Visitor Insights
Annual Report 2023/24

Shaping a
world-class
West End

Issued:
2024

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HEART OF LONDON BUSINESS ALLIANCE

Colliers

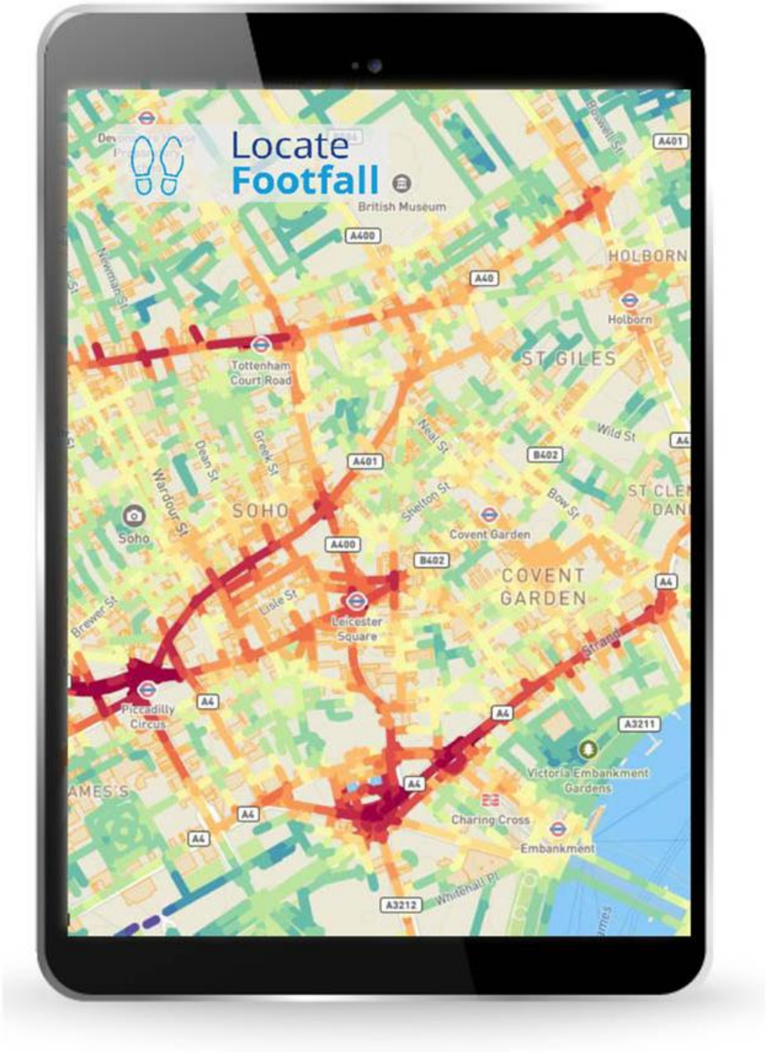
Background
Introduction and context

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' LocateFootfall 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.



Contents

01 Summary

Summary 2023/24

158.6m visits

(-1% vs. 2022/23 period)

- The HOL area performed 6 percentage points better than wider Core West End area which saw a decline of ~7% in visits over the same period.
- This slight decrease in visits was most apparent in September and October 2023, with this period unsurprisingly struggling to compete with the boost in visitation experienced around the death of Queen Elizabeth II in 2022.
- The HOL area saw a strong start to 2024, with the final three months of the financial year (Jan to Mar 24) seeing +8% growth in visits vs. 2023.

151 mins

(+0.1%)

- Visit time has remained consistent at just over 2 and a half hours.
- There was a minor shift in visit mix across the week with more people visiting on Mondays and Tuesdays in 23/24 vs. the previous twelve months as workers continue to evolve their commuting patterns.

Summary
2023/24

International visitor volumes up 6%

- The most significant decrease in international visitation was seen in September and October 2023, with the death of Queen Elizabeth II in the previous year contributing to a significant uplift in visits that unsurprisingly was not sustained in the most recent twelve months.

- An equivalent boost was evident around the Coronation of King Charles III in May 2023, with international visits up 31% vs. May 2022. However, this month did see a month-on-month (MoM) decline vs. April 2023, indicating that the Easter holidays are an equally strong visitor driver.

+6% increase in visit penetration from areas along Elizabeth line

- Visit penetration from areas across London and Home Counties has increased, particularly along the Elizabeth Line as the increased capacity and significantly improved stations improved accessibility into the West End, despite none of the stations being directly within the HOL area.

- Catchment areas along the Elizabeth Line delivered penetration growth of 6% on average compared to +1% in other London and Home Counties areas.

- Penetration in Reading and Shenfield, at either end of the line, increased by 14% and 9% respectively, whilst the area around Hayes & Harlington and Ealing saw visit penetration to the HOL area grow 21%; the highest of all catchment zones.

02 Visit volumes

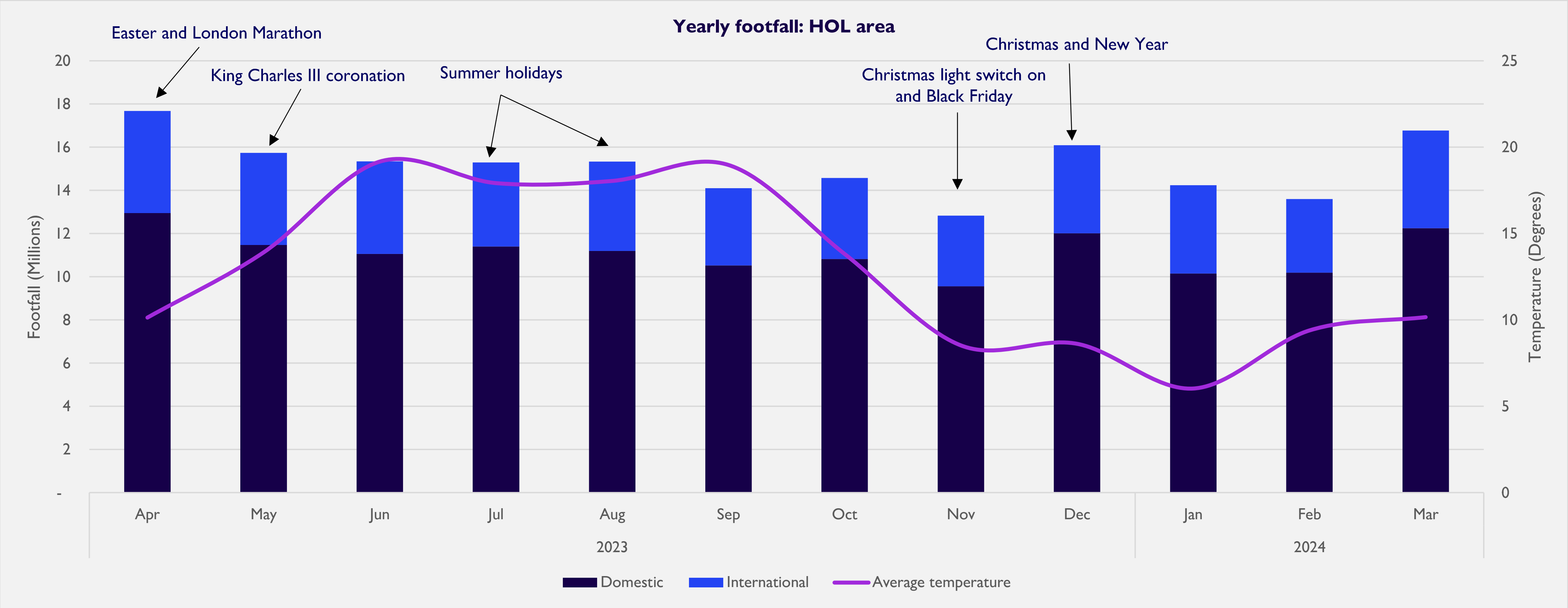
Visit Volumes
Footfall - districts

Footfall down 1% year on year (vs. 2022/23)

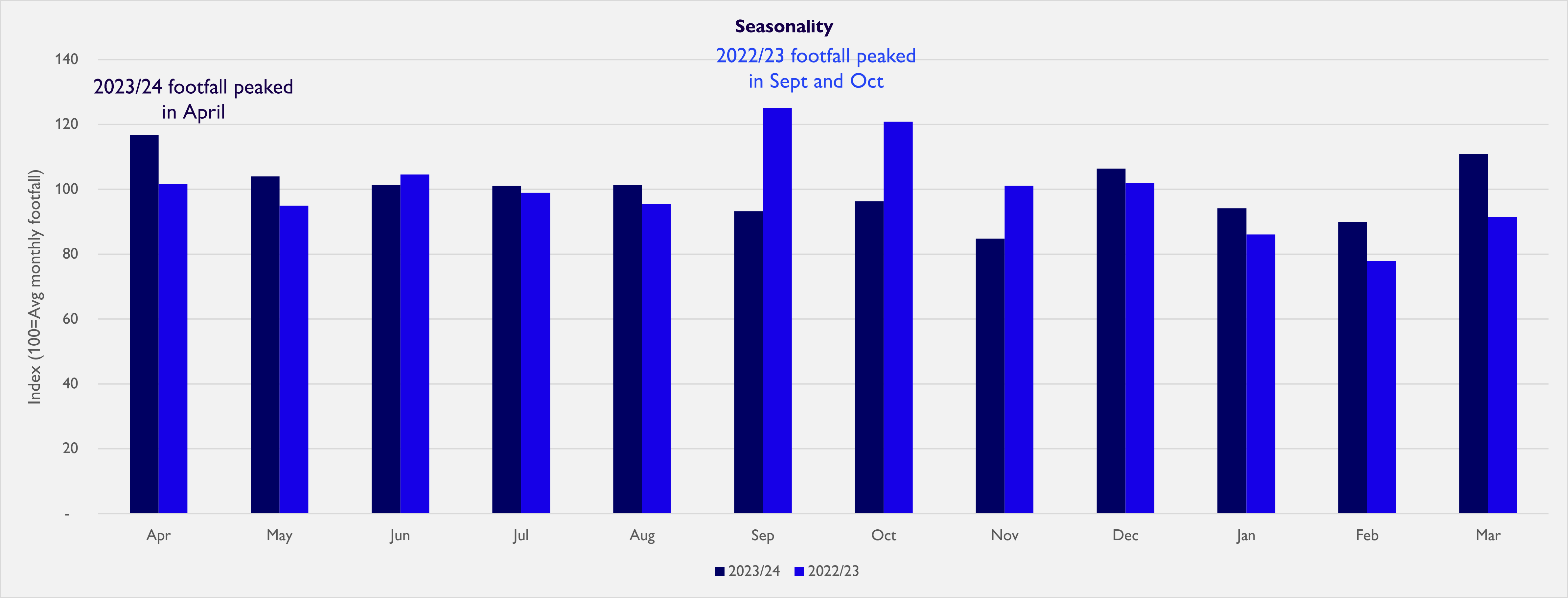
International visits up vs. previous year as pent-up demand post-Covid continued

District	Year-on-year Total	Domestic	International
HOL Area	-1%	-4%	6%
Piccadilly District	18%	10%	45%
Jermyn St District	20%	9%	58%
Leicester Sq District	-6%	-12%	9%
Piccadilly Circus District	6%	5%	10%
St Martin's Lane District	1%	-6%	28%
Haymarket District	18%	14%	30%
Core West End	-7%	-6%	-9%
HOL Area - major street ave	34%	24%	61%

Visit Volumes
Footfall peaks seen in April, December and March

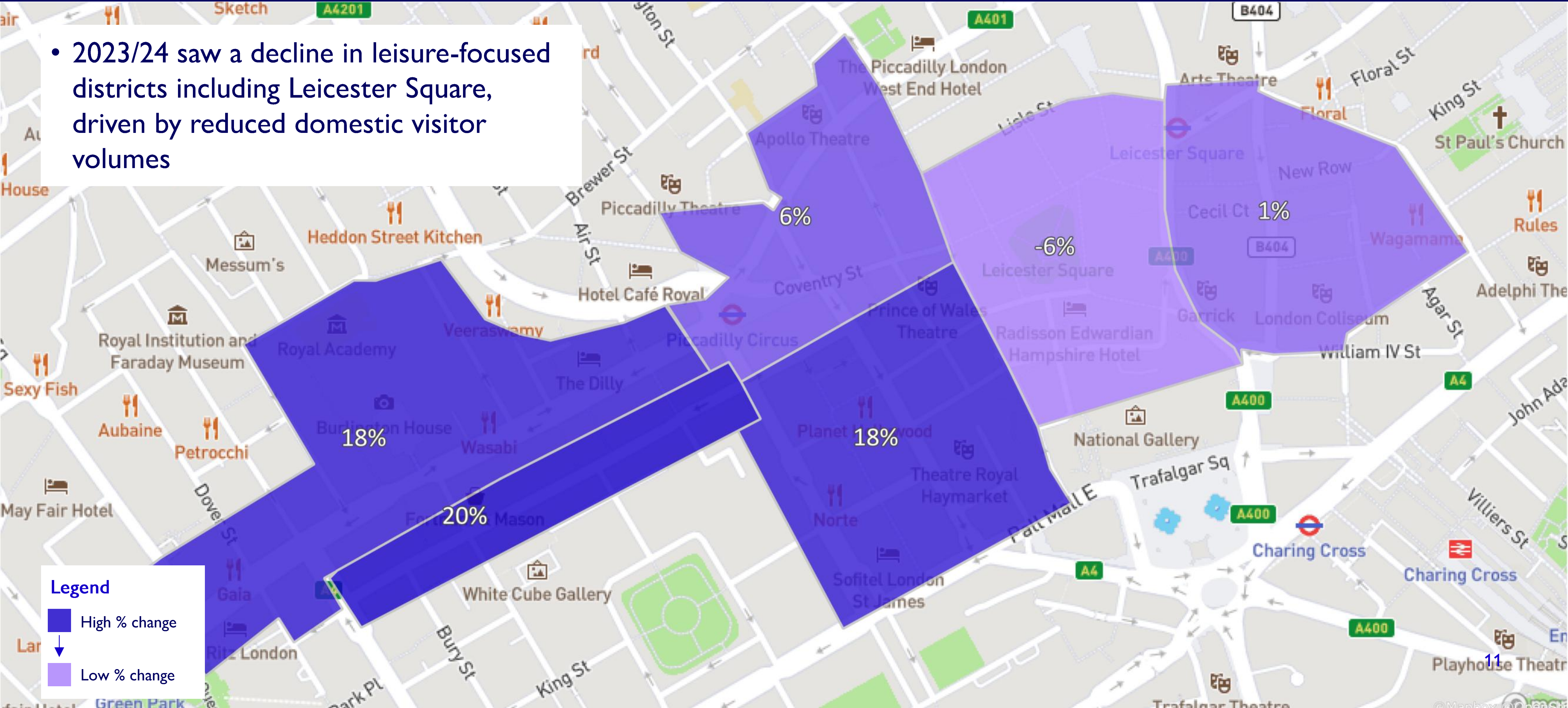


Visit Volumes
December – March had stronger visitor volumes than previous year

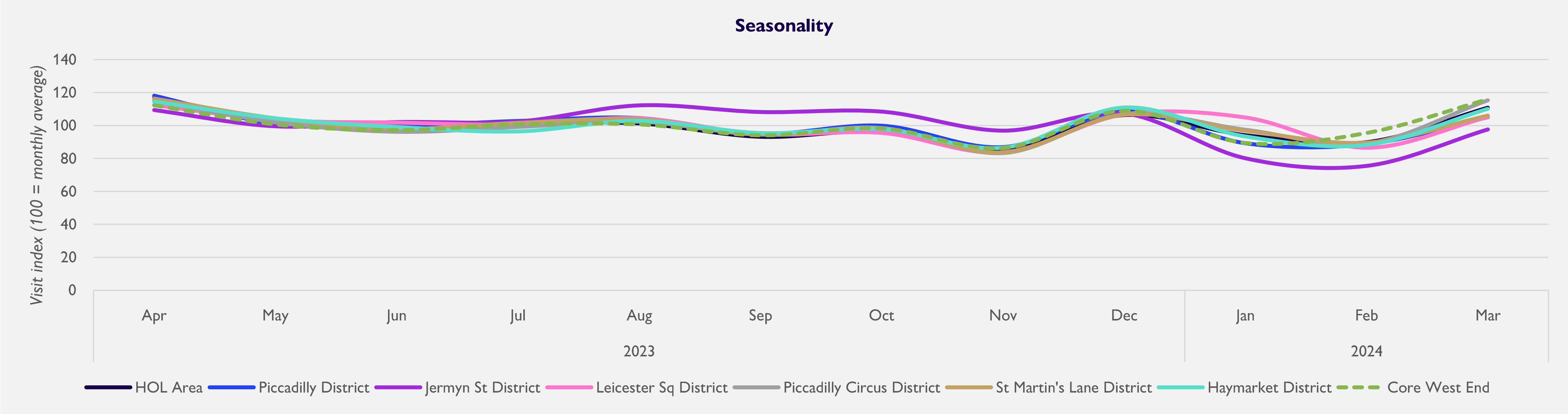


Visit Volumes
2023/24 vs. 2022/23

- 2023/24 saw a decline in leisure-focused districts including Leicester Square, driven by reduced domestic visitor volumes



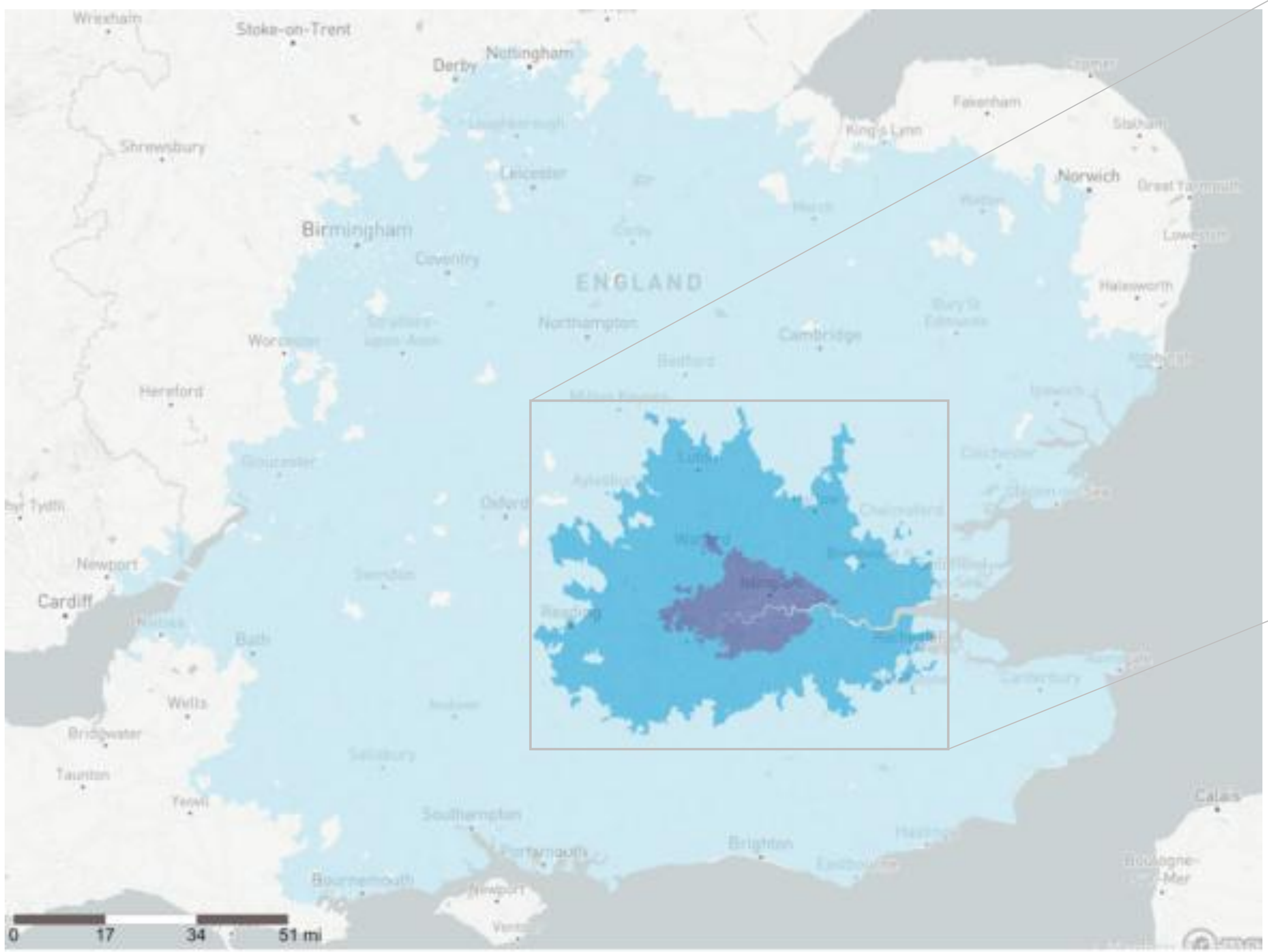
Visit Volumes
Jermyn St District has most distinct autumn peak

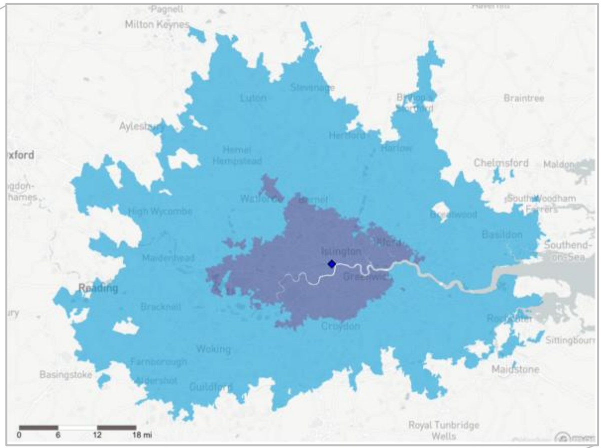


- Visitor numbers peaked in April 23 in most districts, however Jermyn St District was the most significant outlier with a distinct autumn peak as workers returned to the office after the summer holidays and through to Christmas.

- The Christmas season also saw visits peak in Leicester Sq (December/January) as a heavily leisure and tourism focused area.

