



WESTFIELD
STRATFORD CITY
LEASING STATISTICS

Westfield



VISION

Europe's leading urban retail and leisure destination. An unrivalled choice of high street and aspirational brands combine with a wealth of global dining experiences and world class leisure entertainment facilities to create a new social hub.

49.5M
FOOTFALL IN 2017

£1.19BN+
IN ANNUAL SALES



FASHION

Westfield Stratford City is a showcase for leading brands covering high street and aspirational fashion.

600+
BRANDS

250+
STORES







LOCATION

Located at the heart of one of the UK's most dynamic areas of urban regeneration, Westfield Stratford City covers a wide ranging catchment area in London and the South East.

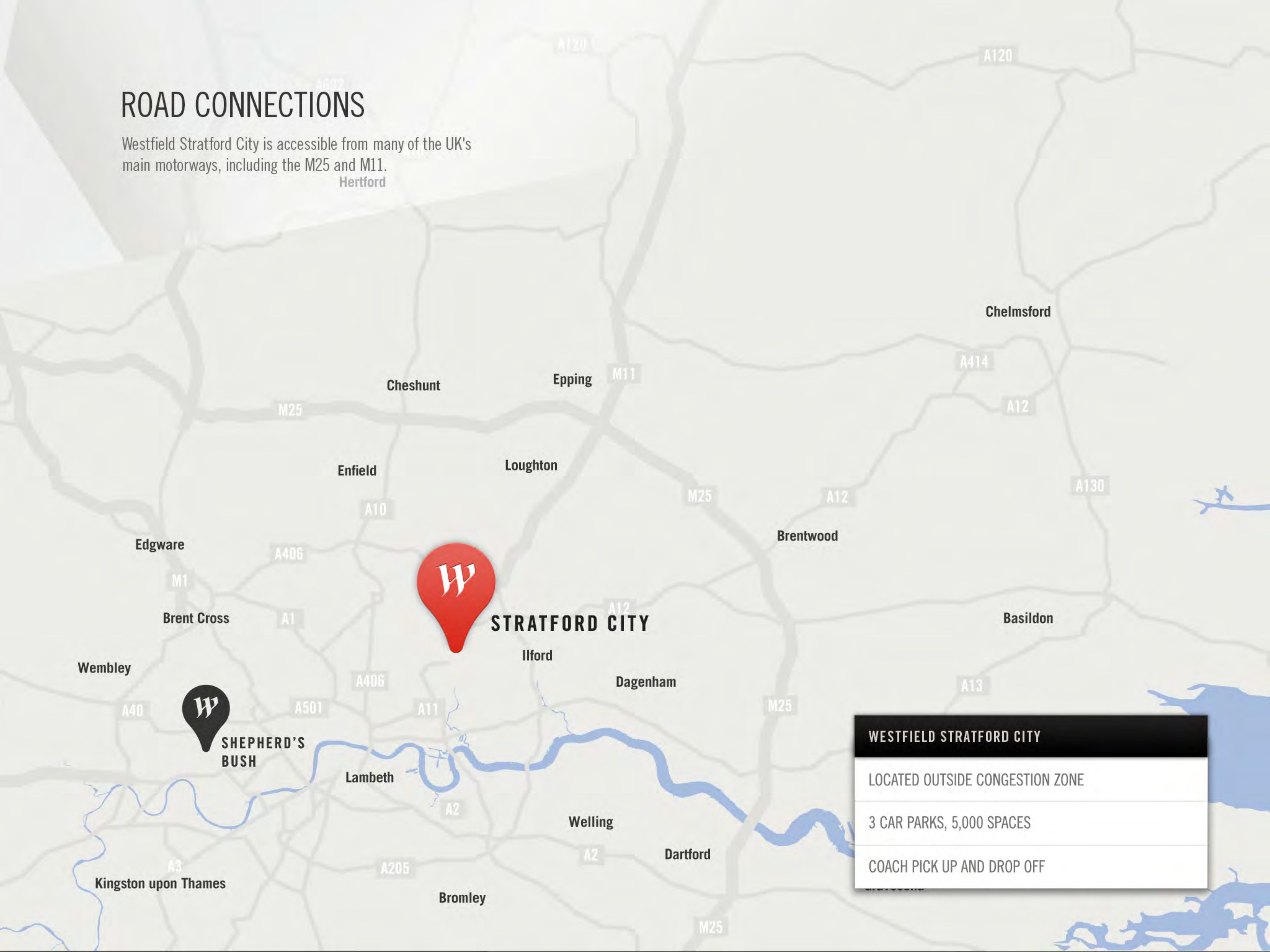
5,000
PARKING SPACES

20 MINS
FROM THE WEST END

ROAD CONNECTIONS

Westfield Stratford City is accessible from many of the UK's main motorways, including the M25 and M11.

