

savills

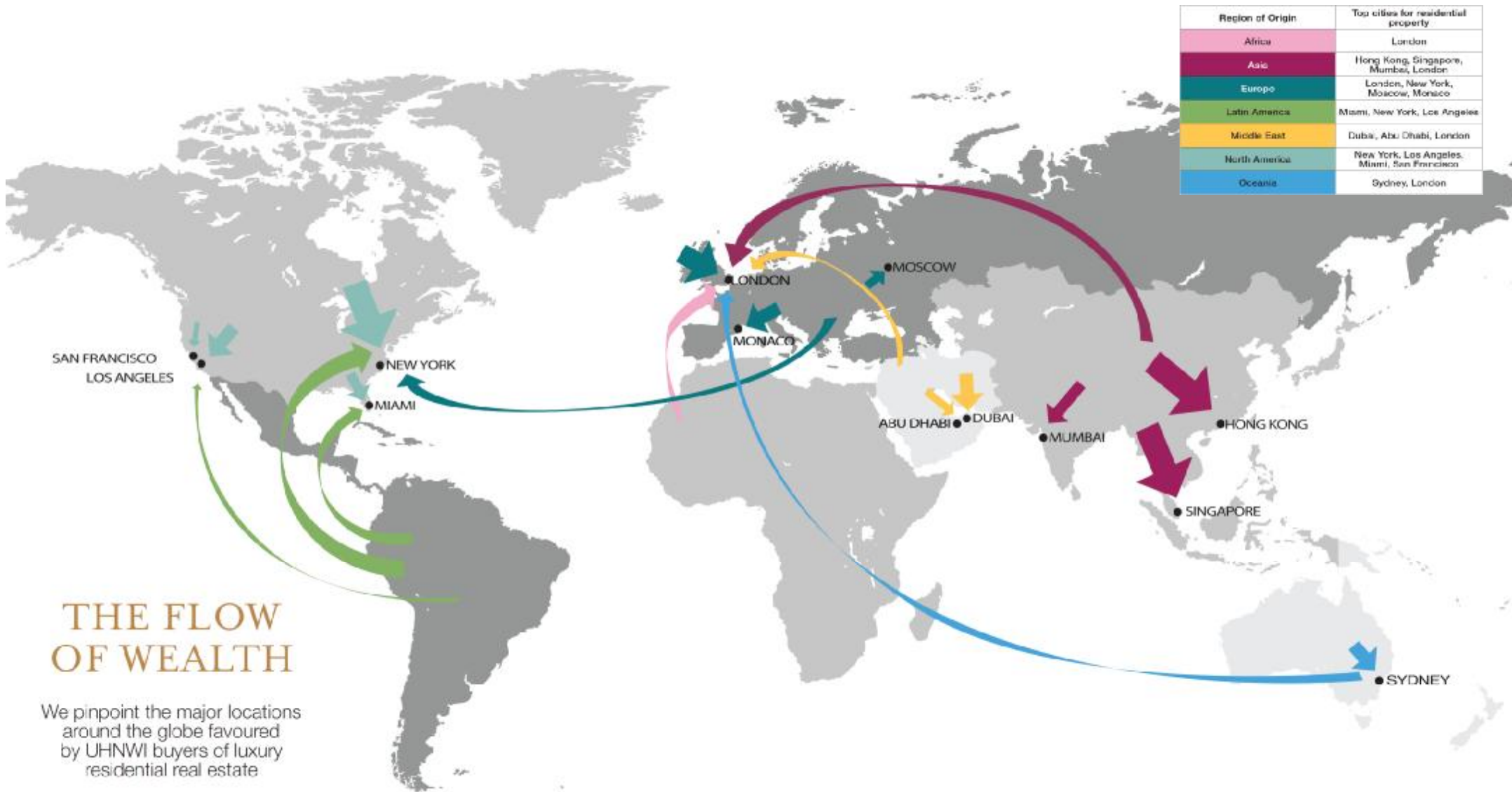
London as a Global City

Yolande Barnes, Director, Savills World Research

9th June 2014



Everyone comes to London



... making it one of the UHNWI hotspots

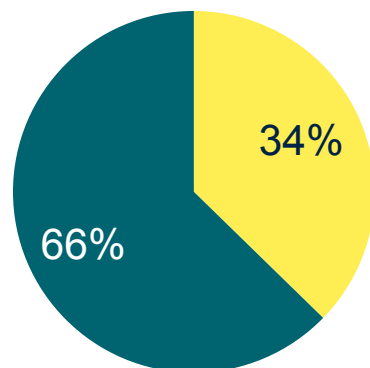
savills



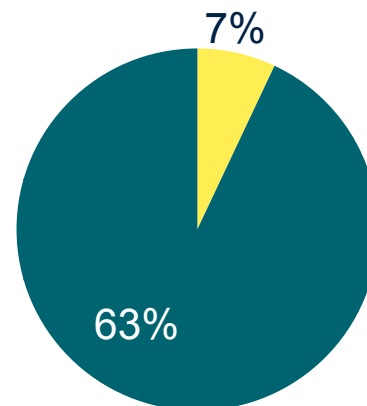
... but this isn't just about posh houses

