



CLUSTERING POPULAR TRAVEL DESTINATIONS BASED ON LEISURE ACTIVITIES

By Isabelle Morose



Almost everyone enjoys going on vacation but very few get excited about planning their trips.

The first step in planning is choosing a destination. Often, that's a time-consuming process as it can take hours to do research.





Being spontaneous has its advantages. But imagine going to a city only to find out that you don't like the activities in the area.

Now, imagine if you could know beforehand what kind of activities you might find without doing hours of research.

In this presentation, you will find destination recommendations based on your interests.



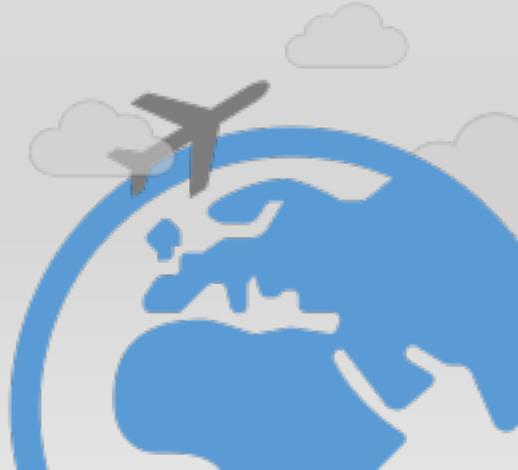
You will be able to:

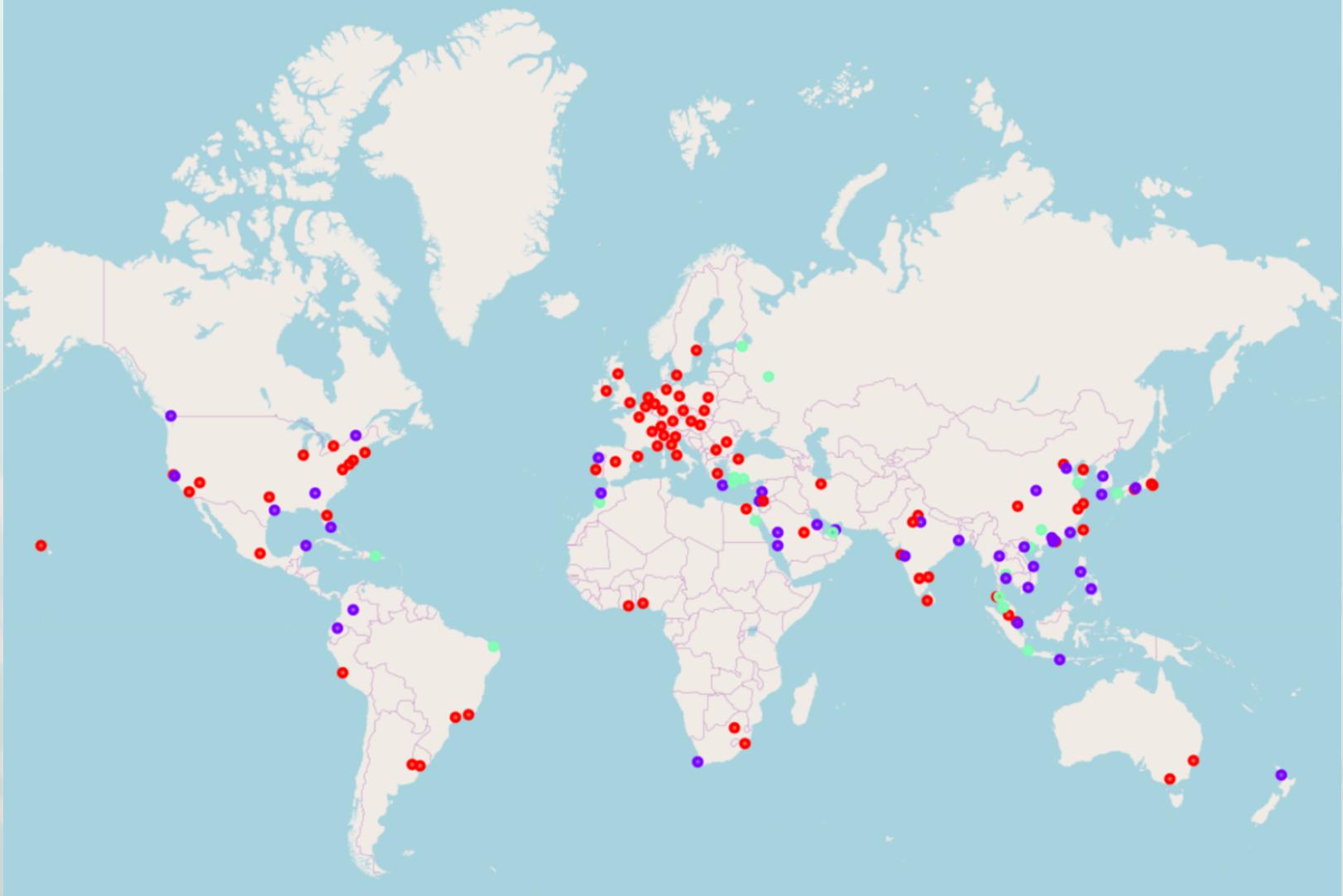
- Choose an interest, then pick a city offering activities related to it.
- Choose a city that you like, then pick another city offering the same kind of experience.



