Visitor Insights

October Report 2023 – *including quarterly spend data*

Shaping a
world-class
West End

Issued:
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HEART OF LONDON BUSINESS ALLIANCE

Colliers

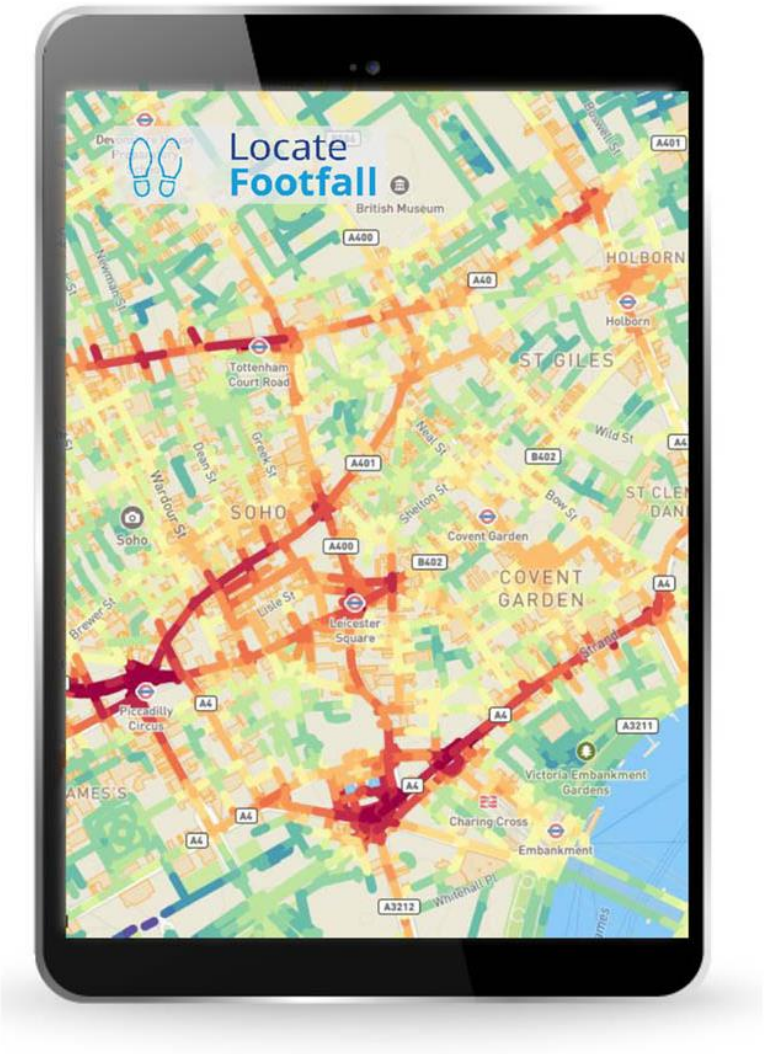
Background
Introduction and context

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
- Visitor spend (covering July – September 2023)

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



Contents

01 Summary

Summary
October 2023

11.8 m (-3%)

Visitors to HOLBA area down 3% month on month

149 mins (+5%)

Visitors typically spend almost 2 and a half hours in the area. Slightly below YTD average

9.7m (+5%)

People live within the HOLBA area core catchment

Summary
October 2023

- Footfall has remained relatively stable month on month, dropping by 3%, broadly in line with wider West End trends. Headwinds to footfall this month include a rail strike early in the month and poor weather later in the month. However, this was balanced out by an increase in footfall over the half-term school holidays.
- International footfall, however, has increased by 6% compared to last month.
- Footfall patterns have settled back to the usual pattern of rising through the week and peaking on Saturdays.
- New quarterly spend data shows a clear divide spending trends across the districts. Office focused areas such as Haymarket and Jermyn Street have a concentration of spend data at 12pm-3pm due to workers using this time for lunch and shopping.
- However, leisure and entertainment focused areas such as Leicester Square saw increased spend between 6pm-9pm.

02 Visitor volumes

Visitor volumes
Footfall - districts

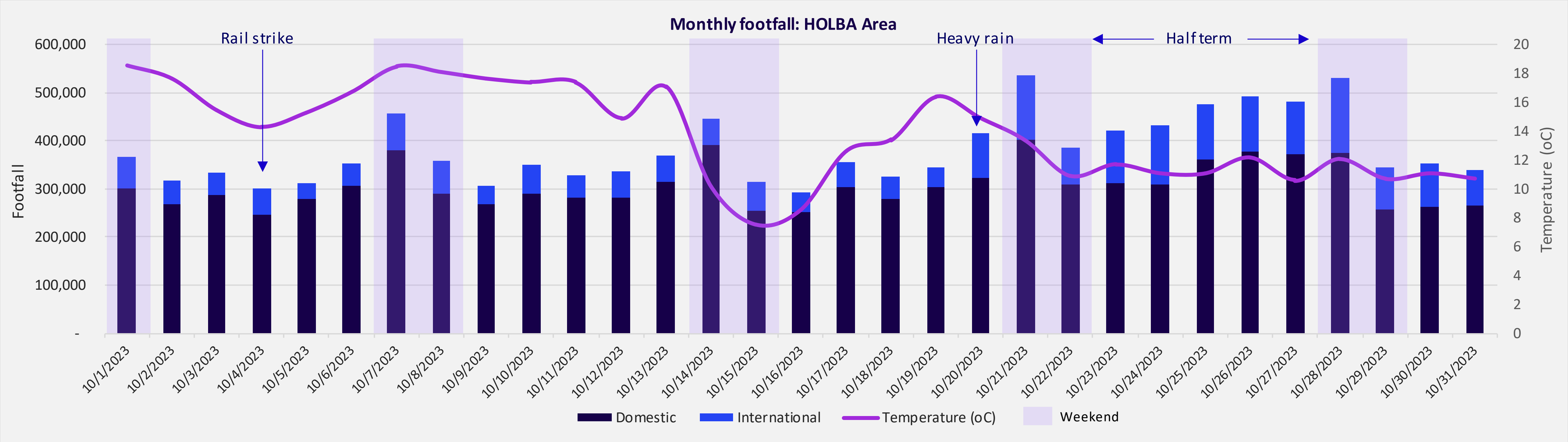
Footfall down 3% month-on-month, and down 38% year-on-year

Domestic and international visits down in majority of districts vs. September

District	Month-on-Month			Year-on-year		
	Total	*Domestic*	*International*	Total	*Domestic*	*International*
HOLBA area	-3%	-5%	6%	-38%	-30%	-57%
Piccadilly District	-3%	-5%	14%	-27%	-18%	-52%
Jermyn St District	4%	-5%	38%	-25%	-18%	-39%
Leicester Sq District	-7%	-7%	-6%	-46%	-41%	-56%
Piccadilly Circus District	-3%	-6%	11%	-45%	-27%	-71%
St Martin's Lane District	-1%	-6%	15%	-34%	-36%	-30%
Haymarket District	-2%	-4%	5%	-32%	-19%	-60%
Core West End	-2%	-3%	2%	-31%	-27%	-45%
HOLBA area - major street avg	-2%	-4%	5%	-31%	-25%	-46%

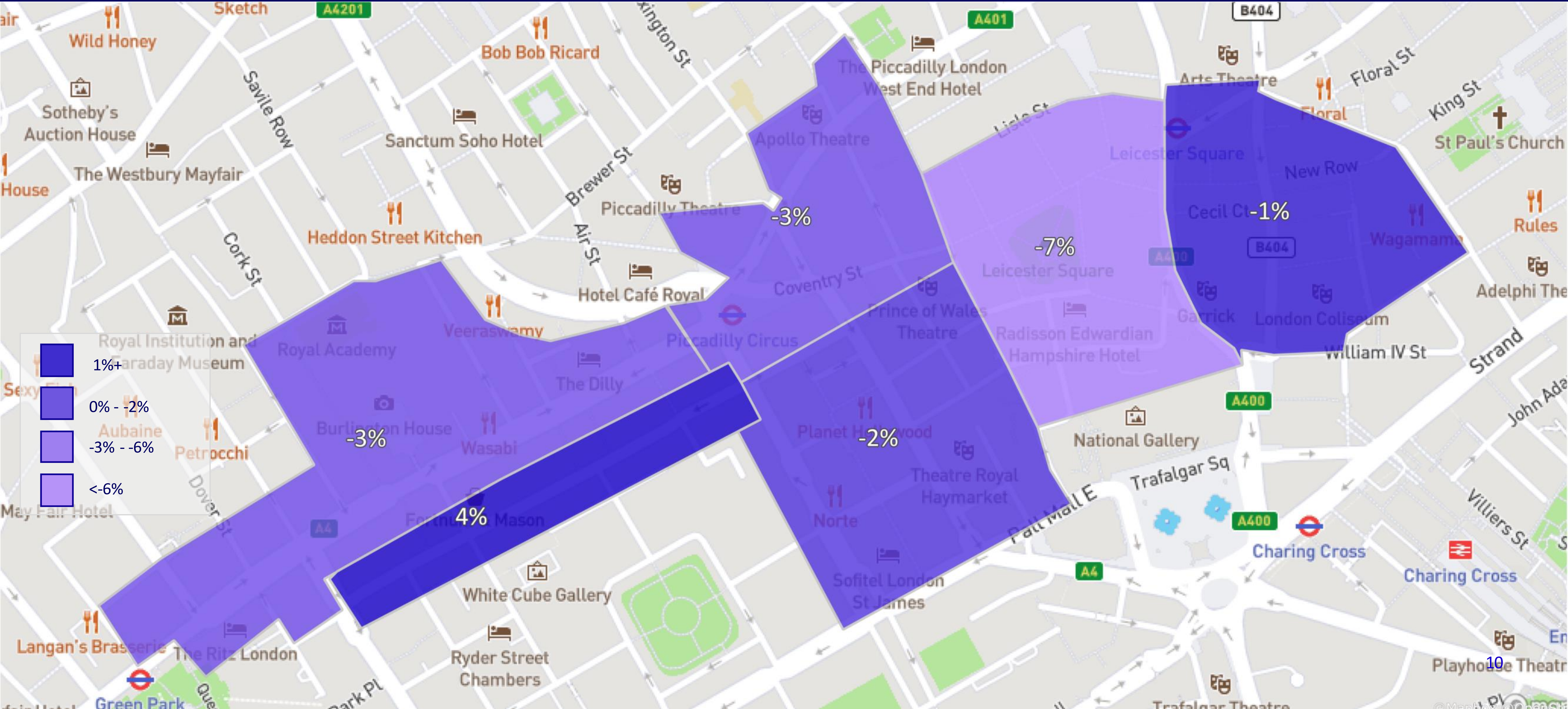
- Decrease in visits in all areas except for Jermyn St in October vs. September
- Rebound in international visitation vs. last month

