Visitor Insights
December 2024 report

Shaping a
world-class
West End

Issued:
January 2025

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HEART OF LONDON BUSINESS ALLIANCE

Colliers

Background
Introduction and context

Heart of London Business Alliance (HOL) has partnered with Colliers to provide data and insights on visitors to the area.

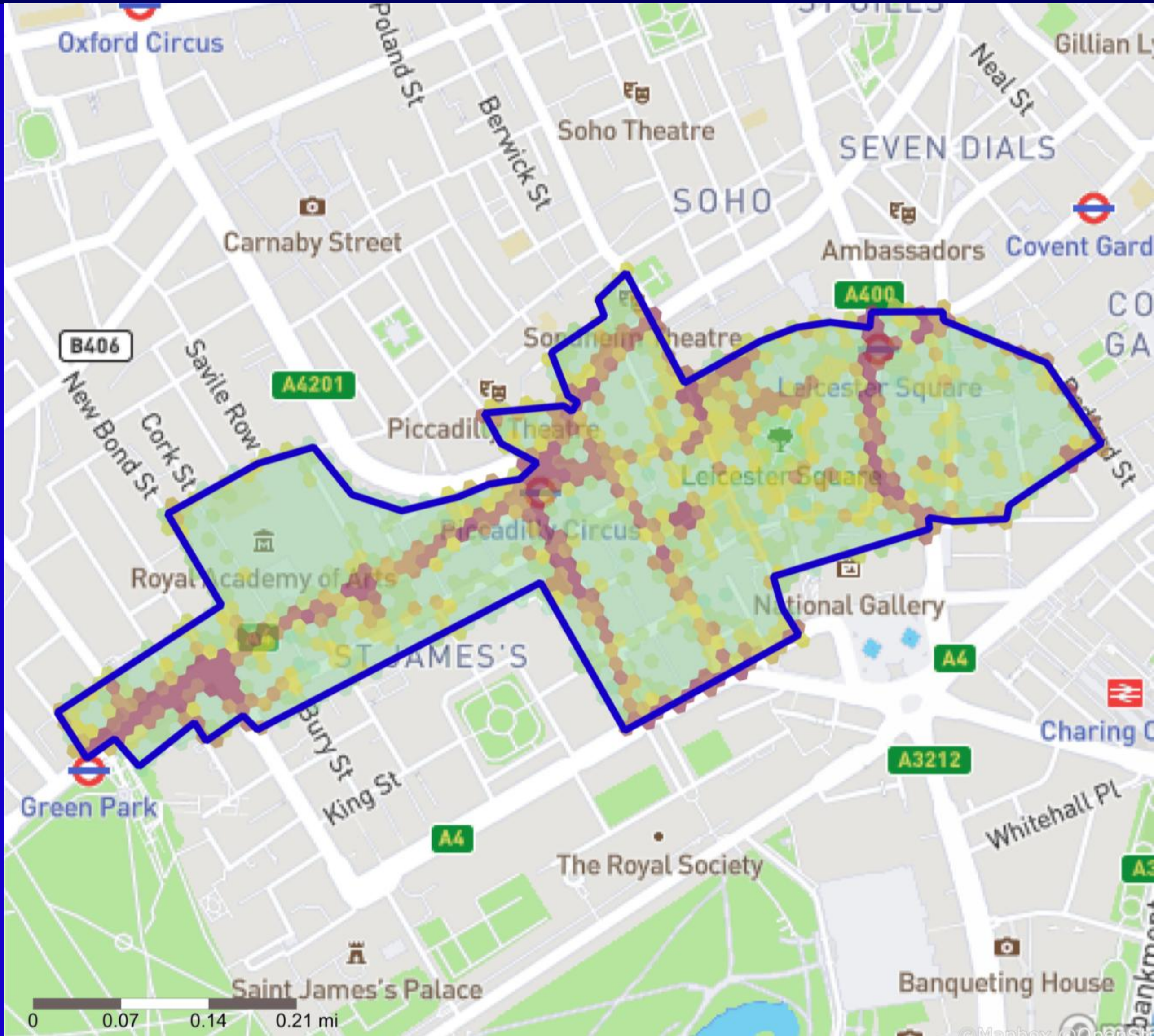
This monthly report provides key insights from preceding calendar month including information about:

- Visitor footfall & profile
- Visitor behaviour

Colliers' LocateFootfall 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

Exec Summary
December 2024

We closed 2024 with a 2% increase in cumulative footfall compared to 2023. A strong outcome given the year's challenging start, when visitor volumes were down 17% year-on-year.

December followed typical seasonal trends, with higher footfall early in the month as workers stayed home closer to Christmas. Visits were, on average, 10% higher between December 1–20 compared to December 21–31. An extreme weather warning on New Year's Eve likely contributed to an 11% year-on-year decrease in footfall for that day.

This festive season, the West End welcomed more international visitors than expected. They made up 40% of December's footfall, up from 33.1% last year, primarily from short-haul destinations in Western and Eastern Europe.

Domestic footfall in December dipped 2% compared to November. However, deeper analysis reveals an increase in visits from secondary catchment areas, likely driven by day-trippers (see page 14). Page 24 shows a drop in footfall volume on a Wednesday, as well as an increase in visitors on a Sunday, which demonstrates the Heart of London area's pull for tourists during the Christmas period. This was further evidenced by strong performances of tourist-focussed districts such as Leicester Square, Piccadilly Circus and St Martin's Lane, all performing well above the West End average.

Finally, I'm pleased to share that this month's report reinstates Transport for London data, adding even greater depth to our insights.

Enjoy the report, and feel free to reach out with any questions.

Matt Harris
Data and Insights Manager
Heart of London Business Alliance

Summary
December 2024

7.9 m (+1%)

Visitors to the area HOL area up 1% month-on-month (MoM).

2024 footfall +2% ahead of 2023.

1 hr 55 mins (+4%)

Visitors typically spent just under 2 hours in the area. Up 5 mins vs 2024 average.

79.9% (-0.6%)

79.9% of visits were from The Core catchment area, with more visitors coming from further outside of London than in recent months.

02

Visitor Volumes

Summary - Visitor Volumes
December 2024

- Footfall rose by 1% over the previous month, higher than the West End benchmark, and stood 3% higher than the previous year. This was driven largely by a 23% increase in international visitation to the HOL area.

- Footfall was more concentrated toward the beginning of the month, averaging 10% higher in the first 20 days compared to the final 10 due to reduced worker and tourist visitation.

- New Year's Eve also underperformed compared to last year. likely due to the poor weather forecasted for that day.

- The catchment data shows the largest increase is coming from the secondary catchment band. This is made up of the areas immediately outside greater London. This is likely representing an increase in day trippers visting the area.

- The majority of footfall growth was driven by international visitors, which accounted for 40% of visits in December 6.9% higher than in 2023. This increase is largely driven by an marked rise in visits from Western and Eastern Europe which each collectively outpaced visits from the usually dominant North American market.

Visitor Volumes
Footfall volumes up 3% year-on-year

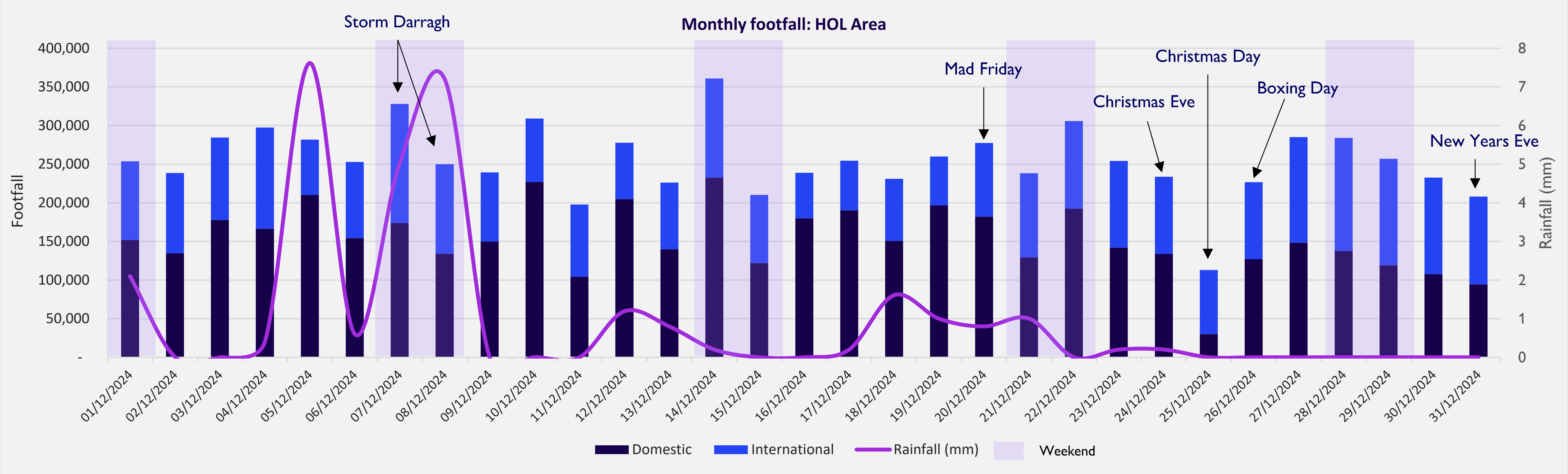
Footfall up 1% month-on-month and up 3% year-on-year (YoY).

International visits up in majority of districts both MoM and YoY whilst domestic visits in majority of districts down.

District	Month-on-Month			Year-on-Year		
	Total	*Domestic*	*International*	Total	*Domestic*	*International*
HOL Area	1%	*-2%*	*5%*	3%	*-8%*	*24%*
Piccadilly District	-5%	*-9%*	*1%*	-12%	*-9%*	*-17%*
Jermyn St District	-22%	*-18%*	*-27%*	-25%	*-21%*	*-30%*
Leicester Sq District	5%	*4%*	*8%*	15%	*-2%*	*44%*
Piccadilly Circus District	9%	*15%*	*2%*	-22%	*-32%*	*-5%*
St Martin's Lane District	-2%	*6%*	*-12%*	-2%	*-15%*	*24%*
Haymarket District	-1%	*-9%*	*10%*	-5%	*-17%*	*14%*
Core West End	-6%	*-7%*	*-4%*	14%	*-3%*	*61%*
HOL Area - major street avg	2%	*-2%*	*7%*	-25%	*-30%*	*-18%*

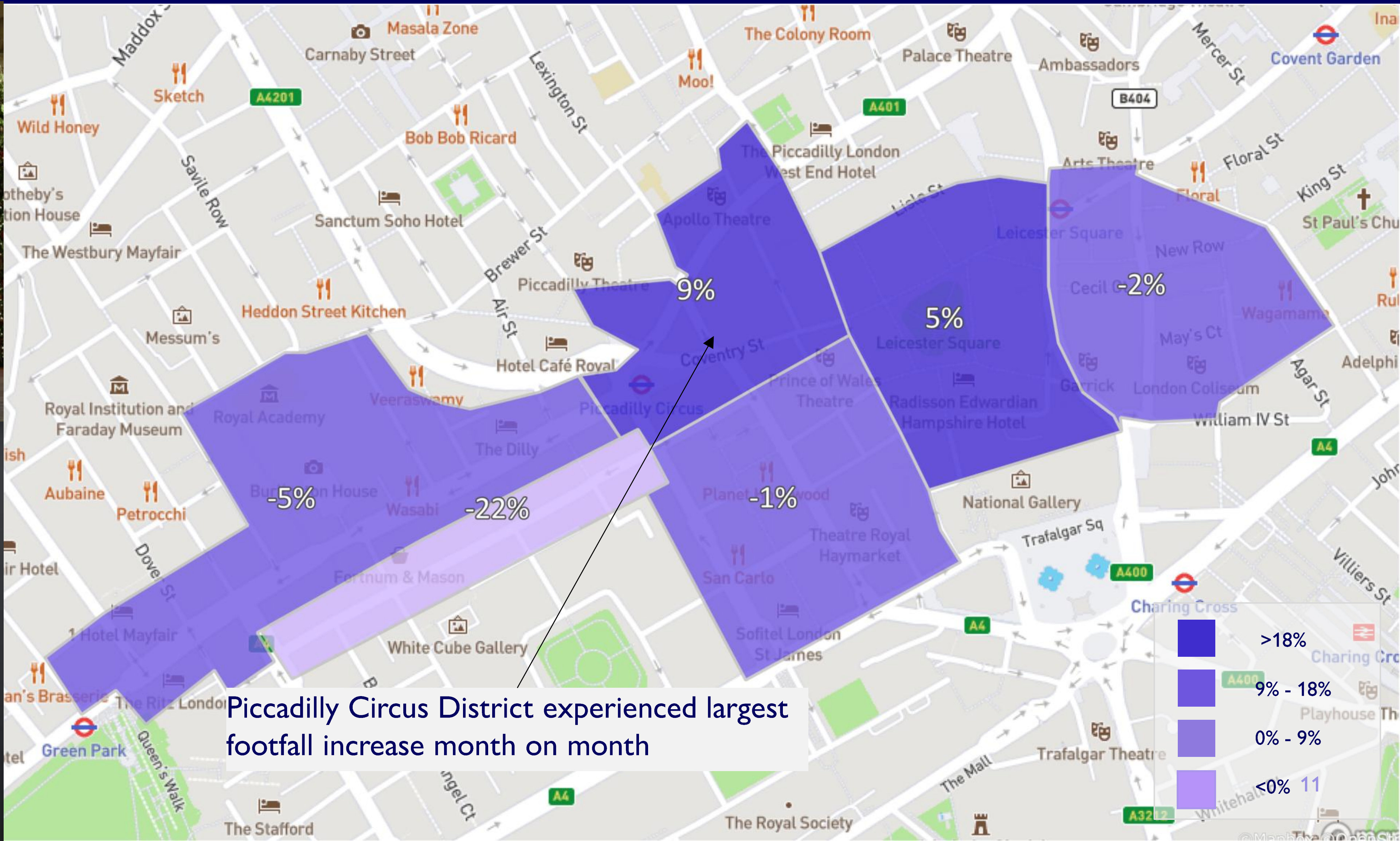
- Visits up 3% across the HOL area YoY, with strongest growth seen in Leicester Square District (+15%).
- Slight decrease in month-on-month visitation in majority of districts seen as visits subsided for festive period, with this particularly evident in domestic visitors.
- The HOL area outperformed the Core West End (MoM), driven strong performances of tourist-focussed districts such as Leicester Square and Piccadilly Circus.
- -18% decline in domestic visits to Jermyn St District likely the result of office workers away for Christmas.

