
# VISITOR INSIGHTS
# APRIL 2026

Shaping a
world-class
West End

HEART
OF LONDON
BUSINESS
ALLIANCE

# INTRODUCTION & CONTEXT

This report delivers monthly visitor insights for the West End, helping Heart of London Business Alliance members make informed, strategic decisions in one of London's most dynamic commercial and cultural districts.

It brings together the key signals shaping visitor dynamics, including:

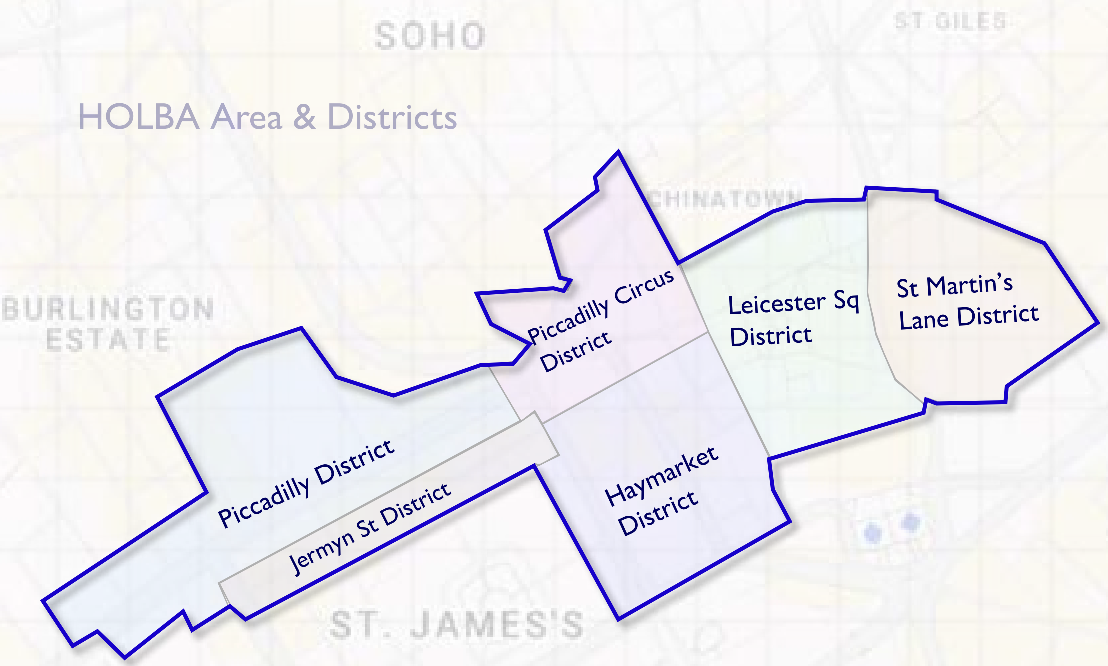
- footfall levels and visitor profile
- visitor behaviour and dwell patterns
- catchment and origin insights
- TfL station usage

Together, these insights provide a timely snapshot of demand, helping you respond to changing trends with confidence.

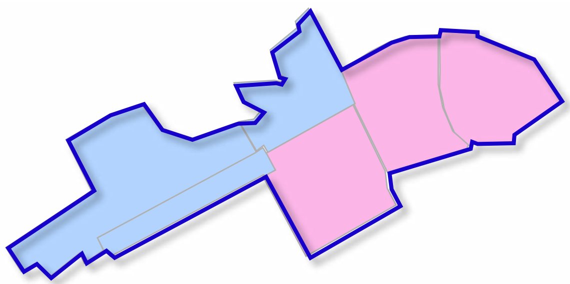
Data is sourced by Colliers from Huq, a leading mobility data provider using anonymised mobile phone movement data to track consumer activity.

As of May 2026, a number of the underlying datasets have been updated to reflect latest available data, with further improvements – including updated HUQ methodology, MOSAIC 8, and latest ORC demographic data.

HOLBA Area & Districts




**Districts | West vs. East**



Colliers | huq | LLOYDS

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# EXECUTIVE SUMMARY

## April 2026

**Easter, school holidays and tube strikes paint a mixed picture for April overall**
April 2026 saw a slight drop in visits overall, down 5.6% year-on-year and 0.5% month-on-month. The month started strongly, helped by Easter and the school holidays, before easing later on due to the tube strikes. The first two weeks saw 11% more visits than the second half of the month.

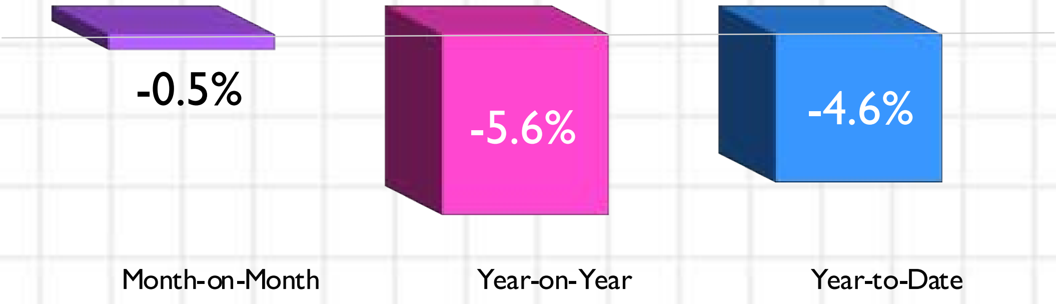
**Spending holds up better than visits, despite slight dip**
Overall spend across the area fell by 2% year-on-year in April, a smaller decline than visits. This was mainly driven by fewer transactions, although average transaction values rose by 2%. Saturday afternoons were the strongest period for spend, and higher-income visitors continued to show greater resilience.

**Tube strikes hit visits, but many still made the journey**
Visit numbers were around 14% lower on strike days than the April average. Station usage fell more sharply, down 38%, suggesting many visitors found alternative ways to travel into the area.

**International visitors on the rise, with demand concentrated in leisure-focused locations**
International visitors made up 13% of all visits in April, with the strongest growth coming from Europe and North America. This increase was seen across all districts, although more leisure-focused areas continued to attract the highest share of overseas visitors.

# SUMMARY - VISIT VOLUMES
## April 2026

Visits were stronger at the start of April, helped by Easter and the school holidays. Overall, visits were down **5.6%** year-on-year and **0.5%** month-on-month.




Further visit performance detail on Pages 12 – 16
MoM = month-on-month | YoY = year-on-year

# SUMMARY - VISIT DWELL

## April 2026

Average visitor dwell time rose by **34 minutes** year-on-year, with visitors spending an average of **5 hours 26 minutes** in the HOL area.

+34 mins
YoY

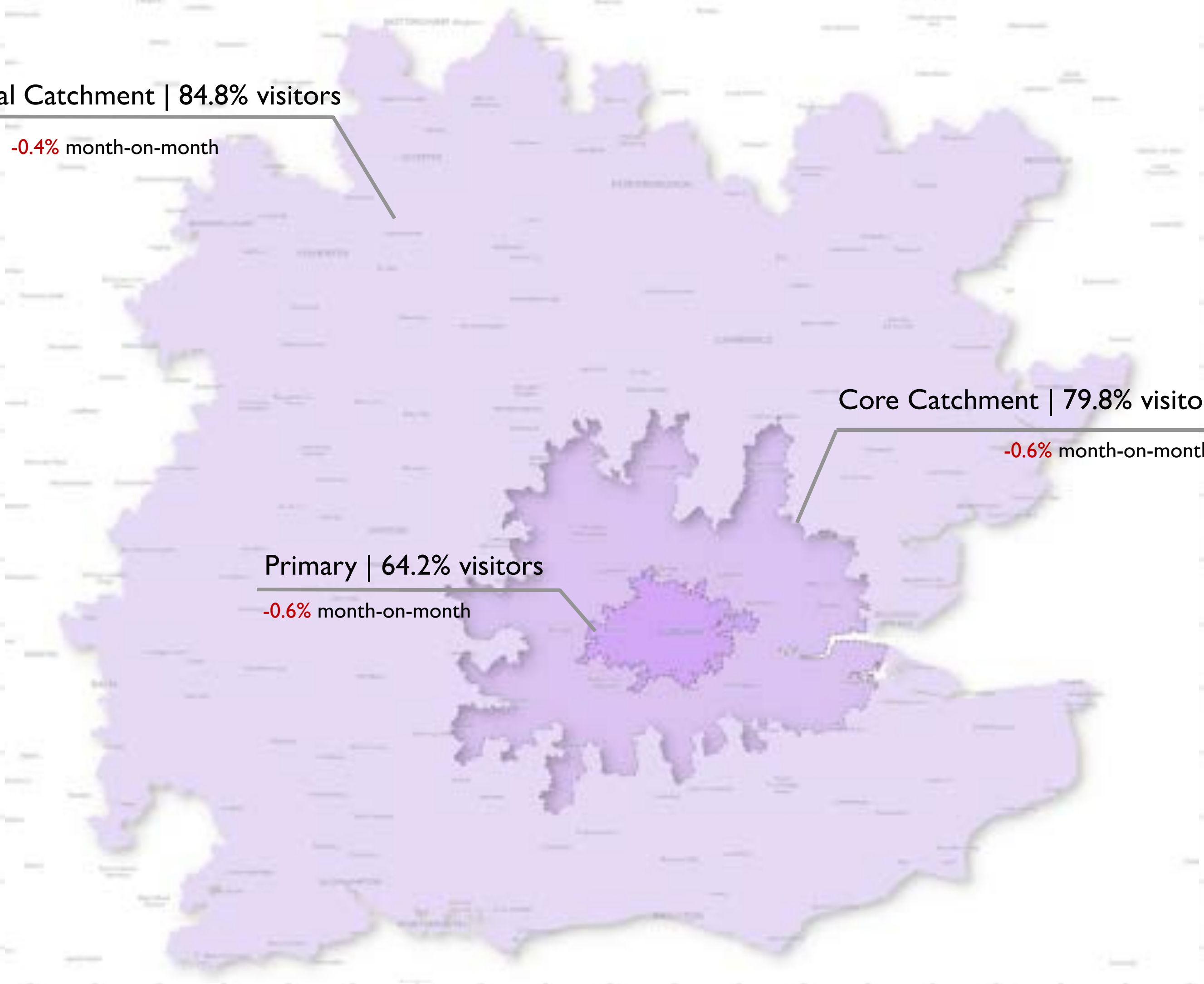
-28 mins
MoM

Further dwell performance detail on Page 22

# SUMMARY - DOMESTIC VISITOR ORIGIN

## April 2026

The share of visits from the core and total catchment fell slightly month-on-month, suggesting more visitors came from further afield in April.



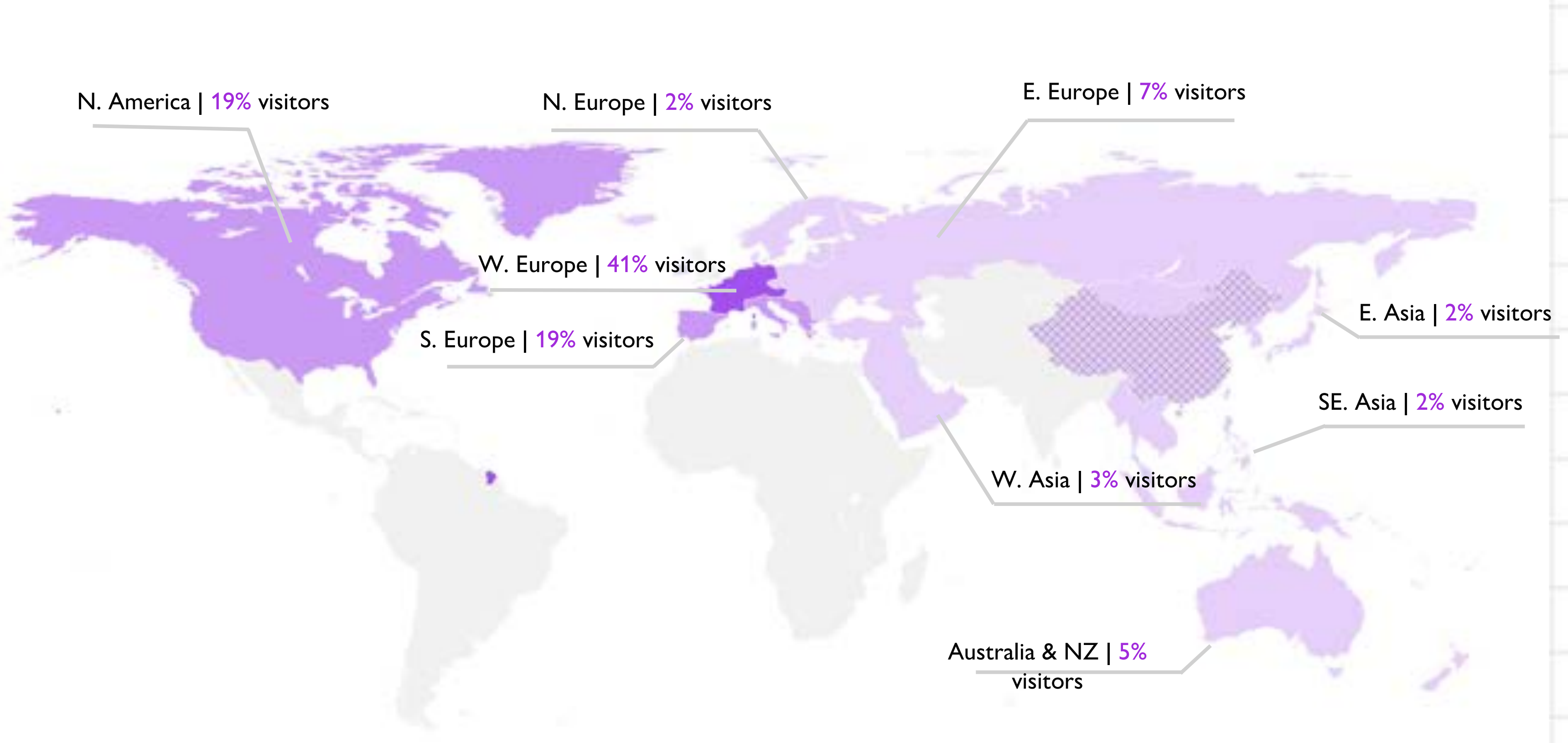

Further catchment performance detail on Pages 26 - 28

# SUMMARY – INTERNATIONAL VISITATION

## April 2026

International visitors made up **13%** of total visits in April, with a strong month-on-month increase in visitors from Europe.

Share of International Visits (%)




Source: HUQ | International data unavailable for China

# SPEND PERFORMANCE

## April 2026

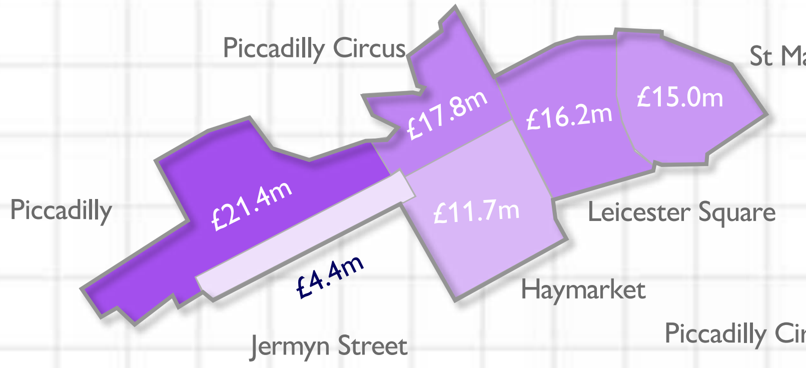
Spend
£86.5m
+1% MoM
-2% YoY

Transactions
3.8m
+2% MoM
-4% YoY

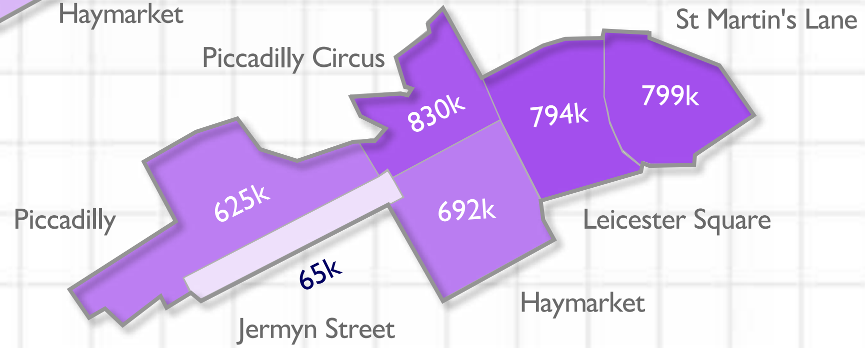
ATV[1]
£22.74
-1% MoM
+2% YoY

Average transaction values increased by **2%** in April, although overall spend fell by **2%** year-on-year due to lower transaction volumes.

