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.

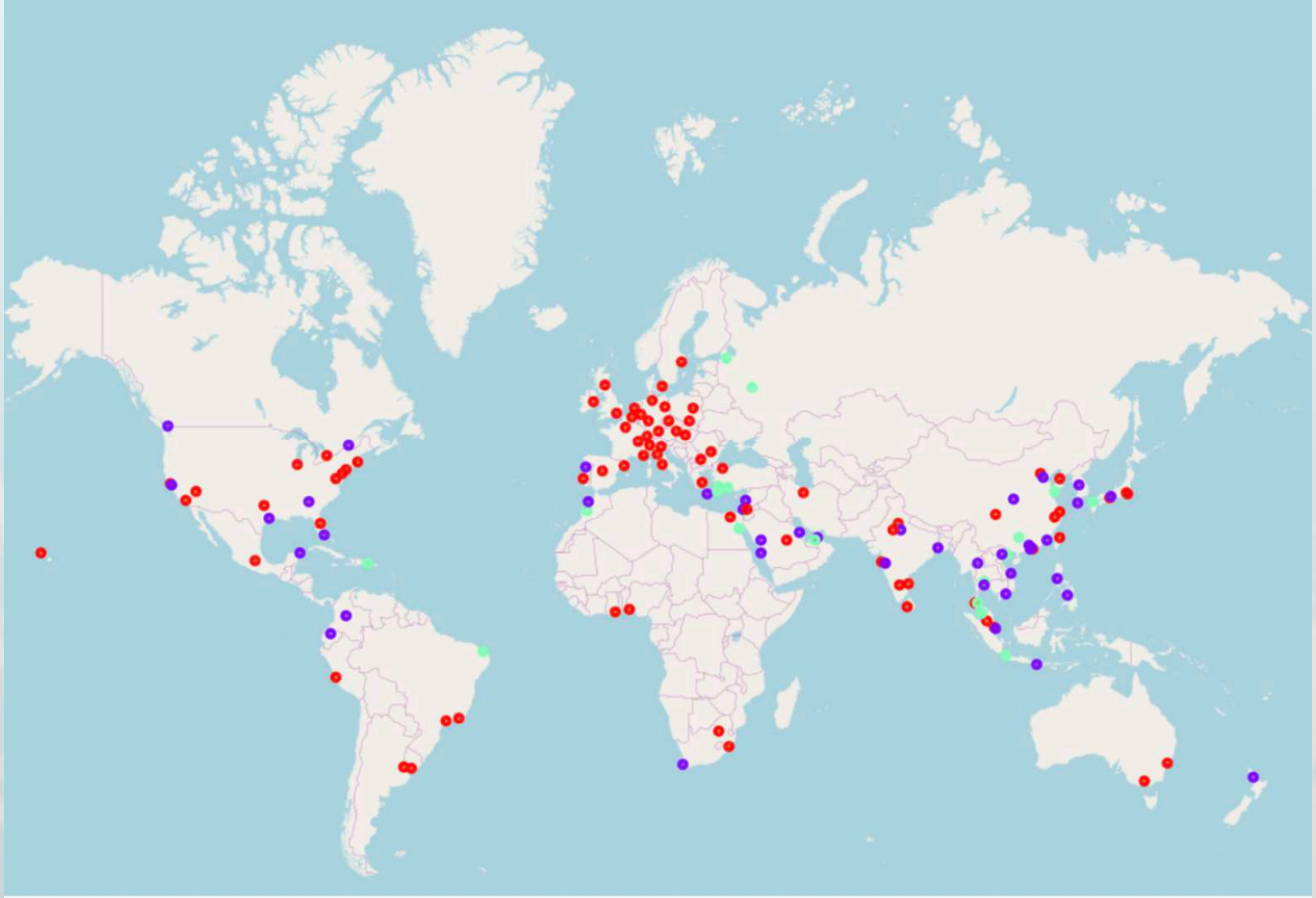
In this presentation, you will find destination recommendations based on your interests.

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 destinations[1], 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.

