

Visitor Insights

May report 2024

Shaping a
world-class
West End

Issued- 17th June

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Heart of London



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 the previous calendar month including information about:

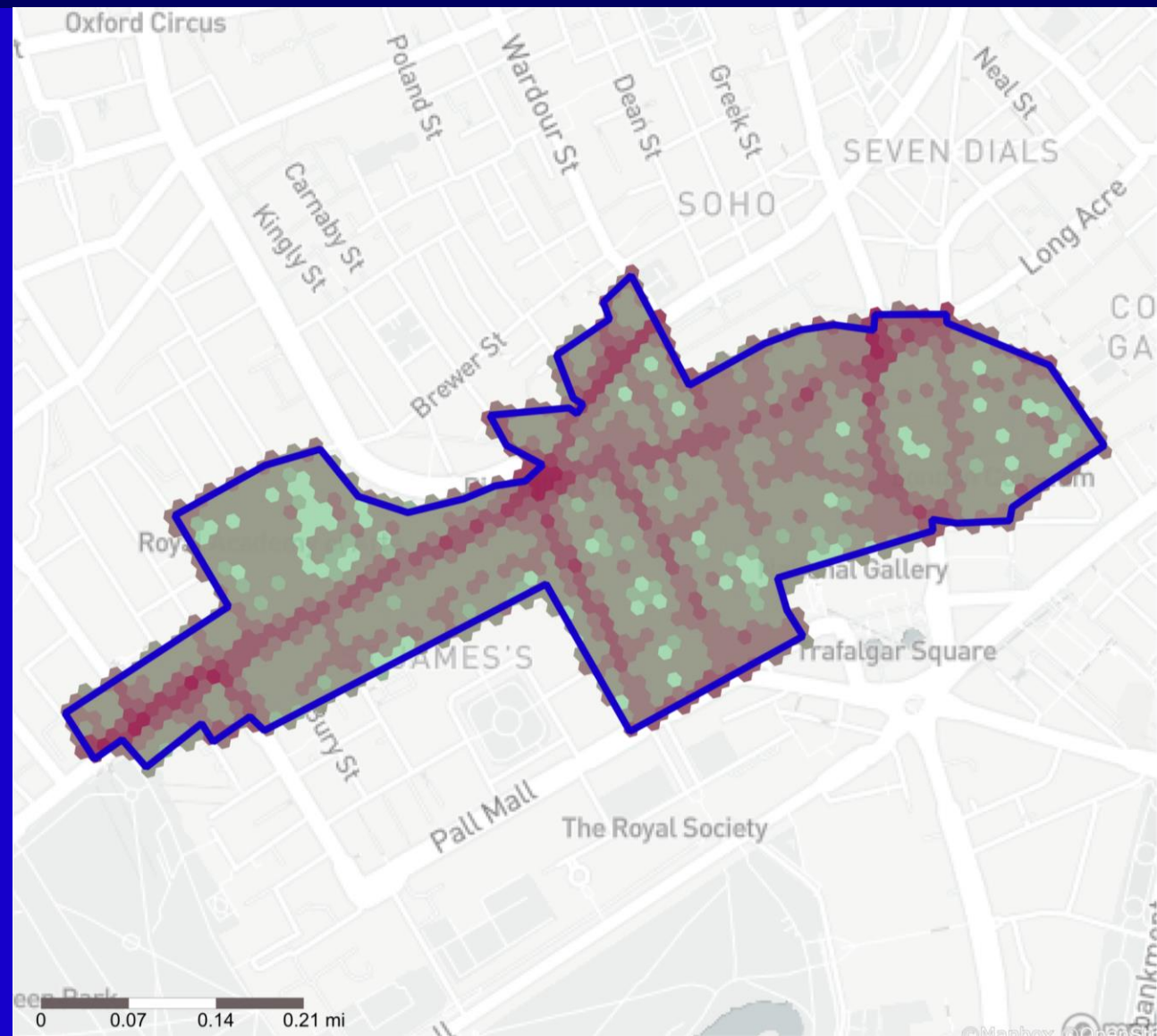
- Visitor footfall & profile
- Visitor behaviour

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**



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01

Summary



Summary- Key points

May 2024



- Footfall displayed an increase by 9% in May, totaling at 5.9 Million. This was driven by strong growth in both domestic and international markets
- International footfall is higher than in previous months, increasing by 41% due to the start of the summer period and increased tourism aided by half-term
- Visitors originated mostly from North America with an increase in visitors originating from South Asia and Western and Eastern Europe
- Footfall patterns remained stable across the week, however, office focused districts were impacted by two bank holidays and half-term resulting in Jermyn Street being less stable
- Mosaic demographic remained mostly consistent with a reduction of 1.5% in the City Prosperity group. Whilst this remains one of the most dominant groups, the reduction was caused by a rise in tourism and the reduction of employees.

Summary

May 2024



5.9 m
(+9%)

Visitors to HOL area
up 9% month on
month



2 hrs 12 mins
(+32%)

Visitors typically spend
just over 2 hours in the
area. Up 34 mins vs YTD
average.



75.6%
(+2.2%)

75.6% of visits from
Core catchment, with
more visitors coming
from Outer London
and surrounding
commuter towns

02

Visitor Volumes



Summary visitor volumes

May 2024



- Footfall in the HOL is up by 9% month on month, standing this month at 5.9 Million. This is driven by strong growth in both domestic and international markets. International footfall is much stronger than the previous month, increasing by 41%, this is due to the start of the summer period and increased tourism aided by a half term at the end of the month. These visits originated largely from North America but there was also growth from Western and Eastern Europe and Southern Asia.
- HOL area's core catchment area grew this month by 2%. This is driven by a large increase in the secondary catchment band of areas just outside greater London. Areas around places such as Guildford, Gillingham and Bishop's Stortford showed the largest growth.
- The footfall density heatmap shows a broadly similar picture to previous months but with some notable differences. Leicester Square appears to have increased density on the east terrace. Possibly due to the opening of a new restaurant Salt on the 20th of May.
- Comparing the month's footfall data to TFL data shows that despite trains strikes, showing the West End's resilience to travel disruption.

Visitor Volumes

Footfall volumes up 9% vs April



A positive month on month story with footfall up across all districts, driven by a strong month on month growth in international visitors

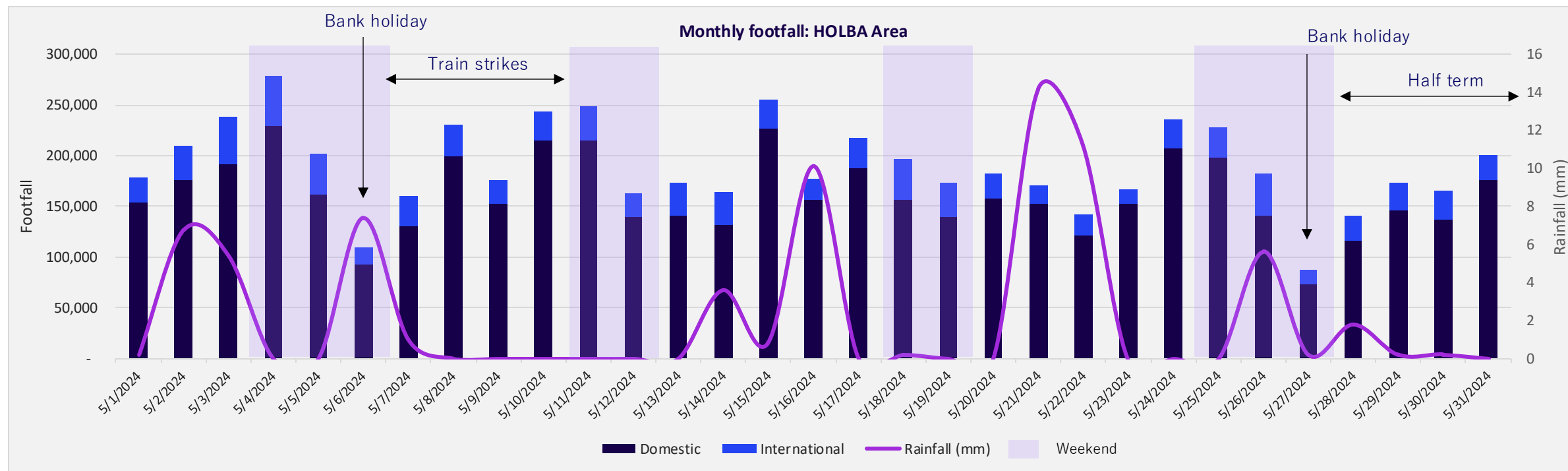


District	Month-on-Month			Year-on-Year		
	Total	Domestic	International	Total	Domestic	International
HOL Area	9%	4%	41%	-14%	-14%	-13%
Piccadilly District	5%	4%	11%	-31%	-31%	-30%
Jermyn St District	32%	31%	40%	-29%	-29%	-26%
Leicester Sq District	10%	4%	48%	25%	24%	33%
Piccadilly Circus District	5%	2%	22%	-33%	-34%	-29%
St Martin's Lane District	16%	8%	60%	-2%	-6%	19%
Haymarket District	15%	14%	20%	-30%	-29%	-39%
Core West End	7%	0%	58%	-9%	-9%	-5%
HOL Area - major street avg	11%	12%	5%	-34%	-34%	-33%

- Excluding Leicester Sq District, visits are down versus May last year which was the month of the King’s Coronation (7 May)
- Leicester Sq footfall has increased year-on-year throughout 2024 with May being the strongest month of the year to date
- Due to smaller sample sizes in international data sets, changes expressed in percentage terms show larger swings

