Visitor Insights
August report 2024

Shaping a
world-class
West End

Issued:
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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.

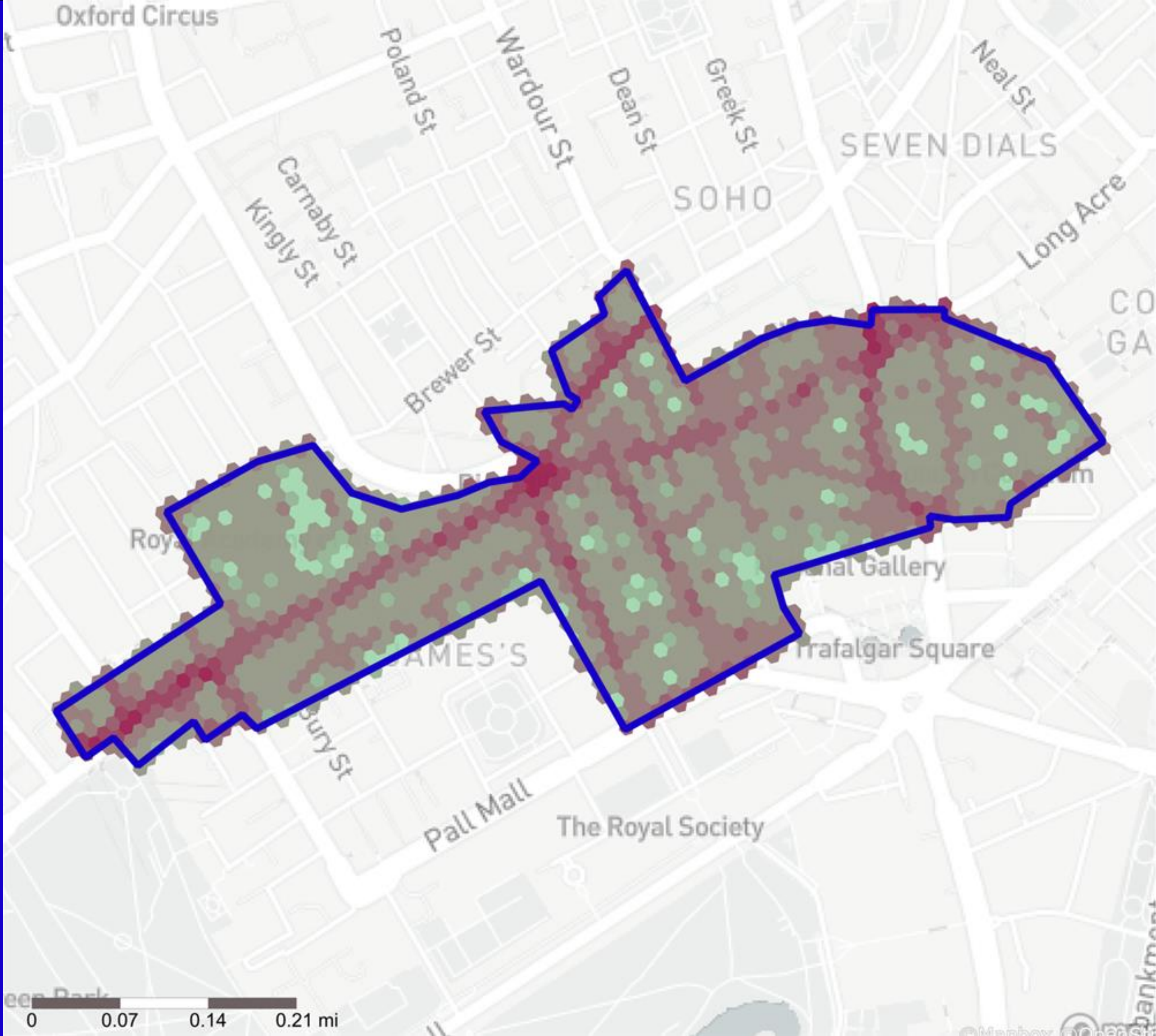
This monthly report provides key insights from preceding calendar month including information about:

- Visitor footfall & profile
- Visitor behaviour

Colliers' Locate Footfall mobility data insights platform is central to the delivery of the insights set out in this report.

From April 2024, the raw source data provider has been changed to Huq, a leading mobility data provider.

Locate **Footfall** *powered by:* huq



Contents

01 Summary

Summary
August 2024

8.3 m (+12%)

Visitors to HOL area up 12% month on month

1 hrs 54 mins (+5%)

Visitors typically spend just under 2 hours in the area. Up 10 mins vs YTD average

73.4% (+1.1%)

73.4% of visits from Core catchment, with more visitors coming from Outer London and surrounding towns

Exec Summary – Key Points
August 2024

- Footfall saw strong growth this month, up 12% MOM for the Heart of London (HOL) area, due to the good weather, the Olympics, and Taylor Swift's London concerts.

- International tourism accounted for 35.5% of footfall in the HOL area in August, primarily from the USA.

- August saw a more even distribution of visitation patterns across the day.

- Mosaic sociodemographic profiles show that city prosperity groups, comprised of wealthy workers, declined in August most likely due to taking holiday over this period.

02 Visitor Volumes

Visitor Volumes Key Points
August 2024

- Footfall saw strong growth this month, up 12% MOM for the Heart of London (HOL) area. This is primarily due to the good weather London experienced. Additionally, the Olympics, which likely caused some cross-pollination between London and Paris, and Taylor Swift's London concerts likely boosted footfall.

- The day-to-day trend was flatter and more consistent than in previous months, this is due to the increased tourism over the summer holidays. Mostly powered by domestic footfall.

- The core catchment area grew by 1.1%. This growth was predominantly coming from 'secondary' catchment areas comprising areas immediately outside Greater London.

- International tourism accounted for 35.5% of footfall in the HOL area in August, primarily from the USA. However, Europe and Asia saw the largest growth in market share, again demonstrating the increased tourist draw over the last month.

- Footfall density remained high in all districts, with the exception of Jermyn Street, showing higher densities than the Core West End benchmark.

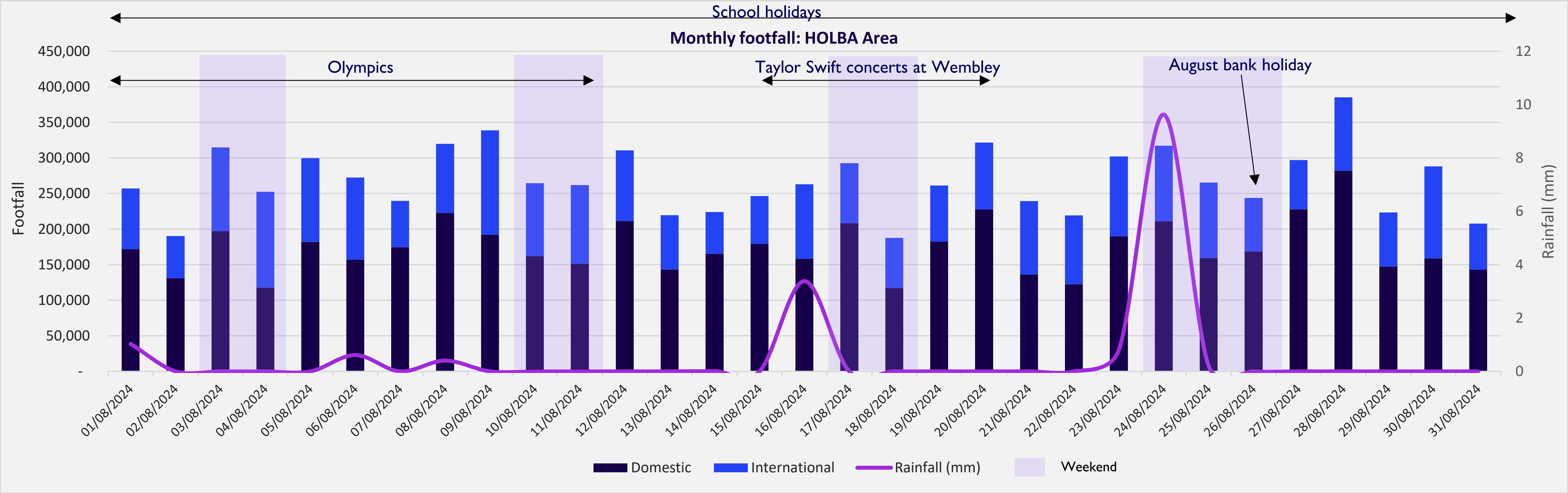
Visitor Volumes
Footfall volumes up 12% vs July

12% month-on-month increase across HOL Area shows continued growth after 17% growth in July vs. June

District	Month-on-Month Total	Month-on-Month *Domestic*	Month-on-Month *International*	Year-on-Year Total	Year-on-Year *Domestic*	Year-on-Year *International*
HOL Area	12%	18%	*1%*	13%	16%	*9%*
Piccadilly District	-1%	1%	*-3%*	-13%	-6%	*-22%*
Jermyn St District	14%	16%	*12%*	-20%	14%	*-50%*
Leicester Sq District	27%	37%	*10%*	23%	56%	*-15%*
Piccadilly Circus District	5%	11%	*-3%*	-9%	-7%	*-13%*
St Martin's Lane District	18%	15%	*24%*	30%	46%	*7%*
Haymarket District	13%	17%	*8%*	-19%	-11%	*-29%*
Core West End	-2%	-6%	*4%*	20%	11%	*40%*
HOL Area - major street avg	6%	11%	-2%	-17%	2%	-37%

- Visits are up by 13% across the HOL area year-on-year, with the strongest growth seen in Leicester Sq (+23%) and St Martin’s Lane (+30%)
- Strong domestic performance in August 2024 (+16% YoY & +18% MoM) across HOL area
- Larger YoY declines by district and major street average compared to the overall HOL area indicates a drop in ‘cross-visitation’ i.e. people are visiting fewer districts per trip compared to last year, rather than a drop in overall footfall to the area.

