Visitor Insights
June Report 2023

Shaping a
world-class
West End

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HEART OF LONDON BUSINESS ALLIANCE

Colliers

Contents

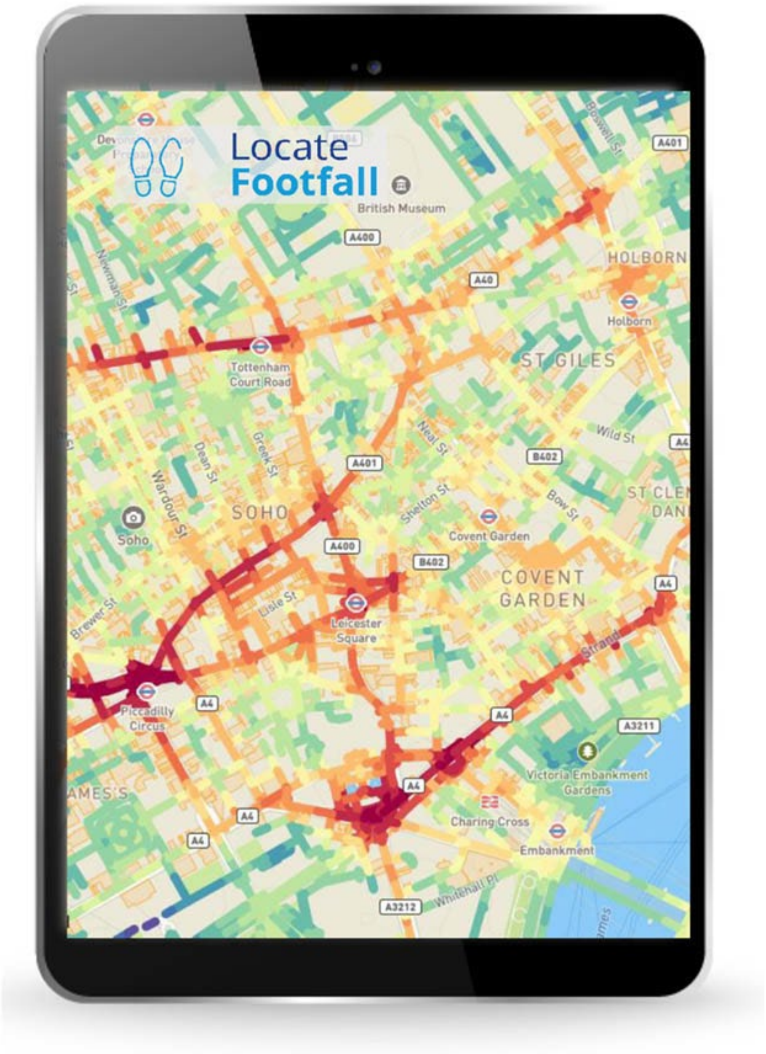
Background
Introduction and context

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.



01 Summary

Exec Summary
June 2023

- June saw the HOLBA area experience relatively stable levels of footfall, dropping by only 2%. The dwell time however dropped by 7% which suggests that proportionally more footfall is coming from visitors and tourists. This is likely caused by events such as the half-term holidays, King Charles's birthday parade and West End Live attracting more tourists to the area.

- June was also a strong month for international footfall. Across the HOLBA area, there was an 8% rise vs the previous month. The majority of footfall came from expected international sources, primarily the United States and Northern Europe but we continue to see the recovery of long-haul tourism with India, Canada and Australia also featuring in the top 10 countries of origin.

- Visitor behavior has remained largely consistent with previous months. For most districts, the latter half of the week remains the most popular time to visit. This is true with entertainment-focused districts such as Leicester Square.

- When looking at footfall across the day, it appears that there is a drop in the number of people working in the office as the regular spike around lunchtime appears to be far less pronounced than in previous months.

Summary
June 2023

13.2 m
(-2%)

Visitors to HOLBA area down 2% month on month

141 mins
(-7%)

Visitors typically spend over 2 hours in the area. Down 11 mins vs YTD average.

9.5m
(-0.2%)

People live within the HOLBA area Core catchment

02 Visitor Volumes

Visitor Volumes
Footfall - districts

Footfall down 2% month on month, and down 16% year on year

Domestic visits down in all districts versus May

District	Month-on-Month			Year-on-year		
	Total	*Domestic*	*International*	**Total**	*Domestic*	*International*
HOLBA area	**-2%**	-4%	*8%*	**-16%**	-7%	*-43%*
Piccadilly District	**-2%**	-3%	*7%*	**-8%**	12%	*-61%*
Jermyn St District	**1%**	-3%	*37%*	**-7%**	8%	*-53%*
Leicester Sq District	**1%**	-5%	*26%*	**-20%**	-16%	*-31%*
Piccadilly Circus District	**-4%**	-4%	*-4%*	**-15%**	1%	*-56%*
St Martin's Lane District	**-2%**	-4%	*8%*	**-9%**	-10%	*-5%*
Haymarket District	**-5%**	-4%	*-8%*	**-7%**	13%	*-59%*
Core West End	**-3%**	-3%	*-2%*	**-17%**	-14%	*-27%*

