Analysis of Hospitality Trends in Melbourne (2002 to 2020)

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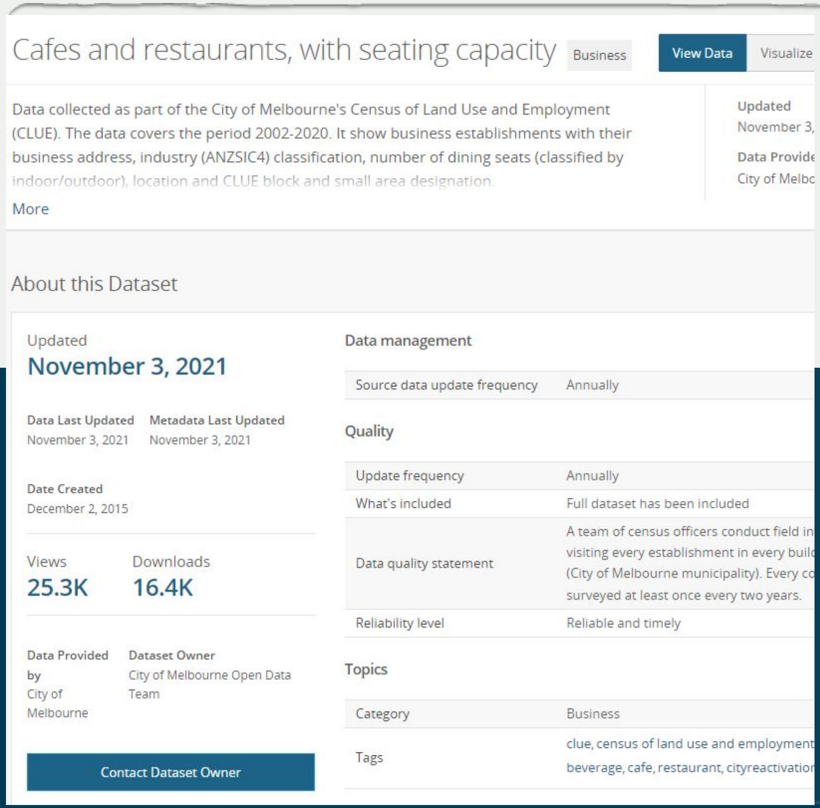
Who would benefit from our Data Analysis and why ?

- Prospective Hospitality Owners/ Managers, eager to better understand the Melbourne Market
- Someone wanting to know which suburbs we recommend you should & should not - open a Café, Bar or Takeaway venue in
- Anyone wanting to gauge the general trends/ patterns over the past 20 years



Cafes and restaurants, with seating capacity Business View Data Visualize

Data collected as part of the City of Melbourne's Census of Land Use and Employment (CLUE). The data covers the period 2002-2020. It show business establishments with their business address, industry (ANZSIC4) classification, number of dining seats (classified by indoor/outdoor), location and CLUE block and small area designation.

More

Updated
November 3,

Data Provide
City of Melbo

About this Dataset

Updated
November 3, 2021

Data Last Updated
November 3, 2021

Metadata Last Updated
November 3, 2021

Date Created
December 2, 2015

Views
25.3K

Downloads
16.4K

Data Provided by
City of Melbourne

Dataset Owner
City of Melbourne Open Data Team

Contact Dataset Owner

Data management

Source data update frequency	Annually

Quality

Update frequency	Annually
What's included	Full dataset has been included
Data quality statement	A team of census officers conduct field in visiting every establishment in every buil (City of Melbourne municipality). Every co surveyed at least once every two years.
Reliability level	Reliable and timely

Topics

Category	Business
Tags	clue, census of land use and employment beverage, cafe, restaurant, cityreactivatio

