

Capstone Project -Battle of the Neighborhoods

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Introduction

My report will be focused on finding the perfect area to start a new hotel in Viña del Mar, Chile. Through research, I will provide suggestions as to what area is the best to start a new hotel in Viña del Mar where there are already many good hotels.

Viña del Mar, is one of the most visited cities in the country due to its good cuisine, beautiful beaches and summer music festivals that attract tourists from all over. It is definitely a great place to start a hotel business.

Business Problem

In this capstone project, I focus on the issue of choosing an optimal location for a new hotel in Viña del Mar. In this business problem, we can imagine that we have an investment company coming to consult what are the best areas to start new hotel to have the most profit based on location.

The following questions will lead our research:

- What are the important parameters that this investments company will base their location decision?
- What is the importance of surrounding areas? (restaurants, other hotels, well-visited venues, etc)
- Based on location, what are the risks of building a new hotel near other well-rated hotels in the area?