Visitor Insights
September report 2024

Shaping a
world-class
West End

Issued:
31st October 2024

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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.

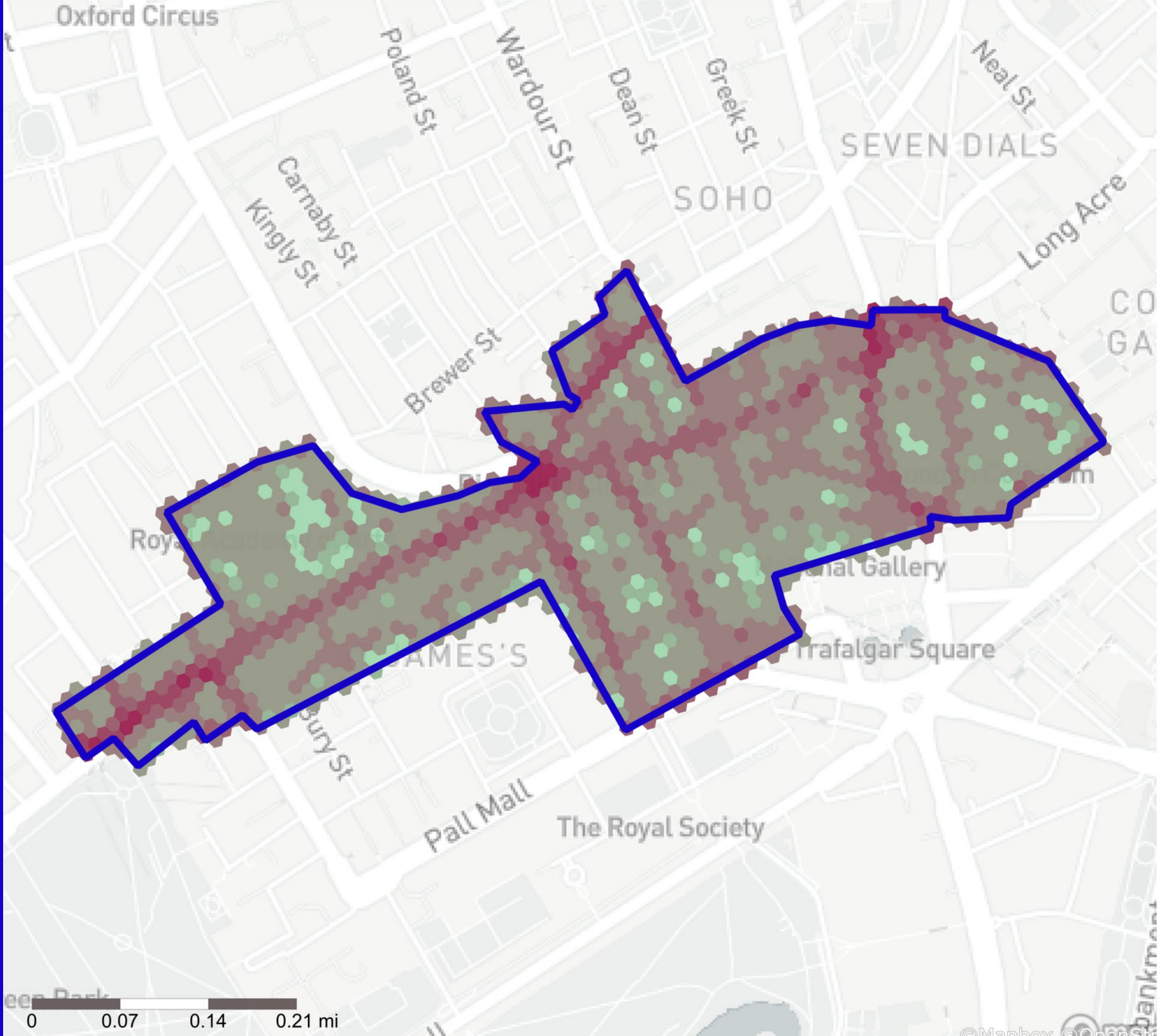
This monthly report provides key insights from preceding calendar month including information about:

- 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



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01

Summary


GET UP STAND UP!
THE BOB MARLEY MUSICAL
APOLLO
APOLLO THEATRE
JAMIE

Exec Summary
September 2024

September saw a return to normal patterns after the summer holidays. Footfall is down month-on-month due to the August peak, which is to be expected. It's typical however to see dwell time increasing as we see an increase in office workers returning and spending more time in the area. This is visible in the graph on page 31 where we can see the City Prosperity demographic increasing.

The general weekly pattern, as shown on page 11, sees low footfall at the start of the week, increasing towards a Saturday peak, before dropping again on Sunday. The Vitality London 10k London on Sunday 28 September bucked this trend, however, we saw an unusually busy Tuesday on the 24th, which could have been due to pent-up demand from a very wet Monday.

Looking at the graph on page 19, we can see promising signs that the gap between 2023 and 2024 is narrowing, with 2024 figures now at just -2% behind 2023 levels. A low 2024 could be accounted for by political instability at the beginning of the year, impacting international and domestic travel. The continuing cost of living crisis also being a major factor in consumer travel decisions. However, if this trend continues to improve, at this rate, we are likely to see strong footfall figures over the festive period.

I'd also like to draw attention to the information on page 36. In order to get a true count of overall footfall in the HOLBA area, our data suppliers are not counting individuals multiple times as they travel through each district. However, this means that the district-specific footfall counts can look different from the overall HOLBA area.

As always, please get in touch if you have any questions.

Matt Harris, Data and Insights Manager, Heart of London Business Alliance
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Video Summary
September 2024

We are introducing a monthly video summary to accompany our performance reports.

We would love to hear your thoughts on the video summaries, please email me at matth@holba.london with any feedback or suggestions for making these reports even more accessible for all our members.

Click here to play.

Key takeaways
September 2024

- Footfall is down compared to last month. However, this is to be expected, as it a result of a return to normal patterns from the high footfall of the summer holidays.

- This normalisation of area performance patterns is reflected further with the increased dwell time and visitors coming in from the core catchment area. This is indicative of a higher ratio of office workers compared to tourists

- Dwell time by days of the week shows a similar trend to the Core West End. However, there is one major difference that being Thursdays. The Core West End’s dwell time is still high but it drops in the HOL area. This is likely due to the HOL area’s leisure focused offer attracting more visitors on Thursdays. Possibly workers from surrounding areas as they more likely to be working from home on Fridays. This drives down the average dwell in the HOL area.

- A new metric, to this report is cross visitation. This examines how many people visit multiple districts within the HOL Area. What this data is showing is that cross visitation is lower than it has been in previous years. This means that visits to the HOLBA area could be higher but due to the individual districts having separate counts these can be lower.

Summary
September 2024

6.9 m
(-17%)

Visitors to HOL area down 17% month on month

YTD footfall down -2% vs. 2023

1 hr 58 mins
(+3%)

Visitors typically spend just under 2 hours in the area. Up 12 mins vs YTD average

78.9%
(+5.4%)

78.9% of visits from Core catchment, with more visitors coming from Inner London and surrounding suburbs

02 Visitor Volumes

Exec-Summary- Visitor Volumes
September 2024

- Footfall is down compared to last month. However, this is to be expected, as it a result of a return to normal patterns from the high footfall of the summer holidays.

- This normalisation of area performance patterns is reflected further with the increased dwell time and visitors coming in from the core catchment area. This is indicative of a higher ratio of office workers compared to tourists

- The general patterns of visitor volumes across the month continue to hold with footfall usually lower on a Monday rising to a peak on Saturday. There was relatively few events or poor weather this month leading to more stable footfall.

- The Primary catchment area (Greater London) increased by almost 12% vs the previous month however this countered by a 23.2% drop in the tertiary catchment (areas like North Essex, Southeast Kent and Oxfordshire).

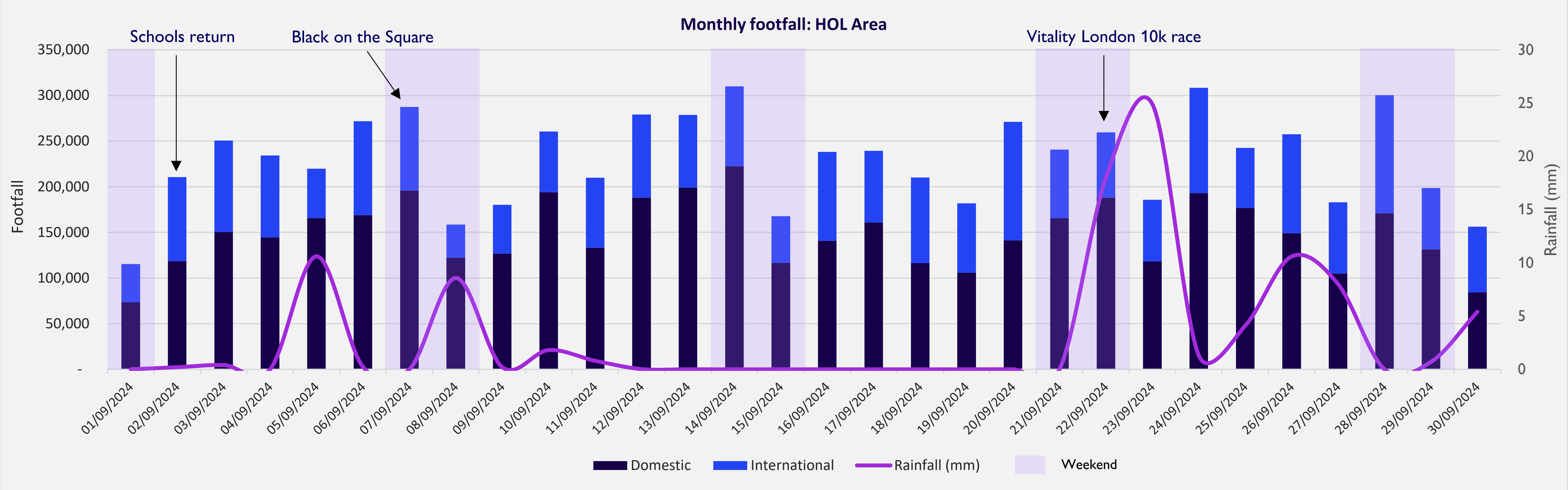
Visitor Volumes
Footfall volumes up 8% year-on-year

17% month-on-month decrease across HOL Area - decline consistent with last September following summer holiday period

District	Month-on-Month			Year-on-Year		
	Total	*Domestic*	*International*	Total	*Domestic*	*International*
HOL Area	-17%	*-17%*	*-17%*	8%	*6%*	*14%*
Piccadilly District	-15%	*-11%*	*-21%*	-14%	*-8%*	*-24%*
Jermyn St District	-19%	*-23%*	*-9%*	-13%	*12%*	*-37%*
Leicester Sq District	-29%	*-28%*	*-30%*	13%	*33%*	*-16%*
Piccadilly Circus District	-23%	*-24%*	*-21%*	-14%	*-16%*	*-12%*
St Martin's Lane District	-28%	*-29%*	*-26%*	0%	*5%*	*-8%*
Haymarket District	-6%	*1%*	*-17%*	-12%	*-3%*	*-26%*
Core West End	-6%	*-5%*	*-9%*	20%	*9%*	*49%*
HOL Area - major street avg	-20%	*-20%*	*-22%*	-21%	*-5%*	*-39%*

