

VISITOR INSIGHT REPORT

Newport, Isle of Wight

December 2019 - 2020

Produced for Ryde and Newport Heritage Action Zones

www.iwhaz.uk

web@iwhaz.uk



VISITOR | INSIGHTS

NEWPORT TOWN CENTRE— DECEMBER 2020 SUMMARY & BENCHMARKING (DECEMBER 2019-20)



TOTAL VISITS



983,588

VISITS TO THE HIGH STREET



-8%

Y/O/Y CHANGE
* This compares to an average national benchmark of -50.8%



33%

M/O/M CHANGE



AVERAGE DWELL TIME



118 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



-10%

Y/O/Y CHANGE



-20%

M/O/M CHANGE



PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.7

PLACES VISITED



2.4

PLACES VISITED



POPULAR VISIT DAY



WEDNESDAY

40k AVERAGE VISITS ON WEDNESDAY IN DECEMBER



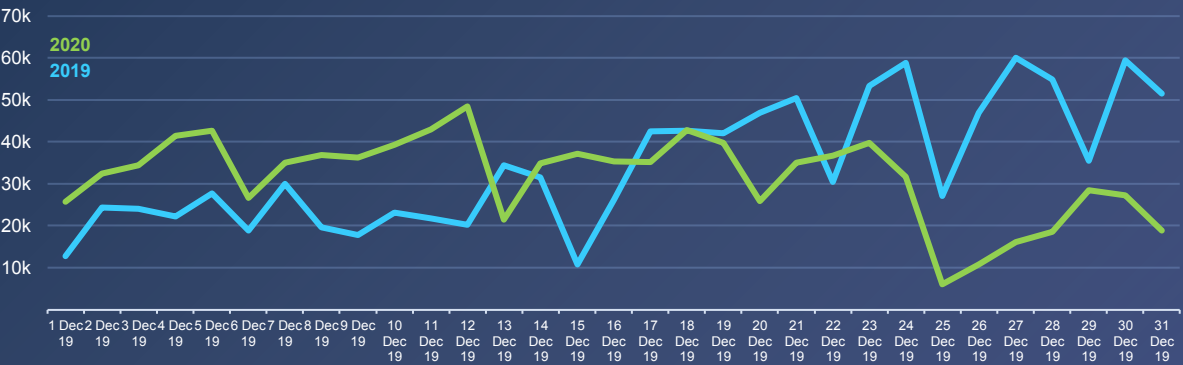
FRIDAY



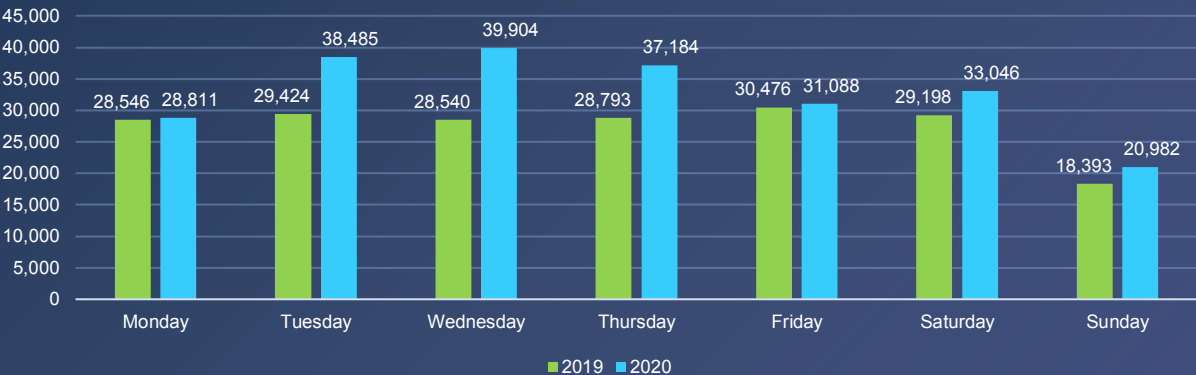
MONDAY



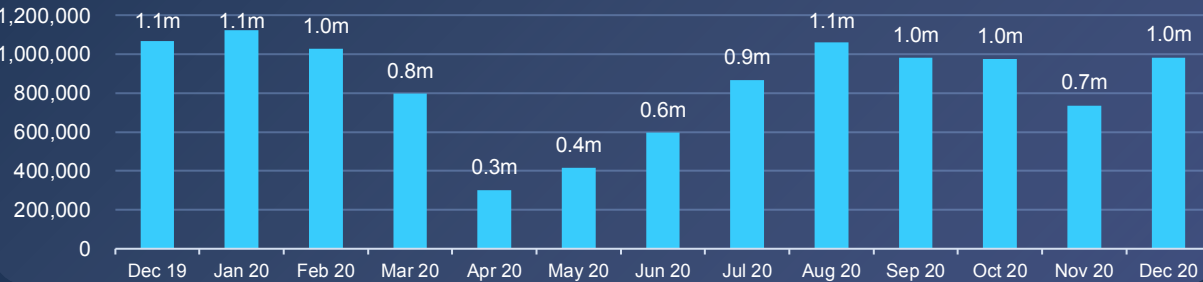
DAILY VISITS DECEMBER 2020 VS DECEMBER 2019



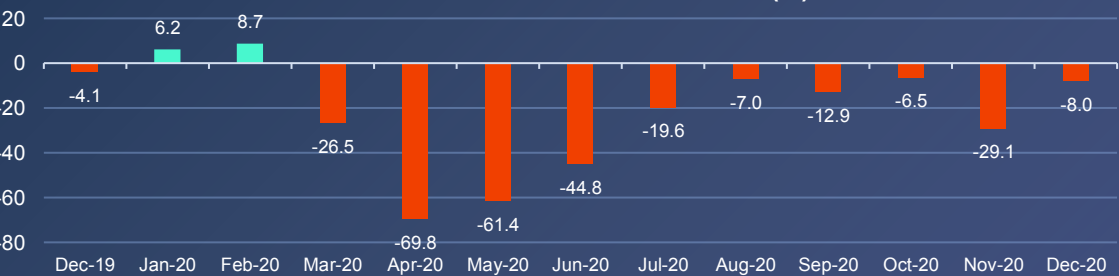
AVERAGE DAILY VISITOR LEVELS IN DECEMBER 2020



