





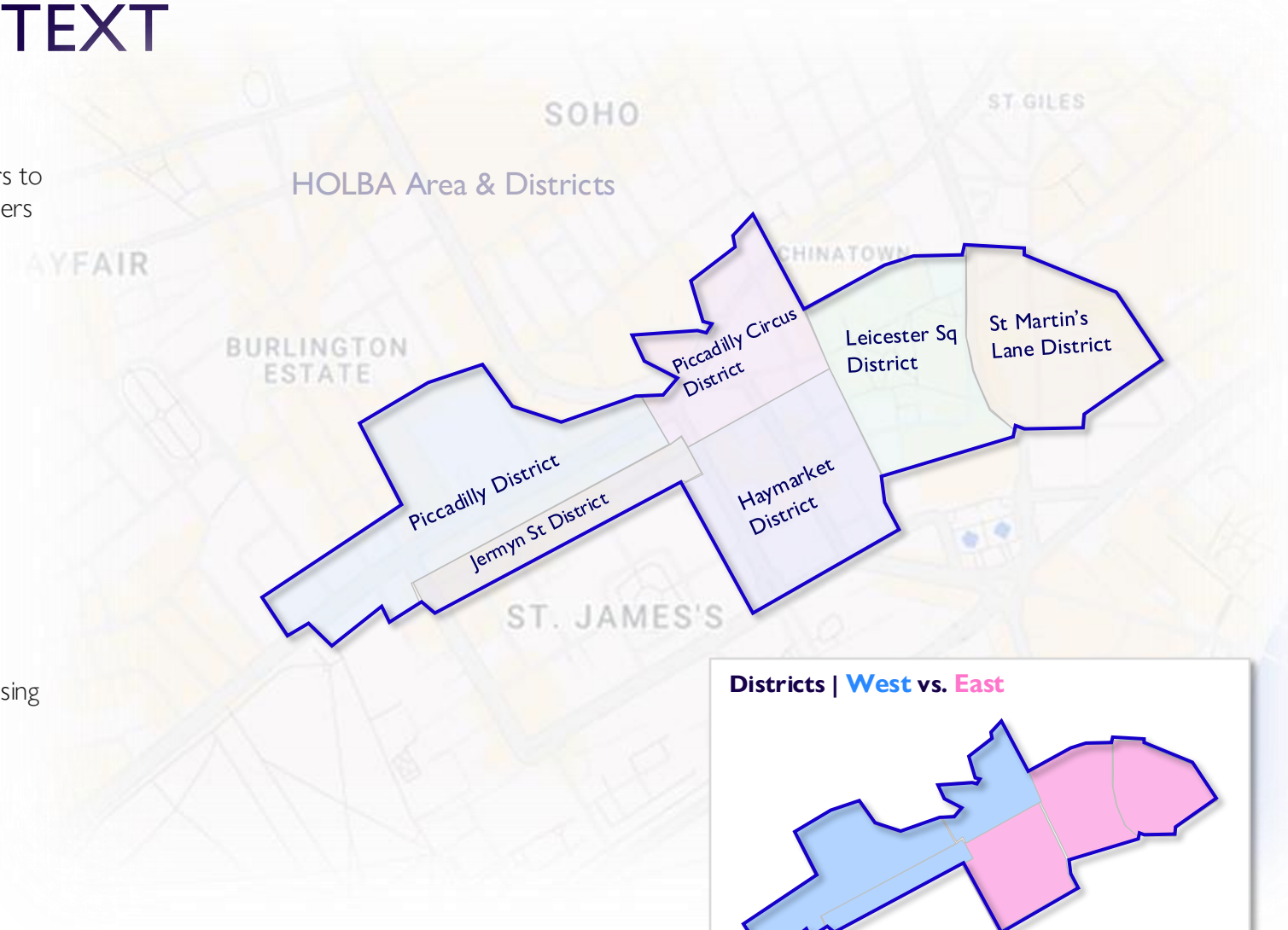
# INTRODUCTION & CONTEXT

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

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

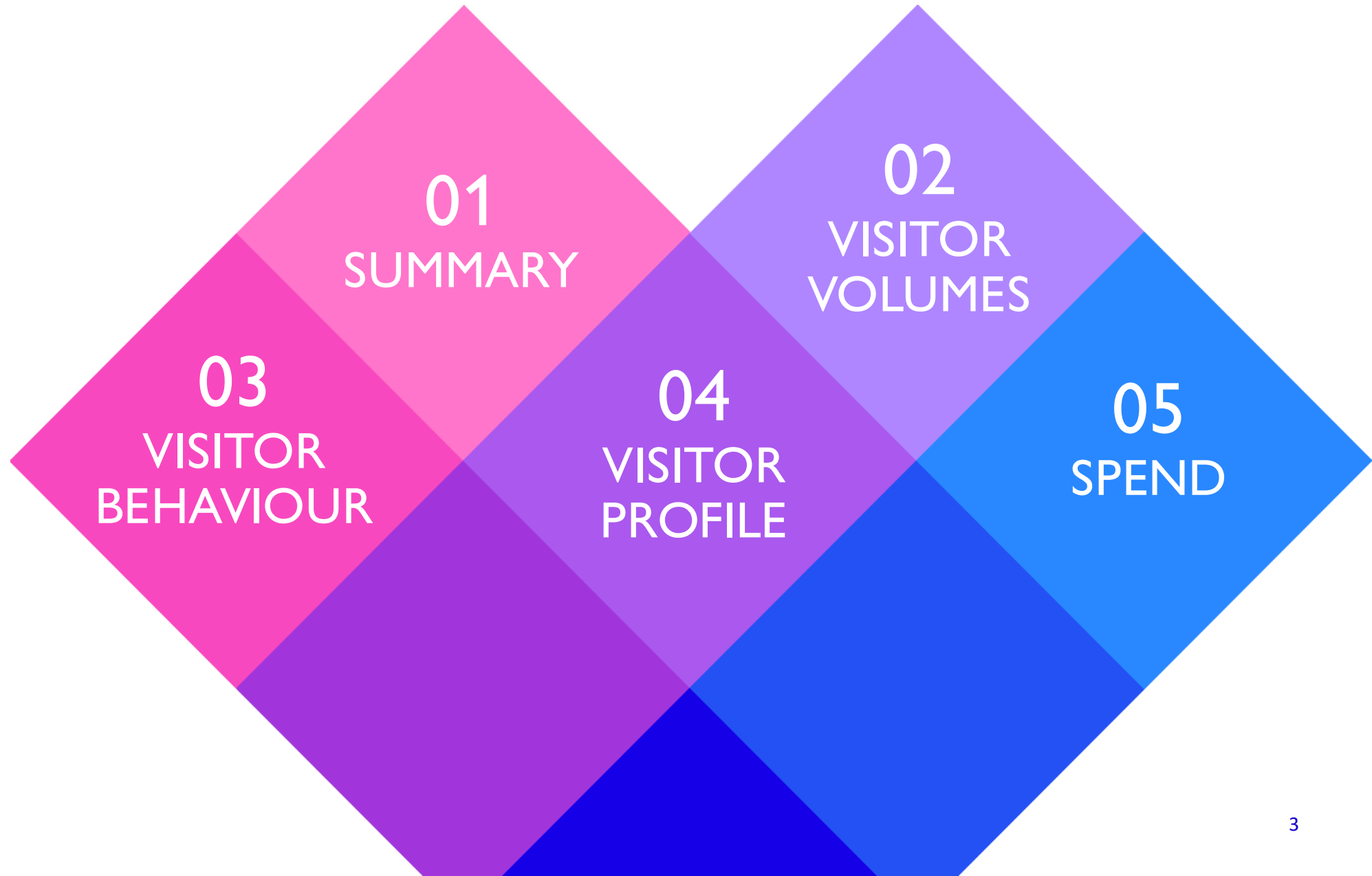
- Visitor footfall & profile
- Visitor behaviour
- Visitor catchment
- TfL station usage

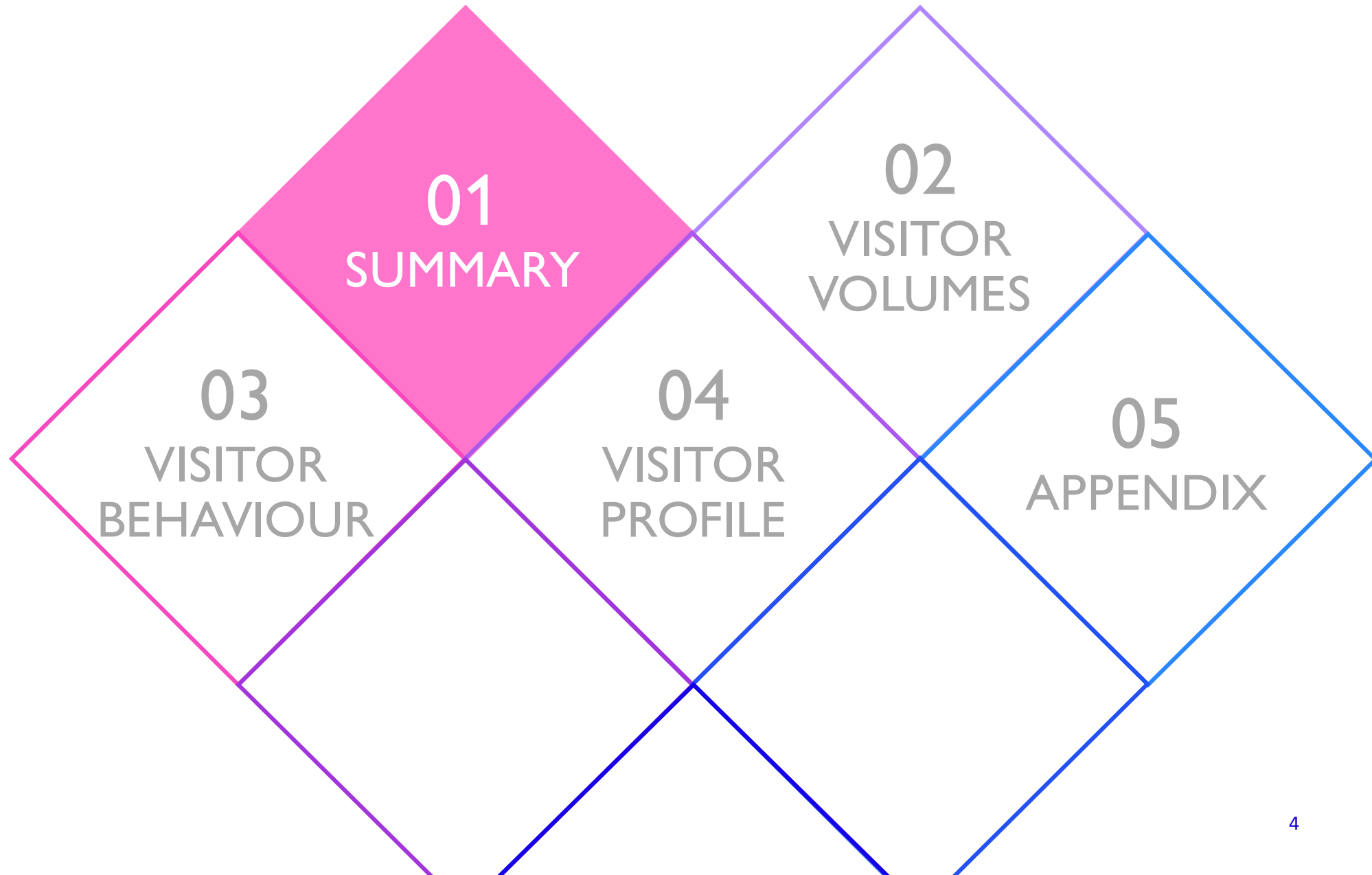
Raw visitor data is sourced from Huq, a leading mobility data provider using mobile phone movements to provide near real-time data on consumer activity across the world.





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# EXECUTIVE SUMMARY

## February 2026



### GROWTH IN VISIT VOLUMES YEAR-ON-YEAR BOOSTED BY HALF TERM ACTIVITY

Visit volumes in February were 3.2% higher compared to February 2025, helping to deliver a strong start to 2026 with year-to-date growth of 2.4%. While visits to the area were down compared to January this year, the combination of school half-term and Valentine's Day boosted performance, with week 8 tracking around 10% above the average February week.



### DECLINE IN OVERALL INTERNATIONAL SHARE, HOWEVER 9% GROWTH IN EUROPEAN VISITORS

The overall share of international visitors fell month on month as the elevated levels seen after the festive period returned to normal, with a greater focus on local and short-haul markets. Within this, visits from European markets grew by 9%, indicating stronger demand from nearby countries.



### WIDER CATCHMENT REACH DRIVEN BY SOCIAL & LEISURE VISITORS DURING HALF TERM

The domestic catchment extended beyond the core area in February, with a larger share of visits coming from tertiary zones. This broader reach reflects more social- and leisure-motivated trips during the school half-term period.



### MORE DIVERSE VISITOR PROFILE IN FEBRUARY

Alongside the catchment changes in February, the visitor mix became more varied, with the top five MOSAIC groups' share falling by 4 percentage points month-on-month. This broader profile, together with lower visit frequency, points to visitors coming less often but from a wider range of backgrounds across the month.

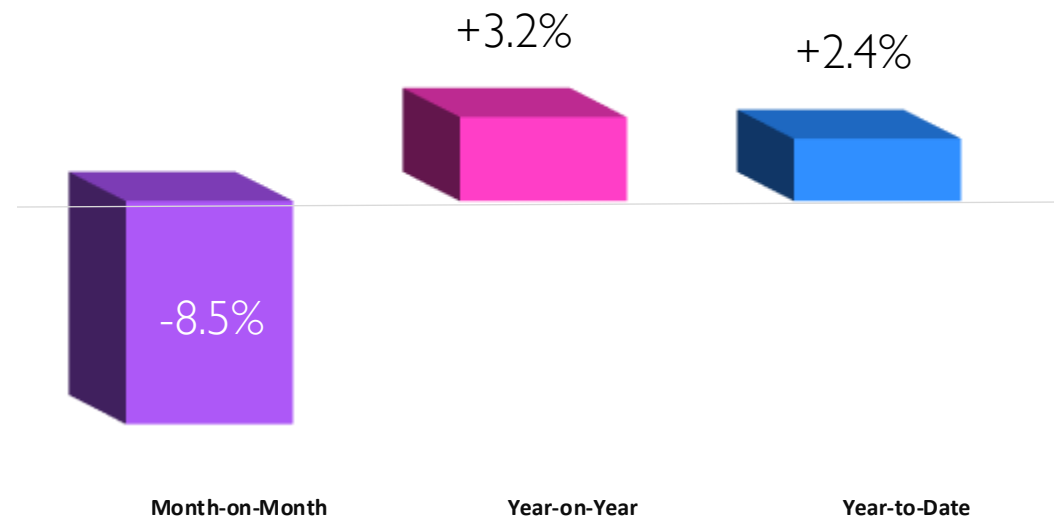




# SUMMARY - VISIT VOLUMES

February 2026

YoY visits in February were up **3.2%**, sustaining a strong start to 2026 with YtD growth of **2.4%**, despite a MoM decline compared to January.

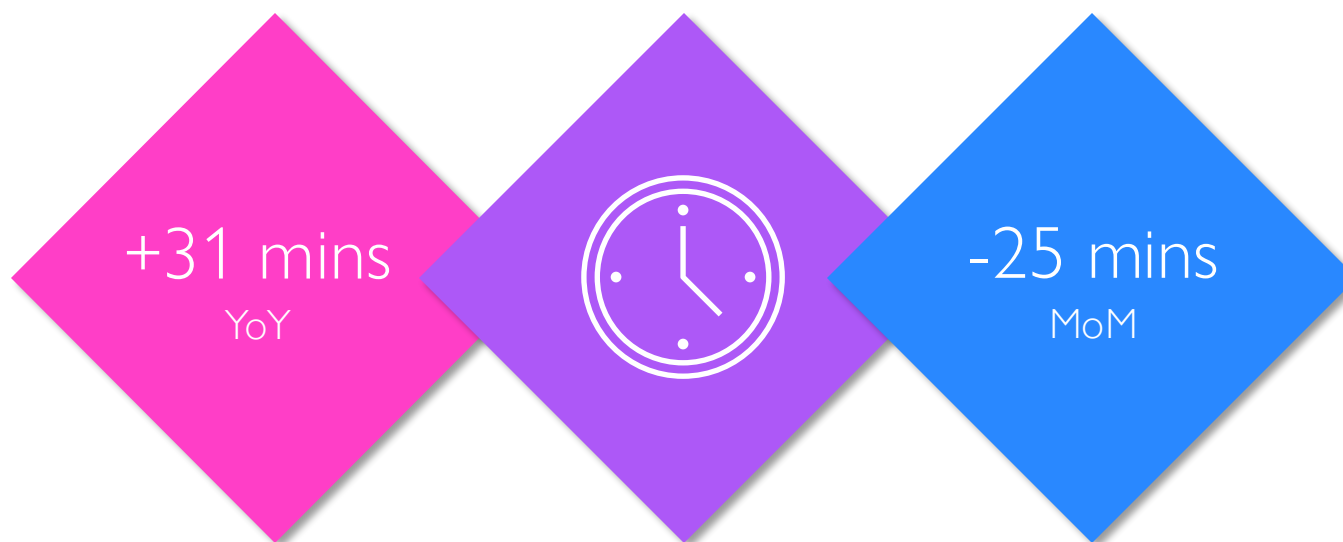




# SUMMARY - VISIT DWELL

February 2026

Visitor dwell time increased by **21 minutes** YoY, with people spending around 2 hours 50 minutes in the HOL area.





# SUMMARY - DOMESTIC VISITOR ORIGIN

February 2026

Greater pull-in of visitors from outside regular catchment during February (+4.0% MoM), representing increased social & leisure visitors during half-term.