■ International
■ Domestic

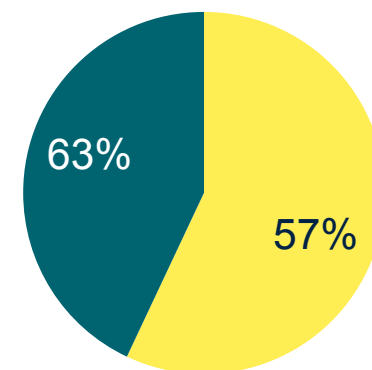
London prime residential



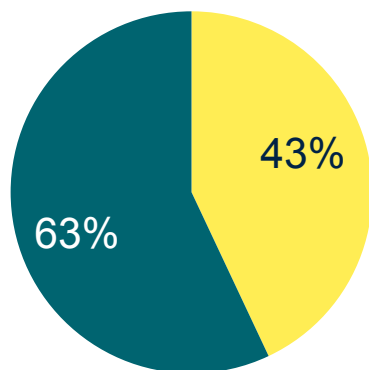
London mainstream residential investment



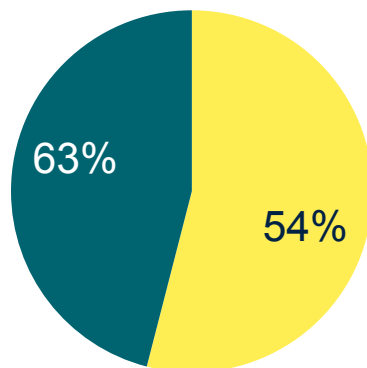
London office



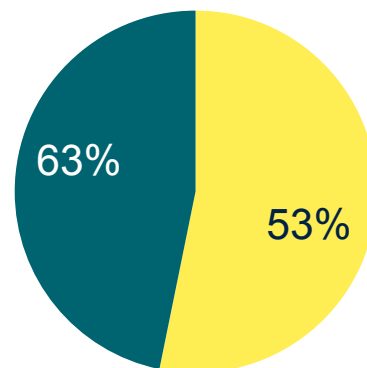
London retail



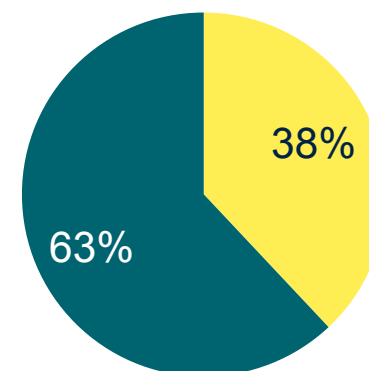
London hotel



UK quoted shares



UK infrastructure & utilities





London is globally prominent & active

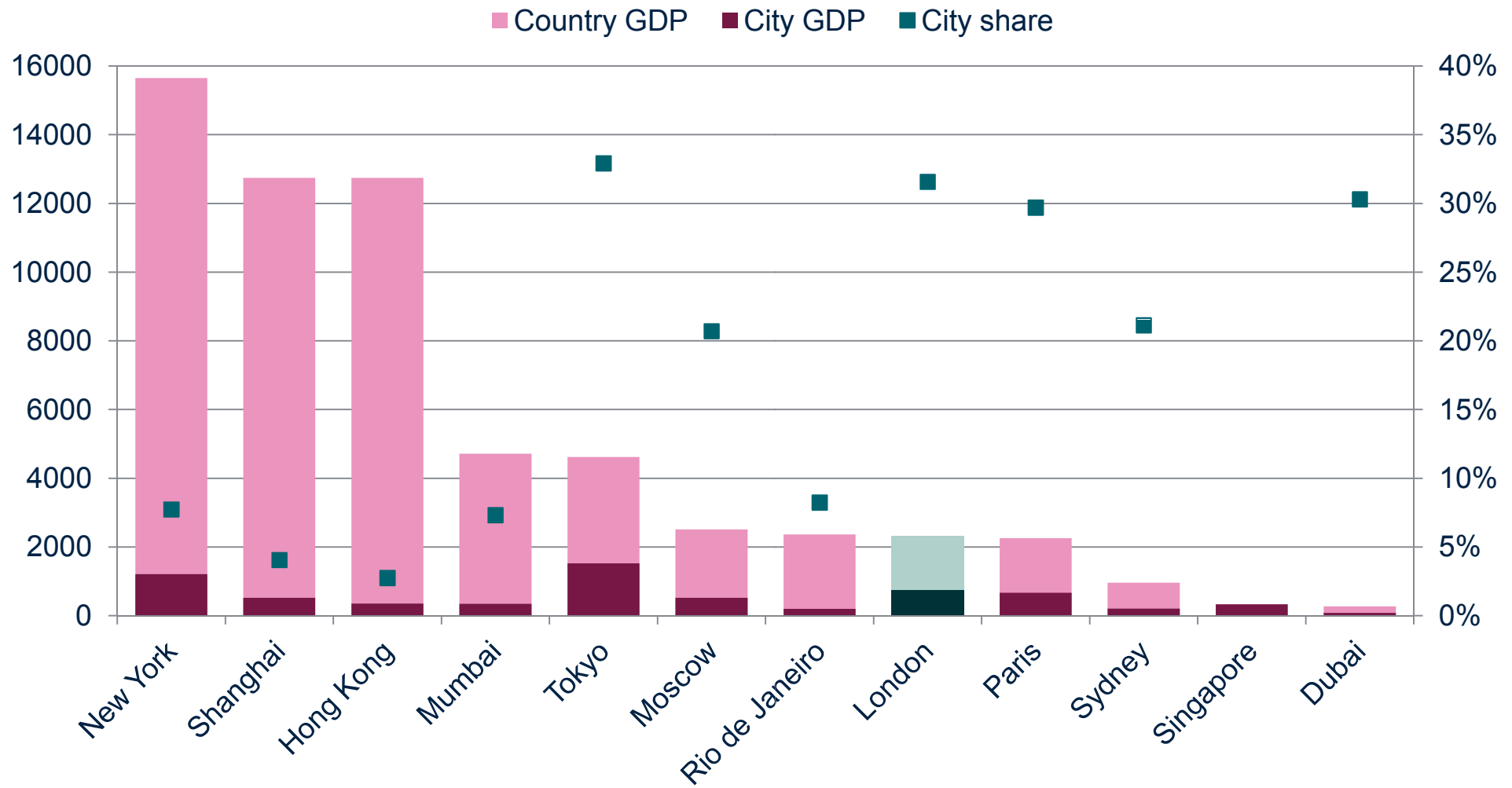
City	Savills overall ranking	Global competitiveness (Economist Intelligence Unit rank)	Global connectivity (GaWC category)	Prominence (Google hits, millions)	International visitors (overnight stays, millions)
New York	1=	1	Alpha++	2,740	11.52
London	1=	2	Alpha++	441	15.96
Paris	3=	4	Alpha+	415	13.92
Singapore	3=	3	Alpha+	273	11.75
Hong Kong	5	4	Alpha+	656	8.72
Tokyo	6	6	Alpha+	192	5.80
Shanghai	7	43	Alpha+	152	6.50
Dubai	8	40	Alpha+	83	9.89
Sydney	9	15	Alpha+	129	2.80*
Mumbai	10	70	Alpha	96	4.80**
Moscow	11	58	Alpha	76	4.50***
Rio de Janeiro	12	76	Beta-	98	1.40