Visit Volumes: Catchment
Primary catchment penetration grew 3.1%

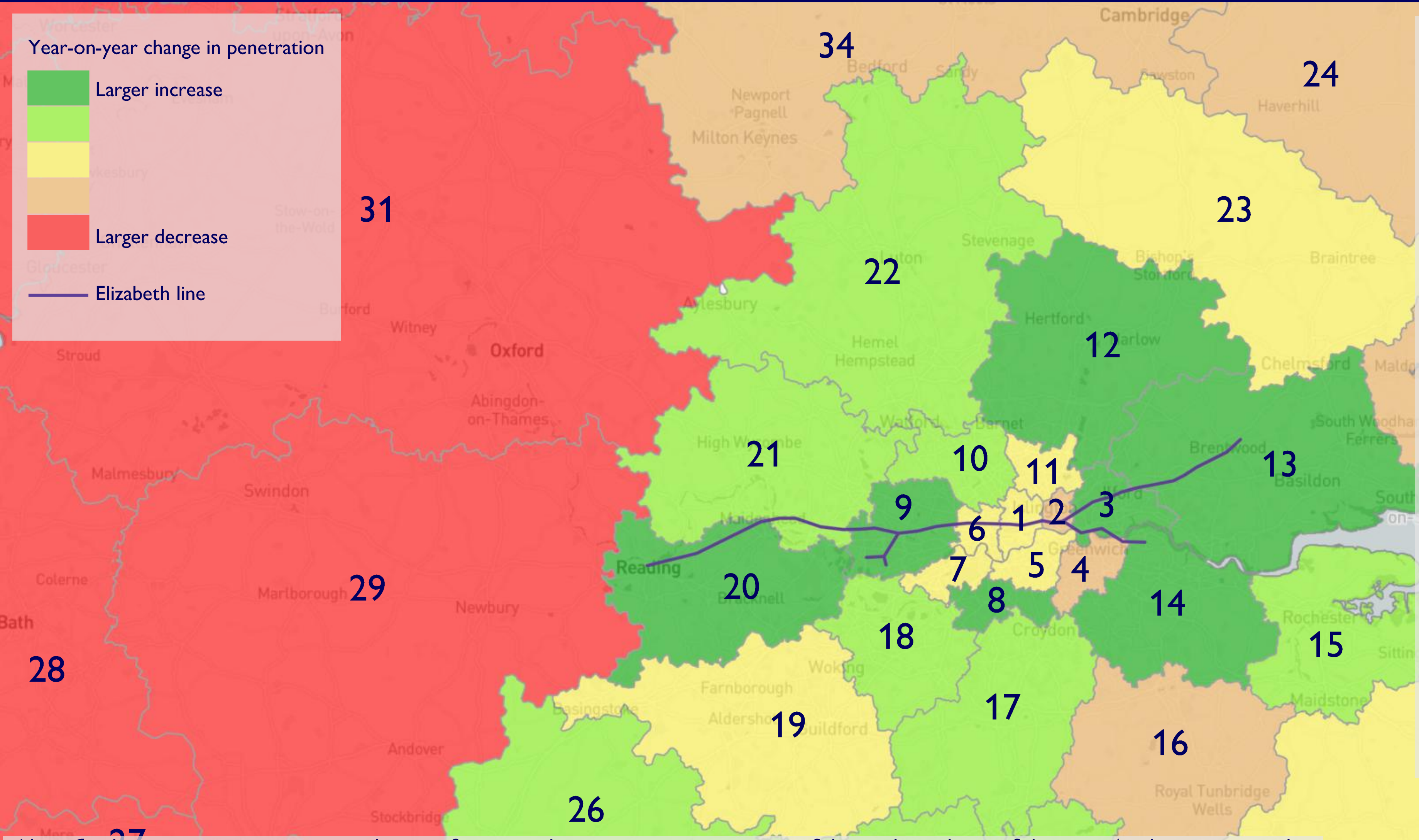




	Catchment band	Population (Millions)	Change vs. previous year	Change in visit penetration
	-Primary	6.5	-2.8%	+2.7%
	-Secondary	7.5	-13.4%	+3.6%
	Core ***(Primary + Secondary)*** *75% of regular visitors*	**14.0**	**-8.8%**	**+3.1%**
	-Tertiary	18.6	-10.3%	-10.5%
	Total ***(Core + Tertiary)*** 90% of regular visitors	**32.6**	**-9.7%**	**-1.8%**

Visit Volumes: Catchment penetration

Increase in catchment penetration along Elizabeth Line

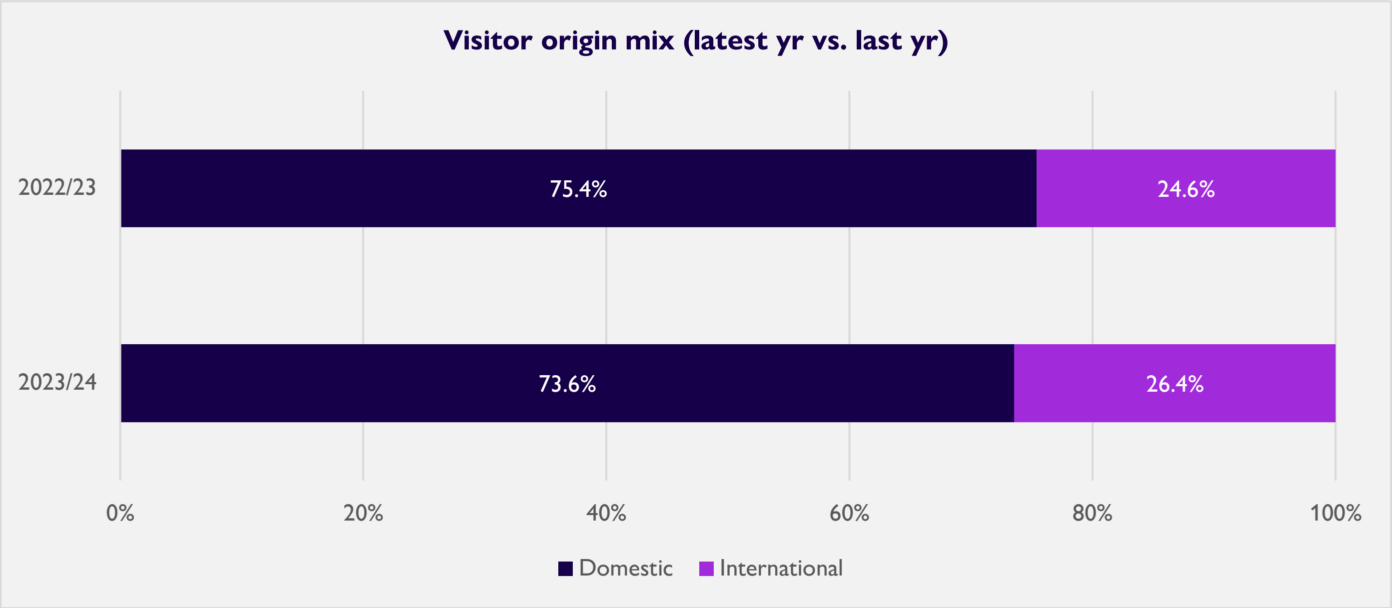


- There is an increase in catchment penetration from east and west of the Primary catchment (particularly zones 20, 9, 3, 13 and 14), largely aligning with zones that have benefited from decreased journey times into the West End following the opening of the Elizabeth Line.
- Zones along the line saw an average increase in penetration of +6.1% vs. just +1.2% in other Primary catchment zones.

Note: Catchment penetration measures the visits from a catchment zone as a percentage of the total population of that zone (i.e. how many people out of the total potential market are visiting the HOL area)

Visit Volumes: Visit mix
International visitor volumes up 6.2% versus 2022/23

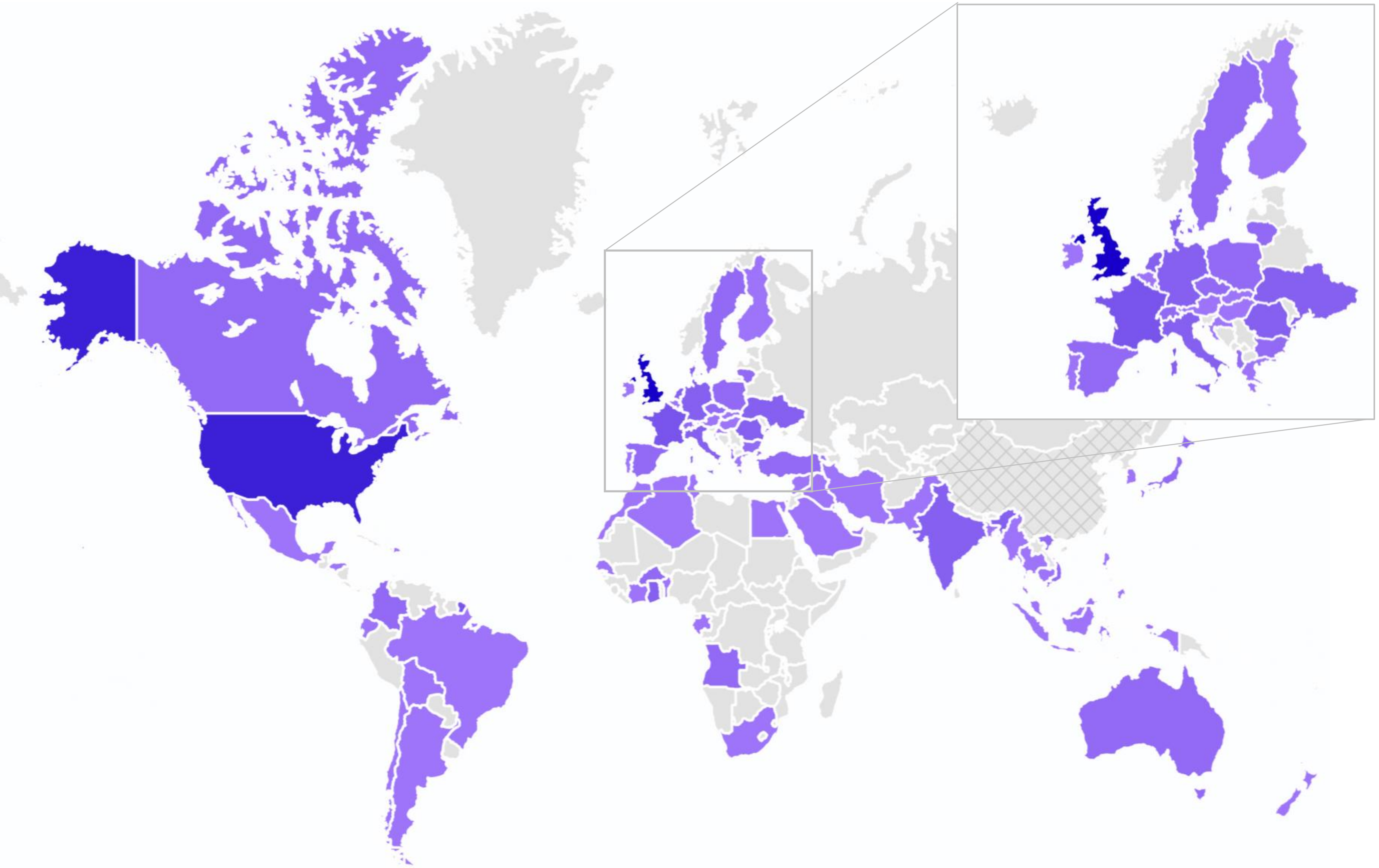
District	International mix (%)	+/- change in volume Year-on-year
HOL Area	26.4%	6.2%
Piccadilly District	29.1%	44.7%
Jermyn St District	30.1%	58.1%
Leicester Sq District	29.2%	9.2%
Piccadilly Circus District	28.0%	10.5%
St Martin's Lane District	27.9%	28.0%
Haymarket District	28.5%	30.4%
Core West End	22.2%	-8.9%
HOL Area - major street ave	30.5%	60.5%



- International visits to the HOL area are up 6.2% on the previous year as recovery post-Covid continues (backed up by increasing hotel occupancy rates).
- International visitors accounted for 26.4% of visits in 2023/24, vs. 24.6% for 2022/23.

Visit Volumes: Visitor origin

Visitors to the HOL area from outside the UK up +1.9% vs. previous FY



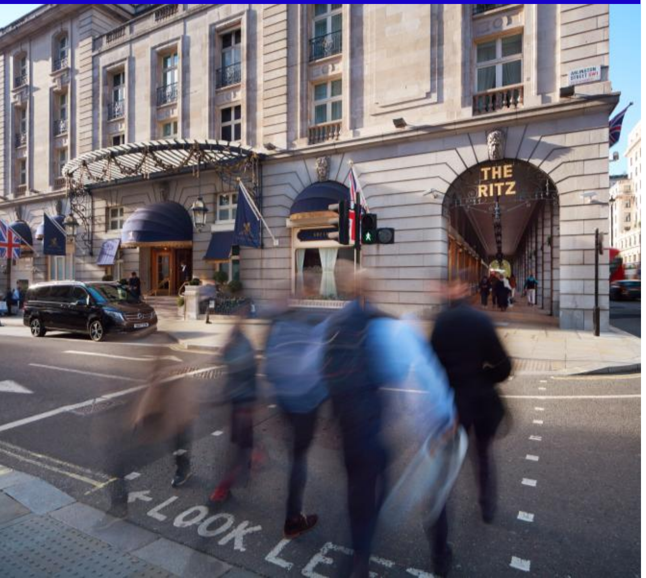
Rank	Country	Visit volume	+/- pp change in mix
1	United Kingdom	73.6%	-1.9%
2	Northern America	8.9%	-0.5%
3	Western Europe	3.5%	1.3%
4	Eastern Europe	2.5%	-1.0%
5	Southern Europe	2.3%	0.1%
6	Northern Europe	1.6%	-1.1%
7	Southern Asia	1.3%	0.7%
8	Western Asia	1.2%	-0.1%
9	South-eastern Asia	1.0%	-0.0%
10	South America	0.6%	0.2%
	Europe (excl. UK)	**10%**	-0.8%
	Rest of the world	**14.4%**	1.0%
	Non UK	**26.4%**	1.9%

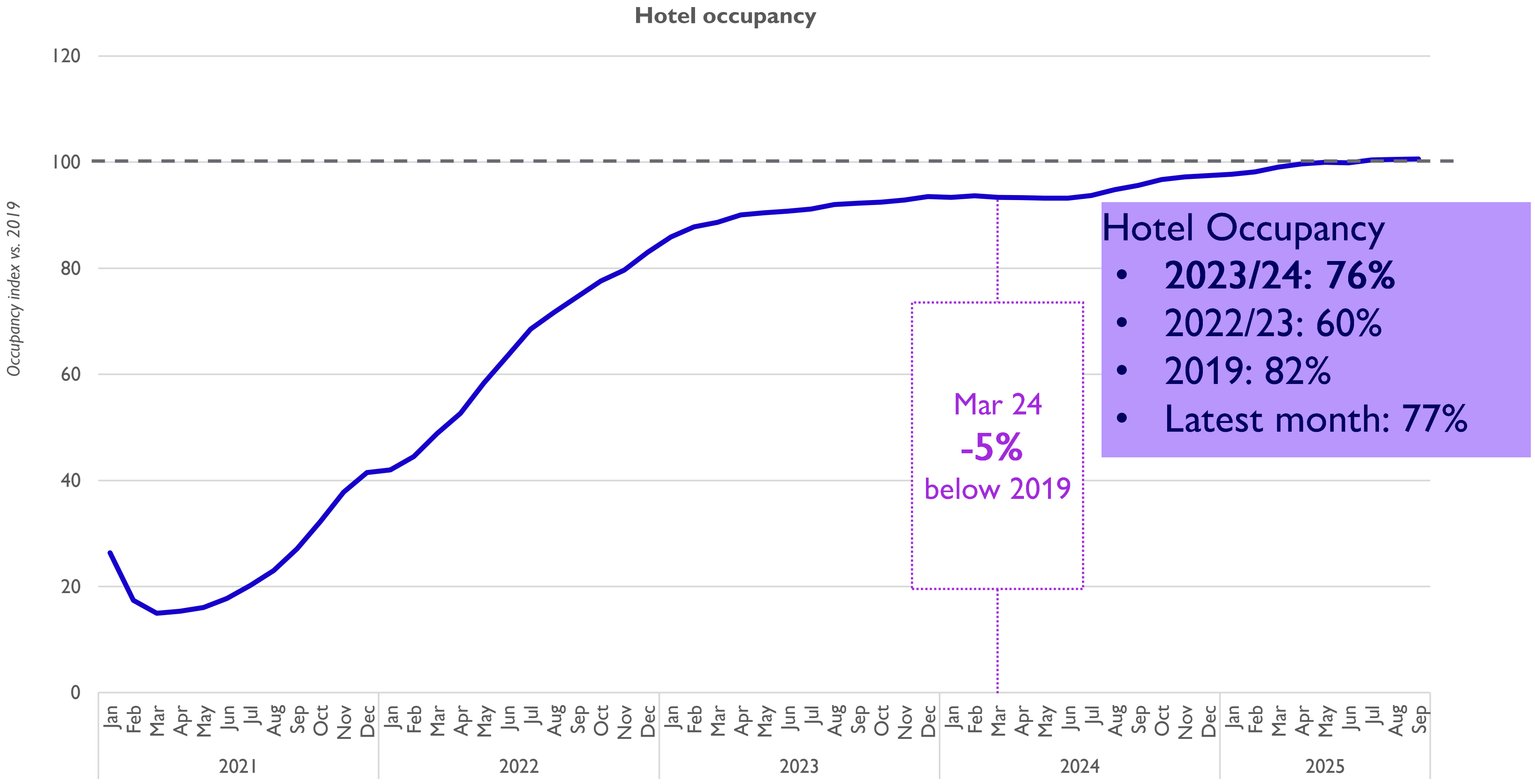
Note: Data unavailable for visitors from China

Visit Volumes: Hotel occupancy
Hotel occupancy expected to recover in 2025

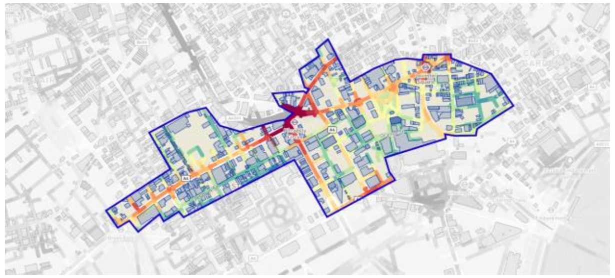
76% hotel occupancy over last 12 months, vs. average of 60% during 2022/23

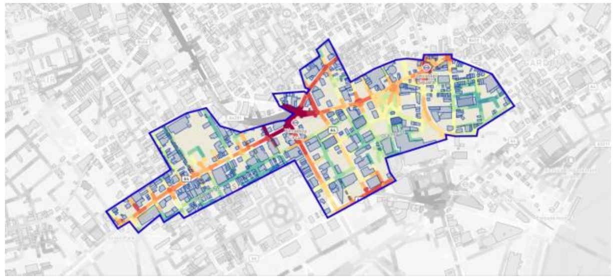
Occupancy forecast to recover to 2019 levels by Q2 2025

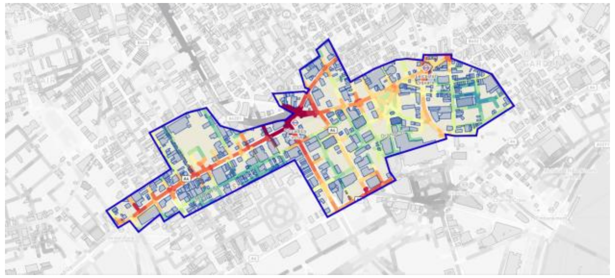


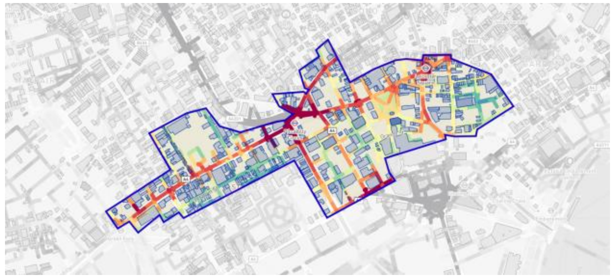


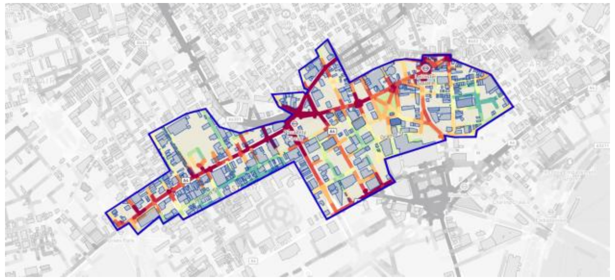
Visit Volumes
Peak in visits across all major hotspots in December

