

# Bristol BIDs

## *Consumer Spend Analysis*

Q2 2024

# Visa Loyalty Insights (VLI)



- **Visa Loyalty Insights (VLI) – analyses spend behaviour in every postal sector across the UK by origin and destination of spend along with spend at store location**
- **NB – for reasons of confidentiality, category spend is not included where:**
  - **There are less than five stores in a category in the merchant location’s postal sector**
  - **A single retailer accounts for 50% or more of spend or transactions in a category within the postal sector**
- **VLI is collated on a quarterly basis up to June 2024**

***NB – VLI data does not include cash transactions which in certain areas can be significant***

# Overview of spend behaviour in BS1, BS2 and BS8 postal sectors Q2 2023 to Q2 2024



	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q2 2023 vs Q2 2024
<b>No of cards identified</b>	1,376,627	1,206,427	1,303,986	1,199,189	1,796,179	<b>+30%</b>
<b>Average Transaction Value (ATV)</b>	£16.20	£16.17	£15.40	£13.83	£15.52	<b>-4%</b>
<b>Total Transactions</b>	6,447,811	5,272,305	7,041,933	6,435,953	8,368,177	<b>+30%</b>
<b>No of postal sectors identified</b>	1159	960	932	905	946	<b>-18%</b>
<b>Total spend</b>	£104.4m	£85m	£108.4m	£89m	£129m	<b>+24%</b>

# International Spend Q1 and Q2 2024 in BS1, BS2 and BS8



	Q1 2024	Q2 2024	Q1 2024 vs Q2 2024
<b>No of cards identified</b>	74,274	219,517	<b>+196%</b>
<b>Average Transaction Value (ATV)</b>	£23.24	£25.67	<b>+10%</b>
<b>Total Transactions</b>	306,669	702,933	<b>+129%</b>
<b>No of countries identified</b>	57	83	<b>+46%</b>
<b>Total spend</b>	7,128,515	18,045,341	<b>+153%</b>

Top 5 countries by spend Q2 2024
United States of America
Republic of Ireland
China Mainland
France
Germany

# Categories with highest spend among top 10 highest spending postal districts

## Face to face spend vs online Q2 2024



Category	Face to face	Online	% of Spend Face to Face	% of Spend Online	Total Spend
RESTAURANTS	£51,676,975	£18,108,854	74	26	£69,785,829
GROCERY STORES/SUPERMARKETS	£194,914,384	£19,740,839	91	9	£214,655,223
FAST FOOD RESTAURANTS	£19,808,409	£5,852,726	77	23	£25,661,135
MENS/WOMENS CLOTHING STORES	£5,762,145		100	0	£5,762,145
HOTELS & ACCOMMODATION	£5,561,613	£10,700,488	34	66	£16,262,101
MISC FOOD STORES - DEFAULT	£14,472,291	£4,435,918	77	23	£18,908,209
PARKING LOTS,METERS,GARAGES	£2,415,499	£1,842,046	57	43	£4,257,545
BEAUTY/BARBER SHOPS	£6,520,821	£737,734	90	10	£7,258,555
AUTO SERVICE SHOPS/NON DEALER	£7,031,313	£1,300,257	84	16	£8,331,570
CATERERS	£2,215,702	£60,686	97	3	£2,276,388
BAKERIES	£2,181,019	£23,836	99	1	£2,204,855
LUMBER/BUILD. SUPPLY STORES	£4,630,808		100	0	£4,630,808
SHOE STORES	£1,836,493	£1,508,831	55	45	£3,345,324
JEWELLERY STORES	£1,930,489	£1,158,028	63	37	£3,088,517

Postcode

BS2, BS5, BS8, BS16, BS1, BS7, BS4, BS3 and BS15.

