





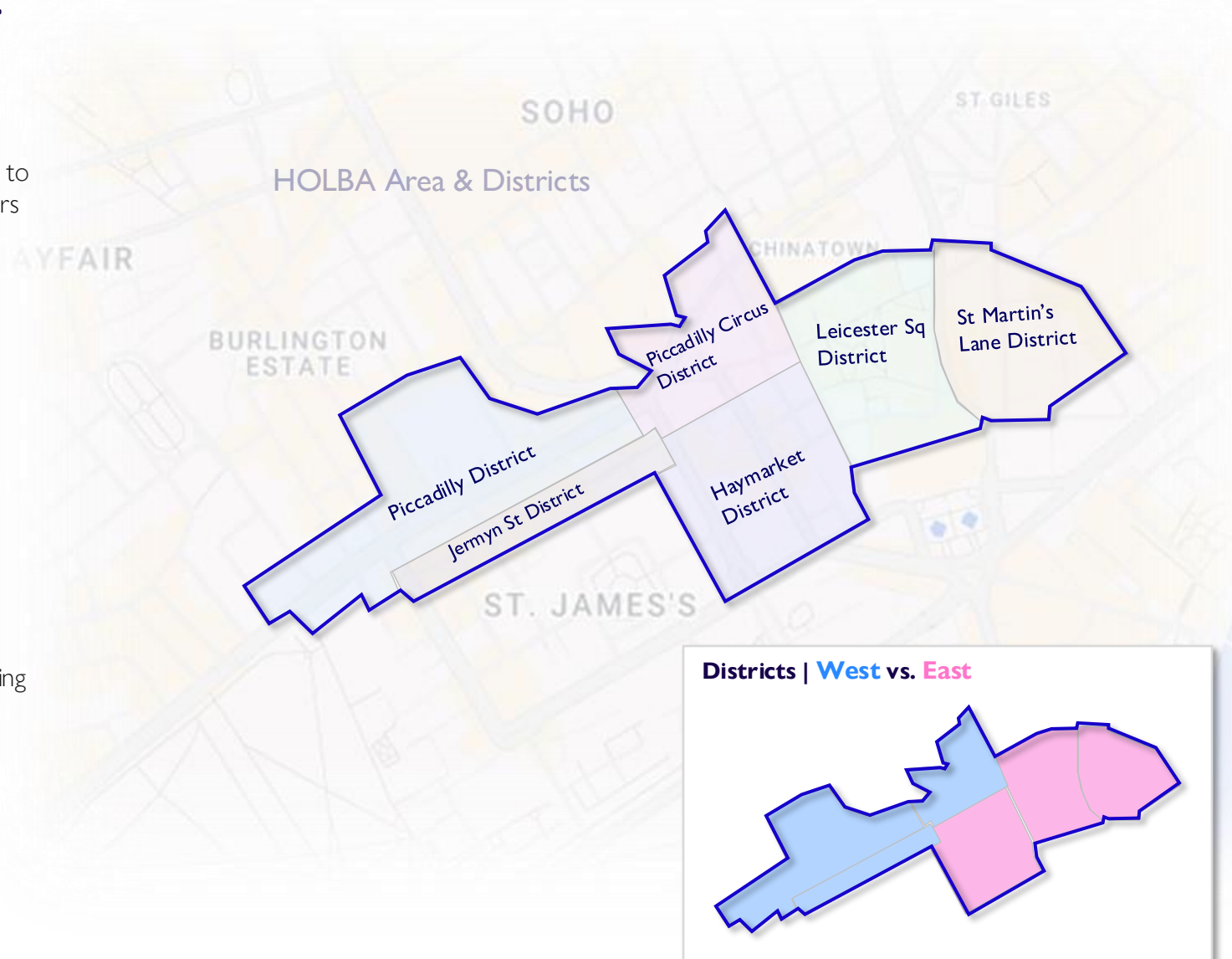
INTRODUCTION & CONTEXT

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

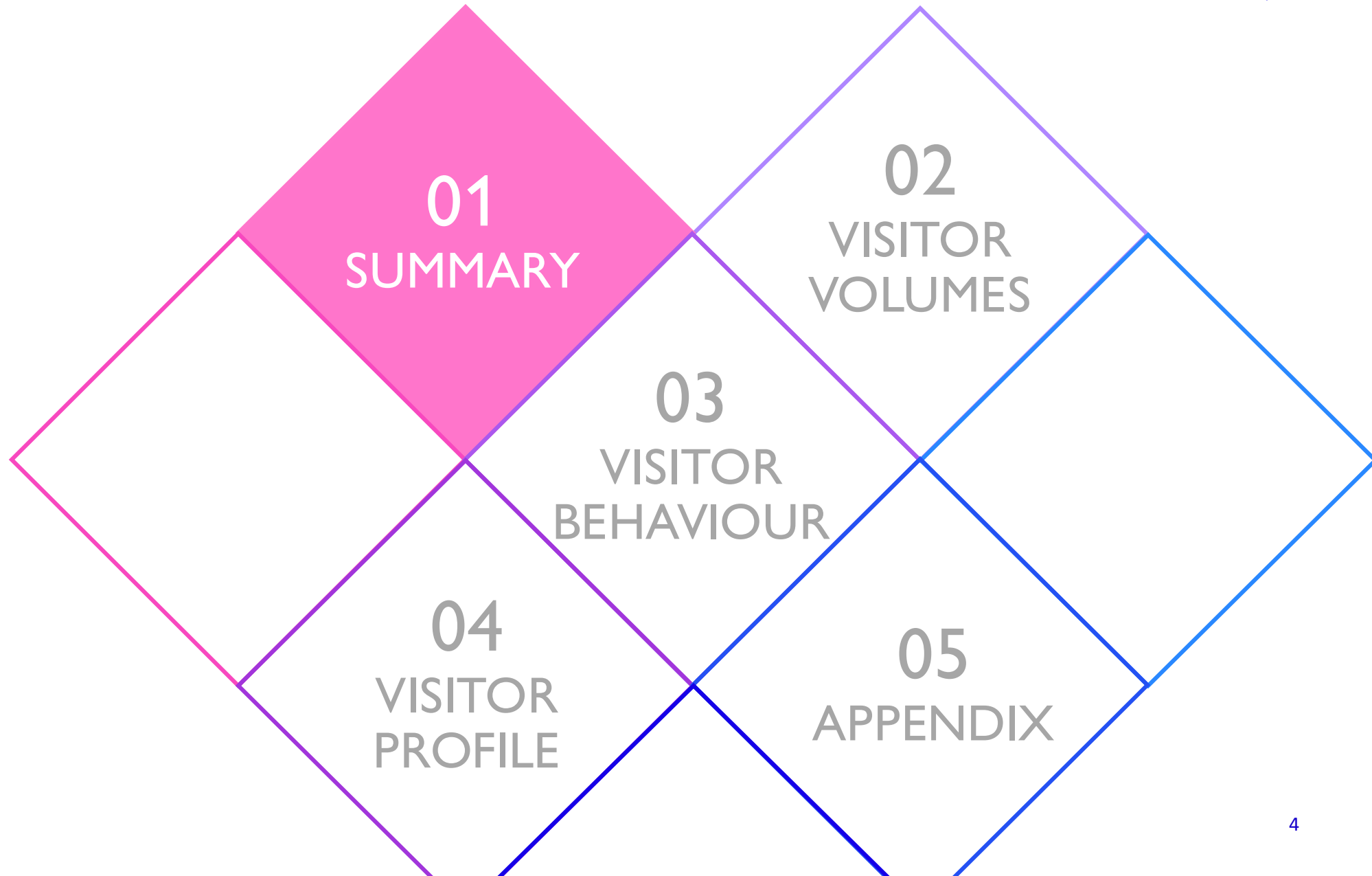
Raw visitor data is sourced from Huq, a leading mobility data provider using mobile phone movements to provide near real-time data on consumer activity across the world.





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EXECUTIVE SUMMARY

May 2025



WORKER-LED WESTERN DISTRICTS SAW GROWTH MONTH-ON-MONTH FOLLOWING EASTER

The HOL area experienced decline in visits following Easter in April – down 3.7% from the previous month. Western districts (Jermyn St & Piccadilly District) saw stronger performance – up 2% & 4% respectively – with the return of workers to these districts.



MORE LOCAL DOMESTIC VISITORS TO THE HOL AREA IN MAY COMPARED TO PREVIOUS MONTH

Last month, visits from people from in and around London increased by 3.2%, while visits from outside the area fell by 3.8%.



VISITOR MIX MORE BIASED TOWARDS 5 KEY GROUPS DUE TO LESS 'PULL-IN' OF DOMESTIC VISITORS

In May, fewer visitors came from outside the HOL catchment, likely due to Easter in April. As a result, 78% of visitors were from the top five local segments—up from 74%—including more from the 'City Prosperity' group.



INCREASED SHARE OF INTERNATIONAL VISITORS IN MAY

In May, 15% of visitors were from overseas – up 0.4% from April – and they visited more districts on average than UK visitors (1.94 vs. 1.54).

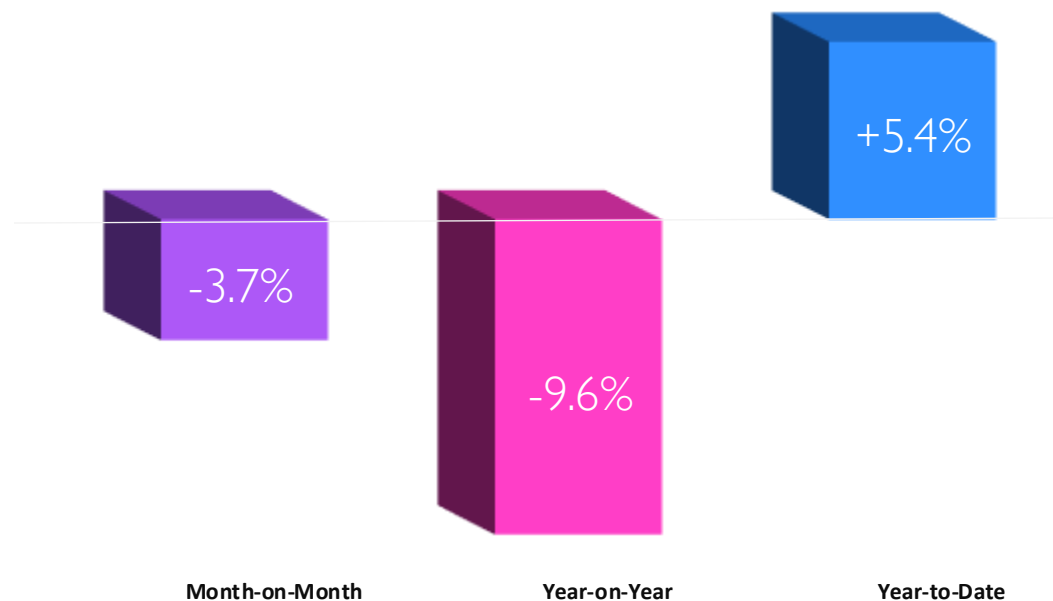




SUMMARY - VISIT VOLUMES

May 2025

Following Easter holidays in April, footfall in the HOL area experienced **-3.7%** decline MoM in May, and **-9.6%** decline YoY.





SUMMARY - VISIT DWELL

May 2025

Visitors typically spent **2 hrs 16 mins** in the HOL area, down **-5 mins** vs. 2025 average.

+3 mins
YoY



-5 mins vs.
2025 YtD
average



SUMMARY - DOMESTIC VISITOR ORIGIN

May 2025

77.9% of visits from the Core Catchment area, up **3.2%** vs. April, meaning more local visitors and fewer social visitors from further afield.

