Tourism Business Patterns

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Tourism

Individuals traveling for experiences commonly known or unique to that area for recreation , cultural, or relaxation purposes.

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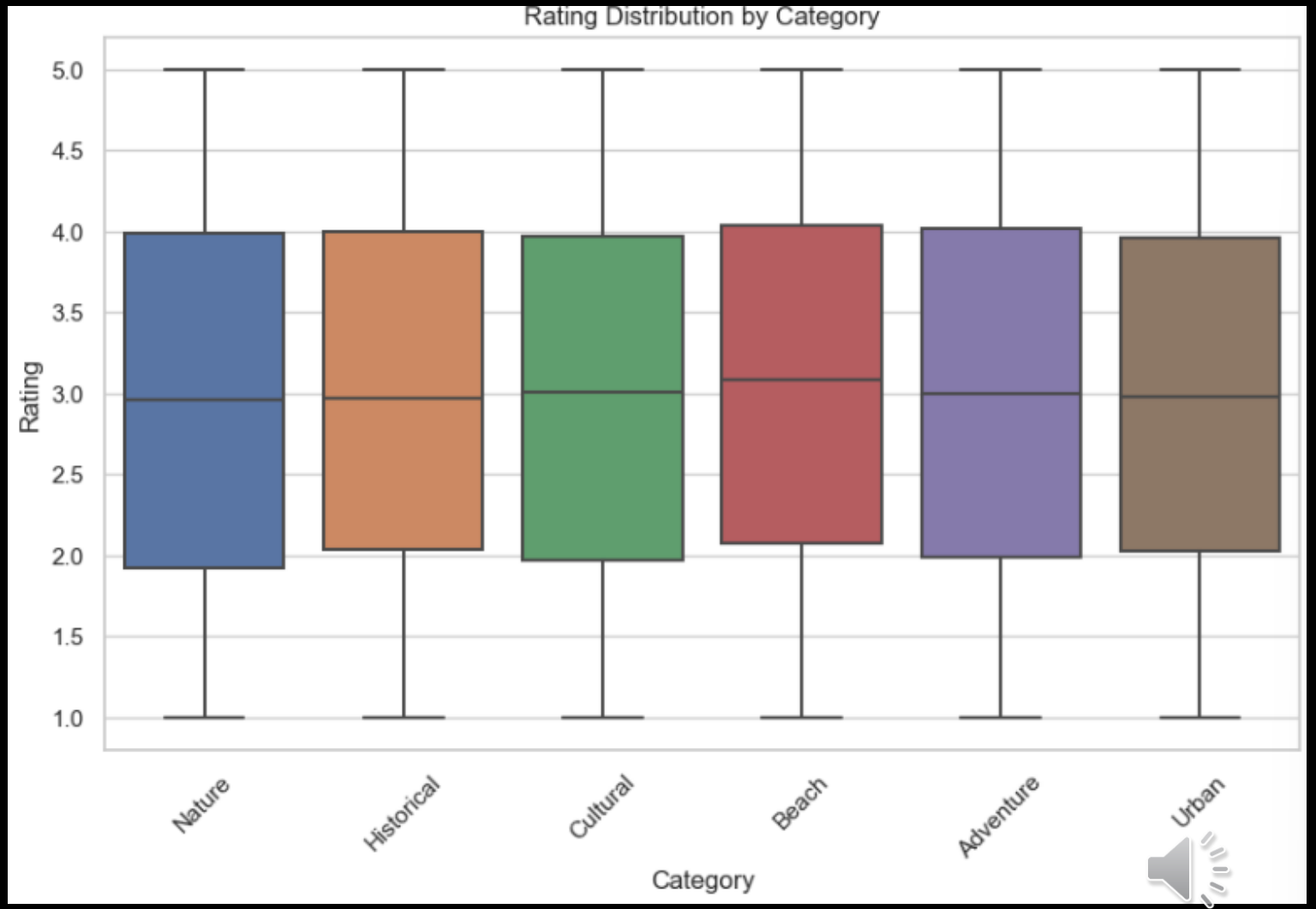
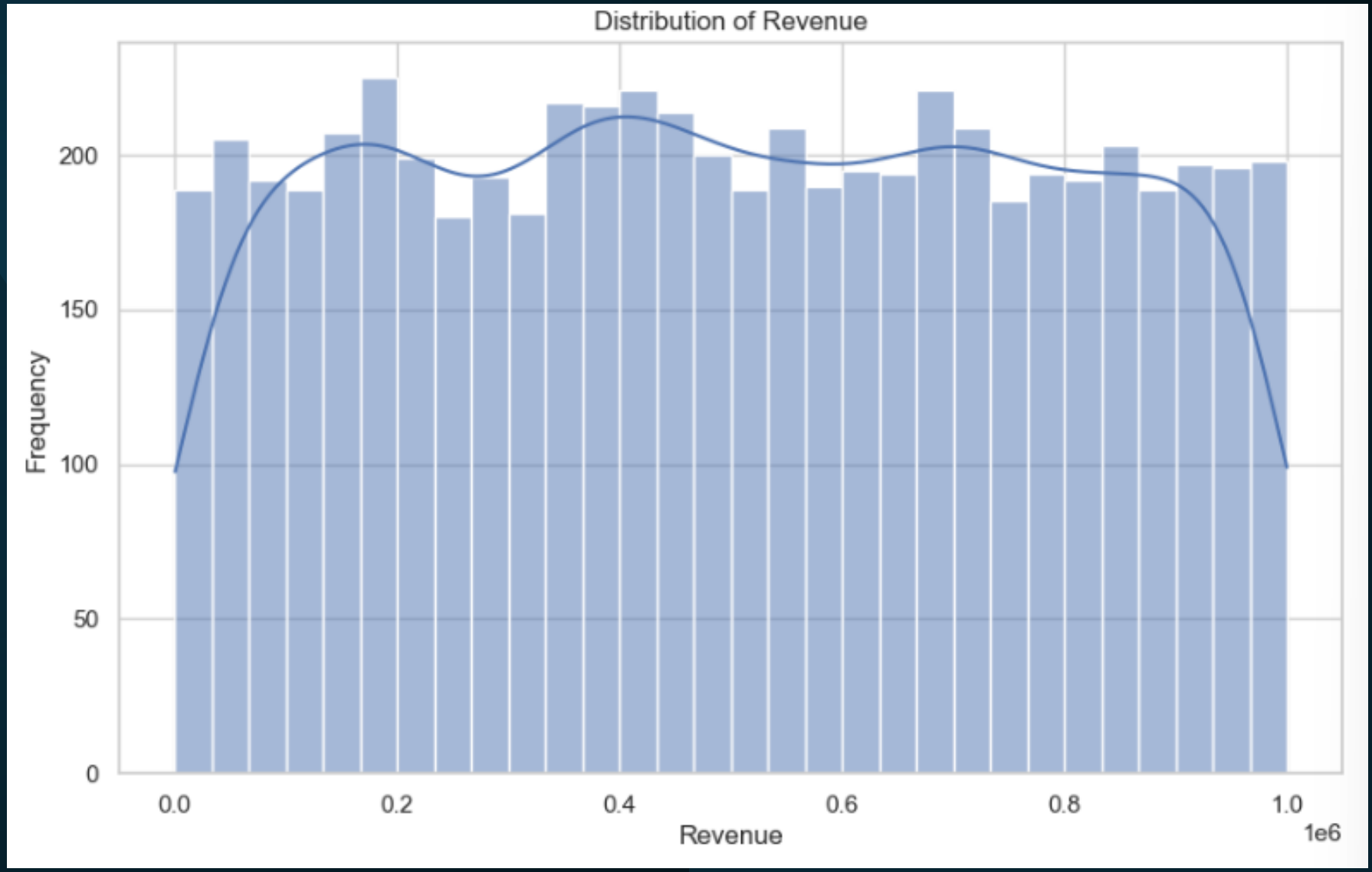
Factors Affecting Tourism Ratings