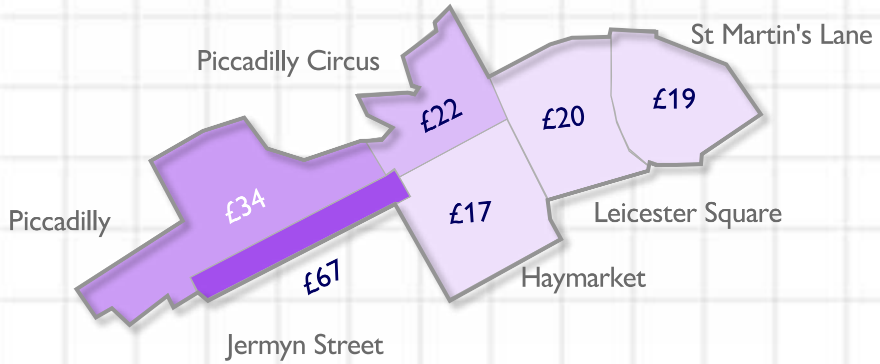
### Total spend




### Number of transactions




### Average transaction value



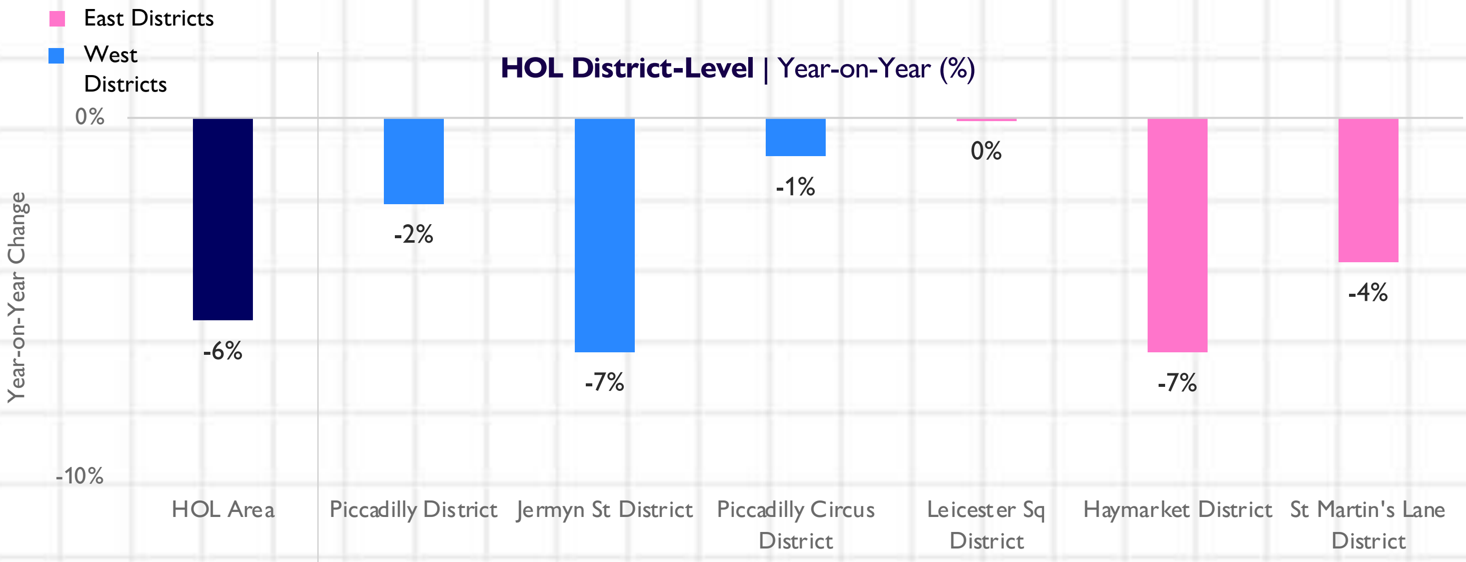

Further spend performance detail on Pages 36 – 44

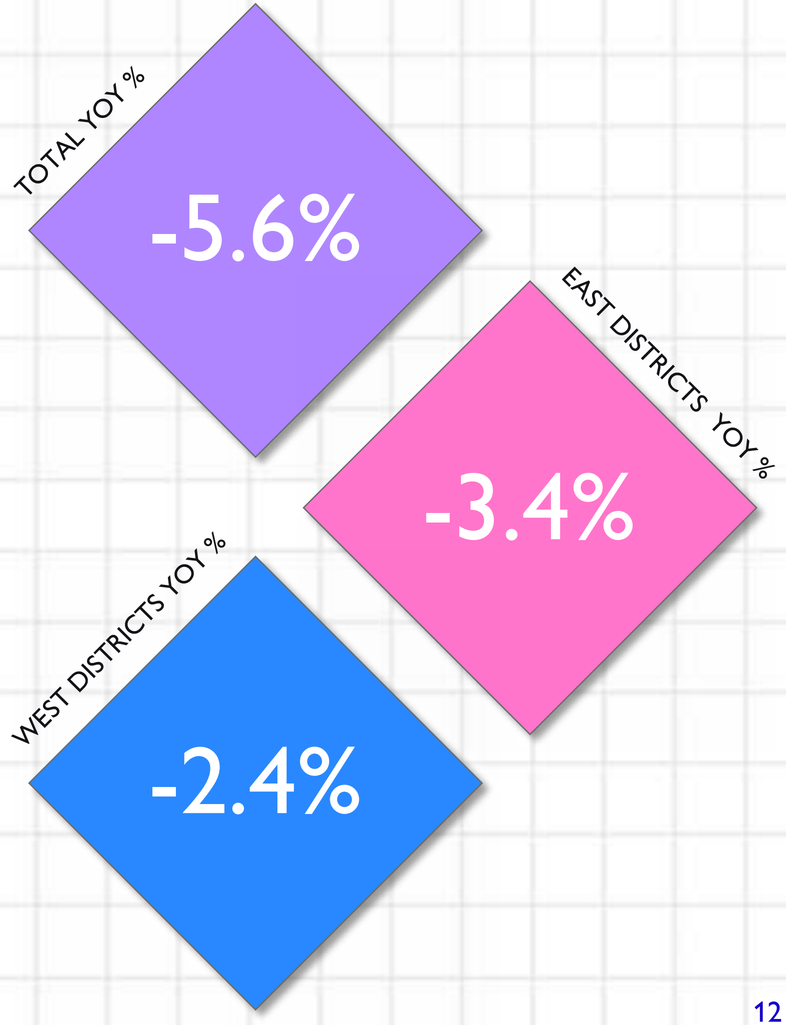
[1] Average Transaction Values | Spend not adjusted for inflation

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

# VISIT VOLUMES DOWN 5.6% IN APRIL, WITH SIMILAR RATES OF DECLINE BETWEEN TOURIST & WORKER-LED AREAS

- Visits across the HOL area were down 5.6% YoY in April, with broadly similar declines across eastern tourist-led districts (-3.4%) and western worker-led districts (-2.4%).
- Although both parts of the area saw a fall in footfall, they performed slightly better than the HOL area overall, helped by increased cross-visitation as people visited more districts on a single trip. Read more on page 24.
- This decline in visits in April also reflects wider UK consumer confidence trends; the GfK consumer confidence index fell a further 4pts in April to -25, marking the lowest confidence since October 2023.

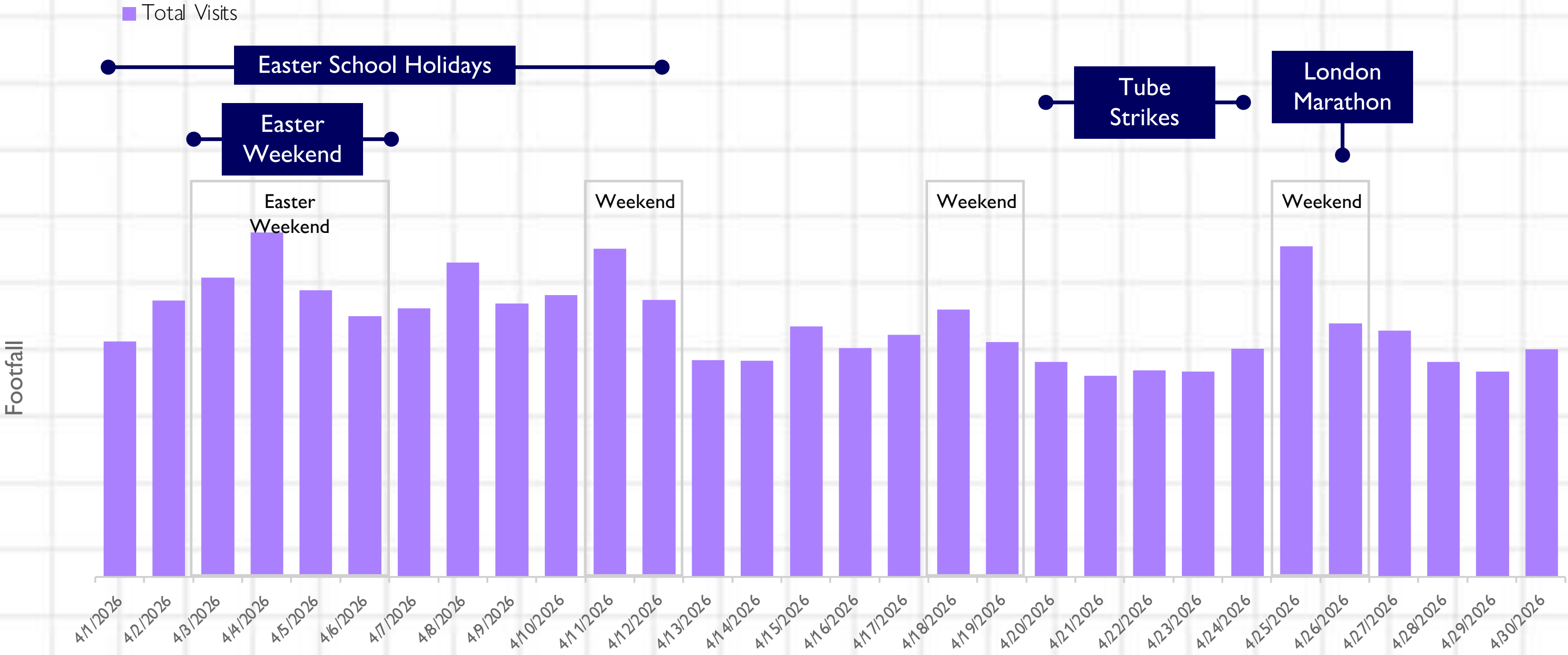



Eastern Districts include St Martin's Lane, Leicester Sq, Haymarket District
Source: HUQ | GfK

# INCREASED VISITATION AT THE START OF THE MONTH IN-LINE WITH EASTER BANK HOLIDAY & SCHOOL HOLIDAYS

**HOL Area |** Monthly Footfall




| | Week 14 | Week 15 | Week 16 | Week 17 | Week 18 |
|---|---|---|---|---|---|
| Avg. Daily Visits | 367,165 | 364,631 | 301,406 | 298,337 | 284,778 |
| Avg. Daily Temp | 10.9°C | 11.8°C | 12.0°C | 10.9°C | 13.4°C |

- Visit volumes increased at the start of April, in line with the Easter bank holiday and school holidays. The first two weeks were 11% above the monthly average, with the strongest day recorded on Easter Saturday.
- Visit volumes were around 14% lower on tube strike days than the April average. Station usage fell by 38%, although the impact on visits was less severe, suggesting visitors adapted and used alternative travel options.

# YEAR-TO-DATE VISITS DOWN -5% AT THE END OF APRIL

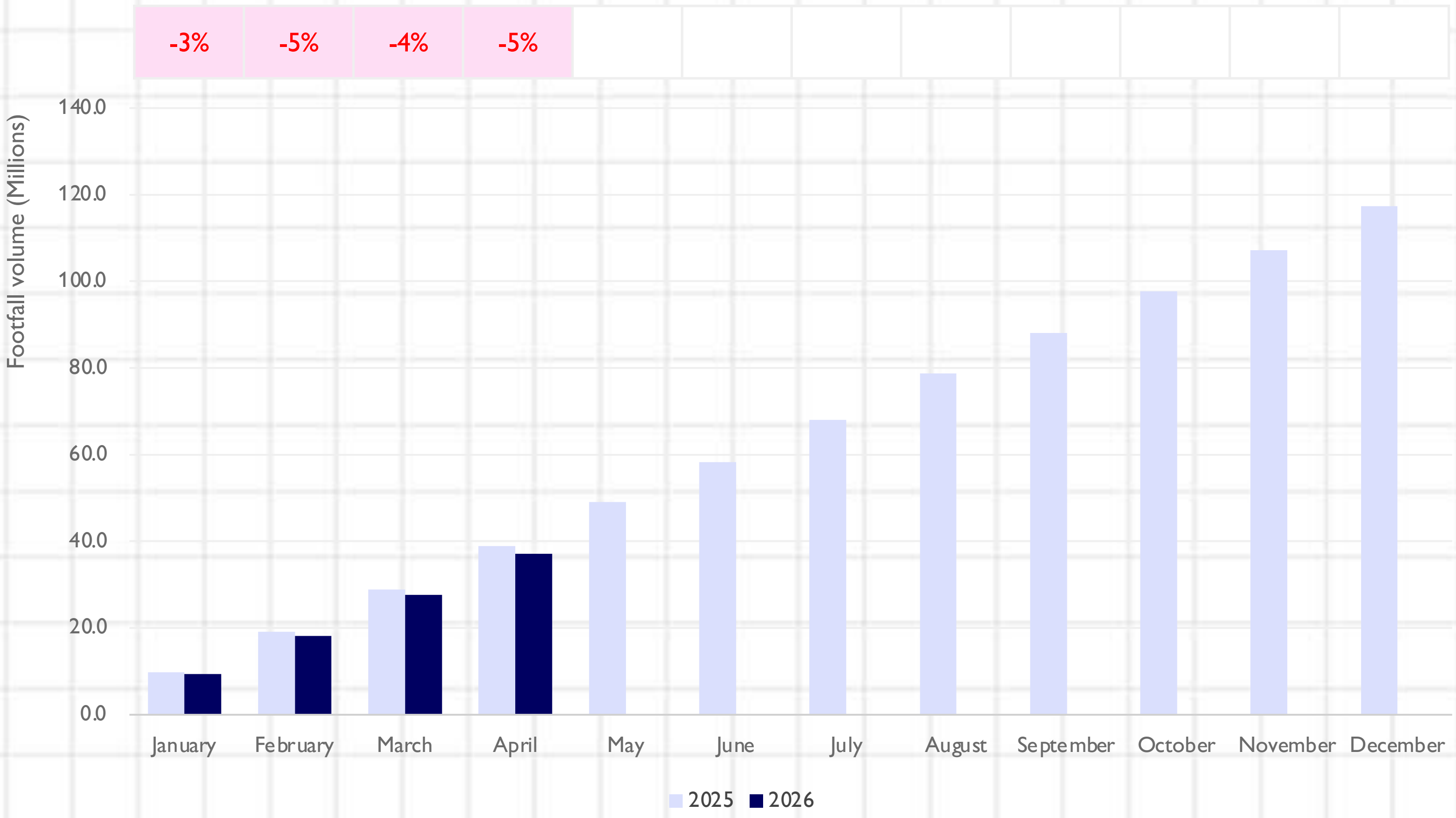
HOL AREA

**-4.6%**

YtD

Recent macro-economic pressures have potentially had an impact on visit behaviors of social and leisure visitors in 2026, with rising fuel and household costs impacting consumers' discretionary spend and travel decisions.

