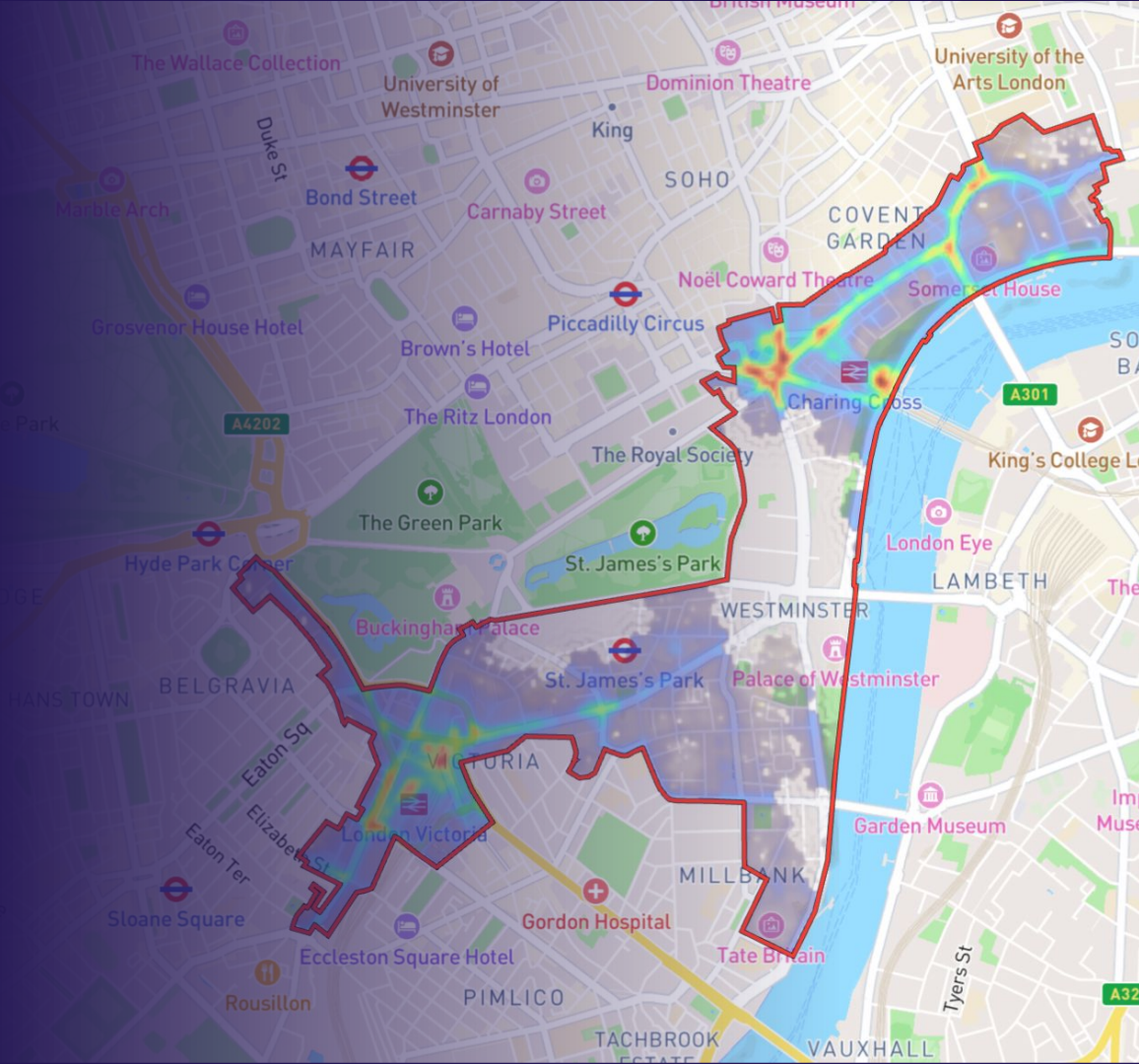
LONDON HERITAGE QUARTER

October 2026 report



huq | Introduction

What is London Heritage Quarter?