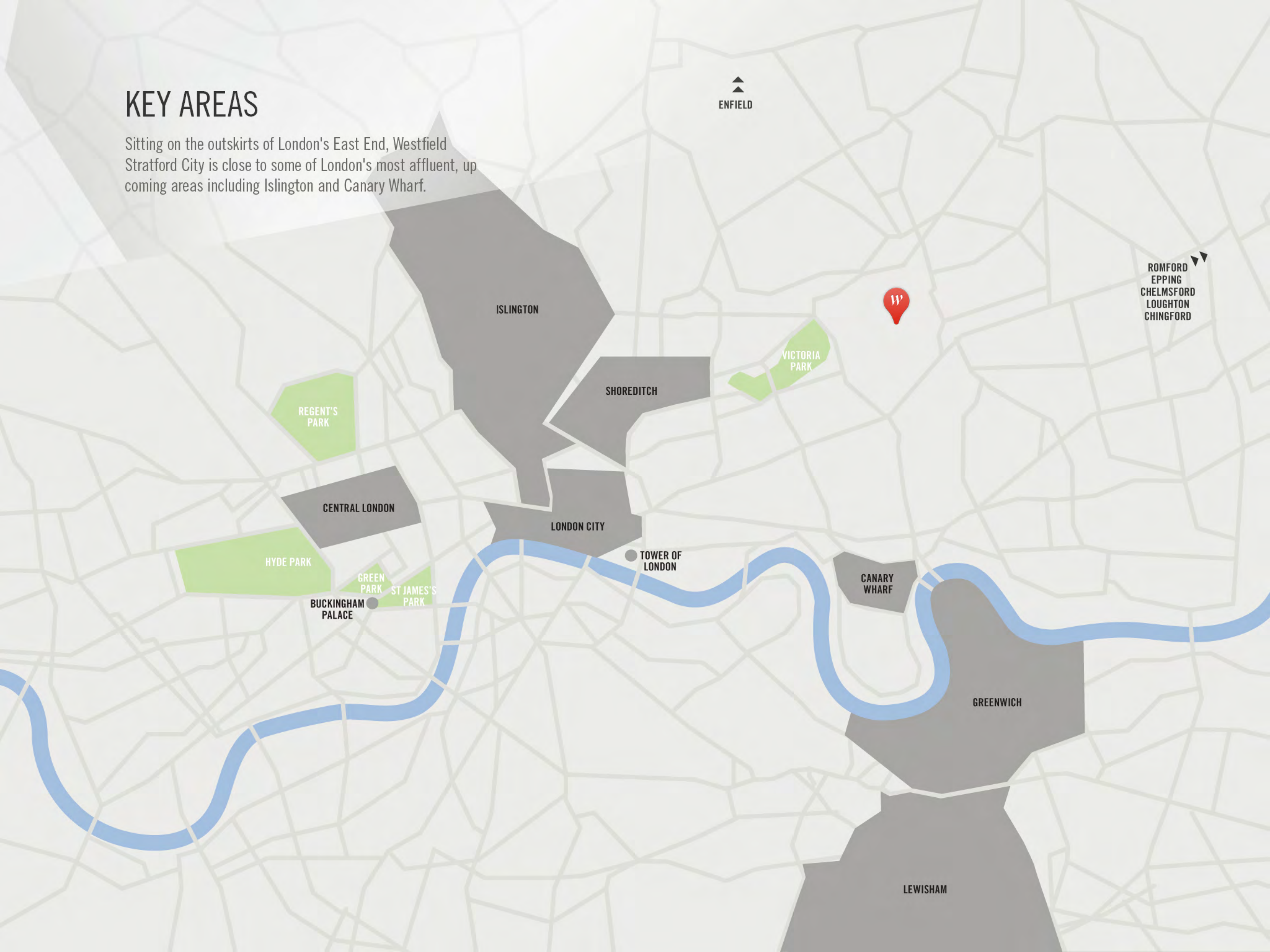
Hertford



WESTFIELD STRATFORD CITY
LOCATED OUTSIDE CONGESTION ZONE
3 CAR PARKS, 5,000 SPACES
COACH PICK UP AND DROP OFF

KEY AREAS

Sitting on the outskirts of London's East End, Westfield Stratford City is close to some of London's most affluent, upcoming areas including Islington and Canary Wharf.