Total Catchment | **91.6%** visitors

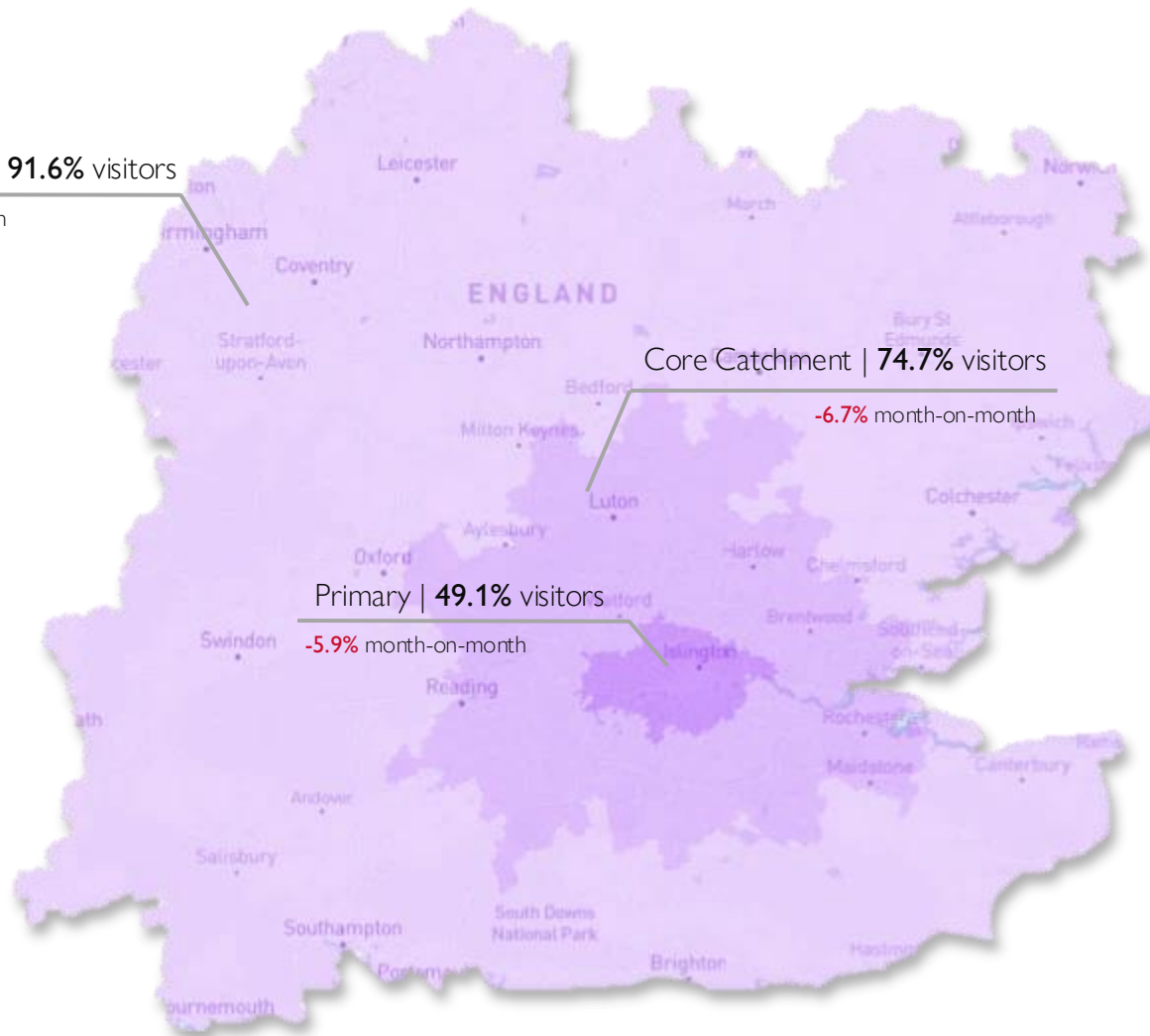
-4.0% month-on-month

Core Catchment | **74.7%** visitors

-6.7% month-on-month

Primary | **49.1%** visitors

-5.9% month-on-month



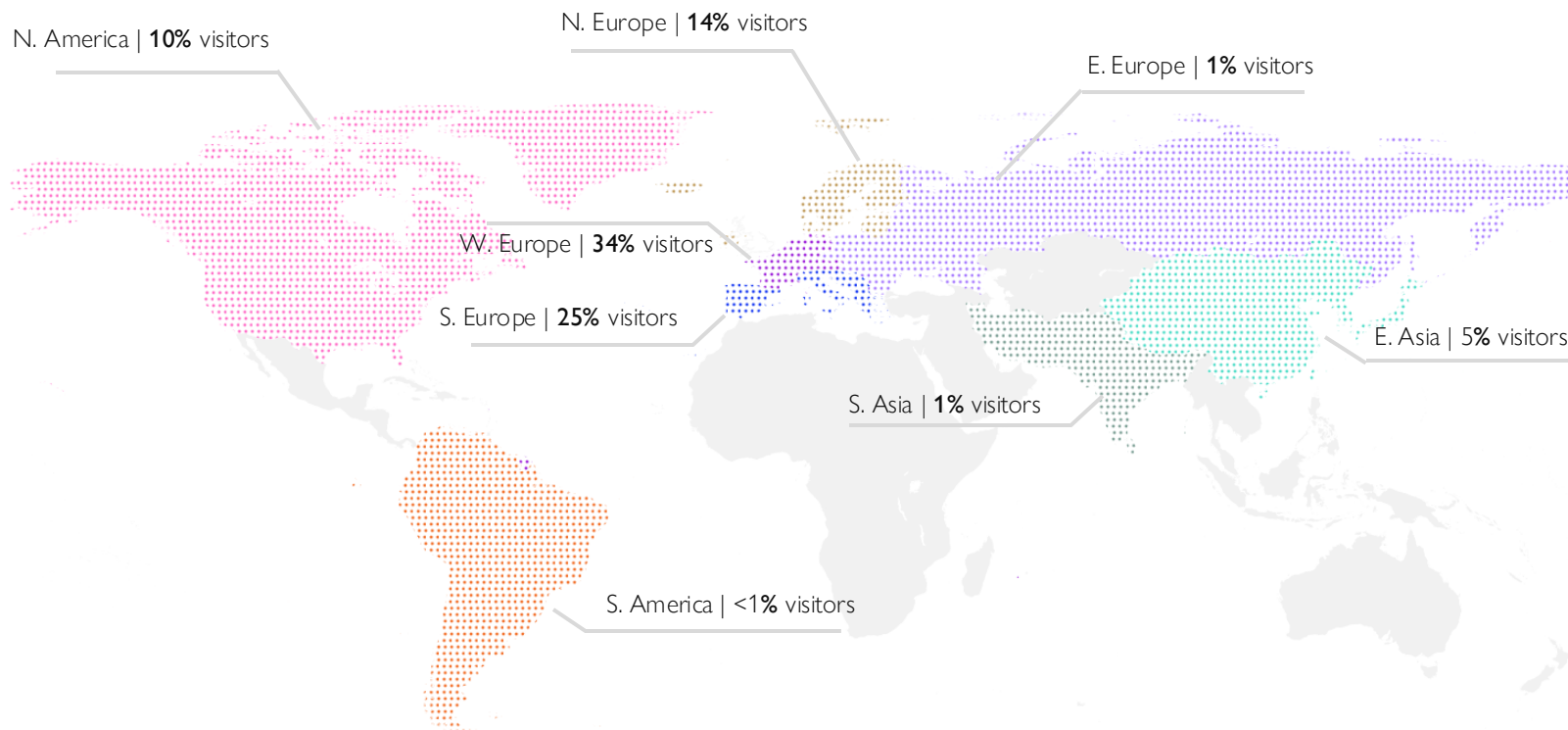


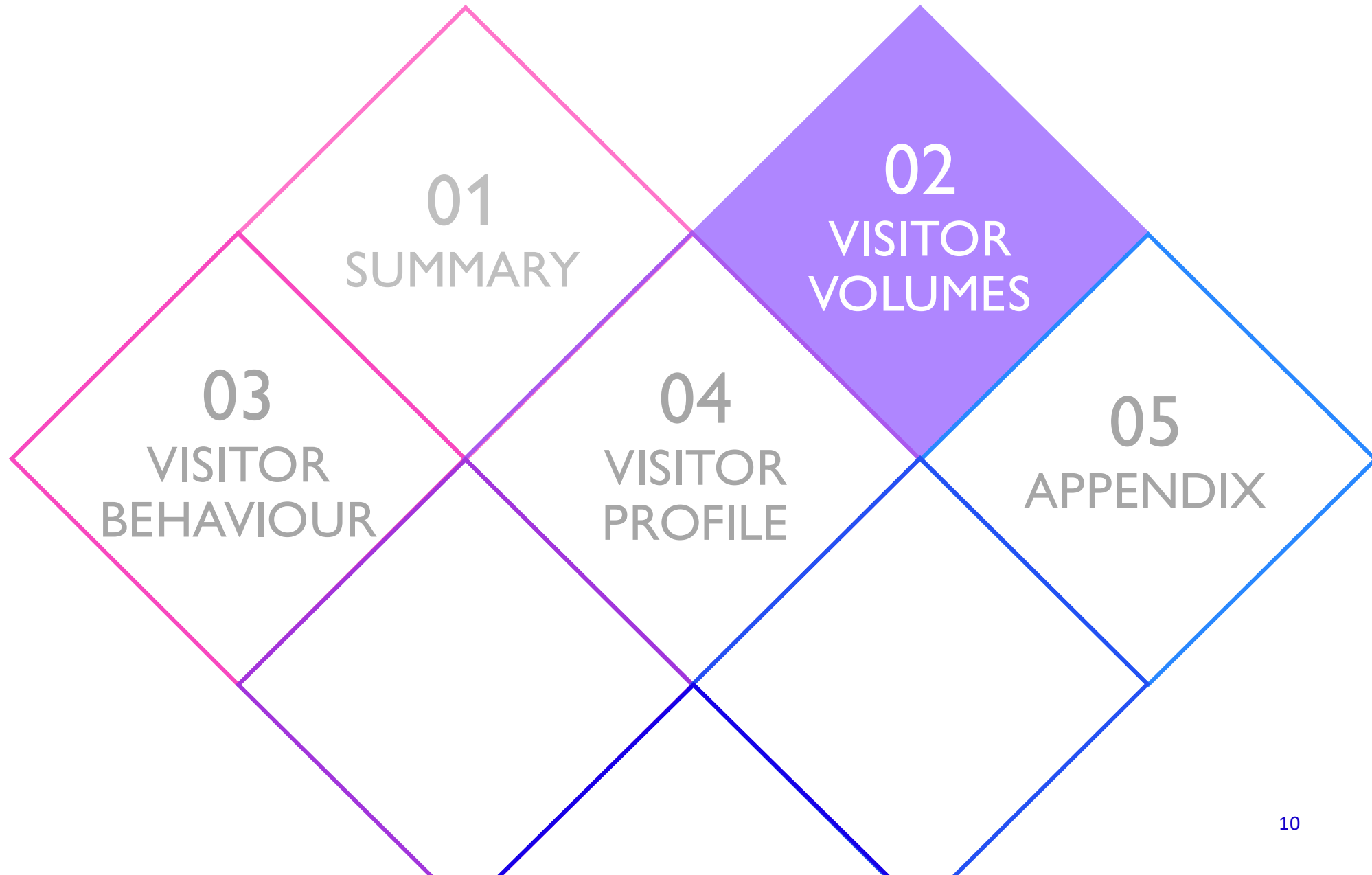
# SUMMARY - INTERNATIONAL VISITATION

February 2026

**7%** of the total HOL visitors came from outside of UK in February, with strong growth in European visitors accounting for **74%** of international visitors (**+9% MoM**).

Share of International Visits (%)

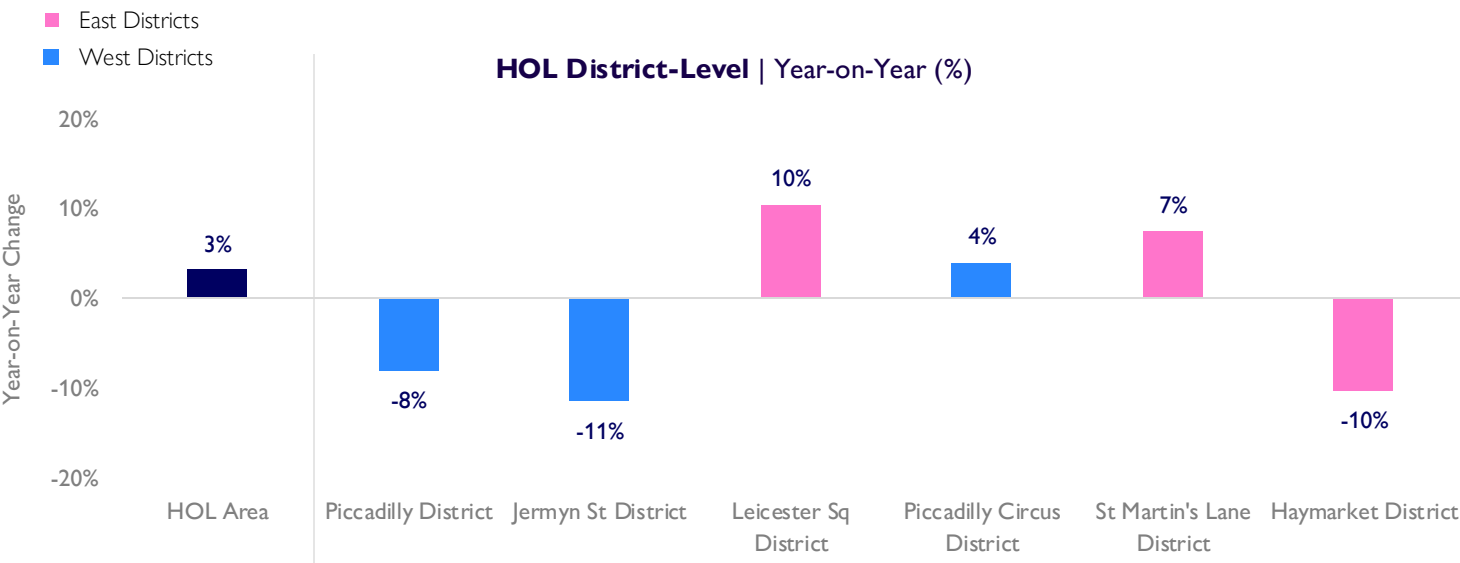
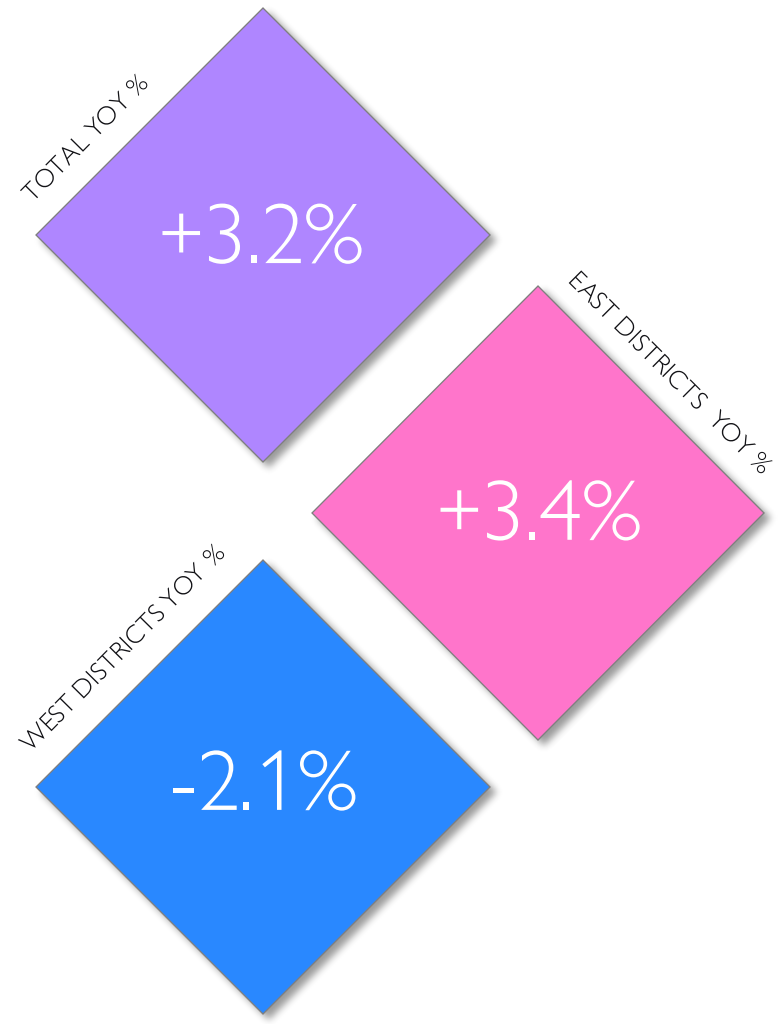






# VISIT VOLUMES UP 3% YEAR-ON-YEAR, WITH GROWTH ACROSS TOURIST-LED DISTRICTS

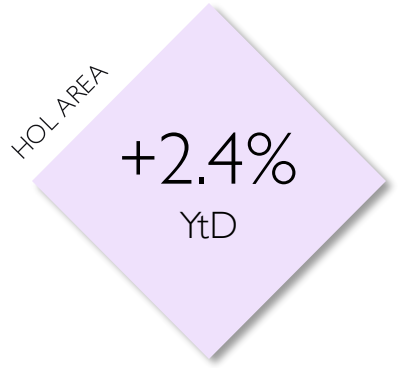
- Visits across the HOL area were up 3.2% YoY, with growth in tourist-focused eastern districts (+3.4%) offsetting a decline in worker-focused western districts (-2.1%), in line with January trends.
- Leicester Square District and St Martin's Lane District, both leisure-focused, recorded strong YoY growth of 10% and 7% respectively in February.
- Although worker-focused districts fell by 2.1% overall, Piccadilly Circus District still achieved a 4% YoY increase in visit volumes.