Visitor Volumes

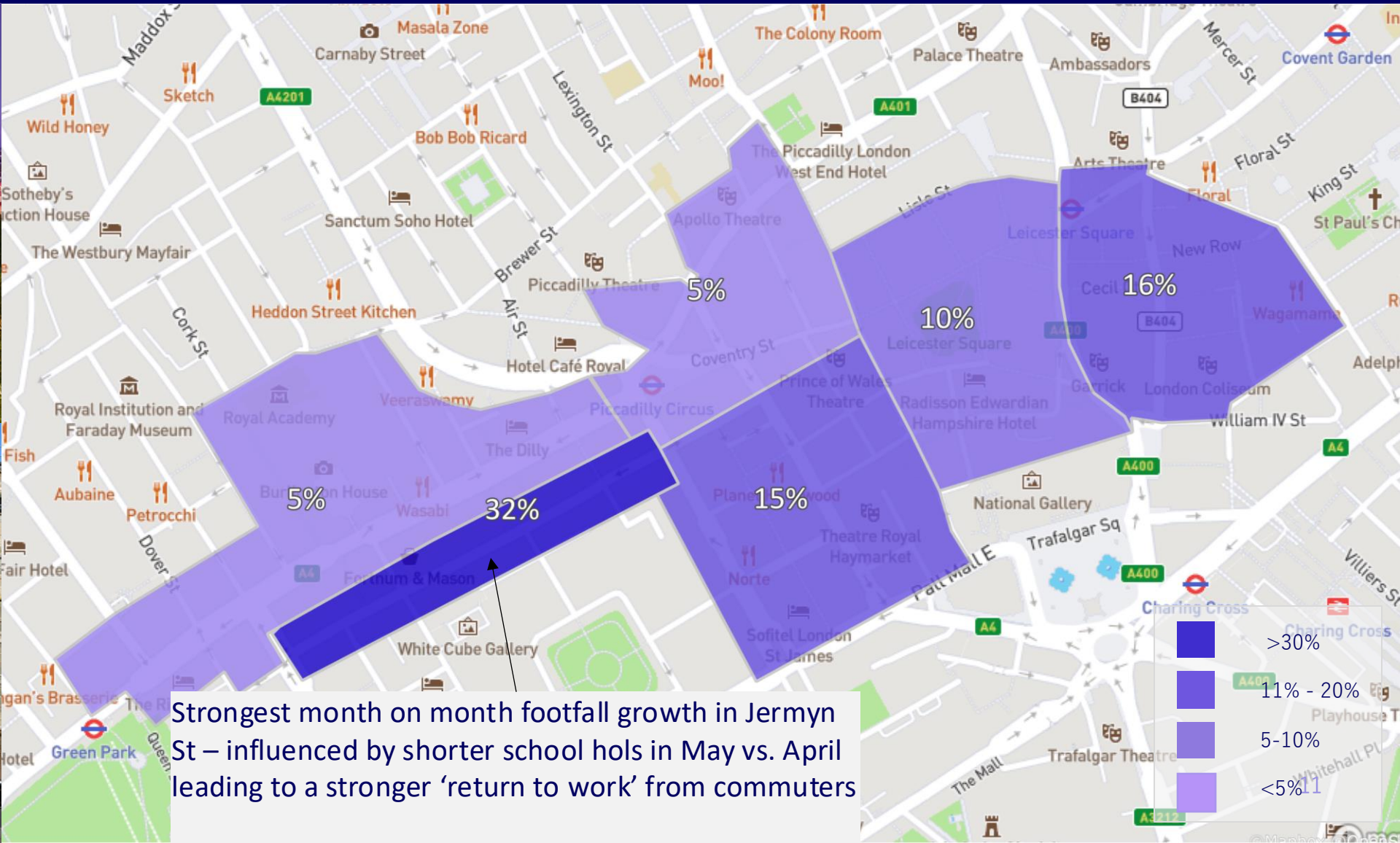
Stronger footfall volumes on Fridays during May



- Saturday remains the most popular day to visit HOL area, however Fridays have been the second most popular day. A 3-month trial of off-peak fares on a Friday ended on 31 May which may have influenced this increase
- Various train strikes took place in the week commencing 6 May with footfall being the lowest w/c Monday 7 when more local commuter lines were affected.

Visitor Volumes

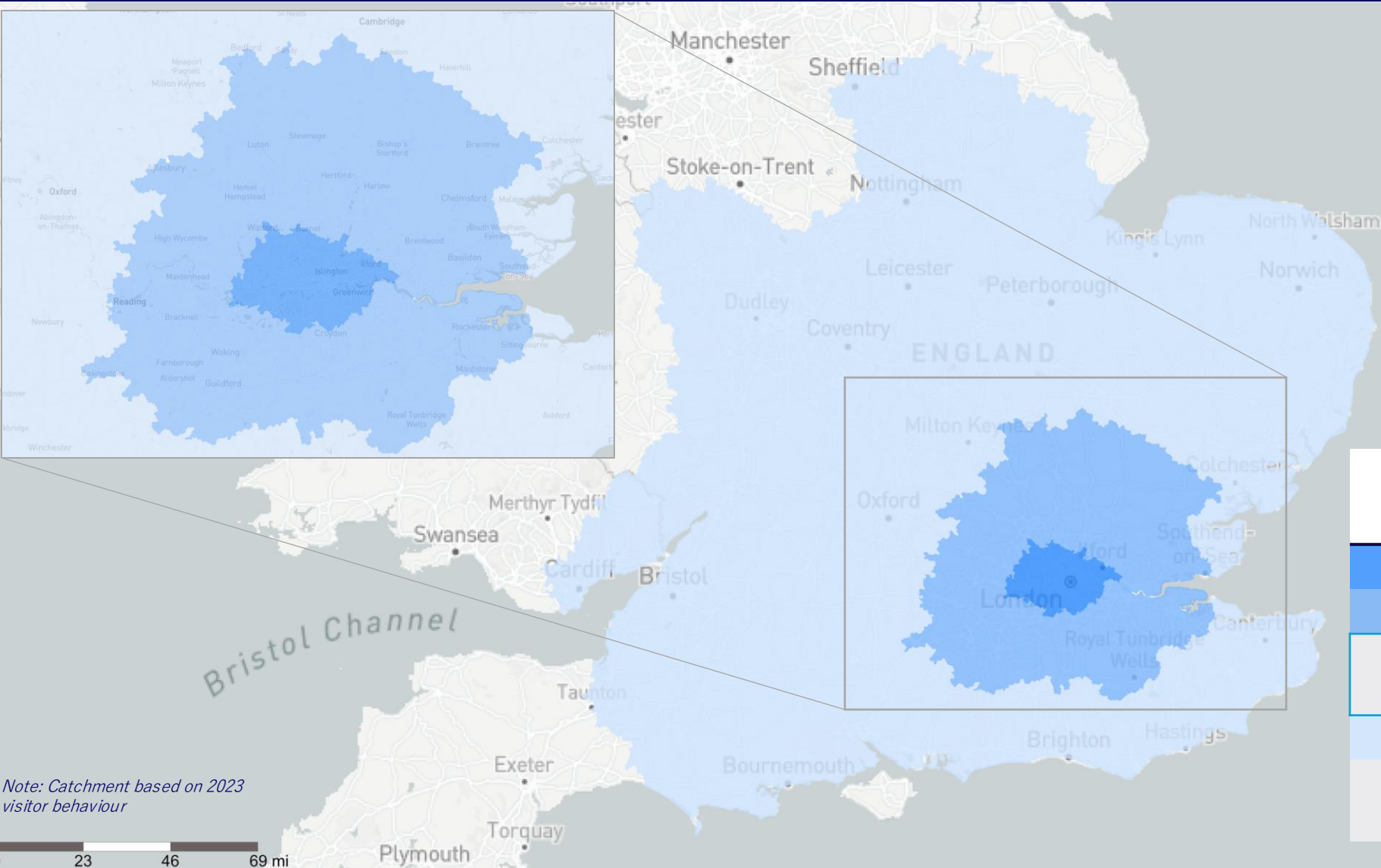
May vs. April 2024: Jermyn St has seen strongest footfall increase



Strongest month on month footfall growth in Jermyn St – influenced by shorter school hols in May vs. April leading to a stronger ‘return to work’ from commuters

Visitor Volumes

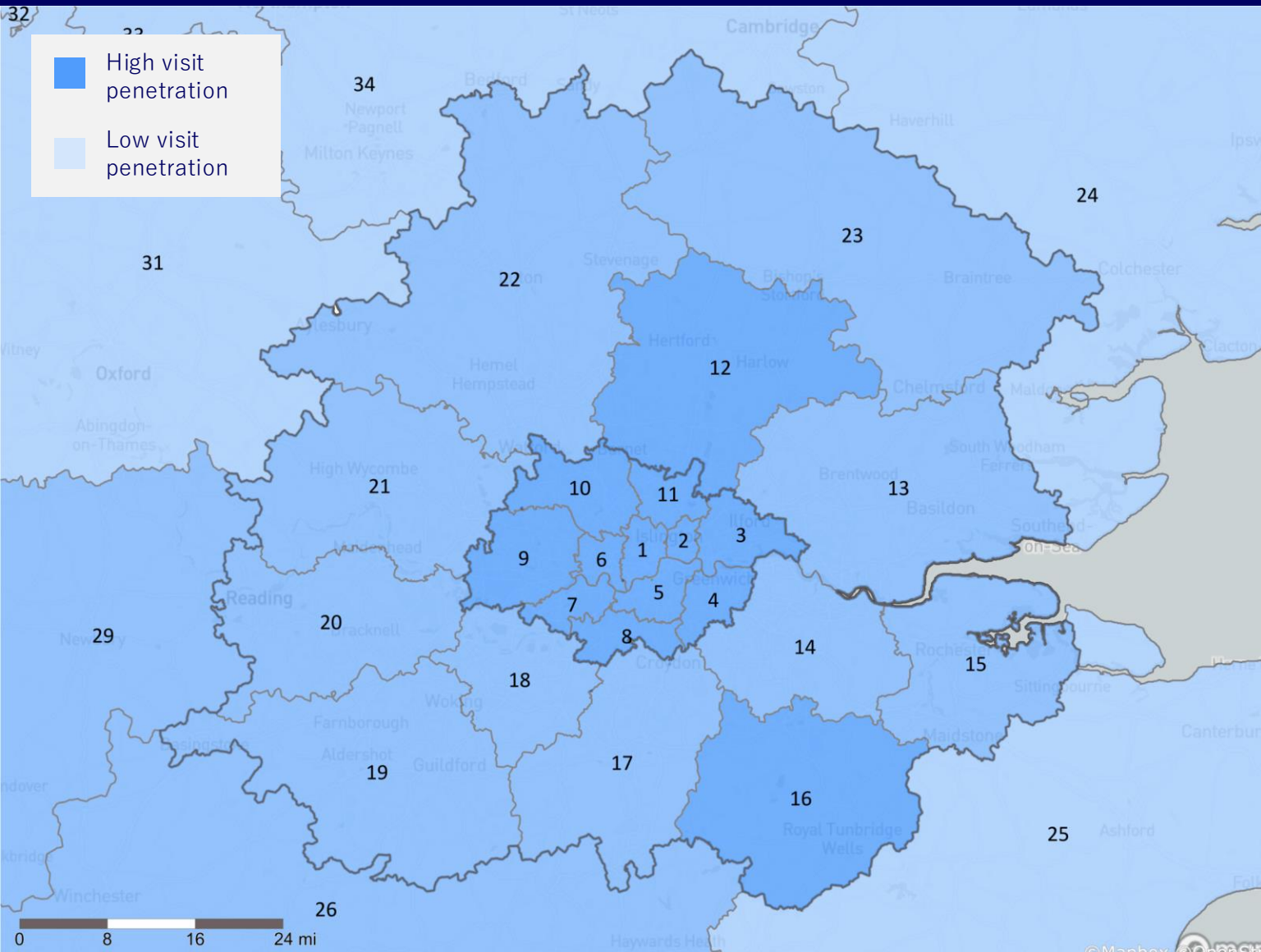
HOL's Core catchment has a population of 16.3million