▲
▲
ENFIELD

▲
▲
ROMFORD
EPPING
CHELMSFORD
LOUGHTON
CHINGFORD

ISLINGTON

SHOREDITCH

VICTORIA PARK

REGENT'S PARK

CENTRAL LONDON

LONDON CITY

● TOWER OF LONDON

CANARY WHARF

HYDE PARK

BUCKINGHAM PALACE

GREEN PARK

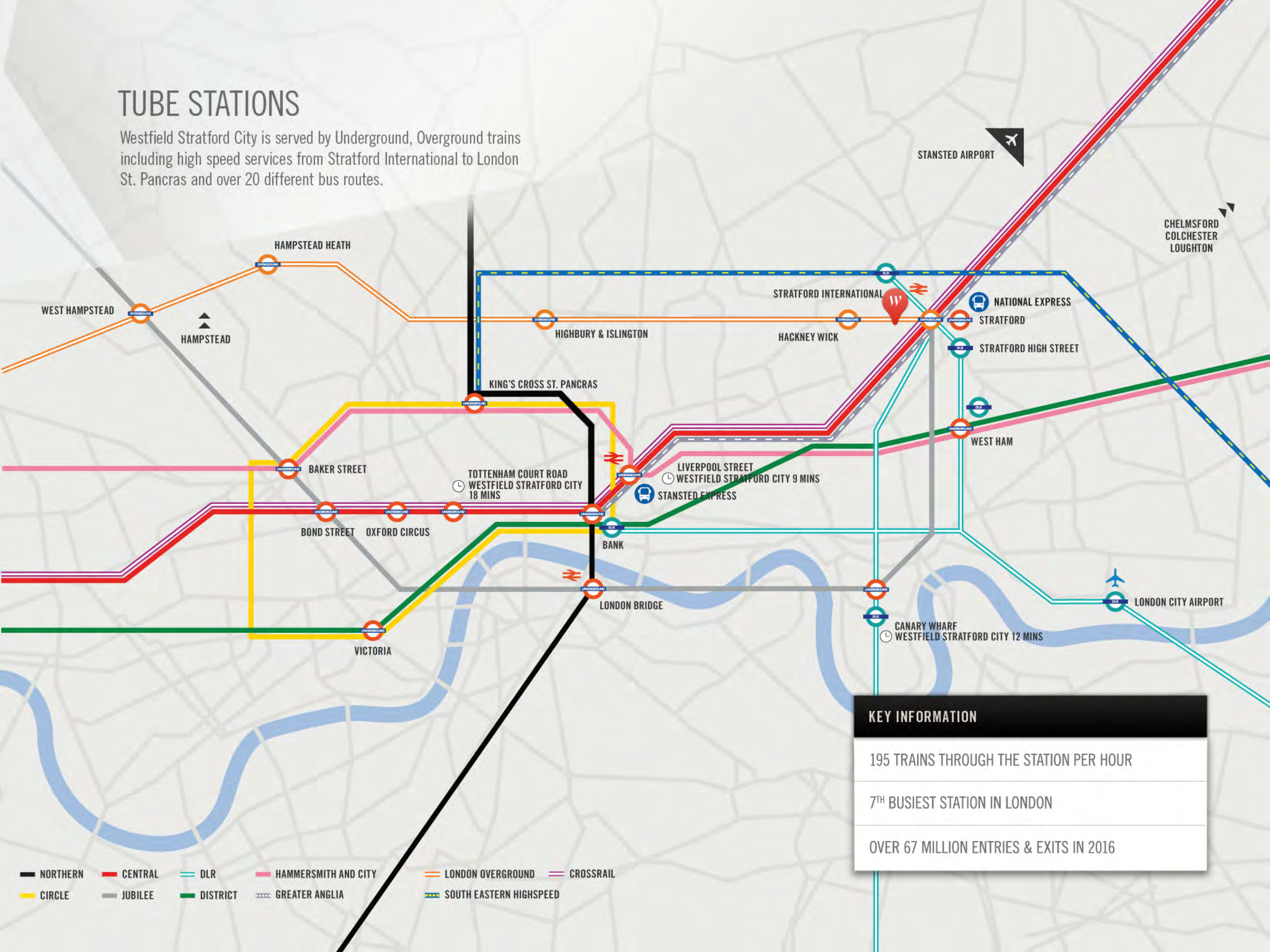
ST JAMES'S PARK

GREENWICH

LEWISHAM

TUBE STATIONS


Westfield Stratford City is served by Underground, Overground trains including high speed services from Stratford International to London St. Pancras and over 20 different bus routes.



KEY INFORMATION

- 195 TRAINS THROUGH THE STATION PER HOUR
- 7TH BUSIEST STATION IN LONDON
- OVER 67 MILLION ENTRIES & EXITS IN 2016

- NORTHERN
- CENTRAL
- DLR
- HAMMERSMITH AND CITY
- LONDON OVERGROUND
- CROSSRAIL
- CIRCLE
- JUBILEE
- DISTRICT
- GREATER ANGLIA
- SOUTH EASTERN HIGH SPEED



SHOPPER

Westfield Stratford City shoppers are fashionable and aspiring. They love fashion, mixing premium brands with high street favourites to create their own eclectic style.

Source: CACI Retail Footprint 2017

£17BN
RETAIL SPEND

3.3BN
PEOPLE (TOTAL TRADE AREA)

