

Visitor Insights

December Report 2023

Shaping a
world-class
West End

Issued:
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Background

Introduction and context

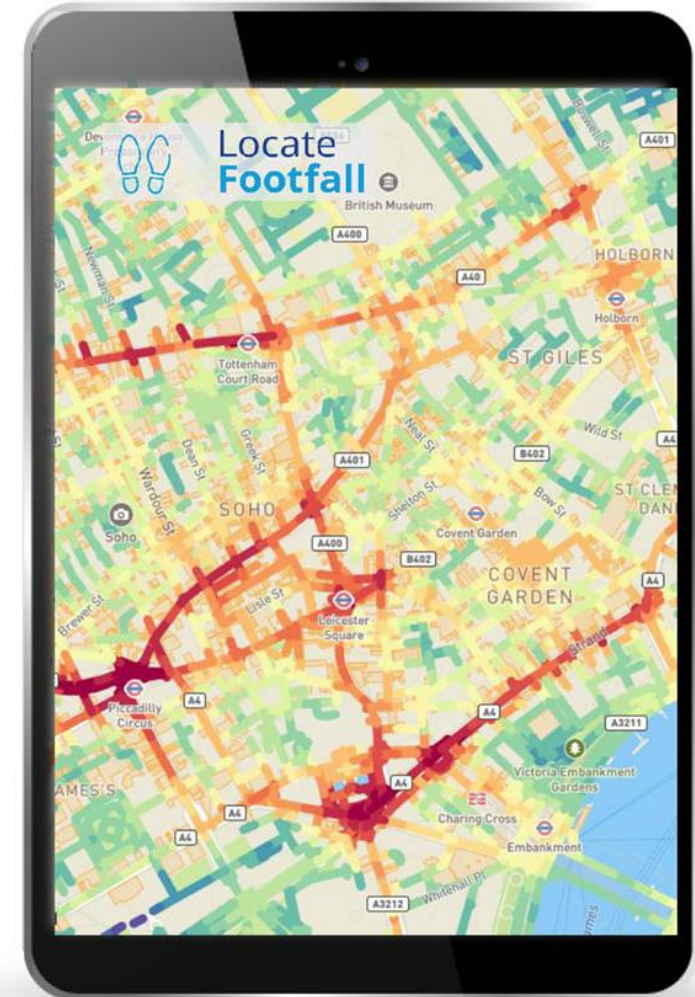


Heart of London Business Alliance (HOLBA) has partnered with Colliers to provide data and insights on visitors to the area.

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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01

Summary



Exec Summary

December 2023



- December saw a large increase in footfall compared to November driven by domestic visitors. Footfall increased by 26% month on month driven primarily by increased tourism over the Christmas period.
- Visitors spent slightly less time on average in the area in December, however this is likely a reflection of the decrease in workers coming into the area and an increase in tourists.
- Consistent with usual trends, Saturday had the highest footfall levels of any day. Footfall was more concentrated between Christmas and New Year with footfall peaking on the Saturday before New Year's Eve.
- Average footfall distribution across the week has shifted slightly more toward Sunday due to increased footfall on Christmas Eve and New Year's Eve, both occurring on a Sunday.

Summary

December 2023



15.1 m
(+26%)

Visitors to HOLBA
area up 26% month
on month



142 mins
(-5%)

Visitors spent an
average of 2 hours and
20 mins in the area.
Slightly below YTD
average



10.1m
(+23%)

People live within
the HOLBA area
core catchment

02

Visitor volumes



Visitor volumes

Footfall - districts



Footfall up 26% month-on-month, and 2% year-on-year

Domestic visits up in all districts compared with November

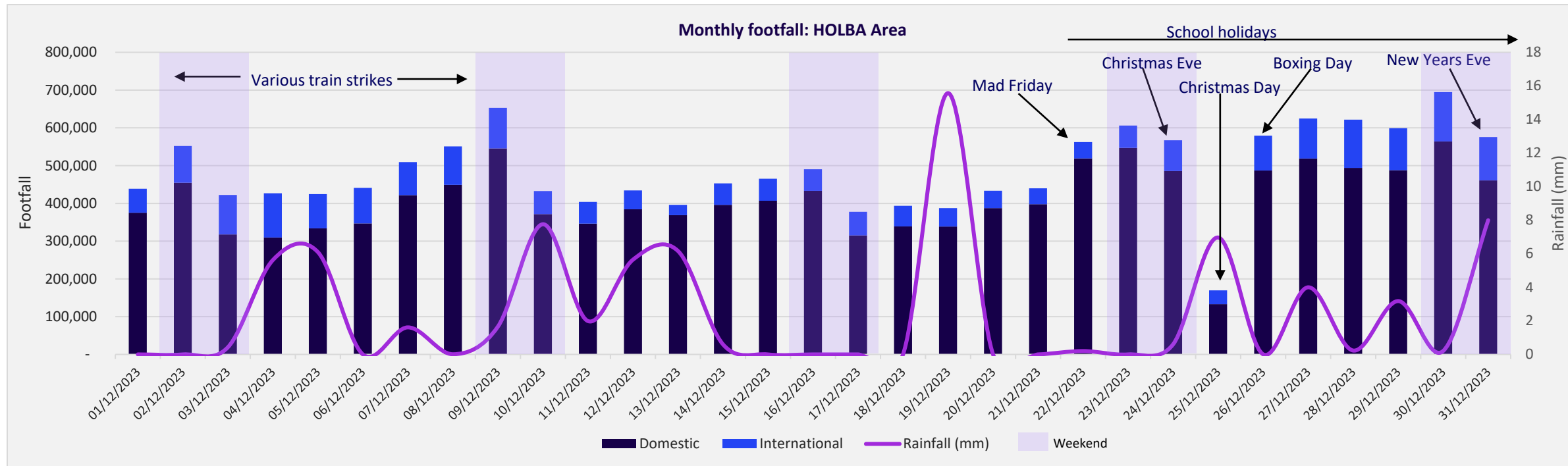


District	Month-on-Month			Year-on-year		
	Total	Domestic	International	Total	Domestic	International
HOLBA area	26%	36%	-10%	2%	8%	-21%
Piccadilly District	30%	44%	-20%	19%	21%	8%
Jermyn St District	1%	42%	-61%	27%	29%	20%
Leicester Sq District	27%	42%	-9%	9%	15%	-10%
Piccadilly Circus District	34%	43%	5%	11%	20%	-18%
St Martin's Lane District	25%	38%	-8%	9%	13%	-6%
Haymarket District	27%	40%	-19%	15%	21%	-12%
Core West End	21%	26%	1%	-3%	1%	-20%
HOLBA area - major street avg	24%	30%	4%	5%	8%	-9%