- Visits up 8% across HOL area year-on-year, with strongest growth seen in Leicester Sq (+13%)
- Decline in month-on-month visitation consistent with last September, with visits dropping as summer holidays come to an end
- Larger YoY declines by district compared to the overall HOL area indicates a drop in 'cross-visitation' i.e. people are visiting fewer districts per trip compared to last year- see page 28 for more info

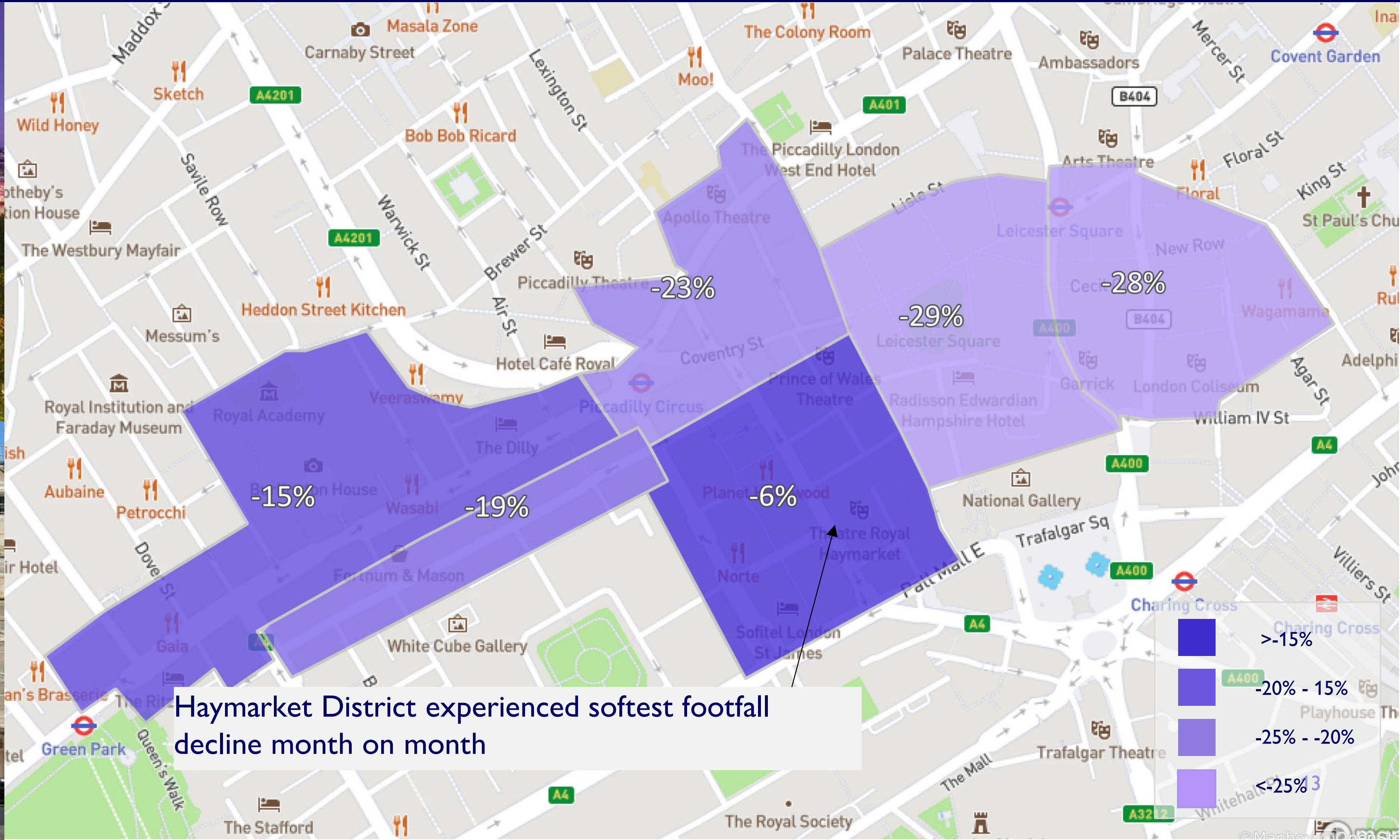
Visitor Volumes
Strong Saturday footfall in September



- Strong Saturday footfall in September, with Saturday visits averaging 24% higher than the total daily average for the month
- Footfall appears to have been impacted somewhat by the heavy rain experienced on 23rd September, with visits -4% below the Monday average in September

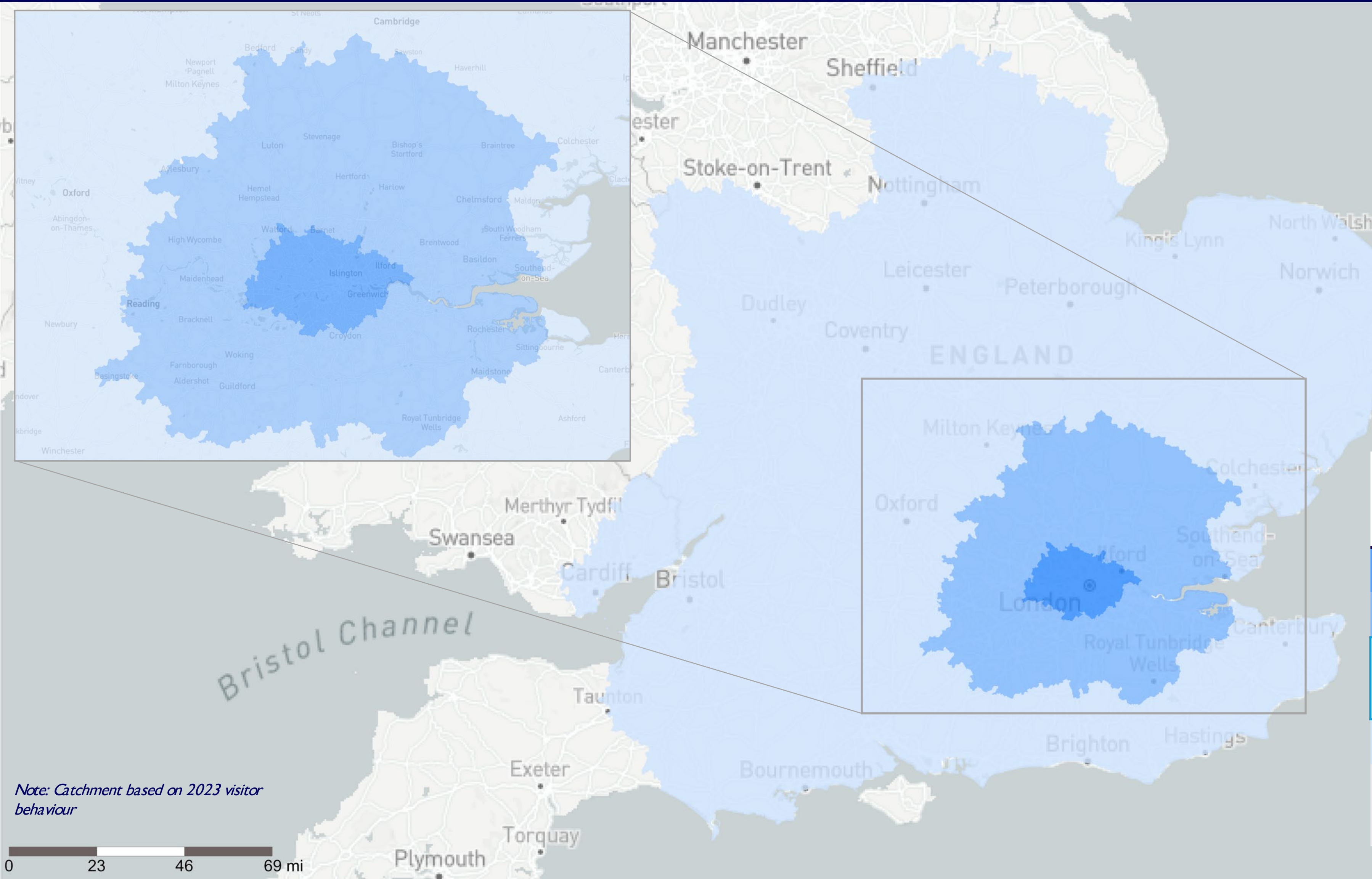
Visitor Volumes

September vs. August 2024: Haymarket saw smallest footfall decrease



Haymarket District experienced softest footfall decline month on month

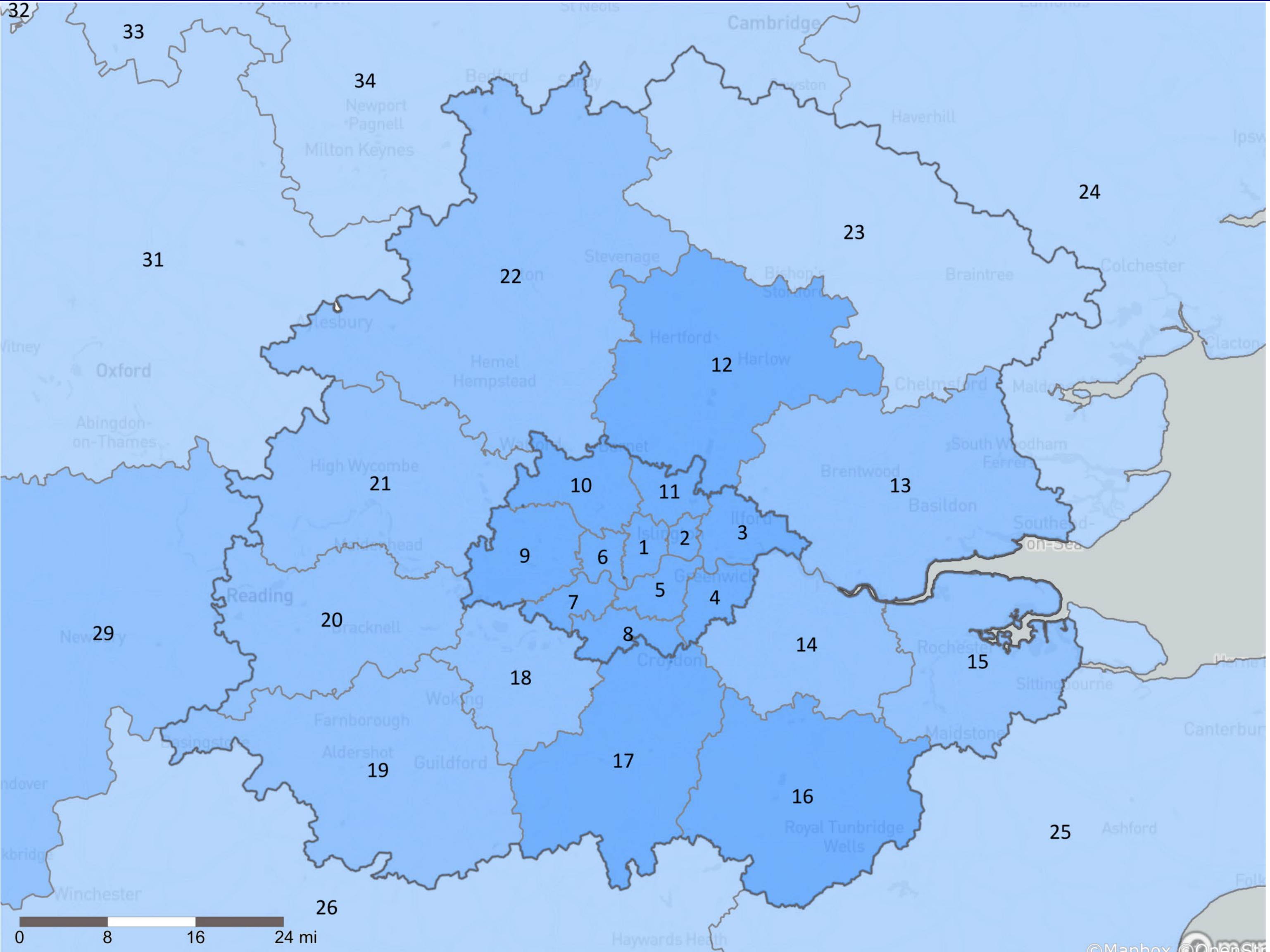
Visitor Volumes
HOL's Core catchment has a population of 16.3million



