





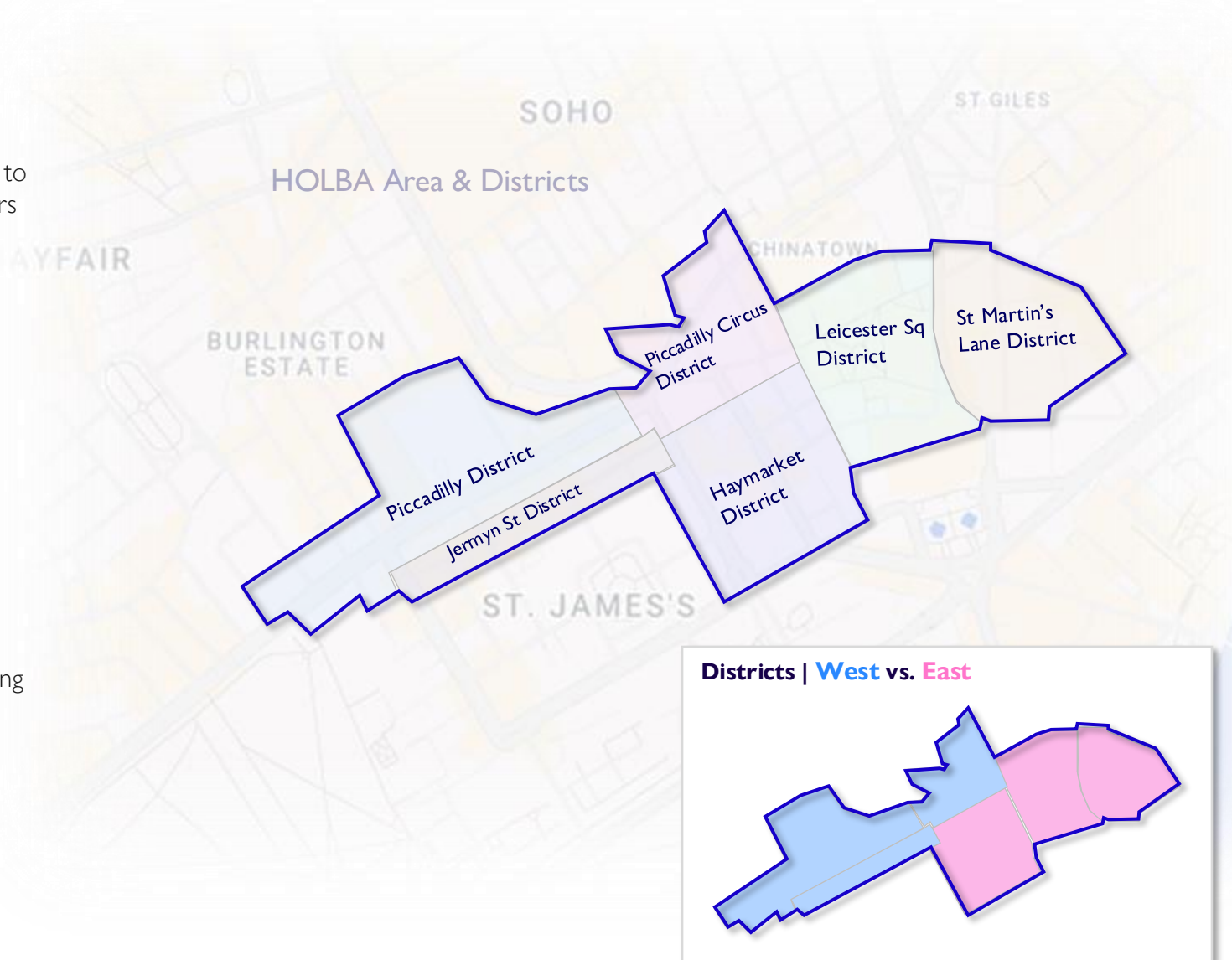
INTRODUCTION & CONTEXT

Heart of London Business Alliance (HOLBA) has partnered with Colliers to provide data and insights on visitors to the HOL area to support members and HOLBA management with trading and strategic decision making.

This monthly report provides key insights from the preceding calendar month, including information about:

- Visitor footfall & profile
- Visitor behaviour
- Visitor catchment
- TfL station usage

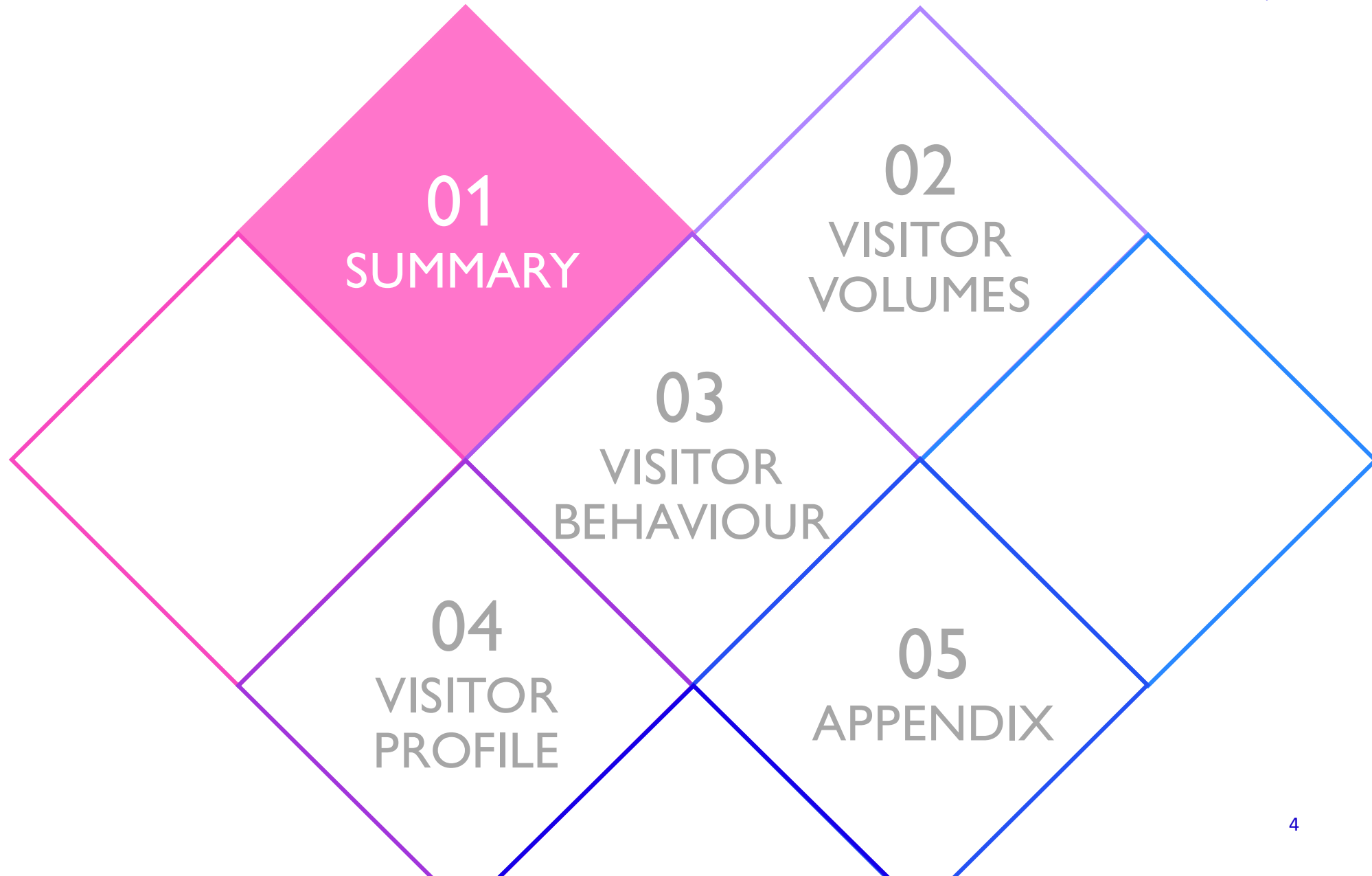
Raw visitor data is sourced from Huq, a leading mobility data provider using mobile phone movements to provide near real-time data on consumer activity across the world.





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EXECUTIVE SUMMARY

August 2025



FEWER VISITS THIS AUGUST COMPARED TO THE RECORD HIGHS

Visits to the Heart of London (HOL) area were down both month-on-month (-7%) and year-on-year (-15%). This is partly because August 2024 was an exceptional month, due to the Olympics in Paris, Taylor Swift's London concerts and good weather, marking the busiest period of the year. Tourist hotspots held up better, with places like Leicester Square seeing visit density more than twice that of the Core West End. In contrast, worker-focused western districts saw a sharper drop.



INTERNATIONAL VISITORS BOOSTED BY SUMMER HOLIDAYS

The share of international visits grew in August, up 6% month-on-month. This was largely driven by a 14% rise in visitors from Asia. In contrast, the proportion of US visitors continued to dip, influenced by the end of the school holidays, wider economic pressures, and a weaker dollar.



SUMMER HOLIDAYS SHIFT VISITOR BEHAVIOUR

August brought a change in how people used the HOL area, shaped by the school summer holidays. With fewer workers around, the weekday share of domestic visitors fell. At the same time, leisure-focused districts became busier in the evenings — for example, 30% of visits to Haymarket happened after 6pm, compared with the HOL average of 25%.



SHIFT IN VISITOR PROFILE REFLECTING INCREASED SOCIAL VISITS

Decline in worker-orientated City Prosperity MOSAIC type in August, down 4% MoM, while there was growth in proportion of visitors from Urban Cohesion segment, representing thriving families in suburbs. HOL area captured a broader demographic base in August, with Top 5 segment types accounting for a lower share of domestic visitors, reflecting the pull-in of domestic social visitors.

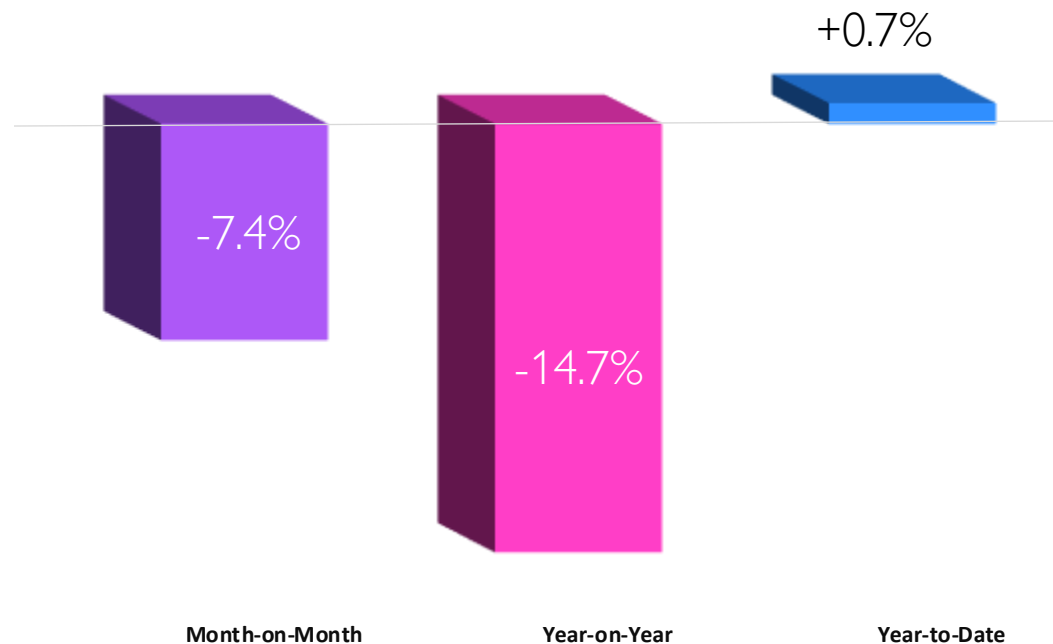




SUMMARY - VISIT VOLUMES

August 2025

HOL visits fell MoM (-7.4%) and YoY (-14.7%), compared to August 2024 — the busiest month of last year.





SUMMARY - VISIT DWELL

August 2025

Visitors typically spent **2 hrs 26 mins** in the HOL area, up **+5 mins** vs. 2025 average.

+32 mins
YoY



+5 mins
vs. 2025 YtD
average



SUMMARY - DOMESTIC VISITOR ORIGIN

August 2025

72.1% of visits came from the Core Catchment area, down **6.5%** from July, reflecting fewer local workers and more visitors from further afield.

