

Visitor Insights

September report

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01

Background

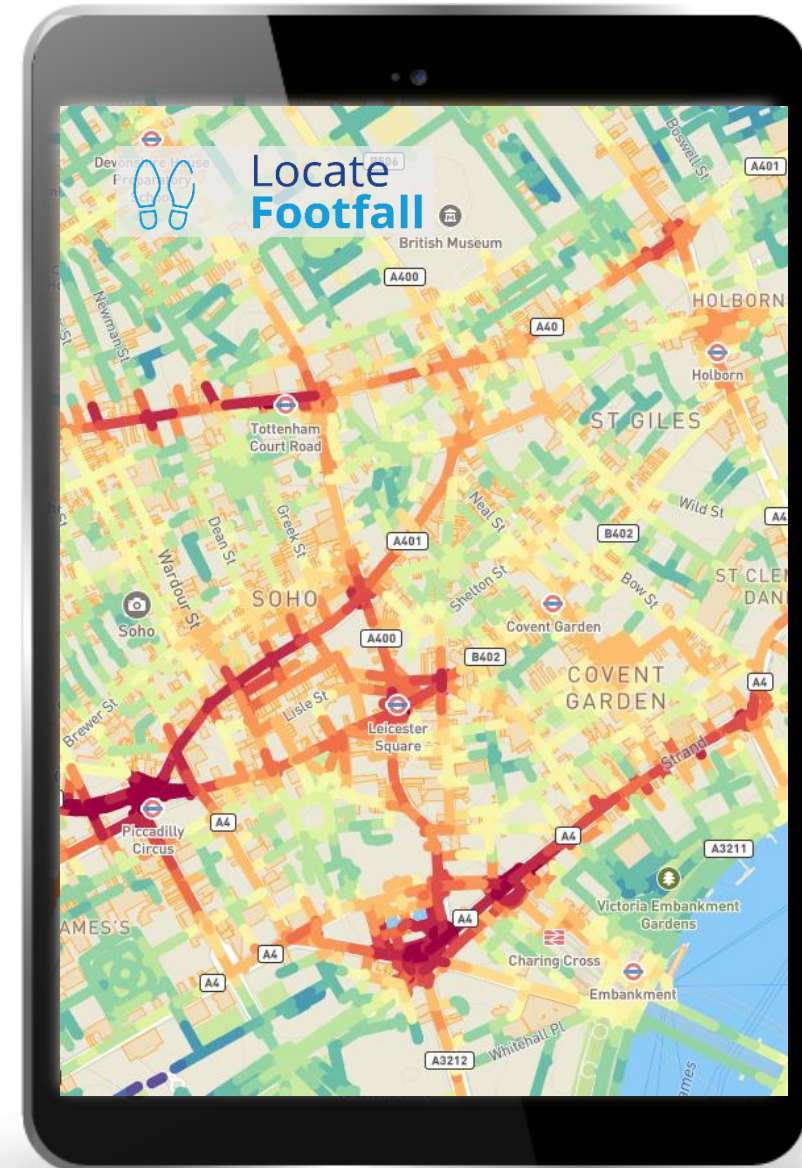
Background Introduction & Context

Heart of London Business Alliance (HOLBA) has partnered with Colliers to provide its members with data and insights on visitors to the area.

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

- Footfall figures
- Visitor profiling and demographics
- Visitor behaviour

Colliers' [LocateFootfall](#) mobility data platform is central to the delivery of the insights set out in this report. The platform is powered by extensive mobility data covering a growing sample of national and international users, including 9+ million smartphone users nationally.



02

Summary



Summary

September 2022



12.9_m
(+15%)

Visitors to HOLBA area up
15% month on month



3.1_m
(+26%)

Significant increase in
international visitors vs.
previous month



150_{mins}
(-2.6%)

Visitors typically spend just over
2 hours in the area. Down 4 mins
vs YTD average.



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Visit volumes

Visit volumes

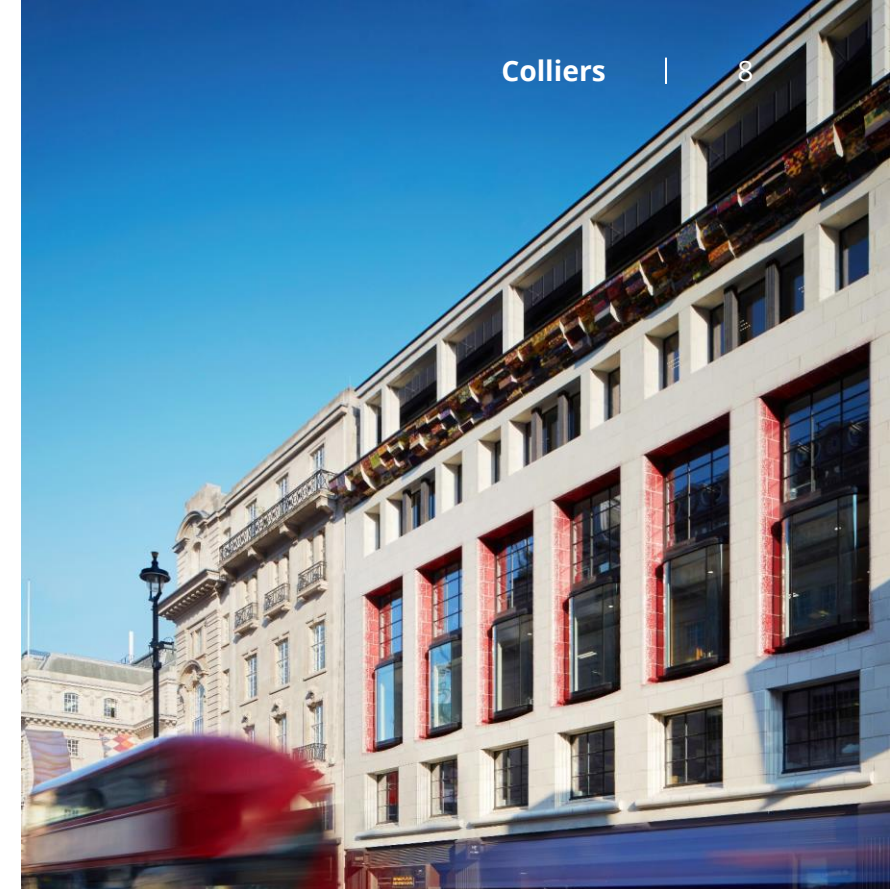
Footfall - Districts

Area	Month-on-Month			Year-on-year		
	Total	Domestic	International	Total	Domestic	International
HOLBA area	15%	12%	26%	30%	9%	243%
Piccadilly District	12%	14%	5%	13%	3%	112%
Jermyn St District	3%	2%	8%	8%	-12%	298%
Leicester Sq District	21%	13%	45%	49%	16%	324%
Piccadilly Circus District	26%	17%	51%	37%	4%	329%
St Martin's Lane District	19%	10%	50%	14%	-8%	235%
Haymarket District	17%	14%	24%	34%	10%	223%
Core West End	7%	4%	23%	15%	0%	236%

- Footfall up 15% month on month, and up 30% versus 2021
 - Ahead of core West End area
- Significant increase in international visitors month-on-month and versus 2021

Source: Colliers LocateFootfall

- Footfall up 15% month-on-month



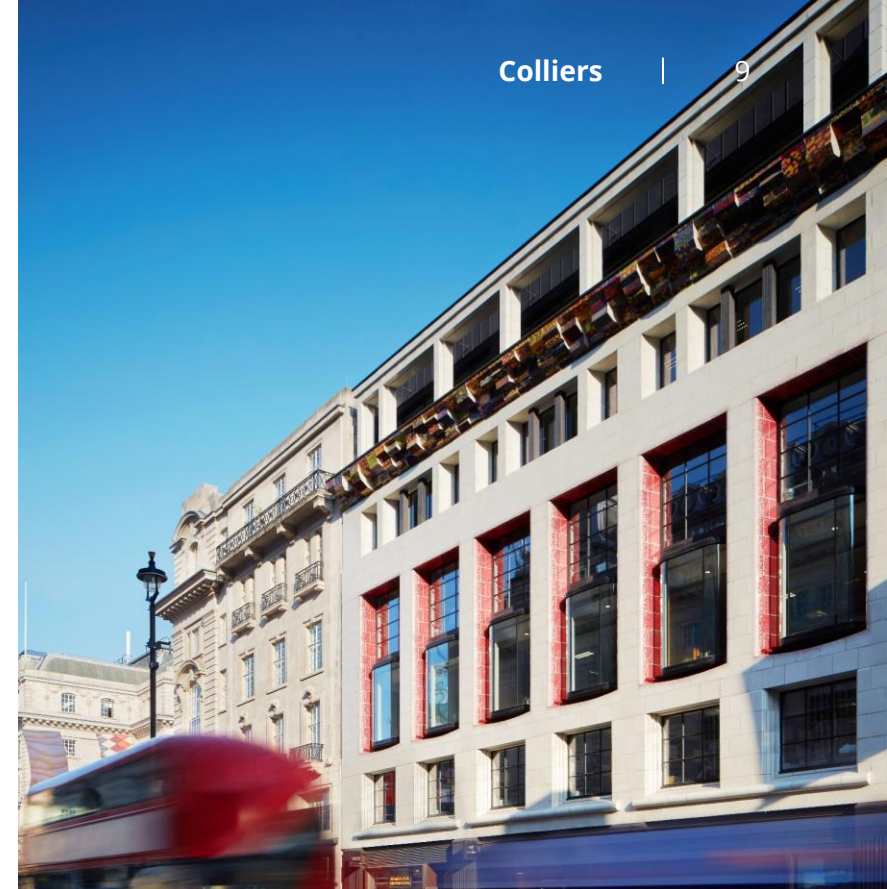
Visit volumes

Footfall - Streets

Area	Month-on-Month			Year-on-year		
	Total	Domestic	International	Total	Domestic	International
HOLBA area	15%	12%	26%	30%	9%	243%
Piccadilly	9%	9%	14%	19%	8%	116%
Jermyn St	-4%	-6%	11%	-16%	-22%	115%
Leicester Sq	-15%	-20%	0%	53%	17%	350%
Piccadilly Circus	19%	13%	37%	27%	-1%	254%
St Martin's Lane	18%	9%	51%	-20%	-35%	133%
Haymarket	7%	4%	17%	-5%	-22%	125%
Haymarket - Regent St / St James	12%	10%	20%	31%	4%	246%
Core West End	7%	4%	23%	15%	0%	236%

