# Visitor Insights April Report 2023

Issued: 11<sup>th</sup> April 2023

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### Background Introduction and context

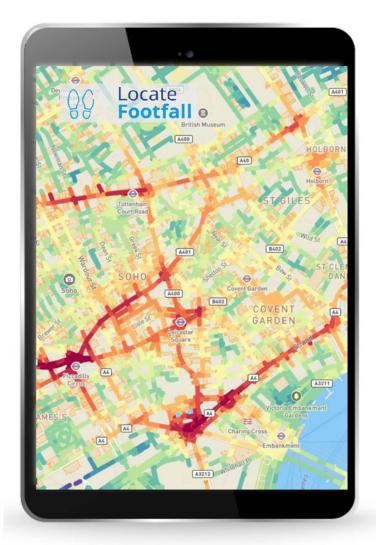


Heart of London Business Alliance (HOLBA) has partnered with Colliers to provide data and insights on visitors to the area.

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

- Visitor footfall & profile
- Visitor behaviour

Colliers' Locate Footfall mobility data platform is central to the delivery of the insights set out in this report. The platform is powered by extensive mobility data covering a growing sample of 9+ million smartphone users nationally.



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## Summary





# Executive Summary April 2023



- Footfall has shown strong growth by a total of 28% for the HOLBA area. This growth is shared by both domestic and international footfall and is present across all districts.
- HOLBA's core catchment area has shrunk by 13.6% indicating that we are bringing in more footfall from further afield and outside our core catchment area. This aligns with the higher levels of overall footfall from visitors to the area as opposed to workers.
- International footfall origin data shows that, behind the USA, Western Europe dominates the top 10.
- Looking at the footfall street segments the general trend continues to hold. There is very high footfall around Piccadilly
  Circus but also spreading down the main thoroughfares in the area, namely Piccadilly, New Coventry Street, Regent Street
  St James and Haymarket.
- We have seen an increase in the proportion of visitors to the area on Saturdays compared to last month. This, again, indicates that more of April's footfall is generated by tourists, as opposed to workers. The best example of this is the Leicester Square district which saw lower proportional footfall than other districts throughout the week but peaked highest by a significant margin on Saturday.

#### Summary April 2023







15.3 m (+28%)

Visitors to HOLBA area up 28% month on month



149 mins (-3%)

Visitors typically spend over 2 hours in the area. Down 5 mins vs YTD average.



10.1m (-13.6%)

People live within the HOLBA area Core catchment

### Visitor Volumes





# Visitor Volumes Footfall - districts



Footfall up 28% month on month, and down 2% year on year

International visits up in all districts versus March



District	Month-on-Month			Year-on-year		
	Total	Domestic	International	Total	Domestic	International
HOLBA area	28%	26%	43%	-2%	7%	-33%
Piccadilly District	41%	41%	45%	16%	34%	-46%
Jermyn St District	38%	36%	57%	18%	26%	-23%
Leicester Sq District	20%	17%	40%	-16	-6%	-46%
Piccadilly Circus District	35%	34%	38%	<b>%5</b> %	17%	-34%
St Martin's Lane District	34%	26%	86%	-5%	-1%	-22%
Haymarket District	45%	42%	69%	16%	34%	-39%
Core West End	22%	20%	27%	-6%	-4%	-12%