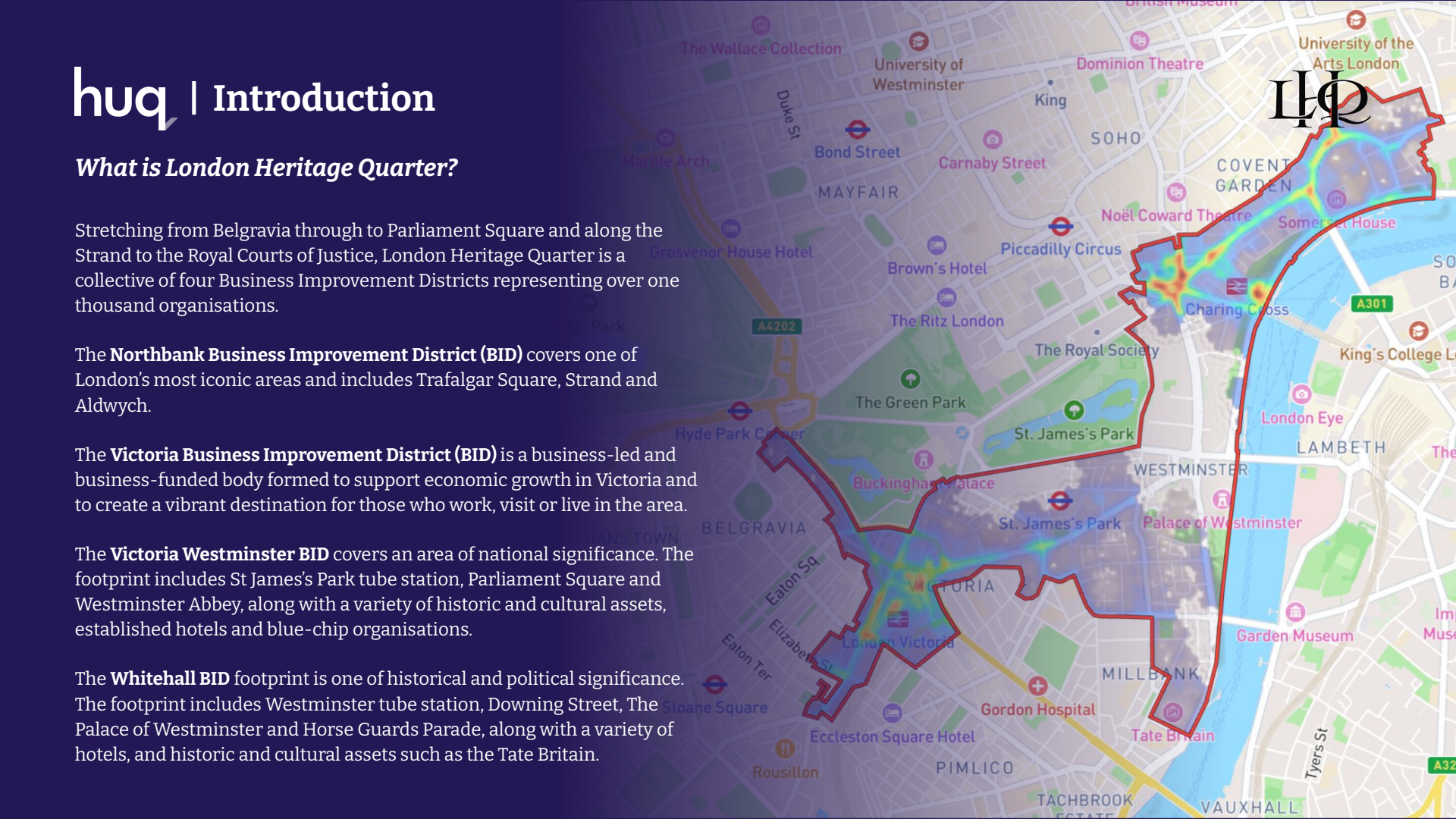
Stretching from Belgravia through to Parliament Square and along the Strand to the Royal Courts of Justice, London Heritage Quarter is a collective of four Business Improvement Districts representing over one thousand organisations.

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 | October 2026

Month-on-month trend

15.2m total daily visitors in October 2026

- **+12.0%** compared with previous month
- **+0.3%** compared with September 2025

Year to date comparison against same period in 2025 shows a **7.2% decrease** in visit performance.



