Visitor Insights
March Report 2023

Shaping a
world-class
West End

Issued:
13th April 2023

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HEART OF LONDON BUSINESS ALLIANCE

Colliers

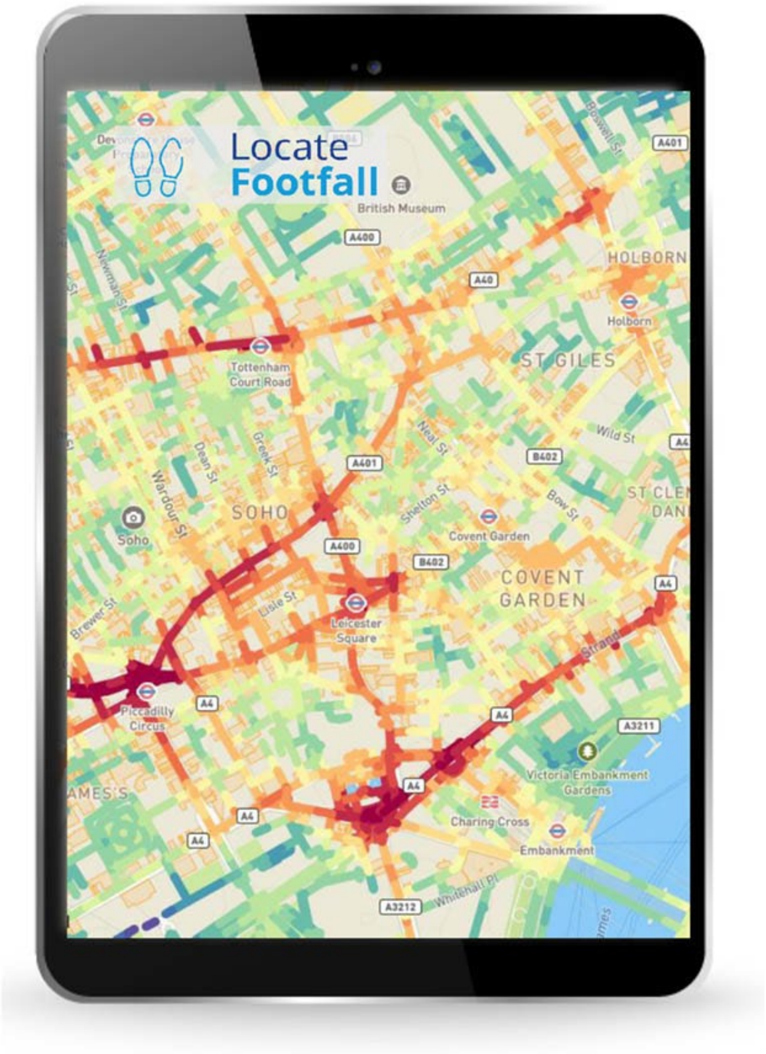
Background
Introduction and context

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.



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Summary

Executive Summary

- Footfall has increased by 13% across the HOLBA area compared to last month. This is in line with usual yearly trends which usually show a drop in the new year before rising again into spring. Similarly, the HOLBA's catchment area has increased by 14.2% compared to last month. This is largely from the core zone which represents 75% of HOLBA's regular visitors. The dwell time has decreased slightly by 1% which is to be expected with an increase in tourist footfall.

- Footfall distribution across the month follows the general weekly trend, lower in the early parts of the week, rising towards the weekend before dropping on Sunday. There were tube and train strikes in the middle of the month which damped footfall but didn't disrupt the overall trend.

- The United States is still by far HOLBA's largest single international market visiting the West End. However, other markets are surging, South America, Middle East and South East Asia in particular are showing strong recovery.

- The daily and weekly distribution of footfall have remained consistent in the last month. Most HOLBA districts show peak footfall on Saturdays, this is likely due to HOLBA's entertainment and tourist-focused offering.

Summary
March 2023

11.9m (+13%)

Visitors to HOLBA area up 13% month on month

154 mins (-1%)

Visitors typically spend just over 2.5 hours in the area. Down 2 mins vs YTD average.

11.7m (14.2%)

People live within the HOLBA area Core catchment

02

Visitor Volumes

Visitor Volumes
Footfall - districts

Footfall up 13% month on month, and down 23% year on year

International visits up across majority of districts versus February

District	Month-on-Month			Year-on-year		
	Total	*Domestic*	*International*	**Total**	*Domestic*	*International*
HOLBA area	13%	14%	4%	-23%	-14%	-55%
Piccadilly District	17%	17%	17%	-25%	-14%	-65%
Jermyn St District	19%	22%	-4%	-25%	-18%	-59%
Leicester Sq District	19%	23%	3%	-24%	-11%	-61%
Piccadilly Circus District	22%	24%	11%	-8%	2%	-42%
St Martin's Lane District	19%	23%	0%	-25%	-18%	-54%
Haymarket District	17%	17%	14%	-24%	-9%	-68%
Core West End	5%	6%	4%	-29%	-26%	-41%

