Visitor Insights
January Report 2023

Shaping a
world-class
West End

Issued:
9th February 2023

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HEART OF LONDON BUSINESS ALLIANCE

Colliers

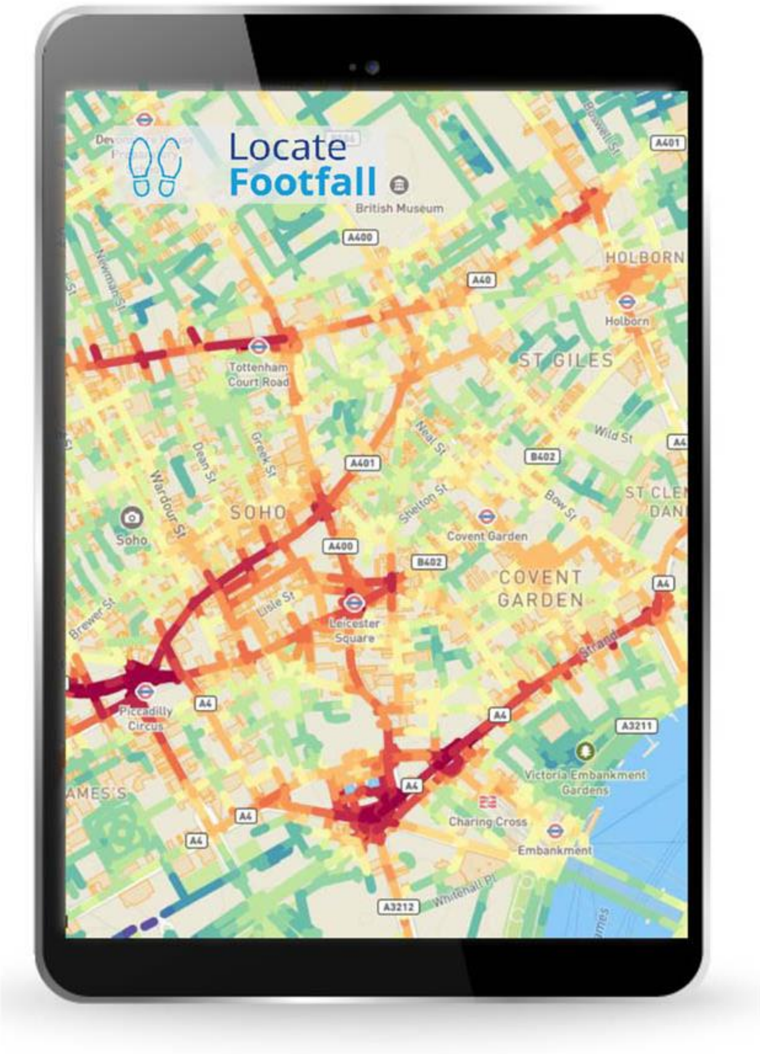
Background
Introduction and context

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' 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.



Executive Summary
January 2023

- In January the HOLBA area saw a decline in footfall of around 20%. This is to be expected as December is a high traffic month and footfall always drops in the new year.

- Dwell time, however increased by 3.1%. This is due to a return to the office in this month causing people to stay longer in the area. This is best exemplified in the Jermyn Street district where, despite its small geographic size, it shows the longest average dwell time.

- January also saw a drop in both domestic and international tourists. HOLBA's domestic core catchment shrunk by 2.8%. Alongside this the international proportion of footfall dropped. Again this is expected as most travel (international and domestic) is focused on or the lead up to Christmas and then trends down in the new year. This trend is corroborated by London and Partner's London inbound flight data showing an equivalent drop for the same period.

- Despite the drop in footfall volumes, the demographic makeup of the area remains stable and in line with the Core West End.

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01

Summary

Summary
January 2023

14.9m (22%)

Visitors to HOLBA area down 22% month on month

158 mins (+3.1%)

Visitors typically spend just over 2.5 hours in the area. Up 5 mins vs 2022 average.

11.1m (-2.8%)

People live within the HOLBA area Core catchment (down on prev. month)

02 Visitor Volumes

Visitor Volumes
Footfall - districts

Footfall down 22% month on month, and down 8% year on year

International visits also down vs. January 2022

A drop in this range is expected between Dec and Jan

District	Month-on-Month			Year-on-year		
	Total	*Domestic*	*International*	**Total**	*Domestic*	*International*
HOLBA area	-22%	-18%	-36%	-8%	-2%	-30%
Piccadilly District	-26%	-24%	-38%	-14%	-5%	-47%
Jermyn St District	-23%	-18%	-48%	-17%	-9%	-50%
Leicester Sq District	-21%	-13%	-43%	-5%	4%	-32%
Piccadilly Circus District	-28%	-22%	-48%	-9%	-7%	-17%
St Martin's Lane District	-28%	-21%	-54%	-20%	-14%	-42%
Haymarket District	-26%	-23%	-39%	-4%	7%	-38%
Core West End	-14%	-11%	-27%	-9%	-6%	-21%