[1]Based 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
London, United Kingdom
Paris, France
New York City, United States
Kuala Lumpur, Malaysia
Istanbul, Turkey
Delhi, India
Mumbai, India
Phuket, Thailand
Rome, Italy
Tokyo, Japan
Taipei, Taiwan
Prague, Czech Republic
Amsterdam, Netherlands
Osaka, Japan
Las Vegas, United States
Shanghai, China
Barcelona, Spain
Los Angeles, United States
Milan, Italy
Chennai, India
Vienna, Austria
Johor Bahru, Malaysia
Jaipur, India
Berlin, Germany
Cairo, Egypt
Athens, Greece
Orlando, United States
Venice, Italy
Madrid, Spain
Riyadh, Saudi Arabia
Dublin, Ireland
Florence, Italy
Toronto, Canada
Johannesburg, South Africa
Sydney, Australia
Munich, Germany
Beijing, China
Brussels, Belgium
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
Copenhagen, Denmark
San Francisco, United States
Melbourne, Australia
Warsaw, Poland
Honolulu, United States
Kraków, Poland
Buenos Aires, Argentina
Chiba, Japan
Frankfurt am Main, Germany
Stockholm, Sweden
Lima, Peru
Nice, France
Rio de Janeiro, Brazil
Bangalore, India
Mexico City, Mexico
São Paulo, Brazil
Zürich, Switzerland
Washington D.C., United States
Chicago, United States
Düsseldorf, Germany
Boston, United States
Chengdu, China
Edinburgh, United Kingdom
Tehran, Iran
Hamburg, Germany
Geneva, Switzerland
Colombo, Sri Lanka
Bucharest, Romania
Sofia, Bulgaria
Dalian, China
Montevideo, Uruguay
Amman, Jordan
Hangzhou, China
Durban, South Africa
Dallas, United States
Accra, Ghana
Philadelphia, United States
Lagos, Nigeria