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Total Daily Visitors

Northbank BID

7.8 million

Victoria BID

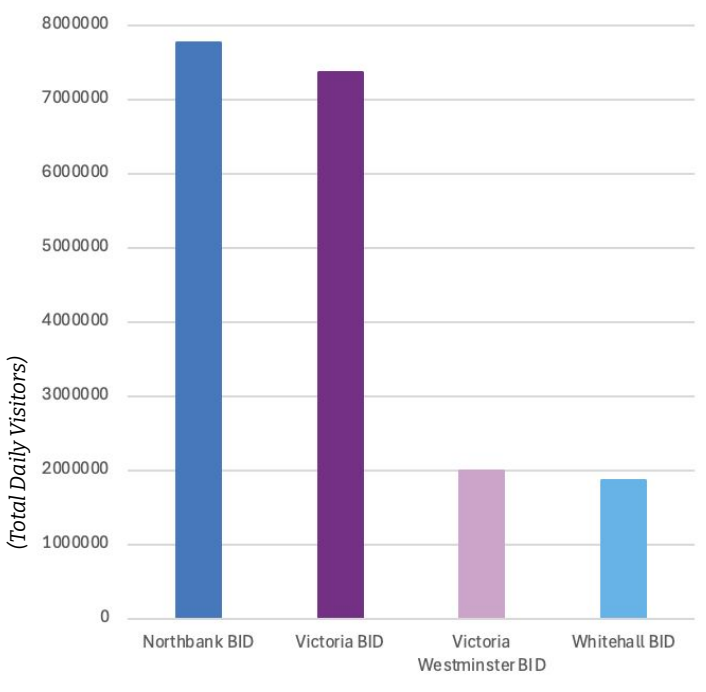
7.4 million

Victoria Westminster BID

2.0 million

Whitehall BID

1.9 million



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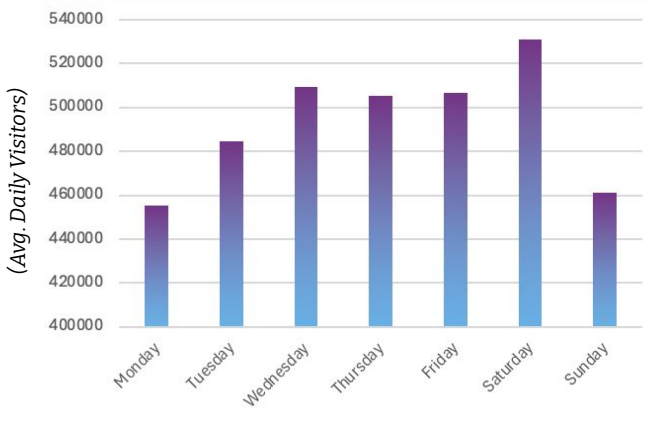
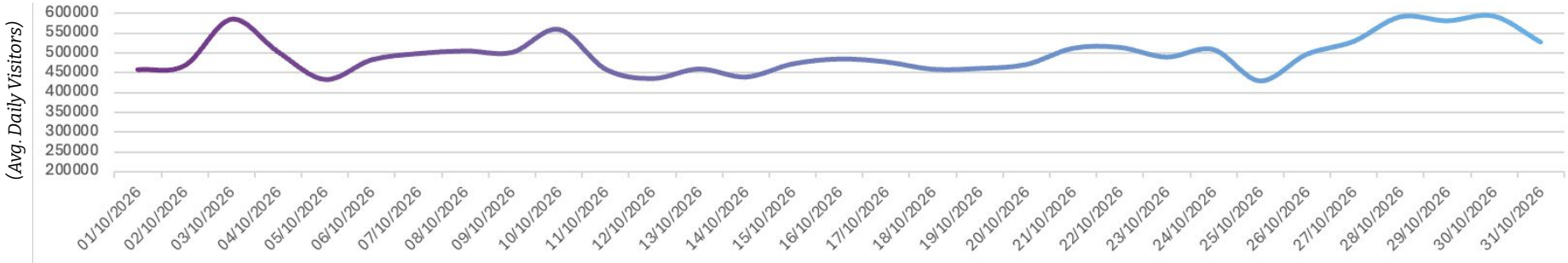
Unique daily visitors

Saturday led October's performance, recording the highest average daily visitation, while Wednesday through Friday all **exceeded 500,000 visitors**. This highlights a strong balance between midweek activity and weekend demand across the Quarter.

