# Visitor Insights
## October report 2024

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
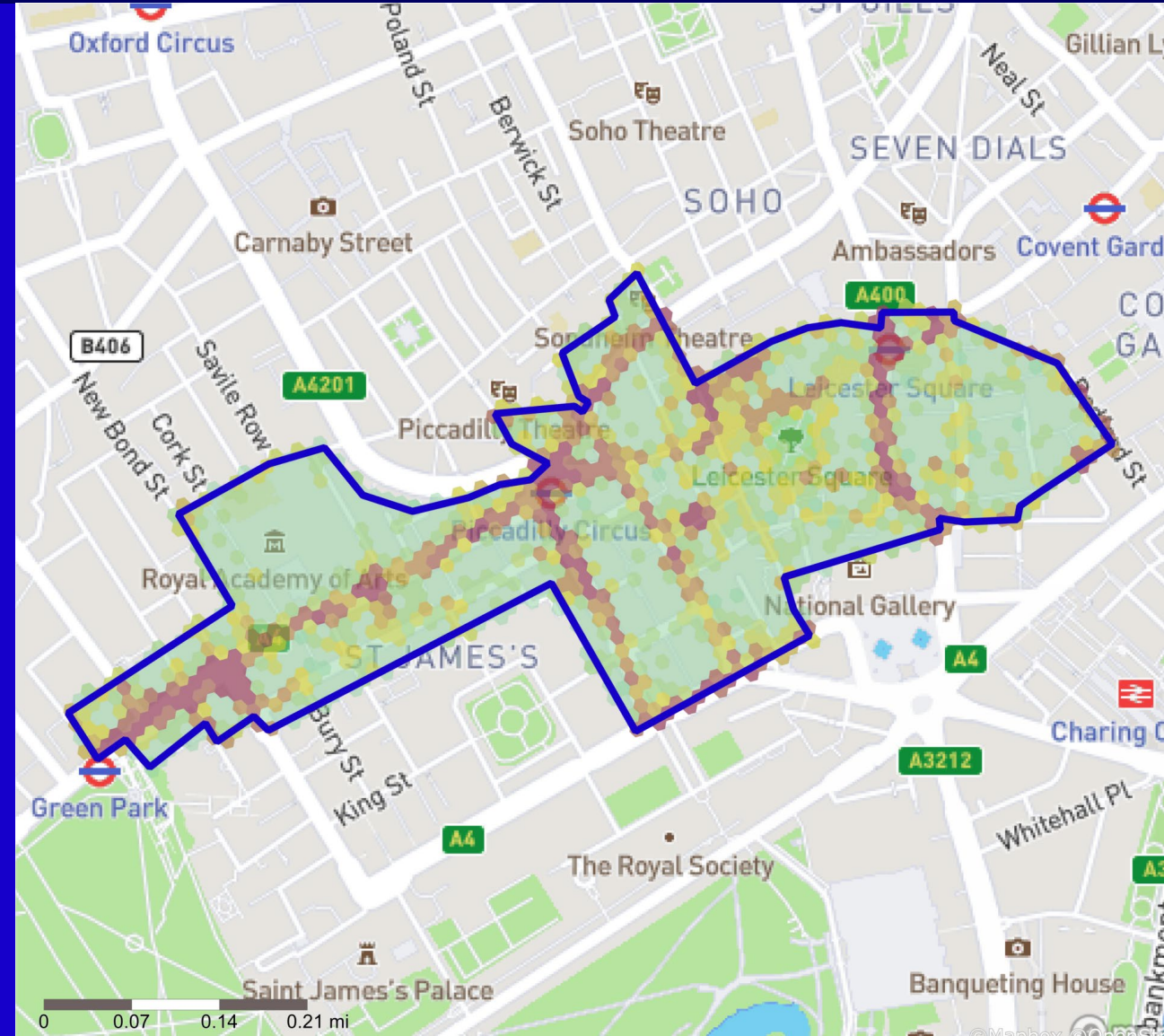
# Contents

Business

# Executive Summary
## October 2024

I am pleased to share that this month we have a new data set on page 32 that breaks down the number of visitors in the HOL area, as employees, tourists or residents. The visitor mix is relatively consistent with October 2023, however all districts saw an increase in workers in October 2024, indicating a slight increase in the 'return to office' for some employers, which is great news.

October also saw an increase in international visitors from Western, Northern and Southern Europe, 4% more of the total footfall than this time last year, due to school holidays. That accounts to 38.3% of visitors coming from overseas this month. We also saw that St Martins Lane, Leicester Square and Piccadilly Circus had a particularly strong month from international visitations, compared to last month.

However, unsurprisingly, Halloween and Diwali celebrations on the 31st led to the highest footfall of the month, likely also due to the simultaneous half-term school break bringing in different audiences across the day.

Other events also seem to have had an impact on footfall such as the unveiling of a new [Scenes in the Square statue](), Daniel Kaluuya in Leicester Square and a pro-Palestine protest, just outside the area in Trafalgar Square. Both of these had a noticeable effect on footfall despite poor weather on those days.

While we were due to bring spend data in this report, we're querying some figures and aim to share an updated report with this data with you in the coming weeks. Thank you for bearing with us.

Please get in touch if you have any questions.

Matt Harris, Data and Insights Manager, Heart of London Business Alliance
matth@holba.london

Business

# Summary
## October 2024

**7.6 m (+10%)**

Visitors to HOL Area up 10% month on month. YTD footfall level with 2023.

**2 hrs 5 mins (+5%)**

Visitors typically spent just over 2 hours in the area. Up 17 mins vs YTD average.

**79.5% (+0.7%)**

79.5% of visits from Core catchment, with more visitors coming from Inner London and surrounding suburbs.

# Visitor Volumes

# Visitor Volume
## October 2024

Key takeaways

• Strong growth within the HOL Area, for month-on-month (MoM) as well as year-on-year (YoY), across both international and domestic visitors.

• International visits highest within St Martin's Lane and Leicester Square, with Piccadilly Circus showing the greatest MoM increase.

• Increase of visitors from inside of London. The proportion of visits dropped from the home counties.

Business

# Visitor Volumes
## Footfall volumes up 17% year-on-year

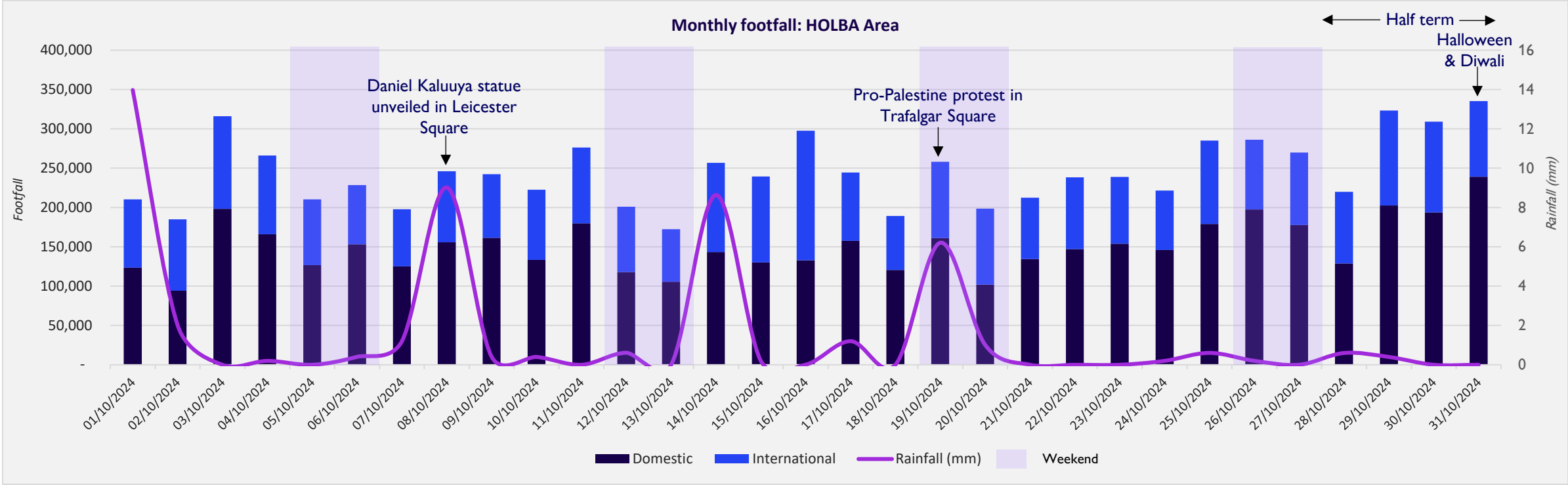Footfall up 10% month-on-month (MoM) and up 17% year-on-year (YoY).

| District | Month-on-Month | | | Year-on-Year | | |
|---|---|---|---|---|---|---|
| | **Total** | *Domestic* | *International* | **Total** | *Domestic* | *International* |
| **HOL Area** | 10% | 5% | 19% | 17% | 10% | 30% |
| Piccadilly District | 7% | 4% | 11% | -8% | 0% | -18% |
| Jermyn St District | 26% | 39% | 2% | 6% | 53% | -39% |
| Leicester Sq District | 12% | 1% | 35% | 20% | 22% | 17% |
| Piccadilly Circus District | 18% | 9% | 31% | -5% | -12% | 7% |
| St Martin's Lane District | 19% | 10% | 35% | 23% | 24% | 22% |
| Haymarket District | -4% | -15% | 17% | -10% | -13% | -4% |
| Core West End | 16% | 9% | 27% | 30% | 12% | 75% |
| HOL Area - major street avg | 0% | -9% | 17% | -20% | -15% | -26% |

- Visits up 17% across HOL area YoY, with strongest growth seen in St Martin's Lane District (+23%).

- There is a rebound of international visitors in all districts following a weaker performance in September, likely due to many European countries also having school holidays during October.

# Visitor Volumes
## Strong footfall in last week of October



Monthly footfall: HOLBA Area

Half term → Halloween & Diwali

Daniel Kaluuya statue unveiled in Leicester Square

Pro-Palestine protest in Trafalgar Square

Footfall / Rainfall (mm)

Domestic — International — Rainfall (mm) — Weekend
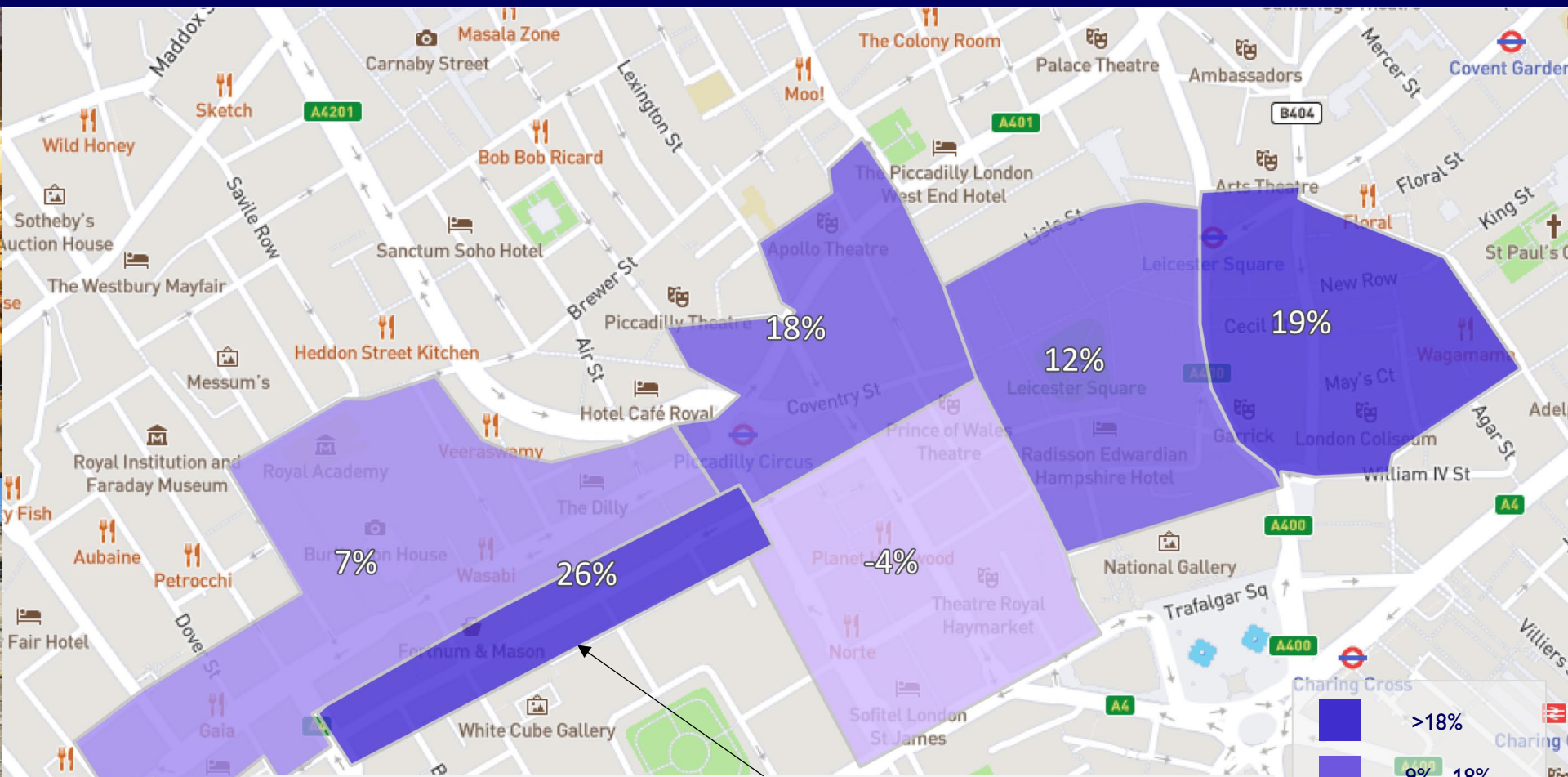
- Strong footfall in the last week of October with school holidays.