# Visitor Volumes Footfall – street level



Footfall is up month on month in all street locations across the HOLBA area

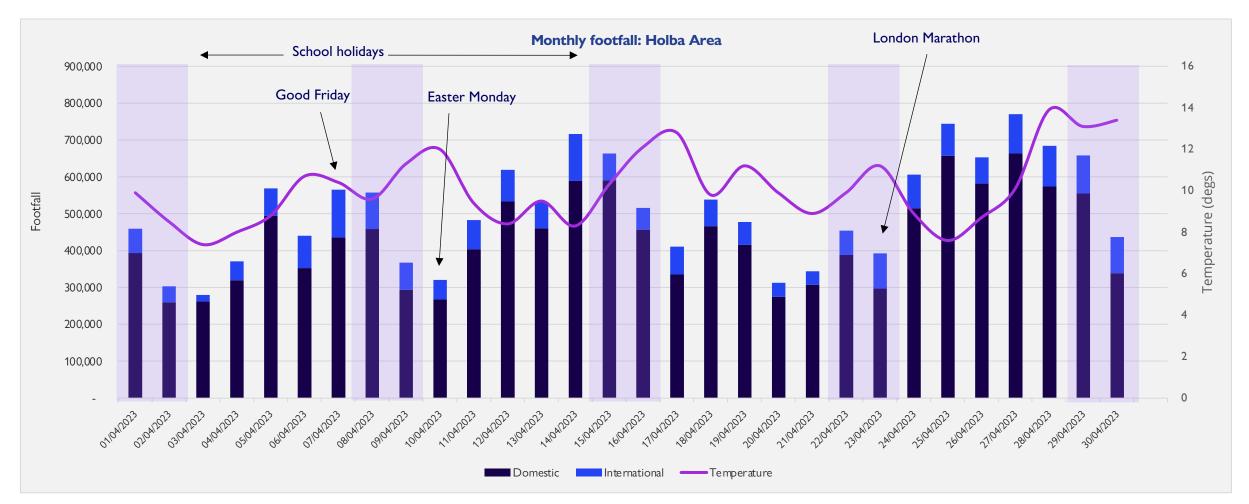
Majority of streets have also seen an increase in domestic visits vs. last year



<b>6</b>	Month-on-Month			Year-on-year		
Street	Total	Domestic	International	Total	Domestic	International
HOLBA area	28%	26%	43%	-2%	7%	-33%
Piccadilly	50%	51%	43%	39%	62%	-44%
Jermyn St	27%	28%	20%	35%	46%	-32%
Piccadilly Circus	44%	44%	47%	24%	41%	-32%
St Martin's Lane	31%	27%	46%	-6%	-6%	-8%
Haymarket	57%	52%	107%	12%	32%	-48%
Haymarket - Regent St / St James	57%	55%	77%	47%	73%	-44%
Core West End	22%	20%	27%	-6%	-4%	-12%

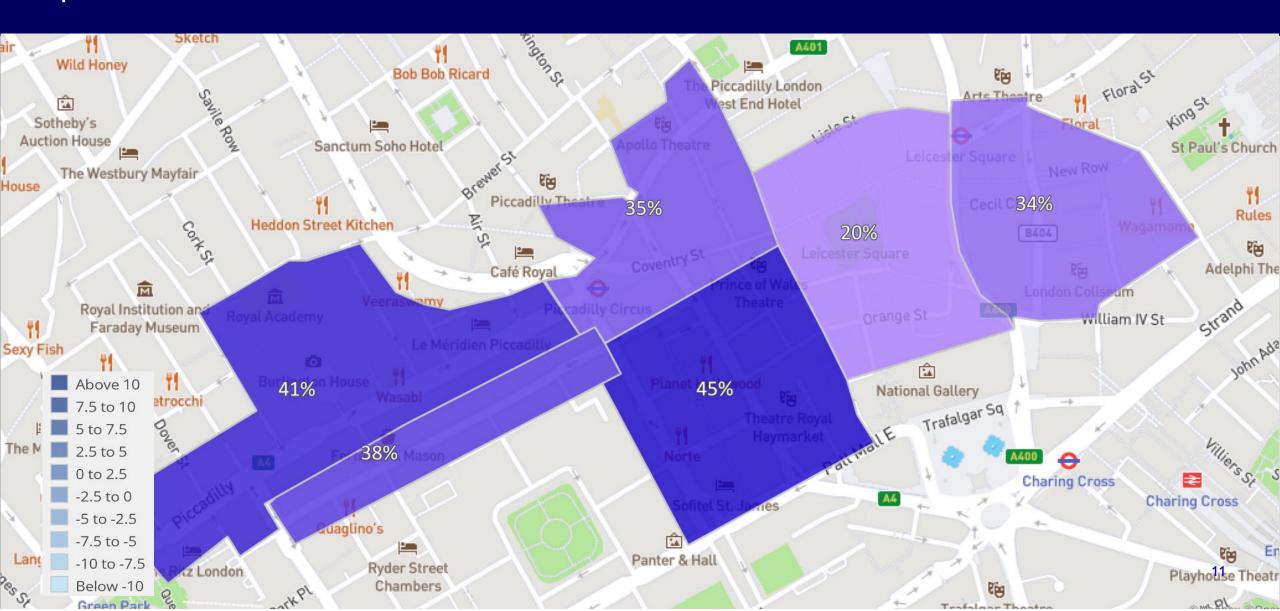
# Visitor Volumes Strong footfall towards the end of the month





