

In partnership with:



# Background

#### **Introduction and Context**

The Fitzrovia Partnership partners with Colliers to provide data and insights on visitors to the area. Monthly visitor reports provide key insights on preceding months' performance around:

- Visitor footfall
- Visitor profile
- Visitor behaviours (dwell, frequency...)
- TfL Tap Ins/Outs (latest data currently unavailable due to TfL data issue)

#### **Data sources**

Colliers Retail Strategy & Analytics team, part of Colliers – a global real estate consultancy - provides independent, data-driven insights to define and inform the future of retail strategy, combining data and deep retail expertise to help clients understand consumer demand and supply, and help identify strategic growth possibilities.

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.

#### **FOOTFALL**

#### **VISITOR BEHAVIOUR**





#### TFL

#### **VISIT PROFILE**











## Combined Fitzrovia Area









### Fitzrovia Overview

#### December 2024

- Strong visit
   performance
   throughout Fitzrovia
   in December 2024
- Increase in footfall visitation year-onyear, despite slight decline in dwell time, in part due to a reduction in worker presence during festive period
- Growth in International % in December, share of international visitors +6% vs. Dec 23











International Visitation updated quarterly; insights as of end of Q3 2024

### Fitzrovia Overview

#### December 2024



#### **Footfall**

**+20%** growth in visits yearon-year in **December**, with greater increase than CDA



#### **Day of Week**

+2.6% increase in share of weekend visits, indicative of social trips



#### **Visitor Dwell**

Visitors typically spend 1 hour 59 in the district (-10mins vs. 2024 Avg.)



#### **TfL Volumes**

Taps in/out of TfL Stations in, and surrounding, TFP up +5% in 2024 vs. 2023



#### **Visitor Origin**

29.8% of visitors to The Fitzrovia Partnership were from outside of UK



#### **2024 Performance**

Visit volumes to The Fitzrovia Partnership up +16% in 2024 vs. 2023

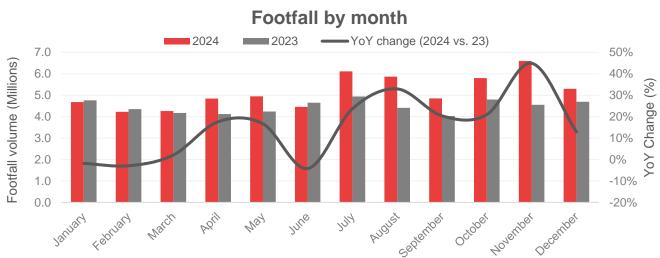




### Visitor Volumes

#### Visitor volumes up +16% in 2024 versus 2023





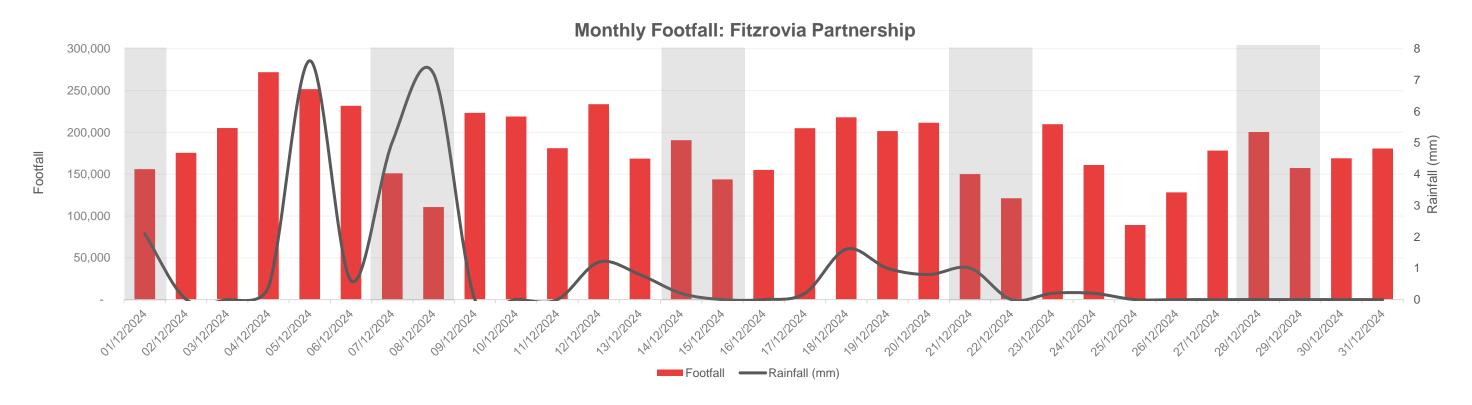
- Visit performance down versus previous month, however up versus last December
- TFP saw greater growth rate year-on-year than CDA



- December visitor volumes down versus previous couple of months as expected over Christmas period, however maintained growth versus last year
- Performance in The Fitzrovia Partnership in-line with wider London trend, seeing similar growth rate compared to areas surrounding City of London