**HOL Area** | Year-to-Date Visit Performance

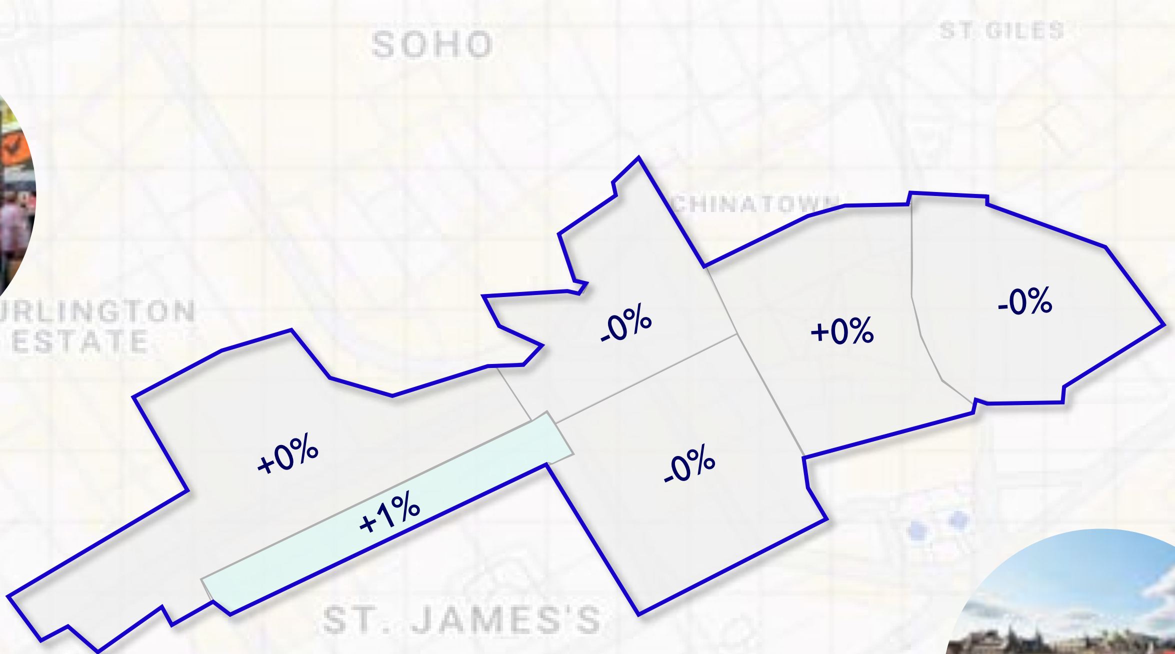


# CONSISTENT VISIT VOLUMES MONTH-ON-MONTH ACROSS HOL AREA AND BETWEEN DISTRICTS

HOL AREA

**-0.5%**

month-on-month

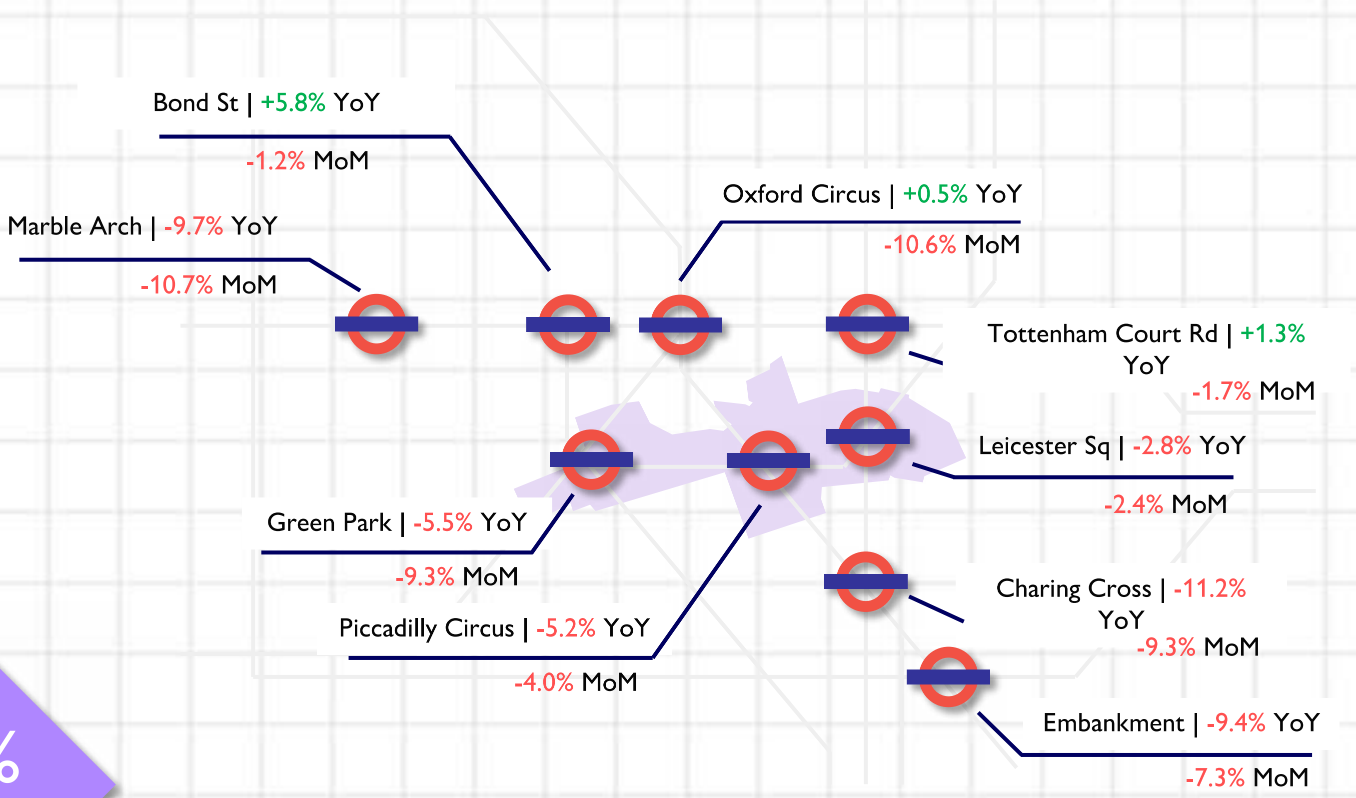



- Despite similar trends between districts MoM, performances across the area are likely to have been impacted by different influences.
- Tourist-led districts have perhaps been more impacted by economic factors influencing social trips, while worker-led districts growth saw a dip in visits due to TfL strikes in April.

# INCREASED VISIT DENSITY HOTSPOTS AROUND STATIONS & ALONG MAJOR STREETS ACROSS HOL AREA

# HOL AREA STATION USAGE SAW SIMILAR RATES OF DECLINE TO VISIT VOLUMES, IMPACTED BY TFL STRIKES IN APRIL 2026

- TfL station usage across the HOL area was broadly in line with wider visit trends, also down around 5% YoY.
- The tube strikes had a clear impact later in the month, with station usage falling by 38% on strike days. Elizabeth line stations were the most resilient, with Bond Street and Tottenham Court Road both seeing YoY growth.
- Elizabeth line stations were the most robust during April; Bond St (+5.8%) and Tottenham Court Rd (+1.3%) saw further uplift YoY, with passengers increasing the use of this service particularly during the week of strikes.




Decrease in usage from stations within HOL area in April 2026 vs. April 2025[1]

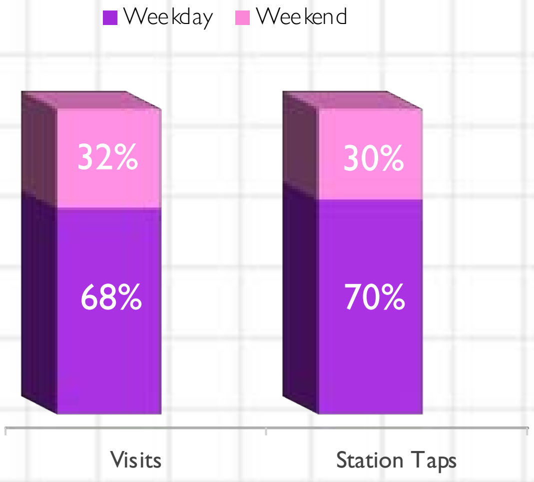
**-4.5%**
YoY

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

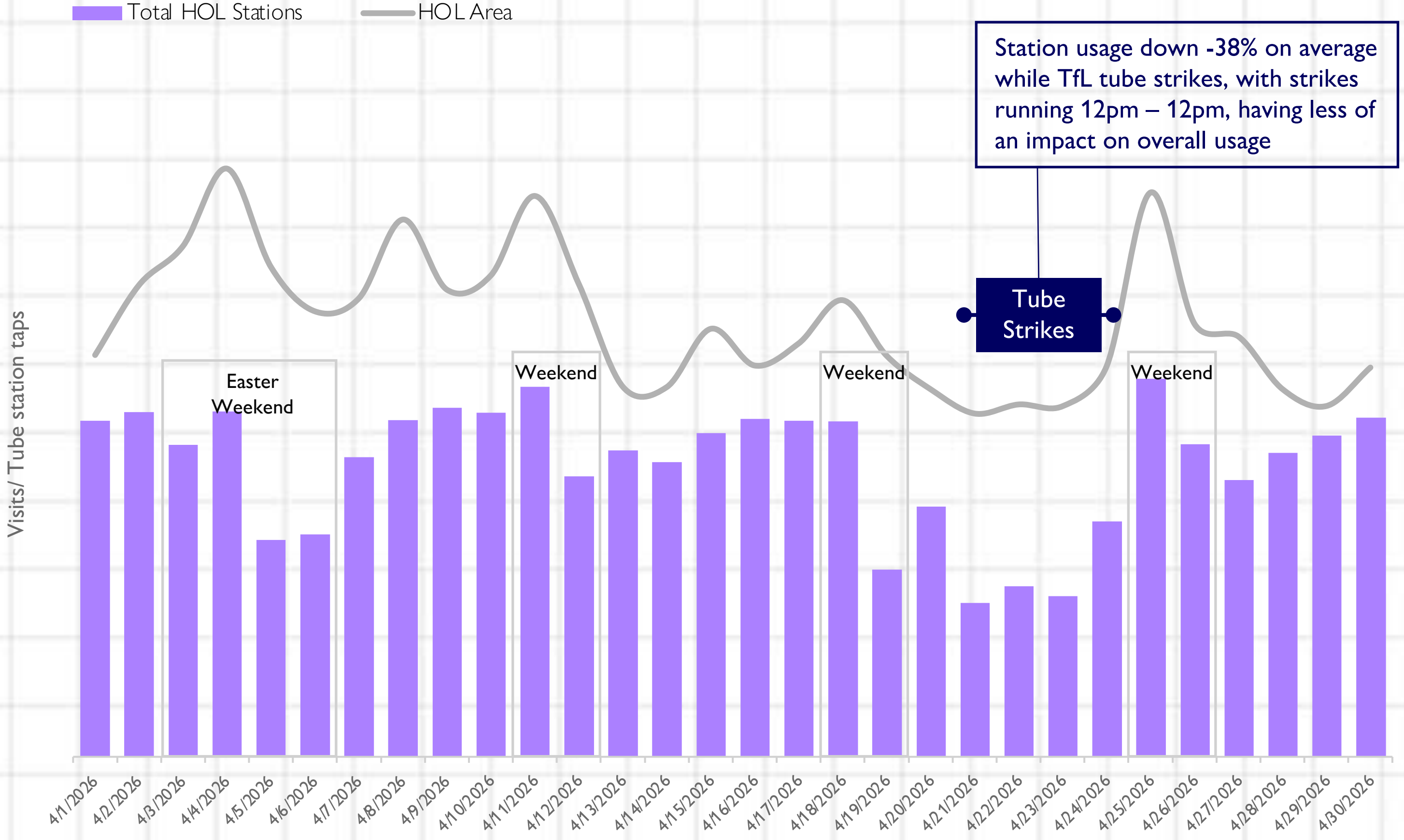
# STATION USAGE REFLECTS WIDER HOL AREA VISIT TRENDS, WITH DECLINE IN W/C 20TH APRIL

- Visit performance closely mirrored TfL station usage across the HOL area, with Saturdays seeing the strongest activity.
- This reflects the importance of station access in supporting visits to the area.

**Visit & TfL Usage** | Weekday vs Weekend



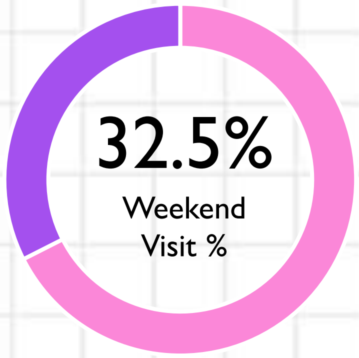

**Footfall vs. TfL Usage** | April 2026



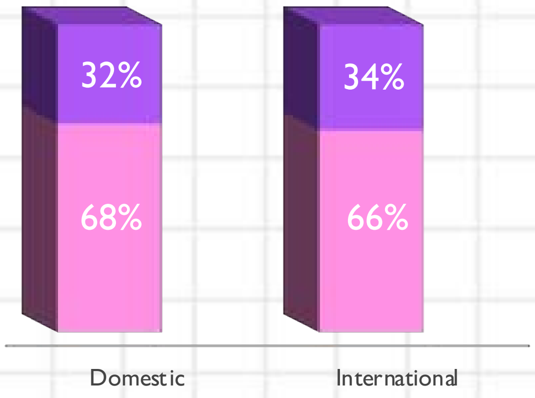

[1] Stations within HOL Area: Leicester Sq, Piccadilly Circus, Green Park

# DESPITE SCHOOL HOLIDAYS, HOL AREA STILL SAW STRONG WEEKEND VISITATION IN APRIL

**HOL Area** | Weekday vs Weekend



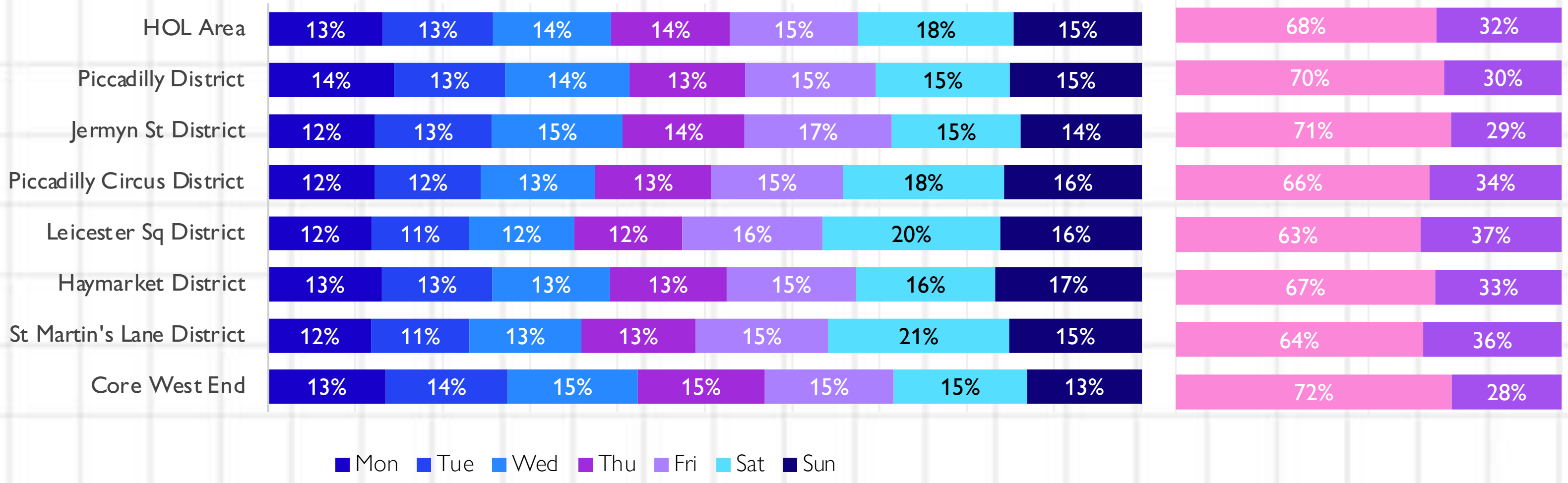

**Visitor Origin** | Weekday vs Weekend




- The weekly pattern of visits was broadly consistent with April 2025, with a slight increase in weekday share and a weekend profile that remained well above the Core West End average. Tourist-led districts showed the strongest weekend bias, with 37% of Leicester Square District visits taking place at the weekend.

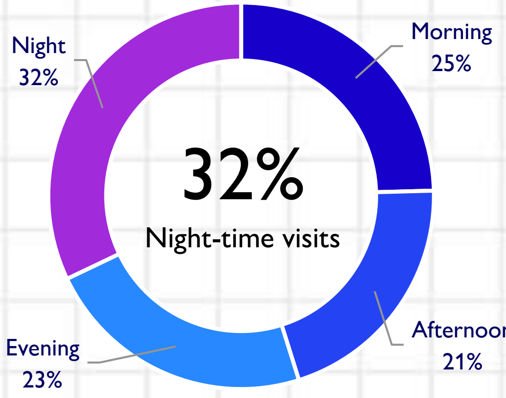
**Daily Visit Distribution** | District-Level

