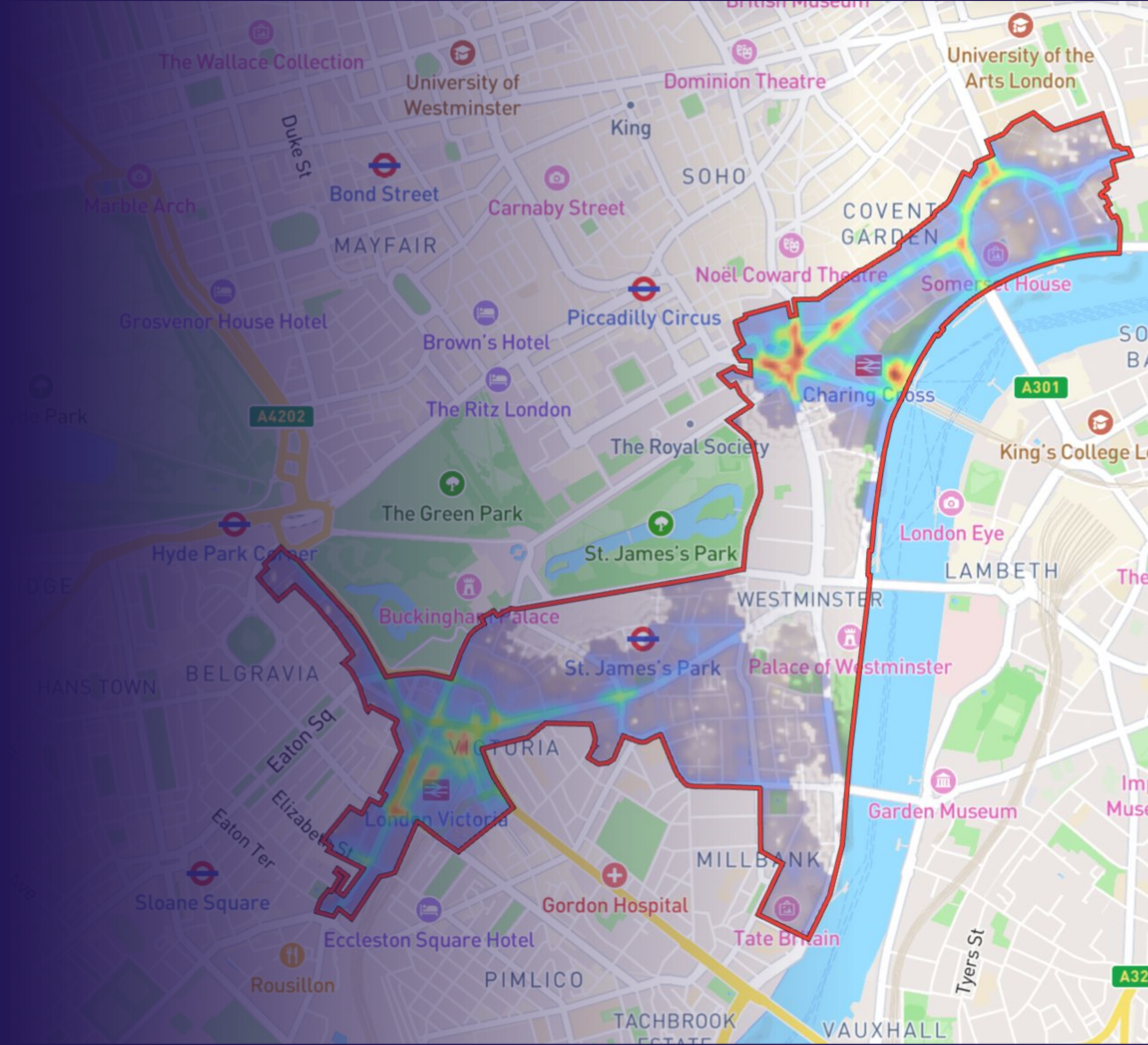
LONDON HERITAGE QUARTER

June 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.

