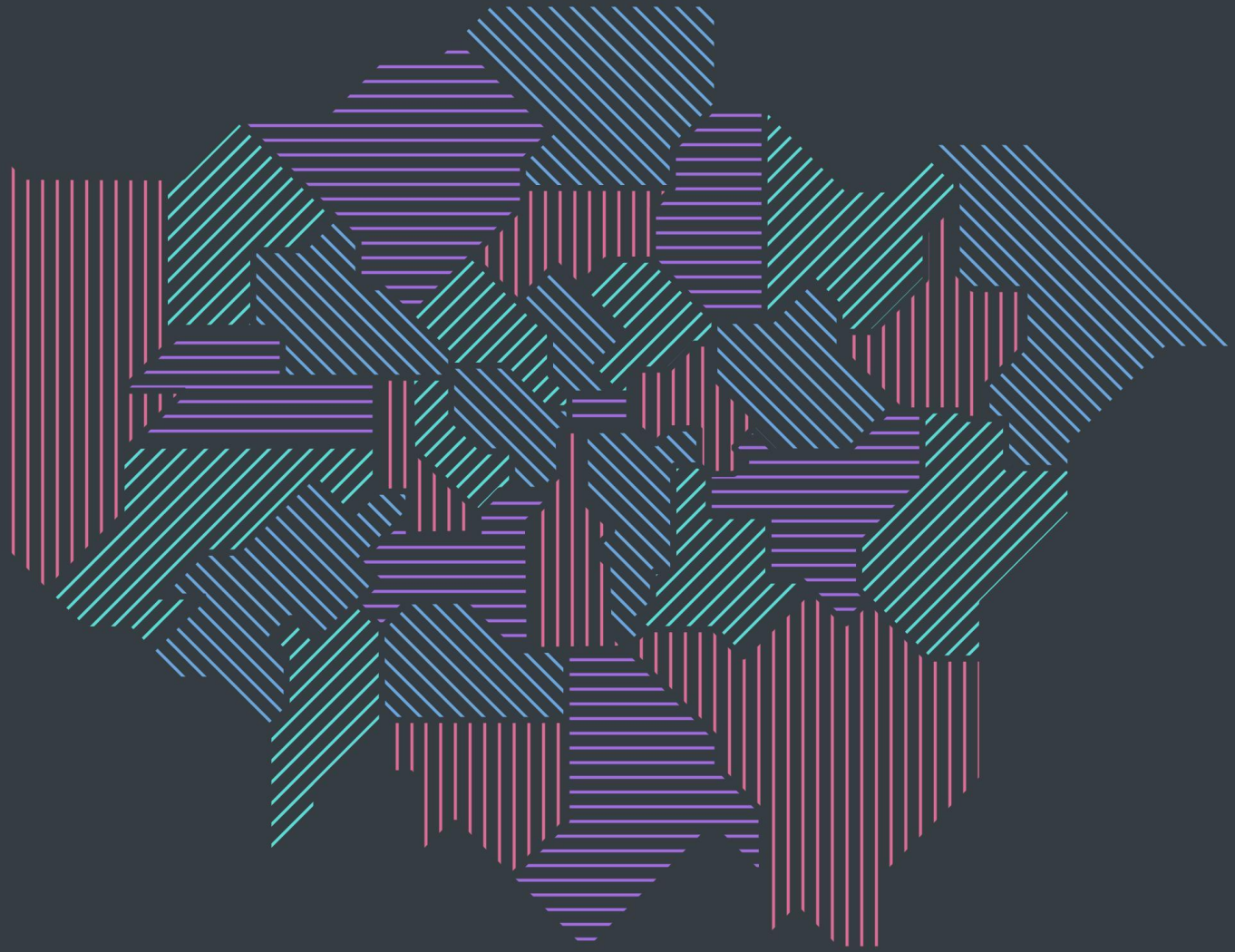
HIGH STREETS
DATA SERVICE



Pre-Christmas Period

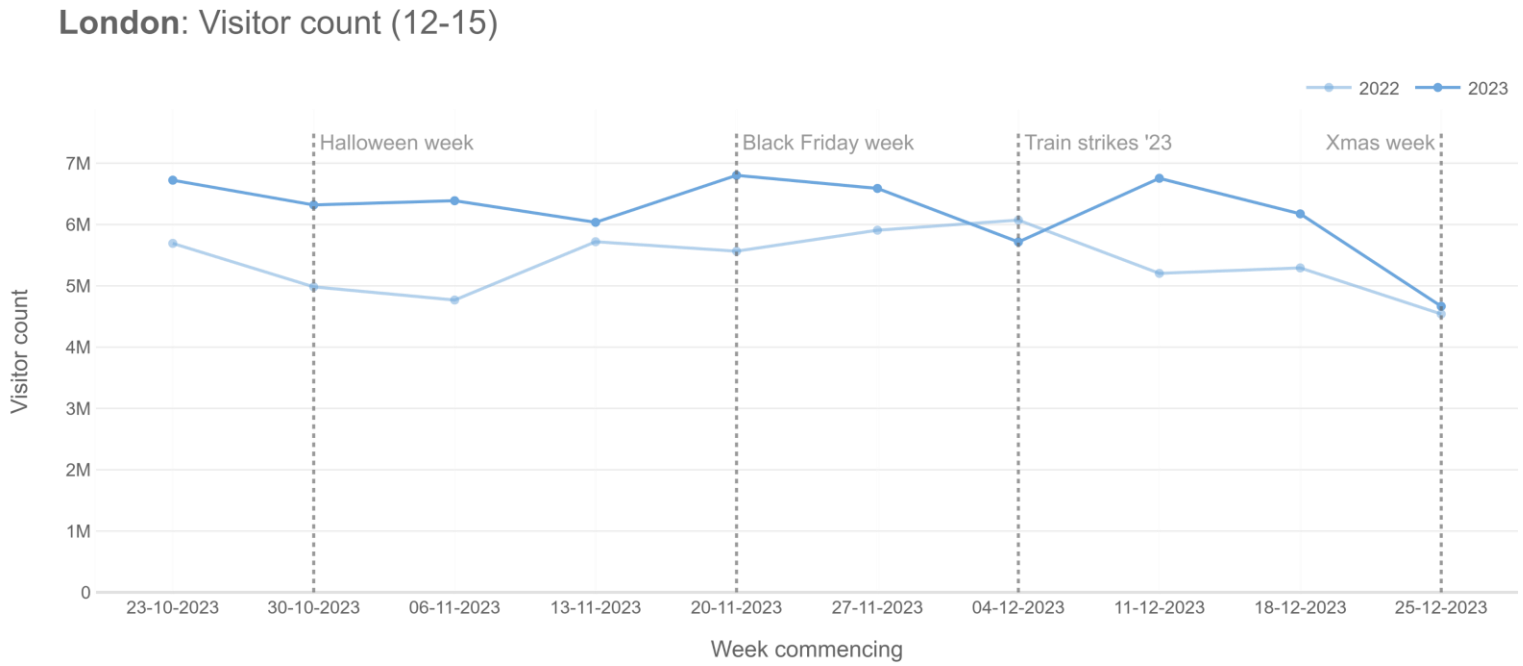
29 February 2024

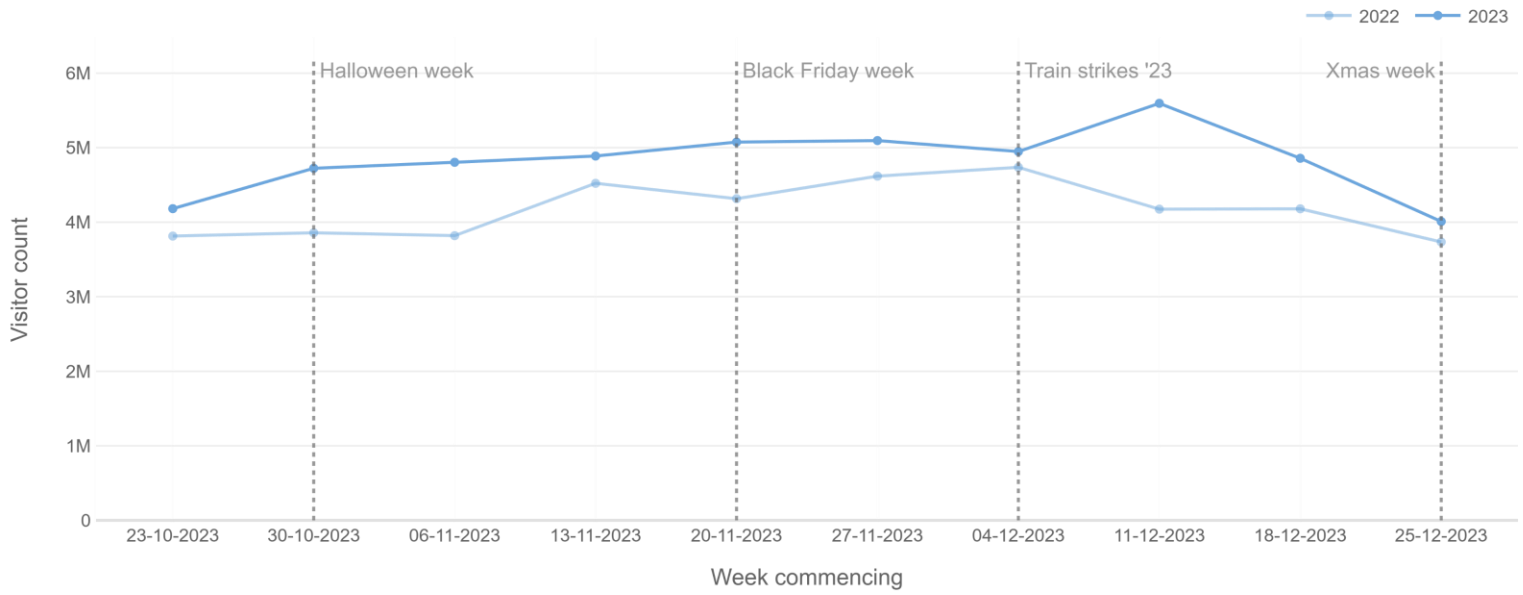
PRE-CHRISTMAS VISITOR FOOTFALL & SPEND ACROSS LONDON

