

Shaping a
World-Class
West End



**ANNUAL AREA
REPORT
2025/2026**

Date issued: May 2026





INTRODUCTION & CONTEXT

Heart of London Business Alliance (HOLBA) delivers visitor insights to support our members, partners and prospective occupiers with trading performance and long-term strategic decision-making.

This report provides a comprehensive, evidence-led view of visitor activity across the West End over the period April 2025 to March 2026, highlighting trends, shifts and underlying patterns shaping the area.

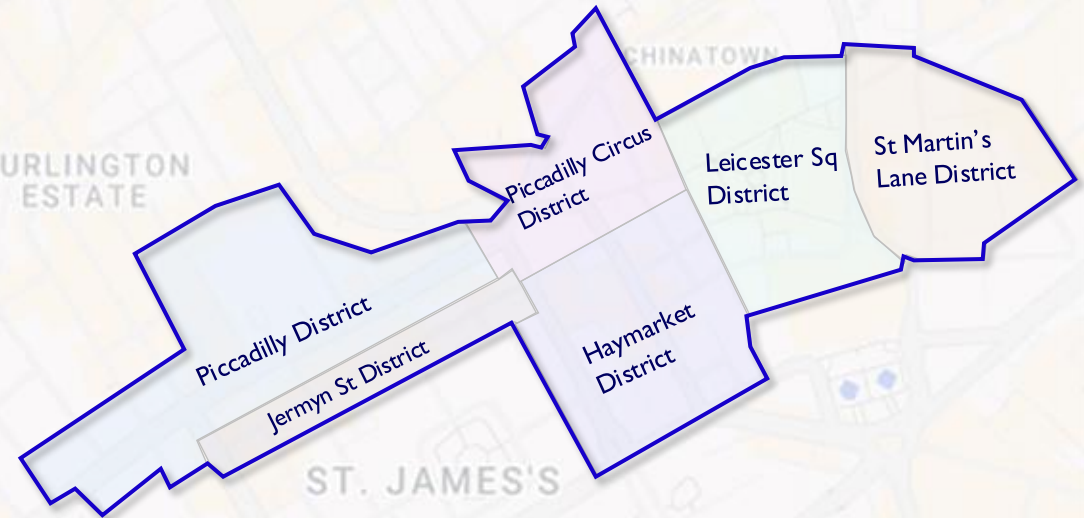
It brings together the key signals influencing performance, including:

- footfall levels and visitor profile
- visitor behaviour and dwell patterns
- catchment and origin insights
- TfL station usage
- spend performance across the area

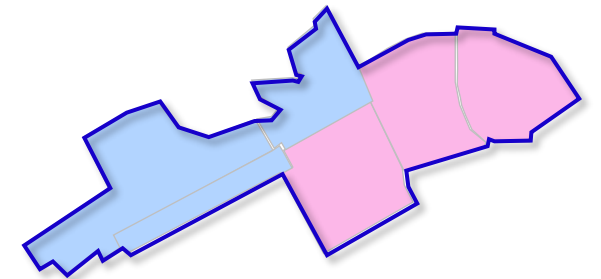
Taken together, these insights point to a resilient and evolving visitor economy, supporting confident decision-making for businesses, investors and stakeholders.

Visitor data is sourced by Colliers from Huq, a leading mobility data provider using anonymised mobile phone movement data. Spend performance is provided through Lloyds Banking Group, offering enhanced visibility into transaction trends across the district.

HOLBA Area & Districts

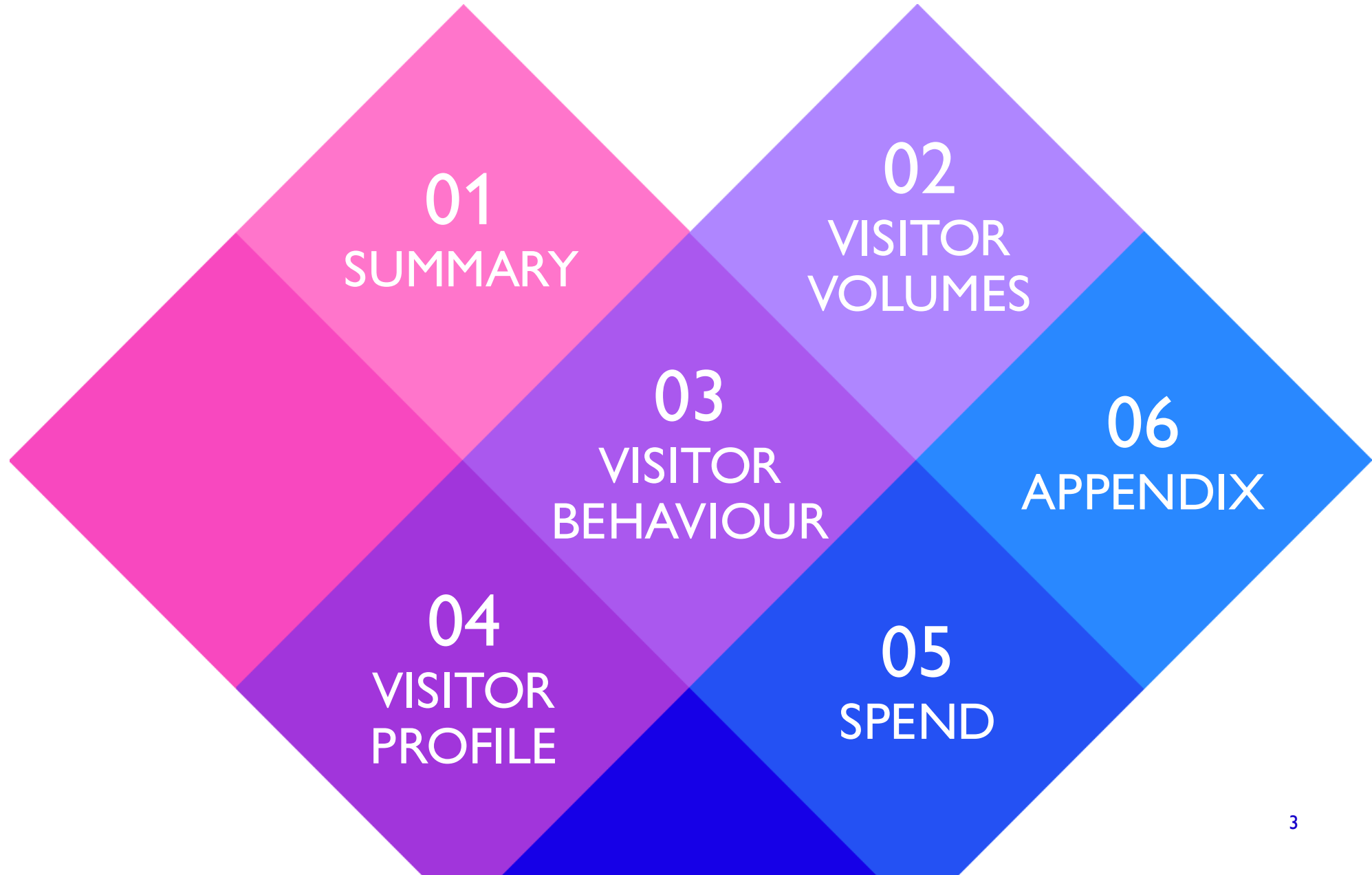


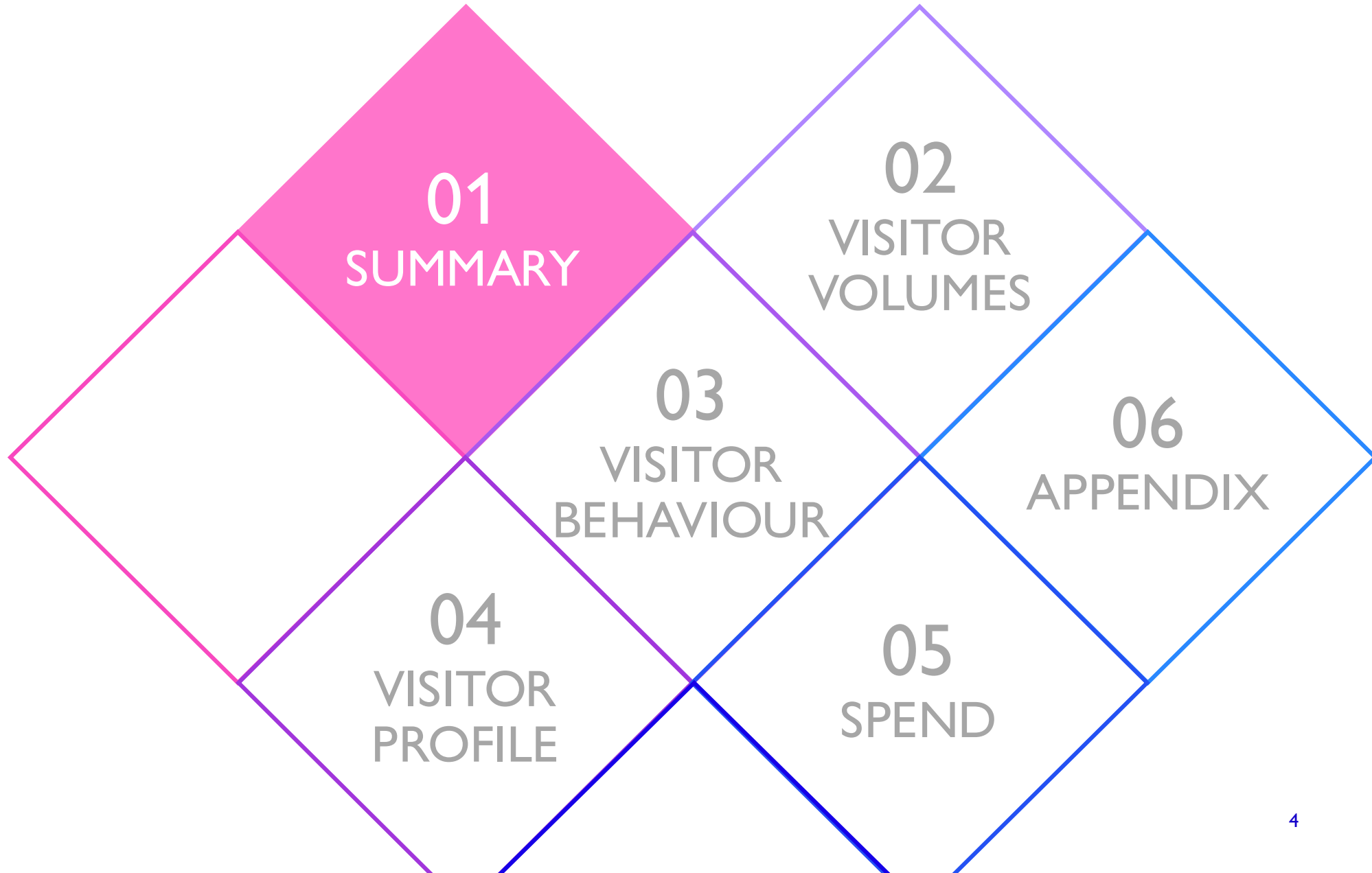
Districts | West vs. East





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2025/26 SNAPSHOT



+2.4% increase in visit volumes across HOL area, with over 85 million visits, representing highest visits in a financial year since 2019/20.



Spend performance impacted by macro-headwinds across FY25, down -8% year-on-year.



Strong office demand in 2025; high take-up from banking & financial services, contributing to growth in professional worker profile.



40p of every £1 was spent between 6pm – 6am, a 0.2% decrease year-on-year, with stronger bias in eastern districts.



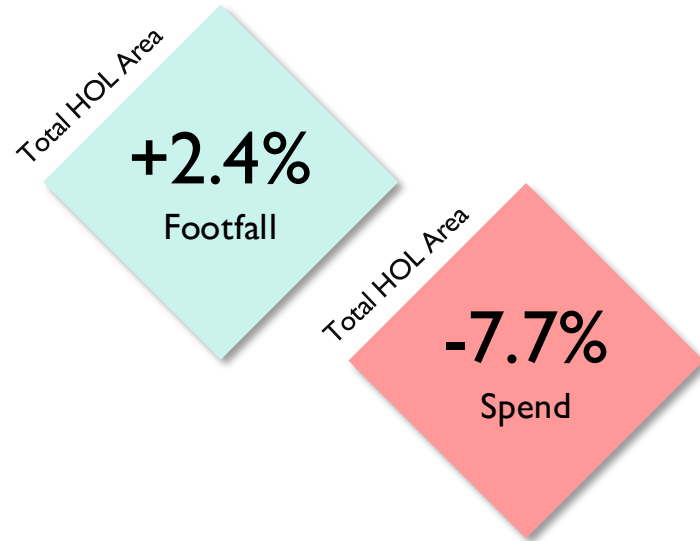
Visitor profile to the HOL area biased across two main demographics: successful young professionals & affluent families.



Hotel occupancy (82%) remained resilient with strong underlying demand, despite seeing -3% decline due to increased supply.

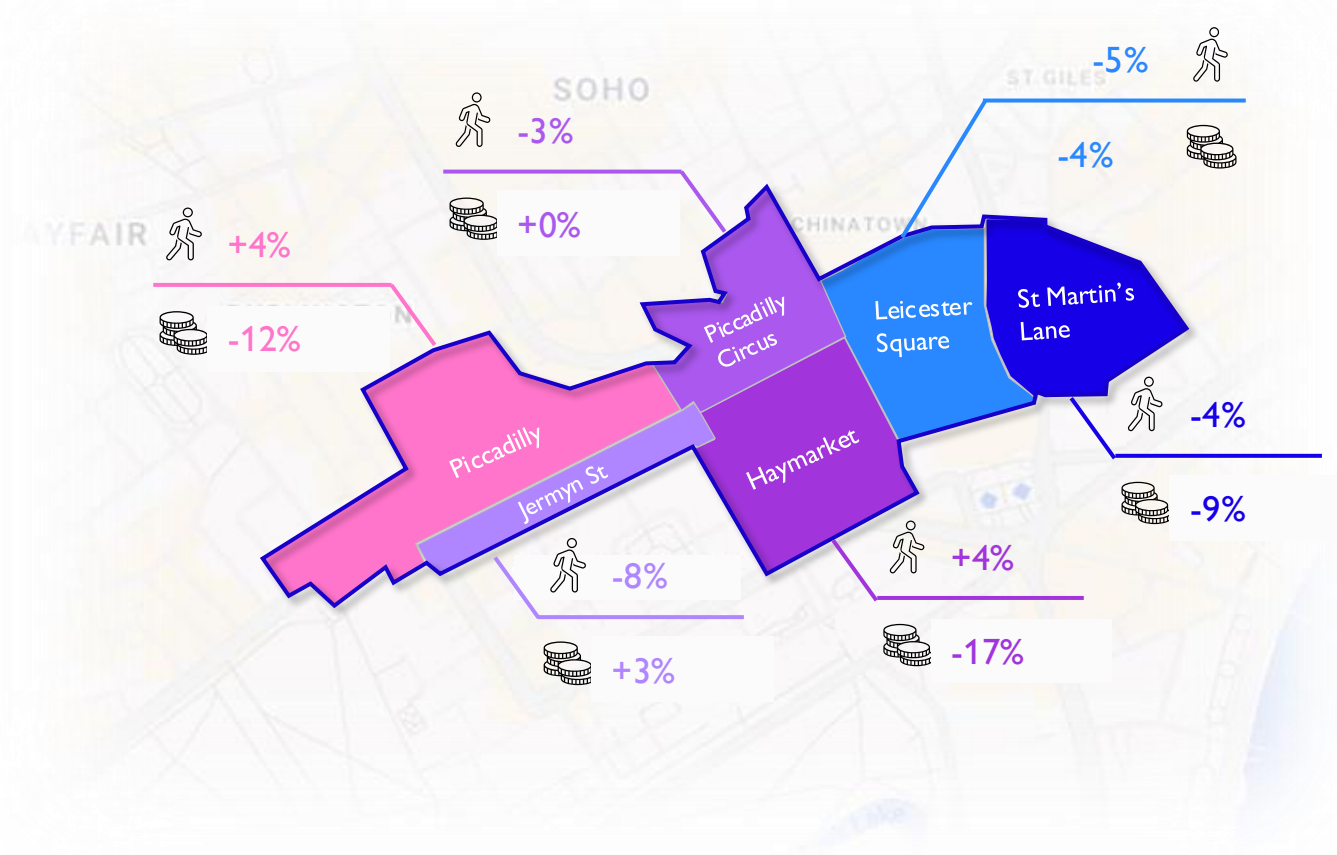


2025/26 VISIT VOLUME SUMMARY



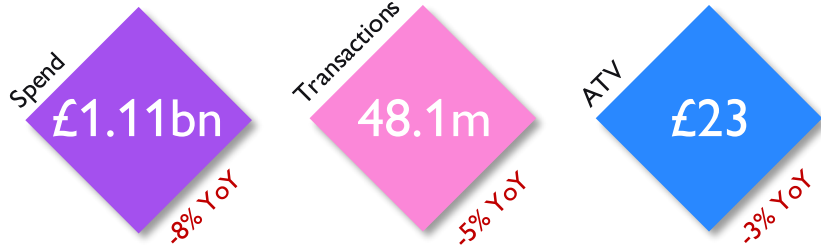
- The area saw increased visit volumes (+2.4%) despite spend decline (-7.7%), reflecting change in behaviour across the district.
- There is a varied relationship between footfall and spend performance between districts, with Haymarket seeing strong growth in visits despite a significant drop in spend, while Jermyn St saw the reverse.

Year-on-Year Performance | HOL Districts



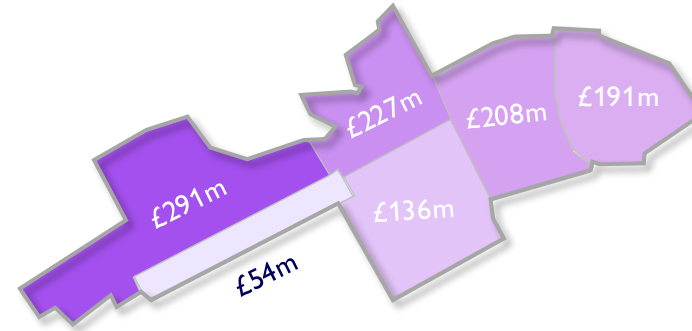


2025/26 SPEND SUMMARY

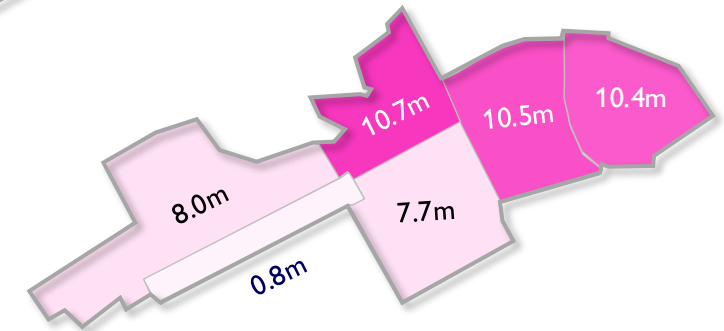


- Spend behaviour patterns differed across the HOL districts, influencing the overall total spend captured across 2025/26.
- Eastern, tourist-focussed districts tended to see high volumes of transactions at a slightly lower price-point.
- This high-volume, low-value spend behaviour is indicative of more leisure-focussed trips across these districts, while western worker-led districts saw much higher average transaction values (ATVs); Jermyn St captured ATVs ~3x higher than total the HOL area average.

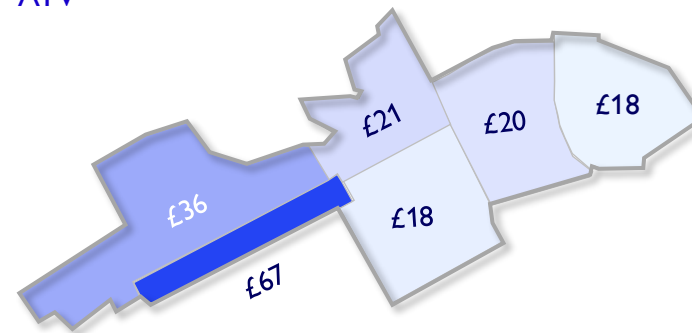
Spend



Transactions



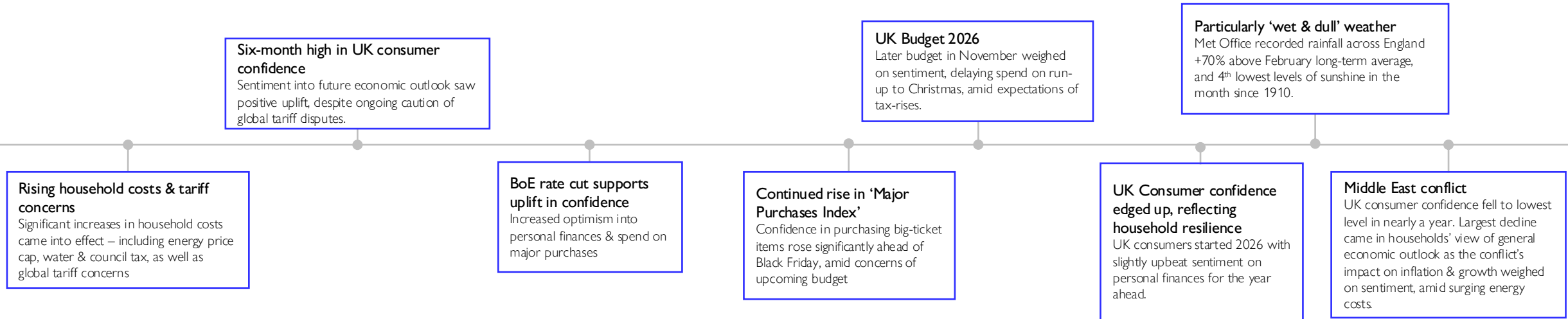
ATV





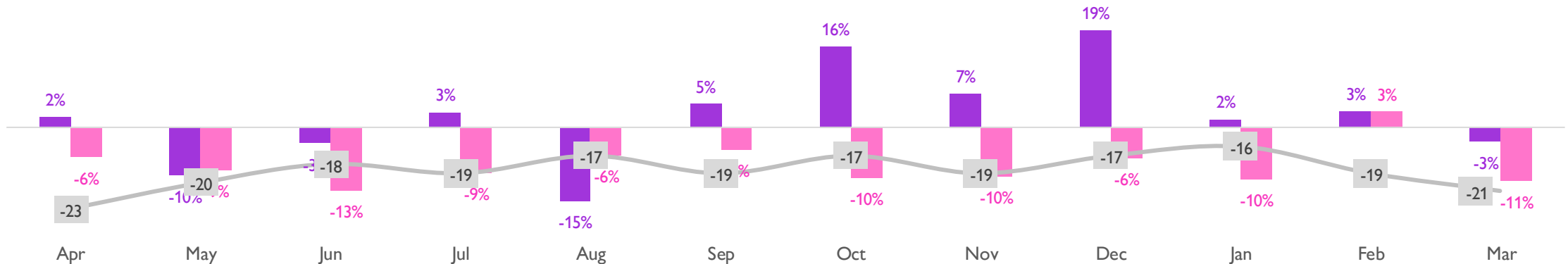
2025/26 ECONOMIC INFLUENCES

Macro headwinds influenced consumer spend across the HOL area



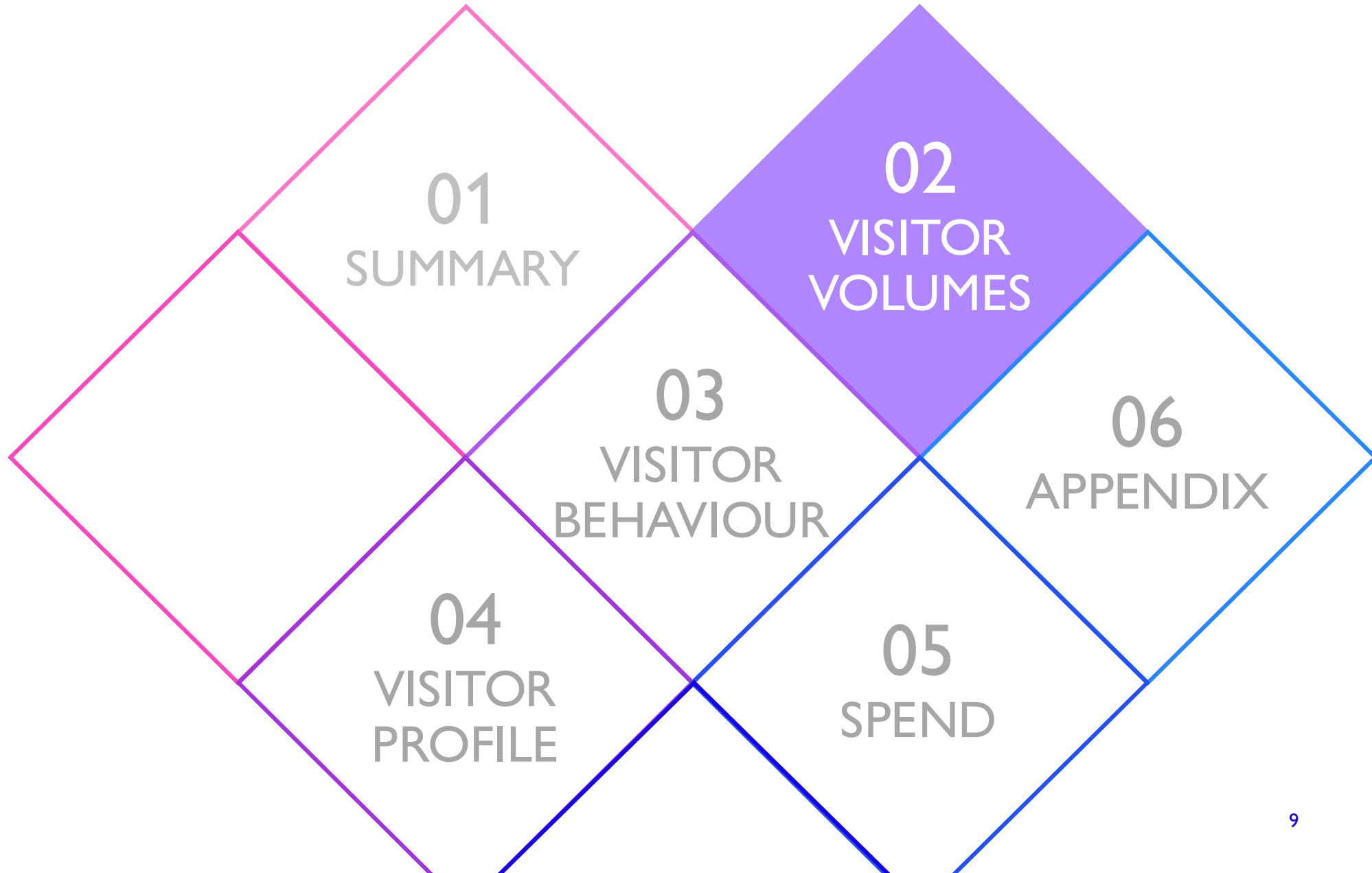
Year-on-Year Footfall & Spend | Consumer Confidence

