

Perth Hospitality Investment Opportunity

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December 12, 2020

Overview

The presentation summarises analysis undertaken in order to determine which Perth CBD Suburb is prime for more hospitality investment.

Understanding the Scenario

Pandemic

Covid-19 has impacted the Perth tourism industry in 2020.

The opportunity

Before the pandemic

- Over 4.7 million visitors travelled to Perth in the year ending June 2020
- Majority are Domestic Overnight visitors staying in the CBD.

We are likely to see an explosion of visitors in 2022.

Where to Invest??

Identifying with Perth Suburb is best for new Hospitality investment

Project objective:

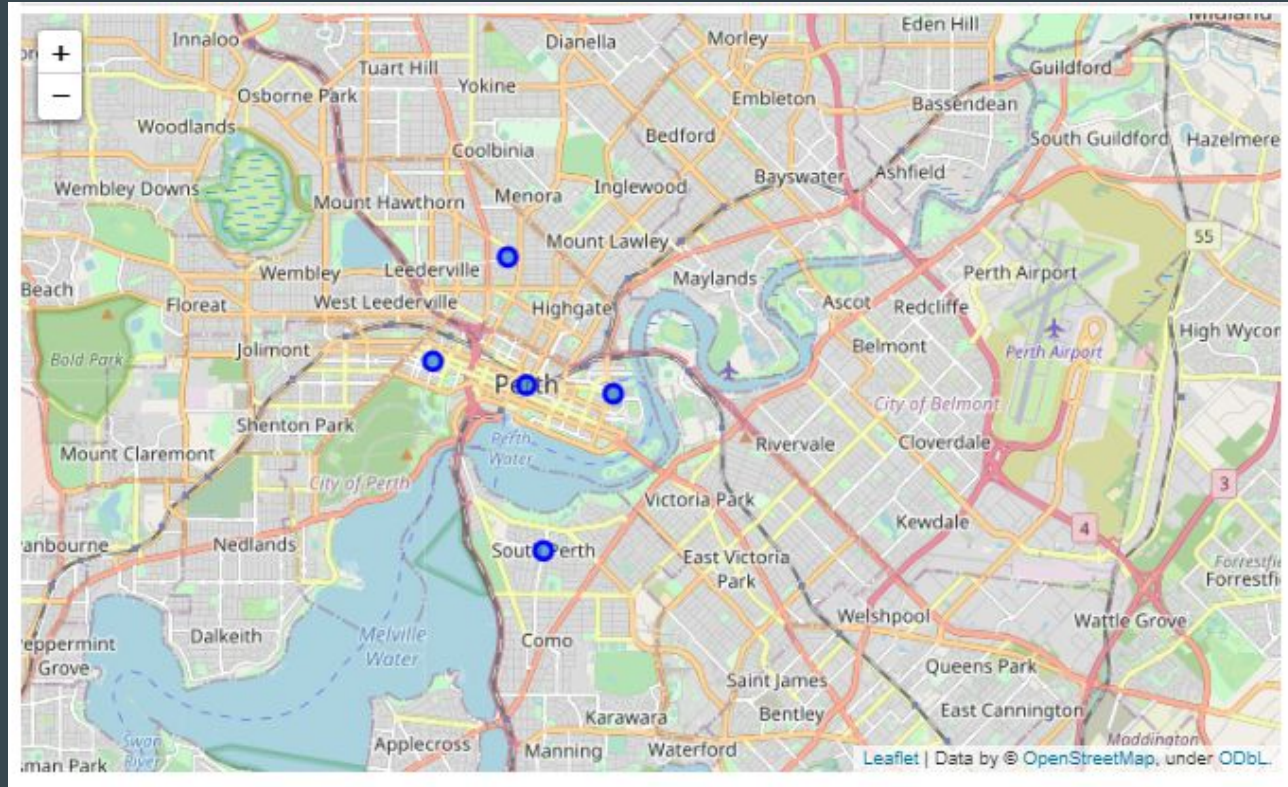
**To determine which Perth City
Suburb is best for new
hospitality investment**