1. How was the pre-Christmas period this year?
2. How does visitor footfall and spend compare to 2022?
3. Are there differences across different times of day and days of the week?
4. How does evening and night-time activity compare to 2022?

PRE-CHRISTMAS VISITOR FOOTFALL

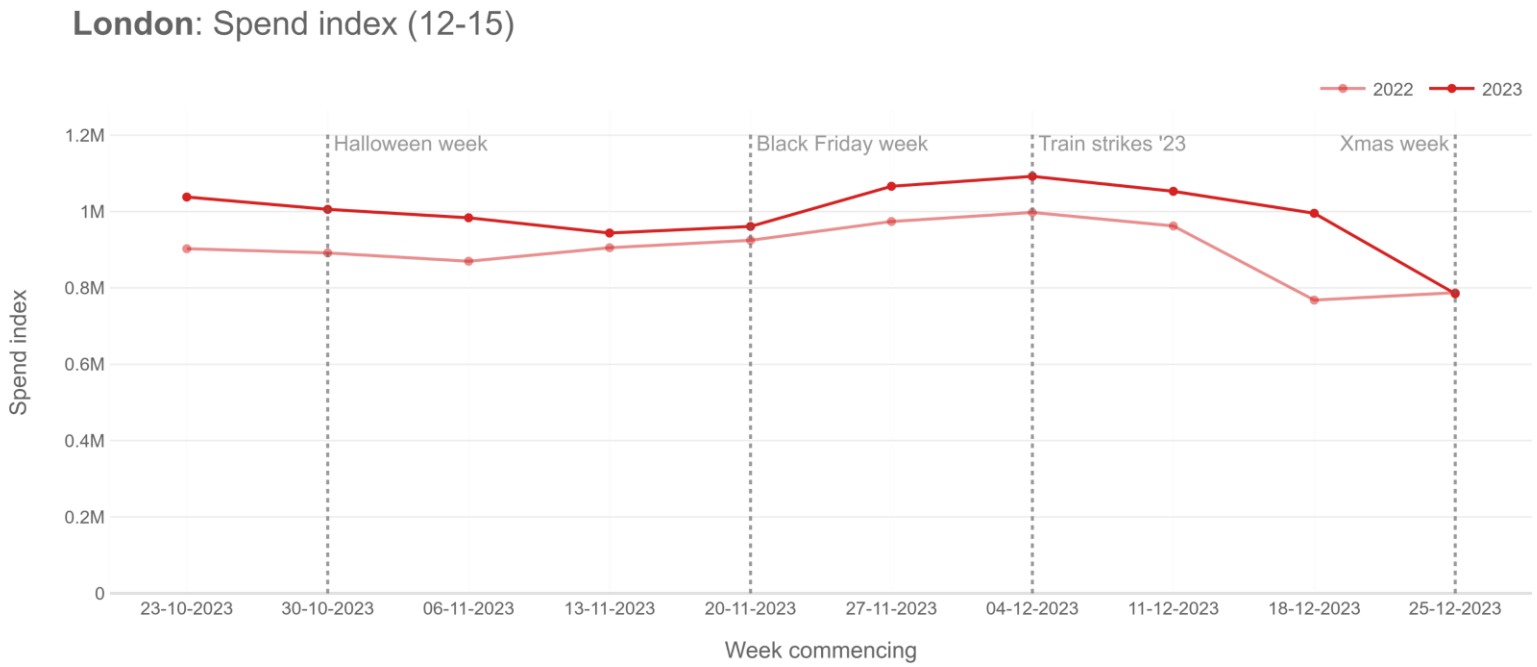
Midday and evening footfall patterns were consistently higher from Halloween to Christmas in 2023 in comparison to 2022.