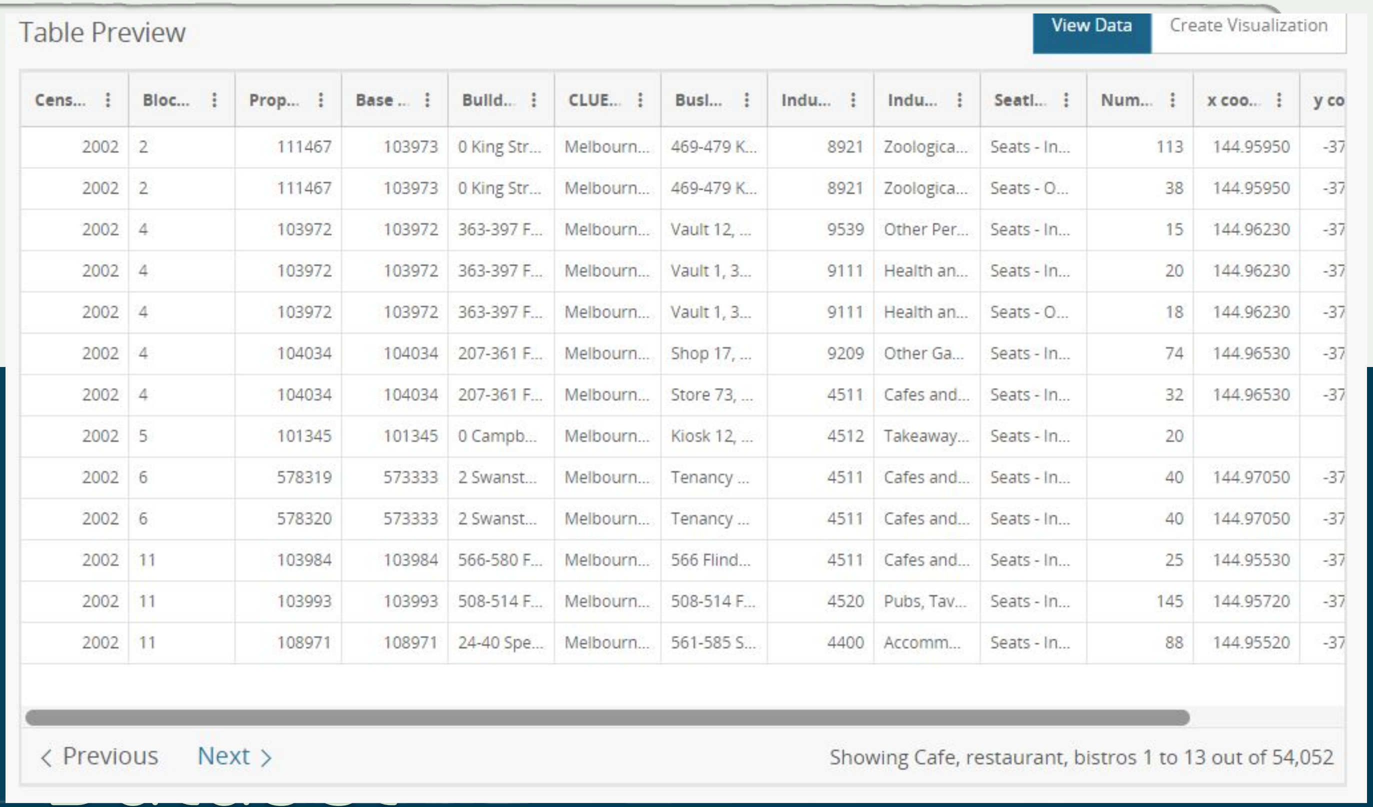


Table Preview

View Data Create Visualization

Cens...	Bloc...	Prop...	Base ...	Build...	CLUE...	Busi...	Indu...	Indu...	Seati...	Num...	x coo...	y co
2002	2	111467	103973	0 King Str...	Melbourn...	469-479 K...	8921	Zoologica...	Seats - In...	113	144.95950	-37
2002	2	111467	103973	0 King Str...	Melbourn...	469-479 K...	8921	Zoologica...	Seats - O...	38	144.95950	-37
2002	4	103972	103972	363-397 F...	Melbourn...	Vault 12, ...	9539	Other Per...	Seats - In...	15	144.96230	-37
2002	4	103972	103972	363-397 F...	Melbourn...	Vault 1, 3...	9111	Health an...	Seats - In...	20	144.96230	-37
2002	4	103972	103972	363-397 F...	Melbourn...	Vault 1, 3...	9111	Health an...	Seats - O...	18	144.96230	-37
2002	4	104034	104034	207-361 F...	Melbourn...	Shop 17, ...	9209	Other Ga...	Seats - In...	74	144.96530	-37
2002	4	104034	104034	207-361 F...	Melbourn...	Store 73, ...	4511	Cafes and...	Seats - In...	32	144.96530	-37
2002	5	101345	101345	0 Campb...	Melbourn...	Kiosk 12, ...	4512	Takeaway...	Seats - In...	20		
2002	6	578319	573333	2 Swanst...	Melbourn...	Tenancy ...	4511	Cafes and...	Seats - In...	40	144.97050	-37
2002	6	578320	573333	2 Swanst...	Melbourn...	Tenancy ...	4511	Cafes and...	Seats - In...	40	144.97050	-37
2002	11	103984	103984	566-580 F...	Melbourn...	566 Flind...	4511	Cafes and...	Seats - In...	25	144.95530	-37
2002	11	103993	103993	508-514 F...	Melbourn...	508-514 F...	4520	Pubs, Tav...	Seats - In...	145	144.95720	-37
2002	11	108971	108971	24-40 Spe...	Melbourn...	561-585 S...	4400	Accomm...	Seats - In...	88	144.95520	-37

‹ Previous Next ›

Showing Cafe, restaurant, bistros 1 to 13 out of 54,052

DATASET resource:

https://data.melbourne.vic.gov.au/Business/Cafes-and-restaurants-with-seating-capacity/xt2y-tnn9

Author/ Owner - City of Melbourne - Local Government

Limitations with current study

- Data only included 13 suburbs/ areas within inner Melbourne

- Very skewed dataset, with not all areas being represented accurately.
  - Melbourne CBD, had hugely disproportionate amount of recorded data - 58% venues listed were within the CBD.

-
  - With other areas (eg: South Yarra), being mis underrepresented.

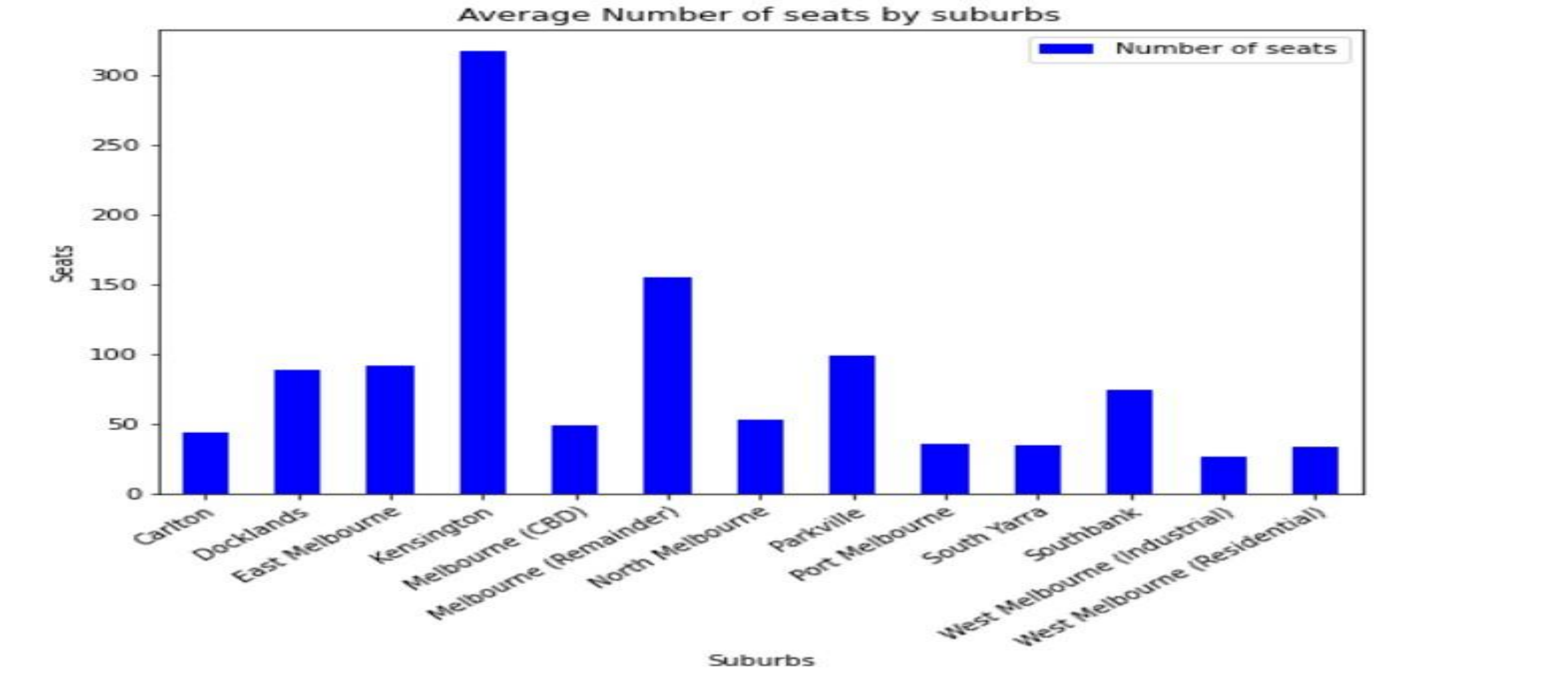
- Of the 69 different industries: Café's and Restaurants comprised 75% of the data