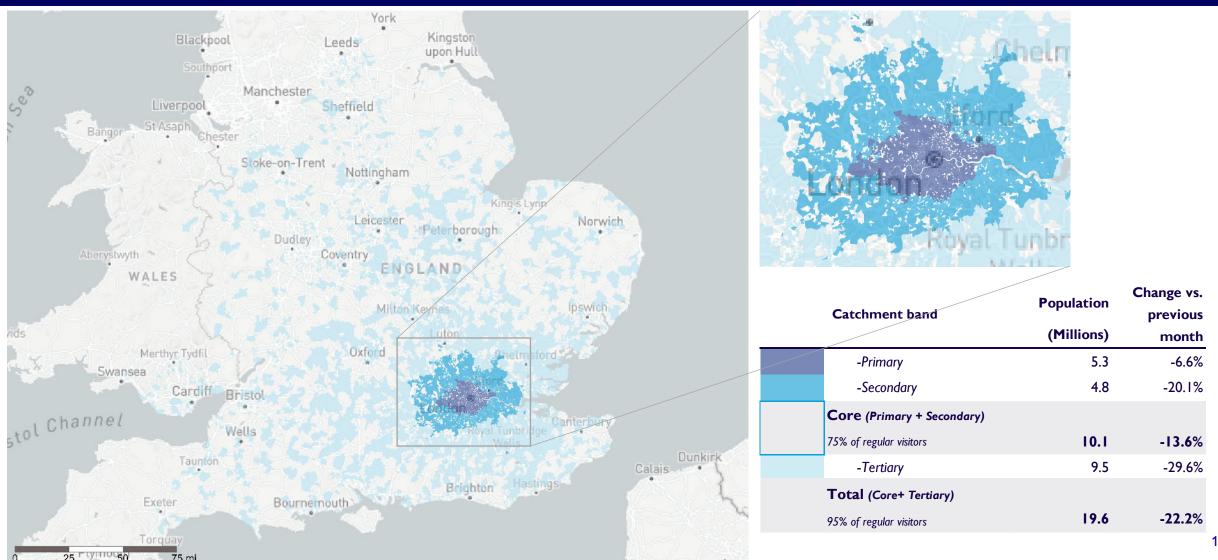
#### Visitor Volumes April vs. March 2023





## Visitor Volumes Core catchment decreased 13.6% in size vs. March



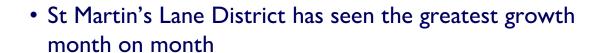


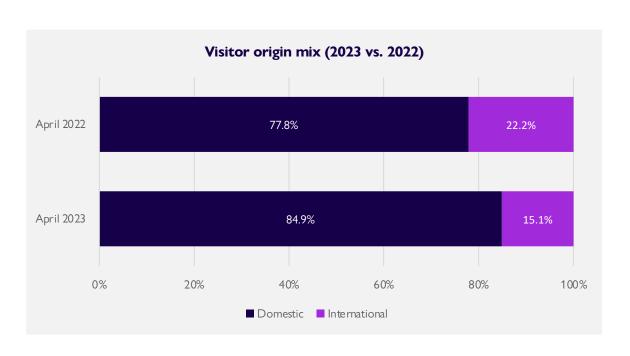
#### Visitor Volumes: Visitor mix International visitor mix up 1.5% vs March