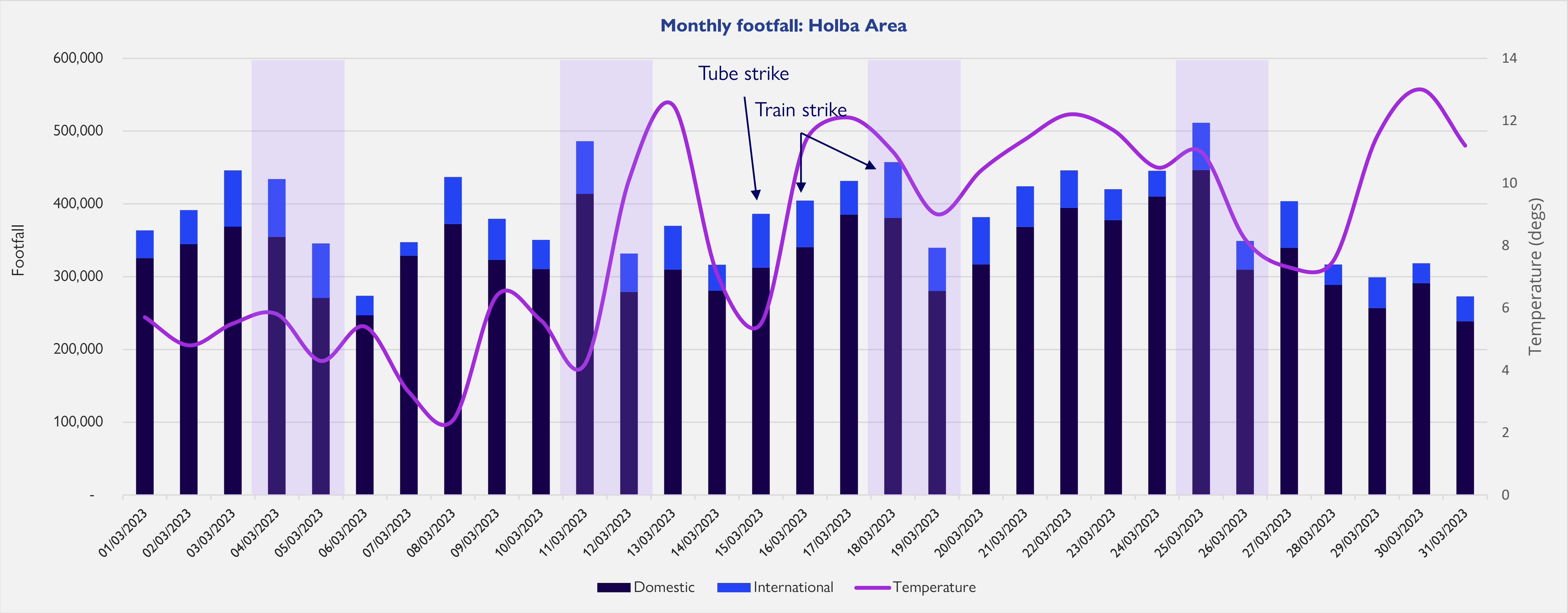
Visitor Volumes
Footfall – street level

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

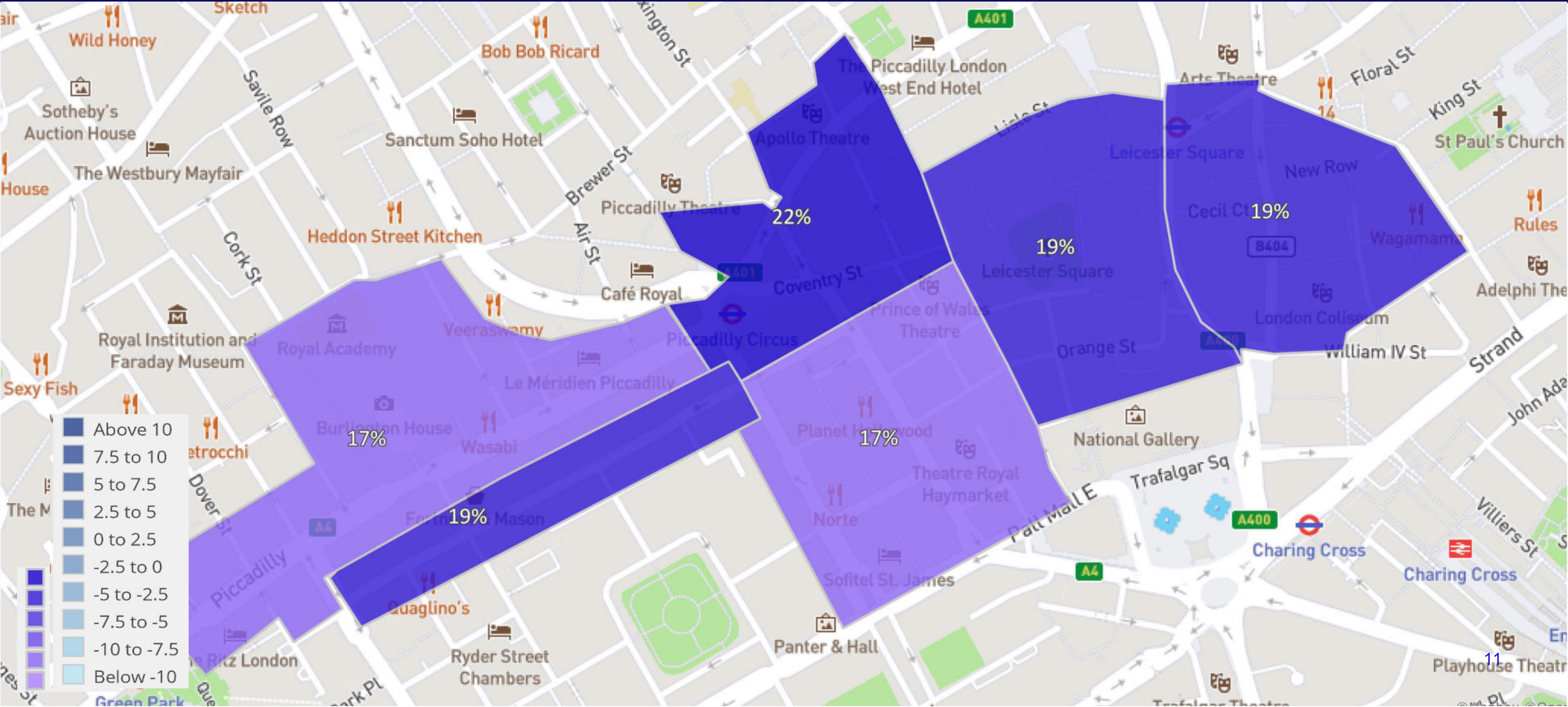
Piccadilly Circus has seen an increase in domestic visits vs. last year

Street	Month-on-Month			Year-on-year		
	Total	*Domestic*	*International*	**Total**	*Domestic*	*International*
HOLBA area	13%	14%	4%	-23%	-14%	-55%
Piccadilly	20%	21%	17%	-13%	1%	-63%
Jermyn St	42%	44%	14%	-20%	-9%	-67%
Piccadilly Circus	33%	35%	25%	-1%	14%	-48%
St Martin's Lane	45%	32%	136%	-14%	-16%	-4%
Haymarket	25%	27%	13%	-27%	-10%	-74%
Haymarket - Regent St / St James	31%	34%	4%	-21%	-2%	-77%
Core West End	5%	6%	4%	-29%	-26%	-41%

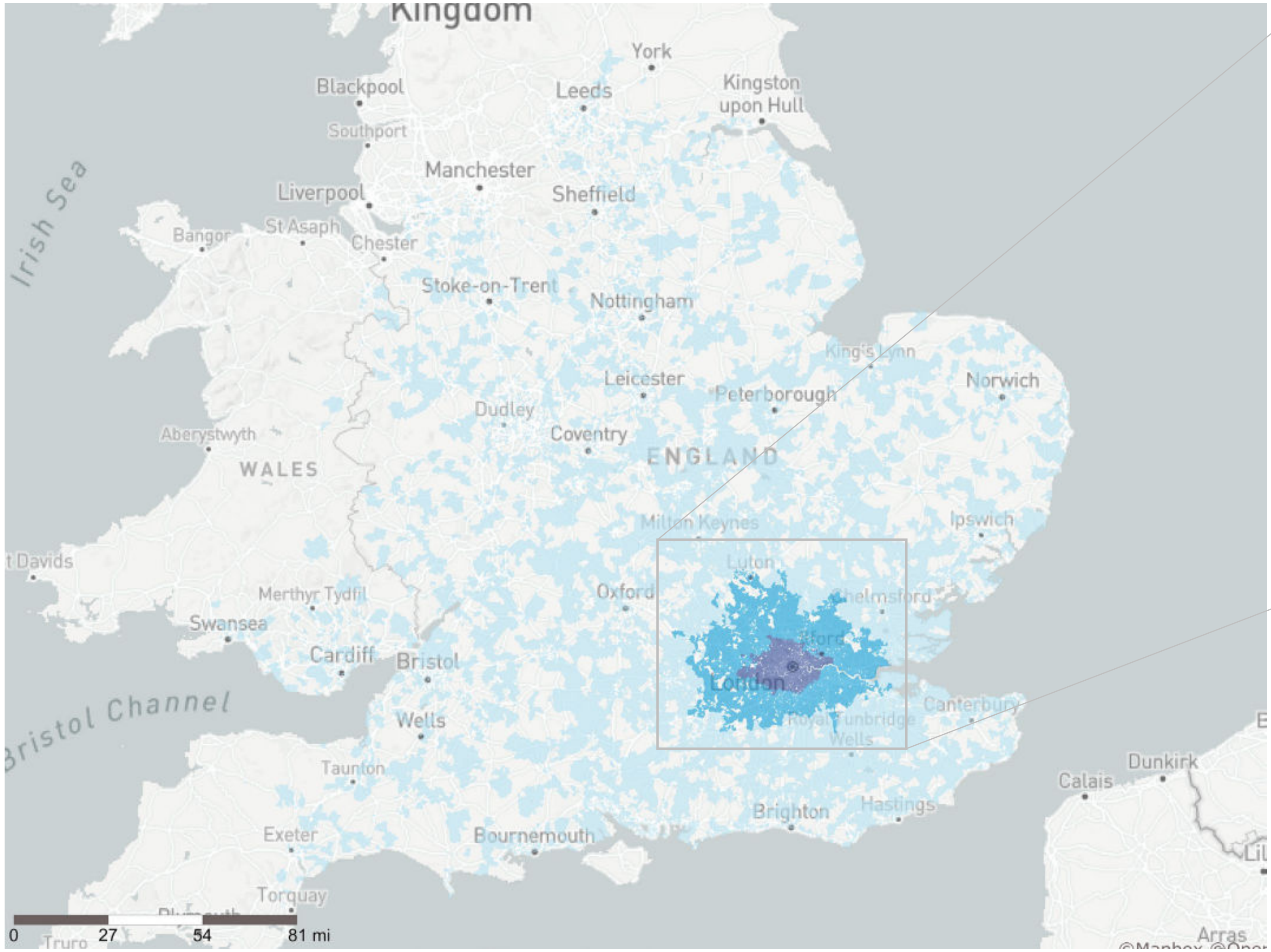
Visitor Volumes
Strong footfall on Saturdays