- Increase in international visitors across all major streets, especially when compared to the previous year
- Decline in overall visitors in Jermyn Street and Leicester Square
 - Driven by a reduction in domestic visitors

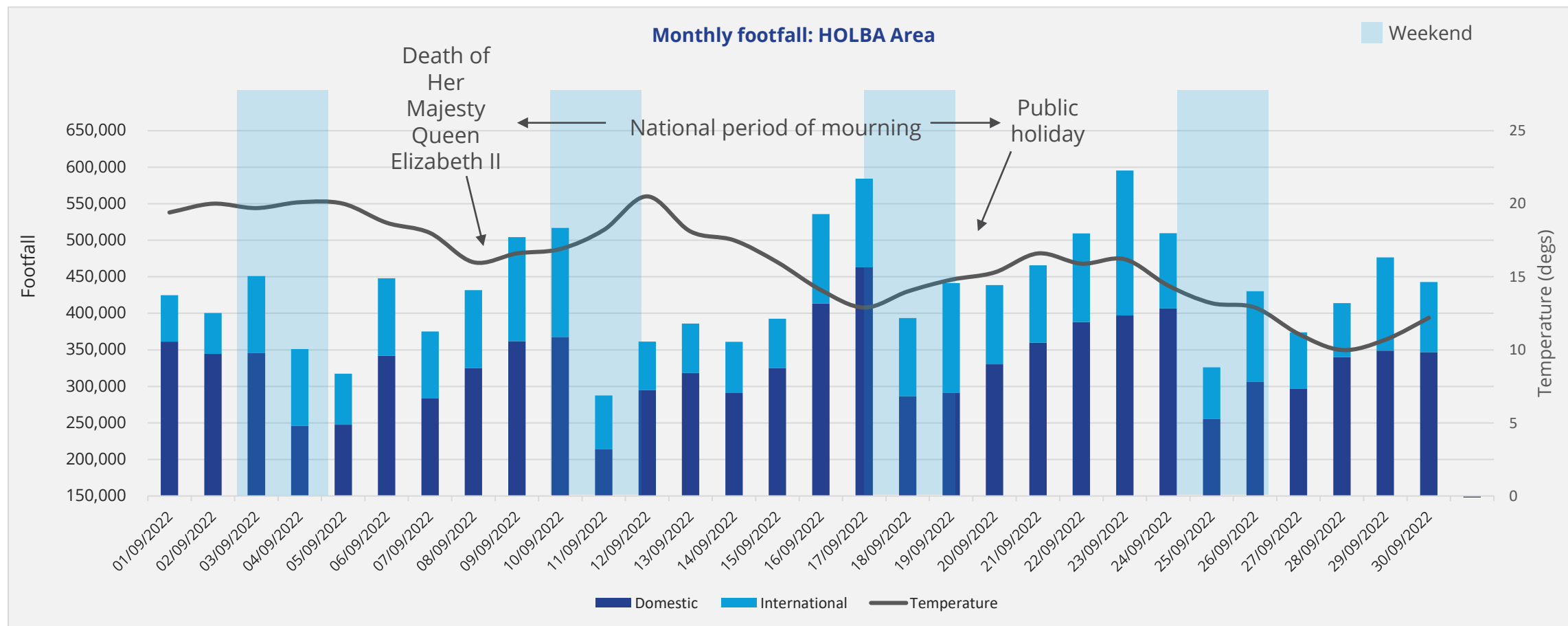
Source: Colliers LocateFootfall



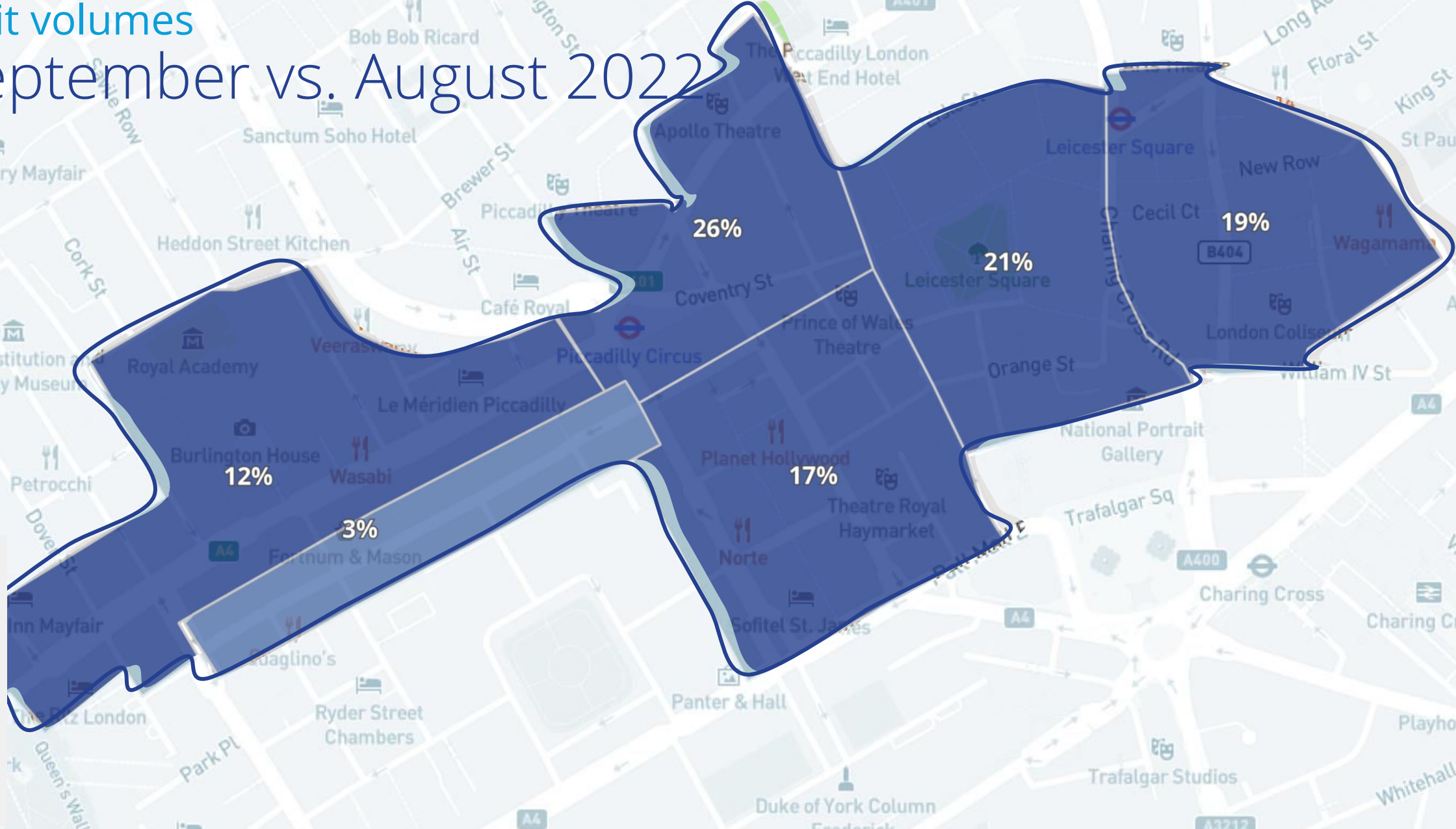
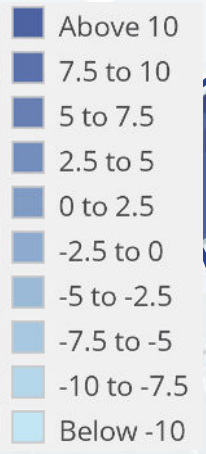
- International visitors up across all major streets in HOLBA area