- Additionally, 4/69 categories made up of 96% of the total data.

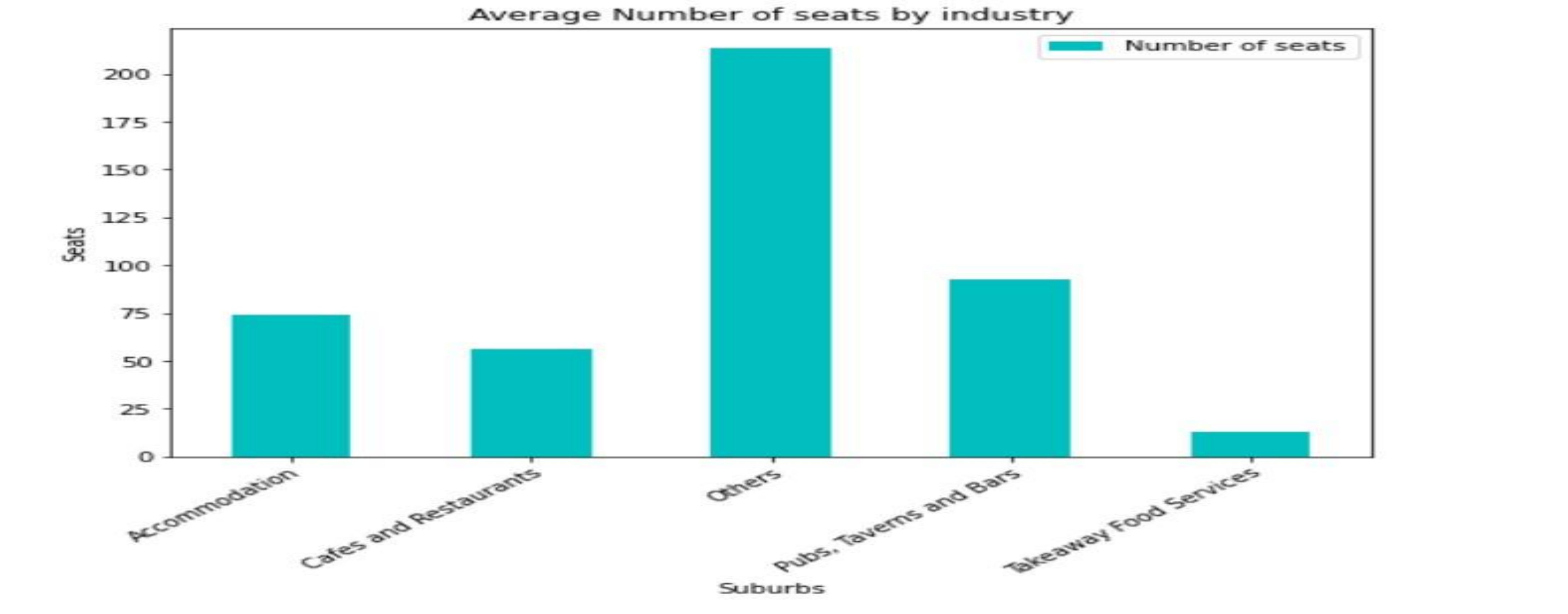
Research Questions

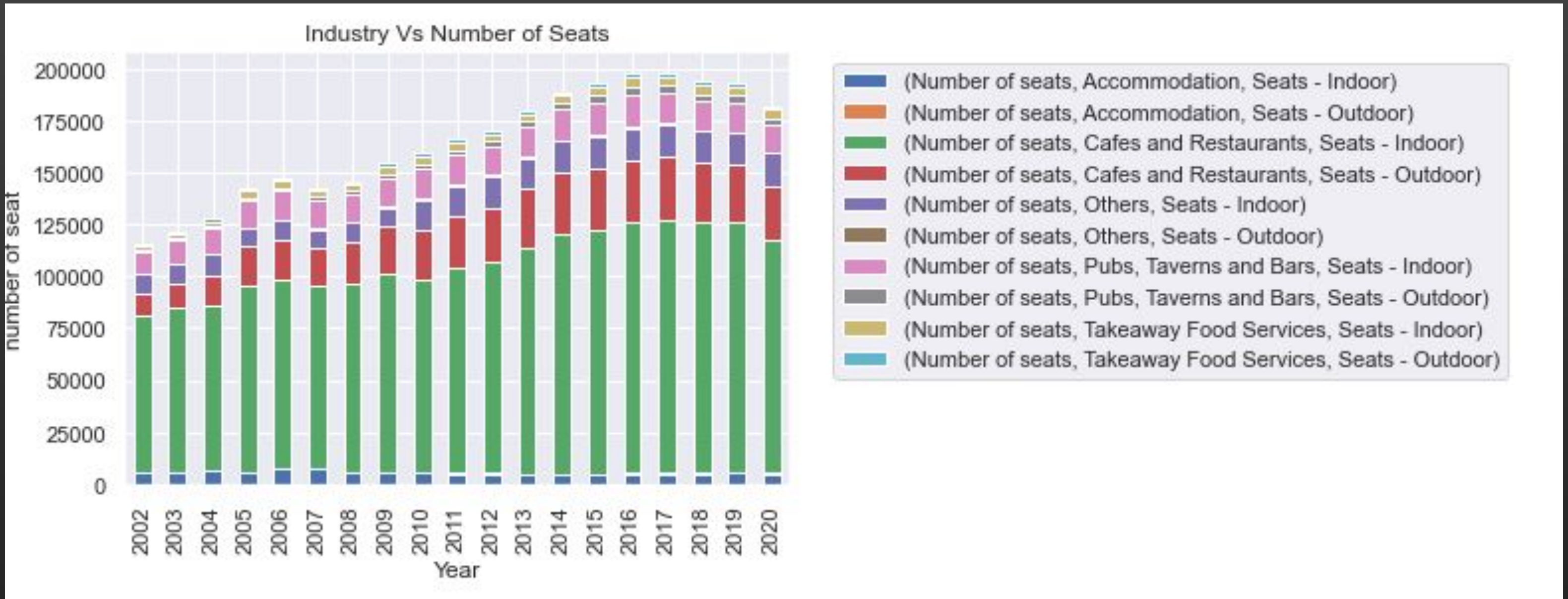
- Average sitting per suburb - Dhiren
- Indoor vs Outdoor seating availability - Rosalina
- Opening vs. Closing trends across the suburbs - Michael
- Comparisons of each of the Industries - Brandon