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

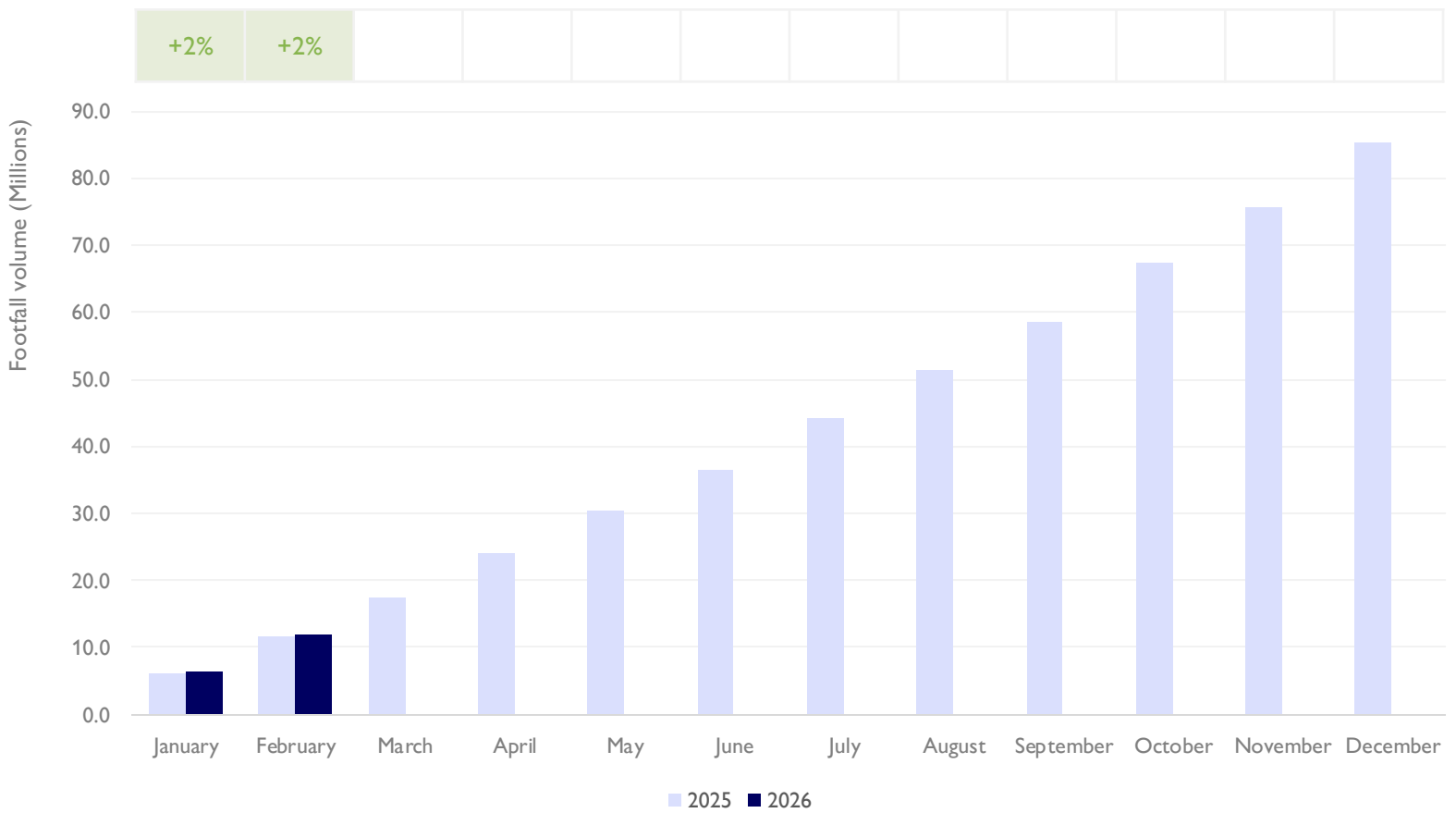


# YEAR-TO-DATE VISITS UP +2.4% REPRESENTING STRONG START TO 2026



- Strong YoY performance in February means total visits across the HOL area are 2.4% higher than in the same two-month period in 2025.
- Leicester Square District has seen the fastest YtD growth, with visit volumes 10% higher over the first two months of 2026.

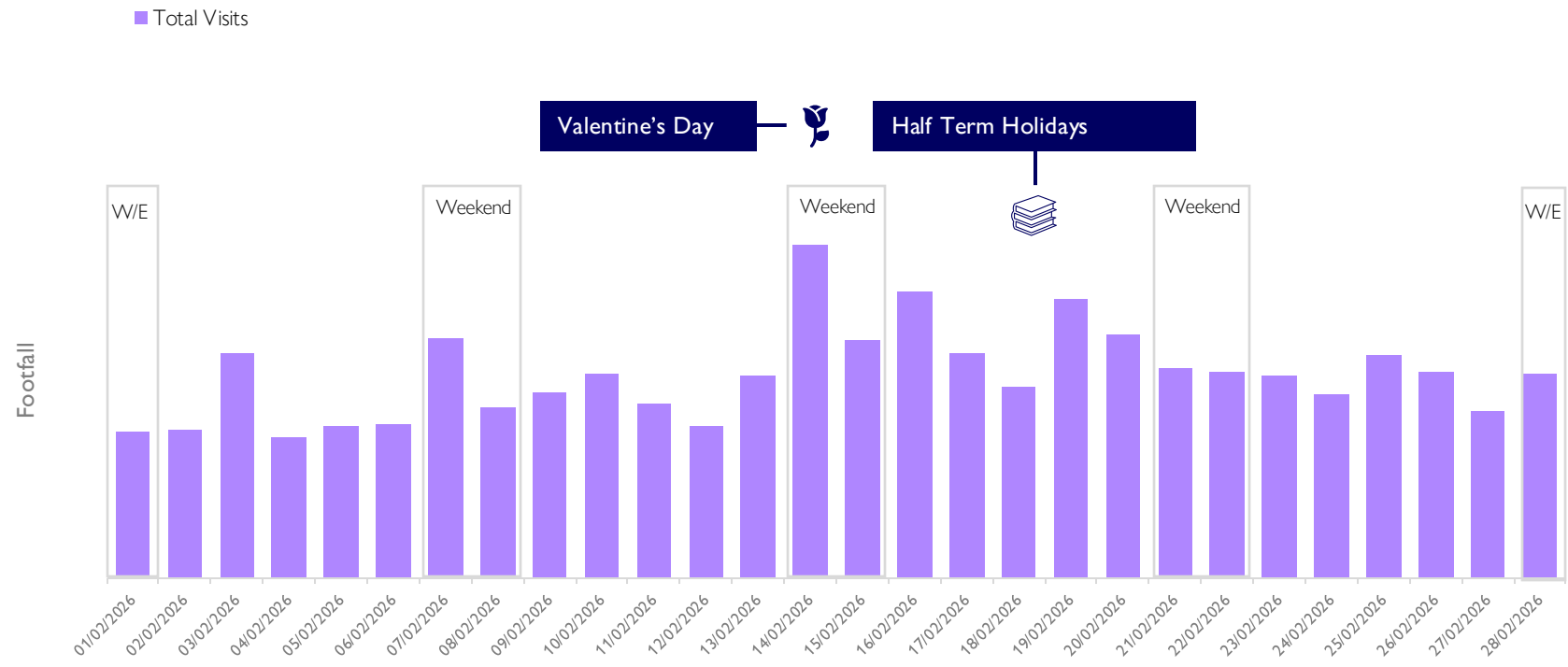
HOL Area | Year-to-Date Visit Performance





# STRONG UPLIFT IN VISIT VOLUMES DURING SCHOOL HALF-TERM, +10% AHEAD OF AVERAGE WEEK VOLUMES

HOL Area | Monthly Footfall

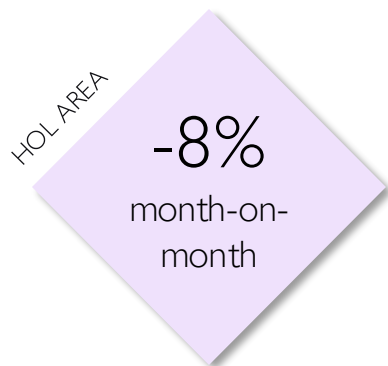


- Visit volumes rose sharply over the middle weekend of February and the following week, aligning with Valentine's Day and the school half-term break.
- Average daily visits in week 8 (half-term) were 10% higher than the average week in February 2026, reflecting more social and leisure-driven trips.
- Visit volumes peaked on 14 February, 35% above the average Saturday for the month, influenced by better weather and Valentine's Day activity.

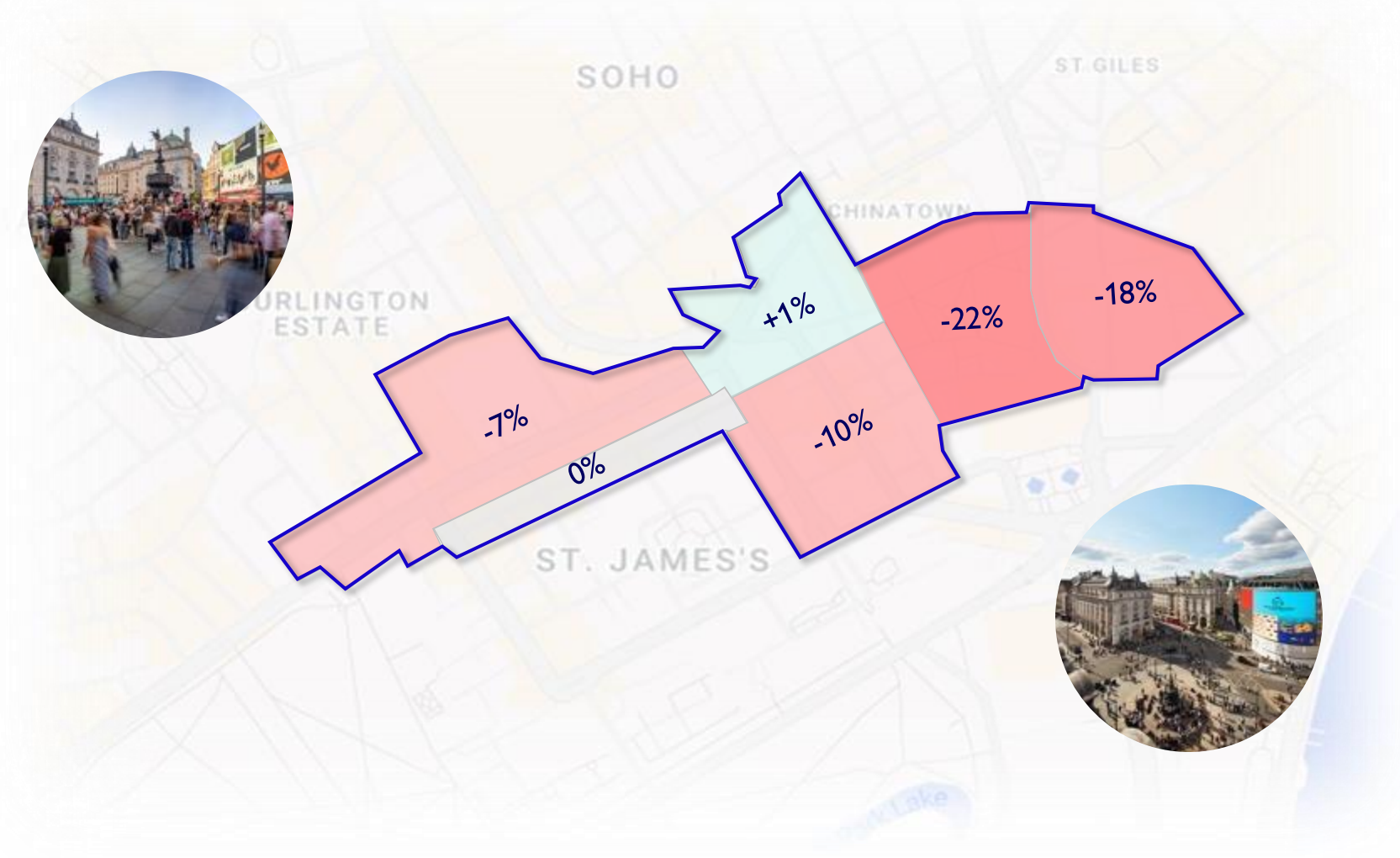
	Week 6	Week 7	Week 8	Week 9
Avg. Daily Visits	182,816	213,835	234,860	222,982
Avg. Daily Rain (mm)	3.7	4.1	2.4	1.8



# MONTH-ON-MONTH DECLINE IN VISITS ACROSS HOL AREA, WITH EASTERN TOURIST-LED DISTRICTS SEEING HIGHER DECLINE



- Overall, visit volumes in the HOL area were 8% lower in February than in January.
- MoM declines were steeper in the eastern, tourist-focused districts, partly because January benefited from lingering festive activity.
- Piccadilly Circus District was the most resilient, recording a small 1% increase in visits compared with January.





# 15.9M PEOPLE IN HOL AREA'S DOMESTIC CORE CATCHMENT

15.9m

core catchment  
population

32.0m

total catchment  
population

## Catchment Band

## Population (millions)

Primary

6.9m

Secondary

8.9m

## Core Catchment

(75% of visitors)

15.9m

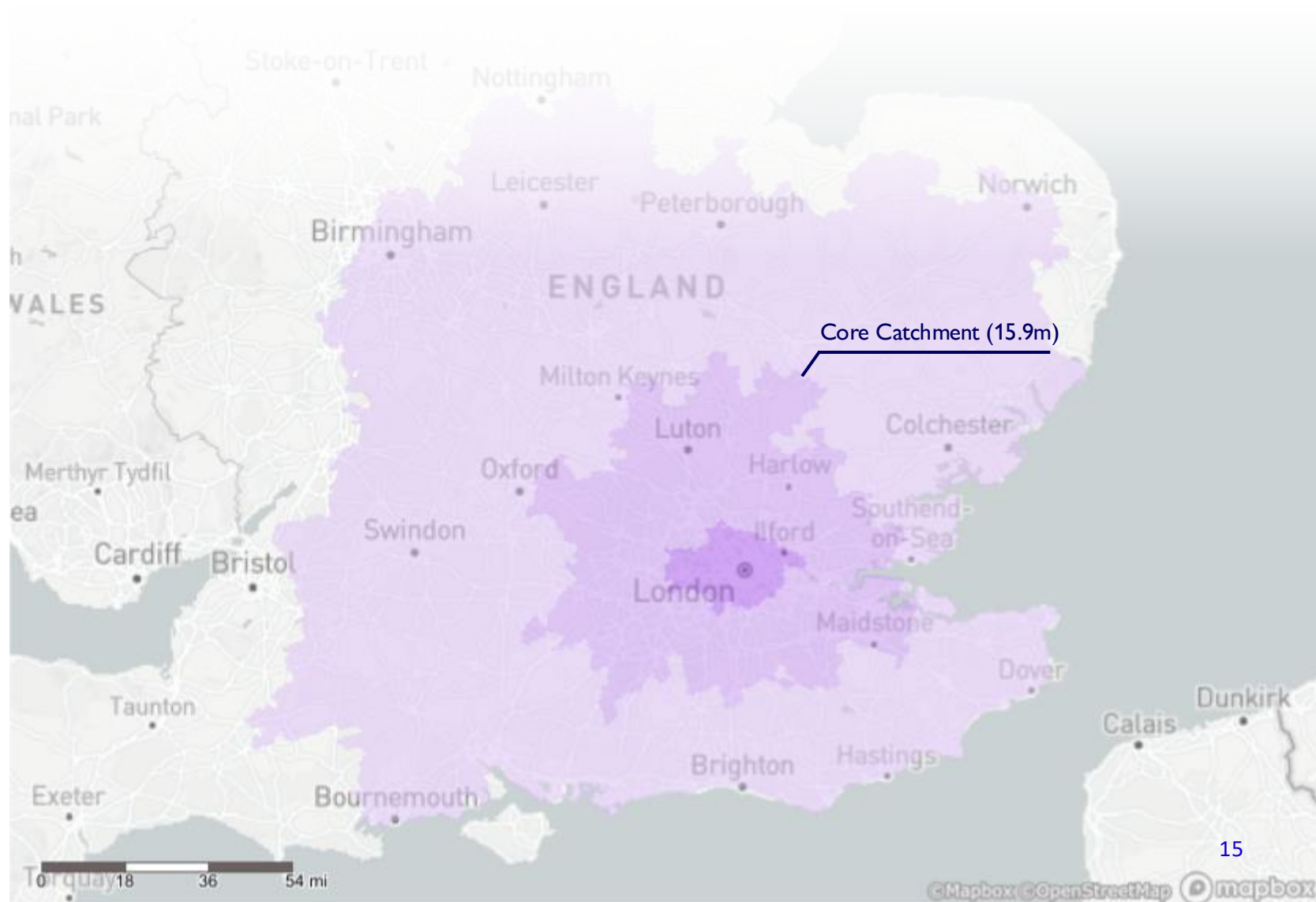
Tertiary

16.2m

## Total Catchment

(90% of visitors)

32.0m



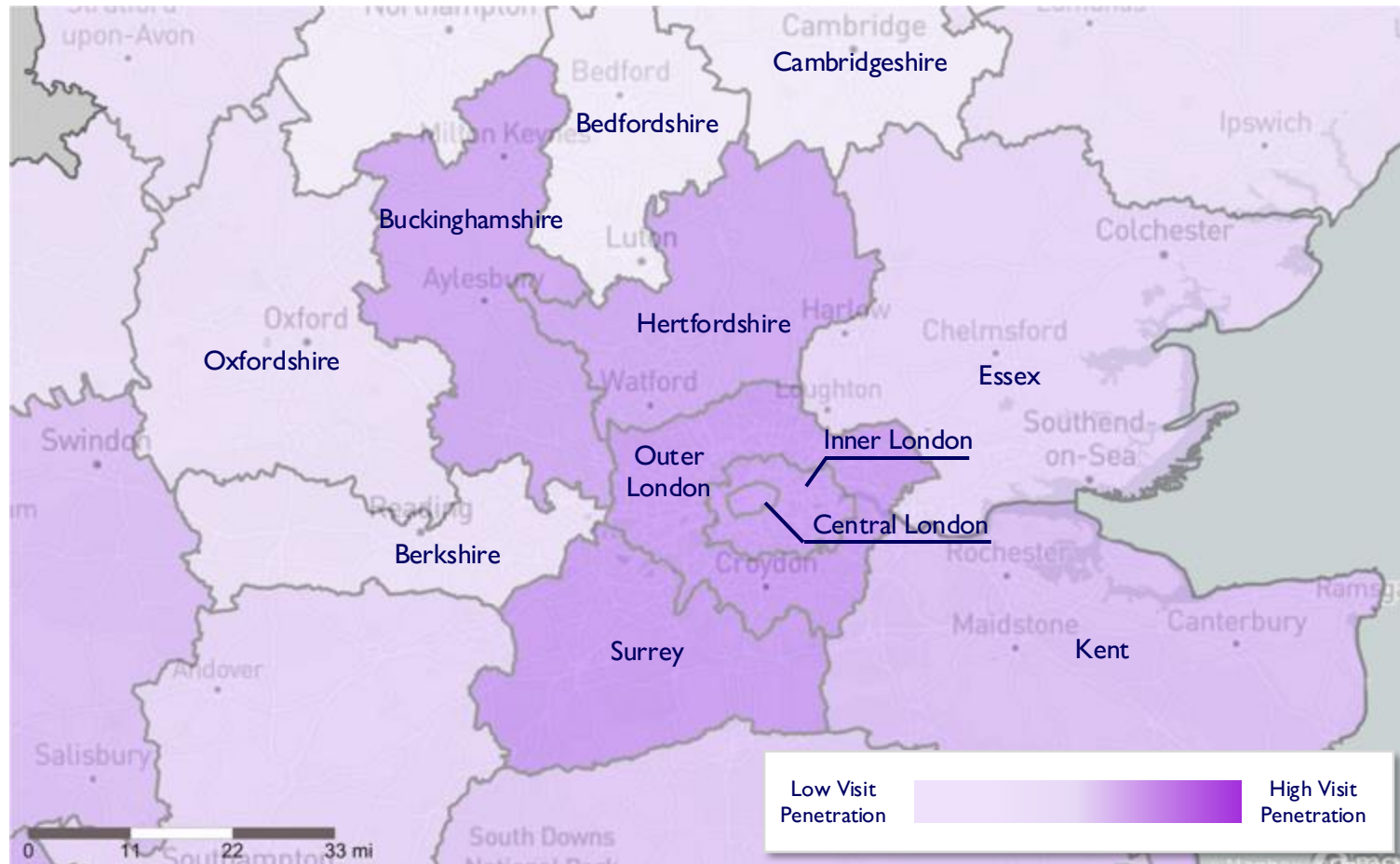
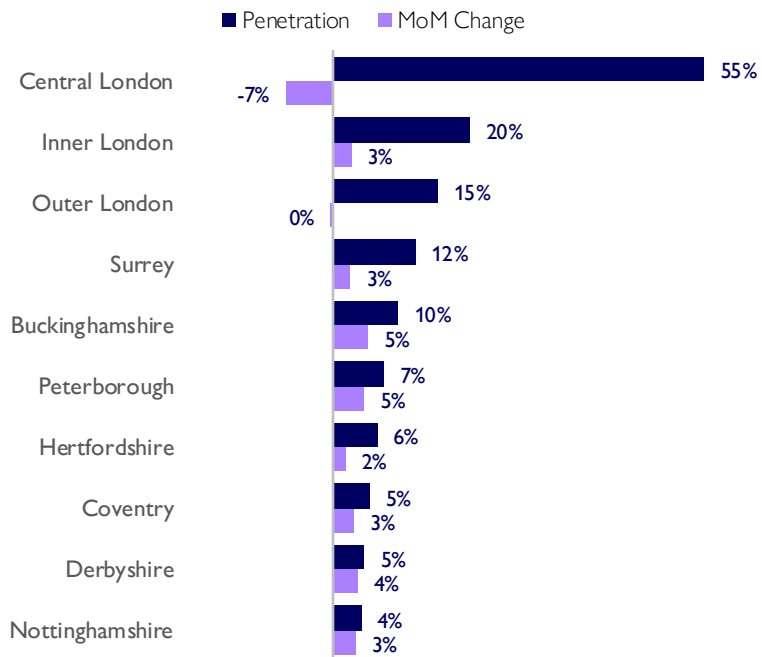


