Visitor Insights
July 2025

Shaping a world-class West End

Issued: August 2025

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INTRODUCTION & CONTEXT

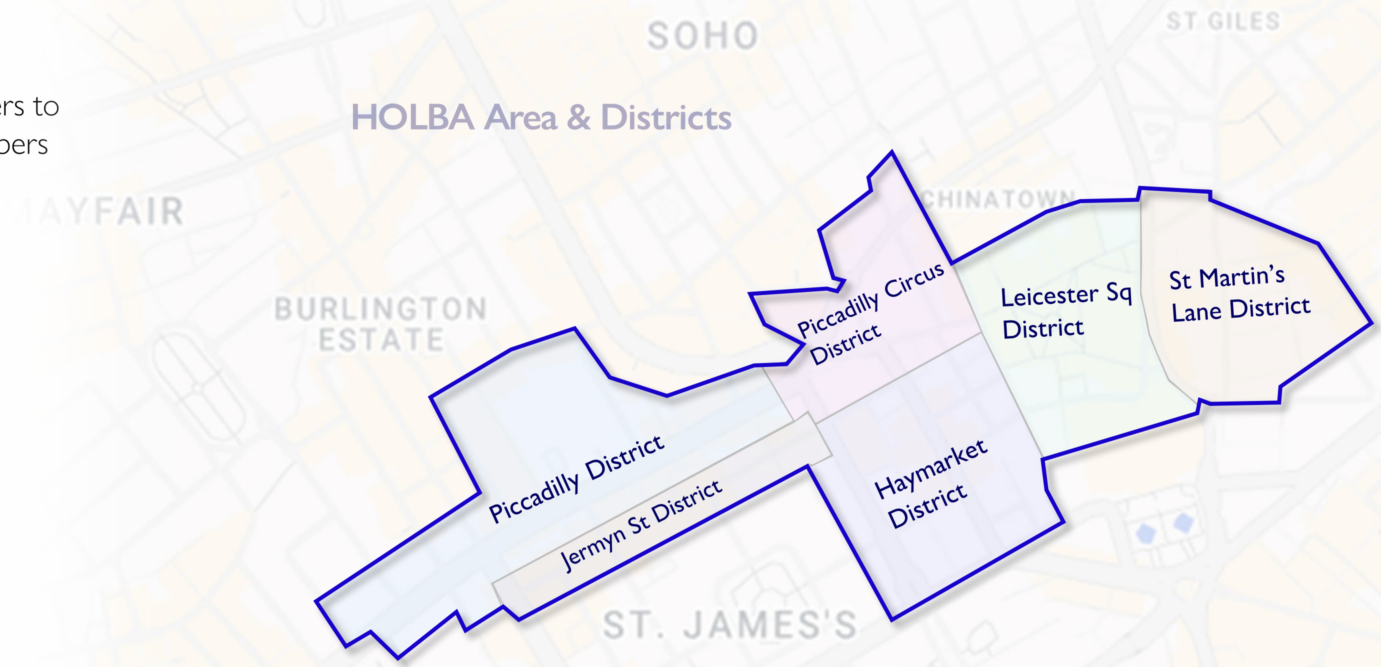
Heart of London Business Alliance (HOLBA) has partnered with Colliers to provide data and insights on visitors to the HOL area to support members and HOLBA management with trading and strategic decision making.

This monthly report provides key insights from the preceding calendar month, including information about:

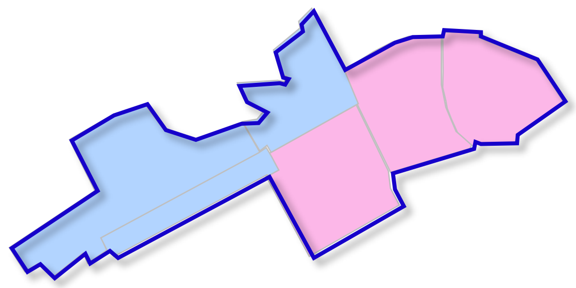
- Visitor footfall & profile
- Visitor behaviour
- Visitor catchment
- TfL station usage
- Spend performance

Raw visitor data is sourced from Huq, a leading mobility data provider using mobile phone movements to provide near real-time data on consumer activity across the world.

HOLBA Area & Districts



Districts | West vs. East



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EXECUTIVE SUMMARY
July 2025

INCREASE IN VISIT VOLUMES DRIVEN BY EVENTS THROUGHOUT JULY INCLUDING PRIDE IN LONDON
The Heart of London (HOL) area experienced strong performance Month-on-Month (MoM) (+25%) and Year-on-Year (YoY) (+3%) in July, impacted by various weekend events. Saturday 5th saw visits 21% ahead of an average Saturday, coinciding with 'Pride in London' and 'BST Hyde Park'.

STRONG INTERNATIONAL PERFORMANCE IN JULY DESPITE DECLINE IN US VISITORS
July saw an increased share of international visitors – accounting for an additional 5% of HOL visitors vs. previous month. This was driven by a continued increase in European visitors (+14% MoM). There also was a MoM decline in the share of American visitors, likely influenced by a weakening dollar impacting the cost of overseas travel, alongside 4th July celebrations changing holiday behaviours.

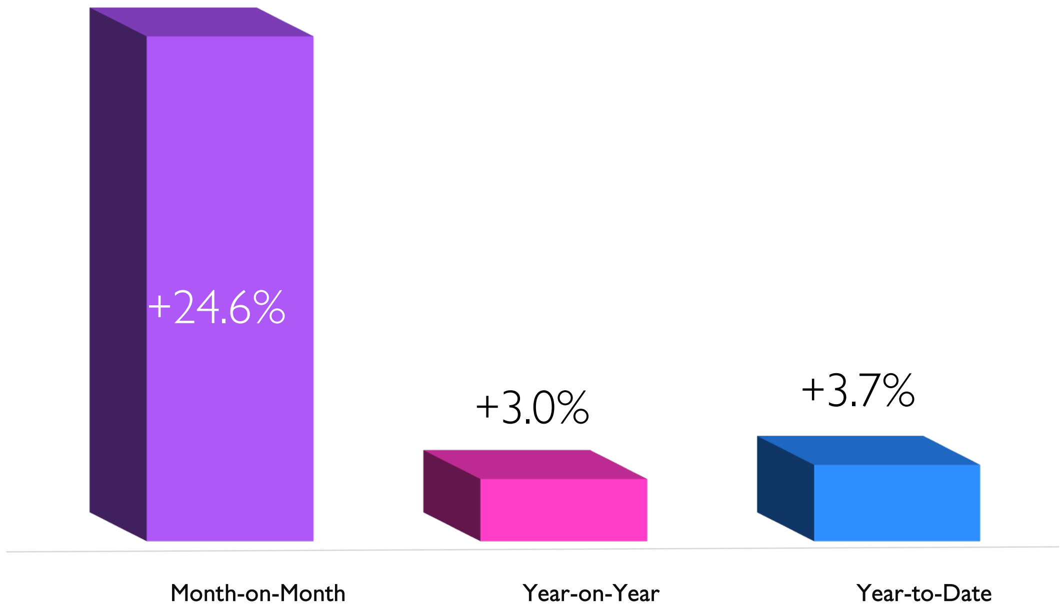
CONSIDERABLE CROSS-VISITATION BETWEEN DISTRICTS IN JULY
Increased social visits in July, due to weekend events and the start of the school summer holidays, led to greater cross-visitation between HOL area districts. Domestic visitors saw the highest increase in cross-visitation, (+7% MoM) visiting 1.62 districts per trip on average. International visitors saw less growth, due to less change in existing visit behaviours, visiting 1.82 districts per trip on average.

GREATER SPEND & VISITS CAPTURED IN APRIL ACROSS Q1 2025 (APR-JUN)
The timing of Easter school holidays throughout April influenced visit and spend behaviours, with two-week Easter holidays capturing highest share of visit and spend across Q1 – visits up 20% during Weeks 15 & 16 vs. Q1 average, while spend was up 4%.

SUMMARY - VISIT VOLUMES

July 2025

Strong growth MoM in July **(+24.6%)** with a range of events drawing visitors to the West End, incl. Pride in London, and the start of school summer holidays



Further visit performance detail on Pages 12 – 15

MoM = month-on-month | YoY = year-on-year

SUMMARY - VISIT DWELL

July 2025

Visitors typically spent **2 hrs 15** mins in the HOL area, up **+26 mins** year-on-year

+26 mins
YoY

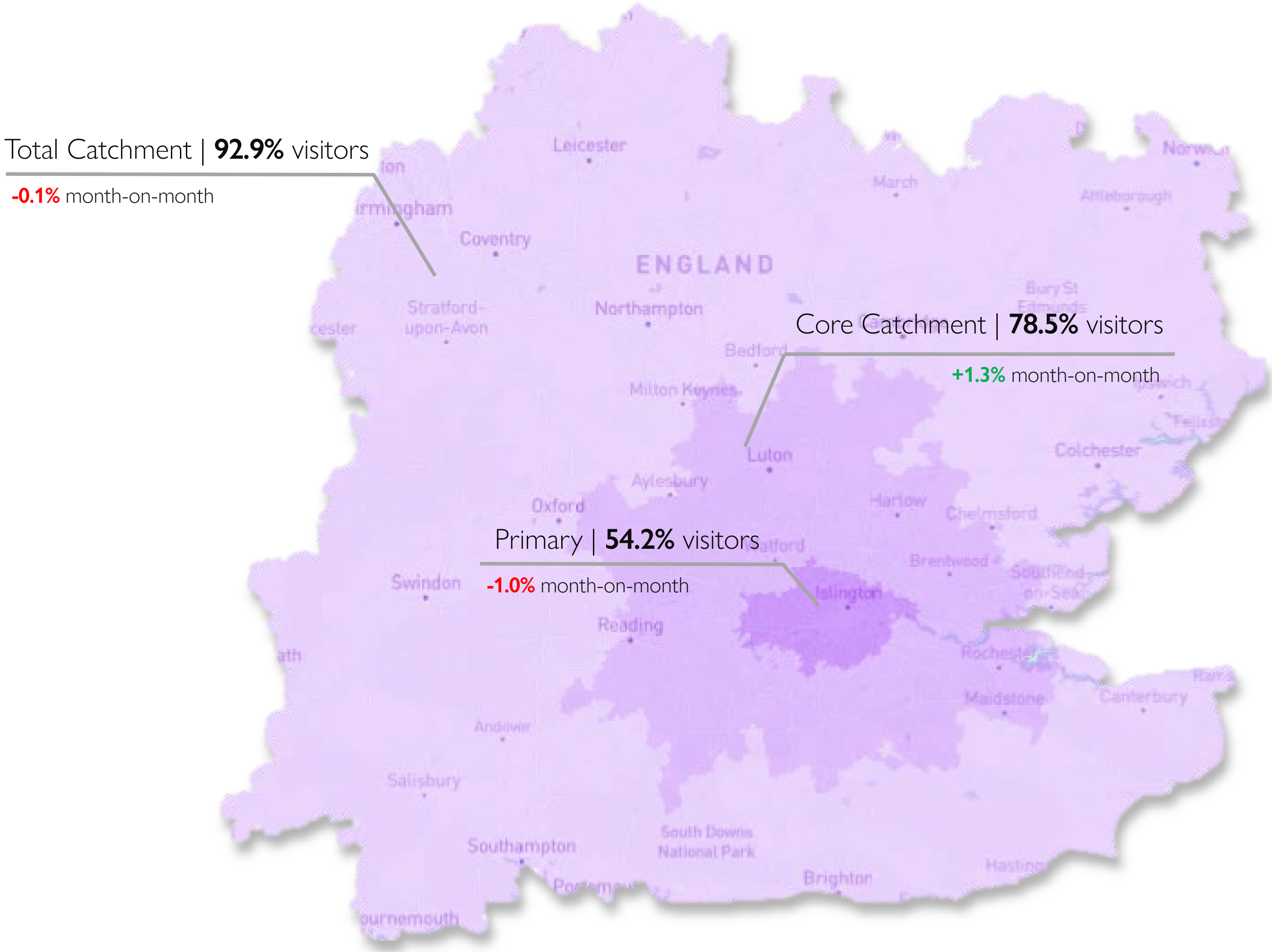
-6 mins vs.
2025 YtD
average

Further dwell performance detail on Page 28

SUMMARY - DOMESTIC VISITOR ORIGIN

July 2025

78.5% of visits from Core Catchment, up **1.3%** MoM, despite **1.0%** decline in Primary catchment reflecting increased visitors from areas surrounding London

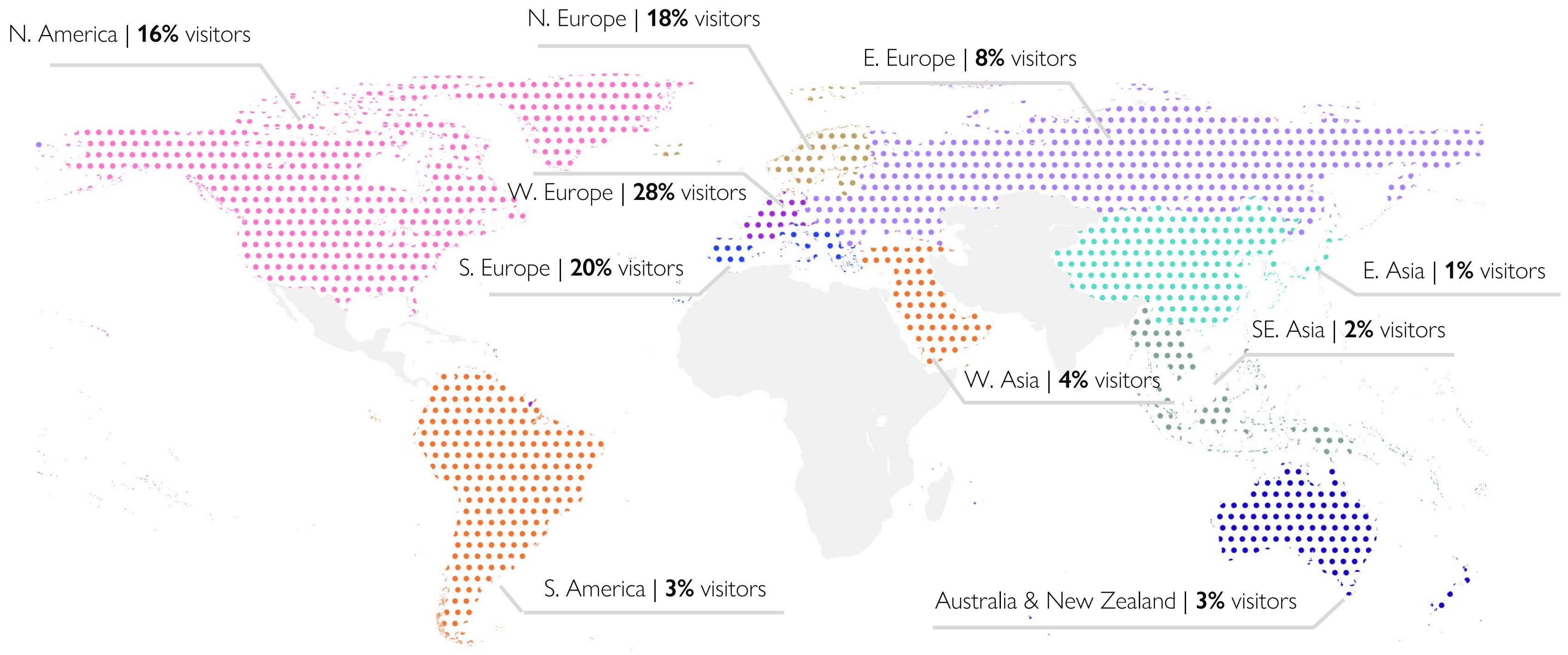


Further catchment performance detail on Pages 16 - 18

SUMMARY - INTERNATIONAL VISITATION
July 2025

16.5% of total visitors were from outside the UK, up **4.9%** MoM, with **74%** of international visitors from **Europe**.