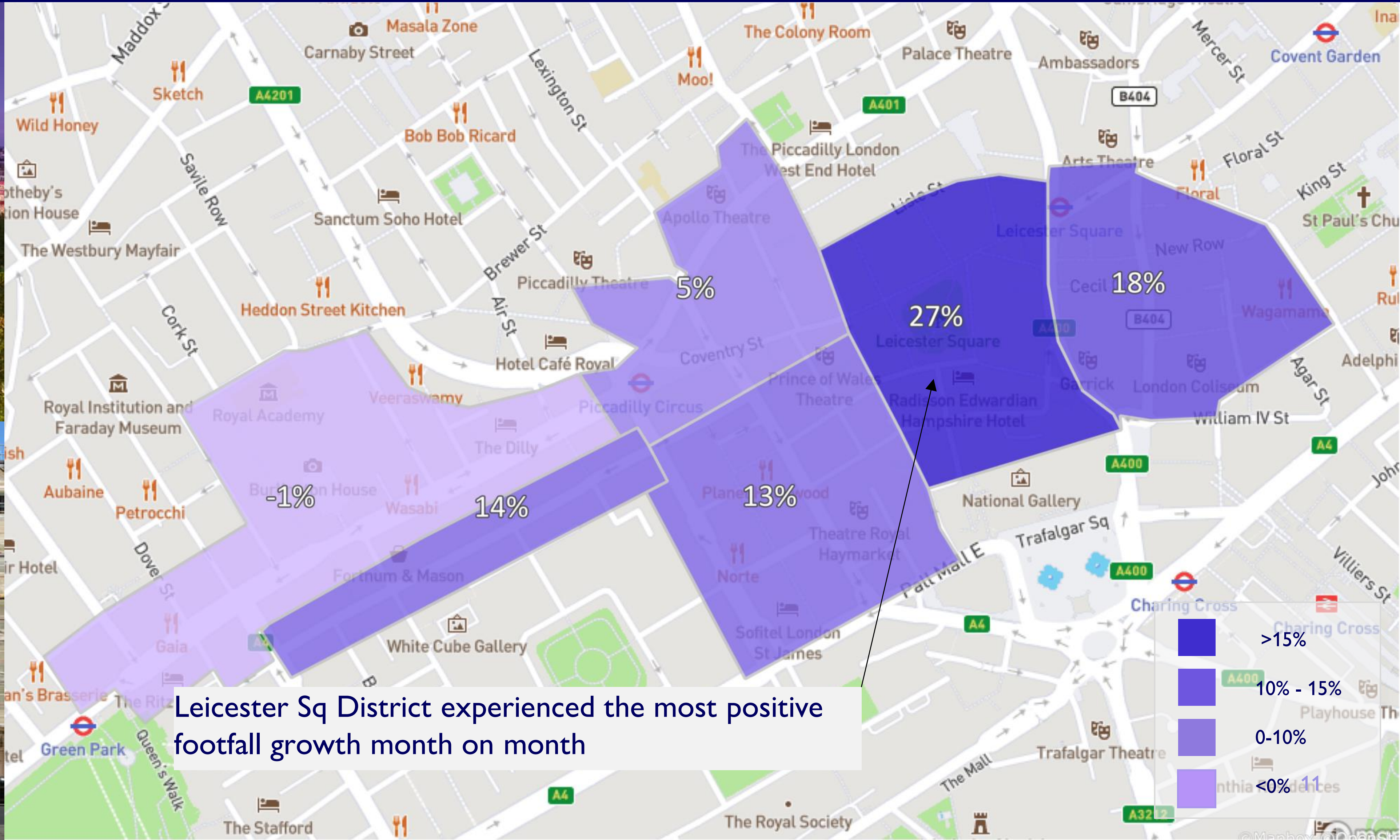
Visitor Volumes
Consistent visit distribution throughout August



- Consistent visit distribution throughout August due to continued school holidays, with fewer notable peaks or troughs than recent months
- Footfall appears to have been unaffected by the heavy rain experienced on 24th August, with visits 7% higher than the Saturday average in August

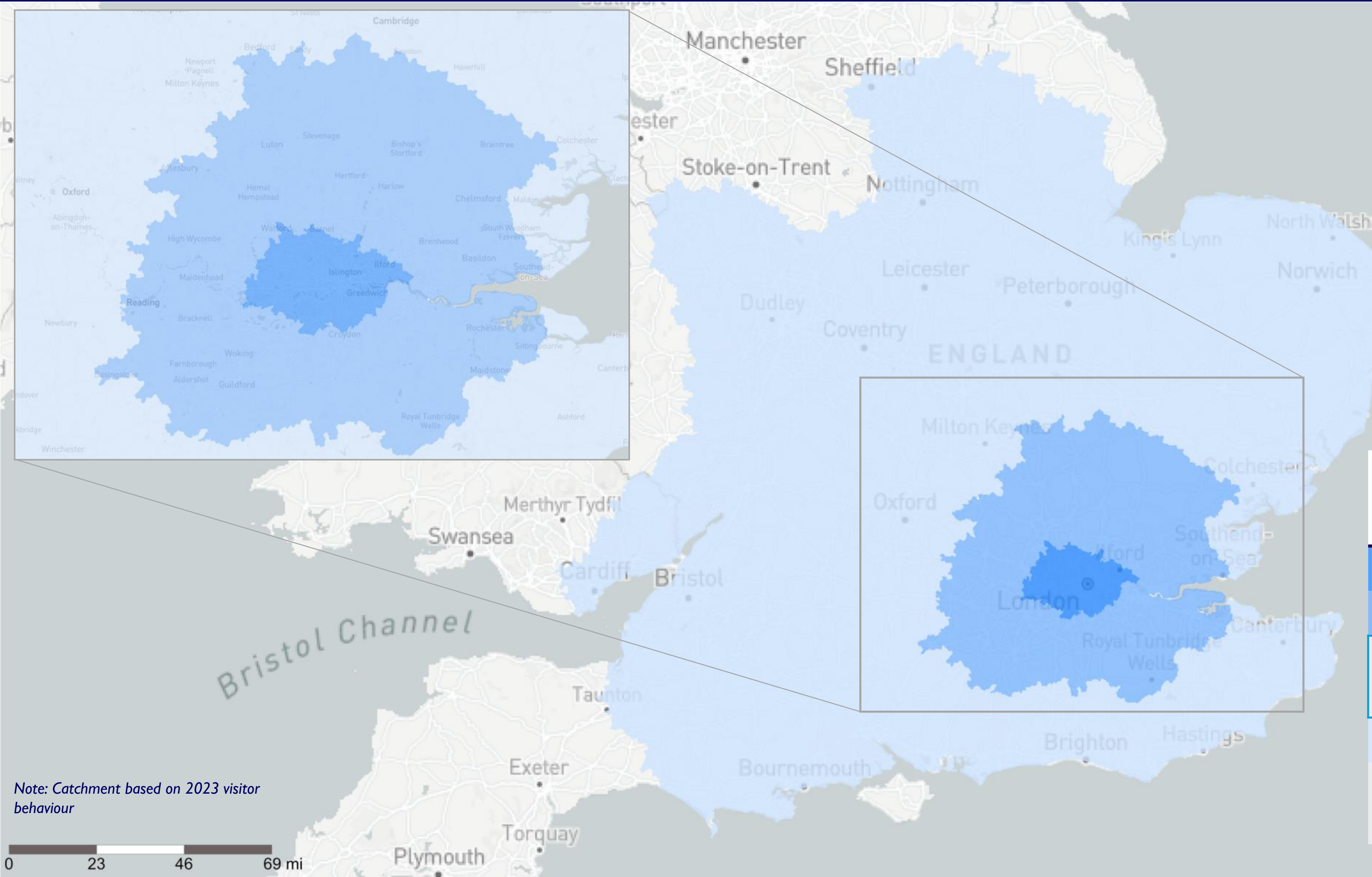
Visitor Volumes

August vs. July 2024: Leicester Sq saw strongest footfall increase



Leicester Sq District experienced the most positive footfall growth month on month

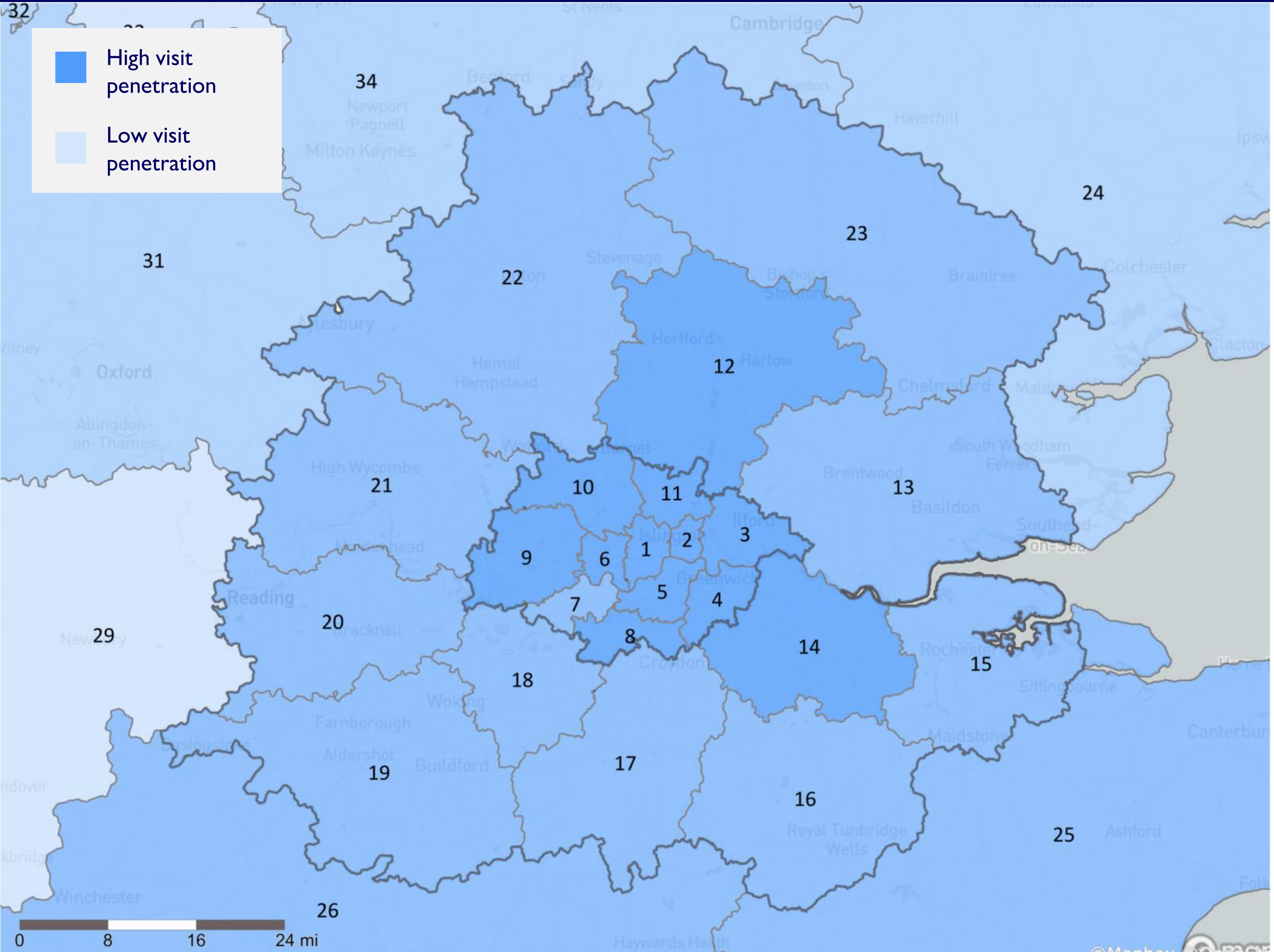
Visitor Volumes
HOL's Core catchment has a population of 16.3million



