Visitor Insights
March report 2025

Shaping a
world-class
West End

Issued:
10th April 2025

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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.

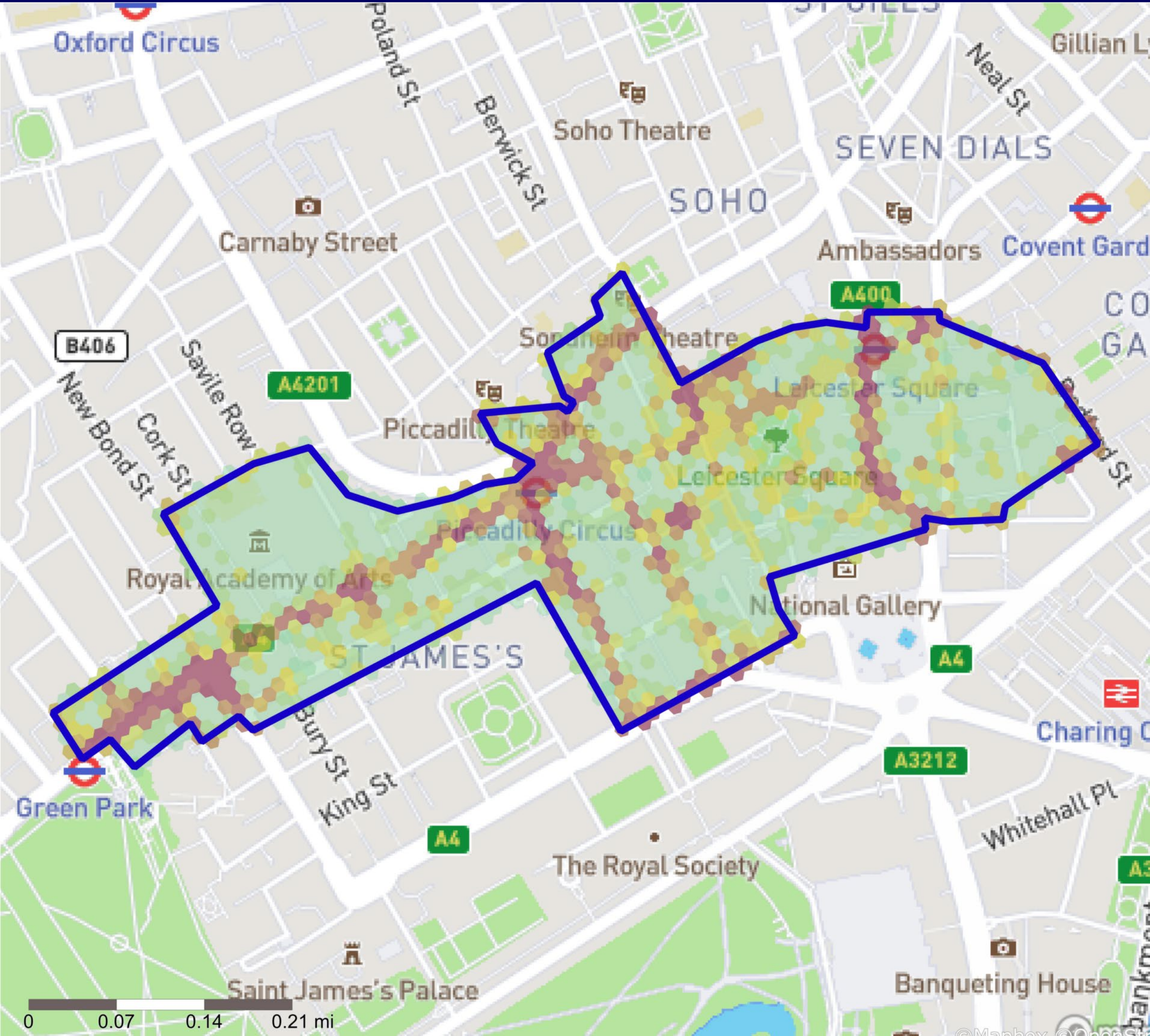
This monthly report provides key insights from preceding calendar month including information about:

- Visitor footfall & profile
- Visitor behaviour

Colliers' LocateFootfall mobility data insights platform is central to the delivery of the insights set out in this report.

From April 2024, the raw source data provider has been changed to Huq, a leading mobility data provider.

Locate **Footfall** *powered by:* huq



Contents

01 Summary

Exec Summary
March 2025

March saw footfall remain stable at around 5.6 million, right in line with February and 2% higher than last year. This marks another month of steady growth compared to 2024. We also saw an increase in both dwell time and core catchment area, hinting at more workers in the area, backed by a 6.1% rise in workers as a share of total visitors.

Year-to-date, footfall is up 14% compared to last year, thanks to a slower start in early 2024, and the trends are looking very similar to what we saw in 2023.

There were fewer big events in March, though Football fans gathered for the EFL Cup Final, and St. Patrick's Day. However, the focal points for these events however were slightly outside the HOL area so don't appear to have lead to significant increases in footfall. Interestingly, Saturday has bounced back as the most popular day, after a brief shift to Friday in February. We've also seen fewer repeat visits this month, with people making more focused trips to specific districts.

The domestic visitor profile stayed pretty steady, with 76.2% of visitors coming from the core five Mosaic groups. There were some small shifts, like a decline in Urban Cohesion groups and an increase in City Prosperity groups, which might indicate more workers in the area.

On the international side, we saw a 1.2% month-on-month (MoM) and 0.9% year-to-date (YoY) increase, with the biggest growth coming from Eastern Europe, likely driven by school holidays.

Enjoy diving into the full report!

Matt Harris,
Data and Insights Manager
Heart of London Business Alliance

Summary
March 2025

5.6 m (0%)

Visitors to the HOL area consistent month-on-month (MoM)

March footfall +2% ahead of March 2024

2 hrs 27 mins (+5%)

Visitors typically spent 2 hours and 27 minutes in the area. Up 4 mins vs 2025 average

79.6% (+1.5%)

79.6% of visits from Core catchment, with more visitors coming from both Primary and Secondary Catchment than in February

02 Visitor Volumes

Visitor Volume Summary
March 2025

Footfall remained stable in March, holding steady at around 5.6 million—consistent with February and in line with expectations. This month's total is 2% higher than the same period last year, continuing the trend of year-on-year growth, albeit marginally.

In contrast, both dwell time and core catchment area increased compared to last month.
•Dwell time rose by 5% to nearly 2.5 hours.
•Core catchment grew by 1.5%, reaching 79.6%.
These two indicators combined suggest a potential increase in the number of workers present in the area during March. This is supported by BT data, which shows a 6.1% rise in workers as a proportion of total visitors.

Year-to-date figures show footfall is 14% higher than in 2024, largely due to the particularly low numbers seen in January and February last year. Overall, current trends are broadly in line with the 2023 footfall profile.

March saw limited events within the BID area:
•Football fans gathered in Covent Garden for the EFL Cup Final. While Covent Garden itself isn't directly tracked, there were anecdotal reports of fans crossing into nearby areas such as St Martin's Lane.
•This coincided with St Patrick's Day on Sunday, which may paradoxically have led to a slight drop in footfall. Events adjacent to the BID area can sometimes divert activity away.
•Eid al-Fitr also took place in March, but it does not appear to have had a significant impact on footfall.

International visitation increased both month-on-month (up 1.2%) and year-on-year (up 0.9%). Overseas visitors now account for 37.7% of total footfall. The most notable growth came from Eastern Europe, potentially linked to school holidays in some countries during March.

Visitor Volumes
Footfall volumes up 2% year-on-year

Footfall consistent MoM but up +2% year-on-year (YoY).

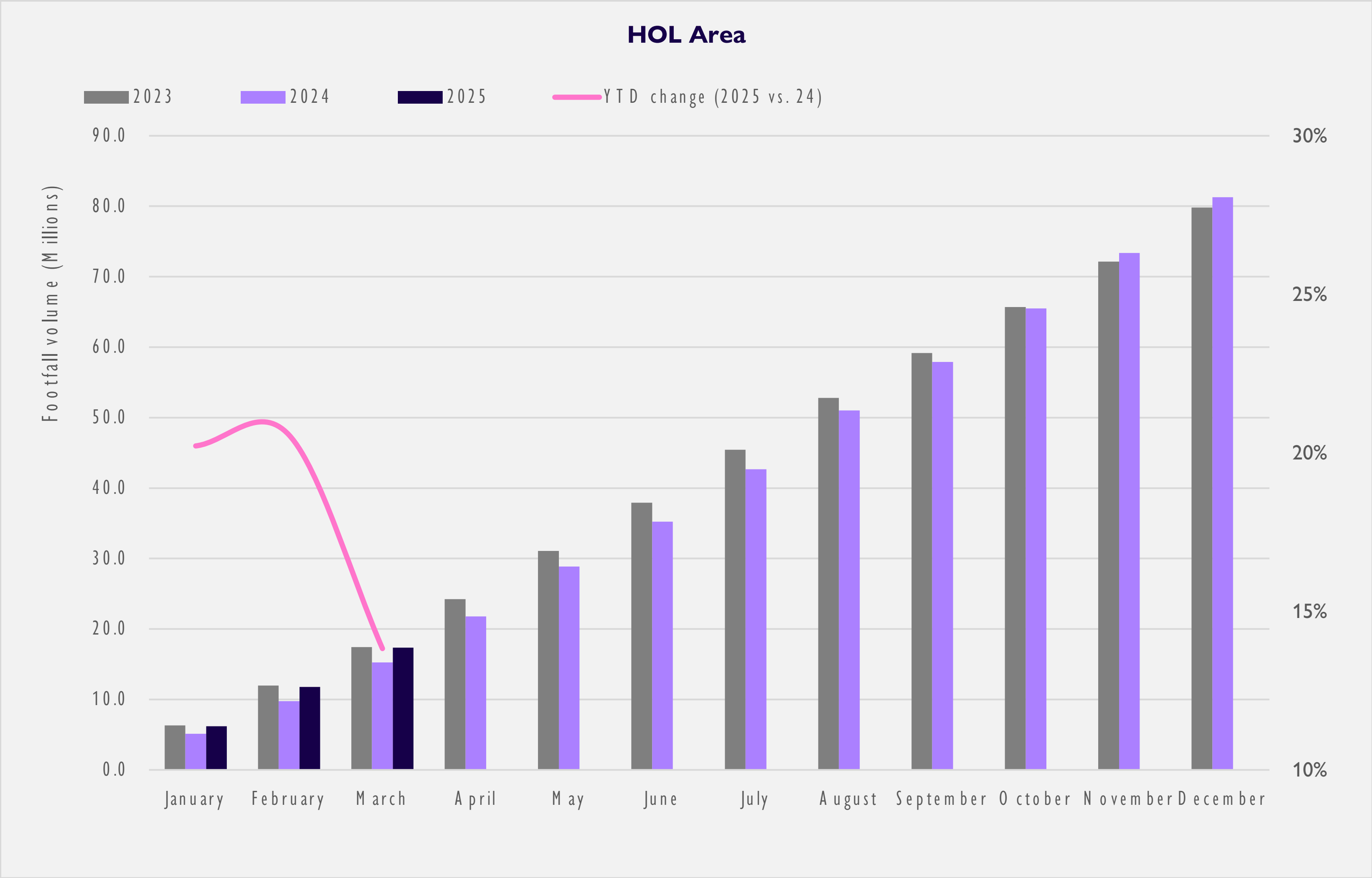
International visits up +4% both MoM and YoY in HOL Area, although down in majority of districts, indicating lower levels of cross visitation.

District	Month-on-Month			Year-on-Year		
	Total	*Domestic*	*International*	Total	*Domestic*	*International*
HOL Area	0%	*-1%*	*4%*	2%	*0%*	*4%*
Piccadilly District	-3%	*-5%*	*2%*	-16%	*-7%*	*-30%*
Jermyn St District	-6%	*-5%*	*-7%*	-30%	*-24%*	*-39%*
Leicester Sq District	4%	*9%*	*-3%*	-4%	*-4%*	*-6%*
Piccadilly Circus District	-6%	*-8%*	*-3%*	-16%	*-21%*	*-8%*
St Martin's Lane District	-1%	*-4%*	*5%*	-5%	*4%*	*-18%*
Haymarket District	0%	*4%*	*-7%*	3%	*11%*	*-8%*
Core West End	6%	*14%*	*-7%*	13%	*9%*	*20%*
HOL Area - major street avg	-9%	*-11%*	*-8%*	-29%	*-26%*	*-33%*

- YoY, visits across the wider Heart of London area are up by 2%, with the strongest growth seen in the Haymarket District (+3%).
  - The Jermyn Street District saw the largest decline, with visits down 30% YoY—driven in part by an almost 40% decrease in
- MoM visitation across the wider HOL area remained consistent in March 2025. At the district level, Leicester Square District recorded the highest MoM increase in visits, up 4%.
- The stronger performance of the wider HOL area compared to most individual districts suggests a shift toward more focused visits, with visitors concentrating on fewer districts per trip.