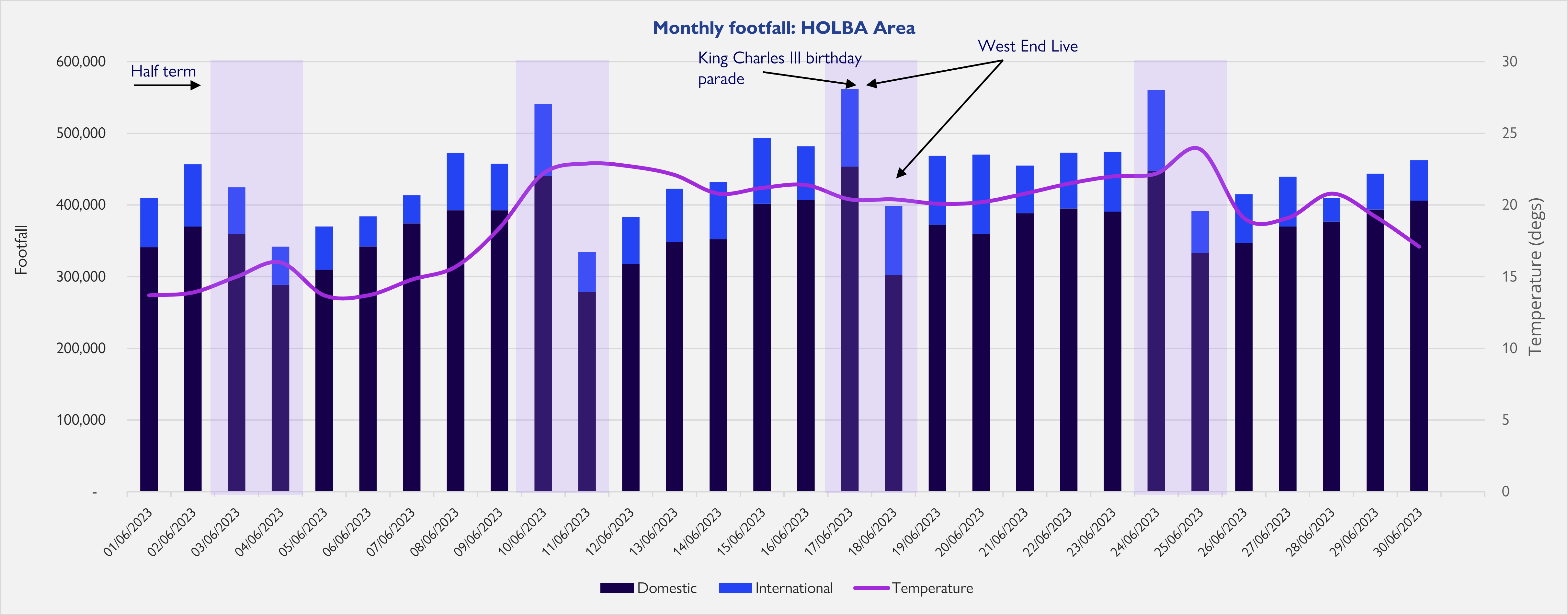
Visitor Volumes
Footfall – street level

Footfall is down month on month in all street locations apart from St Martin's Lane

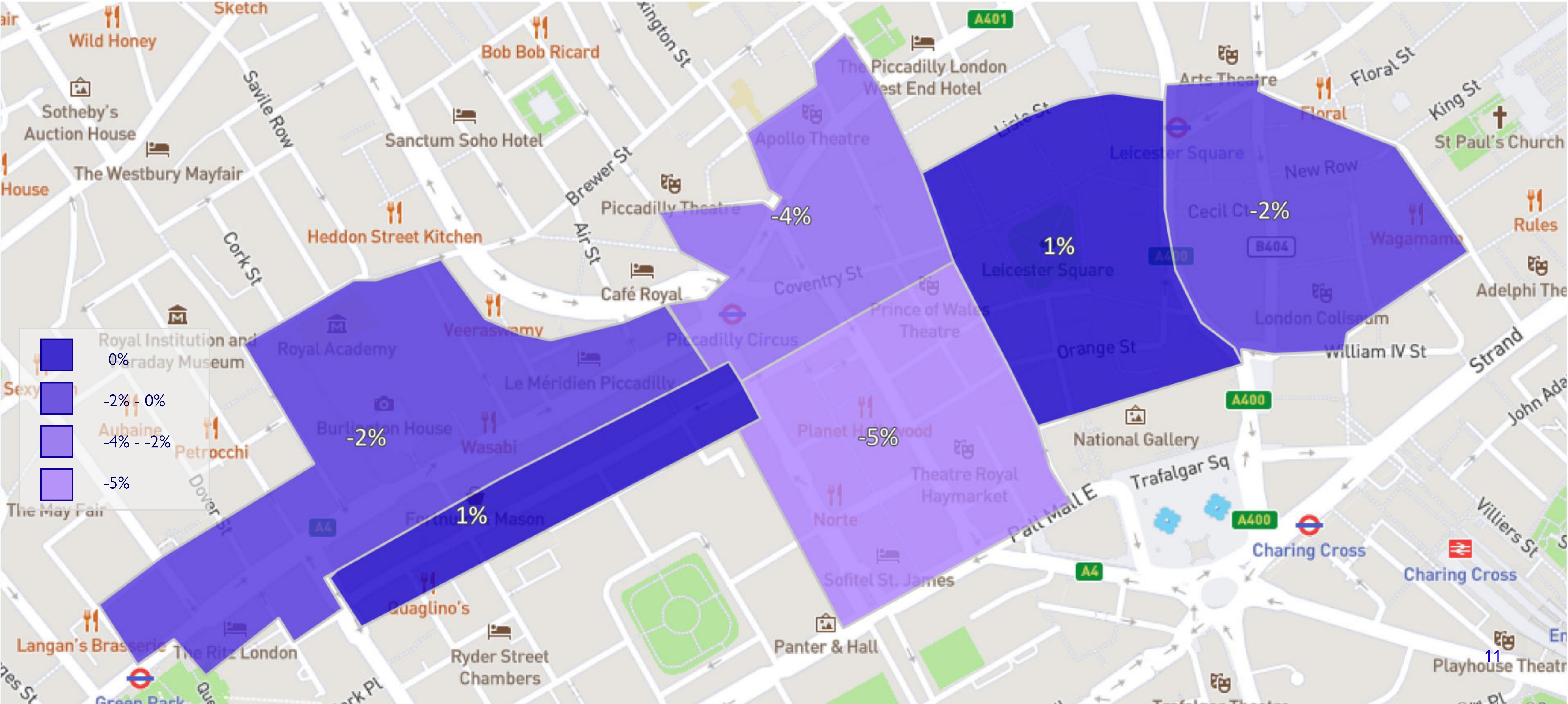
Majority of streets have seen an increase in domestic visits vs. last year

Street	Month-on-Month			Year-on-year		
	Total	*Domestic*	*International*	**Total**	*Domestic*	*International*
HOLBA area	-2%	-4%	8%	-16%	-7%	-43%
Piccadilly	-4%	-4%	-8%	4%	35%	-67%
Jermyn St	-4%	-2%	-21%	-3%	21%	-68%
Piccadilly Circus	-4%	-4%	-5%	-4%	21%	-61%
St Martin's Lane	2%	-3%	15%	7%	-8%	67%
Haymarket	-6%	-5%	-14%	-5%	21%	-73%
Haymarket - Regent St / St James	-2%	-2%	3%	11%	37%	-66%
Core West End	-3%	-3%	-2%	-17%	-14%	-27%