SHOPPER STATISTICS

AGE PROFILE

19%
are 18 - 24

30%
are 25 - 34

18%
are 35 - 44

15%
are 45 - 54

18%
are 55+ years



AVERAGE DWELL TIME



AVERAGE SPEND

50%

50%

GENDER PROFILE

FREQUENCY OF VISIT



DAILY

4%

SEVERAL TIMES
A WEEK

13%

WEEKLY

18%

2 TO 3 TIMES
A MONTH

18%

MONTHLY

18%

EVERY 3 MONTHS

12%

EVERY 6 MONTHS

6%

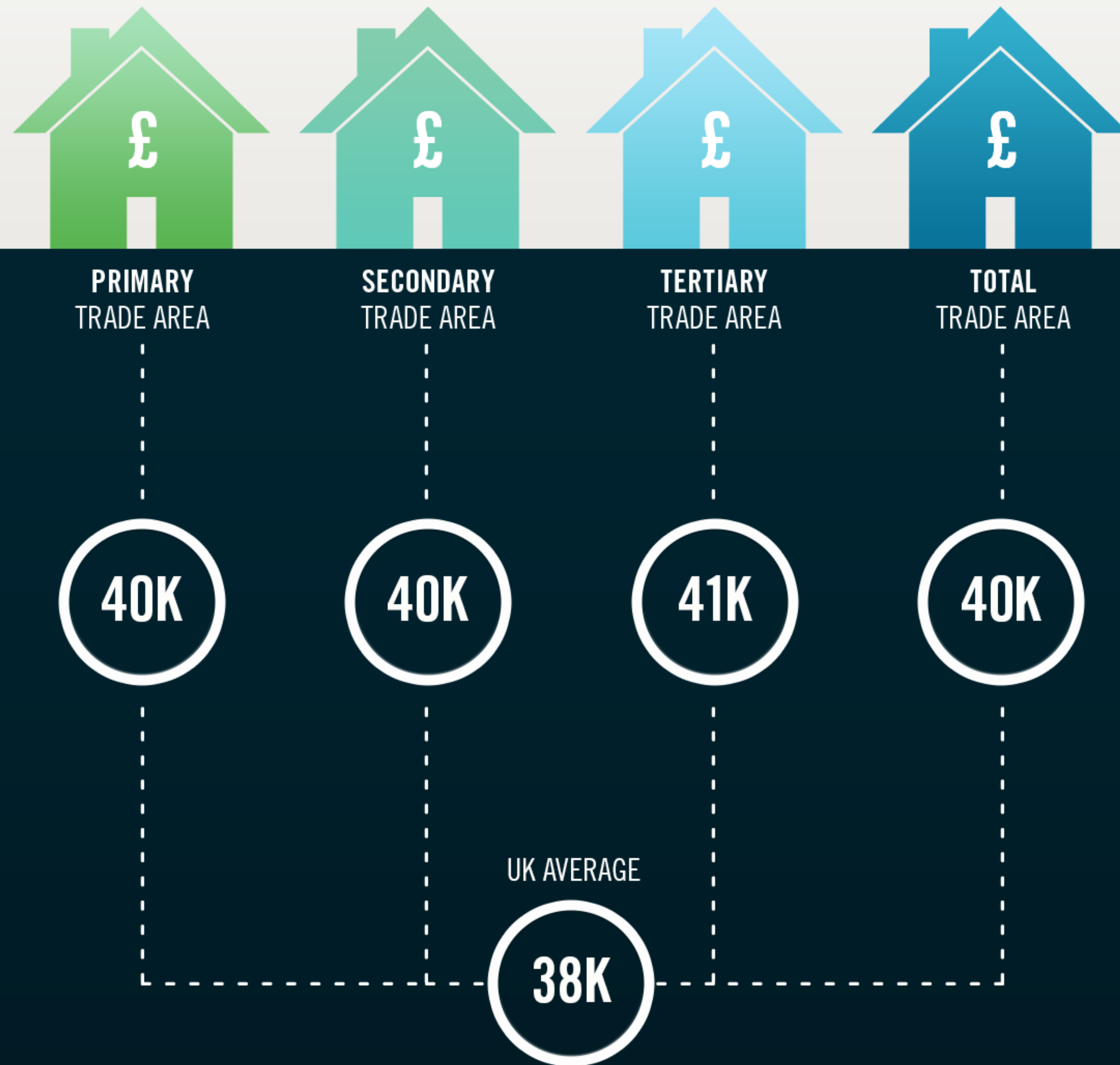
LESS OFTEN

7%

FIRST TIME

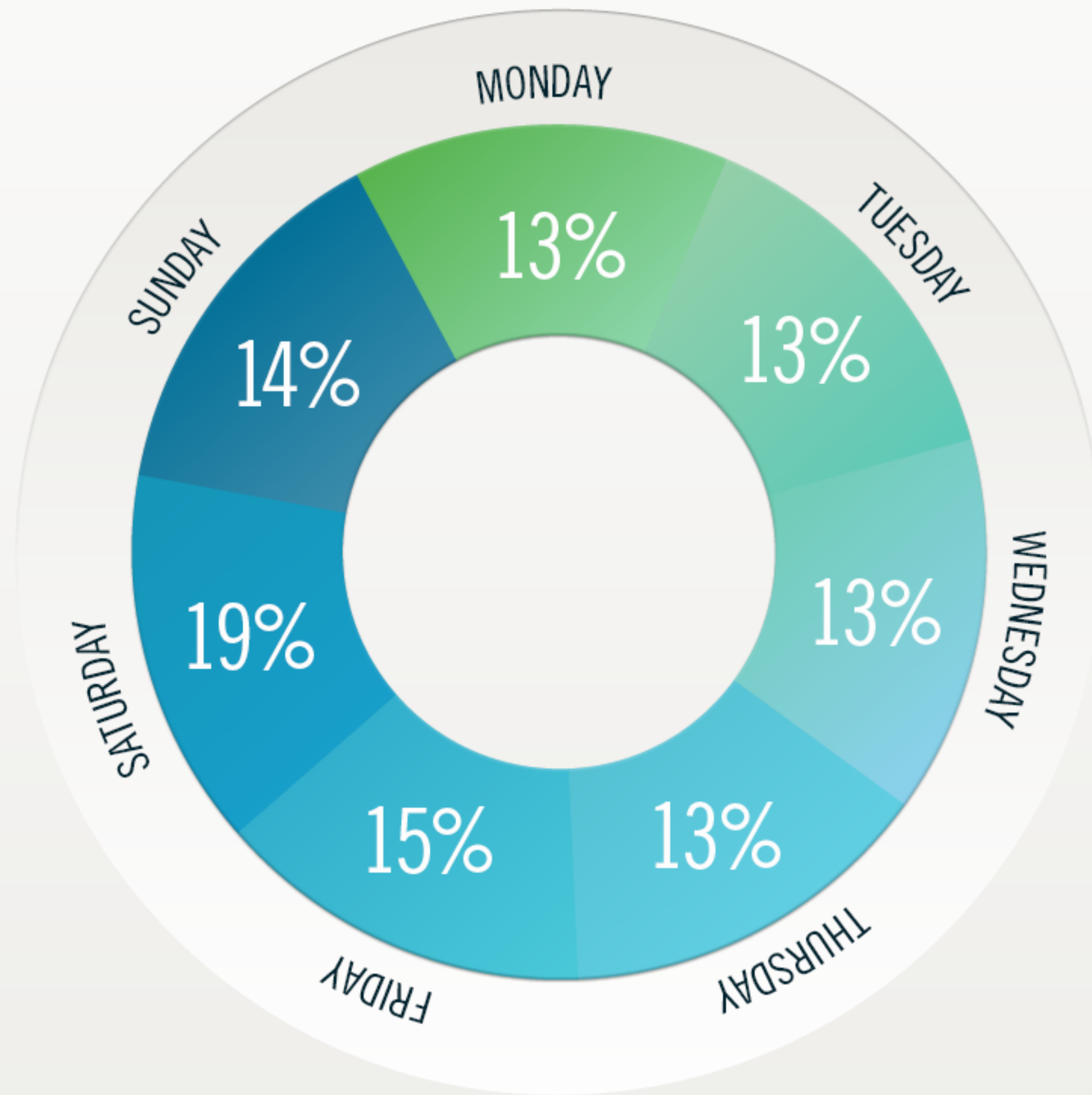
4%

MEAN ANNUAL HOUSEHOLD INCOME

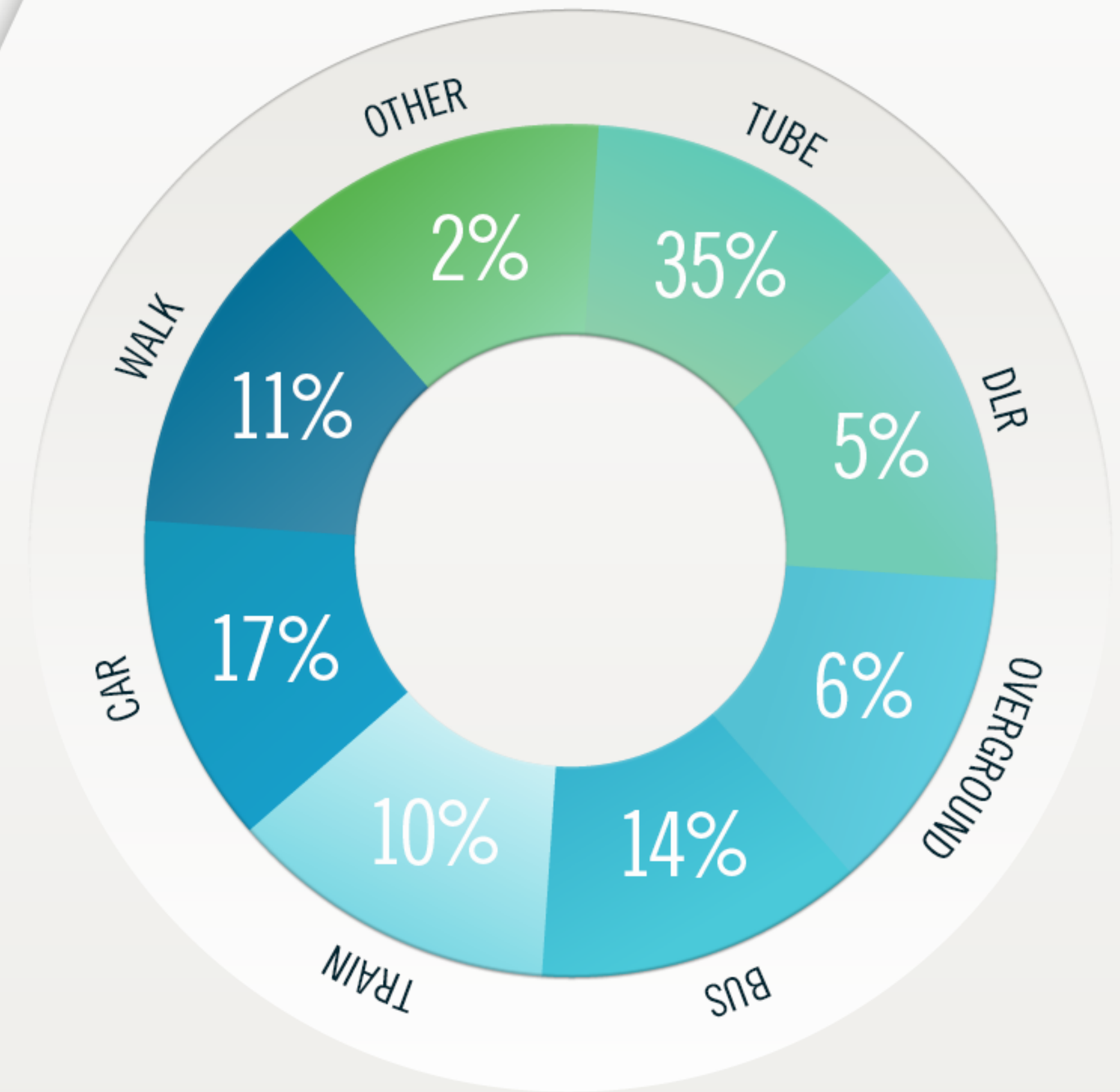


FOOTFALL

ANALYSIS BY DAY



ANALYSIS BY TRANSPORT



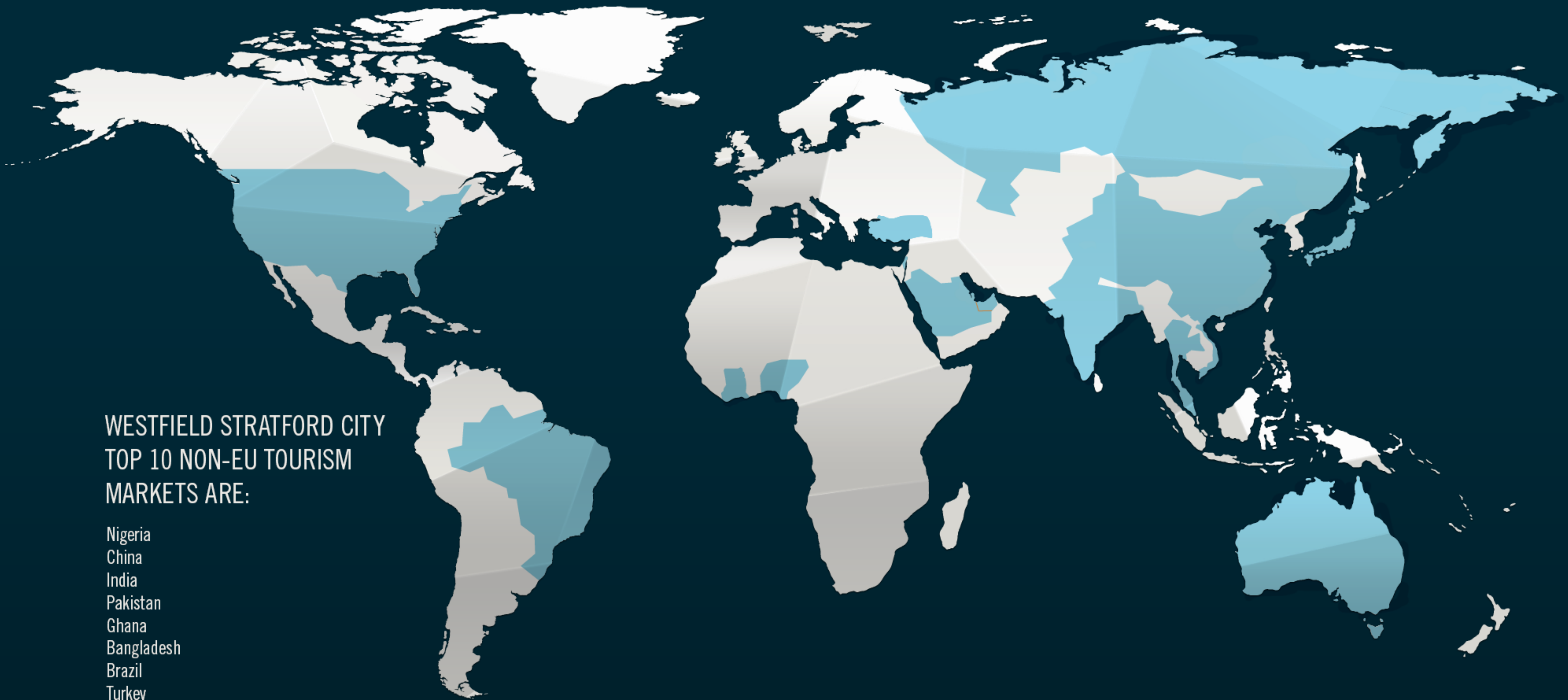