After analyzing the top 140 most popular travel destinations¹, it was found that, in terms of activities they offer, the most popular cities are quite similar to each other. In fact, they can be clustered into 3 groups.

¹Based on Euromonitor and Mastercard rankings of cities by the number of international visitors





- The largest cluster (C1) has 79 countries
- The second largest (C2) cluster has 41 countries
- The smallest cluster (C3) has 20 countries

Cities in First Cluster

Hong Kong, Hong Kong/China	Chennai, India
London, United Kingdom	Vienna, Austria
Paris, France	Johor Bahru, Malaysia
New York City, United States	Jaipur, India
Kuala Lumpur, Malaysia	Berlin, Germany
Istanbul, Turkey	Cairo, Egypt
Delhi, India	Athens, Greece
Mumbai, India	Orlando, United States
Phuket, Thailand	Venice, Italy
Rome, Italy	Madrid, Spain
Tokyo, Japan	Riyadh, Saudi Arabia
Taipei, Taiwan	Dublin, Ireland
Prague, Czech Republic	Florence, Italy
Amsterdam, Netherlands	Toronto, Canada
Osaka, Japan	Johannesburg, South Africa
Las Vegas, United States	Sydney, Australia
Shanghai, China	Munich, Germany
Barcelona, Spain	Beijing, China
Los Angeles, United States	Brussels, Belgium
Milan, Italy	Budapest, Hungary

Cities in this cluster have more activities than average, although these activities are in the **Shopping** and **Arts & Entertainment** categories.

Cities in First Cluster (continued...)

Lisbon, Portugal	Düsseldorf, Germany
Copenhagen, Denmark	Boston, United States
San Francisco, United States	Chengdu, China
Melbourne, Australia	Edinburgh, United Kingdom
Warsaw, Poland	Tehran, Iran
Honolulu, United States	Hamburg, Germany
Kraków, Poland	Geneva, Switzerland
Buenos Aires, Argentina	Colombo, Sri Lanka
Chiba, Japan	Bucharest, Romania
Frankfurt am Main, Germany	Sofia, Bulgaria
Stockholm, Sweden	Dalian, China
Lima, Peru	Montevideo, Uruguay
Nice, France	Amman, Jordan
Rio de Janeiro, Brazil	Hangzhou, China
Bangalore, India	Durban, South Africa
Mexico City, Mexico	Dallas, United States
São Paulo, Brazil	Accra, Ghana
Zürich, Switzerland	Philadelphia, United States
Washington D.C., United States	Lagos, Nigeria
Chicago, United States	

Cities in this cluster have more activities than average, although these activities are in the **Shopping** and **Arts & Entertainment** categories.