Share of International Visits (%)



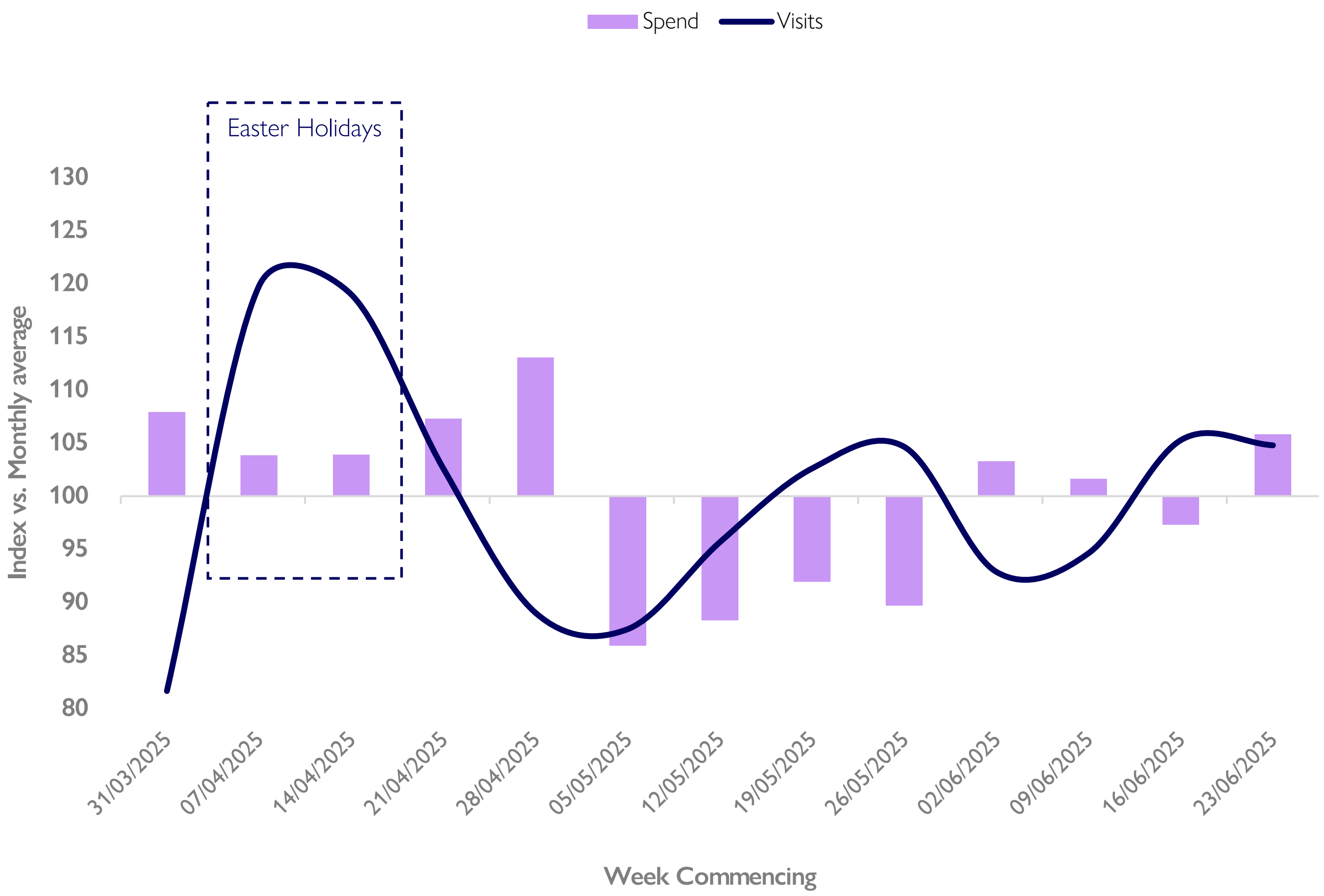
Further international performance detail on Pages 19 - 20

VISIT & SPEND PERFORMANCE

Q1 2025 | April - June

Variation in spend & visit throughout Q1, with **~20%** uplift in visits during Easter school holidays and **4%** uplift in spend vs. quarterly average

HOL Area | Weekly Spend vs. Visit Index



Further spend performance detail on Pages 37 - 43

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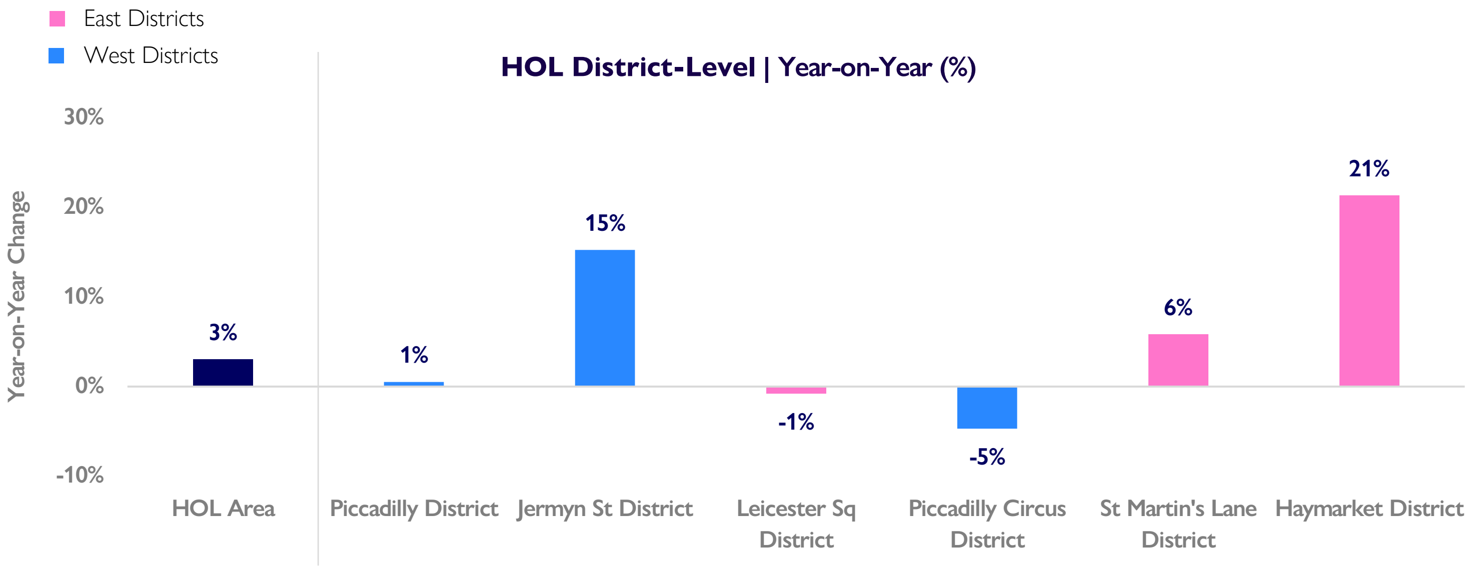
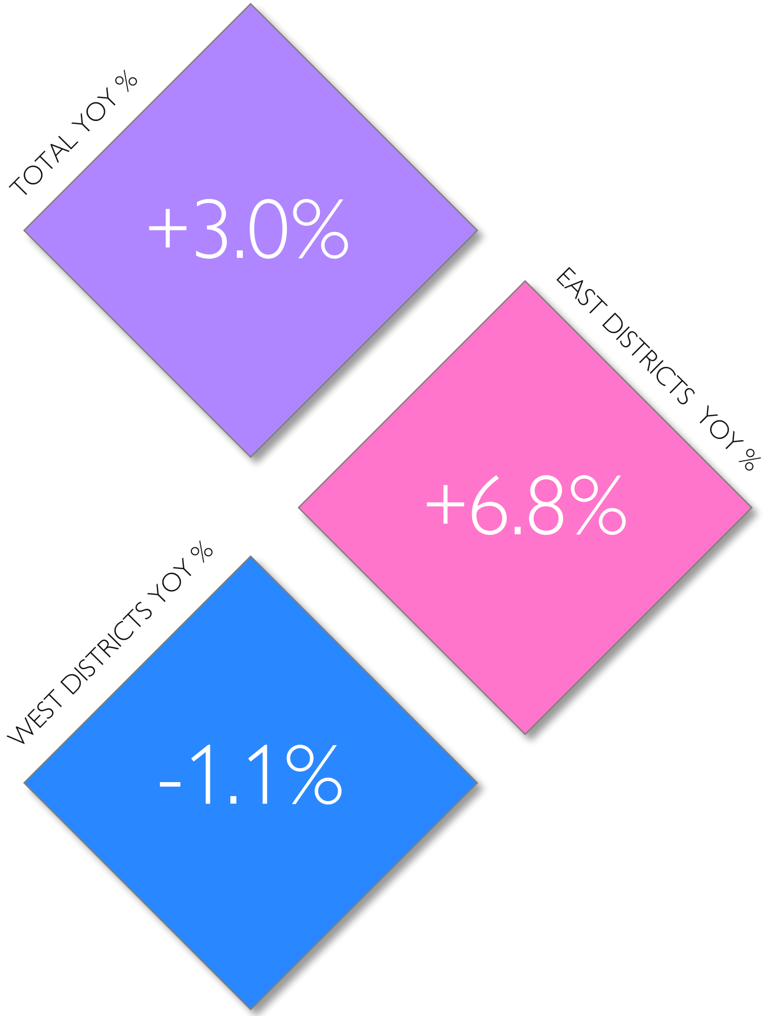
VISIT VOLUMES UP +3.0% YOY, WITH STRONG PERFORMANCE ACROSS TOURIST-LED DISTRICTS

- Visits up 3.0% YoY, with strongest uplift seen across Haymarket District (+21%).
- In contrast to last month, strong YoY performance was seen across tourist-led eastern districts (+6.8%), representing various social events across HOL area, while worker-led districts saw slight decline (-1.1%).

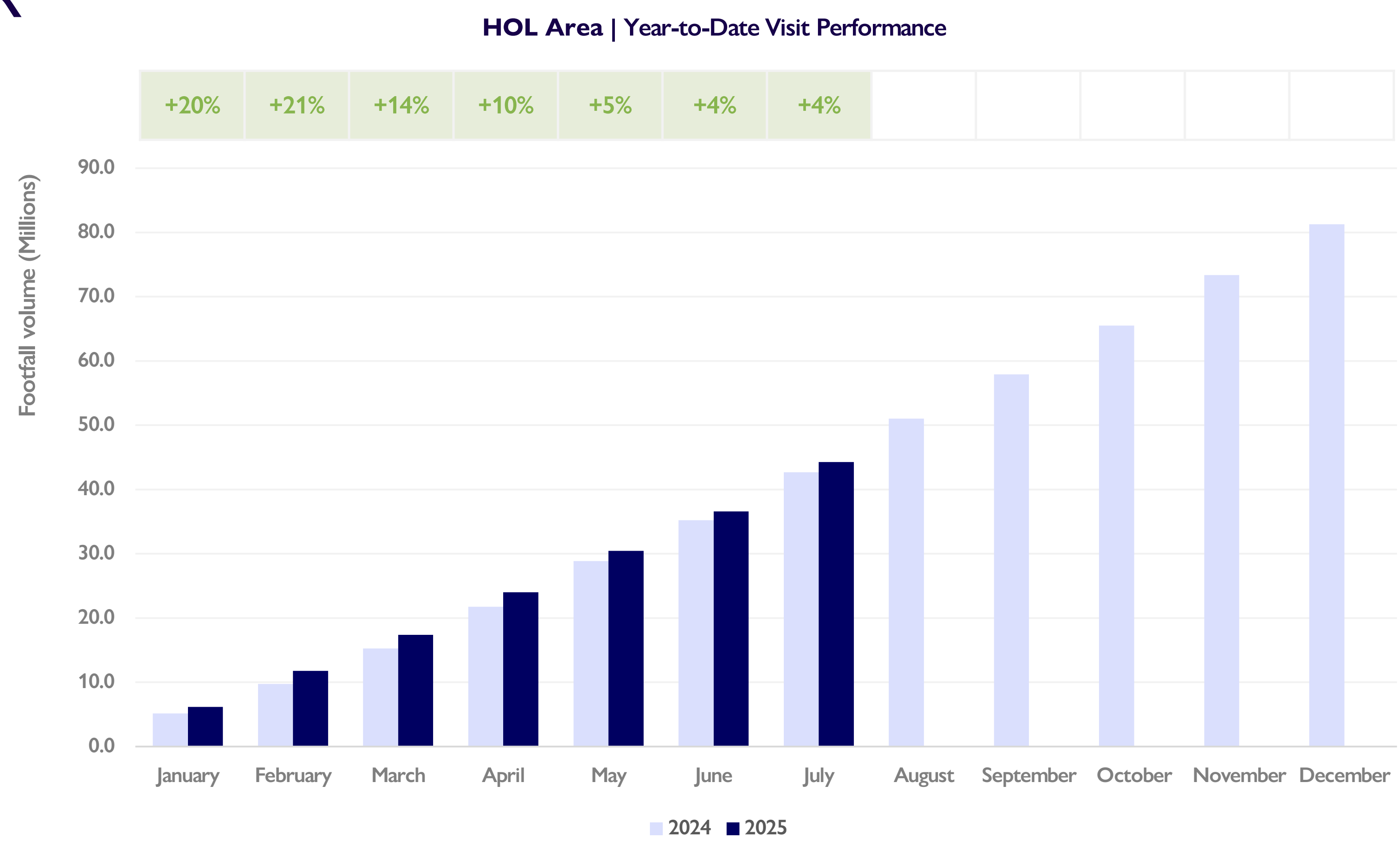




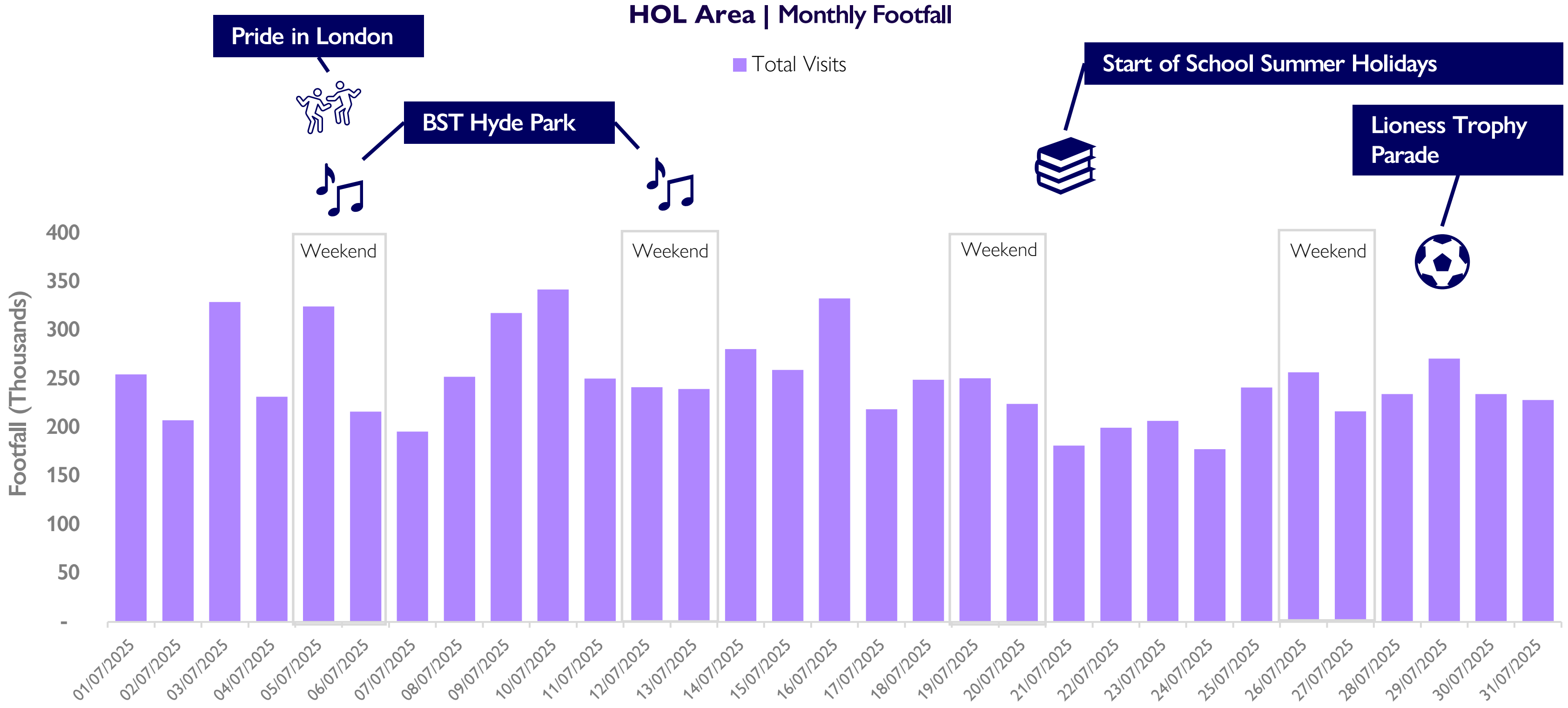
Eastern Districts include St Martin's Lane, Leicester Sq, Haymarket District

JULY'S YEAR-ON-YEAR PERFORMANCE CONSISTENT WITH GROWTH RATE SEEN YEAR-TO-DATE, VISITS UP 4% VS. SAME PERIOD LAST YEAR

- July's YoY increase (+3%) in-line with trends seen YtD.
- YtD visits are up 4% vs. 2024, showing continued strong performance vs. same period last year.



VISIT PERFORMANCE ACROSS HOL AREA INFLUENCED BY EVENTS, WITH SATURDAY 5TH JULY +21% AHEAD OF AVERAGE SATURDAY



	Week 27	Week 28	Week 29	Week 30	Week 31
Avg. Daily Visits	260,888	262,981	259,589	211,718	242,166
Avg. Daily Temps.	21.2°C	21.5°C	20.7°C	19.3°C	19.3°C

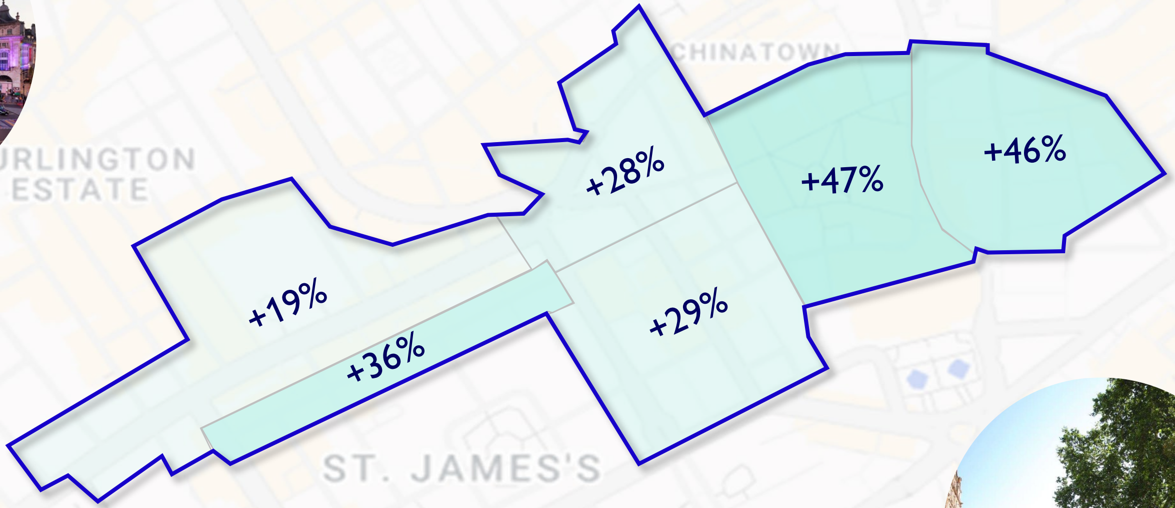
- Visits to HOL area impacted by various events throughout July, attracting social visitors to the area.
- Saturday 5th July saw visits up 21% vs. average Saturday in July, coinciding with the Pride in London parade throughout the West End, alongside BST Hyde Park.
- England Lionesses' trophy parade along the Mall on Tuesday 29th July also contributed to uplift in visits across HOL area, with visits up 10% vs. average Tuesday in July, despite Week 31 average daily visits being 2% below July's average.

ALL DISTRICTS EXPERIENCED STRONG GROWTH MONTH-ON-MONTH, WITH HIGHEST UPLIFT IN LEICESTER SQUARE

HOL AREA

+25%

MoM



- All HOL area districts experienced a significant MoM increase, following drop in performance in June.
- Leicester Sq district saw greatest MoM increase (**+47%**), coinciding with hosting stage performances during Pride in London event.
- Jermyn St District also benefited from an uplift due to Pride in London, with a Grandstand situated nearby on Piccadilly.

