



Radius of Attraction: Defining the Eiffel Tower of Saarbrücken



Introduction

How far do people travel to reach a specific destination, and what can this movement tell us about a city? We explore this question through the Radius of Attraction (RoA), a metric that quantifies the geographic pull of a location by defining the distance from which it draws its visitors. Using about 550,000 Google Maps reviews across 5,397 points of interest in Saarbrücken, we map human traffic into and around the city to reveal which types of places draw people into Saarbrücken, along with broader mobility and economic dynamics.

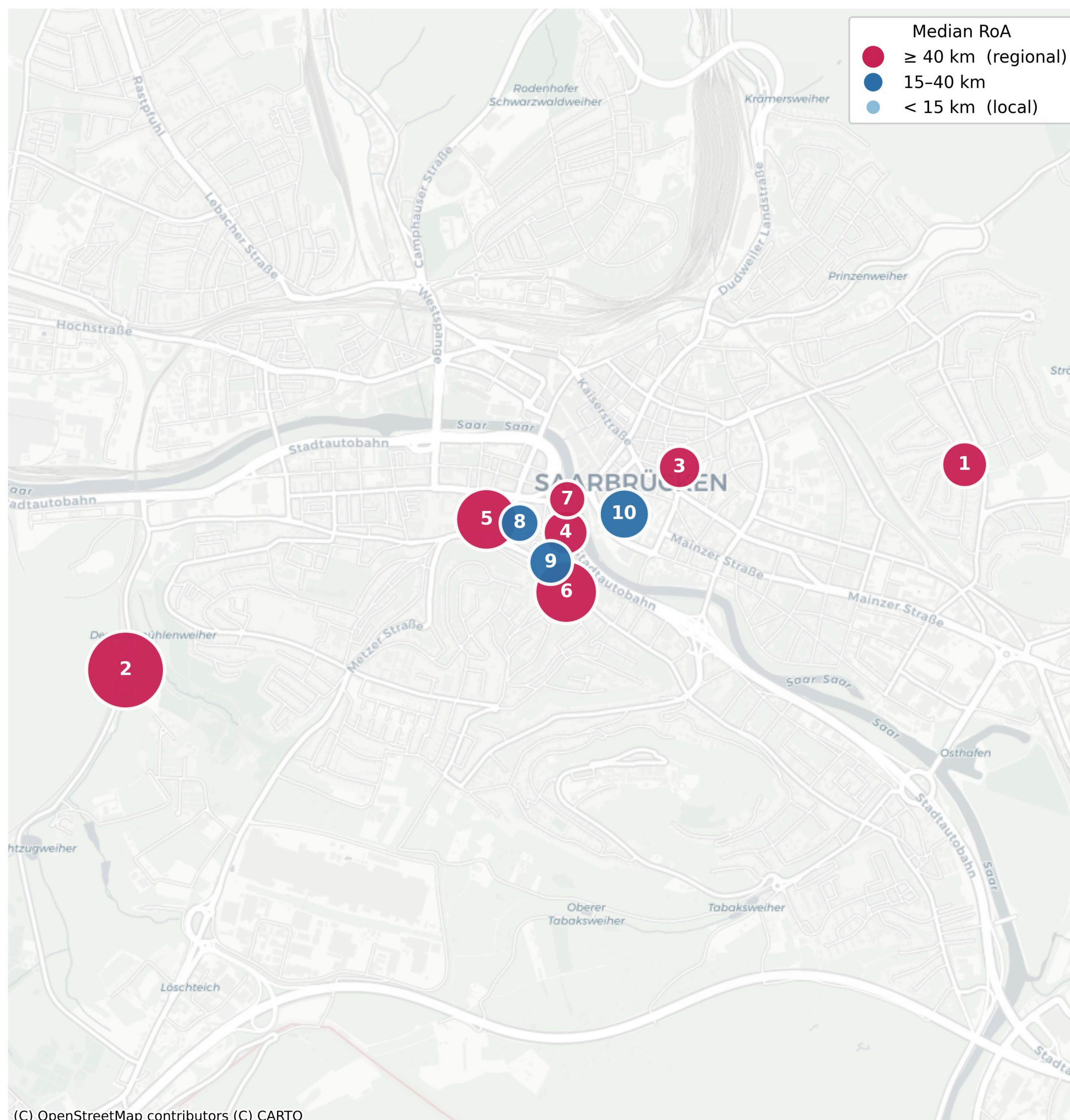
Methods

- Home region calculation: We estimate a reviewer's "home" location as the local municipality (GADM 4) where they leave the most reviews
- Data filtering: To eliminate tourist and travel noise, we keep only reviews made within a user's defined home region
- RoA Distance Calculation: We calculate the geographic distance (Haversine) from these "home" bases to a point of interest; we take the mean distance per reviewer and then the median across all reviewers to define the final RoA
- Reliability: Only locations with ≥ 20 reviews are counted to prevent rare POIs from skewing calculations; the result is 2,642 POIs