Cities in Second Cluster

Dubai, United Arab Emirates	Cancún, Mexico
Shenzhen, China	Hanoi, Vietnam
Pattaya, Thailand	Dammam, Saudi Arabia
Mecca, Saudi Arabia	Heraklion, Greece
Guangzhou, China	Kyoto, Japan
Medina, Saudi Arabia	Zhuhai, China
Seoul, South Korea	Vancouver, Canada
Agra, India	Chiang Mai, Thailand
Miami, United States	Kolkata, India
Ho Chi Minh City, Vietnam	Cebu City, Philippines
Denpasar, Indonesia	Auckland, New Zealand
Tel Aviv, Israel	Xi'an, China
Da Nang, Vietnam	Beirut, Lebanon
Batam, Indonesia	Xiamen, China
Jeju, South Korea	Casablanca, Morocco
Porto, Portugal	Atlanta, United States
Montreal, Canada	Pune, India
San Jose, United States	Quito, Ecuador
Houston, United States	Tianjin, China
Cape Town, South Africa	Bogota, Colombia
Manila, Philippines	

Cities in this cluster have more activities related to **food** than average.

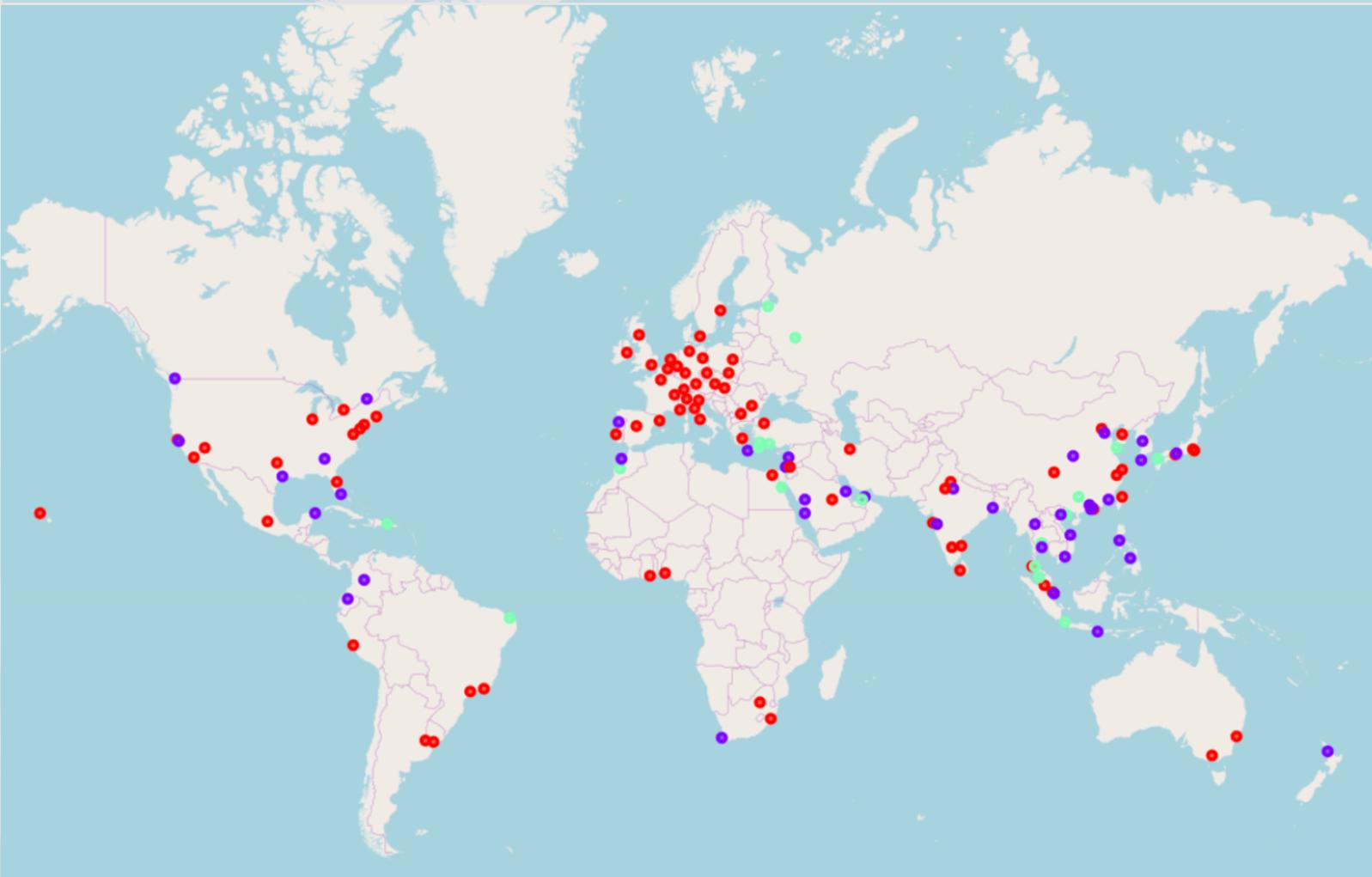
Cities in Third Cluster

Dubai, United Arab Emirates	Cancún, Mexico
Shenzhen, China	Hanoi, Vietnam
Pattaya, Thailand	Dammam, Saudi Arabia
Mecca, Saudi Arabia	Heraklion, Greece
Guangzhou, China	Kyoto, Japan
Medina, Saudi Arabia	Zhuhai, China
Seoul, South Korea	Vancouver, Canada
Agra, India	Chiang Mai, Thailand
Miami, United States	Kolkata, India
Ho Chi Minh City, Vietnam	Cebu City, Philippines
Denpasar, Indonesia	Auckland, New Zealand
Tel Aviv, Israel	Xi'an, China
Da Nang, Vietnam	Beirut, Lebanon
Batam, Indonesia	Xiamen, China
Jeju, South Korea	Casablanca, Morocco
Porto, Portugal	Atlanta, United States
Montreal, Canada	Pune, India
San Jose, United States	Quito, Ecuador
Houston, United States	Tianjin, China
Cape Town, South Africa	Bogota, Colombia
Manila, Philippines	

Cities in this cluster have more **outdoors** activities than average.