Footfall Total Spend Consumer Confidence



Source: GfK Consumer Confidence | HUQ | Colliers' analysis, informed by aggregated & anonymised Lloyds Banking Group data

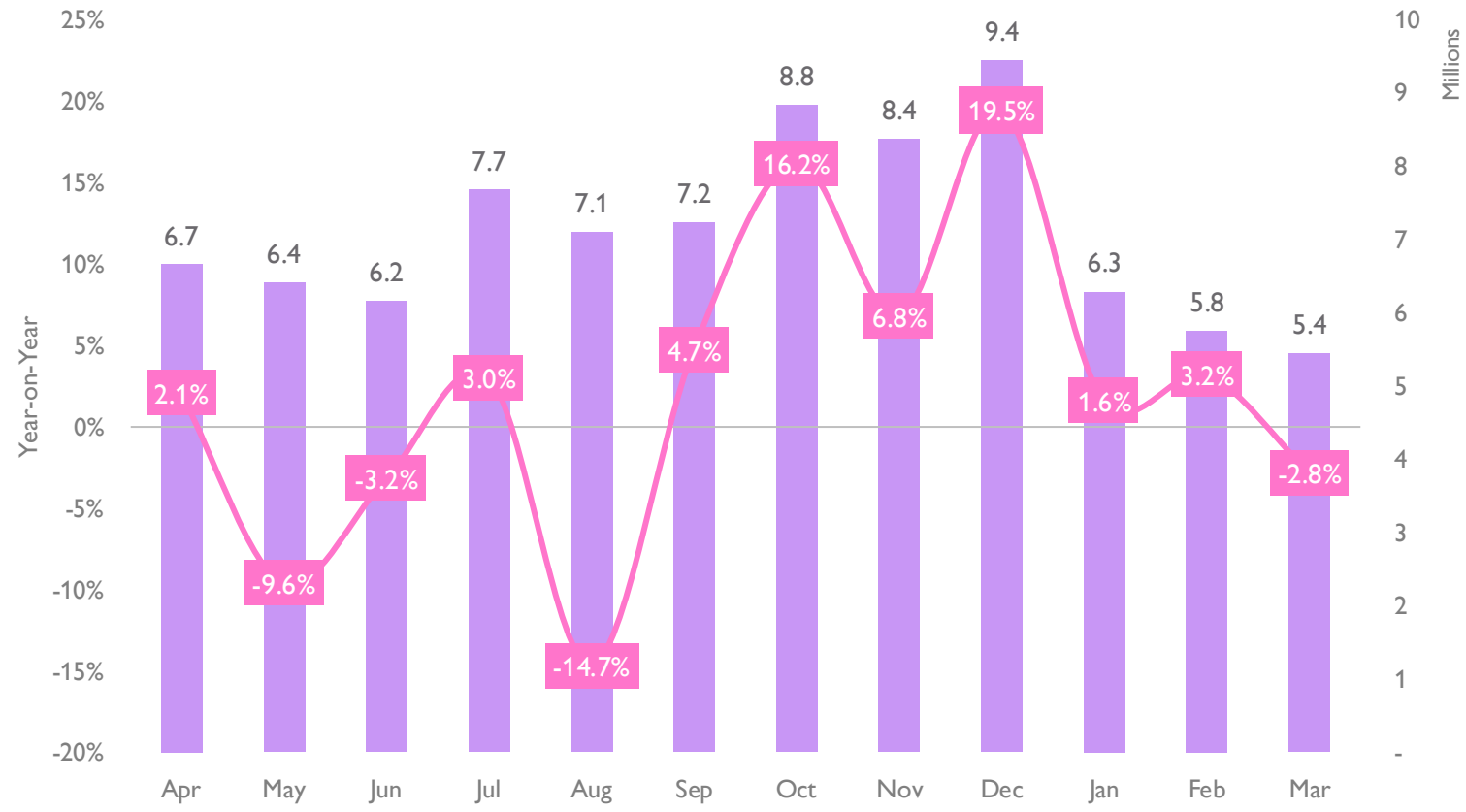
Note: insights are limited to Lloyds Banking Group's retail market share of personal current accounts and credit cards, with multipliers added to reflect real-world total spend performance





VISIT VOLUMES CONTINUED TO SEE GROWTH OVER THE LAST TWELVE MONTHS, UP +2.4%

HOL Area | Monthly Footfall



85.4m
2025/26 Visits

+2.4%
Year-on-Year

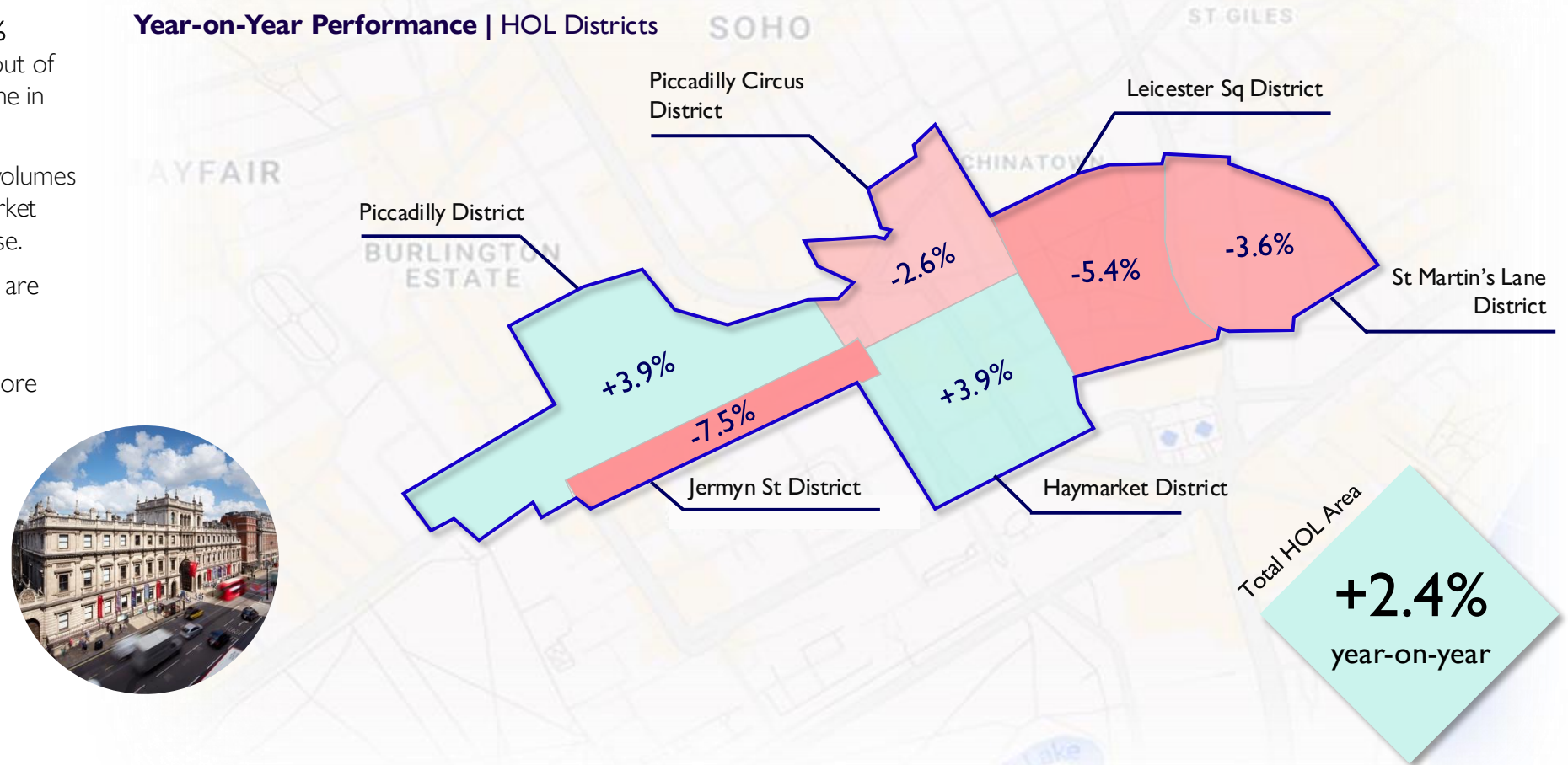
- Visit volumes between April 2025 – March 2026 experienced +2.4% increase year-on-year, surpassing 85m visits.
- This performance, following a +7% increase reported in 2024/25, represents the highest visit volumes captured across HOL area in a year since 2019/20.
- Growth in visits driven significantly by record-breaking (post Covid) Q3 (Oct-Dec), in which there were over 26.5m visitors - up +14.4%.



STRONGEST VISIT PERFORMANCE SEEN ACROSS PICCADILLY & HAYMARKET DISTRICTS

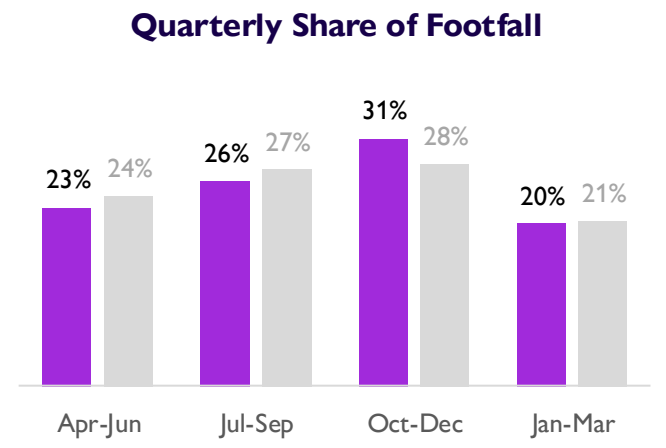
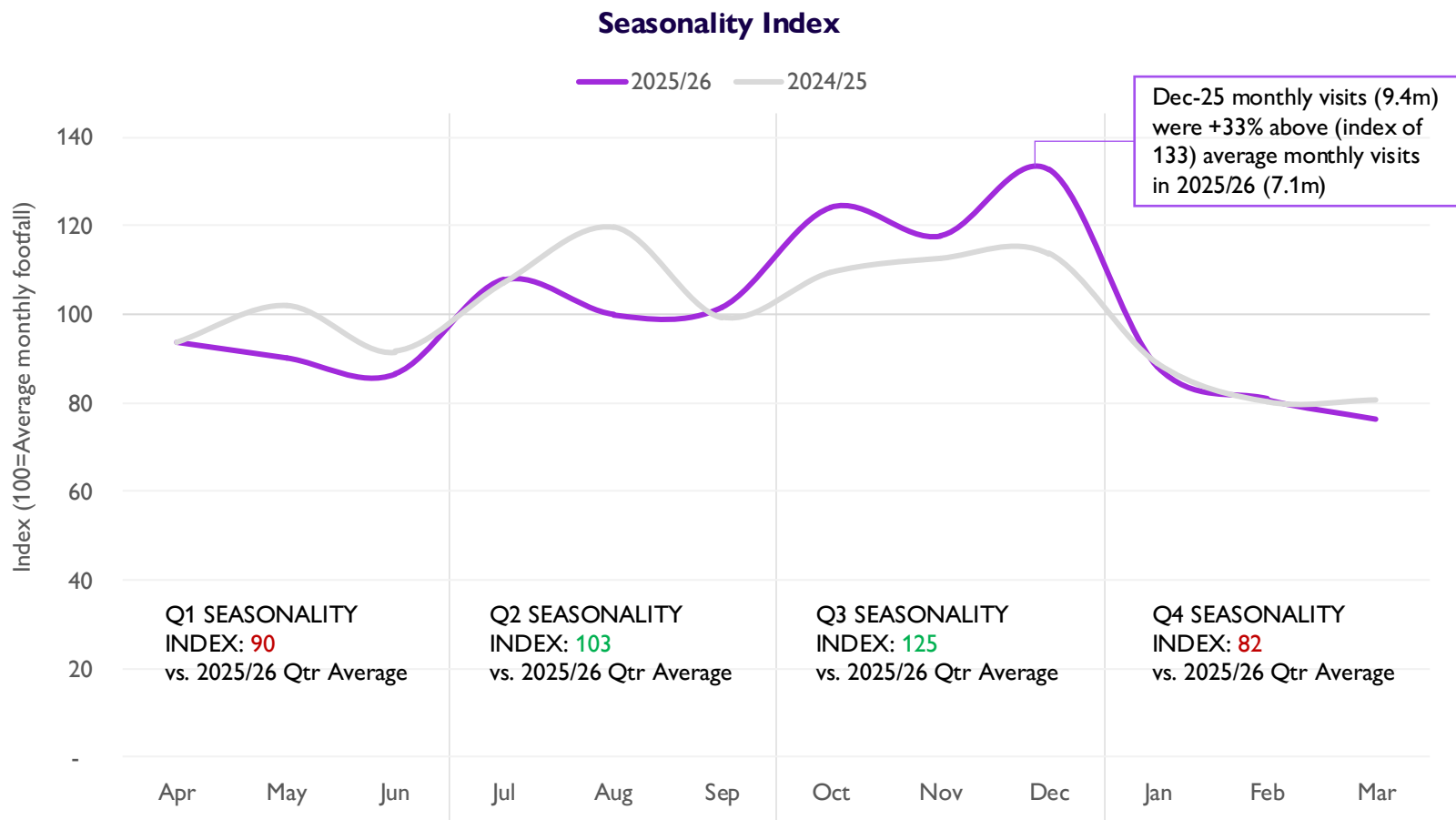
- The HOL area experienced **+2.4%** growth in visitation, despite four out of the six districts seeing a YoY decline in visit volumes.
- There was strong growth in visit volumes across Piccadilly District & Haymarket District, both seeing **+3.9%** increase.
- The fluctuations between districts are reflective of a slight change in visit behaviour, with a decline in cross-visitation between districts, and more purpose-driven trips.

Year-on-Year Performance | HOL Districts





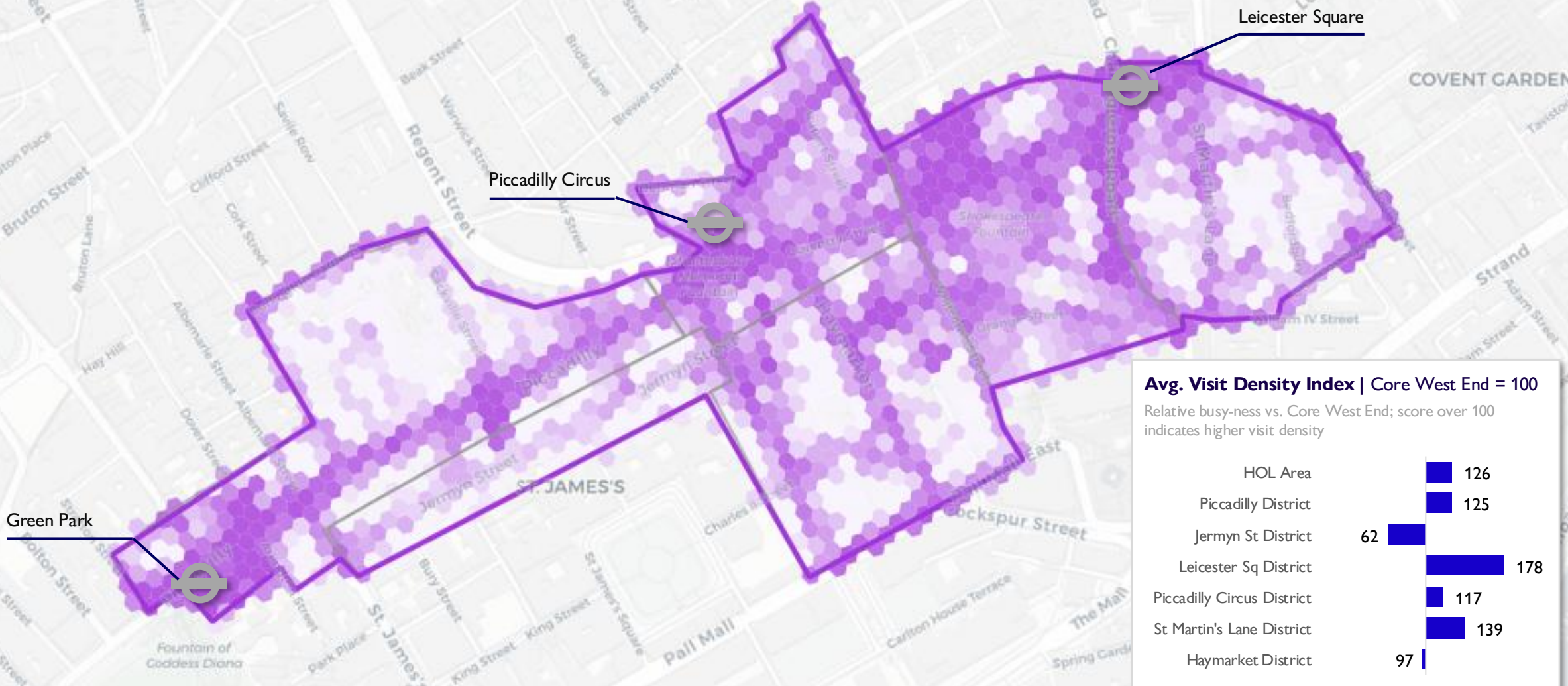
STRONG FESTIVE PERIOD IN 2025 CAPTURED A HIGHER SHARE OF ANNUAL VISIT VOLUMES



- Visit volumes throughout 2025/26 had a greater seasonality shift, with a higher share of total annual visits seen across Q3 (Oct-Dec) – 31% of total, vs. 28% in 2024/25.
- This increase in share of visits across the festive quarter replaced visit share seen across school summer holidays (August) in the previous year.



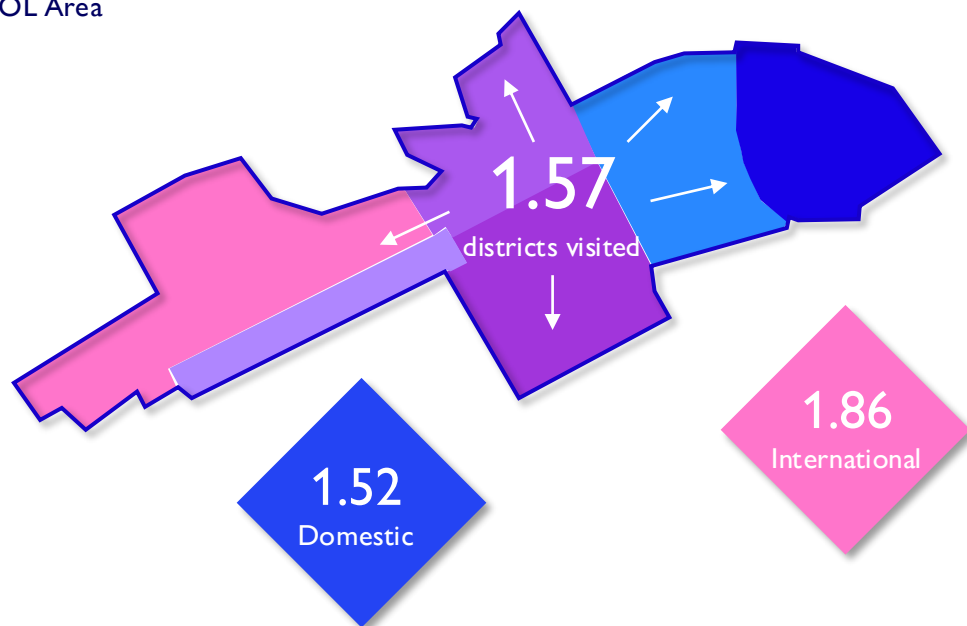
HIGHEST VISIT DENSITY ACROSS LEICESTER SQUARE, 1.8 TIMES HIGHER THAN WEST END AVERAGE





VISITORS INTERACTED WITH 1.57 DISTRICTS ON AVERAGE ACROSS FY25/26, DOWN -3.7% YEAR-ON-YEAR

HOL Area

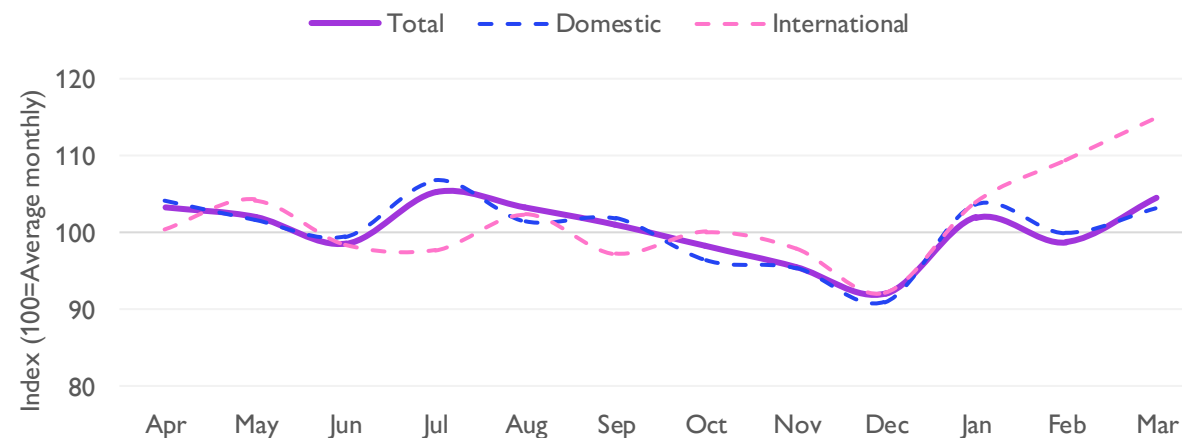


- Cross visitation helps understand the number of visitors visiting multiple districts per trip across the HOL area.
- The average number of districts a visitor interacted with during the trip declined by -3.7% year-on-year, reflecting a more trip-focussed behaviour. This may also be in part to changing economic conditions, and travel changes with continued passenger shifts toward the Elizabeth line (see next page).

