HEART OF LONDON BUSINESS ALLIANCE

Visitor Insights
June 2025

Shaping a world-class West End

Issued: July 2025

Colliers

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INTRODUCTION & CONTEXT

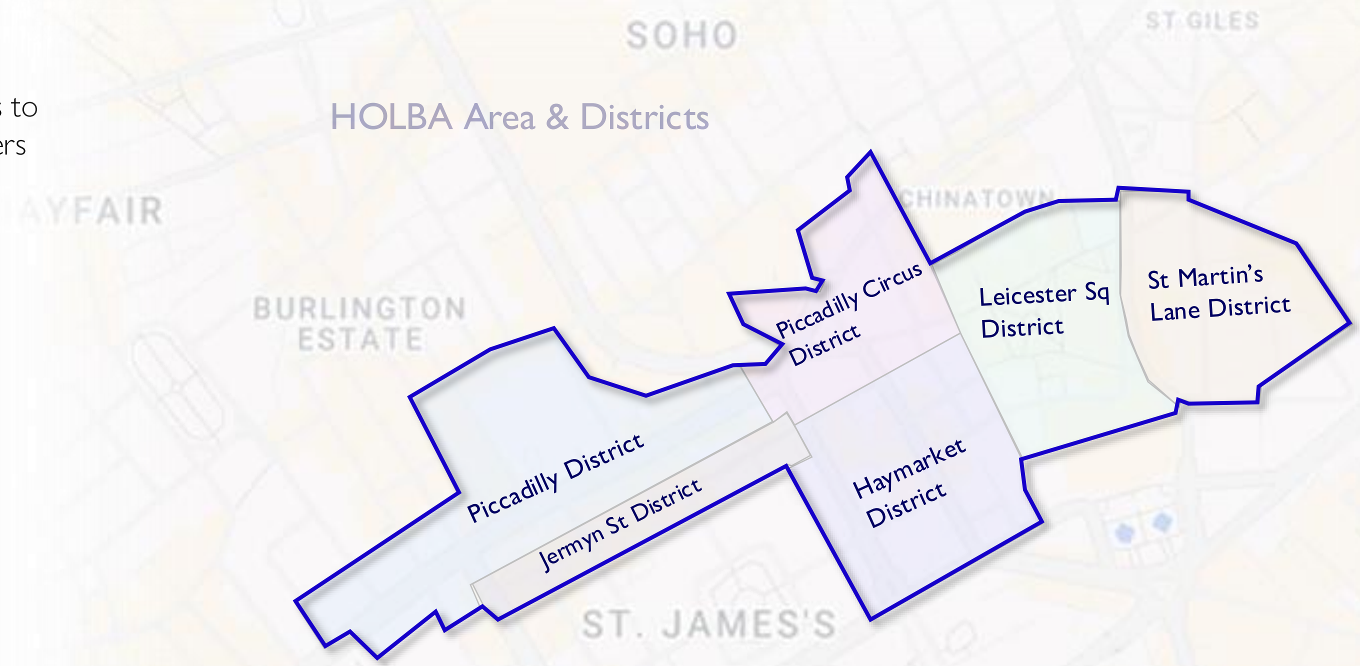
Heart of London Business Alliance (HOLBA) has partnered with Colliers to provide data and insights on visitors to the HOL area to support members and HOLBA management with trading and strategic decision making.

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

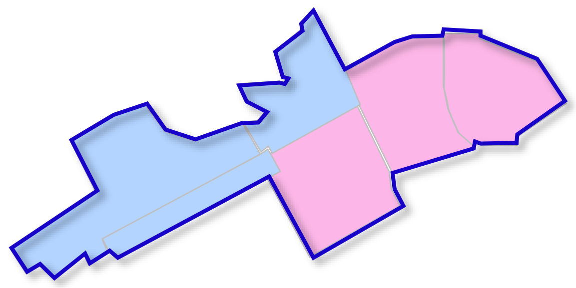
- Visitor footfall & profile
- Visitor behaviour
- Visitor catchment
- TfL station usage

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

June 2025

SLIGHT DECLINE IN VISIT VOLUMES MONTH-ON-MONTH FOLLOWING MAY HALF TERM & BANK HOLIDAYS

Visits to the HOL area fell by 3.9% in June, compared the previous month which saw half-term and bank holidays. This was reflected in a slight shift in visitor profile, with a -2% reduction in domestic visitors, replaced by growth in share of workers across the area. Year to date however visits are up 4% showing steady performance across the first half of 2025.

ALIGNMENT BETWEEN VISIT PERFORMANCE & TFL STATION USAGE

Consistent with the decline in visit performance to HOL area YoY (-3.2%), TfL station usage also experienced decline (-3.6%). Piccadilly Line stations saw greatest decline, while Elizabeth Line stations remained more resilient, a trend seen in previous months.

SHIFT IN DISTRIBUTION OF VISITS THROUGHOUT THE DAY RELATIVE TO PREVIOUS MONTH ACROSS HOL DISTRICTS

The return of workers following the May half-term & bank holidays led to a greater concentration of visits occurring throughout the working day, reducing the share of evening visits (-3% MoM post-6pm visits). However, this varied by district, with tourist-led districts seeing greater share of evening visits; Haymarket district captured a third of its visits after 6pm vs. Jermyn St which saw only 18% after 6pm.

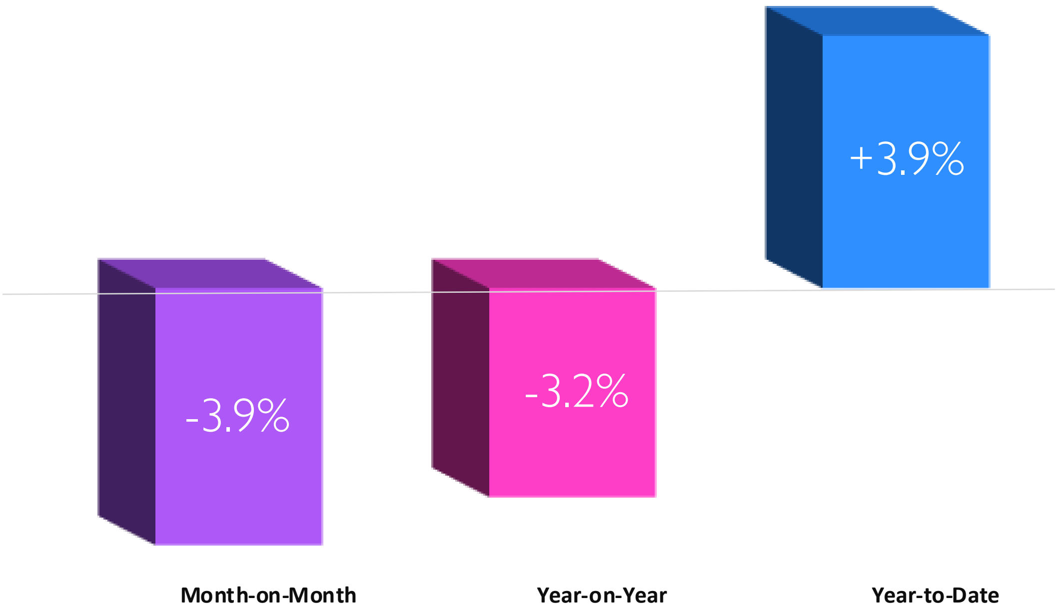
REDUCED SHARE OF INTERNATIONAL VISITORS IN JUNE

June saw 12% of visitors from abroad – down 3.3% from previous month – despite +4.3% growth in European visitors accounting for 59% of international visitors to the HOL area.

SUMMARY - VISIT VOLUMES

June 2025

Following May half-term & two bank holiday weekends, the HOL area experienced a **-3.9%** decline in visits MoM in June, and **-3.2%** decline YoY in total visits.

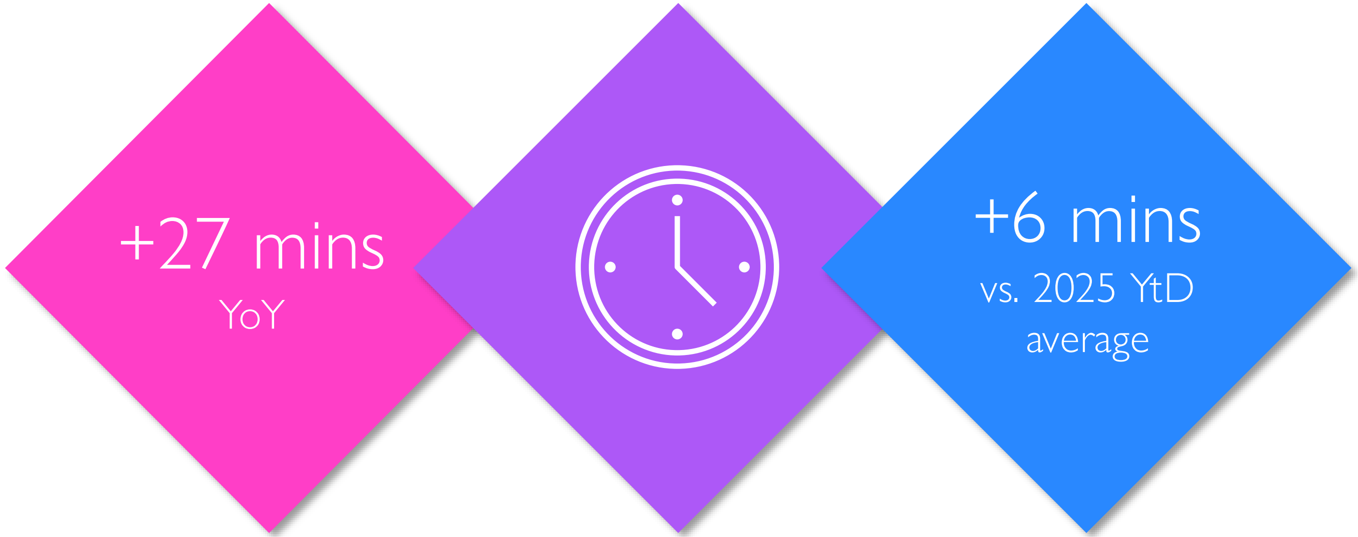


Further visit performance detail on Pages 11 – 14
MoM = month-on-month | YoY = year-on-year

SUMMARY - VISIT DWELL

June 2025

Visitors typically spent **2 hrs 27** mins in the HOL area, up **+6 mins** vs. 2025 average.

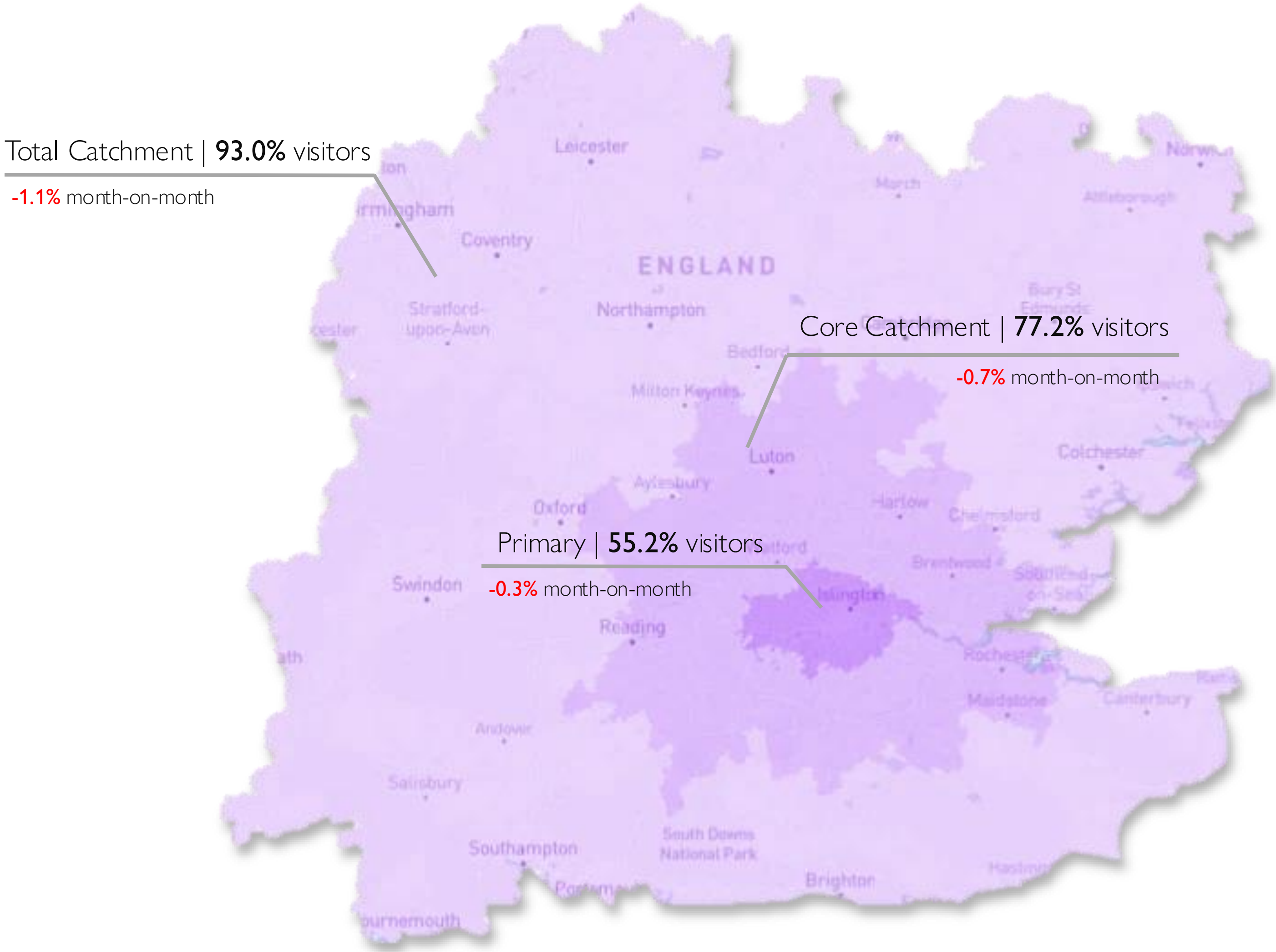


Further dwell performance detail on Page 27

SUMMARY - DOMESTIC VISITOR ORIGIN

June 2025

77.2% of visits from the Core Catchment, down **0.7%.** vs. May, meaning greater pull-in of social visitors from outside of the catchment.