Total Catchment | **94.1%** visitors

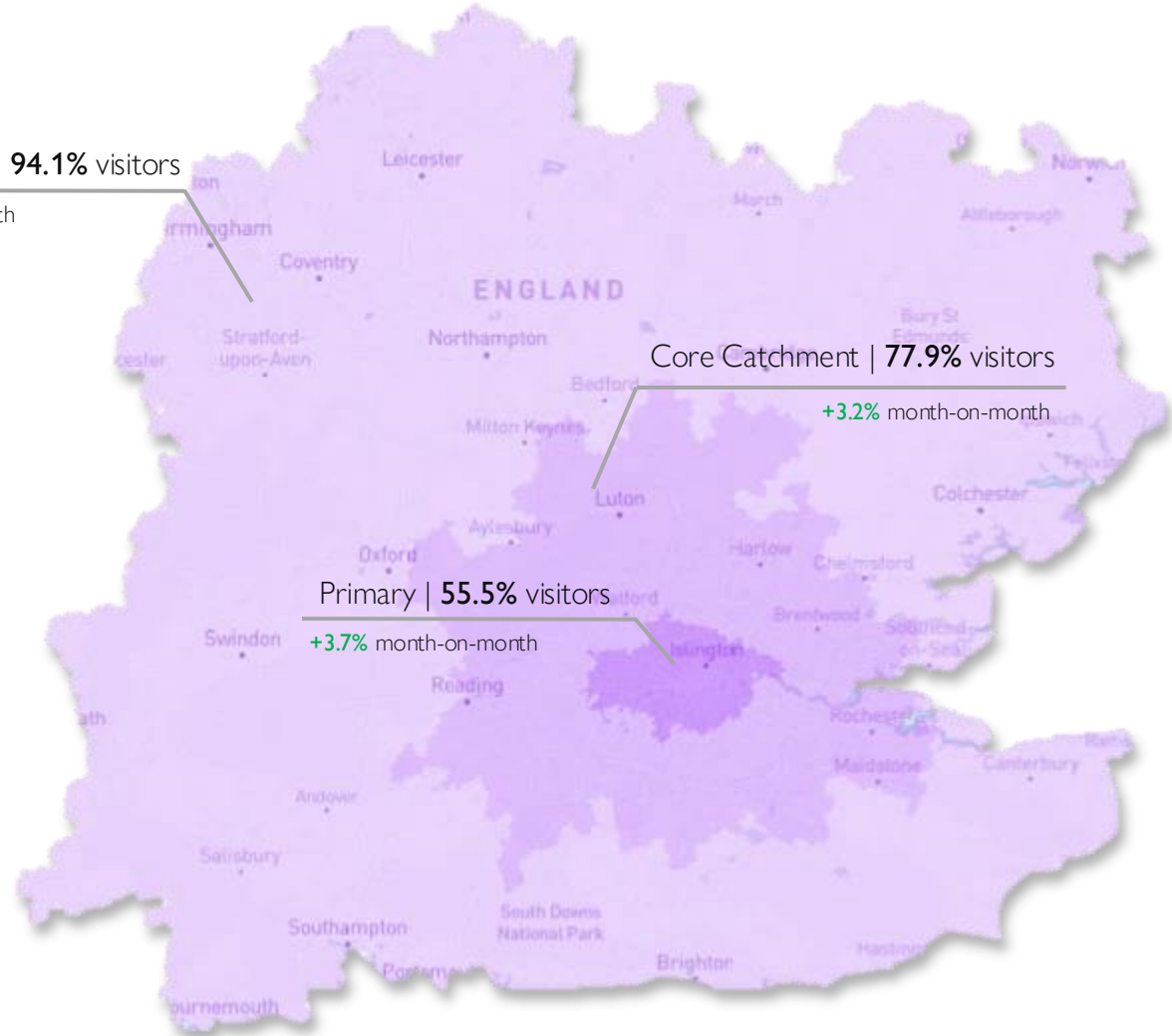
+3.8% month-on-month

Core Catchment | **77.9%** visitors

+3.2% month-on-month

Primary | **55.5%** visitors

+3.7% month-on-month



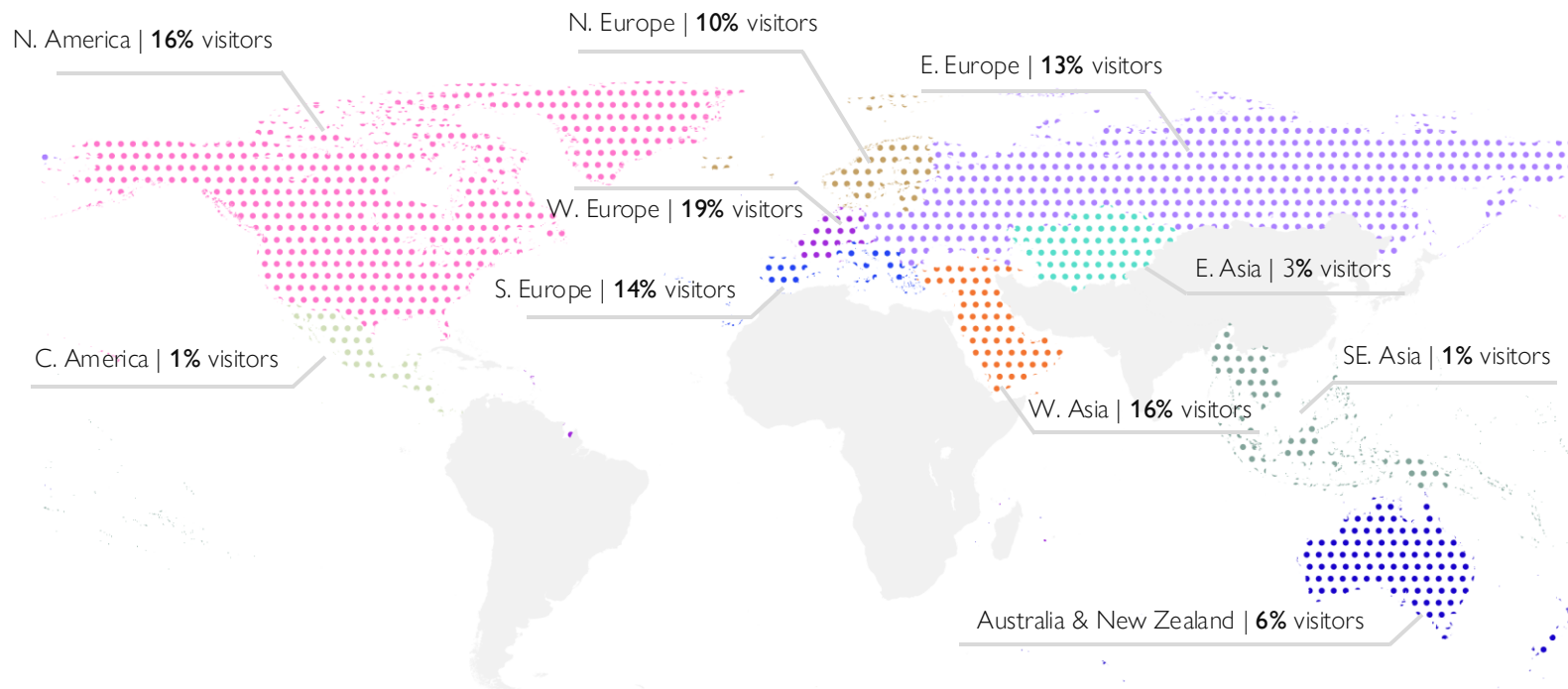


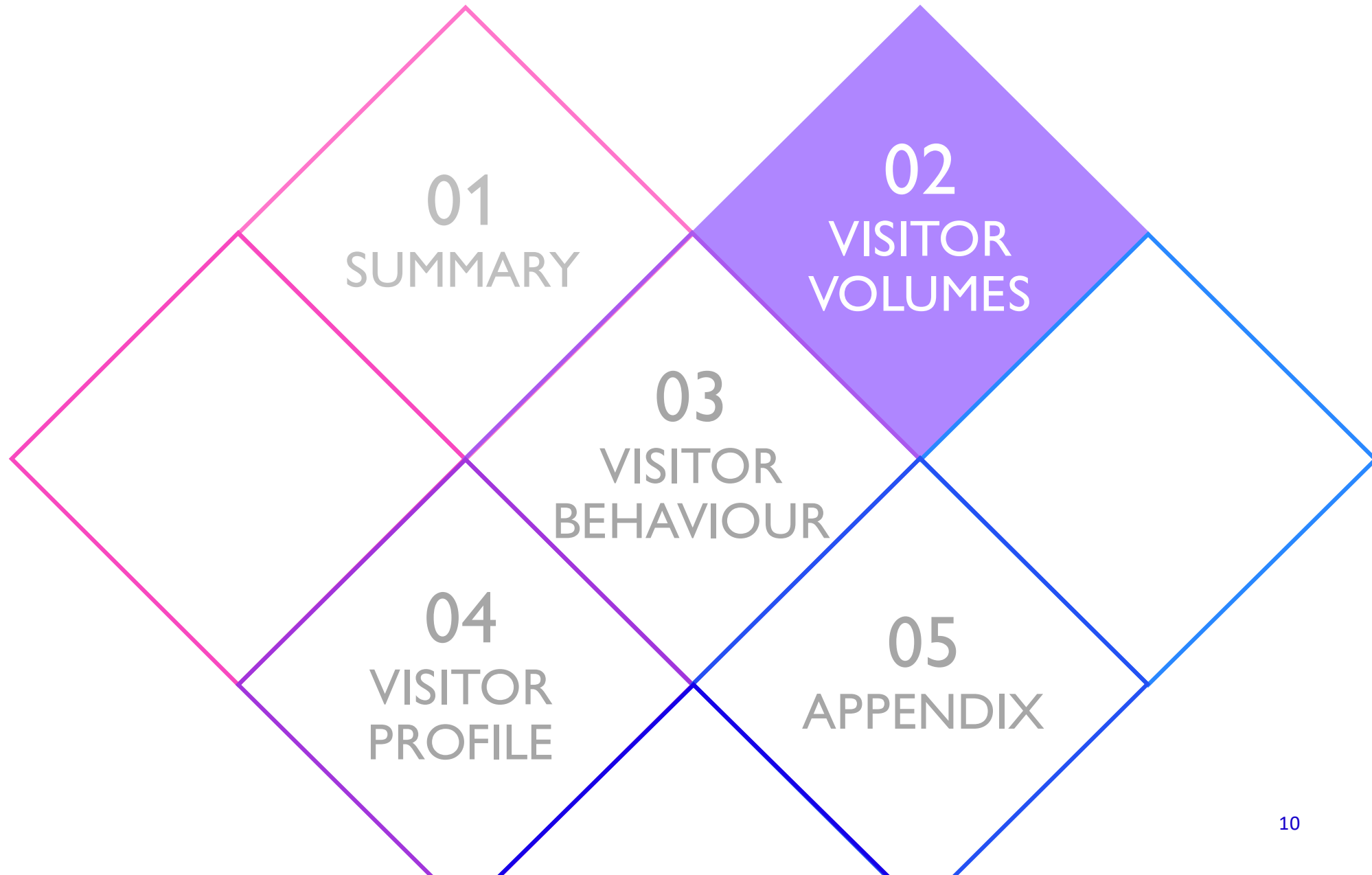
SUMMARY - INTERNATIONAL VISITATION

May 2025

15.0% of total visitors were from outside the UK, up **0.4%** MoM, with **Western Europe** remaining the highest contributing region

Share of International Visits (%)

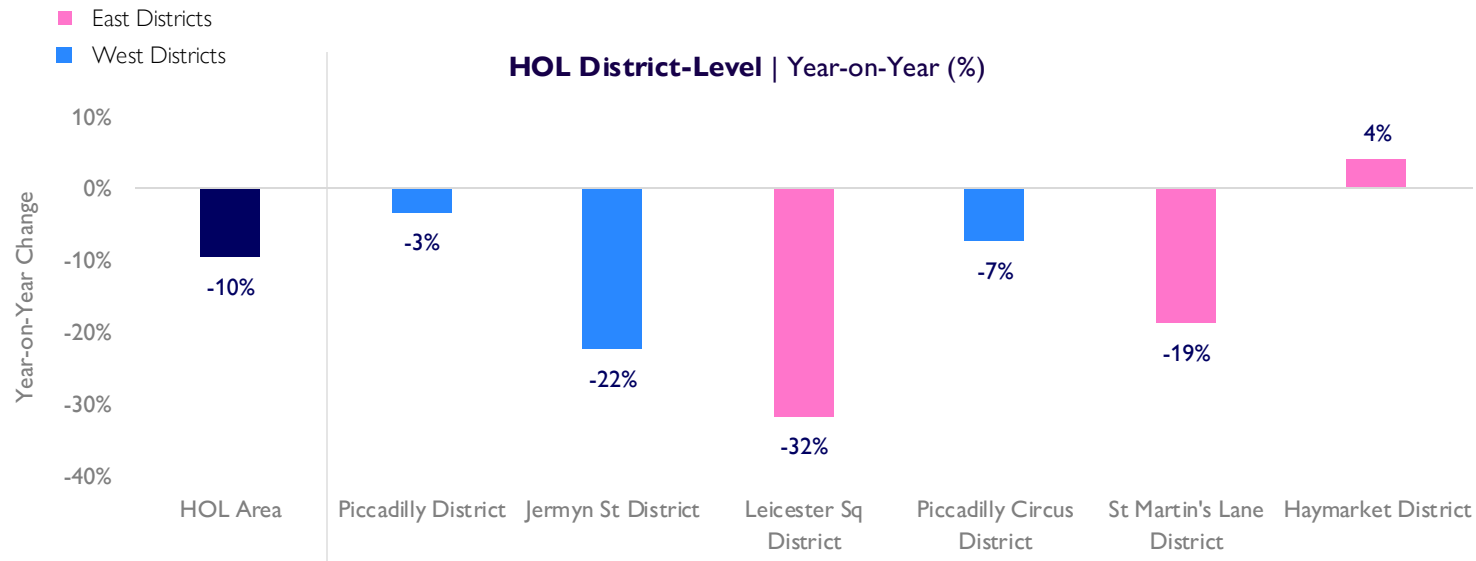




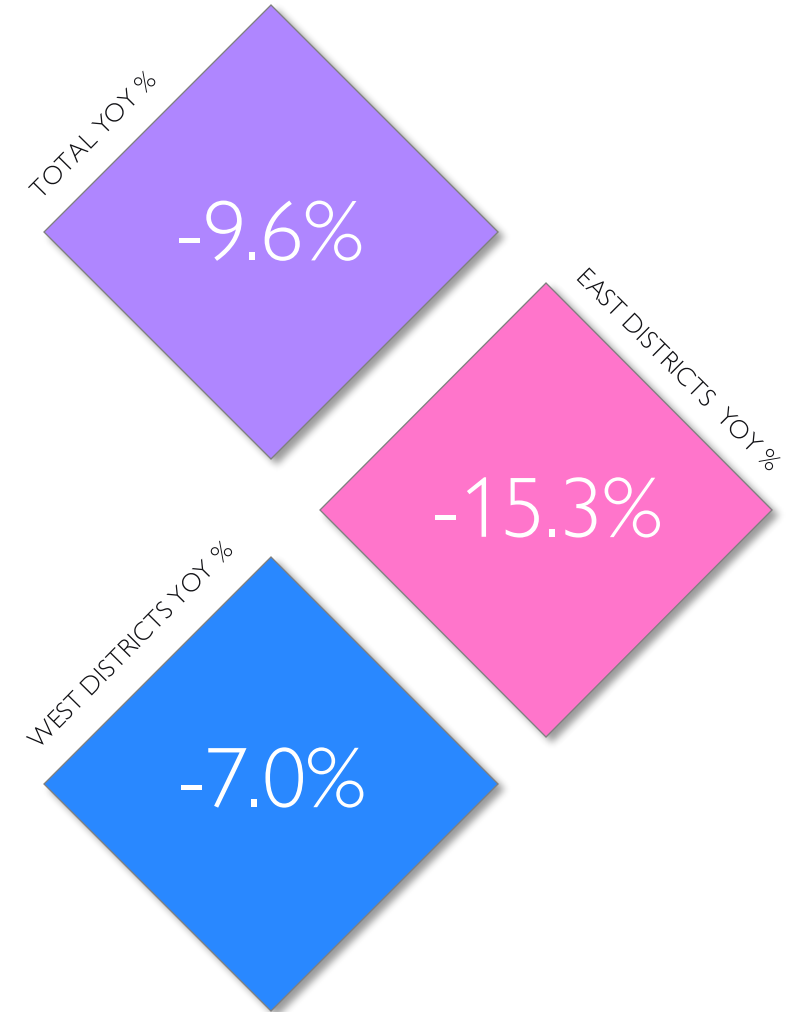


VISIT VOLUMES DOWN -9.6% YOY, WITH SMALLER DECLINES IN THE WORKER-FOCUSED DISTRICTS TO THE WEST

- Visits down -9.6% YoY, with decline across all districts except Haymarket.
- Slightly more resilient performance in western districts (-7.0%) with eastern districts (more tourist-led) seeing greater decline (-15.3%).
- Considerable decline across Leicester Sq district, in part due to comparison to high performance in May 2024; last May saw highest monthly visits in H1 2024.



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

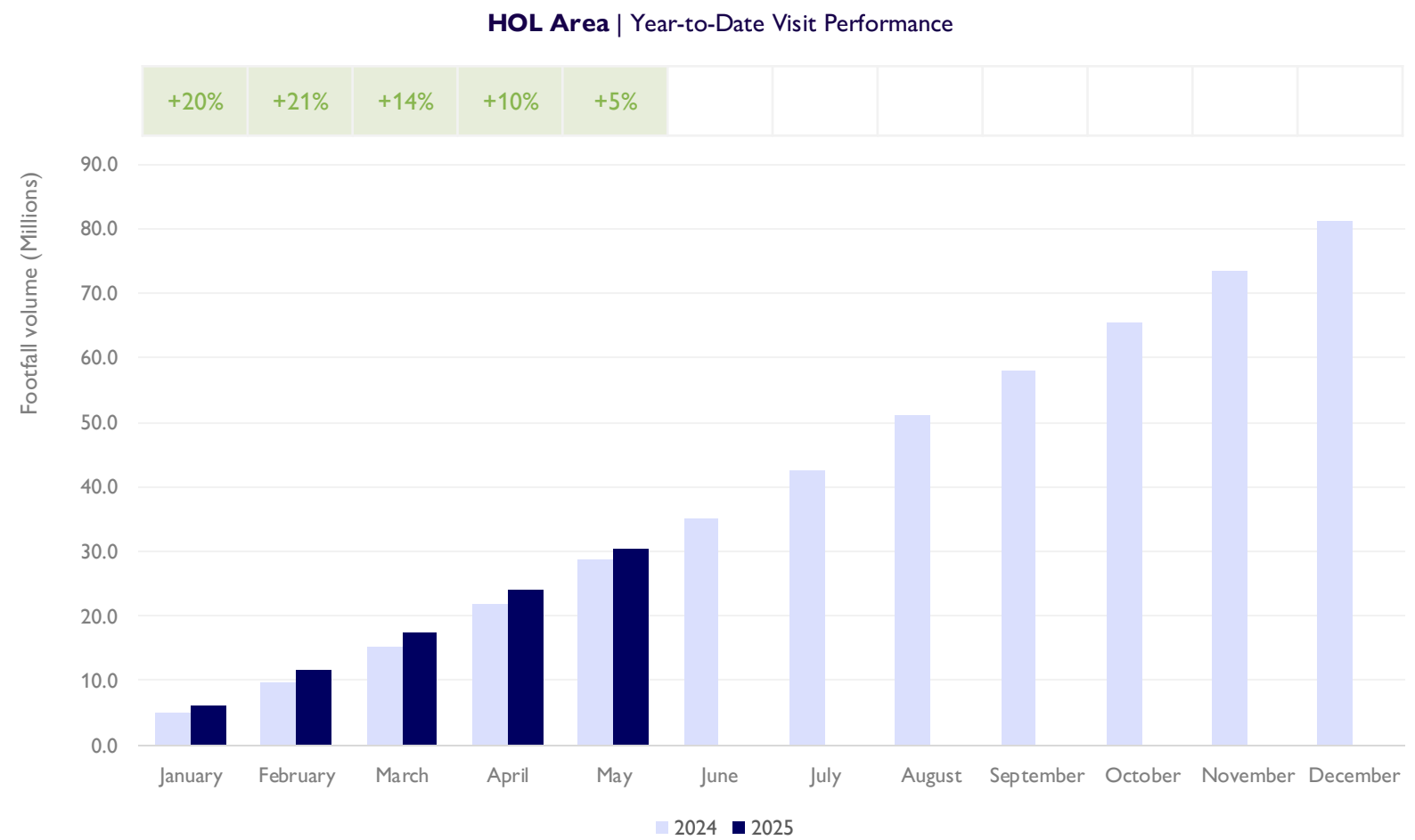




DECLINE IN VISITS IN MAY LED TO SLOWDOWN IN YTD PERFORMANCE, DESPITE STILL BEING +5% AHEAD OF 2024

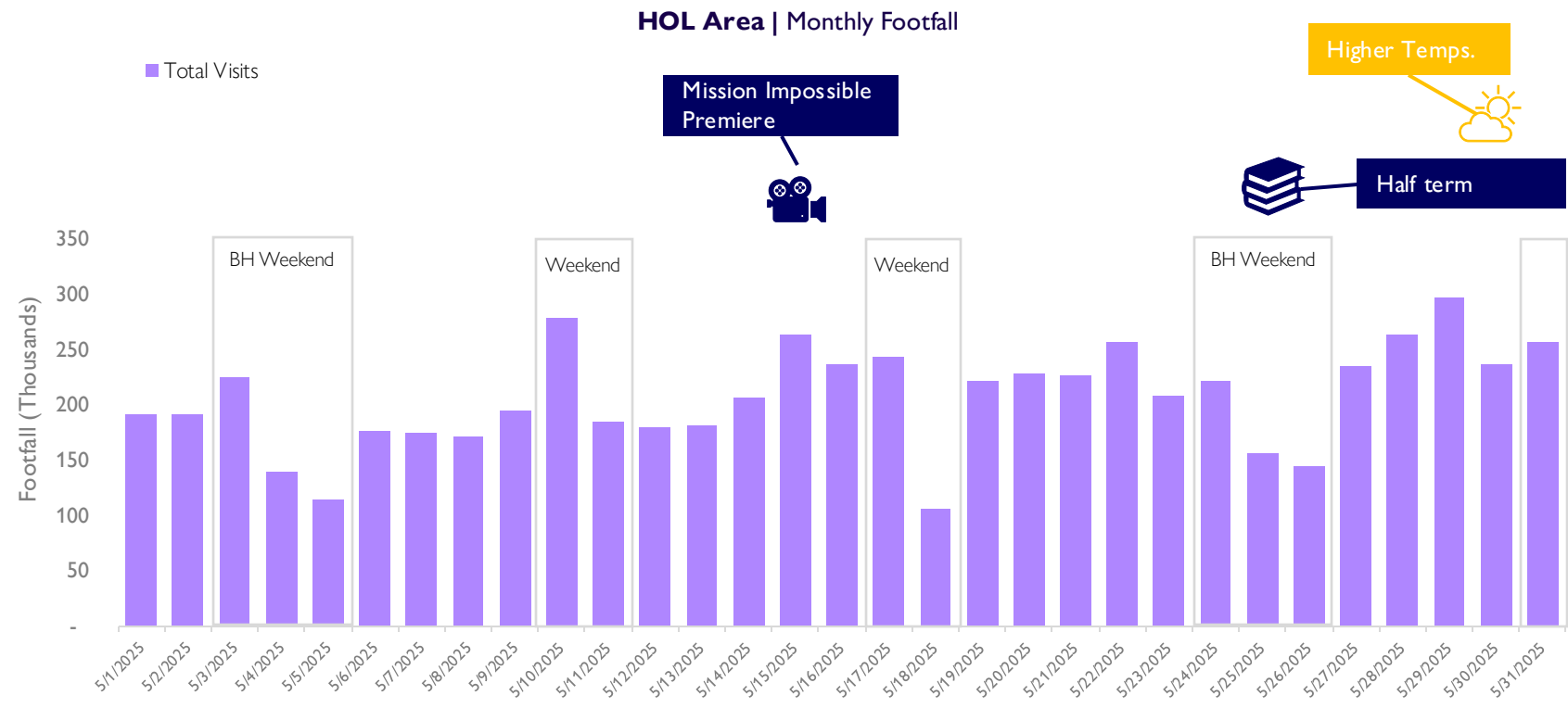


- YtD visits are up **5% vs. 2024**, showing steady performance across the first five months.
- May visit decline has slightly slowed down the year-to-date performance, however.