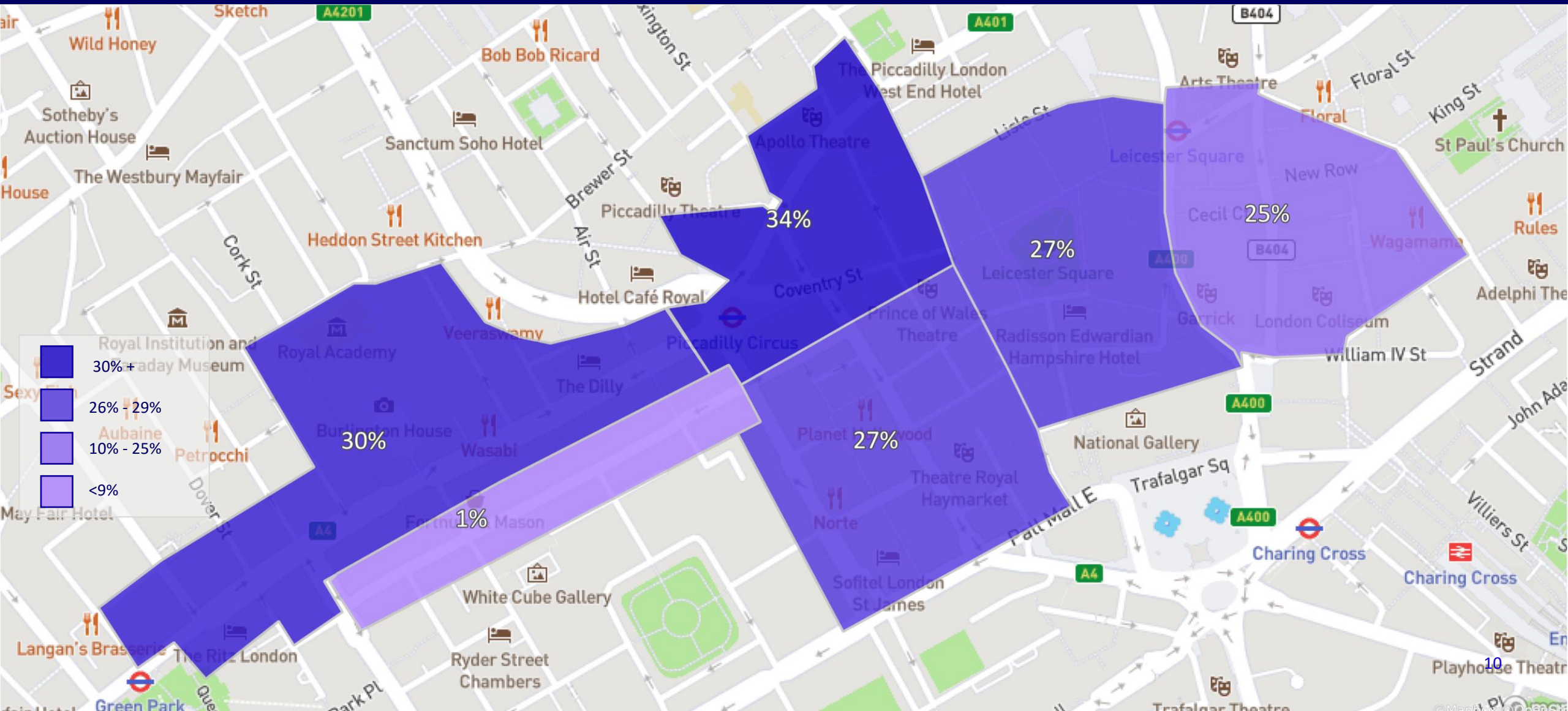
- Decrease in international visitation vs. previous month
- Growth in domestic visitation likely driven by increased leisure visits during Christmas period – and workers attending Christmas parties!

Visitor volumes

High footfall towards end of month during Christmas period

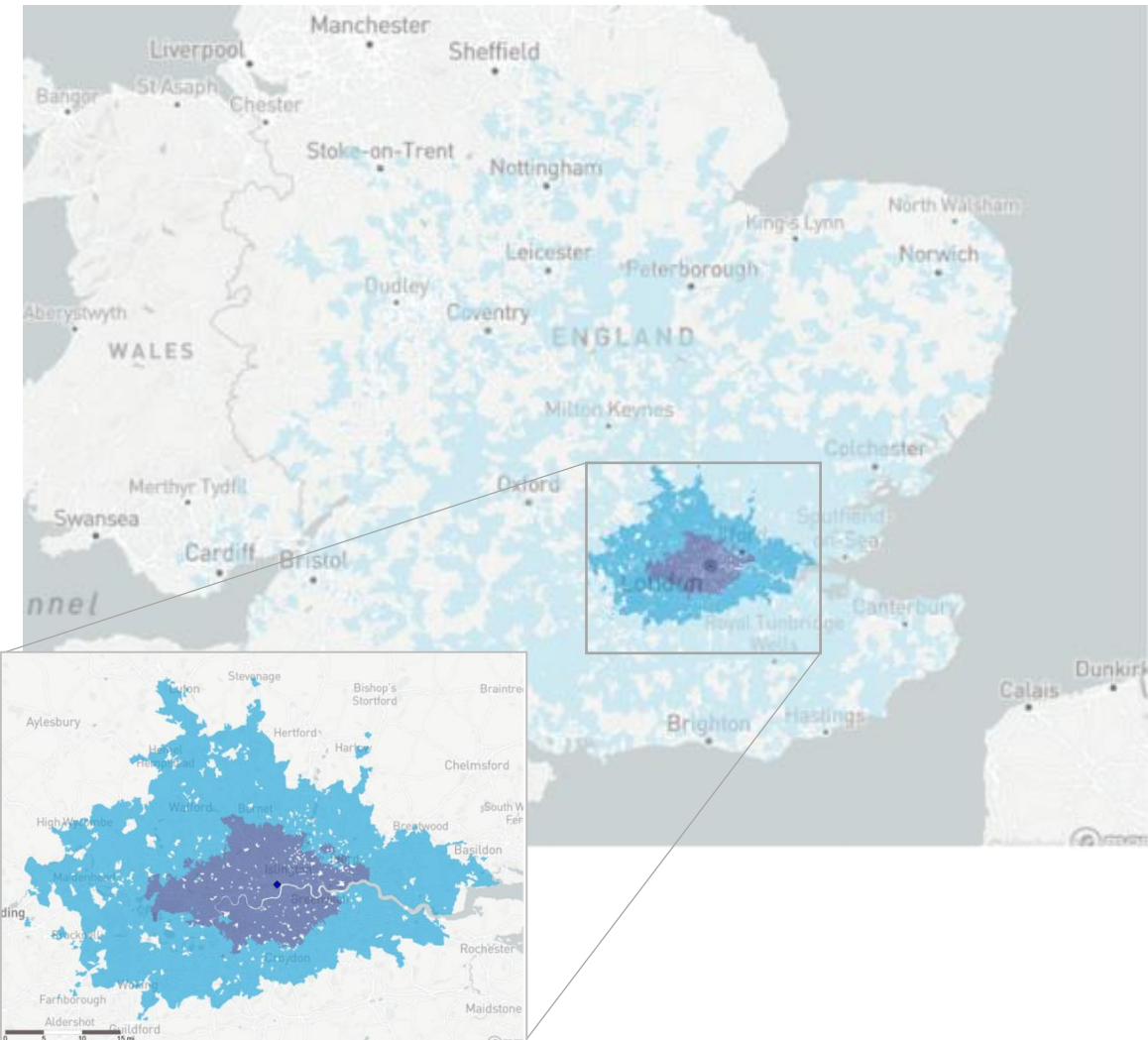


- Reduction in international visits in run-up to Christmas, with an increase in the week between Christmas and New Year due to tourists
- Traditional weekly visit patterns distorted due to Christmas period, with many workers off for last week of December
- Several days of significant rainfall during the month however there is no evidence of an impact on footfall



Visitor volumes

Core catchment increased 23.3% in size vs. November



Catchment band	Population (Millions)	Change vs. previous month
-Primary	5.3	35.6%
-Secondary	5.2	13.0%
Core (Primary + Secondary) <i>75% of regular visitors</i>	10.4	23.3%
-Tertiary	12.5	5.1%
Total (Core+ Tertiary) <i>95% of regular visitors</i>	22.9	12.7%

- Increase in size of all catchment bands indicating growth in ‘reach’ as people travel from further afield for special festive shopping and leisure trips