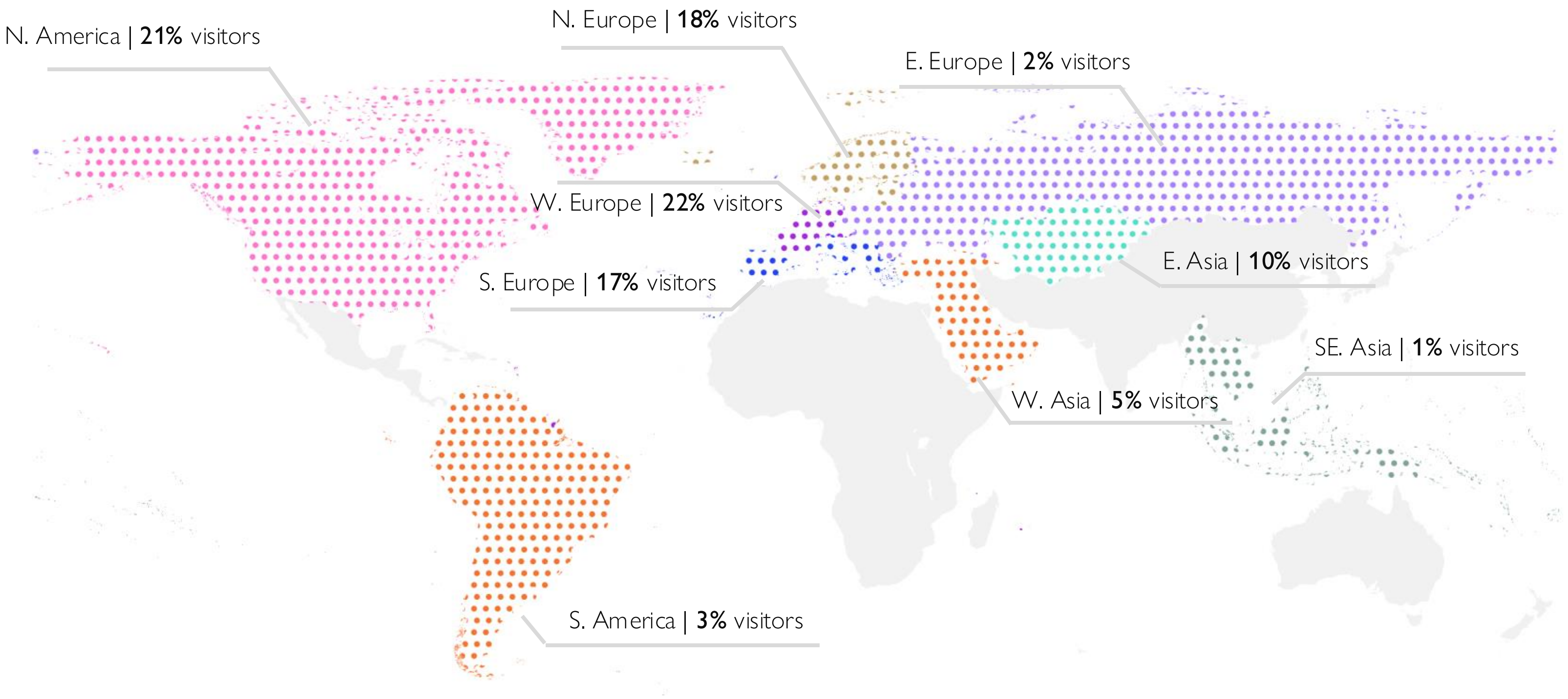
Further catchment performance detail on Pages 15 - 17

SUMMARY - INTERNATIONAL VISITATION

June 2025

11.7% of total visitors were from outside the UK, down **3.3%** MoM, with **59%** of international visitors from **Europe**.

Share of International Visits (%)



Further international performance detail on Pages 18 - 19

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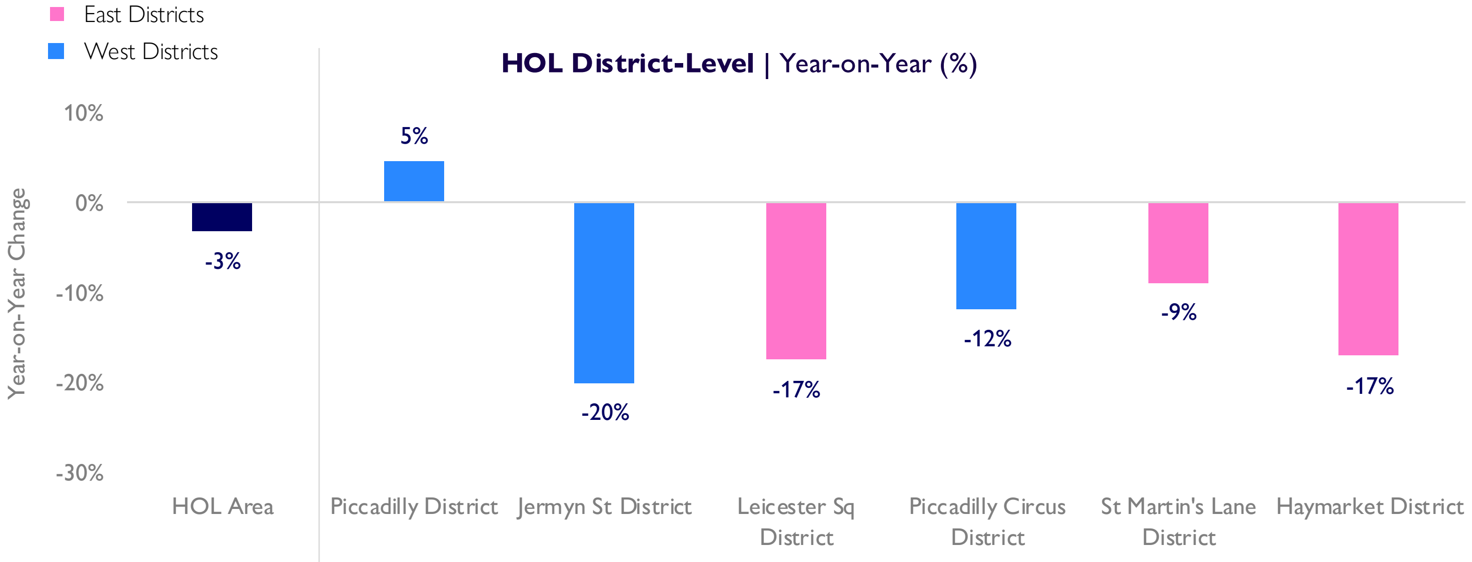
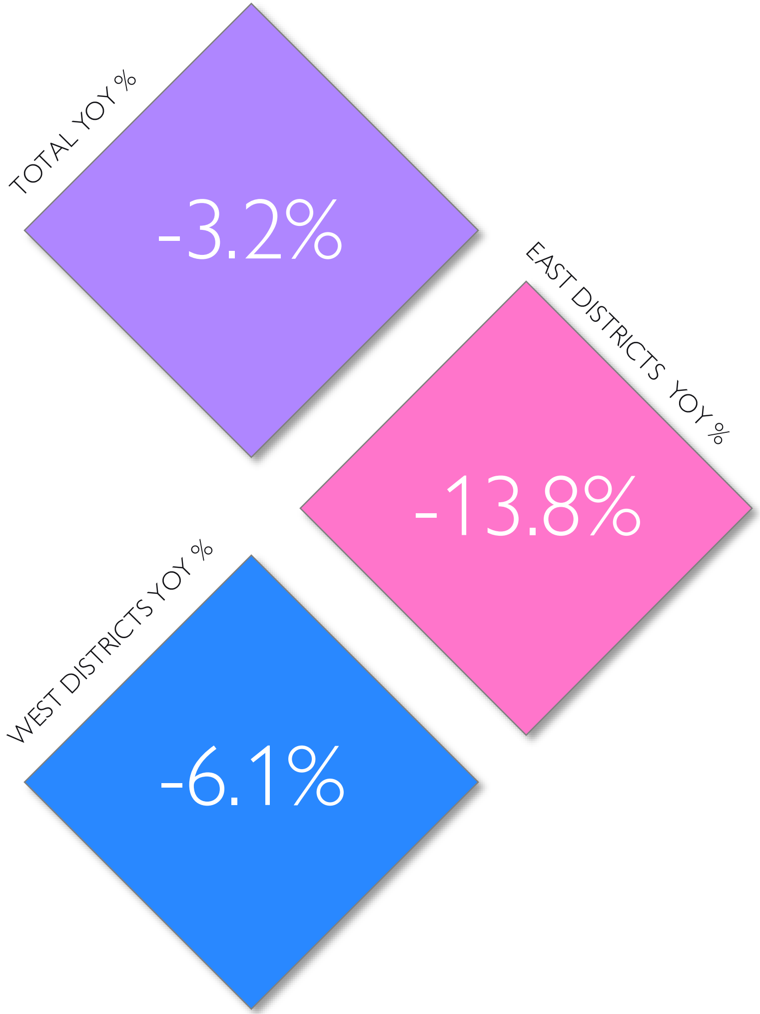
VISIT VOLUMES DOWN -3.2% YOY, WITH CONSISTENT PERFORMANCE IN WORKER-FOCUSED DISTRICTS TO THE WEST

- Visits down 3.2% YoY, with decline across all districts except Piccadilly District
- Similar to last month, visit volumes down YoY across majority of districts, with more tourist focused Eastern Districts experiencing largest decline YoY (-13.8%)





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

YEAR-TO-DATE PERFORMANCE UP +4% ACROSS HOL AREA AT THE END OF H1 2025

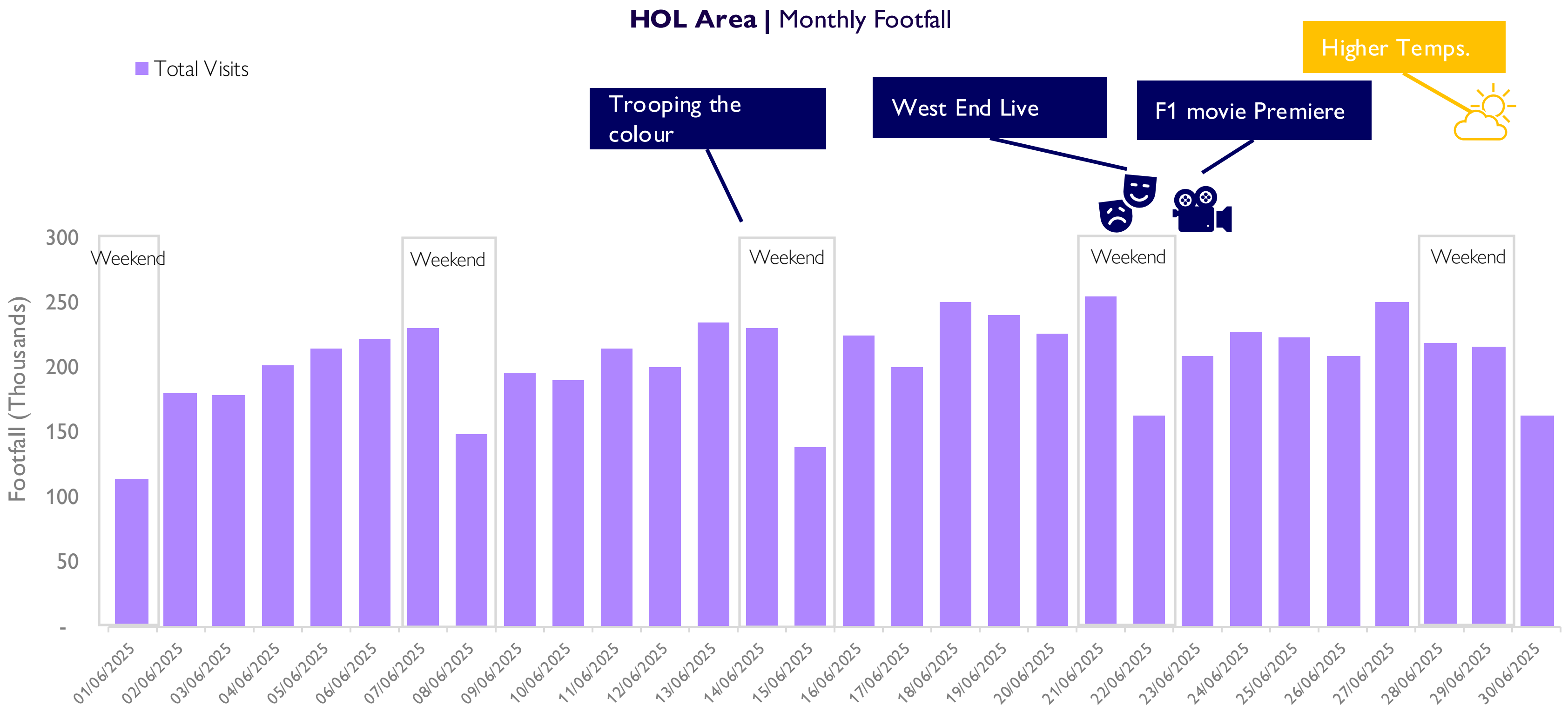
HOL AREA

+4% year-to-date

- The decline of visits in June has slowed the YtD performance seen in first half of the year.
- YtD visits are up **4% vs. 2024**, showing steady performance across the first half of 2025.

HOL Area | Year-to-Date Visit Performance

+12% UPLIFT IN VISIT VOLUMES DURING WEEK 25 VS. AVERAGE WEEK IN JUNE



	Week 22	Week 23	Week 24	Week 25	Week 26
Avg. Daily Visits	113,681	196,372	200,089	222,586	221,572
Avg. Daily Temps.	17.1°C	14.7°C	18.7°C	22.5°C	21.5°C

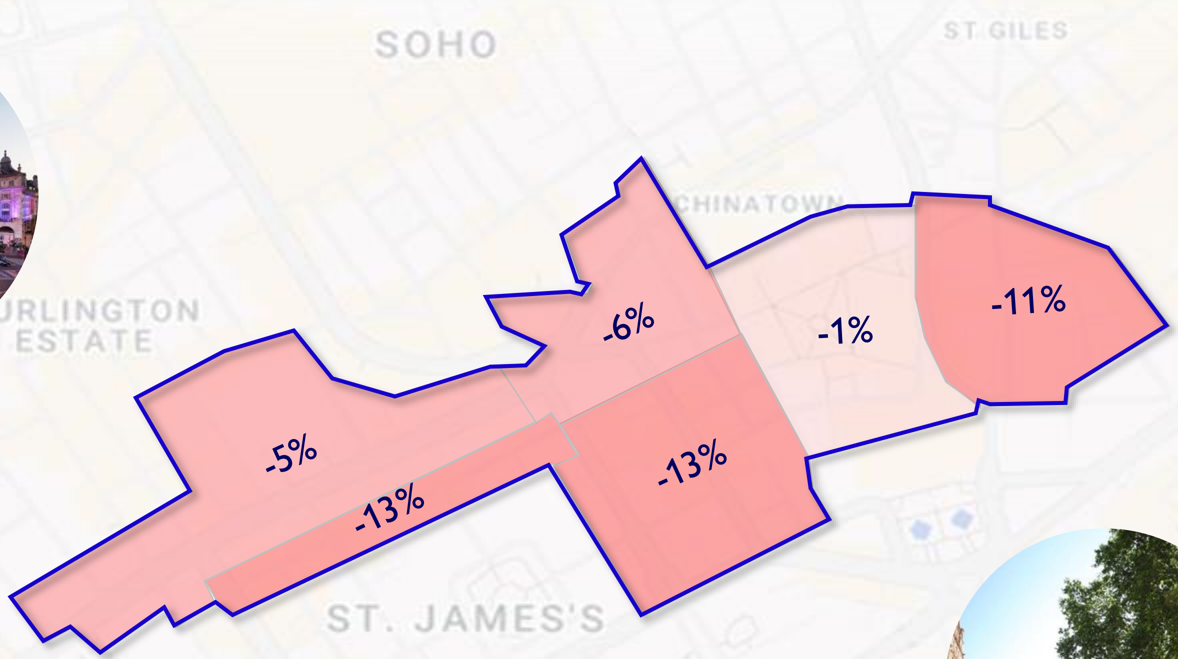
- Highest average daily visits during Week 25 in June, aligning with week of clear weather and culminating in West End Live
- Visits across the area up 39% on Sunday 29th June vs. average Sunday performance in June, coinciding with daily temperatures +5°C higher than June average.
  - Uplift in visits were particularly seen across Leicester Square (+42%), Piccadilly Circus (+22%) & St Martin's Lane (+43%) districts reflecting tourist-led eastern districts driving strong weekend visitation.