### Visitor Volumes

#### Footfall volumes in The Fitzrovia Partnership peaked in first week of December



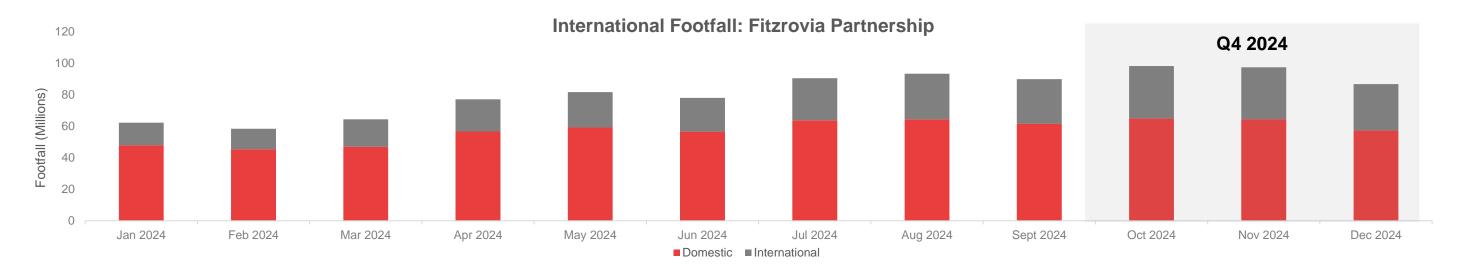
- Higher visitor volumes at the start of the month, with volumes dipping during Christmas week
- Peak visits on 4<sup>th</sup> December (+22% above average Wednesday visits (excl. 25<sup>th</sup> Dec))
- Storm Darragh on Sat 7<sup>th</sup> and Sun 8<sup>th</sup> impacted visit volumes, -16% below average weekend visits in December

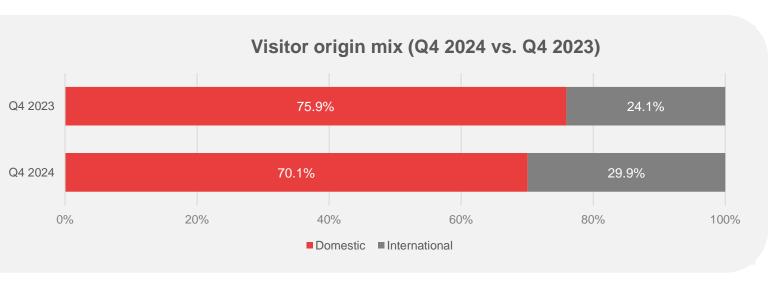




### Visitor Volumes

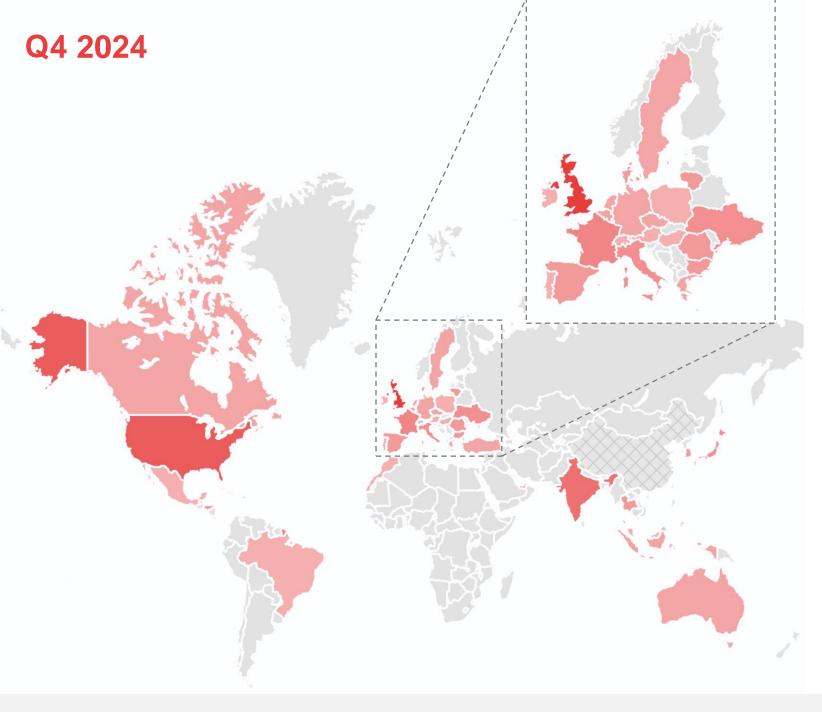
#### International visitor volumes up +15% vs. same quarter last year





- International visitors accounted for 29.9% of visits in Q4 2024, up +5.8% versus same quarter last year
- International visitor footfall volumes up +15% versus same quarter last year (total footfall up +7% across same period)





## International Visitors

#### 29.9% visitors from outside the UK

- Increase in international mix in Q4 2024 (**+2.0%**) versus previous quarter, Q3 2024, driven by an increase in European visitors
- Outside of the UK, N. America next highest-ranking region, representing 9.3% of visitors in Q4 (down -0.8% vs. previous quarter)

Rank	Region	%	+/- percentage point change  (vs. previous qtr)
1	United Kingdom	70.1	-2.0
2	Northern America	9.3	-0.8
3	Eastern Europe	4.7	0.1
4	Southern Asia	4.6	-0.2
5	Western Europe	3.9	2.3
6	Eastern Asia	2.5	-0.5
7	Northern Europe	2.2	1.1
8	Southern Europe	2.0	0.4
9	Western Asia	1.8	-0.3
10	South-eastern Asia	1.1	-0.8





