Visitor Insights
November Report 2023

Shaping a
world-class
West End

Issued:
8th December 2023

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HEART OF LONDON BUSINESS ALLIANCE

Colliers

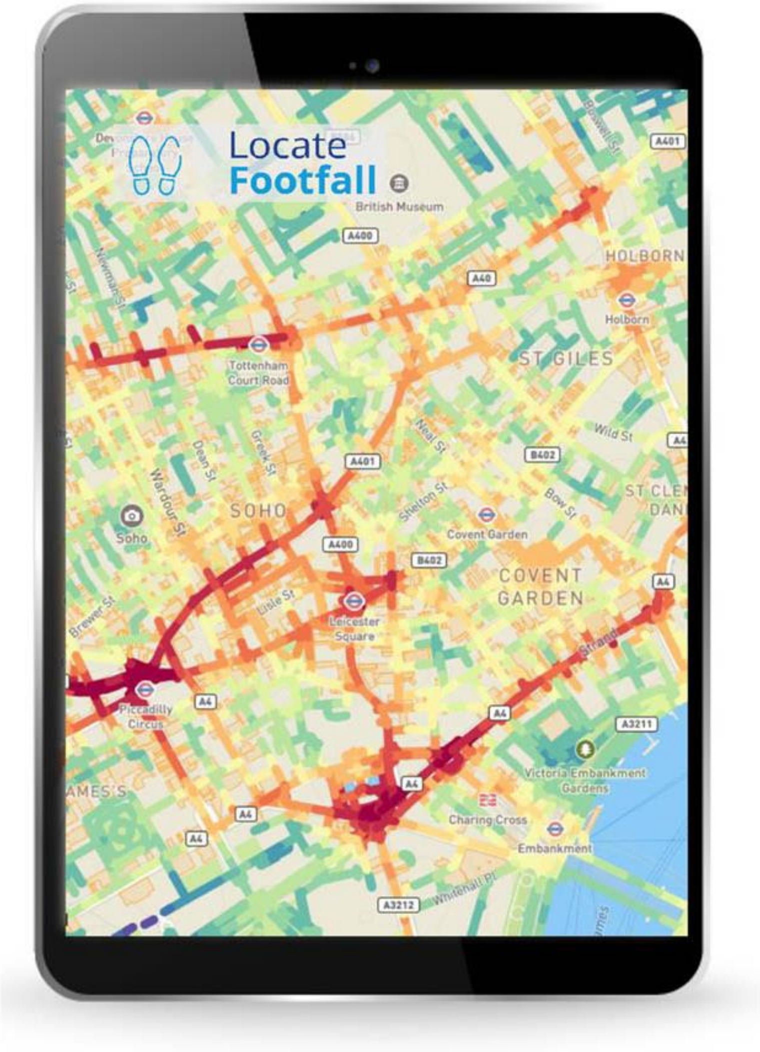
Background
Introduction and context

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

Data sourced from Colliers’ Locate Footfall mobility data platform and MasterCard spending figures from High Streets Data Service.



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01 Summary

Exec Summary
November 2023

- November footfall numbers stood at approximately 12 Million in the Heart of London (HOL) area. This was a 2% increase from the previous month, driven largely by a resurgence in international footfall. The HOL area saw an 18% rise in international footfall compared to October. November footfall in the HOL area also tracked ahead of the Core West End benchmark which saw a 2% drop in total footfall over the same period.

- Dwell time increased in November compared with October, however the catchment area size decreased indicating that there were more frequent visitors from closer to London and a larger proportion of workers over the month.

- Several events across the month contributed to an increase in footfall including Remembrance Day. Peak footfall during the month was seen over the weekend of 25/26 of November during Black Friday sales and Pro-Palestinian protest action.

Summary
November 2023

12.0 m
(+2%)

Visitors to HOLBA area up 2% month on month

158 mins
(+5%)

Visitors typically spend over 2 and a half hours in the area. Slightly above YTD average

8.5m
(-12%)

People live within the HOLBA area core catchment

02 Visitor volumes

Visitor volumes
Footfall - districts

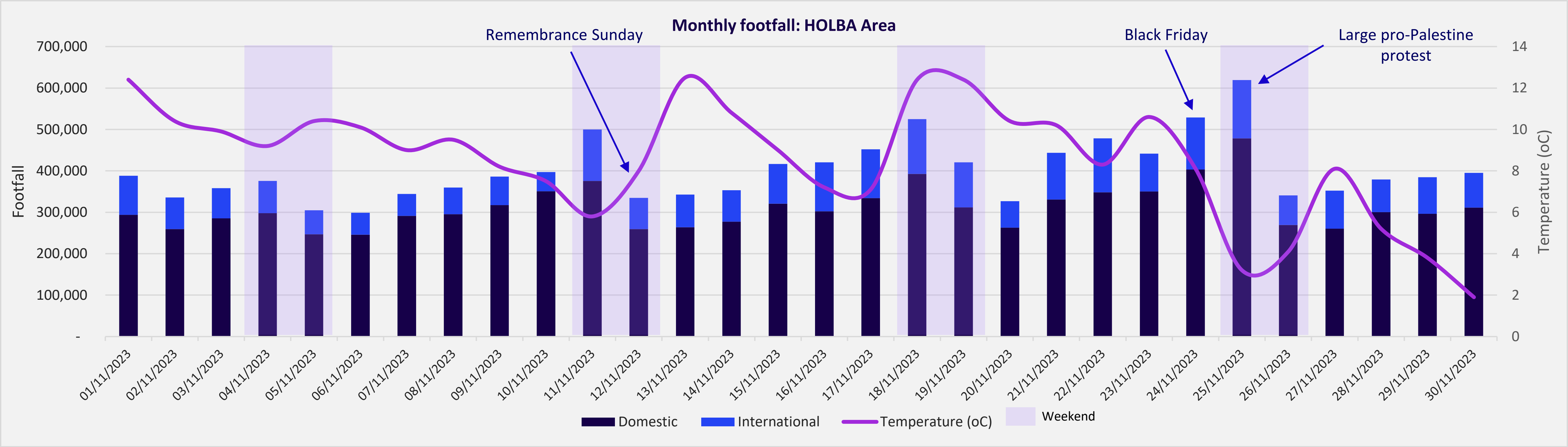
Footfall up 2% month-on-month, and down 25% year-on-year

International visits up in all districts vs. October possibly due to pre-xmas tourism

District	Month-on-Month			Year-on-year		
	Total	*Domestic*	*International*	Total	*Domestic*	*International*
HOLBA area	2%	-2%	*18%*	-25%	-18%	*-42%*
Piccadilly District	5%	-2%	*33%*	-7%	-1%	*-23%*
Jermyn St District	20%	-1%	*79%*	34%	6%	*127%*
Leicester Sq District	6%	-1%	*27%*	-33%	-33%	*-33%*
Piccadilly Circus District	0%	-3%	*12%*	-34%	-17%	*-60%*
St Martin's Lane District	1%	-1%	*9%*	-26%	-26%	*-25%*
Haymarket District	2%	-3%	*24%*	-13%	-9%	*-25%*
Core West End	-2%	-2%	*-1%*	-19%	-14%	*-36%*
HOLBA area - major street avg	-2%	-2%	0%	-18%	-12%	-35%

- Increase in visits in all districts in November vs. October
- Rebound in international visitation vs. last month. Proportionally the majority of this increase was originating from Europe.