Catchment band		Population (Millions)
	-Primary	7.0
	-Secondary	9.2
	Core (Primary + Secondary)	16.3
	75% of regular visitors	
	-Tertiary	24.1
	Total (Core+ Tertiary)	40.3
	90% of regular visitors	

Visitor Volumes

17% increase in visits from Secondary catchment area



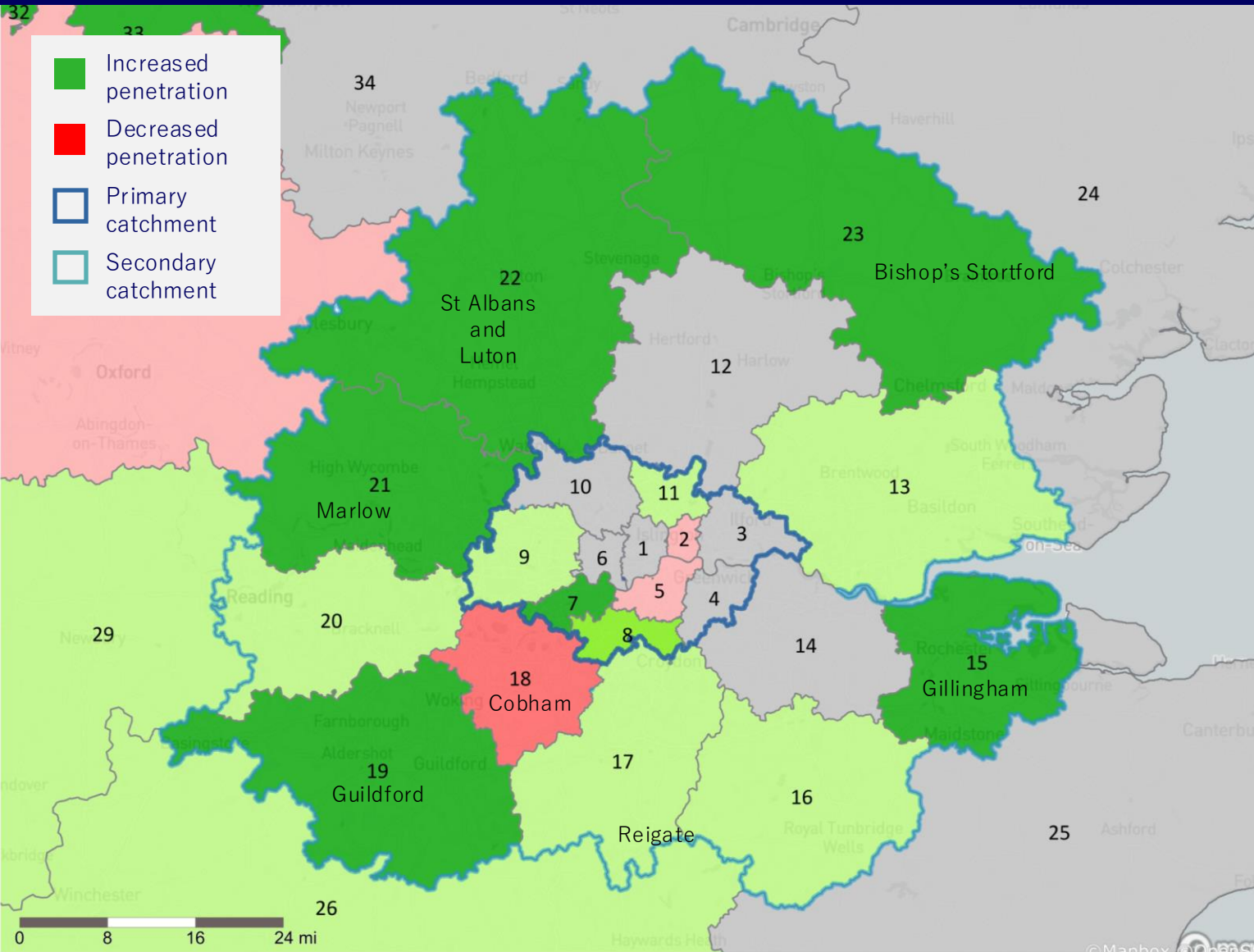
- 17% increase in visits from Secondary catchment compared to last month as employees returned following school holidays in April
- Zones 12 (Hertford) and 16 (Sevenoaks) had the highest penetrations in Secondary catchment area.

Catchment band	Latest month visit %	Change vs. previous month
-Primary	50.3%	-2.9%
-Secondary	25.3%	17.2%
Core	75.6%	2.2%
-Tertiary	17.3%	-2.9%
Total	92.9%	1.7%
-Pull in	7.1%	-1.7%

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

Visitor Volumes

Increase in visitor penetration in Secondary catchment



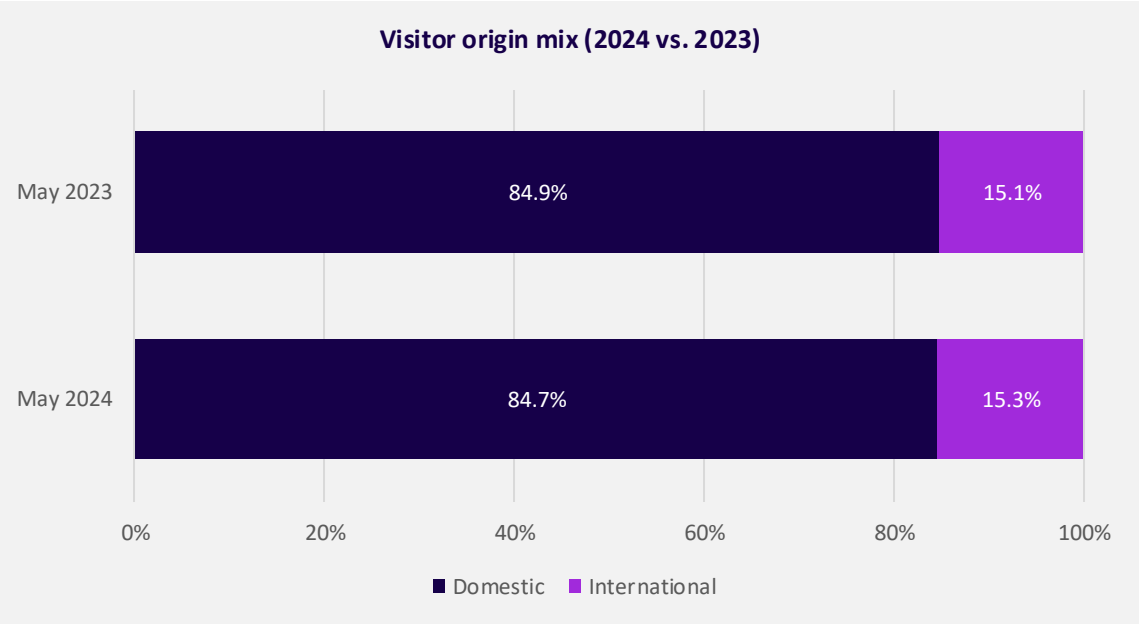
- This map shows the month on month change in visitor penetration by zone
- *Red areas indicate a zone contributing fewer visitors compared to the previous month*
- Increases in penetration within Secondary catchment
 - 19 (Guildford)
 - 21 (Marlow)
 - 23 (Bishop's Stortford)
- Decreased penetration in 2 main zones
 - 18 (Cobham)
 - 31 (Oxford & Gloucester)

Visitor Volumes: visitor mix

International visitor volume and mix up on April



Area	International mix (%)	+/- change in mix		+/- change in volume	
		Month-on-Month	Year-on-year	Month-on-Month	Year-on-year
HOL Area	15.3%	3.5%	0.2%	41.0%	-12.9%
Piccadilly District	10.6%	0.6%	0.2%	11.5%	-29.7%
Jermyn St District	9.5%	0.6%	0.4%	40.1%	-25.6%
Leicester Sq District	19.8%	5.0%	1.1%	47.9%	32.7%
Piccadilly Circus District	15.6%	2.3%	0.8%	22.3%	-29.3%
St Martin's Lane District	21.4%	5.9%	3.7%	60.0%	18.6%
Haymarket District	10.7%	0.4%	-1.4%	20.0%	-38.6%
Core West End	17.3%	5.6%	0.7%	58.0%	-4.9%



