

Visitor Insights
AUGUST 2026

Shaping a world-class West End

HEART OF LONDON BUSINESS ALLIANCE

Introduction & Context

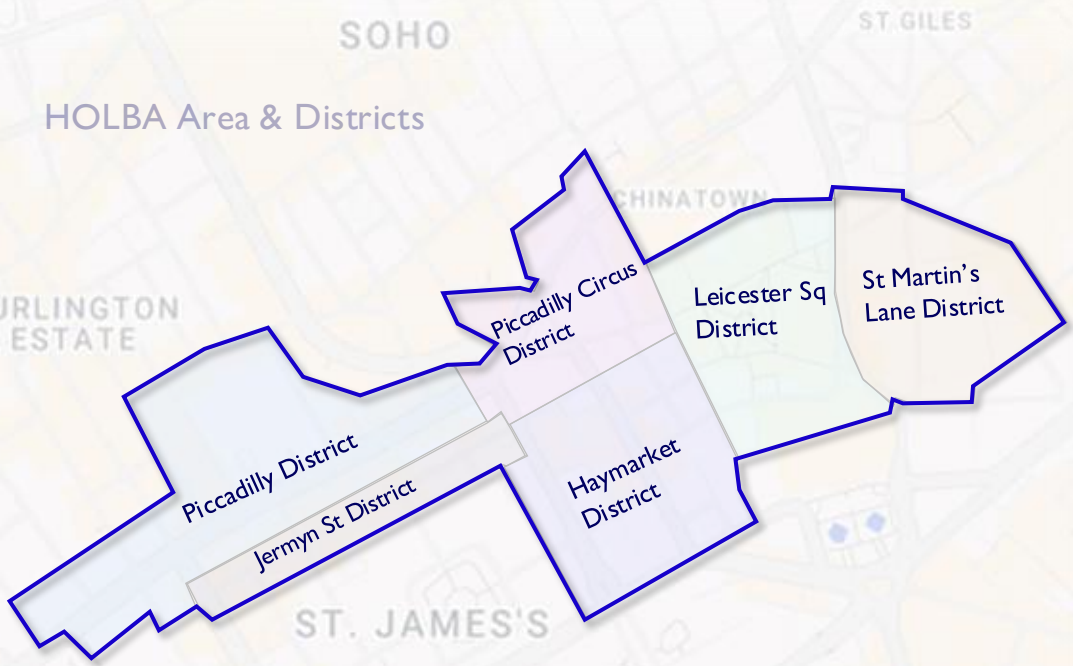
Heart of London Business Alliance (HOLBA) has partnered with Colliers to provide data and insights on visitors to the Heart of London area to support members and HOLBA management with trading and strategic decision making.

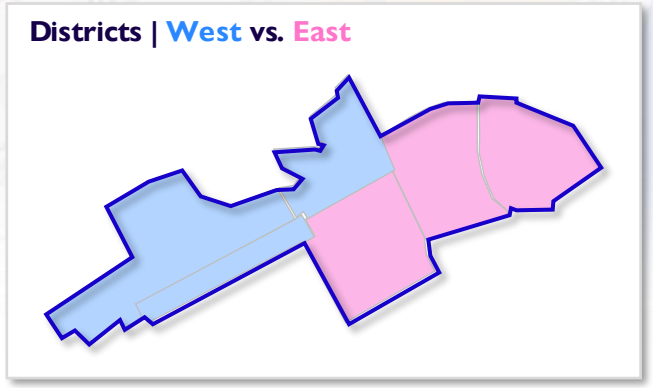
This monthly report provides key insights from the preceding calendar month, including information about:

- Visitor footfall and profile
- Visitor behaviour
- Visitor catchment
- TfL station usage
- Spend performance

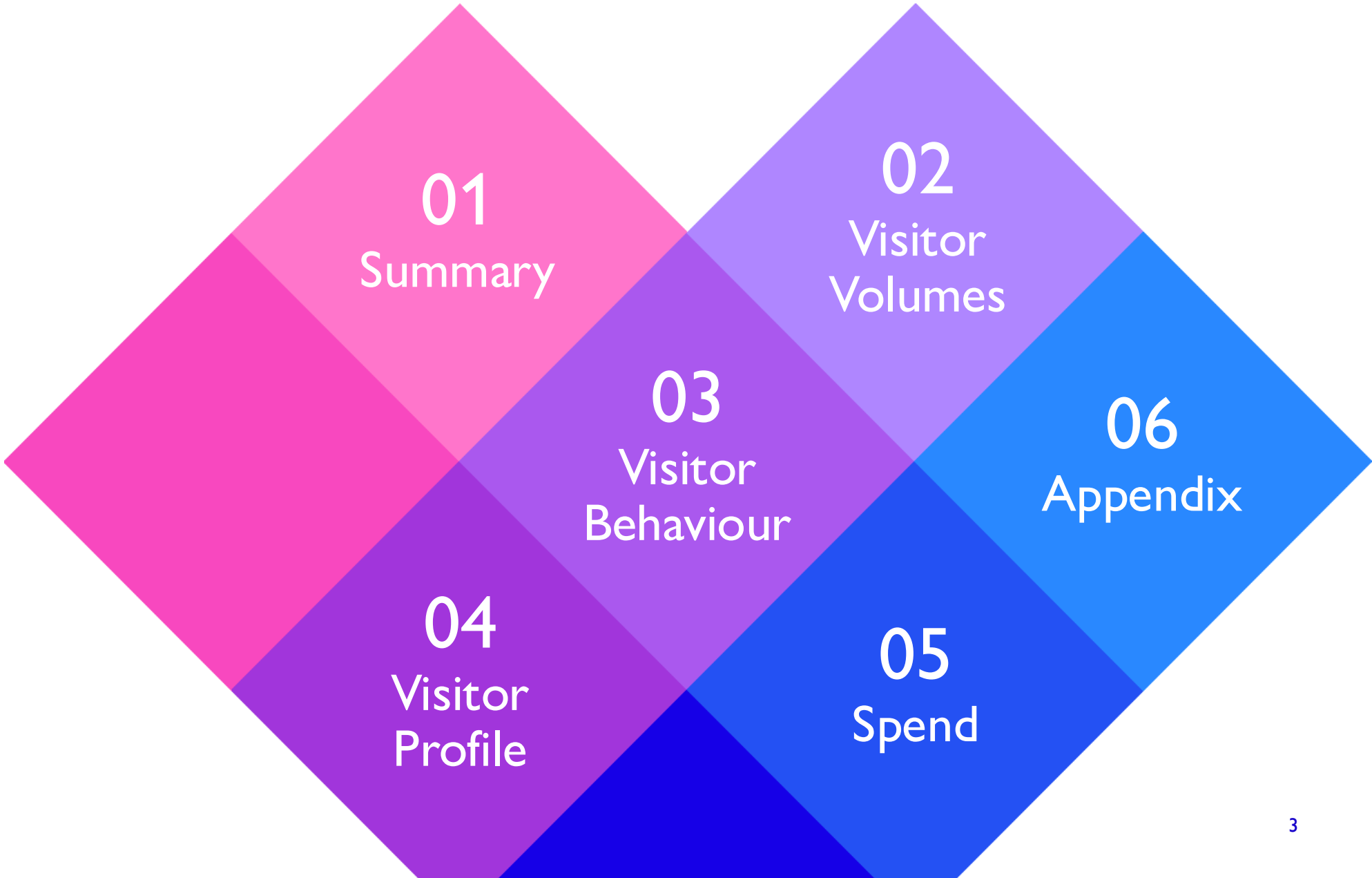
Raw visitor data is sourced from Huq, a leading mobility data provider using mobile phone movements to provide near real-time data on consumer activity across the world.

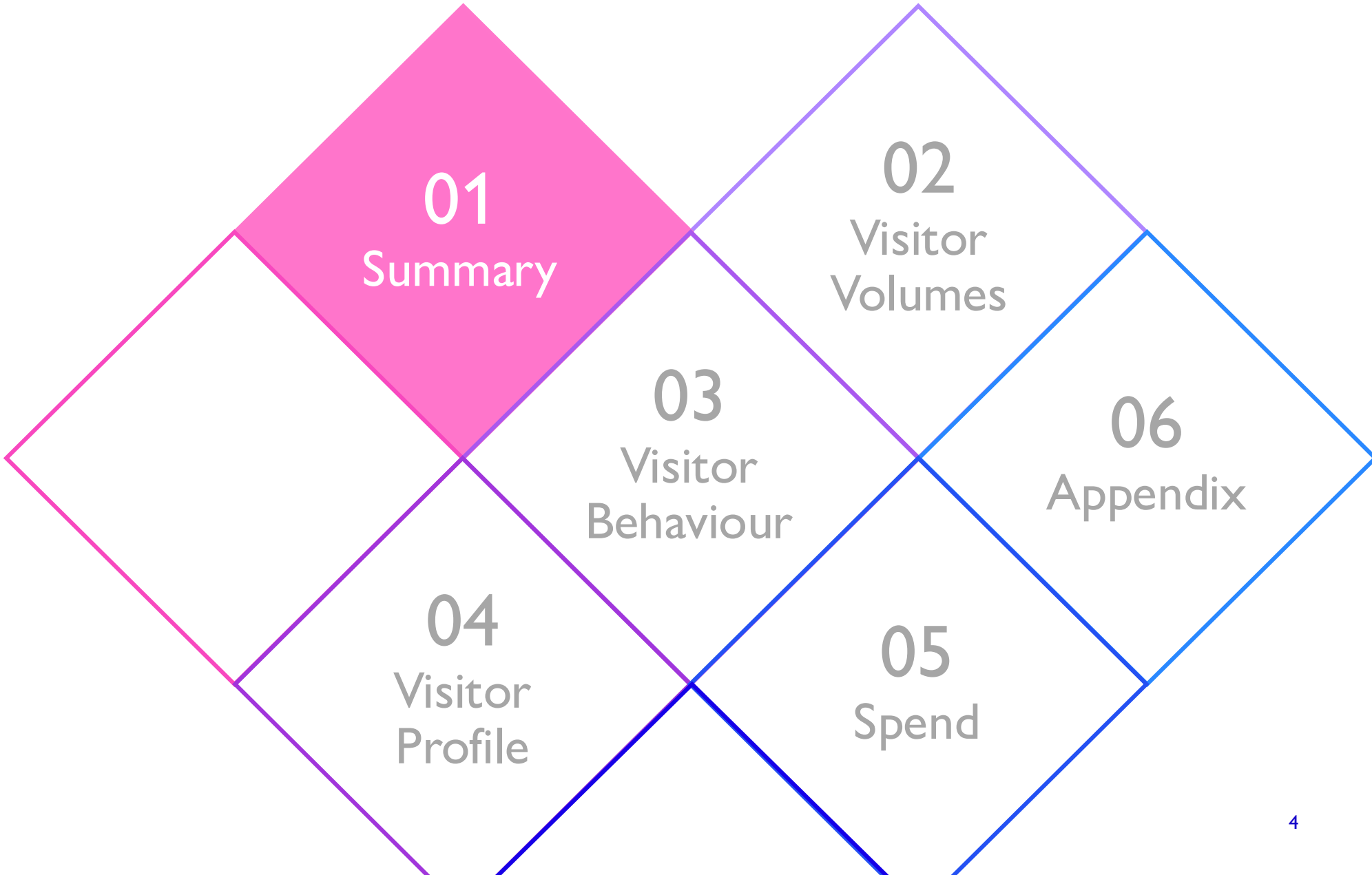
As of May 2026, a number of the underlying datasets have been updated to reflect the latest available data, with further improvements – including updated HUQ methodology, MOSAIC 8, and the latest ORC demographic data.





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Executive Summary
August 2026

HOL Area Visitation Declined YoY, Despite a Modest Uplift from July
Visitation to the Heart of London (HOL) area increased 2.8% month-on-month (MoM) in August, supported by the school summer holidays and increased social and leisure activity. However, visits remained 7.7% below August 2025, with declines across all HOL districts. Visitation peaked in Week 34 as temperatures became more comfortable, before dipping over the Bank Holiday period.

Social and Leisure Visitors Became Increasingly Prominent, Supporting Stronger Visitor Engagement
Social visitors accounted for 64% of the HOL area visitor mix, increasing 2% MoM and level with year-on-year (YoY), while worker share fell to 2% during the summer holiday period. This coincided with a 9.9% YoY increase in actively engaged visitors, while cross-visitation also increased 0.3% MoM, indicating stronger purposeful engagement among those visiting the area.

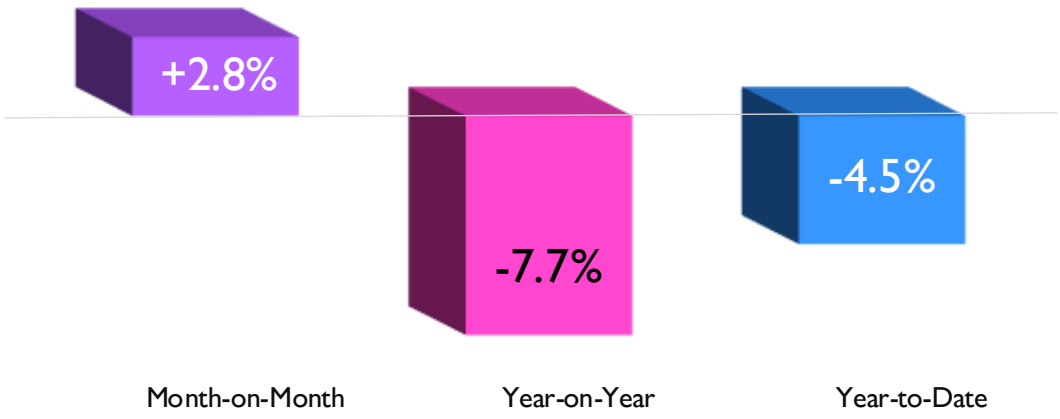
Spend Remained Resilient Despite Lower Visit Volumes, Increasing 1% YoY
Spend across the HOL area increased 0.9% YoY despite visitation declining 7.7%, with transactions up 3%, demonstrating stronger spend engagement among visitors. Weekday spend increased 1.6% YoY, while Saturday remained the strongest spend day. Lower-income visitors also returned to spend growth, with spend among those earning <£20k up 6.0% YoY, coinciding with improved consumer sentiment.

Summer Holidays Contributed to a Broader, More Distributed Visitor Profile
The share of visitors from the HOL area's tertiary catchment increased 2.4% MoM, reflecting greater pull from further afield as regular workers were replaced by more infrequent visitors. This was also seen demographically, with the share represented by the five dominant MOSAIC groups declining 3.0% MoM across the HOL area, pointing to a more diverse visitor mix during August.



Summary - Visit Volumes
August 2026

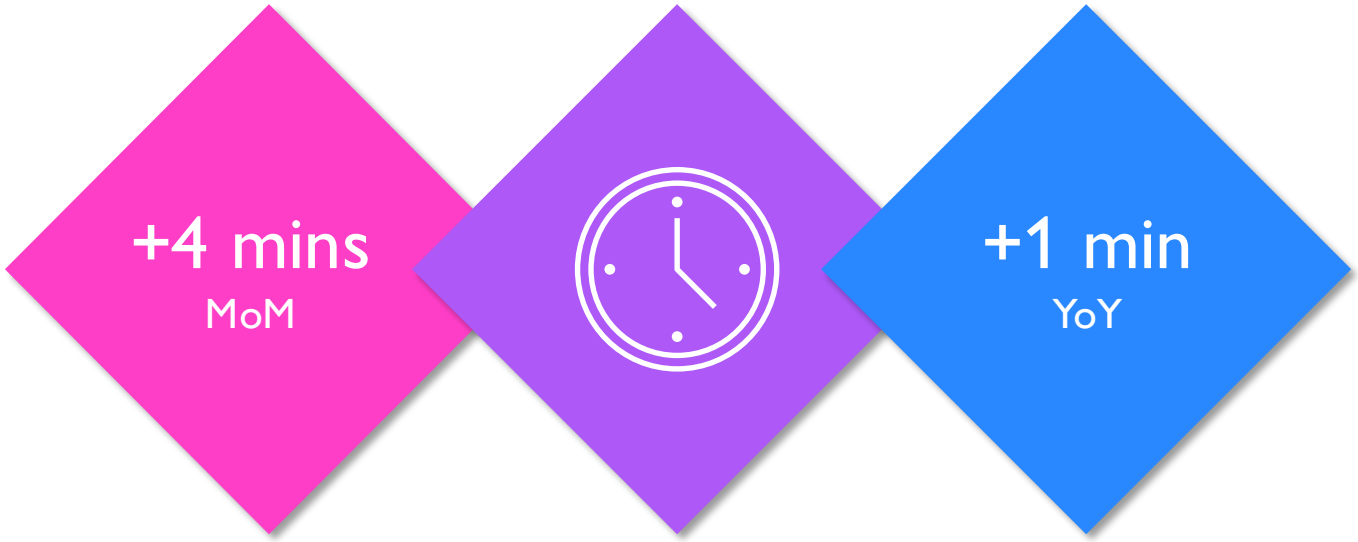
The usual rise in visits due to school summer holidays was offset by extremely hot temperatures deterring visitors, resulting in the HOL area experiencing a **7.7%** decline in visits YoY.



Further visit performance detail on slides 11–16
MoM = month-on-month | YoY = year-on-year

Summary - Visit Dwell
August 2026

Visitor dwell time increased by **4 mins** MoM, with visitors typically spending **4 hrs 34 mins** across the HOL area.