+16% UPLIFT IN VISIT VOLUMES DURING HALF TERM (WEEK 22) VS. AVERAGE WEEK IN MAY

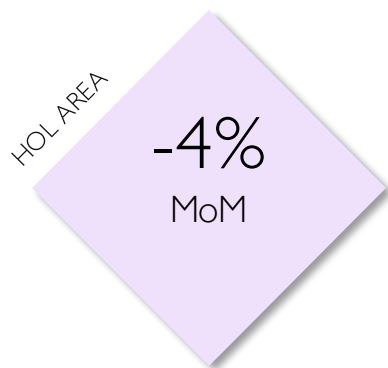


- Highest average daily visits were during Week 22 in May, aligning with school half term.
- Half term also coincided with highest average daily temperatures during the month, further contributing to increased visit performance.
- Week 19 performance influenced by Bank Holiday Monday (5th May), with visits down -30% vs. average Monday performance in May.
- Visits across the area up 12% on Thursday 15th May, when Leicester Sq hosted **Mission Impossible** premiere.

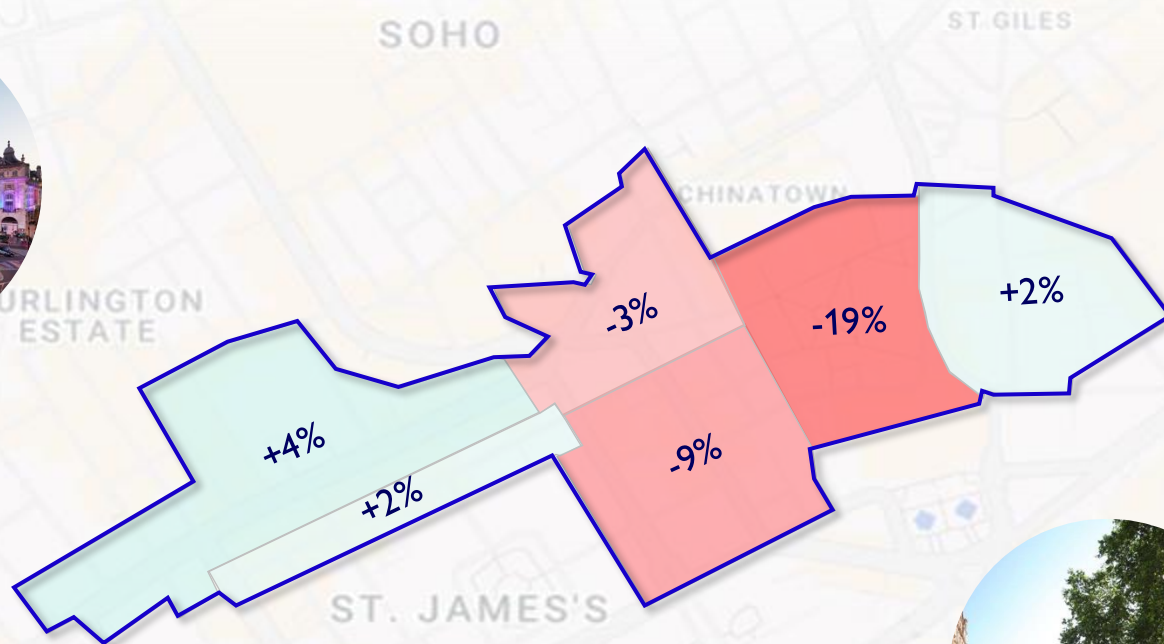
	Week 18	Week 19	Week 20	Week 21	Week 22
Avg. Daily Visits	186,745	184,982	202,294	216,962	239,193
Avg. Daily Temps.	15.1°C	12.2°C	14.7°C	14.9°C	17.6°C



MIXED MOM PERFORMANCE ACROSS HOL AREA, WITH WESTERN (WORKER-LED) DISTRICTS SEEING GROWTH

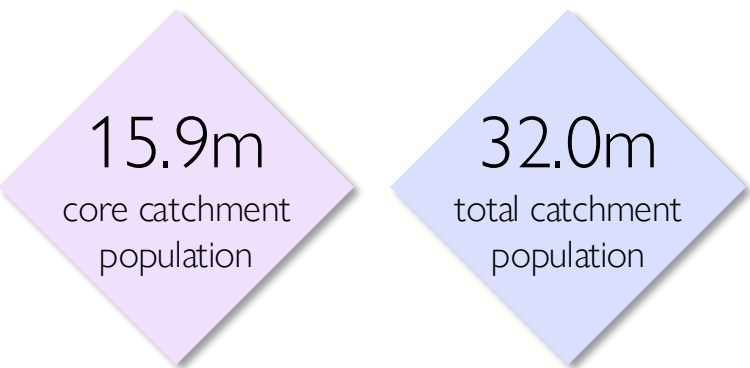


- Varied MoM performance between districts, with overall HOL area visit performance down **-4%**
- Western districts (worker-led) saw increased visits due to comparison vs. Easter in April
- Piccadilly District led with a **4%** rise, while Leicester Sq District saw **-19%** decline



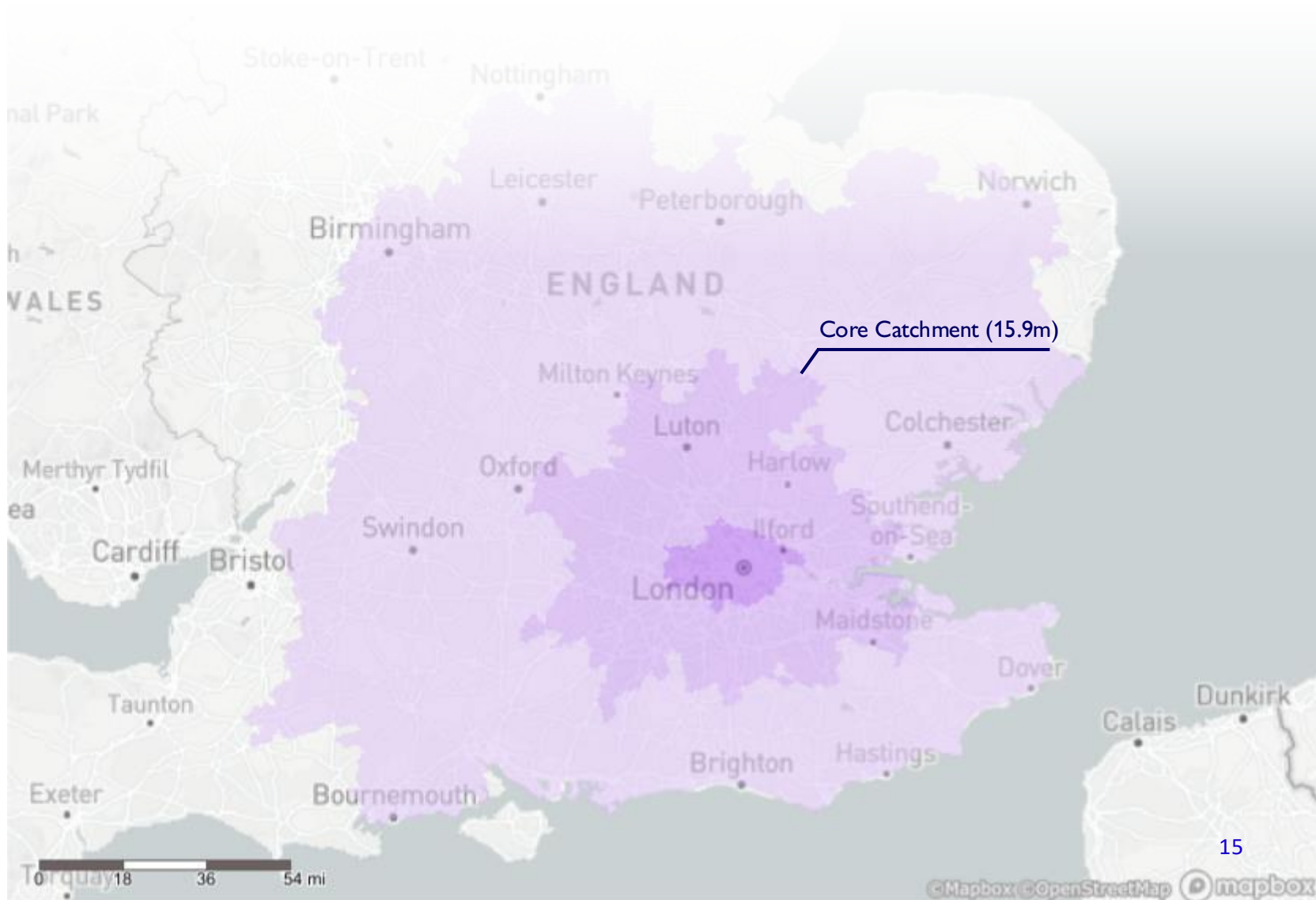


15.9M PEOPLE IN HOL AREA’S DOMESTIC CORE CATCHMENT



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

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

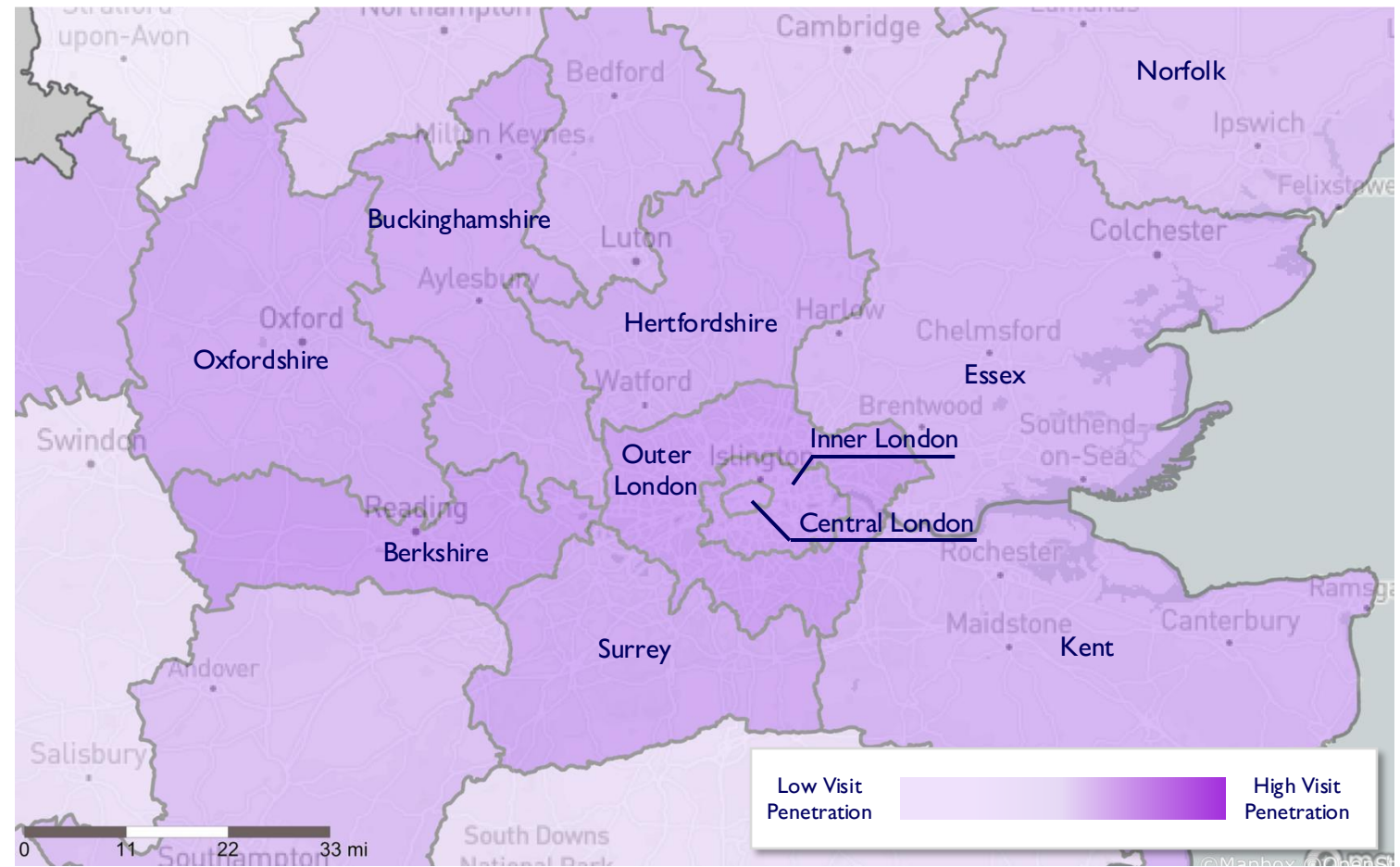
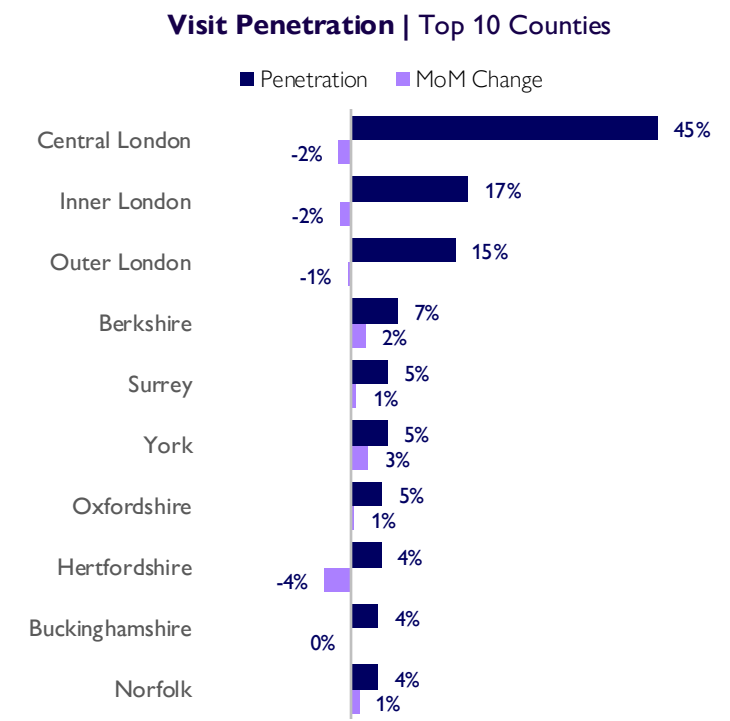