Visitor Volumes
Strong footfall in first half of December

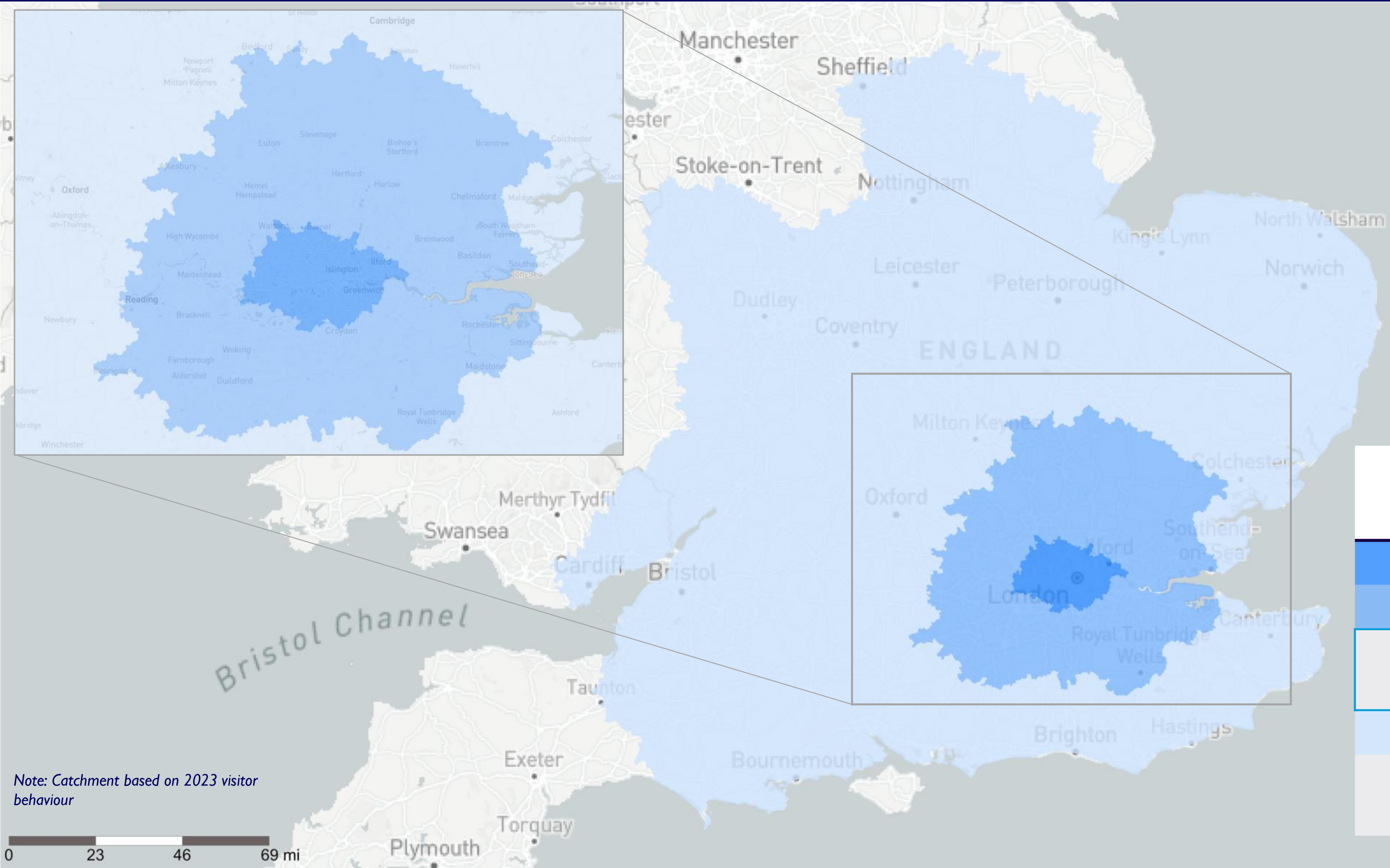


- Weaker footfall seen in last half of December as workers stayed home, with visits averaging 10% higher between 1st – 20th December than 21st – 31st.
- Visits to the HOL area peaked on 14th December, driven by increased Christmas shopping and festive activities, as well as a rebound in footfall following Storm Darragh the previous weekend.
- Visits 1% higher during run up to Christmas (14th – 24th December) in 2024 than same period in 2023.
- New Years Eve visit volumes -11% below 2023, likely impacted by inclement weather, with high winds experienced.

Visitor Volumes
Dec vs. Nov 2024: Piccadilly Circus saw largest footfall increase



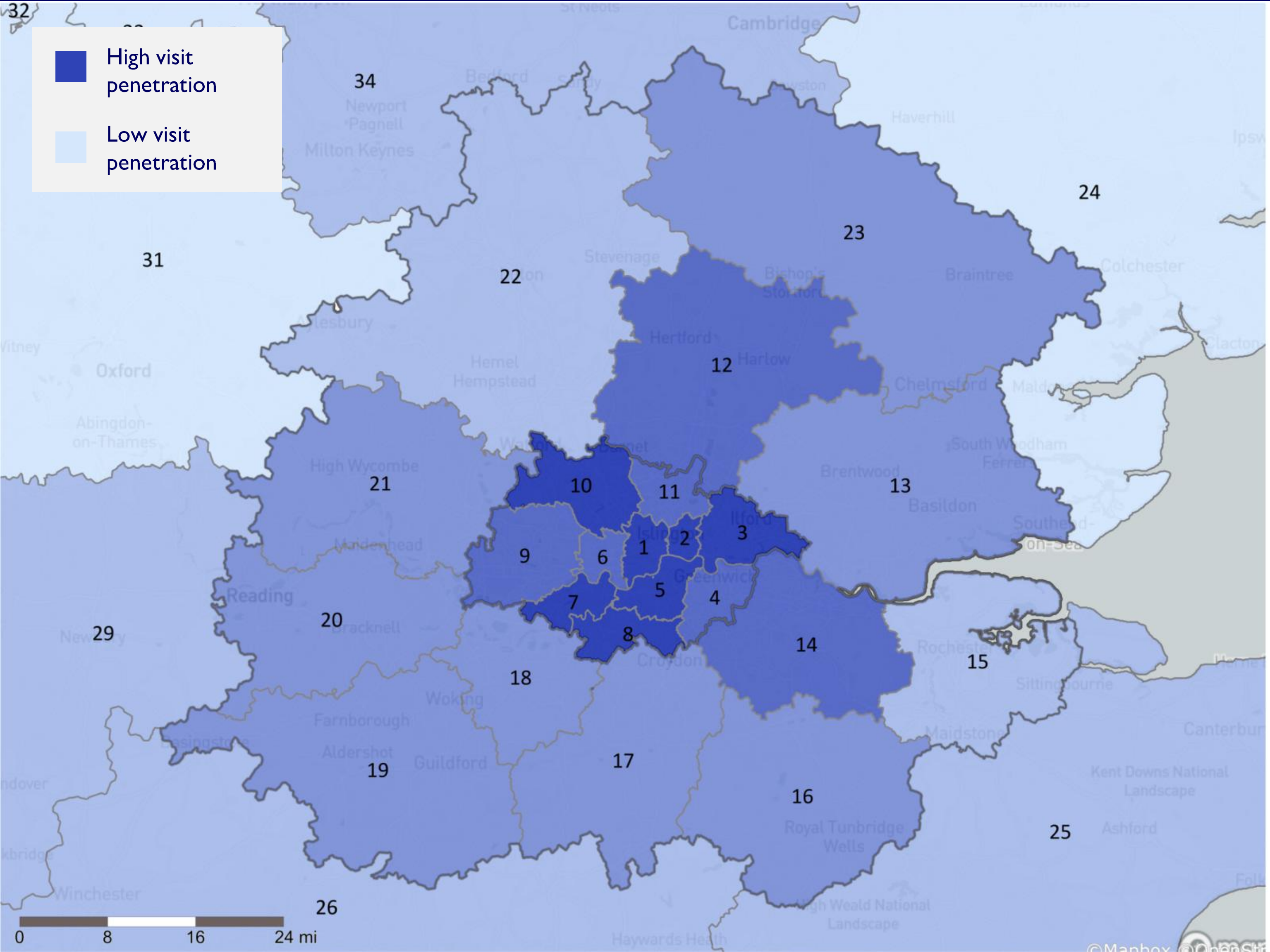
Visitor Volumes
HOL's Core catchment has a population of 16.2 million



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
16.0% increase in visits from Secondary Catchment

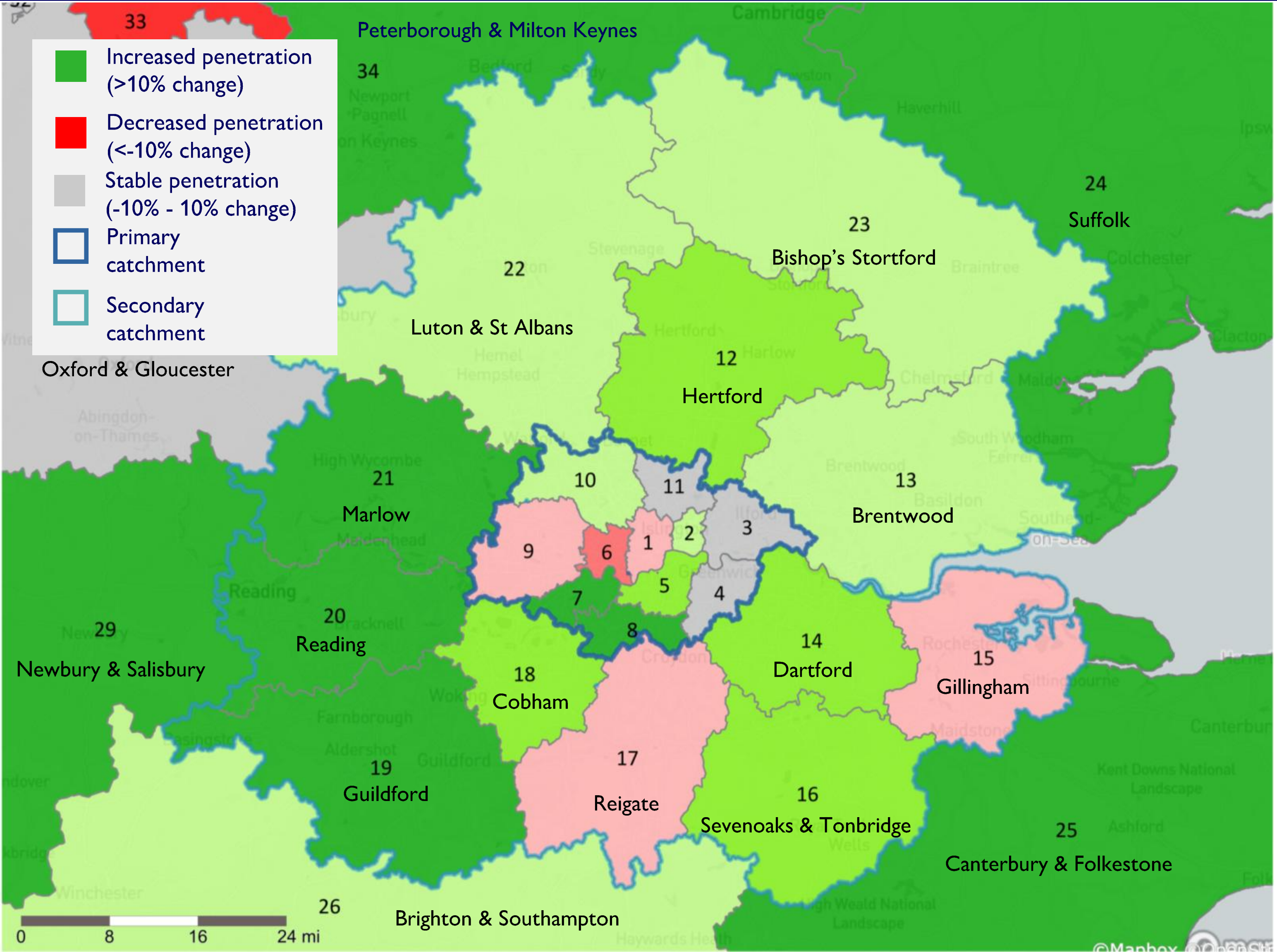


- Slight decrease in visit performance from zones in Primary Catchment month-on-month in December (-4.5%), reflecting decreased visits from those living closer to the area.
- Conversely, +3.8% increase in visits from Secondary Catchment and +1.3% increase in visits from Tertiary Catchment, likely due to increased festive-based visits.
- High visit penetration from zones 14 and 16 a result of direct national rail lines to Charing Cross.