Visitor volumes
Strong Saturday footfall continues

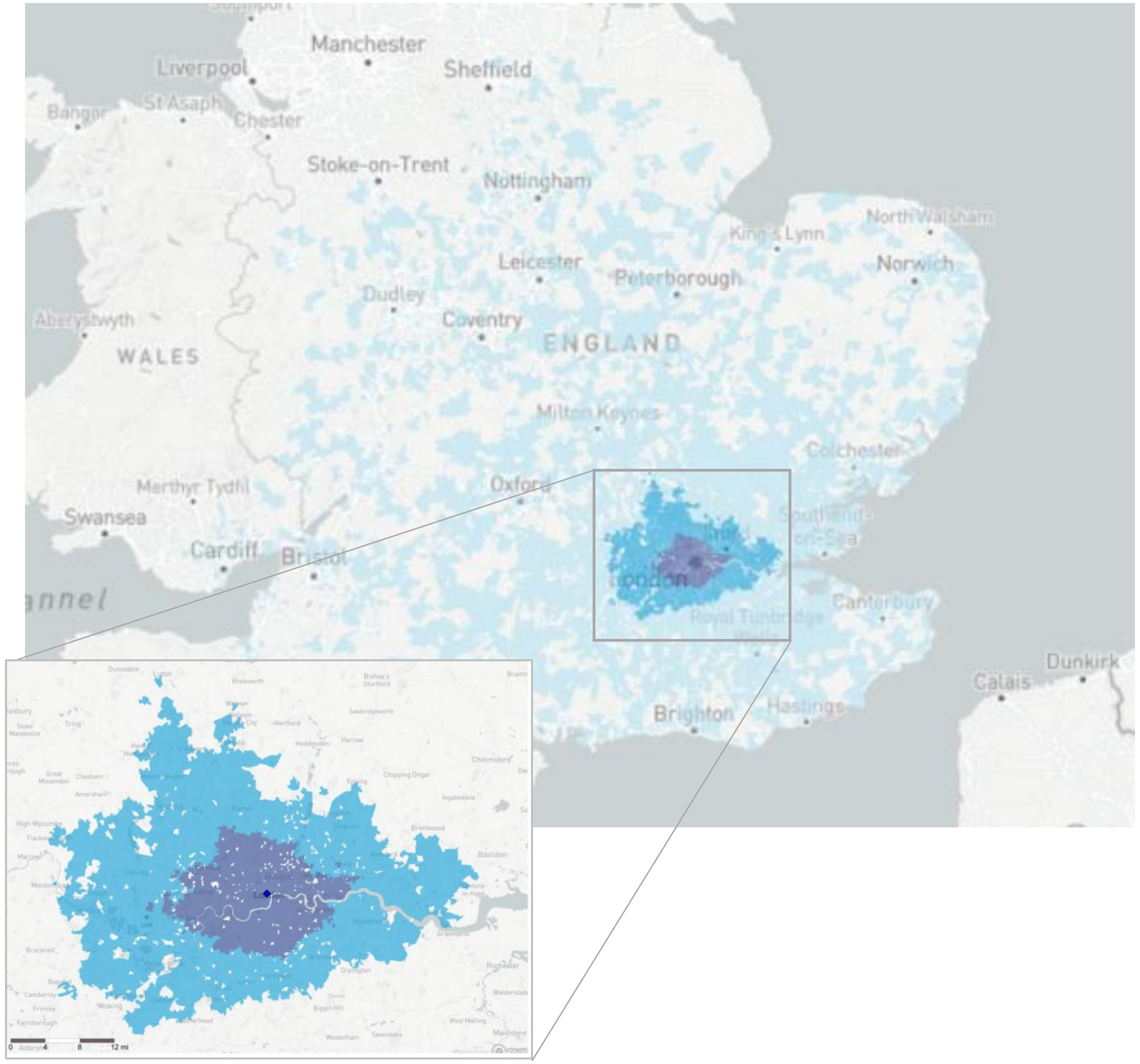


- Saturdays remain the highest footfall days across the month, particularly towards the end of the month
- Higher temperatures towards start of the month appeared to have a negative correlation with footfall, as visits increased as the temperature decreased towards the latter half of October

Visitor volumes
October vs. September 2023



Visitor volumes
Core catchment increased 5.3% in size vs. September

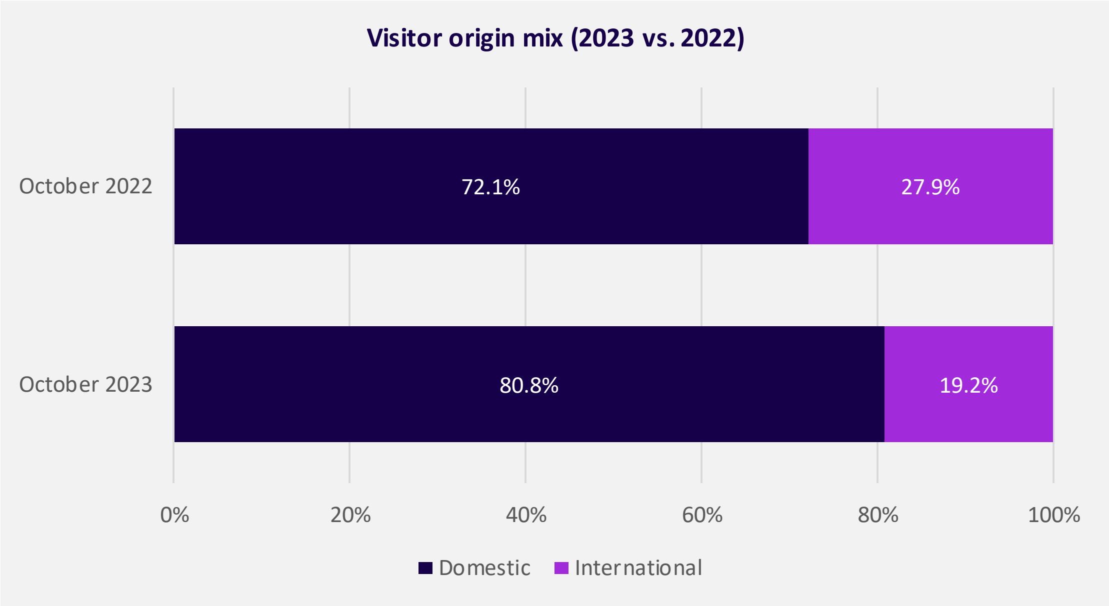


	Catchment band	Population (Millions)	Change vs. previous month
	-Primary	4.3	-4.4%
	-Secondary	5.4	14.8%
	Core *(Primary + Secondary)* *75% of regular visitors*	**9.7**	**5.3%**
	-Tertiary	13.2	-0.3%
	Total *(Core+ Tertiary)* *95% of regular visitors*	**22.9**	**2.0%**

- Core catchment has grown vs. September, potentially driven by domestic visitation during half term week
- Growth in core catchment led to a stable overall catchment size this month despite a reduction in tertiary catchment beyond Outer London

Visitor volumes: visitor mix
International visitor mix up on September

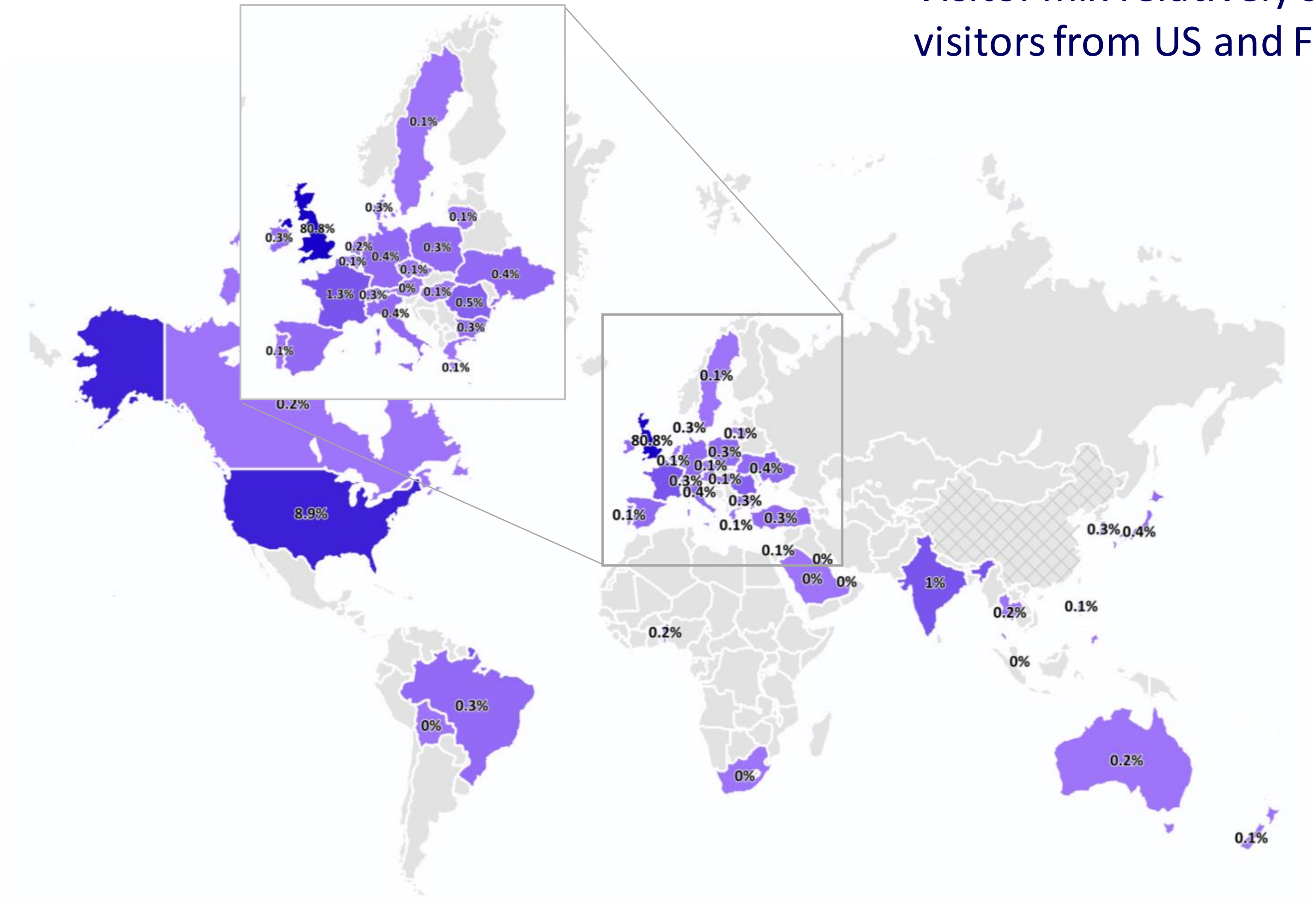
Area	International mix (%)	+/- change in mix: Month-on-Month	+/- change in mix: Year-on-year
HOLBA area	**19.2%**	**1.7%**	**-8.7%**
Piccadilly	18.6%	**3.9%**	**-8.0%**
Jermyn St	32.6%	**9.4%**	**27.4%**
Leicester Sq	41.0%	**1.2%**	**-7.0%**
Piccadilly Circus	23.3%	**4.6%**	**-18.8%**
St Martin's Lane	49.5%	**-4.4%**	**16.6%**
Haymarket	22.9%	**1.8%**	**-7.7%**
Haymarket - Regent St / St James	21.1%	**6.4%**	**-17.6%**
Core West End	19.6%	**0.9%**	**-4.7%**