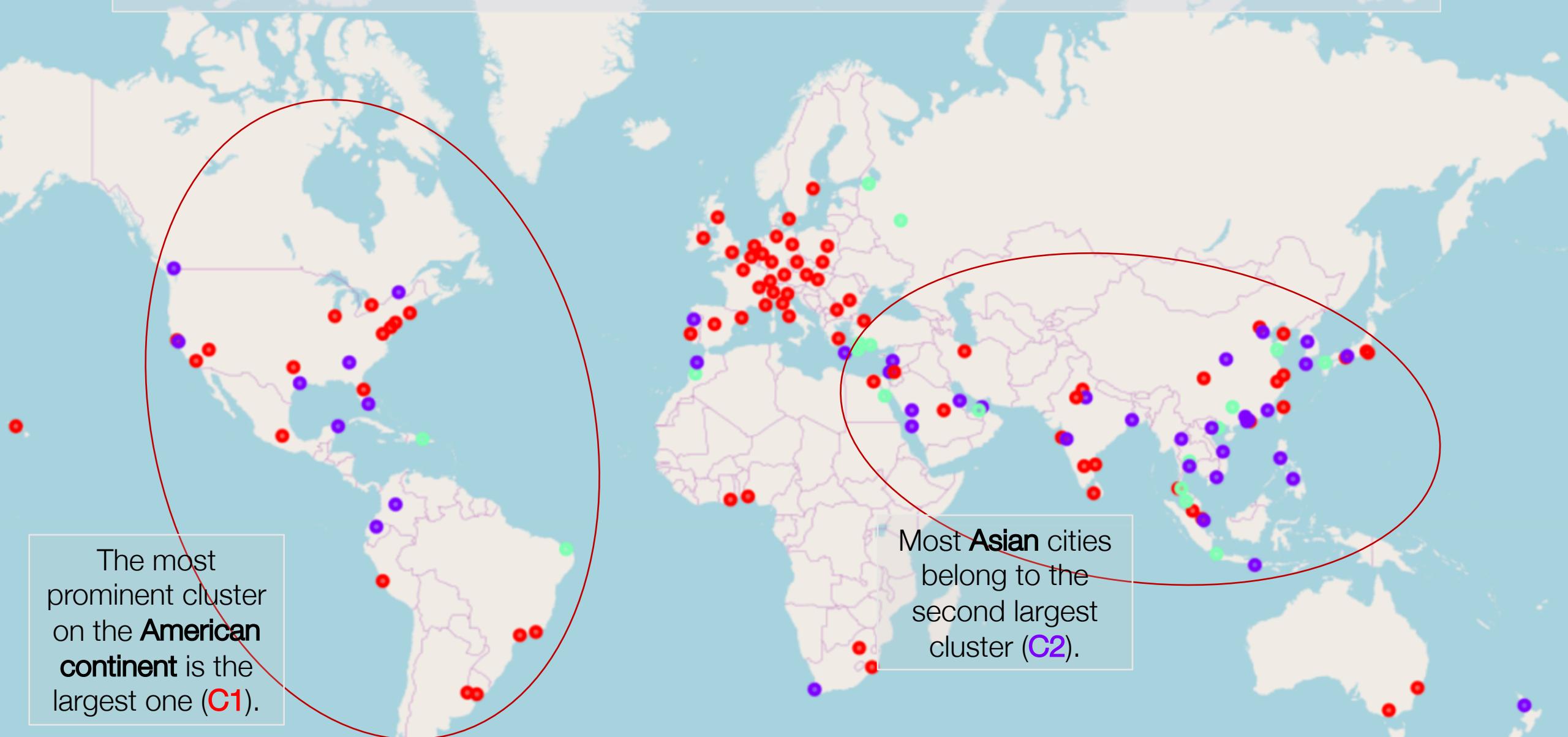
All 3 clusters are geographically spread all over the world



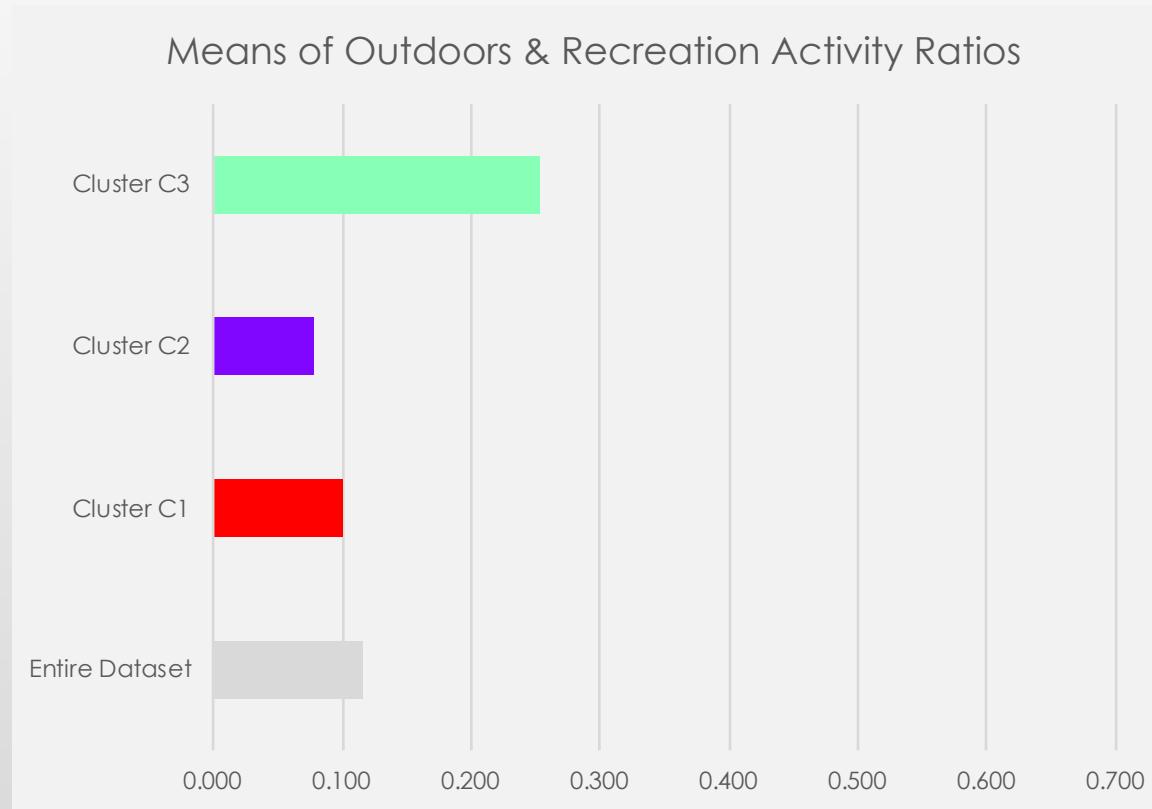
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There is more diversity among cities in the Americas and in Asia than in Europe



