

Dataset Overview: Holiday Destinations

This dataset provides a comprehensive overview of global holiday destinations, enriched with geographic, climatic, and experiential attributes. It includes:

Geographic Information

- **Country, City**
- **Latitude** and **Longitude**

Climate Information

- **Average, Minimum, and Maximum Temperature** per destination

Descriptive Information

- A **free-text description** of each place, summarising its key attractions and unique features

Experience Ratings (0–5 scale)

Each destination is rated in 9 key travel categories:

- Wellness, Nature, Adventure, Culture, Cuisine, Urban, Nightlife, Beaches, Seclusion

Affordability Ratings

Each destination is rated across three categories:

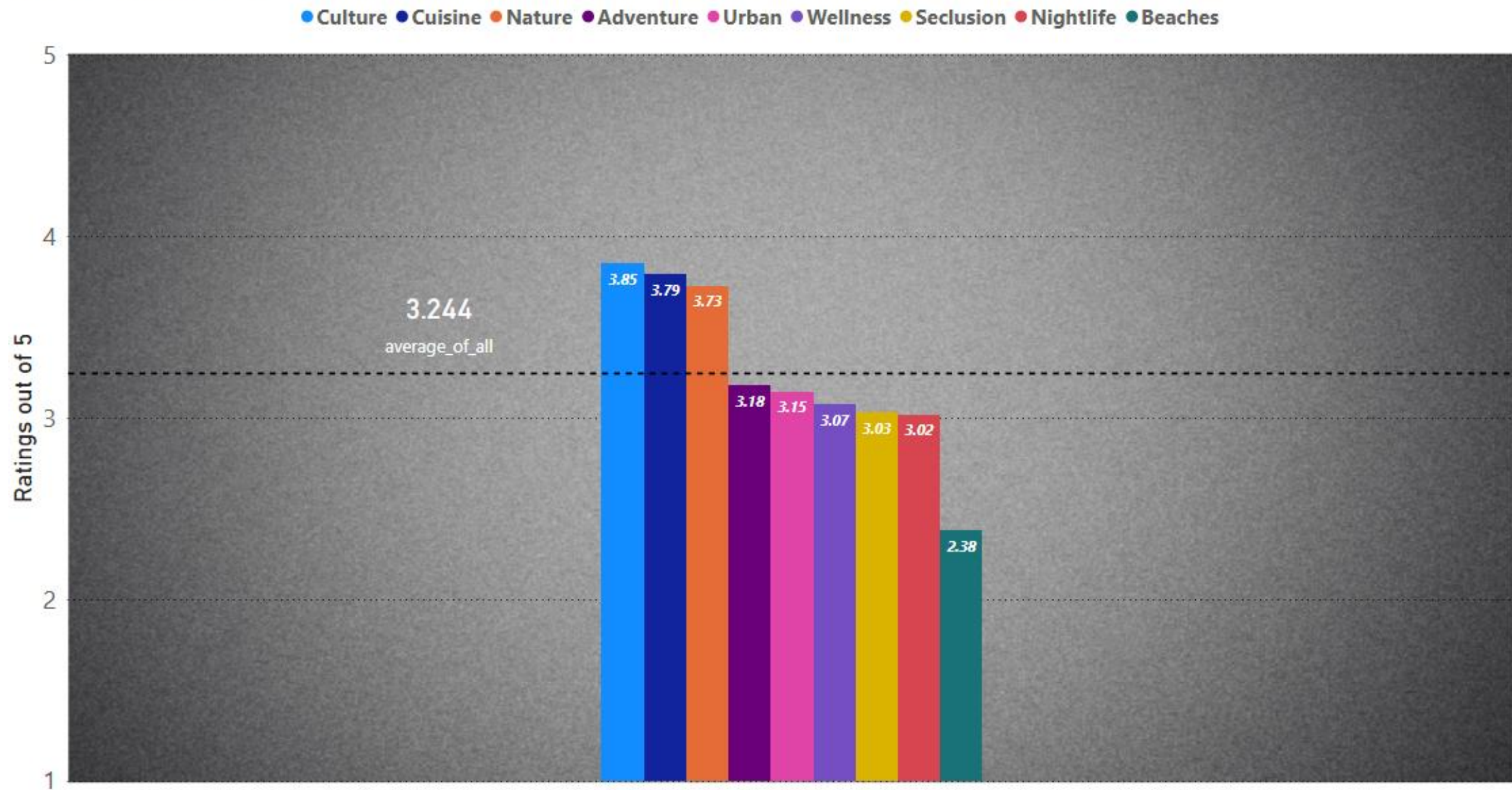
- **Budget** – the most affordable option
- **Mid-range** – moderately priced
- **Luxury** – the most expensive tier

Classification Labels (Flagged via SQL Logic):

Each travel destination has been flagged as "**Yes**" or "**No**" in the following categories using SQL conditions based on the 1–5 rating scale:

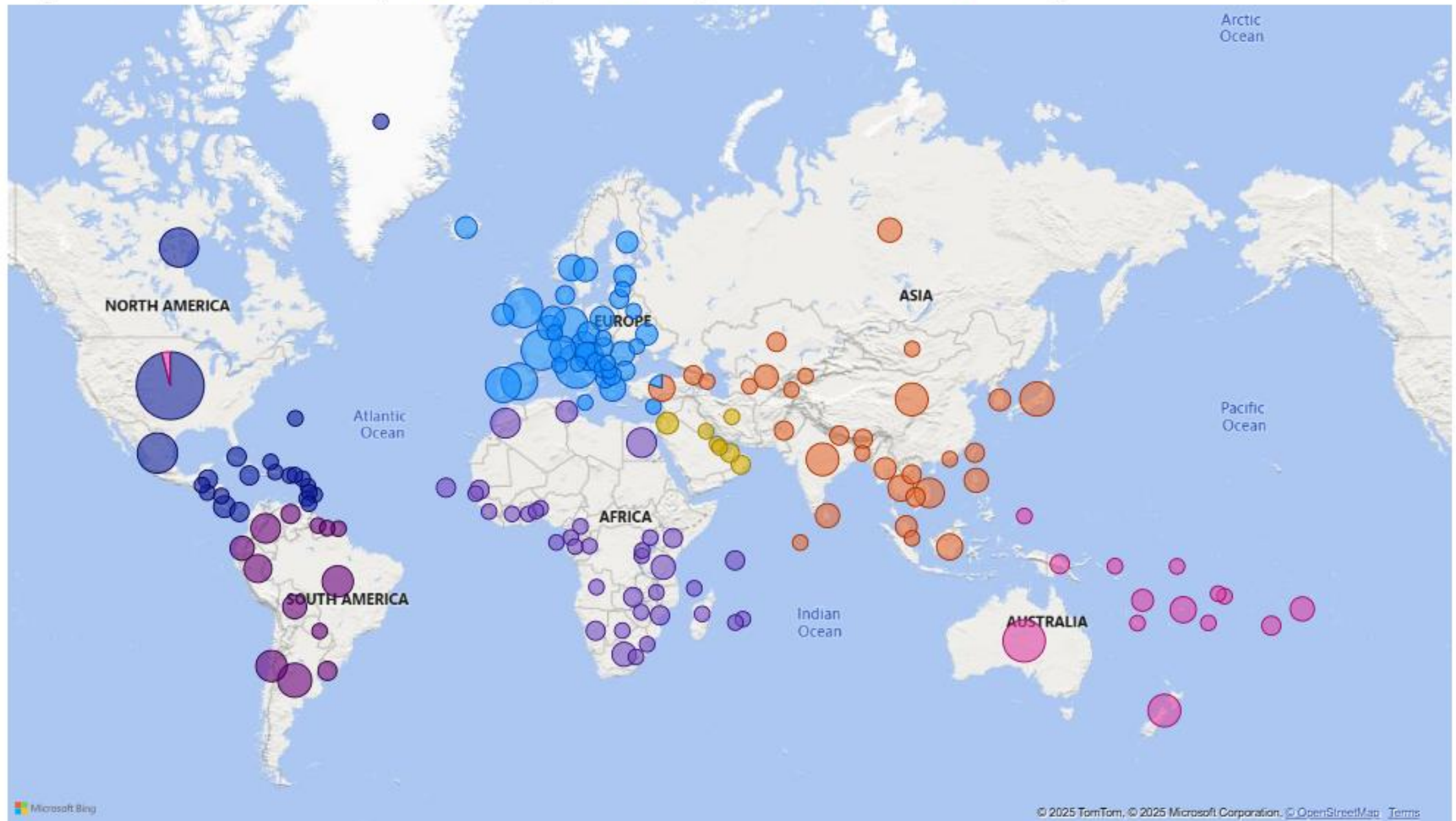
- **Nature Destination** – Flagged "Yes" if **Wellness, Nature, and Adventure** ratings are all greater than 3
- **Cultural Destination** – Flagged "Yes" if **Culture** and **Cuisine** ratings are both greater than 3
- **Leisure Destination** – Flagged "Yes" if **Urban** and **Nightlife** ratings are both greater than 3