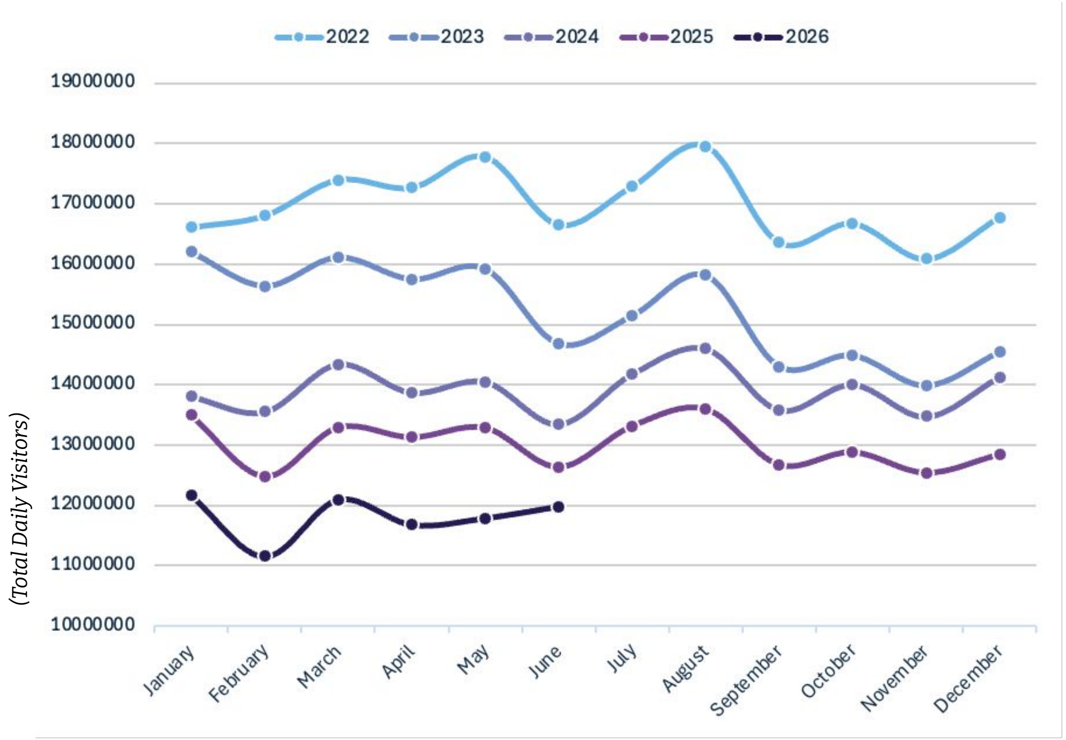
huq | Visit performance | June 2026

Month-on-month trend

12m total daily visitors in June 2026

- **+1.6%** compared with previous month
- **-5.2%** compared with June 2025

Year to date comparison against same period in 2025 shows a **9.55% decrease** in visit performance.



