

WILL CARTER - MARCH 2020

HOSPITALITY OPPORTUNITIES IN HS2-ERA BIRMINGHAM

BACKGROUND

- ▶ Birmingham City (UK) will become a major economic hub for the UK in the next ten years, due to a large-scale transport infrastructure project with London
- ▶ Birmingham City centre will be developing, and attracting a new creative and digital sector, particularly into one of the city's neighbourhoods: Digbeth
- ▶ Investor and restaurateur would like to scan for potential opportunities and strategically position a boutique hotel and 1-2 restaurants.

BUSINESS PROBLEM

- ▶ What are the most popular (commonly visited) restaurant cuisines in and around the Digbeth area of Birmingham City?
- ▶ What is the closest up-market hotel to (or in) the Digbeth area of Birmingham? How far from the Digbeth area is it? What are the customer ratings?

DATA & METHOD

- ▶ Locational, venue and user rating data, from Foursquare
- ▶ Administrative boundaries and census data
- ▶ Primarily, the machine learning method used was k-means clustering
- ▶ The analytical flow considered the current venues within Digbeth, contrasted against other popular cuisines in neighbouring areas

RESULTS

- ▶ Digbeth has popular Asian restaurants, notably: Chinese, Japanese, and Korean
- ▶ In areas surrounding, however, there are popular demands for Asian (1), Italian (1), Indian (3), and Pakistani (1) cuisines. Only Italian cuisine was in the 'most popular' venue category in any of the surrounding neighbourhoods. Only one neighbourhood had Pakistani cuisine listed, and this was as its third most popular.
- ▶ The closest upmarket hotel was Indigo Hotel, and is 1,329m from Digbeth centroid. It has an average user rating 7.9 / 10
- ▶ There are no boutique hotels nearby.

DISCUSSION, CONCLUSION & RECOMMENDATIONS

- ▶ Pre-existing nearby customer demands for Italian, Indian, and Pakistani cuisines, with currently no popular venues in Digbeth area. However, with potential saturation of Indian restaurants and relatively low interest in Pakistani cuisine, it is recommended that Italian restaurant venues be explored.
- ▶ With no boutique hotels within at least one mile of Digbeth, although a popular up-market chain hotel nearby, it is suggested that potential hotel venture in the area would be further explored.