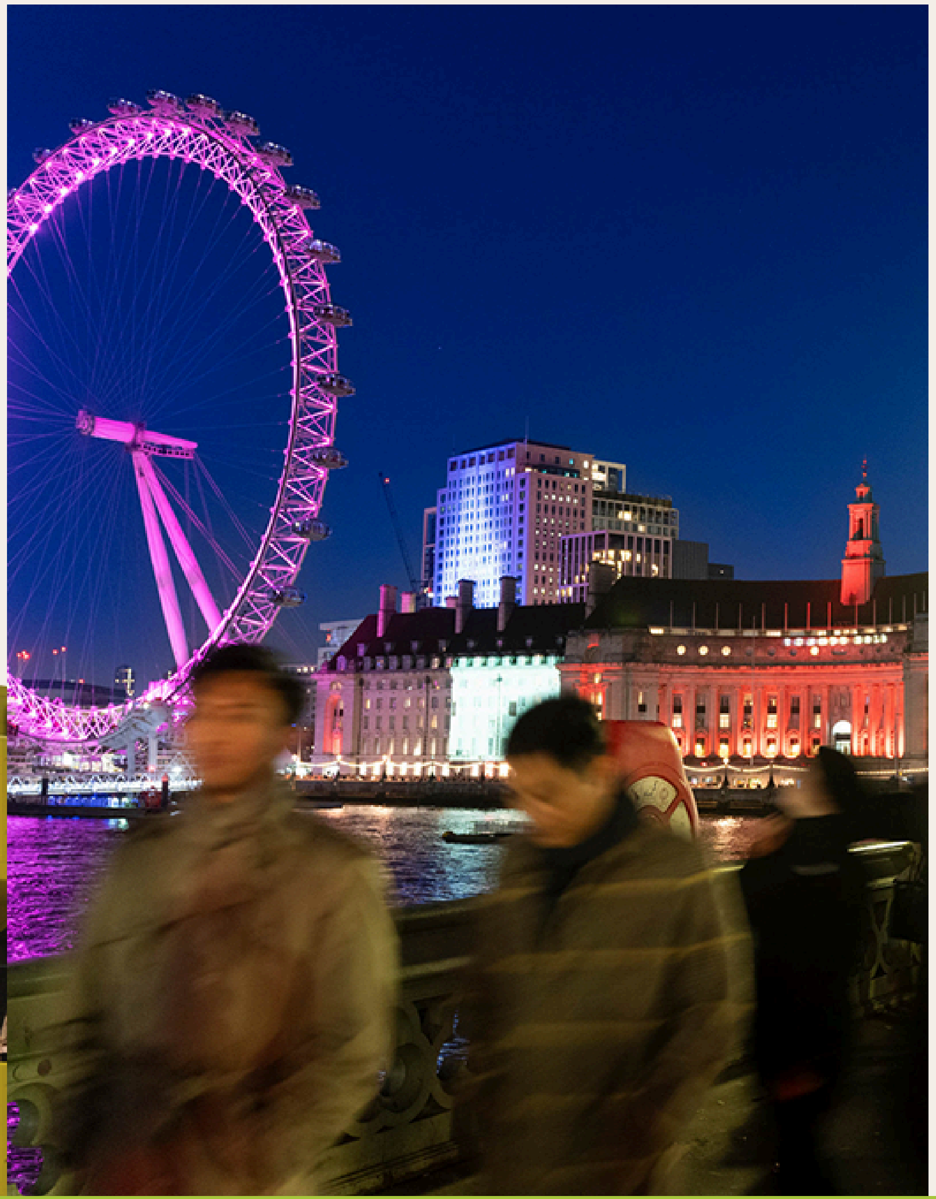


SOUTH BANK BID QUARTERLY REPORT

January - March 2025

JANUARY TO MARCH 2025

Whilst this quarter is typically quieter than the peak Summer and Christmas period, 2025's footfall has been slightly higher than the same period in 2024. This is likely be due to a later Easter this year, and better weather.

We welcomed 8m people in the period - while worker and resident numbers remain stable, visitor numbers have increased. It seems that international political and economic dynamics have not impacted visitor numbers, but they might be having some impact on spend.

KEY TAKEAWAYS

We saw around **8 million** visitors to the area across the three months, a reported **12%** uplift on 2024.

The biggest growth in footfall was on **Saturdays**, from increased domestic and international visitors.

Whereas footfall was up across the BID area, overall **on the ground spend** was on the same level or slightly down in comparison to 2024.

Thursday remains the busiest day for footfall and rail travel: it is also the day with the highest number of transactions, while spend amounts are higher on **Saturdays**.

FOOTFALL

+ 12%

GROWTH IN FOOTFALL ON SAME PERIOD IN 2024

+ 6%

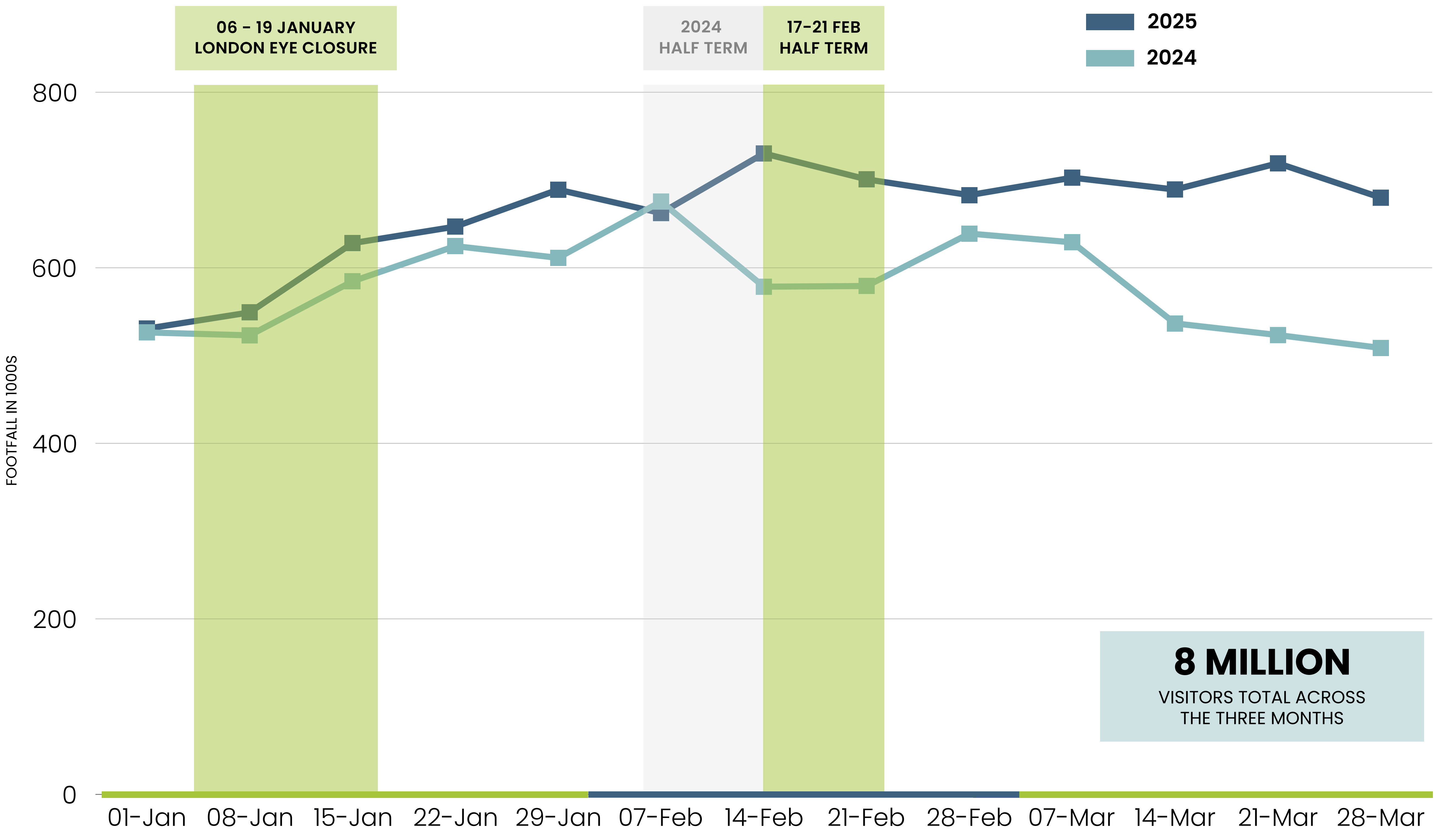
GROWTH IN TUBE JOURNEYS THROUGH WATERLOO STATION (TFL)