3%

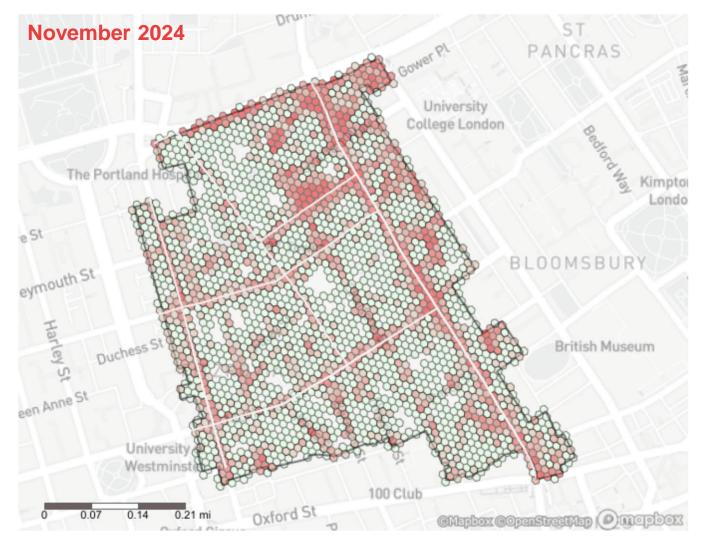


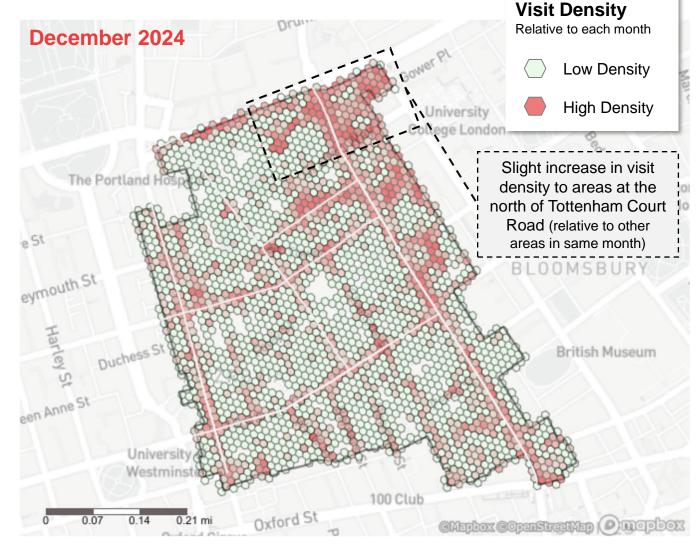




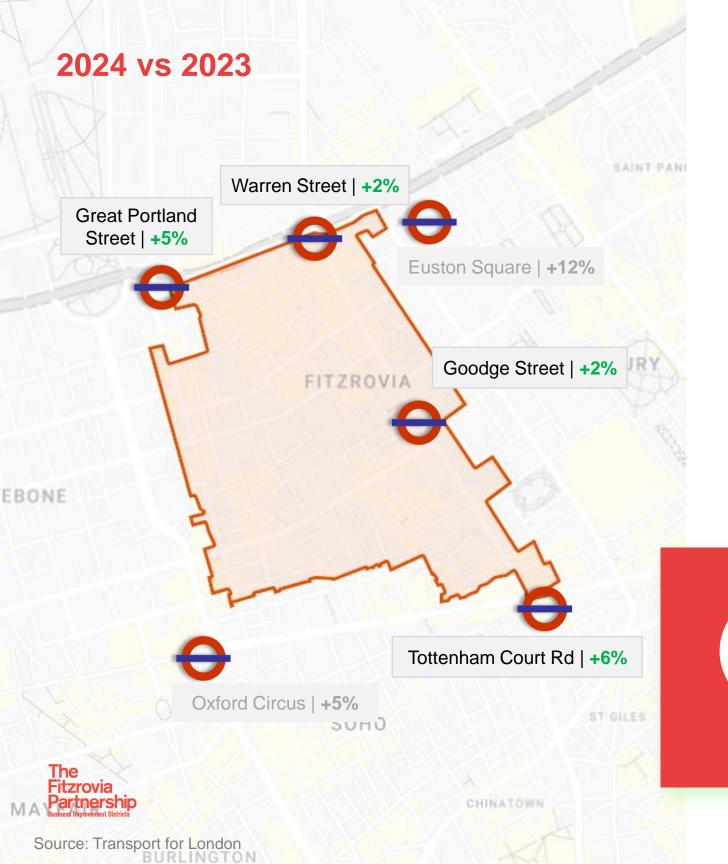
# Visitor Density

Slightly higher visit density to the north of Tottenham Court Road, surrounding Warren Street station, in December vs. November









# TfL Taps In / Out

### Visits to all stations in the BID up +5% yearon-year throughout 2024

- Strong performance throughout The Fitzrovia Partnership's TfL stations, contributing to areas of hotspots as seen on previous page
- Tottenham Court Road (+6%) and Great Portland Street
   (+5%) experienced the greatest growth in taps year-on-year
- Average performance across TFP stations in-line with Oxford Circus (+5%)

The Fitzrovia P
Significant impact wa

Growth in station usage in, and surrounding, The Fitzrovia Partnership in 2024 vs. 2023

