

# Visitor Insights

## Annual Report 2022/23

Shaping a  
world-class  
West End

Issued:  
24<sup>th</sup> April 2023

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# Background

## Introduction and context

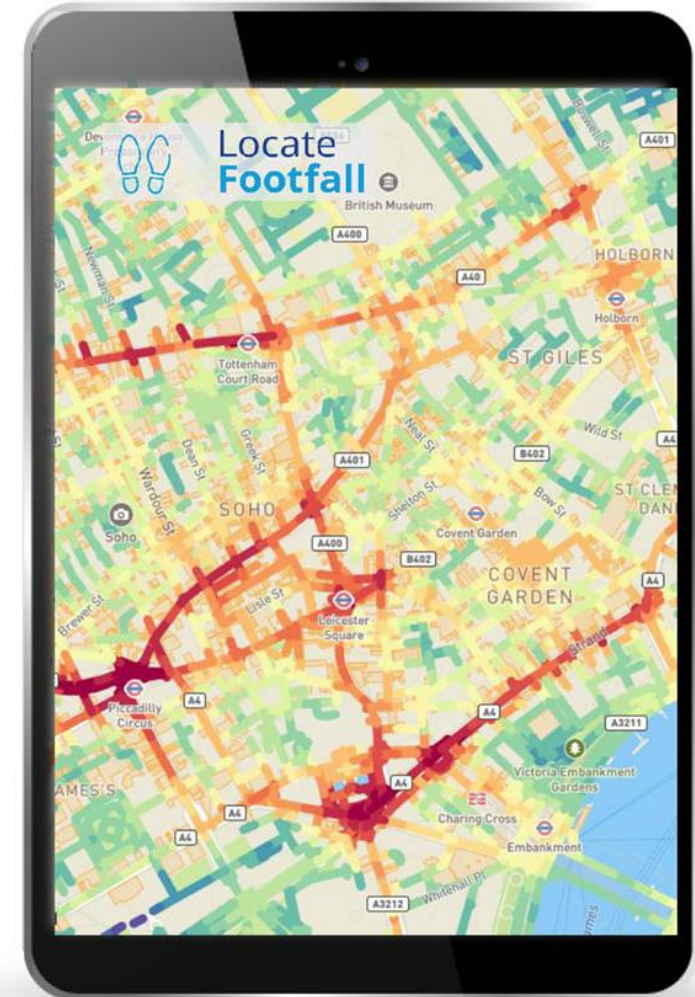


Heart of London Business Alliance (HOLBA) has partnered with Colliers to provide data and insights on visitors to the area.

This annual report provides key insights from preceding year including information about:

- Visitor footfall & profile
- Visitor behaviour

Colliers' Locate Footfall mobility data platform is central to the delivery of the insights set out in this report. The platform is powered by extensive mobility data covering a growing sample of 9+ million smartphone users nationally.



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01

# Summary





# Summary 2022/23



**177.7m** Visits  
(+11.9% vs. last year)



- Visit volumes up 12% year on year
- Growth in visits across all Districts
- Visits peaked in September 2022 around Her Majesty's II death

International visitor volumes **up 26%**



- Recovery of international visitors evident
- 72% hotel occupancy over last 12 months (vs. average of 25% during 2021/22)
- Hotel occupancy forecast to recover to 2019 levels by Q4 2024

**150 mins**  
(-0.1%)



- Visit time has remained fairly consistent at just under 2.5 hours
- Evidence of a shift to more visits during the week, especially Wednesday and Thursday

**15.8m** people within Core catchment  
(+11.1%)



- Domestic catchment has followed similar trend to visit volumes and grown Y-o-Y
- Demographics of visitors remain consistent, typically aged 30-59 and in social grades ABC1

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# Visitor Volumes





# Visit Volumes

## Footfall - districts



Footfall up 12% year on year (vs. 2021/22)

International visits also up vs. previous year



District	Year-on-year		
	Total	Domestic	International
HOLBA area	12%	9%	26%
Piccadilly District	4%	3%	12%
Jermyn St District	11%	3%	58%
Leicester Sq District	10%	9%	14%
Piccadilly Circus District	23%	11%	71%
St Martin's Lane District	8%	4%	25%
Haymarket District	14%	10%	29%
Core West End	5%	1%	25%

# Visit Volumes

## Footfall – street level



Footfall up year on year in majority of street locations across the HOLBA area

Piccadilly Circus footfall is stronger this year than last

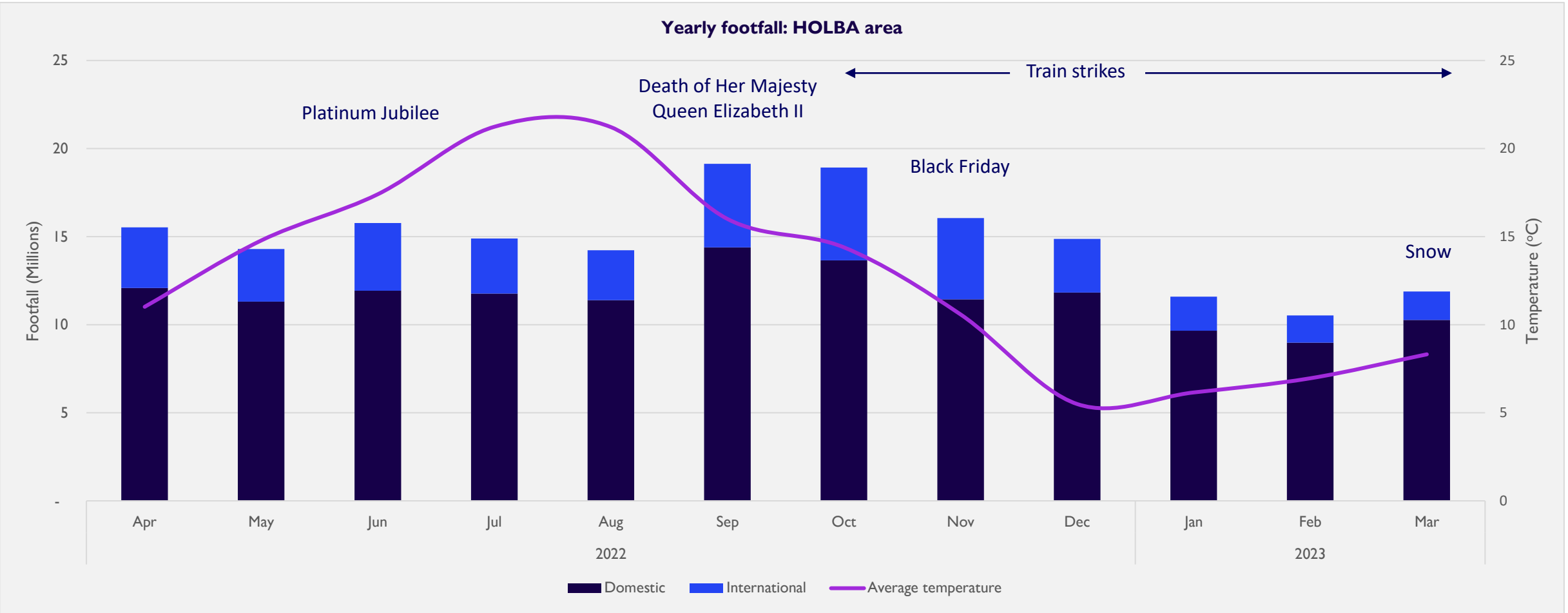


Street	Year-on-year		
	Total	Domestic	International
HOLBA area	12%	9%	26%
Piccadilly	9%	8%	12%
Jermyn St	-9%	-10%	-6%
Piccadilly Circus	13%	3%	48%
St Martin's Lane	0%	-11%	59%
Haymarket	-8%	-9%	-5%
Haymarket - Regent St / St James	-7%	-14%	22%
Core West End	5%	1%	25%