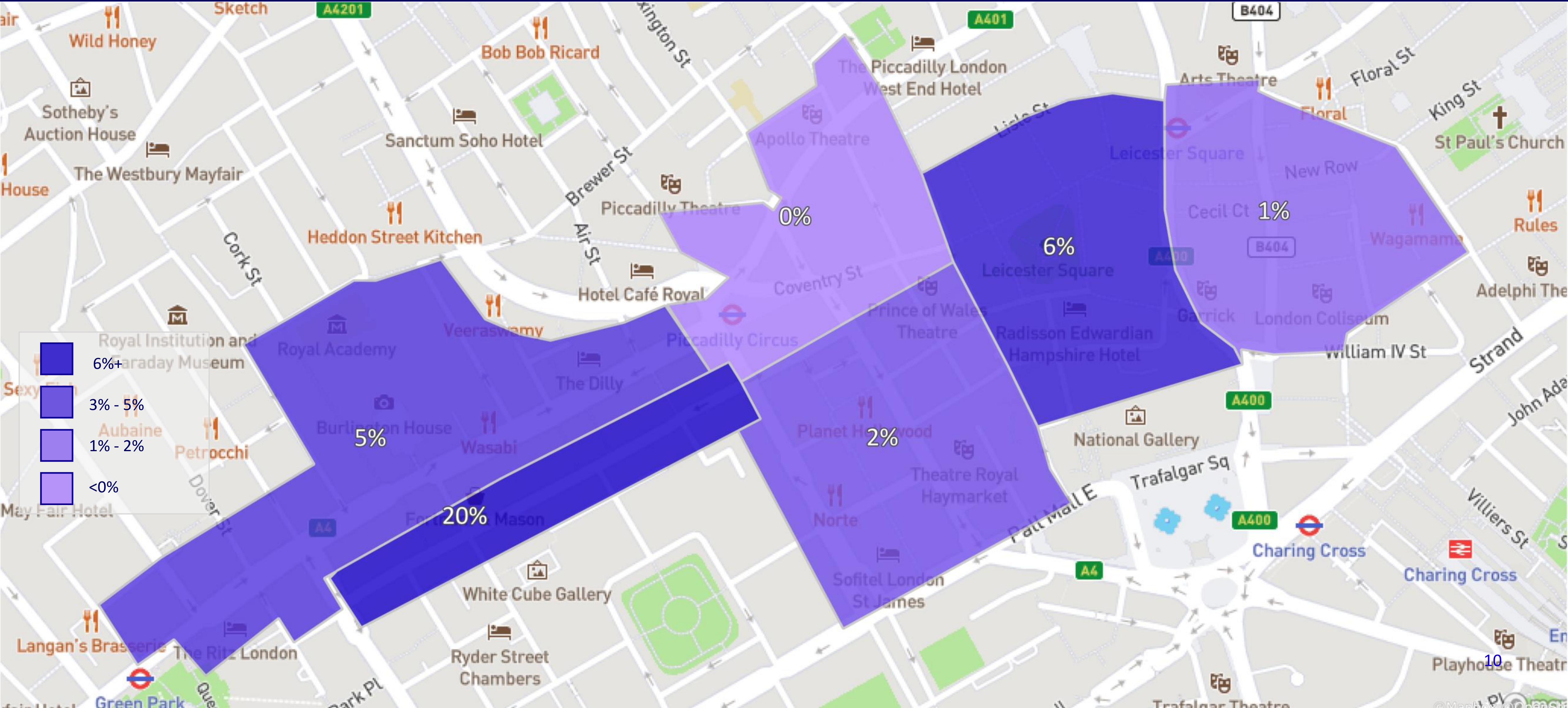
Visitor volumes
Strong Saturday footfall continues



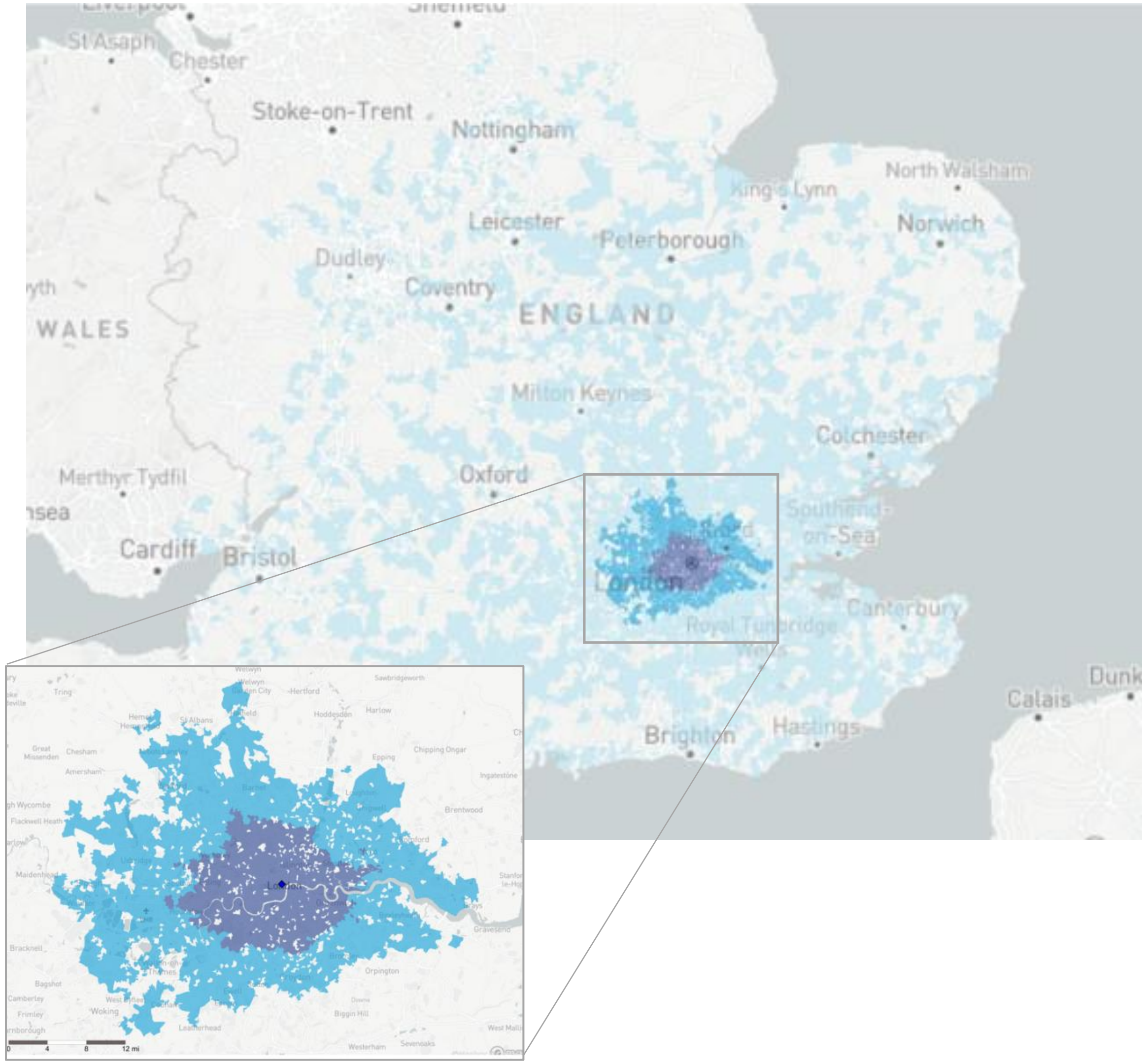
- Saturdays remain the highest footfall days across the month, particularly towards the end of the month. 25th November saw the highest footfall volume of the month – largely due to large pro-Palestine protest that travelled through HOLBA area

- Higher temperatures towards start of the month appear to have had a limited impact on visits