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Total Daily Visitors

Northbank BID

5.8 million

Victoria BID

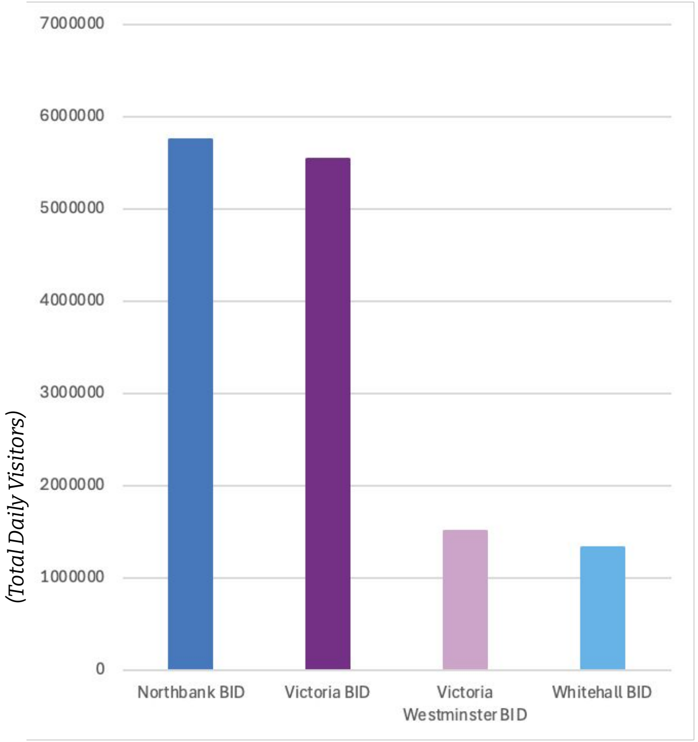
5.5 million

Victoria Westminster BID

1.5 million

Whitehall BID

1.3 million



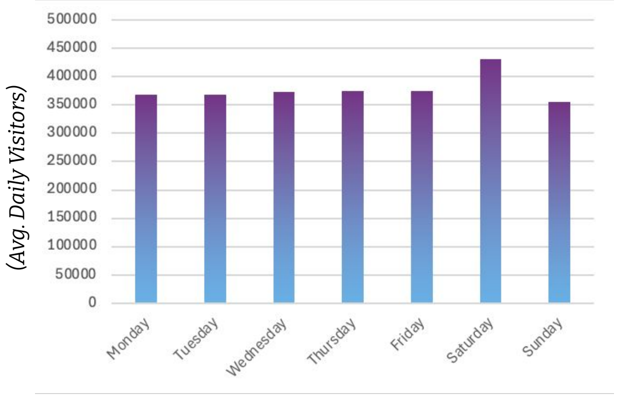
Visit performance | June 2026

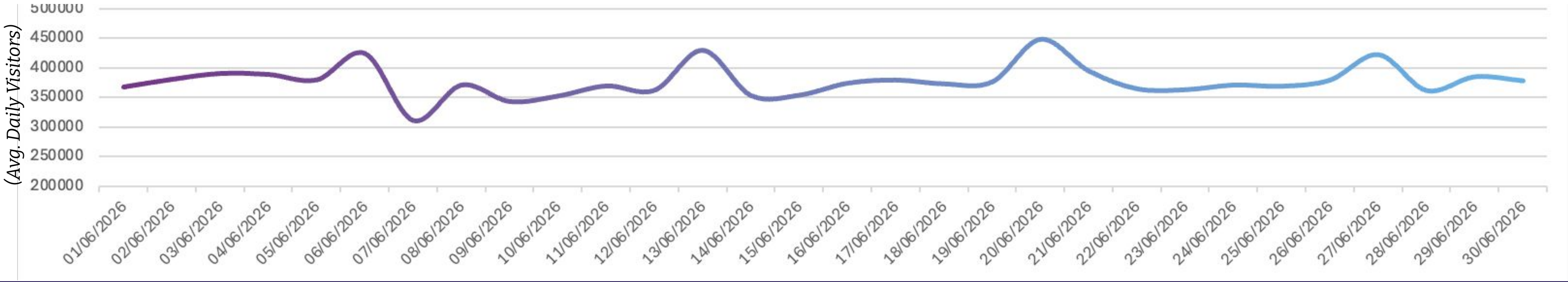
Unique daily visitors

Saturday was the standout day in June 2026, recording the highest average daily visitors, while weekday performance remained remarkably **consistent from Monday through Friday**. Sunday saw a modest dip, though overall weekly visitation was well balanced.

Daily traffic was **stable throughout the month**, punctuated by a few short-lived peaks in the first and third weeks before settling into a consistent pattern.

Overall, June reflects a **balanced usage profile**, with **strong weekend engagement** complementing **steady weekday activity**.