Average ratings of each category in this dataset

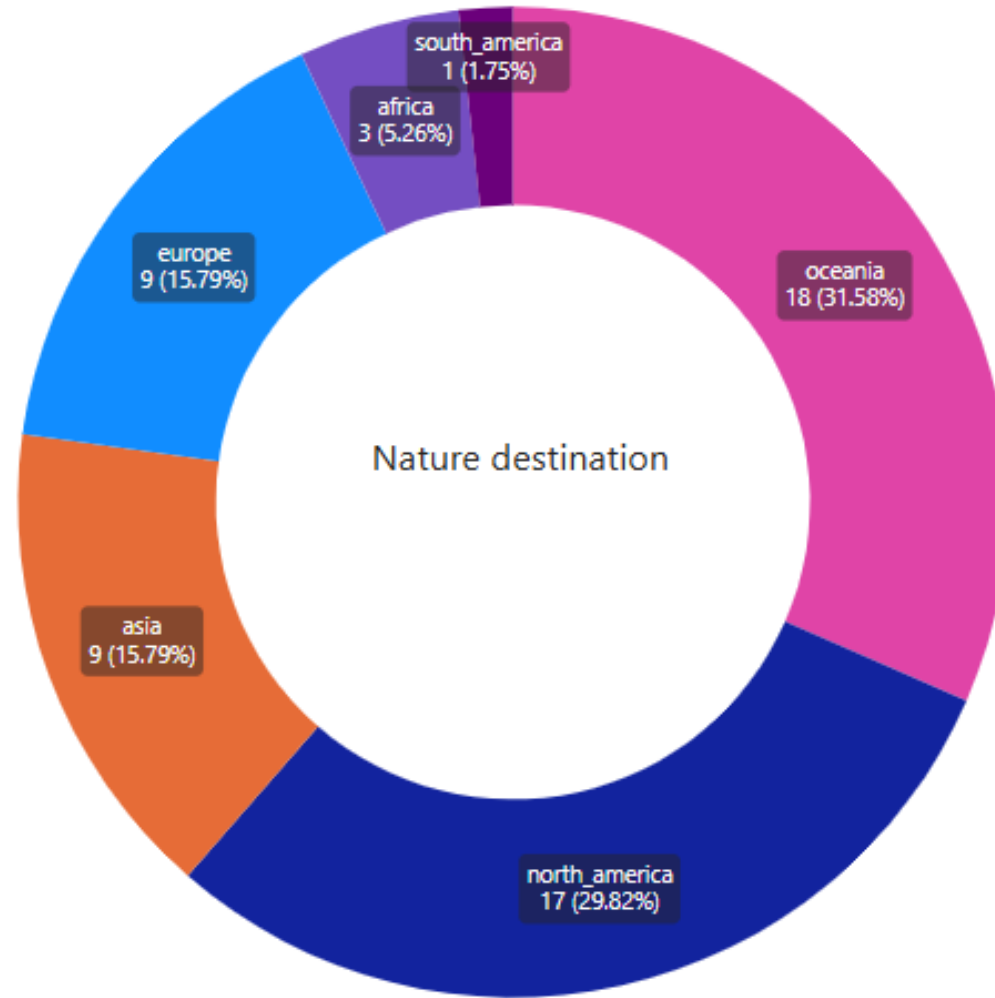


Visual counts for Regions

Region ● africa ● asia ● europe ● middle_east ● north_america ● oceania ● south_america



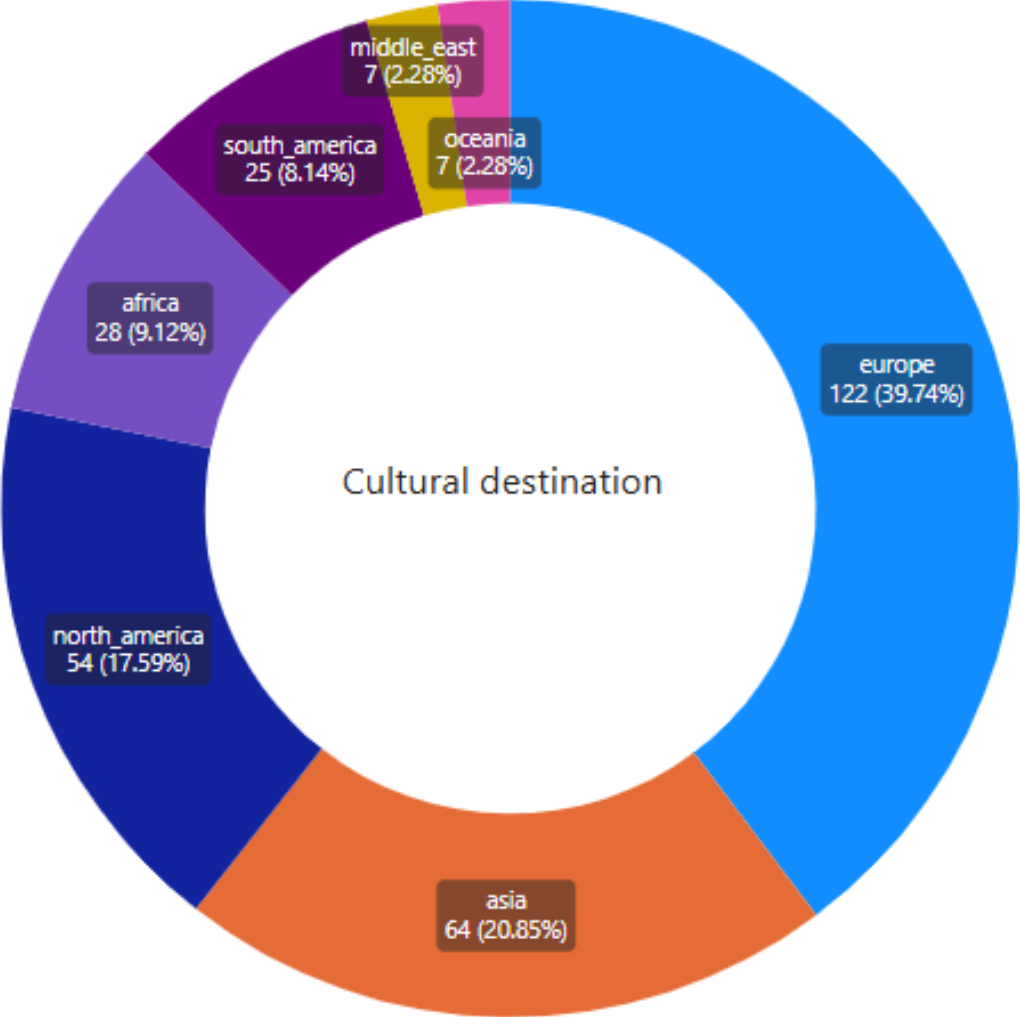
Nature destination regions - Wellness, Nature, and Adventure ratings are all greater than 3