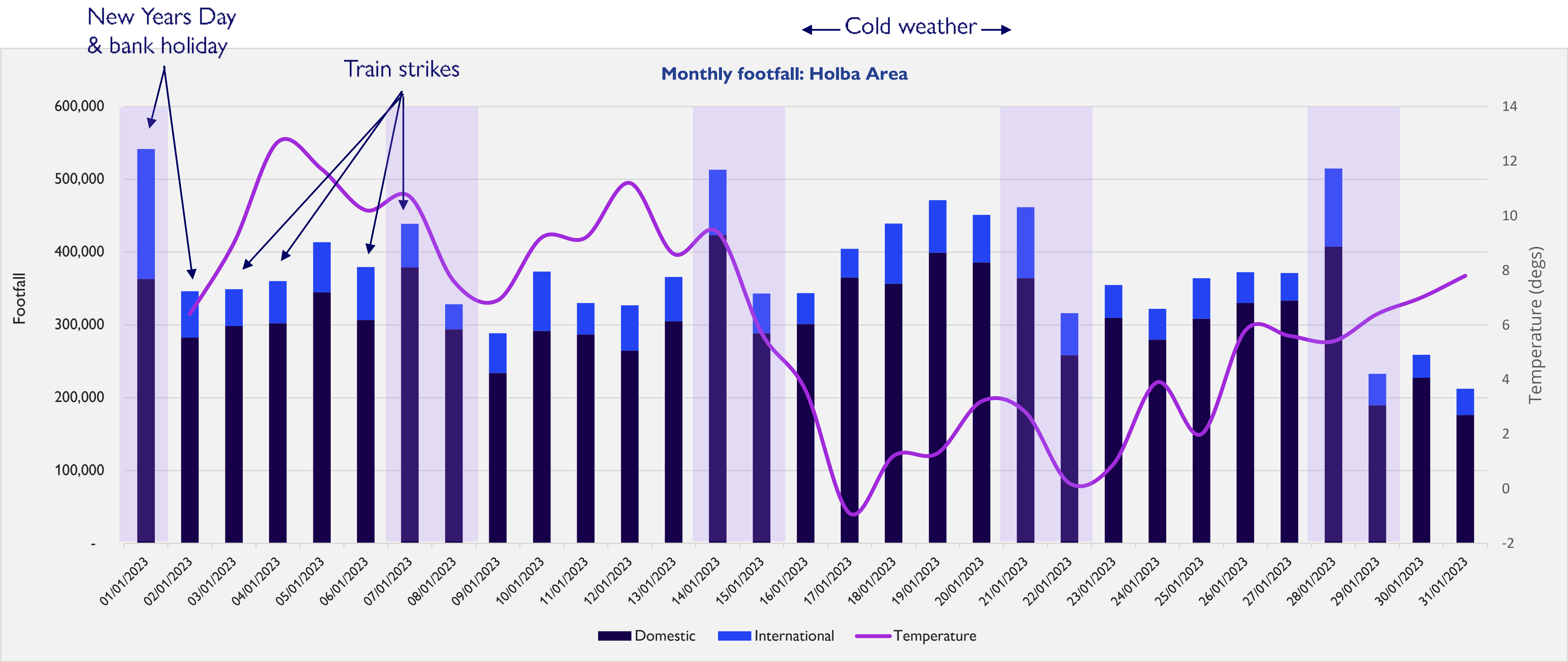
Visitor Volumes
Footfall – street level

Footfall down month on month in all street locations across the HOLBA area

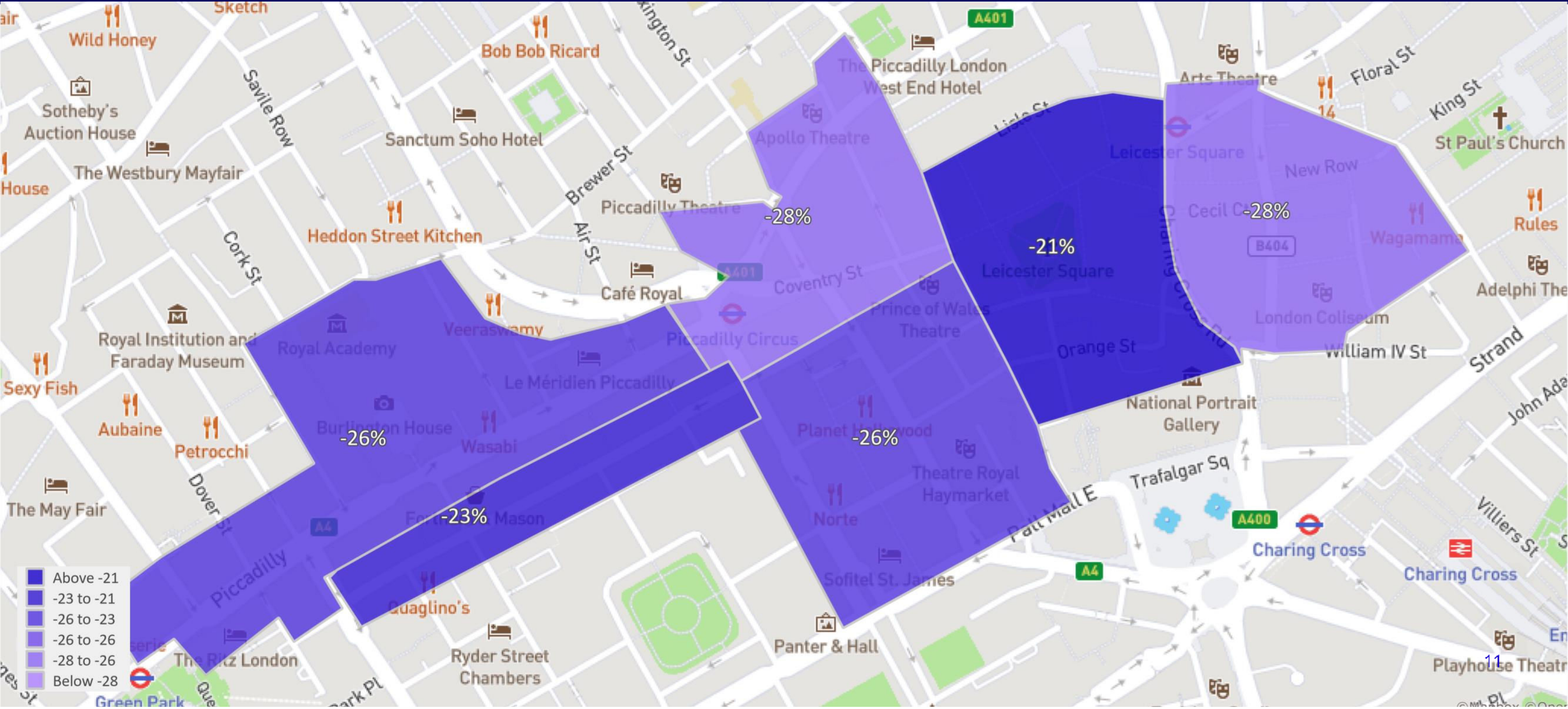
Leicester Square footfall is much stronger this January than last year, due to removal of hoardings present in January last year

Street	Month-on-Month			Year-on-year		
	Total	*Domestic*	*International*	**Total**	*Domestic*	*International*
HOLBA area	-22%	-18%	-36%	-8%	-2%	-30%
Piccadilly	-27%	-24%	-44%	-8%	4%	-52%
Jermyn St	-19%	-19%	-12%	-26%	-17%	-67%
Leicester Sq	-8%	-18%	7%	64%	18%	204%
Piccadilly Circus	-31%	-23%	-58%	-15%	-11%	-32%
St Martin's Lane	-43%	-26%	-77%	-29%	-28%	-38%
Haymarket	-24%	-20%	-43%	-21%	-12%	-51%
Haymarket - Regent St / St James	-27%	-28%	-17%	-16%	-10%	-46%
Core West End	-14%	-11%	-27%	-9%	-6%	-21%