# UPLIFT IN PENETRATION FROM AREAS OUTSIDE OF LONDON, REPRESENTING IMPACT OF HALF-TERM

55% visit penetration within Central London

-7% Increased penetration from Central London month-on-month

Visit Penetration | Top 10 Counties

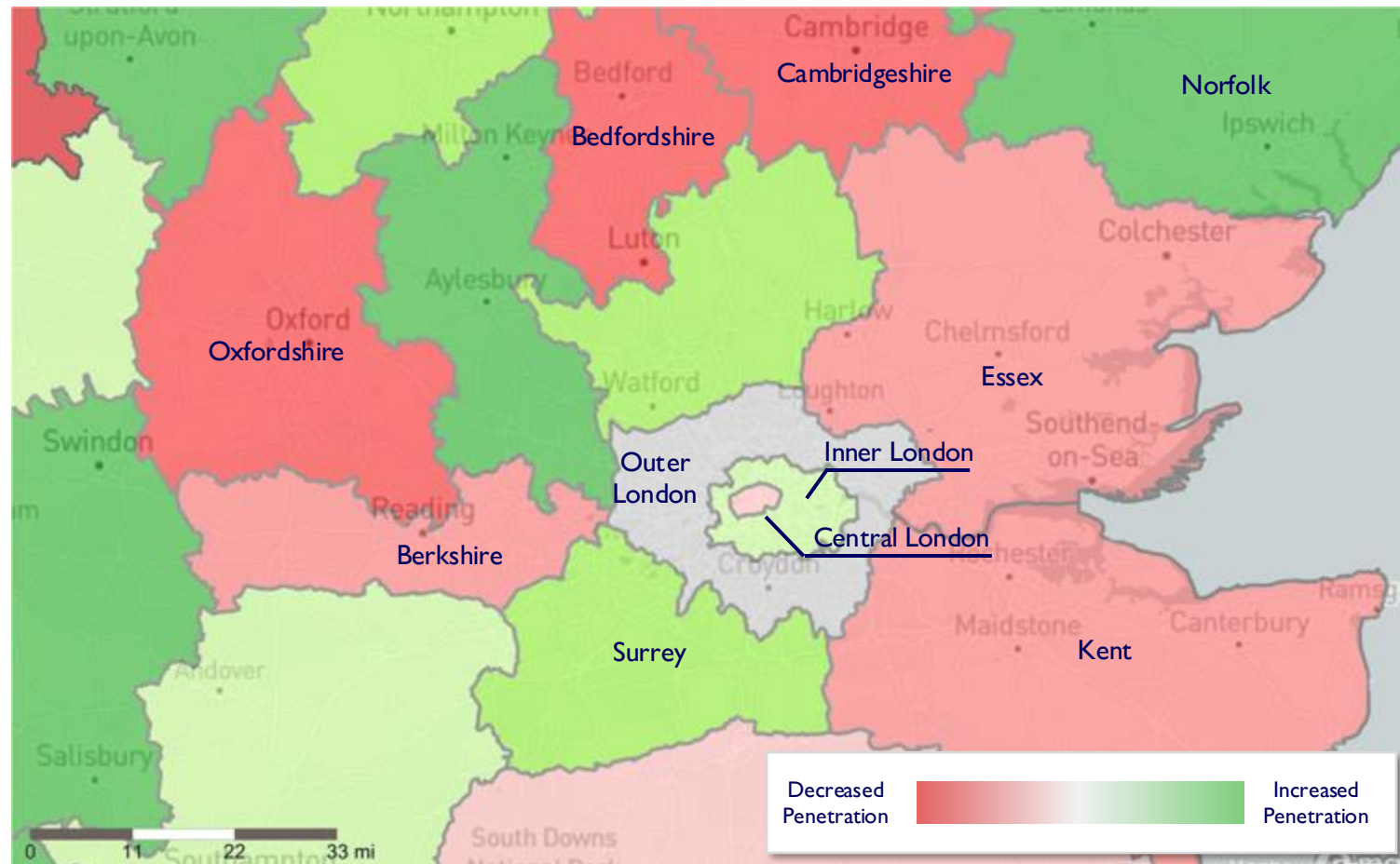




# GREATER PULL-IN FROM OUTSIDE HOL AREA'S CATCHMENT (+4%) REPRESENTING SOCIAL VISITORS FROM FURTHER AFIELD

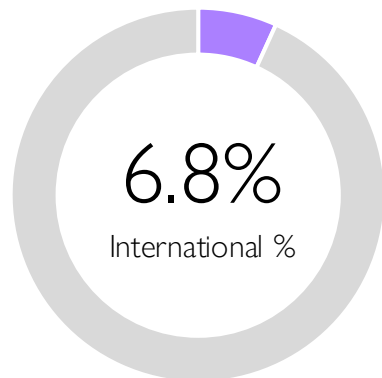
- The share of visits coming from the HOL area's base catchment fell by 4.0 percentage points in February, driven by a 6.7-point drop in the core catchment, indicating more social visitors travelling from further afield during half-term.

Catchment Band	Feb-26 Visit %	Percentage Point change vs. previous month
Primary	49.1%	-5.9%
Secondary	25.7%	-0.8%
<b>Core Catchment</b> <i>(75% of visitors)</i>	<b>74.7%</b>	<b>-6.7%</b>
Tertiary	16.8%	+2.7%
<b>Total Catchment</b> <i>(90% of visitors)</i>	<b>91.6%</b>	<b>-4.0%</b>
<i>Pull-In</i>	8.4%	+4.0%





# INTERNATIONAL SHARE OF VISITORS SAW DECLINE BOTH MONTH-ON-MONTH (-1.3%) AND YEAR-ON-YEAR (-2.4%)



-1.3%  
MoM

-2.4%  
YoY

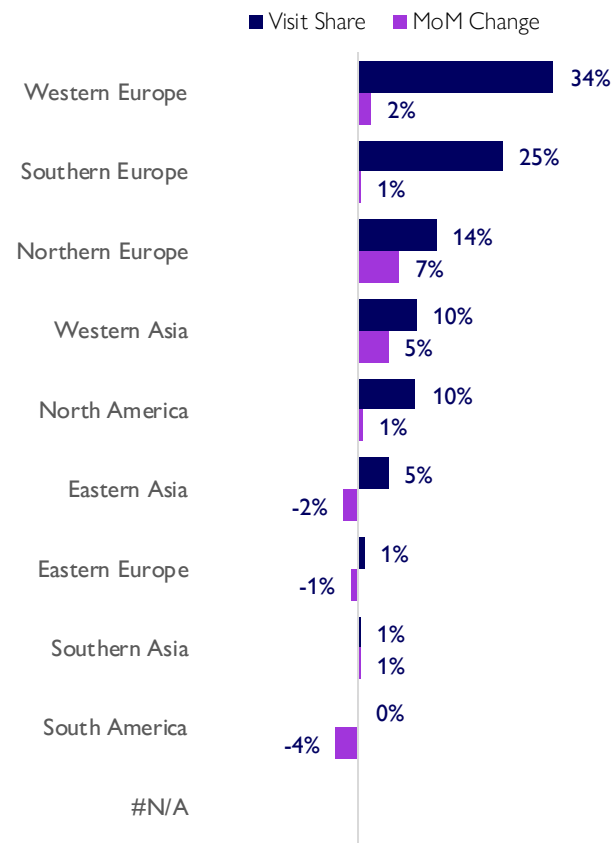
- International visitors made up 7% of all visits in February, 1.3% lower than in January and 2.4% lower than in February 2025.
- Tourist-focused districts such as Leicester Square and St Martin's Lane recorded small MoM increases in their share of international visitors.
- Every district saw a YoY fall in its international visitor mix, with the overall international share for the HOL area down 2.4% versus February 2025.

Area	International Mix (%)	Month-on-Month	Year-on-Year
HOL Area	6.8%	-1.3%	-2.4%
Piccadilly District	5.0%	-2.9%	-2.8%
Jermyn St District	8.1%	-2.8%	-1.8%
Leicester Sq District	10.6%	+2.1%	-0.3%
Piccadilly Circus District	11.0%	+0.6%	-0.2%
St Martin's Lane District	8.0%	+0.1%	-2.1%
Haymarket District	9.1%	-7.6%	-1.4%
Core West End	5.5%	-0.7%	-2.3%



# SIGNIFICANT UPLIFT IN SHARE OF EUROPEAN VISITORS IN FEBRUARY, BOTH MONTH-ON-MONTH & YEAR-ON-YEAR

Visit Share | Top 10 Regions

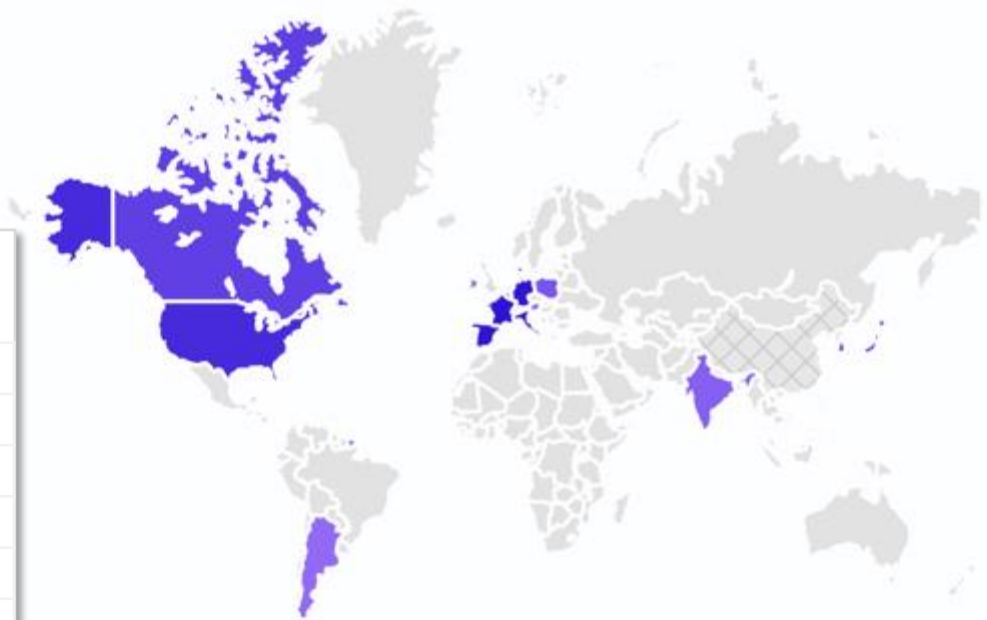


**73.5%** Europe  
 +9.1% MoM +6.5% YoY

**10.1%** N. America  
 +1.0% MoM -1.6% YoY

**2.0%** Middle East  
 -0.8% MoM +1.6% YoY

Share of International Visits (%)



**Visit Share**  
Top 5 Countries (% of Intl)

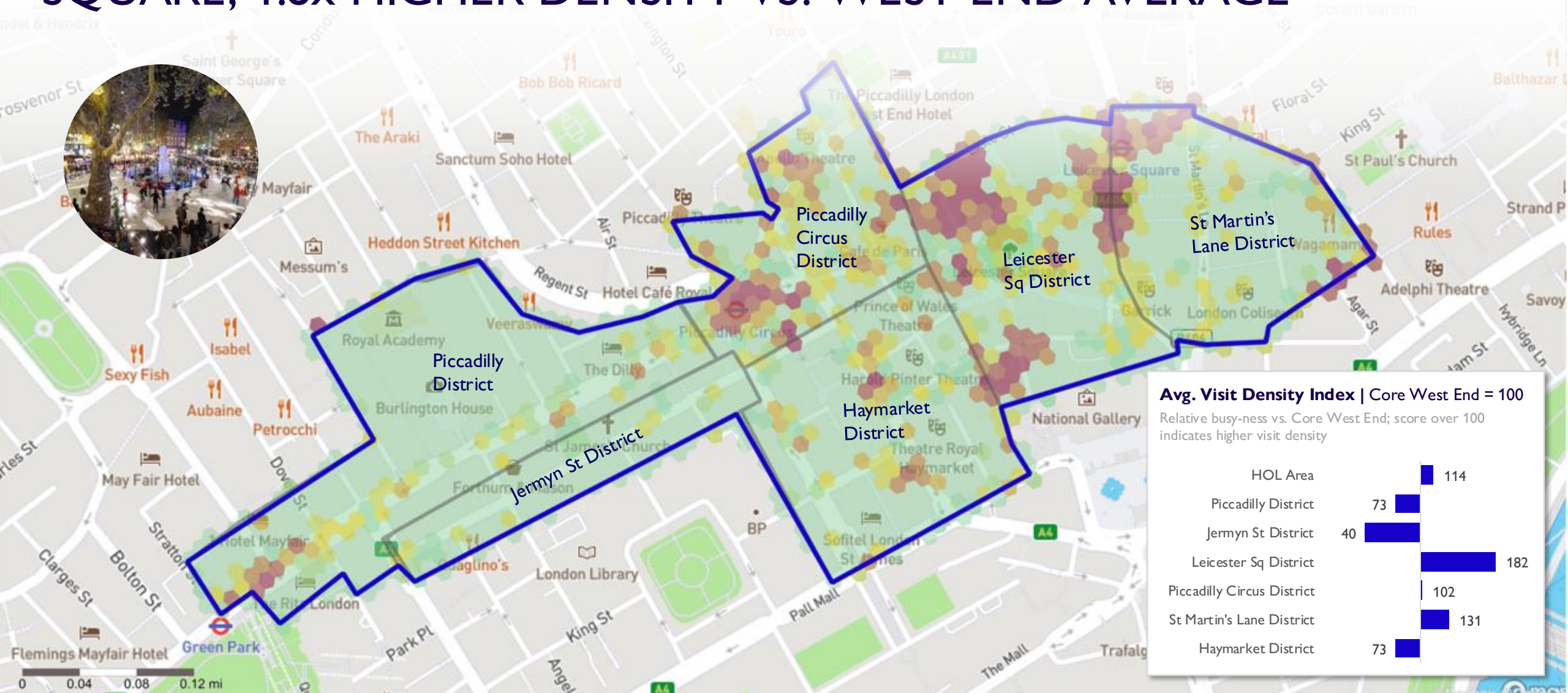
Country	%	MoM
France	14.9%	+7.1%
Spain	13.5%	+3.1%
Denmark	12.9%	+12.9%
Germany	12.9%	+7.7%
Italy	11.5%	-0.8%

International data unavailable for China

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



# CONTINUED HIGHEST VISIT DENSITY ACROSS LEICESTER SQUARE, 1.8x HIGHER DENSITY VS. WEST END AVERAGE



**Avg. Visit Density Index | Core West End = 100**  
 Relative busy-ness vs. Core West End; score over 100 indicates higher visit density

HOL Area		114
Piccadilly District	73	
Jermyn St District	40	
Leicester Sq District		182
Piccadilly Circus District		102
St Martin's Lane District		131
Haymarket District	73	

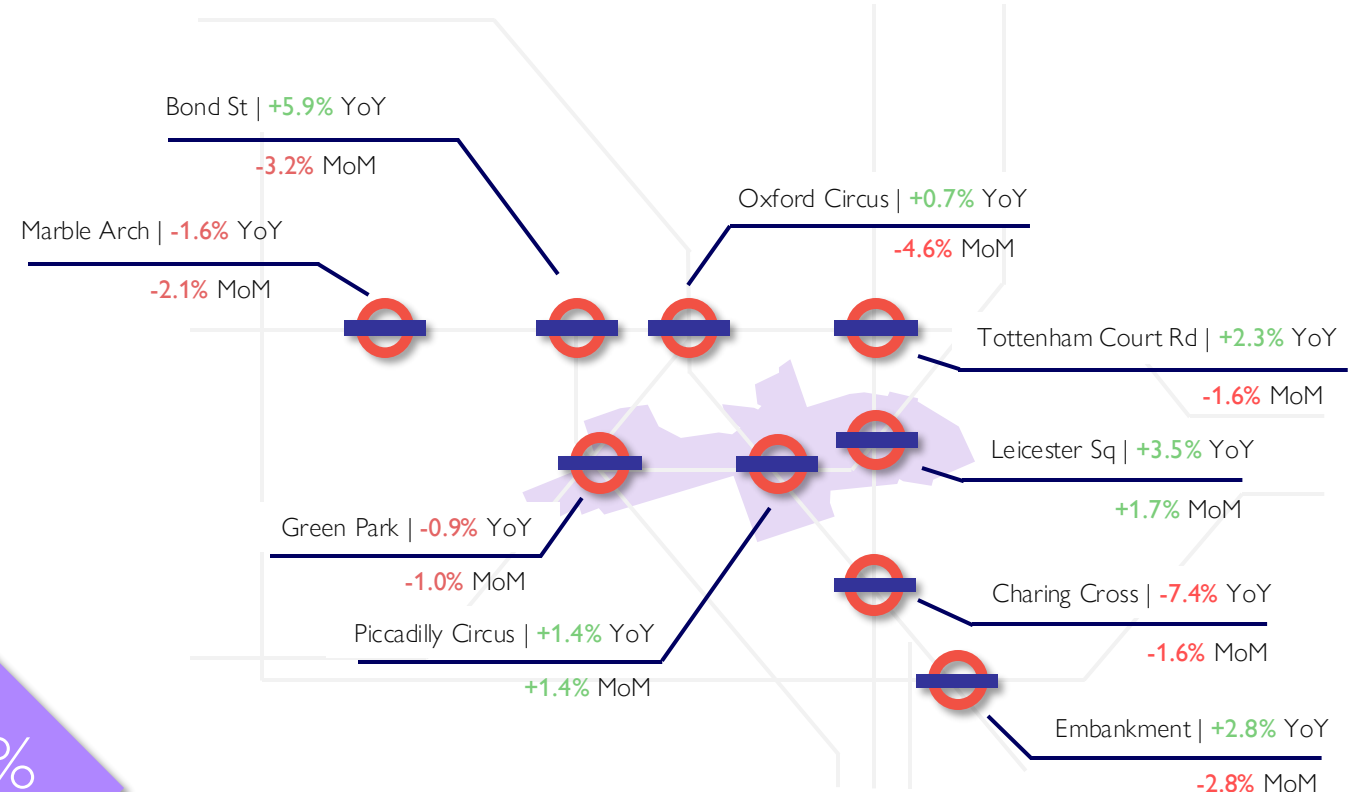


# GROWTH IN STATION USAGE YEAR-ON-YEAR, IN-LINE WITH VISIT VOLUMES.

- TfL station entries and exits across HOL stations rose 1.3% YoY, in line with the 3.2% increase in overall visits to the area.
- Leicester Square station recorded the strongest growth, with entries and exits up 3.5% YoY and 1.7% MoM.
- HOL stations saw 0.6% MoM growth, outperforming wider West End stations which declined by 1.8% versus January.