Visit volumes

Strong footfall volumes over bank holiday weekend

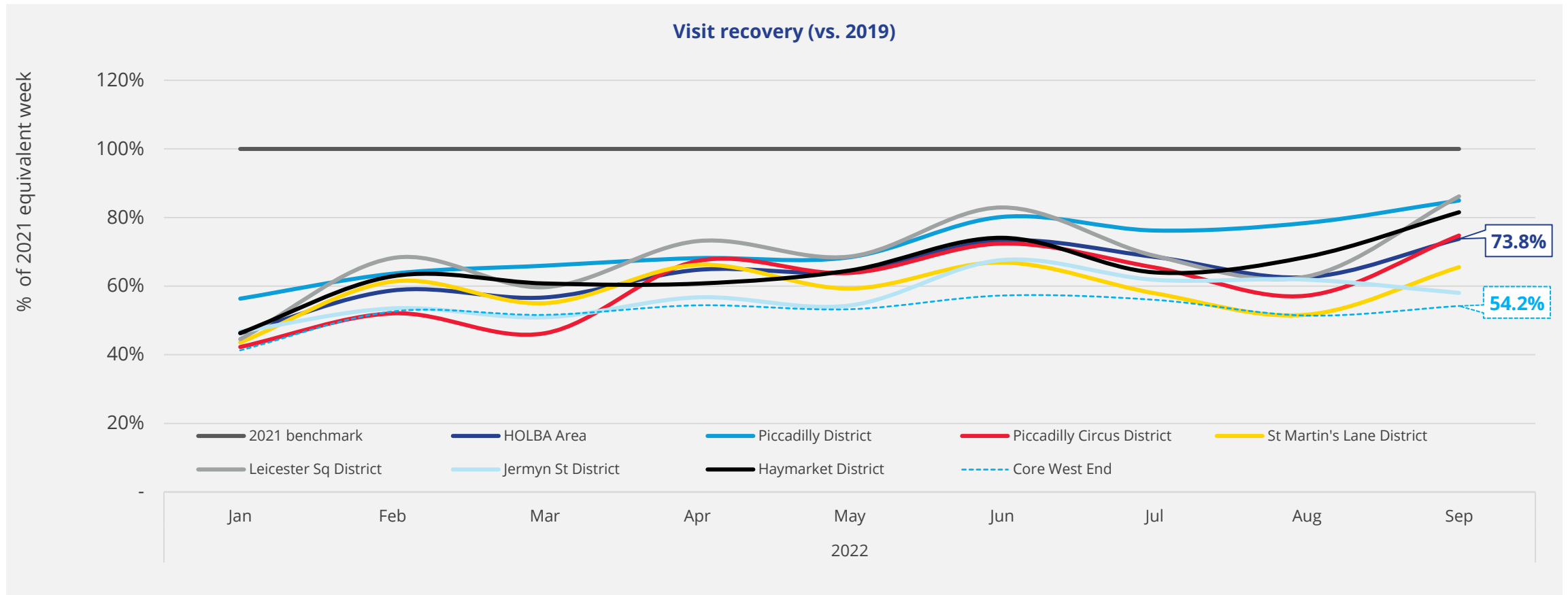


Visit volumes September vs. August 2022



Visit recovery

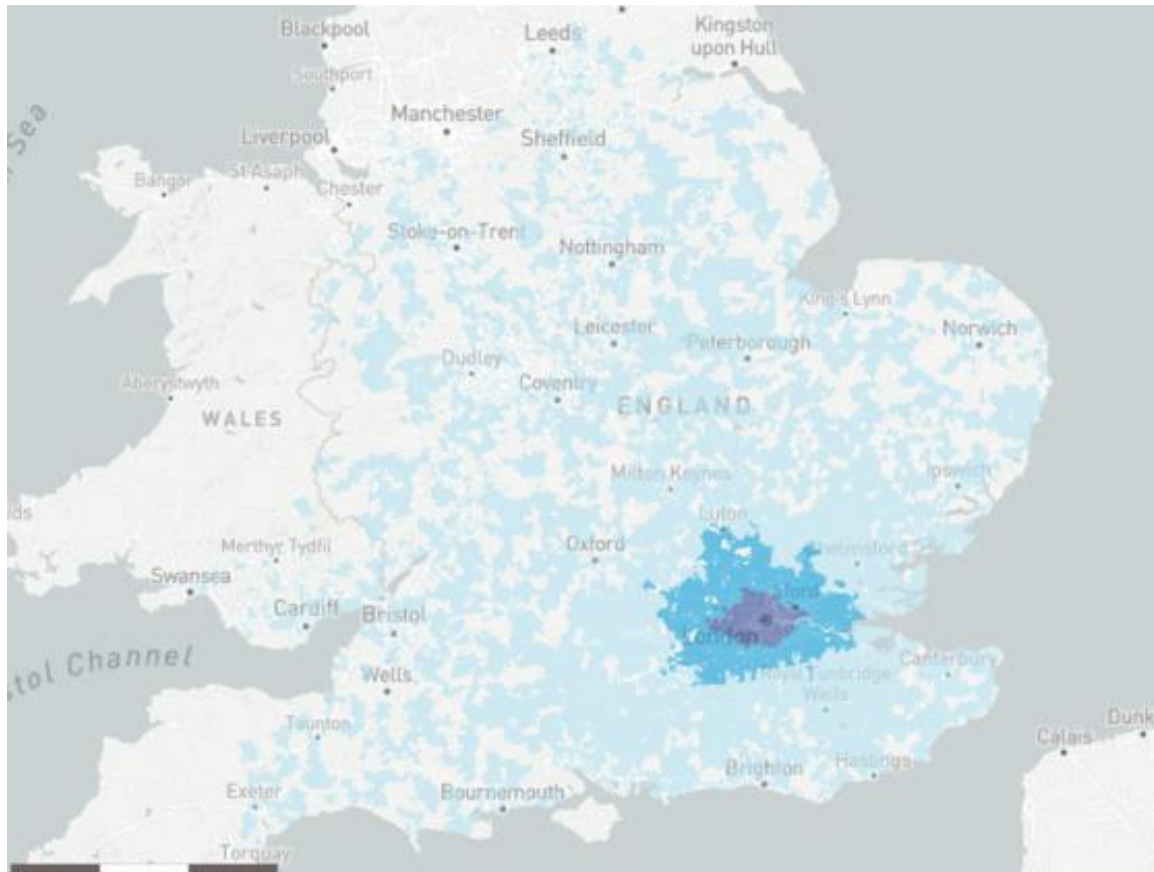
Visits at 74% of 2019 levels; ahead of Core West End area



Source: Colliers LocateFootfall

Visitor Origin

Core catchment¹ has increased in size versus August (+3.5%)



Catchment band	Population (Millions)	Change vs. previous month
-Primary	6.0	1.4%
-Secondary	5.9	5.8%
Core (Primary + Secondary) <i>75% of regular visitors</i>	12.0	3.5%
-Tertiary	16.0	16.7%
Total (Core+ Tertiary) <i>95% of regular visitors</i>	28.0	10.7%

Data time period = July 22

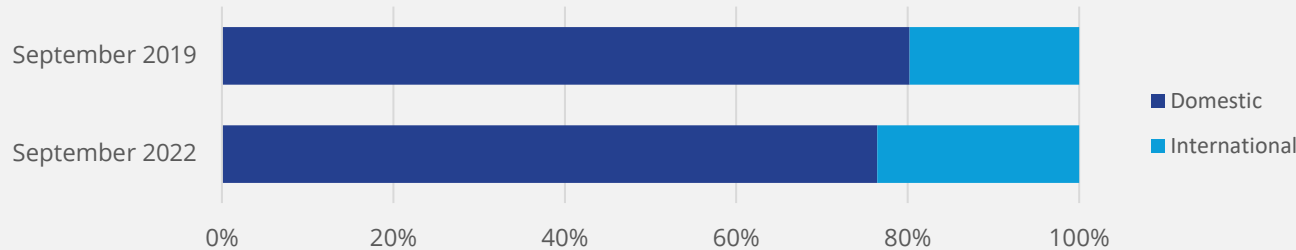
¹Core catchment = area containing 75% of visitors

Visitor Origin

International visits up 26% vs. last month

Area	International visitors (as a % of total)	+/- change in volume		
		Month-on-Month	Year-on-year	vs. 2019
HOLBA area	23.5%	26.1%	243.2%	-12.1%
Piccadilly	18.6%	13.7%	115.8%	-3.2%
Jermyn St	10.9%	11.1%	115.1%	-75.6%
Leicester Sq	32.2%	0.3%	350.1%	32.4%
Piccadilly Circus	30.1%	37.4%	254.3%	2.6%
St Martin's Lane	25.5%	51.0%	132.6%	4.6%
Haymarket	28.7%	16.8%	125.0%	-39.8%
Haymarket - Regent St / St James	29.3%	20.2%	245.7%	3.3%
Core West End	19.0%	23.1%	235.6%	-37.2%

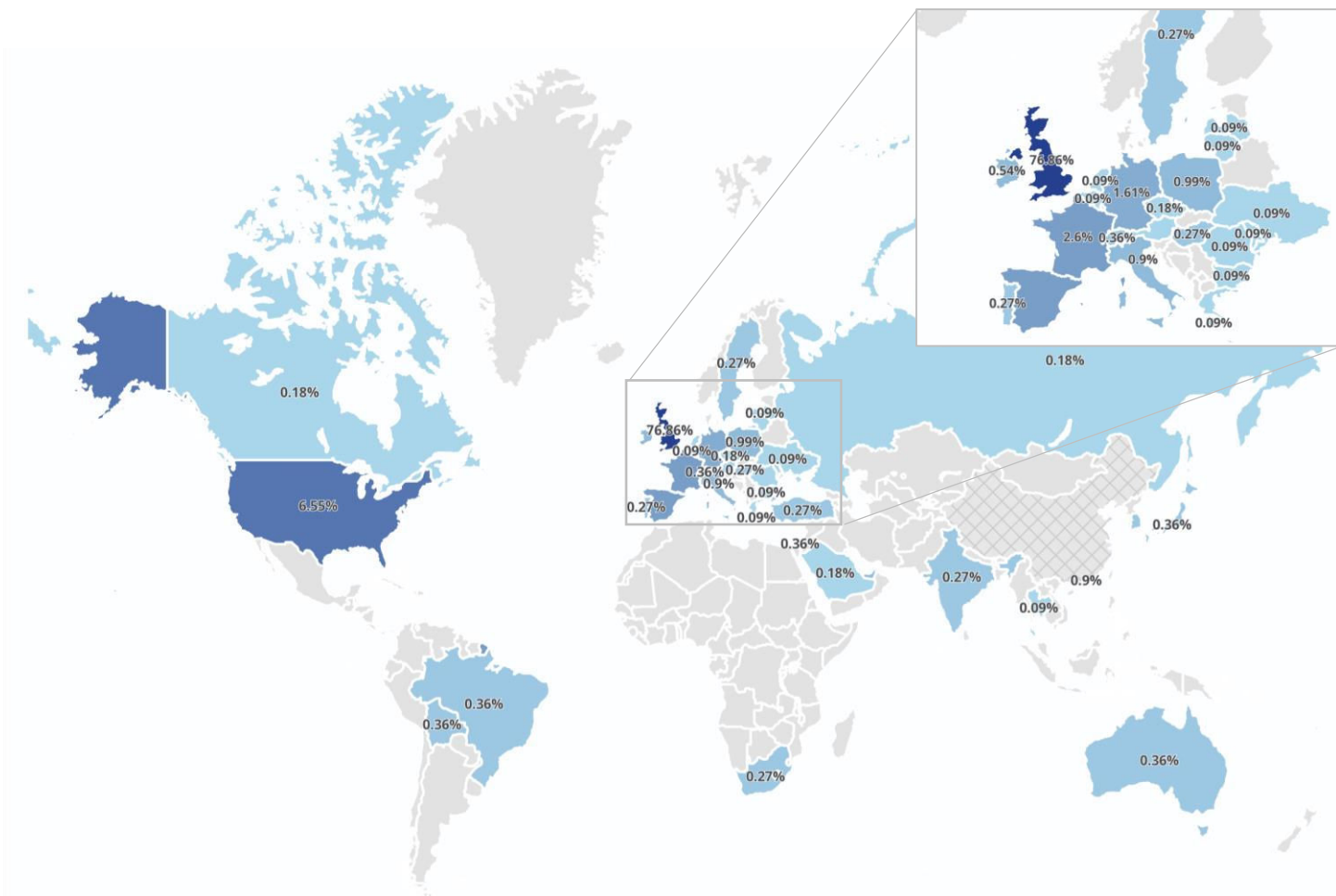
Visitor origin mix (2022 vs. 2019)