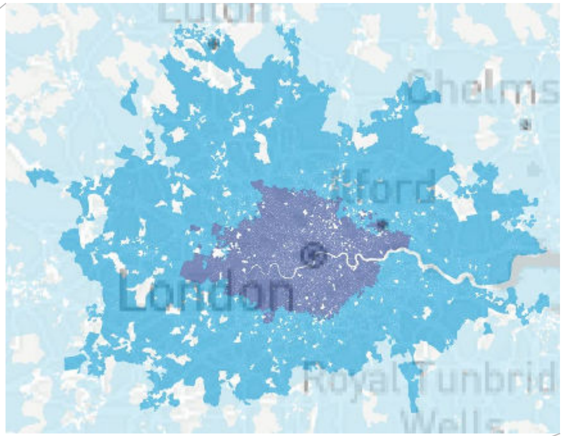


Visitor Volumes
March v. February 2023



Visitor Volumes
Core catchment increased 14.2% in size vs February

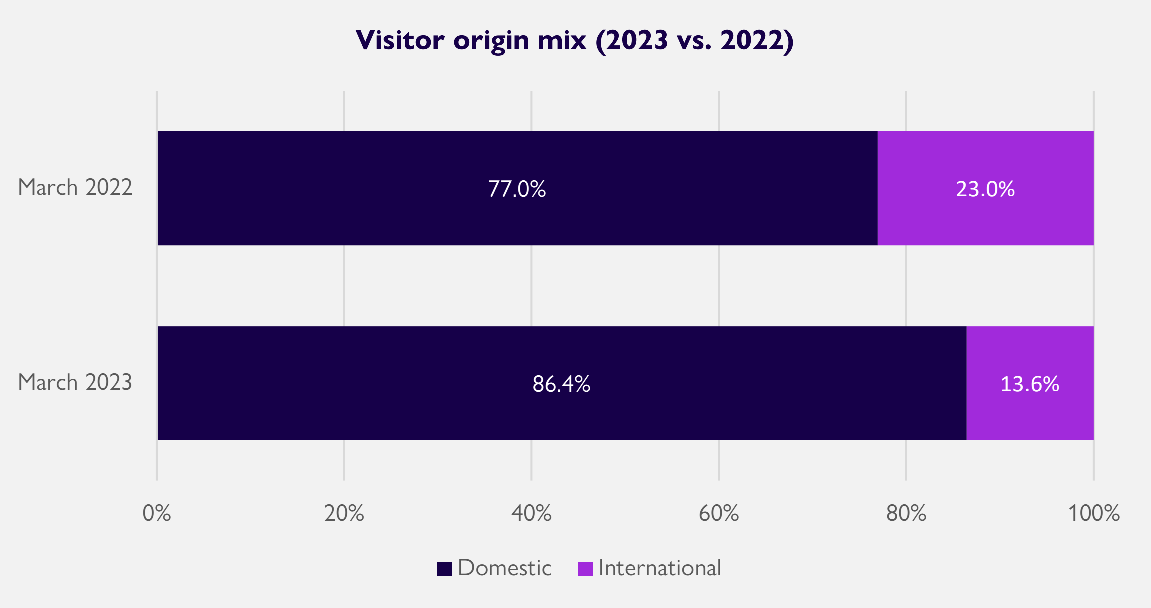




Catchment band	Population (Millions)	Change vs. previous month
-Primary	5.7	6.6%
-Secondary	6.0	22.4%
Core ***(Primary + Secondary)*** *75% of regular visitors*	**11.7**	**14.2%**
-Tertiary	13.5	32.6%
Total ***(Core+ Tertiary)*** *95% of regular visitors*	**25.2**	**23.4%**

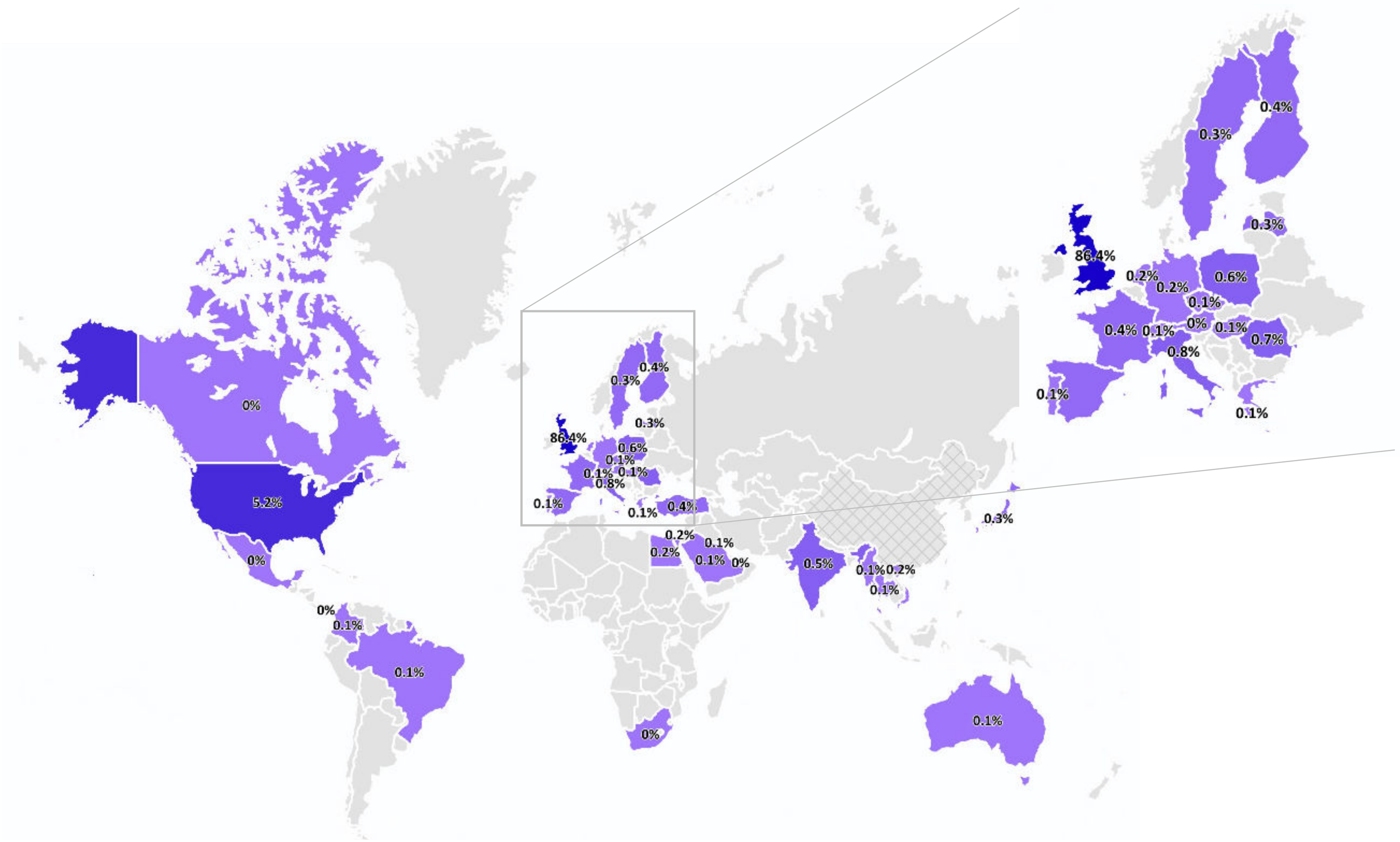
Visitor Volumes: Visitor mix
International visitor mix up 4% vs February

