Visitor Insights
August Report 2023

Shaping a
world-class
West End

Issued:
14th September 2023

Prepared by:
Paul Matthews
Emma Sharman
Alex Fox

CONFIDENTIAL
Do not share unless given explicit consent by Heart of London

HEART OF LONDON BUSINESS ALLIANCE

Colliers

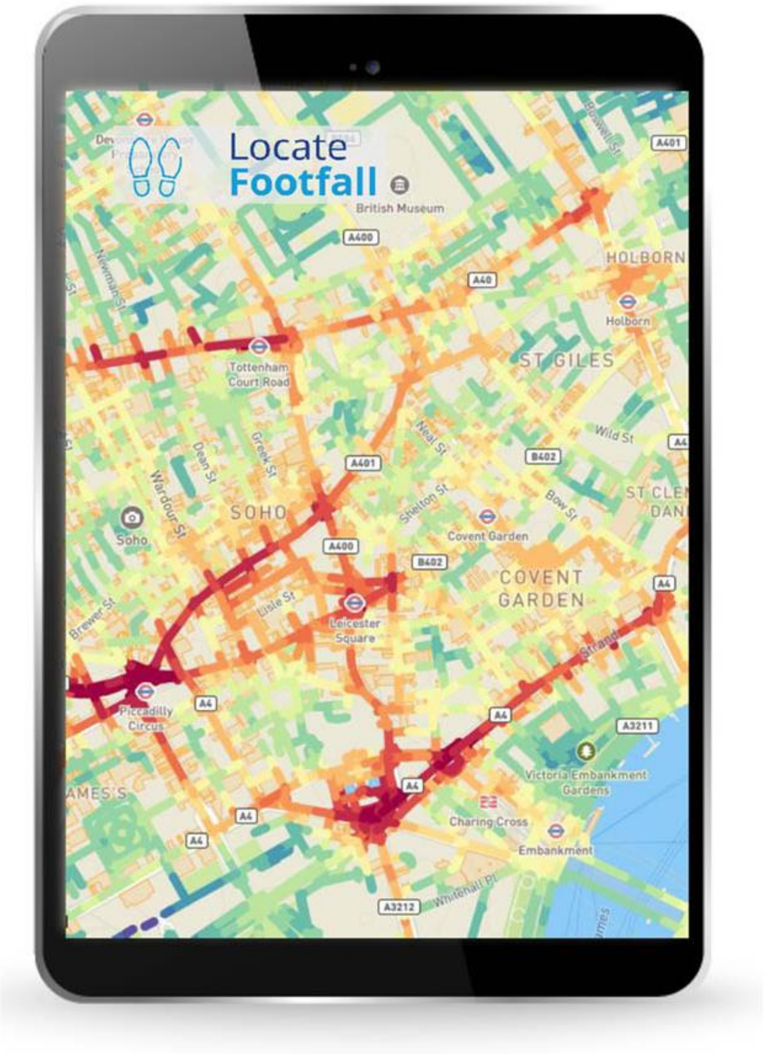
Background
Introduction and context

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' 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.



Contents

01 Summary

Summary
August 2023

13.8 m
(+4%)

Visitors to HOLBA area up % month on month

148 mins
(-2%)

Visitors typically spend almost 2 and a half hours in the area. In-line with YTD average

11.3m
(+8.4%)

People live within the HOLBA area core catchment

Summary
August 2023

- Total footfall for the HOLBA area is up 4%, driven primarily by a spike in international footfall over the summer holidays. All HOLBA districts have seen an increase higher than that of the West End benchmark.

- Weekly footfall distribution patterns have remained consistent, peaking on Saturdays before dropping on Sundays. Heavy rainfall and train strikes impacted footfall on Saturday 26th August which was compensated by the bank holiday on Monday 28th, the largest footfall on any Monday this month.

- A new metric featured in this month's report, mosaic sociodemographic splits, demonstrates month-on-month changes between HOLBA's individual districts. Mosaic is a social-demographic classification system provided by Experian. It segments individuals and households based on their demographics, behaviours and lifestyles enabling better tracking and understanding of visitors to the HOLBA area.

02

Visitor volumes

Visitor volumes
Footfall - districts

Footfall up 4% month-on-month, and down 3% year-on-year

Domestic visits down in all districts compared with July, whilst international visit up in all districts

District	Month-on-Month			Year-on-year		
	Total	***Domestic***	***International***	**Total**	***Domestic***	***International***
HOLBA area	4%	-2%	*36%*	-3%	-2%	*-7%*
Piccadilly District	4%	-2%	*53%*	17%	18%	*13%*
Jermyn St District	20%	-2%	*259%*	28%	19%	*62%*
Leicester Sq District	7%	-2%	*45%*	-5%	-12%	*24%*
Piccadilly Circus District	5%	-2%	*40%*	5%	12%	*-14%*
St Martin's Lane District	7%	-2%	*46%*	13%	2%	*70%*
Haymarket District	7%	-2%	*86%*	10%	20%	*-21%*
Core West End	3%	-2%	*26%*	-4%	-9%	*22%*

- Decrease in domestic visitation following peak in July (i.e. back to June levels)
- Growth in international visitation likely driven by increased tourism during summer holidays

Visitor volumes
Footfall – street level

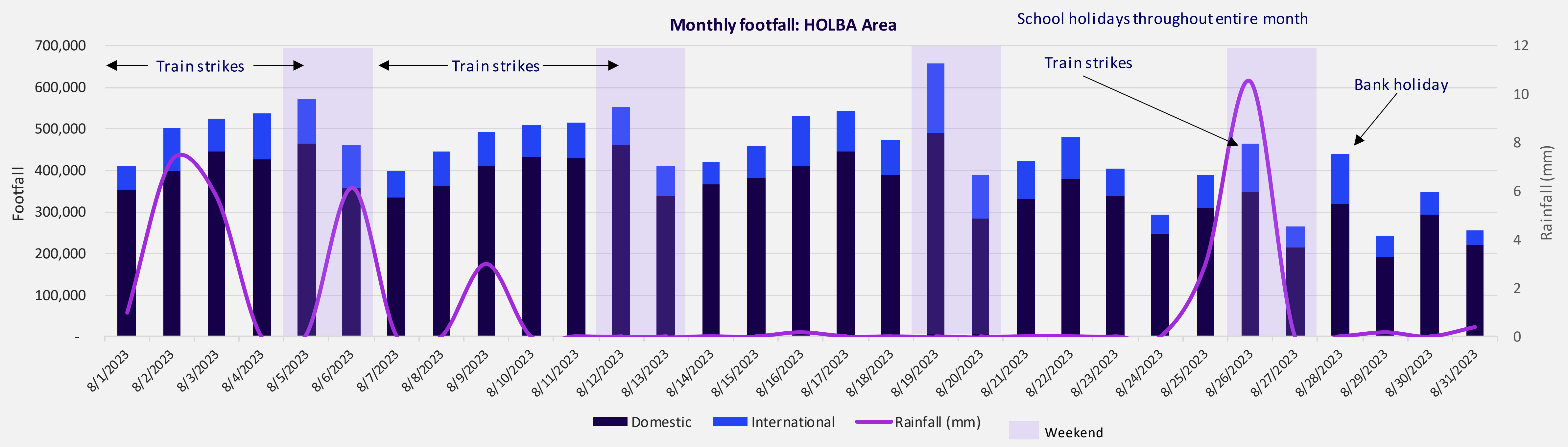
Footfall is up month-on-month in all districts

Strong increase in international visits around Jermyn St and Haymarket – Regent St/St James

Street	Month-on-month			Year-on-year		
	Total	*Domestic*	*International*	Total	*Domestic*	*International*
HOLBA area	4%	-2%	*36%*	-3%	-2%	*-7%*
Piccadilly	6%	-2%	*66%*	45%	41%	*75%*
Jermyn St	55%	-1%	*682%*	103%	33%	*701%*
Piccadilly Circus	8%	-2%	*65%*	37%	37%	*34%*
St Martin's Lane	29%	-2%	*101%*	66%	12%	*276%*
Haymarket	7%	-2%	*99%*	33%	44%	*-5%*
Haymarket - Regent St / St James	12%	-2%	*230%*	34%	44%	*2%*
Core West End	3%	-2%	*26%*	-4%	-9%	*22%*