Region

- oceania
- north_america
- asia
- europe
- africa
- south_america

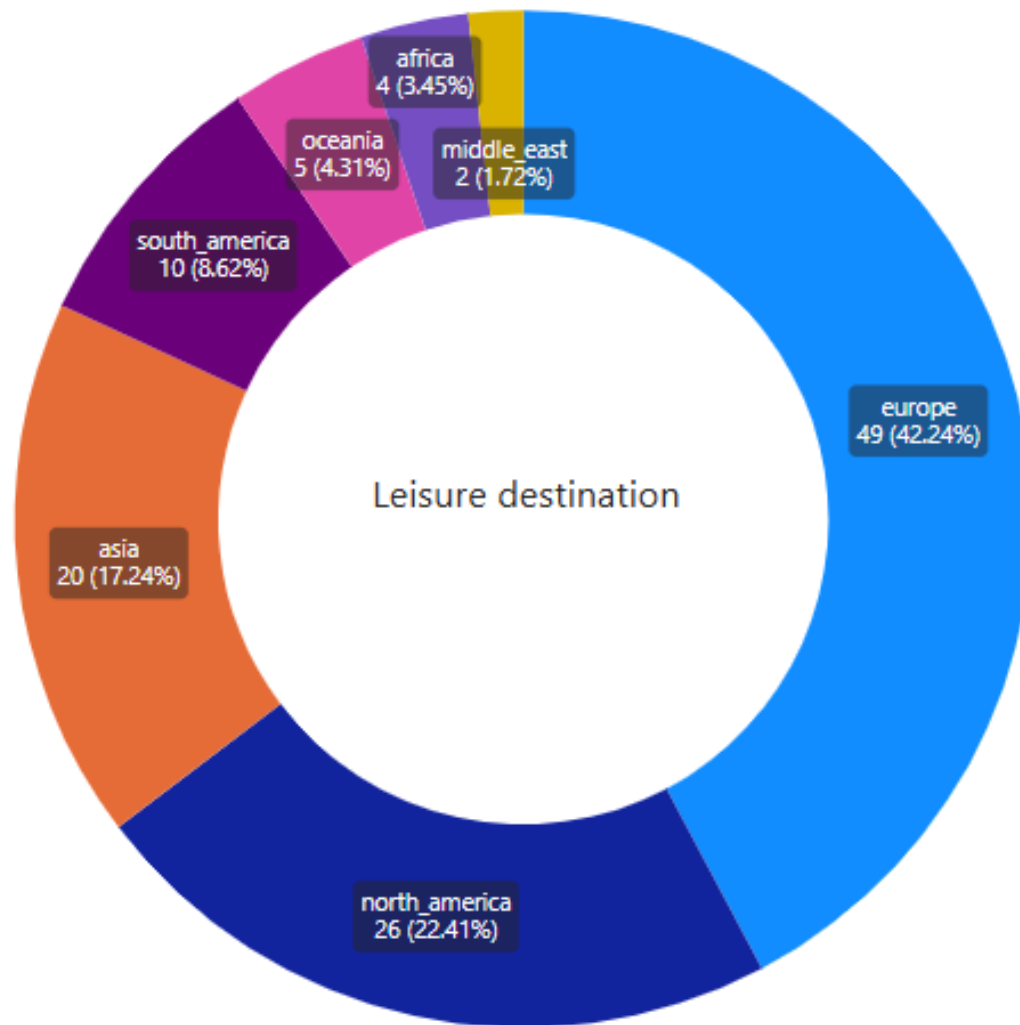
Cultural destination regions - Culture and Cuisine ratings are both greater than 3



Region

- Europe
- Asia
- North America
- Africa
- South America
- Middle East
- Oceania

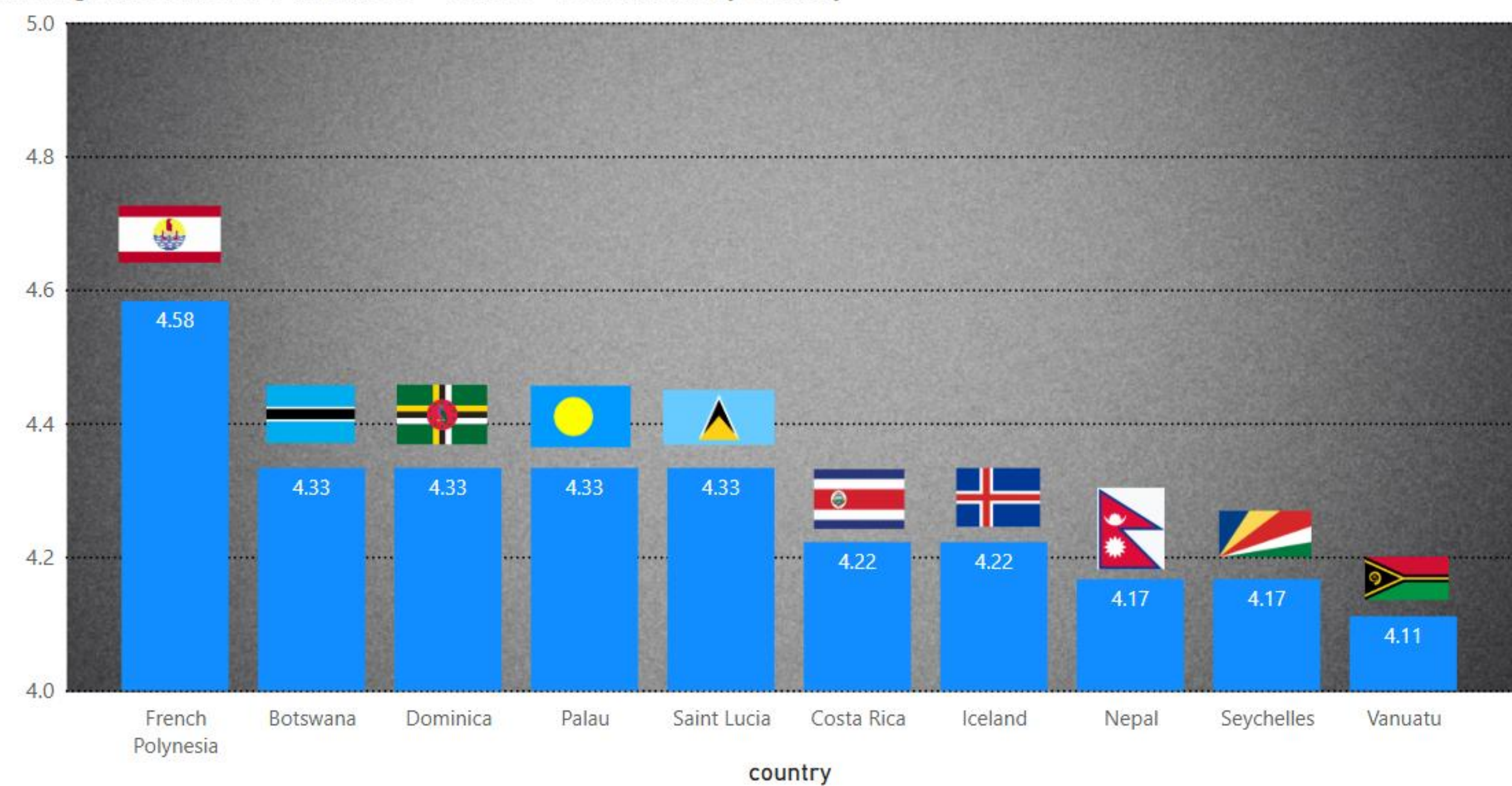
Leisure destination regions - Urban and Nightlife ratings are both greater than 3