- Category (type of experience)
- Country/Location
- Amount of Visitors
- Revenue
- Accommodations Available

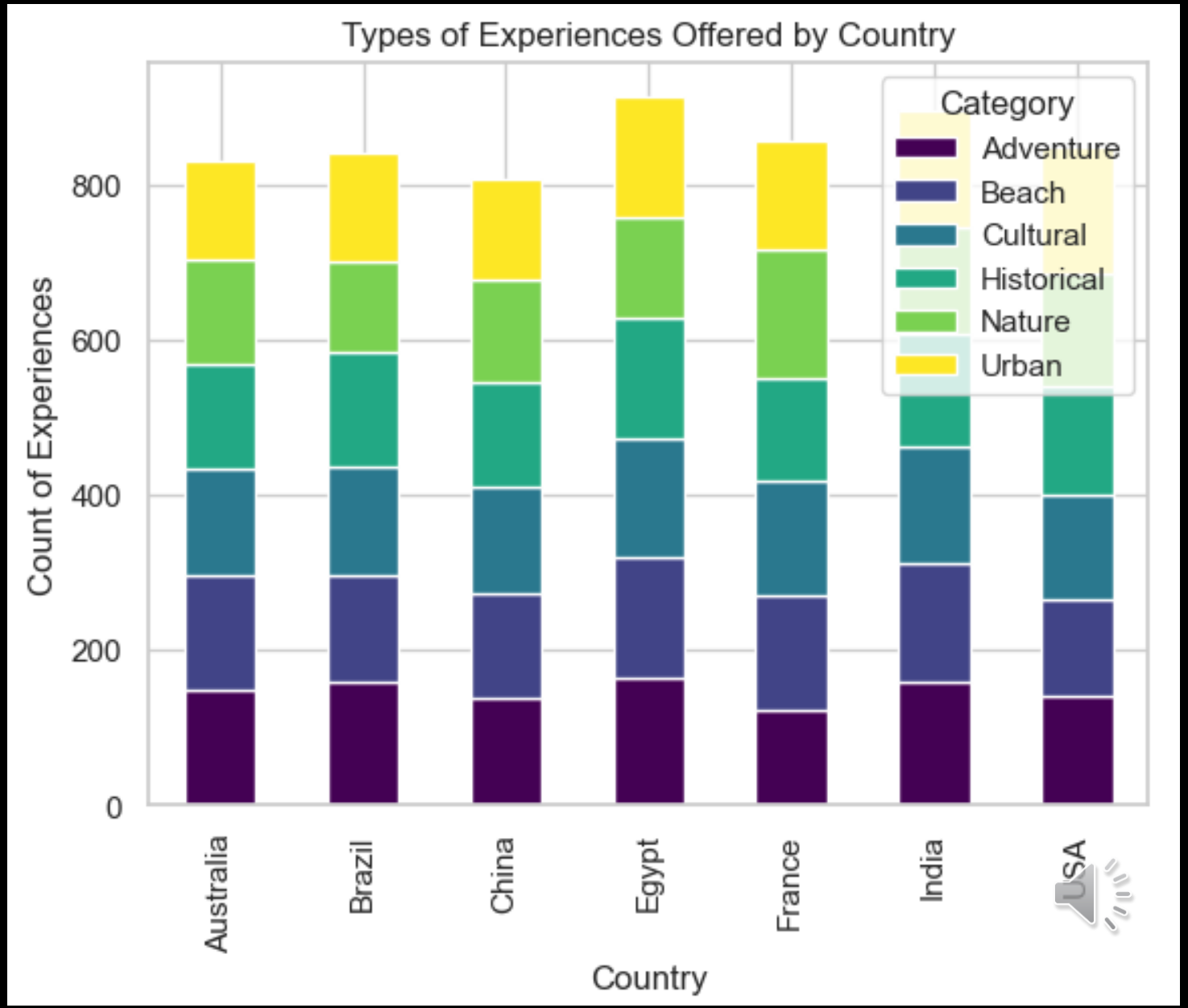
Why do the factors relationships matter?