Increase in usage from stations within HOL area in February 2026 vs. February 2025<sup>1</sup>

+1.3%  
YoY



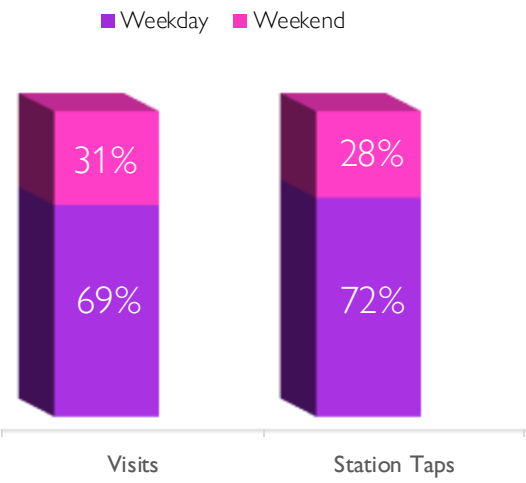
<sup>1</sup> Stations within HOL Area: Leicester Sq, Piccadilly Circus, Green Park  
Source: Transport for London



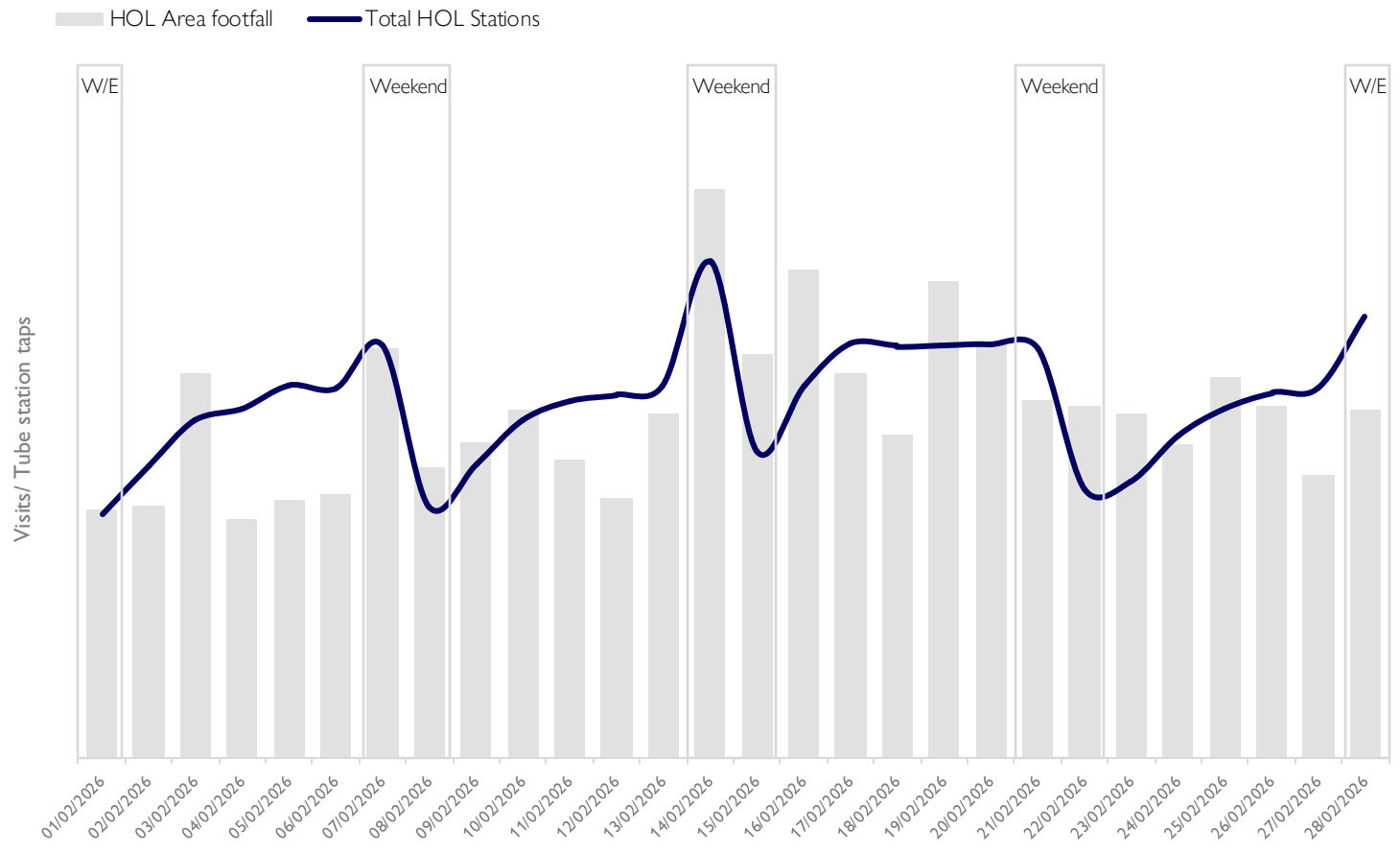
# ALIGNMENT BETWEEN STATION USAGE & HOL AREA VISIT TRENDS, DESPITE +3% HIGHER WEEKEND SHARE IN STATION TAPS

- Visit volumes and TfL station usage across the HOL area aligned closely, with peaks on Saturdays reflecting social and leisure visitors using the TfL network to arrive and explore the area.
- The peak day for both visits and station usage was Saturday 14 February, with over 335,000 entries and exits recorded across HOL stations.

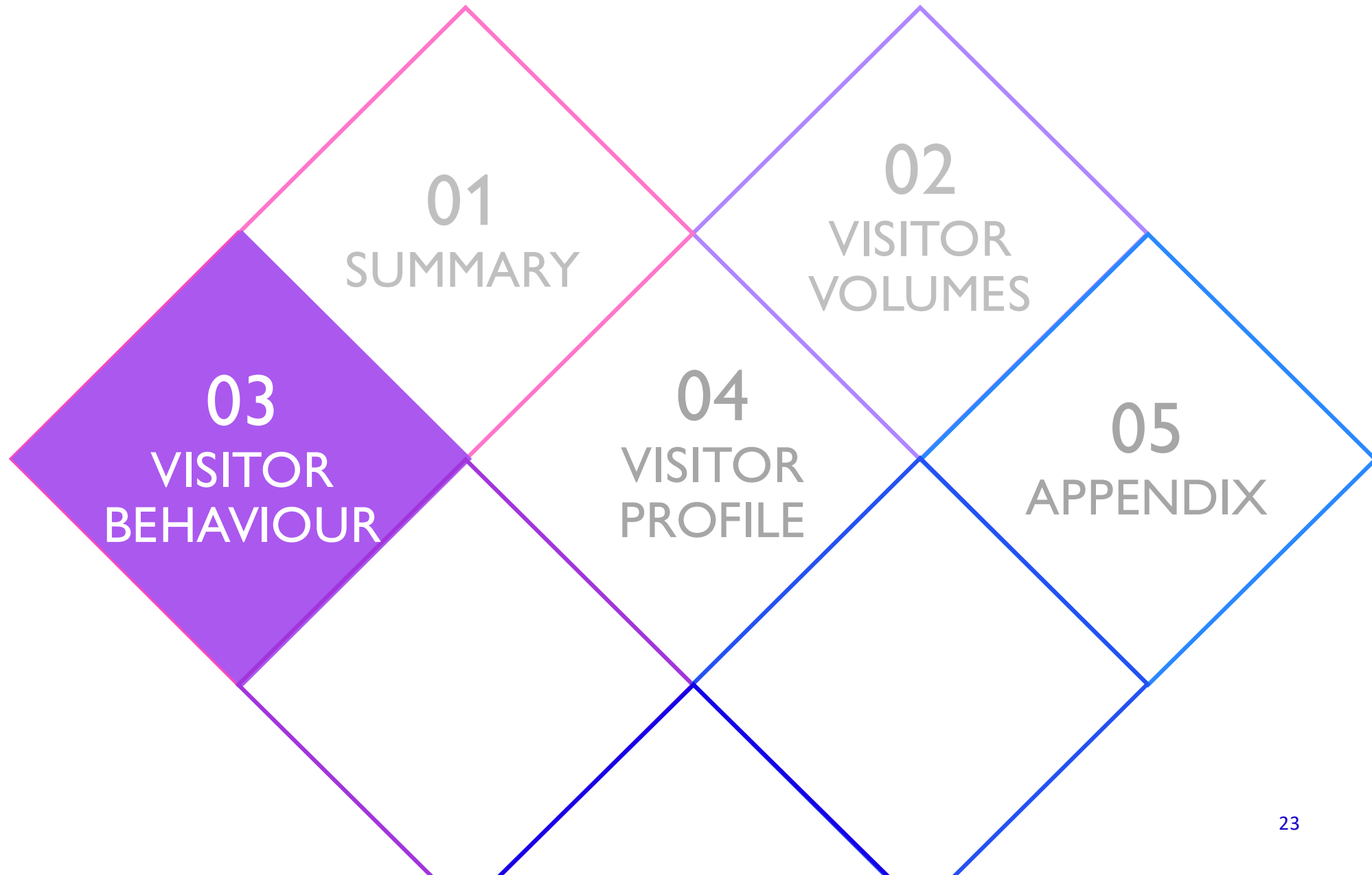
Visit & TfL Usage | Weekday vs Weekend



Footfall vs. TfL Usage | February 2026



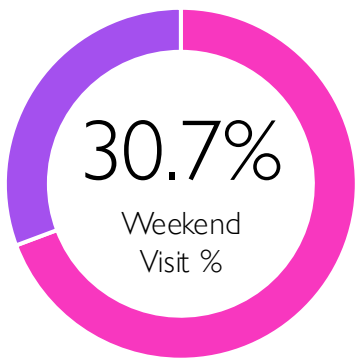
<sup>1</sup> Stations within HOL Area: Leicester Sq, Piccadilly Circus, Green Park





# HIGH WEEKEND ACTIVITY, CAPTURING 31% OF TOTAL VISITS, WITH HIGHEST SHARE ACROSS TOURIST-FOCUSED DISTRICTS

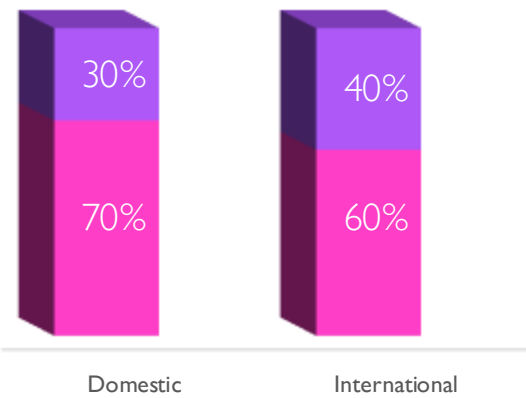
**HOL Area | Weekday vs Weekend**



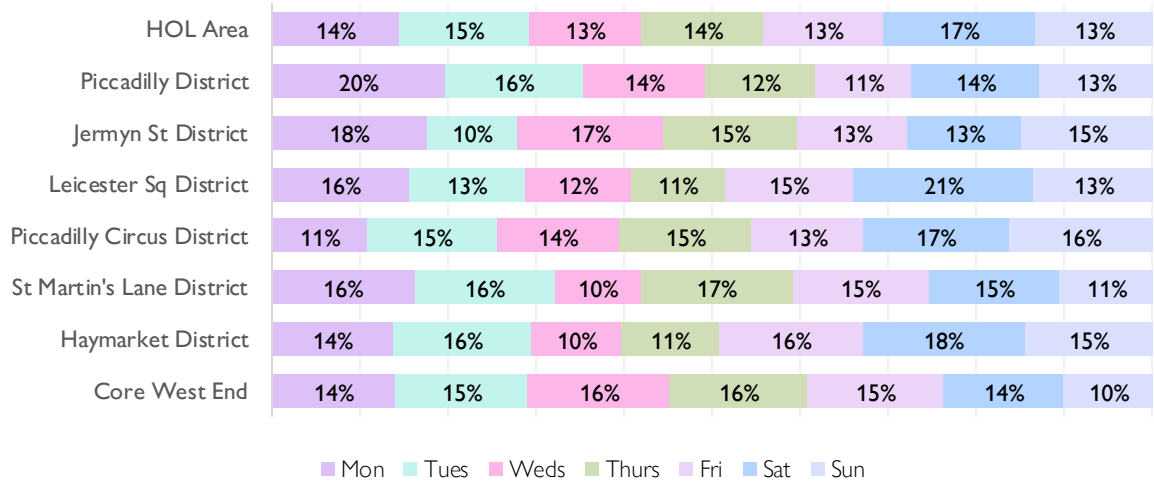
- The share of weekend visits rose by 4% MoM, accounting for over 30% of all visits to the HOL area in February.
- The area continues to attract a higher proportion of weekend visitors than the wider Core West End (by 7 percentage points), reflecting its strong leisure offer.
- International visitors showed a stronger weekend bias, driven by short-haul Europeans, while domestic visits were more evenly spread due to workers in the area.