		+/- change in volume		
Area	International mix (%)	Month-on- Month	Year-on-year	
HOLBA area	15.1%	42.9%	-33.0%	
Piccadilly District	10.6%	44.9%	-45.8%	
Jermyn St District	10.8%	<b>57.0</b> %	-23.5%	
Leicester Sq District	16.1%	40.0%	-46.5%	
Piccadilly Circus District	15.2%	38.5%	-34.1%	
St Martin's Lane District	17.6%	86.3%	-22.0%	
Haymarket District	13.1%	69.0%	-38.6%	
Core West End	17.0%	27.4%	-11.8%	



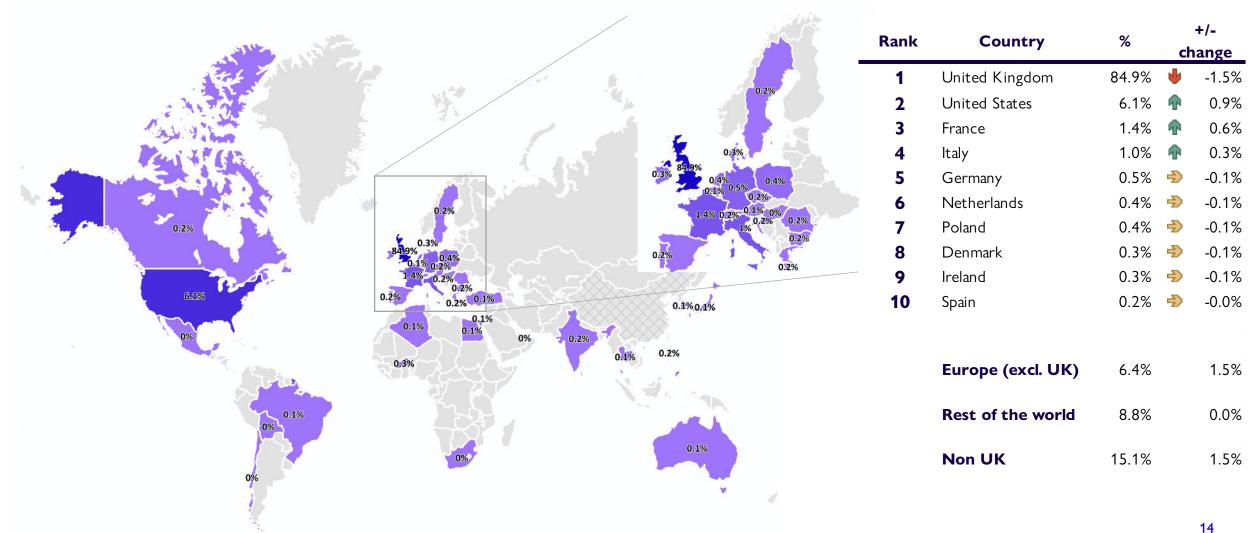




International visits accounted for 15.1% of visits in April,
 vs. 22.2% last April