- 1.7% point increase in international mix vs. last month
- This equates to a 6% increase in the volume of international visitors
- This represents an 8.7% decrease in mix vs. October last year

Visitor volumes: visitor origin
1.7% increase in visits from outside the UK

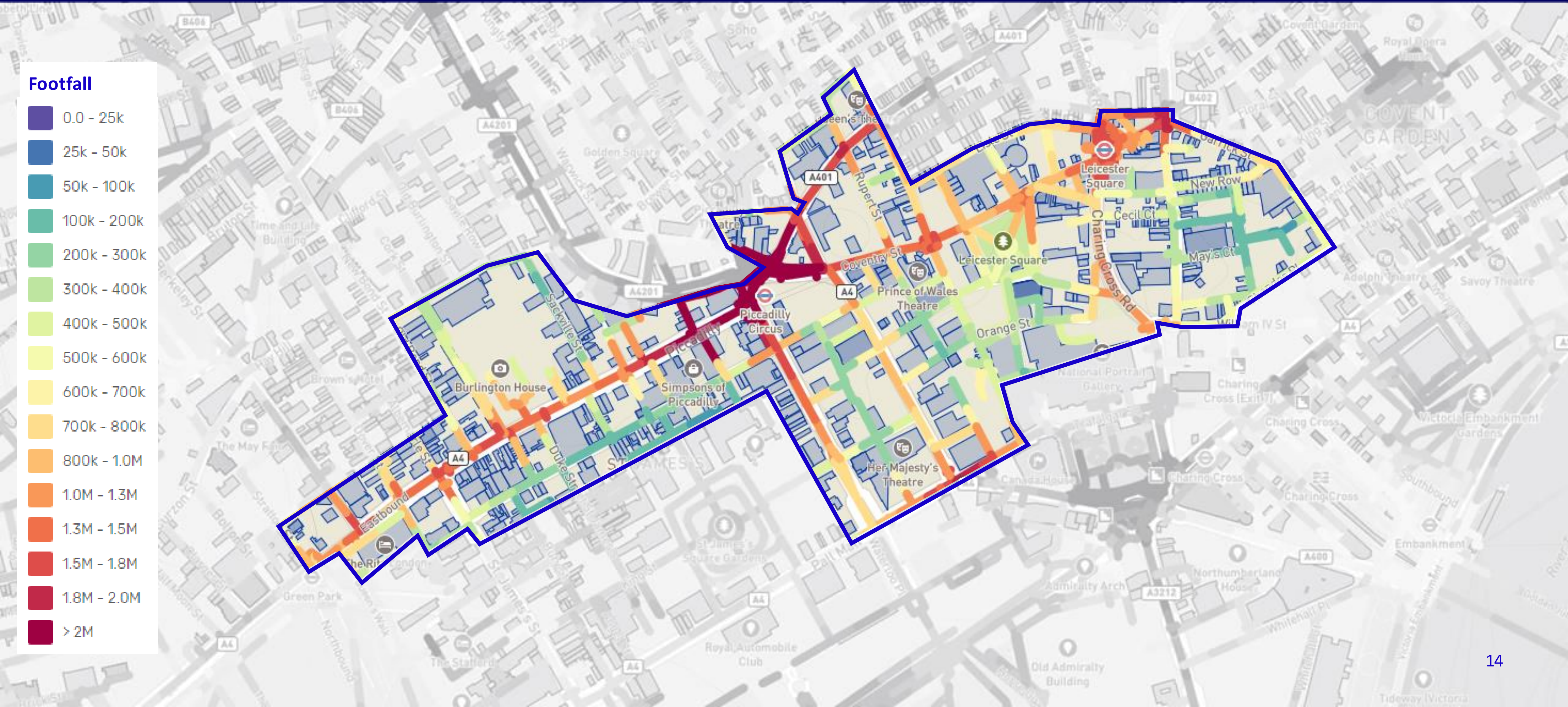
- Visitor mix relatively consistent month-on-month with small increases in visitors from US and France



Rank	Country	%		+/- change
1	United Kingdom	80.8%	↓	-1.7%
2	United States	8.9%	↑	0.5%
3	France	1.3%	↑	0.5%
4	India	1.0%	↑	0.3%
5	Romania	0.5%	↓	-0.0%
6	Japan	0.4%	↓	-0.1%
7	Italy	0.4%	↓	-0.1%
8	Germany	0.4%	↓	-0.1%
9	Ukraine	0.4%	↓	-0.0%
10	Bulgaria	0.3%	↓	-0.0%
	Europe (excl. UK)	5.8%		0.5%
	Rest of the world	13.4%		1.2%
	Non UK	19.2%		1.7%

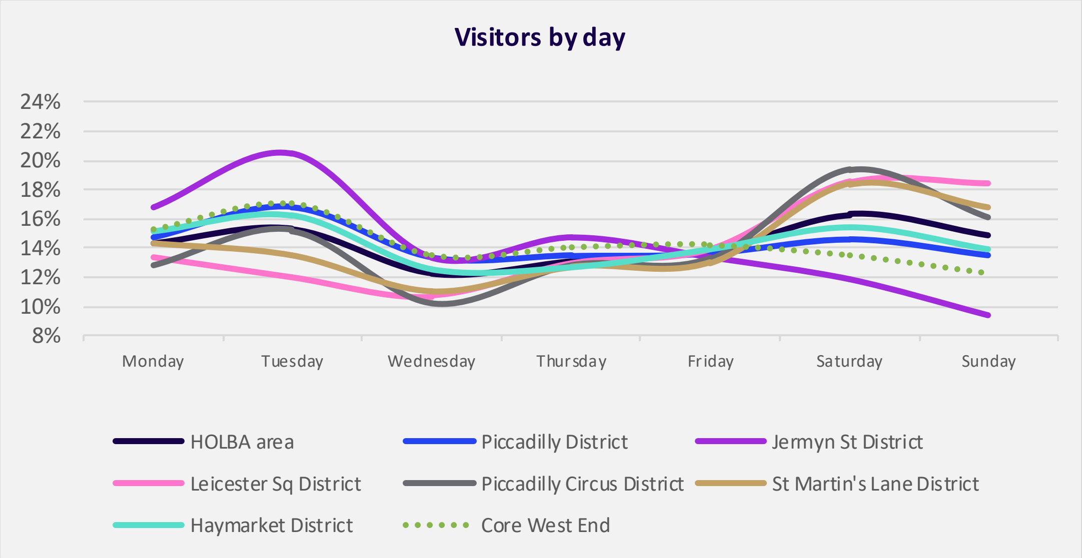
Note: Data unavailable for visitors from China

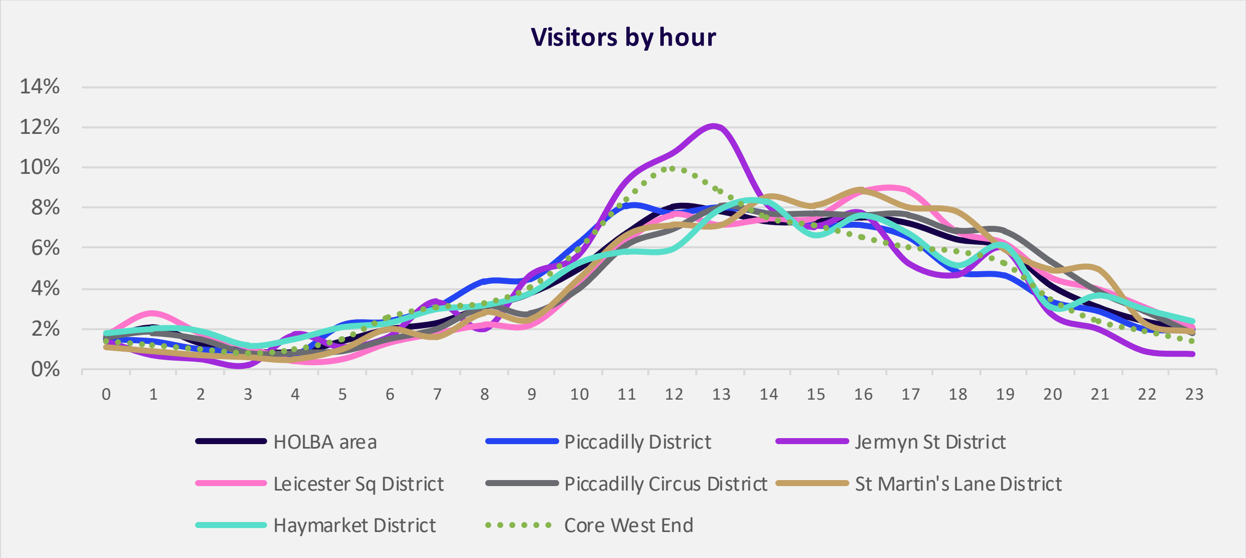
Visitor volumes
Segment footfall



03 Visitor behaviour

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





- Strongest footfall is on Saturday for all areas except for Jermyn Street
- Footfall on Jermyn Street is strongest on Monday-Tuesday and declines on weekends due to worker focus whilst tourist districts (such as Leicester Square) 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’ (5pm), 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 time of the week

