Visitor Insights
September 2025

Shaping a world-class West End

Issued: October 2025

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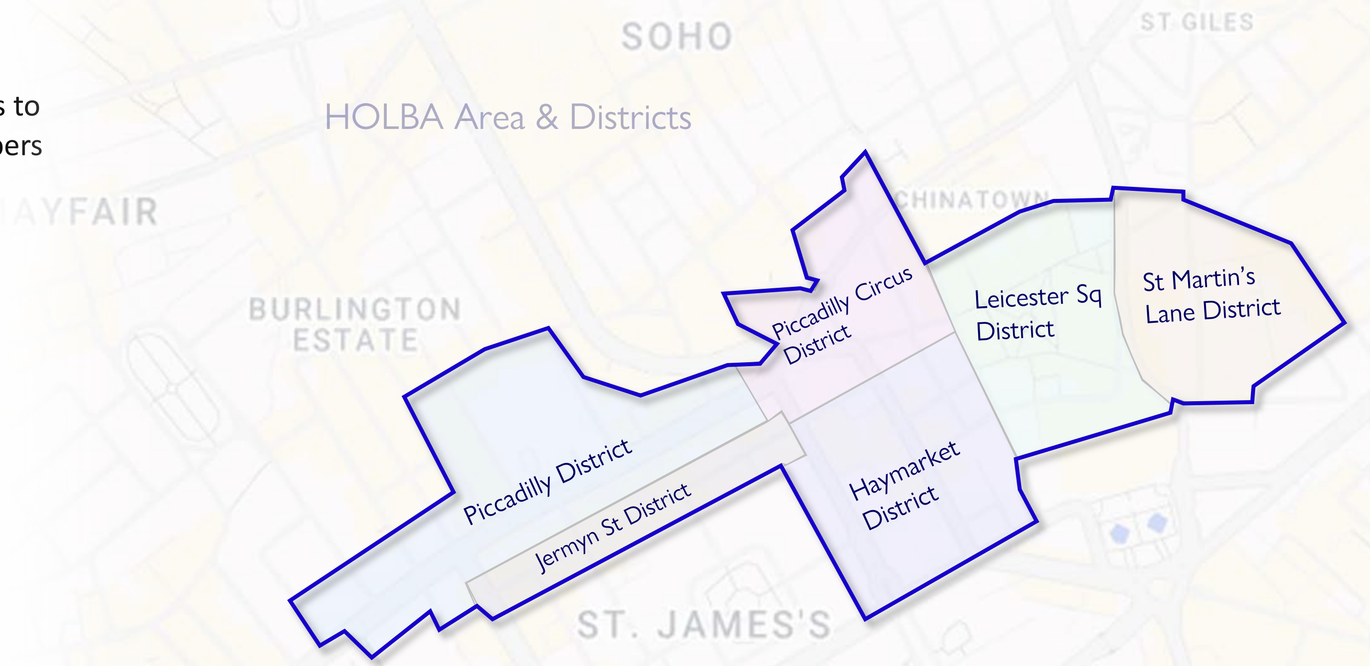
INTRODUCTION & CONTEXT

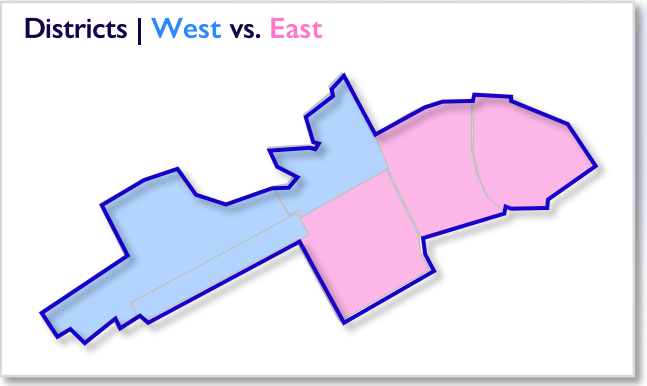
Heart of London Business Alliance (HOLBA) has partnered with Colliers to provide data and insights on visitors to the HOL area to support members and HOLBA management with trading and strategic decision making.

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

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

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





Colliers huq

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September 2025

GROWTH IN VISIT VOLUMES TO HOL AREA YEAR-ON-YEAR & MONTH-ON-MONTH

Visits to the Heart of London (HOL) area rose 5% YoY and 2% MoM as workers returned post-summer. Jermyn Street and Haymarket saw a 19% and 23% MoM lift respectively, while St Martin's Lane grew 19% YoY, boosted by the outdoor dining initiative, Summer Streets, and more visits after 3pm (+5% MoM).

TFL STRIKE ACTION HAD A SIGNIFICANT IMPACT ON VISIT BEHAVIOURS INTO HOL AREA

HOL stations saw a 16% YoY drop in usage in September, with the week of 8 September hit hardest by strikes. This led to a 14% fall in visits to the area that week. In contrast, Elizabeth Line stations recorded an 8.3% YoY increase, as passengers adapted their travel routes to reach the West End.

CHANGE IN BEHAVIOUR & DRAW OF TRADE DUE TO RETURN OF WORKERS ACROSS THE AREA

After a summer dip in worker presence, September saw a return to normal patterns, with workers up 4% MoM. Visits from the Primary Catchment (Central and Inner London) grew 8.4% MoM, while visits from outside the area declined.

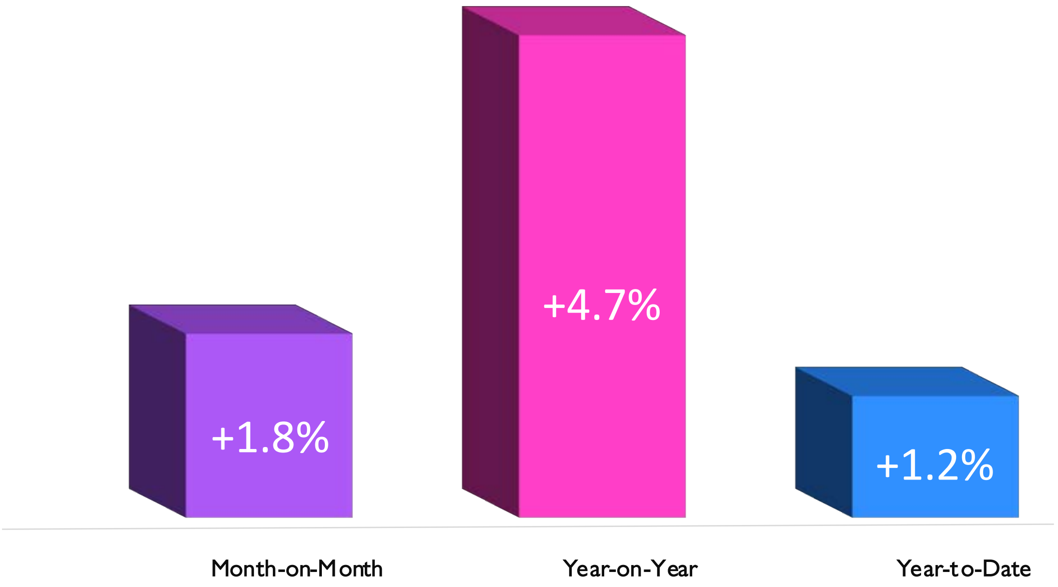
SHIFT IN VISITOR PROFILE FURTHER REFLECTING RETURN OF WORKERS

More focused demographic profile in September, with top 5 segments accounting for a higher share of total HOL visits (79%, up 5% MoM). Growth in worker-orientated 'City Prosperity' MOSAIC type in September, up 3.2% MoM, driven by increase in 'Metro High Flyers' segment type, representing '*career-minded early professionals with high incomes*'.

SUMMARY - VISIT VOLUMES

September 2025

Growth across the HOL area MoM (+1.8%) & YoY (+4.7%), despite tube strikes during middle week of September, with the return of workers following the summer break.



Further visit performance detail on Pages 11 – 14
MoM = month-on-month | YoY = year-on-year

SUMMARY - VISIT DWELL

September 2025

Visitors typically spent 2 hrs 28 mins in the HOL area, up +6 mins vs. 2025 average.

+29 mins
YoY

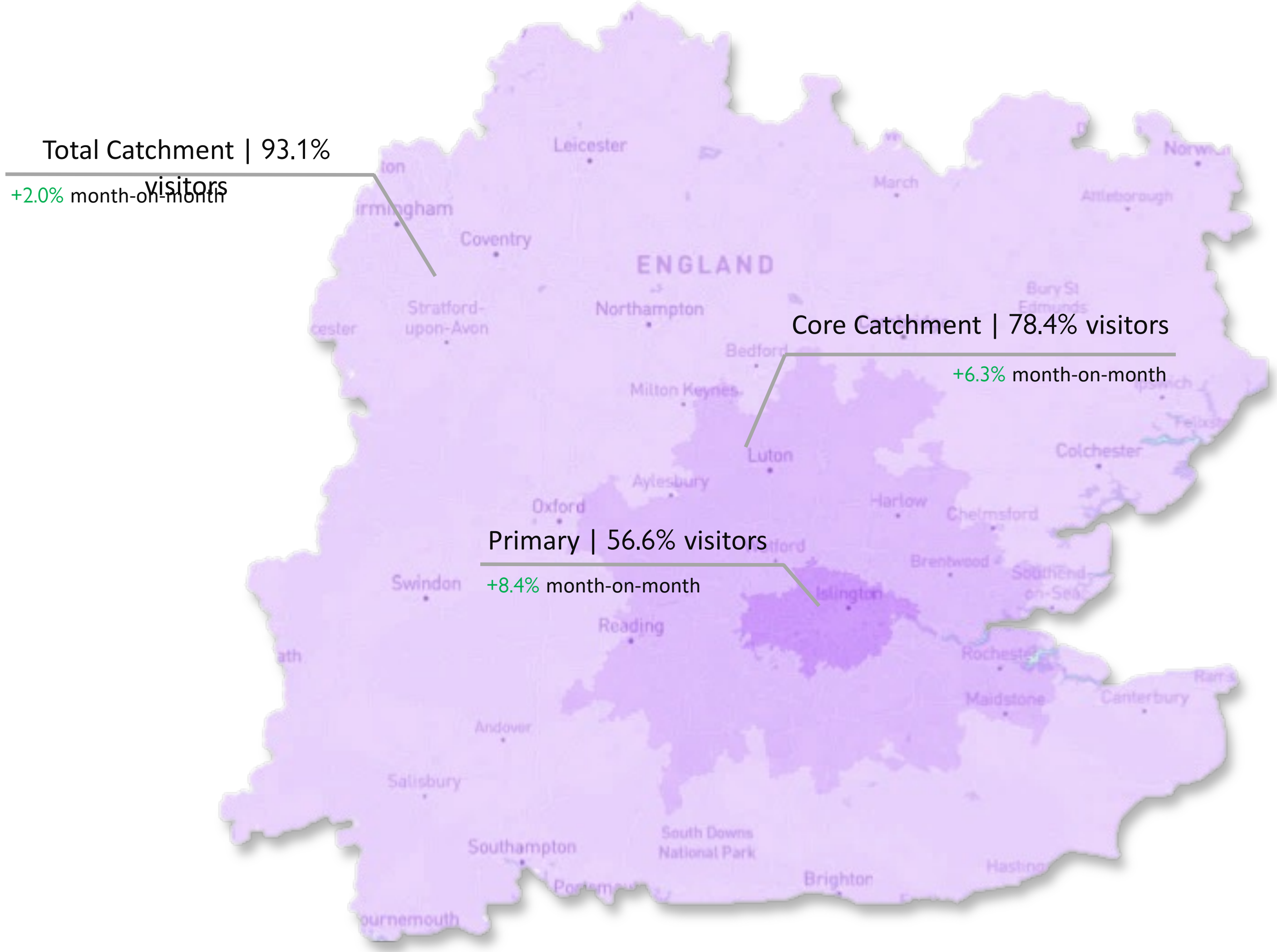
+6 mins
vs. 2025 YtD average

Further dwell performance detail on Page 27

SUMMARY - DOMESTIC VISITOR ORIGIN

September 2025

78.4% of visits from Core Catchment, up 6.3%. vs. August, representing a greater pull from commuter areas & less pull-in from further afield.



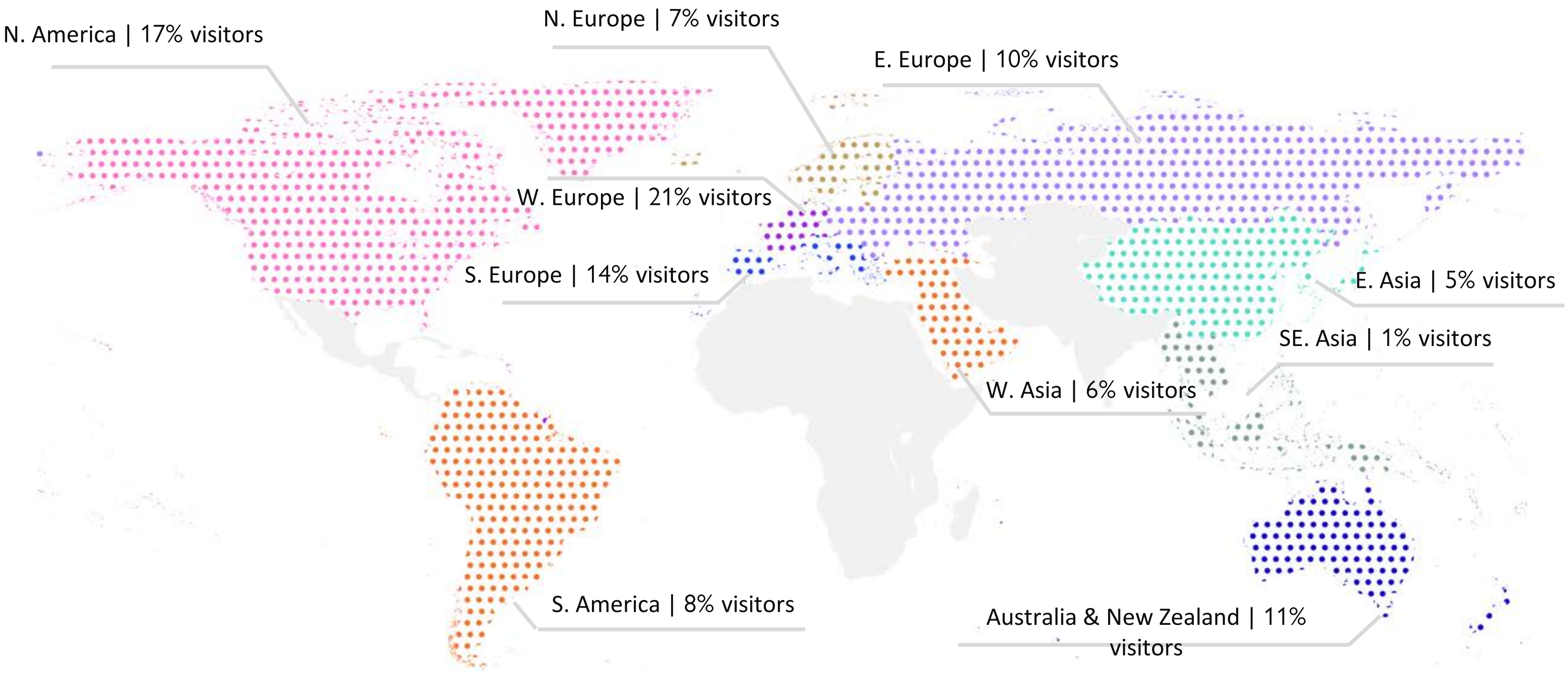
Further catchment performance detail on Pages 15 - 17

SUMMARY - INTERNATIONAL VISITATION

September 2025

15.9% of total visitors were from outside the UK, down 6.4% MoM following summer holidays, with 52% of international visitors from Europe.

