Visitor Insights
February report 2025

Shaping a world-class West End

Issued:
March 2025

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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.

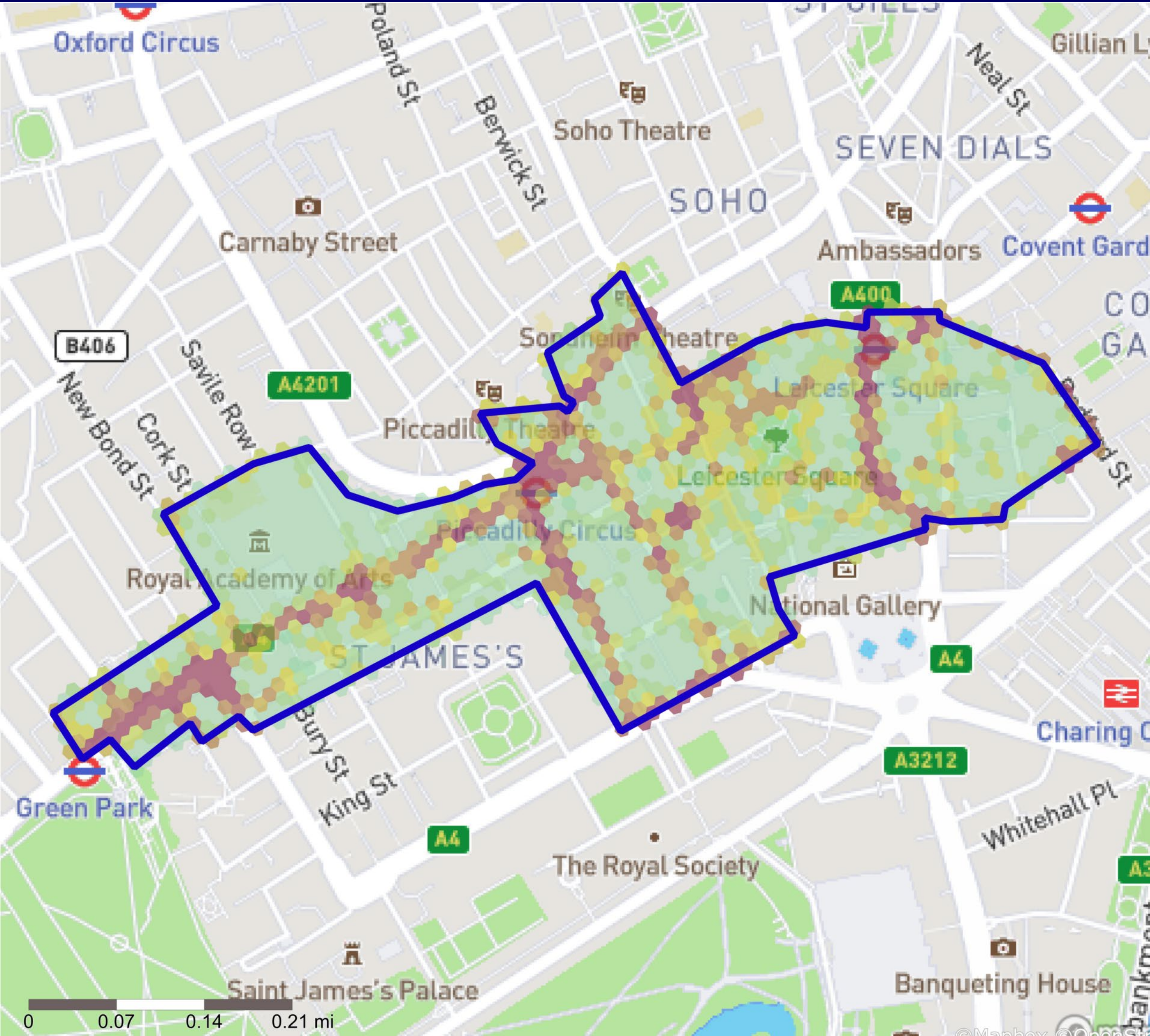
This monthly report provides key insights from preceding calendar month including information about:

- Visitor footfall & profile
- Visitor behaviour

Colliers' 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



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01 Summary

Executive summary

As expected for February, footfall eased by 10% month-on-month following the festive season, with fewer residual visits and a temporary drop in workers during half-term.

Domestic footfall remained stable with a 2% increase, and while international footfall dipped by 25%, the year-on-year picture is much brighter—with a strong 21% uplift. This reinforces last month's insight that 2024's lower footfall was a short-term fluctuation rather than a wider trend.

Visitor patterns have now returned to normal post-Christmas, with North America once again the top source of international visitors, while Western and Eastern Europe show high visitation numbers.

Mosaic data also points to positive shifts, with growth in city prosperity and municipal tenant districts—signs of a steady return to typical visitor behaviour as seasonal trends balance out.

Enjoy reading this month's report. If you have any questions, please get in touch.

Matt Harris, Data and Insights Manager, Heart of London Business Alliance

Summary
February 2025

5.6 m (-10%)

Visitors to the HOL area down -10% month-on-month (MoM)

February footfall +21% ahead of February 2024

2 hrs 20 mins (-3%)

Visitors typically spent 2 hours and 20 minutes in the area. Down 2 mins vs 2025 average

78.2% (+1.9%)

78.2% of visits from Core catchment, with more visitors coming from Primary Catchment than in January

02 Visitor Volumes

Visitor volumes summary

- Footfall this month is down by 10% MoM (Month on Month). This is not unusual with Feb usually falling from January due to a lack of residual visits from the festive period coupled with a drop in workers associated with Half-term term. This is demonstrated by our stable domestic footfall growing by a modest 2% but a drop in international footfall by 25%.
- Leicester Square saw the largest drop of 23% MoM overall. Again this is to be expected, as the area is primarily a entertainment and leisure destination it is more prone to drops in footfall in months where there the area's visitor mix leans more toward the workers.
- YoY (year on year) however things look far mover positive, where we are seeing a 21% increase. Similar to last months report this confirms that 2024's very low footfall appears to only apply to that year and is not indicative of a wider trend.
- Dwell time is very marginally also down MOM by 3%, this is likely caused by the disruption of normal working patterns by half term.
- This is backed up by the BT visitor mix data which shows a 10% drop in worker visits this month, likely linked to half term. However this is still about 4% above the where we were last year, indicating a slow but sure return to the office.
- Catchment analysis shows the largest growth in visits coming from Essex and Bedfordshire, followed by Oxfordshire, Kent and visits from within London. This is likely from both workers and domestic tourists coming into the area.
- Regular visitor patterns have now returned post Christmas. North America is back as the top region of origin for international visitors, however Western and Eastern Europe remain very strong.

Visitor Volumes
Footfall volumes up 21% year-on-year

Footfall down -10% MoM but up +21% year-on-year (YoY).

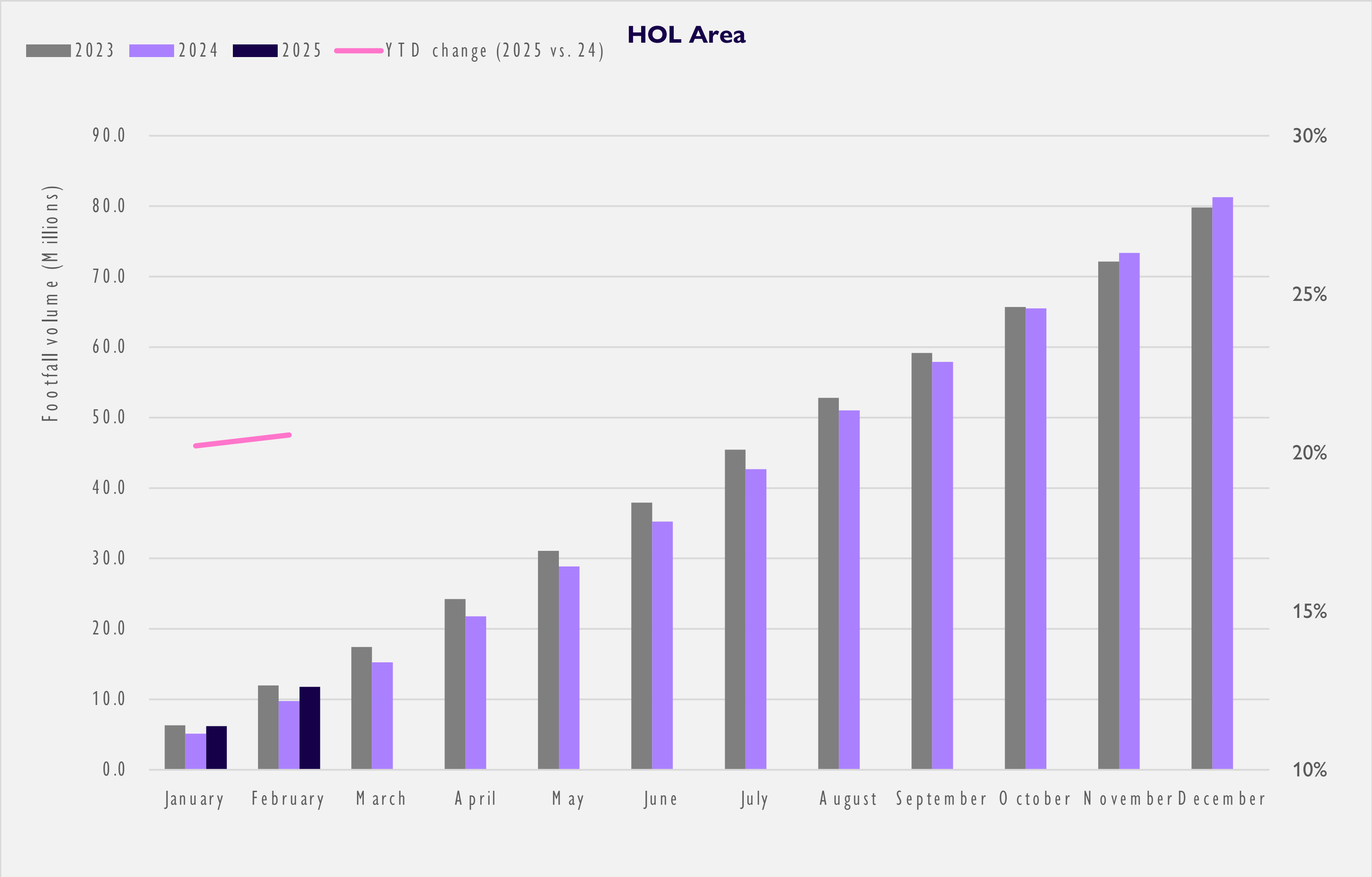
Both domestic and international visits up significantly in majority of districts YoY.

District	Month-on-Month			Year-on-Year		
	Total	*Domestic*	*International*	Total	*Domestic*	*International*
HOL Area	-10%	*2%*	*-25%*	21%	*15%*	*33%*
Piccadilly District	-6%	*0%*	*-17%*	24%	*42%*	*-3%*
Jermyn St District	0%	*-1%*	*2%*	-1%	*-1%*	*-2%*
Leicester Sq District	-23%	*-10%*	*-36%*	7%	*5%*	*12%*
Piccadilly Circus District	-4%	*15%*	*-21%*	6%	*0%*	*15%*
St Martin's Lane District	-21%	*10%*	*-50%*	-2%	*7%*	*-16%*
Haymarket District	-10%	*6%*	*-27%*	-1%	*-6%*	*7%*
Core West End	-17%	*-15%*	*-19%*	15%	*-3%*	*67%*
HOL Area - major street avg	-11%	*8%*	*-28%*	-16%	*-8%*	*-25%*

- Visits up +21% across the HOL area YoY, with strongest growth seen in Piccadilly District (+24%).
  - St Martin's Lane District was saw the largest decrease, down -2% YoY, largely due to -16% decrease in international visitors.
  - 21% growth represents a rebound in February visits to 2023 levels after a weaker February 2024.
- Significant decrease in MoM visitation in majority districts seen primarily through decrease in international visitors – a seasonal trend also witnessed in February 2024.