Total Catchment | **91.0%** visitors

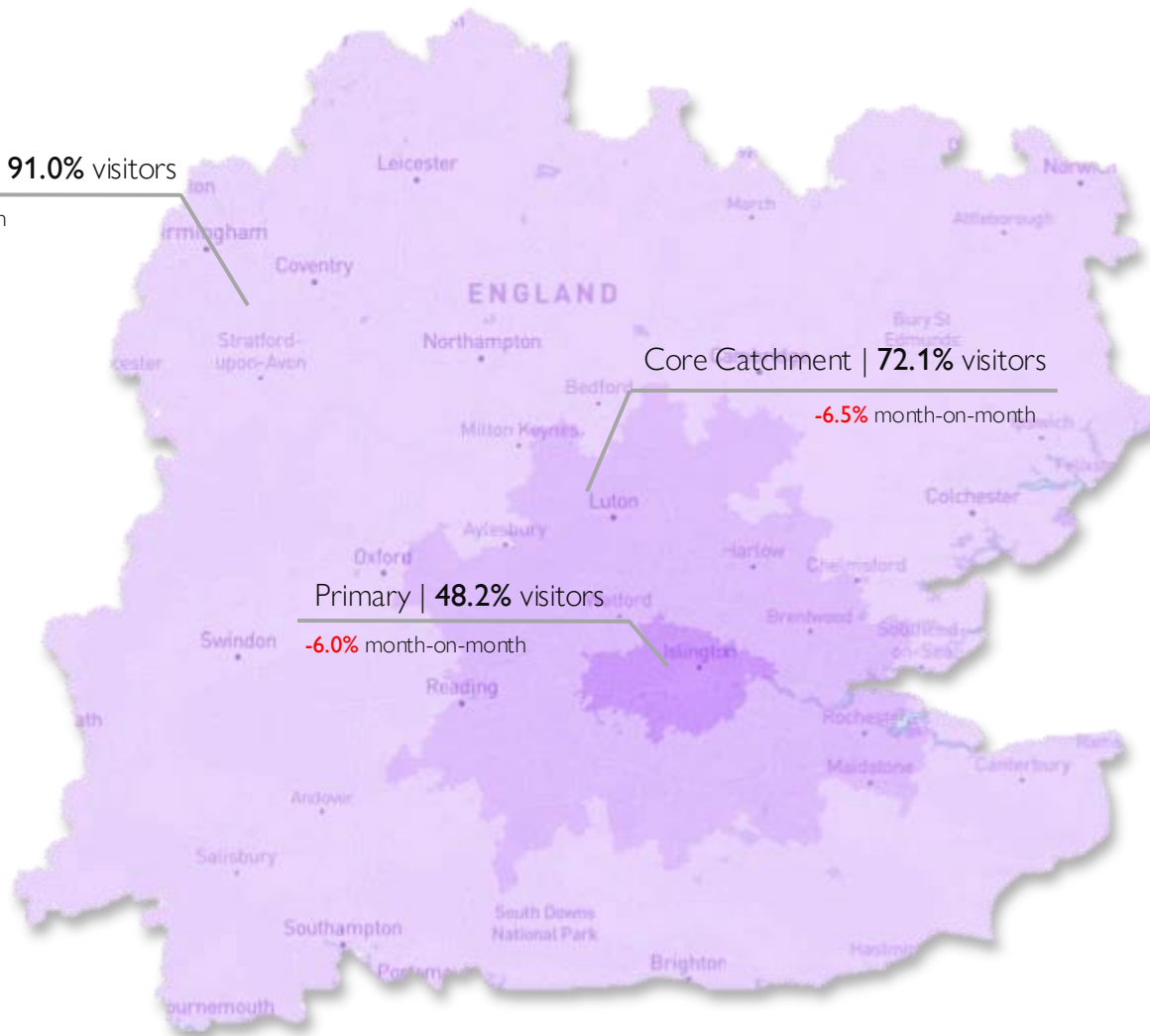
-1.9% month-on-month

Core Catchment | **72.1%** visitors

-6.5% month-on-month

Primary | **48.2%** visitors

-6.0% month-on-month



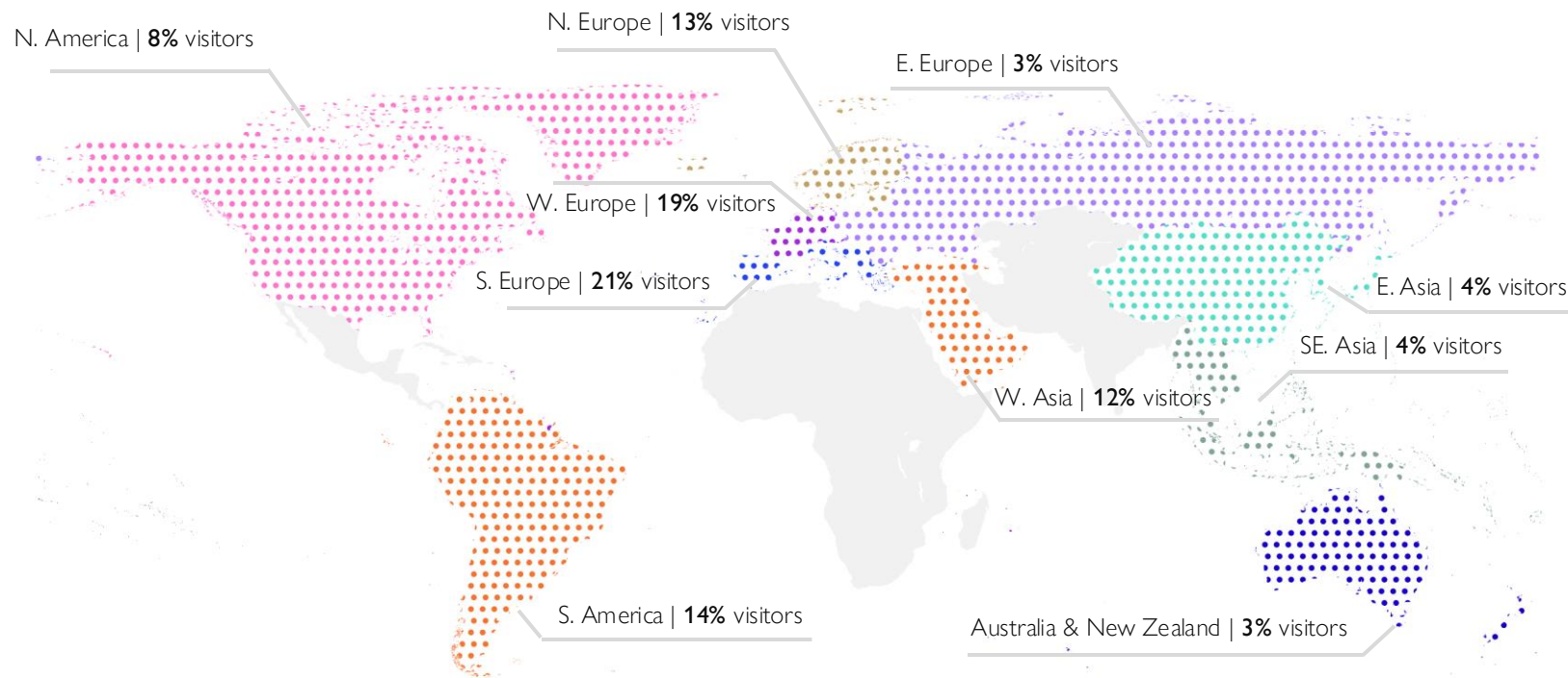


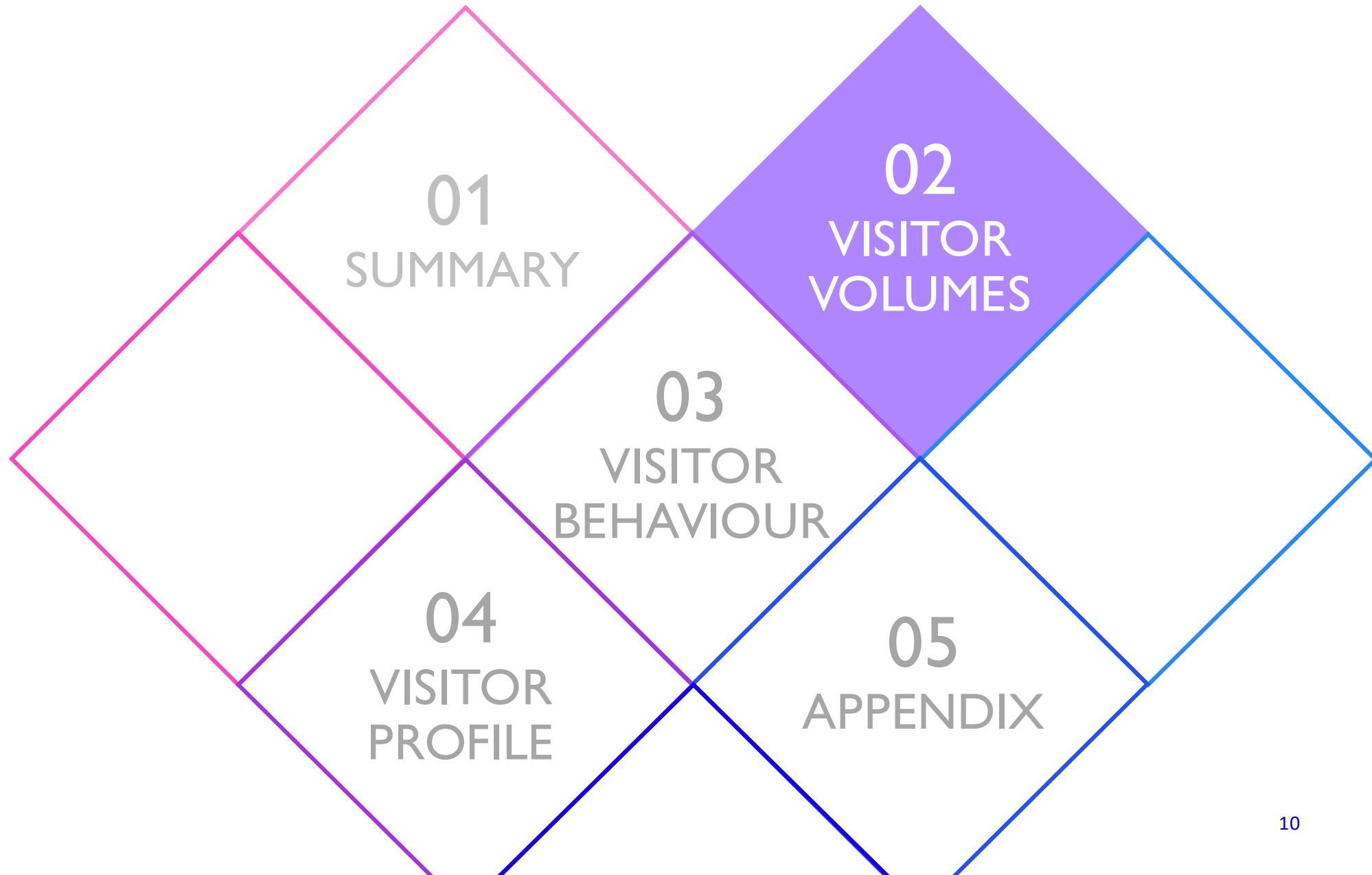
SUMMARY - INTERNATIONAL VISITATION

August 2025

22.3% of all visitors were from outside the UK, **up 5.7%** from July, with 56% of international visitors coming from **Europe**.

Share of International Visits (%)

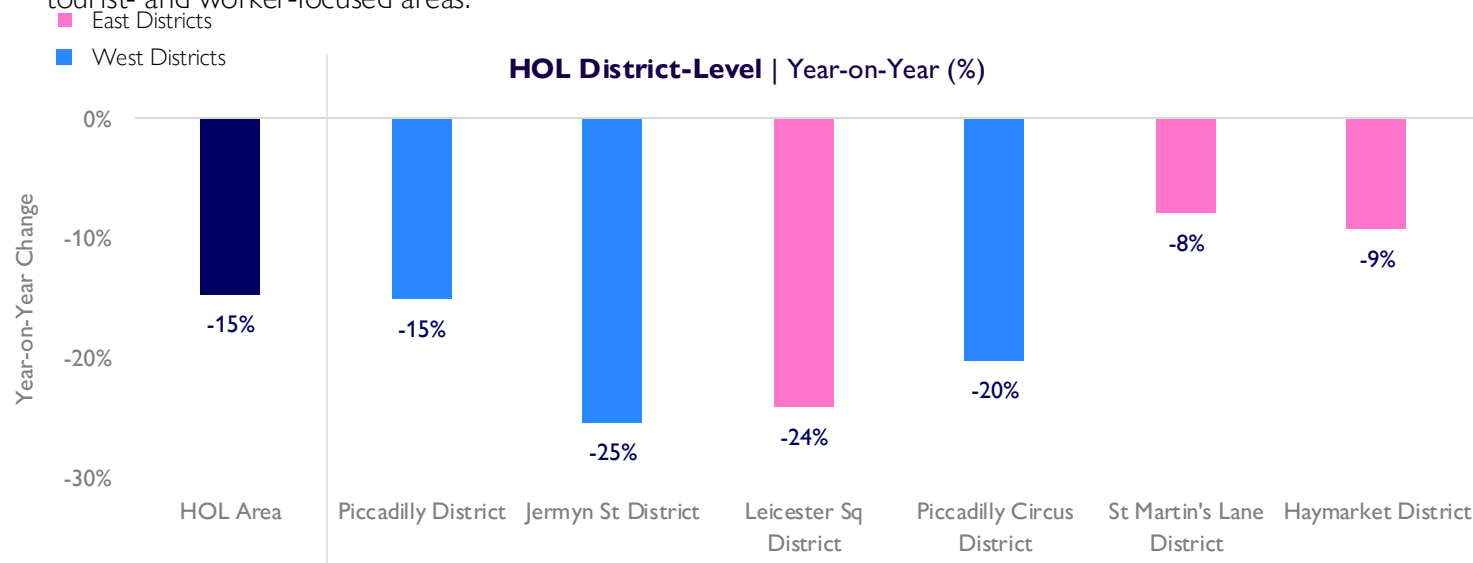




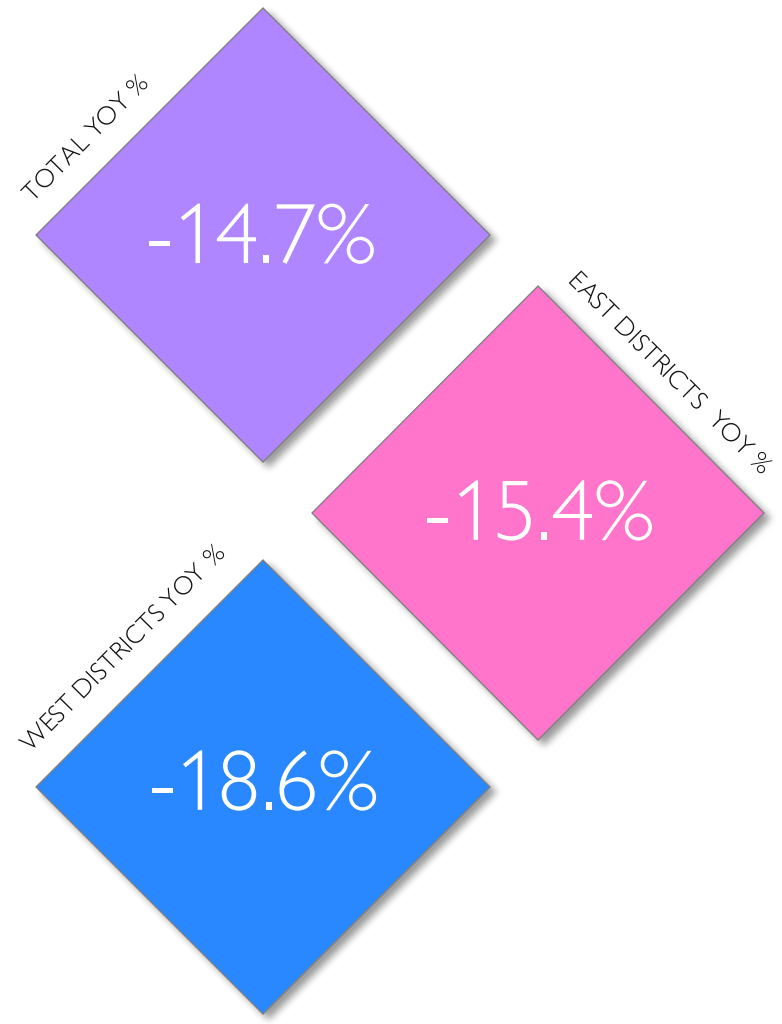


VISIT VOLUMES DOWN -14.7% YEAR-ON-YEAR, WITH SLIGHTLY LESS DECLINE IN TOURIST-FOCUSED DISTRICTS TO THE EAST

- Visits to the HOL area fell 14.7% YoY, partly due to the exceptional performance in Aug 2024, due to due to the Olympics in Paris, Taylor Swift's London concerts and good weather. Compared with August 2023, footfall fell only 3.3%.
- Tourist-focused eastern districts saw a slightly smaller decline.
- Less cross-visitation between districts contributed to the overall decline, affecting both tourist- and worker-focused areas.



Eastern Districts include St Martin's Lane, Leicester Sq, Haymarket District

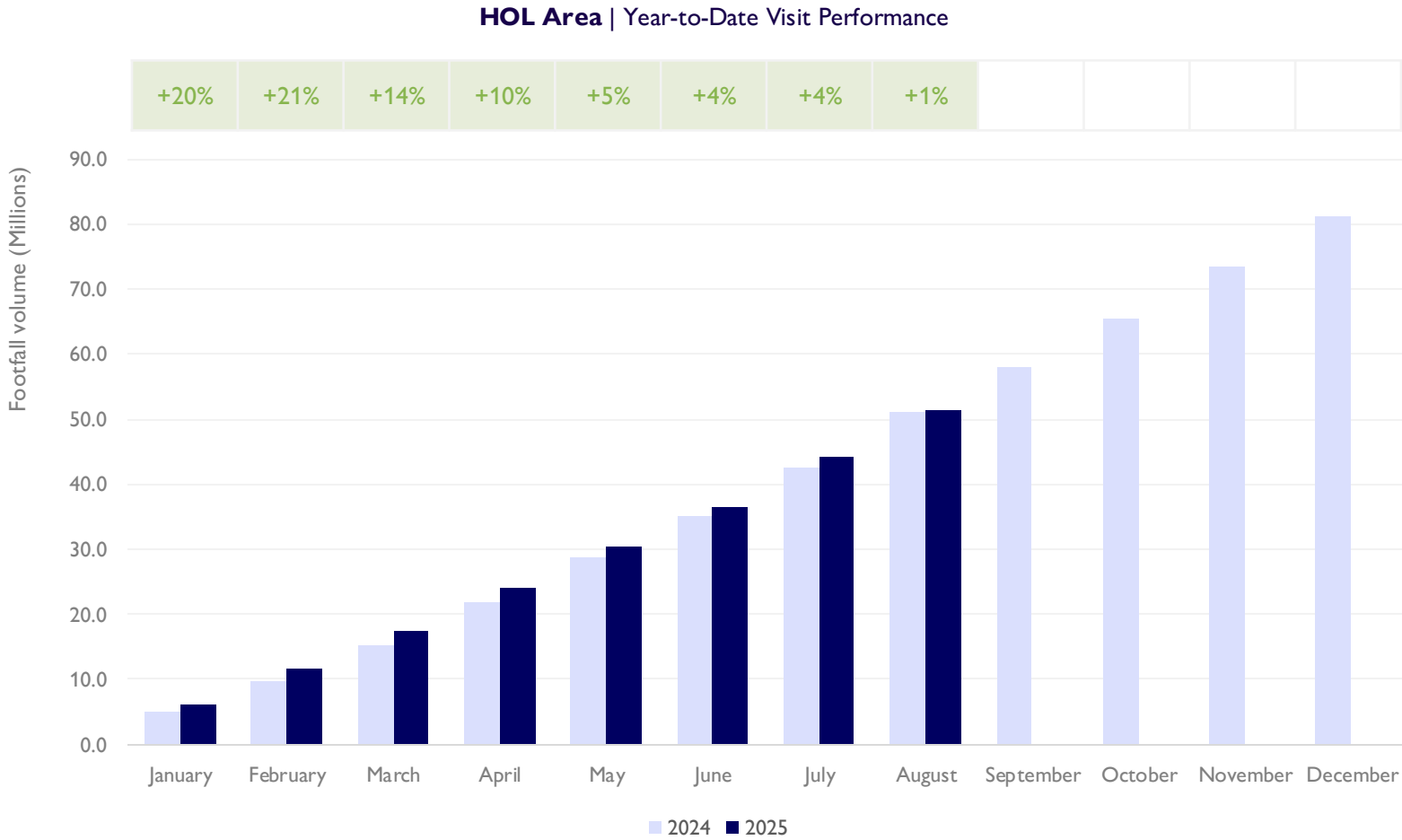




YEAR-TO-DATE PERFORMANCE UP +1% ACROSS HOL AREA AS OF THE END OF AUGUST

HOL AREA
+1% year-to-date

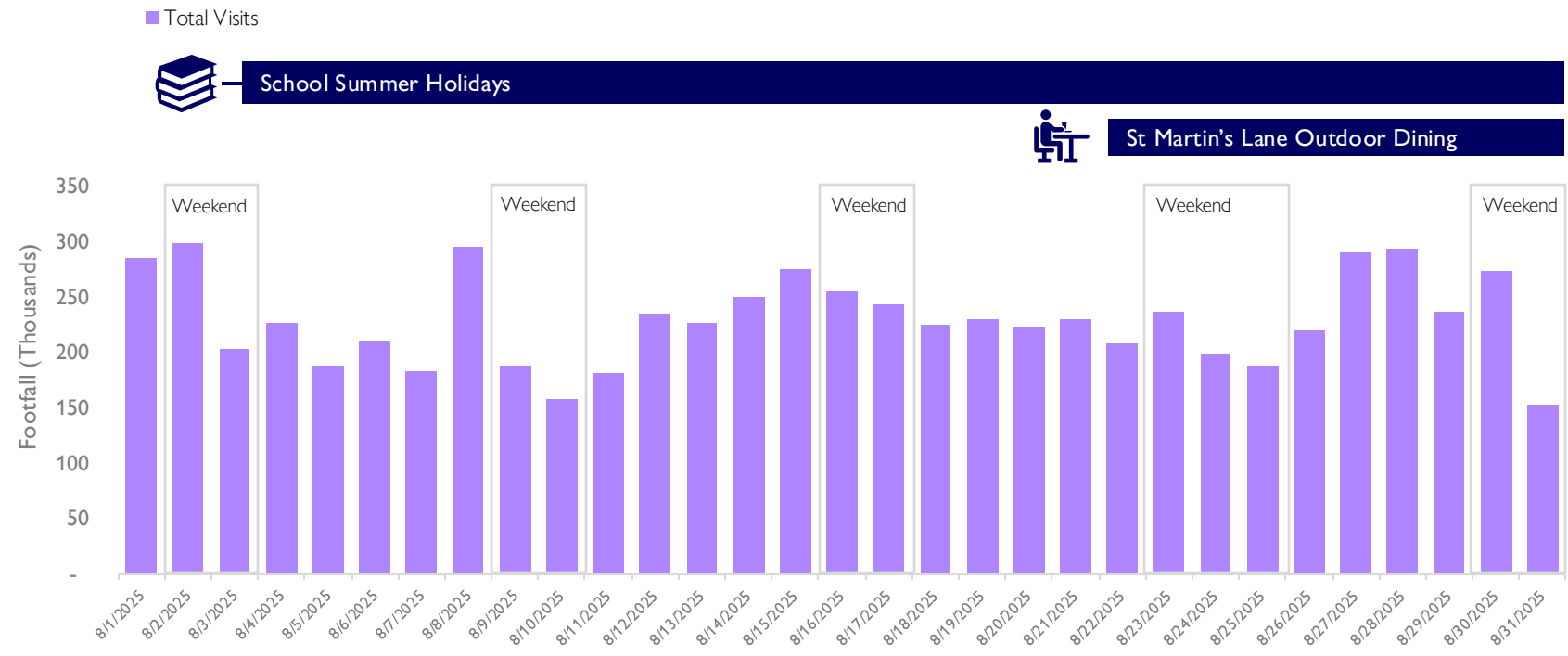
- August visit decline has slowed year-to-date performance seen across 2025
- YtD visits are up **1% vs. 2024**, showing slight increase in performance vs. the same period last year.