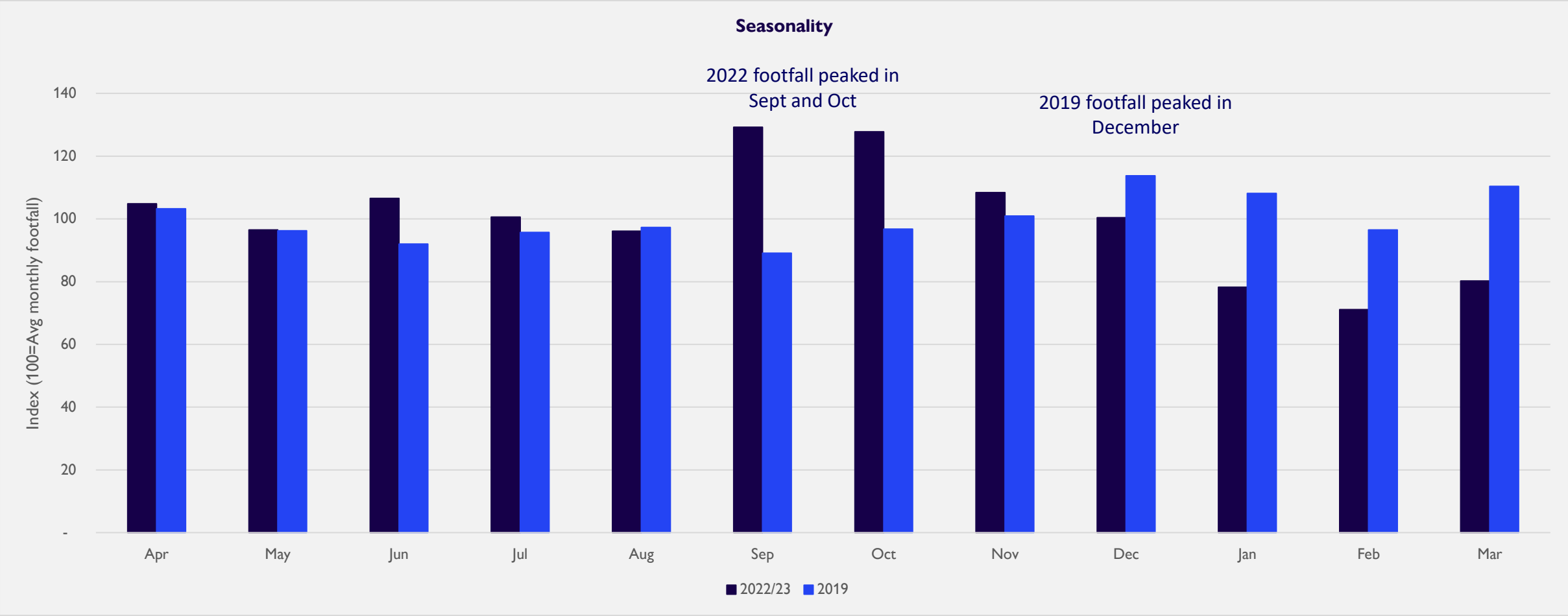
# Visitor Volumes

## Strong footfall in September and October



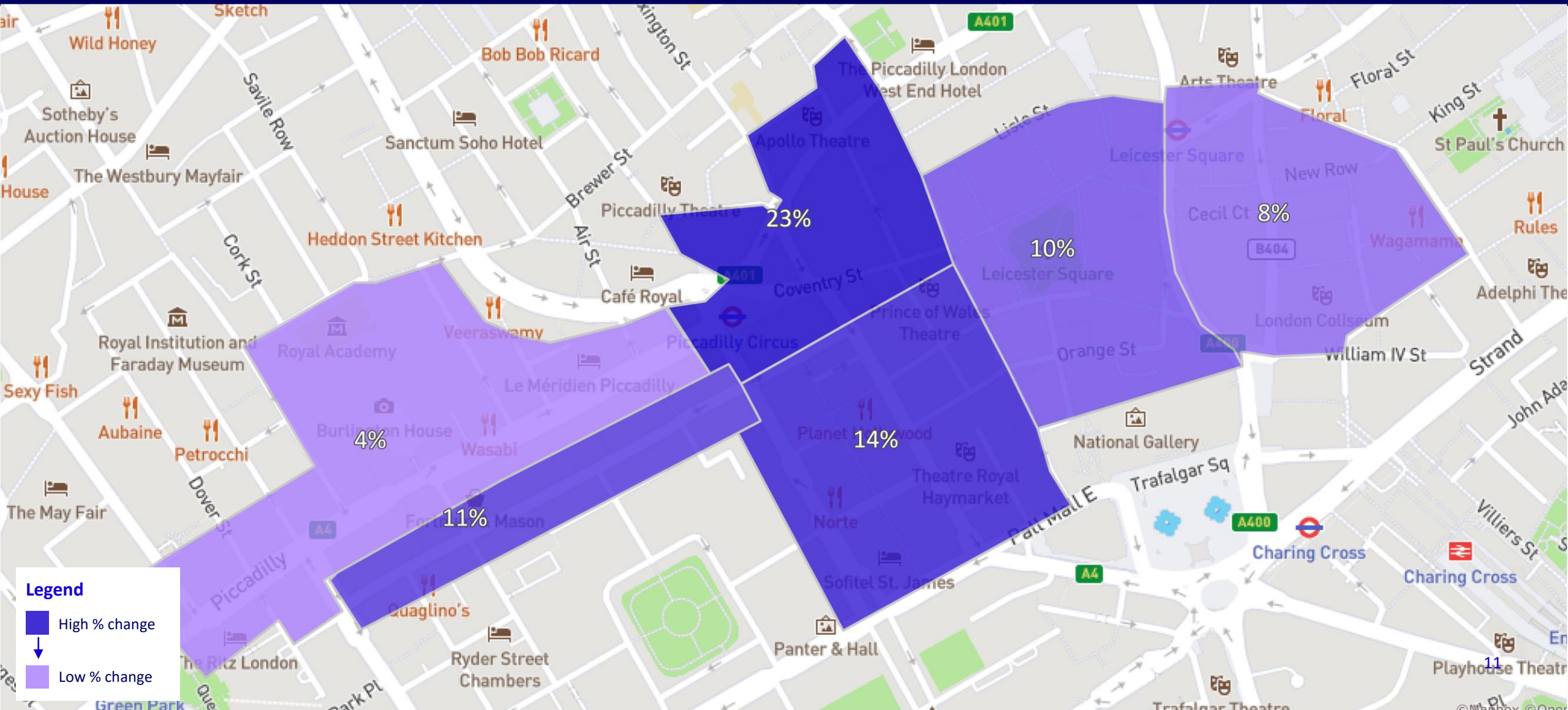
# Visit Volumes

## Pre-Covid lead up to Christmas had stronger visitor volumes



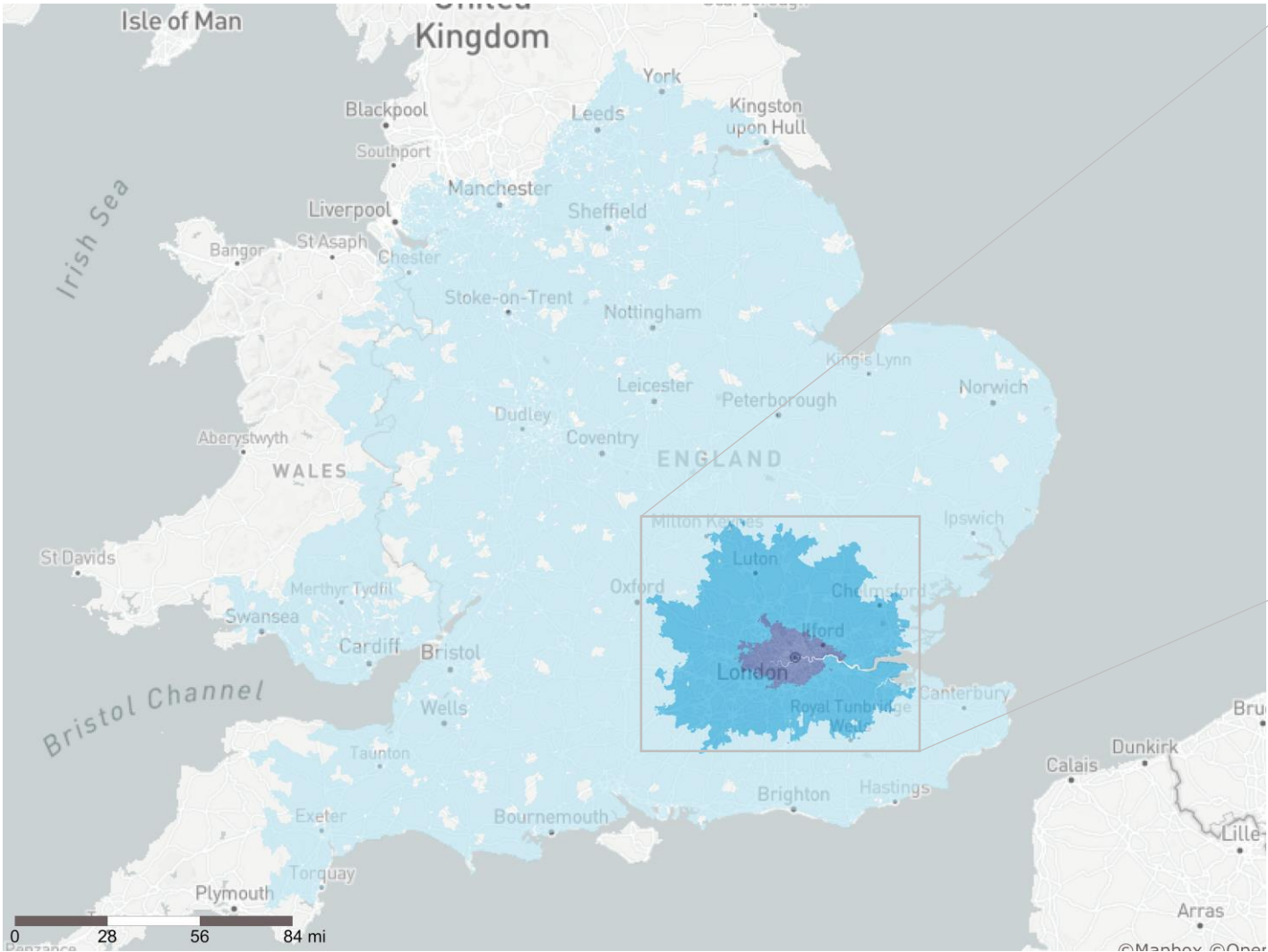


# Visit Volumes 2022/23 vs. 2021/22



# Visit Volumes

## Core catchment increased 11.1% in size vs previous year



Catchment band		Population (Millions)	Change vs. previous year
	-Primary	7.2	11.4%
	-Secondary	8.6	10.8%
	<b>Core (Primary + Secondary)</b> 75% of regular visitors	<b>15.8</b>	<b>11.1%</b>
	-Tertiary	33.8	15.0%
	<b>Total (Core+ Tertiary)</b> 95% of regular visitors	<b>49.6</b>	<b>13.7%</b>



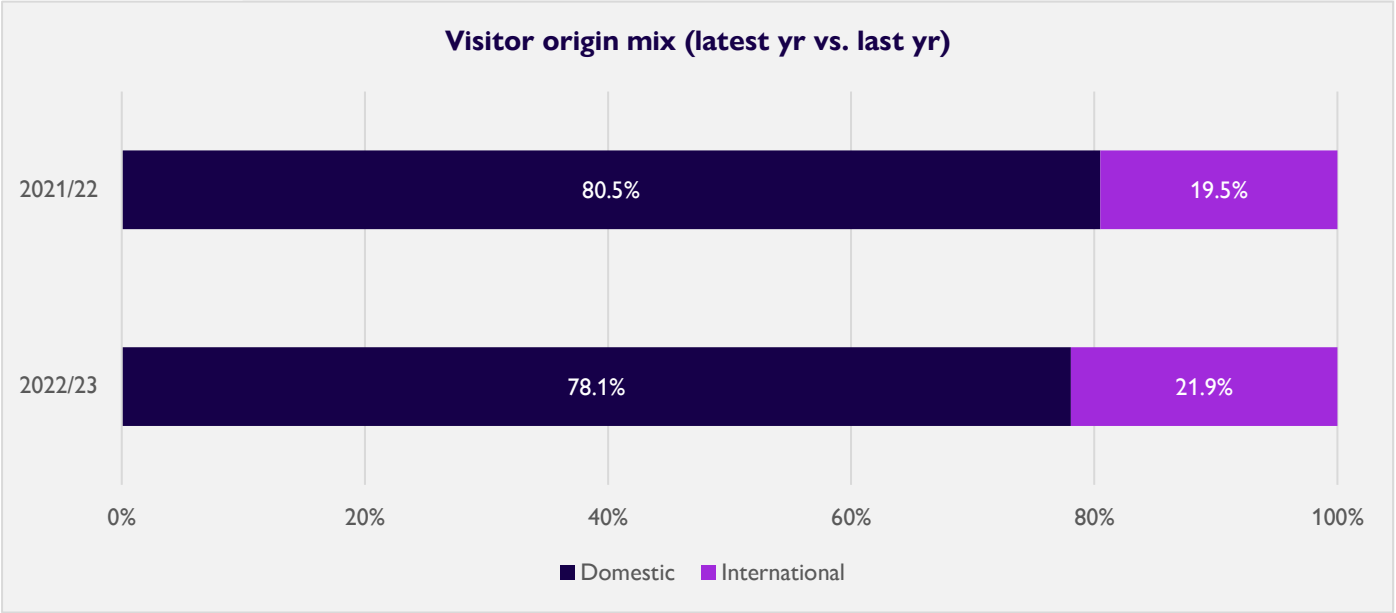
# Visit Volumes: Visit mix

## International visitor volumes up 26% vs 2021/22



District	International mix (%)
HOLBA area	21.9%
Piccadilly District	20.1%
Jermyn St District	20.7%
Leicester Sq District	24.8%
Piccadilly Circus District	28.5%
St Martin's Lane District	21.1%
Haymarket District	23.2%
Core West End	19.3%

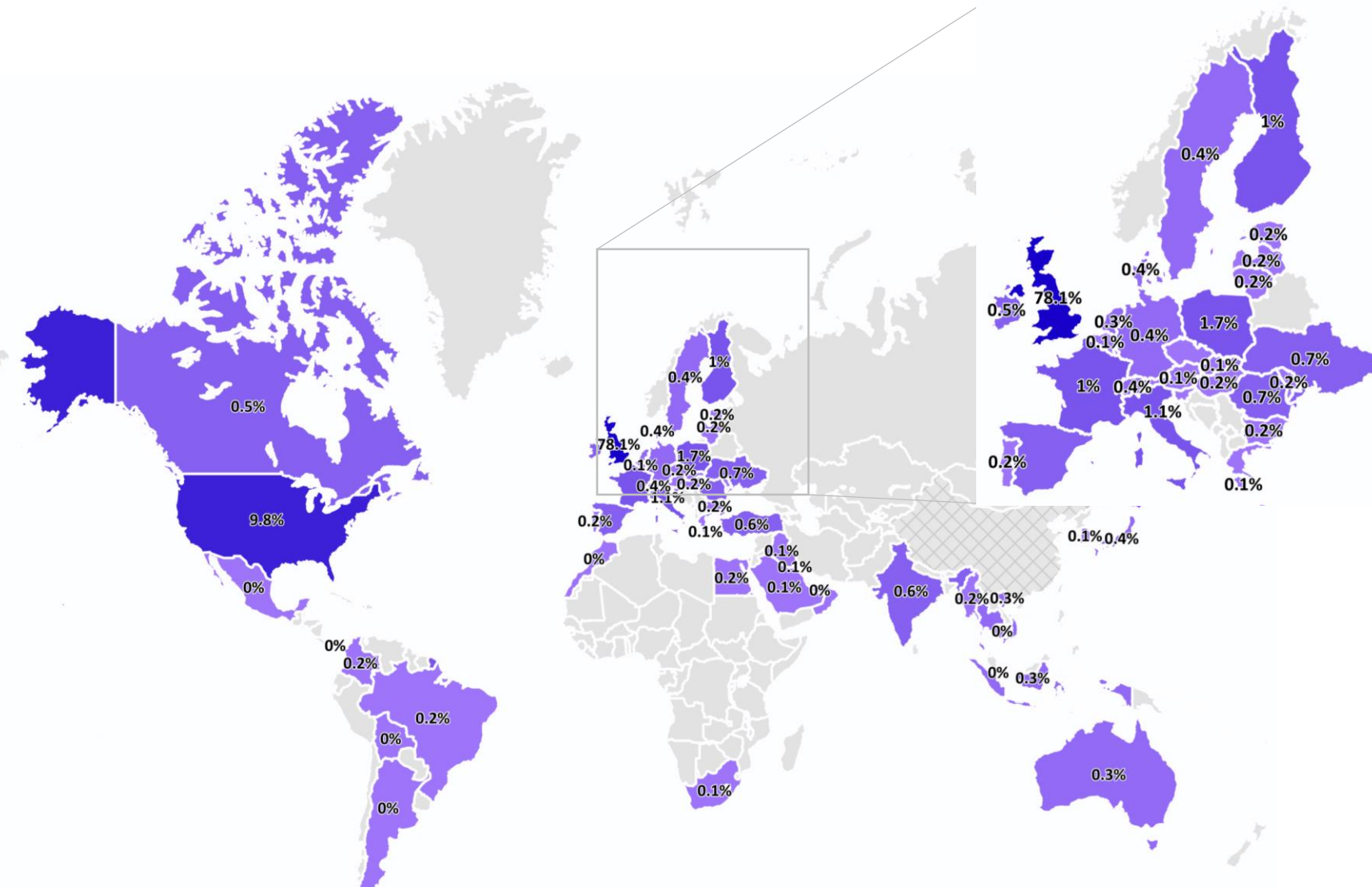
- International visits to HOLBA are up 25.9% on previous year
- Only Jermyn St and Haymarket have seen a decrease in international visits year on year



- International visitors accounted for 21.9% of visits in 2022/23, vs. 19.5% for 2021/22

# Visit Volumes: Visitor origin

## 21.9% of visitors to HOLBA from outside the UK



Rank	Country	%	+/- change
1	United Kingdom	78.1%	↓ -3.0%
2	United States	9.8%	↑ 18.0%
3	Poland	1.7%	↑ 50.5%
4	Italy	1.1%	↑ 93.0%
5	France	1.0%	↑ 76.4%
6	Finland	1.0%	↑ 969.2%
7	Romania	0.7%	↑ 47.0%
8	Spain	0.7%	↑ 31.5%
9	Ukraine	0.7%	↑ 113.7%
10	India	0.6%	↓ -30.0%
Europe (excl. UK)		12.0%	68.4%
Rest of the world		10.0%	-19.6%
Non UK		21.9%	12.5%

Note: Data unavailable for visitors from China



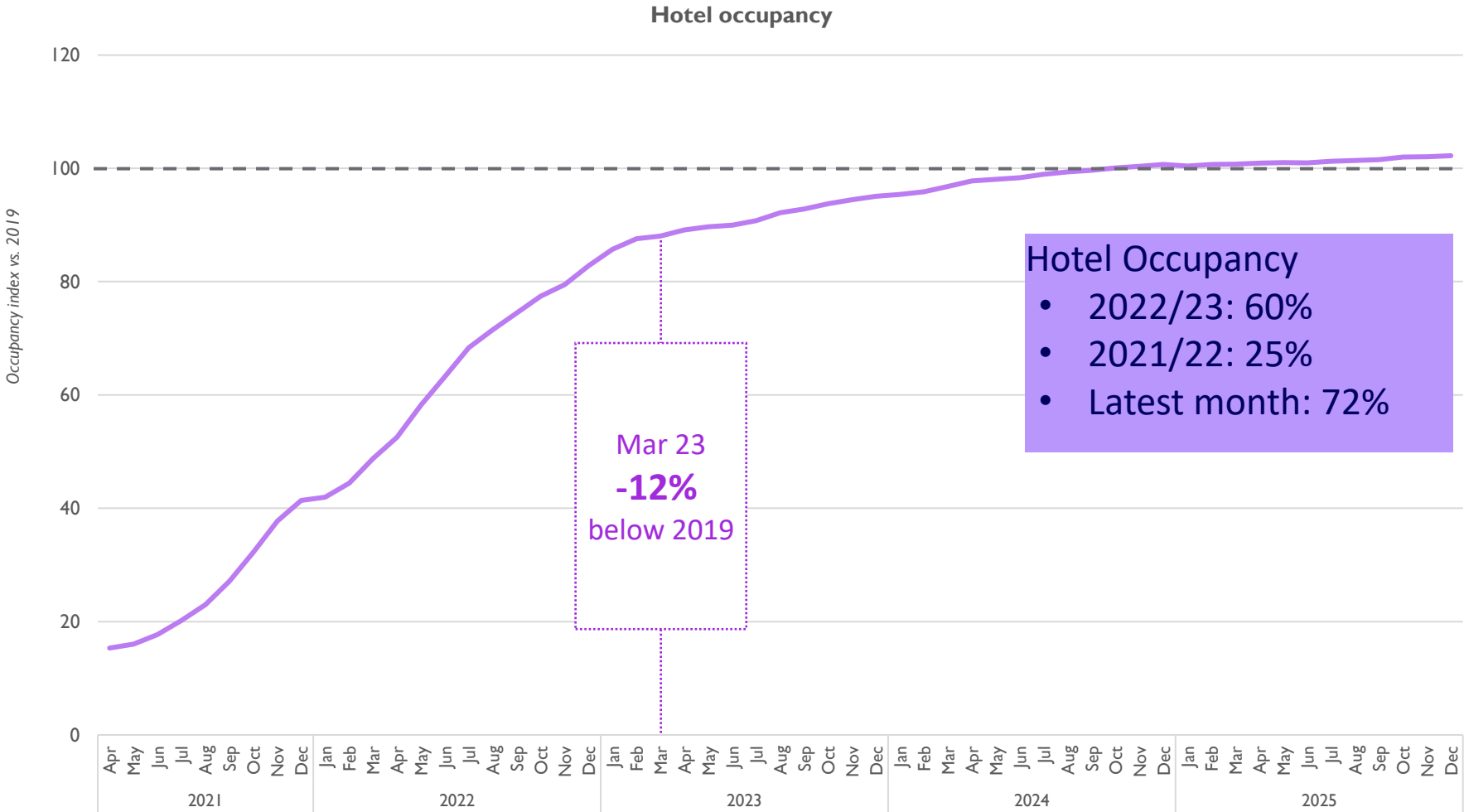
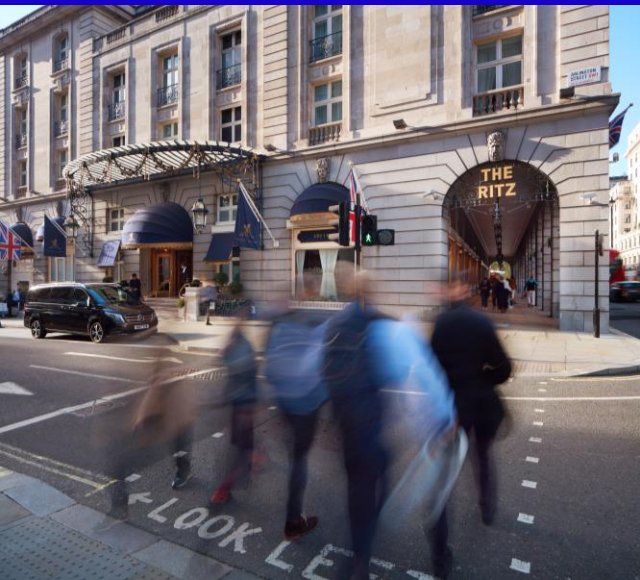
# Visit Volumes: Hotel occupancy