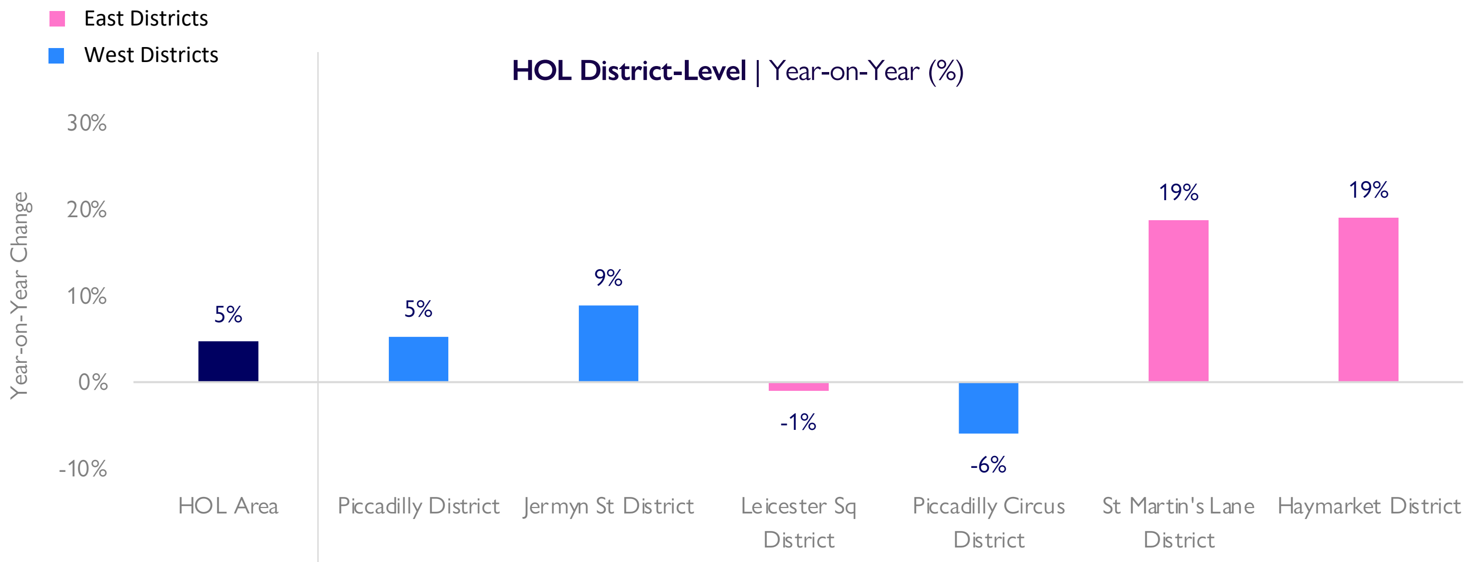
Share of International Visits (%)



Further international performance detail on Pages 18 - 19

VISIT VOLUMES UP 4.7% YEAR-ON-YEAR, WITH STRONG GROWTH ACROSS TOURIST-LED EASTERN DISTRICTS

- Visits up 4.7% YoY, with stronger growth across eastern districts, despite uplift across Piccadilly District & Jermyn St District in the west (worker-led).
- Largest growth across St Martin's Lane District (+19%) representing positive impact from outdoor dining initiative, Summer Streets, with the street made car-free between 11am to 11pm with alfresco licenses made available for businesses.
  - Share of visits across SML after 3pm saw 5% growth MoM
- YoY visit performance consistent across western districts (worker-led).



TOTAL YOY %
+4.7%

EAST DISTRICTS YOY %
+10.7%

WEST DISTRICTS YOY %
-0.1%

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

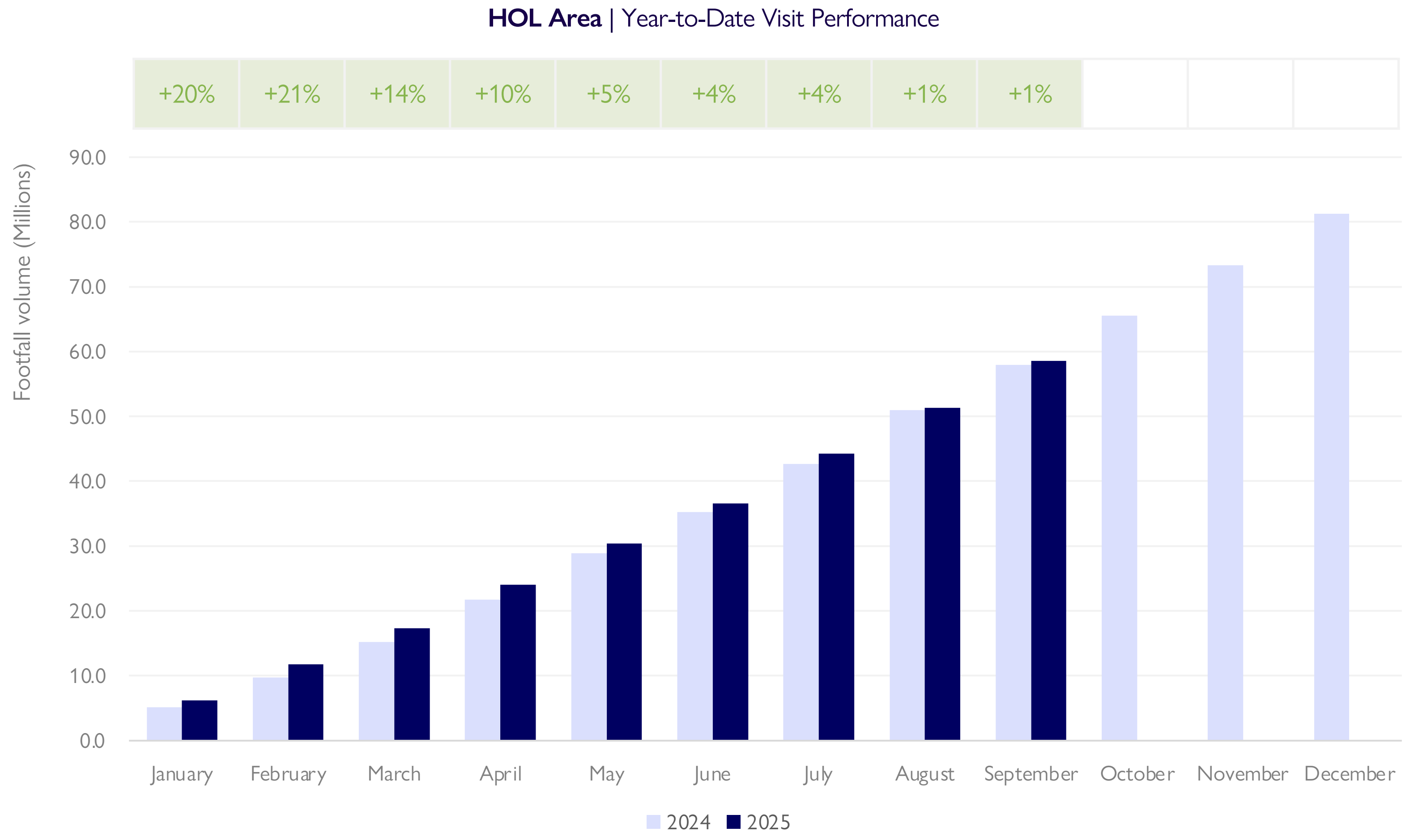
YEAR-TO-DATE PERFORMANCE UP +1% ACROSS HOL AREA AS OF THE END OF SEPTEMBER

HOL AREA

+1%

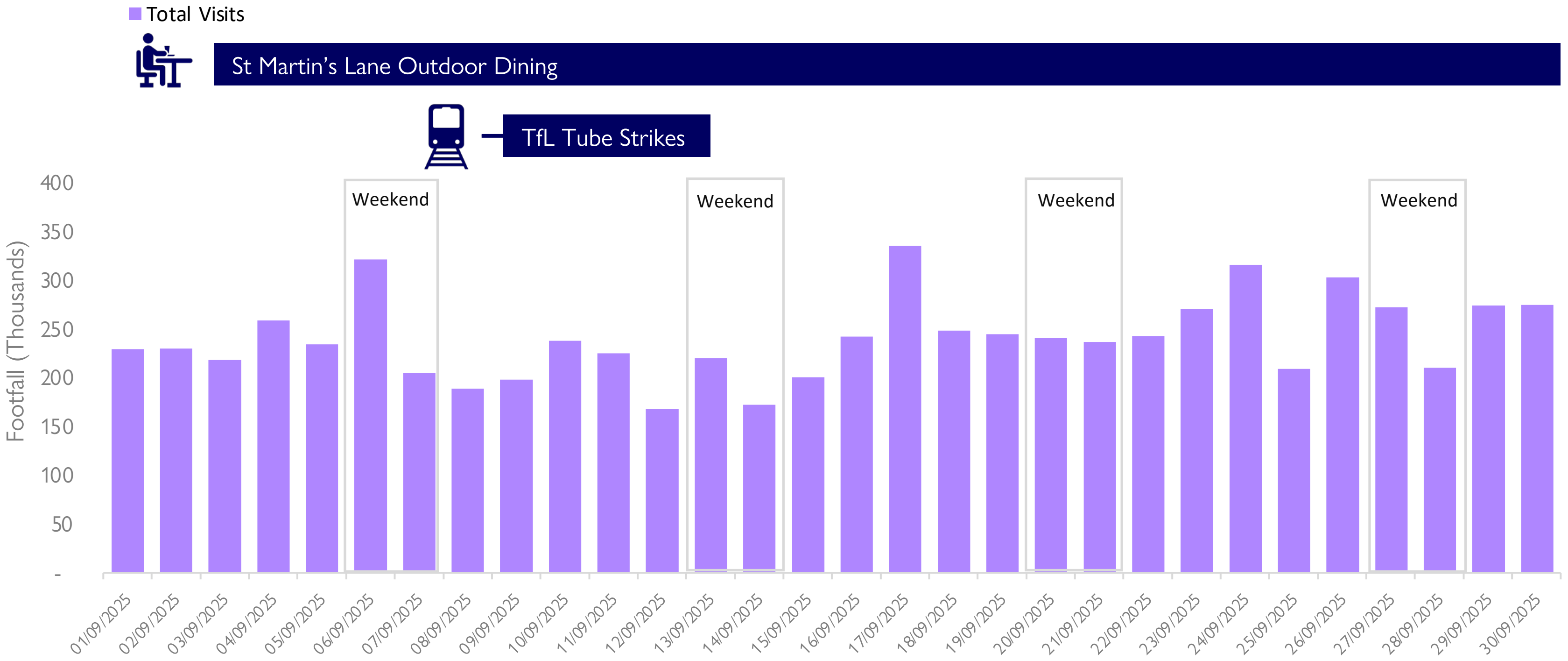
year-to-date

- A return to YoY growth in September improved YtD performance seen across 2025, up 1.2% vs. same period in 2024.
- Strongest YtD performance has been seen across Haymarket District, with visits up 7% vs. 2024.



IMPACT OF TFL STRIKES SEEN ACROSS HOL AREA, WITH VISITS IN WEEK 37 DOWN 14% BELOW AVERAGE SEPTEMBER VOLUMES

HOL Area | Monthly Footfall



	Week 36	Week 37	Week 38	Week 39
Avg. Daily Visits	242,583	201,589	249,896	260,617
Avg. Daily Temps.	17.4°C	15.2°C	16.7°C	12.8°C

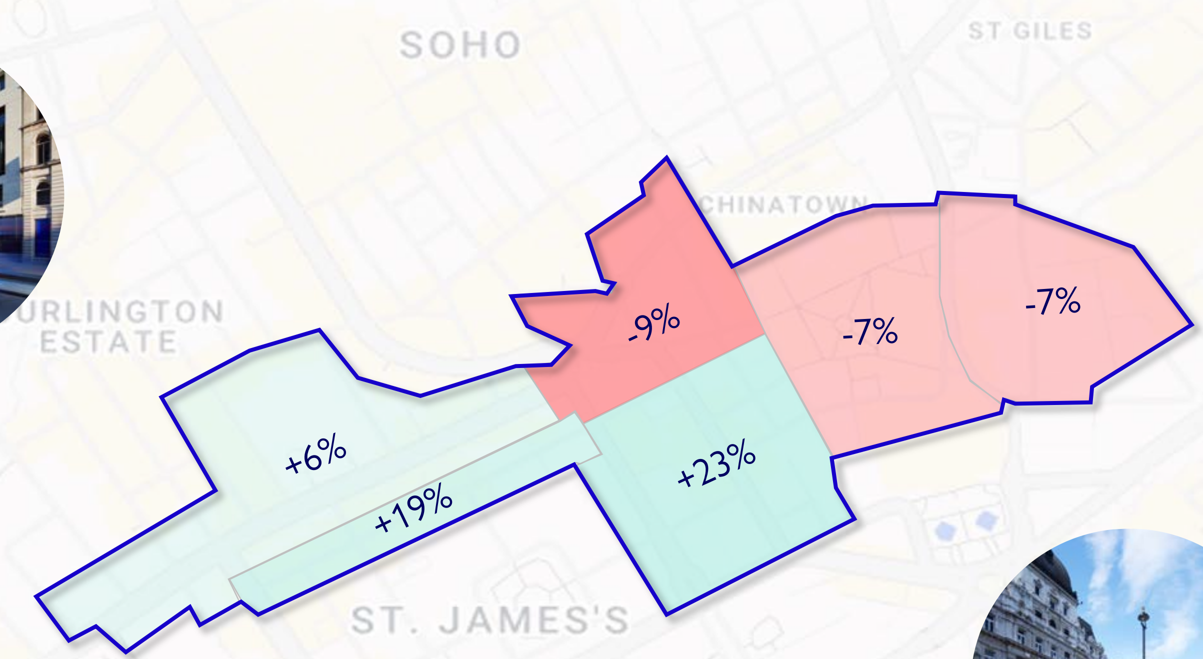
- Visits to the HOL area impacted during Week 37 due to TfL strikes across the network (excl. Elizabeth Line).
    - Across the week, visits to HOL area were down 14% vs. average September performance
    - Visits most impacted on Friday 12th (down 29% vs. average Friday), reflecting the TfL strikes disproportionately impacted social & leisure visits vs. worker-led trips during the week.
- The area saw a strong uplift in visits following strikes and across the second half of the month. Week 39 saw visits **12%** higher than the average week.