TOTAL VISITS BY MONTH



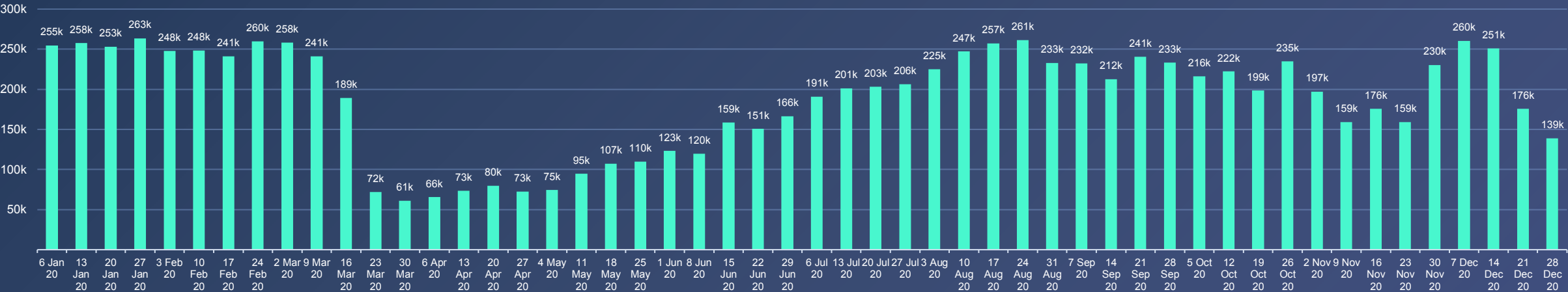
TOTAL VISIT CHANGE BY MONTH (%)



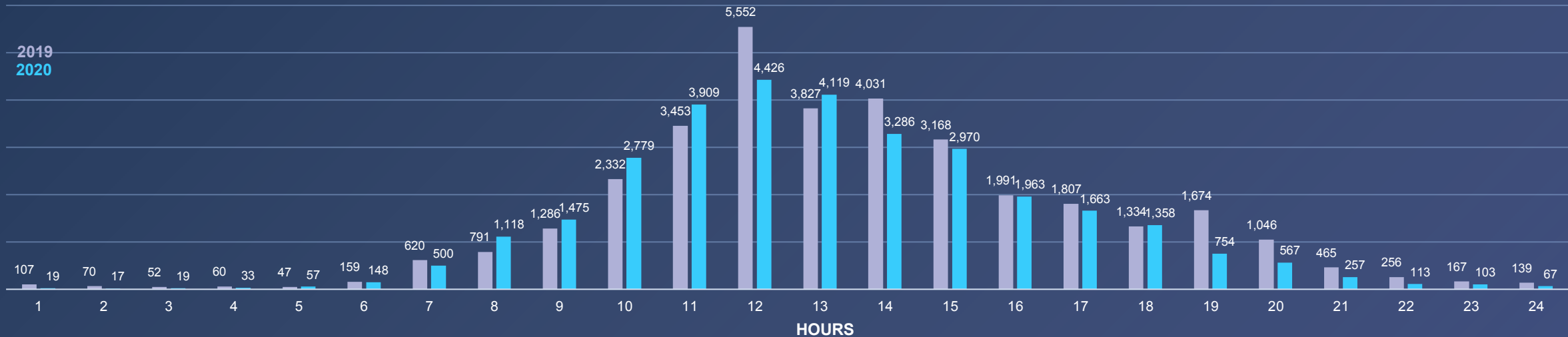
NEWPORT TOWN CENTRE— DECEMBER 2020 SUMMARY & BENCHMARKING (DECEMBER 2019-20)



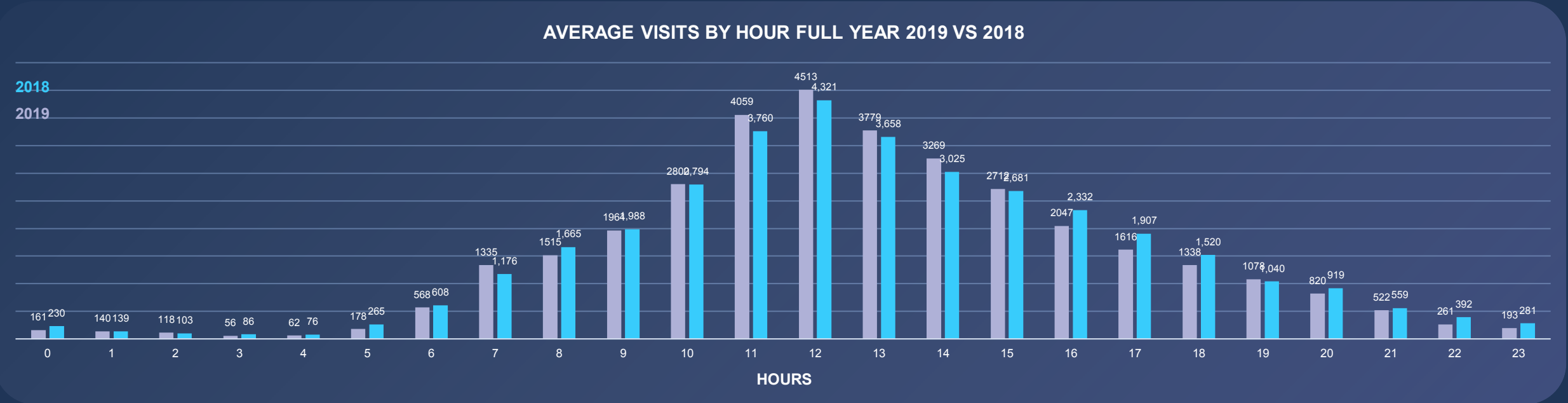
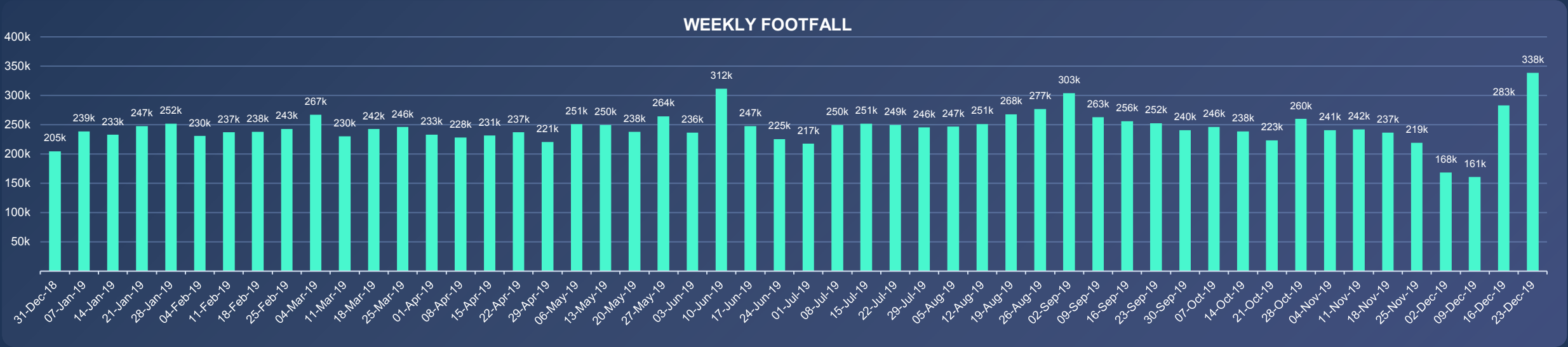
WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR



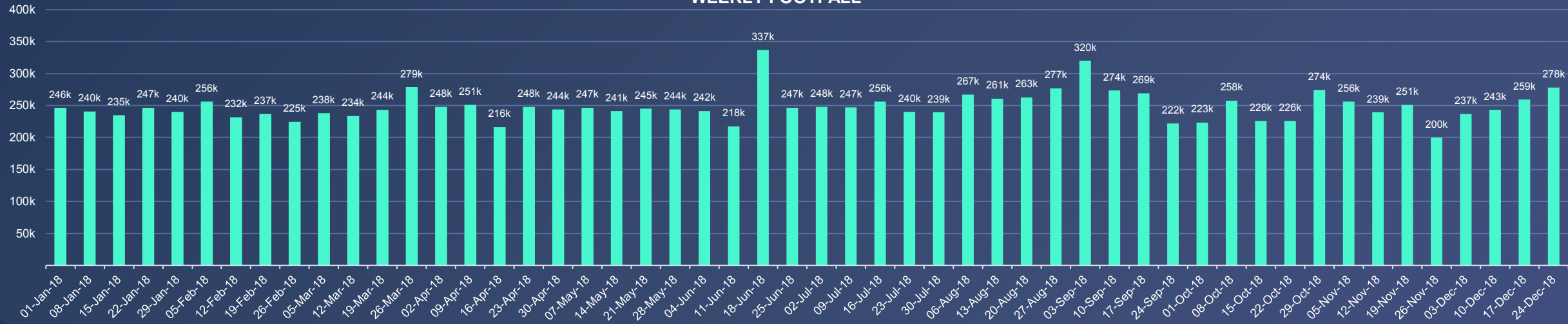
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



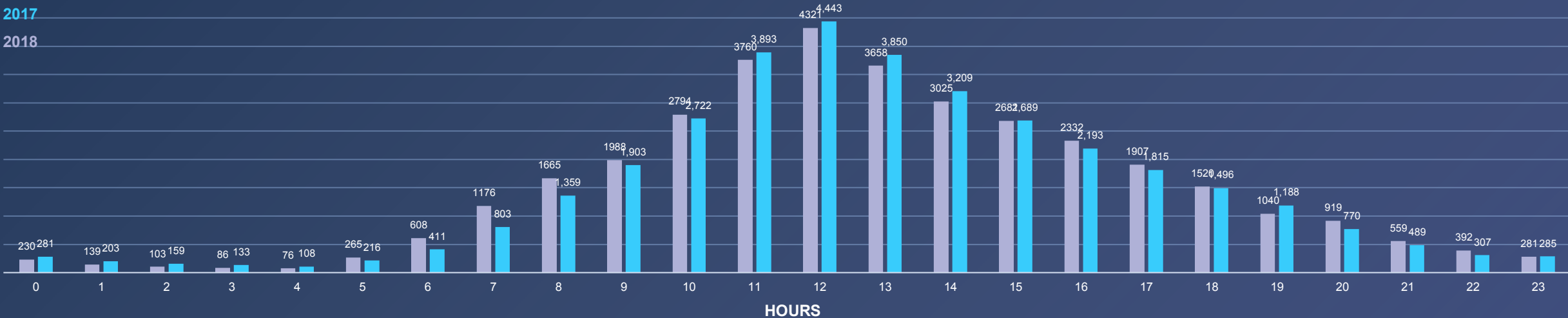
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS



TOTAL ANNUAL VISITS



10,939,337

VISITS TO THE HIGH STREET
DECEMBER 19- DECEMBER 20



-21%

4 YEAR CHANGE



AVERAGE DWELL TIME



127 MINS

AVERAGE TIME SPENT IN THE HIGH STREET
DECEMBER 19- DECEMBER 20



-11%

4 YEAR CHANGE



PLACES VISITED



2.5

AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
DECEMBER 19- DECEMBER 20

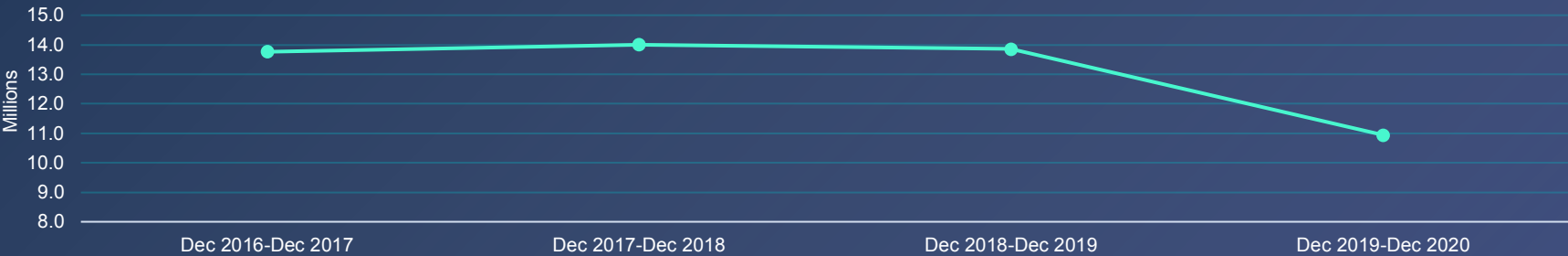


0%

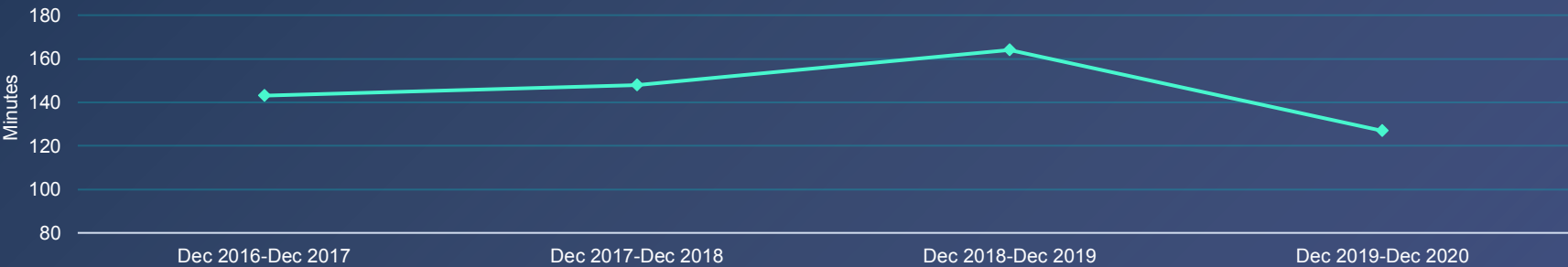
4 YEAR CHANGE



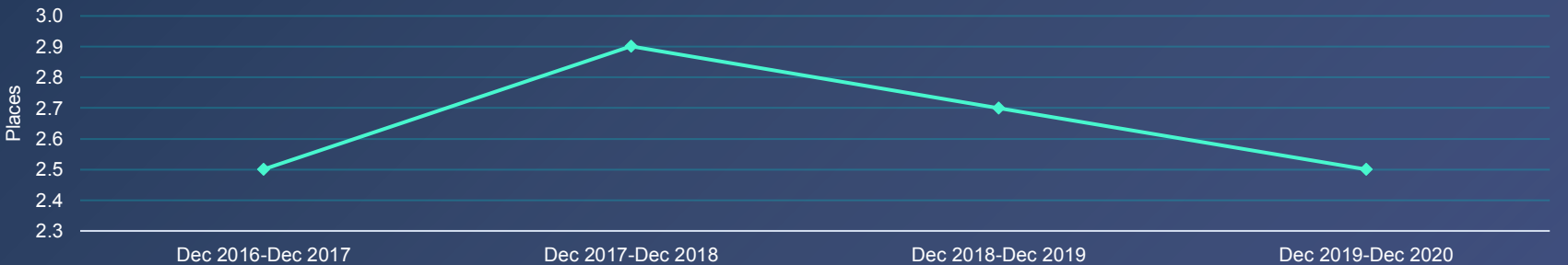
VISITS



DWELL TIME



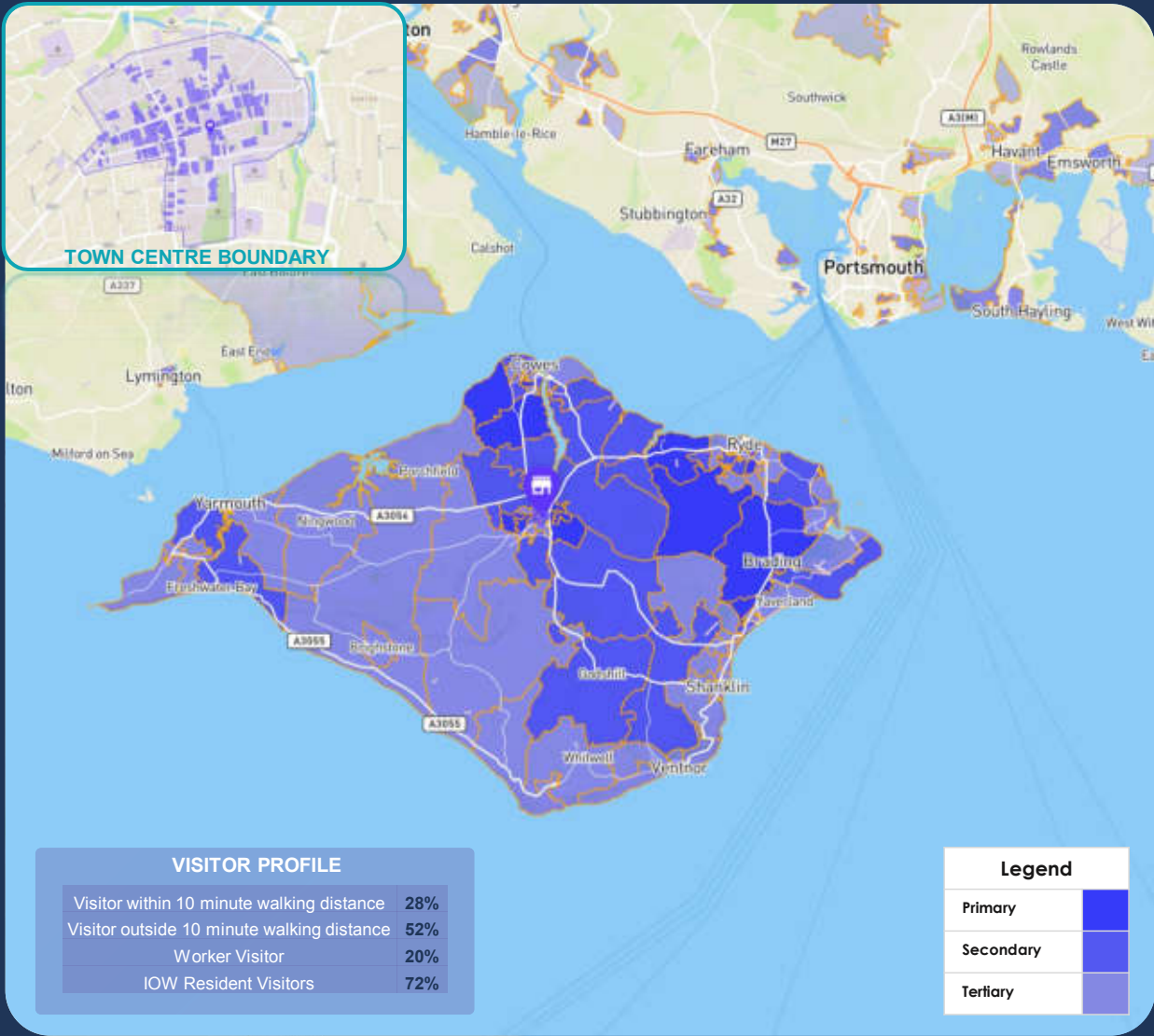
PLACES VISITED



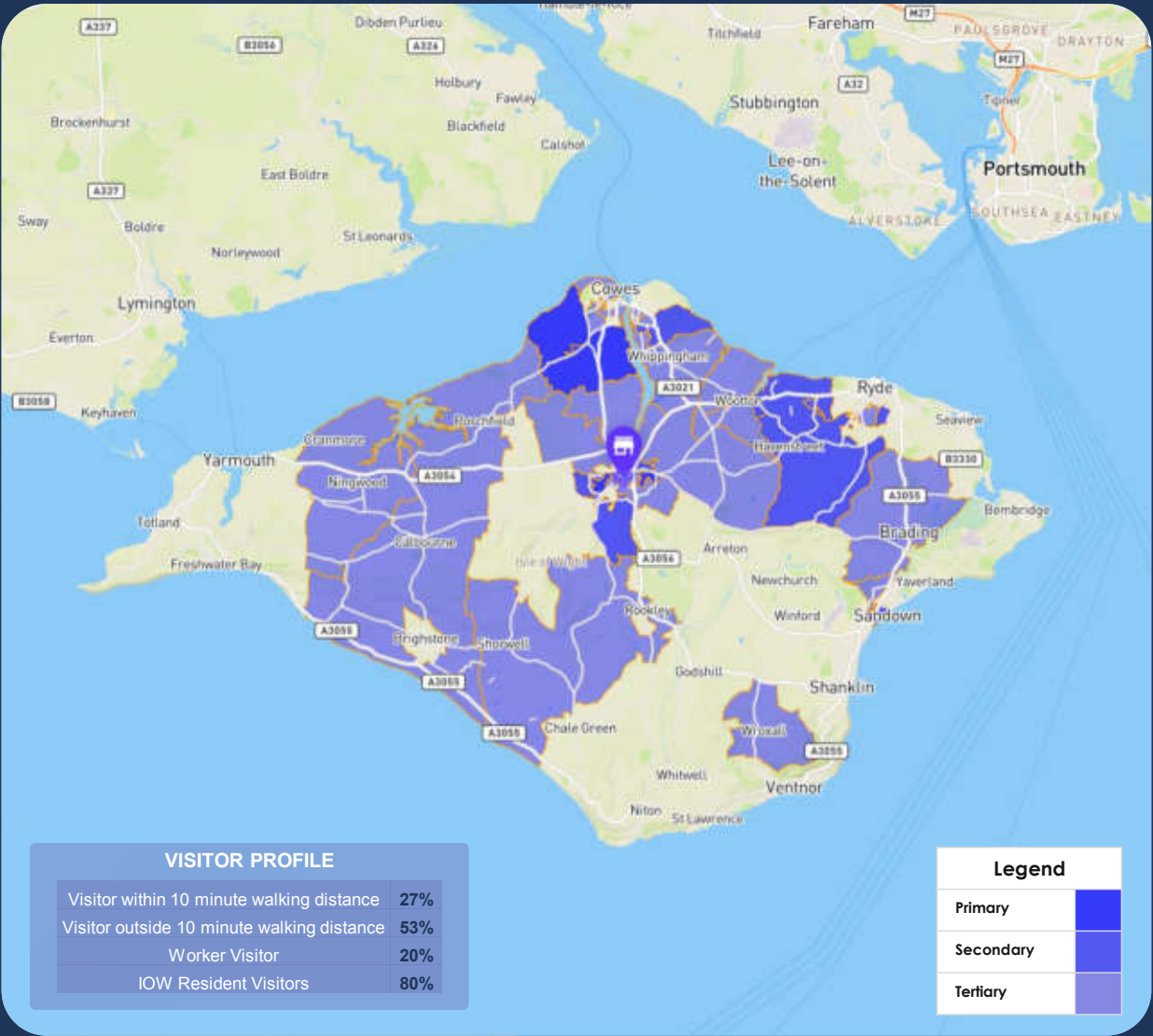
NEWPORT VISITOR CATCHMENT — DECEMBER 2020 & BENCHMARKING (DECEMBER 2019-20)