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

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

Cities in Third Cluster

Dubai, United Arab Emirates
Shenzhen, China
Pattaya, Thailand
Mecca, Saudi Arabia
Guangzhou, China
Medina, Saudi Arabia
Seoul, South Korea
Agra, India
Miami, United States
Ho Chi Minh City, Vietnam
Denpasar, Indonesia
Tel Aviv, Israel
Da Nang, Vietnam
Batam, Indonesia
Jeju, South Korea
Porto, Portugal
Montreal, Canada
San Jose, United States
Houston, United States
Cape Town, South Africa
Manila, Philippines
Cancún, Mexico
Hanoi, Vietnam
Dammam, Saudi Arabia
Heraklion, Greece
Kyoto, Japan
Zhuhai, China
Vancouver, Canada
Chiang Mai, Thailand
Kolkata, India
Cebu City, Philippines
Auckland, New Zealand
Xi'an, China
Beirut, Lebanon
Xiamen, China
Casablanca, Morocco
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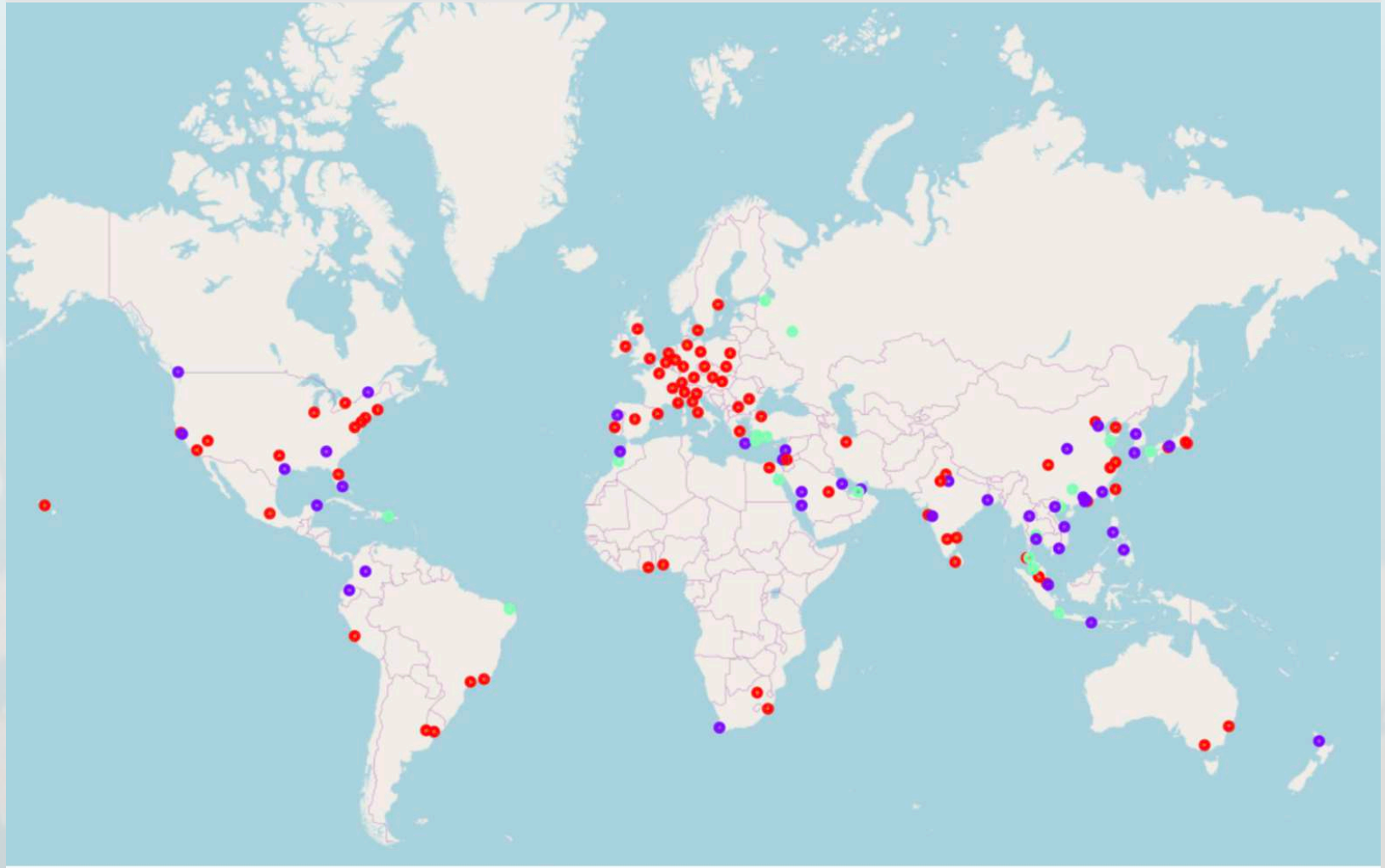
Cities in this cluster have more **outdoors** activities than average.