Source: HUQ

- Over the year, international visitors were more likely to explore multiple districts, visiting an average of 1.86 per trip compared to 1.52 for domestic visitors. This difference is largely driven by purpose of visit, such as work versus leisure or exploration.
- Seasonally, though, the patterns are quite similar. Both domestic and international visitors tend to visit more districts in the summer, with activity dropping off in winter, likely reflecting the influence of weather on travel and behaviour.

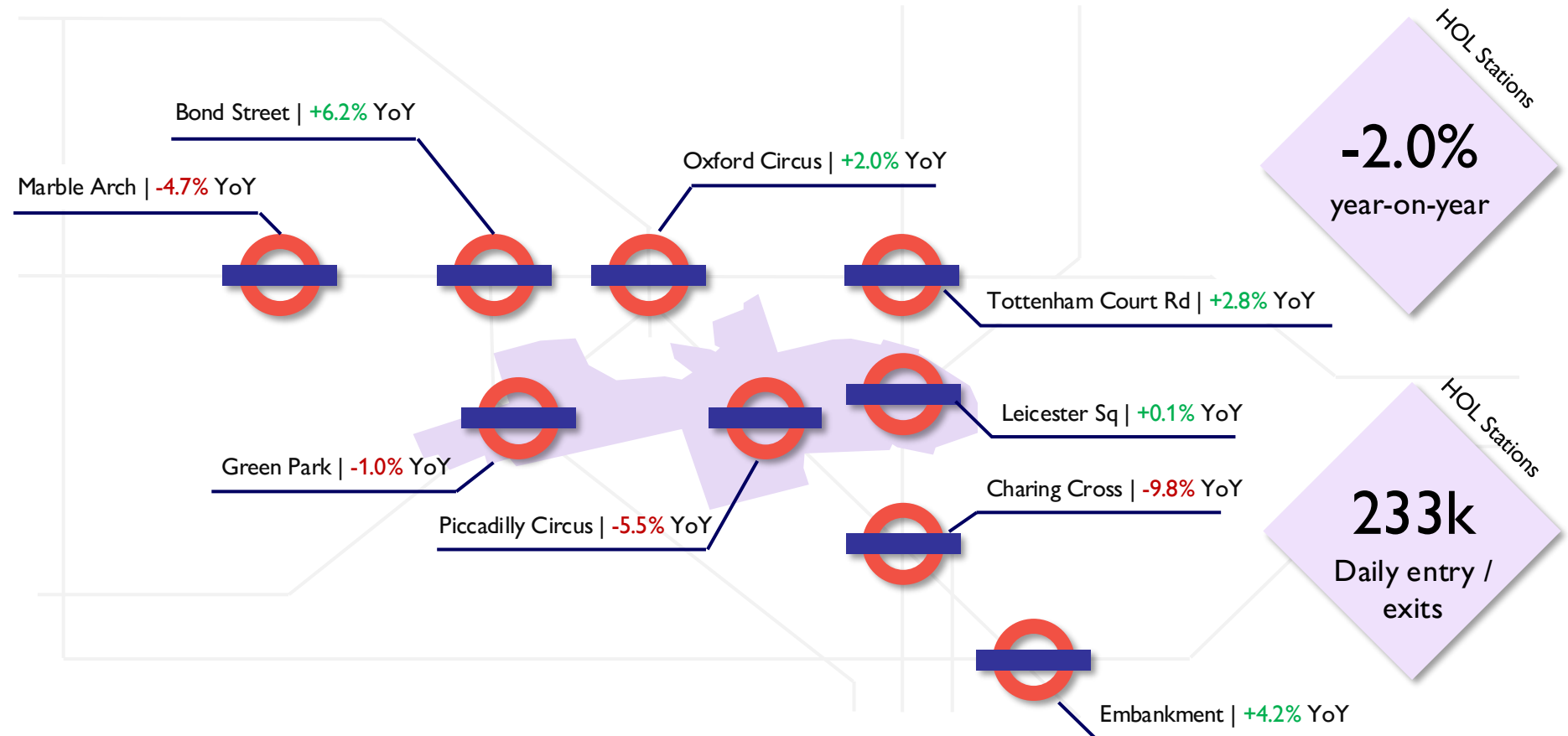
Cross-Visitation Seasonality





STATION USAGE ACROSS HOL AREA SAW -2% DECLINE, HOWEVER WAS NOT REFLECTED IN TOTAL VISIT VOLUMES

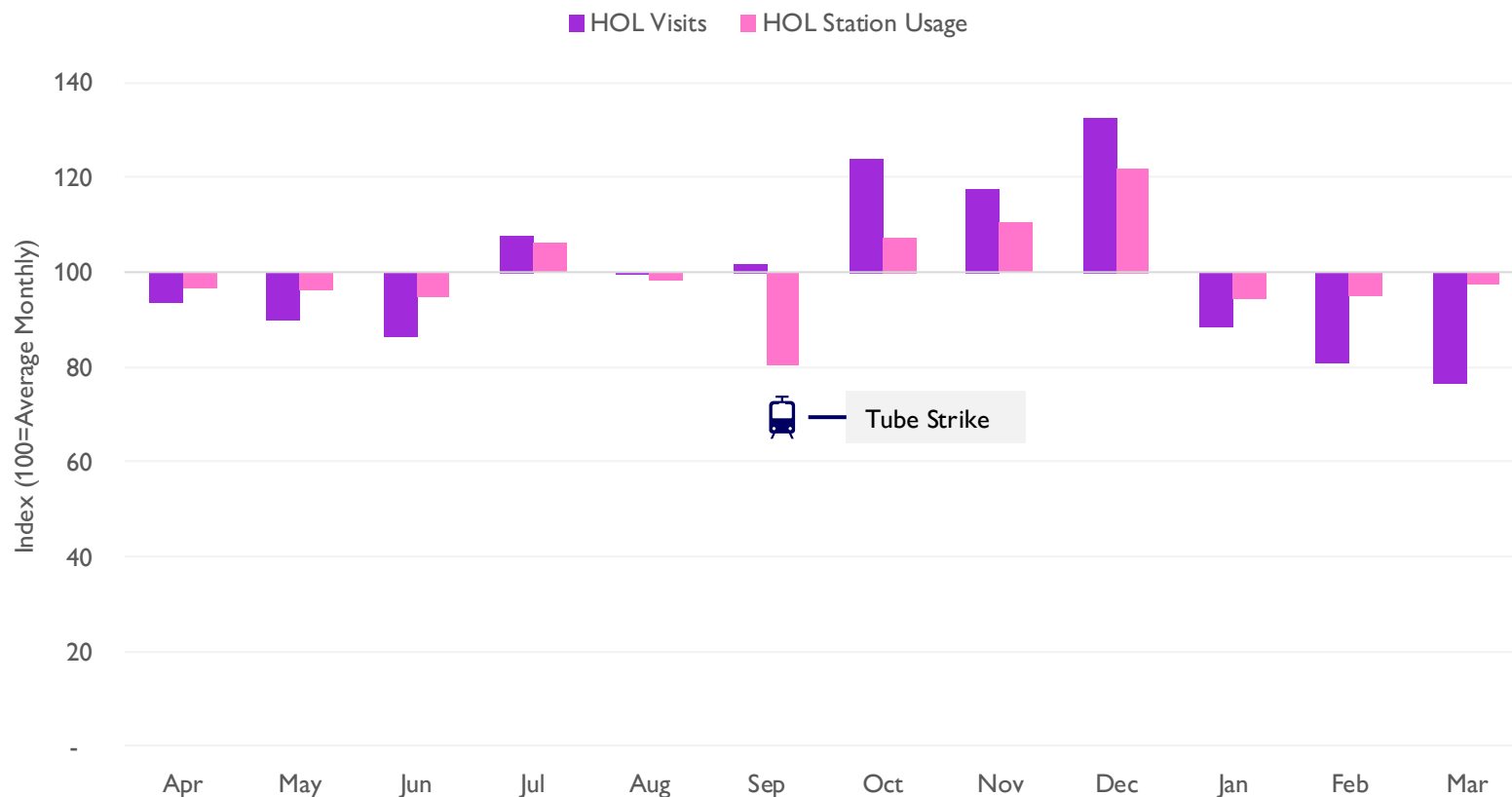
- Station usage across HOL stations (Green Park, Piccadilly Circus, Leicester Square) fell by 2% overall, but visit volumes across the district remained resilient, rising by 2.4%.
- Piccadilly Circus saw the steepest decline, with station usage down 5.5%, contributing to a 2.6% drop in visit volumes over the year.
- As seen in recent years, Elizabeth Line stations in the West End continue to grow in use. Bond Street (+6%) and Tottenham Court Road (+3%) are playing a key role in bringing more visitors into and out of the area. This is likely impacting the cross visitation as fewer visitors will exit stations within the HOL area.





STATION USAGE REMAINED MORE CONSISTENT SEASONALLY, WITH LESS VARIATION BETWEEN MONTHS

Seasonality Index | HOL Visits & TfL Station Usage

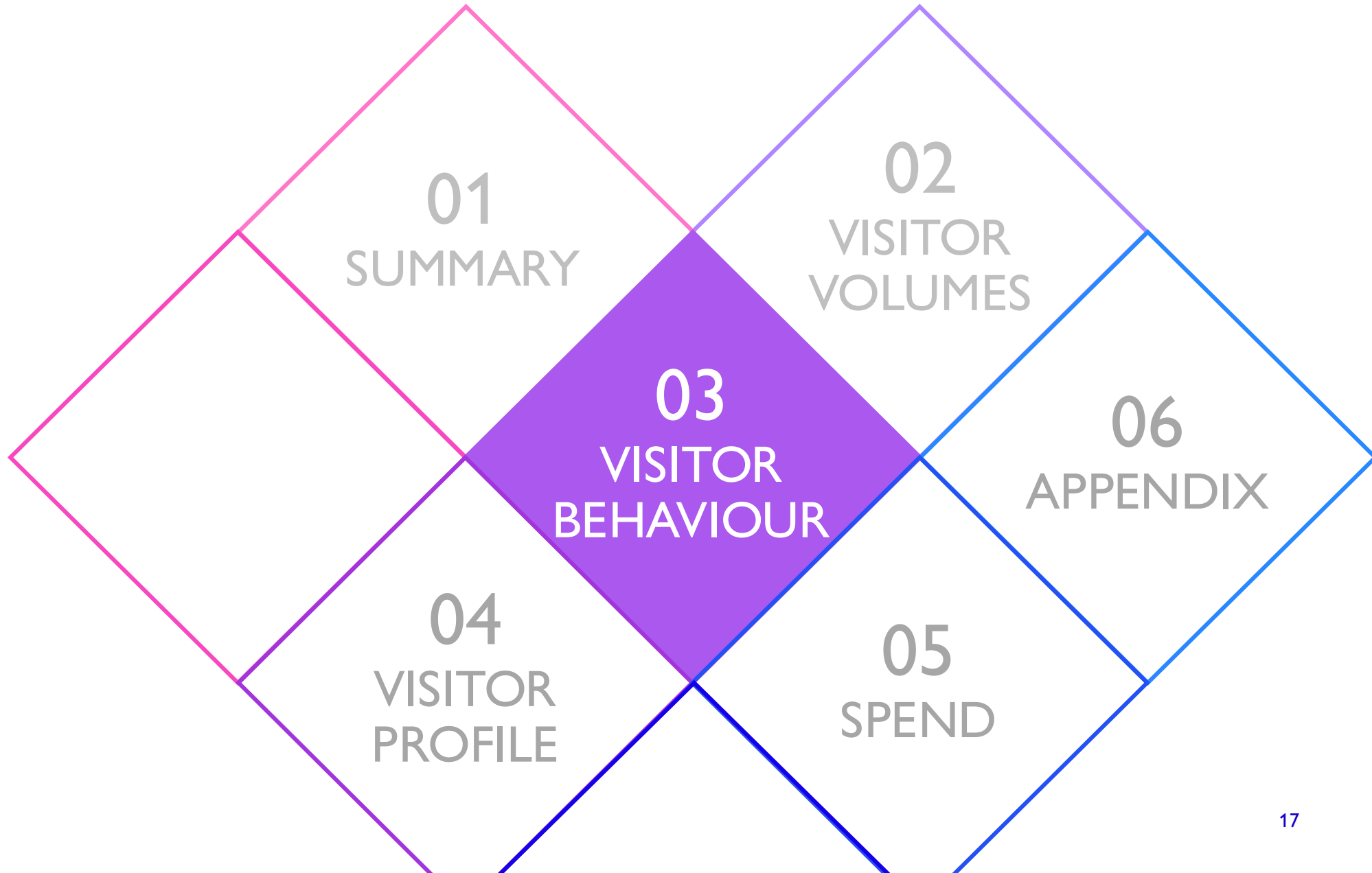


- Visits across the HOL area showed greater seasonal fluctuation over the year compared to station usage.
- This variation was largely driven by social and leisure visitors—particularly during the festive period—while more regular visitors, such as commuters using TfL stations, remained relatively consistent.
- Week-long TfL strikes in September had a notable impact on travel behaviour, affecting over 1 million entries and exits across HOL area stations during that period.

September 2025 Tube Strikes



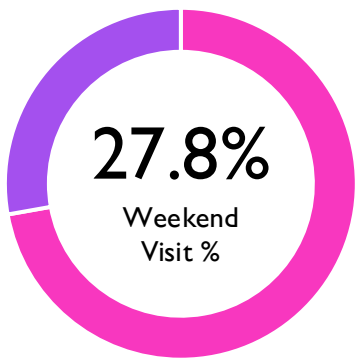
During Week 37 (w/c 8th Sep), HOL area visit volumes were down 14% vs. average September performance, with volumes most impacted on Friday 12th (down 29% vs. average Friday visitation in September), indicating the strikes disproportionately impacted social & leisure visits.



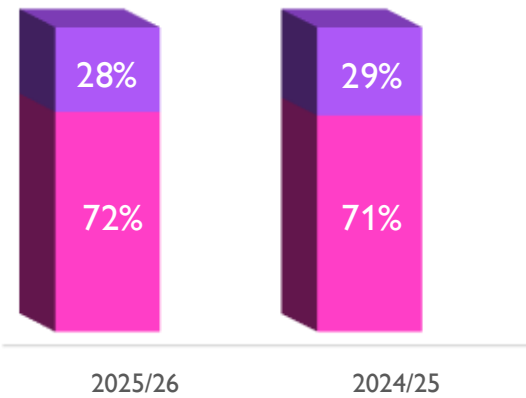


MORE DISTRIBUTED DAILY VISIT PROFILE WHILE STILL CAPTURING STRONG WEEKEND VISITATION

HOL Area | Weekday vs Weekend



Visitor Origin | Weekday vs Weekend



- In 2025/26, daily visits across the HOL area were slightly more evenly spread, although weekends still accounted for a higher share of visits (28%, compared with the 24% West End average).
- The domestic visitor profile (see page 28) remains consistent year-on-year, with a similar mix of social visitors, workers and residents. This suggests the more even weekly distribution is driven by behavioural change—specifically, stronger growth in weekday visits outpacing weekend increases—rather than a shift in who is visiting.
- All districts, except Piccadilly Circus, saw a decline in the share of weekend visits, indicating more consistent engagement with the area across the full week.



Daily Visit Distribution | District-Level

District	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
HOL Area	14%	14%	15%	15%	15%	16%	12%
Piccadilly District	15%	15%	15%	15%	15%	14%	11%
Jermyn St District	15%	14%	15%	16%	15%	13%	12%
Leicester Sq District	13%	14%	14%	13%	15%	17%	12%
Piccadilly Circus District	12%	13%	14%	14%	14%	17%	14%
St Martin's Lane District	14%	14%	14%	15%	15%	17%	12%
Haymarket District	14%	15%	16%	16%	15%	13%	10%
Core West End	14%	15%	16%	16%	15%	14%	10%

Weekday vs Weekend Weekend YoY

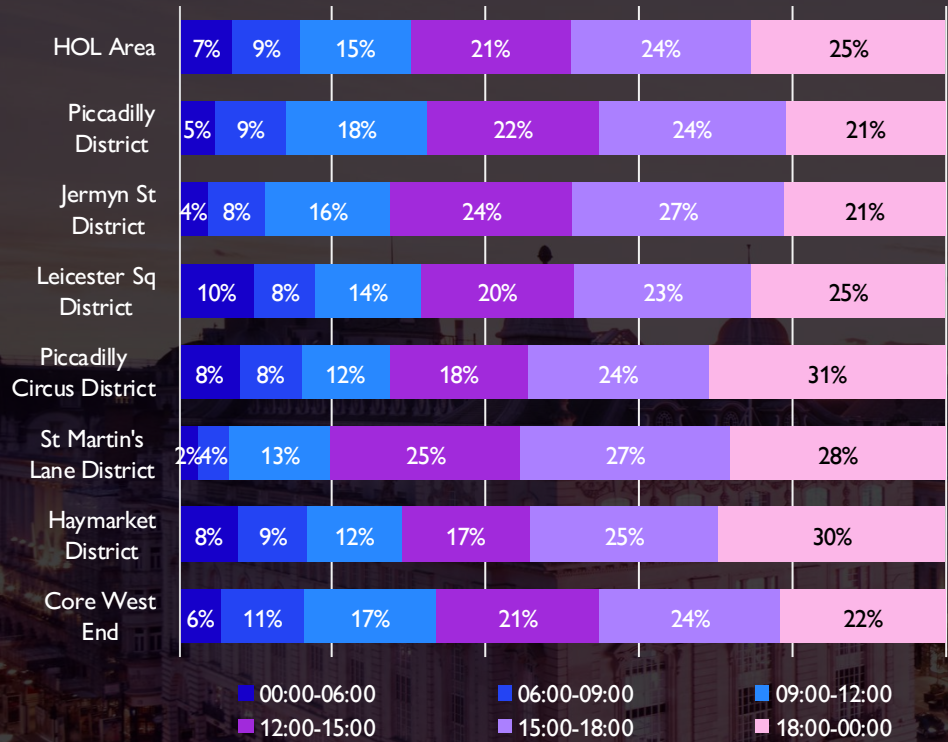
District	Weekday	Weekend	Weekend YoY
HOL Area	72%	28%	-1.2%
Piccadilly District	75%	25%	-2.1%
Jermyn St District	75%	25%	-3.2%
Leicester Sq District	70%	30%	-2.5%
Piccadilly Circus District	69%	31%	+0.4%
St Martin's Lane District	72%	28%	-2.5%
Haymarket District	77%	23%	-6.0%
Core West End	76%	24%	-1.0%

Mon Tues Weds Thurs Fri Sat Sun



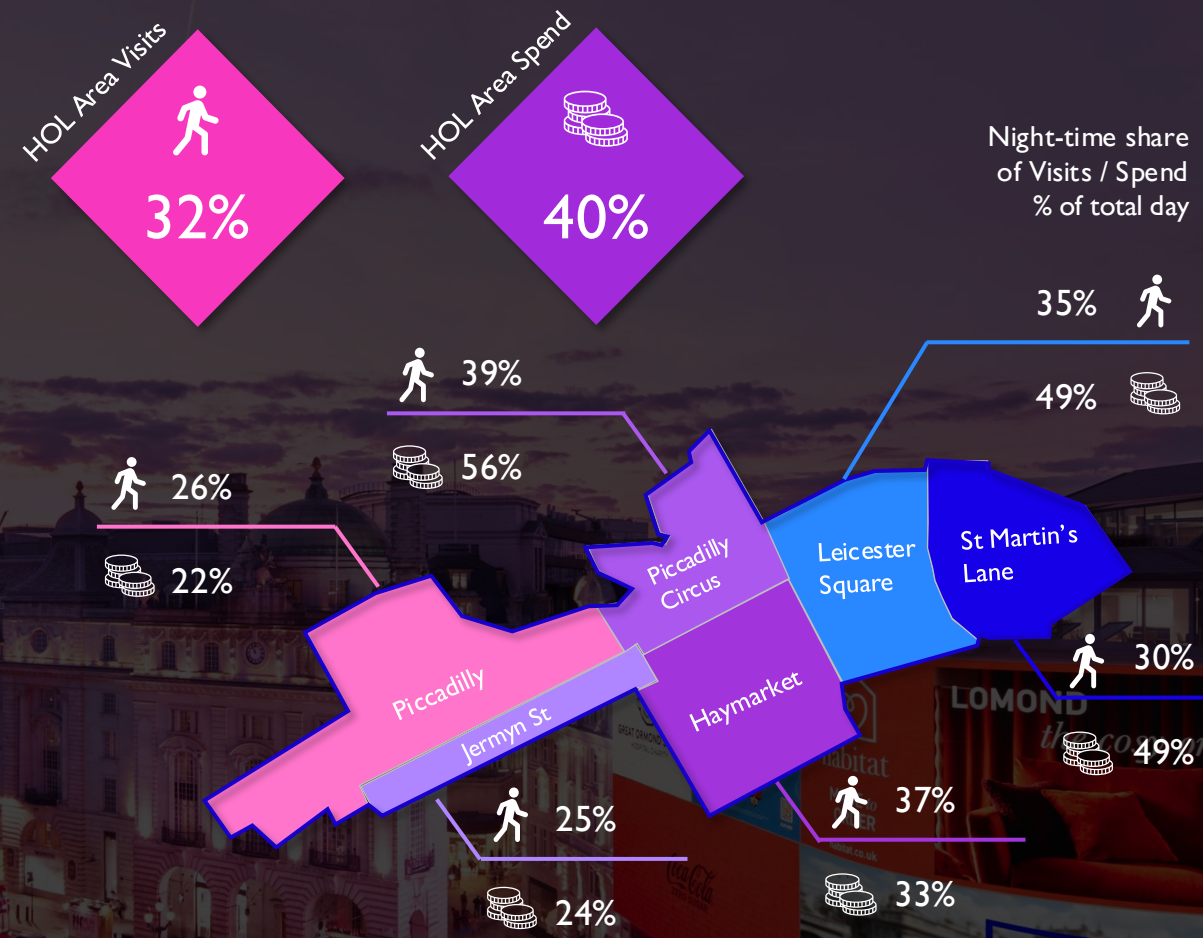
STRONG NIGHT-TIME ECONOMY ACROSS LEISURE-FOCUSSED DISTRICTS WITH HIGH SPEND-DRIVEN BEHAVIOUR

Hourly Visit Distribution | District-Level



■ 00:00-06:00 ■ 06:00-09:00 ■ 09:00-12:00
■ 12:00-15:00 ■ 15:00-18:00 ■ 18:00-00:00