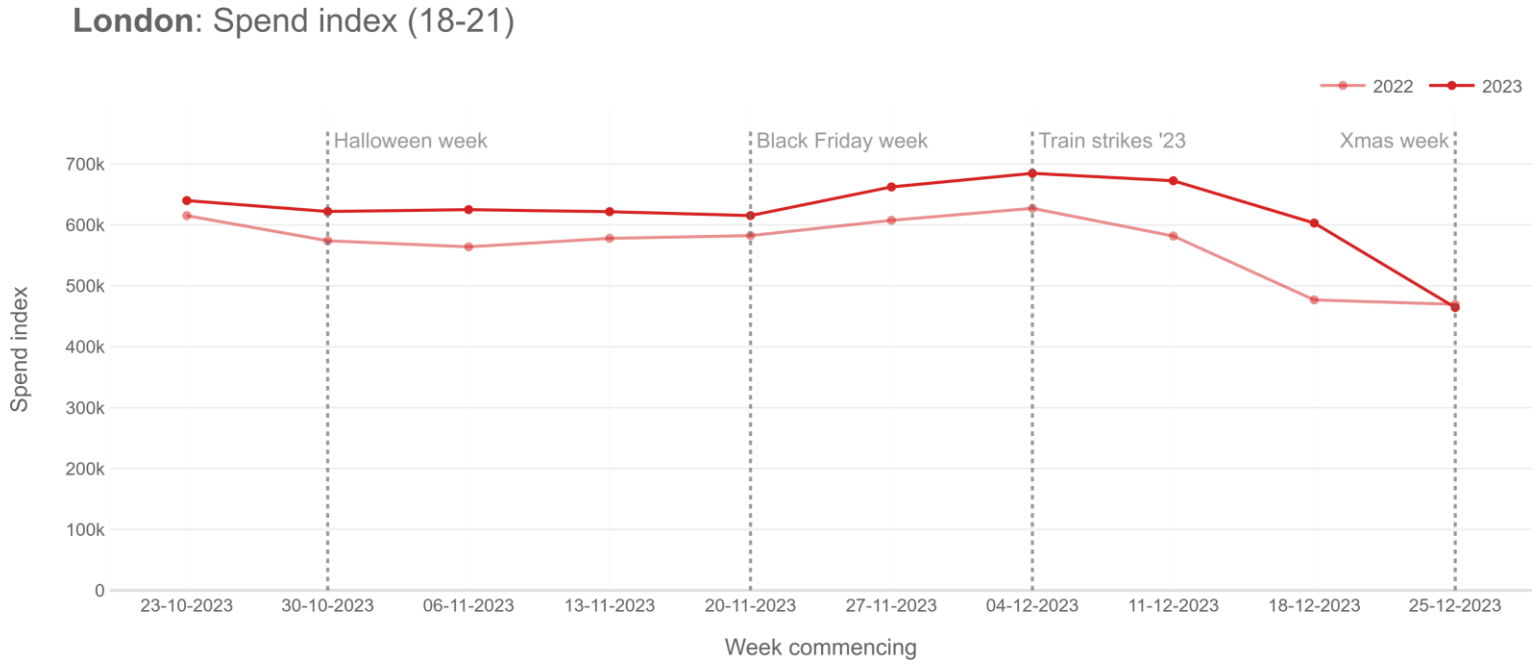




PRE-CHRISTMAS SPEND

Midday and evening spend in 2023 was consistently higher from Halloween to Christmas compared to 2022.



