Visitor Insights
March report 2024

Shaping a
world-class
West End

Issued:
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HEART OF LONDON BUSINESS ALLIANCE

Colliers

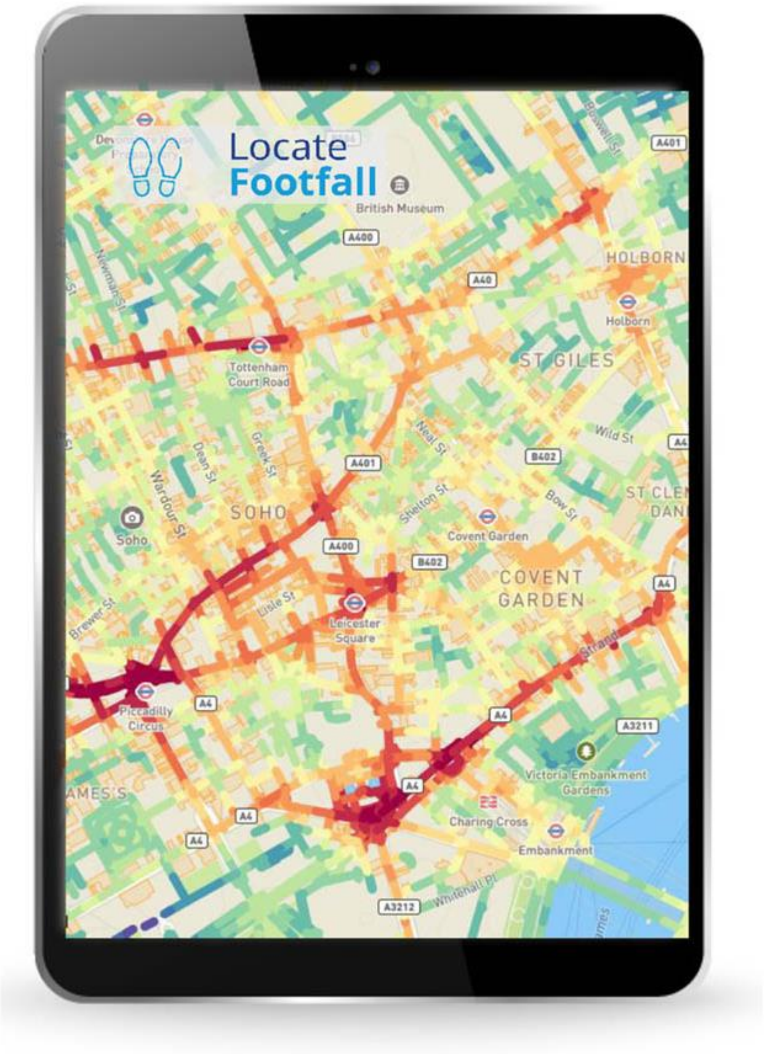
Background
Introduction and context

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

Colliers' Locate Footfall mobility data platform is central to the delivery of the insights set out in this report. The platform is powered by extensive mobility data covering a growing sample of 9+ million smartphone users nationally.



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01 Summary

Summary
March 2024- Key points

- Footfall in the HOL area has surged in March, with a 23% increase compared to February, attributed to a rise in both domestic and international visitors. This uptick aligns with typical post-COVID patterns, characterised by lower footfall in January and February, followed by a strong resurgence in March.

- The catchment area increased by 30%. The most significant growth was observed in the secondary catchment band, indicating a surge in visitors from outer London and the home counties. This can be attributed largely to the recent Easter public holidays and school breaks.

- Although footfall was impacted by train strikes during the initial week of the month, weekly trends remained consistent, with weekends continuing to draw the most significant numbers. The final week of the month also recorded higher footfall, particularly in the run-up to Easter and during the Easter weekend.

- In terms of daily visitation patterns, districts centered around entertainment and leisure experienced footfall peaks later in the day compared to previous months, driven by heightened tourist activity, particularly between the hours of 2pm-5pm.

Summary
March 2024

13.8 m (+23%)

Visitors to HOLBA area up 20% month on month

158 mins (-1%)

Visitors typically spend over 2 and a half hours in the area. In-line with YTD average

12.7m (+30%)