Note: Catchment based on 2023 visitor behaviour

	Catchment band	Population (Millions)
	-Primary	7.0
	-Secondary	9.2
	Core ***(Primary + Secondary)*** *75% of regular visitors*	**16.2**
	-Tertiary	24.1
	Total ***(Core+ Tertiary)*** *90% of regular visitors*	**40.3**

Visitor Volumes
3.8% increase in visits from Tertiary Catchment

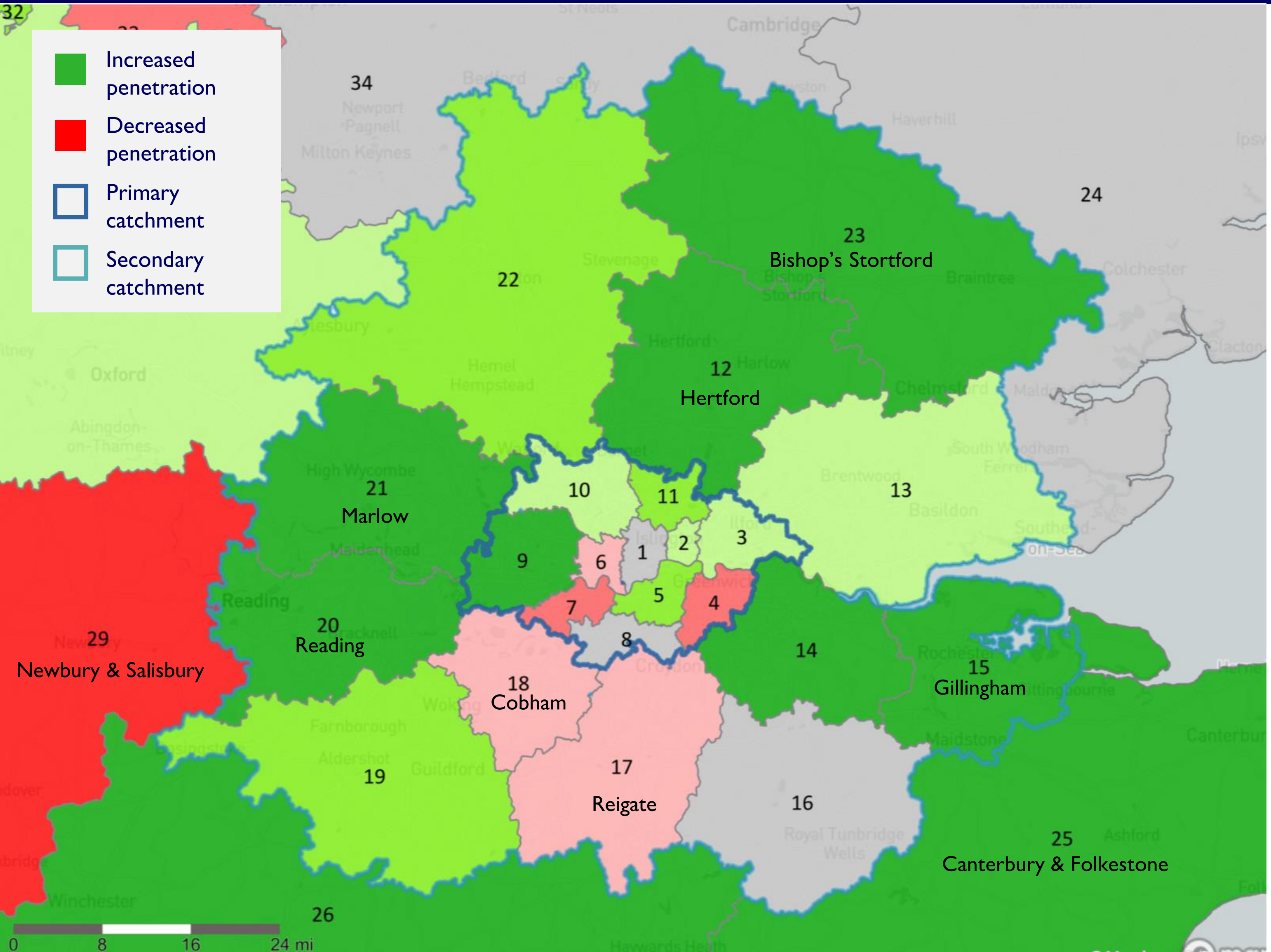


- Relatively stable visit performance from zones in core catchment month-on-month in August (+1.1%)
- Increase in share of visits from zones in Tertiary catchment compared to July, representing additional pull from areas towards the edge of the catchment

Catchment band	Latest month visit %	Change vs. previous month
-Primary	47.0%	-6.4%
-Secondary	26.5%	19.4%
Core	73.4%	1.1%
-Tertiary	19.7%	10.8%
Total	93.2%	3.0%
-Pull in	6.8%	-3.0%

Note: Penetration = % of population from a zone that visits HOL Area

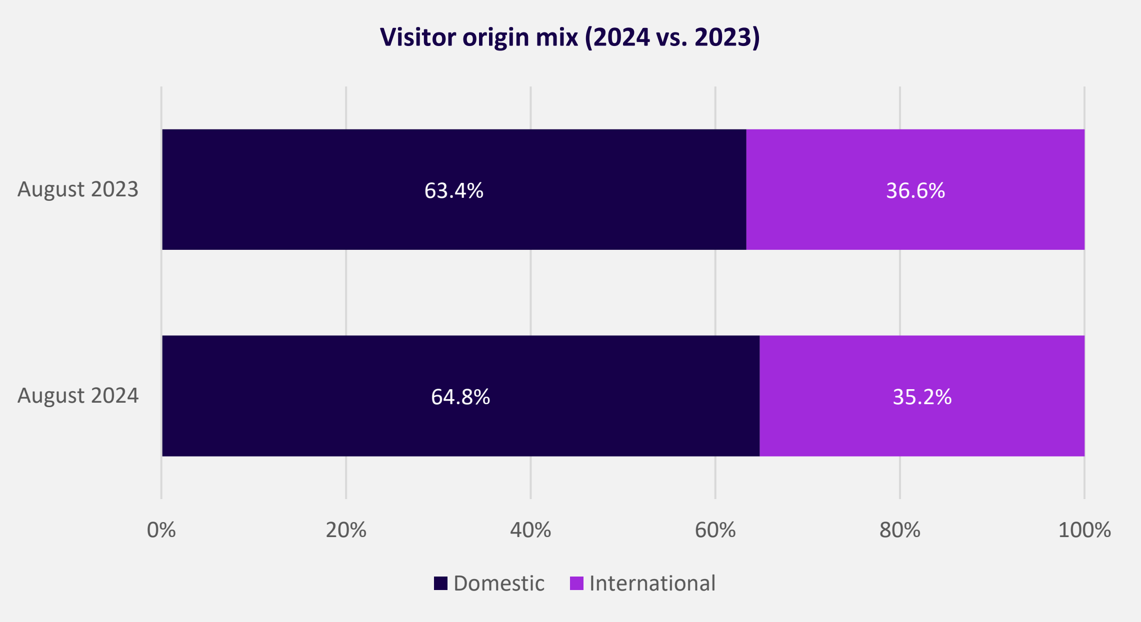
Visitor Volumes
Increase in visitor penetration in parts of Secondary catchment



- Map represents the month-on-month change in penetration by catchment zone
    - Red areas represent zones which contributed fewer visits, while green areas represent zones that contributed more
- Zones towards the edge of the Secondary & Tertiary catchment have experienced an increase in penetration, including Reading (20) and Marlow (21), driven by leisure visitors during school holidays
- Conversely, decreases in penetration from zones 18 (Cobham) and 17 (Reigate) indicate these areas primarily contribute worker visitors