ALL DISTRICTS EXPERIENCED DECLINE MOM, WITH MOST RESILIENT PERFORMANCE IN LEICESTER SQ DISTRICT

HOL AREA

-4%

month-on-month



- All districts experienced a decline MoM, with overall HOL area visit performance down -4%
- Previous month's visit volumes (May) influenced by school holidays and 2 bank holidays
- Leicester Sq District saw the smallest decline -1% MoM

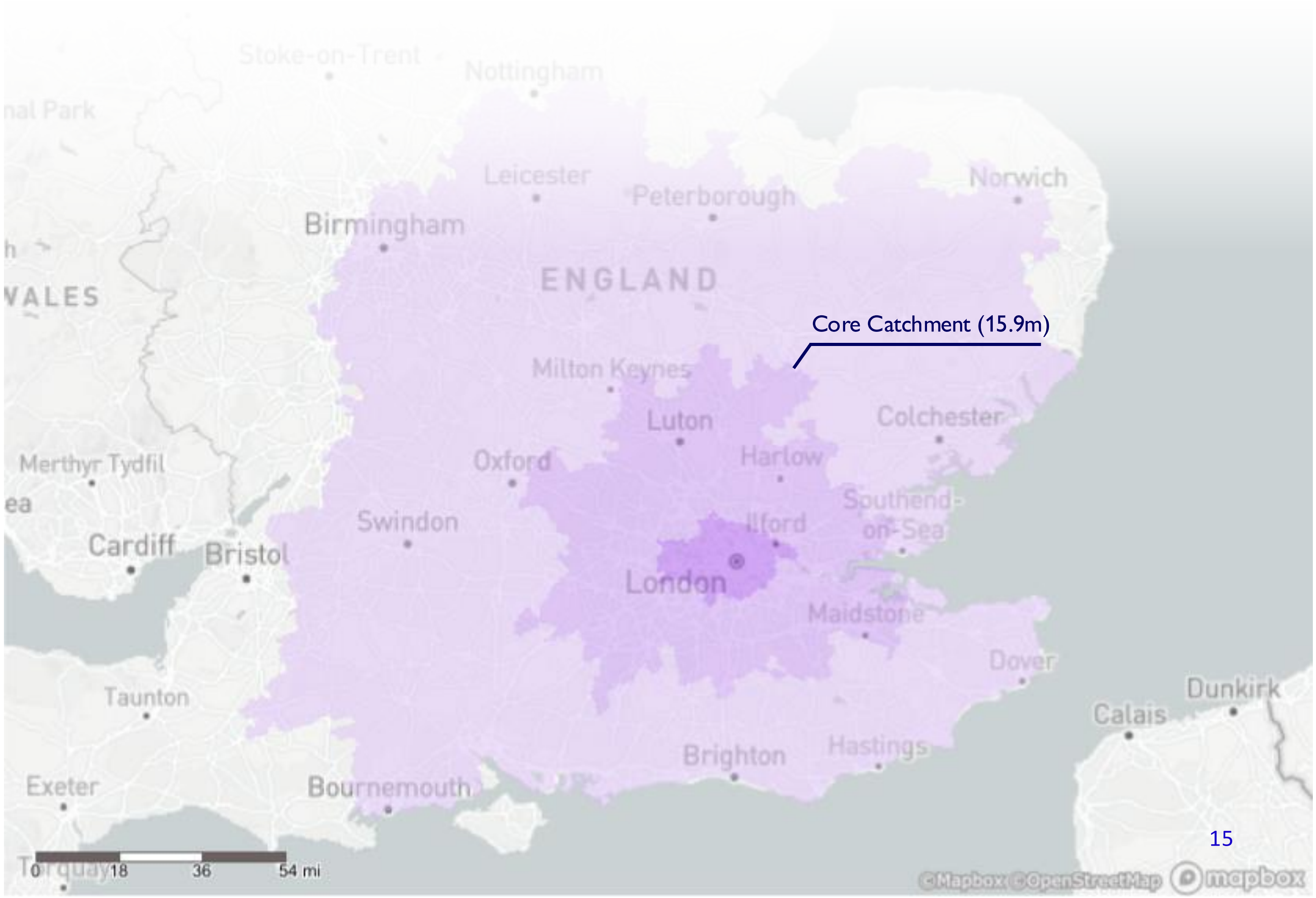
15.9M PEOPLE IN HOL AREA'S DOMESTIC CORE CATCHMENT

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

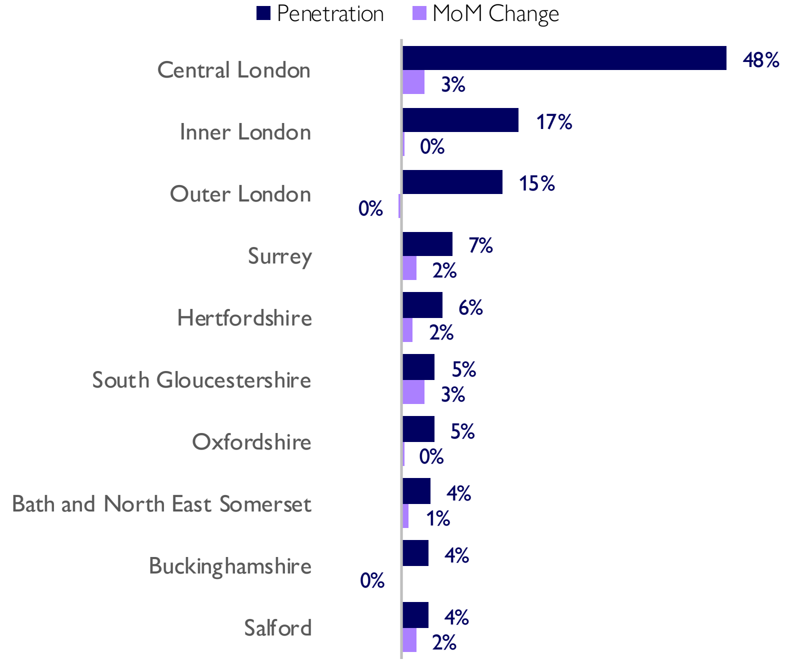


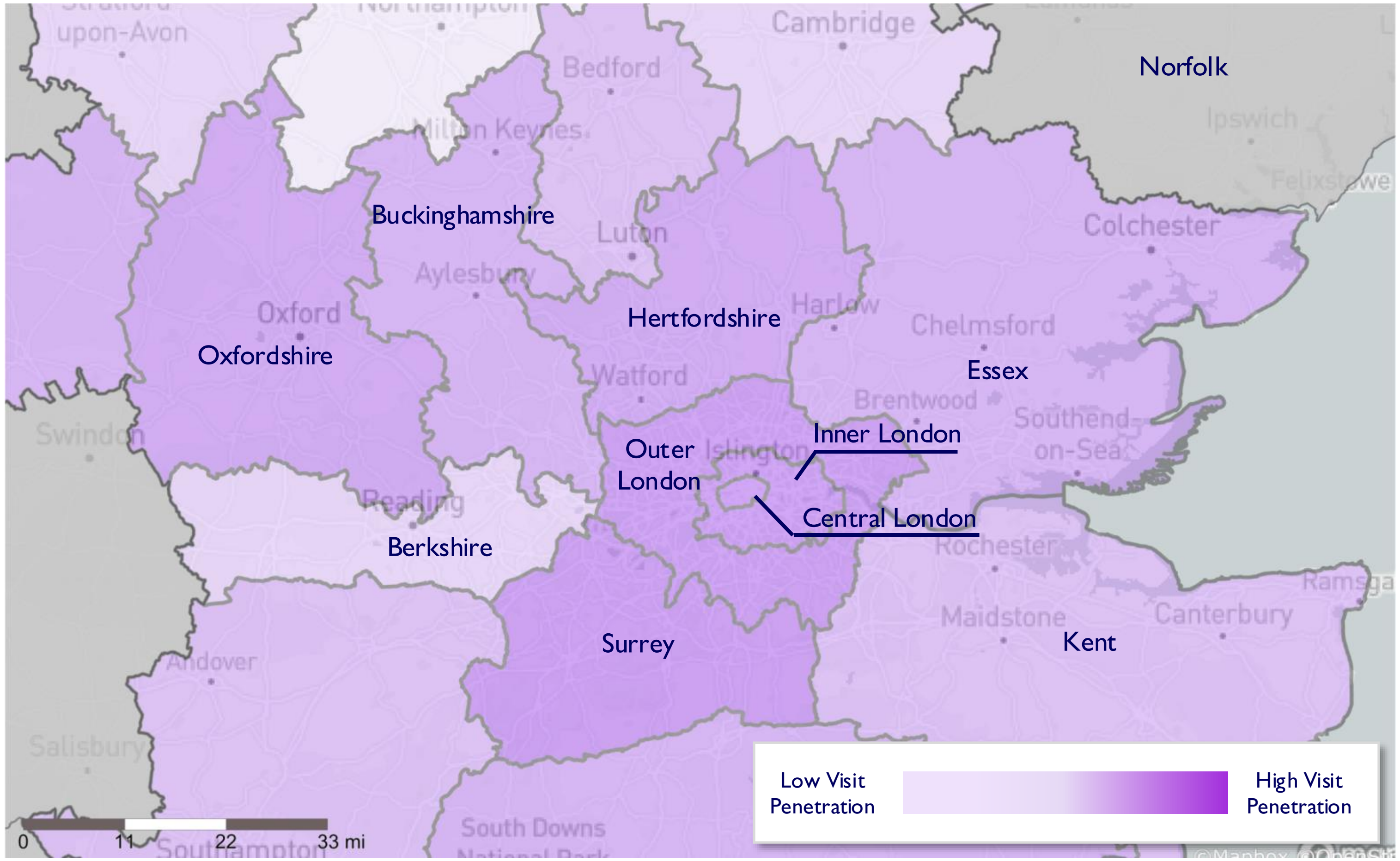
INCREASED PENETRATION FROM CENTRAL LONDON MOM FOLLOWING HALF TERM & BANK HOLIDAYS IN MAY

48% of visitors from Central London

+3% increased **penetration** from Central London MoM

Visit Penetration | Top 10 Counties



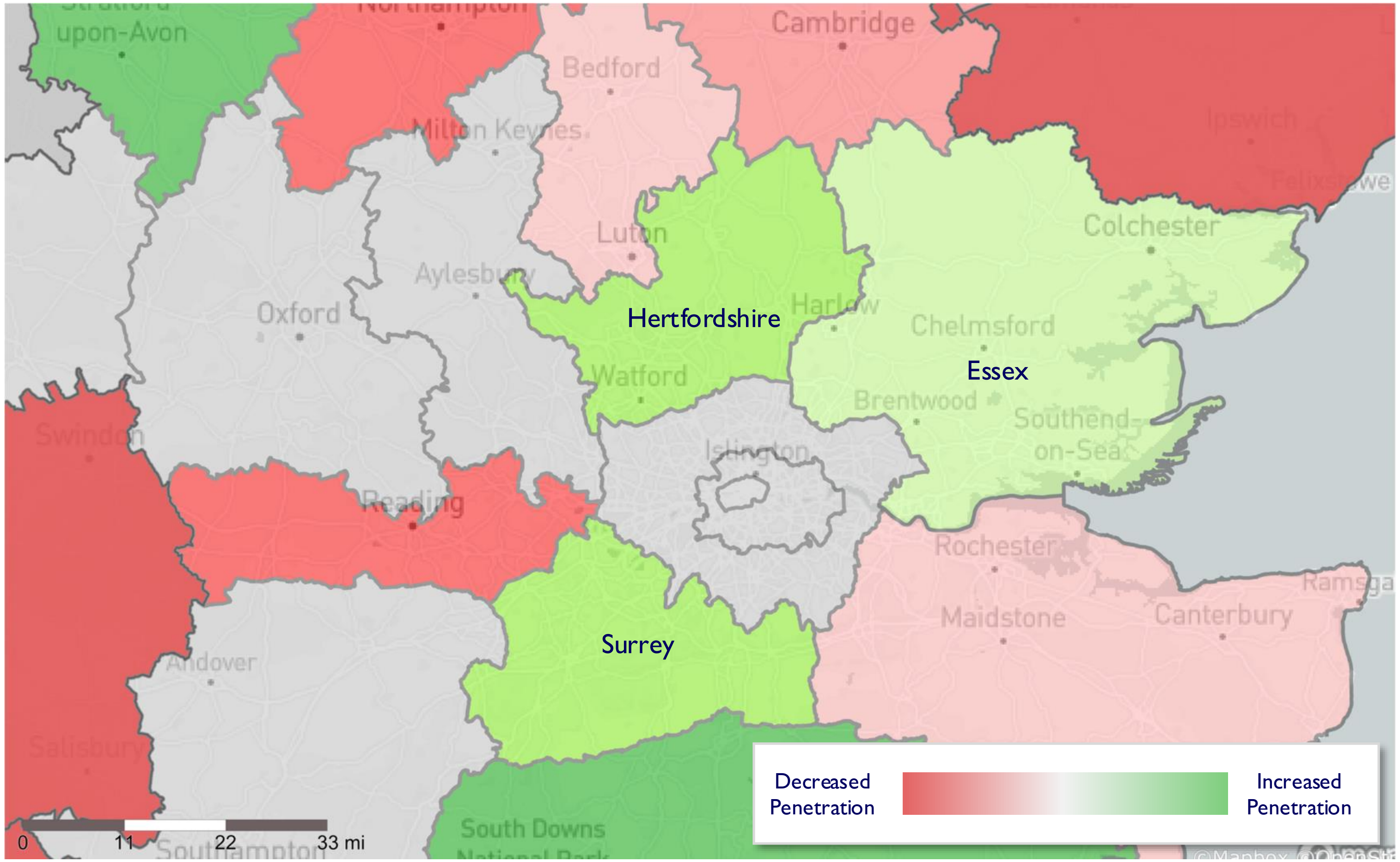


Penetration refers to % of population from a zone that visits HOL area

SLIGHT DECLINE IN SHARE OF VISITS FROM CORE CATCHMENT, WITH MORE PULL-IN FROM FURTHER AFIELD DURING JUNE

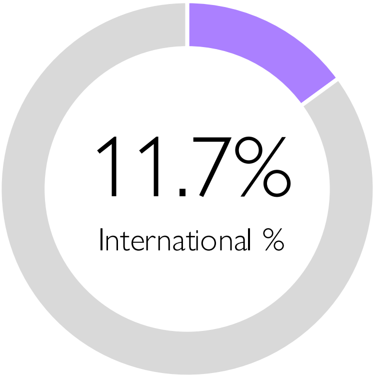
- Total HOL area catchment saw -1.1% decrease MoM in share of visits, representing higher 'pull-in' from outside of the catchment.
- Increased penetration from commuter counties such as Surrey, Hertfordshire and Essex, while counties to the west saw significant decline.