People live within the HOLBA area core catchment

02 Visitor volumes

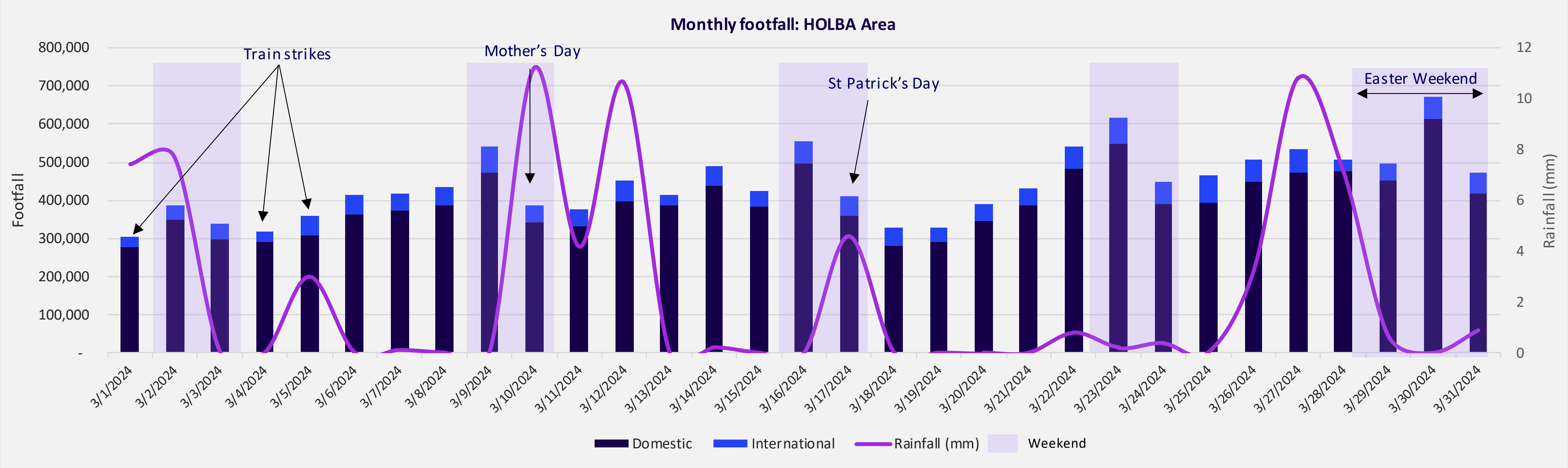
Visitor volumes
Footfall - districts

Footfall up 23% month-on-month, and 16% year-on-year

Domestic and international visits up in all districts compared with February

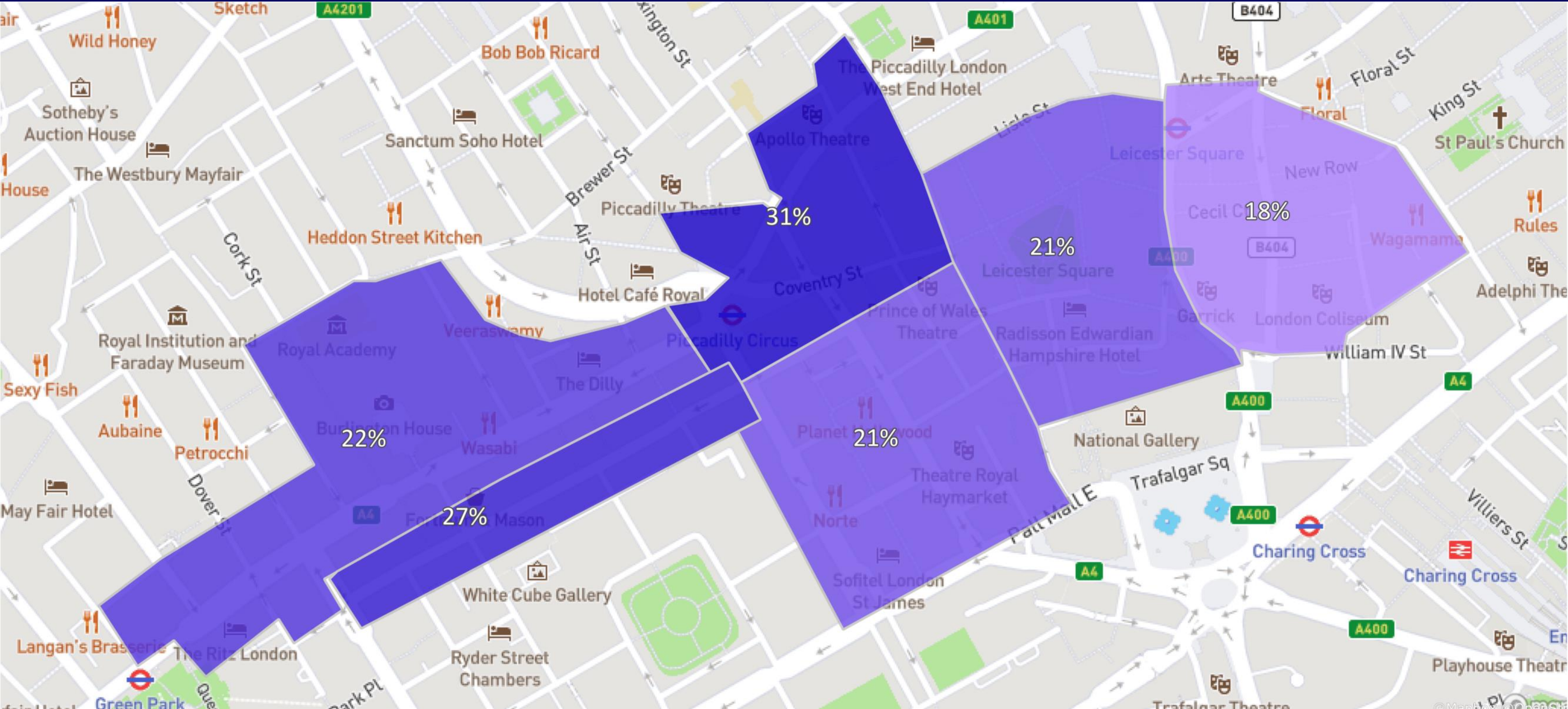
District	Month-on-Month			Year-on-year		
	Total	*Domestic*	*International*	Total	*Domestic*	*International*
HOL Area	23%	20%	*49%*	16%	19%	*-5%*
Piccadilly District	22%	19%	*49%*	24%	25%	*20%*
Jermyn St District	27%	26%	*45%*	13%	14%	*7%*
Leicester Sq District	21%	21%	*17%*	7%	8%	*0%*
Piccadilly Circus District	31%	28%	*51%*	25%	29%	*2%*
St Martin's Lane District	18%	16%	*27%*	15%	11%	*46%*
Haymarket District	21%	19%	*41%*	31%	33%	*12%*
Core West End	18%	17%	*36%*	15%	23%	*-27%*
HOL Area - major street avg	26%	24%	38%	35%	34%	44%

Visitor volumes
Strong Saturday footfall continues

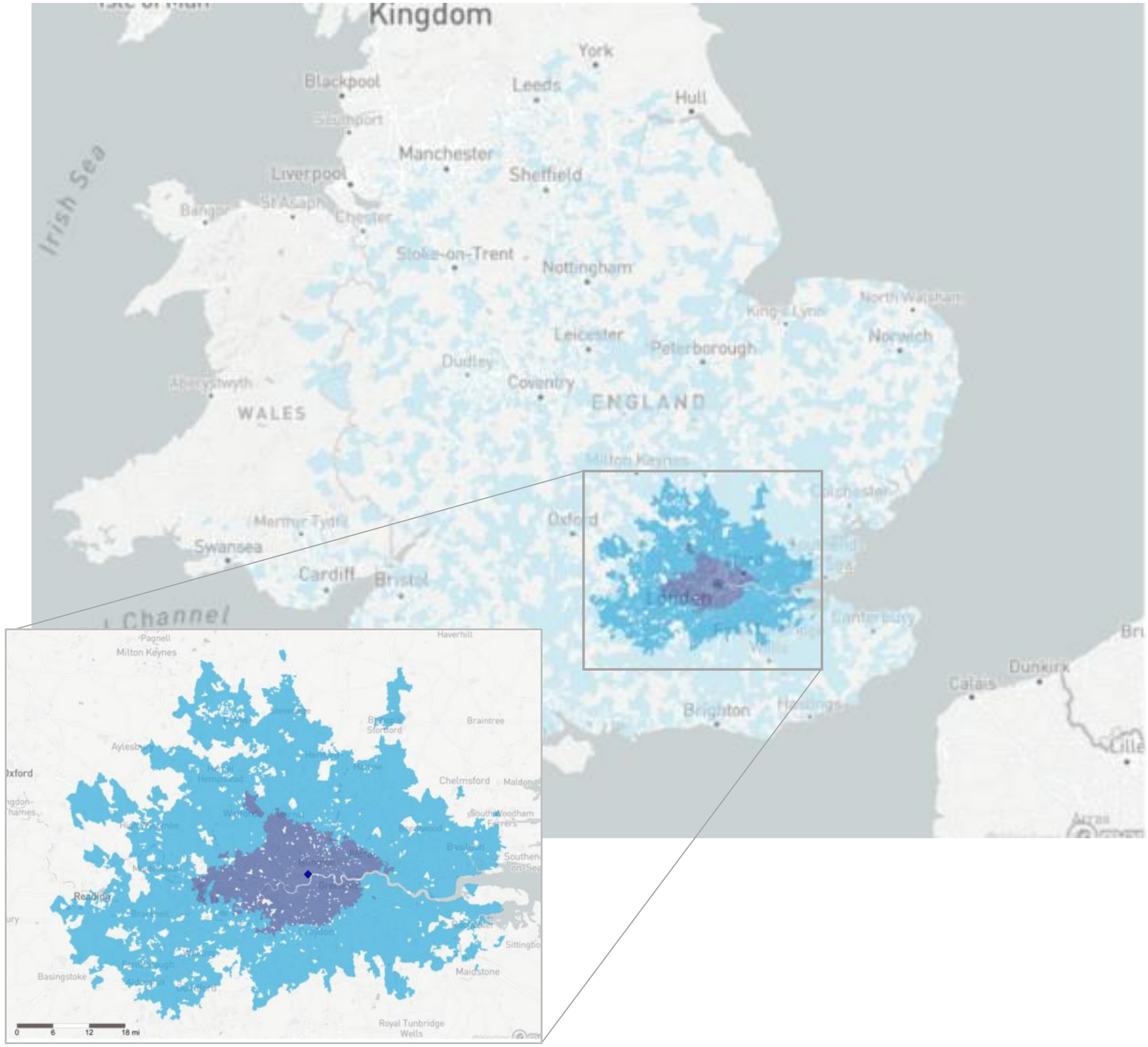


- Saturdays remain the days with highest footfall across the month, with visits peaking on 23 March
- Eight days of significant rainfall during the month however there is no clear impact on footfall on these days