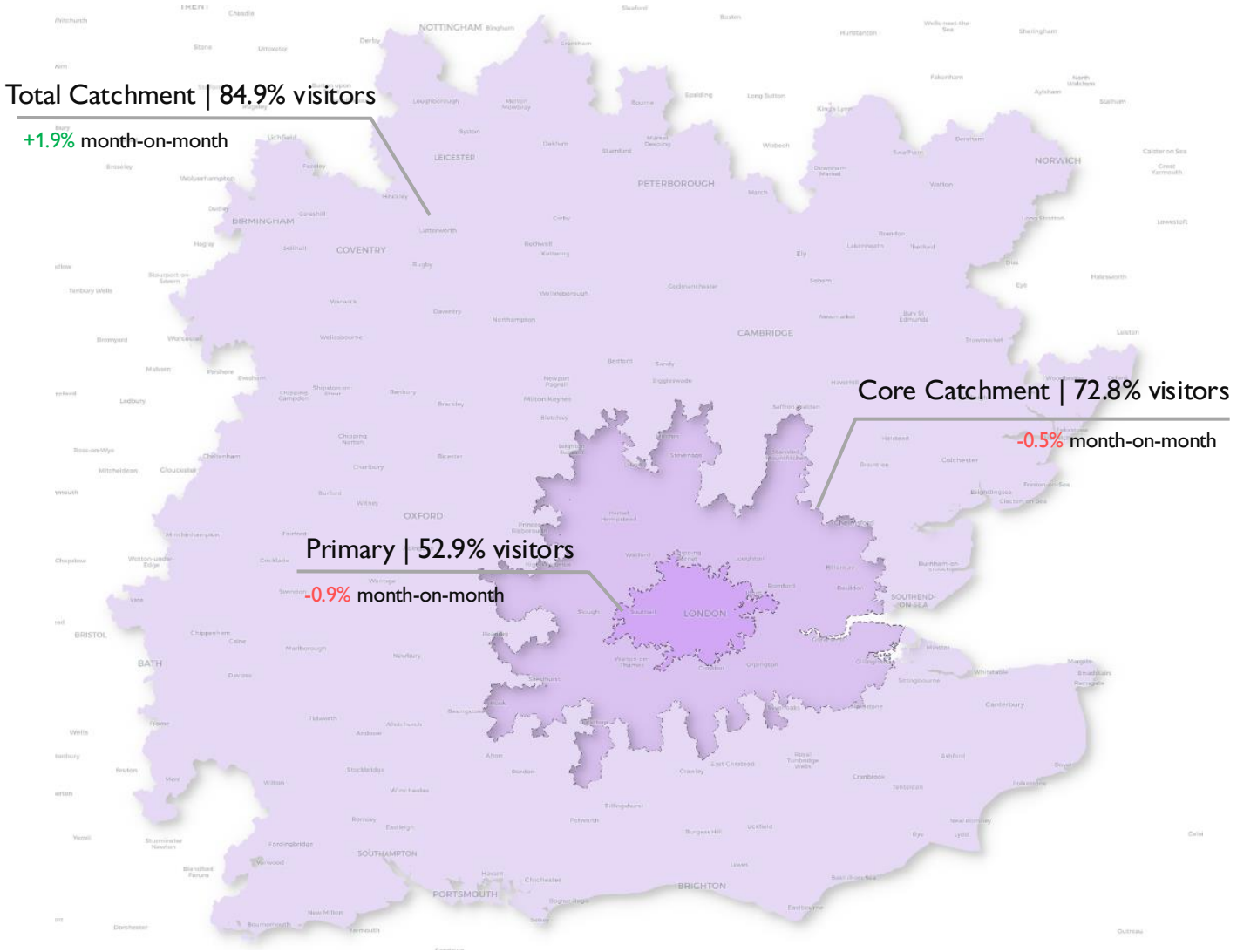


Further dwell performance detail on Page 22

Summary - Domestic Visitor Origin

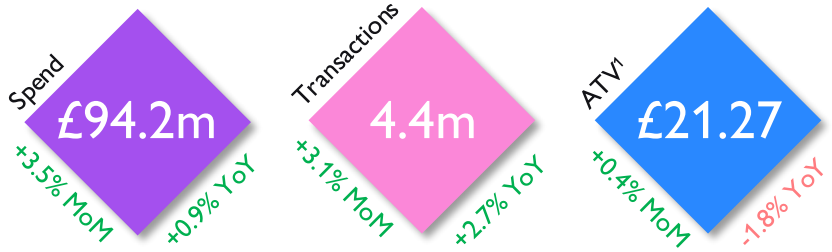
August 2026

The core catchment's visitor share fell in August (**-0.5%**), driven by the primary catchment's decline (**-0.9%**), reflecting stronger social visitor pull and reduced worker presence during school holidays.



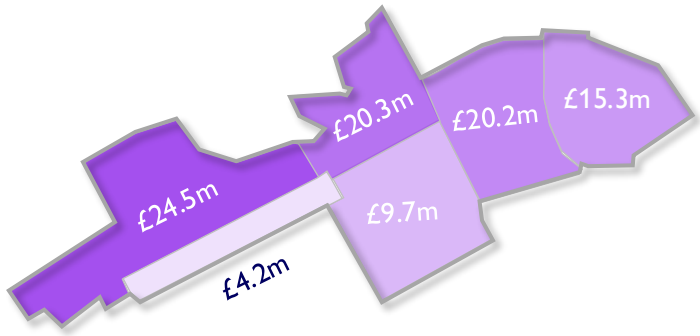
Further catchment performance detail on Pages 26 - 28

Spend Performance
August 2026

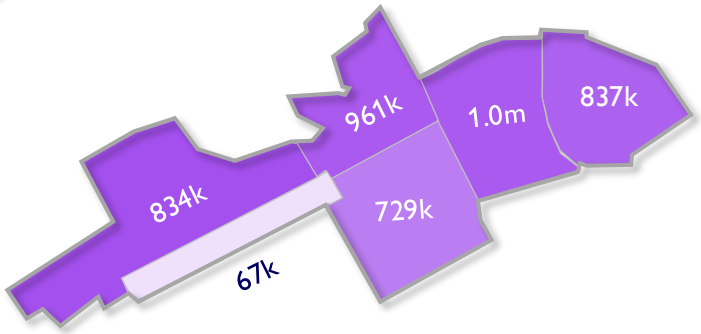


Spend rose **0.9%** YoY, with transaction volumes up (**+2.7%**) and average transaction values down (**-1.8%**).

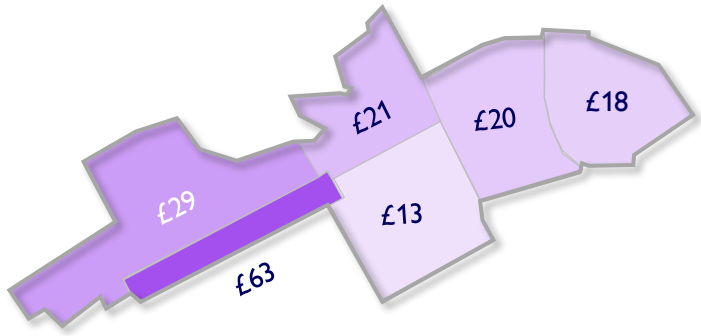
Spend



Transactions



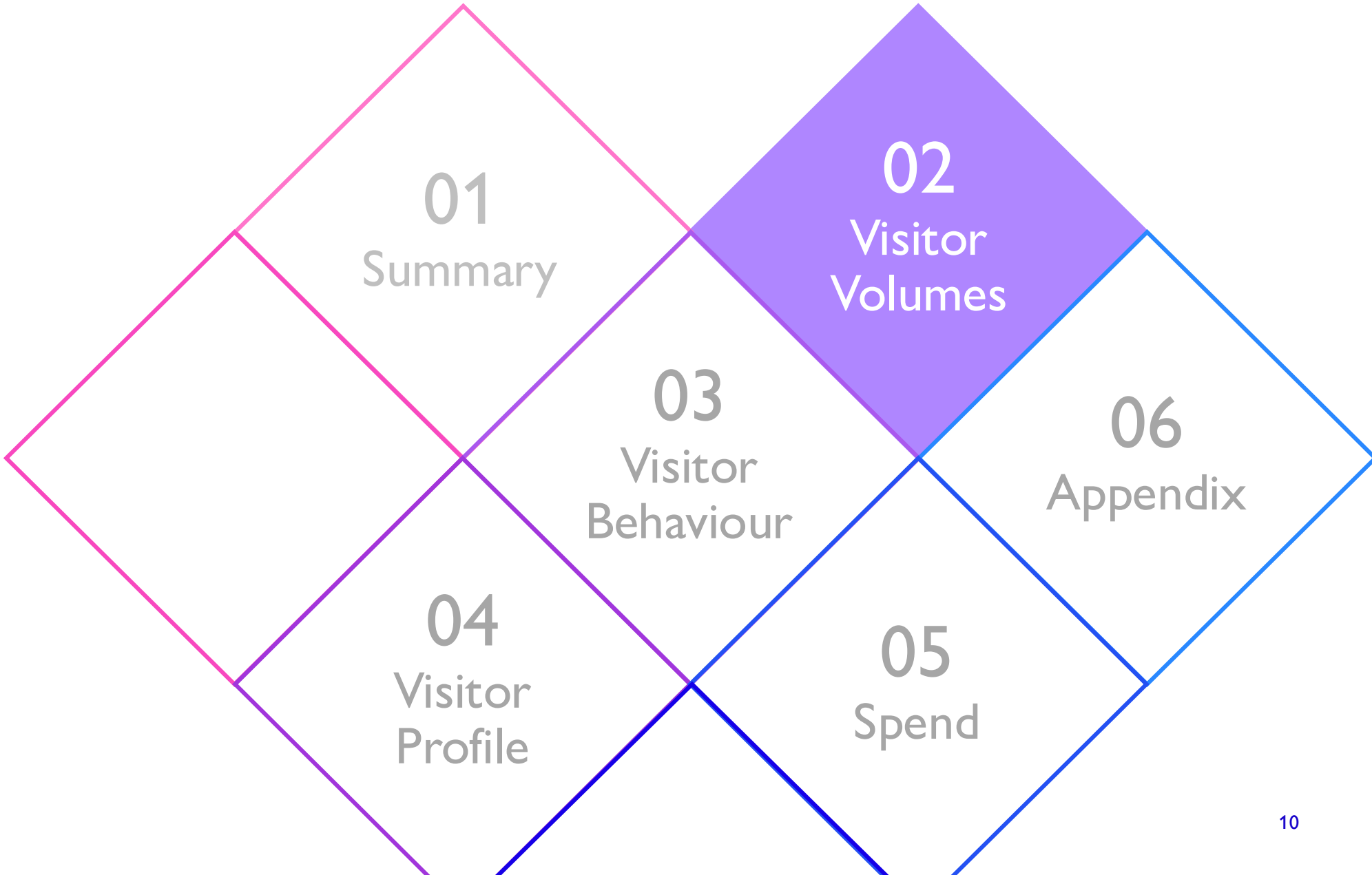
ATV



Further spend performance detail on slides 35–41

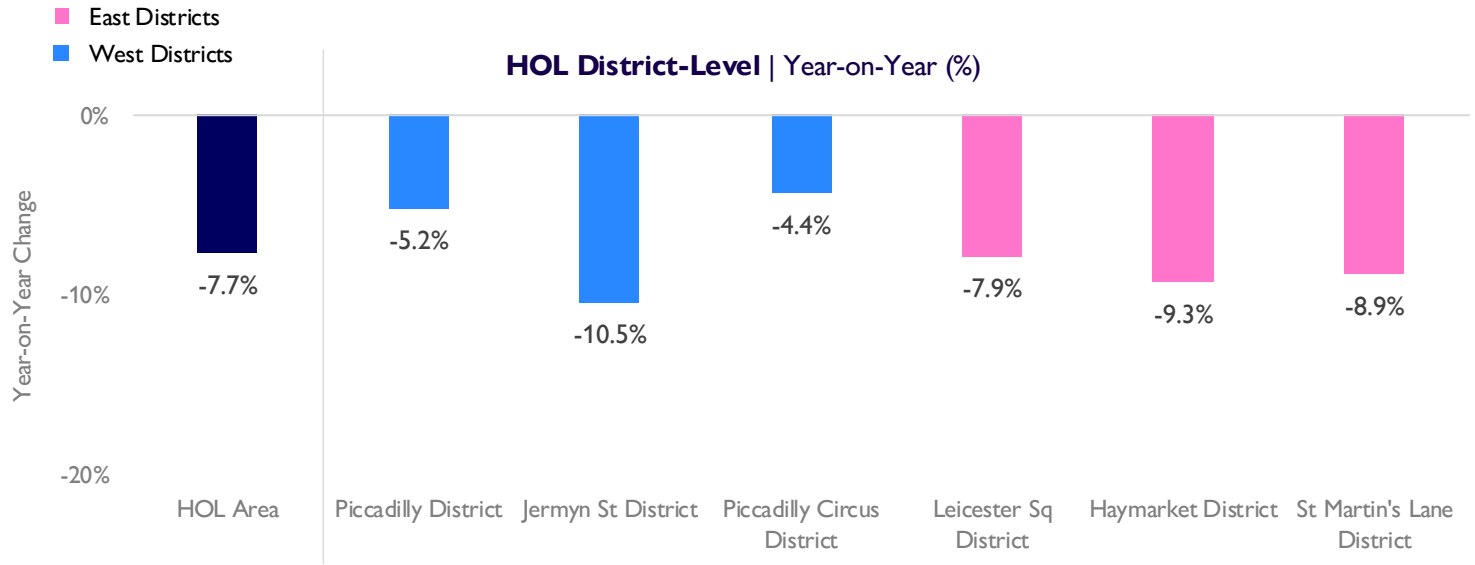
[1] Average Transaction Values | Spend not adjusted for inflation

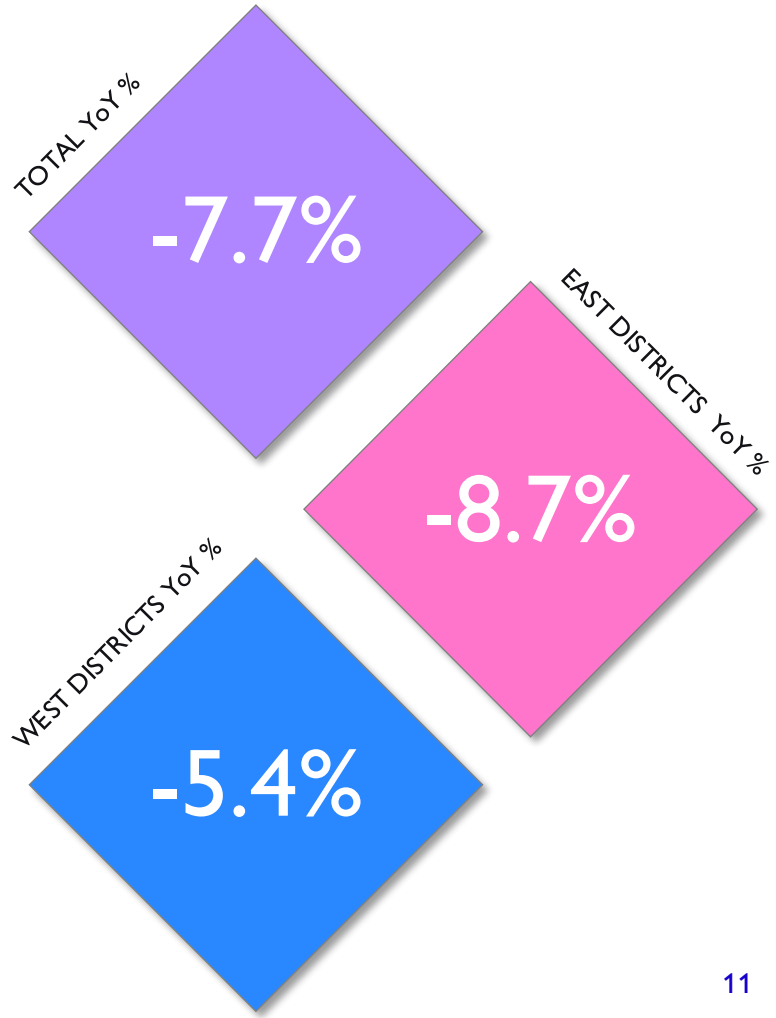
Source: Colliers' analysis, informed by aggregated & anonymised Lloyds Banking Group data
Note: insights are limited to Lloyds Banking Group's retail market share of personal current accounts and credit cards, with multipliers added to reflect real-world total spend performance


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Visitation Declined 7.7% YoY in August, with Eastern Districts Generally Seeing the Greatest Declines

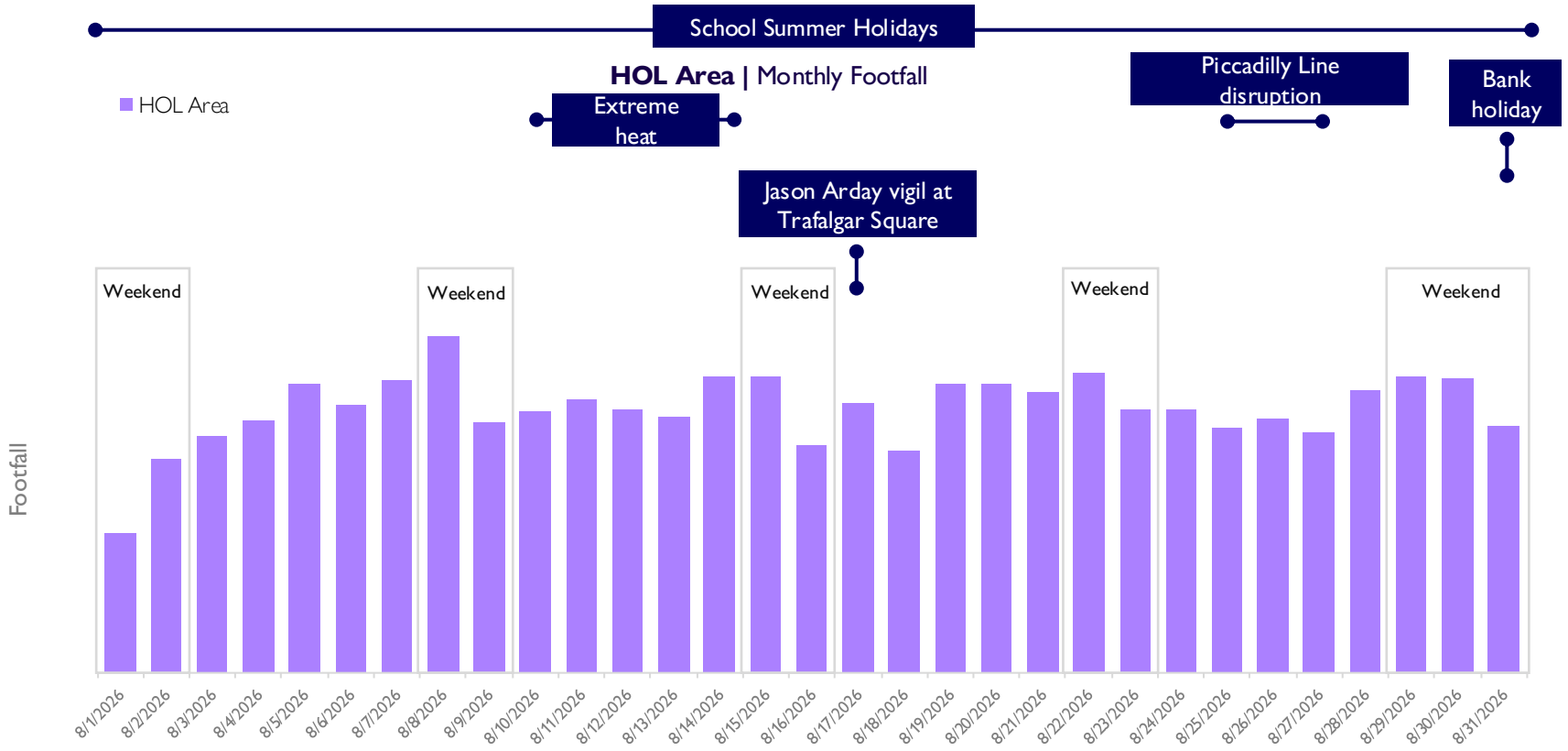
- Overall visitor volumes across the HOL area declined 7.7% YoY in August, with declines recorded across all six sub-districts. Piccadilly Circus was the most resilient (-4.4%), while Jermyn Street recorded the largest decline (-10.5%).
- Tourist and leisure-led eastern districts generally saw greater YoY declines than the more worker-led western districts. August's extreme heat is likely to have contributed, with London experiencing another heatwave and temperatures reaching highs of 38°C+, potentially discouraging discretionary sightseeing and leisure trips. Worker-led visitation of the western districts proved more resilient, reflecting the more routine nature of commuting and work-related trips.





Eastern Districts include St Martin's Lane, Leicester Square, Haymarket District
Source: HUQ

Visitation Peaked in Week 34 as Temperatures Eased, Before Declining Over the Bank Holiday Period



- Week 32 recorded August's highest average daily visitation (359k), as more comfortable temperatures following the extreme heat likely supported a rebound in leisure and tourist visits.
- Visit volumes fell in Week 35 despite the Bank Holiday. Notting Hill Carnival likely displaced some leisure activity away from the West End, while Piccadilly line disruption earlier in the week may also have constrained visits to the HOL area.