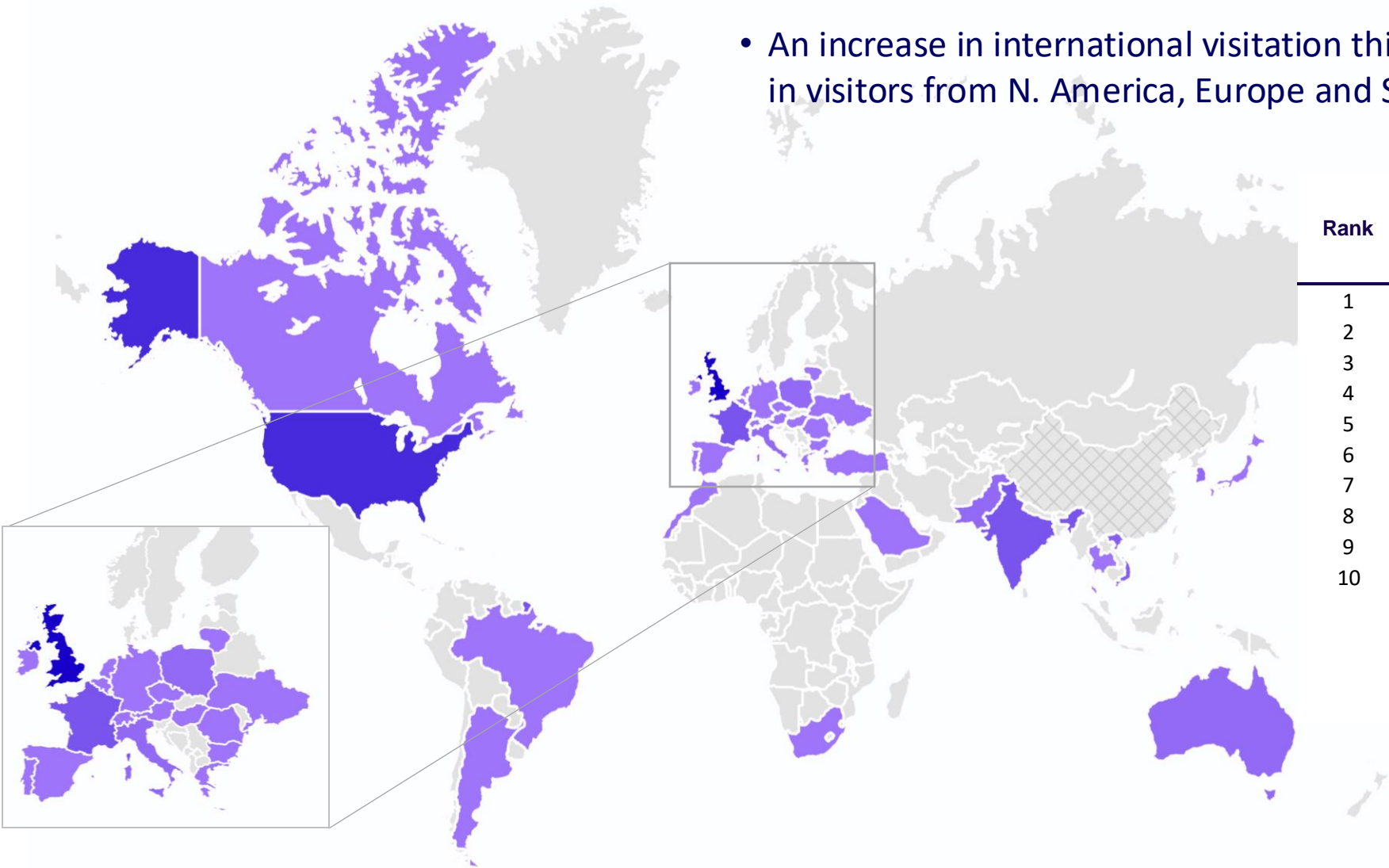
- 3.5% increase in international mix versus April equating to a 41% increase in the volume of international visitors
- International visits accounted for 15.3% of visits in May compared to 15.1% last May.

Visitor Volumes: visitor origin

15.3% of visitors to HOLBA from outside the UK



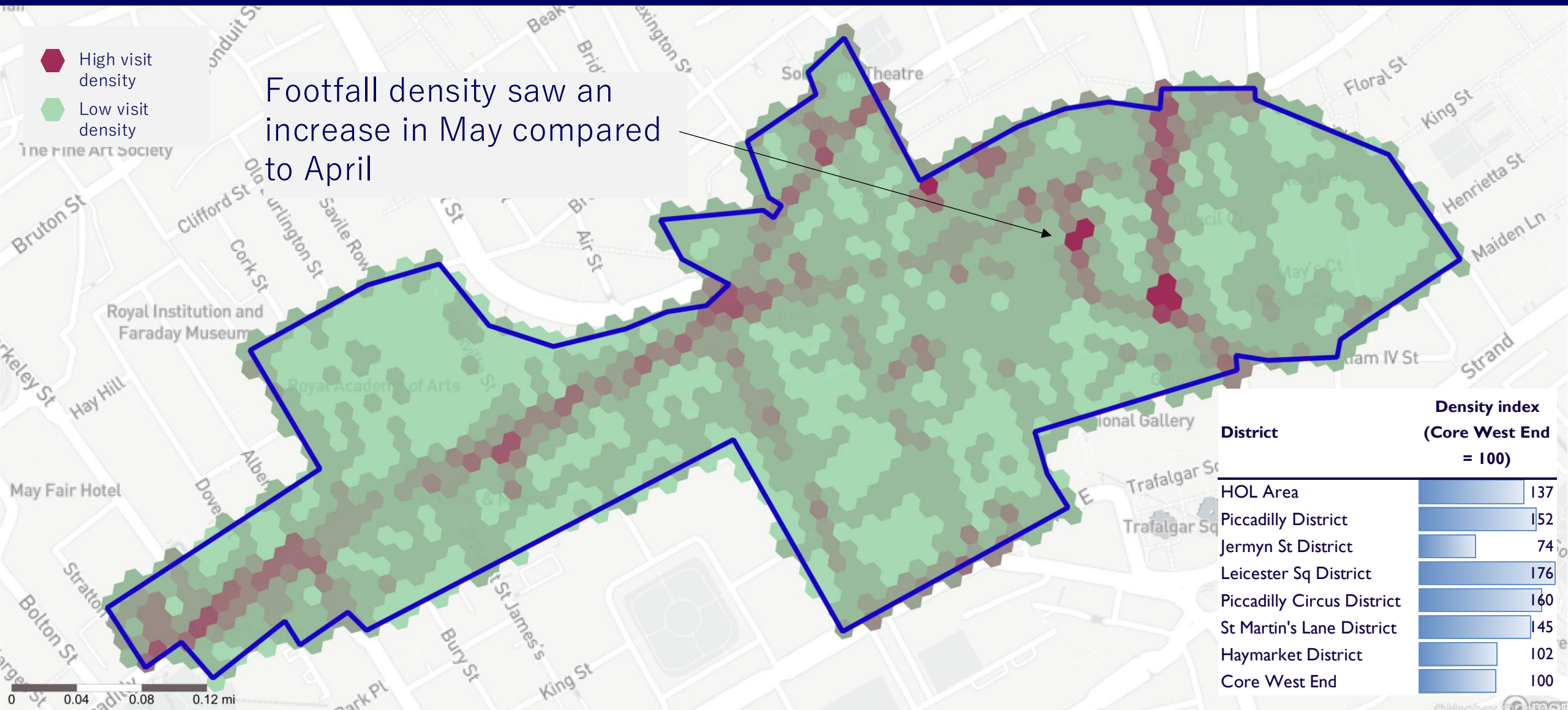
- An increase in international visitation this month was driven by increases in visitors from N. America, Europe and Southern Asia



Rank	Region	%	+/- percentage point change	
1	United Kingdom	84.67	↓	-3.5
2	Northern America	6.59	↑	2.0
3	Eastern Europe	2.22	↑	1.0
4	Southern Asia	2.03	↑	1.0
5	Western Europe	1.45	↑	0.5
6	South-eastern Asia	0.76	↓	-0.1
7	Southern Europe	0.67	↓	0.0
8	Eastern Asia	0.48	↓	-0.1
9	Western Asia	0.42	↓	0.0
10	Australia and New Zealand	0.30	↓	-0.1
Europe (excl. UK)		4.6	↑	1.6
Rest of the world		10.8	↑	1.9
Non UK		15.33	↑	3.5

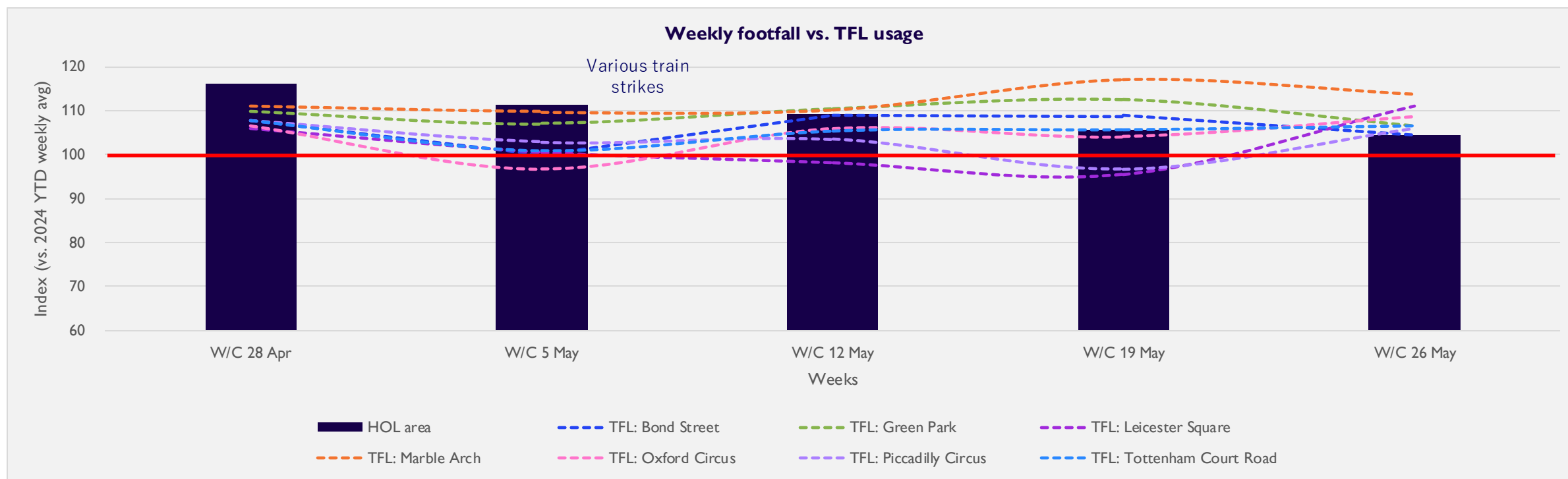
Visitor Volumes

Leicester Sq District has highest footfall density



Visitor Volumes: TFL station usage

Train strikes during early May did not impact TFL usage



- During May, the HOL area visit patterns broadly mirrored station usage each week
- Train strikes during w/c 5 May did not negatively impact TFL passenger volumes
- Marble Arch and Green Park had the strongest visit volumes compared to 2024 averages throughout May.

