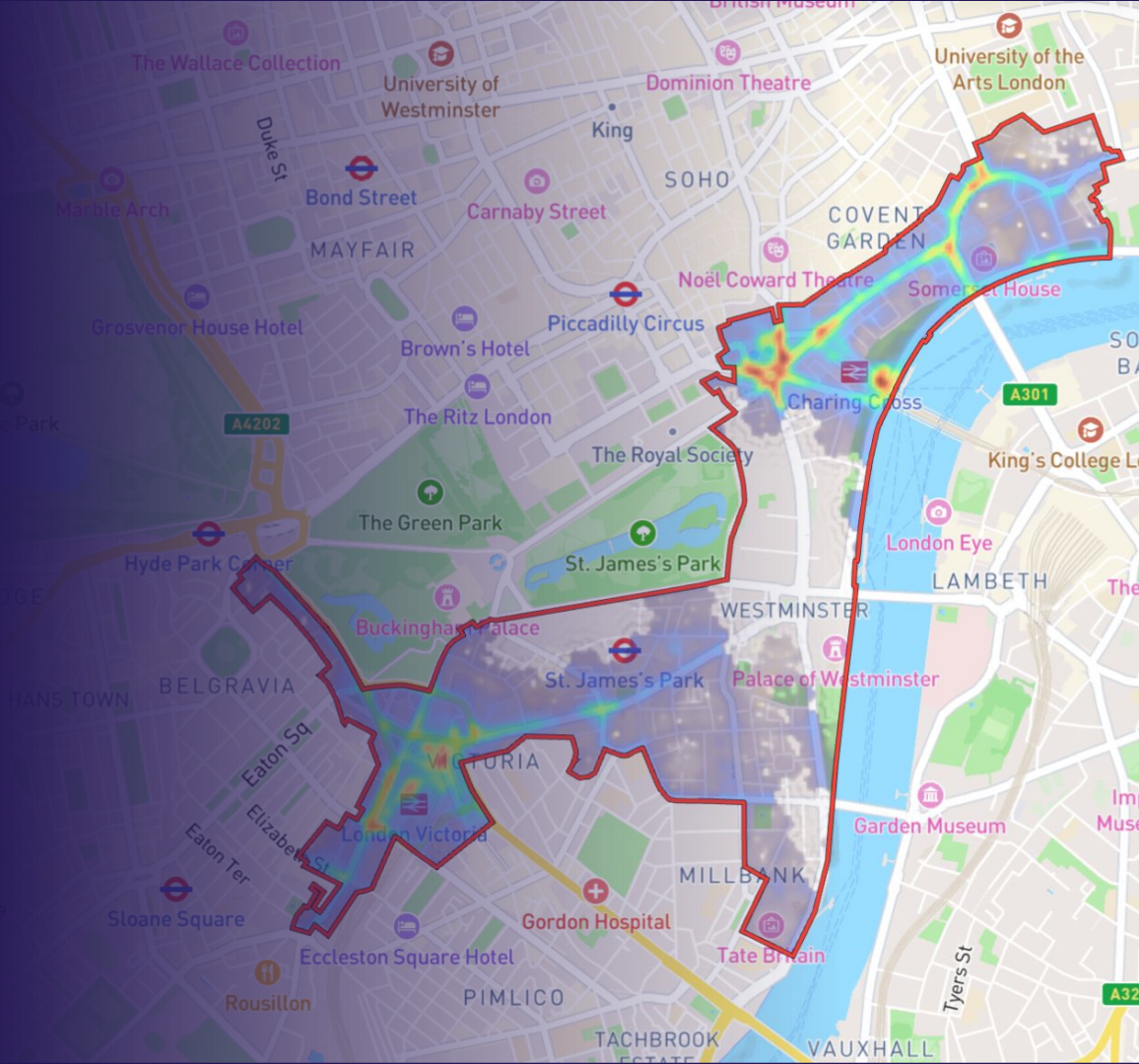
LONDON HERITAGE QUARTER

January 2026 report



huq | Introduction

What is London Heritage Quarter?