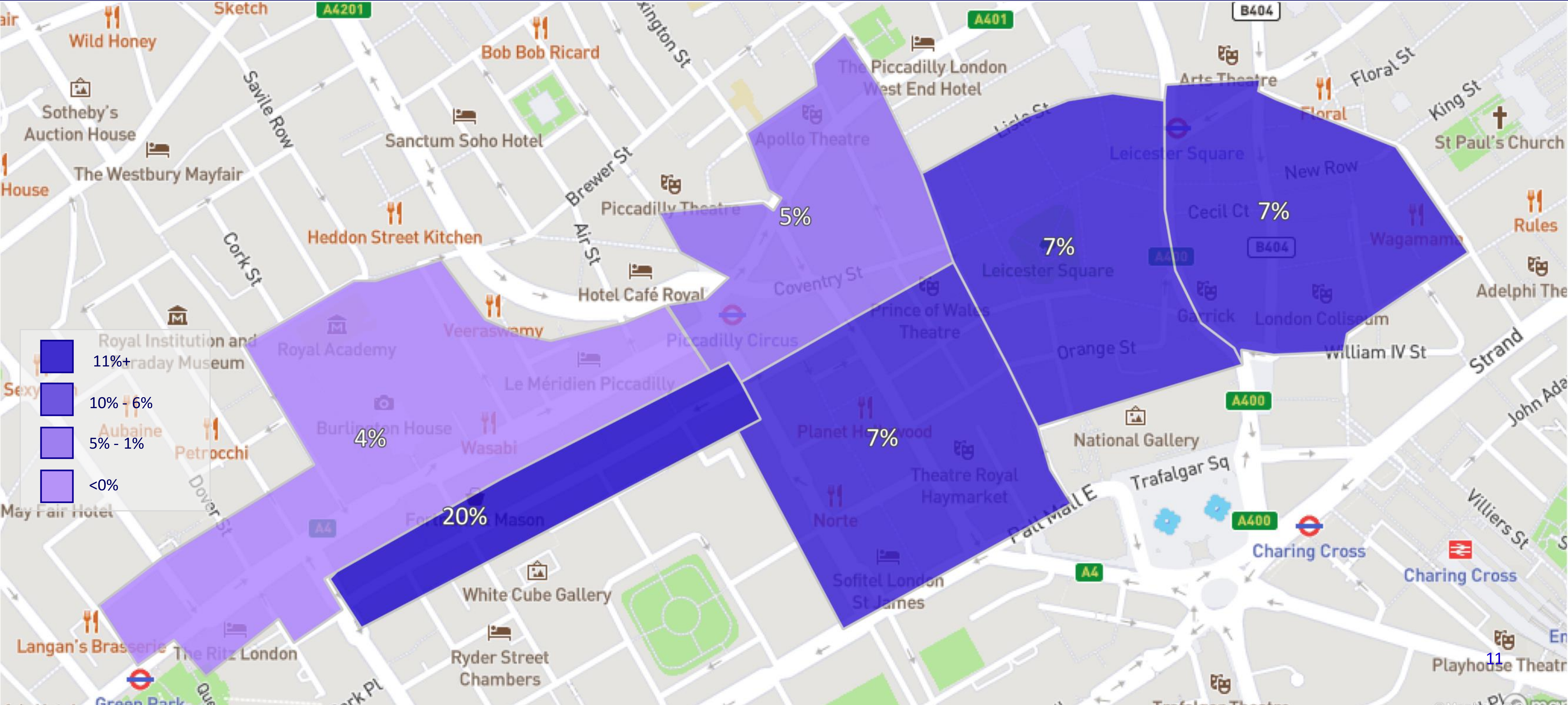
- Extremely strong growth in international visitation across all streets in August likely due to influx of tourists during school summer holidays

Visitor volumes
Strong Saturday footfall continues, particularly during drier weather

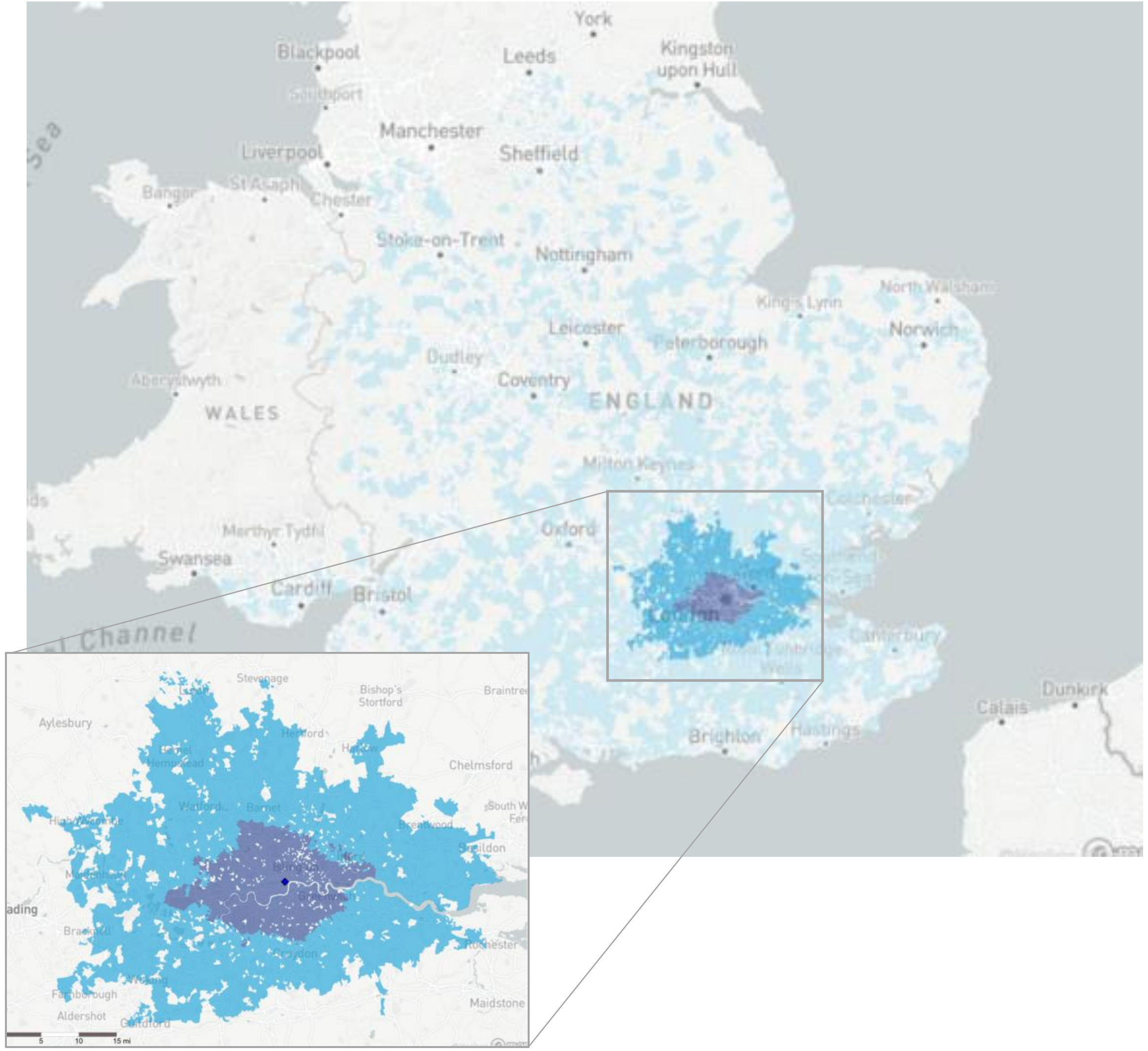


- Saturdays remain the highest footfall days across the month
- w/c 21st is the only week where Saturday was not the peak footfall day due to RMT rail strike
- Significant rainfall on Saturday 26th appeared to have a negative impact on footfall, whilst rainfall earlier in the month on a weekday had less of an impact as workers were less able to change travel plans