STRONGEST MONTH-ON-MONTH UPLIFT EXPERIENCED ACROSS HAYMARKET DISTRICT & JERMYN ST

HOL AREA

+2%

month-on-month



- Overall, the HOL area performance is **up 2%** vs. August, due to return of workers following the summer holiday.
- Jermyn St and Haymarket districts experienced particularly strong MoM growth (+19% & 23%), while Piccadilly District up 6%, all being more worker-orientated.

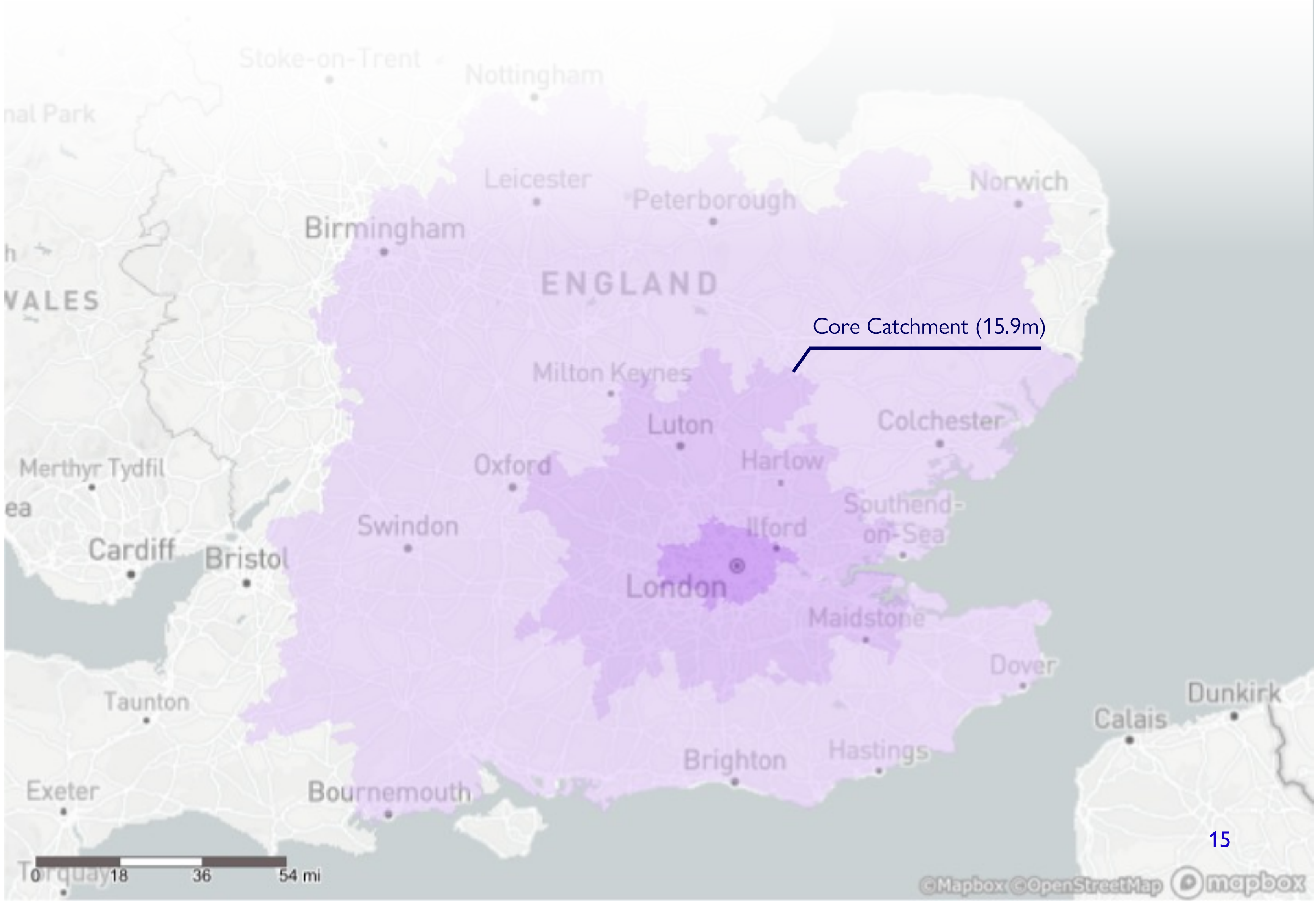
15.9M PEOPLE IN HOL AREA'S DOMESTIC CORE CATCHMENT

15.9m
core catchment population

32.0m
total catchment population

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

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

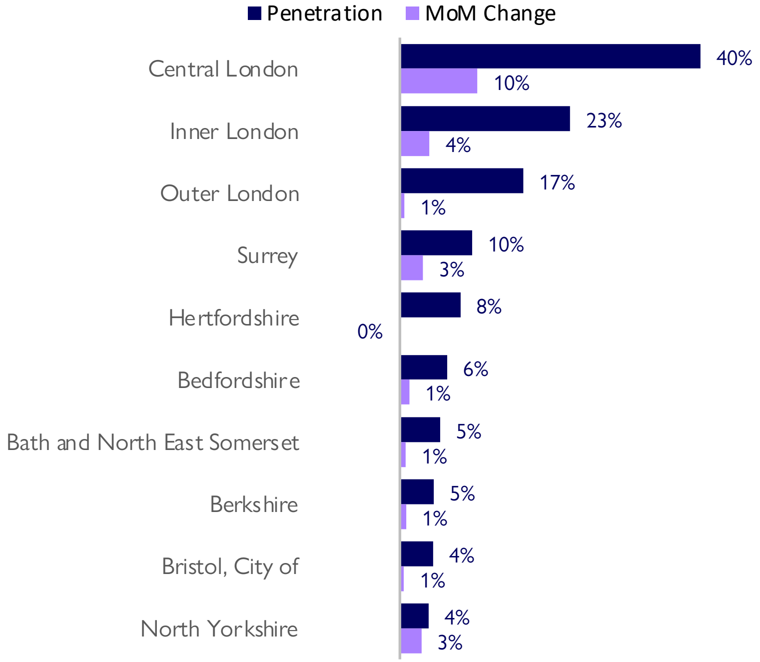


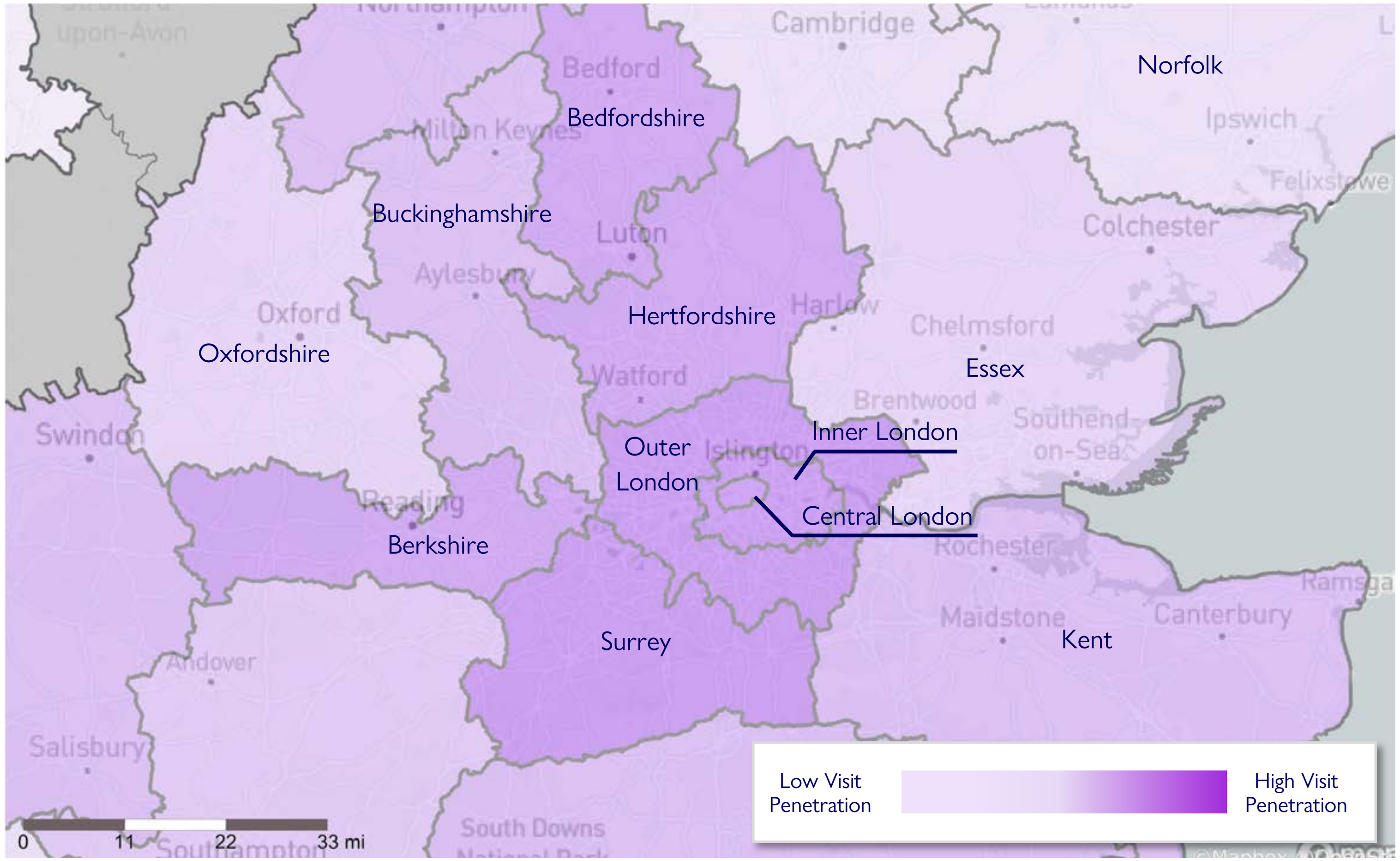
INCREASE IN VISIT PENETRATION ACROSS LONDON IN SEPTEMBER, REFLECTING RETURN OF WORKERS FOLLOWING SUMMER

40% visit penetration within Central London

+10% increased penetration from Central London month-on-month

Visit Penetration | Top 10 Counties



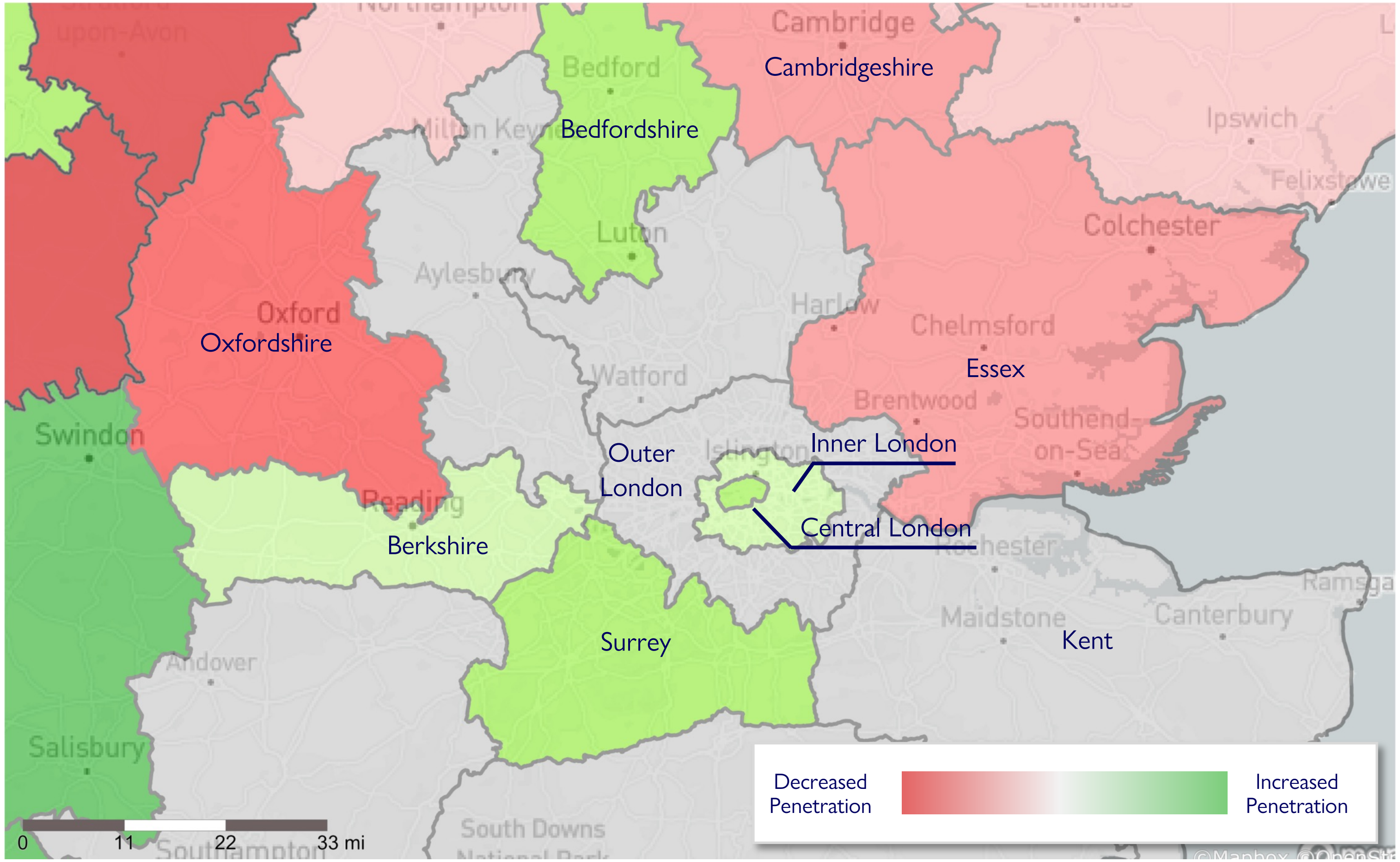


Penetration refers to % of population from a zone that visits HOL area

RETURN OF WORKERS IN SEPTEMBER CONTRIBUTED TO 6.3% INCREASE IN CORE CATCHMENT SHARE OF VISITS

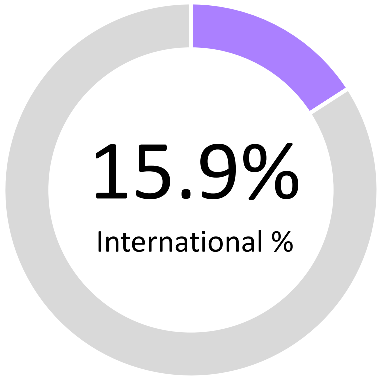
- Total HOL area catchment saw **2.0%** increase in share of visits, representing higher share of visitors from within existing catchment, and lower pull-in from social visitors from afar.
- Large increase in share of visits from Core Catchment (+6.3% MoM), particularly across the primary catchment(+8.4%) covering Central & Inner London.