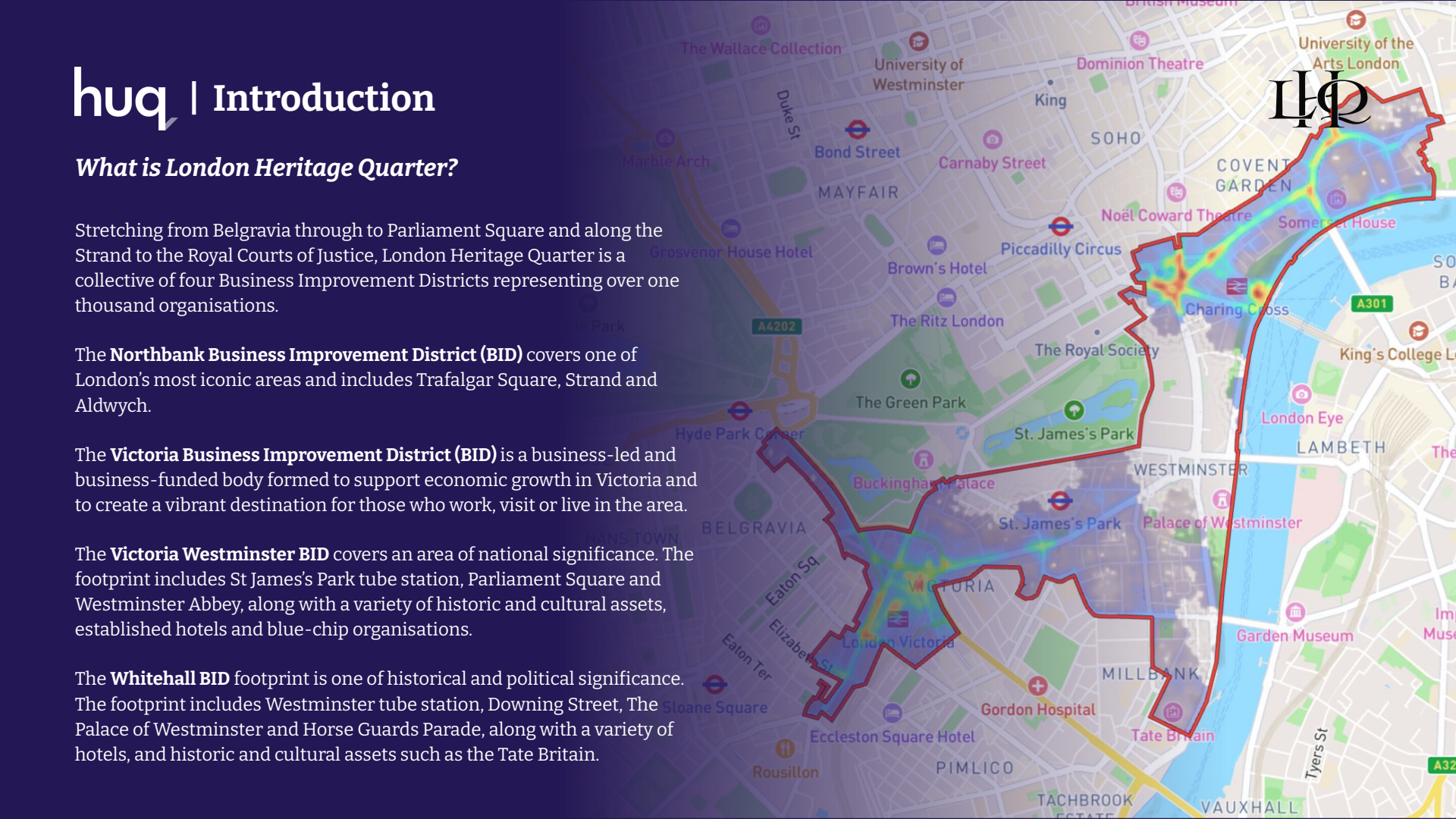
Stretching from Belgravia through to Parliament Square and along the Strand to the Royal Courts of Justice, London Heritage Quarter is a collective of four Business Improvement Districts representing over one thousand organisations.

The **Northbank Business Improvement District (BID)** covers one of London's most iconic areas and includes Trafalgar Square, Strand and Aldwych.

The **Victoria Business Improvement District (BID)** is a business-led and business-funded body formed to support economic growth in Victoria and to create a vibrant destination for those who work, visit or live in the area.

The **Victoria Westminster BID** covers an area of national significance. The footprint includes St James's Park tube station, Parliament Square and Westminster Abbey, along with a variety of historic and cultural assets, established hotels and blue-chip organisations.