Visitor volumes
August vs. July 2023



Visitor volumes
Core catchment increased 8.4% in size vs. July

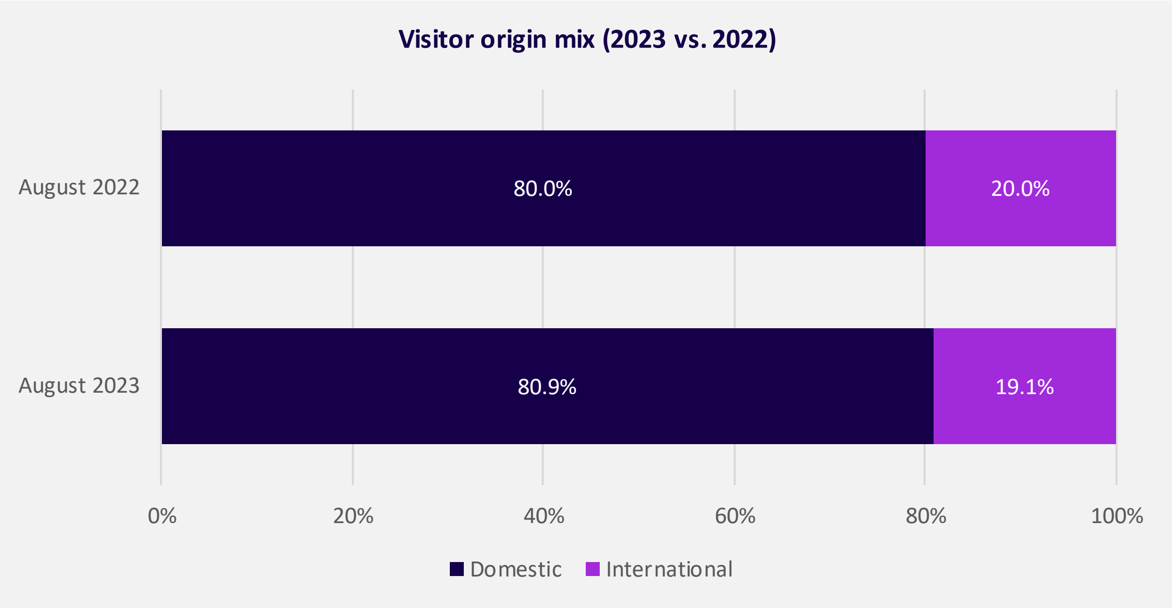


Catchment band	Population (Millions)	Change vs. previous month
-*Primary*	5.3	-1.3%
-*Secondary*	6.0	18.6%
Core ***(Primary + Secondary)*** *75% of regular visitors*	**11.3**	**8.4%**
-*Tertiary*	11.6	-24.8%
Total ***(Core+ Tertiary)*** *95% of regular visitors*	**23.0**	**-11.4%**

- Decrease in size of Tertiary catchment band may be influenced by a reduction in domestic tourism as people headed abroad during school holidays
- Growth in Secondary catchment band around Outer London and the Home Counties drove an overall increase in catchment size this month

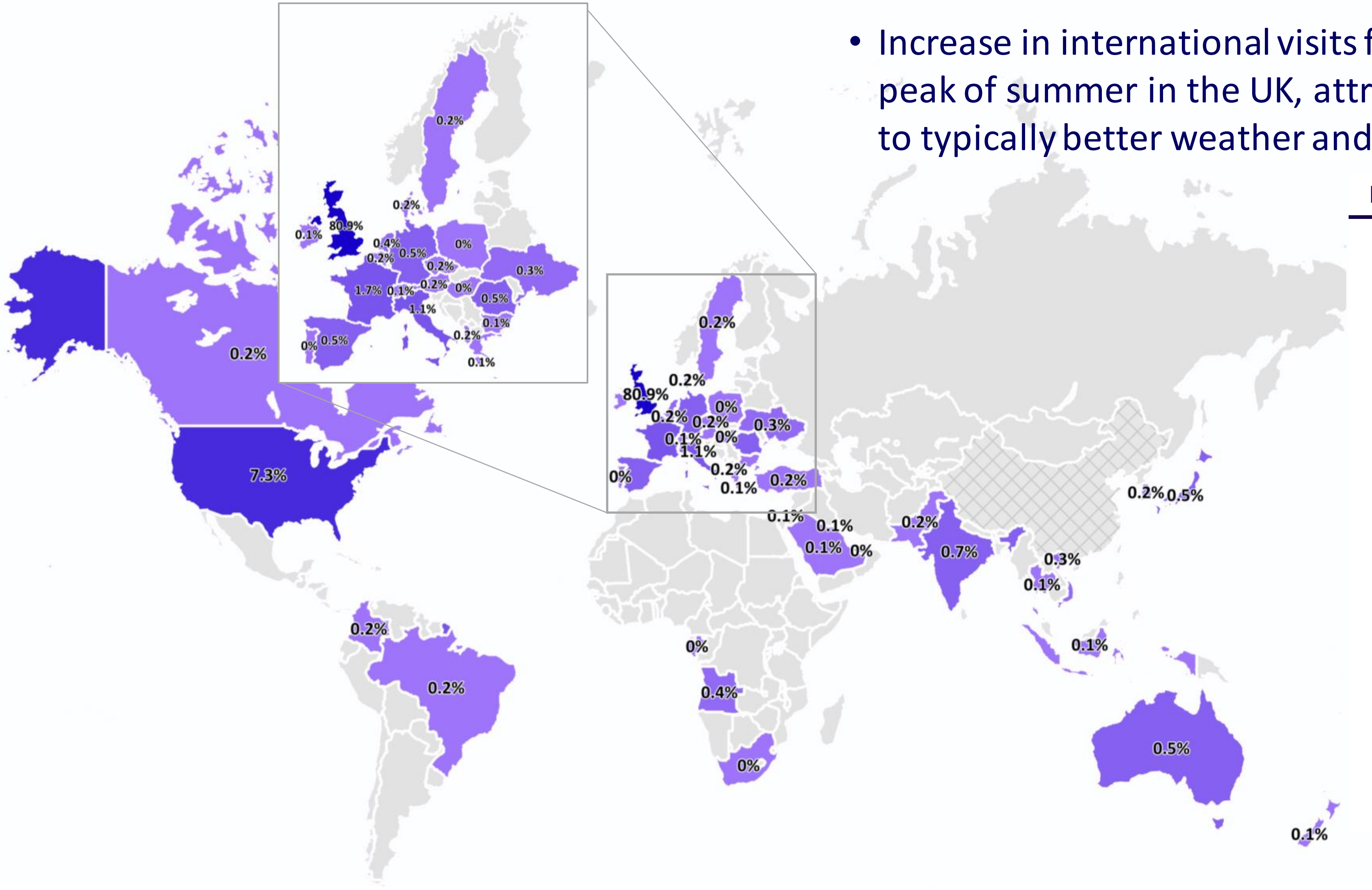
Visitor volumes: visitor mix
International visitor mix up on July

Area	International mix (%)	+/- change in mix: Month-on-Month	+/- change in mix: Year-on-year
HOLBA area	**19.1%**	**4.5%**	**-0.9%**
Piccadilly	17.4%	6.3%	2.9%
Jermyn St	41.5%	33.2%	30.9%
Piccadilly Circus	21.9%	15.7%	35.7%
St Martin's Lane	46.6%	7.6%	-0.4%
Haymarket	16.6%	16.8%	26.0%
Haymarket - Regent St / St James	17.2%	7.7%	-6.6%
Core West End	20.3%	11.4%	-5.4%



- 4.5% point increase in international mix vs. last month due to increase in foreign tourism over school holidays
- This mix increase equated to a 36% increase in the volume of visits from international visitors
- Jermyn St has seen the greatest growth month on month
- However, this represents a 0.9% decrease in mix vs. August last year

