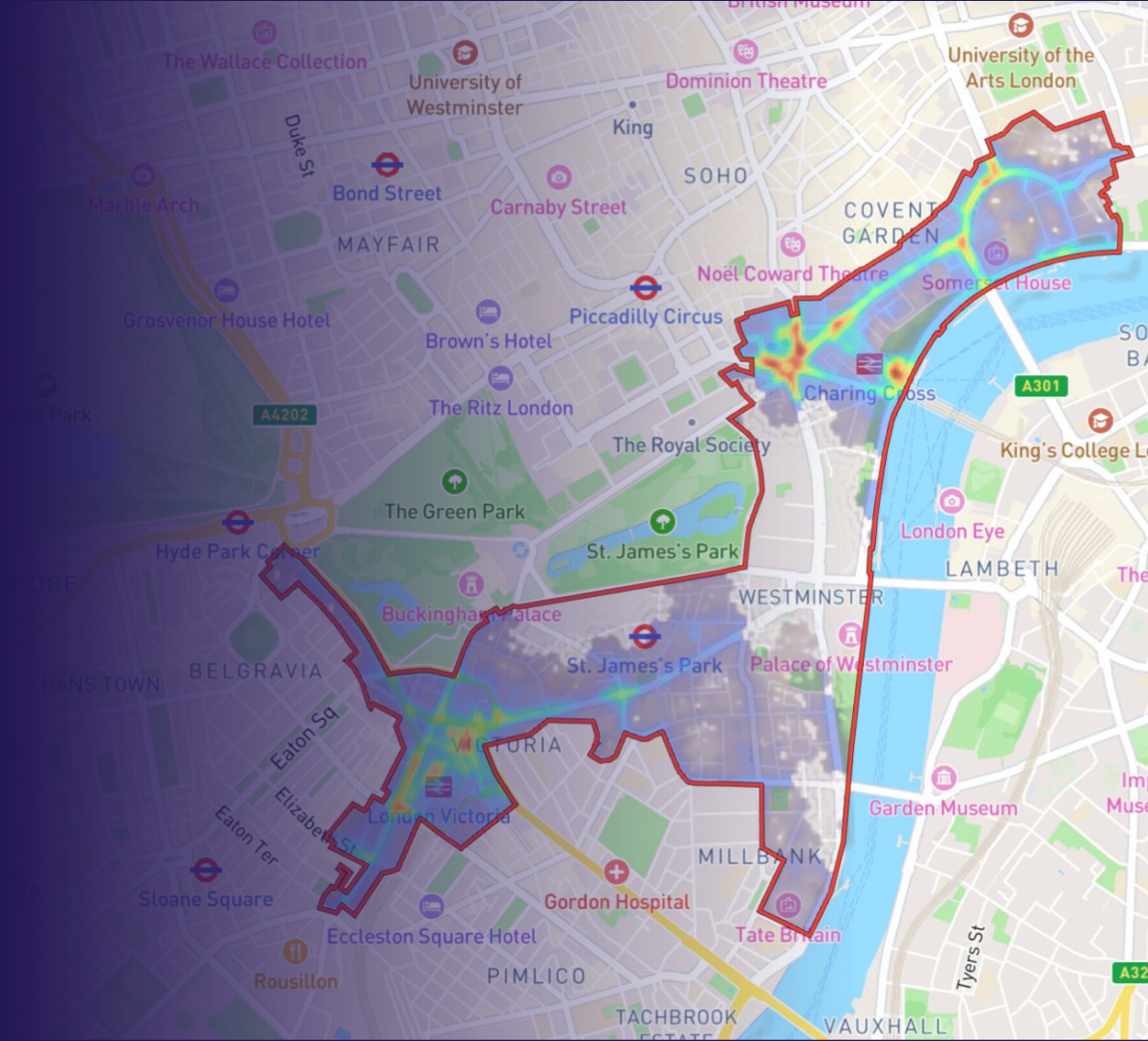




LONDON HERITAGE QUARTER

August 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 | August 2026



Month-on-month trend

13.1m total daily visitors in August 2026

- **+4.8%** compared with previous month
- **-10%** compared with August 2025

Year to date comparison against same period in 2025 shows a **9.2% decrease** in visit performance.