## Hotel occupancy expected to recover in 2024



72% hotel occupancy over last 12 months, vs. average of 25% during 2021/22

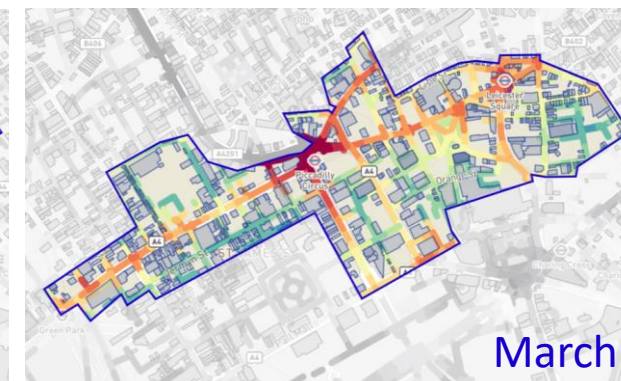
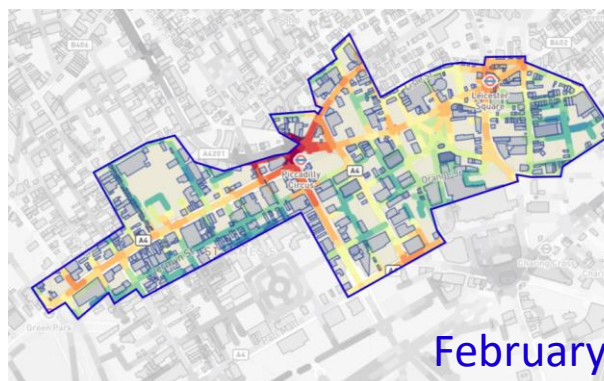
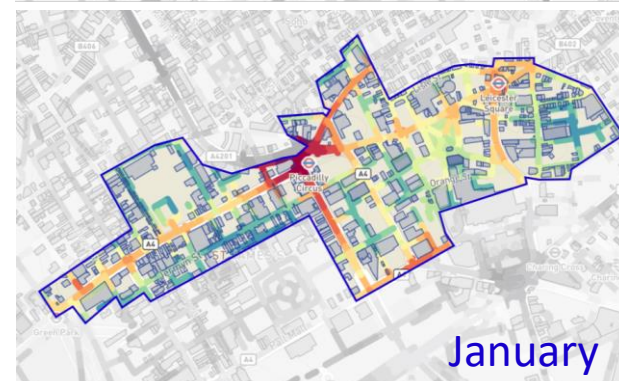
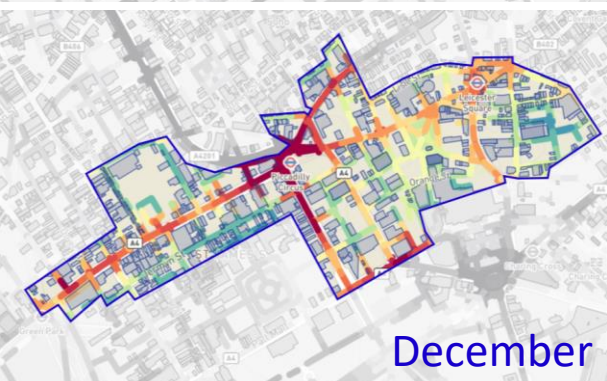
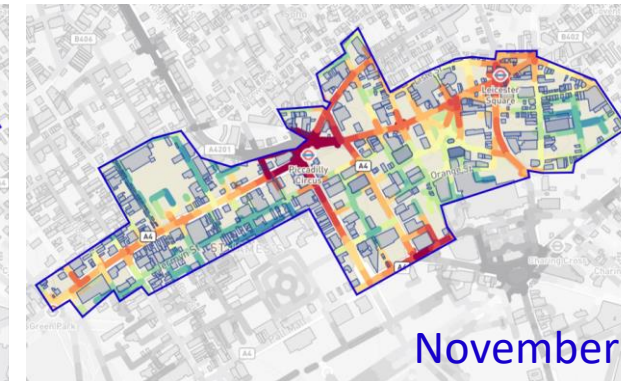
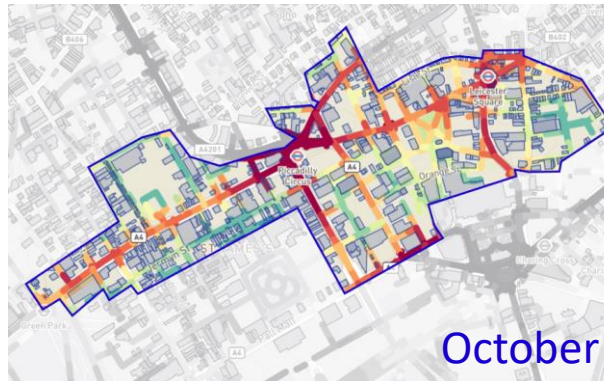
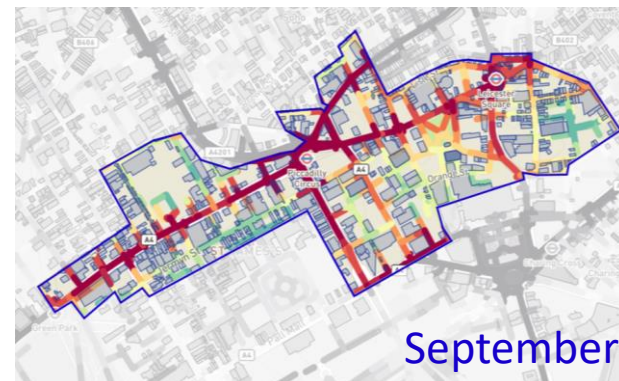
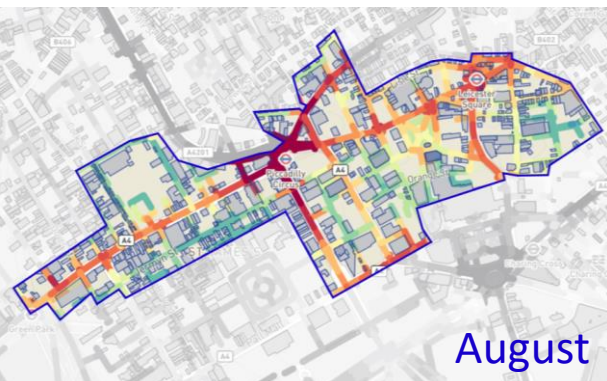
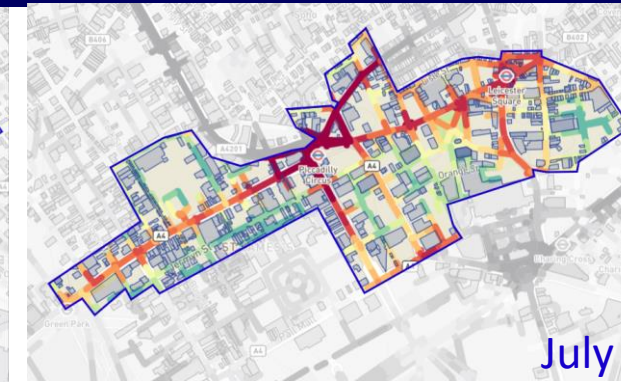
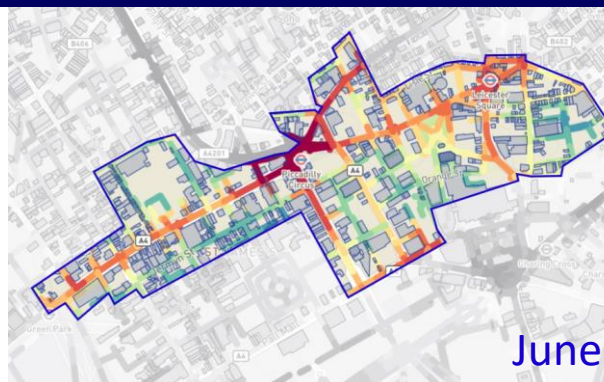
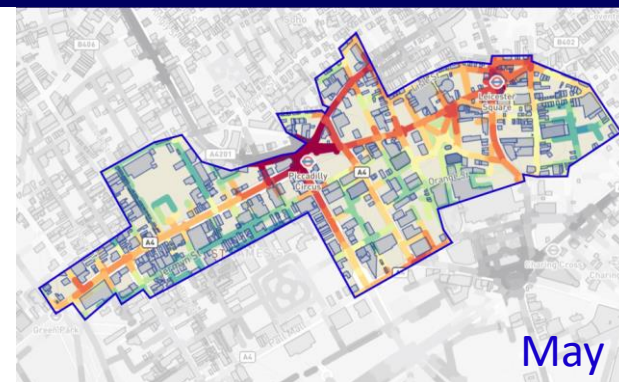
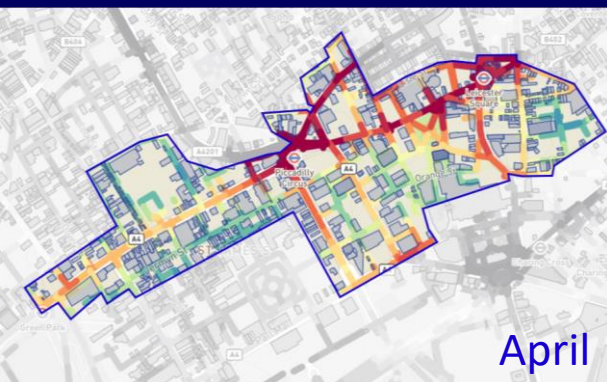
Occupancy forecast to recover to 2019 levels by Q4 2024





# Visit Volumes

Peak in visits across all major hotspots in September





# Visitor profile: Impact of notable events

## Visits higher in term time and on weekdays



### Rail strikes

- TBC



### School holidays

- Core catchment down **26%** in school holidays compared to term time, likely due to shifts in commuter patterns
- Visit numbers followed a similar but less severe trend, decreasing by **6%** in school holidays



### Weekends vs. working week (Tues-Thurs)

- Core catchment decreased by **13%** at weekends, likely due to less commuters
- Visit numbers were **30%** down at weekends vs. the working week



### FY22/23 vs. 2019

- Core catchment recovered to 83% of 2019 levels
- Total visit volumes have recovered to **53%** of 2019 levels

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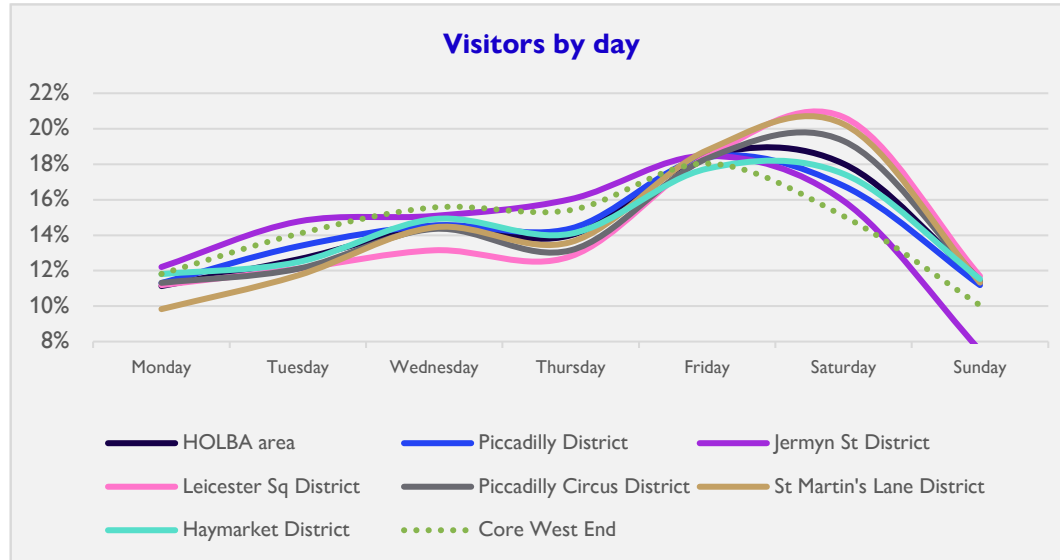
# Visitor Behaviour