Visitor volumes
March vs. February 2024



Visitor volumes
Core catchment increased 12.7% in size vs. February

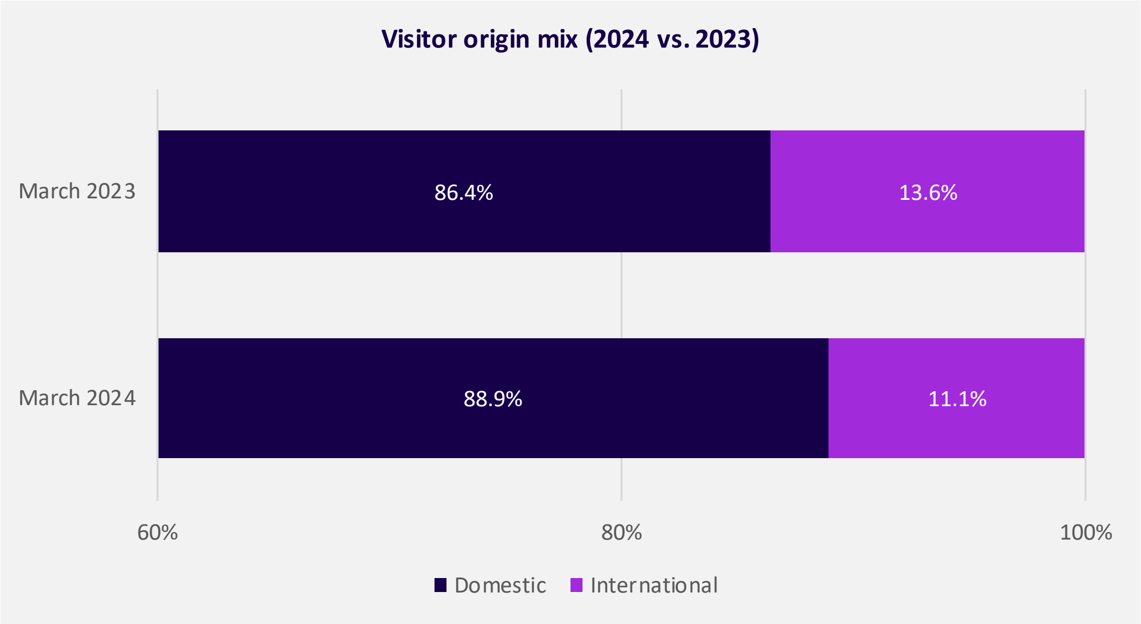


Catchment band		Population (Millions)	Change vs. previous month
	-*Primary*	6.2	26.0%
	-*Secondary*	6.5	32.9%
	Core ***(Primary + Secondary)*** *75% of regular visitors*	**12.7**	**29.5%**
	-*Tertiary*	13.2	23.4%
	Total ***(Core+ Tertiary)*** *95% of regular visitors*	**25.9**	**26.3%**

- Increase in size of all catchment bands indicating growth in ‘reach’ as people travel from further afield

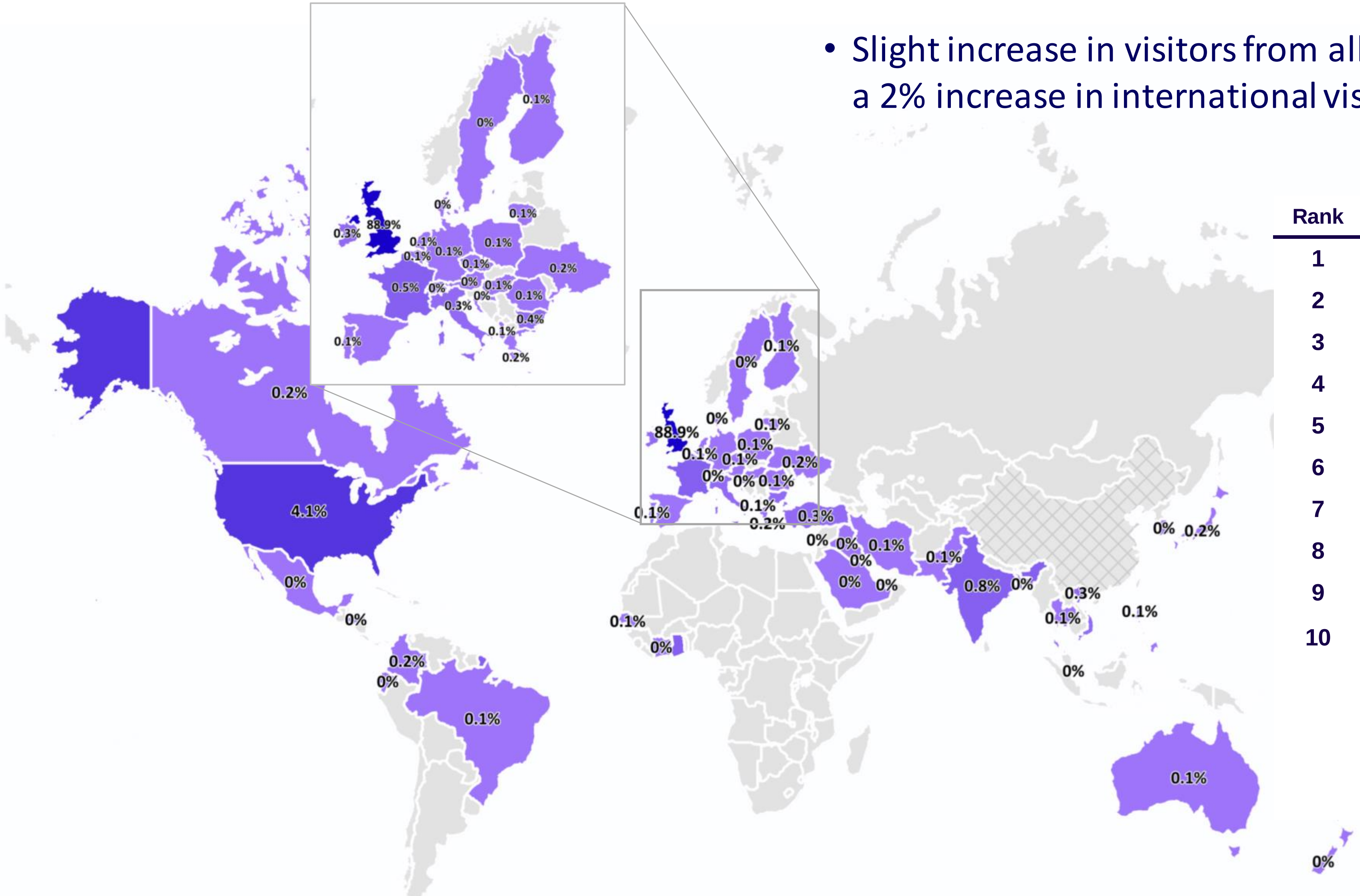
Visitor volumes: visitor mix
International visitor volume and mix up on February