huq | Visit performance | August 2026



Total Daily Visitors

Northbank BID

6.5 million

Victoria BID

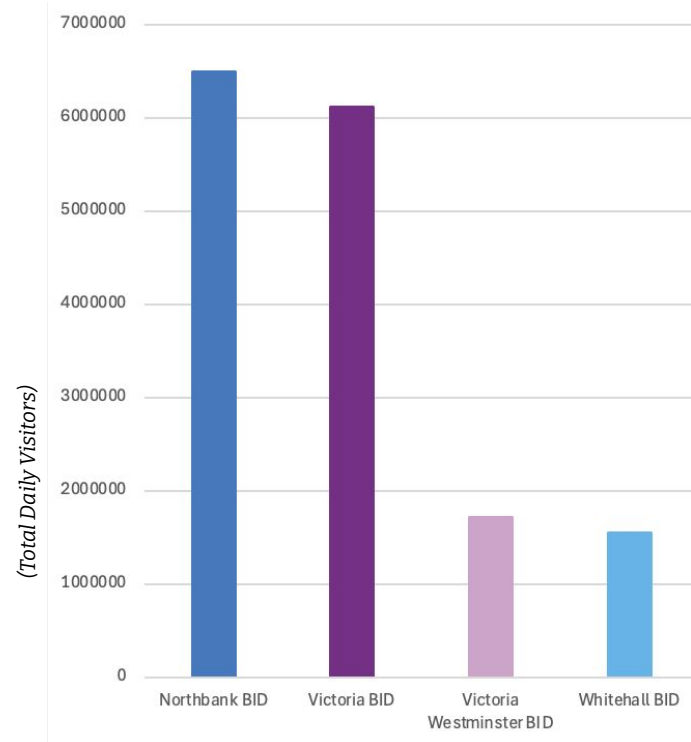
6.1 million

Victoria Westminster BID

1.7 million

Whitehall BID

1.6 million



huq | Visit performance | August 2026

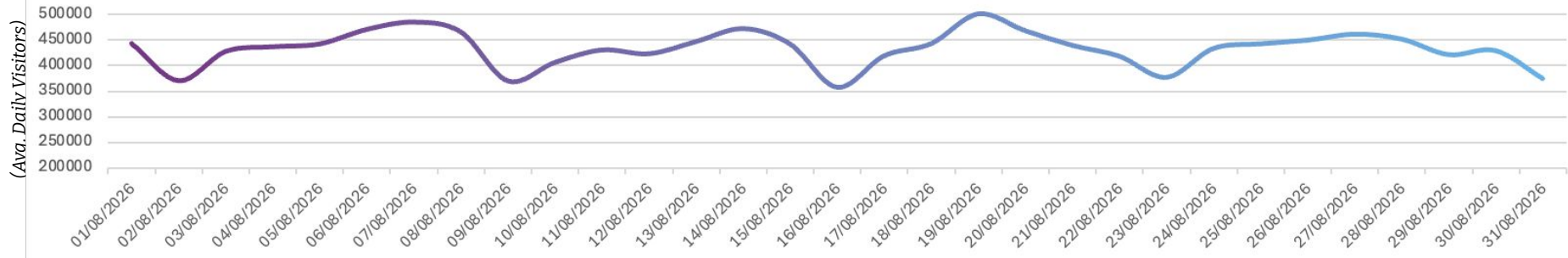
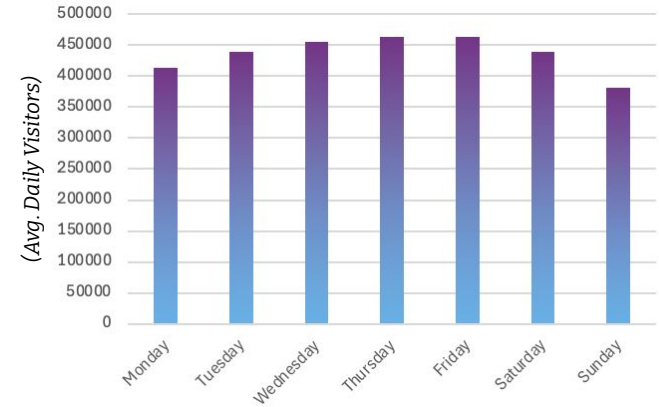


Unique daily visitors

Thursday and Friday led August's performance, with average daily visitation exceeding 460,000, while Wednesday also delivered strong footfall. Saturday remained healthy, highlighting a **broad spread of activity across both the working week and weekend**.