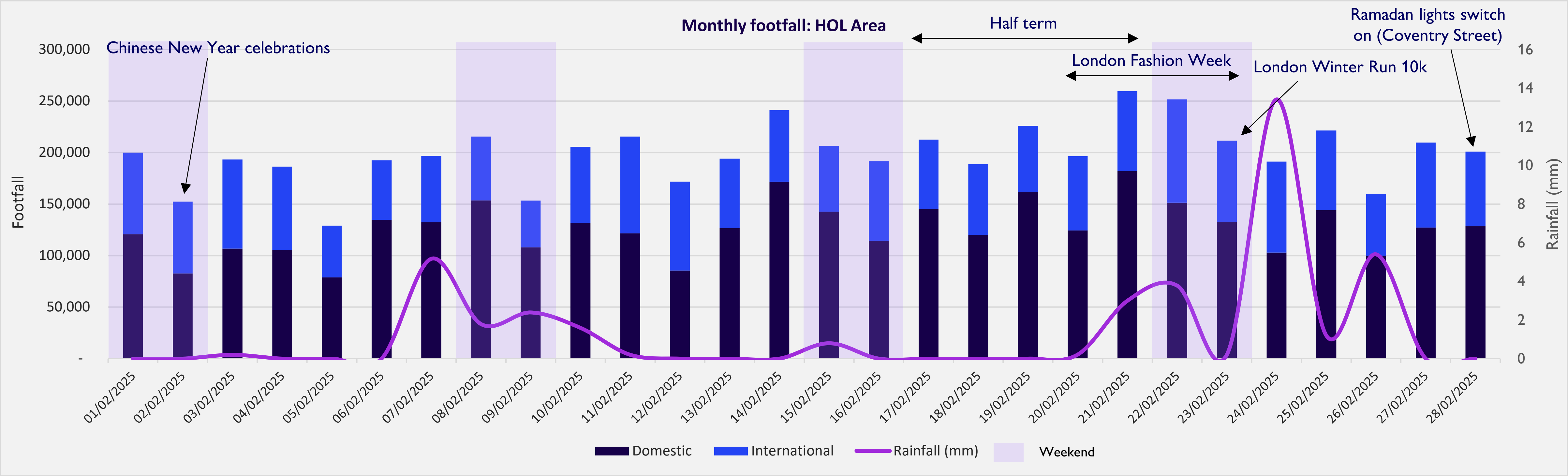
Note: Process to calculate international mix is currently being reviewed by data supplier and is subject to change

Visitor Volumes: YTD performance
Year to date visit volumes +21% above 2024



- 2025 off to a strong when compared to January and February 2024, with year-to-date (YTD) visits 21% higher.
  - Visits remain approximately in-line with 2023 levels.
- Similar trend observed in Core West End, where YTD visitor volumes are currently +20% ahead of 2024.

Visitor Volumes
Strongest footfall seen during London Fashion Week

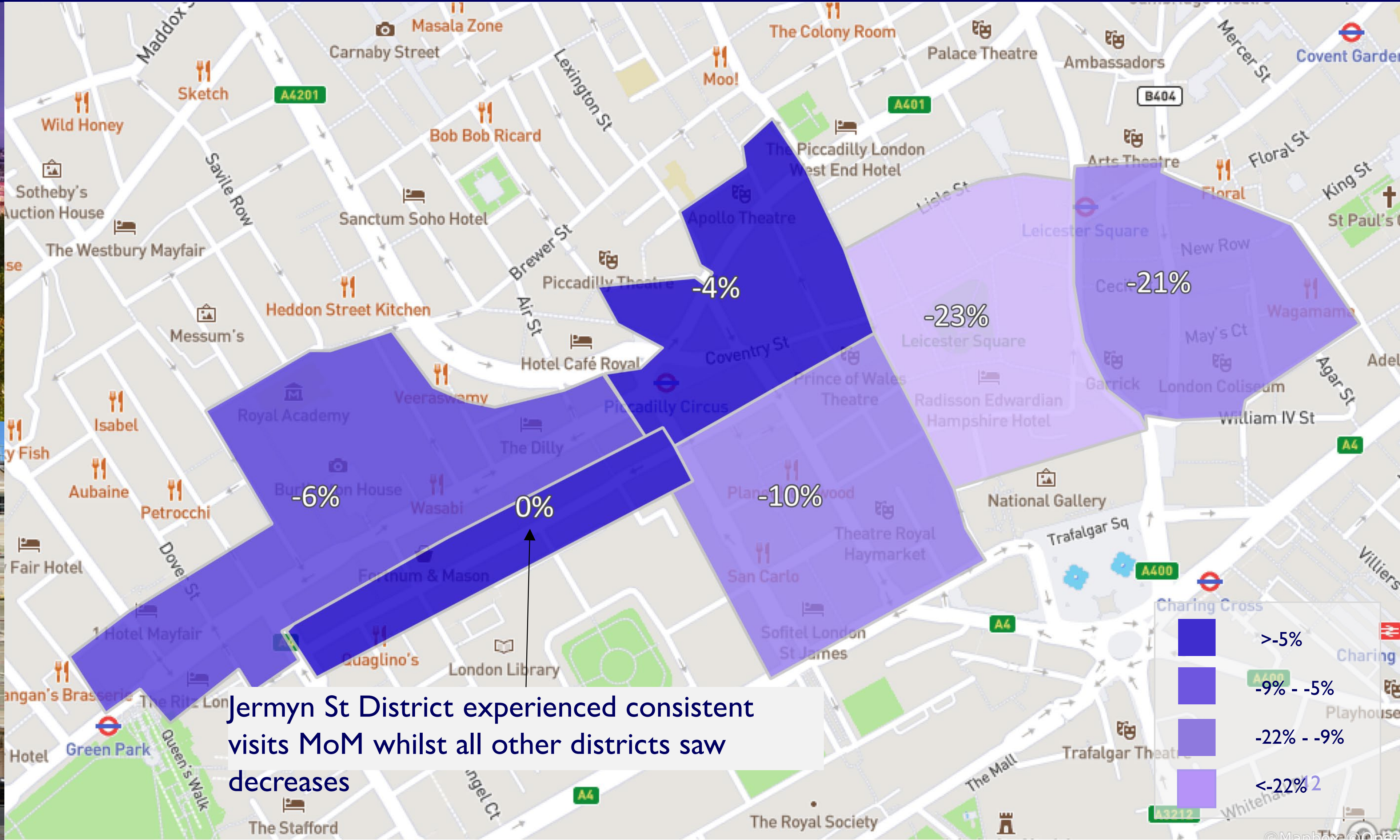


- Strongest footfall volumes in February seen on the Friday and Saturday of London Fashion Week, with Friday 21st +16% and Saturday 22nd +15% above their respective daily average for the month. Saturday 22nd also had the highest volume of international visitors in February, with ~100,000 international visitors to the HOL area on that day.

- Chinese New Year celebrations through Trafalgar Square, Charing Cross Road and Shaftesbury Avenue appeared to have little impact on footfall in the HOL area, with visits -14% below the Sunday average in February.

Visitor Volumes

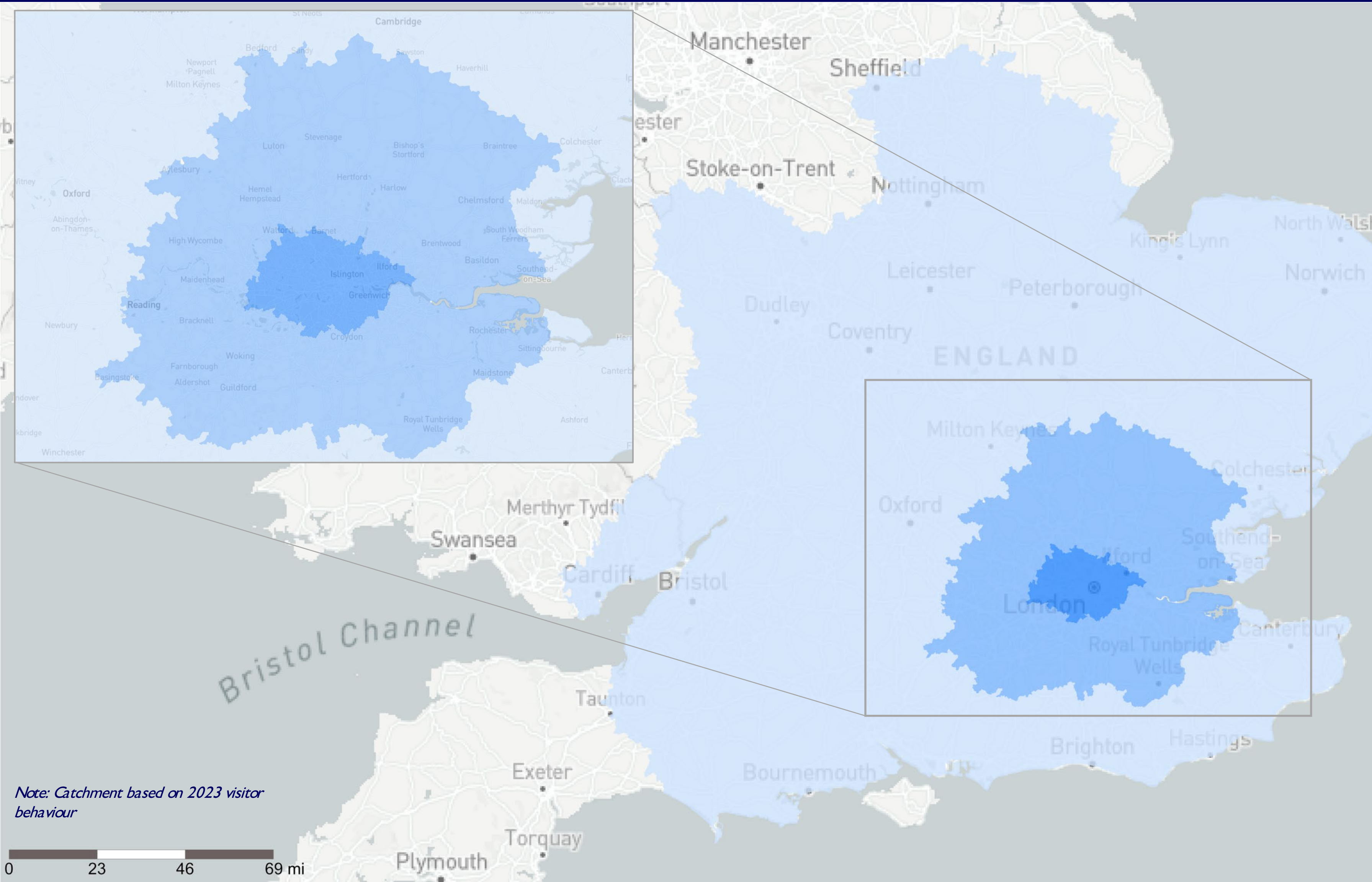
February vs. January 2025: Jermyn St saw best MoM performance



Jermyn St District experienced consistent visits MoM whilst all other districts saw decreases

Visitor Volumes

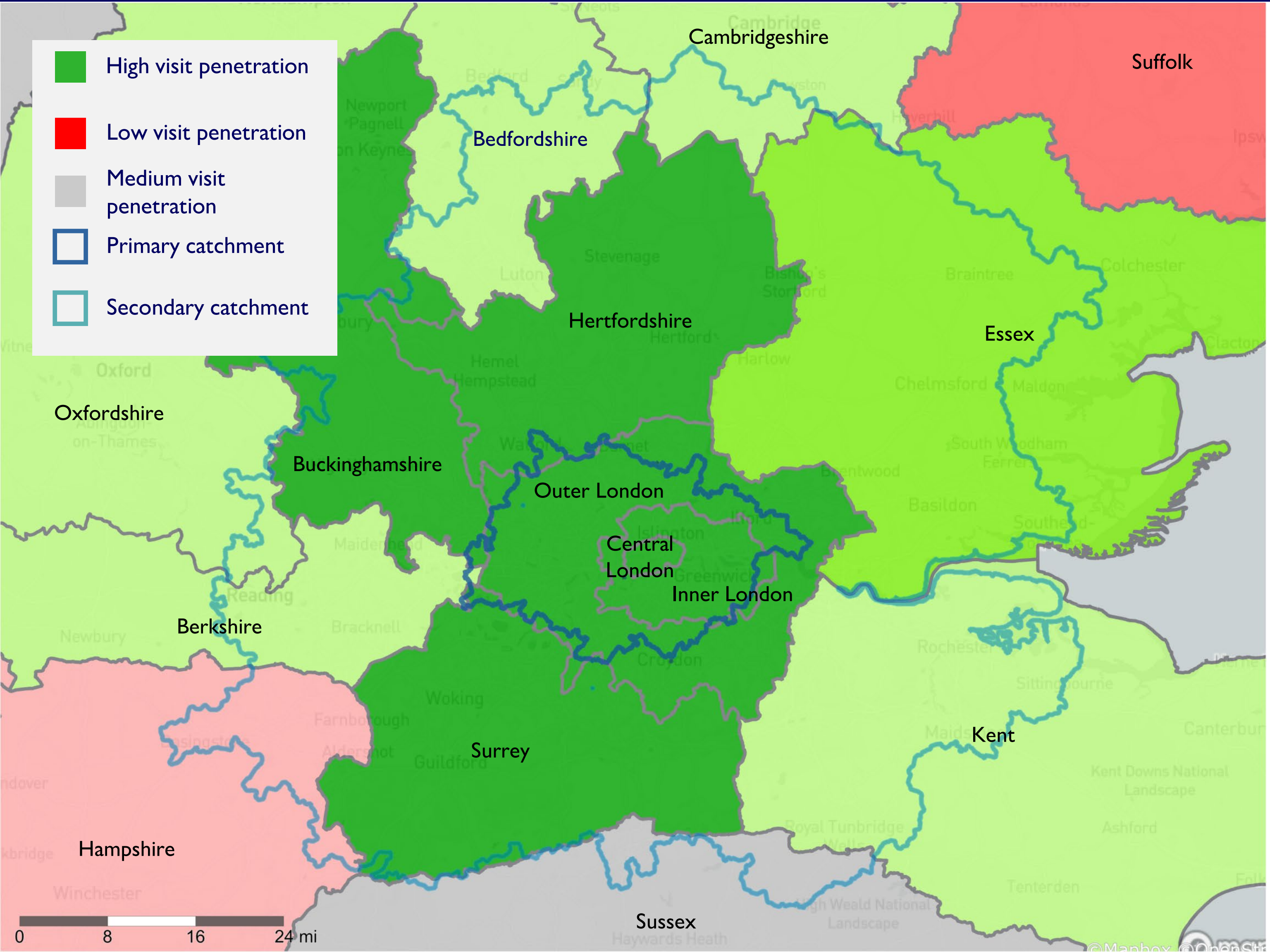
HOL's Core catchment has a population of 16.2 million