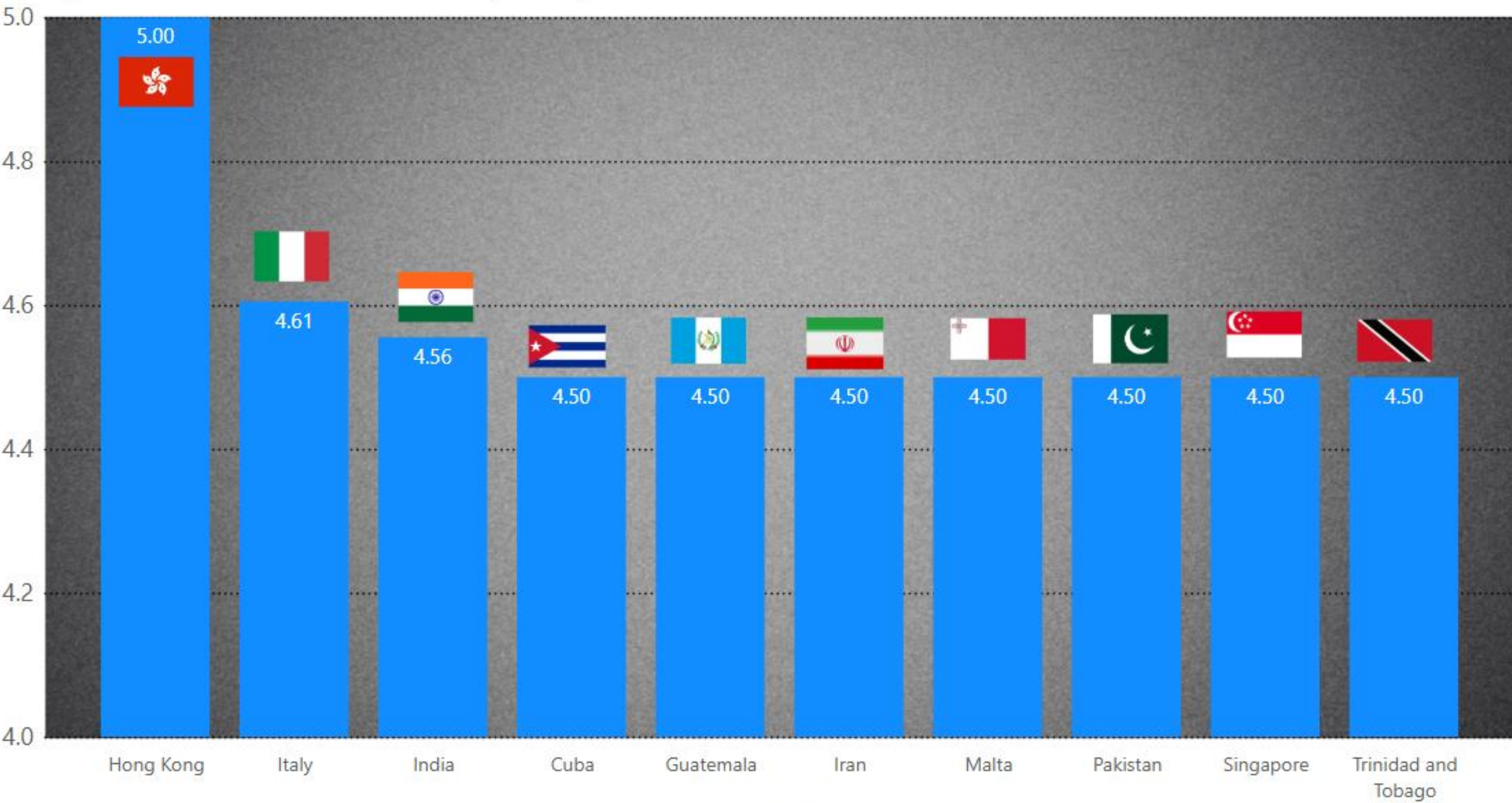
Region

- Europe
- North America
- Asia
- South America
- Oceania
- Africa
- Middle East

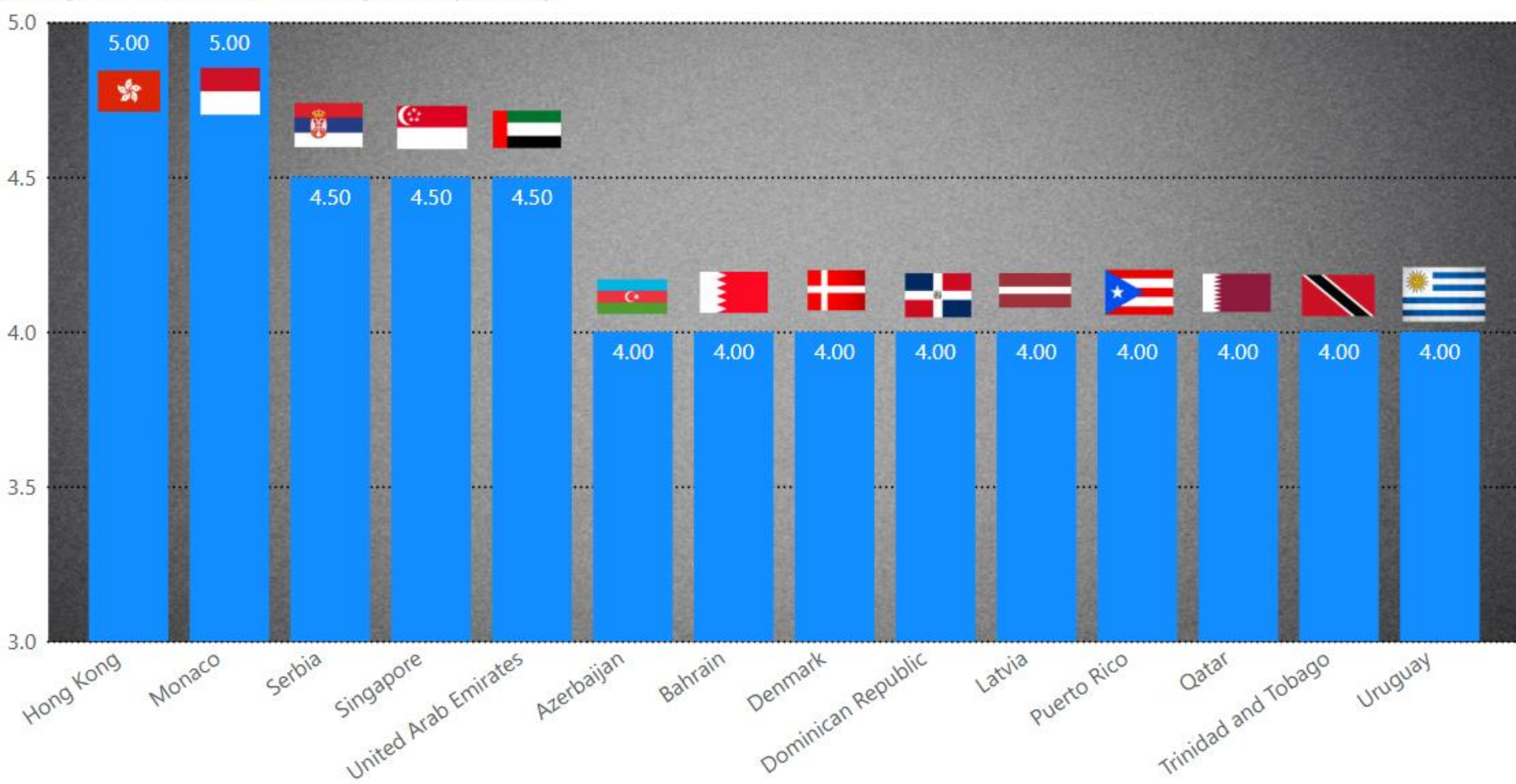