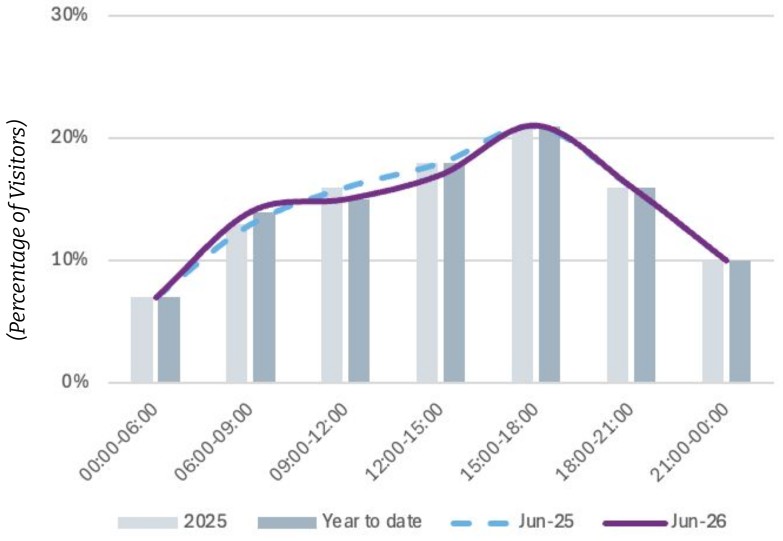


huq | Visitor behaviour | June 2026

Time of day

Visitor activity in June 2026 follows a **well-balanced daily pattern**, with footfall increasing steadily from the early morning period and reaching a **clear peak between 15:00-18:00**. During this peak window, June 2026 performs broadly in line with both June 2025 and year-to-date levels, reflecting a **stable distribution of visitors across the busiest part of the day**. The morning period from 06:00-12:00 demonstrates healthy momentum, with activity closely aligned with historical benchmarks before gradually strengthening into the afternoon.

Following the afternoon peak, visitor numbers ease steadily into the evening, with 18:00-21:00 remaining consistent with comparative periods. Activity continues to decline after 21:00, following a gradual rather than abrupt slowdown and ending the day closely aligned with previous performance. Overall, **June 2026 highlights a consistent daily visitation profile**, characterised by s**ustained daytime demand**, a strong mid-afternoon peak, and evening activity that remains closely in line with established seasonal patterns.



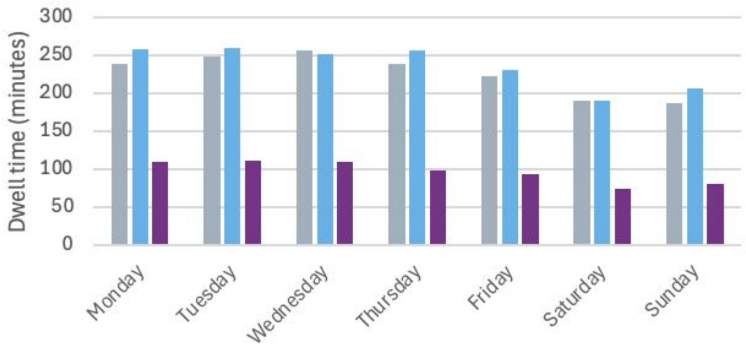
huq | Visitor behaviour | June 2026

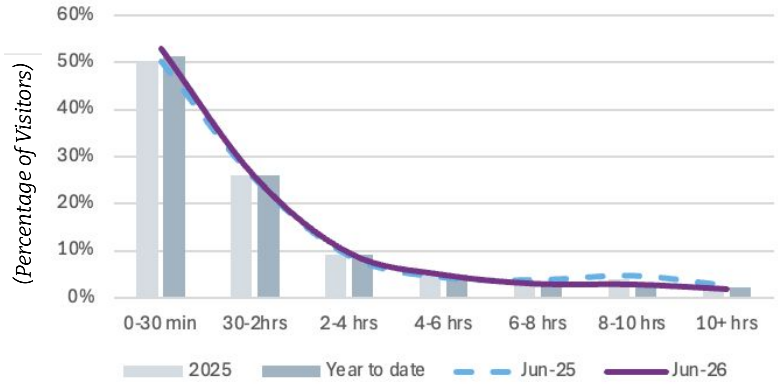
Dwell time

Dwell-time analysis for June 2026 indicates that visitor behaviour has remained broadly consistent with June 2025 and year-to-date patterns. **Short visits (0–30 minutes) continue to account for around half of all activity**, with only minor year-over-year changes across the remaining dwell categories. The distribution of visits remains stable, suggesting no significant shift toward either shorter or longer stays.

June 2026 records noticeably **lower average dwell times than both June 2025 and the year-to-date average** across every day of the week. While the decline is consistent throughout the week, weekday dwell remains stronger than weekend performance, with Saturday and Sunday recording the shortest average visit durations.

Overall, June 2026 reflects a return to shorter on-site visits despite a stable distribution of dwell-time categories. **While visitors are arriving in similar patterns to previous periods, average visit duration has softened across the week**, indicating a more transient style of visitation.





