

Description of the project

Background

Coruña is a city located in the northwest of Spain. With an Atlantic climate (more rainy and cloudy than in other locations of Spain), the city does not apply for the typical Spanish Sun & Beach tourism model but has been traditionally working on attracting business and MICE tourism. This is important as the services around the accommodation are usually more important for this kind of tourists rather than a better location.

This means that the lodging industry in the area has been adapted to take these tourists and may have an adequate occupancy including one five-star hotel.

An opening of a new five-star hotel downtown could be beneficial for Coruña's tourism cluster when promoting the destination in the media, and a great opportunity for any hotel chain that would like to get a footprint with a luxury hotel.

Problem

Data that contribute to determine the location where the five-star hotel should be located in order to compete (in equal conditions) with the new existing hotel, and the cost of its construction for a maximum duration of 1 year.

Interest

City's tourism cluster and local authorities should be interested in this project as it could report a great impact in the city, not only in the tourists that could be attracted by an extended lodging offer but also because of the jobs this new hotel would create in Coruña.

Also, a big hotel chain or investor should be interested as they would have an opportunity to lease this new property and added to their portfolio.

Data

With all this data, we should be able to figure out the location where the new five-star hotel should be built, how our hotel should be (number of rooms, number of meeting rooms, etc.) and how much the construction will cost.:

- Foursquare: With its API, I should be able to retrieve all the venues located in Coruña's downtown and separate it in differentiated clusters using the KNN method. The ideal scenario would be to divide the area into two clusters (one for our hotel and the other one for our competitor's)
- Instituto Galego de Estadística: This regional's government site collects all the relevant macro data related to tourism. It will be useful to collect occupancies five-star hotels in the area (yearly and monthly) and see how stable is the tourism market and how many rooms will our hotel need to have the best efficiency.
- Turismo da Coruña: Local's government site that collects information about hotels (among other). It will be useful to get data from our competitor and get an idea of the common areas, number of rooms, etc. that our hotel will need.
- Idealista.com: Most relevant Spanish website to check rents prices.
- Hotelnewsresource.com: This website has a complete guide with the needs and estimated costs for building properties based on our needs (star rating, artwork, etc.). It will be useful to gather an average about how much will be the cost of the hotel's construction.