

MEDIA NOTICE

Shoppers set to spend £136 million in London's West End over last weekend before Christmas

20 December 2019 - Shoppers visiting London's West End are expected to spend **£136million** in the final weekend before Christmas according to latest insight from New West End Company, the business partnership representing over 600 retailers, hoteliers and property owners in London's West End.

Despite the low consumer confidence that has left shoppers holding back on spending this year, with more certainty following the general election, the final weekend before Christmas is set to see footfall hitting **1.7 million visitors** across the West End an 6% increase in comparison to 2018. 'Super Saturday' is set to be the busiest day of the year with footfall increasing by 12% in comparison to the previous week.

This higher trend reflects the positive figures we saw on Black Friday, with footfall in the West End up 8.7% year-on-year. A number of factors contributed to this, including payday falling the day before Black Friday, high levels of tourism in the area in the lead up to Christmas, and unparalleled discounts across West End stores.

Over the course of the final Christmas weekend, retailers on Oxford Street, Bond Street and Regent Street will be offering one-of-a-kind experiences, deeper discounts of up to 50% and exclusive promotions in their West End flagship stores to entice last minute shoppers before their pre-Christmas travels.

Artjom Hatsaturjants, Head of Insights at New West End Company, said:

"After the success of Black Friday which saw shoppers making the most of the breadth of discounts, the last weekend before Christmas is set to see 1.7 million shoppers spending £136 million across London's West End. With the general election now complete, we anticipate sales to reach their peak as the nation turn their attention to Christmas."

In November, New West End Company forecast that **£2.5 billion is set to be spent over the 8 week Christmas trading period** as hundreds of thousands of shoppers visit the area as a result of the unparalleled, West End only experiences and professional product expertise.

-ENDS-

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Notes to Editors

About New West End Company

New West End Company is a partnership of 600 retail, restaurant, hotel and property owners across the world's top shopping and leisure destination anchored by Bond Street, Oxford Street and Regent Street.

It works in partnership delivering transformational projects, sustainable place management, destination marketing, advocacy, inward investment and commercial insights. It is an influential business voice, active in the wider community and a key partner in delivering a new West End.