Visitor volumes
November vs. October 2023



Visitor volumes
Core catchment decreased -12.7% in size vs. October

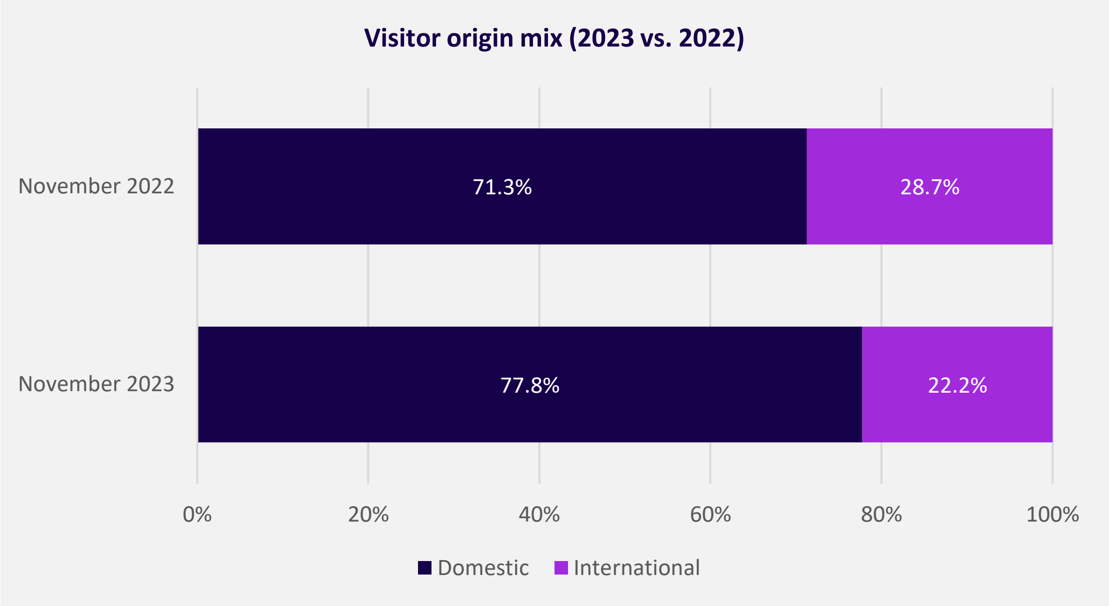


Catchment band		Population (Millions)	Change vs. previous month
	-Primary	3.9	-10.4%
	-Secondary	4.6	-14.5%
	Core ***(Primary + Secondary)*** *75% of regular visitors*	**8.5**	**-12.7%**
	-Tertiary	11.8	-10.1%
	Total ***(Core+ Tertiary)*** *95% of regular visitors*	**20.3**	**-11.2%**

- Core catchment decreased in size vs. October
- Decrease in catchment size in all bands despite overall 2% increase in visits reflects higher visit penetration from those living within the catchment, indicating there was an increase in visits/frequency from people closer to the Holba area

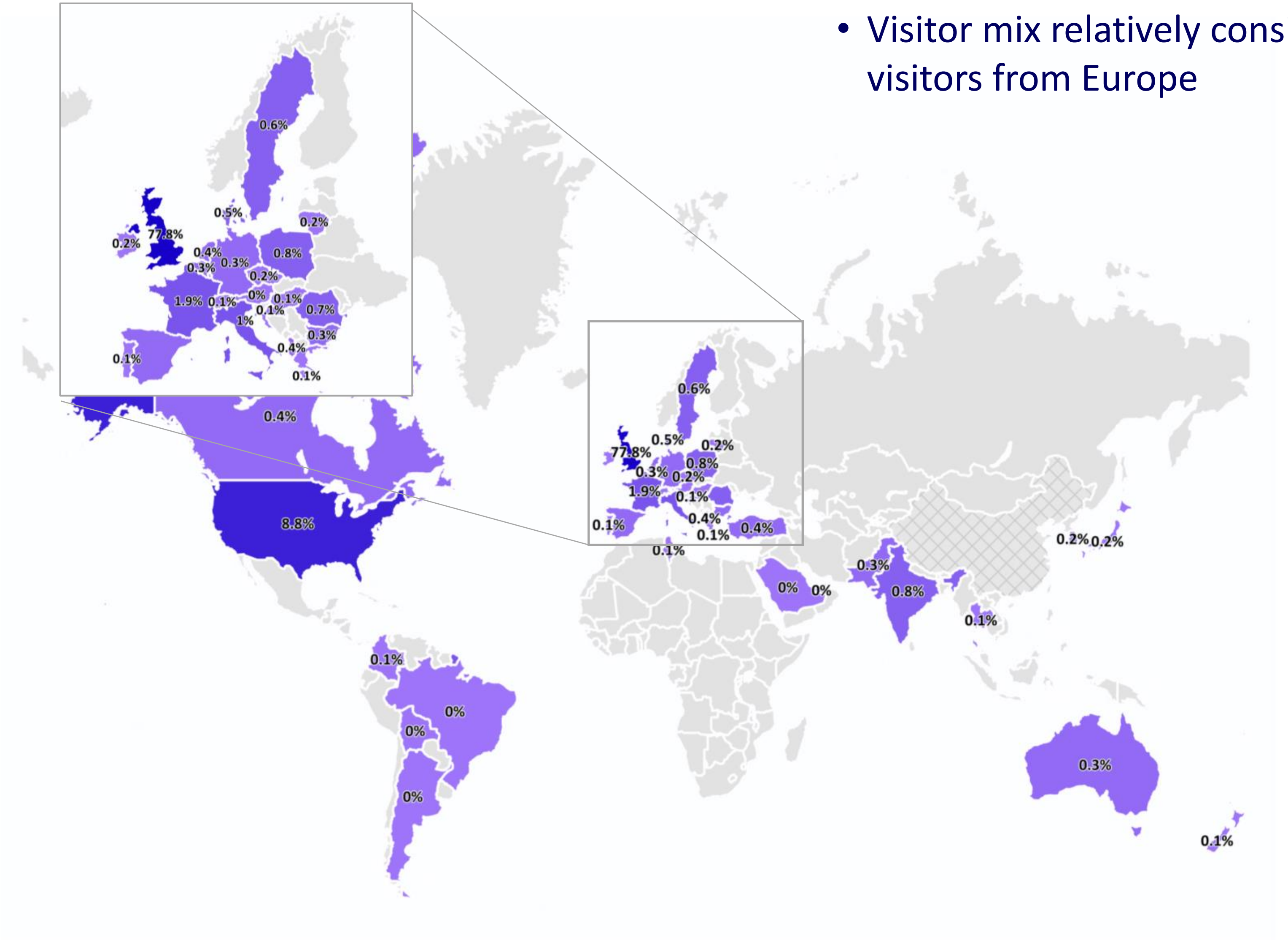
Visitor volumes: visitor mix
International visitor mix up on October

Area	International mix (%)	+/- change in mix: Month-on-Month	+/- change in mix: Year-on-year
HOLBA area	**22.2%**	**3.1%**	**-6.5%**
Piccadilly	22.7%	**4.1%**	**-4.2%**
Jermyn St	37.5%	**4.9%**	**28.6%**
Leicester Sq	37.4%	**-3.7%**	**-5.2%**
Piccadilly Circus	25.3%	**2.0%**	**-13.5%**
St Martin's Lane	43.1%	**-6.4%**	**6.3%**
Haymarket	24.7%	**1.8%**	**-5.7%**
Haymarket - Regent St / St James	20.8%	**-0.3%**	**-14.1%**
Core West End	19.9%	**0.2%**	**-5.2%**



- 3.1%-point increase in international mix vs. last month
- This equates to an 18% increase in the volume of international visitors
- This represents a 6.5%-point increase in mix vs. November last year

