

Dining Market Meter Sydney 2009

AMERICAN EXPRESS MARKET METER

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Australia experienced significant economic impact from the global financial turmoil since late Year 2008, possibly leading to negative growth in Dining spend for key cities, including Sydney. The adverse effect on the Sydney Dining industry was obvious in the year-on-year comparison between Years 2008 and 2009. This report brings you the latest insights into the Sydney Dining industry. By leveraging proprietary American Express data, this report outlines the trends and changes in:

- Cardmember Spend at Sydney Casual Dining, Quick Service Restaurant and Fine Dining Segments
- Cardmember Transaction Behavior at the Sydney Dining Scene by Segment
- Dining Spend at Sydney by Cardmember Type
- Consumer Dining Spend Behavior Trends
- Proximity of Dining Spend in Sydney
- Frequency of Visits across Household Income Distribution

Overview of Sydney Dining Industry

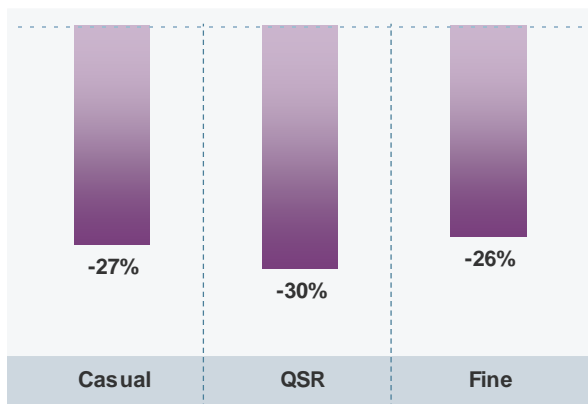
The analysis results show that, Sydney Dining industry spend trends was in line with overall Australia Dining industry spend trends, with both facing significant challenges in the difficult economic environment. Cardmembers showed constraints in their Dining spend and may have chosen to dine in to reduce expenses. Significant drop was observed across all Dining segments in both spend amount and visit frequency perspectives.

Spend Growth by Dining Segment

KEY FINDING

There was a significant fall in spend across all Dining segments in Sydney, in line with the Dining spend trend for Overall Australia. However, the spend decline in Sydney was generally lower than that of Overall Australia.

Australia Dining Spend: Year 2009 vs. Year 2008



QSR in Sydney recorded the greatest fall in spend, despite the general year-on-year fall in spend across all Dining segments.

Source: American Express Cardmember data
Quick Service Restaurant (QSR): Restaurants with smallest average transaction sizes, normalized for Australian market
Casual Dining: Restaurants with moderate average transaction sizes, normalized for Australian market
Fine Dining: Restaurants with largest average transaction sizes, normalized for Australian market

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