

CITIES' SECRETS FOR SUCCESS

WHAT MAKES CITIES SIMILAR?

- Similar attractions
- Similar climate



WHO CARES?

- City tourism
 - Distinguish from other cities
 - Open attractions found in popular similar cities
- Airlines and Travelers
 - “You just visited X, Y is just like that! Book a flight!”
- People looking to move
 - “What can I expect from this new city?”



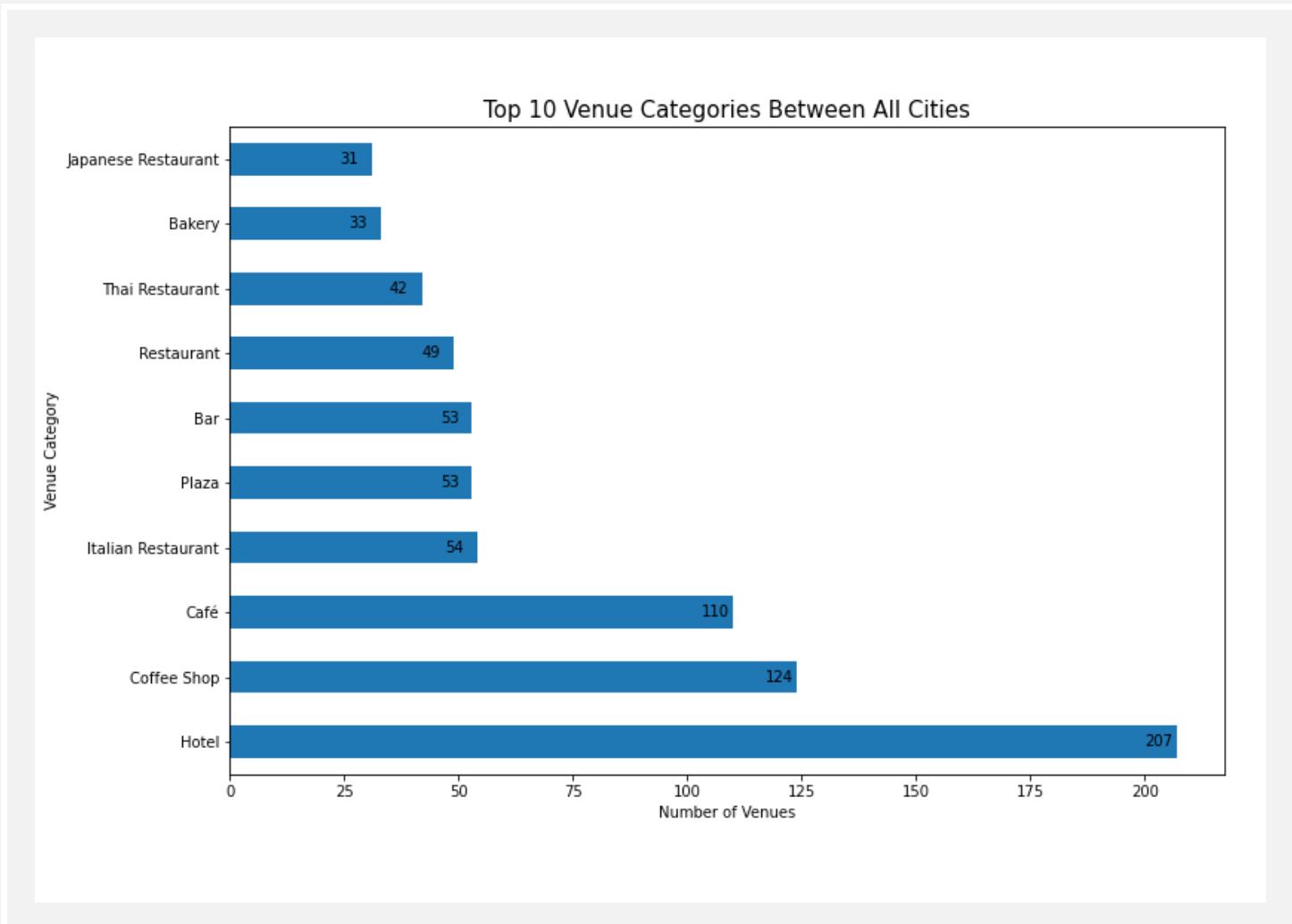
DESTINATION DATA

- Foursquare API has local venue data
 - All user-input and rating
 - Suggests popular venues
- Average summer and winter temperatures
 - Beach during the winter?
 - Looking for snow?