- 31st October marked the busiest day of the month, driven by Halloween and Diwali events.

Jermyn St District experienced largest footfall increase MoM. It should be noted however, Jermyn Street has the lowest footfall so percentage swings are more pronounced and substantial building works taking place currently are impacting footfall patterns.

Legend:
- >18%
- 9% - 18%
- 0% - 9%
- <0%

# Visitor Volumes
## HOL's Core catchment has a population of 16.3million



Note: Catchment based on 2023 visitor behaviour
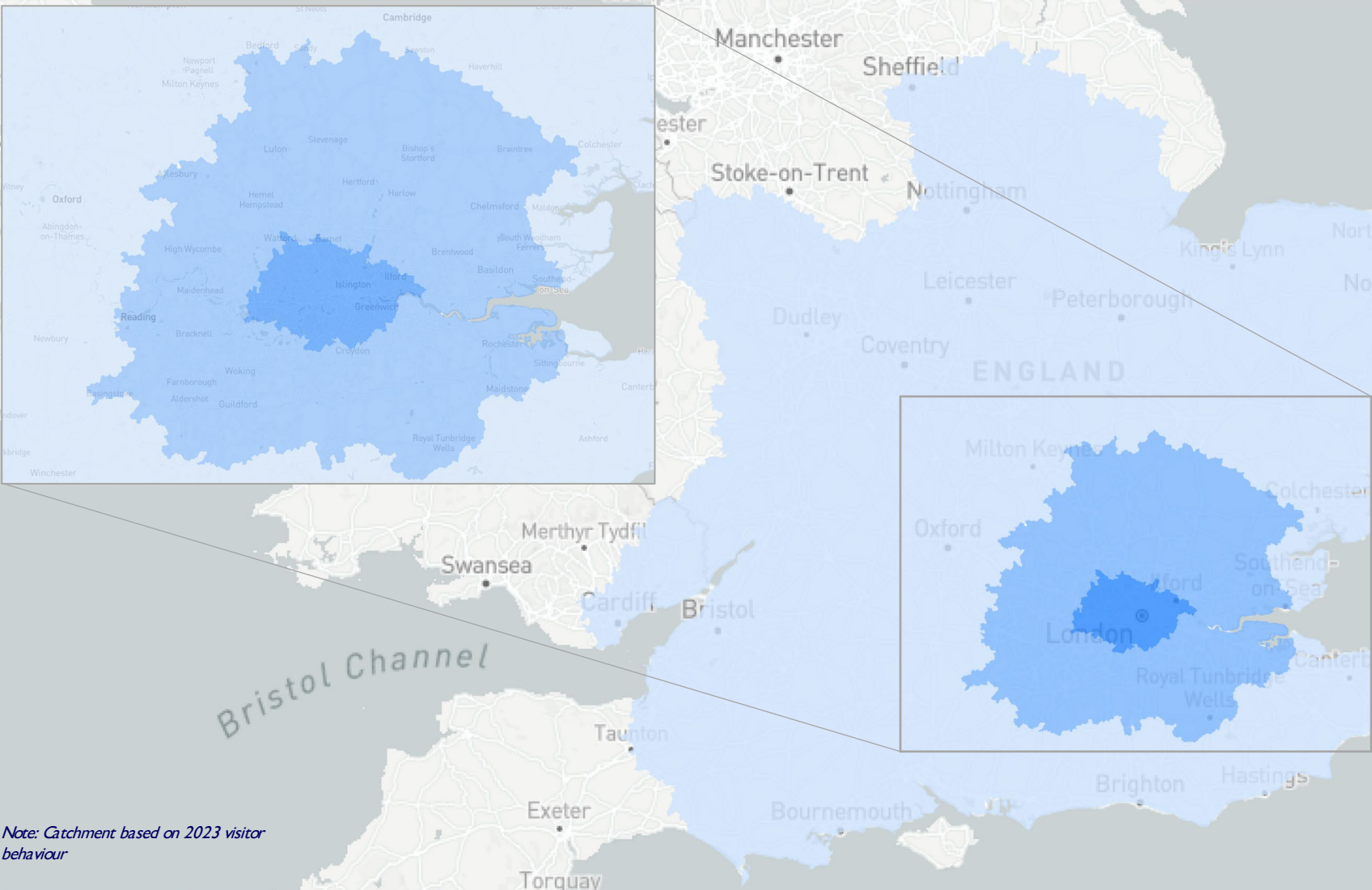
| Catchment band | Population (Millions) |
|---|---|
| -Primary | 7.0 |
| -Secondary | 9.2 |
| **Core** *(Primary + Secondary)* | **16.2** |
| *75% of regular visitors* | |
| -Tertiary | 24.1 |
| **Total** *(Core+ Tertiary)* | **40.3** |
| *90% of regular visitors* | |

# Visitor Volumes
## 3.4% increase in visits from Primary Catchment



- +3.4% increase in visitors from zones in the primary catchment, reflecting an increase in visits from those living closer to the area.

- -1.7% decrease in visits from tertiary catchment.

| Catchment band | Latest month visit % | Change vs. previous month |
|---|---|---|
| -Primary | 54.3% | 3.4% |
| -Secondary | 25.2% | -4.1% |
| **Core** | **79.5%** | **0.7%** |
| -Tertiary | 14.9% | -1.7% |
| **Total** | **94.4%** | **0.4%** |
| -Pull in | 5.6% | -0.4% |
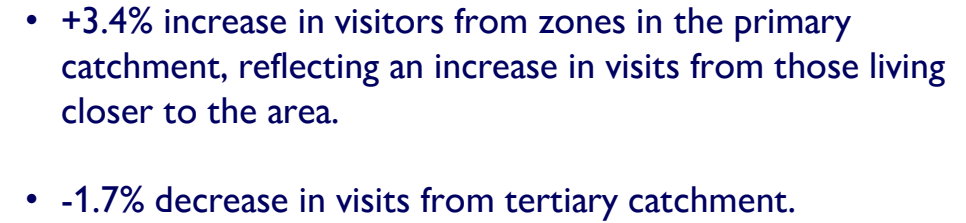
*Note: Penetration = % of population from a zone that visits HOL Area*

# Visitor Volumes
## Increase in visitor penetration in parts of Core catchment

**Legend:**
- Increased penetration (>10% change) — green
- Decreased penetration (<-10% change) — red
- Stable penetration (-10% - 10% change) — grey
- Primary catchment
- Secondary catchment
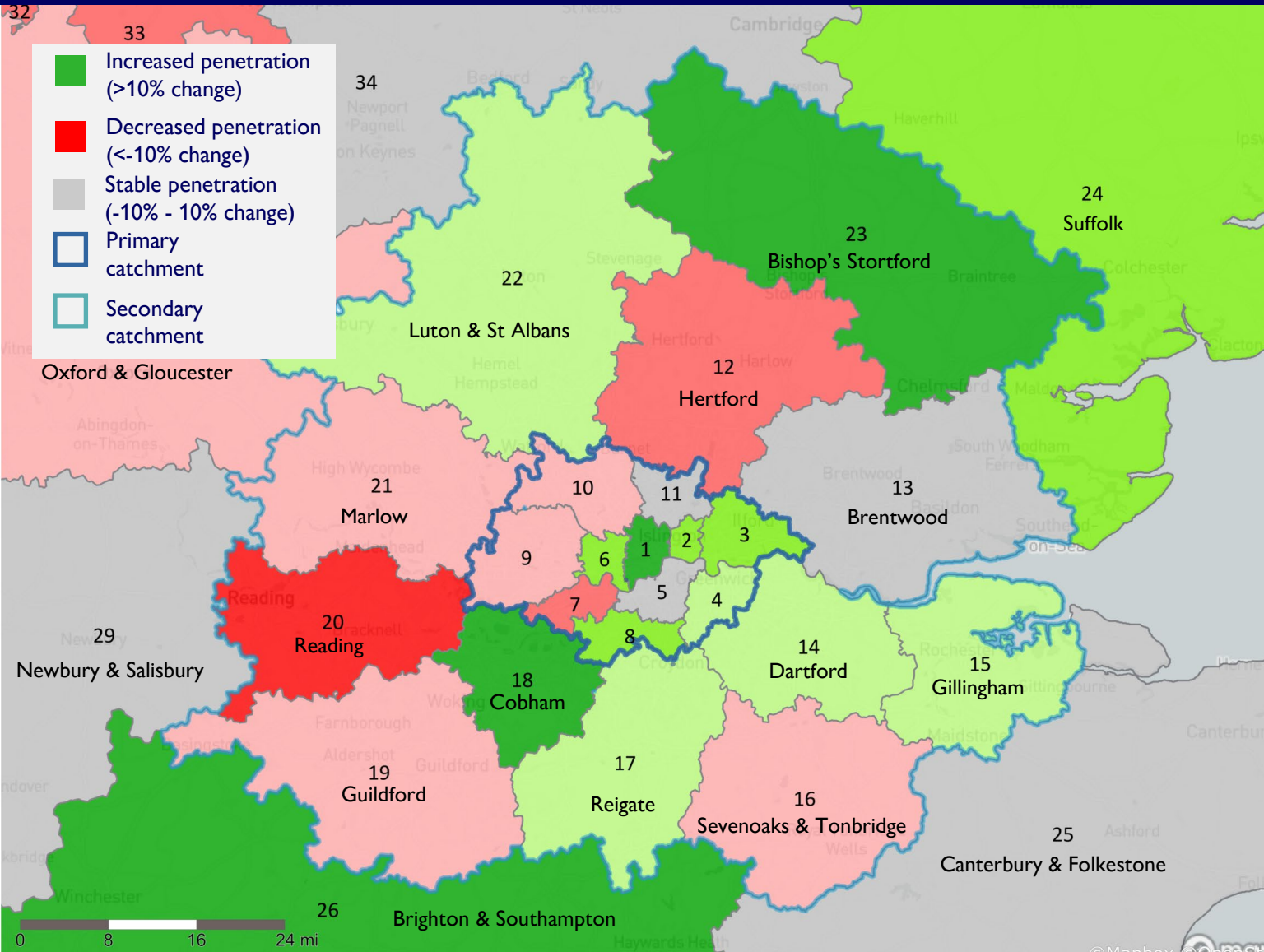
- Map represents the month-on-month change in penetration by catchment zone.
  - Red areas represent zones which contributed fewer visits, while green areas represent zones that contributed more.

- Increase in visits from zones within easy reach of the HOL area (London West End, City, East and Shepherd's Bush & Chiswick), Northeast (Bishop's Stortford and Suffolk) and Southwest (Brighton & Southampton and Cobham).