RECOMMENDATIONS BY ACTIVITY CATEGORY

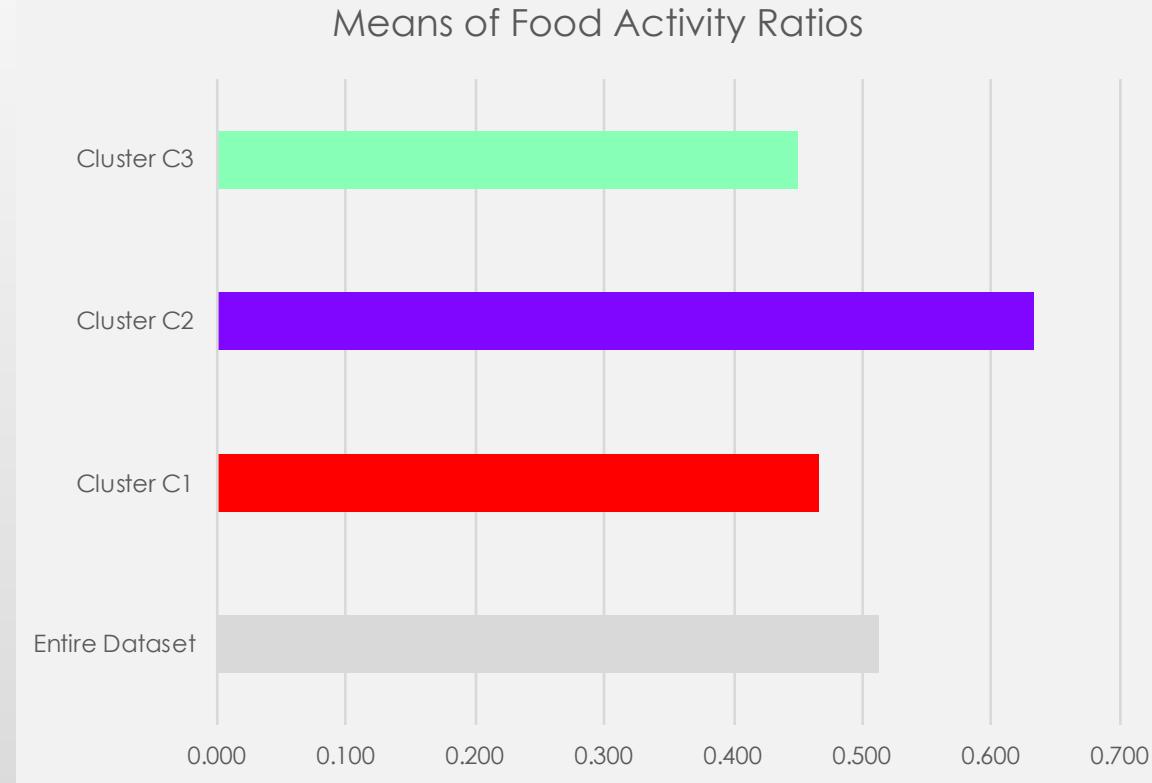


If you are into **outdoors activities**...