	Week 31	Week 32	Week 33	Week 34	Week 35
Avg. Daily Visits	230,477	359,426	349,827	357,157	350,321
Avg. Daily Temp	26.3°C	27.5°C	29.0°C	23.9°C	23.6°C

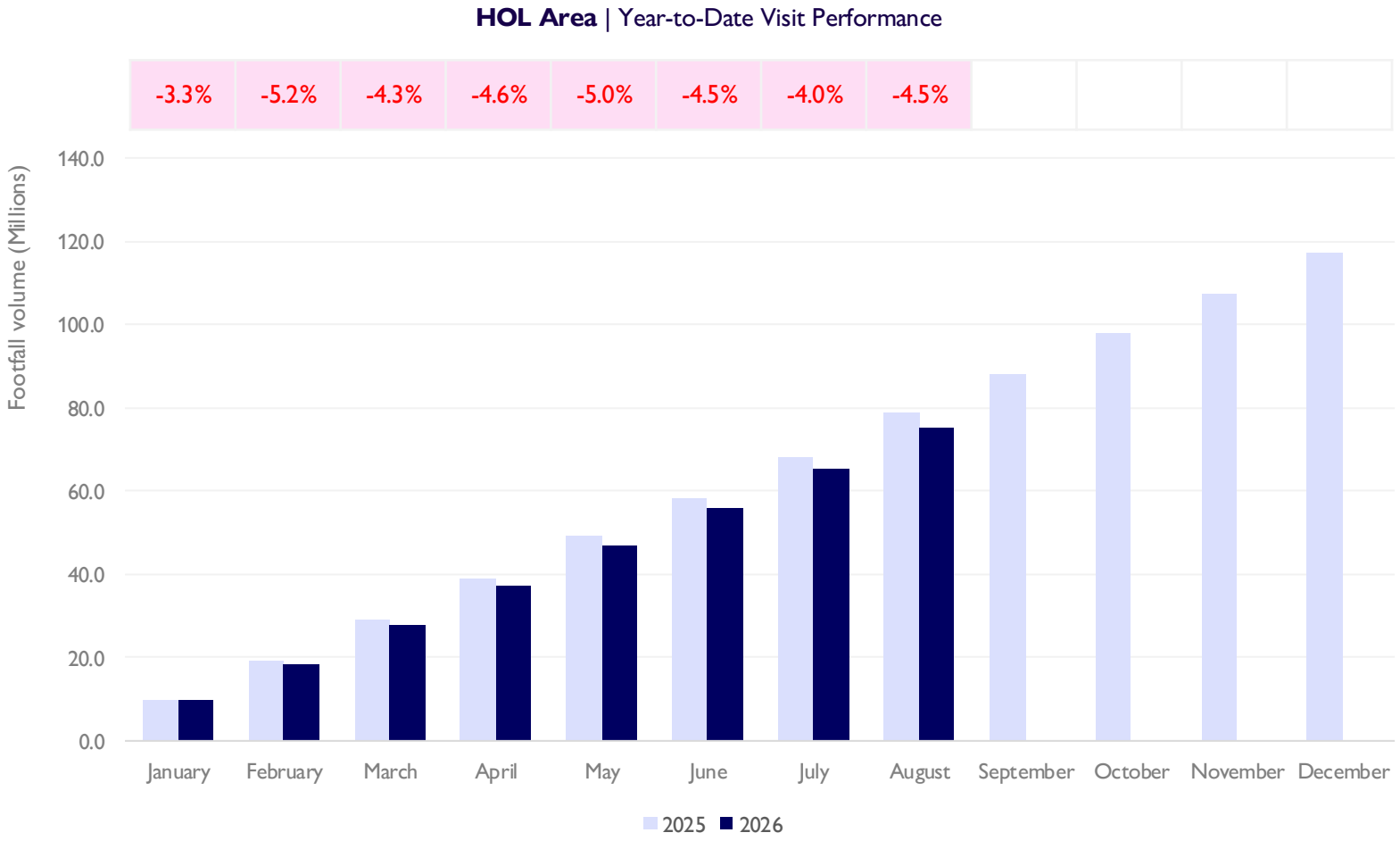
Year-to-Date Visits Down 4.5% at the End of August

HOL AREA

-4.5%

YTD

- The 7.7% decline in visits in August widened the year-to-date (YTD) gap between 2026 and 2025, reversing the narrowing trend seen in recent months.
- Despite this, August recorded the highest monthly visit volumes across the HOL area in 2026 YTD.
- Overall, visits across the HOL area were down 4.5% YTD at the end of August compared with the same period in 2025.



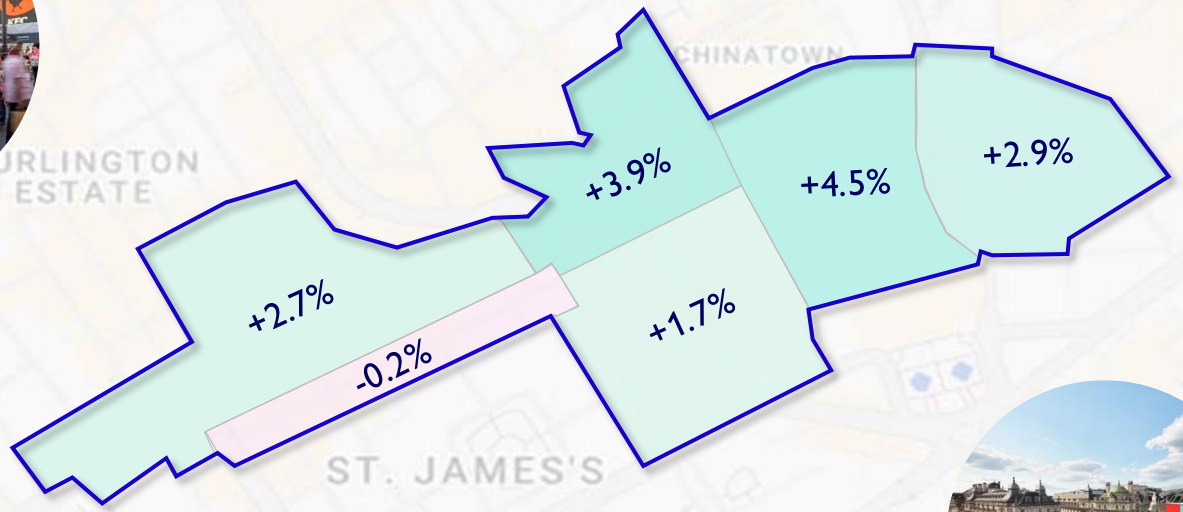
Majority of Districts Across HOL Area Experienced Strong Growth in Visits Month-on-Month

HOL AREA

+2.8%

MoM







- Overall visitation across the HOL area increased 2.8% MoM in August.
- The uplift coincided with the school summer holidays, supporting higher levels of social and leisure visitation throughout the month.
- This follows the seasonal pattern seen in previous years, although the uplift was more modest than in 2025, when August visitation increased 10.3% vs. July.

Continued High Visit Density Hotspots Across Piccadilly Circus District & Leicester Square



HOL Area Visit Density Heatmap
Actively Visiting

Piccadilly Circus District

Leicester Sq District

St Martin's Lane District

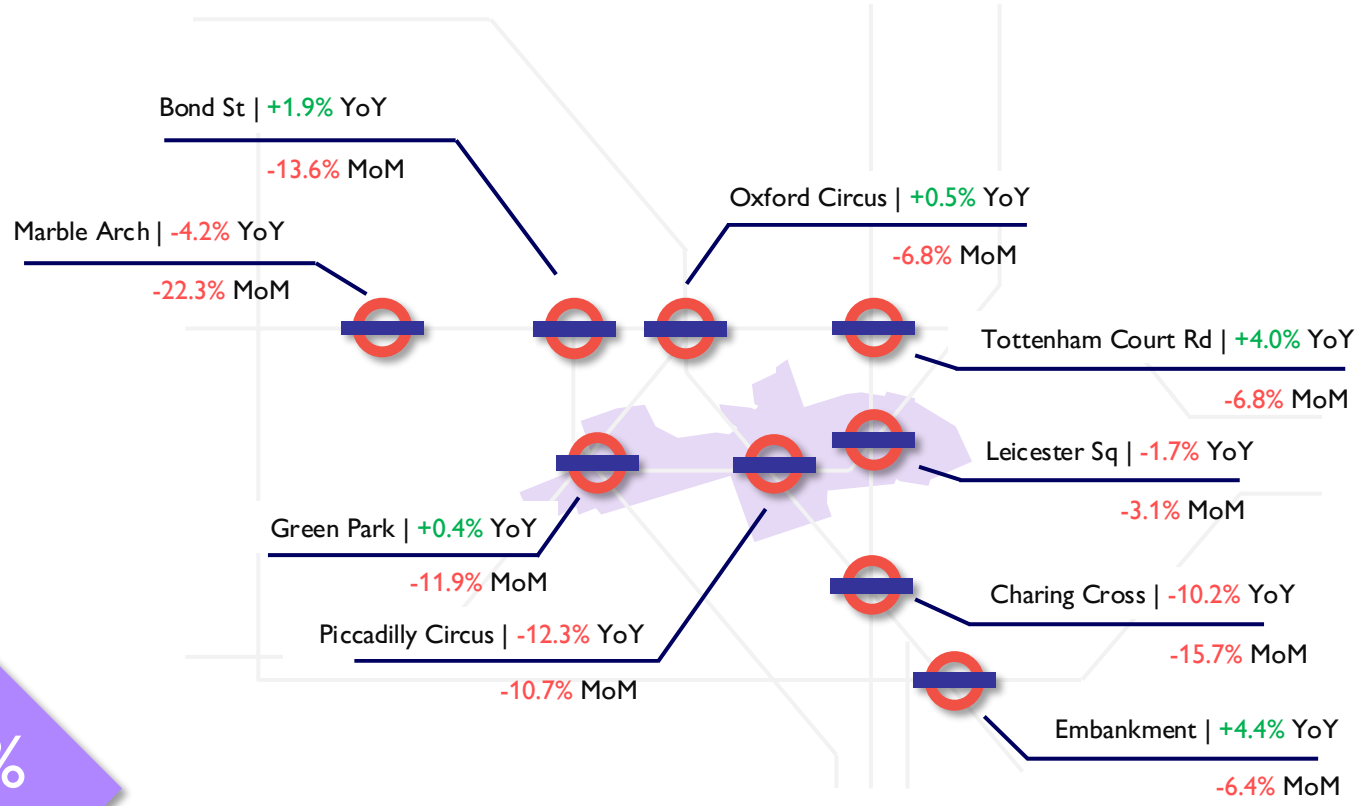
Piccadilly District

Haymarket District

Jermyn St District

TfL Station Usage Proved More Resilient Than HOL Area Visitation, Declining Just 2.3% YoY

- TfL station usage across the HOL area declined 2.3% YoY in August, outperforming the 7.7% decline in overall visits.
- Tottenham Court Road (+4.0%) and Embankment (+4.4%) recorded the strongest YoY growth, while Piccadilly Circus (-12.3%) and Charing Cross (-10.2%) saw the greatest declines.
- Similar MoM patterns occurred last August. Declines at Bond Street and Marble Arch were likely linked to July's British Summer Time event in Hyde Park.
- Station usage's resilience suggests stronger travel through central London than visitation to the HOL area, with Piccadilly Circus potentially affected by late-August Piccadilly line disruption.



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

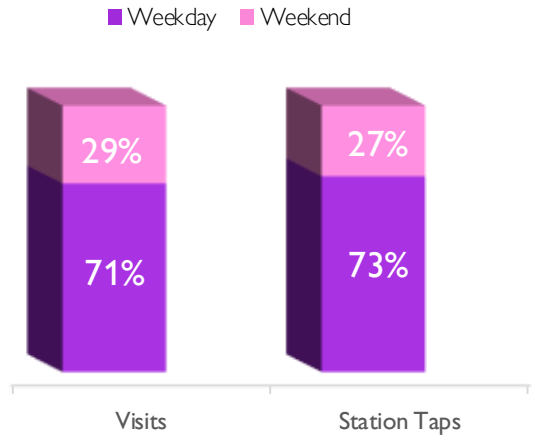
-2.3% YoY

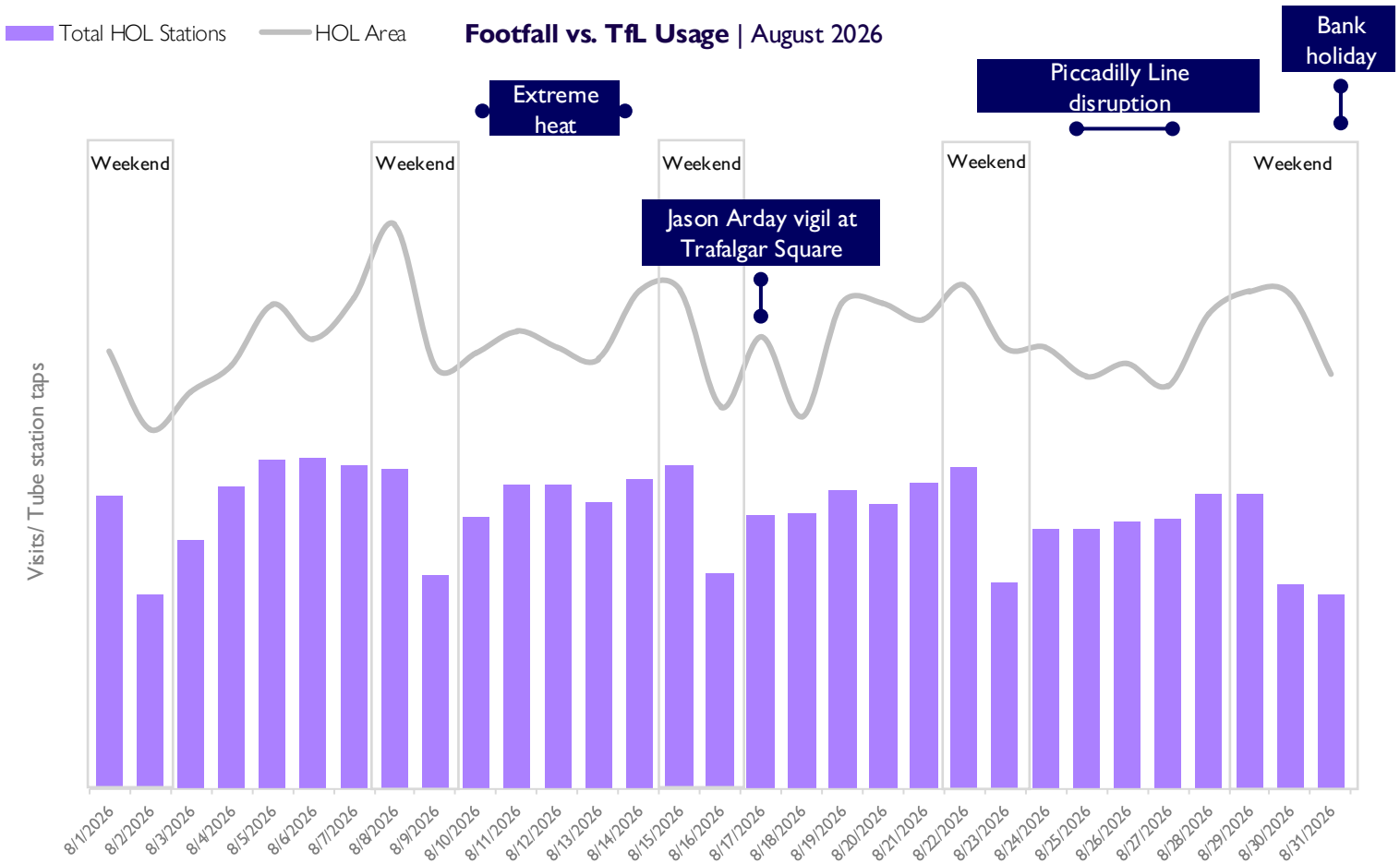
[1] Stations within the HOL area: Leicester Square, Piccadilly Circus, Green Park
Source: Transport for London

Station Usage Broadly Tracked HOL Visitation Through August, Before a Sharp Bank Holiday Decline

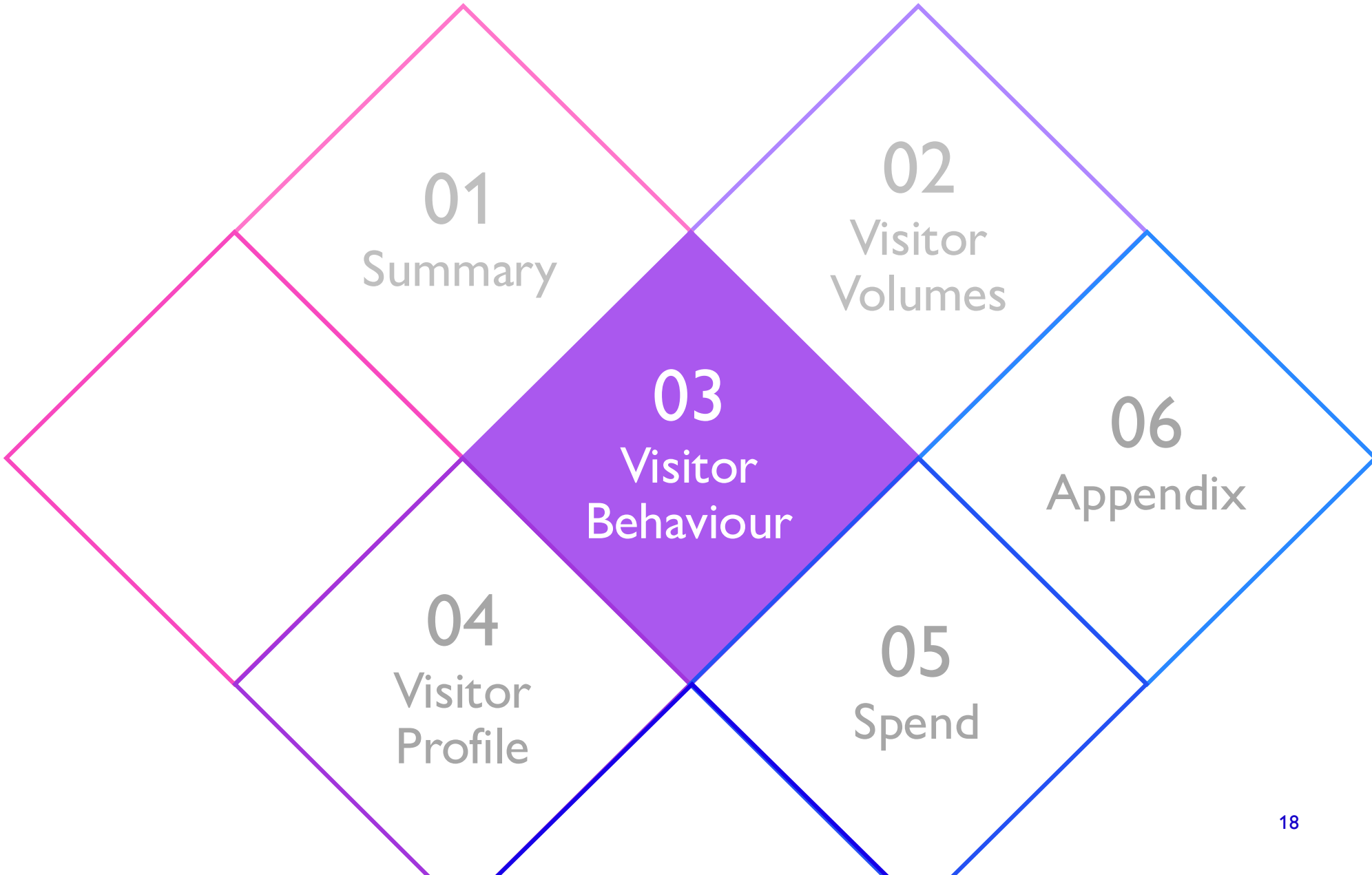
- Station usage broadly tracked the HOL area visitation throughout August, following similar daily peaks and troughs.
- TfL usage fell sharply over the Bank Holiday weekend, likely influenced by Piccadilly line disruption and Notting Hill Carnival.
- Station usage remained more weekday-led than overall visitation (73% vs. 71%), reflecting commuter travel.