Visitor volumes: visitor origin
3.1% increase in visits from outside the UK

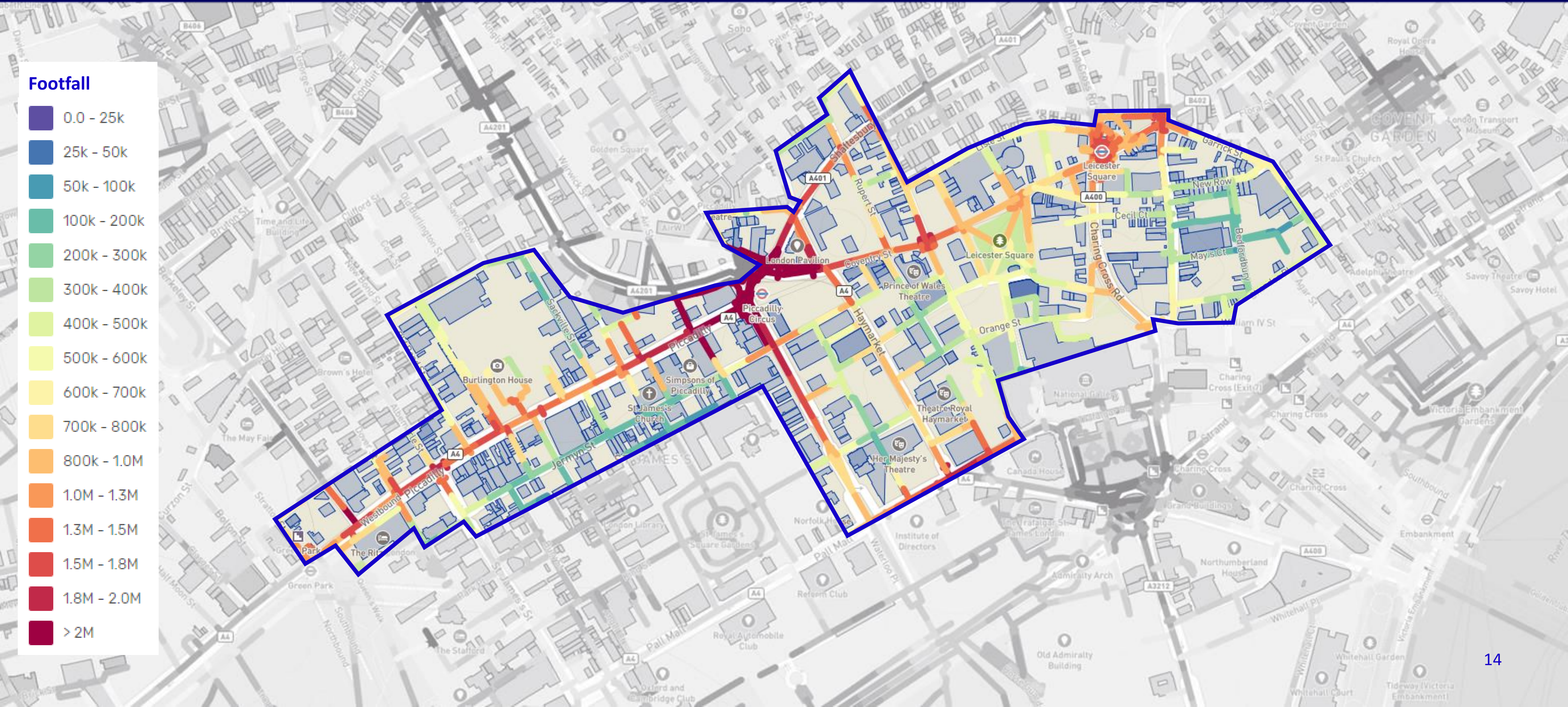


- Visitor mix relatively consistent month-on-month with small increase in visitors from Europe

Rank	Country	%	+/- change
1	United Kingdom	77.8%	-3.1%
2	United States	8.8%	-0.1%
3	France	1.9%	0.6%
4	Italy	1.0%	0.0%
5	India	0.8%	0.3%
6	Poland	0.8%	0.4%
7	Romania	0.7%	0.3%
8	Sweden	0.6%	0.2%
9	Denmark	0.5%	0.1%
10	Spain	0.4%	0.1%
	Europe (excl. UK)	8.6%	2.8%
	Rest of the world	13.7%	0.3%
	Non UK	22.2%	3.1%

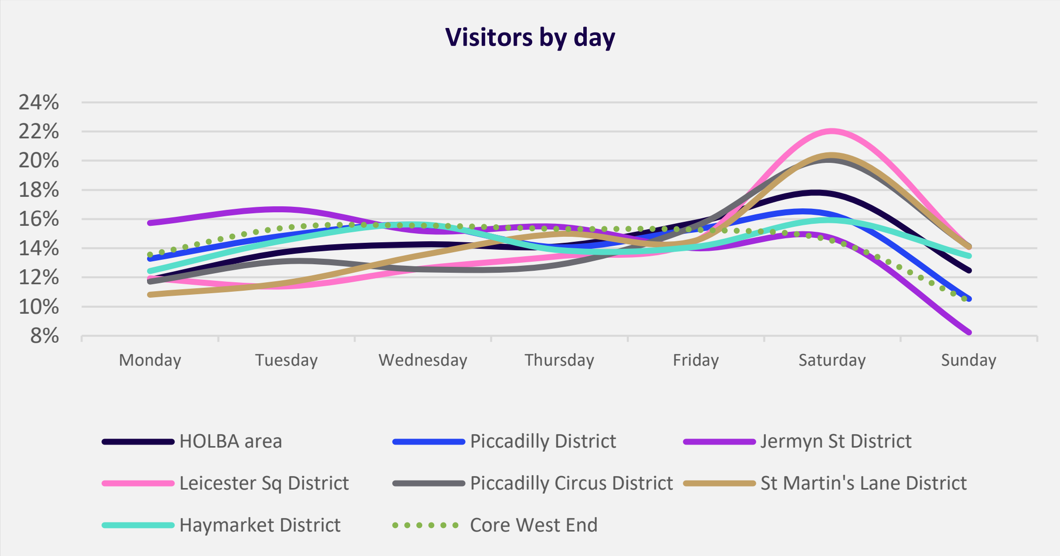
Note: Data unavailable for visitors from China

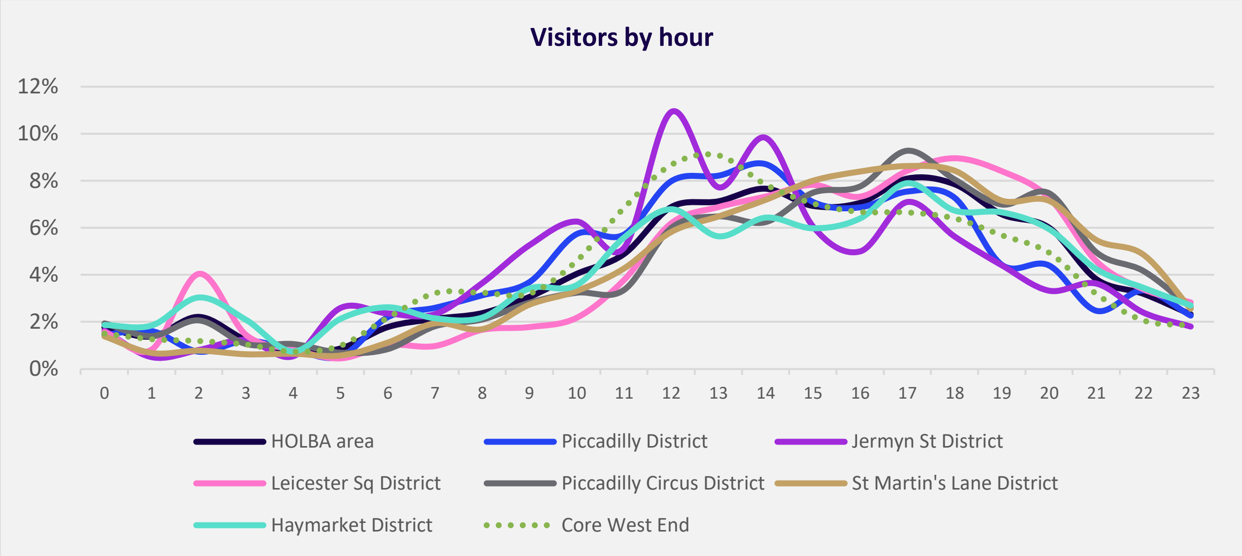
Visitor volumes
Segment footfall



03 Visitor behaviour

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





- Strong Saturday focus for all areas apart from Jermyn St in November
- Jermyn St has a strong Mon-Thurs and declined on weekends due to worker-focus whilst tourist districts saw strong visit volumes at weekends
- All districts had larger Saturday peak than October

- Visitor volumes typically peak during lunchtime and into the afternoon
- Leicester Sq had the latest ‘peak hour’ (6pm), likely driven by its role as a major leisure destination and focus for after work visits
- Little change vs. previous month