Daily visitation remained robust throughout the month, with several clear peaks and particularly strong momentum in the final week. Footfall climbed towards 600,000 visitors in the closing days of October, marking some of the month's strongest activity.

Overall, October delivered a **strong and well-rounded visitor profile**, with sustained weekday demand complemented by standout Saturday performance and an encouraging late-month uplift.





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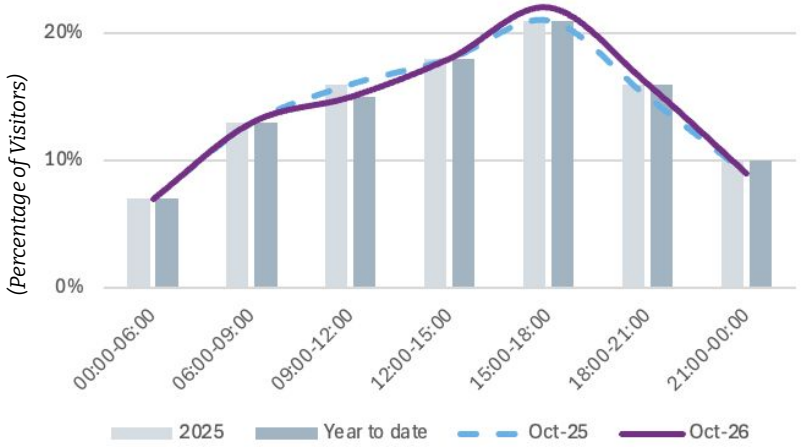
Time of day

October 2026 shows a strong and well-established daily visitation pattern, with activity building steadily from the morning and reaching a **clear peak between 15:00–18:00**. This afternoon period performs particularly well against both October 2025 and year-to-date levels, highlighting **continued strength during the Quarter's key trading window**.

Visitor activity remains healthy into the early evening, before easing later in the day in line with a typical seasonal slowdown. For the BIDs, this profile points to sustained opportunity across the afternoon and evening economy, supporting retail and hospitality performance while reinforcing the value of activity that encourages visitors to stay longer into the day.



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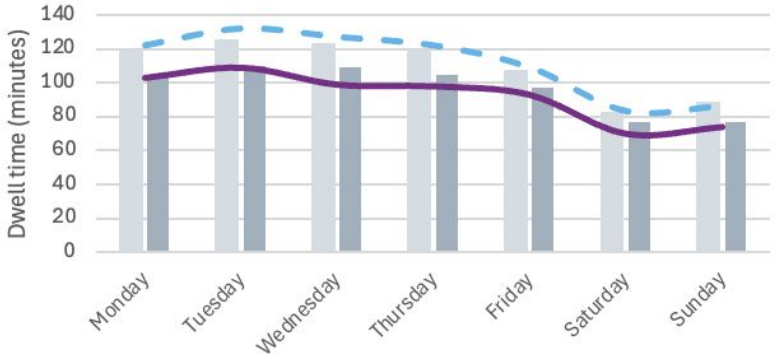
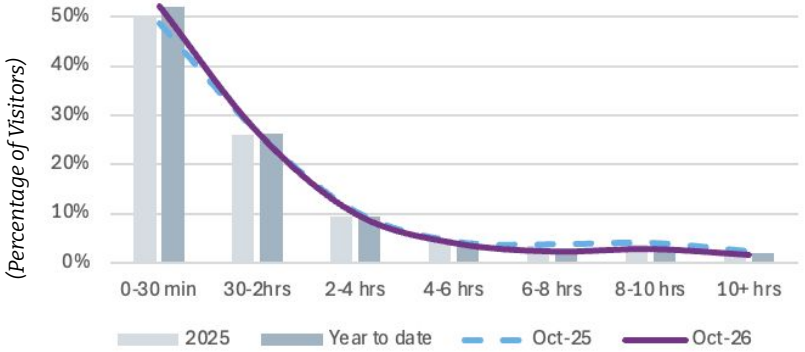
Dwell time

October 2026 shows a **consistent weekly dwell pattern**, with the **strongest engagement from Monday to Thursday** before the expected weekend dip. Average dwell remains below October 2025 and the year-to-date benchmark, although **Tuesday continues to stand out as the strongest day for longer visits**.

