Visitor Insights

July Report 2023

Shaping a
world-class
West End

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HEART OF LONDON BUSINESS ALLIANCE

Colliers

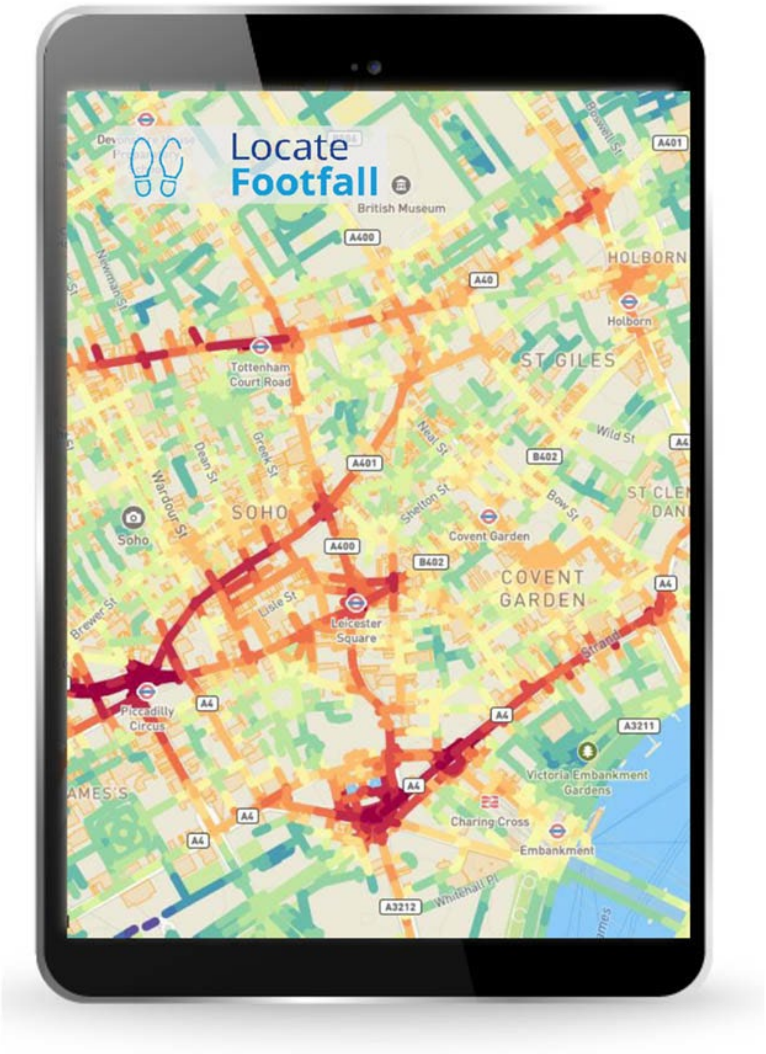
Background
Introduction and context

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.



Contents

01 Summary

Summary
July 2023

- A new metric featured in this month's report examines the trends across the hours of the day and days of the week. It demonstrates that the HOLBA area outperforms the Core West End over the weekends and evenings.
- Last month, an uptick in domestic footfall, likely due to increased leisure visits during school summer holidays, has meant an increase in footfall across the HOLBA area.
- However, international footfall has reduced slightly in July, which is a normal trend following the summer spike seen in June.
- Saturdays remain the most popular day of the week for visitors, apart from 22nd July due to an RMT rail strike.
- HOLBA's core catchment area (which represents 75% of regular footfall) increased by 10.1% indicating that more footfall is coming from in and around London than in June. This again, is driven by increased domestic leisure visits.

Summary
July 2023

13.3 m (+1%)

Visitors to HOLBA area up 1% month on month

151 mins (0%)

Visitors typically spend over 2 hours in the area. In-line with YTD average

10.4m (+10.1%)

People live within the HOLBA area core catchment

02 Visitor volumes

Visitor volumes
Footfall - districts

Footfall up 1% month-on-month, and down 10% year-on-year

Domestic visits up in all districts compared with June

District	Month-on-Month			Year-on-year		
	Total	*Domestic*	*International*	Total	*Domestic*	*International*
HOLBA area	1%	3%	*-11%*	-10%	-3%	*-38%*
Piccadilly District	3%	3%	*7%*	5%	16%	*-41%*
Jermyn St District	-1%	3%	*-29%*	1%	16%	*-59%*
Leicester Sq District	0%	4%	*-14%*	-14%	-11%	*-23%*
Piccadilly Circus District	4%	3%	*6%*	-6%	8%	*-46%*
St Martin's Lane District	2%	4%	*-6%*	-5%	-5%	*-5%*
Haymarket District	2%	3%	*-12%*	6%	26%	*-56%*
Core West End	3%	3%	*3%*	-12%	-11%	*-16%*

- Decrease in international visitation following peak in June (i.e. back to May levels)
- Growth in domestic visitation likely driven by increased leisure visits during school holidays

Visitor volumes
Footfall – street level

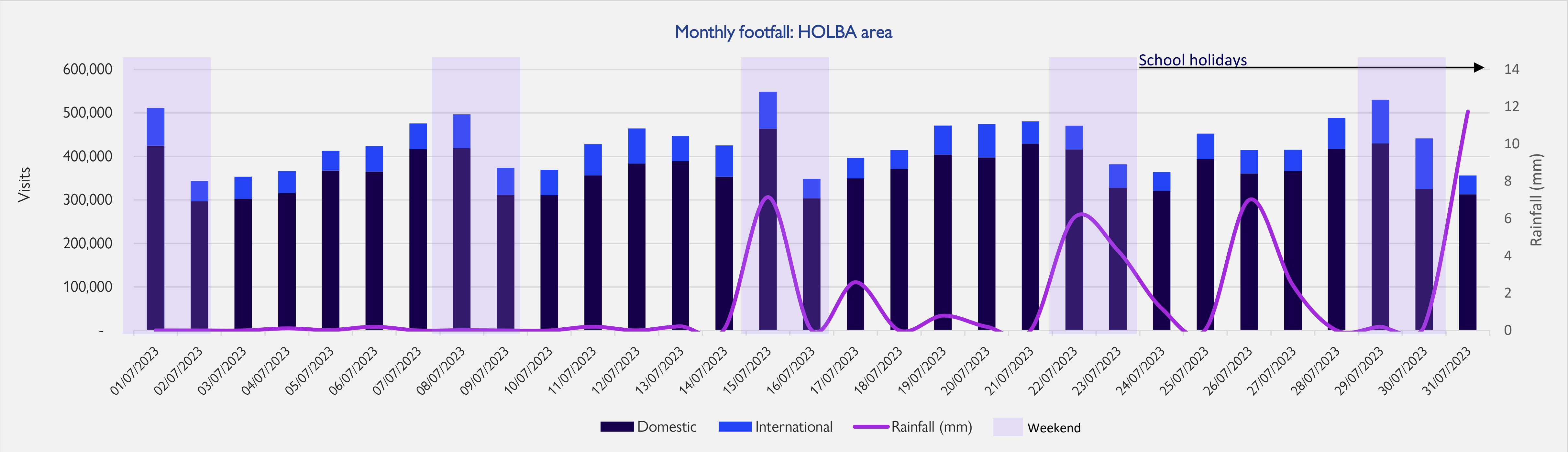
Footfall is up month-on-month in all districts