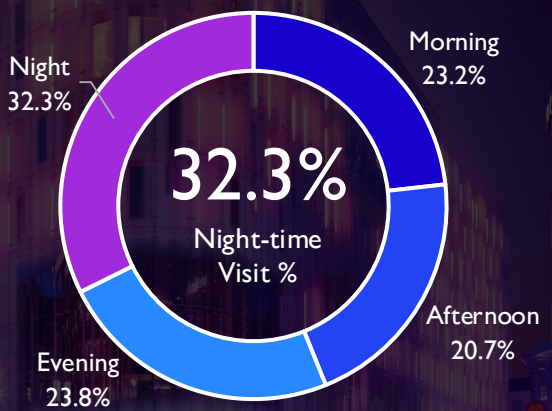
Morning (06:00 – 12:00) | Afternoon (12:00 – 15:00) | Evening (15:00 – 18:00) | Night (18:00 – 06:00)



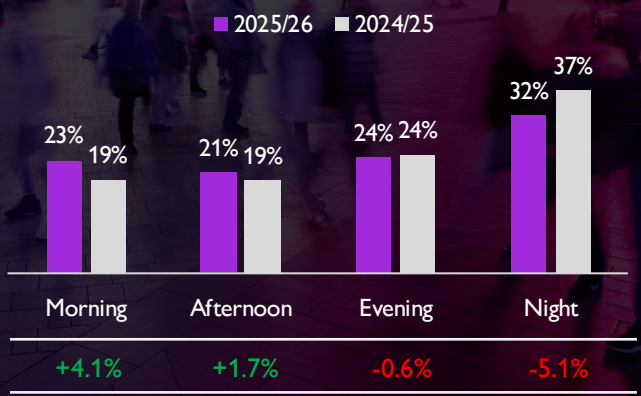


SLIGHT RE-DISTRIBUTION IN VISITS WITH GREATER SHARE IN MORNING & AFTERNOON

HOL Area | Visitors by Time Band



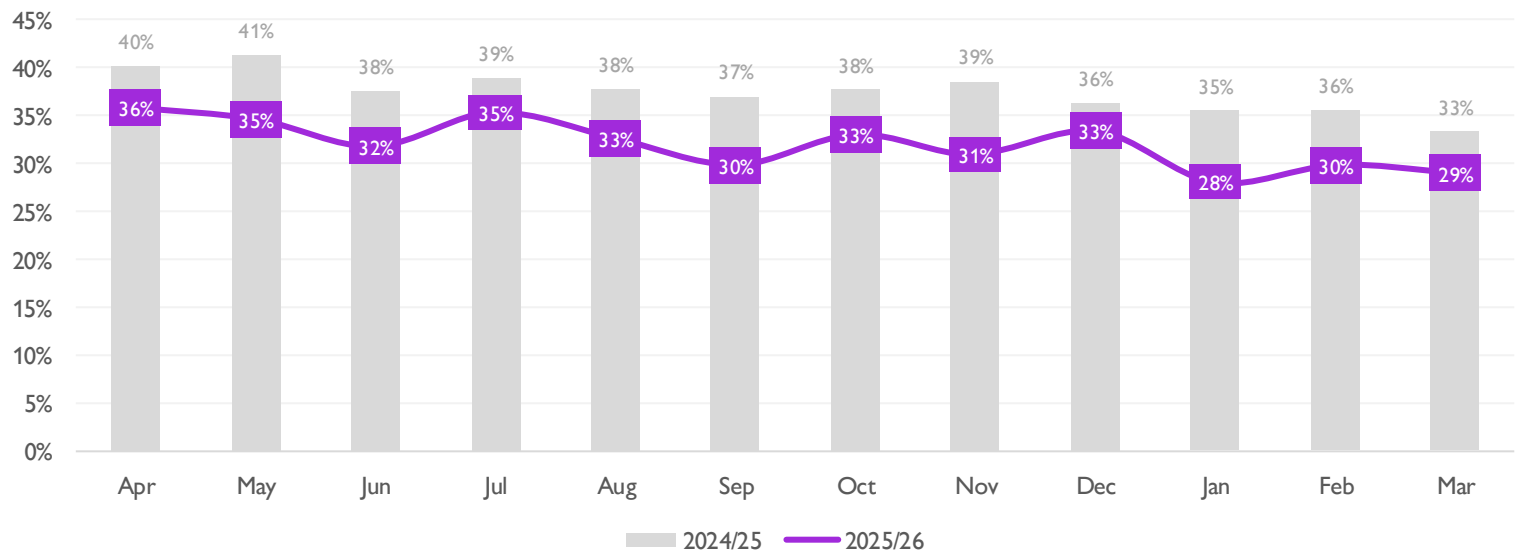
Year-on-Year | Visitors by Time Band



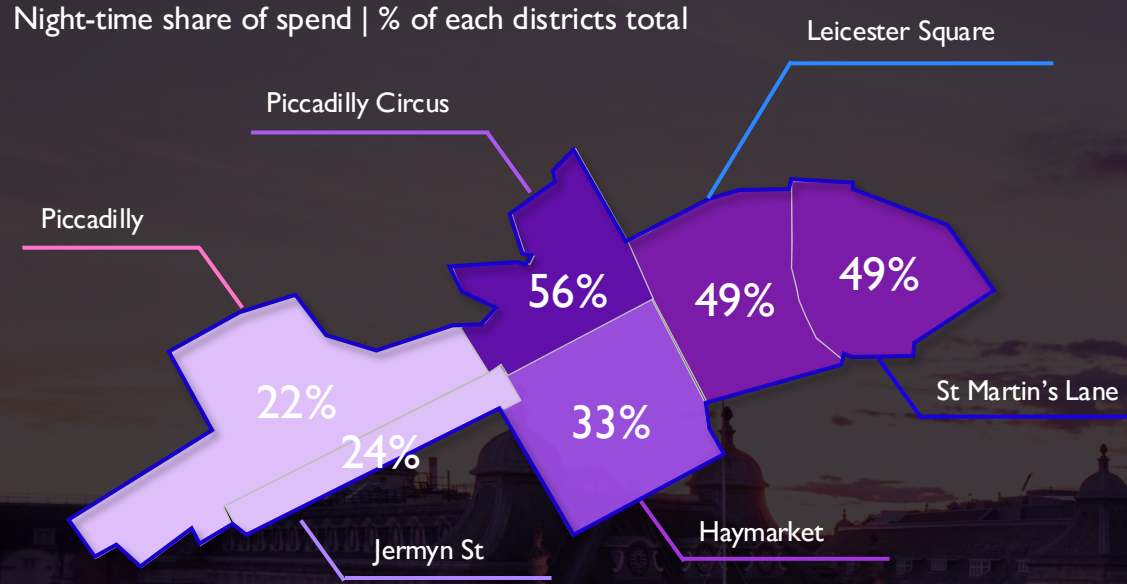
Morning (06:00 – 12:00) | Afternoon (12:00 – 15:00) | Evening (15:00 – 18:00) | Night (18:00 – 06:00)

- Despite a 5% decline in the share of night-time visits, around a third of all HOL visits still took place after 6pm in 2025/26, reinforcing the area’s role as a major social and leisure destination in the evening economy.
- This night-time share was 4 percentage points higher than the wider Core West End average.
- April, May and July recorded the highest proportion of night-time visits (35%), while Q4 (January–March) showed a stronger skew towards daytime activity.

Evening Share | Share of HOL Area Month Visits

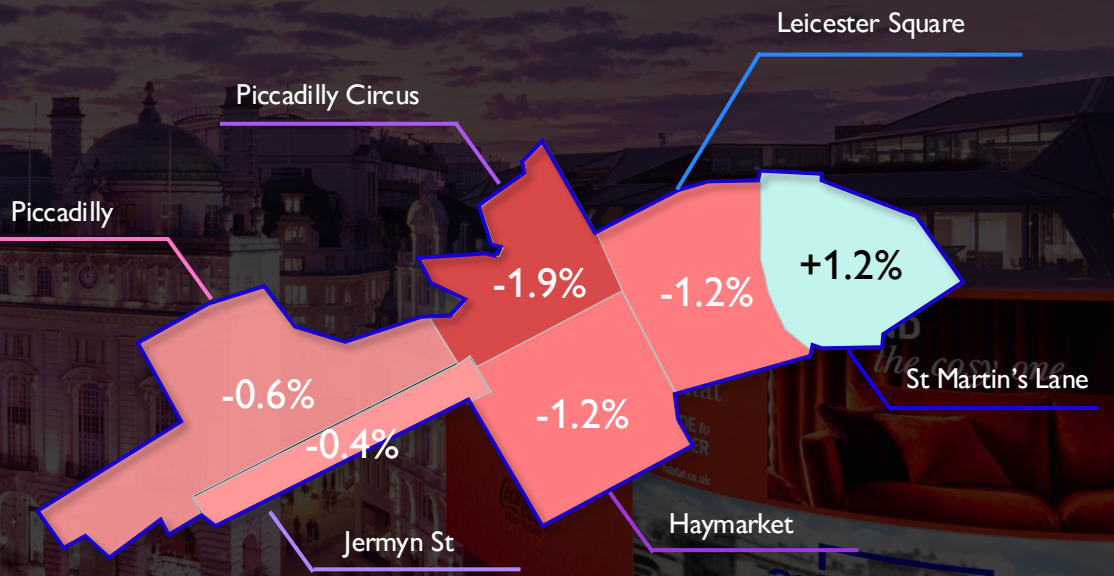


TOURIST-LED DISTRICTS CAPTURE STRONGEST NIGHT-TIME SPEND... 56p IN EVERY £1 SPENT ACROSS PICCADILLY CIRCUS



- All districts except St Martin's Lane saw a slight redistribution of spend throughout the day, with a small decline in the share captured between 6pm–6am (down 0.2% across the HOL area overall).
- This may partly reflect the HOLBA-supported alfresco dining scheme (Sept–Oct), during which the share of night-time spend increased by an average of 2.4%.
- While Piccadilly Circus district experienced the highest decline in share of evening spend (-1.9%), this district continued to significantly capture the highest share of its total spend post-6pm.

- The strongest share of night-time spend was captured across more tourist-focussed, leisure districts – Piccadilly Circus (56%), Leicester Square (49%), and St Martin's Lane (49%).
- In contrast and driven by greater a worker-profile across the district, Piccadilly sees ~ £1 in every £5 & Jermyn St ~£1 in every £4 spent across their districts between 6pm – 6am.

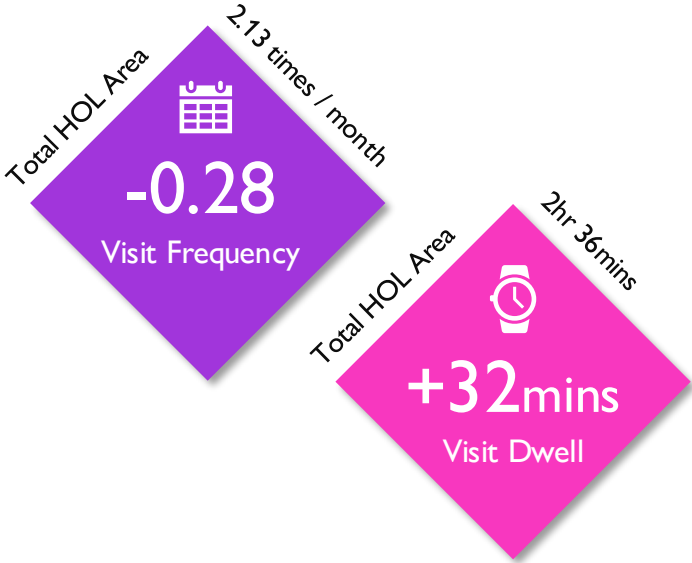


Morning (06:00 – 12:00) | Afternoon (12:00 – 15:00) | Evening (15:00 – 18:00) | Night (18:00 – 06:00)

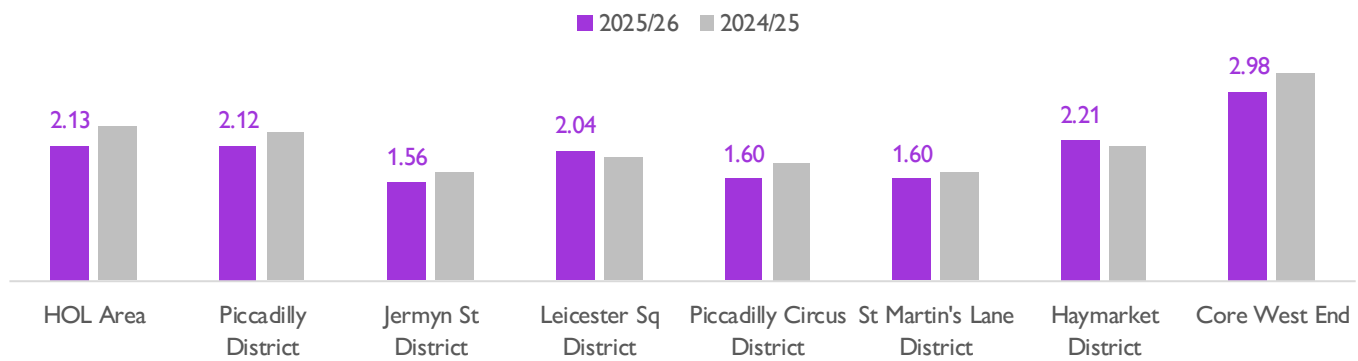
Source: Colliers' analysis, informed by aggregated & anonymised Lloyds Banking Group data
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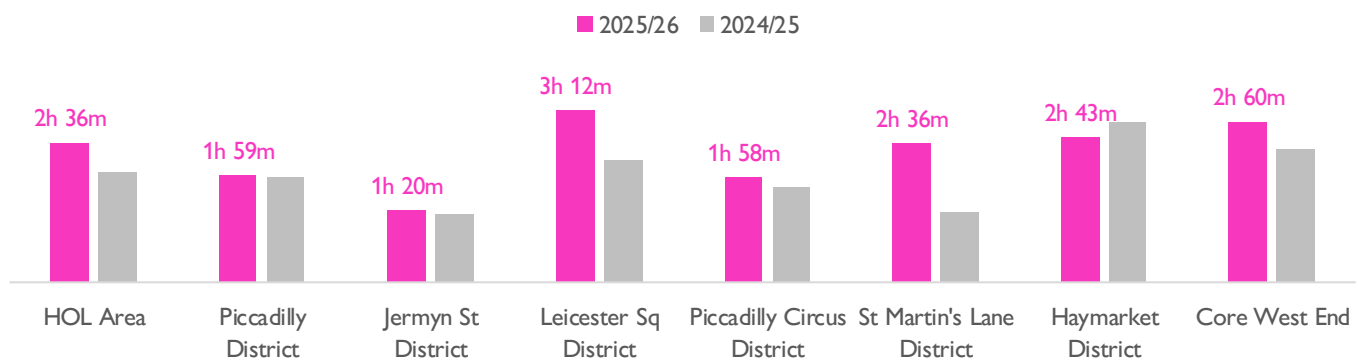
VISITORS COMING LESS FREQUENTLY BUT DWELLING LONGER



Visit Frequency | Average times per month



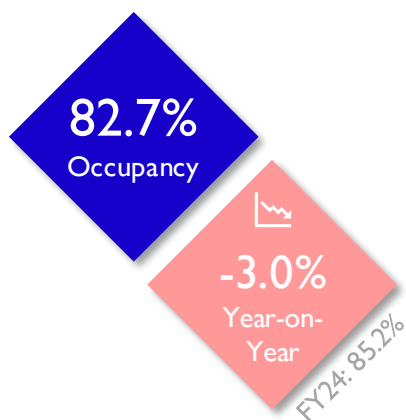
Visit Dwell | Average length of stay per trip



- Across districts, a consistent pattern emerged between visit frequency and dwell time, with visitors coming less often but staying longer when they did.
- On average, visitors spent around 30 minutes longer per trip than last year, with Leicester Square recording the longest dwell time at 3 hours 12 minutes.

INCREASED HOTEL SUPPLY IMPACTED OCCUPANCY RATES (-3%)

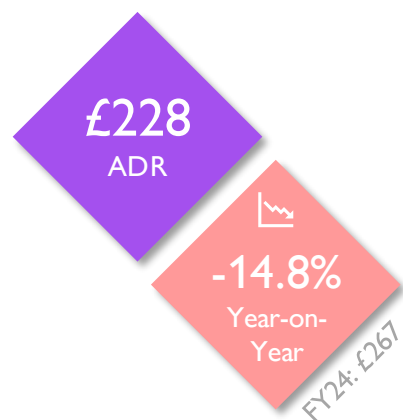
Hotel occupancy (%)



Hotel occupancy across the HOL area declined by 3.0% year-on-year in 2025/26, reflecting increased competition following a significant rise in room supply (+26%) with the opening of Moxy Piccadilly. The relatively modest drop in occupancy points to resilient underlying demand.

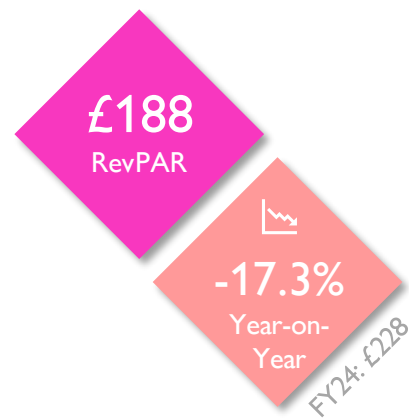
Even at this level, occupancy remains high by London standards, where demand typically begins to soften once rates fall into the 80–85% range.

Average Daily Rate (ADR)



Average Daily Rate (ADR) fell by 14.8% (down £39), as operators adopted more competitive pricing to maintain market share—highlighting growing price pressure, particularly from new supply.

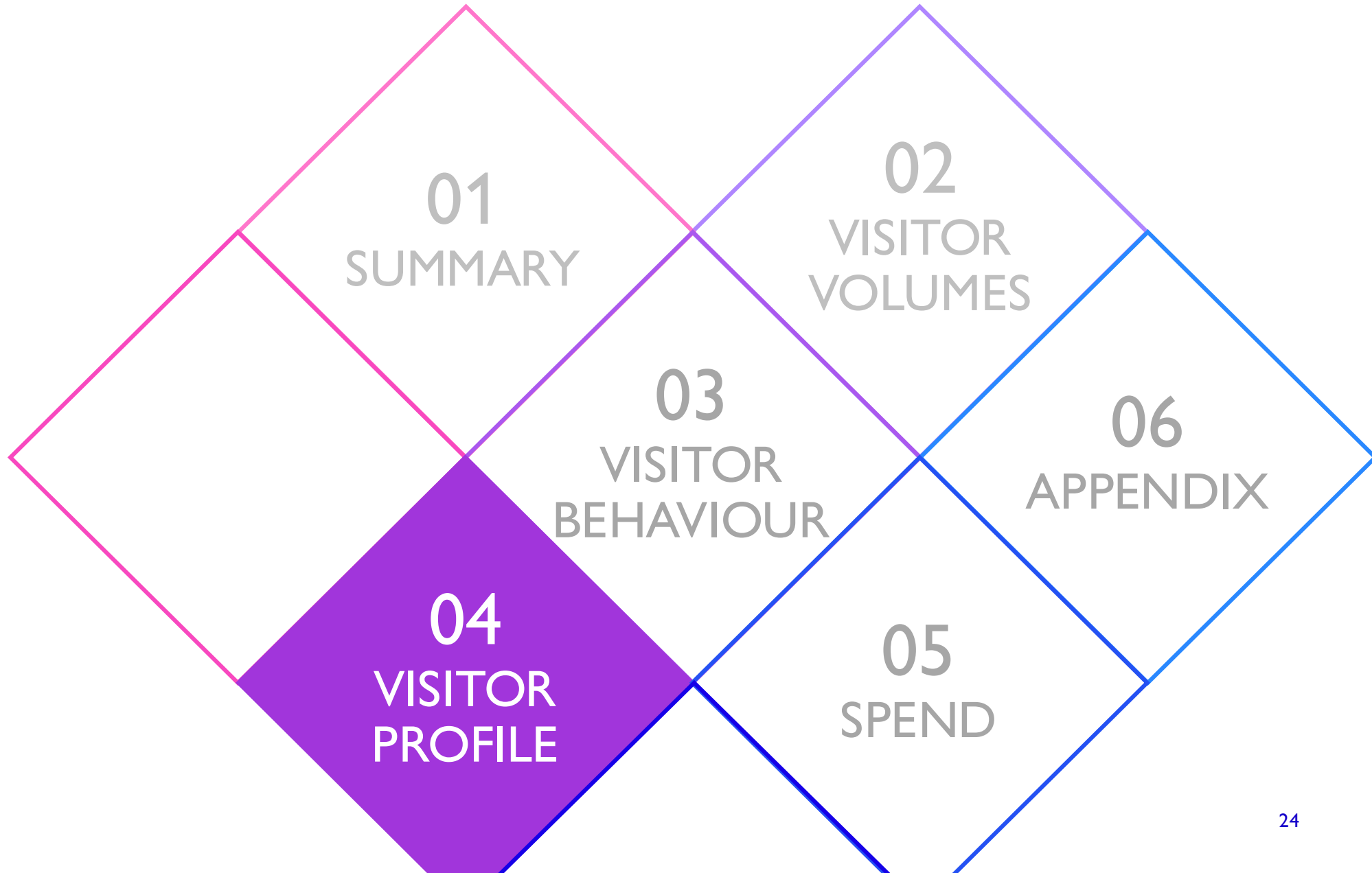
Revenue per Available Room (RevPAR)



The decline in RevPAR was driven mainly by this drop in ADR rather than occupancy, indicating that revenue performance was more affected by pricing strategy than by weakening demand.

Demand itself remained strong, growing by 23% and broadly keeping pace with new supply, but not enough to fully absorb it—resulting in slightly lower occupancy and increased downward pressure on rates.