Visit & TfL Usage | Weekday vs Weekend



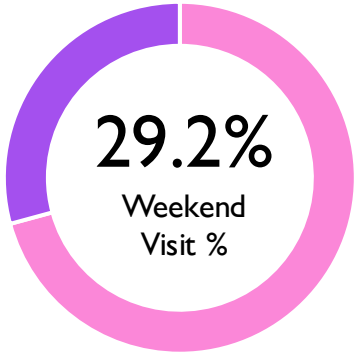


[1] Stations within the HOL area: Leicester Square, Piccadilly Circus, Green Park

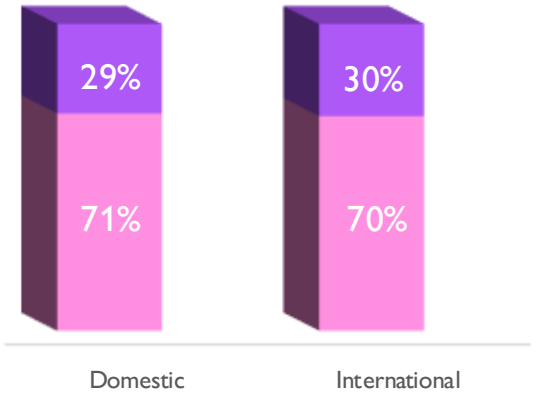

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Weekend Visitation Remained Strongest Across Tourist-Led Districts in August

HOL Area | Weekday vs Weekend



Visitor Origin | Weekday vs Weekend



- Weekend visits accounted for 29% of visitation to the HOL area, consistent with August 2025. The weekday/weekend split was broadly similar for domestic and international visitors.
- Tourist-led eastern districts captured a greater weekend share, led by Leicester Square (33%) and St Martin's Lane (32%), while worker-led districts remained more weekday-focussed.

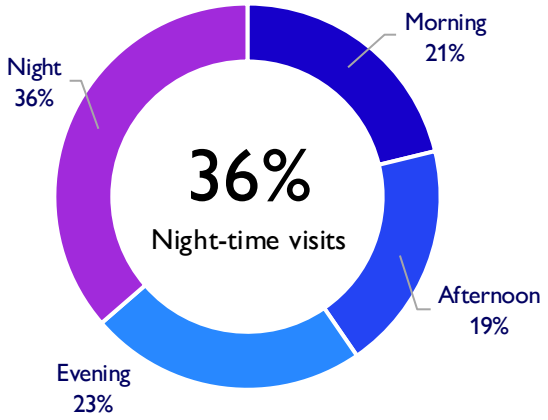


Daily Visit Distribution | District-Level

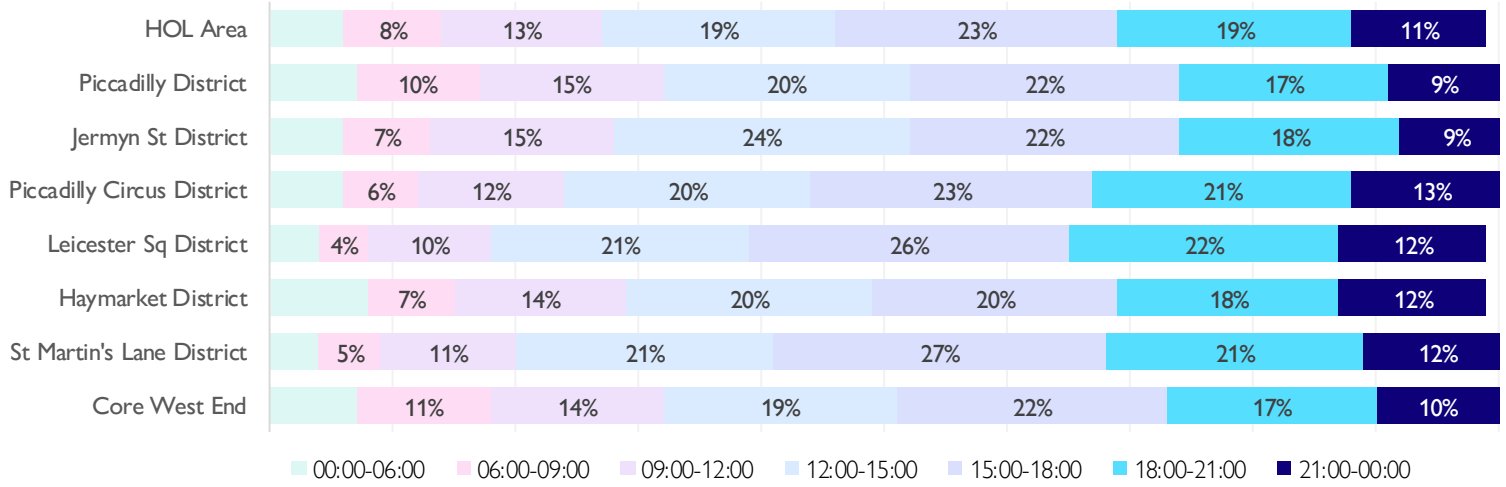
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekday	Weekend
HOL Area	14%	13%	15%	14%	15%	16%	13%	71%	29%
Piccadilly District	14%	13%	16%	13%	16%	15%	13%	72%	28%
Jermyn St District	15%	15%	15%	16%	13%	14%	13%	73%	27%
Piccadilly Circus District	13%	13%	13%	13%	16%	17%	14%	69%	31%
Leicester Sq District	13%	13%	13%	14%	14%	19%	14%	67%	33%
Haymarket District	14%	14%	15%	15%	14%	15%	13%	72%	28%
St Martin's Lane District	13%	13%	13%	14%	15%	19%	13%	68%	32%
Core West End	14%	14%	15%	15%	15%	15%	13%	73%	27%

Night-Time Visits Remained Prominent Despite a Slight MoM Decline, Accounting for 36% of Visits

HOL Area | Visitors by Time Band



Hourly Visit Distribution | District-Level



MoM
-1%
share of night-time visits

30%
HOL area visits post-18:00

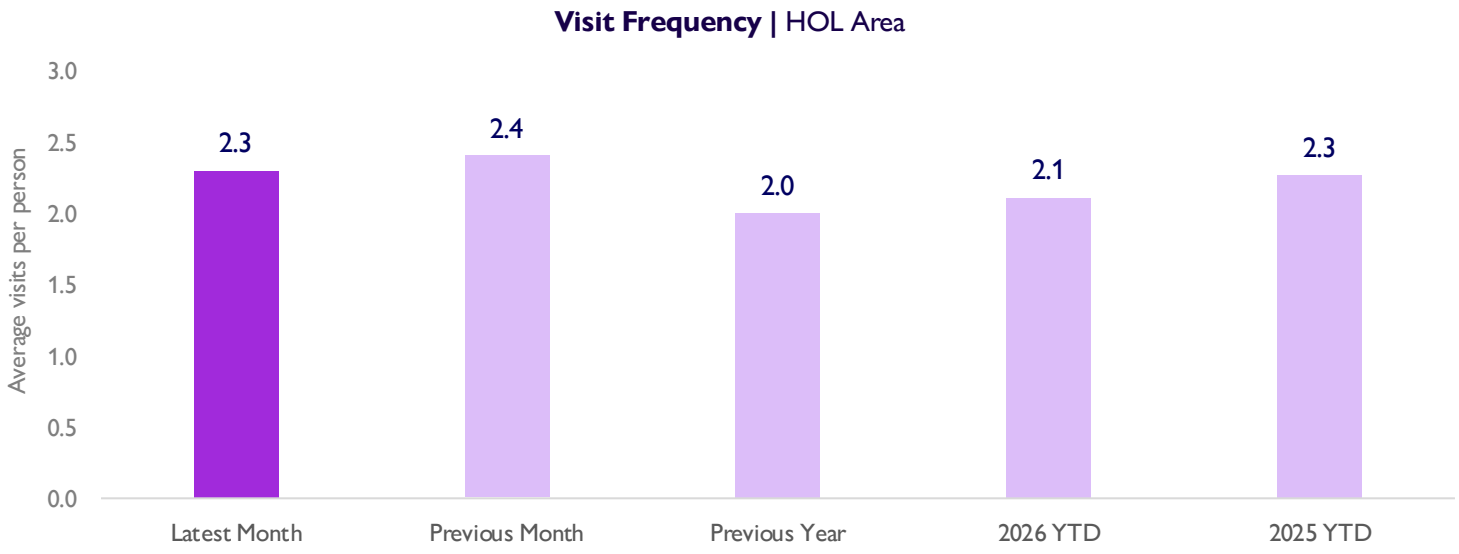
- Night-time visits (18:00–06:00) accounted for 36% of visitation to the HOL area in August, down 1% MoM, despite the increased presence of social and leisure visitors during the summer holidays.
- The HOL area remained more night-time focused than the wider Core West End, where 27% of visits occurred between 18:00–06:00, reflecting the area's strong evening and leisure offer.

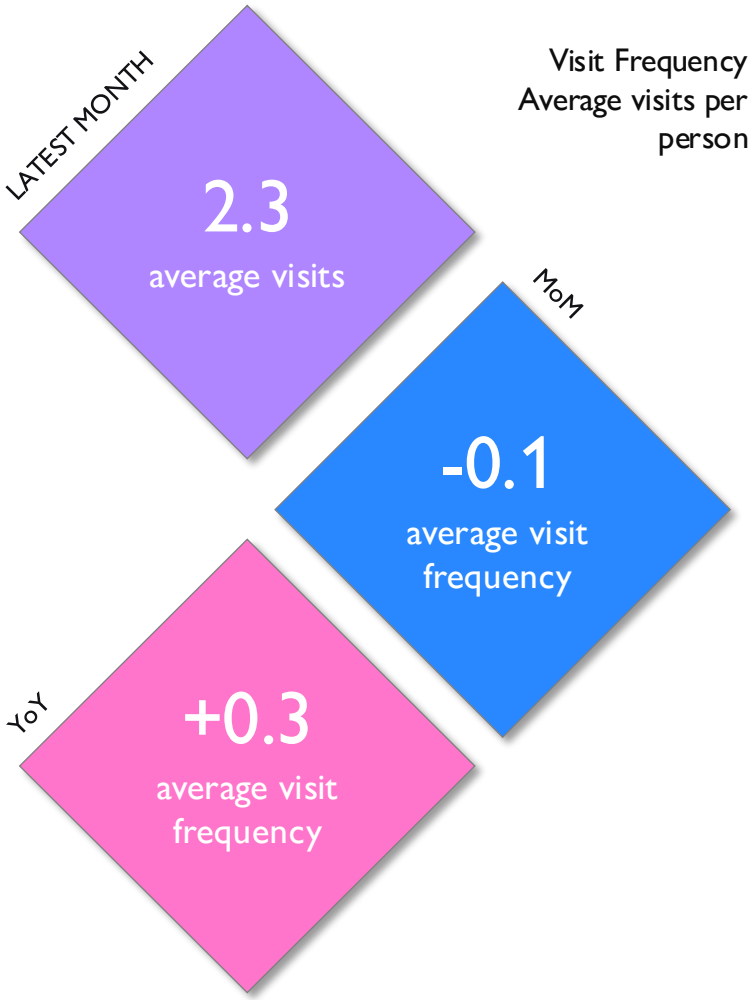


Morning (06:00–12:00) | Afternoon (12:00–15:00) | Evening (15:00–18:00) | Night (18:00–06:00)

Visitor Frequency Broadly in-Line vs. July, with +0.3 Uplift YoY

- Visitors made an average of 2.3 visits to the HOL area in August 2026, a slight MoM change (-0.1) and an increase compared with August 2025 (+0.3).
- The largest MoM declines in frequency were seen in the worker-led districts, with both Piccadilly District and Jermyn Street District recording a -0.2 decline. This is consistent with the impact of the school holidays, when workers are more likely to take time off and visit the area less frequently. The eastern, more tourist-led areas saw smaller declines in frequency, although visit frequency remained lower overall. These areas attract a greater proportion of social visitors from further afield, who typically visit the area less often.

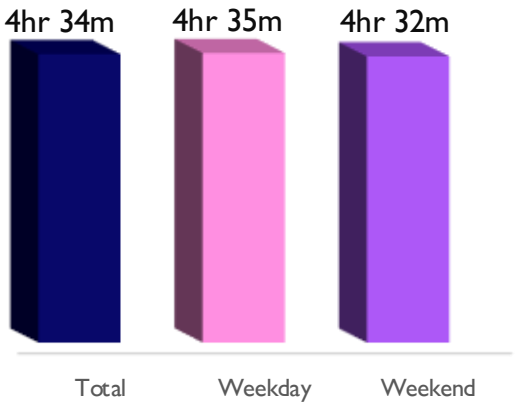




Visitors Spent Slightly Longer in the Area MoM, Despite a Slight Decline in Visit Frequency

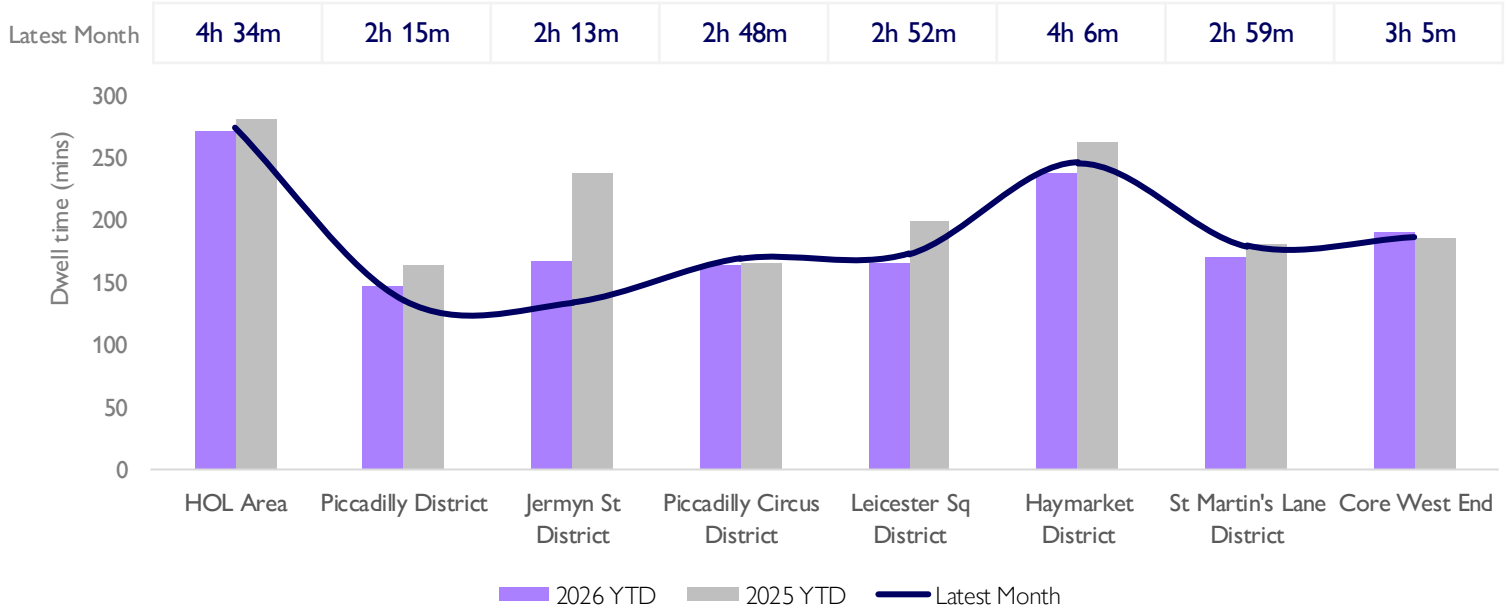
- Average visitor dwell time across the HOL area was 4 hrs 34 mins in August, representing a slight increase both MoM (+4 mins) and YoY (+1 min).
- Haymarket District recorded the longest average dwell time among the sub-districts, at just over four hours, demonstrating its ability to retain visitors undertaking social and leisure activities.

Average Visit Dwell
Weekday vs Weekend



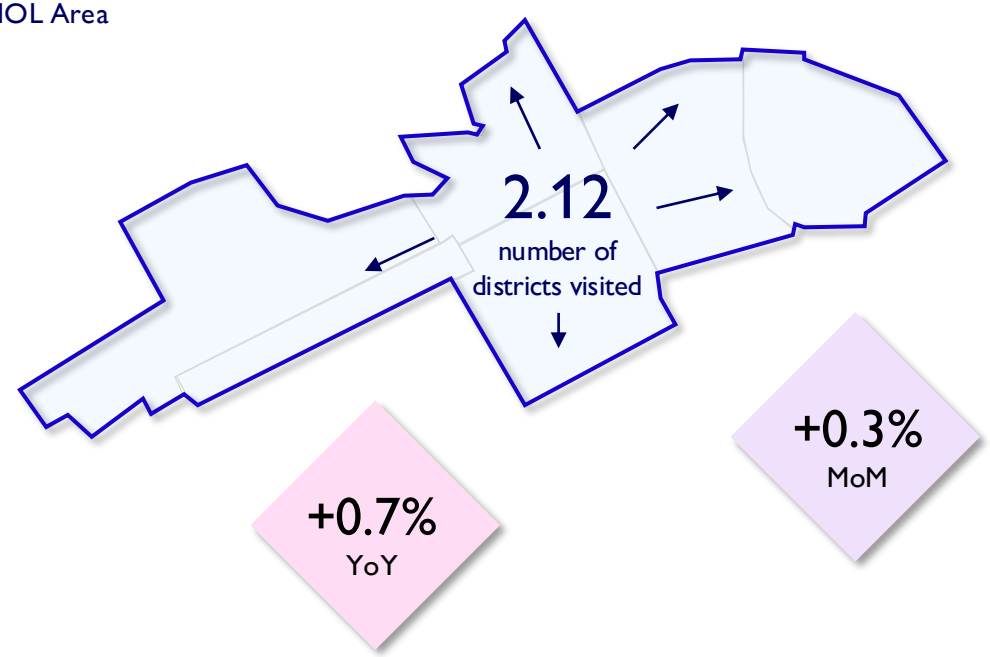
4h 34m	+4 mins	+1 min	+3 mins
Latest month average dwell	MoM	YoY	vs. YTD

Average Dwell | District-Level



Share of Engaged Visitors Rose 9.9% YoY, with Cross-Visitation Also Increasing

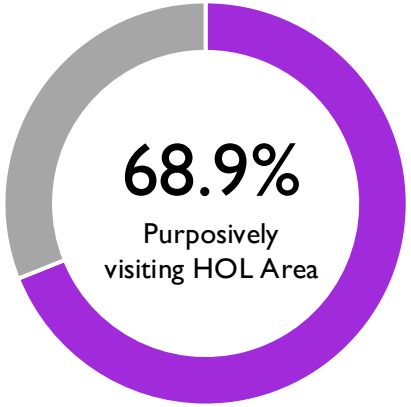
HOL Area



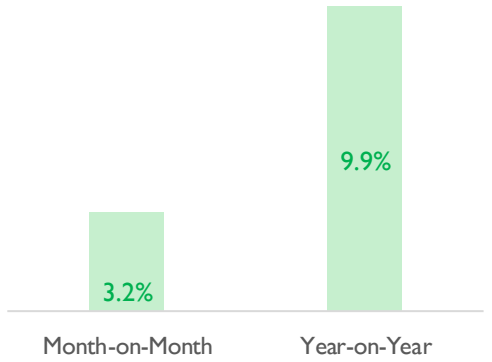
- Cross visitation helps understand the number of visitors visiting multiple districts per trip across the HOL area.
- The average visitor to the HOL area visited 2.12 districts during their trip in August 2026, up 0.7% YoY and 0.3% MoM.