Strong increase in international visits around Haymarket/Piccadilly

Street	Month-on-month			Year-on-year		
	Total	*Domestic*	*International*	Total	*Domestic*	*International*
HOLBA area	1%	3%	*-11%*	-10%	-3%	*-38%*
Piccadilly	5%	3%	*24%*	28%	45%	*-33%*
Jermyn St	1%	2%	*-6%*	23%	35%	*-38%*
Piccadilly Circus	6%	3%	*21%*	16%	34%	*-36%*
St Martin's Lane	3%	4%	*0%*	11%	-9%	*129%*
Haymarket	5%	3%	*20%*	19%	45%	*-57%*
Haymarket - Regent St / St James	1%	3%	*-24%*	42%	68%	*-60%*
Core West End	3%	3%	*3%*	-12%	-11%	*-16%*

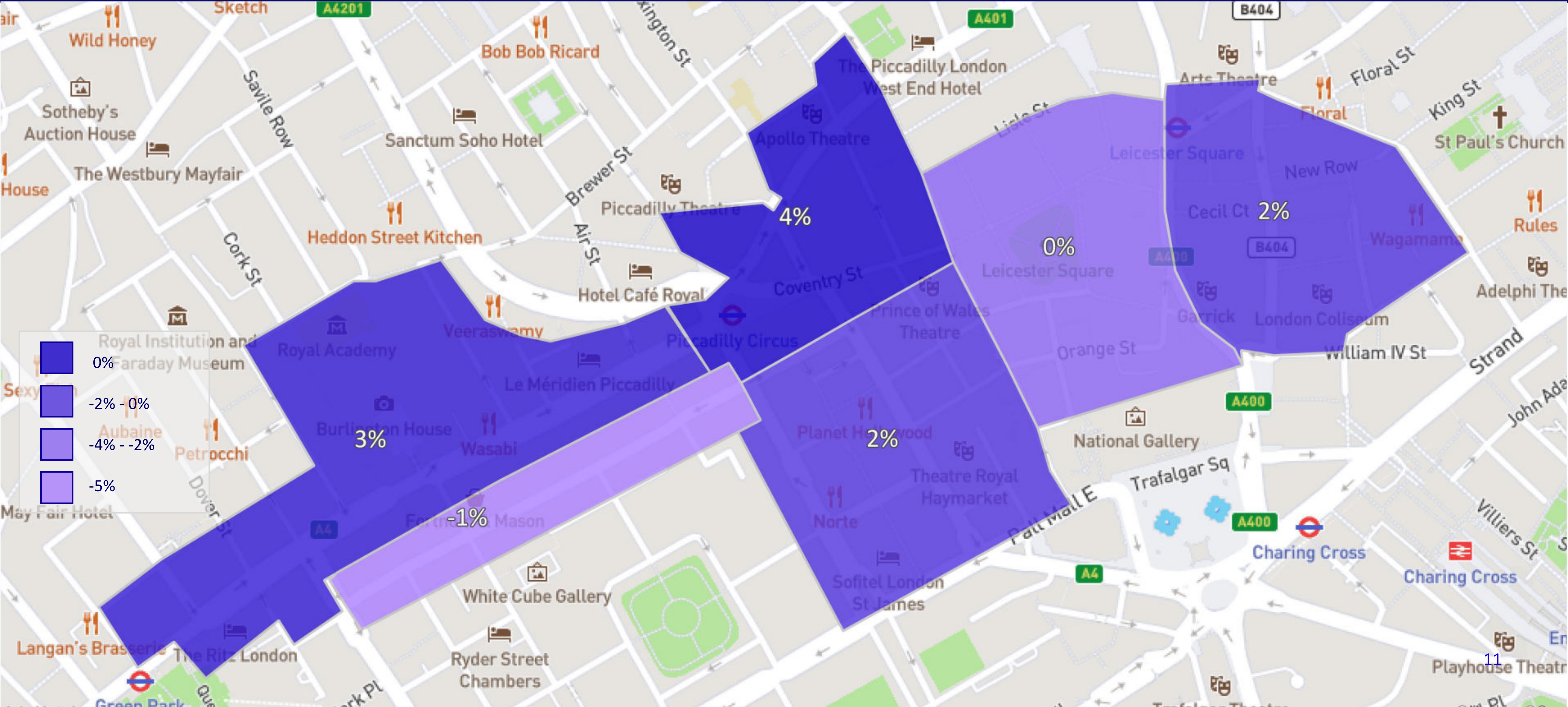
- Increase in international visits to Haymarket and Piccadilly districts likely influenced by proximity of iconic destinations including The Mall and Buckingham Palace/Green Park