PEAK VISIT PERFORMANCE IN SECOND WEEK OF THE MONTH, IN-LINE WITH SLIGHTLY WARMER TEMPERATURES

HOL Area | Monthly Footfall



- Visits relatively consistent throughout August 2025 due to impact of school summer holidays providing greater flexibility for social visits.
- August bank holiday (25th) saw visits down 8% vs. typical Monday in August, while uplift in visits towards the middle of Week 35.
 - Wednesday 27th & Thursday 28th saw visits 22% ahead of average visit volumes for each respective day

Avg. Daily Visits

Avg. Daily Temps.

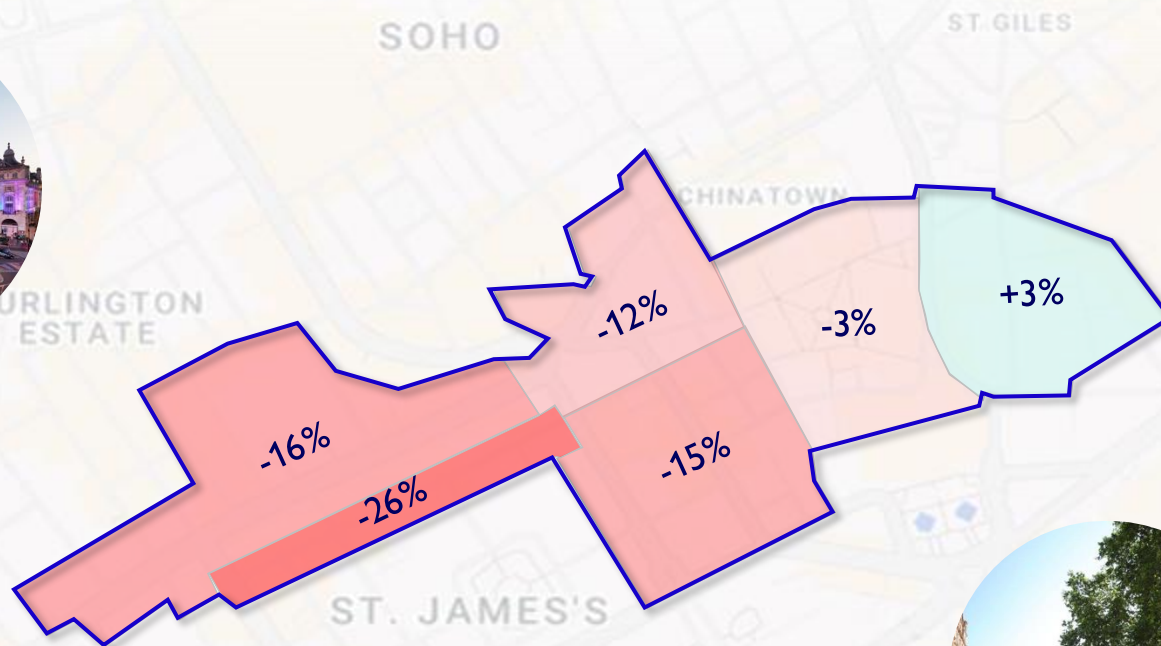
Week 32	Week 33	Week 34	Week 35
206,816	238,208	221,254	236,281
19.2°C	21.7°C	18.4°C	18.3°C



ALL DISTRICTS EXCEPT ST MARTIN'S LANE EXPERIENCED DECLINE MONTH-ON-MONTH IN AUGUST

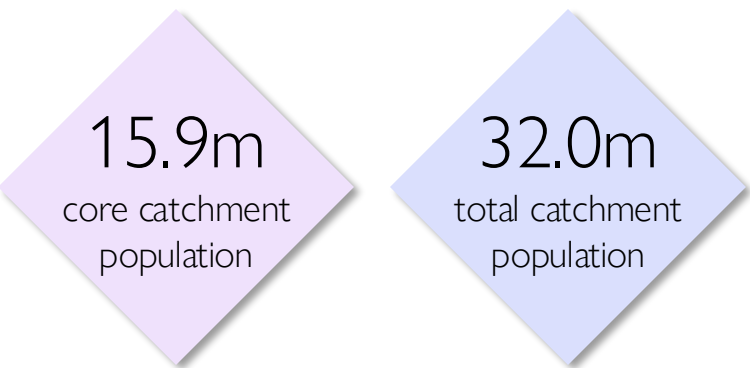


- Overall, HOL visits fell **7% MoM**, with declines across all districts except St Martin's Lane.
- St Martin's Lane saw a **3% rise** in visits, boosted by the street's outdoor dining event in the last week of the month.
- Jermyn Street District experienced the largest MoM drop, largely due to fewer workers in the area.



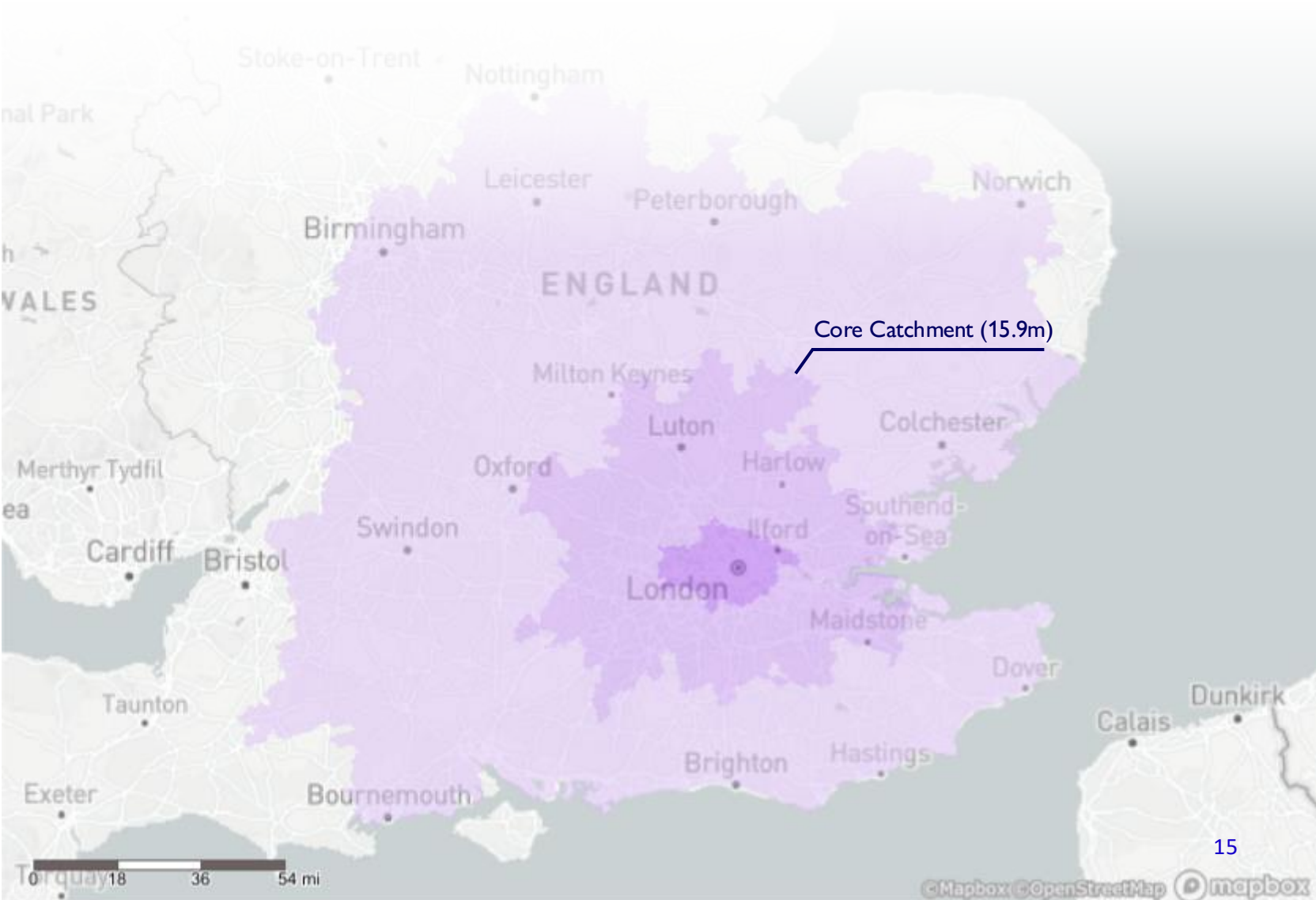


15.9M PEOPLE IN HOL AREA’S DOMESTIC CORE CATCHMENT



Catchment Band		Population (millions)
	Primary	6.9m
	Secondary	8.9m
Core Catchment <i>(75% of visitors)</i>		15.9m
	Tertiary	16.2m
Total Catchment <i>(90% of visitors)</i>		32.0m

Catchment defined from FY24 (April 24 – Mar 25) visitor behaviour

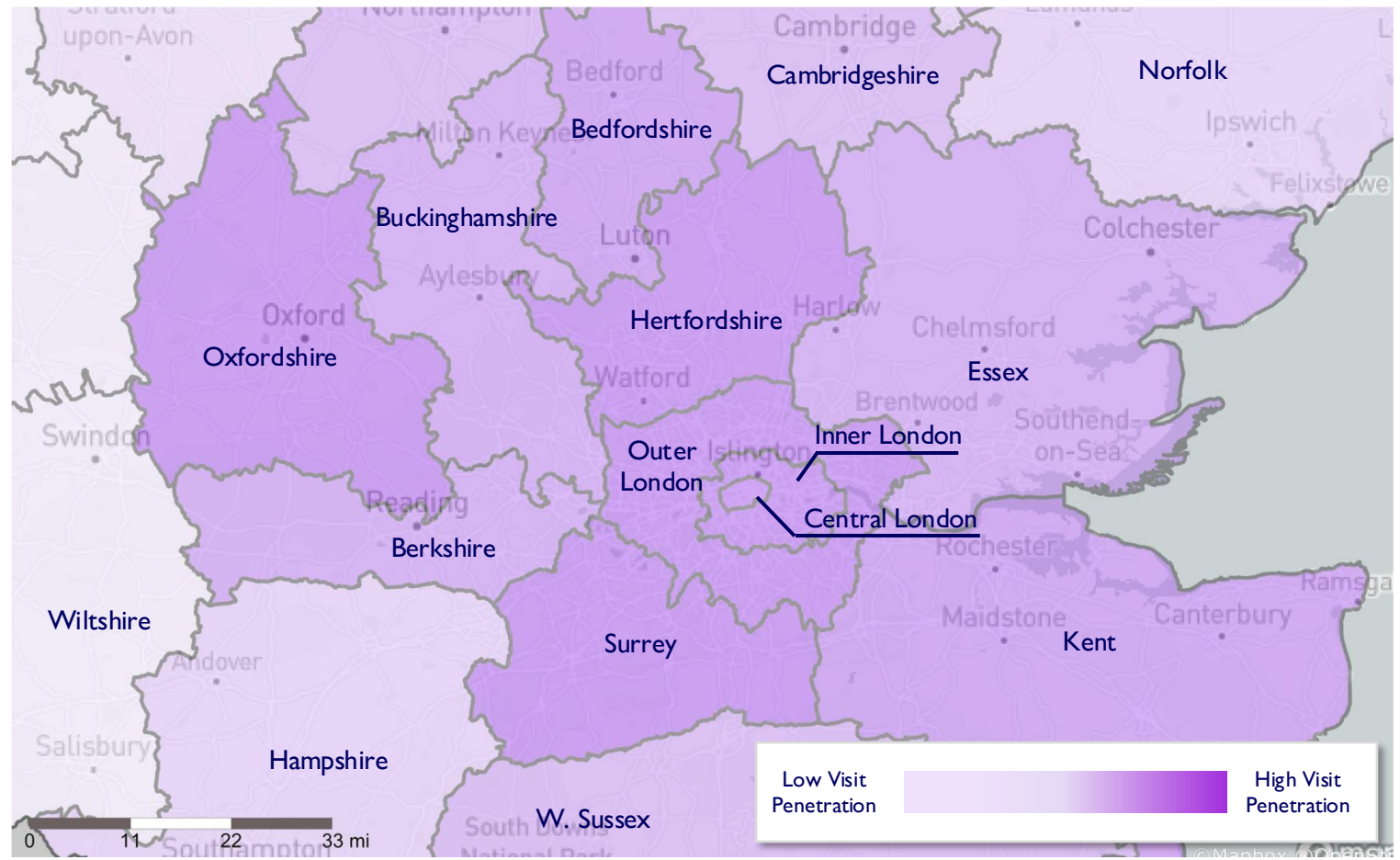
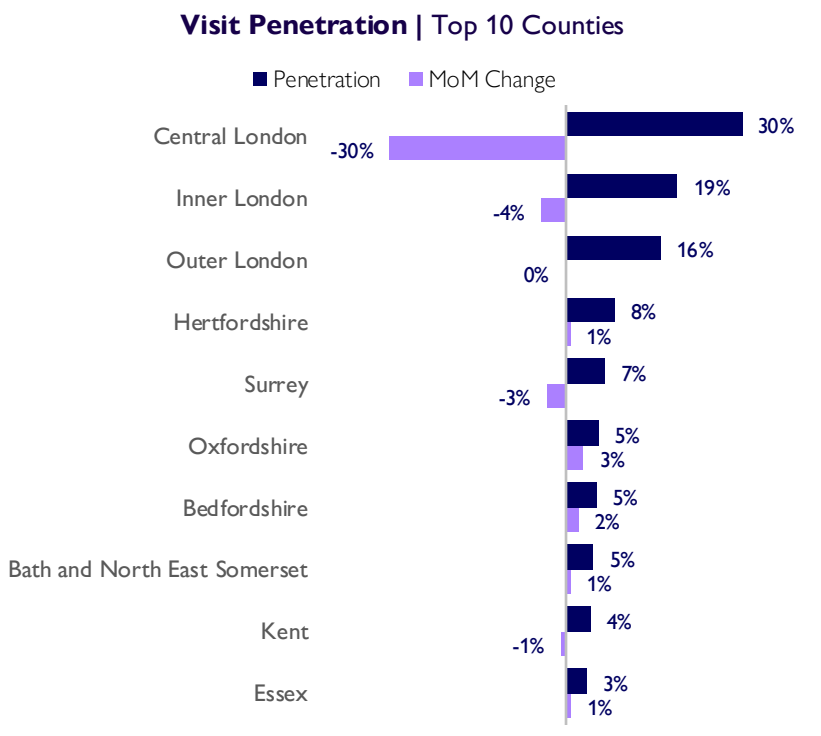