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: catchment penetration
3.3% increase in visits from Primary Catchment

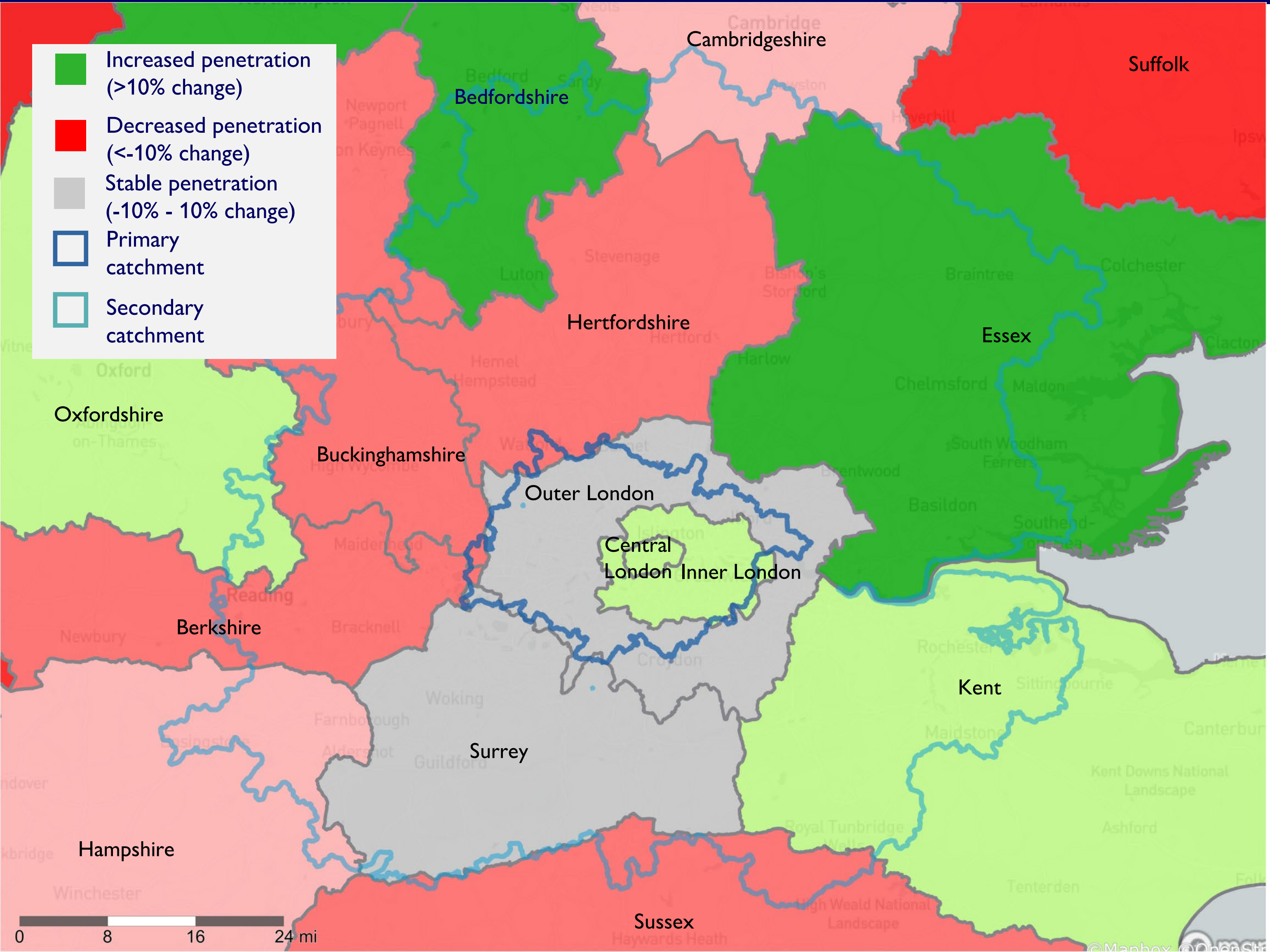


- Primary catchment accounted for ~54% of visits to the HOL area in February.
- Increase in visit performance from counties in Primary Catchment MoM in February (+3.3%).
- Conversely, -1.4% decrease in visits from Secondary Catchment and -4.8% decrease in visits from Tertiary Catchment.

Catchment band	Latest month visit %		Percentage point change vs. previous month
-Primary	53.9%	↑	3.3%
-Secondary	24.2%	↓	-1.4%
Core	78.2%	↑	1.9%
-Tertiary	13.3%	↓	-4.8%
Total	91.4%	↓	-2.9%
-Pull in	8.6%	↑	2.9%

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

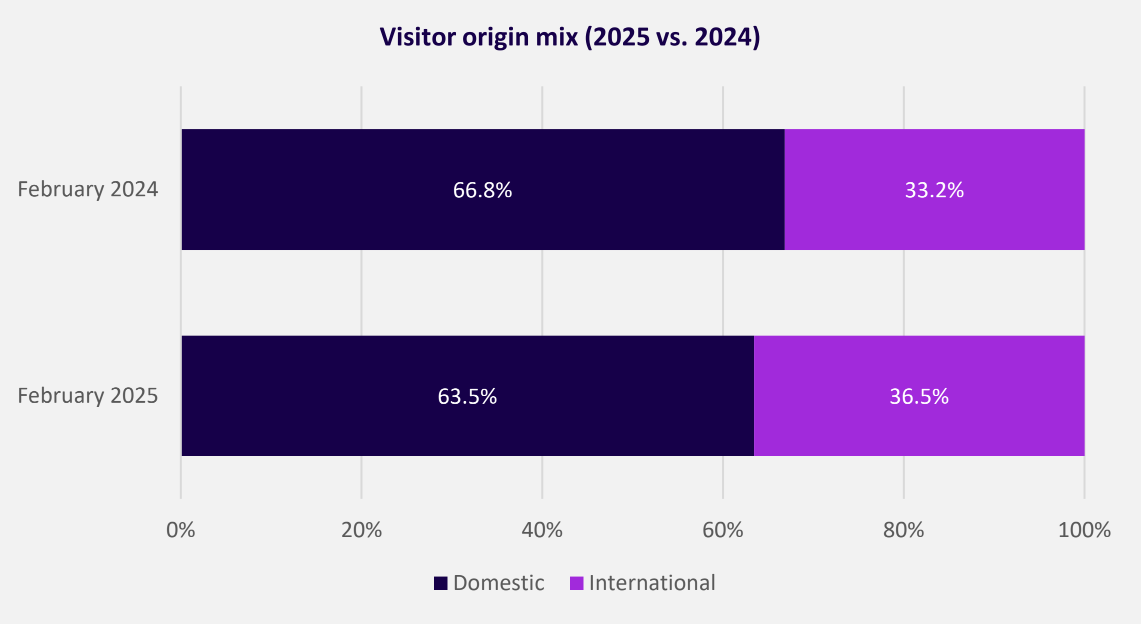
Visitor Volumes: change in catchment penetration
Increase in visitor penetration in Tertiary catchment



- Map represents the MoM change in penetration by county.
  - Red areas represent counties which contributed fewer visits, while green areas represent counties that contributed more.
- Increases in penetration from counties near to the HOL area (Central and Inner London) as well as counties in Secondary Catchment to the east (Essex and Kent), which rebounded after a decrease in visit penetration in January.
- Conversely, decreases in penetration from several counties in Primary Catchment to the immediate northeast of the HOL area, such as Berkshire, Buckinghamshire and Hertfordshire

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

Area	International mix (%)	+/- change in mix		+/- change in volume	
		Month-on-Month	Year-on-year	Month-on-Month	Year-on-year
HOL Area	**36.5%**	**-7.1%**	**3.4%**	**-24.6%**	**33.3%**
Piccadilly District	31.0%	**-4.3%**	**-8.7%**	**-17.2%**	**-3.1%**
Jermyn St District	38.6%	**0.5%**	**-0.1%**	**1.8%**	**-1.5%**
Leicester Sq District	40.4%	**-8.7%**	**1.7%**	**-36.5%**	**12.1%**
Piccadilly Circus District	43.6%	**-9.4%**	**3.3%**	**-20.9%**	**15.3%**
St Martin's Lane District	33.6%	**-19.0%**	**-5.6%**	**-49.7%**	**-16.1%**
Haymarket District	39.1%	**-9.1%**	**2.9%**	**-26.8%**	**6.7%**
Core West End	37.3%	**-1.1%**	**11.7%**	**-19.1%**	**67.4%**

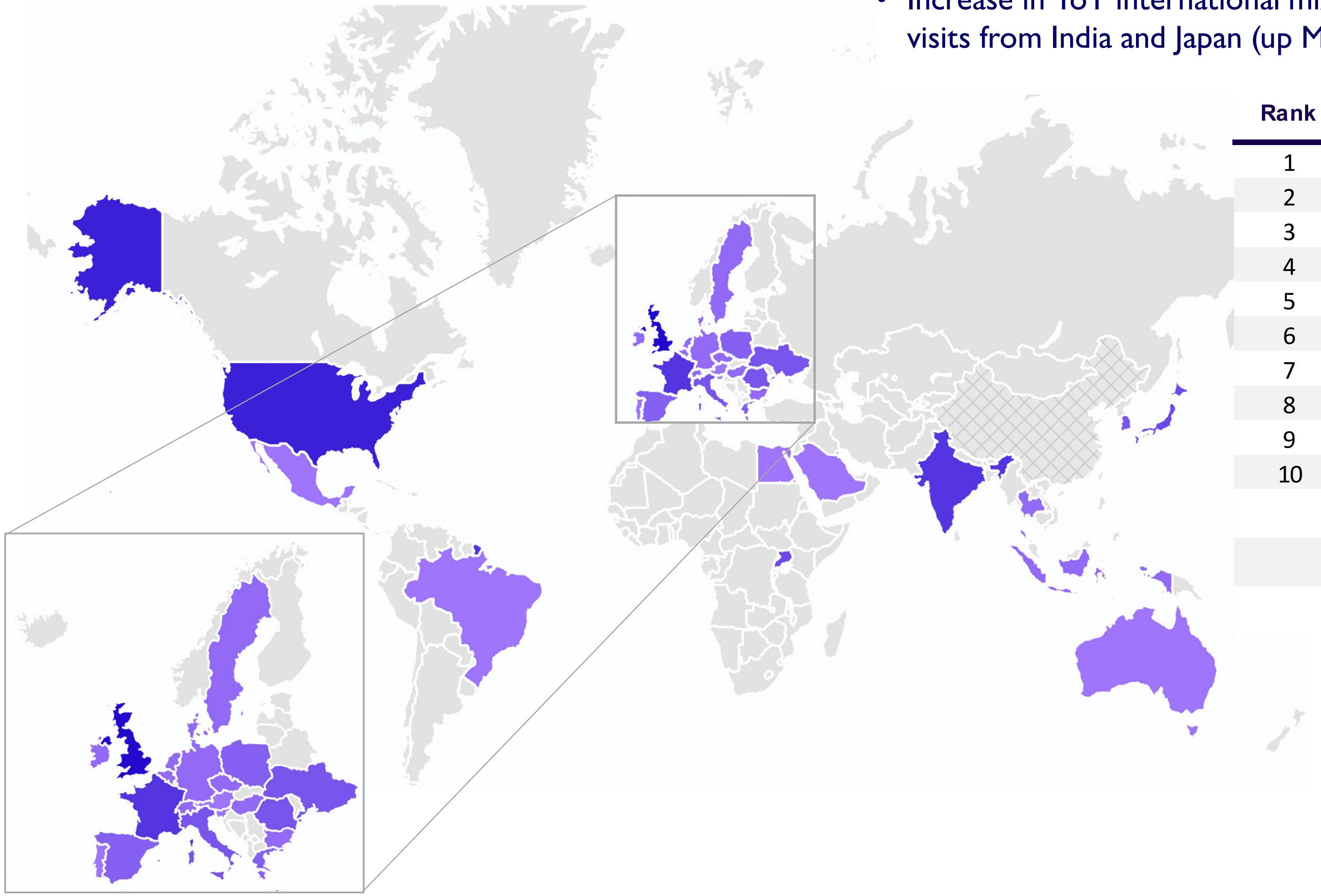


- 33.3% increase in the volume of international visitors YoY, whilst domestic visits also increased YoY.
- Significant increase in international volumes in February in-line with YoY percentage seen in January
- Decrease in international mix MoM consistent with Feb vs. Jan 2024, suggesting a recurring seasonal pattern.