Visitor Volumes
Strong Saturday footfall from mid-January

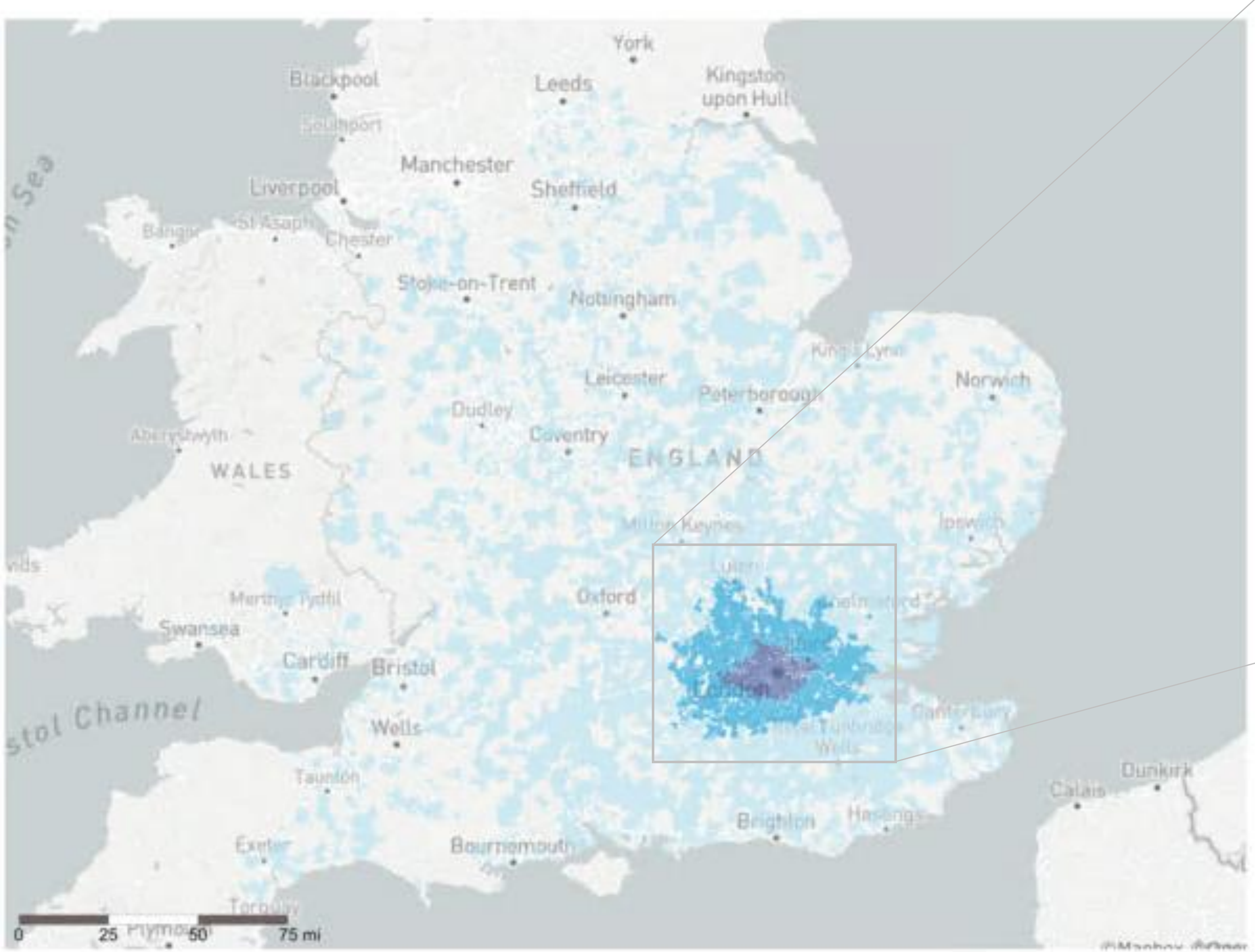


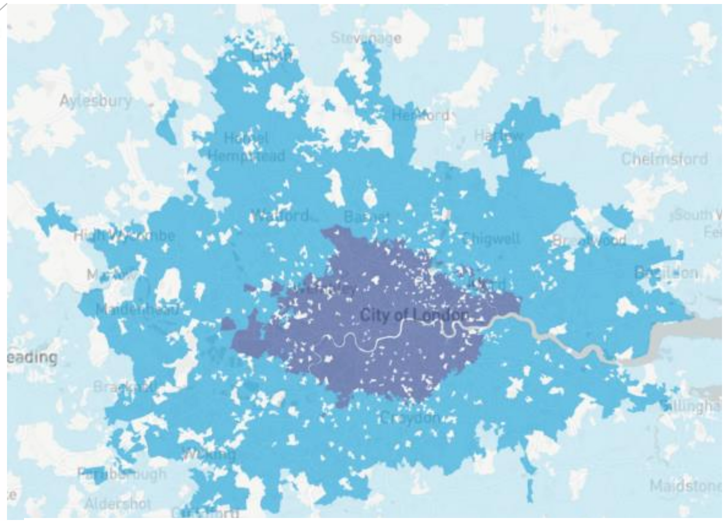
Visitor Volumes
Jan 2023 v. Dec 2022



Visitor Volumes

Core catchment decreased 2.8% in size vs December





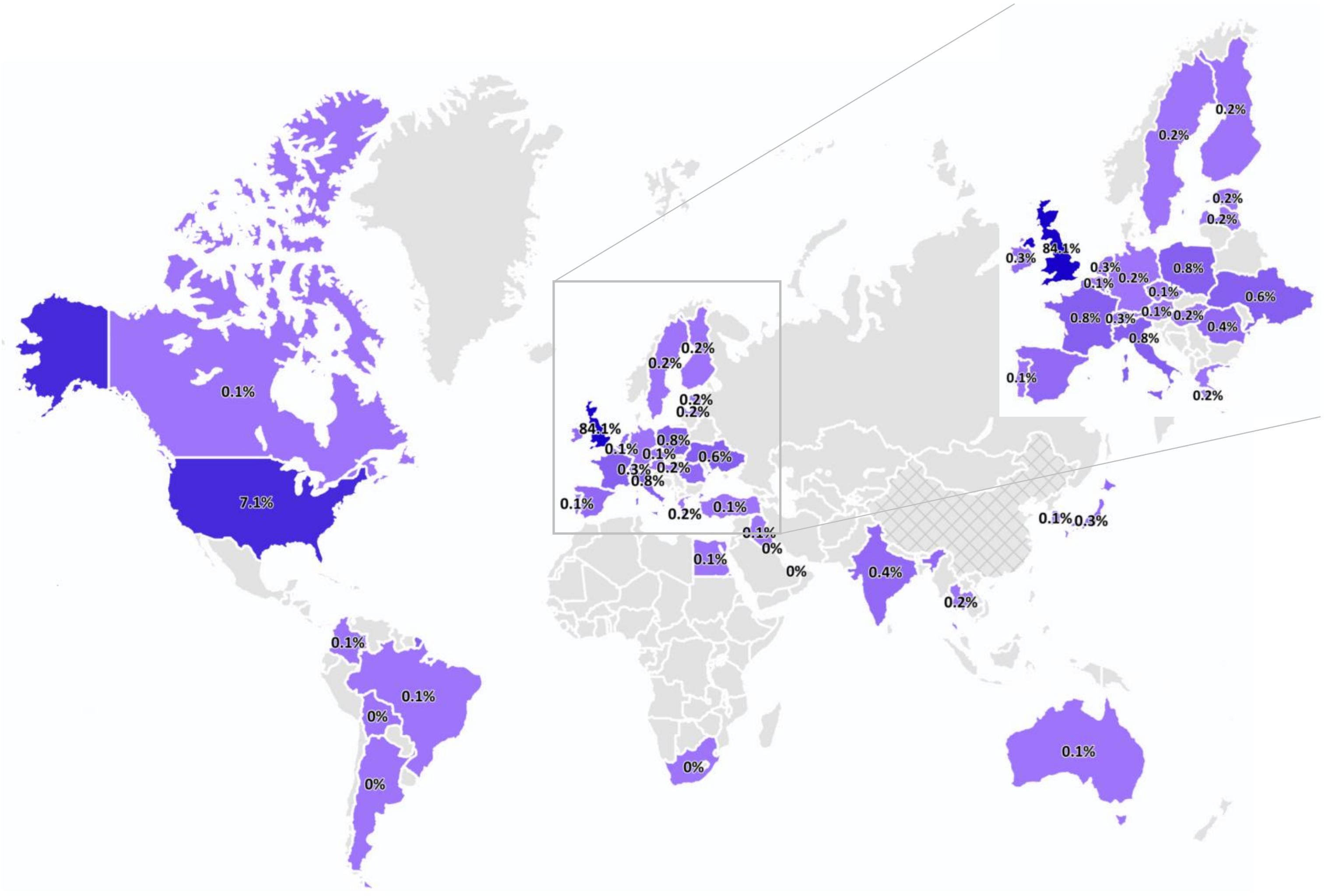
Catchment band		Population (Millions)	Change vs. previous month
	-Primary	5.5	-5.6%
	-Secondary	5.6	0.1%
	Core ***(Primary + Secondary)*** *75% of regular visitors*	**11.1**	**-2.8%**
	-Tertiary	11.9	-8.4%
	Total ***(Core+ Tertiary)*** *95% of regular visitors*	**23.1**	**-5.8%**