Catchment band	Latest month visit %		Percentage point change vs. previous month
-Primary	52.1%	↓	-4.5%
-Secondary	27.8%	↑	3.8%
Core	79.9%	↓	-0.6%
-Tertiary	14.8%	↑	1.3%
Total	94.7%	↑	0.7%
-Pull in	5.3%	↓	-0.7%

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

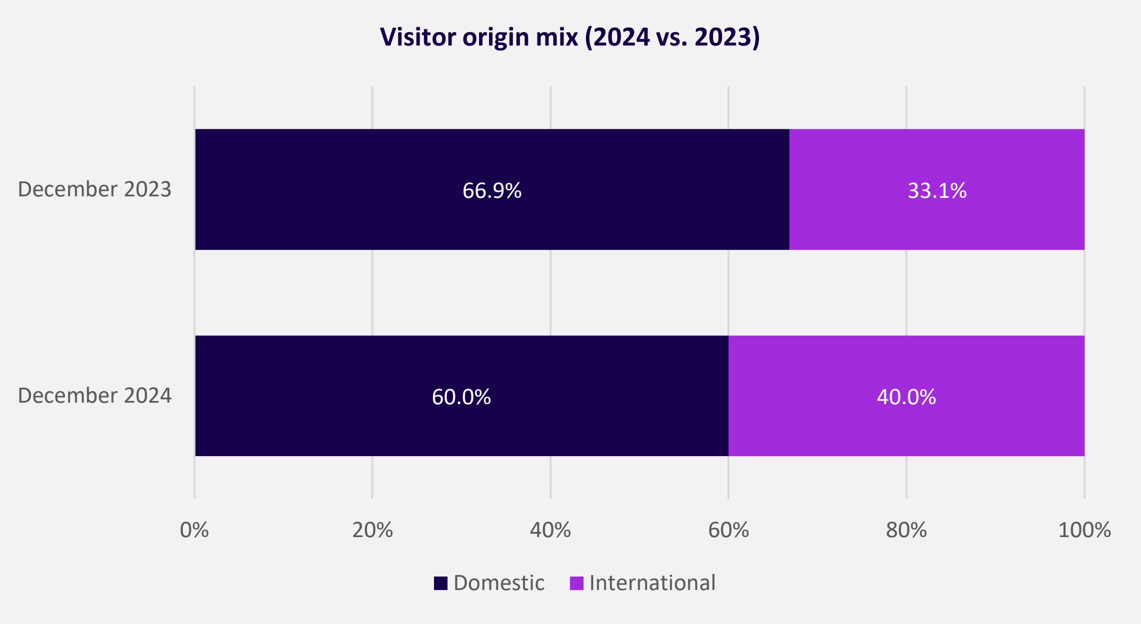
Visitor Volumes
Increase in visitor penetration in Secondary and Tertiary catchment



- Map represents the MoM change in penetration by catchment zone.
  - Red areas represent zones which contributed fewer visits, while green areas represent zones that contributed more.
- Increases in penetration from zones further away from the HOL area, particularly to the south and west (Marlow, Reading, Guildford, Newbury & Salisbury, Canterbury & Folkestone), and north (Suffolk and Peterborough & Milton Keynes), with visitors coming from further afield for Christmas shopping trips and to visit festive attractions.
- Conversely, decreases in penetration from several zones in Primary Catchment, particularly to the west of HOL (Shepherd's Bush & Chiswick, Northolt) as well as London West End itself.

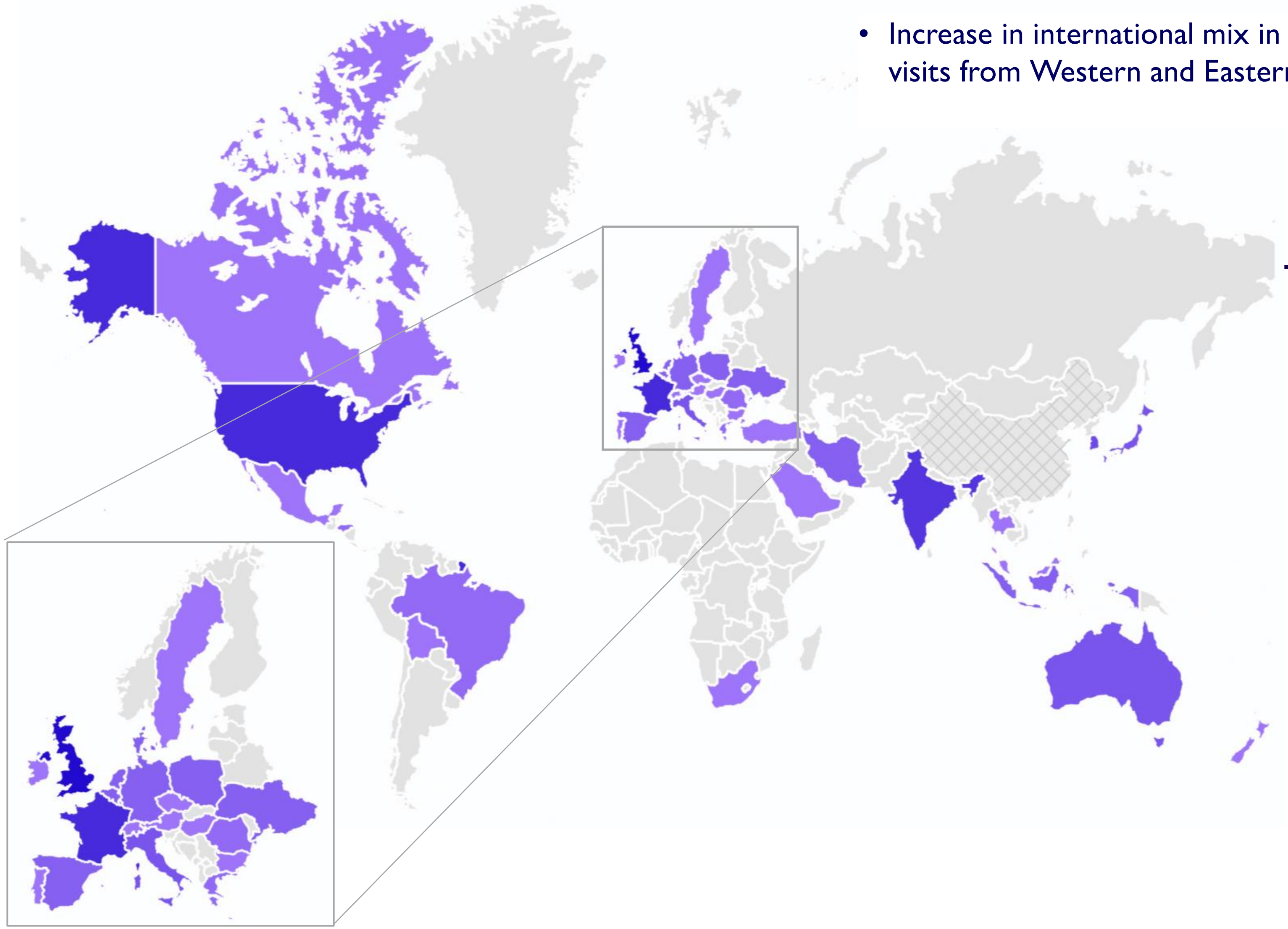
Visitor Volumes: visitor mix
International visitor volume up on previous month and year

Area	International mix (%)	+/- change in mix		+/- change in volume	
		Month-on-Month	Year-on-year	Month-on-Month	Year-on-year
HOL Area	**40.0%**	**1.6%**	**6.9%**	**5.0%**	**24.2%**
Piccadilly District	37.8%	**2.4%**	**-2.3%**	**1.1%**	**-17.4%**
Jermyn St District	33.9%	**-2.6%**	**-2.9%**	**-27.2%**	**-30.5%**
Leicester Sq District	45.5%	**1.0%**	**9.4%**	**7.8%**	**44.4%**
Piccadilly Circus District	45.5%	**-2.8%**	**8.0%**	**2.5%**	**-4.9%**
St Martin's Lane District	42.1%	**-4.5%**	**8.9%**	**-11.9%**	**23.8%**
Haymarket District	46.6%	**4.7%**	**7.8%**	**9.7%**	**14.1%**
Core West End	38.7%	**0.8%**	**11.2%**	**-3.8%**	**60.7%**



- 24.2% increase in the volume of international visitors' YoY.
- International volumes have also increased MoM as tourists come to London in the build up to Christmas, whilst domestic visits have declined, likely due to people staying away over the festive period itself.
- International visits accounted for 40.0% of visits in December 2024, vs. 33.1% last December.
- Core West End also experienced growth in international mix year-on-year, up 11.2%.

Visitor Volumes: visitor origin
40.0% of visitors to HOL from outside the UK



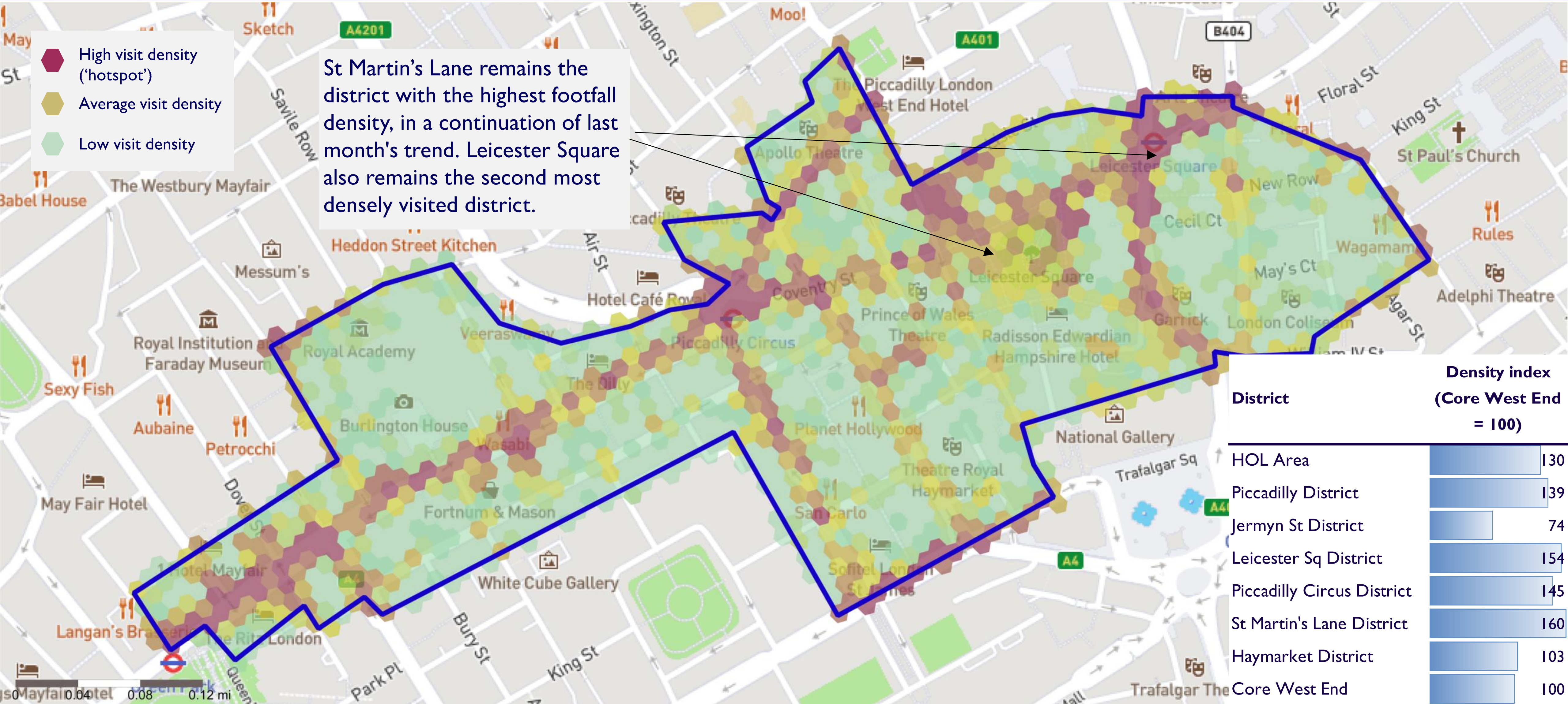
- Increase in international mix in December 2024 driven primarily by increases in percentage of visits from Western and Eastern Europe.