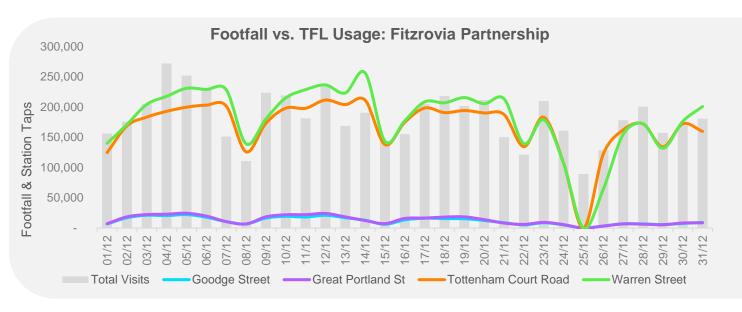
Significant impact was still seen at Tottenham Court Road during 2024 due to the Elizabeth Line, a trend experienced in other EL stations throughout London

# December 2024 vs. December 2023 Warren Street | +4% **Great Portland** Street | +6% Euston Square | +4% Goodge Street | -6% FITZROVIA EBONE Tottenham Court Rd | -0% Oxford Circus | -0% CHINATOWN Source: Transport for London

## TfL Taps In / Out

# December station usage trends in-line with TFP visit performance

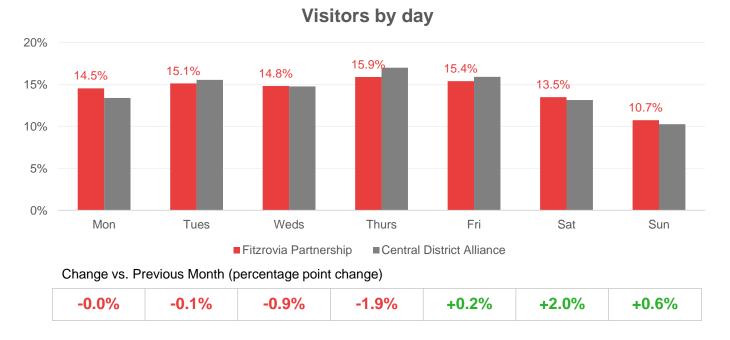
- Station usage across TFP stations down -1% year-on-year
- Tottenham Court Road & Warren Street were the two major stations in The Fitzrovia Partnership; accounting for ~ 10x more station taps than Goodge St & Great Portland St.
- Station usage trends in-line with TFP visitation performance, expected decline seen around Christmas





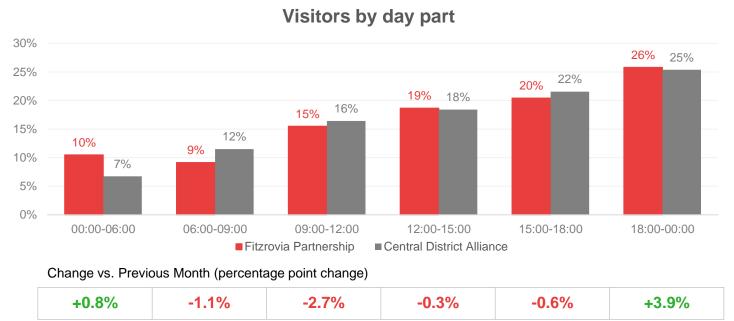
### Visitor Behaviour

#### 45.8% of visitors to TFP visit Tuesday-Thursday





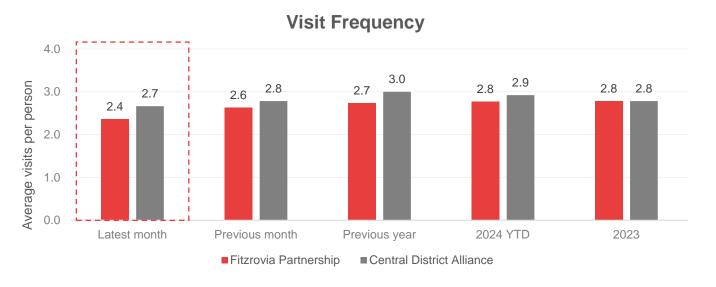
- Slight increase in proportion of visits on weekends in December vs. previous month, 24.2% of visits vs. 21.6%
- Profile by day is similar to Central District Alliance overall, albeit visit distribution is slightly more distributed in TFP

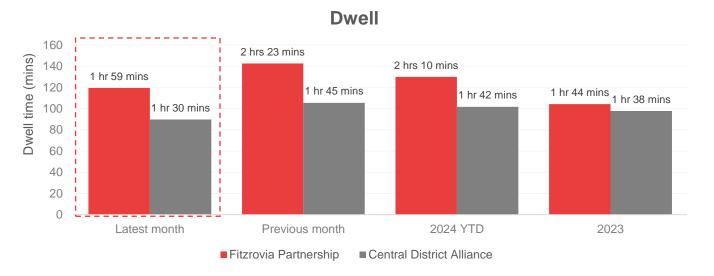


- Increase in proportion of visits to The Fitzrovia Partnership outside of working hours; +3.9pp. share of visits after 6pm, reflective of more social and leisure visits during the festive period, and a lower worker presence
- The same trend was seen within Central District Alliance, as a reduced worker presence altered the distribution of visits throughout the day