DECLINE IN VISIT PENETRATION FROM CENTRAL LONDON, WITH MORE SOCIAL VISITORS FROM FURTHER AFIELD IN AUGUST

30% of visitors from Central London

-30% Decreased penetration from Central London month-on-month



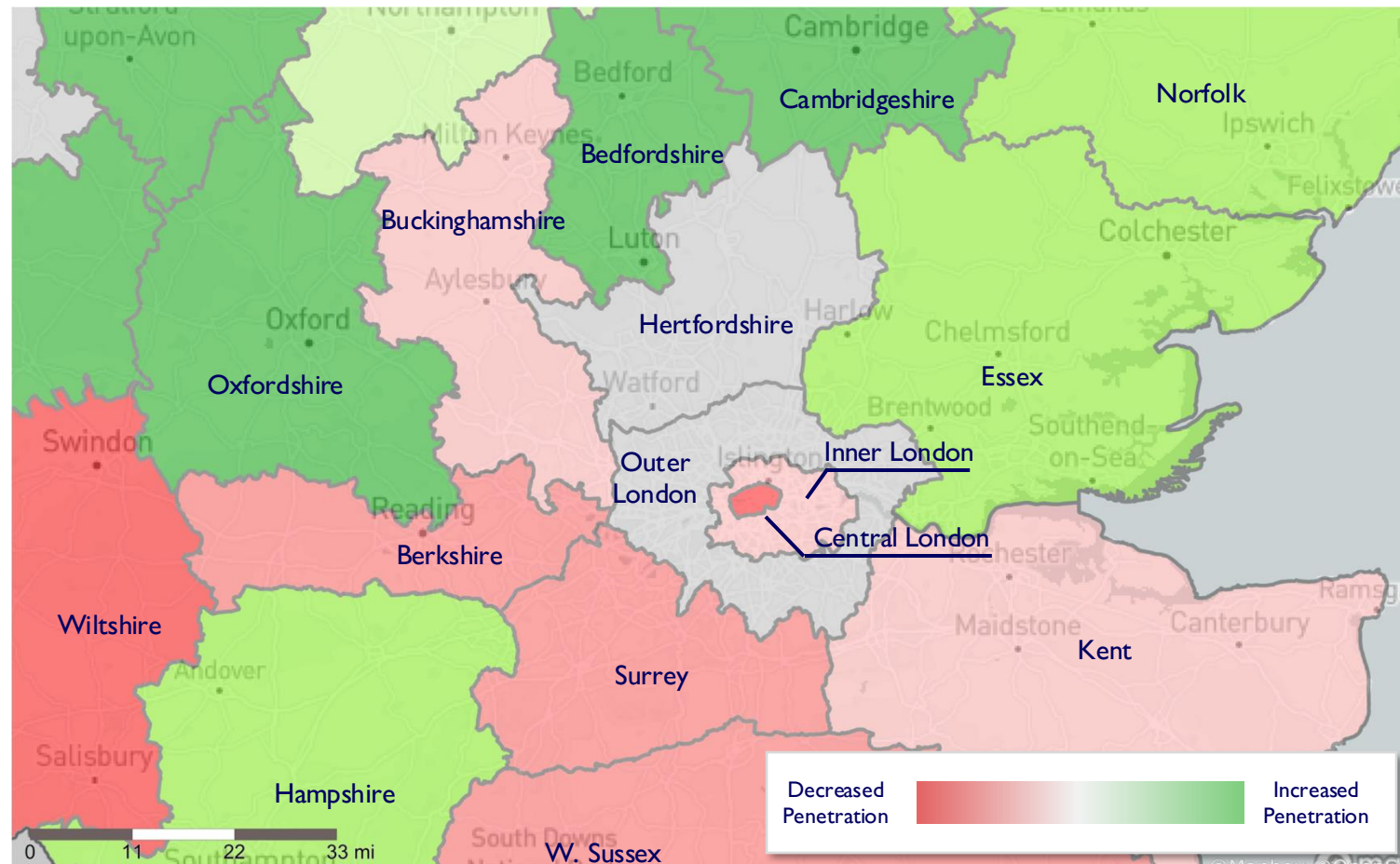
Penetration refers to % of population from a zone that visits HOL area



LACK OF WORKER PRESENCE & GREATER PULL-IN FROM SOCIAL VISITORS IN AUGUST, WITH 4.6% GROWTH IN TERTIARY SHARE

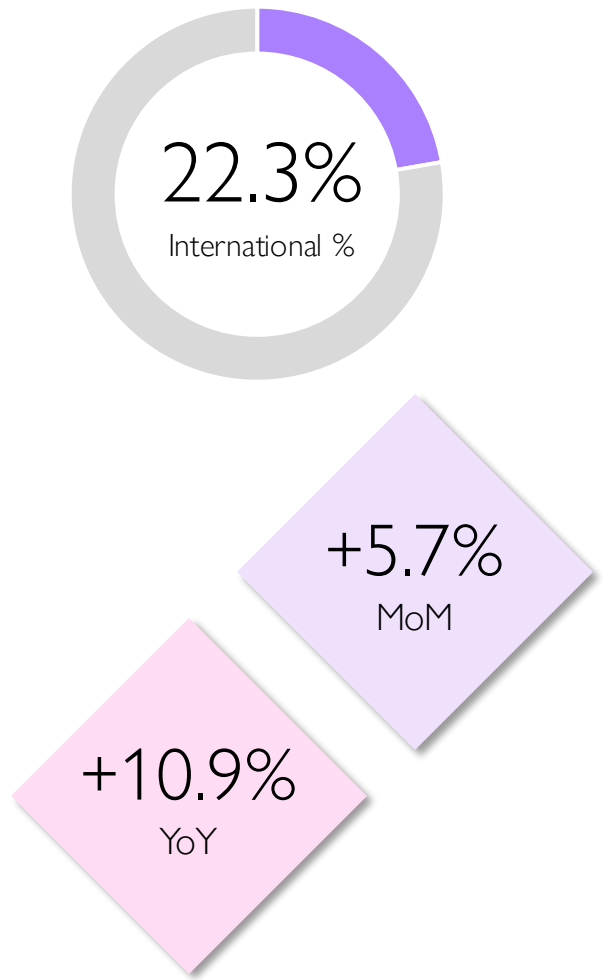
- Total HOL catchment saw **-1.9%** decrease in share of visits, representing higher 'pull-in' from outside of the catchment.
- Large increase in share of visits from Tertiary Catchment, with greater pull from further afield in August alongside reduced worker presence reducing core catchment share.

Catchment Band	Aug-25 Visit %	Percentage Point change vs. previous month
Primary	48.2%	-6.0%
Secondary	23.8%	-0.5%
Core Catchment (75% of visitors)	72.1%	-6.5%
Tertiary	19.0%	4.6%
Total Catchment (90% of visitors)	91.0%	-1.9%
Pull-In	9.0%	1.9%





INCREASED SHARE OF HOL AREA VISITORS FROM OVERSEAS IN AUGUST, DUE TO SCHOOL HOLIDAYS & REDUCED WORKERS

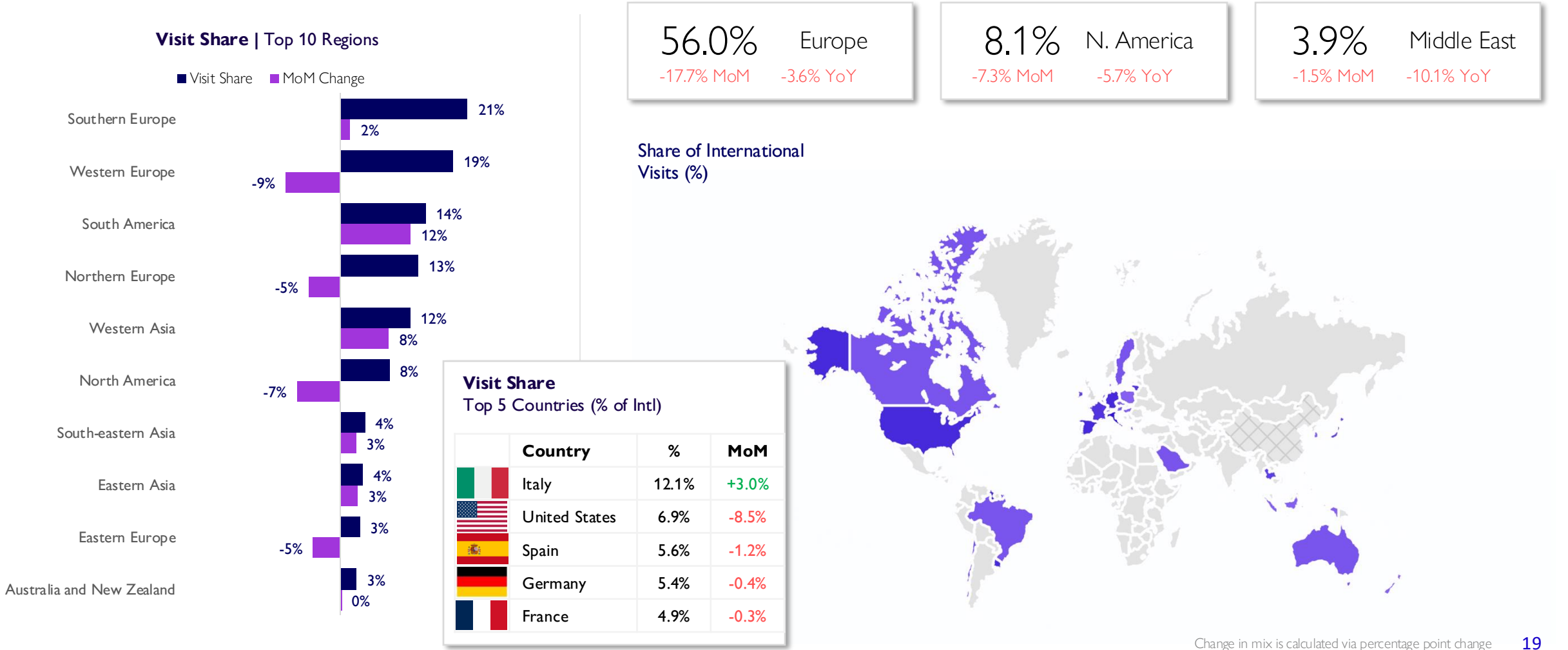


- International visitors made up **22.3%** of all August visits — an 11% increase YoY.
- Further to domestic catchment insights, a reduced worker presence in August led to greater share of HOL area visitors from overseas on social visits.
- All districts experienced strong uplift in international mix MoM & YoY.

Area	International Mix (%)	Month-on-Month	Year-on-Year
HOL Area	22.3%	+5.7%	+10.9%
Piccadilly District	22.2%	+8.0%	+11.0%
Jermyn St District	35.2%	+18.3%	+21.9%
Leicester Sq District	23.2%	+4.2%	+11.4%
Piccadilly Circus District	28.3%	+8.7%	+14.2%
St Martin’s Lane District	25.5%	+4.3%	+13.9%
Haymarket District	31.8%	+14.8%	+16.9%
Core West End	14.9%	+3.0%	+5.9%

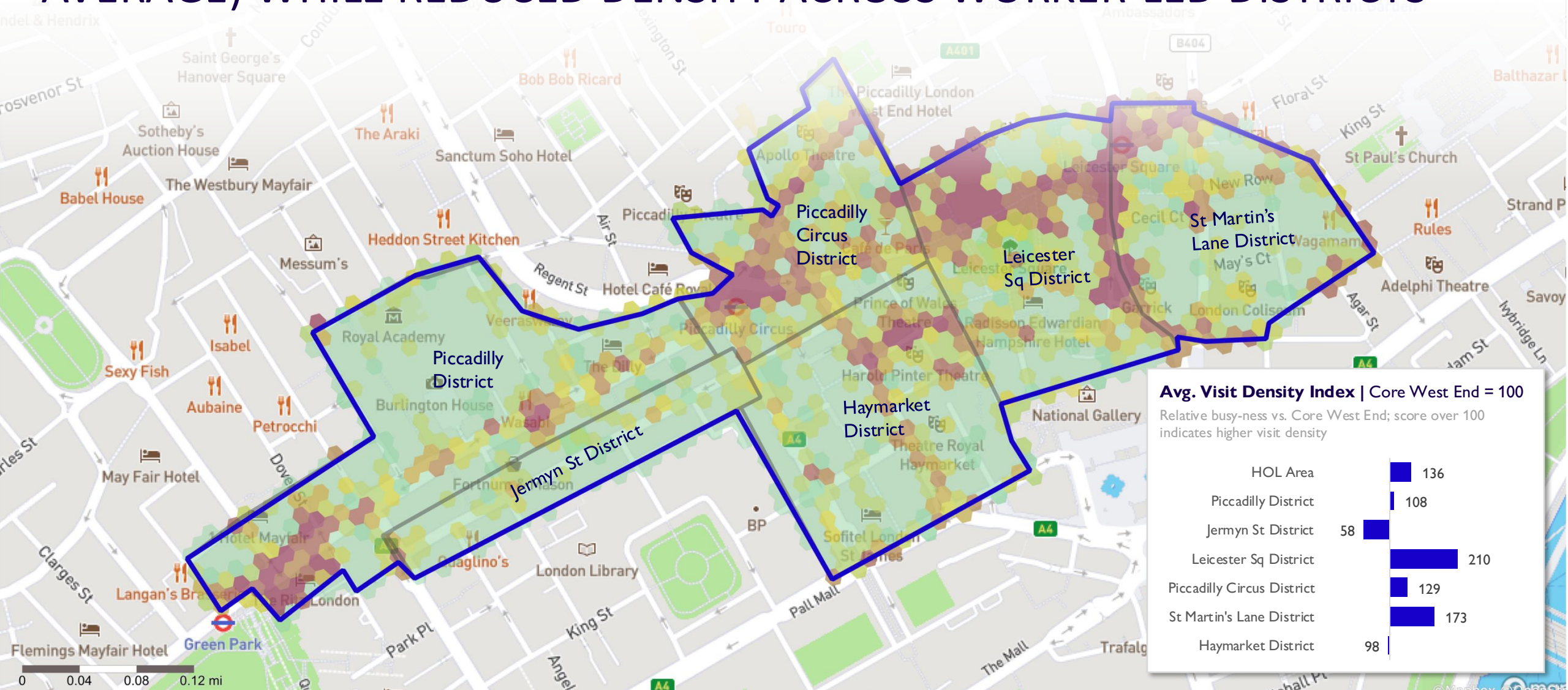


GROWTH IN VISITORS FROM ASIA, WHILE RECENT TREND OF DECLINE IN US VISITORS CONTINUED DUE TO A WEAKENED \$





INCREASED VISIT DENSITY ACROSS LEICESTER SQ DISTRICT (2.1 TIMES AVERAGE) WHILE REDUCED DENSITY ACROSS WORKER-LED DISTRICTS



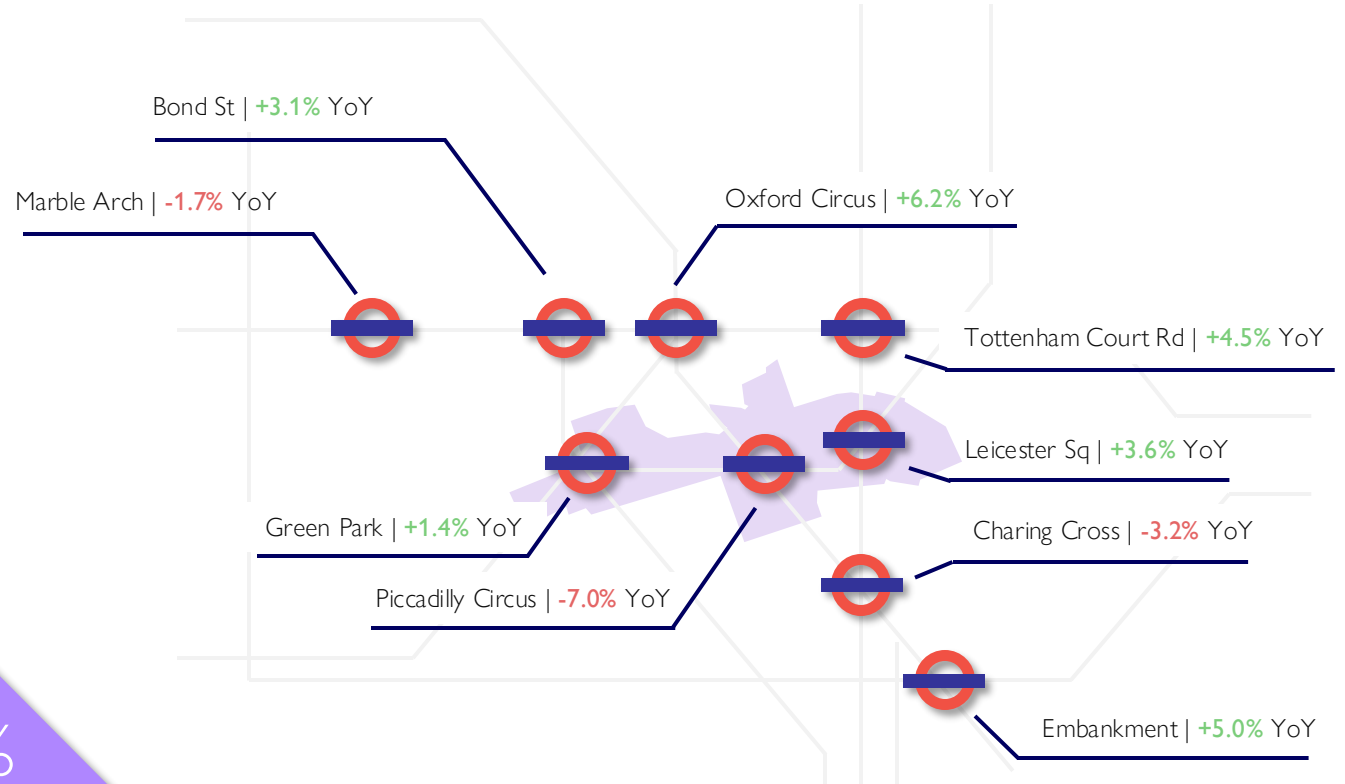


SLIGHT DECLINE IN OVERALL USAGE ACROSS HOL AREA (-0.6%), WITH CONTINUED GROWTH IN ELIZABETH LINE STATIONS

- TfL station usage in the HOL area dropped **0.6% YoY**, despite growth in other West End stations.
- YoY decline driven by Piccadilly Circus station performance (-7.0%).
- Decline in station usage YoY inline with decline of footfall volumes across same period.
- **Elizabeth Line** stations continued **strong growth**, while Piccadilly Line stations saw slight declines, echoing trends from previous months.

