



Best place to stay in Gramado/RS (Brazil)

Customer: XYZ Hotels

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- Tourism is city's main economic activity
- Well established infrastructure
- Variety of activities and places to visit

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Establishing business in Gramado

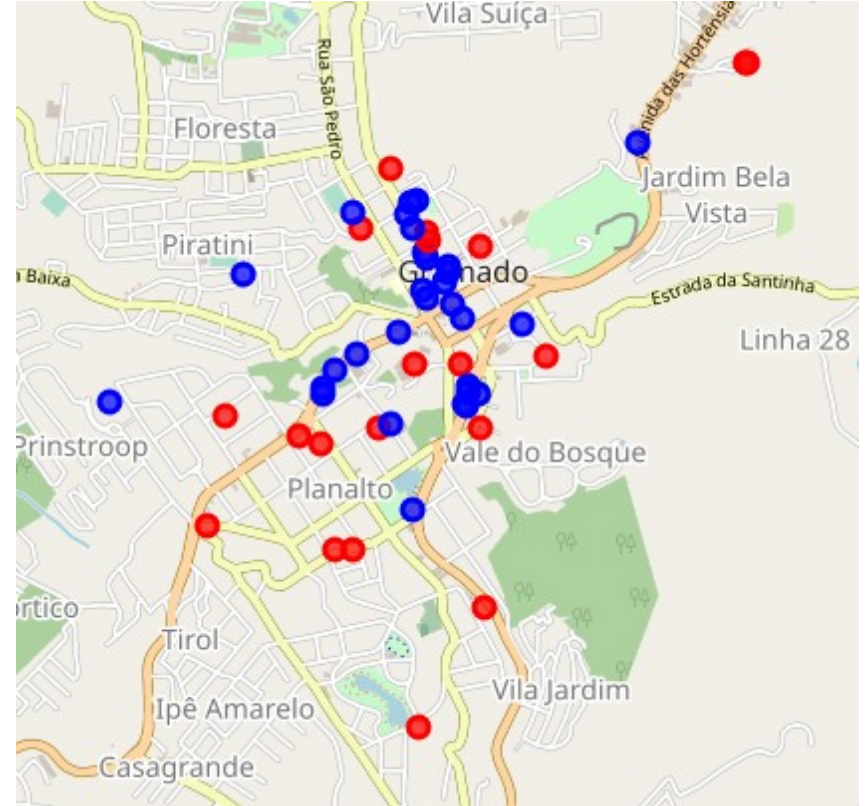
- XYZ Hotel is a well established hotel chain
- High quality rooms and wide range of services
- Customers profile indicates they seek rest, but likes to explore outside the hotel



Best place to stay in Gramado/RS (Brazil)

Visitors places of interest

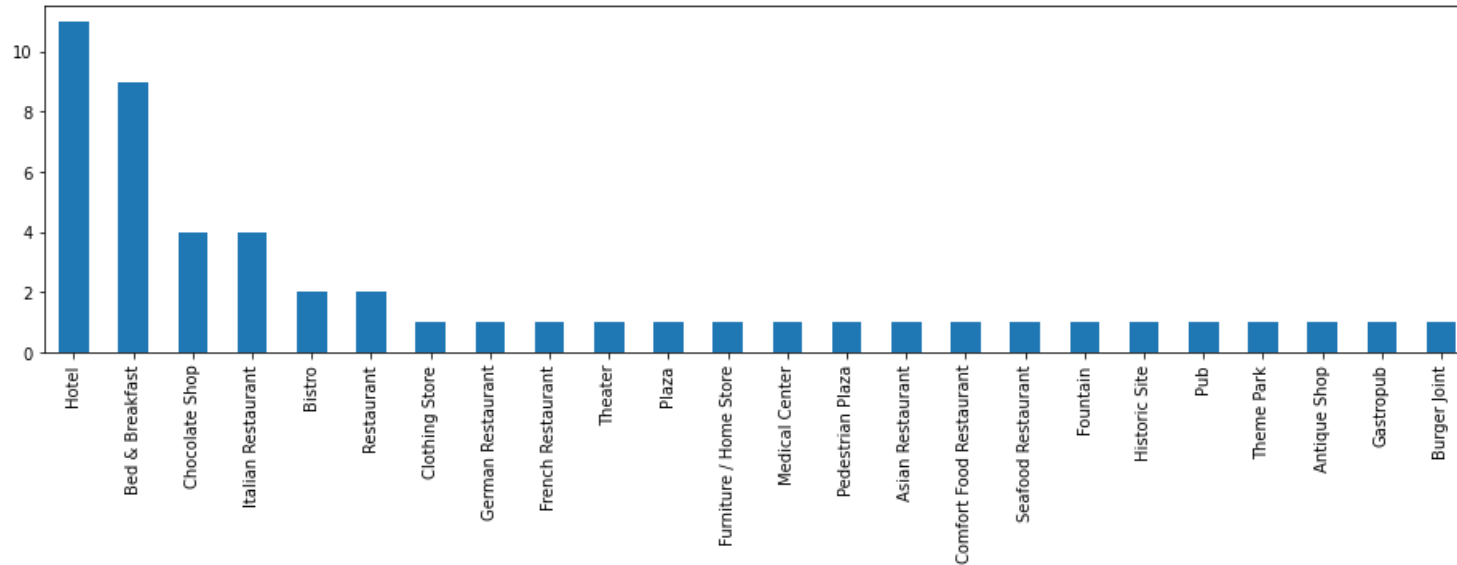
- Red dots are **hotels** and places to stay
- Blue dots are **places to visit**
- Central area concentrates most of places