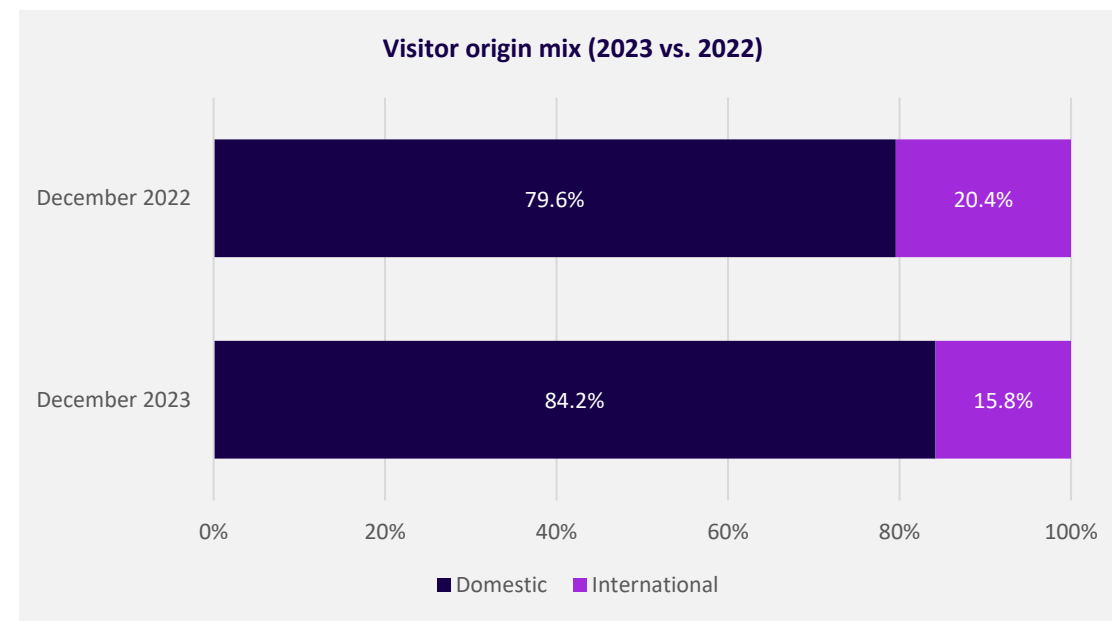
Visitor volumes: visitor mix

International visitor volume and mix down on November



Area	International mix (%)	+/- change in mix	
		Month-on-Month	Year-on-year
HOLBA area	15.8%	-6.4%	-4.6%
Piccadilly	14.5%	-8.2%	-0.1%
Jermyn St	21.8%	-15.7%	14.0%
Leicester Sq	48.4%	11.0%	9.1%
Piccadilly Circus	17.7%	-7.6%	-6.6%
St Martin's Lane	31.3%	-11.7%	-2.5%
Haymarket	17.4%	-7.3%	-0.5%
Haymarket - Regent St / St James	9.3%	-11.5%	-1.2%
Core West End	16.6%	-3.3%	-3.6%

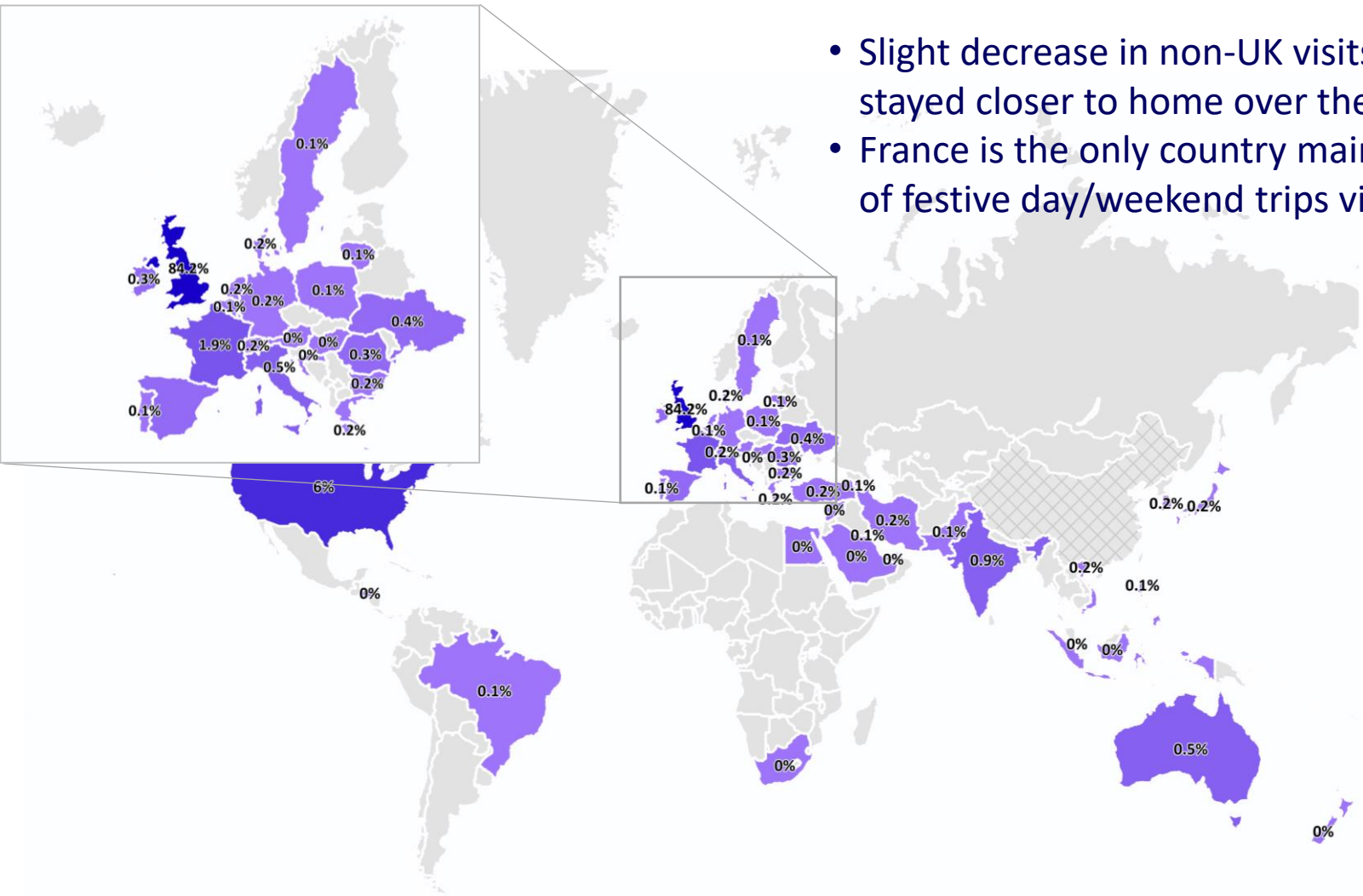
- -6.4% point decrease in international mix vs. last month
- This equates to a 10.4% decrease in the volume of international visitors
- Increase in international mix in Leicester Sq