- Decrease in visits from the North and West (Marlow, Oxford & Gloucester and Leicester & Nottingham).
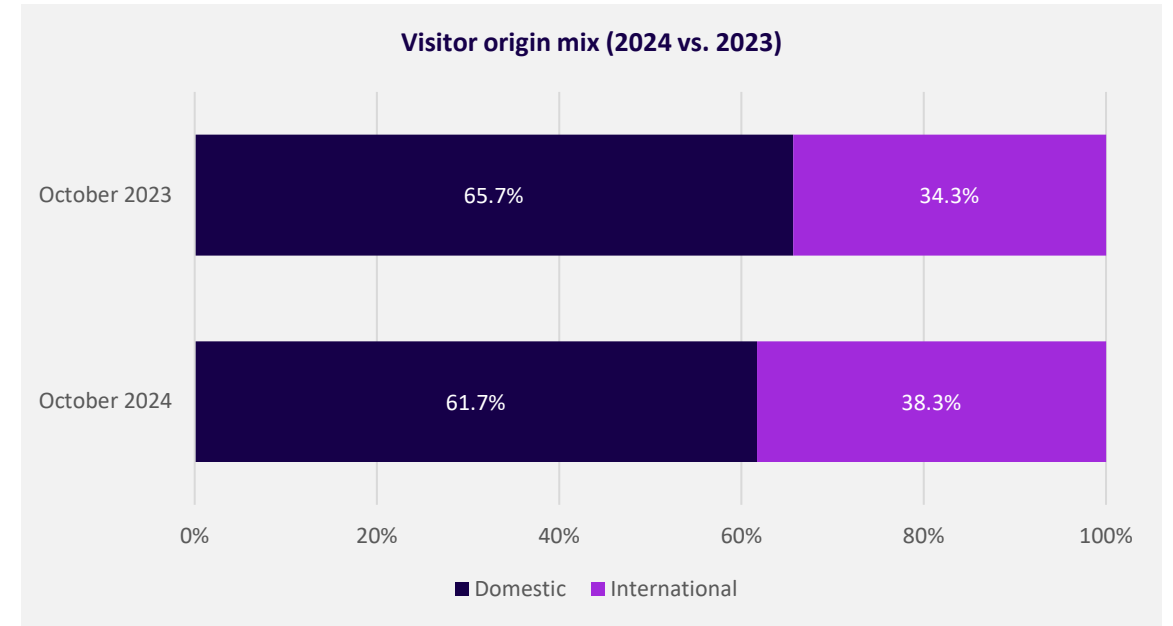
# Visitor Volumes: visitor mix
## International visitor volume up on previous month

| Area | International mix (%) | +/- change in mix | | +/- change in volume | |
|---|---|---|---|---|---|
| | | Month-on-Month | Year-on-year | Month-on-Month | Year-on-year |
| **HOL Area** | **38.3%** | **3.0%** | **4.0%** | **19.3%** | **30.1%** |
| Piccadilly District | 37.0% | 1.4% | -4.8% | 10.6% | -18.4% |
| Jermyn St District | 29.4% | -6.8% | -21.9% | 2.1% | -39.4% |
| Leicester Sq District | 37.5% | 6.4% | -0.9% | 34.5% | 16.8% |
| Piccadilly Circus District | 43.7% | 4.3% | 4.7% | 30.7% | 6.7% |
| St Martin's Lane District | 39.1% | 4.8% | -0.3% | 35.5% | 22.1% |
| Haymarket District | 41.9% | 7.5% | 2.4% | 17.3% | -4.1% |
| Core West End | 38.9% | 3.6% | 9.9% | 27.5% | 75.2% |

**Visitor origin mix (2024 vs. 2023)**



- October 2023: Domestic 65.7% | International 34.3%
- October 2024: Domestic 61.7% | International 38.3%

■ Domestic ■ International

- 30.1% increase in the volume of international visitors YoY.

- Domestic and international volumes have both increased MoM. Many European countries also have Autumn holidays during October.

- International visits accounted for 38.3% of visits in October 2024 vs. 34.3% October 2023.

- Core West End has seen significant growth in international mix YoY, up 9.9%.

Business

# Visitor Volumes: visitor origin
## 38.3% of visitors to HOL area are from outside the UK

- Increase in mix of international visitors in October 2024, driven by increased percentage of visits from Western, Northern and Southern Europe.
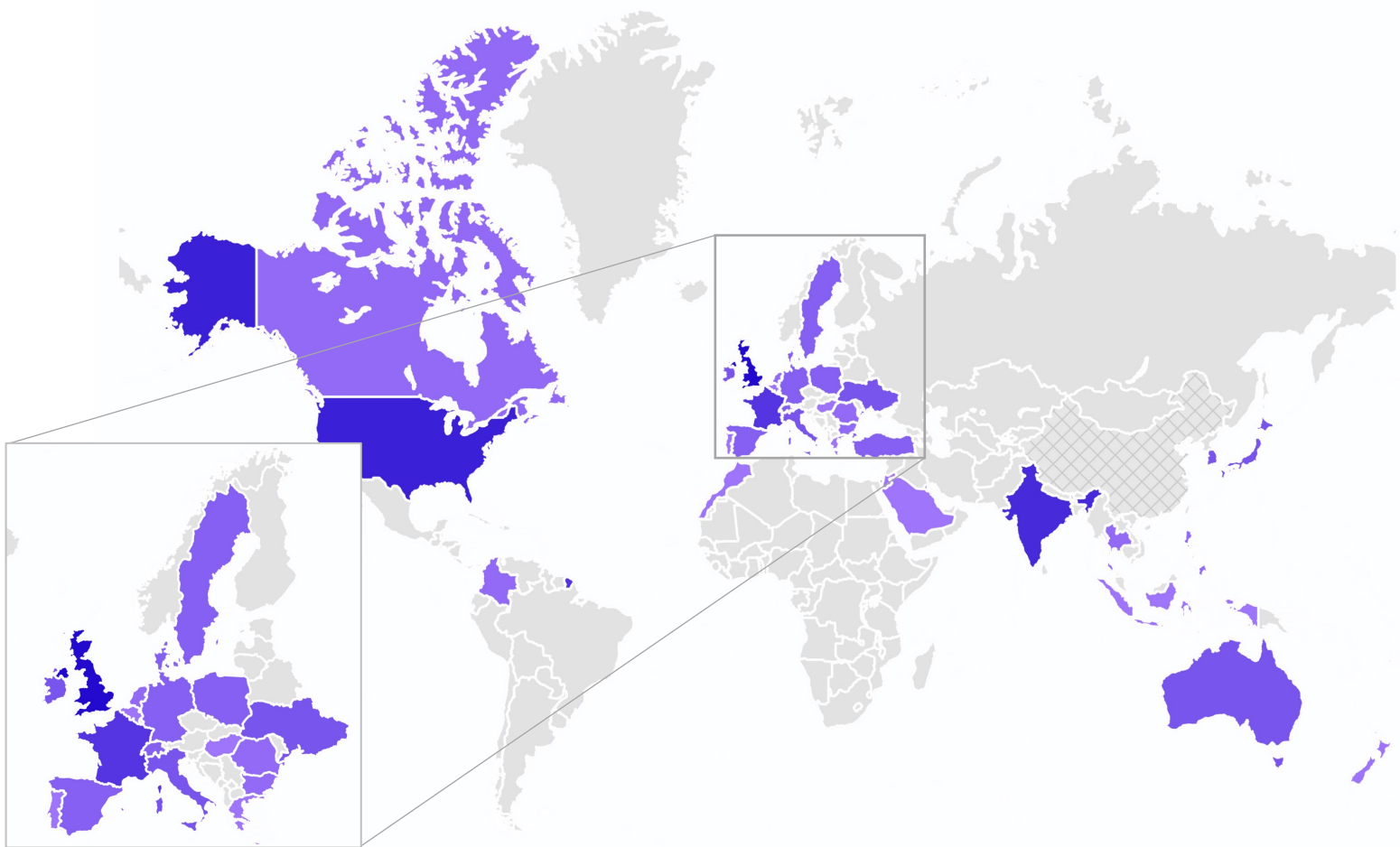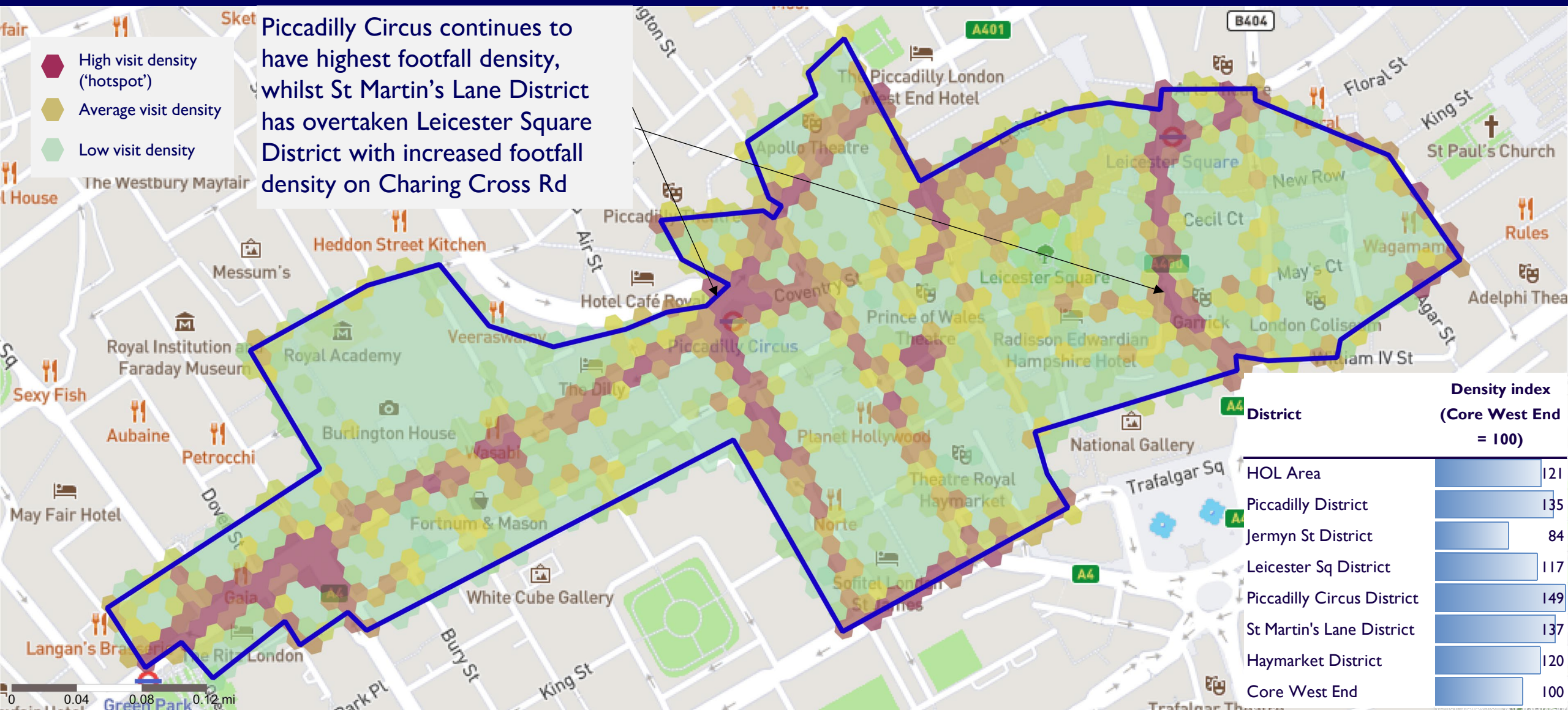
| | Region | % | | +/- percentage point change |
|---|---|---|---|---|
| 1 | United Kingdom | 61.7 | ⬇ | -3.0 |
| 2 | Northern America | 9.6 | ⬇ | -1.6 |
| 3 | Western Europe | 6.5 | ⬆ | 3.9 |
| 4 | Southern Asia | 5.2 | ⬇ | -1.8 |
| 5 | Eastern Europe | 3.9 | ⬇ | -0.1 |
| 6 | Eastern Asia | 2.8 | ⬇ | -0.4 |
| 7 | Northern Europe | 2.6 | ⬆ | 1.2 |
| 8 | Southern Europe | 2.5 | ⬆ | 0.9 |
| 9 | Western Asia | 2.3 | ⬆ | 0.5 |
| 10 | Australia and New Zealand | 1.5 | ⬆ | 0.3 |
| | **Europe (excl. UK)** | 15.5 | ⬆ | 6.0 |
| | **Rest of the world** | 22.8 | ⬇ | -3.0 |
| | **Non UK** | 38.3 | ⬆ | 3.0 |