Area	International mix (%)	+/- change in volume: Month-on-Month	+/- change in volume: Year-on-year
HOLBA area	13.6%	4.0%	-54.9%
Piccadilly	9.3%	16.7%	-63.4%
Jermyn St	7.5%	13.6%	-66.7%
Piccadilly Circus	12.6%	25.1%	-47.9%
St Martin's Lane	19.5%	135.7%	-3.6%
Haymarket	8.8%	12.7%	-74.5%
Haymarket - Regent St / St James	7.3%	4.1%	-77.0%
Core West End	16.3%	3.6%	-40.9%



- International visits to HOLBA are up 4% on February
- St Martin's Lane has seen the greatest growth month on month
- International visits accounted for 13.6% of visits in March, vs. 23% last March

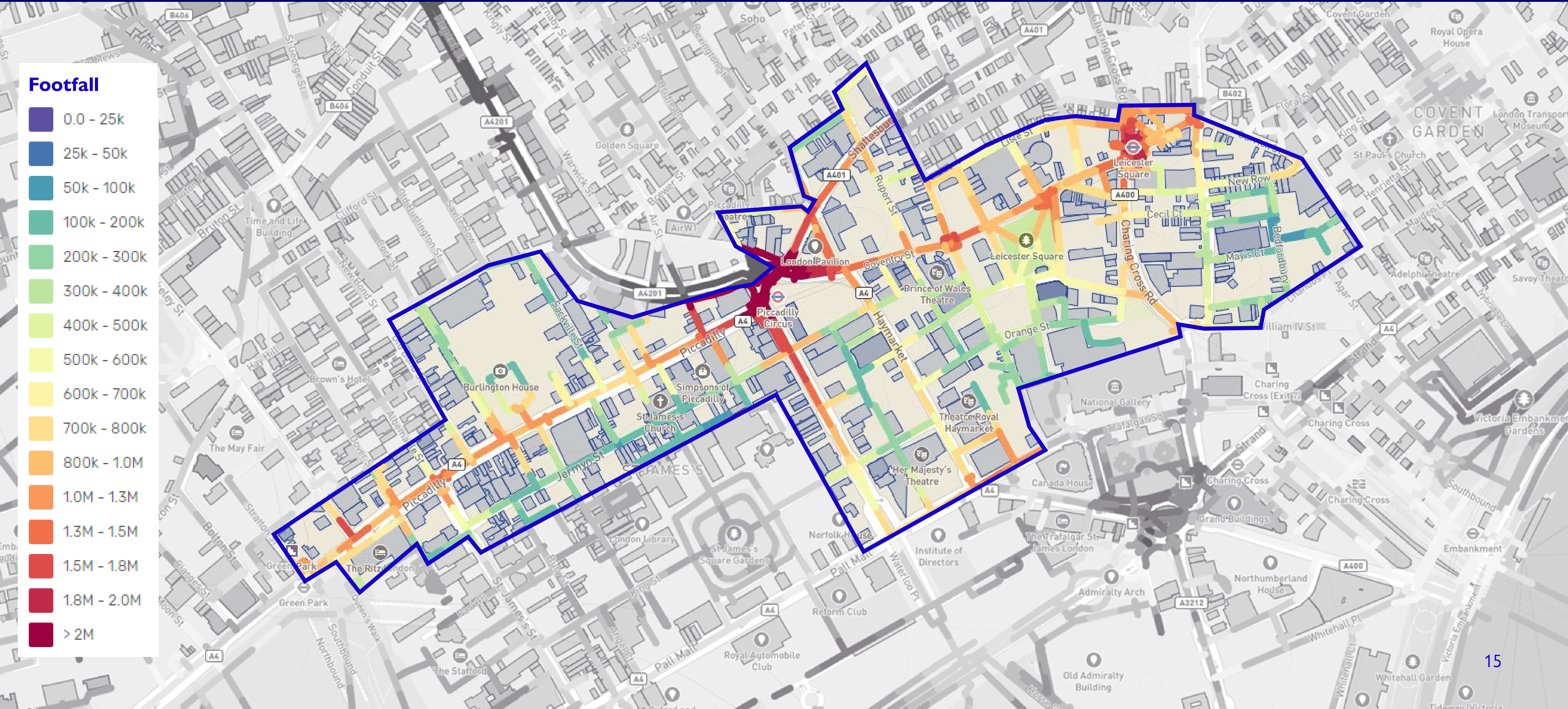
Visitor Volumes: Visitor origin
13.6% of visitors to HOLBA from outside the UK



Rank	Country	%	+/- change
1	United Kingdom	86.4% ↑	1.1%
2	United States	5.2% ↓	-2.2%
3	Italy	0.8% ↑	0.2%
4	Romania	0.7% ↑	0.2%
5	Poland	0.6% ↑	0.2%
6	India	0.5% ↑	0.2%
7	Turkey	0.4% ↑	0.1%
8	Finland	0.4% ↑	0.1%
9	France	0.4% ↑	0.1%
10	Japan	0.3% →	0.0%
	Europe (excl. UK)	4.8%	0.2%
	Rest of the world	8.7%	-1.4%
	Non UK	13.6%	-1.1%