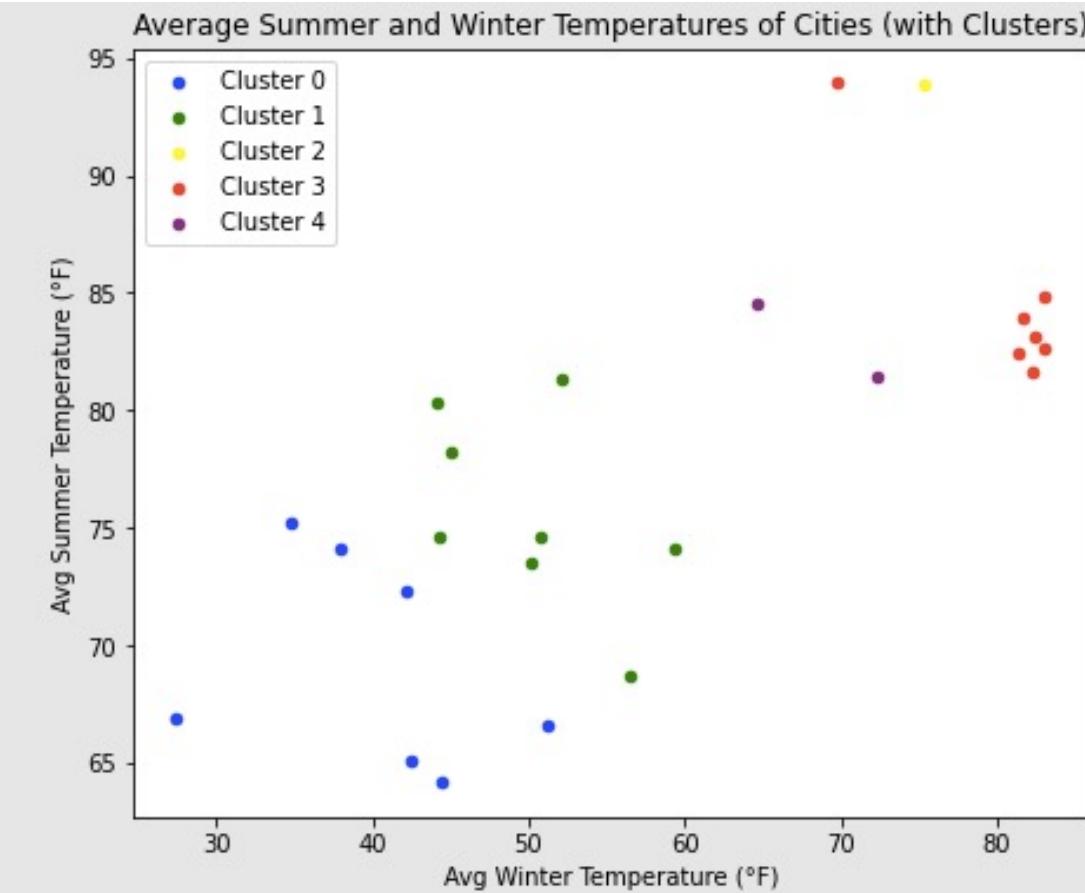


TOP VENUES OVERALL

- Hotels are everywhere
 - Everybody sleeps
 - Even on vacation
- Coffee Shops and Cafés
 - Around 2 billion cups drunk per day
- Bars and Restaurants