	Region	%	+/- percentage point change
1	United Kingdom	60.0	-1.6
2	Western Europe	8.1	1.4
3	Eastern Europe	6.6	0.8
4	Northern America	6.4	-2.8
5	Southern Asia	5.8	0.9
6	Eastern Asia	4.2	1.6
7	Southern Europe	2.4	-0.4
8	Northern Europe	1.8	-0.6
9	Africa	1.1	0.1
10	Australia and New Zealand	1.1	0.3
	Europe (excl. UK)	18.8	1.2
	Rest of the world	21.2	0.4
	Non UK	40.0	1.6

 Note: Data unavailable for visitors from China

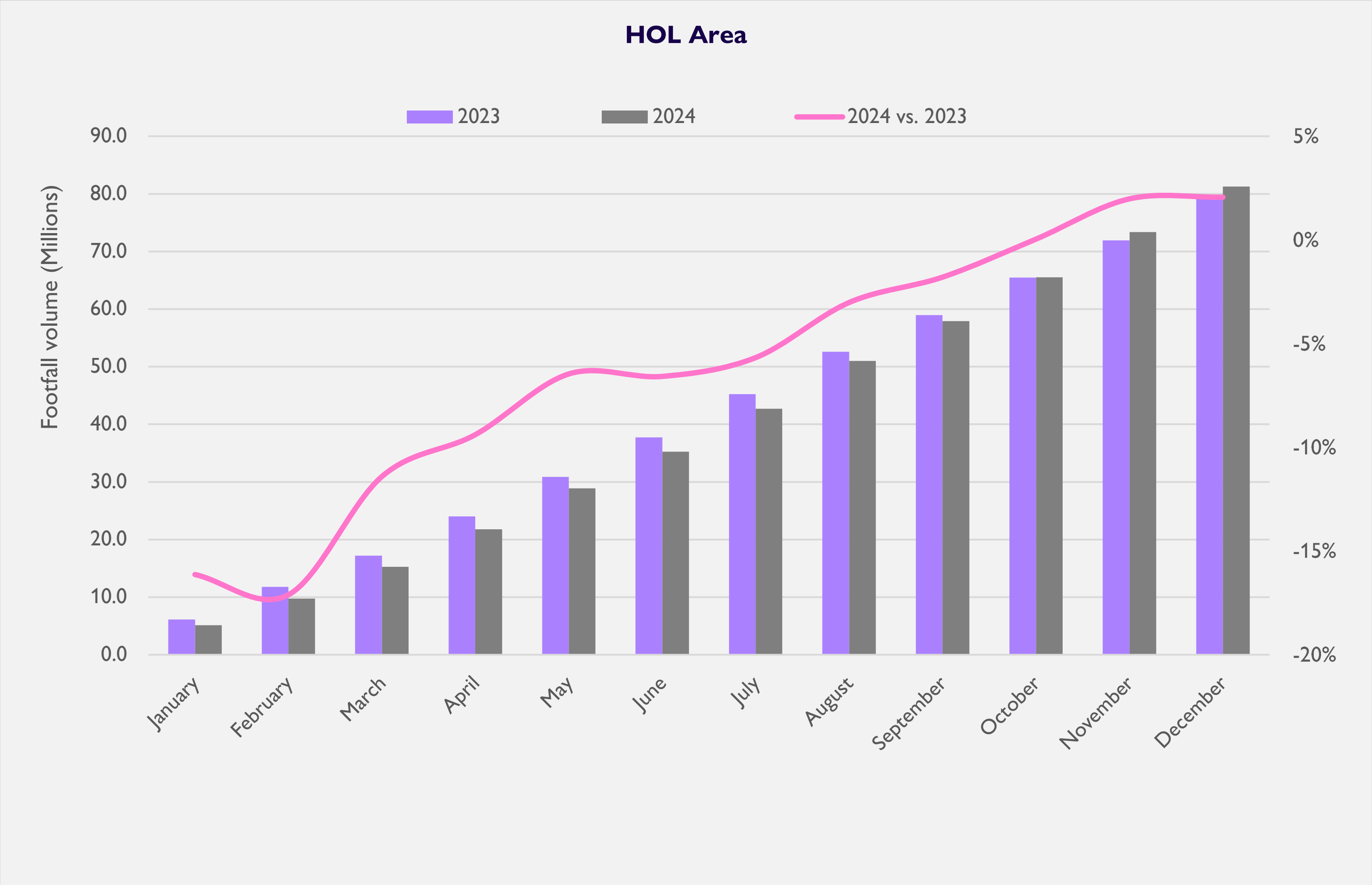
Visitor Volumes
St Martin's Lane has highest footfall density

St Martin's Lane remains the district with the highest footfall density, in a continuation of last month's trend. Leicester Square also remains the second most densely visited district.



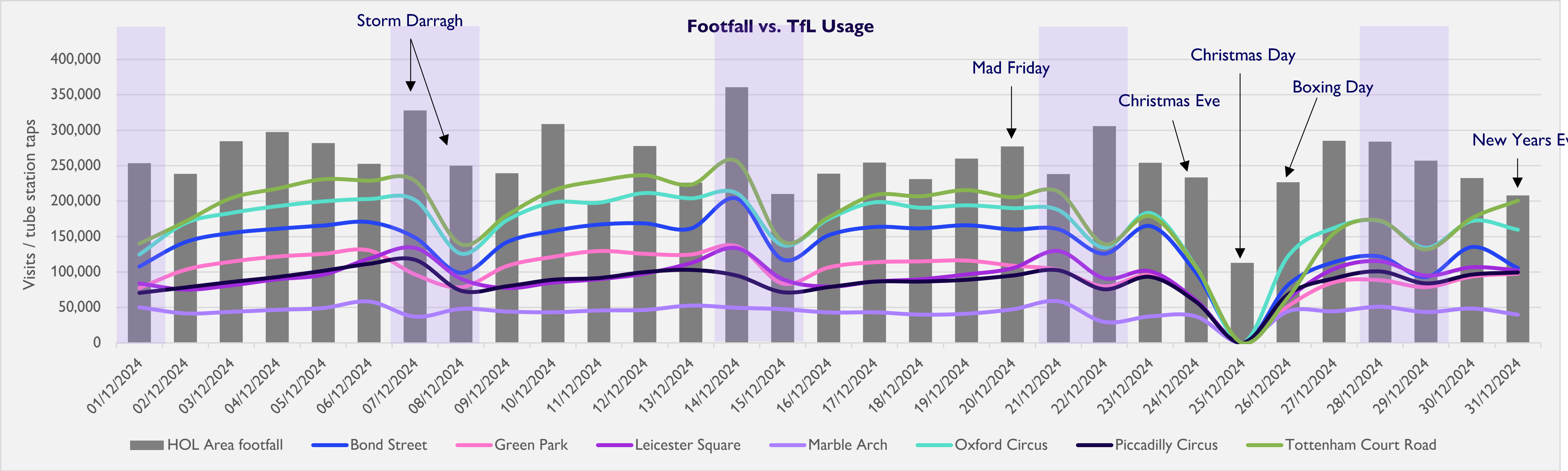
District	Density index (Core West End = 100)
HOL Area	130
Piccadilly District	139
Jermyn St District	74
Leicester Sq District	154
Piccadilly Circus District	145
St Martin's Lane District	160
Haymarket District	103
Core West End	100

Visitor Volumes: YTD performance
2024 visit volumes +2% above 2023



- Having caught up last month, cumulative visits in 2024 exceeded 2023, thanks to sustained recovery vs. previous year from August onwards.
- Different trend observed in Core West End, which saw growth vs. 2023 throughout the entirety of 2024.

Visitor Volumes: TFL station usage
TfL station usage



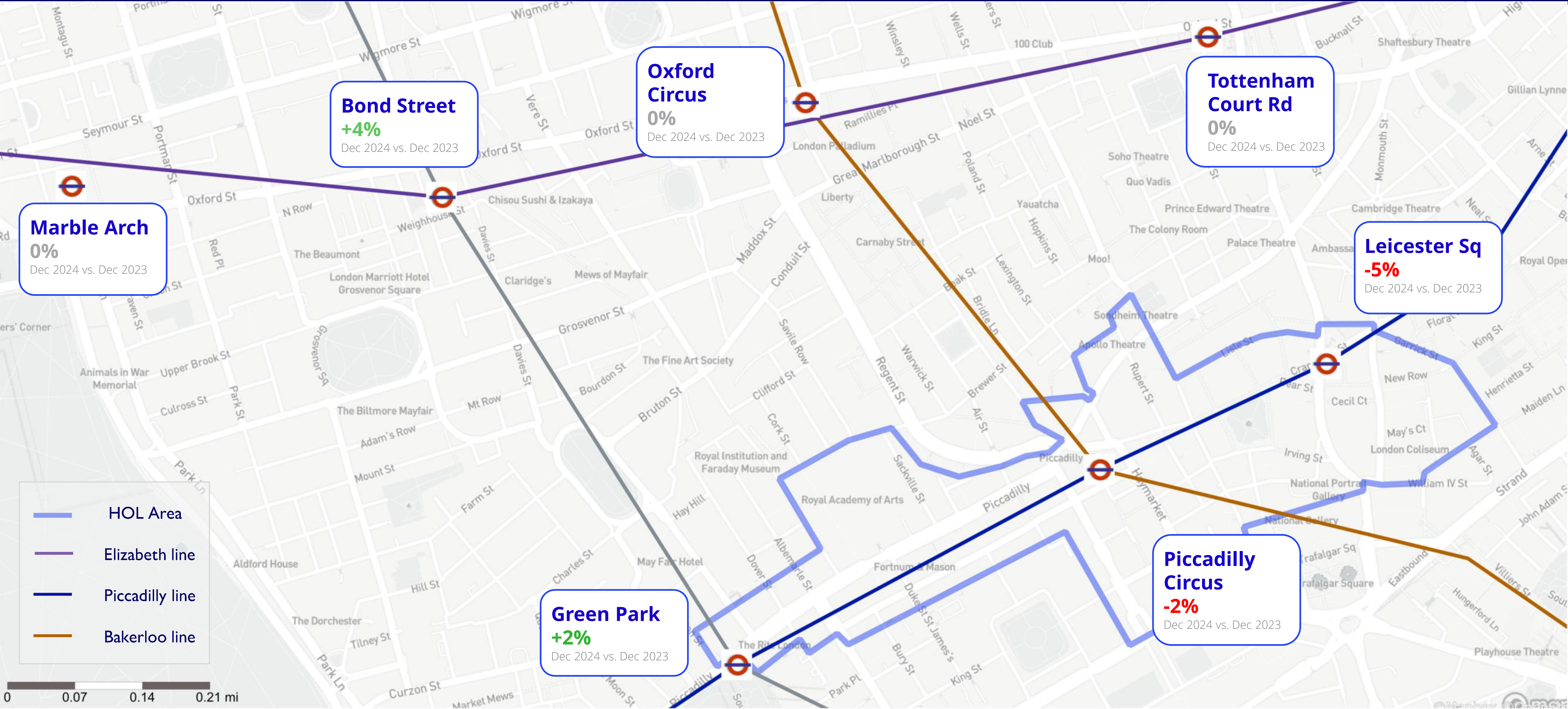
- High TfL usage seen towards start of December dropped to significantly below the 2024 average after ‘Mad Friday,’ with all services suspended on Christmas Day and significantly decreased usage seen in surrounding days.
- All stations follow similar trends to one another throughout December, albeit Marble Arch experienced less of an impact from Storm Darragh than other stations, likely balanced out by increased entries/exits for Winter Wonderland.

Source: TfL

Business

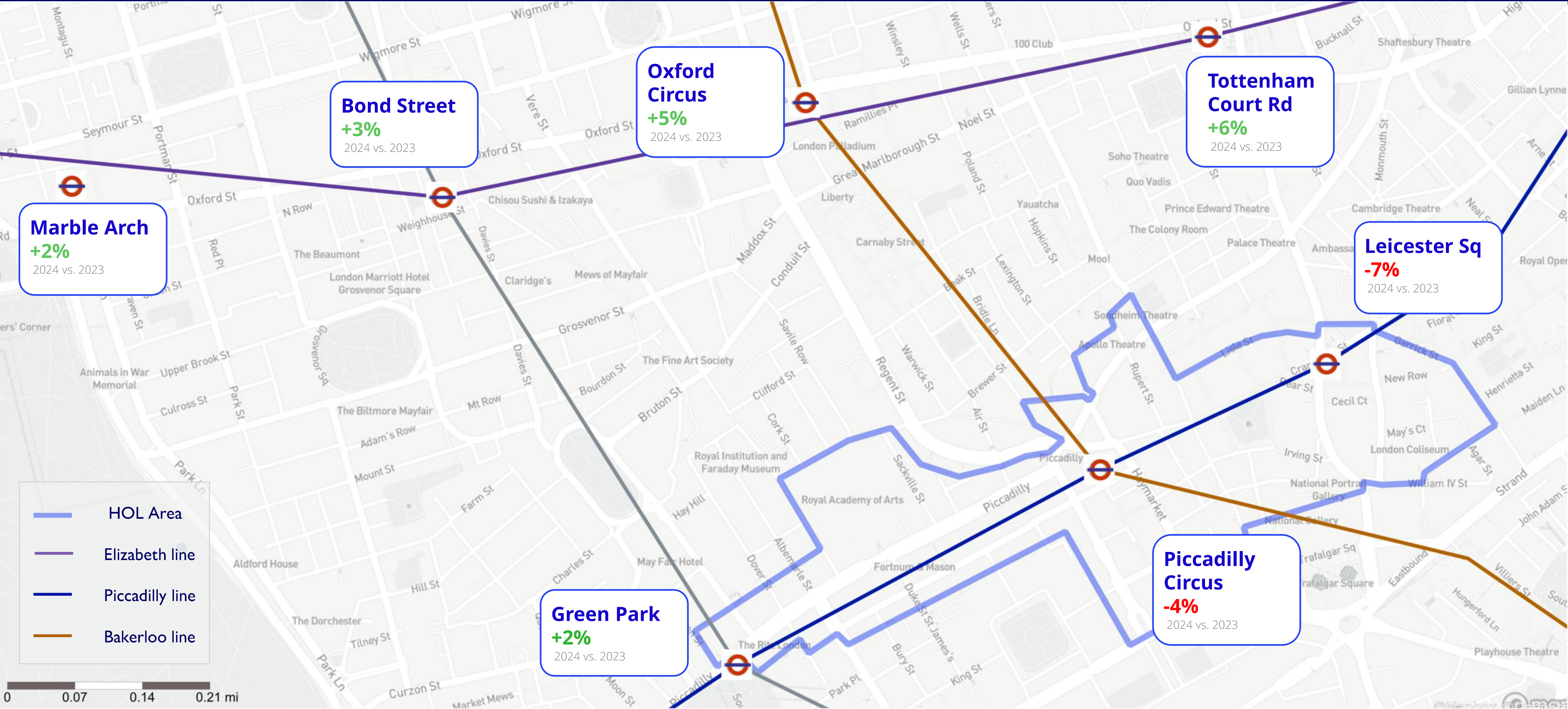
Visitor Volumes: TFL station usage | December 2024