Area	International mix (%)	+/- change in volume: Month-on-Month	+/- change in volume: Year-on-year
HOL Area	**11.1%**	**46.0%**	**-7.7%**
Piccadilly	9.4%	**30.6%**	**32.3%**
Jermyn St	8.7%	**25.4%**	**42.6%**
Piccadilly Circus	13.2%	**46.9%**	**40.7%**
St Martin's Lane	34.9%	**86.9%**	**153.3%**
Haymarket	8.0%	**10.8%**	**37.8%**
Haymarket - Regent St / St James	7.2%	**11.6%**	**31.8%**
Core West End	10.4%	**32.4%**	**-28.5%**



- 2.0%-point increase in international mix versus February
- The equates to a 46.0% increase in the volume of international visitors
- International visits accounted for 11.1% of visits in March, vs. 13.6% in March 2023

Visitor volumes: visitor origin
11.1% of visitors to HOLBA from outside the UK

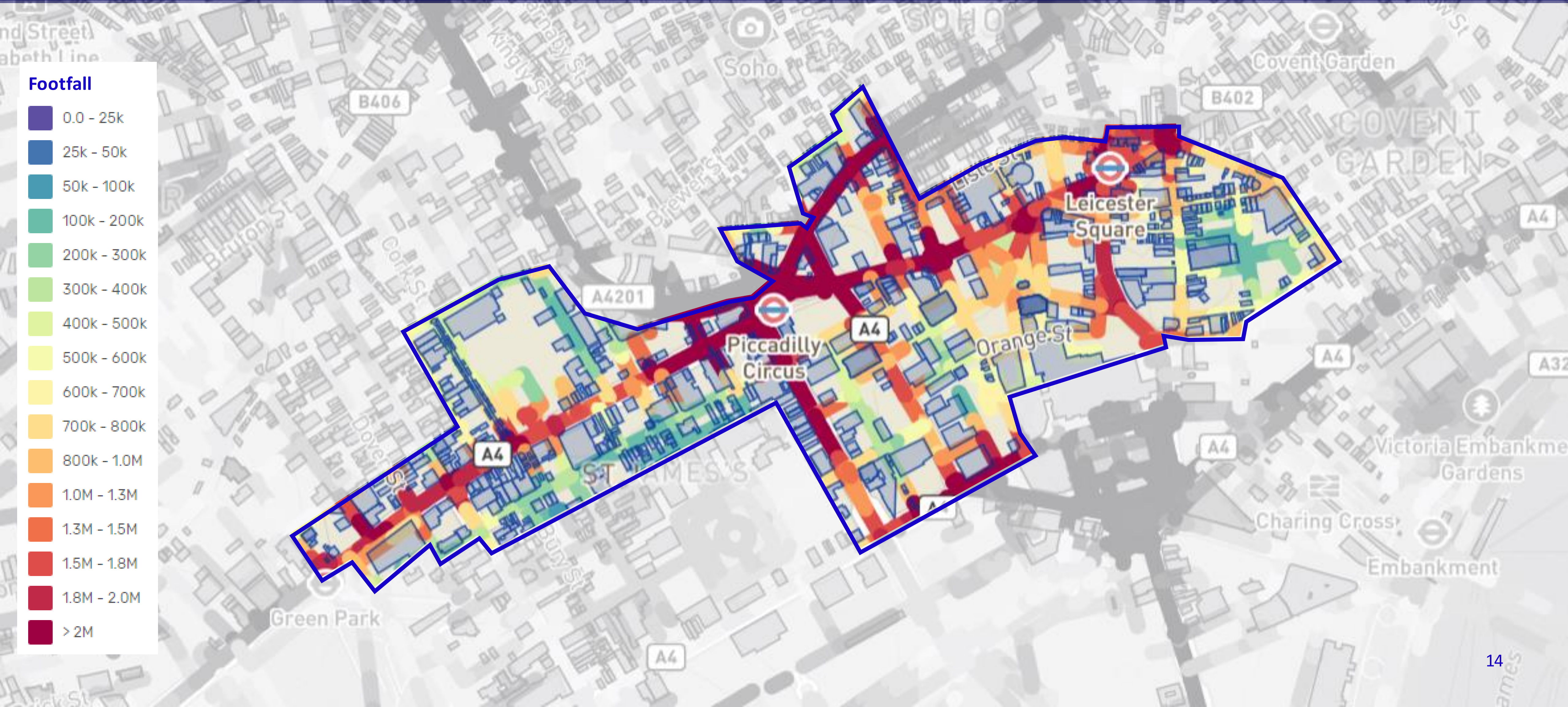


- Slight increase in visitors from all countries apart from the USA, resulting in a 2% increase in international visitor mix

Rank	Country	%	+/- change
1	United Kingdom	88.9%	-2.0%
2	United States	4.1%	-0.1%
3	Ghana	0.8%	0.2%
4	India	0.8%	0.4%
5	France	0.5%	0.2%
6	Bulgaria	0.4%	0.1%
7	Vietnam	0.3%	0.1%
8	Italy	0.3%	0.1%
9	Ireland	0.3%	0.1%
10	Turkey	0.3%	0.1%
	Europe (excl. UK)	3.1%	1.3%
	Rest of the world	8.0%	0.7%
	Non UK	11.1%	2.0%

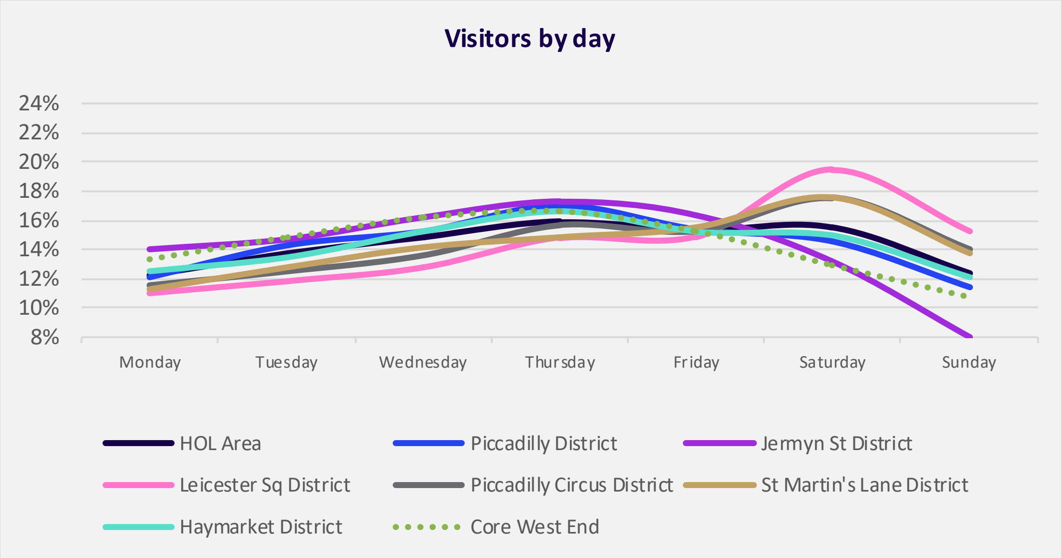
Note: Data unavailable for visitors from China