Visitor volumes
Strong Saturday footfall continues

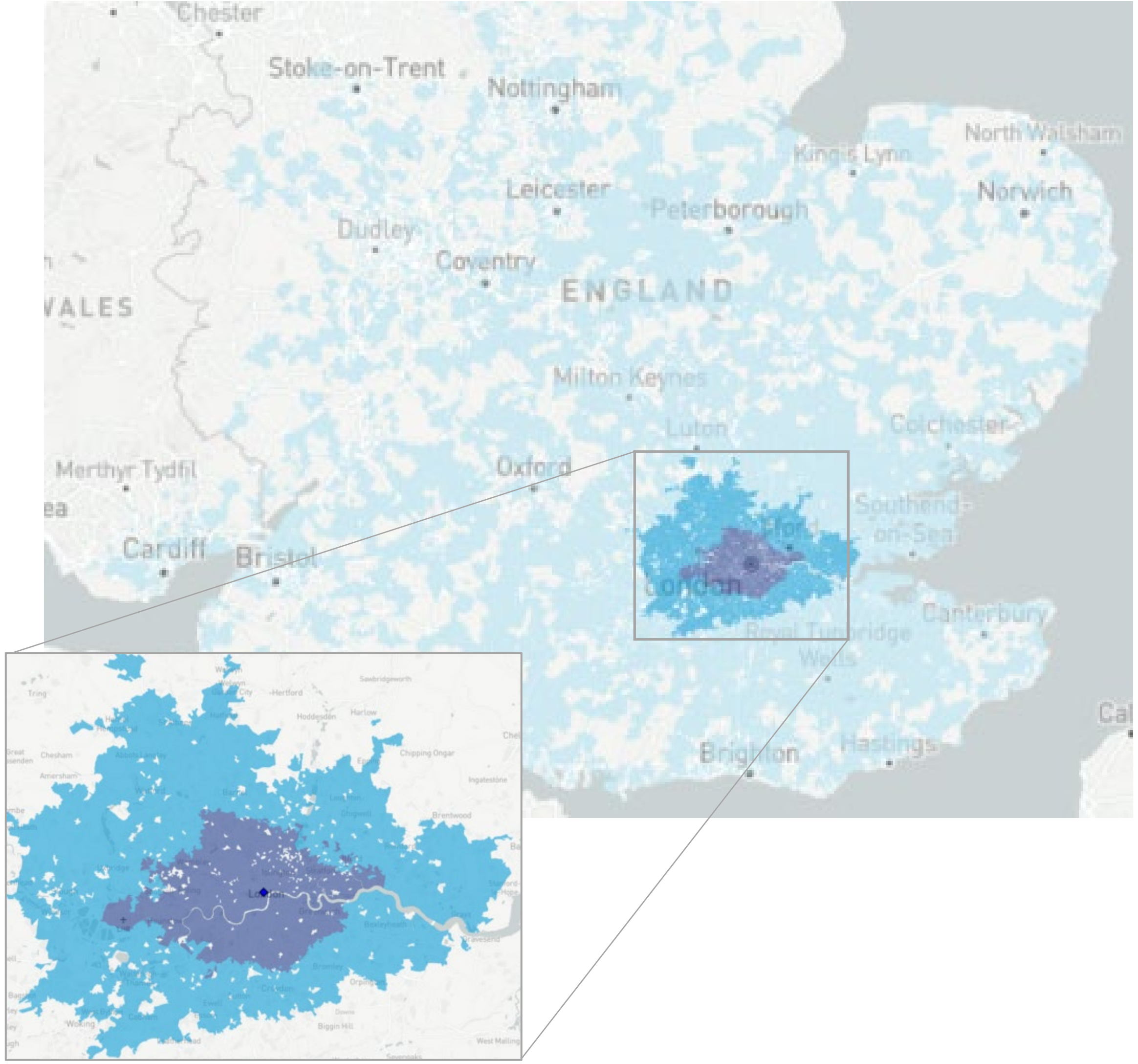


- Saturdays remain the highest footfall days across the month
- w/c 17th is the only week where Saturday was not the peak footfall day due to RMT rail strike
- Four days of significant rainfall during the month however there is no clear impact on footfall on these days

Visitor volumes
July vs. June 2023



Visitor volumes
Tertiary catchment increased 11.2% in size vs. June

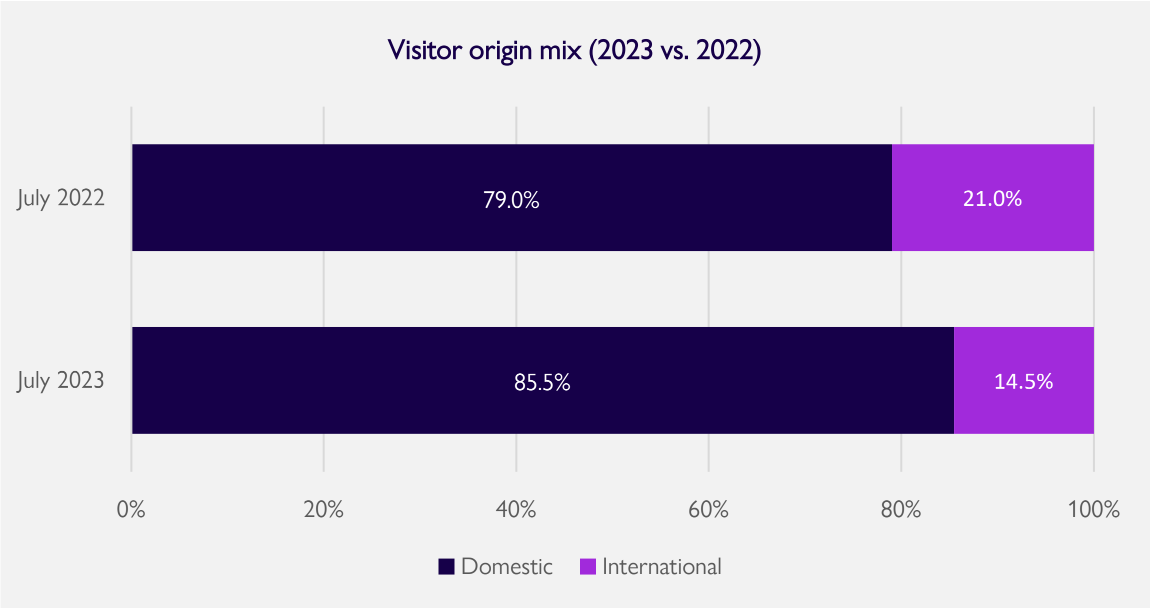


Catchment band	Population (Millions)	Change vs. previous month
-*Primary*	5.4	5.4%
-*Secondary*	5.1	15.6%
Core ***(Primary + Secondary)*** *75% of regular visitors*	**10.4**	**10.1%**
-*Tertiary*	15.5	12.0%
Total ***(Core+ Tertiary)*** *95% of regular visitors*	**25.9**	**11.2%**

- Increase in size of all catchment bands indicating growth in ‘reach’ as people travel from further afield

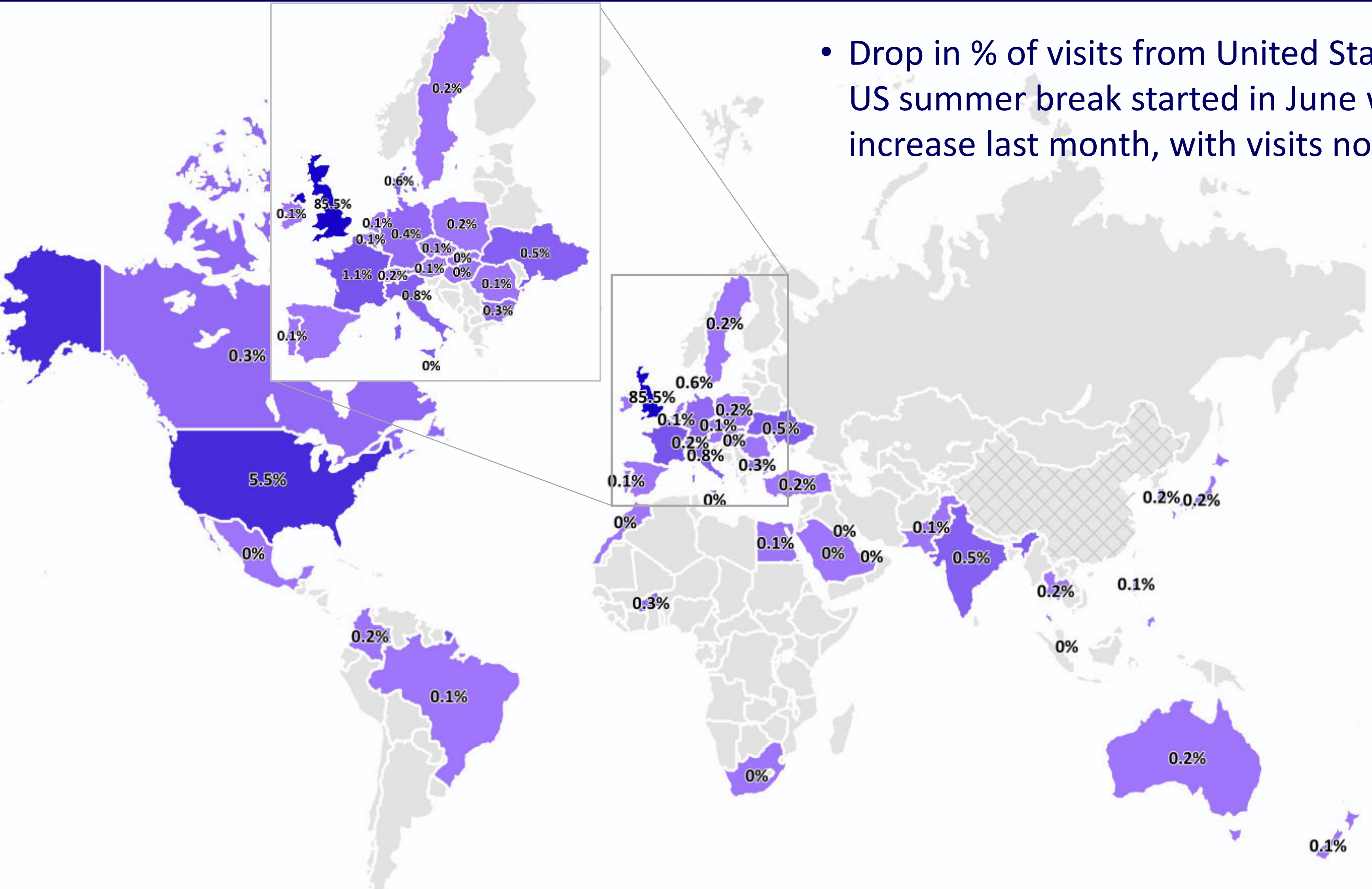
Visitor volumes: visitor mix
International visitor volume and mix down on June