Visitor volumes: visitor origin
+4.5% increase in visits from outside the UK

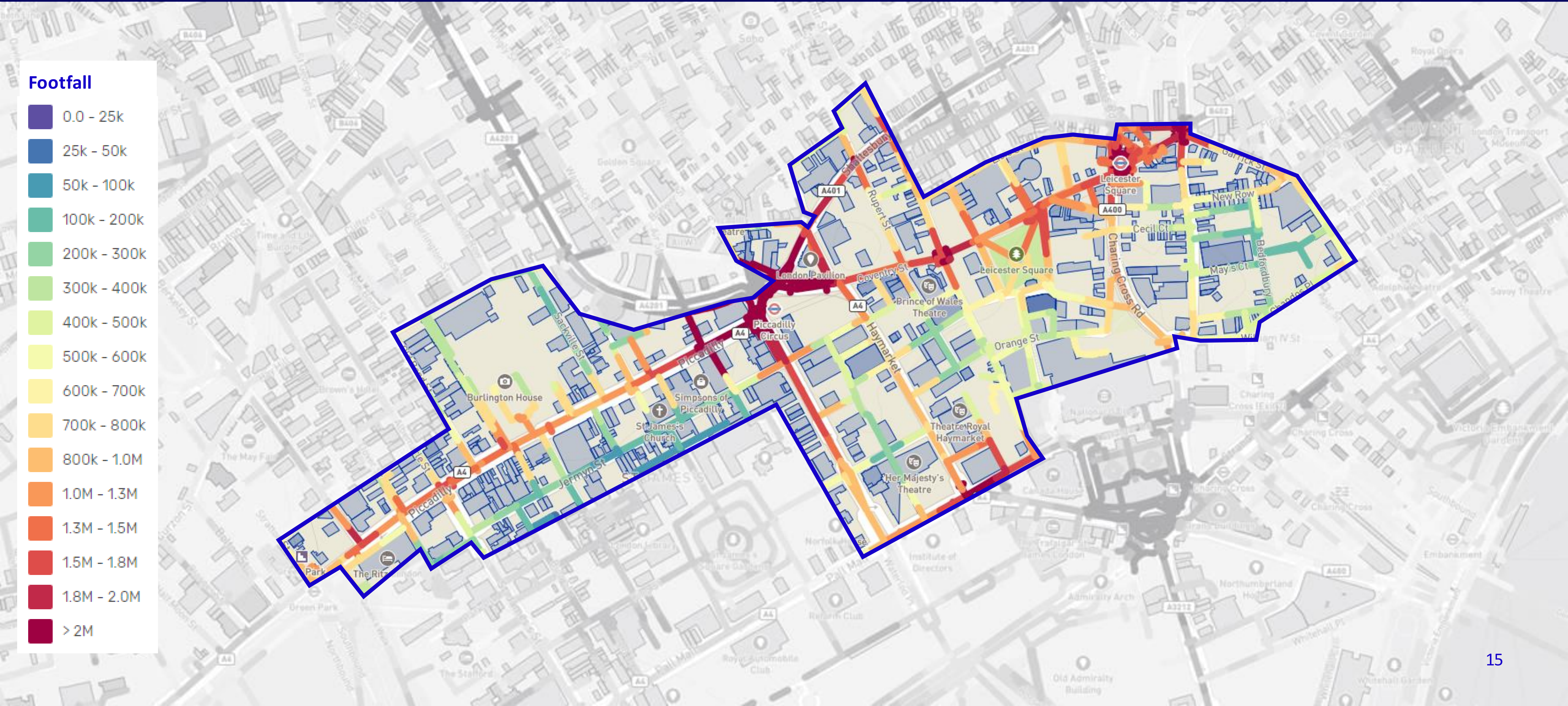


- Increase in international visits from all countries likely due to August being peak of summer in the UK, attracting more visitors than other months due to typically better weather and school holidays

Rank	Country	%	+/- change
1	United Kingdom	80.9%	-4.5%
2	United States	7.3%	1.7%
3	France	1.7%	0.6%
4	Italy	1.1%	0.3%
5	India	0.7%	0.2%
6	Japan	0.5%	0.0%
7	Spain	0.5%	0.1%
8	Germany	0.5%	0.1%
9	Romania	0.5%	0.2%
10	Australia	0.5%	0.2%
	Europe (excl. UK)	6.6%	1.2%
	Rest of the world	12.5%	3.4%
	Non UK	19.1%	4.5%

Note: Data unavailable for visitors from China

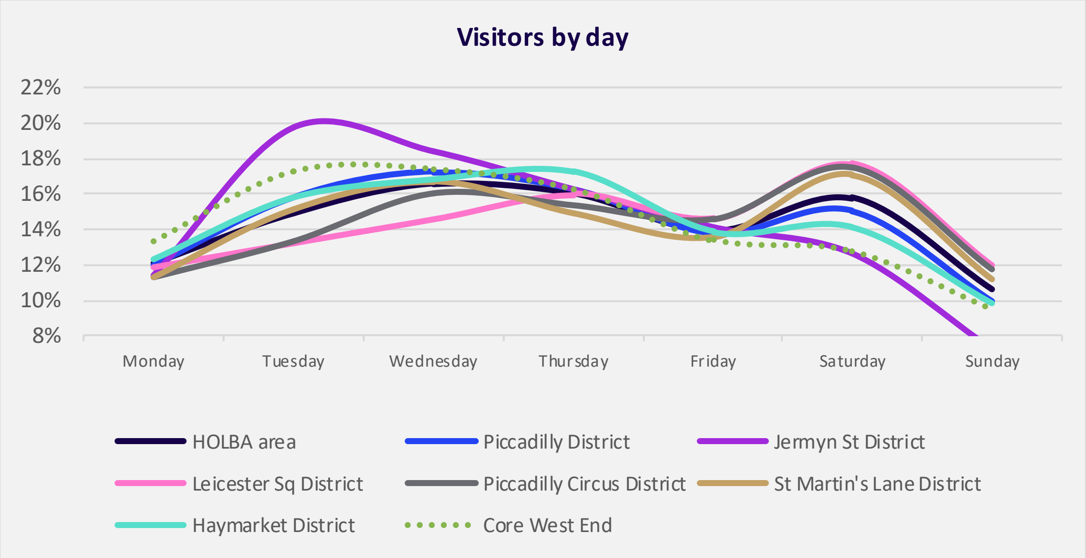
Visitor volumes
Segment footfall

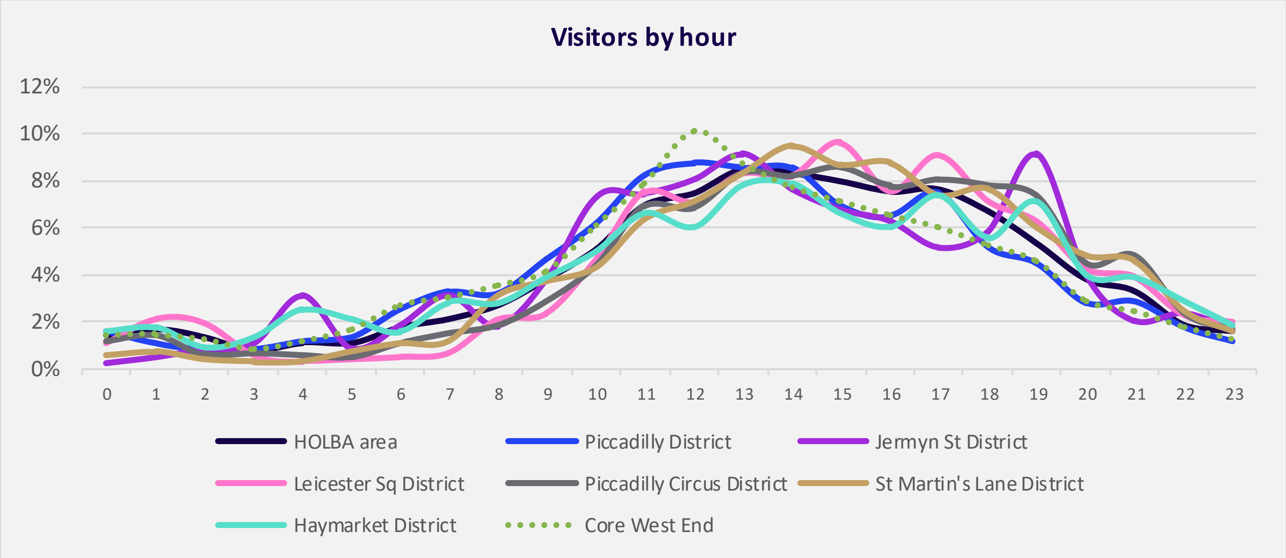


03

Visitor behaviour

Visitor behaviour: visits by day and hour
Wednesday visits most popular





- Flattening of mid-week visits this month likely influenced by school holidays
- Jermyn St declines significantly on Sundays due to worker-focus whilst tourist districts (such as Leicester Sq) saw strong visit volumes, often ahead of weekdays

- Visitor volumes typically peak during lunchtime and into the afternoon
- Leicester Sq and Piccadilly Circus had the latest ‘peak hour’ (3pm), likely driven by their roles as major leisure destinations and focus for after work visits

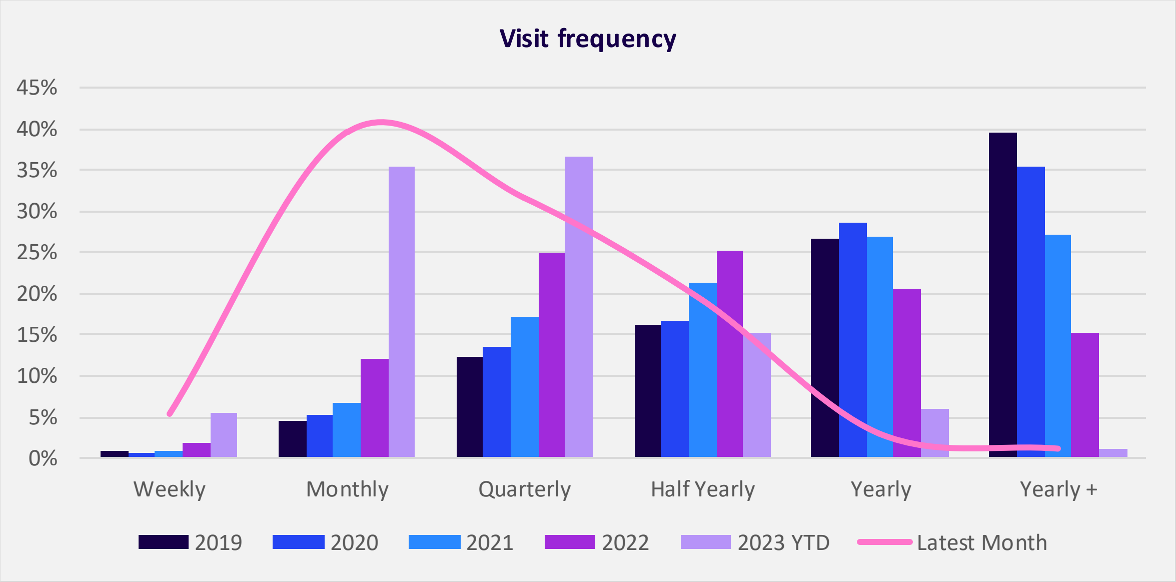
Visitor behaviour: visits by day and hour
Saturday afternoon was the busiest part of the week