The **Whitehall BID** footprint is one of historical and political significance. The footprint includes Westminster tube station, Downing Street, The Palace of Westminster and Horse Guards Parade, along with a variety of hotels, and historic and cultural assets such as the Tate Britain.



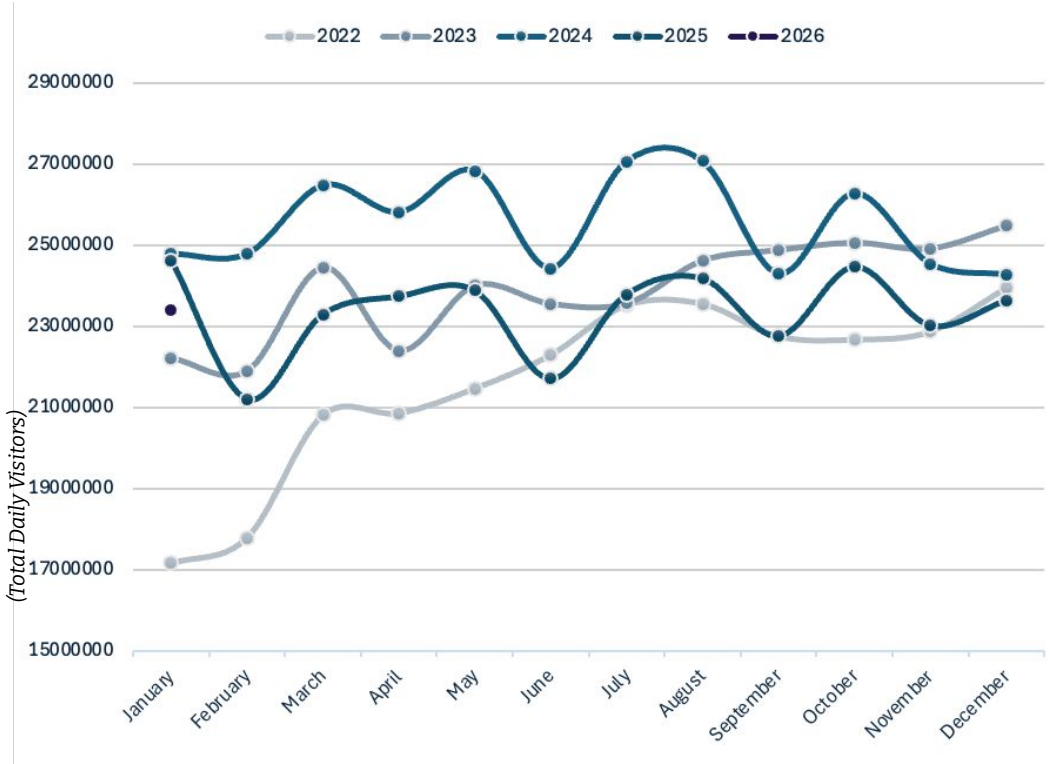
huq | Visit performance | January 2026

Month-on-month trend

23.4m total daily visitors in January 2026

- **-1.04%** compared with previous month
- **-5.05%** compared with January 2025

Year to date comparison against same period in 2025 shows a **5.05% decrease** in visit performance.