03

Visitor Behaviour



Summary- visitor behaviour

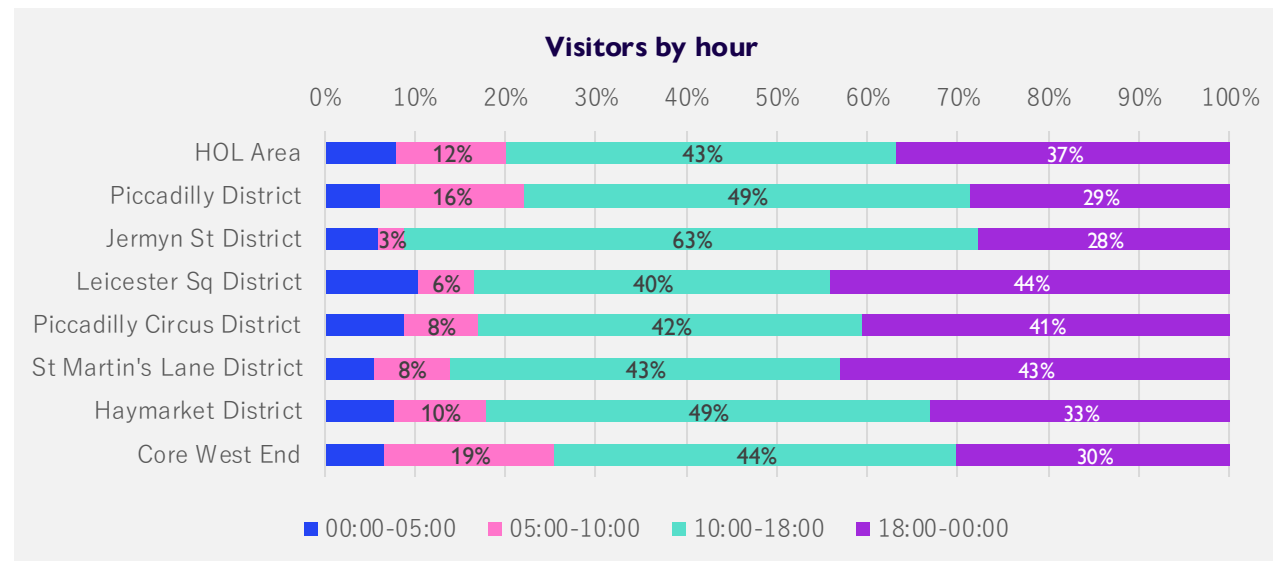
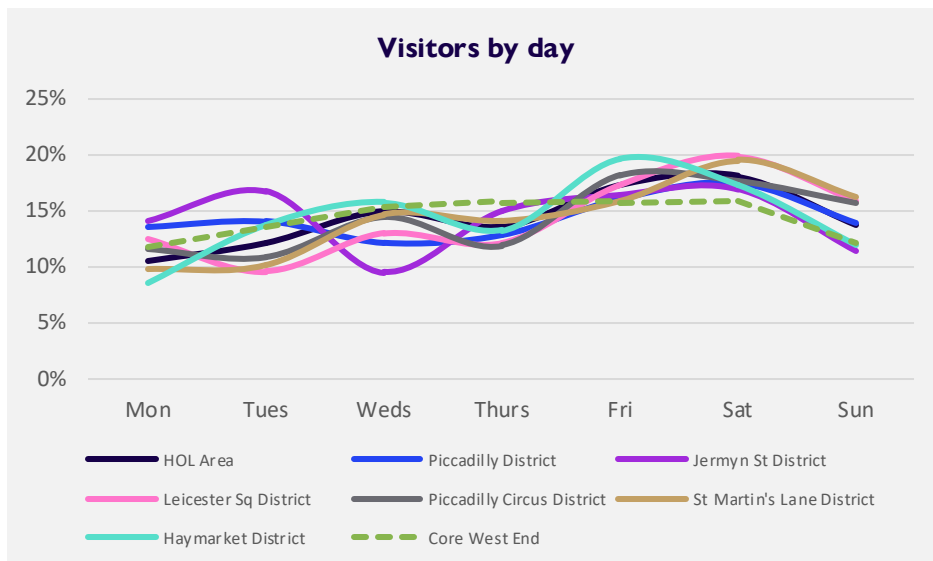
May 2024



- The general pattern of stable footfall across the week continues to hold, however, office focused district patterns have been impacted by two bank holidays and a half term. This has led to Jermyn Street having more variable footfall across the week.
- Footfall distribution across the day has remained largely stable despite the holidays. Office focused areas such as Jermyn Street, Piccadilly and Haymarket maintain around 50% or more footfall during the day. Leisure focused districts such as Leicester Square, Piccadilly Circus and St Martins lane saw higher proportions of their footfall increasing in the evening.
- Dwell time increased significantly in the HOL area compared to the previous month. This is due a combination of bank holidays, school holidays and a surge in international tourism to the HOL area. Improved weather conditions had also contributed to visitors using outdoor space such as Leicester Square Gardens.

Visitor Behaviour

35.3% of visitors to HOL area visit on a Friday or Saturday

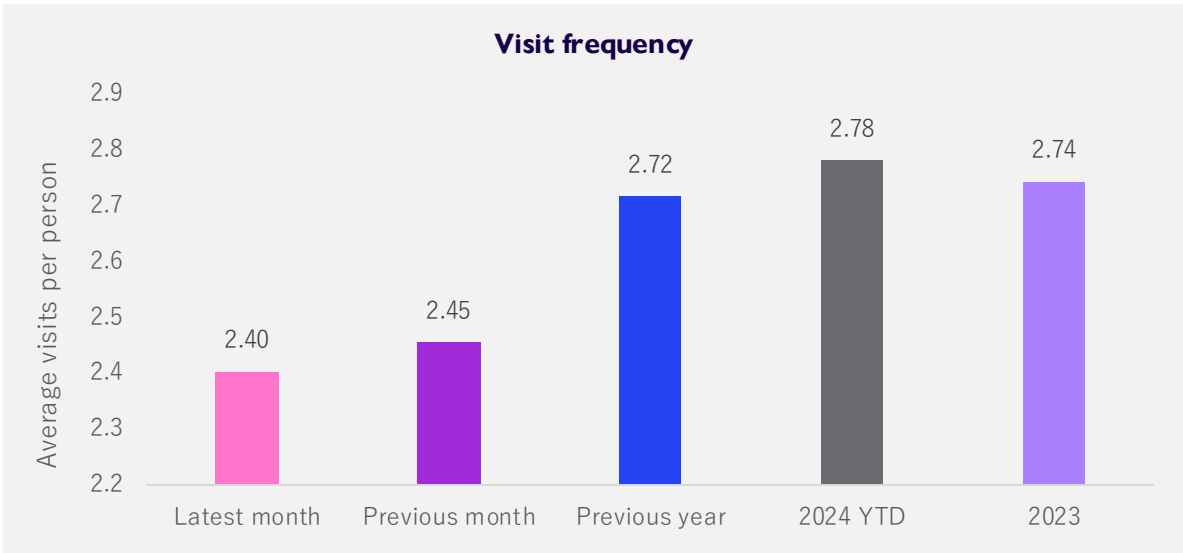


- Saturdays and Fridays typically saw the highest proportion of visitors (18% and 17% respectively)
- Monday was quieter during May due to 2 bank holidays
- Bank holidays and school holidays may have impacted Jermyn Street disproportionately due to its high prevalence of office workers.

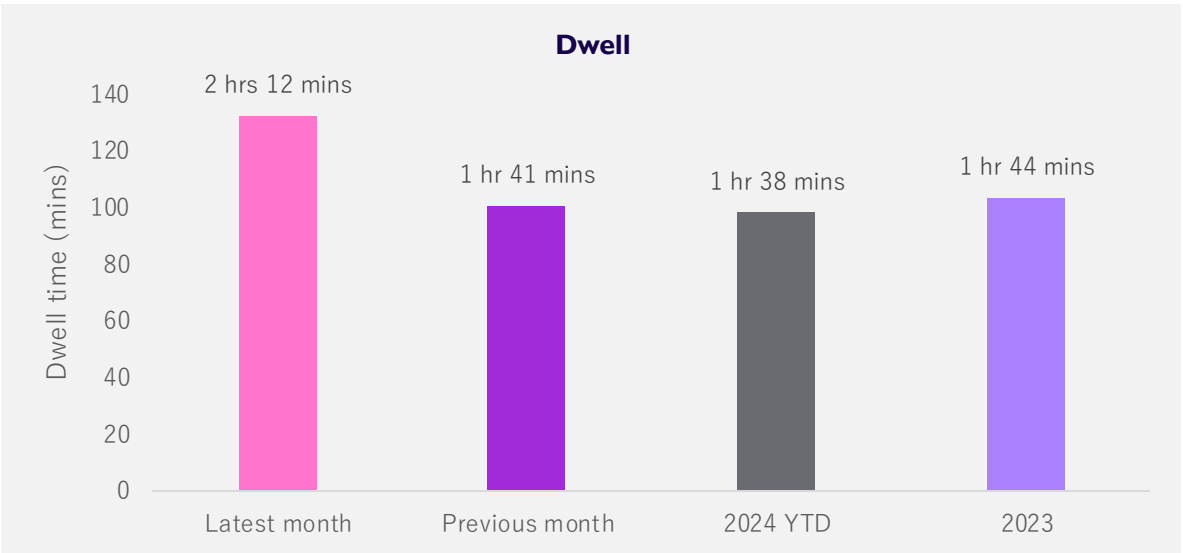
- Visitor volumes typically peaked during lunchtime and into the afternoon
- The Leicester Sq District and St Martin's Lane have the highest proportion of evening visits driven by F&B and leisure opportunities.