VISITOR CATCHMENT BY POST CODE JAN-DECEMBER 2020



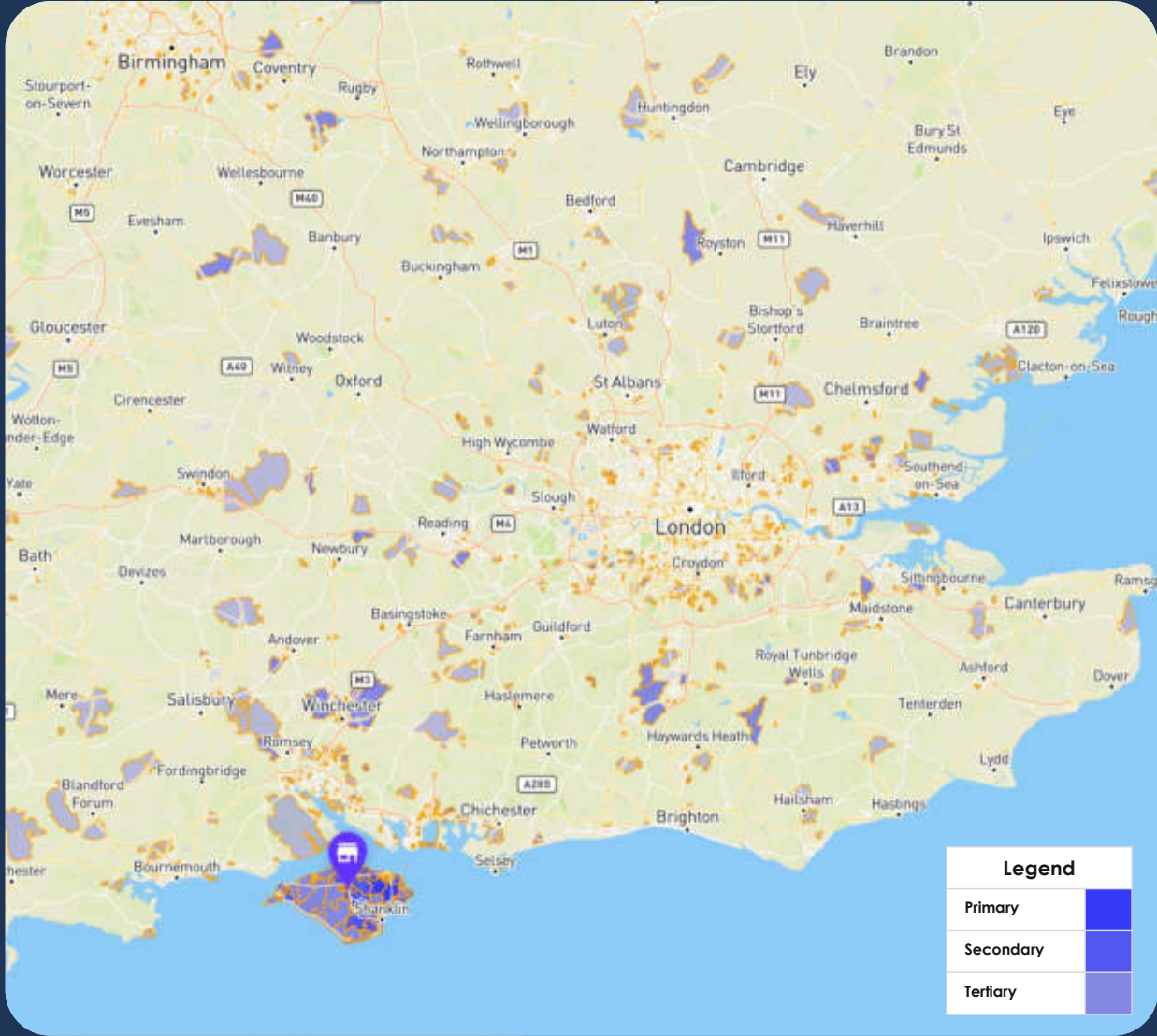
VISITOR CATCHMENT BY POST CODE IN DECEMBER 2020



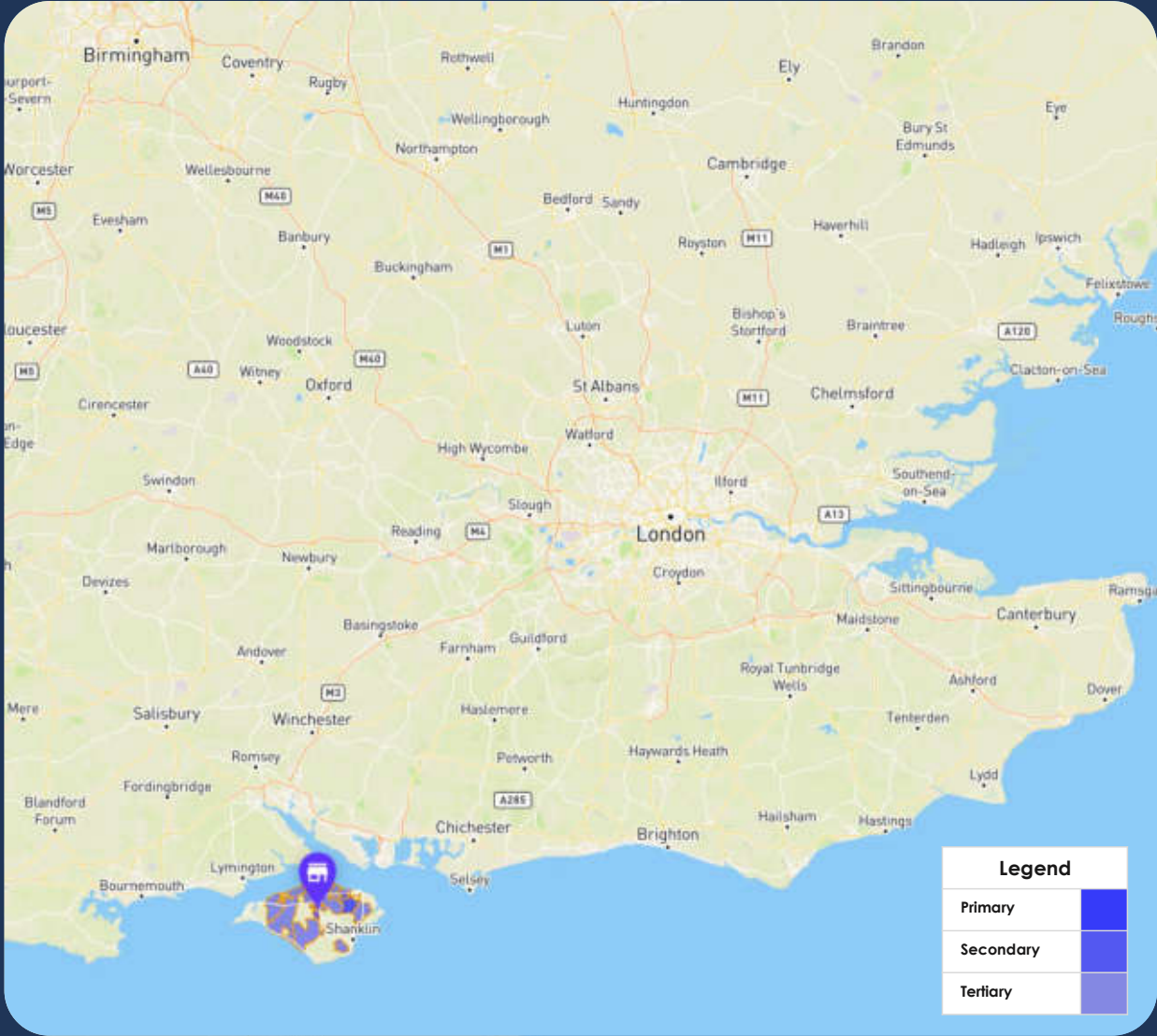
NEWPORT VISITOR CATCHMENT — DECEMBER 2020 & BENCHMARKING (DECEMBER 2019-20)