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Total Daily Visitors

Northbank BID

13.6 million

Victoria BID

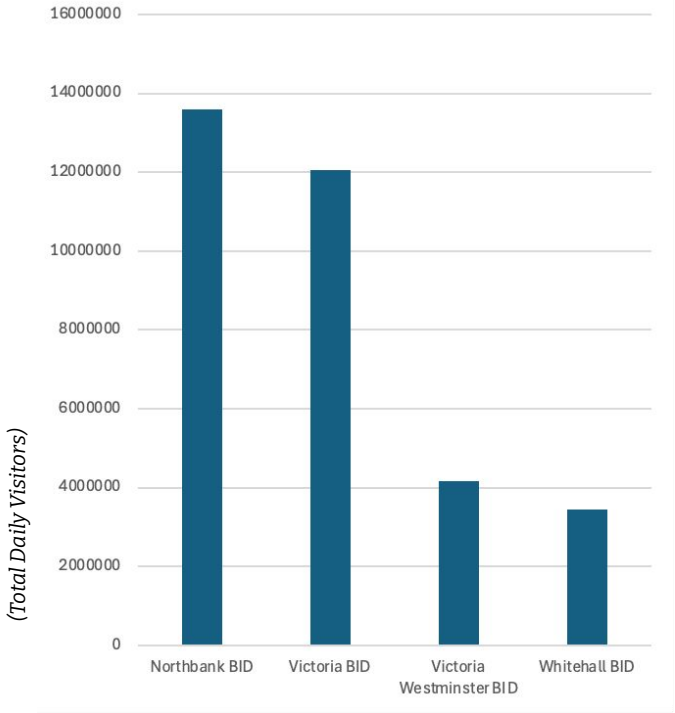
12.0 million

Victoria Westminster BID

4.8 million

Whitehall BID

3.5 million



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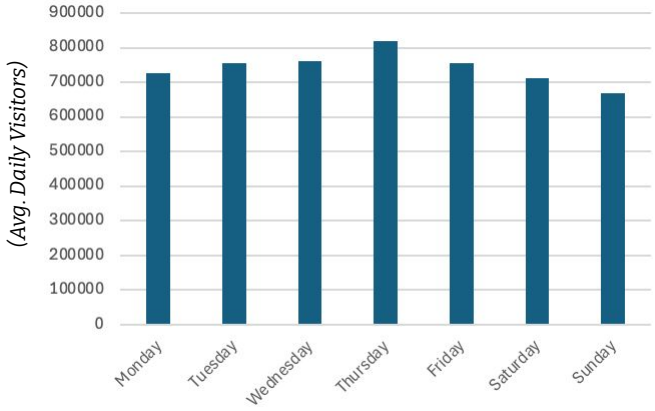
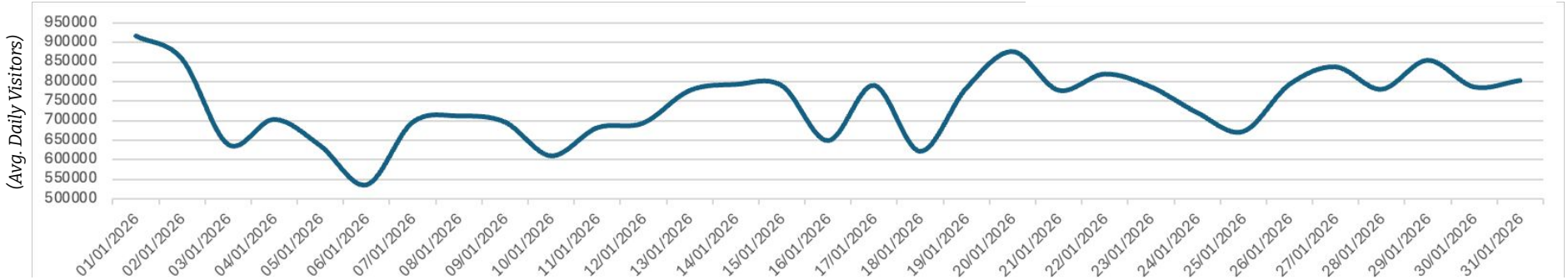
Unique daily visitors

Tuesday through Thursday were the strongest days in January 2026, with **Thursday recording the highest average daily visitors**. Mid-week performance remained consistently strong, **reinforcing predictable weekday engagement patterns**.

Monday and Friday tracked slightly below the mid-week peak, while weekend traffic softened further, with **Sunday the lowest-performing day**. Daily trends show early-month volatility followed by a more stable second half, with several peaks occurring mid- to late-month.

Overall, January reflects a return to a weekday-led usage pattern, with mid-week strength driving overall performance.





huq | Visitor behaviour | January 2026

Time of day

Visitor activity in January 2026 shows a steady and well-defined build throughout the day, with footfall increasing from early morning and reaching a **clear peak between 15:00–18:0**0. During this peak window, January 2026 performs slightly ahead of both January 2025 and year-to-date levels, marking the strongest point in the daily distribution. **The morning period from 06:00–12:00 demonstrates solid growth**, tracking above the prior year and broadly in line with year-to-date performance, indicating **strengthened early-day engagement**.

Following the afternoon high, visitor numbers taper into the evening, with 18:00–21:00 softening slightly compared with the January 2025 benchmark. Activity then declines more noticeably after 21:00, representing the sharpest drop-off of the day. Overall, January 2026 highlights a **robust mid-afternoon peak supported by consistent morning demand**, though with a more pronounced evening slowdown relative to historical patterns.