Area	International mix (%)	*+/- change in volume* Month-on-month	Year-on-year
HOLBA area	14.5%	-11.5%	-38.0%
Piccadilly	11.1%	23.7%	-33.4%
Jermyn St	8.2%	-6.1%	-37.8%
Piccadilly Circus	14.3%	20.9%	-36.4%
St Martin's Lane	29.9%	0.0%	128.7%
Haymarket	8.9%	19.7%	-57.2%
Haymarket - Regent St / St James	5.8%	-23.9%	-59.7%
Core West End	16.6%	2.9%	-16.5%



- International visits to the HOLBA area are down 11.5% on June
- Pent-up demand post-COVID is now starting to reduce
- Piccadilly Circus has seen the greatest growth month-on-month
- International visits accounted for 14.5% of visits in June, vs. 21.0% last June

Visitor volumes: visitor origin
14.5% of visitors to HOLBA from outside the UK

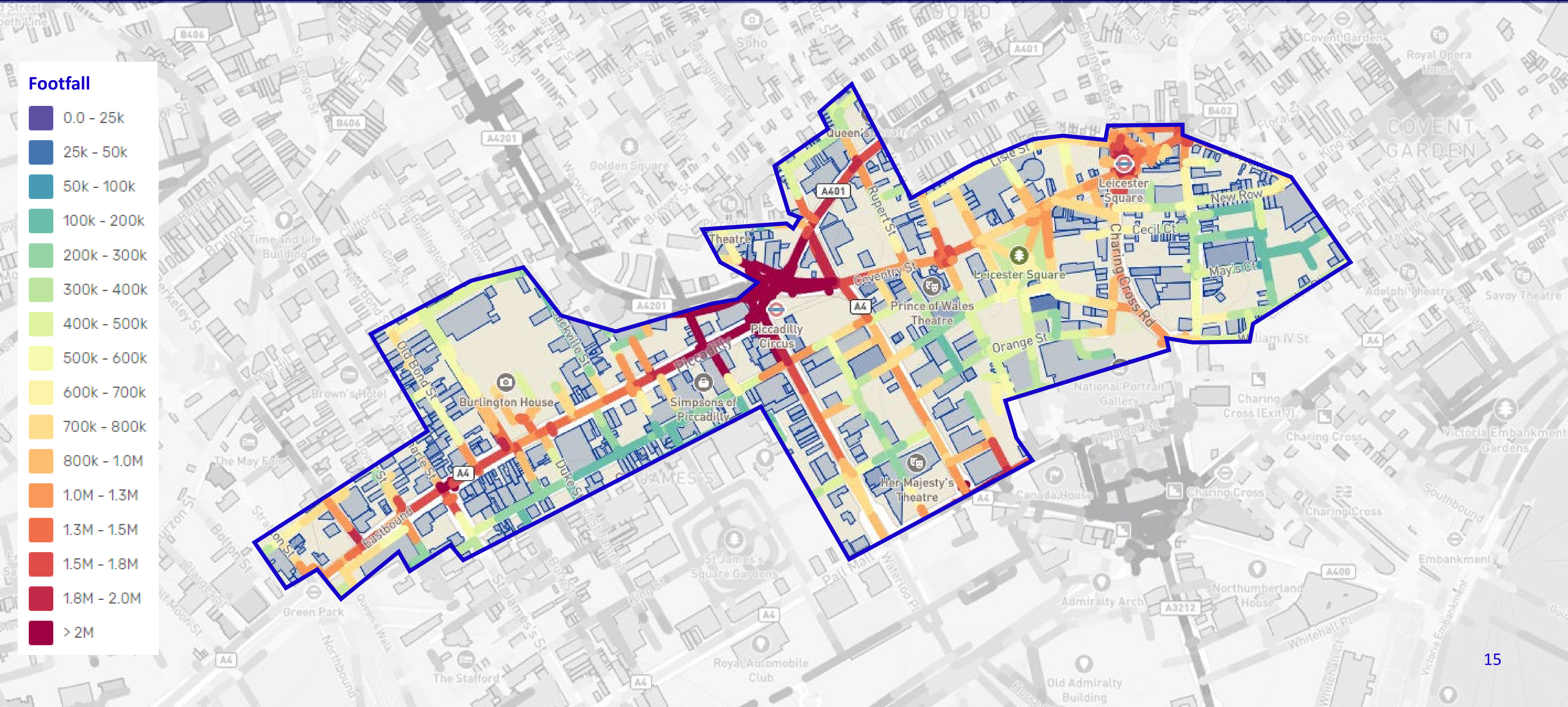


- Drop in % of visits from United States may be attributed to school holidays. US summer break started in June which may have been behind the increase last month, with visits now returning closer to 'normal' levels

Rank	Country	%		+/- change
1	United Kingdom	85.5%	↑	2.0%
2	United States	5.5%	↓	-2.7%
3	France	1.1%	→	0.1%
4	Italy	0.8%	→	-0.2%
5	Denmark	0.6%	→	-0.4%
6	India	0.5%	→	-0.2%
7	Ukraine	0.5%	→	0.0%
8	Germany	0.4%	→	0.1%
9	Canada	0.3%	→	0.0%
10	Bulgaria	0.3%	→	0.1%
	Europe (excl. UK)	5.4%		0.3%
	Rest of the world	9.2%		-2.3%
	Non UK	14.5%		-2.0%