- International visits accounted for 36.5% of visits in February 2025, vs. 33.2% last February.
- Core West End also experienced growth in international mix YoY, up 11.7%.

Note: Process to calculate international mix is currently being reviewed by data supplier and is subject to change

Visitor Volumes: visitor origin
36.5% of visitors to the HOL area from outside the UK

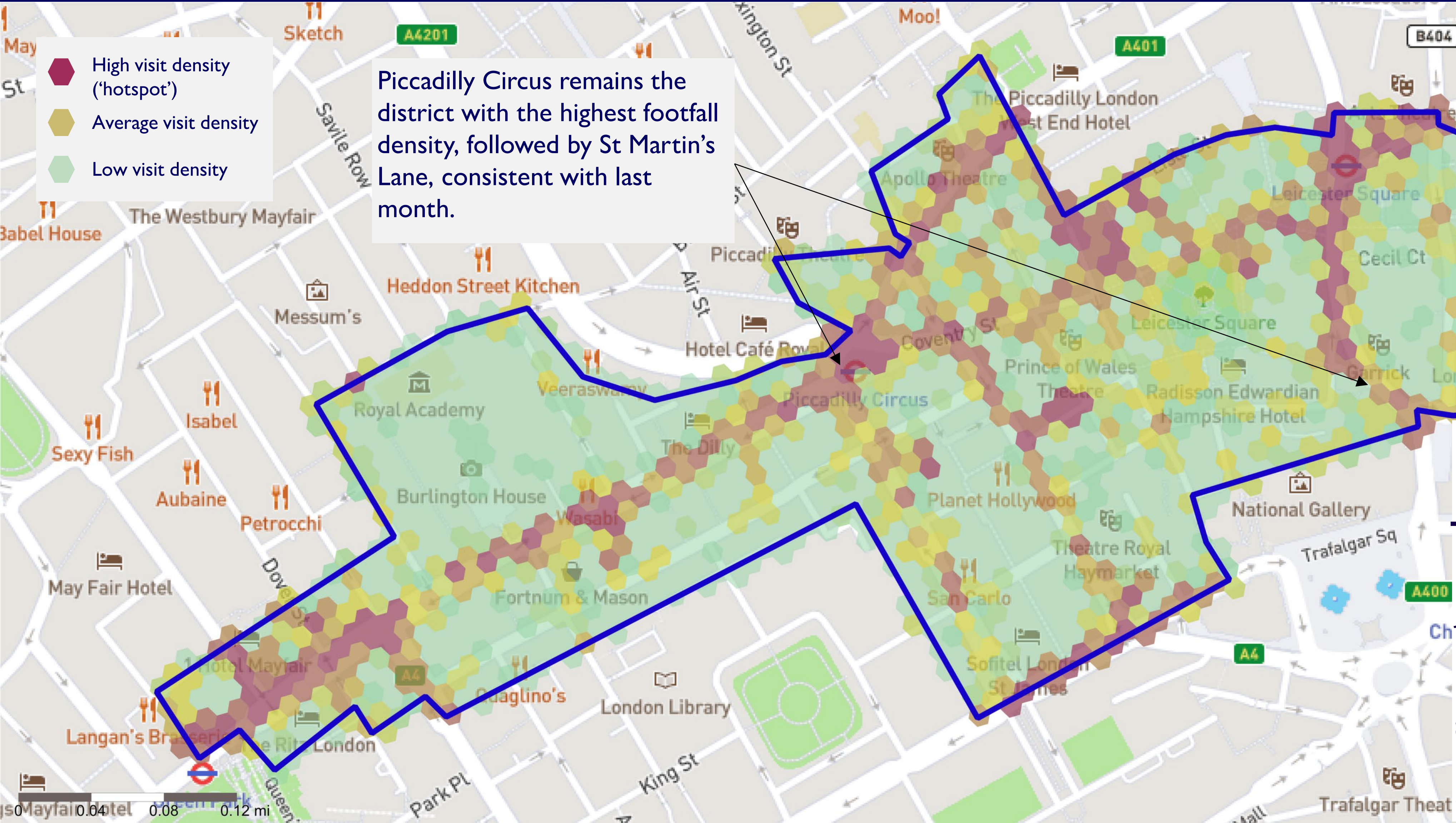


- Increase in YoY international mix in February 2025 driven primarily by increases in percentage of visits from India and Japan (up MoM despite visits from Eastern Asia declining).

Rank	Region	%	+/- percentage point change	Top contributing country
1	United Kingdom	63.5	7.1	
2	Northern America	8.7	0.1	United States
3	Western Europe	6.1	-1.4	France
4	Eastern Europe	5.7	-3.3	Romania
5	Southern Asia	4.1	0.7	India
6	Eastern Asia	3.8	-2.6	Japan
7	Southern Europe	3.2	-0.2	Italy
8	Africa	2.3	2.2	Uganda
9	Northern Europe	1.2	-0.5	Ireland
10	South-eastern Asia	0.6	-0.5	Thailand
	Europe (excl. UK)	16.3	-5.4	
	Rest of the world	20.3	-1.8	
	Non UK	36.5	-7.1	

Business *Note: Data unavailable for visitors from China*

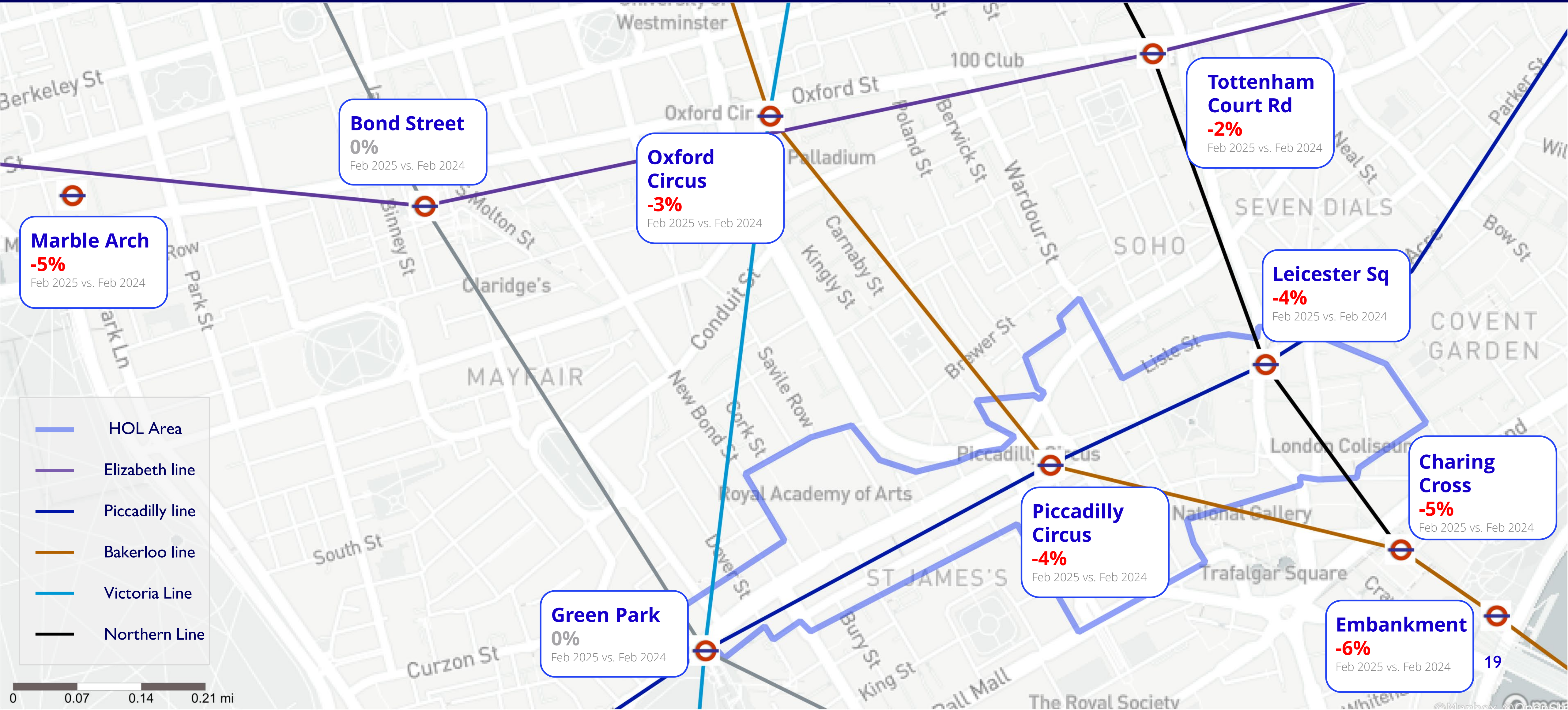
Visitor Volumes
Piccadilly Circus District has highest footfall density



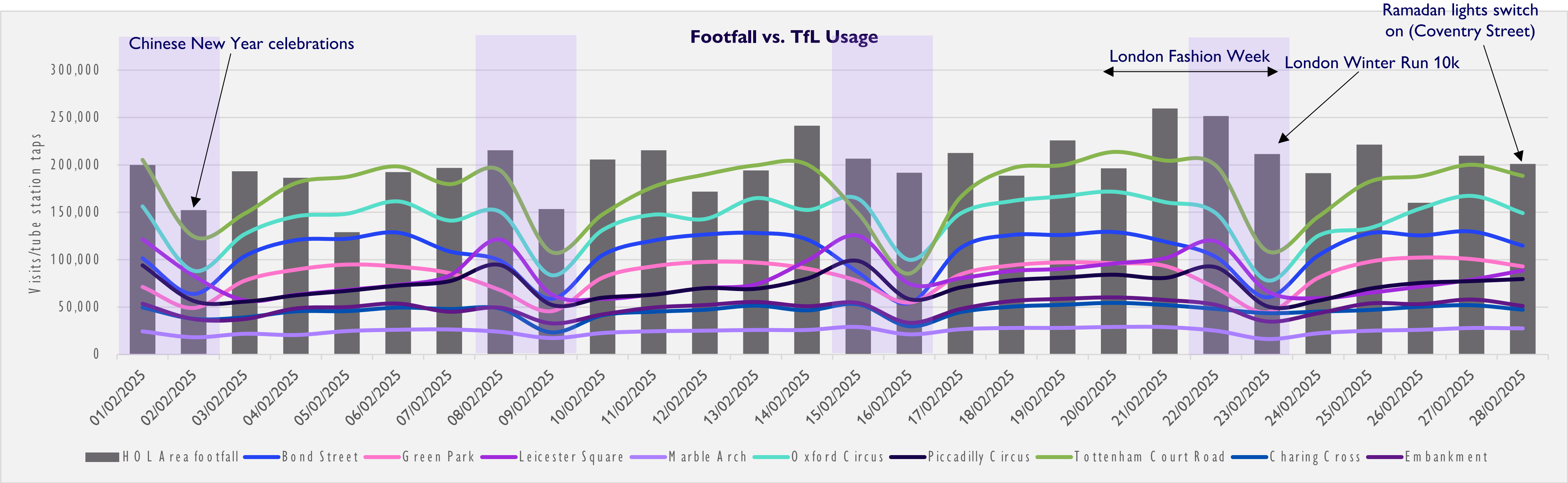
District	Density index (Core West End = 100)
HOL Area	120
Piccadilly District	133
Jermyn St District	73
Leicester Sq District	122
Piccadilly Circus District	139
St Martin's Lane District	136
Haymarket District	113
Core West End	100

Visitor Volumes: TfL station usage | February 2025

YoY TfL station usage



Visitor Volumes: TFL station usage
TfL station usage



- Leicester Square continues to see the greatest weekend bias to entries/exits, with weekend visits 27% above weekday visits on average.
- Leicester Square and Piccadilly Circus were the only two stations to see day-on-day growth in visits on 28th February, likely the result of increased visits to see the Ramadan lights on Coventry Street