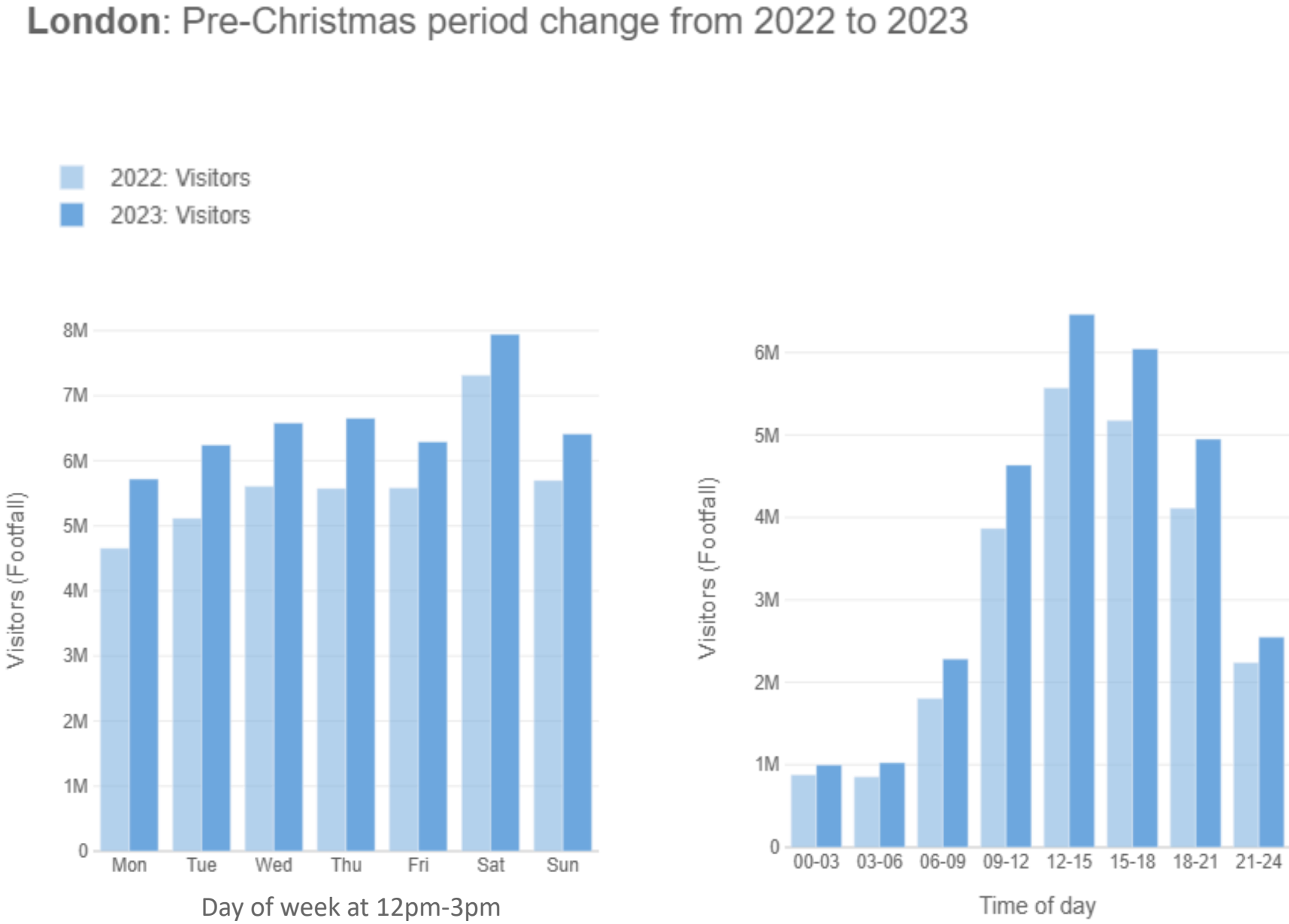


PRE-CHRISTMAS VISITOR FOOTFALL

Across London, visitor footfall increased at all times of the day and on all days of the week.

Visitor footfall increased by ~14-26% across every time of the day.