Catchment Band	June-25 Visit %	Percentage Point change vs. previous month
Primary	55.2%	-0.3%
Secondary	22.1%	-0.3%
Core Catchment *(75% of visitors)*	**77.2%**	**-0.7%**
Tertiary	15.8%	-0.4%
Total Catchment *(90% of visitors)*	**93.0%**	**-1.1%**
Pull-In	7.0%	1.1%



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

+2.8% INCREASE IN SHARE OF INTERNATIONAL VISITORS, WITH 12% OF VISITS IN JUNE 2025 FROM INTERNATIONAL TOURISTS



- International visitors made up **11.7%** of all June visits — a 2.8% increase YoY.
- St Martin's Lane District and Piccadilly Circus District had the highest share of international visitors (15.4% and 15.3% respectively) and saw the greatest YoY growth.

-3.3%
MoM

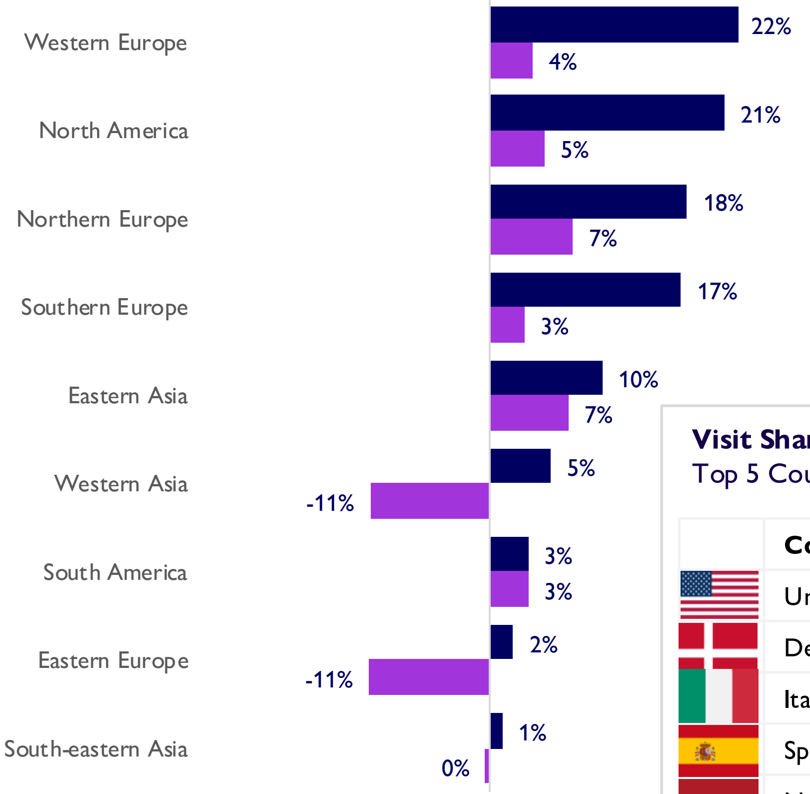
+2.8%
YoY

Area	International Mix (%)	Month-on-Month	Year-on-Year
HOL Area	11.7%	-3.3%	+2.8%
Piccadilly District	11.2%	-5.3%	+4.0%
Jermyn St District	13.7%	-8.9%	+3.2%
Leicester Sq District	13.5%	-3.4%	+1.7%
Piccadilly Circus District	15.3%	-5.6%	+4.9%
St Martin's Lane District	15.4%	-0.3%	+4.3%
Haymarket District	14.0%	-5.1%	+3.7%
Core West End	9.4%	-1.8%	+1.6%

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

FURTHER GROWTH IN EUROPEAN VISITORS (+4.3% MOM) REPRESENTING 59% OF INTERNATIONAL VISITS

Visit Share | Top 10 Regions

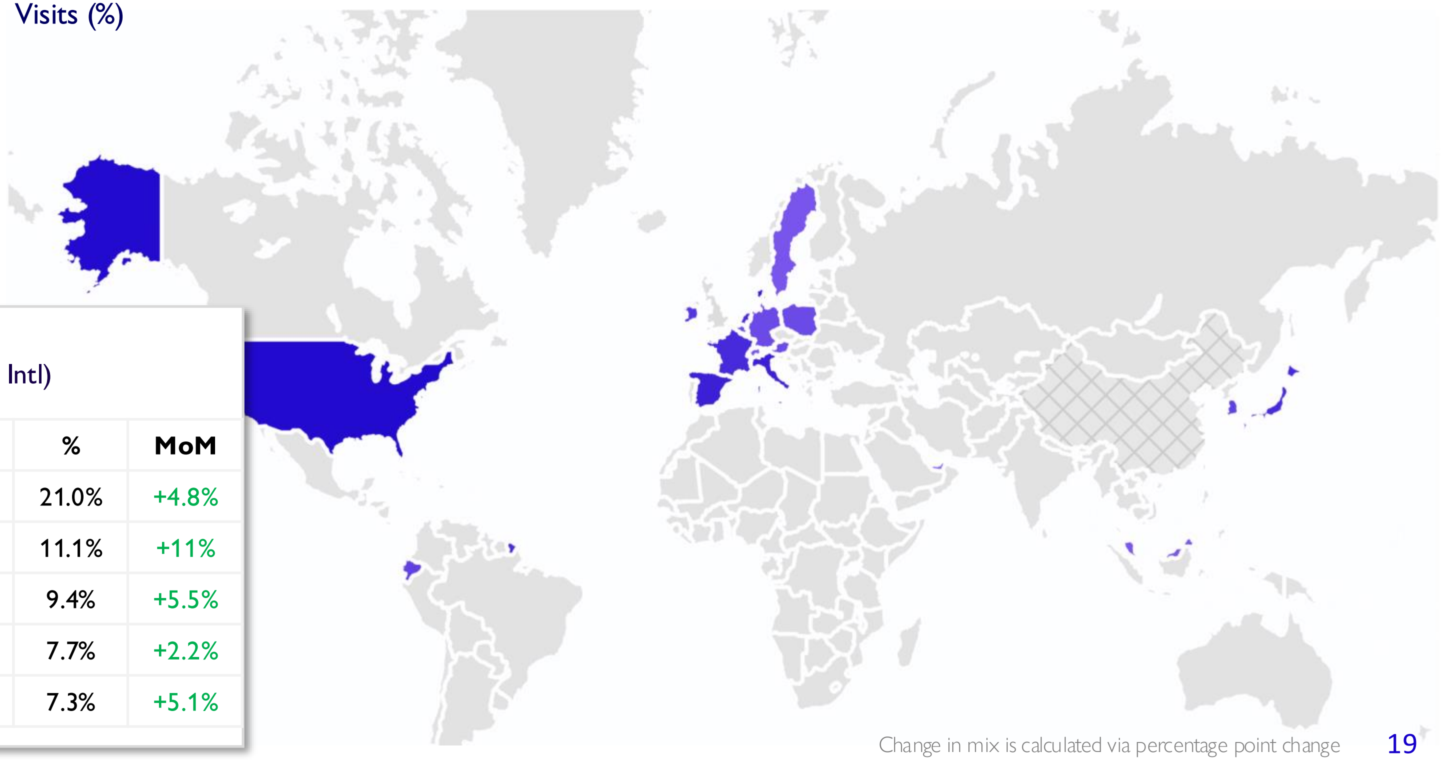


59.1%	Europe
+4.3% MoM	+22.1% YoY

21.0%	N. America
+4.8% MoM	+0.0% YoY

5.4%	Middle East
-10.8% MoM	-15.2% YoY

Share of International Visits (%)



Visit Share
Top 5 Countries (% of Intl)

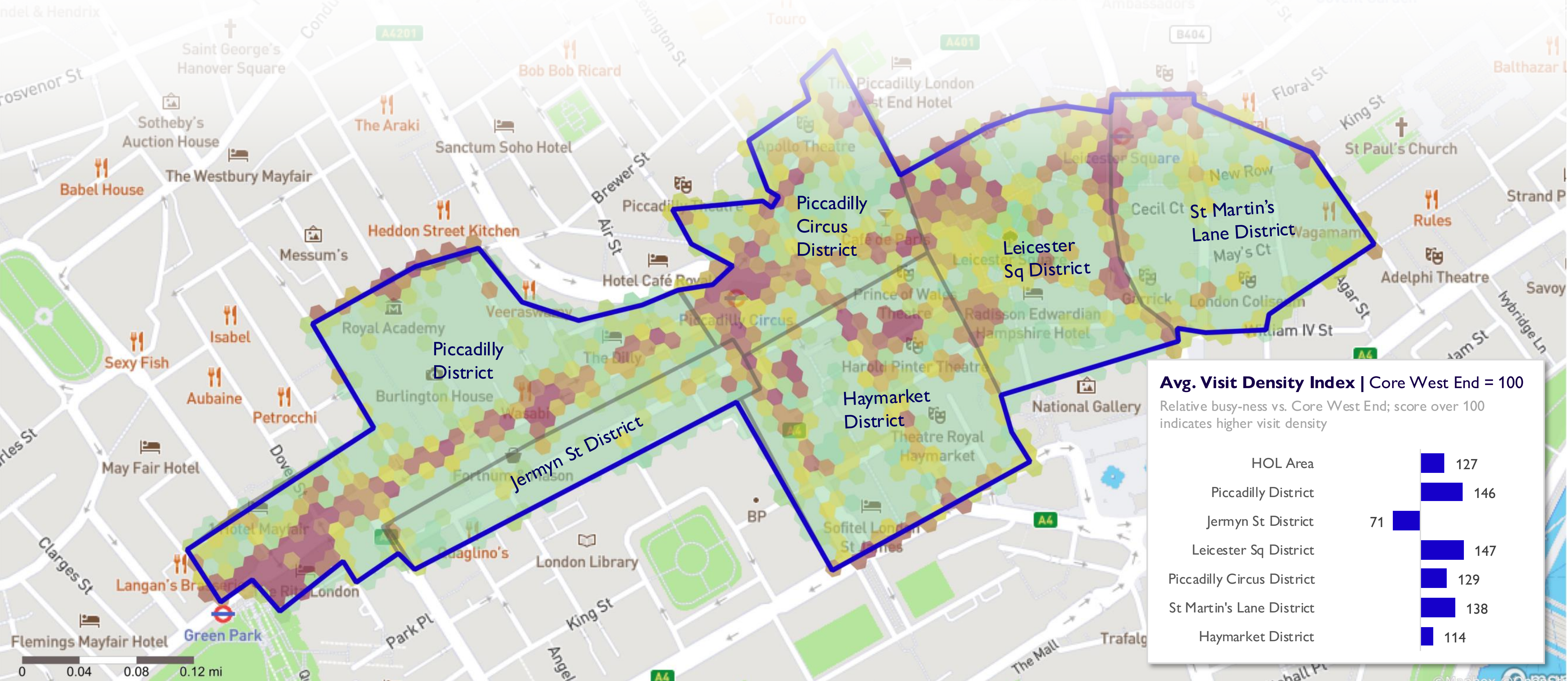
Country	%	MoM
United States	21.0%	+4.8%
Denmark	11.1%	+11%
Italy	9.4%	+5.5%
Spain	7.7%	+2.2%
Netherlands	7.3%	+5.1%

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 WITHIN LEICESTER SQ DISTRICT, 1.5 TIMES GREATER THAN CORE WEST END AVERAGE



SLIGHT DECLINE IN OVERALL USAGE SURROUNDING HOL AREA (-3.6%), WITH CONTINUED GROWTH IN ELIZABETH LINE STATIONS

- TfL station usage in the HOL area dropped **3.6% YoY**, despite growth in other West End stations
- YoY decline driven by Piccadilly Circus station performance (-5.1%) and Leicester Sq (-4.9%)
- Decline in station usage YoY inline with decline of footfall volumes across same period
- **Elizabeth Line** stations continued **strong growth**, while Piccadilly Line stations saw slight declines, echoing trends from previous months
- Charing Cross Road's larger decline is likely due to the Bakerloo line ticket hall being closed until the Autumn of 2025

Decline in usage from stations within HOL area in June 2025 vs. June 2024[1]