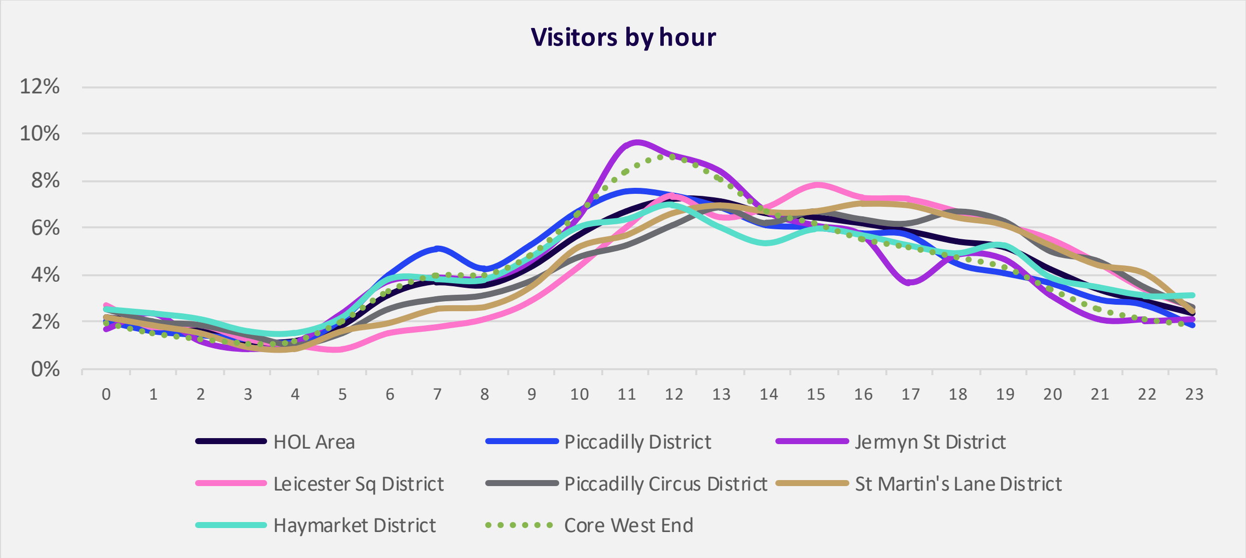
Visitor volumes
Segment footfall



03 Visitor behaviour

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





- Similar profile in visitors by day to February

- Jermyn St continues to see a big drop-off on weekends due to worker focus whilst tourist districts (such as Leicester Sq) saw strong visit volumes, often ahead of weekdays

- Visitor volumes typically peak during lunchtime and into the afternoon

- St Martin’s Lane District had the latest ‘peak hour’ (4pm), driven by people visiting leisure focused destinations such as Leicester Square District earlier in the day during Easter holidays

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

HOLBA - % of visits

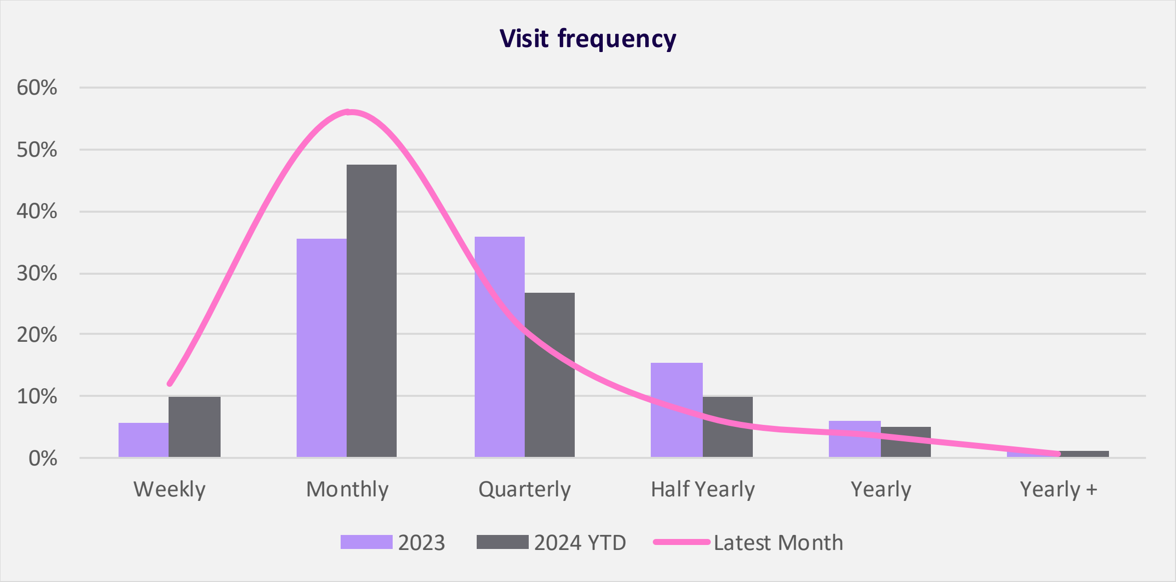
	Morning (07.00-12.29)	Afternoon (12.30-17.59)	Evening (18.00-23.59)
Monday	4.1%	4.6%	2.6%
Tuesday	4.6%	4.9%	3.0%
Wednesday	5.0%	5.0%	3.3%
Thursday	5.0%	5.5%	3.5%
Friday	5.2%	6.5%	5.4%
Saturday	4.0%	7.6%	5.8%
Sunday	3.9%	6.9%	3.4%

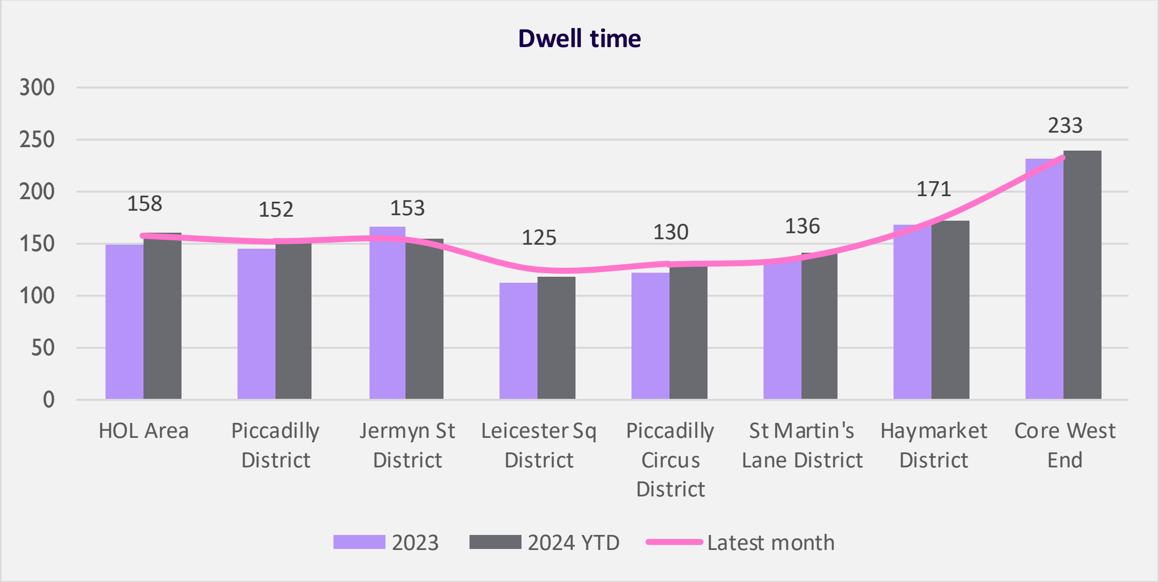
INDEX VS. CORE WEST END

	Morning (07.00-12.29)	Afternoon (12.30-17.59)	Evening (18.00-23.59)
Monday	77	97	118
Tuesday	82	91	115
Wednesday	84	87	115
Thursday	82	94	116
Friday	81	98	126
Saturday	105	114	138
Sunday	107	114	133