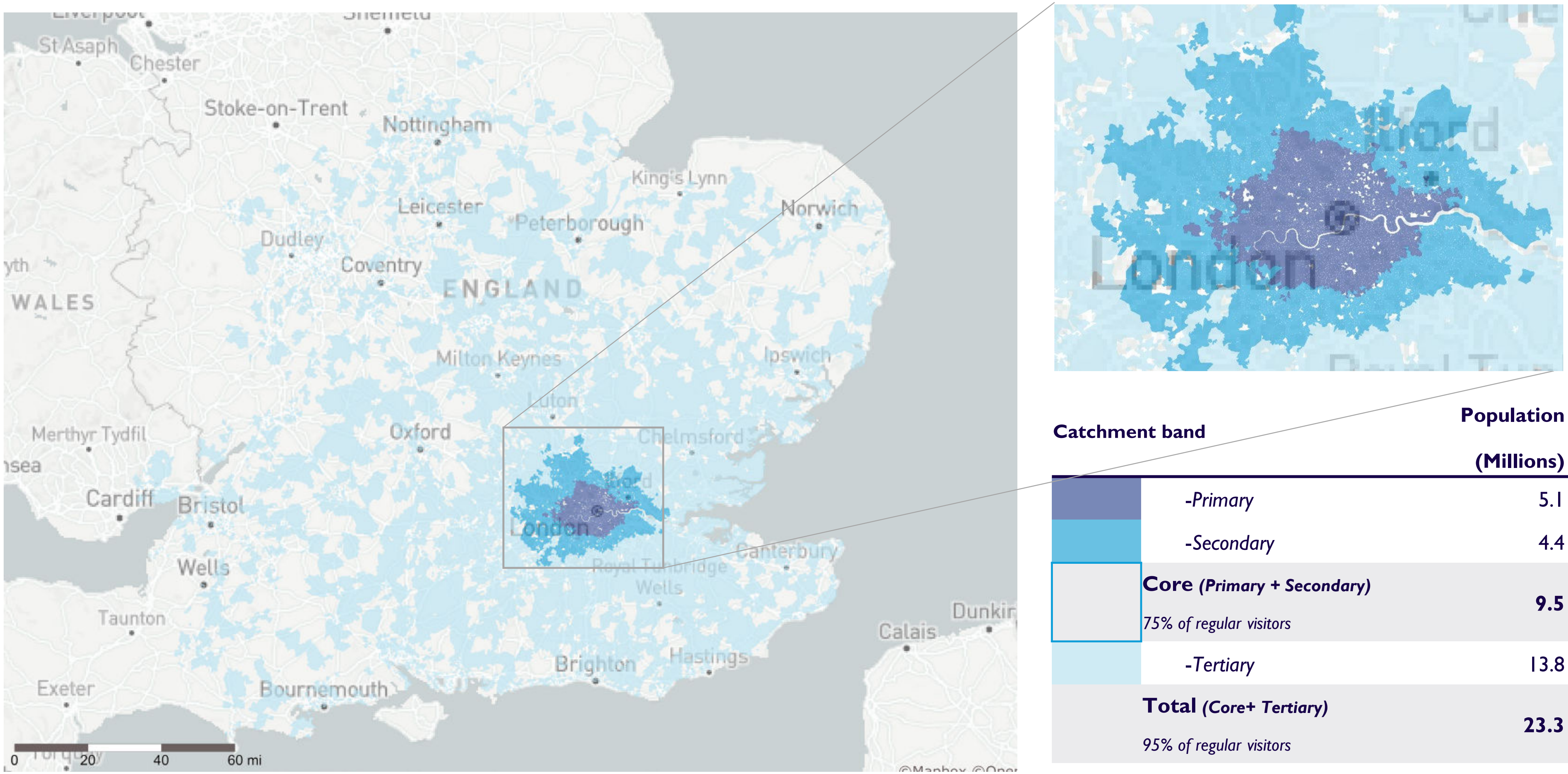
Visitor Volumes
Strong Saturday footfall



Visitor Volumes
June vs. May 2023



Visitor Volumes
Tertiary catchment increased 4.3% in size vs. April



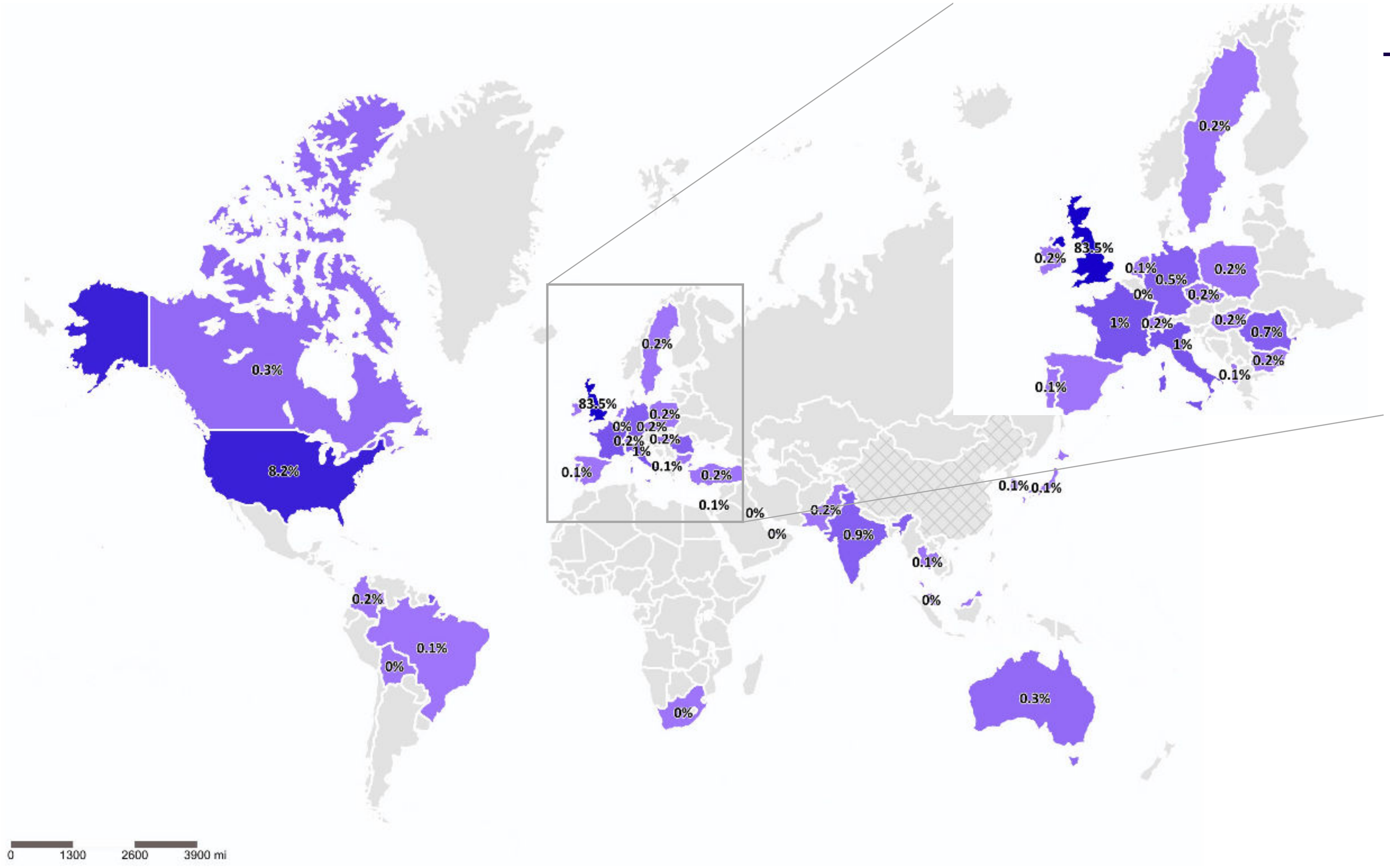
Catchment band		Population (Millions)	Change vs. previous month
	-Primary	5.1	0.2%
	-Secondary	4.4	-0.7%
	Core ***(Primary + Secondary)*** *75% of regular visitors*	**9.5**	**-0.2%**
	-Tertiary	13.8	4.3%
	Total ***(Core+ Tertiary)*** *95% of regular visitors*	**23.3**	**2.4%**