Weekday vs Weekend



# INCREASED NIGHT-TIME VISITS ACROSS HOL AREA VS. WIDER CORE WEST END

**HOL Area |** Visitors by Time Band

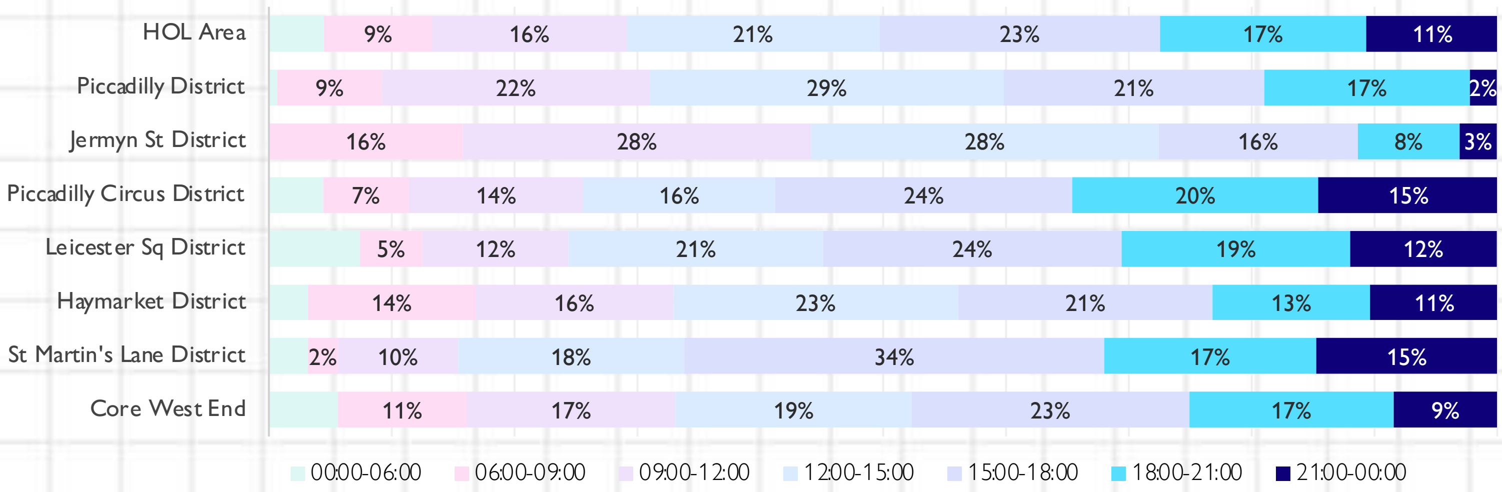



MOM

**-3%**
share of night-time visits

**28%**
HOL area visits post-6pm

**Hourly Visit Distribution |** District-Level

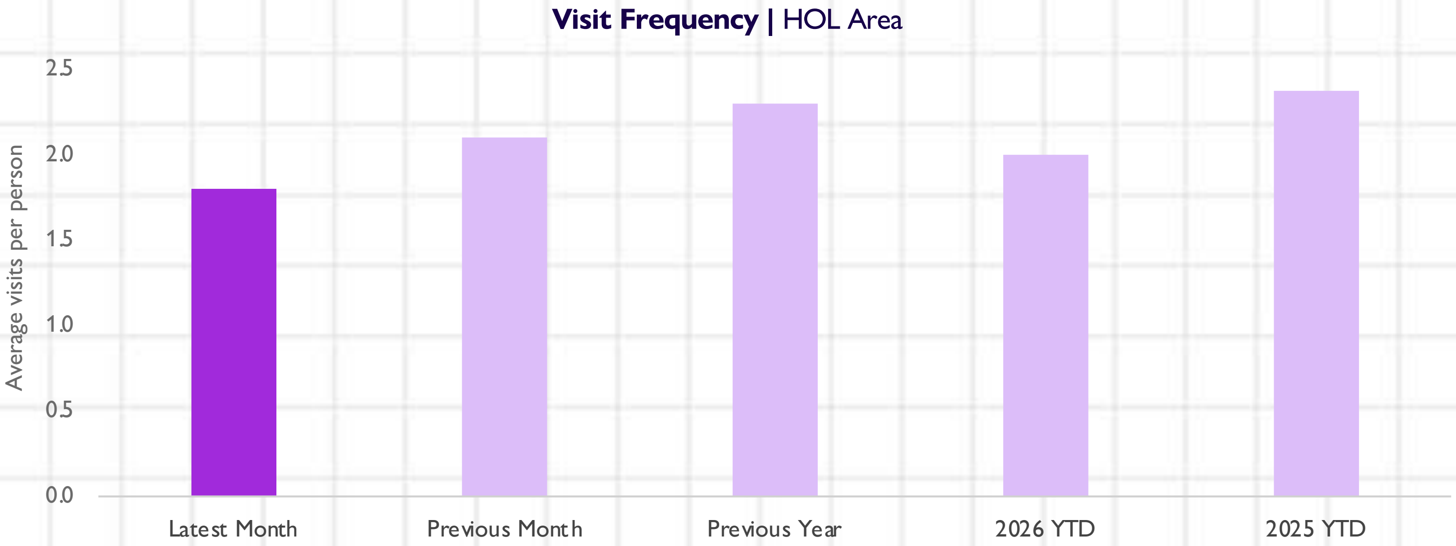



- Night-time visits were slightly lower in April, possibly because the school holidays supported more daytime social and leisure activity. More leisure-focused districts, including Piccadilly Circus and St Martin’s Lane, continued to capture a higher share of evening visits, with 35% of Piccadilly Circus visits taking place after 6pm.

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

# LOWER VISIT FREQUENCY IN APRIL, REFLECTING MORE INFREQUENT SOCIAL VISITORS DUE TO EASTER

- The average visitor came to the HOL area 1.8 times in April, down slightly from the previous month. This reflects a shift towards more infrequent social and leisure visitors, alongside the impact of the tube strikes on worker volumes.




Visit Frequency
Average visits per person

LATEST MONTH
**1.80**
average visits

VS. PREVIOUS MONTH
**-0.30**
average visit frequency

VS. PREVIOUS YEAR
**-0.50**
average visit frequency

# INCREASED VISITOR DWELL YEAR-ON-YEAR, WHILE MONTH-ON-MONTH DECLINE DRIVEN BY REDUCED WORKERS

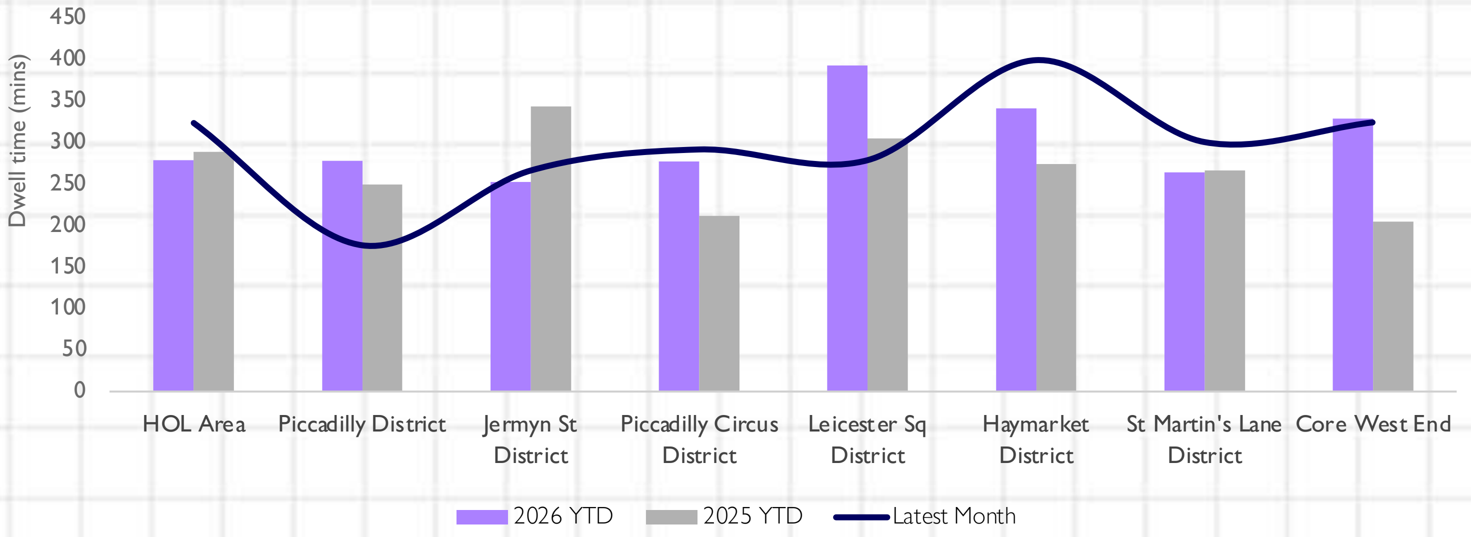
- Average visitor dwell time increased YoY in April, although it was slightly lower than in March.
- This reflects a modest reduction in worker volumes and a stronger share of social and leisure visits due to Easter bank holiday and school holidays.

| 5hrs 23mins Latest month average dwell | -28 mins MoM | +34 mins YoY | +44 mins vs. YTD |
|---|---|---|---|

**Average Visit Dwell**
Weekday vs Weekend

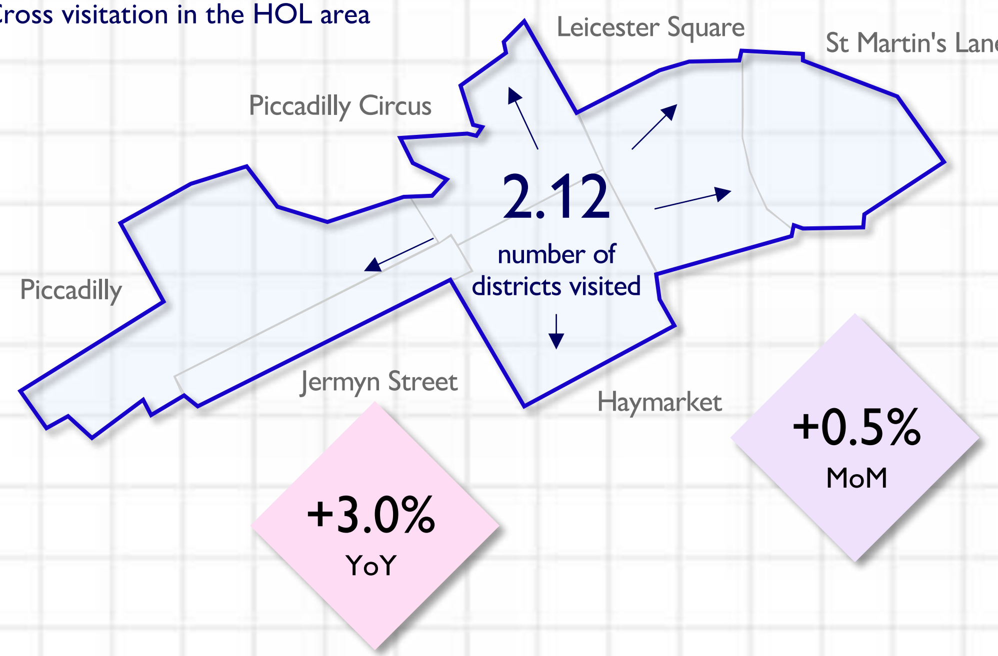

**Average Dwell** | District-Level

| Latest Month | 5h 23m | 2h 56m | 4h 26m | 4h 51m | 4h 38m | 6h 39m | 5h 0m | 5h 24m |
|---|---|---|---|---|---|---|---|---|



# INCREASED CROSS-VISITATION & SHARE OF VISITORS 'ACTIVELY' ENGAGING WITH THE AREA IN APRIL

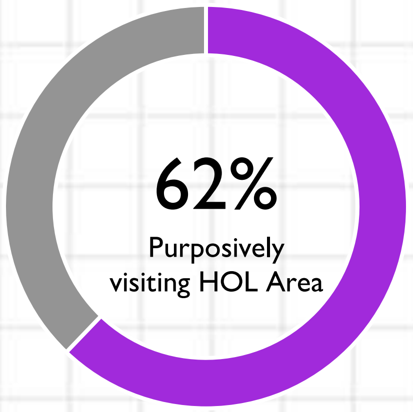
Cross visitation in the HOL area



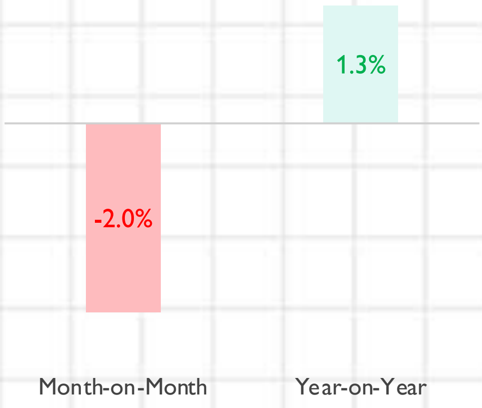

- Cross visitation helps understand the number of visitors visiting multiple districts per trip across the HOL area.
- Average visitor to HOL area visited 2.12 districts during their trip in April 2026.

- Alongside increased cross-visitation between districts, which reflects greater social and leisure visits with less trip-focused behaviours, there was also +1.3% growth in the share of footfall that actively engaged with the area in April.
- 'Visiting' / 'Actively Engaging' refers to footfall that purposively stopped & dwelled across the area, rather than passing directly through. In April, nearly two-thirds of visitors across the HOL area actively engaged during their visit.

**Visiting vs. Passing Footfall**




**Visiting Footfall**



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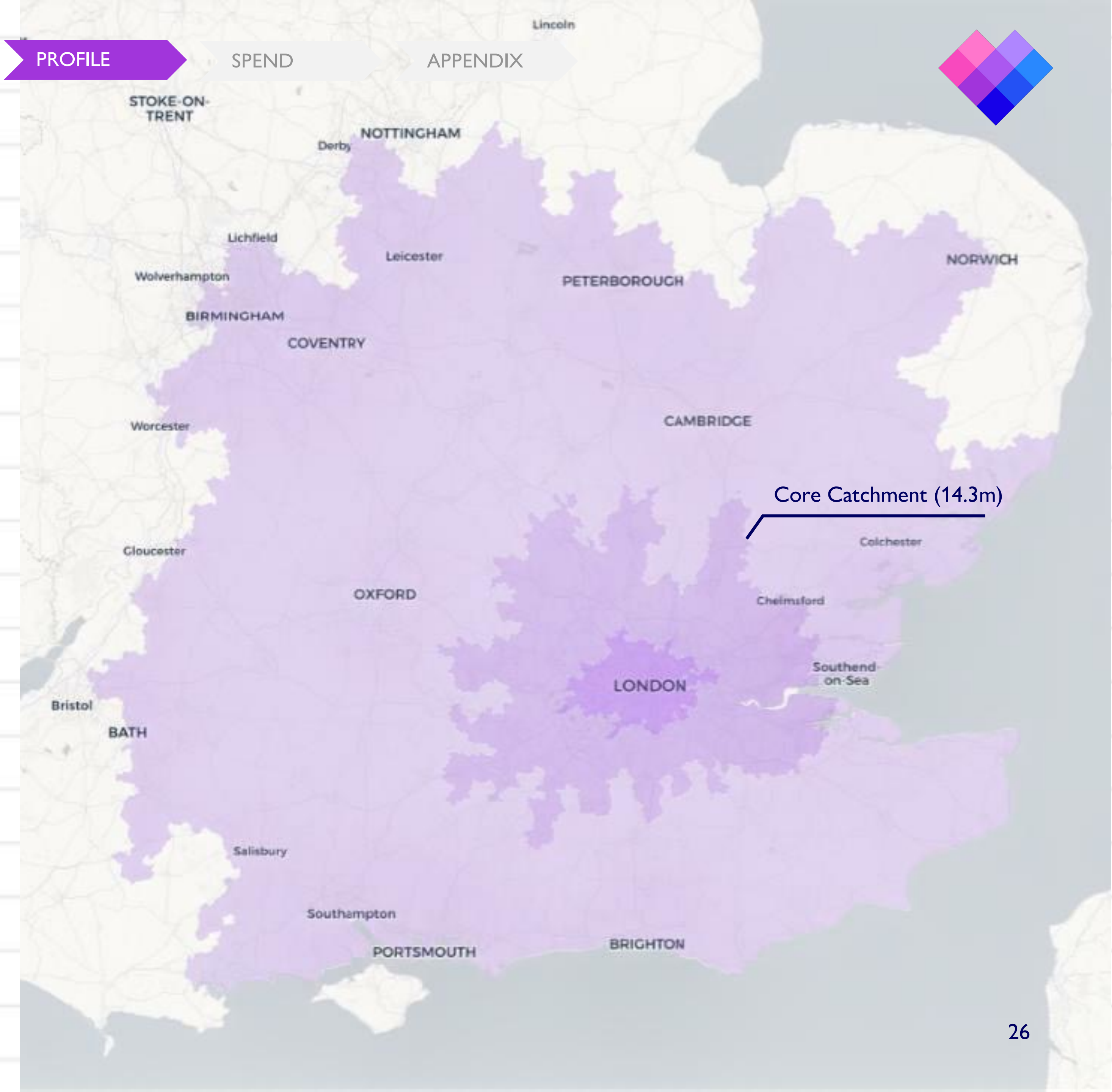
# HOL AREA DOMESTIC CATCHMENT

**14.3m** core catchment population

**31.5m** total catchment population

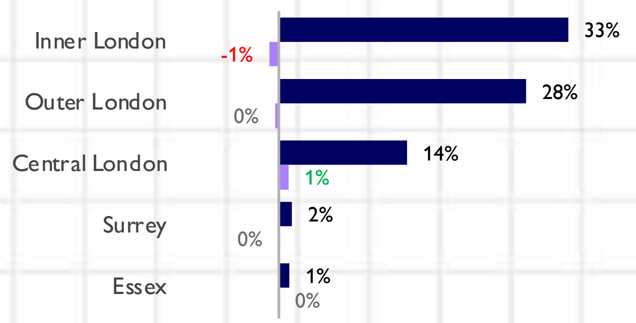
| Catchment Band | Population (millions) |
|---|---|
| Primary | 6.3m |
| Secondary | 8.0m |
| **Core Catchment** *(75% of visitors)* | **14.3m** |
| Tertiary | 17.1m |
| **Total Catchment** *(90% of visitors)* | **31.5m** |