*Note: Data unavailable for visitors from China*

16

# Visitor Volumes
## Piccadilly Circus and St Martin's Lane have highest footfall density

Piccadilly Circus continues to have highest footfall density, whilst St Martin's Lane District has overtaken Leicester Square District with increased footfall density on Charing Cross Rd

High visit density ('hotspot')

Average visit density

Low visit density

| District | Density index (Core West End = 100) |
|---|---|
| HOL Area | 121 |
| Piccadilly District | 135 |
| Jermyn St District | 84 |
| Leicester Sq District | 117 |
| Piccadilly Circus District | 149 |
| St Martin's Lane District | 137 |
| Haymarket District | 120 |
| Core West End | 100 |

# Visitor Volumes: YTD performance
## 2024 YTD visits level with 2023 levels

**HOL Area**
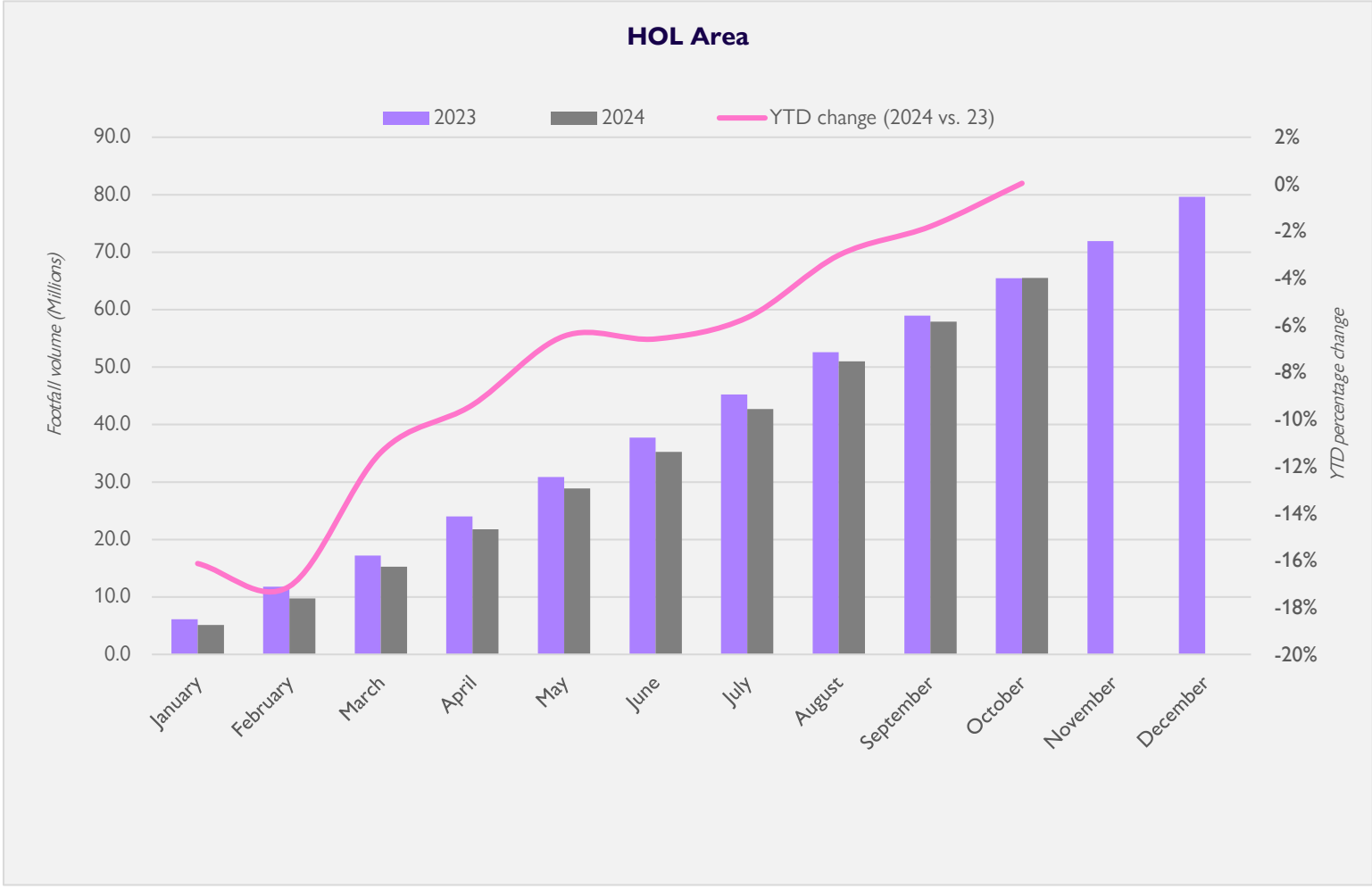


- YTD visit volumes are now consistent with 2023 levels (+0.04%).

- Following a slow start, cumulative visits in 2024 have caught up with 2023 during October, thanks to sustained recovery vs. previous year since June.

Business

18

# Visitor Volumes: TFL station usage
## TfL station usage

TfL data interrupted by recent cyber attack. Reporting will resume as soon as possible
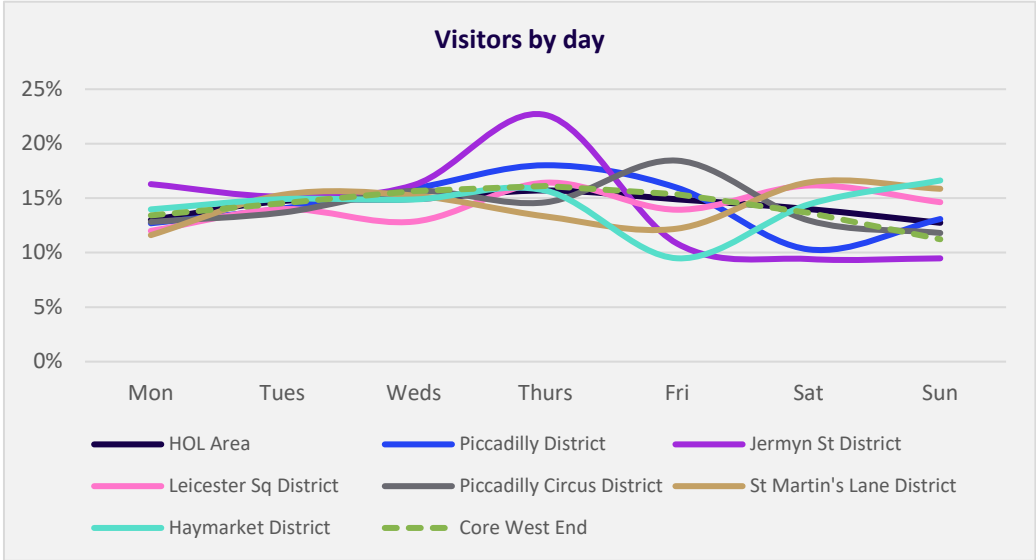
# Visitor Behaviour
## October 2024

Key takeaways

- Leisure and entertainment districts see a high proportion of visits on Fridays and into the weekend.  Worker-centric locations see more visits on Wednesdays and Thursdays.

- We are seeing higher volumes of unique visitors this year than we have previously which aligns with overall higher footfall figures.

- Additionally, dwell time has increased by an average of 7 mins against last month.

# Visitor Behaviour
## 32.8% of visitors to HOL area visit on a Friday or Saturday

### Visitors by day



Legend:
- HOL Area
- Piccadilly District
- Jermyn St District
- Leicester Sq District
- Piccadilly Circus District
- St Martin's Lane District
- Haymarket District
- Core West End

### Visitors by hour

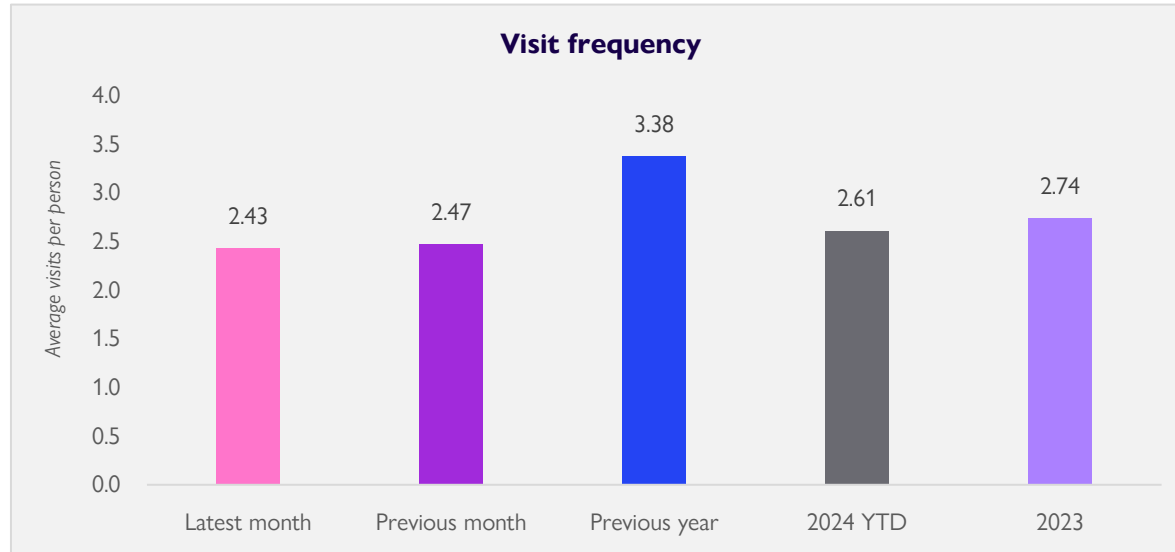| District | 00:00-06:00 | 06:00-09:00 | 09:00-12:00 | 12:00-15:00 | 15:00-18:00 | 18:00-00:00 |
|---|---|---|---|---|---|---|
| HOL Area | | 7% | 12% | 19% | 24% | 30% |
| Piccadilly District | | 8% | 18% | 20% | 20% | 28% |
| Jermyn St District | | 4% | 8% | 20% | 22% | 39% |
| Leicester Sq District | | 5% | 11% | 19% | 23% | 31% |
| Piccadilly Circus District | | 5% | 11% | 18% | 27% | 33% |
| St Martin's Lane District | | 5% | 11% | 21% | 28% | 29% |
| Haymarket District | | 4% | 9% | 19% | 31% | 32% |
| Core West End | | 10% | 16% | 21% | 24% | 23% |

- Thursdays have overtaken Saturdays as the most popular day across the HOL Area.