All 3 clusters are geographically spread all over the world



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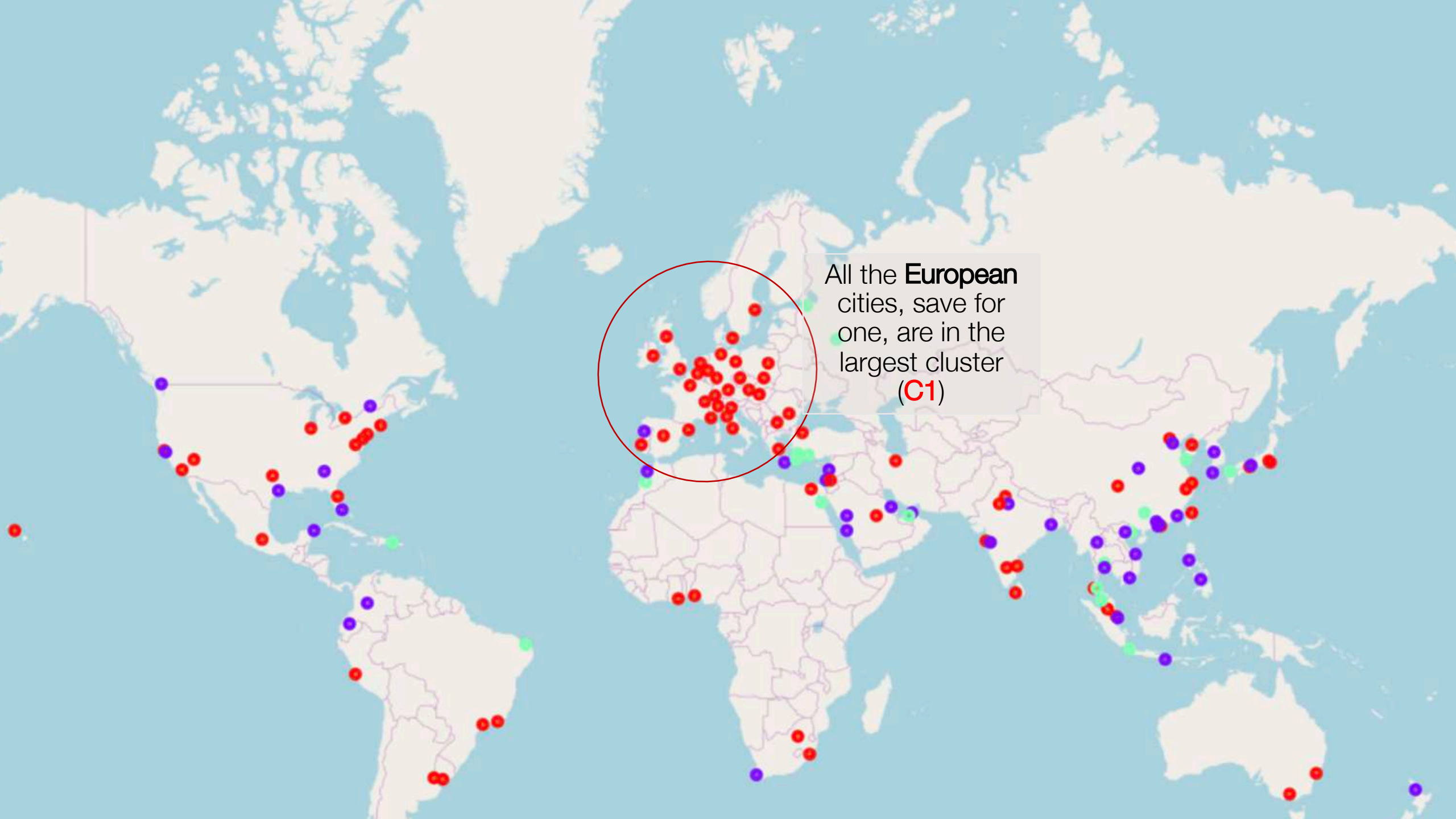
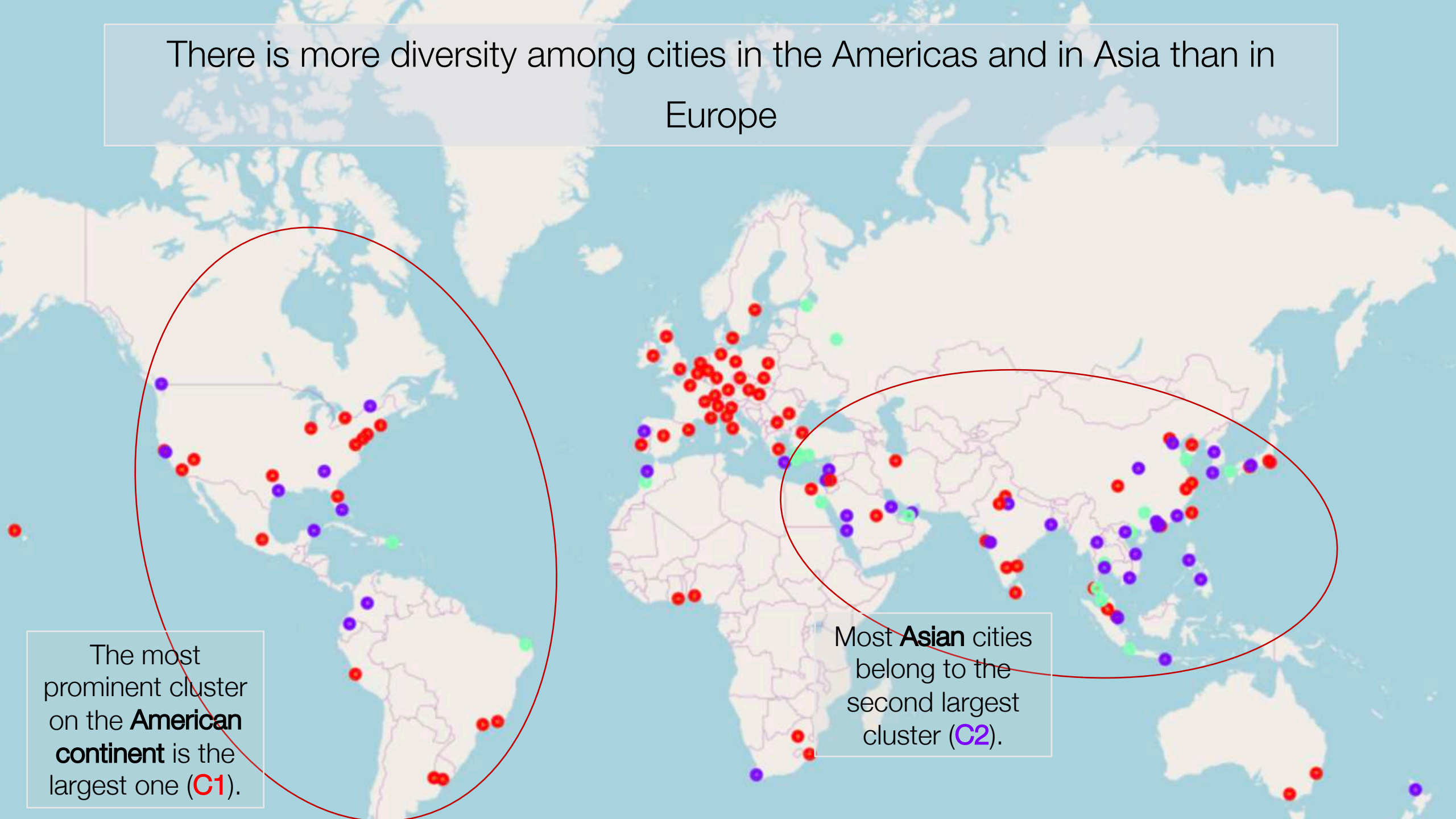