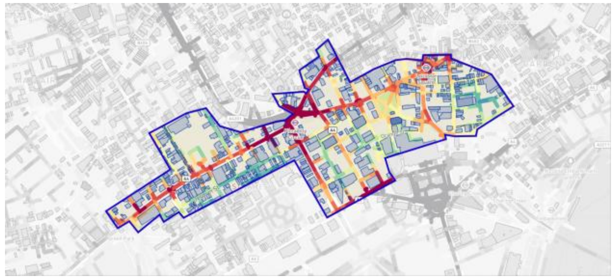

April

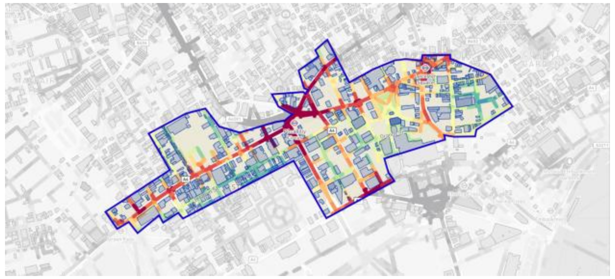

May

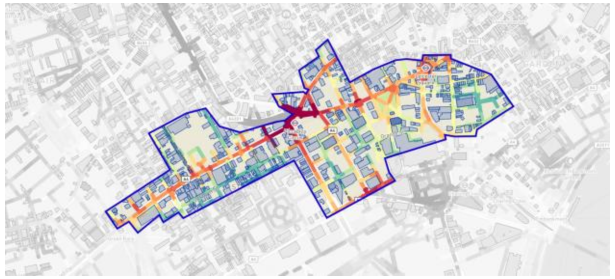

June


July

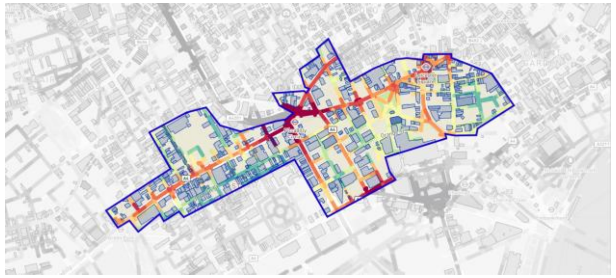

August


September

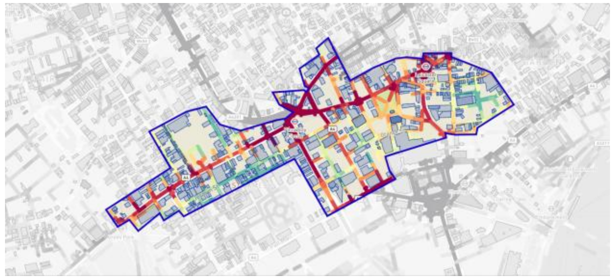

October


November


December


January


February

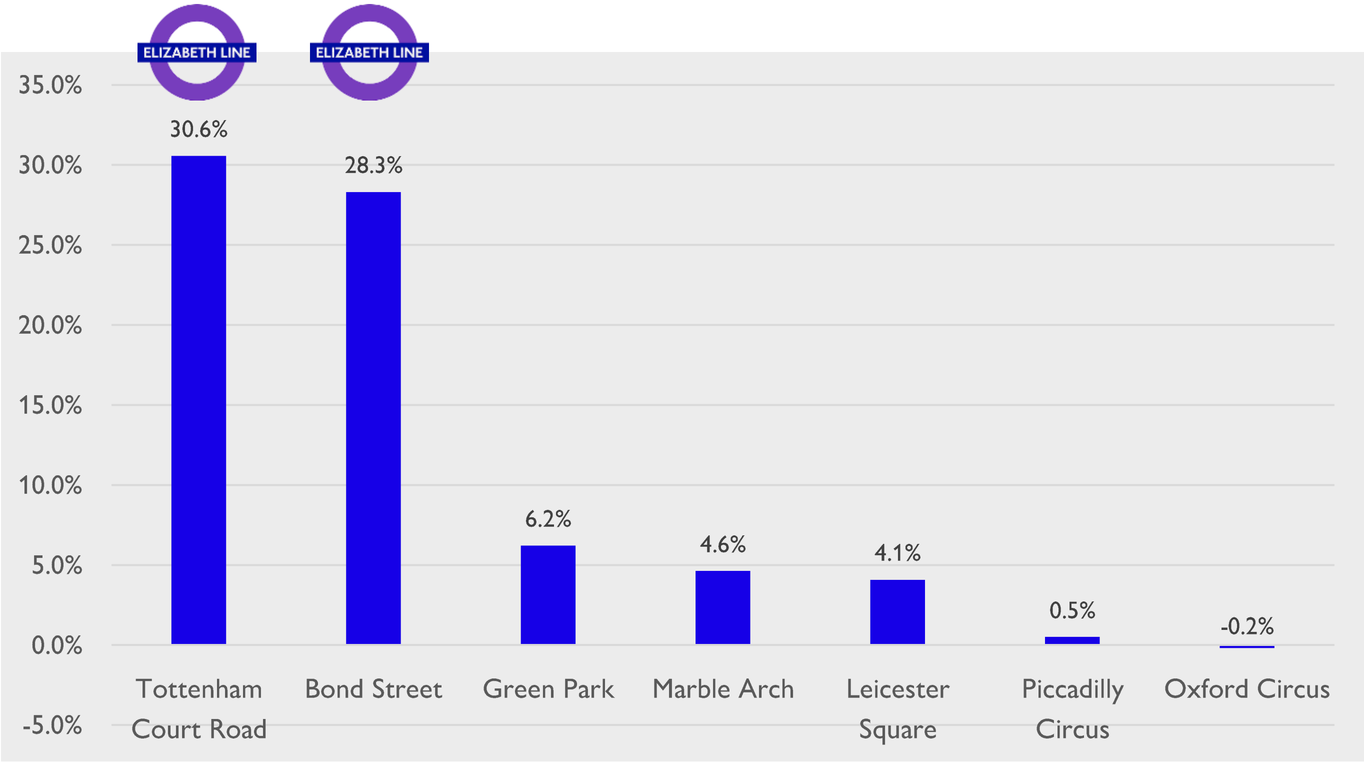


March

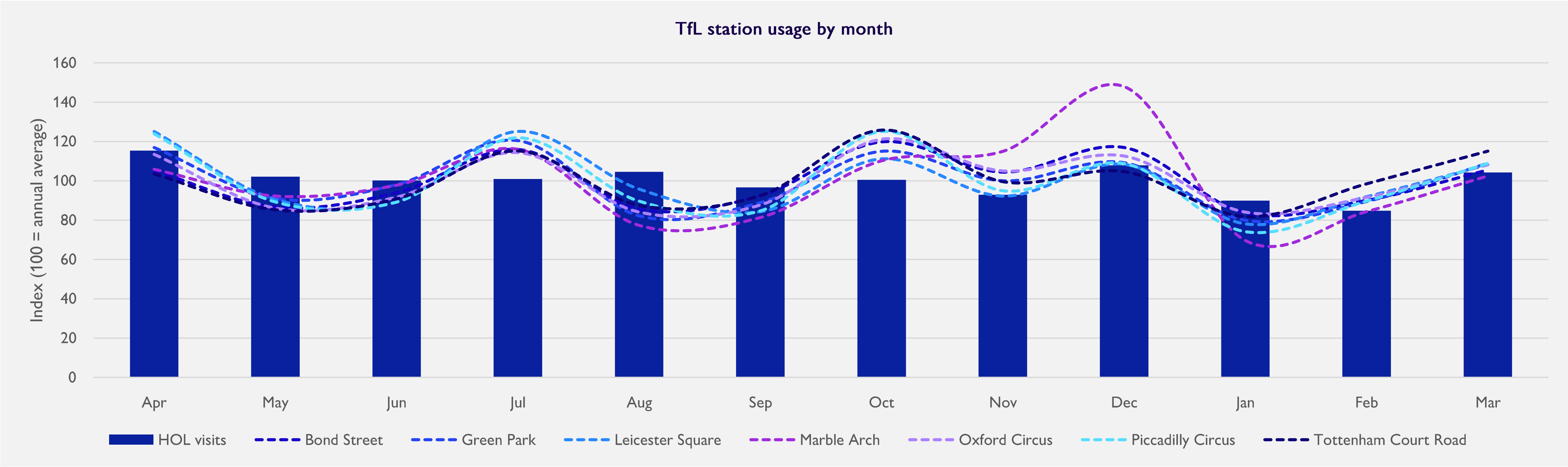
TfL station usage
Elizabeth Line has transformed access to the West End

- Significant growth in usage at West End Elizabeth Line stations in 2023/24 vs. the previous twelve months as visitors to London's West End transformed their travel patterns to take advantage of improved accessibility.

- The HOL area's proximity to Bond St station has driven significant change in the HOL area's catchment penetration explored in earlier in this report.



TfL station usage
HOL visit pattern across the year broadly mirrored station usage



- There is an alignment between the HOL area visit patterns across 2023/24 vs. TfL station usage.
- As a gateway to Winter Wonderland in Hyde Park, Marble Arch station sees significant peak in usage in December.

Summary 2023/24

King Charles III coronation

- Day of coronation had **27% higher footfall** than average Saturday footfall in FY 23/24, with over 621k visits to the HOL area on 6th May.

School holidays

- Core catchment down **-6.5%** in school holidays compared to term time, likely due to shifts in commuter patterns.
- Domestic visit numbers followed a similar but less severe trend, decreasing by **-2.4%** in school holidays as regular workers replaced by leisure visitors from elsewhere in the UK.

Train/tube strikes

- Core catchment decreased **-6.4%** during tube strikes compared to benchmark dates.
- National rail strikes have a more severe impact, with the Core catchment on strike days decreasing **-9.0%** and footfall declining **-16.7%.**

Tube strike analysed was on 25/7/23 with benchmark 18/7/23.
Train strike analysed was on 22/7/23 with benchmark 15/7/23.

Christmas

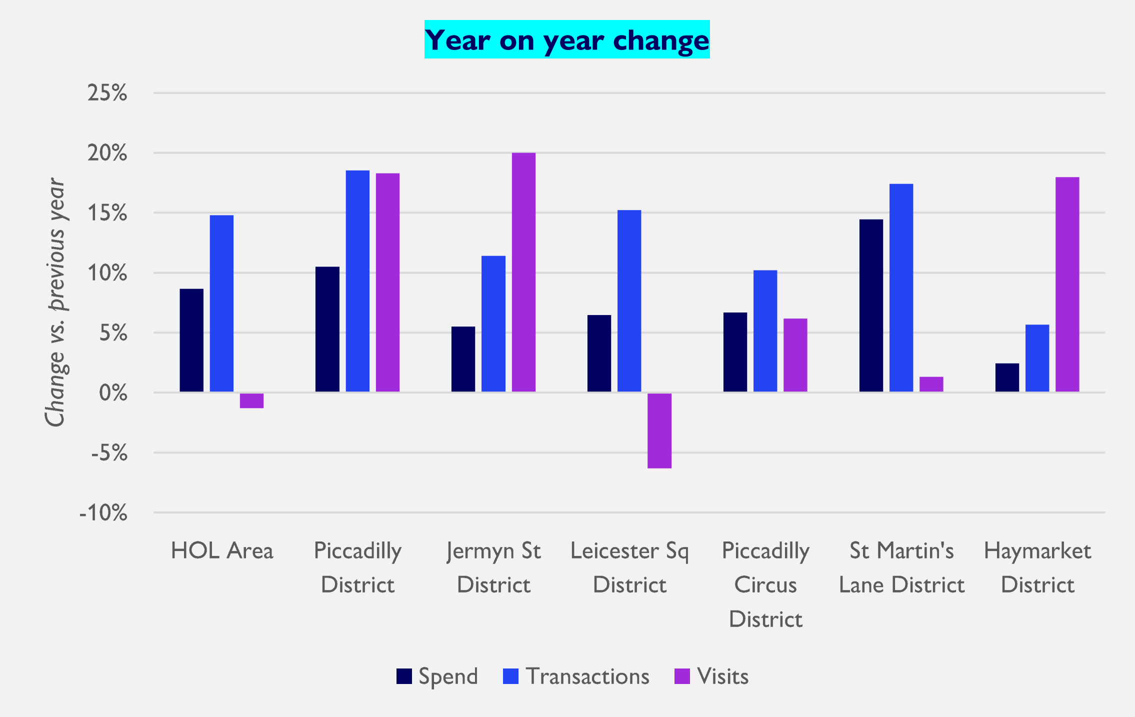
- December spend in 2023 was **+17%** higher than 2022, with Piccadilly District the best performer (up **+24%**). Transactions were also up **+23%** YoY.
- Visits were up in December to a lesser extent (+3%).

03 Visitor spend

Visitor spend
Spending up in all districts vs. last year

2023/24 annual report spend

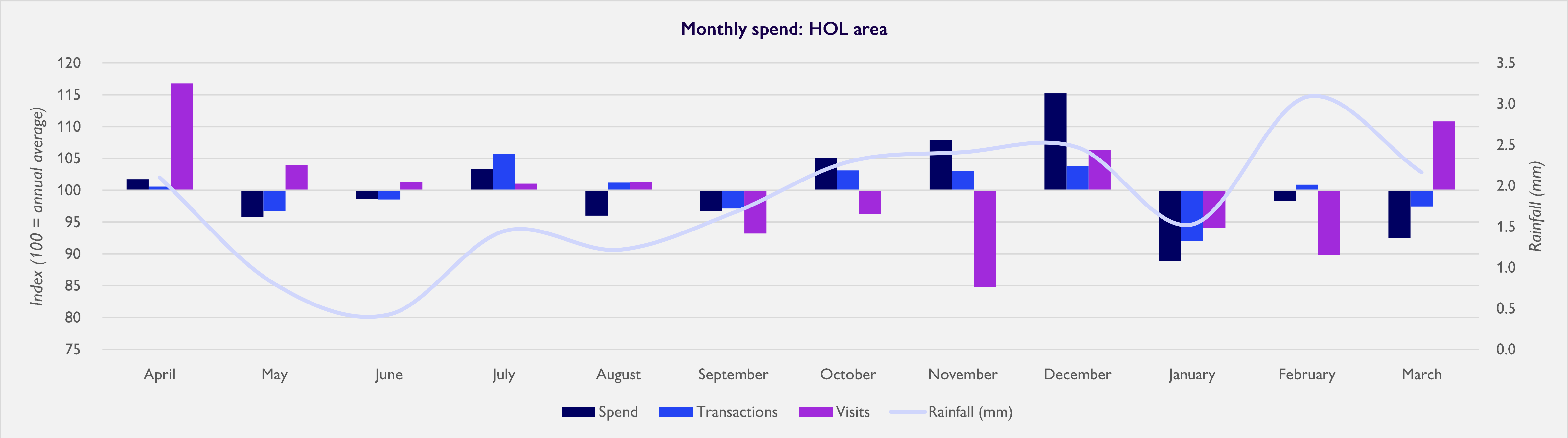
District	Spend Year-on-year Total	Transactions Year-on-year Total	Visits Year-on-year Total
HOL area	9%	15%	-1%
Piccadilly District	11%	19%	18%
Jermyn St District	6%	11%	20%
Leicester Sq District	6%	15%	-6%
Piccadilly Circus District	7%	10%	6%
St Martin's Lane District	14%	17%	1%
Haymarket District	2%	6%	18%



- Spending was up +9% in the HOL area in 2023/24 vs. 2022/23, despite visits being -1% down over same period.
- The increase in transactions is up more than spend, implying that the spend increase is due to an increase in volume of transactions rather than visitors spending more per transaction.

Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership
Spend = value of purchases. Transactions = number of sales irrespective of the amount spent

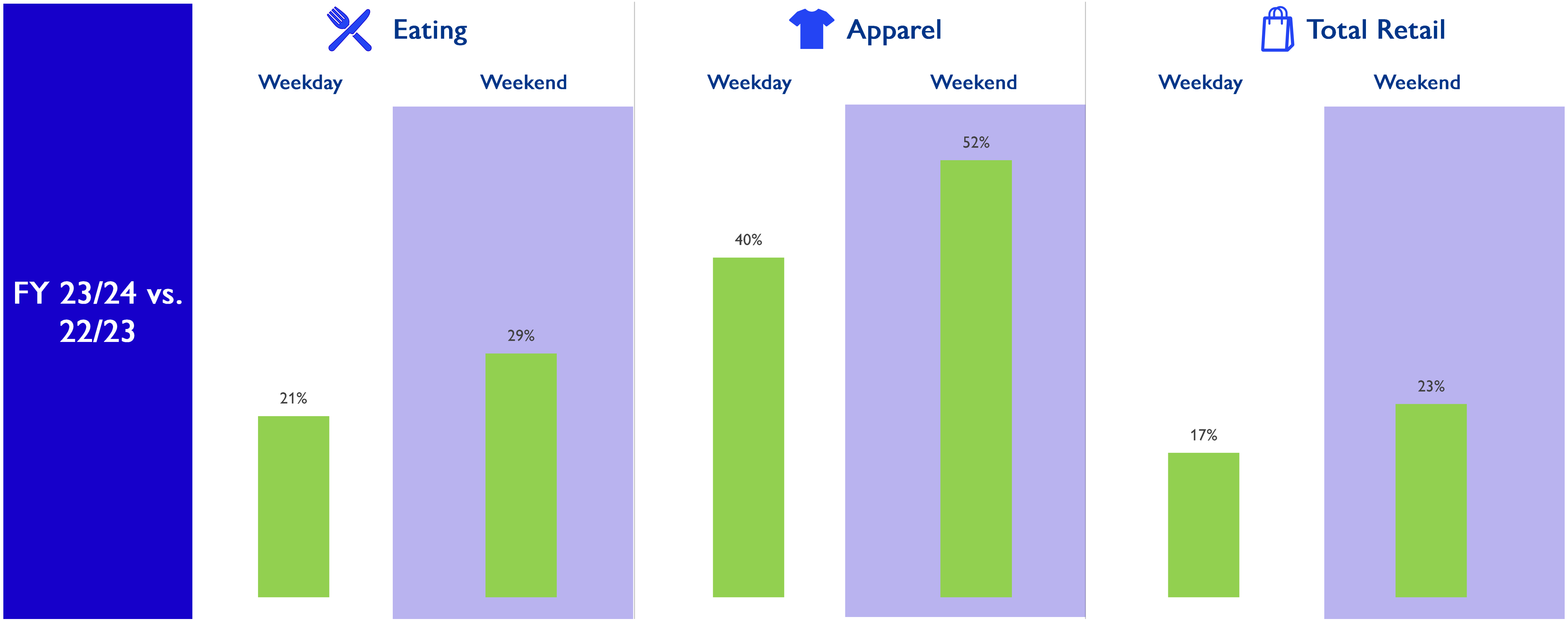
Visitor spend
More activity in December in the lead up to Christmas



- There was a build-up of spend during October, November and December, in the lead up to Christmas.
- The early part of the year saw lower spend, as there were fewer international visitors.

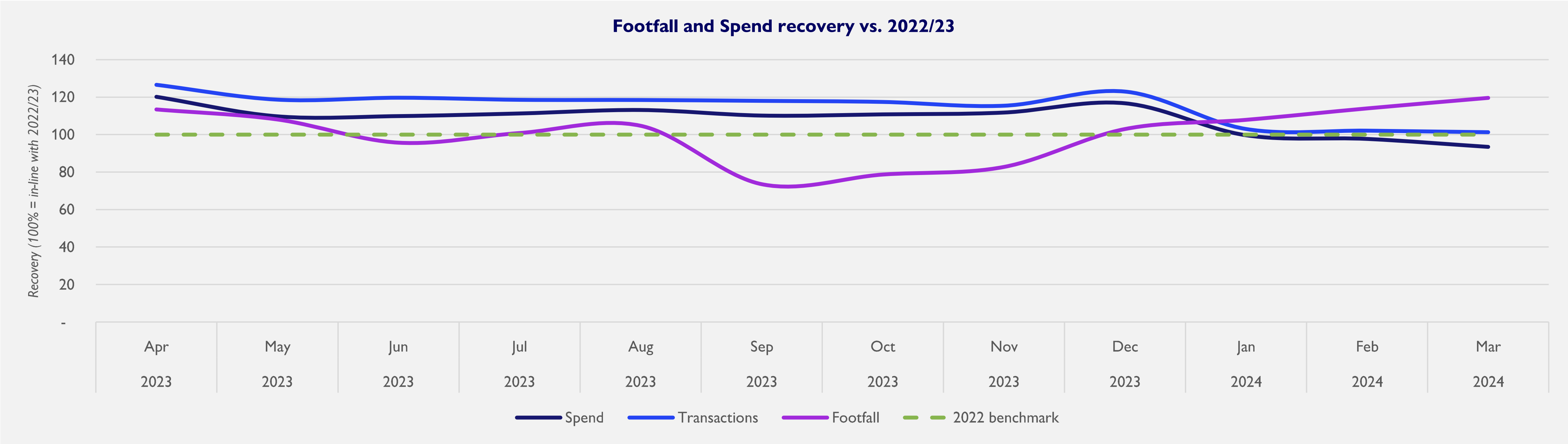
Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

Visitor spend
Spend up across all categories weekday and weekend



Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

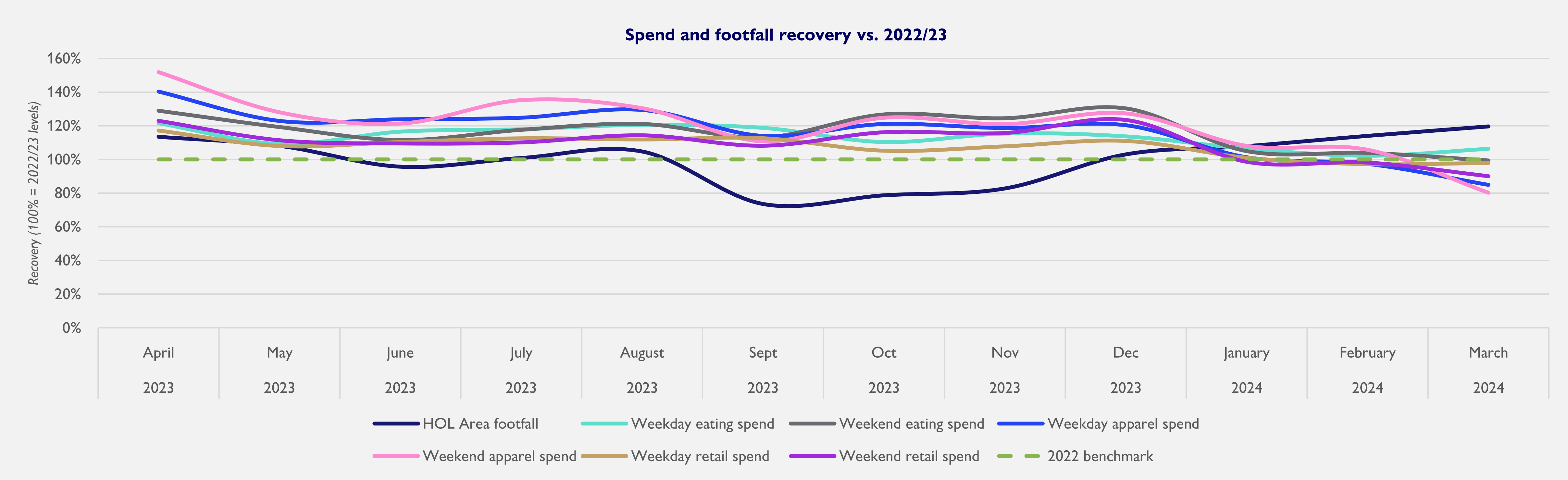
Spend recovery update (2023)
Spend and transactions above 2022/23 levels



- Spend (value) and transactions (volume) both above 2022/23 levels throughout majority of FY 2023/24, although spend has declined to slightly below 2022/23 levels in recent months
- On average, across 2023, visits were at around 99% of 2022 levels. However, footfall in March 2024 showed a 120% YoY increase.

Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

Spend recovery update
Spend has been consistently outperforming visits



- Visits vs. 2022/23 have been changeable over the year, whilst spend in all categories has been consistently above 2022/23 levels until recent months, where the trend has somewhat switched as people continue to tighten their belts as the cost-of-living crunch continues to bite.

Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

Visitor spending
Saturdays saw largest volume of spend in the HOL area

Spend volume hotspots

District	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
HOL area	77	85	96	106	119	132	84
Piccadilly District	83	92	102	109	115	123	76
Jermyn St District	85	94	104	111	118	122	67
Leicester Sq District	72	77	88	99	120	144	100
Piccadilly Circus District	72	79	90	103	122	142	93
St Martin's Lane District	74	84	95	106	118	137	86
Haymarket District	78	88	98	106	119	129	83

Year-on-year change in spend

District	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
HOL area	13%	13%	14%	16%	14%	20%	12%
Piccadilly District	17%	11%	13%	17%	18%	19%	14%
Jermyn St District	9%	5%	11%	12%	9%	13%	10%
Leicester Sq District	9%	9%	9%	12%	11%	21%	8%
Piccadilly Circus District	11%	11%	11%	12%	11%	18%	9%
St Martin's Lane District	19%	18%	18%	21%	19%	28%	16%
Haymarket District	4%	9%	11%	9%	10%	12%	8%

- Fridays and Saturdays saw largest volume of spend across the HOL area and in districts.
- All districts saw an increase in YoY spend on every day of the week.
- The top table represents an index based on the spend in each day vs. the district average.

Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

Visitor spending

Lunch times saw largest volume of spend in the HOL area

Spend volume hotspots

District	12am - 3am	3am - 6am	6am - 9am	9am - 12pm	12pm - 3pm	3pm - 6pm	6pm - 9pm	9pm - 12am
HOLBA area	36	5	11	61	200	183	185	119
Piccadilly District	31	3	10	75	244	216	132	89
Jermyn St District	32	6	11	91	251	217	121	72
Leicester Sq District	41	7	8	38	158	162	240	147
Piccadilly Circus District	56	9	7	39	158	156	219	155
St Martin's Lane District	25	3	12	50	186	174	228	121
Haymarket District	32	7	15	71	193	170	193	118

Year-on-year change in spend

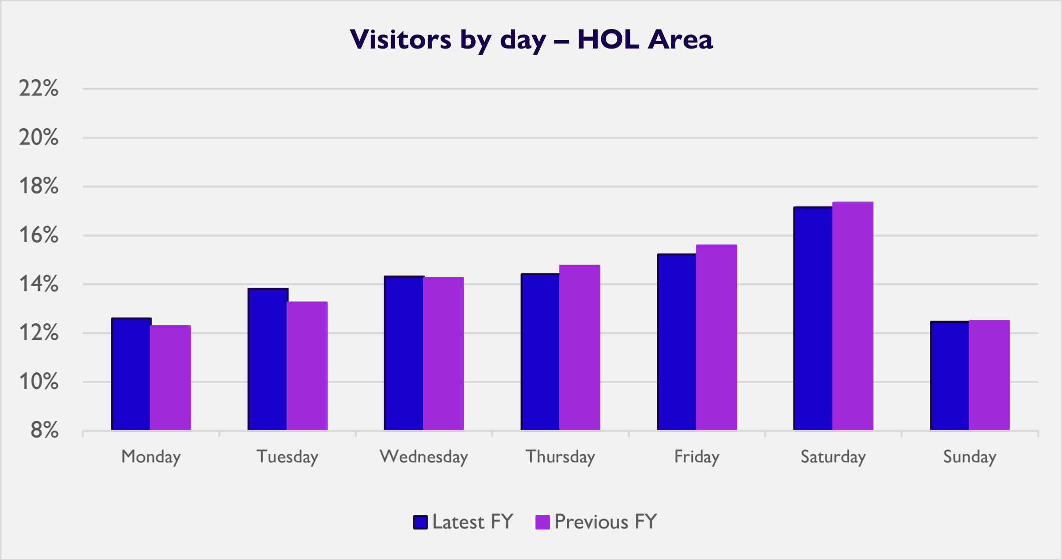
District	12am - 3am	3am - 6am	6am - 9am	9am - 12pm	12pm - 3pm	3pm - 6pm	6pm - 9pm	9pm - 12am
HOLBA area	15%	-16%	15%	14%	22%	16%	15%	5%
Piccadilly District	18%	-26%	42%	17%	24%	18%	13%	4%
Jermyn St District	43%	8%	24%	5%	14%	11%	9%	5%
Leicester Sq District	6%	-32%	9%	6%	18%	14%	16%	5%
Piccadilly Circus District	5%	-18%	14%	19%	20%	16%	14%	3%
St Martin's Lane District	47%	3%	34%	15%	24%	19%	22%	11%
Haymarket District	-4%	-3%	-30%	20%	21%	9%	9%	-1%

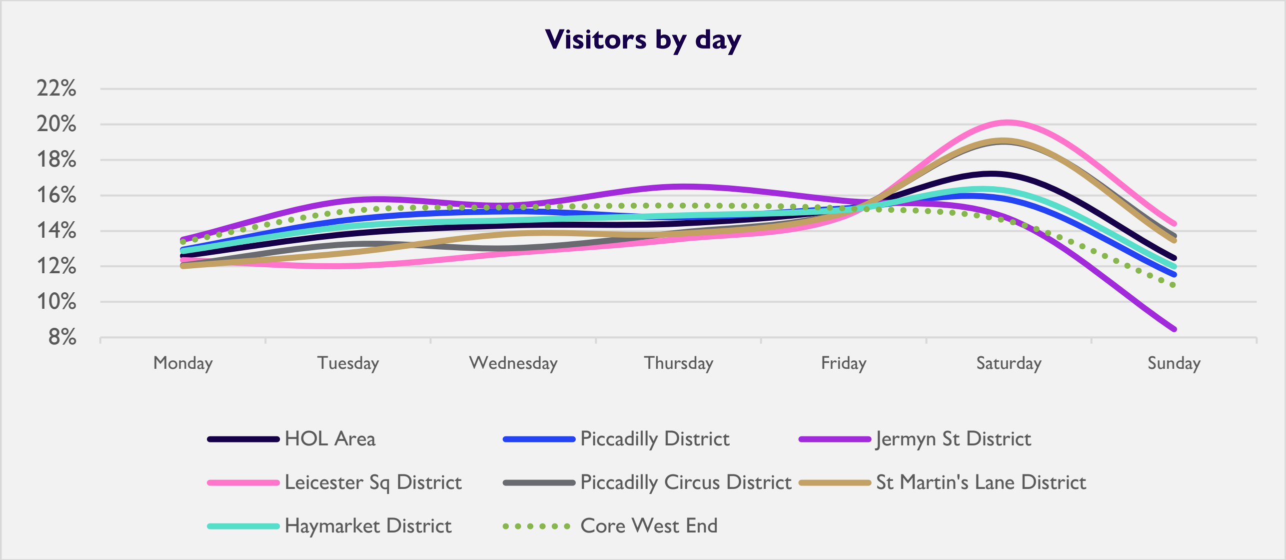
Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

- 12pm-3pm and 6pm-9pm saw the greatest proportion of spend across the HOL area.
- All districts saw an increase in YoY spend in the daytime (9am-9pm), whilst 3am-6am saw the largest reduction.
- The top table represents an index based on the spend in each day vs. the district average.

04 Visitor Behaviour

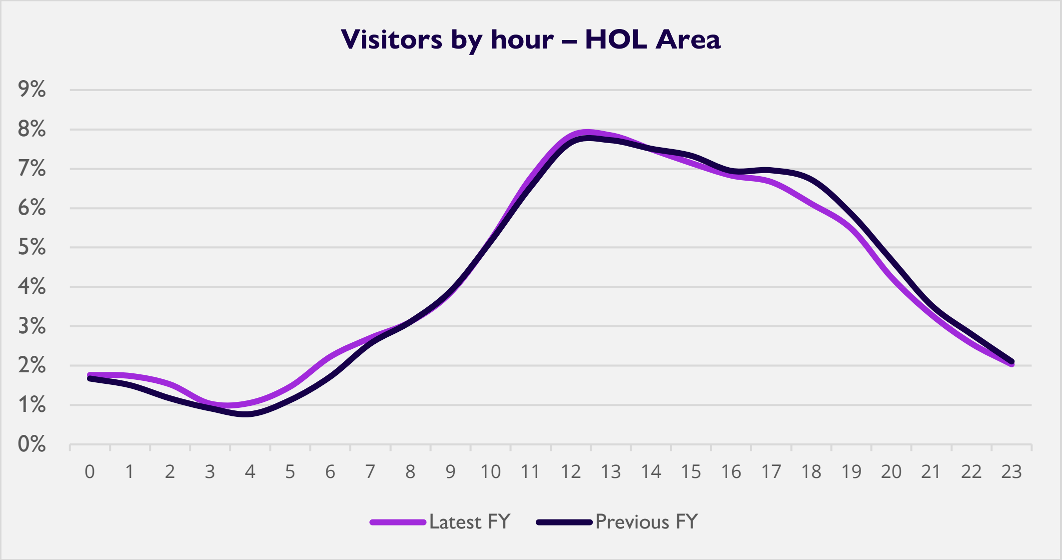
Visitor Behaviour: Visits by day and hour
Friday and Saturday visits most popular

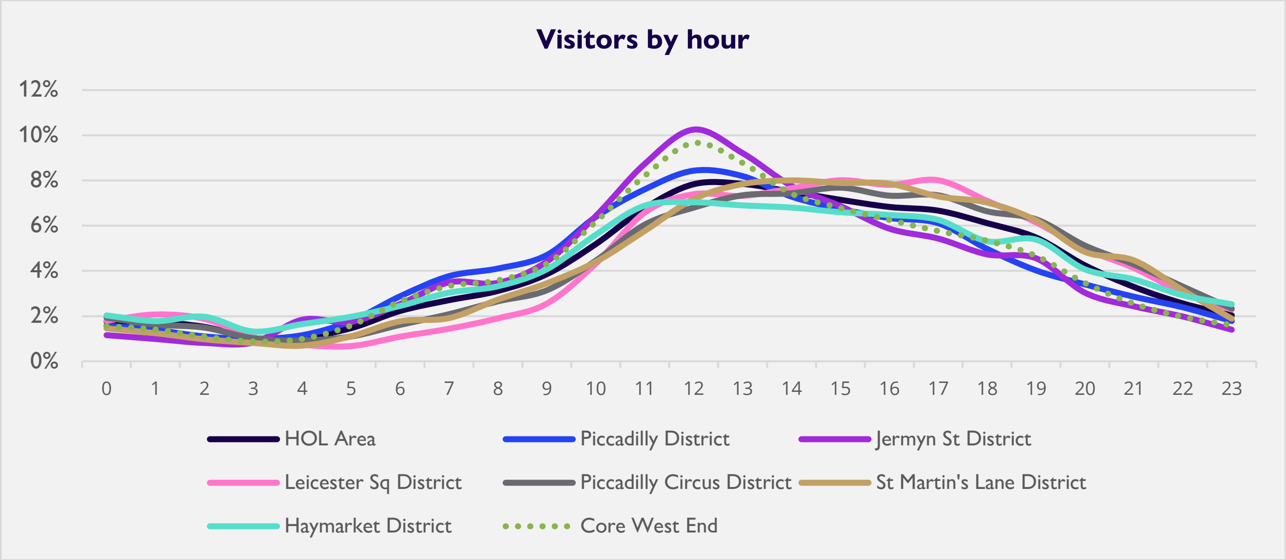




- Fridays and Saturdays typically saw the highest proportion of visitors (15.2% and 17.2% respectively), whilst Sundays saw the lowest (12.5%), as is to be expected in a heavily leisure-focussed area with a strong evening economy.
- All months followed similar trends, but September 23 saw the strongest Saturday focus whilst August 23 saw the highest Tuesday-Thursday focus.
- There is a slight increase in Monday and Tuesday visits vs. the previous FY as workers continue to adjust their commuting behaviours.

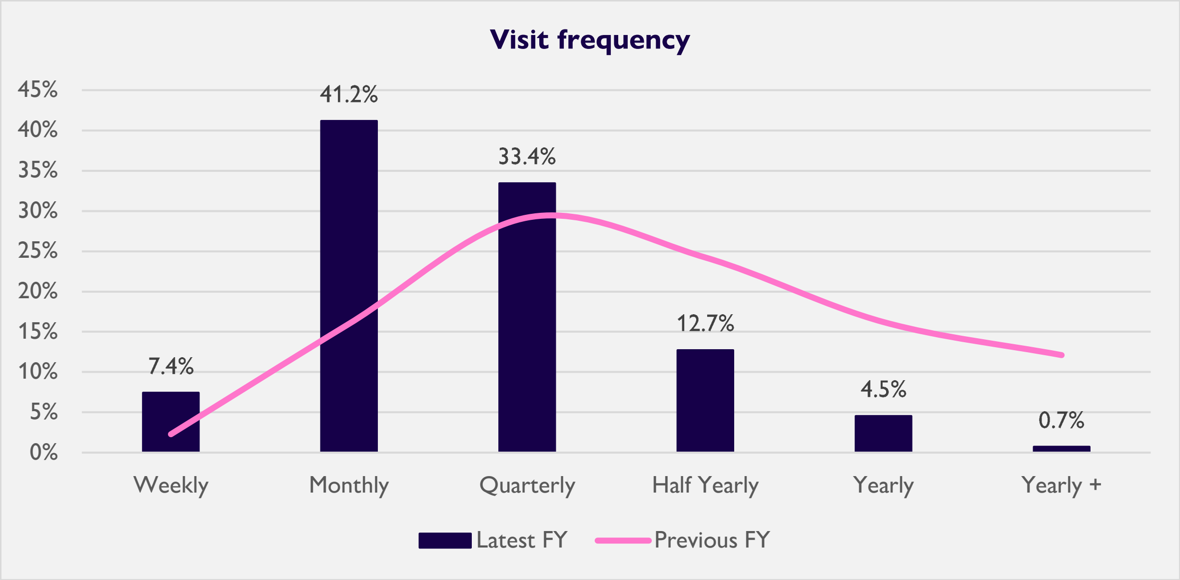
Visitor Behaviour: Visits by day and hour
Friday and Saturday visits most popular

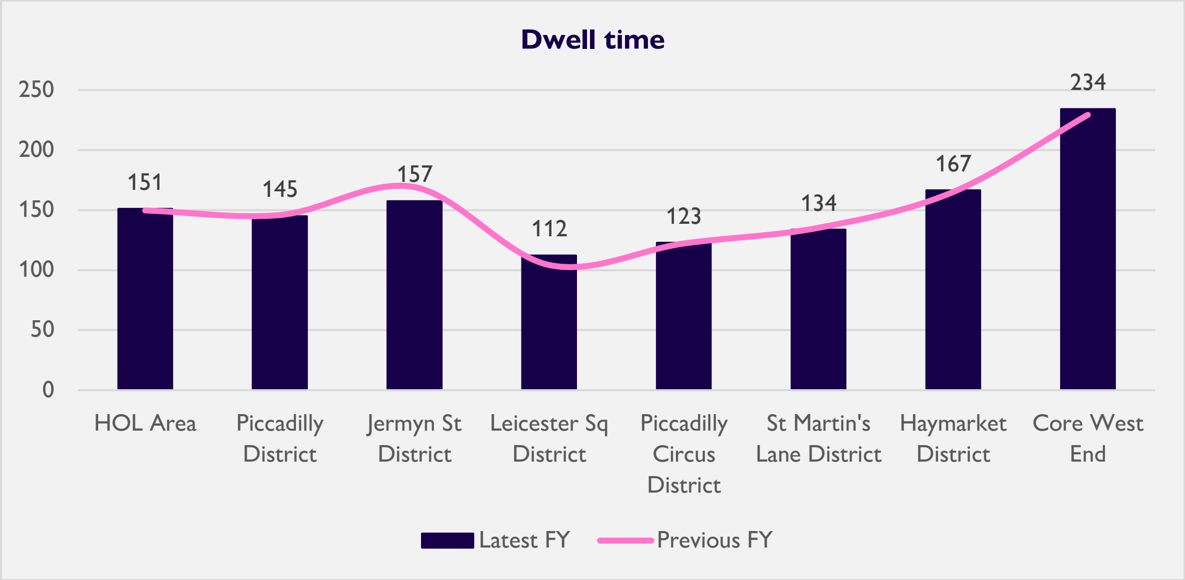




- Visitor volumes typically peak during lunchtime and into the afternoon.
- Districts with a focus on leisure typically peak in the evening e.g. Leicester Sq, whilst retail focused districts have a larger lunchtime peak.
- There is a slight decrease in evening visits in this FY, whilst morning visits (midnight – 7am) have increased.

Visitor Behaviour: Frequency
Visitors coming more frequently and staying for a similar time



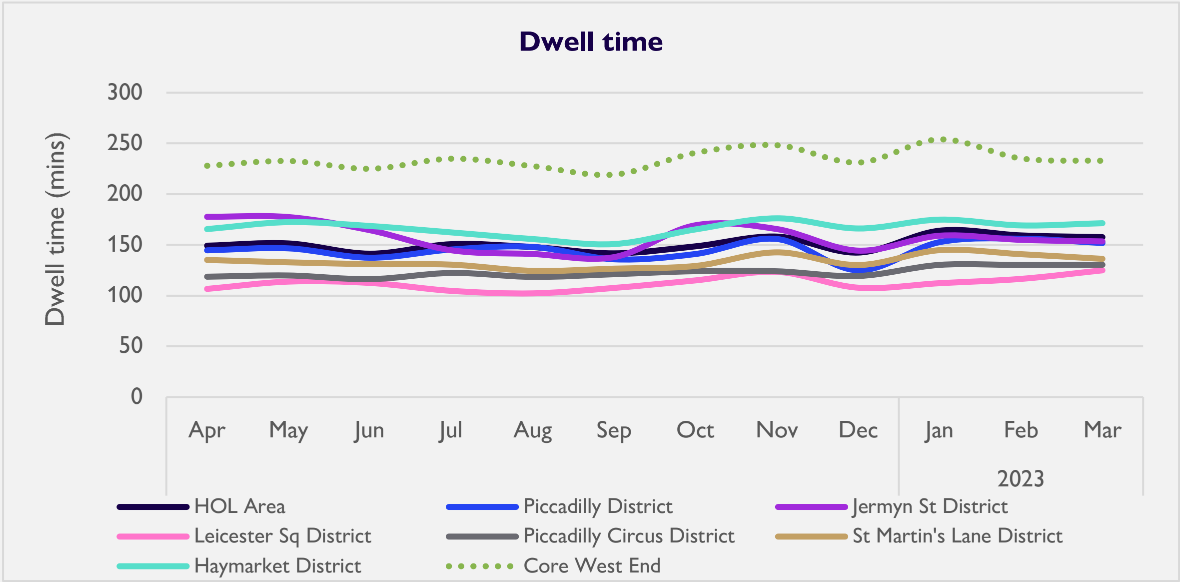


- There is an increase in the proportion of visitors visiting weekly and monthly vs. the previous FY as workers return to office more regularly.

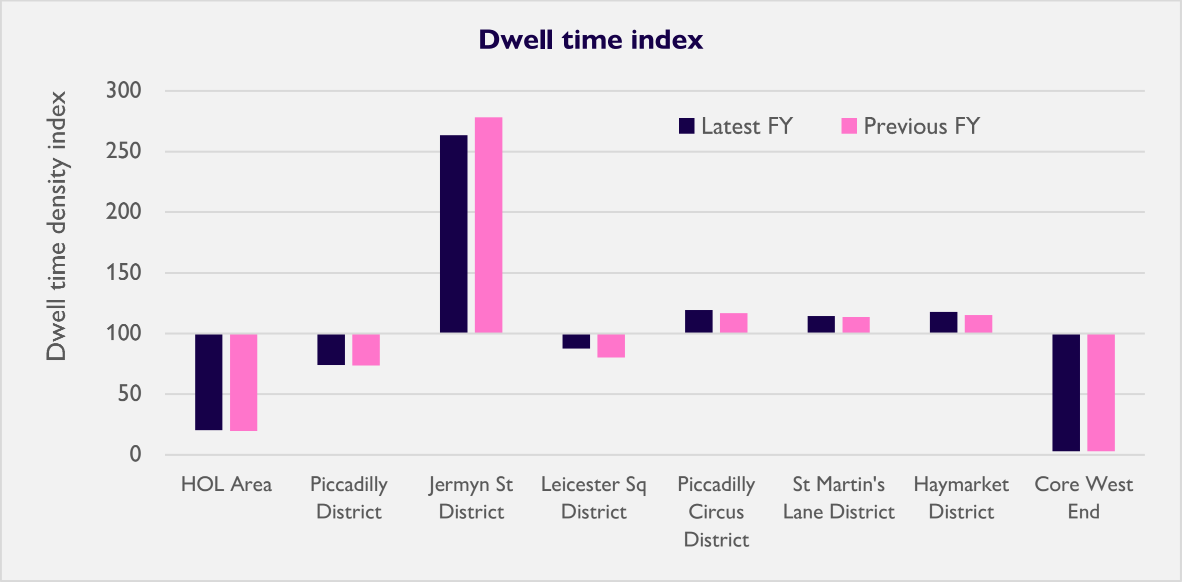
- Dwell time has increased slightly in latest FY vs. previous FY -151 mins vs. 150 mins.

- Haymarket District has the longest dwell time at 167mins, 2 minutes higher than in previous FY.