# Summary of spend behaviour in postal sectors versus competitor locations

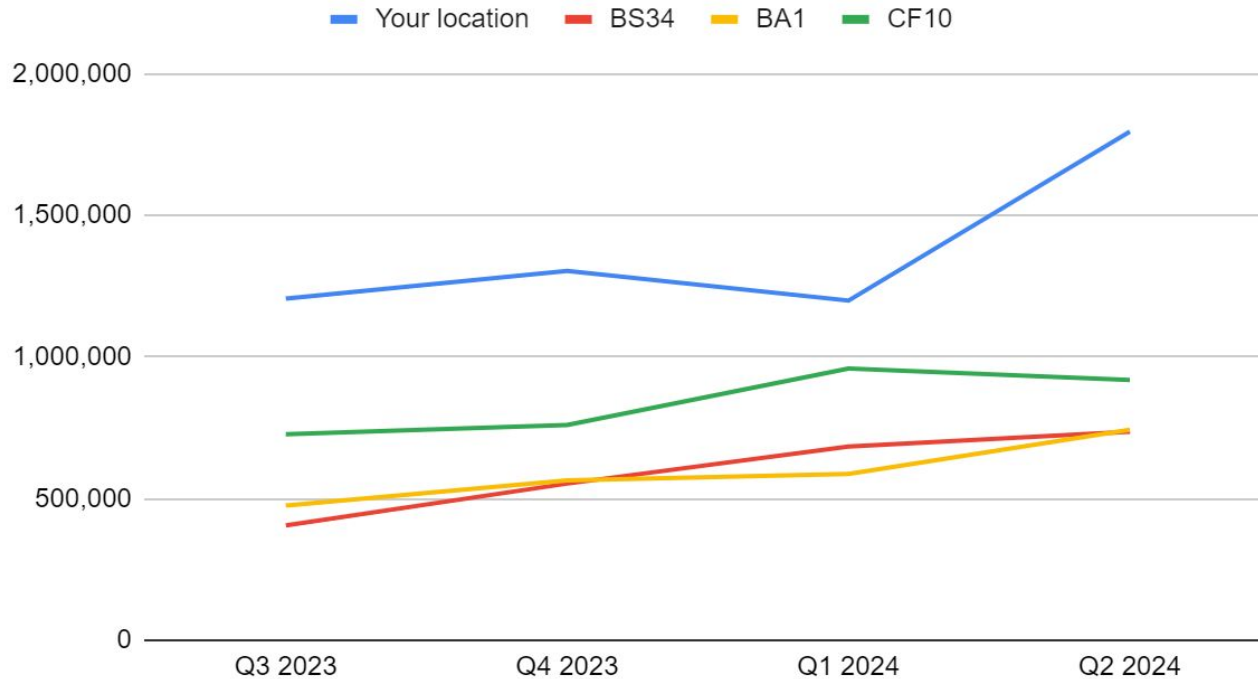


	Q2 2024			
	Your location	BS34	BA1	CF10
<b>No of cards identified</b>	1,796,179	736,243	742,926	919,202
<b>Average Transaction Value (ATV)</b>	£15.52	£27.52	£20.73	£18.08
<b>Total Transactions</b>	8,368,177	3,035,594	4,462,123	5,348,752
<b>No of postal sectors identified</b>	946	546	744	695
<b>Total spend</b>	£129m	£83m	£92m	£96.7m