All the **European** cities, save for one, are in the largest cluster (C1)

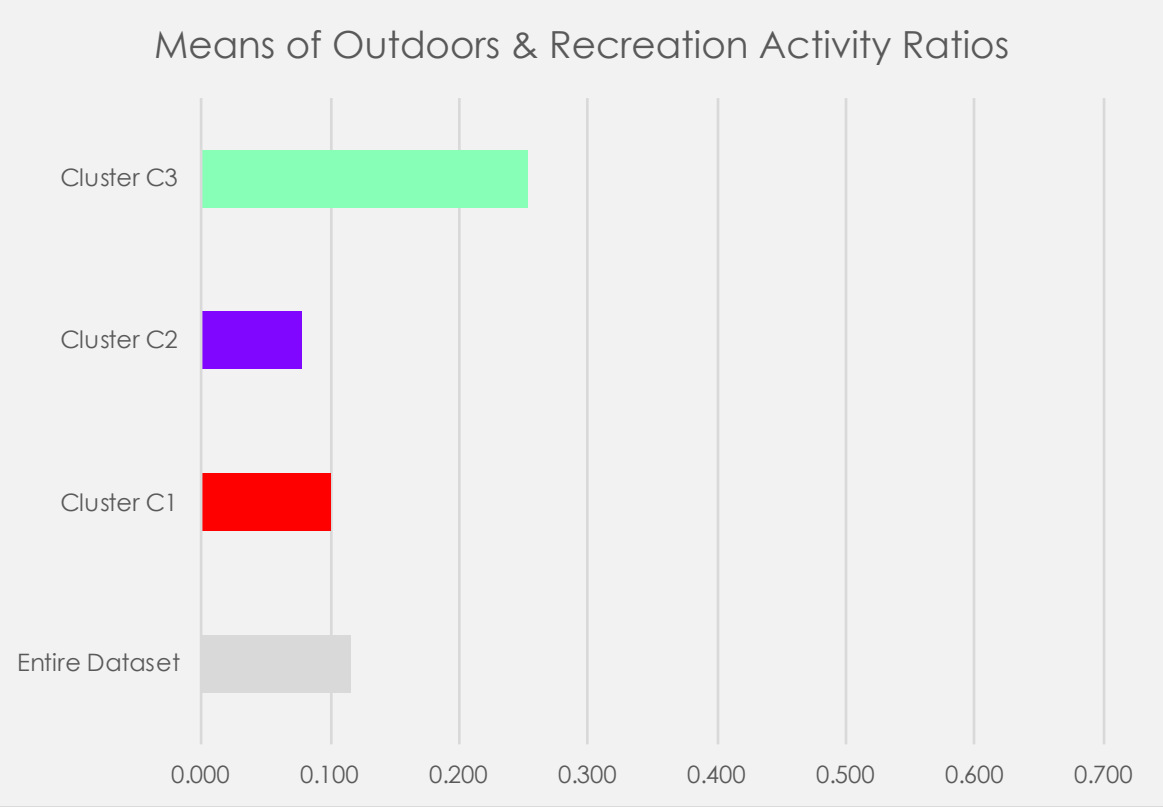
There is more diversity among cities in the Americas and in Asia than in Europe