Visitor Volumes: Visitor mix
International visitor volume up compared to May, whilst mix is consistent

Area	International mix (%)	*+/- change in volume* Month-on-Month	Year-on-year
HOLBA area	**16.5%**	**7.7%**	**-43.0%**
Piccadilly	**9.4%**	**-7.9%**	**-67.5%**
Jermyn St	**8.9%**	**-20.9%**	**-68.1%**
Piccadilly Circus	**12.5%**	**-5.1%**	**-60.6%**
St Martin's Lane	**30.7%**	**15.1%**	**67.4%**
Haymarket	**7.8%**	**-13.8%**	**-72.7%**
Haymarket - Regent St / St James	**7.7%**	**2.8%**	**-66.1%**
Core West End	**16.6%**	**-2.4%**	**-26.5%**

- International visits to HOLBA are up 7.7% on May
- St Martin’s Lane has seen the greatest growth month on month
- International visits accounted for 16.5% of visits in June, vs. 24.3% last June

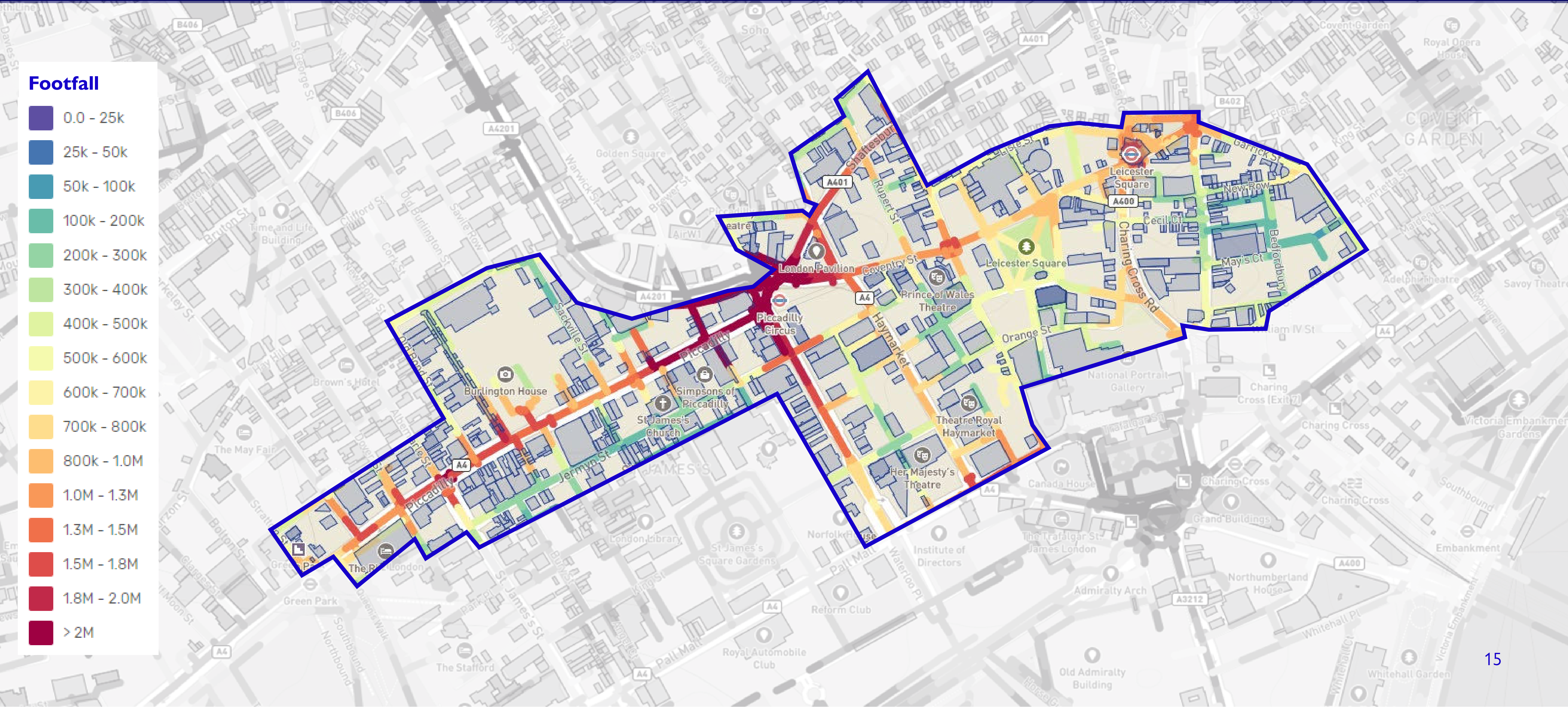
Visitor Volumes: Visitor origin
16.5% of visitors to HOLBA from outside the UK



Rank	Country	%	+/- change
1	United Kingdom	83.5%	-1.5%
2	United States	8.2%	2.3%
3	Italy	1.0%	-0.6%
4	France	1.0%	0.3%
5	India	0.9%	0.3%
6	Romania	0.7%	0.3%
7	Germany	0.5%	0.0%
8	Canada	0.3%	-0.1%
9	Australia	0.3%	-0.1%
10	Switzerland	0.2%	-0.1%
	Europe (excl. UK)	5.1%	-0.8%
	Rest of the world	11.4%	2.2%
	Non UK	16.5%	1.5%

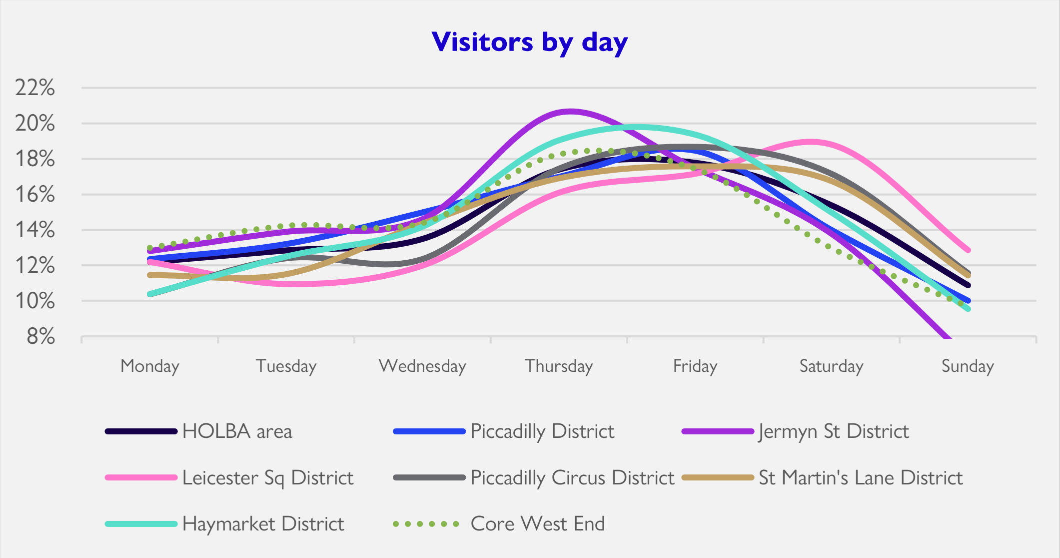
Note: Data unavailable for visitors from China