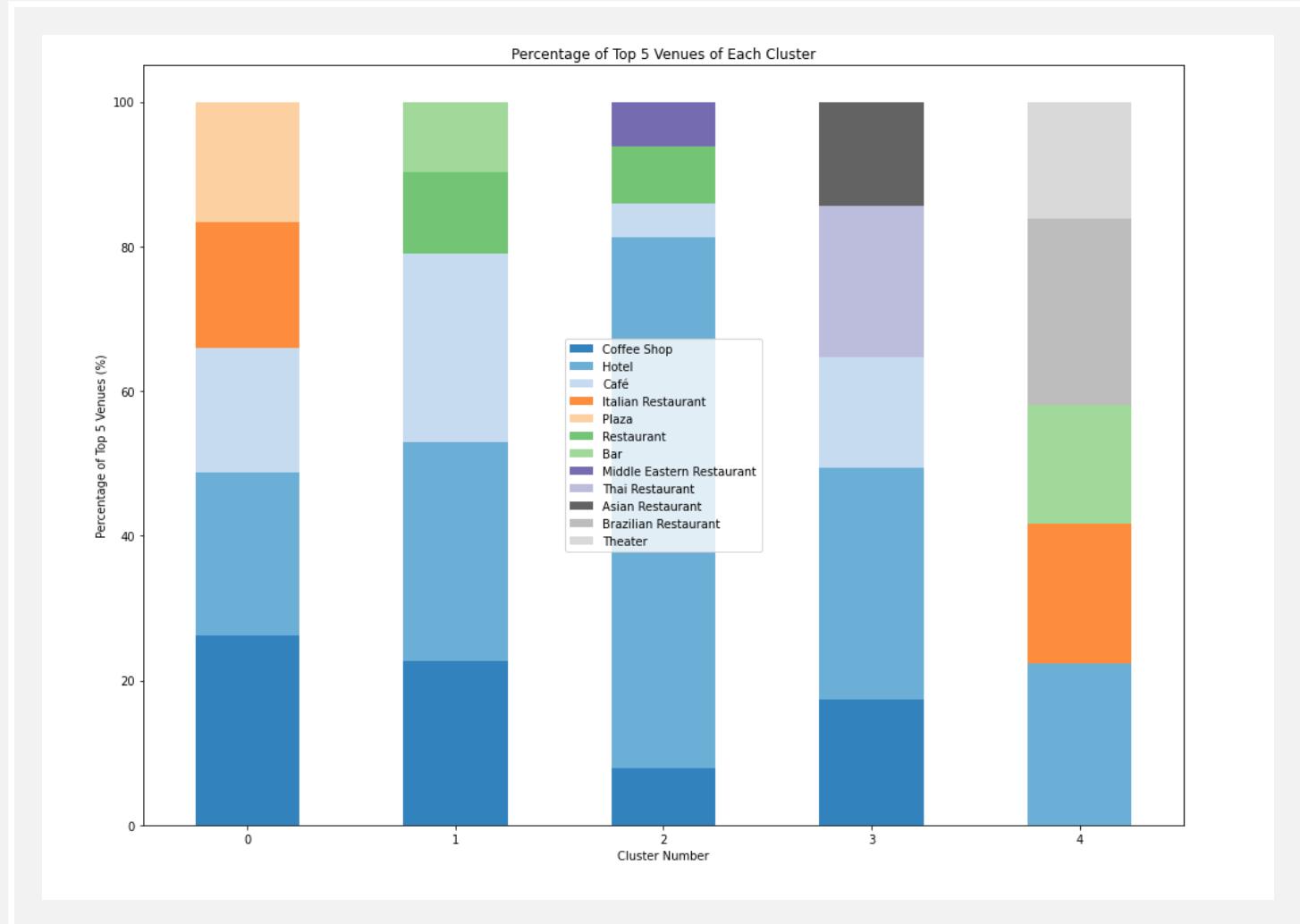
GROUPED TEMPERATURES



- Cluster 0: not commonly hot
- Cluster 1: warmer in the summer, still cool in winter
- Cluster 2: always very hot
- Cluster 3: always hot
- Cluster 4: hot in summer, can get hot in winter

VENUES AMONG CLUSTERS

- Hotels in top 5 categories of each cluster
- Cafés and coffee shops in top 5 of Clusters 0-3
- Cluster 2 is mostly hotels
- Plazas popular in colder cities
- Bars popular where beaches are popular



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- A world map illustrating the distribution of five distinct clusters (Cluster 0 to Cluster 4) across various continents. The clusters are color-coded as follows:
- Cluster 0: Purple
 - Cluster 1: Blue
 - Cluster 2: Green
 - Cluster 3: Orange
 - Cluster 4: Red
- The map shows a concentration of purple dots in North America and a cluster of blue dots in Europe. A single green dot is located in South Asia. Several orange dots are scattered across Southeast Asia and Oceania. A single red dot is positioned in South America.
- Cluster 0: Purple
 - Cluster 1: Blue
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CONCLUSION AND FUTURE WORK

- Hotels, coffee shops, and cafés are MUST HAVES
- Weather contributes to available venues
- Future additions:
 - Average rainfall and/or humidity
 - Population of cities
 - Regression for number of visitors to a city