### Visitor Behaviour

#### Visit frequency down slightly in December, due to lower worker presence





- Average visitor visited The Fitzrovia Partnership 2.4 times in December, down slightly from 2.6 times in November
- Visit frequency down vs. 2024 average, which was an average 2.8 times per month, indicative of increased social visits from infrequent visitors and less workers in December

- Average dwell during December of 1 hours 59 mins (-24 mins vs. November), as social visitors tend to dwell for shorter time than workers
- Dwell times in TFP remain typically longer than CDA; +29 mins higher than CDA average dwell in December





### Catchment

# +2.6% increase in visits from tertiary catchment

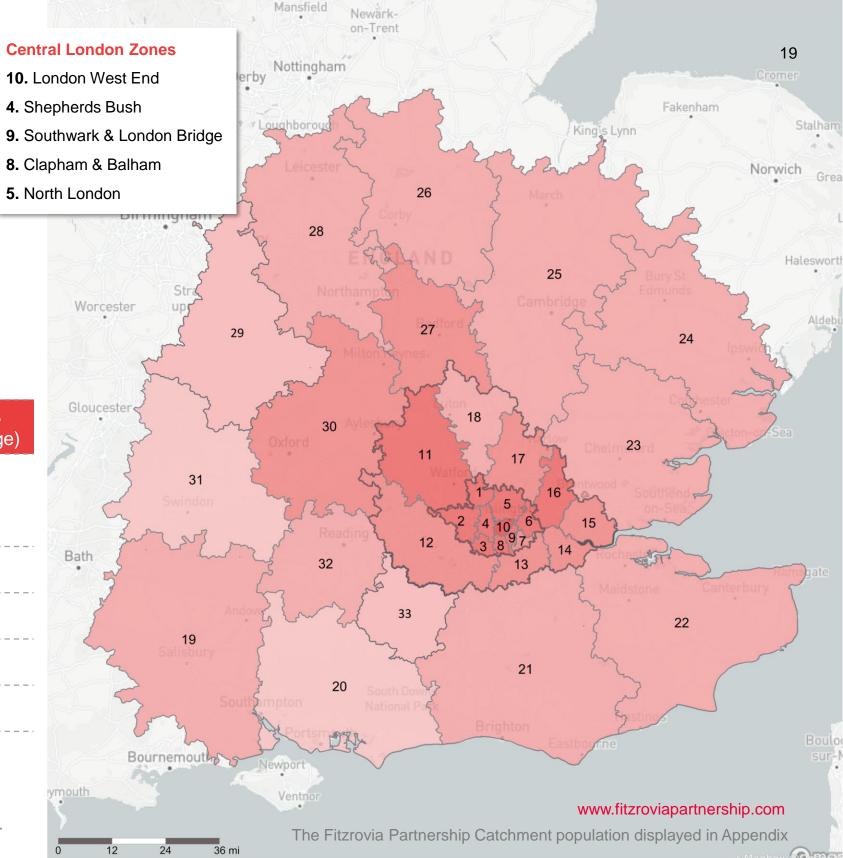
Decrease in share of visits from Core Catchment (-2.5% vs. Nov 23) reflecting increased visits from further afield in the catchment

Catchment Band	Latest Month Visit %	Change vs. Previous Month (% point change)
Primary	48.7%	-6.1%
Secondary	25.6%	+3.6%
Core Catchment (75%)	74.4%	-2.5%
Tertiary	16.0%	+2.6%
Total Catchment	90.4%	+0.1%
Pull In	9.6	-0.1%