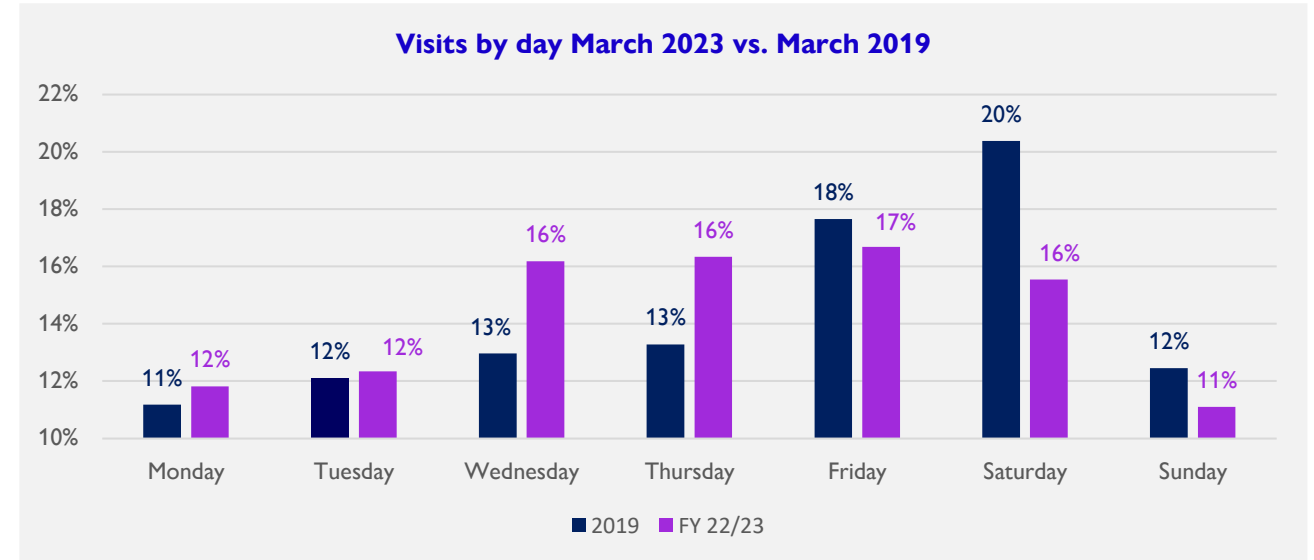


# Visitor Behaviour: Visits by day and hour

## Friday and Saturday visits most popular



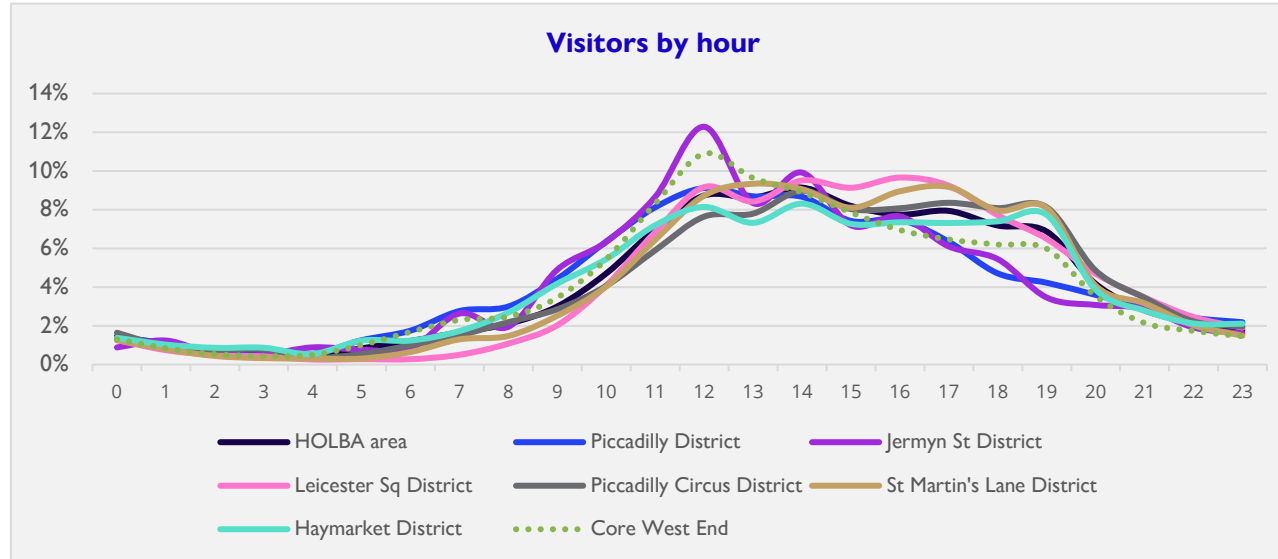
- Fridays and Saturdays typically saw the highest proportion of visitors (18.5% and 18.0% respectively), whilst Sundays saw the lowest (11.3%)



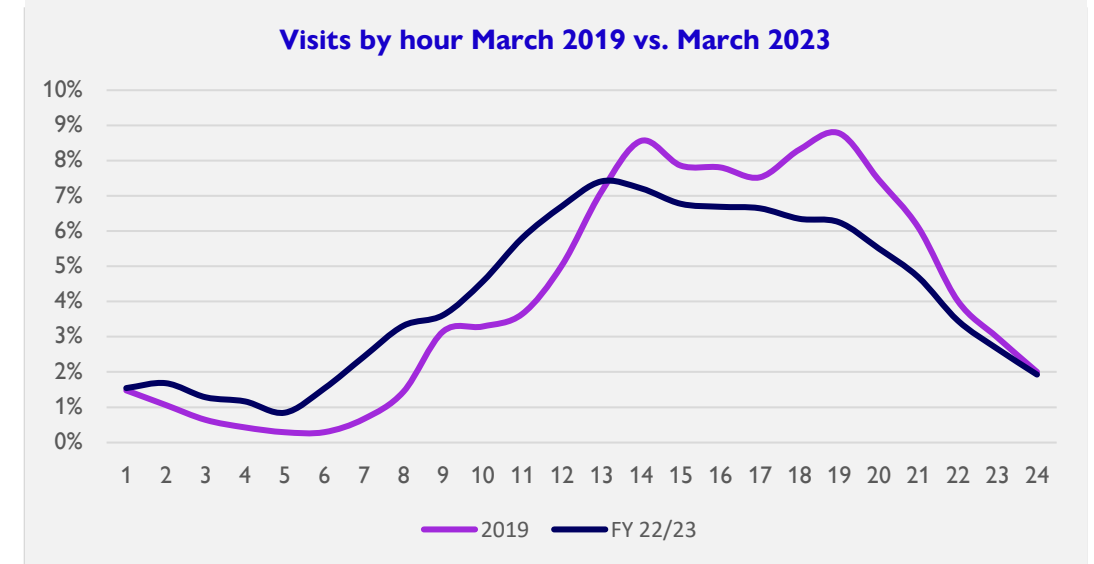
- Covid has been a catalyst for change in working patterns, with a shift to more home based working.
- There is evidence in the HOLBA area, of a shift towards higher visit frequencies Wednesday and Thursday when March 2023 is compared with March 2019

# Visitor Behaviour: Visits by day and hour

## Friday and Saturday visits most popular



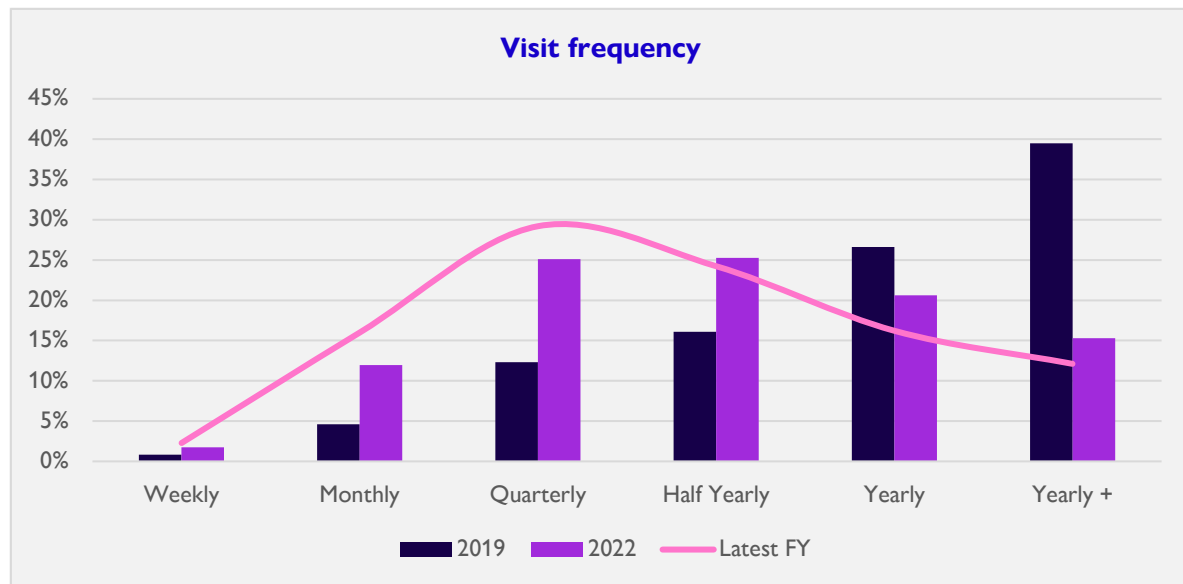
- Visitor volumes typically peak during lunchtime and into the afternoon
- Districts with a focus on leisure typically peak in the evening e.g. Leicester Sq, whilst retail focused districts have a larger lunchtime peak



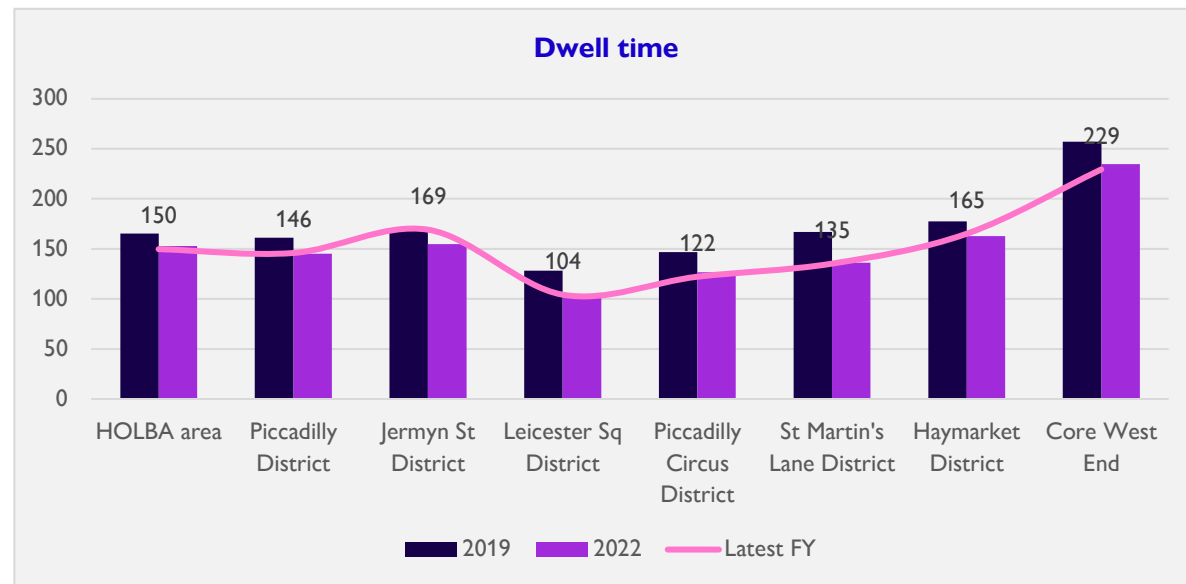
- Visitor by hour patterns have altered since the pandemic, with a peak in visits typically around lunchtime. In 2019 there was evidence of more of a peak in evening visits.

# Visitor Behaviour: Frequency

## Visitors coming less frequently and staying for less time



- Decrease in proportion of visitors visiting yearly and beyond vs. 2022
  - Likely driven by slower recovery of international tourists
- Greater focus on domestic visitors has driven an average increase in visit frequency

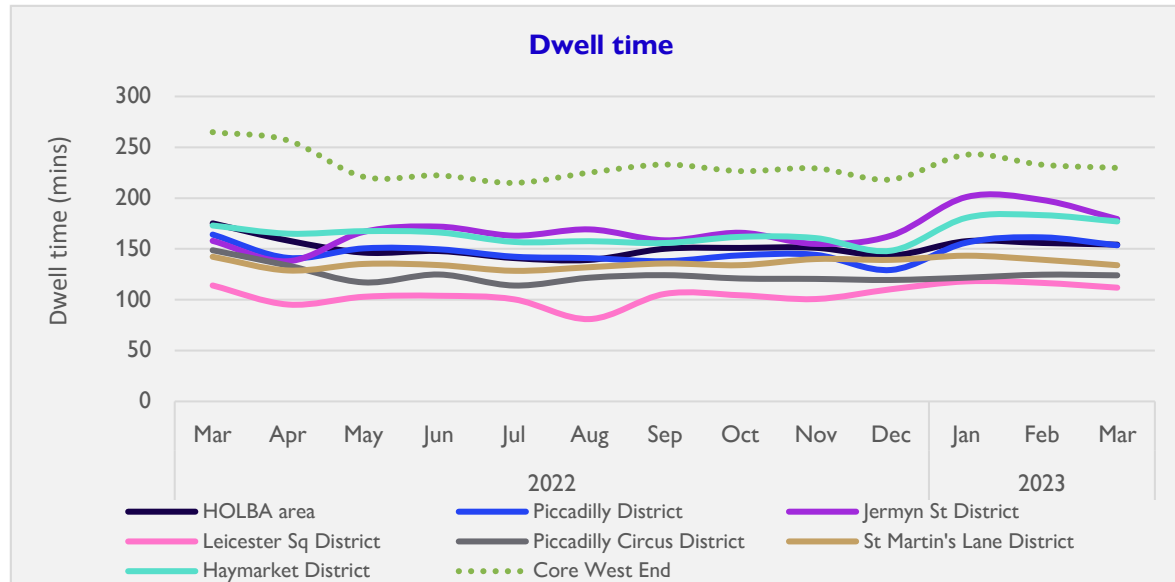


- Dwell time decreased in latest FY vs. 2022, 150 mins versus 153 mins
- Jermyn St District has the longest dwell time at 169 mins, 14 minutes higher than in 2022

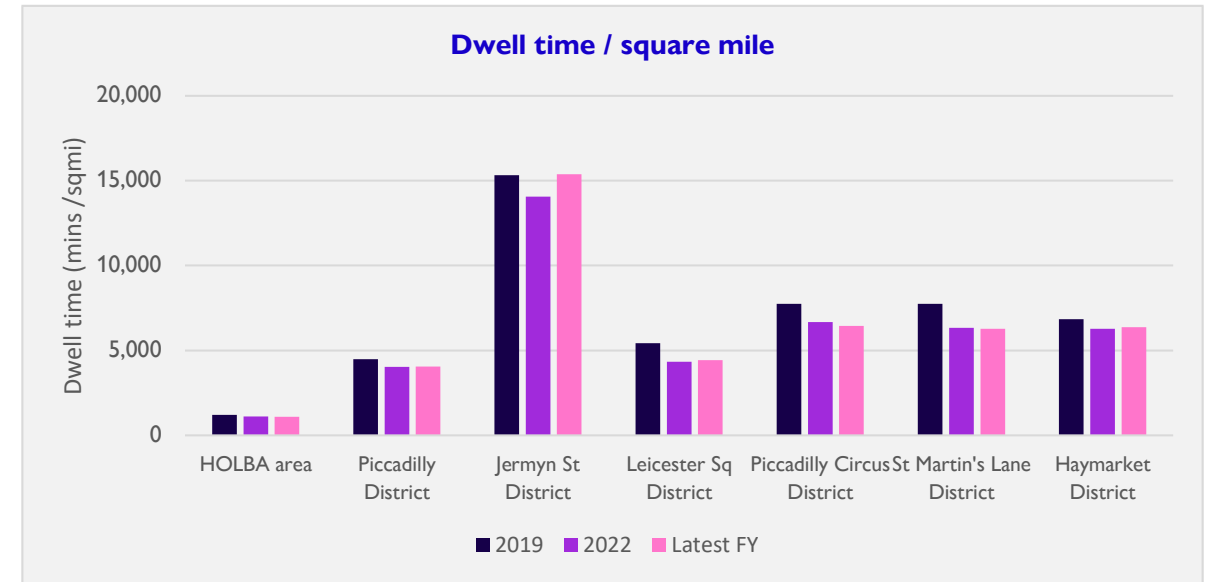


# Visitor Behaviour: Dwell time

## Longer dwell times towards latter part of financial year



- Dwell times increased in majority of locations towards back end of 2022 and into 2023