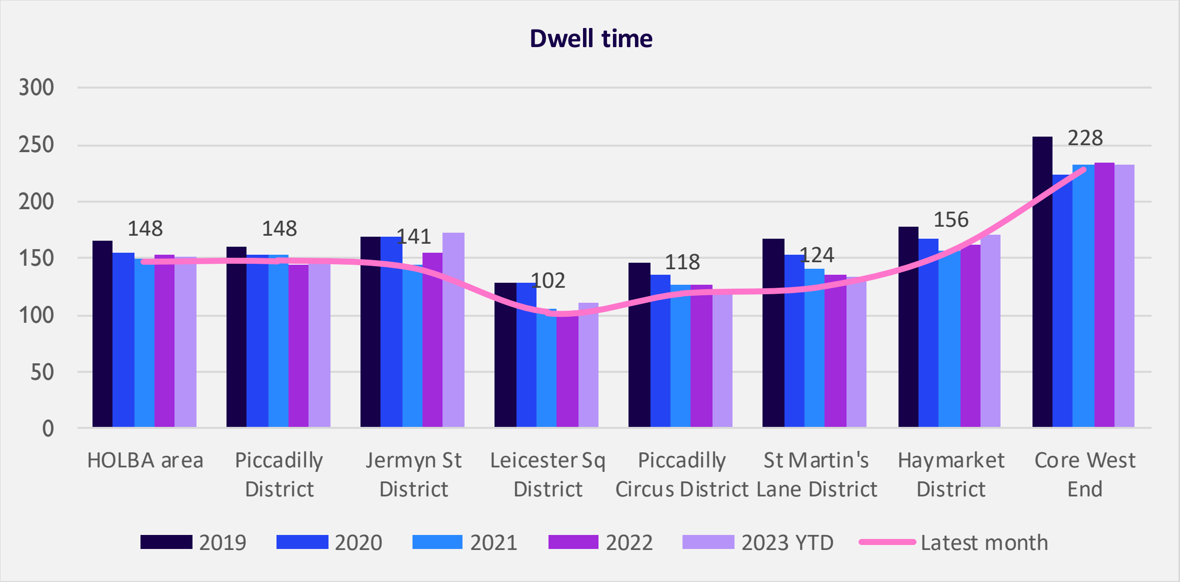
HOLBA - % of visits	Morning *(07.00-12.29)*	Afternoon *(12.30-17.59)*	Evening *(18.00-23.59)*
Monday	3.6%	6.1%	2.4%
Tuesday	4.3%	7.1%	3.3%
Wednesday	4.9%	7.7%	3.9%
Thursday	4.4%	7.0%	4.0%
Friday	3.6%	5.9%	4.4%
Saturday	3.6%	8.4%	4.3%
Sunday	2.6%	5.9%	2.5%

INDEX VS. CORE WEST END	Morning *(07.00-12.29)*	Afternoon *(12.30-17.59)*	Evening *(18.00-23.59)*
Monday	74	96	111
Tuesday	69	91	106
Wednesday	75	104	121
Thursday	81	97	123
Friday	77	101	139
Saturday	108	137	124
Sunday	108	109	129

- Saturday afternoon is the highest week segment for visits – 8.4% of all visitors this month
- Friday and Saturdays have the strongest evening visit shares, driven by strong leisure visitation
- Weekends and evenings continue to outperform vs. the wider Core West End, again driven by strong leisure offer
- Friday-Sunday evenings were an average of 31% ahead of Core West End

Visitor behaviour: frequency
Visitors coming more frequently but staying for less time

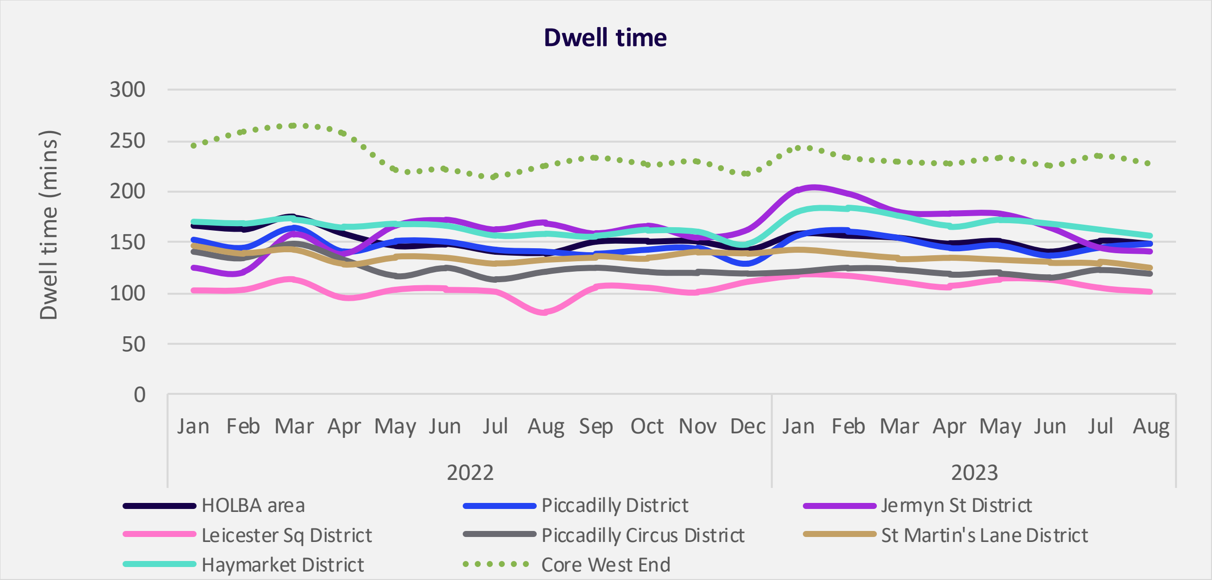


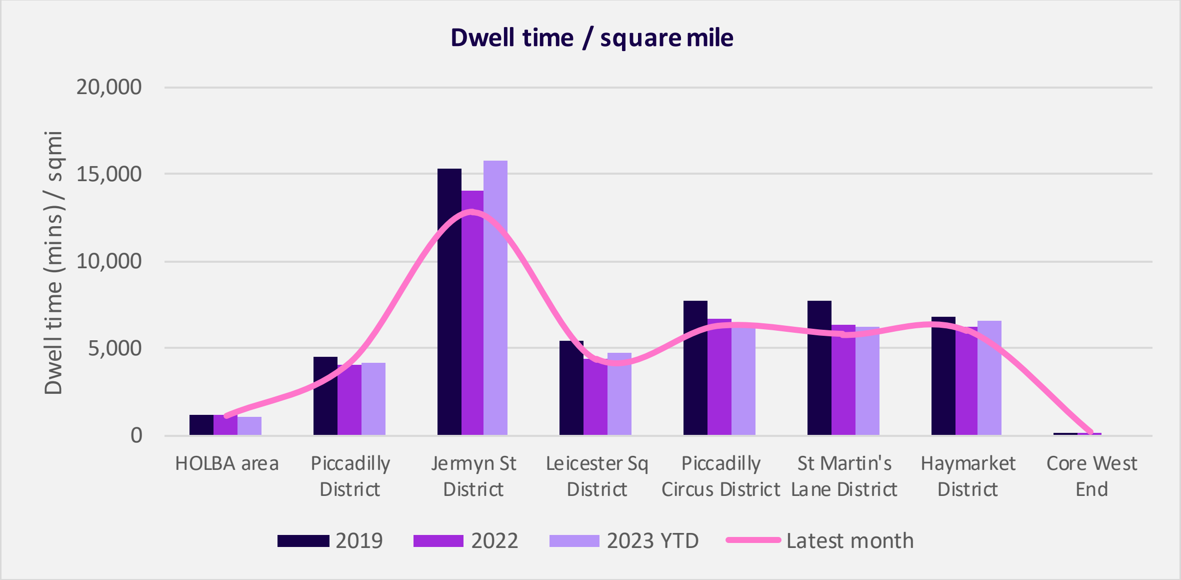


- Continued increase in regular visitors, in part influenced by growth in office-working