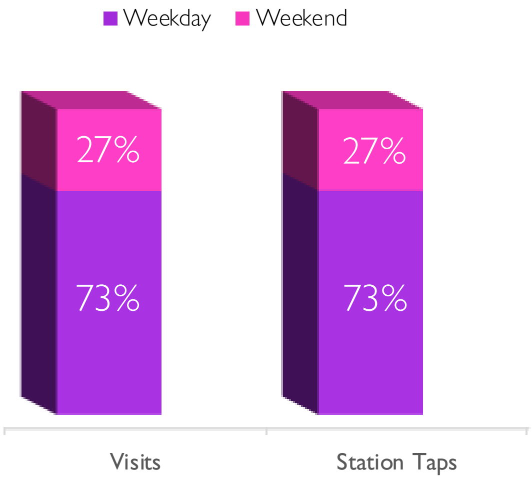
-3.6% YoY

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

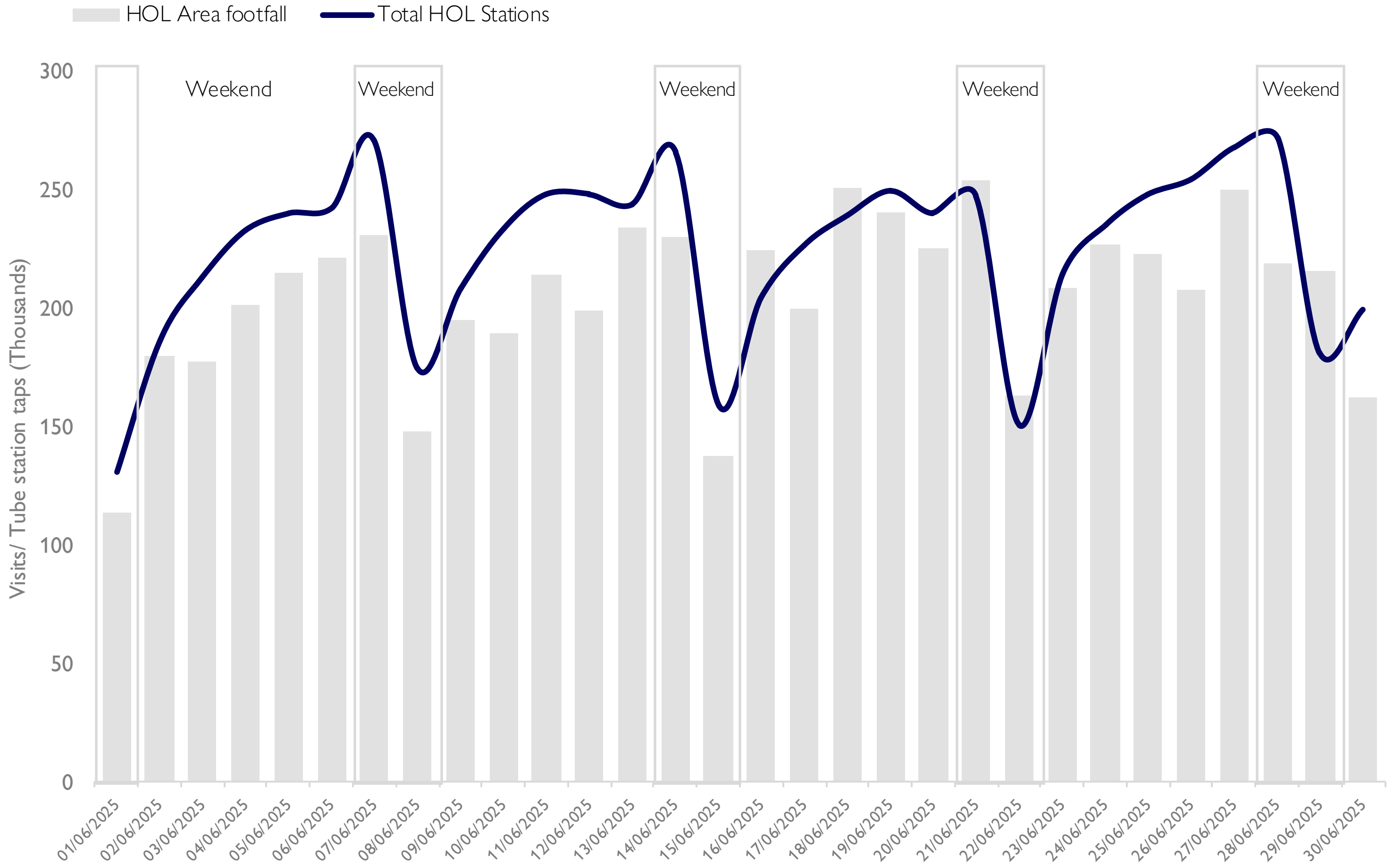
ALIGNMENT BETWEEN STATION USAGE & VISITS TO HOL AREA

- Weekday and weekend visit trends continue to align closely with station usage
- Station usage typically building throughout the week from Monday with highest usage on a Saturday
- Daily station usage remained steadier than overall footfall, suggesting regular visitors like workers maintained consistent travel habits

Visit & TfL Usage | Weekday vs Weekend



Footfall vs. TfL Usage | June 2025



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

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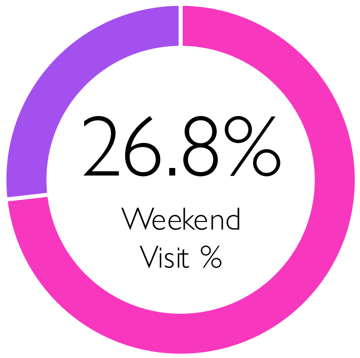
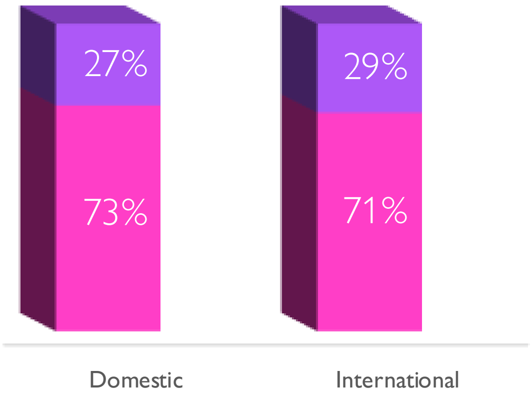
26.8% OF VISITORS CAPTURED ON WEEKENDS, WITH VARIATIONS BETWEEN DISTRICTS

HOL Area | Weekday vs Weekend



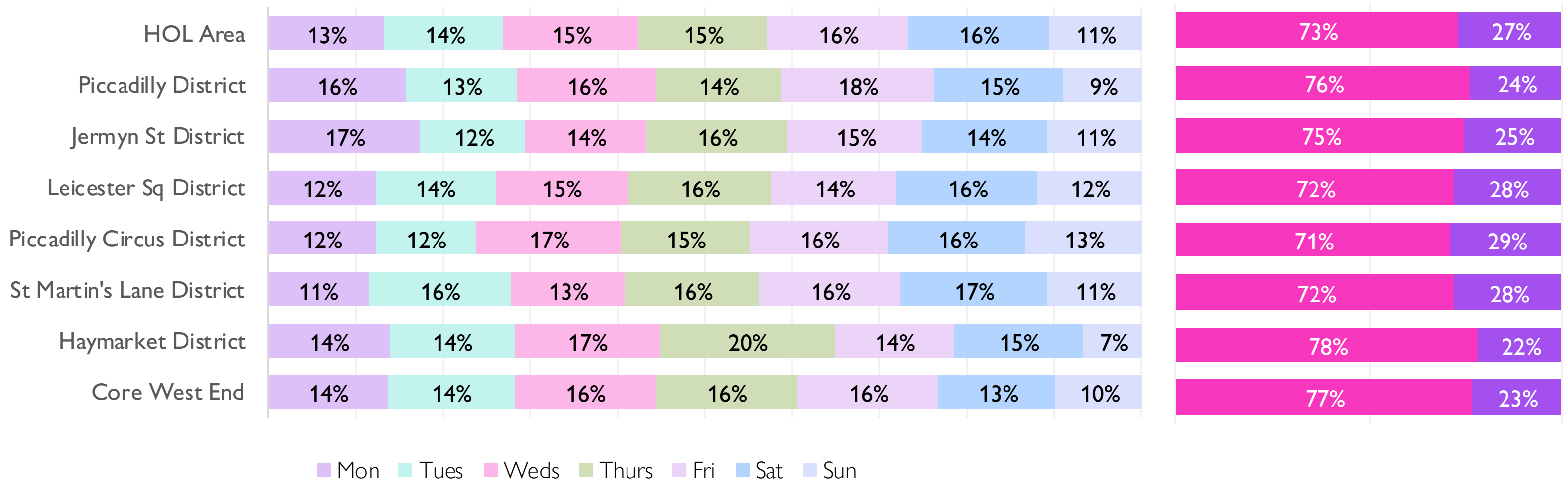
Visitor Origin | Weekday vs Weekend



- 26.8% of visits in the HOL area took place over weekends, with Piccadilly Circus district most evenly distributed across entire week (29% weekend)
- HOL area has a greater proportion of weekend visits than wider Core West End
- Domestic and international visitors showed similar weekday-weekend visit distribution throughout June

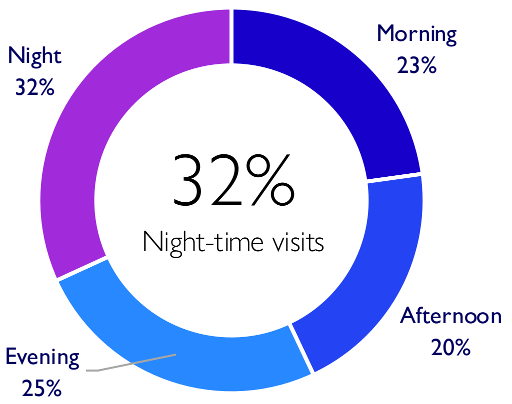
Daily Visit Distribution | District-Level