- Saturday afternoon sees the highest footfall during the week – 7.6% of all visitors this month
- Friday and Saturdays observe the highest evening footfall compared to other days, driven by the HOL area's strong leisure offer
- Friday to Sunday evenings saw 25-35%+ higher footfall compared to the Core West End

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



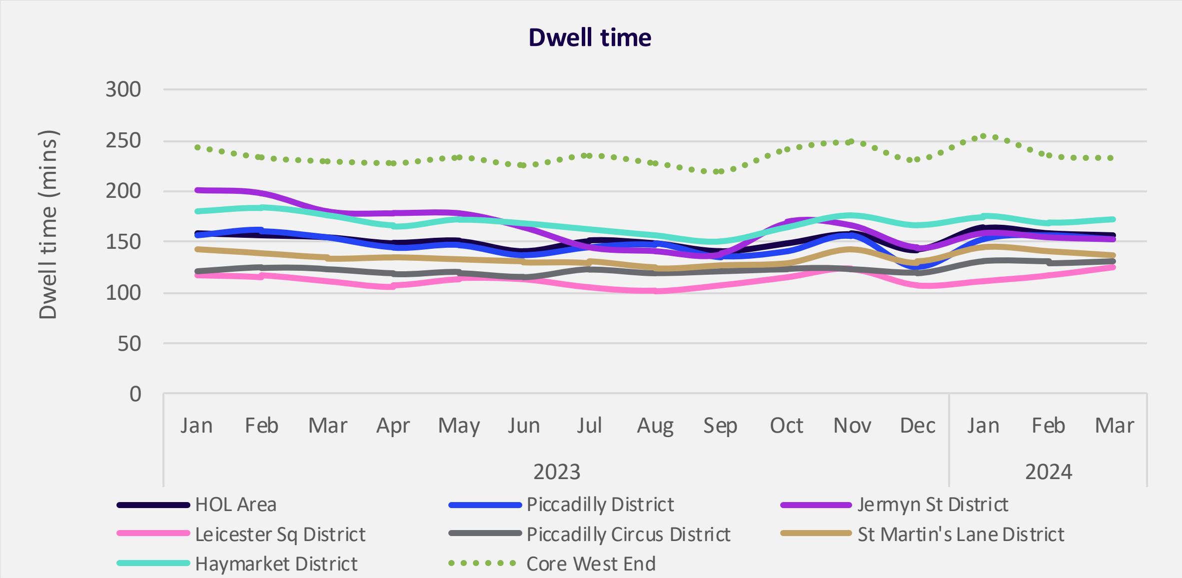


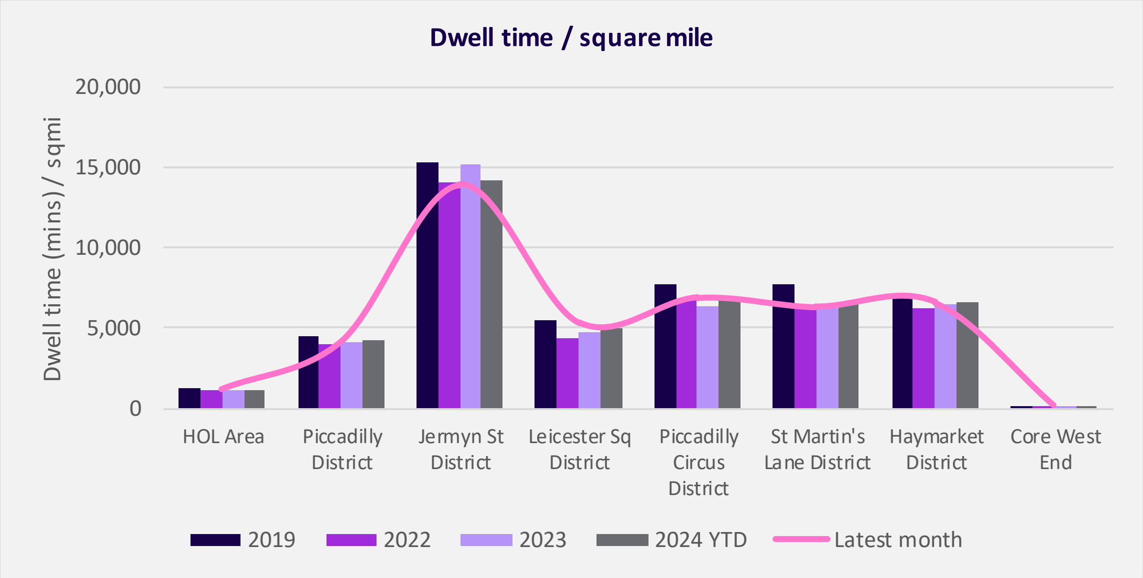
- Continued increase in regular visitors, in part influenced by growth in office-working

- Dwell time dropped slightly versus February (158 mins vs. 159 mins)
- Office-focused locations have the highest dwell time, with Haymarket at 171 mins vs. leisure districts such as Leicester Sq being shorter at 125 mins

Visitor behaviour: dwell time

Little change in dwell times patterns in March vs. February





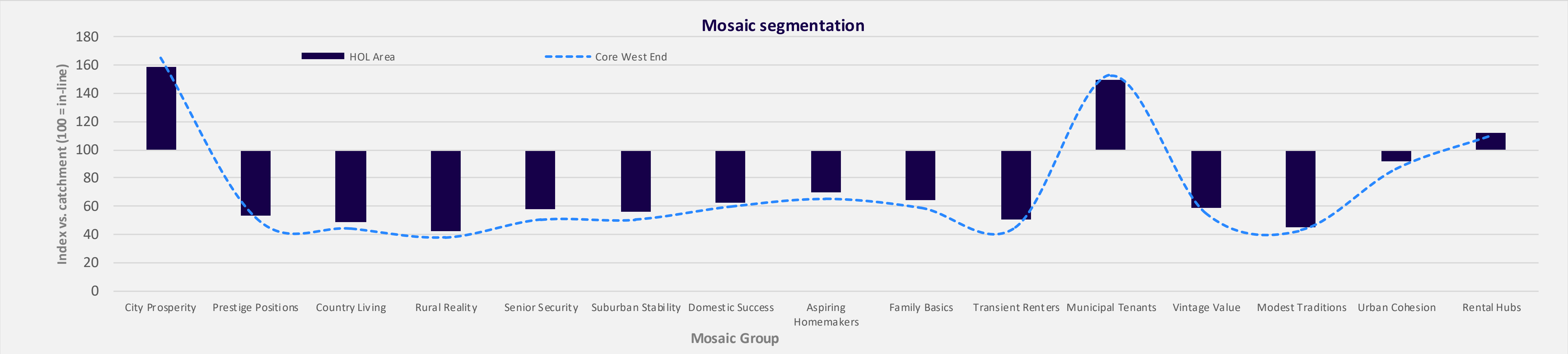
- Little change in dwell times in majority of districts versus February

