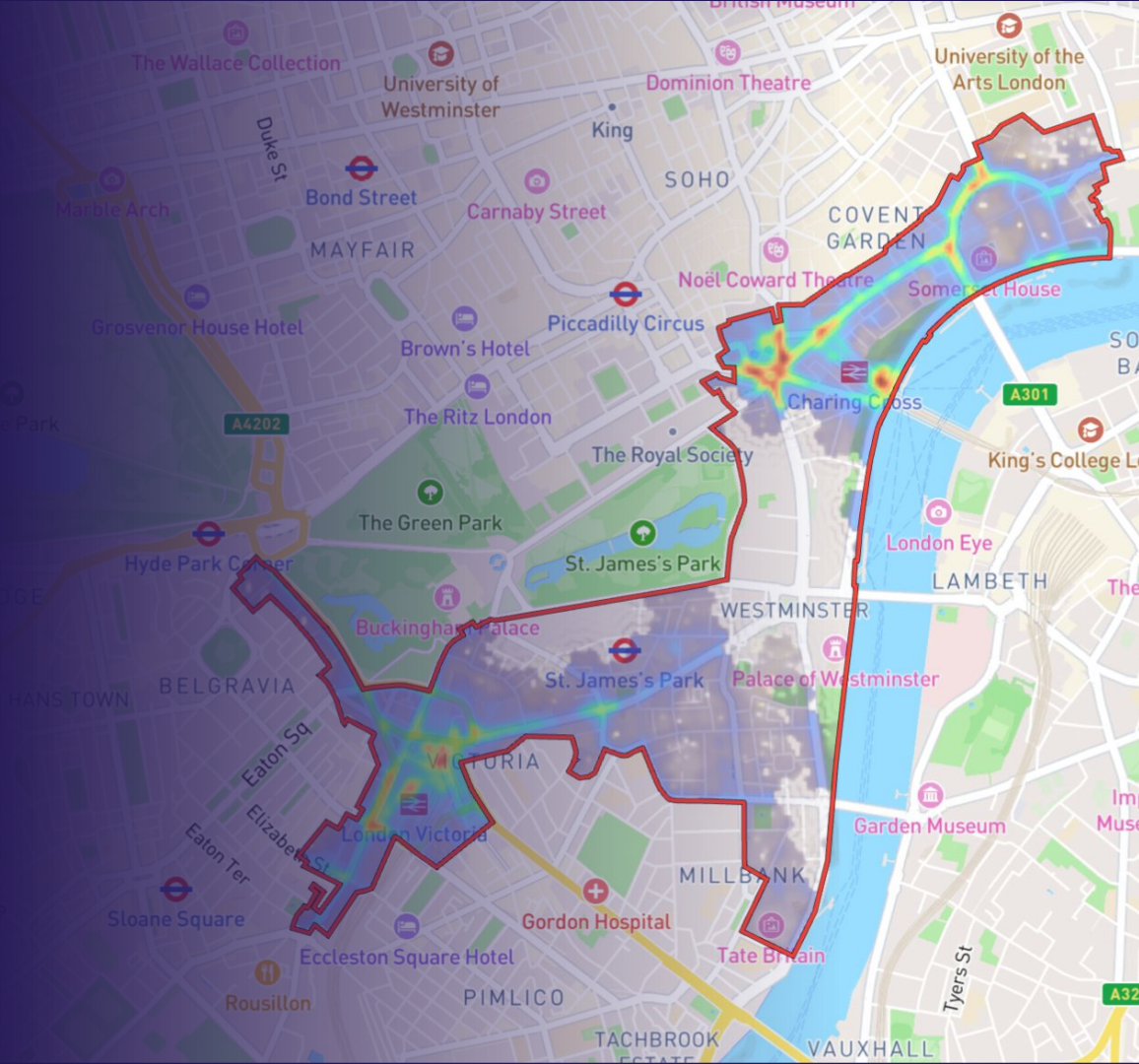
LONDON HERITAGE QUARTER

September 2026 report



huq | Introduction

What is London Heritage Quarter?

