

Location candidates for new tourist accommodation objects

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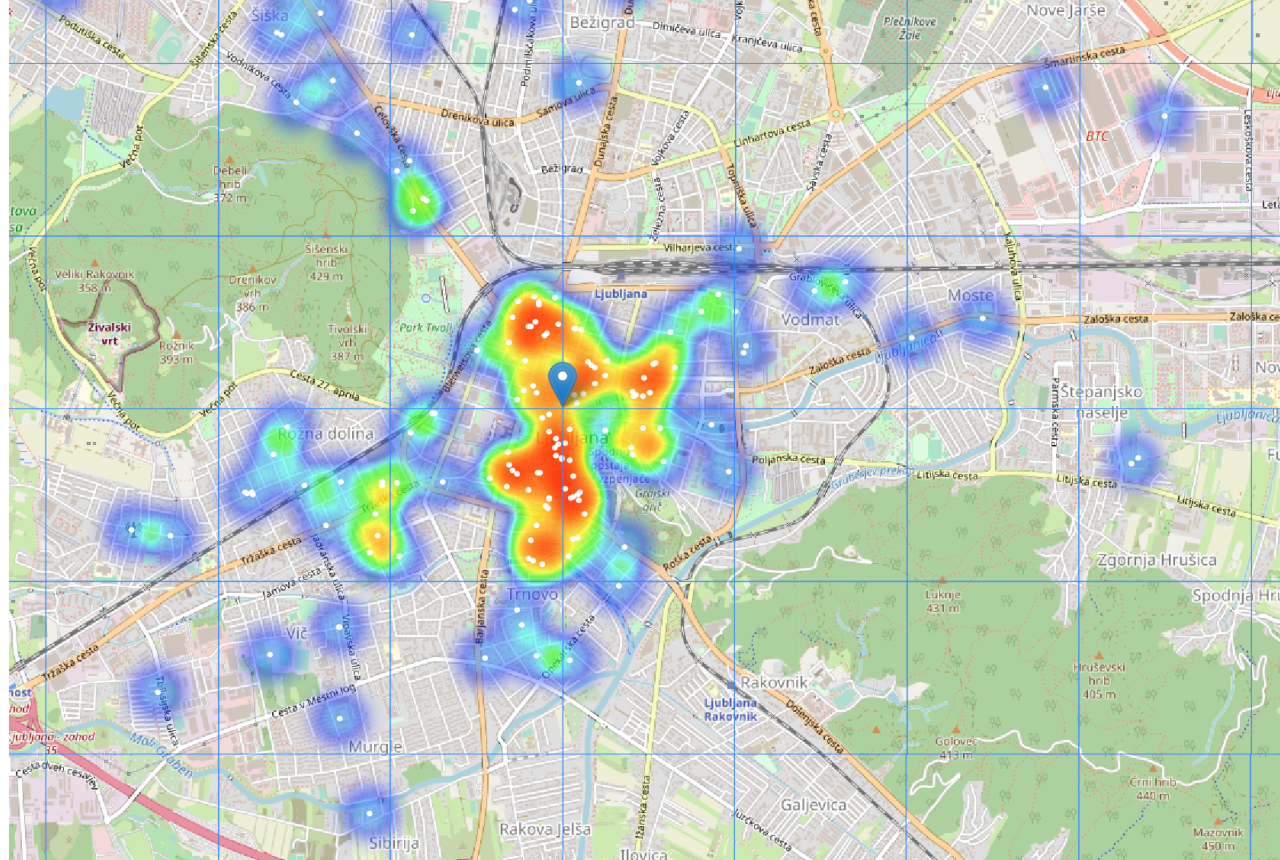
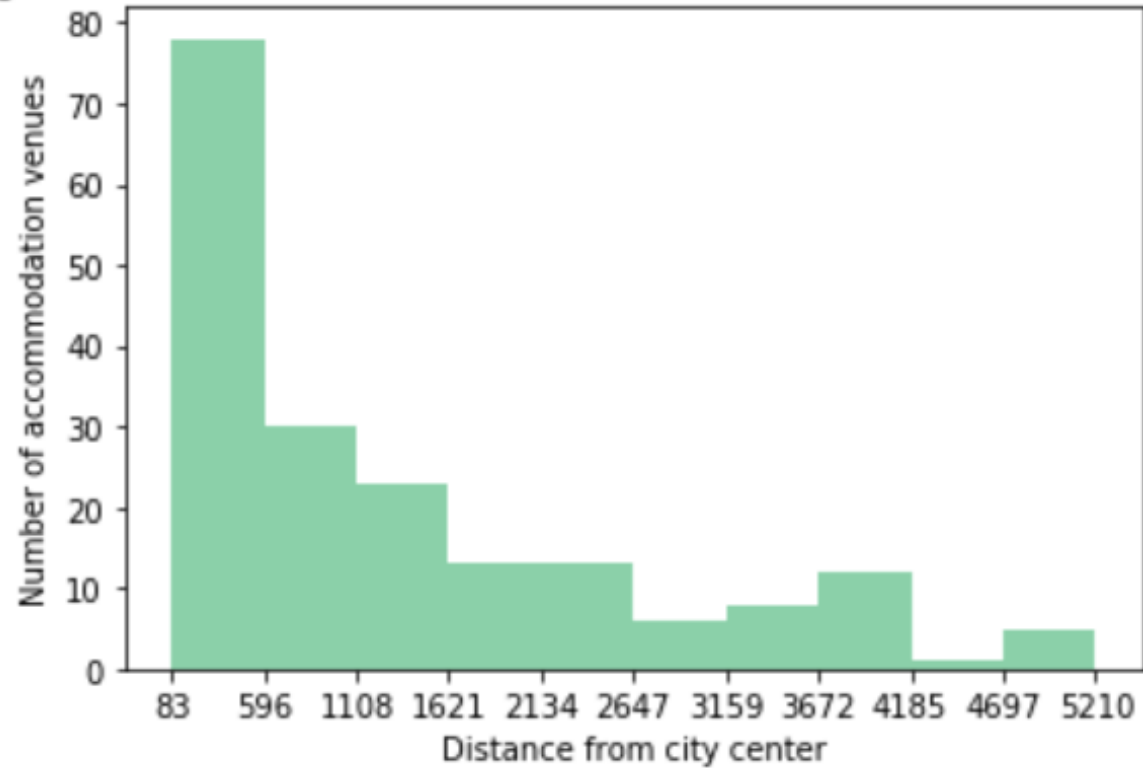
Business problem