Initial Findings

- Hotels attract visitors from farthest away (~167km), including "experience" hotels such as Boutique Hotel Esplanade in Saarbrücken and Victor's Residenz-Hotel
- Among attractions, the Saarlandmuseum (66km) and Ludwigskirche (63km) pull visitors from across the region
- The "Little Damascus" area of Malstatt is a mostly self-contained, local ecosystem. However, shisha lounges and kebab houses pull visitors from 2-6x farther away than comparable locations across Saarbrücken

Saarbrücken's Radius of Attraction



Radius of Attraction & visitor origins

Region = top states · Local = top municipalities

1 Bayrischer Hof Wohlfühl-Hotel Saarbrücken

RoA 169 km · 135 rev · 15% cross-border
Region: Saarland 30% · Nordrhein-Westfalen 17%
Local: Saarbrücken 34% · Köln 6% · Berlin 4%

2 Victor's Residenz-Hotel Saarbrücken

RoA 141 km · 1,904 rev · 26% cross-border
Region: Saarland 27% · Baden-Württemberg 13%
Local: Saarbrücken 28% · Berlin 3% · Düsseldorf 2%

3 ESPLANADE Saarbrücken I Boutique Hotel

RoA 91 km · 83 rev · 31% cross-border
Region: Saarland 31% · Baden-Württemberg 10%
Local: Saarbrücken 30% · Berlin 5% · München 4%

4 Saarlandmuseum - Museum in der Schlosskirche

RoA 66 km · 119 rev · 34% cross-border
Region: Saarland 31% · Nordrhein-Westfalen 8%
Local: Saarbrücken 35% · Stuttgart 5% · Wernigerode 3%

5 Ludwigskirche zu Alt-Saarbrücken

RoA 63 km · 645 rev · 29% cross-border
Region: Saarland 32% · Rheinland-Pfalz 9%
Local: Saarbrücken 35% · Köln 2% · Trier 2%

6 Saar Historical Museum

RoA 58 km · 696 rev · 27% cross-border
Region: Saarland 36% · Rheinland-Pfalz 9%
Local: Saarbrücken 35% · Berlin 3% · Köln 2%

7 Saarkran

RoA 52 km · 34 rev · 18% cross-border
Region: Saarland 38% · Rheinland-Pfalz 9%
Local: Saarbrücken 32% · Neunkirchen 7% · Sulz am Neckar 4%

8 Friedenskirche Saarbrücken

RoA 31 km · 45 rev · 29% cross-border
Region: Saarland 33% · Rheinland-Pfalz 16%
Local: Saarbrücken 31% · München 6% · Mannheim 3%

9 Museum for Pre- and Early History

RoA 28 km · 99 rev · 24% cross-border
Region: Saarland 42% · Rheinland-Pfalz 9%
Local: Saarbrücken 40% · Berlin 5% · Völklingen 5%