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

Note: Catchment based on 2023 visitor behaviour

Visitor Volumes
11.9% increase in visits from Primary Catchment

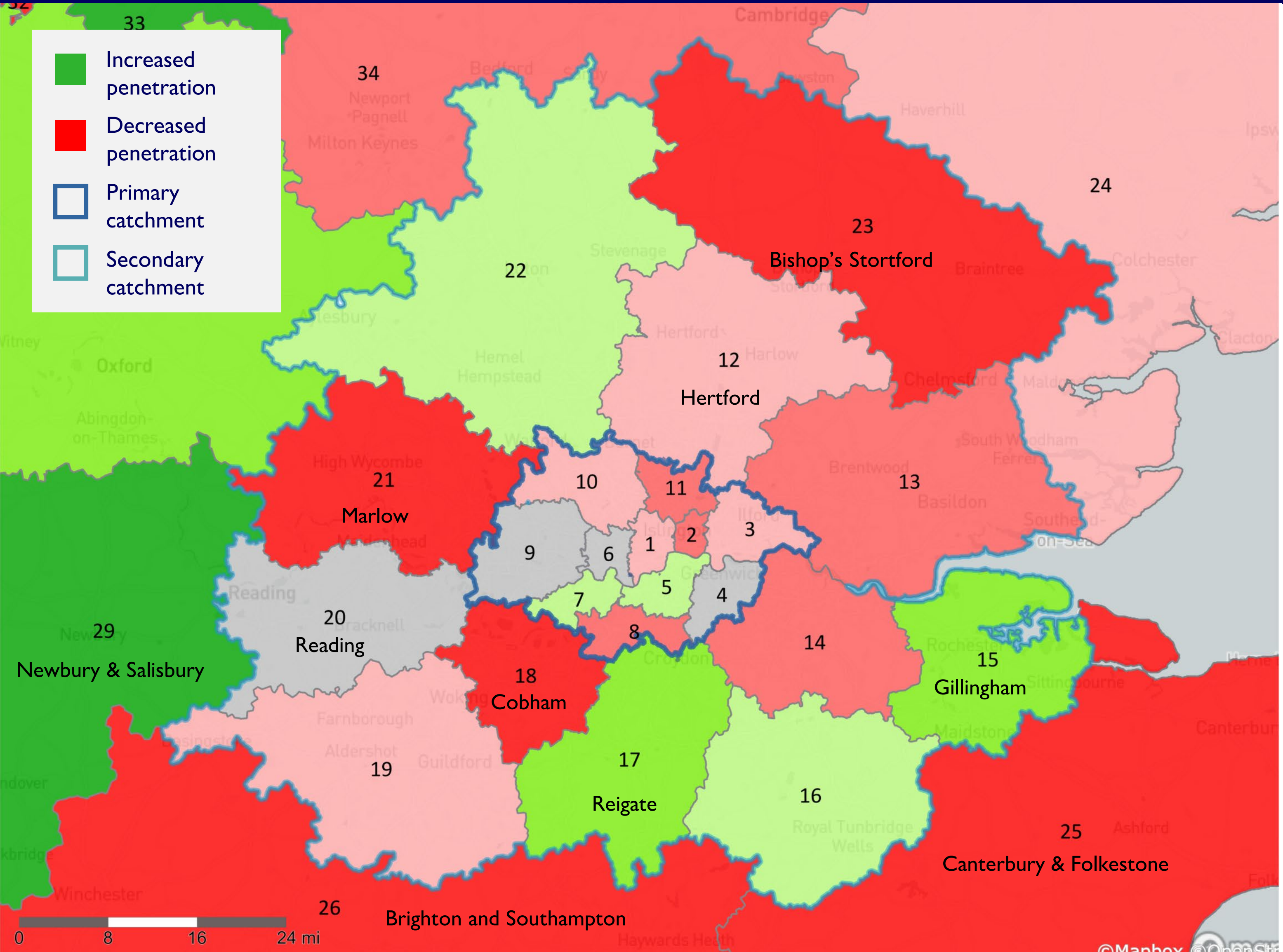


- Increase in visit performance from zones in core catchment month-on-month in September (+5.4%)
- Increase in share of visits from Primary catchment compared to August, likely due to an increase in workers and decrease in tourist visits

Catchment band	Latest month visit %	Change vs. previous month
-Primary	52.6%	11.9%
-Secondary	26.3%	-0.7%
Core	78.9%	5.4%
-Tertiary	15.1%	-23.2%
Total	94.0%	0.8%
-Pull in	6.0%	-0.8%

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

Visitor Volumes
Increase in visitor penetration in parts of Core catchment

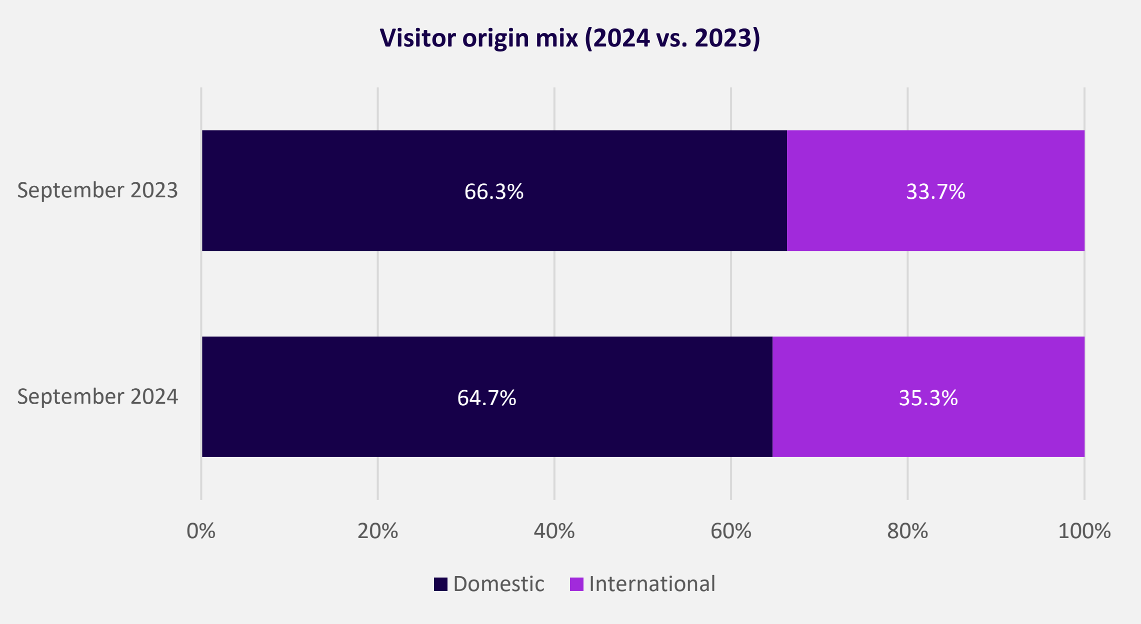


- Map represents the month-on-month change in penetration by catchment zone
  - Red areas represent zones which contributed fewer visits, while green areas represent zones that contributed more
- The trends this month indicate a normalisation post summer holidays. Most areas are showing a decrease in visitation, particular in the secondary catchment area. This is due to a large increase last month of tourists visiting the HOL area.

- September's return to regular working pattern sees a drop in overall visitation but an increase in office workers from last month.