Market	Volume	Ranking
New York Metro	\$60.5	1
London Metro	\$48.2	2
Shanghai	\$46.8	3
Tokyo	\$39.6	4
Hong Kong	\$21.8	9
Paris	\$20.0	11
Singapore	\$17.4	13

Source: Economics Intelligence Unit 2012, Globalization and World Cities Research Network 2012, www.google.co.uk at February 2014, MasterCard Global Destinations Index 2013.

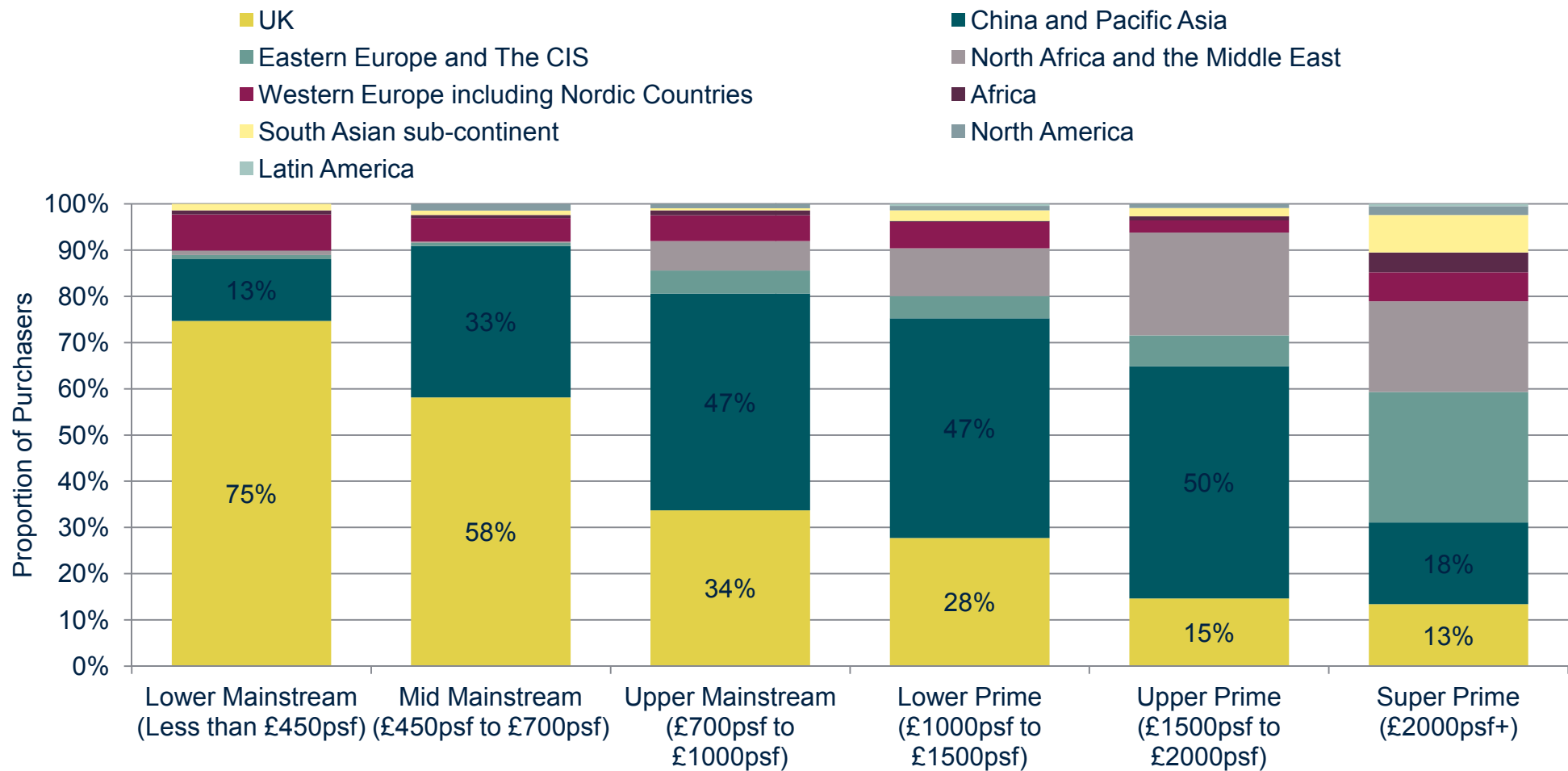
*Tourism New South Wales International Visitor Survey, year to June 2013, foreign overnight visitors. **India tourism Development Corporation, 2011, foreign tourist arrivals. ***Moscow Tourism Committee, 2011, foreign tourist arrivals.