- Lower proportion of footfall on Fridays and Saturdays in Jermyn Street District, with Sundays seeing a comparative rise.
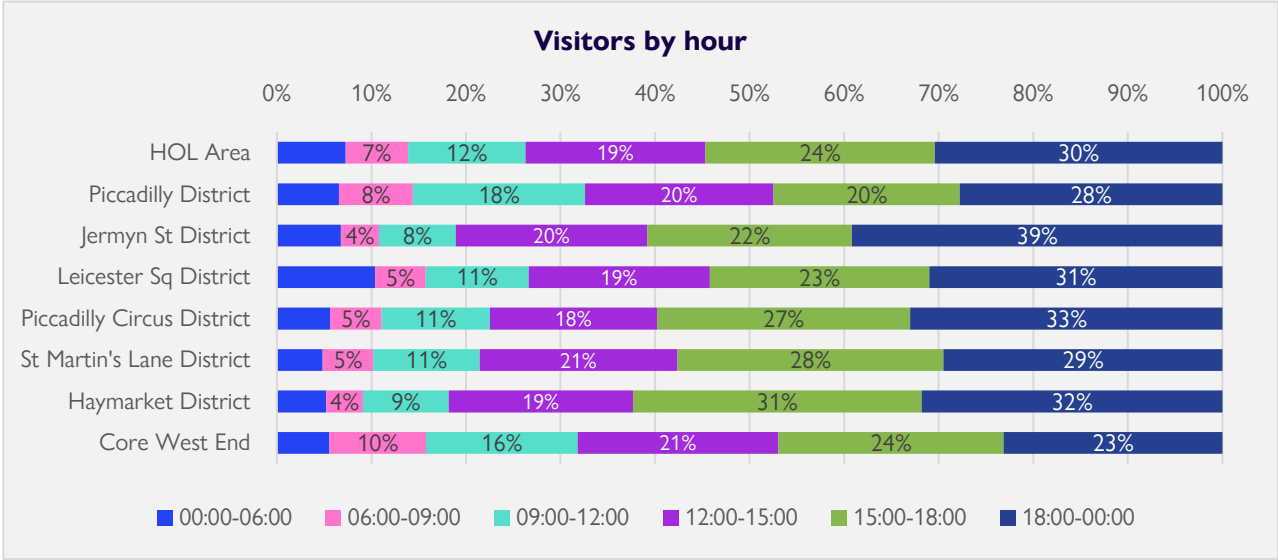
- Visitor volumes typically peak during lunchtime and into the afternoon.

Business

23

# Visitor Behaviour
# Visitors came less frequently but stayed for longer than in September

## Visit frequency



Average visits per person

| Latest month | Previous month | Previous year | 2024 YTD | 2023 |
|---|---|---|---|---|
| 2.43 | 2.47 | 3.38 | 2.61 | 2.74 |

## Dwell



Dwell time (mins)

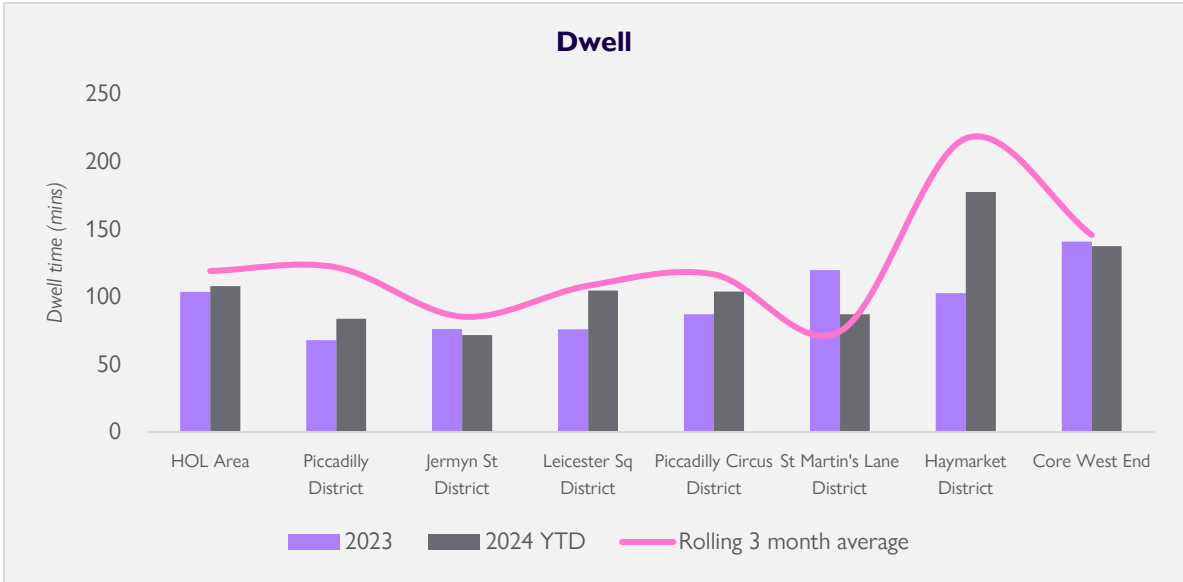| Latest month | Previous month | 2024 YTD | 2023 |
|---|---|---|---|
| 2 hrs 5 mins | 1 hr 58 mins | 1 hr 48 mins | 1 hr 44 mins |

- Average visitor visited the HOL Area 2.43 times in October, down from 2.47 in September.
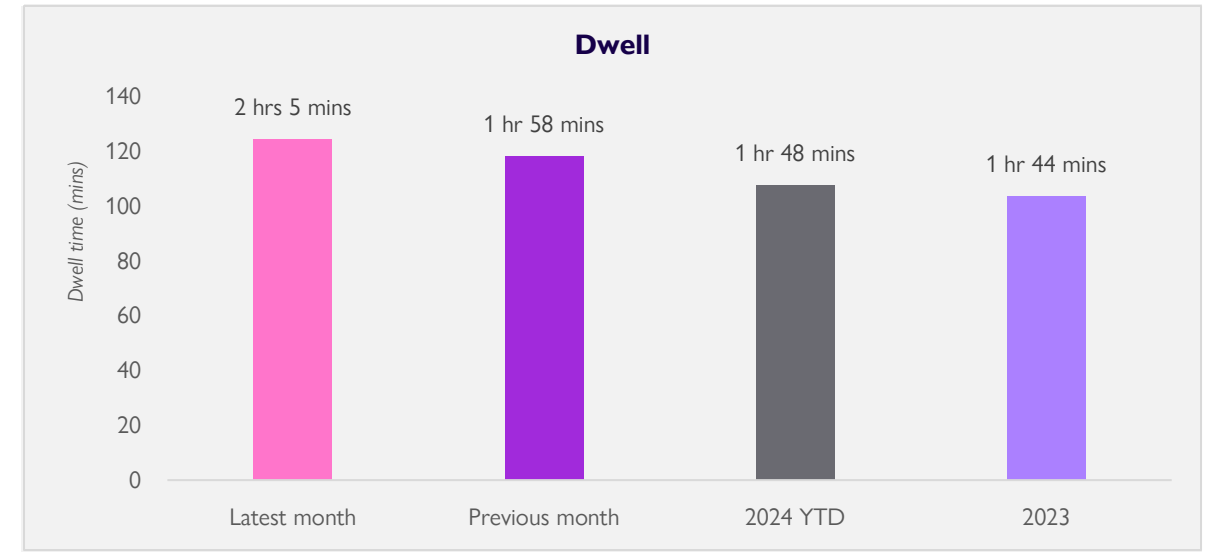
- Dwell time increased by 7 mins in October vs. September.

- 45.9% of visitors to the HOL Area dwell less than an hour.

Business

# Visitor Behaviour: Dwell time
## Dwell time increased in most districts over summer period



**Dwell**

Dwell time (mins) — districts: HOL Area, Piccadilly District, Jermyn St District, Leicester Sq District, Piccadilly Circus District, St Martin's Lane District, Haymarket District, Core West End

Legend: 2023, 2024 YTD, Rolling 3 month average



**Dwell by day**

Dwell time (index) — days: Mon, Tues, Weds, Thurs, Fri, Sat, Sun

Legend: HOL Area, Core West End

- Dwell time increased in most districts over last 3 months.

- Haymarket saw the largest increase in dwell time over last 3 months vs. 2024 YTD.

- Haymarket also had the longest dwell time, at 3 hours and 59 minutes.
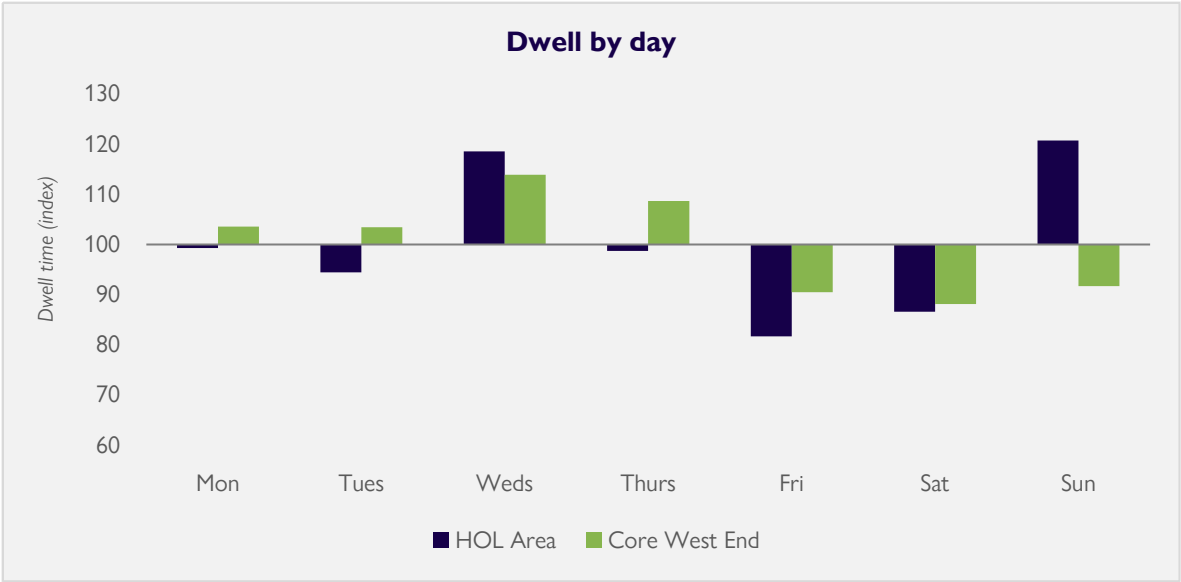
- The HOL Area had longer than average dwell times on Wednesday and Sunday.

- The pattern for the wider Core West End area is similar to the HOL Area.

# Cross visitation up vs. September but down vs. October 2023

**Cross visitation index**



**Change in cross visitation**
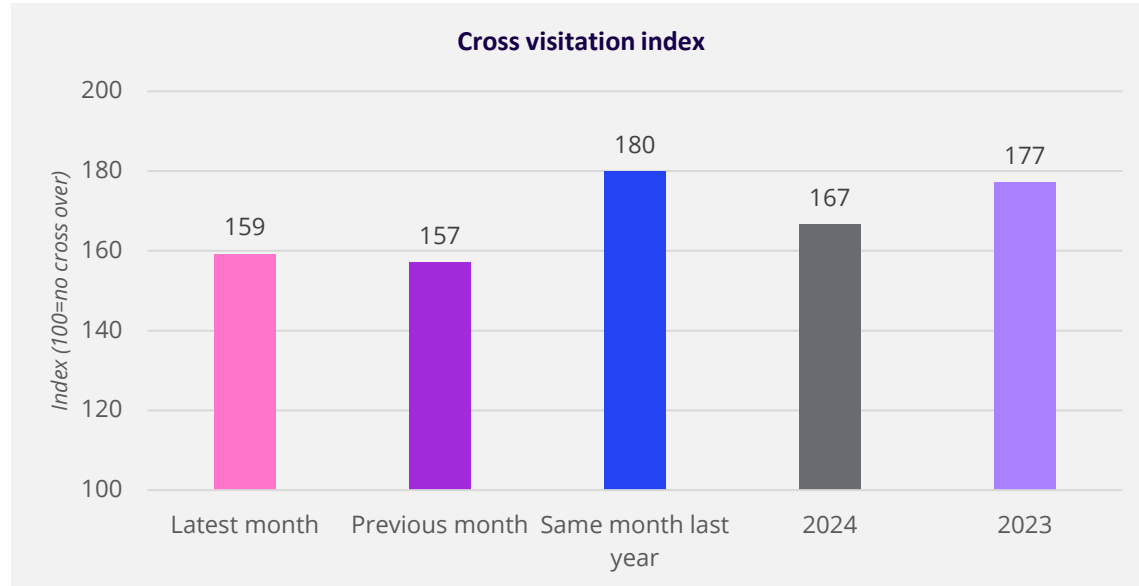


- Cross visitation index shows the number of visitors visiting multiple districts per trip.