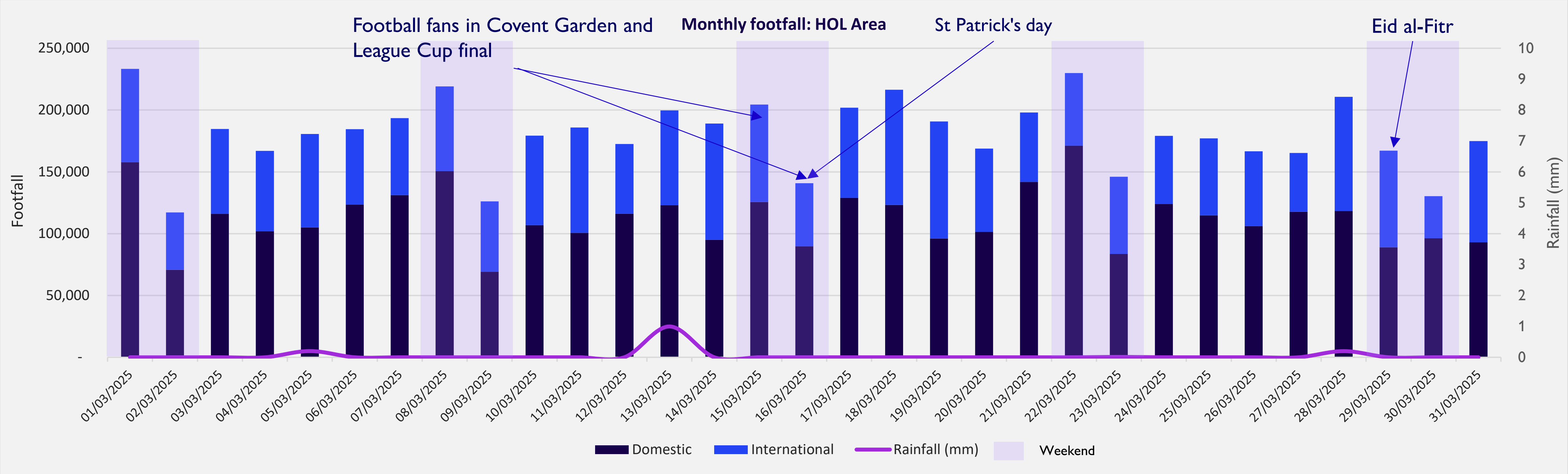
Note: Process to calculate international mix is currently being reviewed by data supplier and is subject to change

Visitor Volumes: YTD performance
Year to date visit volumes +14% above 2024



- 2025 continues to perform strongly when compared to 2024, with year to date (YTD) visits 14% higher.
  - Visits remain approximately in-line with 2023 levels.
- This appears to be a trend consistent across the West End.

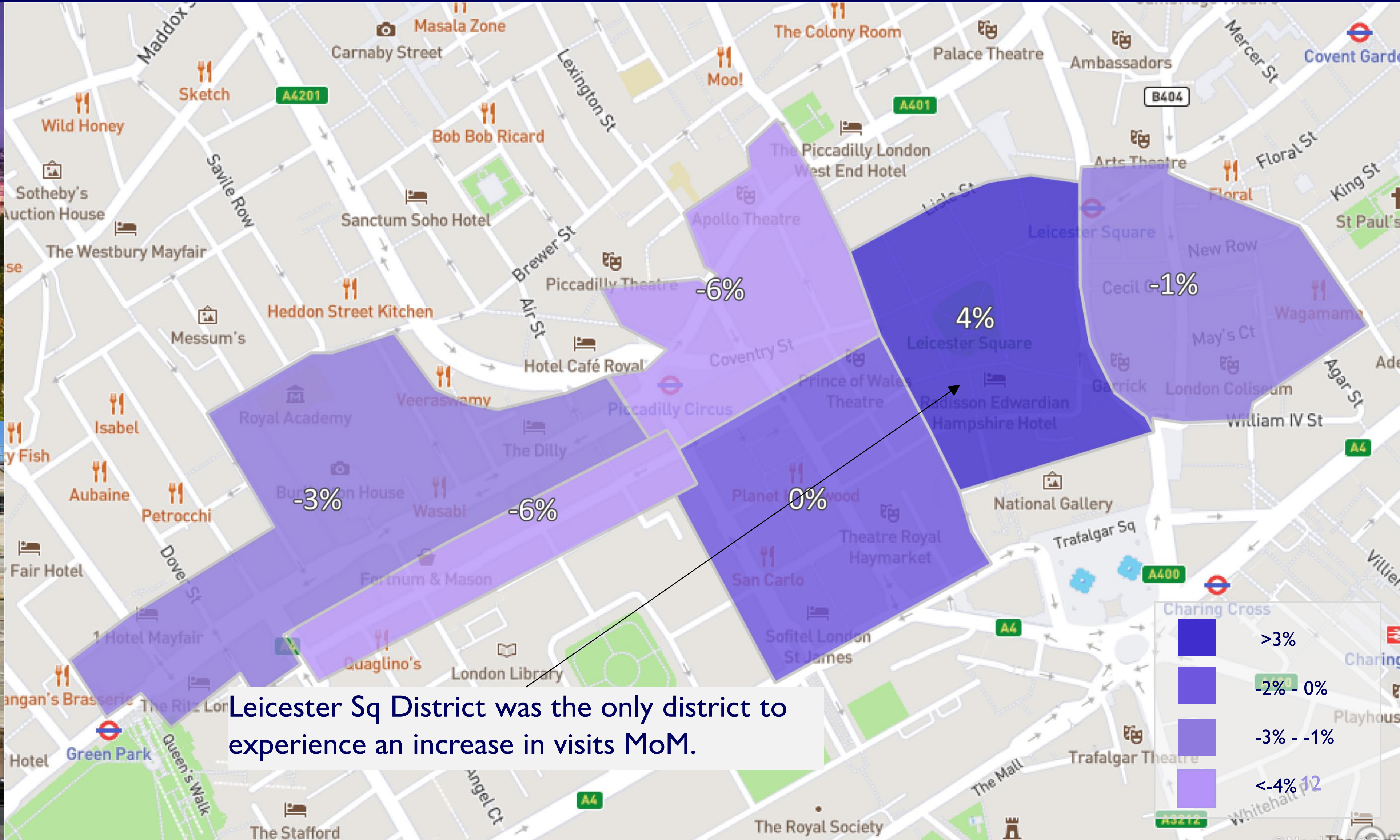
Visitor Volumes
Strongest footfall seen on Saturdays throughout March



- The highest footfall in March was recorded on Saturday 1st March, with consistently strong volumes on all Saturdays except 29th March.
- Eid al-Fitr appeared to have minimal impact, as footfall during the 29th–30th March weekend was significantly lower than other weekends in the month.
- Paradoxically, two events held adjacent to the BID area on 16th March may have negatively impacted footfall that day, drawing visitors away from the core area.

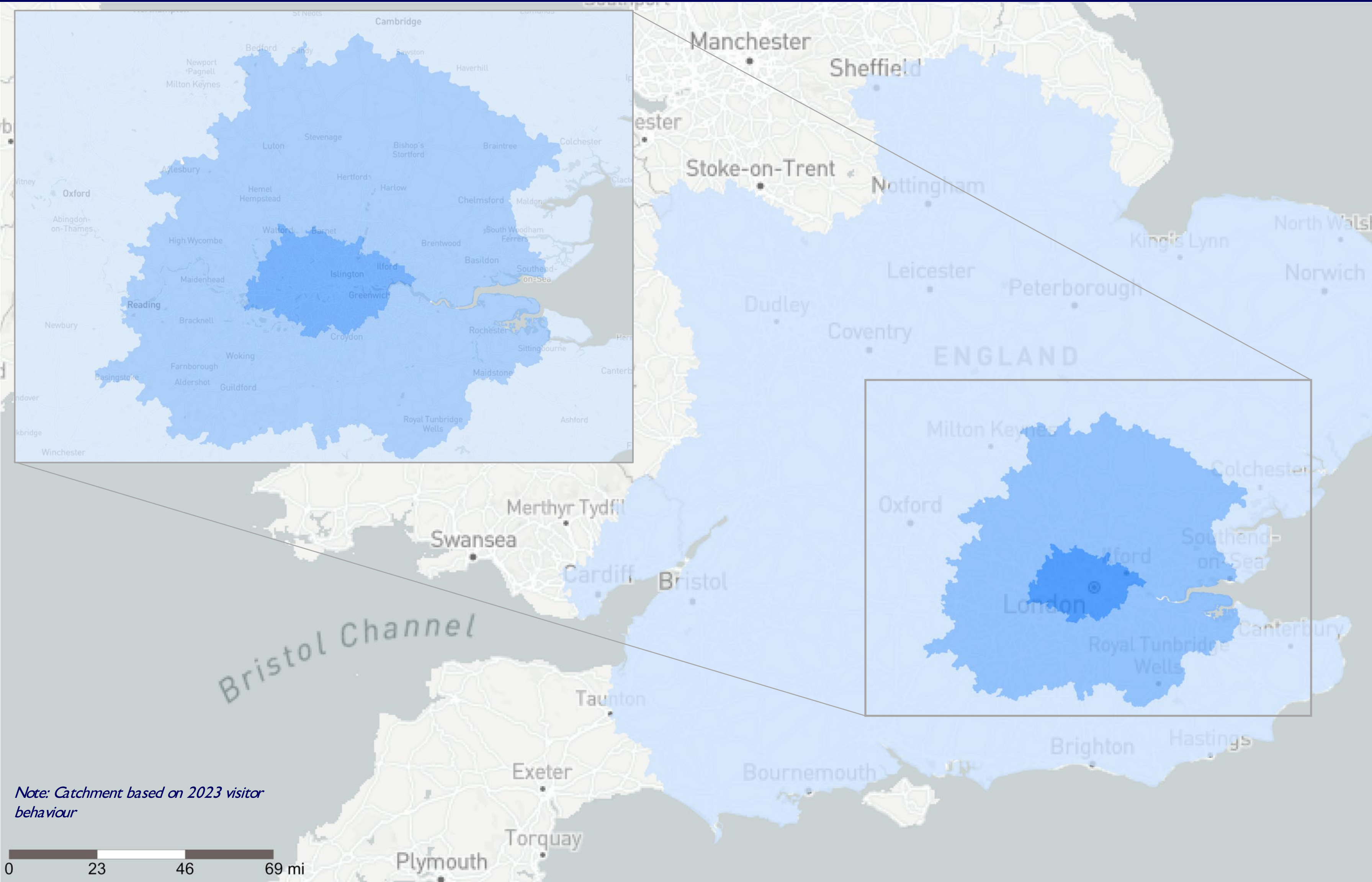
Visitor Volumes

March vs. February 2025: Leicester Sq saw best MoM performance



Leicester Sq District was the only district to experience an increase in visits MoM.

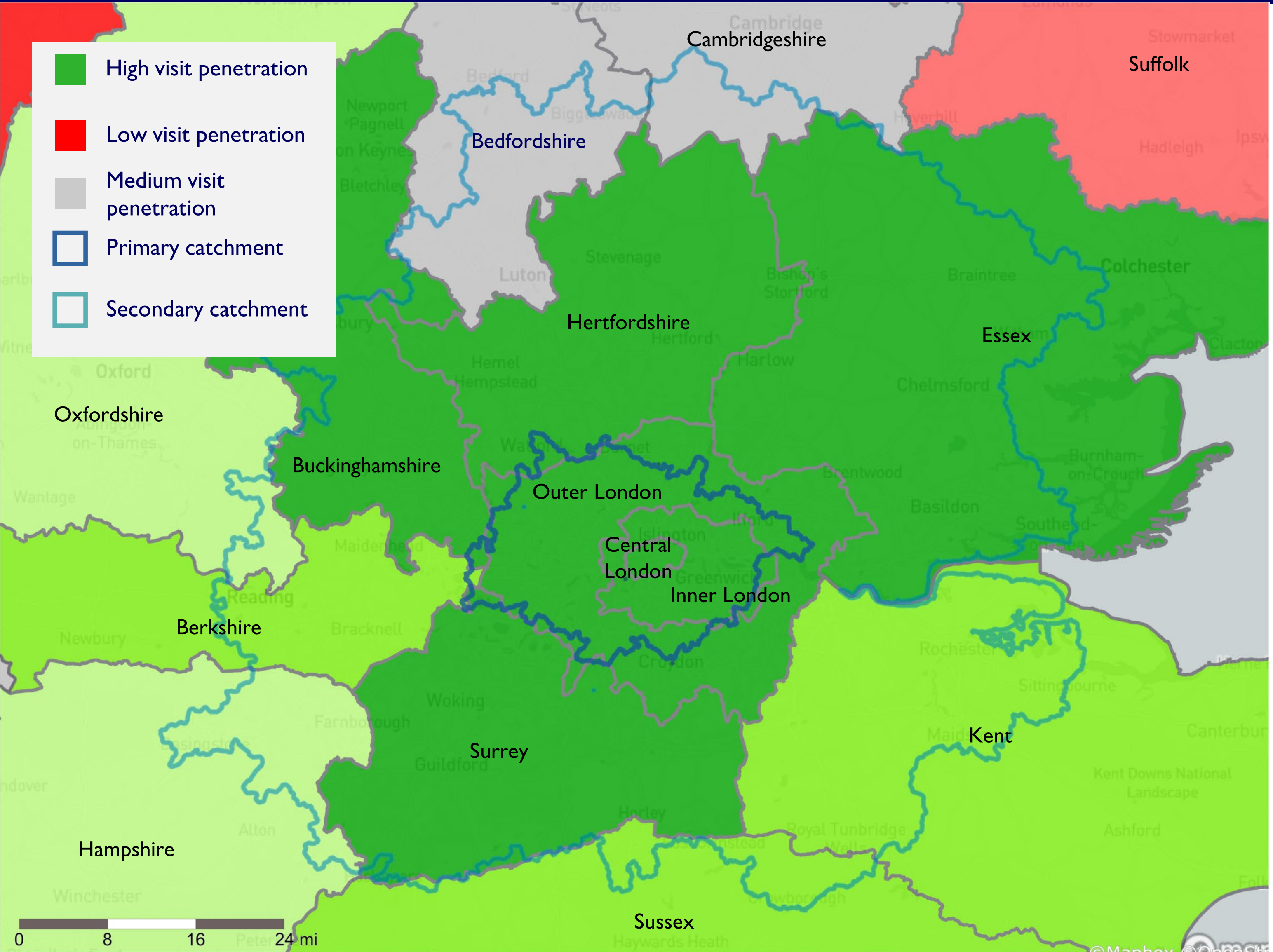
Visitor Volumes
HOL's Core catchment has a population of 16.2 million