- This represents a 4.6%-point decrease in mix vs. December last year

Visitor volumes: visitor origin

6.4% decrease in visits to HOLBA from outside the UK



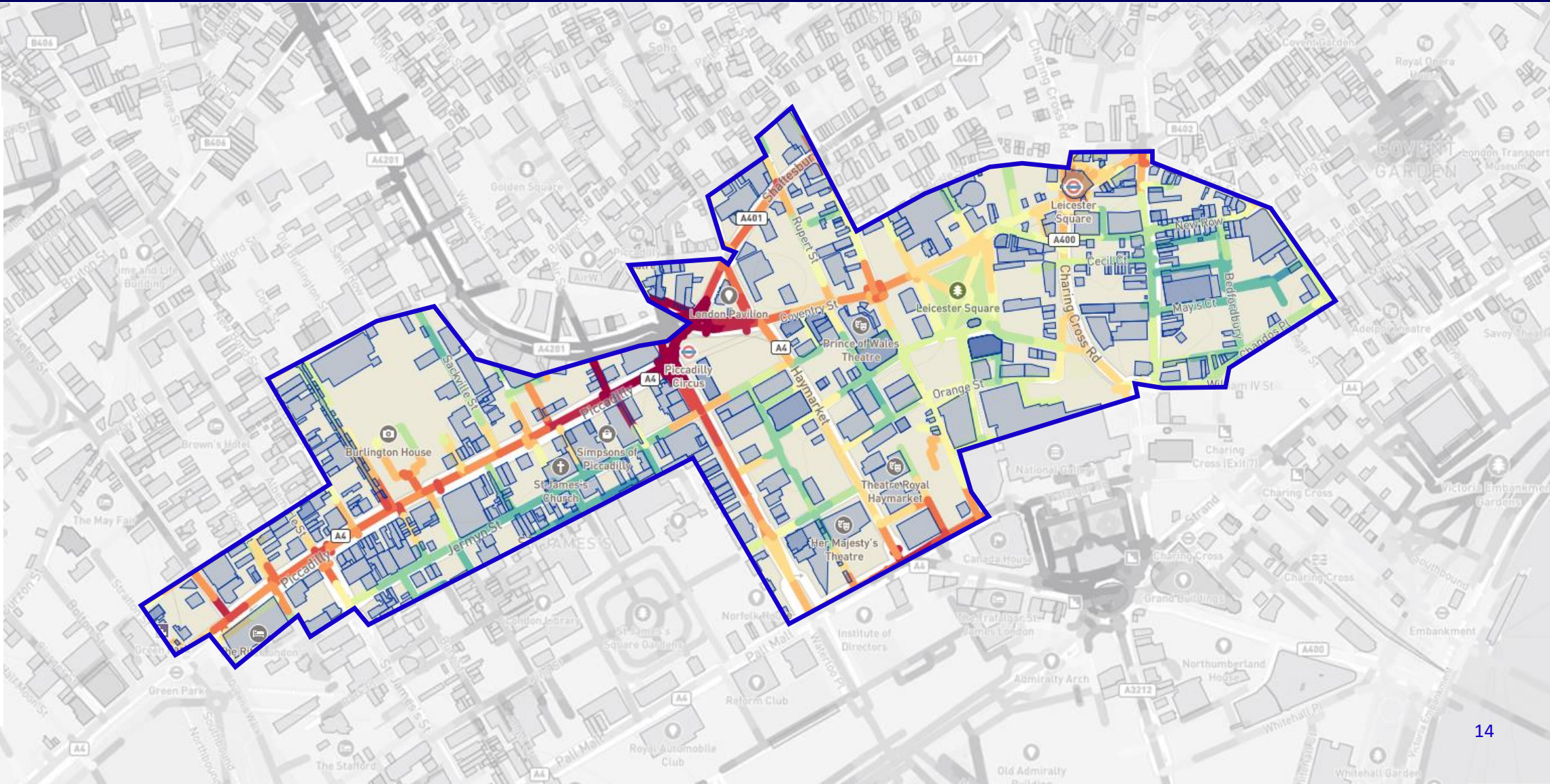
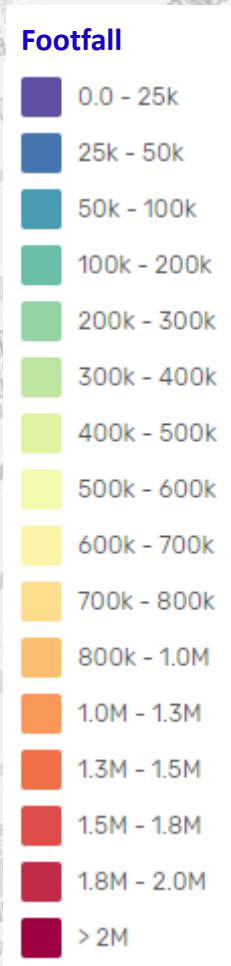
- Slight decrease in non-UK visits in December versus November as people stayed closer to home over the Christmas period
- France is the only country maintain visitor levels to the area, with the ease of festive day/weekend trips via Eurostar encouraging continued travel

Rank	Country	%	+/- change
1	United Kingdom	84.2%	↑ 6.4%
2	United States	6.0%	↓ -2.8%
3	France	1.9%	↑ 0.0%
4	India	0.9%	↓ -0.0%
5	Australia	0.5%	↓ -0.3%
6	Italy	0.5%	↓ -0.3%
7	Ukraine	0.4%	↓ -0.2%
8	Spain	0.3%	↓ -0.3%
9	Romania	0.3%	↓ -0.2%
10	Ireland	0.3%	↓ -0.2%
Europe (excl. UK)		5.5%	-3.1%
Rest of the world		10.3%	-3.3%
Non UK		15.8%	-6.4%

Note: Data unavailable for visitors from China

Visitor volumes

Segment footfall



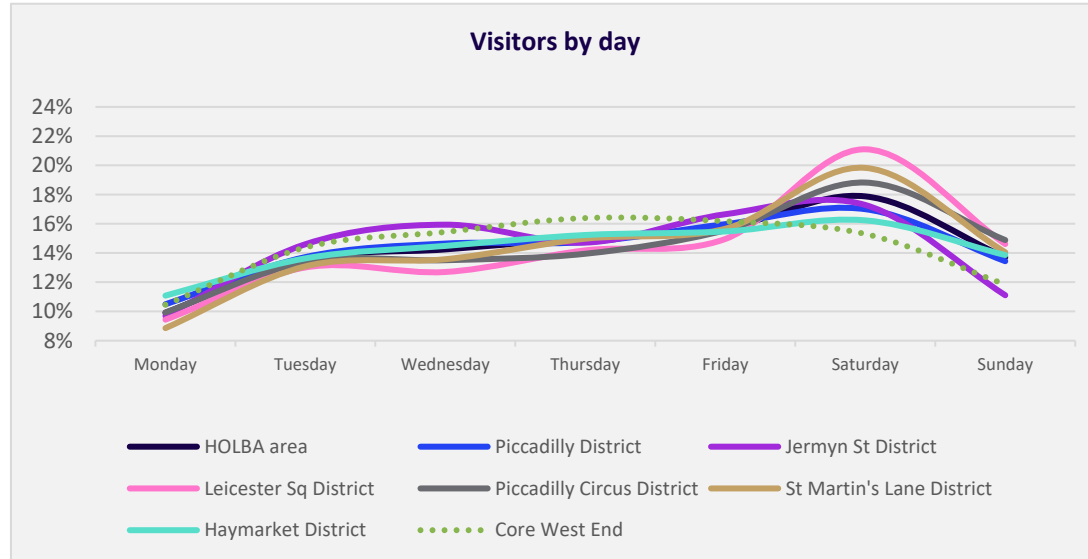
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Visitor behaviour