- Dwell time decreased to slightly below YTD levels after an increase back to them in July (148 mins this month vs. 151 mins YTD and 151 mins in July)
- Office-focused locations have the highest dwell time, with Haymarket at 156 mins vs. leisure districts such as Leicester Sq being shorter at 102 mins

Visitor behaviour: dwell time
Little change in dwell times patterns in August vs. July

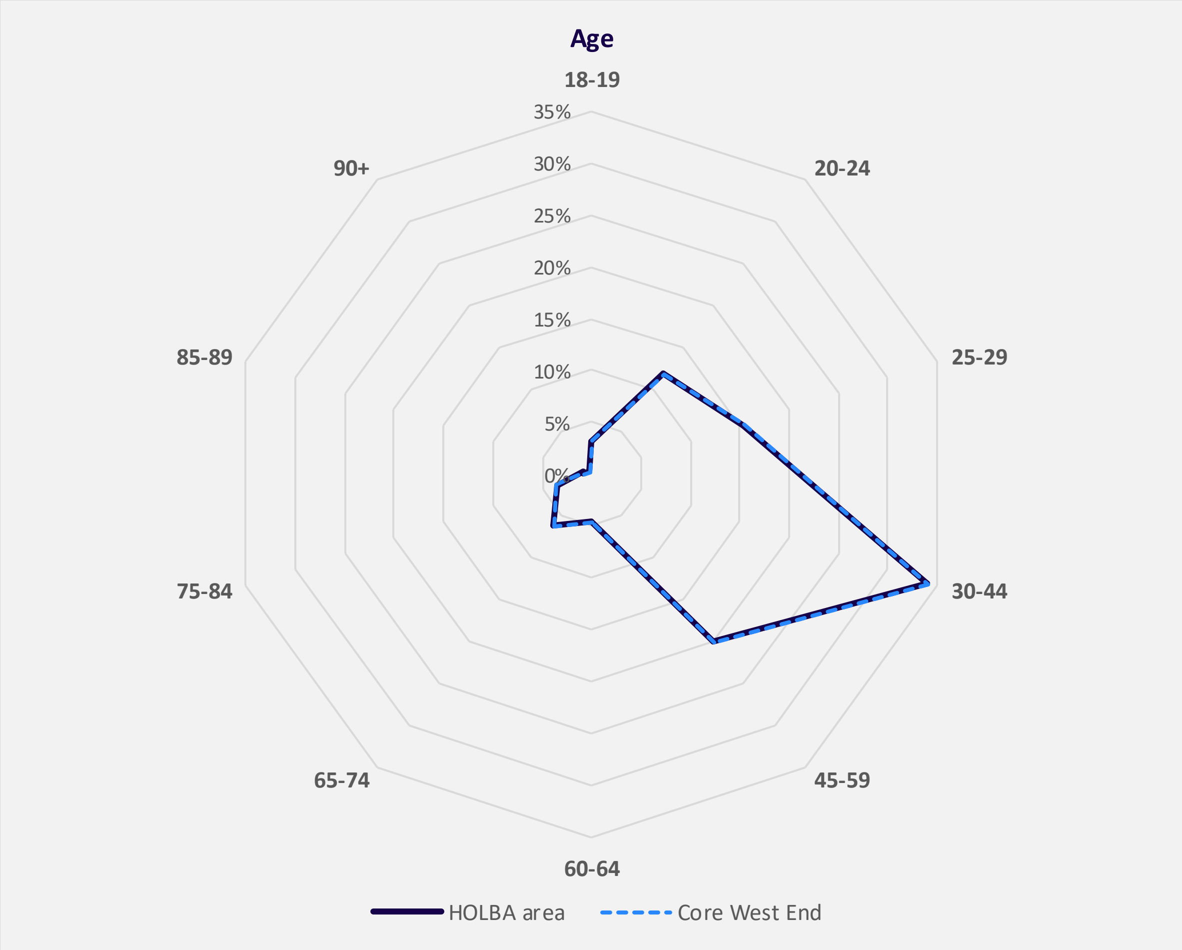




- Decrease in dwell times in Jermyn St driven by school holidays and change in working patterns
- Conversely, Piccadilly saw an increase in dwell time, benefitting from increased leisure visits (e.g. tourists, families with children)
- Jermyn St has the highest dwell times, given its comparatively small geographic area, driven by its strong worker focus
- This graph explores the average dwell time relative to the size of each district (in sq mi) to account for the impact of area size on behaviours

04 Visitor profile

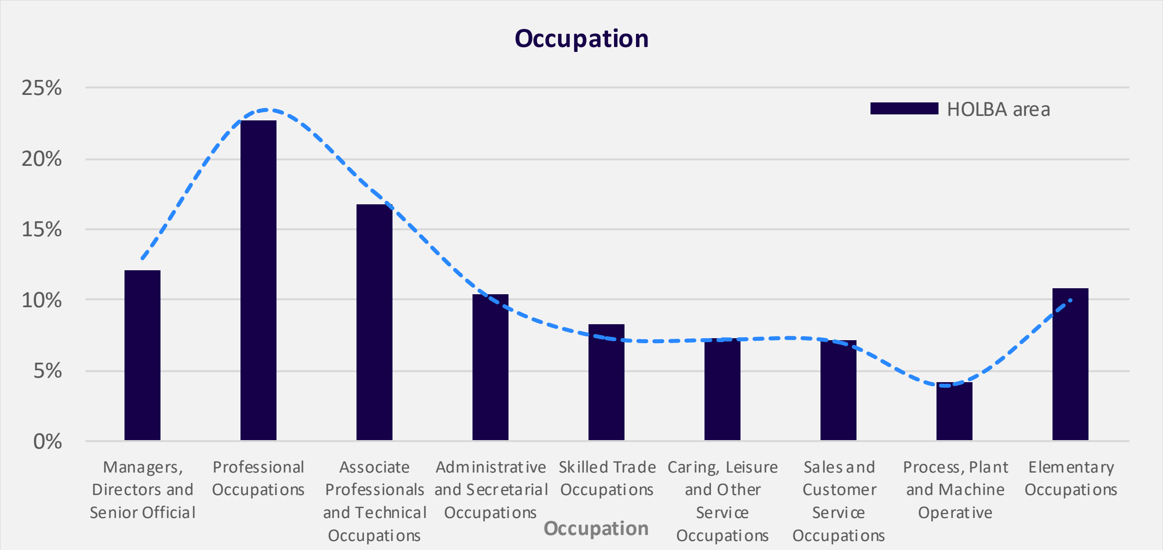
Visitor profile: age & gender
54.0% of visitors are aged between 30-59 years old

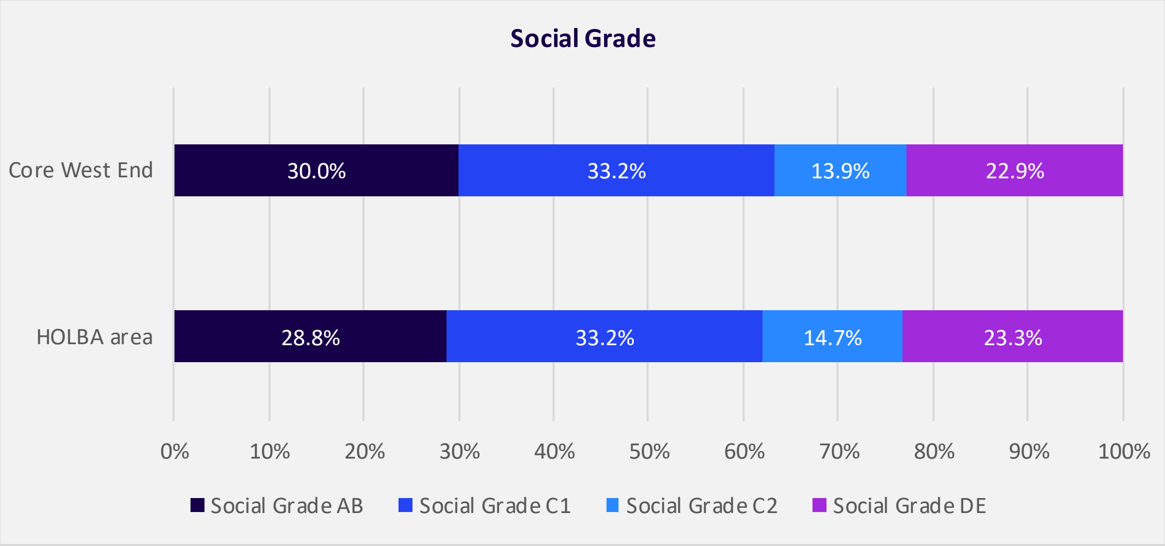


- Visitor profile skewed towards those aged 30-59 years old
  – 54.0% of visitors aged 30-59, versus 54.6% in July
- Average age relatively consistent across the different areas within Heart of London area
- Males & females are fairly evenly split, and in-line with the make up of the Core West End as a whole