Visitor Behaviour

Dwell time increased 30 mins in May vs. April



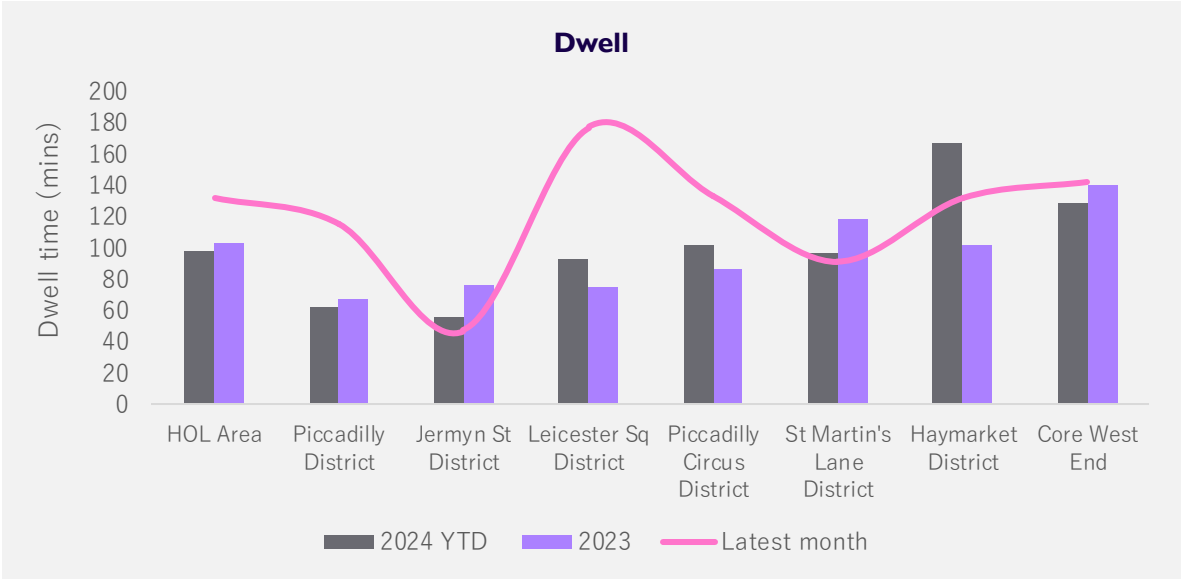
- The average visitor visited HOL Area 2.4 times in May, a decrease compared to the previous month due to bank holidays and half term.



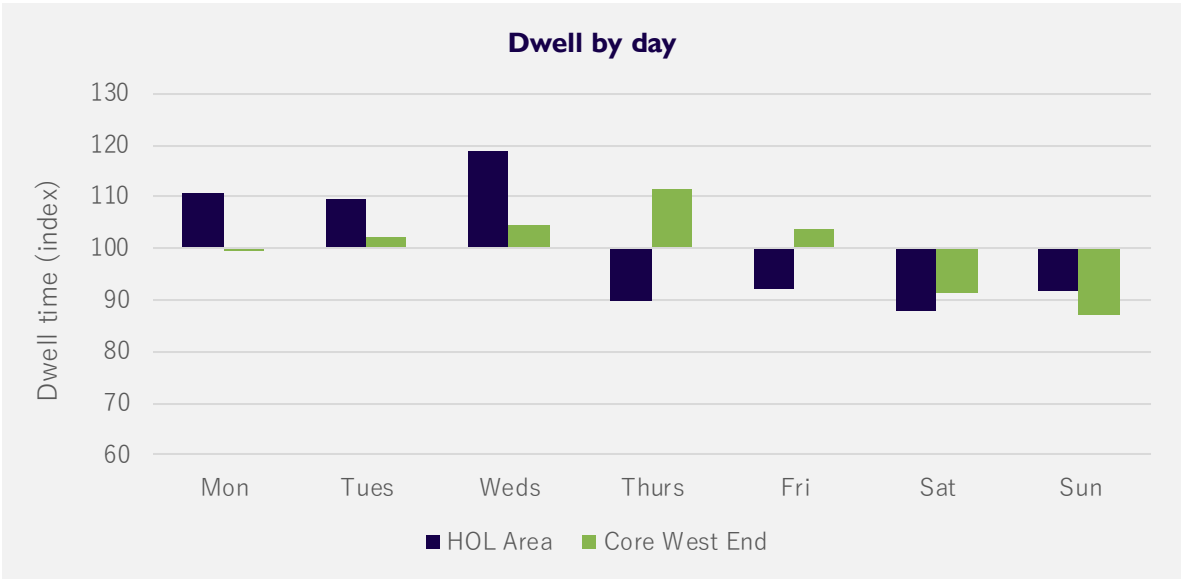
- Dwell time increased in May versus April by thirty minutes.
- 51% of visitors to HOL area dwell for less than an hour
- Leicester Sq District has the longest dwell time at nearly 3 hours likely driven by higher tourism levels and school holidays.

Visitor Behaviour: Dwell time

Dwell time change has varied by district



- Dwell times in May have increased vs. April in most districts except for Haymarket District
- Leicester Square District has seen the largest increase in dwell time compared to last month



- The HOL area had longer dwell times Monday to Wednesday compared to the later part of the week likely driven by employees
- In comparison the Core West End had the highest dwell times on a Thursday during May

04

Visitor Profile



Summary visitor profile

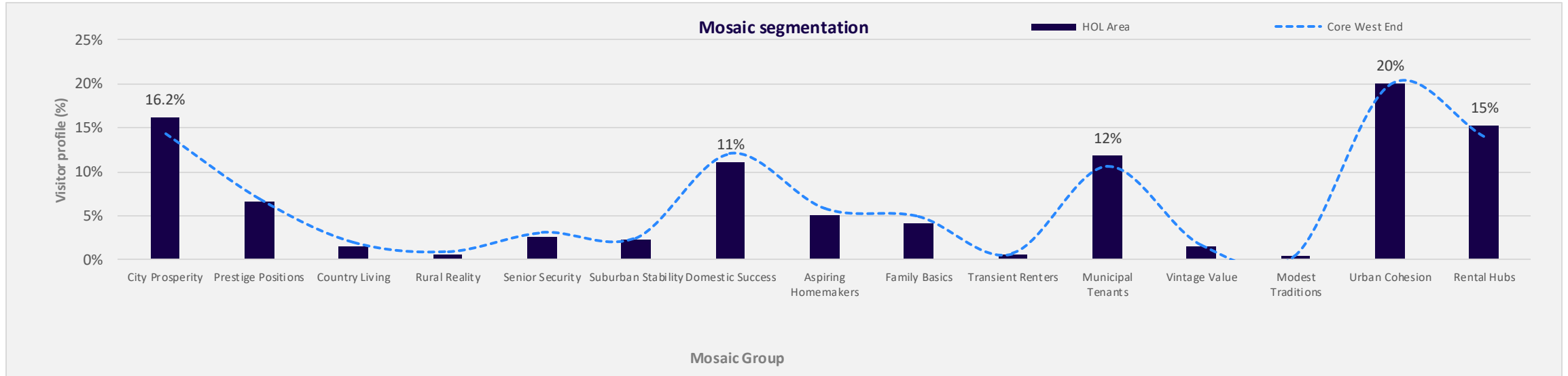
May 2024



- Mosaic demographic saw a small change with the City prosperity group accounting for 1.5% less visitors than last month. This is likely due to a rise in tourism and the reduction of employees in the area. However, it is still one of the most dominant groups.
- On a district level the only large shift is a much higher number of makeup of visitors from the urban cohesion grouping visiting Jermyn Street. Again, this is most likely due to the increase in tourism.

Visitor Profile

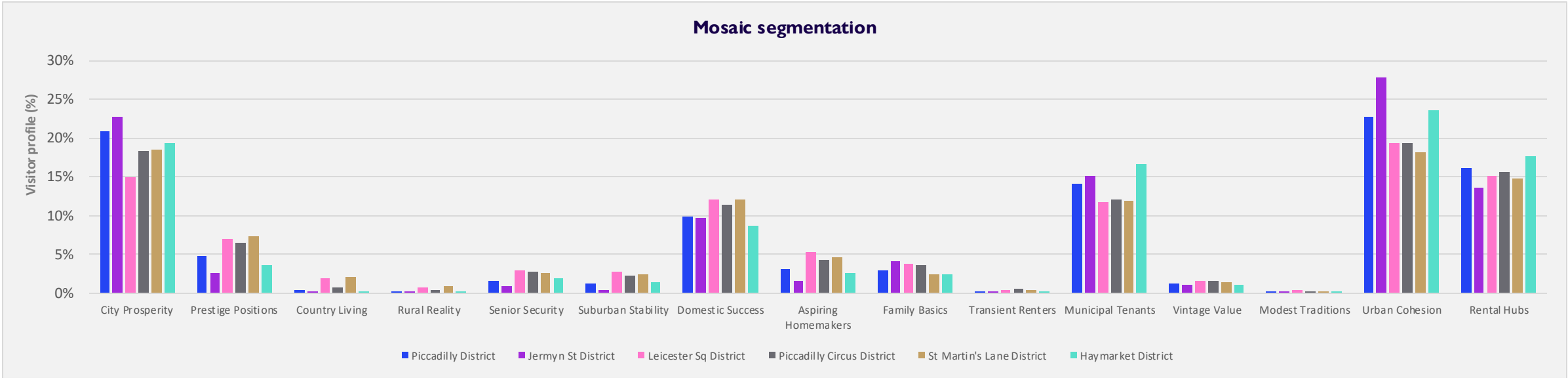
‘City Prosperity’ and ‘Urban Cohesion’ dominant Mosaic groups



- ‘Urban Cohesion’ and ‘City Prosperity’ were the most dominant groups in May
- City prosperity group is slightly down (1.5%) whereas the Urban cohesion group has risen by 1%. This reflects the increased tourism seen this month.
- Urban Cohesion are residents of settled urban communities with a strong sense of identity
- City Prosperity are high income residents who have expensive homes in desirable metropolitan locations
- Profile very similar to Core West End visitors