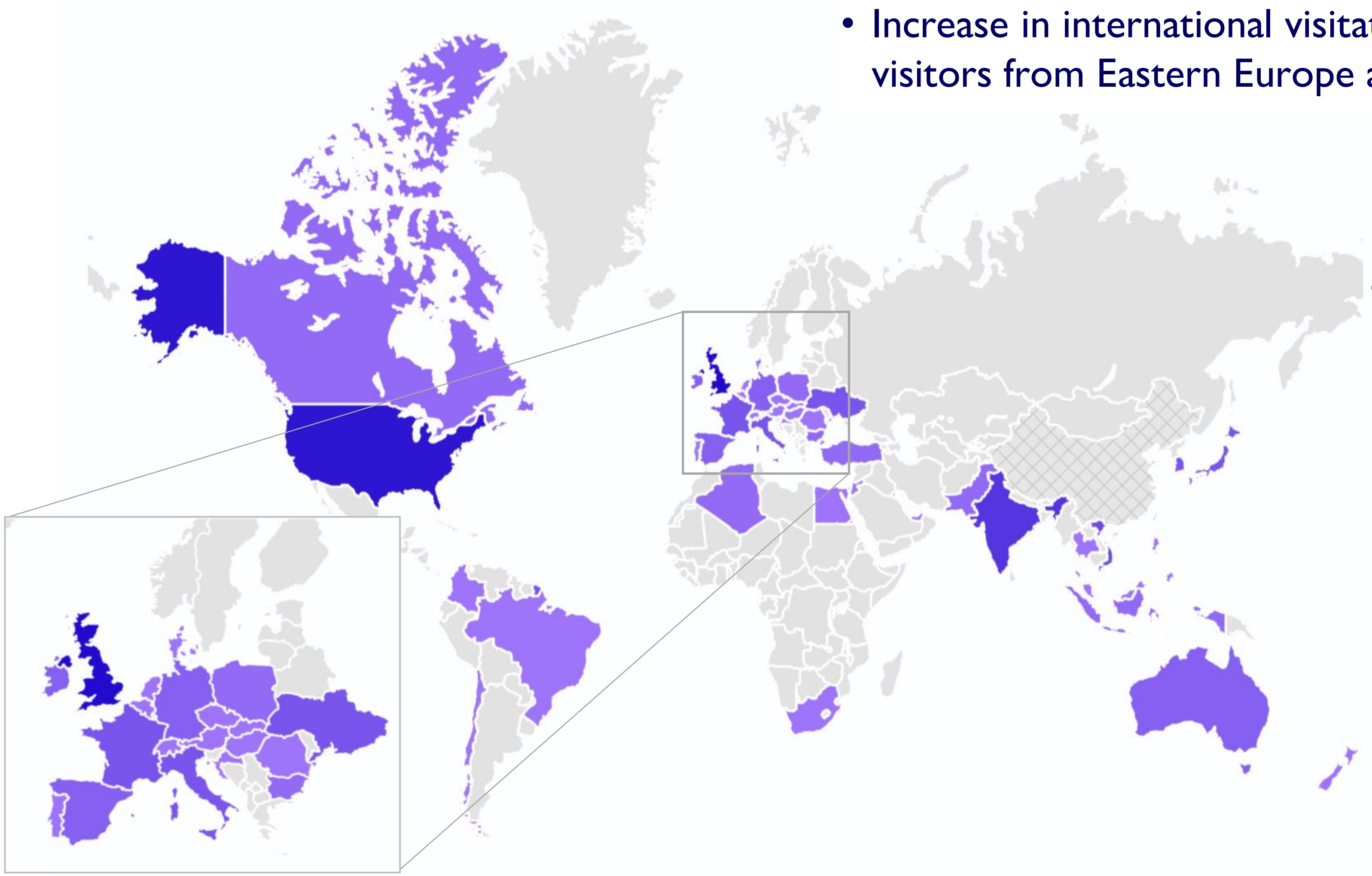
Visitor Volumes: visitor mix
International visitor volume up but origin mix down on July

Area	International mix (%)	+/- change in mix: Month-on-Month	+/- change in mix: Year-on-year	+/- change in volume: Month-on-Month	+/- change in volume: Year-on-year
HOL Area	**35.2%**	**-3.6%**	**-1.4%**	**1.5%**	**8.9%**
Piccadilly District	38.4%	**-1.0%**	**-4.4%**	**-3.4%**	**-21.9%**
Jermyn St District	32.5%	**-0.9%**	**-20.0%**	**11.5%**	**-50.2%**
Leicester Sq District	31.9%	**-4.9%**	**-14.3%**	**10.1%**	**-15.1%**
Piccadilly Circus District	38.5%	**-3.3%**	**-1.8%**	**-2.9%**	**-13.4%**
St Martin's Lane District	33.4%	**1.6%**	**-7.1%**	**23.7%**	**7.4%**
Haymarket District	39.1%	**-2.1%**	**-5.5%**	**7.6%**	**-29.4%**
Core West End	36.4%	**2.2%**	**5.2%**	**3.9%**	**39.6%**



- 8.9% increase in the volume of international visitors year-on-year
- Due to larger increase in domestic visitors and despite the increase in volume, there was a -3.6%-point decrease in international mix versus July
- International visits accounted for 35.2% of visits in August 2024, vs. 36.6% last August

Visitor Volumes: visitor origin
35.2% of visitors to HOL from outside the UK



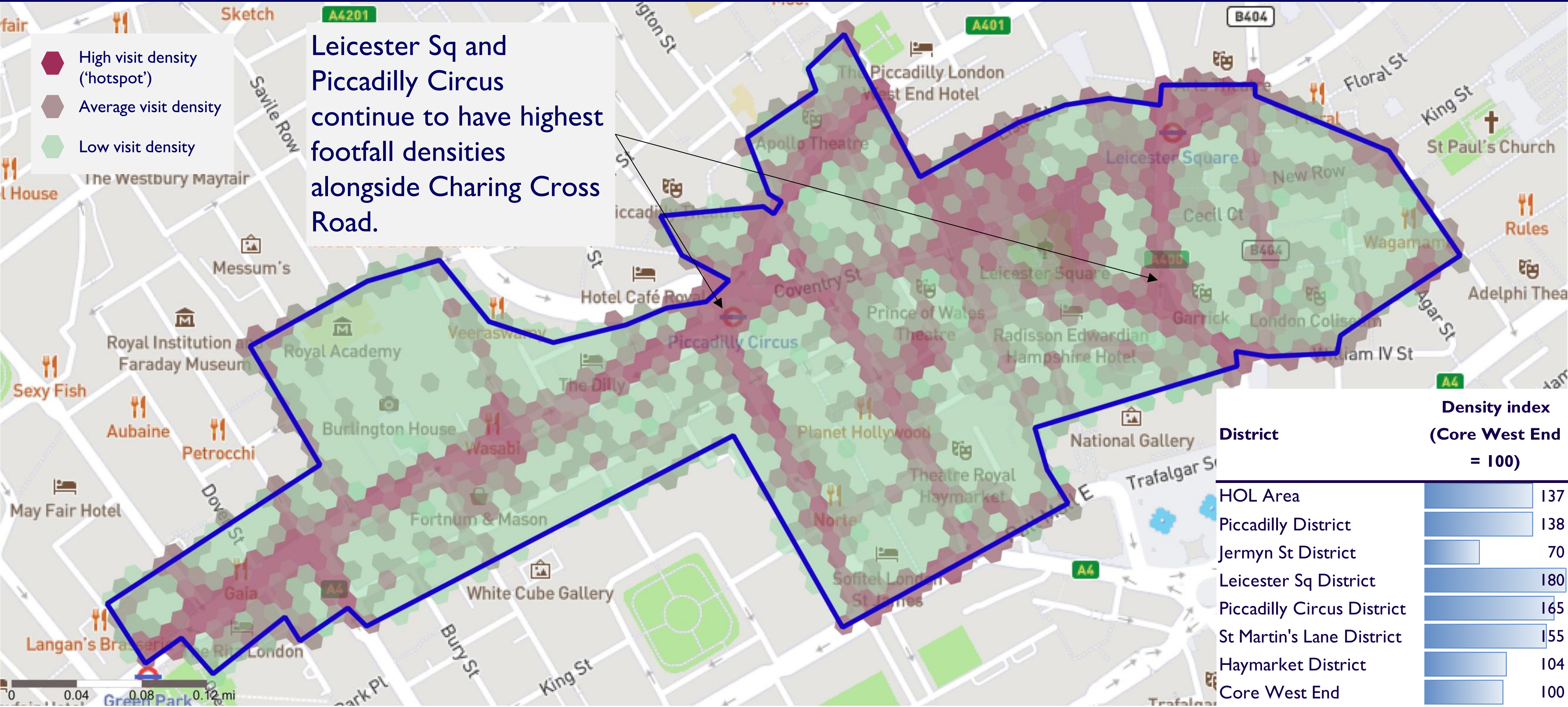
- Increase in international visitation in August 2024 driven by increases in visitors from Eastern Europe and South-Eastern Asia

Rank	Region	%	+/- percentage point change
1	United Kingdom	64.8	3.6
2	Northern America	12.2	-4.2
3	Eastern Europe	4.7	0.7
4	Southern Asia	4.4	-0.2
5	South-eastern Asia	3.0	2.6
6	Eastern Asia	3.0	-1.0
7	Western Europe	2.3	0.1
8	Southern Europe	1.9	-0.8
9	Western Asia	1.0	-0.2
10	Australia and New Zealand	0.8	0.0
	Europe (excl. UK)	9.8	-0.4
	Rest of the world	25.4	-3.2
	Non UK	35.2	-3.6

Note: Data unavailable for visitors from China

Visitor Volumes

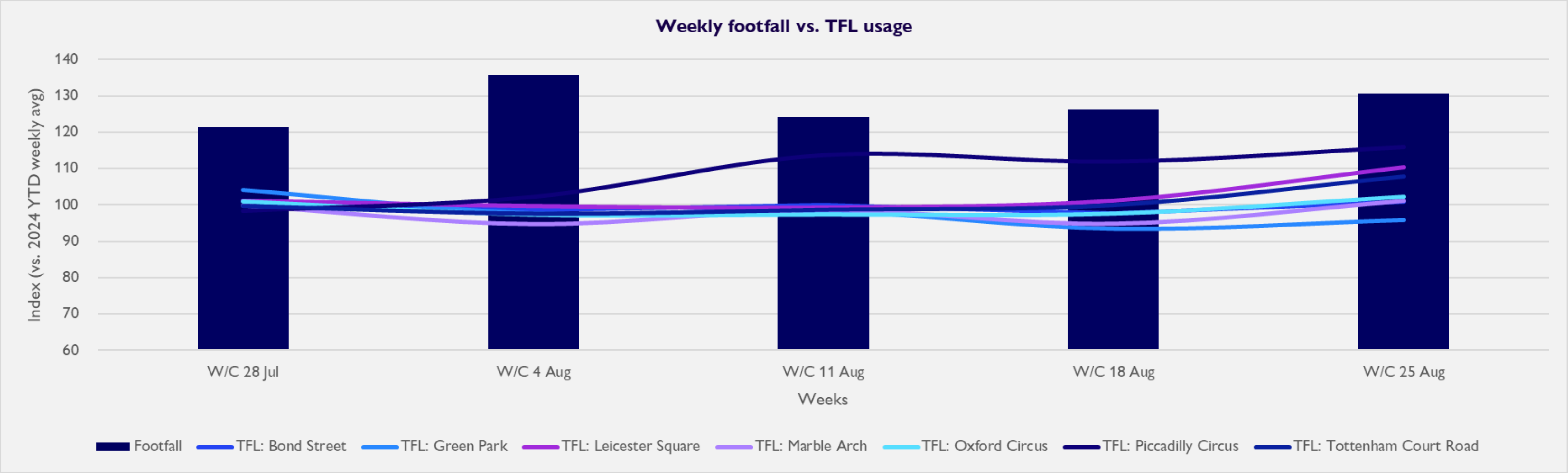
Leicester Sq and Piccadilly Circus District have highest footfall density



Leicester Sq and Piccadilly Circus continue to have highest footfall densities alongside Charing Cross Road.