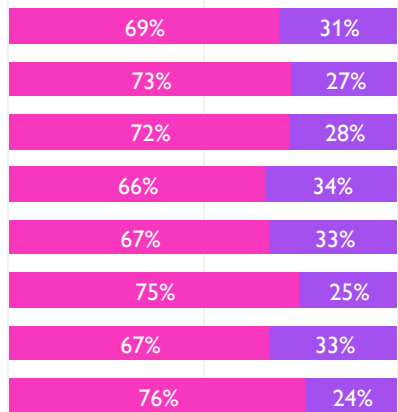
**Visitor Origin | Weekday vs Weekend**



**Daily Visit Distribution | District-Level**



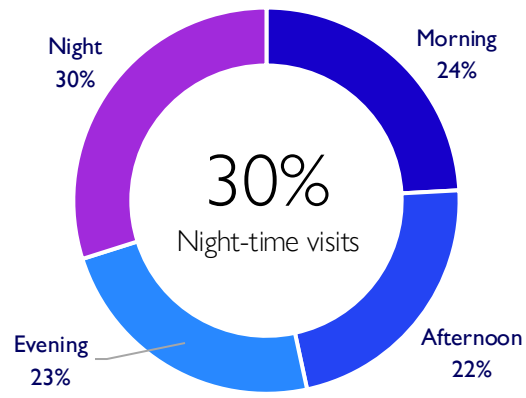
**Weekday vs Weekend**





# INCREASED NIGHT-TIME VISITS IN FEBRUARY, REPRESENTING SOCIAL & LEISURE PROVISION

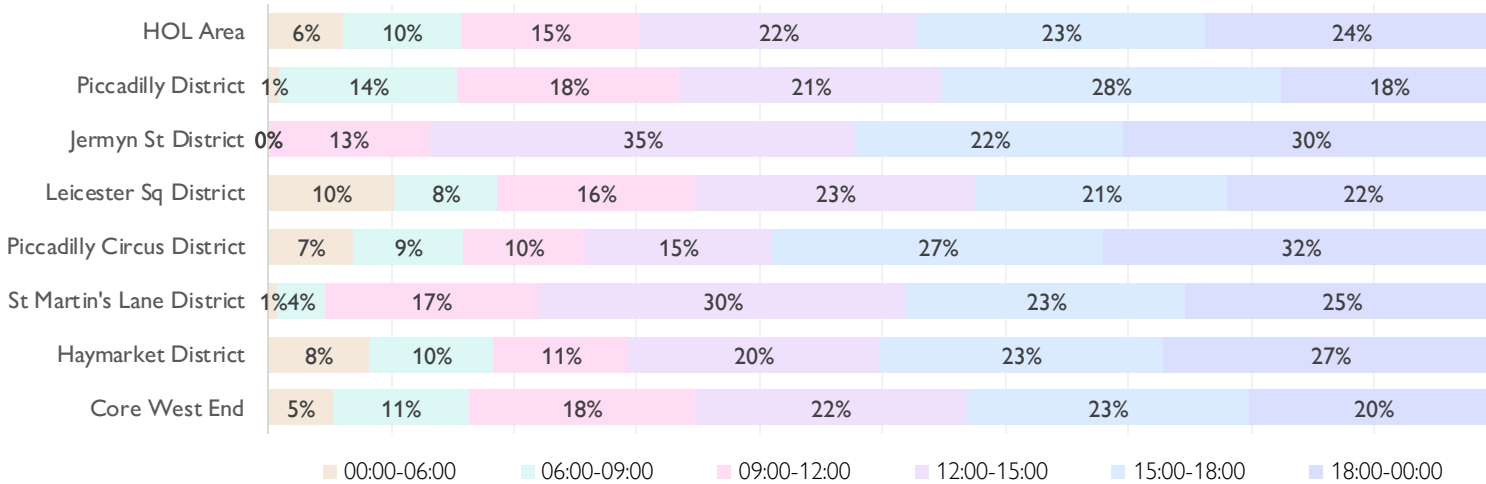
HOL Area | Visitors by Time Band



**+2%** MoM  
share of night-time visits

**24%**  
HOL area visits post-6pm

Hourly Visit Distribution | District-Level



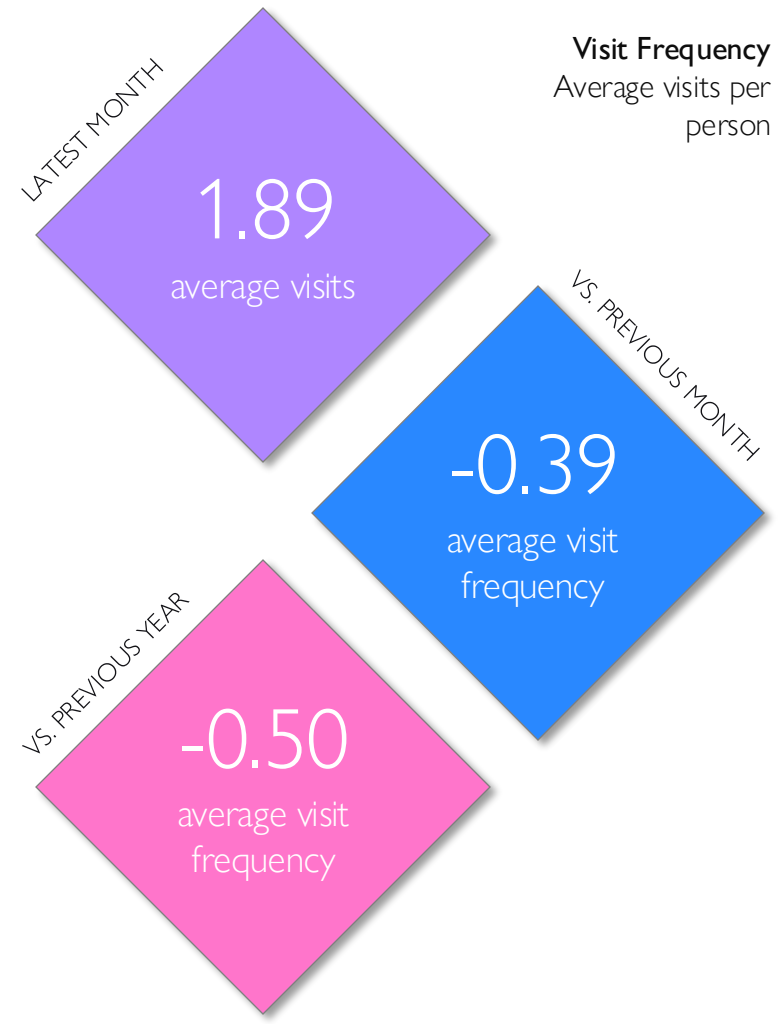
- The share of night-time visits (6pm–6am) rose by 2% MoM, accounting for 30% of all visits to the HOL area in February (24% from 6pm–midnight; 6% from midnight–6am).
- More leisure-oriented districts like Piccadilly Circus continued to see the highest share of post-6pm visits, with 39% of its visitors arriving between 6pm and 6am.



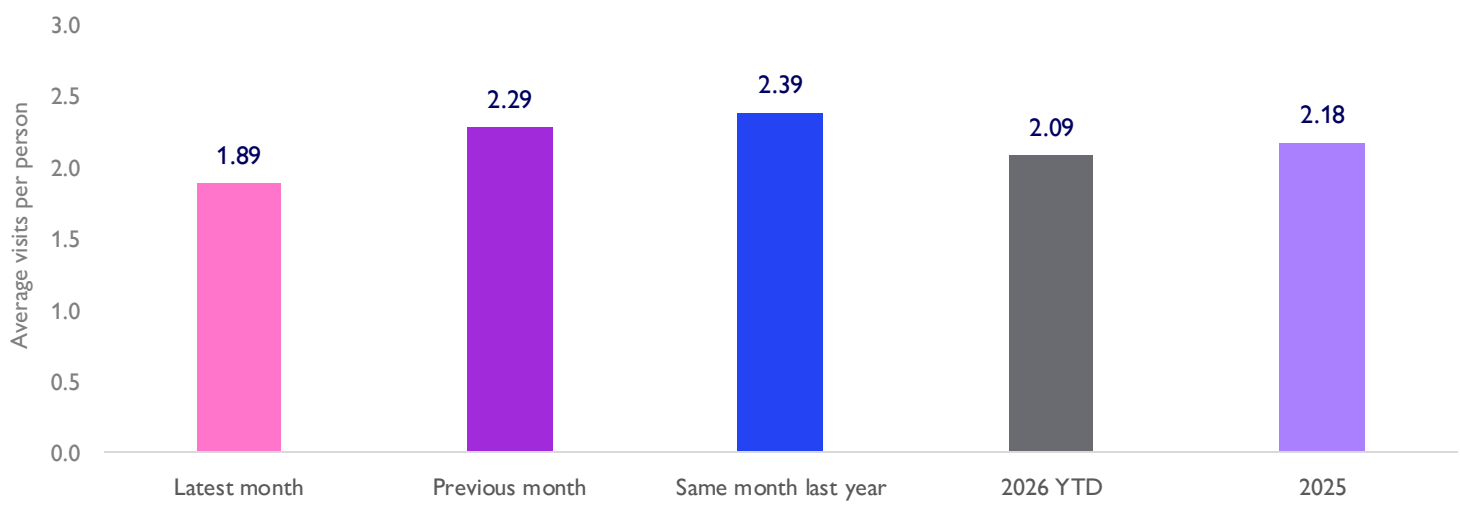


# LESS FREQUENT VISITOR, REFLECTING GREATER PULL-IN FROM OUTSIDE OF BASE CATCHMENT DUE TO HALF-TERM

- The average visitor came to the HOL area 1.89 times during February. Down from 2.29 times in January 2026 and an average of 2.18 times across 2025.
- Decrease in visit frequency represents more varied visitor profile mix in February, with social & leisure visitors on weekends and during half-term.



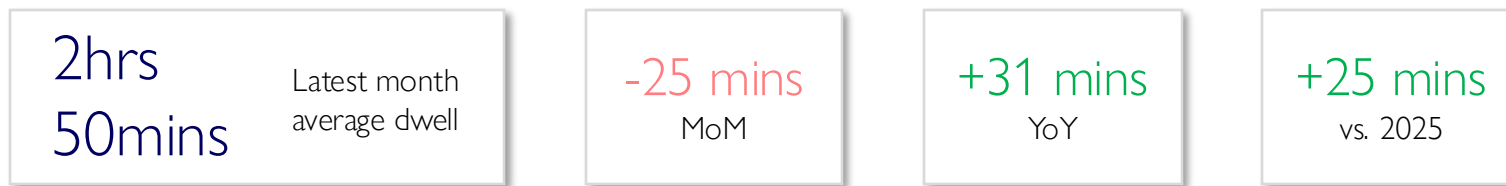
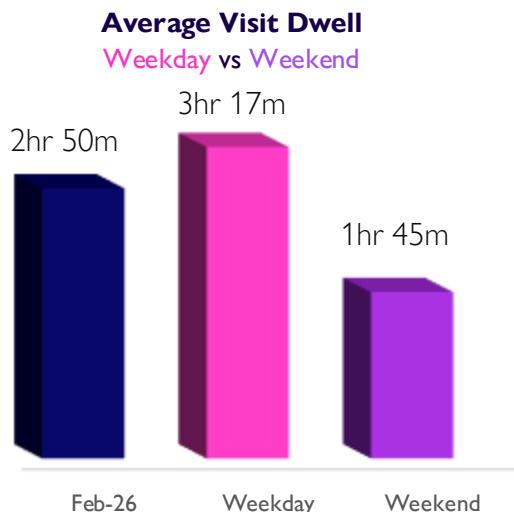
**Visit Frequency | HOL Area**



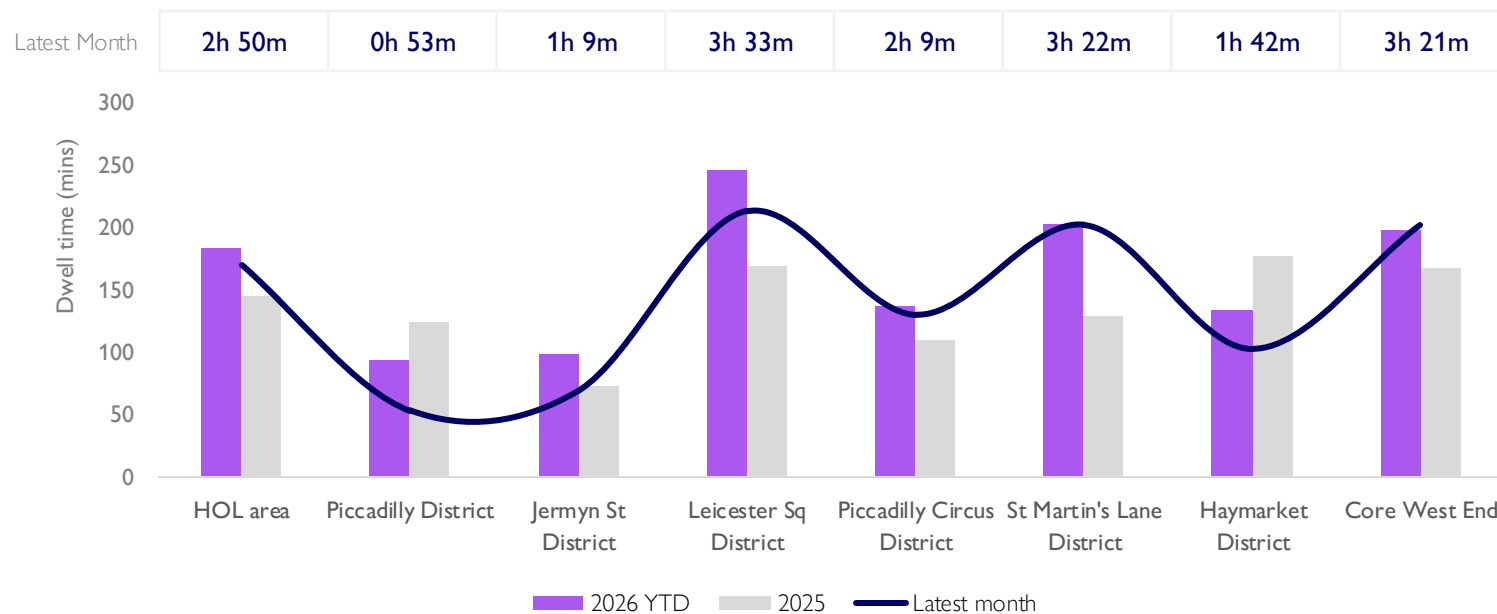


# CONSIDERABLE FALL IN DWELL TIME FROM JANUARY DUE TO INCREASED LEISURE VISTS

- Average visitor dwell time in February grew strongly YoY (+31 minutes) despite a MoM decline (-25 minutes).
- As discussed in visit frequency and time/day patterns, the more varied visitor mix – including social and leisure visitors during half-term – influenced how long people spent in the HOL area.



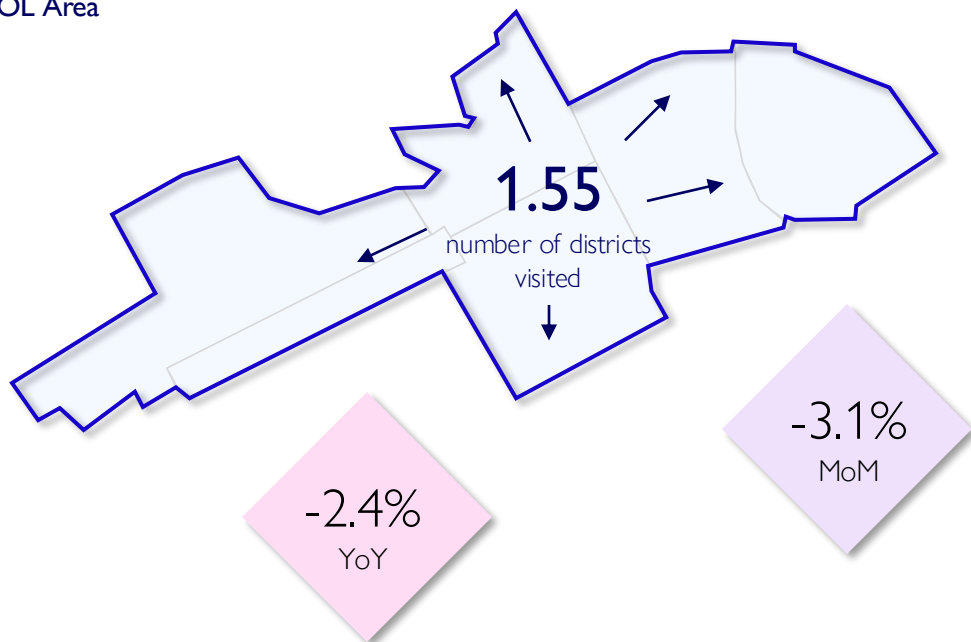
Average Dwell | District-Level





# DESPITE DECLINE IN CROSS-VISITATION, VISITORS TO THE AREA TYPICALLY EXPLORE MULTIPLE DISTRICTS PER TRIP

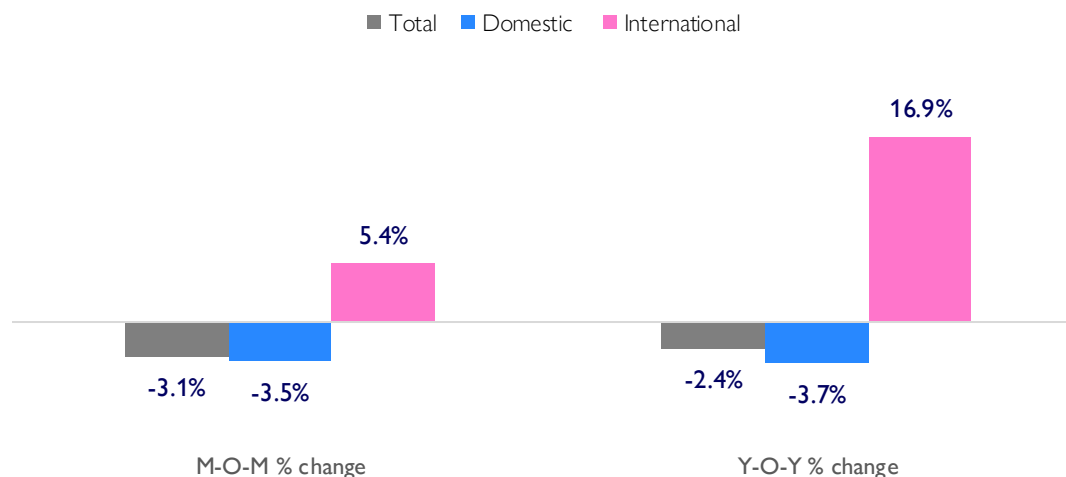
## HOL Area

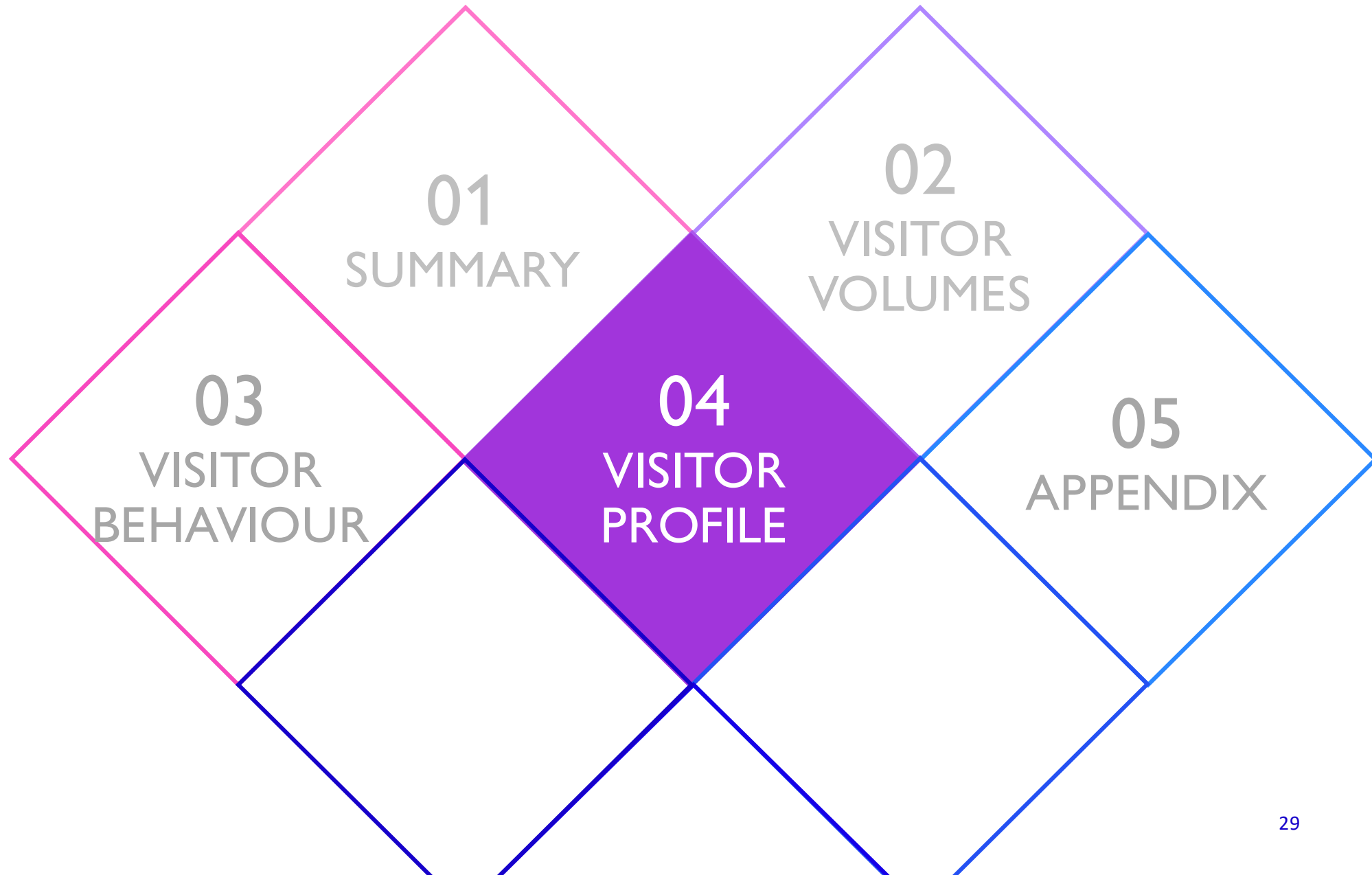


- Cross visitation helps understand the **number of visitors visiting multiple districts per trip** across the HOL area.
- Average visitor to HOL area visited **1.55 districts** during their trip in February 2026.