Source: TfL

03 Visitor Behaviour

Visitor behaviour summary

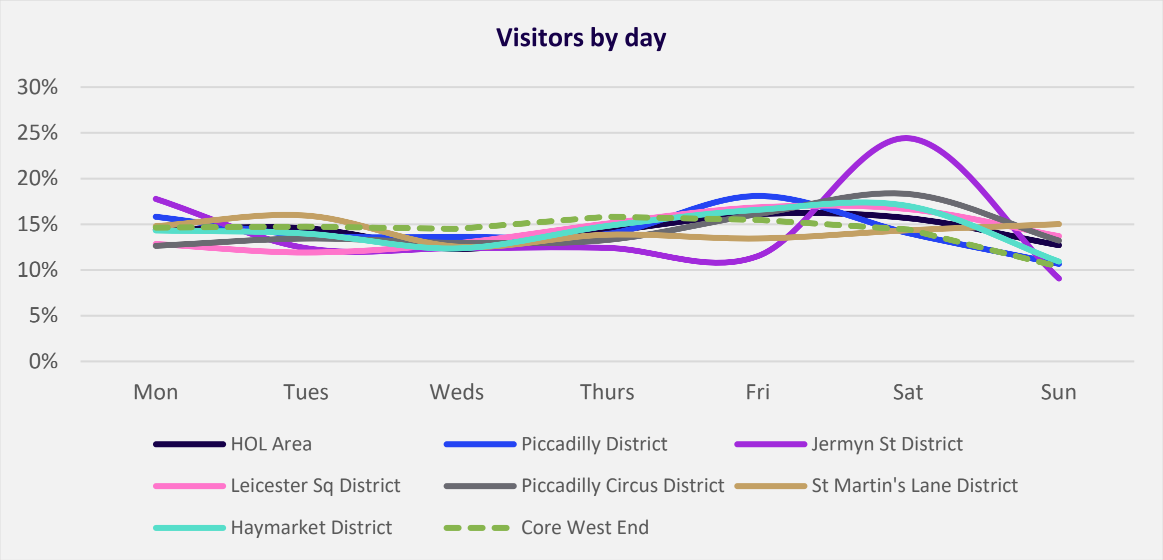
- The flatter profile across the course of the week continues for most districts, with Jermyn Street being the obvious exception. The district likely saw a significant increase in visitors over the final weekend of February, compared to its usual pattern of lower numbers, likely due to London Fashion Week, which may have contributed to the rise in Saturday's percentage.

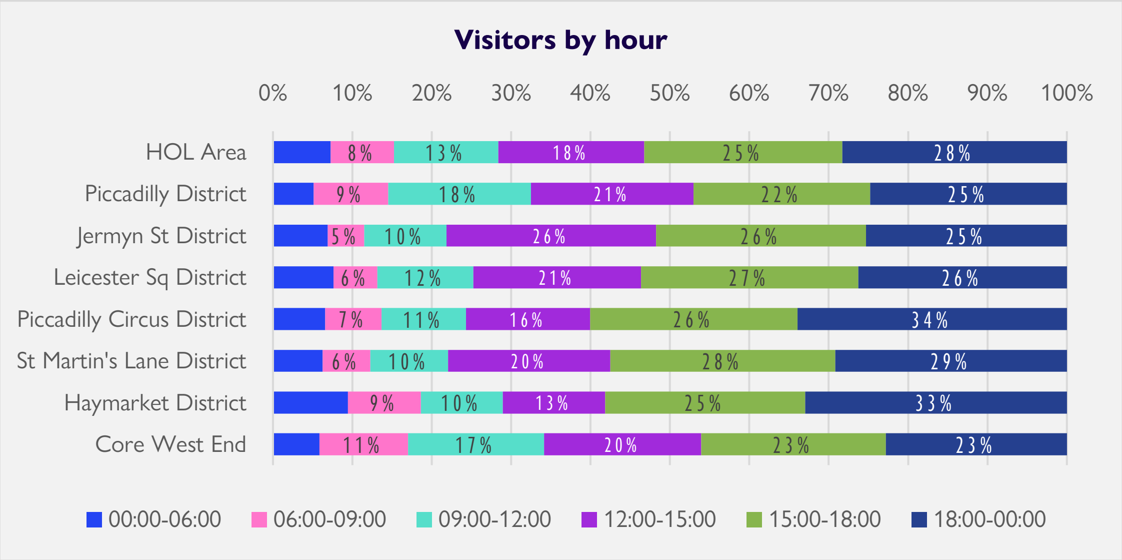
- Dwell time in February was in line with January but remains significantly higher than in 2024, being 64 minutes up on February 2024.

- When examining dwell time by day, the HOL Area experiences similar patterns to the Core West end on most days, excluding Wednesday and Saturday, while also recording longer dwell times on the weekends.

Visitor Behaviour

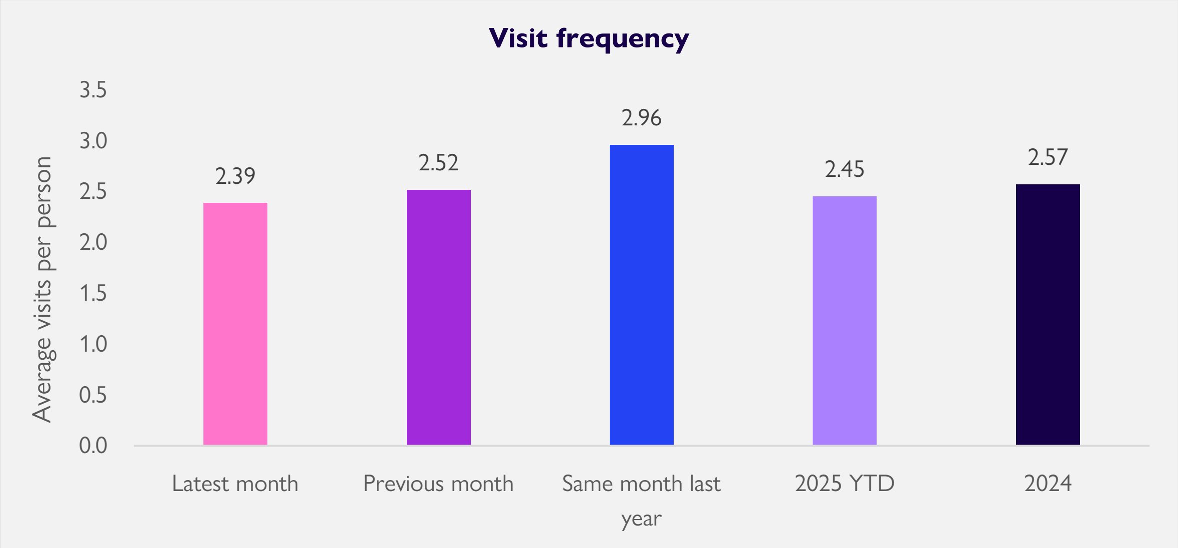
31.8% of visitors to the HOL area visit on a Friday or Saturday

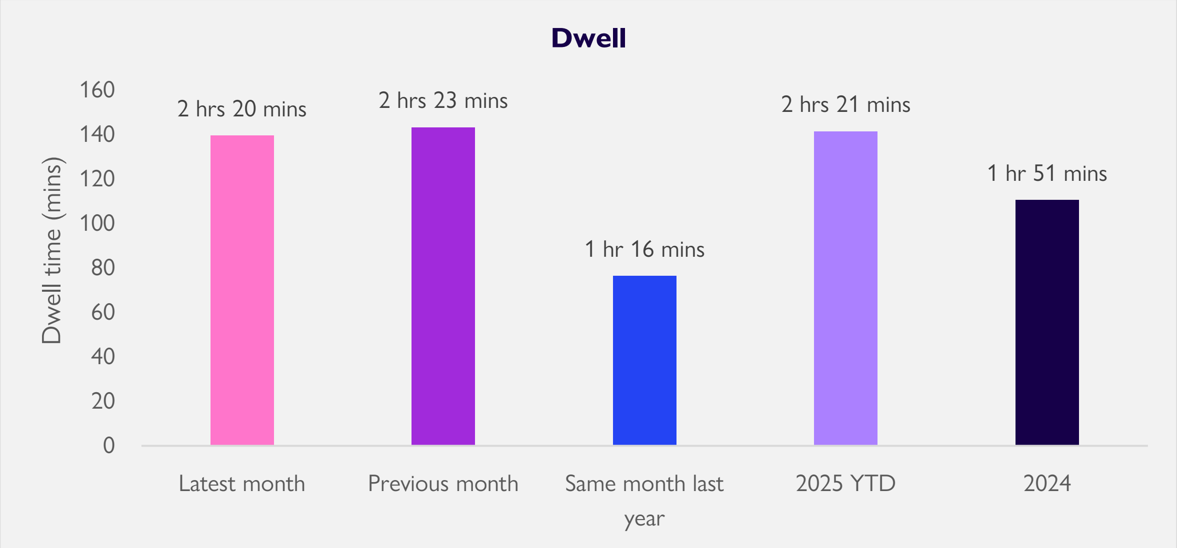




- Friday has overtaken Saturday as the most most popular day across the HOL area, although this varies by district, with St Martin's Lane experiencing a Tuesday peak with less weekend visits due to its higher concentration of office workers.
- High Friday and Saturday visit percentages exacerbated by high concentration of domestic visitors, whilst international visits slightly more spread out through the week, consistent with last month.
- Visitor volumes typically peak during lunchtime and into the afternoon/evening, consistent with previous months.
- Piccadilly Circus District has the highest percentage of 15:00-00:00 visits (60%), driven by its strong social and leisure offer.

Visitor Behaviour
Visitors came less frequently but stayed longer than in January

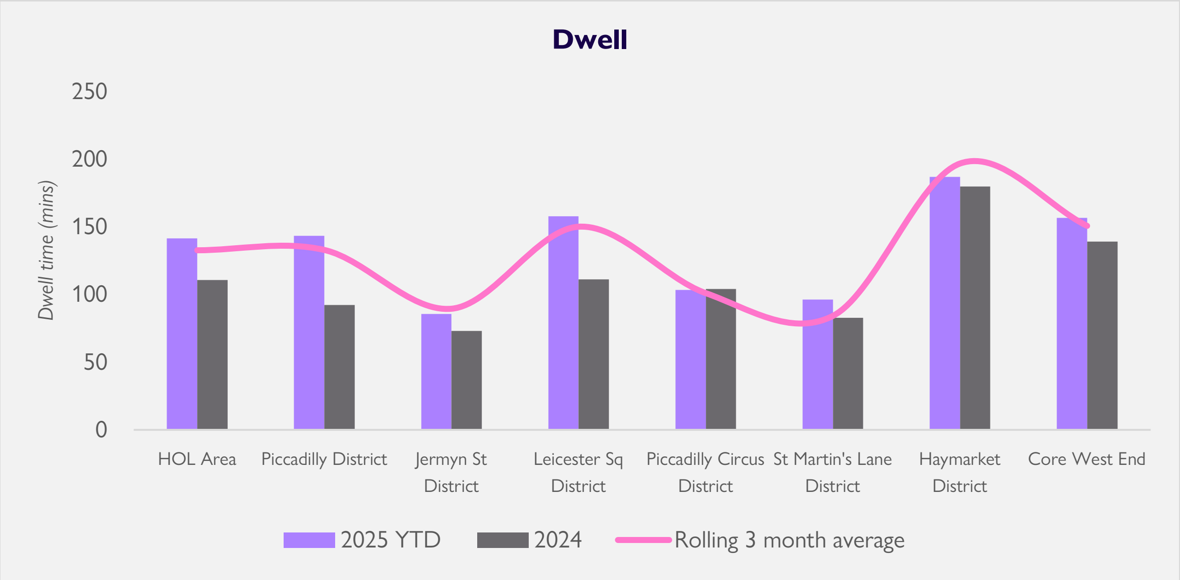


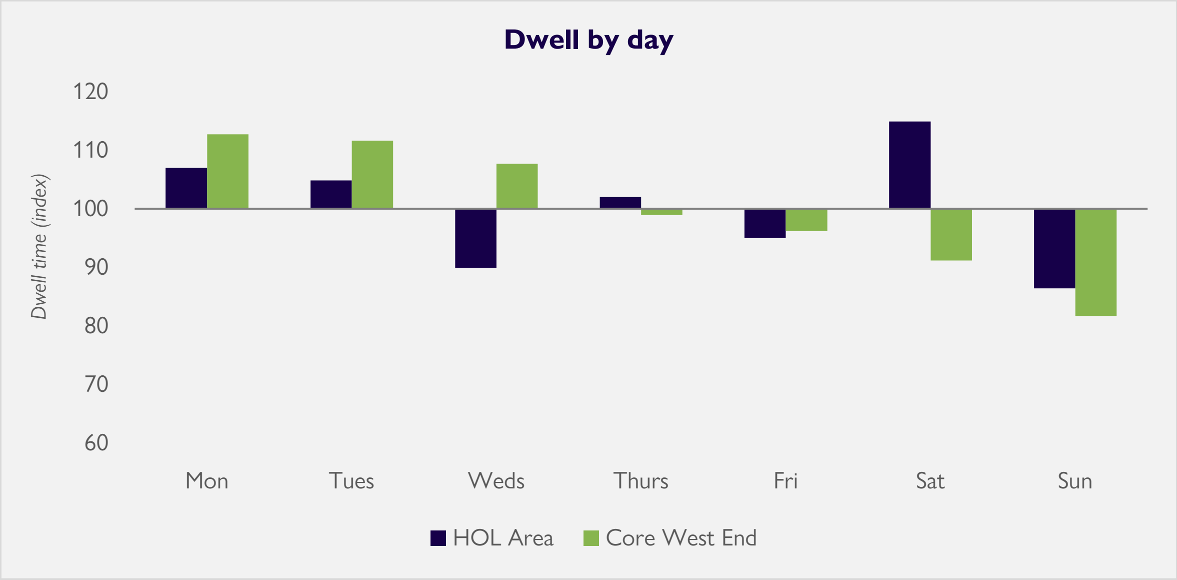


- Average visitor visited the HOL area 2.39 times in February, down from 2.52 in January, likely due to half term holidays influencing visit patterns by bringing in more infrequent, social visits.
- Visit frequency also down YoY (2.39 vs. 2.96).