District	Density index (Core West End = 100)
HOL Area	137
Piccadilly District	138
Jermyn St District	70
Leicester Sq District	180
Piccadilly Circus District	165
St Martin's Lane District	155
Haymarket District	104
Core West End	100

Visitor Volumes: TFL station usage
High station usage in last week of August



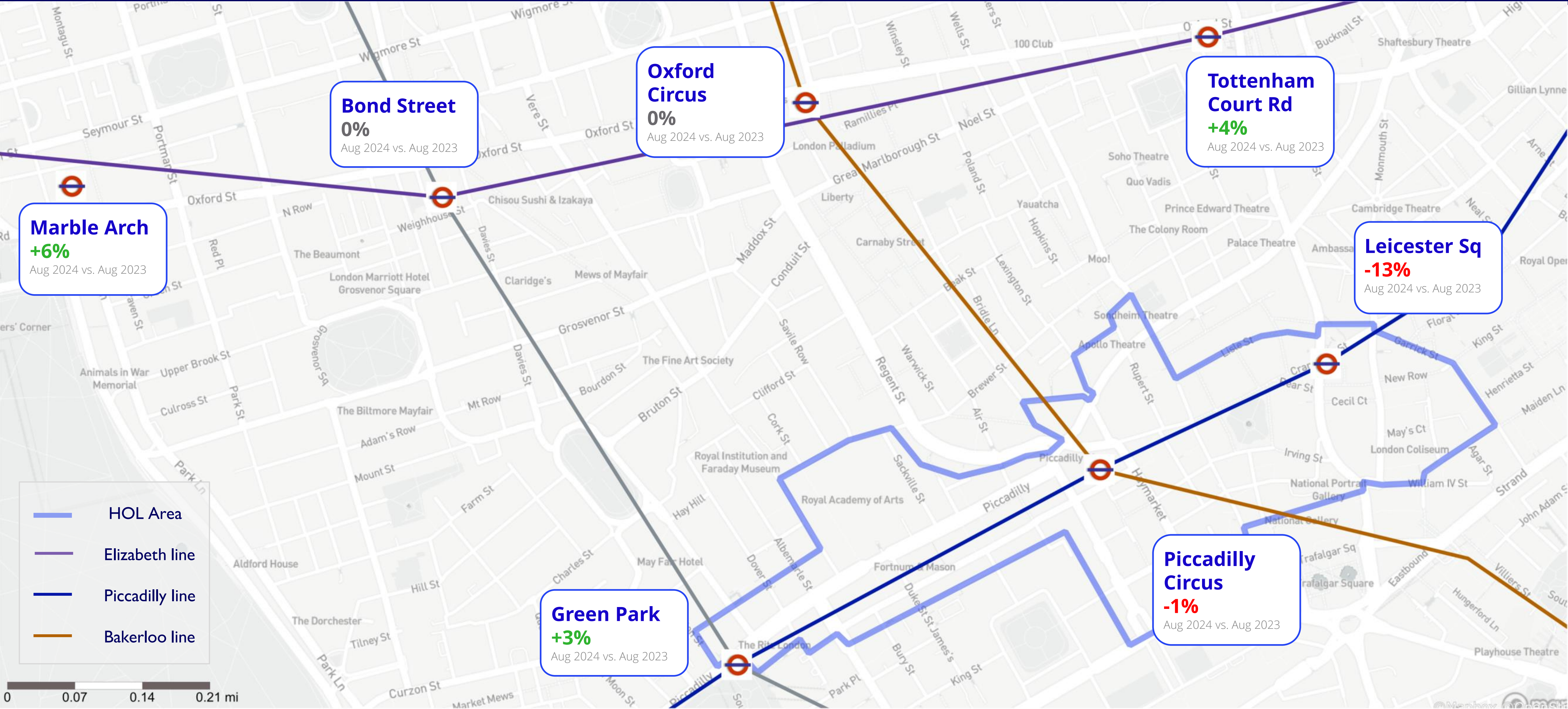
- High TfL usage seen in July dropped down to annual average for majority of August, with Piccadilly Circus being the only station to show above average usage in both w/c 11th and 18th August

- Usage in all stations increased during the last week of August however, potentially due to a return to work after the summer holidays

Note: Data covers Sunday – Saturday periods

Visitor Volumes: TFL station usage | Aug

Leicester Sq experienced largest year-on-year decline in usage



03 Visitor Behaviour

Visitor Behaviour - Key Points
August 2024

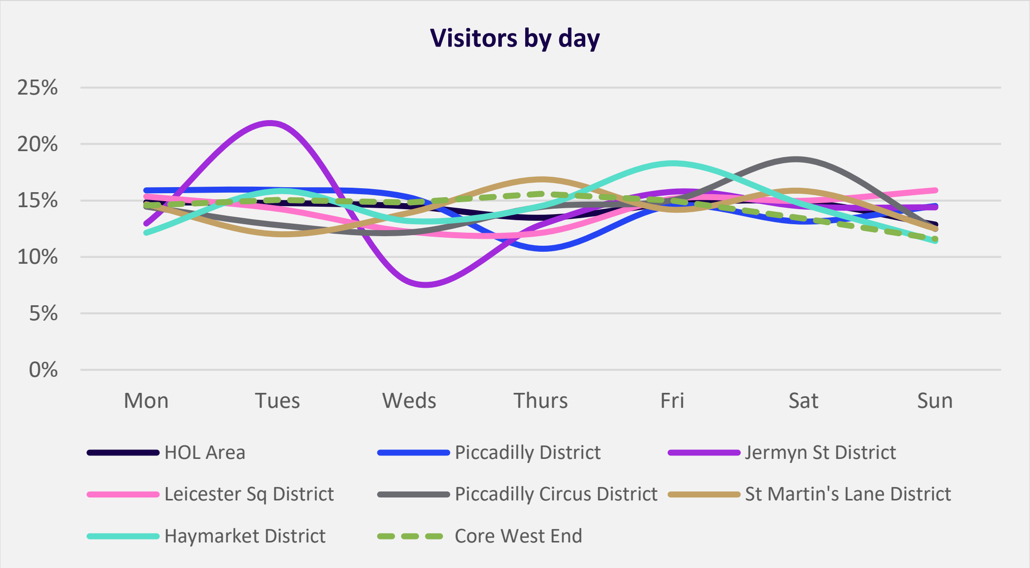
- Visitation patterns across the day are less pronounced than in previous months due to disruption of the normal balance of workers and tourists. This has led to a more even distribution across the day.

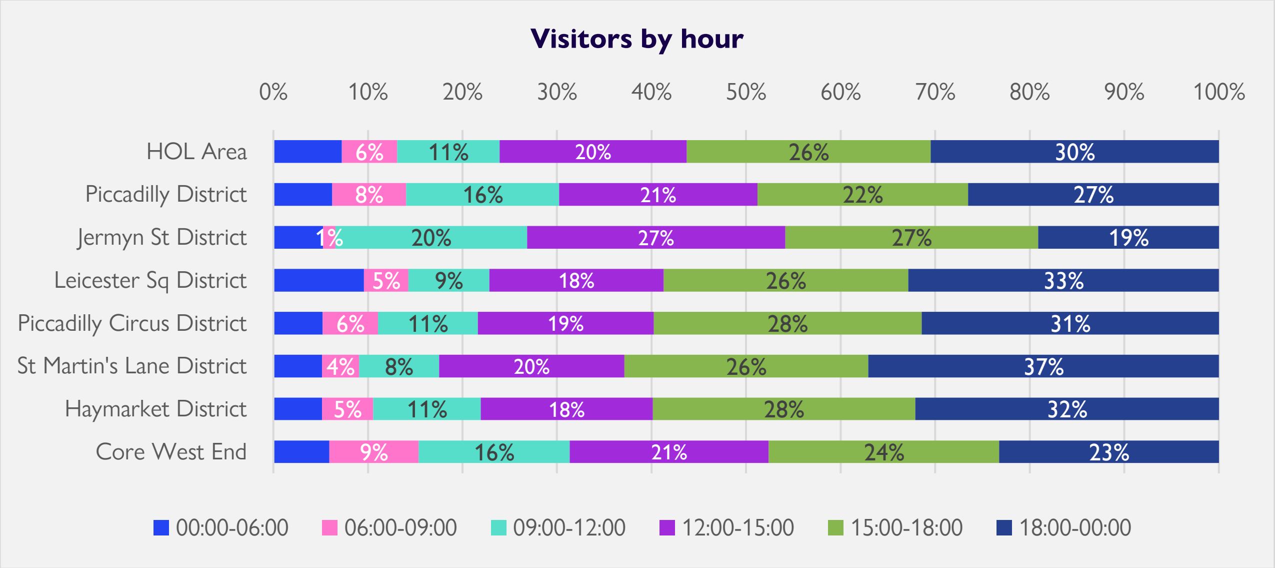
- The HOL area received almost a third of its footfall between 6pm and midnight. This demonstrates the unique nature of the offer in the HOL area, focused on F&B and leisure, attracting a different audience to the rest of the West End.