- Cross-visitation remains much higher among international visitors (2.04 districts per trip vs. 1.51 for domestic visitors). Domestic visitors saw strong growth MoM (+5.4%) and YoY (+16.9%).
- Despite more social and leisure visitors during half-term, overall cross-visitation between HOL districts fell slightly MoM.

## Change in Cross Visitation | HOL Area

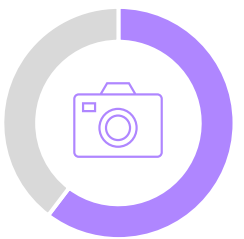
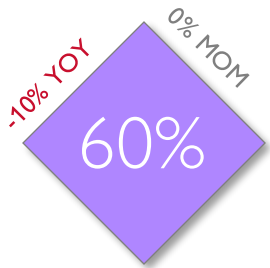




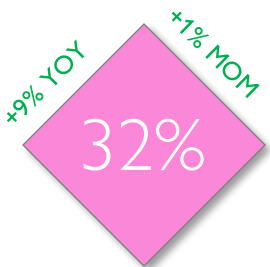


# SIMILAR HOL AREA VISITOR PROFILE MONTH-ON-MONTH, DESPITE SMALL INCREASE IN WORKER MIX YEAR-ON-YEAR

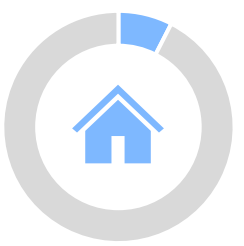
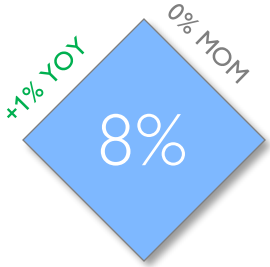
## Visitor



## Worker

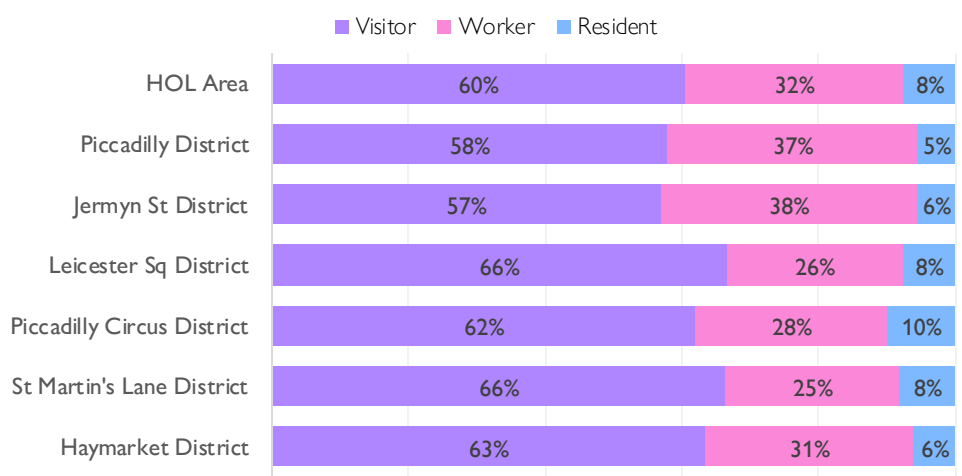


## Resident



- The domestic visitor profile across the HOL area remained largely consistent MoM, with social visitors making up 60% of all February visitors.
- Eastern, tourist-focused districts continue to attract a high share of domestic visitors; 66% of Leicester Square District visitors, up 2% MoM.
- See [page 37](#) for visitor group definitions.

Visitor Mix | District-Level



Year-on-Year			Month-on-Month		
Vis.	Wrk.	Res.	Vis.	Wrk.	Res.
-10%	+9%	+1%	0%	+1%	0%
-9%	+8%	+1%	+1%	0%	0%
-9%	+9%	0%	-1%	+1%	0%
-10%	+8%	+2%	+2%	-1%	-1%
-9%	+7%	+2%	0%	0%	0%
-10%	+8%	+2%	+1%	0%	-1%
-11%	+9%	+1%	0%	+1%	0%



# TOP 5 DOMINANT MOSAIC GROUPS ACCOUNTED FOR THREE-QUARTERS OF VISITORS TO HOL AREA IN FEBRUARY

- More distributed visitor profile in February, with top 5 dominant groups accounting for 4% fewer visitor mix.
- **Five main MOSAIC groups**, contribute **75%** of visits to the area.
- See **page 39** for mosaic group definitions.

## Top 3 segments this month



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

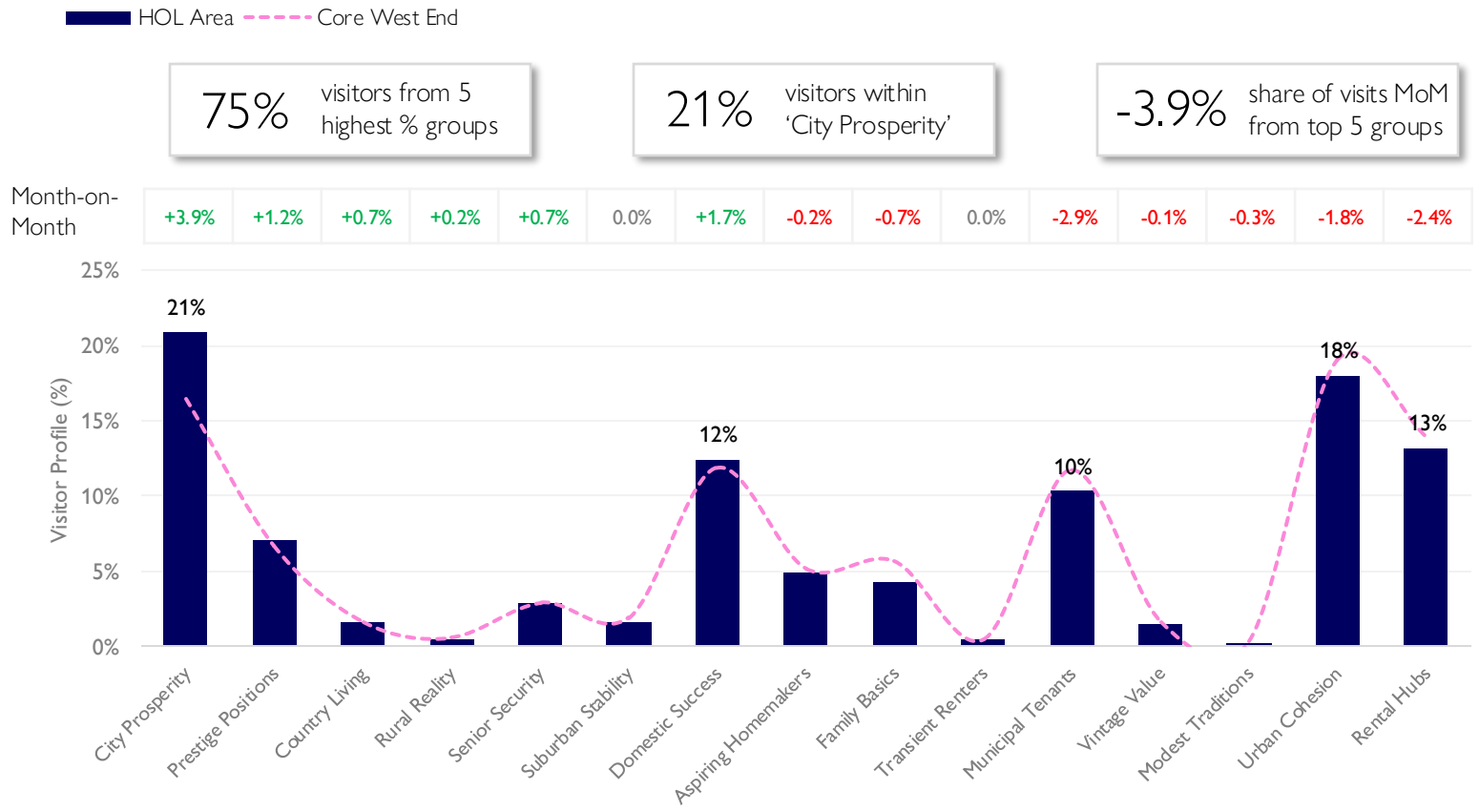


**Urban Cohesion | 22% visitors**  
Residents of settled urban communities with a strong sense of identity



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

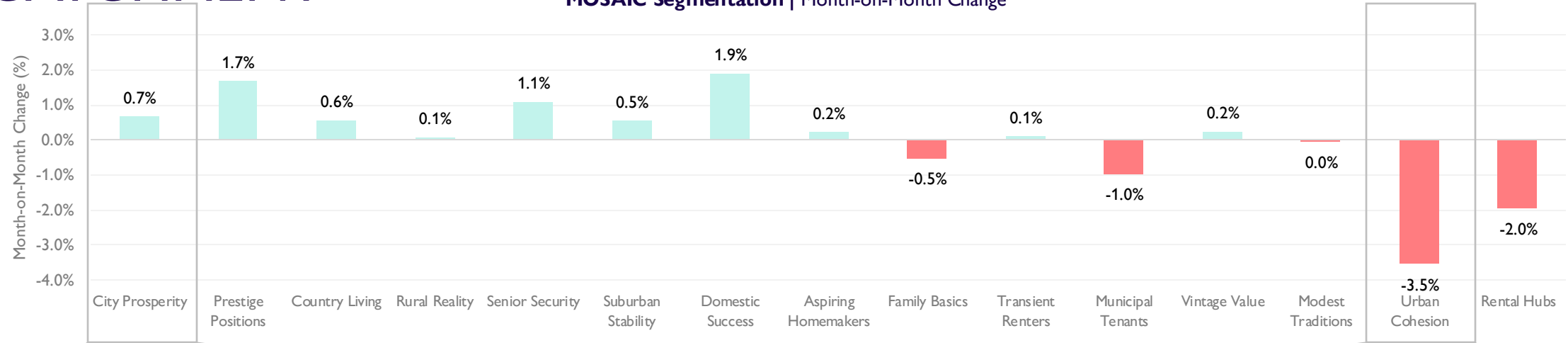
MOSAIC Segmentation | HOL Area





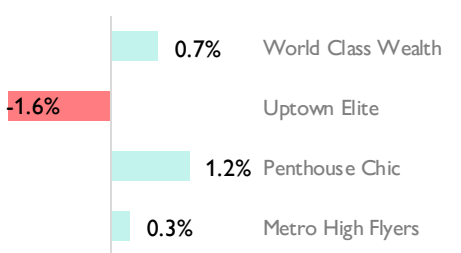
# GREATER DISTRIBUTION OF VISITOR PROFILE, IN-LINE WITH GREATER SHARE OF VISITORS FROM OUTSIDE OF BASE CATCHMENT

MOSAIC Segmentation | Month-on-Month Change



1<sup>st</sup> Highest Visitor Share Group

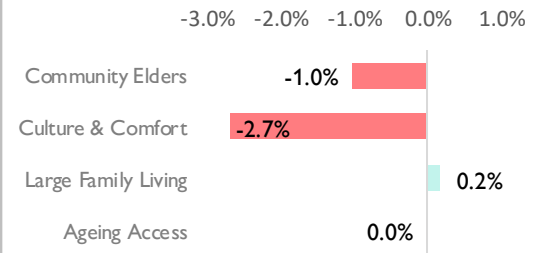
City Prosperity | MoM Change



- **+0.7%** overall growth in visitors from 'City Prosperity'.
- Significant growth in share of visitors from 'Penthouse Chic'... representing 'city professionals renting premium-priced flats in prestige central locations'.

2<sup>nd</sup> Highest Visitor Share Group

Urban Cohesion | MoM Change



- In contrast to City Prosperity, there was large decline MoM across Urban Cohesion types.
- Greatest decline (-2.7%) was in 'Culture & Comfort' group, representing 'thriving families with good incomes in diverse suburbs'.

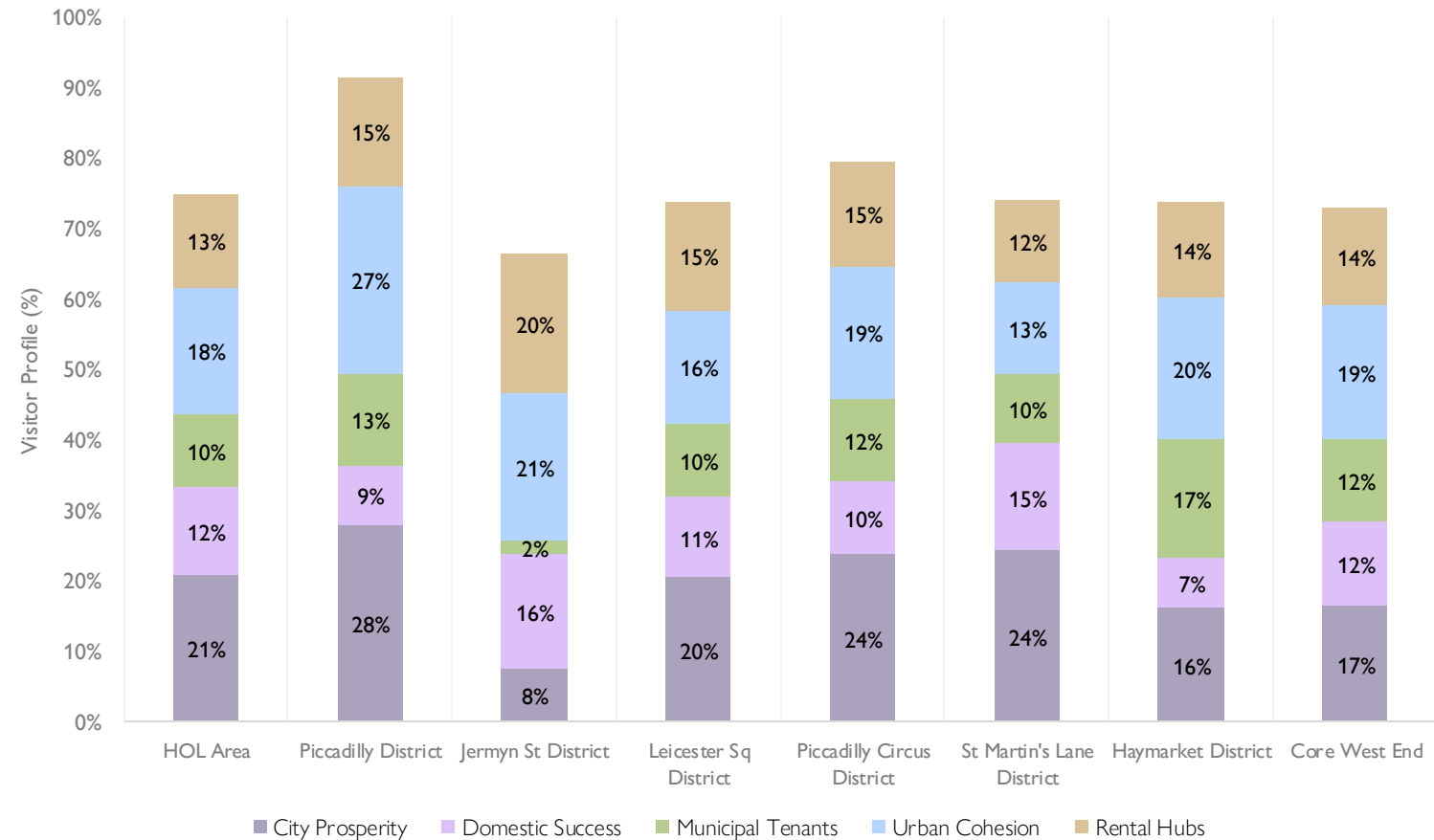


# -3.9% DECLINE IN TOP 5 SEGMENT GROUPS ACROSS HOL AREA, REPRESENTING MORE DISTRIBUTED VISITOR PROFILE

- Decline in share of visitors from Top 5 segment groups across all districts in HOL area, representing a more **varied demographic base**.
- This represents greater pull-in of visitors from outside of HOL base catchment during February, with impact of half-term capturing increased social visitors.