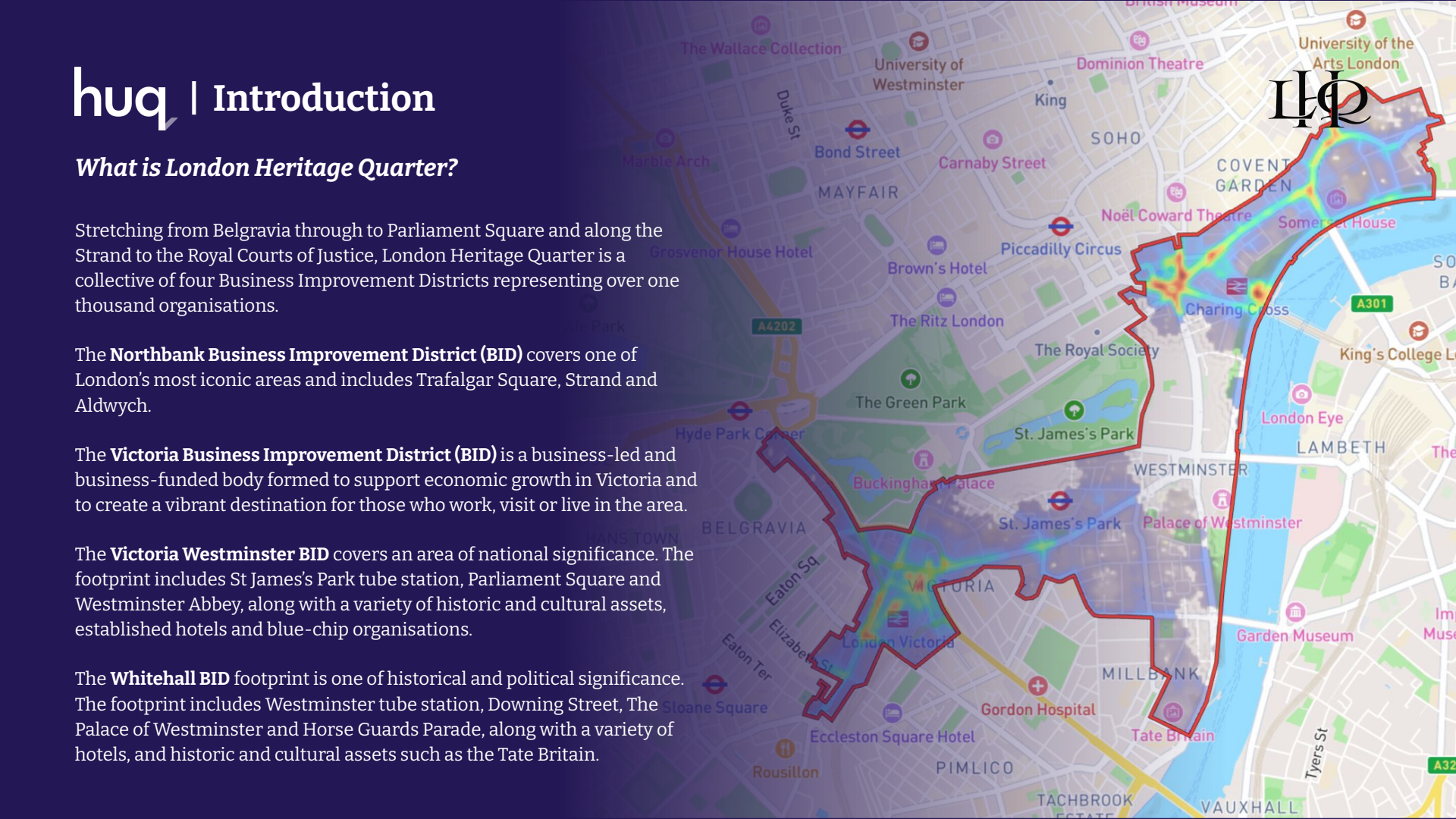
Stretching from Belgravia through to Parliament Square and along the Strand to the Royal Courts of Justice, London Heritage Quarter is a collective of four Business Improvement Districts representing over one thousand organisations.

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 | September 2026

Month-on-month trend

13.6m total daily visitors in September 2026

- **-6.6%** compared with previous month
- **-7.5%** compared with September 2025

Year to date comparison against same period in 2025 shows a **8.02% decrease** in visit performance.