TOURISM

Foreign and domestic tourism accounts for 22% of footfall at Westfield Stratford City.
(Source: Market Measures 2017)

WESTFIELD STRATFORD CITY
TOP 10 NON-EU TOURISM
MARKETS ARE:

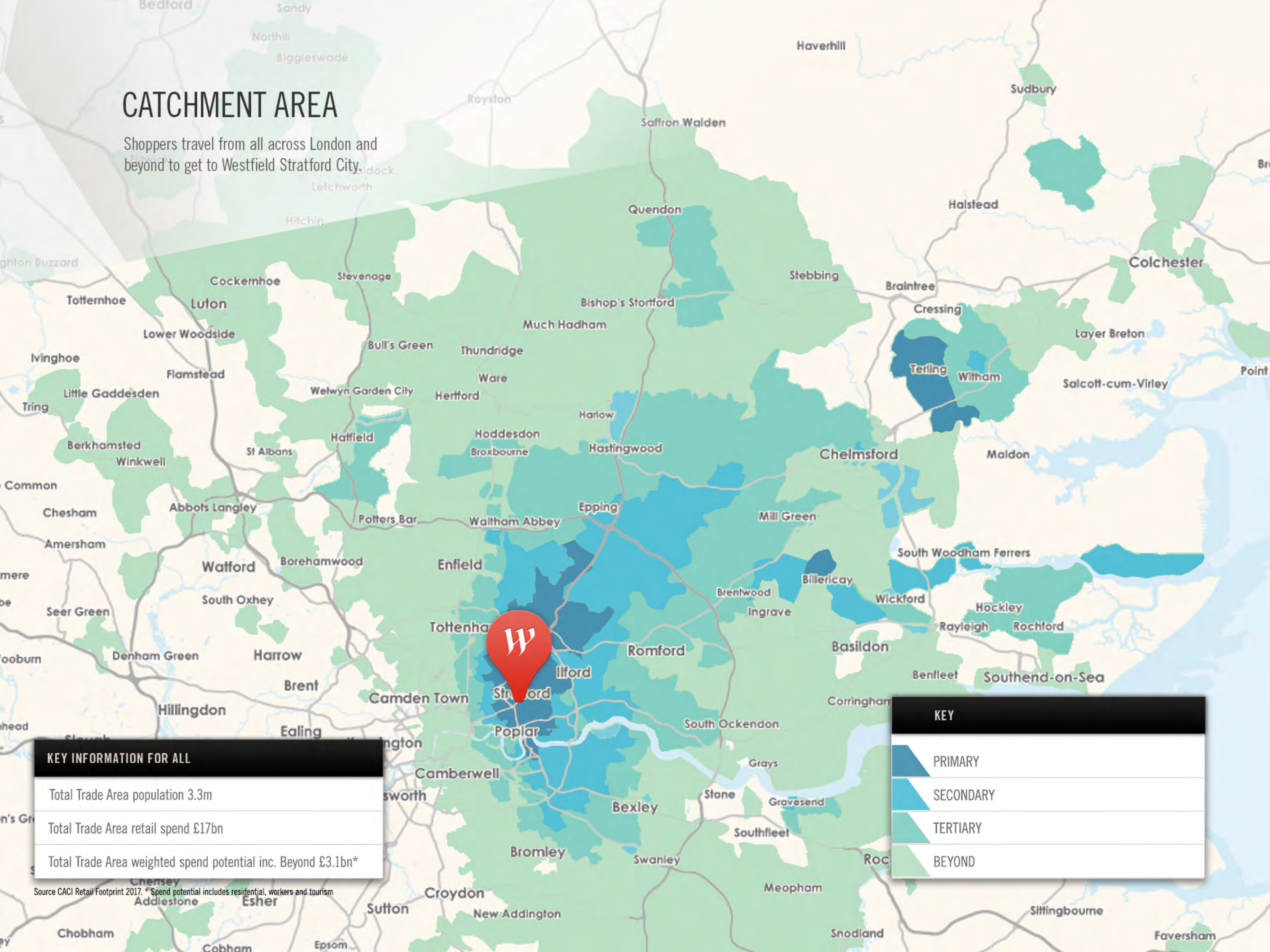
Nigeria
China
India
Pakistan
Ghana
Bangladesh
Brazil
Turkey
United States
Russian Fed