Daily visitation showed **several strong peaks throughout August**, reaching its monthly high around 19 August at close to 500,000 visitors. Activity remained particularly robust through the latter part of the month, with several days above 440,000.

Overall, **August reflects sustained demand across the London Heritage Quarter**, with strong midweek performance providing a positive indicator of continued worker, visitor and leisure activity.



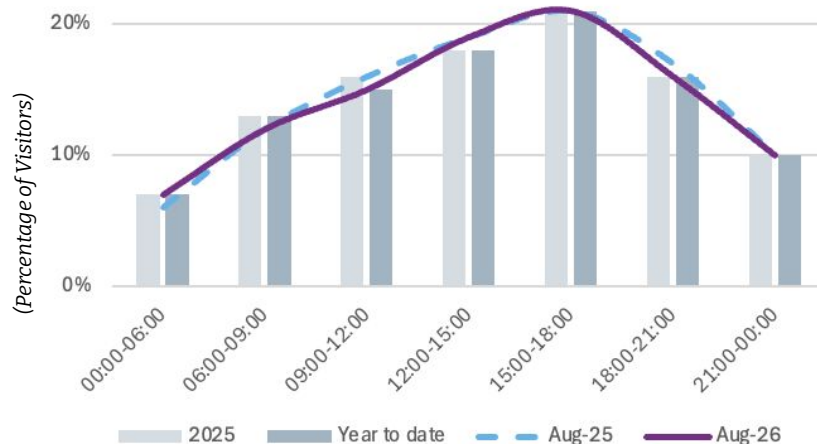
huq | Visitor behaviour | August 2026



Time of day

August 2026 shows a strong and well-balanced daily visitation profile, with activity building consistently throughout the morning before reaching a **clear peak between 15:00–18:00**, when around one fifth of daily visitors are active across the Quarter. The afternoon remains particularly robust, with visitation closely aligned with both historic and year-to-date patterns during the busiest trading hours.

Activity remains healthy into the early evening before easing gradually after 18:00, with late-evening visitation holding in line with established patterns. For the BIDs, this highlights **continued strength across the core retail and hospitality period, alongside a valuable window through the afternoon and early evening to encourage longer stays, additional spend and participation in local experiences.**



huq | Visitor behaviour | August 2026

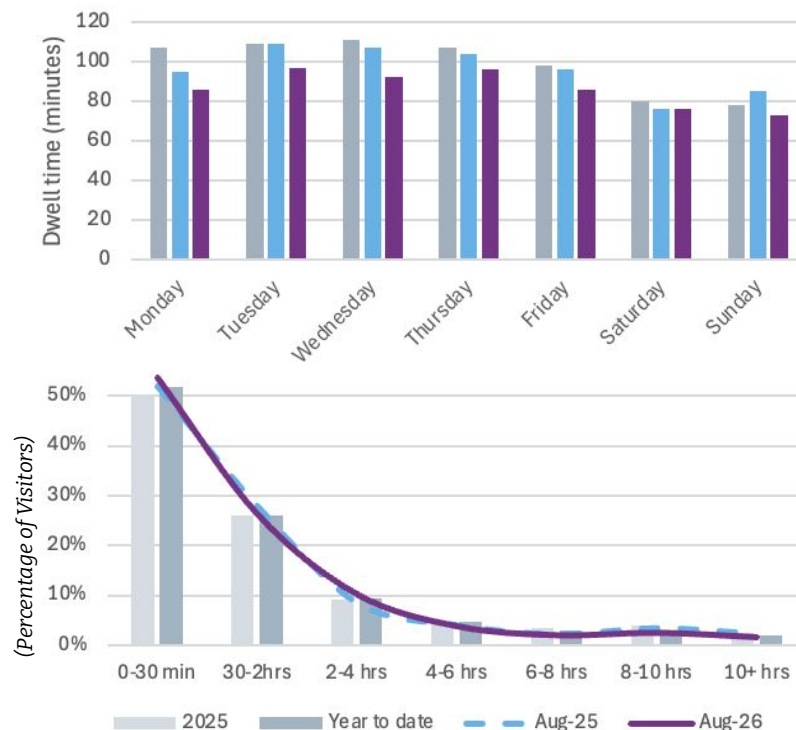


Dwell time

August 2026 continues to show a consistent pattern of visitor behaviour across the week, with **weekday dwell strongest from Tuesday to Thursday**. While average visit duration remains below the year-to-date benchmark, Saturday performs particularly steadily, broadly matching the comparable 2025 level.