HOLBA - % of visits

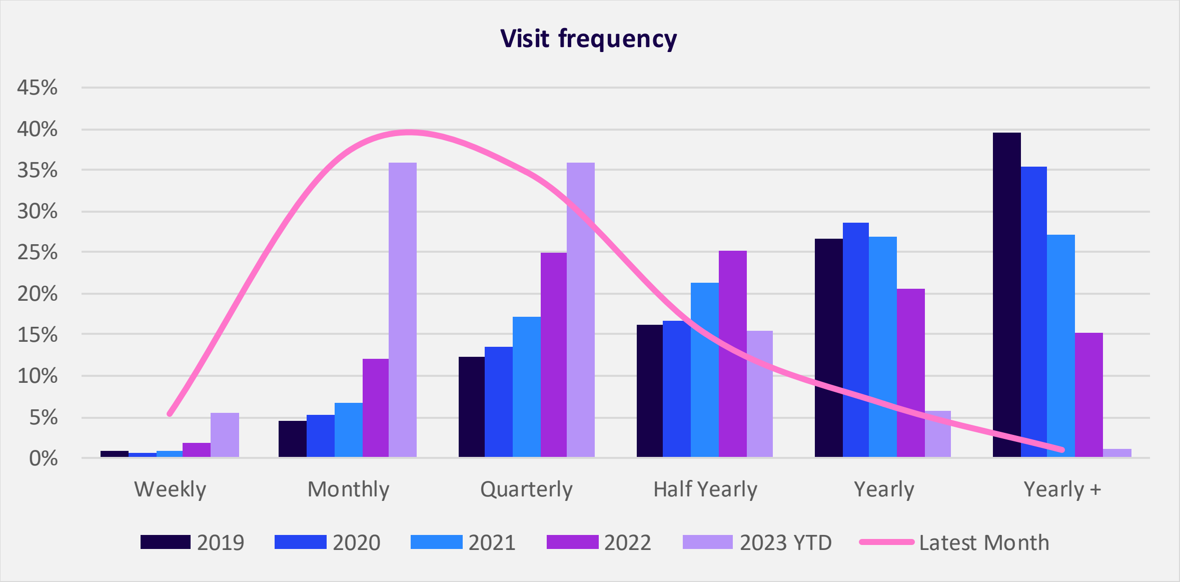
	Morning *(07.00-12.29)*	Afternoon *(12.30-17.59)*	Evening *(18.00-23.59)*
Monday	4.6%	6.1%	3.6%
Tuesday	4.7%	6.9%	3.9%
Wednesday	3.9%	5.2%	3.0%
Thursday	3.7%	5.8%	3.0%
Friday	3.8%	5.7%	4.3%
Saturday	3.4%	8.0%	5.3%
Sunday	3.5%	7.9%	3.6%

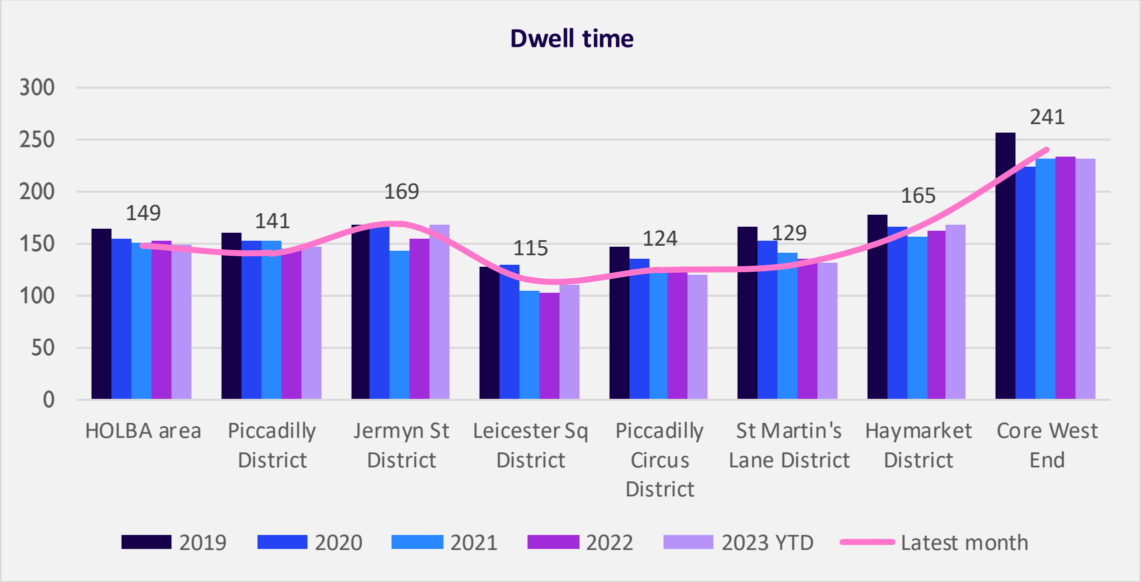
INDEX VS. CORE WEST END

	Morning *(07.00-12.29)*	Afternoon *(12.30-17.59)*	Evening *(18.00-23.59)*
Monday	78	92	121
Tuesday	77	92	108
Wednesday	77	93	114
Thursday	81	96	105
Friday	80	95	119
Saturday	104	123	149
Sunday	113	117	130

- Saturday afternoon is the highest week segment for visits – 8.0% of all visitors this month
- 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
- Friday-Sunday evenings were an average of 33% ahead of Core West End

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



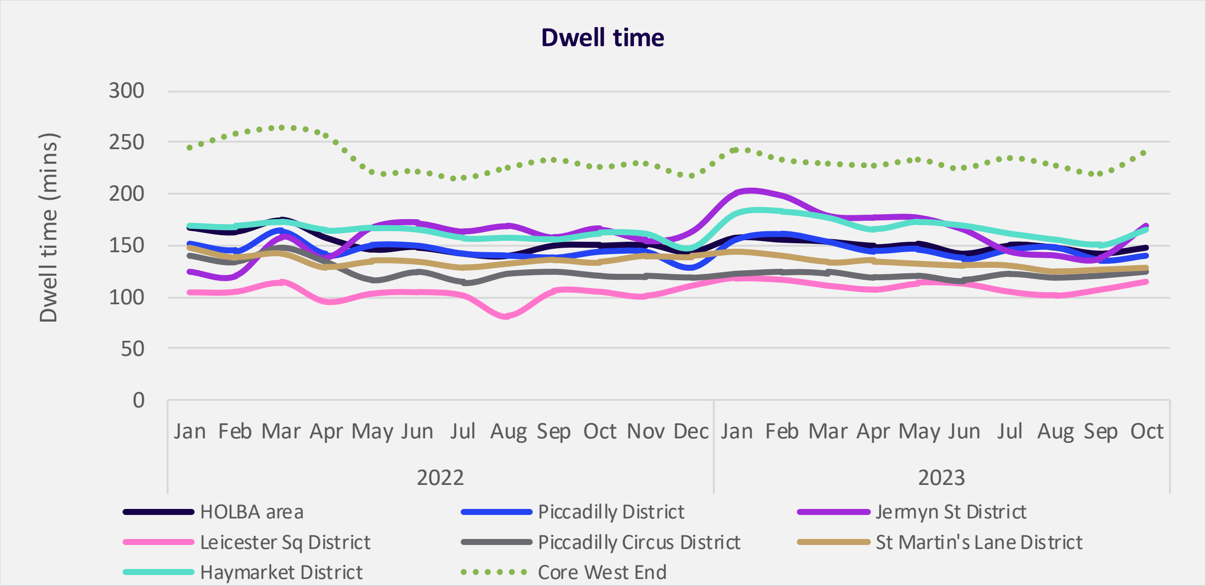


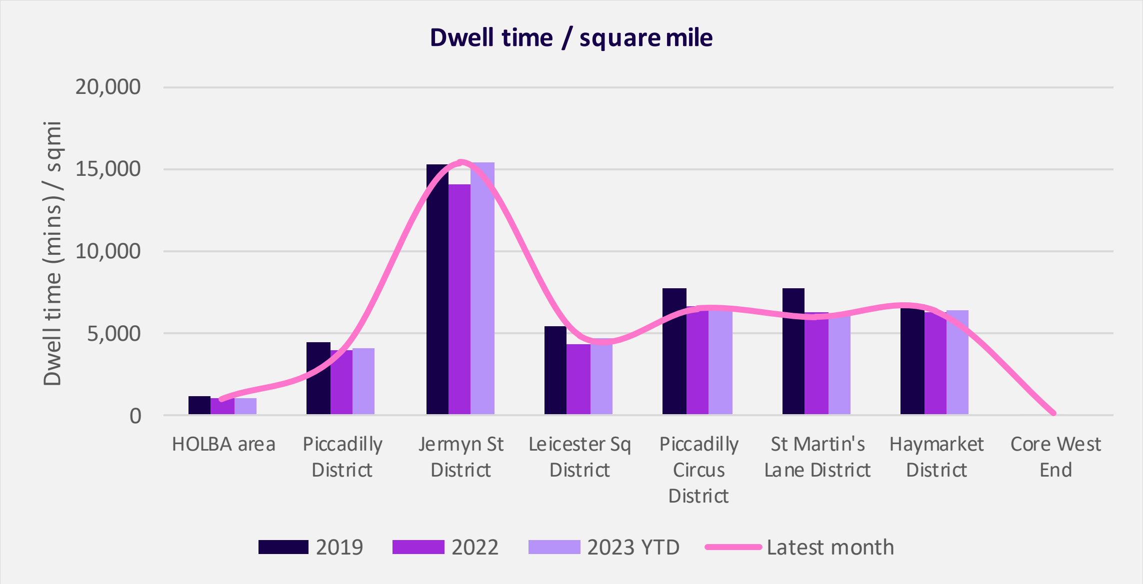
- Continued increase in regular visitors, in part influenced by growth in office-working