Year-on-year TfL station usage



Visitor Volumes: Annual TFL station usage

2024 vs. 2023 TfL station usage



03

Visitor Behaviour

Summary - Visitor Behaviour
December 2024

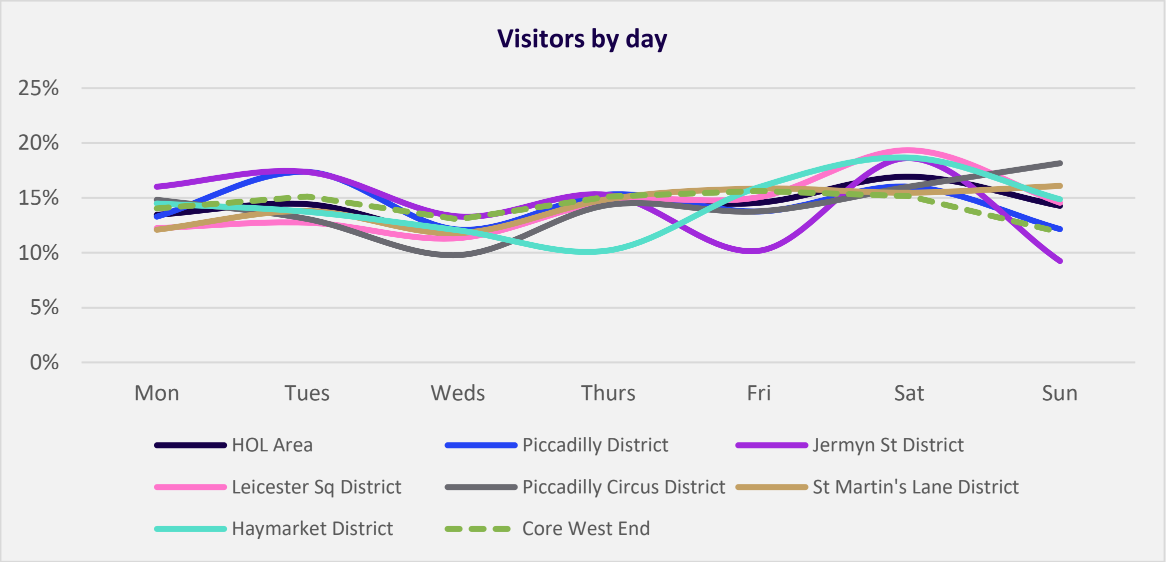
•The data shows some fluctuation in visitation patterns around days of the week with a drop in Wednesday's compared to the previous month. This is likely due to the drop in workers coming into the area this month. This however is counter acted by an increase in visits on Sundays across most districts. Likely driven by a rise in tourist visits.

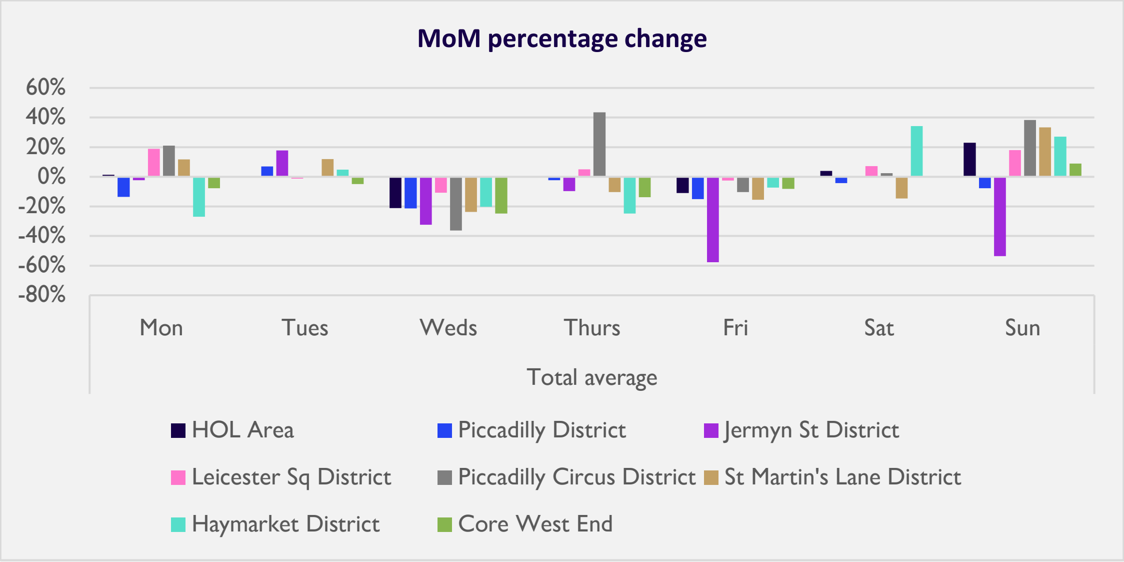
•Visit frequency dropped significantly compared to the November, this is likely driven by a drop of workers . This is a similar pattern that is present in the historic data across the festive period.

•Dwell time decreased by around 20 minutes on average, indicating a drop in the worker segment and that visits have become more leisure focused in December.

Visitor Behaviour

31.5% of visitors to HOL area visit on a Friday or Saturday



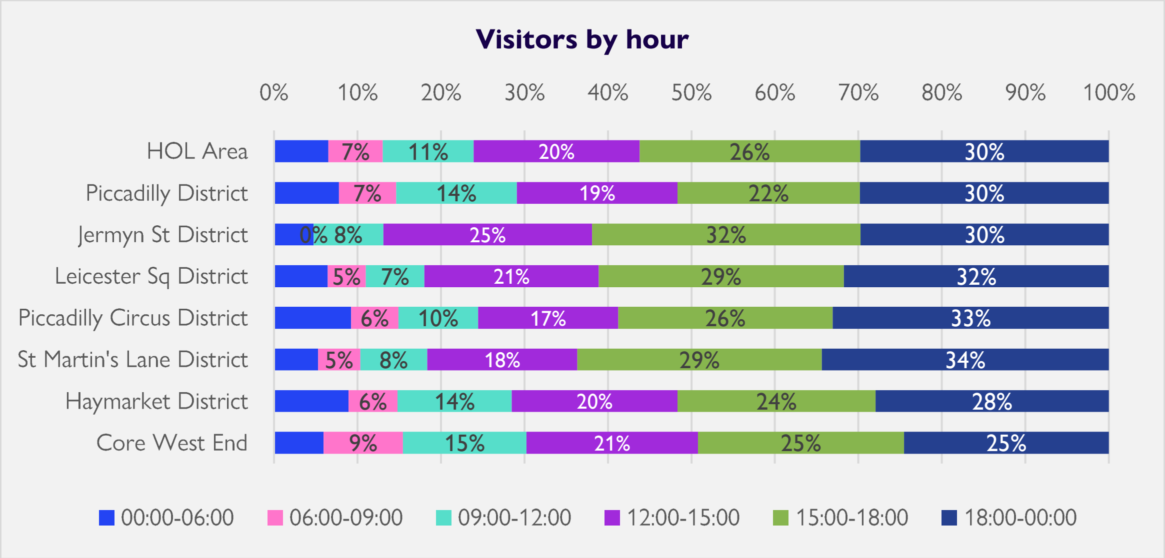


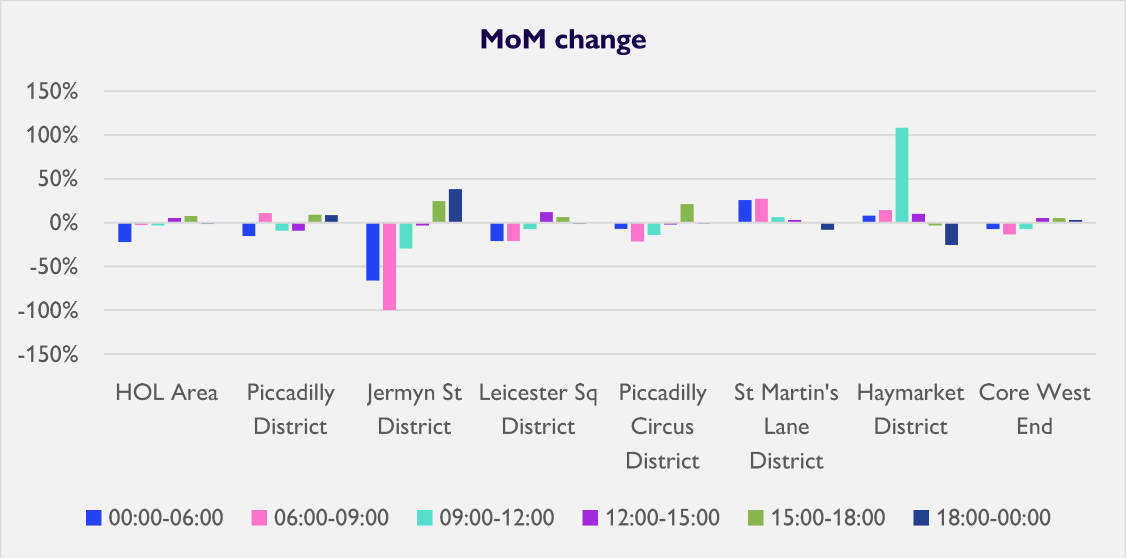
- Saturday continues to be most popular day across the HOL area, in line with November.
- Friday and Saturday visit percentages continue to be exacerbated by high concentration of international visitors on those days, whilst domestic visits slightly more spread out through the week due to workers.

- +23% increase in Sunday visits across the HOL area, with Wednesday experiencing a similar decrease (-21%), caused by festive visits replacing trips to the office over Christmas.
- Growth in Thursday visits to Piccadilly Circus District potentially a result of increased social activities by workers in run up to Christmas e.g. Christmas parties

Visitor Behaviour

31.5% of visitors to HOL area visit on a Friday or Saturday



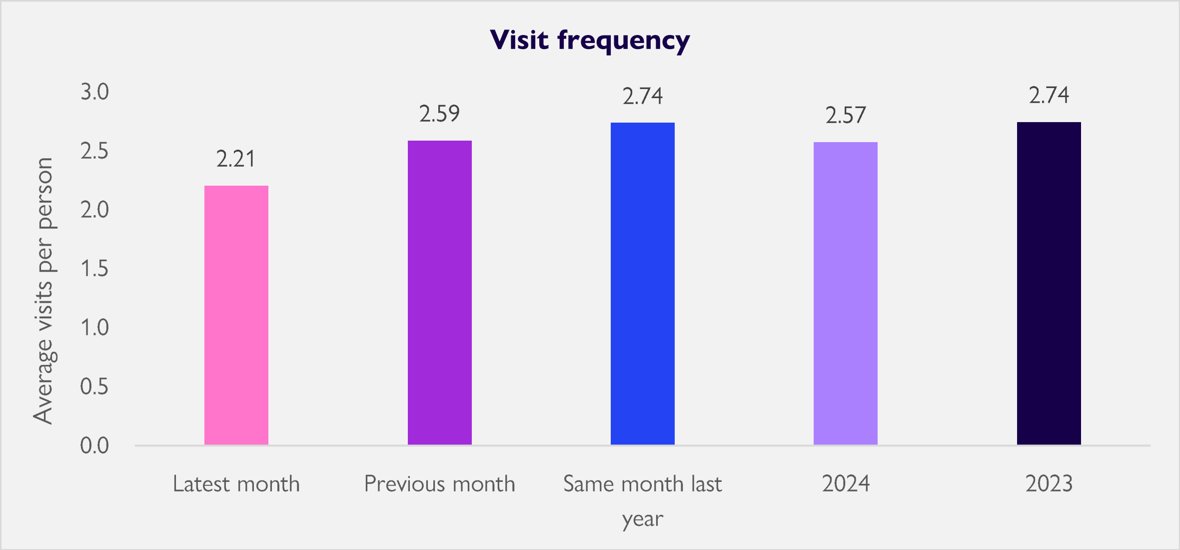


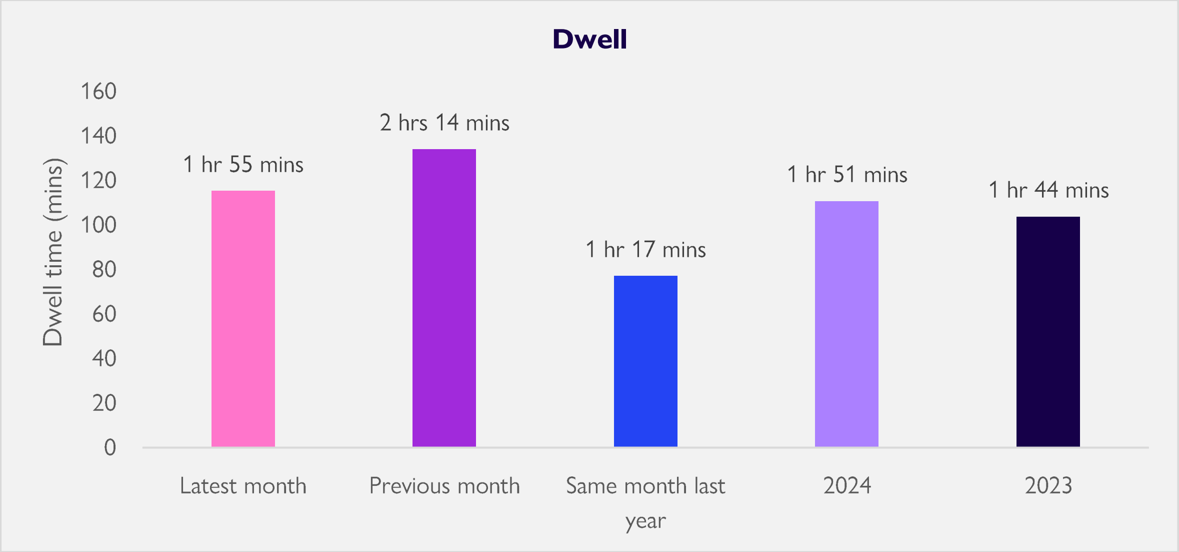
- Visitor volumes typically peak during lunchtime and into the afternoon.
- 21% increase in 15:00-18:00 visits in Piccadilly Circus District vs. November likely driven be people going to see Christmas lights.
- +38% MoM increase in 18:00-00:00 visits to Jermyn St District believed to be caused by office Christmas parties.