Perth Suburbs Surrounding the CBD

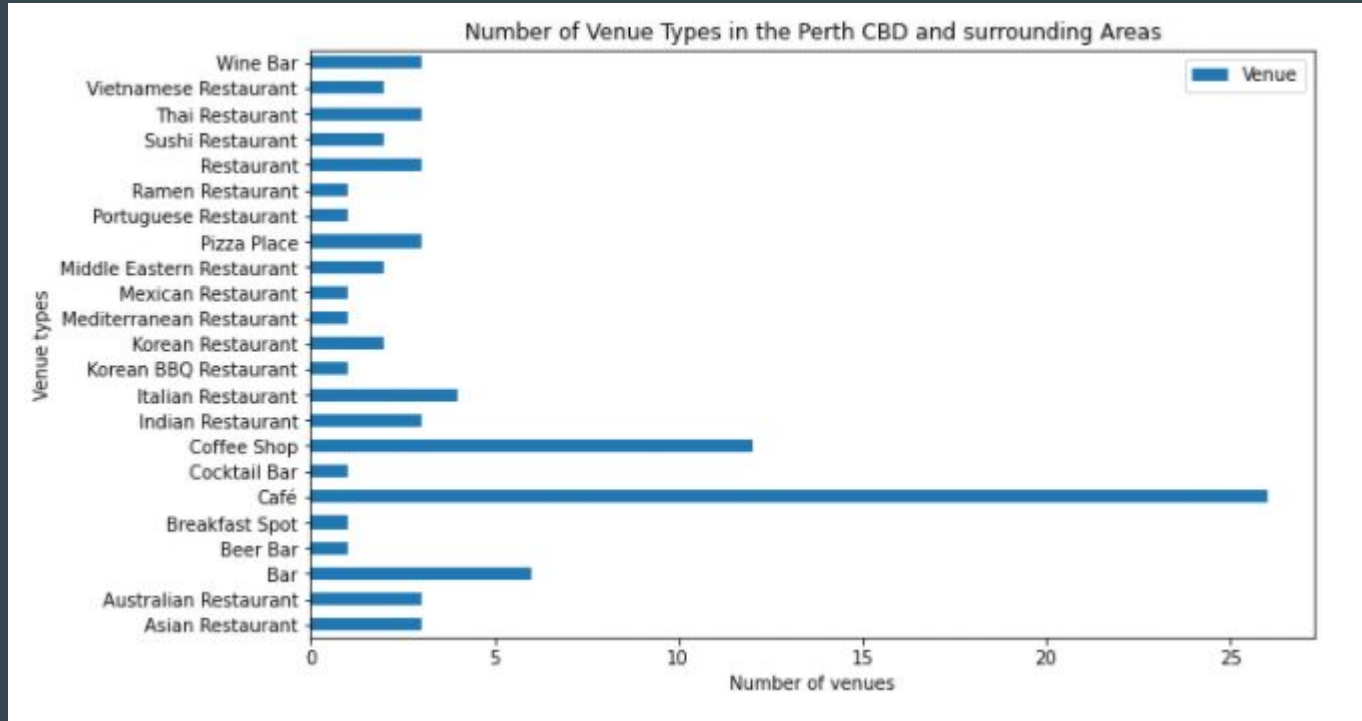
```
perth_venues = getNearbyVenues(names=df['Suburb'],  
                                latitudes=df['Latitude'],  
                                longitudes=df['Longitude']  
                                )
```

East Perth
North Perth
Perth City
South Perth
West Perth

Perth Suburbs Surrounding the CBD



Perth Suburbs Surrounding the CBD - Venue Types



Top 10 Venues by Type

----Perth City----		
	venue	freq
0	Coffee Shop	0.15
1	Bar	0.10
2	Café	0.10
3	Wine Bar	0.08
4	Australian Restaurant	0.05
5	Vietnamese Restaurant	0.05
6	Sushi Restaurant	0.05
7	Restaurant	0.05
8	Korean Restaurant	0.05
9	Indian Restaurant	0.05

Most Diversity of venue type

----West Perth----		
	venue	freq
0	Café	0.50
1	Coffee Shop	0.12
2	Italian Restaurant	0.12
3	Asian Restaurant	0.06
4	Bar	0.06
5	Thai Restaurant	0.06
6	Australian Restaurant	0.06
7	Middle Eastern Restaurant	0.00
8	Vietnamese Restaurant	0.00
9	Sushi Restaurant	0.00

----North Perth----		
	venue	freq
0	Café	0.36
1	Coffee Shop	0.18
2	Middle Eastern Restaurant	0.09
3	Bar	0.09
4	Thai Restaurant	0.09
5	Indian Restaurant	0.09
6	Pizza Place	0.09
7	Asian Restaurant	0.00
8	Vietnamese Restaurant	0.00
9	Sushi Restaurant	0.00

----East Perth----		
	venue	freq
0	Café	0.43
1	Italian Restaurant	0.14
2	Asian Restaurant	0.07
3	Breakfast Spot	0.07
4	Coffee Shop	0.07
5	Restaurant	0.07
6	Korean BBQ Restaurant	0.07
7	Pizza Place	0.07
8	Middle Eastern Restaurant	0.00
9	Vietnamese Restaurant	0.00