HOLBA Area		Core West End	
Female	Male	Female	Male
49.6%	**50.4%**	49.5%	**50.5%**

Visitor profile: occupation & social grade
Visitors biased towards white collar workers

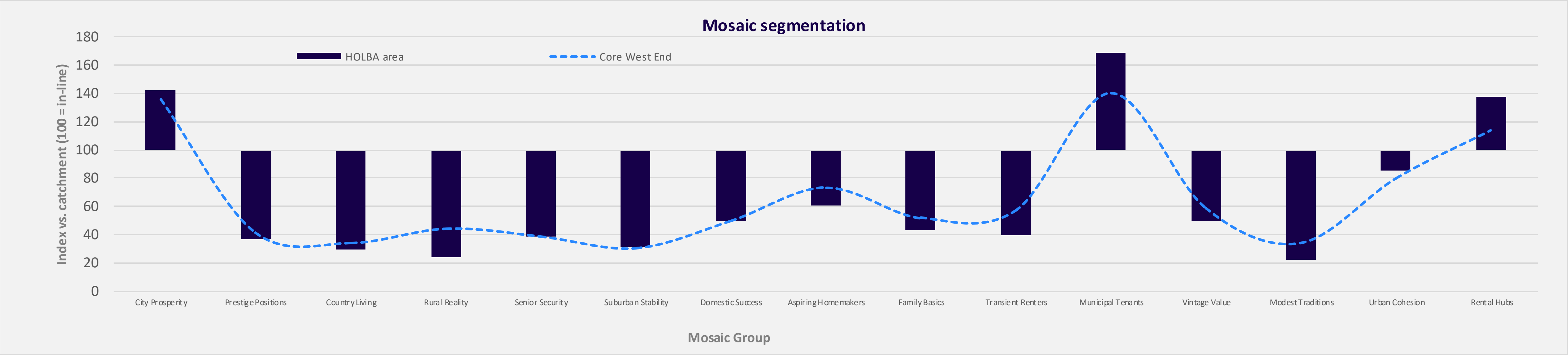




- Visitor profile biased towards 'white collar' occupations, consistent with last month
- In-line with wider Core West End profile

- 30.0% HOLBA area visitor profile in Social Grade AB, vs 28.8% for Core West End
- West End profile influenced by presence of affluent Bond St shoppers
- Little change from the previous month

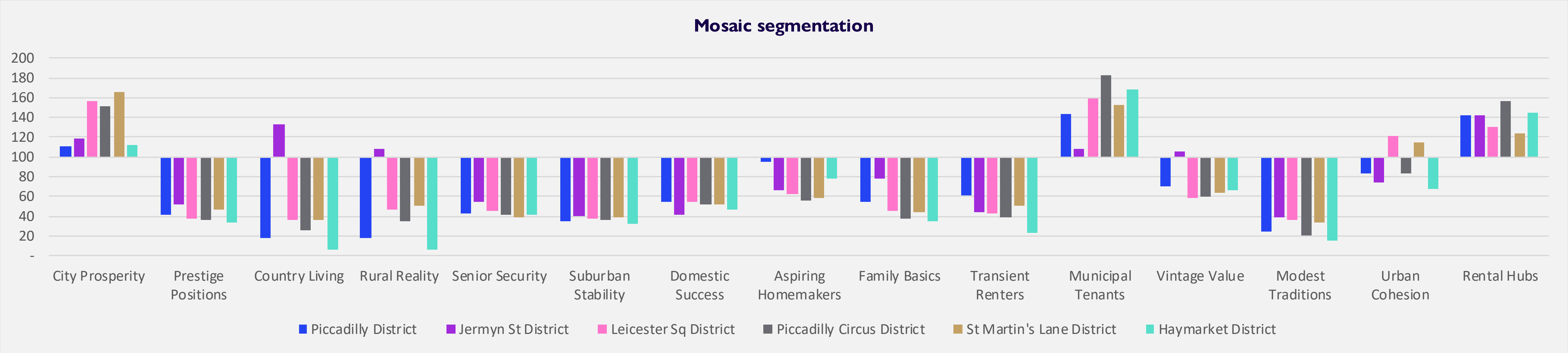
Visitor profile: occupation & social grade
'Municipal Tenants' is the most dominant Mosaic group



- 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

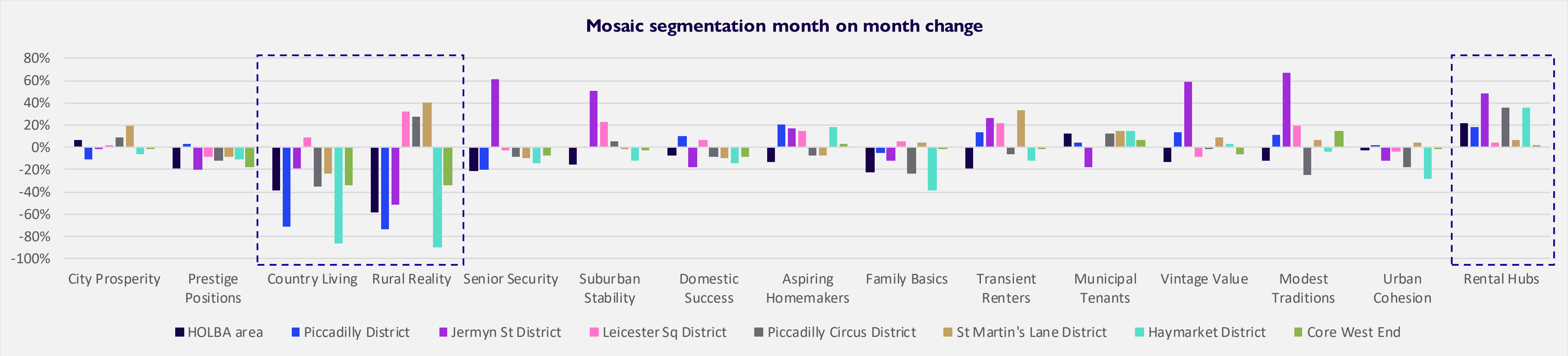
Visitor profile: occupation & social grade
‘Municipal Tenants’ is the most dominant Mosaic group



- All districts tend to follow similar patterns to one another, with only ‘Urban Cohesion’ (second least affluent group) showing substantial variation

- Piccadilly Circus District over-indexes the most in ‘Municipal Tenants’, whilst St Martin’s Lane District over-indexes the most in ‘City Prosperity’, the most affluent group

Visitor profile: occupation & social grade
‘Rental Hubs’ has the greatest month on month increase