# Summary of spend behaviour in postal sectors versus competitor locations



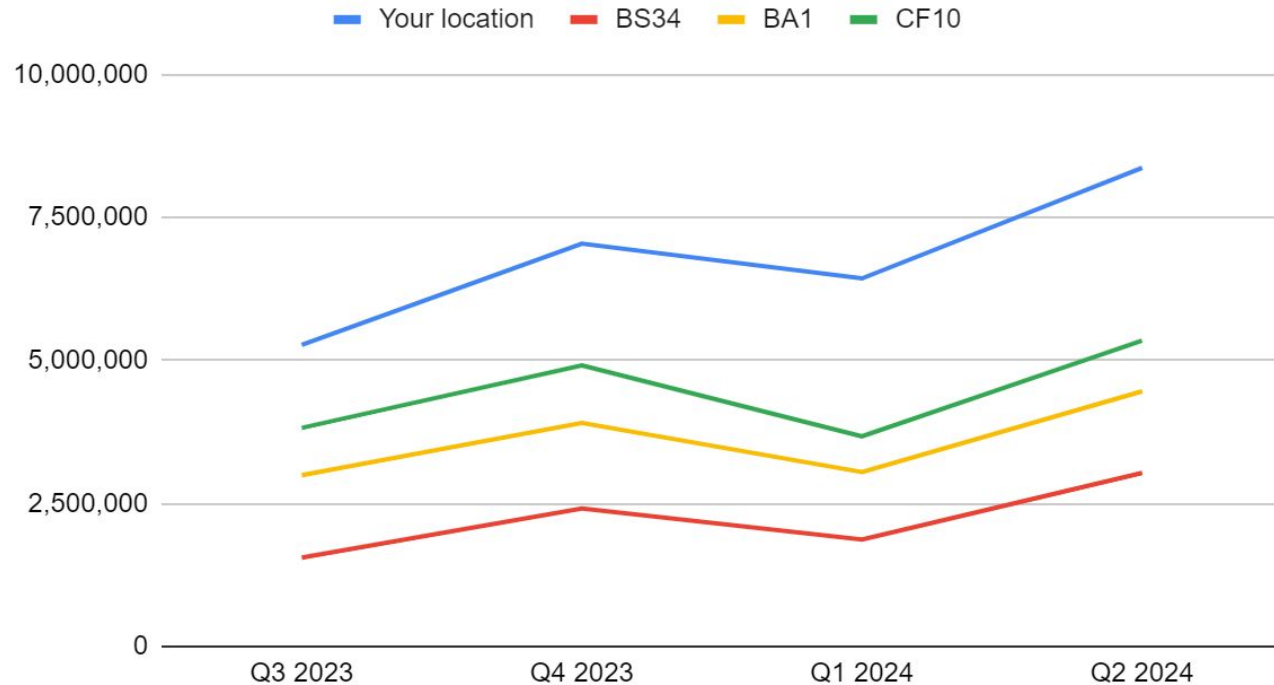
Number of cards identified



# Summary of spend behaviour in postal sectors versus competitor locations



## Total Transactions

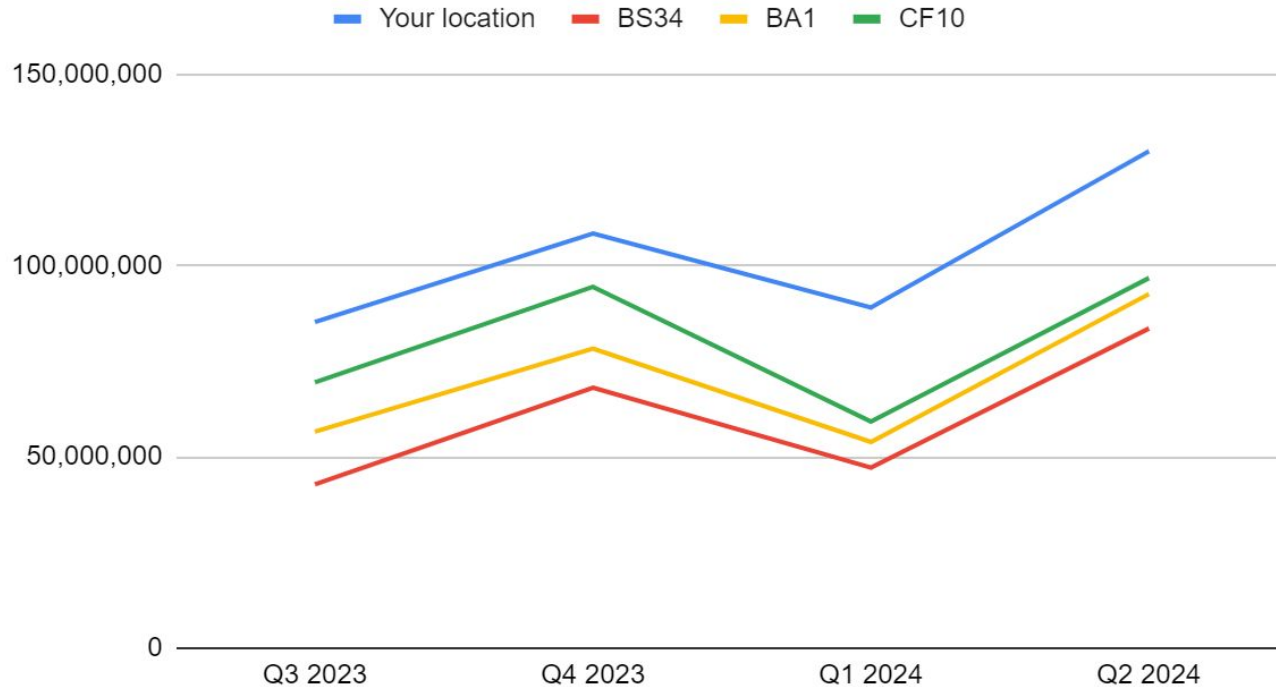