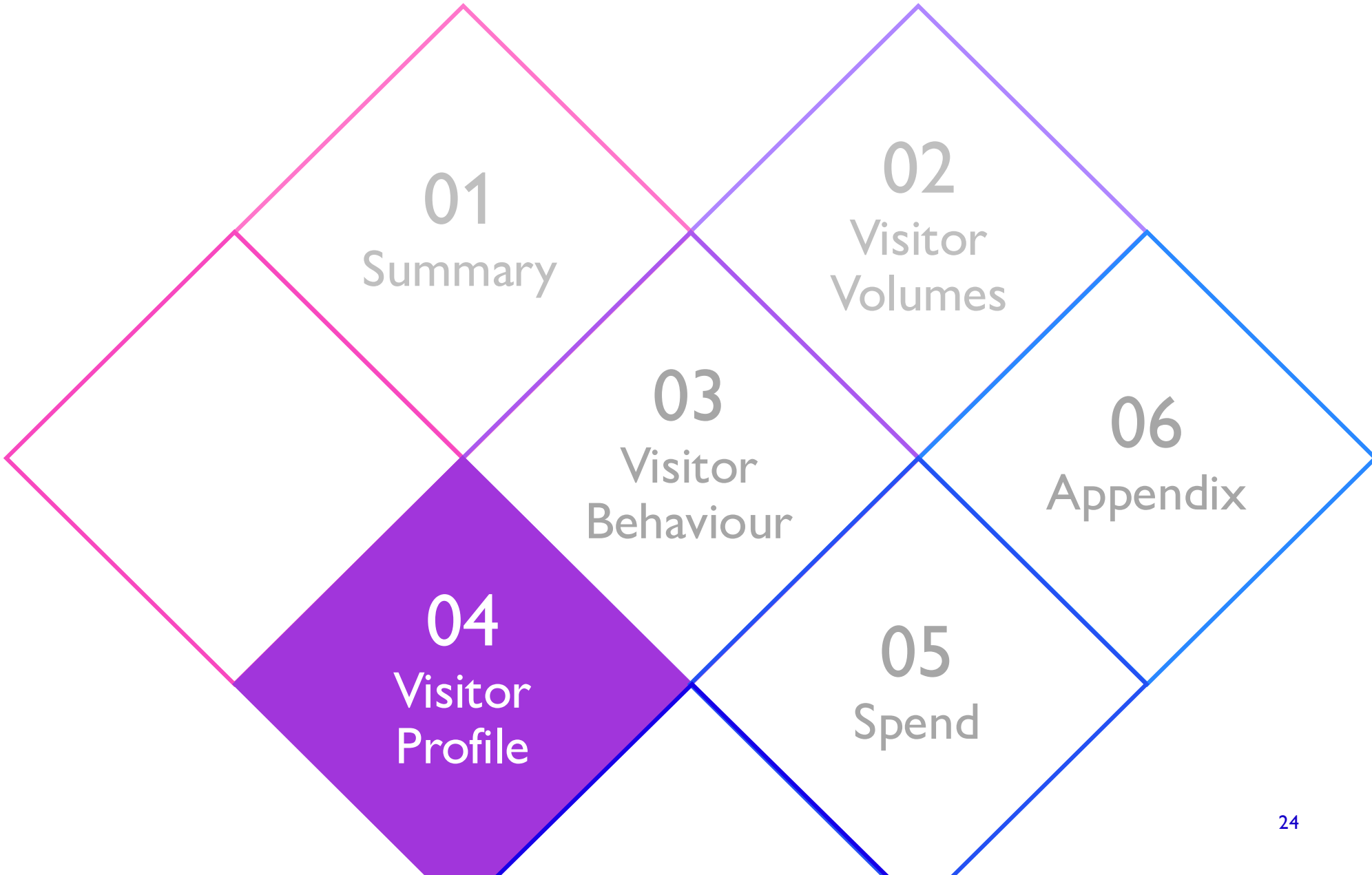
- A greater share of social visitors exploring the area contributed to strong growth in actively engaged visitors, both MoM (+3.2%) and YoY (+9.9%).
- Around 69% of visitors purposefully engaged with the HOL area during their trip, reinforcing its role as a major visitor destination, although this remained below the 76% recorded across the wider Core West End.

Visiting vs. Passing Footfall



Visiting Footfall



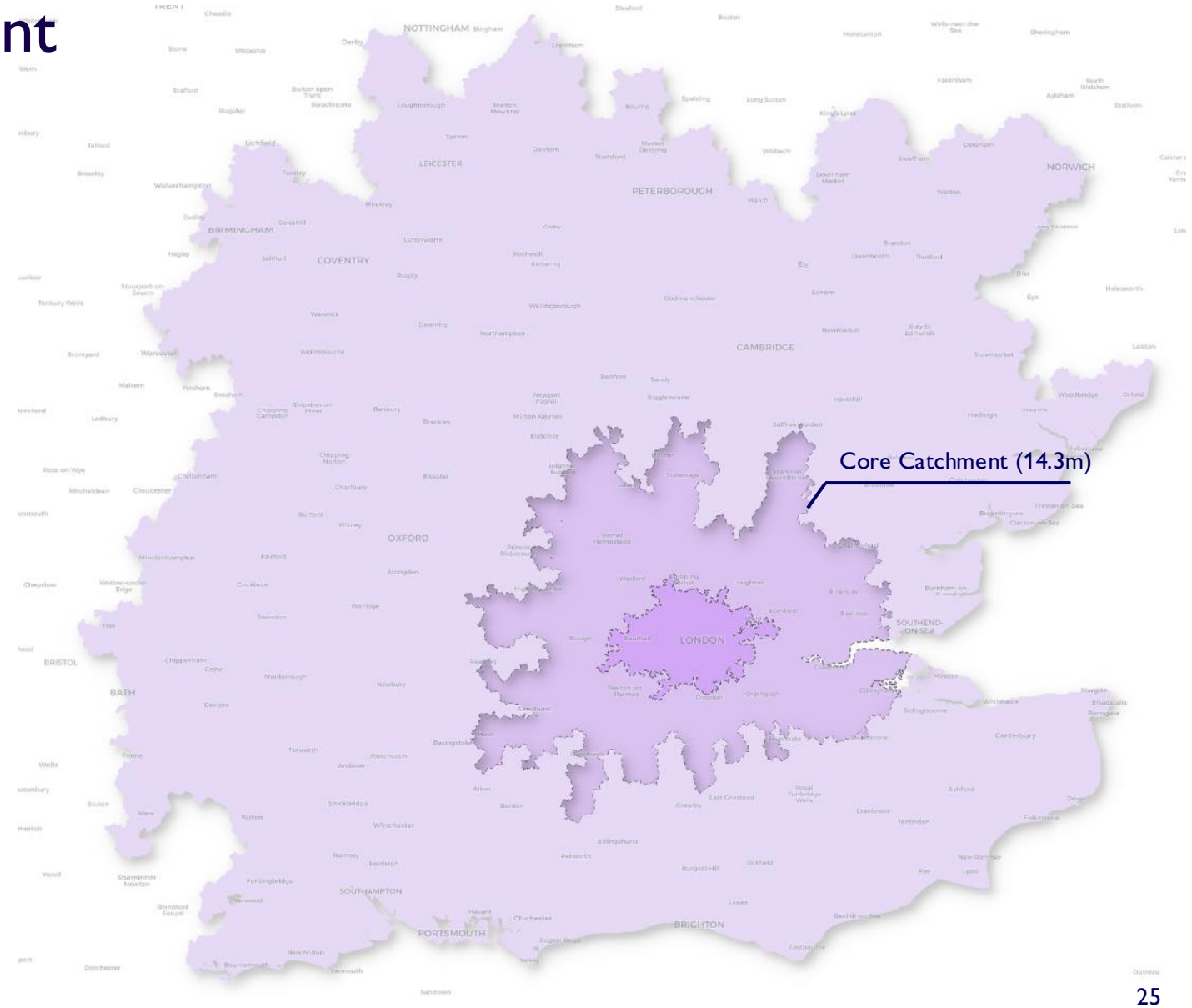

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HOL Area Domestic Catchment

14.3m
core catchment population

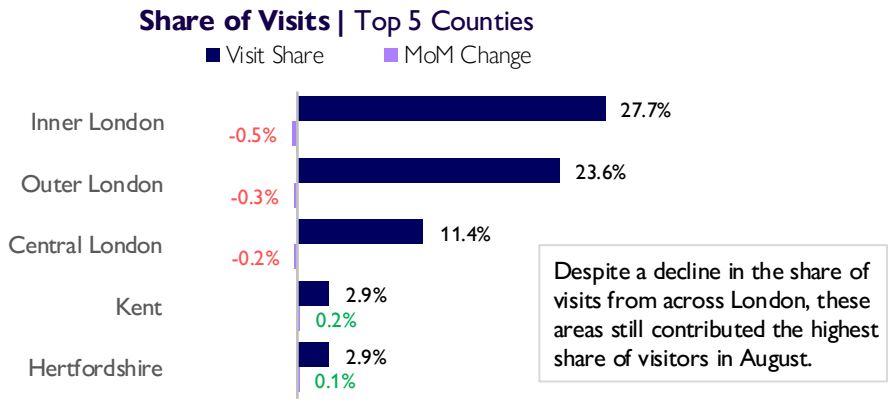
31.5m
total catchment population

	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**

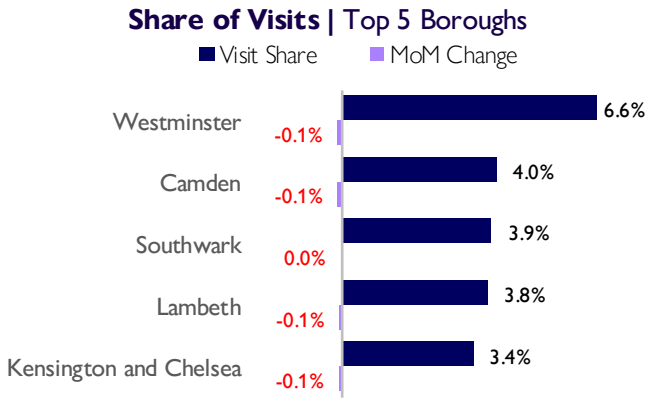


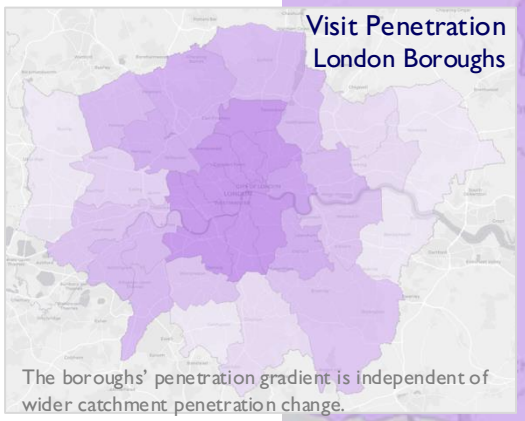
Source: HUQ

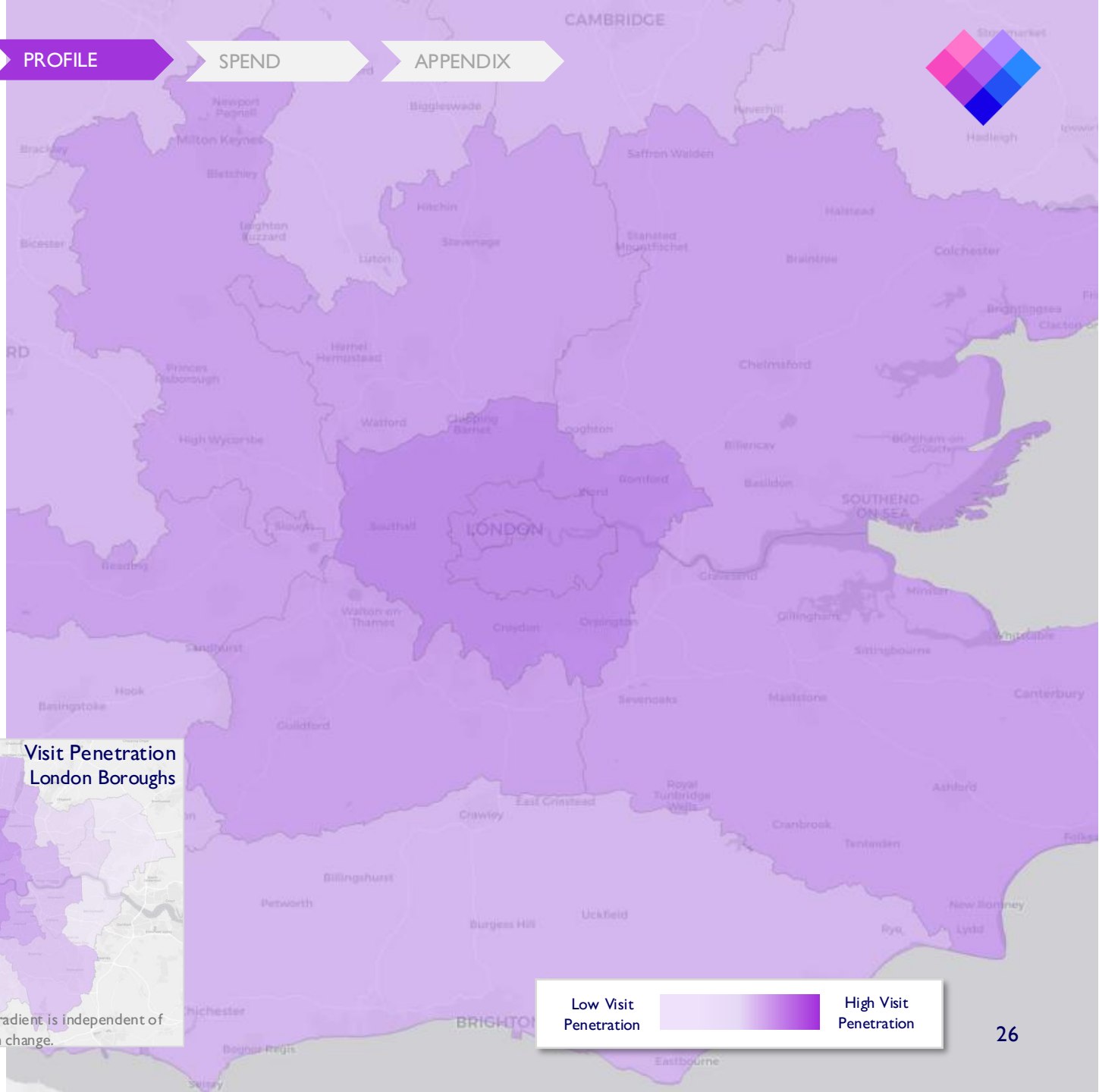
Increase in Share of Visitors from Outside of Greater London



Despite a decline in the share of visits from across London, these areas still contributed the highest share of visitors in August.





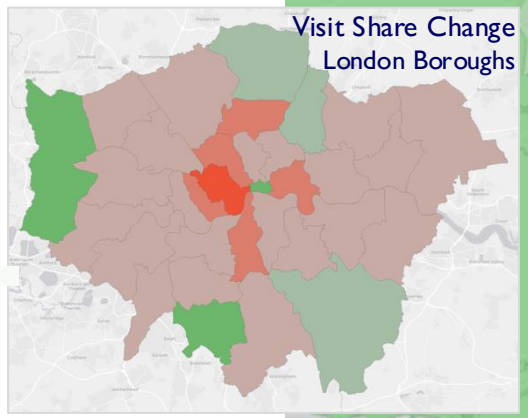


Penetration is the share of each zone's population visiting the HOL area.

Increase in Share of Visits from Secondary and Tertiary Catchment

- The share of visits to the HOL area from its core catchment fell by a further 0.5% MoM in August (after a 10.9% decline in July vs. June), with the primary catchment's share of visitors down 0.9%.
- Secondary and tertiary catchments accounted for a greater share of visitors, as the school summer holidays drew social visitors from further afield and workers made up a smaller share.

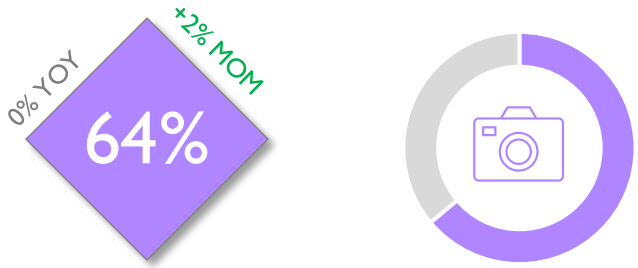
Catchment Band	Aug-26 Visit %	MoM change
Primary	52.9%	-0.9%
Secondary	19.9%	+0.4%
Core Catchment *(75% of visitors)*	**72.8%**	**-0.5%**
Tertiary	12.1%	+2.4%
Total Catchment *(90% of visitors)*	**84.9%**	**+1.9%**
Pull-In	15.1%	-1.9%



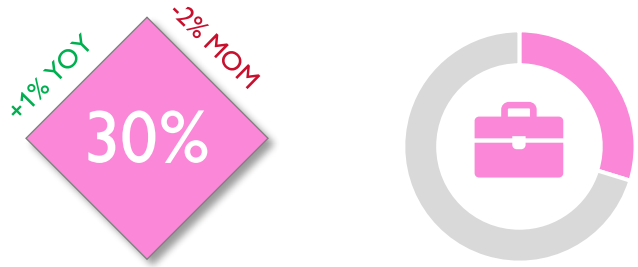


VISITOR SHARE ROSE IN AUGUST AS WORKER SHARE EASED DURING THE SUMMER HOLIDAYS

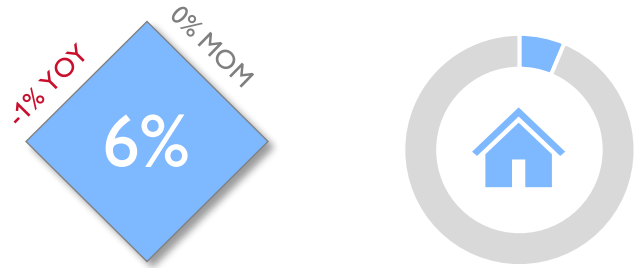
Visitor



Worker

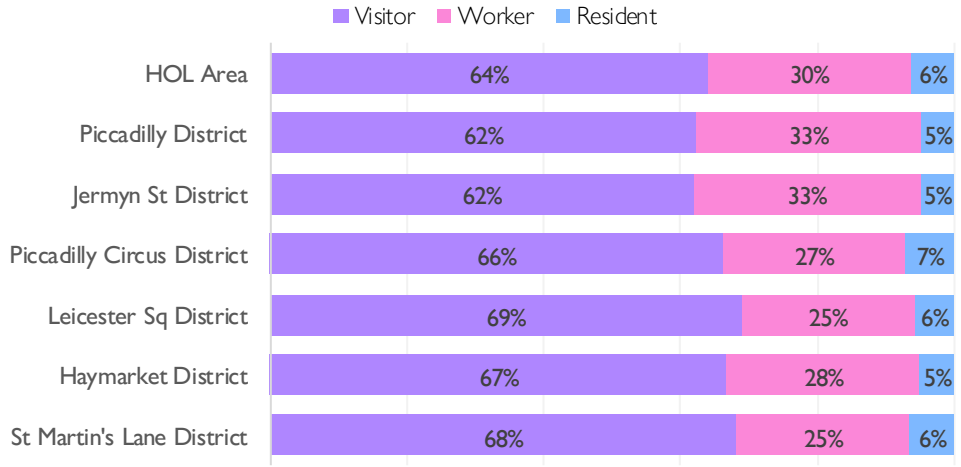


Resident



- Domestic visitors accounted for 64% of the HOL Area mix in August, up 2 percentage points MoM, while worker share fell 2 percentage points to 30%, consistent with summer leave and a greater emphasis on leisure visits.
- This shift was evident across all districts, with visitor share increasing by 1–2 percentage points and worker share falling by 2 percentage points MoM.
- Leicester Square and St Martin's Lane recorded the highest visitor shares (69% and 68% respectively), while Piccadilly and Jermyn Street retained the highest worker shares (both 33%).
- See page 43 for visitor group definitions.