- Jermyn St has high dwell times given its comparatively small geographic area
- Relative to their size, dwell time is 6.7 times higher than overall Core West End

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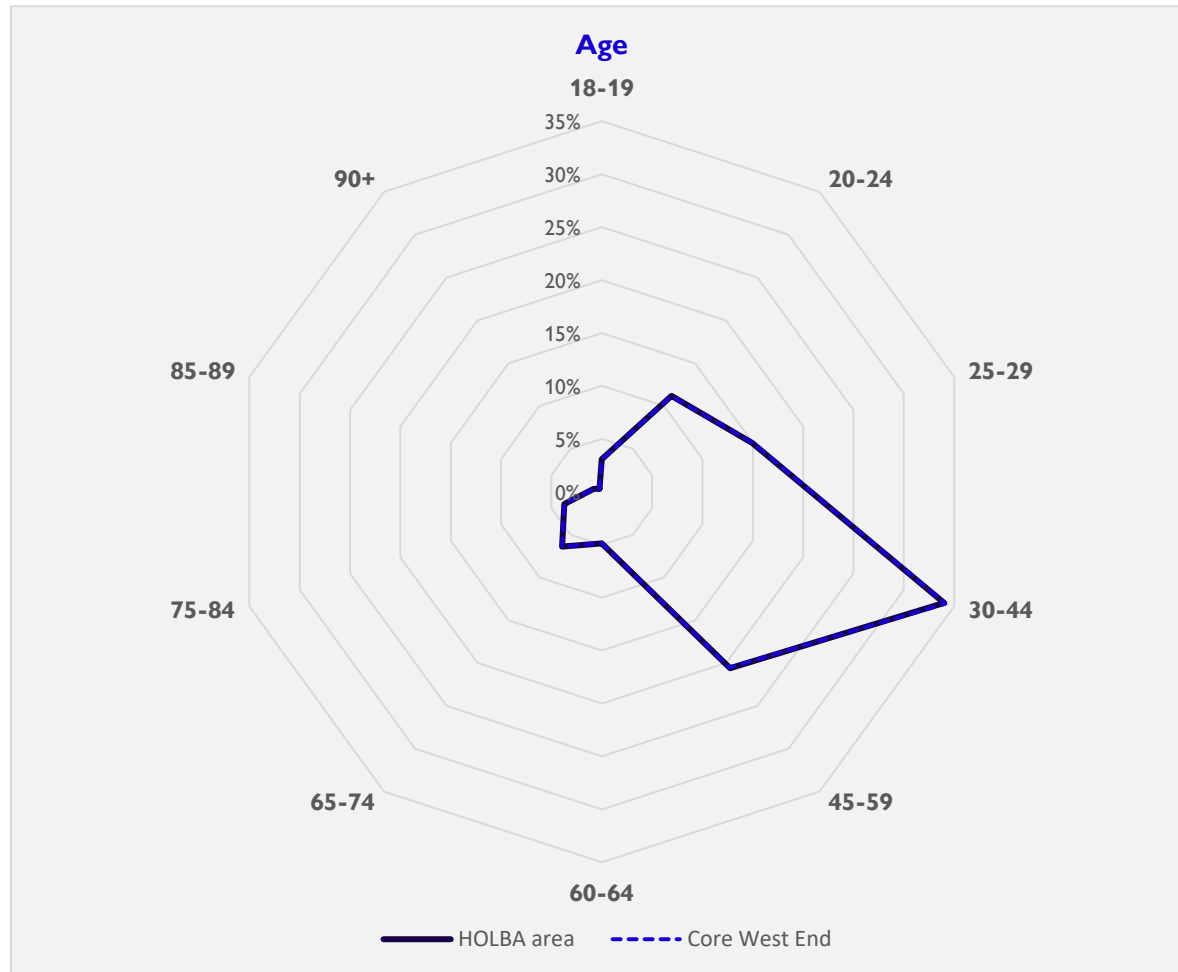
# Visitor Profile





# Visitor Profile: Age & Gender

## 54.6% of visitors are aged between 30-59 years old



- Visitor profile skewed towards those aged 30-59 years old  
– 54.6% of visitors aged 30-59
- Average age relatively consistent across the different areas within Heart of London area
- Males & Females are fairly evenly split, and in-line with the make up of the Core West End as a whole

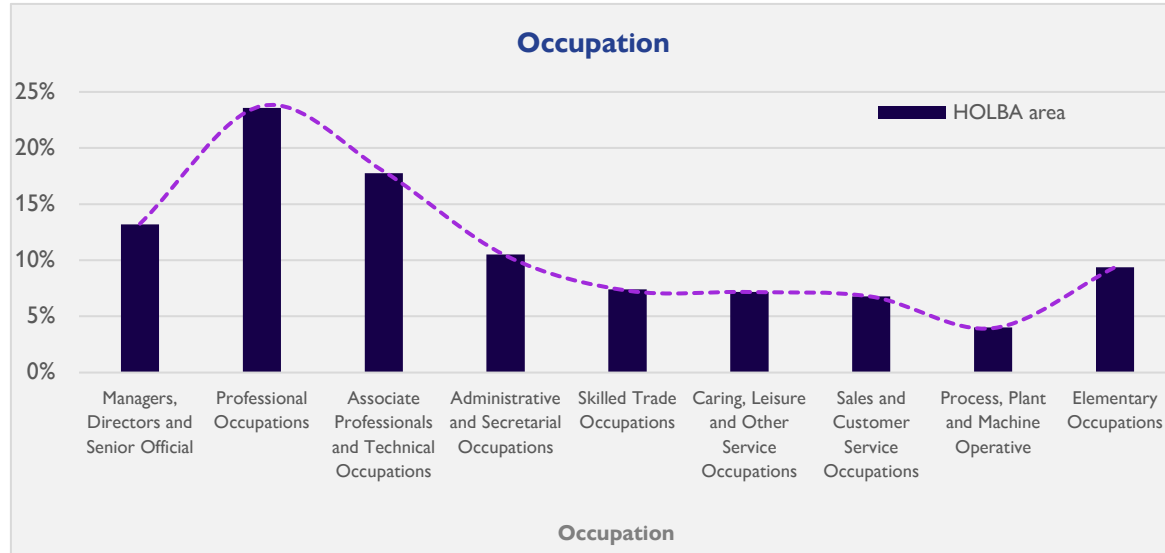


- Limited evidence of variation in demographic profile vs. 2019

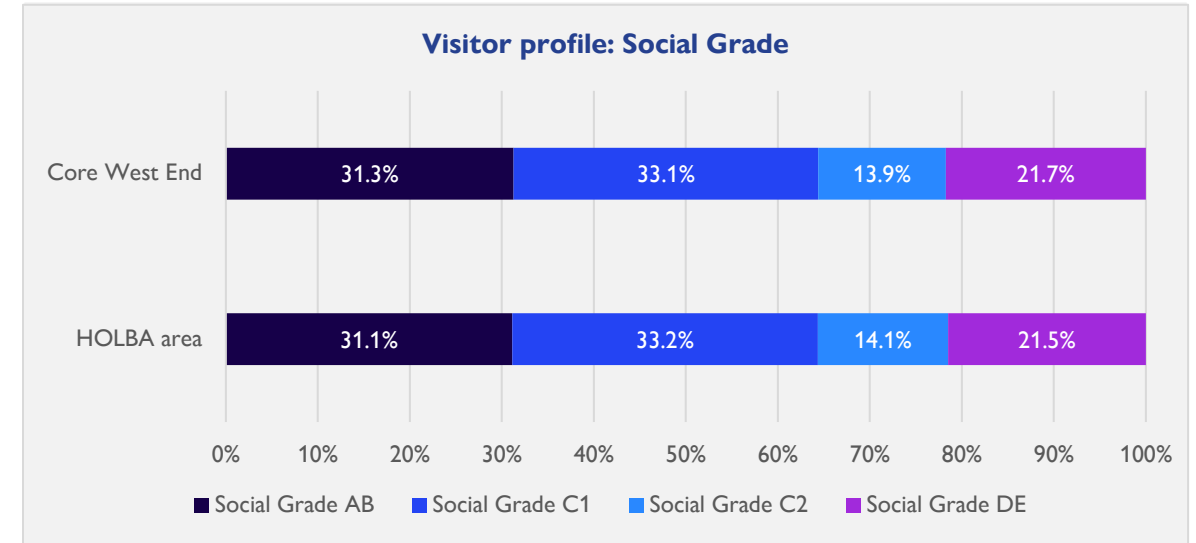


# Visitor Profile: Occupation & Social Grade

## Catchment biased towards white collar workers



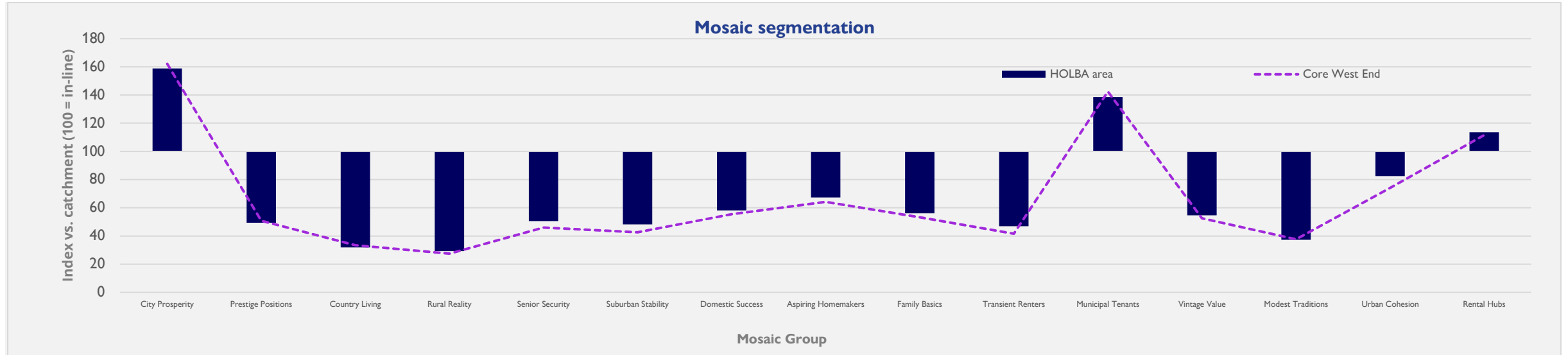
- Visitor catchment profile biased towards 'white collar' occupations
- In line with wider Core West End profile



- Limited difference to affluence profile of HOLBA area vs. Core West End

# Visitor Profile: Mosaic profile

## 'City Prosperity' is the most dominant Mosaic group



- Visitor profile biased towards 2 Mosaic groups; 'City Prosperity' and 'Municipal Tenants'
- City Prosperity are high income residents who have expensive homes in desirable metropolitan locations
- Municipal Tenants are residents who rent inexpensive city homes in central locations
- Profile very similar to Core West End visitors

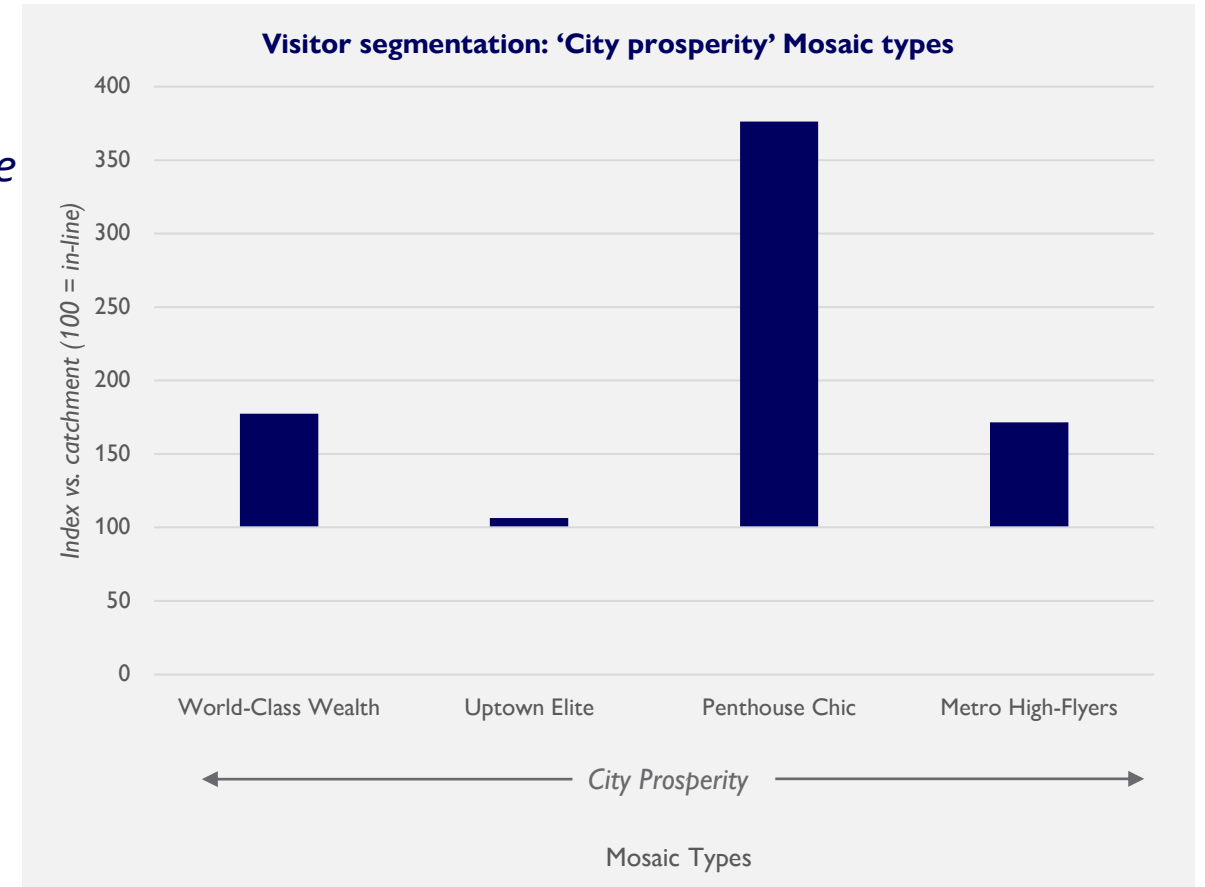


# Visitor Profile: Mosaic profile

## 'Penthouse Chic' over-indexes as a sub-type of 'City Prosperity'



- Within 'City Prosperity' the Mosaic type 'Penthouse Chic' over indexes most highly relative to catchment presence
  - index = 376 (*i.e. visitors are 3.8 times more likely to be in this group*)
- City Prosperity group described as:
  - Average age: 26-35
  - Average household income: £100k - £150k
  - Fashion is a key interest
    - 1.2x more likely to state fashion as an interest than the 'average' UK person