# Summary of spend behaviour in postal sectors versus competitor locations



## Total spend



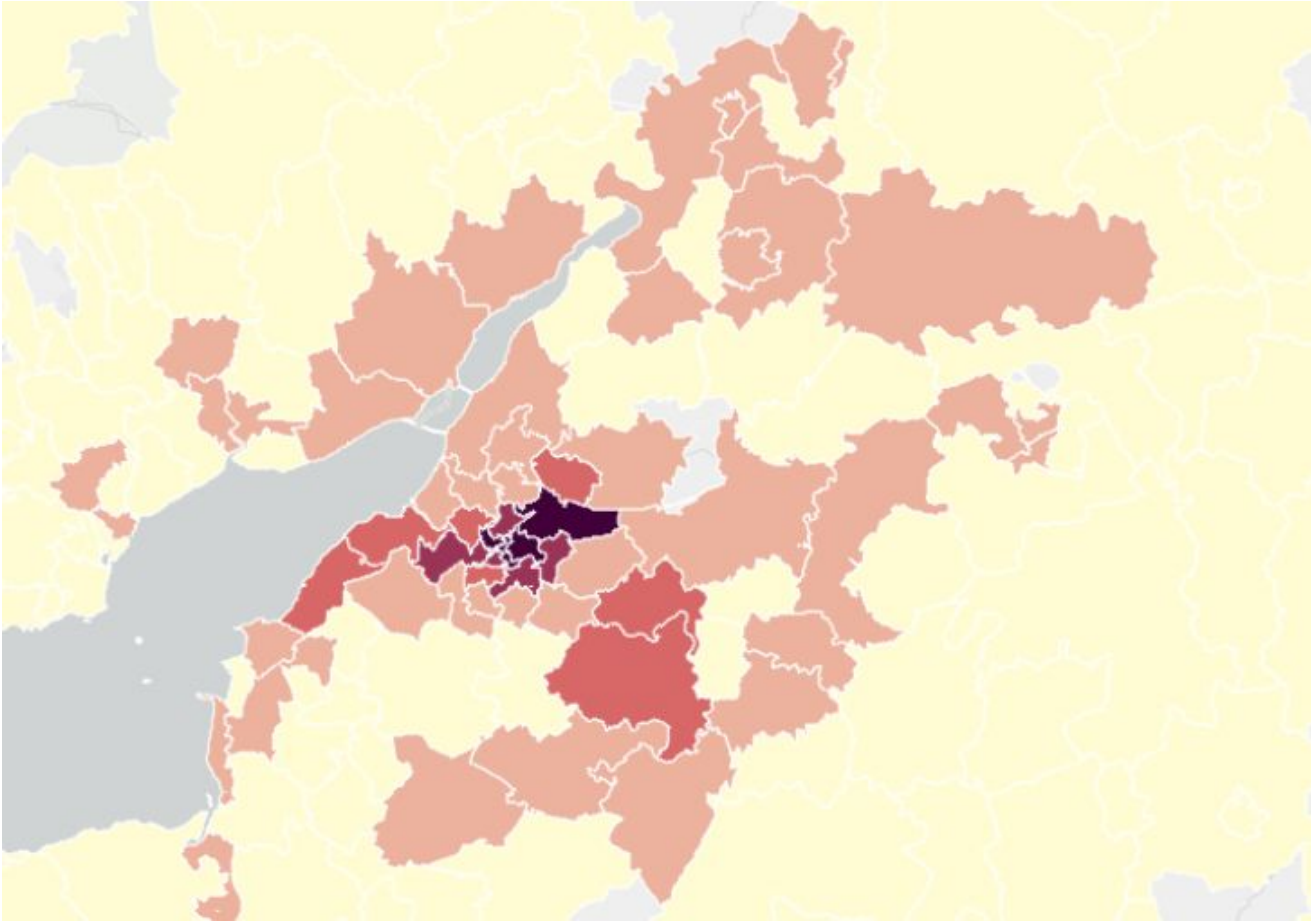
# Consumer origins with highest spend in BS1, BS2 and BS8 postal sectors Q2 2024