- Dwell time decreased 3 mins in February vs. January.
- 44.7% of visitors to the HOL area dwell less than an hour, consistent with last month.
- Dwell 64 minutes higher in February 2025 than February 2024, consistent with YoY change seen last month.

Visitor Behaviour: Dwell time
Longest dwell time experienced on Saturdays

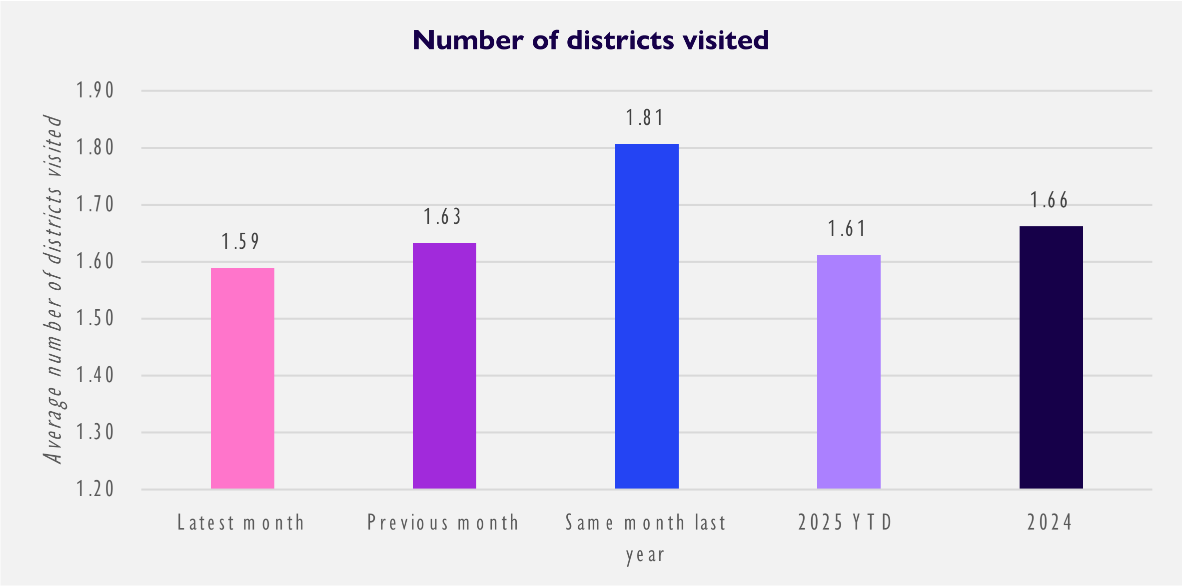


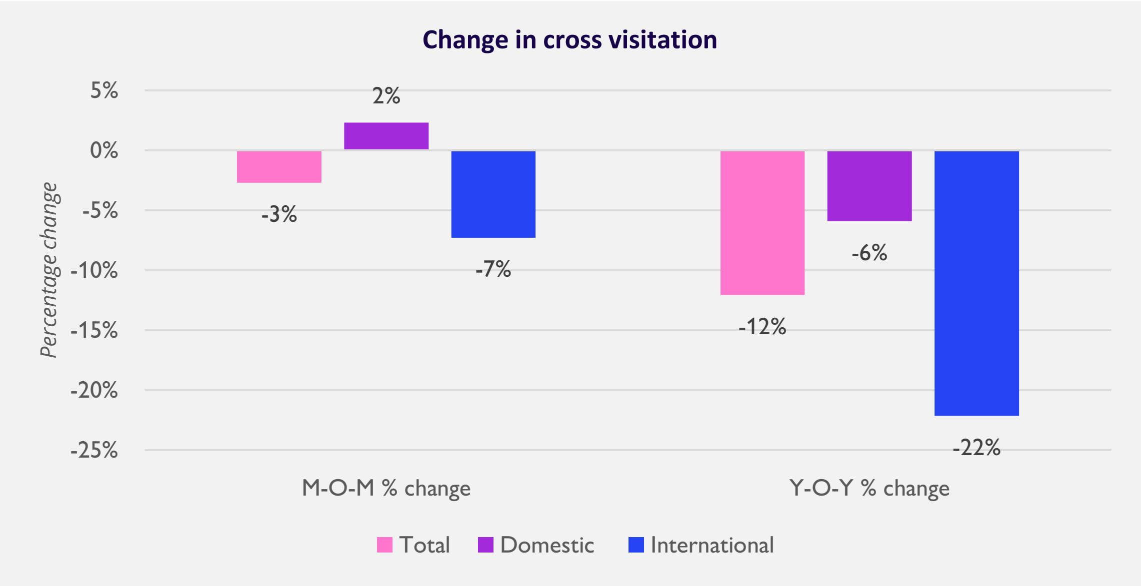


- Dwell down slightly MoM (-2.5%).
- St Martin's Lane District saw the largest increase in dwell time MoM, up +54%, although Haymarket District had the longest dwell time in February, at just under 3 hours 20 minutes.

- The HOL area had longer than average dwell times on Monday, Tuesday, Thursday and Saturday and Thursday
  - Midweek above average dwell times likely reflective of workers in the area, whilst Saturday is likely due to social/leisure visits.
  - Saturdays see the longest dwell time in HOL Area, whilst being one of the lower dwell days in Core West End.
- Pattern for the wider Core West End area similar to the HOL area on most days, with longer weekday than weekend dwell.

Visitor Behaviour: Cross visitation
Cross visitation consistent with January





- Cross visitation looks to help understand the number of visitors visiting multiple districts per trip.
- Average number of districts visited in February (1.59) broadly in-line with January (1.63) and 2024 (1.66).

- -12% decrease in cross visitation index year-on-year, meaning -12% fewer people have visited more than one district within the HOL area - signifying an increase in focused visits.

04 Visitor Profile

Visitor profile summary

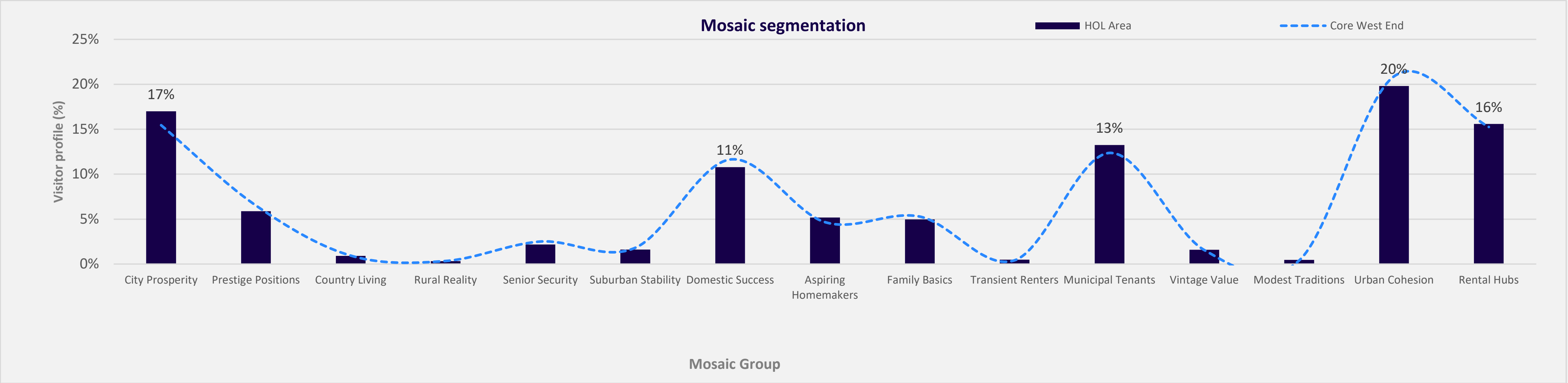
- Regular visitor patterns have now returned post Christmas. North America is back as the top region of origin for international visitors, however Western and Eastern Europe remain very strong.

- Mosaic changes show a decrease in urban cohesion and a small growth across most districts in city prosperity and municipal tenants. This is likely reflective of the normalization of patterns due to the hangover of festive period visits by a more diverse audience.

- Mosaic profiling against the West End shows that we over index the in City Prosperity and Municipal Tenants but under index from groups such as Domestic Success and Urban Cohesion.

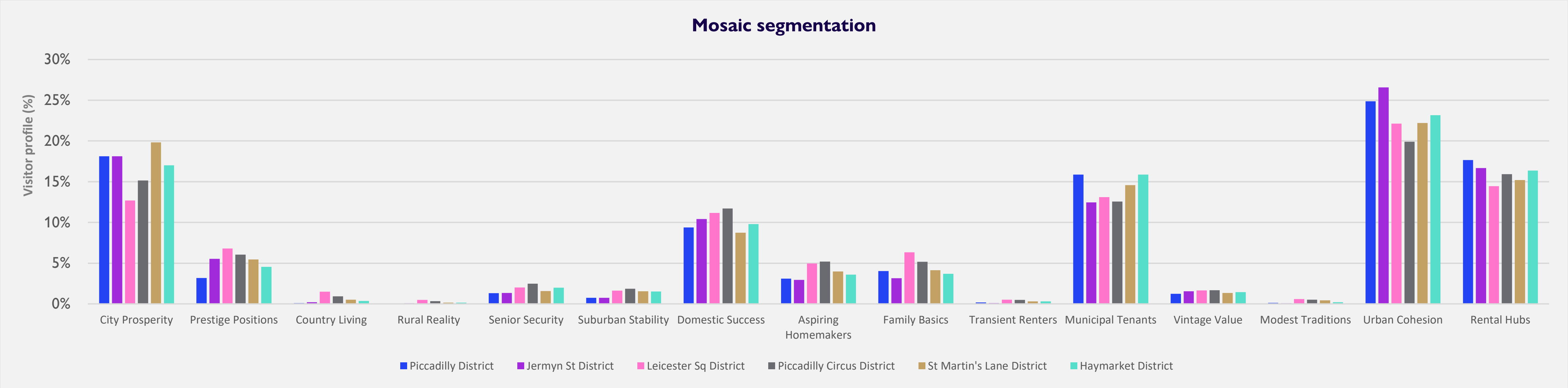
- This month 76.4% of the HOL area's visits come from our 5 key mosaic audience groups (City Prosperity, Domestic Success, Municipal Tenants, Urban Cohesion and Rental Hubs). This a small increase of 0.4% vs January 2025, again reinforcing the evidence that

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



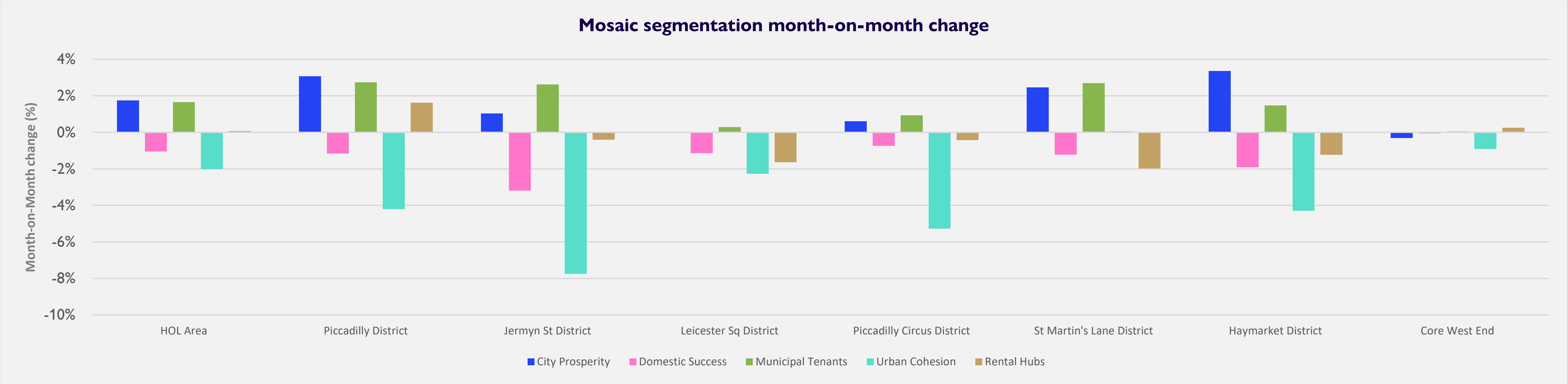
- Visitor profile biased primarily towards 3 Mosaic groups ‘Urban Cohesion’, ‘City Prosperity’ and ‘Rental Hubs’, consistent with recent months.
  - Urban Cohesion are residents of settled urban communities with a strong sense of identity.
  - City Prosperity are high status city dwellers living in central 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
76.4% of domestic visitors from 5 Mosaic groups



- Consistent domestic visitor profile across the districts with the core 5 Mosaic groups representing >74% of all visitors.
- Jermyn St District has the highest proportion of Urban Cohesion visitors (26.6%), whilst St Martin's Lane District has highest proportion of the affluent City Prosperity (19.8%), both consistent with January.