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Total Daily Visitors

Northbank BID

6.7 million

Victoria BID

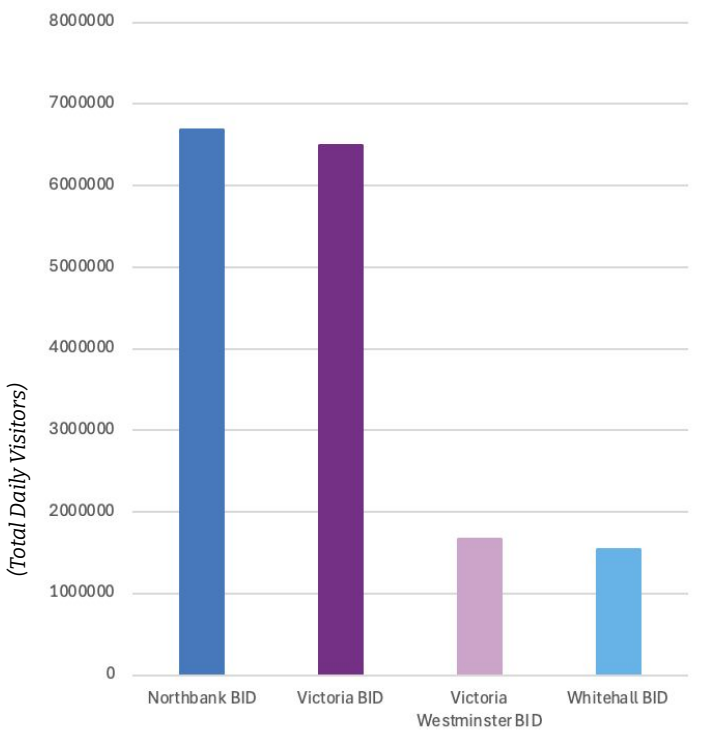
6.5 million

Victoria Westminster BID

1.7 million

Whitehall BID

1.5 million



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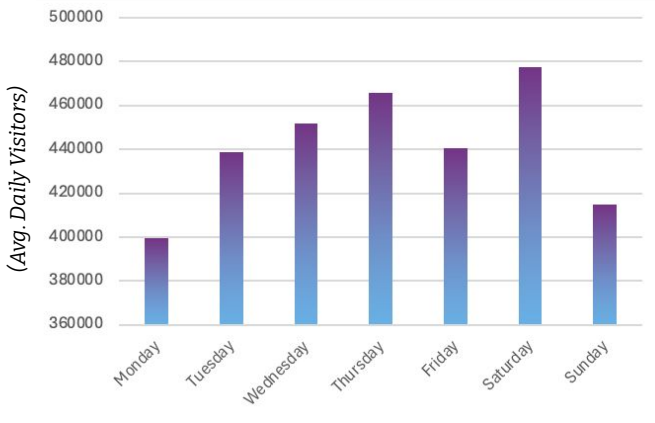
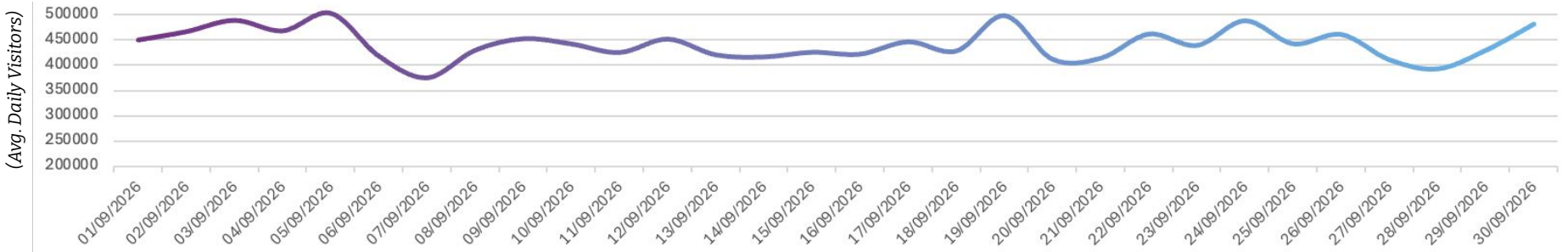
Unique daily visitors

Saturday was the standout day in September, recording the highest average daily visitation, with Thursday and Wednesday also performing strongly. This points to a **healthy mix of midweek activity and weekend demand across** the London Heritage Quarter.