- International visits to HOLBA area are 12.1% down on 2019

Visitor Origin

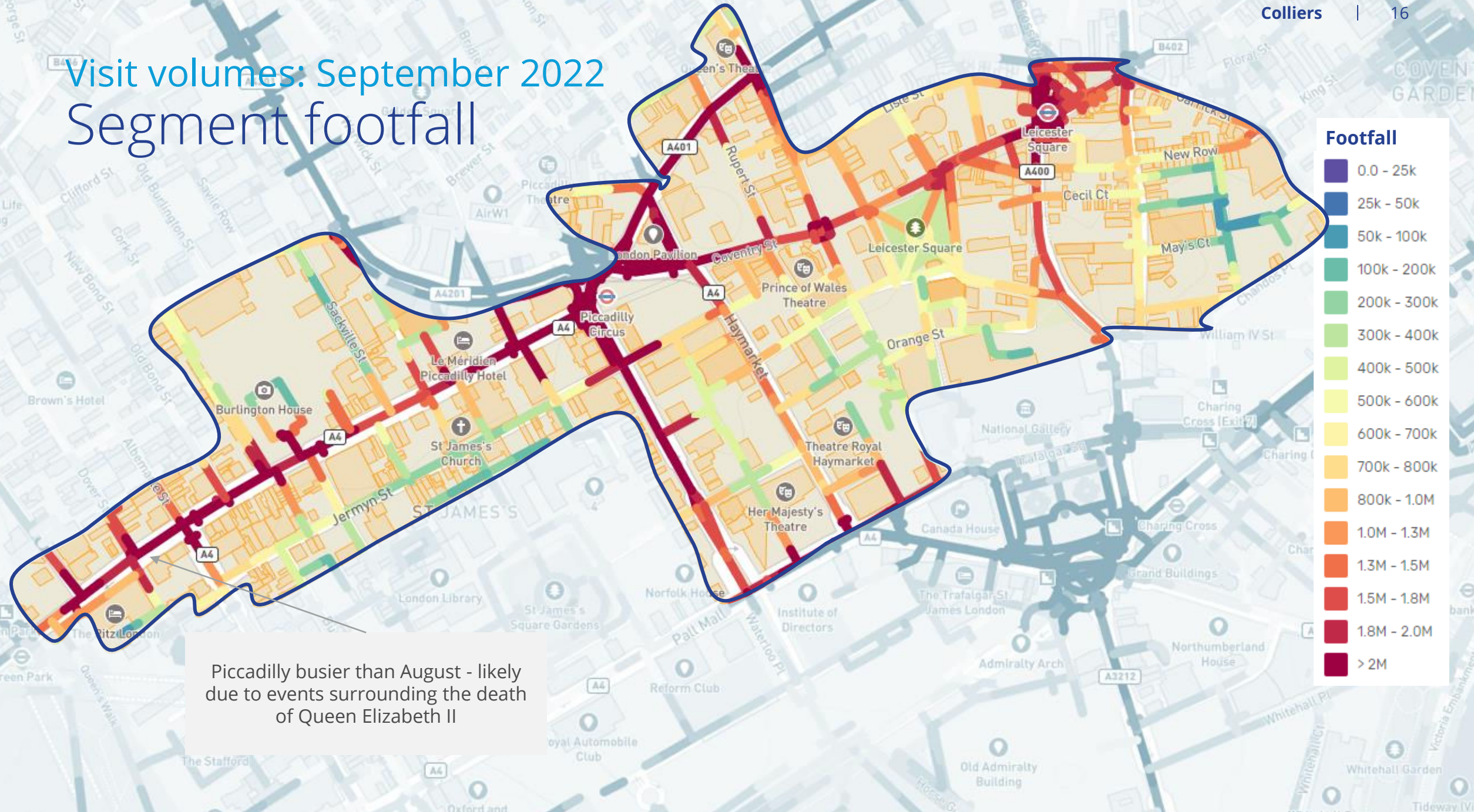
23.1% of visitors to HOLBA from outside the UK



1		76.9%	- 2.5%
2		6.6%	+ 1.7%
3		2.6%	- 0.1%
<hr/>			
	Europe	88.0%	- 2.3%
	Non-UK	23.1%	+ 2.5%

Note: Data unavailable for visitors from China

Visit volumes: September 2022 Segment footfall



Footfall	
0.0 - 25k	Dark Purple
25k - 50k	Dark Blue
50k - 100k	Teal
100k - 200k	Green
200k - 300k	Light Green
300k - 400k	Yellow-Green
400k - 500k	Yellow
500k - 600k	Light Orange
600k - 700k	Orange
700k - 800k	Light Red
800k - 1.0M	Orange-Red
1.0M - 1.3M	Red
1.3M - 1.5M	Dark Red
1.5M - 1.8M	Dark Red
1.8M - 2.0M	Dark Red
> 2M	Dark Red

Piccadilly busier than August - likely due to events surrounding the death of Queen Elizabeth II

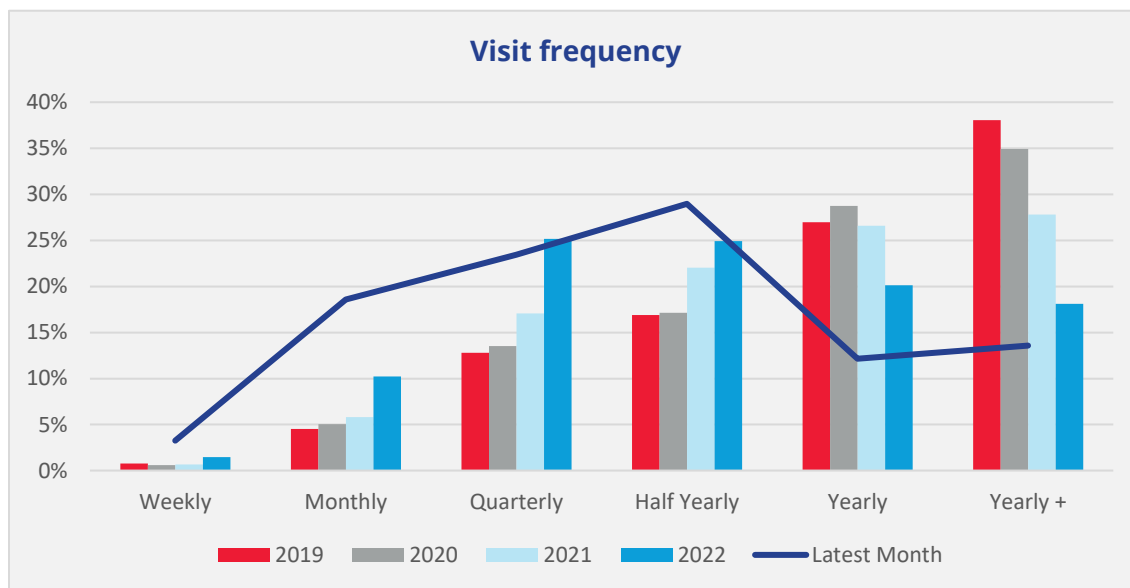


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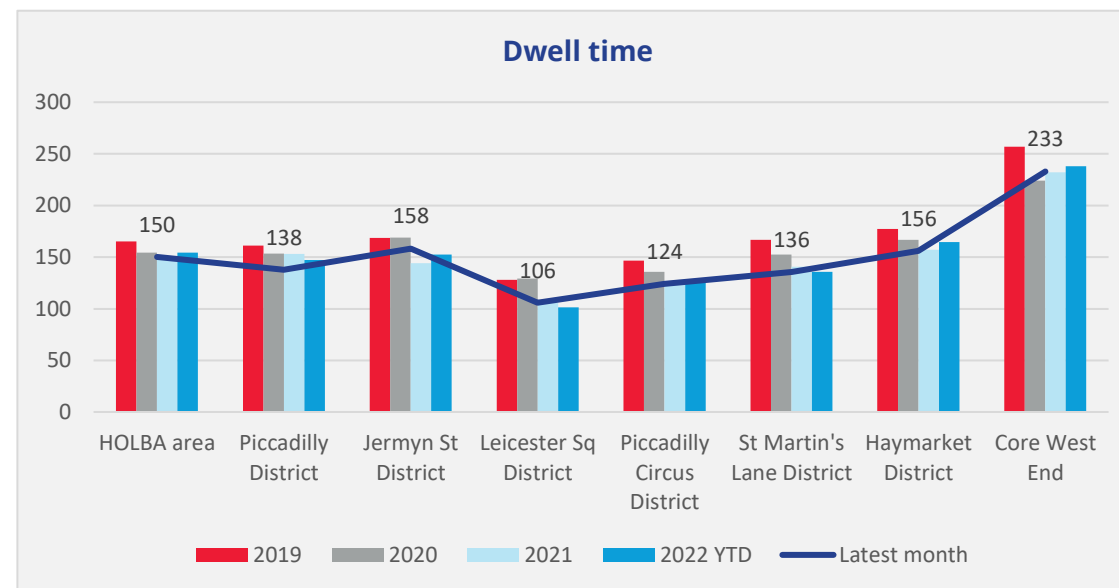
Visitor behaviour