- Visit frequency fell slightly in August. This, again, reflects the increased proportion of tourists in the overall footfall mix as they will typically visit far less often than an average worker.

Visitor Behaviour

32.9% of visitors to HOL area visit on a Friday or Saturday

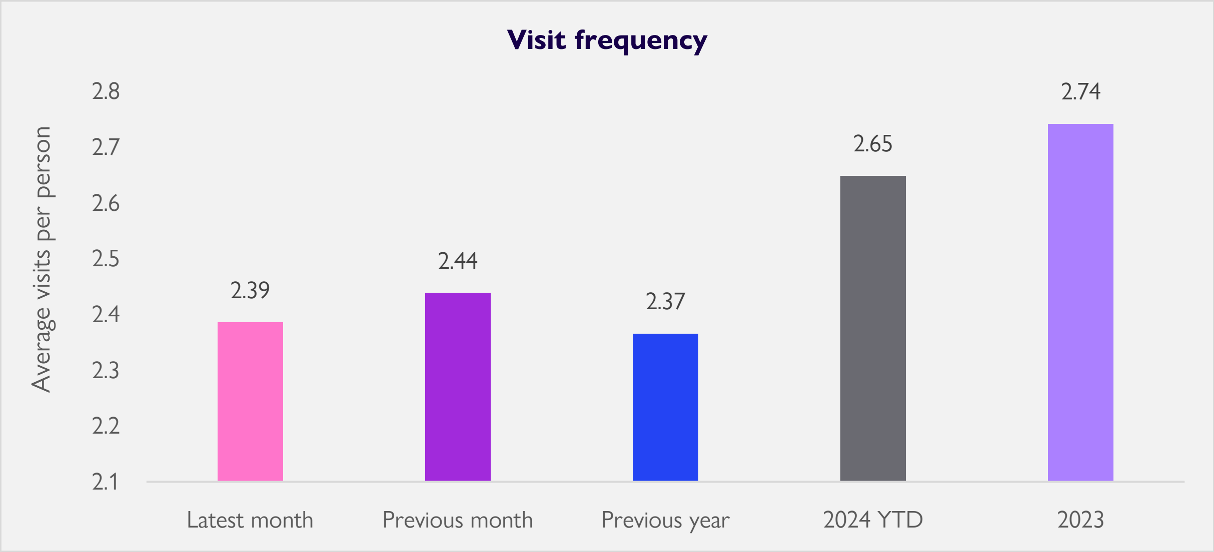


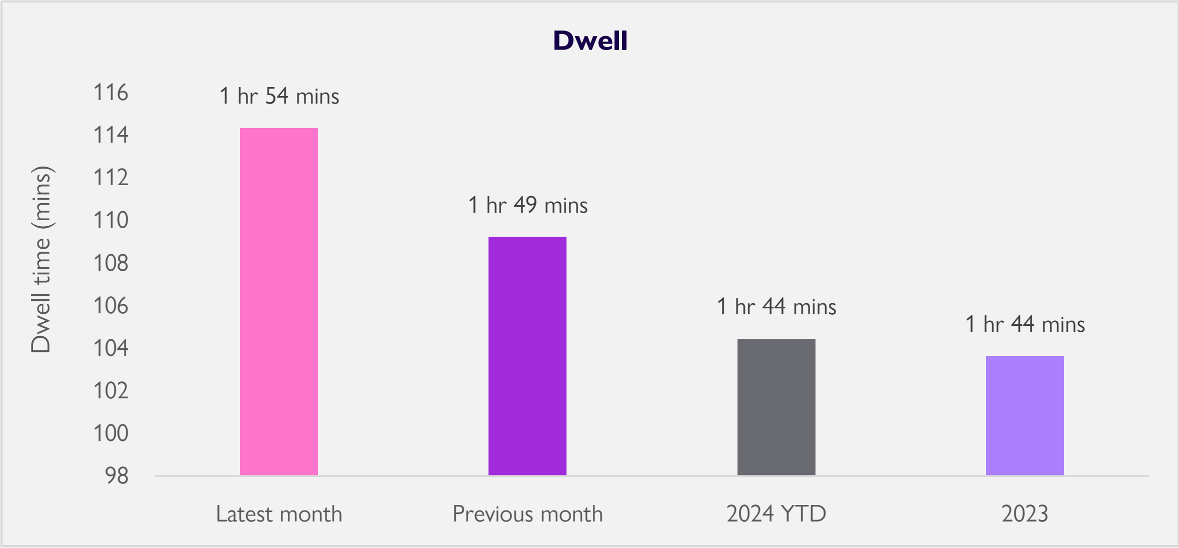


- Saturday remains the most popular day across the HOL area, however Mon-Tues are ahead of typical behaviour this month, representing changing visit patterns during school holidays
- International vs. domestic split by day of week relatively consistent due to school summer holidays

- Visitor volumes typically peak during lunchtime and into the afternoon
- Leicester Sq District, St Martin's Lane District, and Haymarket District have the highest proportion of evening visits, driven by a strong F&B and leisure offer

Visitor Behaviour
Dwell time increased 5 mins in August vs. July

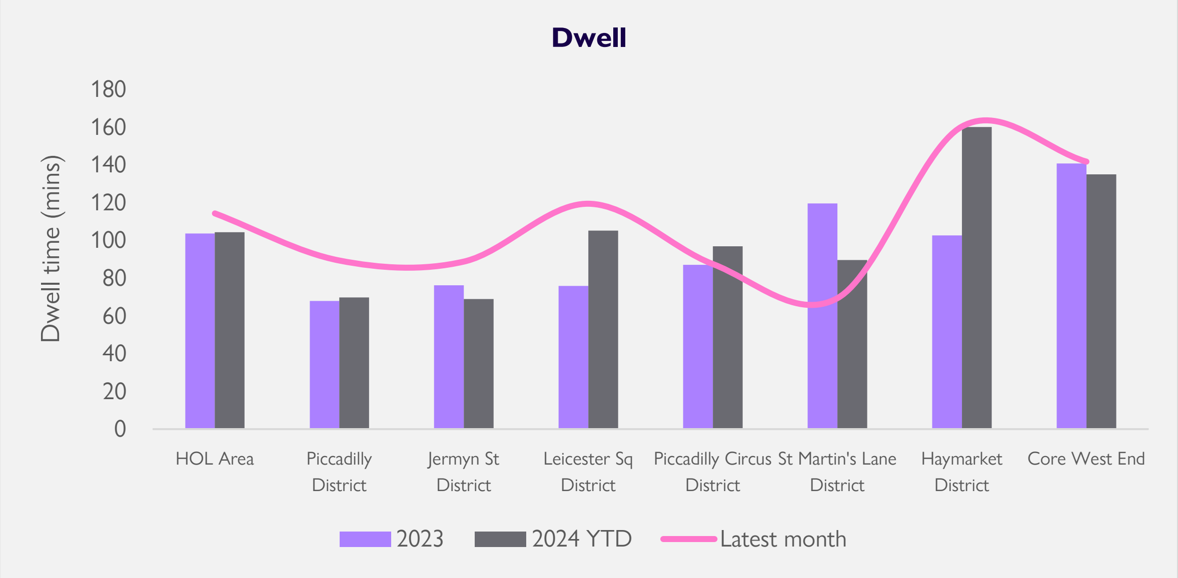


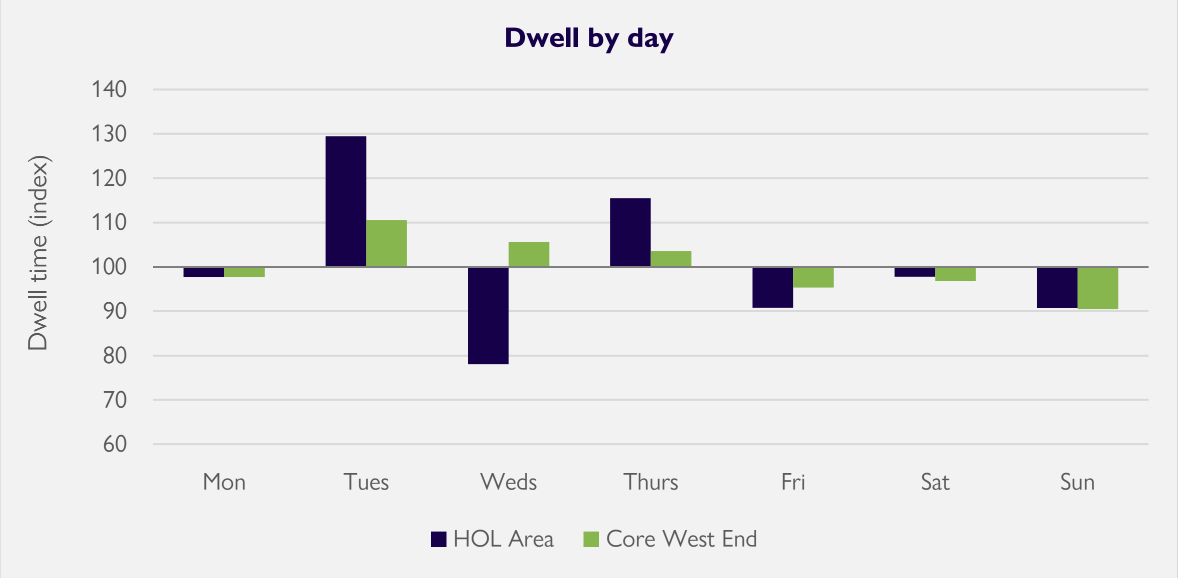


- Average visitor visited HOL area 2.39 times in August, down from 2.44 in July
- This decline is likely due a higher number of tourists in August who will visit the area a lower number of time

- Dwell time increased 5 mins in August vs. July
- 45.6% of visitors to HOL area dwell less than an hour

Visitor Behaviour: Dwell time
Haymarket District had the longest dwell time in August





- Dwell time increased in most districts in August
- Jermyn St District saw the largest increase in dwell time vs. 2024 YTD
- Haymarket District had the longest dwell time in August, at 2 hours and 40 minutes

- HOL area had longer dwell times on Tuesday and Thursday, likely driven by workers
- Dwell patterns in August influenced by school holidays
- The pattern for the wider Core West End area is similar but less pronounced than HOL Area, likely due to a higher number of workers and less tourists for its size.