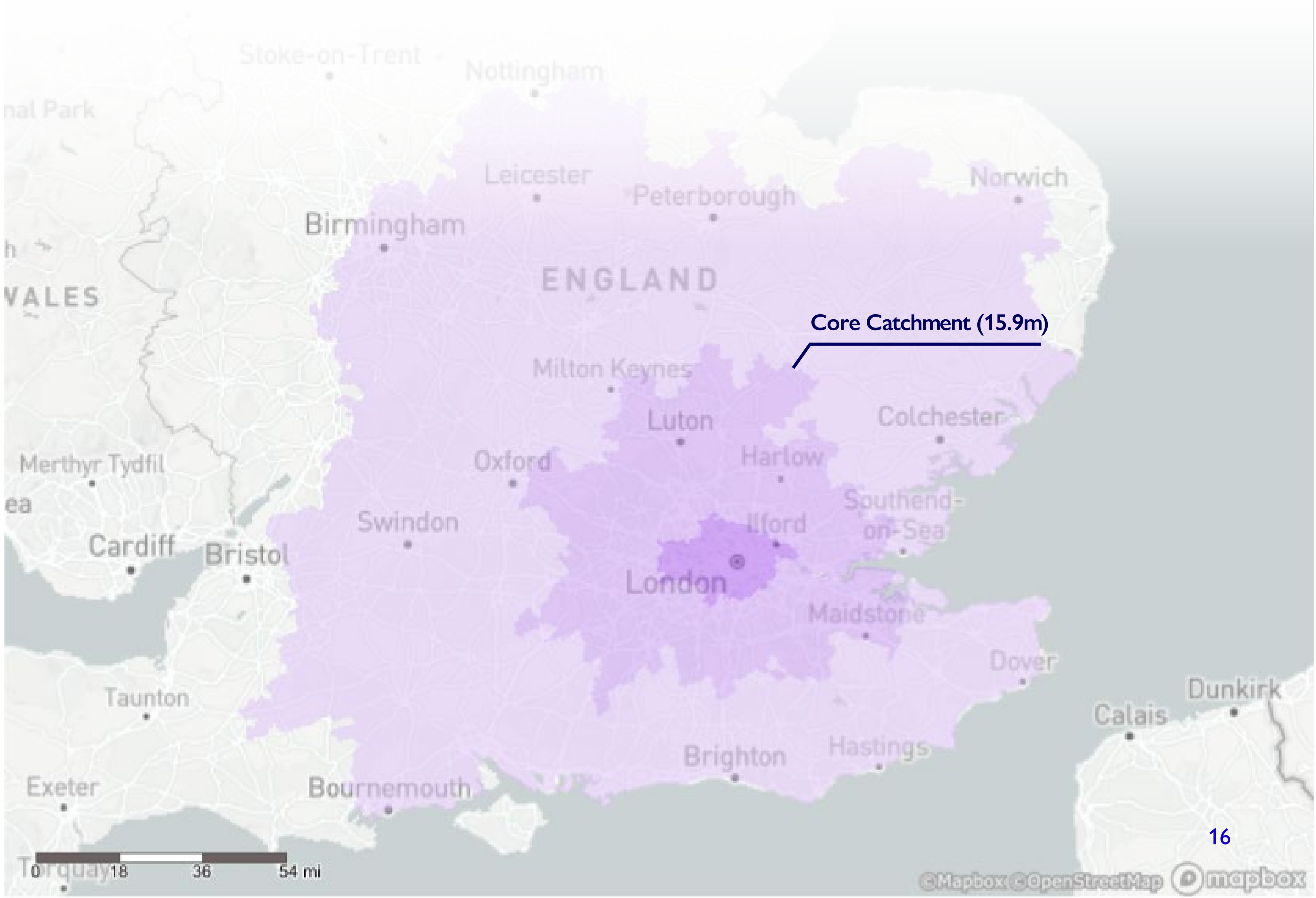
15.9M PEOPLE IN HOL AREA'S DOMESTIC CORE CATCHMENT

15.9m core catchment population

32.0m total catchment population

Catchment Band	Population (millions)
Primary	6.9m
Secondary	8.9m
Core Catchment *(75% of visitors)*	**15.9m**
Tertiary	16.2m
Total Catchment *(90% of visitors)*	**32.0m**

Catchment defined from FY24 (April 24 – Mar 25) visitor behaviour

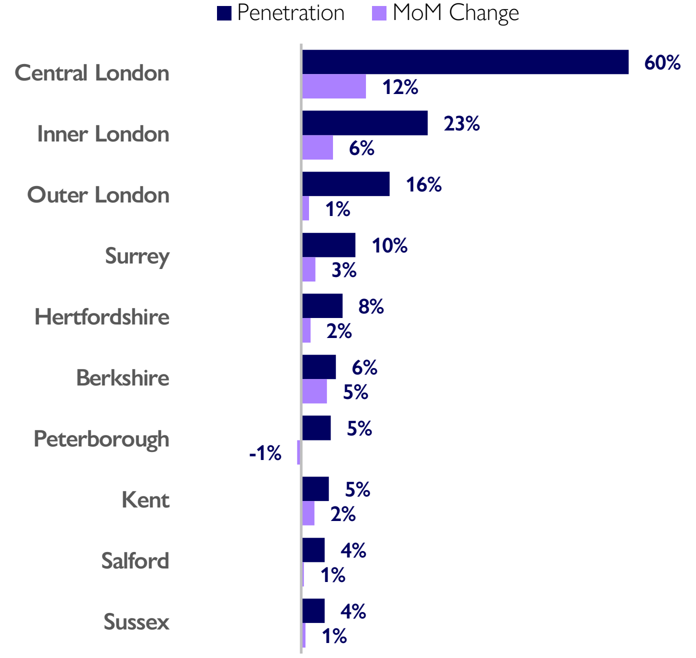


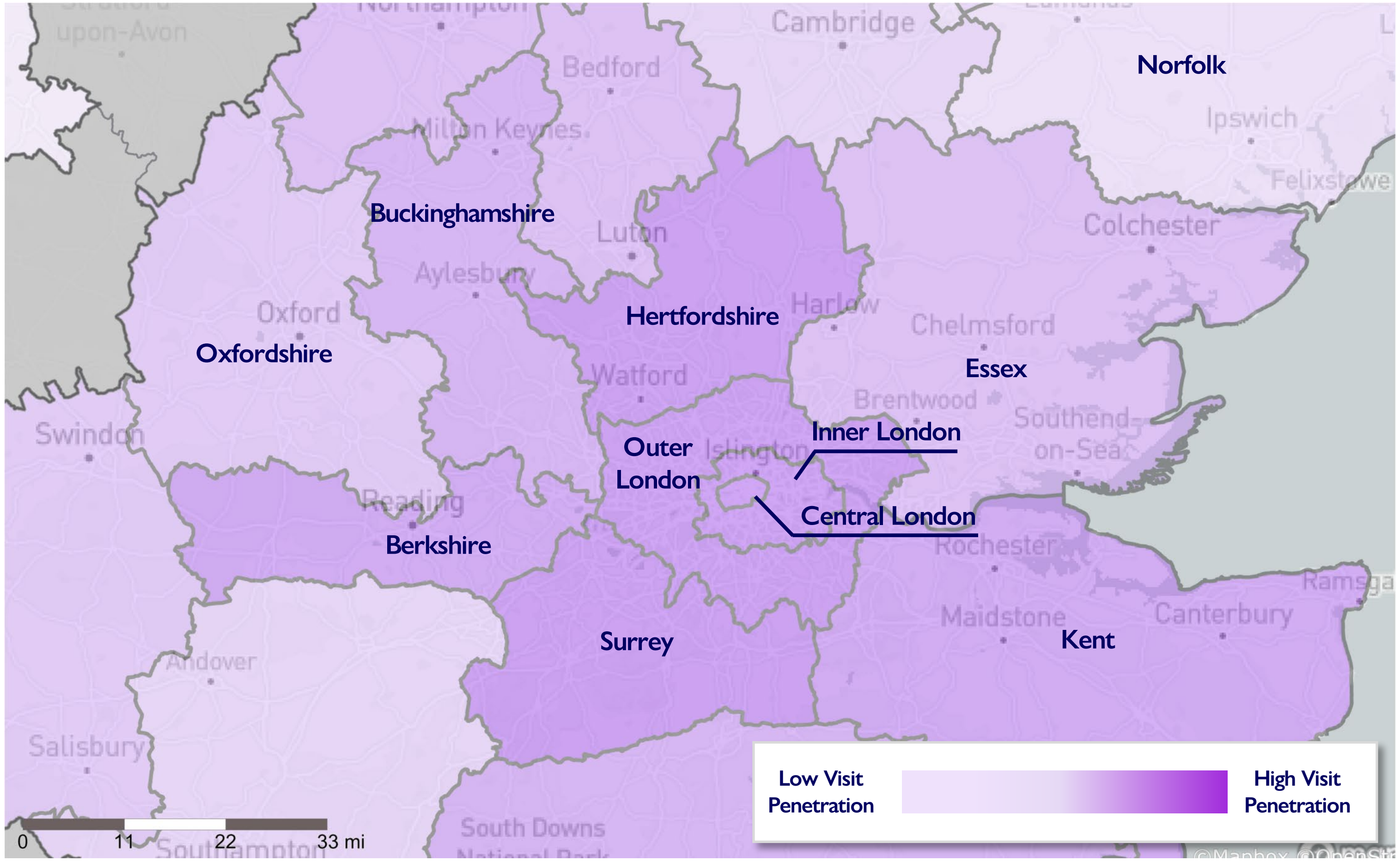
HIGH VISIT PENETRATION FROM CENTRAL LONDON, SEEING SIGNIFICANT GROWTH MONTH-ON-MONTH

60% of visitors from Central London

+12% increased **penetration** from Central London MoM

Visit Penetration | Top 10 Counties



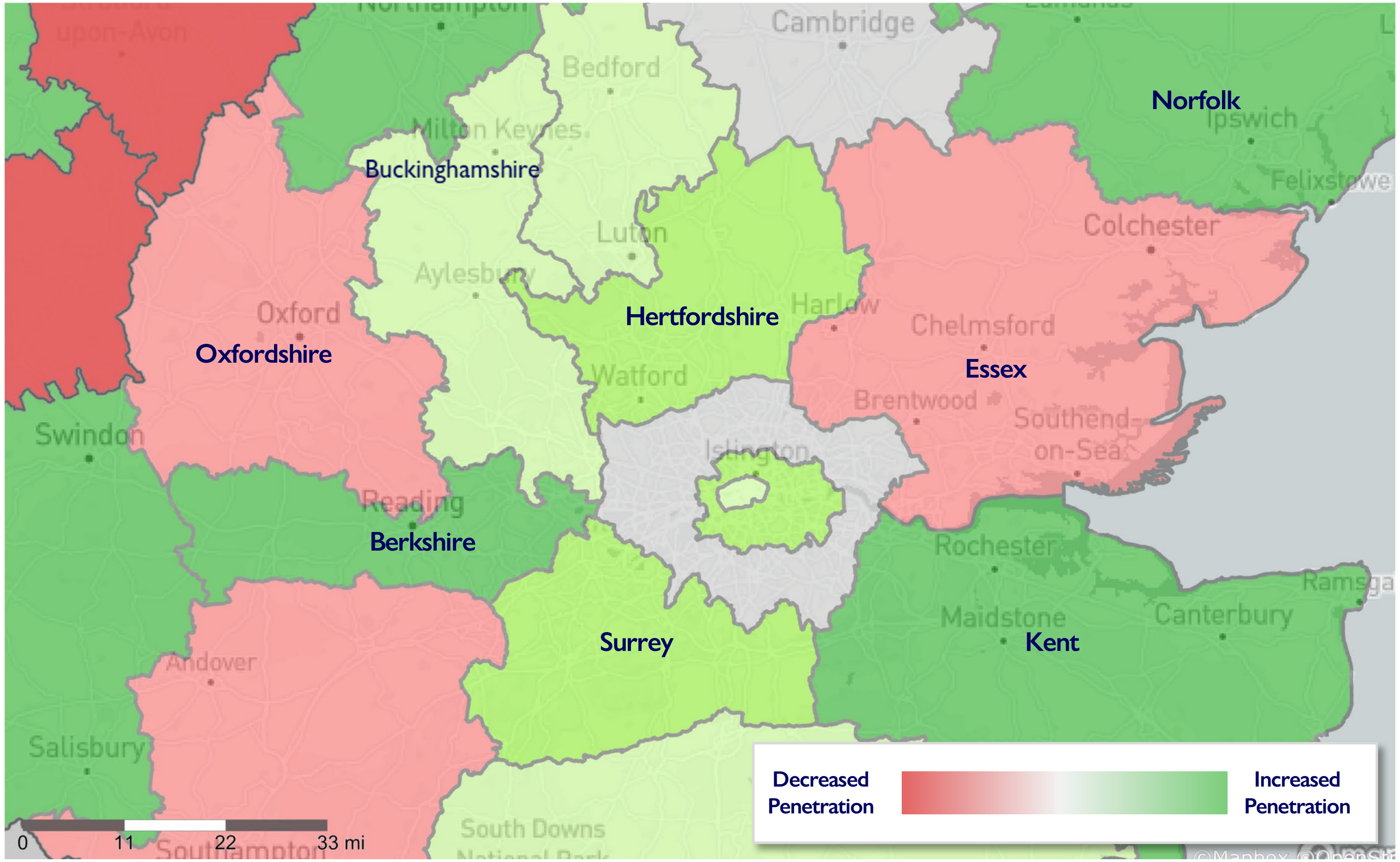


Penetration refers to % of population from a zone that visits HOL area

INCREASED SHARE OF VISITS FROM AREAS SURROUNDING LONDON (SECONDARY CATCHMENT) IN JULY

- Total HOL catchment saw consistent performance MoM (-0.1% share of visits) with **+1.3%** uplift in share of visits from core catchment.
- Despite central & inner London seeing increased penetration, areas within the secondary catchment saw a greater rate of growth, seeing **+2.3%** increase in share of visits vs. June.

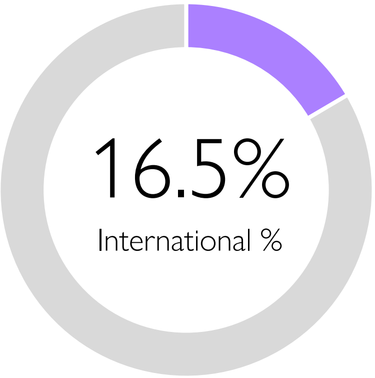
Catchment Band	July-25 Visit %	Percentage Point change vs. previous month
Primary	54.2%	-1.0%
Secondary	24.3%	+2.3%
Core Catchment *(75% of visitors)*	**78.5%**	**+1.3%**
Tertiary	14.4%	-1.4%
Total Catchment *(90% of visitors)*	**92.9%**	**-0.1%**
Pull-In	7.1%	+0.1%



See catchment area map on page 16

Penetration refers to % of population from a zone that visits HOL area

+5.7% YEAR-ON-YEAR INCREASE IN SHARE OF INTERNATIONAL VISITORS, REPRESENTING 16.5% OF TOTAL HOL VISITS IN JULY



+4.9%
MoM

+5.7%
YoY

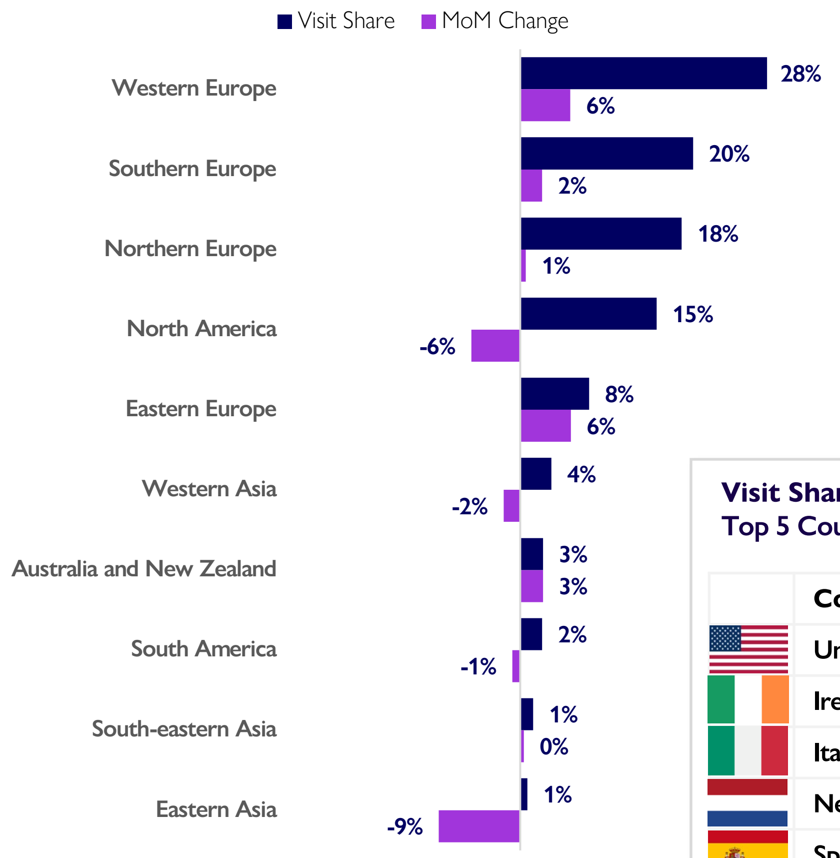
- International visitors contributed **16.5%** of total visitors to HOL area in July – 5.7% increase YoY.
- Growth in international share of visitors MoM, representing the impact of the start of summer holidays.
- All districts experienced growth MoM & YoY in July, with most districts capturing a higher share of international visitors than total HOL Area, representing high cross-visitation from international visitors exploring multiple districts on their trip.