- If all visitors visited one district per trip the index would be 100 (indicating no cross over). If visitors visit 2 or more districts per trip the index will be greater than 100 (worked example in appendix).
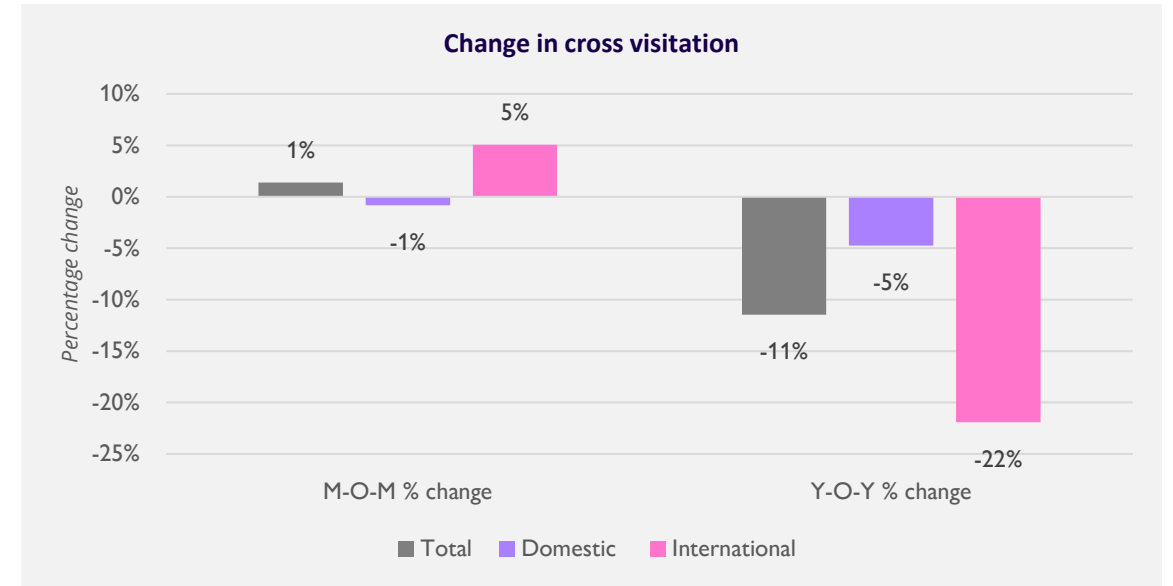
- -11% decrease in cross visitation index YoY, meaning -11% fewer people have visited more than one district within the HOL Area.

Business

# Visitor Profile
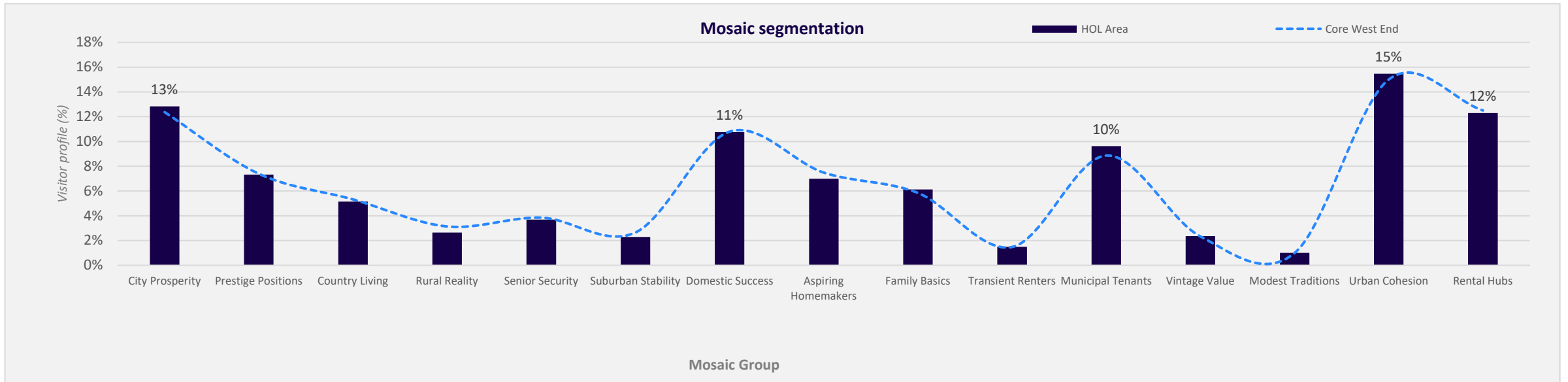
# Visitor Profile Key Points
## October 2024

Key takeaways

- New data shows the split of domestic workers, visitors and residents. There is a slowly increasing amount of workers returning to the office but longer-term analysis is needed to confirm this trend.

- Decrease of **18.5%** of the 5 largest Mosaic demographic groups, showing diversification.
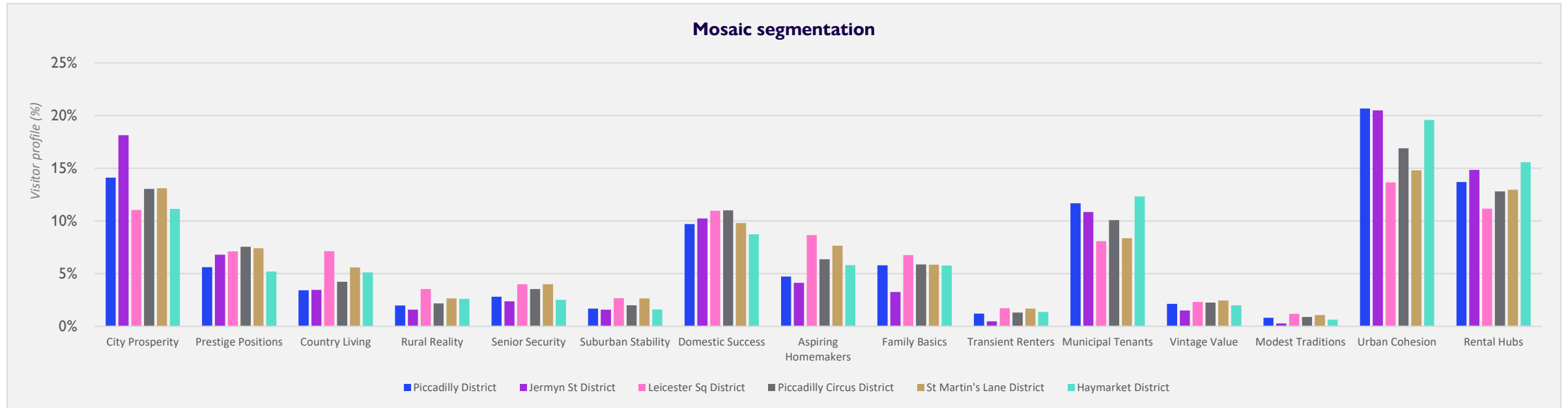
# Visitor Profile: Mosaic profile
## 'Urban Cohesion' and 'City prosperity' dominant Mosaic groups

**Mosaic segmentation** ▬ HOL Area ----- Core West End

Y-axis: Visitor profile (%) — 0%, 2%, 4%, 6%, 8%, 10%, 12%, 14%, 16%, 18%

Labelled values: City Prosperity 13%, Domestic Success 11%, Municipal Tenants 10%, Urban Cohesion 15%, Rental Hubs 12%

X-axis (Mosaic Group): City Prosperity, Prestige Positions, Country Living, Rural Reality, Senior Security, Suburban Stability, Domestic Success, Aspiring Homemakers, Family Basics, Transient Renters, Municipal Tenants, Vintage Value, Modest Traditions, Urban Cohesion, Rental Hubs

- Visitor profile biased towards 3 Mosaic groups 'Urban Cohesion', 'City Prosperity' and 'Rental Hubs'.

- 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.

Business

29

# 61.0% of domestic visitors from 5 Mosaic groups



**Mosaic segmentation**

- Consistent profile across the districts with the same 5 Mosaic groups representing >61% of all visitors, with the diversification of visits likely due to the half-term holidays altering visit patterns.

- Piccadilly District has the highest proportion of Urban Cohesion visitors (20.7%) while Jermyn St District has highest proportion of City Prosperity (18.1%), likely due to the higher presence of office workers.

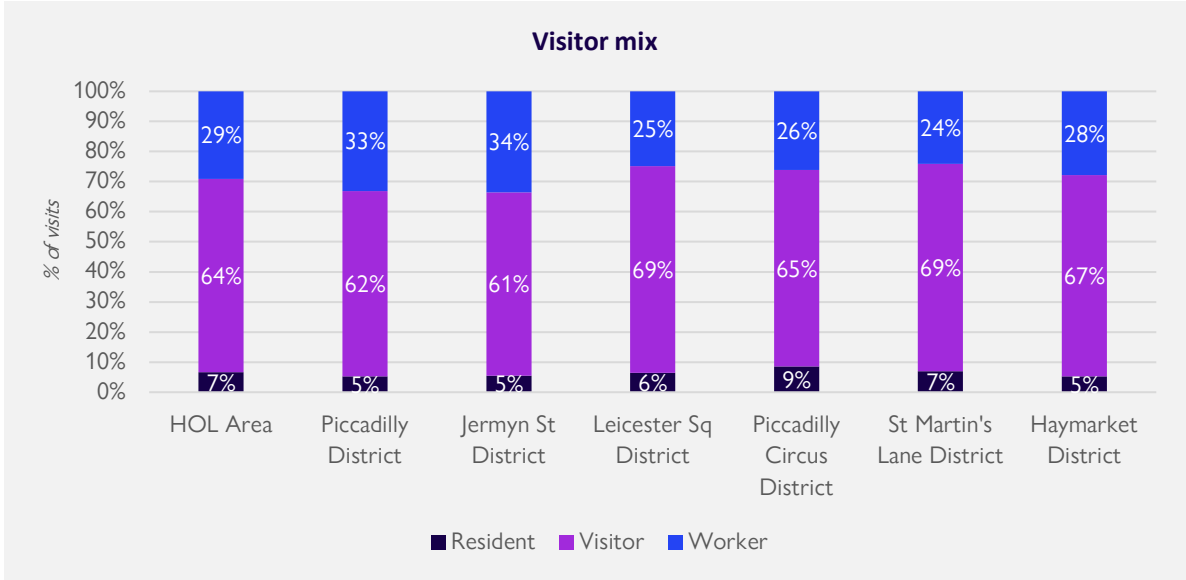Business

# Visitor Profile: Mosaic profile
## Decrease in 5 core Mosaic groups in majority of districts

**Mosaic segmentation month on month change**
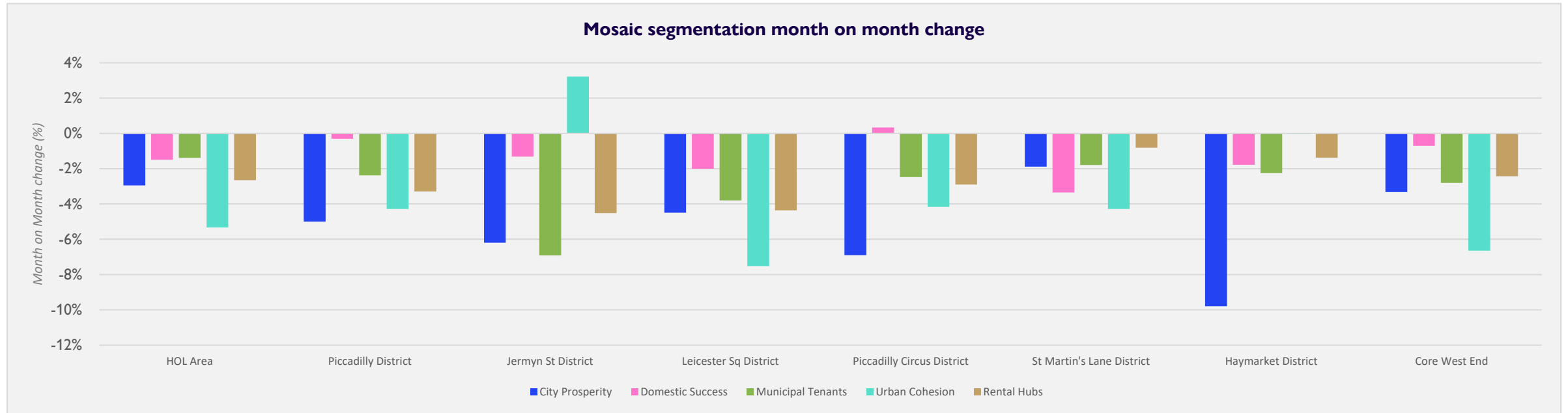


- 61.0% of HOL Area visitors are from 5 core Mosaic groups (down -18.5% vs. September).