Visitor Volumes: Visitor mix
International visitor mix down -36.4% vs December

Area	International mix (%)	*+/- change in volume* Month-on-Month	Year-on-year
HOLBA area	16.7%	-36.4%	-29.6%
Piccadilly	11.2%	-43.6%	-51.6%
Jermyn St	8.4%	-11.5%	-66.8%
Leicester Sq	46.0%	7.5%	204.0%
Piccadilly Circus	14.9%	-57.9%	-31.7%
St Martin's Lane	13.5%	-77.4%	-37.8%
Haymarket	13.6%	-42.7%	-50.8%
Haymarket - Regent St / St James	11.7%	-17.4%	-46.0%
Core West End	17.2%	-27.1%	-21.5%

- International visits to HOLBA are down -36.4% on December 2022
- Only Leicester Square has seen an increase in international visits month on month
- International visitors accounted for 16.7% of visits in January, vs 21.9% for the same month last year

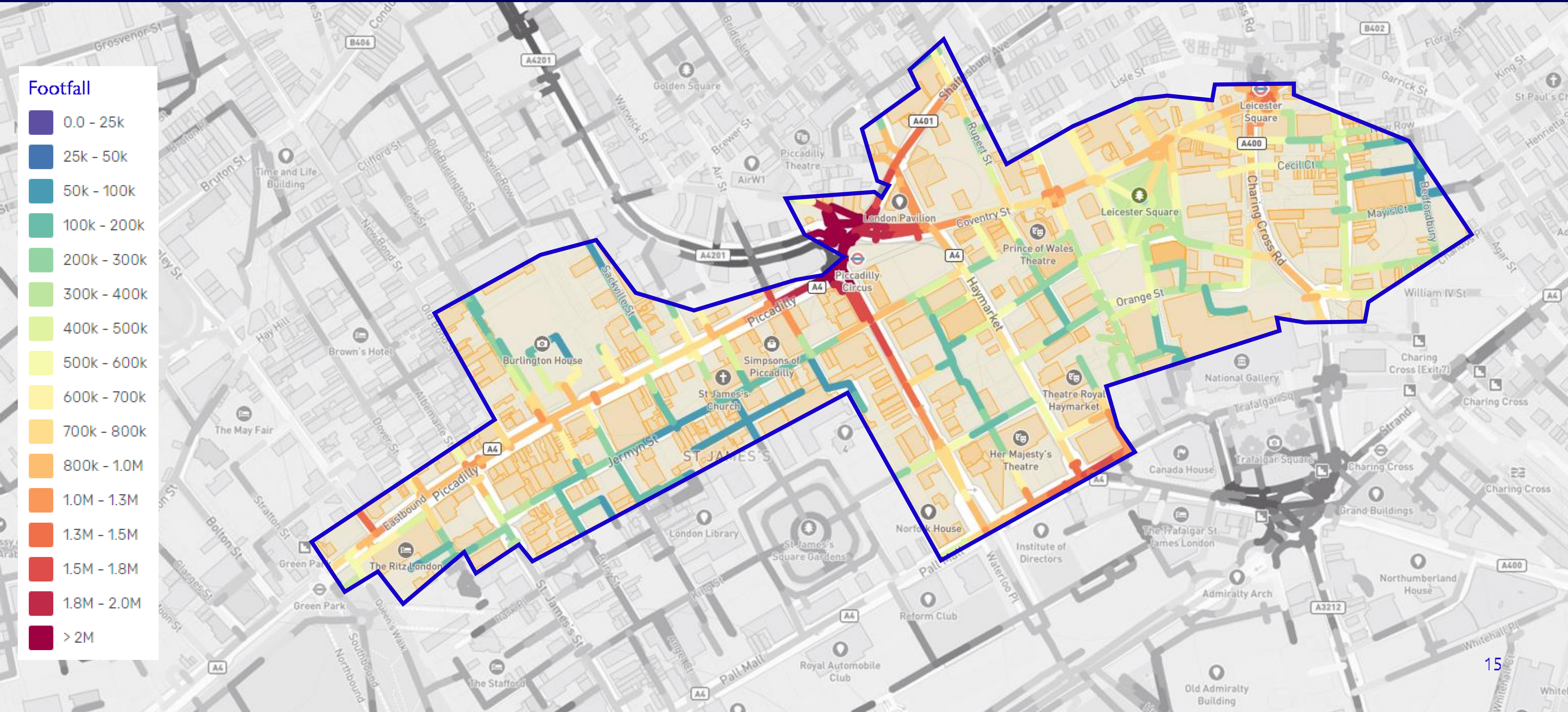
Visitor Volumes: Visitor origin
15.9% of visitors to HOLBA from outside the UK



Rank	Country	%	+/- change
1	United Kingdom	84.1%	4.6%
2	United States	7.1%	-0.9%
3	Italy	0.8%	-1.1%
4	France	0.8%	-0.8%
5	Poland	0.8%	-0.4%
6	Ukraine	0.6%	-0.2%
7	India	0.4%	-0.1%
8	Spain	0.4%	-0.1%
9	Romania	0.4%	-0.0%
10	Ireland	0.3%	-0.0%
	Europe (excl. UK)	6.6%	-2.0%
	Rest of the world	9.2%	-2.5%
	Non UK	15.9%	-4.6%

Note: Data unavailable for visitors from China

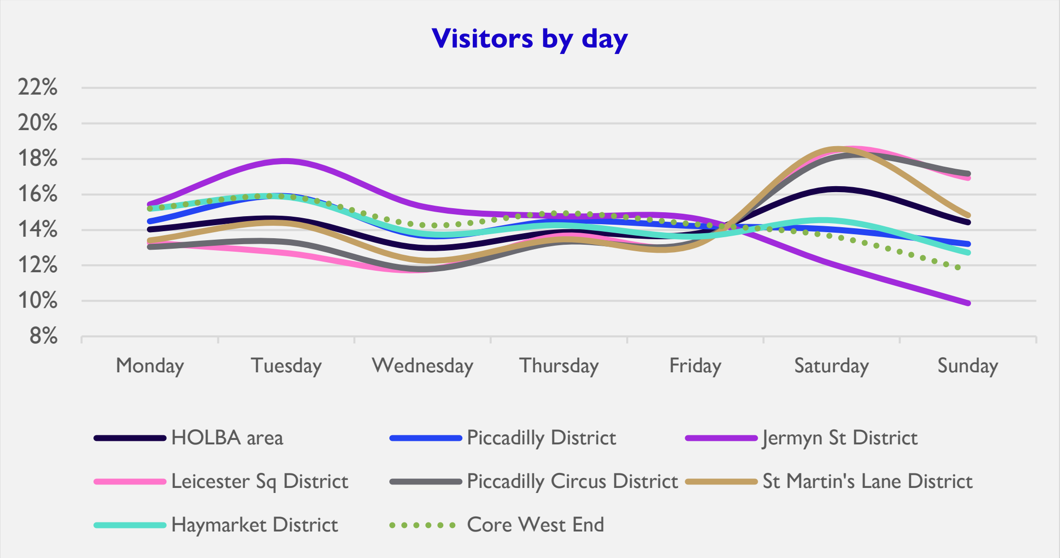
Visitor Volumes
January 2023 segment footfall

