Magical Kenya: A guide to travellers

An exposition of key locations of interest to travellers

1. Introduction

1.1 Background

Kenya is a country in the Eastern part of Africa. It is a popular tourist destination that boasts of spectacular sites including a coastline on the Indian Ocean that bequeaths it beautiful sandy beaches and rich marine life; amazing and varied wildlife; the Great Rift Valley, which is a series of trenches that extend across the Middle East and Africa; world heritage sites; lakes; forests; and friendly people, peace and tranquility.

For being only one of eleven countries that sit on the equator, Kenya enjoys a favorable warm equatorial climate throughout the year which helps to galvanize its attraction to tourists from around the world. The country has also made a name on the global map for being home to outstanding athletes and runners.

Tourism is a key pillar of its economy and with so much to offer visitors, Kenya aggressively markets itself to both foreign and local tourists. In 2018, international visitors were 2.03 million while domestic tourists were 3.98 million.

1.2 Audience

These figures represent people, people moving around the country with objectives that range from experiencing fun and beauty, to doing business. And these objectives always are accompanied by the need for venues for food, drink and accommodation.

This project therefore aims to explore and segment locations that are found around Kenya and act as a guide to people in movement especially to an area they are unfamiliar with, whether local tourists or foreigners, and indeed, whether for holiday or for business. The objective is to give a feel of familiarity and knowledge of what to find in various parts of Kenya at a glance of the map.

The results of this project would be useful as a visual aid for travellers as well as by those promoting travel to particular destinations around the country to targeted customers.

By empowering travellers with familiarity and knowledge, it is expected that travellers can do better plans and get to visit more places with less hassle or guesswork along a route. This in turn would lead to more satisfied travellers and more business to the country.

2. Data

In order to explore and segment the locations, I will need town names, geographical coordinates of these towns, and the many venues that exist in or near these towns.

a) Neighborhoods and towns that exist around the country. These are the places that travellers would go to. This data will be sourced from various sources as listed below. I will scrape the data, merge it and drop duplicates where towns are repeated.

- List of cities and towns in Kenya - https://en.wikipedia.org/wiki/List_of_cities_and_towns_in_Kenya_by_population

Below is a screenshot of the Wikipedia page, my interest is the City/Town column.

№	City/ Town	Status	Population	County	Ref
	Nairobi Metro	Metro	6,547,547	Nairobi Kajiado Machakos Kiambu	[1]
1.	Nairobi	City	3,375,000	Nairobi	[2]
2.	Mombasa	City	1,500,000	Mombasa	[3]
3.	Kisumu	City	1,268,826	Kisumu	[4]
4.	Nakuru	Municipality	500,000	Nakuru	[4]
5.	Eldoret	Municipality	400,000	Uasin Gishu	[4]
6.	Kehancha	Municipality	256,086	Migori	[4]

- Major Towns in Kenya - https://informationcradle.com/kenya/towns-in-kenya/

Other Major Towns in Kenya

1. Archerspost Town
2. Bahati Town
3. Baragoi Town
4. Baringo Town
5. Bissil Town
6. Bomet Town

b) Geographical coordinates for the towns which I plan to get through geopy. Example:

Mombasa – Latitude - -4.043477, Longitude - 39.668205
Watamu -   Latitude - -3.352490, Longitude - 40.015560
Machakos- Latitude-   -1.518430, Longitude - 37.266899

c) Venues that exist within and near these towns. This location data will be accessed through the Foursquare API via code on Jupyter Notebook.

Below are examples of venues near Mombasa town on Foursquare city-guide.