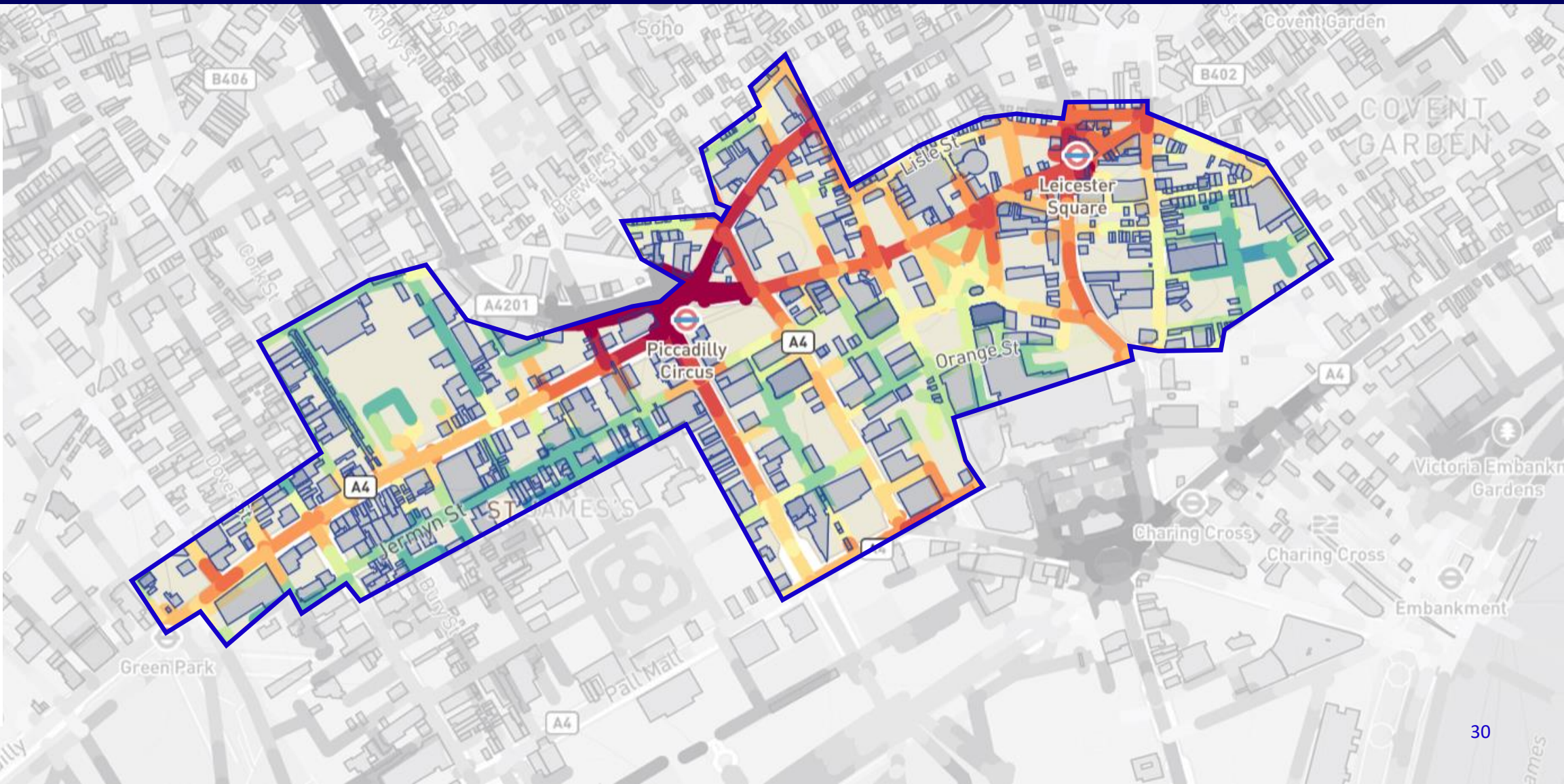
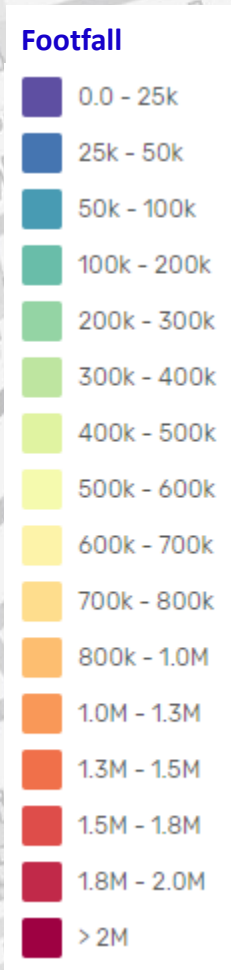






