

Background and the Problem: An investor would invest in a hostel in Philadelphia, PA. It is critical to understand consumer behavior and preferences of travelers for a successful venture. Demographic and socio-economic characteristics of hostel customers are the key determinants of hostel locations. Based on an initial market research and analysis, it is the investor's understanding that safety and proximity to leisure activities, including cultural and historical sites, dining and entertainment centers, are two important parameters when hostel customers decide where to stay during their travel and pricing. Our investor would like to select a district which is not too far from popular venues yet relatively safe. A map of crime rates together with a map of venues could help the investor make an optimal decision.