The distribution of visits remains **weighted towards shorter, purposeful trips**, with just over half of visitors staying for 0-30 minutes. Beyond this, the overall profile remains relatively stable across the longer dwell categories, suggesting no significant change in the way visitors are engaging with the area.

For the BIDs, this provides a **strong opportunity to focus on converting regular short visits into longer stays**, particularly through programming, hospitality, retail and experiences that encourage visitors to explore more of the district.



huq | Visitor behaviour | August 2026

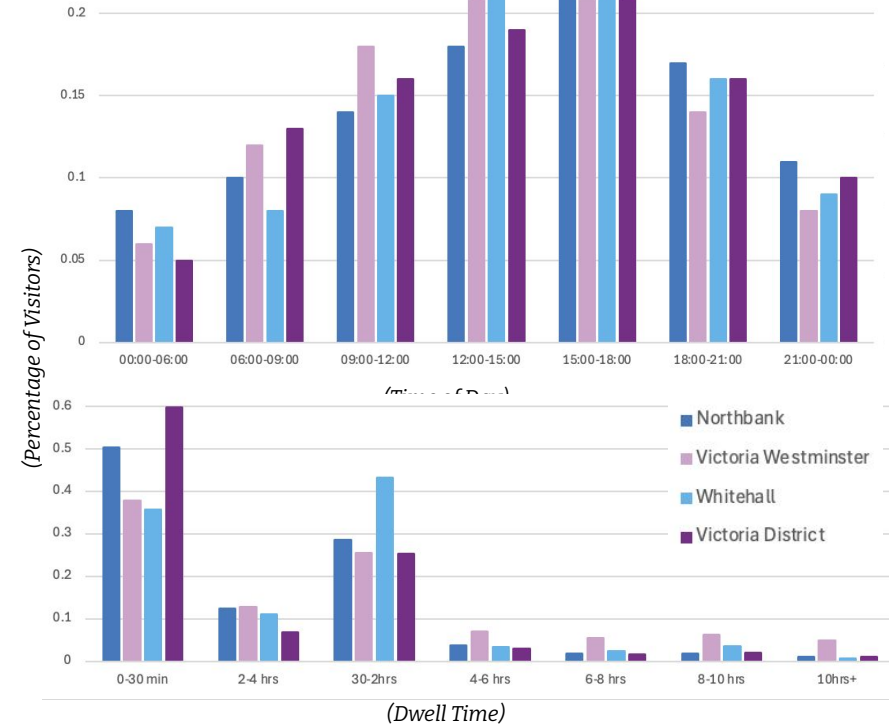


Time of day & Dwell time by area

August **maintains a strong daytime visitor economy across London Heritage Quarter**, with activity concentrated between 12:00–18:00 across all four BIDs. Whitehall shows particularly strong engagement throughout the afternoon, while Victoria Westminster retains a pronounced lunchtime presence and Northbank continues to attract activity into the early evening.

Dwell patterns highlight different visitor behaviours across the quarter. Short, purposeful trips remain especially prominent in Victoria District and Northbank, while Whitehall stands out for deeper engagement, with 30 minute–2 hour visits now its largest dwell category. Victoria Westminster continues to support a comparatively broad spread of longer stays.

For BIDs, August presents a **positive opportunity to build on strong afternoon footfall and encourage visitors to stay, explore and spend for longer**. The continued level of activity into 18:00–21:00 also supports the role of hospitality, leisure and after-work activation in extending the trading day.