Similar rating averages across all categories




Distribution of Revenue
Frequency
200
150
100
50
0
0.0
0.2
0.4
0.6
0.8
1.0
1e6
Revenue

No large patterns or indicators



Linear Regression Model

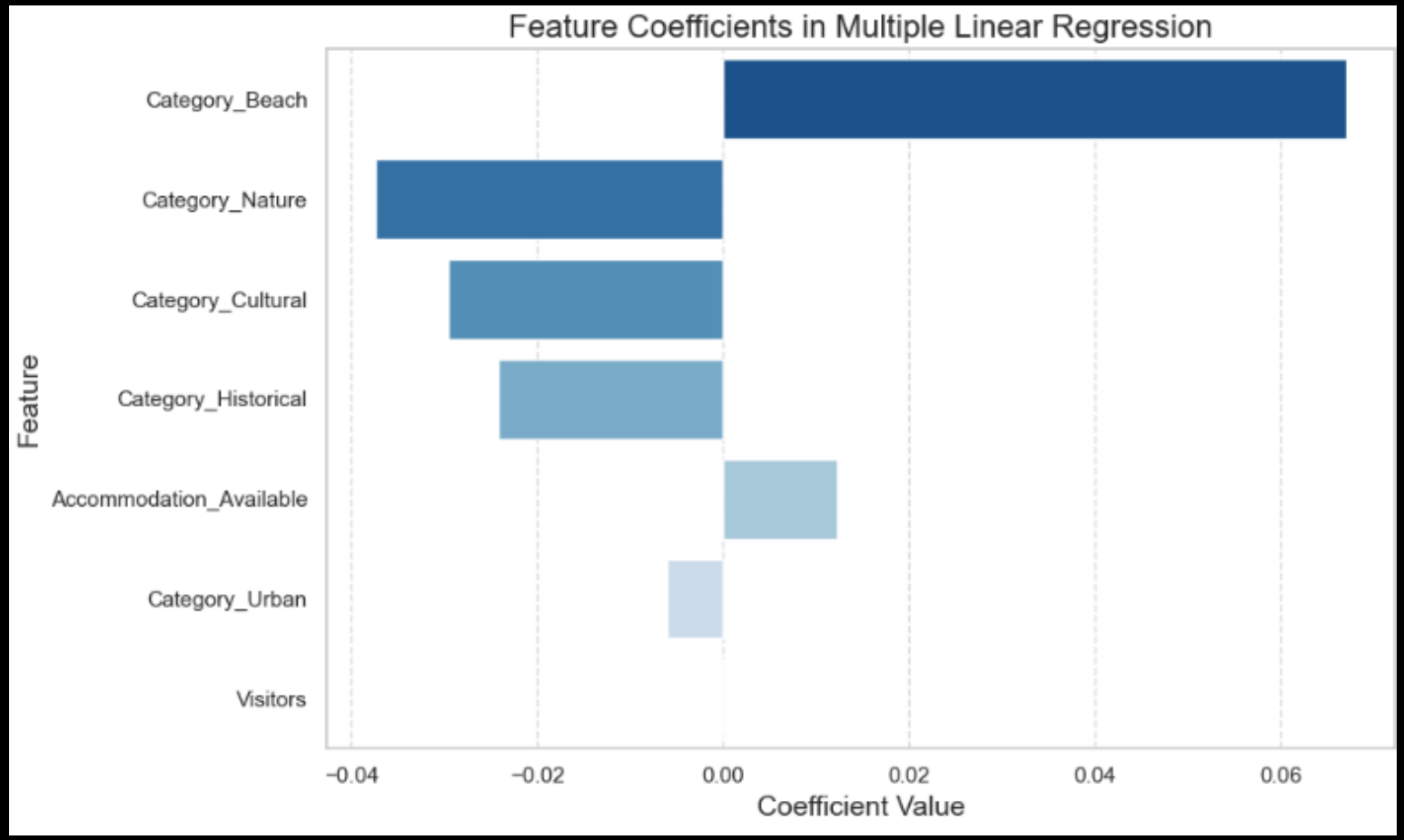
Relationships with Visitor Amount

Coefficients of Model	Coefficient
Rating	-8303.2334
Revenue	0.0124
Accommodation Available	-18217.1501

Random Forest Model

Random Forest	Scores
Mean Squared Error	97253862389.5327
R-Squared	-0.1478

Beaches & Accommodations



What is next?

ADDITIONAL DATA COLLECTION

FOCUS ON BEACHES, WHY ARE THEY SUCCESSFUL?

WHAT ACCOMMODATIONS ARE OFFERED FOR PLACES THAT HAVE HIGHER RATINGS?