Note: Catchment based on 2023 visitor behaviour

Catchment band	Population (Millions)
-*Primary*	7.0
-*Secondary*	9.2
Core ***(Primary + Secondary)*** *75% of regular visitors*	**16.2**
-*Tertiary*	24.1
Total ***(Core+ Tertiary)*** *90% of regular visitors*	**40.3**

Visitor Volumes: catchment penetration
1.5% increase in visits from Core Catchment

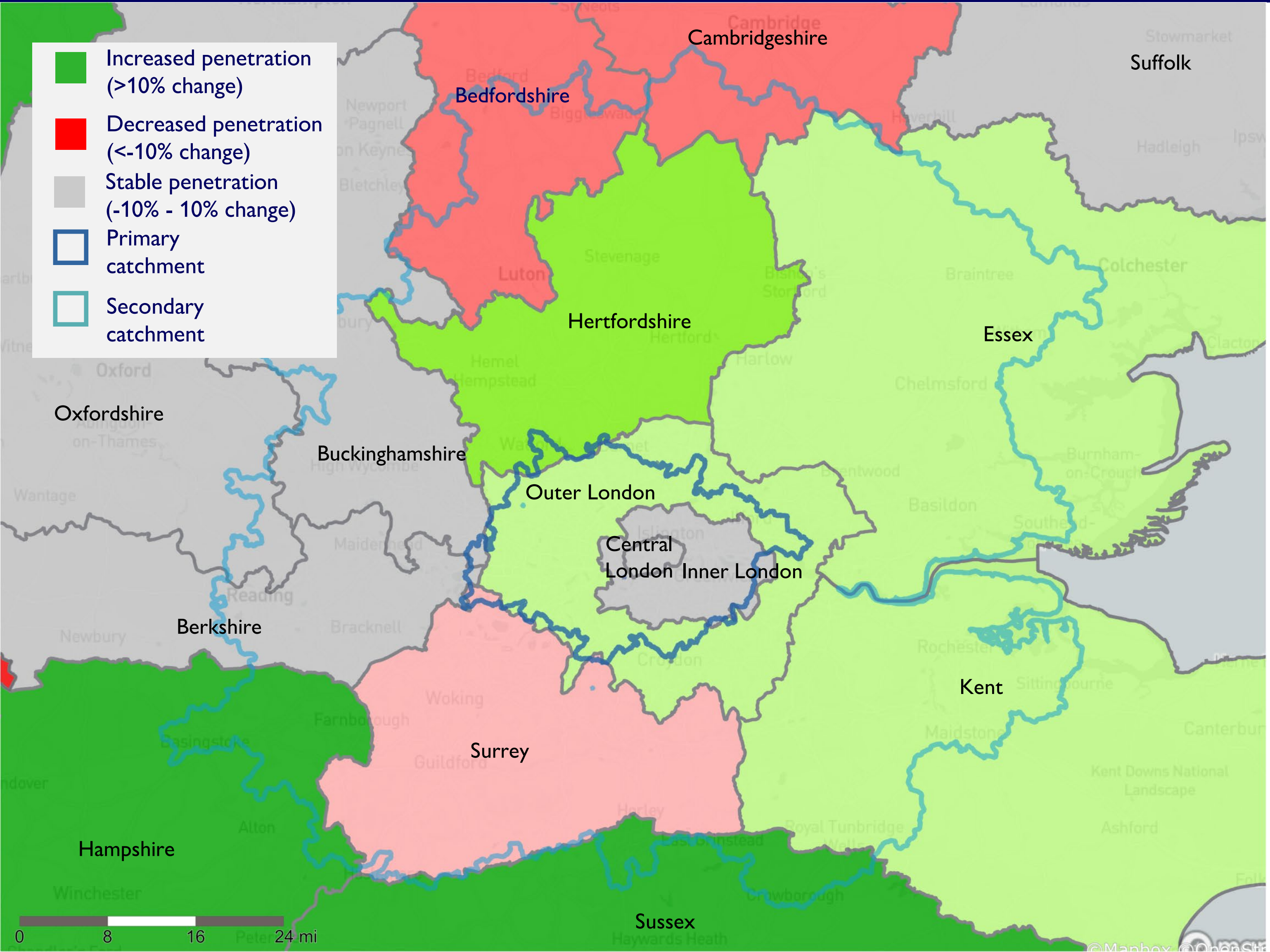


- Primary catchment accounted for ~54% of visits to the HOL area in March.
- Increase in visit performance from counties in Core Catchment MoM versus February (+1.5%).
- Also a +0.3% increase in visits from Tertiary Catchment seen in March.

Catchment band	Latest month visit %		Percentage point change vs. previous month
-Primary	54.4%	↑	0.5%
-Secondary	25.2%	↑	1.0%
Core	79.6%	↑	1.5%
-Tertiary	13.6%	↑	0.3%
Total	93.2%	↑	1.8%
-Pull in	6.8%	↓	-1.8%

Note: Penetration = % of population from a zone that visits HOL Area

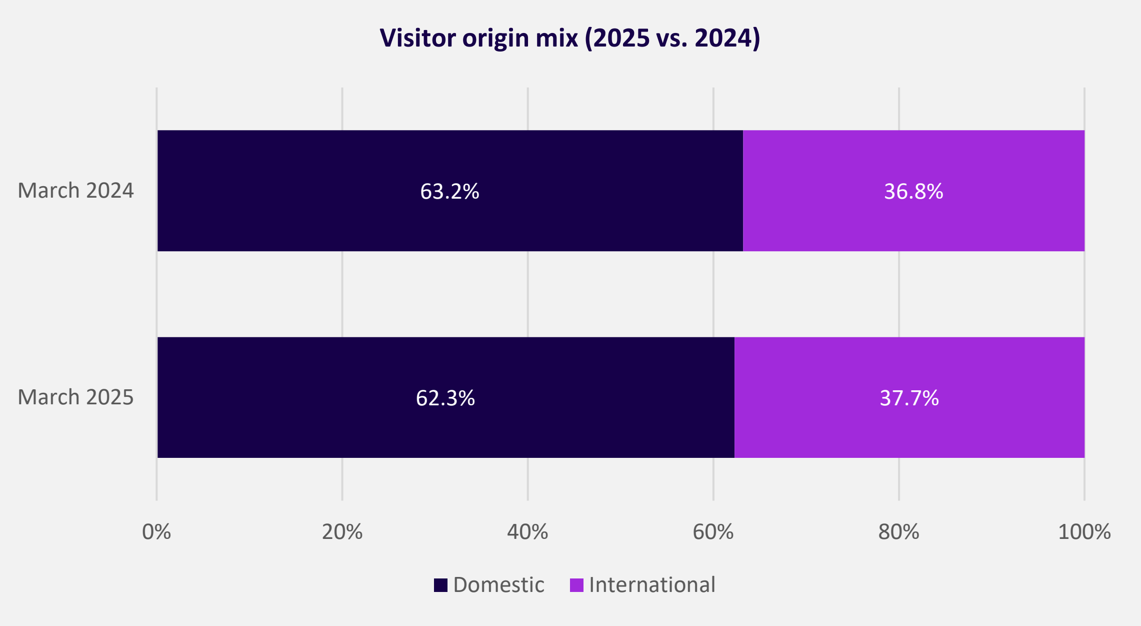
Visitor Volumes: change in catchment penetration
Increase in visitor penetration in counties to southwest of HOL



- Map represents the MoM change in penetration by county.
  - Red areas represent counties which contributed fewer visits, while green areas represent counties that contributed more.
- Largest increases in penetration from counties south of the HOL area (Hampshire and Sussex) as well as smaller increases seen in Hertfordshire, Outer London, Essex and Kent.
  - Hampshire, Sussex and Hertfordshire all experienced a rebound to growth after MoM decline in February.
- Conversely, decreases in penetration from counties to the north of the HOL area, such as Bedfordshire and Cambridgeshire, as well as Surrey to the south.

Visitor Volumes: visitor mix
International visitor volume up on previous year and month

Area	International mix (%)	+/- change in mix		+/- change in volume	
		Month-on-Month	Year-on-year	Month-on-Month	Year-on-year
HOL Area	**37.7%**	1.2%	0.9%	3.6%	4.4%
Piccadilly District	32.5%	1.4%	-6.7%	1.8%	-30.2%
Jermyn St District	37.9%	-0.7%	-5.1%	-7.3%	-38.7%
Leicester Sq District	37.8%	-2.7%	-0.6%	-2.5%	-5.9%
Piccadilly Circus District	44.8%	1.2%	3.9%	-3.4%	-7.9%
St Martin's Lane District	35.7%	2.1%	-5.7%	4.6%	-18.4%
Haymarket District	36.3%	-2.8%	-4.4%	-7.4%	-8.1%
Core West End	32.7%	-4.6%	2.0%	-7.0%	20.0%

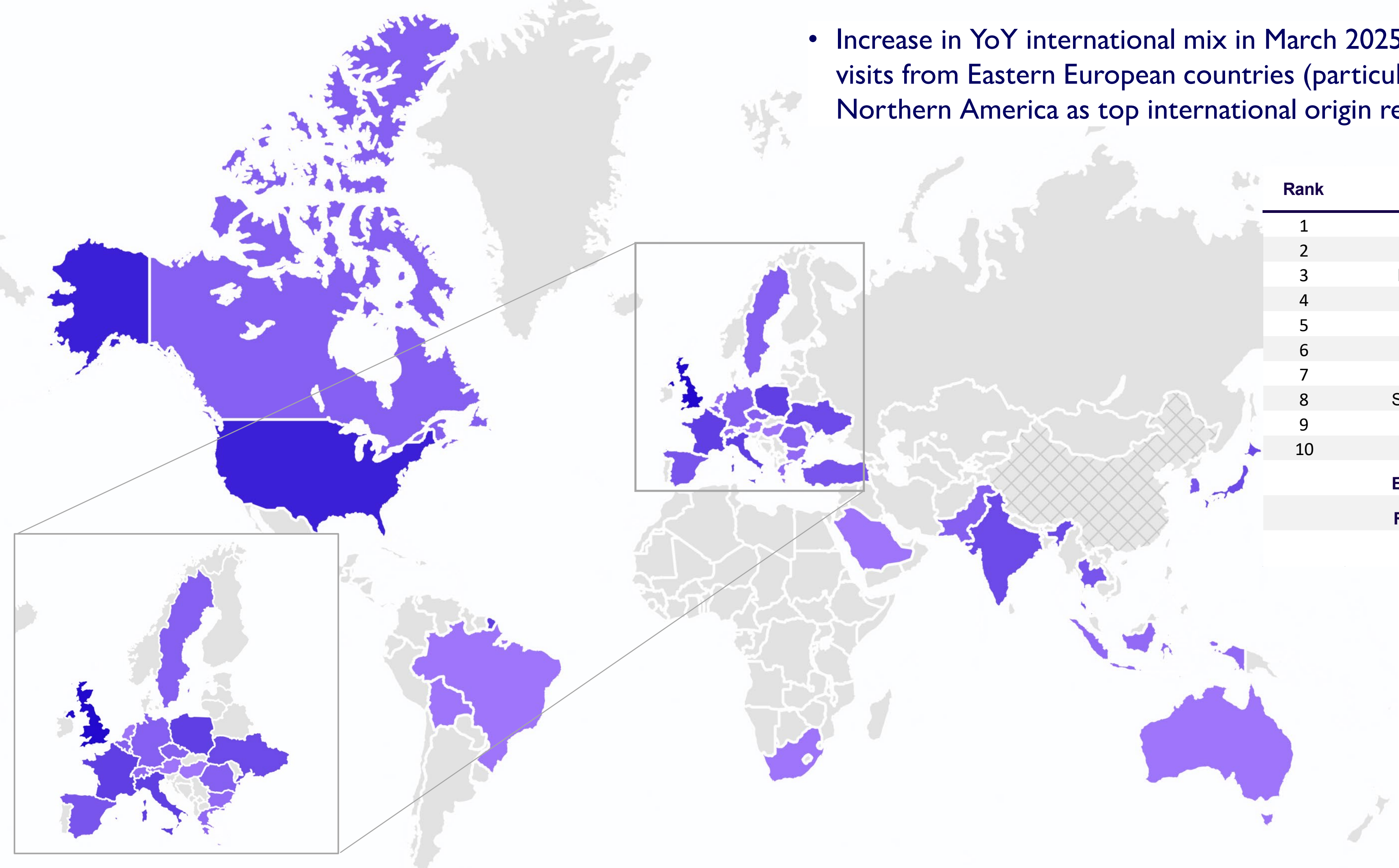


- There was a 4.4% YoY increase in the volume of international visitors, with a more modest MoM rise of 3.6%.
- The international visitor mix also grew—up 1.2% YoY and 0.9% MoM—as domestic visitor volumes declined by 1% MoM and remained flat YoY.