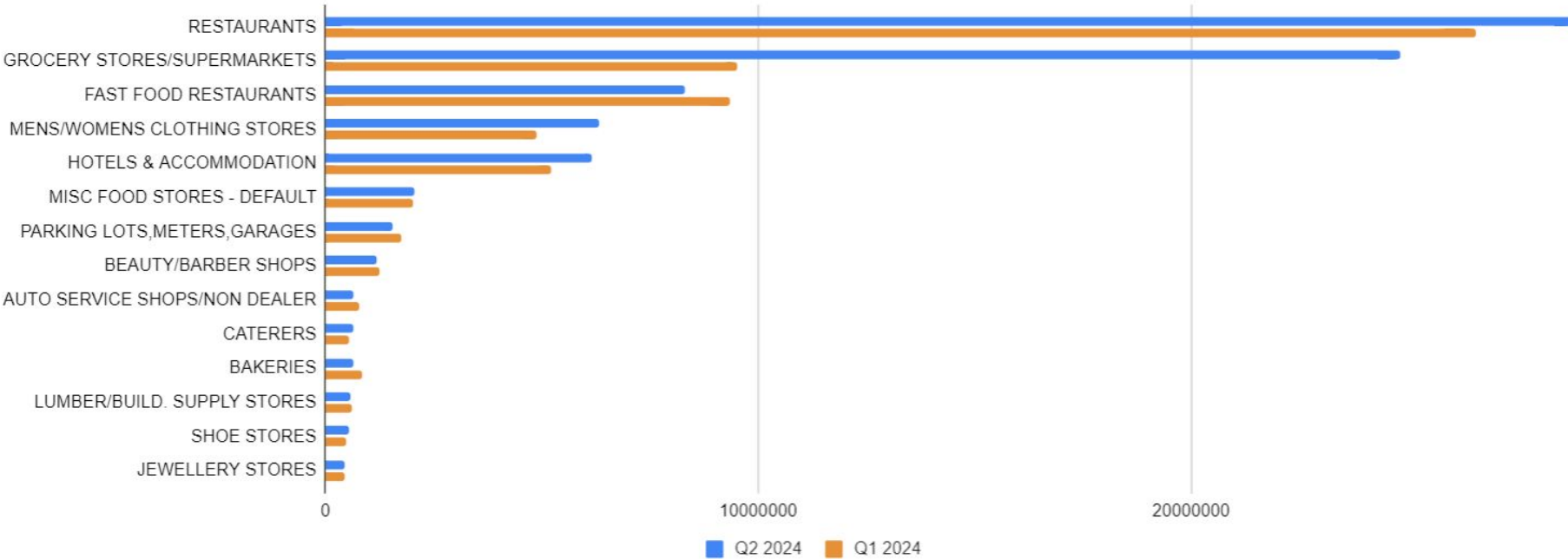
Area	Postcode	Number of Cards	Number of Transactions	Total Spend
Cotham, Redland, Montpelier, Westbury Park, St. Andrew's	BS6	84,745	1,116,864	£12,759,966
Kingsdown, St Paul's, St Phillips, St Agnes	BS2	71,127	856,833	£9,646,058
Easton, St George, Redfield, Whitehall, Eastville, Speedwell, Greenbank, Barton Hill	BS5	79,248	531,064	£7,382,535
Downend, Emersons Green, Fishponds, Frenchay, Pucklechurch, Mangotsfield, Staple Hill	BS16	81,550	347,053	£5,798,693
Clifton, Failand, Hotwells, Leigh Woods	BS8	33,711	469,535	£5,426,256
Bristol city centre, Redcliffe	BS1	38,050	443,698	£5,038,881
Bishopston, Horfield, part of Filton, Lockleaze, Ashley Down	BS7	52,986	282,062	£4,225,195
Brislington, Knowle, Knowle West, St Anne's, part of Totterdown	BS4	46,798	235,460	£3,851,528
Hanham, Kingswood	BS15	39,314	154,733	£2,746,461
Bedminster, Southville, Bower Ashton, part of Totterdown, Windmill Hill	BS3	29,055	194,273	£2,673,980