- Sharp increase in morning (09:00 – 12:00) visits to Haymarket District, whilst Jermyn St District has seen its visits shift from mornings to afternoons/evenings, as workers stayed out later during Christmas period.
- The HOL area has seen a marginal shift towards afternoon (12:00 – 18:00) visits due to increase in leisure visits in build up to and during Christmas.

Visitor Behaviour

Visitors came less frequently and stayed less time than in November

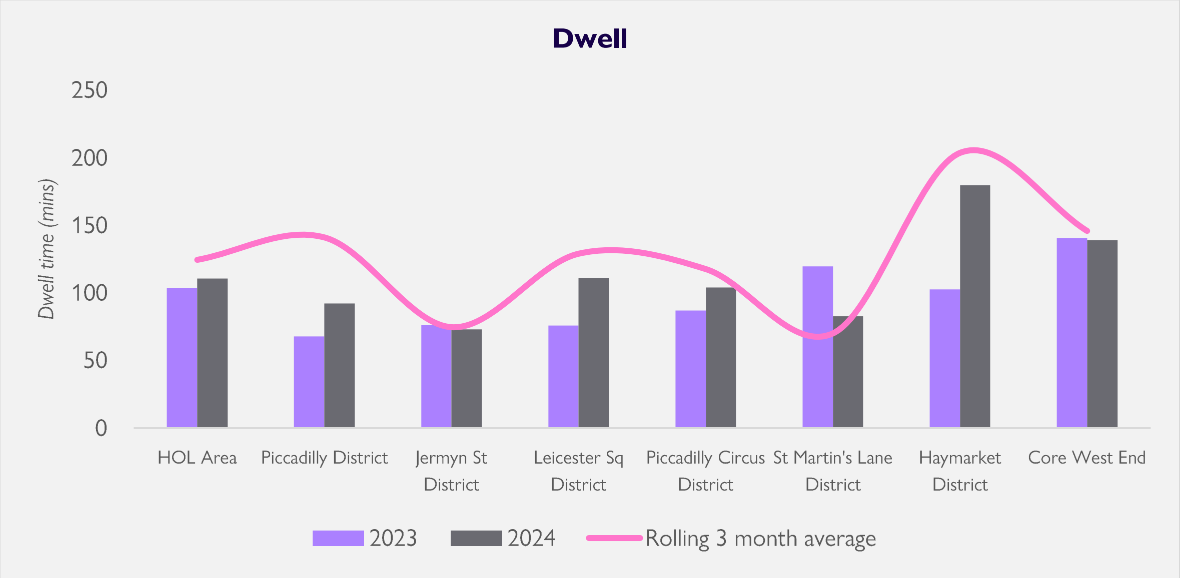


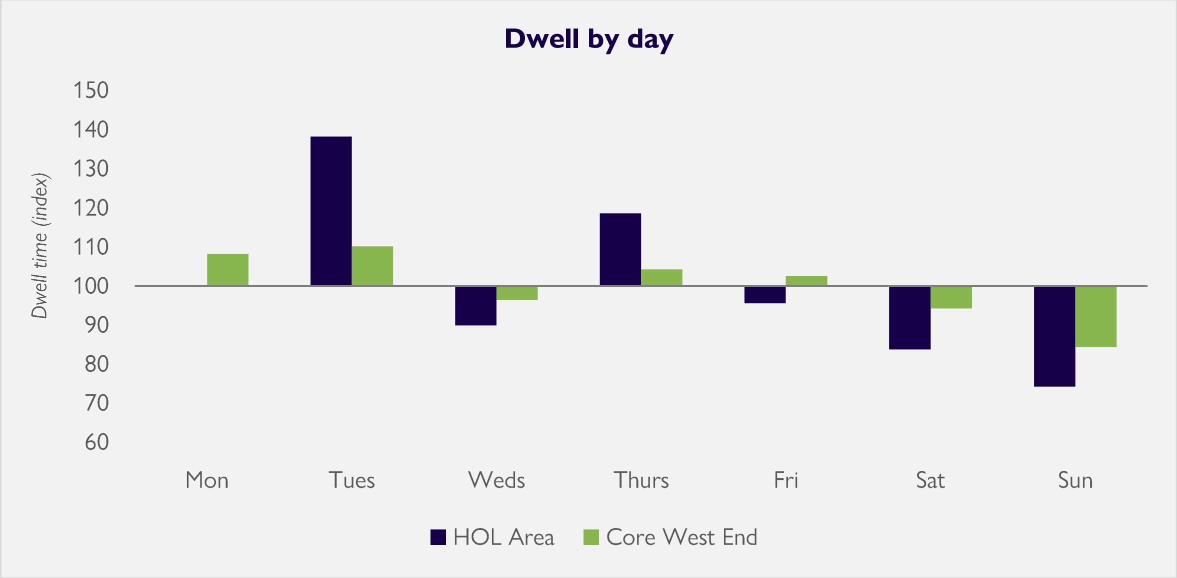


- Average visitor visited the HOL area 2.21 times in December, down from 2.59 in November.
- Consistent with December 2023, where a similar MoM decrease was observed.

- Dwell time decreased 19 mins in December vs. November.
- 45.2% of visitors to the HOL area dwell less than an hour.
- Dwell 38 minutes higher in December 2024 than December 2023, although similar decline MoM seen in 2023.

Visitor Behaviour: Dwell time
Dwell time increased in most districts over last 3 months of year

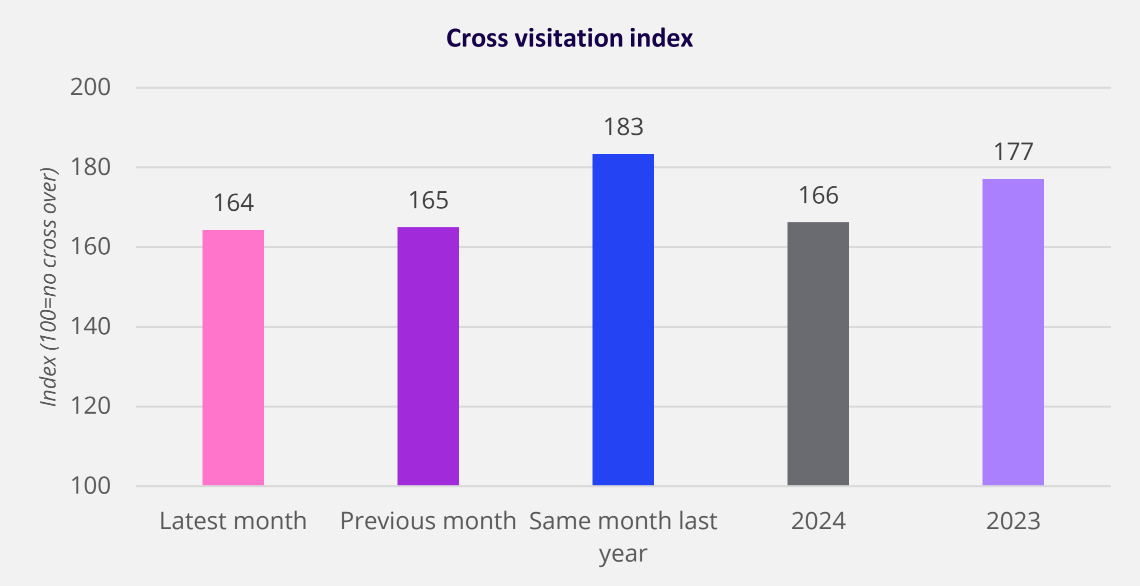


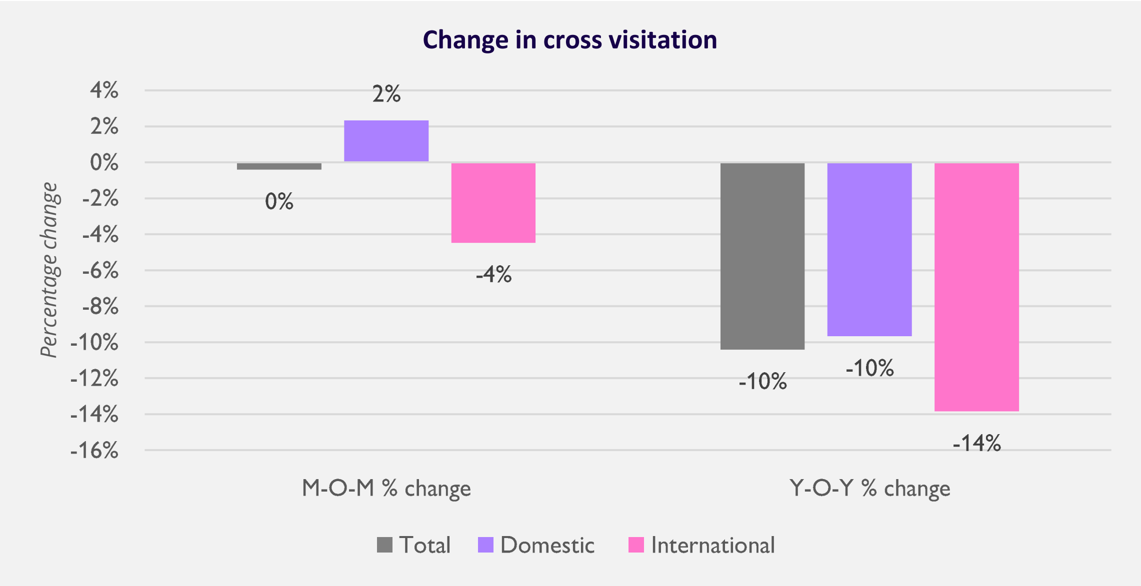


- Whilst dwell was down MoM, it has increased in majority of districts over last 3 months.
- Haymarket saw the largest increase in dwell time over last 3 months vs. 2024.
- Haymarket District also had the longest dwell time in December, at 3 hours and 36 minutes.

- The HOL area had longer than average dwell times on Tuesday and Thursday, likely reflective of workers in the area towards the start of the month.
- Pattern for the wider Core West End area similar to the HOL area.

Visitor Behaviour: Cross visitation
Cross visitation consistent with November but down vs. Dec 2023





- Cross visitation looks to help understand the number of visitors visiting multiple districts per trip.
- If all visitors visited one district per trip the index would be 100 (indicating no cross over). If visitors visit 2 or more districts per trip the index will be greater than 100 (worked example in appendix).
- -10% decrease in cross visitation index YoY, meaning -10% fewer people have visited more than one district within the HOL area.

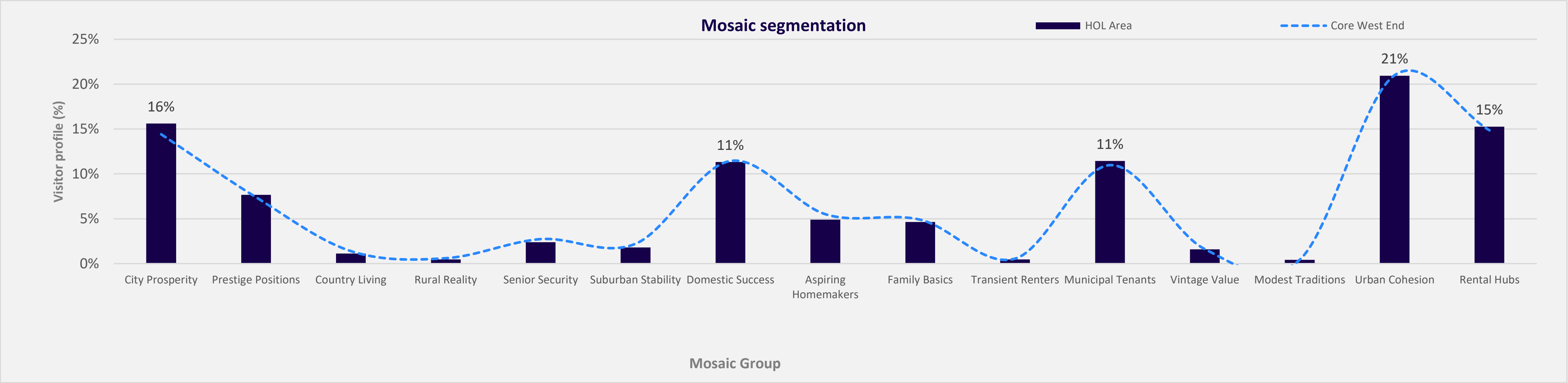
04 Visitor Profile

Summary- Visitor Profile
December 2024

- The visitor profile in December is slightly more varied compared to November with the 5 Core mosaic groups accounting for 4.8% less of the total audience. There were small increases in peripheral groups such as “prestige positions” and “Country Living”.