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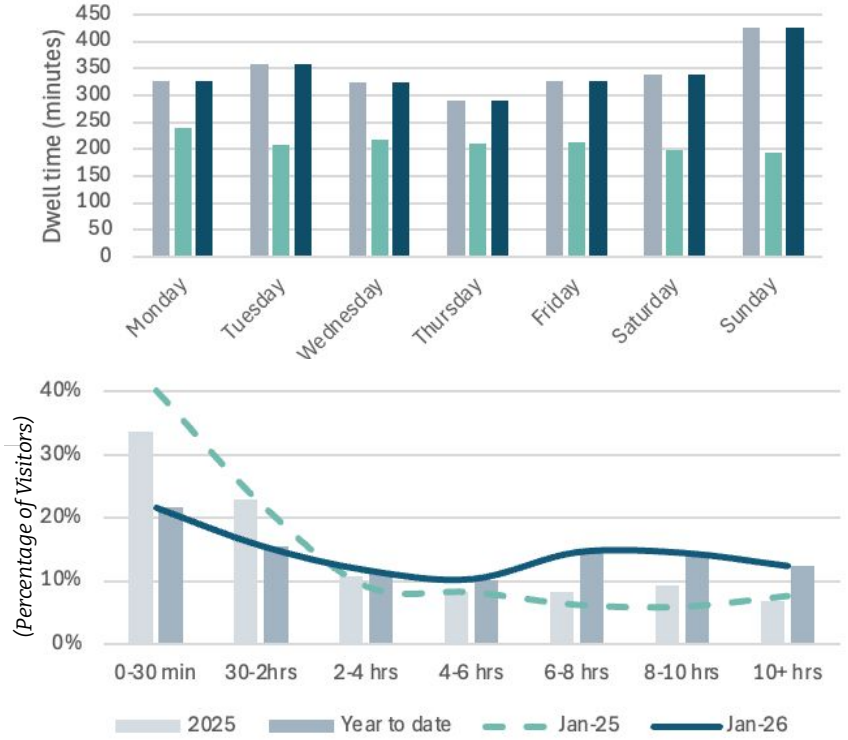
Dwell time

Dwell-time analysis for January 2026 indicates a continued shift toward **longer, more engaged visits** compared with January 2025, while generally tracking in line with year-to-date benchmarks. Although short visits (0–30 minutes) remain the largest share, their proportion has declined notably year-over-year, with clear gains across the 6–8 hour, 8–10 hour, and 10+ hour categories. **The growth in the longer dwell buckets signals a meaningful increase in extended and full-day visits**.

January 2026 performs at year-to-date averages across all days of the week and shows significant improvement over January 2025. The strongest dwell times are observed on Sunday, followed by Tuesday and Saturday, highlighting particularly strong weekend engagement. Weekday performance remains steady, with consistent dwell levels across Monday through Friday.

Overall, January 2026 reflects sustained momentum in visitor engagement, with fewer short stays and a stronger concentration of longer visits, reinforcing **continued depth of on-site experience across the week**.



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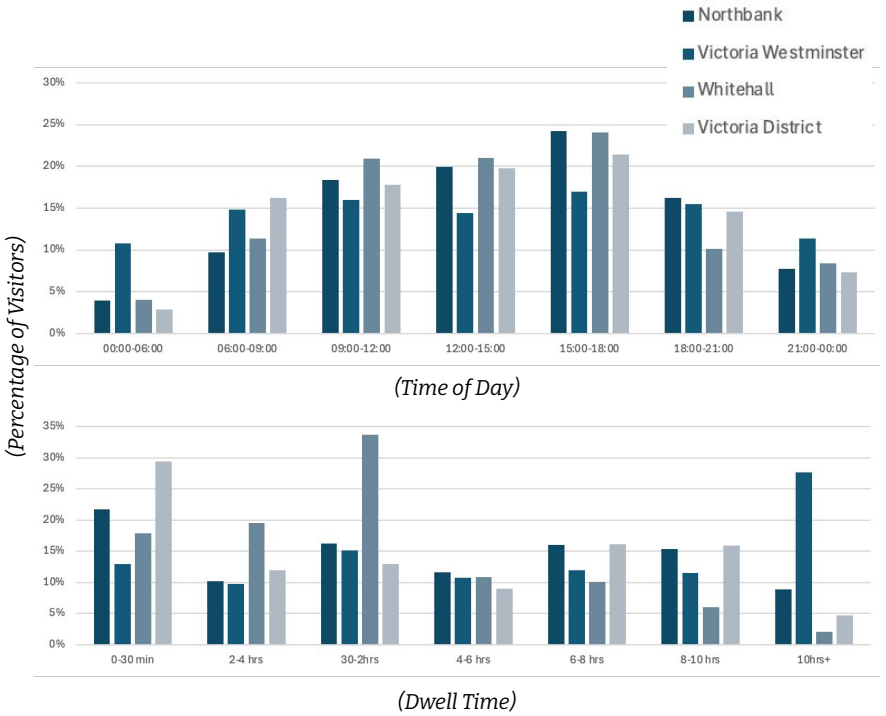
Time of day & Dwell time by area