Visitor behaviour

Average dwell time of over 2 hours



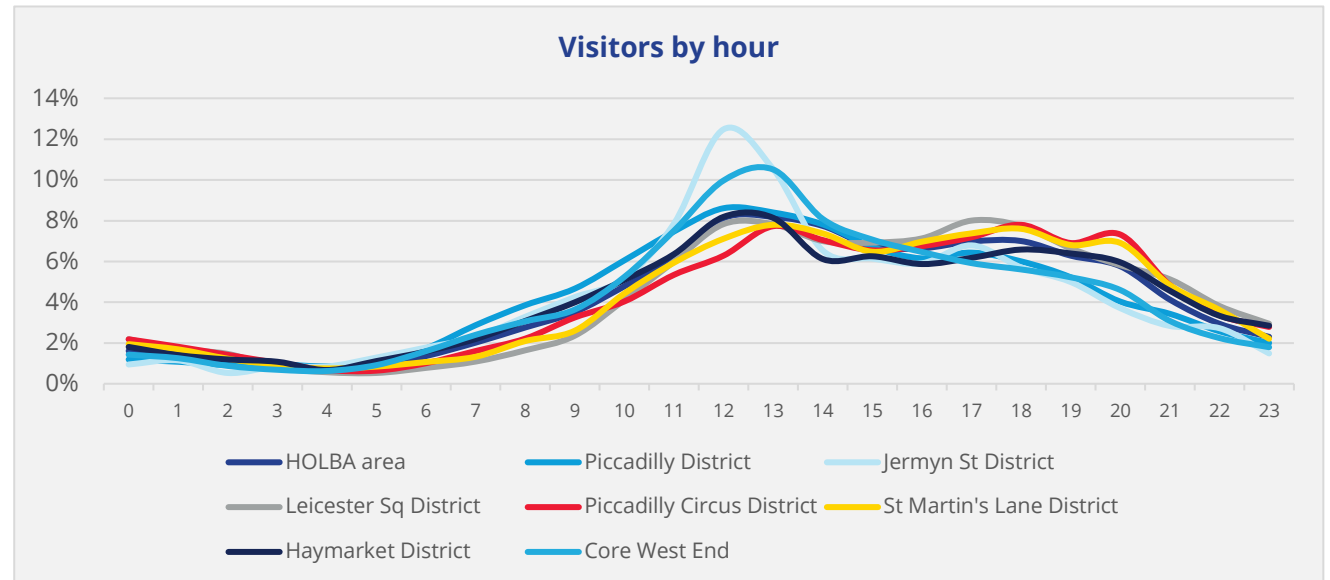
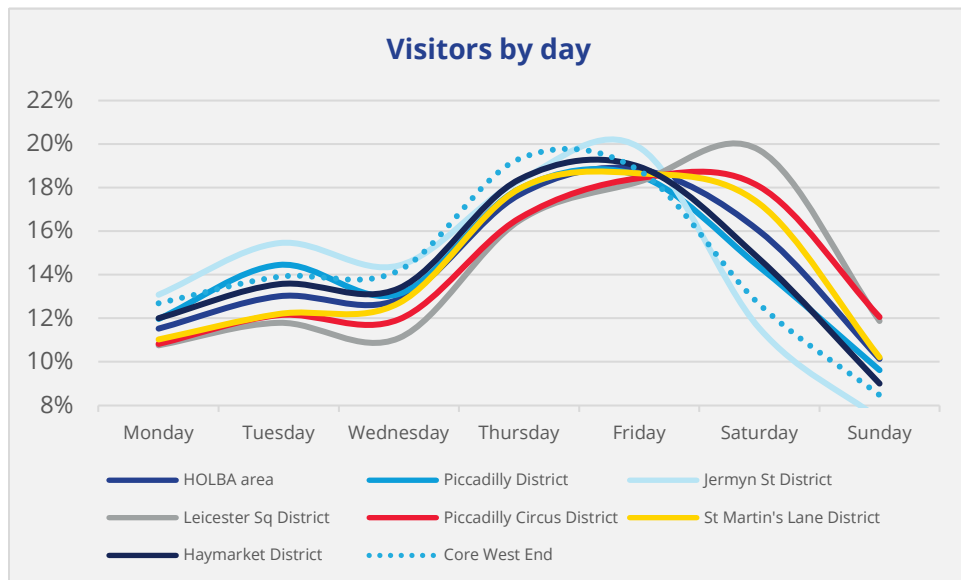
- Increase in proportion of visitors visiting monthly and quarterly (continuation of trend in August)
- Conversely decrease in proportion of visitors visiting yearly and beyond



- Dwell time decreased in September versus 2022 YTD, 150 mins versus 154 mins
- Jermyn St District has the longest dwell time at 158 mins

Visitor behaviour

Visits by day and hour

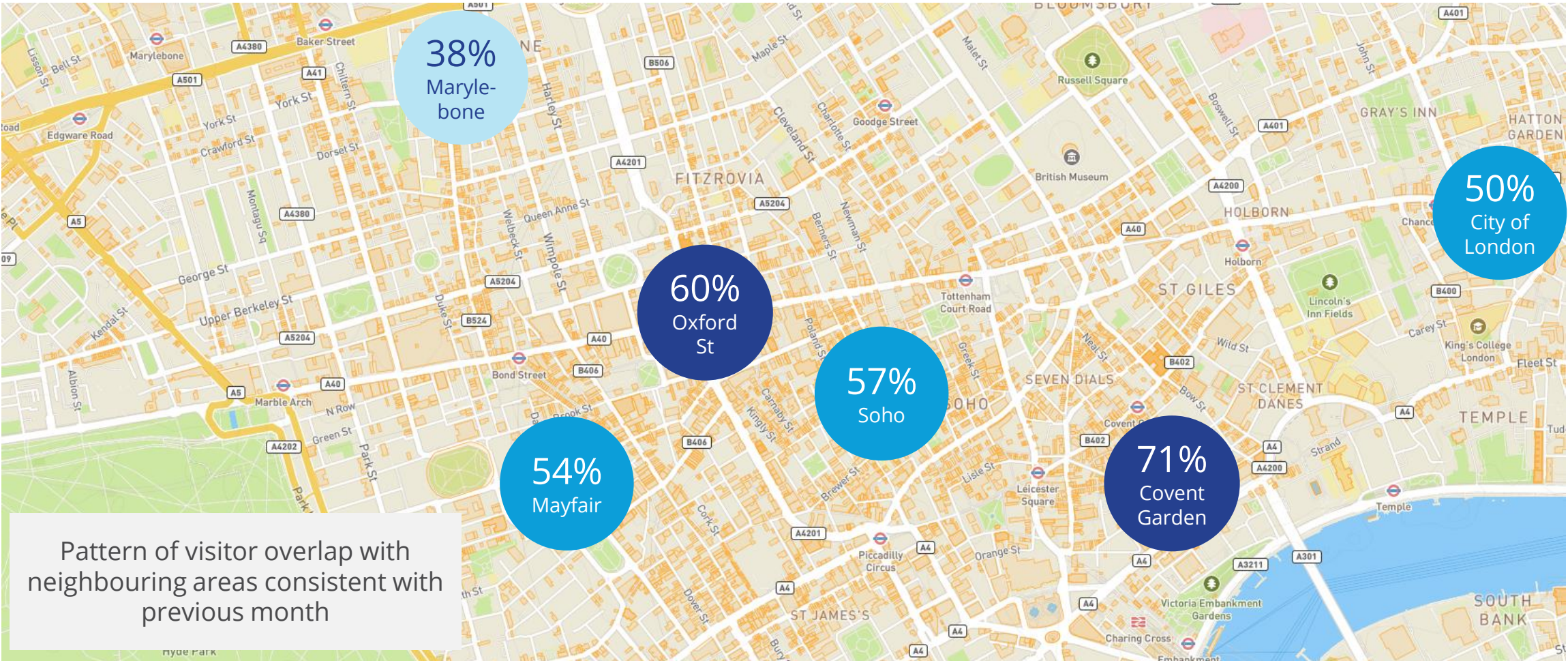


- Thursday – Saturday typically saw the highest proportion of visitors
 - Patterns this month likely affected by events surrounding Queen Elizabeth's death

- Visitor volumes typically peak during lunch time and into the afternoon
 - Jermyn St has a more noticeable midday/lunchtime peak
- Visitors by hour patterns fairly consistent month to month

Visitor behaviour

71% of visitors also visited Covent Garden during the month



Pattern of visitor overlap with neighbouring areas consistent with previous month