SLIGHT DECLINE IN PENETRATION FROM CENTRAL & INNER LONDON MOM, DOWN -2% IN BOTH

45% of visitors from central London

-2% decreased penetration from central London MoM



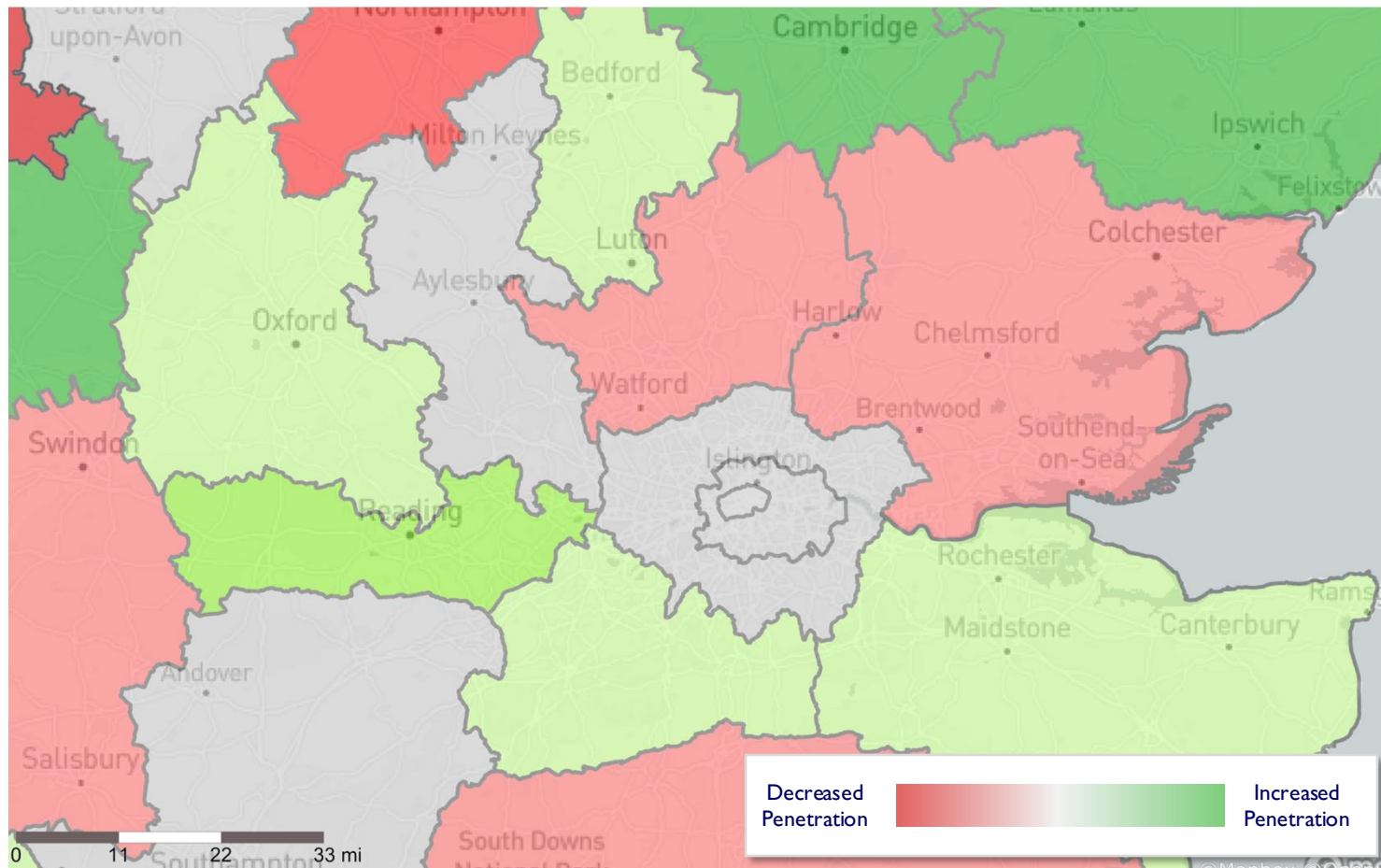
Penetration refers to % of population from a zone that visits HOL area



INCREASED SHARE OF VISITS FROM CORE CATCHMENT, WITH LESS PULL-IN FROM FURTHER AFIELD DURING MAY

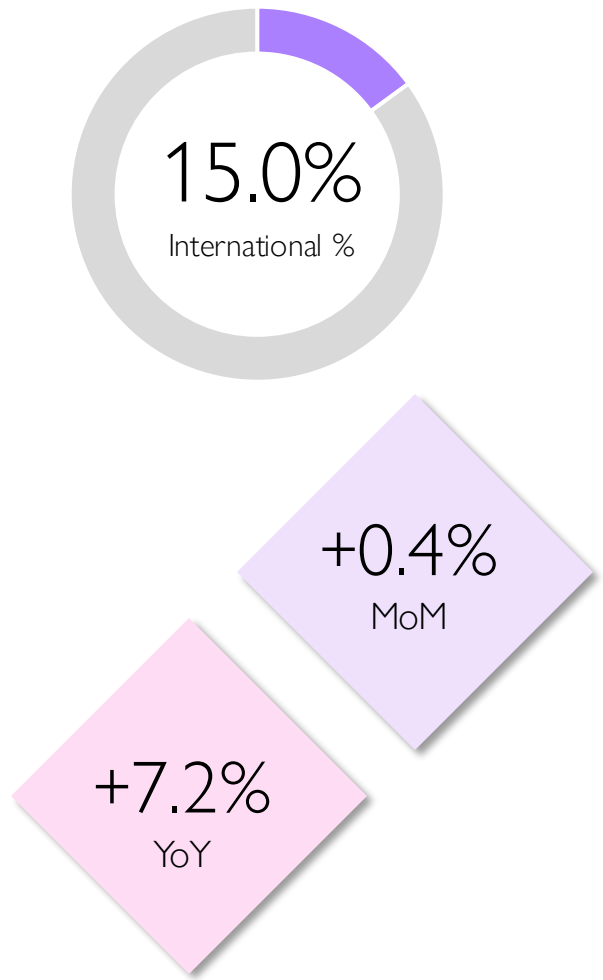
- Despite decline in penetration (% of population that visited), the primary catchment captured a greater share of domestic visits to the HOL area in May, compared to April.
- Total HOL catchment saw **+3.8%** increase in share of visits, representing lower 'pull-in' from outside of the catchment.
- Easter Holidays in April resulted in a more local catchment in May.

Catchment Band	May-25 Visit %	Percentage Point change vs. previous month
Primary	55.5%	+3.7%
Secondary	22.4%	-0.5%
Core Catchment (75% of visitors)	77.9%	+3.2%
Tertiary	16.2%	+0.6%
Total Catchment (90% of visitors)	94.1%	+3.8%
Pull-In	5.9%	-3.8%





+7.2% INCREASE IN SHARE OF INTERNATIONAL VISITORS, WITH 15% OF VISITS IN MAY 2025 FROM INTERNATIONAL TOURISTS

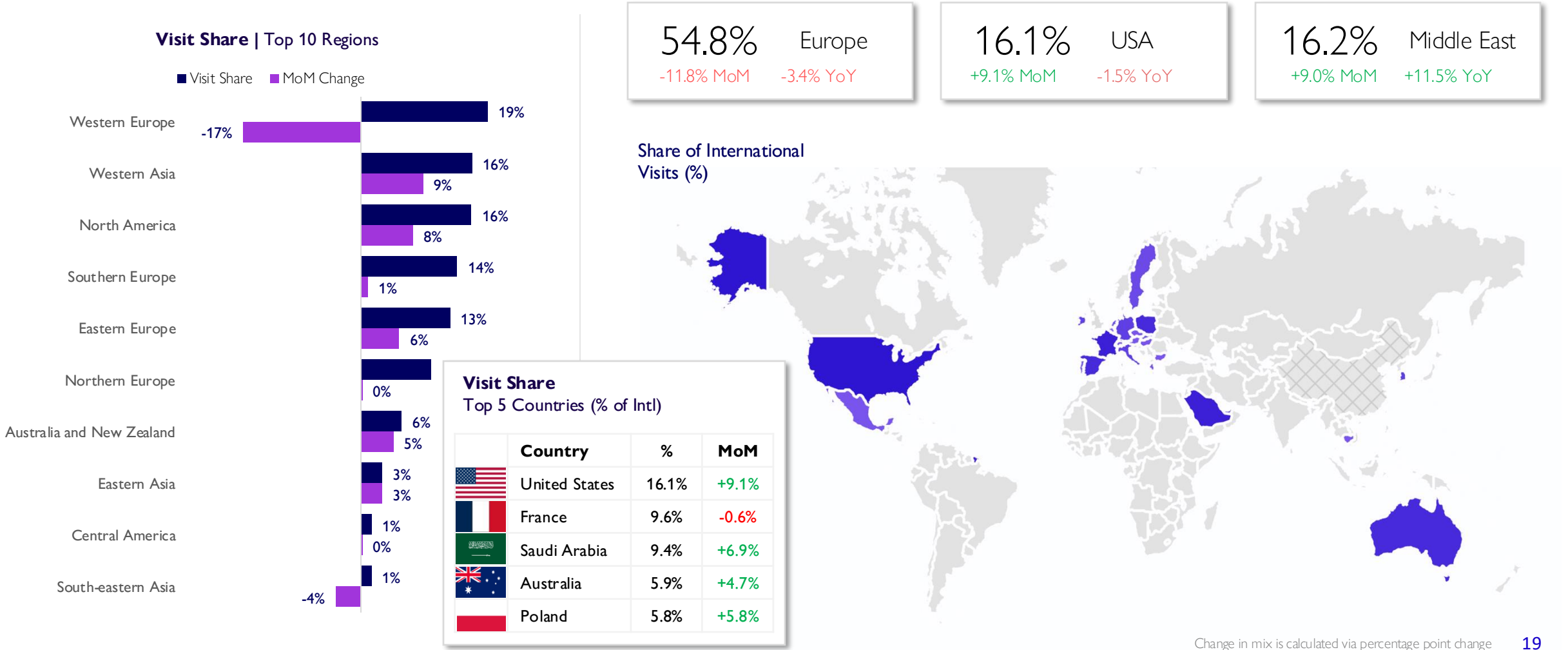


- International visitors made up **15%** of all May visits — a 7.2% increase YoY & 0.4% higher MoM.
- All districts saw a higher share of international visitors, representing higher cross-visitation of international visitors between districts.

Area	International Mix (%)	Month-on-Month	Year-on-Year
HOL Area	15.0%	+0.4%	+7.2%
Piccadilly District	16.5%	+4.8%	+9.3%
Jermyn St District	22.6%	+9.9%	+15.2%
Leicester Sq District	16.9%	-0.6%	+6.9%
Piccadilly Circus District	20.9%	+1.1%	+10.4%
St Martin’s Lane District	15.7%	-2.5%	+7.3%
Haymarket District	19.1%	+1.7%	+10.2%
Core West End	11.1%	-0.2%	+4.9%



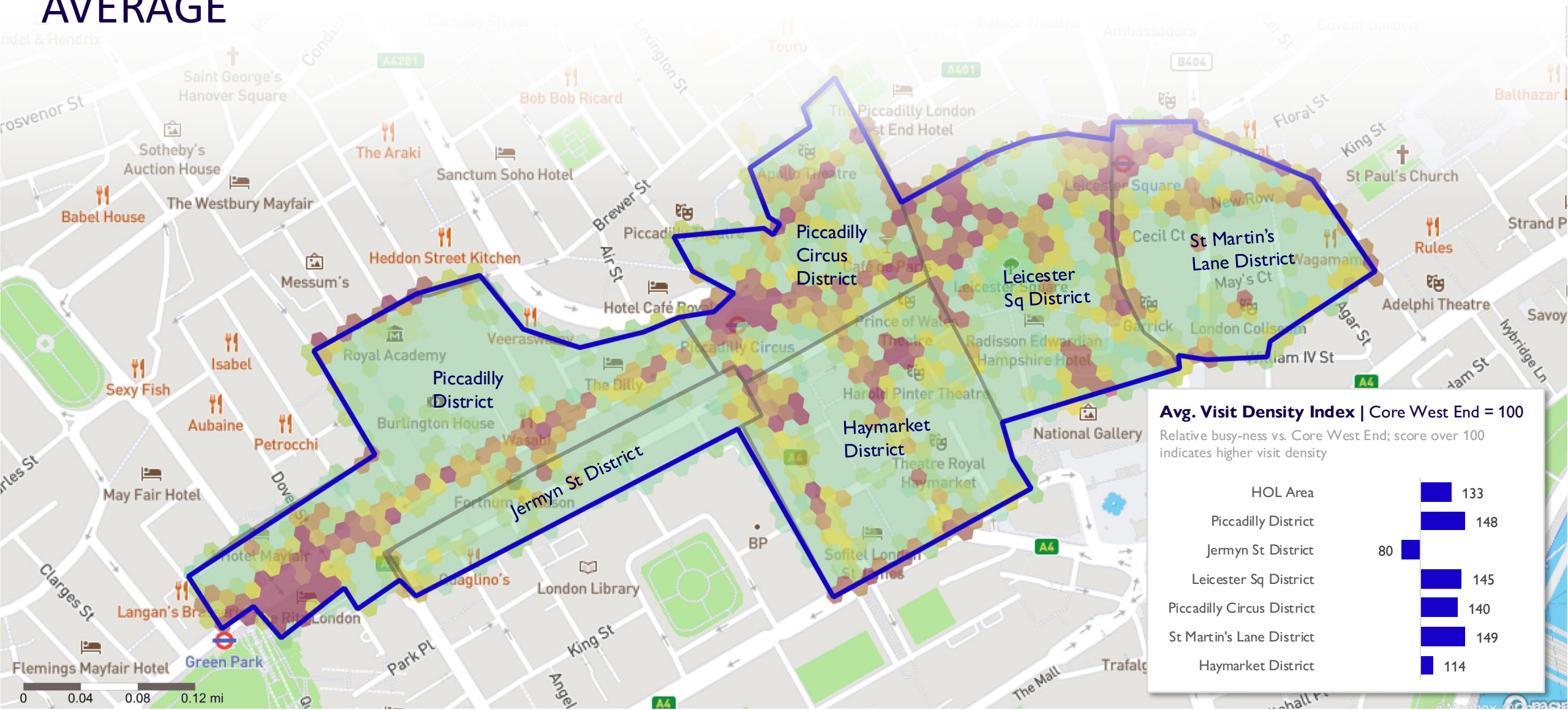
EUROPE STILL CONTRIBUTING OVER HALF OF INTERNATIONAL VISITS, HOWEVER INCREASE MOM FROM FURTHER AFIELD



International data unavailable for China



HOL AREA VISIT DENSITY 1.3 TIMES GREATER THAN CORE WEST END AVERAGE



Avg. Visit Density Index | Core West End = 100

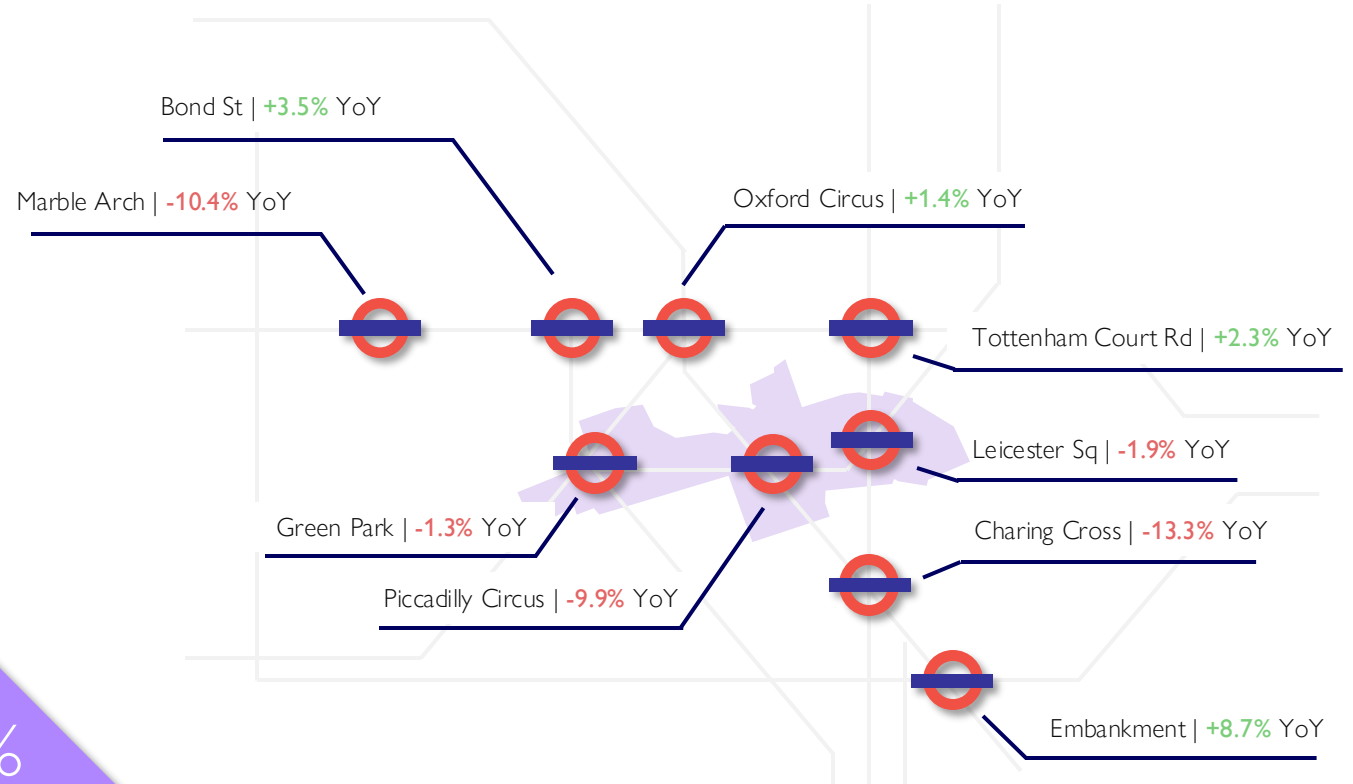
Relative busy-ness vs. Core West End; score over 100 indicates higher visit density

HOL Area	133
Piccadilly District	148
Jermyn St District	80
Leicester Sq District	145
Piccadilly Circus District	140
St Martin's Lane District	149
Haymarket District	114



SLIGHT DECLINE IN OVERALL USAGE SURROUNDING HOL AREA (-0.6%), WITH CONTINUED GROWTH IN ELIZABETH LINE STATIONS

- TfL station usage in the HOL area dropped **4.1% YoY**, despite growth in other West End stations.
- YoY decline largely driven by Piccadilly Circus station performance (-9.9%).
- **Elizabeth Line** stations continued **strong growth**, while Piccadilly Line stations saw slight declines, echoing trends from previous months.