Average Sitting per suburb over the timespan

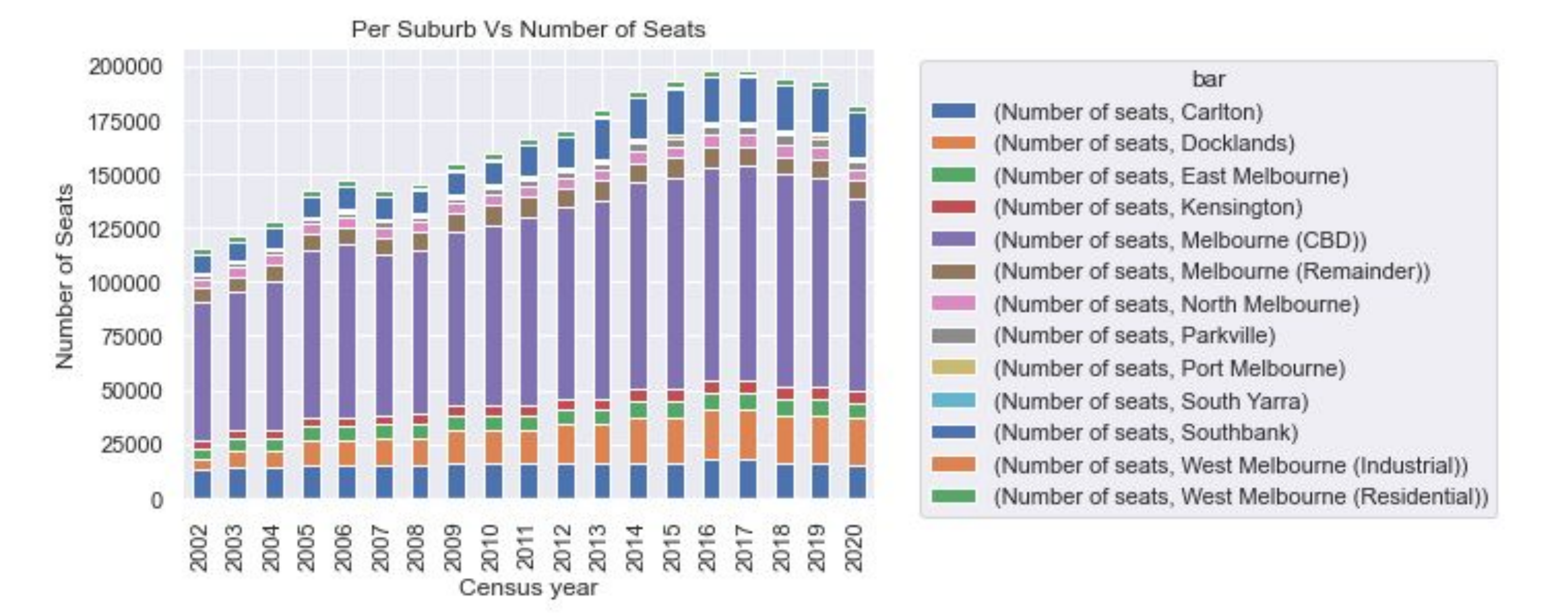


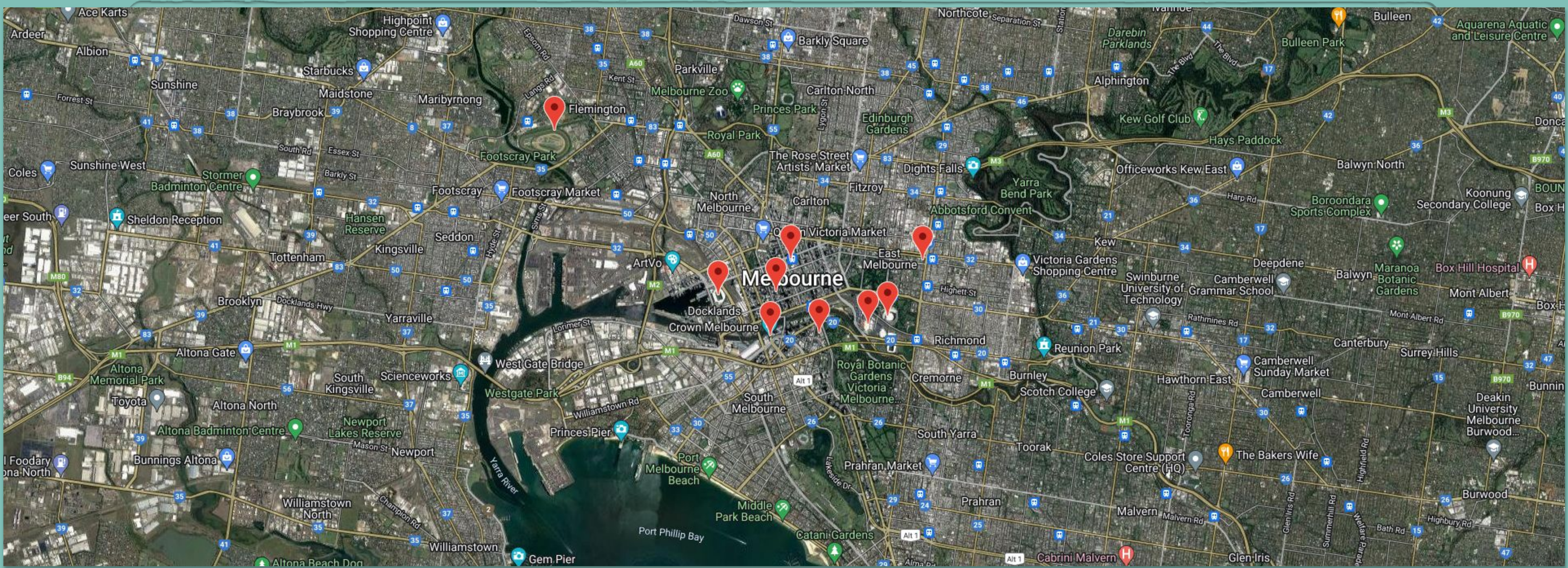