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

HOLBA - % of visits

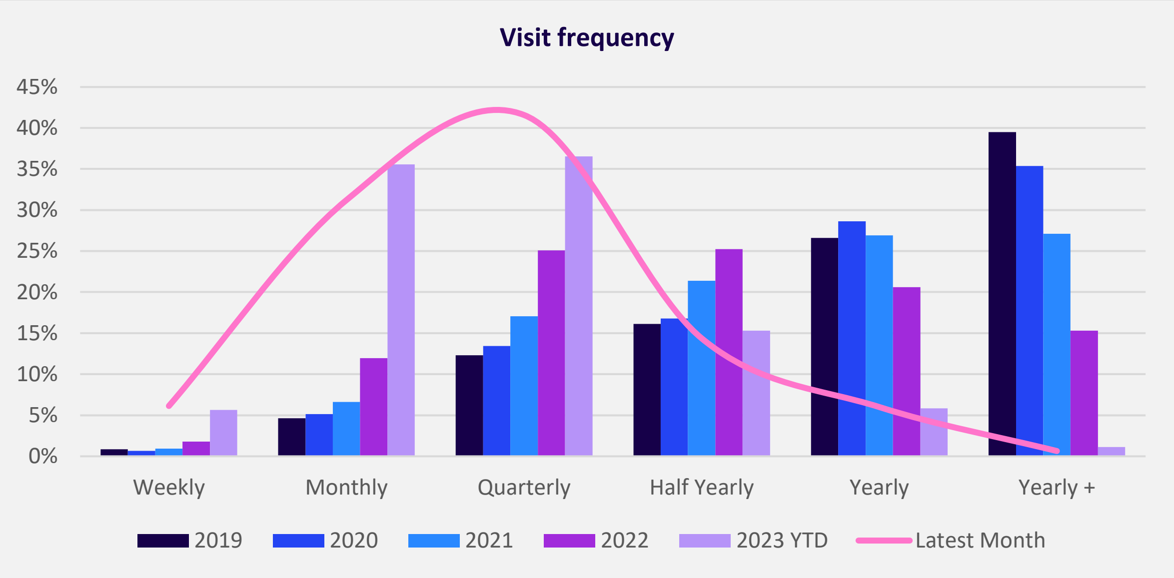
	Morning *(07.00-12.29)*	Afternoon *(12.30-17.59)*	Evening *(18.00-23.59)*
Monday	3.0%	4.8%	3.2%
Tuesday	3.6%	5.2%	3.8%
Wednesday	4.3%	7.3%	5.3%
Thursday	4.0%	7.3%	5.3%
Friday	3.2%	5.8%	5.5%
Saturday	2.3%	8.2%	6.4%
Sunday	1.9%	6.3%	3.5%

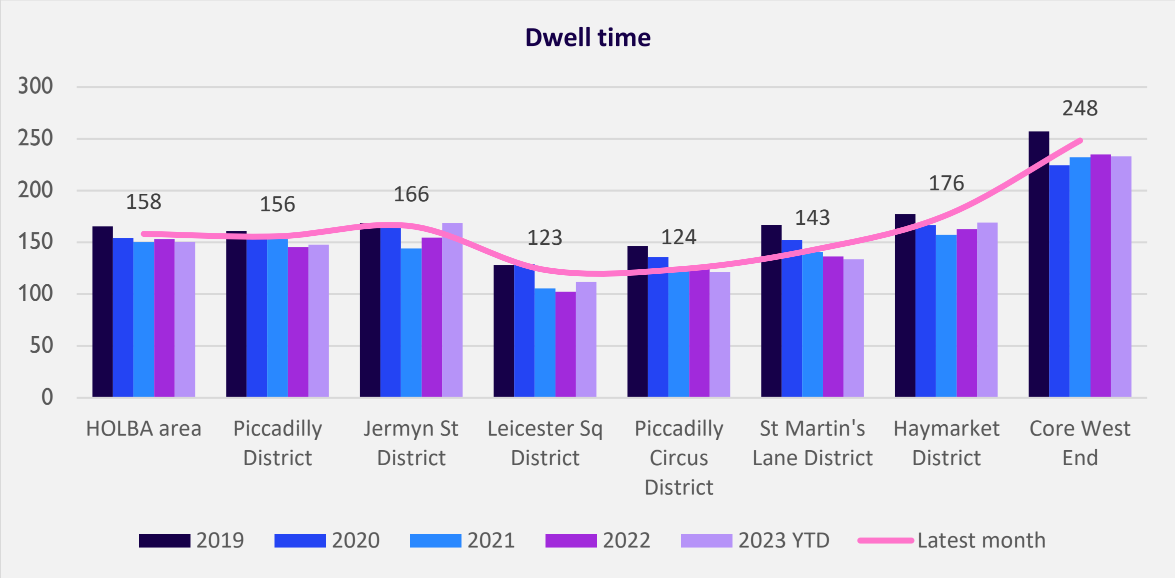
INDEX VS. CORE WEST END

	Morning *(07.00-12.29)*	Afternoon *(12.30-17.59)*	Evening *(18.00-23.59)*
Monday	73	87	111
Tuesday	81	83	109
Wednesday	79	90	117
Thursday	76	95	113
Friday	79	95	137
Saturday	88	121	147
Sunday	96	117	142

- Saturday afternoon is the highest week segment for visits – 8.2% of all visitors this month, whilst Friday and Saturdays have the strongest evening visit shares, driven by strong leisure visitation
- Weekends and evenings continue to outperform vs. the wider Core West End, again driven by strong leisure offer, with Friday-Sunday evenings an average of 42% ahead of Core West End
- Little change vs. previous month

Visitor behaviour: frequency
Visitors coming more frequently and staying for more time





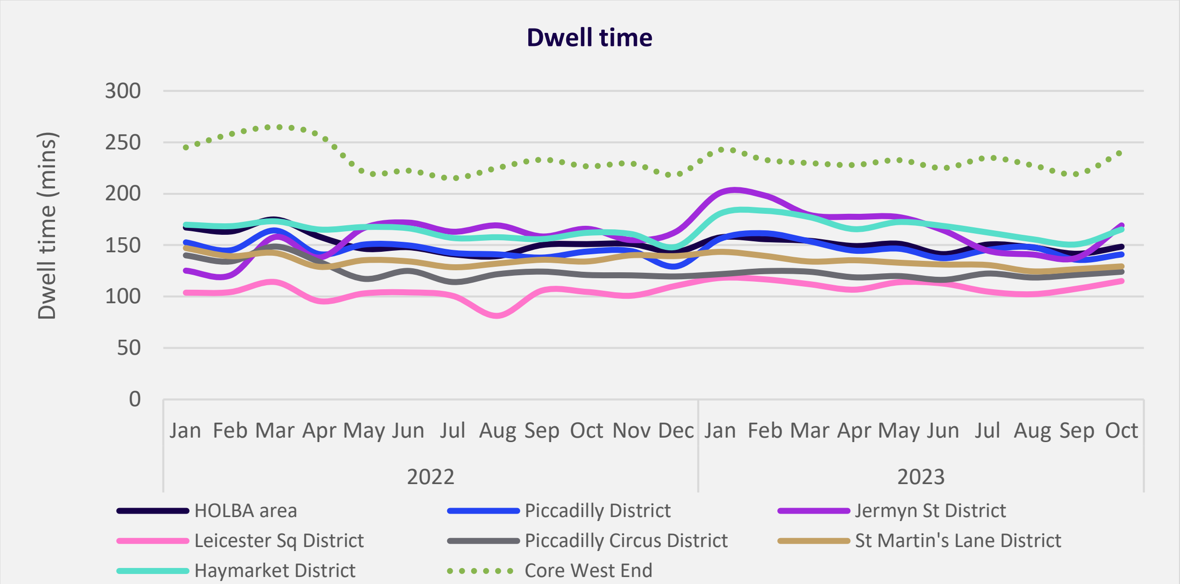
- Continued increase in regular visitors, in part influenced by growth in office-working

- Dwell time increased above YTD levels (158 mins this month vs. 151 mins YTD)