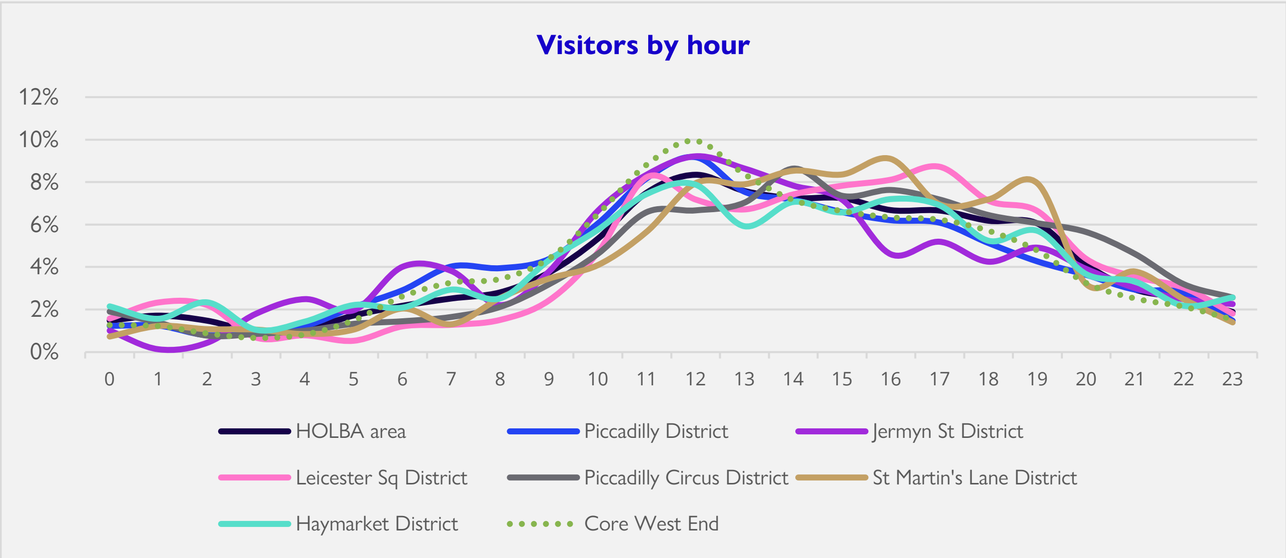
Visitor Volumes
Segment footfall



03 Visitor Behaviour

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

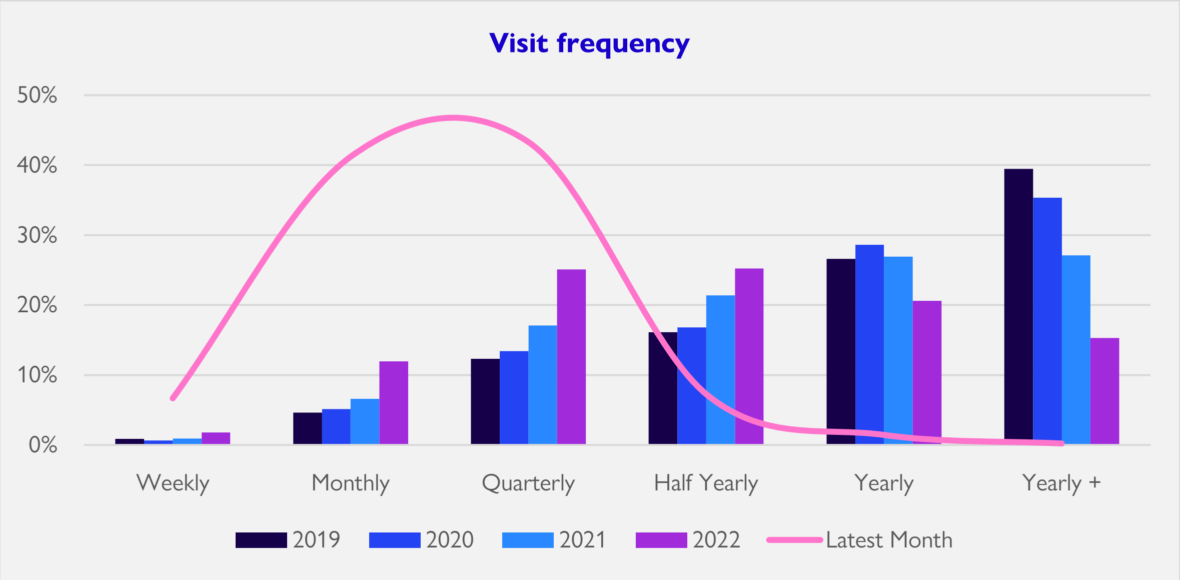


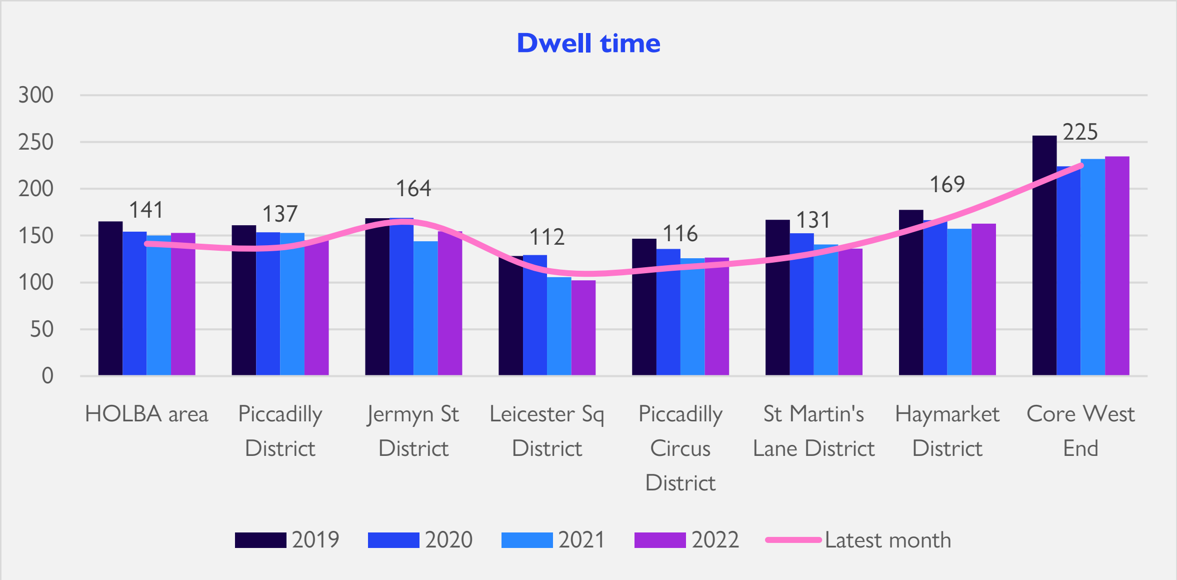


- Fridays typically saw the highest proportion of visitors (17.8%), whilst Sundays saw the lowest (10.9%)

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

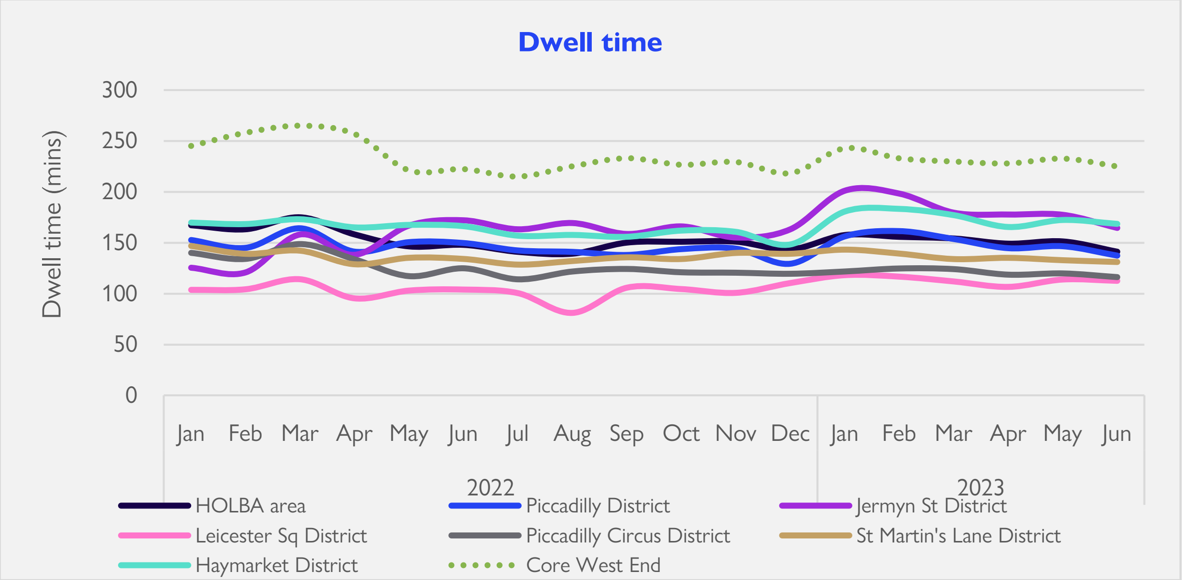