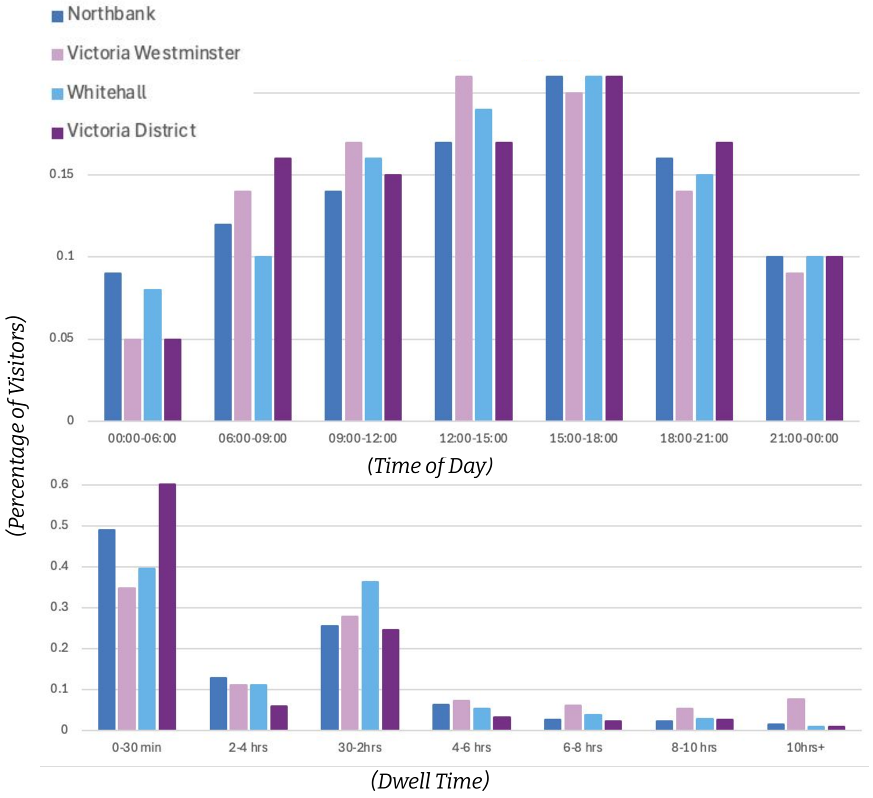
huq | Visitor behaviour | June 2026

Time of day & Dwell time by area

June continues the trend toward shorter, more transient visits across all locations. **0-30 min visits remain the largest dwell category**, particularly in Victoria District and Northbank, while **Whitehall continues to see a strong share of 30 min-2 hr stays**. Longer visits (6 hrs+) remain limited overall, although **Victoria Westminster again records the highest proportion of extended stays**, including 10 hrs+ visits.

Time-of-day patterns remain stable, with footfall building through the morning, **peaking between 12:00-18:00 (particularly 15:00-18:00)**, and easing into the evening. **Victoria Westminster shows the strongest lunchtime concentration** (12:00-15:00), while Northbank, Whitehall, and Victoria District peak later in the afternoon. Evening activity (18:00-00:00) remains relatively consistent across all locations, indicating sustained post-work movement.