Source: HUQ

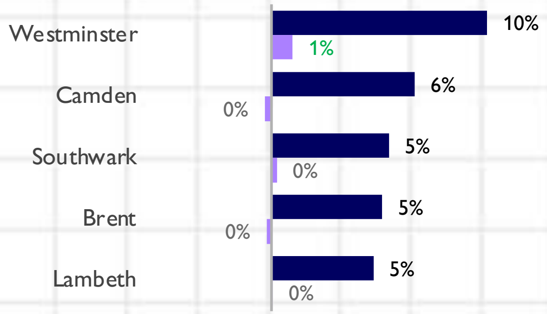


# ~50% VISITORS FROM WITHIN CENTRAL & INNER LONDON IN APRIL

**Share of Visits** | Top 5 Counties

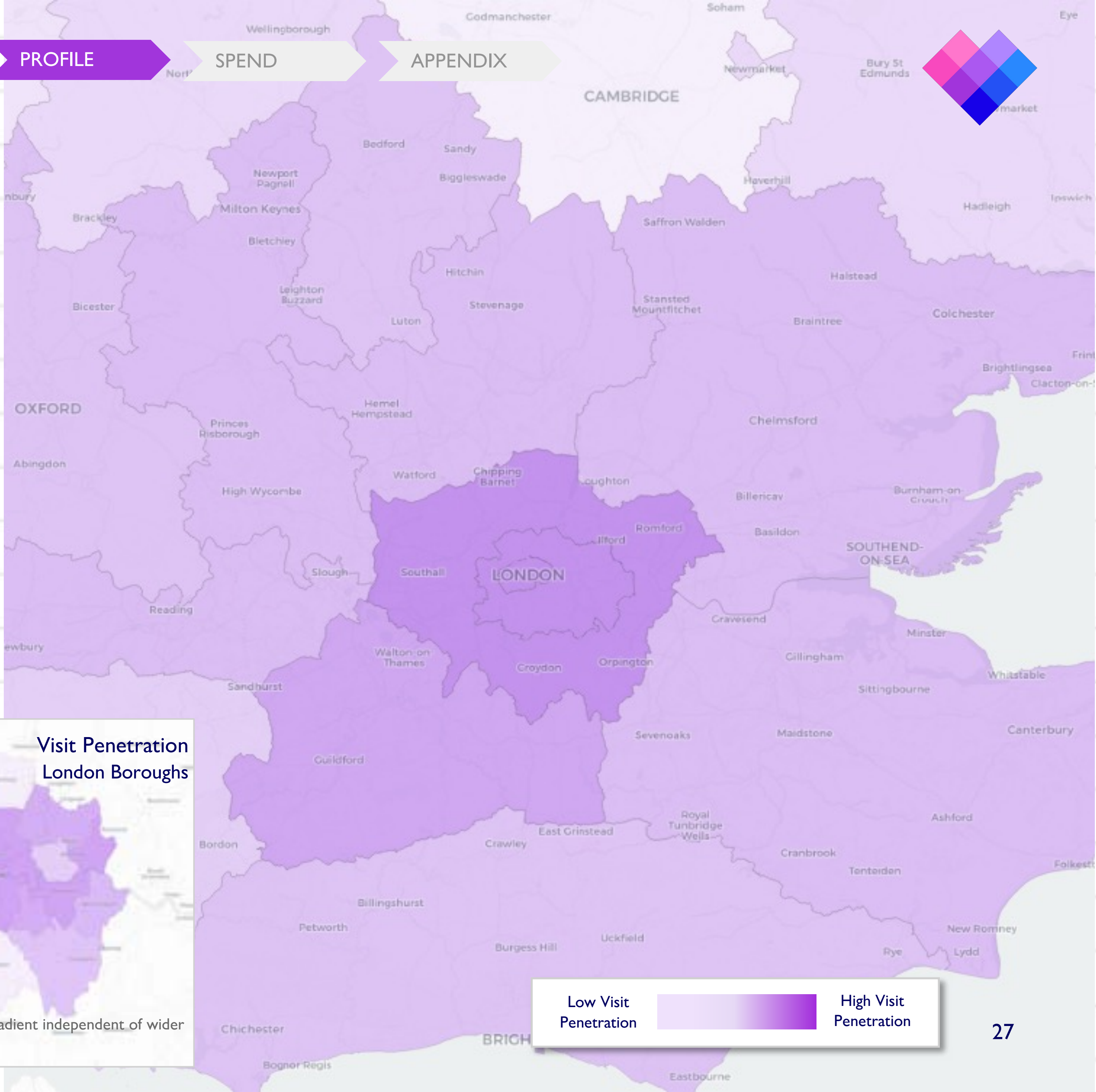



**Share of Visits** | Top 5 Boroughs




Visit Penetration
London Boroughs

London Boroughs Penetration gradient independent of wider catchment penetration change

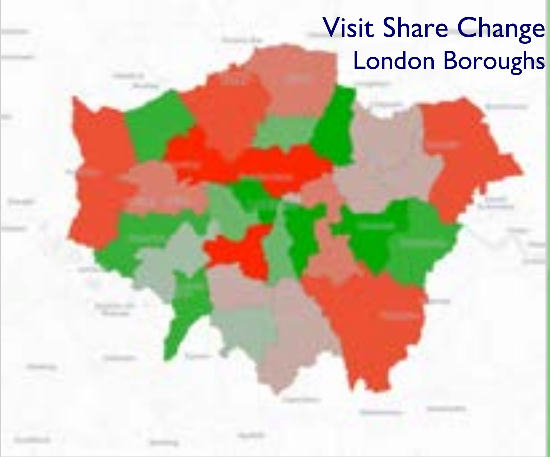


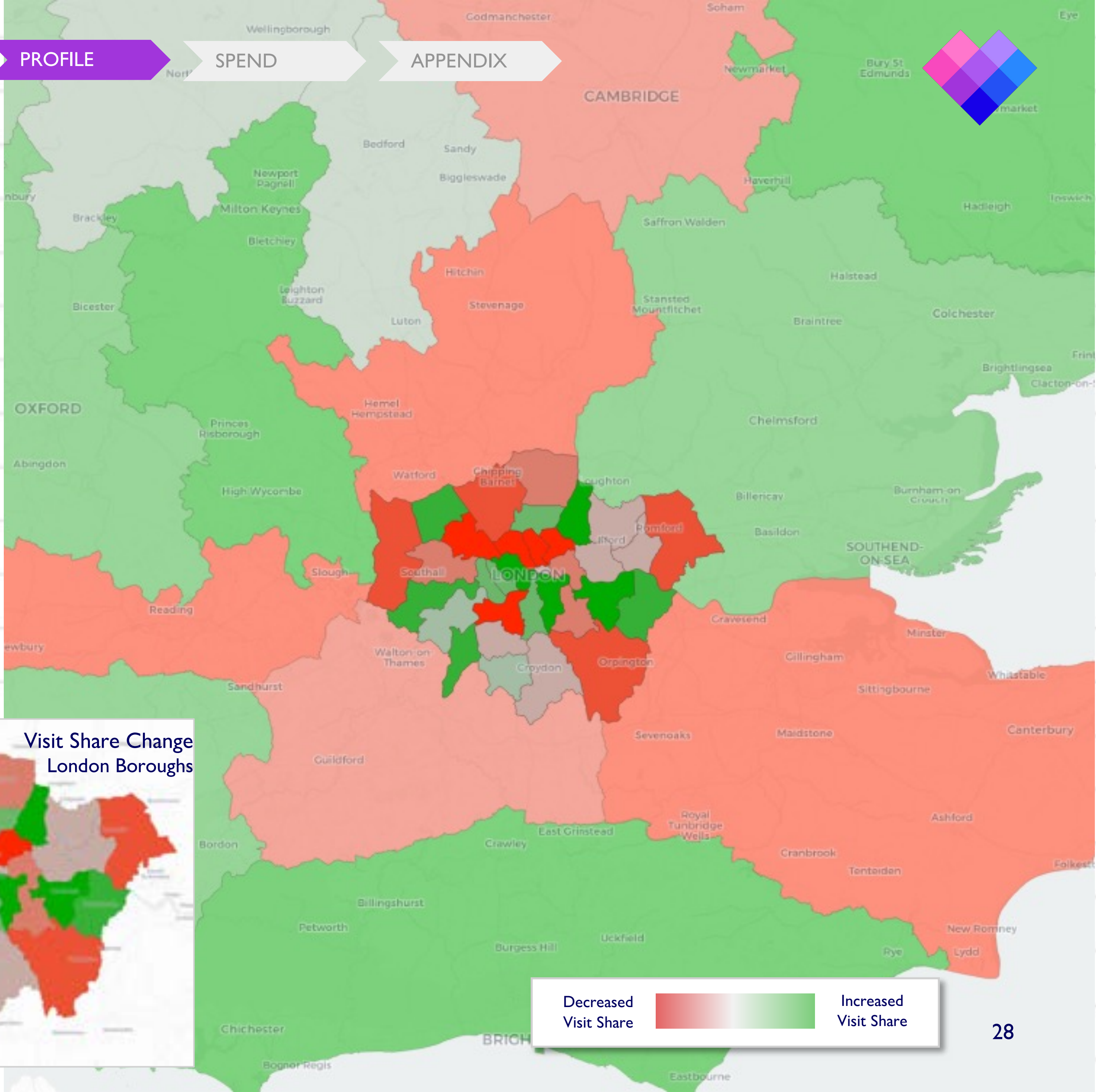

Penetration refers to % of population from a zone that visits HOL area

# DECREASED SHARE OF VISITS FROM PRIMARY CATCHMENT (-0.6%)

- HOL area's pull-in saw a +0.4% increase in April with increased social and leisure visits across Easter bank holiday weekend and during school summer holidays capturing a greater share of infrequent visitors from further afield.
- This meant the share of visits to the HOL area from within its core catchment saw slight decline (-0.6%) in April MoM.

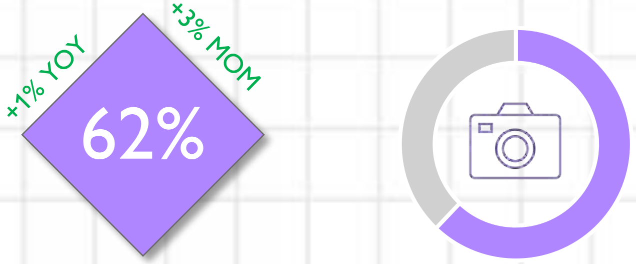
| Catchment Band | Apr-26 Visit % | Change vs. previous month |
|---|---|---|
| Primary | 64.2% | -0.6% |
| Secondary | 15.6% | +0.1% |
| **Core Catchment** *(75% of visitors)* | **79.8%** | **-0.6%** |
| Tertiary | 4.9% | +0.2% |
| **Total Catchment** *(90% of visitors)* | **84.8%** | **-0.4%** |
| *Pull-In* | 15.2% | +0.4% |



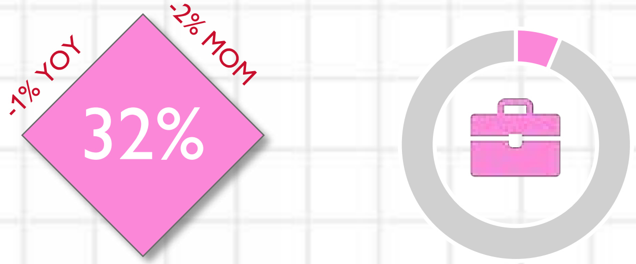



# INCREASED SHARE OF DOMESTIC VISITORS DRIVEN BY EASTER BANK HOLIDAY & SCHOOL HOLIDAYS

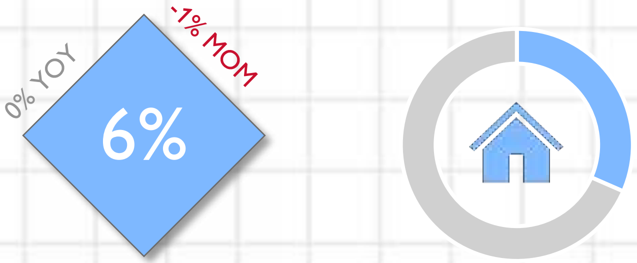
Visitor




Worker

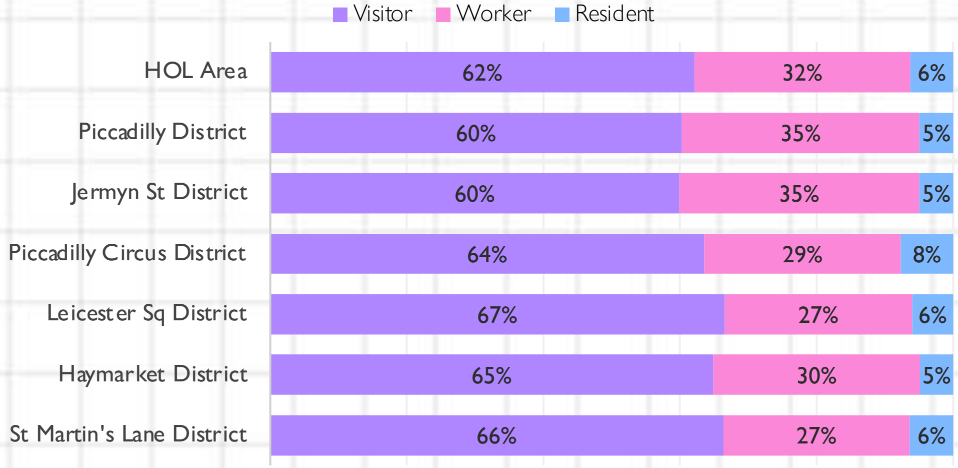



Resident




- The share of domestic visitors increased slightly in April, up 1% YoY and 3% MoM, with growth seen across every district versus March.
- This shift reflects a more social and leisure-focused visitor mix, replacing some of the worker share across the area as Easter and the school holidays influenced trip behaviour, and as the tube strikes likely affected commuter travel from further afield.
- See page 47 for visitor group definitions.

**Visitor Mix** | District-Level

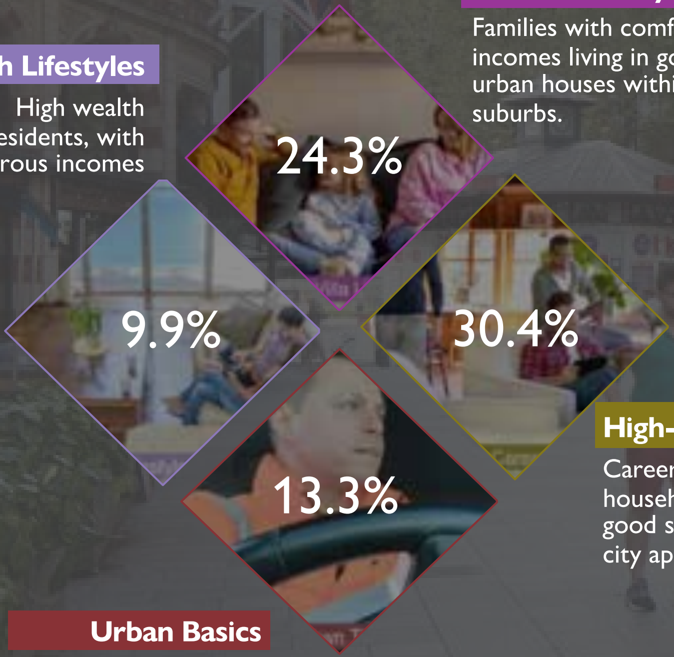



| Year-on-Year | | | Month-on-Month | | |
|---|---|---|---|---|---|
| **Vis.** | **Wrk.** | **Res.** | **Vis.** | **Wrk.** | **Res.** |
| +1% | -1% | 0% | +3% | -2% | -1% |
| +3% | -2% | 0% | +2% | -2% | 0% |
| +3% | -3% | 0% | +2% | -2% | 0% |
| +2% | -1% | -1% | +2% | -2% | -1% |
| +1% | -1% | 0% |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

Anonymised and aggregated by BT, via the High Streets Data Partnership | Visitor Mix definition in Appendix

Change in mix is calculated via percentage point change

# HOL AREA MOSAIC VISITOR PROFILE BIASED TOWARD 4 KEY GROUPS



**Successful City Families** – 24.3%

Families with comfortable incomes living in good quality urban houses within big city suburbs.

**Lavish Lifestyles** – 9.9%

High wealth residents, with generous incomes

**High-flying Metropolitans** – 30.4%

Career-focused young households rewarded with good salaries, living in desirable city apartments.

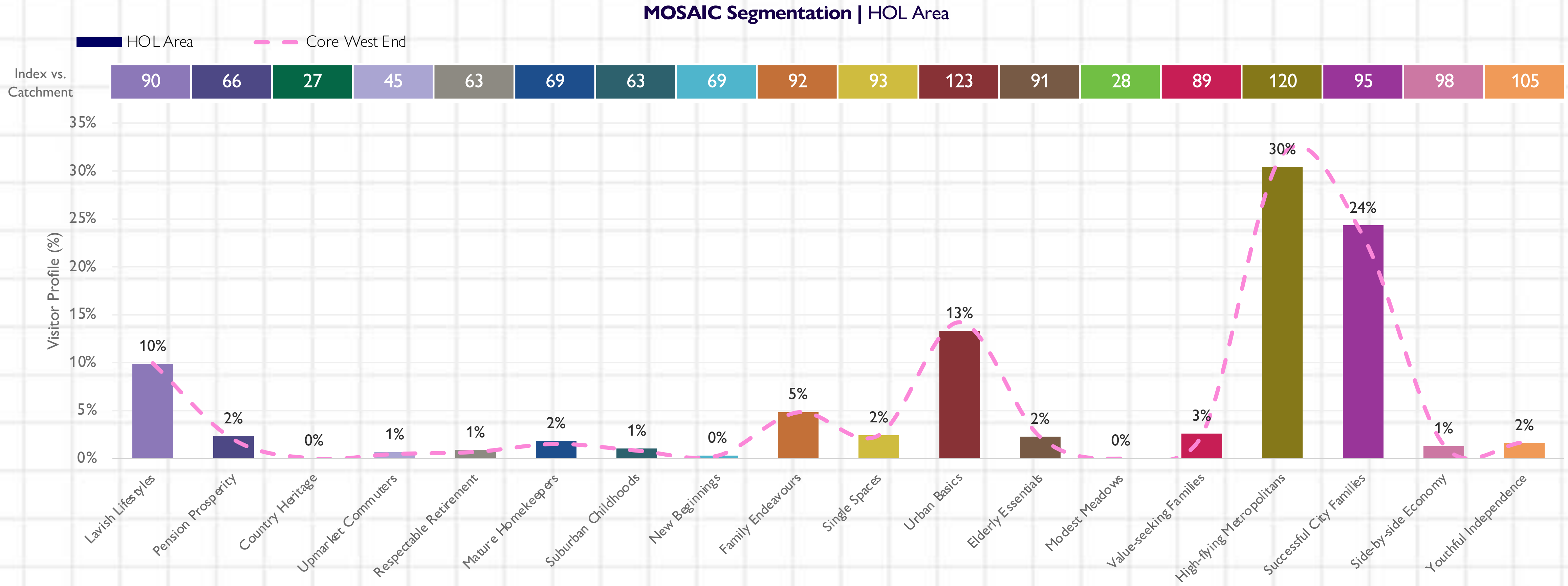
**Urban Basics** – 13.3%

Tenants with minimal cash to spare, living in small social flats or houses within urban locations.