Decline in usage from stations within the HOL area in May 2025 vs. May 2024¹

-4.1%
YoY

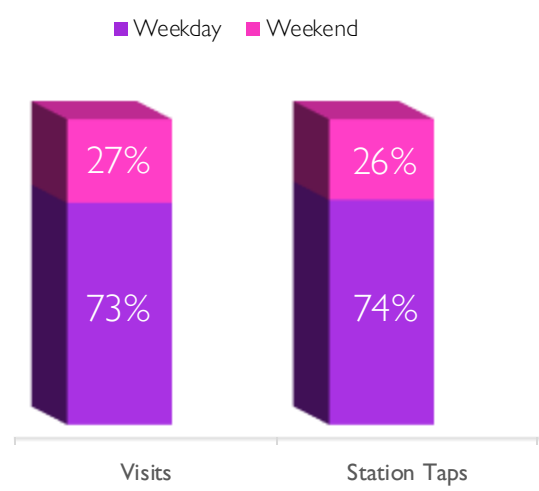
¹ Stations within HOL Area: Leicester Sq, Piccadilly Circus, Green Park
Source: Transport for London



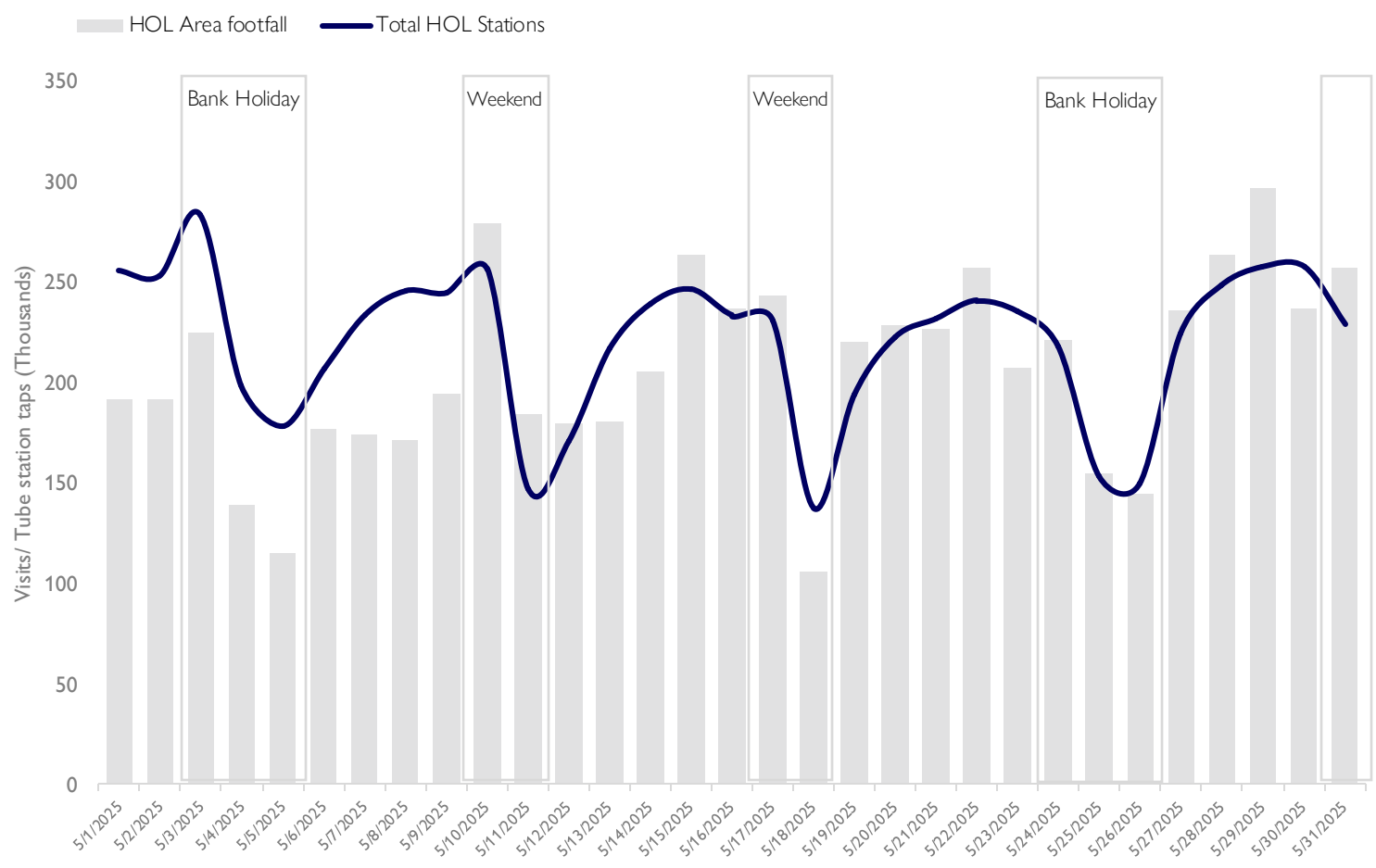
ALIGNMENT BETWEEN STATION USAGE & VISITS TO HOL AREA

- Weekday and weekend visit trends continue to align closely with station usage.
- Both the HOL area visits and station usage impacted by Bank Holidays throughout May.
- Daily station usage remained steadier than overall footfall, suggesting regular visitors like workers maintained consistent travel habits.

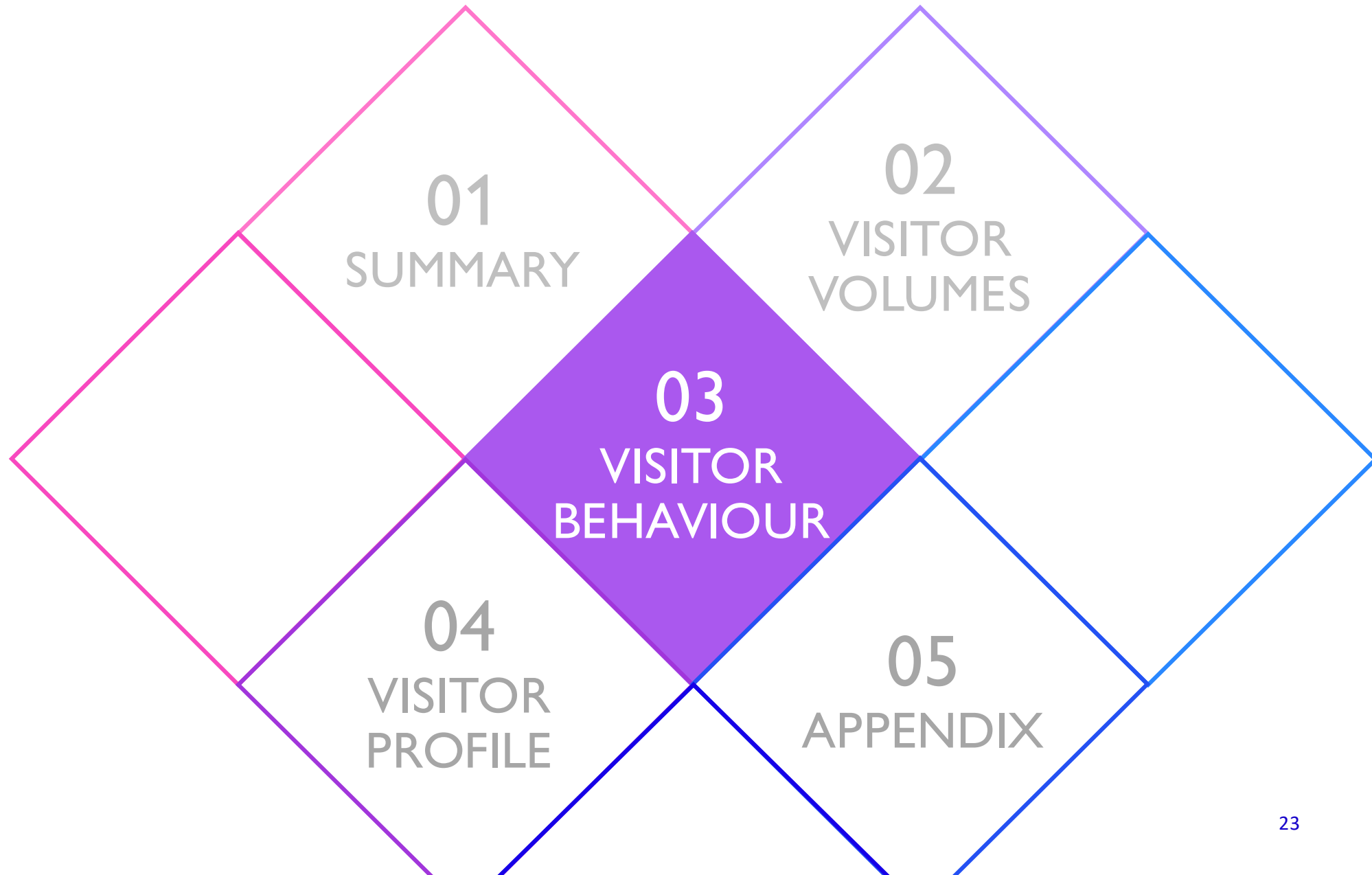
Visit & TfL Usage | Weekday vs Weekend



Footfall vs. TfL Usage | May 2025



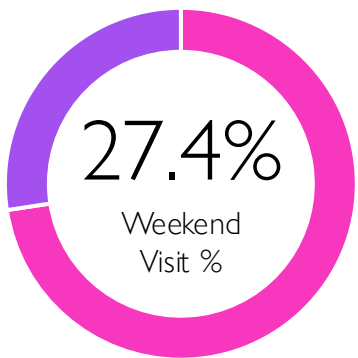
¹ Stations within HOL Area: Leicester Sq, Piccadilly Circus, Green Park



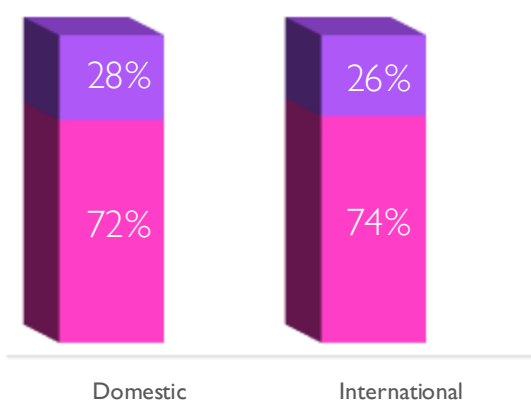


27.4% OF VISITORS CAPTURED ON WEEKENDS, WITH VARIATIONS BETWEEN DISTRICTS

HOL Area | Weekday vs Weekend



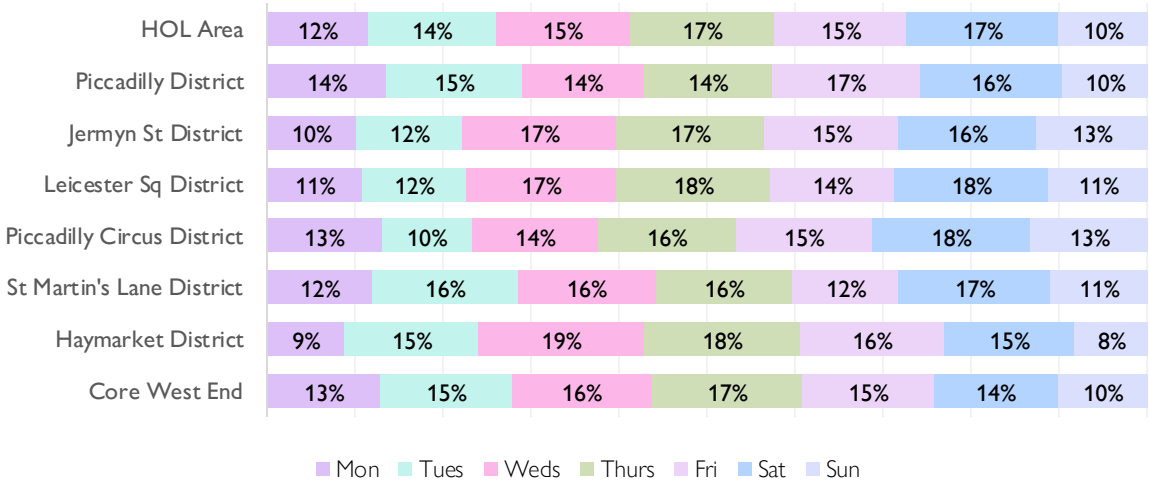
Visitor Origin | Weekday vs Weekend



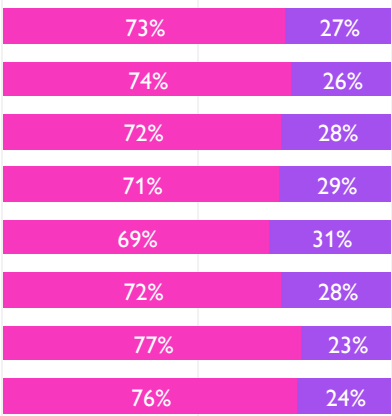
- 27.4% of visits in the HOL area took place over weekends, with Piccadilly Circus district most evenly distributed across entire week (31% weekend).
- Domestic and international visitors showed similar weekday-weekend visit distribution throughout May.



Daily Visit Distribution | District-Level



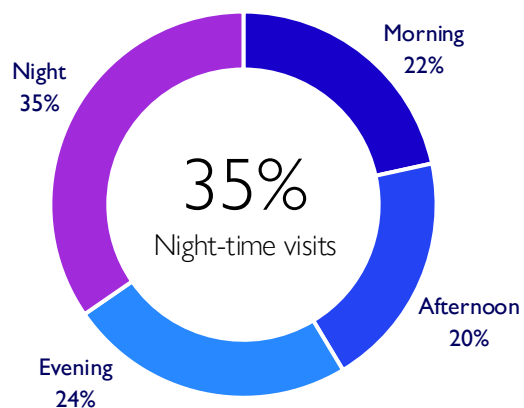
Weekday vs Weekend



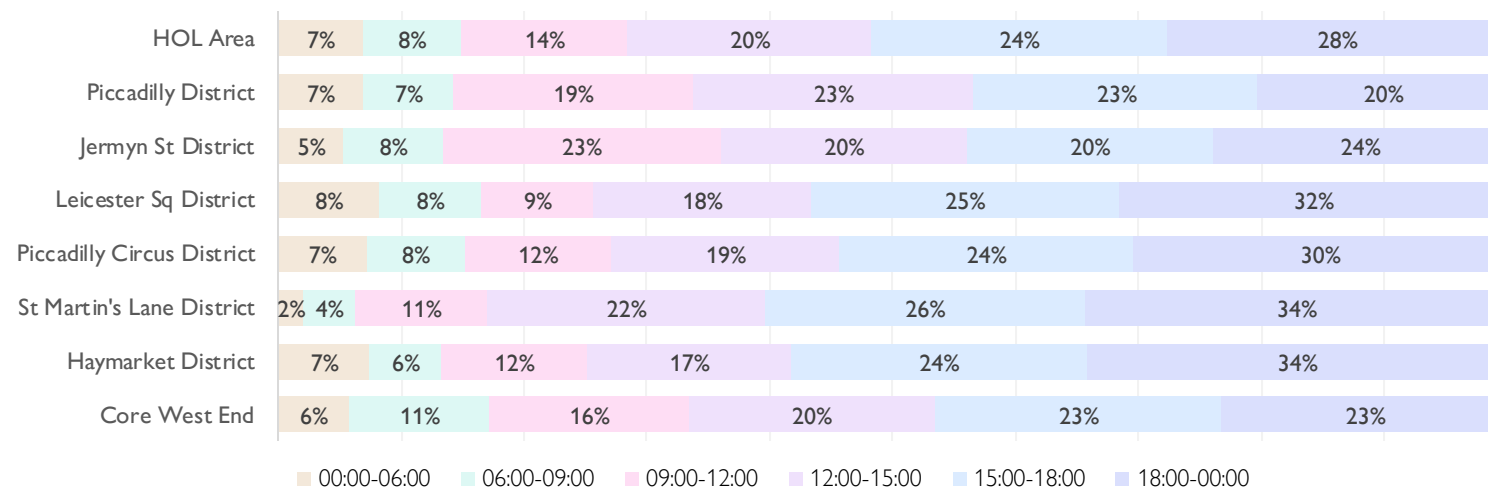


28% OF HOL AREA VISITS AFTER 6PM WITH GREATEST SHARE SEEN IN LEISURE-FOCUSED DISTRICTS

HOL Area | Visitors by Time Band



Hourly Visit Distribution | District-Level



-1%
share of visits
post-6pm

28%
HOL area visits
post-6pm

- Slight decline in post-6pm visits MoM, due to impact of Easter holidays in April attracting greater share of social visitors.
- Districts that are more leisure-orientated (St Martin's Lane & Haymarket District) saw greatest share of visits after 6pm. Over a third of visits to this district happened in the evening (post-6pm).