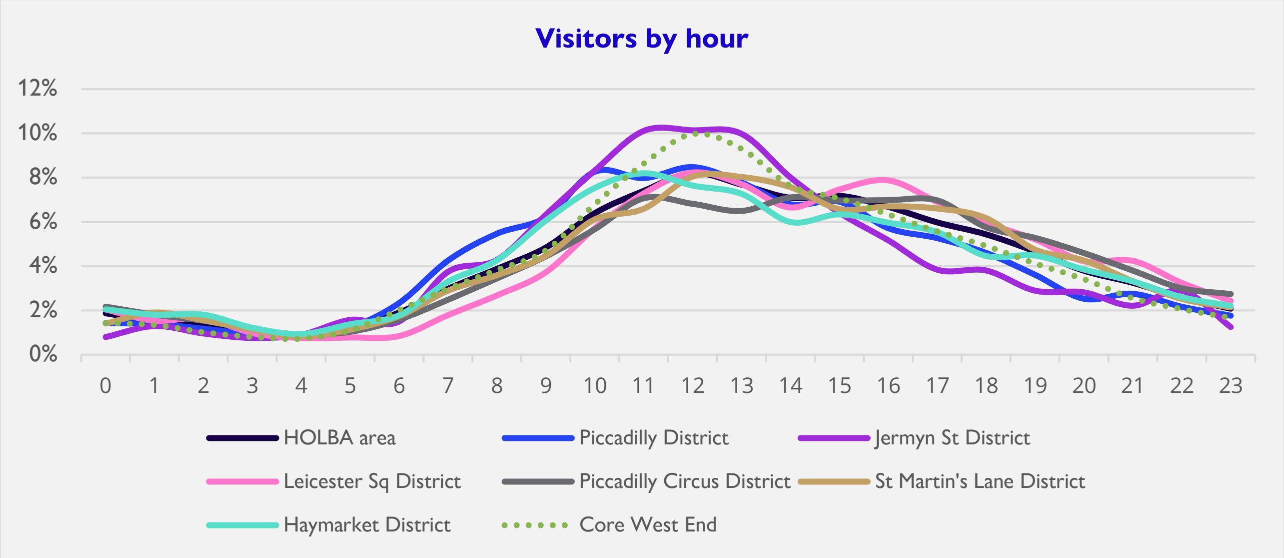


03

Visitor Behaviour

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

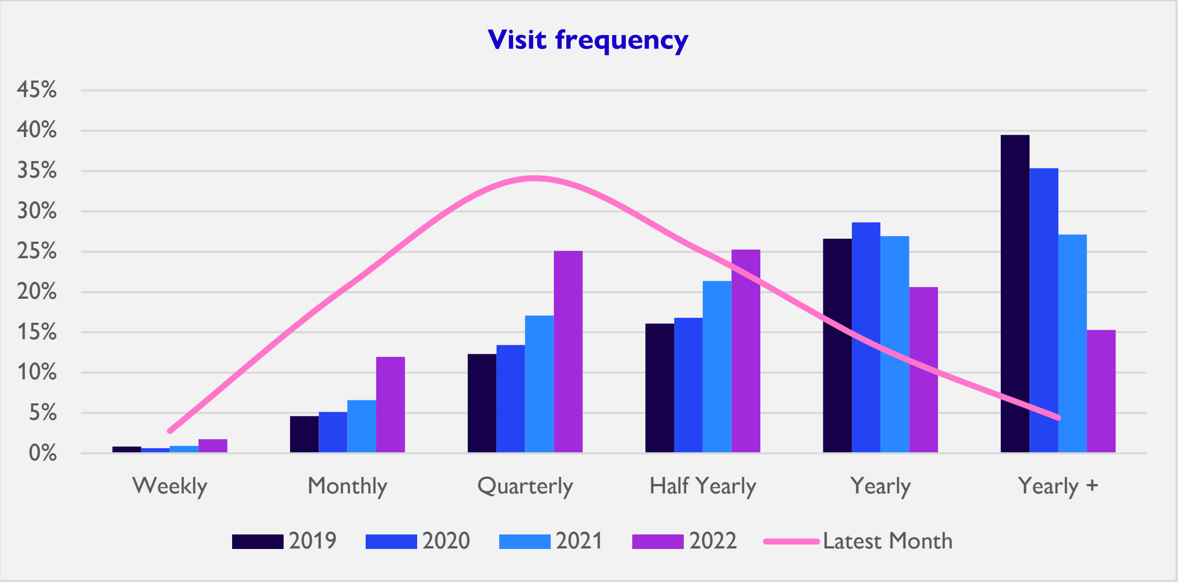


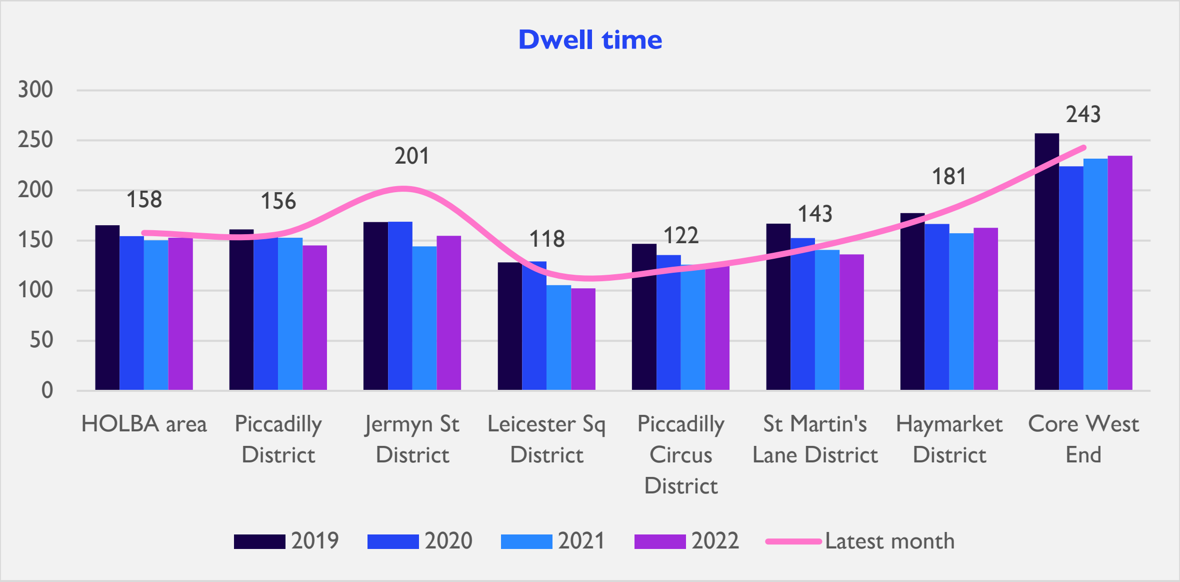


- Saturdays typically saw the highest proportion of visitors (16.3%)
- Patterns this month likely affected by rail/tube strikes and Bank Holiday following New Years Day