All locations retain a clear daytime concentration in January, with activity building from 06:00–09:00, peaking between 12:00–18:00 (strongest at 15:00–18:00), and tapering into the evening. Overnight volumes remain low overall, though Victoria Westminster shows relatively stronger late-night and early-morning presence.

Dwell patterns remain distinct. **Victoria Westminster** is again dominated by 10 hrs+ stays, reinforcing its full working-day profile. **Northbank** shows a mixed distribution, with strong 0–30 min activity alongside notable 6–10 hr and 10 hrs+ stays. **Whitehall** is led by 30 min–2 hr visits, with moderate mid-length dwell and very limited all-day presence. **Victoria District** skews shorter-to-mid length, with high 0–30 min and 6–8 hr shares but relatively few 10 hrs+ visits.

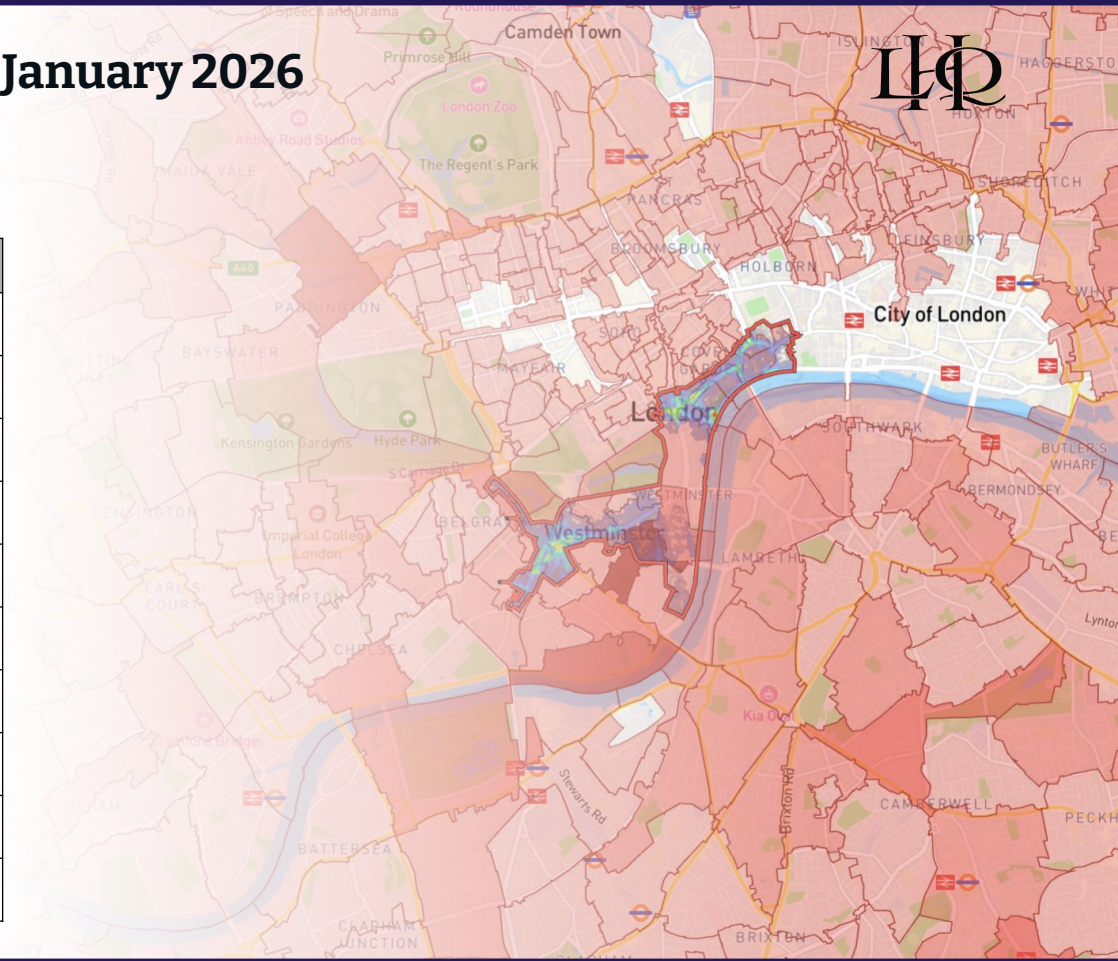
Overall, while time-of-day trends are aligned, January continues to differentiate Westminster's full-day dominance, Northbank's short/long mix, Whitehall's medium-duration bias, and Victoria District's shorter, purpose-driven profile.