BT data suggests that the BID area is up around **12%** on the same period in 2024. To compare, the **Central Activities Zone (CAZ)** area is up around **6%**, so this uplift is not just due to higher traffic in London overall - to note there was some BT suppression of data in early 2024, so while there has been an uplift, it may be less pronounced than what the data currently suggests. TFL data shows that visits to the area have though increased overall.

February and March show the biggest growth: March's increased footfall will be partly due to the early Easter we had in 2024, which lead to lower footfall. February's half term was a high point in both years, with higher levels of footfall and tube travel during this period.

Key events during this period included the **London Eye** shutting for its annual maintenance in January, the **Southbank Centre**'s Imagine Festival in February half term, and the **BFI's** Flare Festival in March.

WEEKLY FOOTFALL NUMBERS



8 MILLION

VISITORS TOTAL ACROSS THE THREE MONTHS

ROLLING SEVEN DAY TOTAL FOOTFALL VIA BT

*DATA EXCLUDES 03/02 AND 04/02 DUE TO DATA OUTAGES

FOOTFALL

AVG. FOOTFALL DURING THE WEEK

+ 18%

INCREASE IN AVERAGE DAY-TIME FOOTFALL

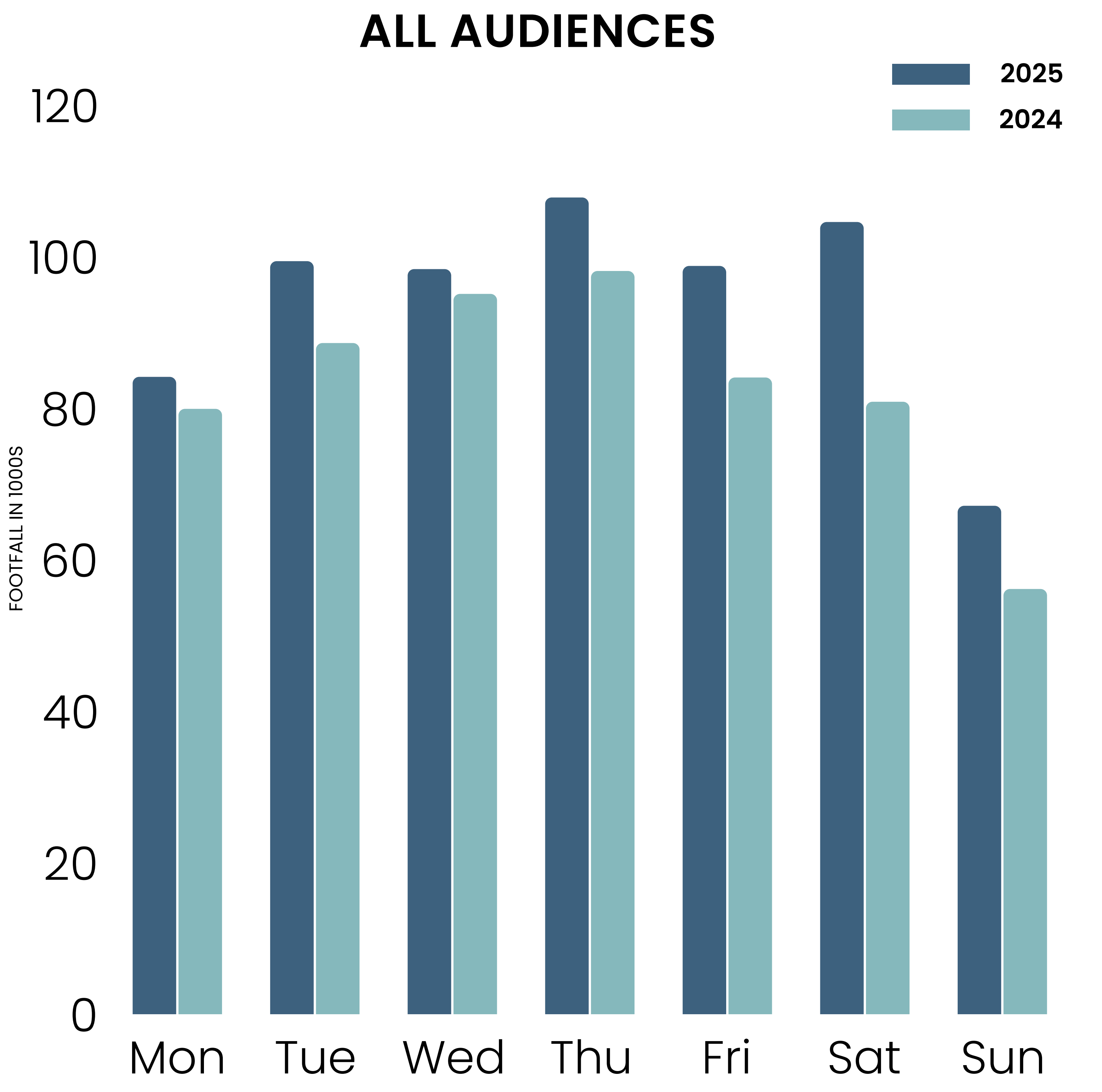
+ 9%

INCREASE IN AVERAGE NIGHT-TIME FOOTFALL

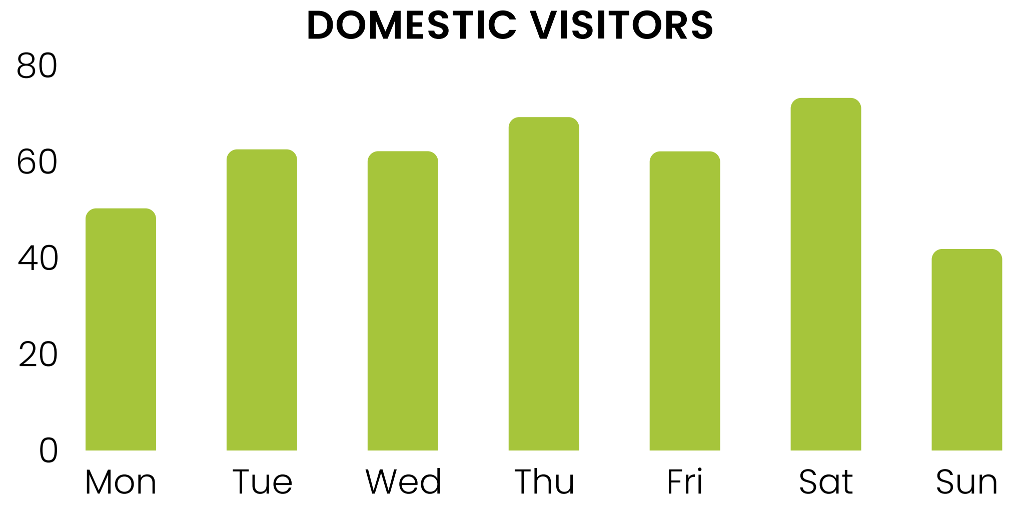
We have seen a steady spike in weekend traffic during these three months. The highest growth in footfall was in **Saturday** across the day, followed by Friday and Sunday AM. By contrast, footfall decreased on Monday and Wednesday nights. Thursday remains the highest day of the week for TFL travel to and from the area, indicating the impact that worker travel has on the area due to the presence of Waterloo.

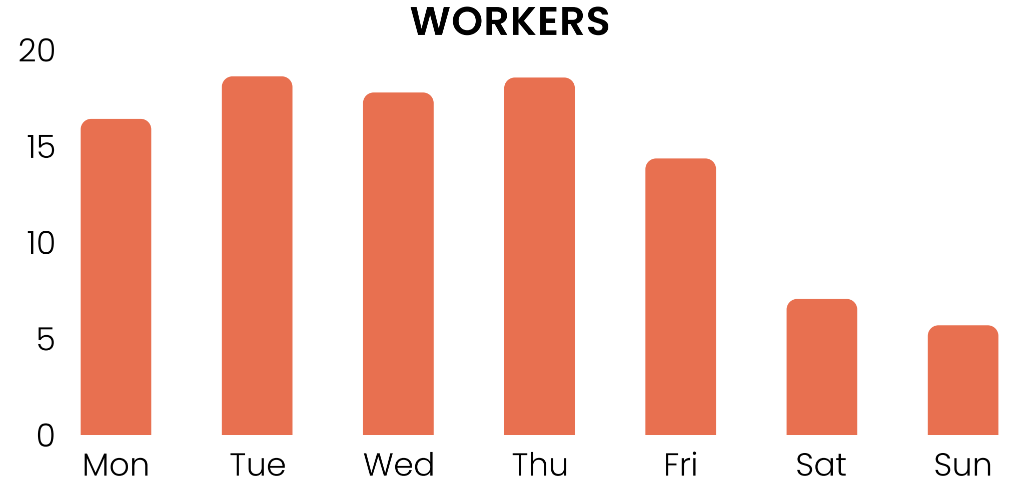
These increases and fluctuations appears to have been mainly driven by an increase of visitors. both domestic and international, on the weekend.

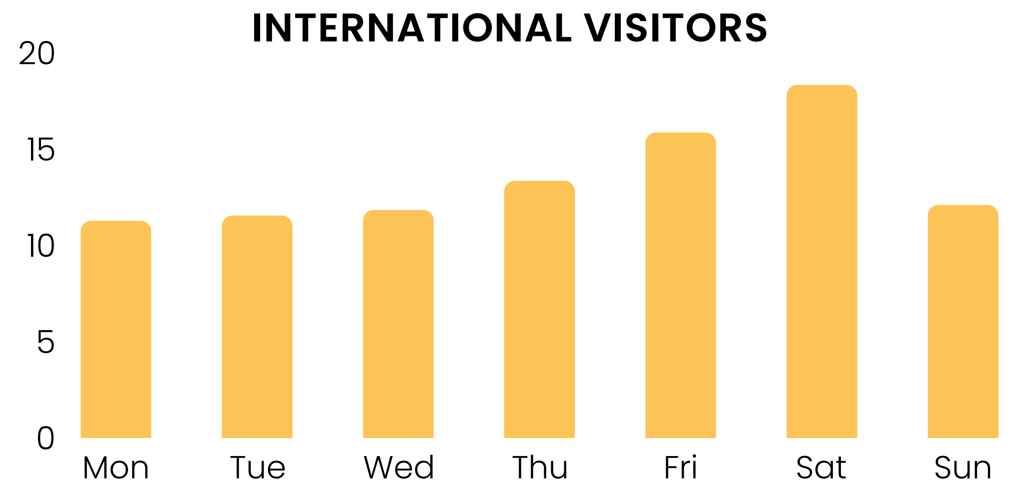
Workers continue to mainly be in Tuesday to Friday - however due to our cultural attractions and restaurants, there are still a significant number of workers here throughout the week.