Decline in usage from stations within HOL area in August 2025 vs. August 2024¹

-0.6%
YoY



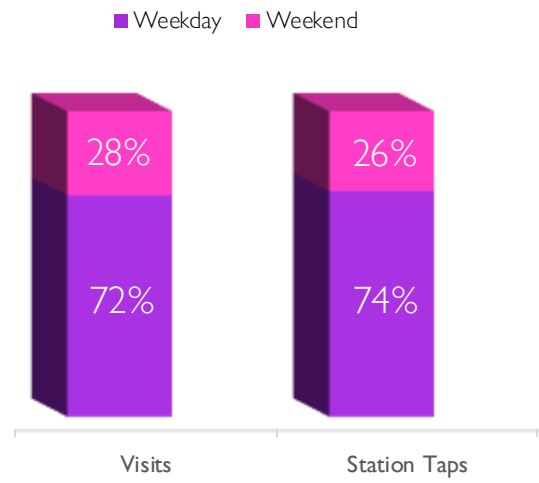
¹ Stations within HOL Area: Leicester Sq, Piccadilly Circus, Green Park
Source: Transport for London



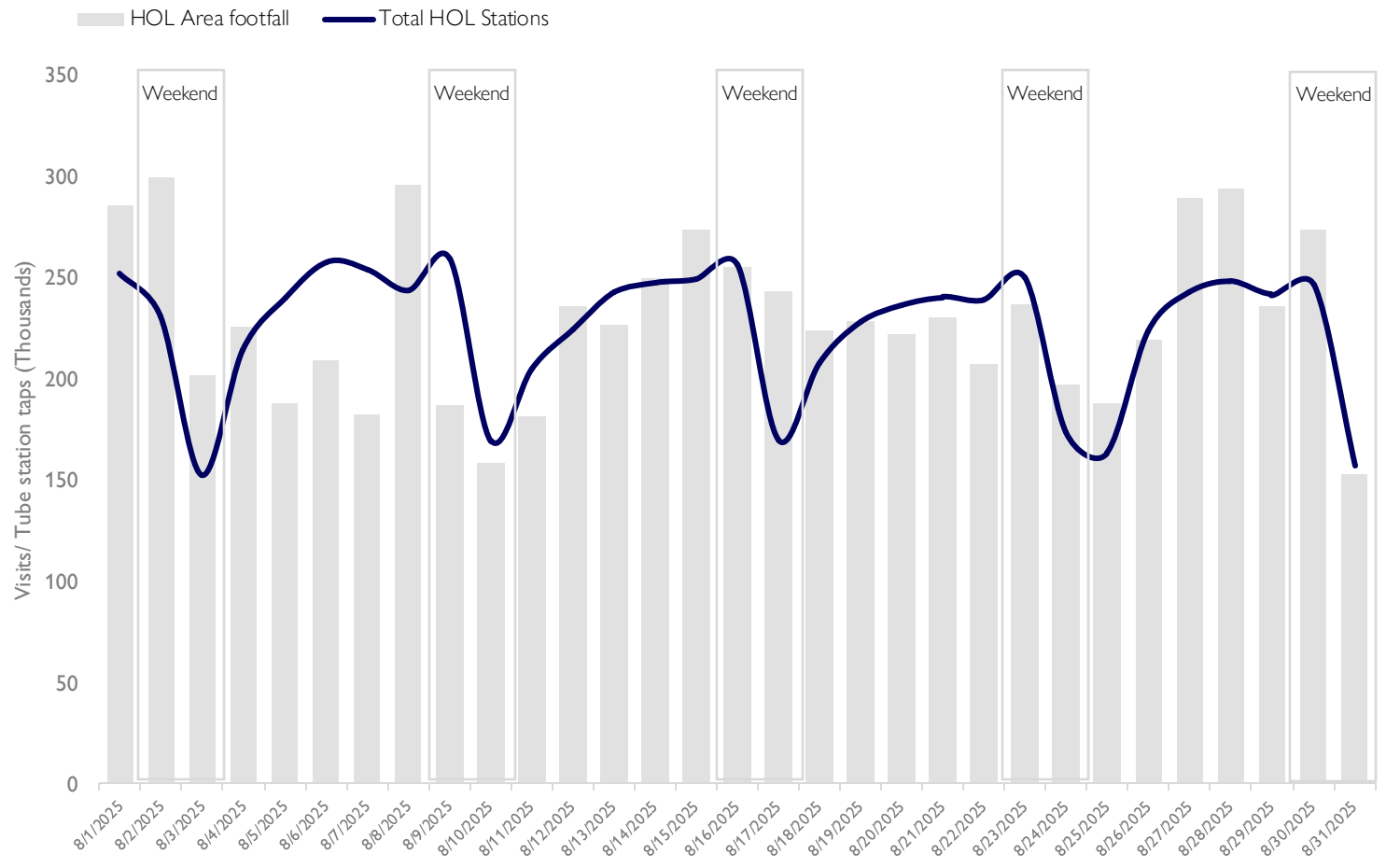
CONSISTENT TFL STATION PERFORMANCE ACROSS AUGUST, WITH PEAK USAGE BETWEEN WEDNESDAYS & SATURDAYS

- Visit trends closely follow station usage throughout the week.
- Station usage builds from Tuesday, peaking on Saturday.
- Weekend visits account for 28% of total visits, slightly higher than station usage (26%), suggesting weekend social visitors are more likely to explore on foot.

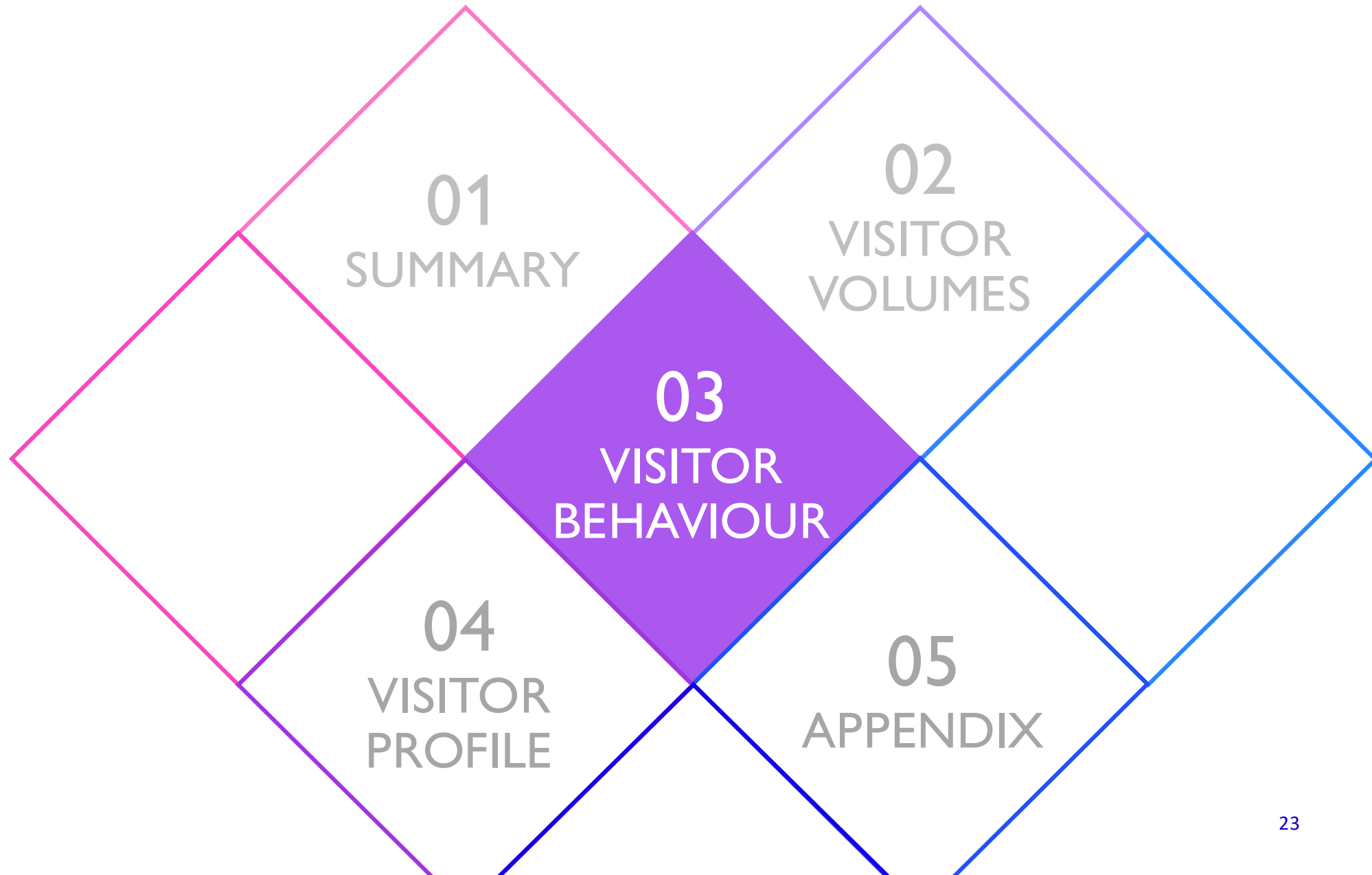
Visit & TfL Usage | Weekday vs Weekend



Footfall vs. TfL Usage | August 2025



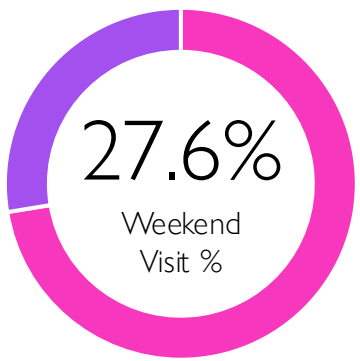
¹ Stations within HOL Area: Leicester Sq, Piccadilly Circus, Green Park



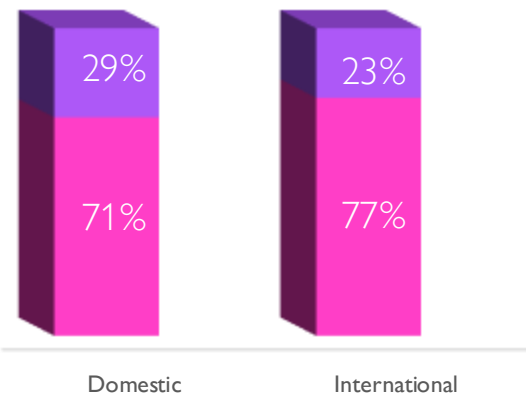


27.6% OF VISITORS CAPTURED ON WEEKENDS, REFLECTING REDUCED WORKER PRESENCE

HOL Area | Weekday vs Weekend



Visitor Origin | Weekday vs Weekend



- **27.6%** of HOL visits occurred on weekends, with Piccadilly Circus seeing the highest share at 32%.
- The HOL area has a higher proportion of weekend visits than the wider Core West End.
- Domestic visitors skewed more toward weekends, driven by fewer workers and more flexible visit patterns during the school summer holidays.



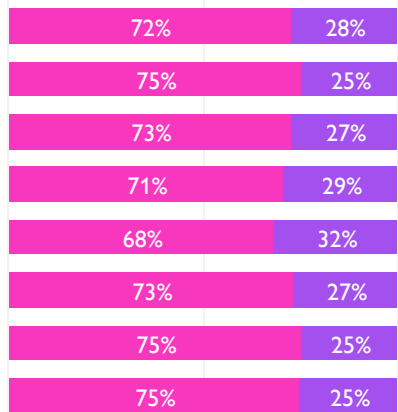
Daily Visit Distribution | District-Level

HOL Area	13%	14%	15%	15%	16%	16%	12%
Piccadilly District	12%	15%	13%	19%	16%	14%	11%
Jermyn St District	12%	17%	10%	17%	17%	10%	17%
Leicester Sq District	11%	13%	15%	14%	18%	17%	12%
Piccadilly Circus District	11%	14%	12%	16%	15%	18%	14%
St Martin's Lane District	13%	13%	17%	14%	16%	16%	11%
Haymarket District	11%	18%	15%	15%	17%	13%	12%
Core West End	14%	15%	15%	15%	16%	15%	11%

Mon
Tues
Weds
Thurs
Fri
Sat
Sun

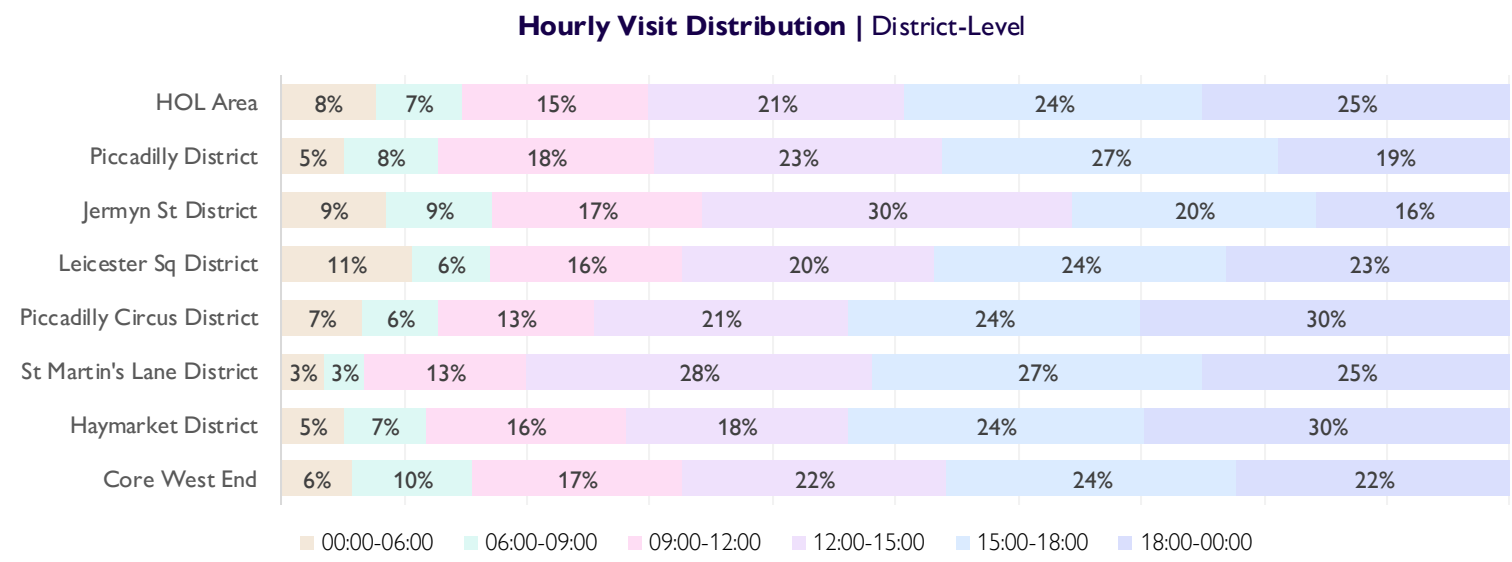
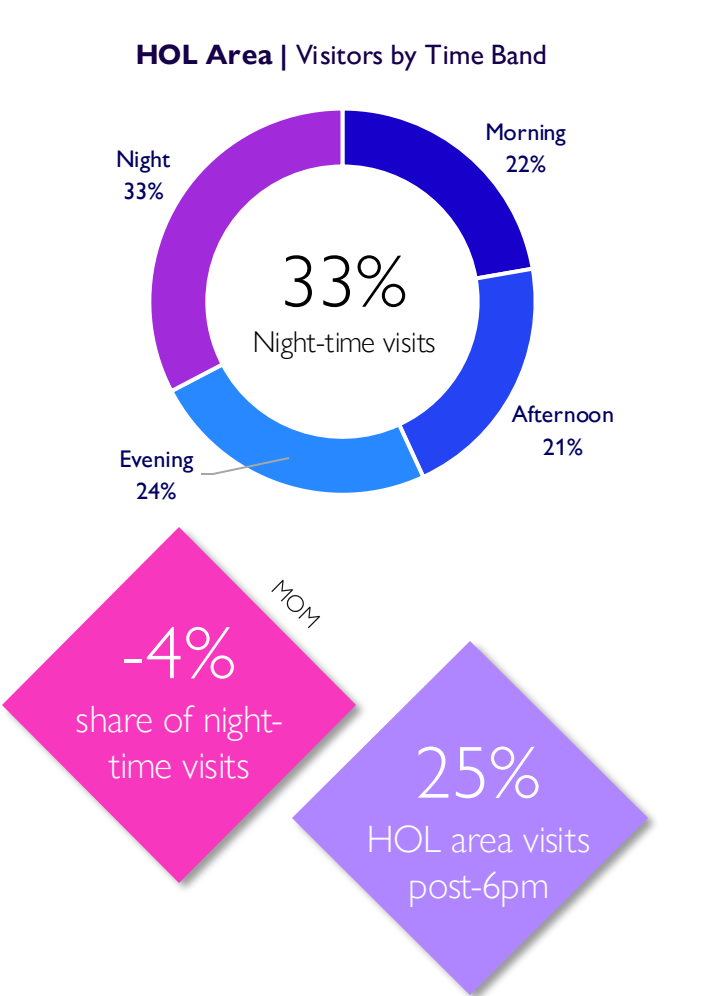
14% represents average distribution if spread evenly.