Visitor Behaviour: Dwell time
Longer dwell times towards latter part of financial year



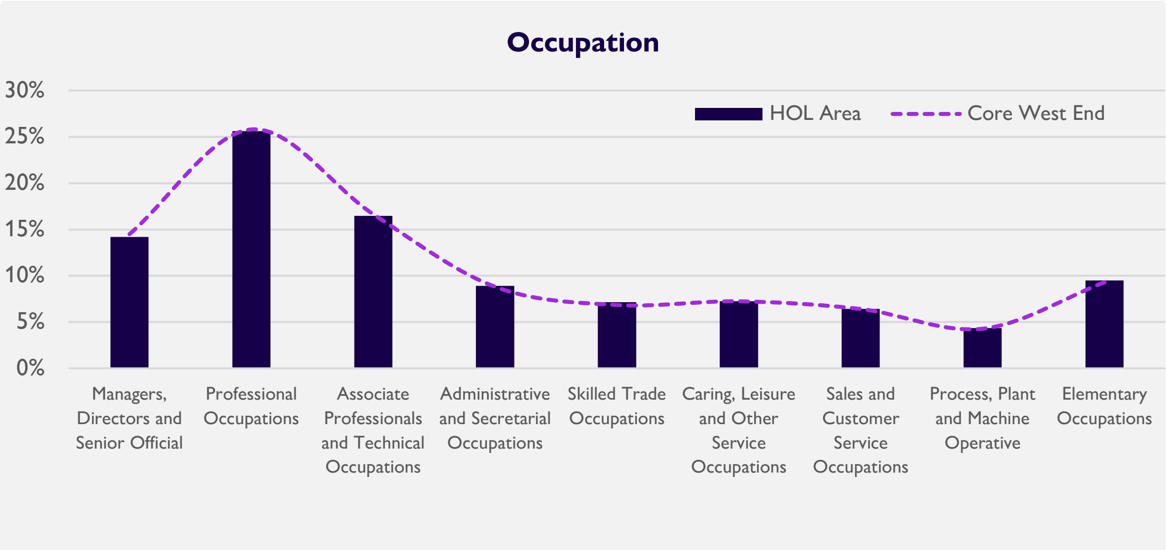
- Dwell times increased in most locations towards start of 2024.

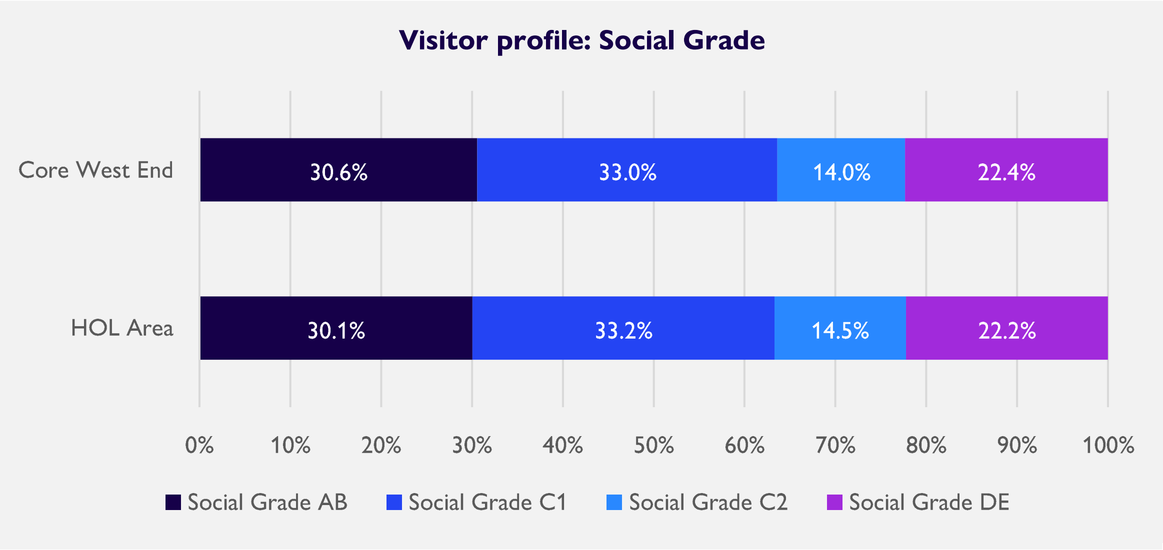


- Jermyn St has high dwell times given its comparatively small geographic area.

05 Visitor Profile

Visitor Profile: Occupation & Social Grade
Catchment biased towards white collar workers



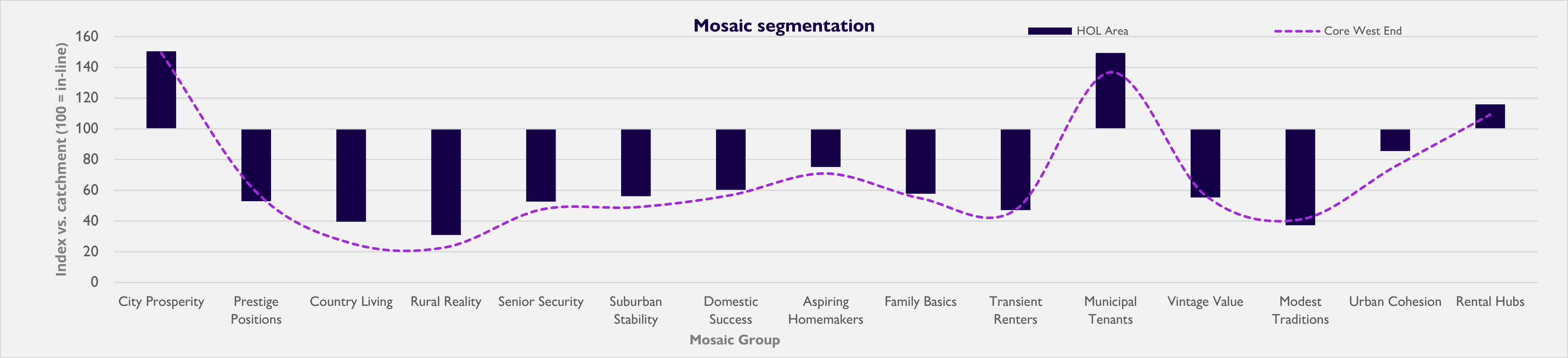


- The visitor catchment profile in the HOL area is biased towards 'white collar' occupations, in line with Core West End and other major cities dominated by service industries.

- There is limited variation to the affluence profile of the HOL area vs. Core West End.

- The highest percentage of ABC1 visitors was seen in April 2023 (64.3%), whilst the lowest (62.0%) was in August as people travelled from further afield on summer holiday trips.

Visitor Profile: Mosaic profile
‘City Prosperity’ is the most dominant Mosaic group



- The visitor profile in the HOL area is 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.
- The profile of the HOL area is very similar to Core West End visitors.

SOURCE: MOSAIC - EXPERIAN

Visitor Profile: Mosaic profile
Top two Mosaic groups account for 53% of total visits in 2023/24

City Prosperity

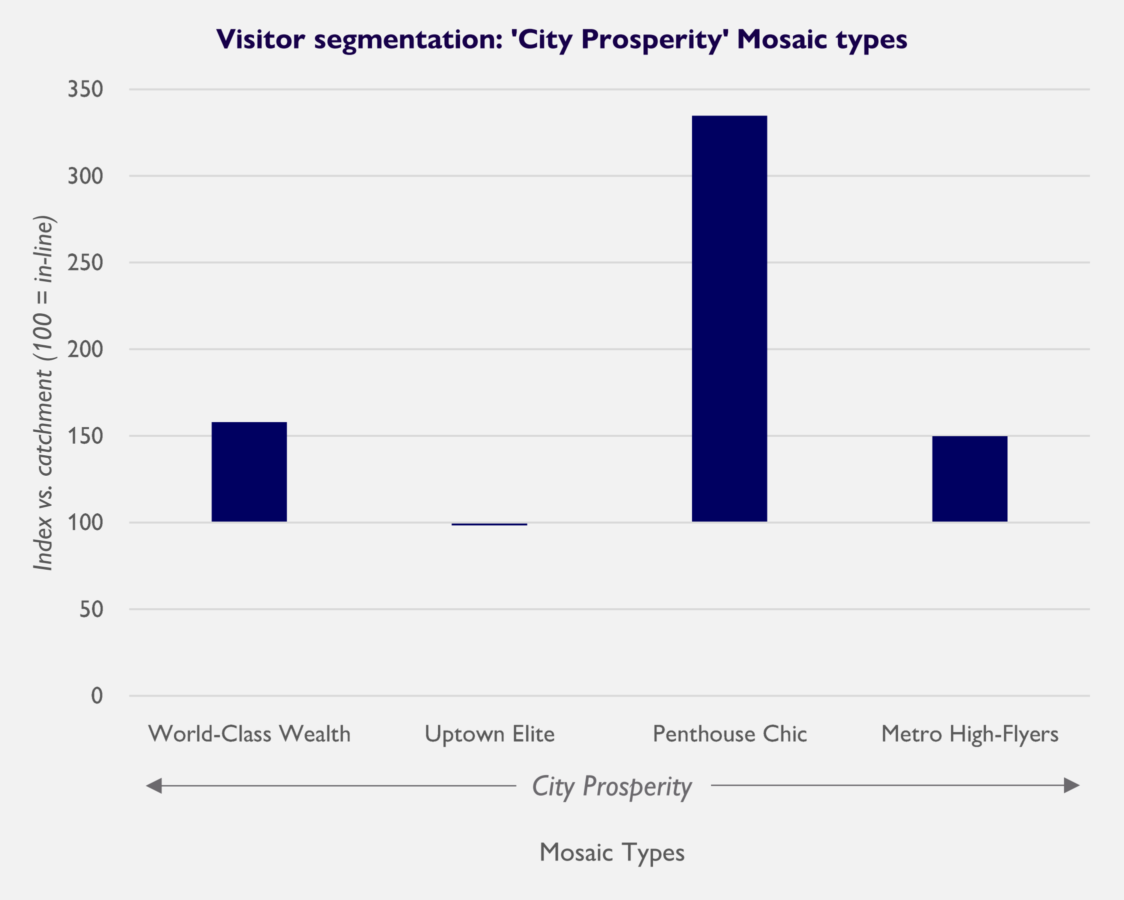
- City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations. Households range in type from successful young professionals to wealthy families.
- Age: 26-35
- Income: £100 – 150k

Municipal Tenants

- Urban residents renting high density housing from social landlords
- Age: 56-65
- Income: <£15k

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 = 335 *(i.e. visitors are 3.35 times more likely to be in this group)*
- City Prosperity group described as:
  - Average age: 26-35
  - Average household income: £100k - £149k
  - Fashion is a key interest
    - 1.2x more likely to state fashion as an interest than the ‘average’ UK person

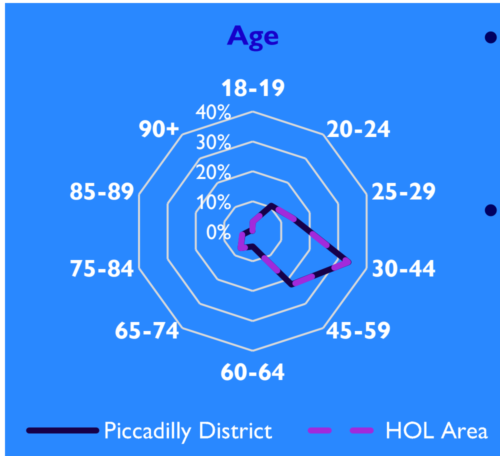


SOURCE: MOSAIC - EXPERIAN

06

Appendix

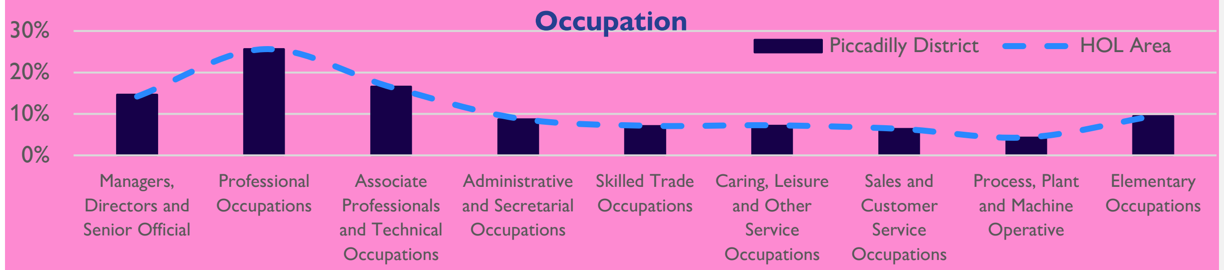
Visitor profile: Piccadilly District
Catchment biased towards middle-aged, white-collar workers



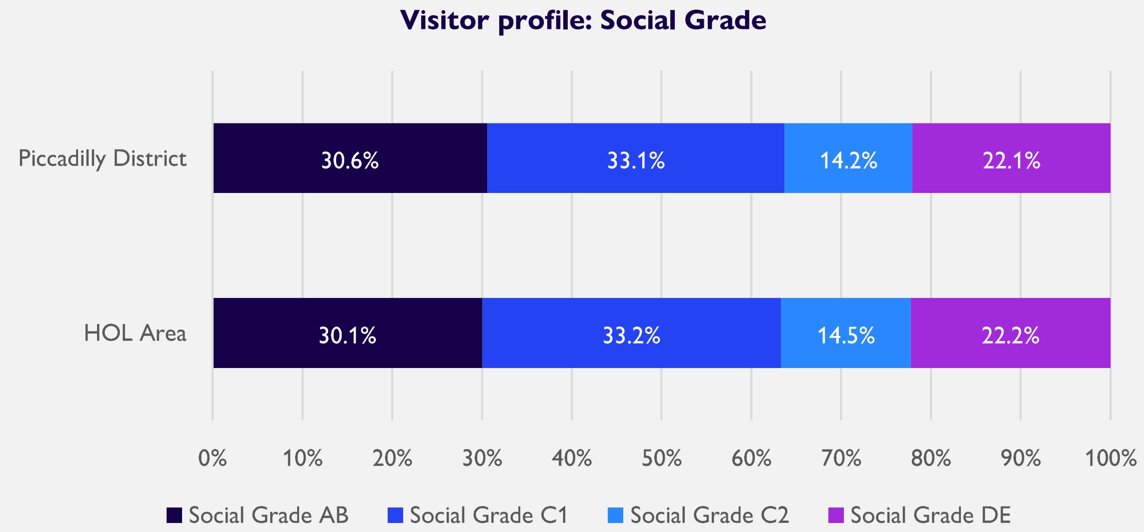
- Visitor profile skewed towards those aged 30-59 years old
- Males & females are evenly split, and in-line with Core West End

Female 50.6%

Male 49.4%

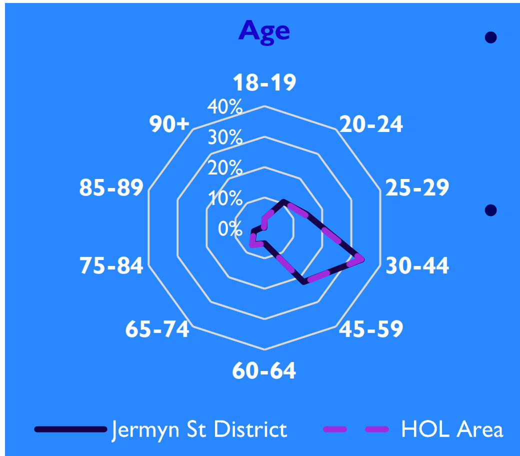


- Visitor catchment profile biased towards 'white collar' occupations, consistent month on month



- 30.6% Piccadilly District visitor catchment profile in Social Grade AB, vs 30.1% for the HOL area

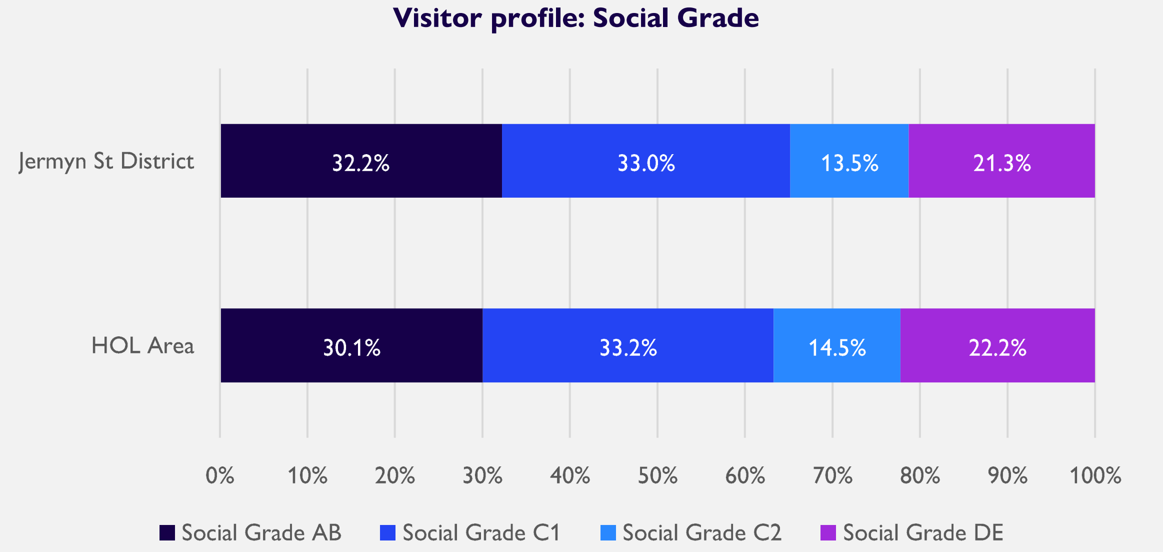
Visitor profile: Jermyn St District
Catchment biased towards middle-aged, white-collar workers



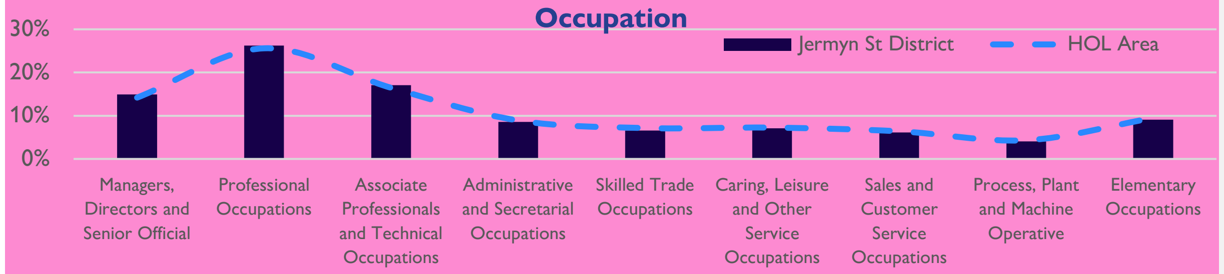
- Visitor profile skewed towards those aged 30-59 years old
- Males & females are evenly split, and in-line with Core West End

Female 50.5%

Male 49.5%

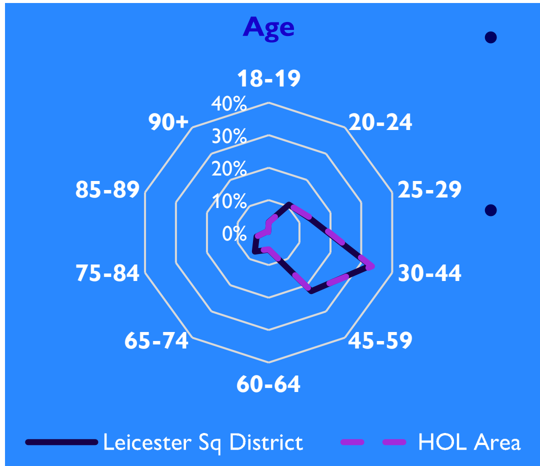


- 32.2% Jermyn St District visitor catchment profile in Social Grade AB, vs 30.1% for the HOL area



- Visitor catchment profile biased towards 'white collar' occupations, consistent month on month

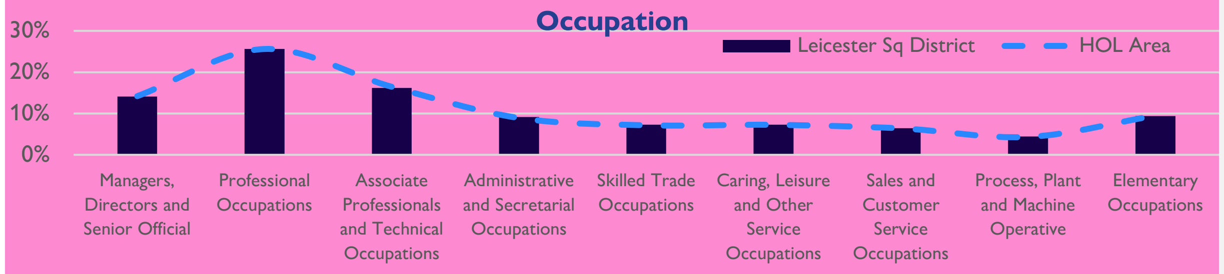
Visitor profile: Leicester Sq District
Catchment biased towards middle-aged, white-collar workers



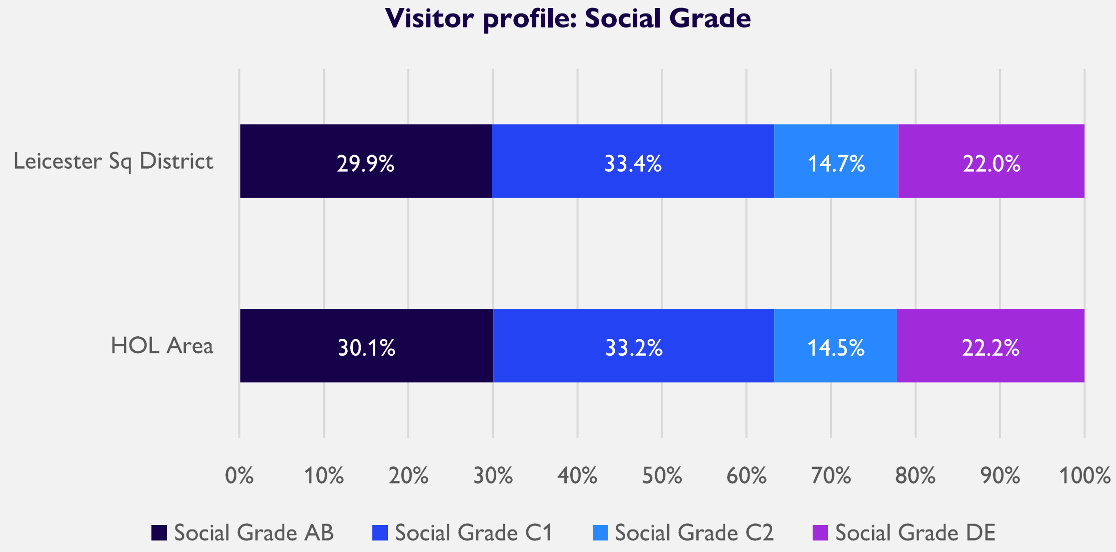
- Visitor profile skewed towards those aged 30-59 years old
- Males & females are evenly split, and in-line with Core West End