Average Sitting per Industry over the timespan





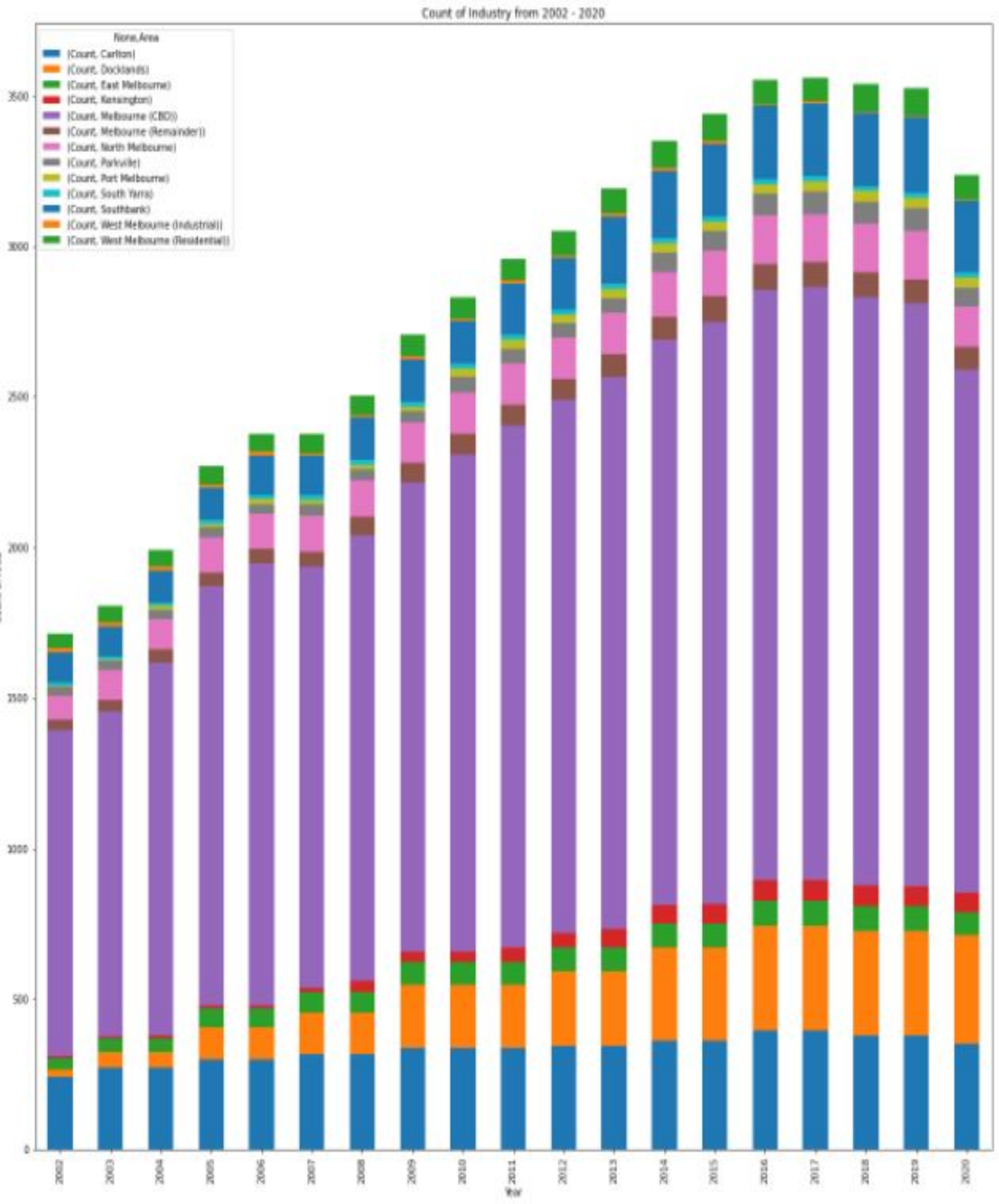
Indoor vs. Outdoor Seating Availability Trends