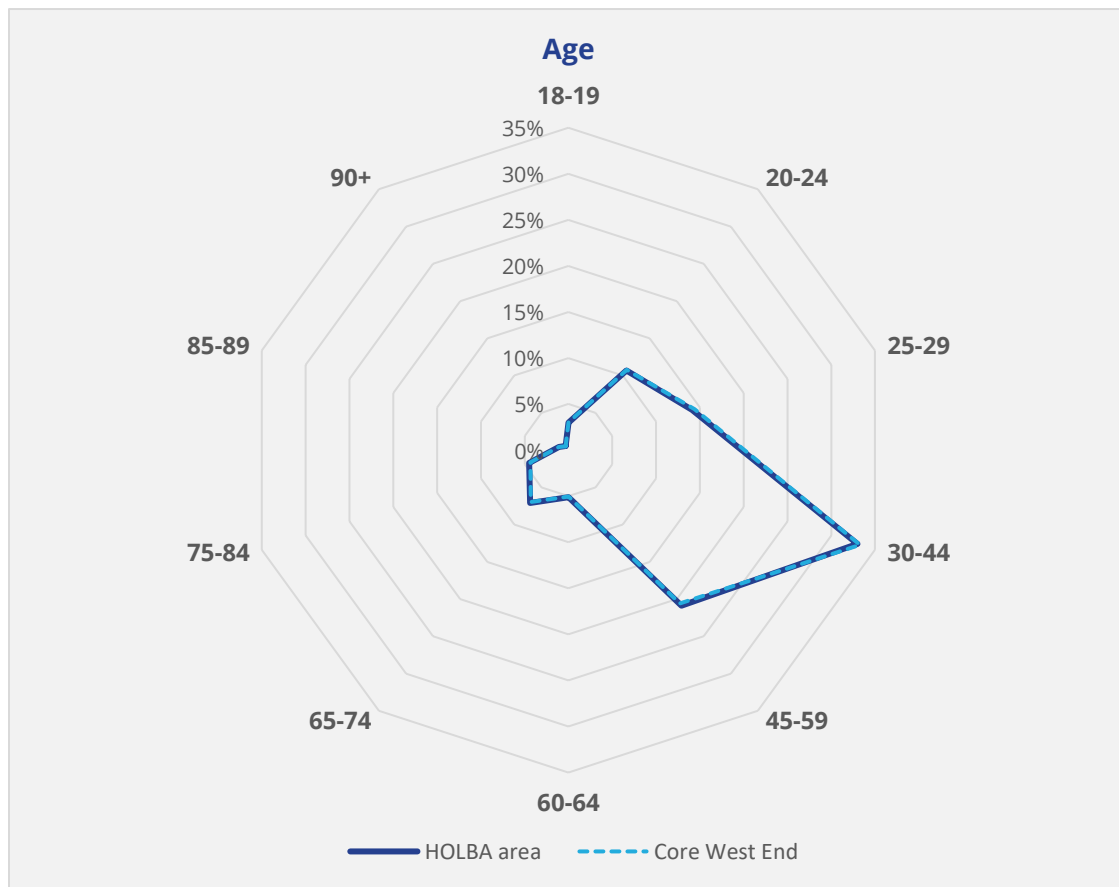


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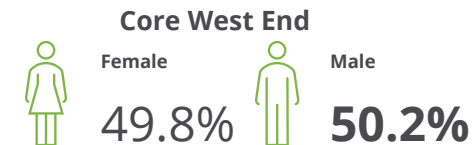
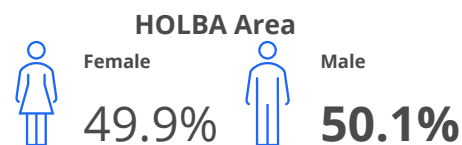
Visitor profile

Visitor profile: Age & Gender

53.8% of visitors are aged between 30-59 years old



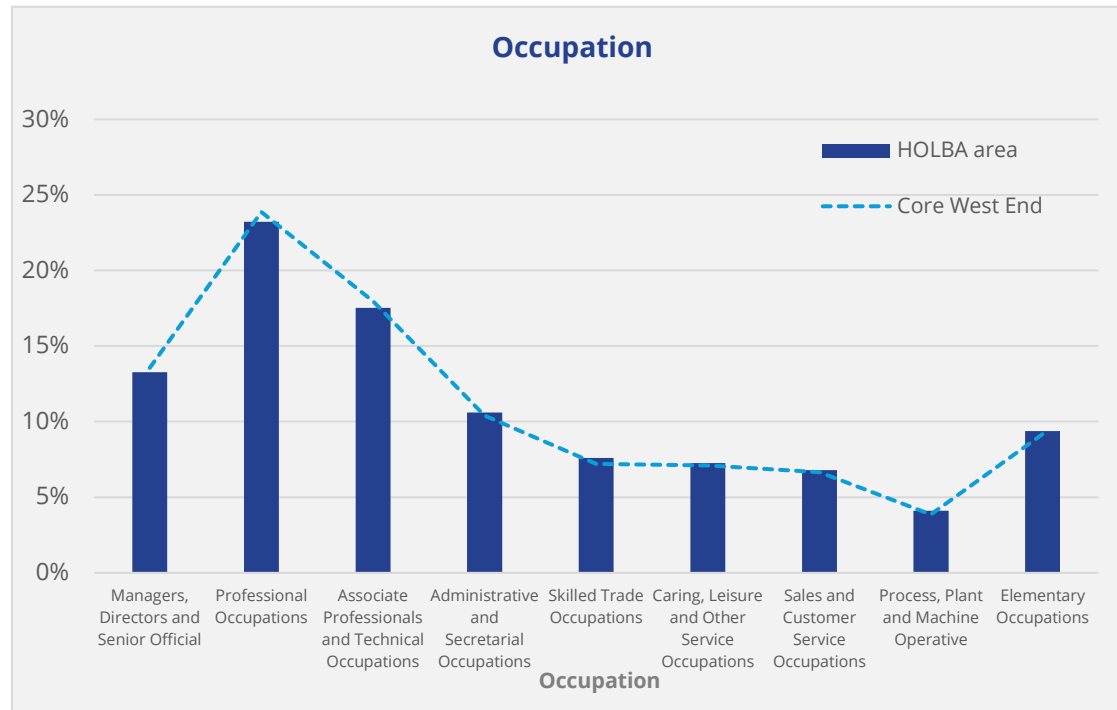
- Visitor profile skewed towards those aged 30-59 years old
 - 53.9% of visitors aged 30-59, versus 53.8% in September
- Average age relatively consistent across the different areas within Heart of London area
- Male & female visitors are fairly evenly split, and in-line with the make up of the core West End as a whole



Source: Colliers LocateFootfall.

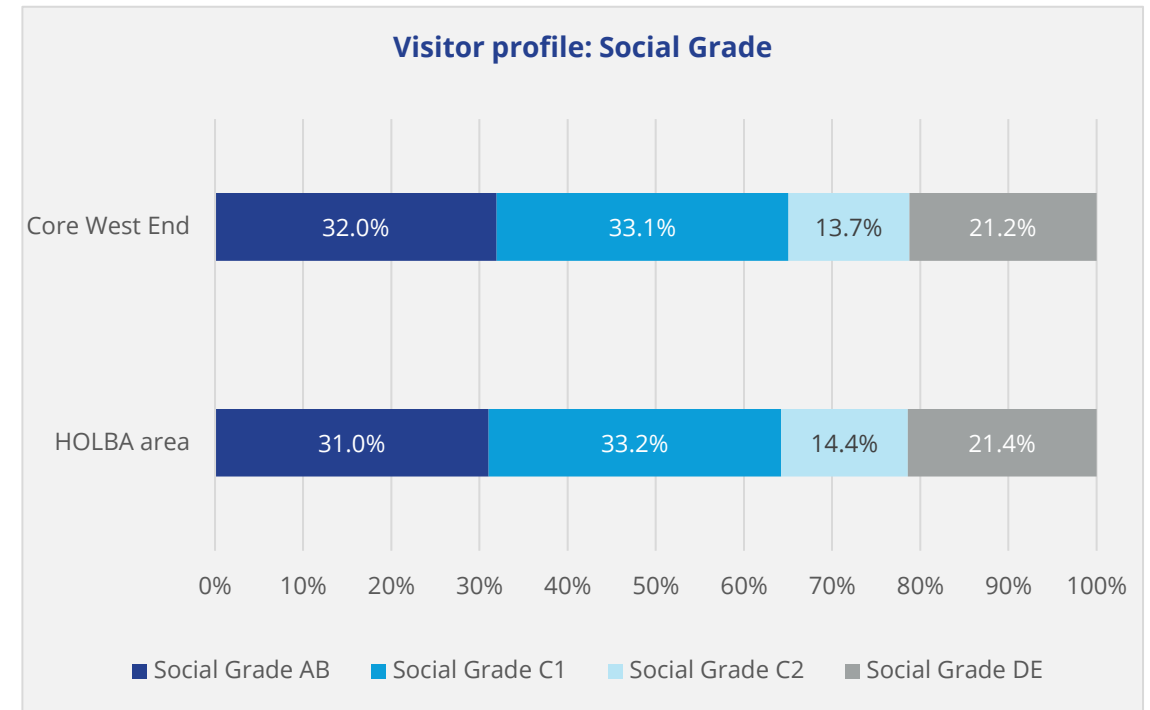
Visitor profile: Occupation & Social Grade

Core catchment biased towards white collar workers



- Visitor catchment profile biased towards 'white collar' occupations, consistent with last month
- In-line with wider Core West End profile

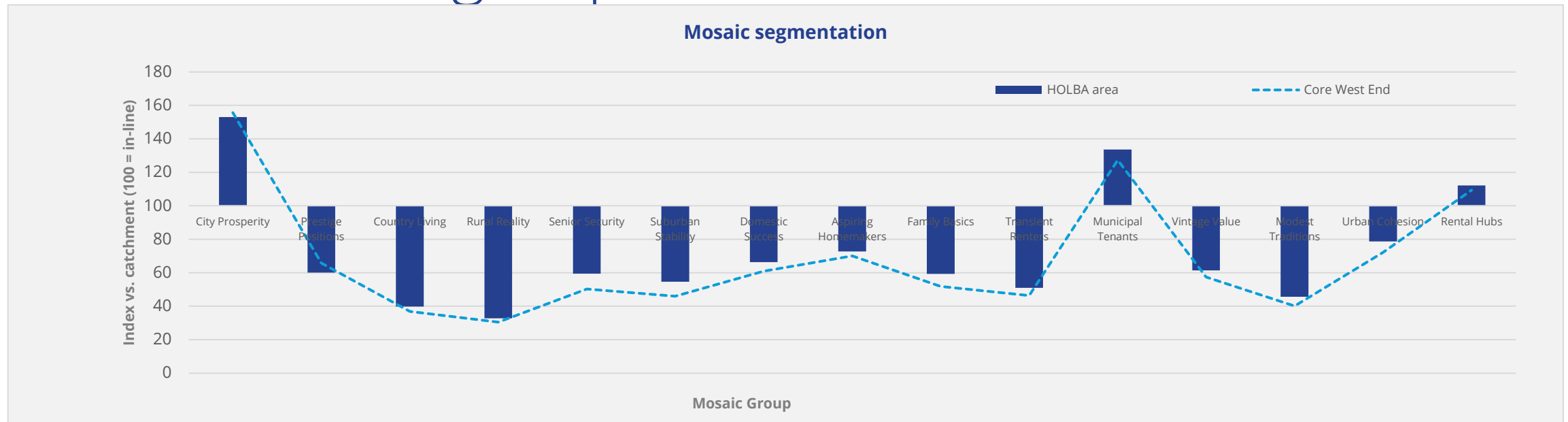
Source: Colliers LocateFootfall.