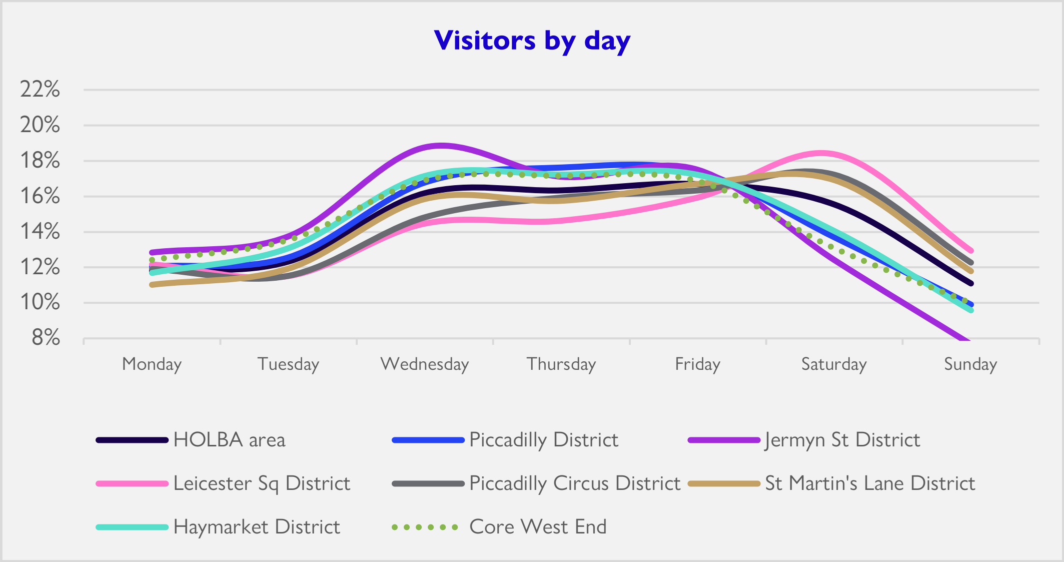
Note: Data unavailable for visitors from China

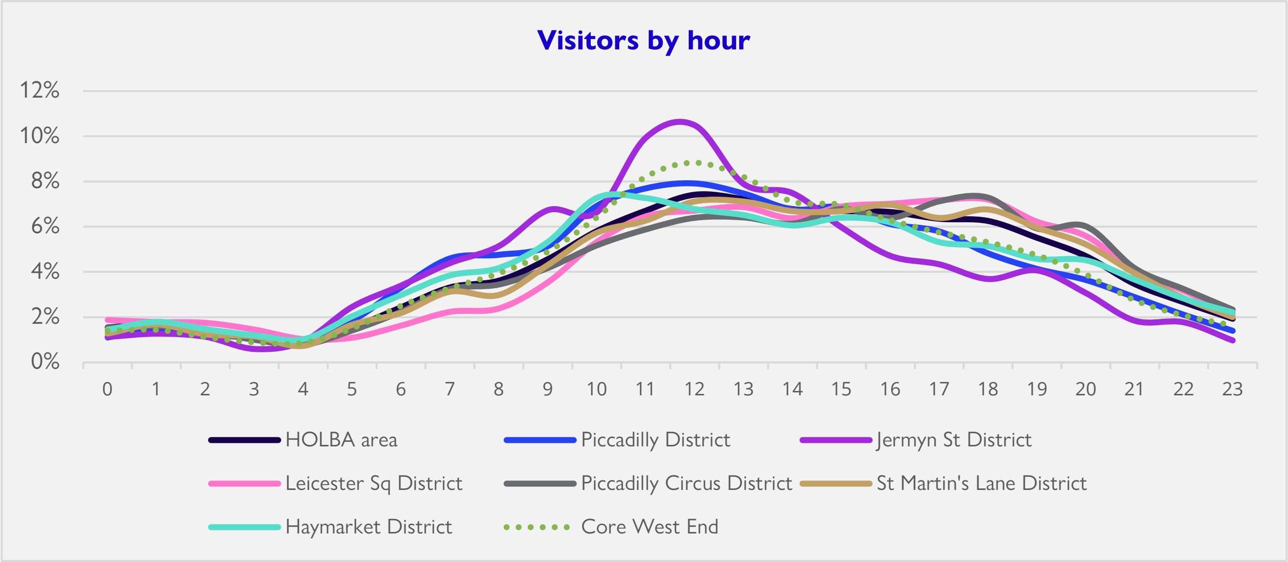
Visitor Volumes
Segment footfall - March



