Analyzing the Tourism of NSW, Australia and identify the restaurant business potential

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Background

Tourism is a valuable contributor to NSW's economy in Australia. In 2017–18, tourism industry contributed more than 17 billion to NSW economy and created employment for more than 180K people. Together with indirect impacts, the industry's total contribution to the economy reached an estimated 35.6 $billion$. Chinese tourists spent 12 billion while in Australia in 2018. The main purpose for travelling to Australia was for holidays. More than 770,000 visitors came to Australia for holiday purposes. The most popular destinations were Sydney with 57 of visitors. Chinese visitors spent an average of 43 nights in Australia. As most of the tourists are coming from China, I would like to analise how many Chinese restaurants are currently available in Sydney city and is there any opportunity to establish new Chinese restaurant in Sydney near to city. Now if anyone wants to start a new Chinese restaurant in Sydney?

Problem

In this project I tried to identify which NSW regions are contributing more in tourism sector. What types of restaurant businesses can attract more tourists and if anyone wants to start a new business then what types of business needs to be focused on based on tourist attraction. Briefly my project will answer the questions below:

▶ • Which attractions are contributing more in NSW economy and in which area?

▶ • How many Chinese restaurants near to Sydney City?

▶ • If any tourist want to go to Chinese restaurant then how many is closer to city?

Target Audience

- My project would be most successfully used by people who want to start a new restaurant in Sydney.

Data sources

Following sources have been used to analyze for this project:

- https://www.destinationnsw.com.au/tourism/facts-and-figures/reports-and-presentations

- https://www.budgetdirect.com.au/travel-insurance/research/tourism-statistics.html

Data cleaning

▶ Before cleaning data, it was as shown below:

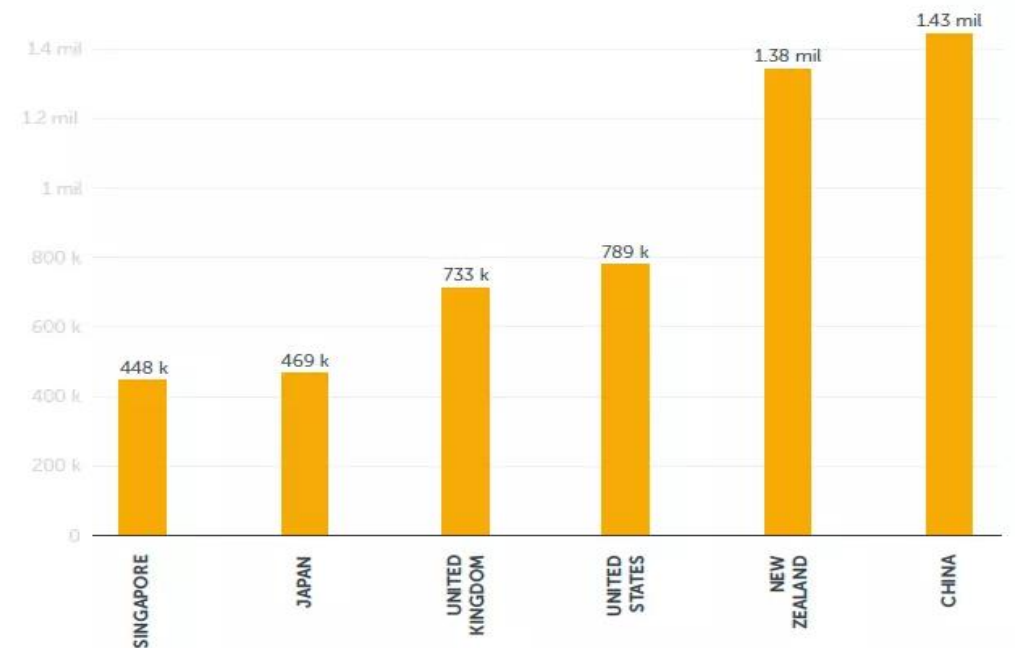|	0	1	2	3	4
0	NaN	Direct tourism contribution	Direct tourism contribution	Total tourism contribution	Total tourism contribution
1	NaN	Gross regional product ($M)	Employment ('000)	Gross regional product ($M)	Employment ('000)
2	NaN	NaN	NaN	NaN	NaN
3	Sydney	10467	87.3	19892	136.1
4	Blue Mountains	293	3.7	550	5.1

Data cleaning

▶ After fixing all the issue, the final data set is:

	NSW Regions	Direct tourism contribution Gross regional product ($M)	Direct tourism contribution Employment ('000)	Total tourism contribution Gross regional product ($M)	Total tourism contribution Employment ('000)
0	Sydney	10467	87.3	19892	136.1
1	Blue Mountains	293	3.7	550	5.1
2	Capital Country	320	4.3	639	6.0
3	Central Coast	451	6.3	858	8.5
4	Central NSW	546	8.3	1093	11.2

Exploratory Data Analysis

▶ From the analysis, it has been found that Sydney is the highest contributor in NSW economy in tourism sector. Top six countries people visit Australia from are: China, New Zealand, USA, UK, Japan and Singapore.

Arrivals by country 2018 (year ending 2018)

Chinese tourists spent $12 billion while in Australia in 2018. The main purpose for travelling to Australia was for holidays. 1.43 mil people from China visited Australia in 2018. The most popular destinations were Sydney with 57%, Melbourne with 51%, and Brisbane with 20% of visitors. Chinese visitors spent an average of 43 nights in Australia. China has a population of 1.38 billion people meaning that less than 1% of their population visited Australia in 2018.

Exploratory Data Analysis

As most of the tourists are coming from China, there are a possibility to start new Chinese restaurants in Sydney if there is not enough restaurant in city. Then find the out the details of Chinese restaurants which are available in city.

Only one Chinese restaurant found near to Sydney city.

```
In [117]: dataframe_filtered.name

Out[117]: 0            The Gantry Restaurant & Bar
          1                Bennelong Restaurant
          2                      Aria Restaurant
          3             The East Chinese Restaurant
          4               Rossini Restaurant & Cafe
          5                Waterfront Restaurant
          6           Aqua Luna Bar & Restaurant
          7                  Wildfire Restaurant
          8           Playfair Terrace Restaurant
          9           Playfair Terrace Restaurant
          10         Harbourside Cafe / Restaurant
          11                          City Extra
          12                                Quay
          13              La Capannina Restaurant
          14     The MCA Cafe & Sculpture Terrace
          15                            Caminetto
          16                            The Deck
          17                   Harbourview Hotel
          18                            Q Dining
          Name: name, dtype: object
```

Conclusion

As there is only one Chinese restaurant found in Sydney city and almost 57% visitors are coming to Sydney, there is a great potential to establish new Chinese restaurant in Sydney which could be demandable for the visitors.