... and London's economy is nationally dominant



Source: Brookings Institute 2012, IMF 2012

...although higher resi price bands are most 'global'



Why London?

Politically stable

Culture and heritage

Market transparency

Established judicial system

English language

Established investment track record

Open for investment

SECURITY OF TENURE

SECURE TITLE

Favourable tax regime

Cosmopolitan

Ease of doing Business

Quality of education

Globally connected

Personal safety

Market

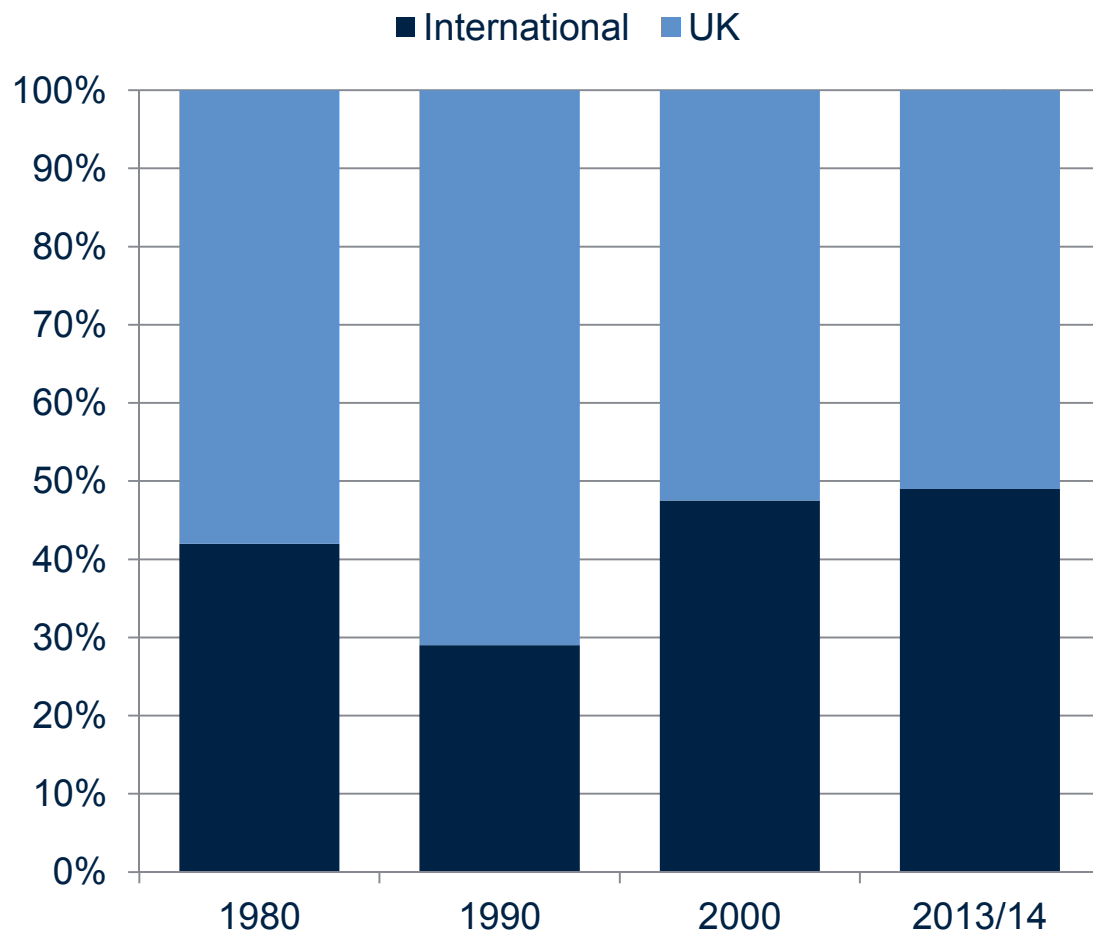
Strategic time zone