Visitor Volumes: visitor mix
International visitor volume down

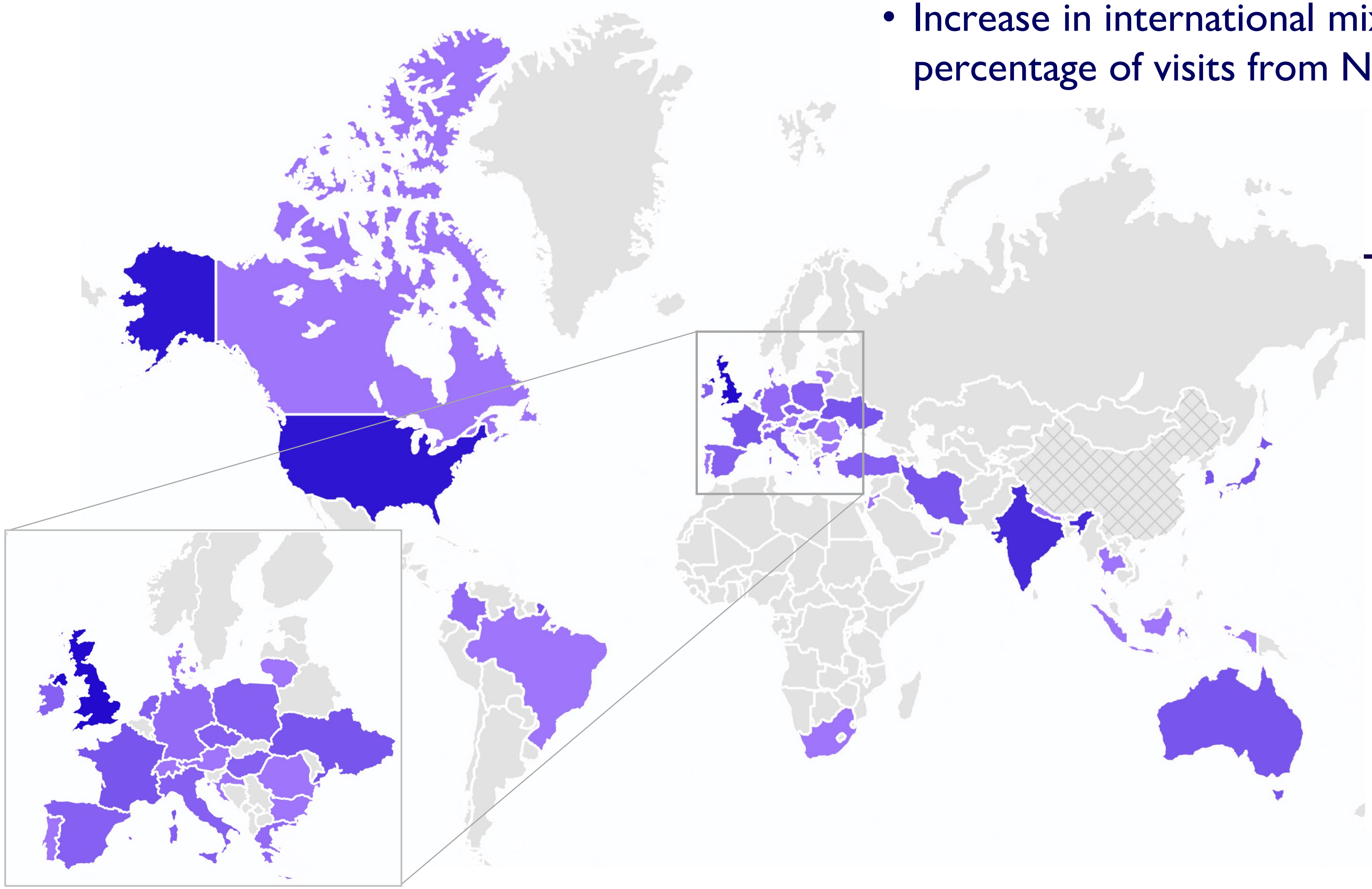
Area	International mix (%)	+/- change in mix: Month-on-Month	+/- change in mix: Year-on-year	+/- change in volume: Month-on-Month	+/- change in volume: Year-on-year
HOL Area	**35.3%**	**0.1%**	**1.7%**	**-16.7%**	**13.6%**
Piccadilly District	35.6%	**-2.8%**	**-4.5%**	**-21.0%**	**-24.0%**
Jermyn St District	36.2%	**3.7%**	**-14.2%**	**-9.3%**	**-37.3%**
Leicester Sq District	31.1%	**-0.7%**	**-10.4%**	**-30.3%**	**-15.5%**
Piccadilly Circus District	39.4%	**1.0%**	**1.2%**	**-21.0%**	**-11.7%**
St Martin's Lane District	34.3%	**0.9%**	**-2.9%**	**-26.2%**	**-7.5%**
Haymarket District	34.4%	**-4.7%**	**-6.2%**	**-17.5%**	**-25.7%**
Core West End	35.3%	**-1.1%**	**6.8%**	**-9.2%**	**48.9%**



- 13.6% increase in the volume of international visitors year-on-year
- Domestic and International volumes have both decreased month-on-month, but the mix has remained consistent

- International visits accounted for 35.3% of visits in September 2024, vs. 33.7% last September

Visitor Volumes: visitor origin
35.3% of visitors to HOL from outside the UK



- Increase in international mix in September 2024 driven by increases in percentage of visits from North America and Southern Asia

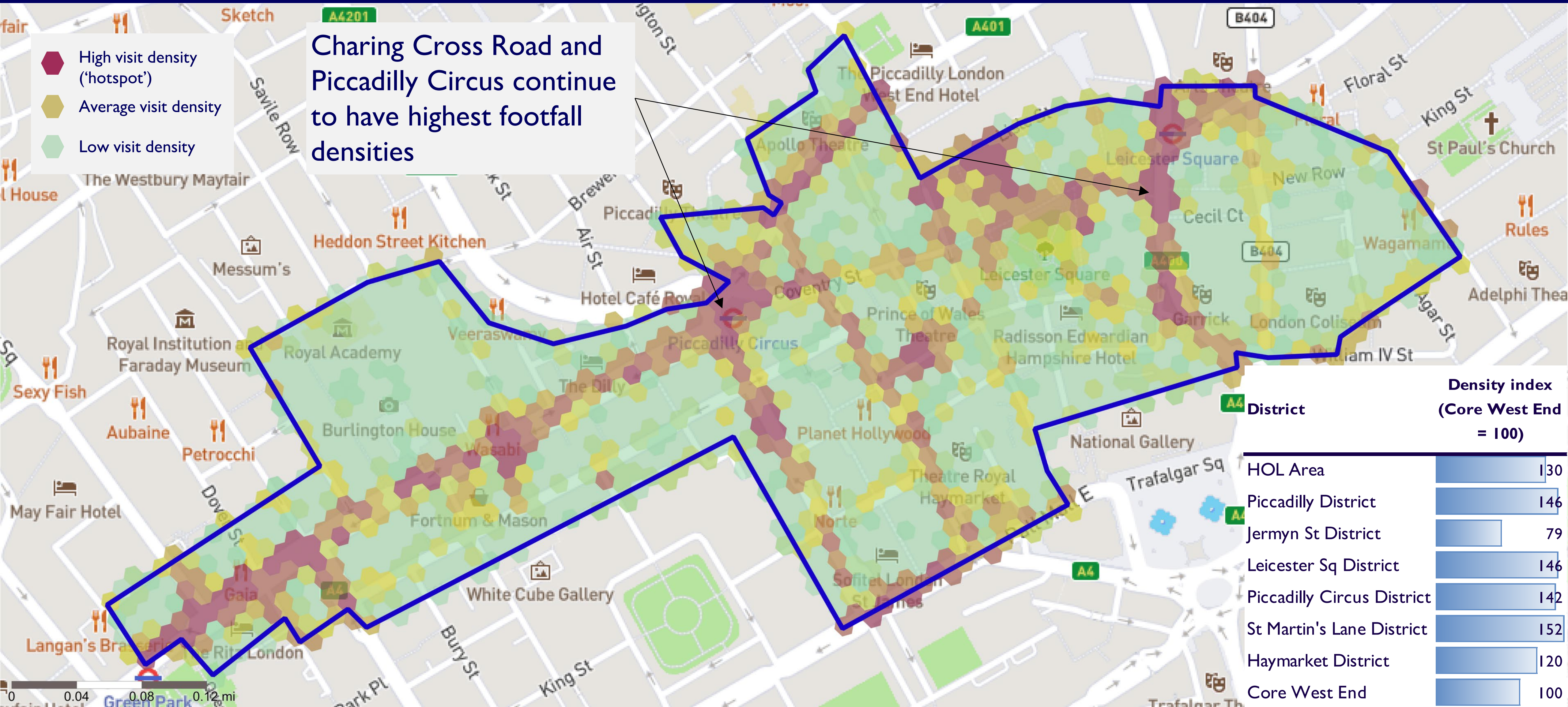
Rank	Region	%	+/- percentage point change
1	United Kingdom	64.7	-0.1
2	Northern America	12.9	0.7
3	Southern Asia	6.3	1.9
4	Eastern Europe	4.2	-0.5
5	Eastern Asia	2.7	-0.3
6	Western Europe	2.2	-0.1
7	Southern Europe	1.7	-0.2
8	Western Asia	1.7	0.7
9	Northern Europe	1.3	0.5
10	Australia and New Zealand	1.0	0.2
	Europe (excl. UK)	9.5	-0.2
	Rest of the world	25.8	0.4
	Non UK	35.3	0.1

Note: Data unavailable for visitors from China

Visitor Volumes

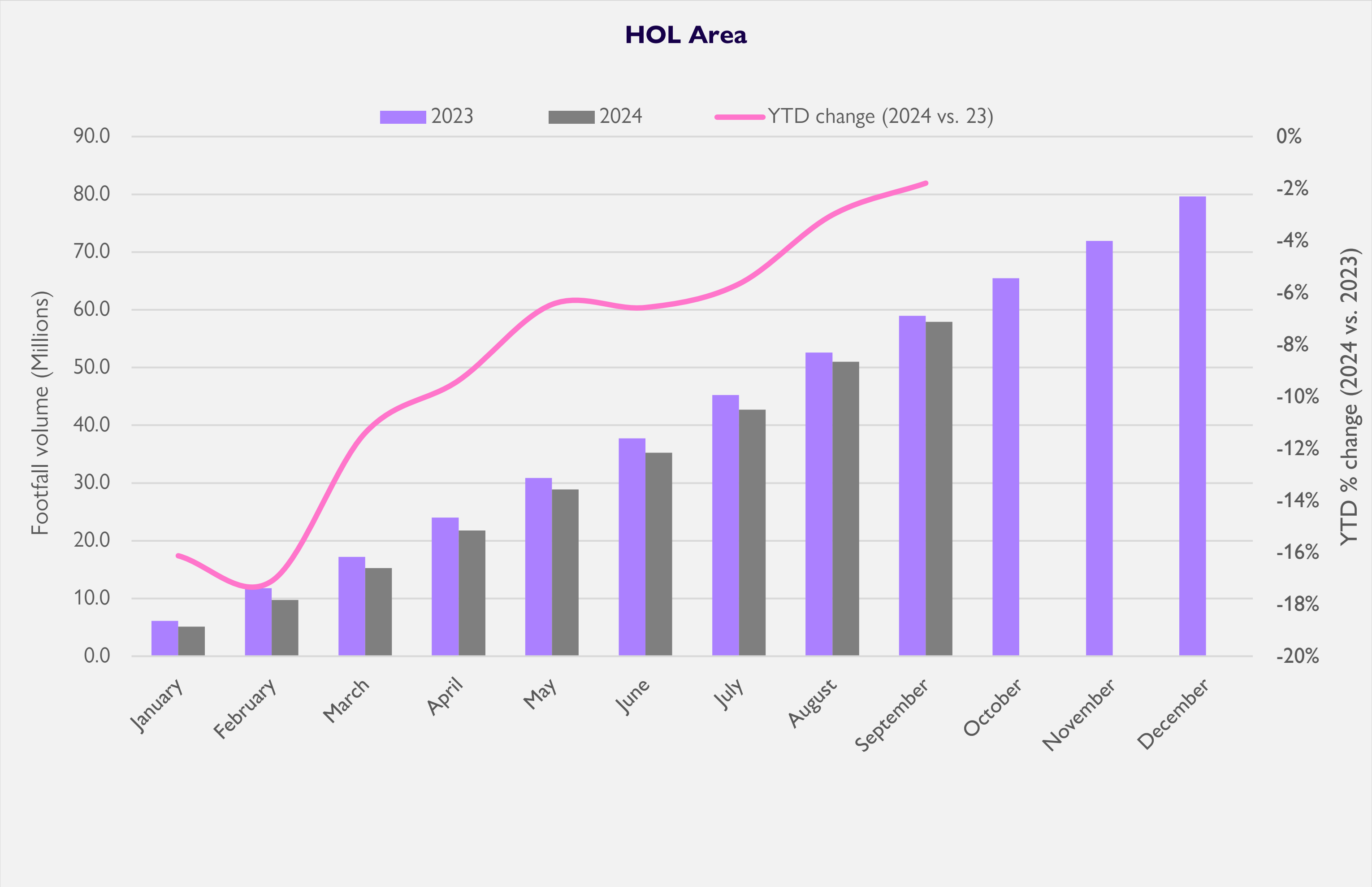
Leicester Sq and Piccadilly Circus District have highest footfall density

Charing Cross Road and Piccadilly Circus continue to have highest footfall densities



District	Density index (Core West End = 100)
HOL Area	130
Piccadilly District	146
Jermyn St District	79
Leicester Sq District	146
Piccadilly Circus District	142
St Martin's Lane District	152
Haymarket District	120
Core West End	100

Visitor Volumes: YTD performance
2024 YTD visits -2% behind 2023



- Following a slow start, cumulative visits in 2024 have continued to close the gap on 2023
- YTD visit volumes are now just -2% behind 2023 levels
- This demonstrates a footfall rate is trending up over the course of this year and suggests we may see stronger footfall over the festive period.