Visitor Behaviour: Frequency
Visitors coming more frequently but staying for less time

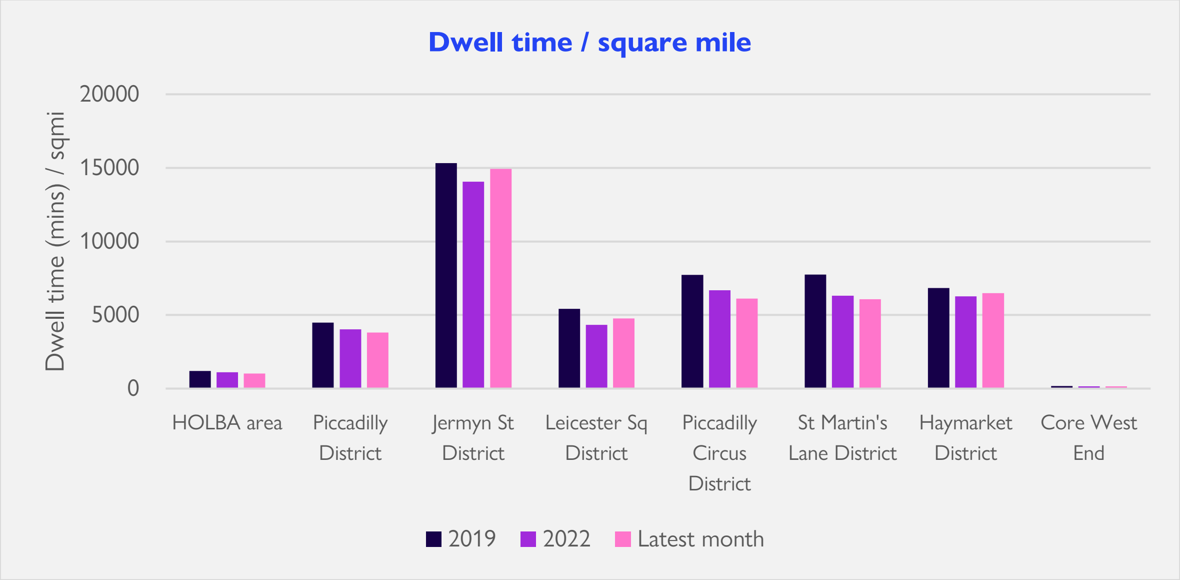




- Increase in proportion of visitors visiting weekly, monthly and quarterly
- Conversely decrease in proportion of visitors visiting yearly and beyond
- Dwell time reduced in June vs. 2023 YTD, 141 minutes vs. 152 minutes
- Haymarket District has the longest dwell time at 169 minutes