- 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

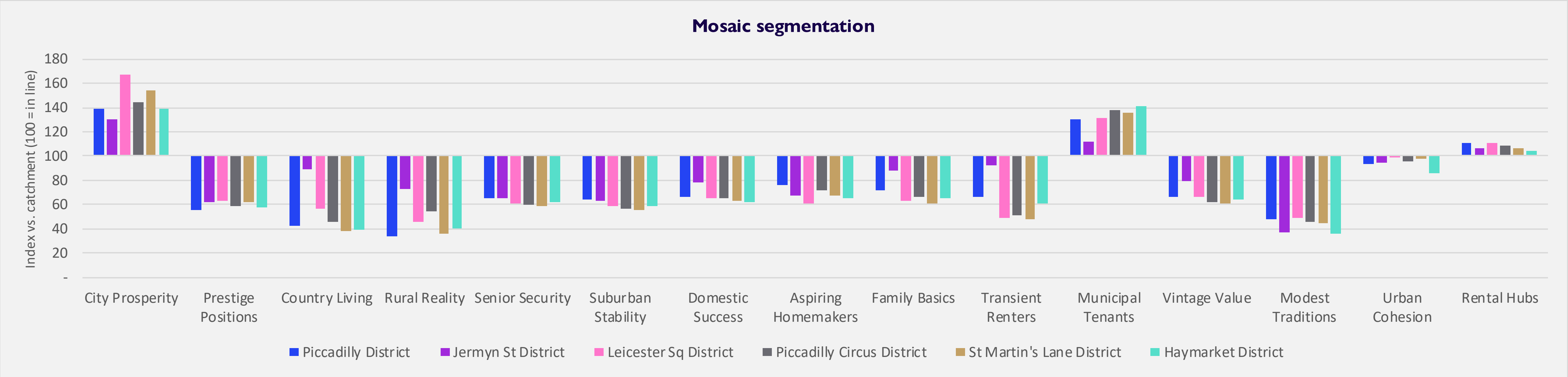
Visitor profile: occupation & social grade
'City Prosperity' is the most dominant mosaic group



- Visitor profile biased towards 2 mosaic groups; 'City Prosperity' and 'Municipal Tenants'

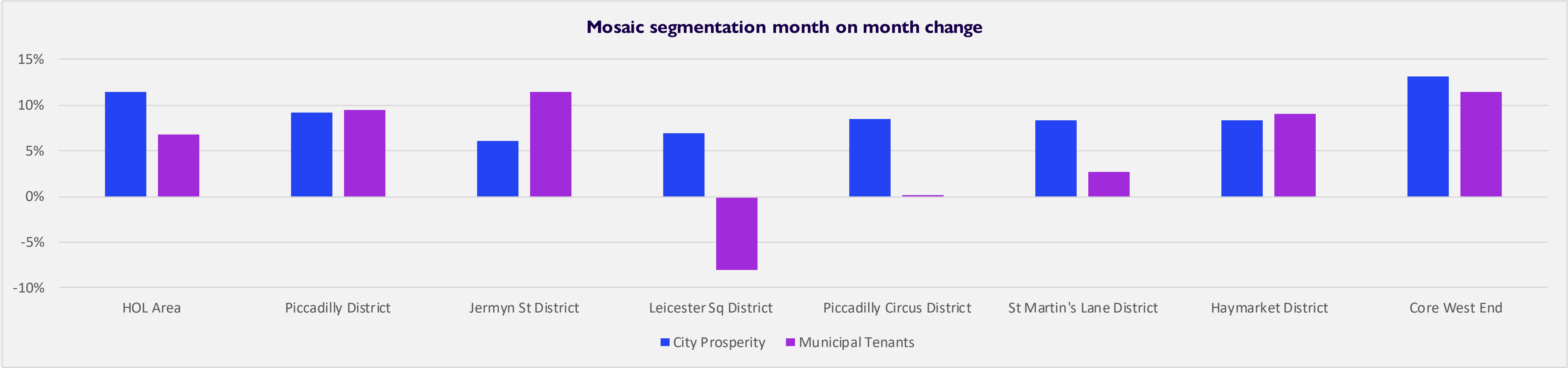
- 'City Prosperity' are high-income residents who have expensive homes in desirable metropolitan locations
- 'Municipal Tenants' are residents who rent inexpensive city homes in central locations
- Profile very similar to Core West End visitors

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



- Consistent over-indexed groups across the district
- Haymarket District over-indexes the most in ‘Municipal Tenants’, whilst Leicester Sq District over-indexes the most in ‘City Prosperity’, the most affluent group

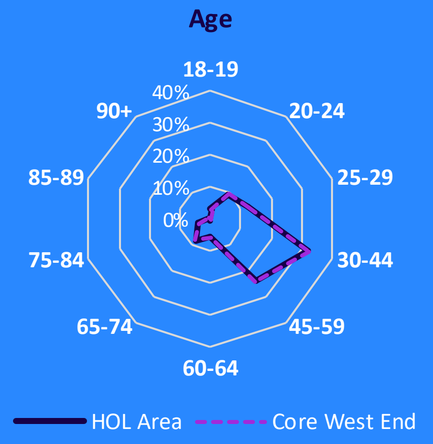
Visitor profile: occupation & social grade
Increase in most common two Mosaic groups in majority of districts



- Both ‘City Prosperity’ and ‘Municipal Tenants’ saw an increase in most districts in March versus February
- The only district to see a decrease in visits from either of the two most commonly occurring groups was Leicester Square District, where a -8% month on month decrease in ‘Municipal Tenants’ was witnessed

04 Appendix

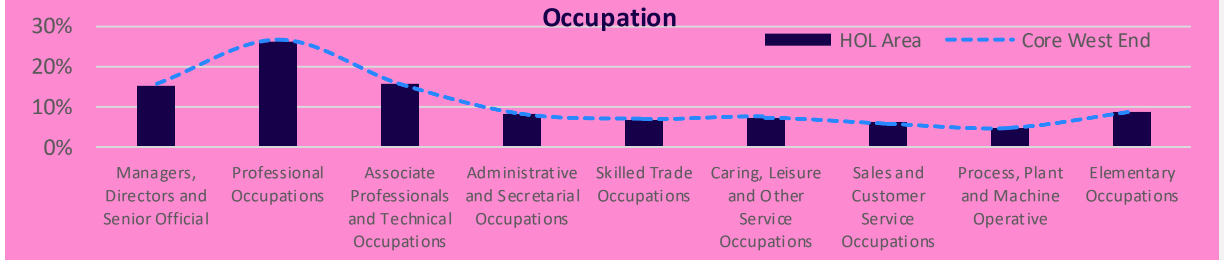
Appendix: demographics
Catchment biased towards middle-aged, white-collar workers