Top 10 venue with the most seating in Melbourne

Opening vs. Closing Trends within the Dataset

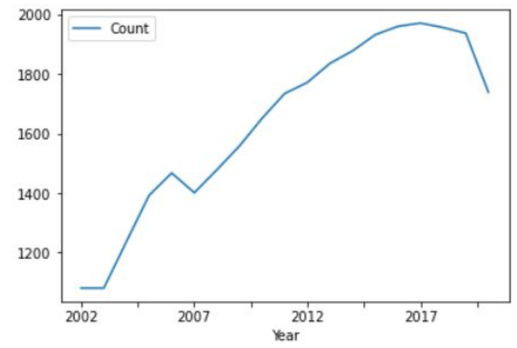


	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
2	Row Labels	Carlton	Docklands	East Melb	Kensington	Melbourne (CBD)	Melbourn	North Melbourne	Parkville	Port Melbourne	South Yarra	Southbanl	West Melbourne (Industrial)	West Melbourne (Residential)	Grand Total
3	2002	236	22	37	8	1049	37	77	28	3	10	99	10	50	1666
4	2003	268	48	42	8	1049	37	97	33	3	10	99	12	53	1759
5	2004	268	48	42	11	1192	46	97	33	11	13	102	12	53	1928
6	2005	298	105	59	11	1350	46	115	34	11	13	102	12	58	2214
7	2006	298	105	59	12	1429	46	115	34	15	15	123	12	58	2321
8	2007	315	135	67	12	1364	46	118	36	15	15	123	9	62	2317
9	2008	315	135	66	35	1436	60	118	36	15	16	133	9	62	2436
10	2009	332	201	72	35	1517	60	131	36	15	16	133	9	71	2628
11	2010	332	201	72	35	1600	66	131	48	28	16	133	9	71	2742
12	2011	332	201	72	45	1678	66	131	48	28	17	162	9	71	2860
13	2012	337	238	75	45	1708	66	134	49	28	17	162	9	80	2948
14	2013	337	238	75	58	1784	72	134	49	29	15	217	9	80	3097
15	2014	357	300	78	58	1831	72	148	65	29	15	217	11	84	3265
16	2015	357	300	78	62	1885	84	148	65	29	16	229	11	84	3348
17	2016	390	341	82	62	1911	84	159	73	29	16	229	5	75	3456
18	2017	390	341	82	63	1919	79	159	73	31	14	230	5	75	3461
19	2018	375	342	81	63	1911	79	161	74	31	14	230	5	89	3455
20	2019	375	342	81	61	1898	76	161	74	31	15	244	5	89	3452
21	2020	349	355	74	61	1701	71	132	61	31	15	232	4	76	3162
22	Grand Total	6261	3998	1294	745	30212	1193	2466	949	412	278	3199	167	1341	52515

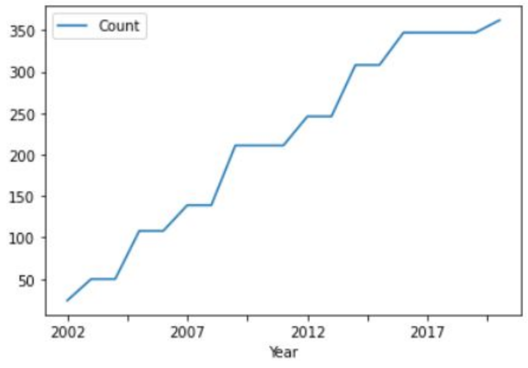
Opening vs. Closing Trends within the Dataset

- Docklands was the fastest growing area - increasing by 1514%
- Effects from Covid - 2019 to 2020:
- 9/13 Areas showed declines in count of industry by 8-10%
- 3/13 Areas remained stagnant.
- Docklands, surprisingly increased by 13.8%

```
In [66]: year_place.loc[year_place["Area"] == "Melbourne (CBD)"].set_index("Year").plot()
Out[66]: <AxesSubplot:xlabel='Year'>
```

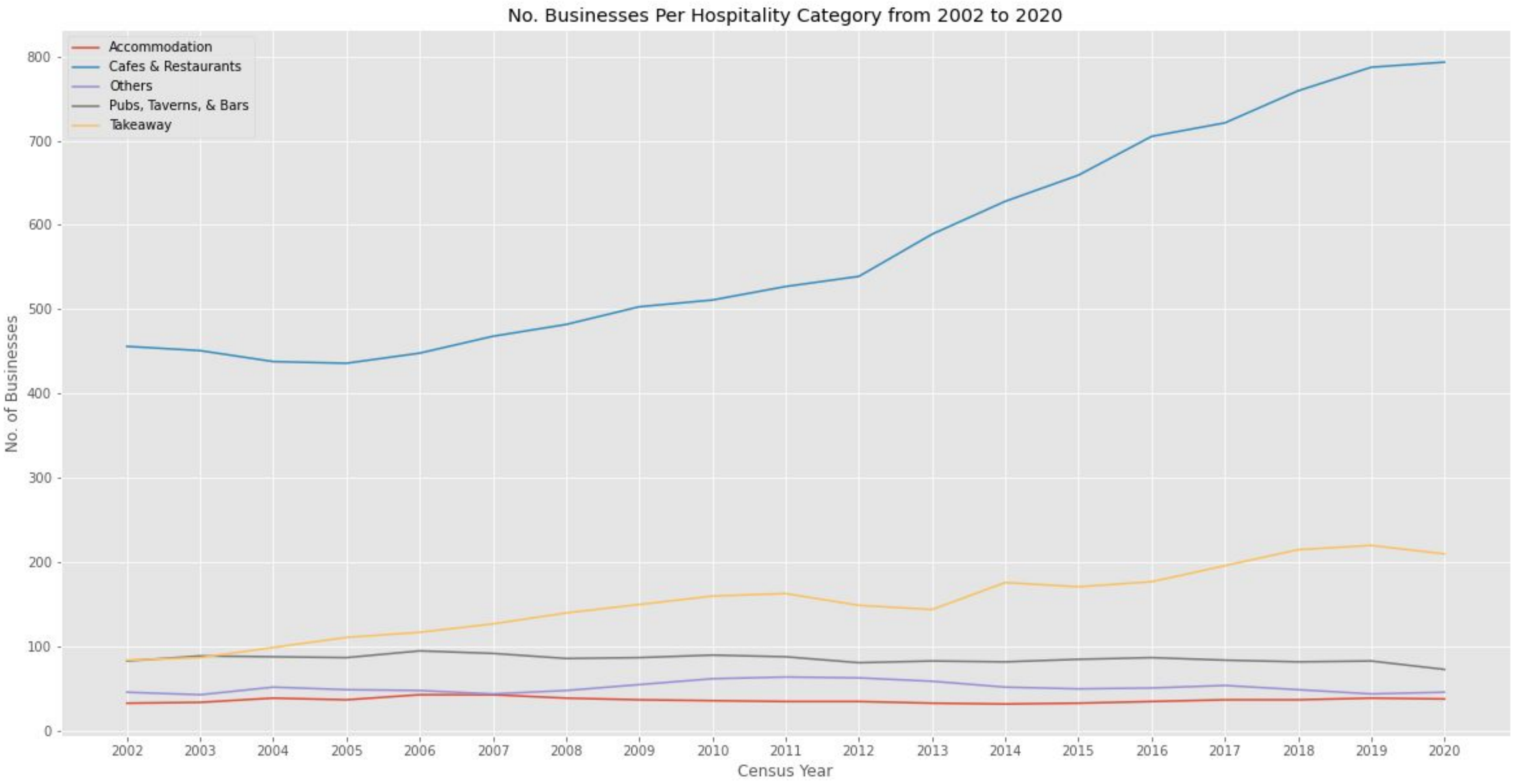



```
In [67]: year_place.loc[year_place["Area"] == "Docklands"].set_index("Year").plot()
Out[67]: <AxesSubplot:xlabel='Year'>
```