03 Visitor Behaviour

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



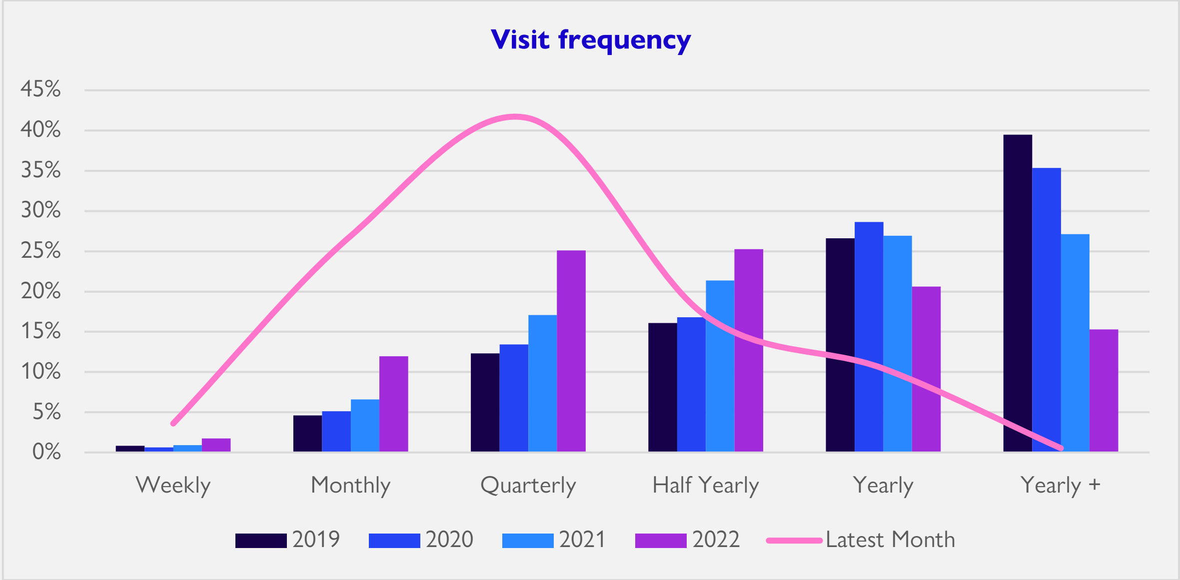


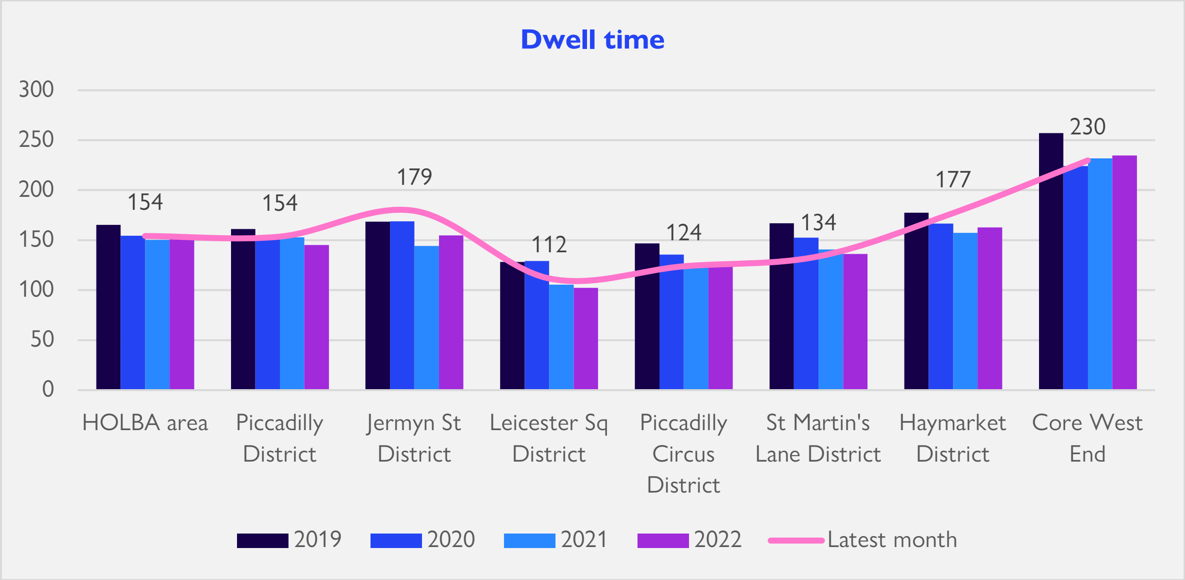
- Thursdays and Fridays typically saw the highest proportion of visitors (16% and 17% respectively), although visits fairly consistent Wednesday - Saturday
- Patterns this month likely affected by rail/tube strikes

- Visitor volumes typically peak during lunchtime and into the afternoon
- However Leicester Square and Piccadilly Circus peak 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

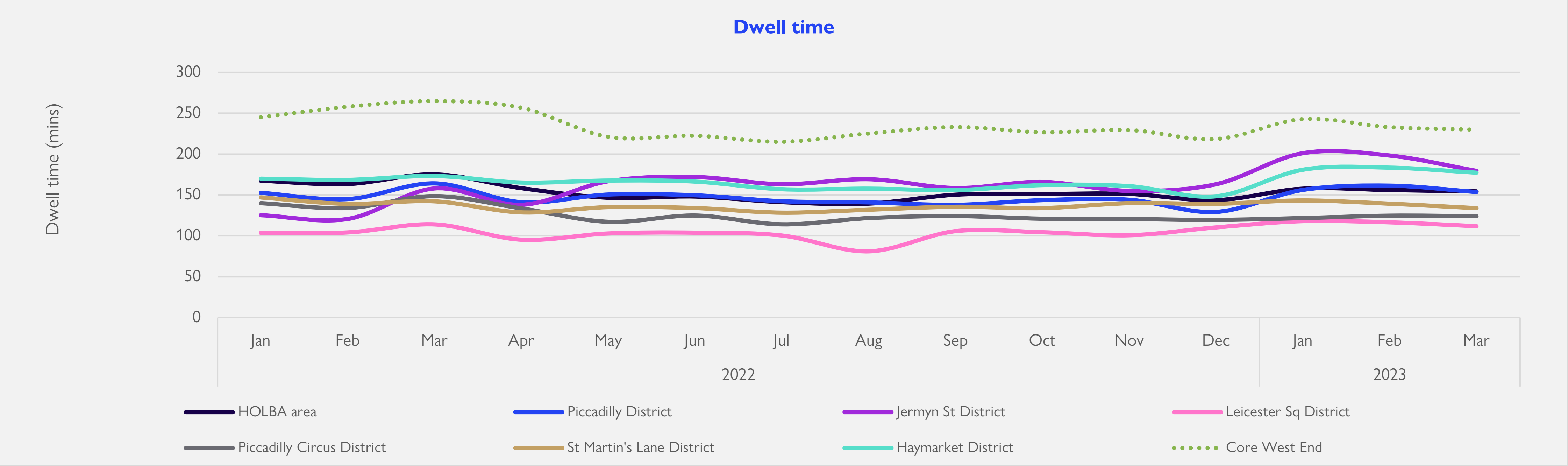
Visitors coming more frequently but staying for less time





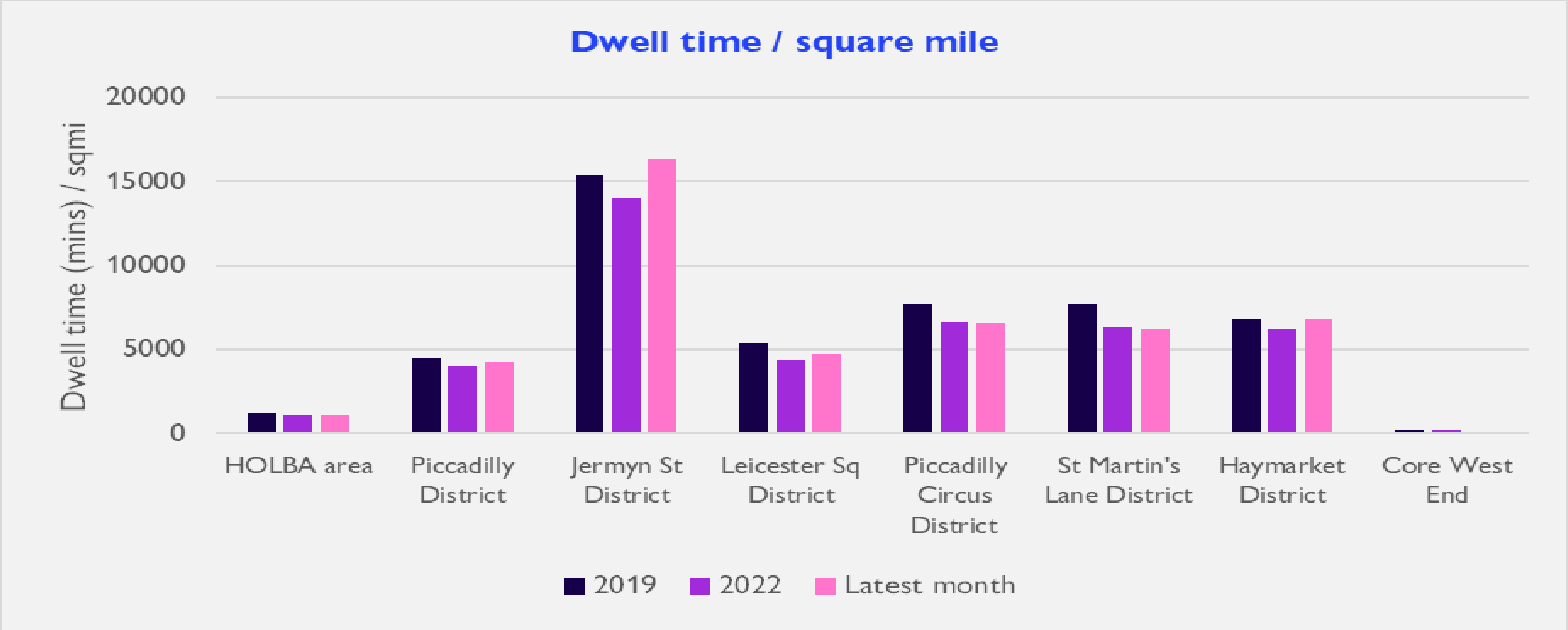
- Increase in proportion of visitors visiting monthly and quarterly
- Conversely decrease in proportion of visitors visiting yearly and beyond
- Dwell time reduced in March versus previous month, 154 mins versus 156 mins
- Jermyn St District has the longest dwell time at 179 mins