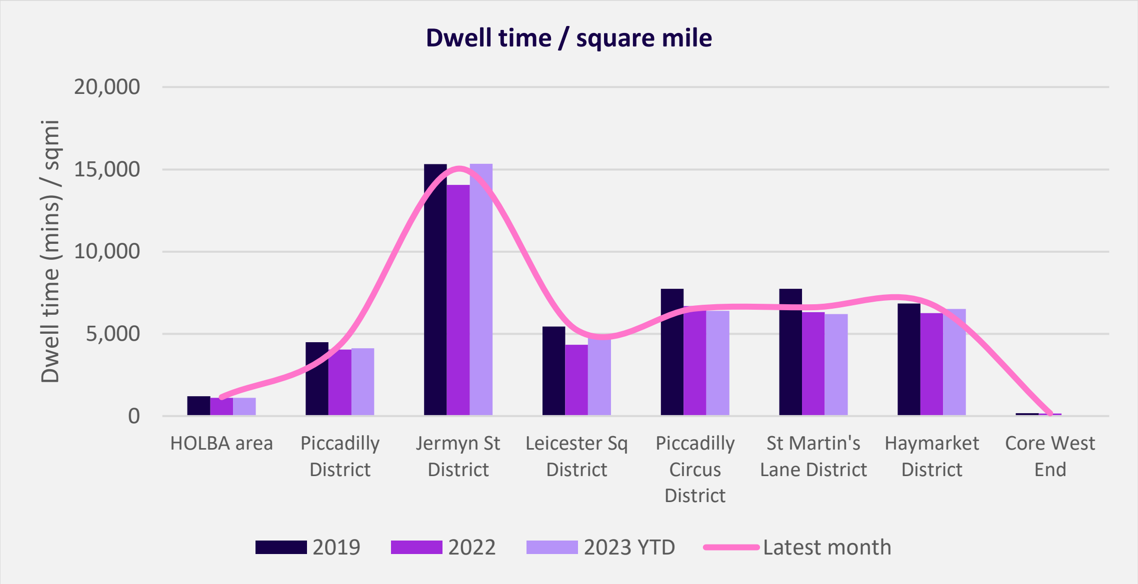
- Office-focused locations have the highest dwell time, with Haymarket at 176 mins vs. leisure districts such as Leicester Sq being shorter at 123 mins

Visitor behaviour: dwell time

Slight increase in dwell time in November vs. October



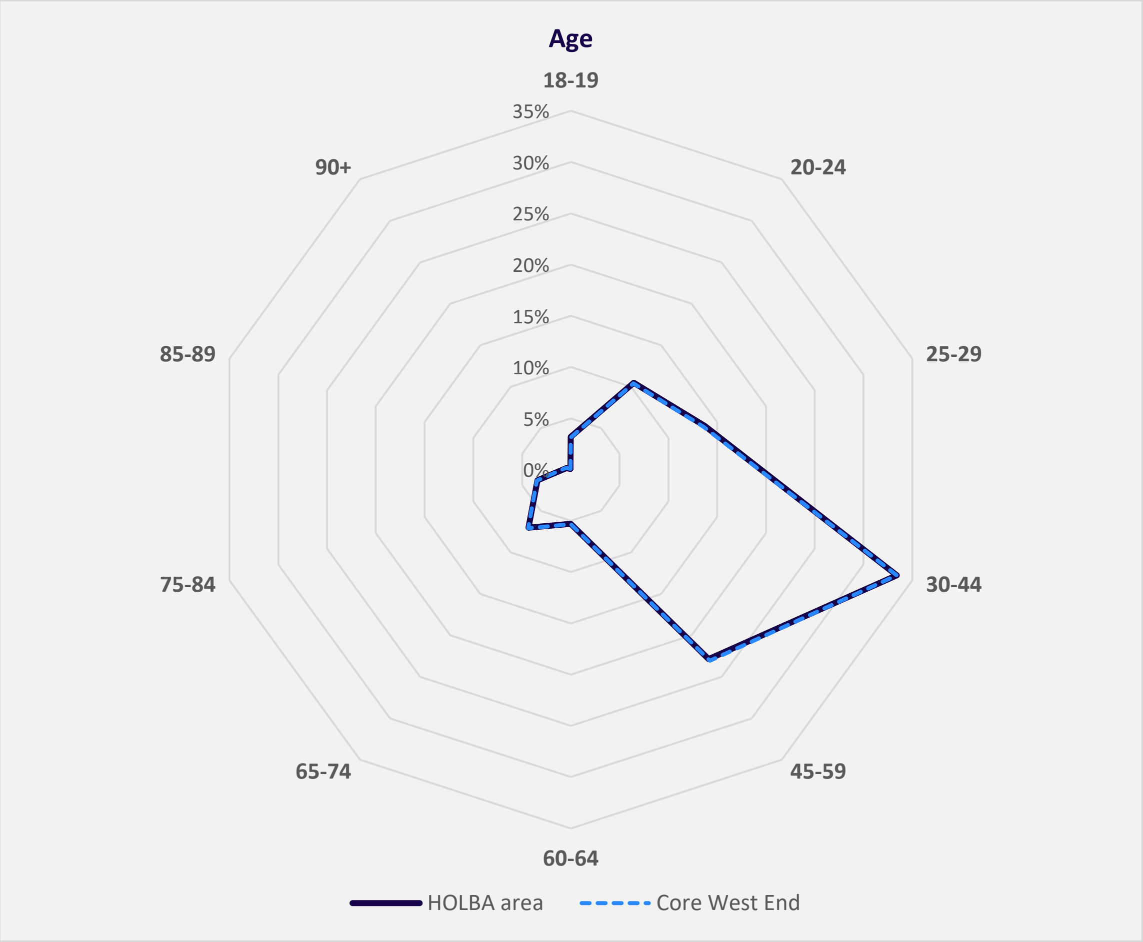
- Dwell time increased slightly vs. October