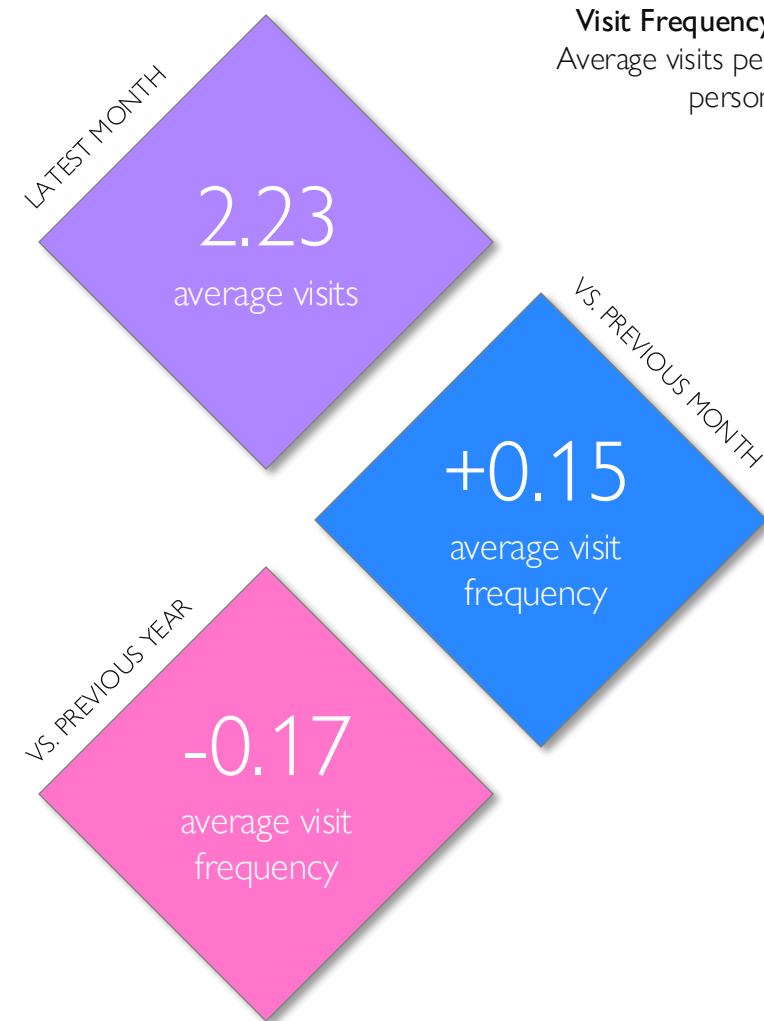
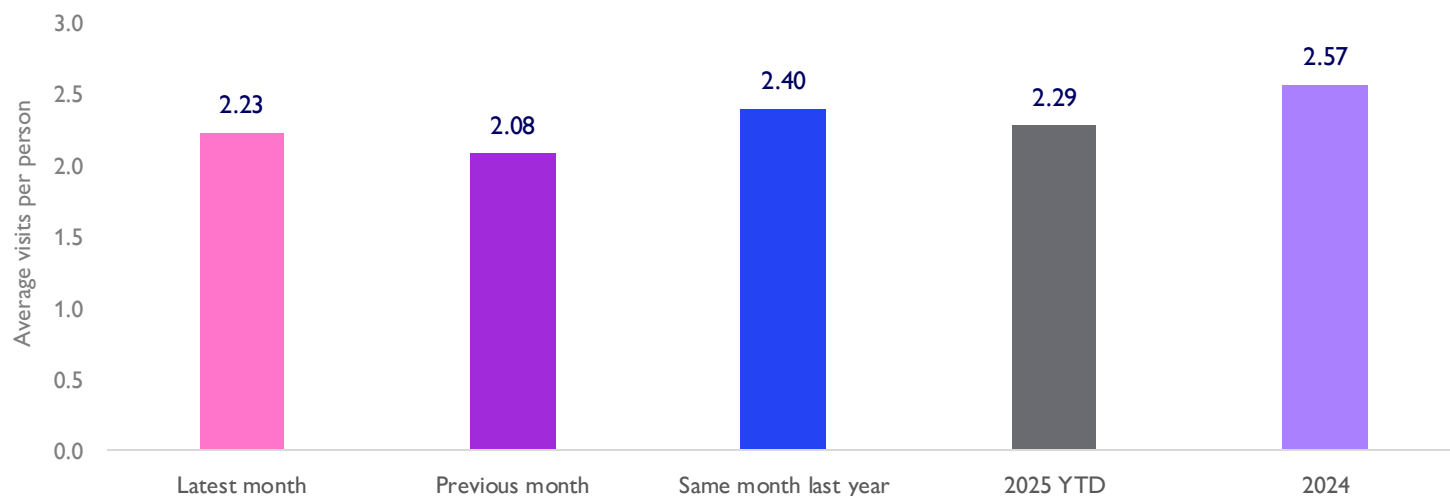




INCREASED VISIT FREQUENCY MONTH-ON-MONTH INDICATIVE OF RETURN OF WORKERS FOLLOWING EASTER

- The average visitor visited the HOL area 2.23 times during May, up from 2.08 times in April 2025 but down from 2.29 times YtD average.
- This reflects a slight return of workers following Easter in April, despite the two bank holidays in May. Evidence of return of workers was also seen from worker-focused western districts seeing growth in visits MoM.

Visit Frequency | HOL Area

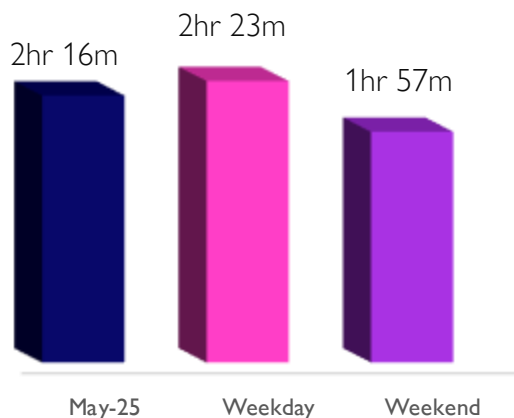




VISITOR DWELL HAS REMAINED CONSISTENT ACROSS HOL AREA COMPARED TO PREVIOUS MONTH & YEAR

- Dwell time in May was broadly stable — **down 5 mins** vs. the YtD, but **up 3 mins** vs. May 2024.
- Weekday dwell time averaging **26 mins** more than weekends.
- Piccadilly district saw sharpest decline vs. YtD average, while all other districts saw similar visitor dwell in May vs. 2025 YtD.

Visit Dwell | Weekday vs Weekend



2hrs
16mins

Latest month
average dwell

-3 mins

MoM

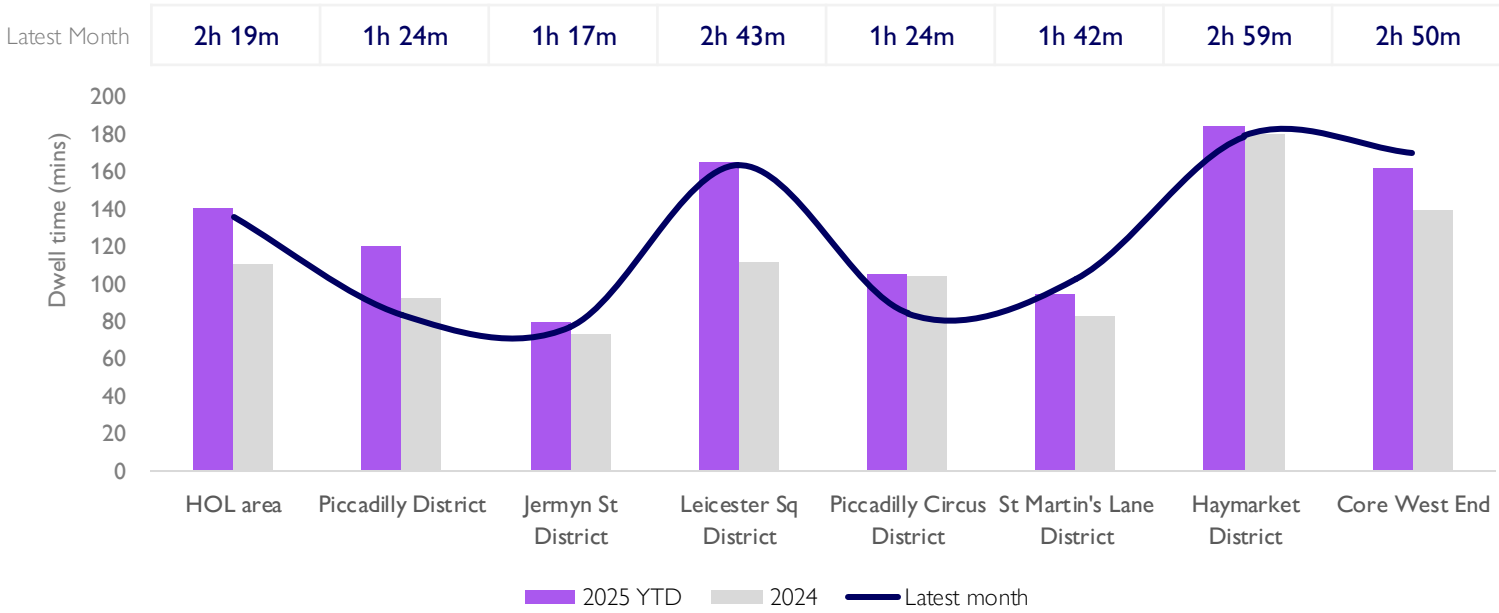
+3 mins

YoY

-5 mins

vs. YtD

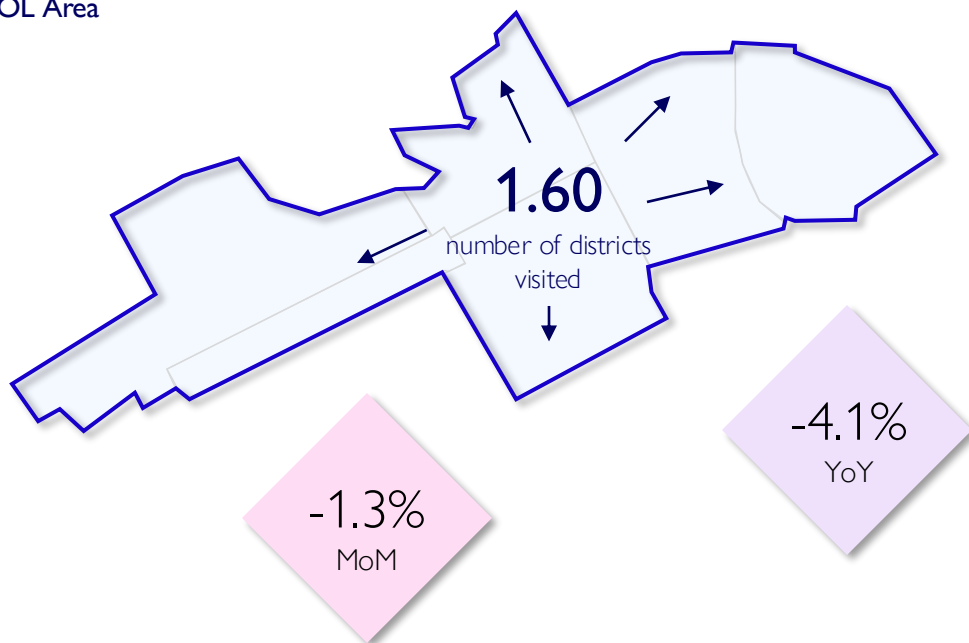
Average Dwell | District-Level





GREATER CROSS-VISITATION FROM INTERNATIONAL VISITORS REPRESENTING HIGHER INTERACTION WITH HOL DISTRICTS

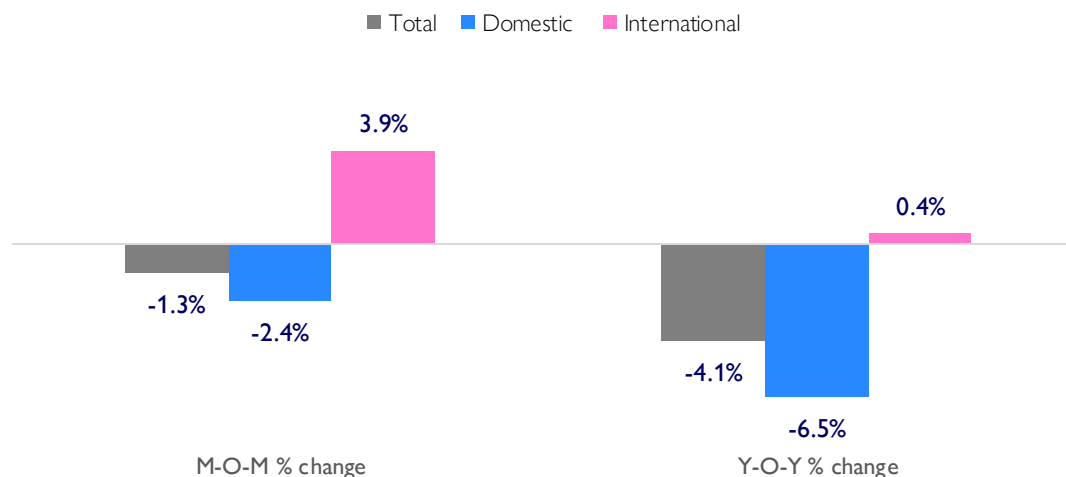
HOL Area

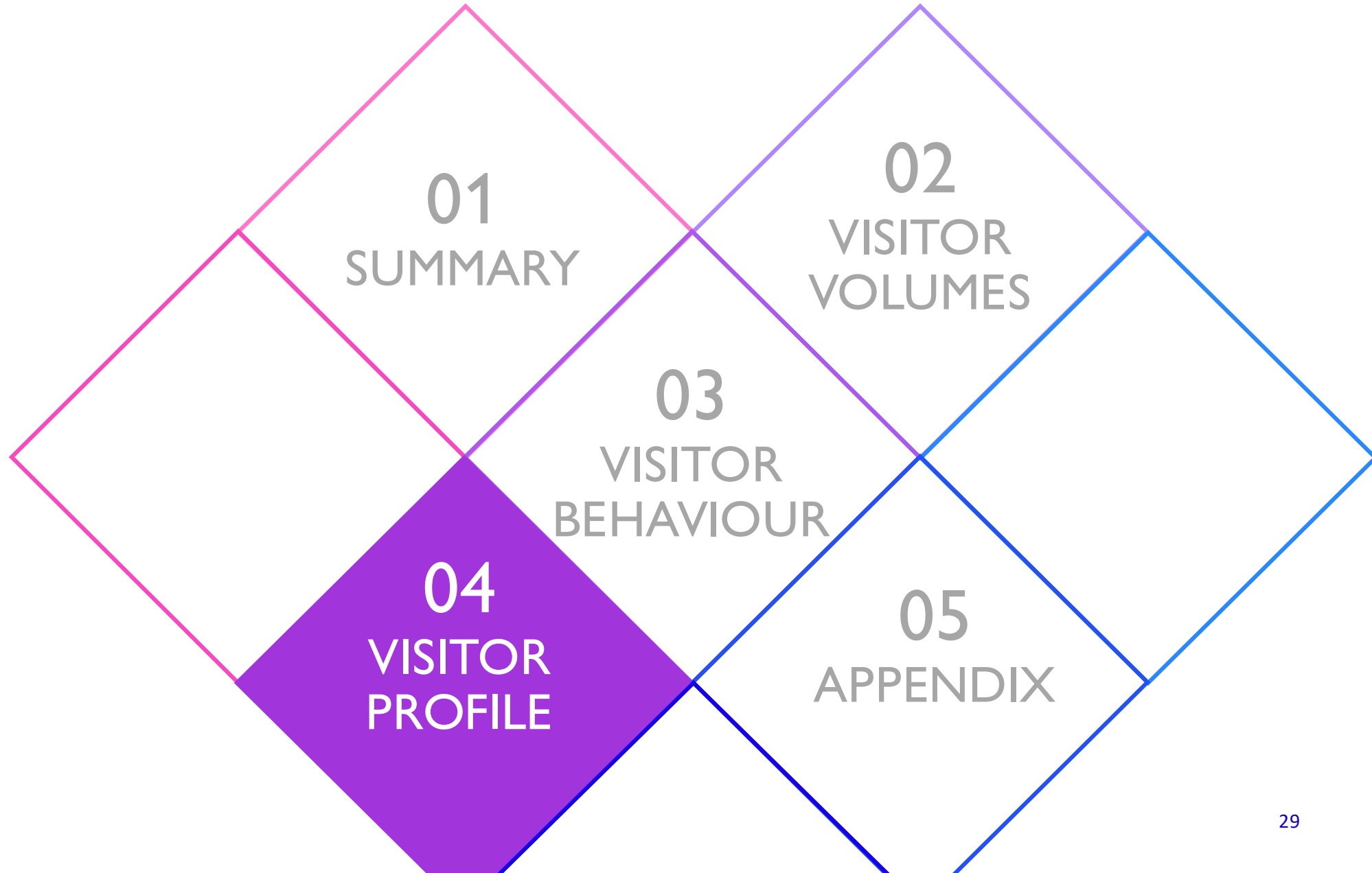


- Cross visitation helps understand the **number of visitors visiting multiple districts per trip** across the HOL area.
- Average visitor to the HOL area visited **1.60 districts** during their trip in May 2025.