Catchment Band	Sep-25 Visit %	Percentage Point change vs. previous month
Primary	56.6%	8.4%
Secondary	21.8%	-2.1%
Core Catchment *(75% of visitors)*	**78.4%**	**+6.3%**
Tertiary	14.7%	-4.3%
Total Catchment *(90% of visitors)*	**93.1%**	**+2.0%**
Pull-In	6.9%	-2.0%



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

DECLINE IN SHARE OF INTERNATIONAL VISITORS ACROSS HOL AREA MONTH-ON-MONTH, IN COMPARISON TO SUMMER HOLIDAYS



-6.4%
MoM

+4.1%
YoY

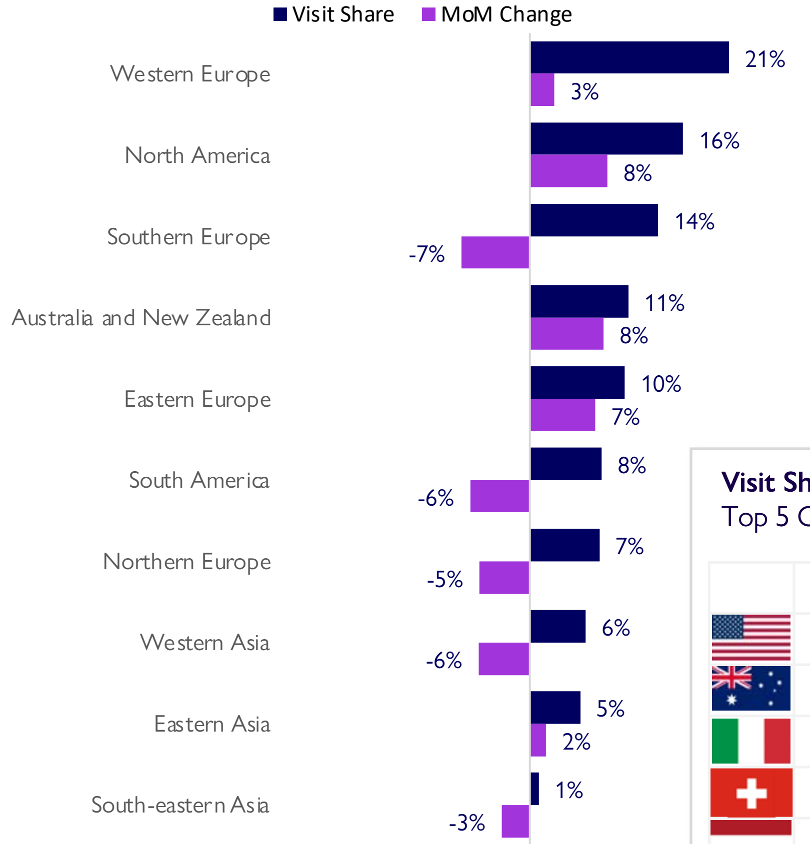
- International visitors made up **15.9%** of all September visits — a 4% increase YoY.
- In line with domestic catchment insights, which saw an impact of worker presence on visitor origins, the share of international visitors experienced anticipated decline (-6% MoM) with comparisons to summer holidays across August.
- All districts experienced uplift in international share YoY and decline MoM. Jermyn St experienced largest decline MoM due to be most impacted from worker behaviours.

Area	International Mix (%)	Month-on-Month	Year-on-Year
HOL Area	15.9%	-6.4%	+4.1%
Piccadilly District	12.6%	-9.6%	+0.7%
Jermyn St District	18.2%	-17.0%	+3.8%
Leicester Sq District	17.2%	-6.0%	+5.0%
Piccadilly Circus District	22.0%	-6.4%	+7.5%
St Martin's Lane District	17.8%	-7.7%	+7.5%
Haymarket District	21.4%	-10.5%	+6.9%
Core West End	12.4%	-2.5%	+3.1%

Change in mix is calculated via percentage point change
Please note, as of April 2025 Huq changed their methodology for calculating international visitation. For more info please contact HOLBA

OVER HALF OF INTERNATIONAL VISITORS FROM EUROPE, WHILE USA RETURNS AS HIGHEST CONTRIBUTING COUNTRY

Visit Share | Top 10 Regions

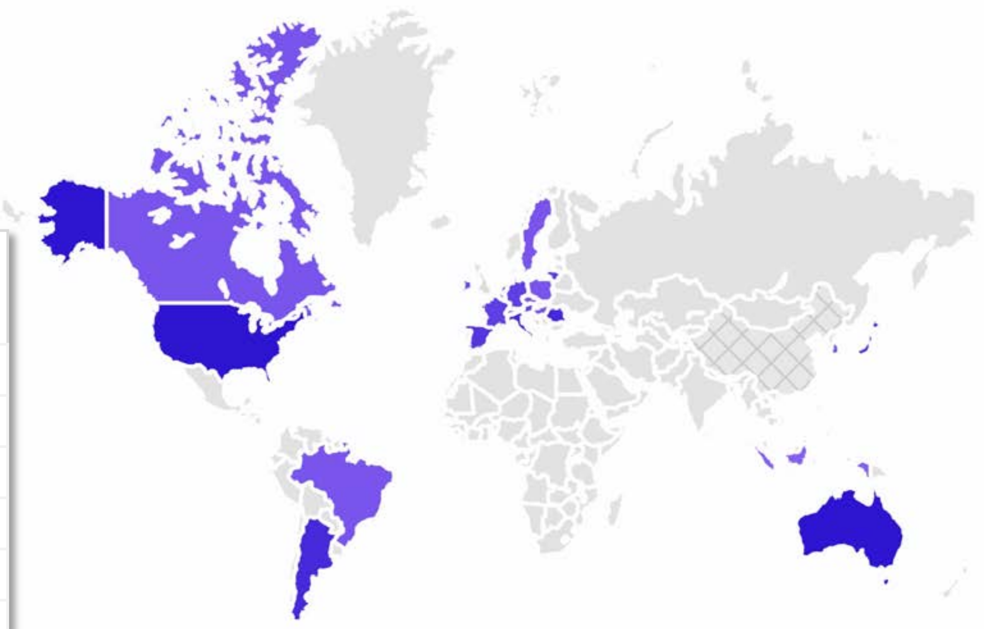


51.8%	Europe	
-4.2% MoM	-9.3% YoY	

16.5%	N. America	
+8.4% MoM	-0.4% YoY	

4.8%	Middle East	
+0.9% MoM	-4.1% YoY	

Share of International Visits to the HOL Area (%)



Visit Share
Top 5 Countries (% of Intl)

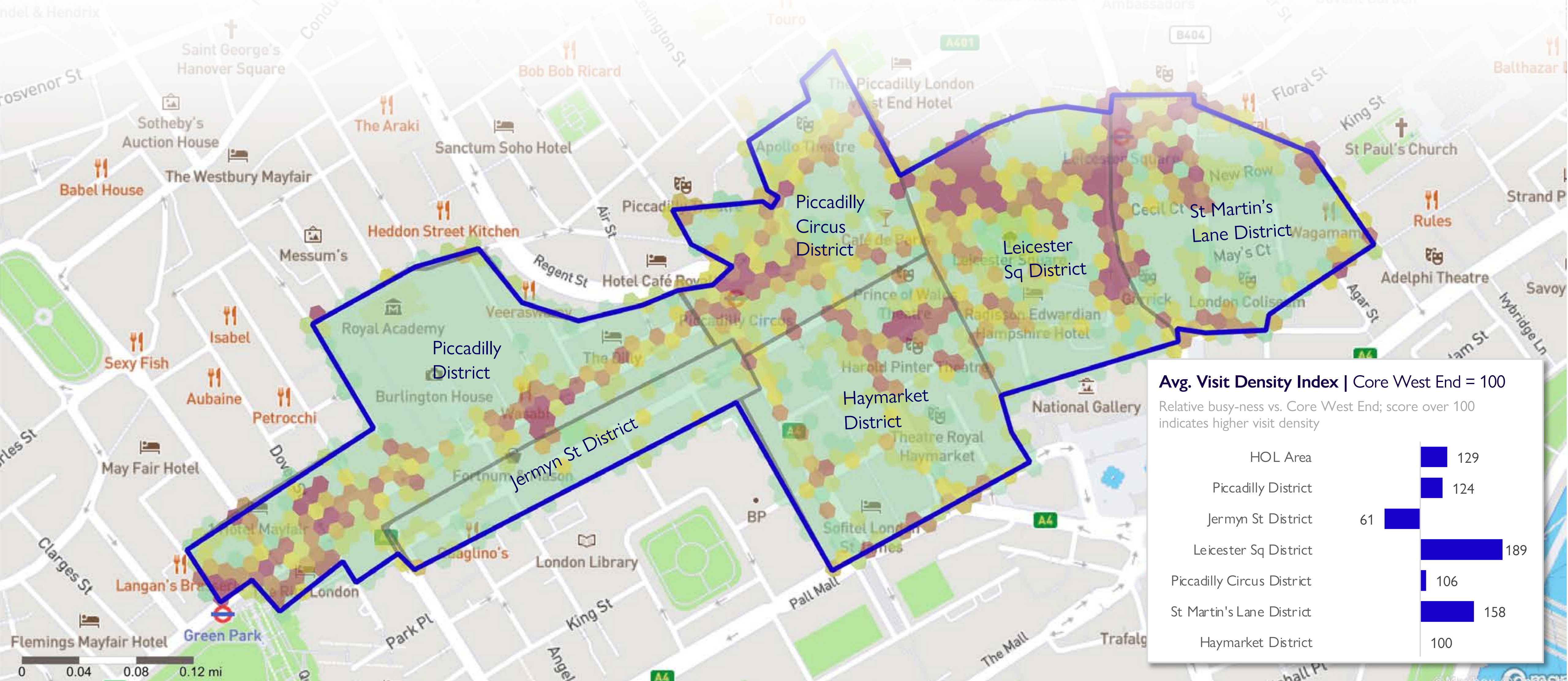
Country	%	MoM
United States	14.7%	+7.7%
Australia	10.6%	+8.7%
Italy	6.1%	-6.0%
Switzerland	6.0%	+2.6%
Netherlands	5.3%	+2.1%

International data unavailable for China

Change in mix is calculated via percentage point change

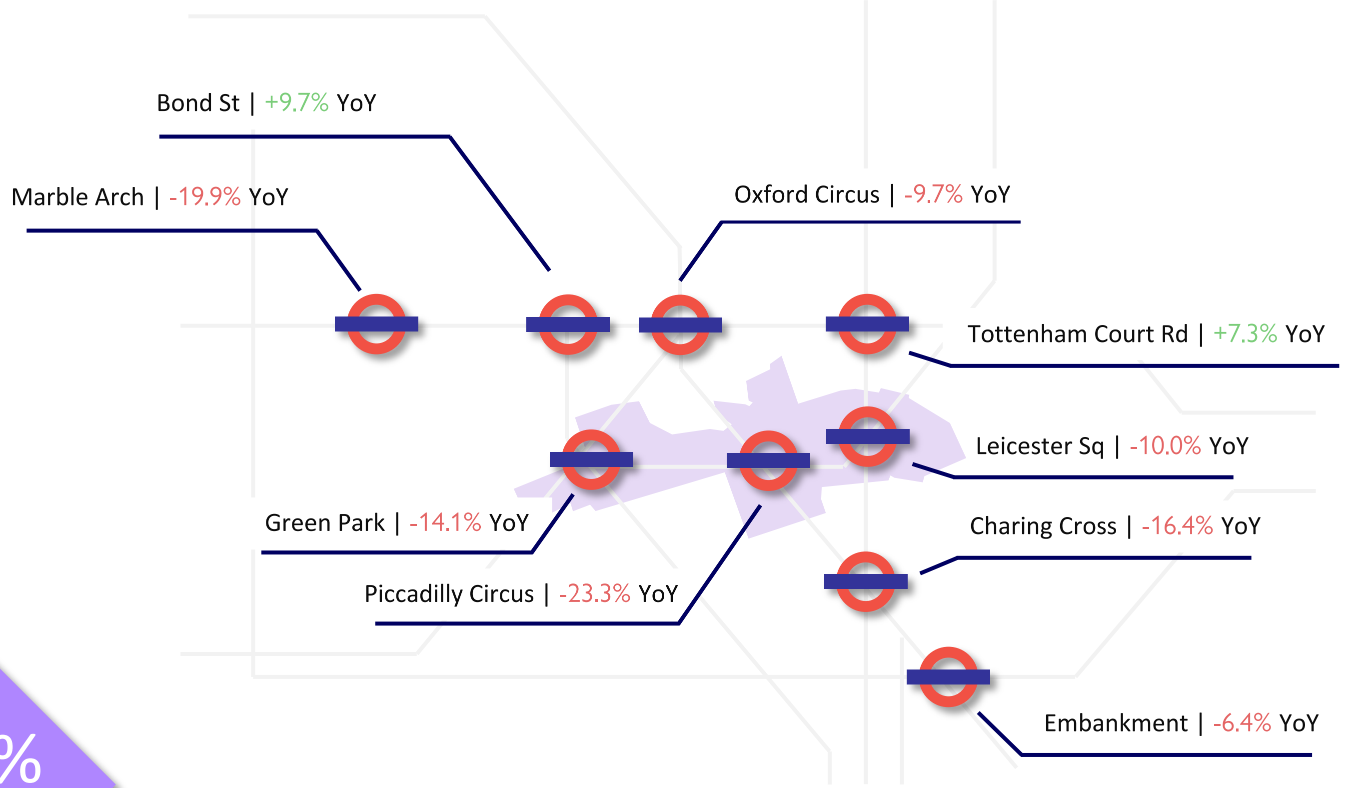
Please note, as of April 2025 Huq changed their methodology for calculating international visitation. For more info please contact HOLBA

HIGHEST VISIT DENSITY ACROSS LEICESTER SQ DISTRICT – 1.9X HIGHER THAN WEST END AVERAGE



TFL STRIKES DURING SEPTEMBER SIGNIFICANTLY IMPACTED STATION USAGE, WITH UPLIFT ACROSS ELIZABETH LINE STATIONS

- TfL station usage in the HOL area dropped **15.8% YoY**, due to strike action across TfL network during Week 37 (w/c 8th September).
- Elizabeth Line stations saw significant uplift during this period as visitors/commuters altered travel behaviours due to the disruption; Bond Street saw entries/exits up **9.7% YoY** and Tottenham Court Road saw **7.3% YoY** growth.
- Piccadilly Circus station saw greatest decline YoY, down **23.3%** vs. September 2024.