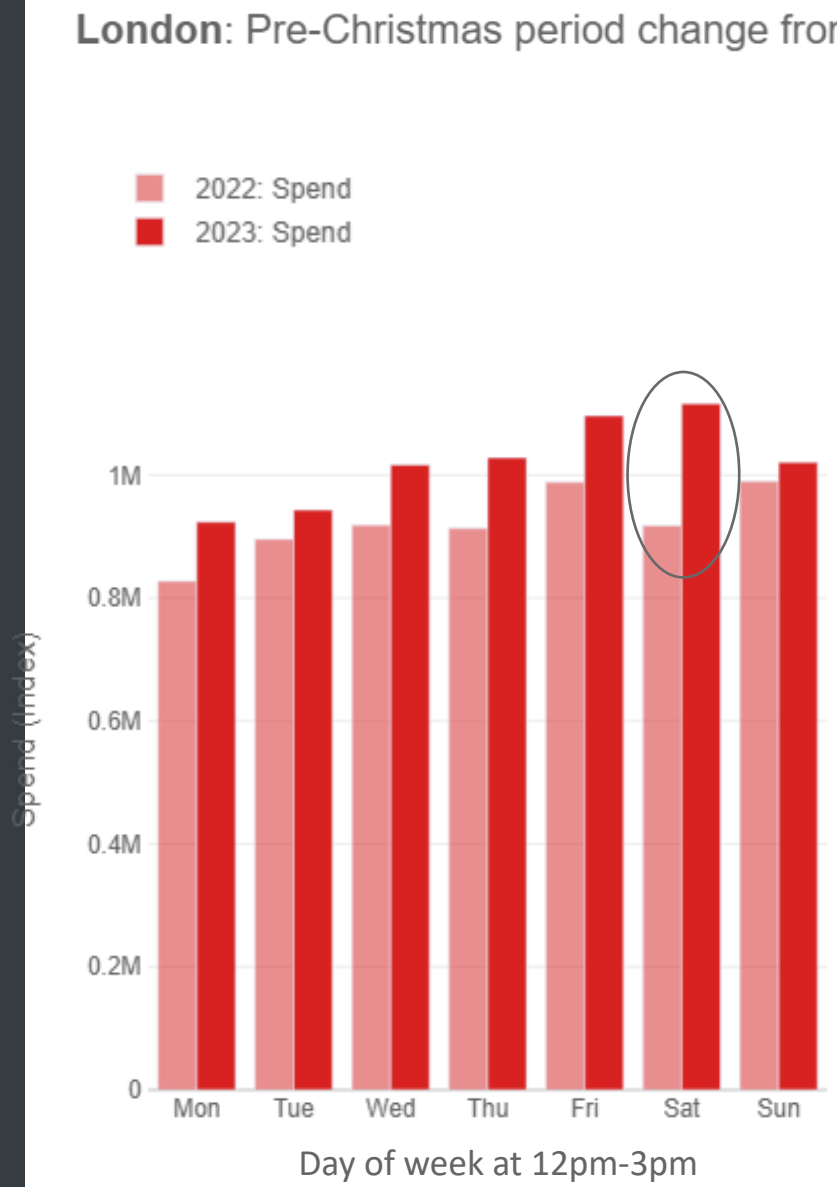
At peak shopping times (12pm-3pm), visitor footfall increased every day of the week.

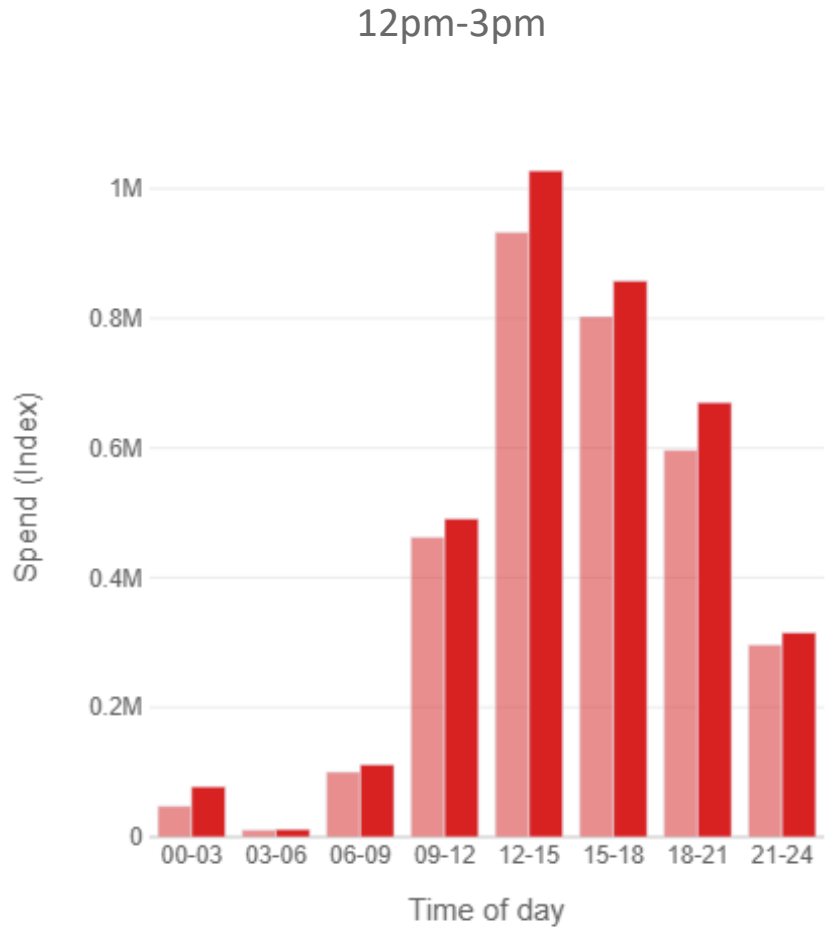


PRE-CHRISTMAS SPEND

Similar to visitor footfall, across London spend has increased at all times of the day and on all days of the week.