- Visitor volumes typically peak during lunchtime and into the afternoon likely due to a large Tesco store within the Jermyn street boundary
- 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 and staying longer





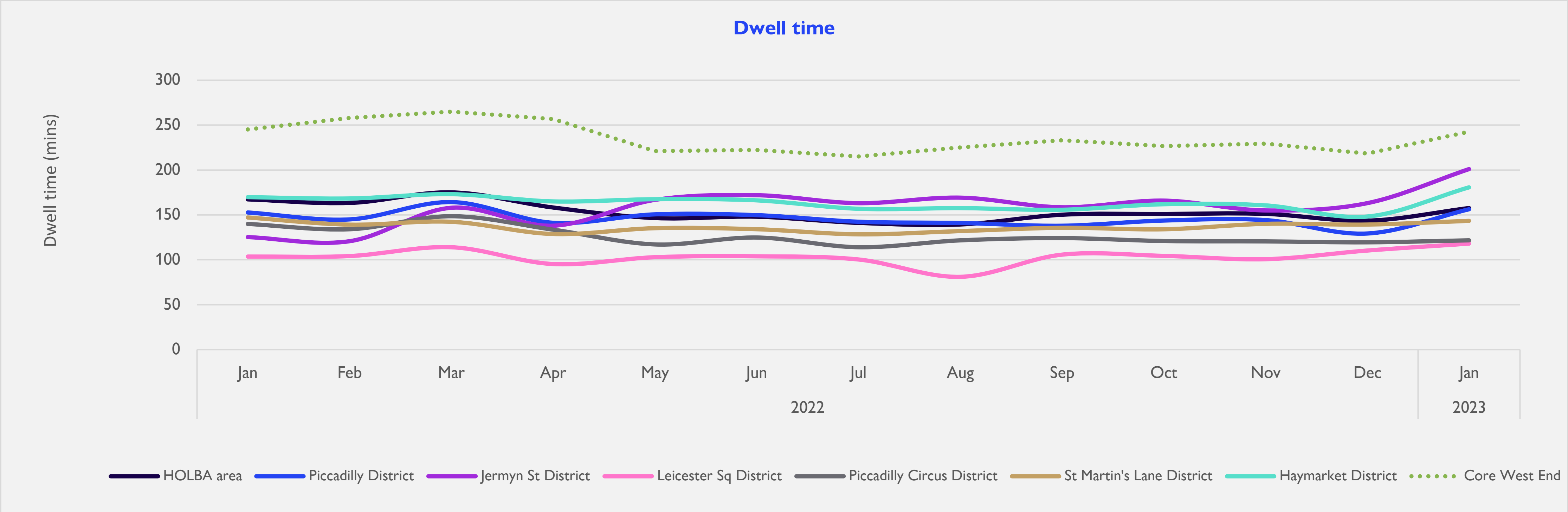
- Increase in proportion of visitors visiting monthly and quarterly

- Conversely decrease in proportion of visitors visiting yearly and beyond

- Dwell time increased in January versus 2022, 158 mins versus 153 mins

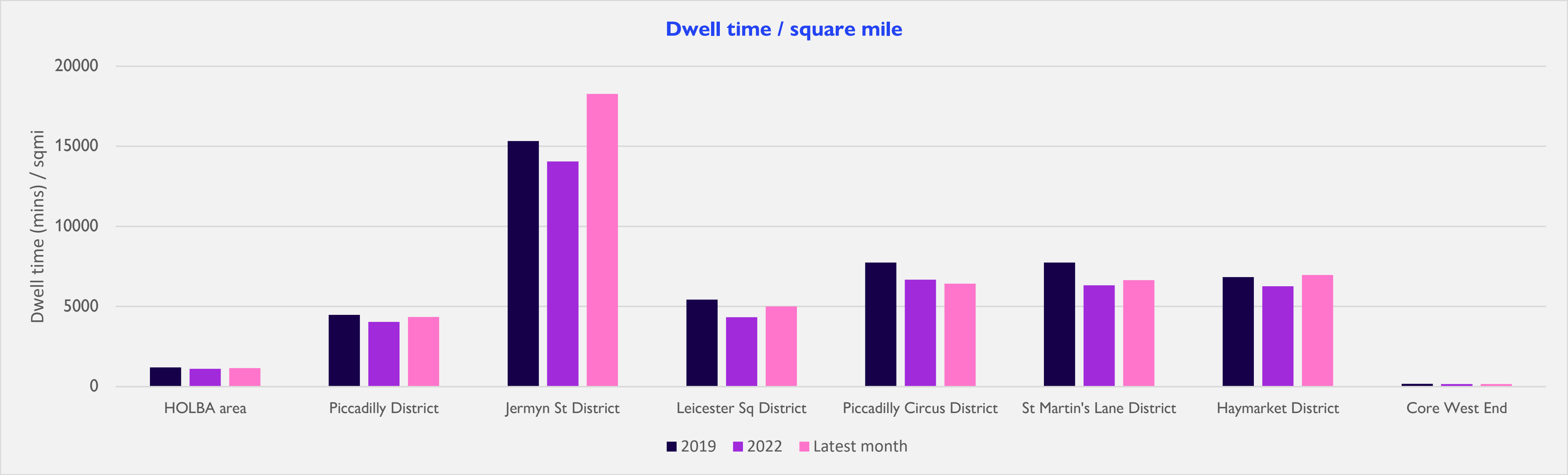
- Jermyn St District has the longest dwell time at 201 mins, 38 minutes higher than previous month, likely due to high proportion of offices in a small area leading to a concentration in dwell time

Visitor Behaviour: Dwell time
Longer dwell times in January vs. December 2022



- Dwell times in January 2023 were higher than December in all districts. This is likely driven by a larger return to the office in January compared to December. This is exemplified by the Jermyn street, which a district dominated by the office sector.