HOL AREA DOMESTIC CATCHMENT

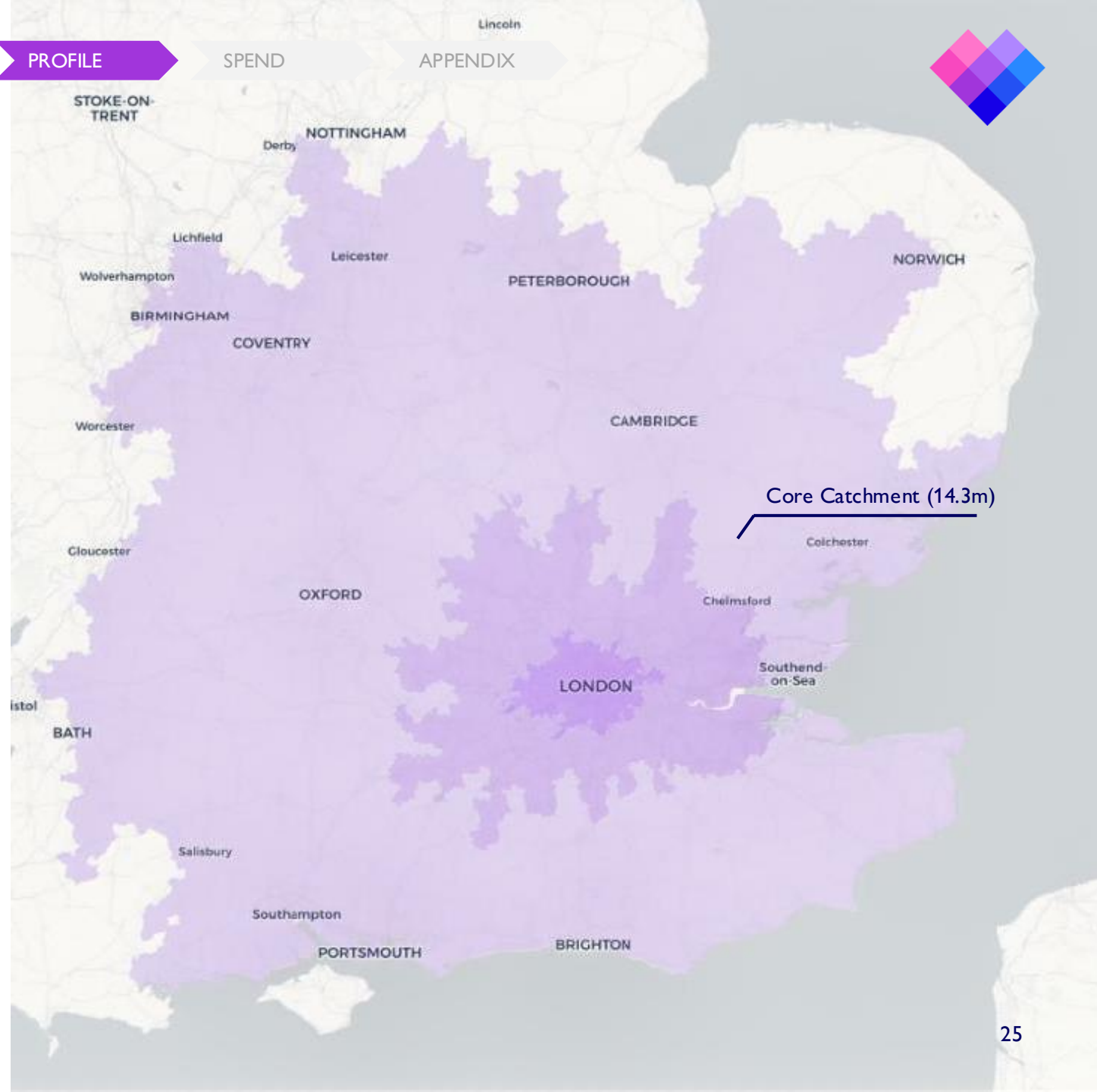
14.3m

core catchment
population

31.5m

total catchment
population

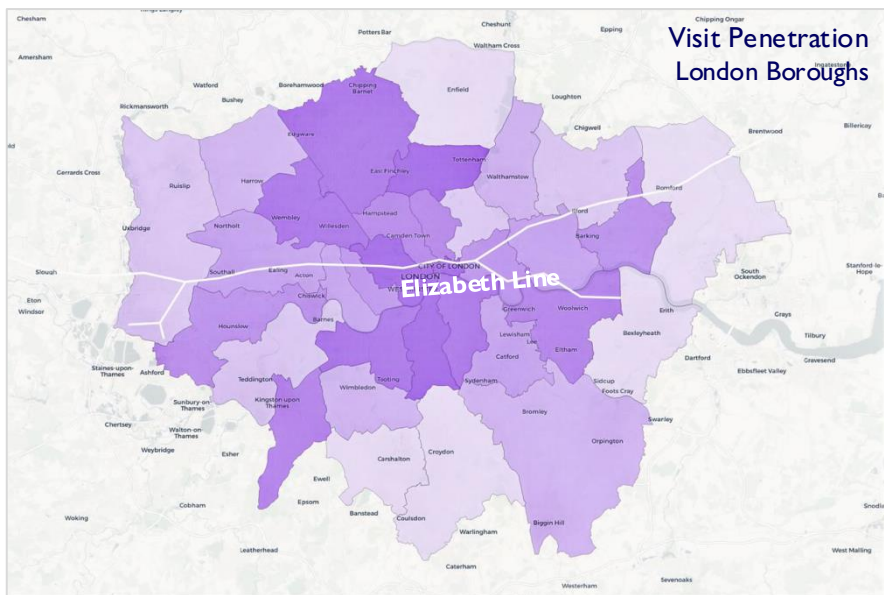
Catchment Band	Population (millions)
Primary	6.3m
Secondary	8.0m
Core Catchment <i>(75% of visitors)</i>	14.3m
Tertiary	17.1m
Total Catchment <i>(90% of visitors)</i>	31.5m





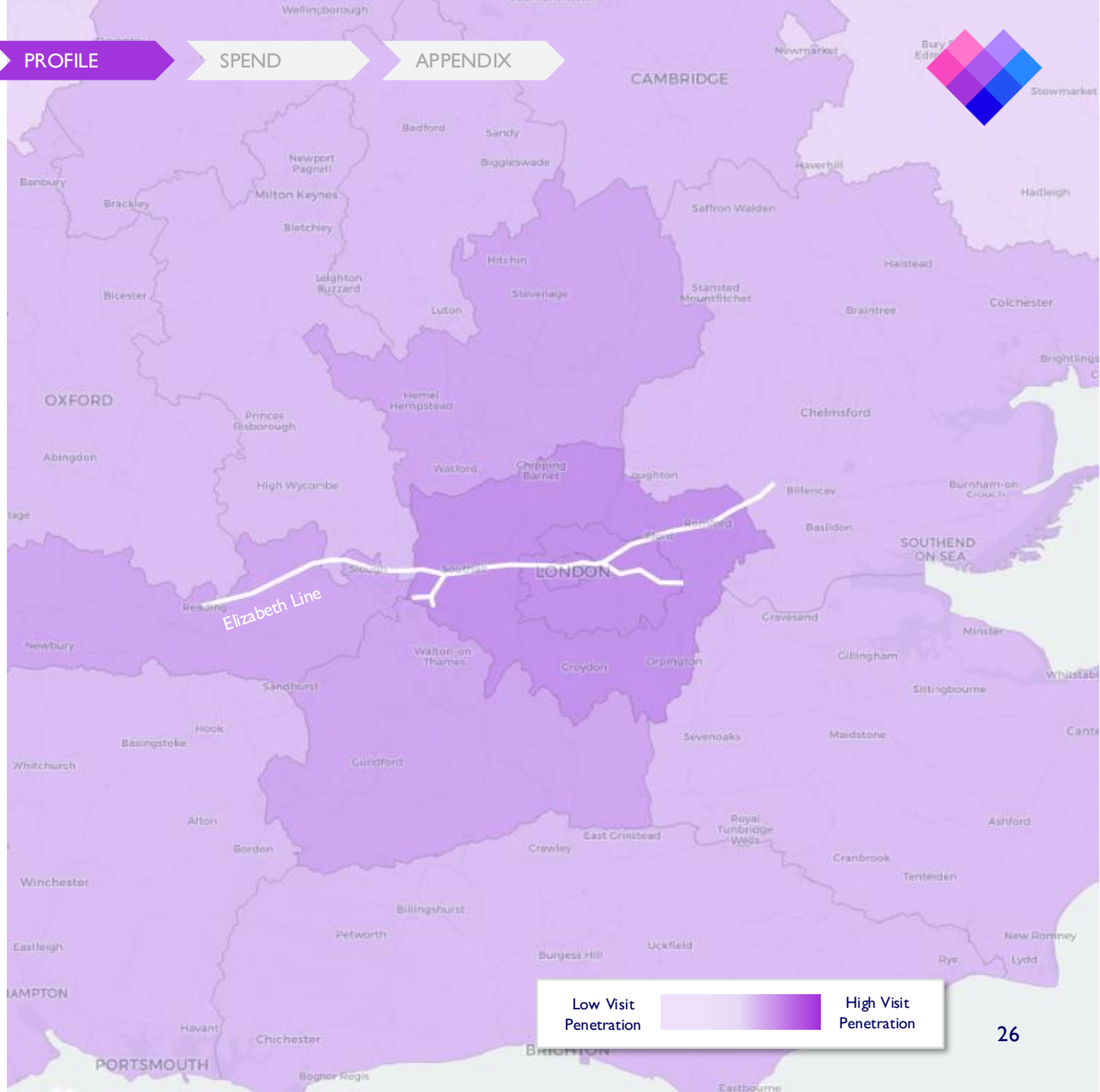
HIGH VISIT PENETRATION FROM LONDON AREAS

- Visits to the HOL area are strongly driven by London boroughs and nearby counties, with particularly high penetration from Hertfordshire to the north and Surrey and Berkshire to the west and south-west.
- Accessibility continues to shape visitor behaviour. Areas served by the Elizabeth Line—such as Berkshire in the west and Greenwich in the south-east—show high visit penetration, supported by a 4.1% year-on-year increase in usage at Elizabeth Line stations around the HOL area.



London Boroughs Penetration gradient independent of wider catchment penetration

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



Low Visit Penetration

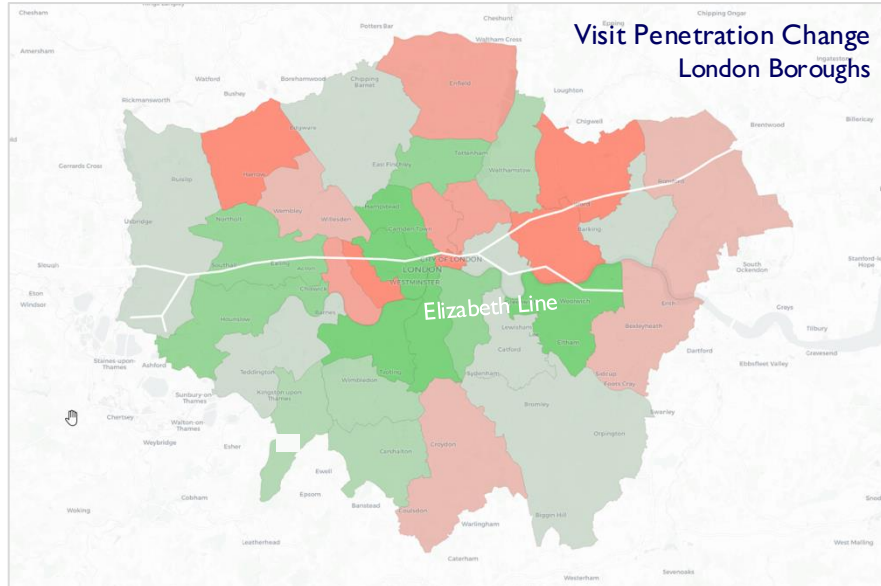


High Visit Penetration



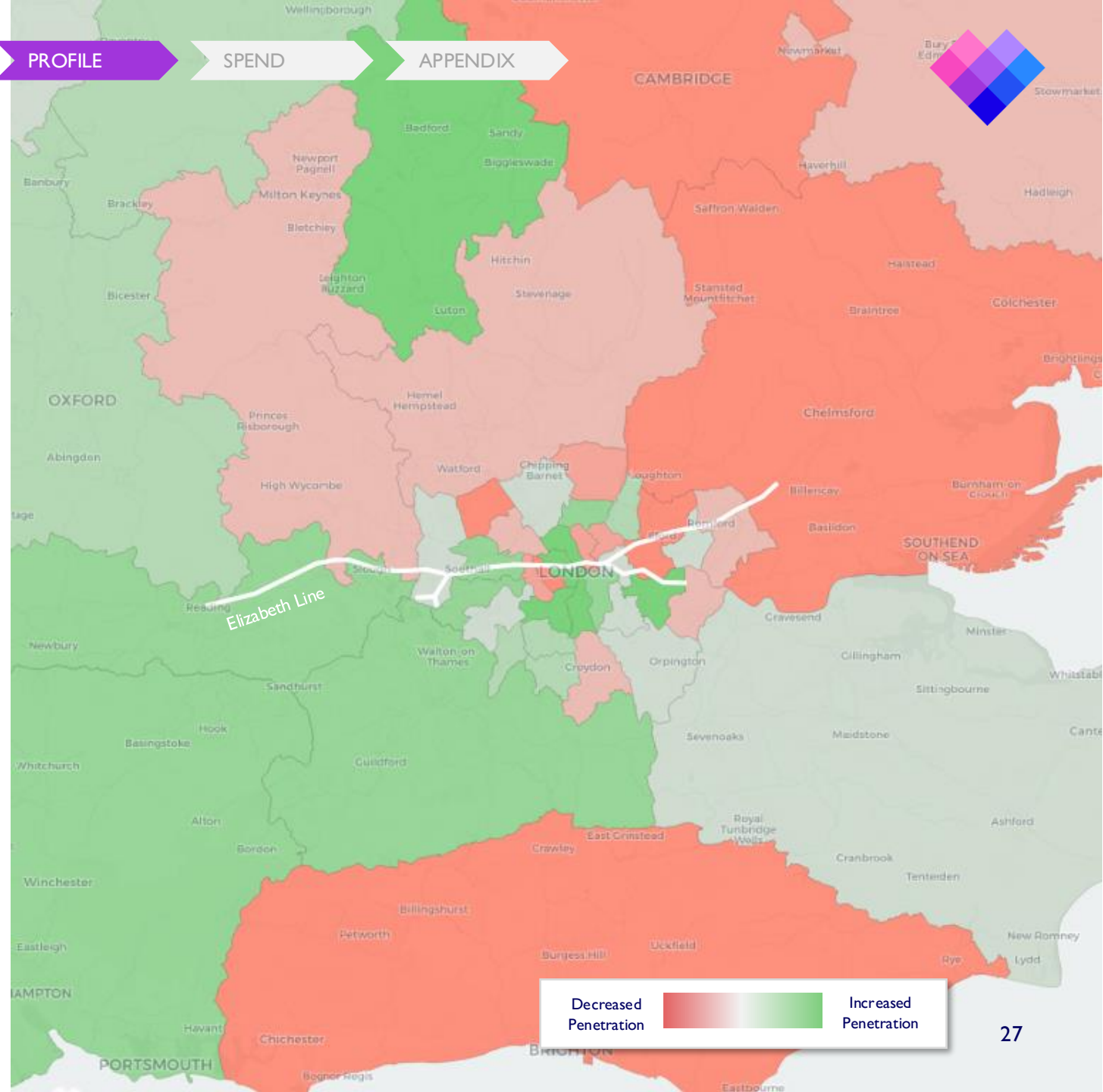
INCREASED VISIT SHARE FROM LONDON

- Visit penetration increased year-on-year across Central, Inner and Outer London, although patterns vary by borough.
- The strongest growth in visitors came from boroughs to the west and south-west—particularly Westminster (+15%), Lambeth (+7%) and Southwark (+6%)—while the City of London, Brent and Islington saw declines.



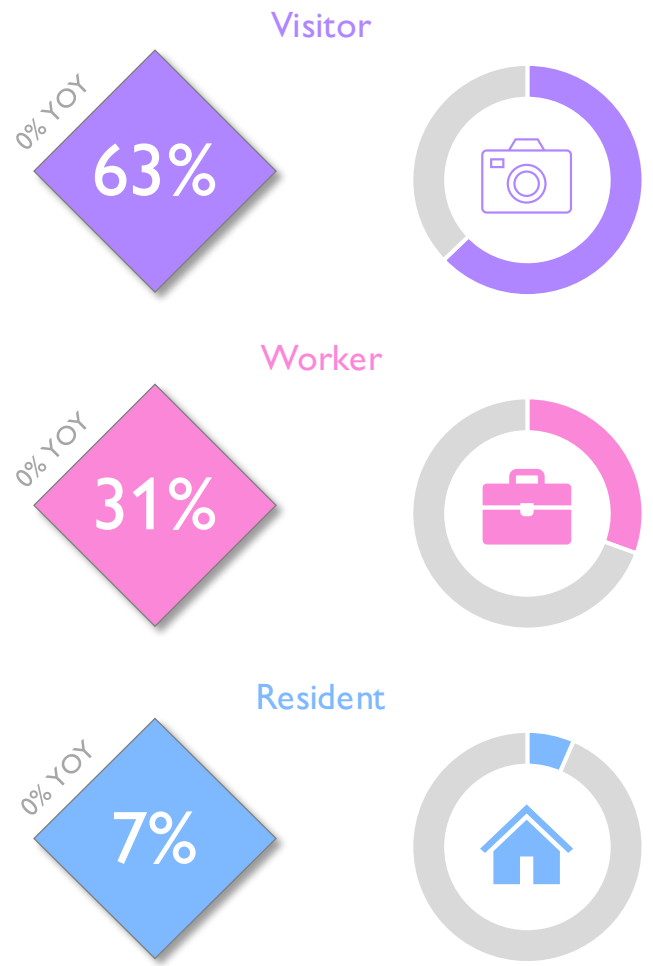
London Boroughs Penetration gradient independent of wider catchment penetration change

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

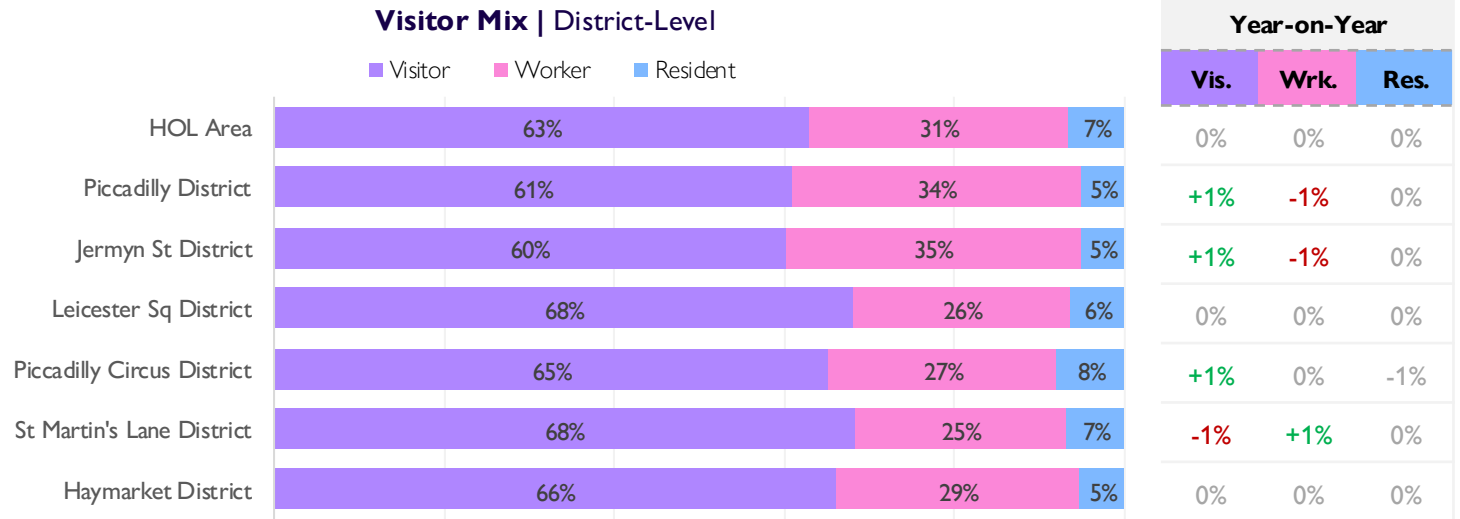




CONSISTENT DOMESTIC PROFILE ACROSS HOL AREA YEAR-ON-YEAR, WITH JUST UNDER TWO-THIRDS SOCIAL VISITORS



- Domestic visitor profile remained consistent year-on-year across total HOL area – with 63% of domestic visitors on social/leisure reasons, and just under a third of domestic visitors across the area workers.
- Eastern tourist-focused districts continue to capture a high share of domestic social visitors; 68% of Leicester Sq District & St Martin’s Lane’s domestic visitors, while Jermyn Street District had the highest share of workers (35%).
- See page 48 for visitor groups definitions.





OFFICE TAKE-UP +26% YEAR-ON-YEAR ACROSS THE HOL AREA

- Office take-up increased by 26% year-on-year, reaching around 75,000 sq ft in 2025, with 60% of this demand focused on Grade A space.
- Banking and financial services drove much of this activity, accounting for 58% of total take-up.
- Overall vacancy across the HOL area remained low at 4.4%—well below wider London and West End averages—and was broadly unchanged year-on-year.
- Grade A availability is now extremely limited, with vacancy at just 1.0% and no new Grade A space currently available to lease across the HOL area.