Visitor Behaviour: Dwell time
Little change in dwell times in March vs. February



- Dwell times in March 2023 were consistent with February in all districts

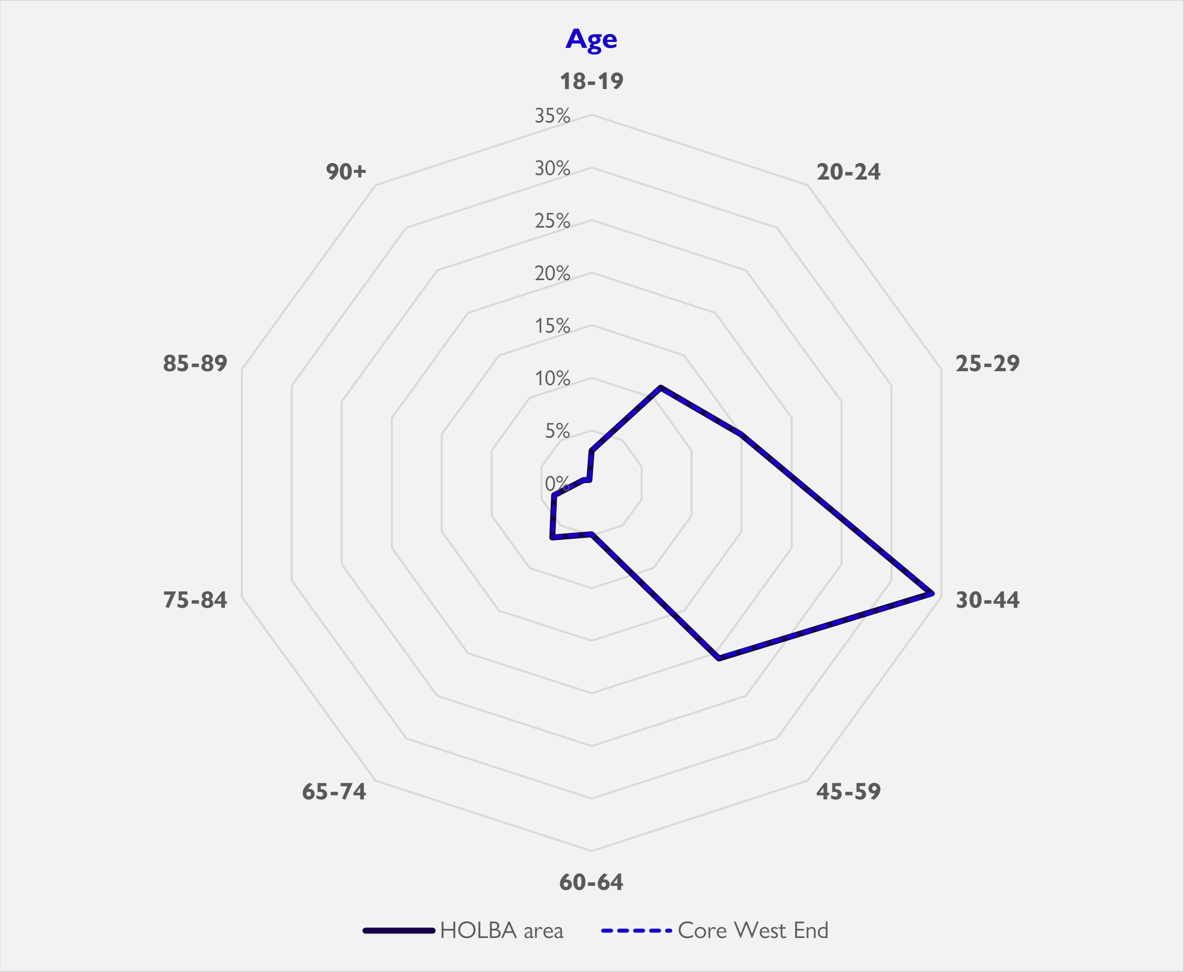
Visitor Behaviour: Dwell time
Jermyn Street



- Jermyn St has high dwell times given its comparatively small geographic area. This is likely driven by the high concentration of offices in the area and the comparatively low visitor footfall driving up average dwell times. Jermyn street has also seen an increase compared to 2022 indicating an increase in return to the office.

04 Visitor Profile

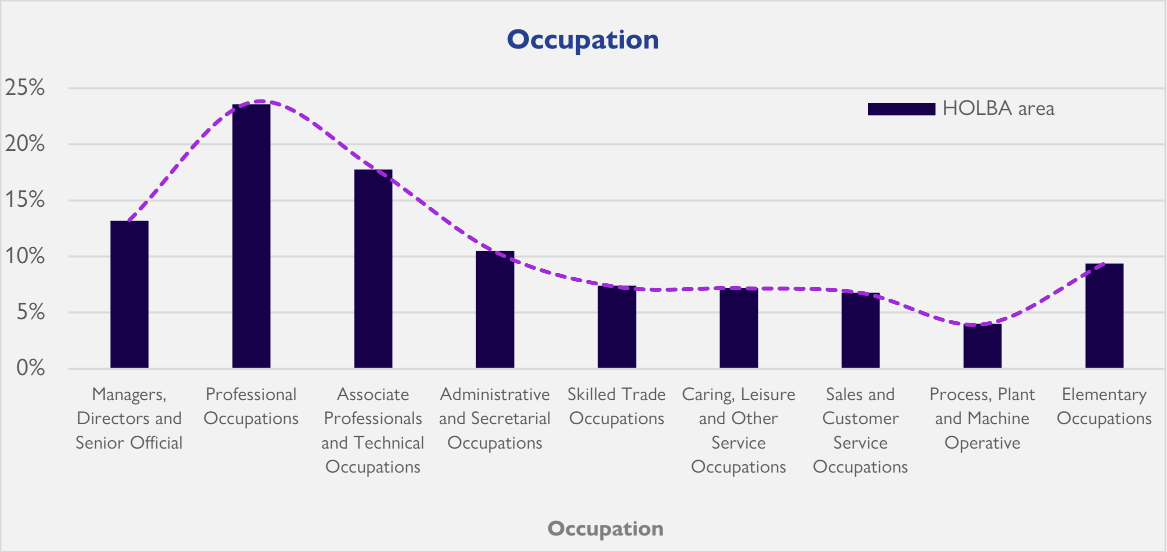
Visitor Profile: Age & Gender
54.6% of visitors are aged between 30-59 years old