liquidity

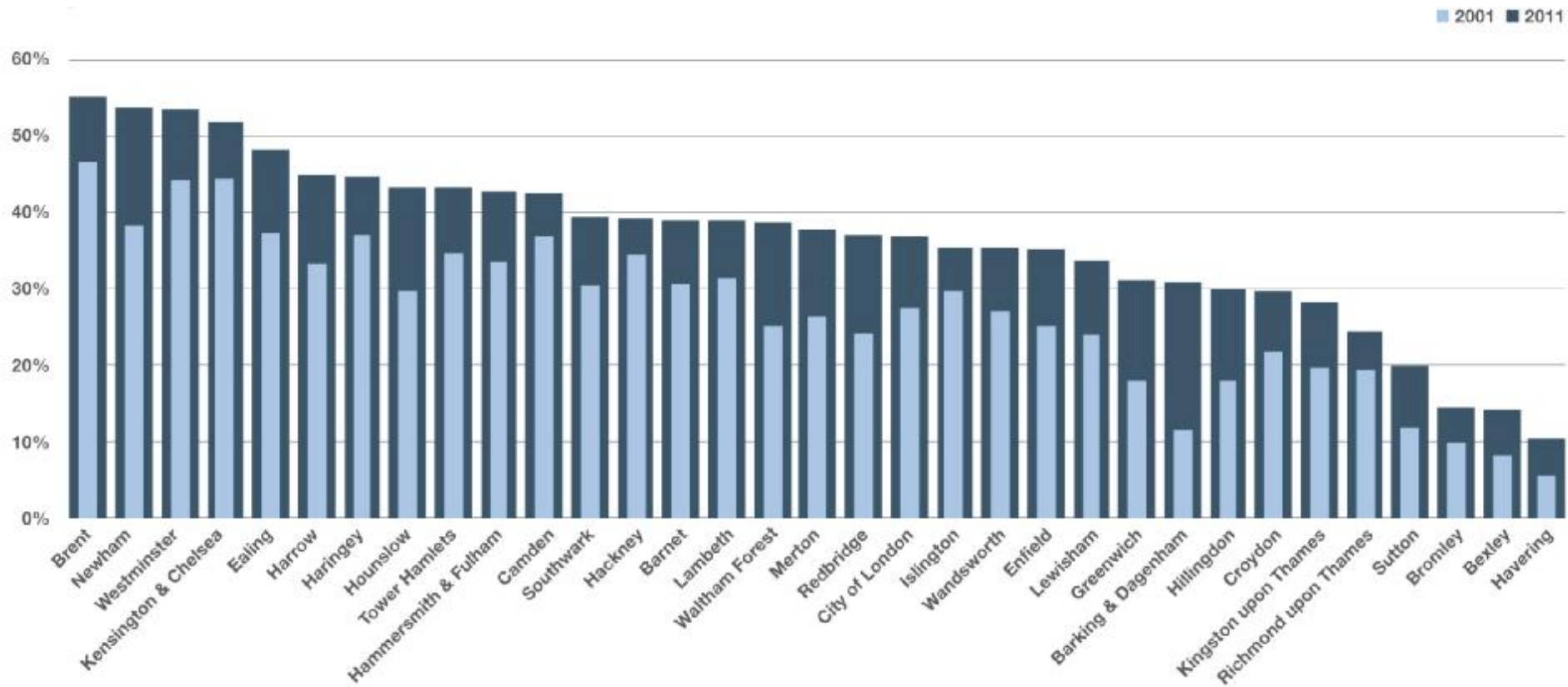


Global purchasers are not a new phenomenon

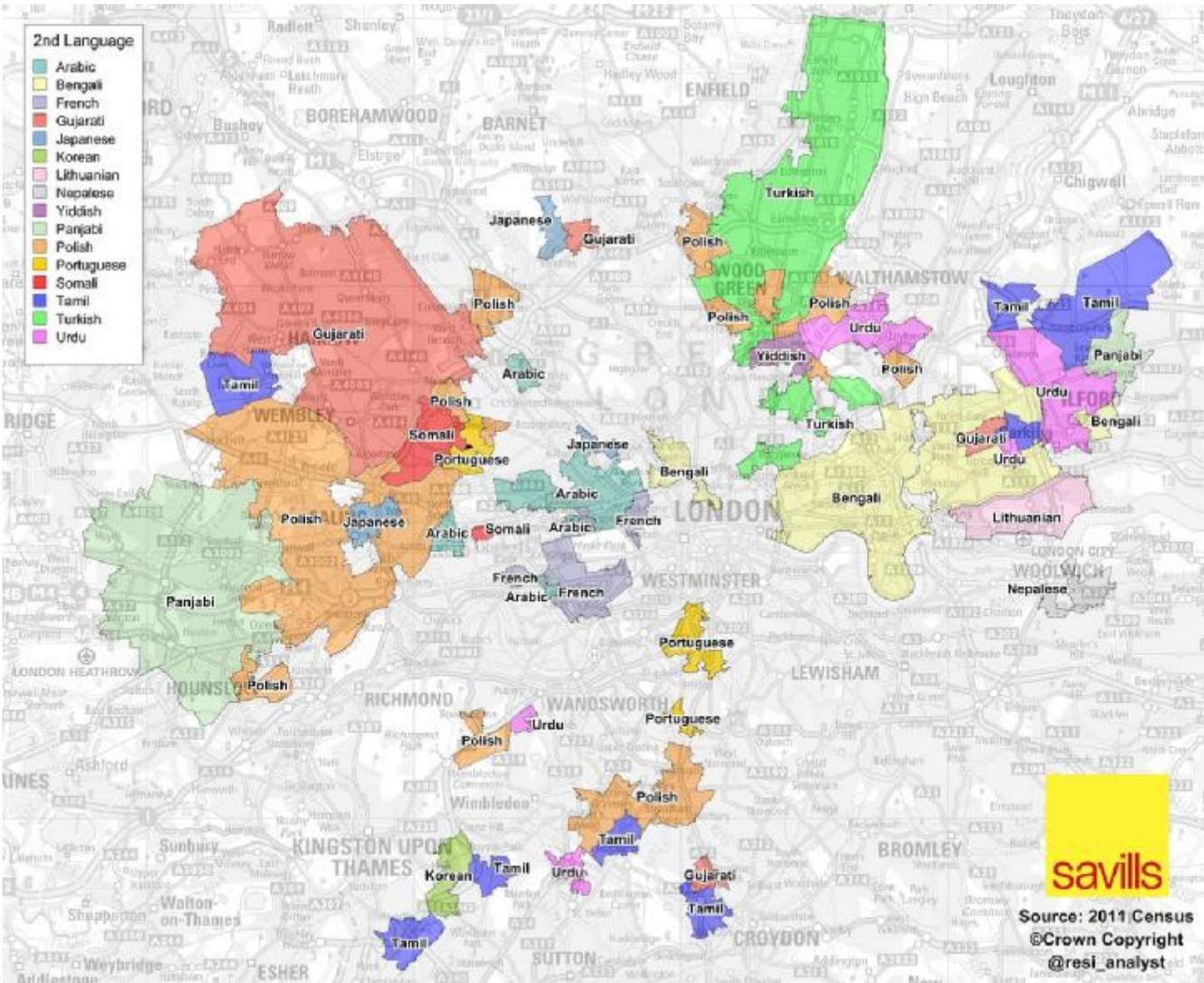
Prime Central London Buyer Profiles



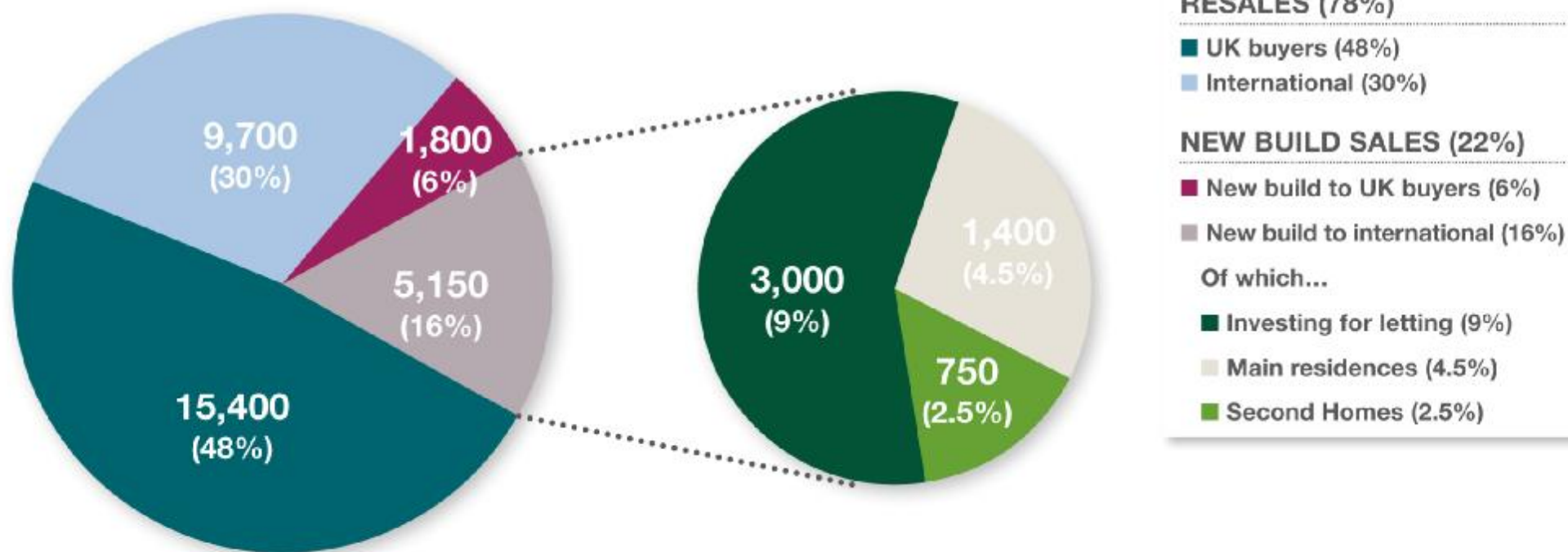
London has high no. of residents born outside the UK