Weekday vs Weekend



32% OF NIGHT-TIME VISITS ACROSS HOL AREA WITH GREATEST SHARE SEEN IN LEISURE-FOCUSED DISTRICTS

HOL Area | Visitors by Time Band

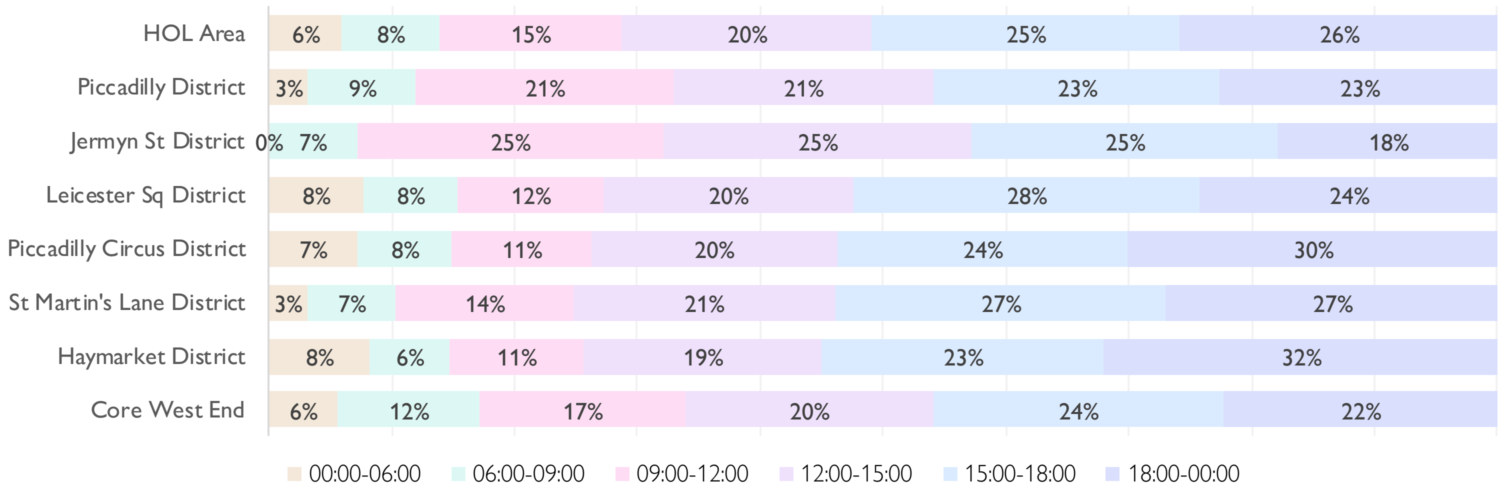


MoM

-3%
share of night-time visits

26%
HOL area visits post-6pm

Hourly Visit Distribution | District-Level

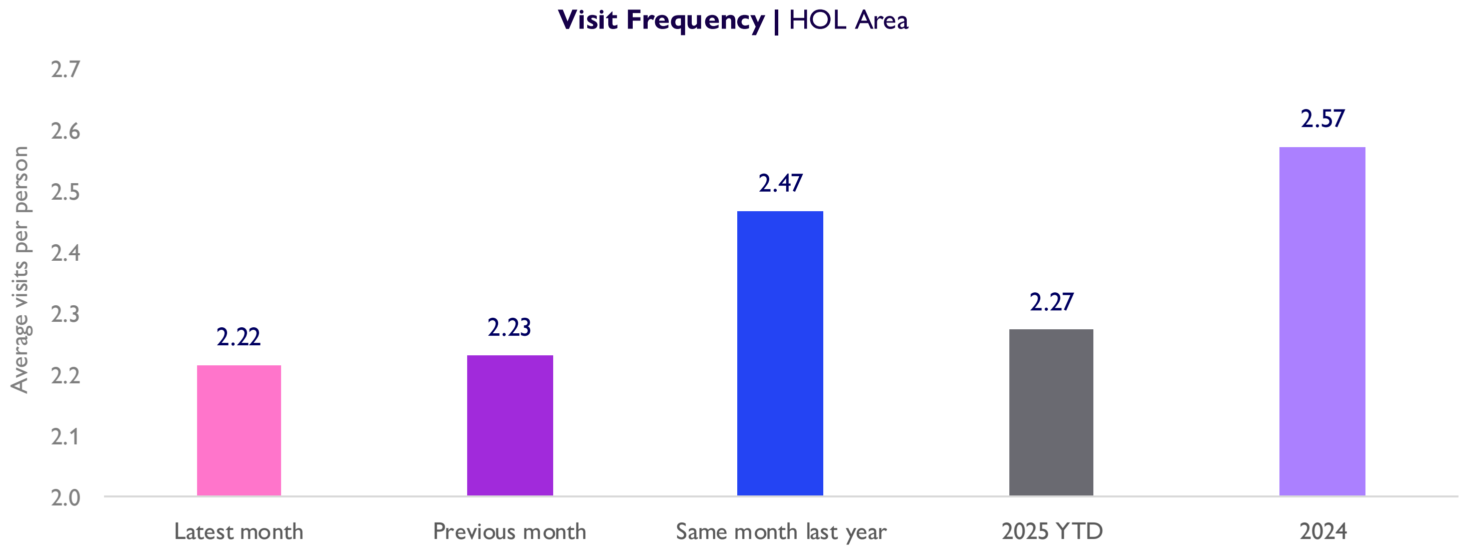


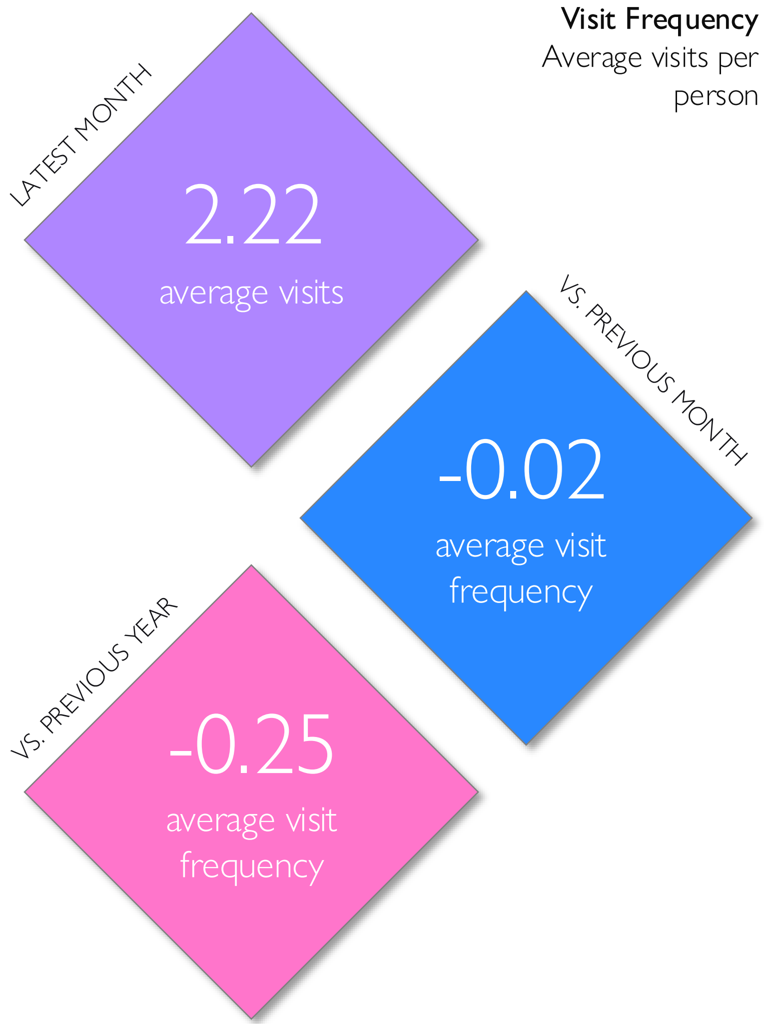
- Slight decline in post-6pm visits MoM, due to impact of school holiday and Bank holidays in May attracting greater share of social visitors.
- Districts that are more leisure-orientated (e.g. Haymarket District) saw greatest share of visits after 6pm. Nearly a third of visits to this district happened 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)

RELATIVELY CONSISTENT VISIT FREQUENCY MOM, WITH SLIGHT DECLINE VS. YTD AVERAGE

- The average person visited HOL area 2.22 times during June, down marginally from 2.23 times in May 2025 and down from 2.27 times YtD average
- Change in visit frequency, coupled with growth in dwell time presented on the next page, shows that visitors are condensing their trips and visiting slightly less frequently, however they stay and interact with the area for longer when they come



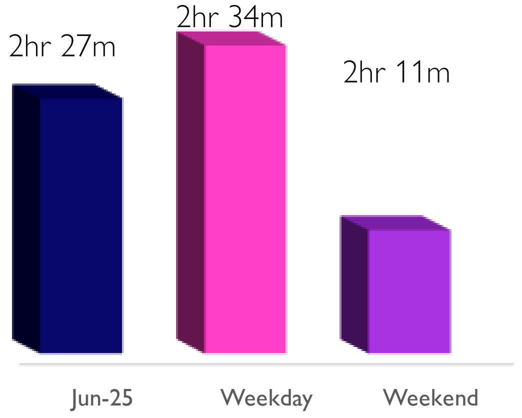


VISITOR DWELL HAS INCREASED ACROSS HOL AREA COMPARED TO PREVIOUS MONTH & YEAR

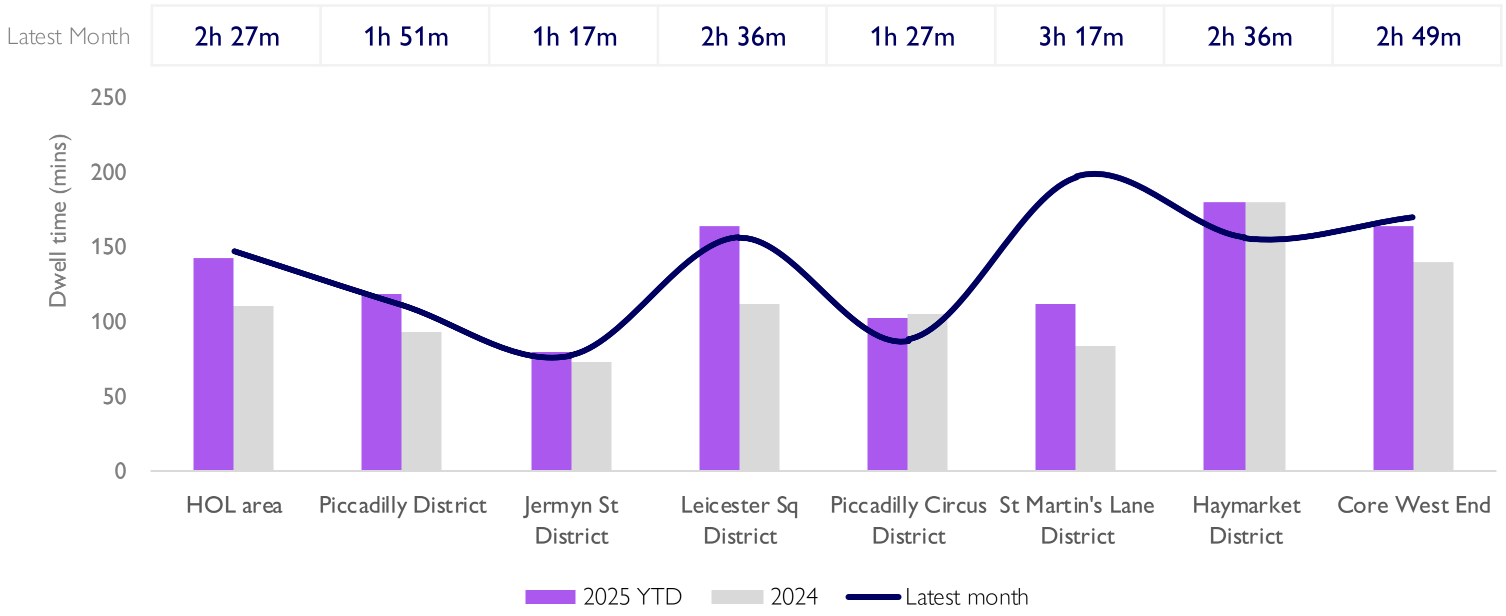
- Dwell time in June has increased — **up 6 mins** vs. YtD, and **up 27 mins** vs. June 2024
- Weekday dwell time averaging **23 mins** more than weekends
- St Martin's Lane saw sharpest increase vs. YtD average, while all other districts saw similar visitor dwell in June vs. 2025 YtD

2hrs 27mins	+12mins	+27 mins	+6mins
Latest month average dwell	MoM	YoY	vs. YtD

Visit Dwell | Weekday vs Weekend

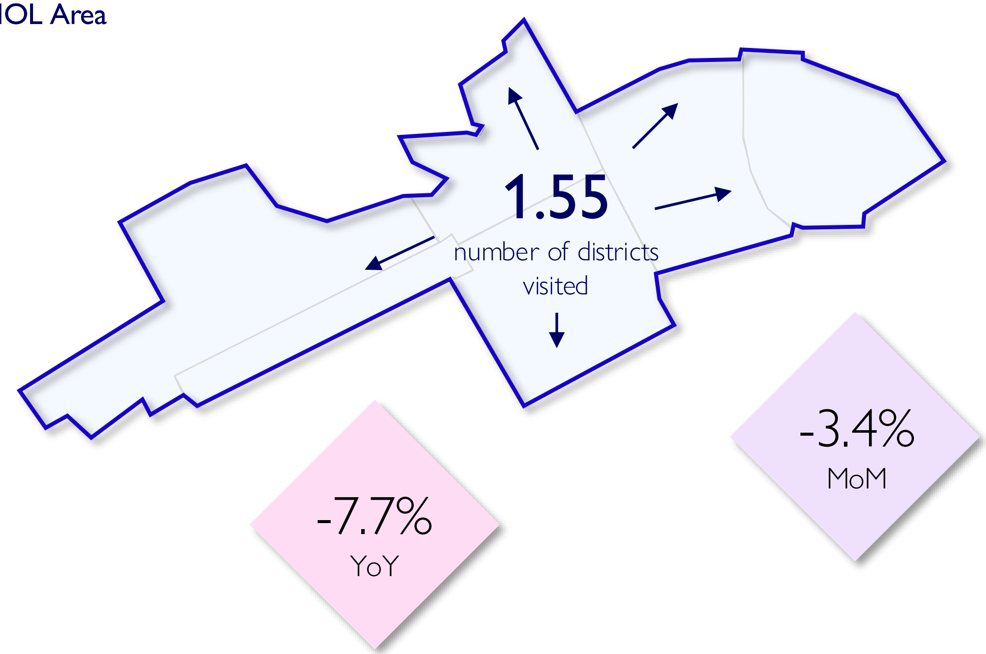


Average Dwell | District-Level



DECREASE IN CROSS-VISITATION IN JUNE VS. MAY

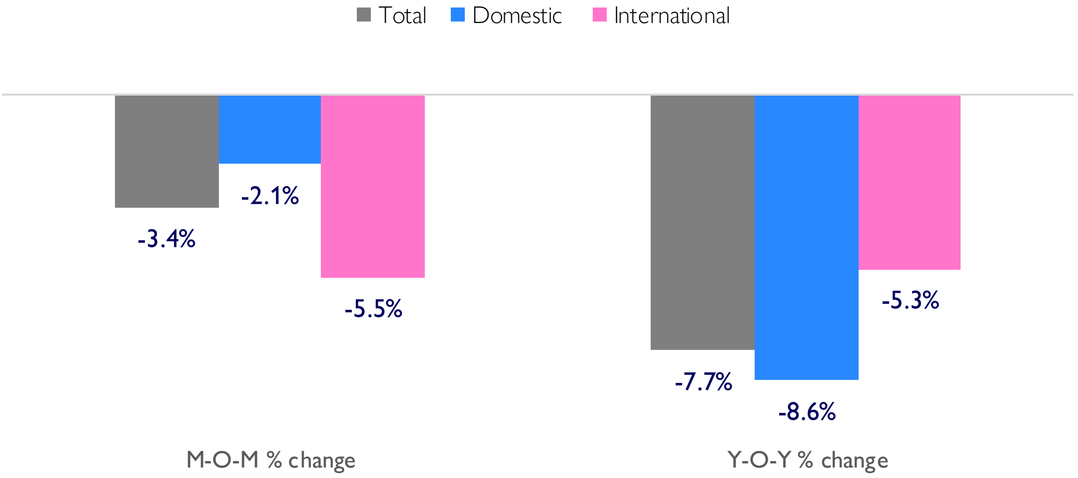
HOL Area



- Cross visitation helps understand the **number of visitors visiting multiple districts per trip** across the HOL area.
- Average visitor to HOL area visited **1.55 districts during their trip** in June 2025.

- Cross-visitation much higher for International visitors (**1.84** districts visited) vs. domestic visitors (**1.51** districts)
- Domestic visits slightly more focused in June, due to return of workers & less social visitors during June vs May (influenced by school holidays / bank holidays in May)
- International cross-visitation saw decline MoM (**-5.5%**) and YoY (**-5.3%**), indicating international visitors explored less of HOL area in June.

Change in Cross Visitation | HOL Area



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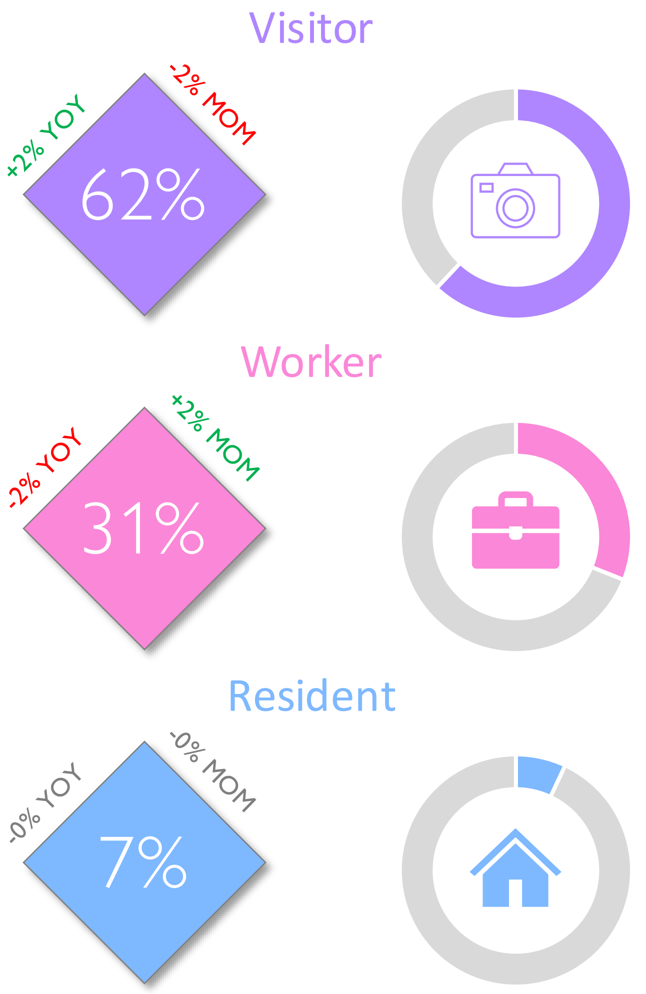
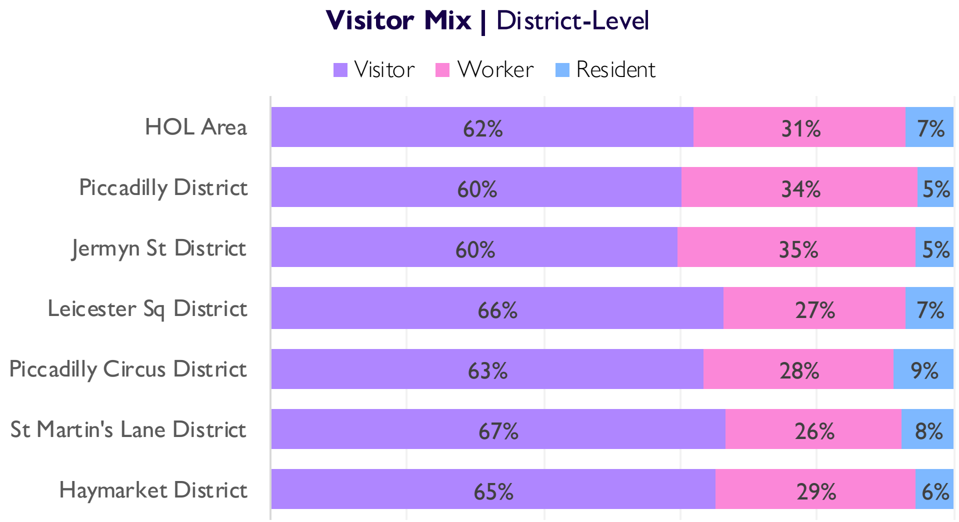
SLIGHT INCREASE IN WORKER PROFILE MOM FOLLOWING HALF-TERM & BANK HOLIDAYS IN MAY



- Slight shift in visitor profile MoM with -2% decline in visitors, being replaced by a growth in workers (+2%).
- All districts exhibited similar profile change – growth in visitors YoY vs. June 2024, while there has been growth in workers MoM vs. May 2025.
- Eastern districts attracted more domestic visitors, while Jermyn Street & Piccadilly district retained the highest share of workers.
- See page 37 for visitor group definitions.