The overall distribution of visit lengths remains highly stable, with just over half of visitors staying for 0-30 minutes and around a quarter remaining for 30 minutes to two hours. Longer-duration visits are also broadly consistent with previous periods.

For the BIDs, the picture is one of stable visitor behaviour despite shorter average stays. This creates a **continued opportunity to build on strong weekday engagement and encourage visitors to extend their time in the area through retail, hospitality, events and experiences**.





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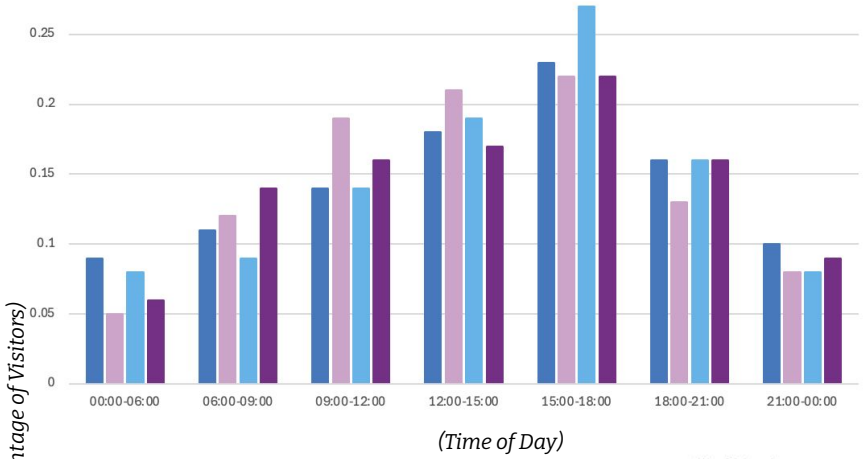
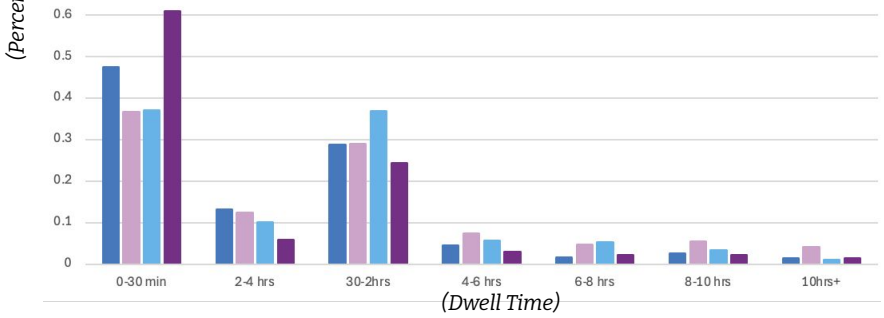
Time of day & Dwell time by area

October maintains a strong afternoon-led visitor pattern across London Heritage Quarter, with **15:00-18:00 the busiest period across all four BIDs**. Whitehall stands out with the strongest late-afternoon concentration, while Victoria Westminster sees particularly healthy activity across the lunchtime period. Movement also **remains resilient into 18:00-21:00, supporting continued evening economy opportunities**.

Dwell patterns show a positive mix of short and more engaged visits. Victoria District continues to see the highest proportion of quick, purposeful trips, while Whitehall stands out for longer engagement, with 30 minute-2 hour stays forming a particularly strong share. Northbank and Victoria Westminster also retain a meaningful mix of medium and longer visits.

Overall, October highlights a consistent daytime economy with **good potential to extend activity into the evening**. For BIDs, the combination of strong afternoon footfall and varied dwell provides further opportunity to encourage visitors to stay longer, explore more businesses and increase local spend.