# Visitor Volumes

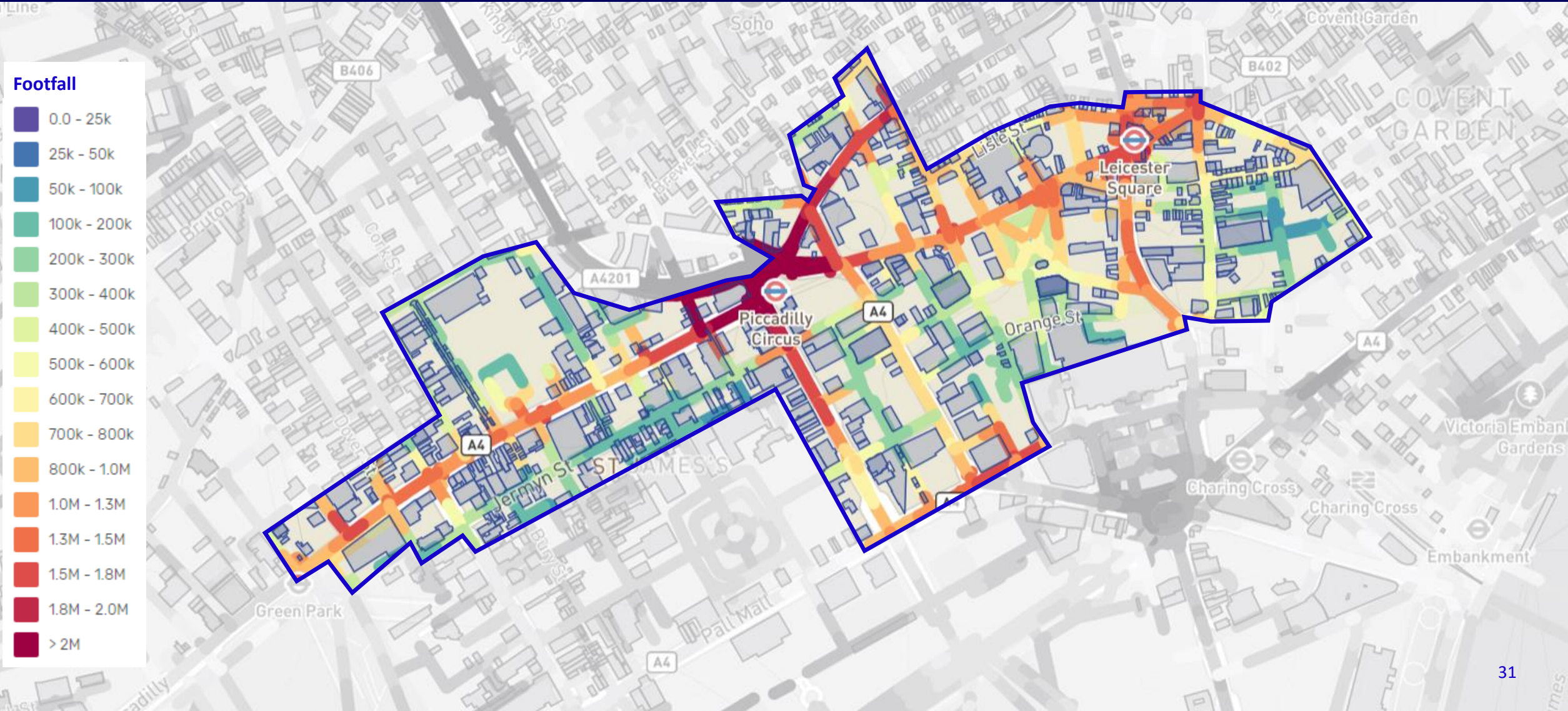
## Segment footfall – May 2022





# Visitor Volumes

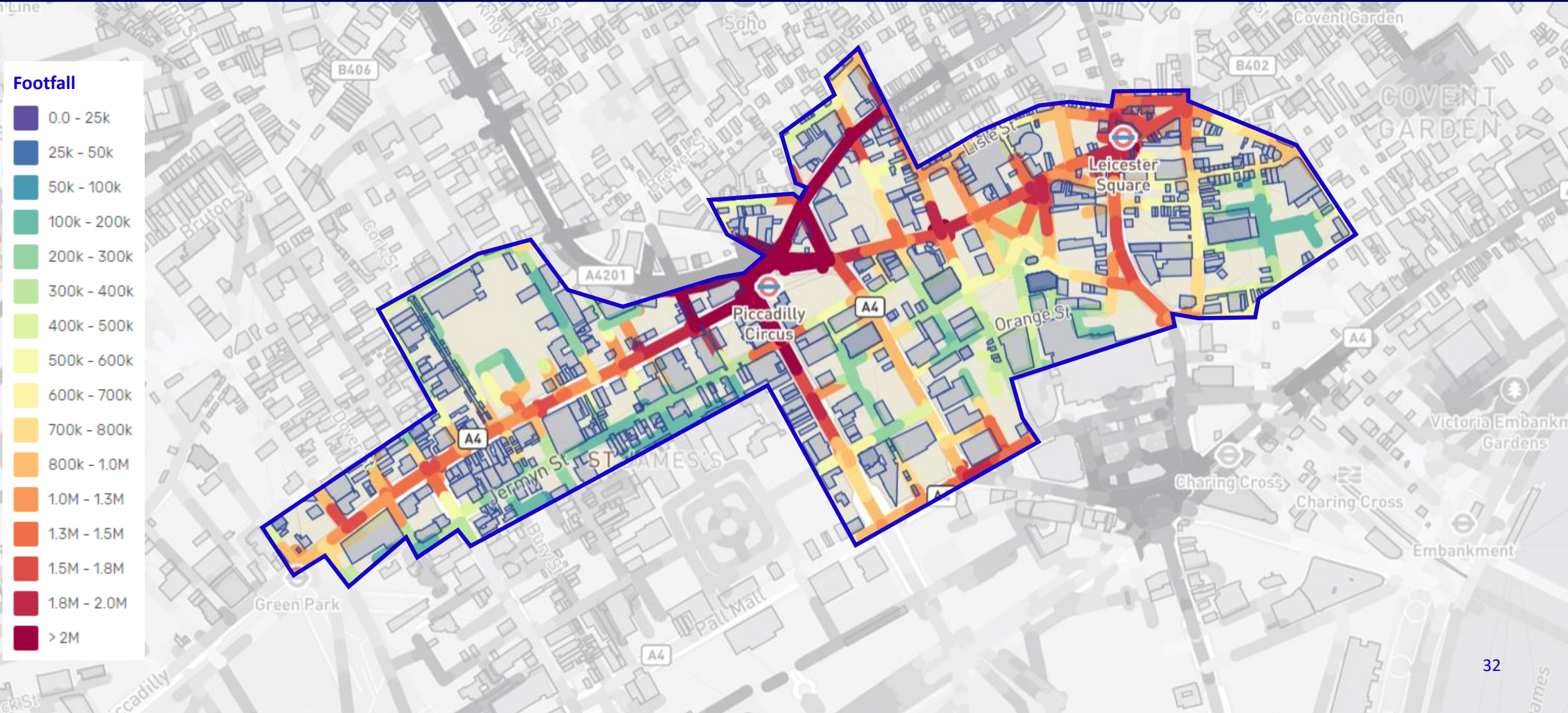
## Segment footfall – June 2022





# Visitor Volumes

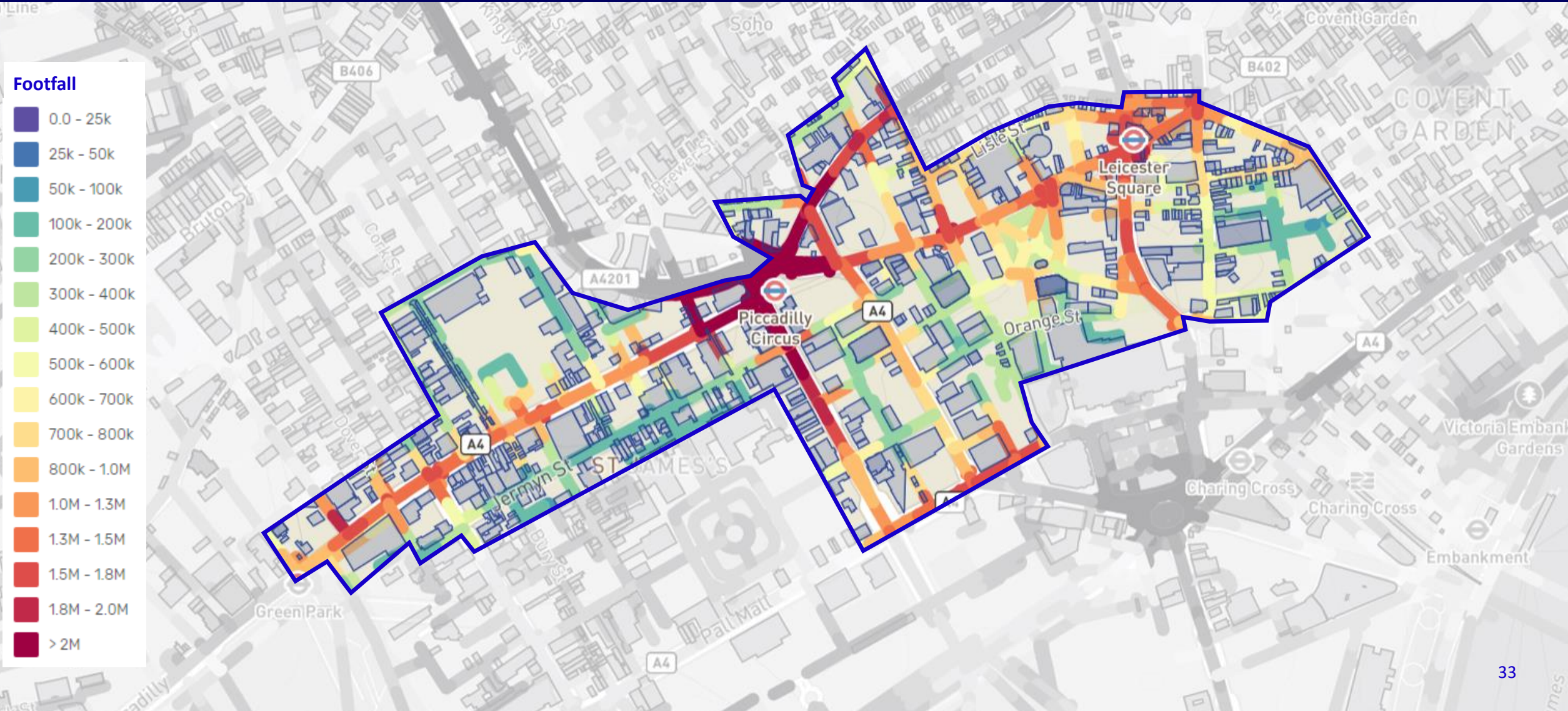
## Segment footfall – July 2022





# Visitor Volumes

## Segment footfall – August 2022



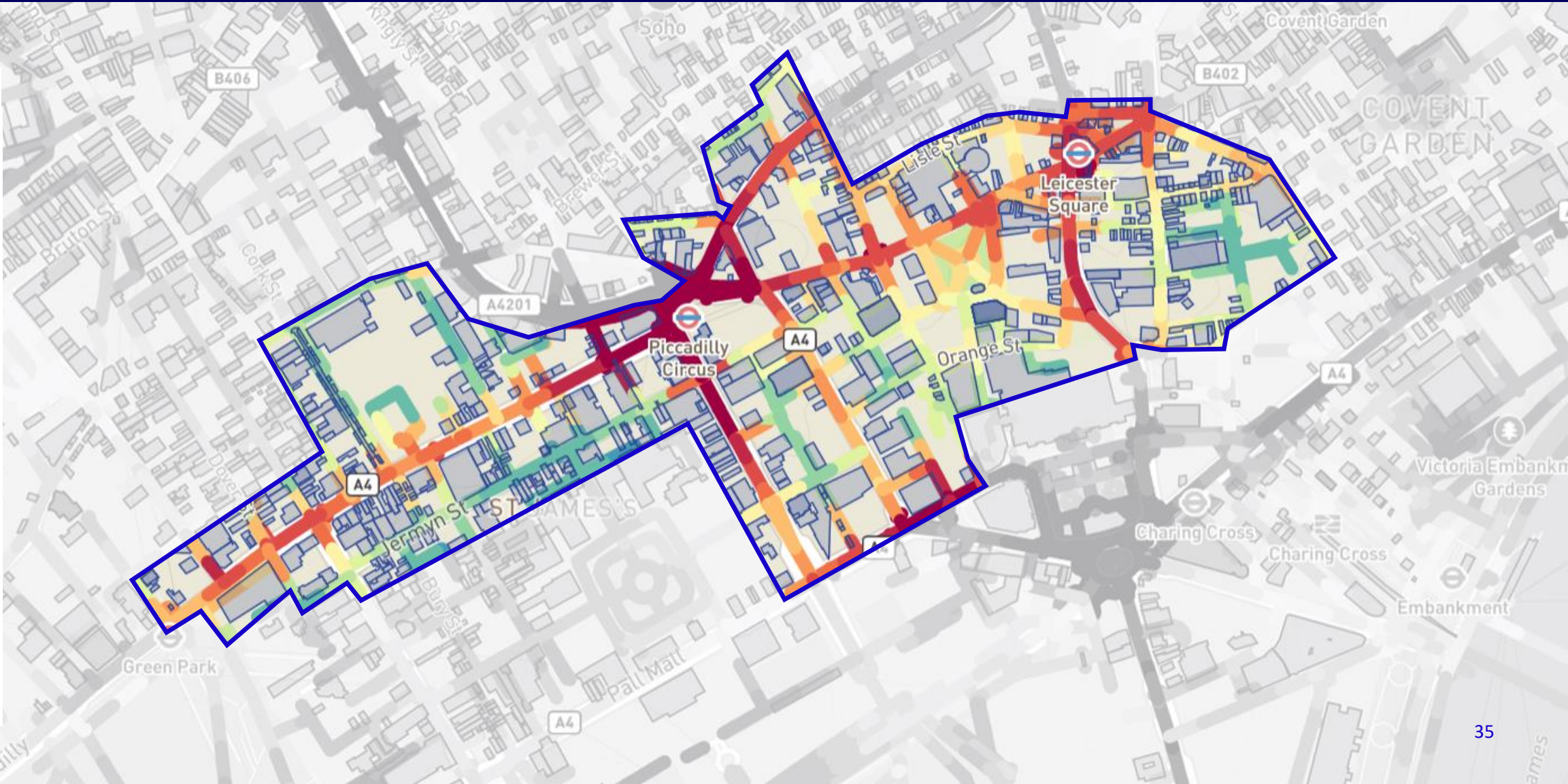
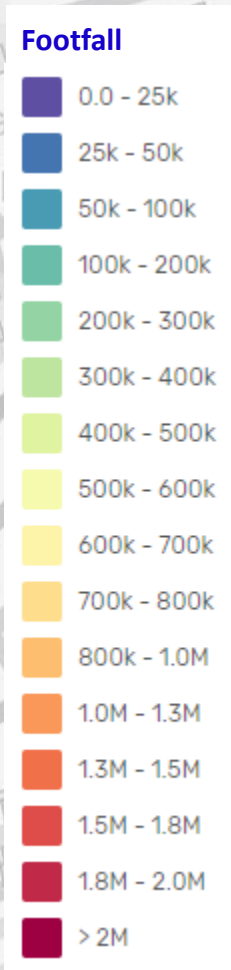






# Visitor Volumes

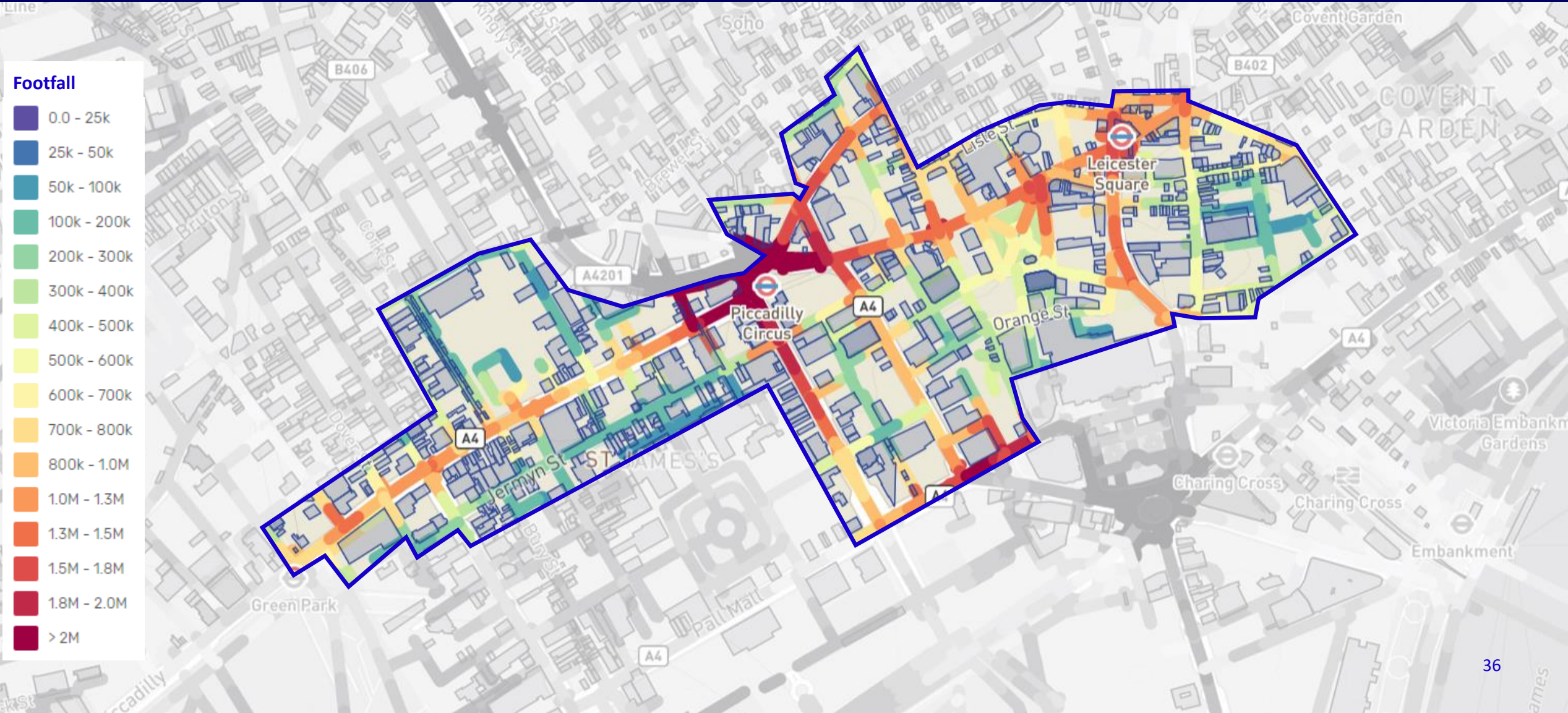
## Segment footfall – October 2022





# Visitor Volumes

## Segment footfall – November 2022



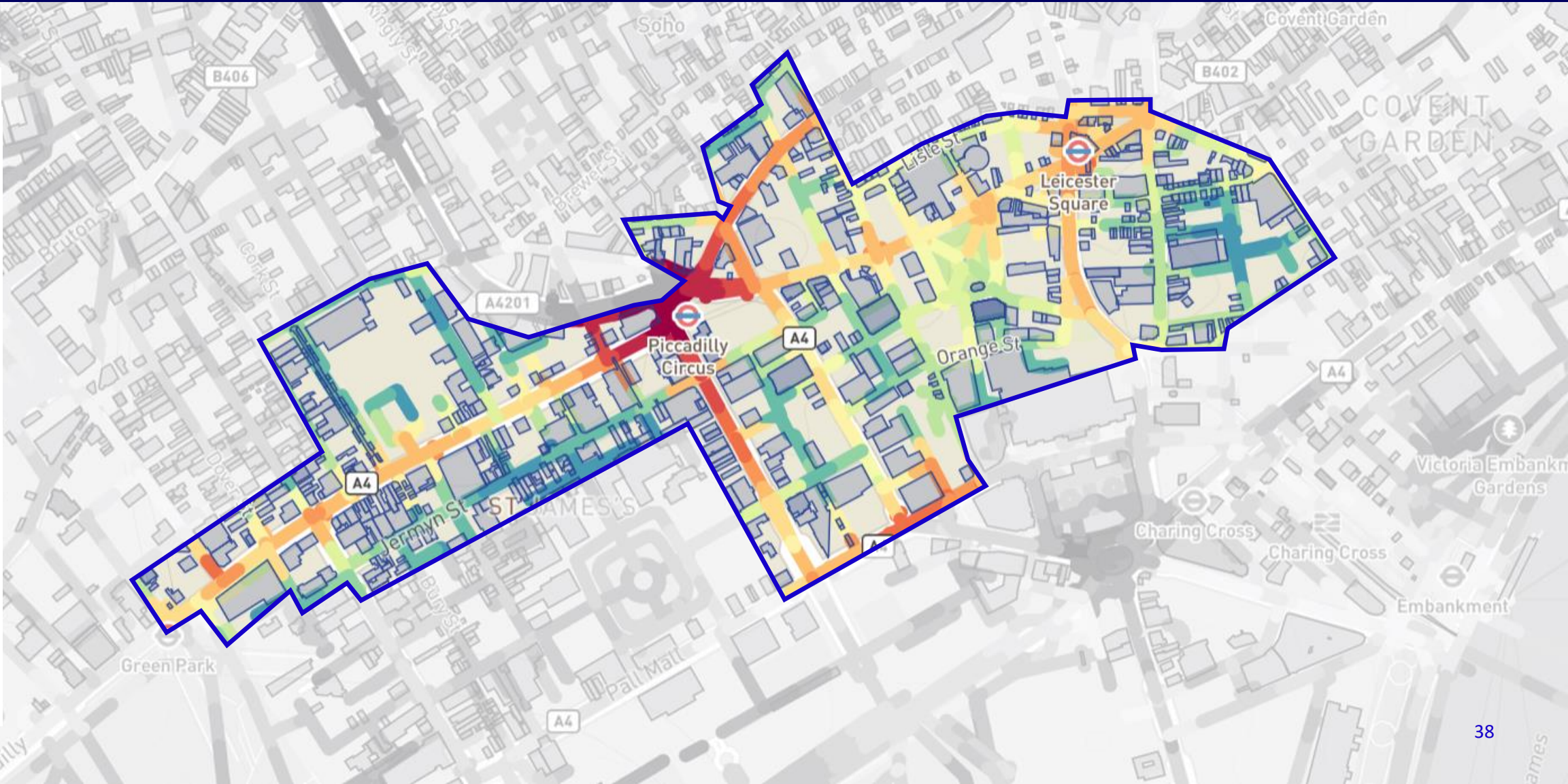
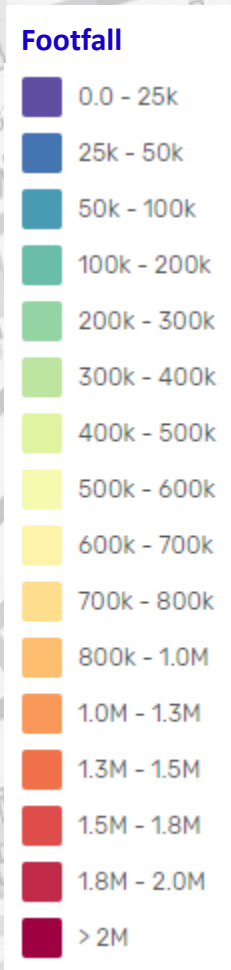