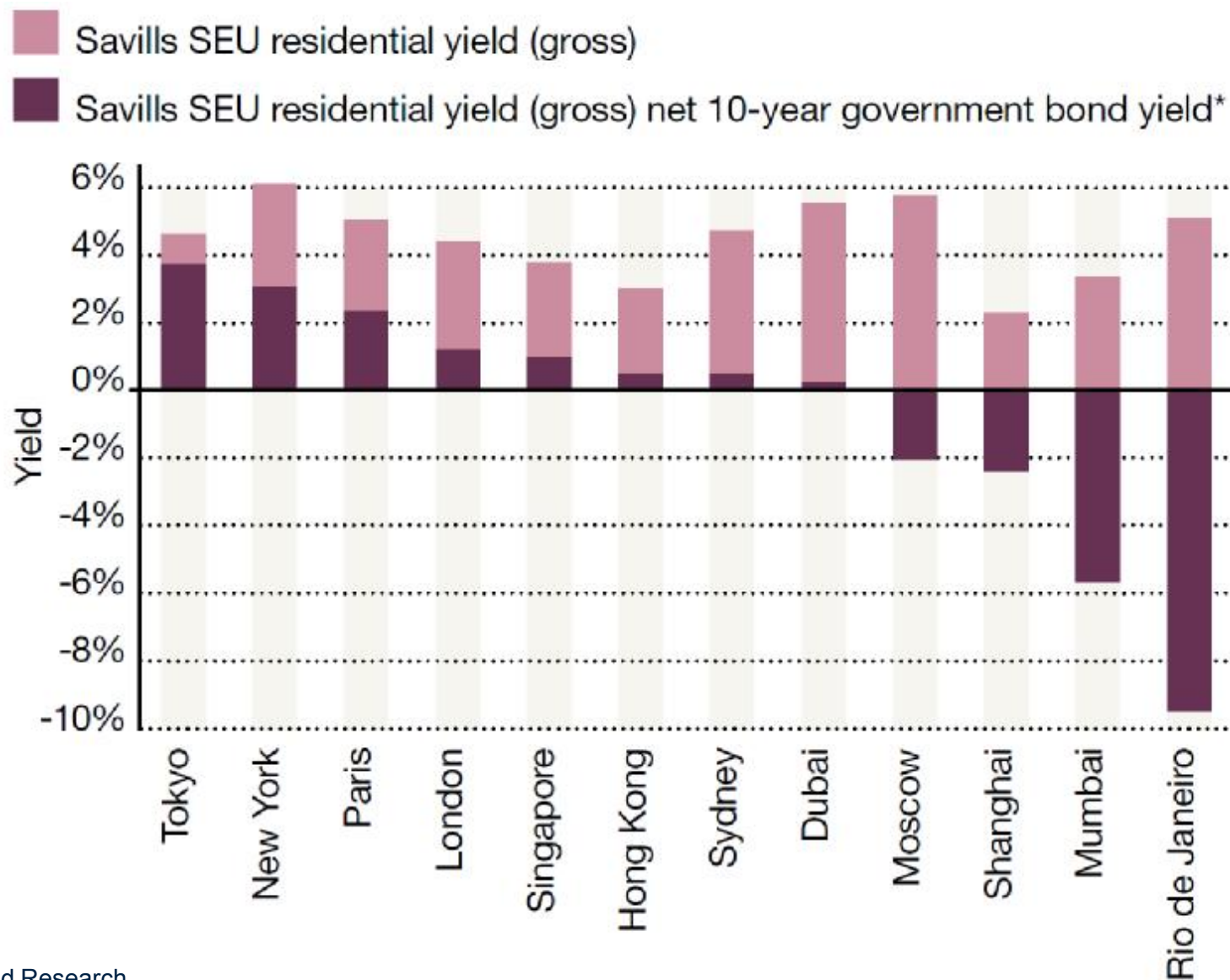
... as shown by second languages



So is 'lights out London' real?