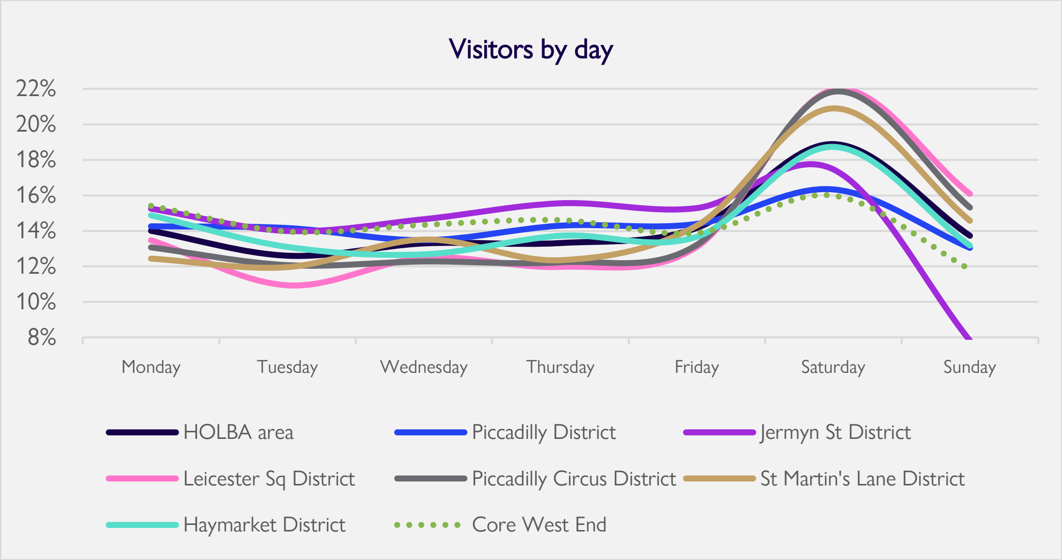
Note: Data unavailable for visitors from China

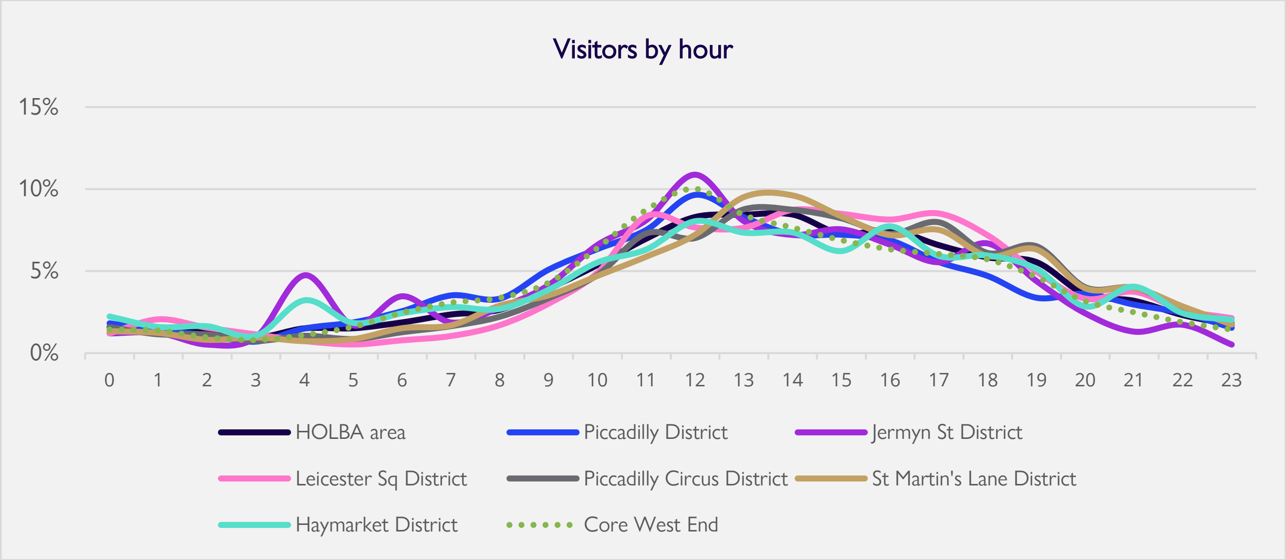
Visitor volumes
Segment footfall



03 Visitor behaviour

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





- Flattening of mid-week visits this month likely influenced by start of school holidays
- Jermyn St declined significantly on Sundays due to strong worker population, 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’ (4pm), likely driven by its role as a major leisure destination and focus for after-work visits

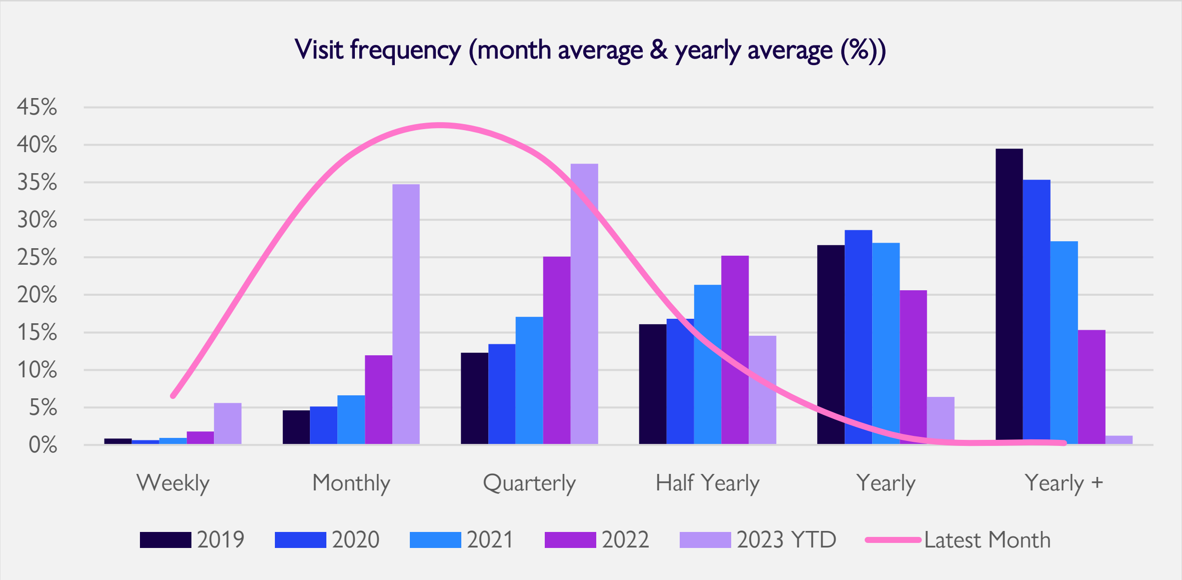
Visitor behaviour: visits by day and hour
Saturday afternoon was the busiest part of the week