Weekday vs Weekend





33% OF HOL VISITS AT NIGHT, WITH A HIGHER SHARE IN LEISURE-FOCUSED DISTRICTS



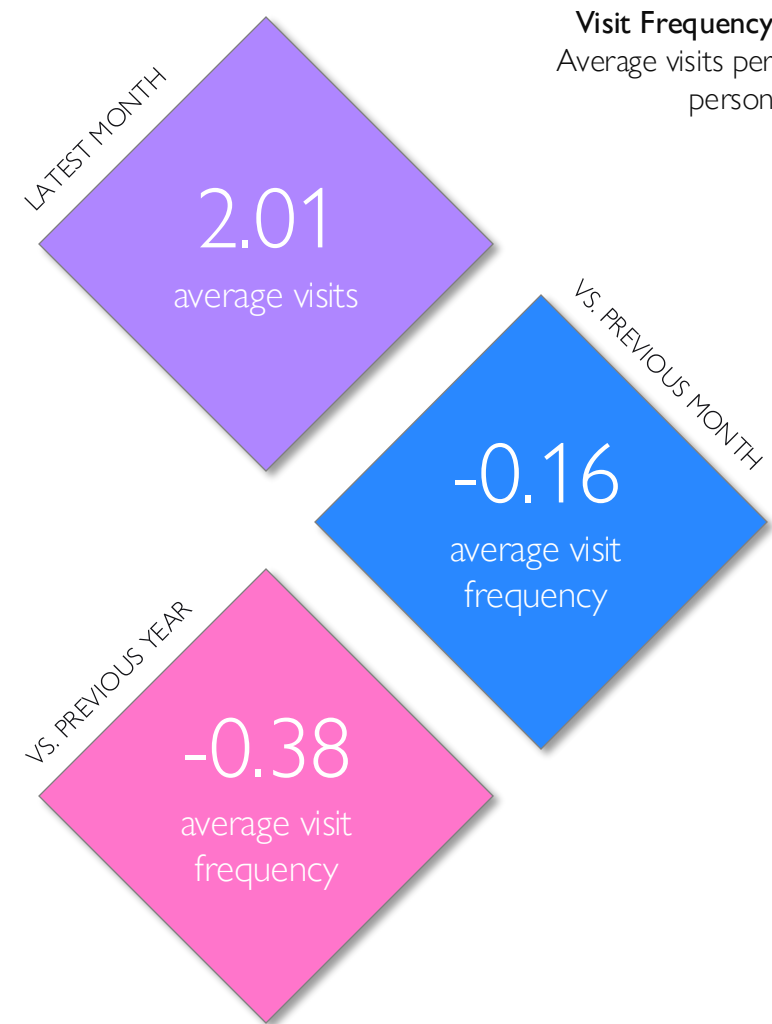
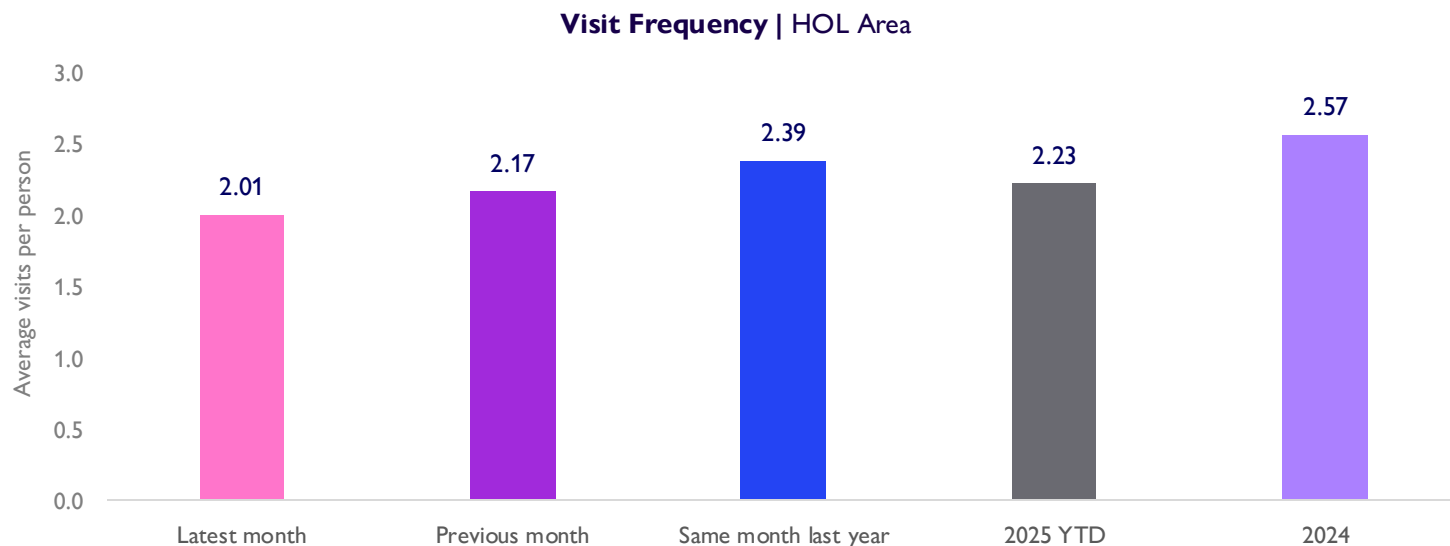
- Districts that cater for leisure visits (e.g. Haymarket District & Piccadilly Circus District) saw greatest share of visits after 6pm, with nearly a third of visits to these districts occurring after 6pm.





REDUCED VISIT FREQUENCY IN AUGUST, REFLECTING GREATER SHARE OF INFREQUENT, SOCIAL VISITORS

- Average visits per person: **2.01** in August, down from **2.17** in July and below the YtD average of **2.23**.
- Lower visit frequency reflects the impact of school holidays and fewer workers, attracting less-frequent visitors to the HOL area.





VISITOR DWELL HAS INCREASED ACROSS HOL AREA COMPARED TO PREVIOUS MONTH & YEAR

- Dwell time in August has increased — **up 4 mins** vs. the YtD, and **up 9 mins** vs. July 2025.
- Weekday dwell time averaging **22 mins** more than weekends.

2hrs
26mins

Latest month
average dwell

+9 mins

MoM

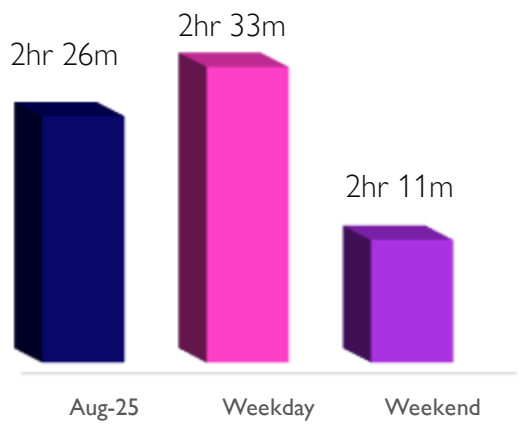
+32 mins

YoY

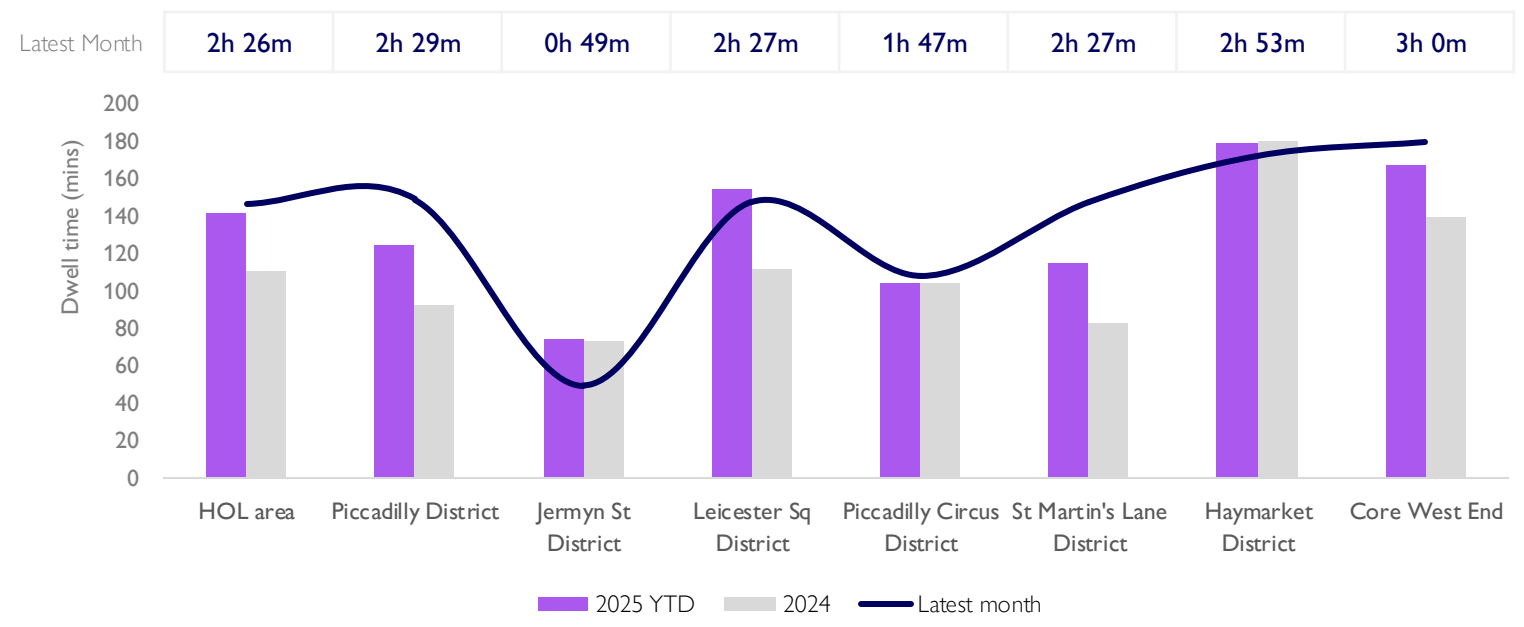
+4 mins

vs. YtD

Visit Dwell | Weekday vs Weekend



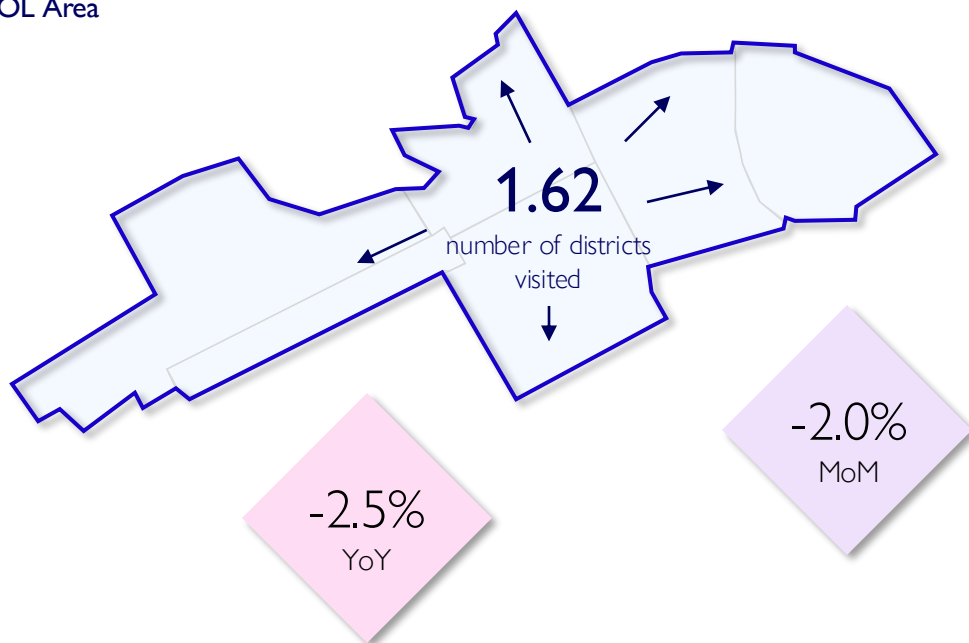
Average Dwell | District-Level





DECREASE IN DOMESTIC CROSS-VISITATION, WHILE INTERNATIONAL VISITORS INTERACTED WITH MORE DISTRICTS

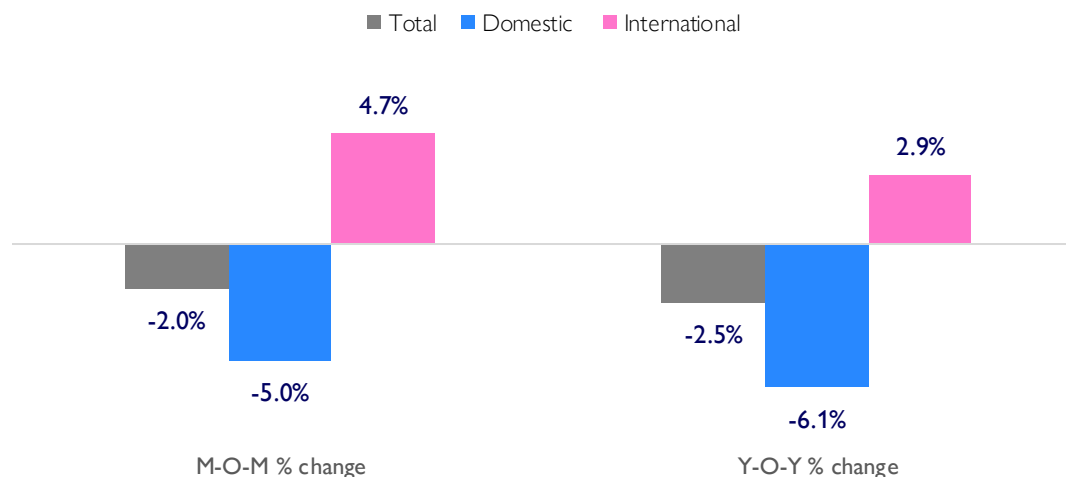
HOL Area

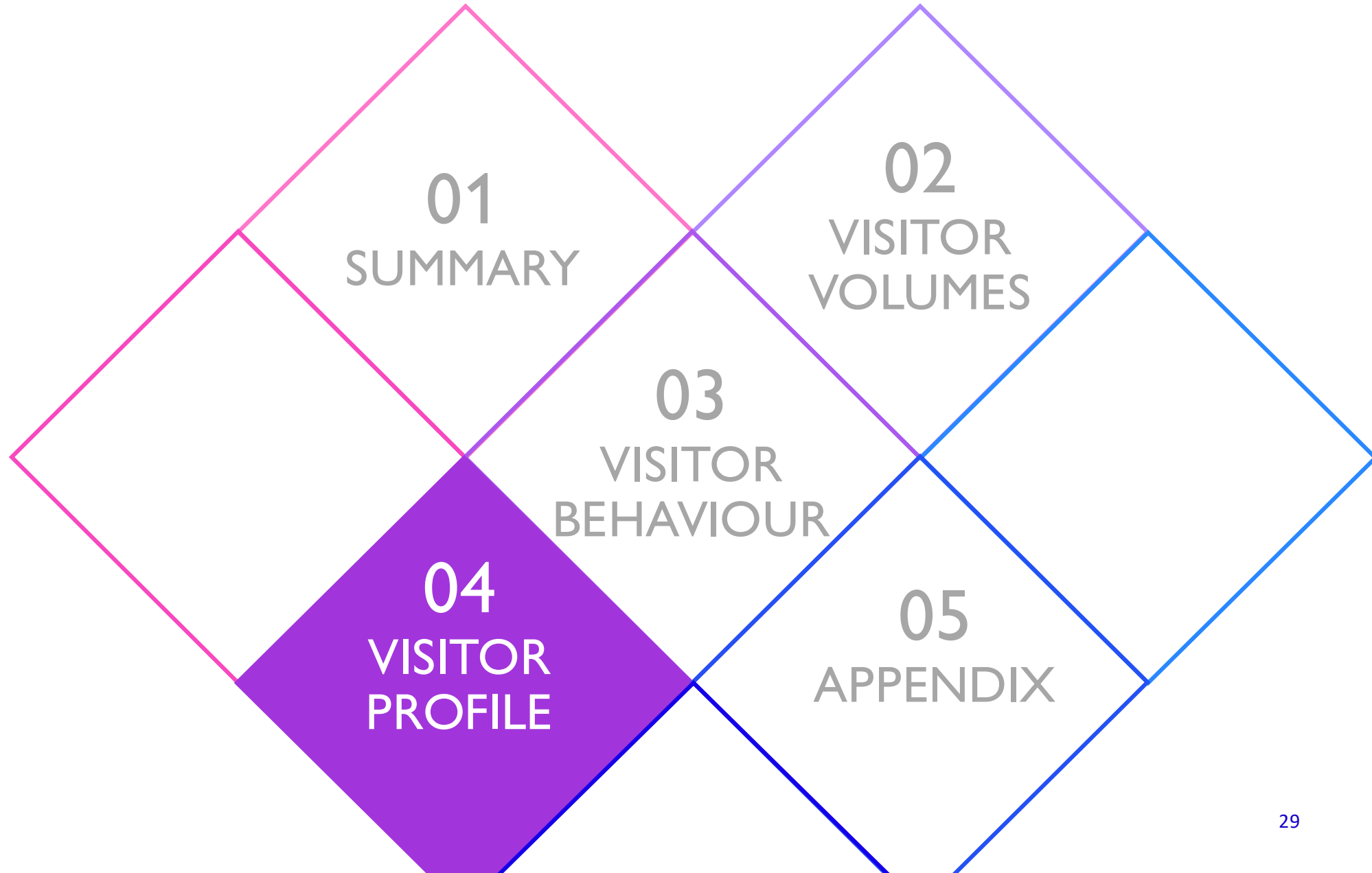


- Cross visitation helps understand the **number of visitors visiting multiple districts per trip** across the HOL area.
- Average visitor to HOL area visited **1.62 districts** during their trip in August 2025.

- Cross-visitation much higher for international visitors (**1.91 districts visited**) vs. domestic visitors (**1.54 districts**).
- International cross-visitation saw growth MoM (**+4.7%**) and YoY (**+2.9%**), indicating international visitors explored more of HOL area in August.