Decline in usage from stations within HOL area in September 2025 vs. September 2024[1]

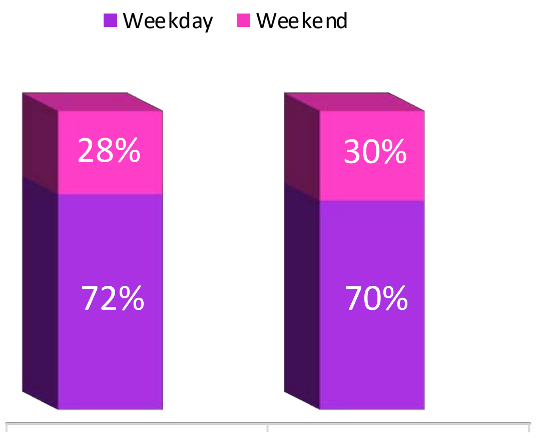
-15.8%
YoY

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

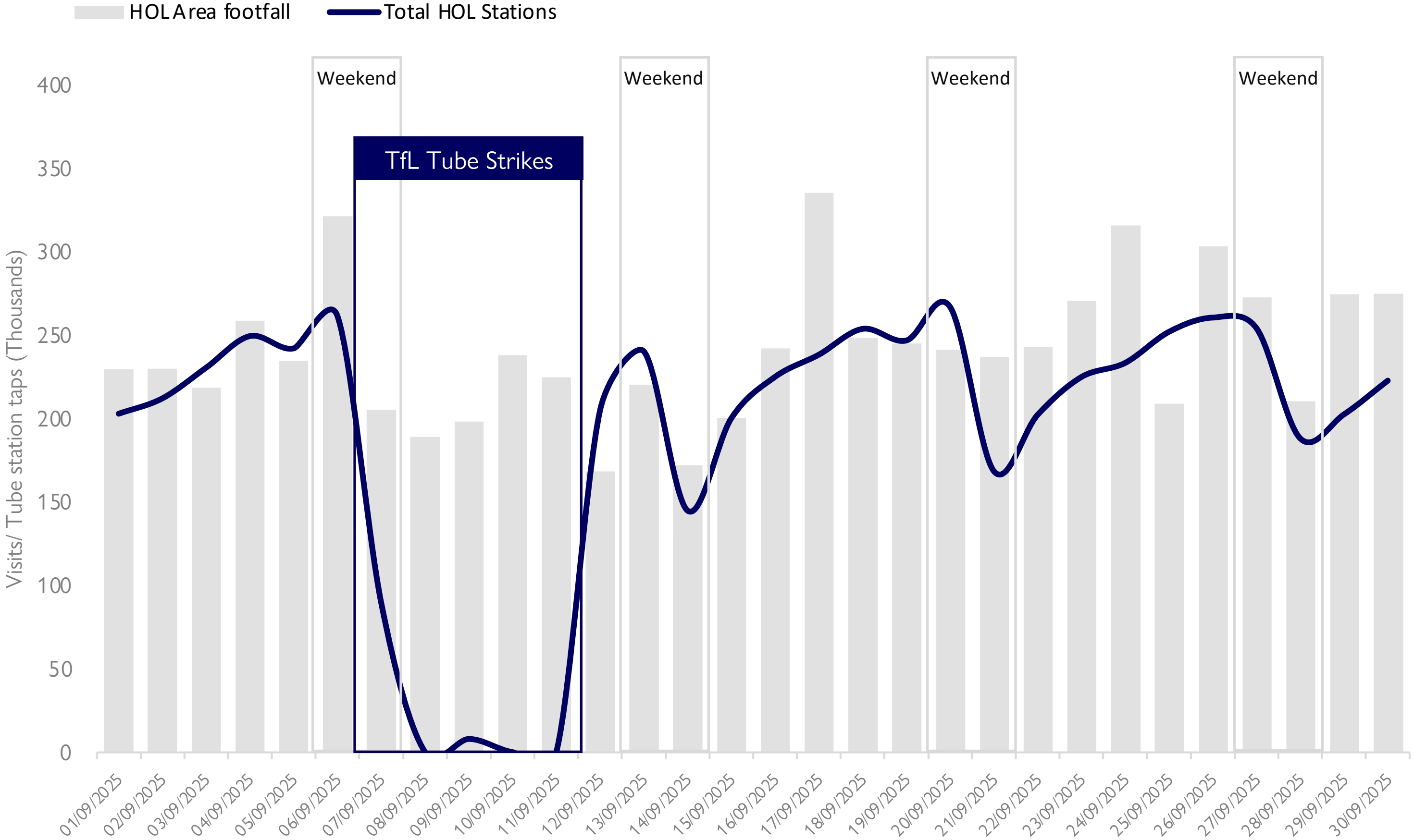
HIGHER SHARE OF STATION USAGE ON SATURDAYS THROUGHOUT SEPTEMBER (19%) DRIVEN BY STRIKE ACTION & SOCIAL VISITORS

- Peak visitation & station usage across the HOL area on Saturday 6th September – the day before TfL strike action.
- Saturdays captured highest station usage across the HOL area (19% of total September usage), with average daily passengers increasing throughout the week.
- Share of visits on weekdays remained consistent MoM (72%) despite the strikes running between Sun-Thurs.

Visit & TfL Usage | Weekday vs Weekend



Footfall vs. TfL Usage | September 2025



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

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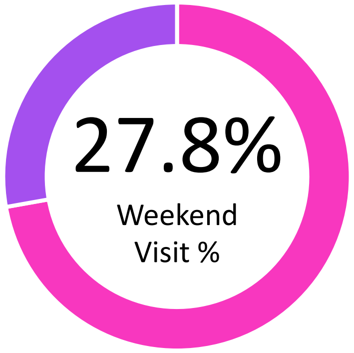
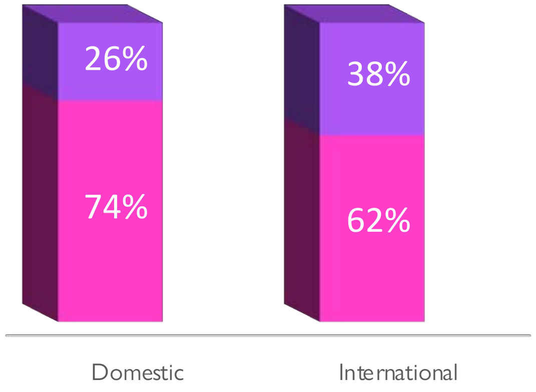
INCREASE IN DOMESTIC WEEKDAY SHARE REFLECTING RETURN OF WORKERS ACROSS THE AREA IN SEPTEMBER

HOL Area | Weekday vs Weekend

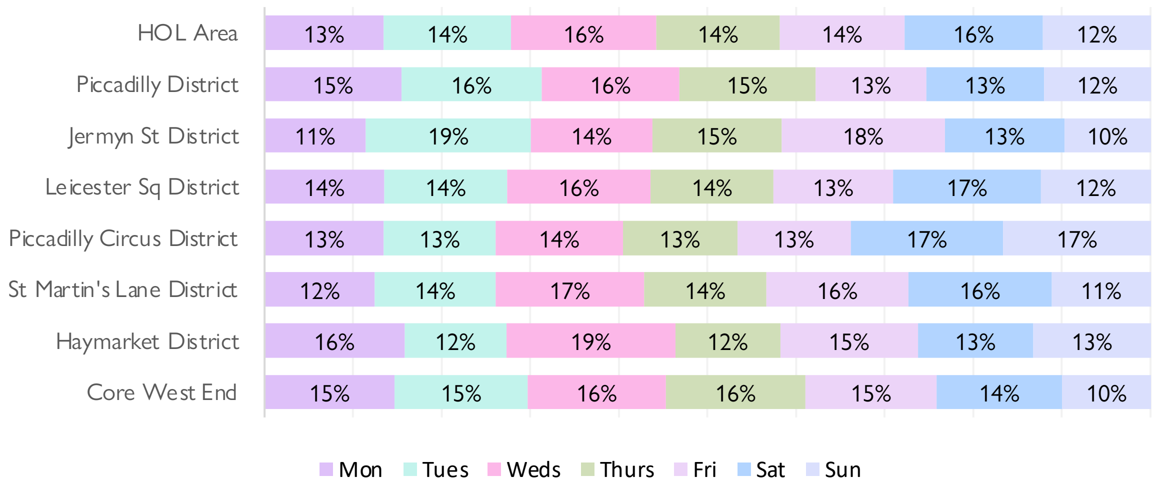


Visitor Origin | Weekday vs Weekend

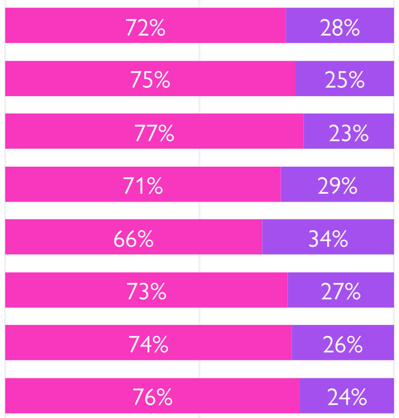


- Despite increase in share of domestic weekday visits in September, the HOL area still captures a high share of weekend social visits (28%), up 0.2% MoM.
- HOL area has a **4-percentage point** higher share of weekend visitors than wider Core West End, representing considerable leisure provision across the area.
- Jermyn Street sees greater bias towards weekday visits, accounting for 77% of visits, while Piccadilly Circus District sees greatest weekend bias (34%).

Daily Visit Distribution | District-Level

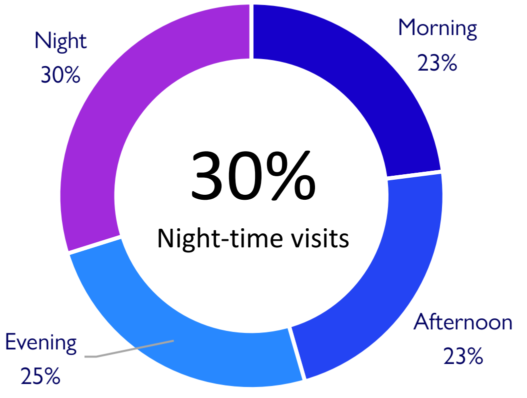


Weekday vs Weekend



30% of visits to the HOL area occur at night with an even higher share in Leisure focussed districts

HOL Area | Visitors by Time Band

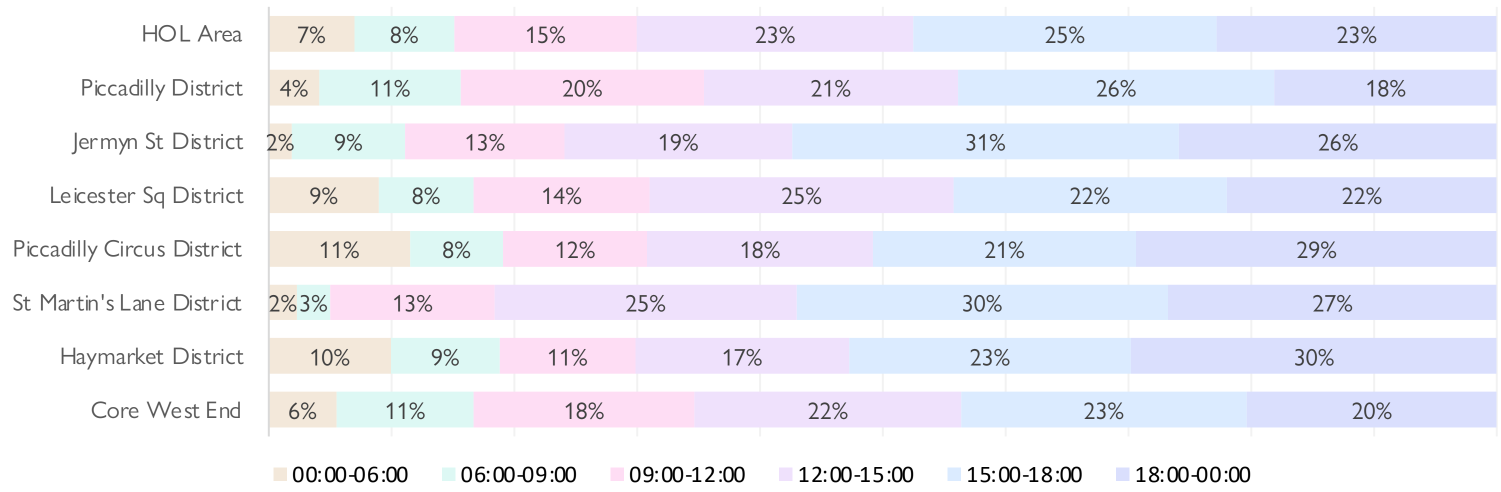


MOM

-3%
share of night-time visits

23%
HOL area visits post-6pm

Hourly Visit Distribution | District-Level

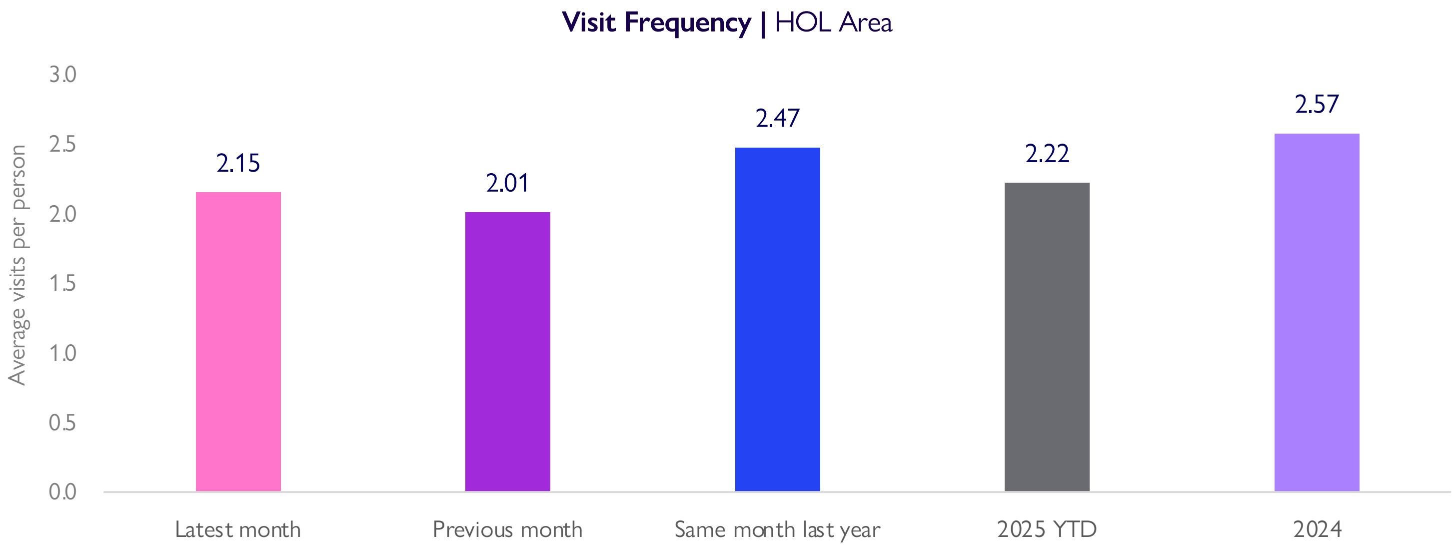


- MoM decline in share of night-time visits (-3%) due to return of workers increasing share of visits during Morning (+1%) & Afternoon (+2%).
- Districts that are more leisure-orientated (e.g. Piccadilly Circus District) continue to see the greatest share of visits after 6pm.
- All districts barring Piccadilly exceed night-time visit shares of that of the Core West End.

