

Best locations to set up tourist E-Scooter stations in Paris

1. Introduction

1.1. Background

Tourism is a major source of income in Paris. In 2017, 33.8 million tourists visited the city and her region [1]. Like any other tourism cities, Paris provides her visitors with a wide variety of choices for transportation and sight-seeing, including public transport (metro, tram, bus), canal boat trips and hop-on-hop-off buses. These traditional transportation, however, implies significant disadvantages. For example, tourists need to plan the trip very carefully considering transport timetables. Also, the transportation network is designed to cover main public attractions only.

Modern tourism services aim to create a more personalized experience for visitors, allowing them to discover the city in the own plan and pace. Car rental may not be the first choice for most people due to parking and driver license requirement. Bicycle rental is a more flexible option, but not everyone can manage cycling up and down the many hills of Paris.

Electronic scooter (E-Scooter) comes as an excellent choice for personal sight-seeing. This means of transport allows riders to freely roam the city without having to worry about time, physical endurance and parking place. In this project, we plan to set up a series of rental stations for E-Scooter in the central area of Paris.

1.2. Business problem

On a natural approach, stations for E-Scooter rental should be places from which nearby points of interest are reachable by e-scooters within a reasonable radius. For a complete tourism experience for our customers, this project aims to *identify the best locations for E-Scooter stations to cover as many tourist attractions as possible*.

For this purpose, it is vital to have a comprehensive list of tourist attractions in Paris central. However, most tourist guides of Paris, such as this one www.planetware.com/tourist-attractions-/paris-f-p-paris.htm, tend to recommend only famous ones. There are many “hidden gems”, for example *the Stravinsky Fountain* [2], that makes up the charm of Paris but are never captured in guide books. Luckily, such venues can be discovered based on users’ reviews and ratings in public search-and-discovery location services like Foursquare [3].