At peak shopping times (12pm-3pm) the largest increase was seen on Saturdays (+22%).



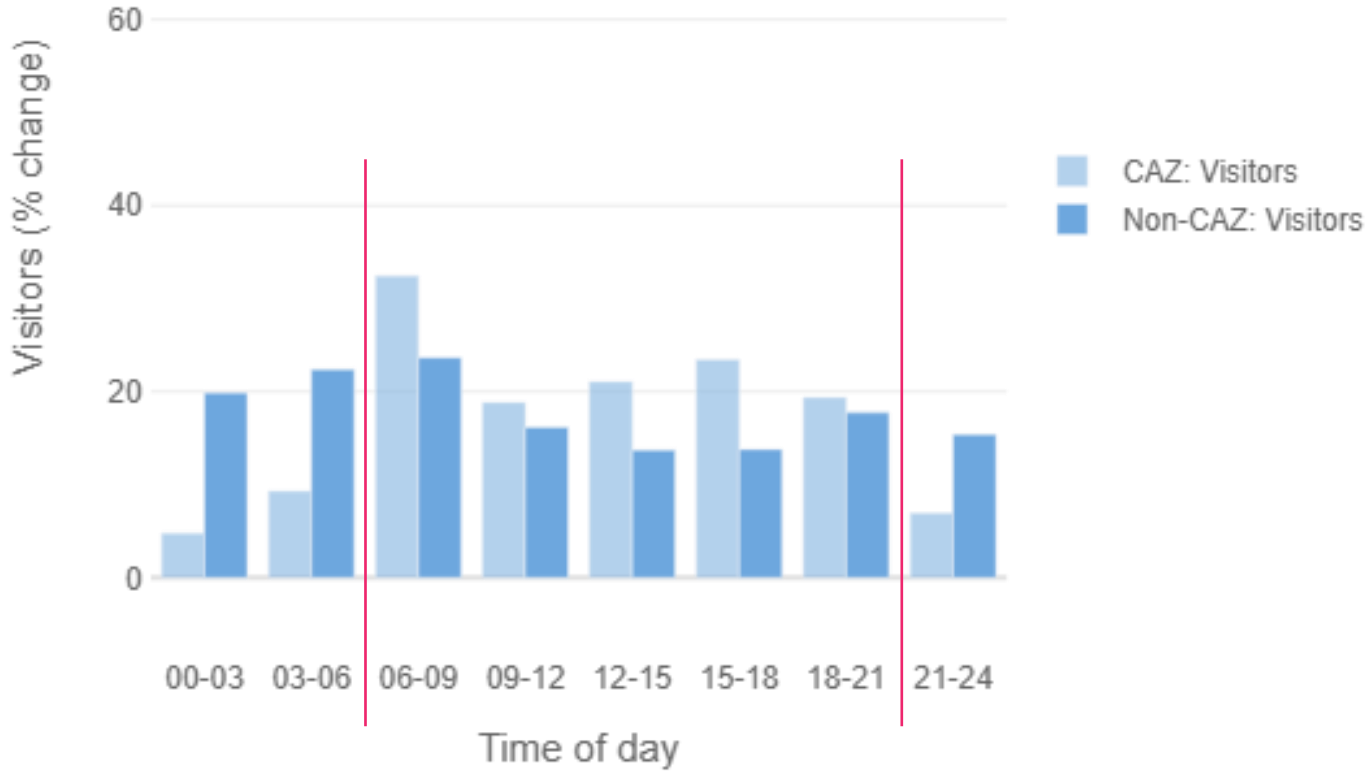


PRE-CHRISTMAS VISITOR FOOTFALL

The **CAZ** saw more of an increase in **daytime footfall** compared to non-CAZ.

Non-CAZ saw more of an increase in **night-time footfall** compared to the CAZ.

