

# Clustering travel destinations

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# Why?

- Clustering cities is useful for:
  - Tourists to find their next holiday destination
  - Travel agencies offer better packages
  - Destinations to understand their visitors

# What?

- Data gathered from two sources:
  - List of cities by international visitors ([Wikipedia](#))
  - Venue data ([Foursquare](#))

# The cities

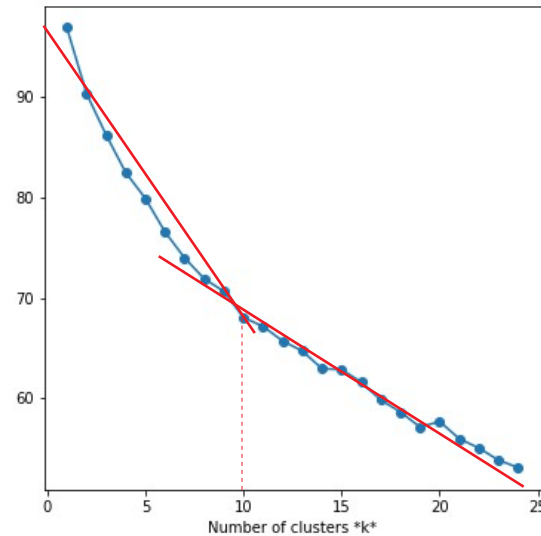


# The venues

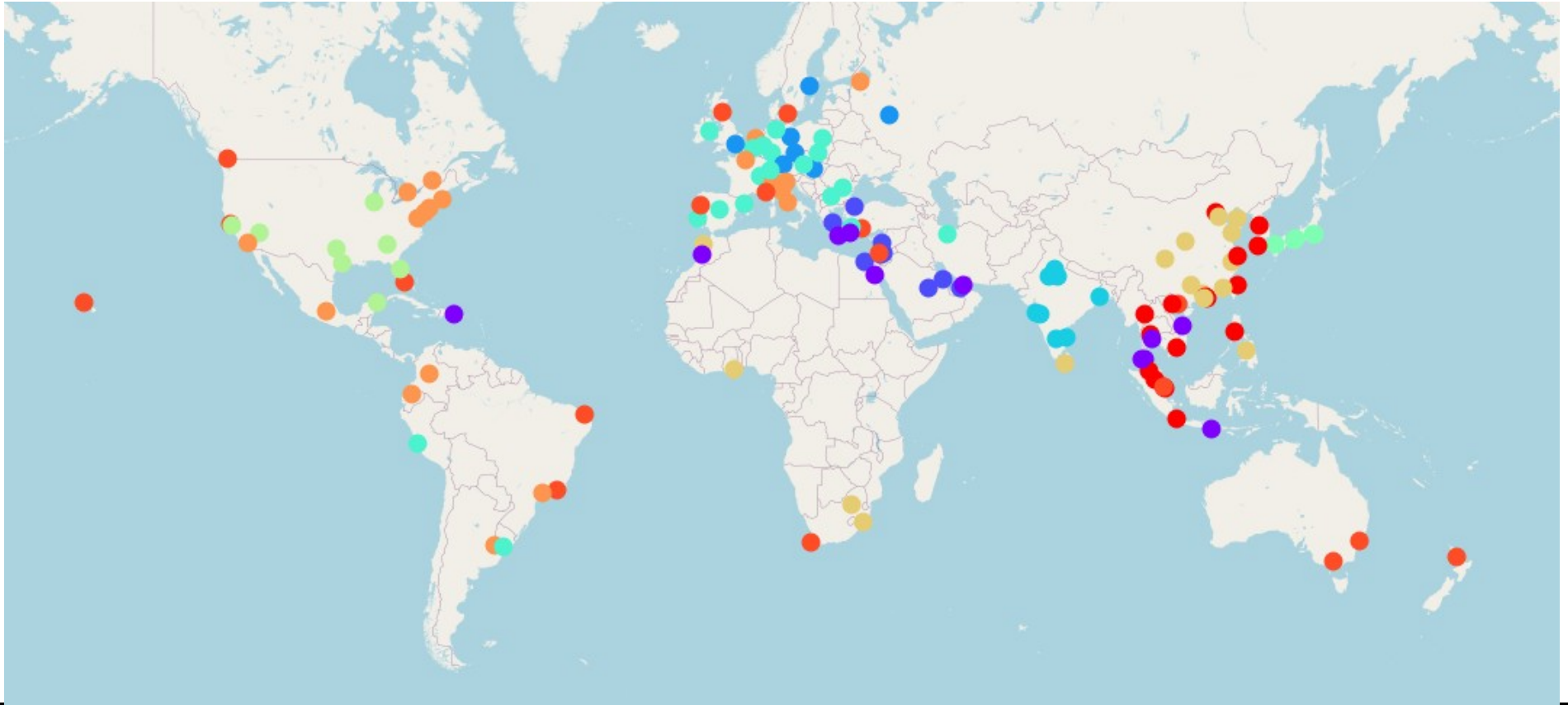
- Raw data: 26924 entries
- After cleaning:
  - 20477 venues
  - In 381 categories
  - For 137 cities

# How?

- Clustering using K-Means
- $K = 10$



# The results



# Future improvements

- Adding more diverse data
  - Temperature data
  - Economic data
- Different clustering algorithms
  - DBSCAN
  - SpectralClustering