Area	International Mix (%)	Month-on-Month	Year-on-Year
HOL Area	**16.5%**	**+4.9%**	**+5.7%**
Piccadilly District	14.1%	+2.9%	+4.5%
Jermyn St District	16.9%	+3.3%	+5.1%
Leicester Sq District	19.0%	+5.5%	+5.0%
Piccadilly Circus District	19.7%	+4.3%	+5.1%
St Martin’s Lane District	21.2%	+5.8%	+8.0%
Haymarket District	17.1%	+3.0%	+3.5%
Core West End	11.9%	+2.5%	+2.6%

Change in mix is calculated via percentage point change
Please note, as of April 2025 Huq changed their methodology for calculating international visitation. For more info please contact HOLBA

CONTINUED GROWTH IN EUROPEAN VISITORS (+13.8% MOM). DECLINE IN US VISITORS ATTRIBUTED TO A WEAKENING $

Visit Share | Top 10 Regions

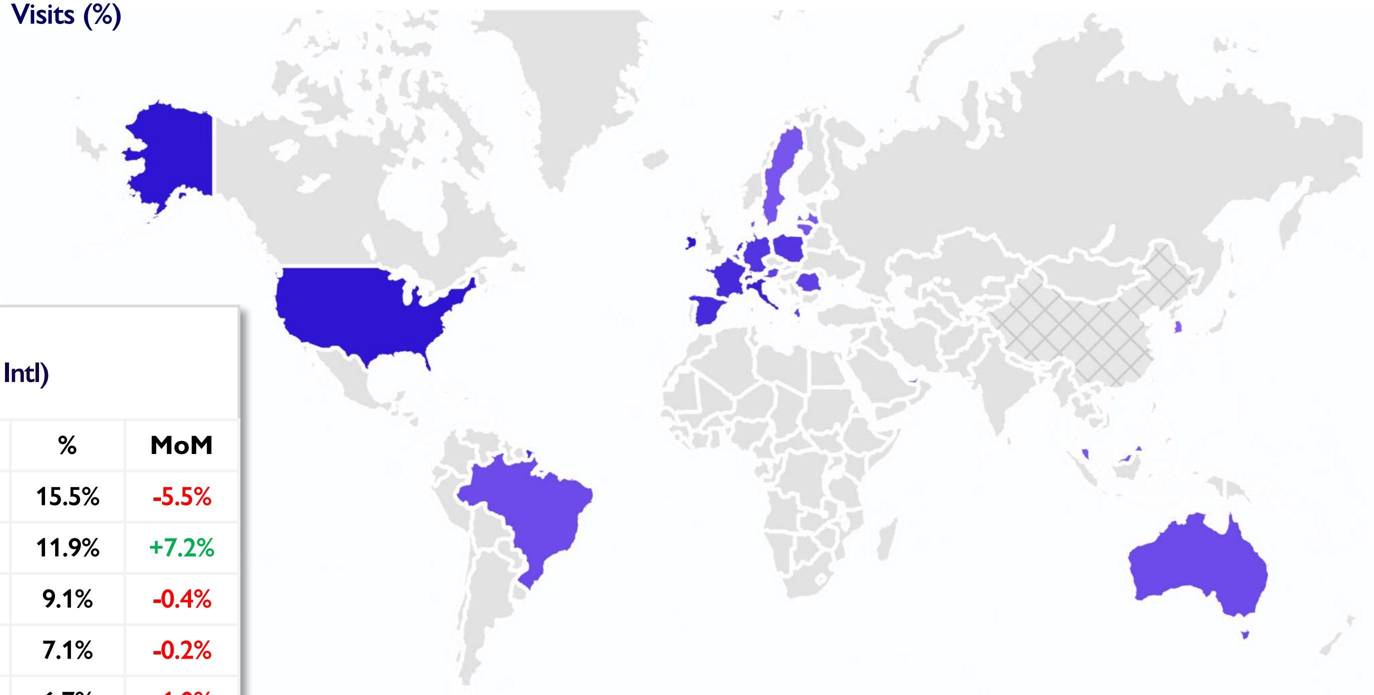


73.7%	Europe
+13.8% MoM	+13.9% YoY

16.0%	N. America
-5.5% MoM	-0.5% YoY

3.5%	Middle East
-1.9% MoM	-4.9% YoY

Share of International Visits (%)



Visit Share
Top 5 Countries (% of Intl)

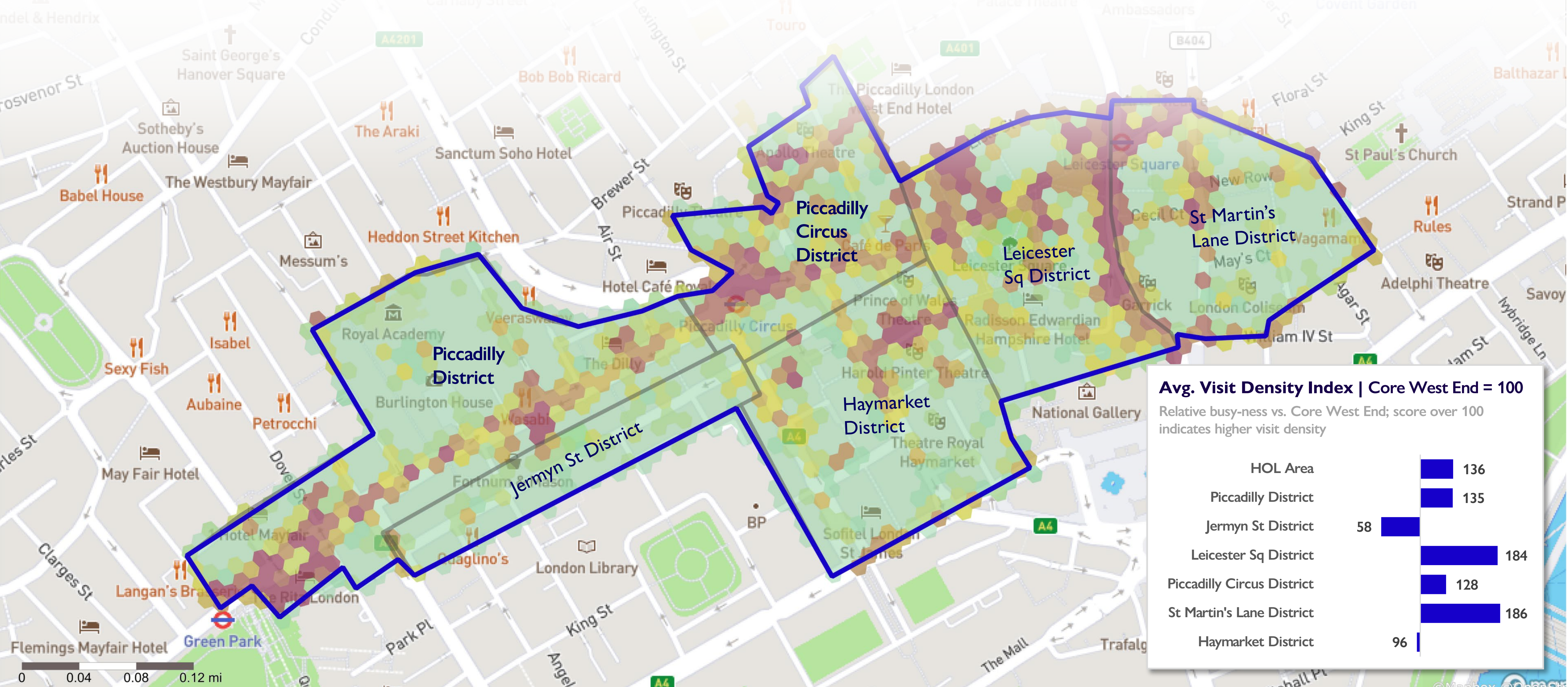
Country	%	MoM
United States	15.5%	-5.5%
Ireland	11.9%	+7.2%
Italy	9.1%	-0.4%
Netherlands	7.1%	-0.2%
Spain	6.7%	-1.0%

International data unavailable for China

Change in mix is calculated via percentage point change

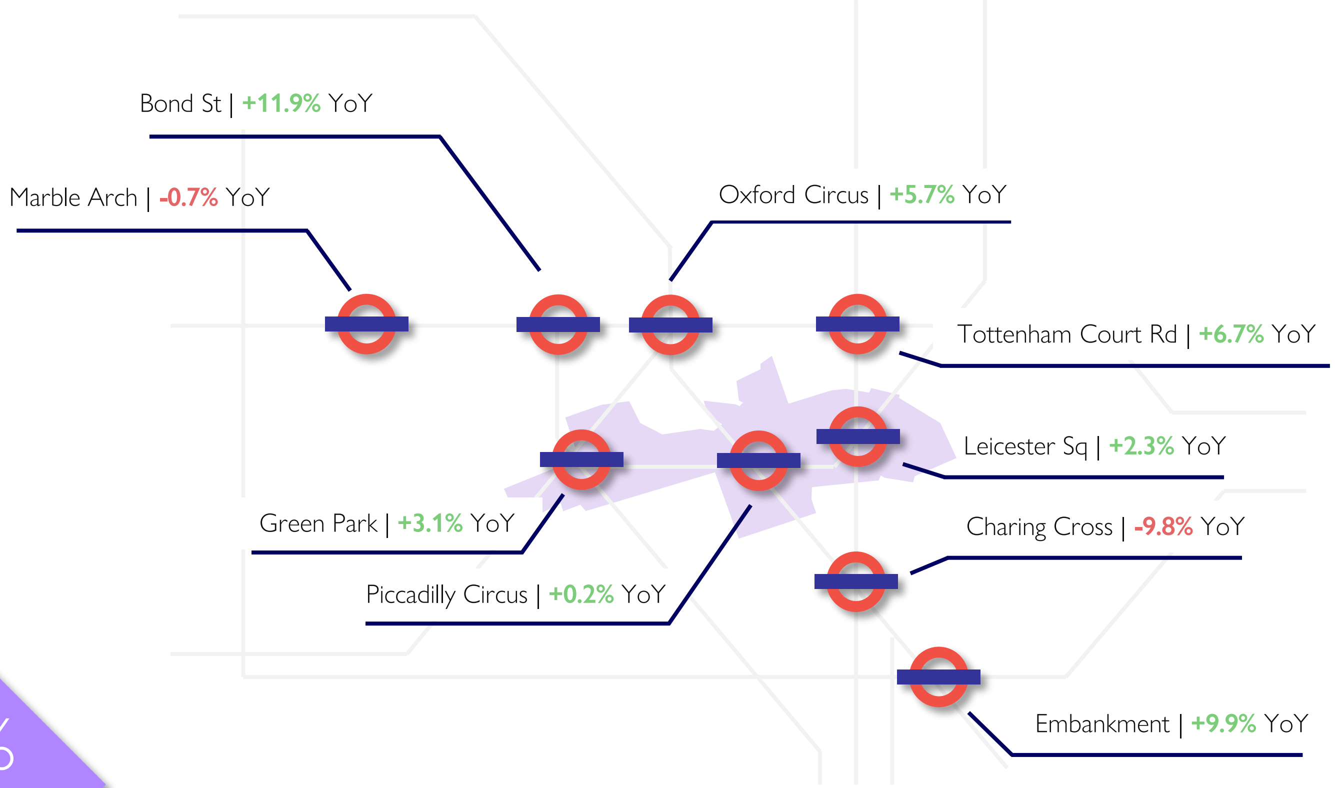
Please note, as of April 2025 Huq changed their methodology for calculating international visitation. For more info please contact HOLBA

PEAK VISIT DENSITY ACROSS ST MARTIN'S LANE & LEICESTER SQ, ~1.85 TIMES GREATER THAN CORE WEST END AVERAGE



GROWTH IN OVERALL STATION USAGE AROUND HOL AREA MONTH-ON-MONTH (+12%) AND YEAR-ON-YEAR (+2%)

- TfL station usage in the HOL area increased **2%** YoY, following wider trends from other stations across the West End.
- Growth across all three stations within HOL area – Green Park saw highest YoY increase (**3.1%**).
- Increase in station usage YoY inline with growth of footfall volumes across same period.



Growth in usage from stations within HOL area in July 2025 vs. July 2024[1]

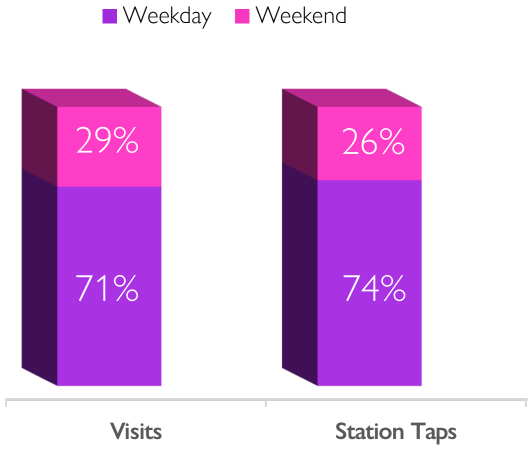
+2.0%
YoY

[1] Stations within HOL Area: Leicester Sq, Piccadilly Circus, Green Park
Source: Transport for London

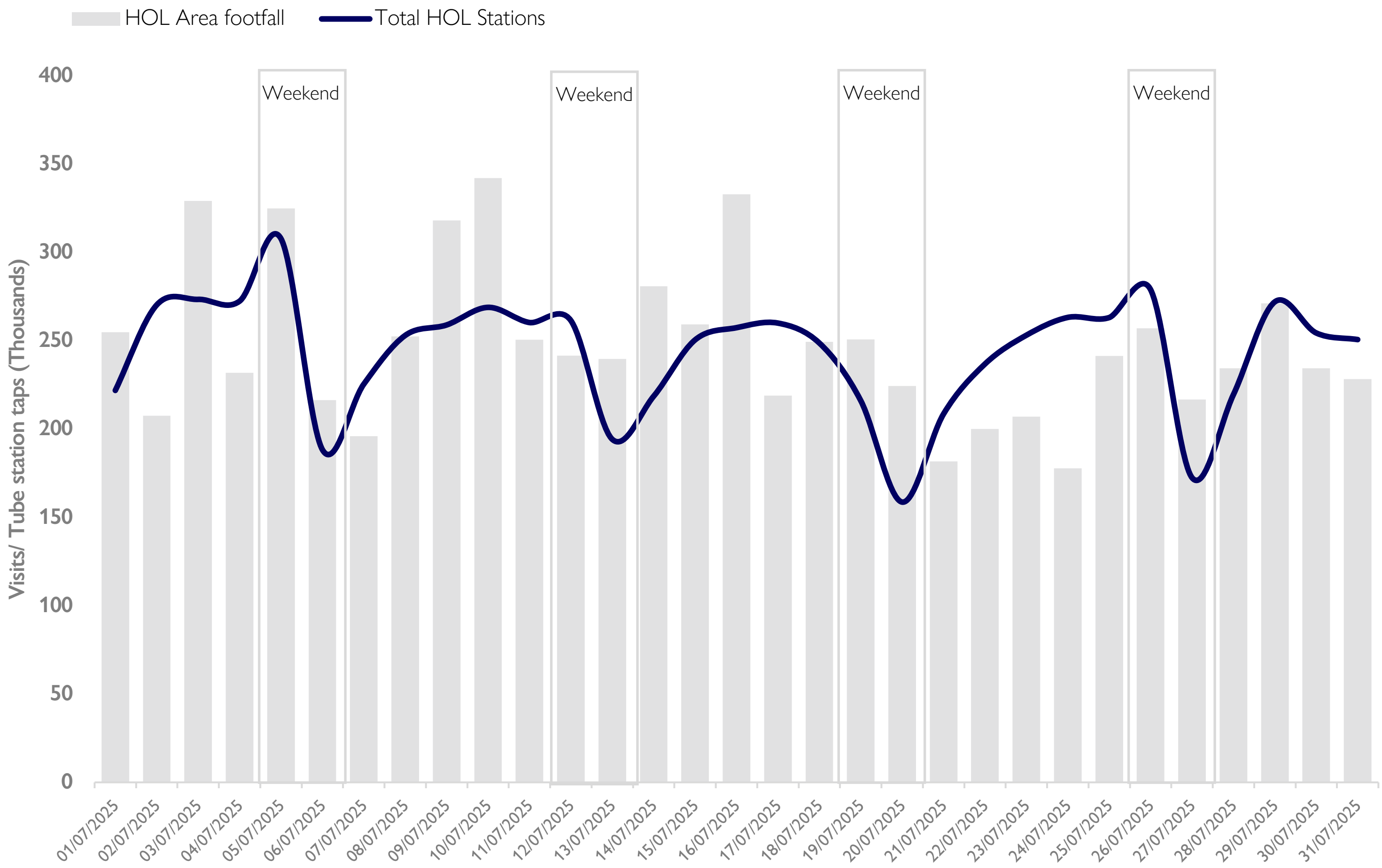
ALIGNMENT BETWEEN STATION USAGE & VISITS TO HOL AREA

- Weekday and weekend visit trends continue to align closely with station usage.
- Station usage saw greater weekday-bias, representing impact of workers, and weekend social visitors more likely to explore the area on foot.
- Peak station usage on Saturday 5th July – driven by events across the West End including Pride in London & BST Hyde Park.

Visit & TfL Usage | Weekday vs Weekend



Footfall vs. TfL Usage | July 2025



[1] Stations within HOL Area: Leicester Sq, Piccadilly Circus, Green Park

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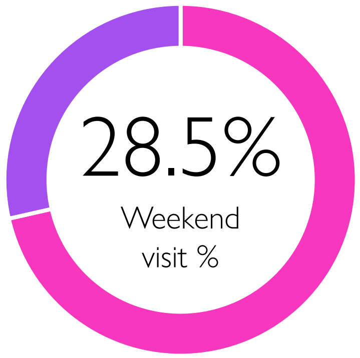
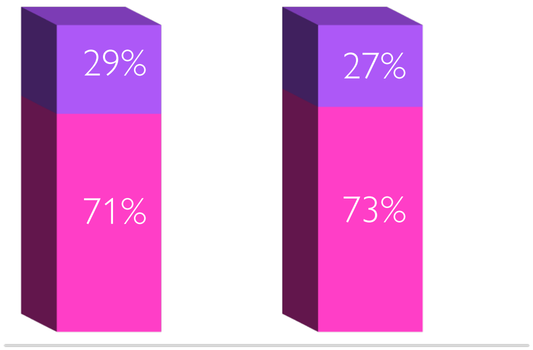
28.5% OF VISITORS CAPTURED ON WEEKENDS, WITH VARIATIONS BETWEEN DISTRICTS

HOL Area | Weekday vs Weekend

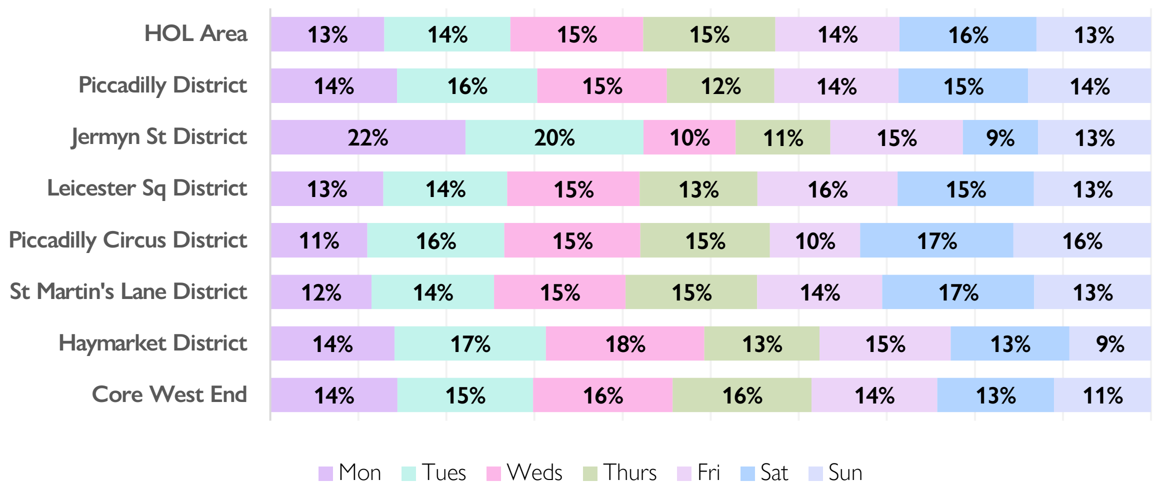


Visitor Origin | Weekday vs Weekend

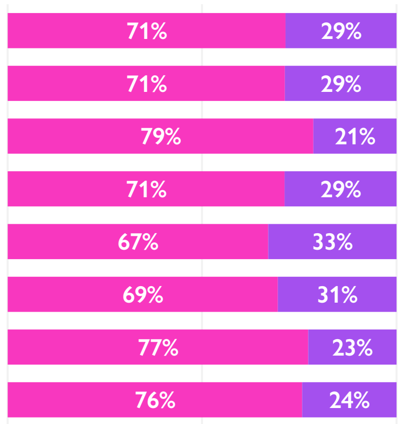


- 28.5% of visits in the HOL area took place over weekends, with a slight shift MoM (+1.7%) due to weekend events through July, e.g. Pride in London.
- Picadilly Circus District & St Martin's Lane District most evenly distributed across the entire week, with 33% and 31% weekend visits respectively, while Jermyn St saw greatest weekday bias (79%).
- Domestic and international visitors showed similar weekday-weekend visit distribution throughout July.