See Page 48 for Mosaic Segmentation definitions

# HOL AREA VISITOR PROFILE IN APRIL REFLECTS A SIMILAR VISITOR TO WIDER CORE WEST END PROFILE

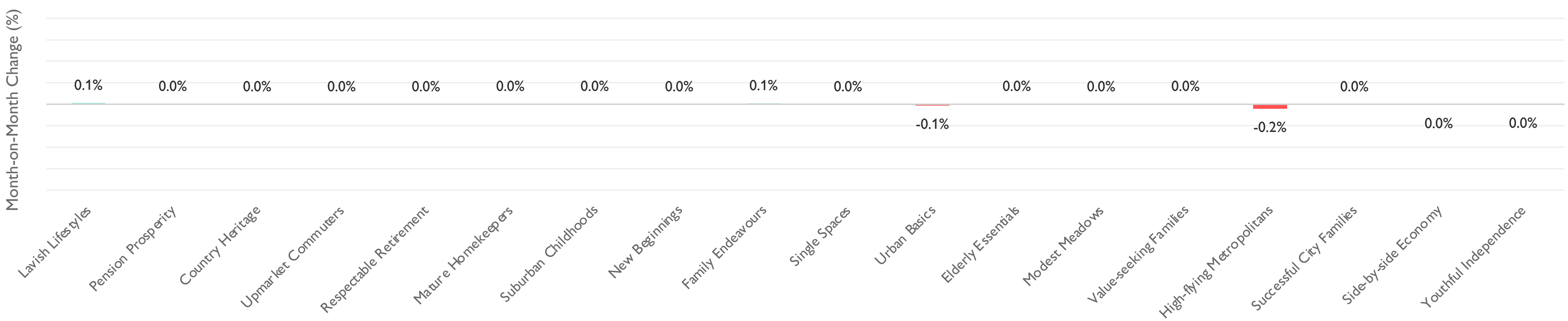



See Page 48 for Mosaic Segmentation definitions

Index vs. catchment denotes the propensity for HOL area to capture visitors from each group relative to their presence in the base catchment; i.e. index of 120 reflects +20% more likely to visit
Experian MOSAIC | Detailed descriptions of all groups in appendix

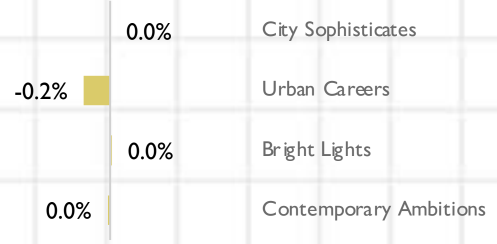
# CONSISTENT MOSAIC VISITOR PROFILE IN APRIL MONTH-ON-MONTH

**MOSAIC Segmentation** | Month-on-Month Change




2nd Highest Visitor Share Group

High-Flying Metropolitans
MoM Change




- Relatively consistent share of visits from High-Flying Metropolitan types month-on-month,
- Slight decline in 'Urban Careers' – reflecting impact of TfL tube strikes & Easter school holidays.

1st Highest Visitor Share Group

Successful City Families
MoM Change


- Share of visits from Successful City Families types was consistent month-on-month.
- Each type saw a similar share of visits within April, with this group being a core visitor group across HOL area.

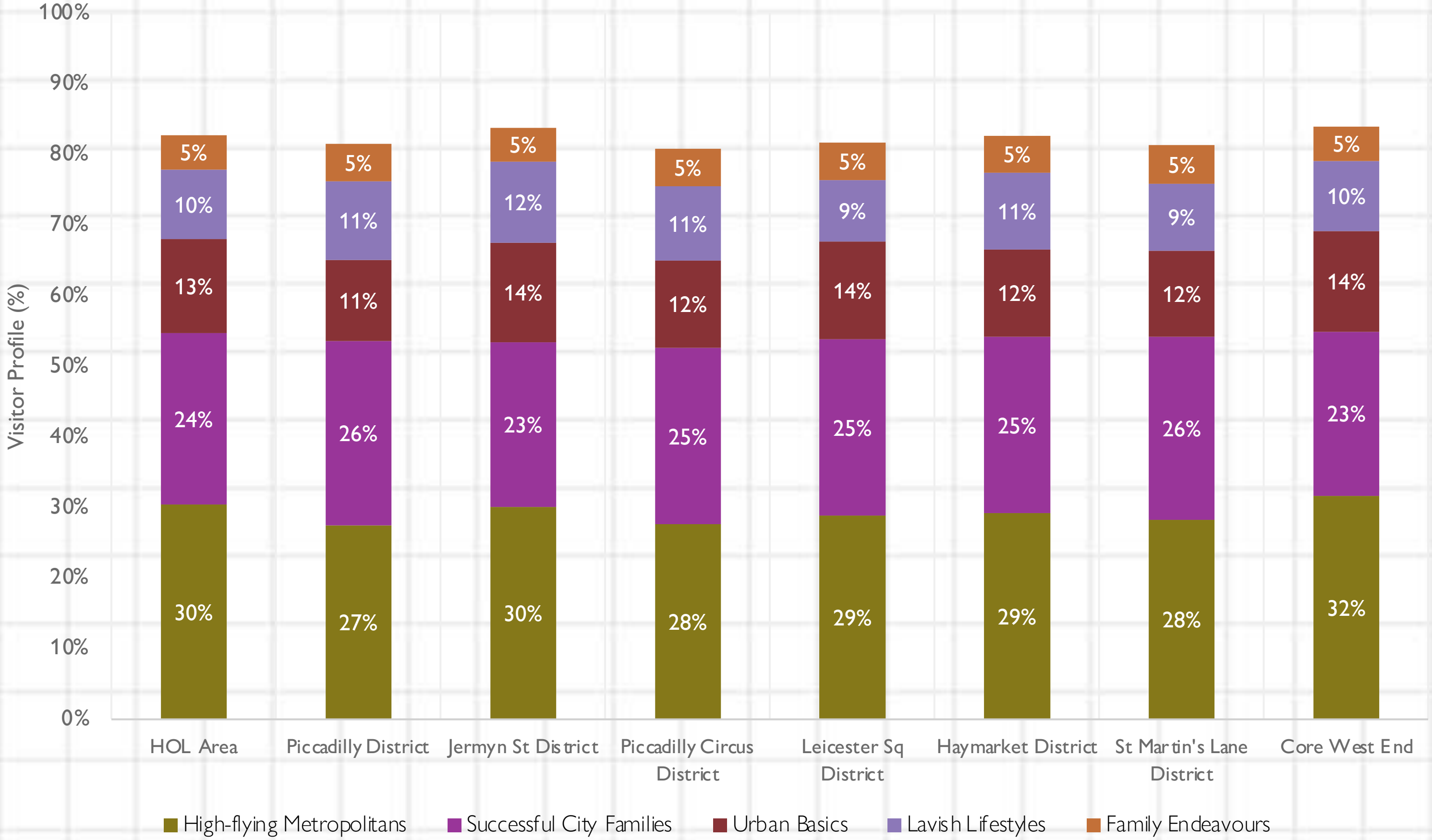
Experian MOSAIC | Detailed descriptions of all groups in appendix

# SLIGHTLY MORE DISTRIBUTED MOSAIC PROFILE IN APRIL

- Slight decline in the share of visitors from HOL area's dominant 5 MOSAIC profile groups, with all but one HOL district seeing decline month-on-month.
- While overall profile remained relatively similar, this reflects a slight shift to a more distributed demographic in April, indicative of greater pull-in during Easter holidays.

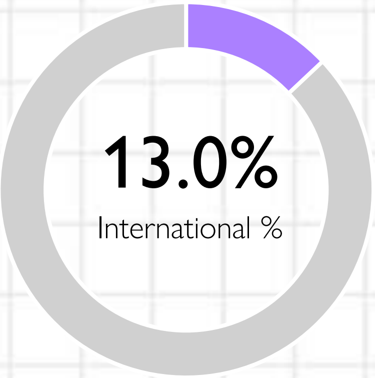
| Area | Visitors from HOL Area's Top 5 Groups | Month-on-Month |
|---|---|---|
| HOL Area | 82.7% | -0.1% |
| Piccadilly District | 81.5% | 0.0% |
| Jermyn St District | 83.8% | -0.5% |
| Leicester Sq District | 80.8% | -0.3% |
| Piccadilly Circus District | 81.7% | -0.2% |
| St Martin's Lane District | 82.6% | -0.5% |
| Haymarket District | 81.3% | -0.3% |
| *Core West End* | *83.9%* | *+0.1%* |

**HOL Area's Top 5 Groups** | District-Level




Experian MOSAIC | Detailed descriptions of all groups in appendix

# UPLIFT IN SHARE OF INTERNATIONAL VISITORS BOTH MONTH-ON-MONTH & YEAR-ON-YEAR IN APRIL




HOL AREA
+0.4%
MoM

HOL AREA
+4.1%
YoY

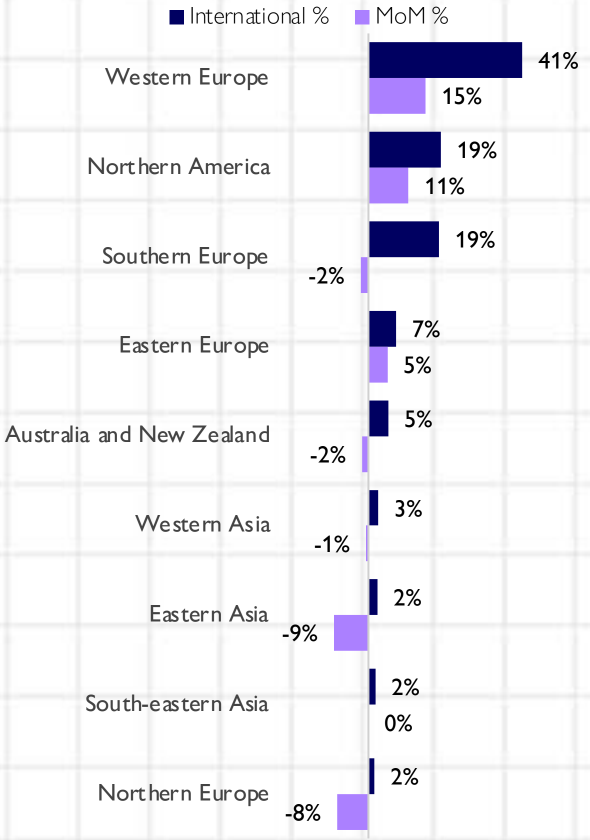
- International visitors made up 13% of all visits in April, up 0.4% MoM and 4.1% YoY. Growth was seen in every district, with the highest international share continuing to come from more tourist-focused areas such as Leicester Square and St Martin’s Lane.
- These districts also recorded some of the strongest YoY growth in overseas visitation.

| Area | International Mix (%) | Month-on-Month | Year-on-Year |
|---|---|---|---|
| **HOL Area** | **13.0%** | **+0.4%** | **+4.1%** |
| Piccadilly District | 13.0% | +0.6% | +5.1% |
| Jermyn St District | 13.4% | +0.7% | +6.1% |
| Leicester Sq District | 17.9% | +0.2% | +6.2% |
| Piccadilly Circus District | 14.9% | +0.5% | +4.4% |
| St Martin's Lane District | 15.2% | +0.9% | +7.7% |
| Haymarket District | 14.1% | +0.3% | +5.4% |
| *Core West End* | 8.4% | +0.1% | +1.7% |

Change in mix is calculated via percentage point change

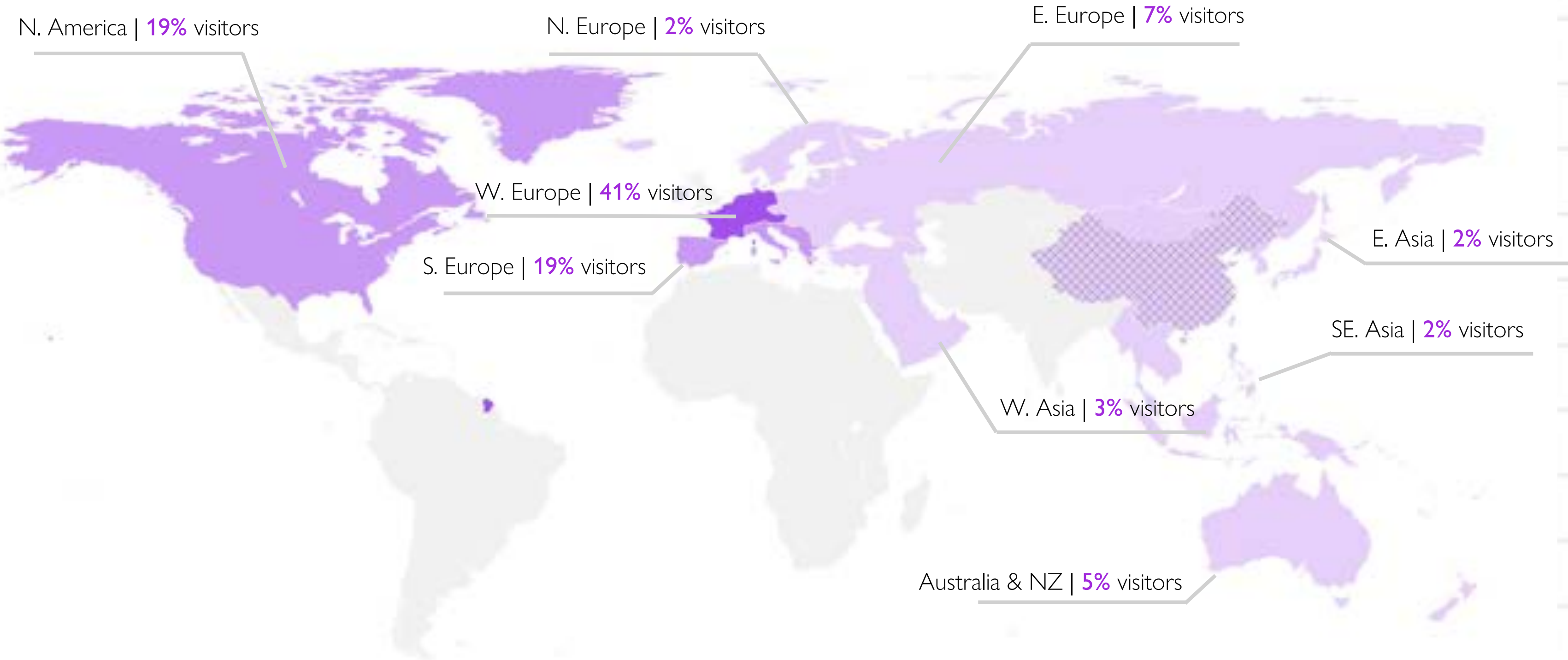
# LESS DISTRIBUTED INTERNATIONAL PROFILE, WITH INCREASED SHARE FROM DOMINANT REGIONS, INCL. EUROPE

**Visit Share** | Top Regions




Share of International Visits (%)

| Europe | 69% (+10% MoM) | N. America | 19% (+11% MoM) |
|---|---|---|---|




Source: HUQ | International data unavailable for China

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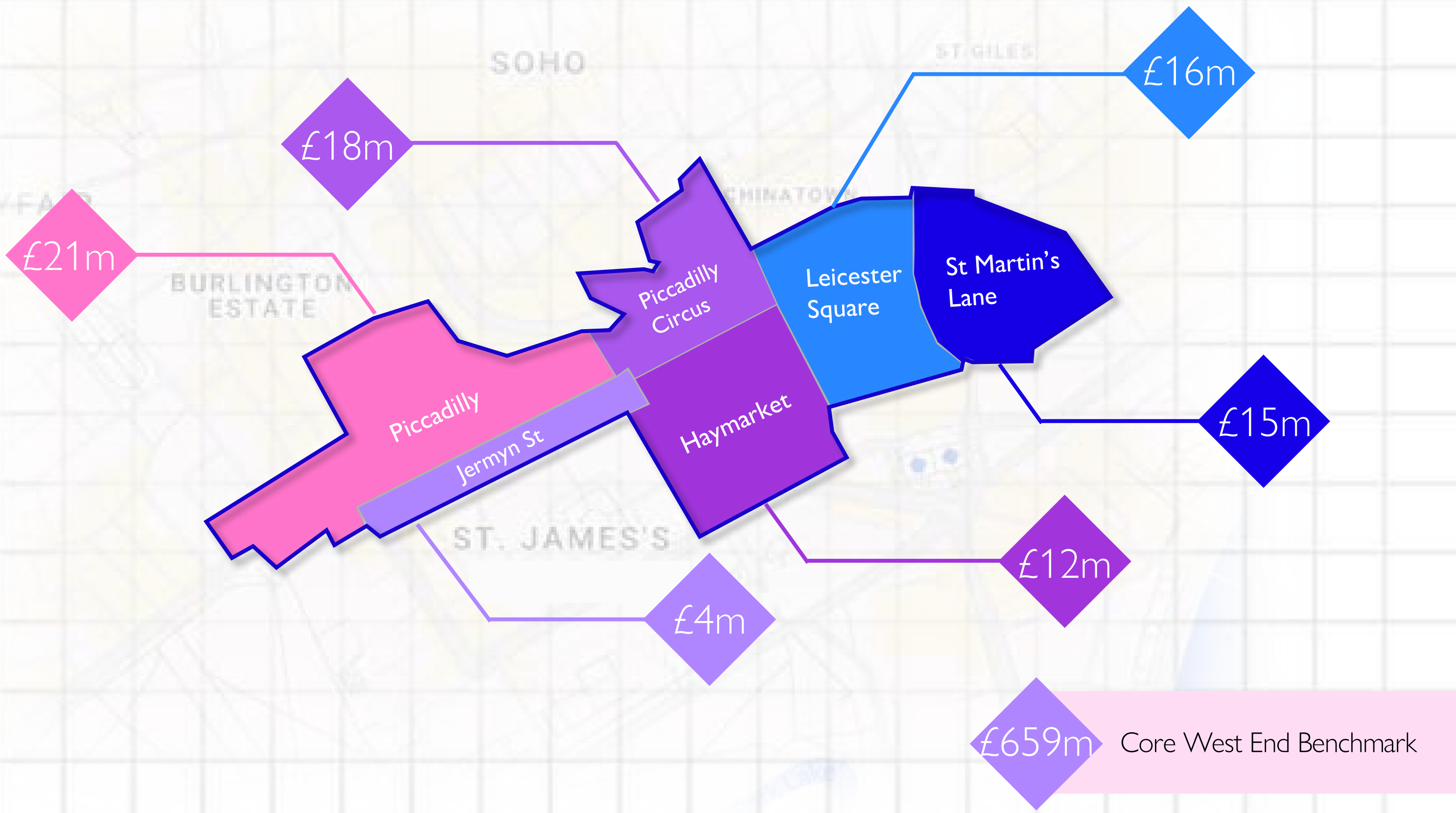
APRIL 2026