- International visits accounted for 37.7% of visits in March 2025, vs. 36.8% last March.
- Core West End also experienced growth in international mix YoY, up +2.0%.

Note: Process to calculate international mix is currently being reviewed by data supplier and is subject to change

Visitor Volumes: visitor origin
37.7% of visitors to HOL from outside the UK

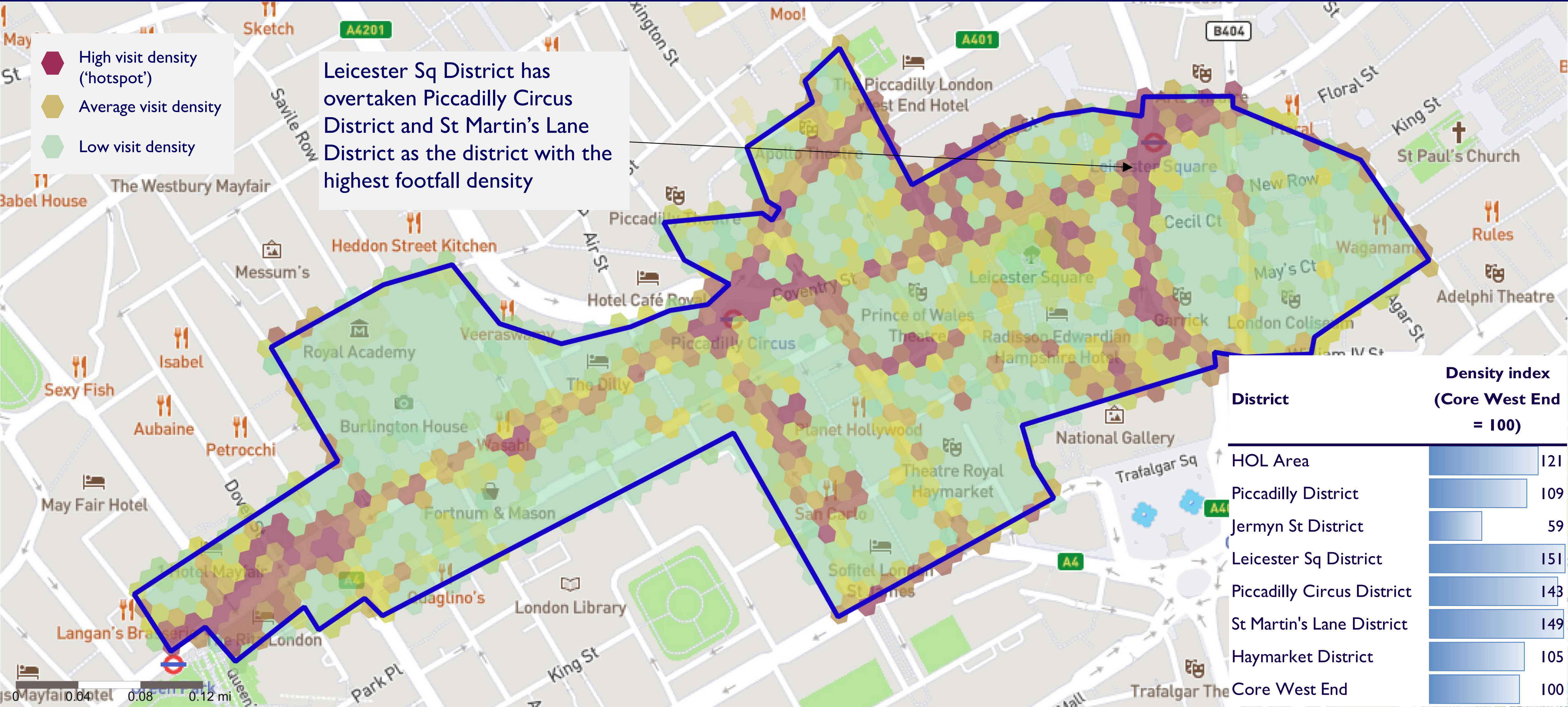


- Increase in YoY international mix in March 2025 driven primarily by increase in percentage of visits from Eastern European countries (particularly Poland), with Eastern Europe overtaking Northern America as top international origin region.

Rank	Region	%	+/- percentage point change	Top contributing country
1	United Kingdom	62.3	-1.2	
2	Eastern Europe	9.2	3.2	Poland
3	Northern America	8.7	0.0	United States
4	Western Europe	4.7	-1.3	France
5	Southern Europe	4.6	1.4	Italy
6	Eastern Asia	3.7	-0.1	Japan
7	Southern Asia	3.1	-0.9	India
8	South-eastern Asia	1.4	0.7	Thailand
9	Western Asia	1.3	1.0	Turkey
10	Northern Europe	0.6	-0.6	Sweden
	Europe (excl. UK)	19.2	2.7	
	Rest of the world	18.5	-1.5	
	Non UK	37.7	1.2	

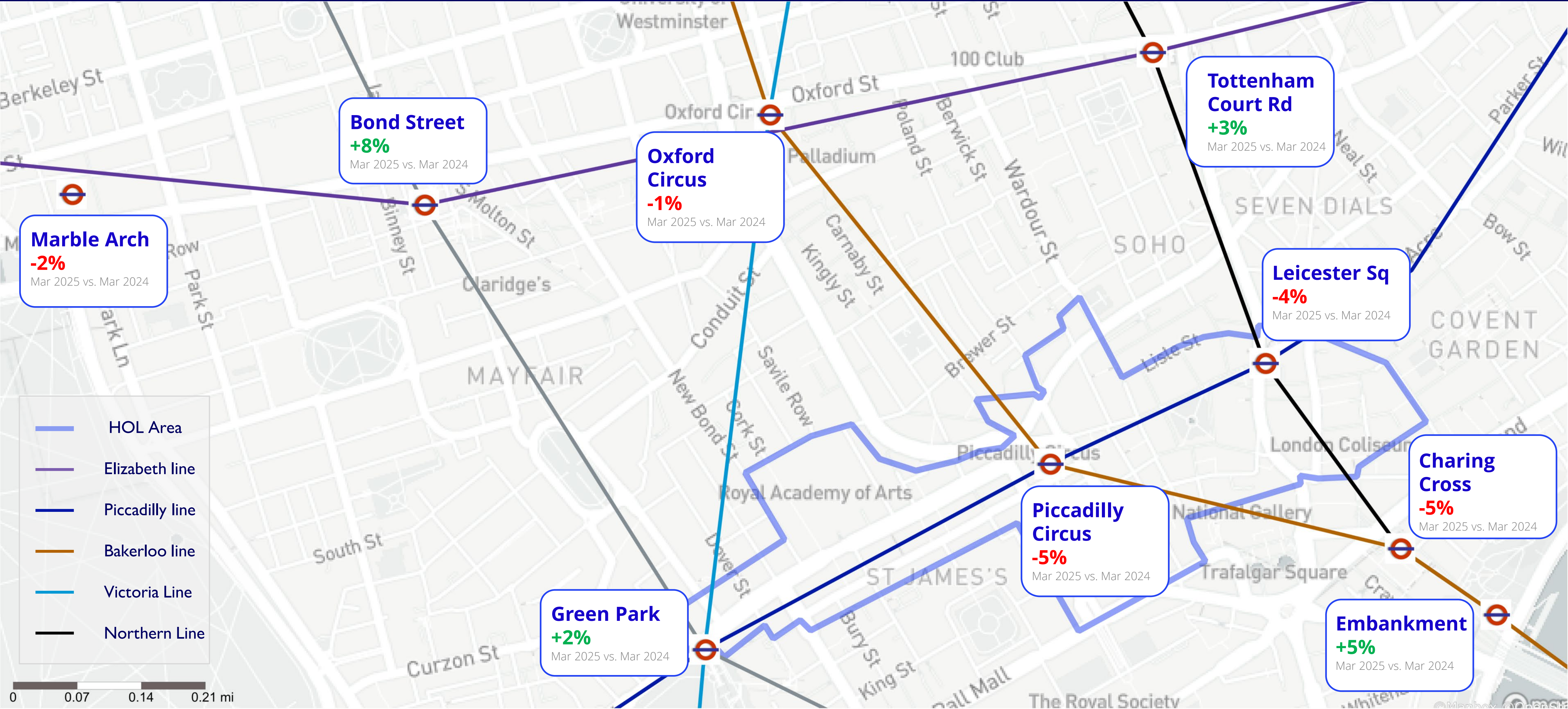
Note: Data unavailable for visitors from China

Visitor Volumes
Leicester Sq District has highest footfall density

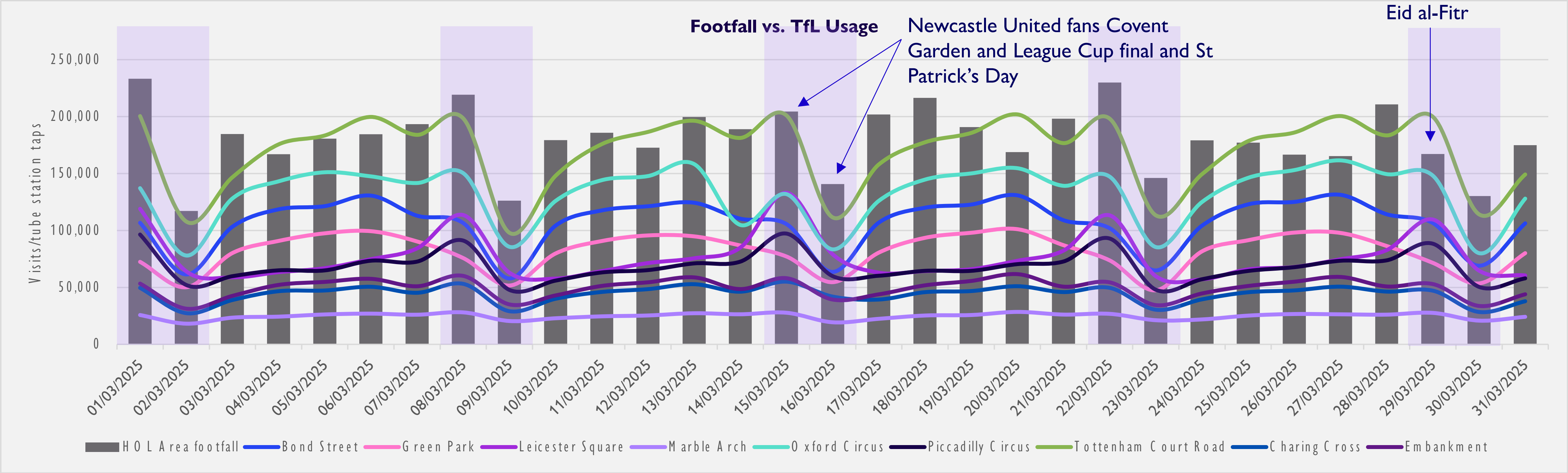


District	Density index (Core West End = 100)
HOL Area	121
Piccadilly District	109
Jermyn St District	59
Leicester Sq District	151
Piccadilly Circus District	143
St Martin's Lane District	149
Haymarket District	105
Core West End	100

Visitor Volumes: TFL station usage | March 2025
Year-on-year TfL station usage



Visitor Volumes: TfL station usage
TfL station usage



- Leicester Square continues to see the greatest weekend bias to entries/exits, with average weekend taps in/out 32% above average weekday taps (up from 27% in February).
- Conversely Green Park had the largest weekday bias to visits in March, with 31% more visits on average on weekdays than at weekends.

Source: TfL

Business

03 Visitor Behaviour

Visitor Behaviour Summary
March 2025

- Saturday has returned as the most popular day to visit the HOL area, marking a return to typical patterns following a temporary shift toward Fridays in February.

- Distinct visitor profiles are evident across districts. For example, Piccadilly and Jermyn Street tend to attract office workers, reflected in higher footfall earlier in the week, tapering off more than average into the weekend.