Key Statistics

+26%

2025 take-up reached 74,579 sq ft

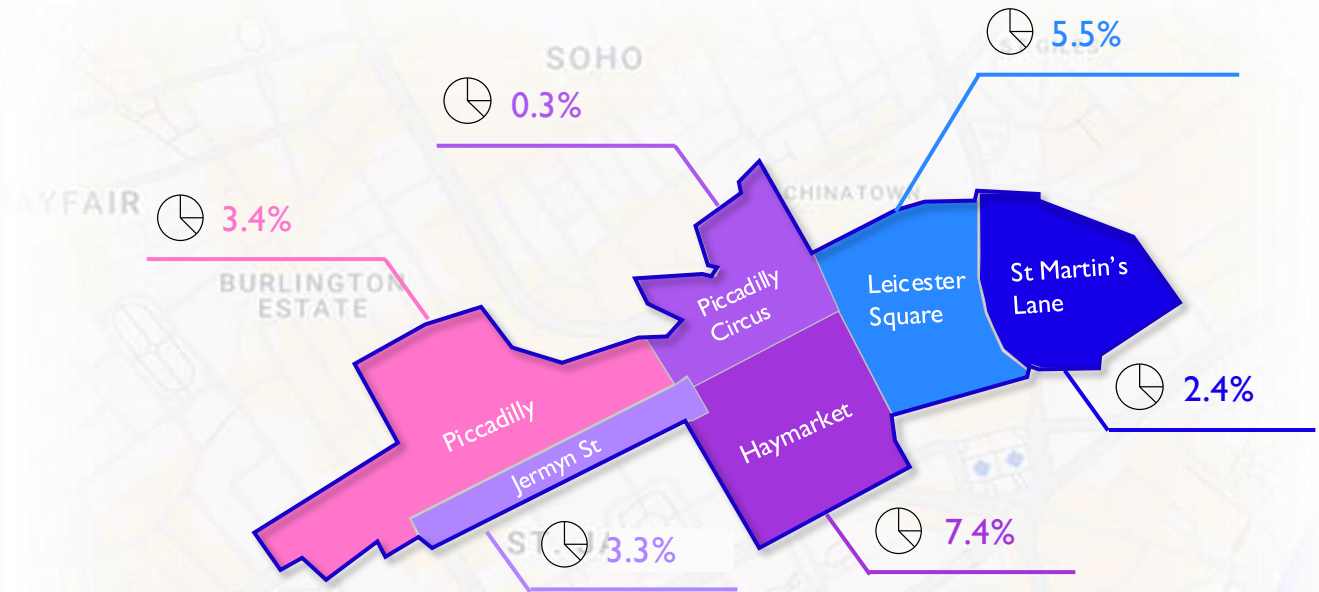
4.4%

All Grade vacancy is 4.4%, up 10 basis points YoY

4.6%

Prime rents saw growth of 4.6% in 2025

All Grade Vacancy Rate



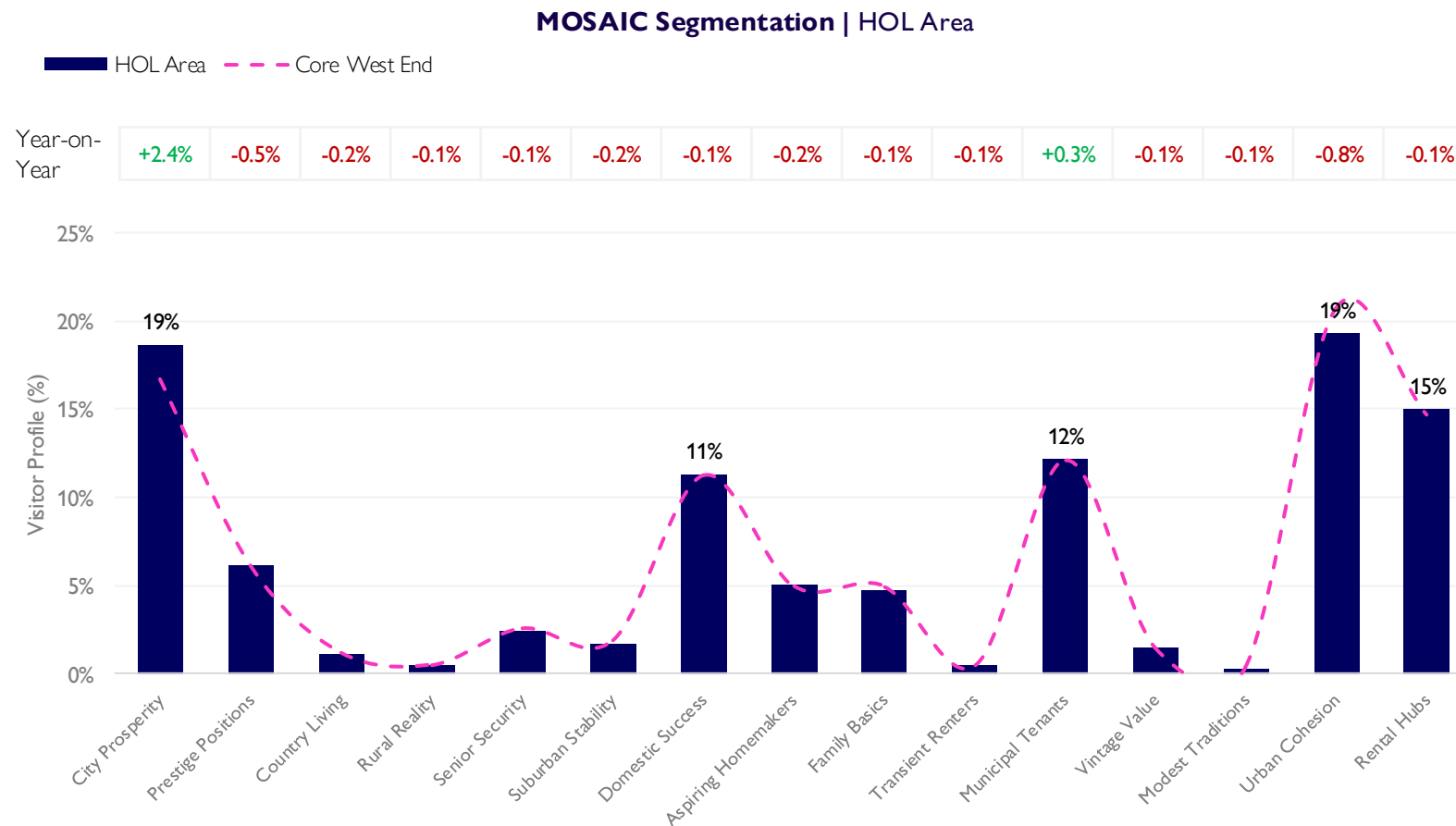
7.6%

Core West End Benchmark



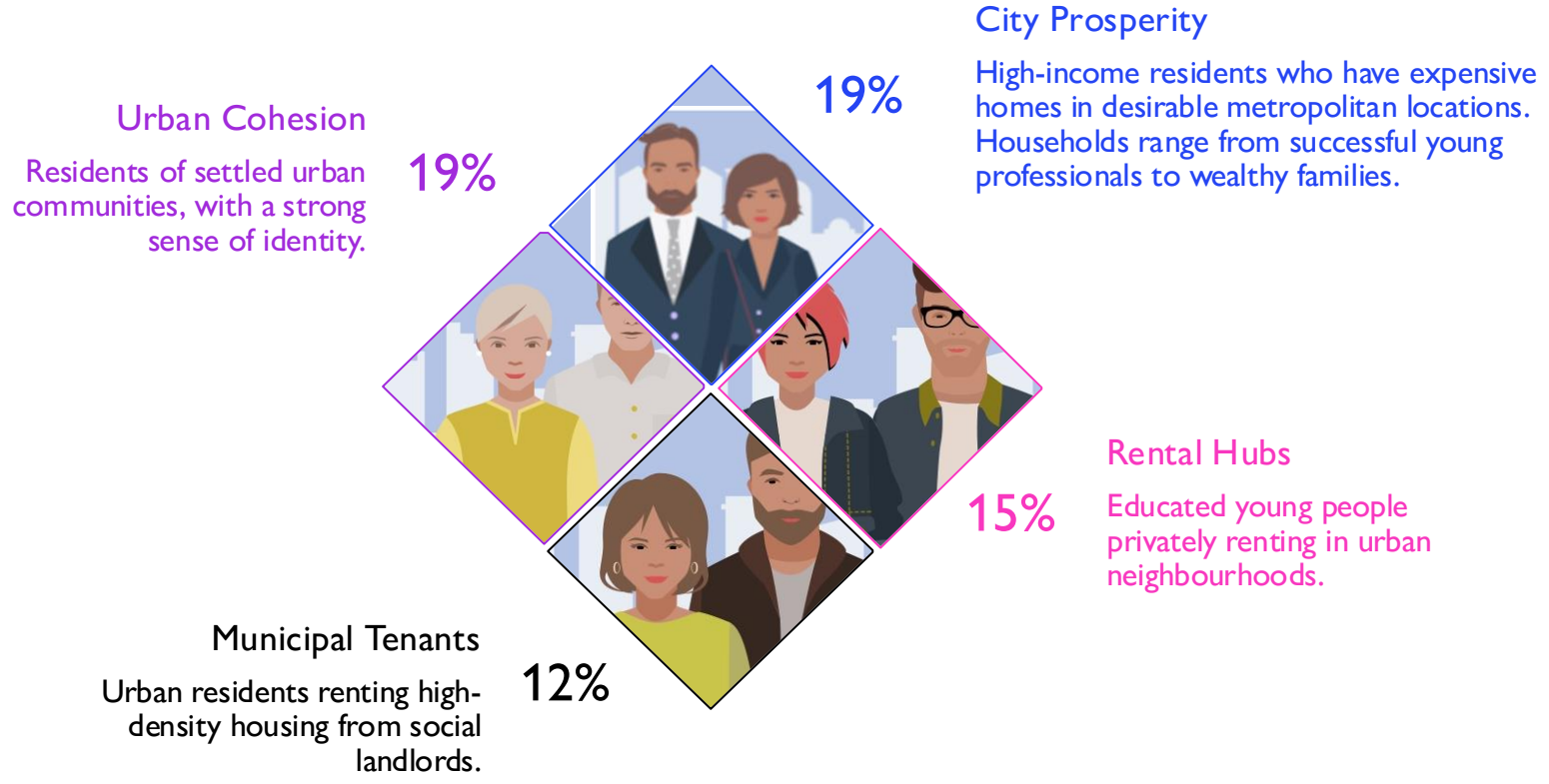
HOL AREA MOSAIC PROFILE BIASED TOWARDS 5 DOMINANT GROUPS, ACCOUNTING FOR 76% OF VISITORS

- The HOL area's MOSAIC profile closely mirrors the wider Core West End, with a clear skew towards high-income, professional visitor groups.
- Around 40% of domestic visitors fall within the City Prosperity segment (affluent households, from successful young families to established wealthy families) and Urban Cohesion (urban communities with a strong sense of identity).
- The profile has become more concentrated over time, with existing dominant groups strengthening their share—City Prosperity alone increased by 2.4 percentage points—while 13 of the 15 segments saw a decline.





HOL area visitor profile biased towards high-affluent, professional visitor groups, ranging from successful young professionals to wealthy families



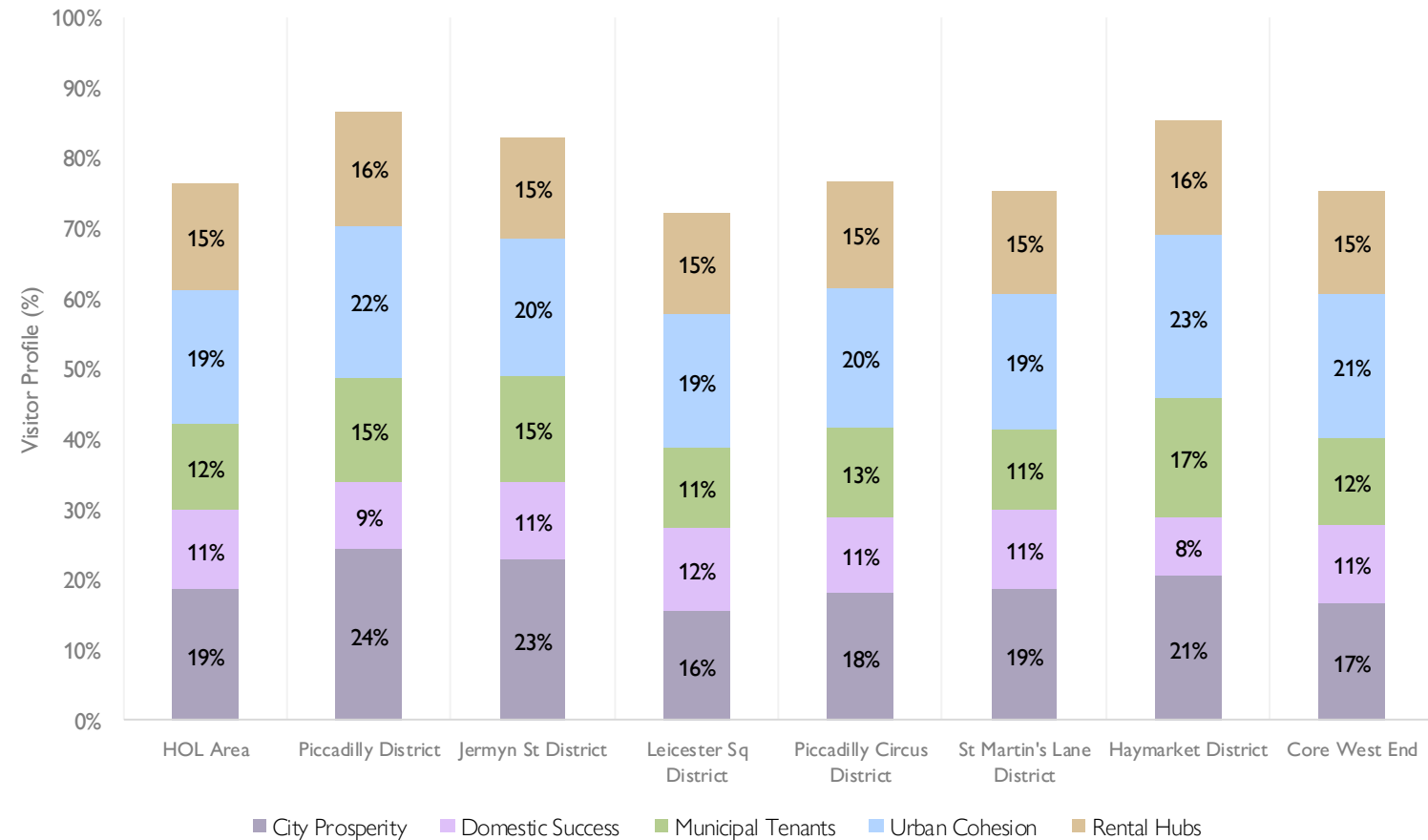


DOMESTIC PROFILE INCREASINGLY CENTRED AROUND DOMINANT GROUPS, ACCOUNTING FOR 2% HIGHER SHARE

- Across all districts, except Jermyn St, the domestic MOSAIC profile has seen an increase in share of visitors from the top 5 dominant groups.
- Over three-quarters of total HOL visitors were within top 5 dominant groups, with Piccadilly District seeing the most focussed profile (87%).

Area	Visitors from HOL Area's Top 5 Groups	Year-on-Year
HOL Area	76.4%	+1.8%
Piccadilly District	86.7%	+3.6%
Jermyn St District	83.1%	-3.1%
Leicester Sq District	72.3%	+1.6%
Piccadilly Circus District	76.8%	+0.8%
St Martin's Lane District	75.5%	+0.2%
Haymarket District	85.4%	+2.4%
Core West End	75.5%	+2.4%

HOL Area's Top 5 Groups | District-Level



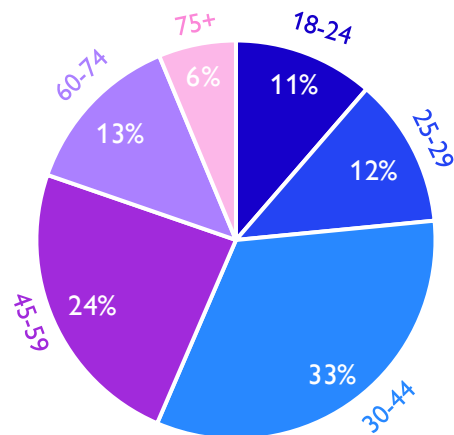
HIGHER SHARE OF VISITORS IN TOP SOCIAL GRADE VS. WIDER CORE WEST END

Of the ~31% of domestic visitors who are workers, 40% are in managerial and professional roles—reflecting strong demand for office space from banking and financial services firms (see page 29).

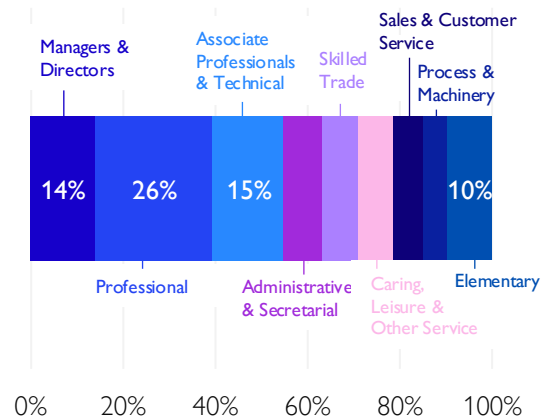
This also translates into a domestic visitor profile biased towards a high-affluent demographic; 28% of the HOL area visitors were within the highest social grade (AB), +1% higher than the wider Core West End visitor.

By age, the profile is broad, though skewed towards 30–44-year-olds, who account for around a third of visits. A further 23% of visitors are under 30.

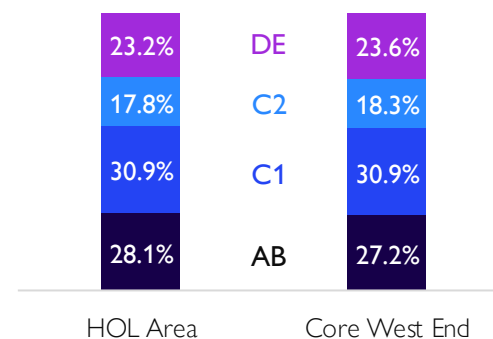
Age



Occupation

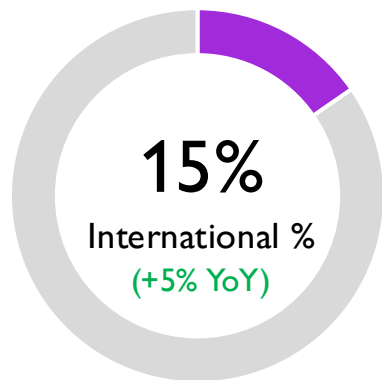


Social Grade

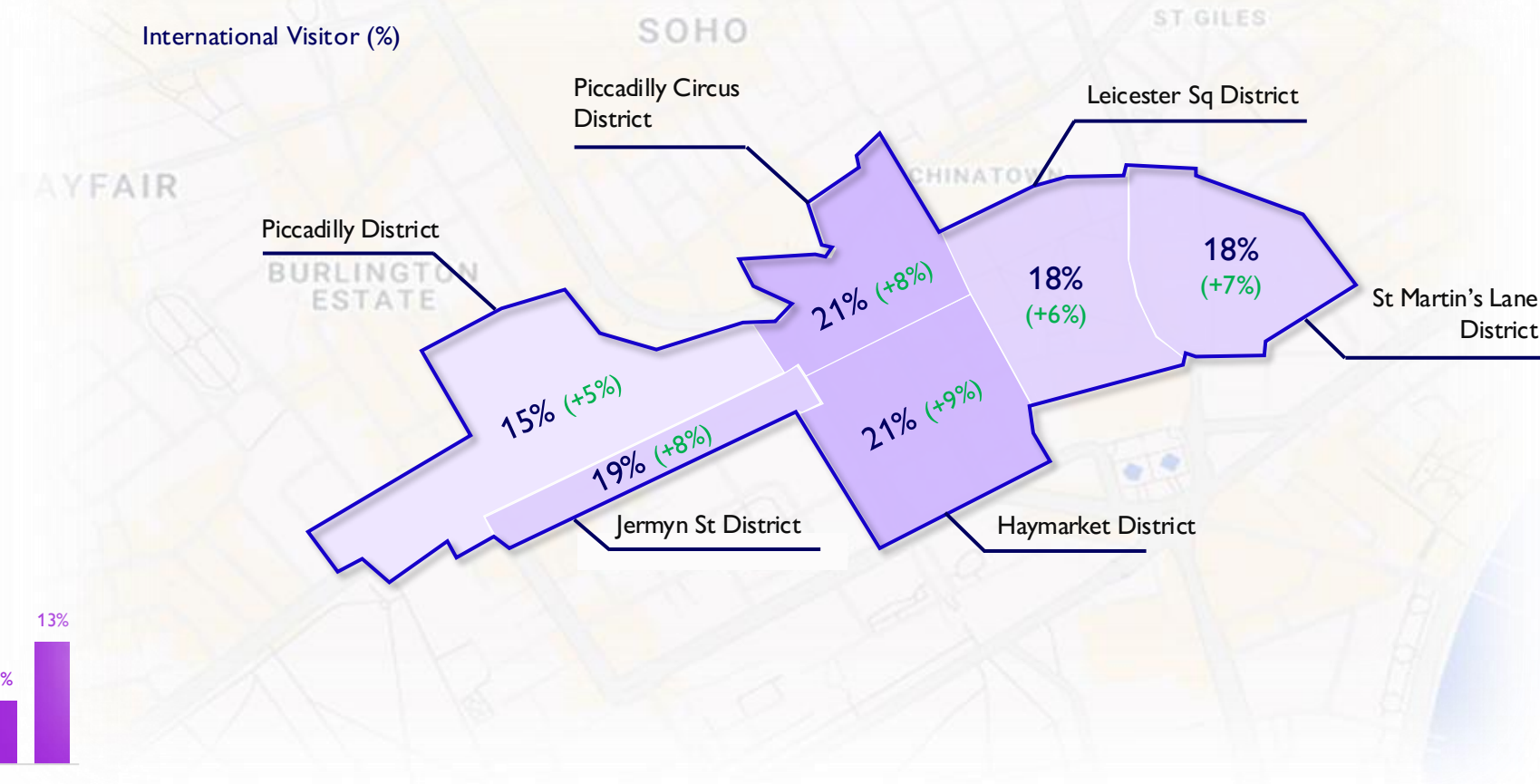
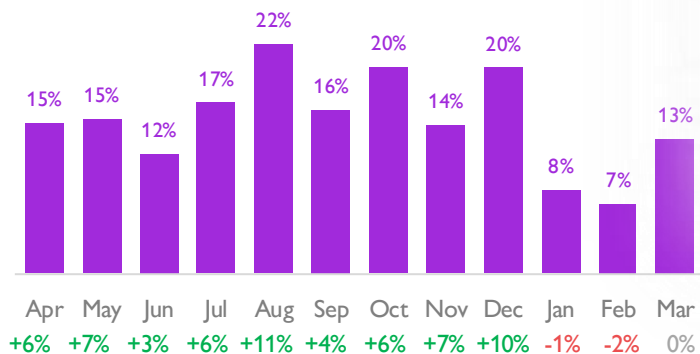




15% OF TOTAL HOL AREA VISITORS WERE INTERNATIONAL, PEAKING ACROSS AUGUST (22%) AND DECEMBER (20%)



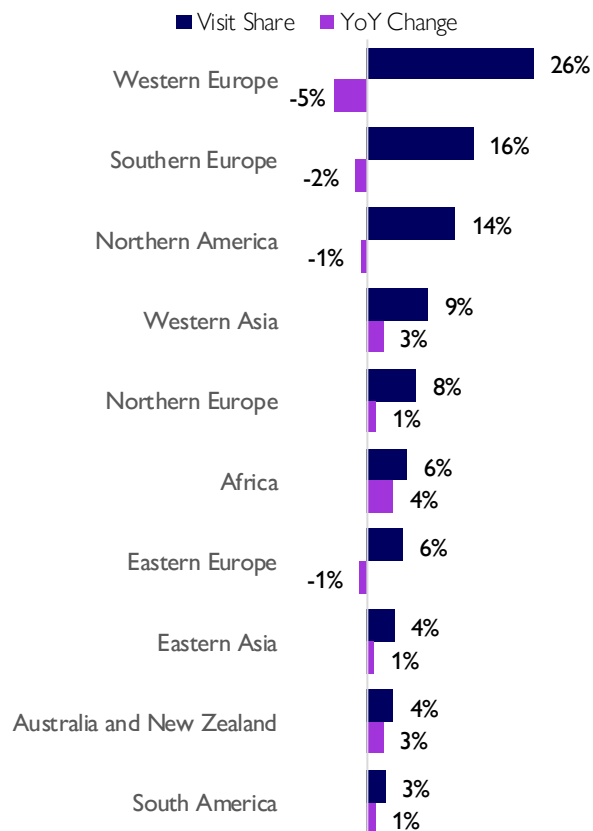
Seasonality | International %



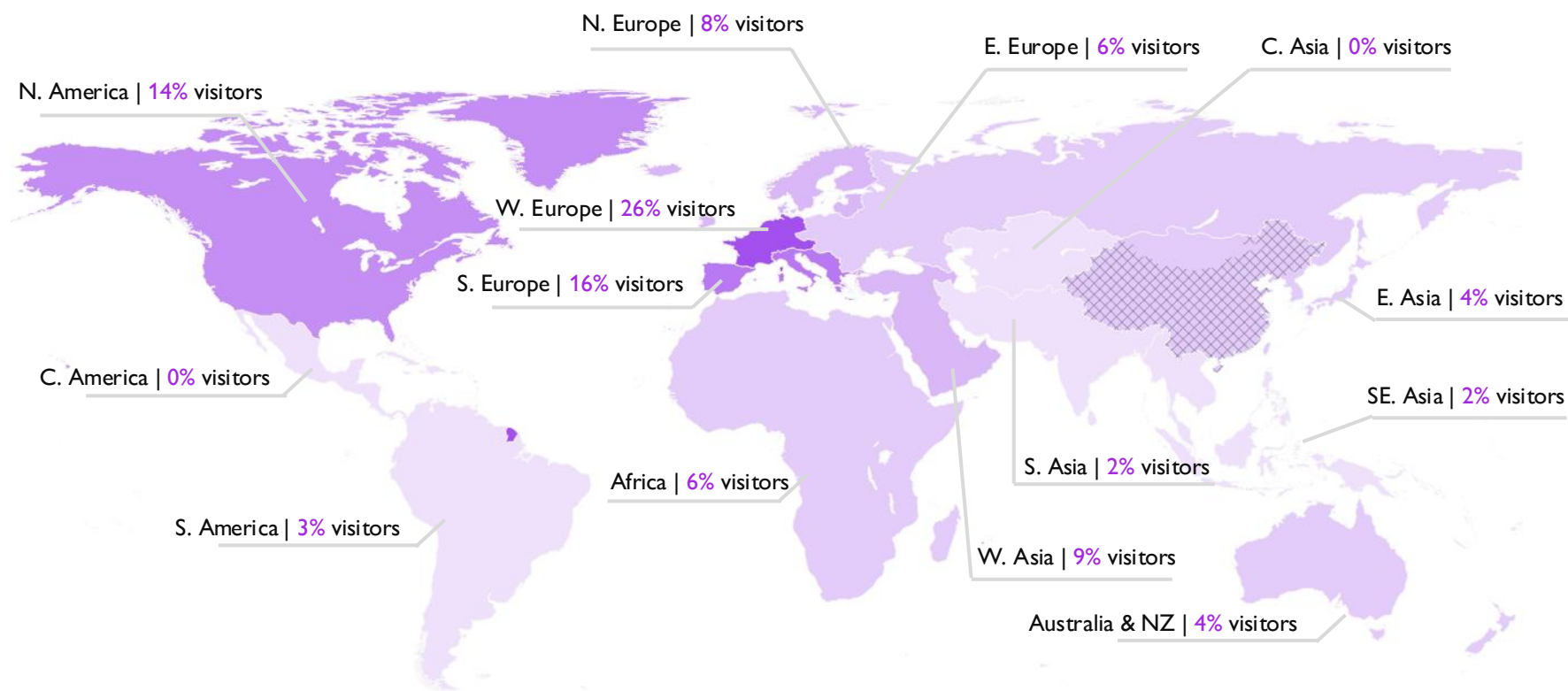


A GLOBAL VISITOR CAPTURED ACROSS HOL AREA IN 2025/26, WITH STRONG EUROPEAN & NORTH AMERICAN VISITATION

Visit Share | Top 10 Regions



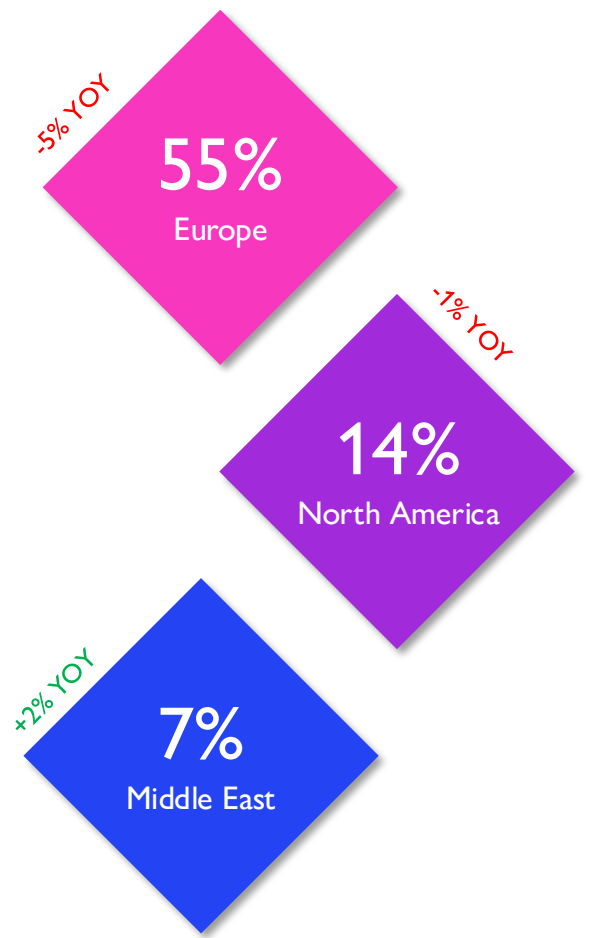
Share of International Visits (%)