**Share of visits** refers to proportion each zone contributes to total visits to The Fitzrovia Partnership

**Pull In** refers to proportion of visits outside of defined 'Total Catchment' e.g. occasional tourists



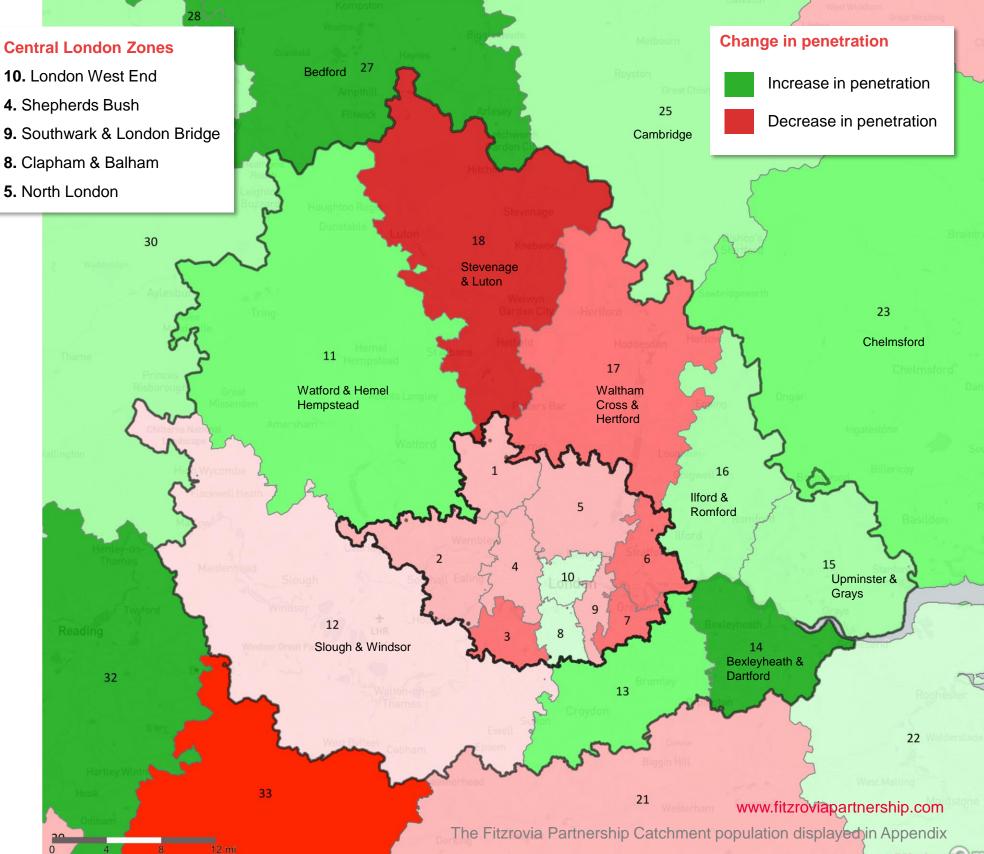
### Catchment

# Changes in visitor penetration in December 2024 month-on-month

- Map represents the month-on-month change in penetration by catchment zone
  - Red areas represent zones that have contributed fewer visits, whilst green have contributed more
- Decline in penetration from most zones in Central London and to the north & south-west of London, representing potential commuter areas visiting less in December

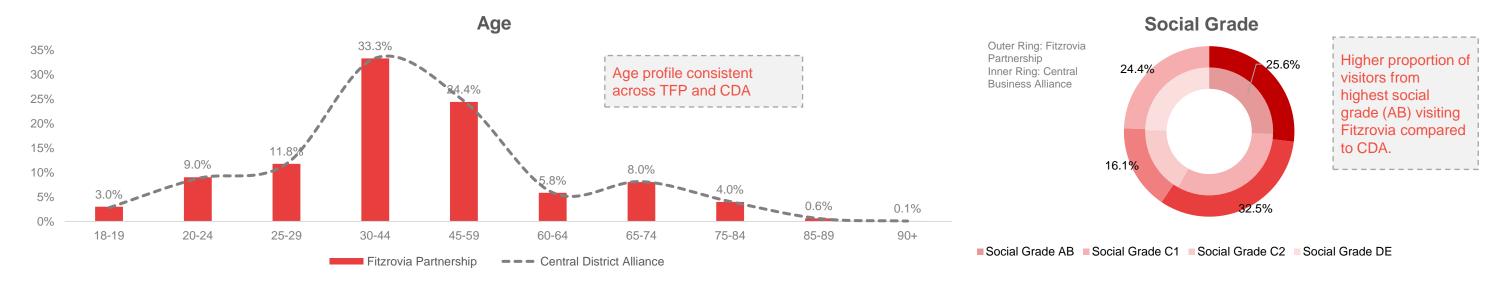


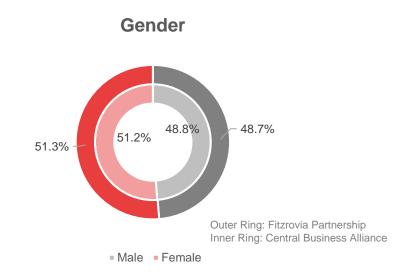
Note: Penetration refers to % of population from a zone that visits The Fitzrovia Partnership area