Daily Visit Distribution | District-Level

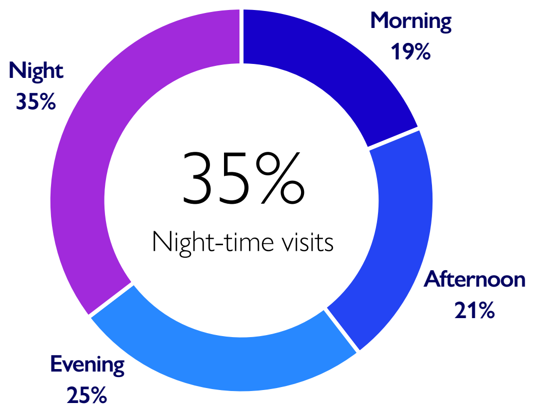


Weekday vs Weekend



35% OF NIGHT-TIME VISITS ACROSS HOL AREA WITH GREATEST SHARE SEEN IN LEISURE-FOCUSSED DISTRICTS

HOL Area | Visitors by Time Band

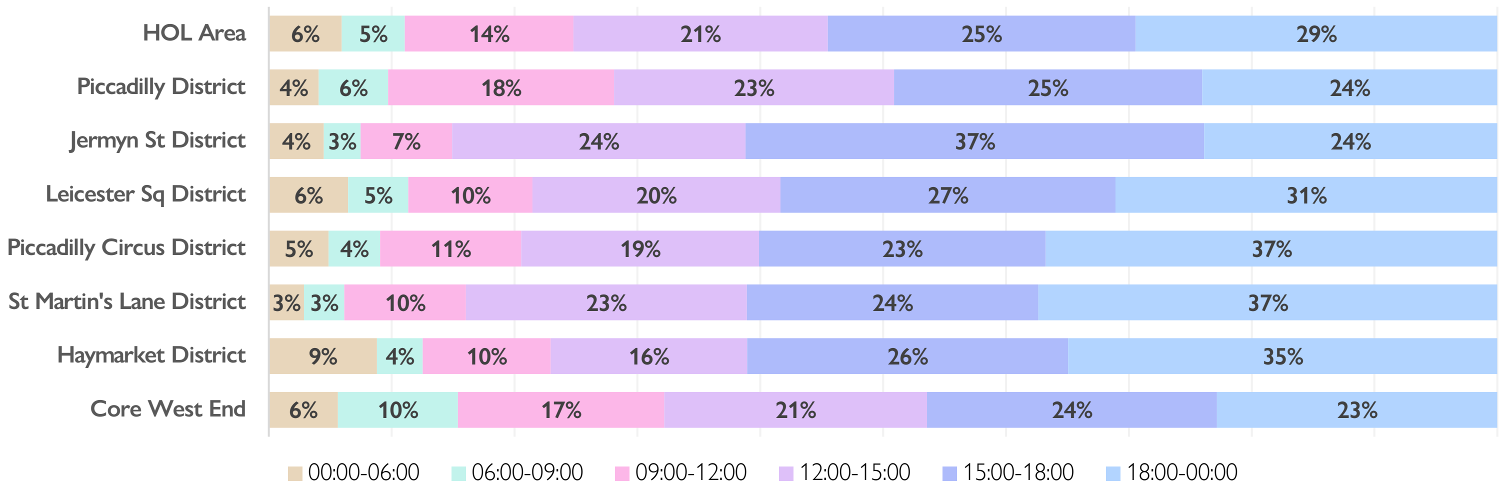


MOM

+4%
share of night-time visits

29%
HOL area visits post-6pm

Hourly Visit Distribution | District-Level

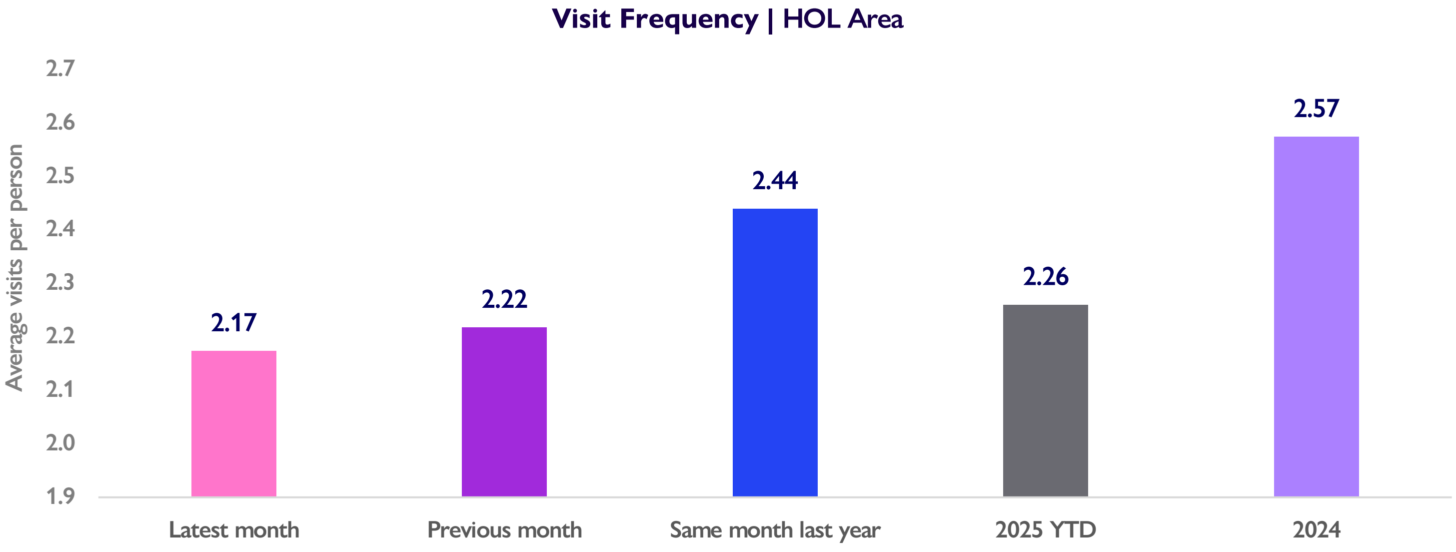


- Growth in post-6pm visits month-on-month (**+4%**), with initial impact of school holidays reducing worker presence and attracting increased social visits.
- Districts that are more leisure-orientated (e.g. St Martin's Lane) saw greatest share of visits after 6pm. 37% of visits to this district happened in the evening (post-6pm).

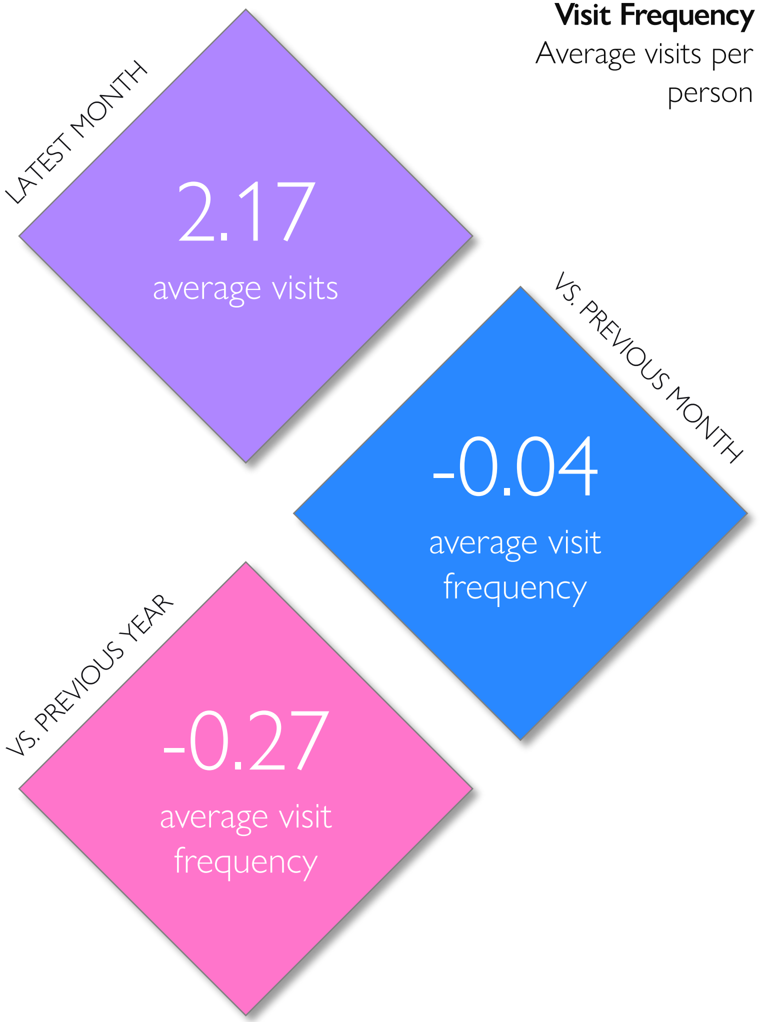
Morning (06:00 – 12:00) | Afternoon (12:00 – 15:00) | Evening (15:00 – 18:00) | Night (18:00 – 06:00)

SLIGHT DECLINE IN VISIT FREQUENCY REPRESENTING INCREASED SOCIAL VISITORS TO HOL AREA IN JULY

- The average visitor visited HOL area 2.17 times during July, down from 2.22 times in June 2025 and down from 2.26 times YtD average.
- Change in frequency further represents the impact of events throughout July, as previously discussed, attracting a less-frequent visitor to HOL area, coupled with the initial impact of school summer holidays reducing worker presence towards the end of the month.



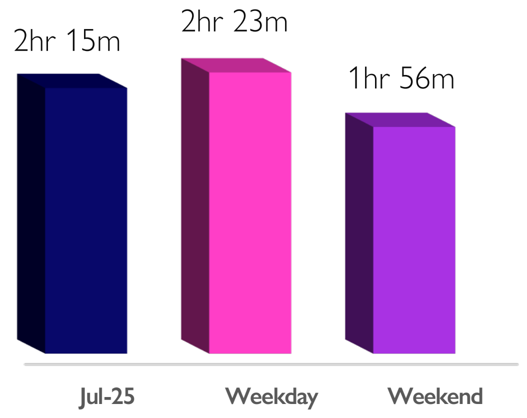
Visit Frequency
Average visits per person



SLIGHT DECLINE IN VISITOR DWELL IN JULY ACROSS HOL AREA REPRESENTING IMPACT OF SCHOOL HOLIDAYS ON WORKER PRESENCE

- Dwell time in July saw slight decline — **down 6 mins** vs. the YtD, and **up 26 mins** vs. July 2024.
- MoM decline in visitor dwell reflects initial impact of school summer holidays reducing worker presence across the area.
- Weekday dwell time averaging **27 mins** more than weekends.

Visit Dwell | Weekday vs Weekend



2hrs 15mins — Latest month average dwell

-12mins MoM

+26 mins YoY

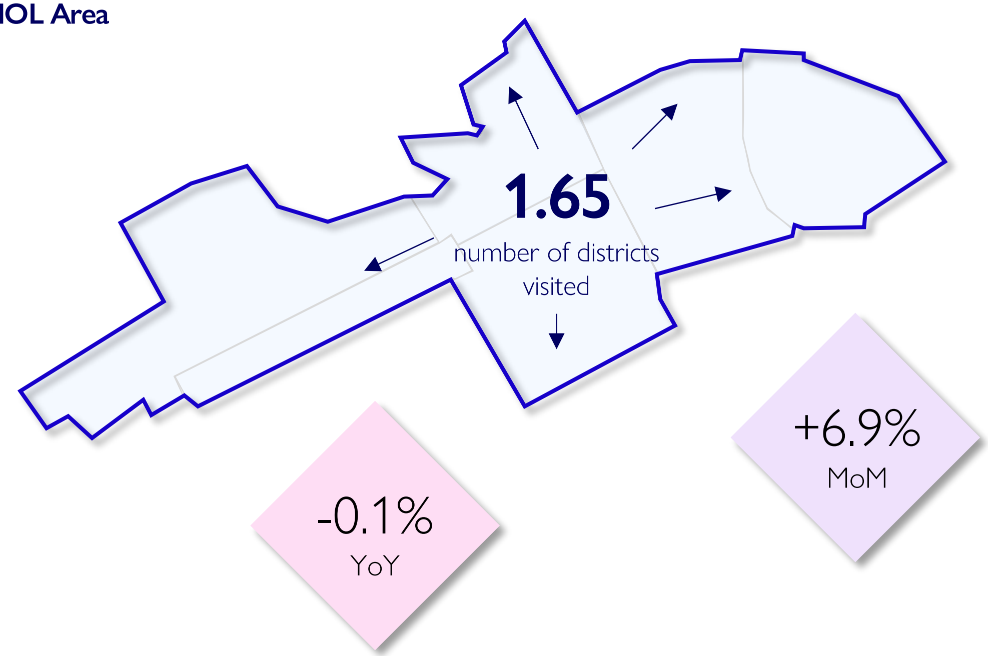
-6mins vs. YtD

Average Dwell | District-Level

	HOL area	Piccadilly District	Jermyn St District	Leicester Sq District	Piccadilly Circus District	St Martin's Lane District	Haymarket District	Core West End
Latest Month	2h 15m	2h 14m	0h 50m	1h 51m	1h 48m	1h 48m	3h 2m	2h 57m

INCREASE IN CROSS-VISITATION ACROSS HOL DISTRICTS IN JULY VS. JUNE

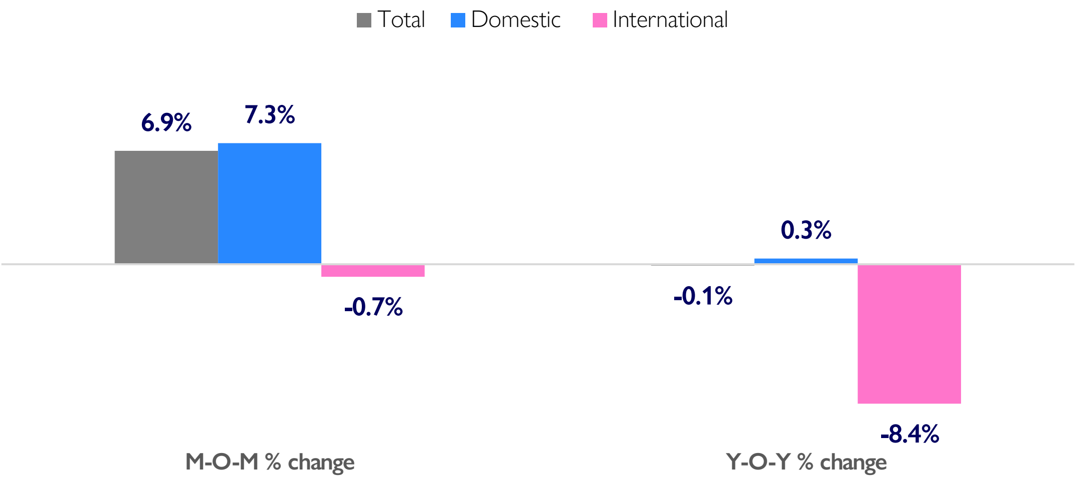
HOL Area



- Cross visitation helps understand the **number of visitors visiting multiple districts per trip** across the HOL area.
- Average visitor to HOL area visited **1.65 districts during their trip** in July 2025.

- Cross-visitation throughout multiple HOL areas were much higher for international visitors (**1.82** districts visited) vs. domestic visitors (**1.62** districts).
- Strong growth in cross-visitation MoM in July, driven by **7.3%** increase in domestic cross-visitation, due to lack of workers and increased social visits for various events encouraging greater exploration of multiple HOL districts.
- International cross-visitation remained more consistent MoM (-0.7%) due to less change in behaviour.

Change in Cross Visitation | HOL Area



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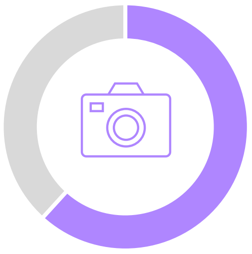
SLIGHT INCREASE IN VISITOR PROFILE MONTH-ON-MONTH IN-LINE WITH EVENTS THROUGHOUT JULY

Visitor

+1% YOY
+1% MOM
62%

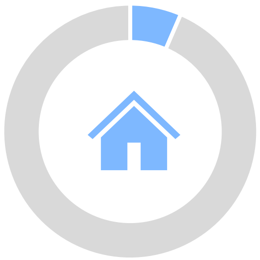


Worker

-1% YOY
0% MOM
32%

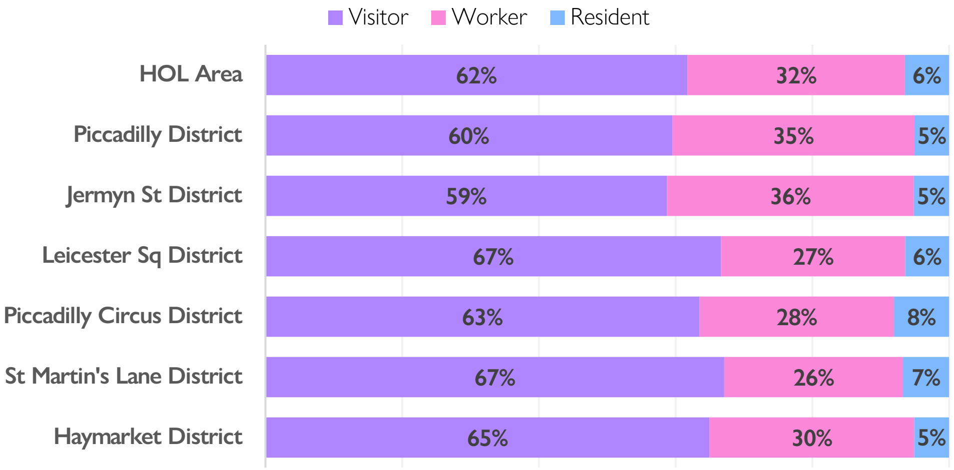
Resident

0% YOY
-1% MOM
6%



- Slight shift in visitor profile MoM with +1% increase in visitors.
- All districts exhibited similar profile change – growth in visitors YoY vs. July 2024, as well as growth in visitor profile across most districts MoM.
- Eastern districts attracted more domestic visitors, while Jermyn Street & Piccadilly district retained the highest share of workers.
- See page 46 for visitor group definitions.