Daily footfall remained consistently strong throughout the month, with several notable peaks approaching 500,000 visitors. After some short-lived dips, visitation repeatedly recovered quickly, including a **particularly strong finish at the end of September**.

Overall, September demonstrates **resilient and well-balanced activity across the week**, with strong midweek performance complemented by continued weekend appeal - a positive picture for businesses across the Quarter.





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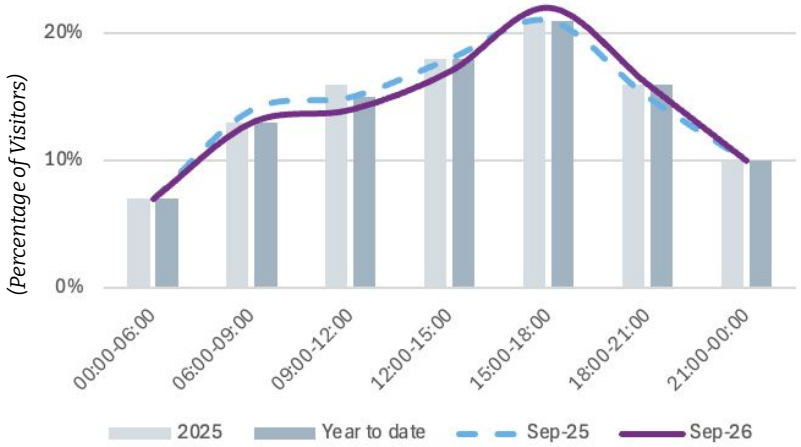
Time of day

September 2026 shows a **strong afternoon and early-evening visitation profile**, with activity building steadily through the day before reaching a clear peak between 15:00-18:00. This period performs particularly well against comparative benchmarks, accounting for more than one fifth of daily visitors and highlighting **sustained demand during the Quarter's key trading hours**.

Visitation remains healthy into the 18:00-21:00 period, before easing naturally later in the evening and finishing closely aligned with historic patterns. For the BIDs, September's profile demonstrates continued strength across the afternoon and evening economy, creating valuable opportunities to support retail, hospitality and after-work activity while encouraging visitors to stay longer across the Quarter.



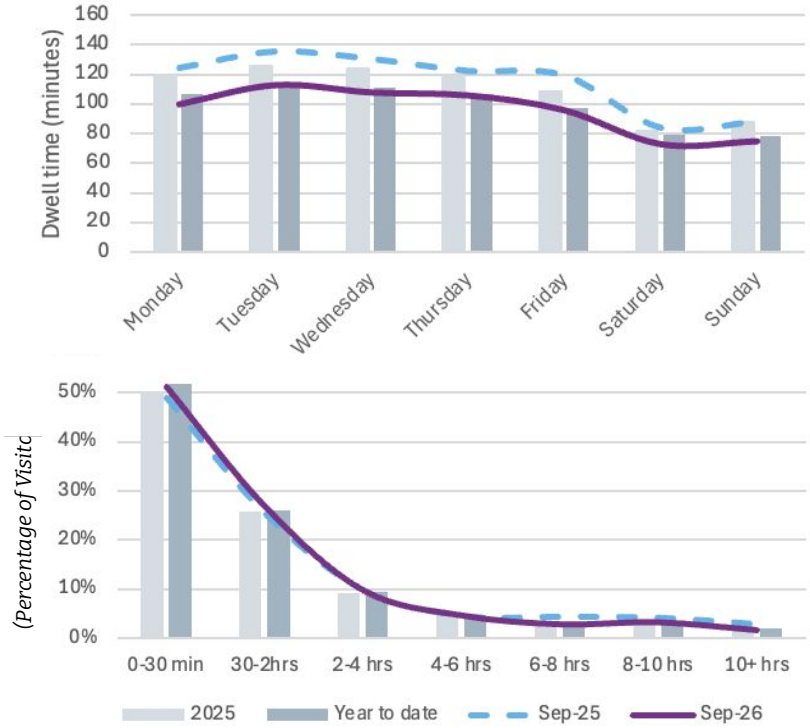
huq | Visitor behaviour | September 2026

Dwell time

September 2026 shows a stable pattern of visitor engagement across the week, with the **strongest dwell concentrated from Tuesday to Thursday**. While average dwell remains below September 2025, performance is **closely aligned with the year-to-date trend**, particularly through the middle of the week and across the weekend.