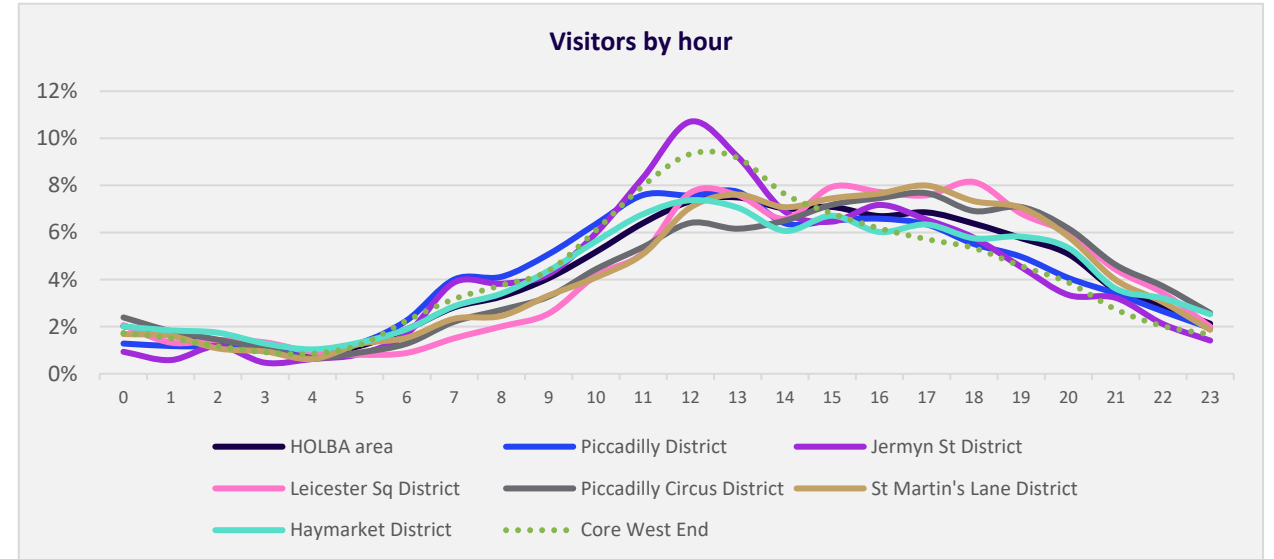


Visitor behaviour: visits by day and hour

Saturday visits most popular



- Flattening of mid-week visits this month likely influenced by school holidays and Christmas
- Jermyn St declined significantly on Sundays compared to rest of week 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 had the latest 'peak hour' (6pm), driven by its role as a major leisure destination and focus for after work visits, particularly in Christmas party season and festive attractions

Visitor behaviour: visits by day and hour

Shift in behaviour this month driven by Christmas celebrations



HOLBA - % of visits

	Morning (07.00-12.29)	Afternoon (12.30-17.59)	Evening (18.00-23.59)
Monday	2.4%	3.1%	4.1%
Tuesday	3.1%	4.1%	5.3%
Wednesday	3.5%	4.5%	5.2%
Thursday	3.4%	4.7%	5.7%
Friday	3.8%	5.5%	8.0%
Saturday	3.1%	4.7%	10.8%
Sunday	2.8%	3.9%	8.3%

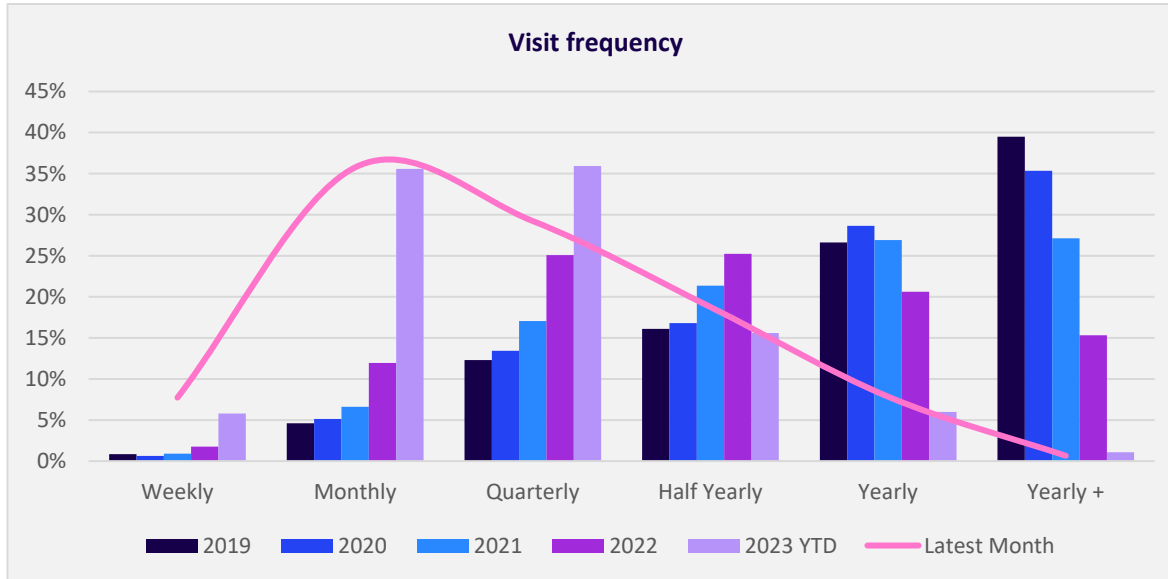
INDEX VS. CORE WEST END

	Morning (07.00-12.29)	Afternoon (12.30-17.59)	Evening (18.00-23.59)
Monday	87	93	108
Tuesday	84	91	104
Wednesday	85	91	95
Thursday	83	91	98
Friday	82	91	106
Saturday	103	110	123
Sunday	105	111	122

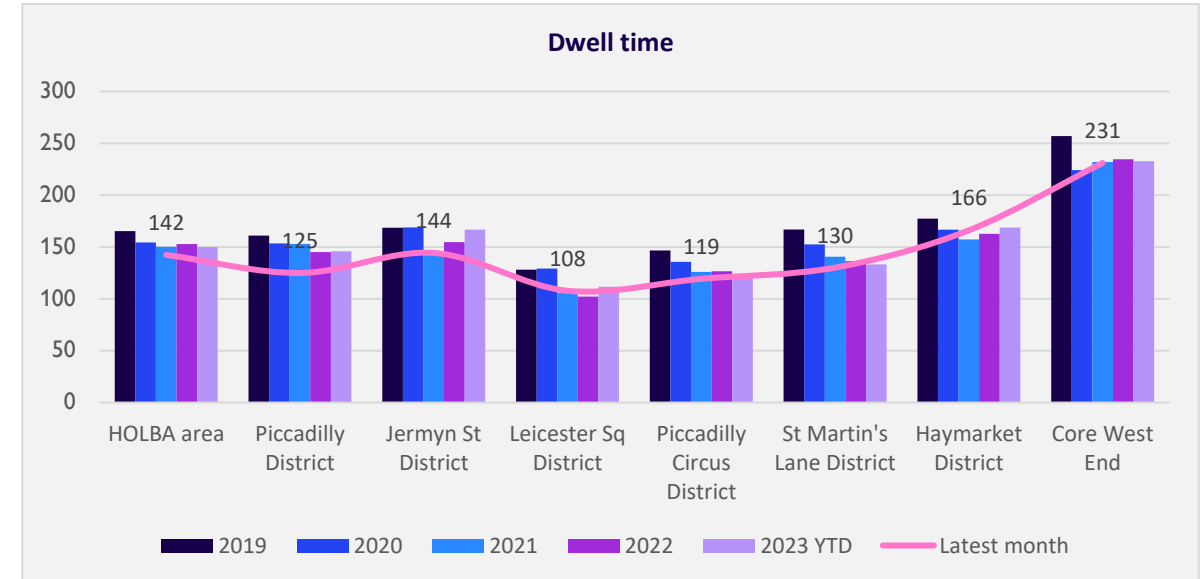
- Saturday evening is the highest footfall week segment – 10.8% of all visitors this month
- Shift away from afternoon visits towards evening visits in December (47.5% evening visits vs. 33.0% in November)
- Saturdays and Sundays have the strongest evening footfall shares, driven by strong leisure visitation – shift towards Sunday visits this month driven by Christmas Eve and New Years Eve
- Weekends and evenings are stronger in HOLBA area than wider Core West End, again driven by strong leisure offer