- Large increases in Country Living, Rural Reality and Aspiring Homemakers groups seen in October.
- Significant decrease has been seen in all 5 core groups but they do still represent the 5 most common groups to the HOL Area.

- Only two districts experienced an increase in any of the 5 core groups, with Jermyn St seeing a +3.2% rise in Urban Cohesion visitors, while Piccadilly Circus saw a +0.3% rise in Domestic Success.

31

Business

# Visitor Profile (new data sets)
## Worker visits up in all districts vs. October 2023

**Visitor mix**



| Area | Change vs. previous year | | |
|------|----------|---------|--------|
| | **Resident** | **Visitor** | **Worker** |
| **HOL Area** | **-1.9%** | **-1.7%** | **4.5%** |
| Piccadilly District | 0.8% | -2.1% | 4.0% |
| Jermyn St District | 2.8% | -2.2% | 3.7% |
| Leicester Sq District | -5.4% | -1.0% | 4.6% |
| Piccadilly Circus District | -3.6% | 0.4% | 0.3% |
| St Martin's Lane District | -3.1% | -1.8% | 6.7% |
| Haymarket District | -2.8% | -0.9% | 2.7% |

- Exploring the domestic visitor base, 'visitors' are the largest group in all districts (vs. workers and residents).
- Leicester Sq had the highest percentage of 'visitor' visits in October (69%) due to strong tourism focus.
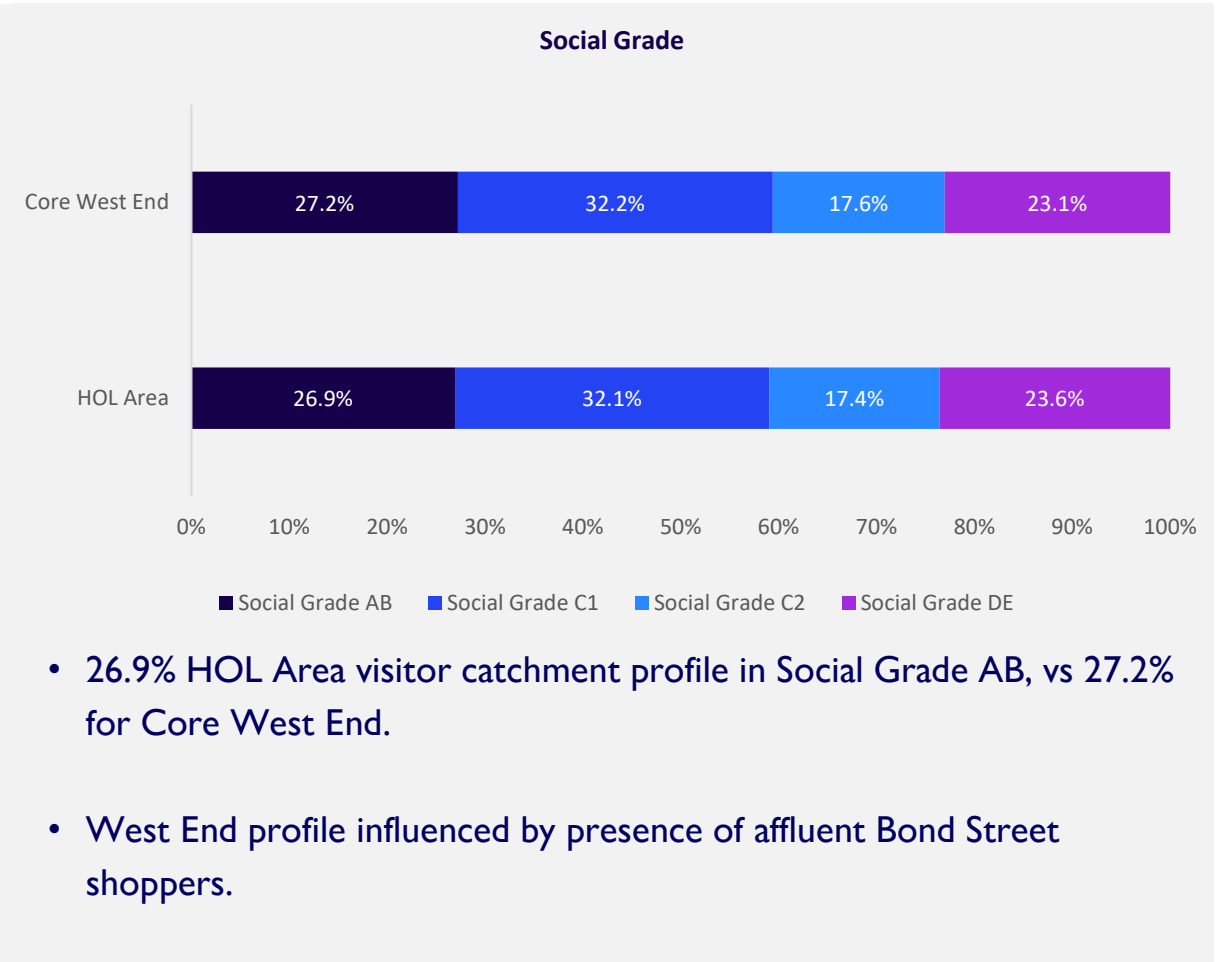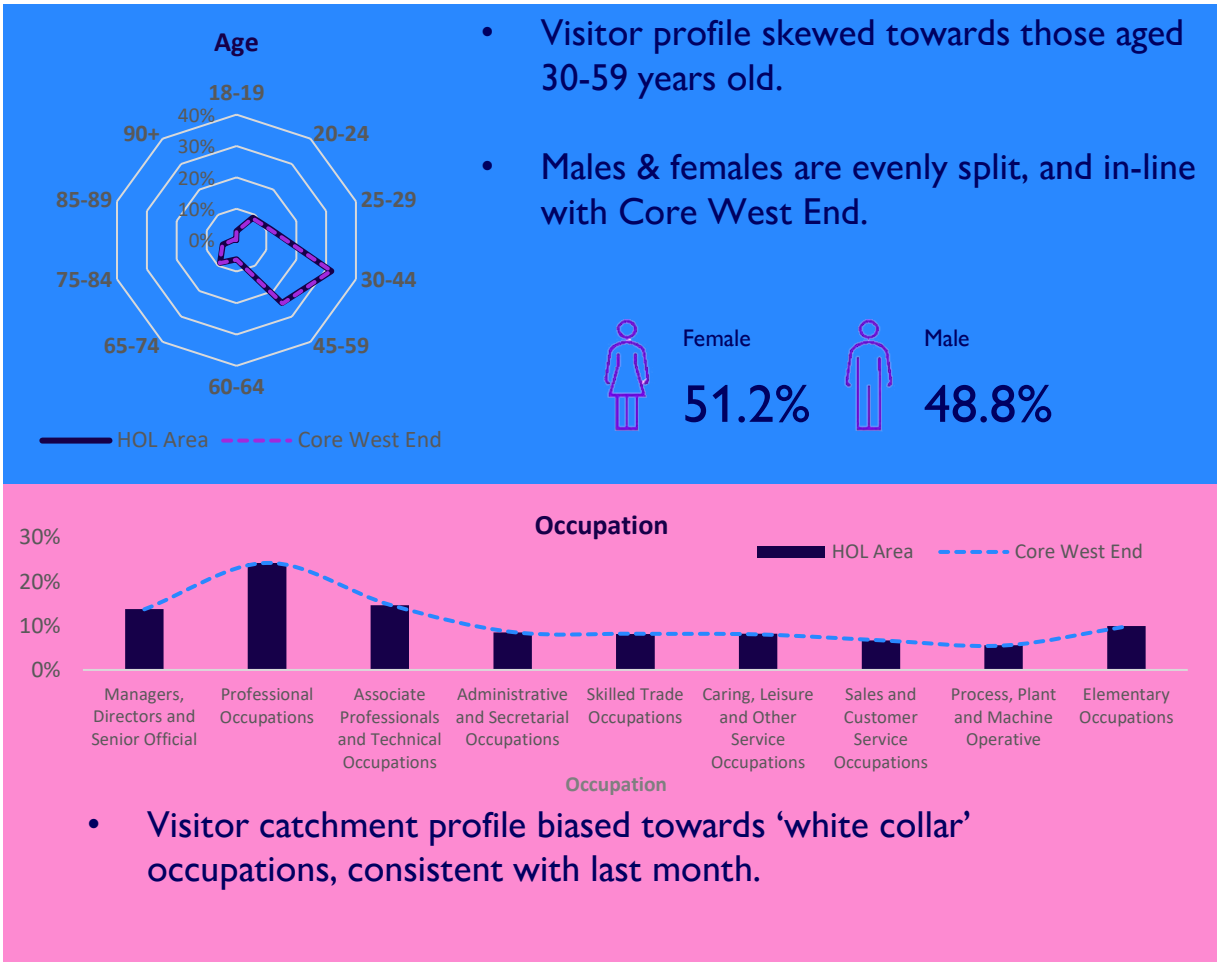- Jermyn St had the highest percentage of workers (34%).

- Visitor mix is relatively consistent with October 2023, with only small changes observed in the majority of districts.
- All districts saw an increase in workers in October 2024 vs. October 2023, indicating a slight increase in the 'return to office' for some employers.

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

Business

# Appendix

# Catchment leans towards middle-aged, white-collar workers

## Age



— HOL Area  – – – Core West End

- 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%**

## Occupation

■ HOL Area    – – – Core West End



Occupation

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

## Social Grade



| | AB | C1 | C2 | DE |
|---|---|---|---|---|
| Core West End | 27.2% | 32.2% | 17.6% | 23.1% |
| HOL Area | 26.9% | 32.1% | 17.4% | 23.6% |

■ Social Grade AB    ■ Social Grade C1    ■ Social Grade C2    ■ Social Grade DE

- 26.9% HOL Area visitor catchment profile in Social Grade AB, vs 27.2% for Core West End.