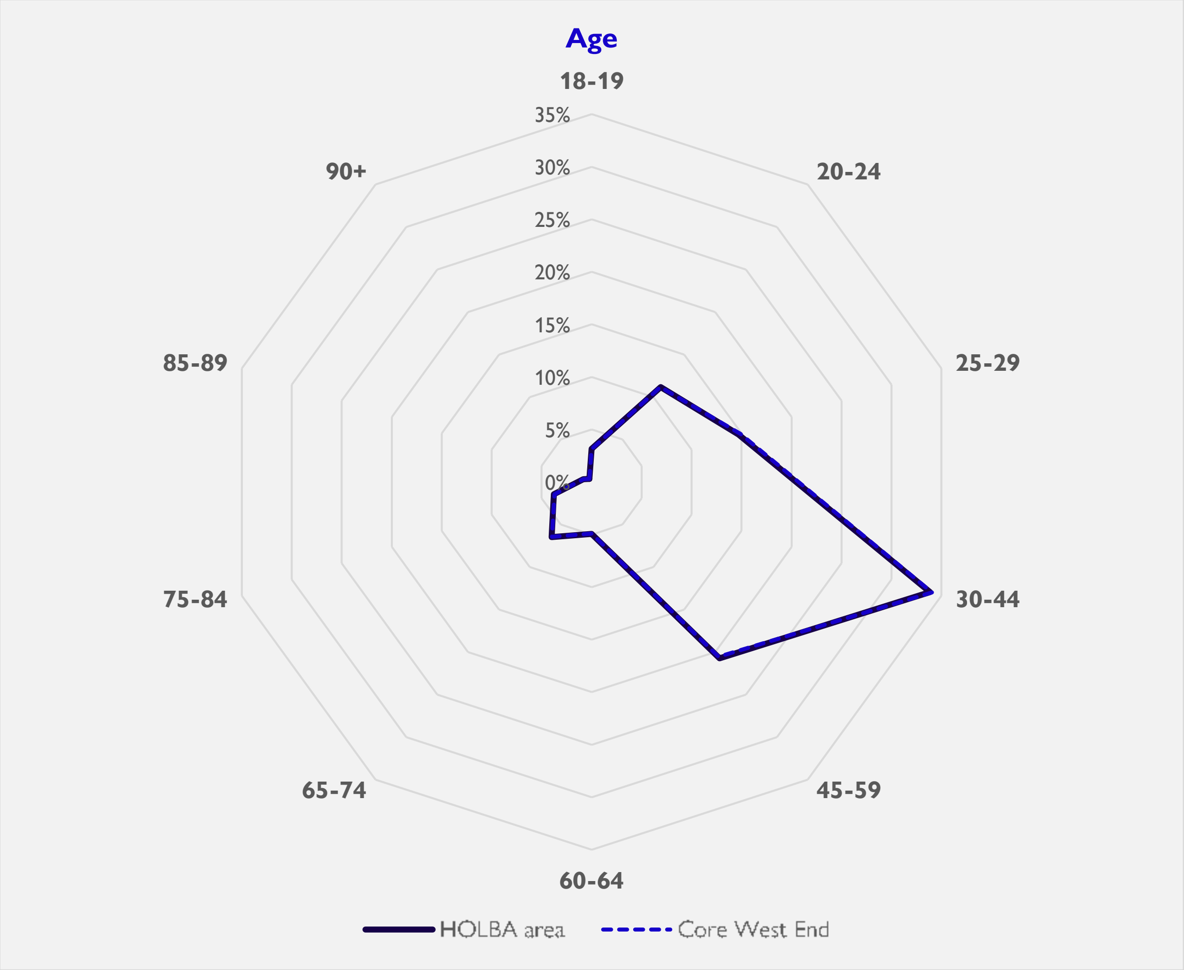
Visitor Behaviour: Dwell time
Longer dwell times in January vs. December 2022



- This Graph examines the dwell time per sq mile to nullify the effects of having a larger geographic area. As made by this metric for, it's size, Jermyn street has the highest dwell time largely due to the high number of office's in a small space.
- Conversely despite the larger size of the Core West End's larger size it underperforms vs the HOLBA area and districts.

04 Visitor Profile

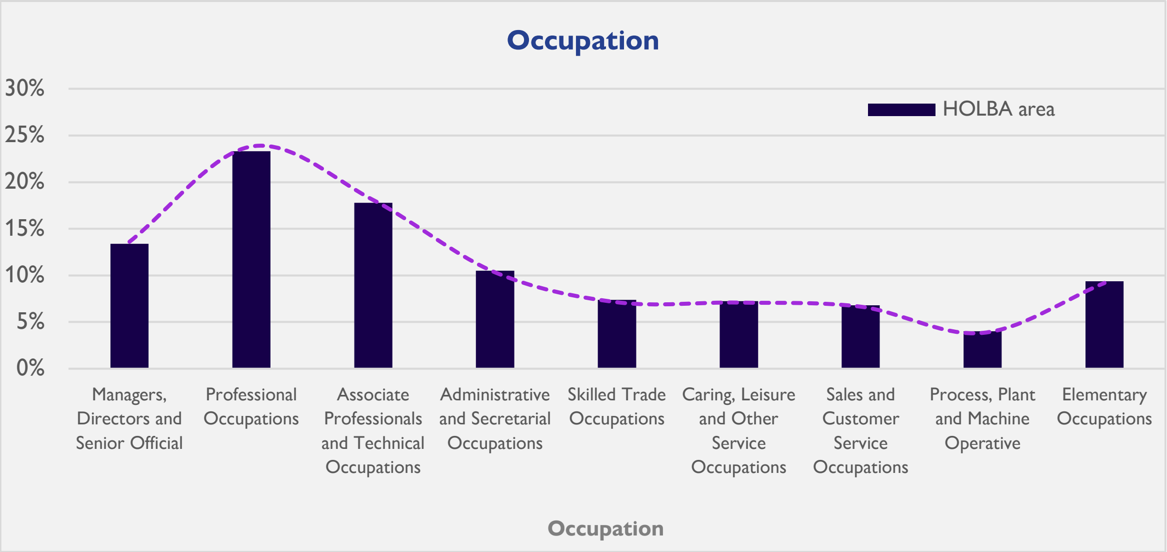
Visitor Profile: Age & Gender
54.6% of visitors are aged between 30-59 years old

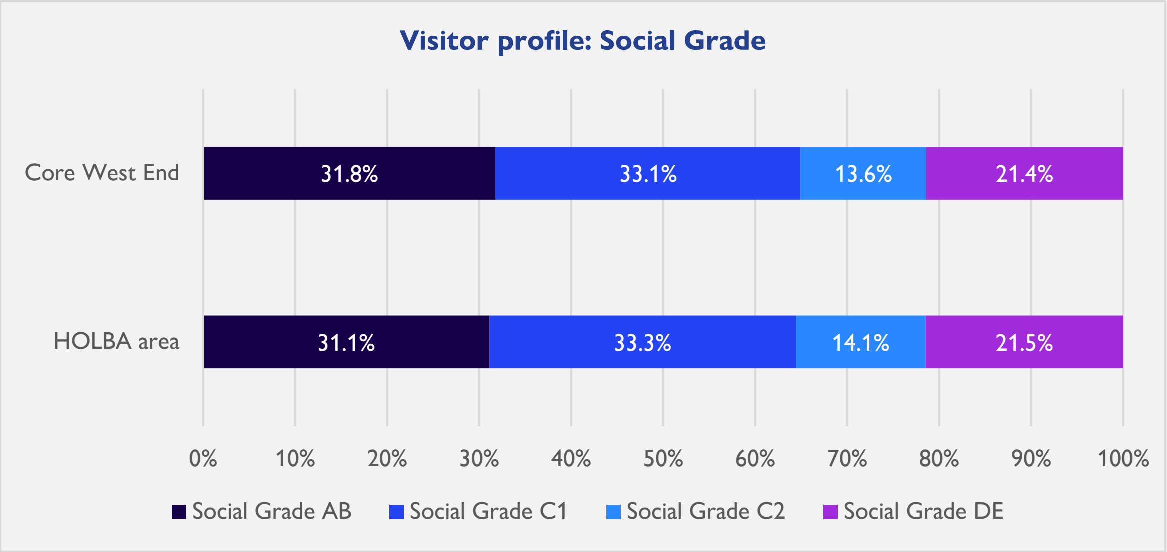


- Visitor profile skewed towards those aged 30-59 years old
  - 54.6% of visitors aged 30-59, versus 54.7% in December
- Average age relatively consistent across the different areas within Heart of London area
- Males & Females are fairly evenly split, and in-line with the make up of the Core West End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