- Domestic audience profiling using BT data shows that despite a drop in domestic footfall seen in the HUQ data, the worker segment is higher than in 2023. This is likely reflective of an increased return to work compared to 2023.

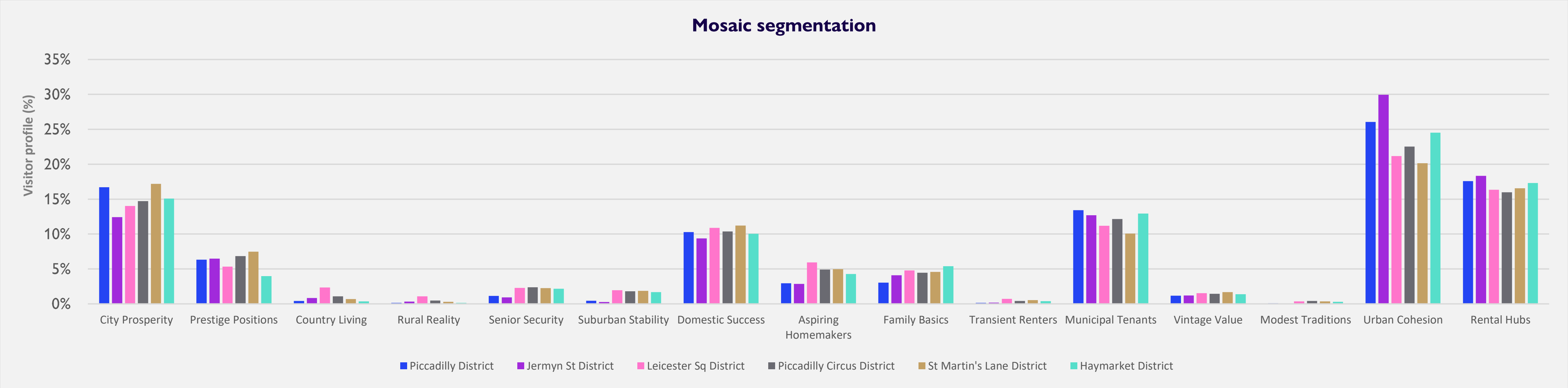
Visitor Profile: Mosaic profile
'Urban Cohesion' and 'City Prosperity' dominant Mosaic groups



- Visitor profile biased primarily towards 3 Mosaic groups 'Urban Cohesion', 'City Prosperity' and 'Rental Hubs'.

  - Urban Cohesion are residents of settled urban communities with a strong sense of identity.
  - City Prosperity are high status city dwellers living in central locations and pursuing careers with high rewards.
  - Rental Hubs are educated young people privately renting in urban neighbourhoods.
  - Profile very similar to Core West End visitors.

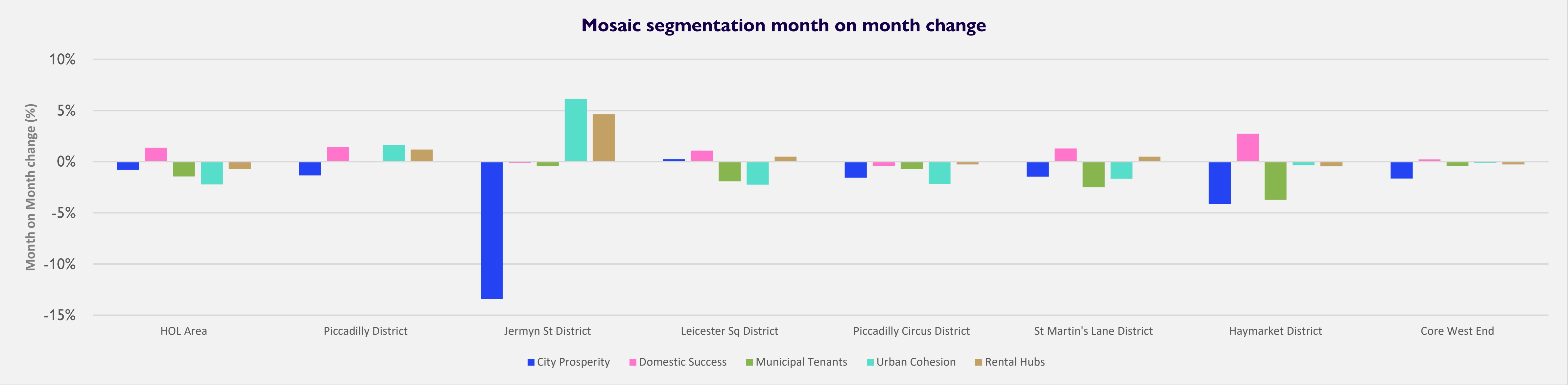
Visitor Profile: Mosaic profile
74.6% of domestic visitors from 5 Mosaic groups



- Consistent **<u>domestic visitor</u>** profile across the districts with the core 5 Mosaic groups representing >73% of all visitors.

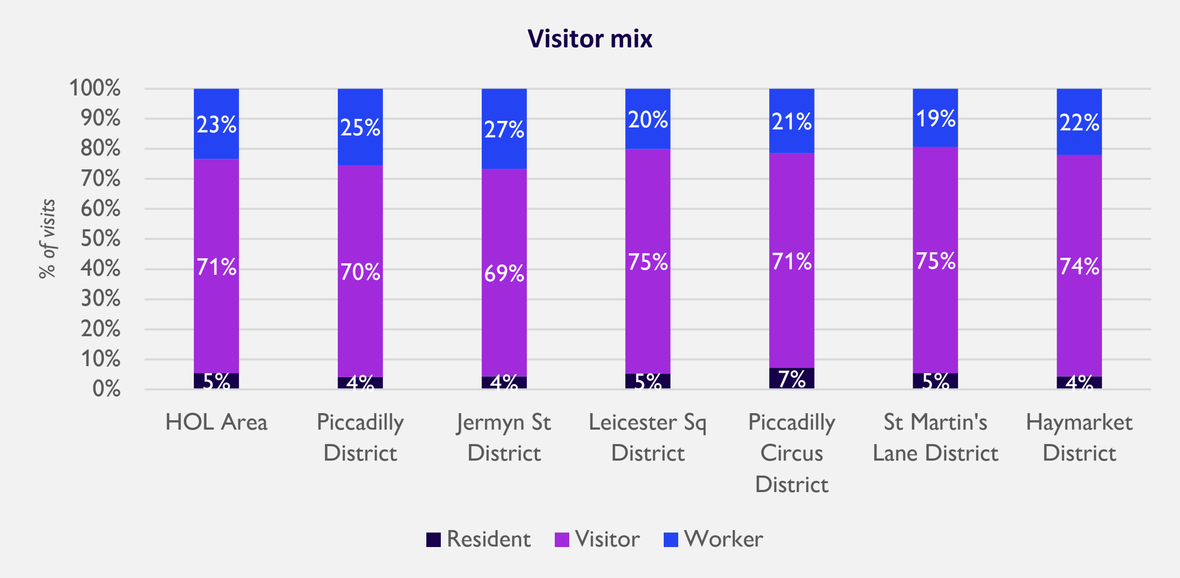
- Jermyn St District has the highest proportion of Urban Cohesion visitors (30.0%) while St Martin's Lane District has highest proportion of City Prosperity (17.2%), with visit patterns shifting somewhat for festive period.

Visitor Profile: Mosaic profile
Large decrease in City Prosperity visitors to Jermyn St District



- 74.6% of the HOL area visitors from 5 core Mosaic groups (-4.8% vs. November).
- Conversely, increases in more peripheral groups such as Prestige Positions and Country Living seen in December as visit patterns change over festive period due to an increase in tourism and decrease in office workers.
- Whilst the overall trend for the 5 core groups was down, Domestic Success was somewhat of an outlier, with a +1.4% increase in visits vs. November.
- Large decrease in City Prosperity visits to Jermyn St District (-13.4%) as office workers stayed home over Christmas and New Year.

Visitor Profile
Resident visits up in all districts vs. November 2023



	Change vs. previous year		
Area	**Resident**	**Visitor**	**Worker**
HOL Area	-3.3%	-2.3%	8.8%
Piccadilly District	5.1%	-2.5%	6.7%
Jermyn St District	1.4%	-2.9%	8.1%
Leicester Sq District	-1.7%	-2.2%	9.5%
Piccadilly Circus District	-3.3%	-0.9%	4.3%
St Martin's Lane District	-3.8%	-2.3%	11.2%
Haymarket District	0.2%	-2.3%	8.4%

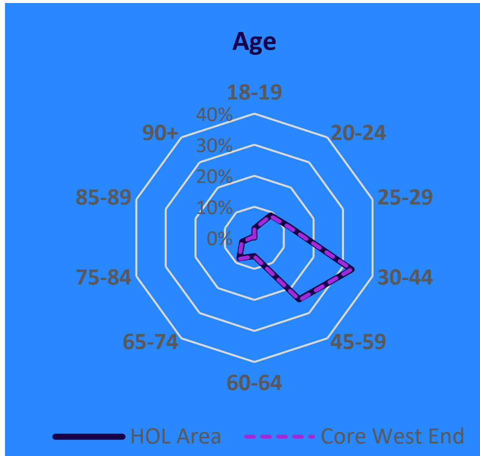
- Exploring the **domestic** visitor base, visitors are the largest group in all districts (vs. workers and residents).
- Leicester Square continues to have the highest percentage of visitor visits (75%) due to strong tourism focus, although this time joined by St Martin's Lane District. Conversely Jermyn St District had the highest percentage of workers (27%).

- Visitor mix relatively consistent with November 2023, with only small changes observed in majority of districts by visitors and workers.
- However, all districts saw an increase in workers in December 2024 vs. December 2023, with a similar (albeit slightly smaller) decrease in visitors.
- MoM saw -19% reduction in workers due to Christmas period, counterbalanced somewhat by a +9% increase in visitors.

Anonymised and aggregated by BT, via the High Streets Data Partnership
Visitor mix definitions laid out in appendix

06 Appendix

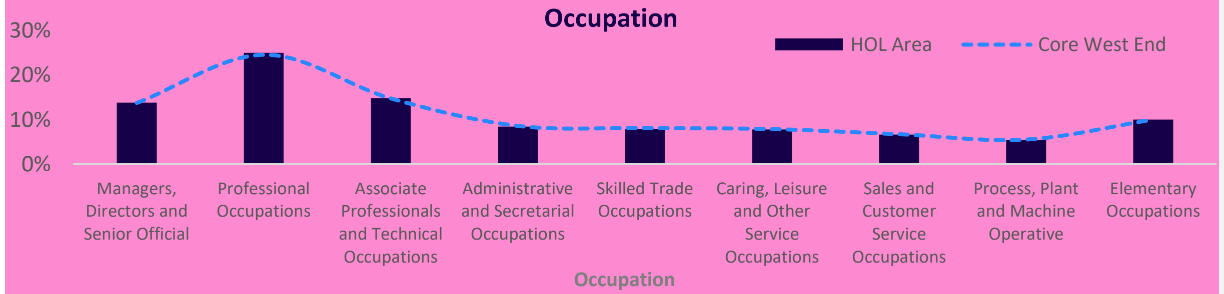
Appendix: demographics
Catchment biased towards middle-aged, white-collar workers



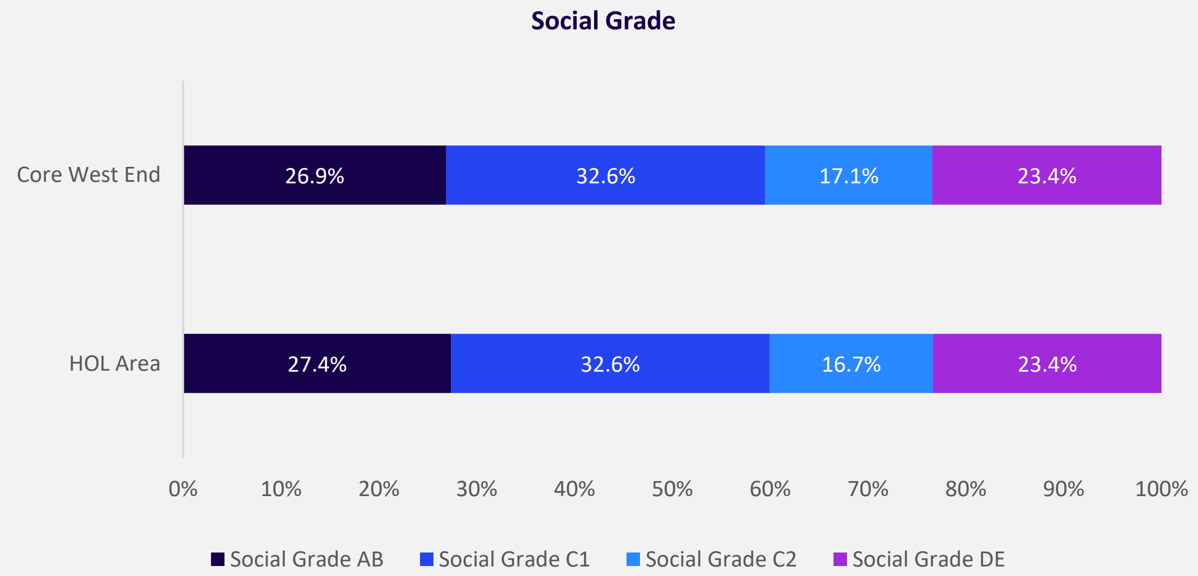
- Visitor profile skewed towards those aged 30-59 years old.
- Males & females are evenly split, and in-line with Core West End.