- Dwell time decreased further below YTD levels (149 mins this month vs. 150 mins YTD), although increased on September (142 mins)

- Office-focused locations have the highest dwell time, with Haymarket at 165 mins vs. leisure districts such as Leicester Sq being shorter at 115 mins

Visitor behaviour: dwell time
Little change in dwell times patterns in October vs. September





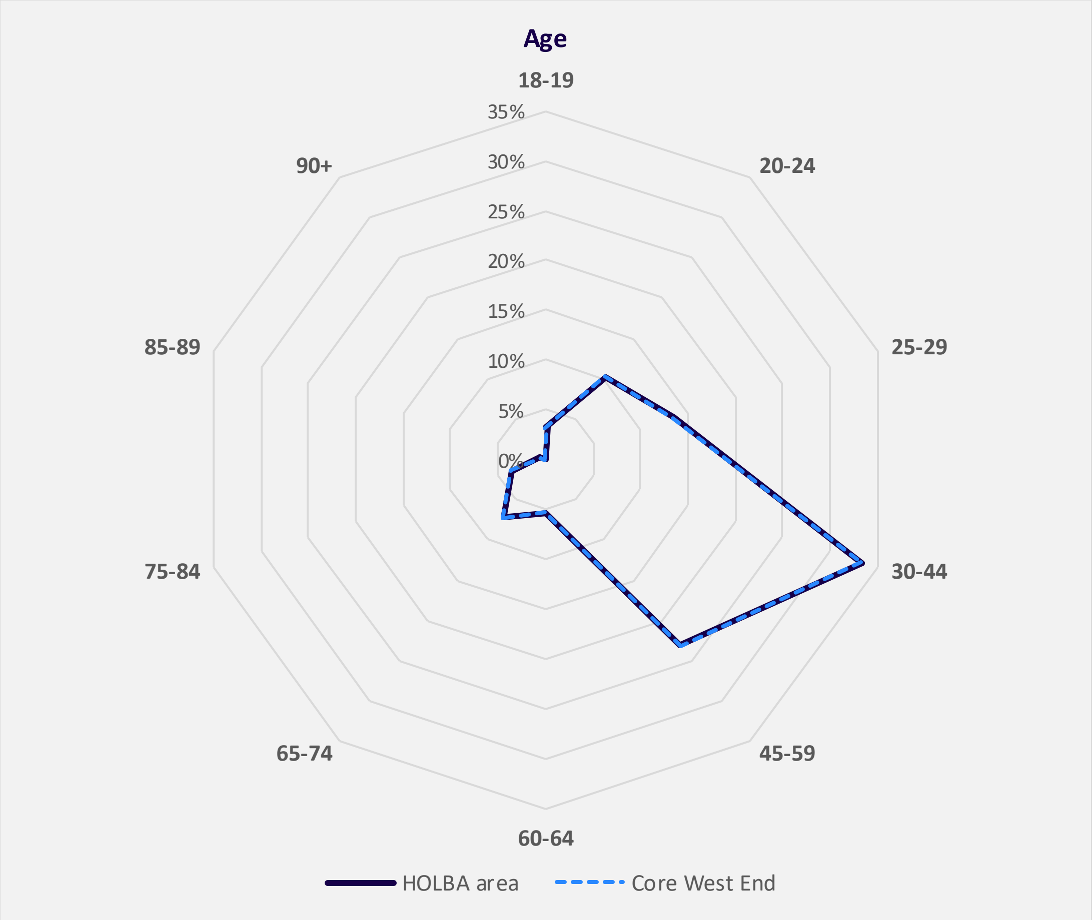
- Dwell time fairly consistent with September

- 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
56.4% of visitors are aged between 30-59 years old



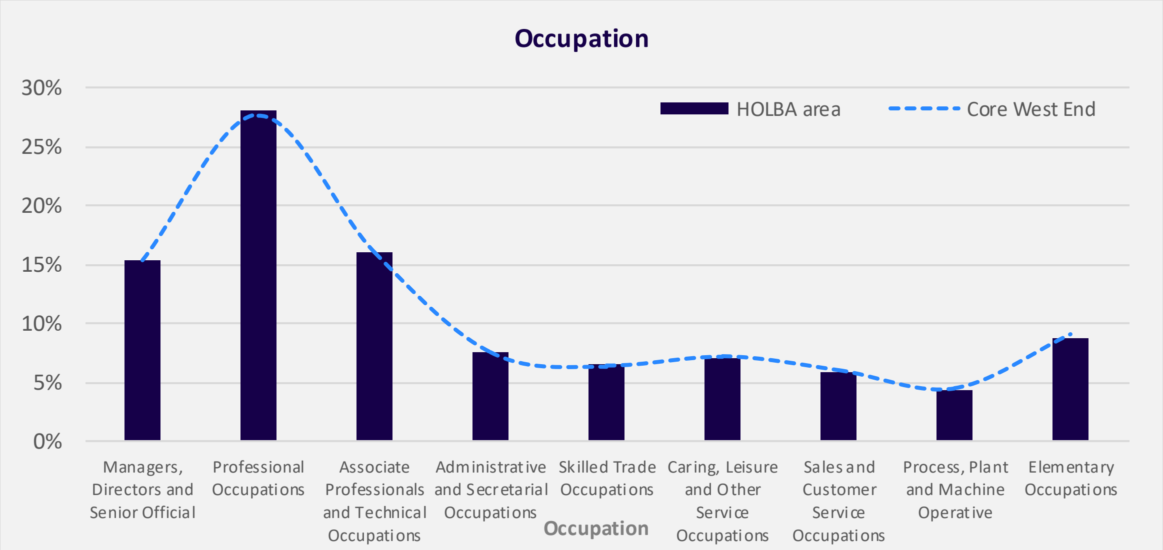
- Visitor profile skewed towards those aged 30-59 years old
  – 56.4% of visitors aged 30-59, versus 56.6% in September

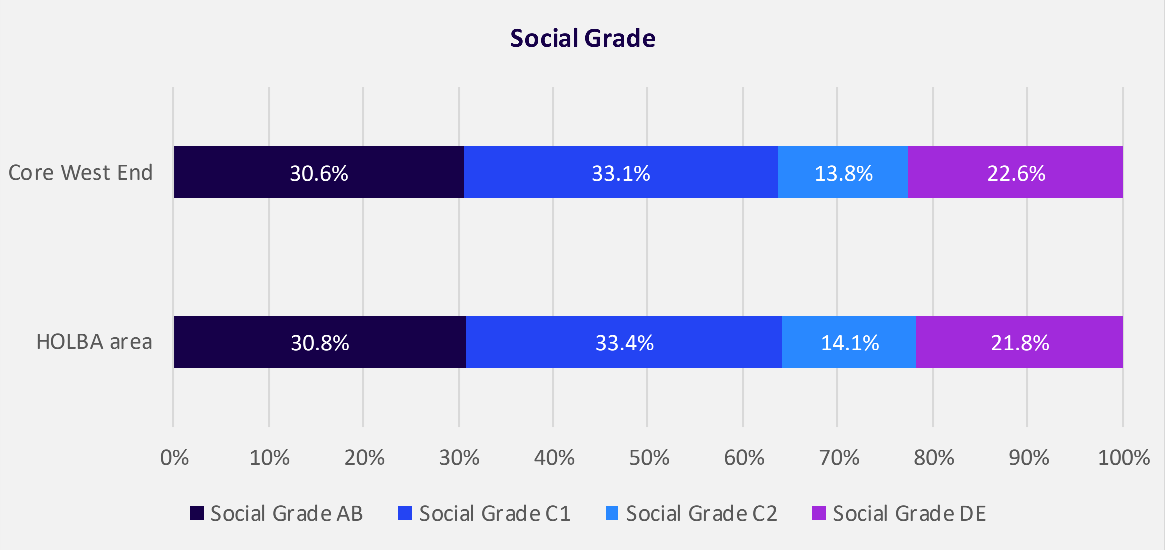
- Average age relatively consistent across the Heart of London area

- Males & females are fairly evenly split, and in-line with the makeup of the Core West End as a whole

HOLBA Area		Core West End	
Female	Male	Female	Male
51.0%	49.0%	51.2%	48.8%

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

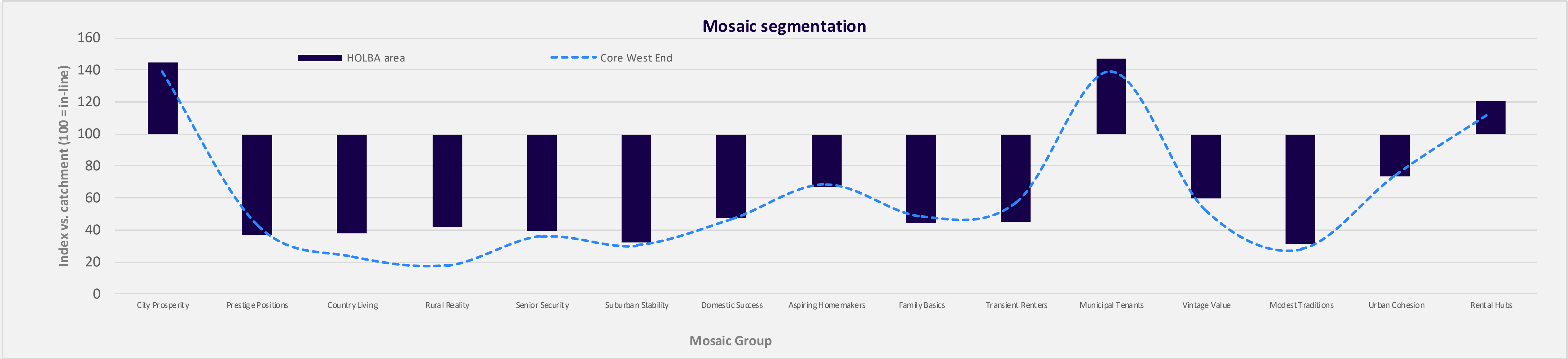




- Visitor profile biased towards 'white collar' occupations, consistent with last month
- In line with wider Core West End profile