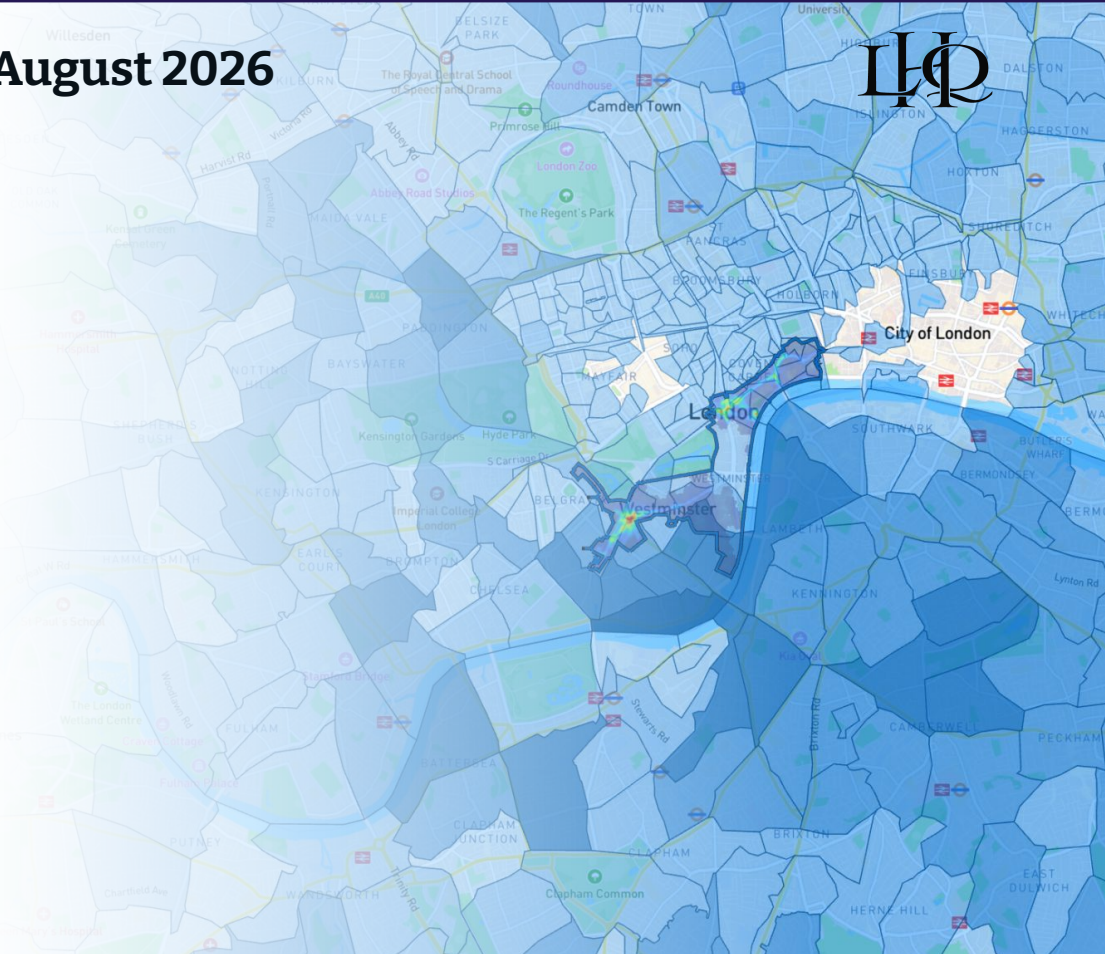


huq | Visitor segmentation | August 2026



Top visiting postcodes

Rank	Postcode	Percentage (%)	Distance (km)
1	SWIV 3	0.56	1.52
2	W2 1	0.46	5.00
3	SWIP 2	0.45	0.72
4	SWIP 4	0.44	1.20
5	SWIV 4	0.36	1.61
6	SW8 2	0.35	2.52
7	SE5 0	0.33	5.21
8	SWIV 2	0.33	1.19
9	SW8 1	0.33	2.81
10	SW11 3	0.31	5.32



huq | Visitor segmentation | August 2026



Demographics

August maintains a **broad and well-balanced age profile**, with 30-44s remaining the largest visitor group (27.7%). Strong representation across 15-29s (23.8%), 45-59s (22.9%) and 60+ visitors (22.8%) demonstrates the Quarter's **continued appeal across multiple generations**.

Disposable income remains centred around core mid-income bands, with the €24,500 bracket strengthening to 18% - the month's largest segment. The €21,000, €28,000 and €31,500 bands also account for significant shares, highlighting a substantial economically active audience with everyday and discretionary spending potential.

For the BIDs, August's mix points to a **diverse and commercially valuable visitor base**, supporting a wide range of retail, hospitality, leisure and cultural offers across the district.