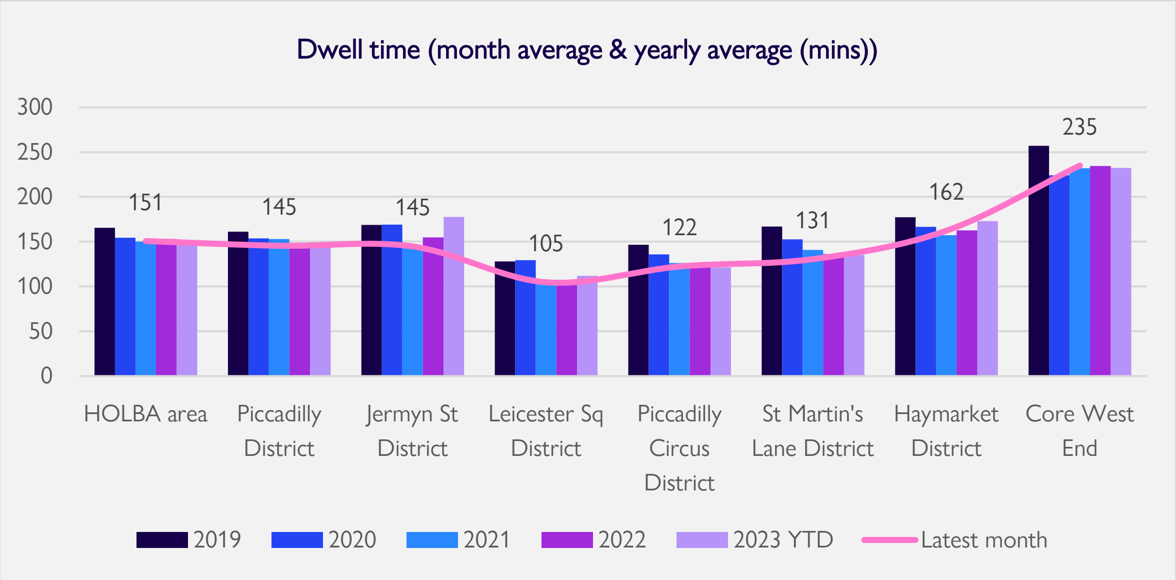
HOLBA - % of visits	Morning (07.00-12.29)	Afternoon (12.30-17.59)	Evening (18.00-23.59)
Monday	4.0%	7.5%	2.3%
Tuesday	3.4%	6.9%	2.1%
Wednesday	3.8%	7.1%	2.3%
Thursday	3.7%	7.1%	2.3%
Friday	3.7%	7.4%	2.9%
Saturday	3.8%	11.6%	3.8%
Sunday	3.2%	8.6%	2.3%

HOLBA INDEX VS. CORE WEST END	Morning (07.00-12.29)	Afternoon (12.30-17.59)	Evening (18.00-23.59)
Monday	78	91	108
Tuesday	74	94	108
Wednesday	82	96	106
Thursday	80	94	102
Friday	88	103	120
Saturday	109	124	120
Sunday	107	124	118

- Saturday afternoon saw the highest footfall in the week, which saw 11.6% of all visitors this month
- Friday and Saturdays have the strongest evening footfall shares, driven by strong leisure visitation
- As seen in the second table, weekends and evenings are stronger in the HOLBA area than the wider Core West End, again driven by a strong leisure offer

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



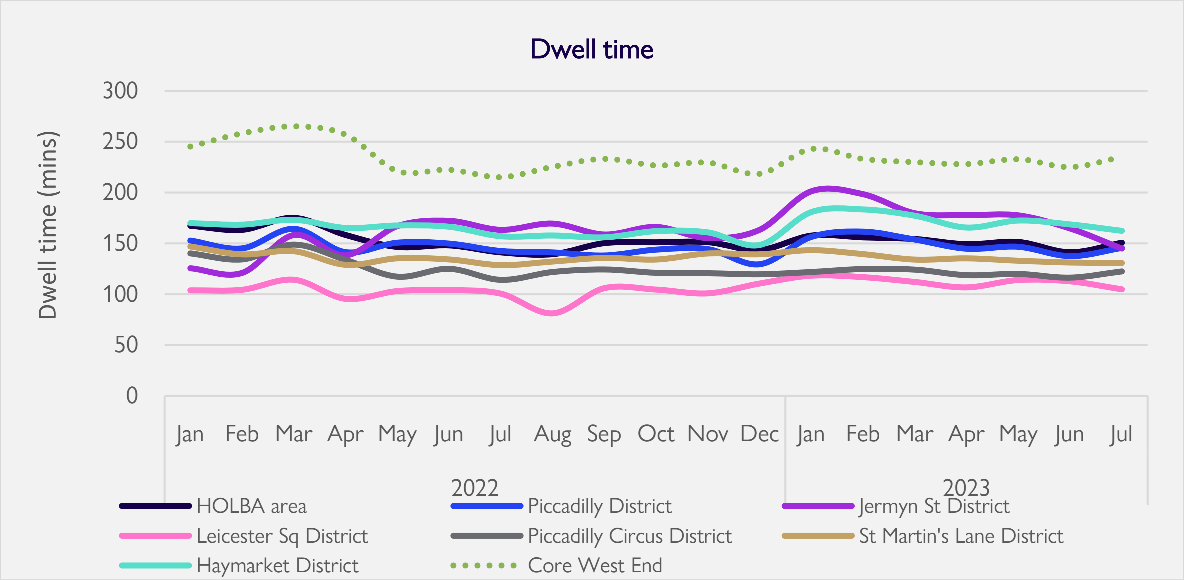


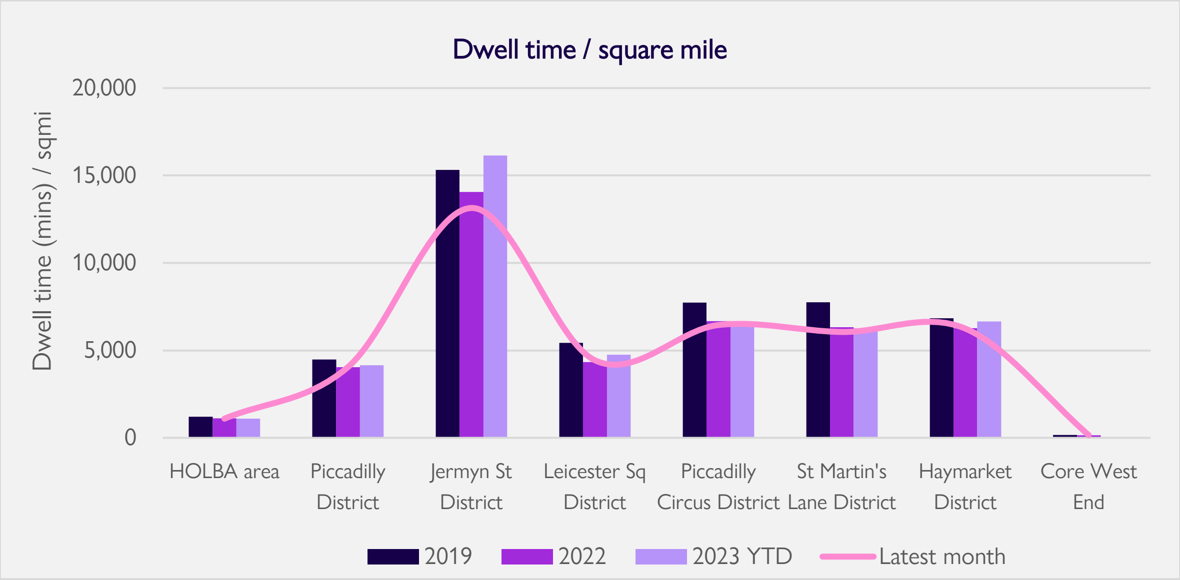
- Continued increase in regular visitors, in part influenced by growth in office-working

- Dwell time returned to YTD levels after a drop in June (151 mins this month vs. 151 mins YTD and 141 mins in June)

- Office-focused locations have the highest dwell time, with Haymarket at 162 mins vs. leisure districts such as Leicester Sq being shorter at 105 mins