Year-on-Year			Month-on-Month		
Vis.	**Wrk.**	**Res.**	**Vis.**	**Wrk.**	**Res.**
+2%	-2%	-0%	-2%	+2%	-0%
+3%	-3%	-0%	-1%	+1%	-0%
+3%	-3%	-0%	-1%	+1%	-0%
+2%	-2%	+0%	-2%	+2%	+0%
+3%	-2%	-1%	-2%	+1%	+0%
+2%	-2%	+0%	-2%	+2%	+0%
+3%	-3%	-0%	-2%	+2%	+0%

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 77% 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 **77%** of visits to the area.
- See **page 39** for mosaic group definitions.

Top 3 segments this month

Urban Cohesion | 21% visitors
Residents of settled urban communities with a strong sense of identity

City Prosperity | 17% visitors
High status city dwellers living in central locations, pursuing careers with high rewards

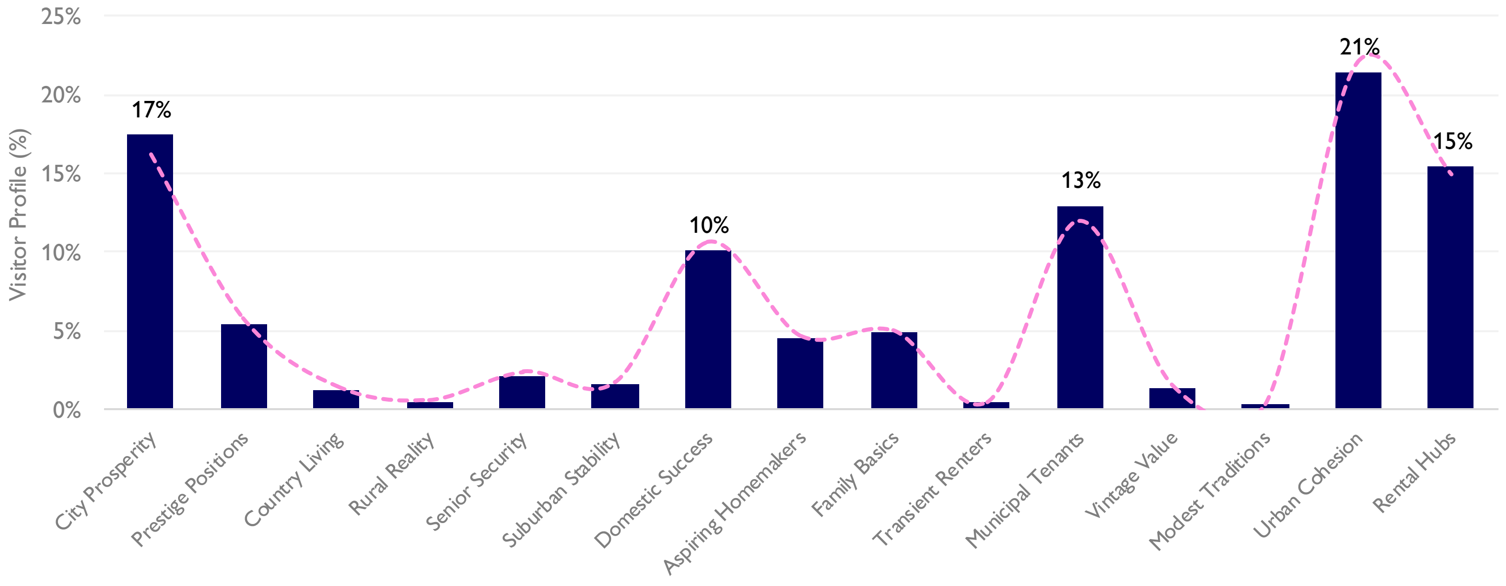
Rental Hubs | 15% visitors
Educated young people privately renting in urban neighbourhoods

MOSAIC Segmentation | HOL Area

HOL Area - - - - Core West End

77%	visitors from 5 highest % groups
21%	**visitors within ‘Urban Cohesion’**
-0.7%	**share of visits MoM from top 5 groups**

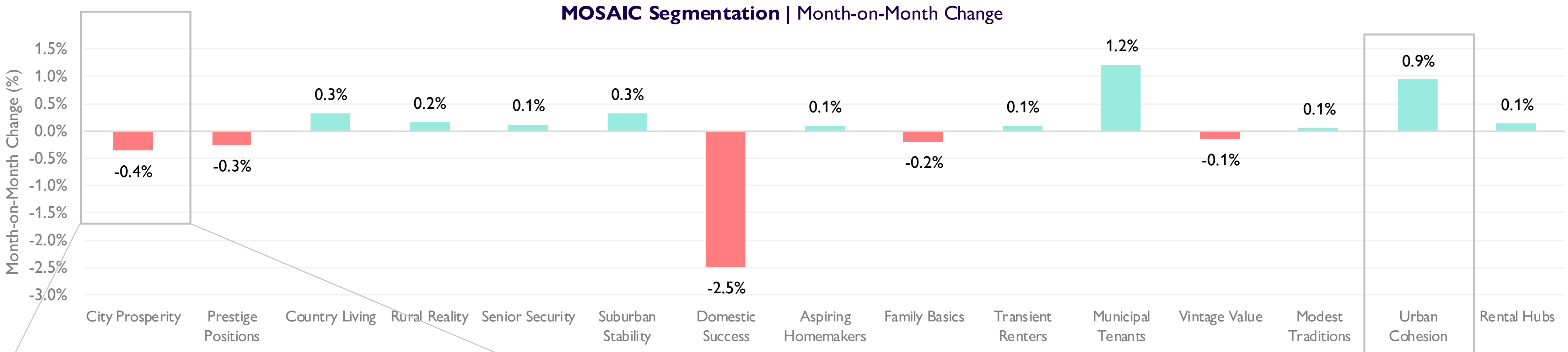
Year-on-Year	+2.1%	-1.5%	-1.0%	-0.6%	-0.8%	-0.5%	-1.0%	-1.5%	-0.1%	-0.3%	2.3%	-0.3%	-0.3%	2.8%	+0.6%



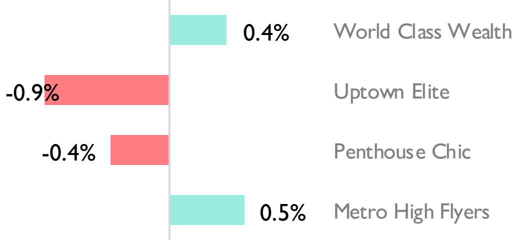
Experian MOSAIC | Detailed descriptions of all groups in appendix

See Page 39 for Mosaic Segmentation definitions

GROWTH IN SHARE OF VISITORS FROM 'URBAN COHESION' VS. PREVIOUS MONTH

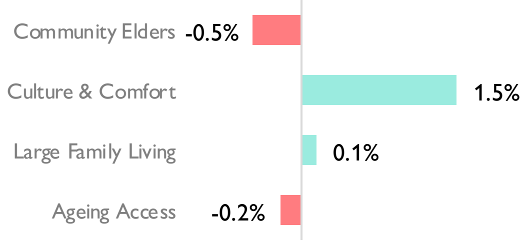


City Prosperity | MoM Change



- -0.4% overall decrease in visitors from 'City Prosperity'.
- Increase of 'World Class Wealth' and 'Metro High Flyers' outweighed by declines in other types.

Urban Cohesion | MoM Change



- 0.9% increase in share of visitors from 'Urban Cohesion' group, with varied change across types.
- 'Culture & Comfort' saw largest increase, representing "thriving families with good incomes in diverse suburbs"

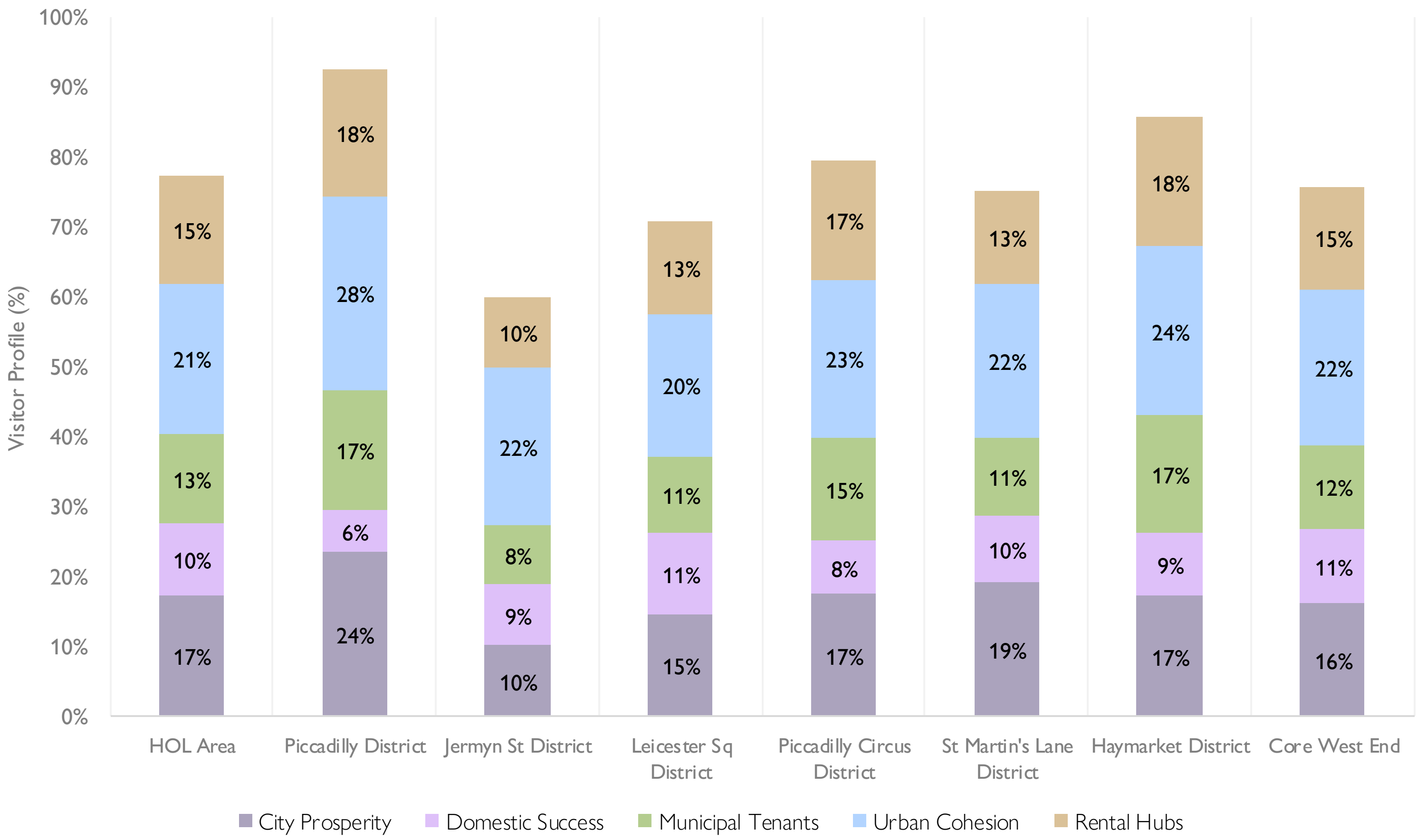
Experian MOSAIC | Detailed descriptions of all groups in appendix

MARGINAL DECLINE IN TOP 5 SEGMENT GROUPS MOM, INDICATING SLIGHTLY LESS-FOCUSED DEMOGRAPHIC BASE IN JUNE

- Decrease in share of visitors from Top 5 segment groups across most districts, representing a slightly less **focused demographic base** visiting the area in June.