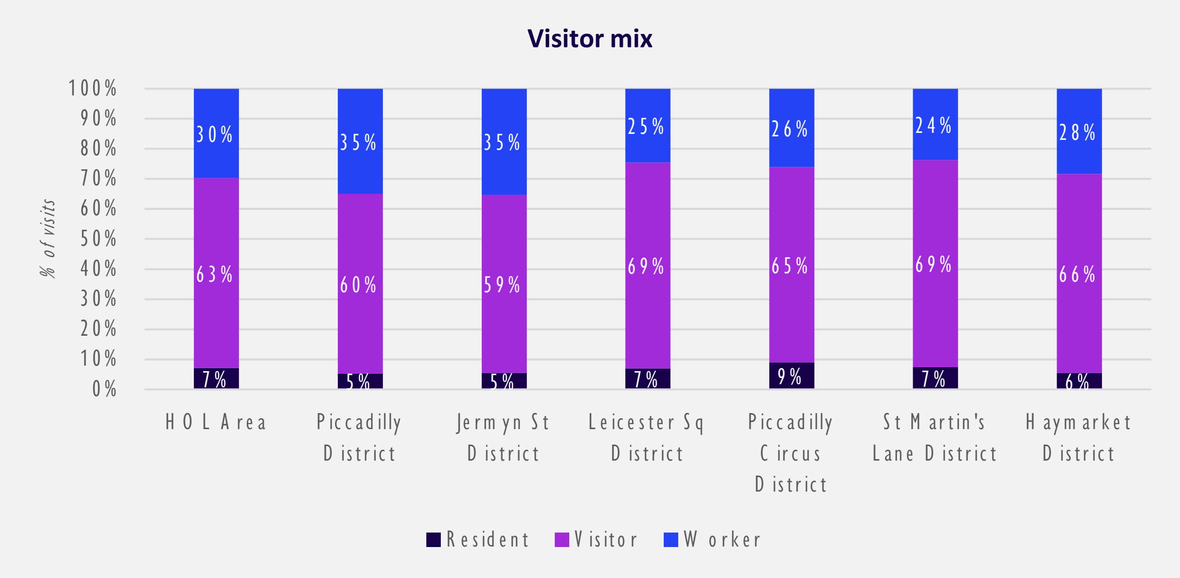
Visitor Profile: Mosaic profile
Large decrease in Urban Cohesion visitors to all districts



- 76.4% of visitors to the HOL area are from 5 core Mosaic groups (+0.4% vs. January).
- Increases in key Mosaic groups signals a further return to more regular visit behaviours after patterns skewed in January due to hangover from festive period (with a percentage of festive visits running a few days into January).
- Whilst the overall trend for the 5 core groups was up, Urban Cohesion and Domestic Success both saw decreases in all districts. At the HOL area scale, Urban Cohesion was down -2.0% MoM and Domestic Success was down -1.1%.
  - However, increase in City Prosperity (+1.8%) as affluent office workers continued to return after Christmas and New Year.

Visitor Profile

Worker visits up in majority of districts vs. February 2024



	Change vs. previous year			Change vs. previous month		
Area	**Resident**	**Visitor**	**Worker**	**Resident**	**Visitor**	**Worker**
HOL Area	-4.8%	-1.2%	3.9%	-4.7%	6.4%	-10.4%
Piccadilly District	-10.0%	0.1%	1.5%	-6.1%	6.3%	-8.4%
Jermyn St District	-11.2%	-1.4%	4.5%	-2.0%	5.3%	-7.6%
Leicester Sq District	-4.8%	-0.6%	3.4%	-15.5%	7.6%	-12.8%
Piccadilly Circus District	-7.2%	2.9%	-4.2%	-7.3%	7.0%	-12.0%
St Martin's Lane District	-1.9%	-1.0%	3.7%	-12.6%	6.6%	-11.9%
Haymarket District	-2.5%	-2.9%	8.1%	-10.3%	6.7%	-11.0%

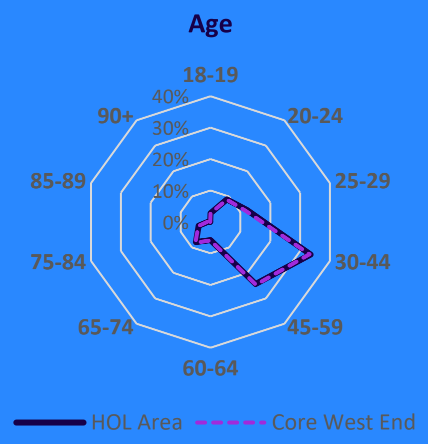
- Exploring the domestic visitor base, ‘visitors’ are the largest group in all districts (vs. workers and residents).
- Leicester Sq and St Martin’s Lane District continue to have the highest percentage of ‘visitor’ visits (69%) due to strong tourism focus. Conversely Jermyn St District had the highest percentage of workers (35%), although this time joined by Picadilly District.

- Visitor mix relatively consistent with February 2024, with only small (<5%) changes observed in majority of districts.
- However, all districts apart from Picadilly Circus saw an increase in workers in February 2025 vs. February 2024, with a similar (albeit slightly larger) decrease in residents.
- MoM saw a -10% decrease in workers, counterbalanced somewhat by a +6% increase in visitors.

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

05 Appendix

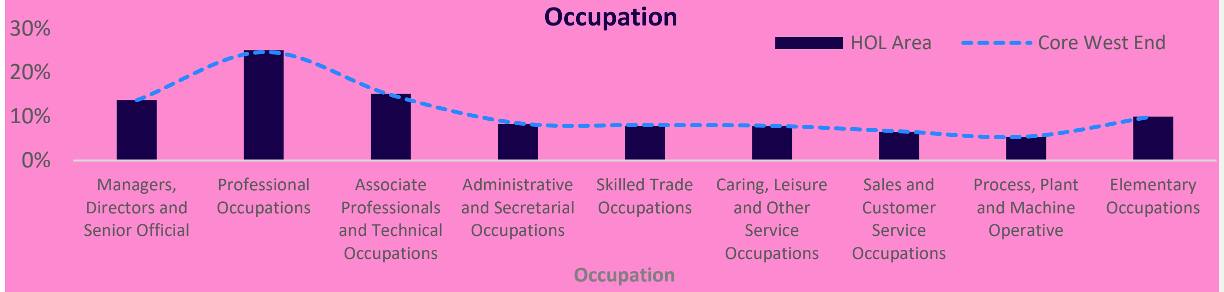
Appendix: demographics
Catchment biased towards middle-aged, white-collar workers



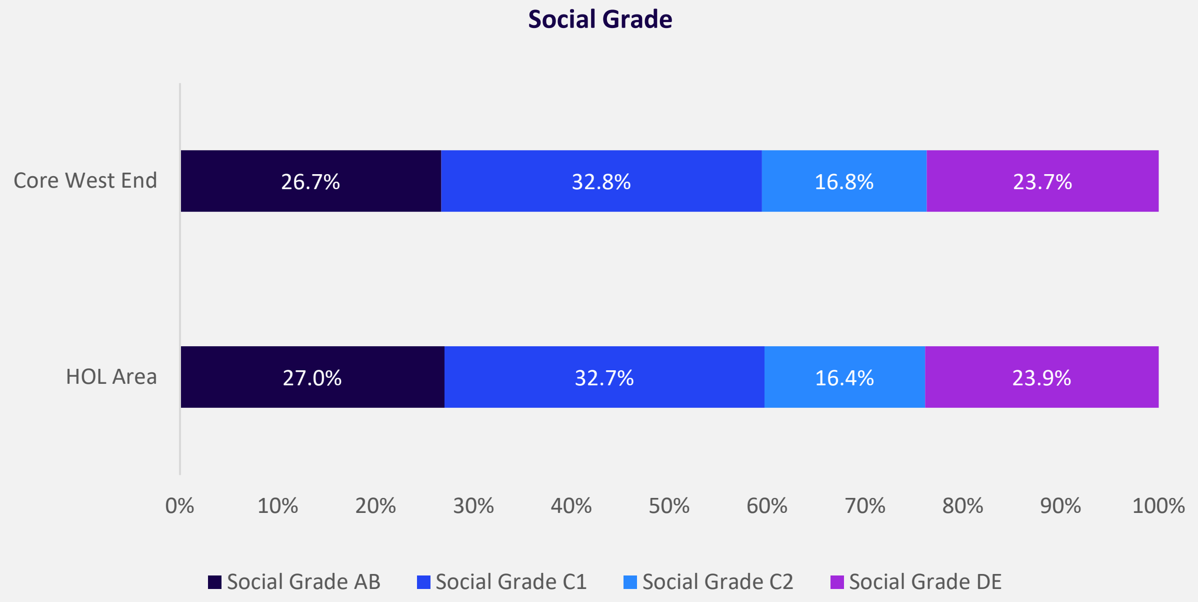
- Visitor profile skewed towards those aged 30-59 years old
- Males & females are evenly split, and in-line with Core West End

Female 51.3%

Male 48.7%



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



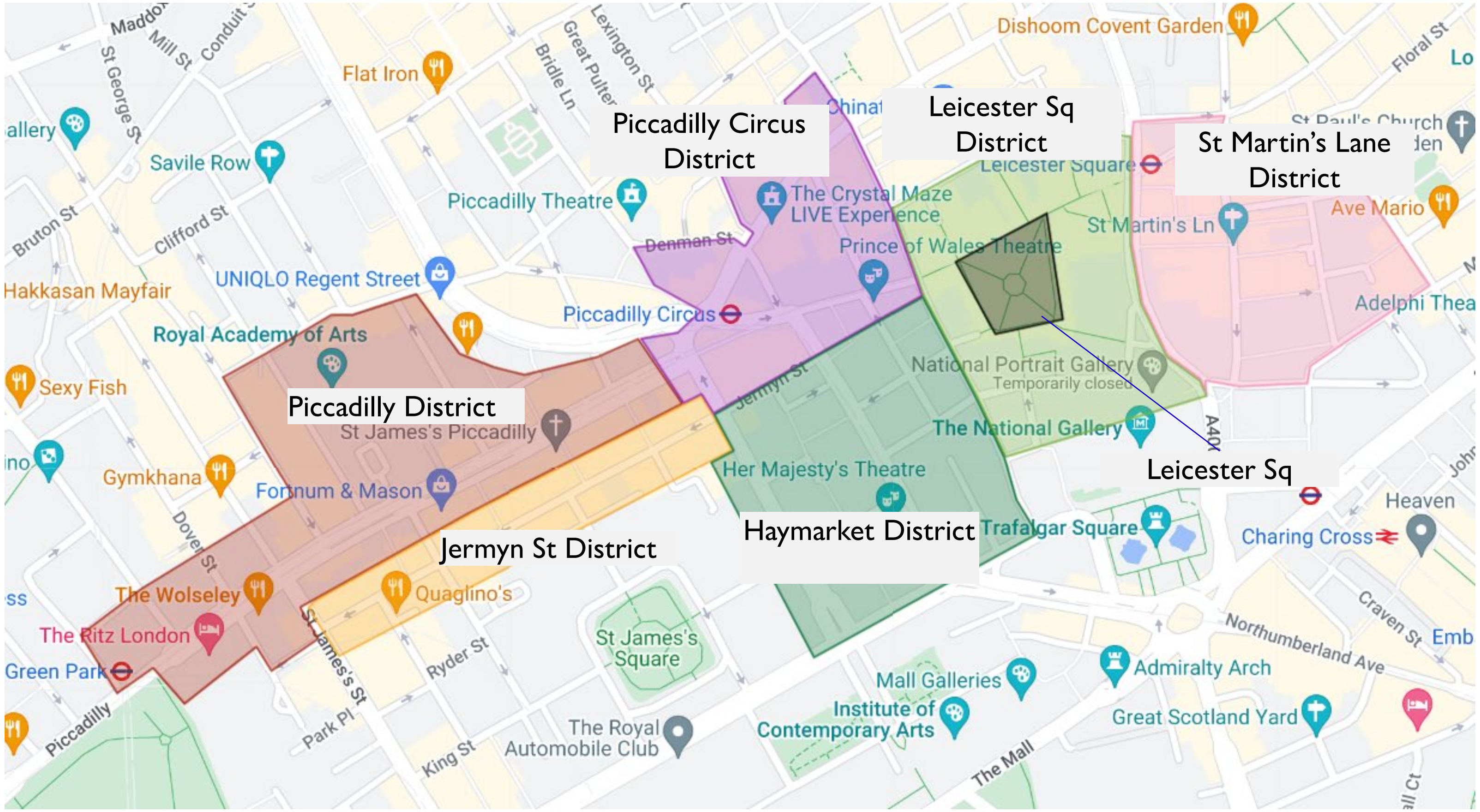
- 26.7% HOL area visitor catchment profile in Social Grade AB, vs 27.0% for Core West End
- West End profile influenced by presence of affluent Bond St shoppers

