more pleasant to visit. But also the long history and the associated cultural heritage play an important role in why tourists want to visit those countries. Venues like shops, restaurants, museums, etc. play also an important role. In this project it's impossible to study the tourism in the whole country. But in most cases a tourist visits only one or more cities in that country. Therefore comparing some cities in Europe, maybe give us some insights in why tourists go there. This leaves us with the next question, which cities do we take to compare with each other.

The bar chart with the number of bed-nights in 2019 in different European cities, on the site of Statista, was very helpful (<https://www.statista.com/statistics/314340/leading-european-city-tourism-destinations-by-number-of-bednights/>). The chart shows that London and Paris have the highest number of visitors, followed by Berlin and Rome. The final selection was made by using the capital cities of the EU. The choice for capital cities is based on the fact that a lot of attractions are located there and comparison makes it more reliable. So the cities that are gonna be compared are in alphabetical order Amsterdam, Berlin, Madrid, Paris, Rome and Vienna.

There is no specific business problem I want to solve. The questions I hope to answer is:

- 1) What are the similarities and dissimilarities between these cities?
- 2) And is there a relation between the number of visitors?

Let the search begin!