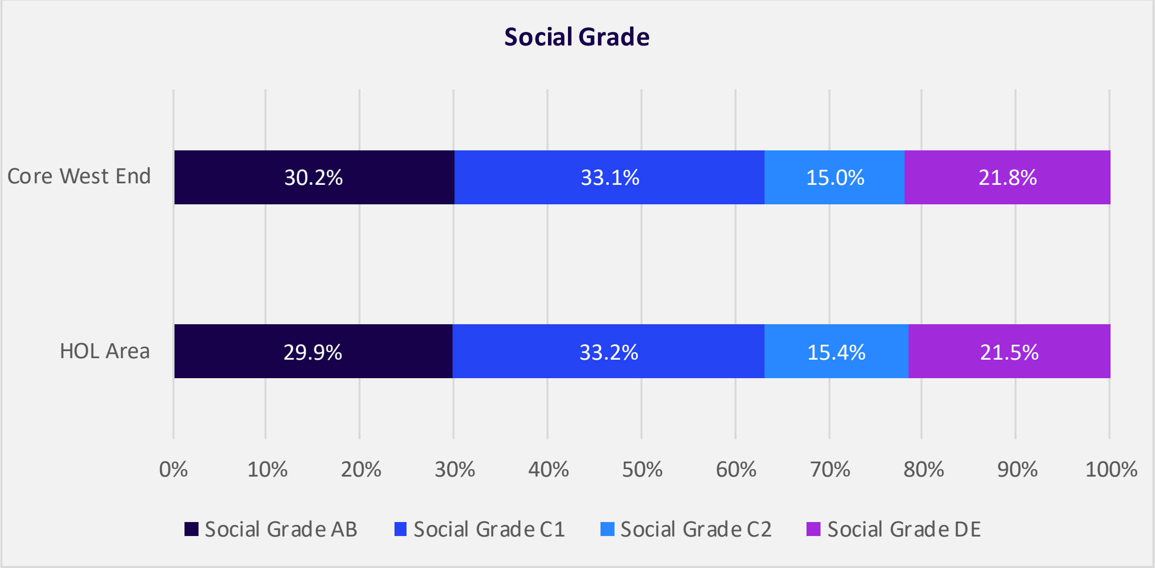
- Visitor profile skewed towards those aged 30-59 years old
- Males & females are evenly split, and in-line with Core West End

Female **51.2%**

Male **48.8%**



- Visitor catchment profile biased towards 'white collar' occupations, consistent with last month



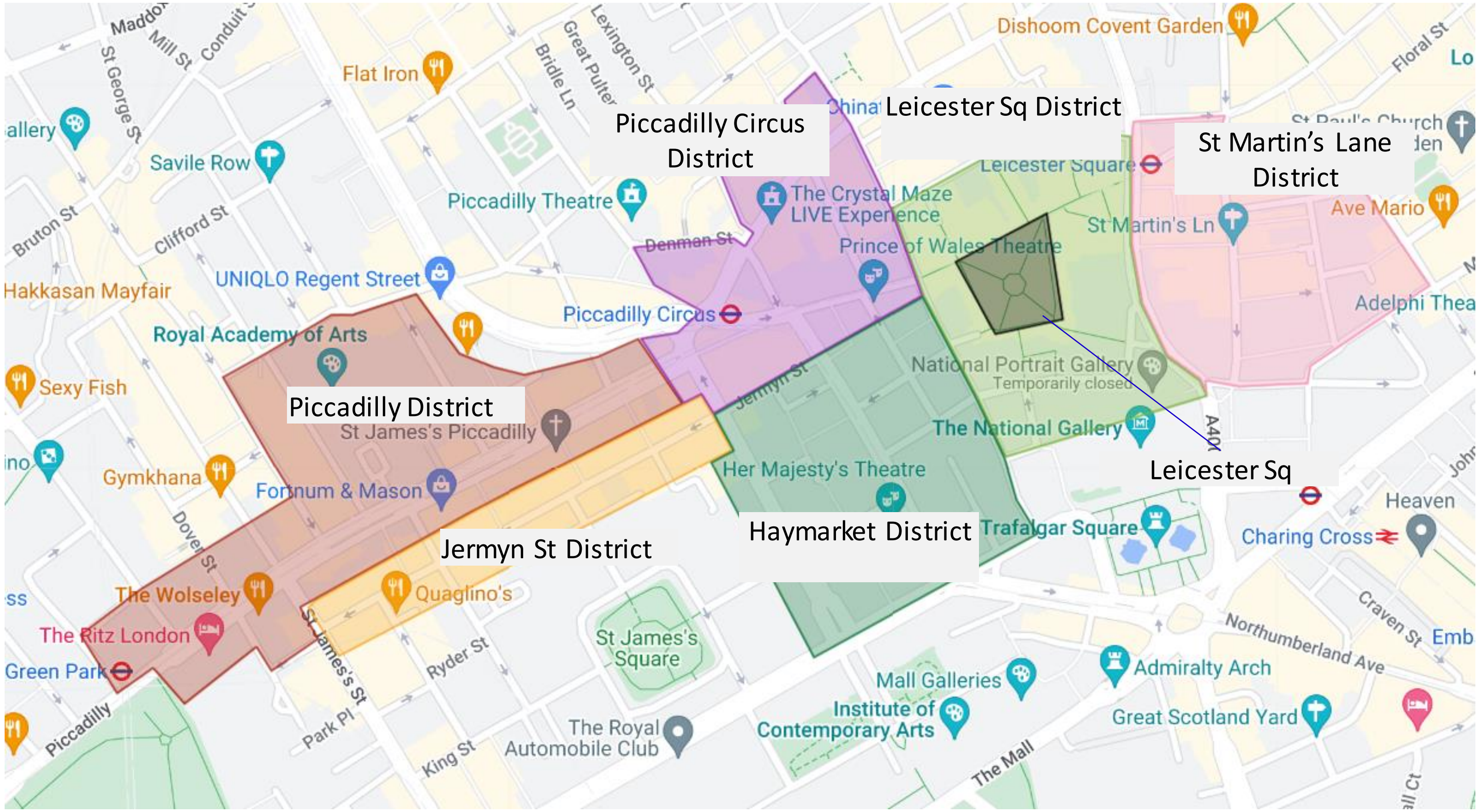
- 29.9% HOLBA area visitor catchment profile in Social Grade AB, vs 30.2% for Core West End
- West End profile influenced by presence of affluent Bond St shoppers

Appendix
Location definition

- 7 key areas within HOLBA used for analysis:

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

- In addition Core West End area has been defined as a benchmark location



Appendix
Mosaic Groups

TYPE	NAME	DESCRIPTION
A	City Prosperity	High status city dwellers living in central locations and pursuing careers with high rewards.
B	Prestige Positions	Established families in large detached homes living upmarket lifestyles.
C	Country Living	Well-off owners in rural locations enjoying the benefits of country life.
D	Rural Reality	Householders living in less expensive homes in village communities.
E	Senior Security	Elderly people with assets who are enjoying a comfortable retirement.
F	Suburban Stability	Mature suburban owners living settled lives in midrange housing.
G	Domestic Success	Thriving families who are busy bringing up children and following careers.
H	Aspiring Homemakers	Younger households settling down in housing priced within their means.
I	Family Basics	Families with limited resources who budget to make ends meet.
J	Transient Renters	Single people renting low cost homes for the short term.
K	Municipal Tenants	Urban residents renting high density housing from social landlords.
L	Vintage Value	Elderly people with limited pension income, mostly living alone.
M	Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles.
N	Urban Cohesion	Residents of settled urban communities with a strong sense of identity.
O	Rental Hubs	Educated young people privately renting in urban neighbourhoods.

Appendix
Mosaic definition

- Experian's Mosaic customer segmentation divides a consumer base into groups of individuals that are similar in specific ways, such as:

– Age
– Interests
– Life Stage
– Spending habits

UK Population	Mosaic	A02 Uptown Elite
51m individuals	15 groups	Uptown Elite are affluent, older families who live in desirable neighbourhoods within inner suburbs
25m households	66 types	

Appendix

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