The overall distribution of visit lengths also remains highly consistent, with around half of visits lasting 0-30 minutes and a further quarter falling within the 30-minute to 2-hour range. Longer stays continue to represent a smaller but steady share of activity.

For the BIDs, this suggests a **well-established visitor rhythm, with good consistency across the year**. The opportunity remains to build on strong midweek engagement and encourage more visitors to extend their stay through the district's retail, hospitality and cultural offer.



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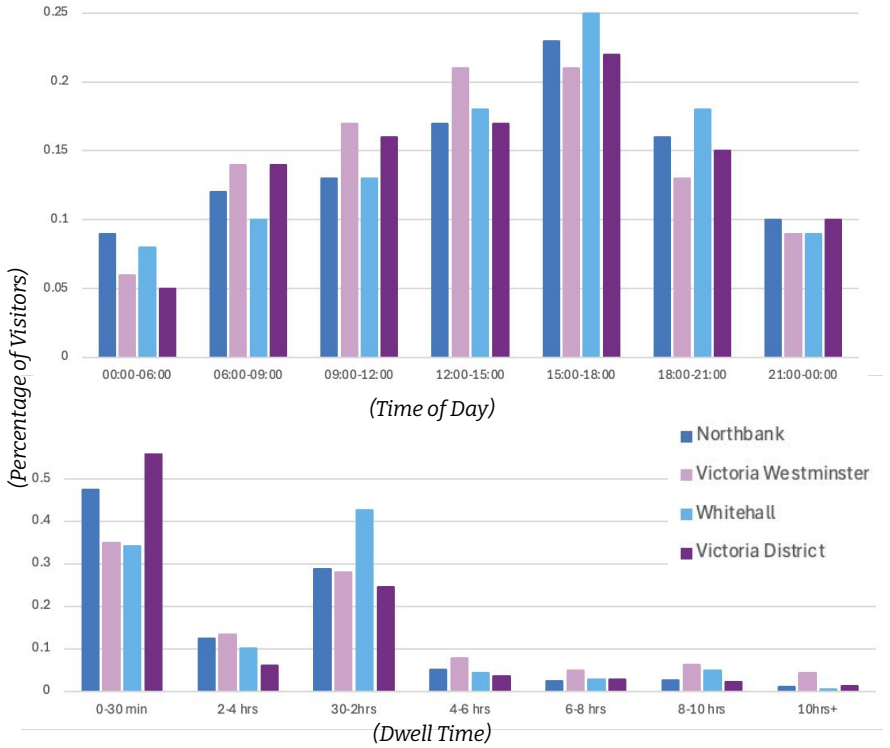
Time of day & Dwell time by area

September shows a **strong afternoon-led visitor pattern across London Heritage Quarter**, with activity building steadily through the day and 15:00-18:00 the busiest period across all four BIDs. Whitehall stands out particularly strongly, with a quarter of visits taking place during this late-afternoon window, while Victoria Westminster also benefits from a pronounced lunchtime peak.

Dwell patterns continue to highlight distinct visitor behaviours across the quarter. Victoria District and Northbank remain characterised by shorter, purposeful visits, while Whitehall shows particularly strong engagement, with 30 minute-2 hour stays representing its largest dwell category. Victoria Westminster maintains the broadest spread of longer visits, including the strongest representation across the 4+ hour categories.

