

# Downtowner Insights

## Downtown's Reach and Role in the City:

- Downtown London is the city's most visited destination, attracting over **4.3 million unique visitors** and **108.6 million total visits** between January 1 and December 31, 2024.
- **80% of all visits originate within London**, reinforcing the downtown as a hyper-local, repeat-driven destination rather than a one-time tourist area.
- **Why this matters:** Downtown's success is tied directly to local habits, loyalty, and repeat visits.

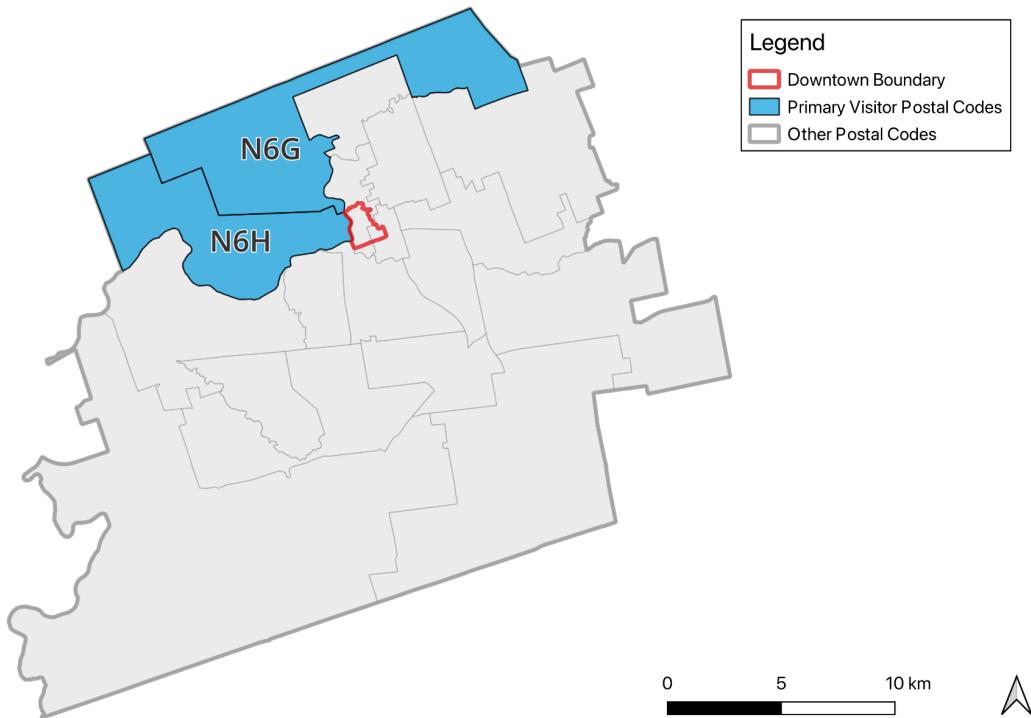
## Who Your Customers Are:

- **45% of visitors are under 35**, and **46% identify as culturally diverse**.
- **The average household income of visitors is: \$123,000**.
- Visitors show **high spending on dining, entertainment, apparel, and coffee/dessert**.
- The downtown visitor base is highly local and consistent, making it well suited to loyalty programs, repeat-visit incentives, and targeted outreach, all of which can meaningfully increase return visits and customer lifetime value.
- **Why this matters:** Downtown attracts a younger, diverse, high-earning audience with strong discretionary spending. This visitor base responds strongly to loyalty programs, targeted outreach, and repeat-visit incentives, making relationship-driven strategies key to increasing return visits and spend.

## Where They're Coming From:

- **North London (N6G) and West London (NGH)** generate **approximately 20.6 million visits**, accounting for **19% of all downtown activity**.
  - These same postal codes **consistently dominate in every season**.
- **Why this matters:** Your core customer base is stable and predictable, making targeted, neighbourhood-focused outreach especially effective.

# Where Downtown Visitors Come From



## When People Visit Downtown:

- 74% of all visits occur on weekdays with **Friday being the busiest day of the week**.
- **Midday (32%) is the busiest period (12pm - 6pm)**, while **late evening is only 7% of total visits**.
- Seasonal patterns:
  - Summer: strongest evening uplift.
  - Fall: strongest daytime commuter patterns.
  - Winter: softer evenings, stable daytime.
  - Spring: rebound in after-work activity.
- **Why this matters:** Downtown activity is strongest on weekdays and during the day, particularly on Fridays, making these periods the most important for staffing and promotions. Seasonal shifts help businesses fine-tune hours and offers to match when customers are most likely to visit.

### **How Visitors Engage and Discover Downtown:**

- **95% of visitors use the internet regularly**, with mobile devices being their primary point of engagement.
- Top platforms:
  - **Facebook (44%)**.
  - **YouTube (42%)**.
  - **Instagram (37%)**.
  - **TikTok (16%)**.
- Audiences are highly visual and experience-driven, responding best to imagery and video content that captures real people, places, and events.
- **Why this matters:** Strong visuals, short videos, and mobile-friendly content perform best.