HOLBA Area		Core West End	
Female	Male	Female	Male
49.8%	50.2%	49.8%	50.2%

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

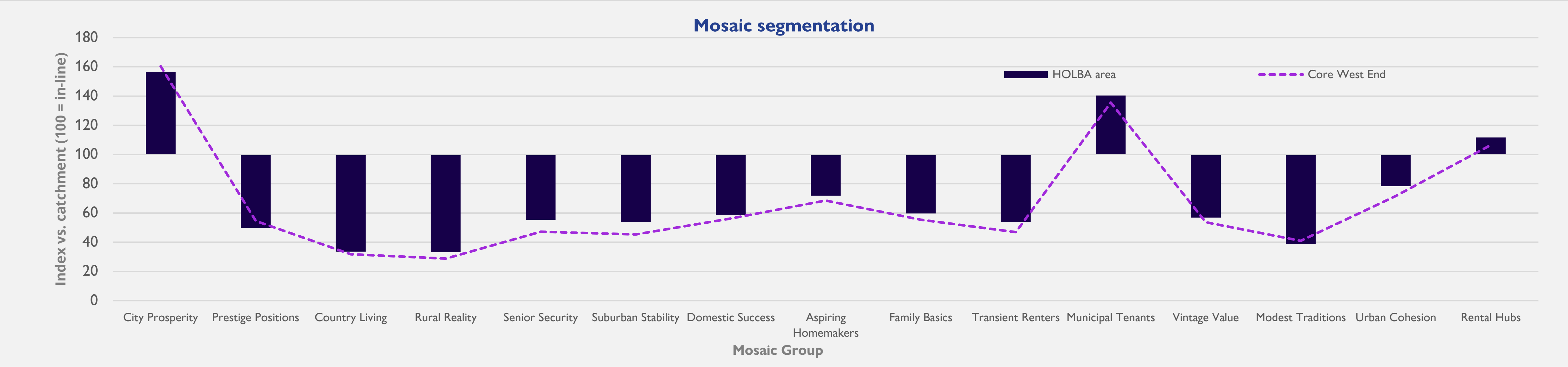




- Visitor catchment profile biased towards 'white collar' occupations, consistent with last month
- In line with wider Core West End profile

- 31.1% HOLBA Area visitor catchment profile in Social Grade AB, vs 31.8% for Core West End
- Little change versus December 2022

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

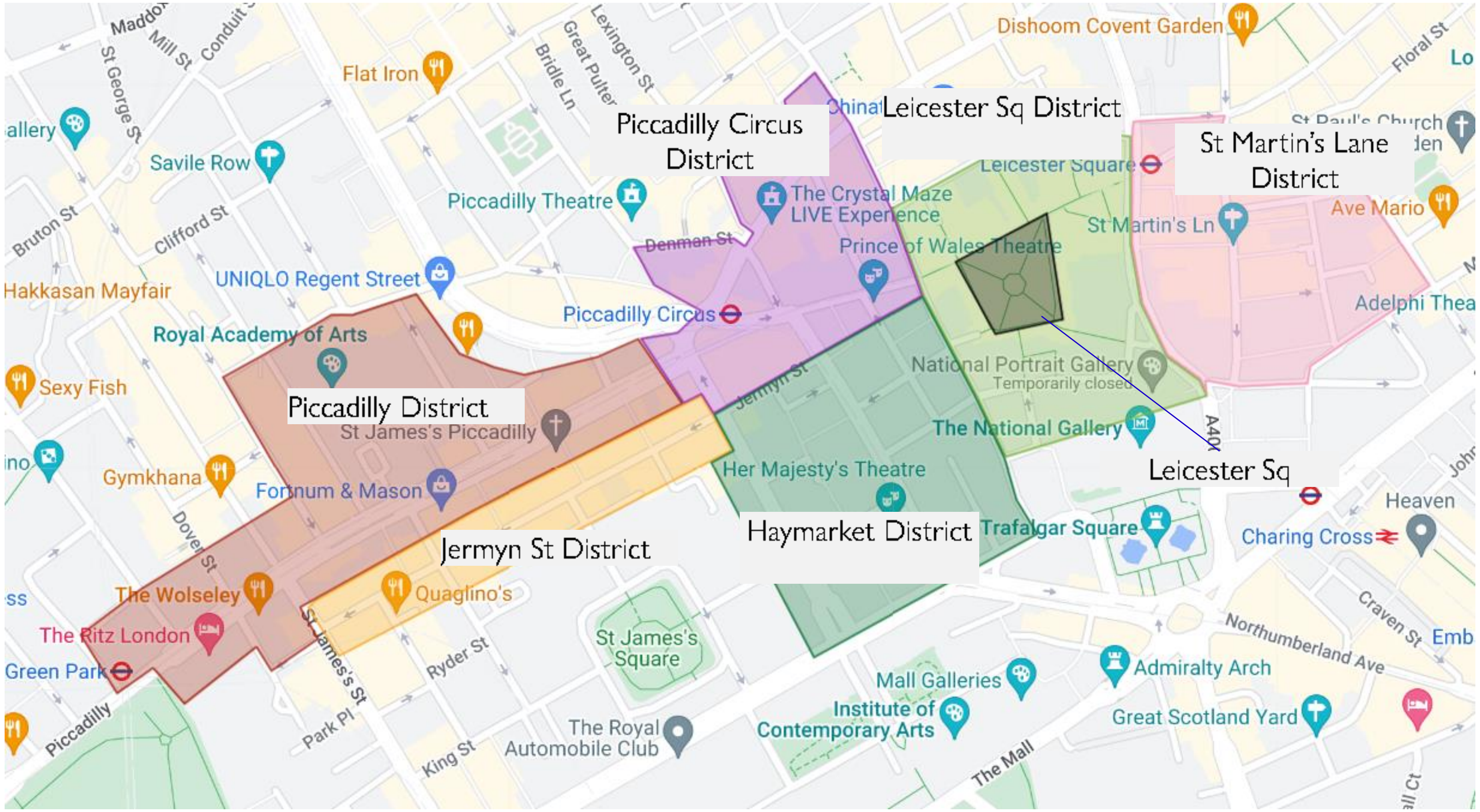
04 Appendix

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
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

OPENING SOON

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
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