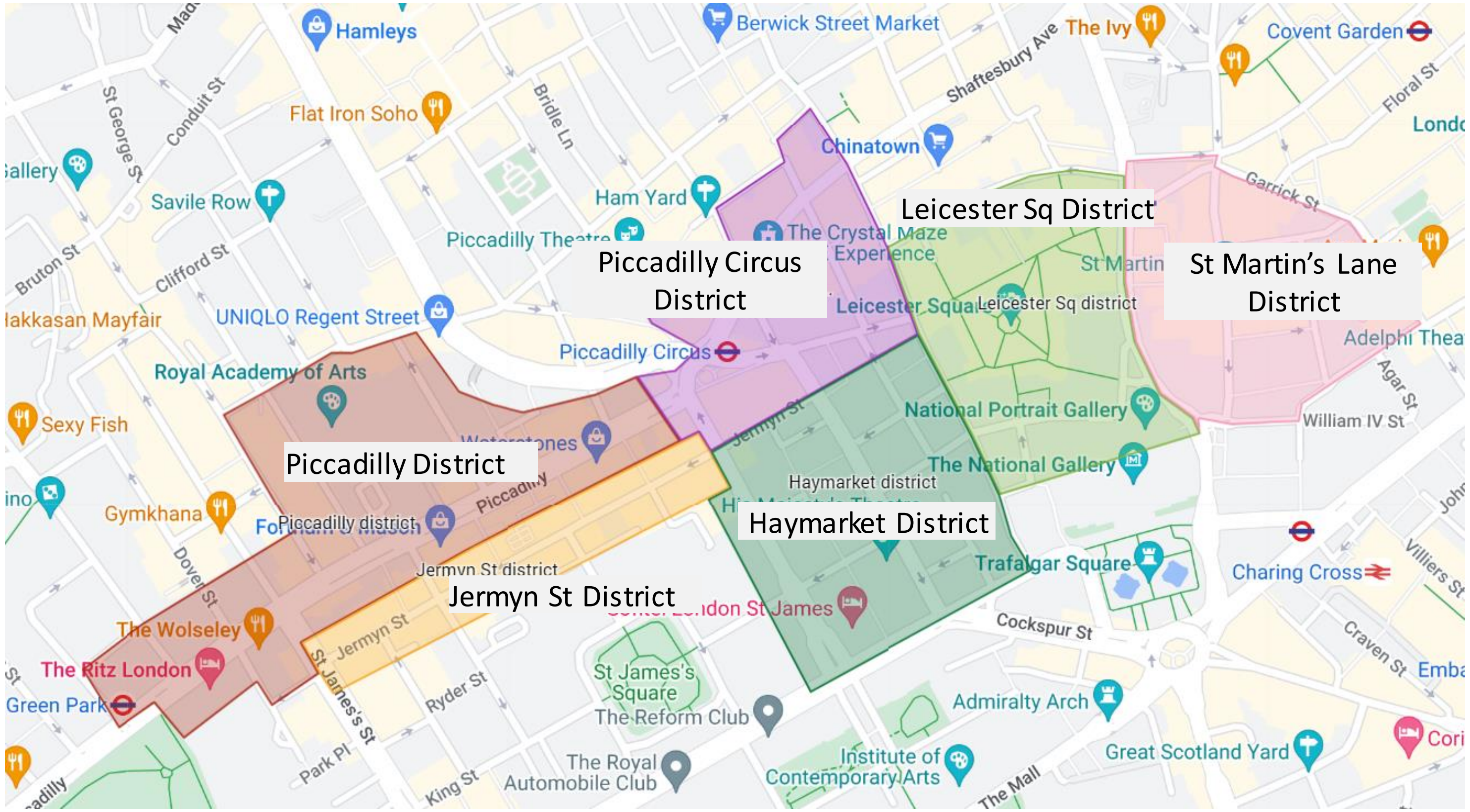
- All districts have seen an increase in ‘Rental Hubs’, the least affluent Mosaic group, vs. July, with a 21% increase across the HOLBA Area
- Jermyn St has seen the largest month on month variation, with 40%+ increases in five groups
- ‘Country Living’ and ‘Rural Reality’ have seen the biggest decreases in the HOLBA Area (-38% and -58%), largely driven by affluent commuters going on holiday in August

04 Appendix

Appendix
Location definition

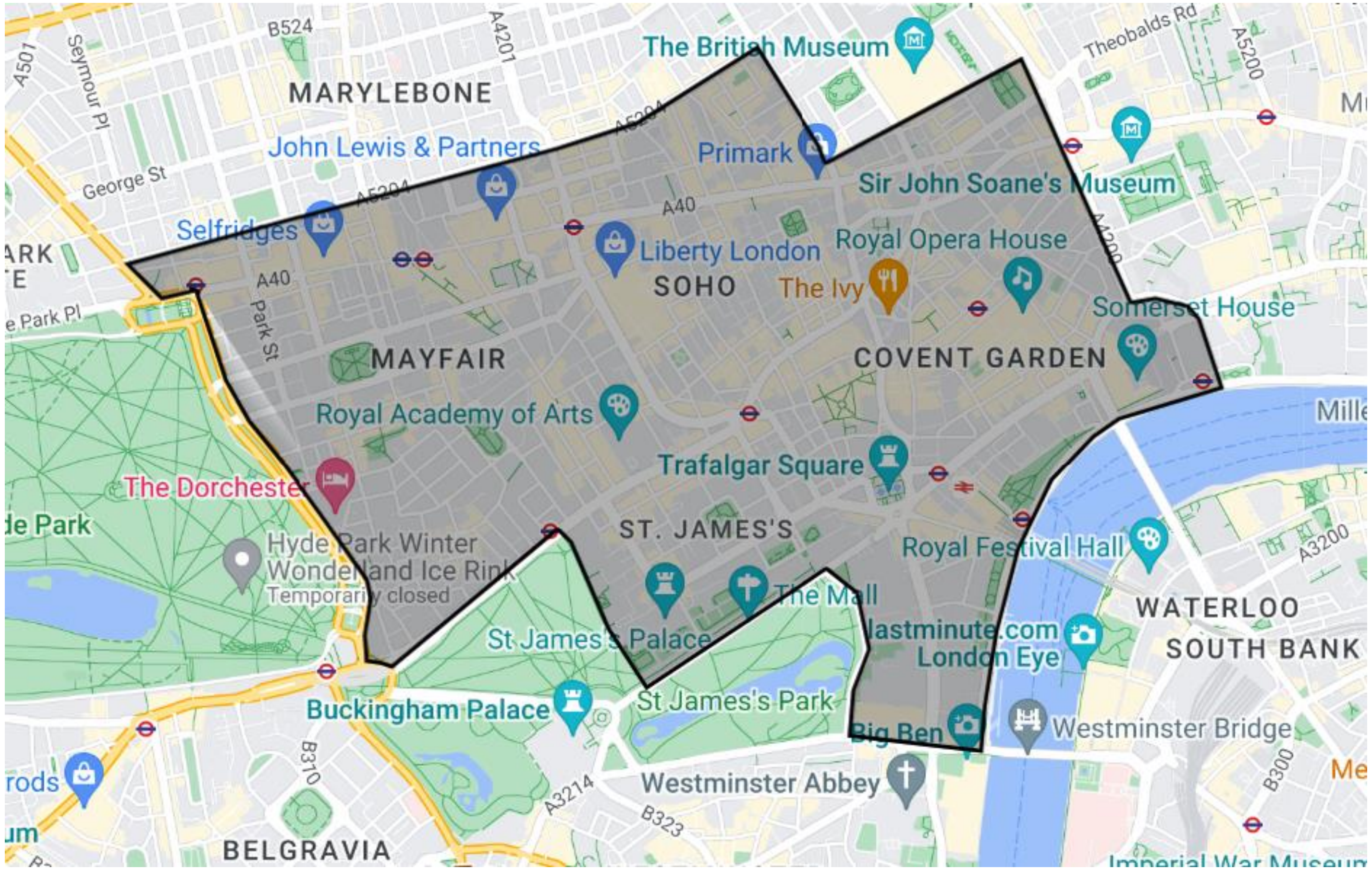
- Key areas within HOLBA used for analysis:

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



Appendix
Location definition

- Core West End area defined as a benchmark location



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
Colliers Retail Strategy & Analytics: What we do

For Occupiers

- Roll-out prioritisation
- Network optimisation
- Cannibalisation analytics
- Predictive performance forecasting

For Landlords

- Sustainable rent modelling
- Consumer surveys
- Development appraisal
- Geographic marketing recommendations
- Tenant mix strategy

For Public Sector

- Venue rankings
- Visitor profiling
- Capacity studies

For all

- Customer profiling + segmentation
- Channel 'halo' analytics
- Footfall reporting
- Turnover forecasting
- Catchment definitions and profiling

Appendix
Disclaimer

- This report is confidential to the addressee and Colliers accepts no responsibility whatsoever in respect of this report to any other person.
- Any market projections incorporated within this report including but not limited to, income, expenditure, associated growth rates, interest rates, incentives, yields and costs are projections only and may prove to be inaccurate. Accordingly, such market projections should be interpreted as an indicative assessment of potentialities only, as opposed to certainties. Financial, market and economic projections, estimates and forecasts are inherently uncertain. Colliers cannot accept any liability should any projections, estimates, forecasts, data, recommendations or any other statements made in this report prove to be inaccurate or based on incorrect premises. No warranty is given as to the accuracy of any projections, estimates, forecasts, data, recommendations or any other statements made in this report. This report does not constitute and must not be treated as investment or valuation advice.
- This publication is the copyrighted property of Colliers and/or its licensor(s). © 2023. All rights reserved.
- Colliers is the licensed trading name of Colliers International Retail UK LLP which is a limited liability partnership registered in England and Wales with registered number OC334835. Our registered office is at 50 George Street, London W1U 7GA.

Matt Harris, Heart of London Business Alliance
Data & Insights Manager
+44 207 734 4507 | +44 7849 829 756
matth@holba.london

Paul Matthews, Colliers
Director | co-Head of Retail Strategy & Analytics
+44 207 344 6782 | +44 7920 072436
paul.matthews@colliers.com

Emma Sharman, Colliers
Senior Consultant | Retail Strategy & Analytics
+44 20 7344 6781 | +44 7873 626188
emma.sharman@colliers.com