Visitor Mix | District-Level



	Year-on-Year			Month-on-Month		
	Vis.	Wrk.	Res.	Vis.	Wrk.	Res.
HOL Area	+1%	-1%	-0%	+1%	-0%	-1%
Piccadilly District	+2%	-1%	-1%	+0%	+0%	-0%
Jermyn St District	+2%	-2%	-0%	+0%	+0%	-0%
Leicester Sq District	+1%	-1%	-0%	+1%	-0%	-1%
Piccadilly Circus District	+2%	-1%	-1%	+1%	-0%	-1%
St Martin's Lane District	+1%	-1%	-0%	+1%	-0%	-1%
Haymarket District	+2%	-2%	-0%	+1%	-0%	-1%

Anonymised and aggregated by BT, via the High Streets Data Partnership | Visitor Mix definition in Appendix

Change in mix is calculated via percentage point change

TOP 5 MOSAIC GROUPS REPRESENT 76% OF HOL AREA VISITORS WITH AN INCREASE IN 'CITY PROSPERITY'

- Similar to the Core West End, the HOL area's visitor profile shows bias towards **affluent, professional visitor profile.**
- **Five main MOSAIC groups**, contribute **76%** of visits to the area.
- See **page 48** for mosaic group definitions.

Top 3 segments this month

City Prosperity | 21% visitors
High status city dwellers living in central locations, pursuing careers with high rewards

Urban Cohesion | 18% visitors
Residents of settled urban communities with a strong sense of identity

Rental Hubs | 14% visitors
Educated young people privately renting in urban neighbourhoods

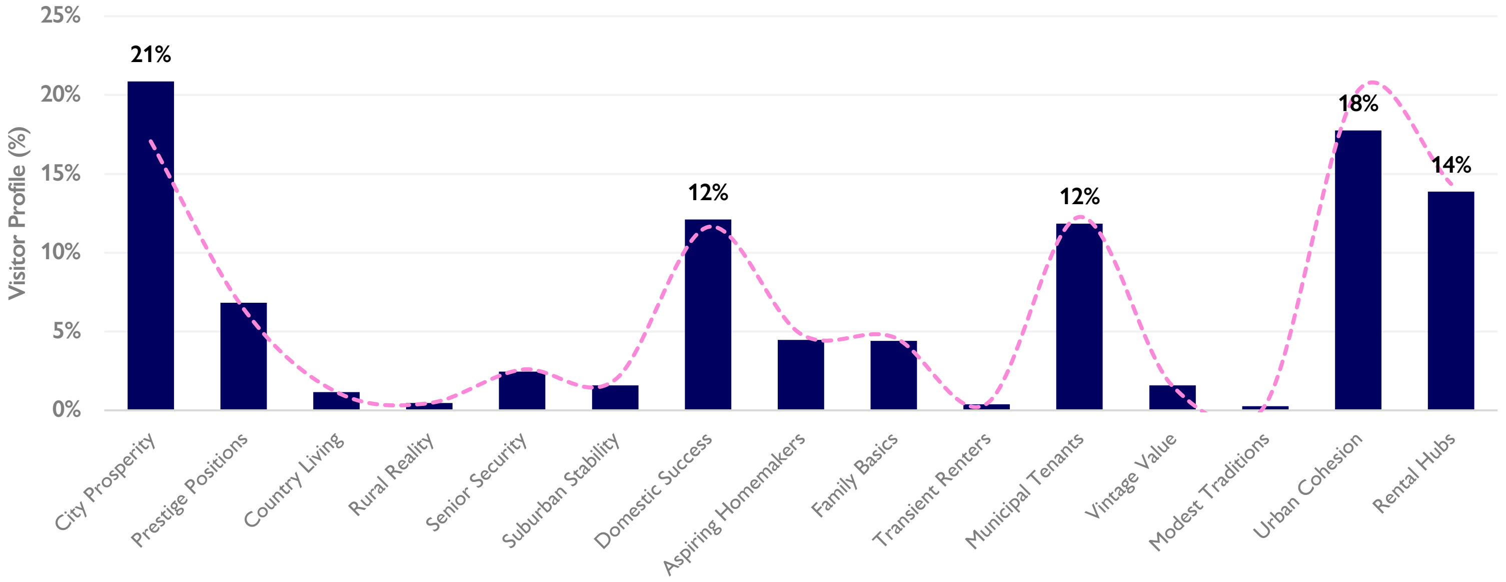
MOSAIC Segmentation | HOL Area

HOL Area | Core West End

76%	21%	-0.9%
visitors from 5 highest % groups	visitors within 'City Prosperity'	share of visits MoM from top 5 groups

Year-on-Year

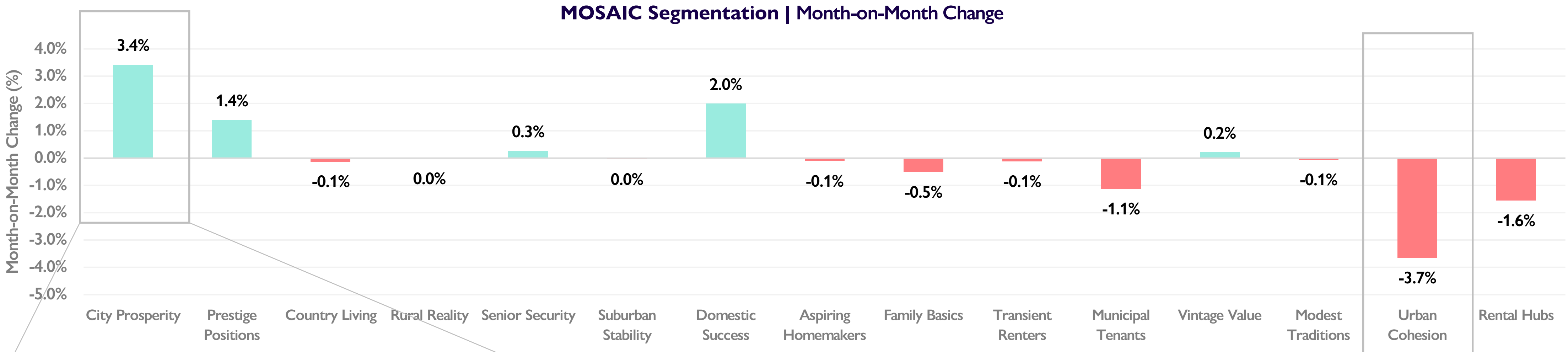
City Prosperity	Prestige Positions	Country Living	Rural Reality	Senior Security	Suburban Stability	Domestic Success	Aspiring Homemakers	Family Basics	Transient Renters	Municipal Tenants	Vintage Value	Modest Traditions	Urban Cohesion	Rental Hubs
+4.2%	+0.5%	-0.6%	-0.3%	-0.5%	-0.5%	+1.1%	-1.0%	-0.7%	-0.4%	-0.2%	-0.2%	-0.2%	-0.9%	-0.3%



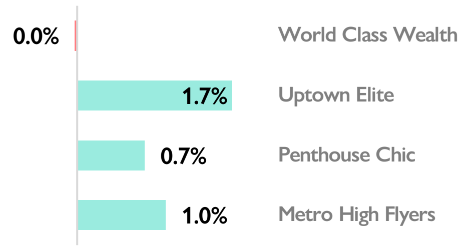
Experian MOSAIC | Detailed descriptions of all groups in appendix

See Page 39 for Mosaic Segmentation definitions

GROWTH IN SHARE OF 'CITY PROSPERITY' & DECLINE IN 'URBAN COHESION' MONTH-ON-MONTH

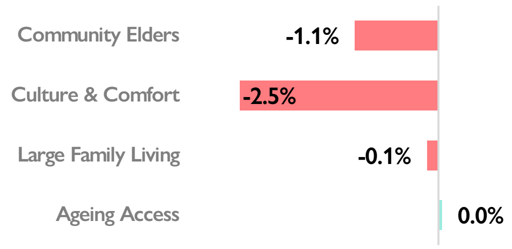


City Prosperity | MoM Change



- +3.4% overall increase in visitors from 'City Prosperity'.
- Strong growth in three of the four MOSAIC types, with consistent share of 'World Class Wealth'

Urban Cohesion | MoM Change



- -3.7% decline in share of visitors from 'Urban Cohesion' group, with a decrease across three of the four types.
- 'Culture & Comfort' saw largest decline, representing "thriving families with good incomes in diverse suburbs"

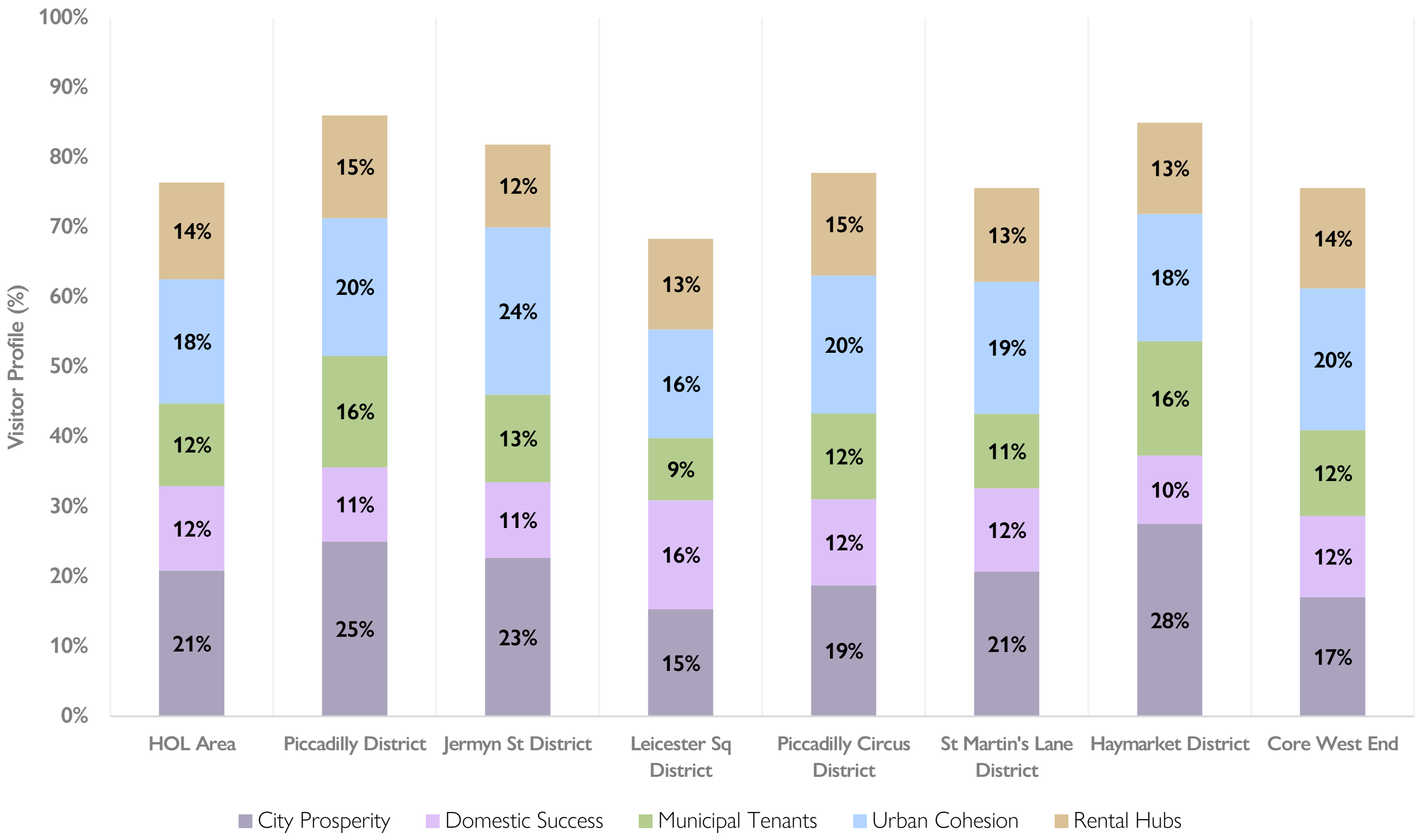
Experian MOSAIC | Detailed descriptions of all groups in appendix

MARGINAL DECLINE IN TOP 5 SEGMENT GROUPS MOM, INDICATING SLIGHTLY LESS-FOCUSSED DEMOGRAPHIC BASE IN JULY

- Continued decrease in share of visitors from Top 5 segment groups across most districts, representing a slightly less **focussed demographic base** visiting the area in July.

Area	Visitors from HOL Area's Top 5 Groups	Month -on- Month
HOL Area	76.4%	-0.9%
Piccadilly District	86.0%	-6.5%
Jermyn St District	81.8%	+21.7%
Leicester St District	68.4%	-2.4%
Piccadilly Circus District	77.8%	-1.7%
St Martin's Lane District	75.6%	+0.3%
Haymarket District	85.0%	-0.7%
Core West End	75.6%	-0.3%

HOL Area's Top 5 Groups | District-Level



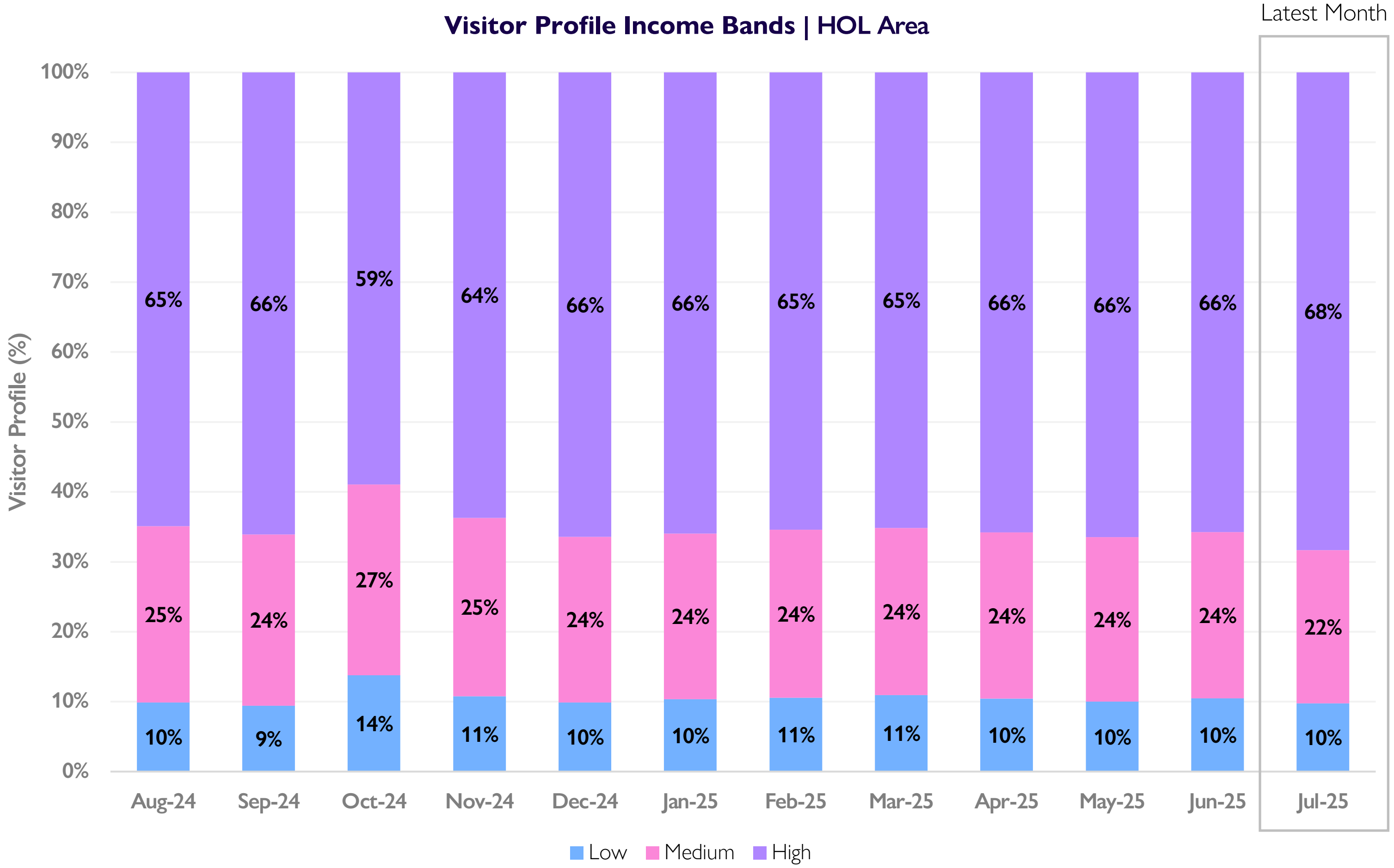
Experian MOSAIC | Detailed descriptions of all groups in appendix

SLIGHT INCREASE IN SHARE OF VISITORS WITHIN HIGH-INCOME SEGMENT GROUPS IN JULY 2025

- **68%** of HOL area visitors in June from within high-income segment types
- Slight increase (2%) in share of high-income visitor segment MoM

68%
of visitors from 'high-income' segment

+2%
month-on-month change in 'high-income' segment



Experian MOSAIC | Example of classifications in appendix

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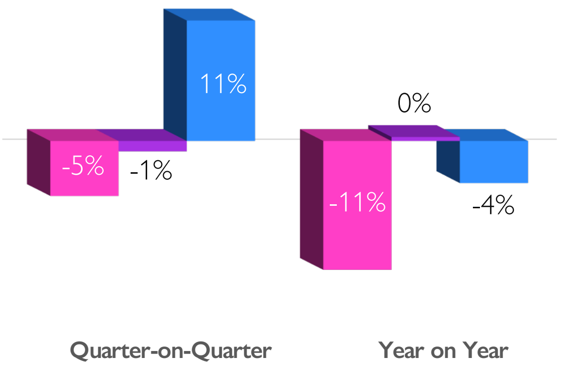
Q1 2025
APRIL - JUNE