Moderate Diversity of venue type

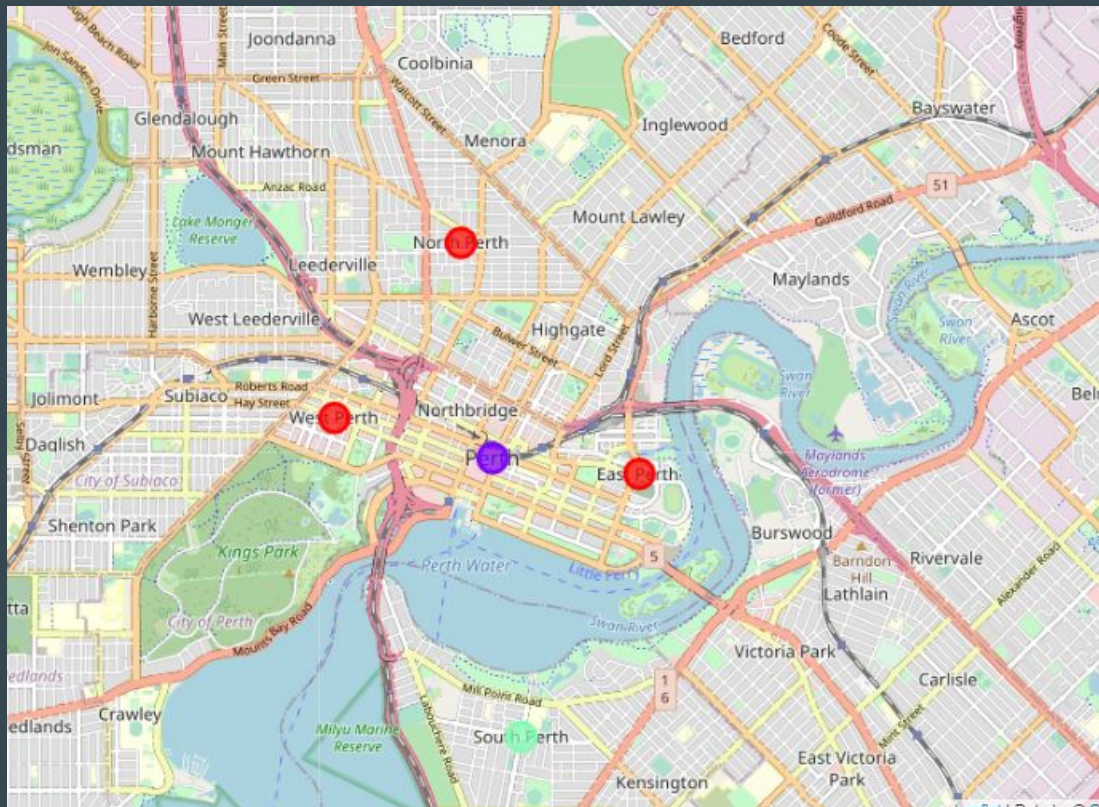
----South Perth----		
	venue	freq
0	Café	0.8
1	Coffee Shop	0.2
2	Asian Restaurant	0.0
3	Mexican Restaurant	0.0
4	Vietnamese Restaurant	0.0
5	Thai Restaurant	0.0
6	Sushi Restaurant	0.0
7	Restaurant	0.0
8	Ramen Restaurant	0.0
9	Portuguese Restaurant	0.0

Low Diversity of venue type

Most Common venue Type

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	East Perth	Café	Italian Restaurant	Asian Restaurant	Restaurant	Breakfast Spot	Pizza Place	Coffee Shop	Korean BBQ Restaurant	Australian Restaurant	Bar
1	North Perth	Café	Coffee Shop	Thai Restaurant	Bar	Pizza Place	Middle Eastern Restaurant	Indian Restaurant	Wine Bar	Italian Restaurant	Australian Restaurant
2	Perth City	Coffee Shop	Bar	Café	Wine Bar	Vietnamese Restaurant	Australian Restaurant	Indian Restaurant	Korean Restaurant	Restaurant	Sushi Restaurant
3	South Perth	Café	Coffee Shop	Wine Bar	Korean BBQ Restaurant	Australian Restaurant	Bar	Beer Bar	Breakfast Spot	Cocktail Bar	Indian Restaurant
4	West Perth	Café	Coffee Shop	Italian Restaurant	Asian Restaurant	Thai Restaurant	Australian Restaurant	Bar	Korean BBQ Restaurant	Beer Bar	Breakfast Spot

K-means Clustering of Suburbs



The Suburbs were
Clustered into 3
distinct groups

Location	Venue Variety
East,North, West Perth	Moderate
Perth City	High
South Perth	Low

Conclusion

- South Perth has the least variety in terms of hospitality venues. Investment for new Hospitality venue types should be directed to South Perth as a Priority.