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



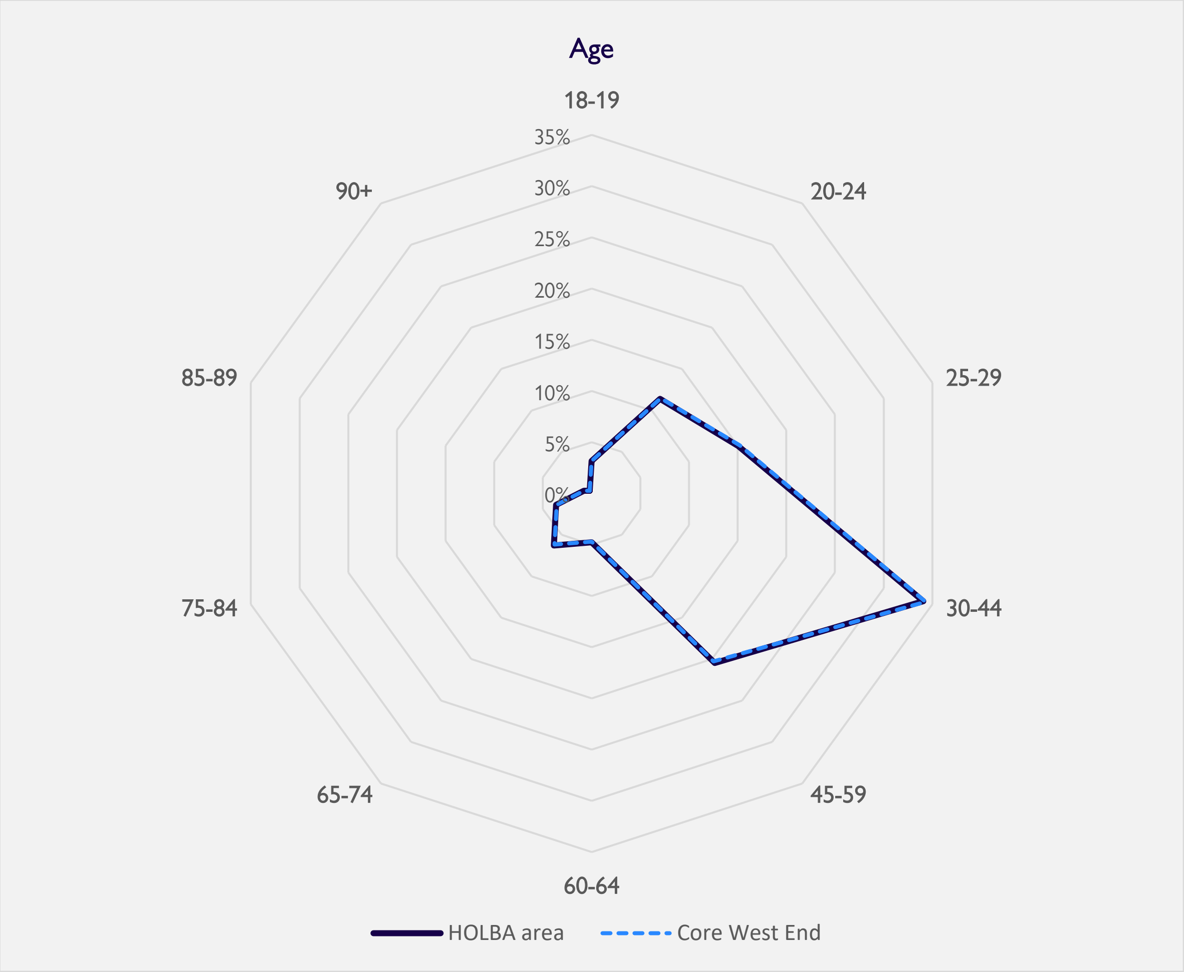


- Decrease in dwell times in Jermyn St driven by start of school holidays and change in working patterns
- Conversely, Piccadilly and Piccadilly Circus saw an increase in dwell time, benefitting from increased leisure visits (e.g. tourists, families with children)

- 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

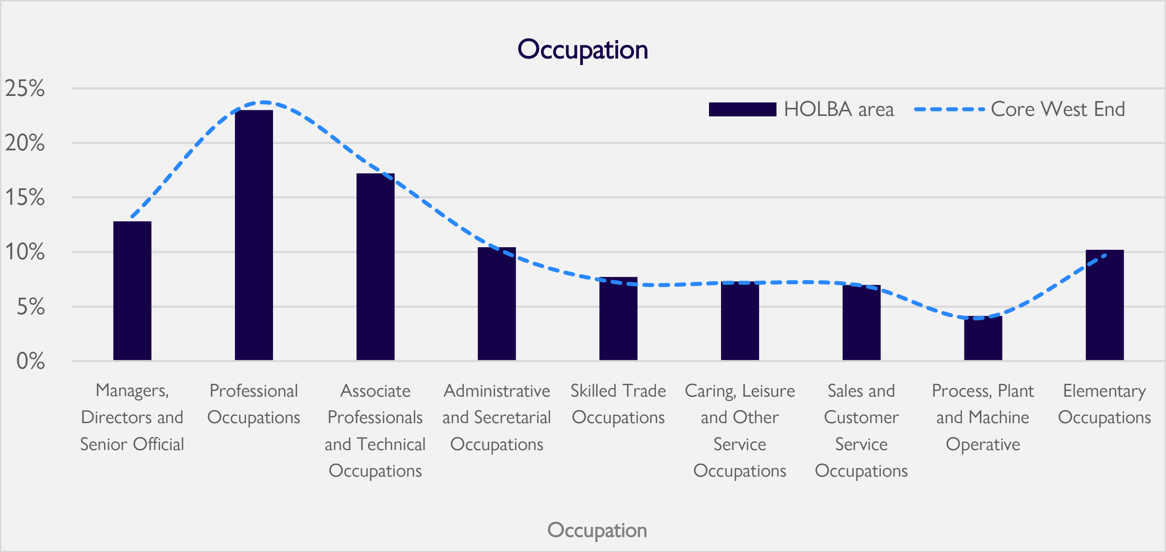
04 Visitor profile

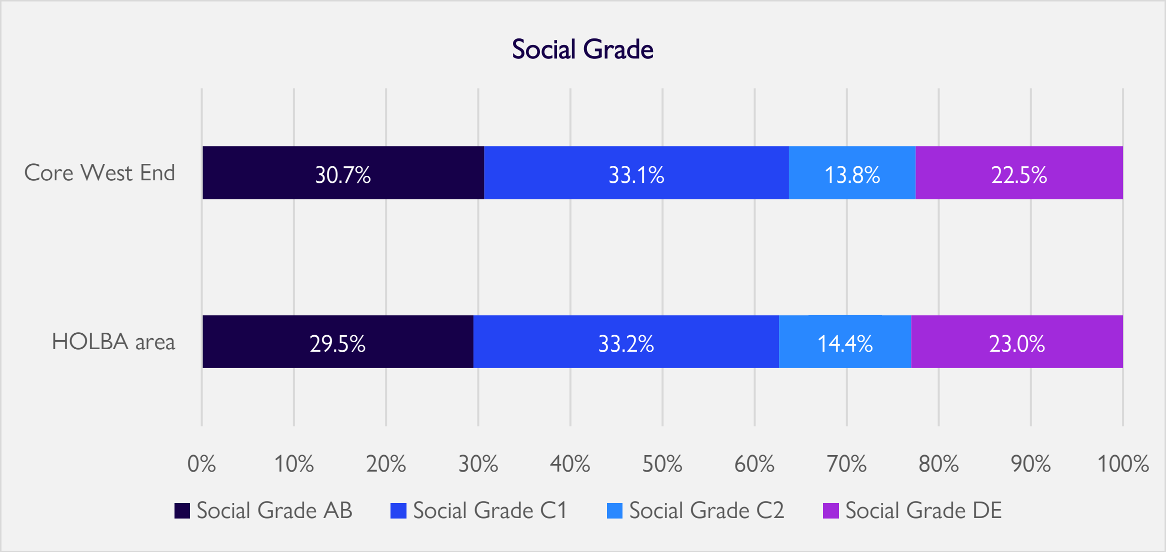
Visitor profile: age & gender
54.3% of visitors are aged between 30-59 years old