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Visitors places of interest

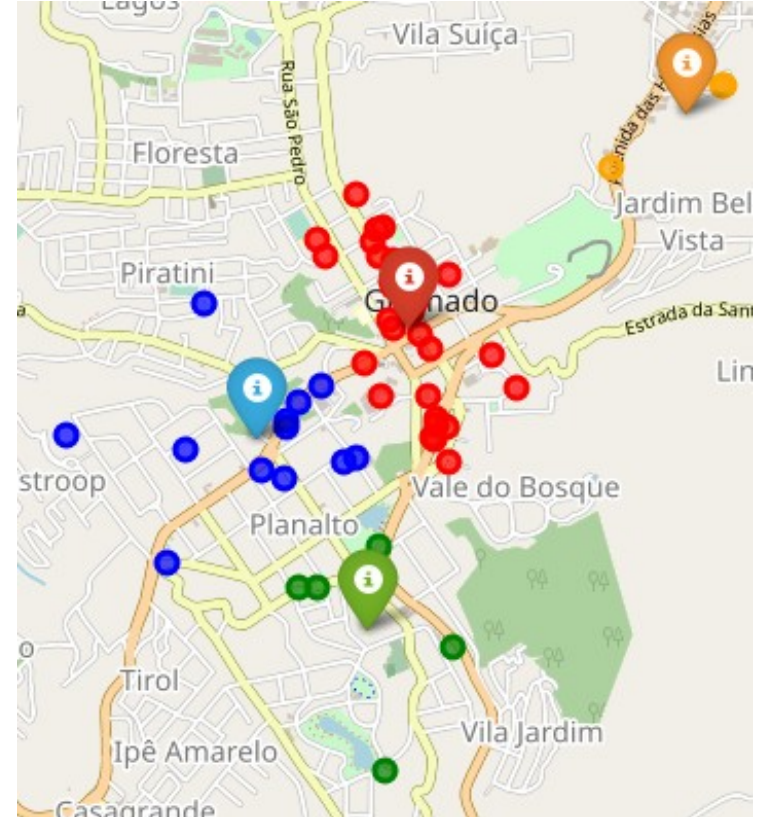
- Large offer of infrastructure, specially *Hotels* and *Bed & Breakfast* places



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City divided in 4 regions by proximity

- **Red area** concentrates the majority of places (central area), have larger offer and variety of places to go;
- **Blue area** is second area in terms of places' quantity and variety and is close to red area;
- **Green** and **orange** areas are more isolated but have well rated places.



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City divided in 4 regions by proximity

- Hotels, Chocolate shops, Restaurants, plaza,
historic site

Avg. Rating: 8.74 Std: 0.28

- Hotels

Avg. Rating: 8.38 Std: 0.60

- Hotels, Restaurants, Theme park, Medical Center

Avg. Rating: 8.79 Std: 0.22

- Hotels, Restaurants

Avg. Rating: 8.95 Std: 0.07



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Conclusion

- XYZ Hotel customers spend much of their time exploring outside the hotel
- To establish a new hotel, red area seems to be the most promising location giving variety of activities available, followed by blue area