Change in Cross Visitation | HOL Area

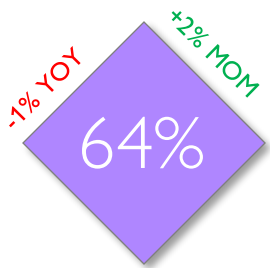




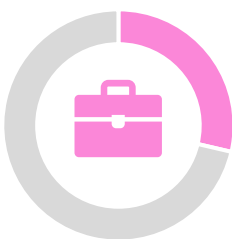


INCREASE MONTH-ON-MONTH IN SHARE OF DOMESTIC VISITORS, REPLACING WORKER PRESENCE DURING HOLIDAYS

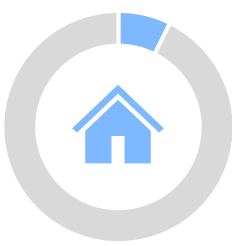
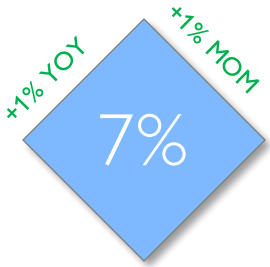
Visitor



Worker

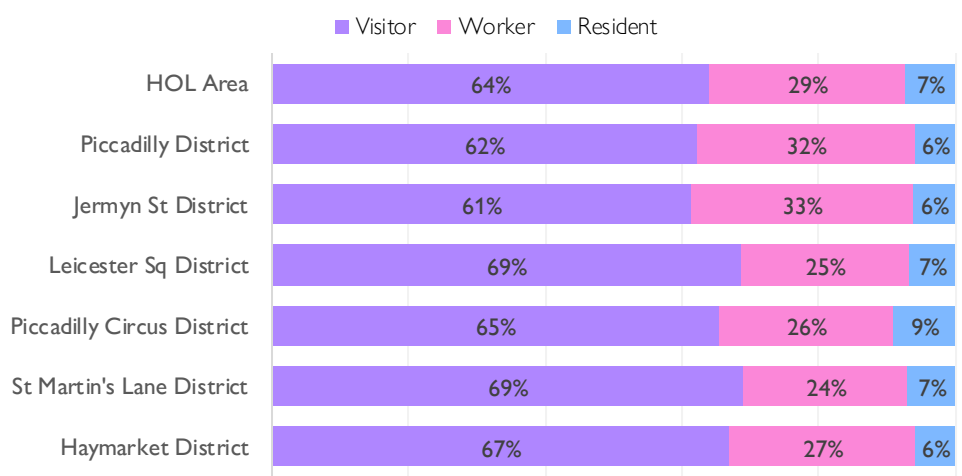


Resident



- Visitor profile shifted slightly MoM: worker visits fell **3%**, while domestic visitors grew **2%**.
- All districts showed a similar pattern, with domestic/social visitors replacing some worker visits during the school summer holidays.
- Visitor group definitions can be found on page **37**.

Visitor Mix | District-Level



Year-on-Year			Month-on-Month		
Vis.	Wrk.	Res.	Vis.	Wrk.	Res.
-1%	+0%	+1%	+2%	-3%	+1%
+0%	-1%	+0%	+3%	-3%	+1%
+0%	-1%	+0%	+3%	-4%	+1%
-1%	+0%	+0%	+2%	-2%	+0%
+1%	-1%	+0%	+2%	-3%	+1%
-1%	+1%	+0%	+2%	-2%	+0%
+0%	-1%	+0%	+2%	-3%	+1%



TOP 5 MOSAIC GROUPS REPRESENT 74% OF HOL AREA VISITORS WITH SLIGHTLY MORE DISTRIBUTED VISITOR BASE IN AUGUST

- Similar to the Core West End, the HOL area's visitor profile shows bias towards **affluent, professional** visitor profile.
- **Five main MOSAIC groups**, contribute **74%** of visits to the area.

Top 3 segments this month



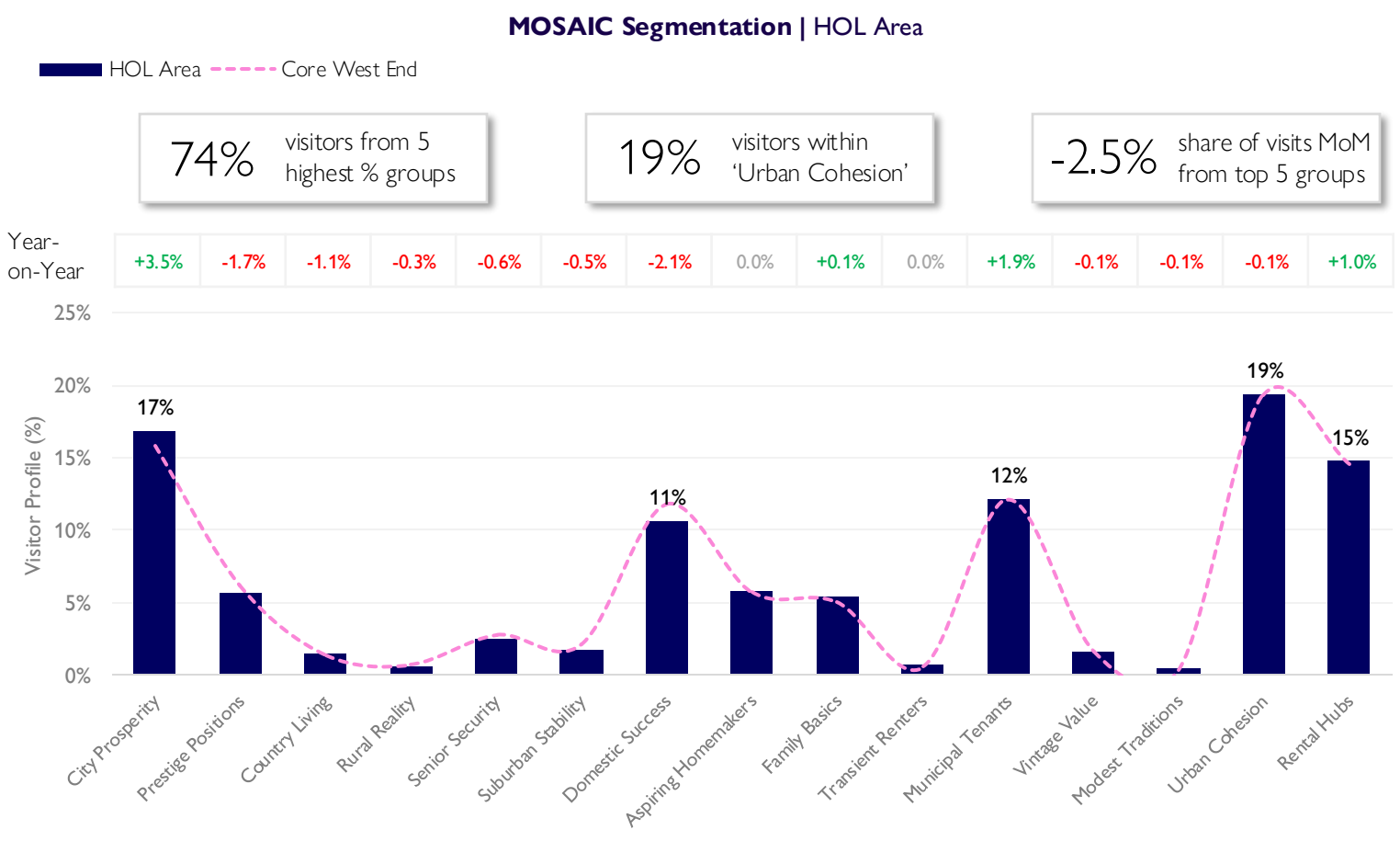
Urban Cohesion | 19% visitors
Residents of settled urban communities with a strong sense of identity



City Prosperity | 17% visitors
High status city dwellers living in central locations, pursuing careers with high rewards

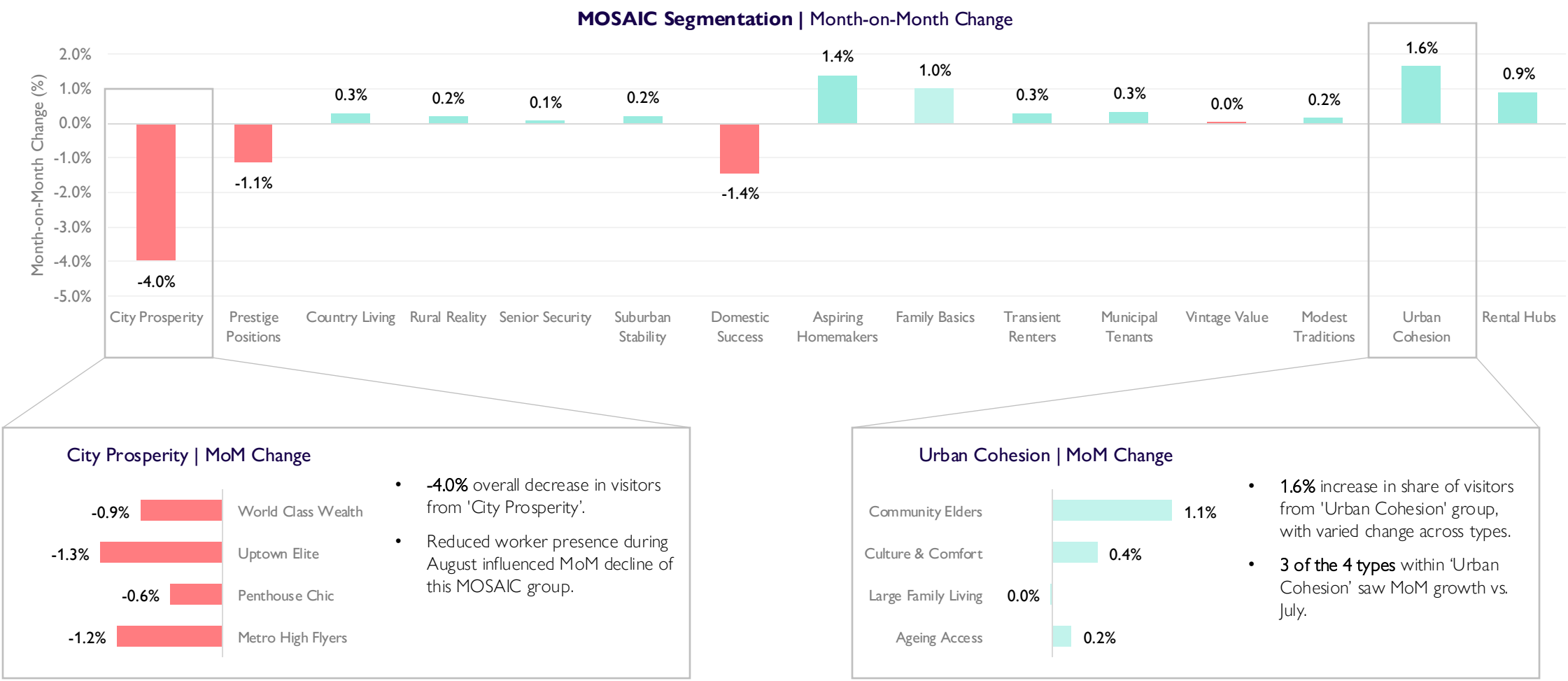


Rental Hubs | 15% visitors
Educated young people privately renting in urban neighbourhoods





GROWTH IN SHARE OF VISITORS FROM ‘URBAN COHESION’ VS. PREVIOUS MONTH, WITH DECLINE IN ‘CITY PROSPERITY’

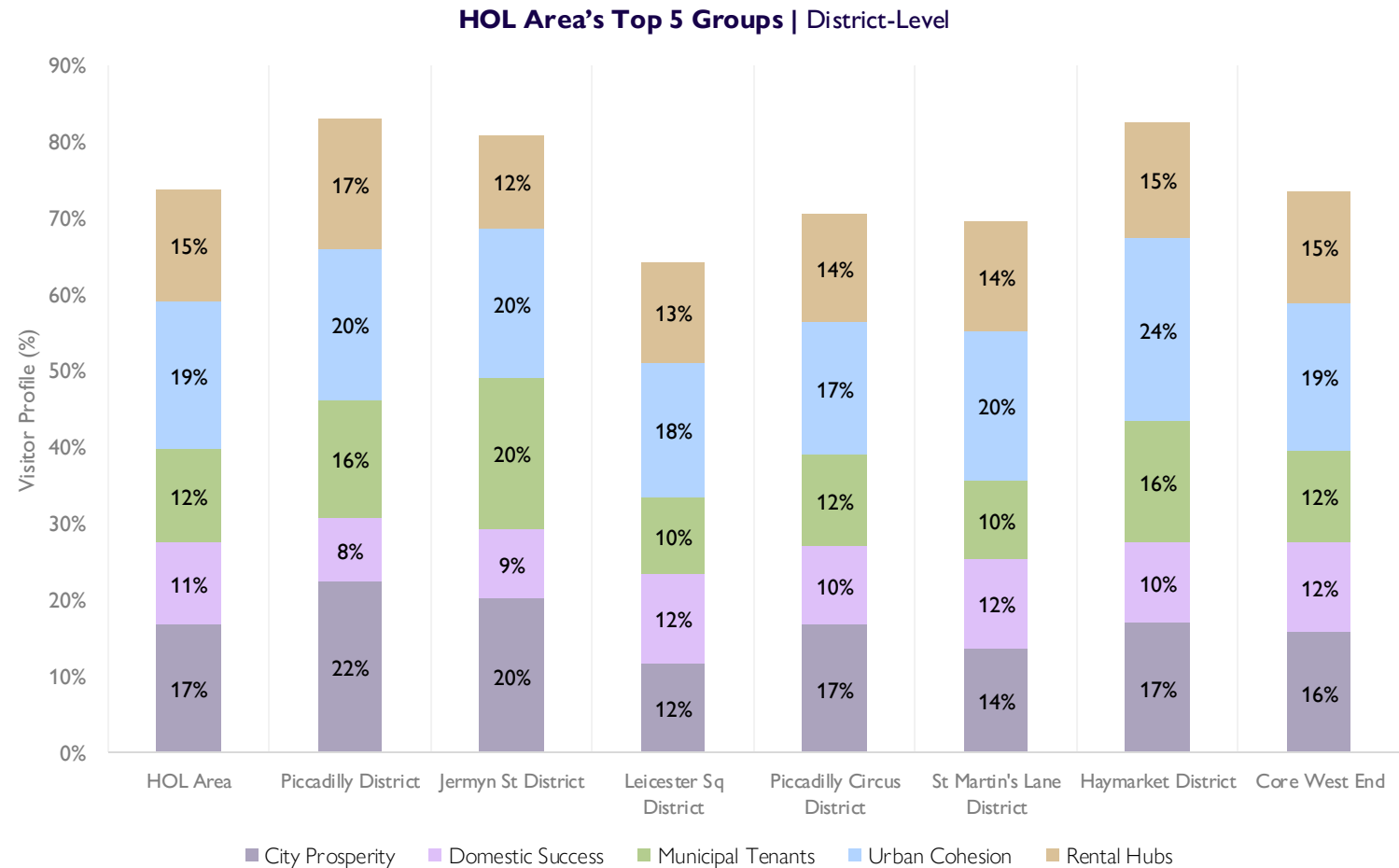




DECLINE IN TOP 5 SEGMENT GROUPS MOM ACROSS ALL DISTRICTS, INDICATING SLIGHTLY LESS-FOCUSED DEMOGRAPHIC BASE

- Decrease in share of visitors from Top 5 segment groups across all districts, representing a slightly less focused demographic base visiting the area in August.

Area	Visitors from HOL Area's Top 5 Groups	Month-on-Month
HOL Area	73.9%	-2.5%
Piccadilly District	83.0%	-3.0%
Jermyn St District	81.0%	-0.9%
Leicester St District	64.3%	-4.0%
Piccadilly Circus District	70.7%	-7.1%
St Martin's Lane District	69.6%	-6.1%
Haymarket District	82.7%	-2.3%
Core West End	73.6%	-2.0%