# Visitor Volumes

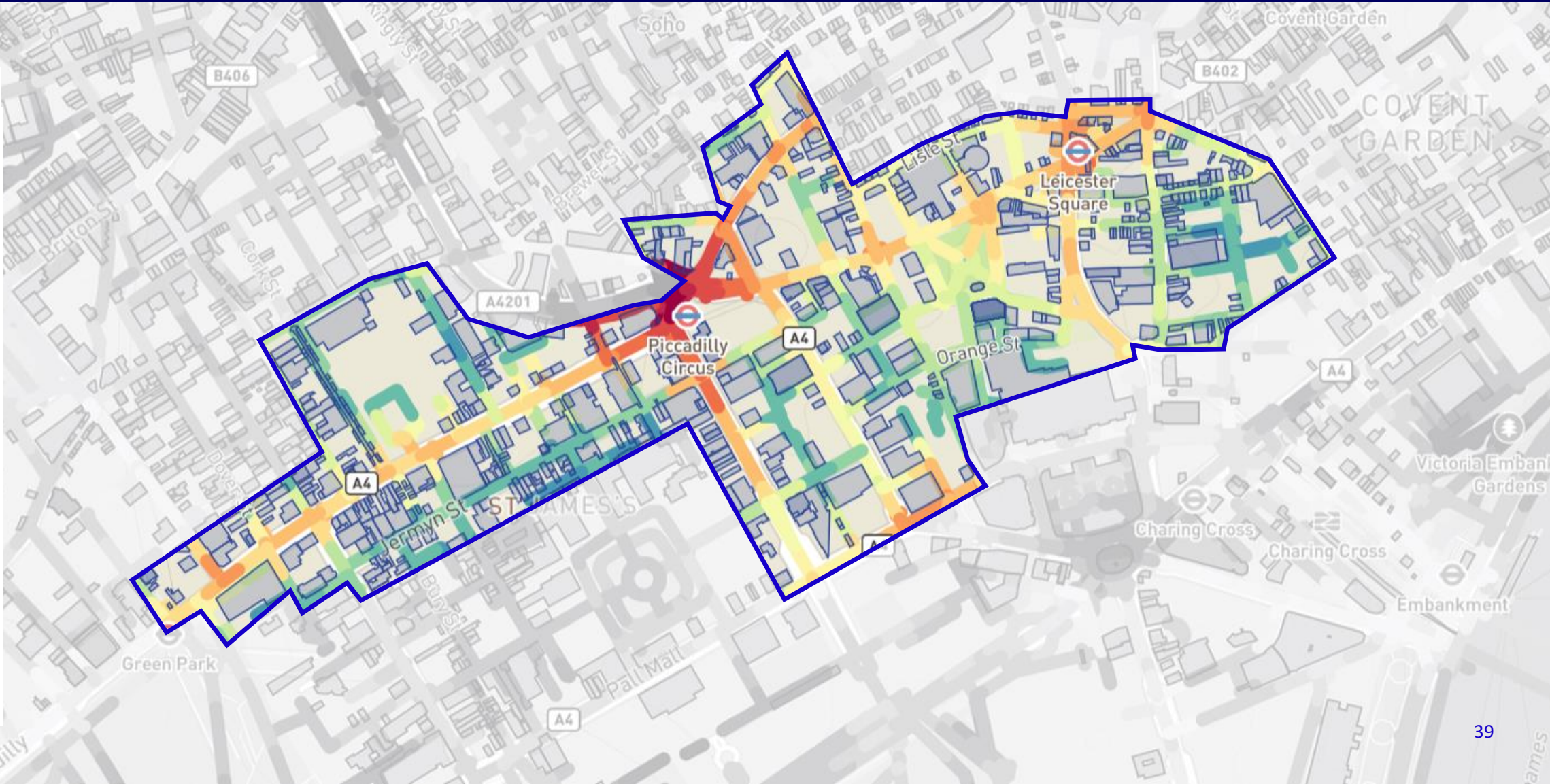
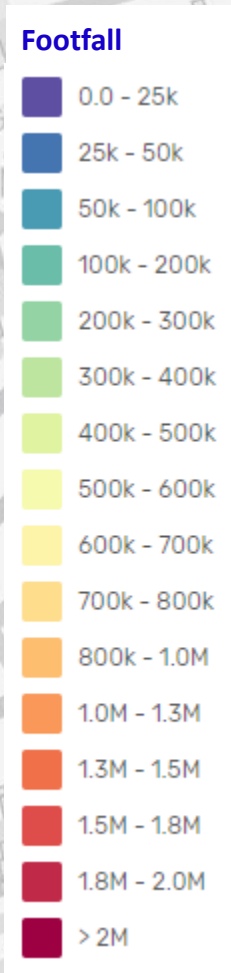
## Segment footfall – January 2023





# Visitor Volumes

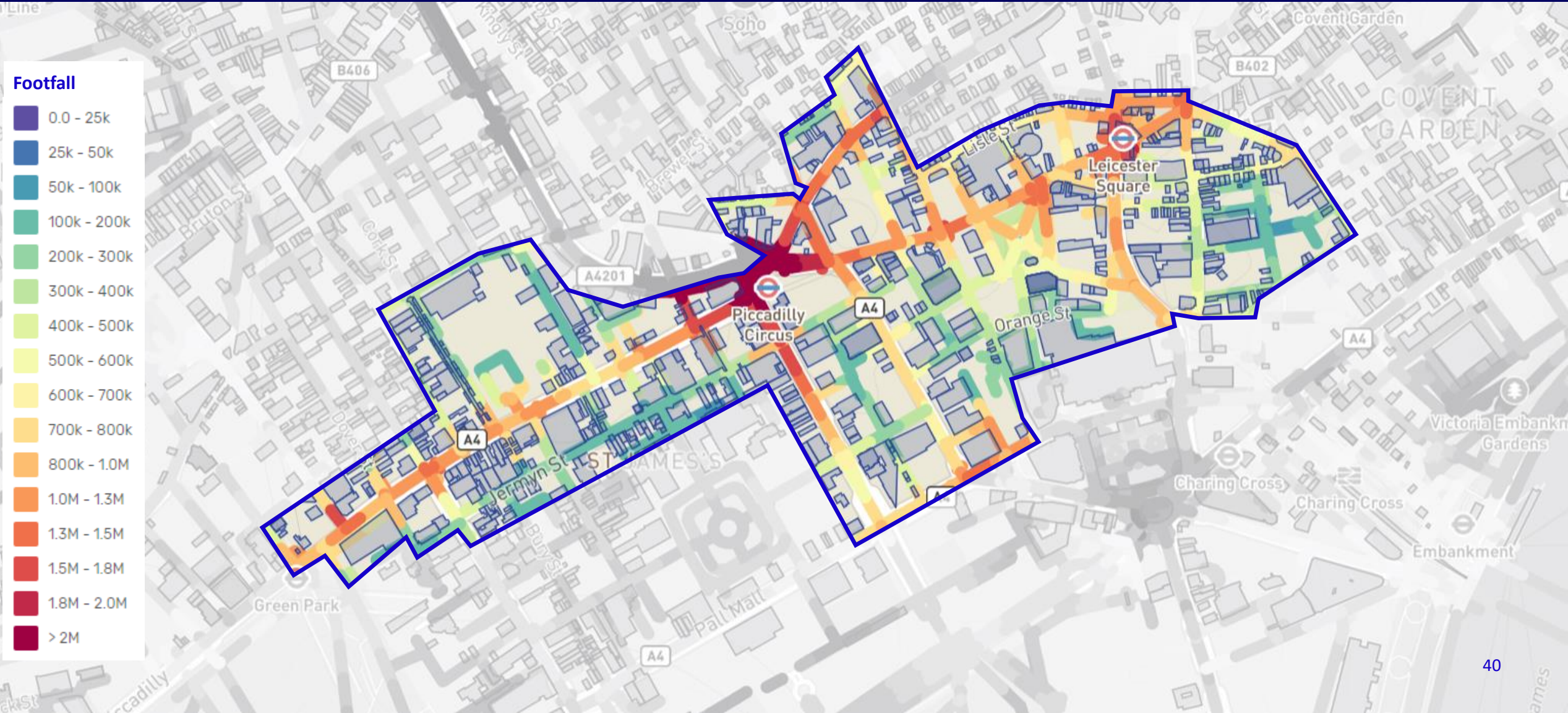
## Segment footfall – February 2023





# Visitor Volumes

## Segment footfall – March 2023



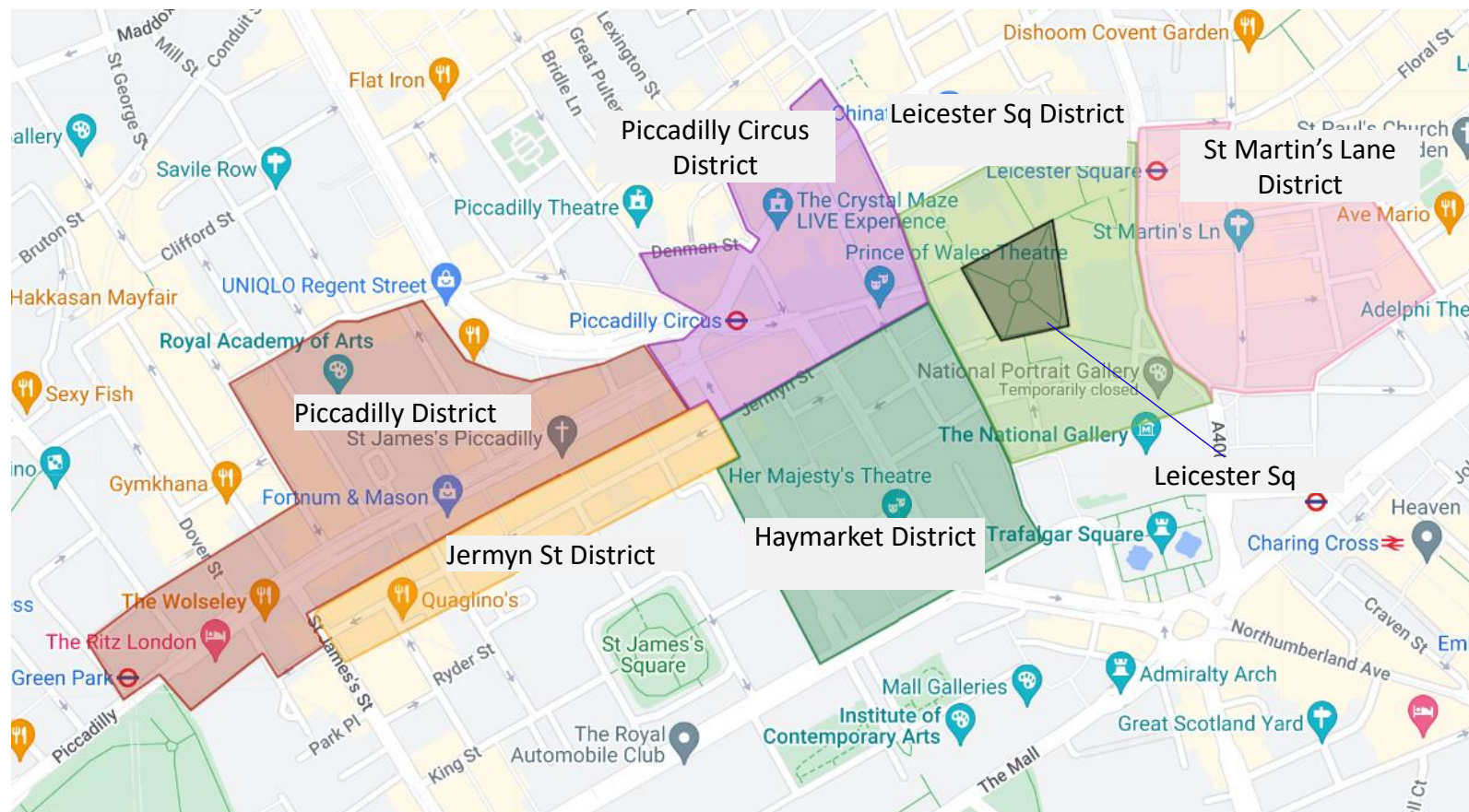


# Appendix

## Location definition



- 7 key areas within HOLBA used for analysis:
  - Piccadilly District
  - Jermyn St District
  - Piccadilly Circus District
  - Haymarket District
  - Leicester Sq District
  - Leicester Sq
  - St Martin's Lane District
- In addition Core West End area has been defined as a benchmark location



# Appendix

## Mosaic Groups



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.







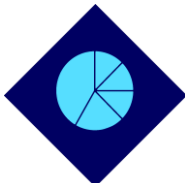
# Appendix

## Mosaic definition



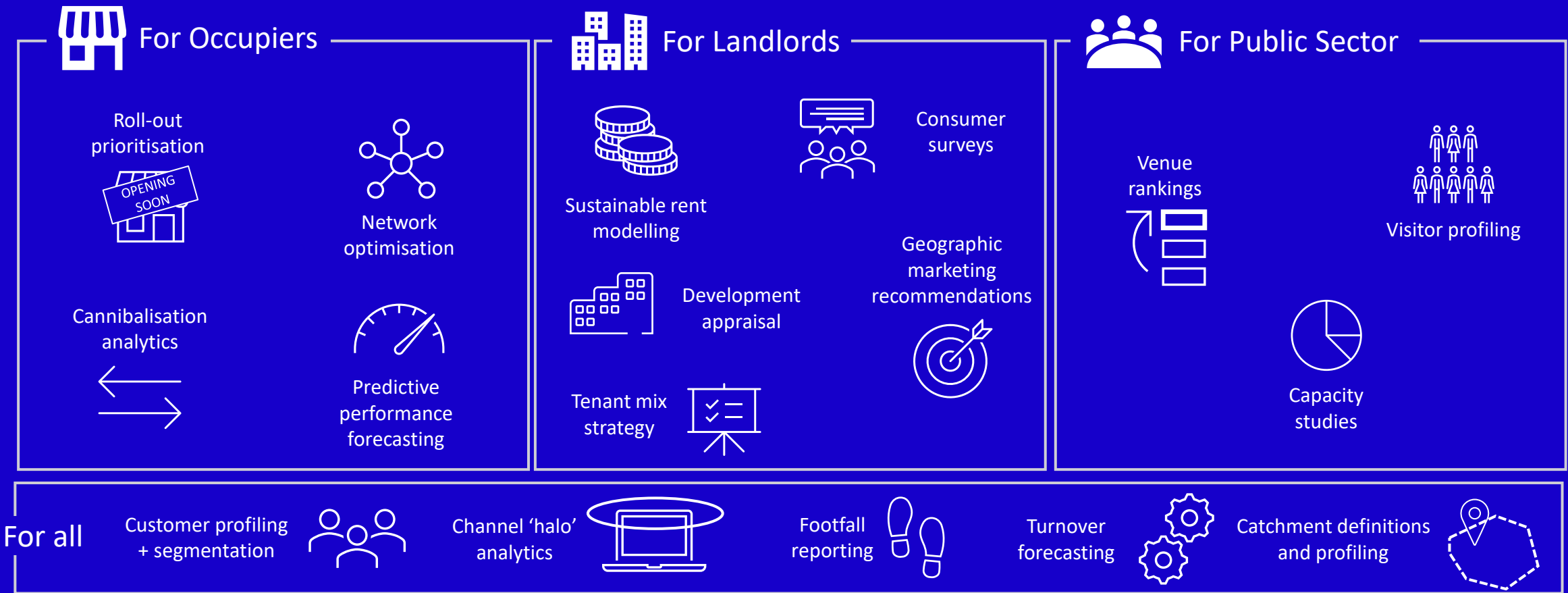
- Experian's Mosaic customer segmentation divides a consumer base into groups of individuals that are similar in specific ways, such as:

- Age
- Interests
- Life Stage
- Spending habits

UK Population	Mosaic	A02 Uptown Elite
 51m individuals	 15 groups	 Uptown Elite are affluent, older families who live in desirable neighbourhoods within inner suburbs
 25m households	 66 types	

# Appendix

## Colliers Retail Strategy & Analytics: What we do







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