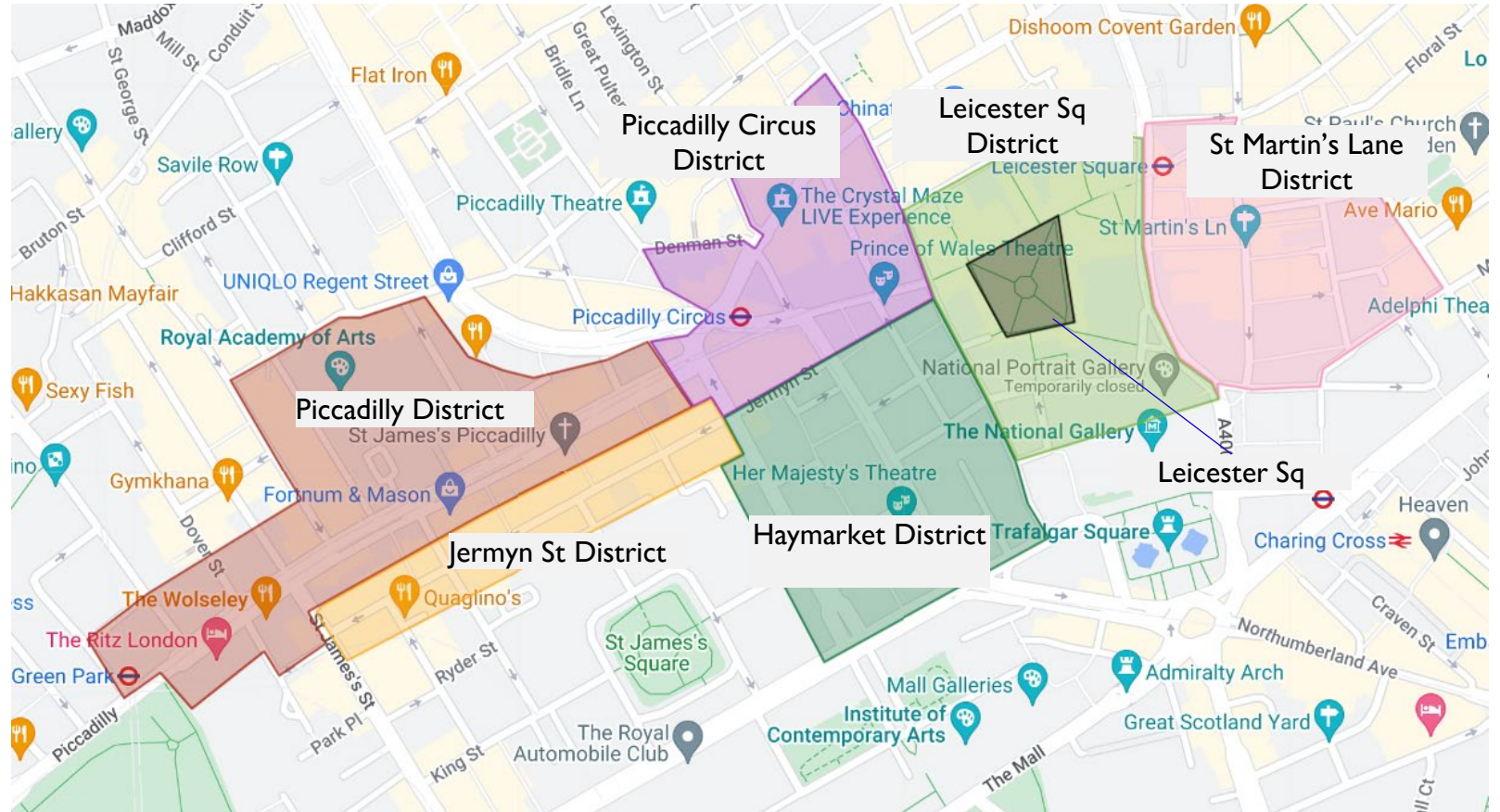- West End profile influenced by presence of affluent Bond Street shoppers.
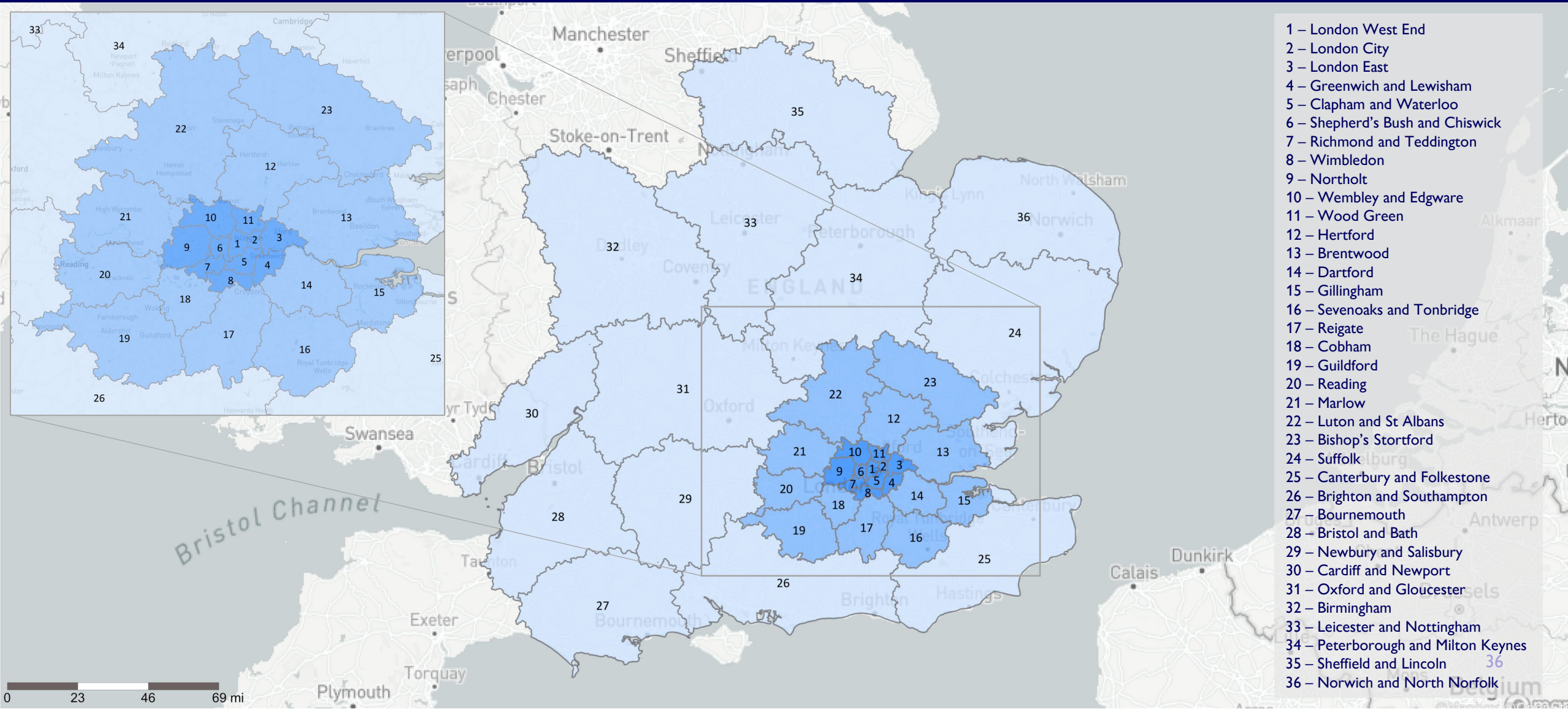
Business

- 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

1 – London West End
2 – London City
3 – London East
4 – Greenwich and Lewisham
5 – Clapham and Waterloo
6 – Shepherd's Bush and Chiswick
7 – Richmond and Teddington
8 – Wimbledon
9 – Northolt
10 – Wembley and Edgware
11 – Wood Green
12 – Hertford
13 – Brentwood
14 – Dartford
15 – Gillingham
16 – Sevenoaks and Tonbridge
17 – Reigate
18 – Cobham
19 – Guildford
20 – Reading
21 – Marlow
22 – Luton and St Albans
23 – Bishop's Stortford
24 – Suffolk
25 – Canterbury and Folkestone
26 – Brighton and Southampton
27 – Bournemouth
28 – Bristol and Bath
29 – Newbury and Salisbury
30 – Cardiff and Newport
31 – Oxford and Gloucester
32 – Birmingham
33 – Leicester and Nottingham
34 – Peterborough and Milton Keynes
35 – Sheffield and Lincoln
36 – Norwich and North Norfolk

36

# Appendix
# Cross visitation example

Cross visitation example

- Person A only visits Piccadilly District – counts as 1 visit to Piccadilly District and 1 visit to the HOL area (cross visitation index = 100)

- Person B walks through 3 districts – this counts a visit to each of the districts but only 1 visit to the HOL area (cross visitation index = 300)
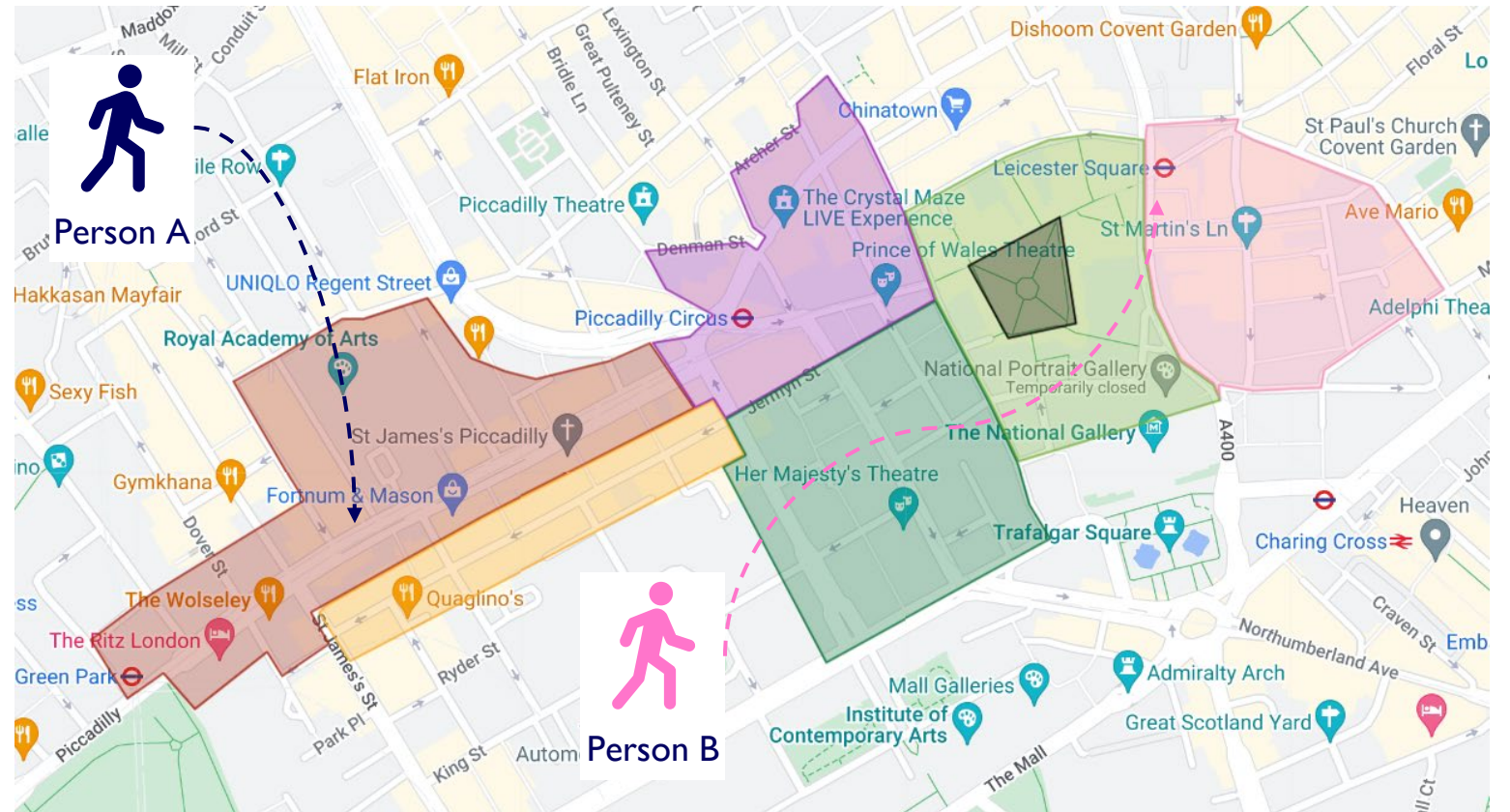
- 3 key visitor types used within BT data:

Resident: the number of residents of that area 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

Worker: the number of workers of that area who spend more than 10 minutes in that location in that time period. A person's 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 area in that time period

Business

| 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. |

Business

- 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
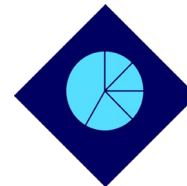  – Spending habits

**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

Business

- This report is confidential to the addressee and Colliers accepts no responsibility whatsoever in respect of this report to any other person.
- Any market projections incorporated within this report including but not limited to, income, expenditure, associated growth rates, interest rates, incentives, yields and costs are projections only and may prove to be inaccurate. Accordingly, such market projections should be interpreted as an indicative assessment of potentialities only, as opposed to certainties. Financial, market and economic projections, estimates and forecasts are inherently uncertain. Colliers cannot accept any liability should any projections, estimates, forecasts, data, recommendations or any other statements made in this report prove to be inaccurate or based on incorrect premises. No warranty is given as to the accuracy of any projections, estimates, forecasts, data, recommendations or any other statements made in this report. This report does not constitute and must not be treated as investment or valuation advice.
- This publication is the copyrighted property of Colliers and/or its licensor(s). © 2024. All rights reserved.
- Colliers is the licensed trading name of Colliers International Retail UK LLP which is a limited liability partnership registered in England and Wales with registered number OC334835. Our registered office is at 95 Wigmore Street, London W1U 1FF.

Business

**Matt Harris, Heart of London Business Alliance**
Data & Insights Manager
+44 207 734 4507 |  +44 7849 829 756
matth@holba.london

**Paul Matthews, Colliers**
Director | co-Head of Retail Strategy & Analytics
+44 207 344 6782 |  +44 7920 072436
paul.matthews@colliers.com

**Emma Sharman, Colliers**
Senior Consultant | Retail Strategy & Analytics
+44 20 7344 6781  | +44 7873 626188
emma.sharman@colliers.com