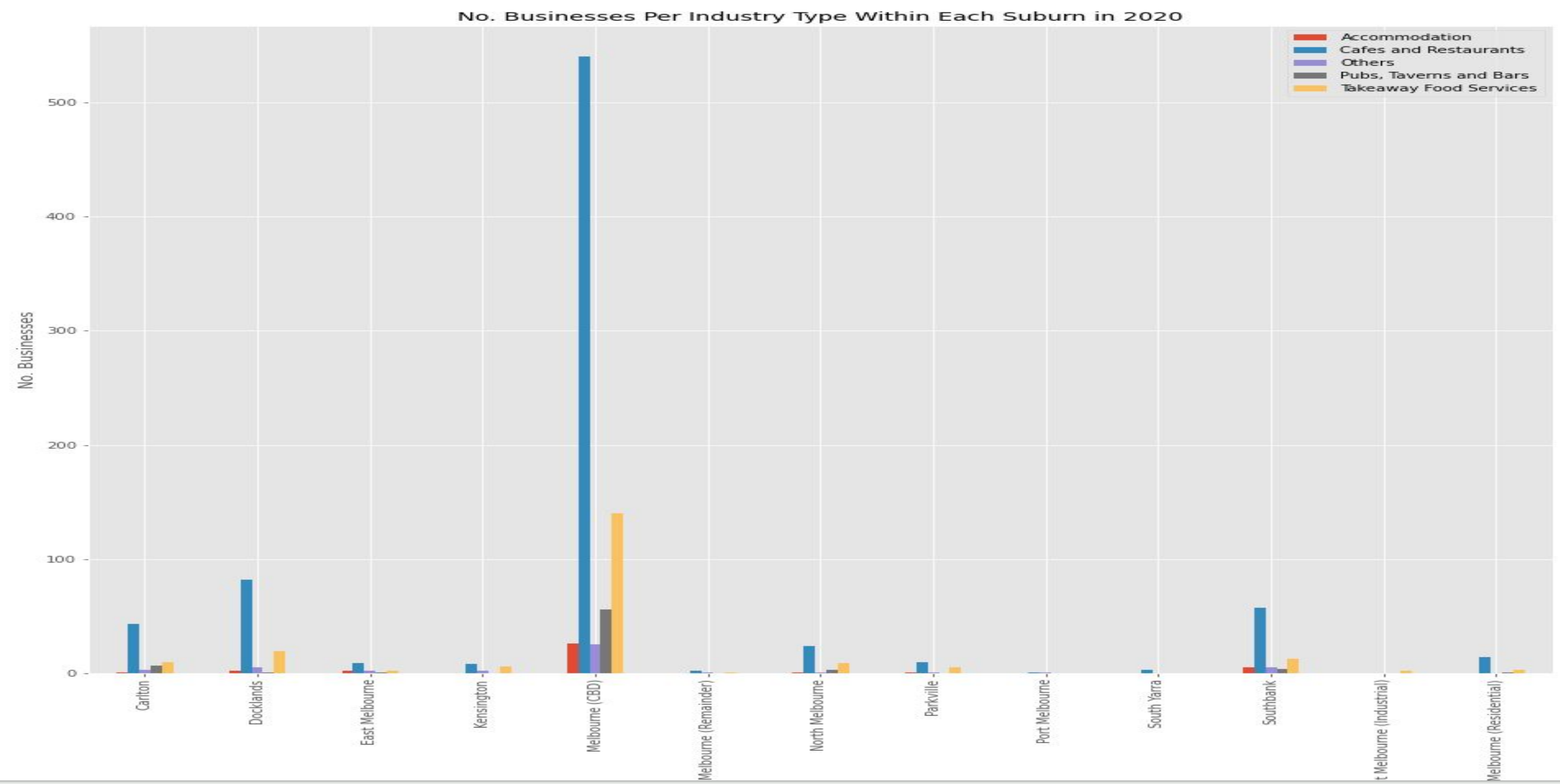


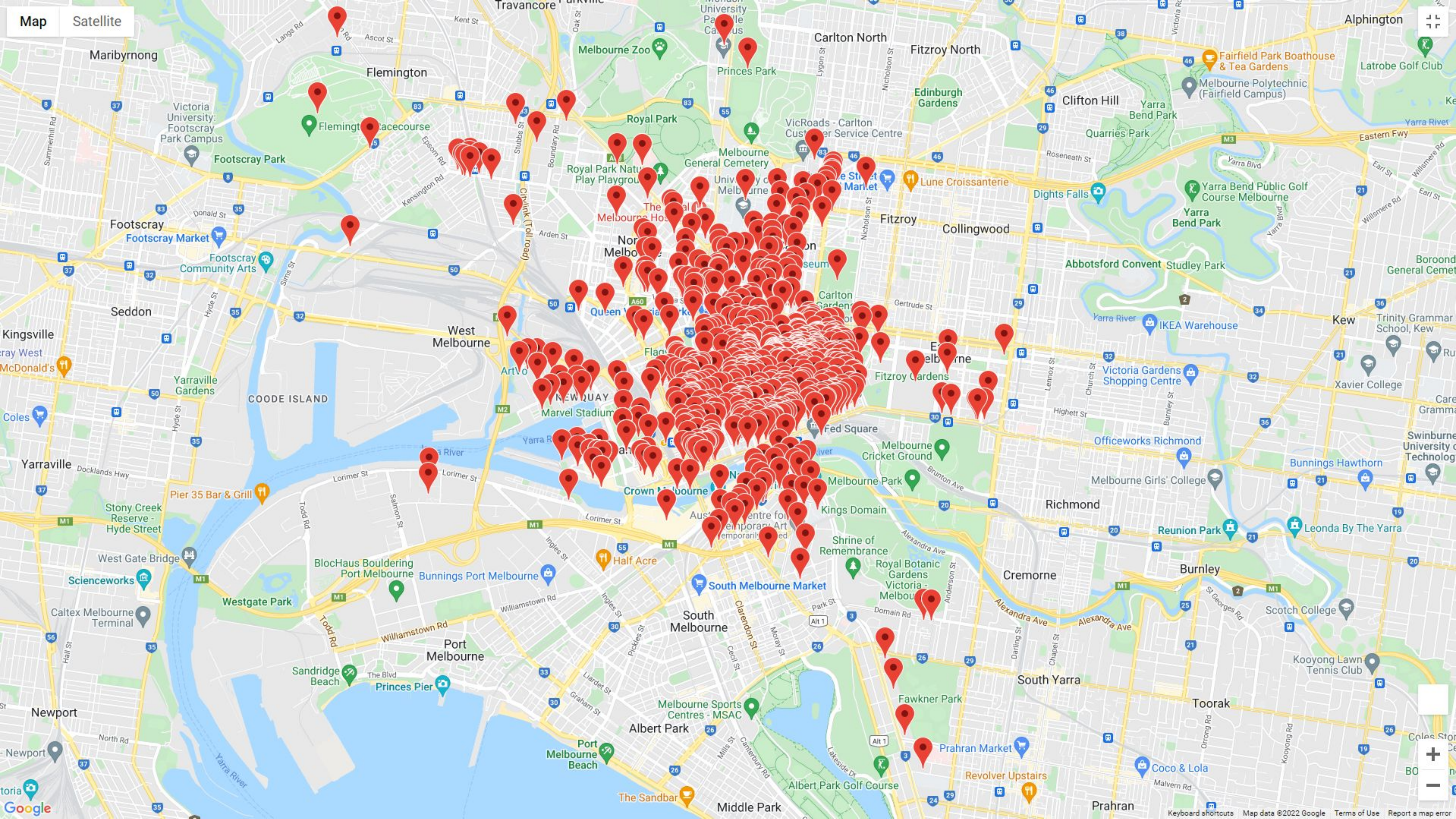
Industry	Best Suburb	Worst Suburb
Accommodation	Docklands	West Melbourne (Industrial)
Cafes & Restaurants	South Yarra	CBD
Catering Services	CBD	West Melbourne (Residential & Industrial)
Club	Docklands or Southbank	CBD
Pubs, Taverns & Bars	Carlton	West Melbourne (Industrial)
Takeaway Food Services	West Melbourne Residential	Port Melbourne

Comparisons On Each Industry 2002-2020



No# of Businesses Per Industry Per Suburb




Map
Satellite
Travancore
Maribyrnong
Flemington
Melbourne Zoo
Carlton North
Fitzroy North
Alphington
Fairfield Park Boathouse & Tea Gardens
Latrobe Golf Club
Melbourne Polytechnic (Fairfield Campus)
Clifton Hill
Yarra Bend Park
Edinburgh Gardens
Quarries Park
Victoria University: Footscray Park Campus
Footscray Park
Royal Park
Princes Park
VicRoads - Carlton Customer Service Centre
Melbourne General Cemetery
Lune Croissanterie
Yarra Bend Public Golf Course Melbourne
Dights Falls
Eastern Fwy
Footscray
Footscray Market
Footscray Community Arts
Fitzroy
Collingwood
Abbotsford Convent
Studley Park
Boroondara General Cemetery
Seddon
Kingsville
West Melbourne
Carlton Gardens
IKEA Warehouse
Kew
Trinity Grammar School, Kew
McDonald's
Yarraville Gardens
Coode Island
Fitzroy Gardens
Victoria Gardens Shopping Centre
Xavier College
Coles
Marvel Stadium
Fed Square
Melbourne Cricket Ground
Officeworks Richmond
Swinburne University of Technology