Visitor behaviour: frequency

Visitors coming more frequently but staying for less time



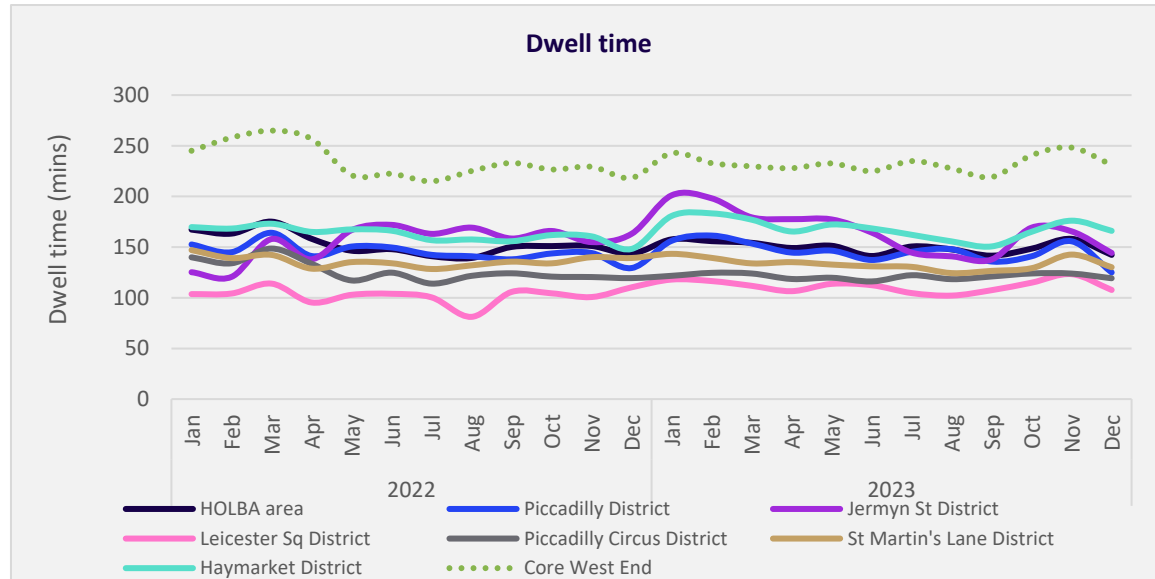
- Continued increase in regular visitors, in part influenced by growth in office-working



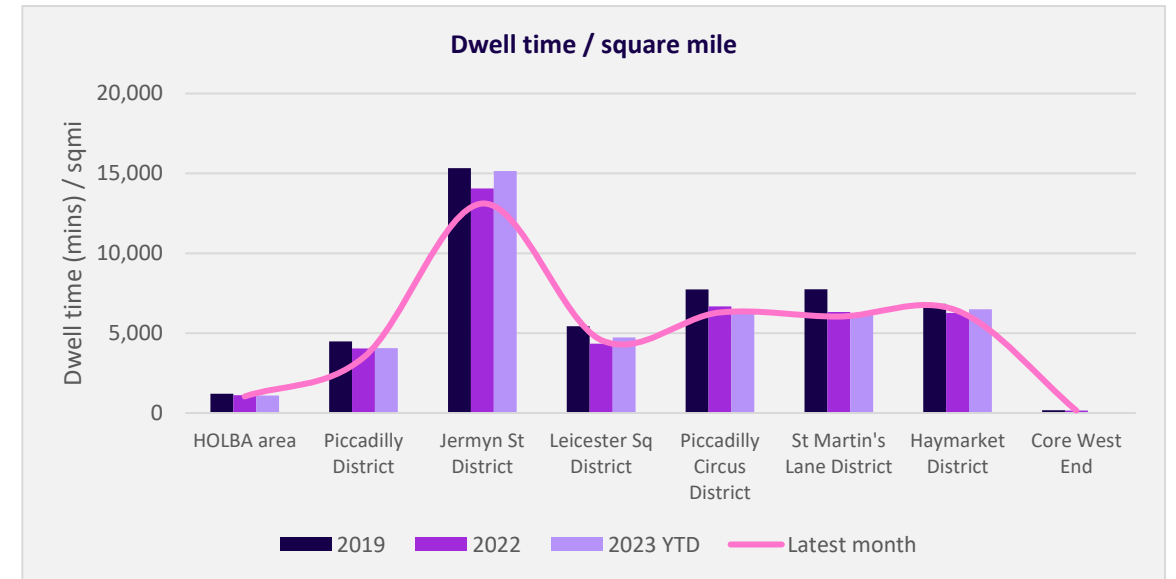
- Dwell time dropped below YTD levels (142 mins this month vs. 150 mins YTD and 158 mins in November)
- Office-focused locations have the highest dwell time, with Haymarket at 166 mins vs. leisure focused districts such as Leicester Sq being shorter at 108 mins

Visitor behaviour: dwell time

Slight decline in dwell times in December vs. November



- Decrease in dwell times in Jermyn St driven by start of school holidays and change in working patterns



- Jermyn St has the highest dwell times, given its comparatively small geographic area, driven by the strong worker bias in its visitor mix
- 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

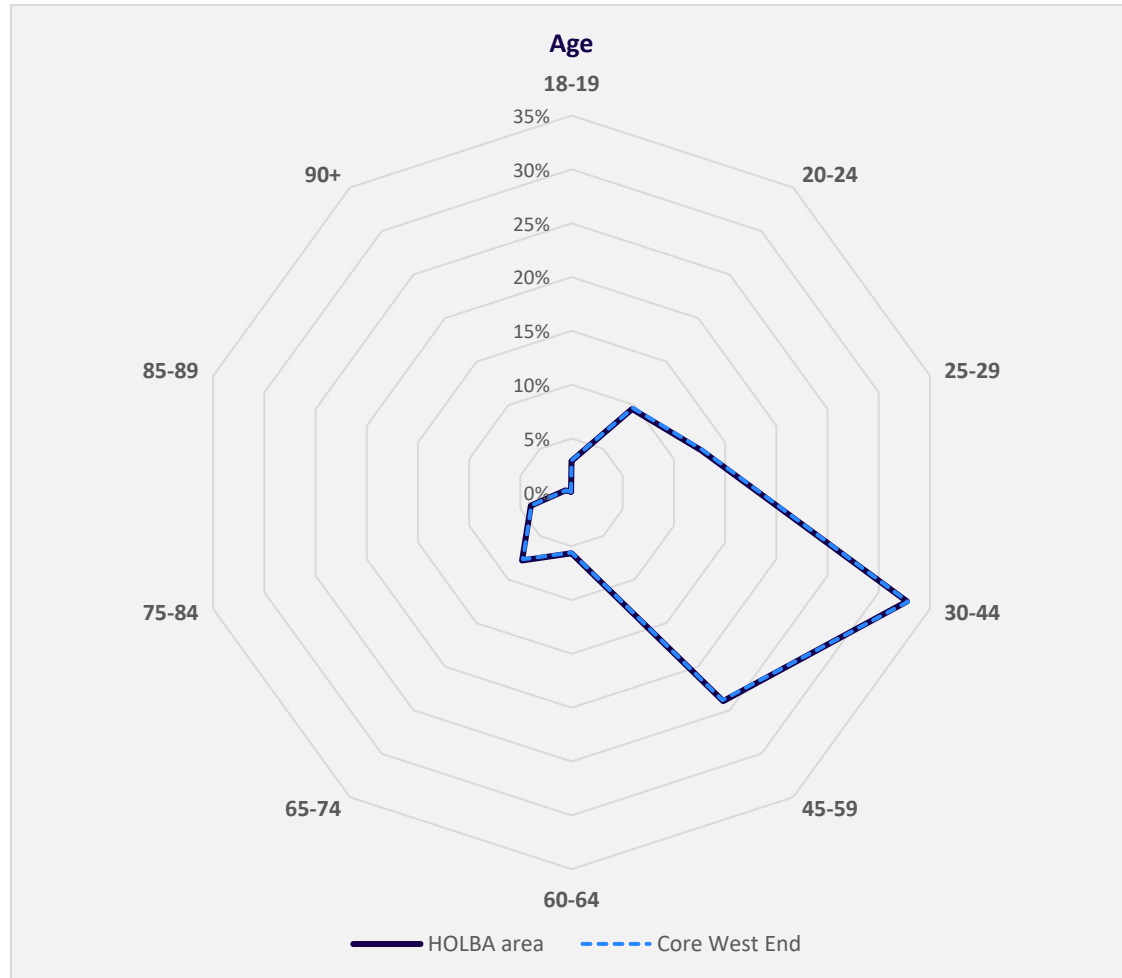
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Visitor profile