Visitor Volumes: TfL station usage
TfL station usage

Due to a cyber security incident at TfL, this data is currently unavailable. Reporting will continue as soon as TFL resumes publication.

03

Visitor Behaviour

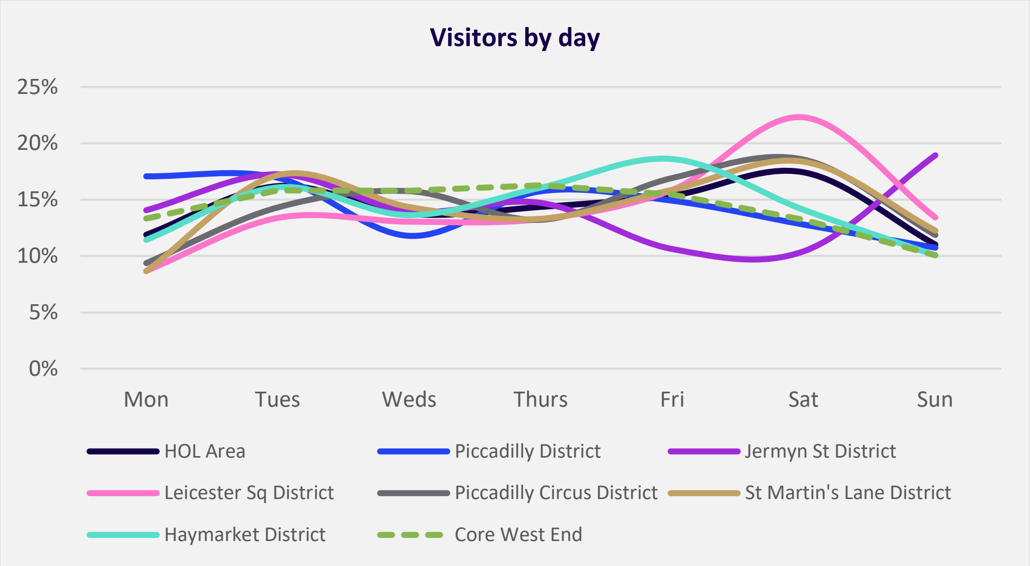
Exec-Summary- Visitor Behaviour
September 2024

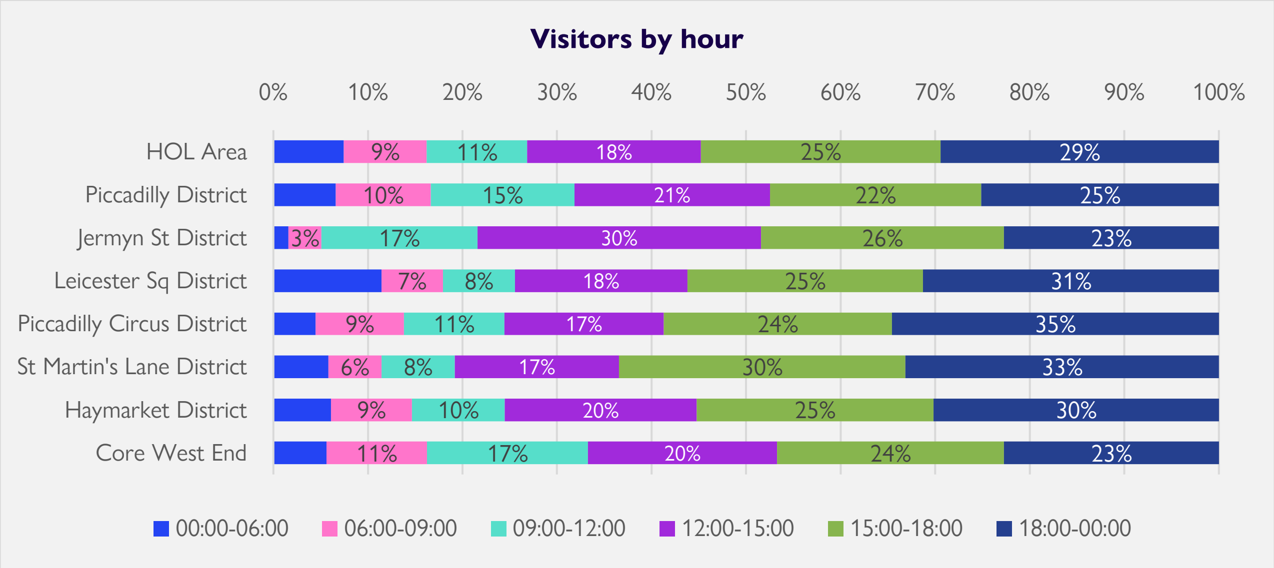
- Footfall distribution across the week has returned to more regular patterns. More entertainment focused districts gained more footfall on Fridays and Saturdays and more worker focused districts showed the opposite.

- Visit frequency is up by 0.08 average visits per person this is again indicative of workers returning in greater numbers as they have a higher visit frequencies than other visitors. However, this is still below the visit frequency seen last year.

- Dwell time by days of the week shows a similar trend to the Core West End. However, there is one major difference that being Thursdays. The Core West End's dwell time is still high but it drops in the HOL area. This is likely due to the HOL area's leisure focused offer attracting more visitors on Thursdays. Possibly workers from surrounding areas as they more likely to be working from home on Fridays. This drives down the average dwell in the HOL area.

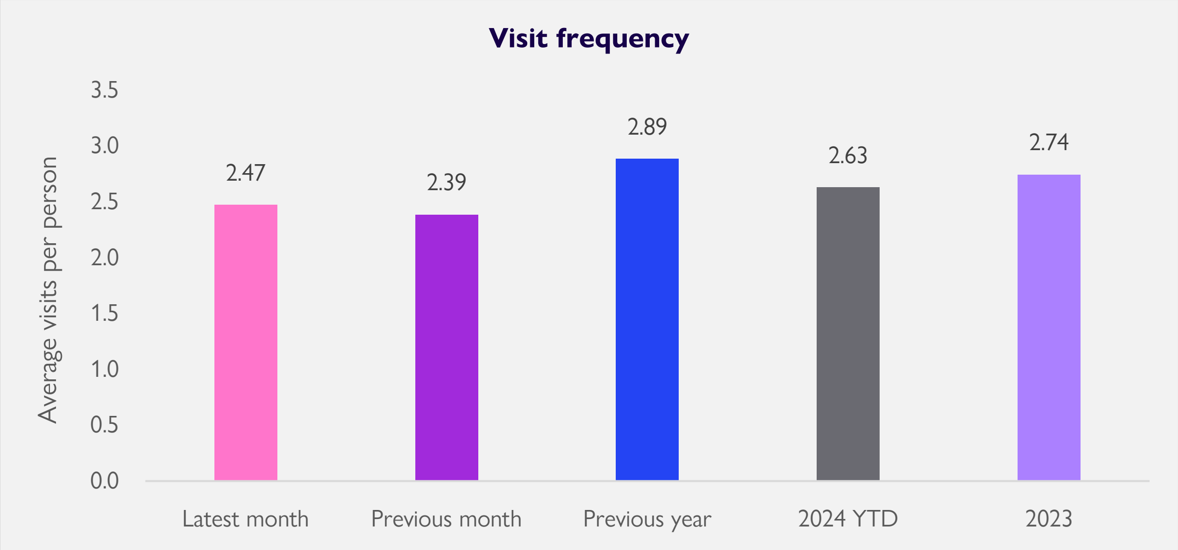
Visitor Behaviour
32.8% of visitors to HOL area visit on a Friday or Saturday

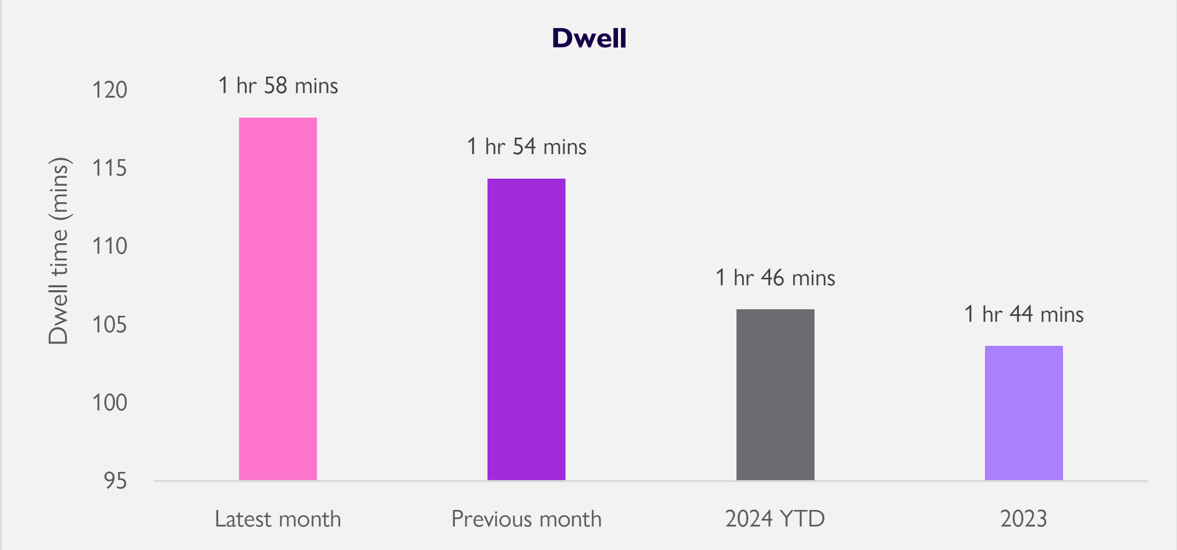




- Saturday remains the most popular day across HOL
- Lower proportion of footfall on Fridays and Saturdays in Jermyn Street District, with Sundays seeing a comparative rise
- Visitor volumes typically peak during lunchtime and into the afternoon
- Piccadilly Circus District, Leicester Sq District and St Martin's Lane District have the highest proportion of evening visits, driven by a strong F&B and leisure offer

Visitor Behaviour
Visitors came more frequently and stayed for longer than in August