- 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

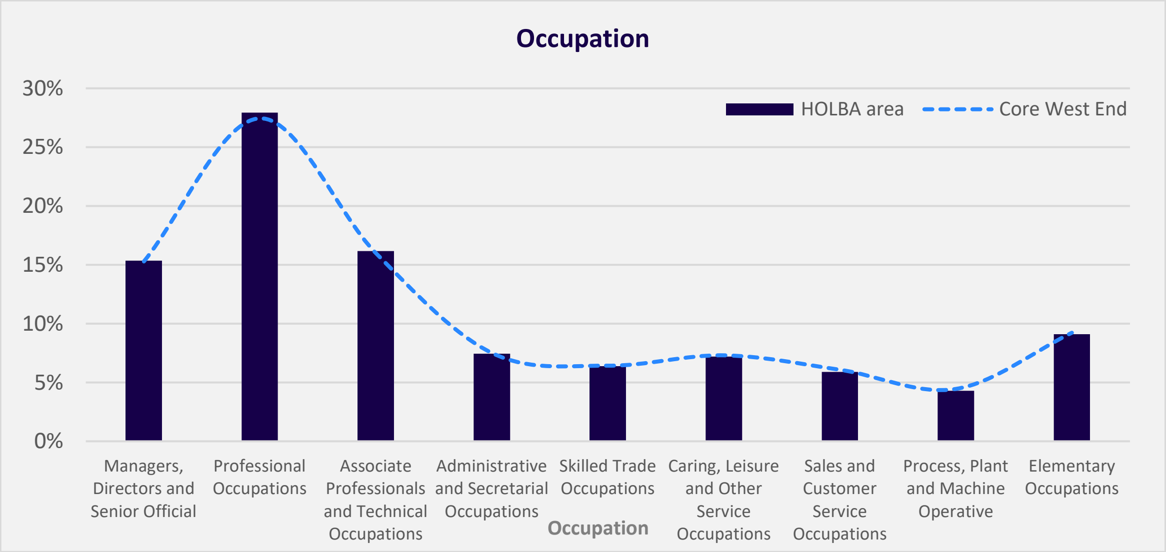
04 Visitor profile

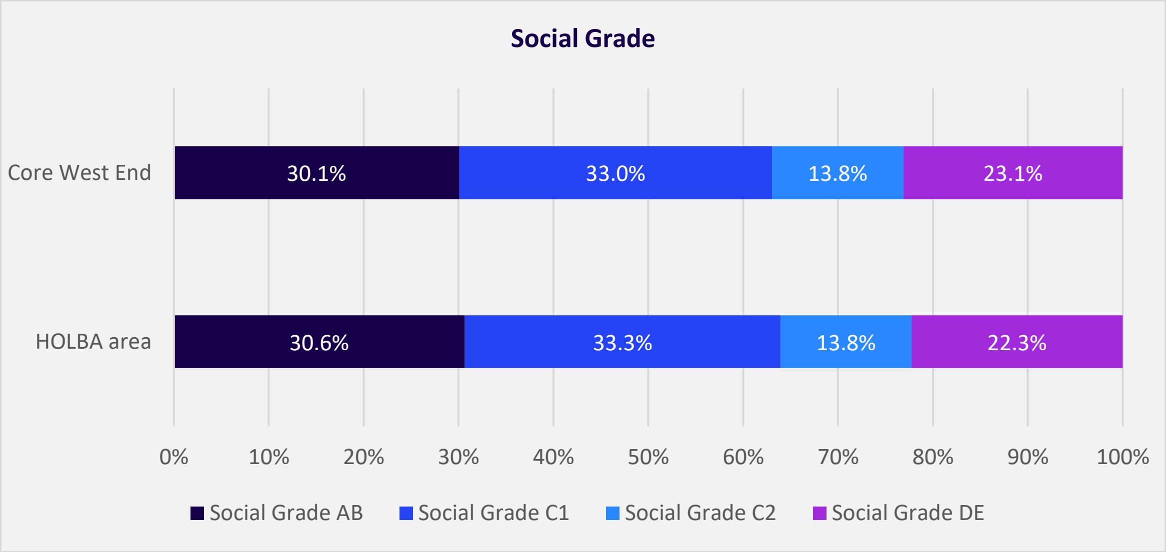
Visitor profile: age & gender
56.3% of visitors are aged between 30-59 years old



- Visitor profile skewed towards those aged 30-59 years old
  – 56.3% of visitors aged 30-59, versus 56.4% in October
- 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

Visitor profile: occupation & social grade
Visitors biased towards white collar workers

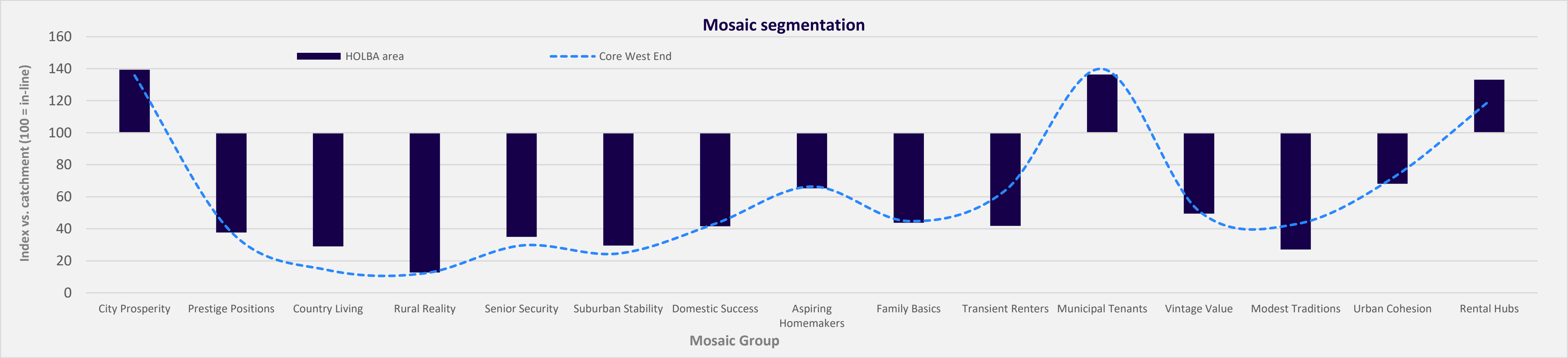




- Visitor profile biased towards ‘white collar’ occupations, consistent with last month
- In-line with wider Core West End profile

- 30.6% HOLBA area visitor profile in Social Grade AB, vs 30.1% for Core West End
- Little change from the previous month

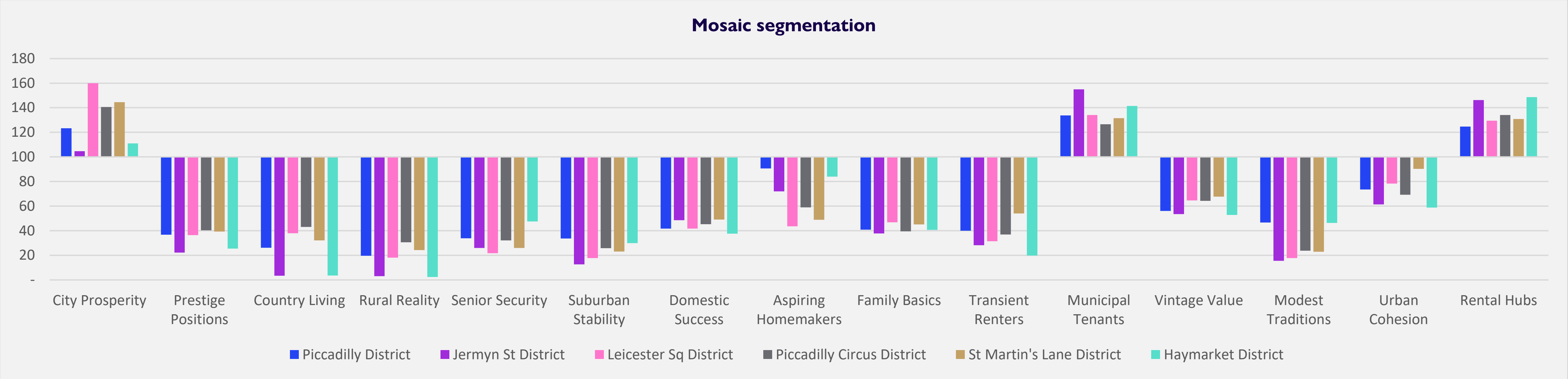
Visitor profile: occupation & social grade
‘City Prosperity’ is the most dominant Mosaic group



- Visitor profile biased towards 3 Mosaic groups; ‘City Prosperity’, ‘Municipal Tenants’, and ‘Rental Hubs’

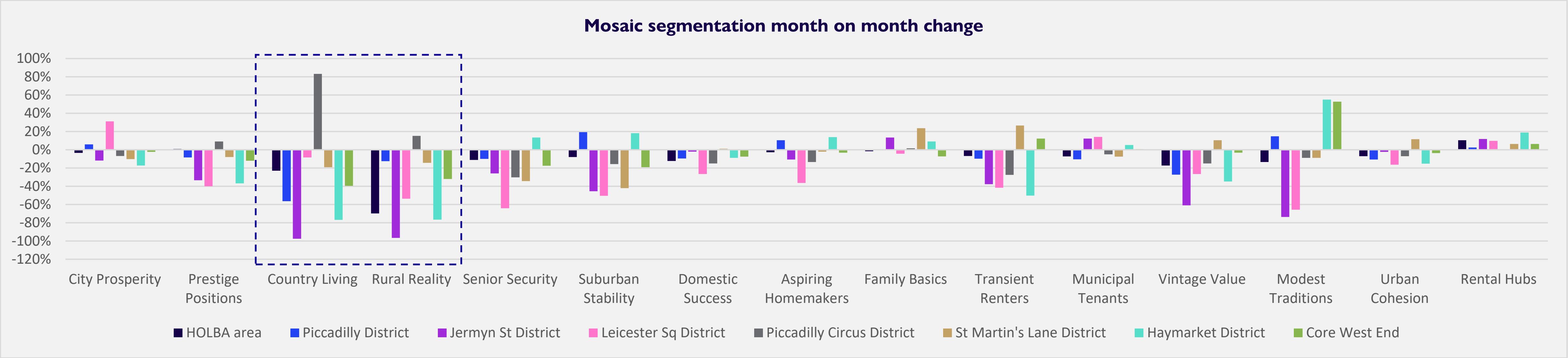
- ‘City Prosperity’ are high-income residents who have expensive homes in desirable metropolitan locations
- ‘Municipal Tenants’ are residents who rent inexpensive city homes in central locations
- ‘Rental Hubs’ are educated young people privately renting in urban neighbourhoods
- Profile very similar 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
- Jermyn St 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