Average natural score (Wellness + Nature + Adventure) by country



Average culture score (culture + cuisine) by country



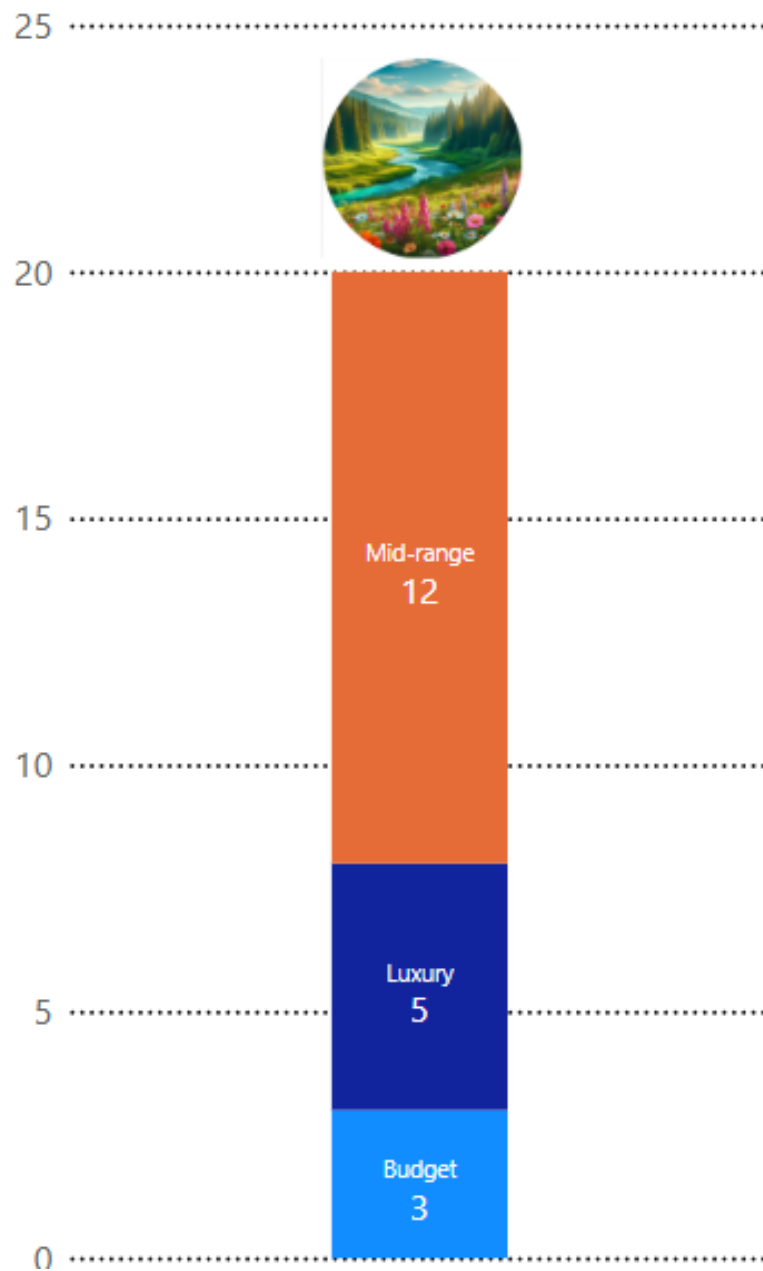
Average leisure score (urban + nightlife) by country