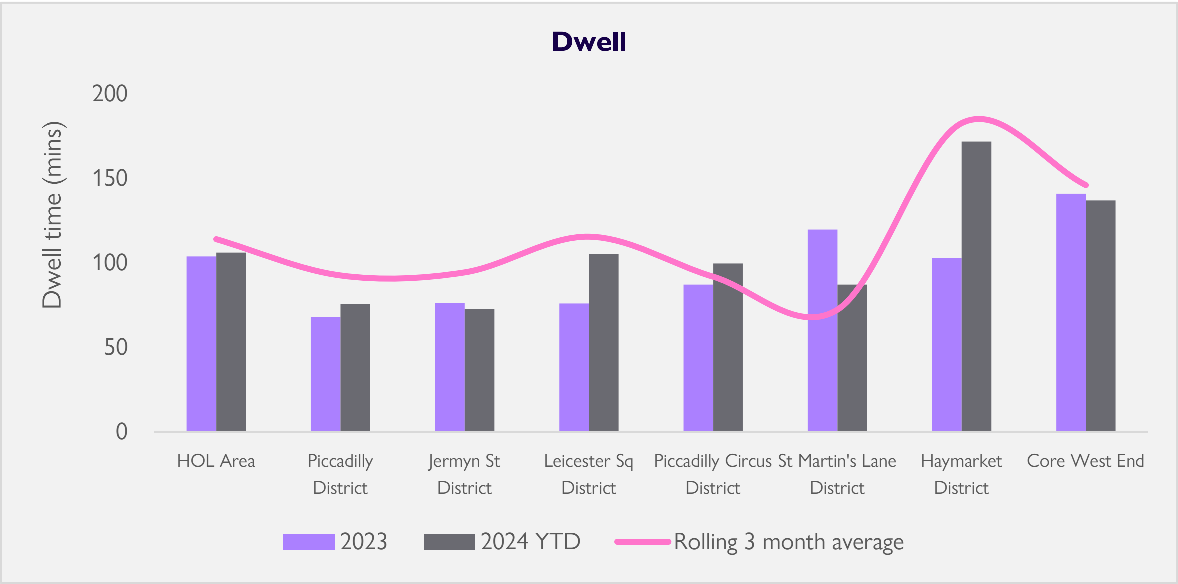


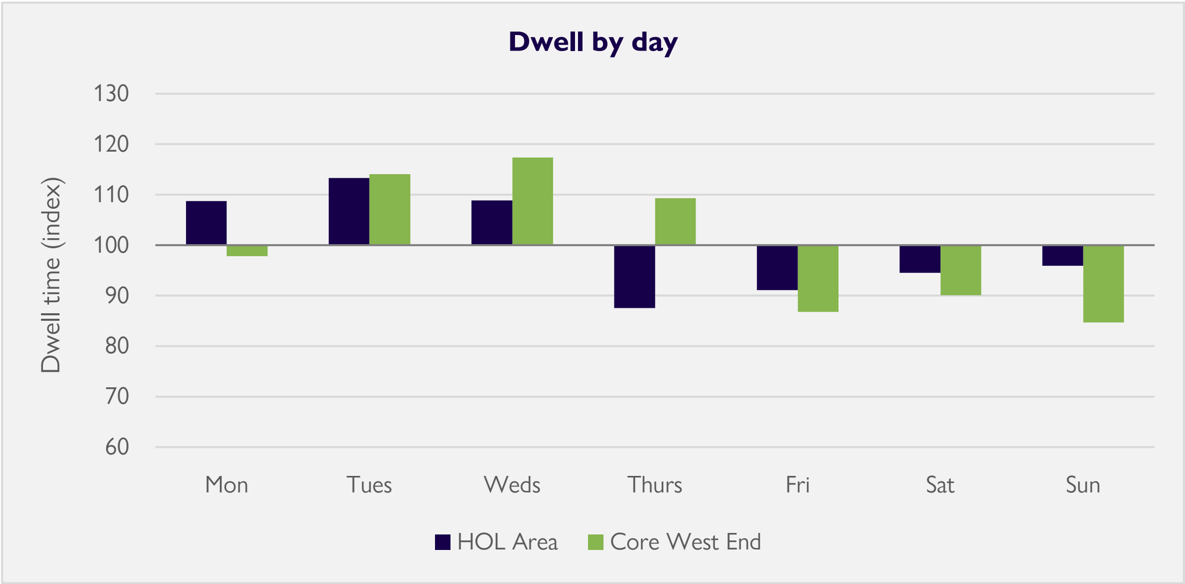
- Average visitor visited HOL area 2.47 times in September, up from 2.39 in August, likely due to the return of workers after the summer holidays. Typically workers visit the area more frequently than tourists.

- Dwell time increased 4 mins in September vs. August
- 45.6% of visitors to HOL Area dwell less than an hour

Visitor Behaviour: Dwell time

Dwell time increased in most districts over summer period





- Dwell time increased in most districts over last 3 months
- Jermyn St saw the largest increase in dwell time over last 3 months vs. 2024 YTD
- Haymarket District also had the longest dwell time in September, at 4 hours and 22 minutes

- HOL Area had longer than average dwell times from Monday-Wednesday, likely driven by workers. It then drops on Thursday, likely due to an increase in the proportional share non-work visits. For Example, workers from other areas coming for dinner into our area driving dwell time down.

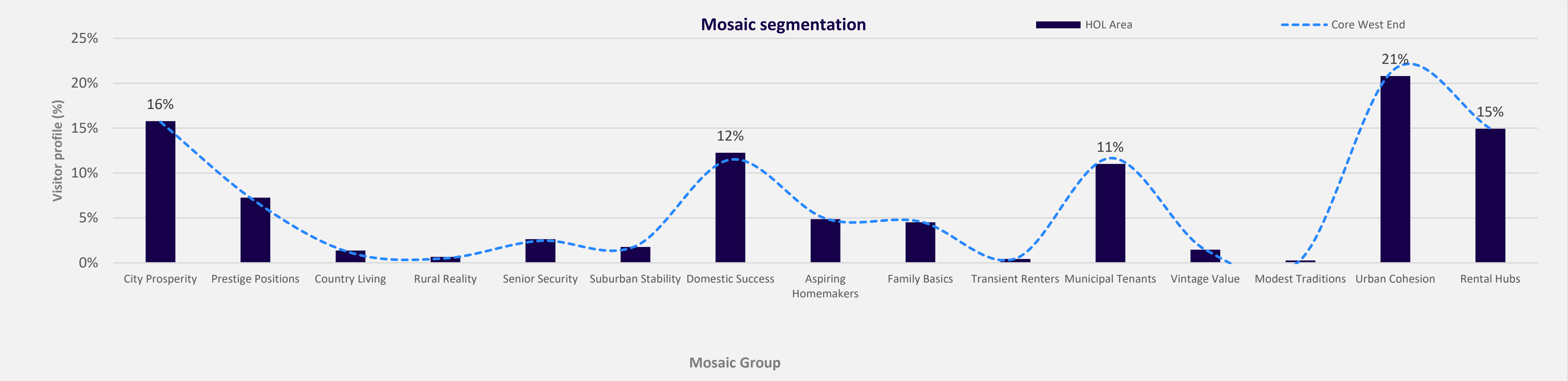
04 Visitor Profile

Exec-Summary- Visitor Profile
September 2024

- Mosaic segmentation shows this month's highest group being "urban cohesion", this group is typified by suburban families.

- A new metric, to this report is cross visitation. This examines how many people visit multiple districts within the HOL Area. What this data is showing is that cross visitation is lower than it has been in previous years. This means that visits to the HOLBA area could be higher but due to the individual districts having separate counts these can be lower.

Visitor Profile
'Urban Cohesion' and 'City prosperity' dominant Mosaic groups



- Visitor profile biased towards 3 Mosaic groups 'Urban Cohesion', 'City Prosperity' and 'Rental Hubs', shifting back towards dominance of 'City Prosperity' seen earlier in the year (but not in August), likely due to a return in workers after summer holidays

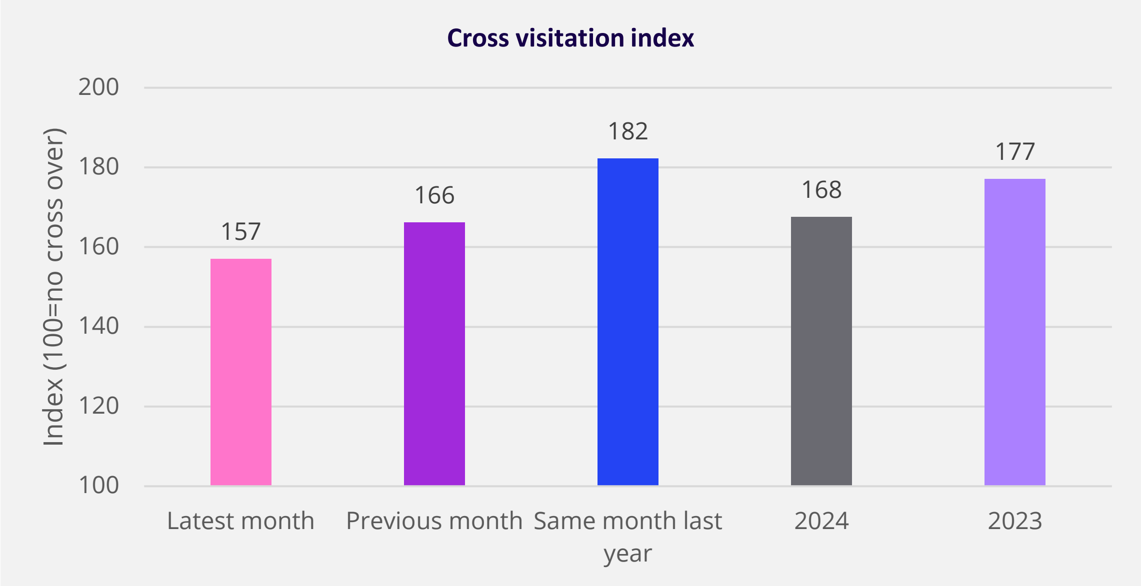
– Urban Cohesion are households living in residential city suburbs.