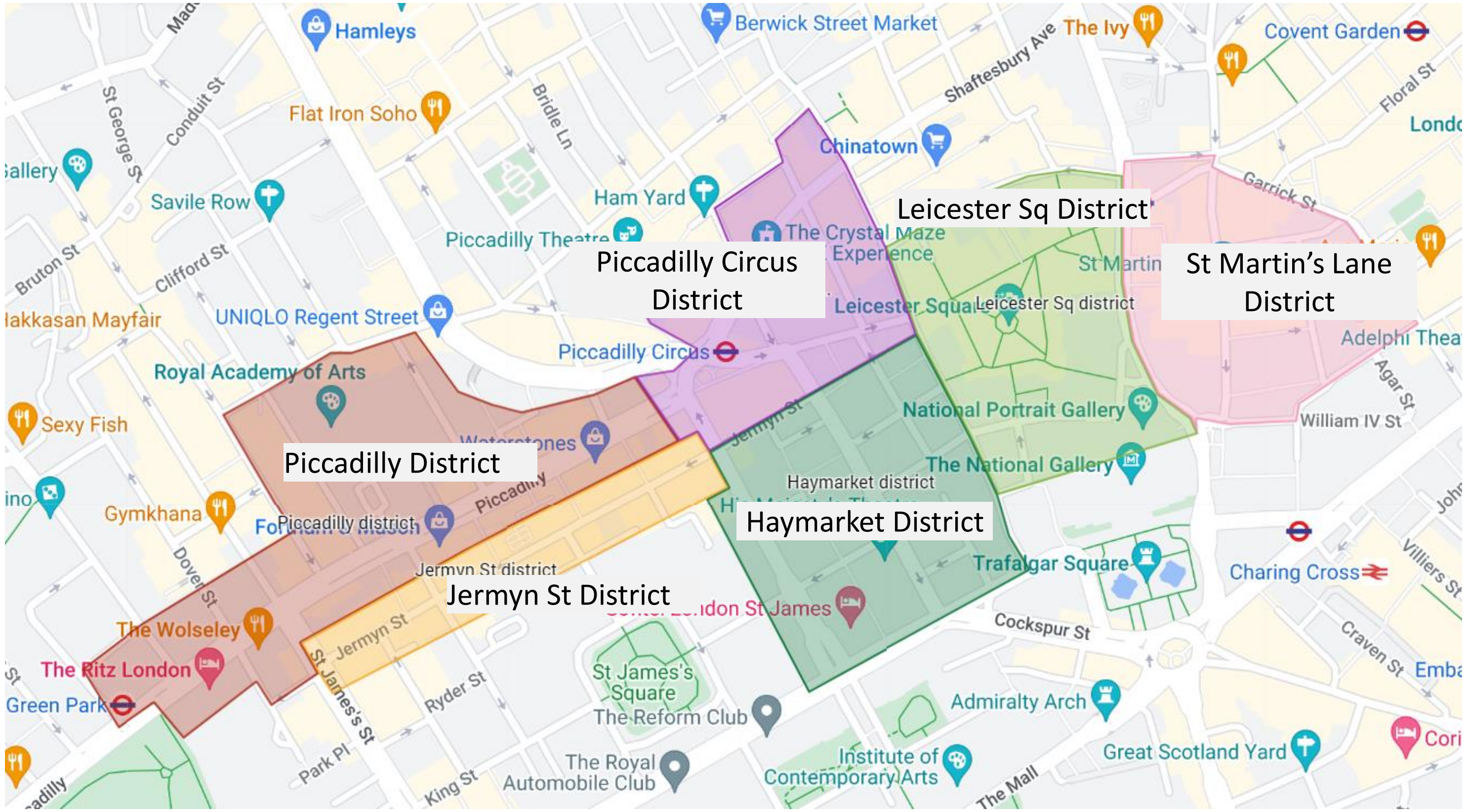
- Large decreases in various Mosaic groups in Jermyn St District, following substantial increases away from the norm in October
- Rural Reality and Country Living have seen the greatest decreases month on month. This may be due to less domestic tourism from rural areas, as reflected in a reduction of our catchment area.

05 Appendix

Appendix
Location definition

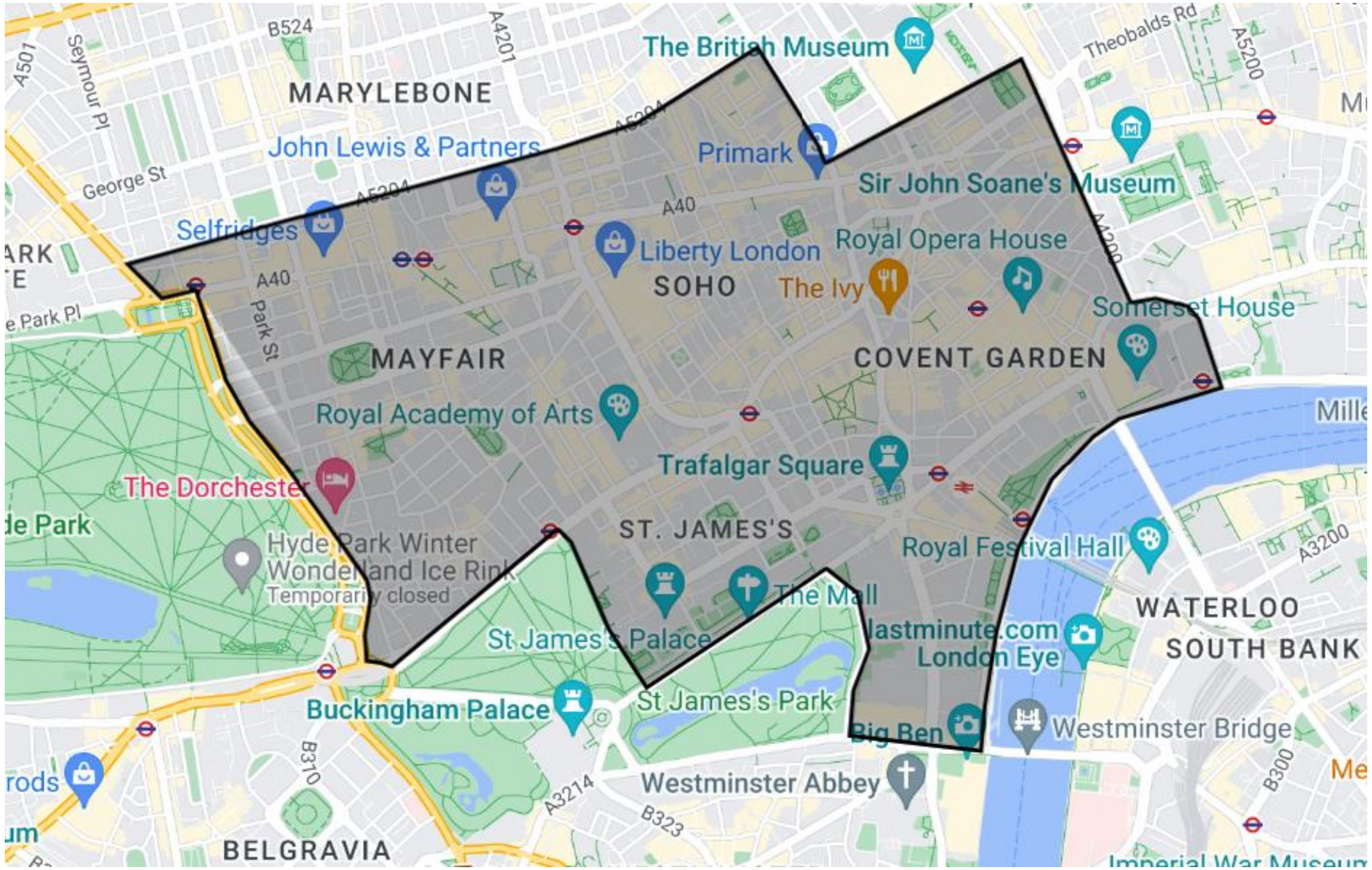
- Key areas within HOLBA used for analysis:

– Piccadilly District
– Jermyn St District
– Piccadilly Circus District
– Haymarket District
– Leicester Sq District
– St Martin’s Lane District



Appendix
Location definition

- Core West End area 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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