- 30.8% HOLBA area visitor profile in Social Grade AB, vs 30.6% for Core West End
- West End profile influenced by presence of affluent Bond St shoppers
- Little change from the previous month

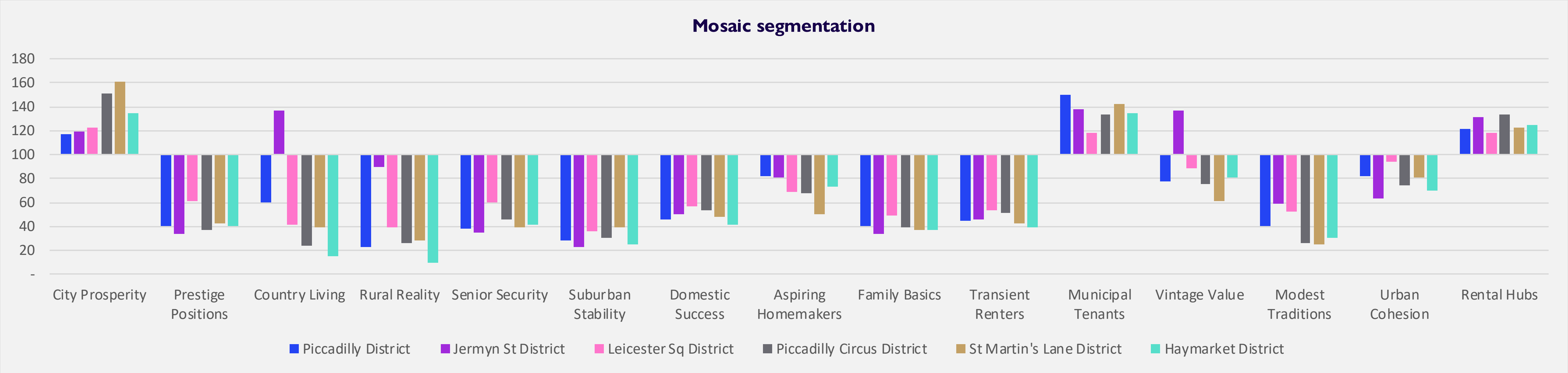
Visitor profile: occupation & social grade
‘Municipal Tenants’ is the most dominant Mosaic group



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

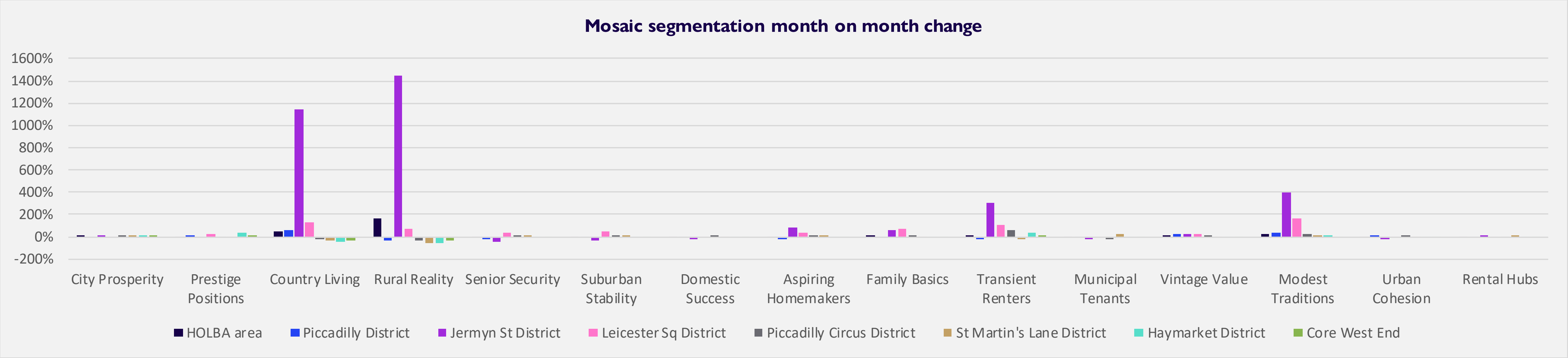
- ‘City Prosperity’ are high-income residents who have expensive homes in desirable metropolitan locations
- ‘Municipal Tenants’ are residents who rent inexpensive city homes in central locations
- ‘Rental Hubs’ are educated young people privately renting in urban neighbourhoods
- Profile very similar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

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



- Consistent over-indexed groups across the district
- Piccadilly District over-indexes the most in ‘Municipal Tenants’, whilst St Martin’s Lane 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 increases in various Mosaic groups in Jermyn St District. Rural Reality and Country Living have seen the greatest increases month on month; however, they account for less than 1% of visitors to Jermyn Street during October 2023.

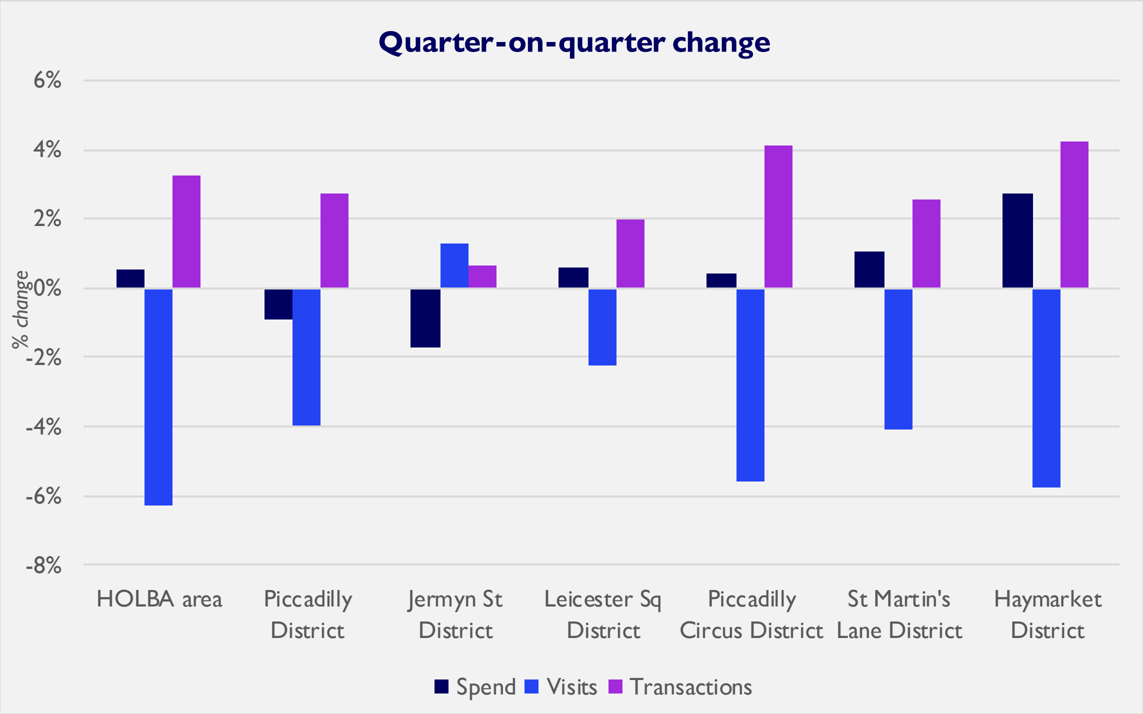
- Due to this small changes can be reflected in large swings in percentage changes.

05 Visitor spend (Q3 2023)

Visitor spend *(Q3 2023: Jul-Sep)*
Spending has increased in Q3 in most districts vs. last quarter

Q3 2023: Jul-Sep

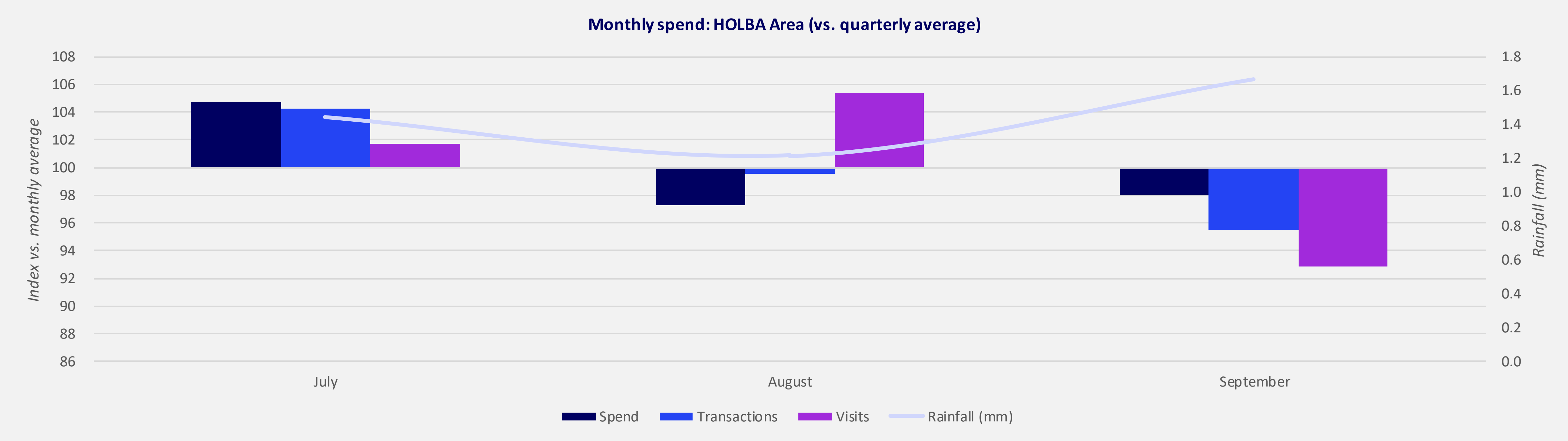
District	Spend		Transactions		Visits	
	Quarter-on-quarter	Year-on-year	Quarter-on-quarter	Year-on-year	Quarter-on-quarter	Year-on-year
	Total	Total	Total	Total	Total	Total
HOLBA area	1%	12%	3%	19%	-6%	-18%
Piccadilly District	-1%	13%	3%	20%	-4%	-5%
Jermyn St District	-2%	10%	1%	11%	1%	-6%
Leicester Sq District	1%	13%	2%	24%	-2%	-22%
Piccadilly Circus District	0%	8%	4%	11%	-6%	-19%
St Martin's Lane District	1%	21%	3%	24%	-4%	-13%
Haymarket District	3%	9%	4%	11%	-6%	-8%