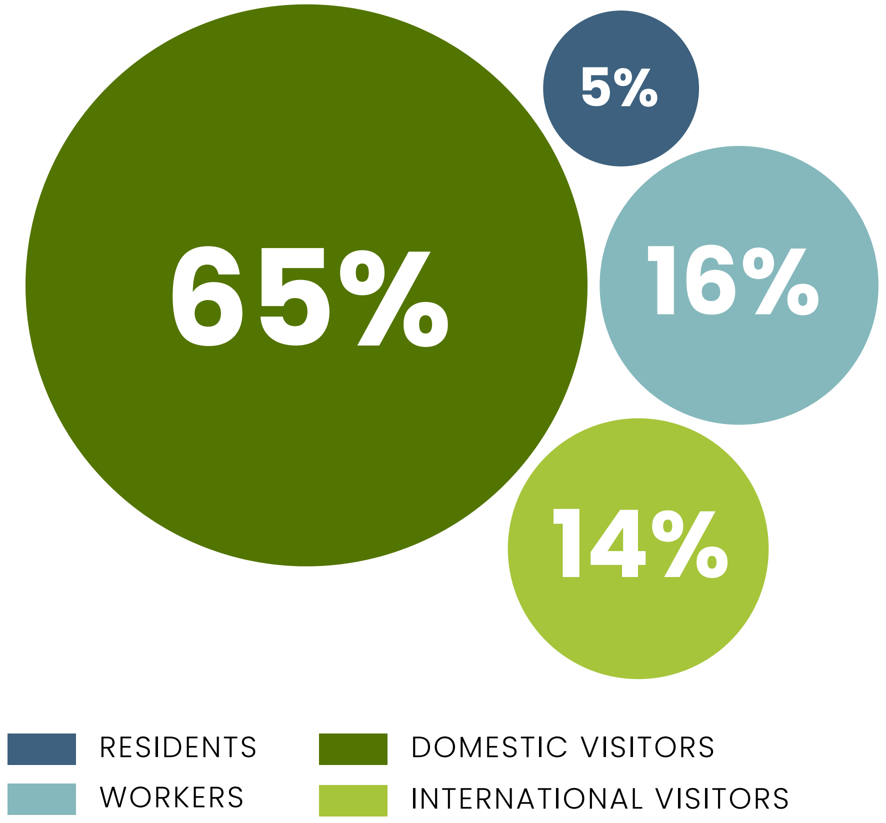
AVERAGE DAILY FOOTFALL







FOOTFALL



AUDIENCES

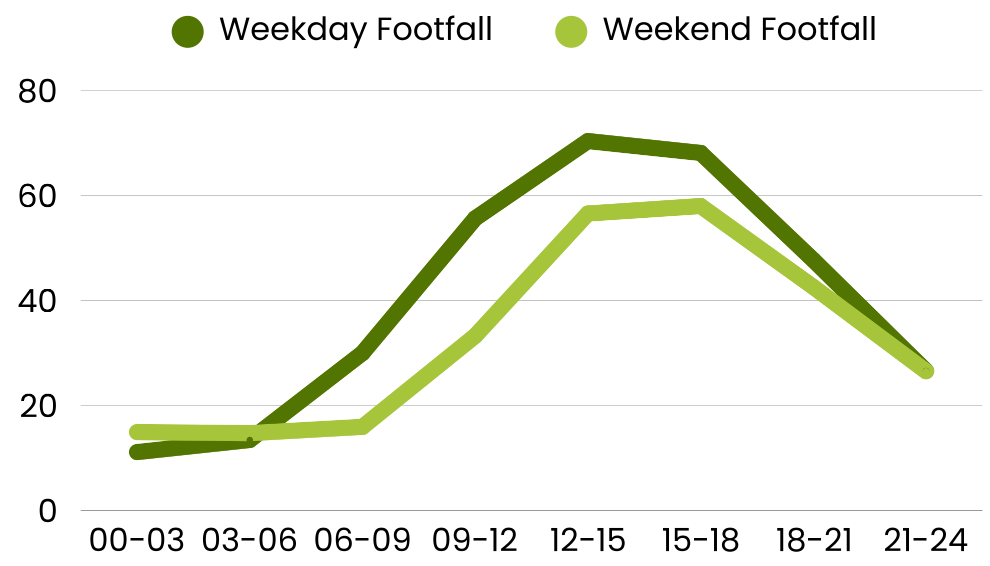
While **international visitor** numbers continue to grow, as a percentage of our overall audience **workers** have returned to being the second largest group.

Domestic visitors remain the biggest group: these visitors appear to come from across the UK, though the majority are local Londoners.

AVG. DWELL TIME

AM	PM
97 mins	122 mins

FOOTFALL ACROSS 24 HRS



Afternoons, from **12** until **3pm**, remained the busiest period in the area, however this is less pronounced in the Winter months as it is at other points of the year.

These patterns also have not changed much since last year.

AM VS PM FOOTFALL

ALL AUDIENCES

	DAYTIME	NIGHT-TIME
ALL AUDIENCES	67%	33%
DOMESTIC VISITORS	66%	34%
INTERNATIONAL VISITORS	69%	31%
WORKERS	71%	29%

Night-time (ranging from 6pm to 6am) footfall accounted for a third of all footfall in South Bank during this period: this was mirrored in Mastercard spend data too.

We know from both the data and from feedback from our patrol teams that night-time activity in South Bank remains high, especially across the mid to end point of the week: Saturday has the highest level of night-time footfall, followed by Thursday and Friday.

The BT data shows similar these numbers are across visitors and workers, with also little difference between international and domestic visitors.