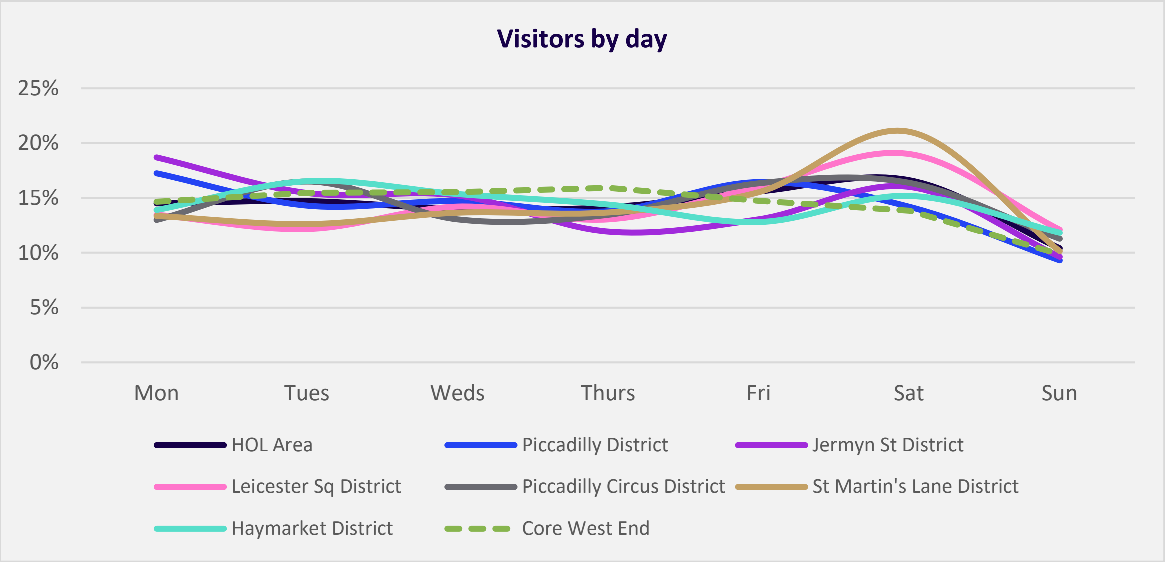
- Visit frequency has declined this month, continuing a trend seen in previous periods. The current average stands at 2.2 visits per person, down nearly a third compared to last year. With overall footfall remaining stable, this suggests a growing proportion of visitors are making single visits rather than returning multiple times.

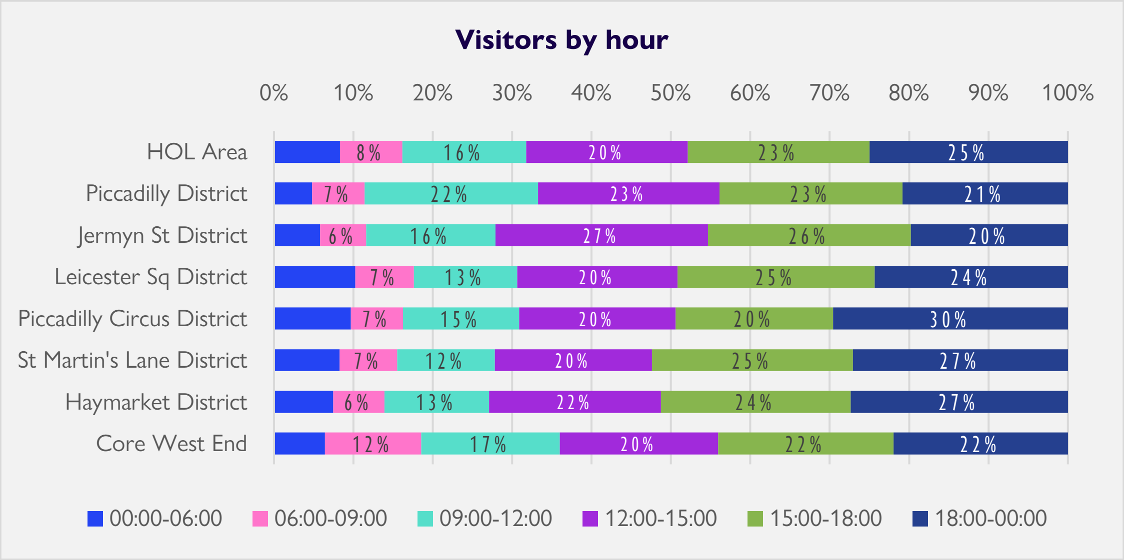
- Dwell time is significantly YoY due to Easter falling in March in 2024, increasing the number of tourists and decreasing dwell time.

- Dwell time in the HOL area continues to outperform the Core West End on Fridays and weekends, likely reflecting the stronger leisure offering available in the district.

Visitor Behaviour

32.2% of visitors to the HOL area visit on a Friday or Saturday

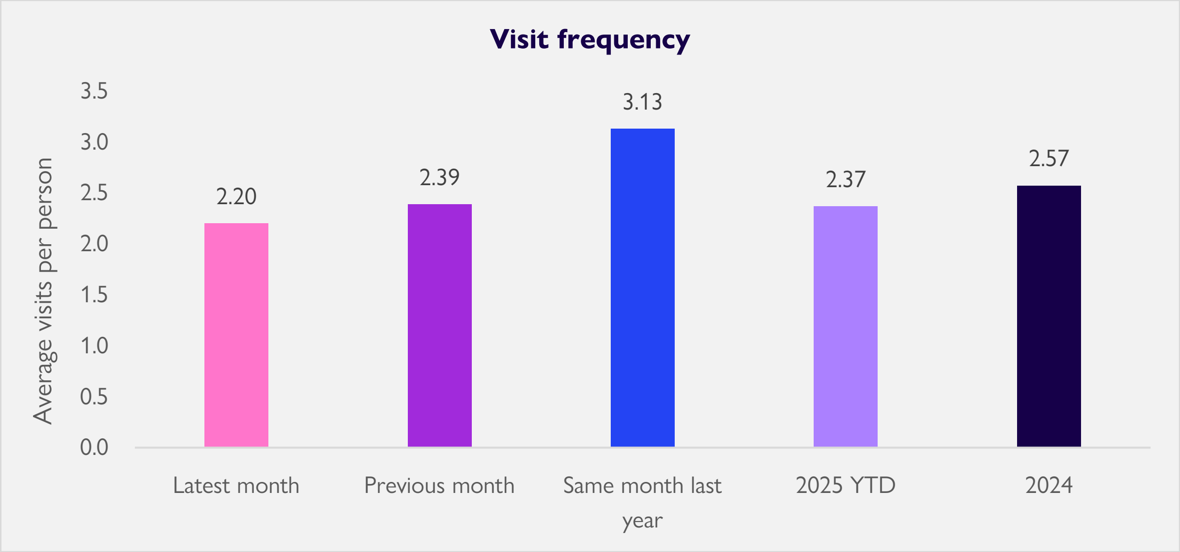


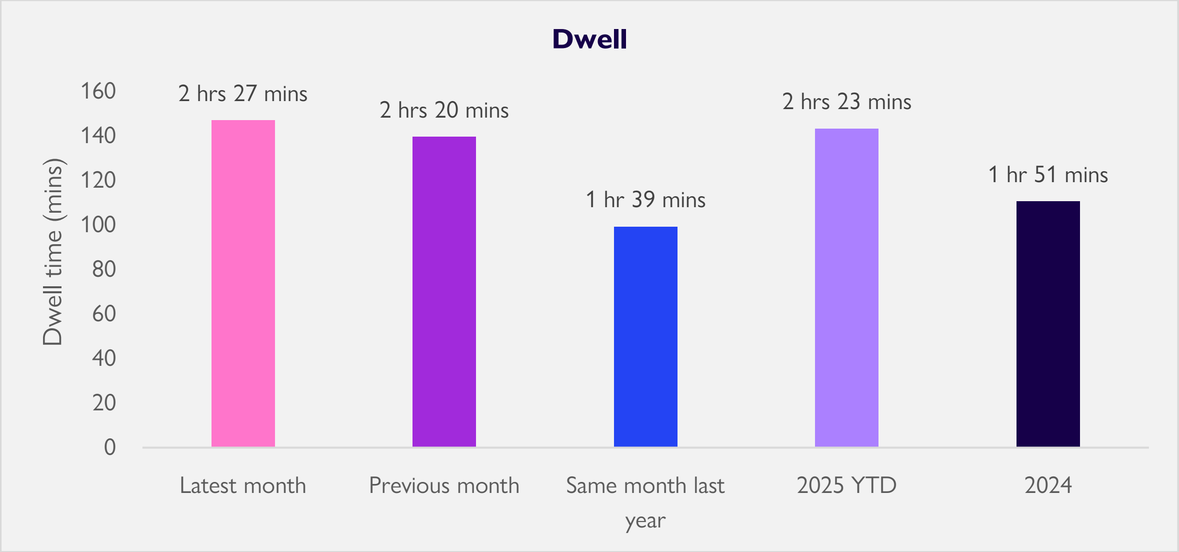


- Saturday has re-overtaken Friday as the most most popular day across the HOL area after flipping last month, although this varies by district, with Jermyn St District experiencing a Monday peak with less weekend visits due to its higher concentration of office workers.
- High Friday and Saturday visit percentages exacerbated by high concentration of domestic visitors, whilst international visits continue to be slightly more spread out through the week, consistent with last month

- Ramadan ran throughout the month of March, ending on the 29th. The time to break fast, Maghrib, fell on either side of the time brackets 15:00-18:00 and 18:00-00:00 across the month as sunsets moved later into the evening. This may have impacted the footfall distribution either side of 18:00.
- Jermyn St District has the highest percentage of 12:00-15:00 visits (27%), driven by workers on their lunch breaks.

Visitor Behaviour
Visitors came less frequently but stayed longer than in February

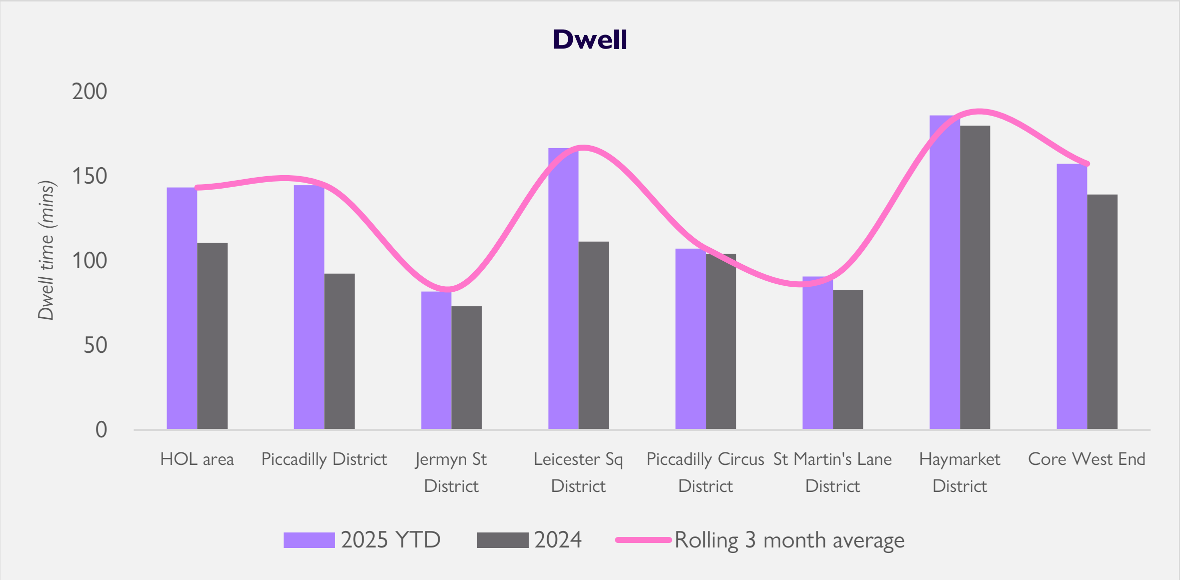


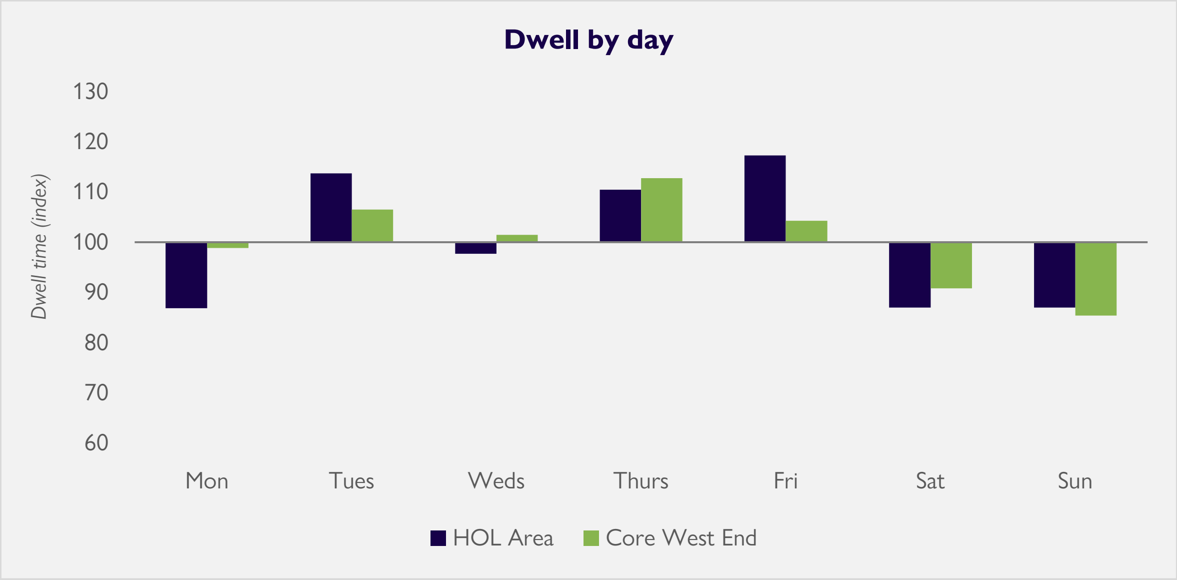


- High Friday and Saturday visitation is largely driven by domestic visitors, whose activity is more concentrated toward the weekend. In contrast, international visitors continue to show a more even spread throughout the week, consistent with last month's trend.