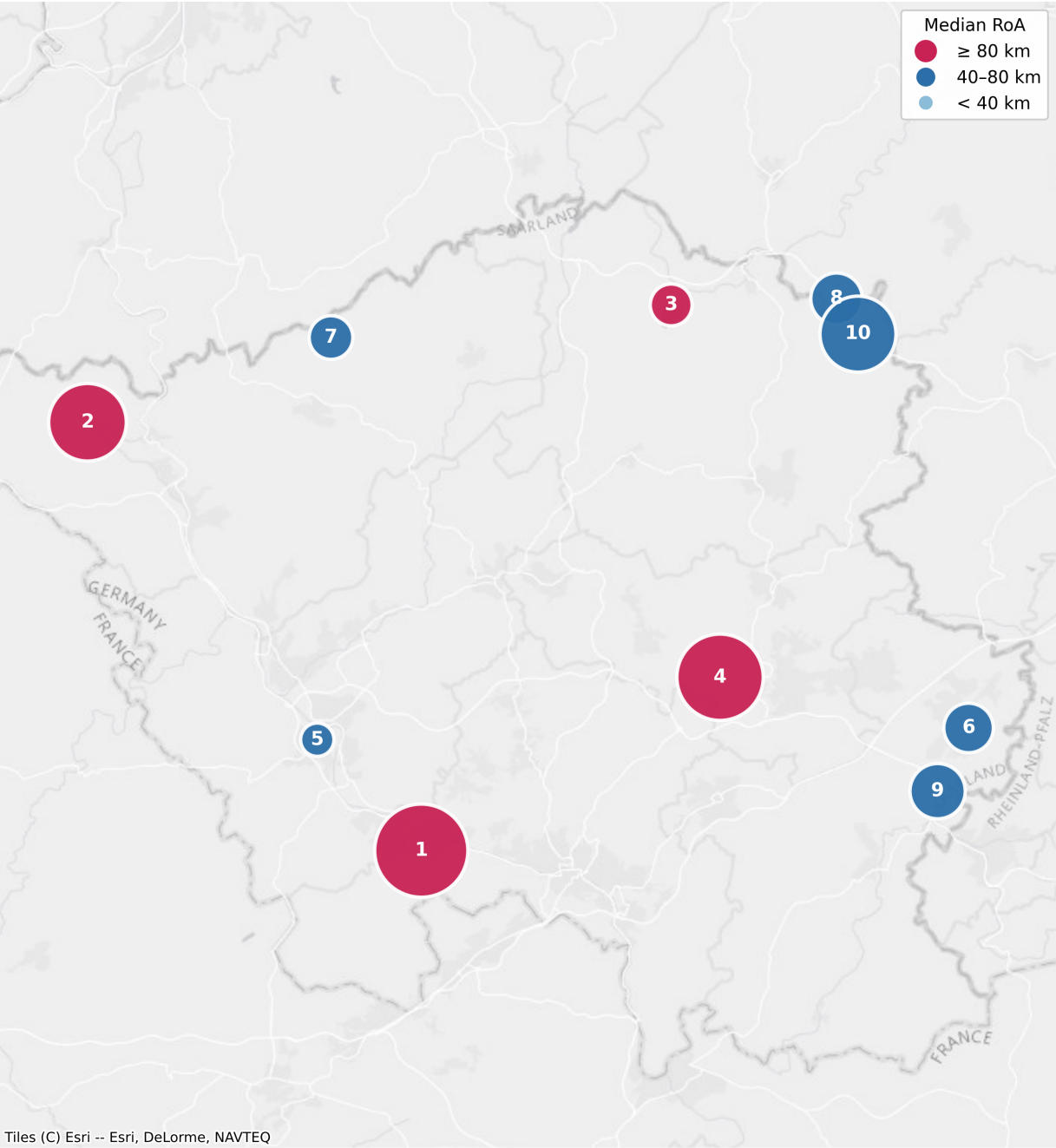
10 CITYDINST

RoA 28 km · 225 rev · 24% cross-border
Region: Saarland 43% · Rheinland-Pfalz 9%
Local: Saarbrücken 37% · Kaiserslautern 5% · Neunkirchen 2%

References

Mensah, E. E., Cannanure, V. K., & Weber, I. (2025). Ethnic Diversity and Spatial Dynamics in Google Maps Reviews: Insights from a German Border City. *Proceedings of the International AAAI Conference on Web and Social Media*, 19(1), 2628–2634. <https://doi.org/10.1609/icwsm.v19i1.35964>

Saarland's Radius of Attraction



Radius of Attraction

how far visitors travel · reviewer count

- Völklingen Ironworks**
RoA 148 km · 8,024 reviewers
Region: Saarland 27% · Baden-Württemberg 13% · Rheinland-Pfalz 11%
Local: Saarbrücken 11% · Völklingen 7% · Berlin 4%
- Saarschleife / Cloef**
RoA 132 km · 3,564 reviewers
Region: Saarland 27% · Rheinland-Pfalz 14%
Local: Mettlach 9% · Saarbrücken 7% · Trier 3%
- Climbing park Center Parcs Bostalsee**
RoA 115 km · 136 reviewers
Region: Saarland 19% · Rheinland-Pfalz 19%
Local: Nohfelden 12% · Berlin 3% · Saarbrücken 3%
- GONDWANA - the Prehistorium**
RoA 81 km · 5,750 reviewers
Region: Saarland 29% · Rheinland-Pfalz 24% · Baden-Württemberg 10%
Local: Saarbrücken 7% · Schiffweiler 6% · Kaiserslautern 3%
- Städtisches Museum**
RoA 50 km · 20 reviewers
Region: Saarland 45% · Nordrhein-Westfalen 15% · Rheinland-Pfalz 15%
Local: Saarlouis 21% · Saarbrücken 16% · Köln 11%
- Burgruine Hohenburg**
RoA 48 km · 383 reviewers
Region: Saarland 34% · Rheinland-Pfalz 18%
Local: Homburg 19% · Saarbrücken 5% · Kaiserslautern 4%
- Traumschleife "Felsenweg" (Premiumwanderweg)**
RoA 46 km · 180 reviewers
Region: Saarland 42% · Rheinland-Pfalz 18% · Nordrhein-Westfalen 8%
Local: Losheim am See 11% · Saarbrücken 7% · Merzig 7%
- Wildpark Freisen**
RoA 42 km · 477 reviewers
Region: Saarland 44% · Rheinland-Pfalz 23% · Baden-Württemberg 9%
Local: Freisen 12% · Saarbrücken 9% · Kaiserslautern 4%
- Schwarzenacker Roman Museum**
RoA 42 km · 693 reviewers
Region: Saarland 39% · Rheinland-Pfalz 18% · Baden-Württemberg 9%
Local: Homburg 18% · Saarbrücken 6% · Zweibrücken 4%
- Naturwildpark Freisen**
RoA 42 km · 3,232 reviewers
Region: Saarland 41% · Rheinland-Pfalz 23% · Baden-Württemberg 8%
Local: Freisen 9% · Saarbrücken 8% · Kaiserslautern 4%