SPEND INDEX

THURSDAY 6 TO 9PM

WEEKDAY PERIOD WITH HIGHEST NO. OF TRANSACTION COUNTS

SATURDAY 12 TO 3PM

WEEKEND PERIOD WITH HIGHEST LEVELS OF ON THE GROUND SPEND

-3%

IN WEEKDAY SPEND AMOUNT

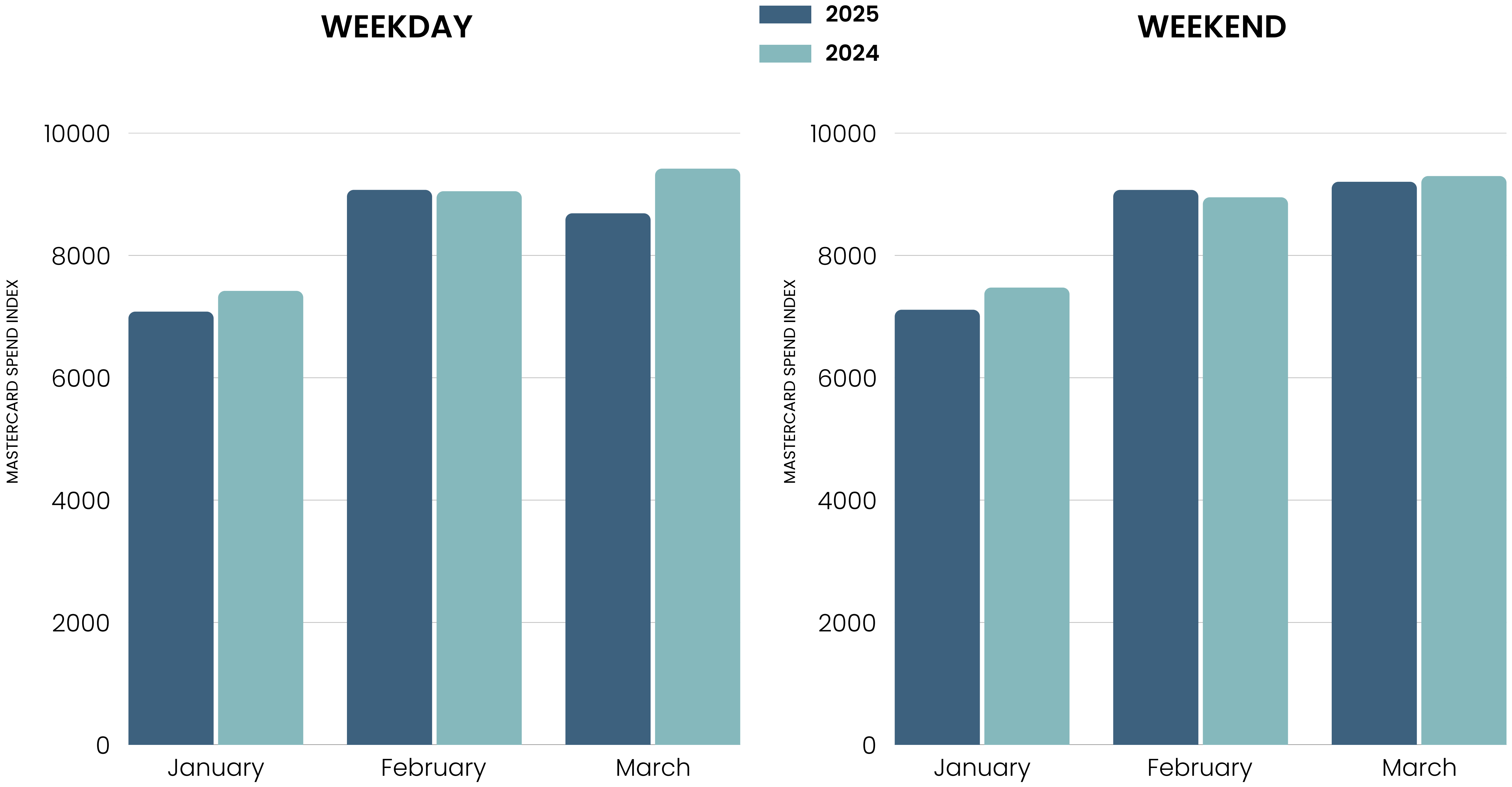
-1%

IN WEEKEND SPEND AMOUNTS

While footfall is up, spend is more complicated and does not directly mirror footfall trends. We can see that economic uncertainties continue to hit visitor wallets, with a drop in both transactions and spend on the same periods in the previous year.

International spend seems to have also dropped slightly on weekdays, which indicates the global challenges impacting choices of those who had already pre-booked trips: overall international weekend spend rose **1%**, but dropped up **10%** on weekdays.

AVERAGE MONTHLY SPEND INDEX



*Note: The **Mastercard Spend Index** tracks on the ground spend from millions of Mastercard users - this data is based on pound values that have been scaled to an index. The axis should not be read as pound values, but as overall trends.*

INTERNATIONAL SPEND IN 2024

Earlier this year the BID team took part in a pilot programme with **London & Partners**, to explore the possibilities around a shared data service focusing on the footfall and spend of domestic and international visitors.

As part of this pilot, the BID was provided with data on international spend in the South Bank BID area: we've highlighted on the following slides some key takeaways from this data, and will also be using it to shape future research strategic approaches to our audiences.

KEY TAKEAWAYS

UK audiences make up around **84%** of on the ground spending in South Bank from the top visitors.

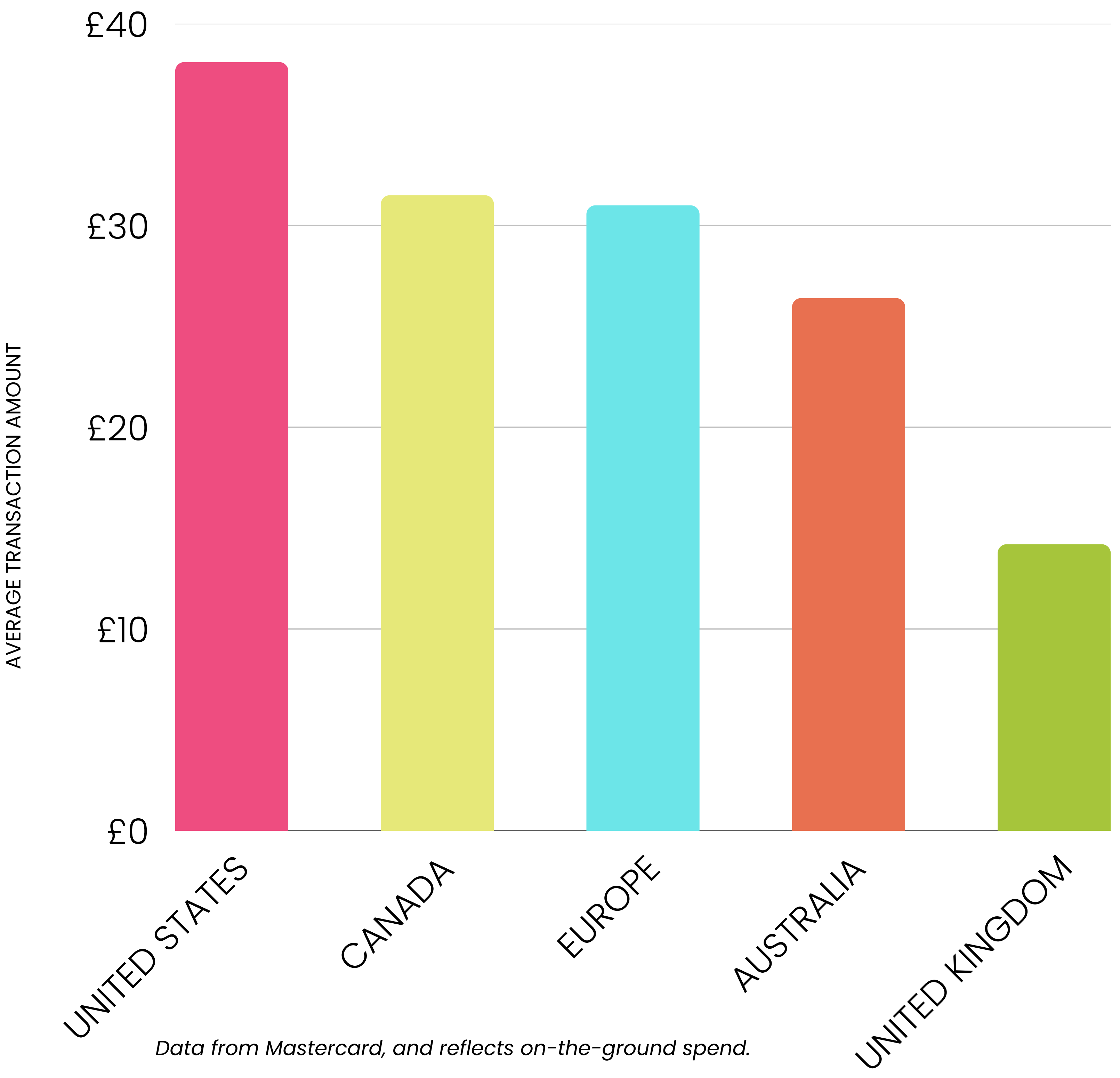
UK transaction amounts are lower than internationals, with an average £**14** to non UK £**37**.