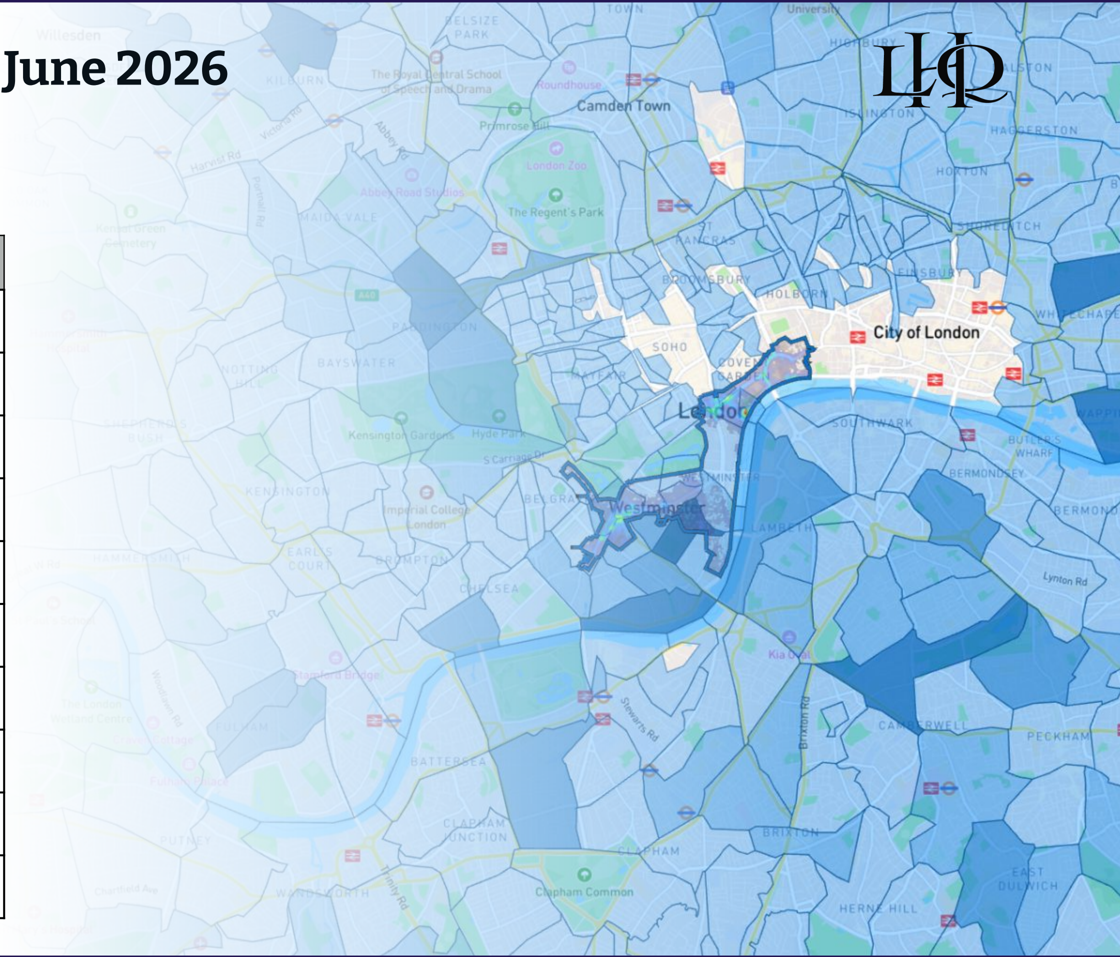
Overall, June **reinforces the shift toward short-duration visits, while maintaining the familiar daytime peak pattern**. Westminster continues to stand out for longer dwell times, whereas Northbank, Whitehall, and Victoria District are increasingly characterised by quicker, purpose-led trips.



huq | Visitor segmentation | June 2026

Top visiting postcodes

Rank	Postcode	Percentage (%)	Distance (km)
1	SW1P 2	3.01	0.72
2	W2 1	1.82	5.00
3	NW6 2	1.35	8.47
4	SE5 0	1.23	5.21
5	E4 8	1.09	18.22
6	SW17 0	1.03	8.81
7	SW1V 3	1.01	1.52
8	SW16 2	1.00	8.03
9	E13 9	0.92	18.91
10	E1W 2	0.87	8.30



huq | **Visitor segmentation | June 2026**

Demographics

June 2026 visitors maintain a **well-balanced age profile**, with the 30-44 group remaining the largest segment (28.6%), followed by 15-29 (25.5%), 45-59 (23.0%), and 60+ (22.7%). The minimal variation across age groups highlights **broad appeal among adult visitors, with a continued emphasis on economically active audiences**.

Income distribution remains concentrated in the €21,000-€35,000 disposable income range. The **highest share is recorded at €24,500 (15%)**, with **consistently strong representation across €21,000 (14%) and the €28,000-€35,000 bands (13% each)**. Above €35,000, participation becomes more dispersed, although smaller proportions continue across higher income brackets, reflecting a diverse visitor base.

Overall, June visitors represent a broad, mid-income audience with strong representation across all adult age groups, reinforcing the destination's appeal to financially stable visitors with sustained leisure and discretionary spending potential.