A Geospatial Model for Hotel Popularity

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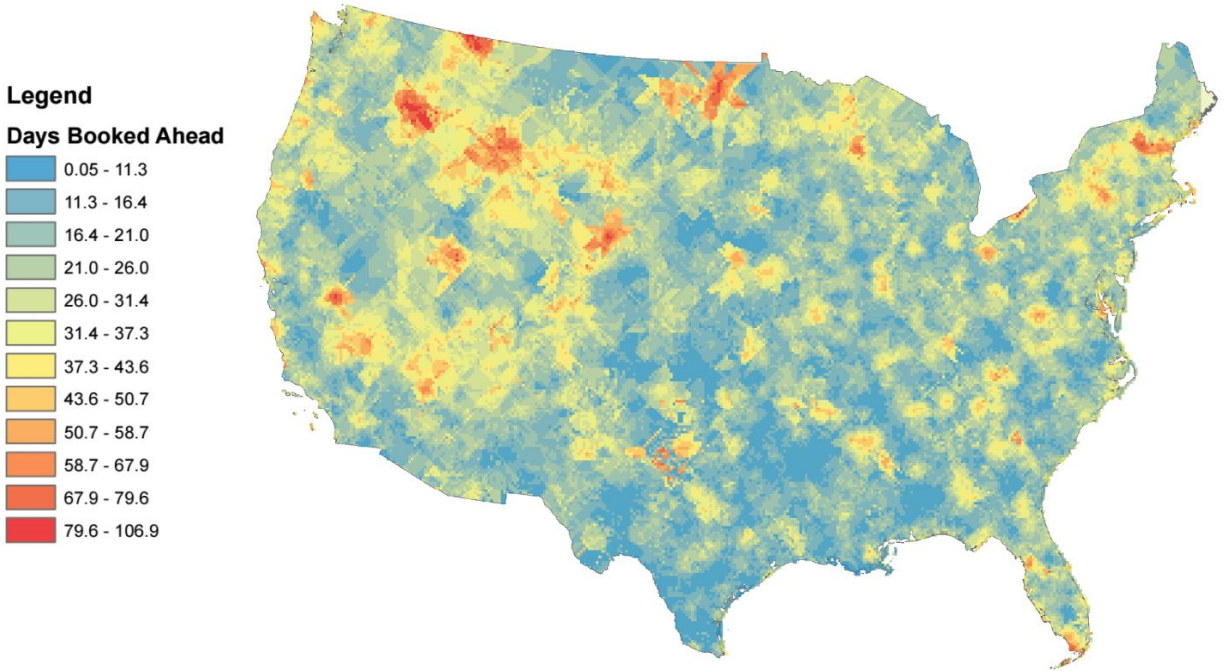
Sounds Logit

Making better decisions by modeling hotel popularity

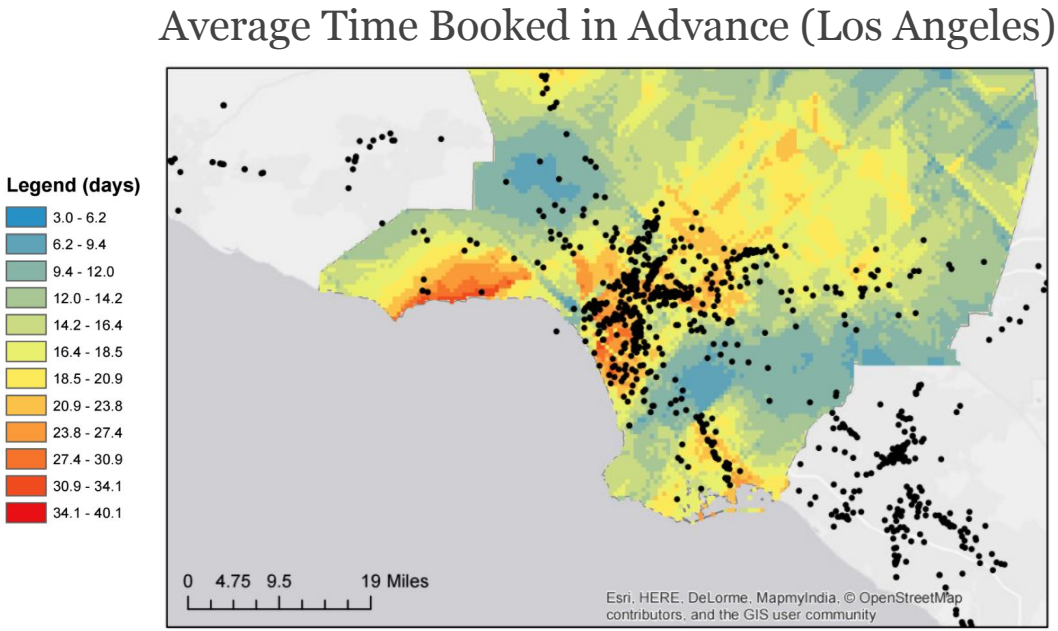
Average Time Booked in Advance

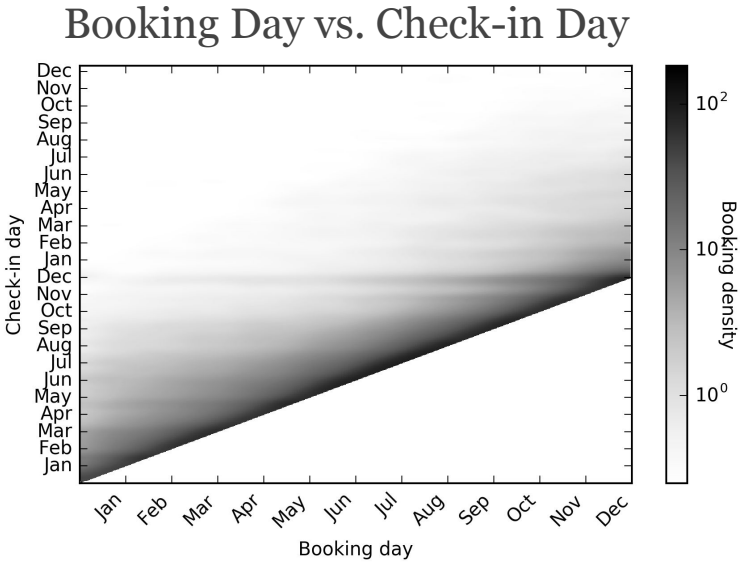


- **70%** of Expedia's hotel revenue is made from the **merchant model**

- Incorporating geospatial information helps Expedia **predict how popular a new hotel will be** before significant usage information arises

Zooming in





Final Modeling:

Geo-Spatial Prediction →
Hotel-Specific Variables →
xgboost → Final Predictions of Time Booked Ahead