country

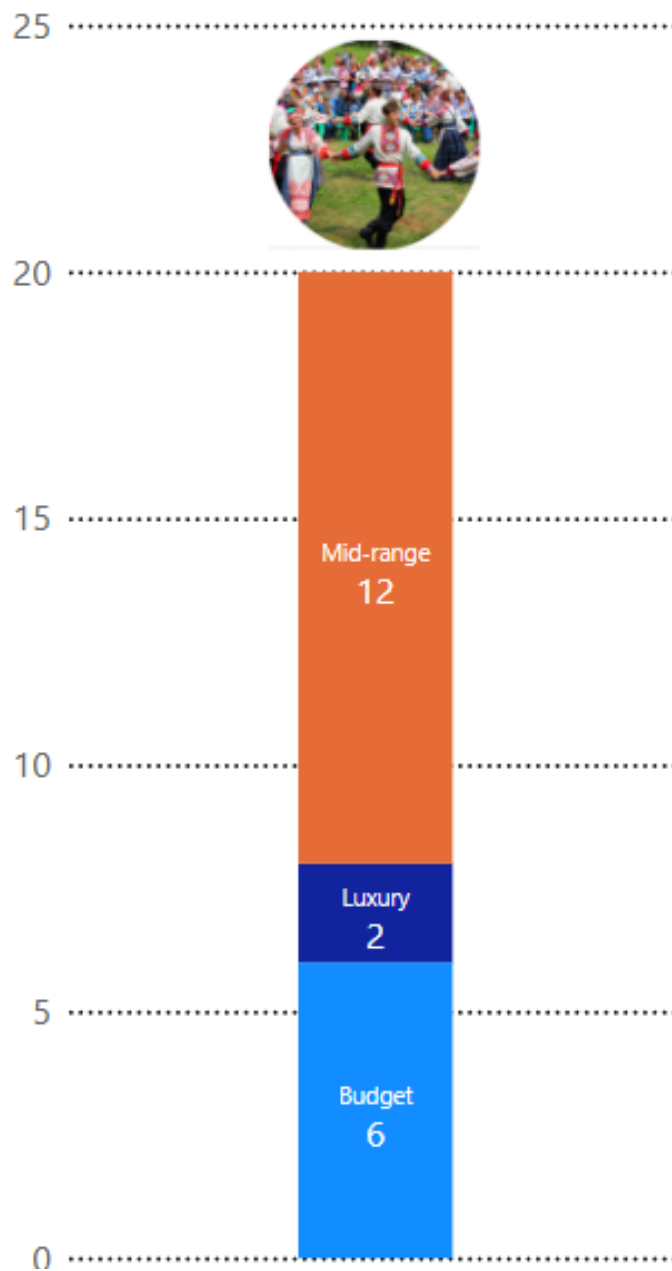
Budget level for top 20 countries (nature)

budget_level ● Budget ● Luxury ● Mid-range



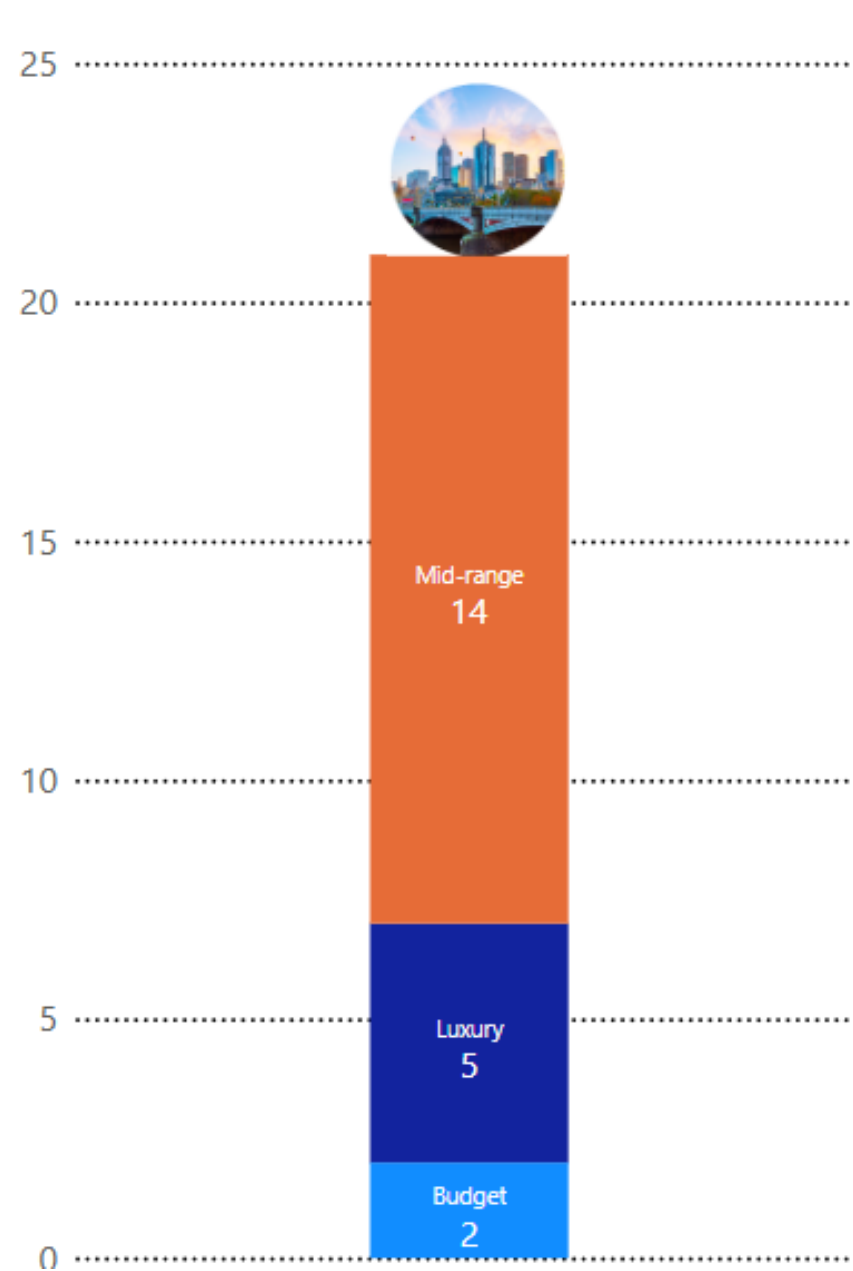
Budget level for top 20 countries (culture)