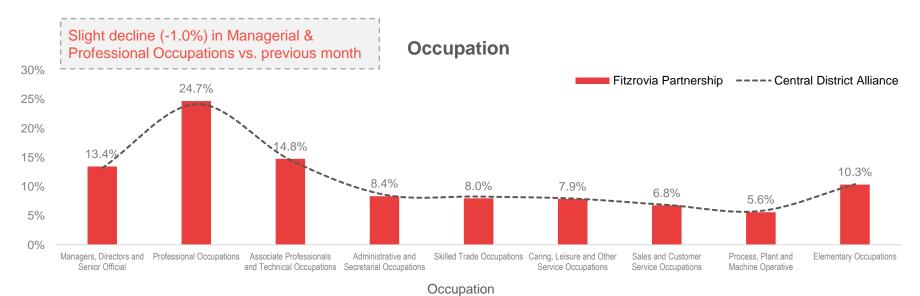


### Visitor Profile

#### Visitor profile in December in line with Central District Alliance profile

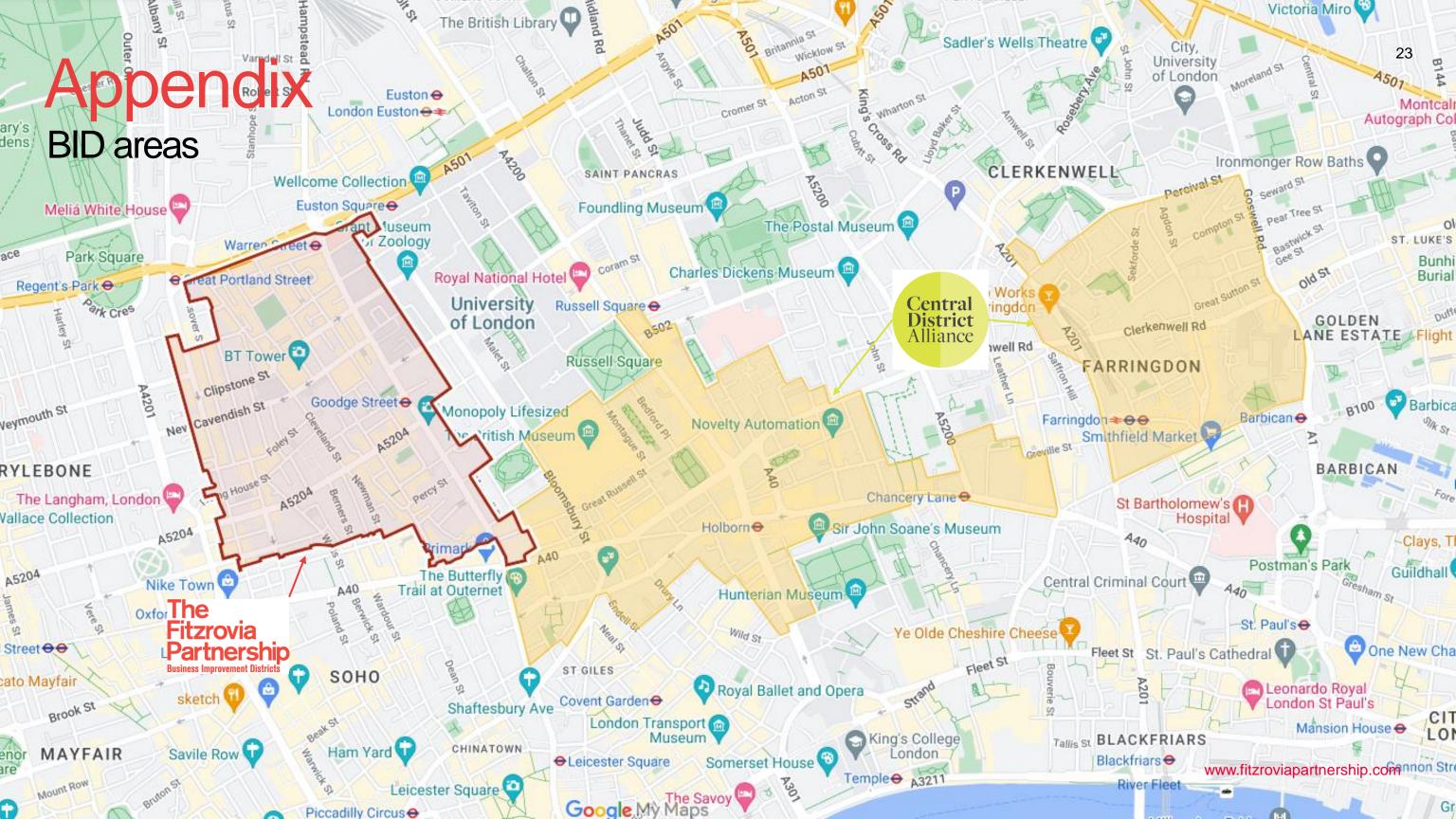












# Catchment

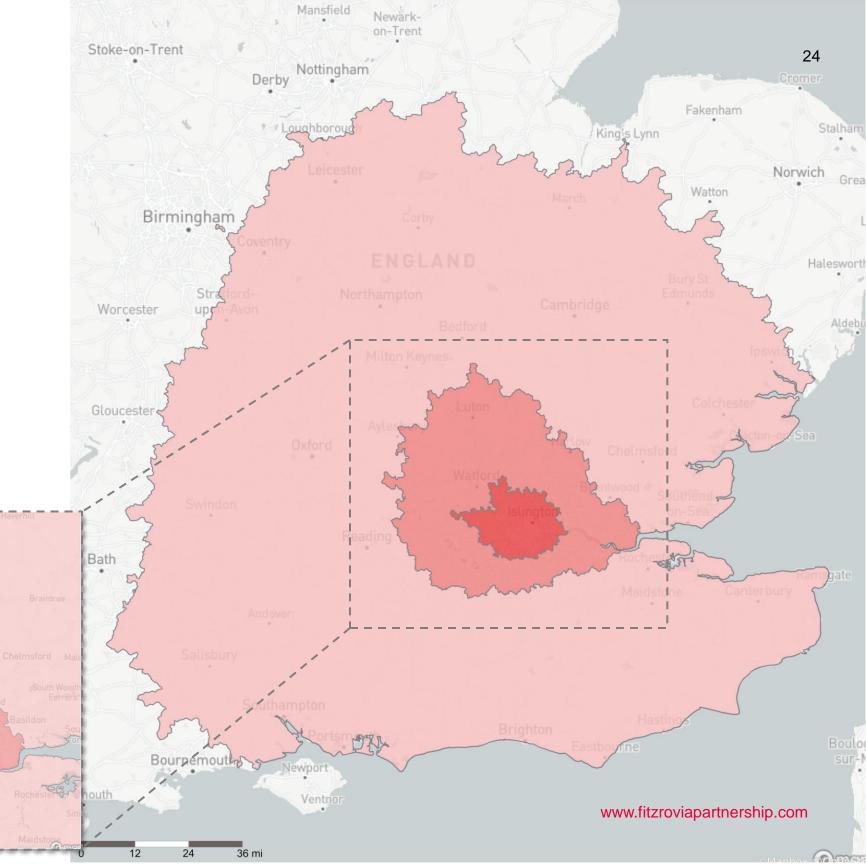
# 12m population in TFP Core Catchment

<b>Catchment Band</b>	Population (millions)
Primary	5.2m
Secondary	6.8m
Core Catchment (75% of visitors)	12.0m
Tertiary	15.2m
Total Catchment (90% of visitors)	27.2m