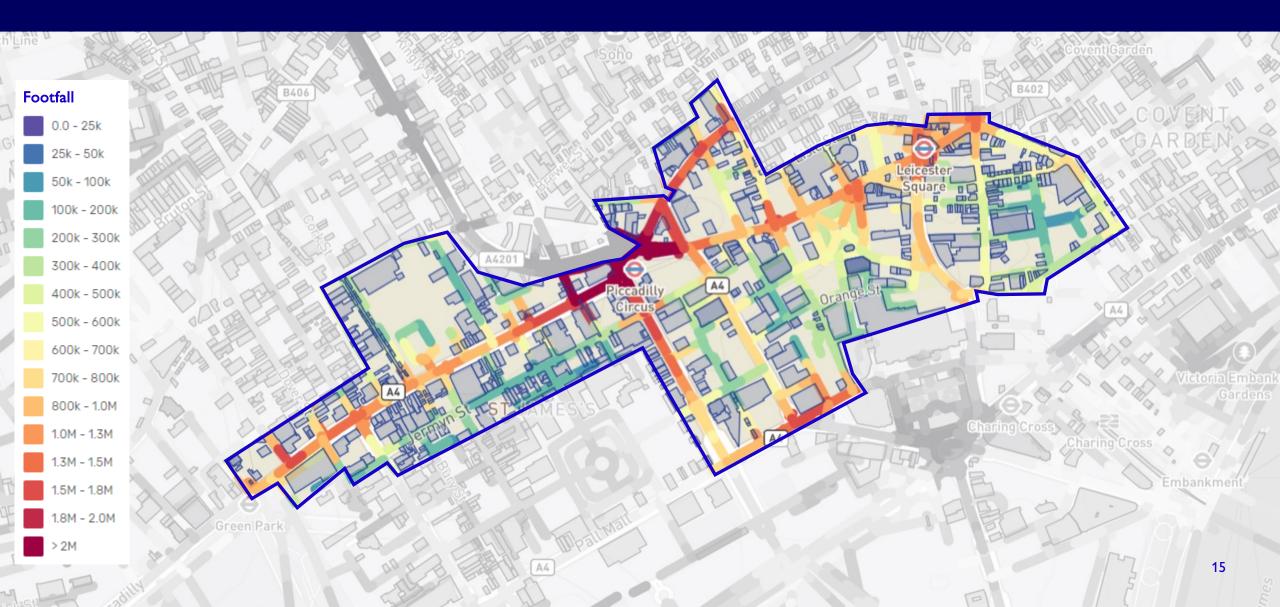
### Visitor Volumes: Visitor origin 15.1% of visitors to HOLBA from outside the UK





#### Visitor Volumes Segment footfall





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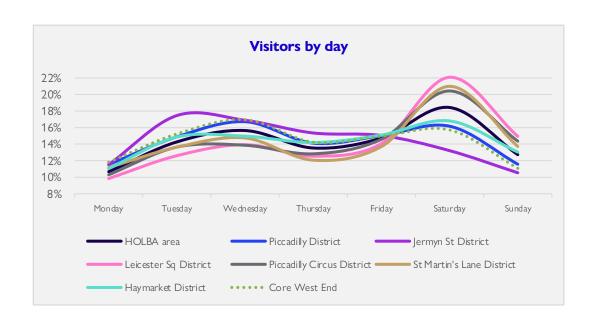
### Visitor Behaviour

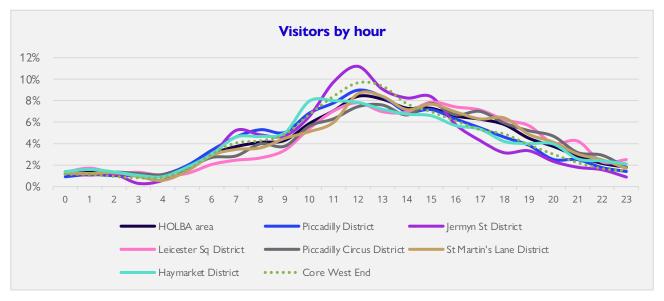




# Visitor Behaviour: Visits by day and hour Saturday visits most popular





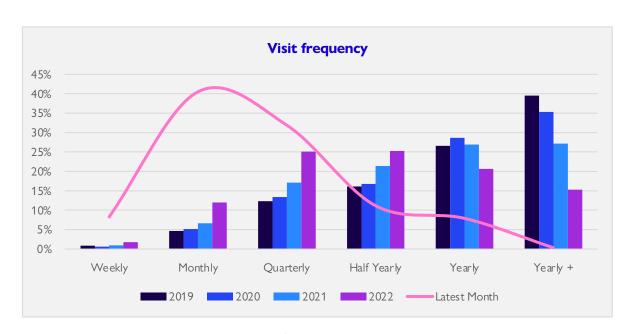


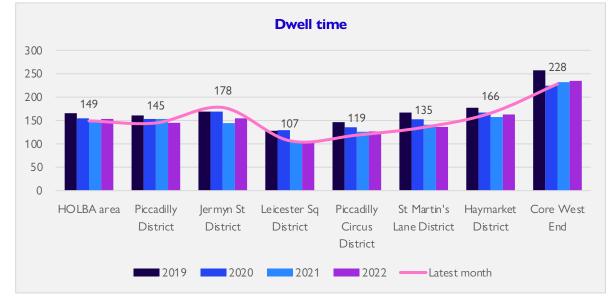
- Saturdays typically saw the highest proportion of visitors (18.4%)
- Patterns this month likely affected by Easter weekend and holidays