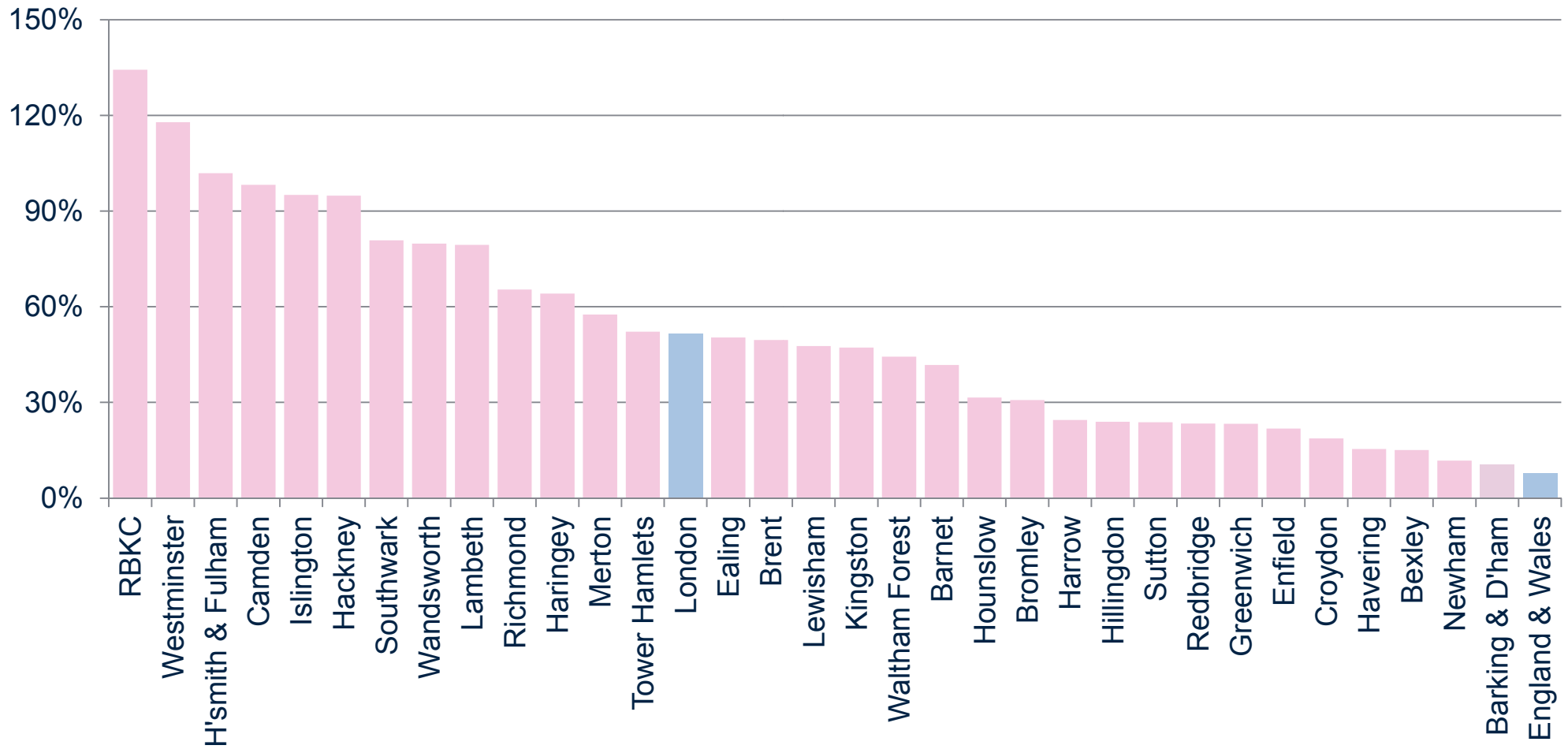


Is London Overheated?



Price Growth varies across London

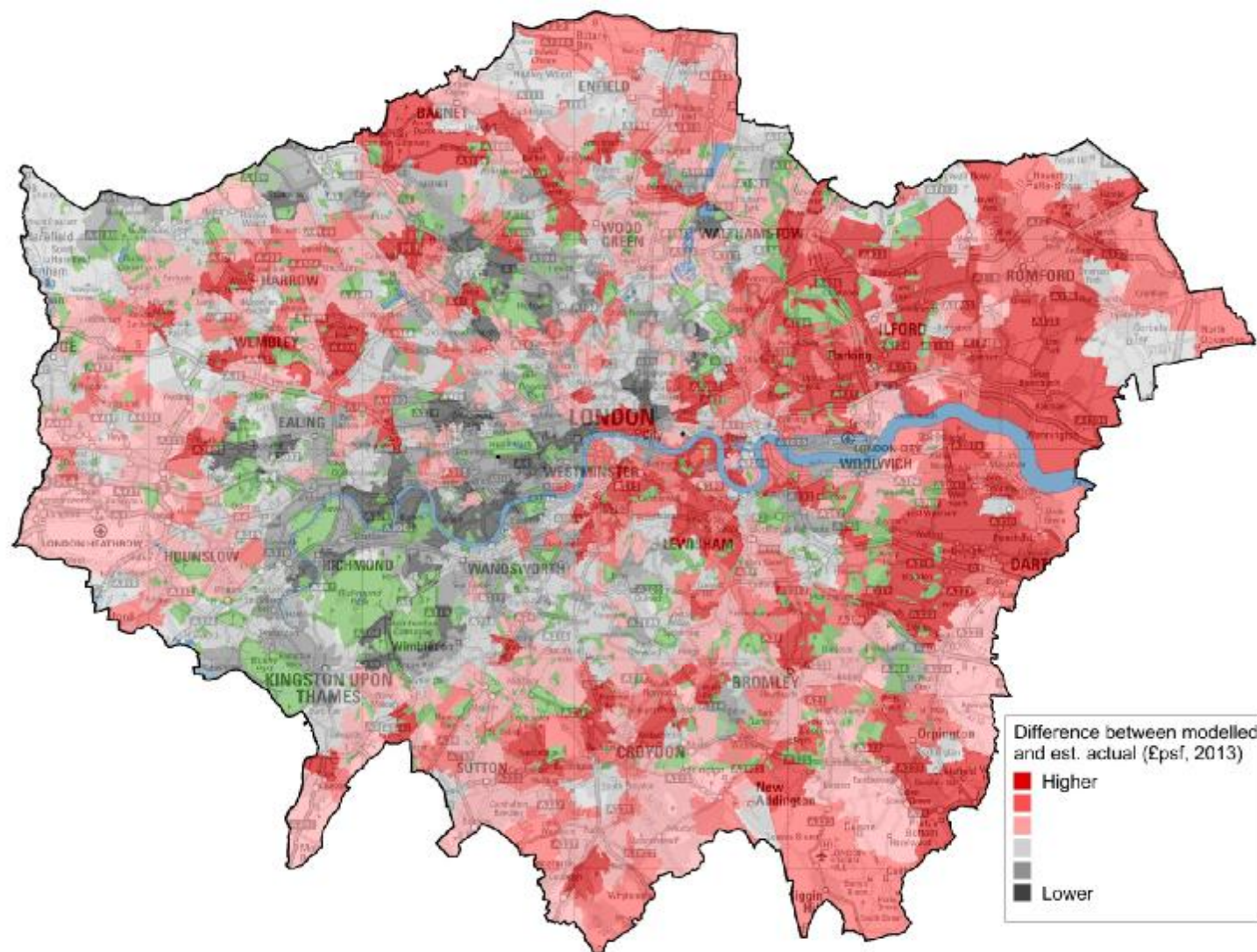
Since June 05



... so non-prime London still looks good value

Key drivers:

- quality of place
- travel time to centre



... so expect more of this

19% of developments over 200 units in inner London currently under construction were funded by overseas entities