- Spending up +1% in HOL area in **Q3** vs. Q2, despite visits being down (-6% vs. Q2 2023)
- This is largely driven by an increase in transactions, suggesting people who are visiting are spending in more places

Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership
Spend = value of purchases. Transactions = number of sales irrespective of the amount spent

Visitor spend (Q3 2023)
More activity in July



- Higher volume of spend and transactions in July before a decrease in August and September
- Visits were highest in August due to increase in seasonal tourism and declined to below quarter average in September

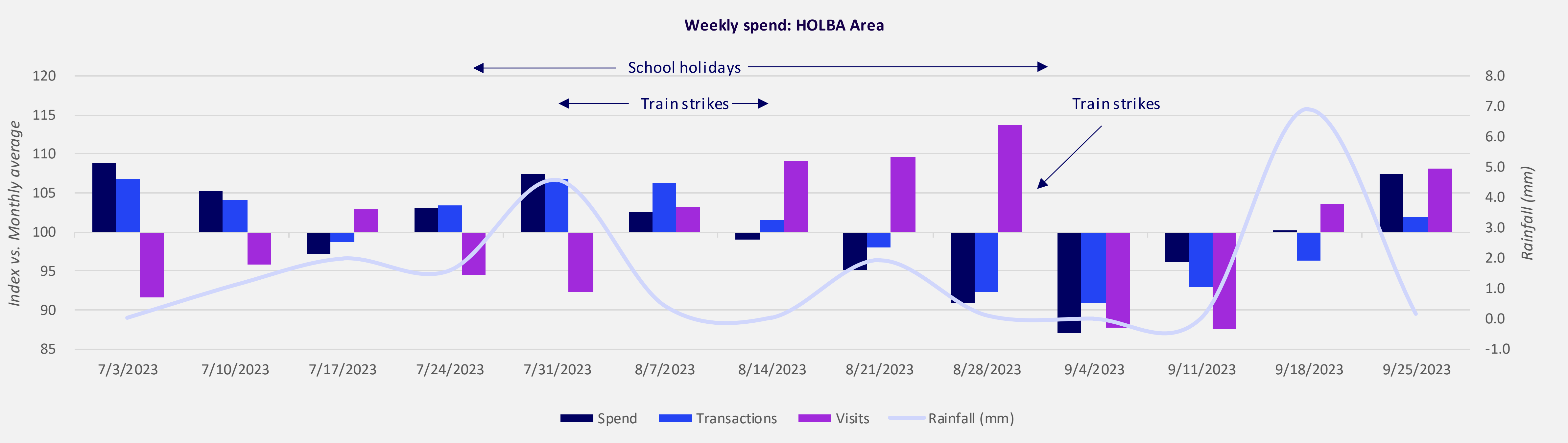
Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

Visitor spend (*Q3 2023*)
Spend at similar levels to Q2 in all categories

	Eating		Apparel		Total Retail	
	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend
Quarter on quarter (%)	3%	-1%	-2%	2%	1%	-1%
Year on year (%)	19%	17%	22%	25%	12%	11%
YTD vs. last year(%)	22%	23%	32%	36%	17%	18%

Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

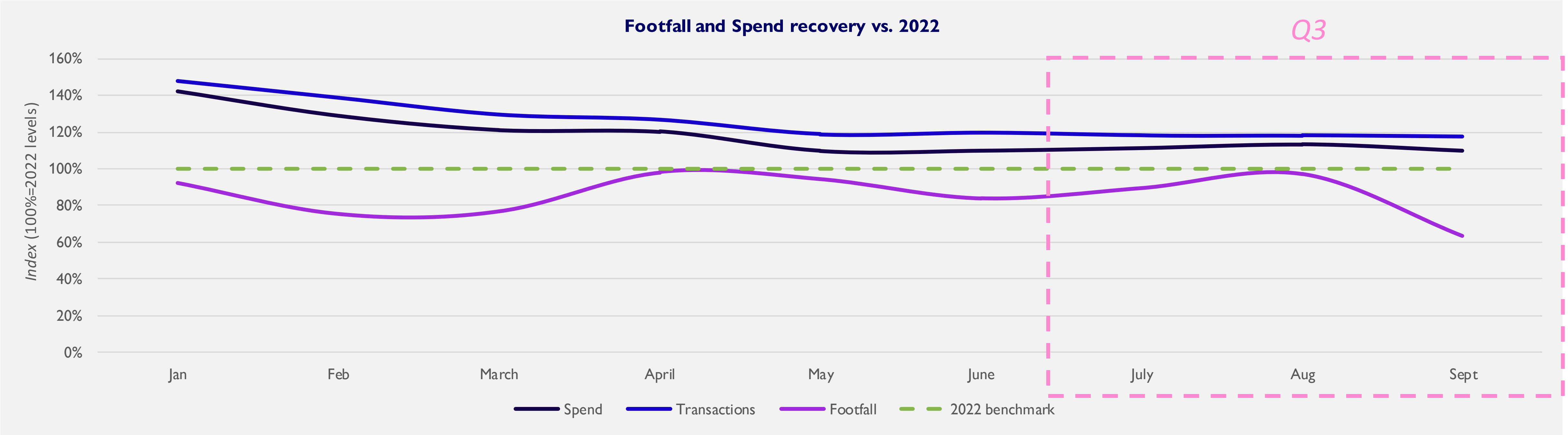
Visitor spend (Q3 2023)
More activity during final 2 weeks of September



- Higher volume of spend and transactions early in the quarter before a decrease in August
- Limited impact of higher rainfall on week of 18th September on spending and visits
- All three metrics rebounded towards the end of September having been low for majority of month

Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

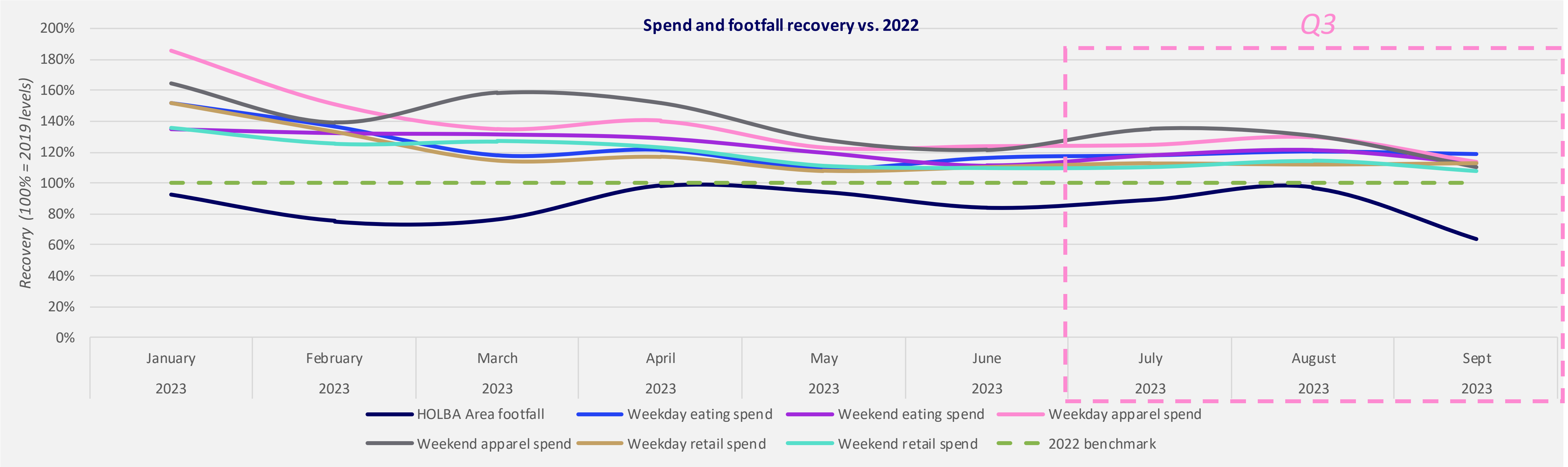
Spend recovery update (2023)
Spend and transactions above 2022 levels



- Spend (value) and transactions (volume) both above 2022 levels throughout 2023
- Visits at around 80% of 2022 levels, but declined in September

Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

Spend recovery update
Spend has been consistently outperforming visits



- Visits have been consistently around 80% of 2022 levels all year, whilst spend in all categories has been consistently above 2022 levels

- Weekday and weekend apparel spend had larger decrease in Q3 than other categories

Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

Visitor spending (Q3)
Most spend recorded between 12pm and 3pm

Spend volume hotspots

District	12am - 3am	3am - 6am	6am - 9am	9am - 12pm	12pm - 3pm	3pm - 6pm	6pm - 9pm	9pm - 12am
HOLBA area	34	7	10	63	190	182	185	129
Piccadilly District	28	3	10	76	229	224	132	98
Jermyn St District	27	5	8	96	240	219	124	81
Leicester Sq District	38	8	8	38	148	155	245	160
Piccadilly Circus District	57	16	8	39	150	146	220	165
St Martin's Lane District	19	3	10	50	178	173	234	134

Quarter-on-quarter change in spend

District	12am - 3am	3am - 6am	6am - 9am	9am - 12pm	12pm - 3pm	3pm - 6pm	6pm - 9pm	9pm - 12am
HOLBA area	-11%	17%	8%	16%	-1%	1%	0%	-1%
Piccadilly District	-11%	-38%	-1%	20%	2%	10%	4%	-1%
Jermyn St District	1%	-36%	6%	19%	3%	4%	5%	7%
Leicester Sq District	-13%	23%	20%	-5%	-8%	-8%	-1%	-1%
Piccadilly Circus District	-9%	26%	18%	11%	-5%	-7%	-4%	-3%
St Martin's Lane District	-10%	57%	1%	-3%	-5%	-4%	1%	3%
Haymarket District	-10%	74%	9%	41%	4%	-7%	-9%	-6%

Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

- In Q3, 12pm-3pm was largest spend volume hotspot in HOL area, followed by 6pm-9pm
- Leisure focused districts such as Leicester Square saw higher evening spend, whilst more office focused districts like Jermyn Street were stronger at lunch times
- Top table represents an index based on the spend in each time period vs. the district average - *e.g. index of 245 in Leicester Square between 6-9pm indicates spend was 2.45 times ahead of average*

Visitor spending (Q3)

Saturday has highest spend levels

Spend volume hotspots

District	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
HOLBA area	82	88	96	106	115	130	83
Piccadilly District	89	94	98	108	113	124	74
Jermyn St District	90	96	101	113	114	121	65
Leicester Sq District	77	80	90	99	114	140	100
Piccadilly Circus District	76	83	92	103	117	136	92
St Martin's Lane District	79	86	97	105	112	135	86
Haymarket District	85	91	99	105	114	126	81

Quarter-on-quarter change in spend

District	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
HOLBA area	6%	4%	2%	1%	-1%	-1%	-1%
Piccadilly District	8%	-7%	-6%	-6%	-4%	-3%	-1%
Jermyn St District	6%	-2%	-6%	-1%	-4%	-1%	-1%
Leicester Sq District	2%	6%	6%	3%	-1%	0%	-3%
Piccadilly Circus District	2%	7%	5%	2%	-1%	-4%	-3%
St Martin's Lane District	5%	6%	5%	1%	-1%	1%	-2%
Haymarket District	15%	7%	9%	4%	1%	-3%	3%

Note: Historic MasterCard figures have been adjusted for inflation
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership

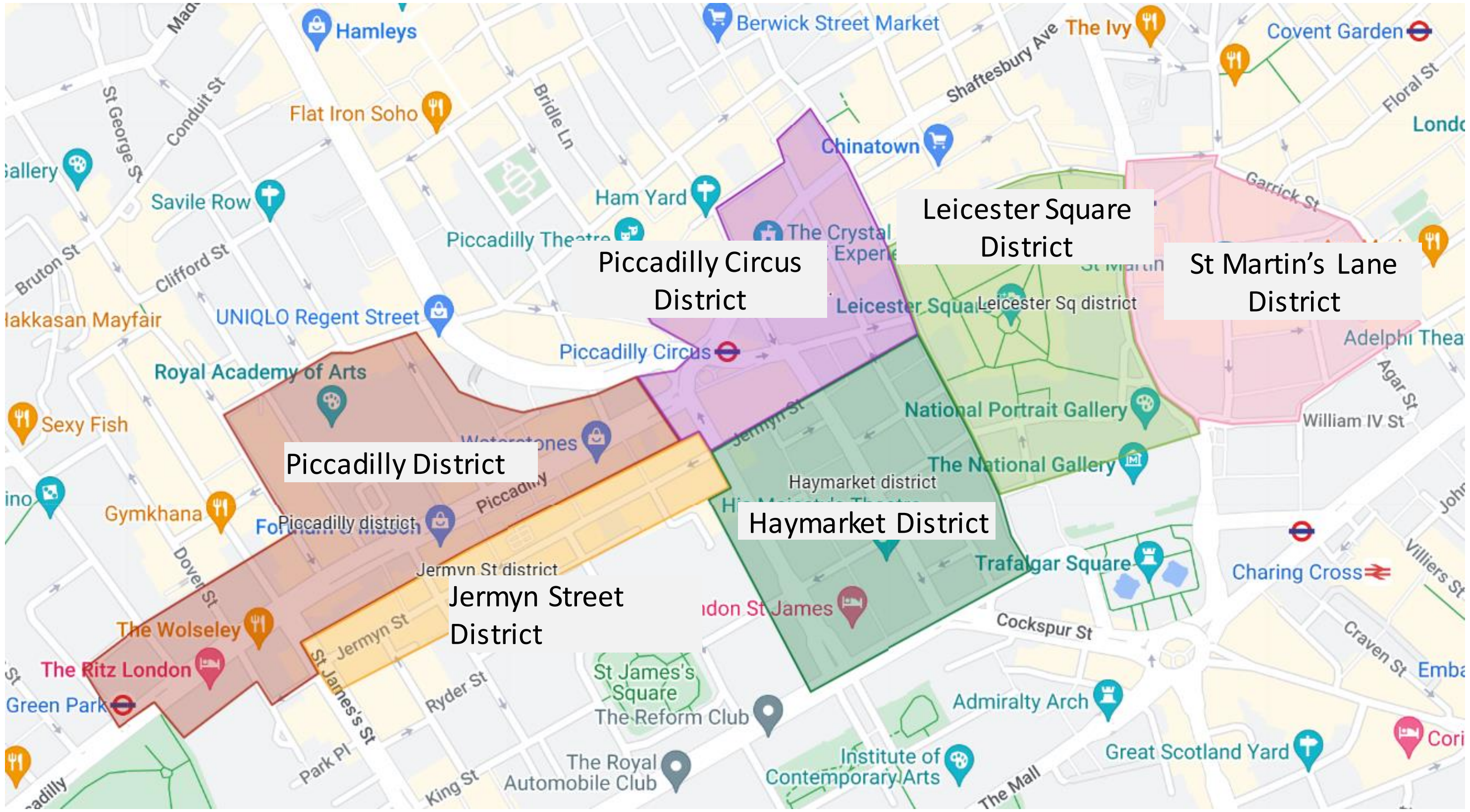
- Saturdays saw largest volume of spend across HOL area and in all districts
- Piccadilly and Jermyn Street districts saw a decrease in midweek spend as workers were away from office in summer months
- Top table represents an index based on the spend in each day vs. the district average

06 Appendix

Appendix
Location definition

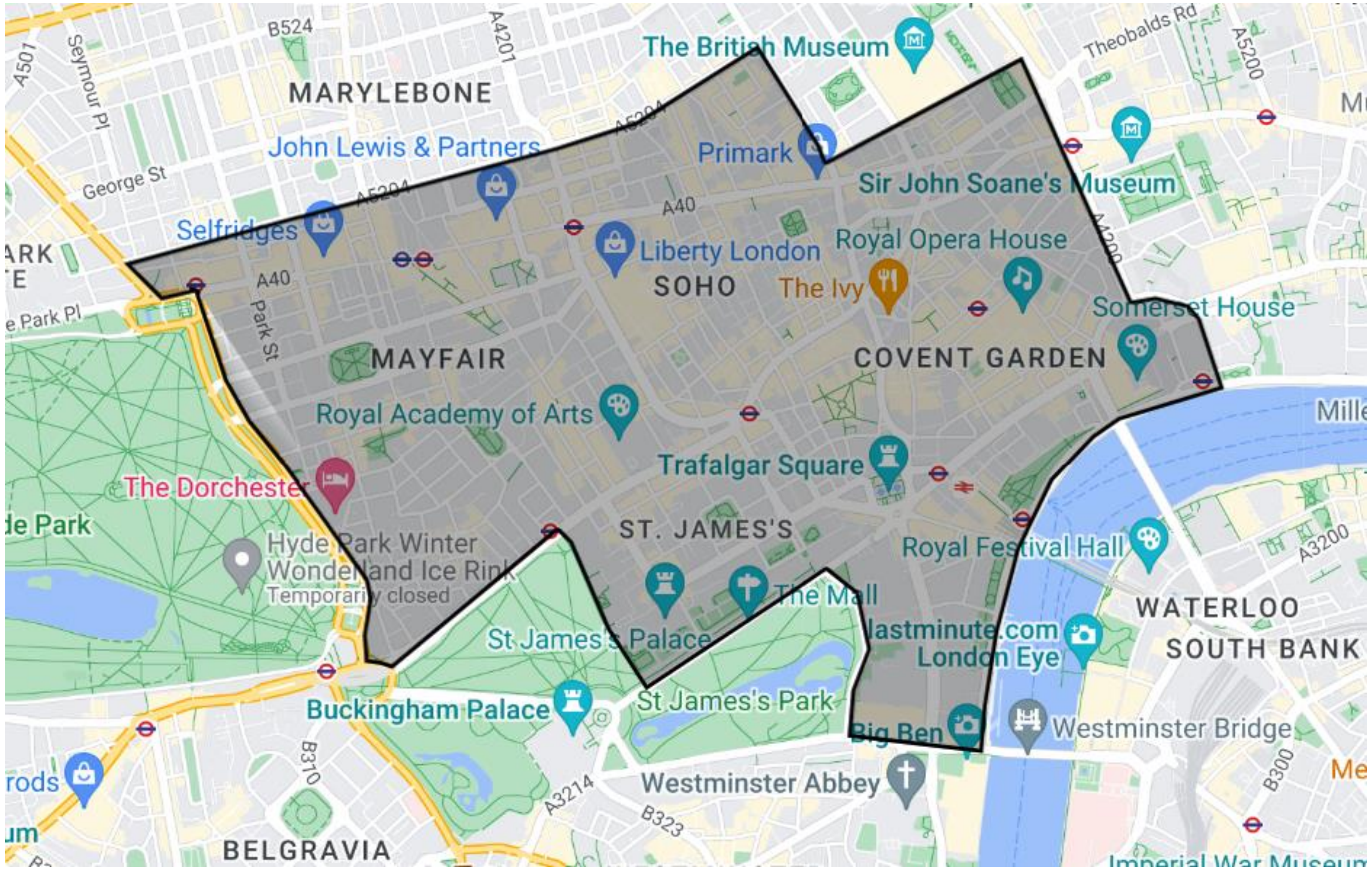
- Key areas within HOLBA used for analysis:

– Piccadilly District
– Jermyn Street District
– Piccadilly Circus District
– Haymarket District
– Leicester Square 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
Spend definitions

- **Retail** is a ‘super-category’ capturing all retail credit/debit spend that transacts over MasterCard’s rails. Total retail includes apparel and eating, as well as other types of spend

- **Apparel** includes the following sub-categories
  - Children’s apparel
  - Family apparel
  - Men’s apparel
  - Women’s apparel
  - Miscellaneous apparel
  - Jewellery and giftware
  - Luggage and leather stores
  - Shoe stores
  - Department stores are separately classified under the category ‘General merchandise stores’ and do not constitute apparel

- **Eating** includes restaurants and cafes, and excludes night-life and entertainment-focused venues including bars/taverns/nightclubs and grocery/food stores

- N.B. each category is separately indexed across all of London; therefore the values for each sub-category don’t add up to ‘total retail’

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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