Visitor Mix | District-Level

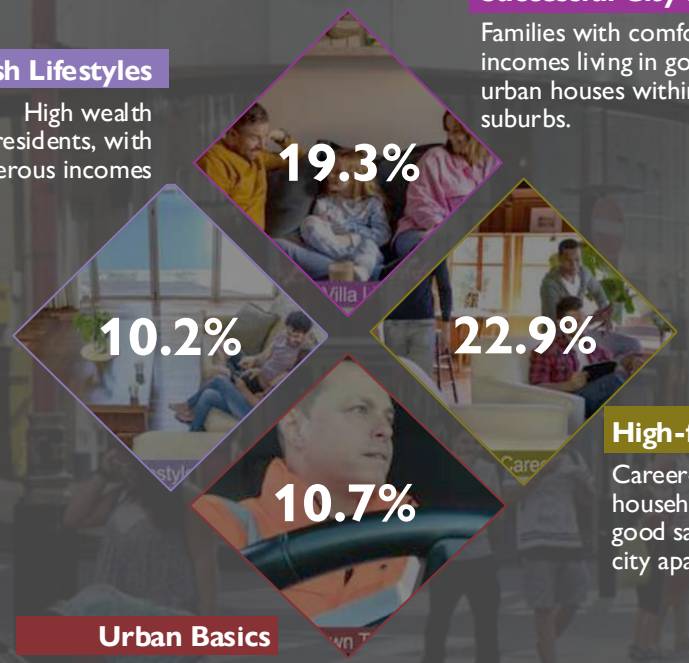


Year-on-Year			Month-on-Month		
Vis.	Wrk.	Res.	Vis.	Wrk.	Res.
0%	+1%	-1%	+2%	-2%	0%
0%	+1%	-1%	+2%	-2%	0%
+1%	+1%	-1%	+2%	-2%	0%
+1%	+1%	-2%	+2%	-2%	0%
0%	+1%	-1%	+2%	-2%	0%
0%	+1%	-1%	+2%	-2%	0%
-1%	+1%	0%	+1%	-2%	0%

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 Towards 4 Key Groups



Successful City Families

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

Lavish Lifestyles

High wealth residents, with generous incomes

High-flying Metropolitans

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

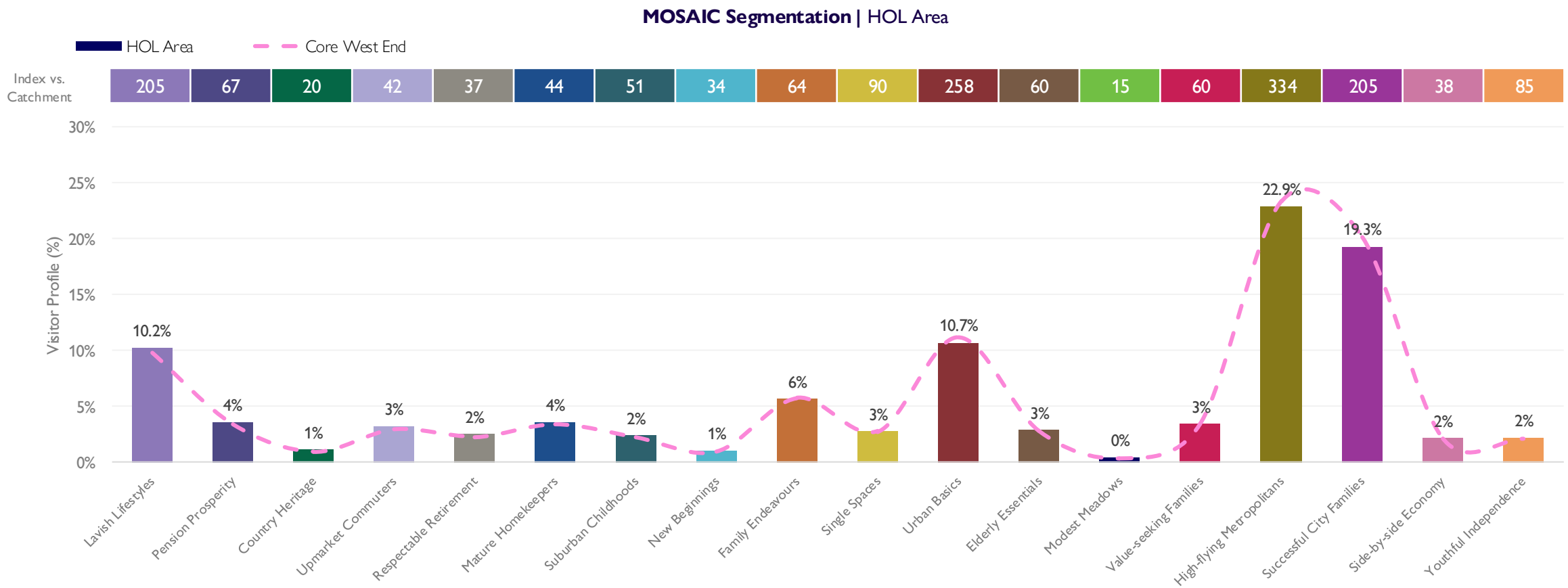
Urban Basics

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

Experian MOSAIC | Detailed descriptions of all groups in appendix

See slide 46 for the MOSAIC definition and slide 44 for group descriptions

August Visitor Profile Across the HOL Area Remained Broadly Aligned with the Wider Core West End



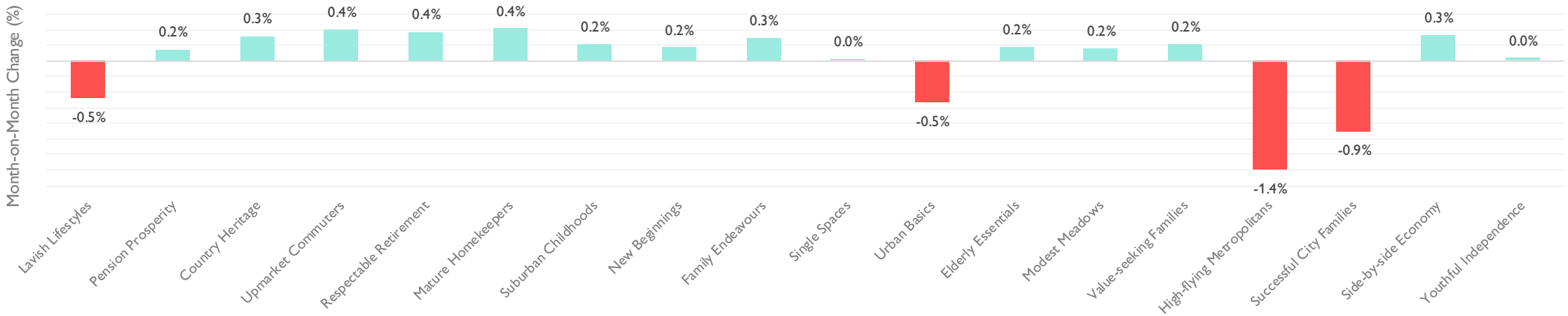
Index vs. catchment denotes the propensity for the HOL area to capture visitors from each group relative to their presence in the base catchment; i.e. index of 120 reflects +20% more likely to visit

Experian MOSAIC | Detailed descriptions of all groups in appendix

See slide 46 for the MOSAIC definition and slide 44 for group descriptions

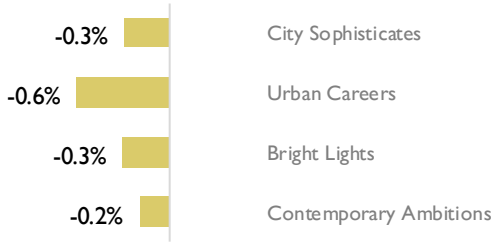
Visitor Profile More Varied in August with All but 4 Groups Seeing Increased Share of Visitors

MOSAIC Segmentation | Month-on-Month Change



1st Highest Visitor Share Group

High-Flying Metropolitans MoM Change



- High-flying Metropolitans ('career-focused young households', i.e. workers) saw a large fall in visit share (-1.4%).
- All types declined MoM, with the largest decline in Urban Careers (-0.6%).

2nd Highest Visitor Share Group

Successful City Families MoM Change



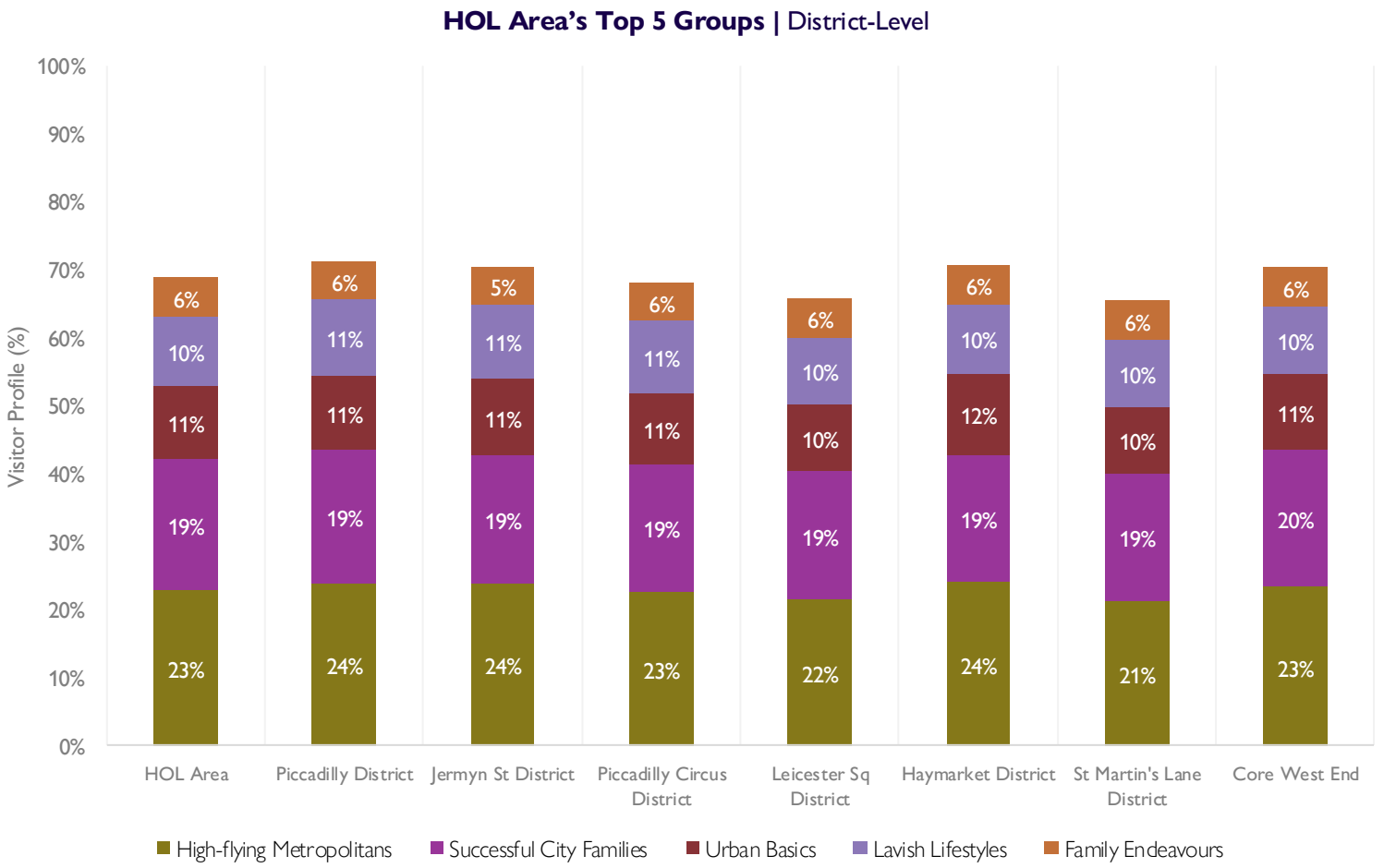
- Successful City Families, the HOL area's 2nd largest visitor group, declined (-0.9%).
- Close Kin declined most (-0.3%). Urban Villa Lifestyles were most resilient, with volumes down just 0.1%.

Experian MOSAIC | Detailed descriptions of all groups in appendix

Decline in Share of Visitors from the Top 5 Dominant Groups, Reflecting a Varied Visitor Profile

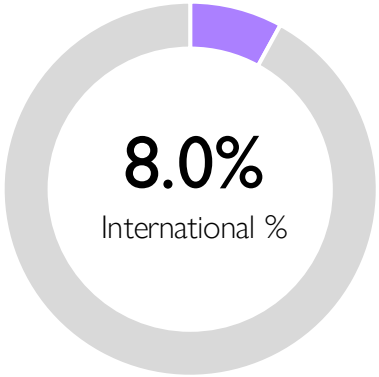
- The top five MOSAIC groups experienced a MoM decline in visitor share (-3.0%) across the HOL area, with falls across all districts.
- This reflects a broader visitor mix from further afield, as regular workers were replaced by more infrequent visitors during the school summer holidays.

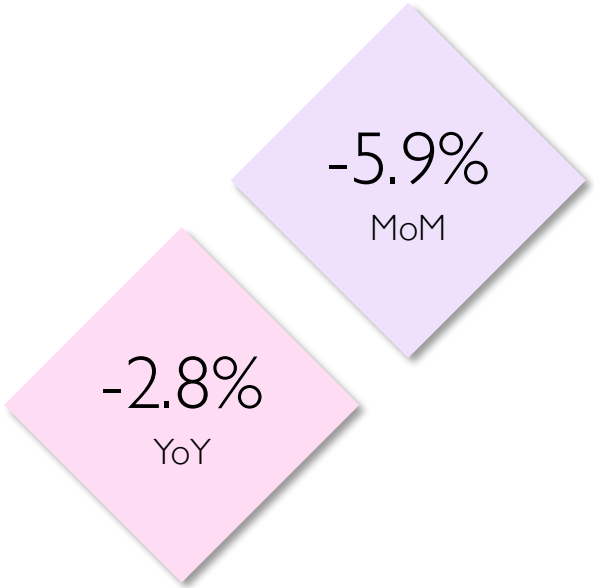
Area	Visitors from HOL Area's Top 5 Groups	MoM
HOL Area	68.8%	-3.0%
Piccadilly District	71.2%	-2.4%
Jermyn St District	70.4%	-1.1%
Leicester Sq District	65.8%	-2.6%
Piccadilly Circus District	68.0%	-2.8%
St Martin's Lane District	65.4%	-2.6%
Haymarket District	70.6%	-2.2%
Core West End	*70.3%*	*-3.1%*



Experian MOSAIC | Detailed descriptions of all groups in appendix

International Visitor Share Declined MoM and YoY, but Remained Above the Wider Core West End

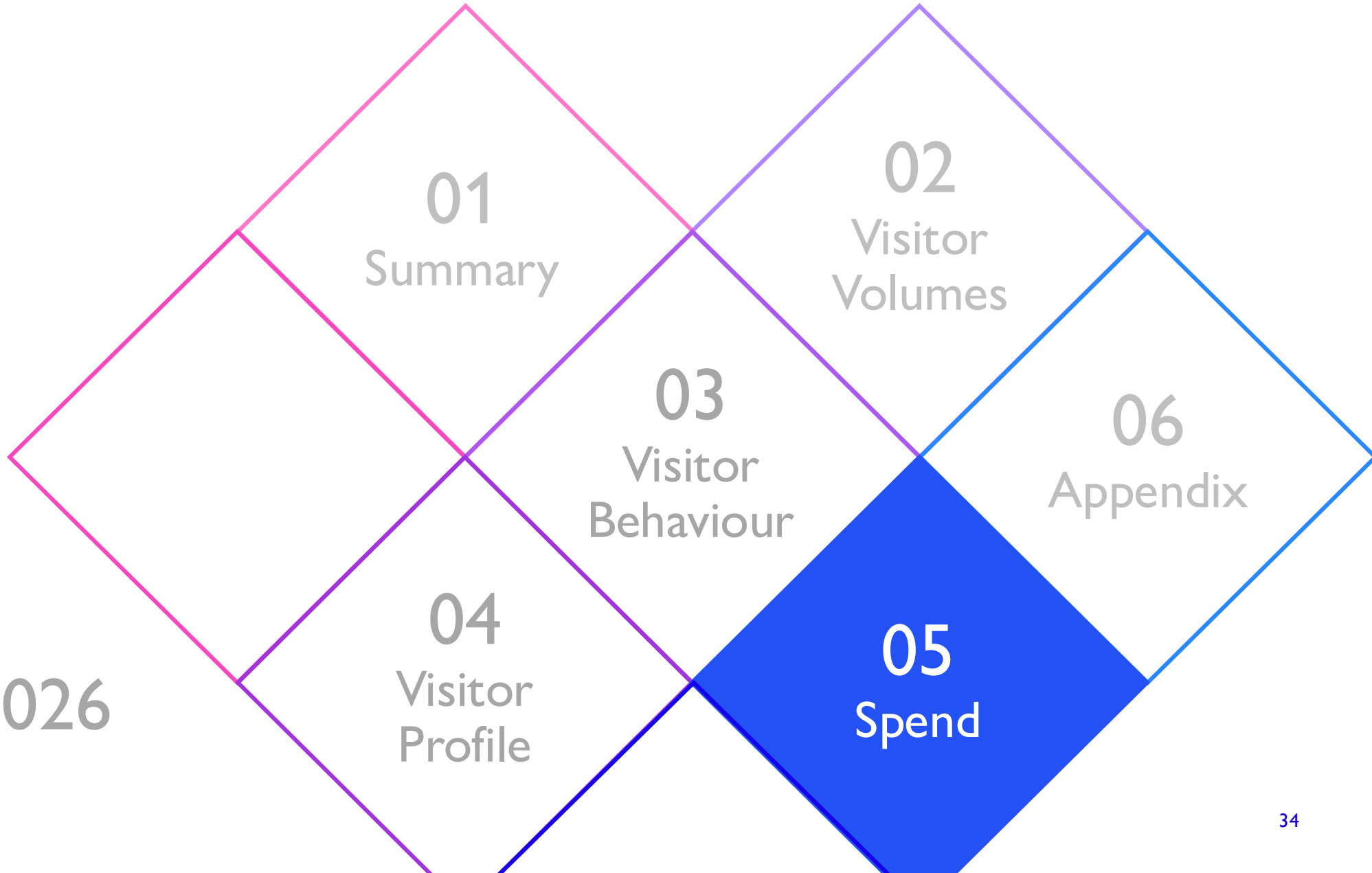




- International visitors accounted for 8.0% of visitation to the HOL area in August, declining 5.9% MoM and 2.8% YoY, with decreases recorded across most districts.
- Despite the decline, the HOL area continued to attract a higher international share than the wider Core West End (4.6%), led by Leicester Square (11.4%), Haymarket (11.2%) and Piccadilly Circus (10.8%), reflecting the international appeal of these tourist-led districts.