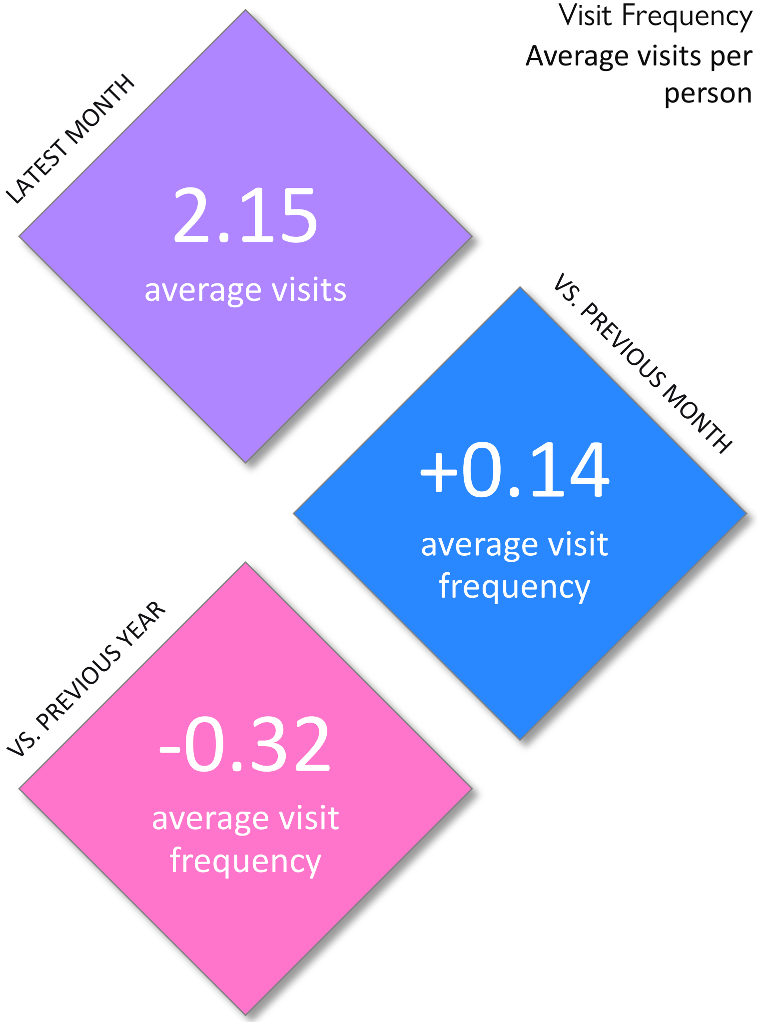
Morning (06:00 – 12:00) | Afternoon (12:00 – 15:00) | Evening (15:00 – 18:00) | Night (18:00 – 06:00)

MONTH-ON-MONTH GROWTH IN VISIT FREQUENCY DURING SEPTEMBER, RETURNING TO PRE-SUMMER BEHAVIOURS

- The average visitor visited the HOL area 2.15 times during September, up from 2.01 times in August 2025 but still down -0.07 times vs. 2025 YtD, likely due to the return of worker presence.



Visit Frequency
Average visits per person



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

- Average Dwell time in September has increased — **up 6 mins** vs. the YtD, and **up 2 mins** vs. August 2025
- Despite visit frequency declining in September YoY, average visitor dwell has seen considerable growth - perhaps visitors condensing the frequency of trips into longer, more infrequent visits.

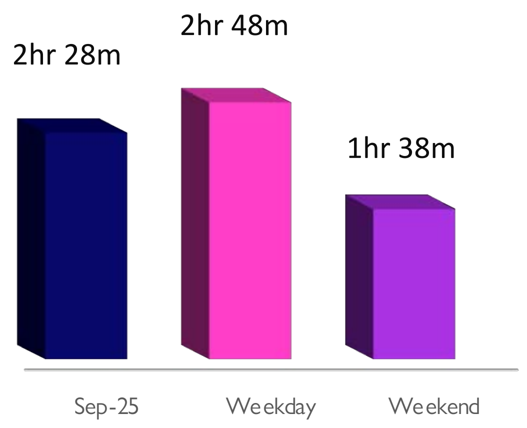
2hrs 28mins Latest month average dwell

+2 mins MoM

+30 mins YoY

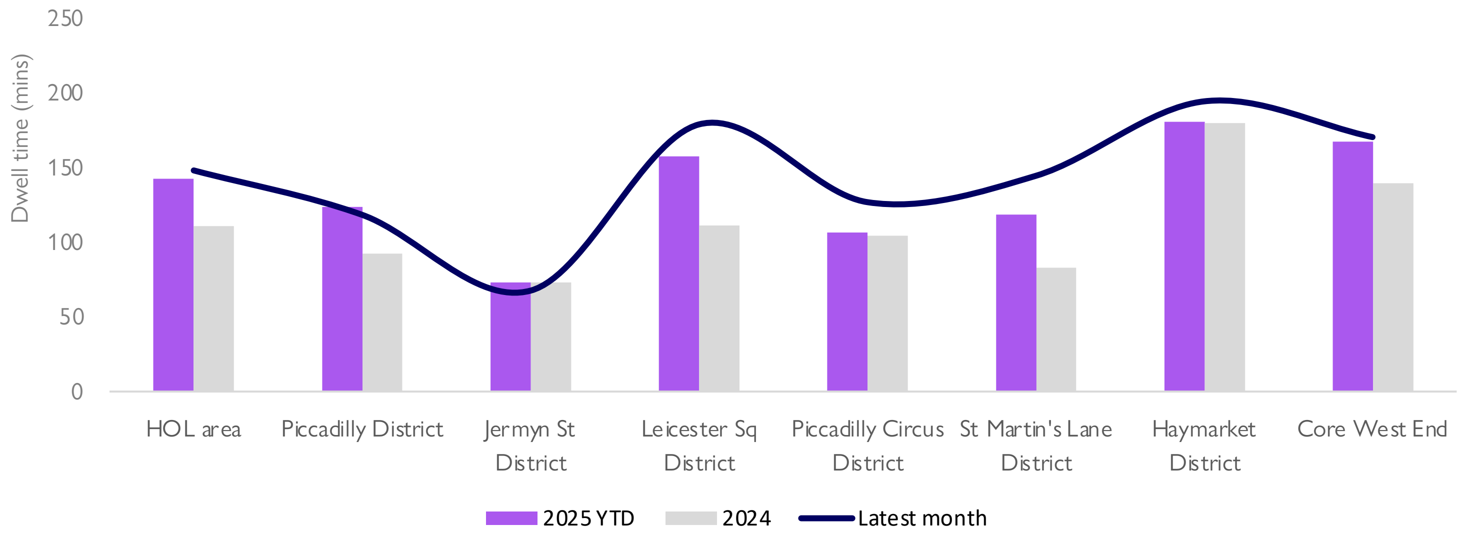
+6 mins vs. YtD

Average Visit Dwell | Weekday vs Weekend



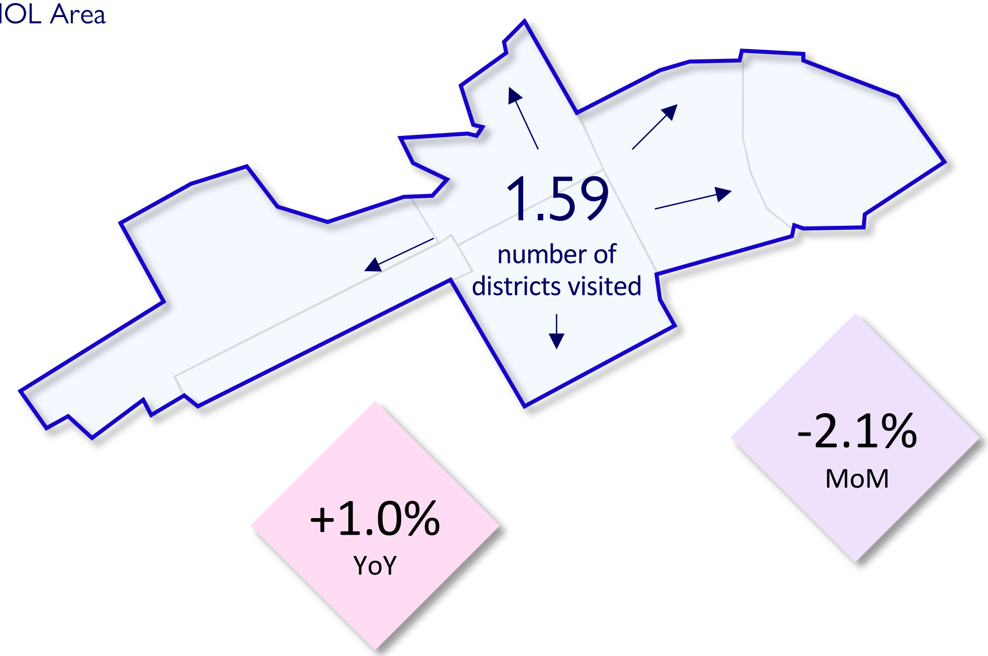
Average Dwell | District-Level

	HOL area	Piccadilly District	Jermyn St District	Leicester Sq District	Piccadilly Circus District	St Martin's Lane District	Haymarket District	Core West End
Latest Month	2h 28m	1h 58m	1h 7m	2h 59m	2h 7m	2h 24m	3h 14m	2h 50m



MORE FOCUSED TRIP VISITS DURING SEPTEMBER MONTH-ON-MONTH, REFLECTING REDUCED SHARE OF SOCIAL VISITORS

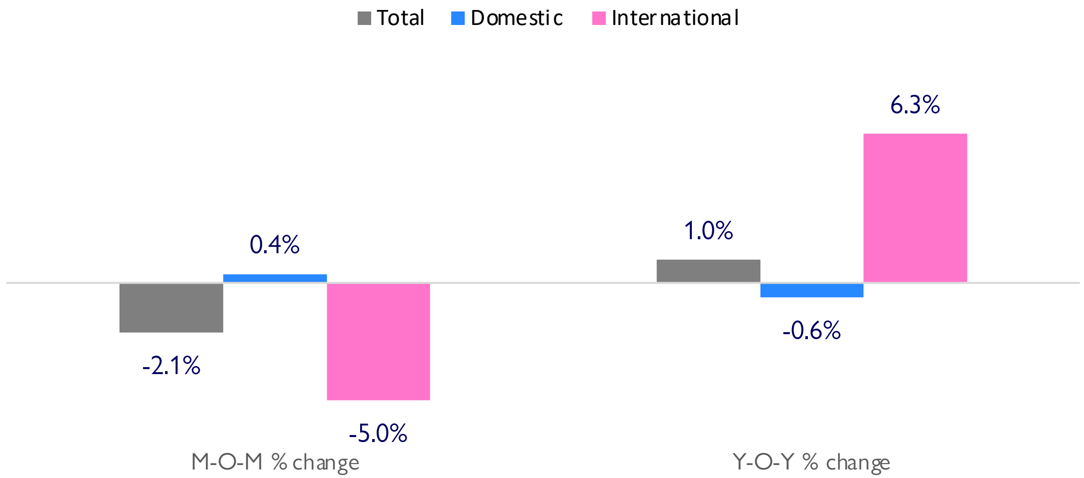
HOL Area



- Cross visitation helps understand the **number of visitors visiting multiple districts per trip** across the HOL area.
- Average visitor to HOL area visited **1.59 districts during their trip** in September 2025.

- Cross-visitation much higher for international visitors (**1.81** districts visited) vs. domestic visitors (**1.54** districts), with larger decline in cross-visitation from international visitors MoM (-5.0%).

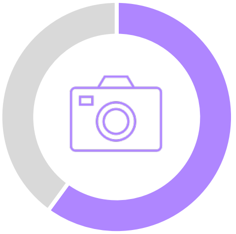
Change in Cross Visitation | HOL Area



4% INCREASE IN SHARE OF WORKERS MONTH-ON-MONTH ACROSS HOL AREA

Visitor

-1% YOY
-4% MOM
61%

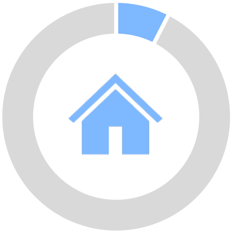


Worker

+1% YOY
+4% MOM
32%

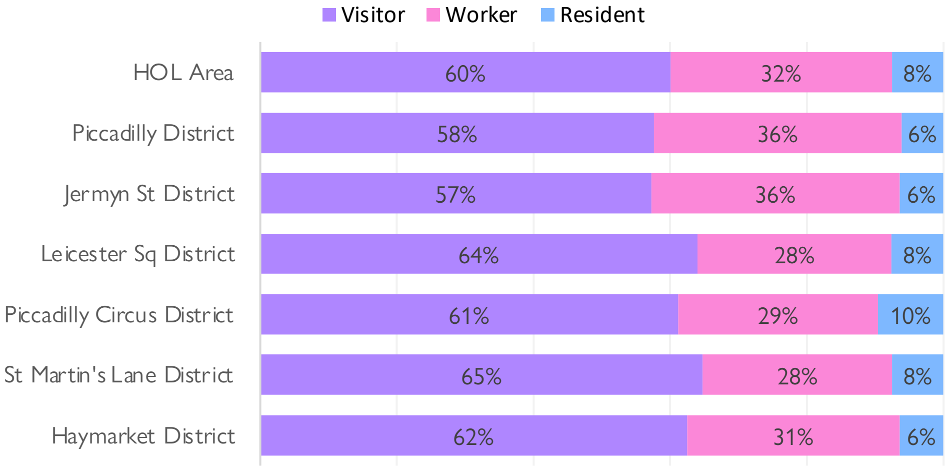
Resident

0% YOY
0% MOM
7%



- Shift in visitor profile MoM with 4% increase in worker presence, replacing share of domestic visitors following August summer holidays.
- All districts exhibited similar profile change – with growth in workers month-on-month vs. August 2025 and consistent resident share.
- See **page 37** for visitor group definitions.