Female **51.2%**

Male **48.8%**



- Visitor catchment profile biased towards ‘white collar’ occupations, consistent with last month.



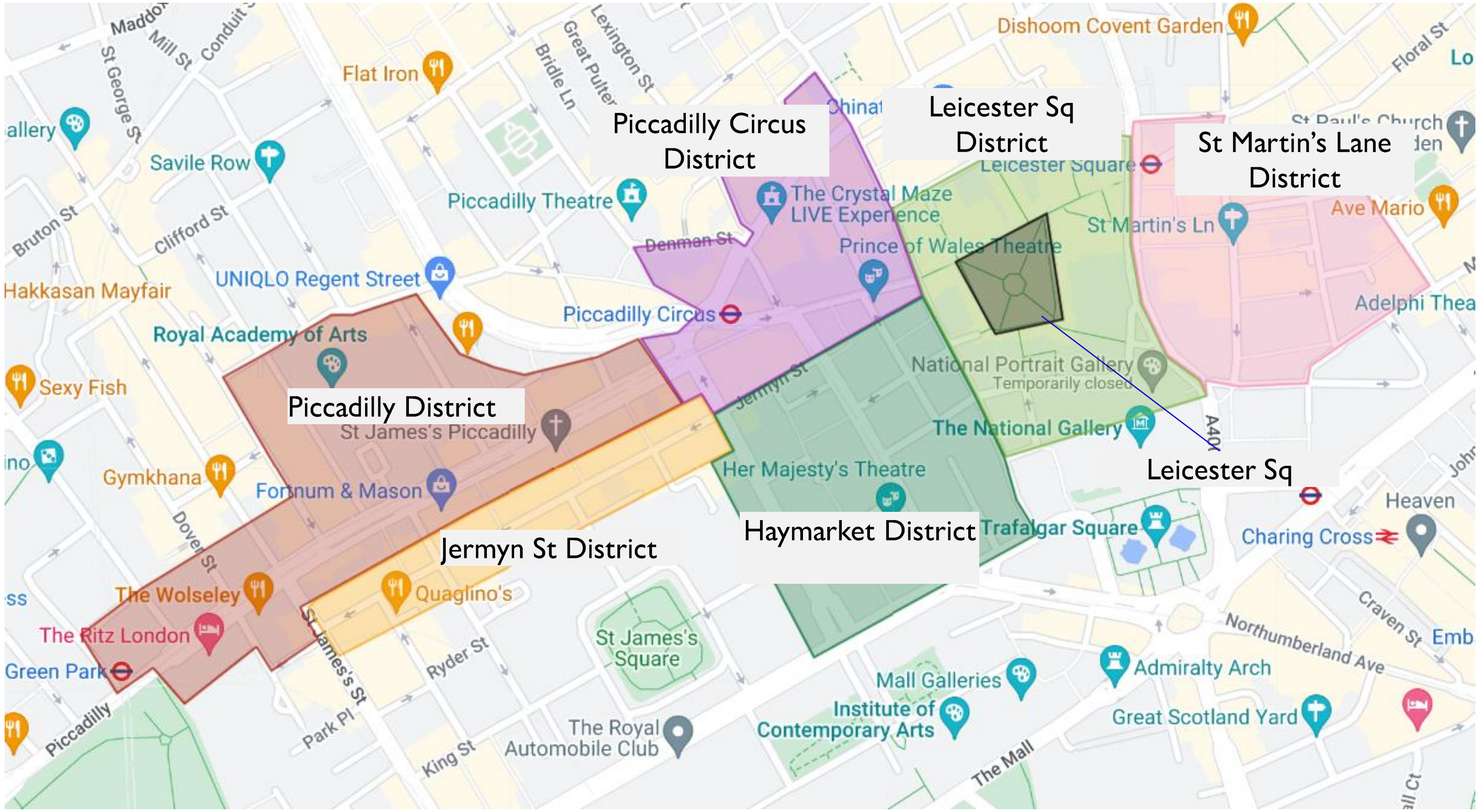
- 27.4% HOL area visitor catchment profile in Social Grade AB, vs 26.9% for Core West End.
- West End profile influenced by presence of affluent Bond St shoppers.

Appendix
Location definition

- 7 key areas within HOL used for analysis:

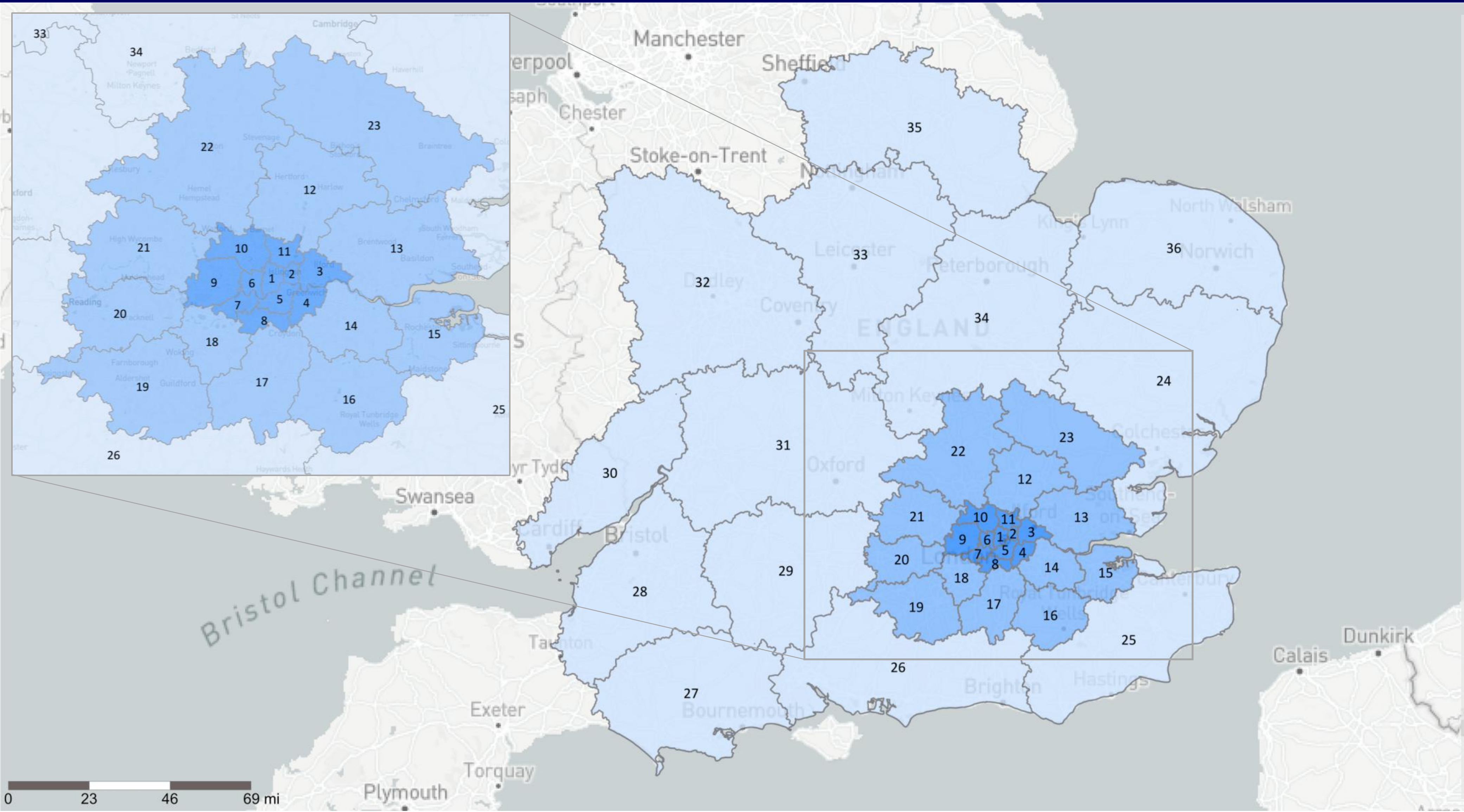
– Piccadilly District
– Jermyn St District
– Piccadilly Circus District
– Haymarket District
– Leicester Sq District
– Leicester Sq
– St Martin's Lane District

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



Business

Appendix
Location definition

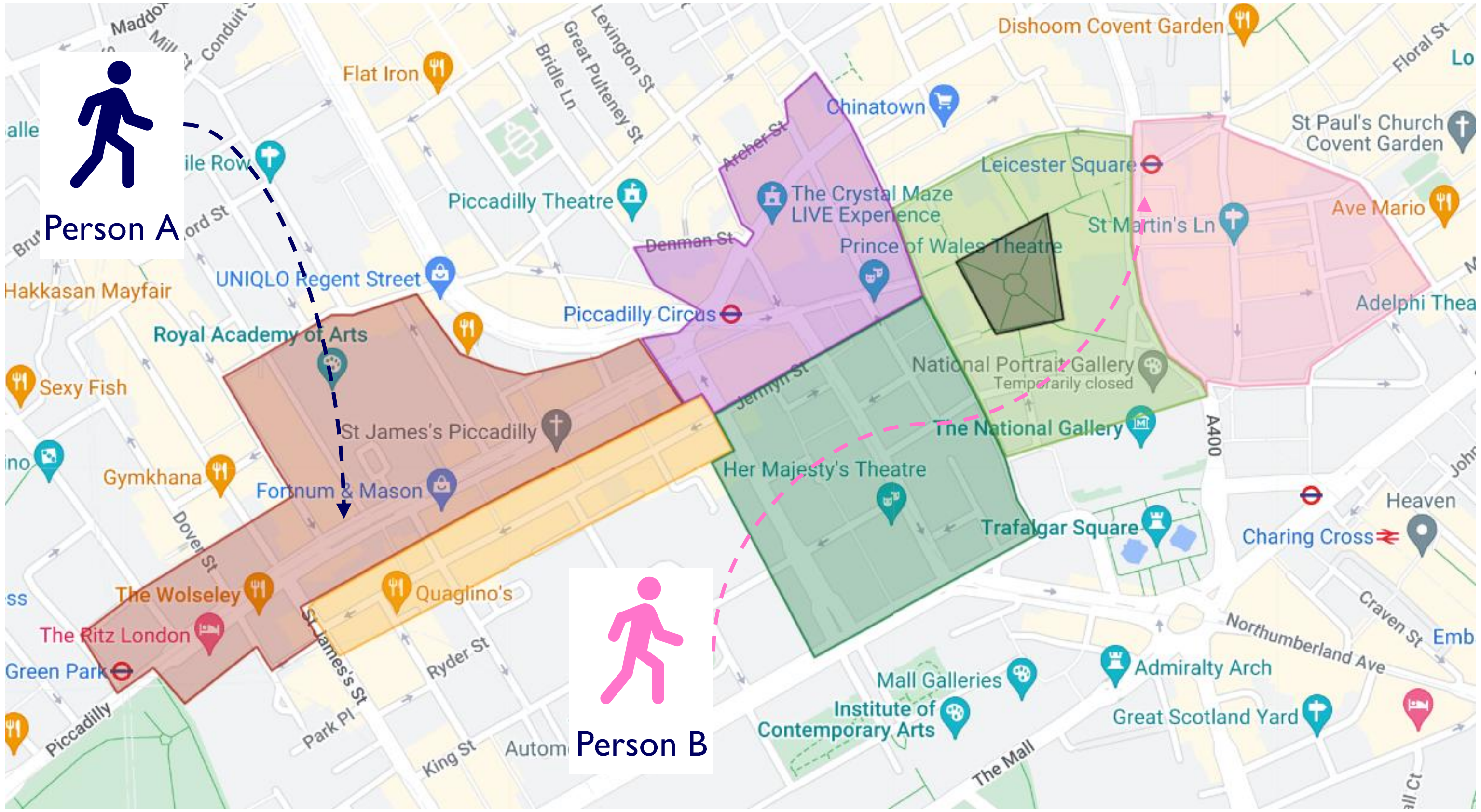


1 – London West End
2 – London City
3 – London East
4 – Greenwich and Lewisham
5 – Clapham and Waterloo
6 – Shepherd's Bush and Chiswick
7 – Richmond and Teddington
8 – Wimbledon
9 – Northolt
10 – Wembley and Edgware
11 – Wood Green
12 – Hertford
13 – Brentwood
14 – Dartford
15 – Gillingham
16 – Sevenoaks 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
Cross visitation example

Cross visitation example

- Person A only visits Piccadilly District – counts as 1 visit to Piccadilly District and 1 visit to HOL (cross visitation index = 100).
- Person B walks through 3 districts – this counts a visit to each of the districts but only 1 visit to HOL Area (cross visitation index = 300).



Business

Appendix
BT visitor mix definitions

- 3 key visitor types used within BT data:

Resident: the number of residents of that MSOA/hex who spend more than 10 minutes in that location in that time period. A person's residential location is where they have spent most of their evening and night time in the latest month.

person’s

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

Visitor: the number of non-residents and non-workers who spend at least 10 minutes in in that MSOA/hex in that time period.

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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