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

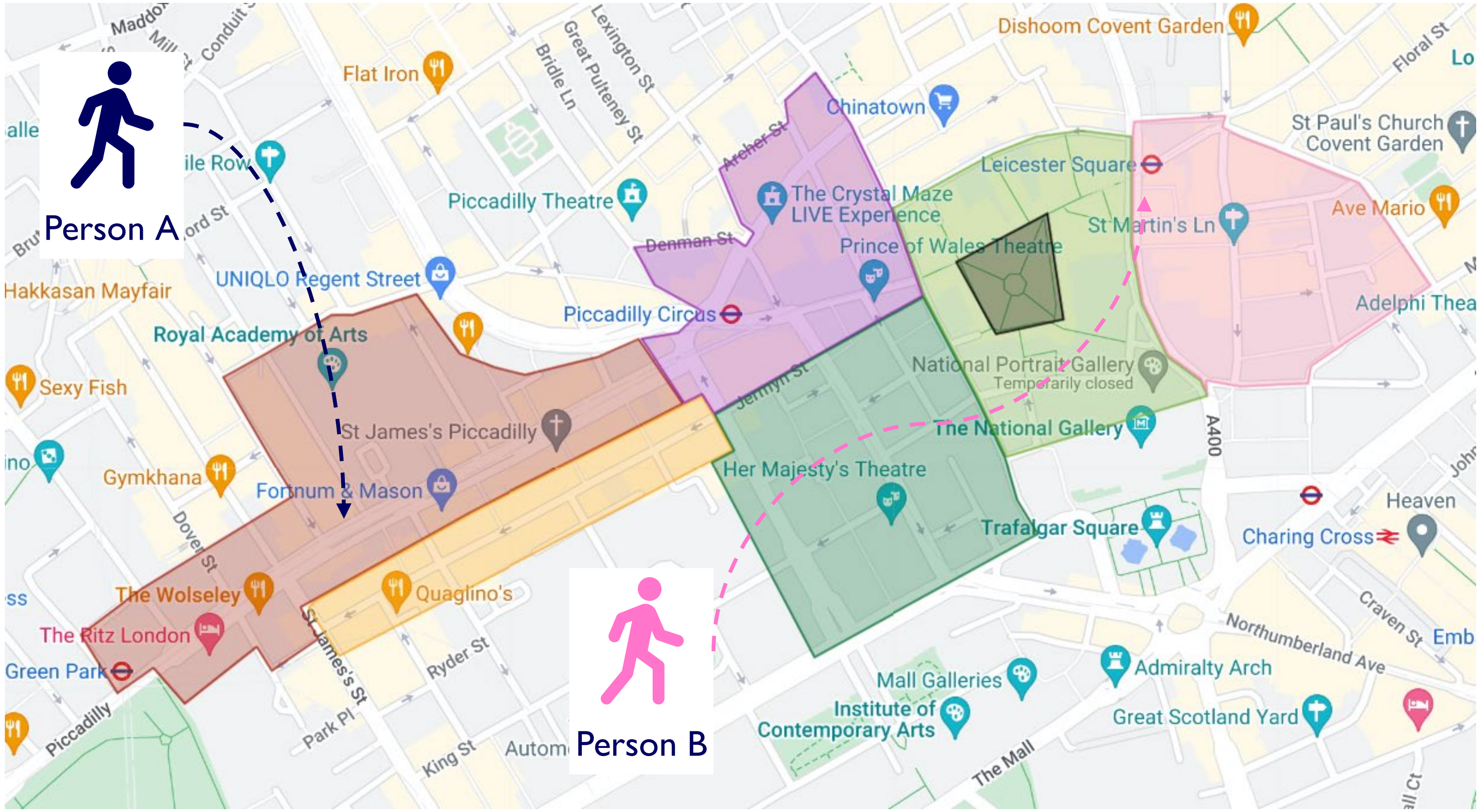


Appendix
Location definition

Appendix
Cross visitation example

Cross visitation example

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



Appendix
Country to regions lookup

Region	Country
Africa	Algeria
Africa	Angola
Africa	Benin
Africa	Botswana
Africa	Br. Indian Ocean Ter.
Africa	Burkina Faso
Africa	Burundi
Africa	Cabo Verde
Africa	Cameroon
Africa	Central African Rep.
Africa	Chad
Africa	Comoros
Africa	Congo
Africa	Côte D'ivoire
Africa	Dem. Rep. Congo
Africa	Djibouti
Africa	Egypt
Africa	Eq. Guinea
Africa	Eritrea
Africa	Eswatini
Africa	Ethiopia
Africa	Gabon
Africa	Gambia
Africa	Ghana
Africa	Guinea
Africa	Guinea-bissau
Africa	Indian Ocean Ter.
Africa	Kenya
Africa	Lesotho
Africa	Liberia
Africa	Libya
Africa	Madagascar
Africa	Malawi
Africa	Mali
Africa	Mauritania
Africa	Mauritius
Africa	Morocco
Africa	Mozambique
Africa	Namibia
Africa	Niger
Africa	Nigeria
Africa	Rwanda
Africa	S. Sudan
Africa	Saint Helena
Africa	São Tomé And Principe
Africa	Senegal
Africa	Seychelles
Africa	Sierra Leone
Africa	Somalia
Africa	South Africa
Africa	Sudan
Africa	Tanzania
Africa	Togo
Africa	Tunisia
Africa	Uganda
Africa	W. Sahara
Africa	Zambia
Africa	Zimbabwe
Australia and New Zealand	Australia
Australia and New Zealand	Fr. S. Antarctic Lands
Australia and New Zealand	New Zealand
Caribbean	Anguilla
Caribbean	Antigua And Barb.
Caribbean	Aruba
Caribbean	Bahamas
Caribbean	Barbados
Caribbean	British Virgin Is.
Caribbean	Cayman Is.
Caribbean	Cuba
Caribbean	Curaçao
Caribbean	Dominica
Caribbean	Dominican Rep.
Caribbean	Grenada
Caribbean	Haiti
Caribbean	Jamaica
Caribbean	Montserrat
Caribbean	Puerto Rico
Caribbean	Saint Lucia
Caribbean	Sint Maarten
Caribbean	St-barthélemy
Caribbean	St-martin
Caribbean	St. Kitts And Nevis
Caribbean	St. Vin. And Gren.
Caribbean	Trinidad And Tobago
Caribbean	Turks And Caicos Is.
Caribbean	U.S. Virgin Is.
Central America	Belize
Central America	Costa Rica
Central America	El Salvador
Central America	Guatemala
Central America	Honduras
Central America	Mexico
Central America	Nicaragua
Central America	Panama
Central Asia	Kazakhstan
Central Asia	Kyrgyzstan
Central Asia	Tajikistan
Central Asia	Turkmenistan
Central Asia	Uzbekistan
Eastern Asia	China
Eastern Asia	Hong Kong
Eastern Asia	Japan
Eastern Asia	Macao
Eastern Asia	Mongolia
Eastern Asia	North Korea
Eastern Asia	South Korea
Eastern Asia	Taiwan
Eastern Europe	Belarus
Eastern Europe	Bulgaria
Eastern Europe	Czechia
Eastern Europe	Hungary
Eastern Europe	Moldova
Eastern Europe	Poland
Eastern Europe	Romania
Eastern Europe	Russia
Eastern Europe	Slovakia
Eastern Europe	Ukraine
Northern America	Bermuda
Northern America	Canada
Northern America	Greenland
Northern America	St. Pierre And Miquelon
Northern America	United States Of America
Northern Europe	Åland
Northern Europe	Denmark
Northern Europe	Estonia
Northern Europe	Faeroe Is.
Northern Europe	Finland
Northern Europe	Iceland
Northern Europe	Ireland
Northern Europe	Latvia
Northern Europe	Lithuania
Northern Europe	Norway
Northern Europe	Sweden
South America	Argentina
South America	Bolivia
South America	Brazil
South America	Brazilian I.
South America	Chile
South America	Colombia
South America	Ecuador
South America	Falkland Is.
South America	Guyana
South America	Paraguay
South America	Peru
South America	S. Geo. And The Is.
South America	Suriname
South America	Uruguay
South America	Venezuela
South-eastern Asia	American Samoa
South-eastern Asia	Brunei
South-eastern Asia	Cambodia
South-eastern Asia	Cook Is.
South-eastern Asia	Fiji
South-eastern Asia	Fr. Polynesia
South-eastern Asia	Guam
South-eastern Asia	Indonesia
South-eastern Asia	Kiribati
South-eastern Asia	Laos
South-eastern Asia	Malaysia
South-eastern Asia	Marshall Is.
South-eastern Asia	Micronesia
South-eastern Asia	Myanmar
South-eastern Asia	N. Mariana Is.
South-eastern Asia	Nauru
South-eastern Asia	New Caledonia
South-eastern Asia	Niue
South-eastern Asia	Palau
South-eastern Asia	Papua New Guinea
South-eastern Asia	Philippines
South-eastern Asia	Pitcairn Is.
South-eastern Asia	Samoa
South-eastern Asia	Singapore
South-eastern Asia	Solomon Is.
South-eastern Asia	Thailand
South-eastern Asia	Timor-leste
South-eastern Asia	Tonga
South-eastern Asia	Tuvalu
South-eastern Asia	U.S. Minor Outlying Is.
South-eastern Asia	Vanuatu
South-eastern Asia	Vietnam
South-eastern Asia	Wallis And Futuna Is.
Southern Asia	Afghanistan
Southern Asia	Bangladesh
Southern Asia	Bhutan
Southern Asia	India
Southern Asia	Iran
Southern Asia	Maldives
Southern Asia	Nepal
Southern Asia	Pakistan
Southern Asia	Sri Lanka
Southern Europe	Albania
Southern Europe	Andorra
Southern Europe	Bosnia And Herz.
Southern Europe	Croatia
Southern Europe	Gibraltar
Southern Europe	Greece
Southern Europe	Italy
Southern Europe	Kosovo
Southern Europe	Malta
Southern Europe	Montenegro
Southern Europe	North Macedonia
Southern Europe	Portugal
Southern Europe	San Marino
Southern Europe	Serbia
Southern Europe	Slovenia
Southern Europe	Spain
Southern Europe	Vatican
United Kingdom	United Kingdom
Western Asia	Armenia
Western Asia	Azerbaijan
Western Asia	Bahrain
Western Asia	Cyprus
Western Asia	Dhekelia
Western Asia	Georgia
Western Asia	Iraq
Western Asia	Israel
Western Asia	Jordan
Western Asia	Kuwait
Western Asia	Lebanon
Western Asia	N. Cyprus
Western Asia	Oman
Western Asia	Palestine
Western Asia	Qatar
Western Asia	Saudi Arabia
Western Asia	Syria
Western Asia	Turkey
Western Asia	United Arab Emirates
Western Asia	Yemen
Western Europe	Austria
Western Europe	Belgium
Western Europe	France
Western Europe	Germany
Western Europe	Liechtenstein
Western Europe	Luxembourg
Western Europe	Monaco
Western Europe	Netherlands
Western Europe	Switzerland

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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