(Source: Global Blue 2017)



CATCHMENT AREA

Shoppers travel from all across London and beyond to get to Westfield Stratford City.



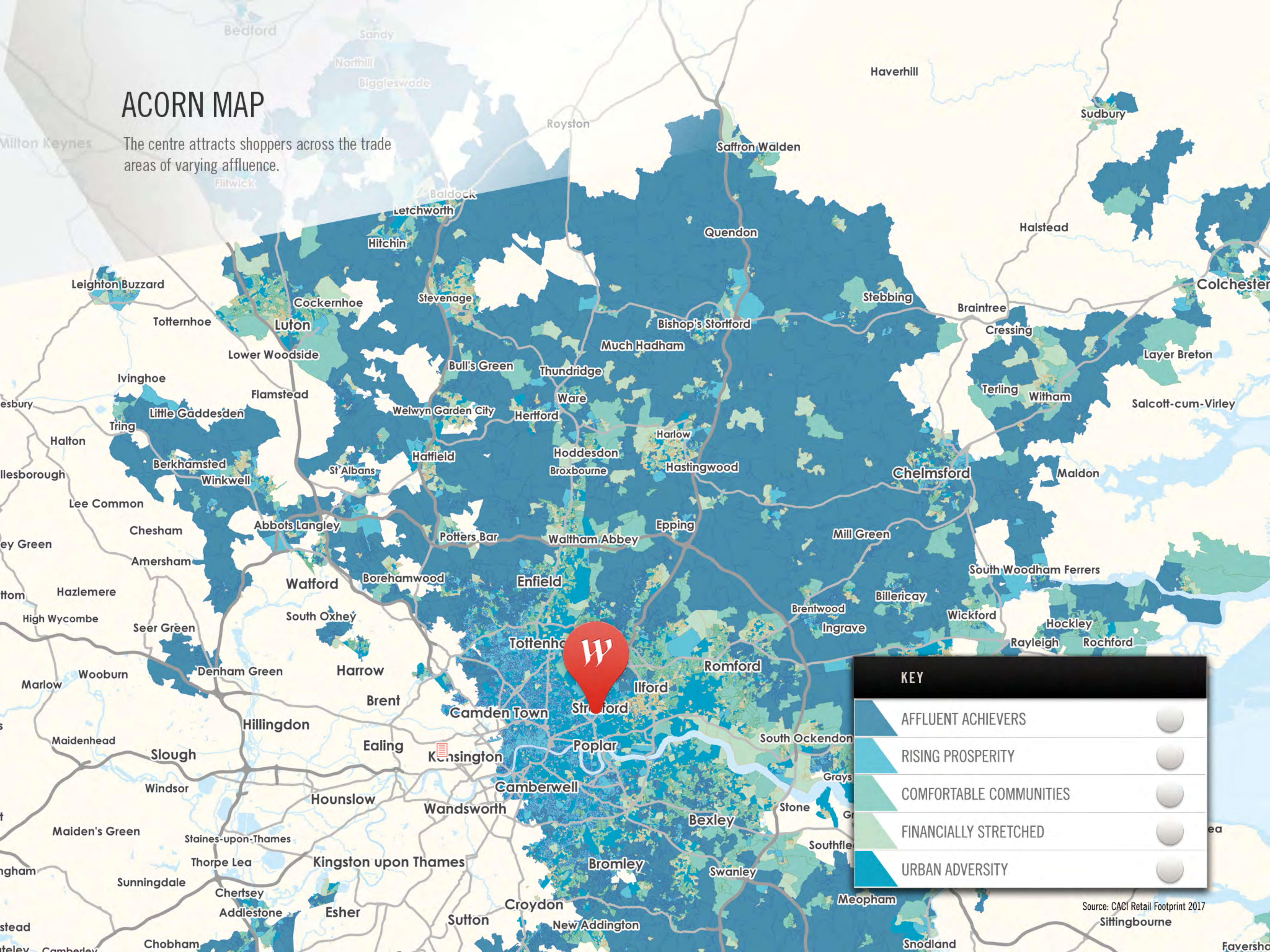
KEY INFORMATION FOR ALL
Total Trade Area population 3.3m
Total Trade Area retail spend £17bn
Total Trade Area weighted spend potential inc. Beyond £3.1bn*