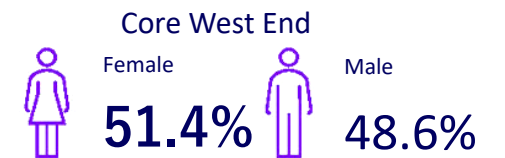
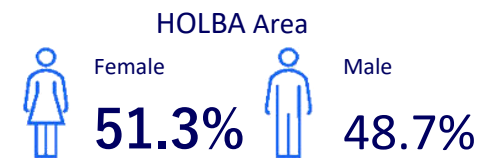


Visitor profile: age & gender

56.7% of visitors are aged between 30-59 years old

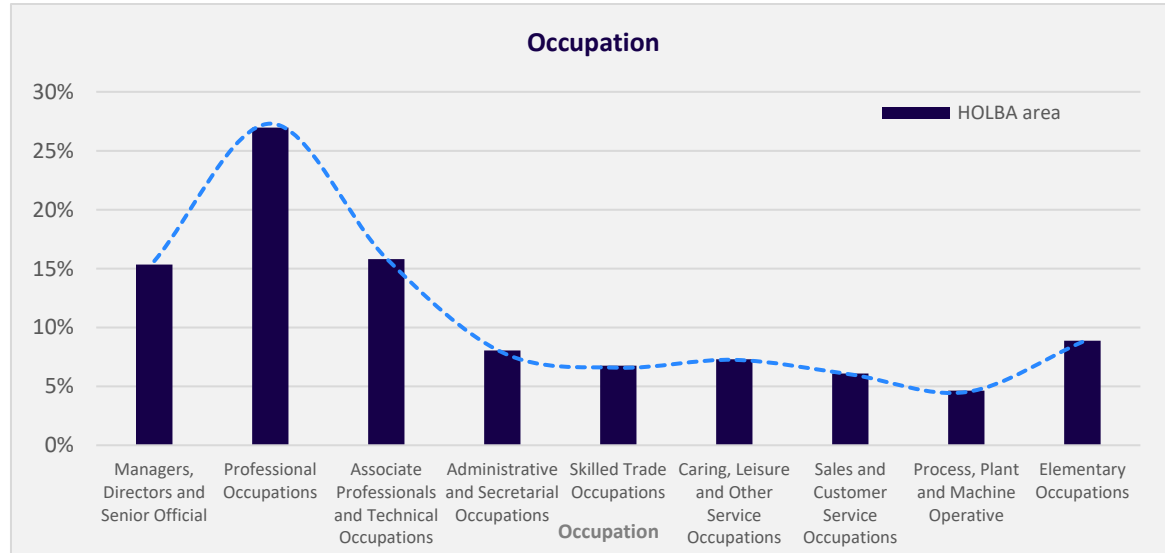


- Visitor profile skewed towards those aged 30-59 years old – 56.7% of visitors aged 30-59, versus 54.6% in November
- Average age relatively consistent across the different districts within Heart of London area
- Males & females are fairly evenly split, and in-line with the wider Core West End area

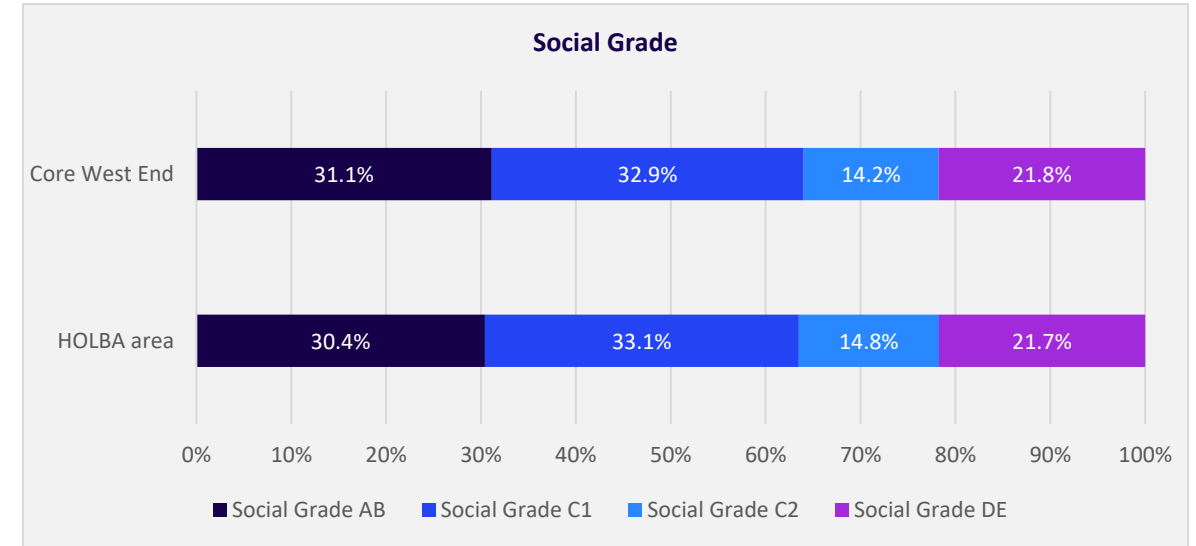


Visitor profile: occupation & social grade

Catchment biased towards white collar workers



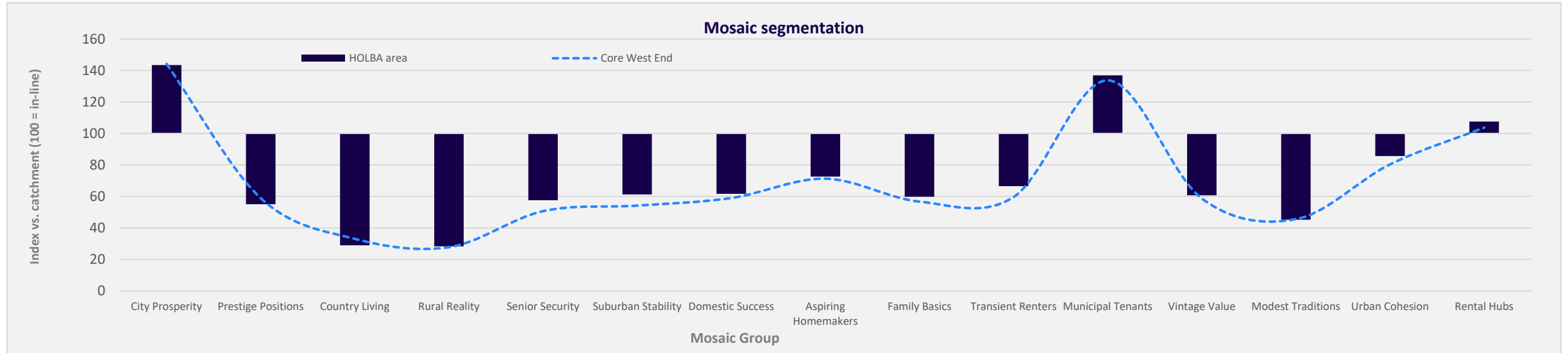
- Visitor catchment profile biased towards 'white collar' occupations, consistent with last month
- In-line with wider Core West End profile



- 30.4% HOLBA area visitor catchment profile in Social Grade AB, vs 31.1% 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