- Cross-visitation much higher for International visitors (**1.94** districts visited) vs. domestic visitors (**1.54** districts).
- International cross-visitation saw growth MoM (**3.9%**) and YoY (**0.4%**), indicating international visitors explored more of the HOL area in May.
- Domestic visits were slightly more focused in May, due to return of workers and less social visitors during Easter holidays in April who were more likely to explore multiple districts.

Change in Cross Visitation | HOL Area

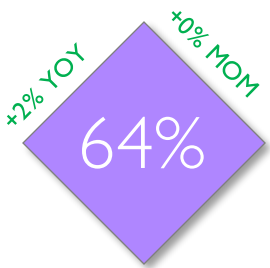




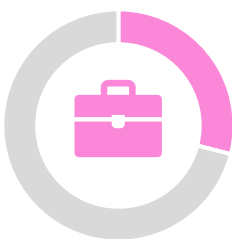


CONSISTENT DOMESTIC VISITOR PROFILE IN MAY WITH AROUND TWO-THIRDS ON SOCIAL VISITS

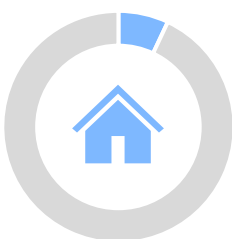
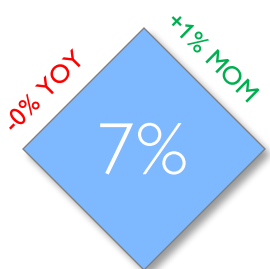
Visitor



Worker

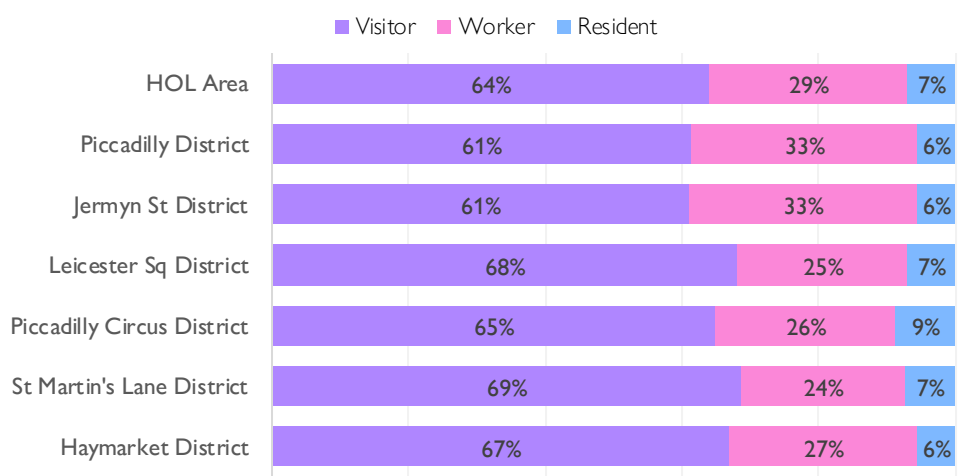


Resident



- Seen across all districts, just below two-thirds of domestic visitors were on social visits, with 69% of St Martin's Lane's domestic visitors from this group.
- Eastern districts attracted more domestic visitors, while Jermyn Street & Piccadilly district retained the highest share of workers.
- See [page 37](#) for visitor group definitions.

Visitor Mix | District-Level



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



TOP 5 MOSAIC GROUPS REPRESENT 78% 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 **78%** of visits to the area.
- See **page 39** for mosaic group definitions.

Top 3 segments this month



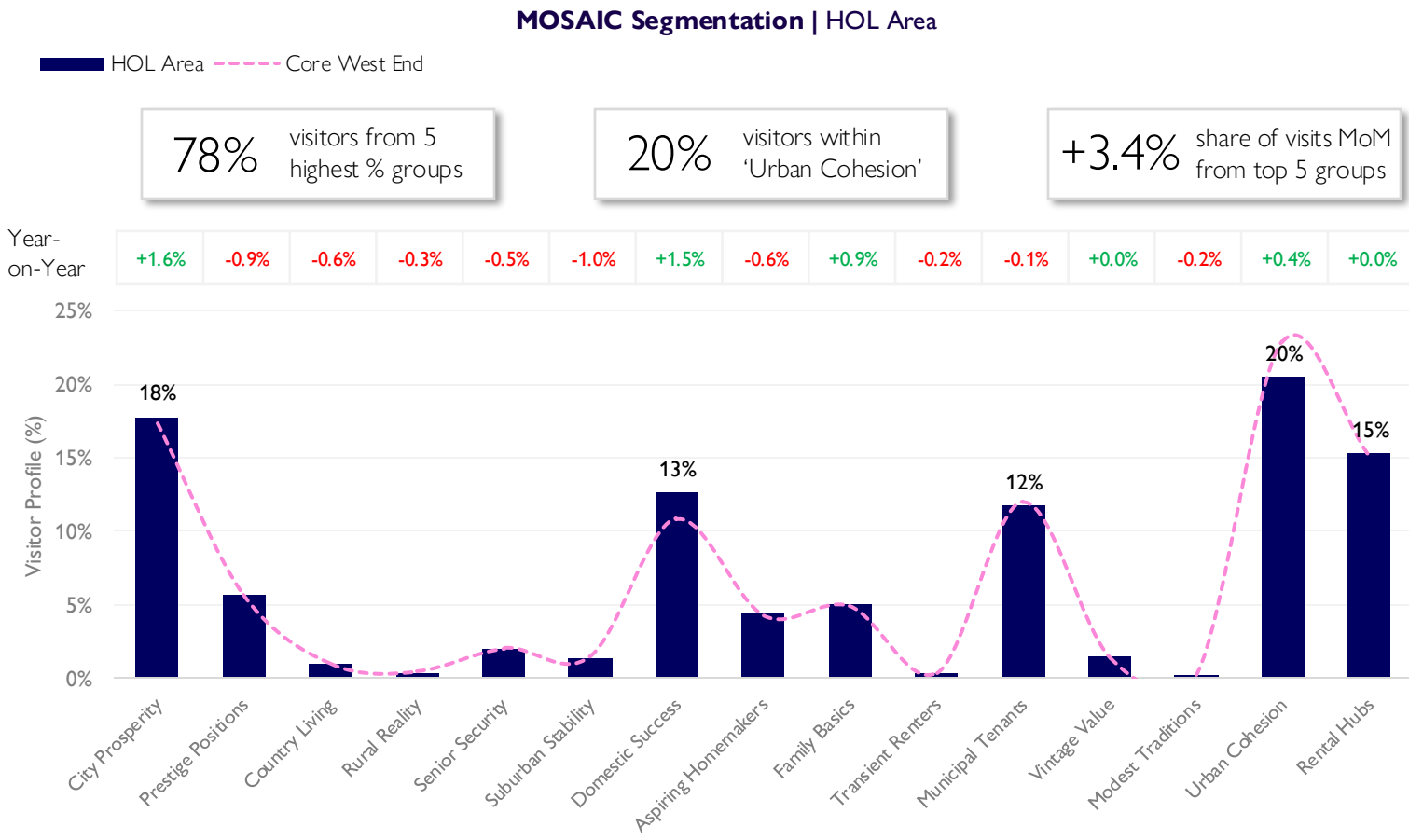
Urban Cohesion | 20% visitors
Residents of settled urban communities with a strong sense of identity



City Prosperity | 18% visitors
High status city dwellers living in central locations, pursuing careers with high rewards

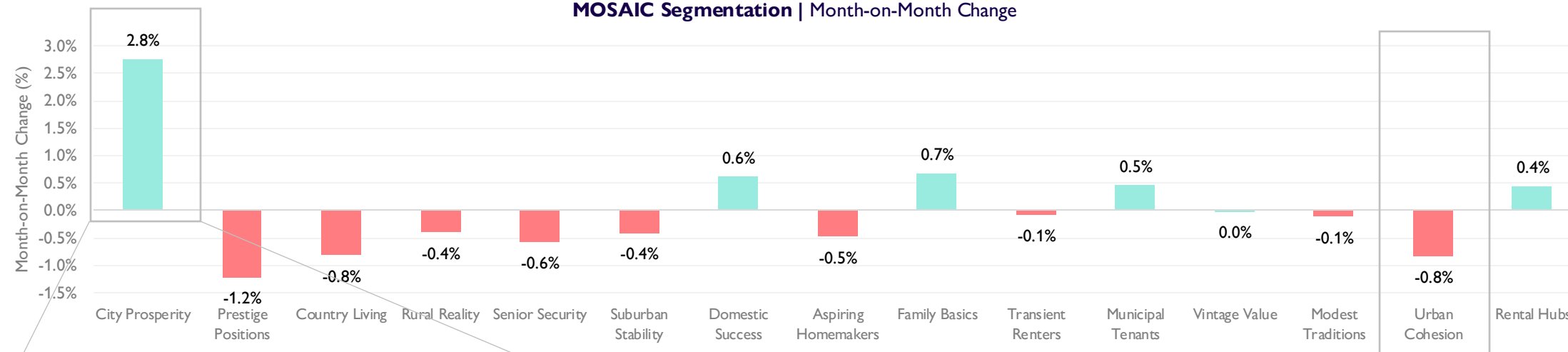


Rental Hubs | 15% visitors
Educated young people privately renting in urban neighbourhoods

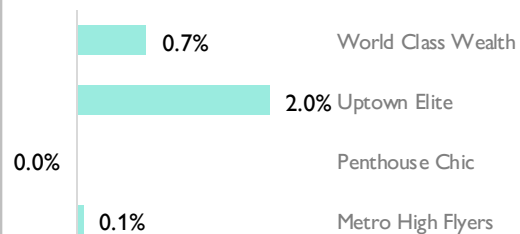




SIGNIFICANT GROWTH IN SHARE OF VISITORS FROM 'CITY PROSPERITY' VS PREVIOUS MONTH

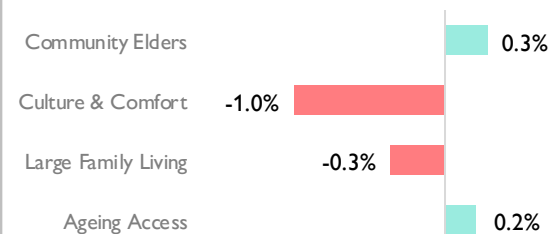


City Prosperity | MoM Change



- **+2.8%** increase in visitors from 'City Prosperity', with growth across all four types.
- Increase indicative of return of workers, with group containing high-income, professional workers.

Urban Cohesion | MoM Change



- **-0.8%** decline in share of visitors from 'Urban Cohesion' group, with varied change across types.
- **'Culture & Comfort'** saw largest decrease, representing “thriving families with good incomes in diverse suburbs” who were on social visits during Easter in April.

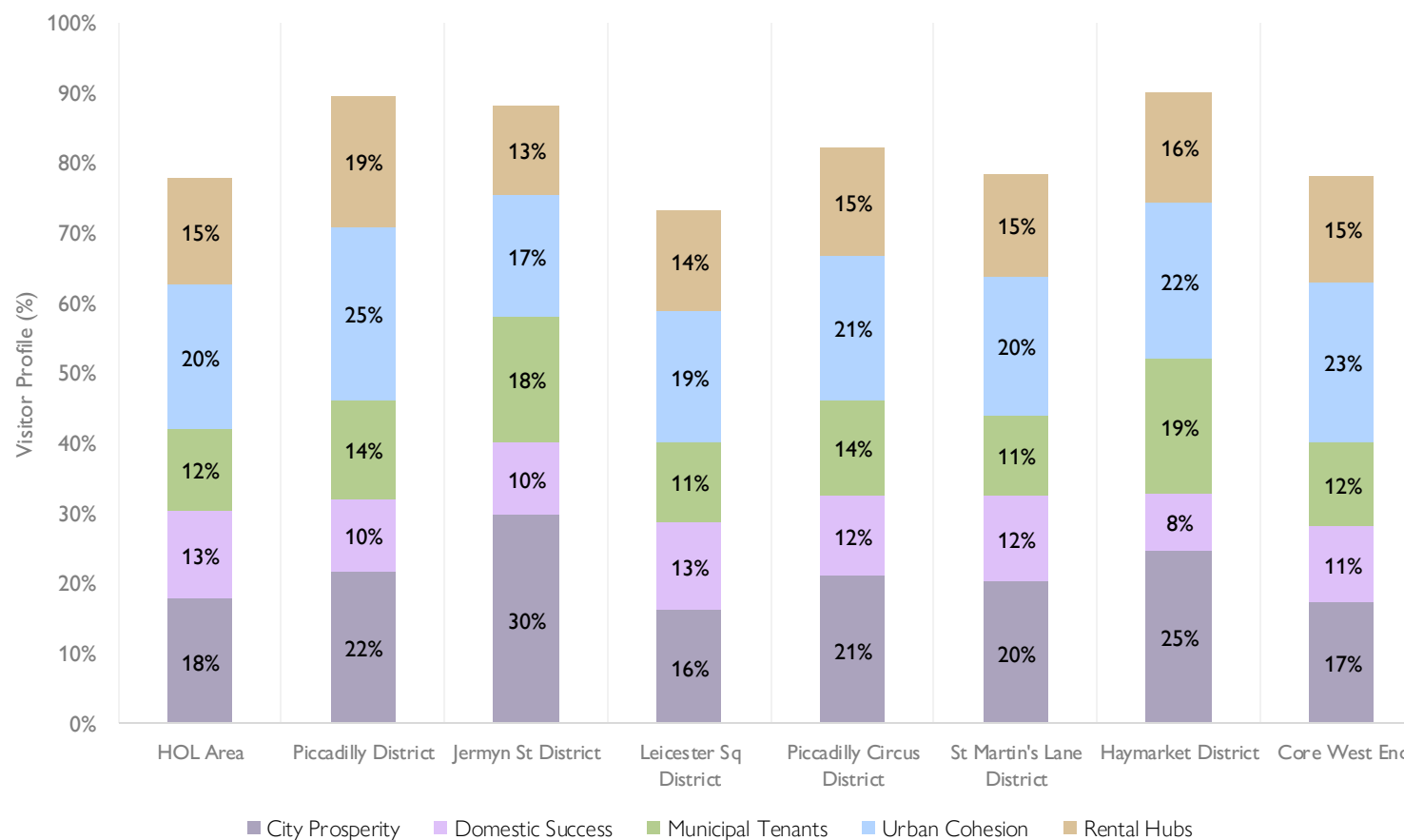


INCREASE IN TOP 5 SEGMENT GROUPS MOM, INDICATING A MORE SIMILAR DEMOGRAPHIC PROFILE

- Increase in share of visitors from Top 5 segment groups across most districts, representing a more **focused demographic base** visitor the area in May, with a reduced social visitor base.