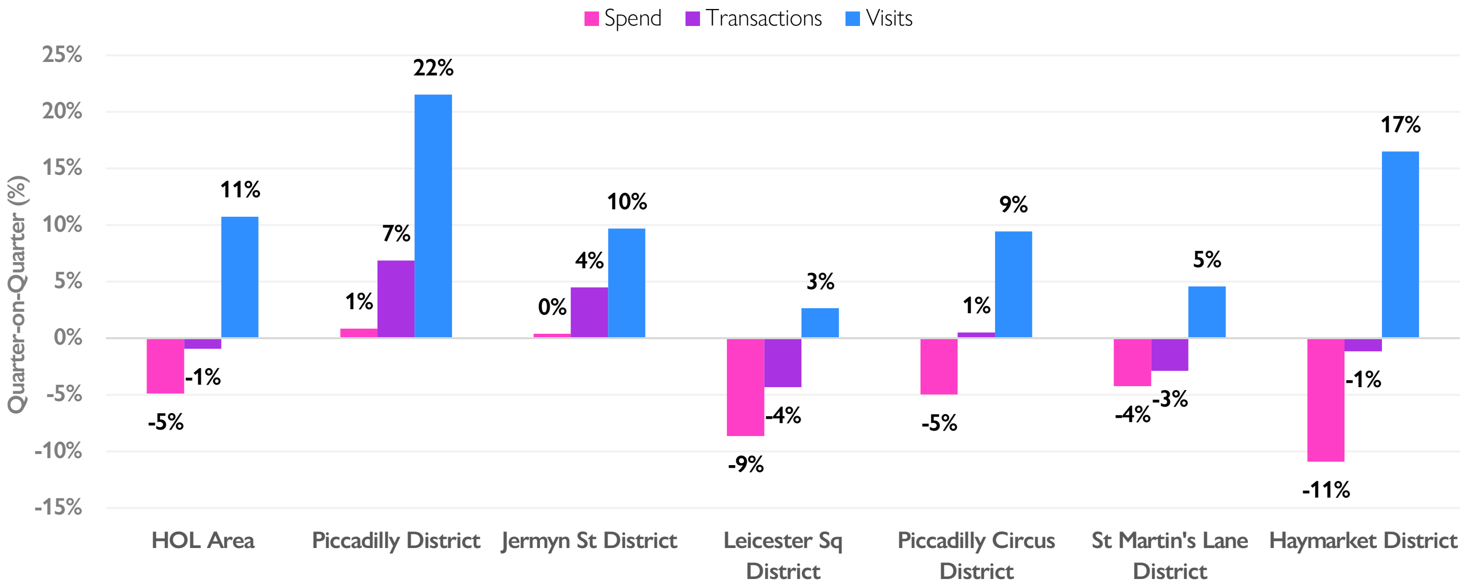
INCREASED VISIT PERFORMANCE QUARTER-ON-QUARTER (+11%), DID NOT TRANSLATE INTO ADDITIONAL SPEND (-5%)

- Decline in spend performance (-5%) in Q1 (Apr-Jun) vs. previous quarter, despite strong uplift in visits (+11%).
- Transaction volumes consistent YoY, with large decline in spend (-11%) and visits (-4%), representing increased propensity to spend from visitors across HOL area, with lower ATV values.

Quarter-on-Quarter & Year-on-Year
Spend, Transactions & Visits



Quarter-on-Quarter Performance | District-Level

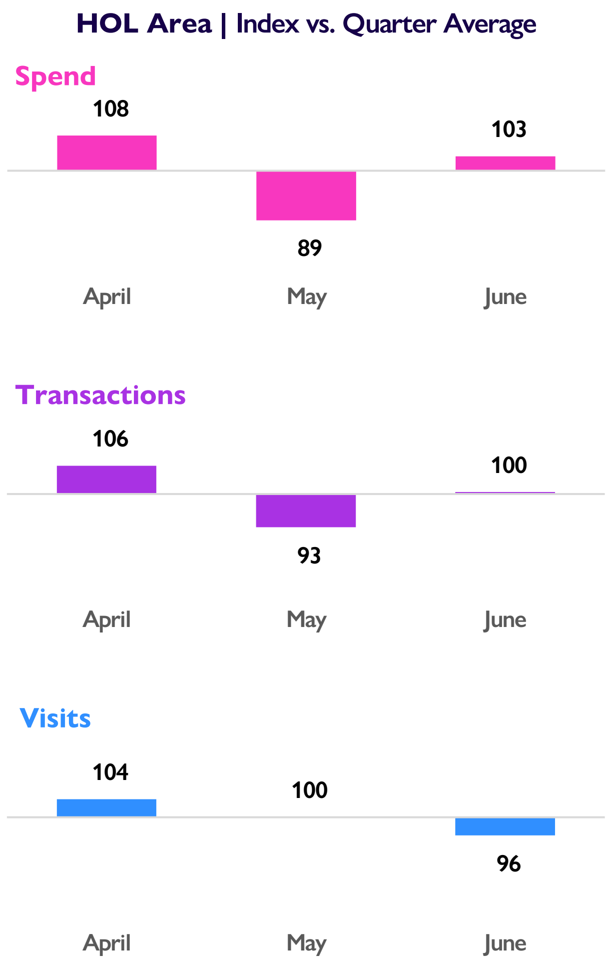


- Tourist-led eastern districts experienced larger decline in spend & transaction performance vs. Q4 2024, with Haymarket District spend 11% below previous quarter.
- All districts experienced an uplift in visit volumes vs. previous quarter, in-line with improved weather and events driving increased visitors to HOL area, despite not realising additional spend.

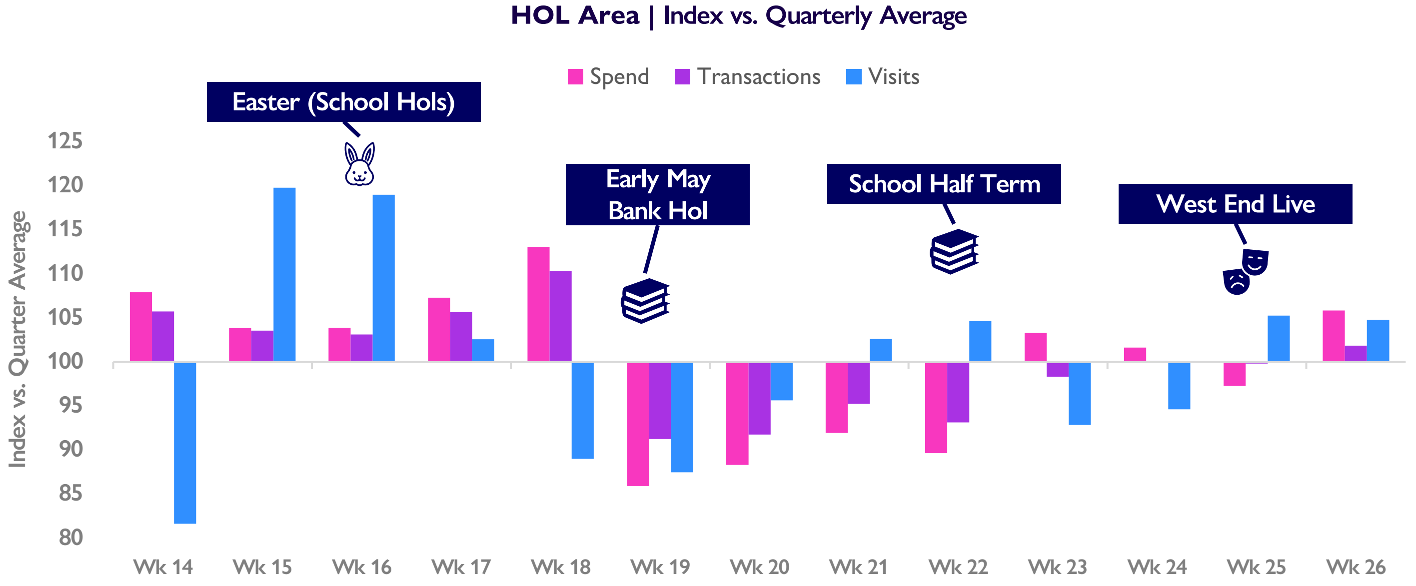
Anonymised and aggregated by MasterCard, via the High Streets Data Partnership
Spend is the value of purchases; Transactions are the number of sales irrespective of amount spent

Note: Historic MasterCard figures have been adjusted for inflation

SPEND, TRANSACTIONS & VISITS ALL SAW GREATER PERFORMANCE AT THE START OF THE QUARTER, IN-LINE WITH EASTER HOLIDAYS



- April saw a greater share of Q1 spend, transactions and visits, reflecting impact of Easter school holidays in attracting social visitors, driving spend to the area.
- Visit volumes remained consistent throughout the quarter, despite strong uplift in Weeks 15 & 16, with monthly performance within +/- 4% of quarterly average. In contrast, spend performance saw 8% uplift in April vs. quarterly average and -11% decline in May.

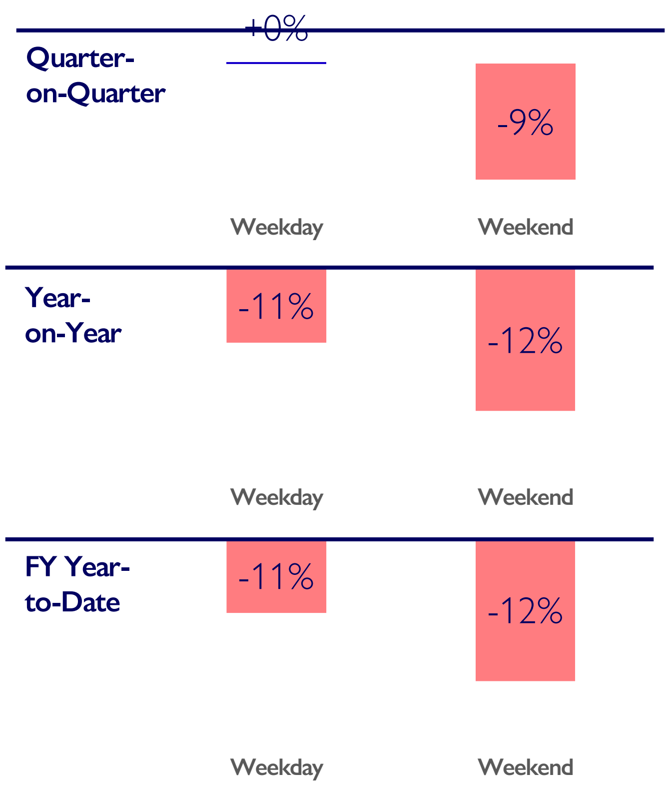


Anonymised and aggregated by MasterCard, via the High Streets Data Partnership
Note: Historic MasterCard figures have been adjusted for inflation

Index refers to each week / month value compared to quarterly average; a value of 100 indicates higher performance than average quarter

WEEKDAY PERFORMANCE MORE RESILIENT VS. PREVIOUS QUARTER, WITH SIMILAR DECLINE YEAR-ON-YEAR

TOTAL RETAIL



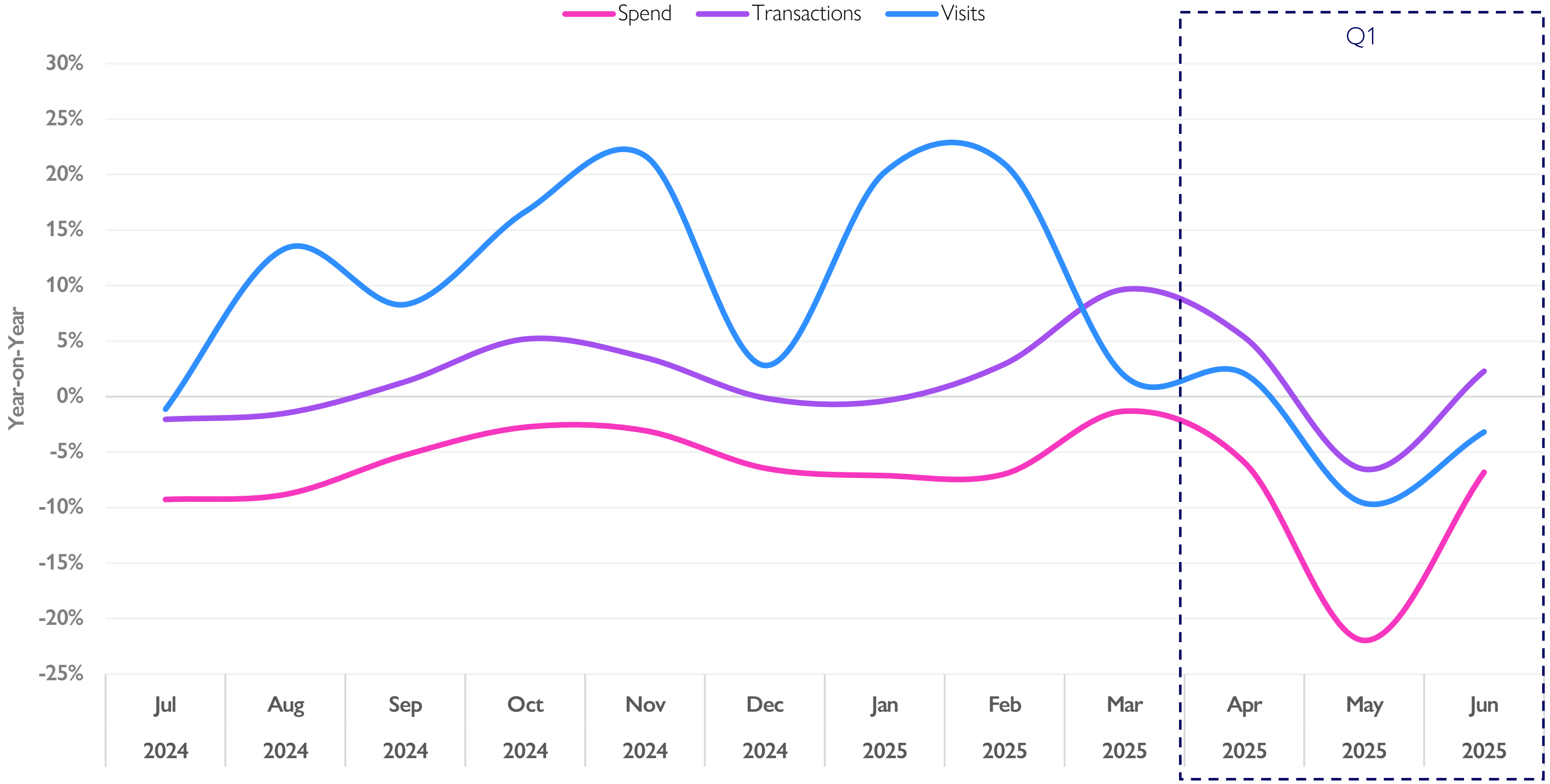
- Most spend categories saw similar trends throughout Q1 (Apr-Jun), with Eating places & Apparel seeing decline YoY.
- All categories experienced decline in spend YoY & QoQ at weekends, with eating places most negatively impacted on weekends (-12% QoQ & -9% YoY).
- In contrast to FY24, Apparel has seen most resilient performance during first quarter of FY25, with 16% growth in weekday performance vs. Q4 2024 (Jan-Mar).

Time Period	Total Retail		Eating		Apparel	
	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend
Quarter-on-Quarter	0%	-9%	-4%	-12%	+16%	-1%
Year-on-Year	-11%	-12%	-9%	-9%	-6%	-1%
Year-to-Date vs. Last Year	-11%	-12%	-9%	-9%	-6%	-1%

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

TRANSACTION VOLUMES MOST RESILIENT THROUGHOUT LAST TWELVE MONTHS, WITH SPEND SEEING GREATER DECLINE IN Q1

Footfall & Spend | Last Twelve Months Year-on-Year

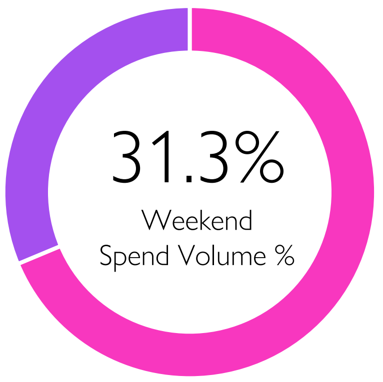


- Decline in spend performance YoY across all three months in Q1.
- Greatest decline experienced in May 2025 (-22% YoY), coinciding with biggest decline in visits (-10%) and transactions (-7%) over the last twelve months.
- Transaction volumes remained relatively stable throughout the last twelve months, despite overall spend decline, indicating a greater reduction in average transaction values when visitors spend.

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

JUST UNDER A THIRD OF SPEND CAPTURED ON WEEKENDS ACROSS HOL AREA, WITH SATURDAYS SEEING 1.35X DAILY AVERAGE

Spend Volume | Weekday vs Weekend



- High share of spend captured across HOL area on weekends (31.3%), with social & leisure visitors contributing significantly to this distribution.
- Spend distribution continues to have more weekend-bias relative to visits; ~27% of visits to HOL area occur on weekends vs. 31% of spend captured across Q1 (Apr-Jun) .

Spend Volume Index | vs. District Average, where 100 equals daily average

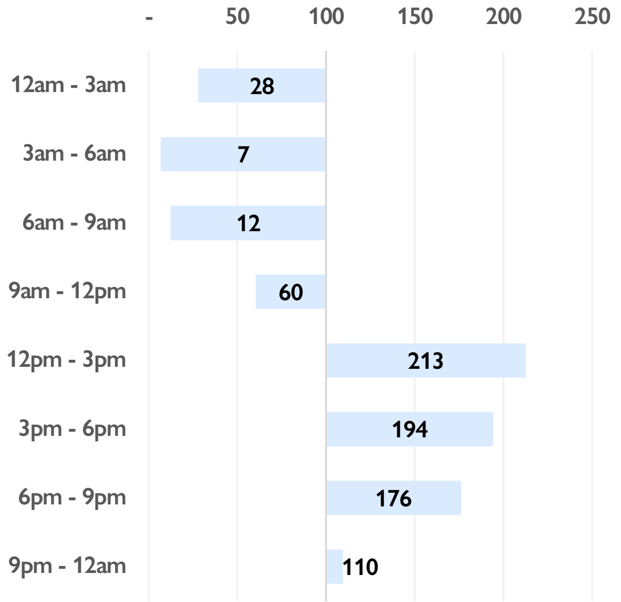
District	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
HOL area	79	84	96	106	116	135	84
Piccadilly District	86	89	101	109	114	128	74
Jermyn St District	86	92	106	113	114	125	64
Leicester Sq District	75	77	88	99	116	146	99
Piccadilly Circus District	75	78	90	102	118	142	96
St Martin's Lane District	74	82	93	106	113	145	86
Haymarket District	79	89	100	105	113	128	86

- Consistent spend distribution across the week between HOL area districts, with Saturdays capturing the greatest share of spend across the area; 1.35x daily average captured.
- This distribution has shifted slightly vs. previous quarter, with uplift in share of spend captured between Monday – Wednesdays vs. Q1 2025; Saturdays captured 1.50x daily average in Q4 2024 vs. 1.35x daily average in Q1 2025.