huq | Visitor segmentation | January 2026

Top visiting postcodes

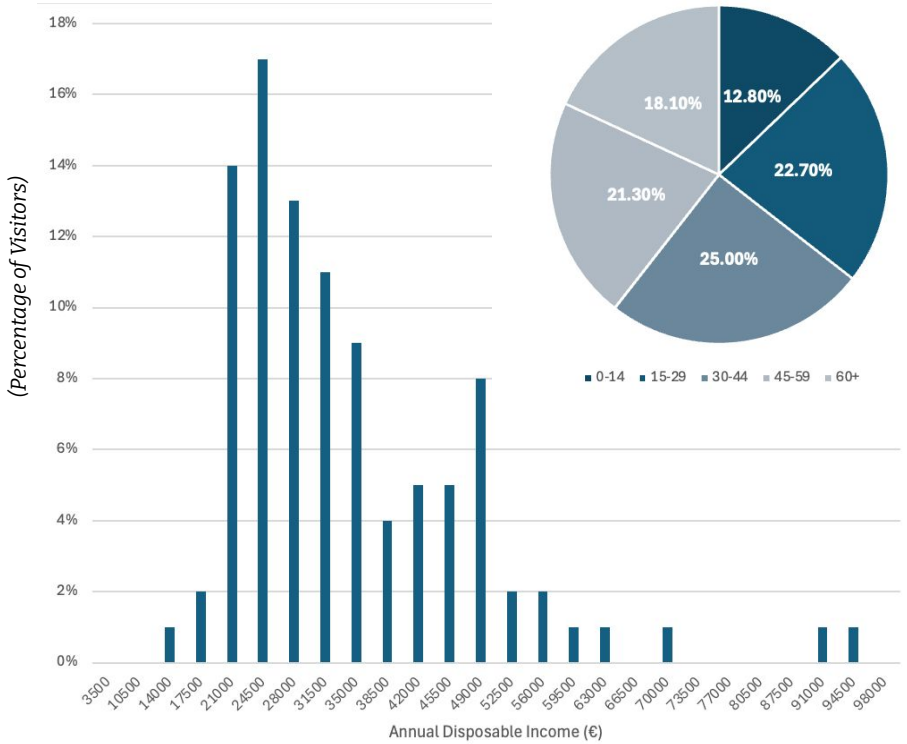
Rank	Postcode	Percentage (%)	Distance (km)
1	SW1P 2	1.82	0.67
2	W2 1	1.76	4.85
3	SW1V 3	1.08	1.54
4	SW17 0	0.89	8.95
5	SW16 2	0.88	7.89
6	SW17 8	0.88	8.00
7	SE5 0	0.86	5.20
8	SW16 5	0.83	9.70
9	E13 9	0.80	18.98
10	E4 8	0.77	18.21



huq | Visitor segmentation | January 2026

Demographics

January 2026 visitors continue to be led by the 30–44 age group (25%), followed by 15–29 (22.7%) and 45–59 (21.3%). Those aged 60+ account for 18.1%, while 0–14 remains the smallest segment at 12.8%, **reinforcing a stable, working-age–focused audience with consistent cross-generational reach**.

Income distribution remains centred on the €21,000–€31,500 range, peaking at approximately €24,500 (17%), with strong representation at €21,000 (14%) and €28,000 (13%). Moderate clusters extend through €35,000–€49,000, including a notable presence at €49,000 (8%), while higher income brackets above €56,000 make up smaller, more dispersed shares.

Overall, January's audience reflects a **predominantly mid-income, economically active demographic, indicating continued financial stability and solid discretionary spending potential** at the start of the year.