Area	Visitors from HOL Area's Top 5 Groups	Month-on-Month
HOL Area	77.9%	+3.4%
Piccadilly District	89.6%	+6.9%
Jermyn St District	88.4%	-3.7%
Leicester St District	73.3%	+2.9%
Piccadilly Circus District	82.2%	+2.9%
St Martin's Lane District	78.6%	+9.2%
Haymarket District	90.1%	+4.2%
Core West End	78.2%	+1.8%

HOL Area's Top 5 Groups | District-Level





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

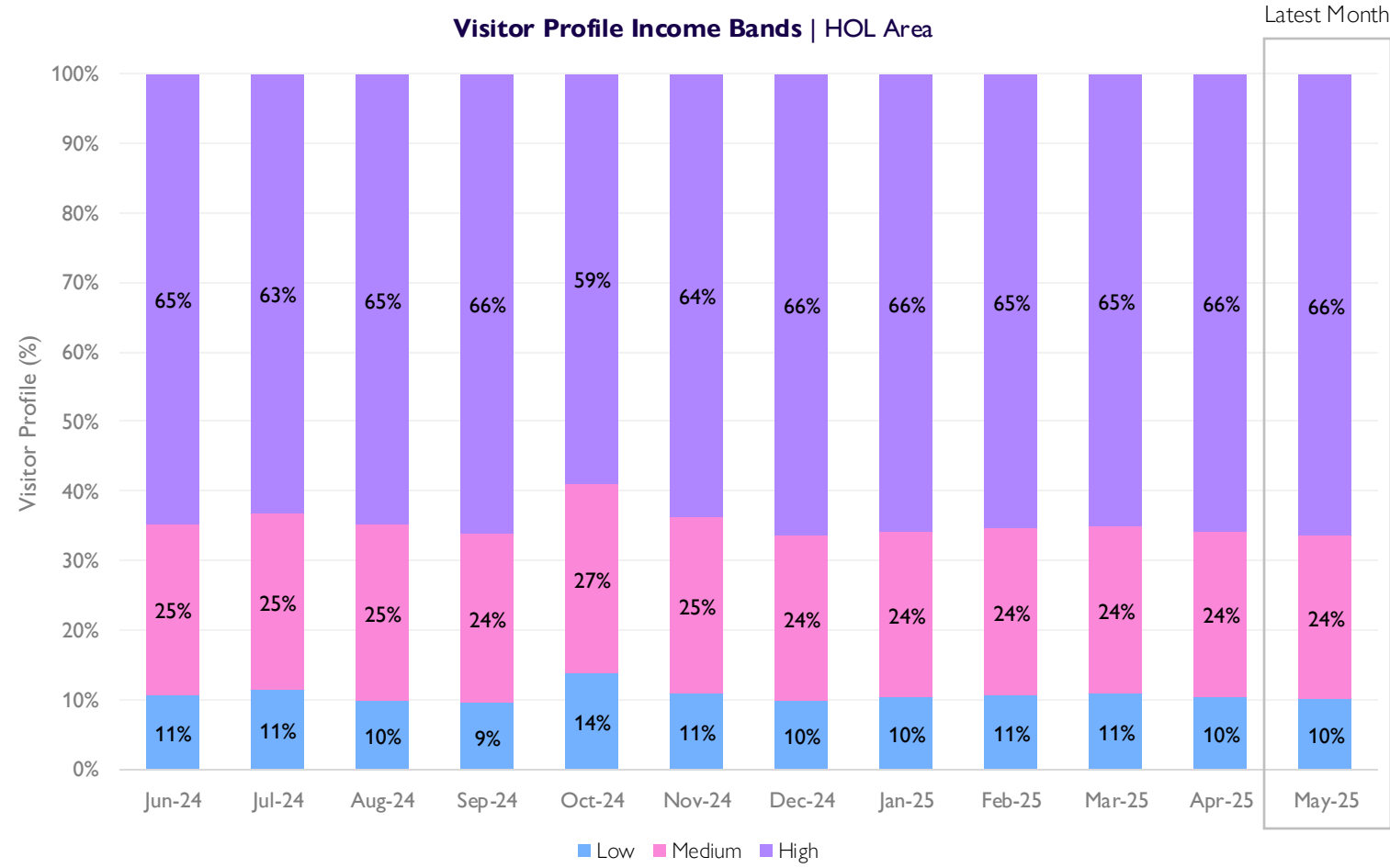
- 66% of HOL area visitors in May from within high-income segment types.
- Consistent income-profile for visitors to HOL area MoM.

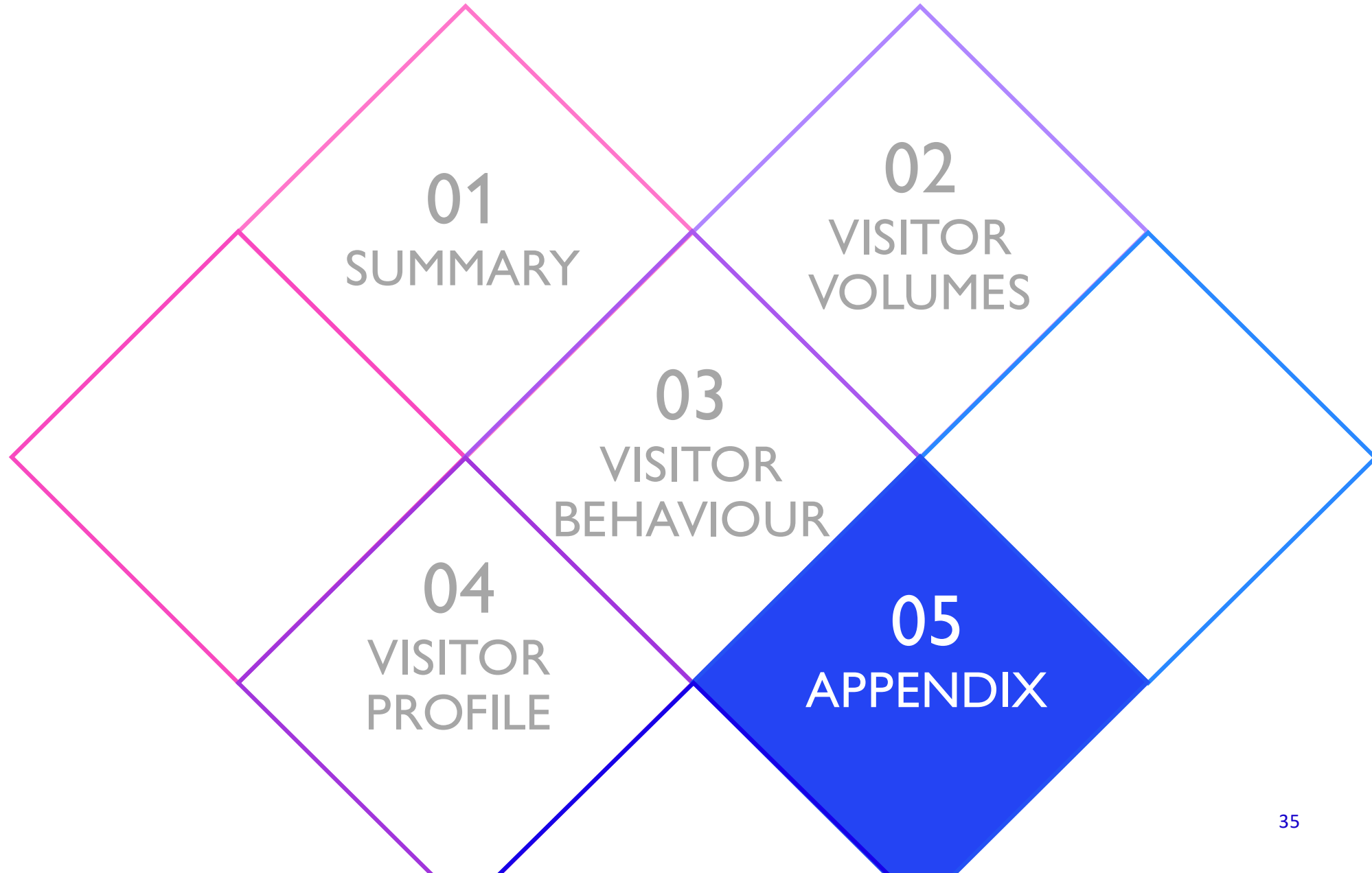
66%

of visitors from 'high-income' segment

0%

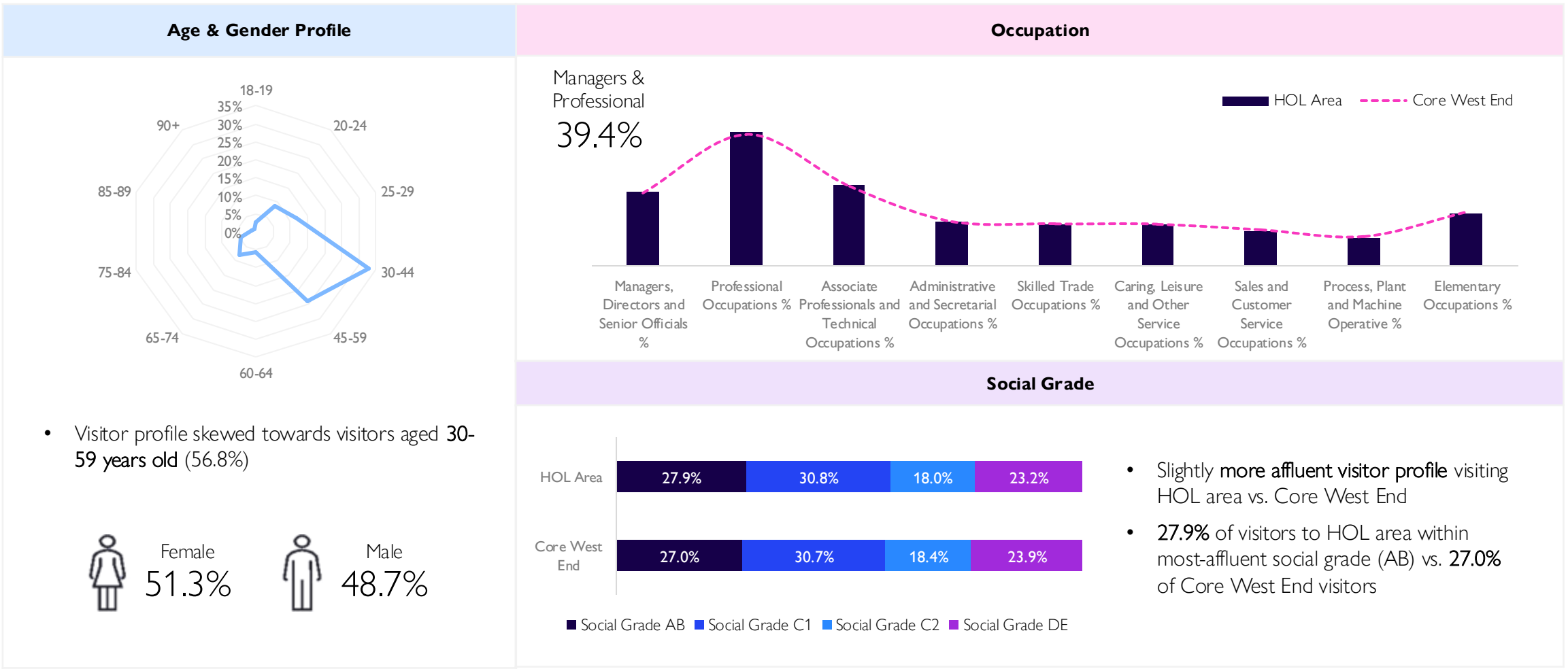
month-on-month change in 'high-income' segment







HOL AREA PROFILE SKEWED TOWARDS PROFESSIONAL, MID-AGED VISITOR





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.



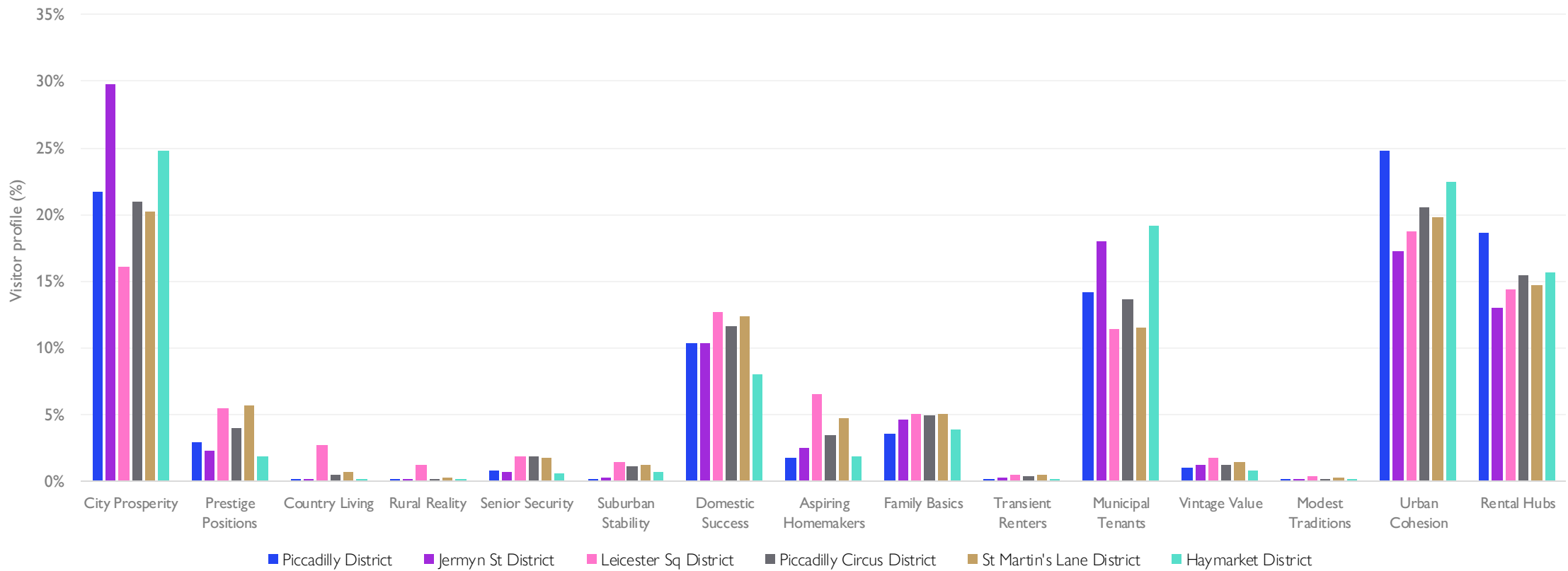
Resident

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





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 Population



51m individuals



Mosaic



15 groups



A02 Uptown Elite



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



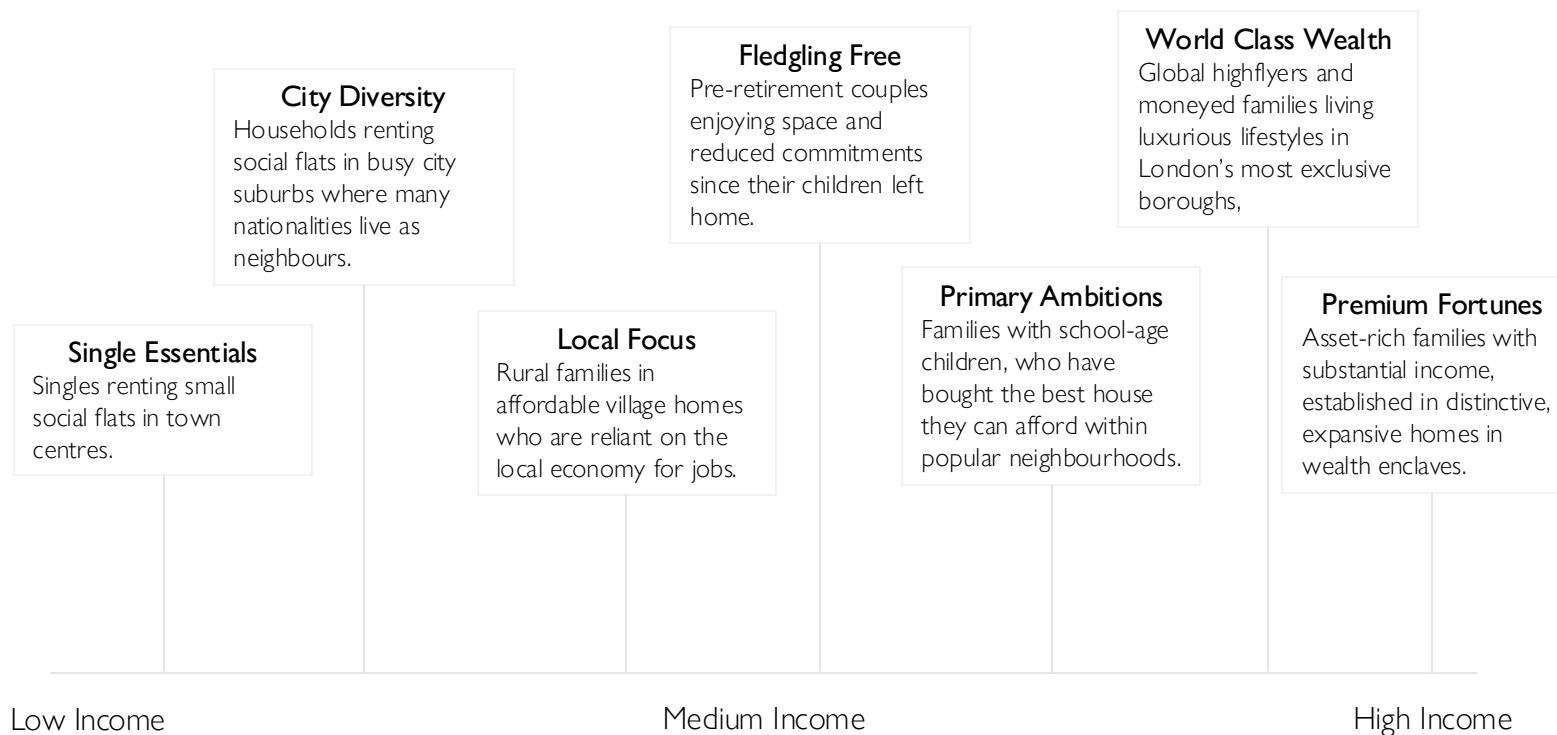
MOSAIC SEGMENTS INCOME BANDING

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

- Low Income
- Medium Income
- High Income

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

MOSAIC Types Income Band Examples...





CROSS VISITATION EXAMPLE

Person A

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

Person B

- Walks through 3 districts – Haymarket District, Leicester Sq District & St Martin'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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