Female 50.5%

Male 49.5%

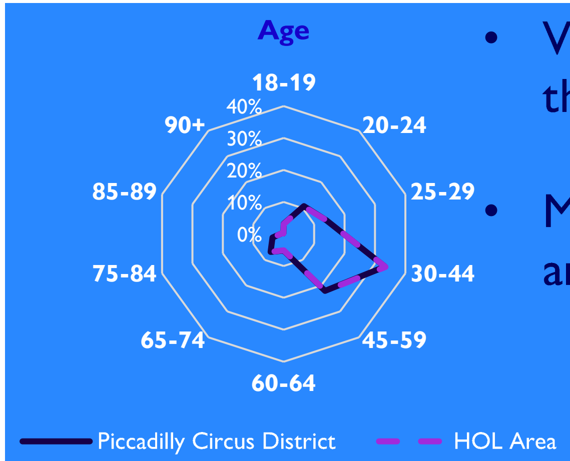


- Visitor catchment profile biased towards 'white collar' occupations, consistent month on month



- 29.9% Leicester Sq District visitor catchment profile in Social Grade AB, vs 30.1% for the HOL area

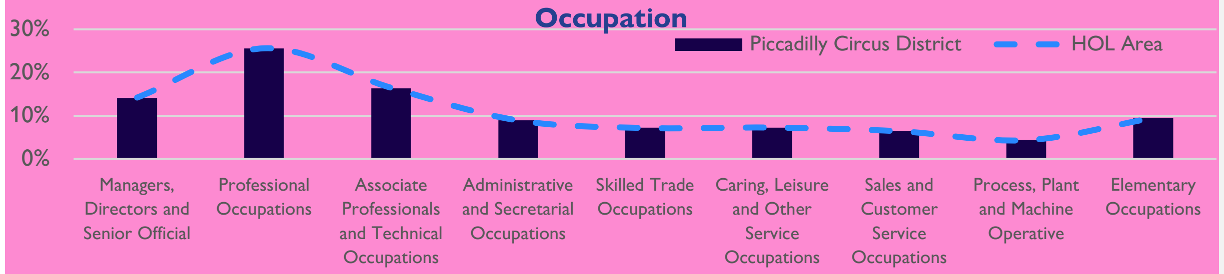
Visitor profile: Piccadilly Circus District
Catchment biased towards middle-aged, white-collar workers



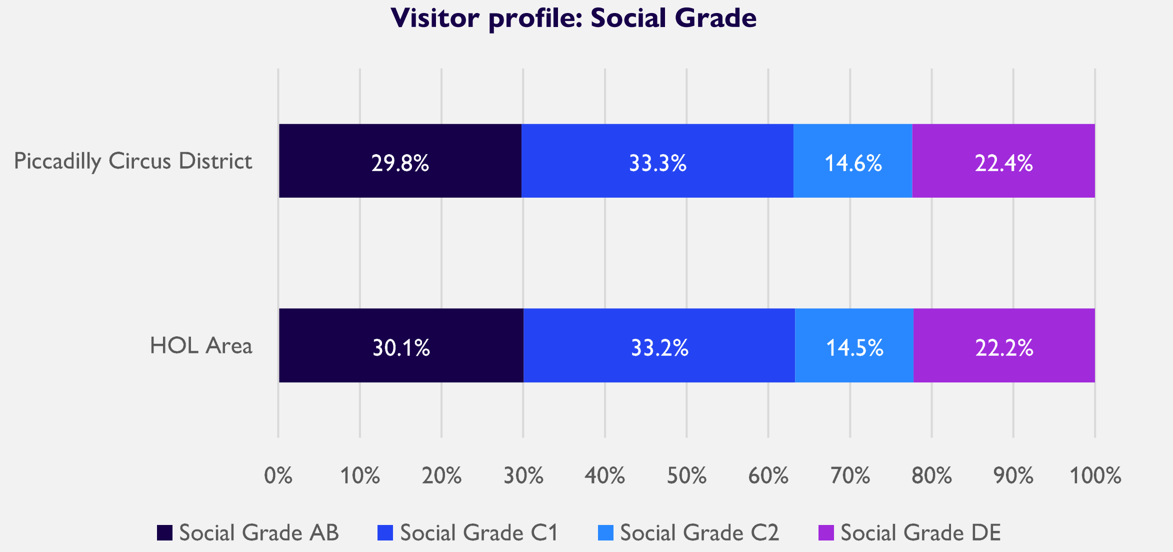
- Visitor profile skewed towards those aged 30-59 years old
- Males & females are evenly split, and in-line with Core West End

Female
50.5%

Male
49.5%

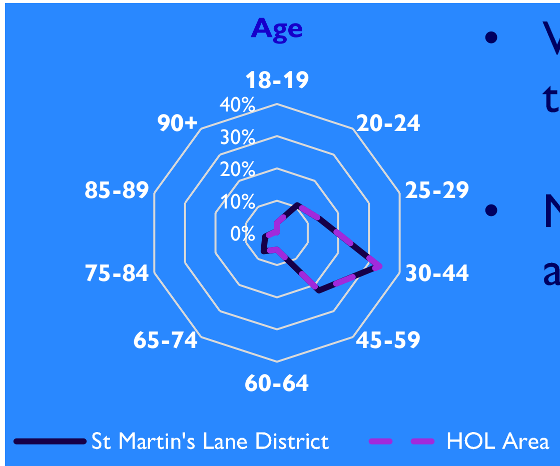


- Visitor catchment profile biased towards 'white collar' occupations, consistent month on month

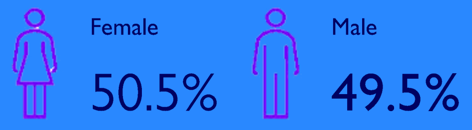


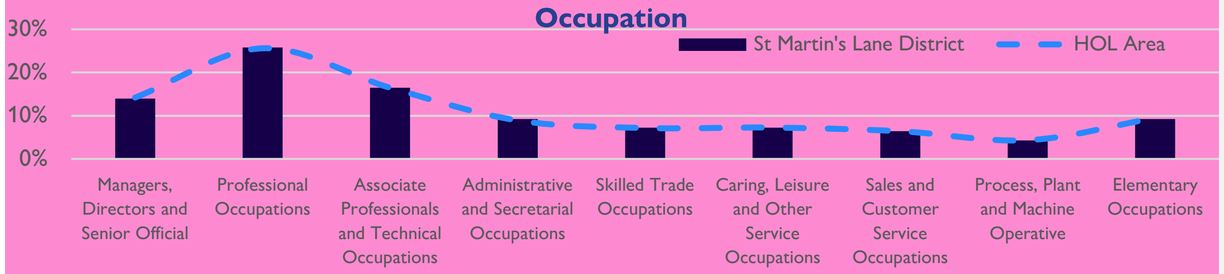
- 29.8% Piccadilly Circus District visitor catchment profile in Social Grade AB, vs 30.1% for the HOL area

Visitor profile: St Martin's Lane District
Catchment biased towards middle-aged, white-collar workers

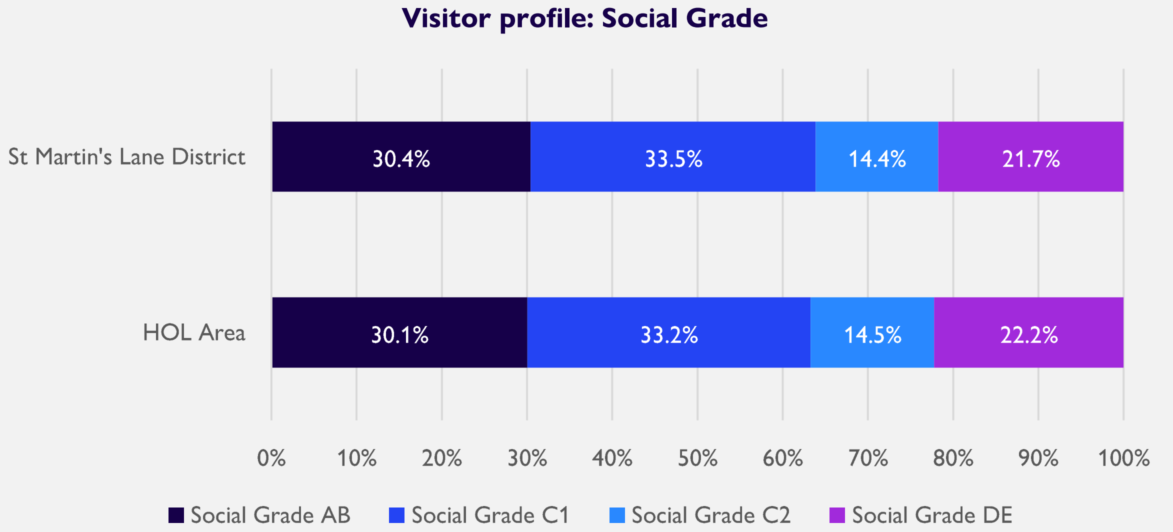


- Visitor profile skewed towards those aged 30-59 years old
- Males & females are evenly split, and in-line with Core West End



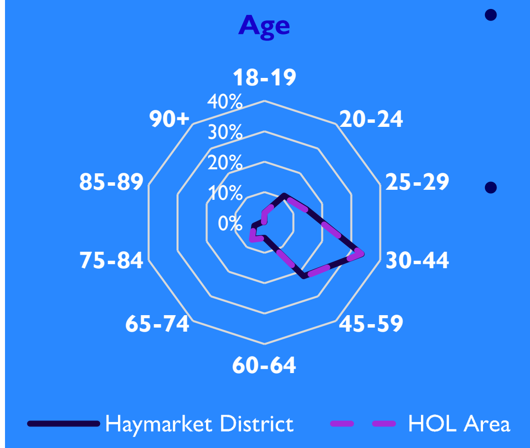


- Visitor catchment profile biased towards 'white collar' occupations, consistent month on month



- 30.4% St Martin's Lane District visitor catchment profile in Social Grade AB, vs 30.1% for the HOL area

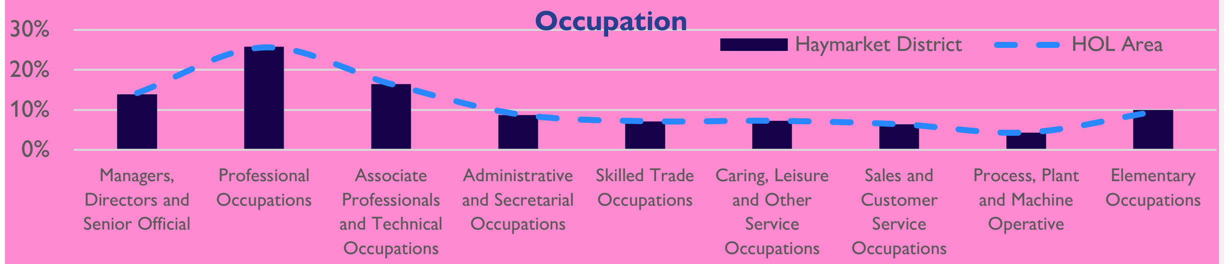
Visitor profile: Haymarket District
Catchment biased towards middle-aged, white-collar workers



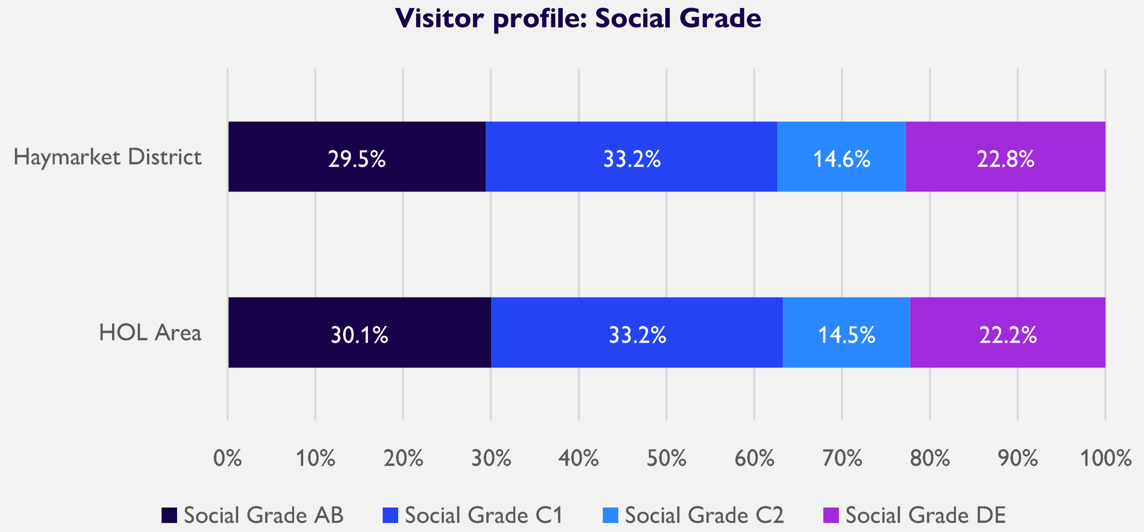
- Visitor profile skewed towards those aged 30-59 years old
- Males & females are evenly split, and in-line with Core West End

Female 50.4%

Male 49.6%

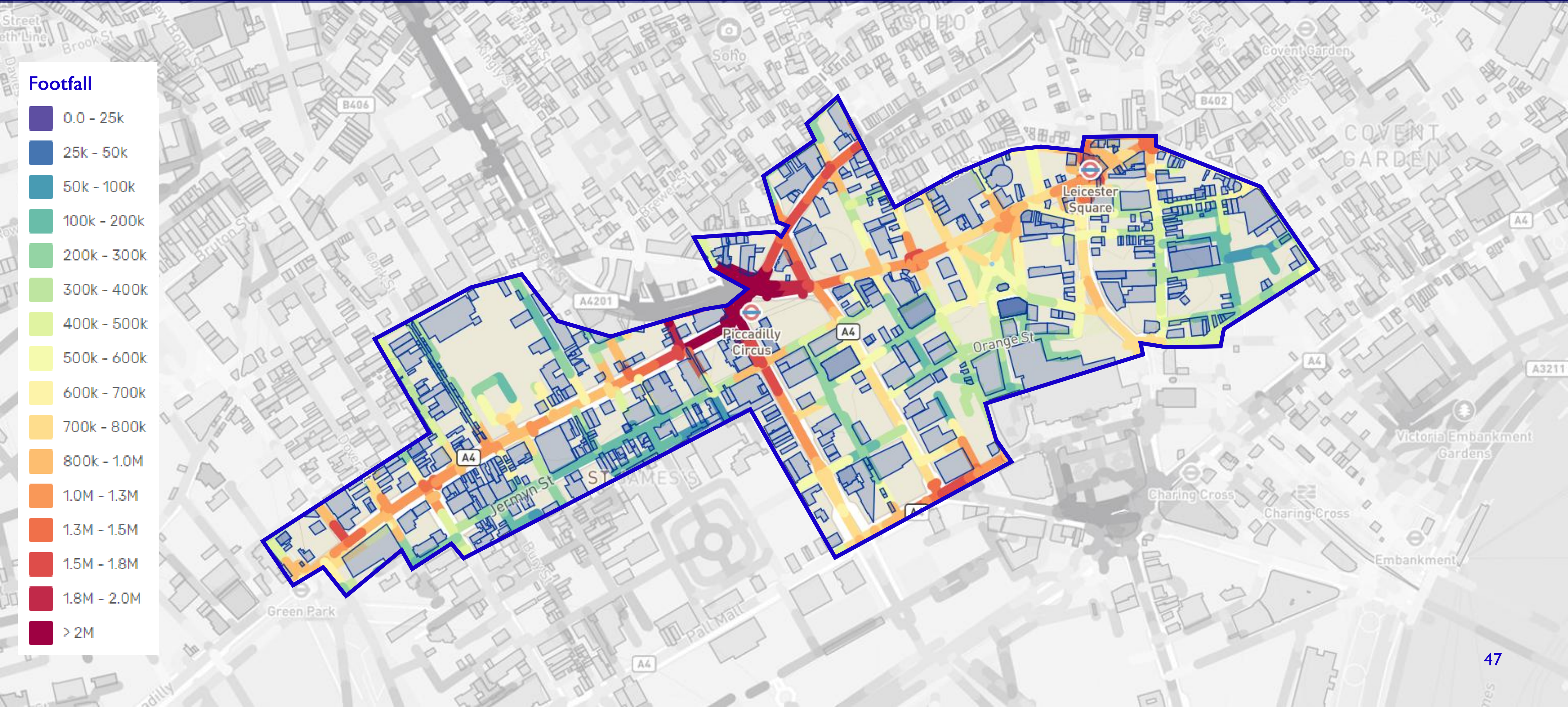


- Visitor catchment profile biased towards 'white collar' occupations, consistent month on month

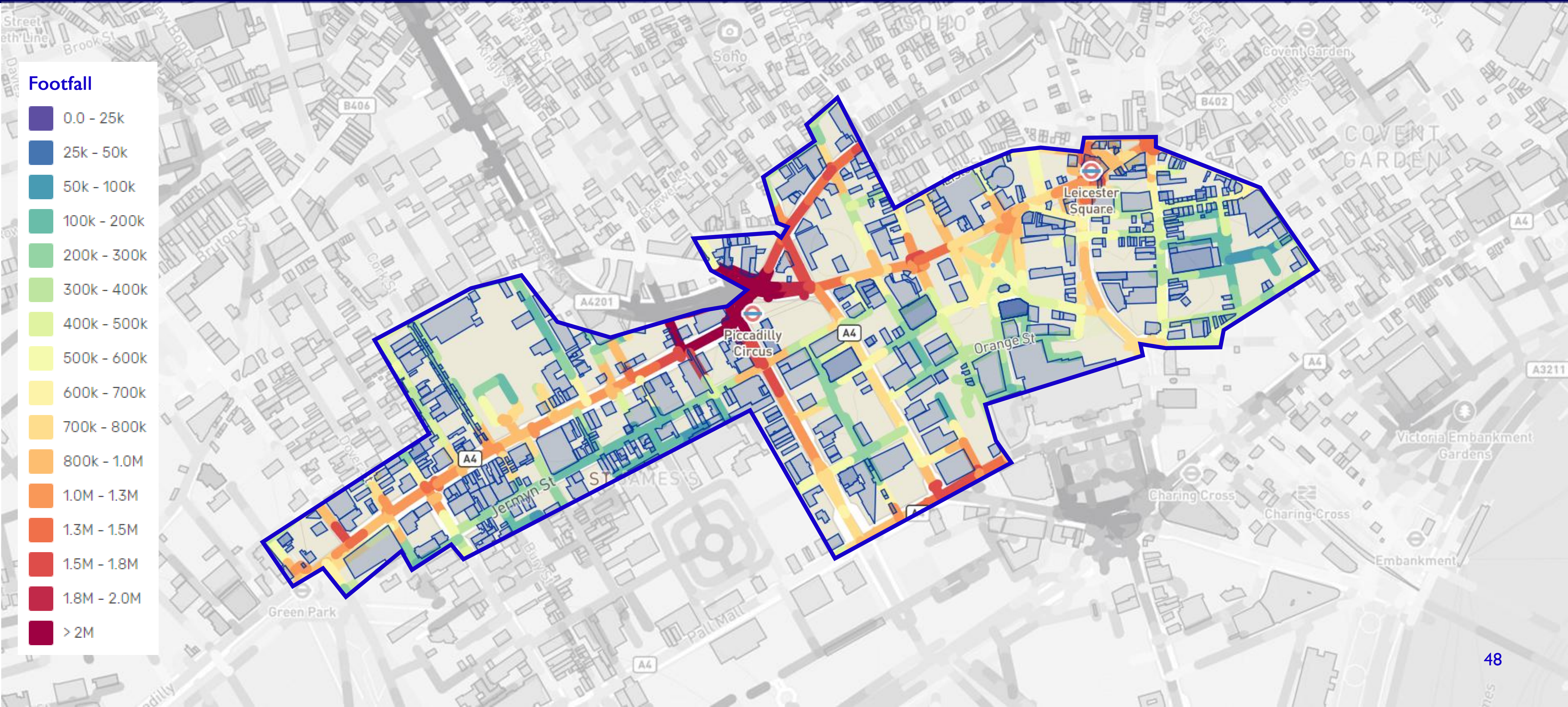


- 29.5% Haymarket District visitor catchment profile in Social Grade AB, vs 30.1% for the HOL area

