

## 8 Hotel and hostel location in Lisbon

### Looking for their determinants

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#### ABSTRACT

To understand the potential factors contributing to the choice of location for hotels and hostels in Lisbon, Portugal, we use a logit model incorporating both lodging and location characteristics. Based on a sample of 274 hotels and hostels, we seek (i) to investigate if location strategies and decisions are influenced by lodging characteristics; and (ii) extend the set of factors that influence the spatial patterns of location of hotels and hostels. A geographical information system is then used to map hotels and investigate spatial characteristics. The results show that in general the accessibility to transport, restaurants and cultural attractions are not crucial factors in the location of hotels and hostels. With respect to higher grade hotels, the location pattern has changed with the Expo 98. The results reveal that the location pattern of higher grade hostels is now in the newly rehabilitated urban areas, which are characterized by being safer places and further away from the nightlife and near to commercial areas than from the city centre. With regard to lower grade hotels and hostels, the results do not reveal significant differences in the location pattern of both. Finally, only lower grade hotels tend to actively seek the benefits of agglomeration effects. For practitioners, the results provide useful information for selecting sites for hotels and hostels. Based on estimated results, hotel location factors are identified, providing useful suggestions for urban planning. Moreover, the model can be helpful in assisting hotel investors', owners' and managers' assessments of various factors making hotel and hostel location and provide necessary supports to identify the potential location and their further development.

#### 摘要

为了研究葡萄牙里斯本市宾馆与旅舍区位选择的潜在影响因素，我们基于274个宾馆与旅舍样本，运用一个涵盖住宿业与区位特征逻辑模型，研究了：(1) 宾馆区位战略与决策是否受到住宿业特征影响；(2) 拓展了对宾馆与旅舍区位空间分布影响因素的讨论。运用地理信息系统把宾馆绘制在地图上，结果显示，总体来说，交通、餐饮和文化景点的可及性并不是宾馆和旅舍选址的关键因素。就高档宾馆而言，其选址模式随着1998年世界博览会而发生了变化。研究结果表明，高档旅舍的选址模式现在是在新改造的城市区域，这些区域的特点是更安全，并且离城市中心更远，靠近商业区。就低档宾馆和旅舍而言，研究结果并未显示出两者在选址模式上的显著差异。最后，只有低档宾馆倾向于积极寻求集聚效应。对于从业者，研究结果提供了有用的信息，用于为宾馆和旅舍选择地点。基于估计结果，我们确定了宾馆选址因素，为城市规划提供了有用的建议。此外，该模型可以帮助酒店投资者、业主和管理者评估各种因素对酒店和旅舍选址的影响，并提供必要的支持，以识别潜在的选址及其进一步发展。