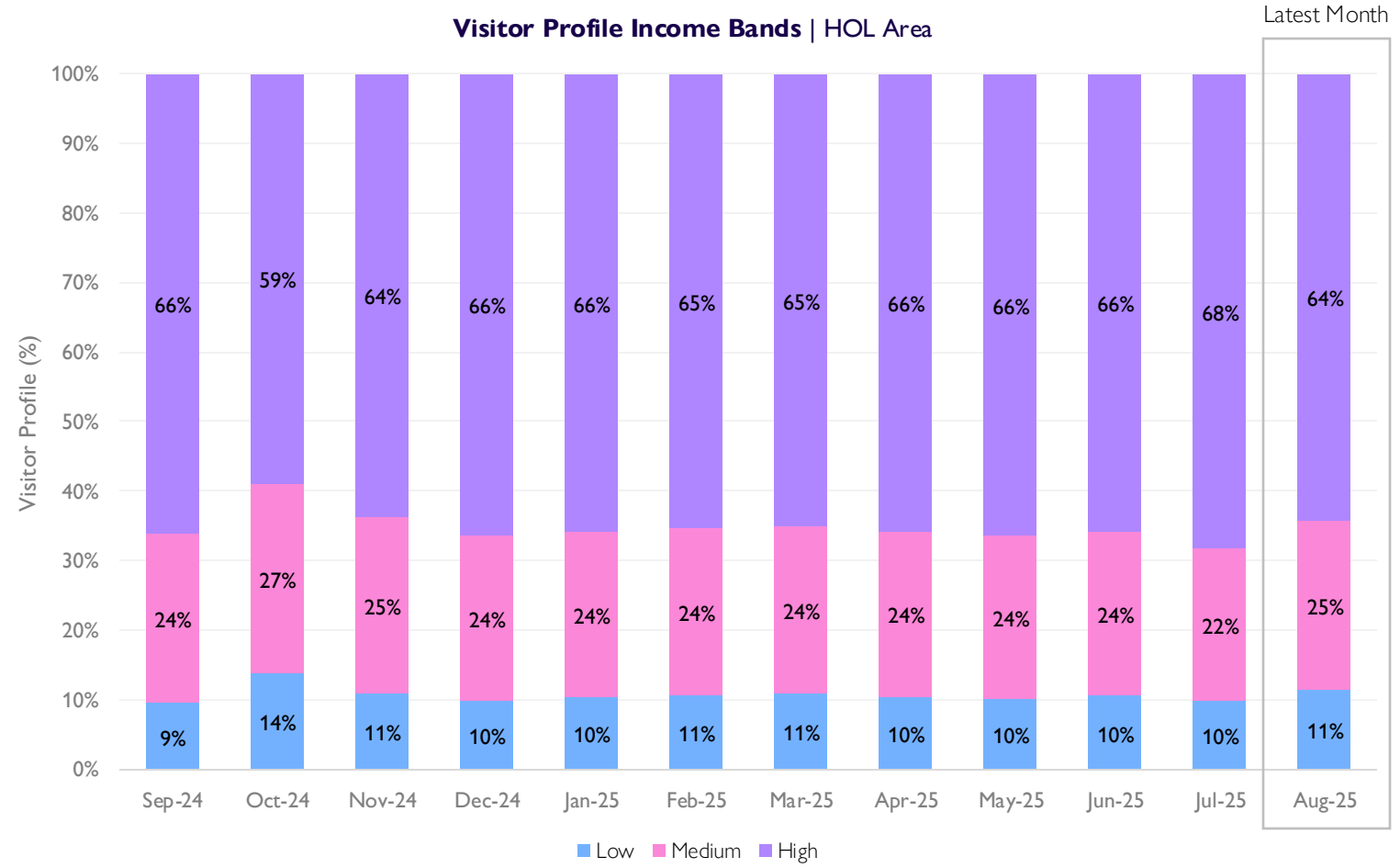


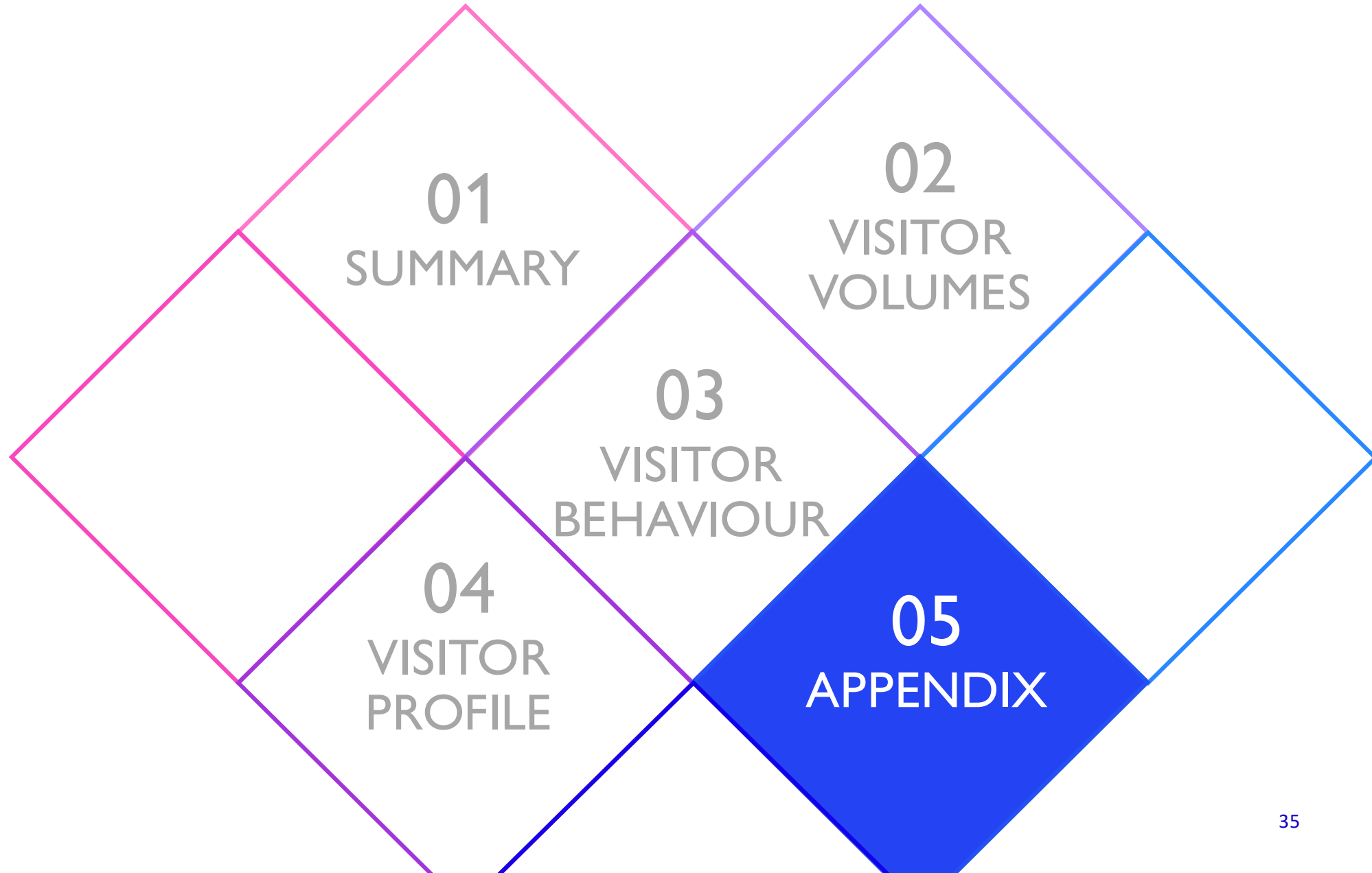
SLIGHT DECLINE TO HOL AREA FROM VISITORS WITHIN HIGH-INCOME SEGMENT TYPES

- **64%** of HOL area visitors in August from within high-income segment types
- **4%** decline MoM in share of visitors from high-income segment groups, reflecting reduced worker presence and broader social demographic base.

64%
of visitors from
'high-income'
segment

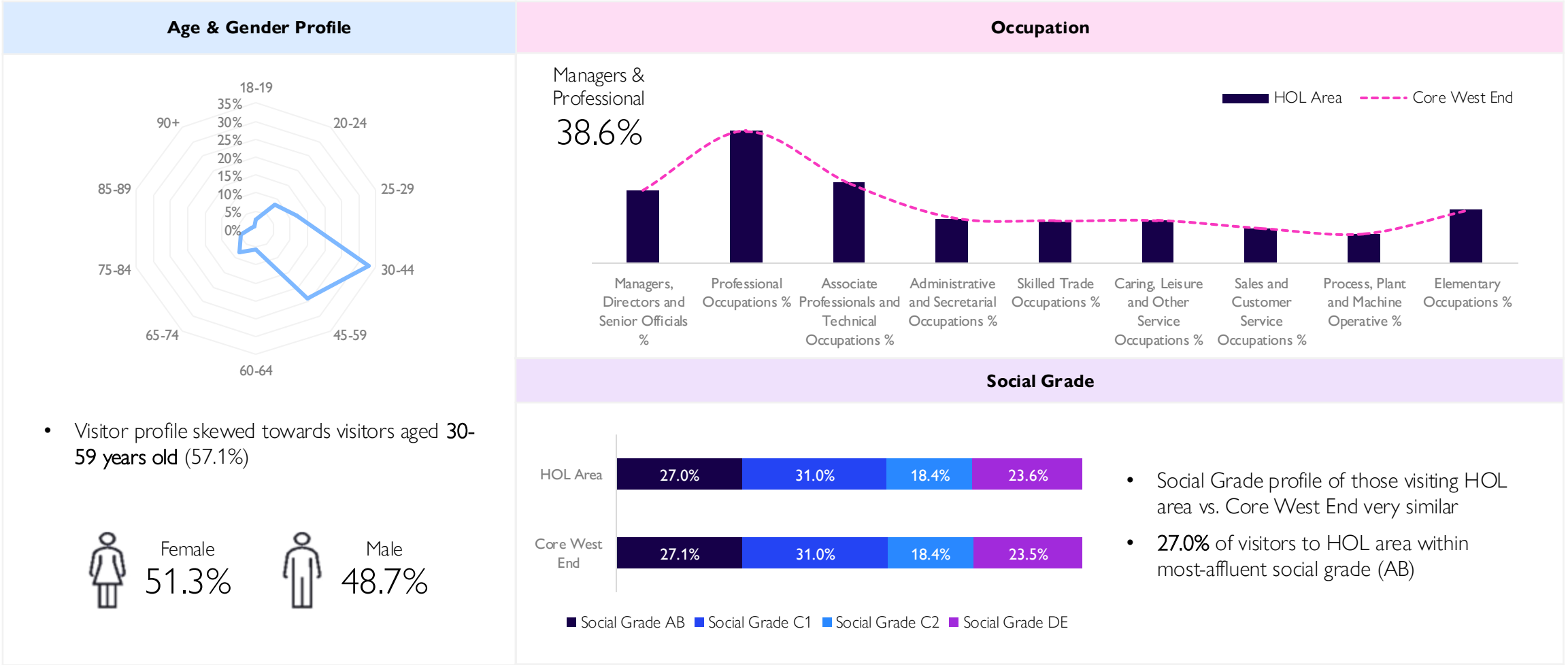
-4%
month-on-month
change in 'high-
income' segment







HOL AREA PROFILE SKEWED TOWARDS PROFESSIONAL, MID-AGED VISITOR





BT VISITOR MIX DEFINITIONS

3 key visitor types used within BT data...



Visitor

The number of non-residents and non-workers who spend at least 10 minutes in that MSOA / HEX in the specified time period.



Worker

The number of workers of that MSOA / HEX who spend more than 10 minutes in the location in the specified time period. A person's work location is based on where they have spent most of their working hours based on latest available calendar month.



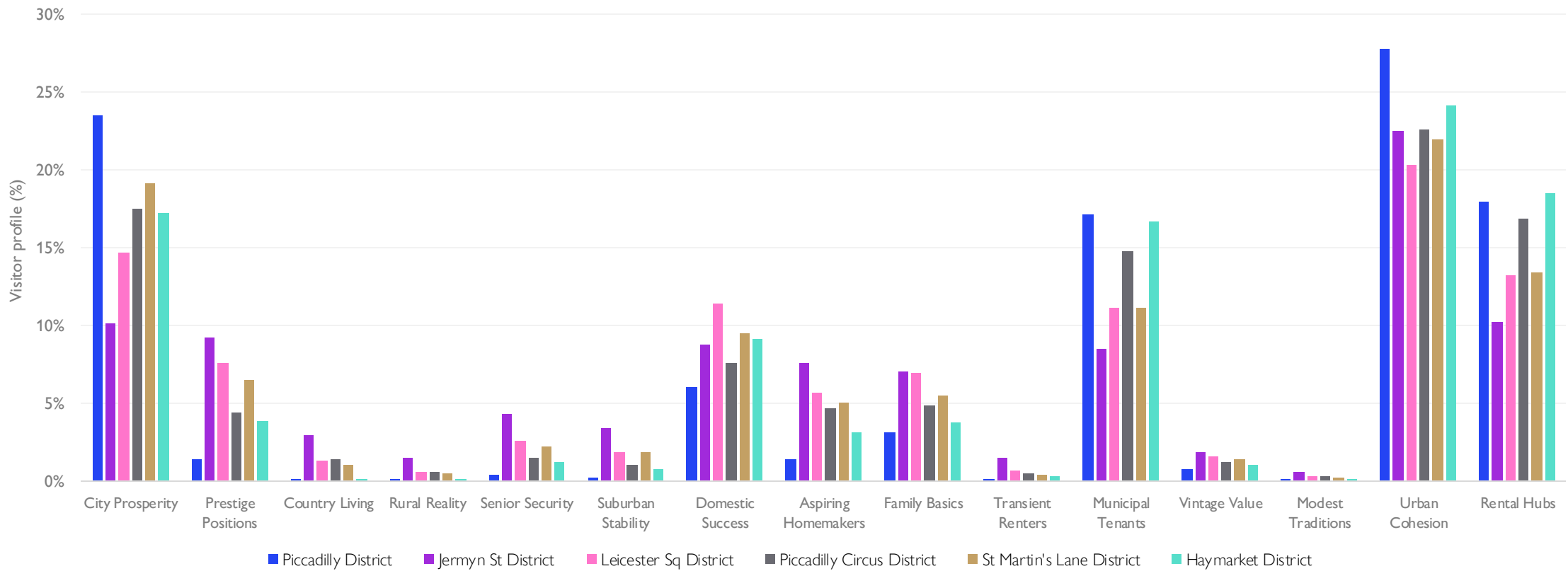
Resident

The number of residents of that MSOA / HEX who spend more than 10 minutes in the location in the specified time period. A person's residential location is determined by where they have spent most of their evening and night-time in the latest calendar month.



SLIGHT VARIATION BETWEEN DISTRICTS WITH HIGH SHARE OF CITY PROSPERITY & URBAN COHESION WITHIN EACH DISTRICT

MOSAIC Segmentation | District-Level





MOSAIC GROUP DESCRIPTIONS

Type	Name	Description
A	City Prosperity	High status city dwellers living in central locations and pursuing careers with high rewards
B	Prestige Positions	Established families in large detached homes living upmarket lifestyles
C	Country Living	Well-off owners in rural locations enjoying the benefits of country life
D	Rural Reality	Householders living in less expensive homes in village communities
E	Senior Security	Elderly people with assets who are enjoying a comfortable retirement
F	Suburban Stability	Mature suburban owners living settled lives in midrange housing
G	Domestic Success	Thriving families who are busy bringing up children and following careers
H	Aspiring Homemakers	Younger households settling down in housing priced within their means
I	Family Basics	Families with limited resources who budget to make ends meet
J	Transient Renters	Single people renting low-cost homes for the short term
K	Municipal Tenants	Urban residents renting high density housing from social landlords
L	Vintage Value	Elderly people with limited pension income, mostly living alone
M	Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles
N	Urban Cohesion	Residents of settled urban communities with a strong sense of identity
O	Rental Hubs	Educated young people privately renting in urban neighbourhoods



MOSAIC DEFINITION

Experian's MOSAIC Customer Segmentation divides a consumer base into groups of individuals that are similar in specific ways, such as:

- Age
- Interests
- Life Stage
- Spending habits

UK Adult
Population



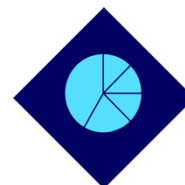
51m individuals



Mosaic



15 groups



A02 Uptown Elite



Uptown Elite are
affluent, older families
who live
in desirable
neighbourhoods
within inner suburbs



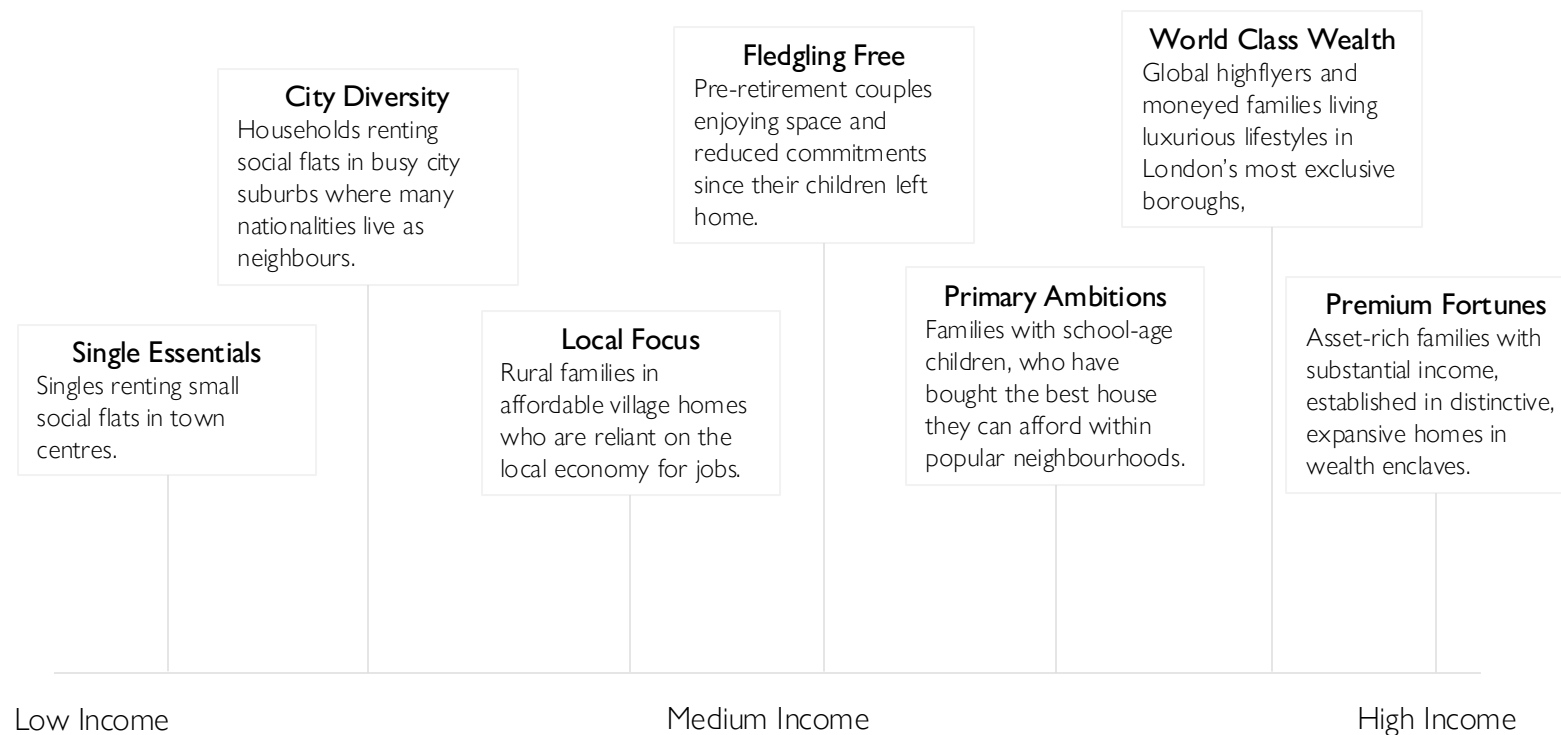
MOSAIC SEGMENTS INCOME BANDING

Experian's MOSAIC Customer Segmentation types have been grouped into three income bands to aggregate performance across types:

- Low Income
- Medium Income
- High Income

60 segmentation types have been classified into the three income bands, with examples displayed to the right.

MOSAIC Types Income Band Examples...





CROSS VISITATION EXAMPLE

Person A

- Only visits Piccadilly District
- Counts as 1 visit to Piccadilly District, and 1 visit to HOL Area
- Cross Visitation Index = 100

Person B

- Walks through 3 districts – Haymarket District, Leicester Sq District & St Martin's Lane District
- Counts as 1 visit to each of the 3 districts, but only 1 visit to HOL Area
- Cross Visitation Index = 300

HOLBA Area & Districts





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