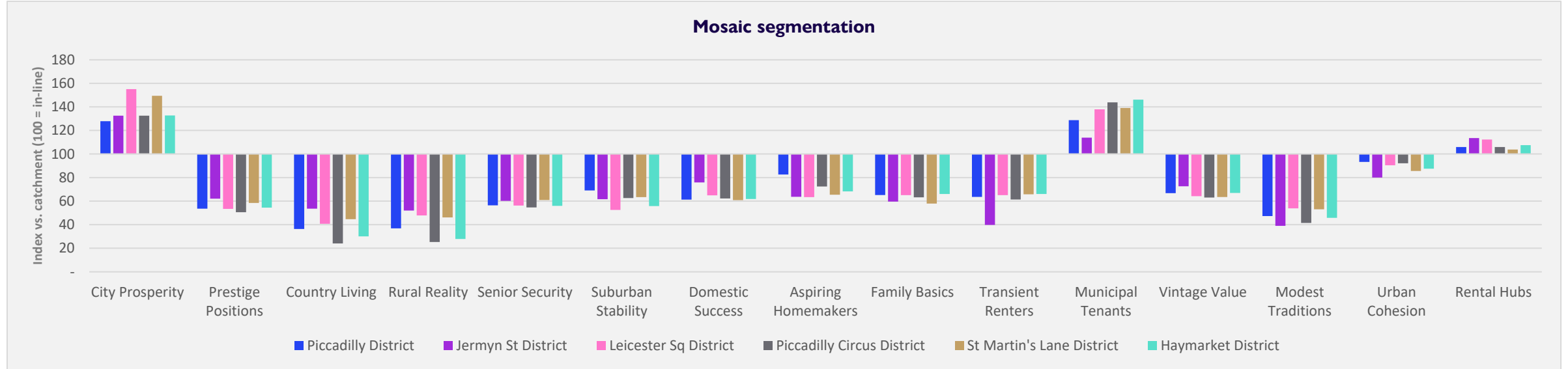
'City Prosperity' is the most dominant mosaic group



- 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

Visitor profile: occupation & social grade

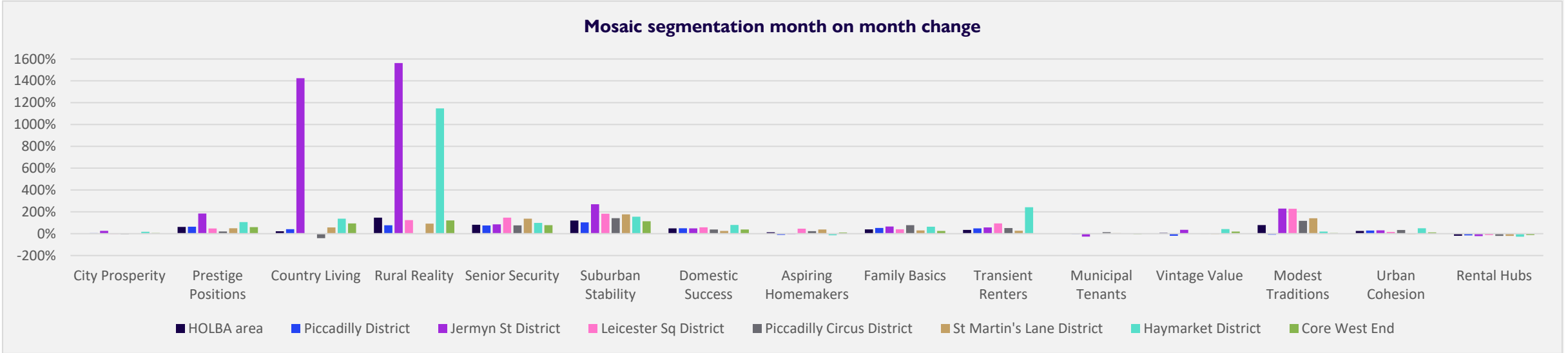
'City Prosperity' is the most dominant Mosaic group



- Consistent over-indexed groups across the district
- Haymarket District over-indexes the most in 'Municipal Tenants', whilst Leicester Sq District over-indexes the most in 'City Prosperity', the most affluent group

Visitor profile: occupation & social grade

Jermyn St District saw the greatest month on month change



- Large percentage increases in various Mosaic groups in Jermyn St District, following substantial decreases in November.
- Large percentage changes commonly seen and are a result of small samples e.g. Country Living Mosaic group in Jermyn St District accounted for 0.09% of total visits to HOLBA Area
- City Prosperity accounted for 38% of footfall in December (the most of all Mosaic groups) and was relatively consistent with November

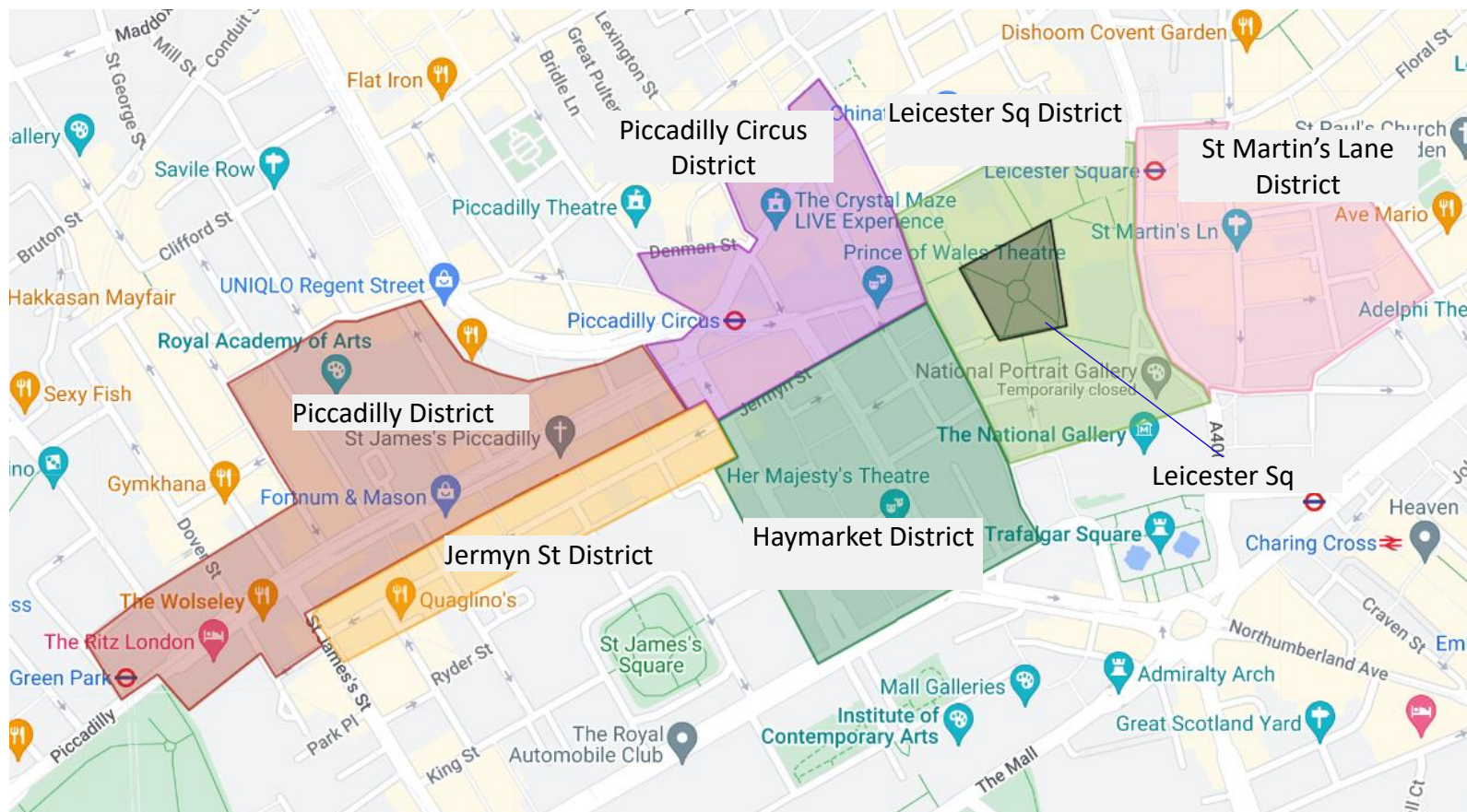


Appendix

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
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





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