Area	Visitors from HOL Area's Top 5 Groups	Month-on-Month
HOL Area	78.8%	-3.9%
Piccadilly District	83.8%	+7.8%
Jermyn St District	92.7%	-26.1%
Leicester Sq District	79.5%	-5.8%
Piccadilly Circus District	81.2%	-1.6%
St Martin's Lane District	82.6%	-8.6%
Haymarket District	88.9%	-15.2%
Core West End	77.5%	-4.4%

HOL Area's Top 5 Groups | District-Level



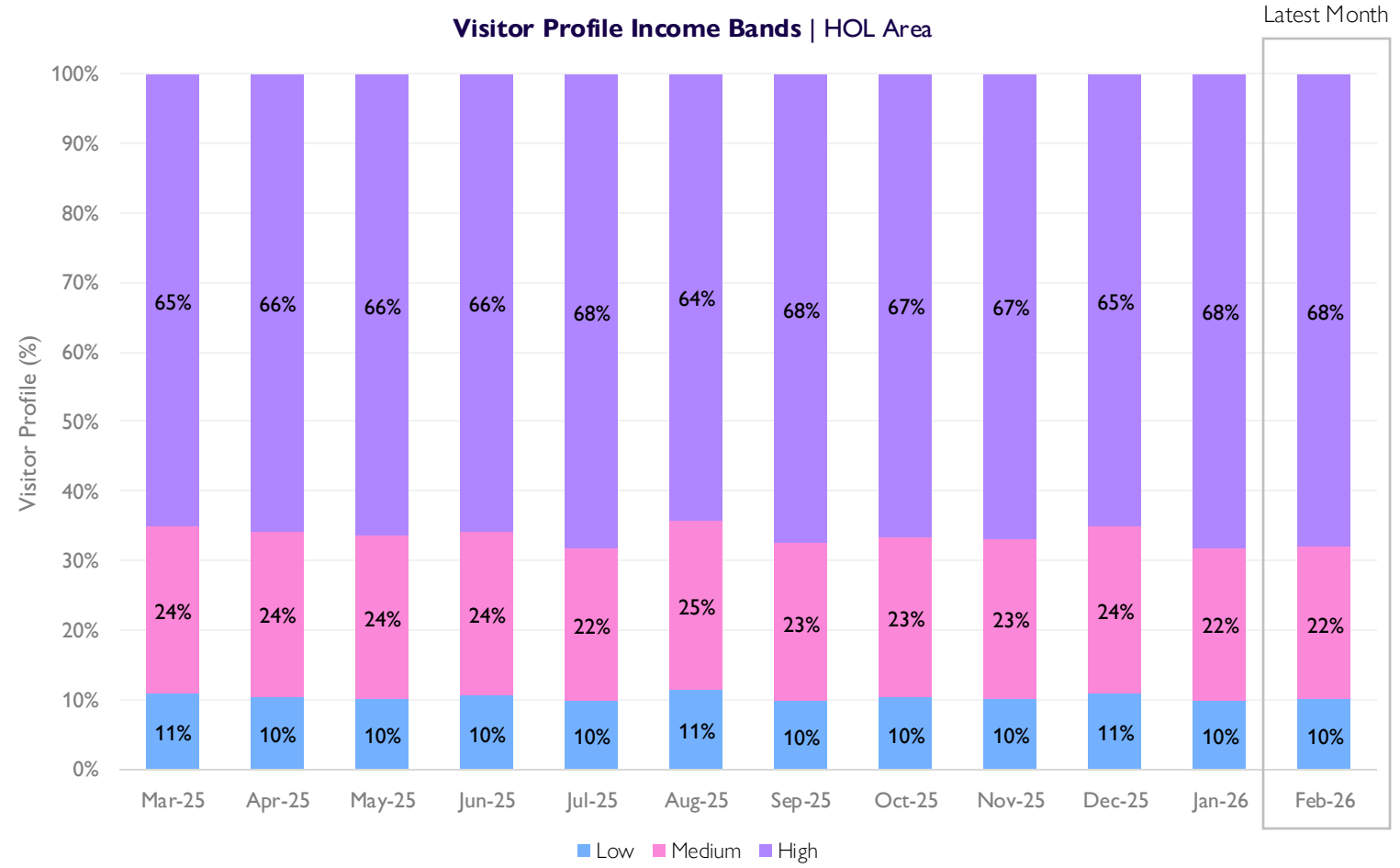


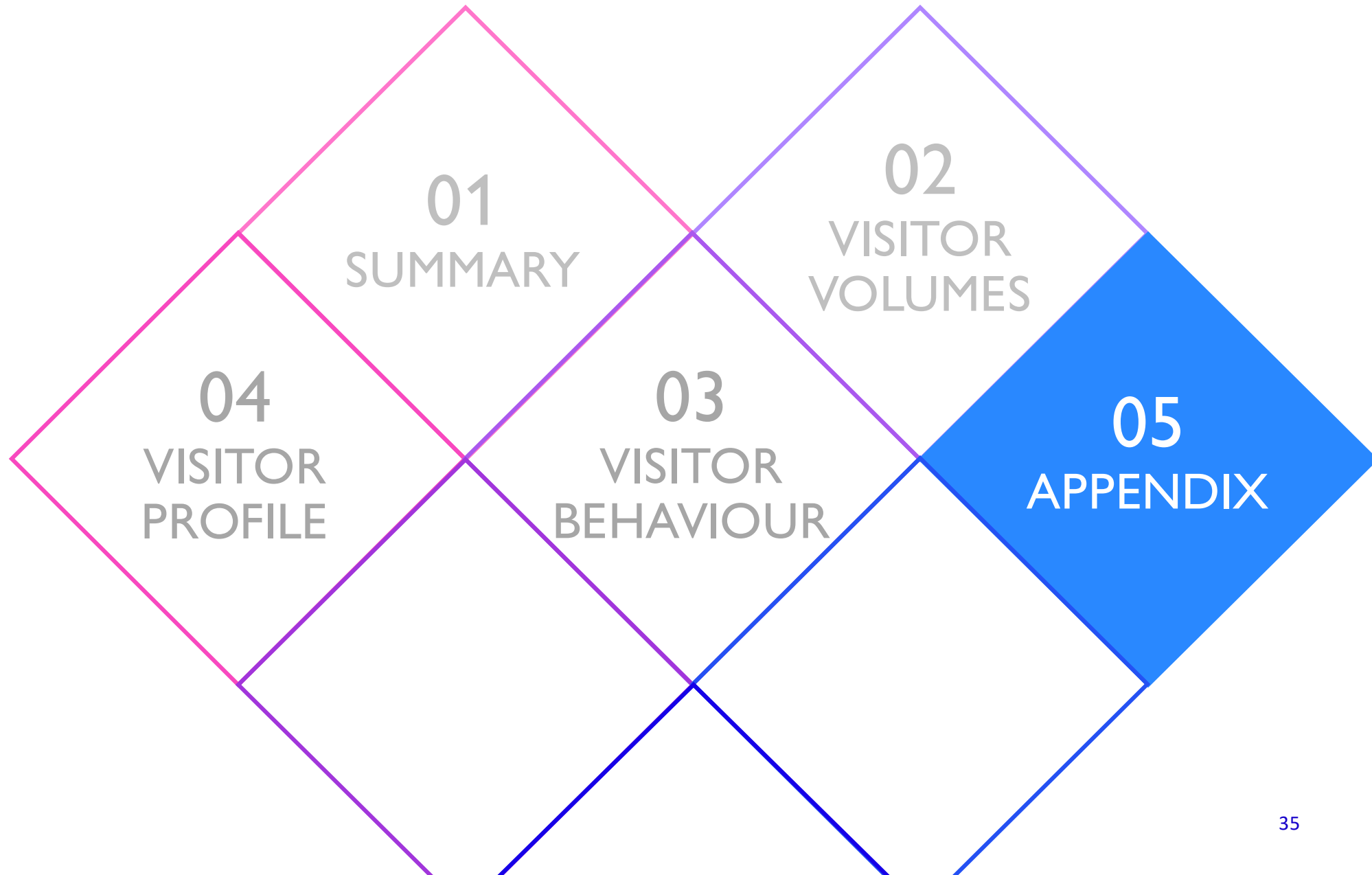
# HIGH-INCOME VISITOR SHARE REMAINED CONSISTENT MONTH-ON-MONTH, WITH OVER TWO-THIRDS OF VISITORS IN THIS BAND

- **68%** of HOL area visitors in February from within high-income segment types, consistent MoM.
- February's visitor base represented a high affluent visitor, with the return of workers contributing a higher share of HOL area visitors.

**68%**  
of visitors from 'high-income' segment

**+0%**  
month-on-month change in 'high-income' segment

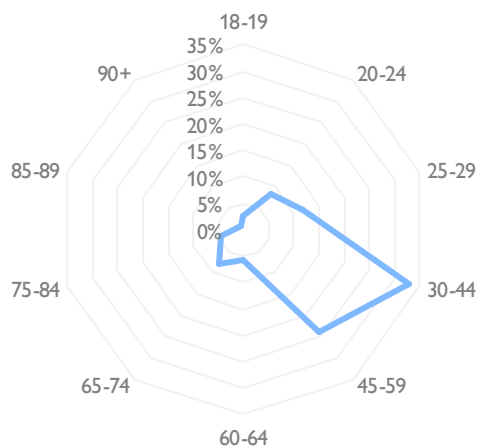






# HOL AREA PROFILE SKEWED TOWARDS PROFESSIONAL, MID-AGED VISITOR

## Age & Gender Profile



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

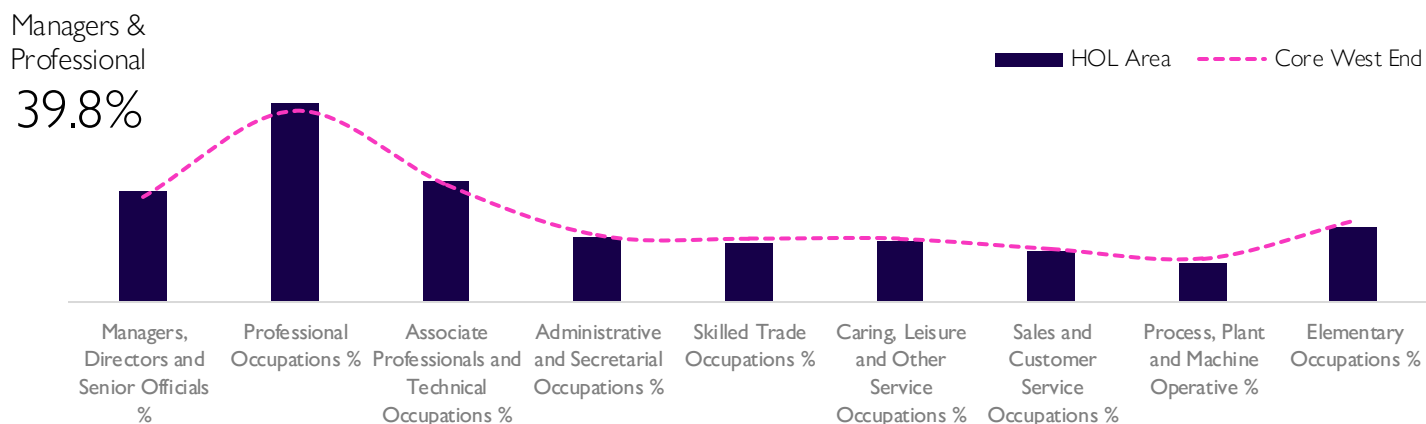


Female  
51.4%

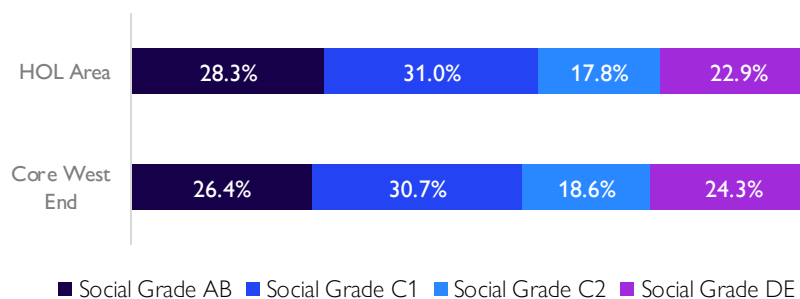


Male  
48.6%

## Occupation



## Social Grade



- Social Grade profile of those visiting HOL area vs. Core West End very similar
- 28.3% of visitors to HOL area within most-affluent social grade (AB), +1.9% higher than Core West End.



# BT VISITOR MIX DEFINITIONS

## 3 key visitor types used within BT data...



### Visitor

The number of non-residents and non-workers who spend at least 10 minutes in that MSOA / HEX in the specified time period.



### Worker

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



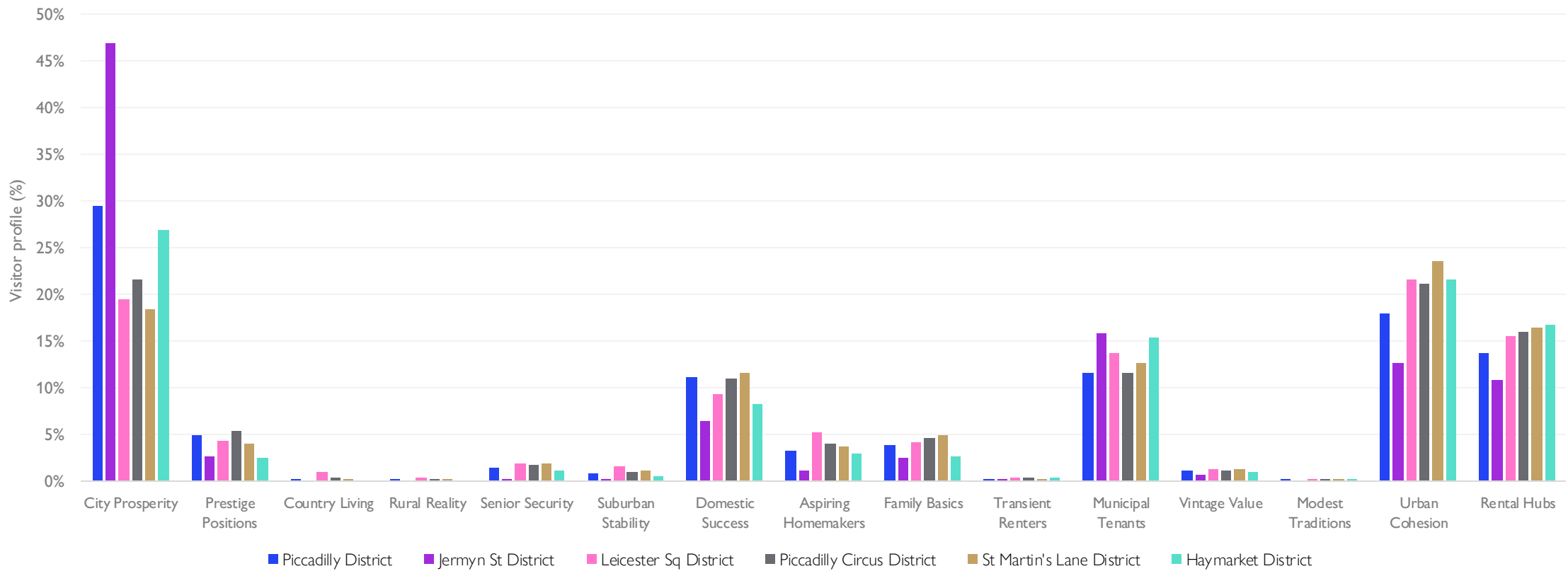
### Resident

The number of residents of that MSOA / HEX who spend more than 10 minutes in the location in the specified time period. A person's residential location is determined by where they have spent most of their evening and night-time in the latest calendar month.



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

MOSAIC Segmentation | District-Level





# MOSAIC GROUP DESCRIPTIONS

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



# 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



15 groups



A02 Uptown Elite



Uptown Elite are affluent, older families who live in desirable neighbourhoods within inner suburbs



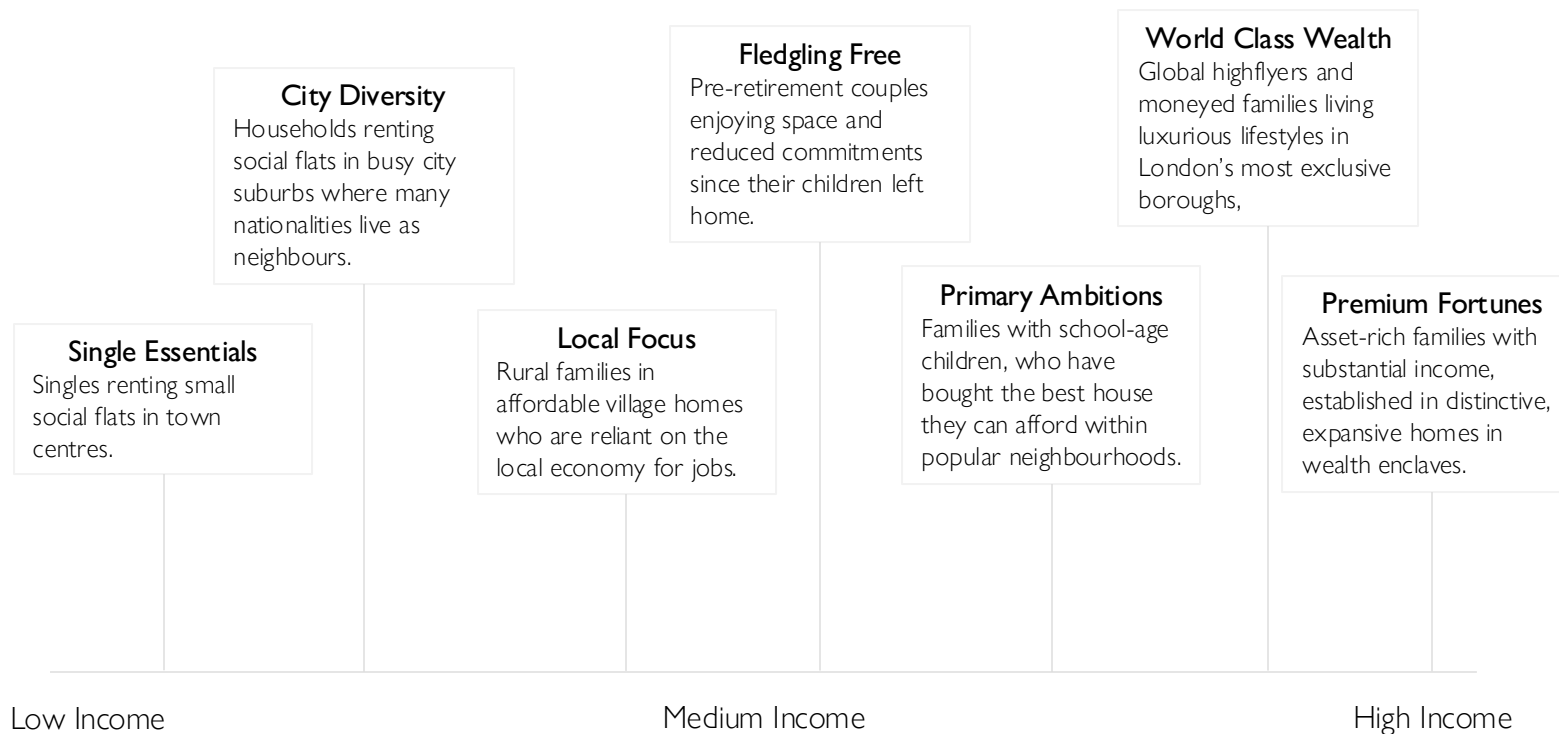
# MOSAIC SEGMENTS INCOME BANDING

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

- Low Income
- Medium Income
- High Income

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

## MOSAIC Types Income Band Examples...





# CROSS VISITATION EXAMPLE

## Person A

- Only visits Piccadilly District
- Counts as 1 visit to Piccadilly District, and 1 visit to HOL Area
- Cross Visitation Index = 100

## Person B

- Walks through 3 districts – Haymarket District, Leicester Sq District & St Martin's Lane District
- Counts as 1 visit to each of the 3 districts, but only 1 visit to HOL Area
- Cross Visitation Index = 300

HOLBA Area & Districts





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