- Dwell time increased by 7 minutes MoM, likely due to the consistent presence of workers throughout March, in contrast to an earlier Easter in 2024, which may have disrupted patterns.
- The share of visitors spending less than an hour in the HOL area dropped to 40.2%, a 4.5 percentage point decrease compared to last month—indicating longer stays overall.
- Dwell time in March 2025 was 48 minutes higher than in March 2024, though this represents a slight dip from the +60 minute year-on-year increase observed last month.

Visitor Behaviour: Dwell time
Longest dwell time experienced on Fridays

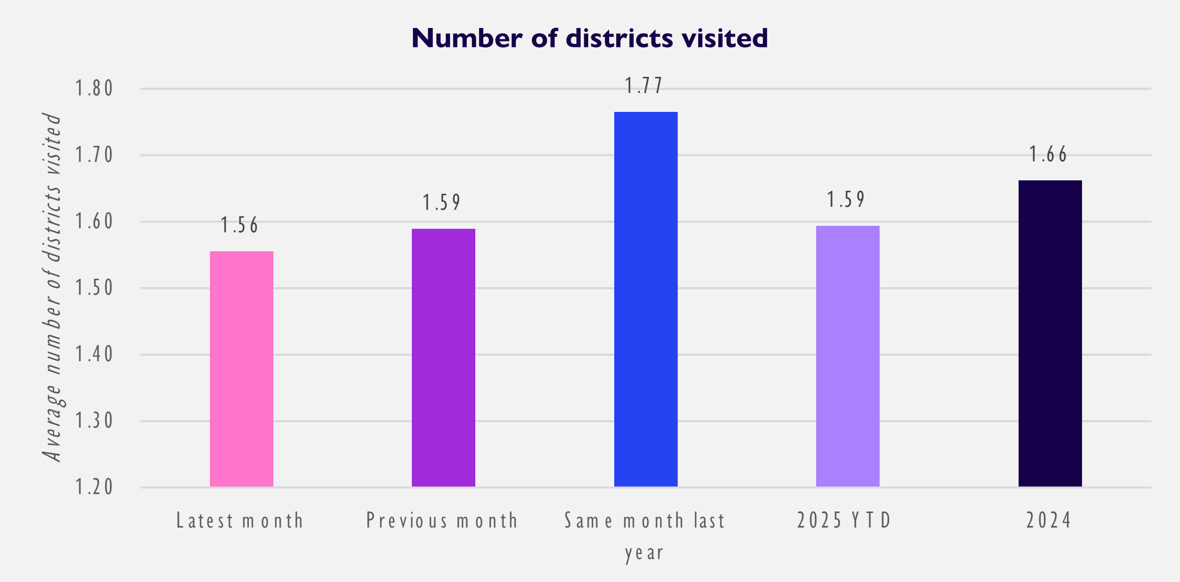


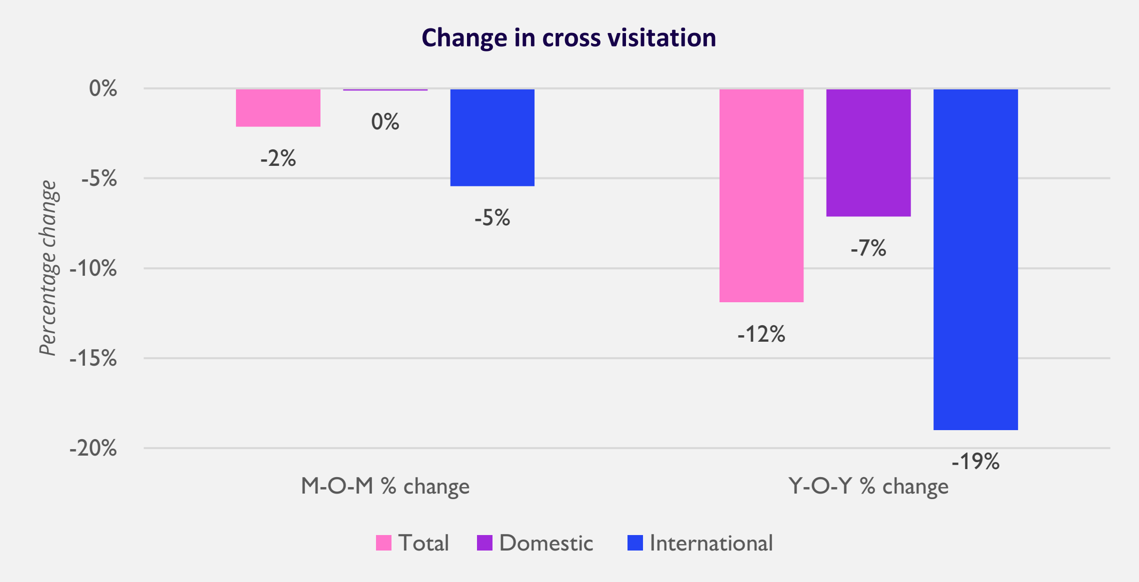


- Dwell up +5.2% MoM.
- Haymarket District has had the longest average dwell time over the last three months (3 hours and 6 minutes), although in March it was joined by Leicester Square as the two districts with the joint longest dwell this month (3 hours and 4 minutes).

- The HOL area had longer than average dwell times on Tuesday, Thursday and Friday.
  - Midweek above average dwell times likely reflective of workers in the area.
  - Fridays see the longest dwell time in the HOL area, whilst Thursdays have longest dwell time in Core West End.
- Pattern for the wider Core West End area are similar to the HOL area on most days, with longer weekday than weekend dwell.

Visitor Behaviour: Cross visitation
Increase in focused visits versus March 2024





- Cross visitation looks to help understand the number of visitors visiting multiple districts per trip.
- Average number of districts visited in February (1.56) marks a slight decrease MoM (-0.03 districts visited) and a larger decrease vs. last March (-0.21).

- The cross-visitation index decreased by 12% YoY, indicating that fewer people are visiting multiple districts within the HOL area—signalling a shift toward more focused, single-district visits.
- Both MoM and YoY declines in cross-visitation were more pronounced among international visitors than domestic ones in March.

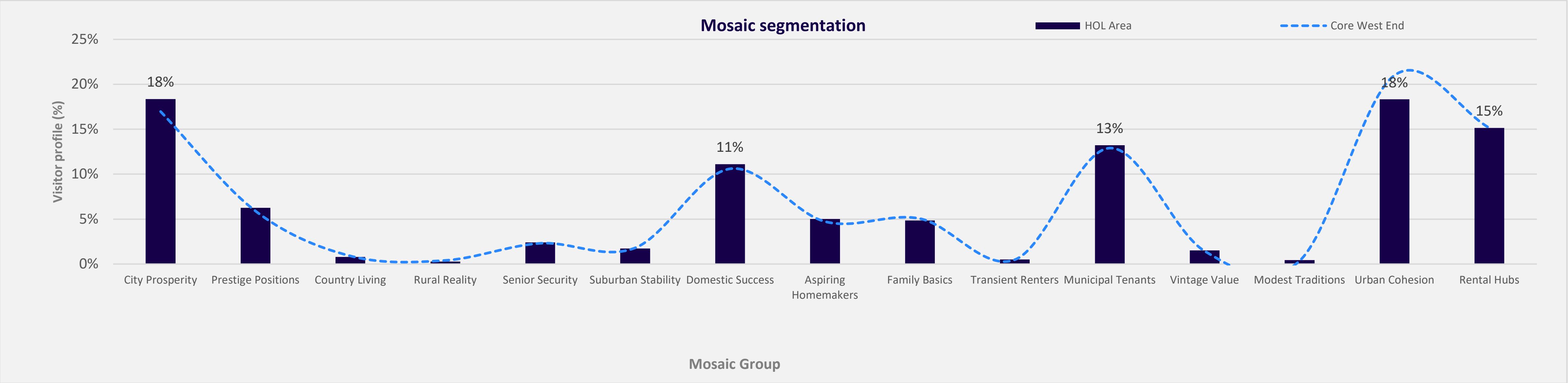
04 Visitor Profile

Visitor Profile Summary
March 2025

- The domestic visitor profile remained stable MoM, with the core five Mosaic groups continuing to represent 76.2% of all visitors to the HOL area. This consistency suggests that visitor patterns have now stabilised, following disruption during the festive period and into January.

- While overall trends are steady, small shifts were observed this month—specifically, a decline in Urban Cohesion groups and an increase in City Prosperity groups, potentially indicating a rise in worker presence.

Visitor Profile: Mosaic profile
‘Urban Cohesion’ and ‘City Prosperity’ dominant Mosaic groups



- The visitor profile is biased primarily towards 3 Mosaic groups ‘Urban Cohesion’, ‘City Prosperity’ and ‘Rental Hubs’, consistent with recent months.

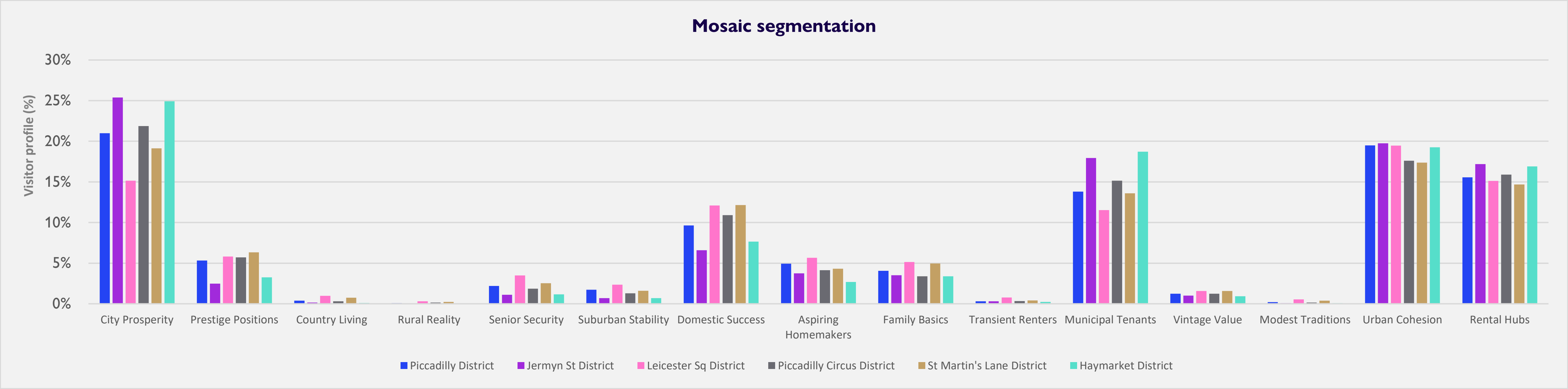
– Urban Cohesion are residents of settled urban communities with a strong sense of identity.

– City Prosperity are high status city dwellers living in central locations and pursuing careers with high rewards.

– Rental Hubs are educated young people privately renting in urban neighbourhoods.