Yarraville
Yarra River
Melbourne Park
Bunnings Hawthorn
Melbourne Girls' College
Pier 35 Bar & Grill
Crown Melbourne
Richmond
Stony Creek Reserve - Hyde Street
Kings Domain
Reunion Park
Leonda By The Yarra
Shrine of Remembrance
West Gate Bridge
BlocHaus Bouldering Port Melbourne
Bunnings Port Melbourne
Half Acre
Royal Botanic Gardens Victoria - Melbourne
Scienceworks
South Melbourne Market
Cremorne
Burnley
Westgate Park
Caltex Melbourne Terminal
South Melbourne
Scotch College
Port Melbourne
Kooyong Lawn Tennis Club
South Yarra
Sandridge Beach
Princes Pier
Fawkner Park
Toorak
Newport
Melbourne Sports Centres - MSAC
Albert Park
Prahran Market
Port Melbourne Beach
Coco & Lola
Revolver Upstairs
Albert Park Golf Course
The Sandbar
Middle Park
Prahran
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Conclusion

There was a noticed decrease in the number of seating available and number of businesses opened from the 2019 to the 2020 year. This would largely be caused by the world wide pandemic as Melbourne enters into its various lockdown restrictions.

The data reflects Melbourne's Café culture with a large majority of the businesses falling into the Café's and Restaurant industry and it resides mainly in the Melbourne CBD area.

Changing over government regulations relating to seatings (specifically in CBD area) affecting the overall growth of the restaurant and café industry. This includes spacing and furniture issues.