budget_level ● Budget ● Luxury ● Mid-range



Budget level for top 20 countries (leisure)

budget_level ● Budget ● Luxury ● Mid-range



Top 3 Nature Travel Destinations



Roseau - Dominica

Lush greenery envelops vibrant markets and colourful architecture, creating a lively and welcoming atmosphere infused with the scent of tropical blooms.

Affordability: within budget

Temperature: January: 25.0°C, April: 25.9°C, August: 27.6°C, November: 26.5°C

Temperature Consistency: the standard deviation across all 12 months is 1.3°C, indicating a very stable and consistent climate year-round.



Maun - Botswana

A gateway to the Okavango Delta, offering a serene blend of wildlife sounds, warm sunsets, and the gentle flow of the river.

Affordability: Mid range

Temperature: January: 26.6°C, April: 23.6°C, August: 21.4°C, November: 28.7°C

Temperature Consistency: the standard deviation across all 12 months is 4.21°C, indicating a very stable and consistent climate year-round.



Tahiti - French Polynesia

Lush landscapes and tranquil lagoons invite a sense of serenity, where vibrant markets and local flavours add a touch of island warmth.

Affordability: Luxury

Temperature: January: 26.8°C, April: 27.2°C, August: 25.3°C, November: 27.0°C

The Temperature Consistency: the standard deviation across all 12 months is 1.56°C, indicating a very stable and consistent climate year-round.

Top 3 Cultural Travel Destinations



Mumbai - India

A bustling metropolis where vibrant street life, aromatic food stalls, and historic landmarks blend with a dynamic energy that never sleeps.

Affordability: Mid range

Temperature: January: 25.6°C, April: 30.0°C, August: 28.0°C, November: 29.0°C

Temperature Consistency: The standard deviation across all 12 months is 6.7°C, reflecting a moderate level of temperature variation throughout the year.



Sardinia Italy

Crystal-clear waters, rugged coastlines, and charming villages create a serene escape where you can unwind and savour local flavours.

Affordability: Mid range

Temperature: January: 10.6°C, April: 14.8°C, August: 26.5°C, November: 14.7°C

Temperature Consistency: the standard deviation across all 12 months is 6.97°C, reflecting a moderate level of temperature variation throughout the year.



Hong Kong

A bustling metropolis where neon lights reflect off harbour waters, offering a vibrant mix of street markets, towering skyscrapers, and serene parks.

Affordability: Luxury

Temperature: January: 17.4°C, April: 24.1°C, August: 29.4°C, November: 23.3°C

Temperature Consistency: the standard deviation across all 12 months is 4.73°C, reflecting a moderate level of temperature variation throughout the year.

Top 3 Leisure Travel Destinations



Belgrade - Serbia

Lively streets filled with eclectic architecture, vibrant nightlife, and a fusion of Eastern and Western influences create an inviting, energetic atmosphere.

Affordability: within budget

Temperature: January: 2.9°C, April: 13.7°C, August: 25.1°C, November: 8.8°C

Temperature Consistency: with a standard deviation of 8.16°C across the year, the destination offers a clear experience of all four seasons, from chilly winters to warm summers.



Monaco

Glamorous streets lined with luxury cars and yachts, where the Mediterranean breeze mingles with the scent of high-end cuisine and opulence.

Temperature: January: 8.2°C, April: 13.2°C, August: 24.7°C, November: 12.1°C

Temperature Consistency: with a moderate standard deviation of 6.06°C across the year, the destination offers a clear experience of all four seasons, while generally maintaining cooler temperatures throughout the year.



Dubai - UAE

Skyscrapers glisten under the sun, luxury blends with tradition, and the aroma of spices fills the air, creating a uniquely vibrant experience.

Affordability: Luxury

Temperature: January: 20.7°C, April: 28.6°C, August: 36.8°C, November: 26.9°C

Temperature Consistency: With a standard deviation of 6.13°C across the year, the destination experiences distinct seasonal changes—however, temperatures remain generally warmer compared to other countries year-round.

Special shoutout to Hong Kong



Hong Kong ranked in the top 3 for both **Cultural** and **Leisure** destination categories, highlighting its exceptional appeal in areas such as cuisine, urban experiences, nightlife, and cultural richness.

Although the final recommendation was given to other destinations in the interest of diversity, it's important to acknowledge Hong Kong's dominance across multiple categories.

As a **luxury destination**, travelers should be prepared for higher costs. However, the vibrant mix of culture, food, and entertainment ensures a truly rewarding experience — making Hong Kong a highly recommended choice for those seeking an unforgettable journey.