Visitor Mix | District-Level



	Year-on-Year			Month-on-Month		
	Vis.	Wrk.	Res.	Vis.	Wrk.	Res.
HOL Area	-1%	+1%	+0%	-4%	+4%	+0%
Piccadilly District	-1%	+1%	+0%	-5%	+4%	+0%
Jermyn St District	-1%	+0%	+0%	-4%	+4%	+0%
Leicester Sq District	-1%	+1%	+0%	-5%	+4%	+1%
Piccadilly Circus District	-0%	+0%	-0%	-4%	+4%	+1%
St Martin's Lane District	-1%	+1%	-0%	-4%	+4%	+1%
Haymarket District	-0%	+0%	+0%	-5%	+4%	+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

TOP 5 MOSAIC GROUPS REPRESENT 79% OF HOL AREA VISITORS WITH LESS DISTRIBUTED VISITOR BASE IN SEPTEMBER

- Similar to the Core West End, the HOL area's visitor profile shows bias towards **affluent, professional visitor profile.**
- **Five main MOSAIC groups**, contribute **79%** of visits to the area.
- See **page 39** for mosaic group definitions.

Top 3 segments this month

City Prosperity | 20% visitors
High status city dwellers living in central locations, pursuing careers with high rewards

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

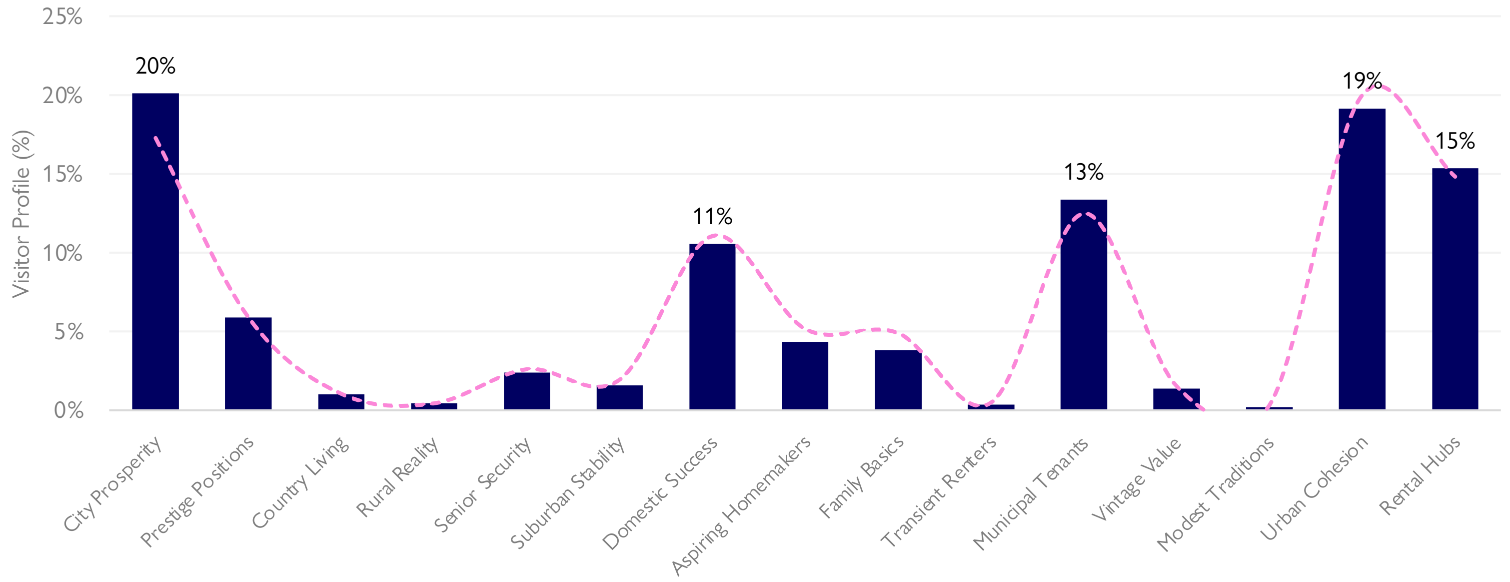
Rental Hubs | 15% visitors
Educated young people privately renting in urban neighbourhoods

MOSAIC Segmentation | HOL Area

HOL Area — Core West End

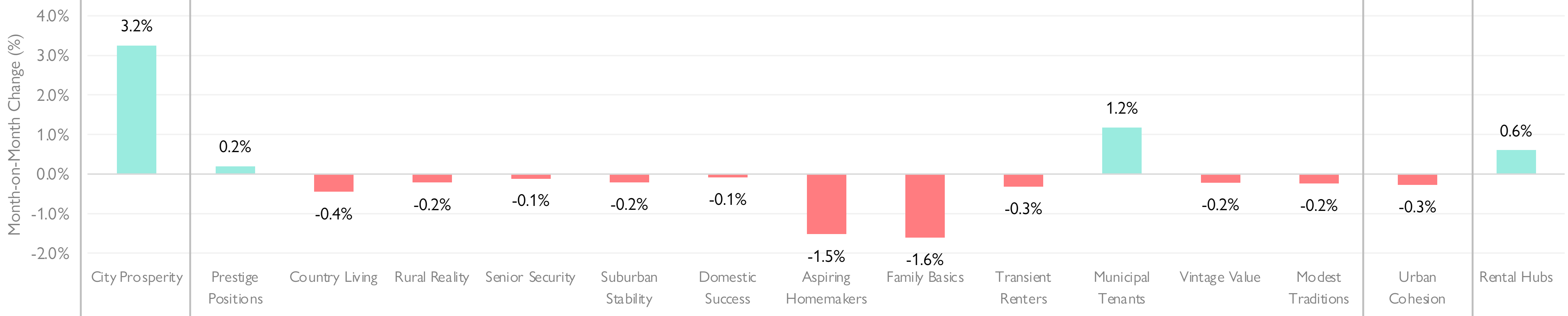
79%	visitors from 5 highest % groups
20%	visitors within 'City Prosperity'
+4.7%	share of visits MoM from top 5 groups

Year-on-Year	+4.3%	-1.4%	-0.4%	-0.2%	-0.2%	-0.2%	-1.7%	-0.5%	-0.7%	-0.1%	+2.3%	-0.1%	-0.1%	-1.7%	+0.4%



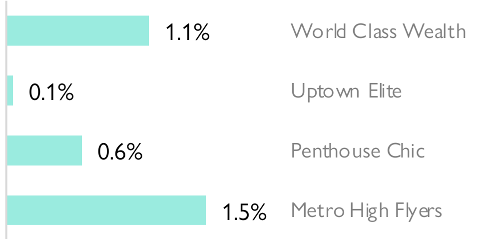
GROWTH IN SHARE OF 'CITY PROSPERITY' SEGMENT IN SEPTEMBER, REFLECTING HIGH-INCOME PROFESSIONAL WORKERS

MOSAIC Segmentation | Month-on-Month Change



Highest Visitor Share Group

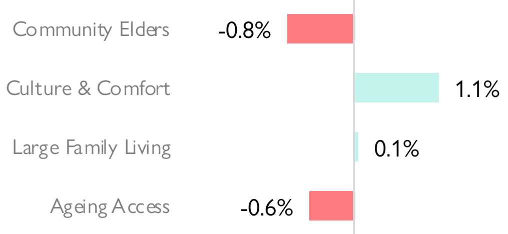
City Prosperity | MoM Change



- **+3.2%** overall increase in visitors from 'City Prosperity'.
- Growth across all 'City Prosperity' types, with increased worker presence leading to higher share from this group; highest growth from 'Metro High Flyers': *'career-minded 20 & 30 year olds…'*

2nd Highest Visitor Share Group

Urban Cohesion | MoM Change



- Relatively stable MoM performance within 'Urban Cohesion' (-0.3% vs. August).
- Varied performance by type within this segment, with growth in 'Culture & Comfort', representing '*thriving families with good incomes in diverse suburbs*'.

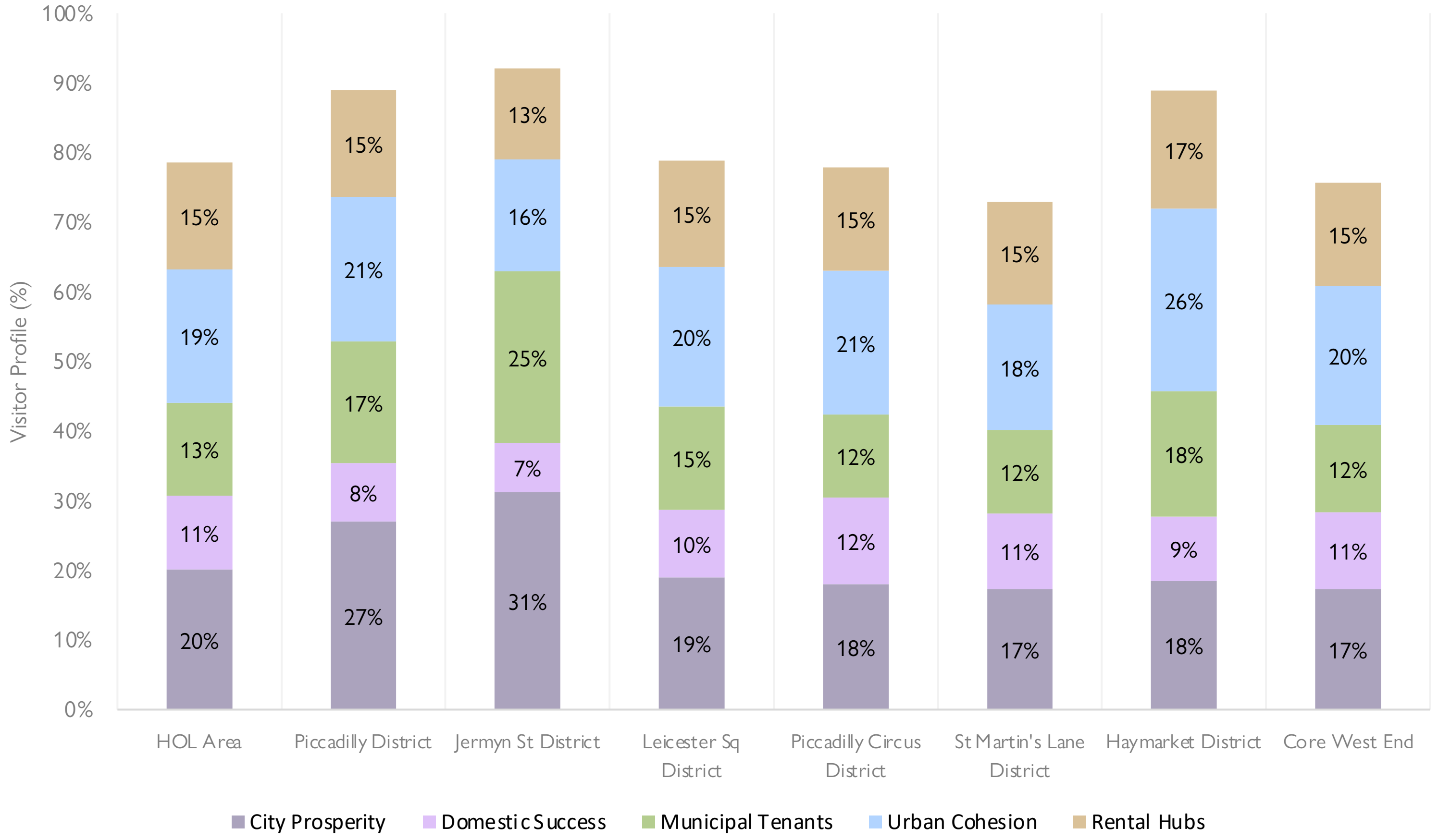
Experian MOSAIC | Detailed descriptions of all groups in appendix

INCREASE IN TOP 5 SEGMENT GROUPS MOM ACROSS ALL DISTRICTS, INDICATING MORE FOCUSED DEMOGRAPHIC VISITOR BASE

- Increase in share of visitors from Top 5 segment groups across all districts, representing a more **focused demographic base** visiting the area in September, with fewer infrequent social visitors from other segments.