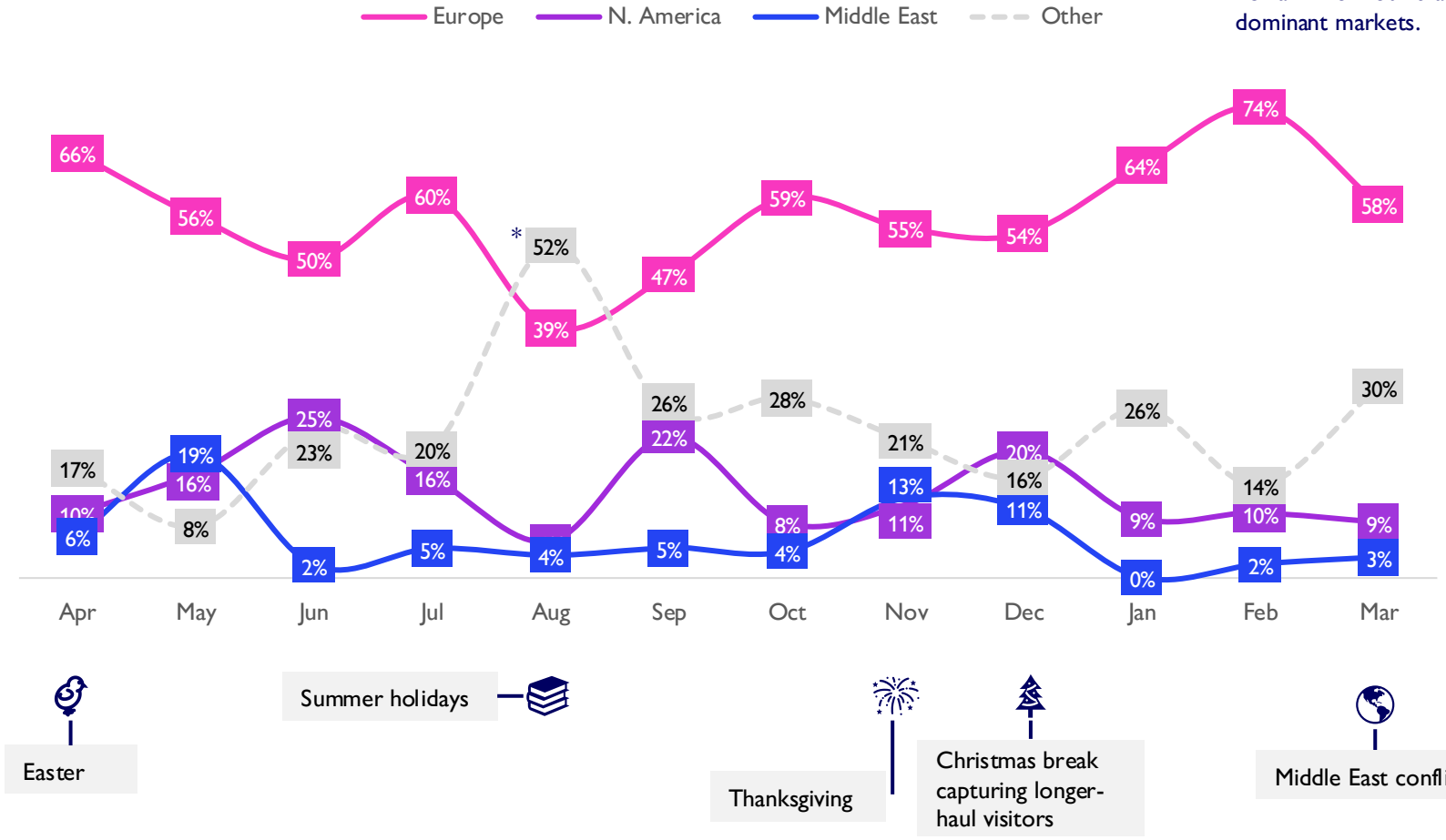


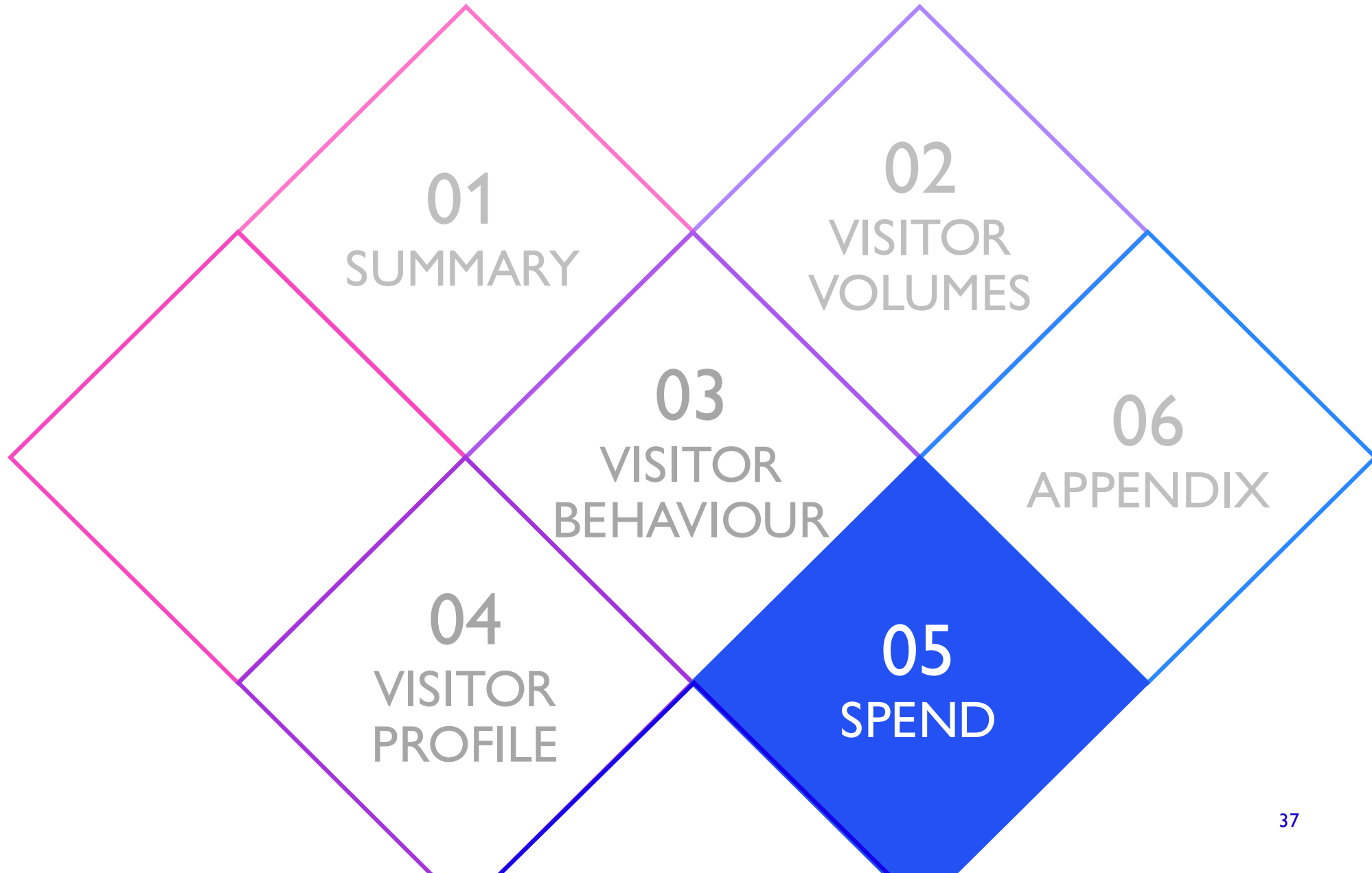
SEASONAL VARIATIONS IN INTERNATIONAL VISITOR ORIGINS

Share of International Visits (%)



Share of International Visitation

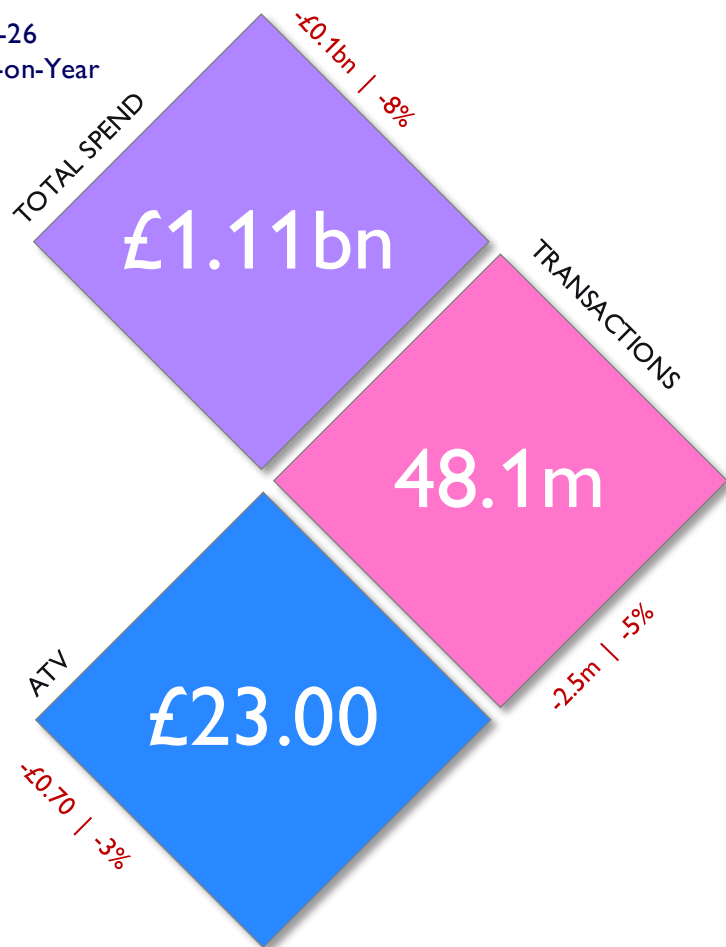




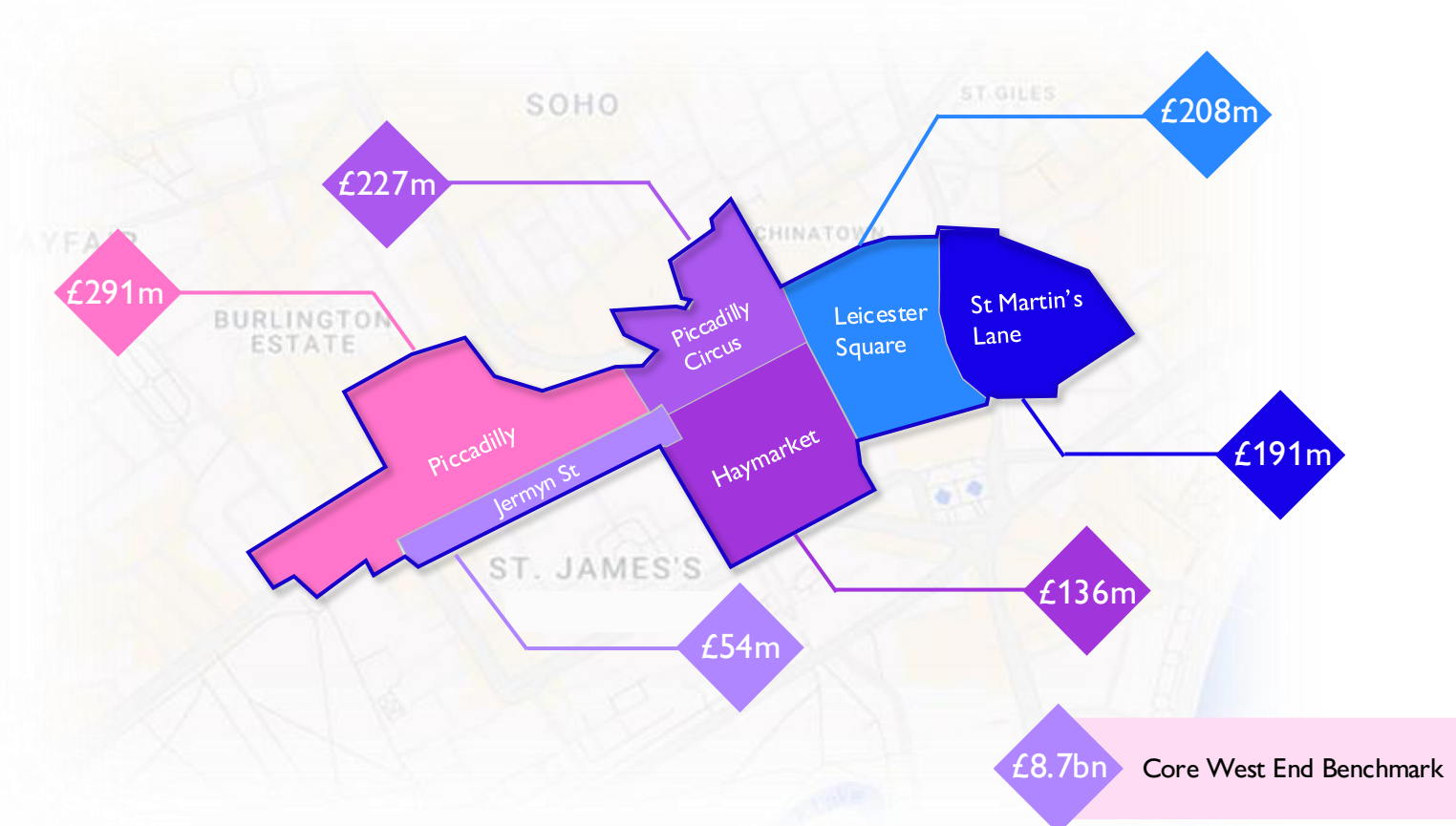


£1.11BN SPENT ACROSS HOL AREA DISTRICT IN FY25

2025-26
Year-on-Year



2025-26 Spend Value (£)
Apr-25 – Mar-26



Source: Colliers' analysis, informed by aggregated & anonymised Lloyds Banking Group data

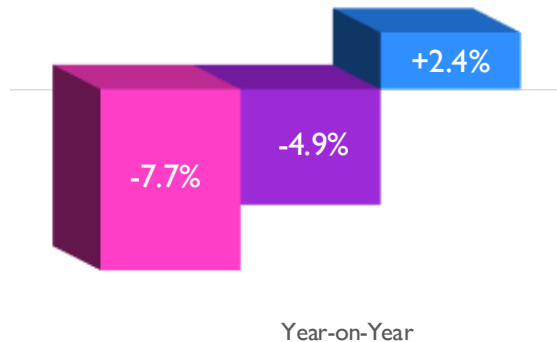
Note: insights are limited to Lloyds Banking Group's retail market share of personal current accounts and credit cards, with multipliers added to reflect real-world total spend performance



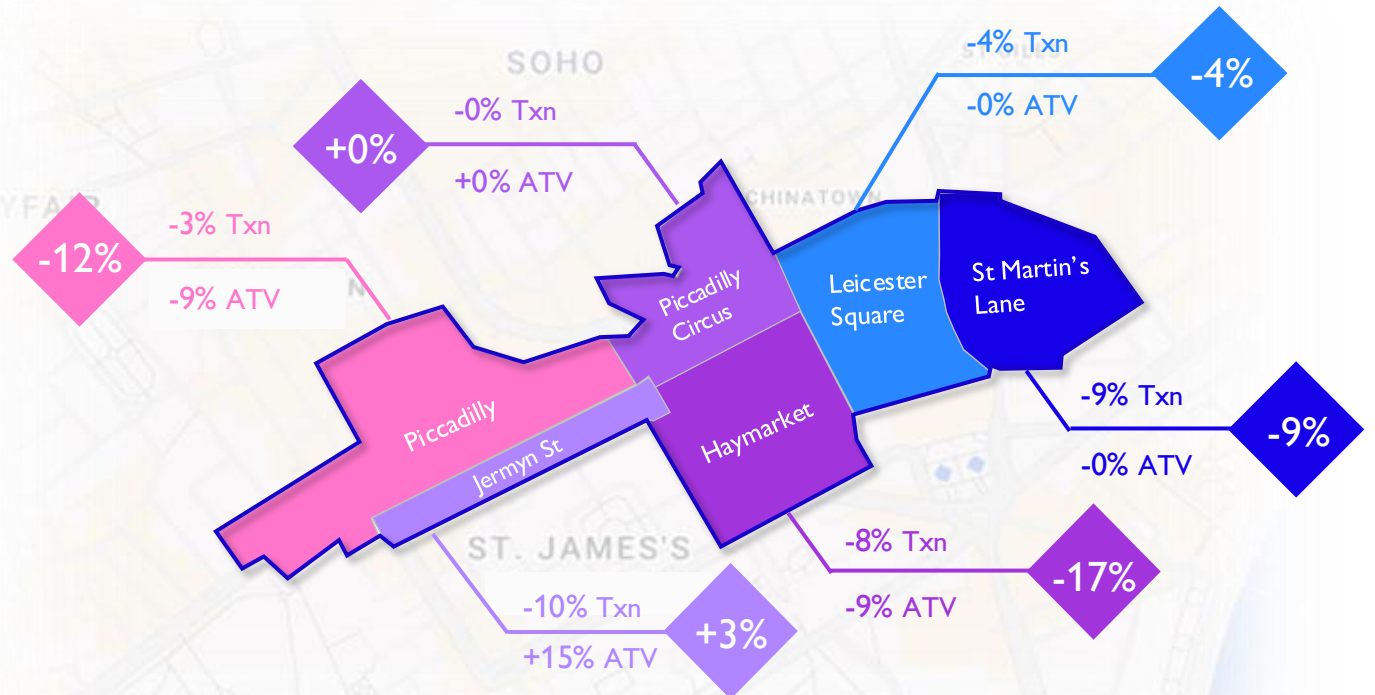
VARIED YEAR-ON-YEAR PERFORMANCE BETWEEN DISTRICTS, WITH JERMYN ST & PICCADILLY CIRCUS MOST ROBUST

- While total HOL area visits increased by 2.4% year-on-year, overall spend across the area declined by -7.7%, driven by reductions in both volume of transactions (-5%) and lower average transaction values (-3%).
- Year-on-year spend performance differed between districts in FY25, with Jermyn St (+3%) and Piccadilly Circus (flat) being most resilient.