# Cardholder Locations – Q2 2024

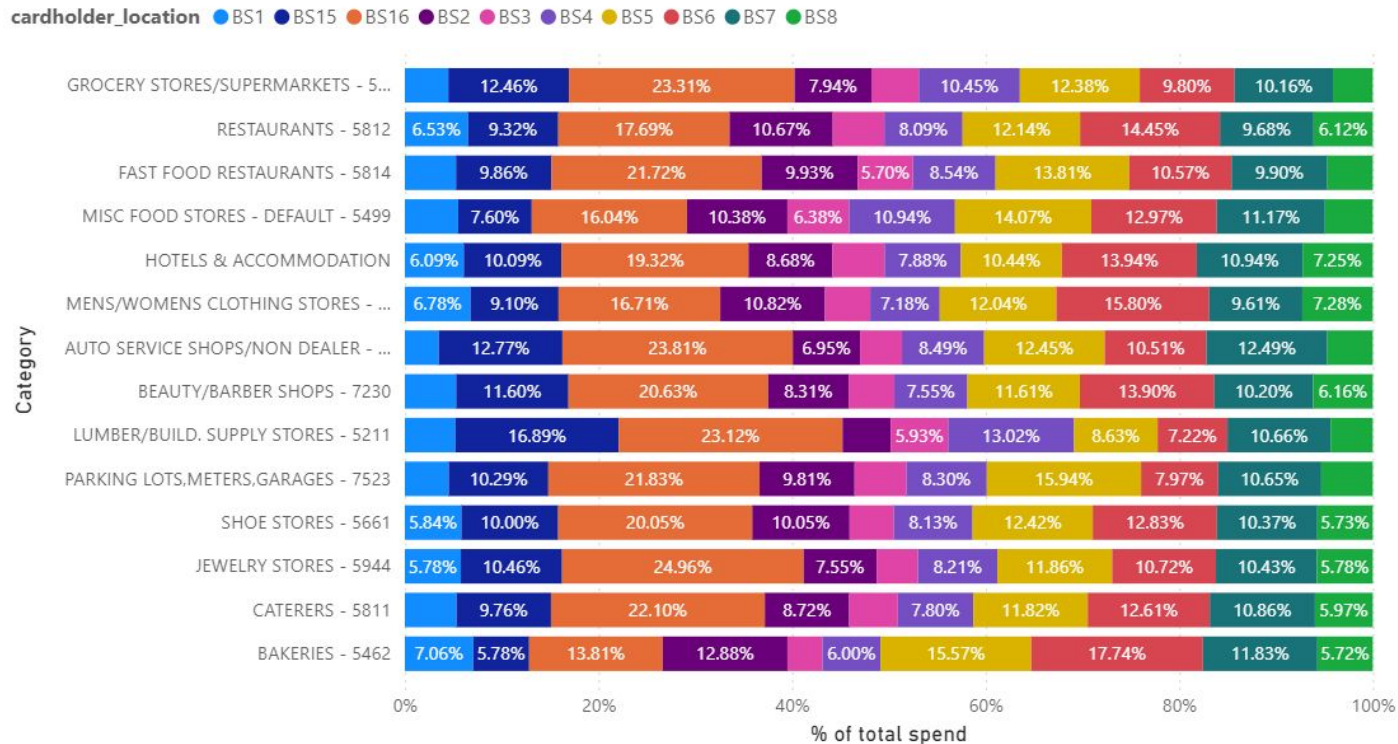
Darker colour = more cardholders



# Category Spend in BS1, BS2 and BS8 Q1 and Q2 2024

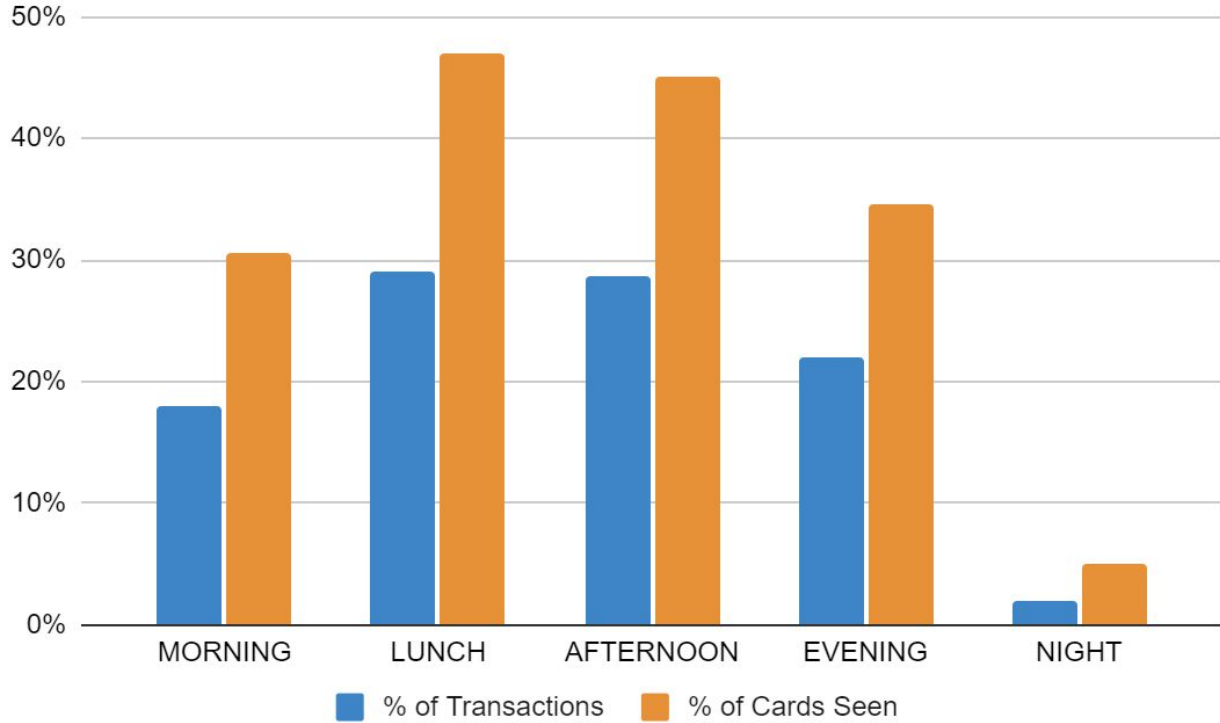


# Total category spend\* (online and face-to-face) among top 10 highest spending postal districts in BS1, BS2 and BS8 postal sectors Q2 2024



\*NB – Spend is not limited to BS1, BS2 and BS8

# % of Transactions and Cards Seen\* in BS1, BS2 and BS8 by Time of Day Q2 2024



\* % of cards seen adds up to more than 100% as transactions can occur on the same card across multiple time periods in a day



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