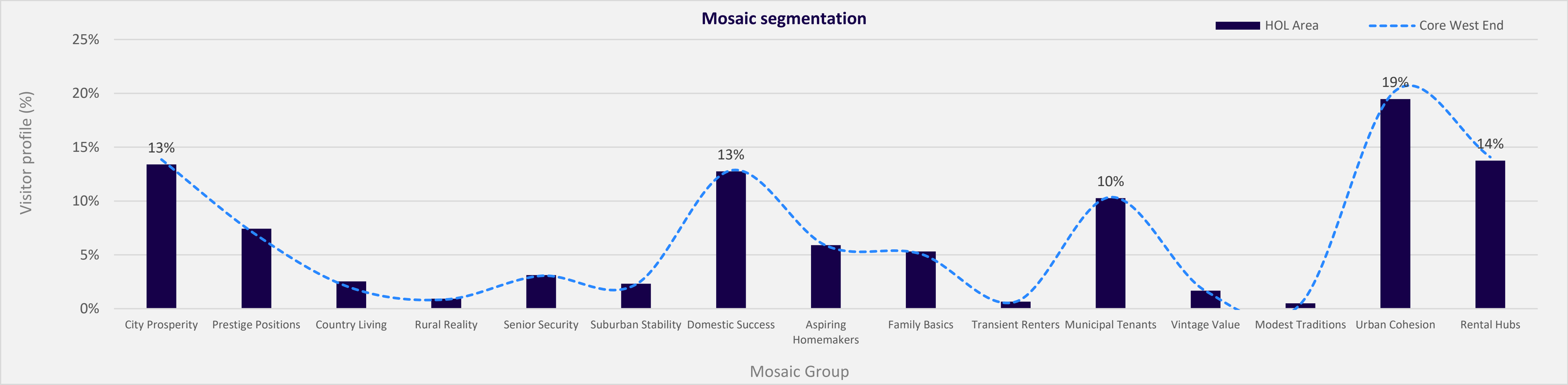
04 Visitor Profile

Visitor Behaviour - Key Points
August 2024

- Mosaic sociodemographic profiles show that city prosperity groups have declined in August. This group is largely comprised of wealthy workers who are more likely to take holiday over this period.

- In contrast, Urban cohesion, rental hubs and domestic success hubs have increased in market share, likely due to these groups being comprised of more day trippers to London.

Visitor Profile
‘Urban Cohesion’ and ‘Rental Hubs’ dominant Mosaic groups



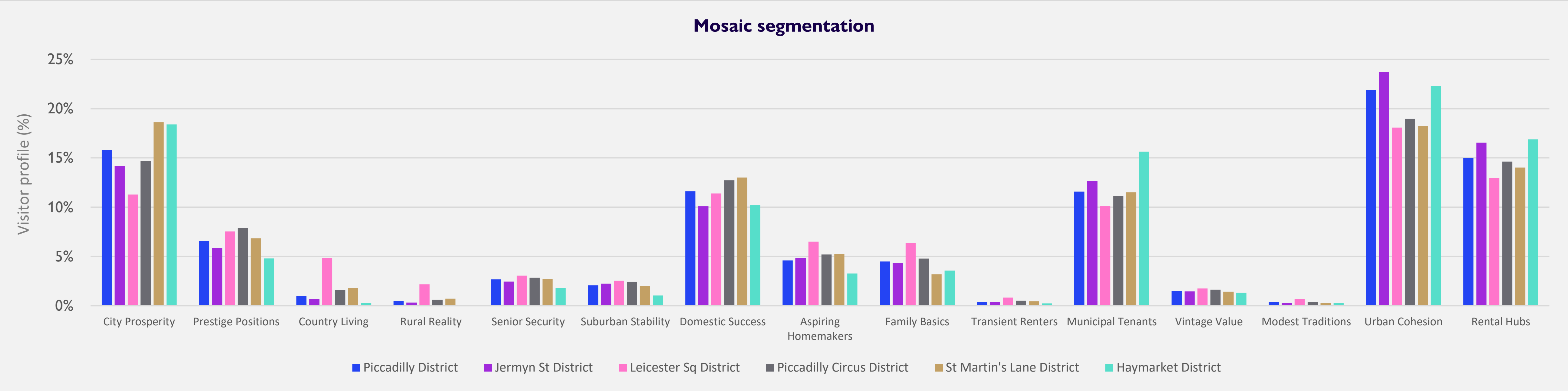
- Visitor profile biased towards 4 Mosaic groups ‘Urban Cohesion’ and ‘Rental Hubs’, shifting away from recent dominance of ‘City Prosperity’, likely due to a decrease in workers during summer holidays

  – Urban Cohesion are residents of settled urban communities

  – Rental Hubs are educated young people privately renting in urban neighbourhoods

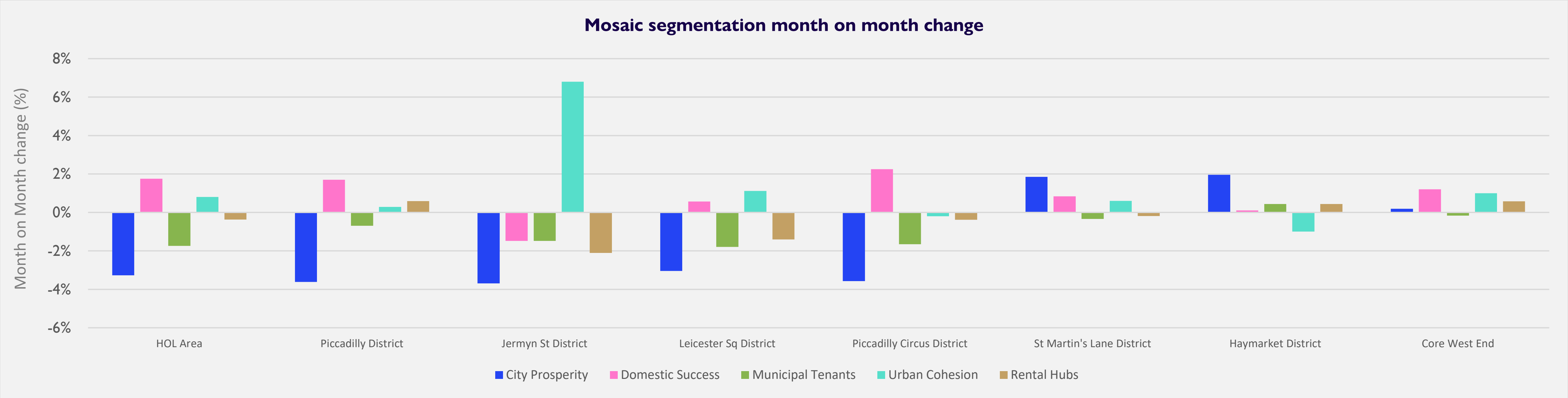
  – Profile very similar to Core West End visitors

Visitor Profile: Mosaic profile
69.6% of domestic visitors from 5 Mosaic groups



- Consistent profile across the districts with the same 5 Mosaic groups representing >64% of all visitors
- Jermyn St District has the highest proportion of Urban Cohesion visitors (23.7%) while Haymarket District has highest proportion of Rental Hubs (16.9%)

Visitor Profile: Mosaic profile
Drop in City Prosperity visits in majority of districts



- 69.5% of HOL area visitors from 5 core Mosaic groups (down 2.8% vs. July)
- Drop in City Prosperity visits vs. July in majority of districts, potentially caused by a reduction in office workers during school holidays
- Jermyn St District saw the greatest change with an increase in ‘Urban Cohesion’ visitors (following a decrease in July), matched by a decrease in visitors from other four core groups

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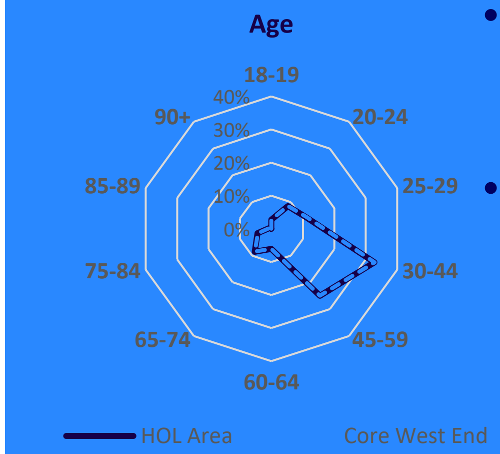
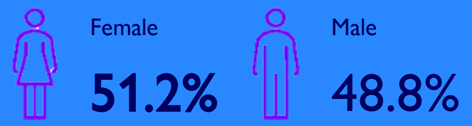
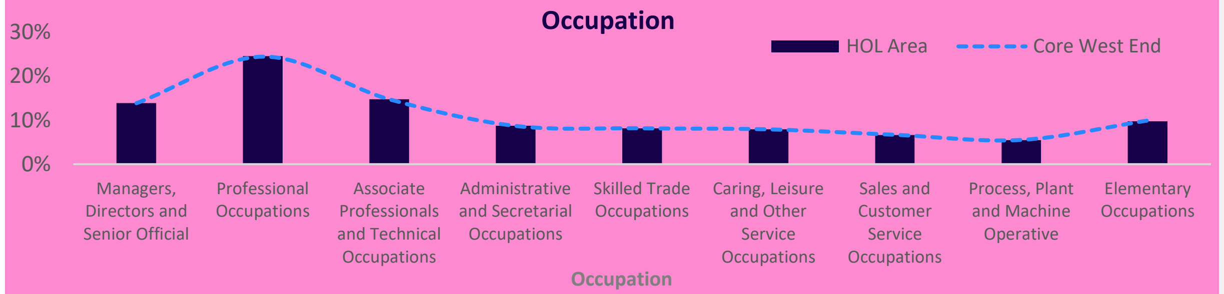
Appendix

Appendix: demographics
Catchment biased towards middle-aged, white-collar workers