KEY	
	PRIMARY
	SECONDARY
	TERTIARY
	BEYOND

Source CACI Retail Footprint 2017. *Spend potential includes residential, workers and tourism

ACORN MAP

The centre attracts shoppers across the trade areas of varying affluence.



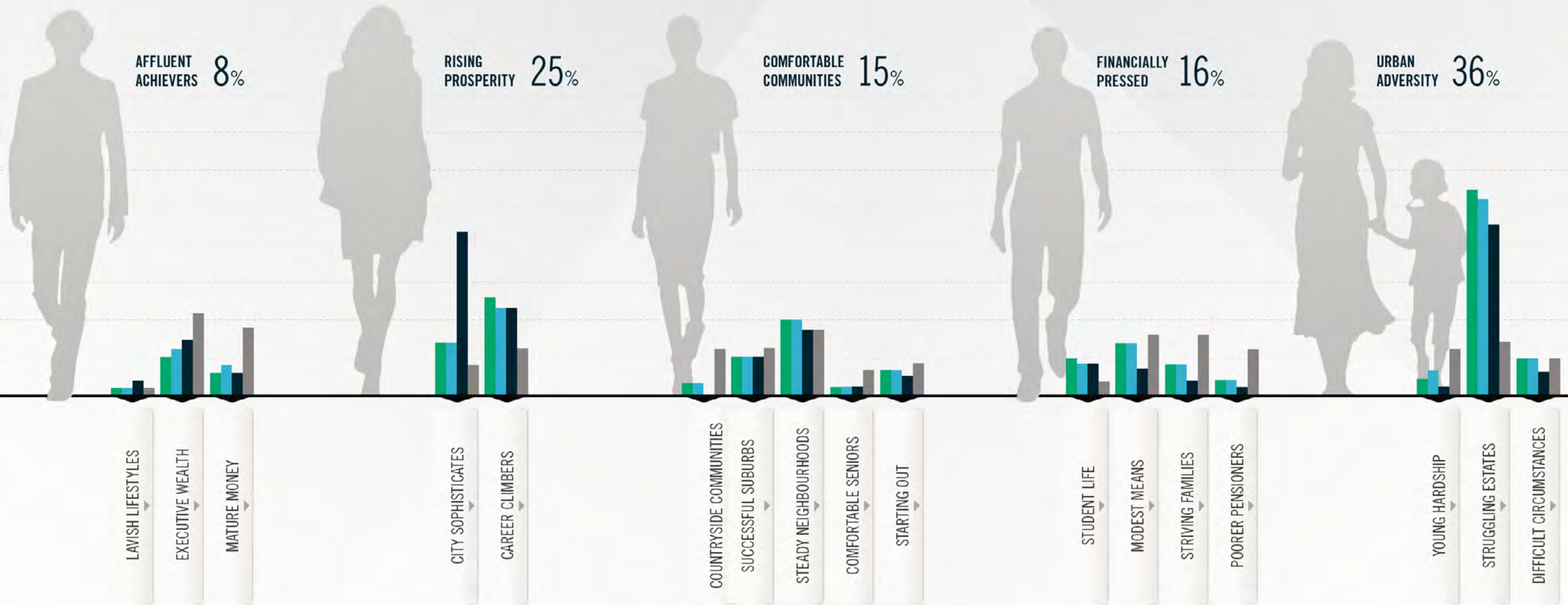
KEY	
	AFFLUENT ACHIEVERS
	RISING PROSPERITY
	COMFORTABLE COMMUNITIES
	FINANCIALLY STRETCHED
	URBAN ADVERSITY

Source: CACI Retail Footprint 2017
Sittingbourne

ACORN CHART

- Total Trade Area
- Total Trade Area (inc. beyond)
- Greater London
- UK

% HOUSEHOLDS





STATISTICS

Since opening in 2012, Westfield Stratford City has become one of the largest urban retail and leisure destination in Europe.

1.9M
SQUARE FEET

12
MINUTES FROM THE CITY



KEY STATISTICS SUMMARY

- Sales generated in 2017 of £1.19bn
- Annual footfall of 49.5m people in 2017
- Opened September 2011
- One of the largest urban shopping centre in Europe
- 1.9 million square feet of retail, dining and leisure space
- More than 250 retailers including John Lewis, M&S, Waitrose and Primark
- Over 80 places to eat and drink
- Vue Cinema with 20 state-of-the-art screens
- 5,000 car parking spaces
- 1.1 million square feet of office space
- Planning consent for over 10,000 homes
- Aspers Casino - UK's first super casino
- 14 lane All Star Lanes Bowling
- 3 and 4 star hotel and apartment accommodation on site with 617 beds
- Located in the UK's most dynamic area of regeneration
- 20 minutes from London's West End
- 12 minutes from Canary Wharf and The City
- No.2 ranked Shopping Centre in the UK (CACI)