- ▶ Ljubljana, Slovenija is a popular tourist destination, more tourists each year.
- ▶ Tourist accommodation offering needs to grow with the demand.
- ▶ Are there enough tourist accommodation venues?
- ▶ Where to build a new accommodation venue?
- ▶ Important factor for a any accommodation venue is location.

Data

- ▶ Foursquare city database
 - ▶ Existing accommodation venues.
 - ▶ Existing bus stations/stops.
 - ▶ Existing food venues.
- ▶ Data not perfect - gaps for some categories.

Histogram of accommodation venues as a function of distance from city



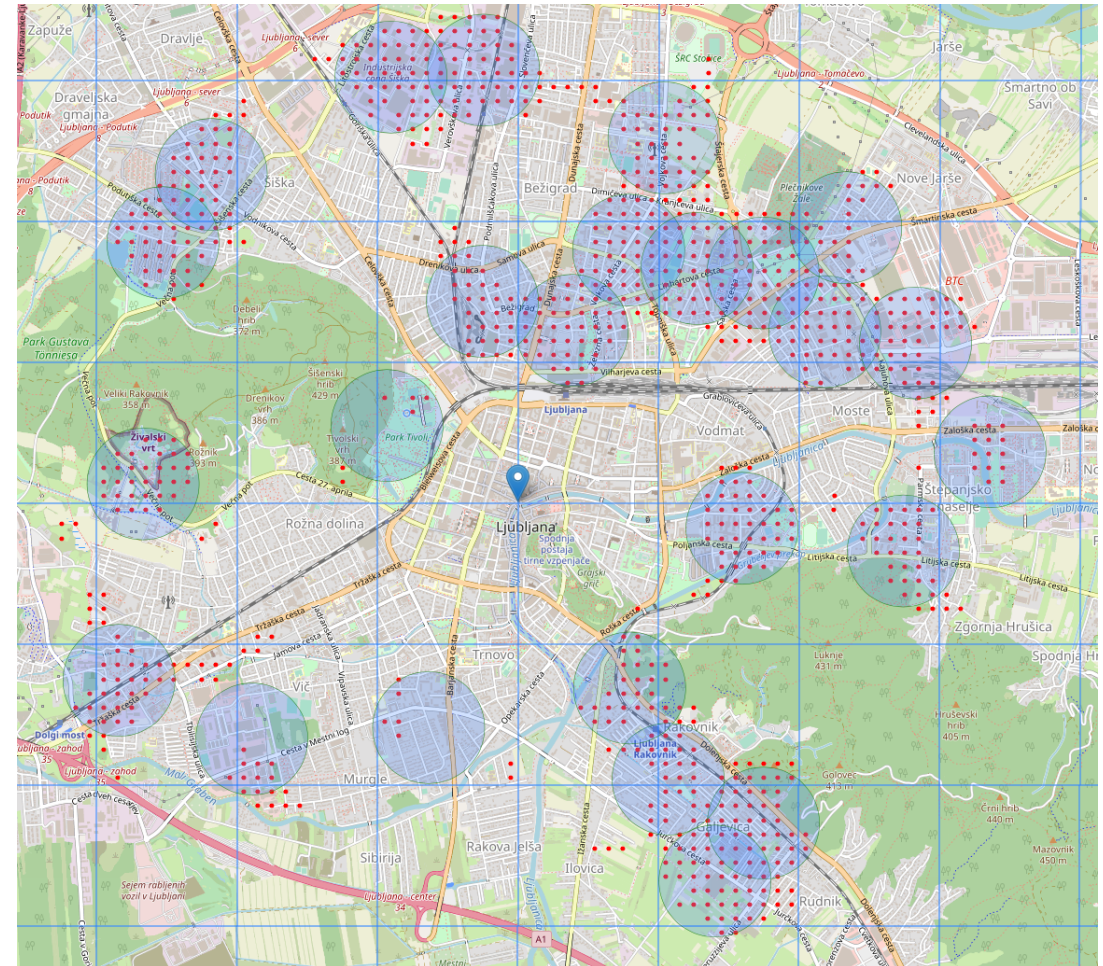
Current accommodation density

Accommodation location candidates

- ▶ Requirements
 - ▶ No other accommodation object within the walking distance from the location candidate.
 - ▶ At least one bus station within the walking distance from the location candidate.
 - ▶ At least 3 food venues within the walking distance from the location candidate.
 - ▶ Focusing on the area around the city center - up to radius of 3.5 km.
- ▶ Walking distance = 400 meters (5 minute walk)

Results

- ▶ 25 clusters.
- ▶ Address for each cluster center.
- ▶ Nearest starts at 1.3 km from the city center.
- ▶ 6 clusters within 2 km radius.
- ▶ Most groupings are to the north, north-east, east and south-east



Conclusion

- ▶ Each cluster address is a starting point for further neighborhood research.
- ▶ The analysis showed 6 clusters for accommodation location candidates within the 2 km radius, despite the high concentration of existing accommodation venues.
- ▶ 18 other clusters up to 3.5 km.
- ▶ Further out even more options - less tourist accommodation density but still good coverage of public transport grid and food venues.
- ▶ Further analysis requires other data sources and additional requirements that can impact the decision for a location.