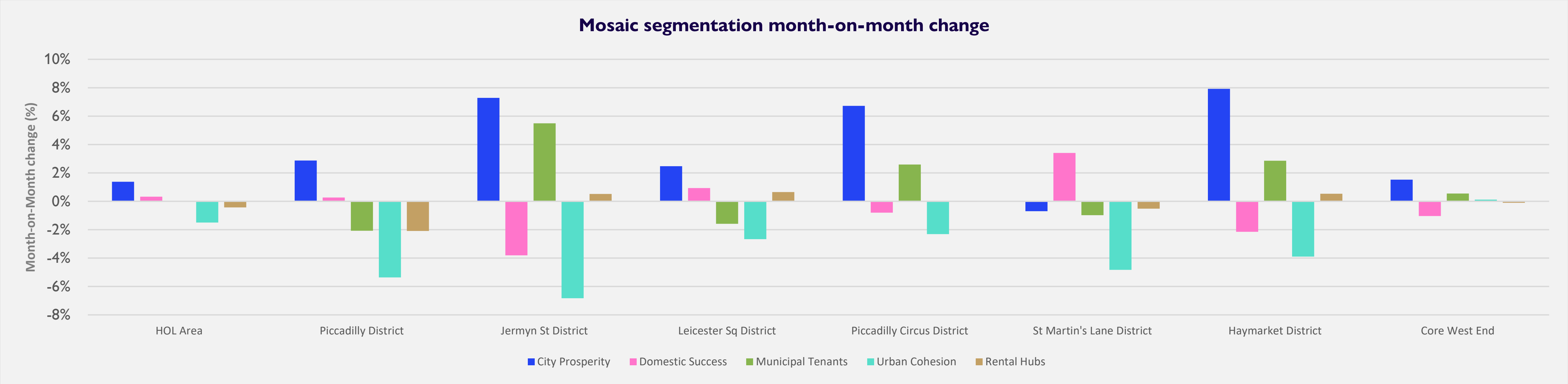
– Profile very similar to Core West End visitors.

Visitor Profile: Mosaic profile
76.2% of domestic visitors from 5 Mosaic groups



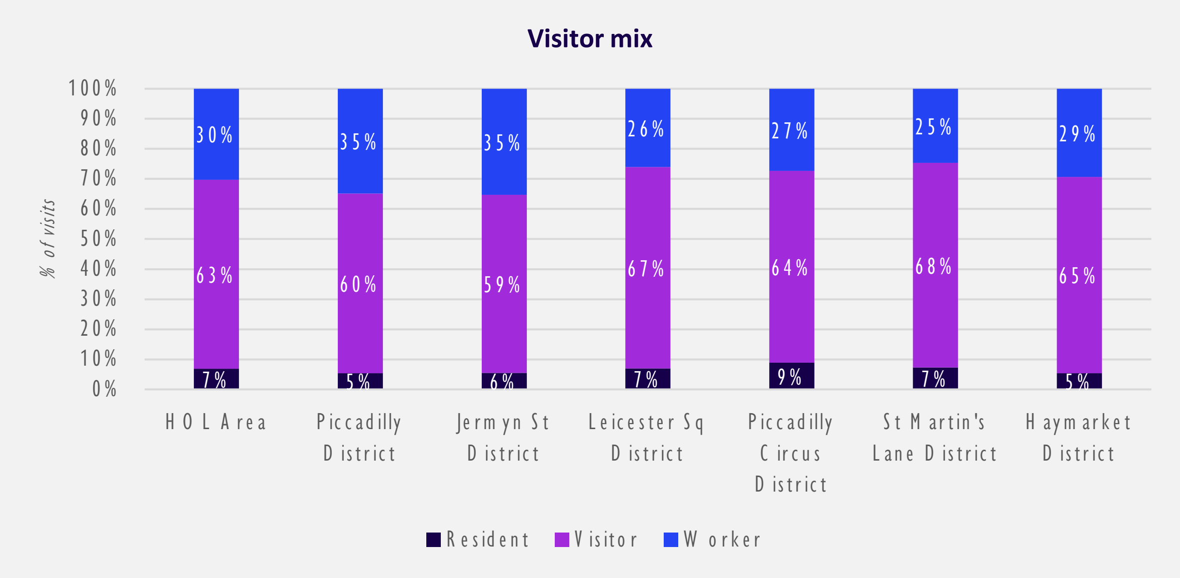
- There is a consistent domestic visitor profile across the districts with the core 5 Mosaic groups representing >73% of all visitors.
- Jermyn St District continues to have the highest proportion of Urban Cohesion visitors (19.8%), whilst it also has highest proportion of the affluent City Prosperity (25.4%), replacing St Martin's Lane District which had the highest in February.

Visitor Profile: Mosaic profile
Large decrease in Urban Cohesion visitors to all districts



- 76.2% of HOL area visitors from 5 core Mosaic groups (-0.2 percentage points. vs. February).
- Consistent visits from key Mosaic groups signals a continuation of regular visit behaviours after patterns skewed in January due to lingering effects of the festive period.
- Whilst the overall trend for the 5 core groups was relatively consistent, Urban Cohesion saw decreases in all districts, whilst City Prosperity saw increases in majority. At HOL Area scale, Urban Cohesion was down -1.5% MoM and City Prosperity was up +1.4%.

Visitor Profile
Visitor visits up in all districts year-on-year



	Change vs. previous year			Change vs. previous month		
Area	Resident	Visitor	Worker	Resident	Visitor	Worker
HOL Area	-9.2%	6.3%	-9.2%	-2.4%	-2.5%	6.1%
Piccadilly District	-8.7%	5.0%	-6.2%	-2.6%	-2.2%	4.5%
Jermyn St District	-12.2%	5.7%	-6.4%	-2.9%	-2.2%	4.4%
Leicester Sq District	-5.7%	5.5%	-10.6%	-3.9%	-2.6%	8.5%
Piccadilly Circus District	-8.1%	6.8%	-10.8%	-2.7%	-2.6%	7.7%
St Martin's Lane District	-5.5%	5.8%	-11.9%	-3.3%	-2.5%	8.8%
Haymarket District	-12.4%	6.3%	-9.5%	-6.0%	-2.5%	7.4%

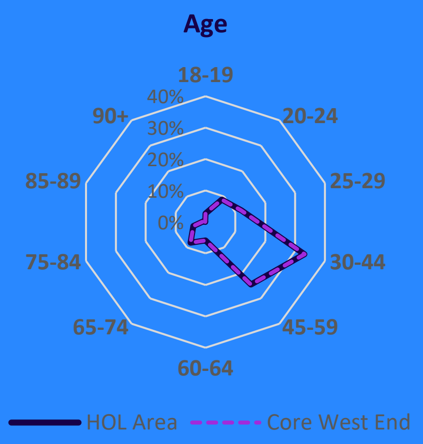
- Exploring the domestic visitor base, 'visitors' continue to be the largest group in all districts (vs. workers and residents).
- Leicester Sq and St Martin's Lane District continue to have the highest percentage of 'visitor' visits (67% and 68% respectively) due to strong tourism focus. Conversely Jermyn St District and Piccadilly District had the highest percentage of workers (both 35%).

- There is a decrease in workers in all districts vs. March 2024, with a similar percentage decrease in residents YoY.
- However, all districts saw an increase in visitors in March 2025 vs. March 2024, likely due to the good weather attracting an increase in social and leisure-based visits YoY.
- MoM saw a +6% increase in workers, counterbalanced somewhat by a -3% decrease in visitors and a -2% decrease in residents.

Anonymised and aggregated by BT, via the High Streets Data Partnership
Visitor mix definitions laid out in appendix

05 Appendix

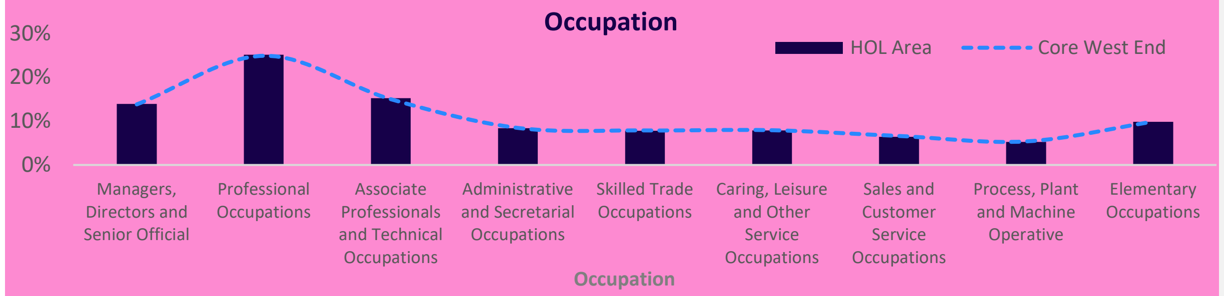
Appendix: demographics
Catchment biased towards middle-aged, white-collar workers



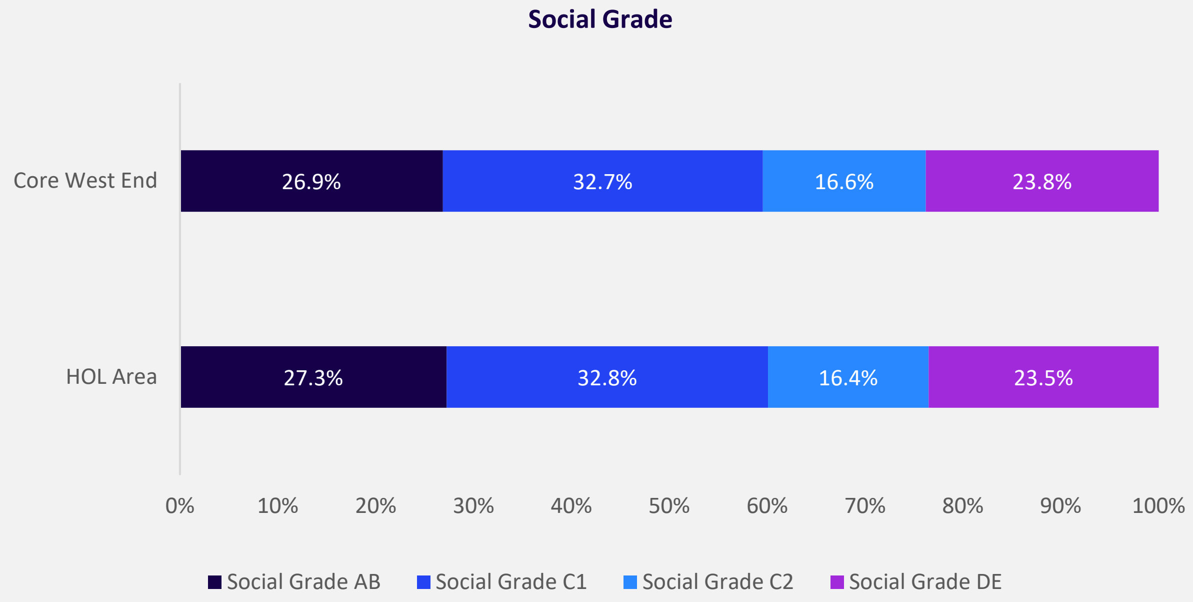
- Visitor profile skewed towards those aged 30-59 years old
- Males & females are evenly split, and in-line with Core West End

Female
51.4%

Male
48.6%



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



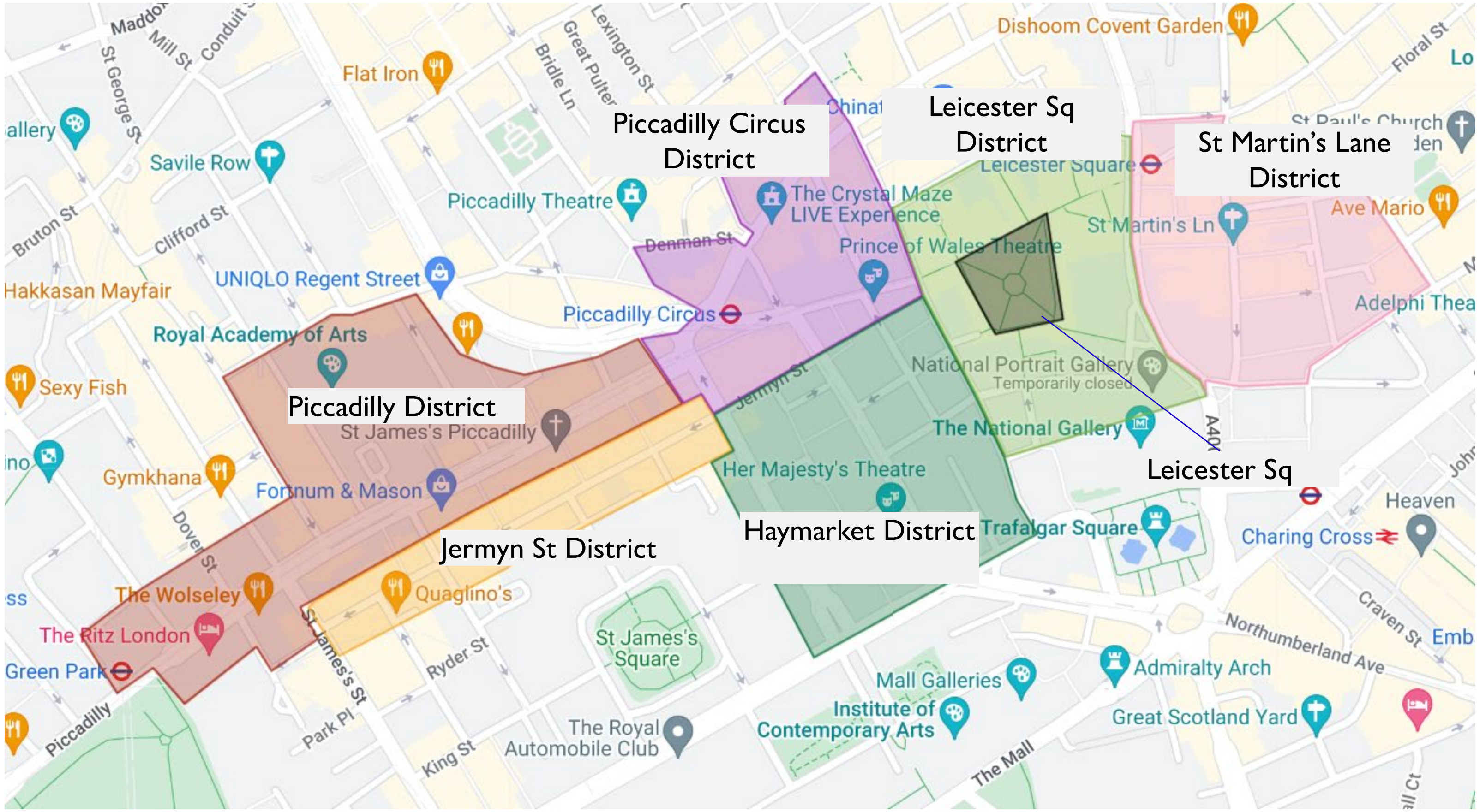
- 27.3% HOL area visitor catchment profile in Social Grade AB, vs 26.9% for Core West End
- West End profile influenced by presence of affluent Bond St shoppers