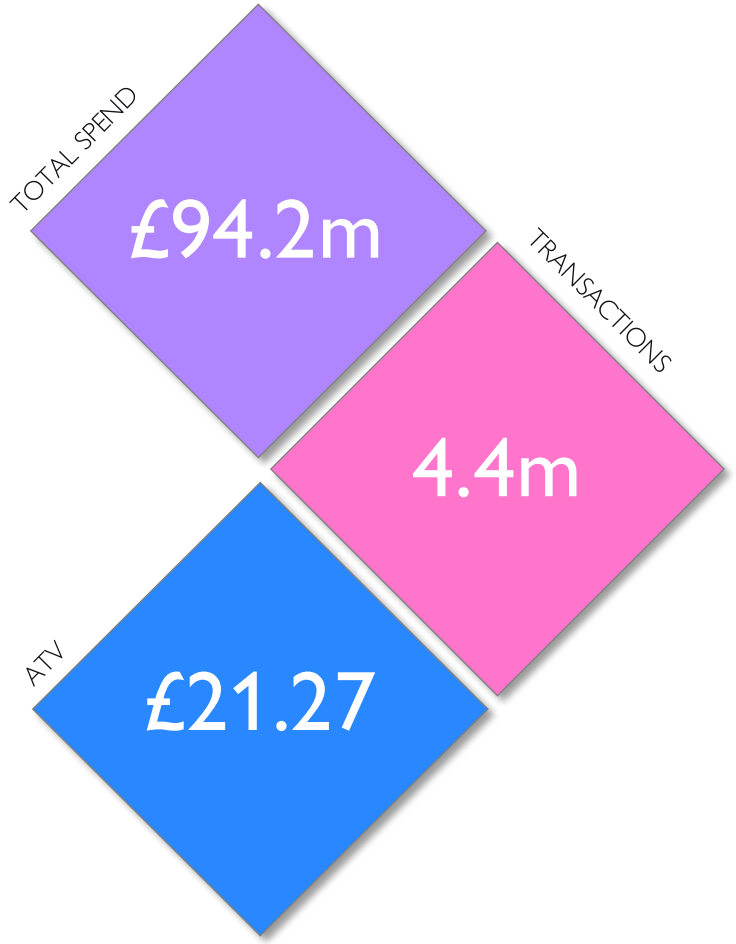
Area	International Mix (%)	Month-on-Month	Year-on-Year
HOL Area	**8.0%**	-5.9%	-2.8%
Piccadilly District	8.7%	-4.6%	-2.5%
Jermyn St District	10.4%	-0.7%	-1.5%
Leicester Sq District	11.4%	-7.0%	-0.5%
Piccadilly Circus District	10.8%	-8.0%	-3.6%
St Martin's Lane District	9.8%	-6.7%	-1.2%
Haymarket District	11.2%	-4.9%	+0.6%
Core West End	4.6%	-4.0%	-2.8%

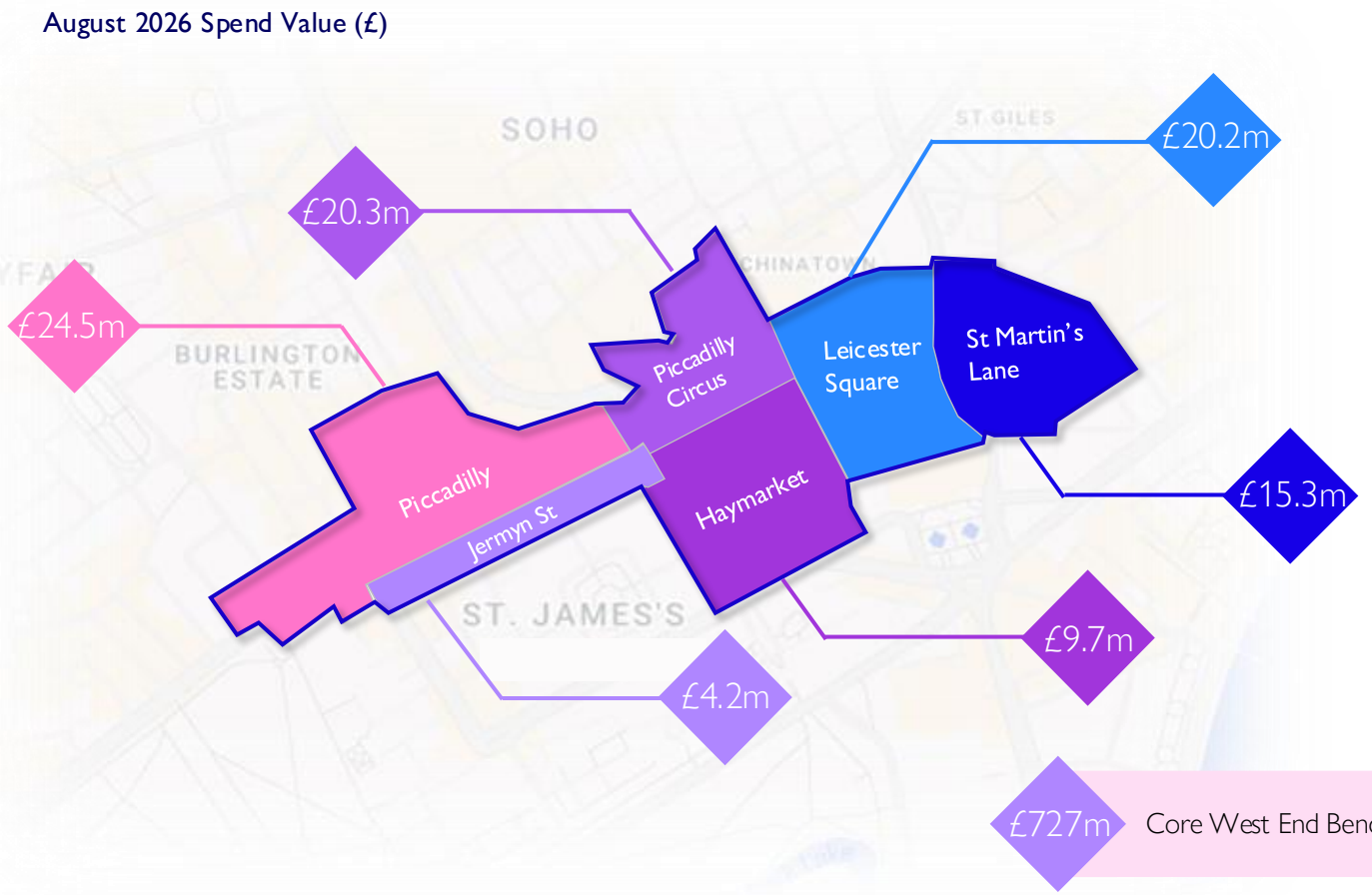
Change in mix is calculated via percentage point change


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Spend

AUGUST 2026

£94.2M Spend Across the HOL Area in August 2026, Surpassing July as the Highest Monthly Spend YTD

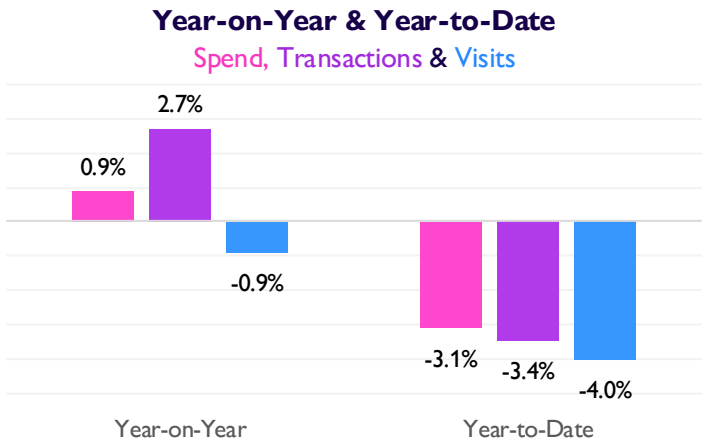


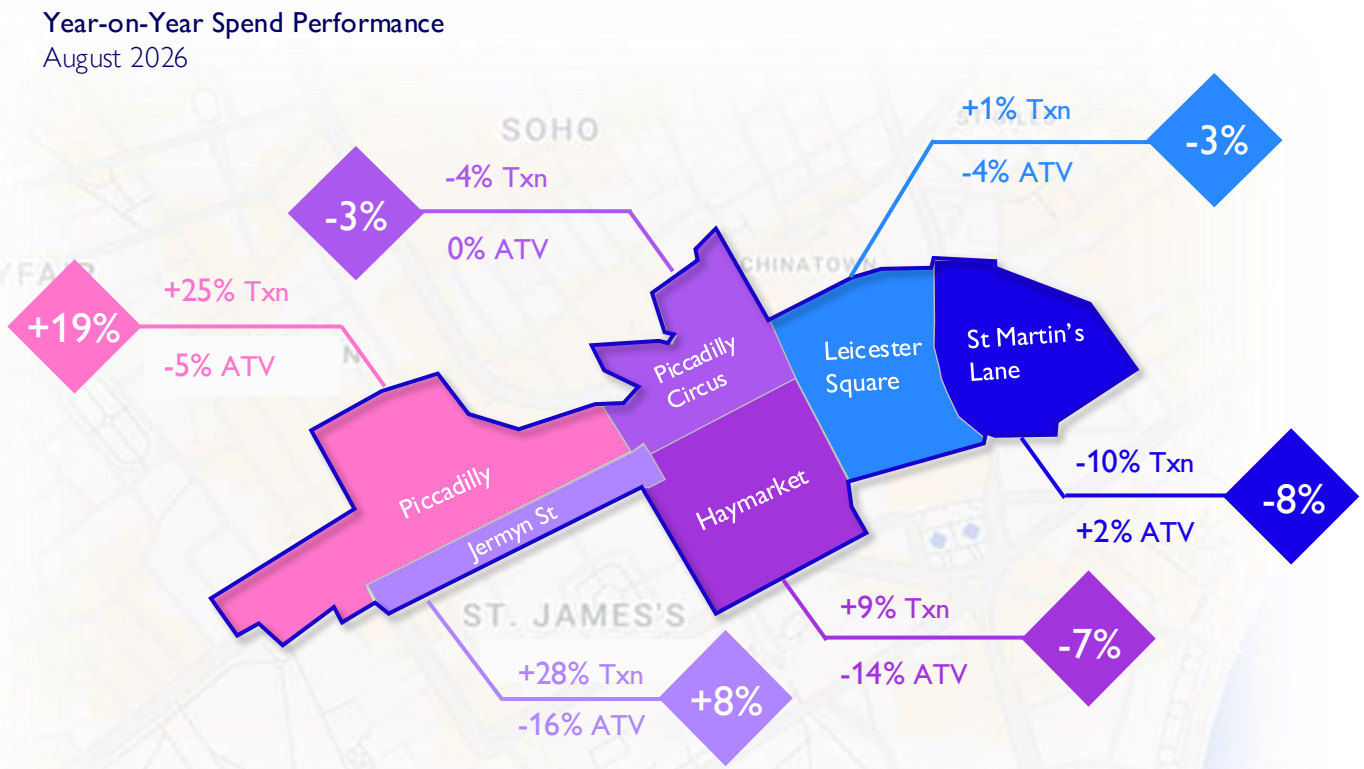


Source: Colliers' analysis, informed by aggregated and anonymised Lloyds Banking Group data
Note: insights are limited to Lloyds Banking Group's retail market share of personal current accounts and credit cards, with multipliers added to reflect real-world total spend performance

Spend Performance Grew YoY in August Despite a Decline in Visit Volumes

- Spend across the HOL area increased 0.9% YoY in August, despite visits declining 7.7%, suggesting stronger spend propensity among visitors.
- Growth was driven by transactions (+2.7%), potentially supported by the higher share of actively engaged visitors (+9.9% YoY), while ATV dipped 1.8%.
- YTD spend and transactions remain 3.4% below 2025, versus a 4.5% decline in visits, demonstrating relatively resilient spend.

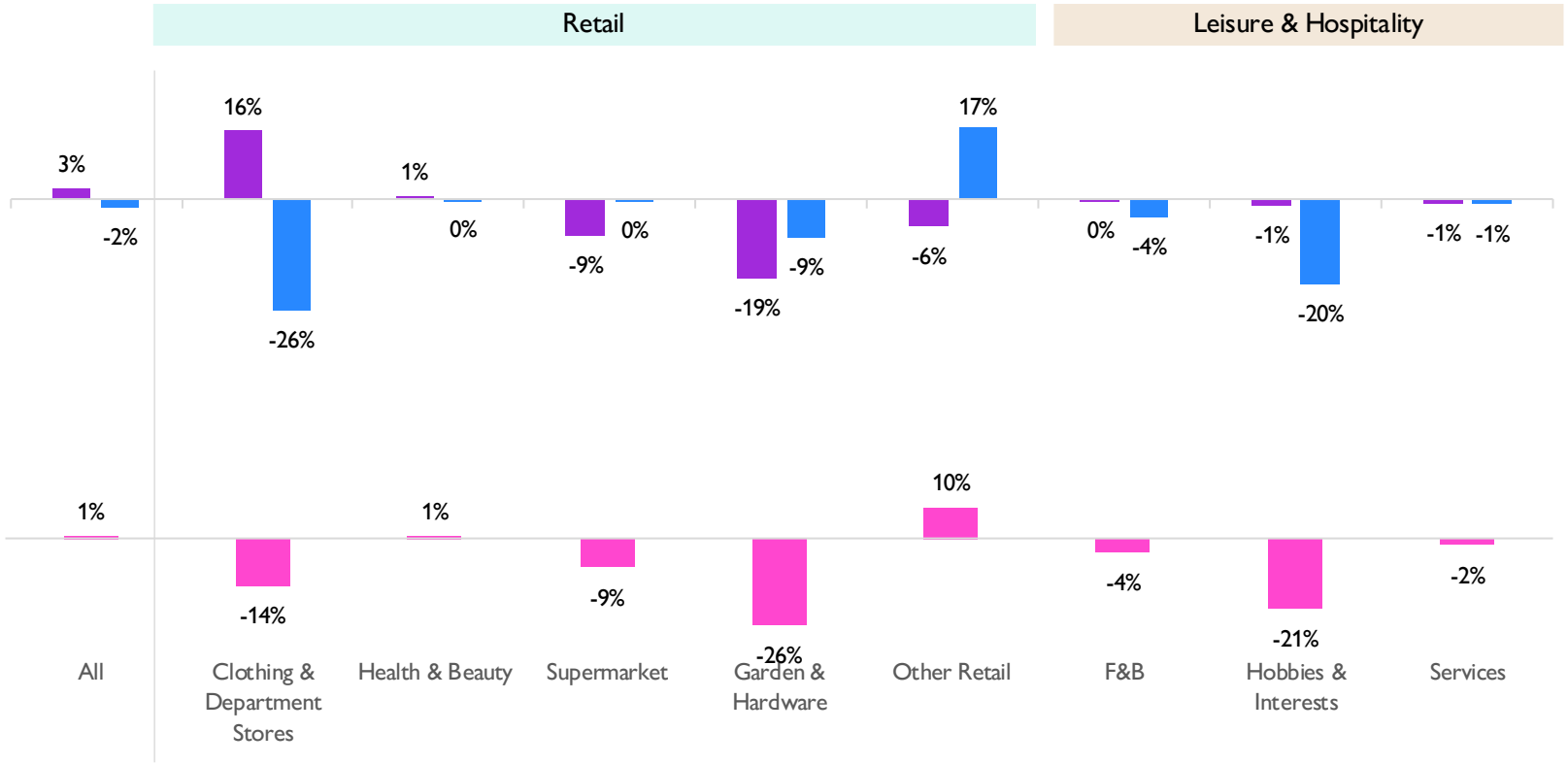




Source: Colliers' analysis, informed by aggregated and anonymised Lloyds Banking Group data
Note: insights are limited to Lloyds Banking Group's retail market share of personal current accounts and credit cards, with multipliers added to reflect real-world total spend performance

Summer Holiday Visitation Supported 'Other Retail', While Spend Performance Varied Across Categories

HOL Area | YoY Category Performance
Spend, Transactions & ATV



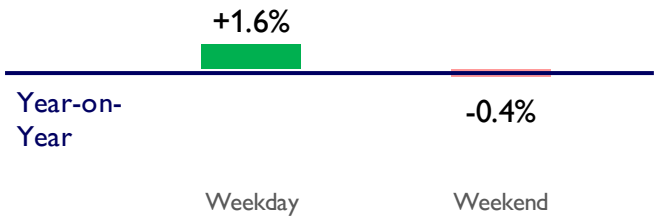
- 'Other Retail' led spend growth (+10% YoY), potentially benefiting from school holiday demand across bookstores, toy shops and other leisure-oriented retailers.
- Clothing & Department Store transactions rose 16%, potentially supported by increased discretionary visitation, but ATV fell 26%, resulting in a 14% decline in spend.
- Leisure & Hospitality remained subdued despite the summer holidays, with F&B spend down 4% and Hobbies & Interests down 21%, potentially reflecting lower overall footfall (-7.7% YoY) and August's extreme heat.

'Other Retail' includes retailers not within specified retail categories, such as bookstores, toy shops, miscellaneous, etc.

Source: Colliers' analysis, informed by aggregated and 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

Weekday Spend Grew YoY, While Saturday Remained the Strongest Spend Day Across the HOL Area

TOTAL SPEND



- Weekday spend increased 1.6% YoY, potentially supported by school holidays driving greater social and leisure activity across the week, despite lower overall visitation.
- Saturday remained the strongest spend day (1.59x average), broadly consistent with August 2025 (1.65x), with tourist-led eastern districts retaining the strongest Saturday bias.