# £86.5M SPEND ACROSS HOL AREA DISTRICT IN APRIL 2026

TOTAL SPEND
£86.5m

TRANSACTIONS
3.8m

ATV
£22.74

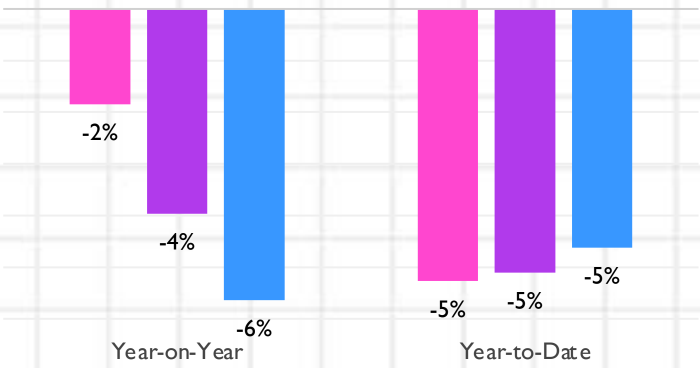



Source: Colliers' analysis, informed by aggregated & anonymised Lloyds Banking Group data
Note: insights are limited to Lloyds Banking Group's retail market share of personal current accounts and credit cards, with multipliers added to reflect real-world total spend performance

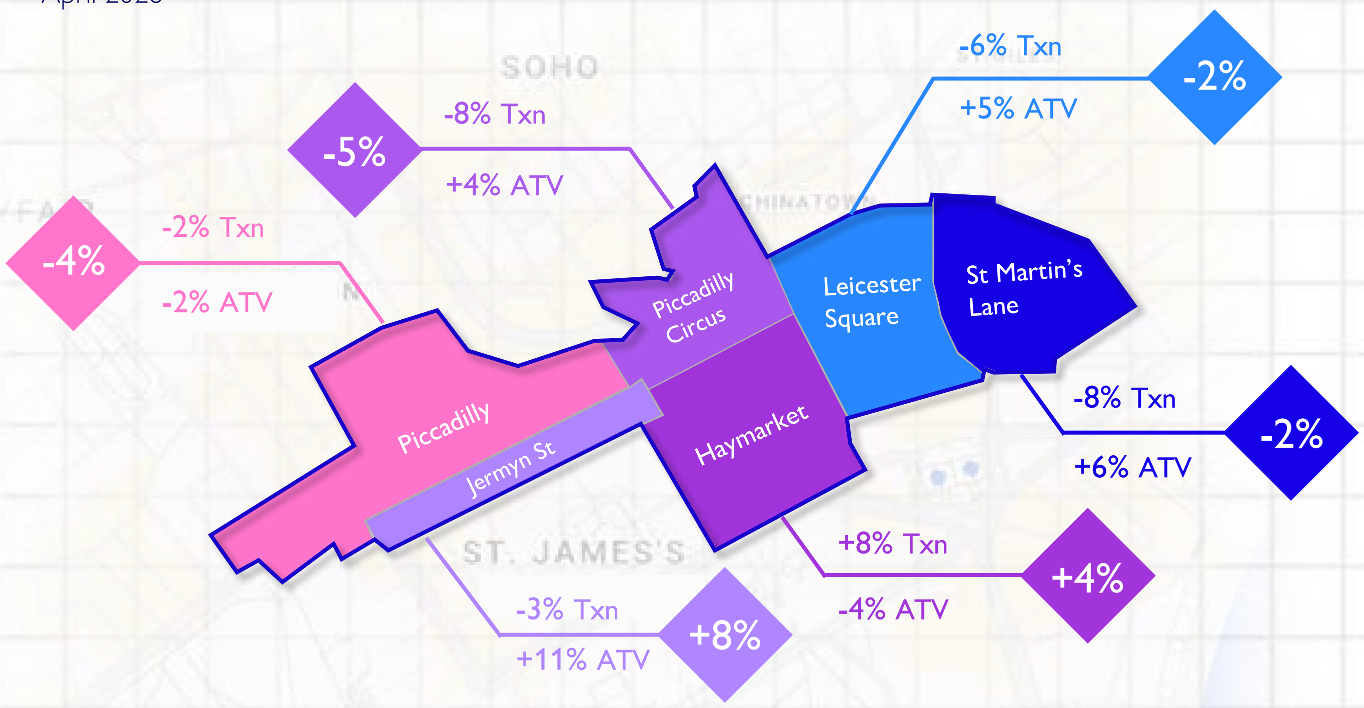
# SOUTHERN DISTRICTS, JERMYN ST & HAYMARKET, SAW MORE ROBUST SPEND PERFORMANCE YEAR-ON-YEAR

- Overall spend across the HOL area fell by 2% YoY in April, which was less severe than the decline in visits. (-6%)
- This was mainly driven by fewer transactions, although spending per transaction increased slightly.
- GfK's UK Consumer Confidence Savings Rate indicator also saw uplift in April, indicative that consumers are increasingly cautious amid wider economic headwinds and changing their spend behaviours.

**Year-on-Year & Year-to-Date**
Spend, Transactions & Visits



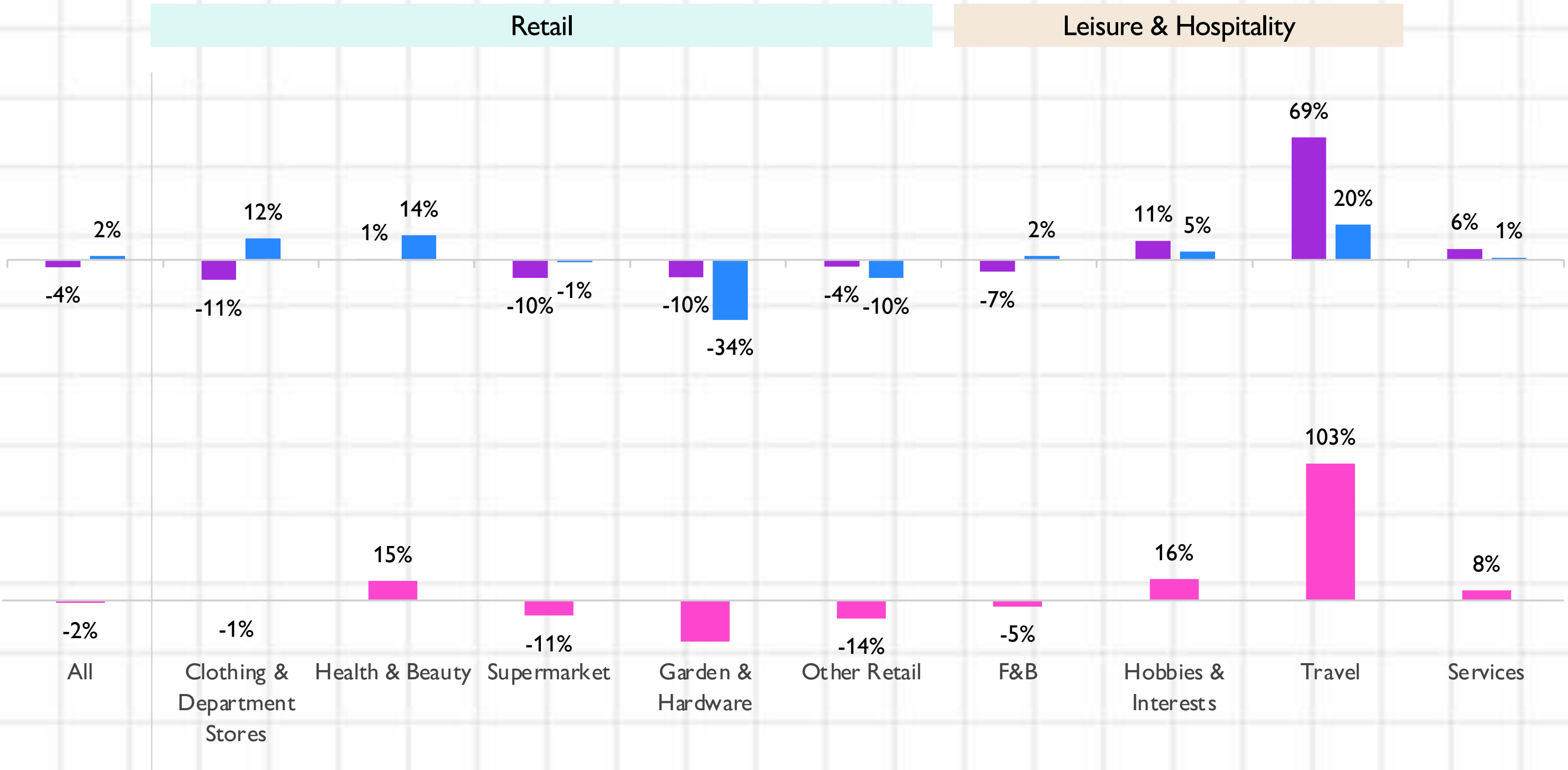

Year-on-Year spend performance
April 2026




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 PERFORMANCE ACROSS CATEGORIES IN APRIL, WITH STRONG UPLIFT IN TRAVEL (INCL. HOTELS) & H&B

HOL Area | YoY Category Performance
Spend, Transactions & ATV

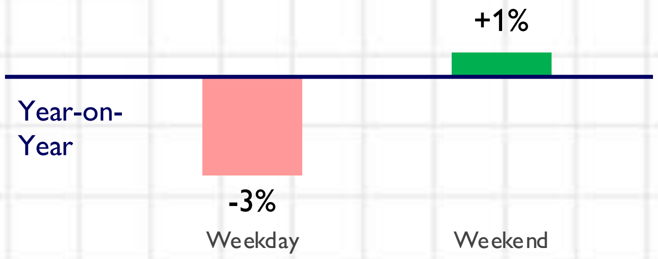



- Spend performance varied by category in April, with Travel, including Hotels, seeing the strongest growth due to higher transactions and higher average values.
- Health & Beauty also continued to perform well, up 15% YoY and 4% YtD.
- Most other retail categories saw lower transaction volumes in April, which weighed on overall spend growth.

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

# STRONG SATURDAY BIAS IN SPEND ACROSS HOL AREA, CAPTURING +48% HIGHER SPEND VS. DAILY AVERAGE

## TOTAL SPEND




- Despite overall -2% decline in spend in April, weekend spend performance saw +1% growth YoY.
- TfL tube strikes, as discussed in previous sections of the report, impacting weekday spend (-3%) in April, with reduced visitor volumes during the week and likely to have a greater impact on discretionary social visits.

**Spend Volume Index |** vs. District Average, where 100 equals daily average

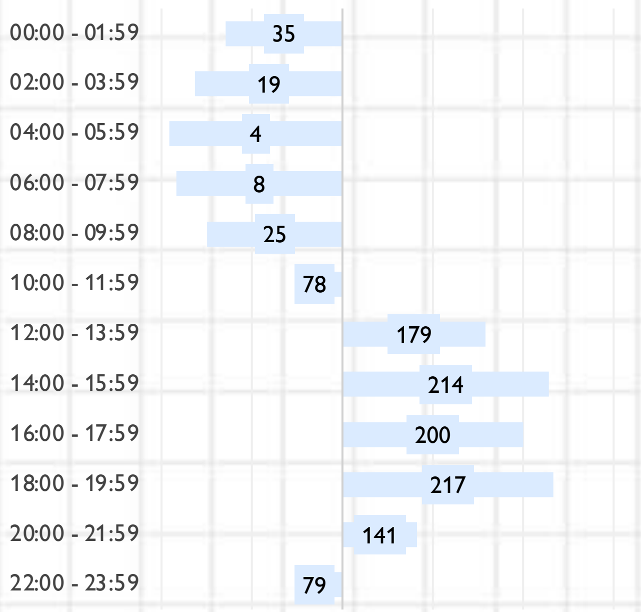
| District | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|---|
| **HOLBA** | **68** | **75** | **110** | **122** | **103** | **148** | **74** |
| Piccadilly District | 82 | 79 | 120 | 145 | 99 | 125 | 50 |
| Jermyn St District | 74 | 79 | 133 | 114 | 97 | 124 | 80 |
| Piccadilly Circus District | 60 | 67 | 96 | 105 | 108 | 171 | 93 |
| Leicester Sq District | 61 | 62 | 97 | 95 | 108 | 175 | 103 |
| Haymarket District | 73 | 100 | 138 | 132 | 97 | 104 | 56 |
| St Martin's Lane District | 60 | 71 | 100 | 131 | 103 | 166 | 68 |
| Core West End | 72 | 79 | 111 | 125 | 106 | 140 | 65 |
| **East Districts (Tourist-led)** | 64 | 76 | 109 | 118 | 103 | 152 | 78 |
| **West Districts (Worker-led)** | 72 | 74 | 112 | 126 | 103 | 144 | 71 |

- Spending peaked on Saturdays in April, with overall spend 48% higher than the daily average.
- The weekend bias was strongest in more leisure-focused districts, particularly Leicester Square, where Saturday spend was 75% above an average day.

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

# CONTINUED STRONG EVENING ECONOMY ACROSS HOL AREA, PARTICULARLY ACROSS TOURIST-LED DISTRICTS

**HOL Area** | Index vs. Time-band Average




**Spend Volume Index** | vs. District Average, where 100 equals hourly average

| District | 12am - 4am | 4am - 8am | 8am - 12pm | 12pm - 4pm | 4pm - 8pm | 8pm - 12am |
|---|---|---|---|---|---|---|
| **HOL Area** | **27** | **6** | **52** | **197** | **208** | **110** |
| Piccadilly District | 11 | 6 | 72 | 256 | 194 | 61 |
| Jermyn St District | 55 | 11 | 100 | 242 | 140 | 51 |
| Piccadilly Circus District | 43 | 6 | 22 | 147 | 213 | 169 |
| Leicester Sq District | 54 | 5 | 37 | 168 | 205 | 130 |
| Haymarket District | 8 | 9 | 91 | 211 | 194 | 87 |
| St Martin's Lane District | 7 | 4 | 30 | 178 | 257 | 125 |
| Core West End | 14 | 6 | 66 | 223 | 205 | 85 |
| **East Districts (Tourist-led)** | 25 | 6 | 49 | 183 | 220 | 116 |
| **West Districts (Worker-led)** | 29 | 6 | 54 | 210 | 197 | 104 |

- The HOL area continued to show a strong evening economy in April, with spend between 6pm and 8pm around 2.2 times higher than the average time band.

- Across the full day, spending was most concentrated between 4pm and 8pm, and Piccadilly Circus showed an even later pattern, with a stronger share of spend between 8pm and midnight than the area overall.