Appendix
Location definition

- 7 key areas within HOL 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

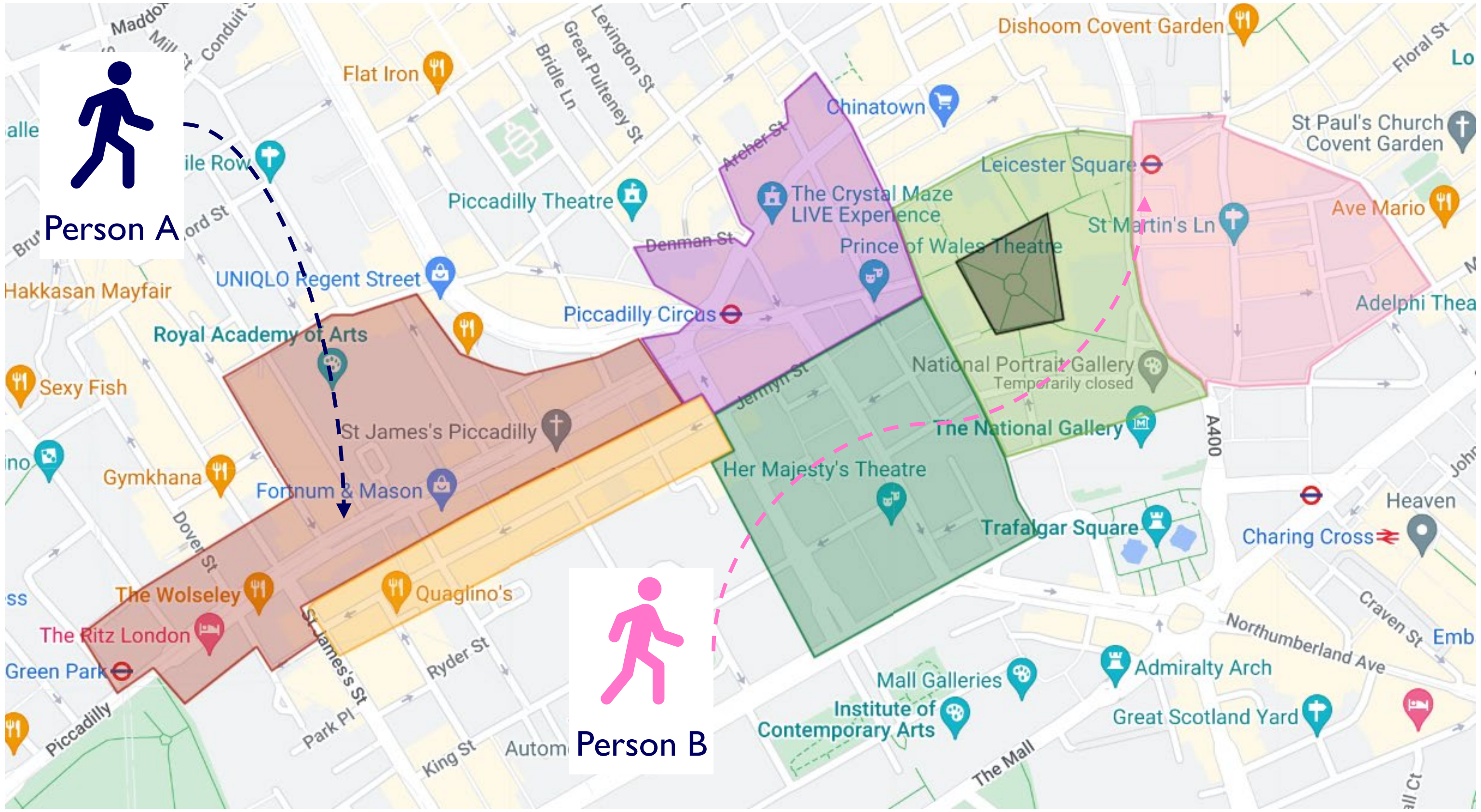


Appendix
Location definition

Appendix
Cross visitation example

Cross visitation example

- Person A only visits Piccadilly District – counts as 1 visit to Piccadilly District and 1 visit to Holba (cross visitation index = 100)
- Person B walks through 3 districts – this counts a visit to each of the districts but only 1 visit to Holba area (cross visitation index = 300)



Appendix
Country to regions lookup

Region	Country
Africa	Algeria
Africa	Angola
Africa	Benin
Africa	Botswana
Africa	Br. Indian Ocean Ter.
Africa	Burkina Faso
Africa	Burundi
Africa	Cabo Verde
Africa	Cameroon
Africa	Central African Rep.
Africa	Chad
Africa	Comoros
Africa	Congo
Africa	Côte D'ivoire
Africa	Dem. Rep. Congo
Africa	Djibouti
Africa	Egypt
Africa	Eq. Guinea
Africa	Eritrea
Africa	Eswatini
Africa	Ethiopia
Africa	Gabon
Africa	Gambia
Africa	Ghana
Africa	Guinea
Africa	Guinea-bissau
Africa	Indian Ocean Ter.
Africa	Kenya
Africa	Lesotho
Africa	Liberia
Africa	Libya
Africa	Madagascar
Africa	Malawi
Africa	Mali
Africa	Mauritania
Africa	Mauritius
Africa	Morocco
Africa	Mozambique
Africa	Namibia
Africa	Niger
Africa	Nigeria
Africa	Rwanda
Africa	S. Sudan
Africa	Saint Helena
Africa	São Tomé And Principe
Africa	Senegal
Africa	Seychelles
Africa	Sierra Leone

Region	Country
Africa	Somalia
Africa	South Africa
Africa	Sudan
Africa	Tanzania
Africa	Togo
Africa	Tunisia
Africa	Uganda
Africa	W. Sahara
Africa	Zambia
Africa	Zimbabwe
Australia and New Zealand	Australia
Australia and New Zealand	Fr. S. Antarctic Lands
Australia and New Zealand	New Zealand
Caribbean	Anguilla
Caribbean	Antigua And Barb.
Caribbean	Aruba
Caribbean	Bahamas
Caribbean	Barbados
Caribbean	British Virgin Is.
Caribbean	Cayman Is.
Caribbean	Cuba
Caribbean	Curaçao
Caribbean	Dominica
Caribbean	Dominican Rep.
Caribbean	Grenada
Caribbean	Haiti
Caribbean	Jamaica
Caribbean	Montserrat
Caribbean	Puerto Rico
Caribbean	Saint Lucia
Caribbean	Sint Maarten
Caribbean	St-barthélemy
Caribbean	St-martin
Caribbean	St. Kitts And Nevis
Caribbean	St. Vin. And Gren.
Caribbean	Trinidad And Tobago
Caribbean	Turks And Caicos Is.
Caribbean	U.S. Virgin Is.
Central America	Belize
Central America	Costa Rica
Central America	El Salvador
Central America	Guatemala
Central America	Honduras
Central America	Mexico
Central America	Nicaragua
Central America	Panama
Central Asia	Kazakhstan
Central Asia	Kyrgyzstan

Region	Country
Central Asia	Tajikistan
Central Asia	Turkmenistan
Central Asia	Uzbekistan
Eastern Asia	China
Eastern Asia	Hong Kong
Eastern Asia	Japan
Eastern Asia	Macao
Eastern Asia	Mongolia
Eastern Asia	North Korea
Eastern Asia	South Korea
Eastern Asia	Taiwan
Eastern Europe	Belarus
Eastern Europe	Bulgaria
Eastern Europe	Czechia
Eastern Europe	Hungary
Eastern Europe	Moldova
Eastern Europe	Poland
Eastern Europe	Romania
Eastern Europe	Russia
Eastern Europe	Slovakia
Eastern Europe	Ukraine
Northern America	Bermuda
Northern America	Canada
Northern America	Greenland
Northern America	St. Pierre And Miquelon
Northern America	United States Of America
Northern Europe	Åland
Northern Europe	Denmark
Northern Europe	Estonia
Northern Europe	Faeroe Is.
Northern Europe	Finland
Northern Europe	Iceland
Northern Europe	Ireland
Northern Europe	Latvia
Northern Europe	Lithuania
Northern Europe	Norway
Northern Europe	Sweden
South America	Argentina
South America	Bolivia
South America	Brazil
South America	Brazilian I.
South America	Chile
South America	Colombia
South America	Ecuador
South America	Falkland Is.
South America	Guyana
South America	Paraguay
South America	Peru

Region	Country
South America	S. Geo. And The Is.
South America	Suriname
South America	Uruguay
South America	Venezuela
South-eastern Asia	American Samoa
South-eastern Asia	Brunei
South-eastern Asia	Cambodia
South-eastern Asia	Cook Is.
South-eastern Asia	Fiji
South-eastern Asia	Fr. Polynesia
South-eastern Asia	Guam
South-eastern Asia	Indonesia
South-eastern Asia	Kiribati
South-eastern Asia	Laos
South-eastern Asia	Malaysia
South-eastern Asia	Marshall Is.
South-eastern Asia	Micronesia
South-eastern Asia	Myanmar
South-eastern Asia	N. Mariana Is.
South-eastern Asia	Nauru
South-eastern Asia	New Caledonia
South-eastern Asia	Niue
South-eastern Asia	Palau
South-eastern Asia	Papua New Guinea
South-eastern Asia	Philippines
South-eastern Asia	Pitcairn Is.
South-eastern Asia	Samoa
South-eastern Asia	Singapore
South-eastern Asia	Solomon Is.
South-eastern Asia	Thailand
South-eastern Asia	Timor-leste
South-eastern Asia	Tonga
South-eastern Asia	Tuvalu
South-eastern Asia	U.S. Minor Outlying Is.
South-eastern Asia	Vanuatu
South-eastern Asia	Vietnam
South-eastern Asia	Wallis And Futuna Is.
Southern Asia	Afghanistan
Southern Asia	Bangladesh
Southern Asia	Bhutan
Southern Asia	India
Southern Asia	Iran
Southern Asia	Maldives
Southern Asia	Nepal
Southern Asia	Pakistan
Southern Asia	Sri Lanka
Southern Europe	Albania
Southern Europe	Andorra

Region	Country
Southern Europe	Bosnia And Herz.
Southern Europe	Croatia
Southern Europe	Gibraltar
Southern Europe	Greece
Southern Europe	Italy
Southern Europe	Kosovo
Southern Europe	Malta
Southern Europe	Montenegro
Southern Europe	North Macedonia
Southern Europe	Portugal
Southern Europe	San Marino
Southern Europe	Serbia
Southern Europe	Slovenia
Southern Europe	Spain
Southern Europe	Vatican
United Kingdom	United Kingdom
Western Asia	Armenia
Western Asia	Azerbaijan
Western Asia	Bahrain
Western Asia	Cyprus
Western Asia	Dhekelia
Western Asia	Georgia
Western Asia	Iraq
Western Asia	Israel
Western Asia	Jordan
Western Asia	Kuwait
Western Asia	Lebanon
Western Asia	N. Cyprus
Western Asia	Oman
Western Asia	Palestine
Western Asia	Qatar
Western Asia	Saudi Arabia
Western Asia	Syria
Western Asia	Turkey
Western Asia	United Arab Emirates
Western Asia	Yemen
Western Europe	Austria
Western Europe	Belgium
Western Europe	France
Western Europe	Germany
Western Europe	Liechtenstein
Western Europe	Luxembourg
Western Europe	Monaco
Western Europe	Netherlands
Western Europe	Switzerland

Appendix
BT visitor mix definitions

- 3 key visitor types used within BT data:

Resident: the number of residents of that MSOA/hex who spend more than 10 minutes in that location in that time period. A person's residential location is where they have spent most of their evening and night time in the latest month.

person's

Worker: the number of workers of that MSOA/hex who spend more than 10 minutes in that location in that time period. A work location is based on where they have spent most of their working hours based on the latest available calendar month

Visitor: the number of non-residents and non-workers who spend at least 10 minutes in in that MSOA/hex in that time period

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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