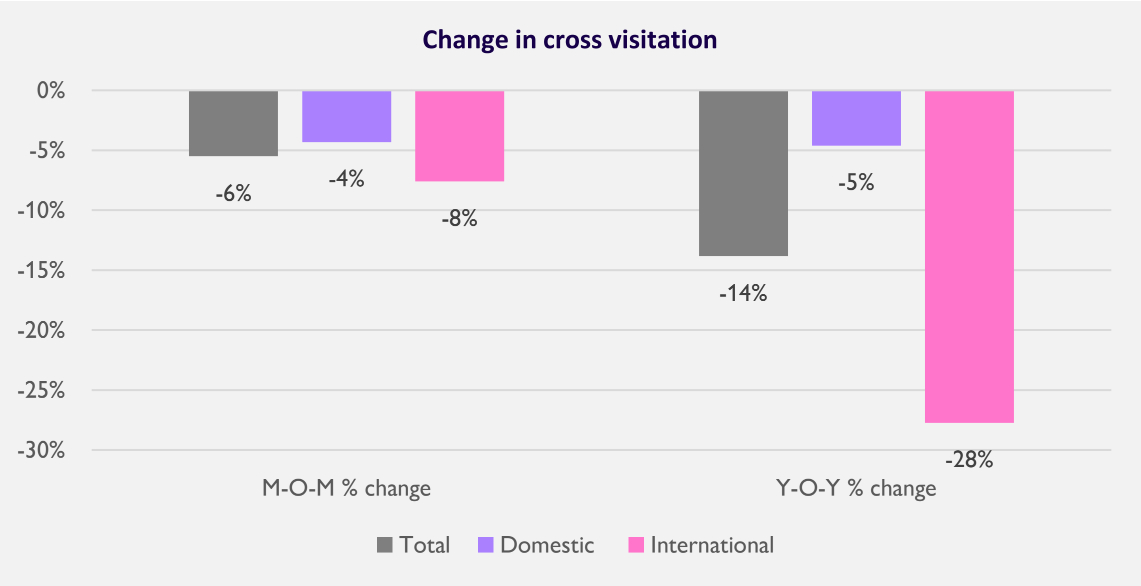
– City Prosperity are high status city dwellers living in central locations and pursuing careers with high rewards

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

– Profile very similar to Core West End visitors

Visitor Behaviour: Cross visitation
Cross visitation down vs. August and September 2023



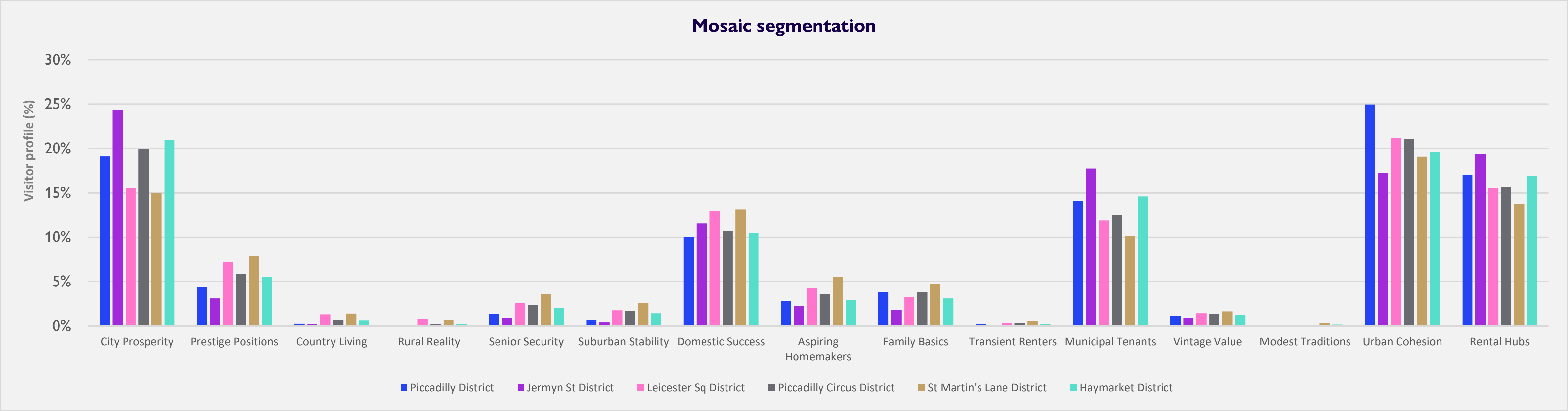


•Cross visitation looks to help understand the number of visitors visiting multiple districts per trip.

•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)

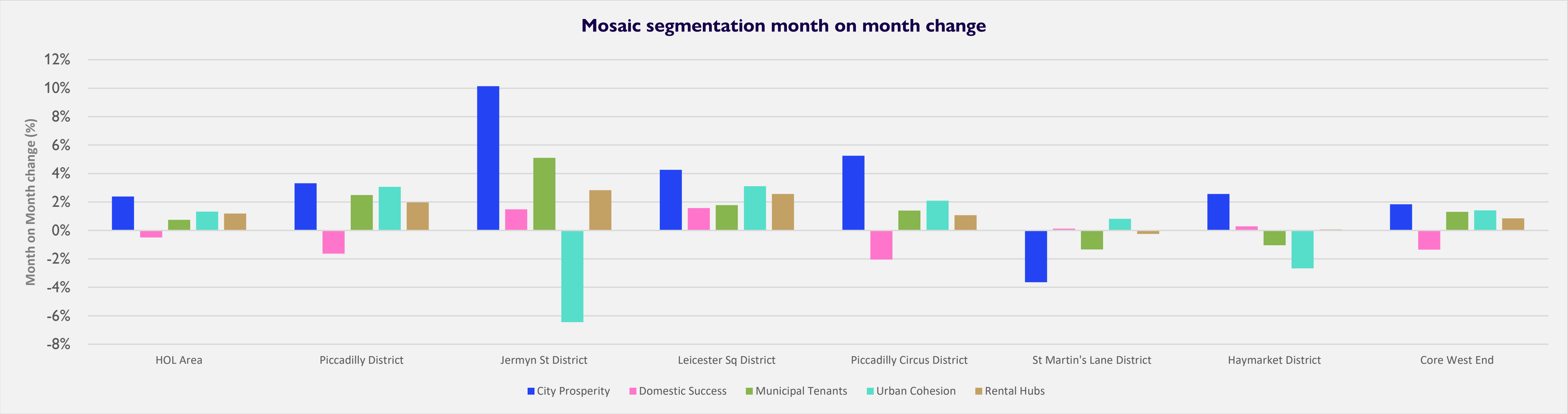
- -14% decrease in cross visitation index year-on-year, meaning -14% fewer people have visited more than one district within the HOL Area

Visitor Profile: Mosaic profile
74.8% of domestic visitors from 5 Mosaic groups



- Consistent profile across the districts with the same 5 Mosaic groups representing >71% of all visitors
- Piccadilly District has the highest proportion of Urban Cohesion visitors (25.0%) while Jermyn St District has highest proportion of City Prosperity (24.3%)

Visitor Profile: Mosaic profile
Increase in City Prosperity visits in majority of districts

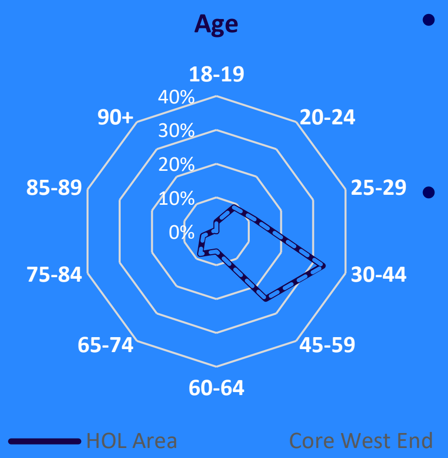


- 74.8% of HOL visitors from 5 core Mosaic groups (up 7.4% vs. August)
- Increase in City Prosperity visits vs. August in majority of districts, potentially caused by an increase in office workers after school holidays
- Jermyn St District saw the greatest change with a ~10% increase in City Prosperity visitors (following a decrease in August), matched by a decrease in visitors from Urban Cohesion (following increase in August)

05

Appendix

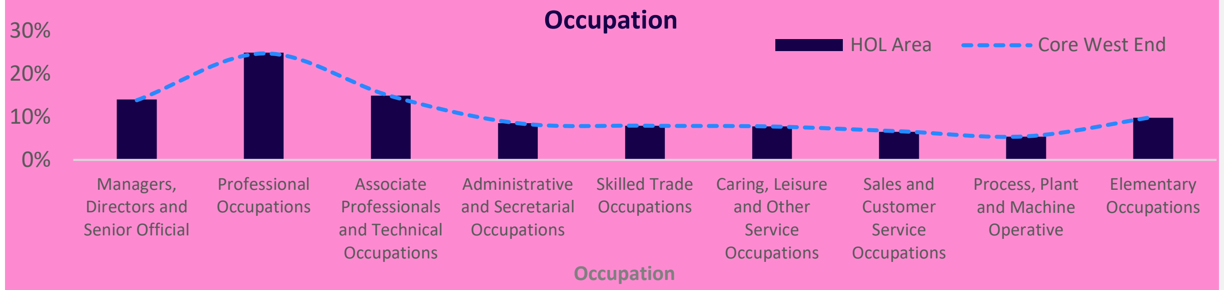
Appendix: demographics
Catchment biased towards middle-aged, white-collar workers



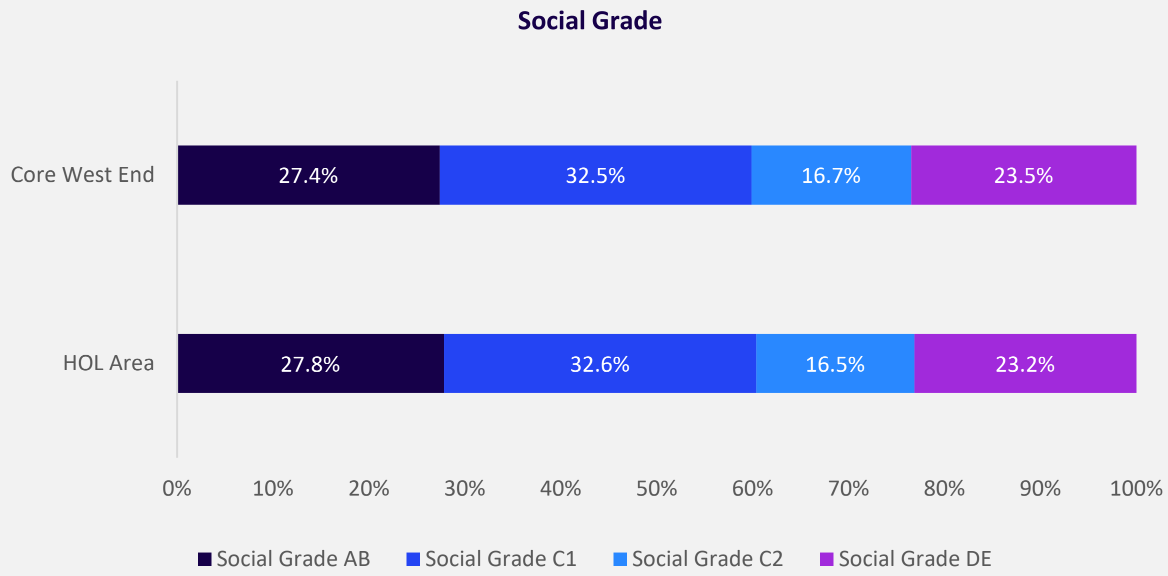
- Visitor profile skewed towards those aged 30-59 years old
- Males & females are evenly split, and in-line with Core West End

