




Location guide for art dealer conference

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1. Introduction

- New York is one of culture center of the world, and Manhattan is the heart of New York.
 - Quite fitting place for the exquisite art dealers' gathering
 - Guidance of conference location for optimal neighborhood can be useful
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2. Data

- Basic two needs of art dealer conference visitors: accommodation needs and business needs
- For accommodation needs: Hotel data
- For business needs: art galleries and art museums data
- Data were gathered using foursquare API

Fig 1

	Neighborhood	Hotel	Art Gallery	Art Museum
0	Battery Park City	5	0	0
1	Carnegie Hill	1	0	1
2	Central Harlem	0	1	0
3	Chelsea	1	7	0
4	Chinatown	1	0	0
5	Civic Center	4	0	0
6	Clinton	3	1	0
7	East Harlem	0	0	0
8	East Village	0	1	0
9	Financial District	4	0	0
10	Flatiron	1	1	0
11	Gramercy	1	1	0
12	Greenwich Village	1	1	0
13	Hamilton Heights	0	0	0
14	Hudson Yards	4	1	0
15	Inwood	0	0	0
16	Lenox Hill	0	2	0
17	Lincoln Square	1	0	0
18	Little Italy	2	0	0
19	Lower East Side	0	2	0
20	Manhattan Valley	0	0	0

21	Manhattanville	0	0	0
22	Marble Hill	0	0	0
23	Midtown	7	0	0
24	Midtown South	7	0	0
25	Morningside Heights	0	0	0
26	Murray Hill	5	0	0
27	Noho	3	2	0
28	Roosevelt Island	0	0	0
29	Soho	2	0	0
30	Stuyvesant Town	0	0	0
31	Sutton Place	2	0	0
32	Tribeca	2	1	0
33	Tudor City	1	0	0
34	Turtle Bay	2	0	0
35	Upper East Side	2	2	1
36	Upper West Side	1	0	0
37	Washington Heights	0	0	0
38	West Village	0	1	0
39	Yorkville	0	0	0

Table 1. All 40 Manhattan neighborhoods with number of hotels, art galleries and art museums

3. Methodology

- The determination process for the optimal conference : by decision tree logic
- Most important need for visitors: accommodations.
Next important needs: business needs
- With two main needs categories 'Hotel' and 'Arts' , the neighborhoods with no hotel or no Arts venues were removed. Then neighborhoods were sorted by first important category 'Hotel'. 'Arts' needs are considered next.

4. Results

	Neighborhood	Hotel	Arts
0	Hudson Yards	4	1
1	Clinton	3	1
2	Noho	3	2
3	Tribeca	2	1
4	Upper East Side	2	3
5	Carnegie Hill	1	1
6	Chelsea	1	7
7	Flatiron	1	1
8	Gramercy	1	1
9	Greenwich Village	1	1

Table 2. Manhattan neighborhoods with most hotels with arts venues

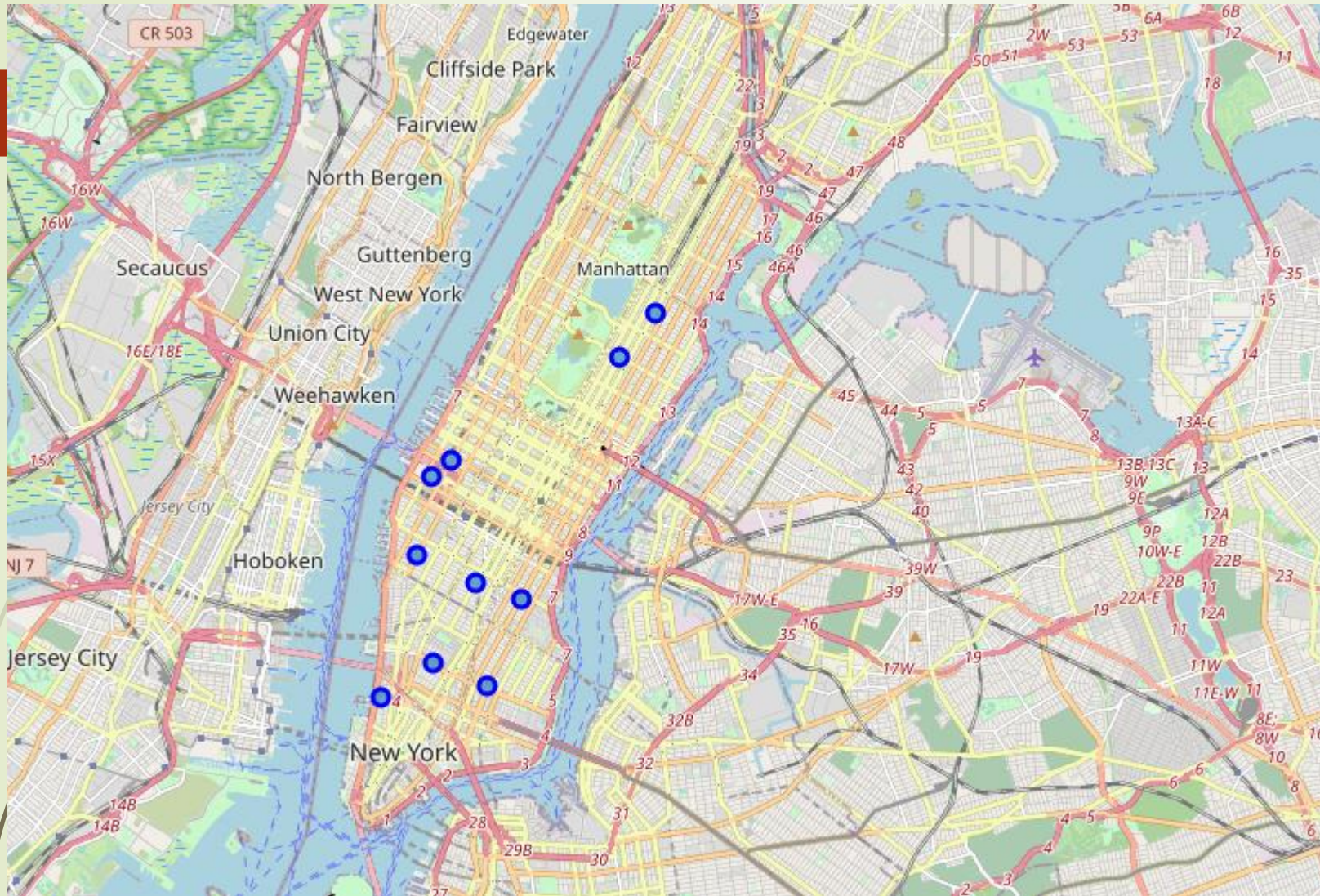


Fig 2. Map of Table 2. Manhattan neighborhoods with most hotels with arts venues

5. Discussion

- ▶ The average number of hotel rooms: 85.
vacancy rate of the hotel: $1/4$ (conservative estimation).
- ▶ Hudson Yards is first with 4 hotels with 1 art venue
- ▶ Noho has 3 hotels with 2 art venues
- ▶ Upper East Side has 2 hotels with 3 art venues
- ▶ Chelsea has has 2 hotels with 7 art venues



6. Conclusion

- Conference with more than 60 people : **Hudson Yards**
 - Conference with 40~60 people : **Noho**
 - Conference with 20~40 people : **Upper East Side**
 - Conference with less than 20 people : **Chelsea**
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