Year-on-Year | HOL Area
Spend, Transactions & Visits

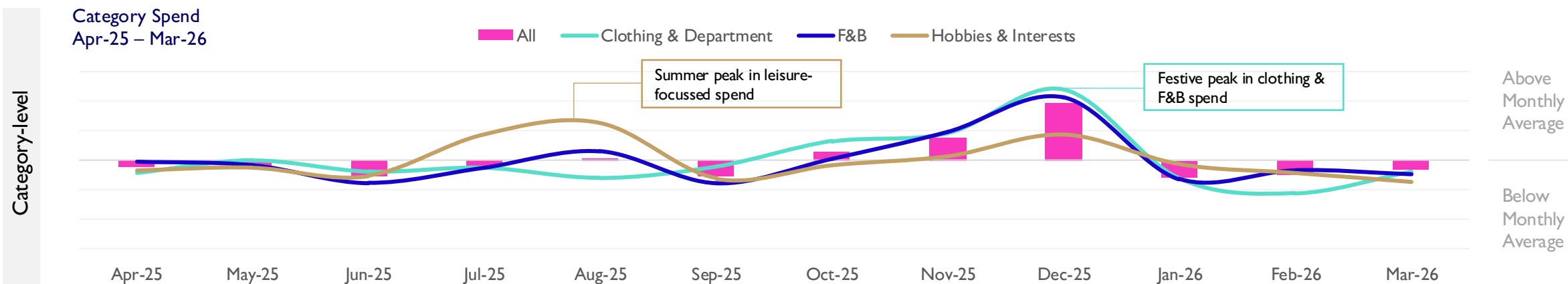
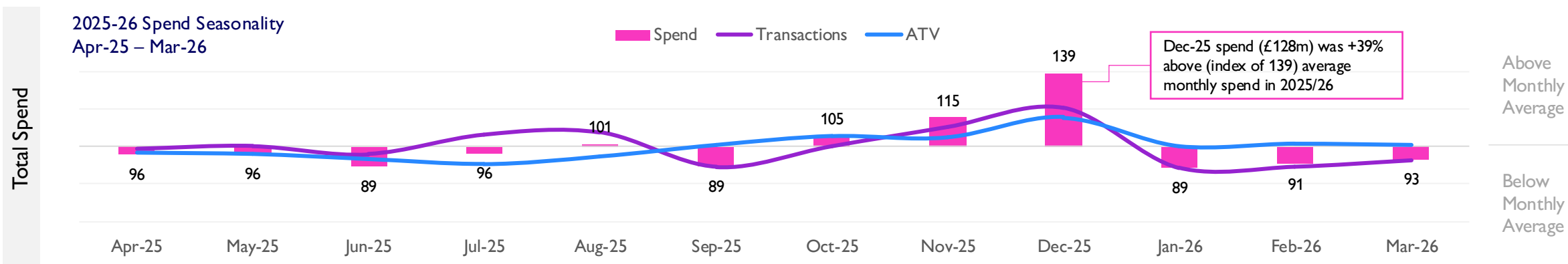


Year-on-Year spend performance
Apr-25 – Mar-26





CONSIDERABLE FESTIVE SPEND ACROSS HOL AREA, DECEMBER SPEND +39% AHEAD OF AVERAGE MONTH

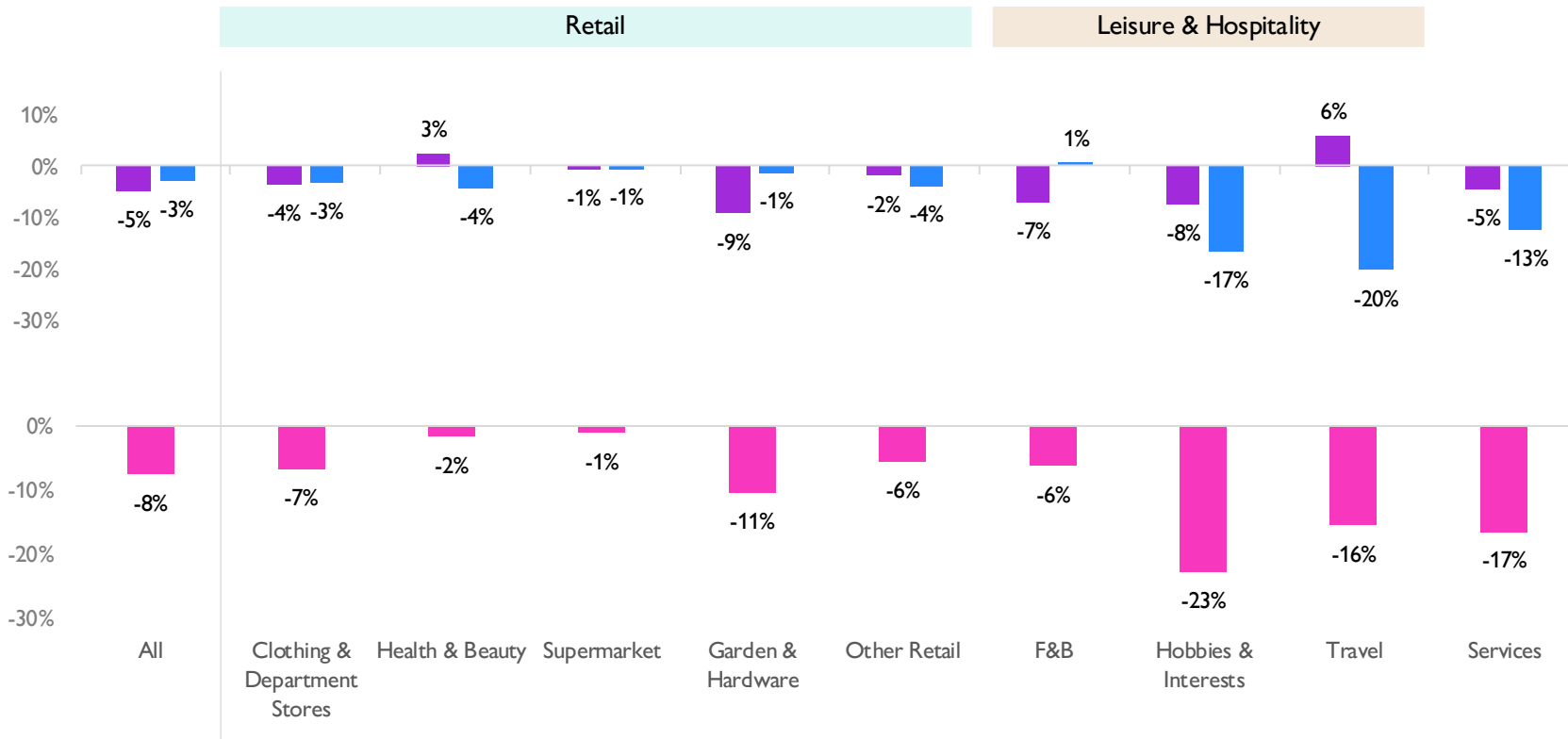




HEALTH & BEAUTY & ESSENTIAL-SUPERMARKET SPEND MOST ROBUST CATEGORIES, WITH +3% H&B TRANSACTIONS

HOL Area | Category Performance

Spend, Transactions & ATV



- Spend trends varied by category over the past year, although all categories saw an overall year-on-year decline.
- Despite this, Health & Beauty and Supermarkets proved the most resilient, with Health & Beauty recording a 3% increase in transaction volumes.
- In contrast, 'Leisure & Hospitality' categories saw the greatest rate of decline, perhaps influenced by wider macro-economic headwinds having a greater effect on discretionary, leisure-focused spend behaviours. Hobbies & Interests saw spend decline of -23%, driven by both transaction volumes (-8%) and ATVs (-17%) decline.



PEAK SPEND HOTSPOT ON SATURDAY AFTERNOON & EVENING ACROSS HOL AREA

2025-26 Spend (£) Hotspots | % of Total

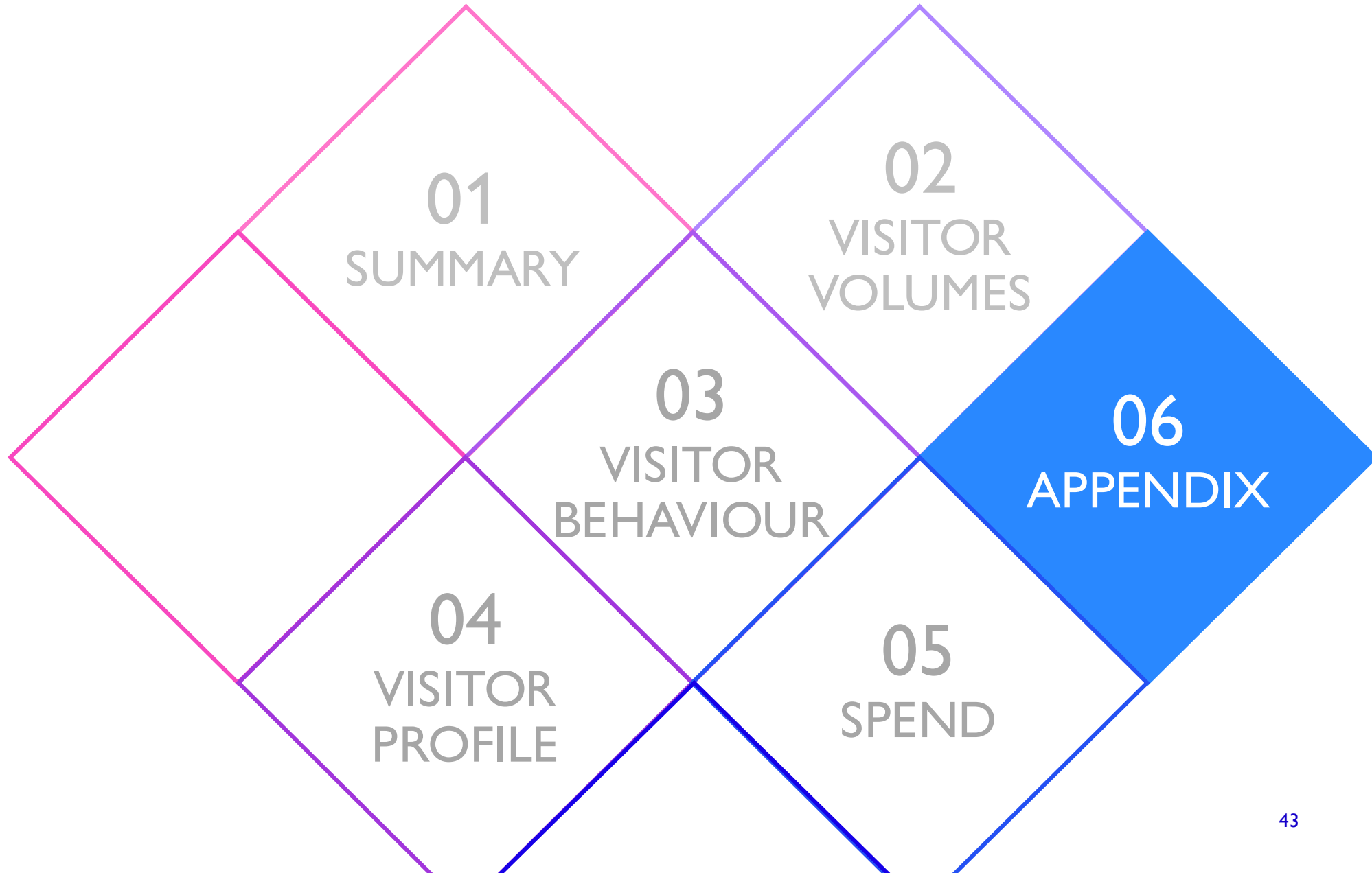
	12am - 4am	4am - 8am	8am - 12pm	12pm - 4pm	4pm - 8pm	8pm-12am	Total
Monday	0.3%	0.1%	1.3%	3.9%	3.7%	1.6%	11.0%
Tuesday	0.2%	0.1%	1.5%	4.3%	4.2%	2.0%	12.3%
Wednesday	0.3%	0.1%	1.4%	4.6%	4.3%	2.2%	12.9%
Thursday	0.4%	0.2%	1.4%	4.6%	4.6%	2.5%	13.6%
Friday	0.5%	0.2%	1.5%	5.1%	5.4%	3.7%	16.3%
Saturday	1.1%	0.1%	1.3%	6.9%	8.1%	5.0%	22.5%
Sunday	1.4%	0.1%	0.5%	4.2%	3.7%	1.5%	11.4%
Total	4.3%	0.9%	9.0%	33.6%	33.9%	18.4%	100%

2025-26 Transaction Hotspots | % of Total

	12am - 4am	4am - 8am	8am - 12pm	12pm - 4pm	4pm - 8pm	8pm-12am	All
Mon	0.3%	0.4%	1.8%	3.9%	3.5%	1.6%	11.5%
Tue	0.3%	0.5%	2.1%	4.3%	4.1%	1.9%	13.2%
Wed	0.3%	0.5%	2.0%	4.5%	4.2%	2.1%	13.6%
Thu	0.4%	0.5%	2.1%	4.6%	4.4%	2.3%	14.2%
Fri	0.5%	0.5%	1.9%	4.2%	5.0%	3.4%	15.5%
Sat	1.1%	0.2%	1.6%	6.3%	7.0%	4.4%	20.7%
Sun	1.4%	0.2%	0.8%	4.1%	3.5%	1.3%	11.3%
All	4.2%	2.7%	12.2%	31.9%	31.8%	17.1%	100%

2025-26 ATV Hotspots | Index vs. Total Average

	12am - 4am	4am - 8am	8am - 12pm	12pm - 4pm	4pm - 8pm	8pm-12am	All
Mon	114	26	73	101	104	99	95
Tue	97	26	74	98	102	102	93
Wed	101	28	69	101	101	106	94
Thu	105	31	68	101	104	107	96
Fri	114	35	78	120	108	108	105
Sat	102	51	82	109	115	112	109
Sun	98	67	65	103	104	114	101
All	102	33	73	105	107	108	100





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



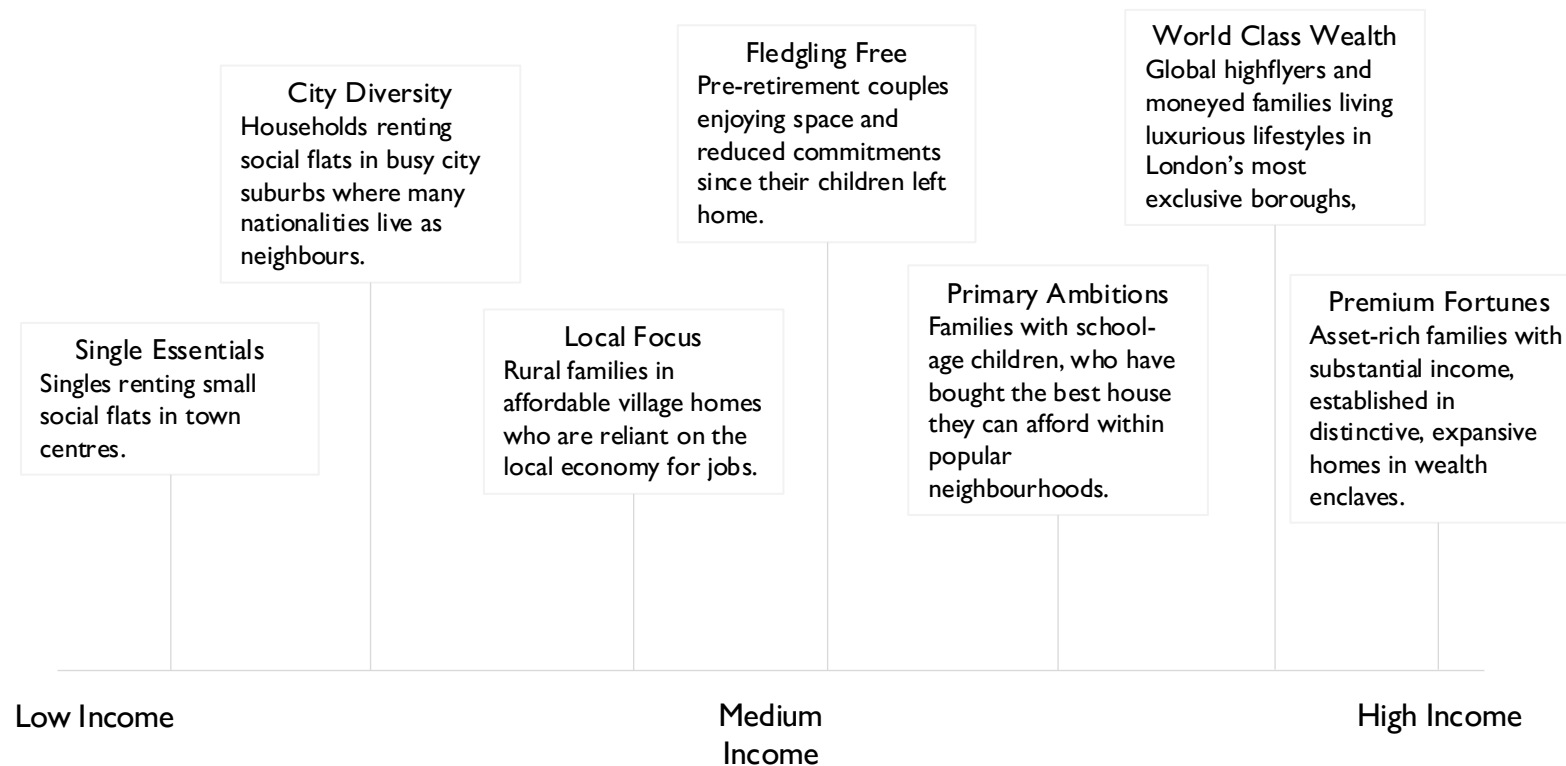
MOSAIC SEGMENTS INCOME BANDING

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.

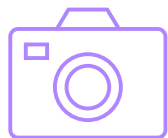
MOSAIC Types Income Band Examples...





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.



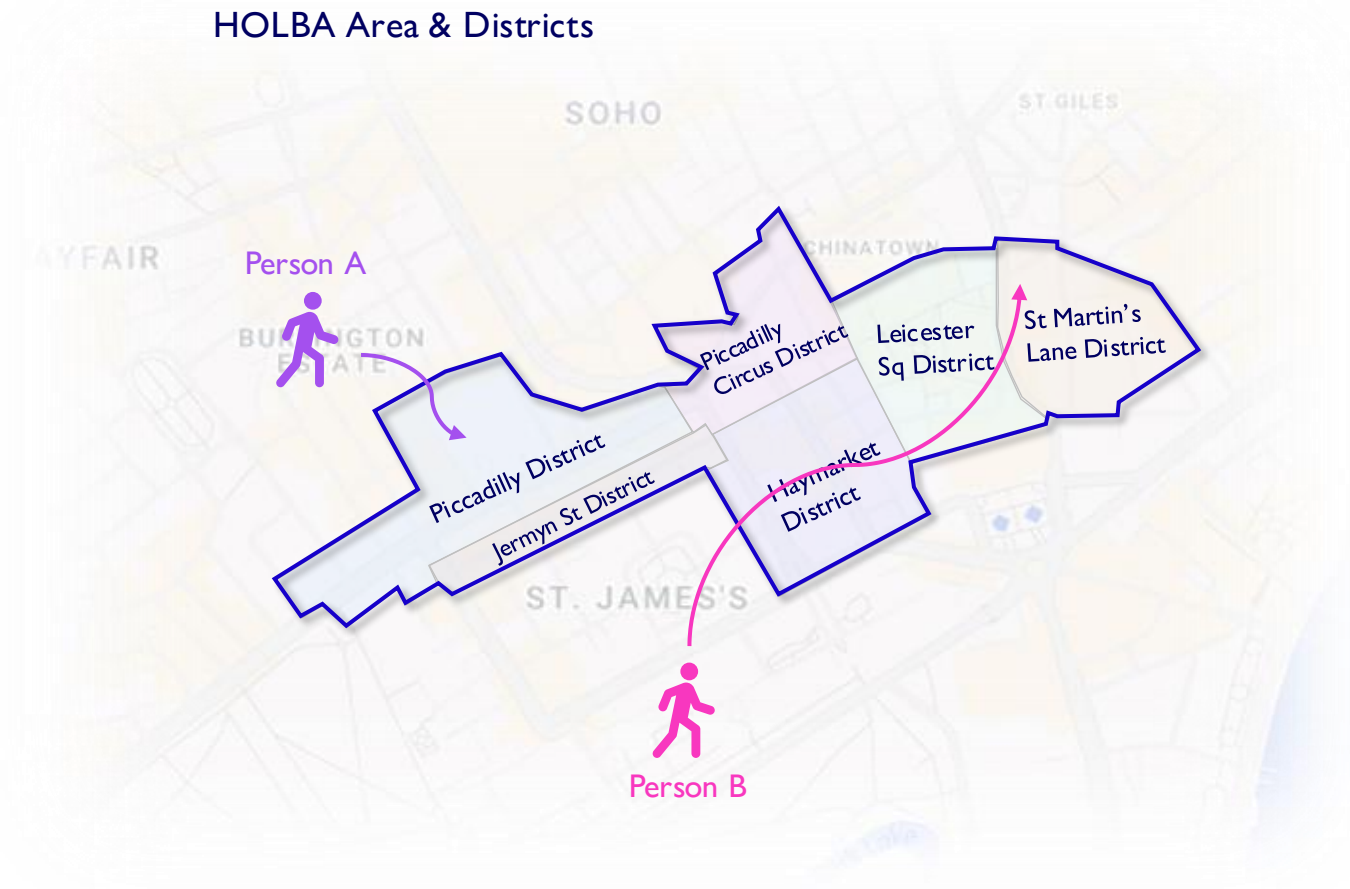
CROSS VISITATION EXAMPLE

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



LLOYDS BANKING GROUP

Colliers are working with Lloyds Banking Group, combining their high-quality aggregated and anonymised consumer spending data with their extensive experience in strategic performance monitoring across Central London retail, leisure & mixed-use assets.

Colliers' analysis, partly informed by Lloyds Banking Group data, has provided greater insight into spend performance across the HOLBA area, including but not limited to Spend / Transaction / ATV trends, category-level performance, and time of day/day of week spend performance.

Analysis covers performance across Apr-24 to Mar-26 and is limited to the information that Lloyds Banking Group had in its possession at the time when the report was generated.

Insights are limited to Lloyds Banking Group's retail market share of personal current accounts & credit cards. Multipliers have been applied to reflect real-world total spend performance.

Lloyds Banking Group

28m

UK customers

8bn+

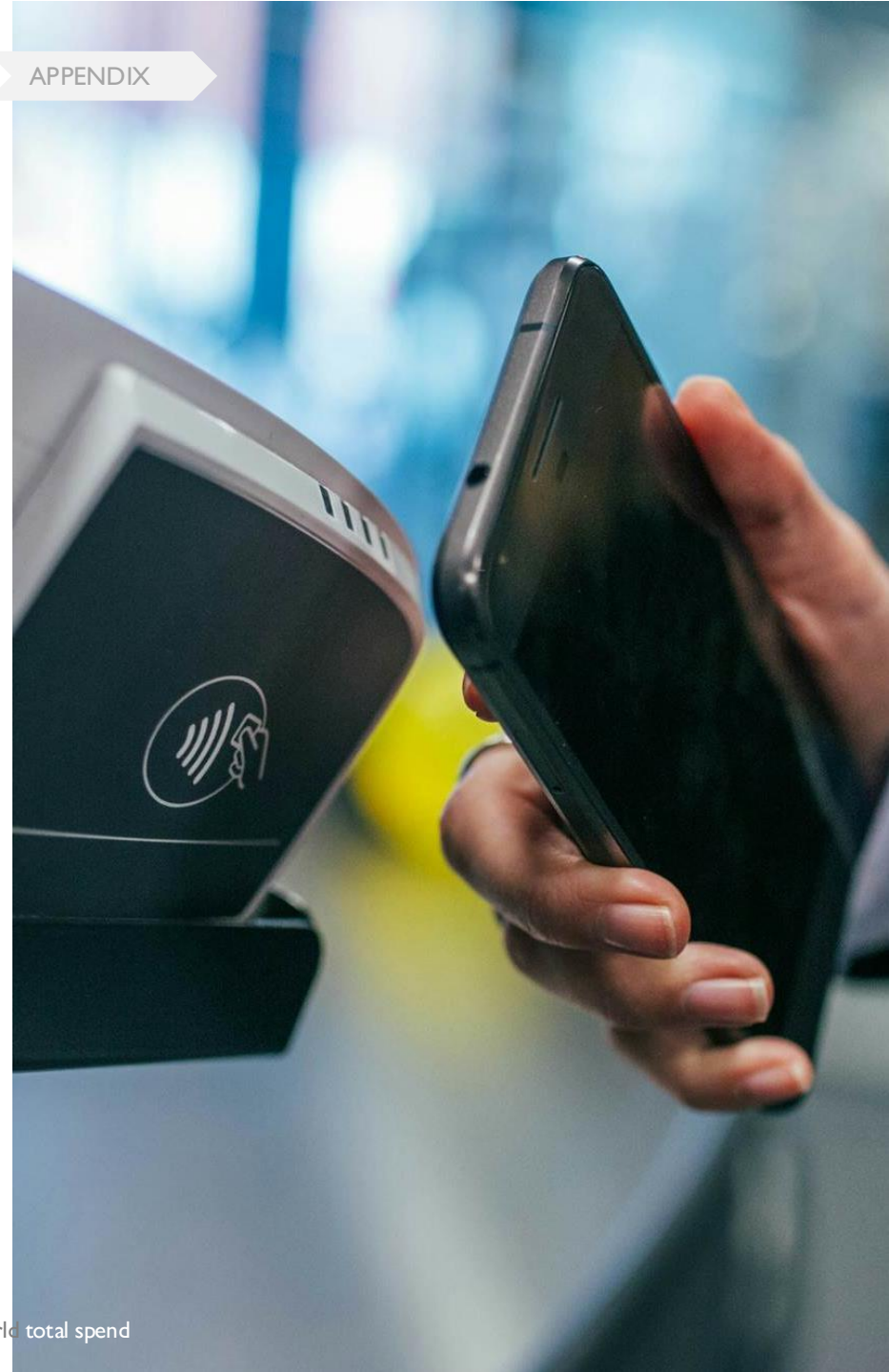
Transactions
process yearly

Lloyds Banking Group Disclaimer

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- B. While all reasonable care has been taken in the preparation of the Lloyds data included in these insights, the Bank does not warrant their accuracy, completeness, or suitability for all use cases, and is not liable for any business decision made using these Insights.
- C. Industries are calculated from Lloyds international transaction classification system

Source: Colliers' analysis, informed by aggregated & anonymised Lloyds Banking Group data

Note: insights are limited to Lloyds Banking Group's retail market share of personal current accounts and credit cards, with multipliers added to reflect real-world total spend





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