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

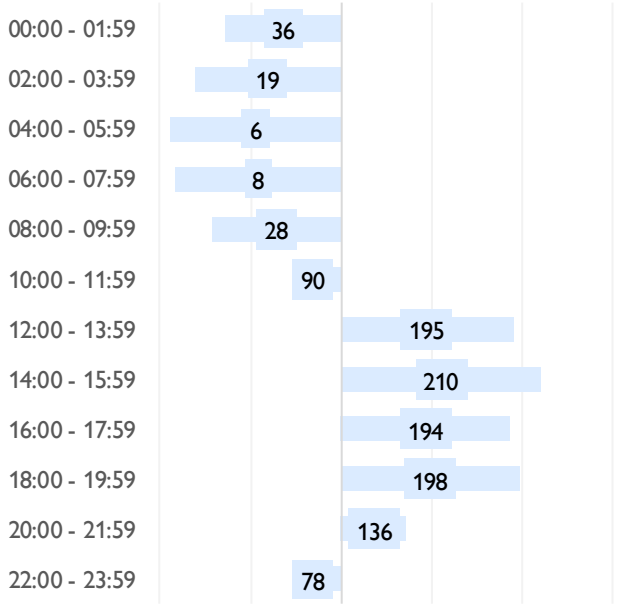
District	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
HOLBA	95	76	80	92	105	159	92
Piccadilly District	99	78	82	110	125	133	75
Jermyn St District	106	92	85	86	90	134	108
Piccadilly Circus District	84	67	71	83	94	183	118
Leicester Sq District	95	73	77	78	98	172	108
Haymarket District	111	89	94	97	106	139	64
St Martin's Lane District	91	77	84	94	101	174	78
Core West End	96	80	87	88	100	162	87
East Districts (Tourist-led)	97	78	83	88	101	165	88
West Districts (Worker-led)	93	75	78	97	109	154	95

- The weekly spend profile remained broadly consistent YoY, with Friday and Saturday continuing to outperform average daily spend.
- Sunday spend varied considerably by district. Piccadilly Circus remained above its daily average (1.18x), while Haymarket fell to 0.64x and Piccadilly District to 0.75x.

Source: Colliers' analysis, informed by aggregated and 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

Spend Patterns Remained Stable YoY, with Tourist-Led Districts More Evening Focused

HOL Area | Index vs. Time-band Average



- Spend remained concentrated between 12:00–20:00, at around 2x average hourly levels, reflecting the area's strong daytime shopping, dining and evening leisure offer.

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

District	00:00–04:00	04:00–08:00	08:00–12:00	12:00–16:00	16:00–20:00	20:00–00:00
HOL Area	28	7	59	203	196	107
Piccadilly District	11	8	105	254	159	64
Jermyn St District	70	13	68	257	143	49
Piccadilly Circus District	51	8	23	155	209	155
Leicester Sq District	40	4	40	188	206	123
Haymarket District	8	11	96	206	184	94
St Martin's Lane District	9	3	34	187	248	117
Core West End	14	6	60	226	208	86
East Districts (Tourist-led)	22	6	50	192	215	115
West Districts (Worker-led)	32	9	68	213	178	100

- Afternoon (12:00–16:00) spend remained strongest overall (2.03x), closely followed by early evening (16:00–20:00) at 1.96x.
- Tourist-led eastern districts remained more evening-focused (2.15x from 16:00–20:00), while worker-led western districts were more afternoon-focused (2.13x from 12:00–16:00), consistent with their differing visitor profiles.

Source: Colliers' analysis, informed by aggregated and 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

Strongest Uplift in Spend Growth Across Mondays, Likely Due to Summer Holidays and Bank Holiday

August 2026 Spend (£) Hotspots | % of Total

	00:00–04:00	04:00–08:00	08:00–12:00	12:00–16:00	16:00–20:00	20:00–00:00	All
Monday	0.5%	0.2%	1.5%	5.1%	4.3%	2.1%	13.6%
Tuesday	0.2%	0.1%	1.3%	3.7%	3.7%	1.9%	10.9%
Wednesday	0.2%	0.1%	1.2%	4.0%	3.9%	1.9%	11.5%
Thursday	0.3%	0.1%	1.9%	4.3%	4.3%	2.3%	13.2%
Friday	0.5%	0.2%	1.5%	5.3%	4.7%	2.9%	15.0%
Saturday	1.3%	0.2%	1.7%	6.9%	7.9%	4.8%	22.8%
Sunday	1.7%	0.3%	0.8%	4.6%	3.9%	2.0%	13.1%
All	4.6%	1.2%	9.9%	33.8%	32.7%	17.9%	100%

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

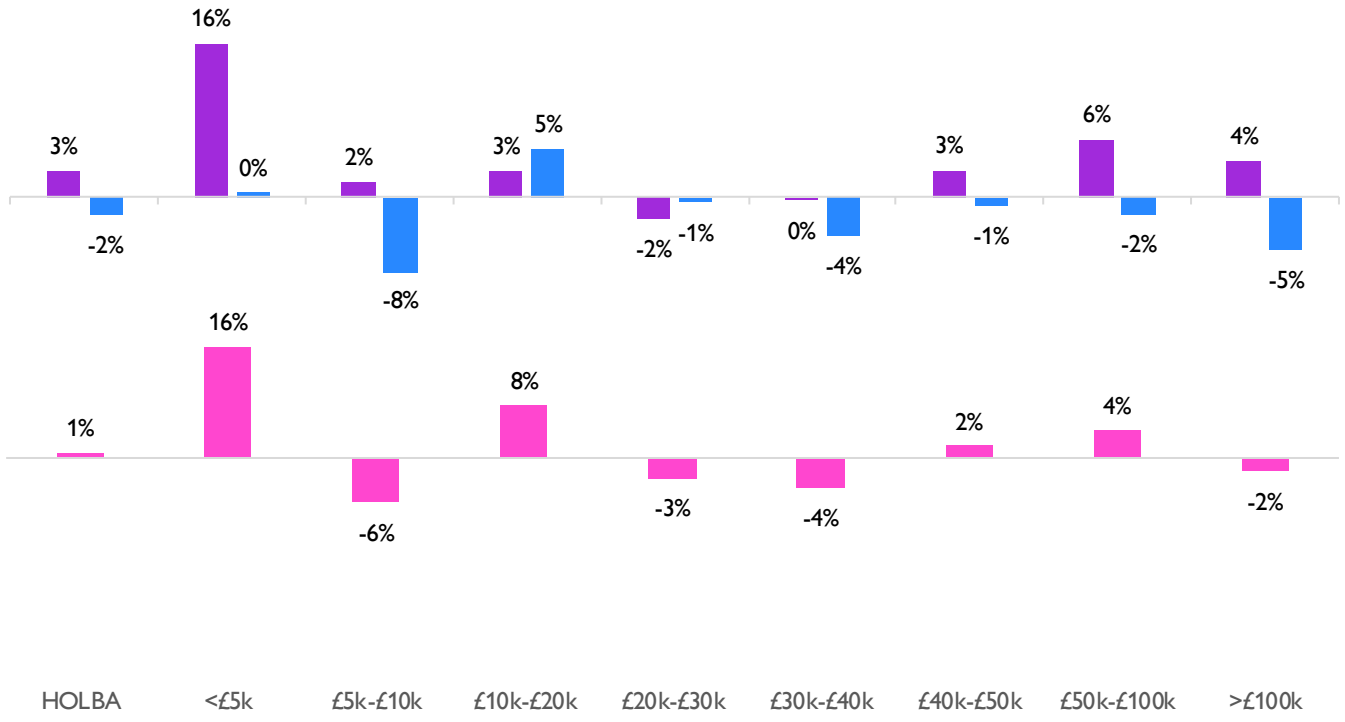
	00:00–04:00	04:00–08:00	08:00–12:00	12:00–16:00	16:00–20:00	20:00–00:00	All
Monday	9.6%	79.2%	68.5%	23.8%	34.8%	33.5%	32.5%
Tuesday	-11.5%	3.8%	-3.3%	0.6%	2.1%	11.6%	2.1%
Wednesday	-21.4%	2.4%	14.2%	-12.3%	-4.1%	3.5%	-4.7%
Thursday	3.4%	-4.2%	94.7%	-7.2%	-7.4%	2.2%	2.3%
Friday	-26.3%	-16.2%	10.3%	9.1%	-25.8%	-25.9%	-13.1%
Saturday	1.4%	37.5%	18.4%	-7.7%	-3.4%	-0.5%	-2.3%
Sunday	-4.2%	82.2%	64.6%	-2.1%	-1.6%	12.1%	3.2%
All	-5.1%	22.6%	31.2%	-0.4%	-3.8%	-0.1%	0.9%

Large YoY increase between 04:00–12:00 influenced by relatively small total spend amount across the district during this time band (11.1% total spend).

Source: Colliers' analysis, informed by aggregated and 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 Spend Growth Among Lower Income Visitors, While Spend from Higher Income Groups Declined

HOL Area | YoY Income Bands
Spend, Transactions & ATV



Year-on-Year | August Spend Trends

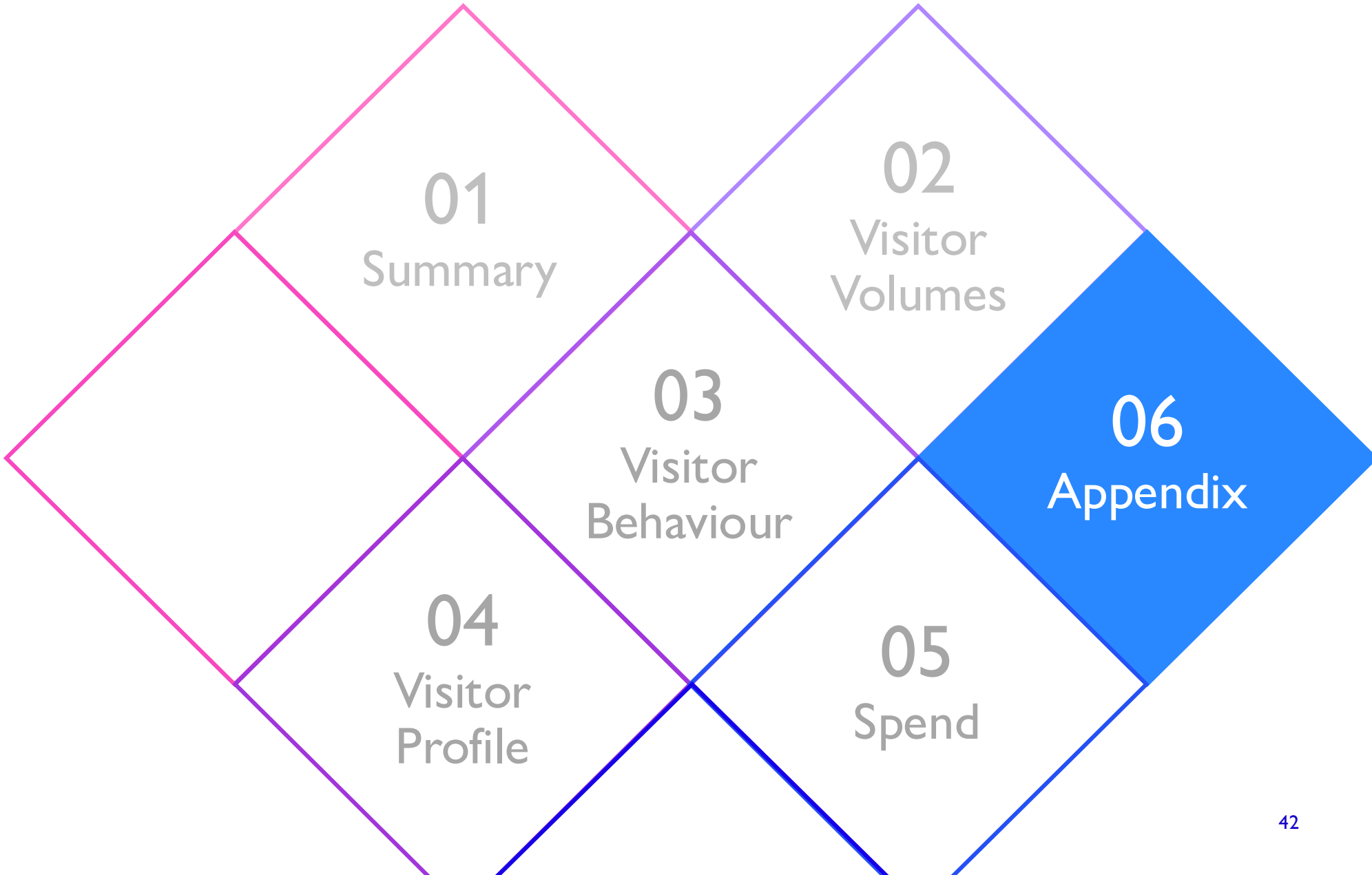
YoY performance across income groups reflects scale of spend within sub-income groups impacting overall trends

+6.0%
spend YoY
<£20k income

-1.9%
spend YoY
>£100k income

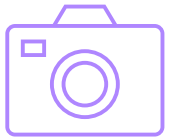
- Lower income groups saw a reversal in spend performance in August, with spend among visitors earning <£20k increasing 6.0% YoY, following a decrease in July.
- The rebound coincided with improving UK consumer sentiment, with GfK confidence reaching a two-year high in August and willingness to make major purchases strengthening, potentially supporting discretionary spend, particularly among more sentiment-sensitive lower-income visitors.

Source: Colliers' analysis, informed by aggregated and anonymised Lloyds Banking Group data | GfK Consumer Confidence Index
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

BT data uses 3 key visitor types.



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 the 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

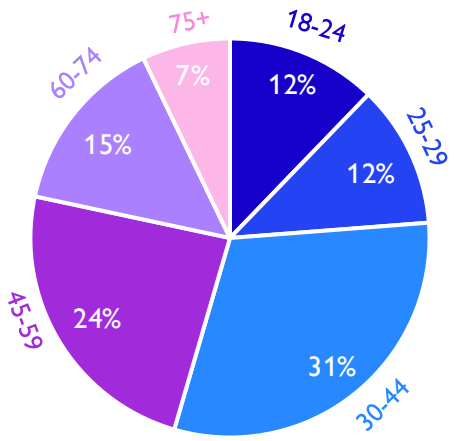
Similar Demographic Profile from HOL Area Visitors vs. Wider Core West End

The HOL area's visitor profile reflects a bias towards a middle-aged, professional visitor with just under a third of all visitors to the HOL area between 30-44. There remains strong demand from younger visitors too, with 24% of visitors between 18-29 years old, in-line with last month.

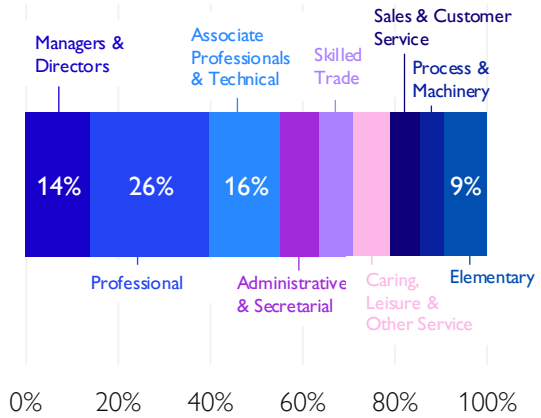
40% of visitors are within either 'Managerial & Director' or 'Professional' roles, reflecting a high professional occupation profile across the area, consistent with July.

The social grade profile of visitors to the HOL area was similar to that of the wider Core West End, with 29% of visitors to the HOL area within the most-affluent social grade (AB).

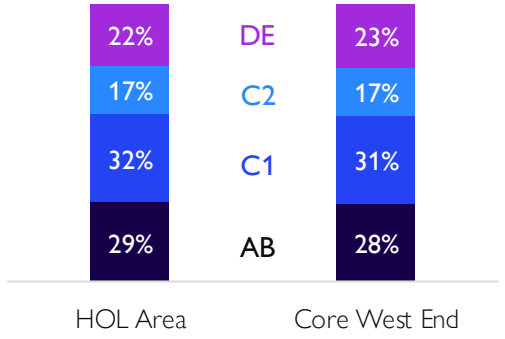
Age



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

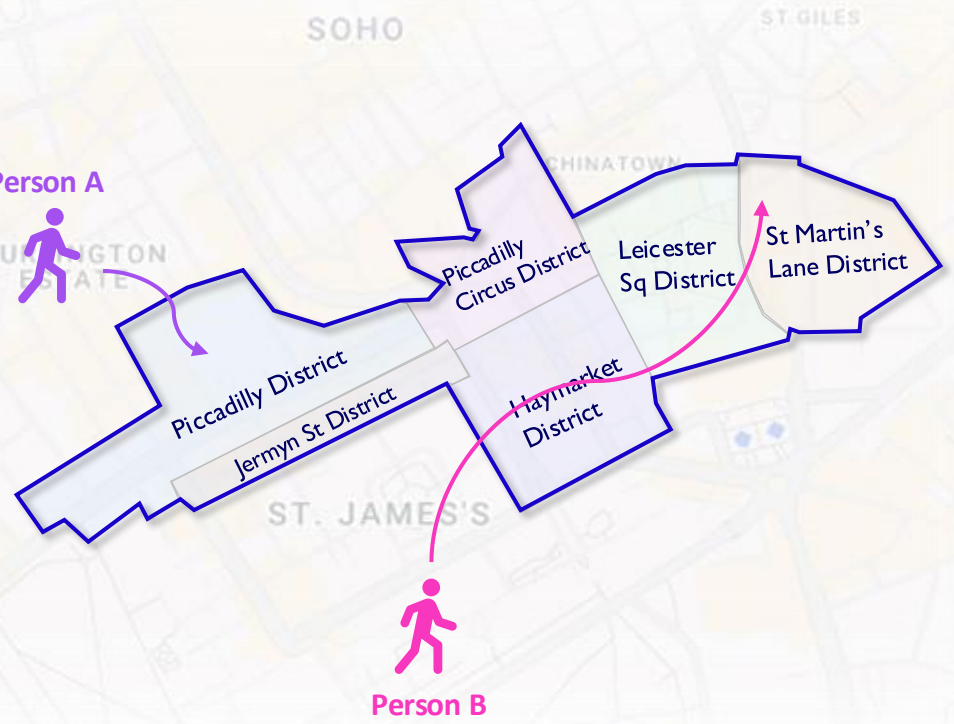
Person A

- Person A only visits Piccadilly District.
- This counts as **1 visit** to **Piccadilly District** and **1 visit to the HOL area.**
- **Cross Visitation Index = 100**

Person B

- Person B walks through 3 districts: Haymarket District, Leicester Square District and St Martin's Lane District.
- This counts as **1 visit to each of the 3 districts**, but **only 1 visit to the HOL area.**
- **Cross Visitation Index = 300**

HOLBA Area & Districts



Colliers X Lloyds

Colliers are working with Lloyds, combining their high-quality aggregated and anonymised consumer spending data with our extensive experience in strategic performance monitoring across Central London retail, leisure and mixed-use assets.

Colliers' analysis, partly informed by Lloyds aggregated and anonymised data, has provided greater insight into spend performance across the HOL 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 Aug-26, and is limited to the information that Lloyds Banking Group aggregated and anonymised insights 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 and credit cards. Multipliers have been applied to reflect real-world total spend performance.

Lloyds Banking Group

28m
UK customers

8bn+
Transactions processed yearly

Lloyds Disclaimer

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B. While all reasonable care has been taken in the preparation of the Lloyds data included in these insights, the Bank does not warrant their accuracy, completeness, or suitability for all use cases, and is not liable for any business decision made using these Insights.

C. Industries are calculated from Lloyds internal transaction classification system



Source: Colliers' analysis, informed by aggregated and 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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