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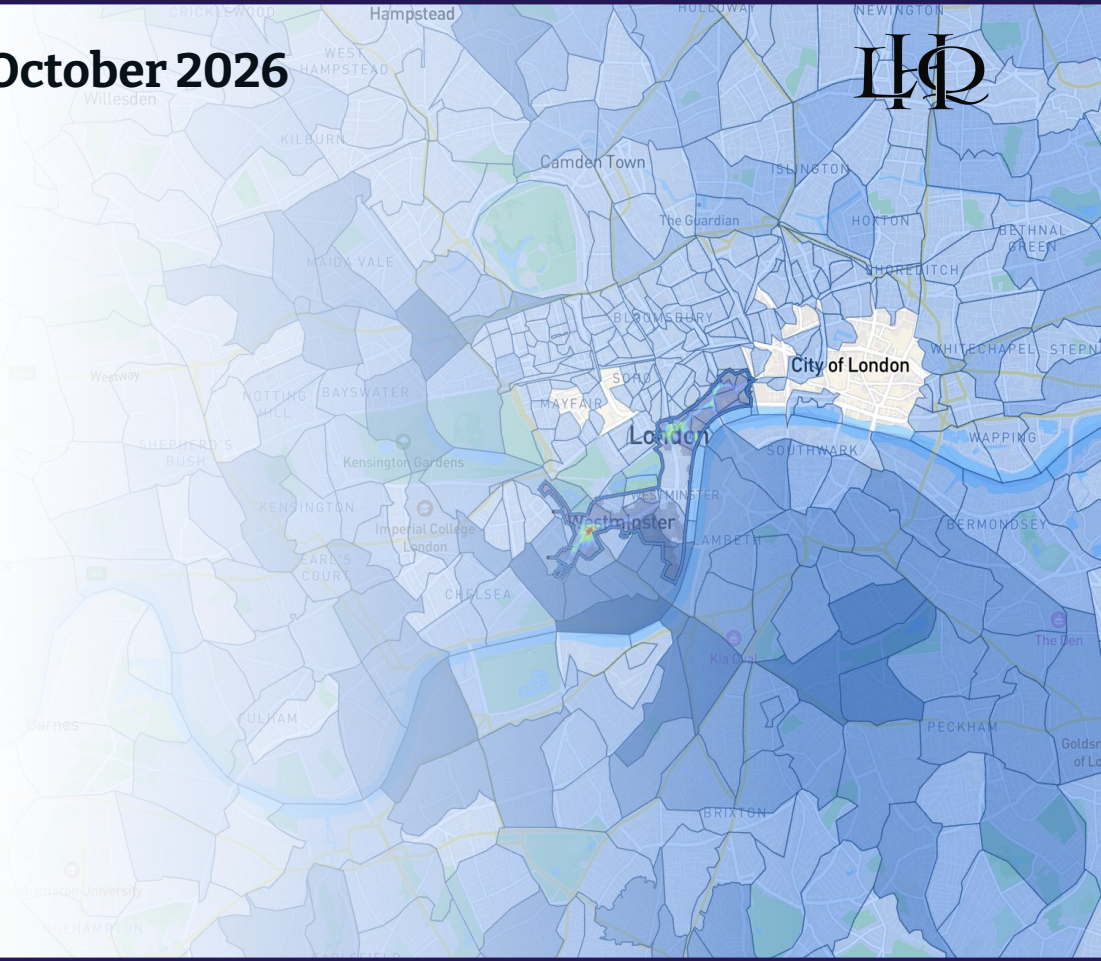
Top visiting postcodes

Rank	Postcode	Percentage (%)	Distance (km)
1	SW1V 3	0.57	1.52
2	SW1P 2	0.46	0.72
3	SW1P 4	0.46	1.20
4	W2 1	0.42	5.00
5	SW1V 4	0.40	1.61
6	SW8 2	0.35	2.52
7	SE5 0	0.33	5.21
8	SW11 3	0.33	5.32
9	SW1W 8	0.33	2.27
10	SW8 1	0.32	2.81



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Demographics

October maintains a strong and well-balanced age profile, with **30-44s continuing to lead at 28.3%**. The remaining age groups are closely distributed, with 15-29s at 24.3%, 60+ at 23.6% and 45-59s at 23.5%, highlighting the Quarter's consistent **appeal across generations**.

Household income remains **concentrated within the €21,000-€35,000** range, led by the €24,500 bracket at 17%. Strong representation at €21,000 (14%) and across the €28,000-€31,500 bands (13% each) reinforces a **solid mid-income visitor base with meaningful spending potential**.

For the BIDs, October's profile reflects a stable and commercially diverse audience, supporting broad demand across retail, hospitality, leisure and cultural activity as the district moves into the key year-end trading period.