- 31.0% HOLBA Area visitor catchment profile in Social Grade AB, vs 32.0% for Core West End
 - Little change versus August 2022

Visitor profile

Profile dominated by City Prosperity and Municipal Tenant Mosaic groups



- Visitor profile biased towards 2 Mosaic groups 'City Prosperity' and 'Municipal Tenants'²
 - City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations
 - Municipal Tenants are residents who rent inexpensive city homes in central locations
 - Profile very similar to Core West End visitors
 - Mosaic profiling segments the population into 15 groups to help understand an individual's likely behaviour

Source: Colliers LocateFootfall, Experian Mosaic

² Information on all Mosaic groups available in appendix



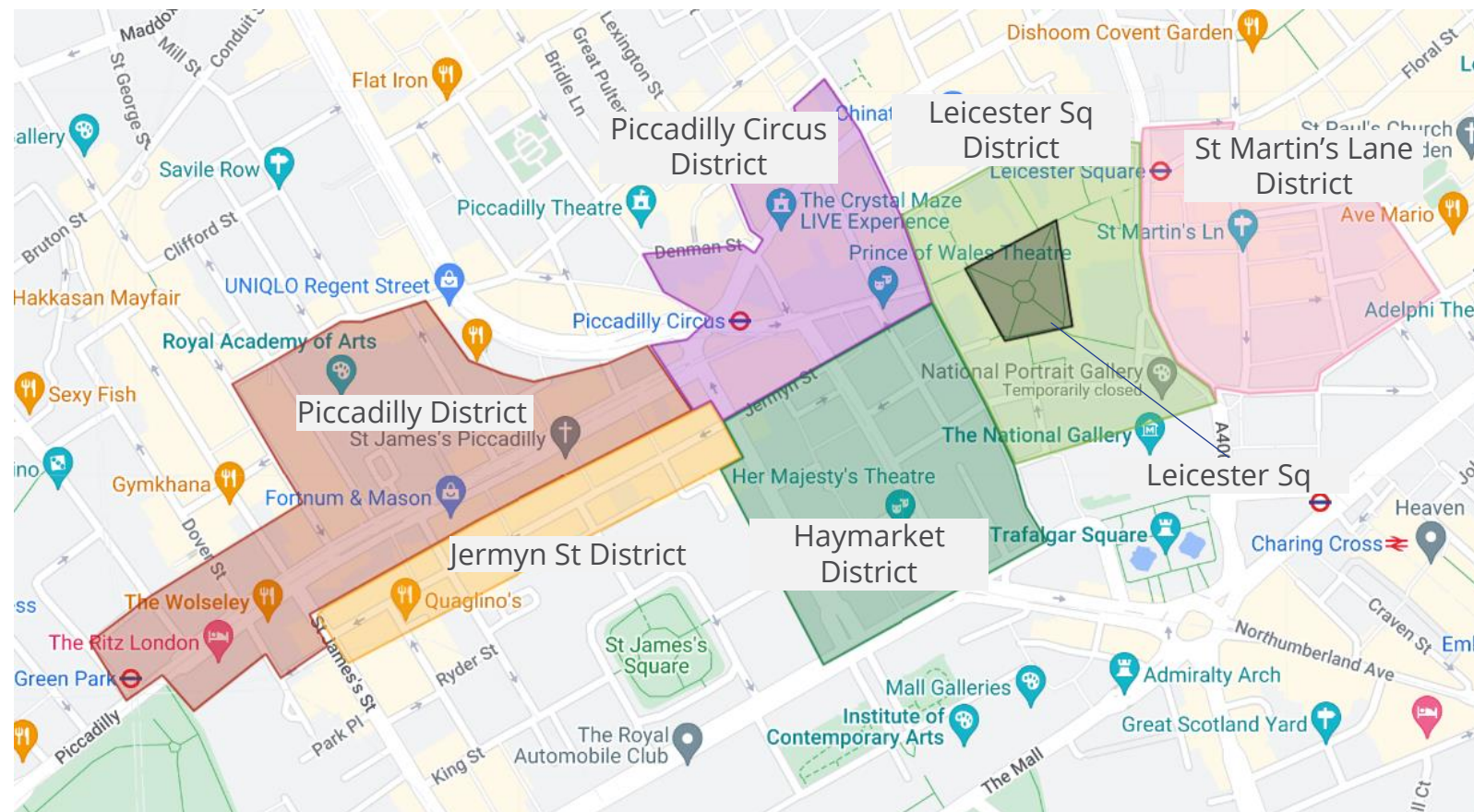
06

Appendix

Appendix

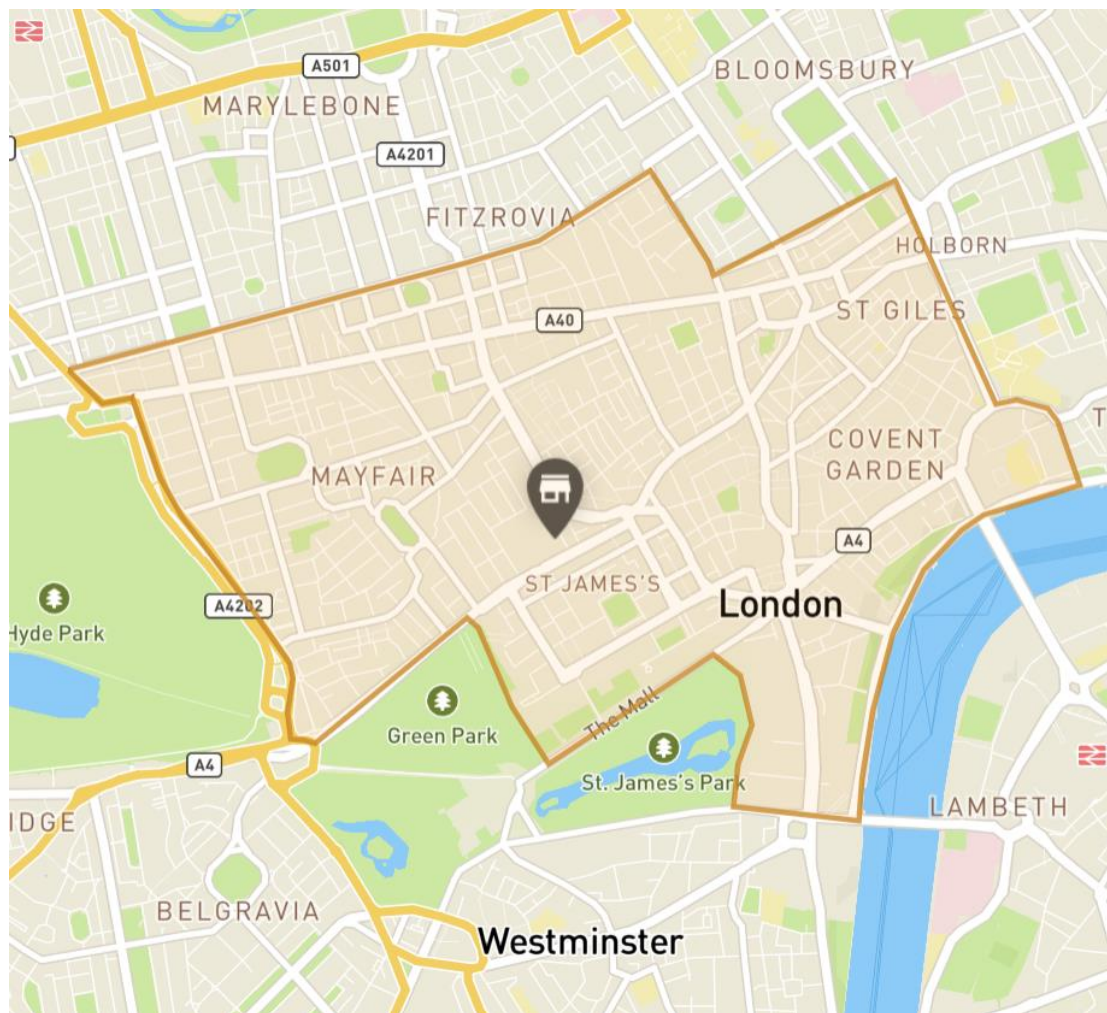
Location definition

- 7 key areas within HOLBA 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



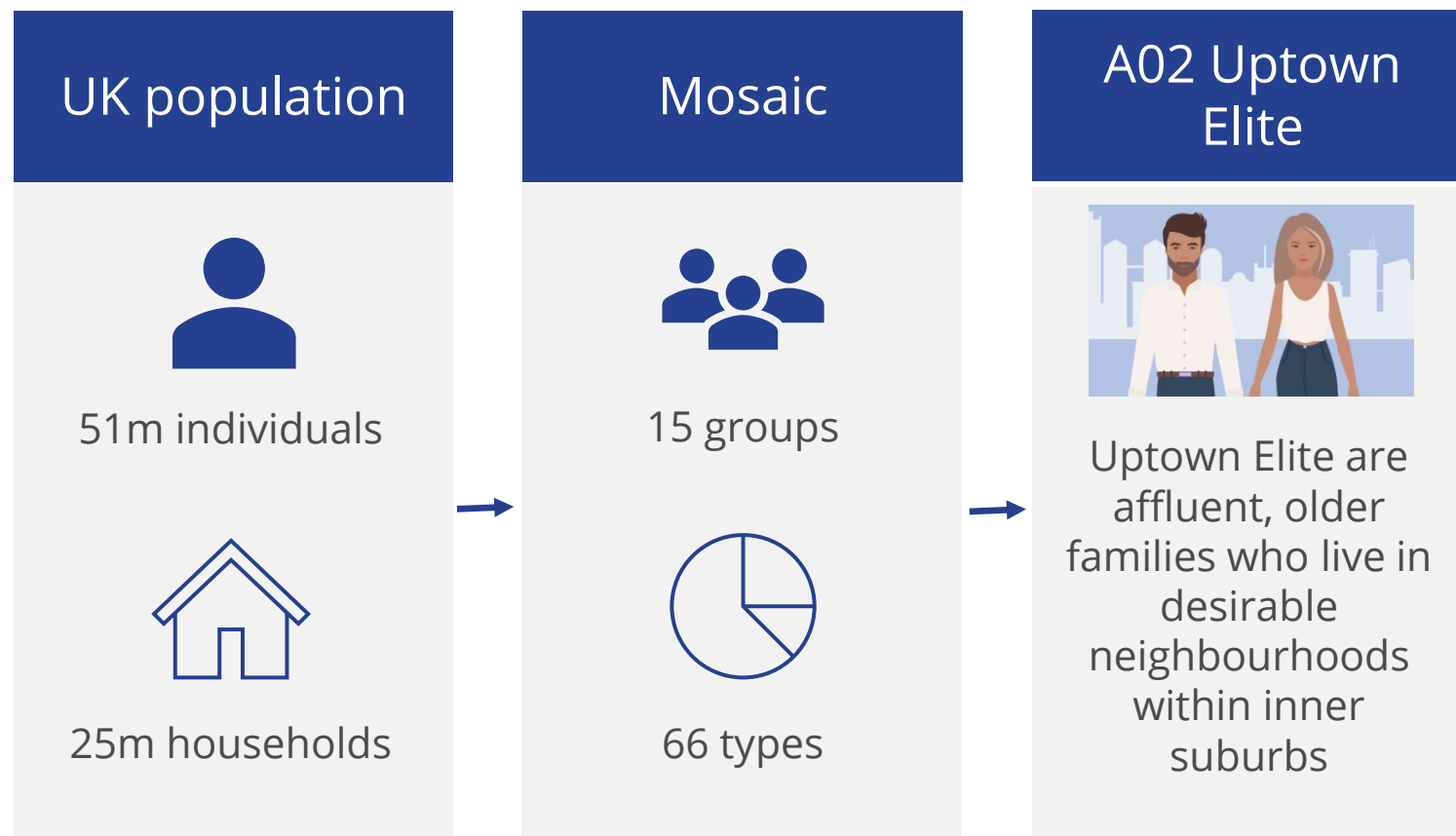
Core West End area, used as a benchmark location throughout analysis

Appendix

Mosaic segmentation

- 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