The most prominent cluster on the **American continent** is the largest one (C1).

Most **Asian** cities belong to the second largest cluster (C2).

RECOMMENDATIONS BY ACTIVITY CATEGORY



If you are into **outdoors activities**…

you should visit cities in Cluster 3

but not cities in Cluster 2

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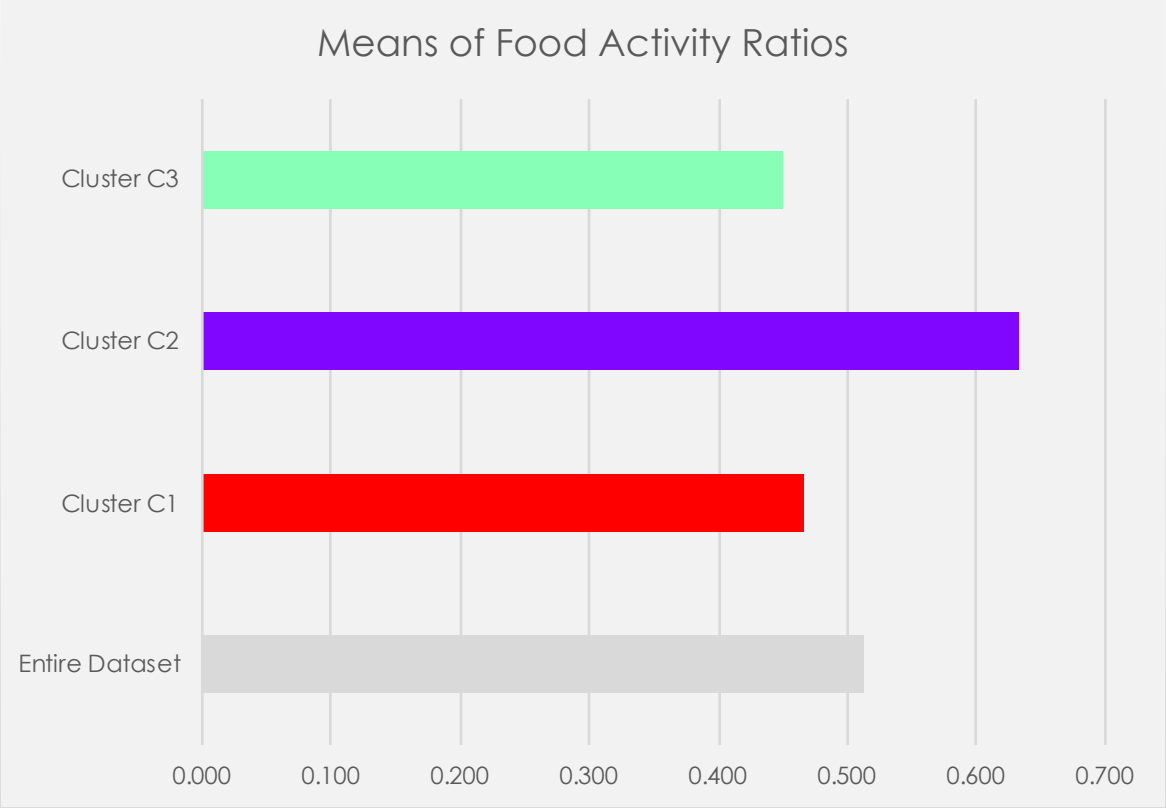
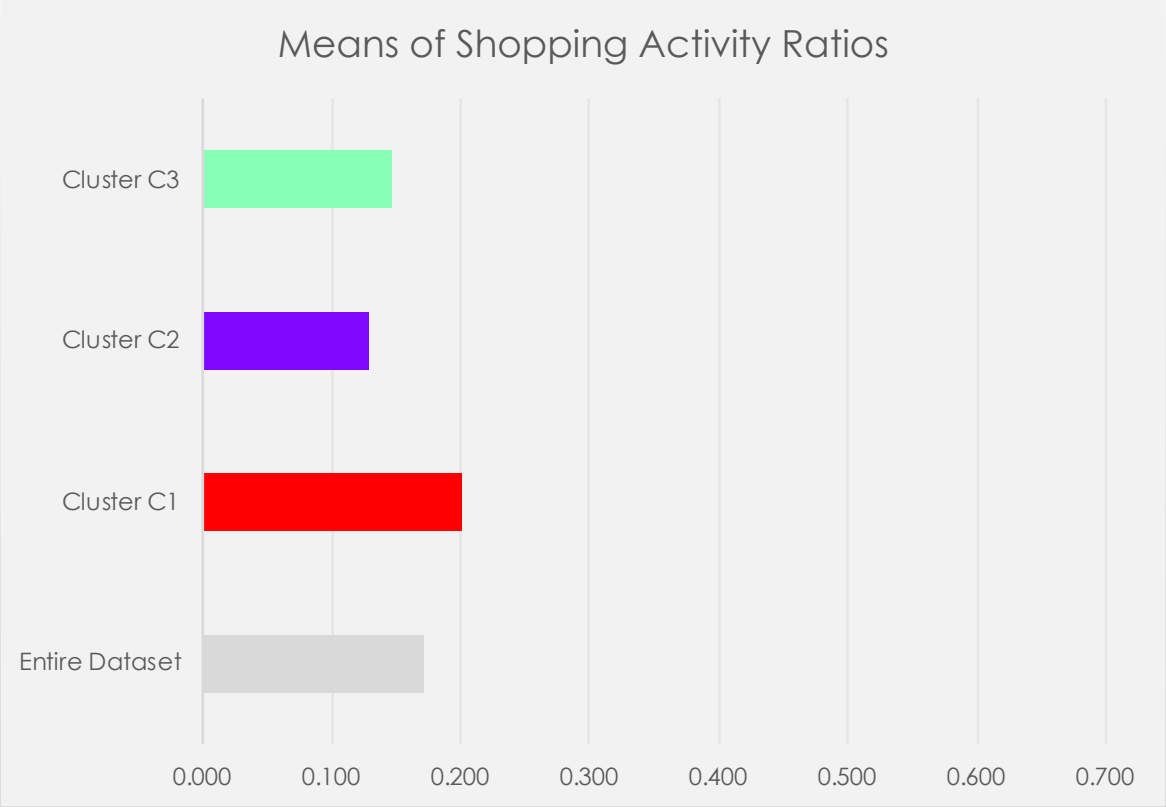