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

BETWEEN APRIL AND JUNE EASTERN DISTRICTS CONTINUED TO CAPTURE HIGHER SHARE OF EVENING SPEND BETWEEN 6PM-9PM

HOL Area | Index vs. Time-band Average



- Considerable evening economy across HOL area, with 1.8x as much spend captured between 6pm-9pm vs. average time-band.

Spend Volume Index | vs. District Average, where 100 equals hourly average

District	12am - 3am	3am - 6am	6am – 9am	9am - 12pm	12pm - 3pm	3pm – 6pm	6pm – 9pm	9pm - 12am
HOLBA area	28	7	12	60	213	194	176	110
Piccadilly District	27	4	11	74	257	232	108	87
Jermyn St District	28	8	13	89	254	225	108	76
Leicester Sq District	26	4	7	39	175	173	243	133
Piccadilly Circus District	38	9	12	45	177	166	214	139
St Martin's Lane District	20	6	11	47	193	181	230	112
Haymarket District	15	10	17	64	210	189	198	96

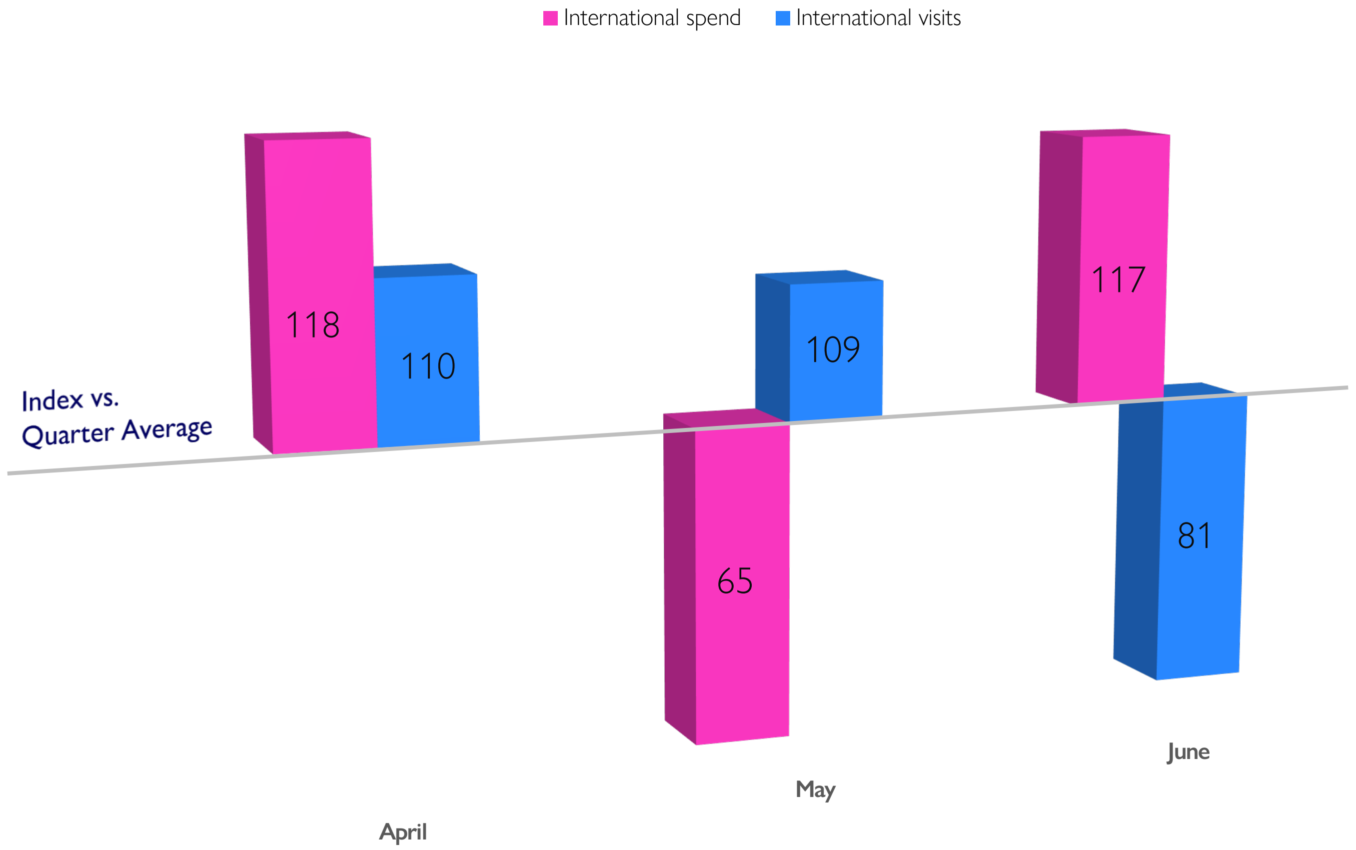
- While total HOL area shows bias towards capturing greater share of spend throughout early afternoon (2.1x average between 12pm-3pm), there are variations between districts.
- Tourist-led, eastern districts captured a greater share of evening spend; Leicester Sq District saw 2.4x greater spend captured between 6pm-9pm vs. its time-band average, and St Martin’s Lane 2.3x higher between 6pm-9pm.

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

ALIGNMENT BETWEEN INTERNATIONAL SPEND & VISITS THROUGHOUT APRIL, BEFORE DISPARITY TOWARDS END OF Q1

- Consistent with wider HOL area spend performance, international spend saw significant increase in April, with **18%** higher share of spend in April vs. Q1 (Apr-Jun) 2025 average.
  - This was in-line with 10% uplift in international visitation vs. quarterly average
- Greater disparity between international visits & spend throughout May & June, with May seeing greater international visit volumes relative to international spend, while the opposite was seen in June, with greater spend performance relative to visit performance.

HOL Area | International Spend vs. Visits



Anonymised and aggregated by MasterCard, via the High Streets Data Partnership
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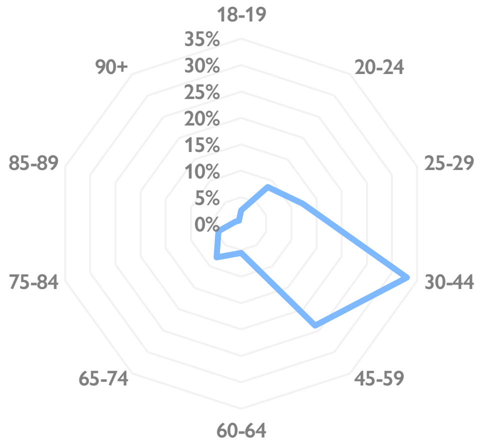
HOL AREA PROFILE SKEWED TOWARDS PROFESSIONAL, MID-AGED VISITOR

Age & Gender Profile



- Visitor profile skewed towards visitors aged 30-59 years old (56.8%)

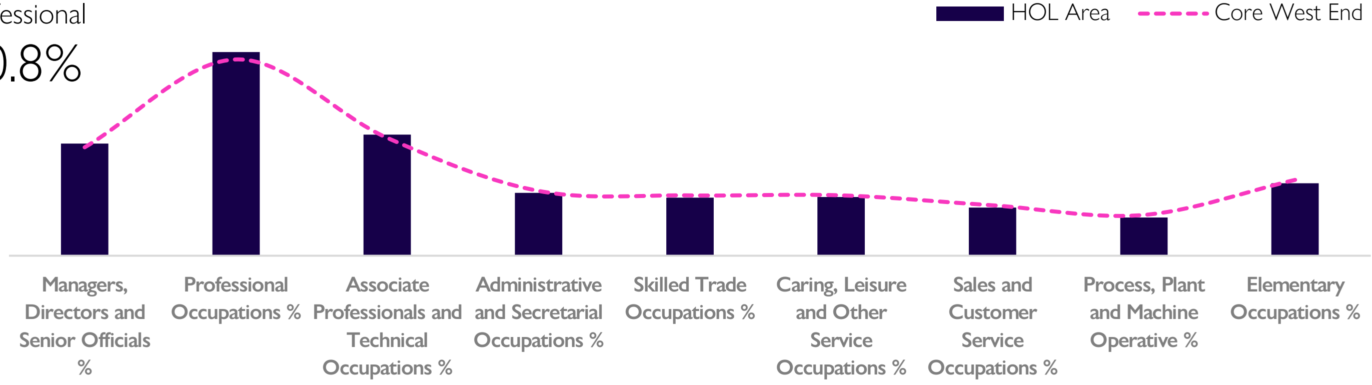
Female 51.3%

Male 48.7%

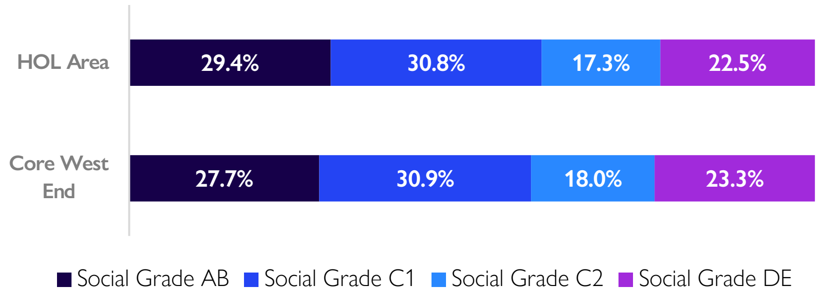
Occupation

Managers & Professional

40.8%



Social Grade



- Social Grade profile of those visiting HOL area vs. Core West End very similar
- 29.4% of visitors to HOL area within most-affluent social grade (AB)

BT VISITOR MIX DEFINITIONS

3 key visitor types used within BT data…

Visitor

The number of non-residents and non-workers who spend at least 10 minutes in that MSOA / HEX in the specified time period.

Worker

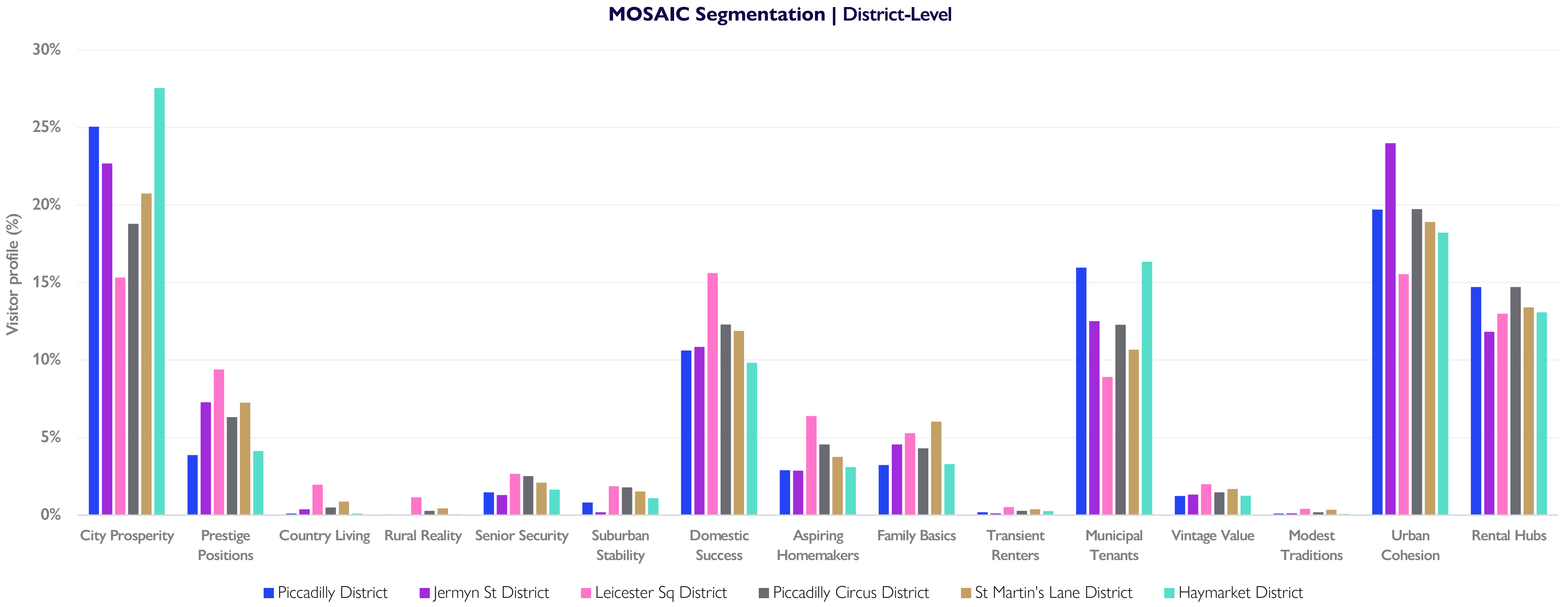
The number of workers of that MSOA / HEX who spend more than 10 minutes in the location in the specified time period. A person's work location is based on where they have spent most of their working hours based on latest available calendar month.

Resident

The number of residents of that MSOA / HEX who spend more than 10 minutes in the location in the specified time period. A person's residential location is determined by where they have spent most of their evening and night-time in the latest calendar month.

Anonymised and aggregated by BT, via the High Streets Data Partnership

SLIGHT VARIATION BETWEEN DISTRICTS WITH HIGH SHARE OF CITY PROSPERITY & URBAN COHESION WITHIN EACH DISTRICT



Experian MOSAIC

MOSAIC GROUP DESCRIPTIONS

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

Experian MOSAIC

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 Adult Population

51m individuals

Mosaic

15 groups

A02 Uptown Elite

Uptown Elite are affluent, older families who live in desirable neighbourhoods within inner suburbs

MOSAIC SEGMENTS INCOME BANDING

Experian's MOSAIC Customer Segmentation types have been grouped into three income bands to aggregate performance across types:

- Low Income
- Medium Income
- High Income

60 segmentation types have been classified into the three income bands, with examples displayed to the right.

MOSAIC Types Income Band Examples…

CROSS VISITATION EXAMPLE

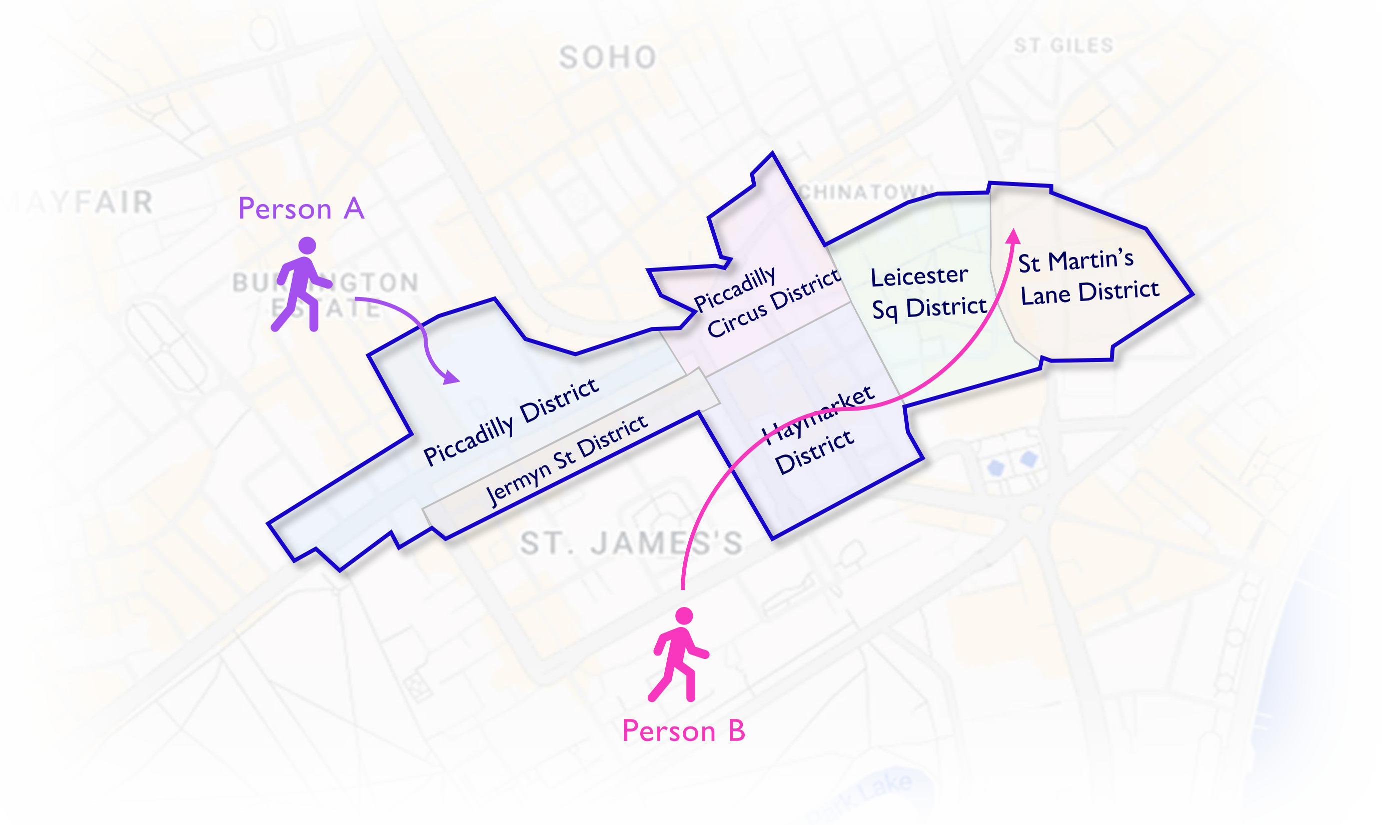
Person A

- Only visits Piccadilly District
- Counts as **1 visit** to **Piccadilly District,** and **1 visit to HOL Area**
- **Cross Visitation Index = 100**

Person B

- Walks through 3 districts – Haymarket District, Leicester Sq District & St Marin's Lane District
- Counts as **1 visit to each of the 3 districts,** but **only 1 visit to HOL Area**
- **Cross Visitation Index = 300**

HOLBA Area & Districts



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