Visitor Profile: Mosaic profile

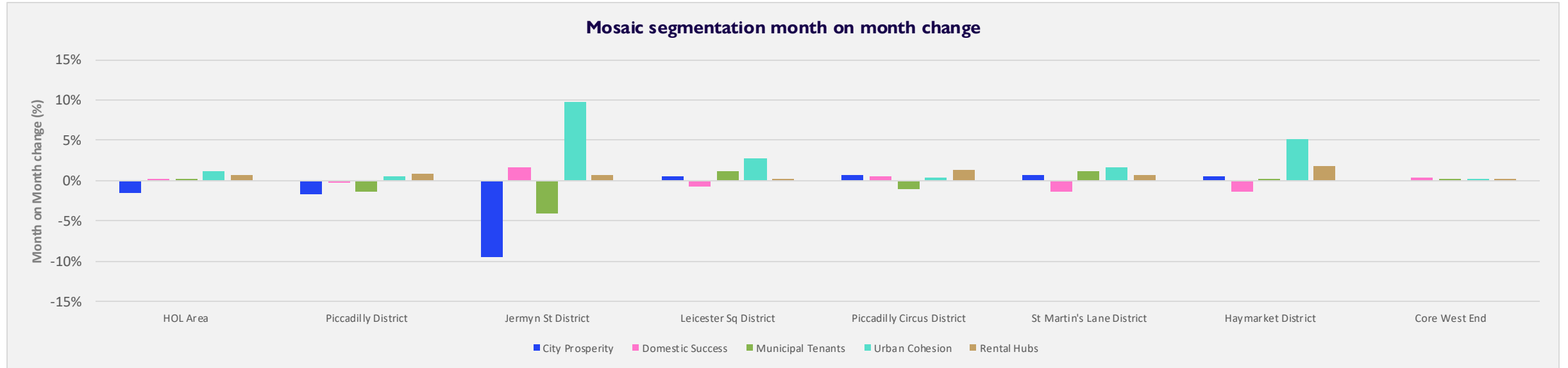
70% of domestic visitors from 5 Mosaic groups



- Consistent visitor profiles were recorded across all districts, with the same 5 Mosaic groups representing 70%+ of all visitors
- Jermyn St District had the highest proportion of ‘City Prosperity’ and ‘Urban Cohesion’ visitors (50%).

Visitor Profile: Mosaic profile

Demographic profile consistent with last month in most places



- 74.5% of HOL visitors from 5 core Mosaic groups (up 0.7% vs. April)
- Demographic profiles were consistent with last month for the majority of districts. Jermyn St District saw the greatest change with a decrease in 'City Prosperity' visitors matched by an increase in 'Urban Cohesion' visitors.

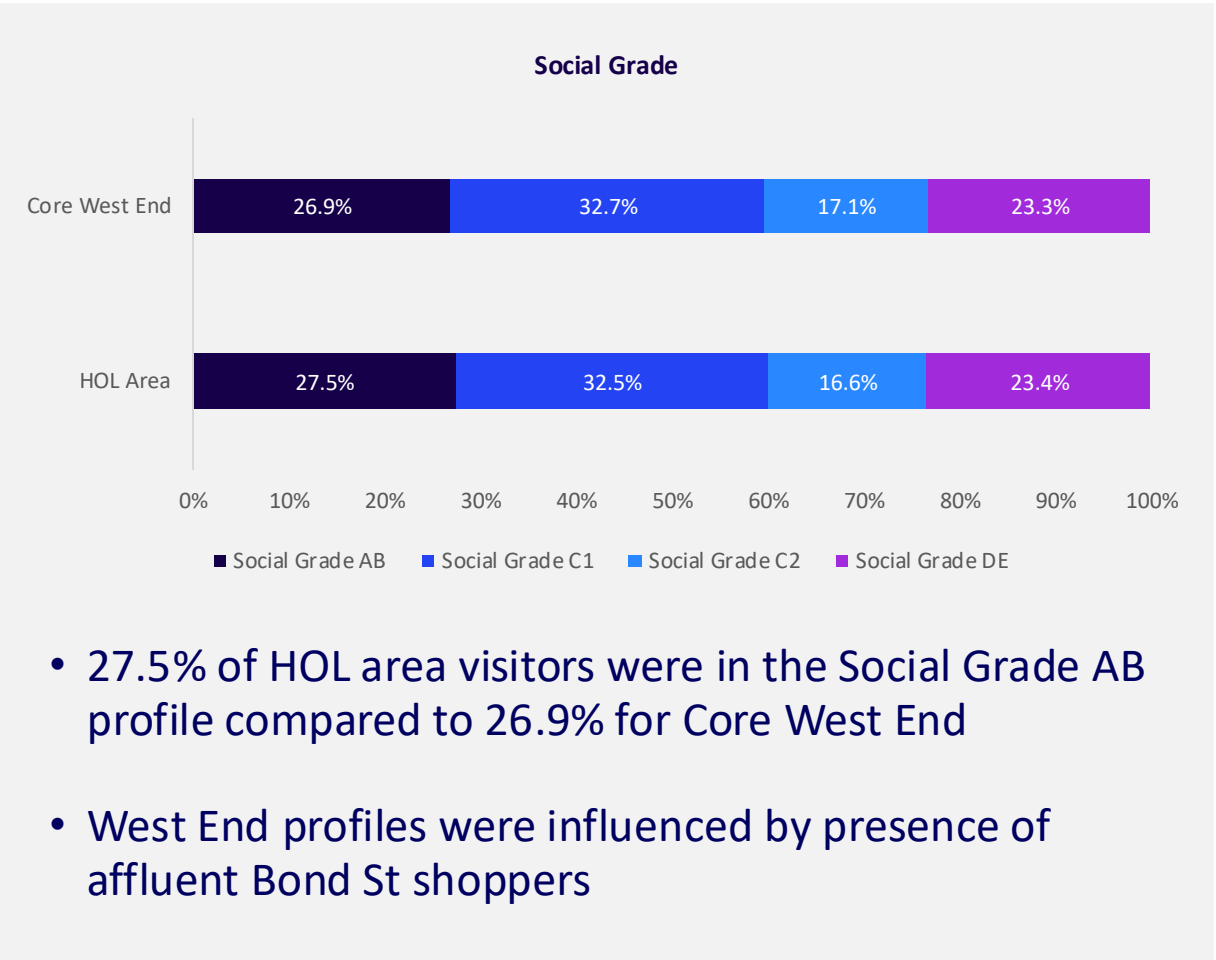
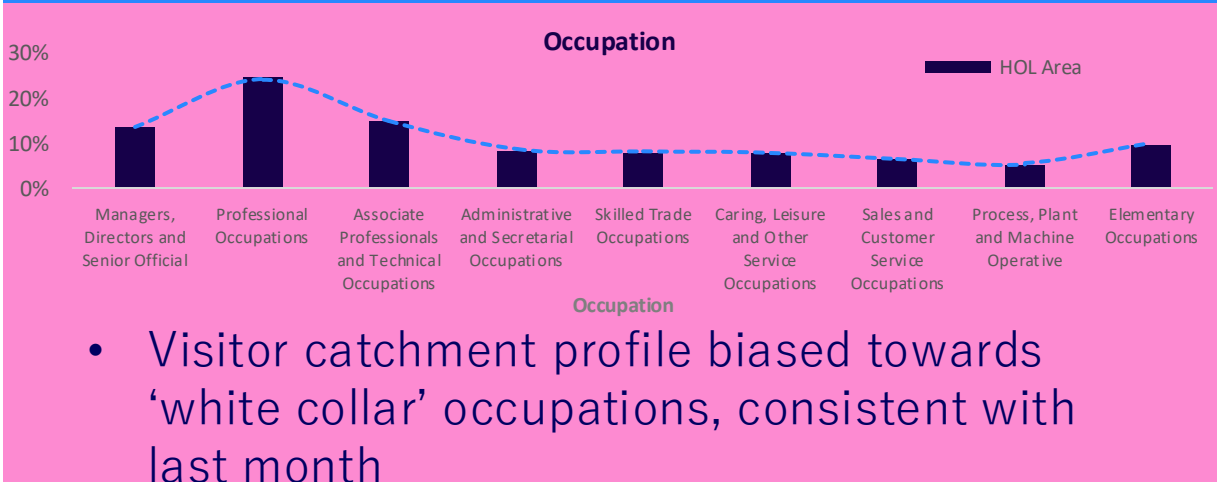
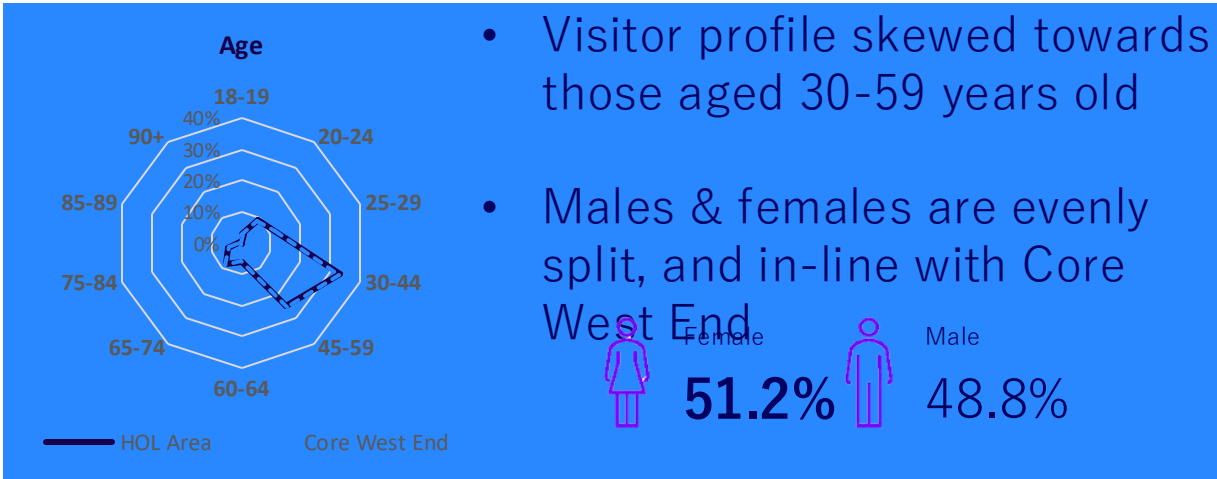
05