The highest spenders in the area come from **America**, **Sweden** and **Switzerland**, who also are more likely to spend on hotels. We have fewer visitors from UAE/China.

Most international spend goes on **hotels** and **restaurants**; more central Europeans are spending on restaurants, while US and Canada spend more on accommodation.

2024 INTERNATIONAL VS DOMESTIC SPEND

AVERAGE TRANSACTION AMOUNT PER COUNTRY



Data from Mastercard, and reflects on-the-ground spend.

PERCENTAGE OF OVERALL SPEND

In 2024, on the whole UK visitors had significantly lower average transaction amounts than international visitors, with an average of **£15** per transaction. This is a relatively low amount in the context of central London, reflecting the ongoing behaviour we see of visitors who come and engage with the area, but don't necessarily spend here.

The European countries with the highest average spend were, in order, **Switzerland**, **Sweden** and **France**. The USA, Switzerland and Sweden appeared to have higher transaction amounts as a greater percentage of their spend is on hotels in the area.

UK spend accounted for **84%** of the on the ground spend in the area, so while international spend is significantly higher, it is still a small proportion of overall spend in the area.

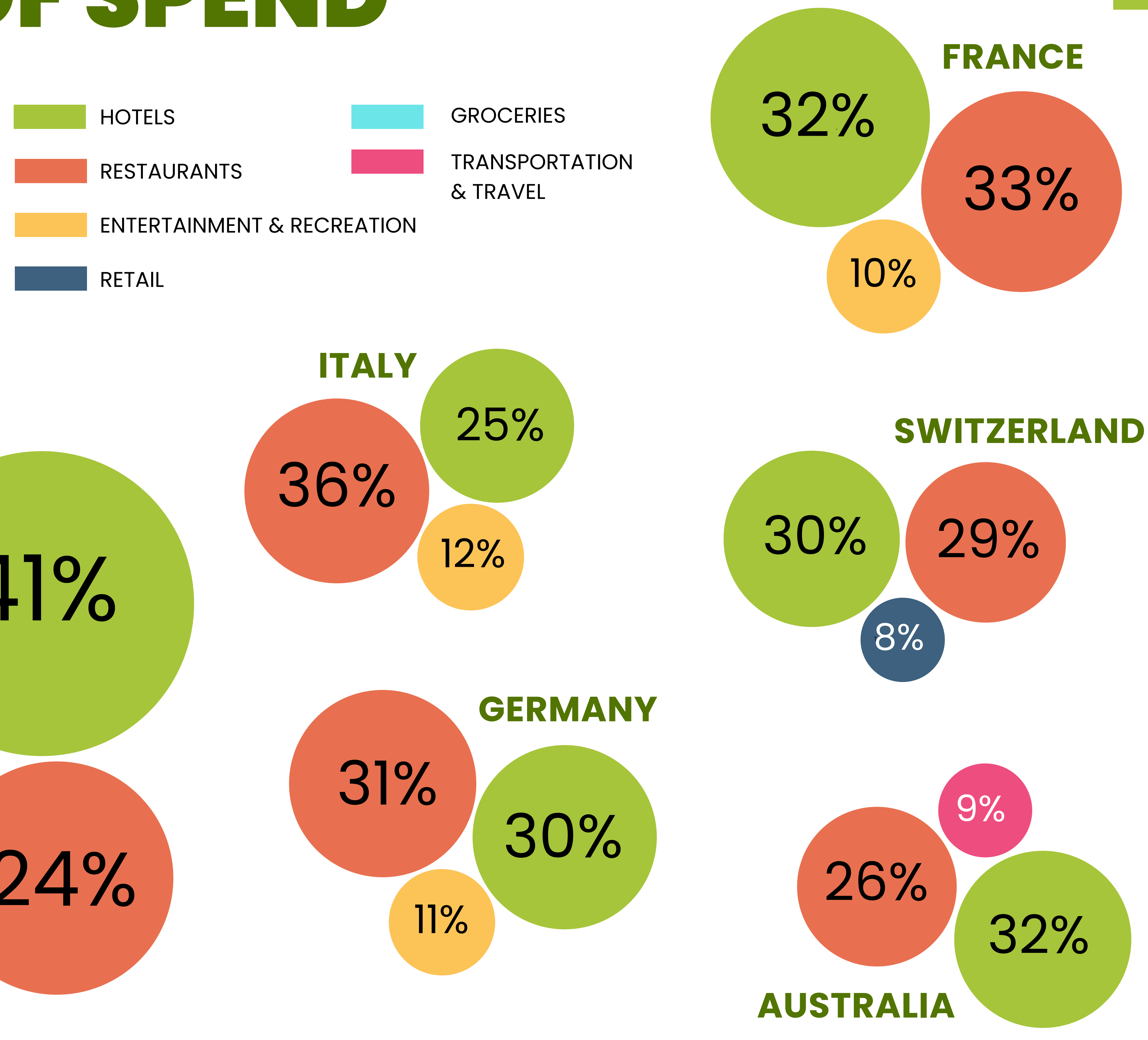
Notably in comparison to other areas of London we have little spend from visitors from the **UAE** or **China**; the majority of our visitors remain from Europe, the Americas and Australia. We will be looking into further research this year as to why that might be.