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

# PEAK SPEND ACROSS LATE AFTERNOON / EARLY EVENING ON SATURDAYS ACROSS HOL AREA IN APRIL

April 2026 Spend (£) Hotspots | % of Total

| | 12am - 4am | 4am - 8am | 8am - 12pm | 12pm - 4pm | 4pm - 8pm | 8pm- 12am | All |
|---|---|---|---|---|---|---|---|
| Monday | 0.4% | 0.1% | 1.1% | 3.5% | 3.2% | 1.4% | **9.7%** |
| Tuesday | 0.2% | 0.1% | 1.0% | 3.7% | 3.8% | 1.8% | **10.7%** |
| Wednesday | 0.5% | 0.2% | 1.9% | 5.3% | 5.3% | 2.6% | **15.8%** |
| Thursday | 0.4% | 0.2% | 1.8% | 6.1% | 5.8% | 3.1% | **17.4%** |
| Friday | 0.6% | 0.2% | 1.2% | 3.9% | 5.4% | 3.5% | **14.7%** |
| Saturday | 0.9% | 0.1% | 1.1% | 6.7% | 7.9% | 4.4% | **21.1%** |
| Sunday | 1.5% | 0.2% | 0.4% | 3.5% | 3.3% | 1.6% | **10.6%** |
| **All** | **4.5%** | **1.0%** | **8.6%** | **32.8%** | **34.7%** | **18.4%** | **100%** |

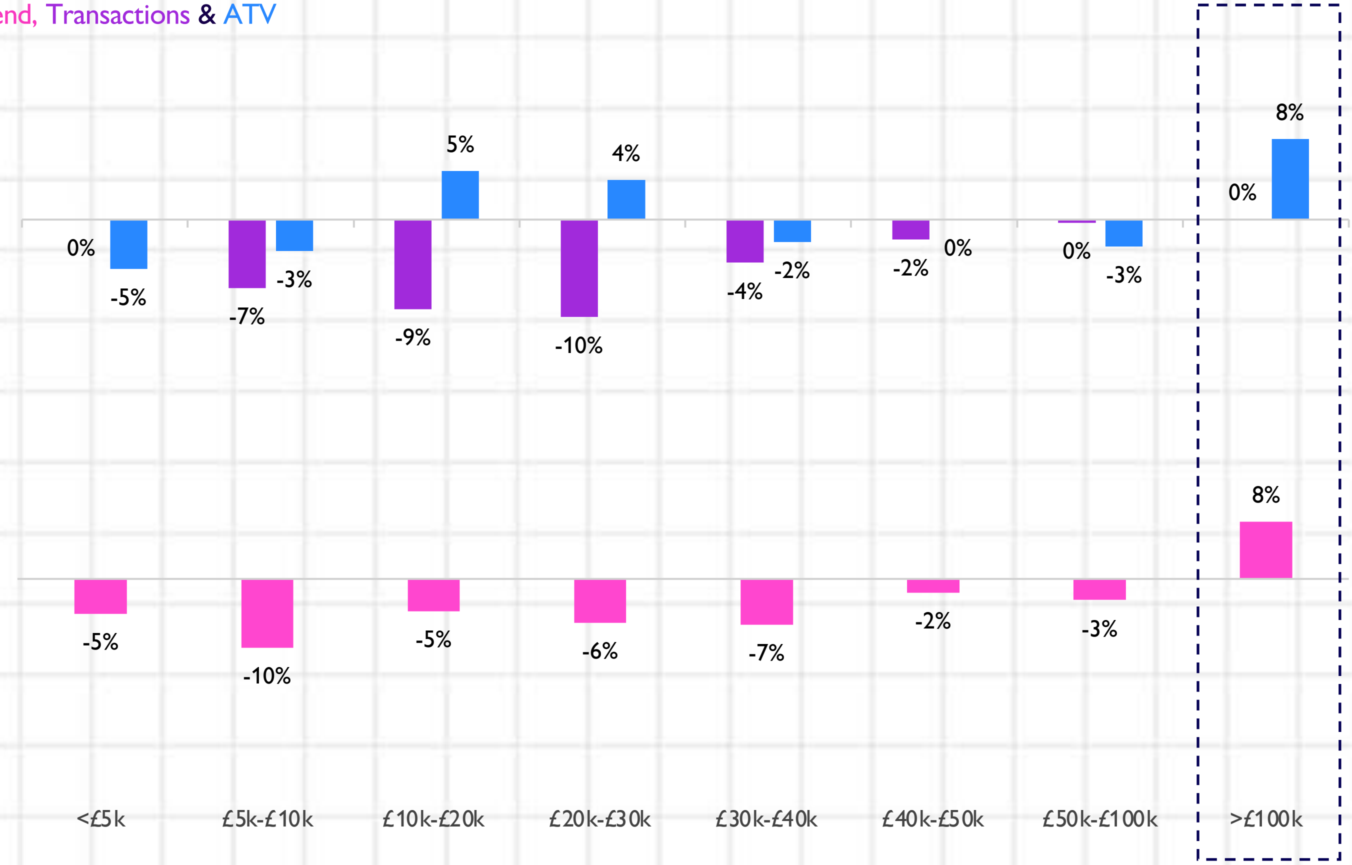
April 2026 Spend (£) Hotspots | Year-on-Year Change (%)

| | 12am - 4am | 4am - 8am | 8am - 12pm | 12pm - 4pm | 4pm - 8pm | 8pm- 12am | All |
|---|---|---|---|---|---|---|---|
| Monday | 10.0% | 16.8% | -4.3% | -19.8% | -8.3% | -0.1% | -10.7% |
| Tuesday | -22.2% | -0.6% | -44.2% | -29.1% | -20.0% | -13.5% | -25.3% |
| Wednesday | 42.6% | 0.2% | 22.2% | 0.0% | -0.3% | 0.7% | 3.3% |
| Thursday | 32.4% | 64.1% | 51.4% | 19.2% | 22.1% | 21.6% | 24.0% |
| Friday | 9.6% | 31.3% | -11.5% | -23.4% | 1.6% | 0.0% | -7.4% |
| Saturday | -1.5% | 60.9% | -6.7% | 5.5% | 4.9% | -4.8% | 2.1% |
| Sunday | 22.4% | 145.4% | 4.7% | -7.6% | -8.5% | -1.4% | -1.9% |
| **All** | 13.5% | 37.5% | -1.4% | -7.2% | -0.2% | 0.2% | -1.8% |

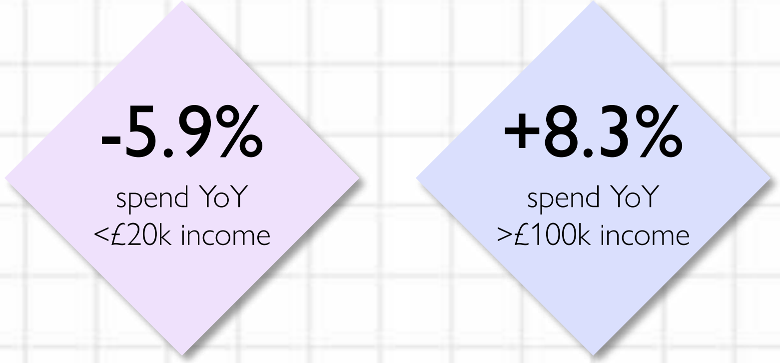
Source: Colliers' analysis, informed by aggregated & anonymised Lloyds Banking Group data
Note: insights are limited to Lloyds Banking Group's retail market share of personal current accounts and credit cards, with multipliers added to reflect real-world total spend performance

# +8% SPEND FROM HIGH-INCOME GROUPS, REFLECTING GREATER RESILIENCE AMID MACRO-ECONOMIC FACTORS

HOL Area | YoY Income Bands
Spend, Transactions & ATV




Year-to-Date | Spend Trends




- Visitors in the highest income band showed the strongest spend resilience in April, with spend up 8.3% YoY, driven mainly by higher average transaction values.
- By contrast, all other income groups saw a decline in total spend, with visitors earning under £20k recording the steepest fall at -5.9% YoY. This continues the pattern seen YtD, where lower-income groups have faced more pressure on spending.

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

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# 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. |

# MOSAIC GROUP DESCRIPTIONS

| Code | MOSAIC Group | Description | Age Index vs. UK Pop. | Income Index vs. UK Pop. |
|---|---|---|---|---|
| A | Lavish Lifestyles | High-wealth residents of city and country, with generous incomes, substantial assets and the most expensive homes | 108 | 277 |
| B | Pension Prosperity | Financially-set older homeowners in desirable suburbs and villages, who now have space and resources | 137 | 107 |
| C | Country Heritage | Well-off owners of comfortable properties in rural locations with land or surrounding gardens | 111 | 128 |
| D | Upmarket Commuters | High-income families in quality, modern-era homes located in desirable, low-density neighbourhoods | 90 | 159 |
| E | Respectable Retirement | Senior outright-owners of mid-range homes, with sufficient pension incomes to provide for their later years | 144 | 59 |
| F | Mature Homekeepers | Homeowners in their later working life, who live in conventional family housing on streets offering value for money | 101 | 75 |
| G | Suburban Childhoods | Double-income families raising their children in average-value suburban homes with mortgages | 83 | 115 |
| H | New Beginnings | Young households with good salaries who have bought recently built homes, often on the outskirts of communities | 77 | 130 |
| I | Family Endeavours | Families with young or adult children, who have low budgets and typically rent from social landlords | 85 | 50 |
| J | Single Spaces | Working individuals usually living alone in one or two bed apartments | 91 | 78 |
| K | Urban Basics | Tenants with minimal cash to spare, living in small social flats or houses within urban locations | 99 | 44 |
| L | Elderly Essentials | Pensioners with low retirement incomes living in modest-sized homes | 143 | 38 |
| M | Modest Meadows | Rural residents in low-cost houses situated in country locations further from transport links | 109 | 75 |
| N | Value-seeking Families | Young couples and families with pre-school or school-age children, looking for affordability in small homes | 78 | 94 |
| O | High-flying Metropolitans | Career-focused young households rewarded with good salaries, living in desirable city apartments | 79 | 161 |
| P | Successful City Families | Families with comfortable incomes living in good quality urban houses within big city suburbs | 90 | 126 |
| Q | Side-by-side Economy | Households with limited disposable income, who own or rent old-style, high-density terraces from private landlords | 85 | 68 |
| R | Youthful Independence | Young earners and students enjoying independent living in compact, privately rented city accommodation | 64 | 103 |

Experian MOSAIC

# SIMILAR DEMOGRAPHIC PROFILE FROM HOL AREA VISITORS VS. WIDER CORE WEST END

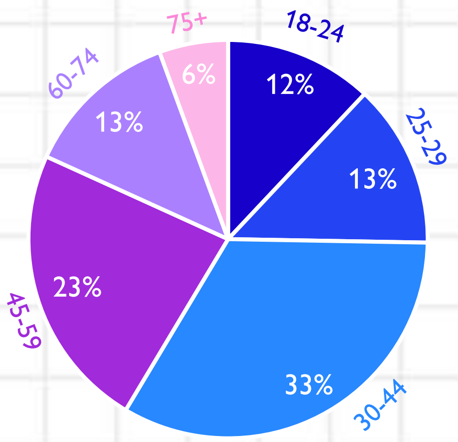
HOL area's visitor profile reflects a bias towards a mid-aged, professional visitor with a third of total HOL area visitors between 30-44. There remains strong demand from younger visitors too, with a quarter of visitors between 18-29 years old.

41% of visitors are within either 'Managerial & Director' or 'Professional' roles, reflecting a high professional occupation profile across the area.

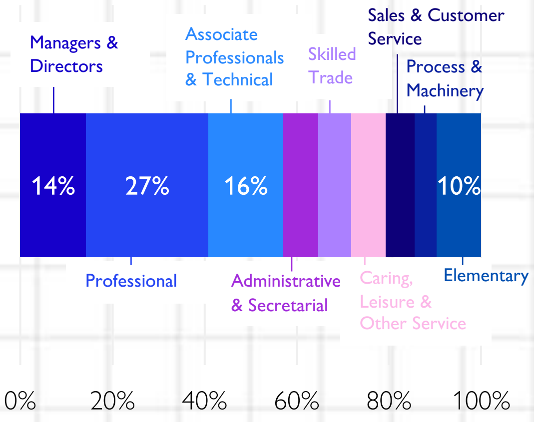
This reflects the provision & take-up of office space by professional, banking & financial service companies across the HOL area.

Social grade profile of those visiting HOL area was similar to wider Core West End profile, with 28% of visitors to HOL area within the most-affluent social grade (AB).

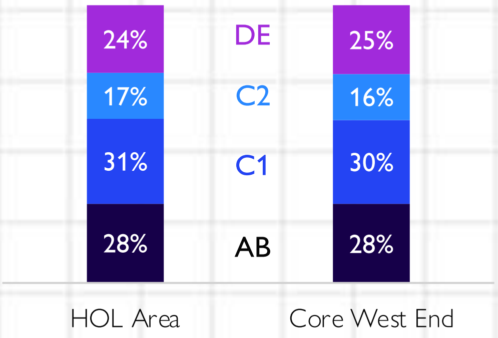
## Age




## Occupation




## Social Grade




Source: ORC

# 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**

18 groups

**A02 Exclusive Enclaves**

Exclusive Enclaves are established households in expensive detached homes within select commutable neighbourhoods

# CROSS VISITATION EXAMPLE

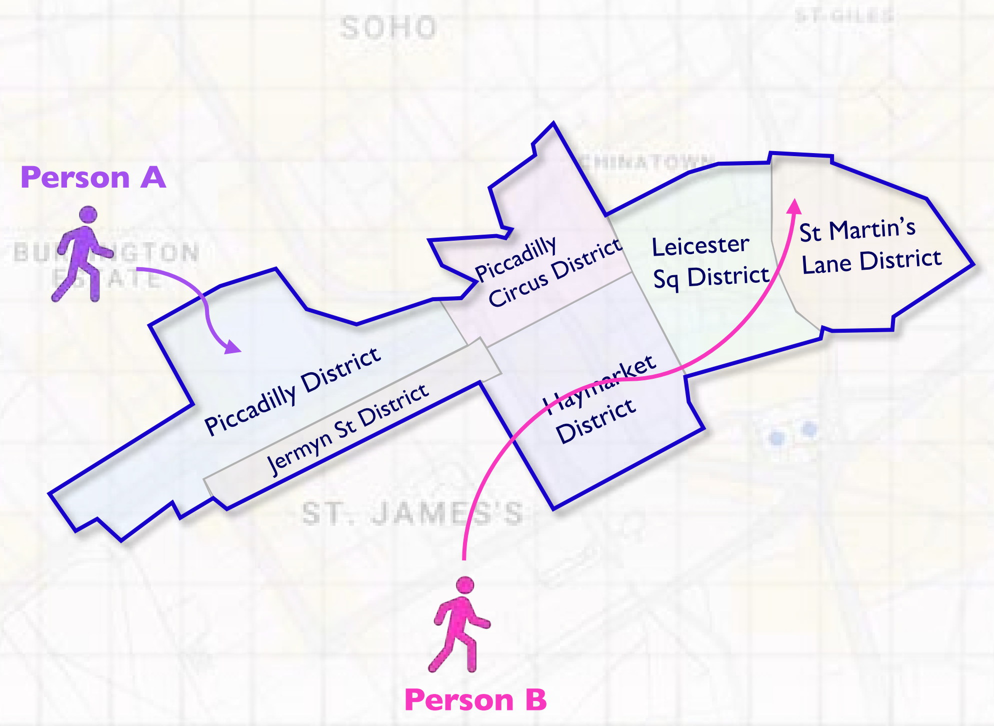
**Person A**

- 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 Marin's Lane District
- Counts as 1 visit to each of the 3 districts, but only 1 visit to HOL Area
- Cross Visitation Index = 300

HOLBA Area & Districts



# COLLIERS X LLOYDS BANKING GROUP

Colliers are working with Lloyds Banking Group, combining their high-quality aggregated and anonymised consumer spending data with our 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 Jan-25 to Apr-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

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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 performance

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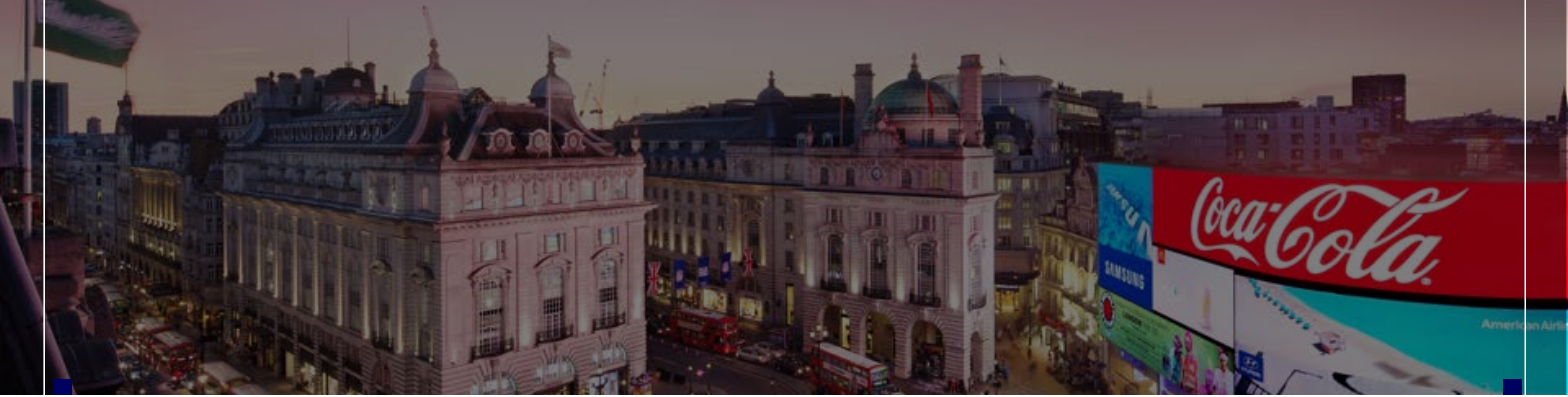
Colliers

HEART OF LONDON BUSINESS ALLIANCE





**Matt Harris,**
**Heart of London Business Alliance**

Senior Data & Insights Manager

+44 207 734 4507 | +44 7849 829756

matth@holba.london

**Paul Matthews,**
**Colliers**

Director | Head of Strategy & Analytics

+44 207 344 6782 | +44 7920 072436

paul.matthews@colliers.com