Appendix



Appendix: Demographics

Catchment biased towards middle-aged, white-collar workers

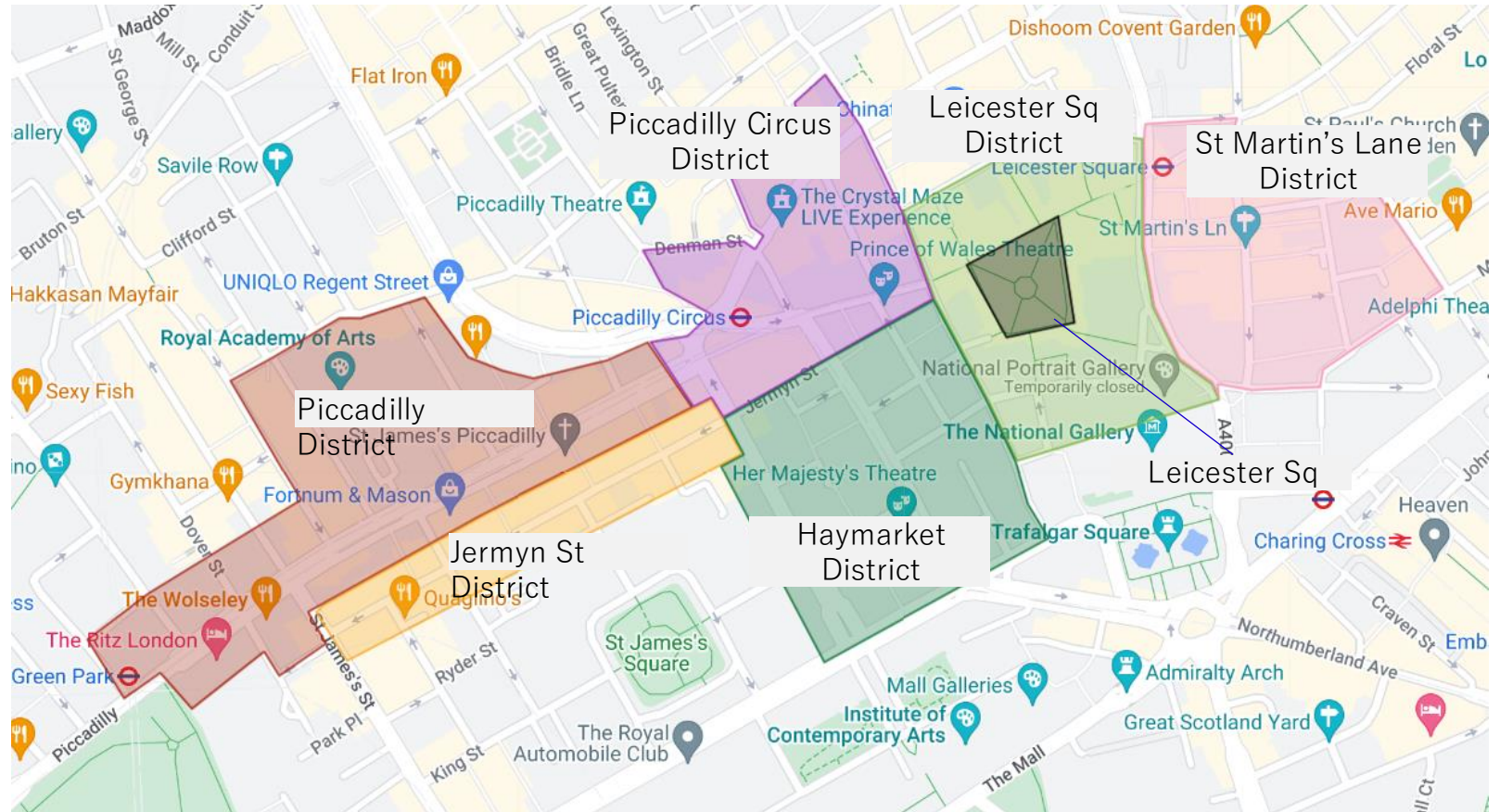


Appendix

Location definition

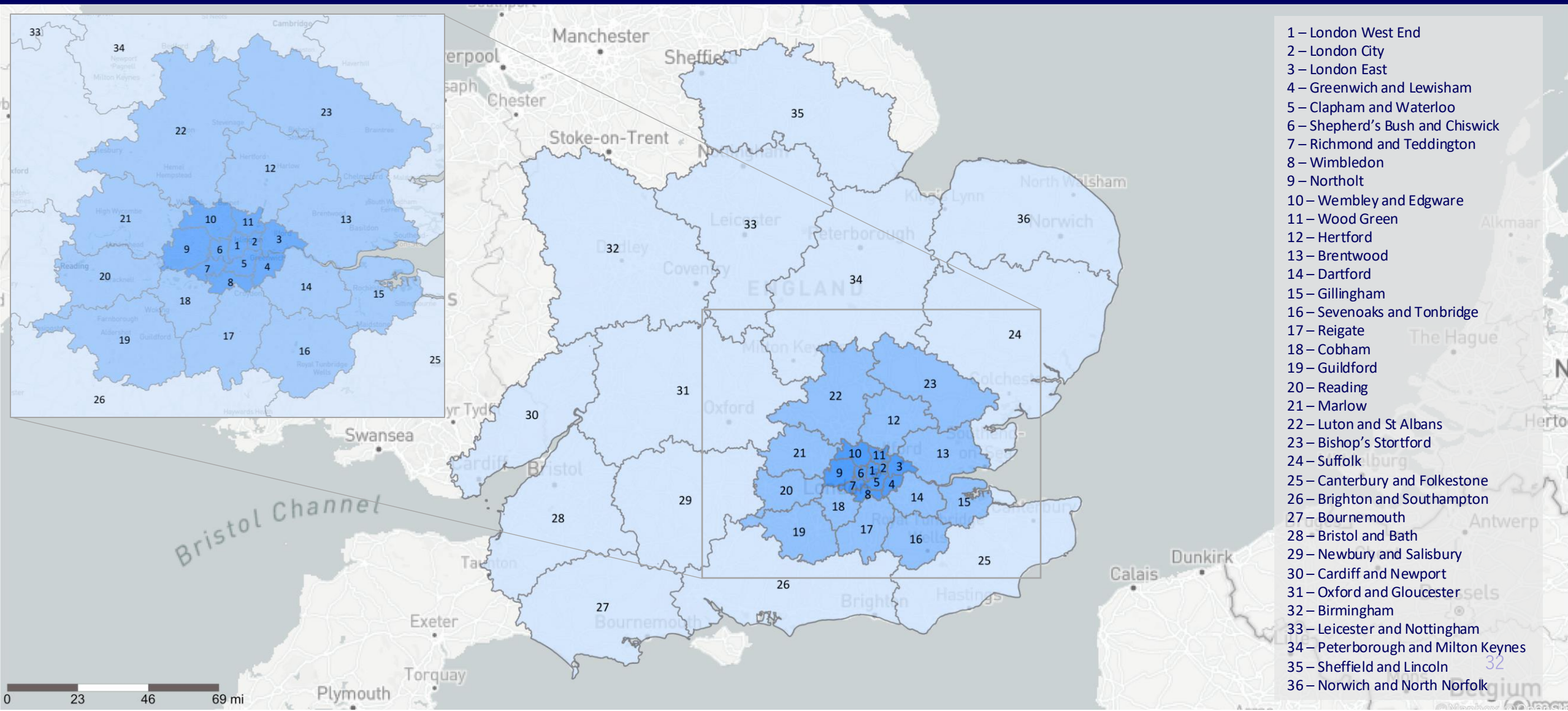


- 7 key areas within the HOL area used for analysis:
 - Piccadilly District
 - Jermyn St District
 - Piccadilly Circus District
 - Haymarket District
 - Leicester Sq District
 - Leicester Sq
 - St Martin's Lane District
-
- In addition, the Core West End area has been defined as a benchmark location



Appendix

Location Definition



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



51m individuals



25m households

Mosaic



15 groups



66 types

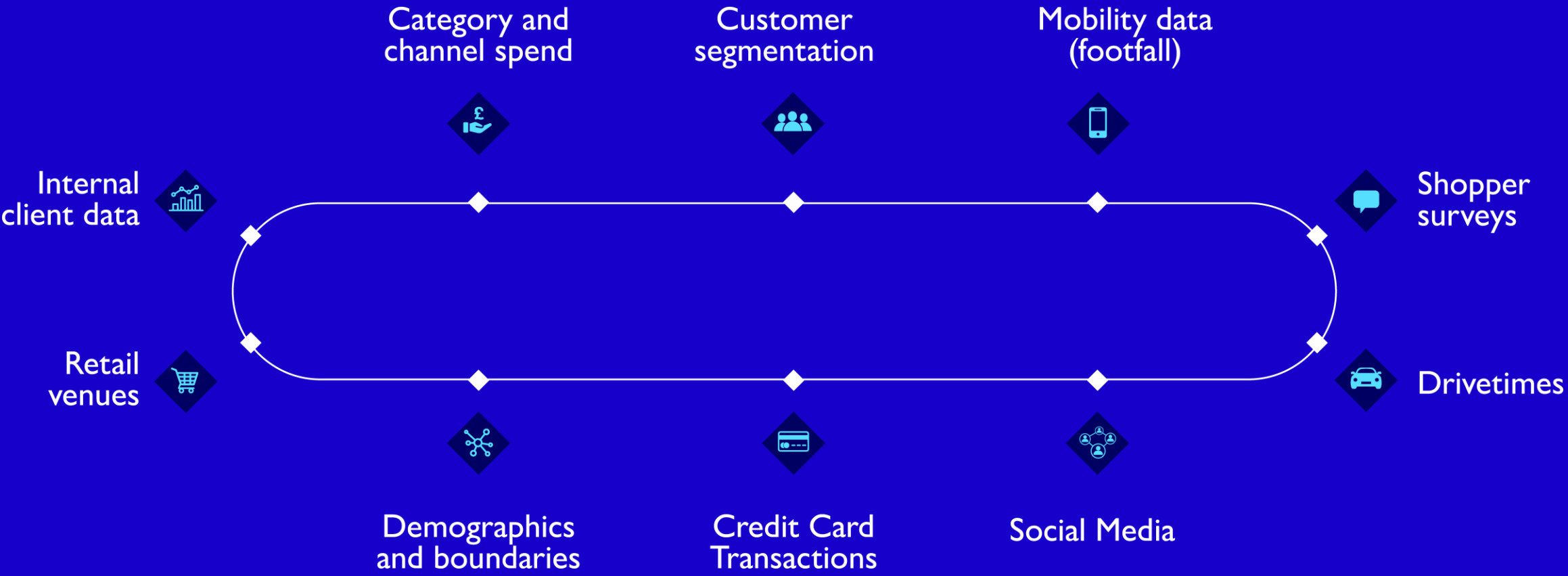
A02 Uptown Elite



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

Appendix

What we do





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