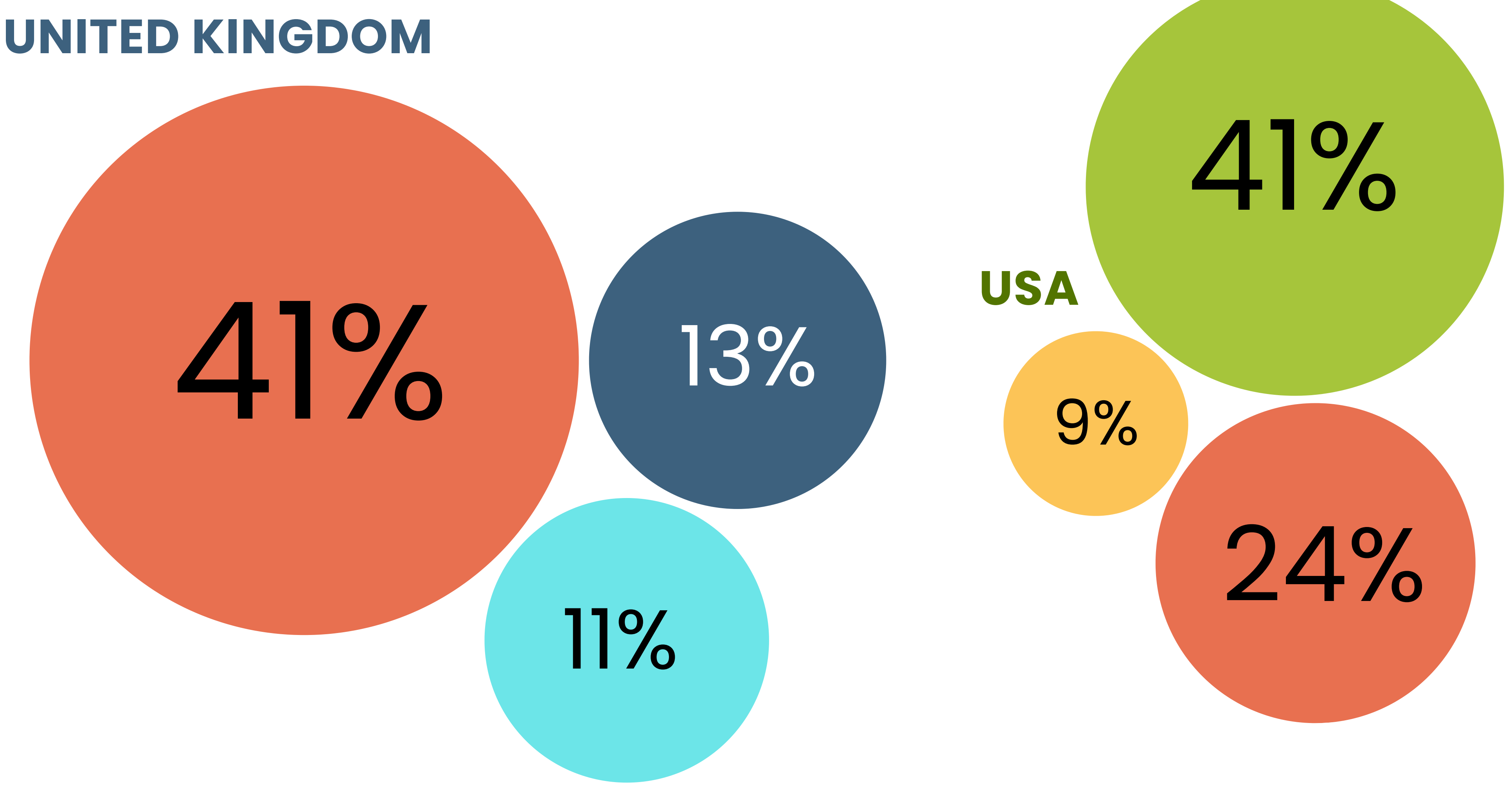
2024 CATEGORIES OF SPEND

TOP CATEGORIES OF SPEND PER COUNTRY

For most international visitors, the highest percentage of spend is going towards **hotels** and **restaurants**, followed by **entertainment and recreation** - this is likely because the majority of spend on entertainment now is pre-booked ahead of time.

For domestic spend, we can see a more obvious change in consumer patterns, where on the ground entertainment spend has been overtaken by groceries and retail. We will be exploring this further in our upcoming audience research.