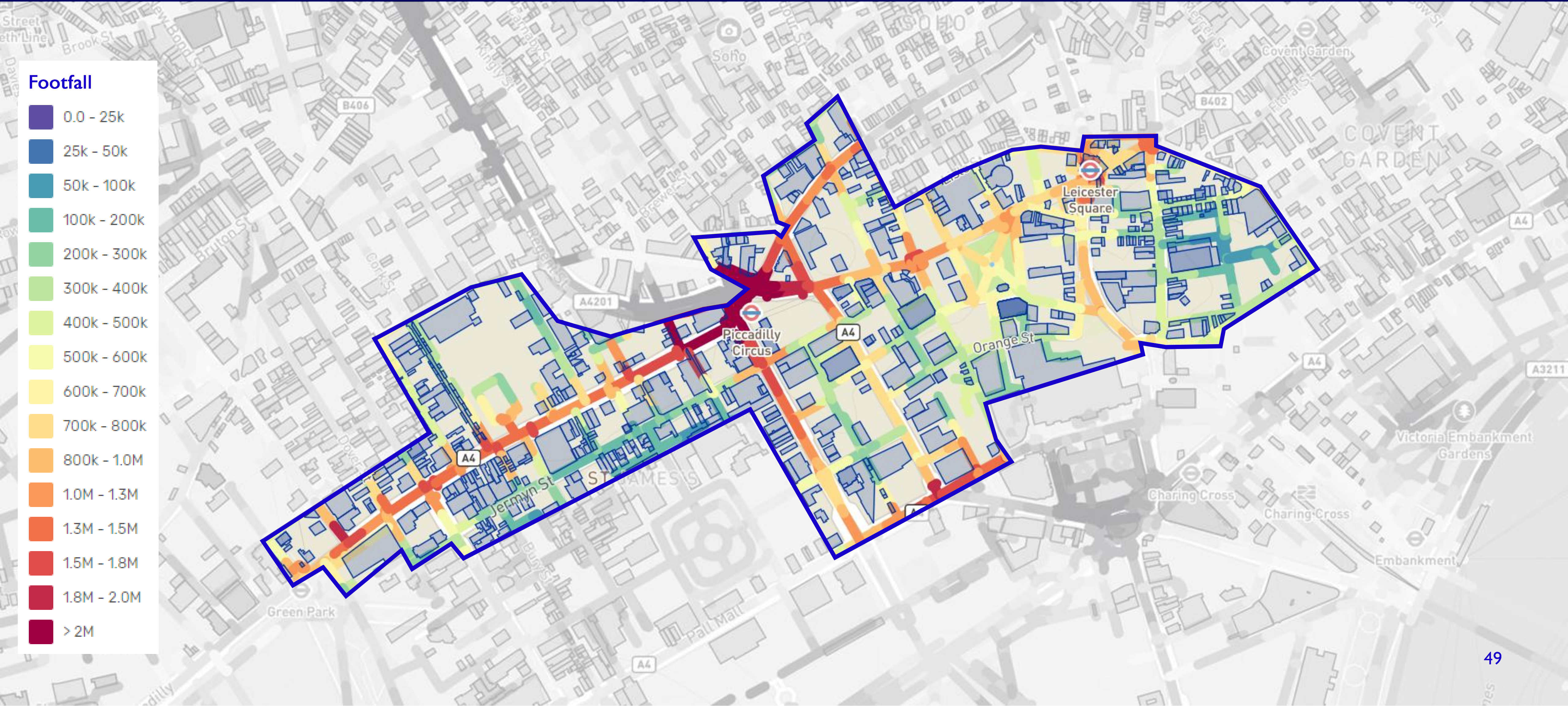
Visitor Volumes
Segment footfall – April 2023



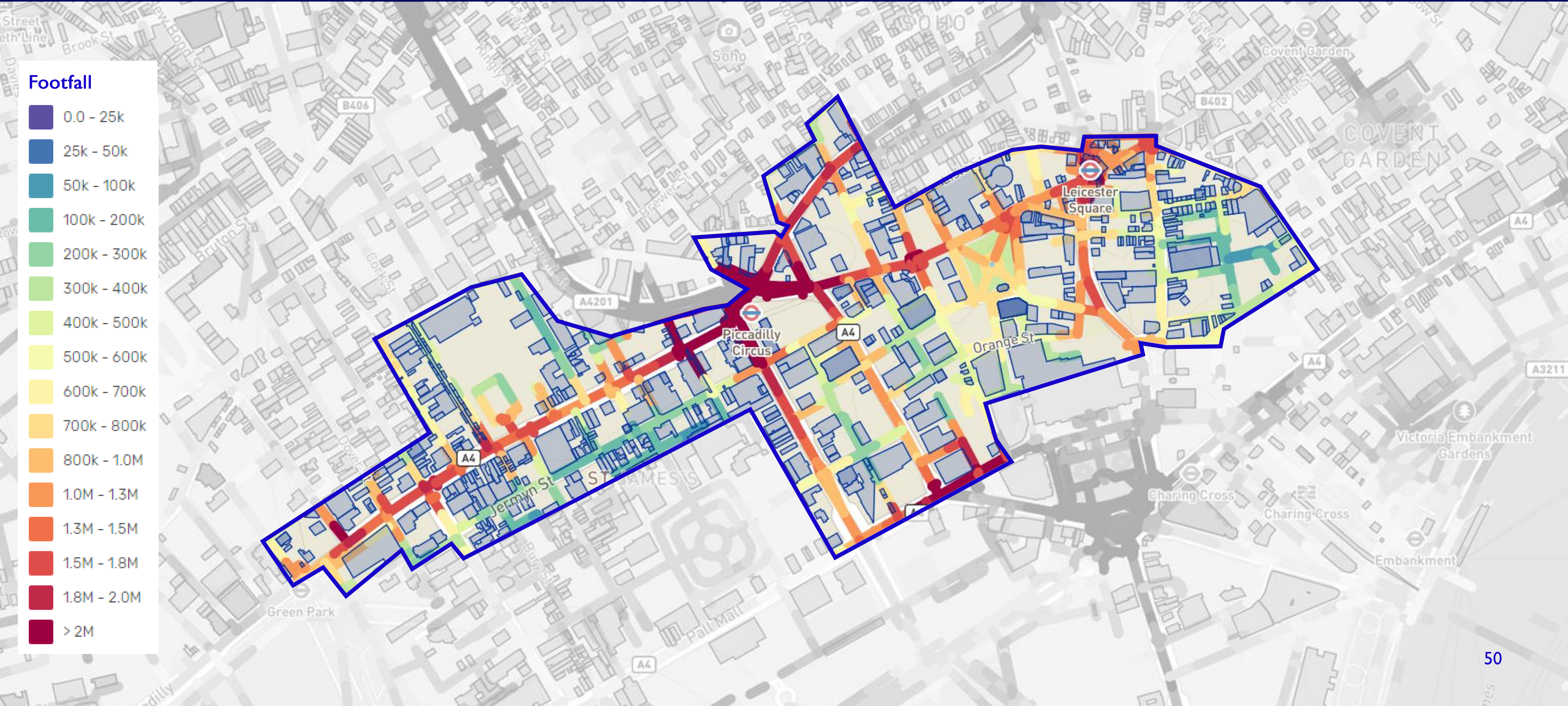
Visitor Volumes
Segment footfall – May 2023



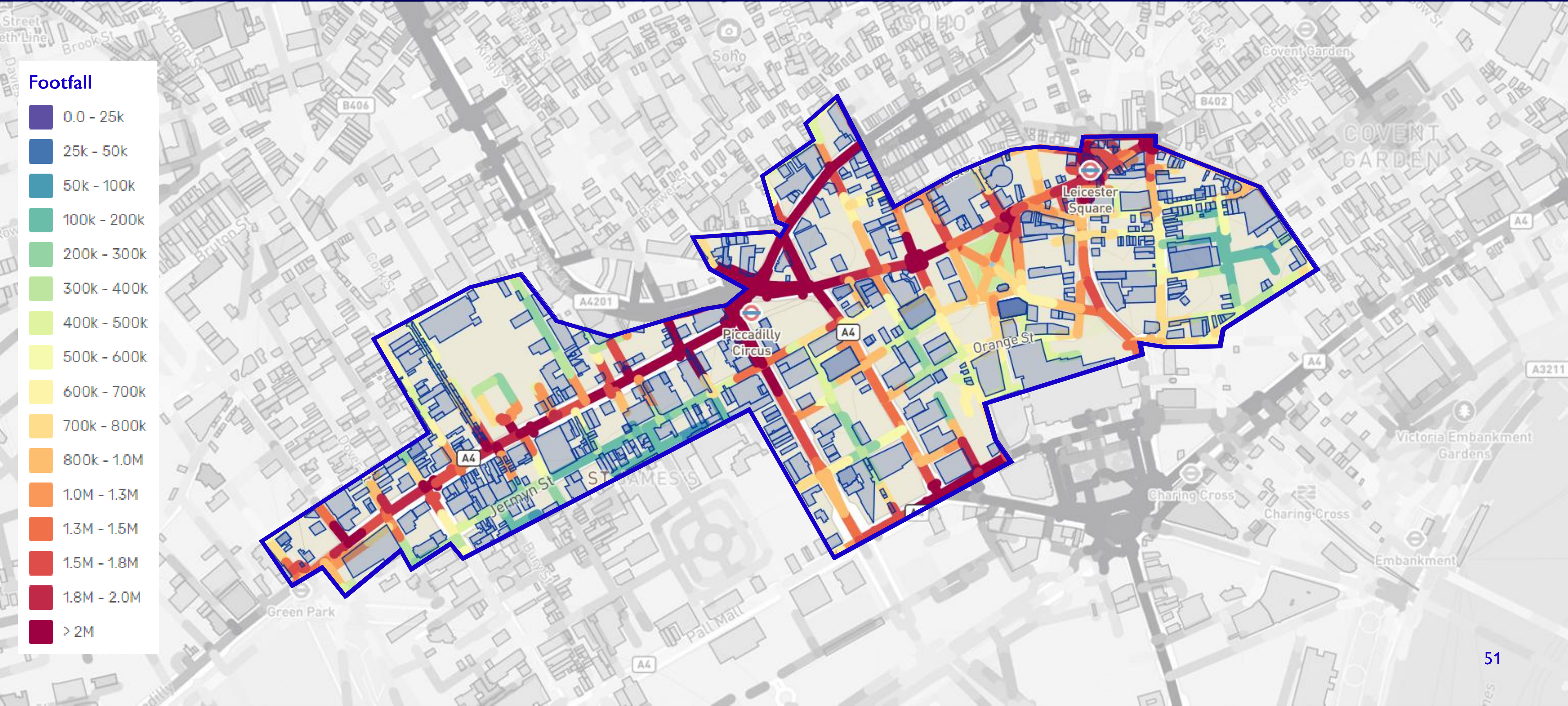
Visitor Volumes
Segment footfall – June 2023



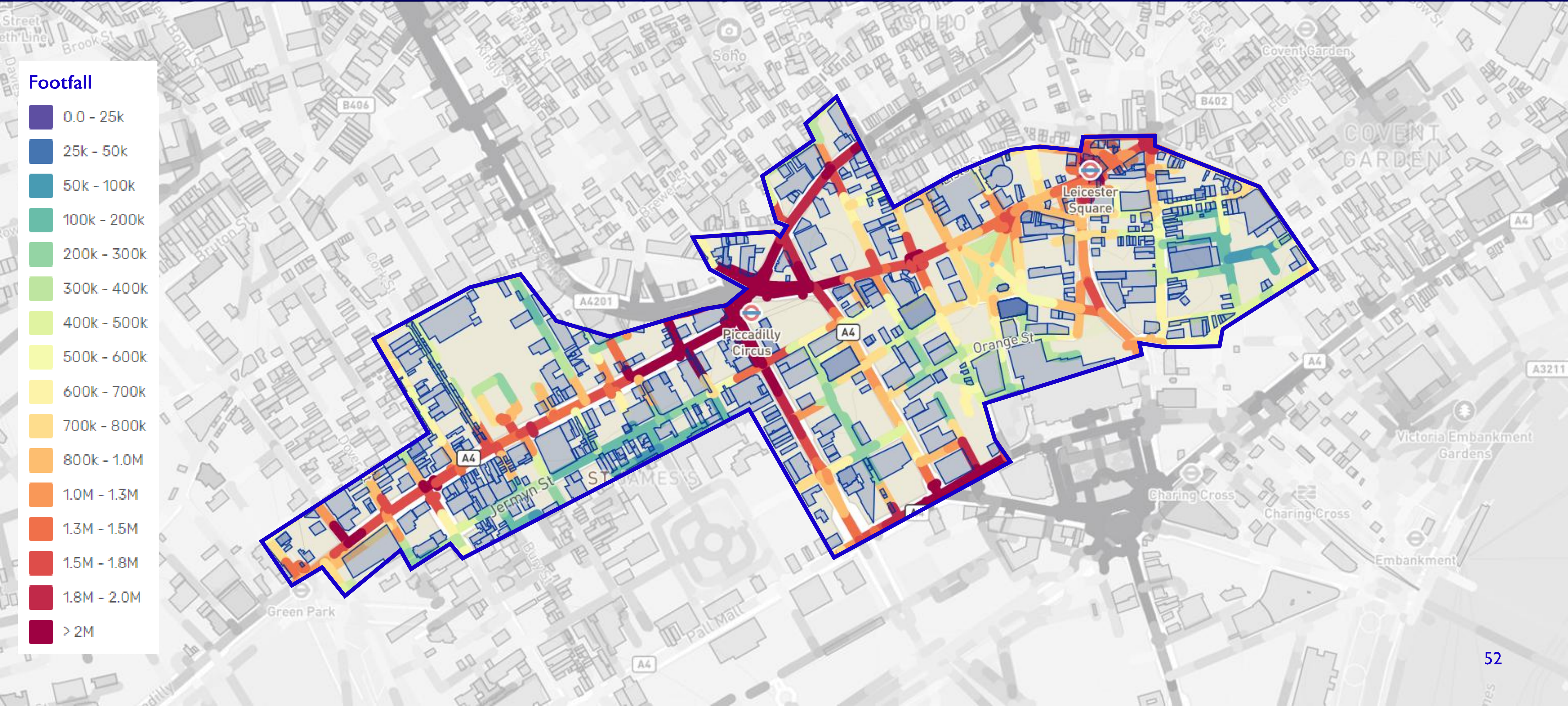
Visitor Volumes
Segment footfall – July 2023



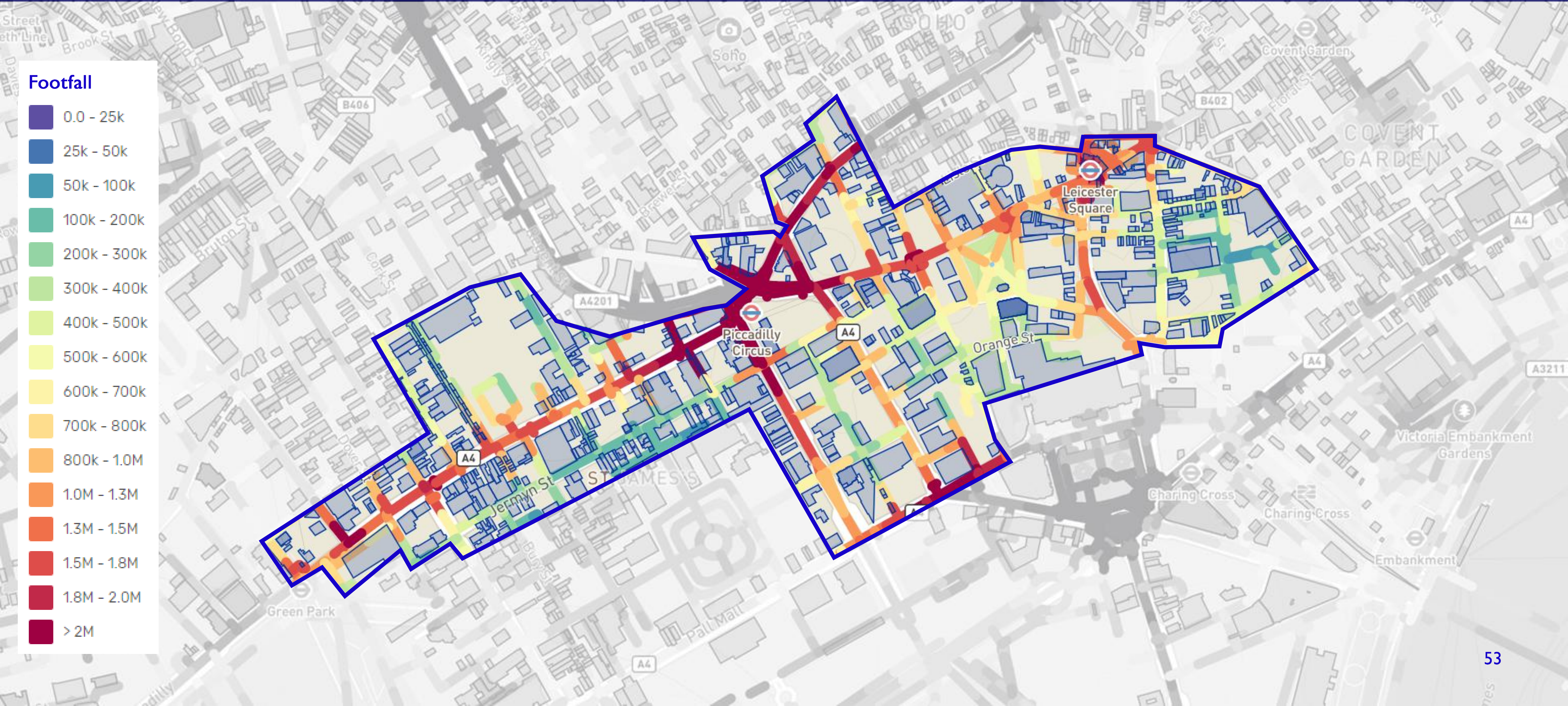
Visitor Volumes
Segment footfall – August 2023



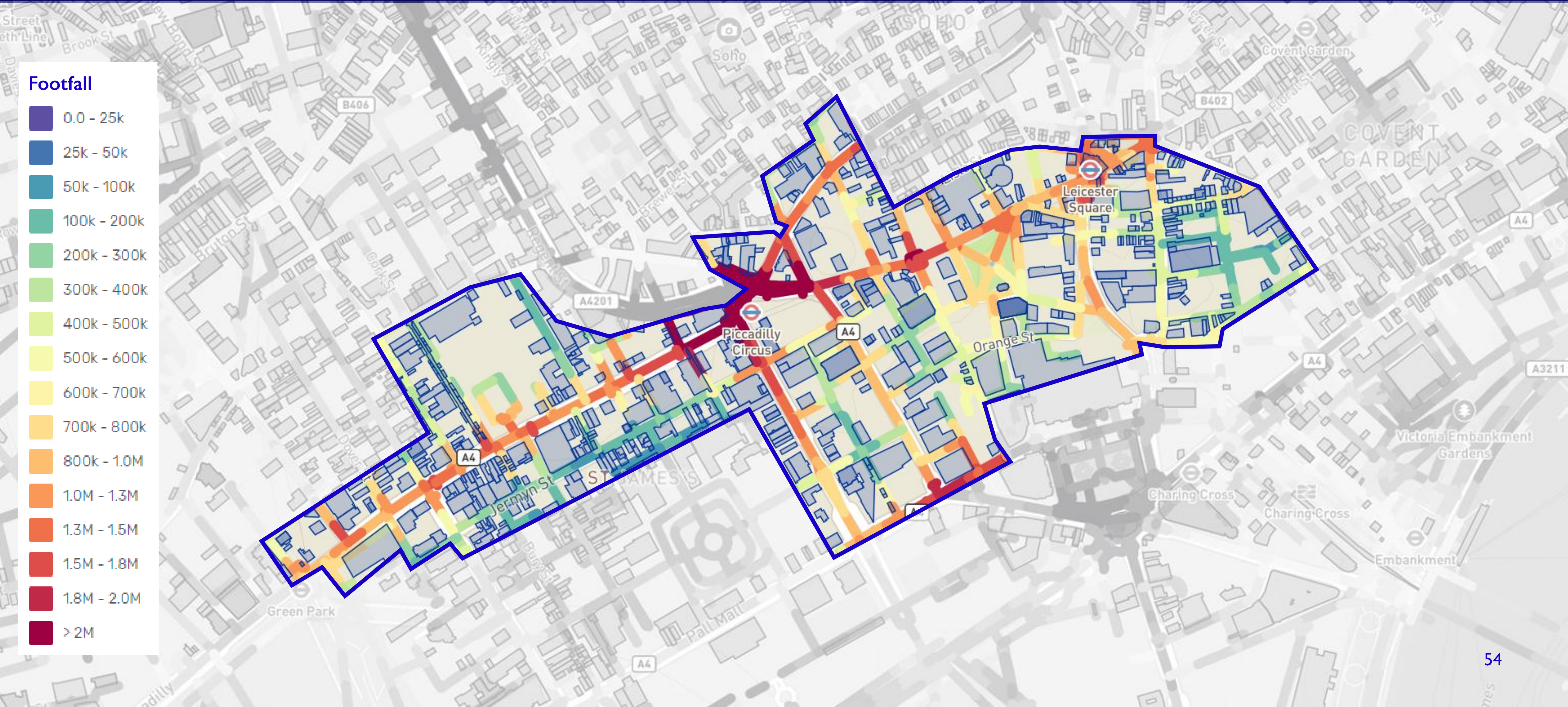
Visitor Volumes
Segment footfall – September 2023



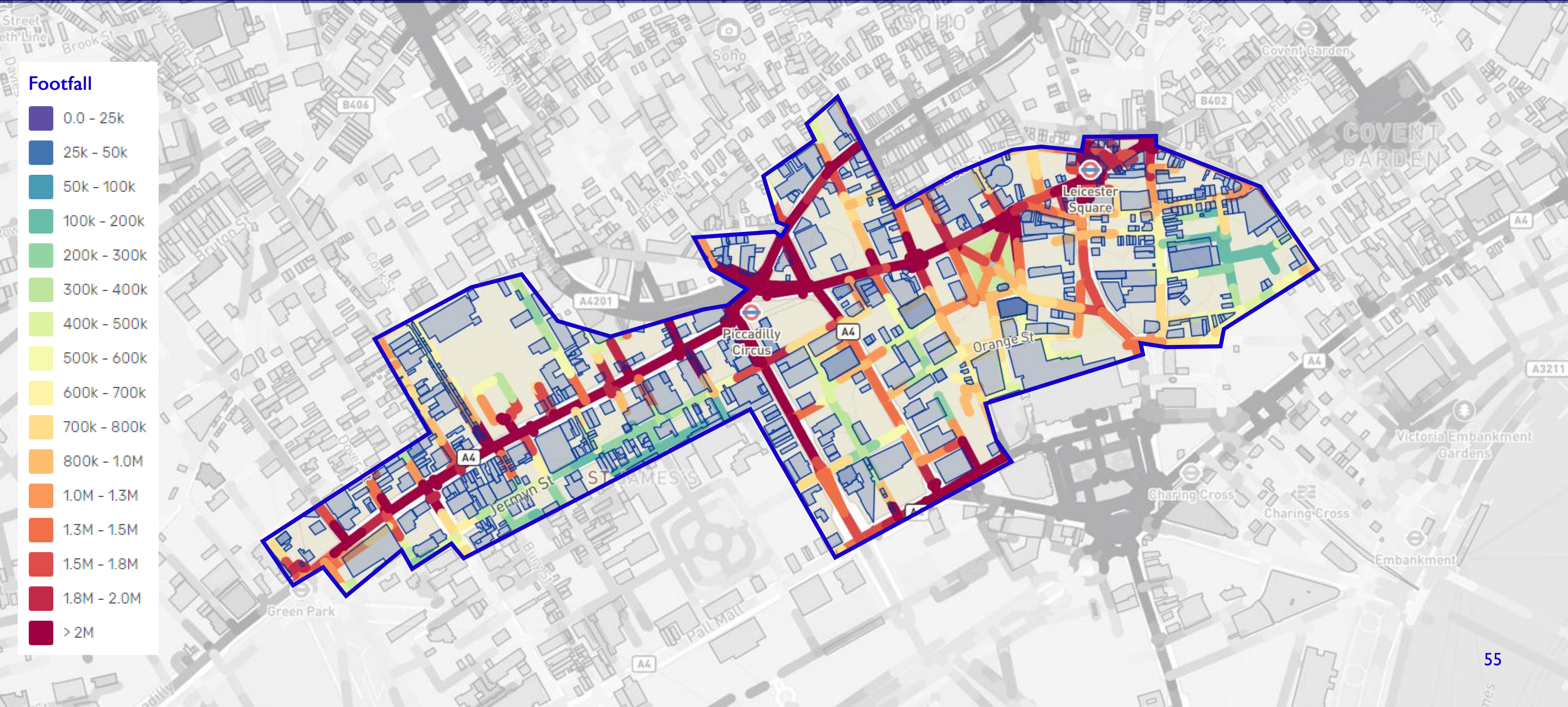
Visitor Volumes
Segment footfall – October 2023