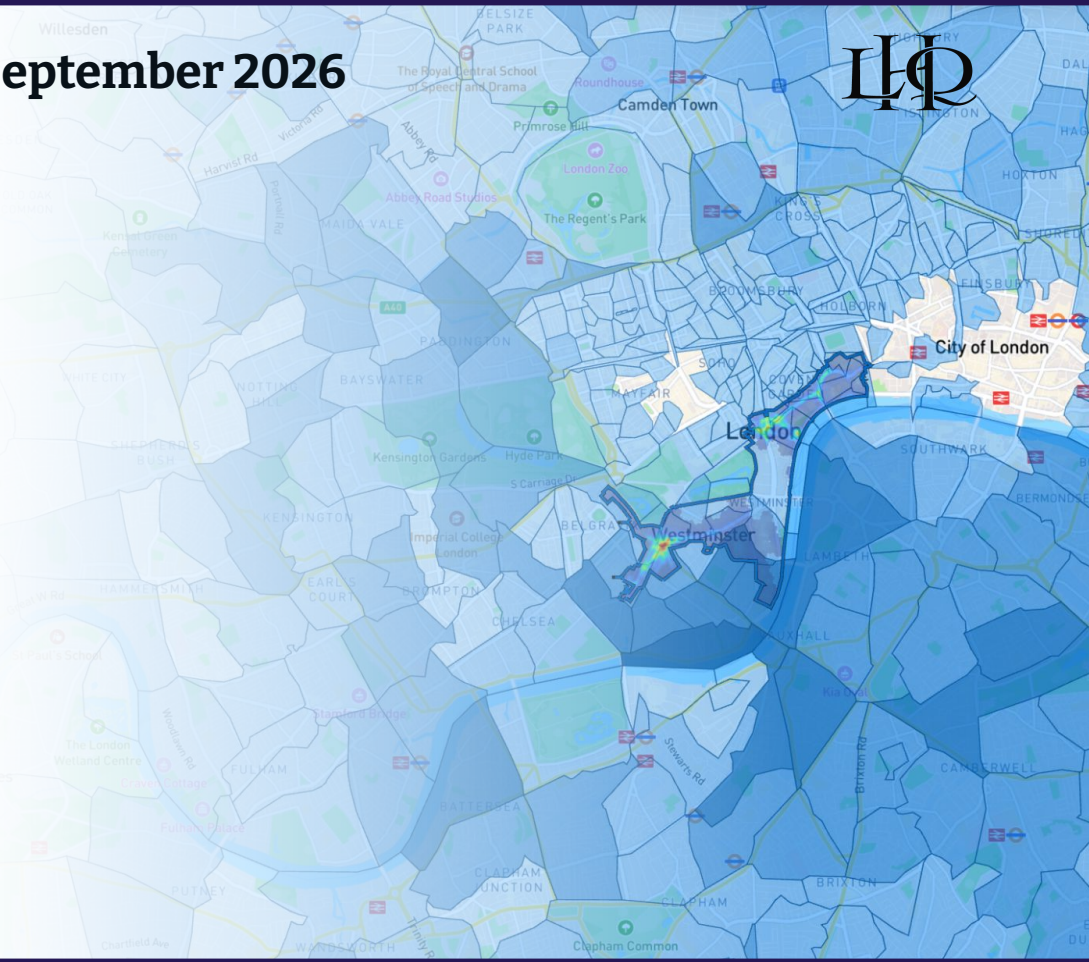
Overall, September provides a **positive platform for BIDs to turn strong daytime and late-afternoon activity into longer stays and increased local spend**, with opportunities spanning retail and hospitality through to after-work and evening activation.



huq | Visitor segmentation | September 2026

Top visiting postcodes

Rank	Postcode	Percentage (%)	Distance (km)
1	SW1V 3	0.59	1.52
2	W2 1	0.48	5.00
3	SW1P 2	0.47	0.72
4	SW1P 4	0.45	1.20
5	SW1V 4	0.39	1.61
6	SW8 2	0.35	2.52
7	SW1V 2	0.34	1.19
8	SE5 0	0.34	5.21
9	SW11 3	0.34	5.32
10	SW8 1	0.33	2.81



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Demographics

September continues to show a **well-balanced visitor profile**, with 30-44s remaining the largest age group at 28.5%. The remaining groups are closely matched, with 15-29s at 24.3% and both 45-59s and 60+ at 23.5%, **reinforcing the Quarter's broad cross-generational appeal**.

Disposable income remains **concentrated across the €21,000-€35,000 range**, led by the €24,500 band at 16%. The €21,000, €28,000 and €31,500 brackets each account for 13%, highlighting a **strong mid-income audience with consistent discretionary spending potential**.

For the BIDs, September's visitor mix supports a wide variety of retail, hospitality, leisure and cultural offers, with a stable blend of working-age and older audiences helping sustain broad commercial appeal.