- Visitor profile skewed towards those aged 30-59 years old
  – 54.6% of visitors aged 30-59, versus 54.3% in June
- Average age relatively consistent across the different areas within HOLBA 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



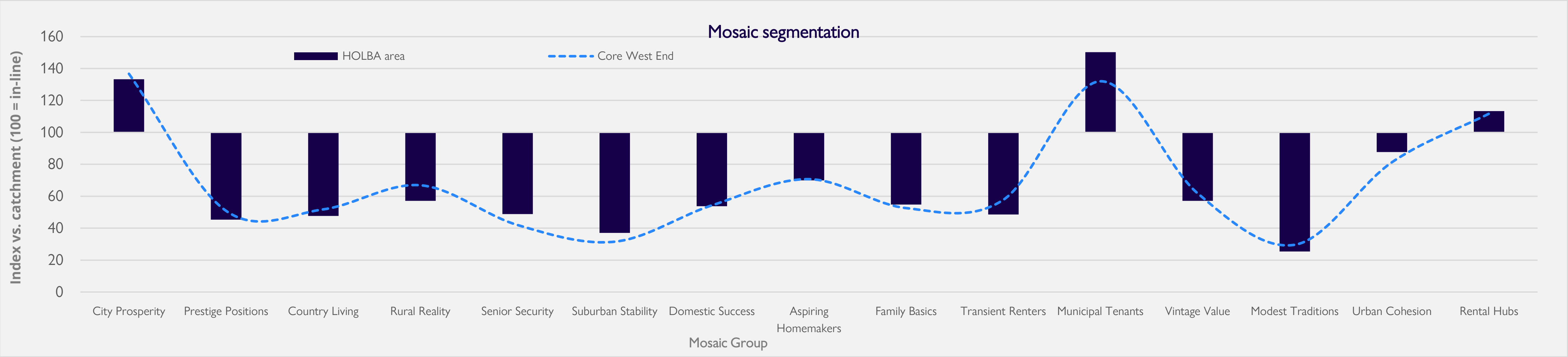


- Visitor catchment profile biased towards 'white collar' occupations, consistent with last month
- In-line with wider Core West End profile

- 29.9% HOLBA area visitor catchment profile in Social Grade AB, vs 30.3% for Core West End
- West End profile influenced by presence of affluent Bond St shoppers
- Little change from the previous month

04 Appendix

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

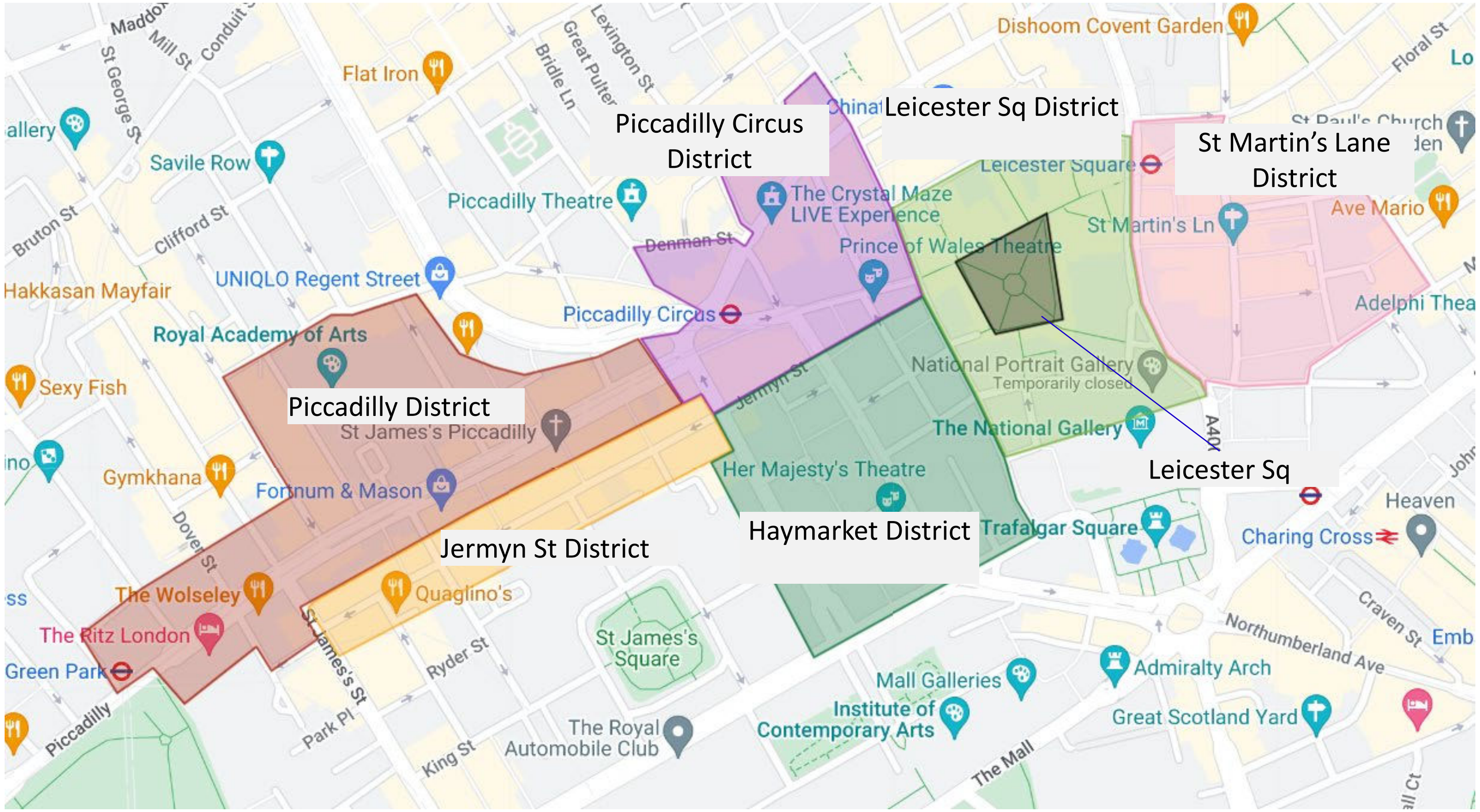


- Visitor profile biased towards 2 mosaic groups; ‘City Prosperity’ and ‘Municipal Tenants’
- ‘City Prosperity’ are high-income residents who have expensive homes in desirable metropolitan locations
- ‘Municipal Tenants’ are residents who rent inexpensive city homes in central locations
- Profile very similar to Core West End visitors

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

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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