12m

Core Catchment Population

The Fitzrovia Partnershi



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# Appendix

Catchment Zones

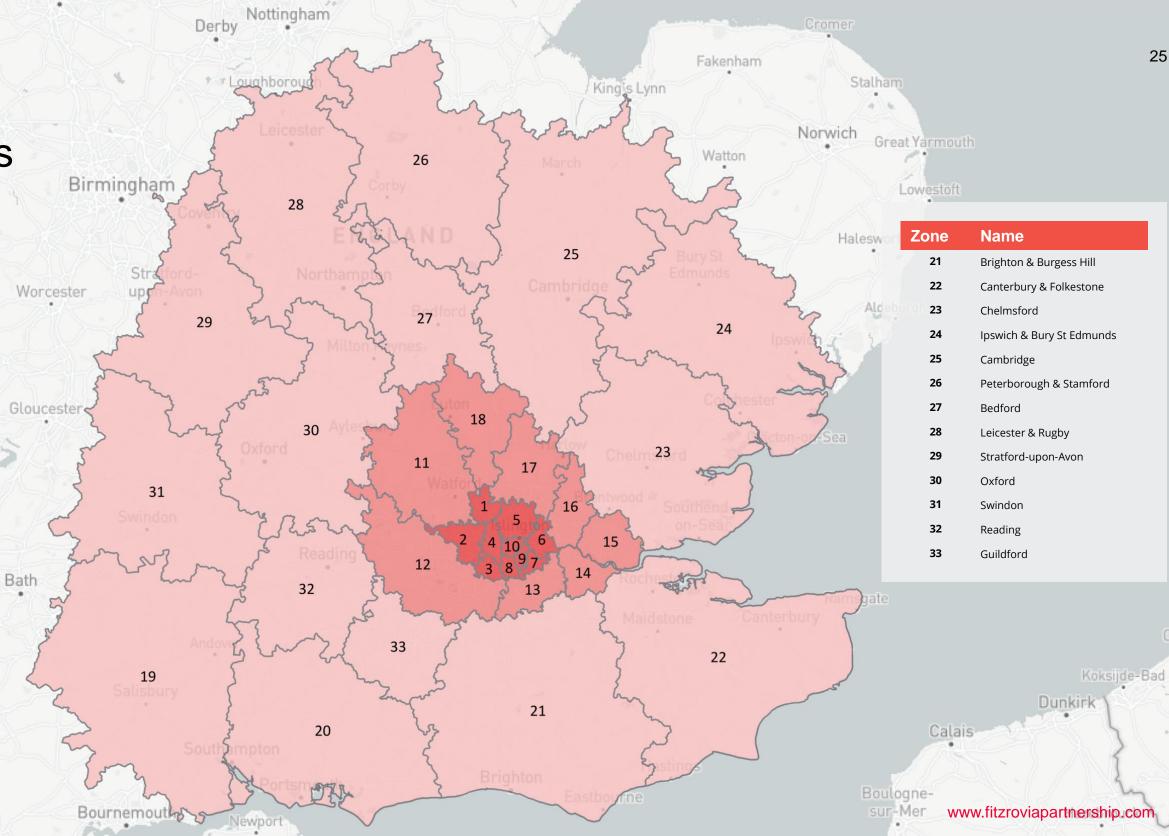
Zone	Name
ALES	Edgeware
2	Wembley & Ealing
3	Wimbledon
4	Shepherd's Bush
5	North London
6	Stratford
7	Greenwich & Lewisham
8	Clapham & Balham
g erthyr	Southwark & London Bridge
10	London West End
11	Watford & Hemel Hempstead
12	Slough & Windsor
13	Croydon
14	Bexleyheath & Dartford
15	Upminster & Grays
16	Ilford & Romford
17	Waltham Cross & Hertford
18	Stevenage & Luton
19	Sailsbury
20	Southampton & Portsmouth
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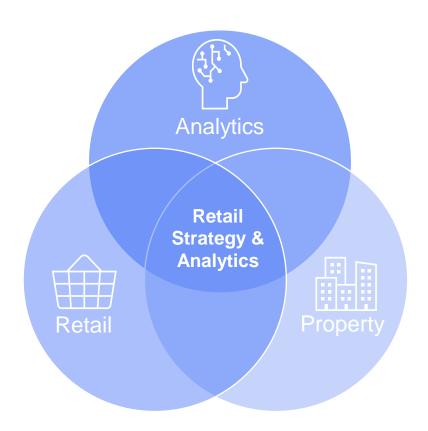


# Appendix

#### About Colliers Retail Strategy & Analytics

We are not data scientists. We are not agents. We are not a data company.

We are Colliers Retail Strategy & Analytics.



We combine experience across retail, real estate and analytics to deliver data-driven, objective, and actionable strategy and insights for clients with an interest in commercial bricks and mortar space www.fitzroviapartnership.com

# Appendix Disclaimer

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