CAZ vs Non-CAZ: Pre-Christmas period change from 2022 to 2023

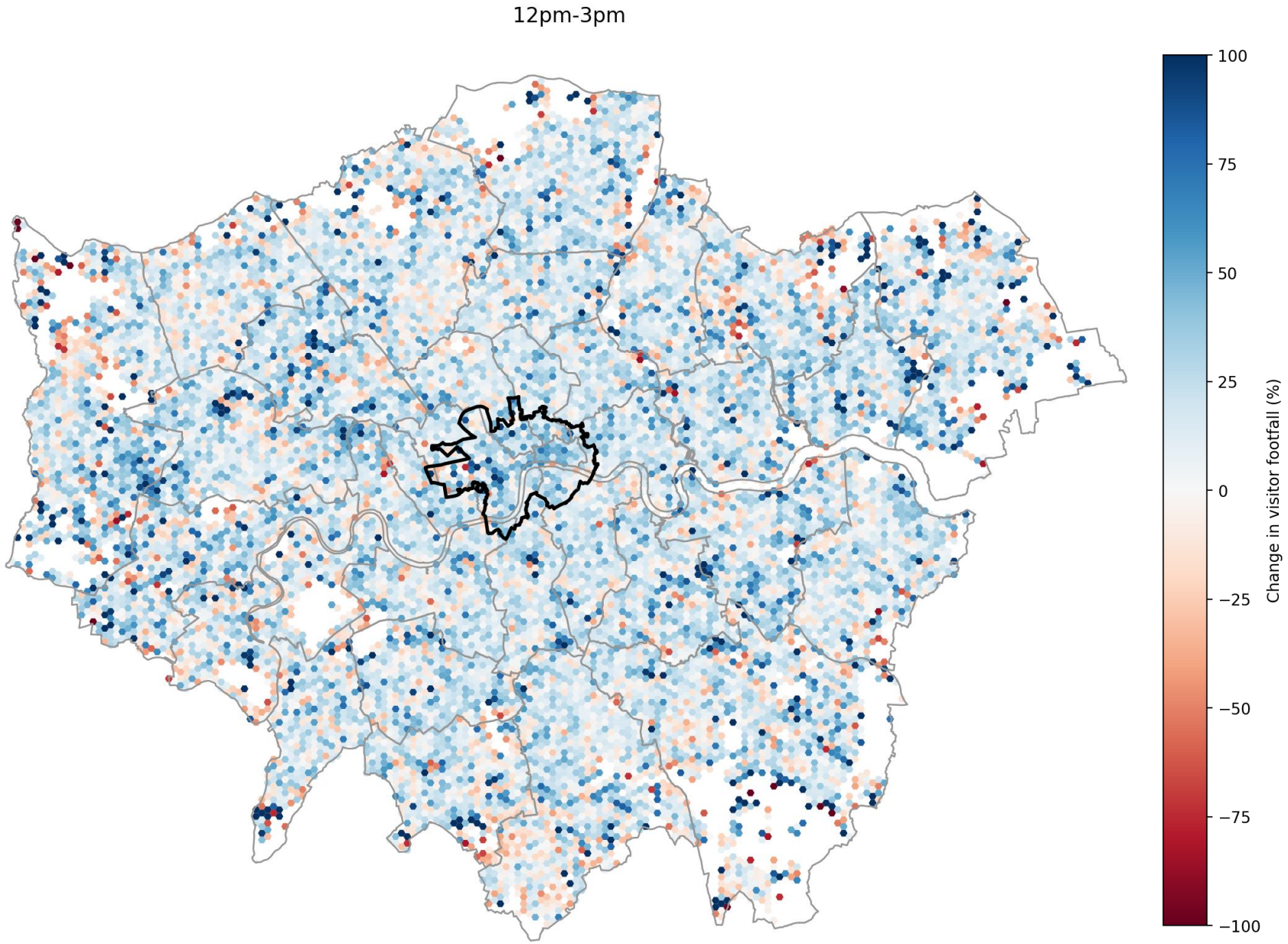


PRE-CHRISTMAS VISITOR FOOTFALL

Every borough has on average seen an increase in visitor footfall at all times of the day.

At peak shopping times (12pm-3pm):

92% highstreets and 97% BIDs saw an increase in visitor footfall.



WHAT CAN WE CONCLUDE?

Visitor **footfall** and **spend** were higher across **all times of day** and **days of the week** in the 2023 pre-Christmas period in comparison to 2022.

The non-CAZ saw more of an increase in night-time activity compared to the CAZ.

At peak shopping times (12pm-3pm):
92% highstreets and **97% BIDs** had an increase in visitor footfall.