Area	Visitors from HOL Area's Top 5 Groups	Month-on-Month
HOL Area	78.6%	+4.7%
Piccadilly District	88.9%	+5.9%
Jermyn St District	92.1%	+11.1%
Leicester St District	78.8%	+14.5%
Piccadilly Circus District	77.8%	+7.1%
St Martin's Lane District	72.9%	+3.3%
Haymarket District	88.9%	+6.2%
Core West End	75.7%	+2.1%

HOL Area's Top 5 Groups | District-Level



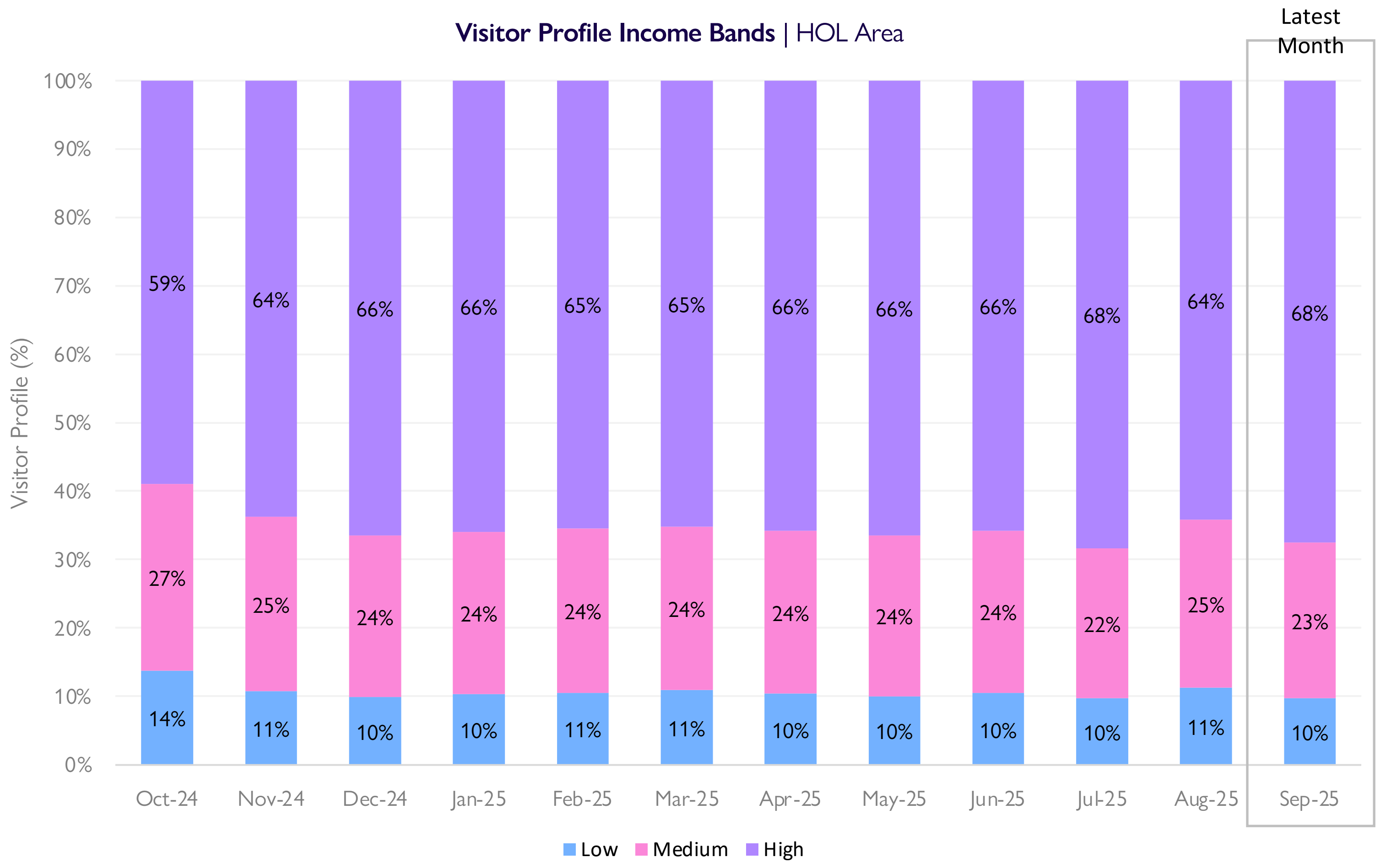
Experian MOSAIC | Detailed descriptions of all groups in appendix

SHARE OF VISITORS FROM HIGH-INCOME VISITOR SEGMENTS INCREASED MONTH-ON-MONTH, AND HIGHER THAN YTD AVERAGE

- **68%** of the HOL area visitors in September are from within high-income segment types.
- **4%** increase MoM in share of visitors from high-income segment groups, further reflecting increased worker presence and less diverse social demographic base.

68%
of visitors from 'high-income' segment

+4%
MoM change in 'high-income' segment



Experian MOSAIC | Example of classifications in appendix

01
SUMMARY

02
VISITOR VOLUMES

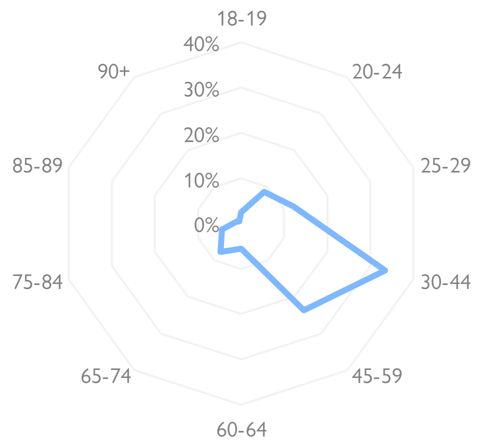
03
VISITOR BEHAVIOUR

04
VISITOR PROFILE

05
APPENDIX

HOL AREA PROFILE SKEWED TOWARDS PROFESSIONAL, MID-AGED VISITOR

Age & Gender Profile



- Visitor profile skewed towards visitors aged **30-59 years old** (57.1%)

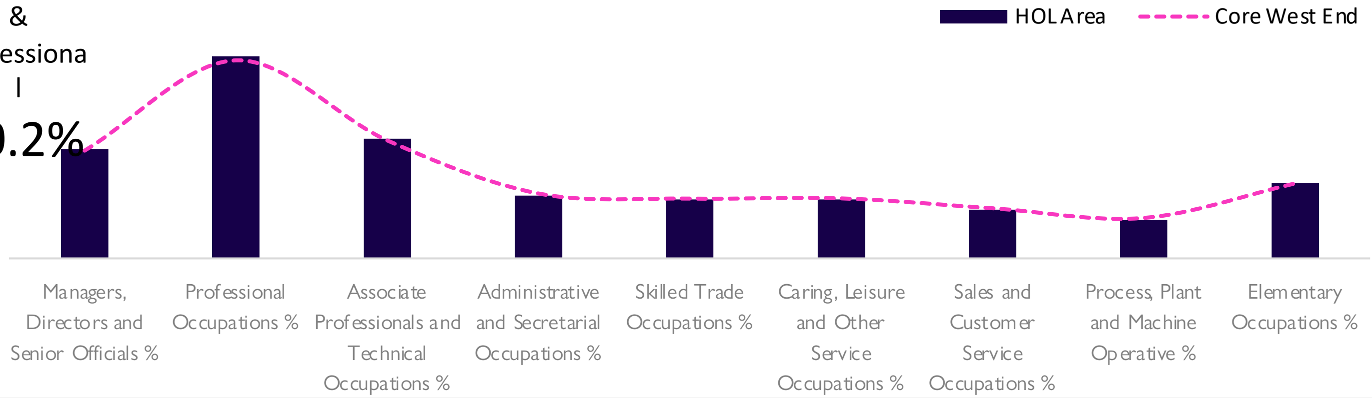
Female 51.2%

Male 48.8%

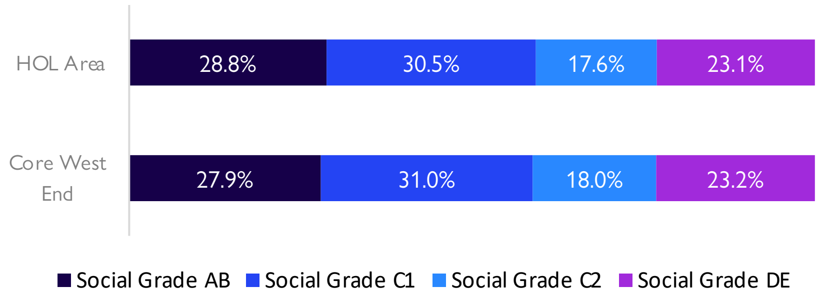
Occupation

Managers & Professional

40.2%



Social Grade



- Social Grade profile of those visiting the HOL area vs. Core West End very similar
- **28.8%** of visitors to the HOL area within most-affluent social grade (AB)

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.

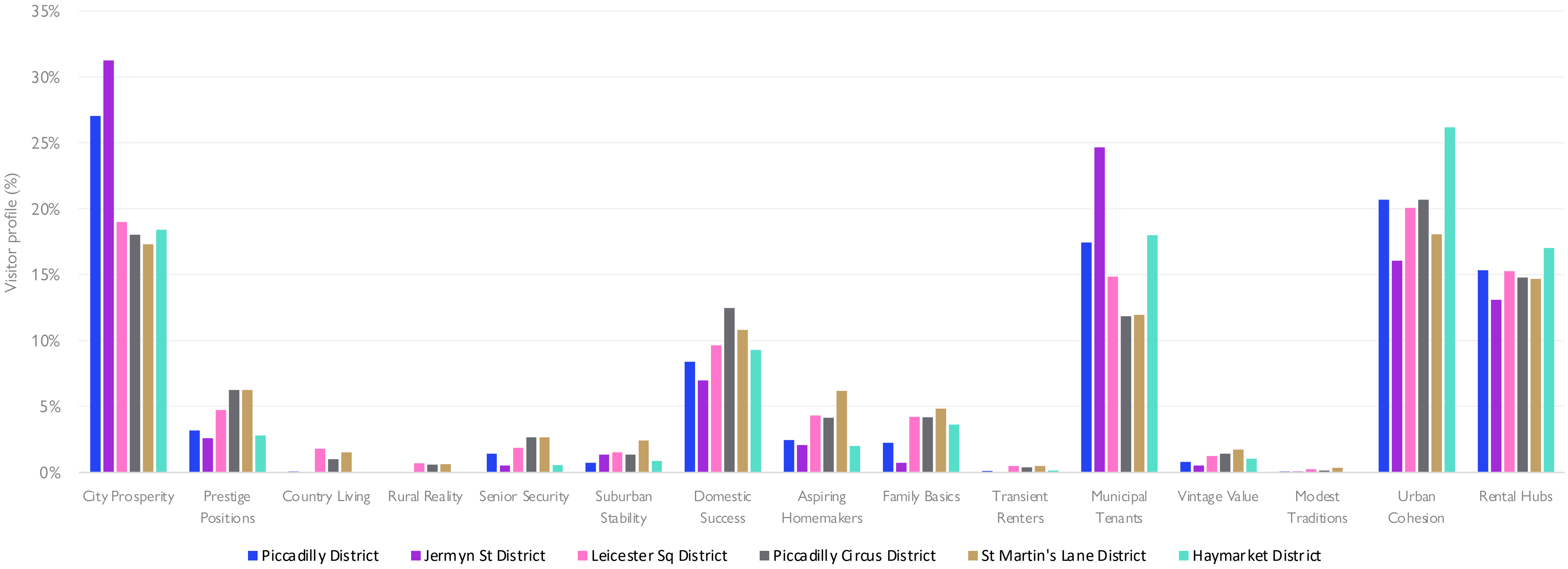
Worker — The number of workers of that MSOA / HEX who spend more than 10 minutes in the location in the specified time period. A person's work location is based on where they have spent most of their working hours based on latest available calendar month.

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.

Anonymised and aggregated by BT, via the High Streets Data Partnership

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

MOSAIC Segmentation | District-Level



Experian MOSAIC

MOSAIC GROUP DESCRIPTIONS

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

Experian MOSAIC

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	Mosaic	A02 Uptown Elite
51m individuals	15 groups	Uptown Elite are affluent, older families who live in desirable neighbourhoods within inner suburbs

Experian MOSAIC

MOSAIC SEGMENTS INCOME BANDING

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

- Low Income
- Medium Income
- High Income

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

MOSAIC Types Income Band Examples…

Single Essentials
Singles renting small social flats in town centres.

City Diversity
Households renting social flats in busy city suburbs where many nationalities live as neighbours.

Local Focus
Rural families in affordable village homes who are reliant on the local economy for jobs.

Fledgling Free
Pre-retirement couples enjoying space and reduced commitments since their children left home.

Primary Ambitions
Families with school-age children, who have bought the best house they can afford within popular neighbourhoods.

World Class Wealth
Global highflyers and moneyed families living luxurious lifestyles in London’s most exclusive boroughs,

Premium Fortunes
Asset-rich families with substantial income, established in distinctive, expansive homes in wealth enclaves.

Low Income — Medium Income — High Income

CROSS VISITATION EXAMPLE

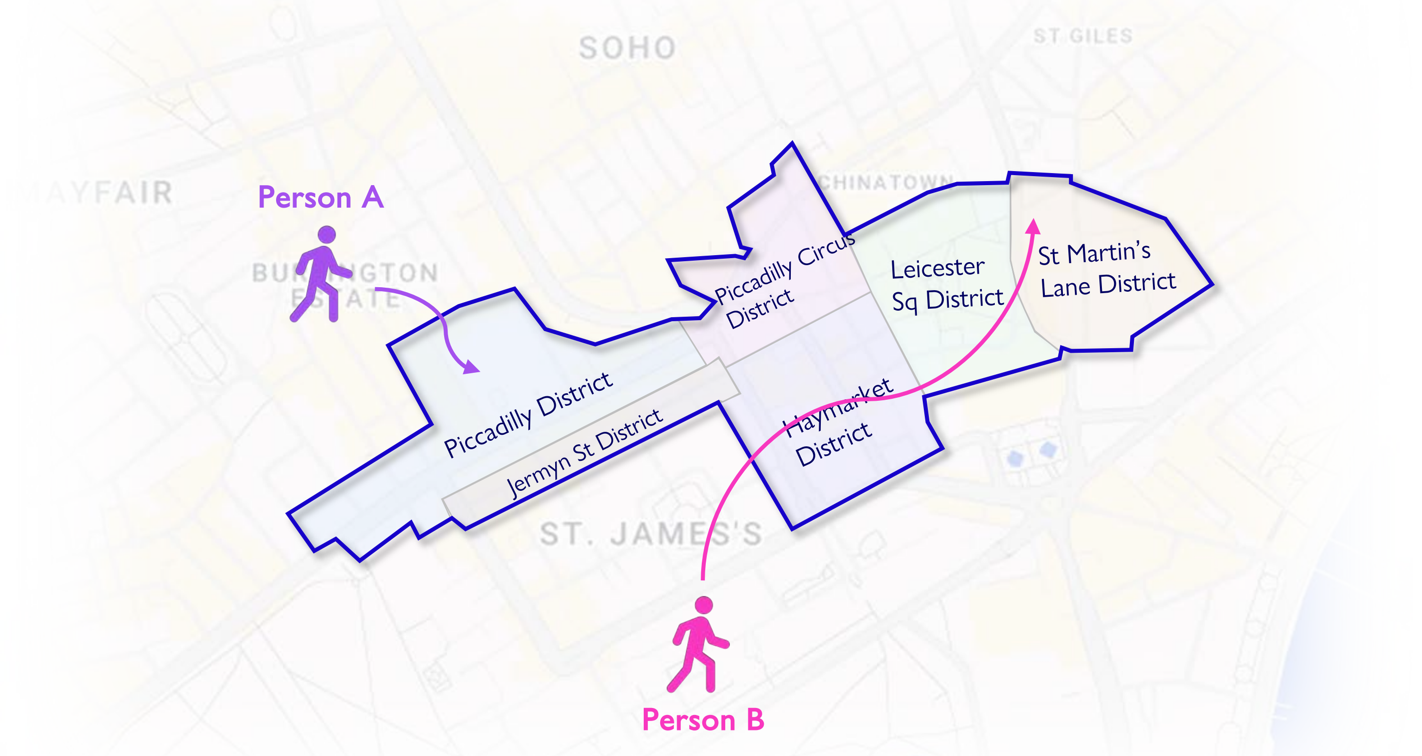
Person A

- 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



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