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 mid-range 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.

Source: Experian

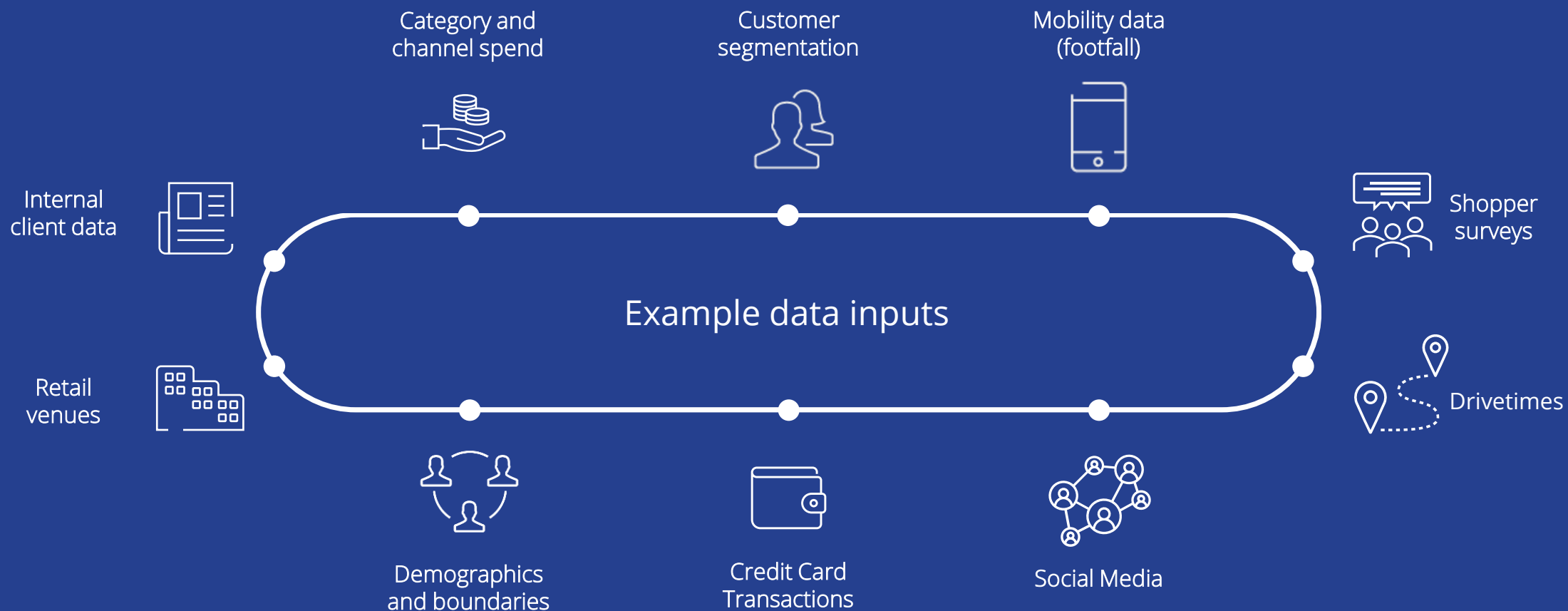


Data-driven, objective location strategy

We work with Occupiers and Landlords/Investors to optimize store/branch estates and real estate assets

Appendix

Colliers data sources include...



Illustrative / Non-Exhaustive

Appendix

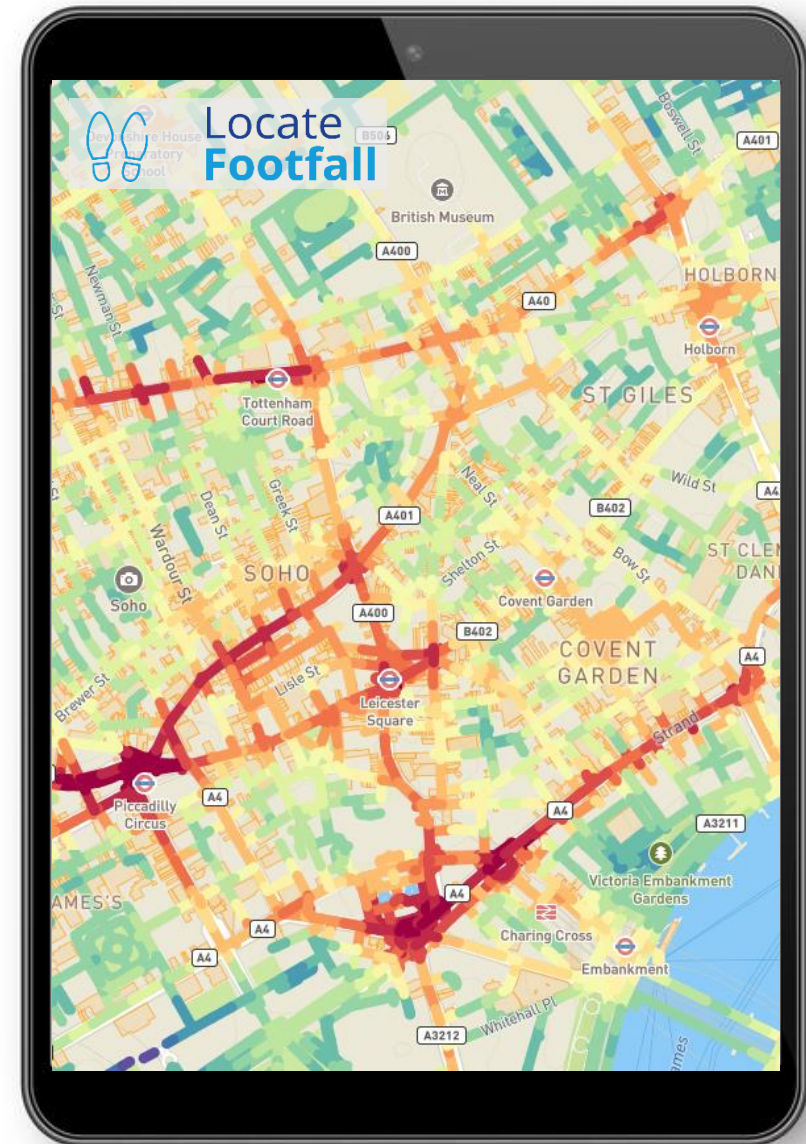
Footfall intelligence

Using mobile data, Colliers are able to profile visitors from a data pool of billions of records

Part of Colliers' proprietary LocateInsights Platform, LocateFootfall delivers unique crowd level profile & behavioural insights for use across the UK retail sector.

The platform is the product of a range of unique partnerships across the Data & Proptech markets, harnessing big data and A.I via a simple browser based tool.

- ✓ Market leading intelligence from 80+ data sources
- ✓ Sample size of over 9 million active UK smartphone users
- ✓ Delivers data instantly without hardware installation
- ✓ Location data at any level of geography, over any time period



Appendix

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