Visitor Behaviour: Dwell time
Little change in dwell times in June vs. May



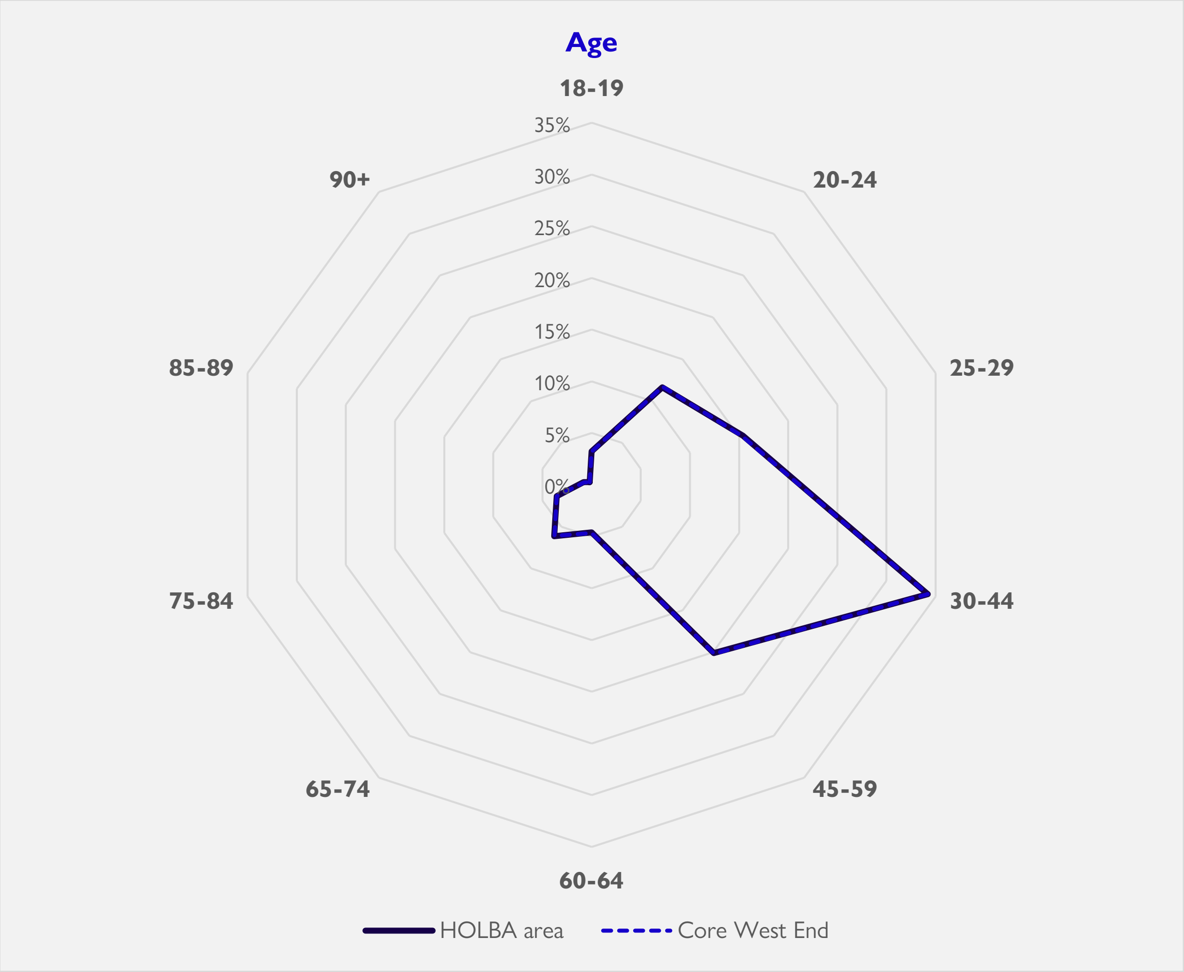


- Dwell times in June 2023 were consistent with May in all districts
- Jermyn St has high dwell times given its comparatively small geographic area

04

Visitor Profile

Visitor Profile: Age & Gender
54.3% of visitors are aged between 30-59 years old



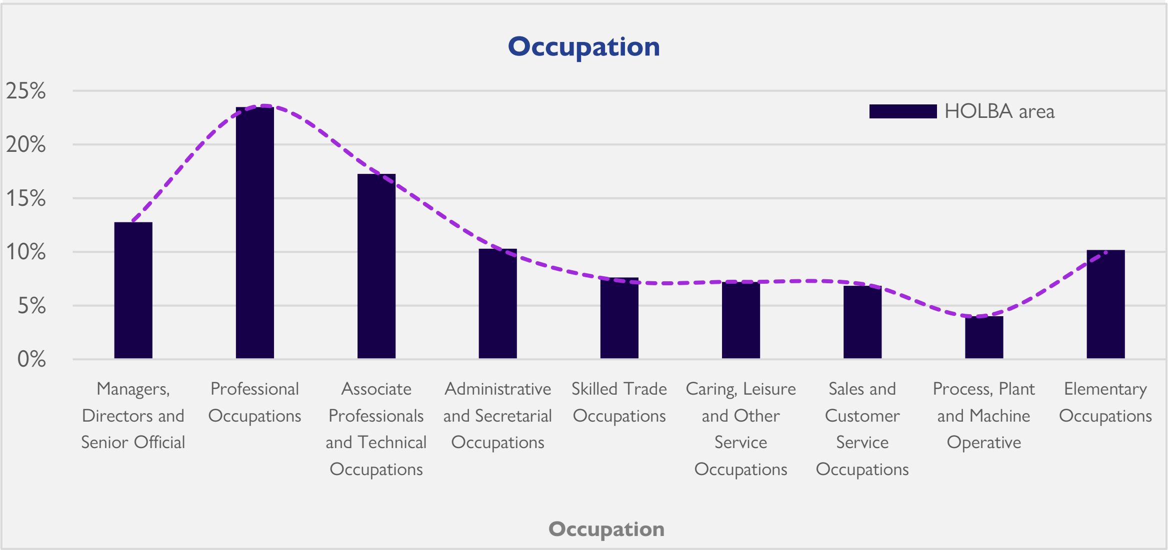
- Visitor profile skewed towards those aged 30-59 years old
  − 54.3% of visitors aged 30-59, versus 53.9% in April

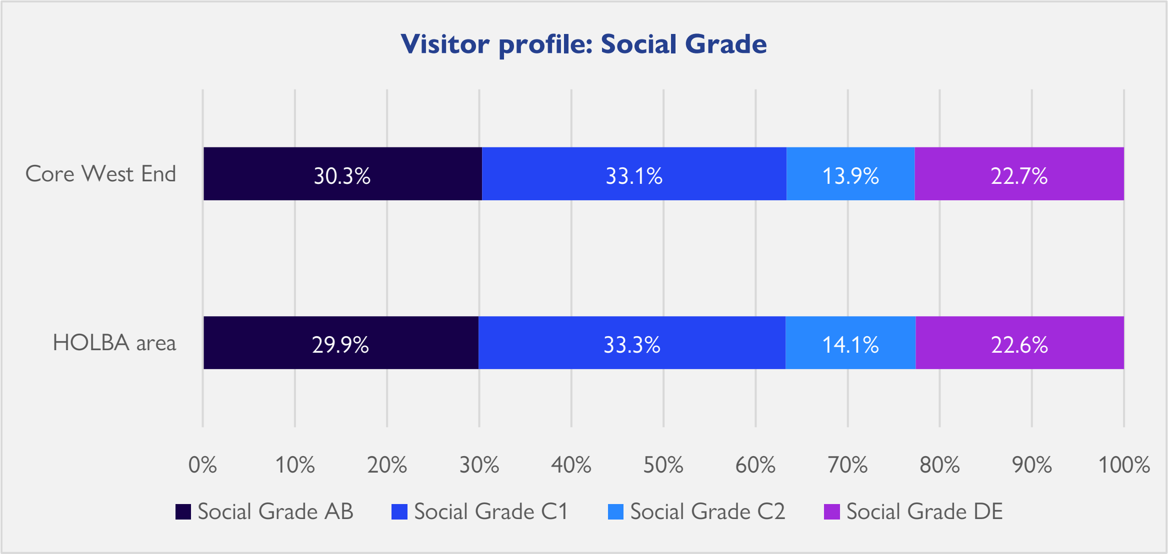
- Average age relatively consistent across the different areas within Heart of London area