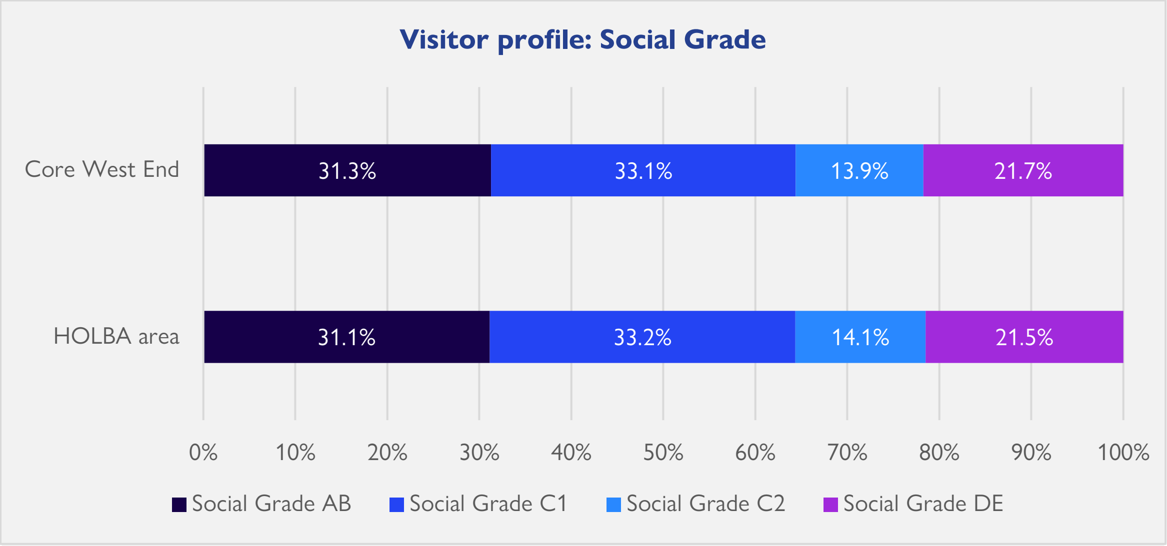


- Visitor profile skewed towards those aged 30-59 years old
  – 54.6% of visitors aged 30-59, versus 54.7% in February
- Average age relatively consistent across the different areas within Heart of London area
- Males & Females are fairly evenly split, and in-line with the make up of the Core West End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

HOLBA Area		Core West End	
Female	Male	Female	Male
49.7%	**50.3%**	49.8%	**50.2%**

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

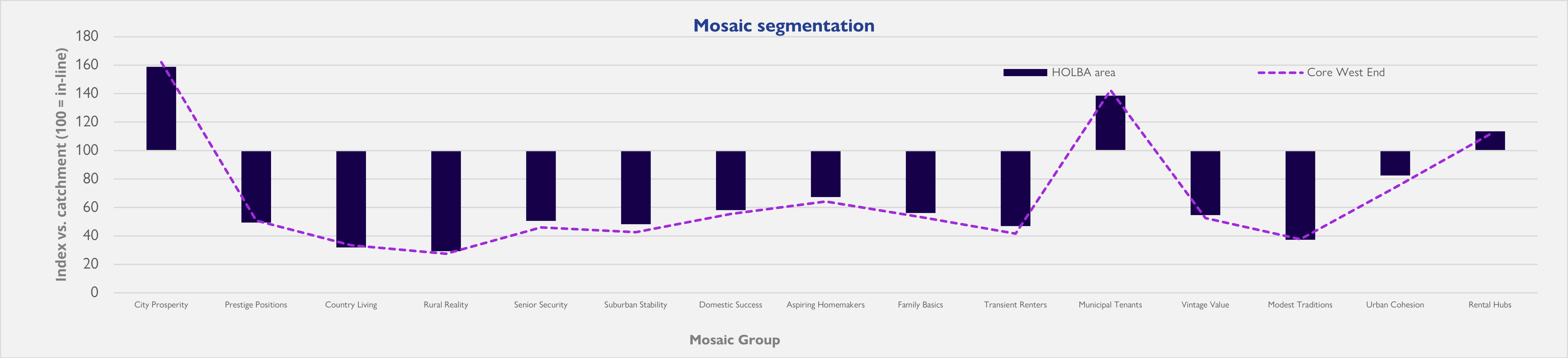




- Visitor catchment profile biased towards 'white collar' occupations, consistent with last month
- In line with wider Core West End profile

- 31.1% HOLBA Area visitor catchment profile in Social Grade AB, vs 31.3% for Core West End
- Little change versus February 2023

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

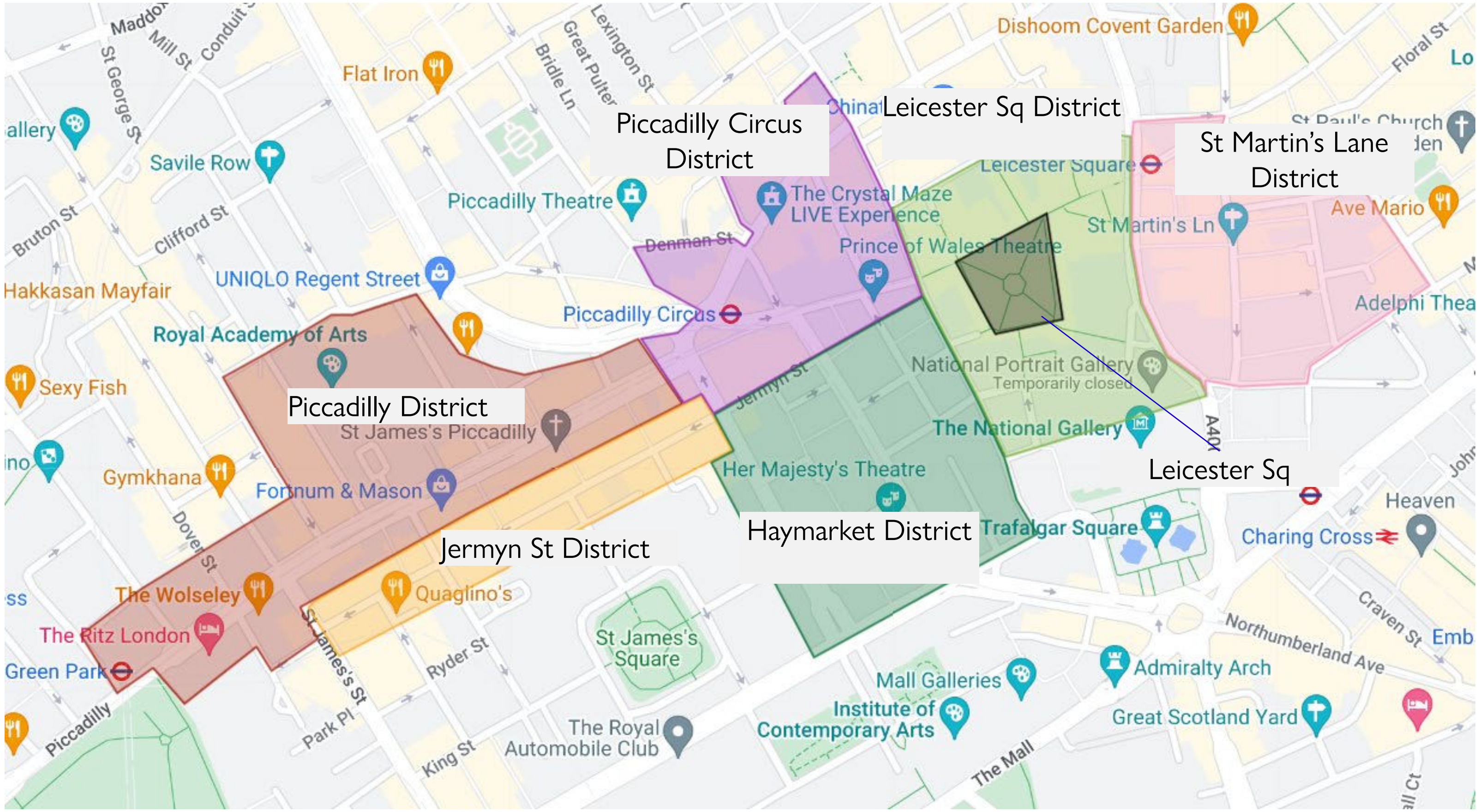
04 Appendix

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
- 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

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