Female
51.2%

Male
48.8%



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

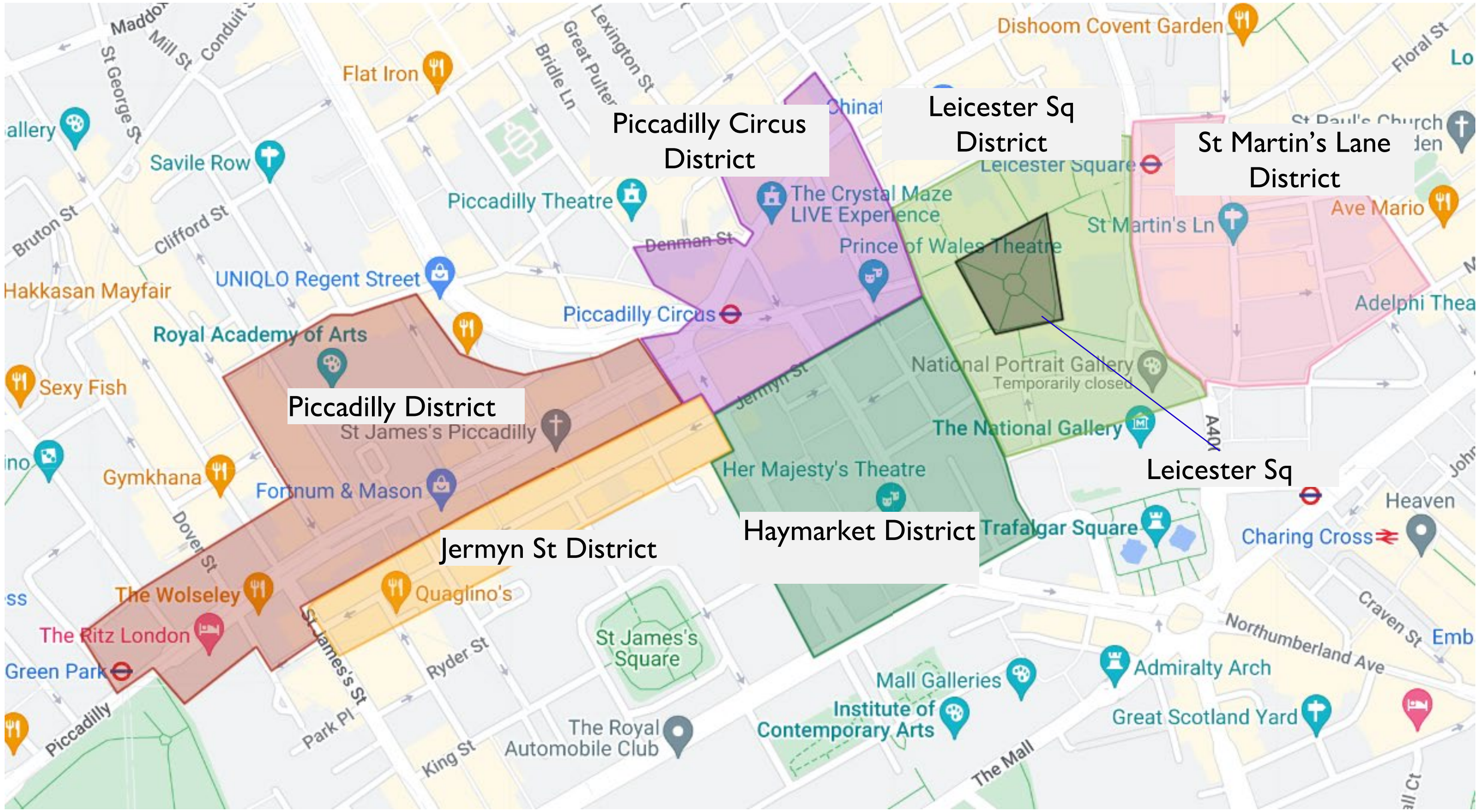


- 27.8% HOL area visitor catchment profile in Social Grade AB, vs 27.4% for Core West End
- West End profile influenced by presence of affluent Bond St shoppers

Appendix
Location definition

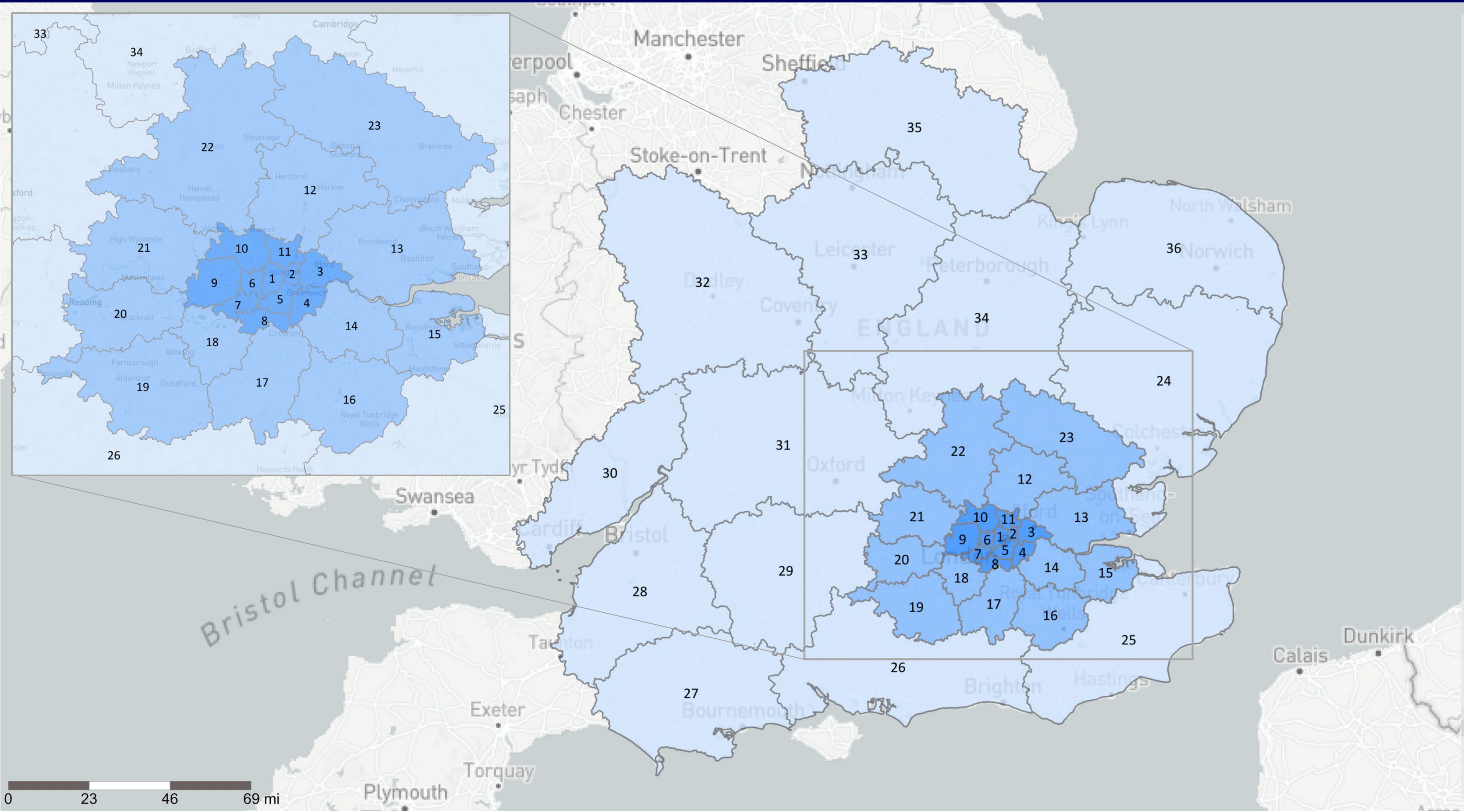
- 7 key areas within HOL used for analysis:

– 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

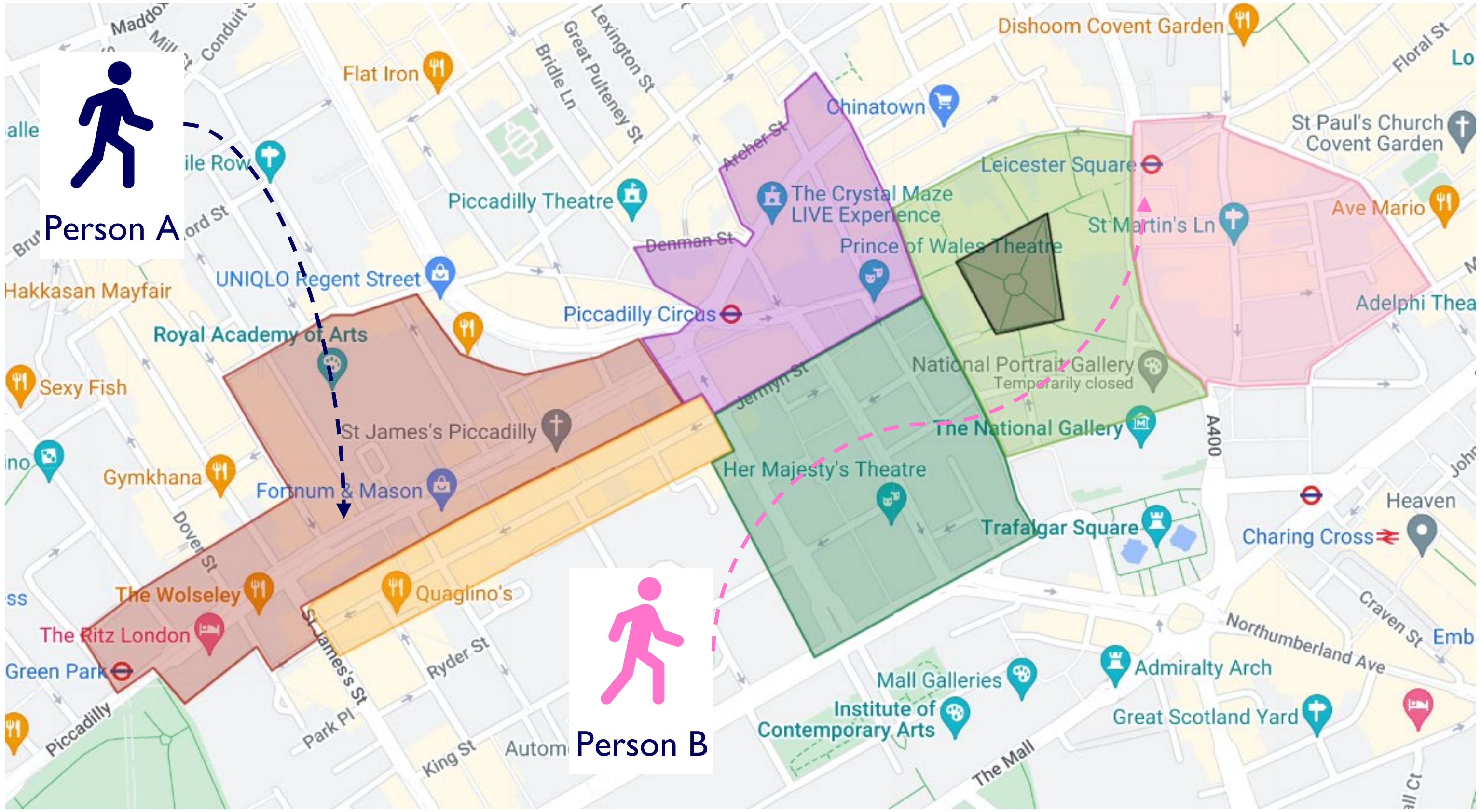


1 – London West End
2 – London City
3 – London East
4 – Greenwich and Lewisham
5 – Clapham and Waterloo
6 – Shepherd's Bush and Chiswick
7 – Richmond and Teddington
8 – Wimbledon
9 – Northolt
10 – Wembley and Edgware
11 – Wood Green
12 – Hertford
13 – Brentwood
14 – Dartford
15 – Gillingham
16 – Sevenoaks 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

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
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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