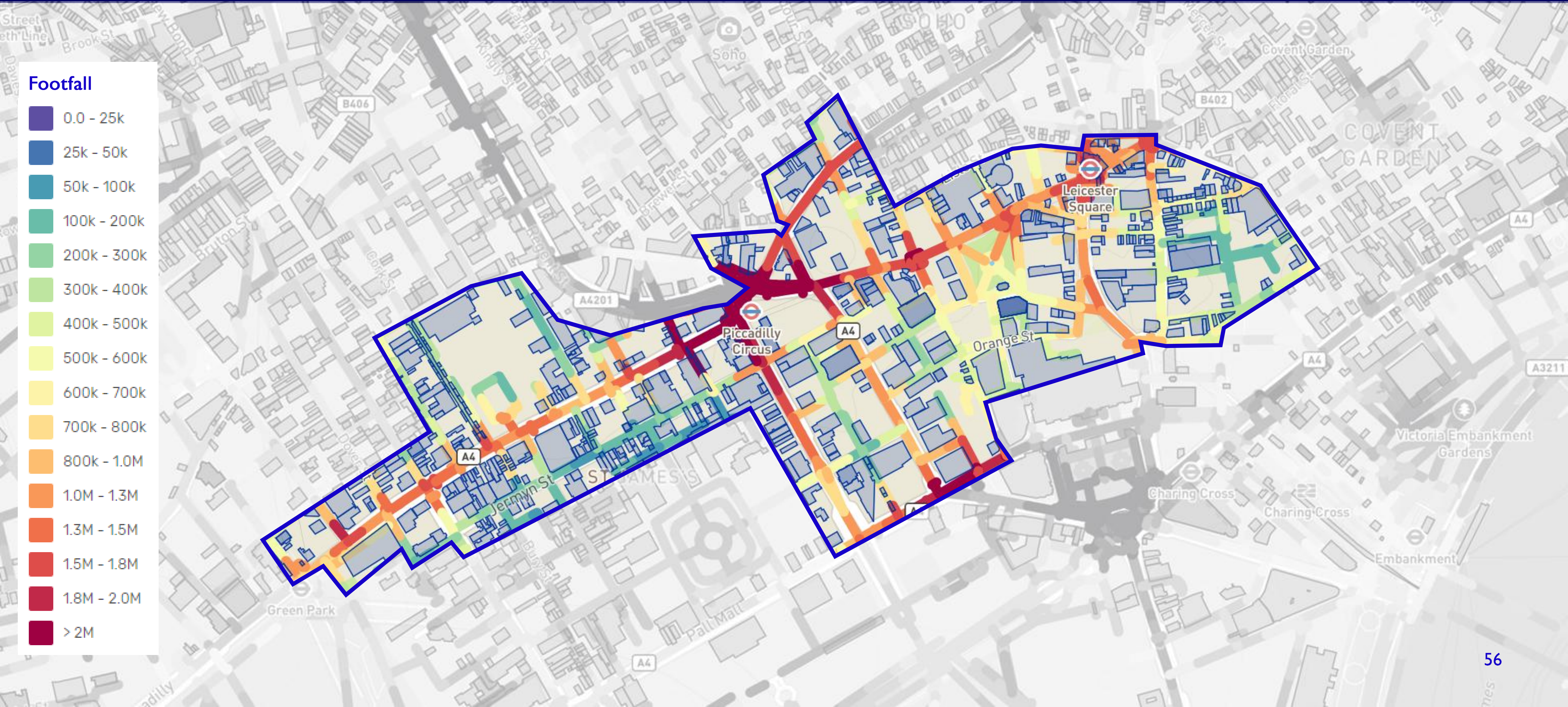
Visitor Volumes
Segment footfall – November 2023



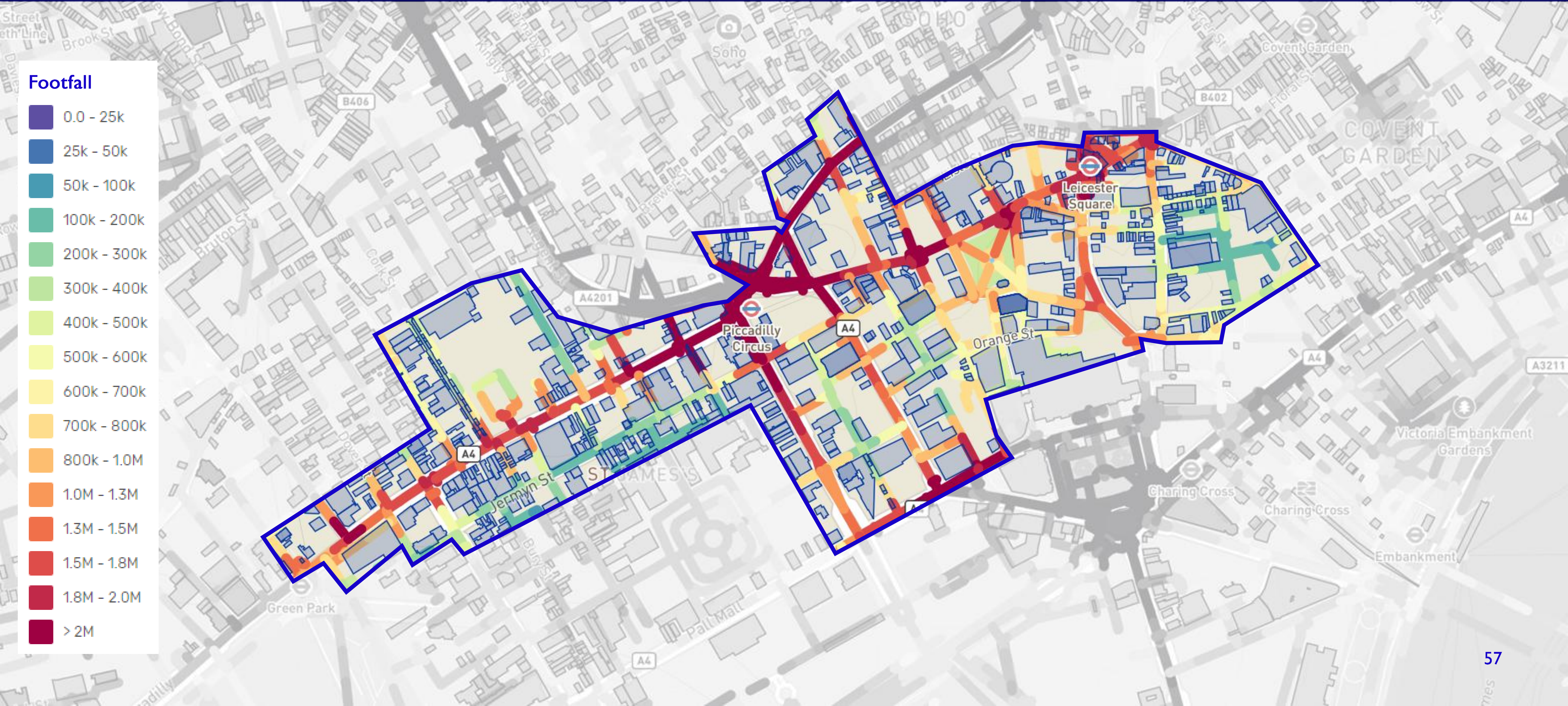
Visitor Volumes
Segment footfall – December 2023



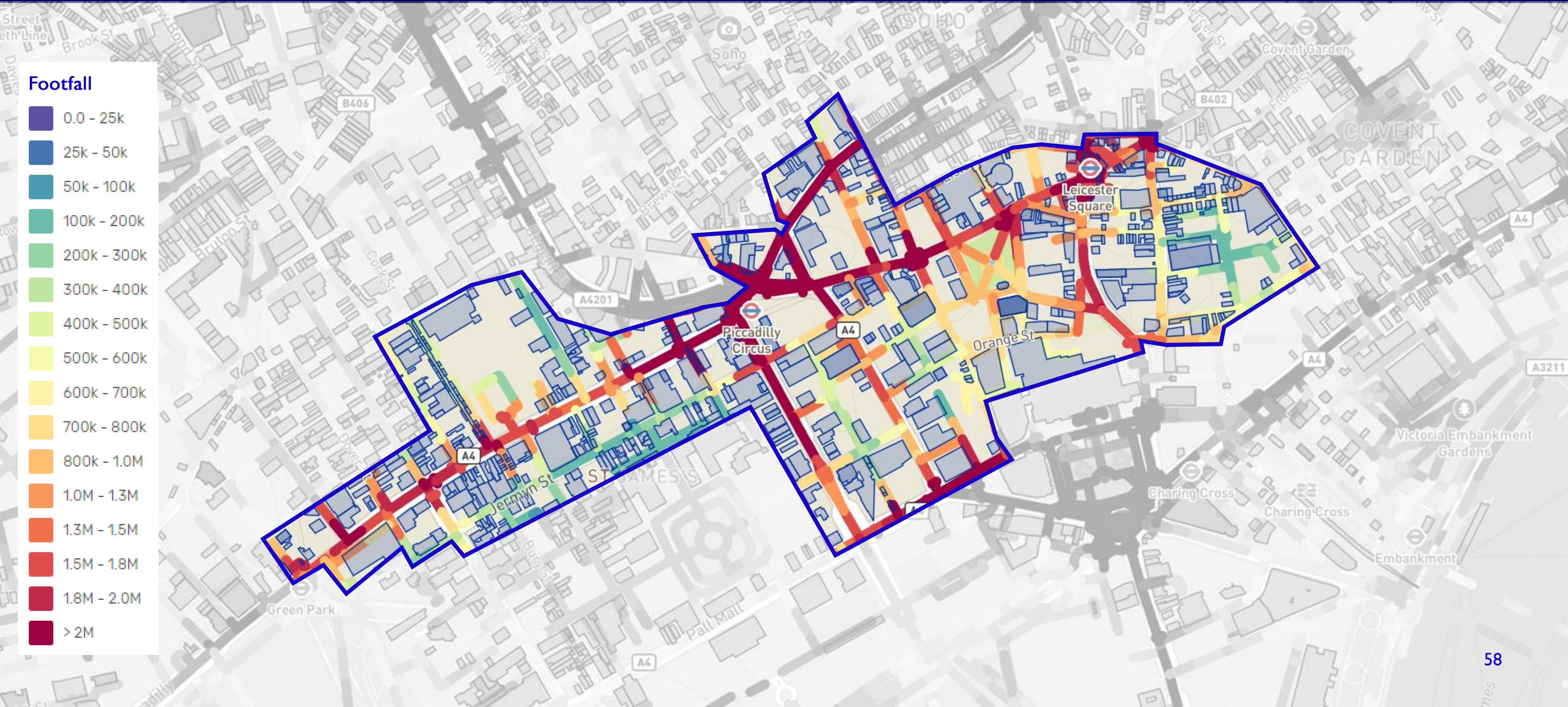
Visitor Volumes
Segment footfall – January 2024



Visitor Volumes
Segment footfall – February 2024



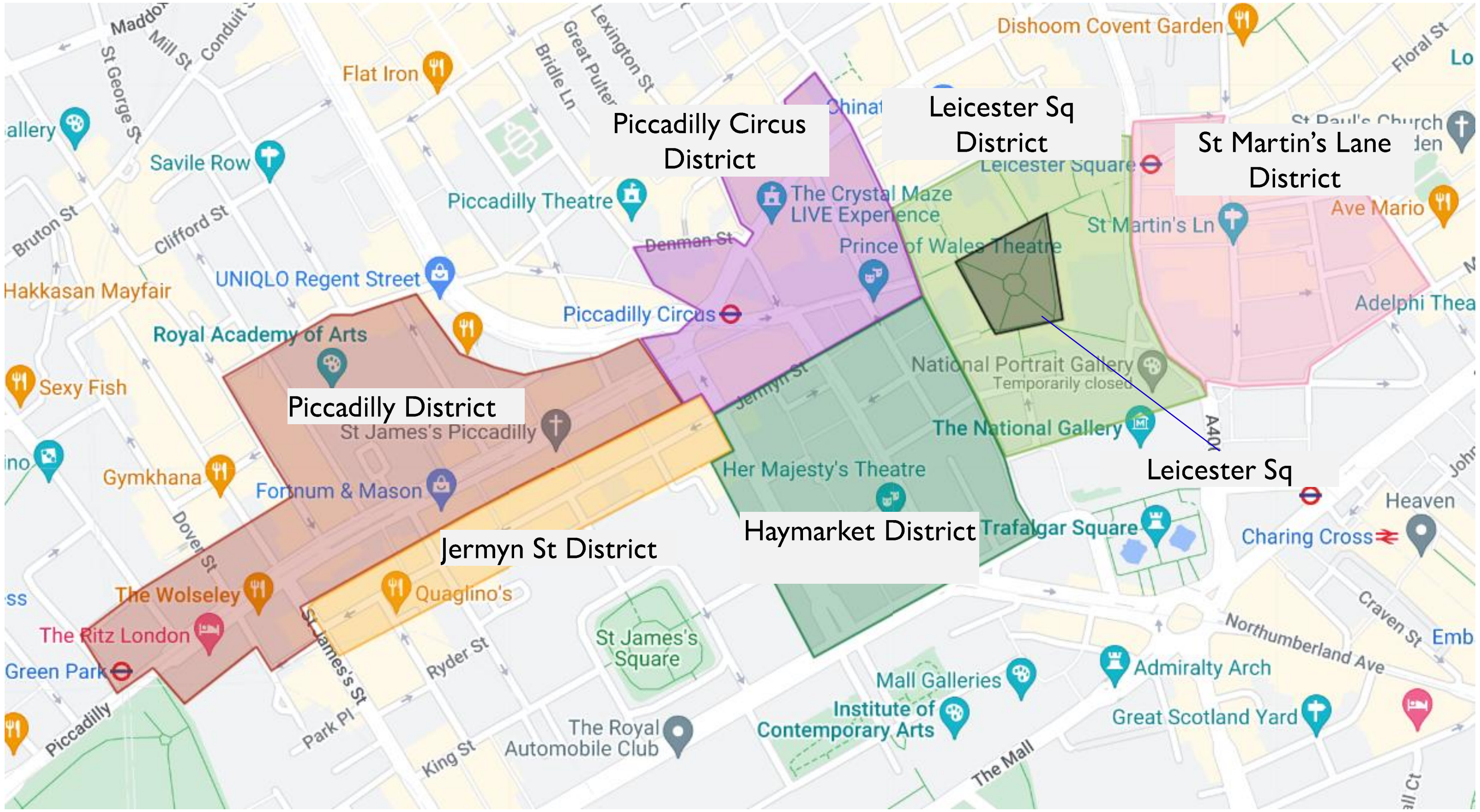
Visitor Volumes
Segment footfall – March 2024



Appendix
Location definition

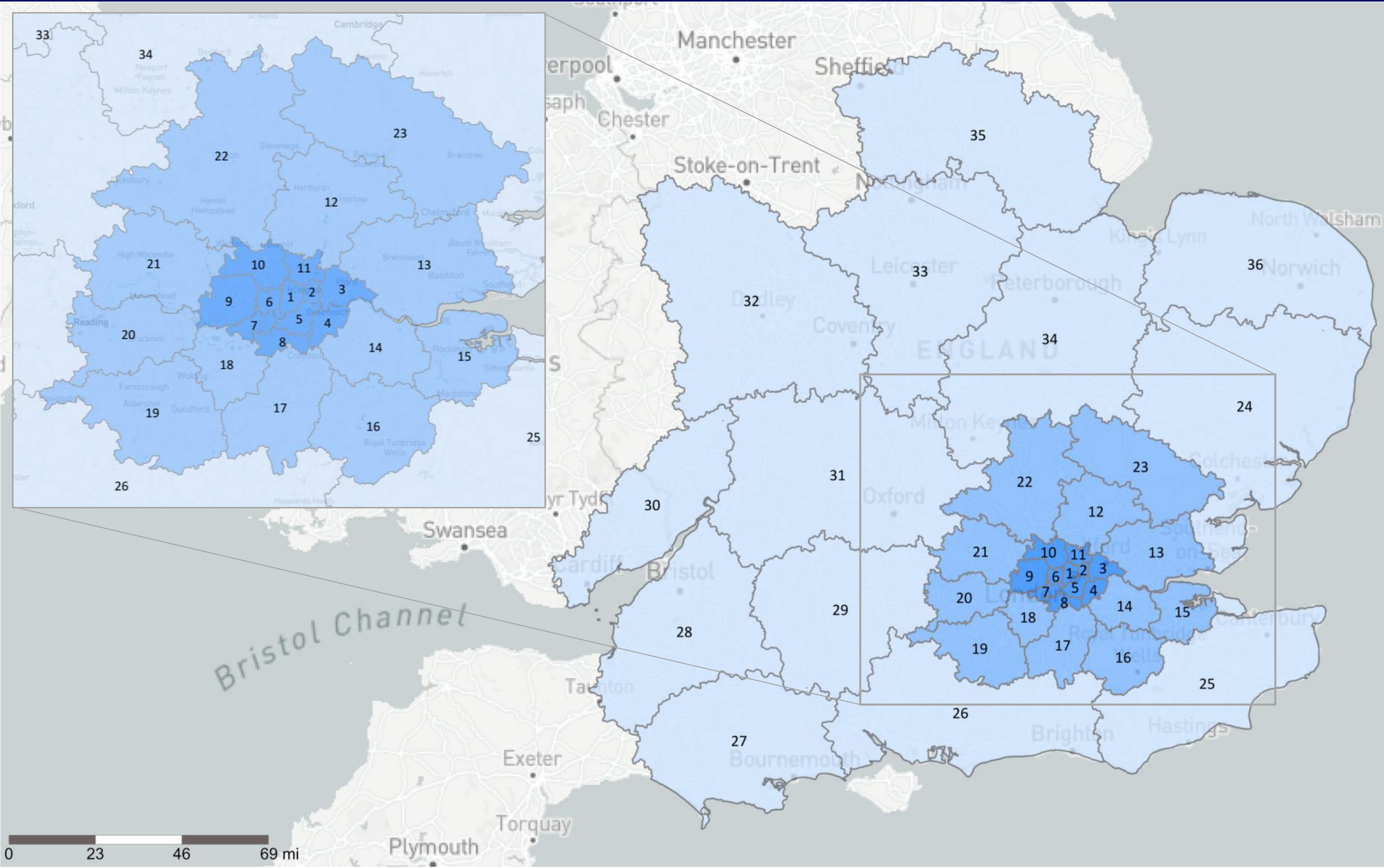
- 7 key areas within the HOL area used for analysis:

– Piccadilly District
– Jermyn St District
– Piccadilly Circus District
– Haymarket District
– Leicester Sq District
– Leicester Sq
– St Martin's Lane District



- In addition the Core West End area has been defined as a benchmark location

Appendix
Location Definition



1 – London West End
2 – London City
3 – London East
4 – Greenwich and Lewisham
5 – Clapham and Waterloo
6 – Shepherd's Bush and Chiswick
7 – Richmond and Teddington
8 – Wimbledon
9 – Northolt
10 – Wembley and Edgware
11 – Wood Green
12 – Hertford
13 – Brentwood
14 – Dartford
15 – Gillingham
16 – Sevenoaks and Tonbridge
17 – Reigate
18 – Cobham
19 – Guildford
20 – Reading
21 – Marlow
22 – Luton and St Albans
23 – Bishop's Stortford
24 – Suffolk
25 – Canterbury and Folkestone
26 – Brighton and Southampton
27 – Bournemouth
28 – Bristol and Bath
29 – Newbury and Salisbury
30 – Cardiff and Newport
31 – Oxford and Gloucester
32 – Birmingham
33 – Leicester and Nottingham
34 – Peterborough and Milton Keynes
35 – Sheffield and Lincoln
36 – Norwich and North Norfolk

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

For Occupiers

- Roll-out prioritisation
- Network optimisation
- Cannibalisation analytics
- Predictive performance forecasting

For Landlords

- Sustainable rent modelling
- Consumer surveys
- Development appraisal
- Geographic marketing recommendations
- Tenant mix strategy

For Public Sector

- Venue rankings
- Visitor profiling
- Capacity studies

For all

- Customer profiling + segmentation
- Channel 'halo' analytics
- Footfall reporting
- Turnover forecasting
- Catchment definitions and profiling

Appendix
Disclaimer

- This report is confidential to the addressee and Colliers accepts no responsibility whatsoever in respect of this report to any other person.
- Any market projections incorporated within this report including but not limited to, income, expenditure, associated growth rates, interest rates, incentives, yields and costs are projections only and may prove to be inaccurate. Accordingly, such market projections should be interpreted as an indicative assessment of potentialities only, as opposed to certainties. Financial, market and economic projections, estimates and forecasts are inherently uncertain. Colliers cannot accept any liability should any projections, estimates, forecasts, data, recommendations or any other statements made in this report prove to be inaccurate or based on incorrect premises. No warranty is given as to the accuracy of any projections, estimates, forecasts, data, recommendations or any other statements made in this report. This report does not constitute and must not be treated as investment or valuation advice.
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