you should visit cities in **Cluster 3**

but not cities in **Cluster 2**

RECOMMENDATIONS BY ACTIVITY CATEGORY



If you are a **foodie**...

you should visit cities in **Cluster 2**

but not cities in **Cluster 1** nor **Cluster 3**

RECOMMENDATIONS BY ACTIVITY CATEGORY

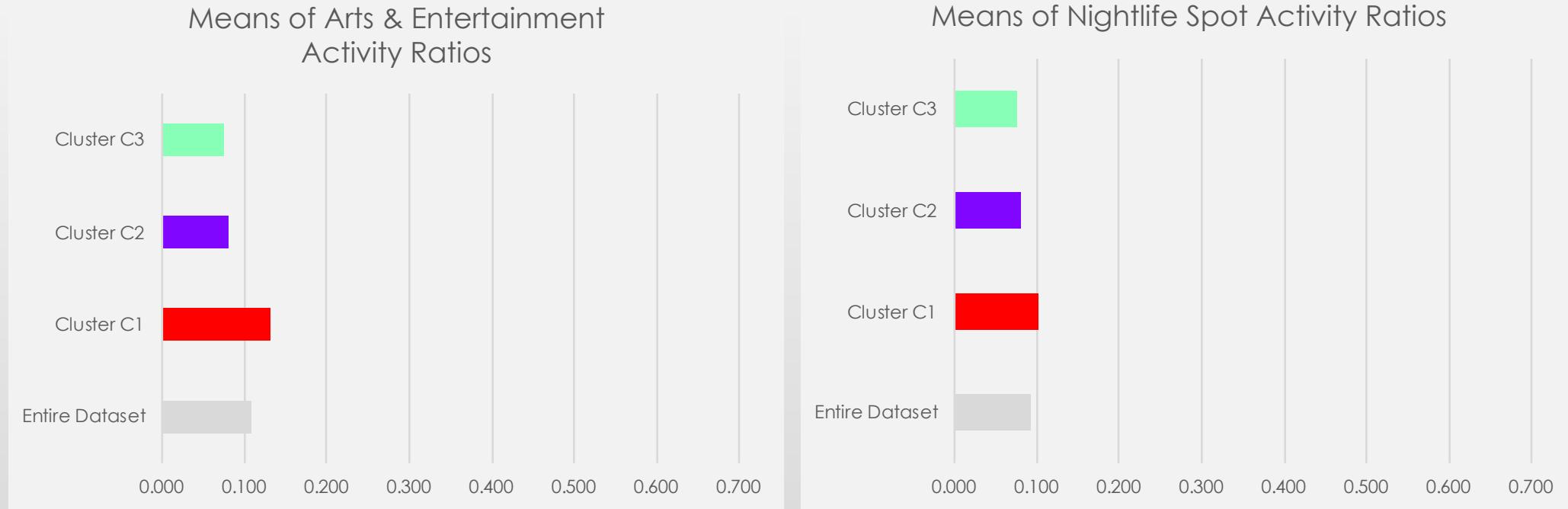


If you are into **shopping**...

you should visit cities in **Cluster 1**

but not cities in **Cluster 2** nor **Cluster 3**

RECOMMENDATIONS BY ACTIVITY CATEGORY



For **nightlife** and **arts & entertainment** activities, the cluster doesn't matter, although **Cluster 1** tends to have more activities in general.

OTHER CONSIDERATIONS

It's important to note that this study focused solely on the type of leisure activities one might find in a city. To have a better picture of travelers' experience at a destination, other factors like architecture, climate, and walkability should also be taken into consideration.