

Best Location for New Hotel in Bali

1. Introduction

1.1. Background

Bali is one of Indonesia's main tourist destinations. It is renowned for its highly developed arts, including traditional and modern dance, sculpture, painting, leather, metalworking, and music. The Indonesian International Film Festival is held every year in Bali. In March 2017, TripAdvisor named Bali as the world's top destination in its Traveller's Choice award.

In 2017, international tourists visiting Bali reached more than 5 million tourists. It was almost one million more than the number of tourists coming to Bali in 2016. Tourism-related business makes up 80% of its economy, accounted for 40% of Indonesia tourism sector. This sector includes hotels and other accommodation means.

1.2. Problem

Growing hotel and accommodation business in the area shows investor's interest in this business. Therefore, it's advantageous for investor to get best recommendation about the best location to setup the business. Given data about staying period, both cultural and other events and venues, this project aims to predict the best location to setup new hotel or other accommodation business.

2. Data

2.1. Data description

In order to do the prediction, several data required including:

- number of existing hotels in the neighbourhood will be obtained using Foursquare API
- number of other venues and tourism attraction in the neighbourhood will be obtained using Foursquare API
- distance to other venues and tourism attraction in the neighbourhood will be obtained using Foursquare API

We will use district lists from regional government to define the neighbourhood. This is preferable because a tourism attraction distance to another could vary and each district offers different kind of attraction.