- Visitor volumes typically peak during lunchtime and into the afternoon
- However Leicester Square peaks during the evening, and Jermyn St has a more noticeable midday/lunchtime peak.
   Visitors by hour patterns fairly consistent month to month

# Visitor Behaviour: Frequency Visitors coming more frequently but staying for less time





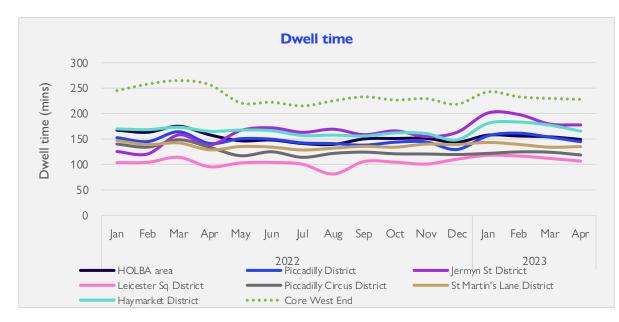


- Increase in proportion of visitors visiting weekly, monthly and quarterly
- Conversely decrease in proportion of visitors visiting yearly and beyond

- Dwell time reduced in April vs. 2023 YTD, 149 minutes
   vs. 154 minutes
- Jermyn St District has the longest dwell time at 178 minutes

#### Visitor Behaviour: Dwell time Little change in dwell times in April vs. March





 Dwell times in April 2023 were consistent with March in all districts



• Jermyn St has high dwell times given its comparatively small geographic area

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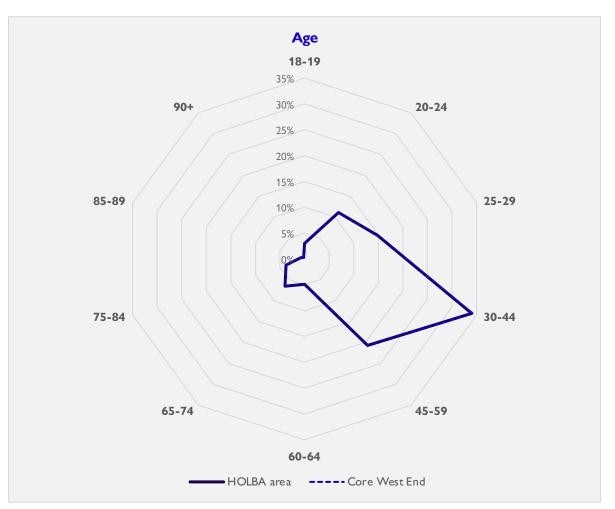
### Visitor Profile