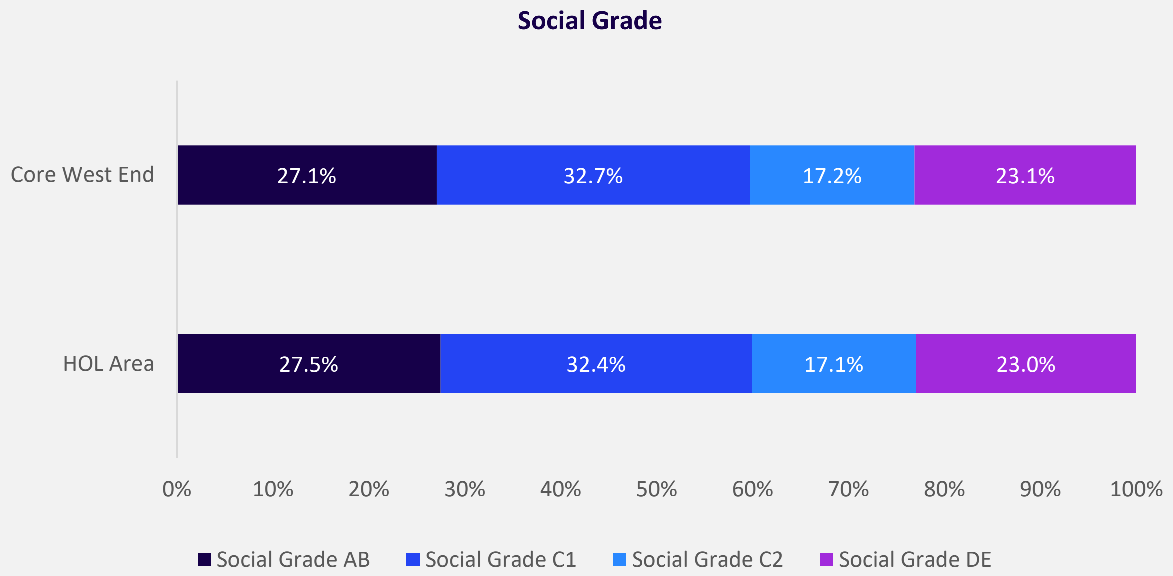


- Visitor profile skewed towards those aged 30-59 years old
- Males & females are evenly split, and in-line with Core West End





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



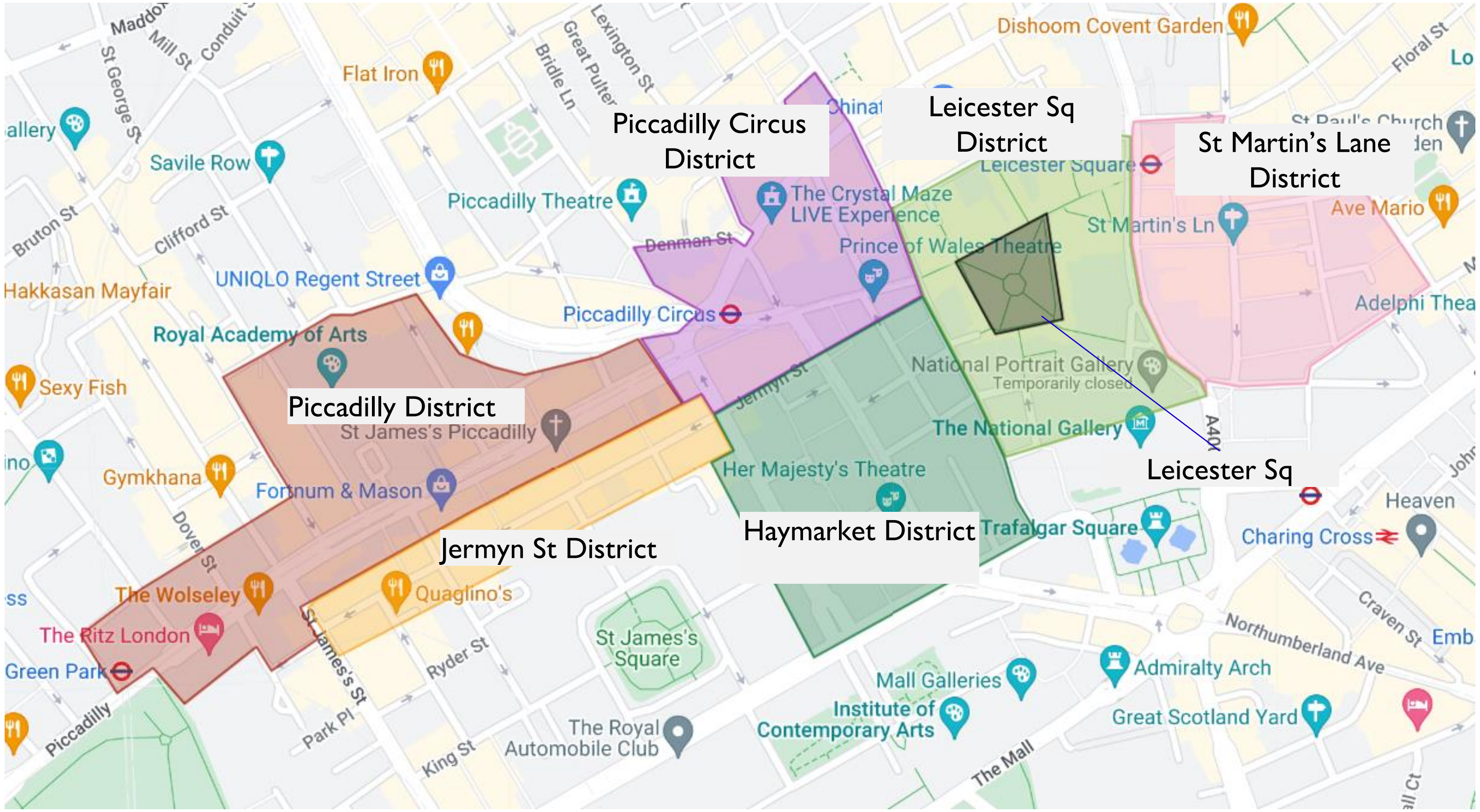
- 27.5% HOL area visitor catchment profile in Social Grade AB, vs 27.1% for Core West End
- West End profile influenced by presence of affluent Bond St shoppers

Appendix
Location definition

- 7 key areas within HOL area used for analysis:

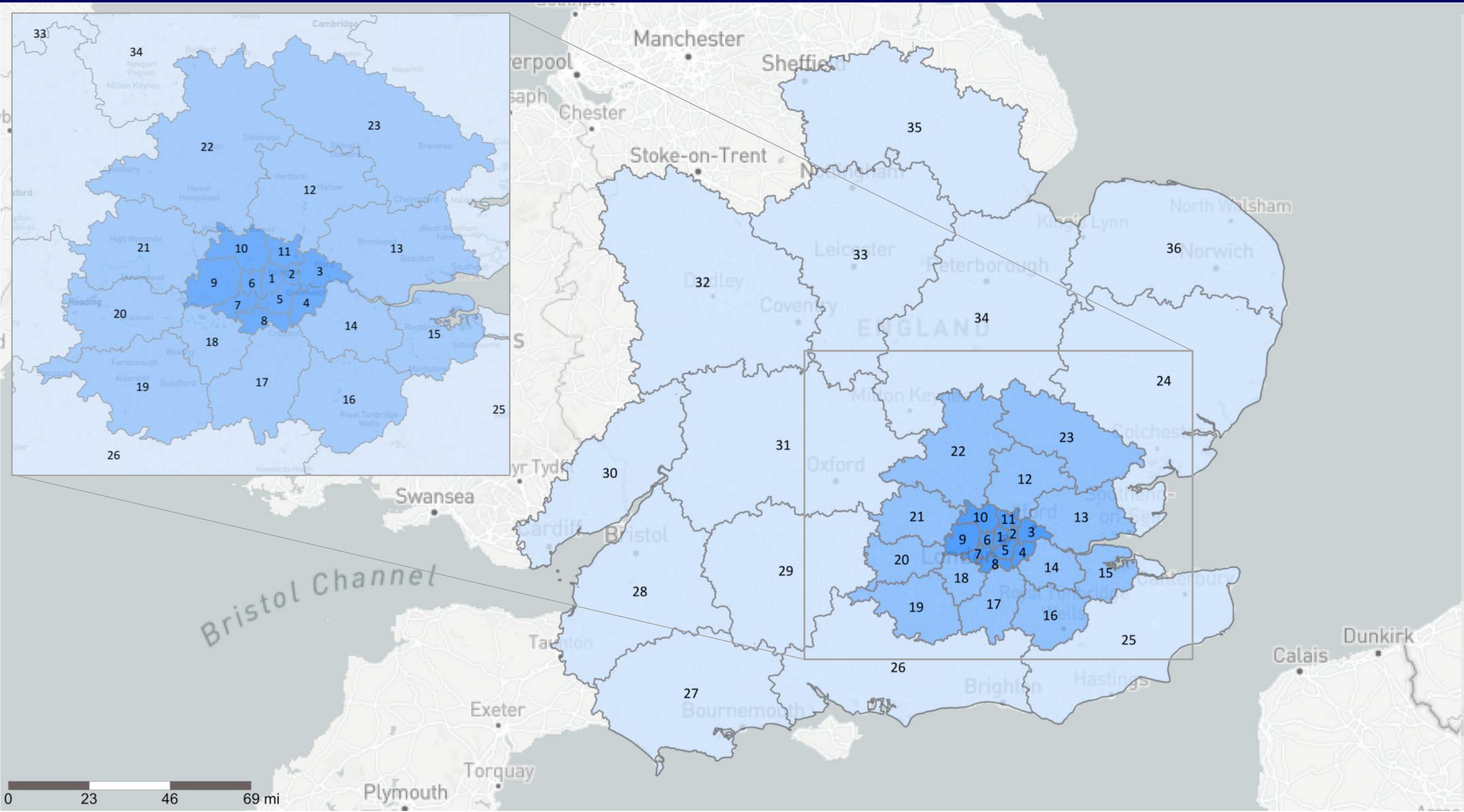
– Piccadilly District
– Jermyn St District
– Piccadilly Circus District
– Haymarket District
– Leicester Sq District
– Leicester Sq
– St Martin's Lane District

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



Business

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
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