If you are a **foodie**…

you should visit cities in **Cluster 2**

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

RECOMMENDATIONS BY ACTIVITY CATEGORY

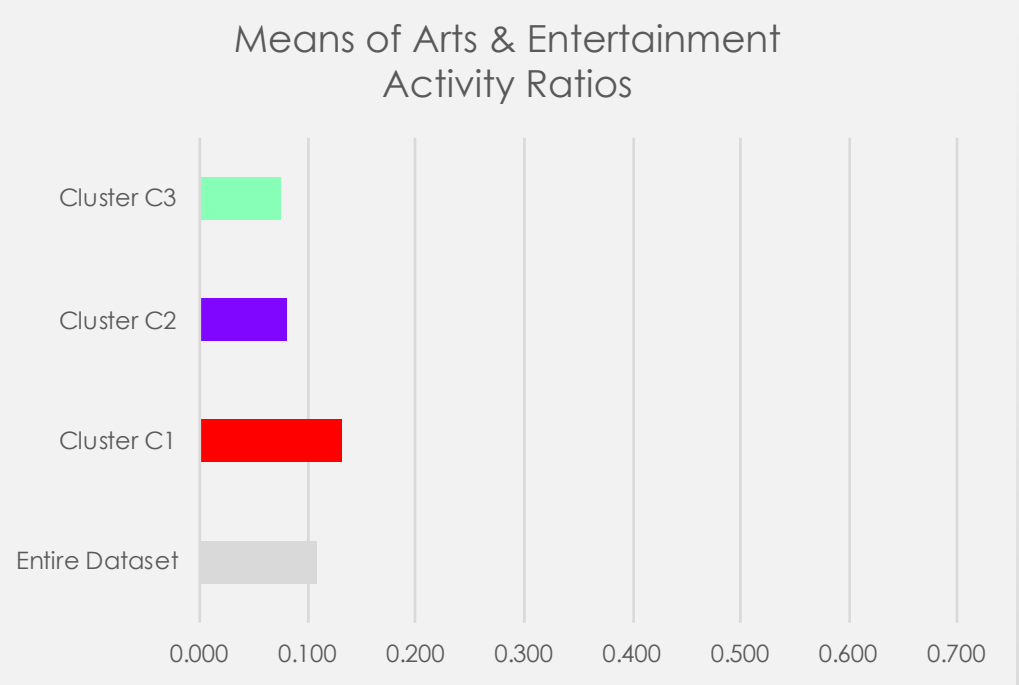


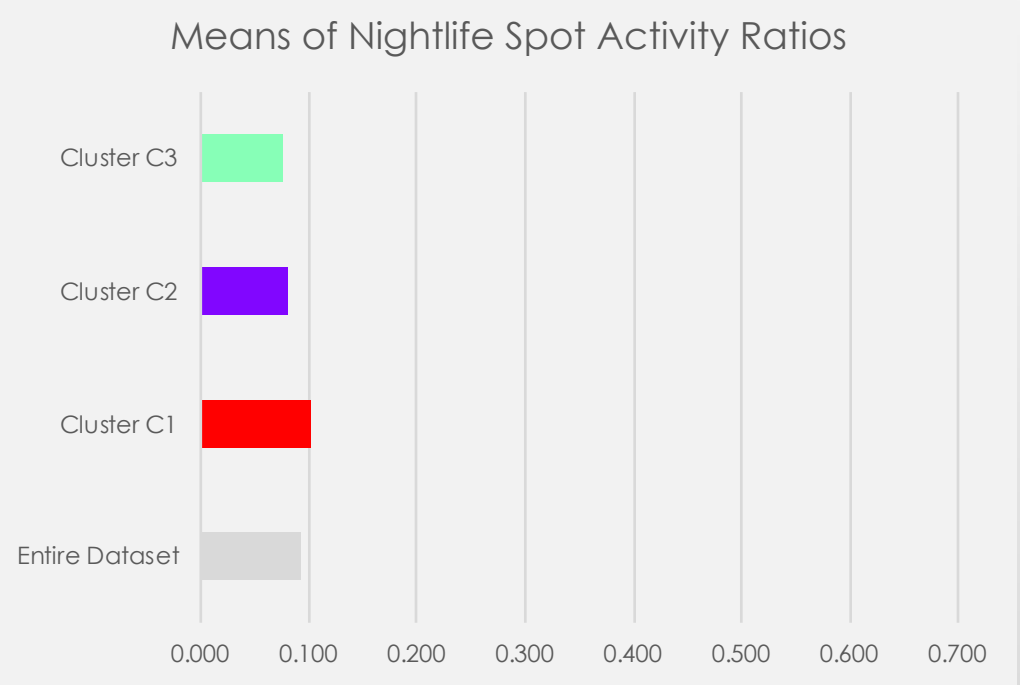
If you are into **shopping**…

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.