# Visitor Profile: Age & Gender 54.7% of visitors are aged between 30-59 years old



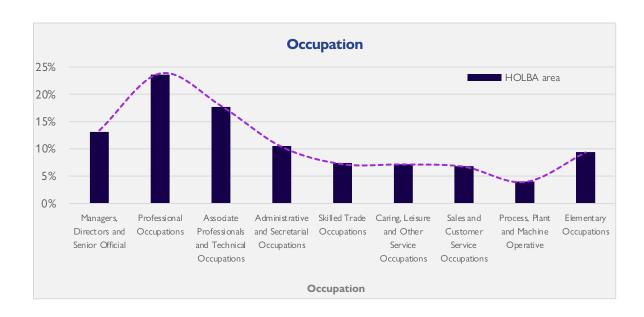


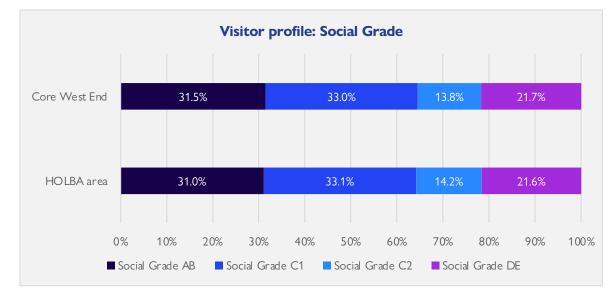
- Visitor profile skewed towards those aged 30-59 years old
  - 54.7% of visitors aged 30-59, versus 54.6% in August
- Average age relatively consistent across the different areas within Heart of London area
- Males & Females are fairly evenly split, and in-line with the make up of the Core West End as a whole



### Visitor Profile: Occupation & Social Grade Catchment biased towards white collar workers





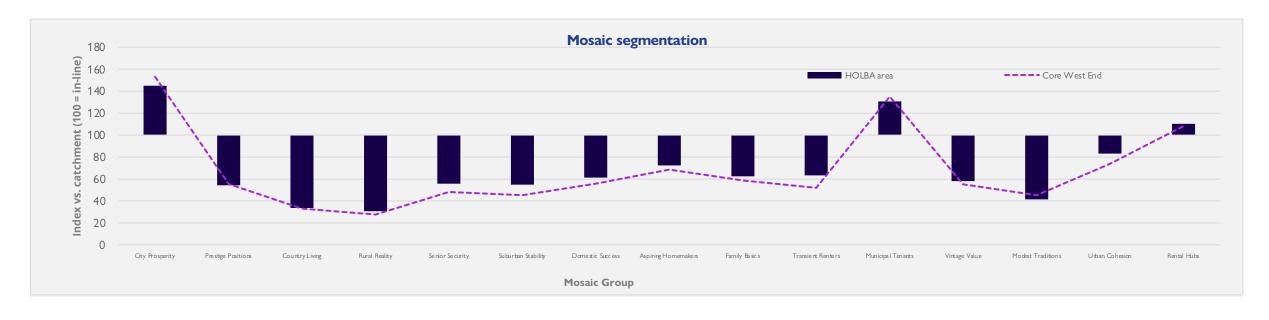


- Visitor catchment profile biased towards 'white collar' occupations, consistent with last month
- In line with wider Core West End profile

- 31.0% HOLBA Area visitor catchment profile in Social Grade AB, vs 31.5% for Core West End
- Little change versus March 2023

# Visitor Profile: Occupation & Social Grade 'City Prosperity' is the most dominant Mosaic group





Visitor profile biased towards 2 Mosaic groups;
 'City Prosperity' and 'Municipal Tenants'

- City Prosperity are high income residents who have expensive homes in desirable metropolitan locations
- Municipal Tenants are residents who rent inexpensive city homes in central locations
- Profile very similar to Core West End visitors

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# Appendix





### Appendix Location definition



- 7 key areas within HOLBA 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 Mosaic Groups



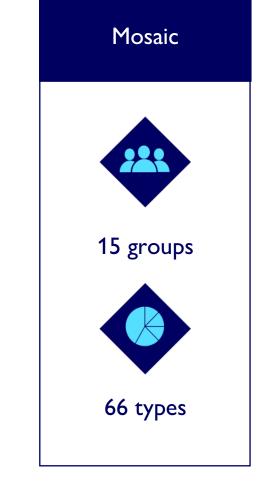
TYPE	NAME	DESCRIPTION
Α	City Prosperity	High status city dwellers living in central locations and pursuing careers with high rewards.
В	Prestige Positions	Established families in large detached homes living upmarket lifestyles.
С	Country Living	Well-off owners in rural locations enjoying the benefits of country life.
D	Rural Reality	Householders living in less expensive homes in village communities.
Е	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.
Н	Aspiring Homemakers	Younger households settling down in housing priced within their means.
1	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.
0	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







#### **Appendix**

#### Colliers Retail Strategy & Analytics: What we do







### Appendix Disclaimer





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