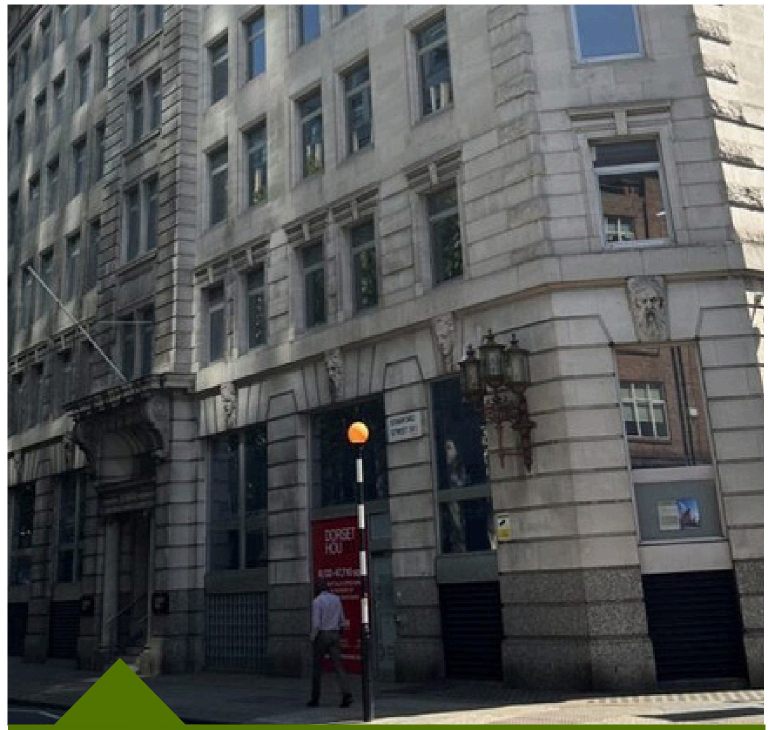
WHAT'S COMING UP
SUMMER 2025

Paypal and Lego announced as tenants of 76 Southbank

CLICK FOR MORE INFO

National Theatre's 25-26 Season Unveiled

CLICK FOR MORE INFO



Hub by Premier Inn planned for Dorset House on Stamford Street

CLICK FOR MORE INFO

Meltdown Festival taking place 12 to 22 June

CLICK FOR MORE INFO

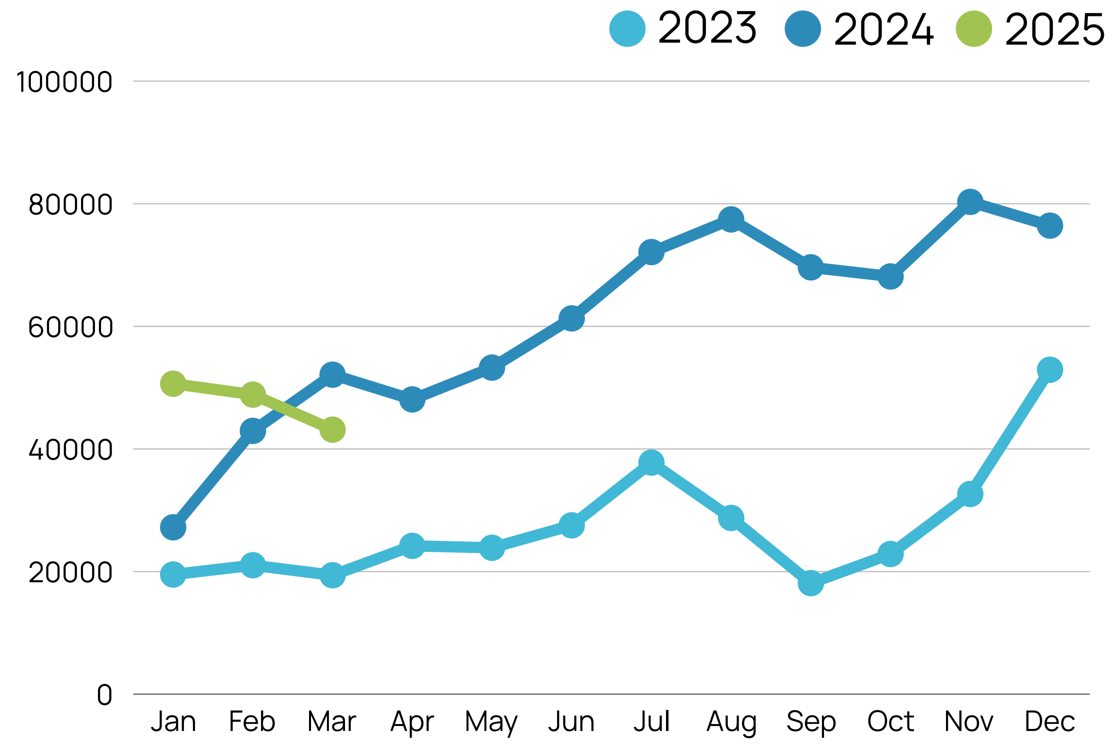
SOUTH BANK LONDON WEBSITE ANALYTICS

SITE VISITS

Despite website visits dropping since the end of last year, total sessions for the quarter were up 17% on 2024.

The quieter period for website visits aligns with a quieter time of year, with less activity, events and pop-ups taking place.

Onward clicks from our site to other businesses remained very strong however, generating over 5,000 leads.



TOP CONTENT

1	What's On listings page	10.2%
2	Eat & Drink listings page	10.0%
3	See & Do listings page	3.6%
4	Guide: Family Day Out Top 10	3.0%
5	Guide: What's On this Half Term	2.4%
6	Guide: Top Free Things to do in South Bank	1.6%
7	Guide: Best Brunch Spots	1.5%
8	Leake Street	1.5%
9	What's On: Winter Light	1.3%
10	South Bank Book Market	1.3%
11	What's On: Limitless Recycled Playground	1.2%
12	Southbank Centre	1.2%
13	Guide: Kid Friendly Restaurants	1.2%
14	What's On: Imagine Children's Festival	1.1%
15	What's On: Interstellar at BFI IMAX	1.0%

Activity around February half term was by far the most popular content for the quarter with people actively looking for things to do with the children.

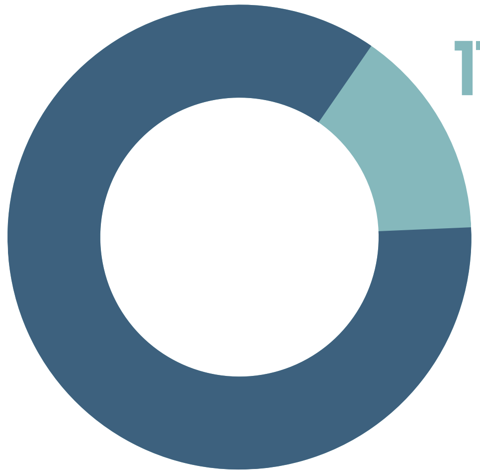
Interestingly, much of the other popular pages were free events, activities, art displays or details of offers, suggesting how limited spending money might be impacting people's choices when planning days out.

JAN - MAR 2025 PERFORMANCE

142,659 total website visits Jan-Mar 2025

5,371

Onward clicks generated to venues' websites, booking links, social profiles or telephone numbers



17.4% international audience

SUMMER MARKETING

Ahead of the summer period, we've curated a new 'What's On' booklet to help inspire people to visit South Bank over the coming months. These have been distributed via doordrop to local homes and businesses, and will be given out to via hotel concierges to guests over the summer months. We've also invested in a number of adverts in tourist-led publications and across digital platforms.

Furthermore, we've recently created a new booklet exclusively for people who work in the area. The editorially-styled magazine helps provide useful information on what's in the area to encourage local employees to make the most of what's on their doorstep. We've started the distribution of these at the King's College Staff Festival and will continue to share through large offices over the coming weeks.

View Online

View Online

AUDIENCE SENTIMENT RESEARCH 2025

To help us understand more about our audiences in South Bank, we will be commissioning another round of audience research this Summer.

This will once again be in partnership with Indigo, who undertook rounds of audience research in summer and winter last year.

In order to track how the feelings of our audiences are changing annually, we will once again be focusing on questions such as how often people are visiting the area, what they're doing while they're here, what they think of South Bank and where else they visit in London.

Two rounds of Summer research will be taking place, in June and August. We look forward to sharing the results of this research later in the year - you can read an overview of the Winter research in the last quarterly report.

Winter Audience Research

SOURCES

THE GLA’S HIGH STREETS DATA SERVICE

All footfall and spend data comes from the GLA’s High Streets Data Service, a collective purchasing model and service created by the Mayor of London to allow local Councils and BIDs access to detailed footfall and spend data at a lower and more efficient cost. HSDS data is also used by teams within the GLA to track and monitor the impacts of activations and events across London.

All GLA data referenced in the report is aggregated across the wider BID area, shown in the map to the right.

Footfall

The GLA’s footfall data comes from **BT’s Geolocated Mobile Network Data** (GeoMND). BT’s data geolocates 100% of all devices connected to BT’s network on a 24x7 basis: GeoMND allows BT to accurately estimate user locations down to within several hundred metres so that we can say with high confidence which MSOA a user belongs to. Data is anonymised, weighted and scaled up proportionally.

Due to phone movements, home locations and work locations can also be ascertained, and can then be used to break audiences into demographic segments such as Visitor, Worker, and Resident.

Spend

The GLA’s spend data comes from **Mastercard** and Mastercard’s Retail Location Insights. Using Mastercard’s proprietary Retail Location Scoring leveraging anonymized and aggregated transaction data from billions of cards, MRLI provides spending insights; relative metrics are derived from Mastercard transaction data, and are shown as an index of spend. All GLA data referenced in the report is aggregated across the wider BID area, shown in the map to the right. Spend is solely on the ground spend, and does not incorporate purchases made online.

AUDIENCE RESEARCH

South Bank BID works with **Indigo** to deliver qualitative audience research which explores evolving audience perceptions of South Bank, most recently a survey around the 2024/25 festive period. This survey included questions on: Dwell time and visitor behaviour, Perceptions and ratings of the festive 'offer', and Perceptions of overall look and atmosphere. The surveys were distributed both face-to-face and online.

Indigo did not separate out visitors from residents and workers in this round of research, but respondents needed to have visited the area ‘for leisure’ during the 2024/25 festive period.

SOUTH BANK BID AREA