Area	Visitors from HOL Area's Top 5 Groups	Month -on- Month
HOL Area	77.3%	-0.6%
Piccadilly District	92.5%	+2.9%
Jermyn St District	60.1%	-28.2%
Leicester St District	70.8%	-2.5%
Piccadilly Circus District	79.5%	-2.7%
St Martin's Lane District	75.3%	-3.3%
Haymarket District	85.7%	-4.4%
Core West End	75.9%	-2.3%

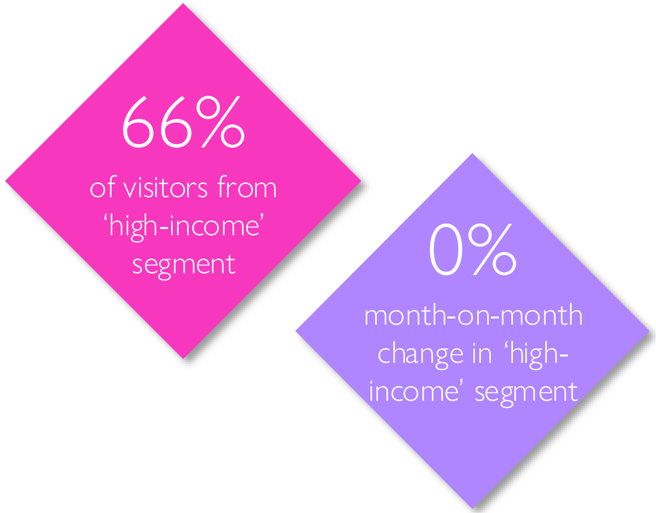
HOL Area's Top 5 Groups | District-Level

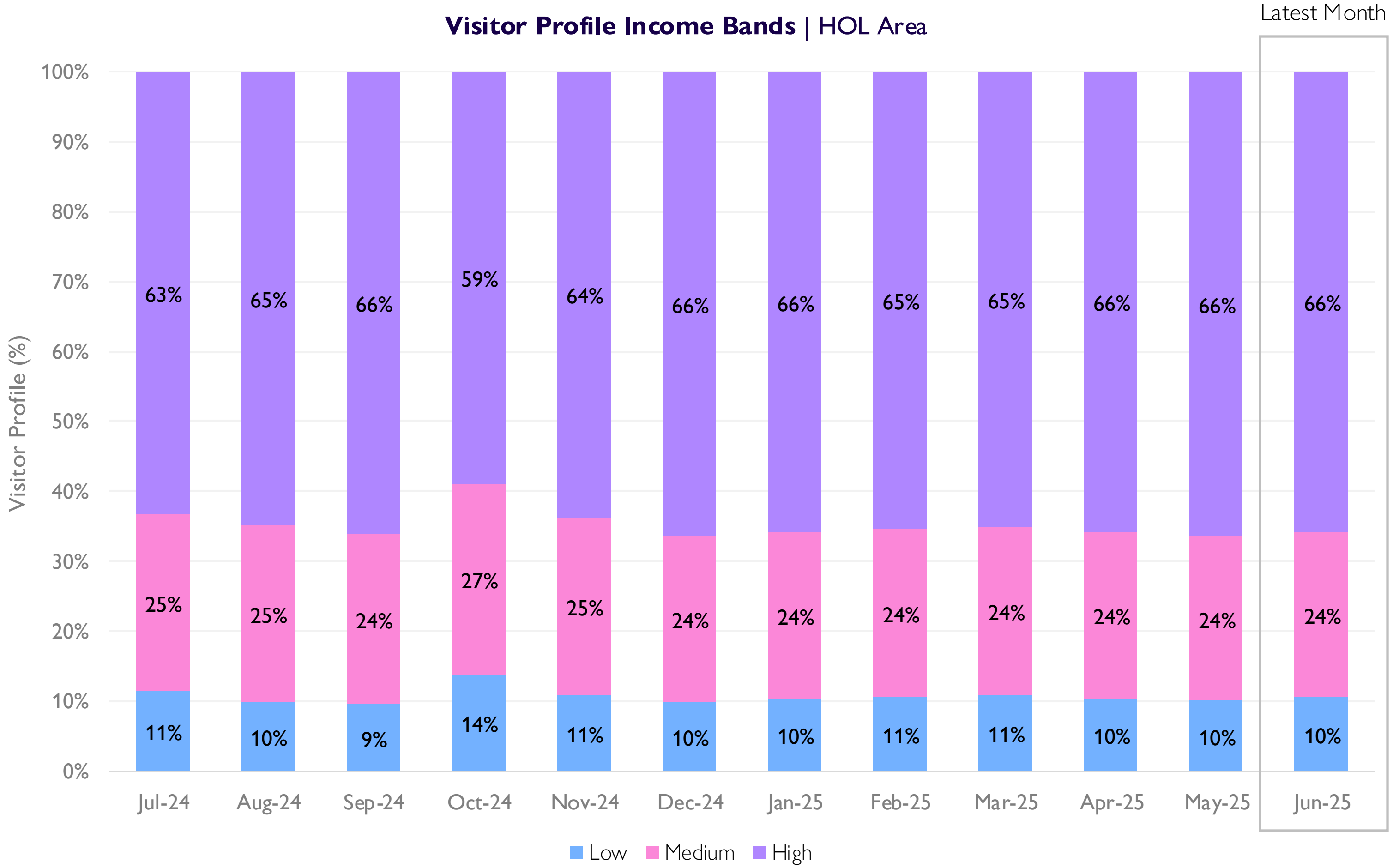


Experian MOSAIC | Detailed descriptions of all groups in appendix

TWO-THIRDS OF VISITORS TO HOL AREA FROM WITHIN HIGH-INCOME SEGMENT TYPES

- 66% of HOL area visitors in June from within high-income segment types
- Consistent income-profile for visitors to HOL area MoM





Experian MOSAIC | Example of classifications in appendix

01 SUMMARY

02 VISITOR VOLUMES

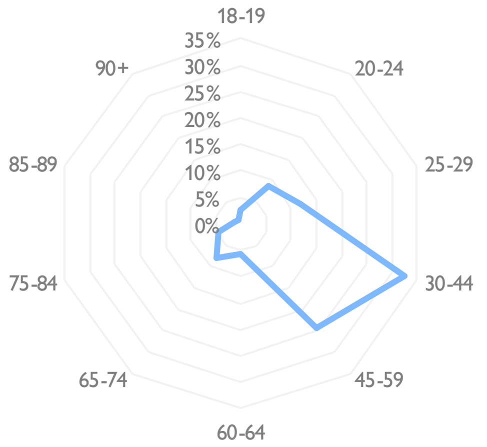
03 VISITOR BEHAVIOUR

04 VISITOR PROFILE

05 APPENDIX

HOL AREA PROFILE SKEWED TOWARDS PROFESSIONAL, MID-AGED VISITOR

Age & Gender Profile



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

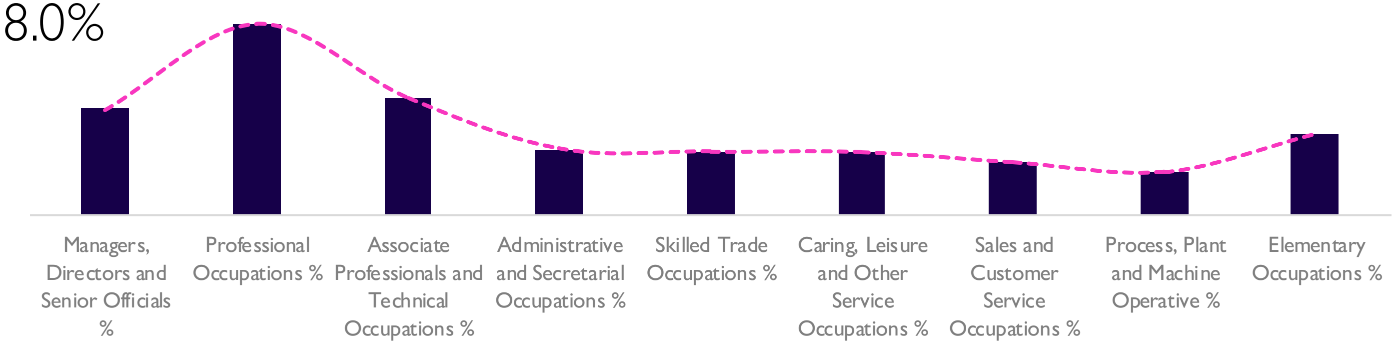
Female 51.3%

Male 48.7%

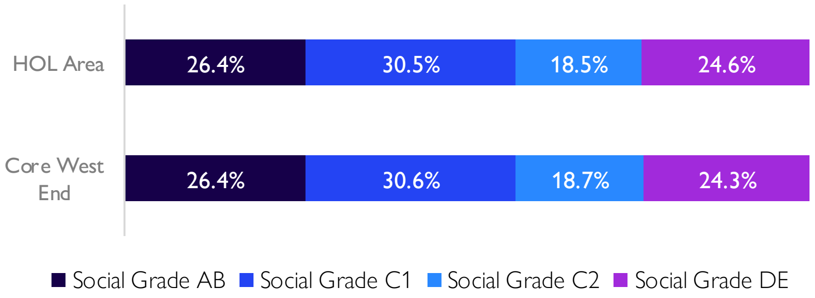
Occupation

Managers & Professional

38.0%



Social Grade



- Social Grade profile of those visiting HOL area vs. Core West End very similar
- 26.4% of visitors to HOL area within most-affluent social grade (AB)

BT VISITOR MIX DEFINITIONS

3 key visitor types used within BT data…

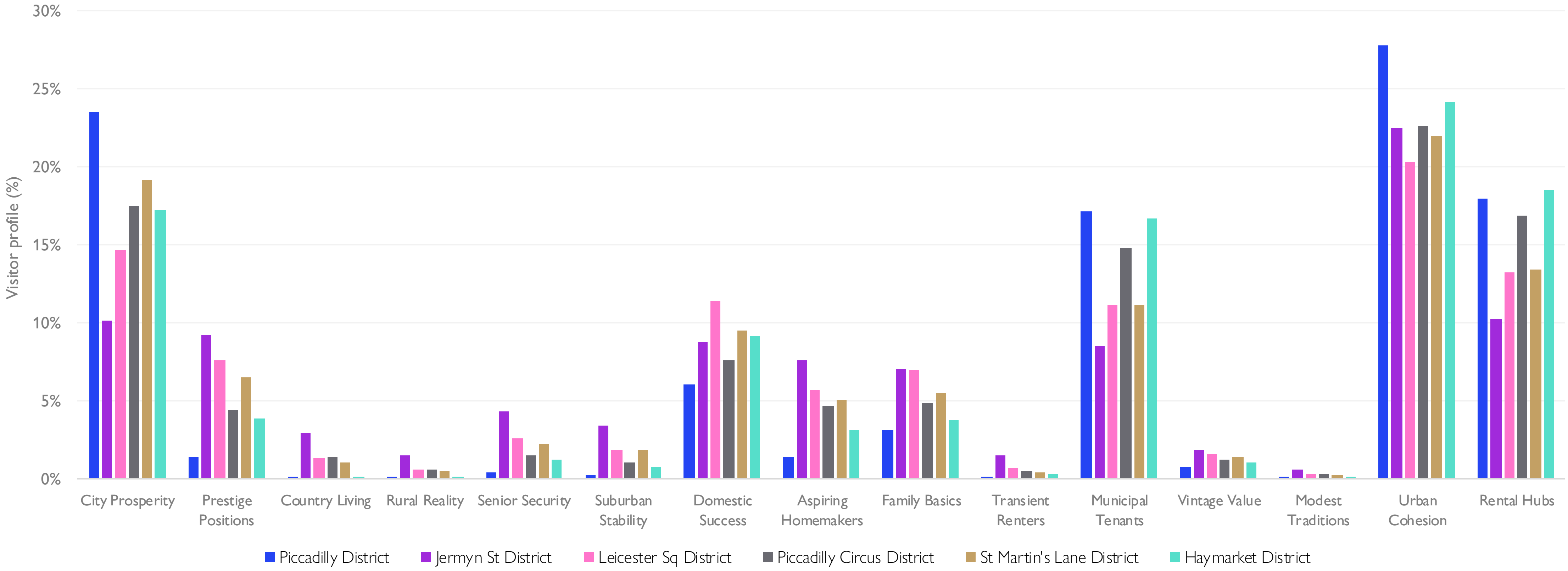
Visitor
The number of non-residents and non-workers who spend at least 10 minutes in that MSOA / HEX in the specified time period.

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.

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

MOSAIC Segmentation | District-Level



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

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	Mosaic	A02 Uptown Elite
51m individuals	15 groups	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…

Single Essentials
Singles renting small social flats in town centres.

City Diversity
Households renting social flats in busy city suburbs where many nationalities live as neighbours.

Local Focus
Rural families in affordable village homes who are reliant on the local economy for jobs.

Fledgling Free
Pre-retirement couples enjoying space and reduced commitments since their children left home.

Primary Ambitions
Families with school-age children, who have bought the best house they can afford within popular neighbourhoods.

World Class Wealth
Global highflyers and moneyed families living luxurious lifestyles in London's most exclusive boroughs,

Premium Fortunes
Asset-rich families with substantial income, established in distinctive, expansive homes in wealth enclaves.

Low Income — Medium Income — High Income

CROSS VISITATION EXAMPLE

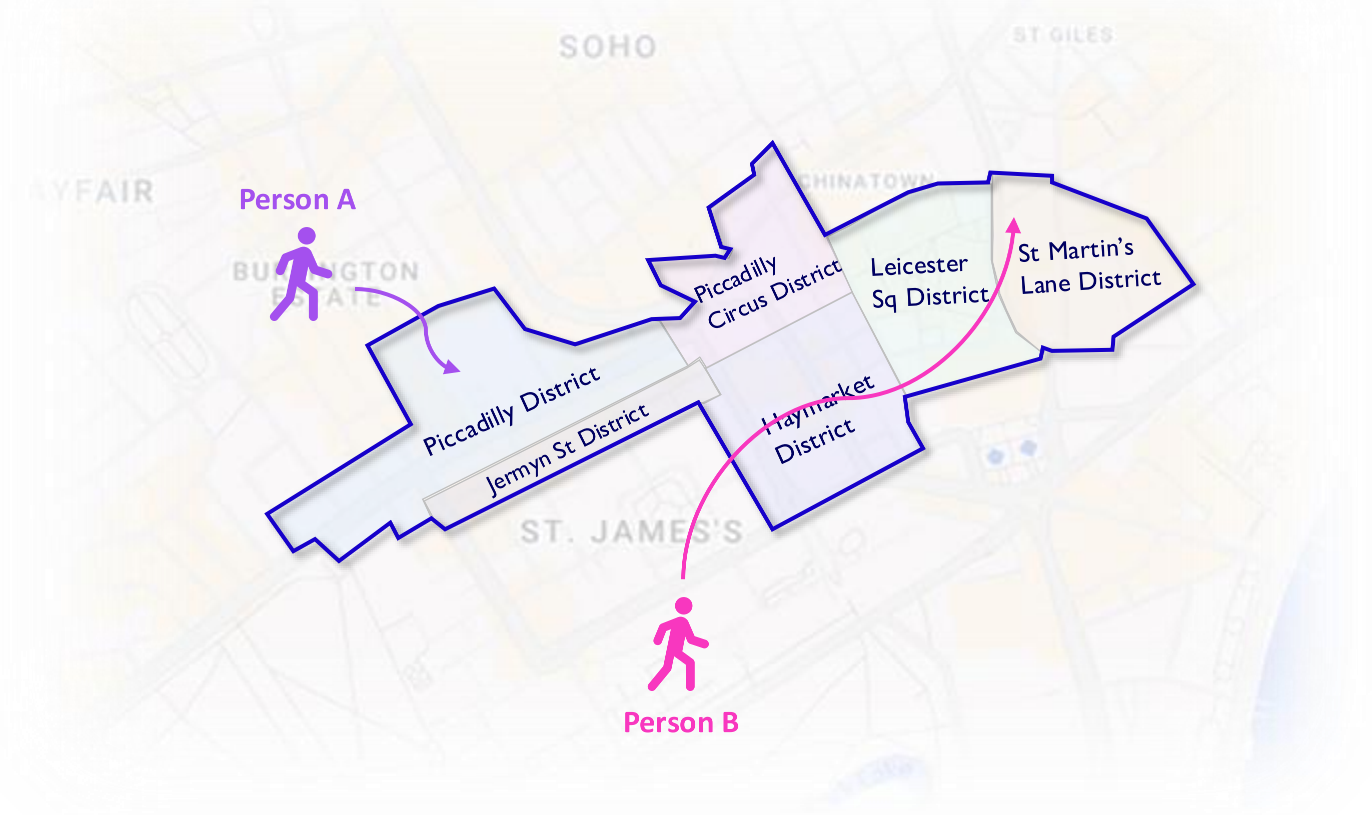
Person A

- 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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