- Males & Females are evenly split, and in-line with the make-up of the Core West End

HOLBA Area		Core West End	
Female	Male	Female	Male
49.6%	50.4%	49.6%	50.4%

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

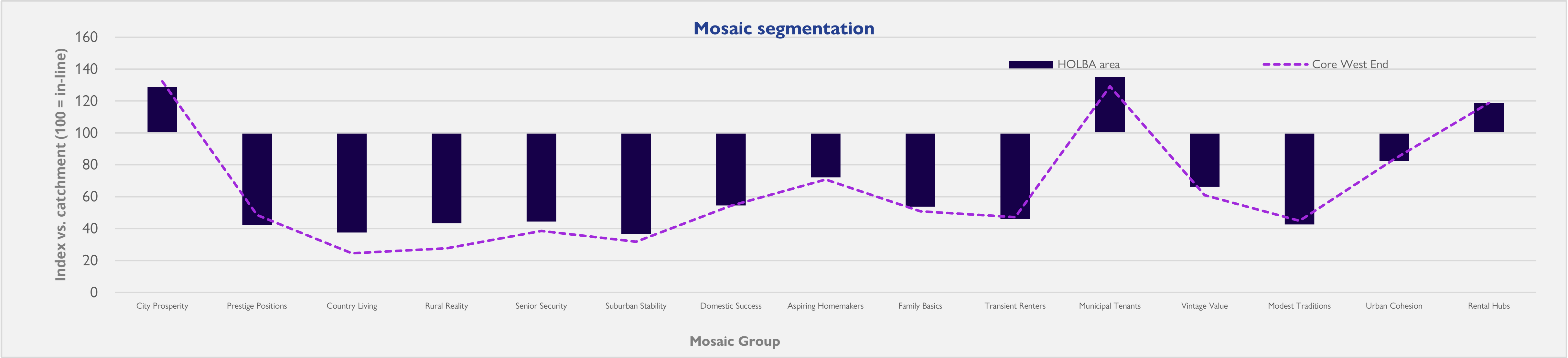




- Visitor catchment profile biased towards ‘white collar’ occupations, consistent with last month
- In line with wider Core West End profile

- 29.9% HOLBA Area visitor catchment profile in Social Grade AB, vs 30.3% for Core West End
- Little change versus 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

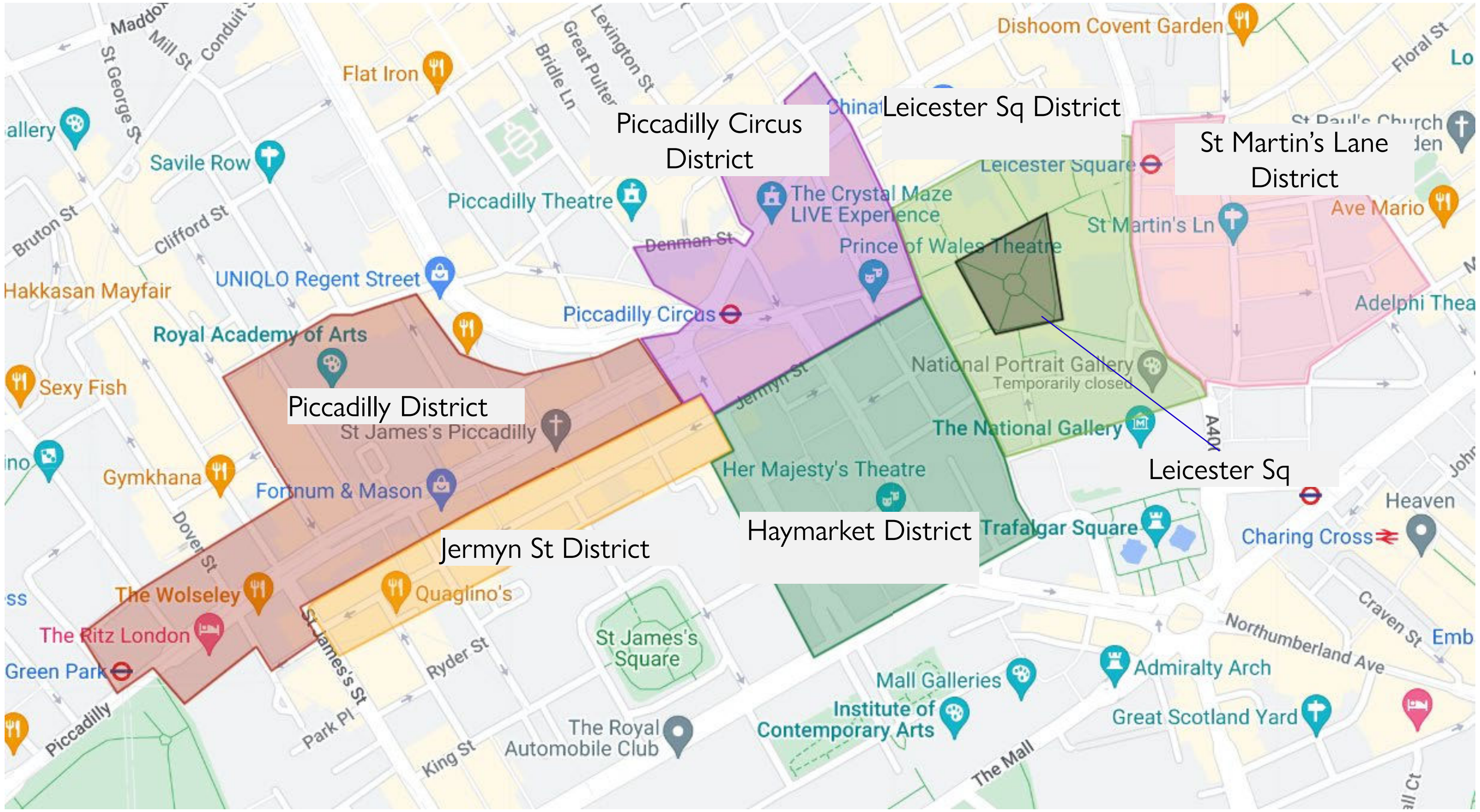
04 Appendix

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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