VISITOR CATCHMENT BY POST CODE JAN-DECEMBER 2020 – ZOOMED OUT

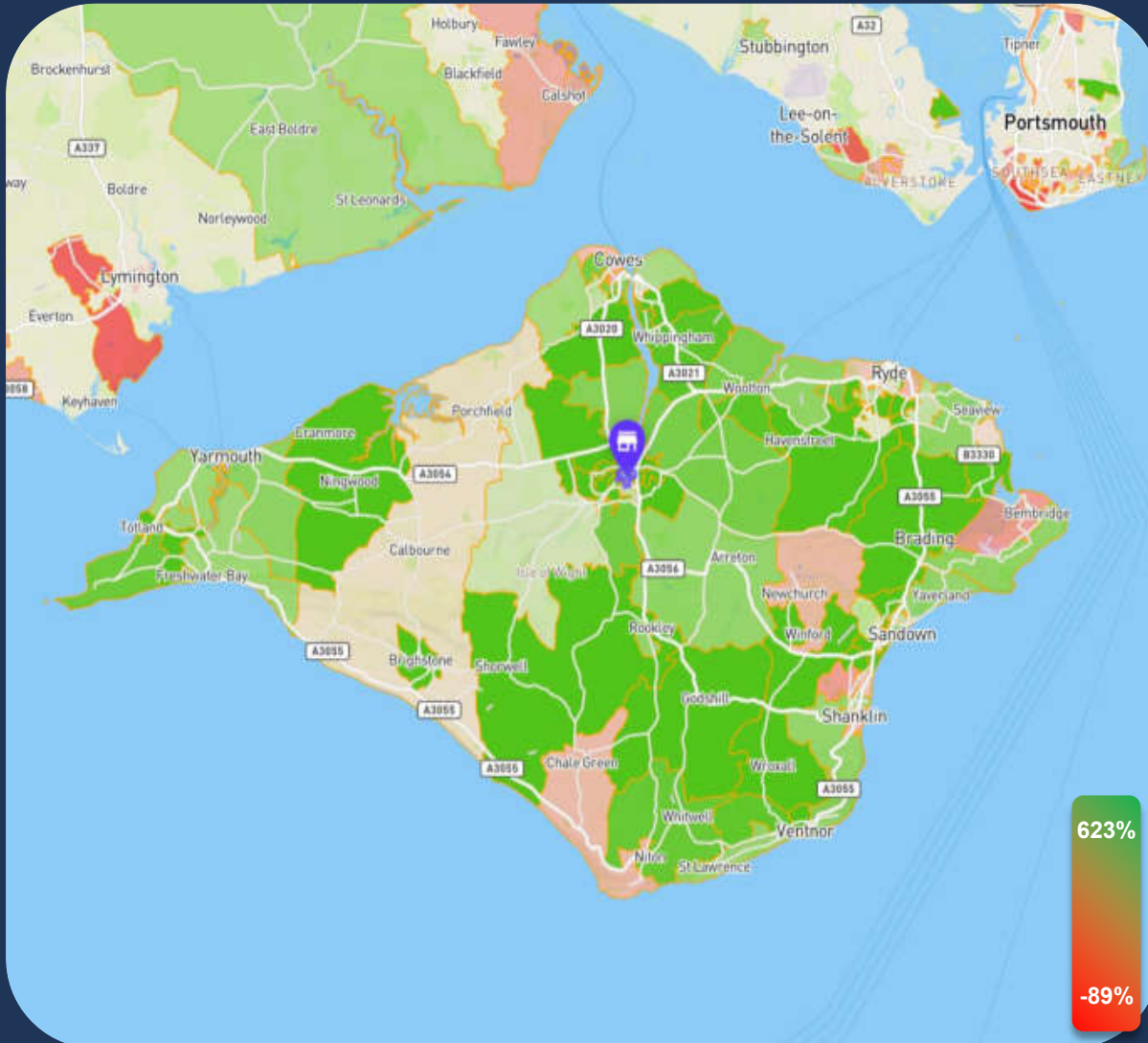


VISITOR CATCHMENT BY POST CODE IN DECEMBER 2020 - ZOOMED OUT

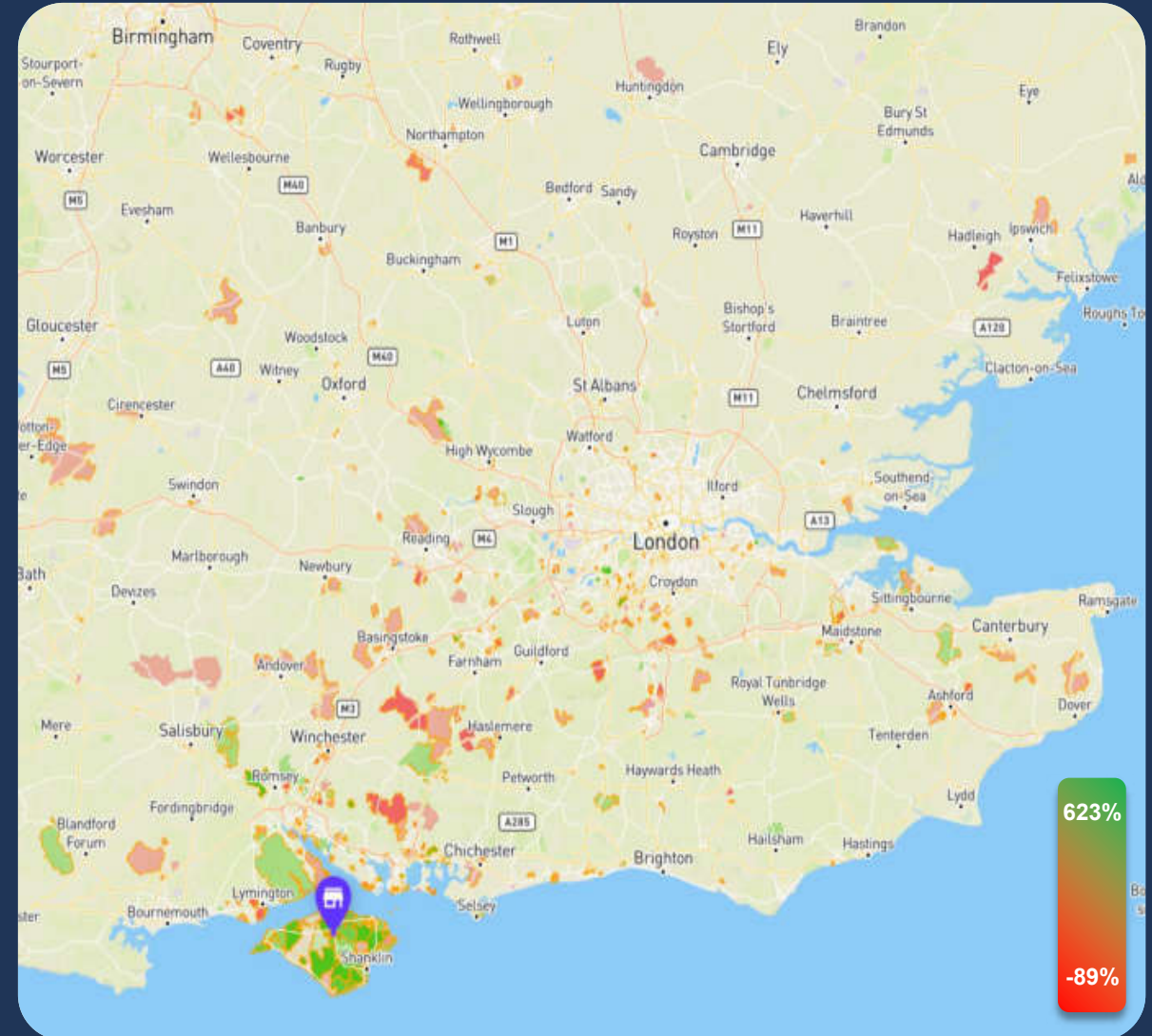


NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (DECEMBER 2019-20)

CHANGE IN VISITOR LEVELS DECEMBER 2019-20 vs DECEMBER 2018-19 —
ZOOMED IN



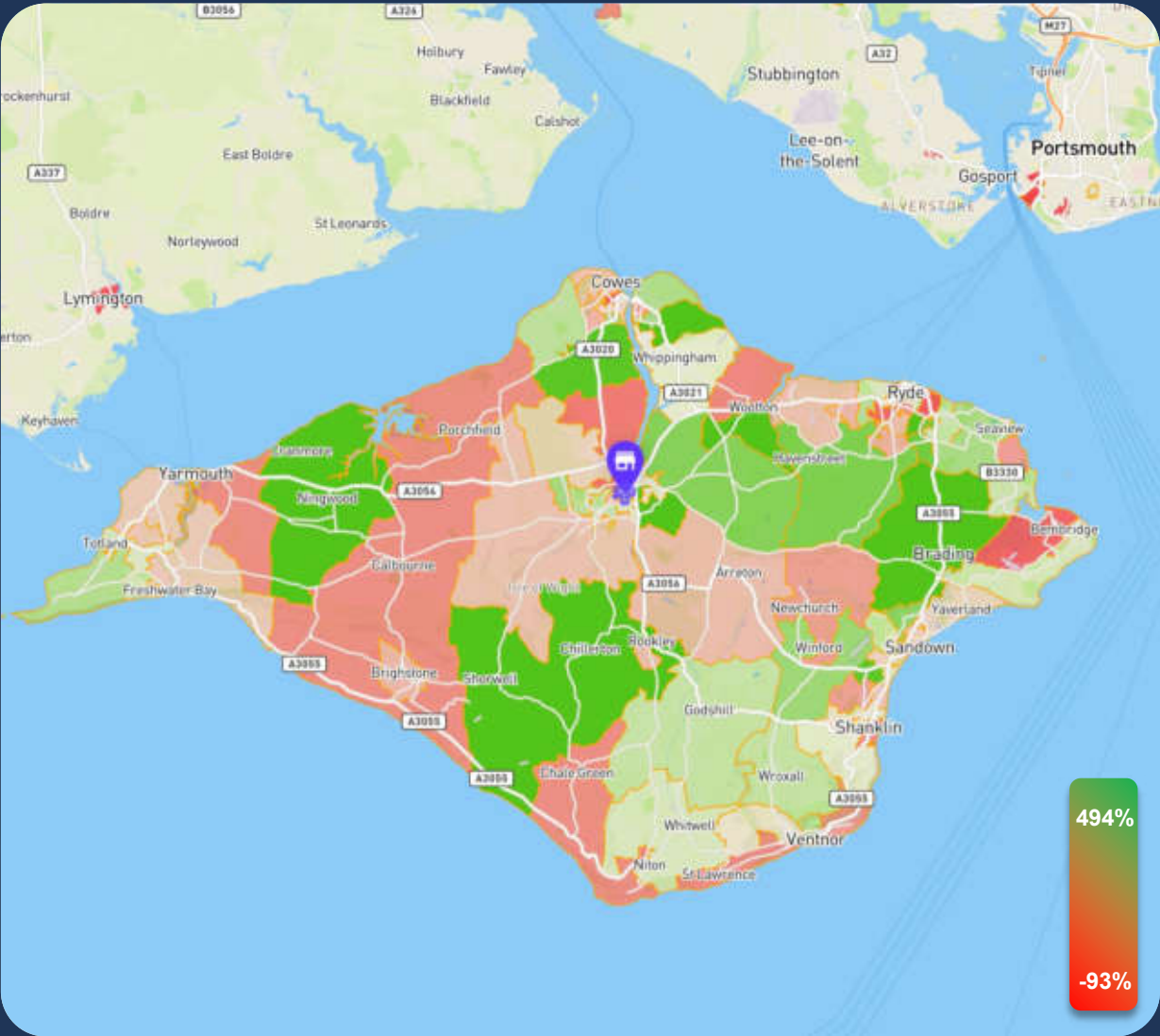
CHANGE IN VISITOR LEVELS DECEMBER 2019-20 vs DECEMBER 2018-19



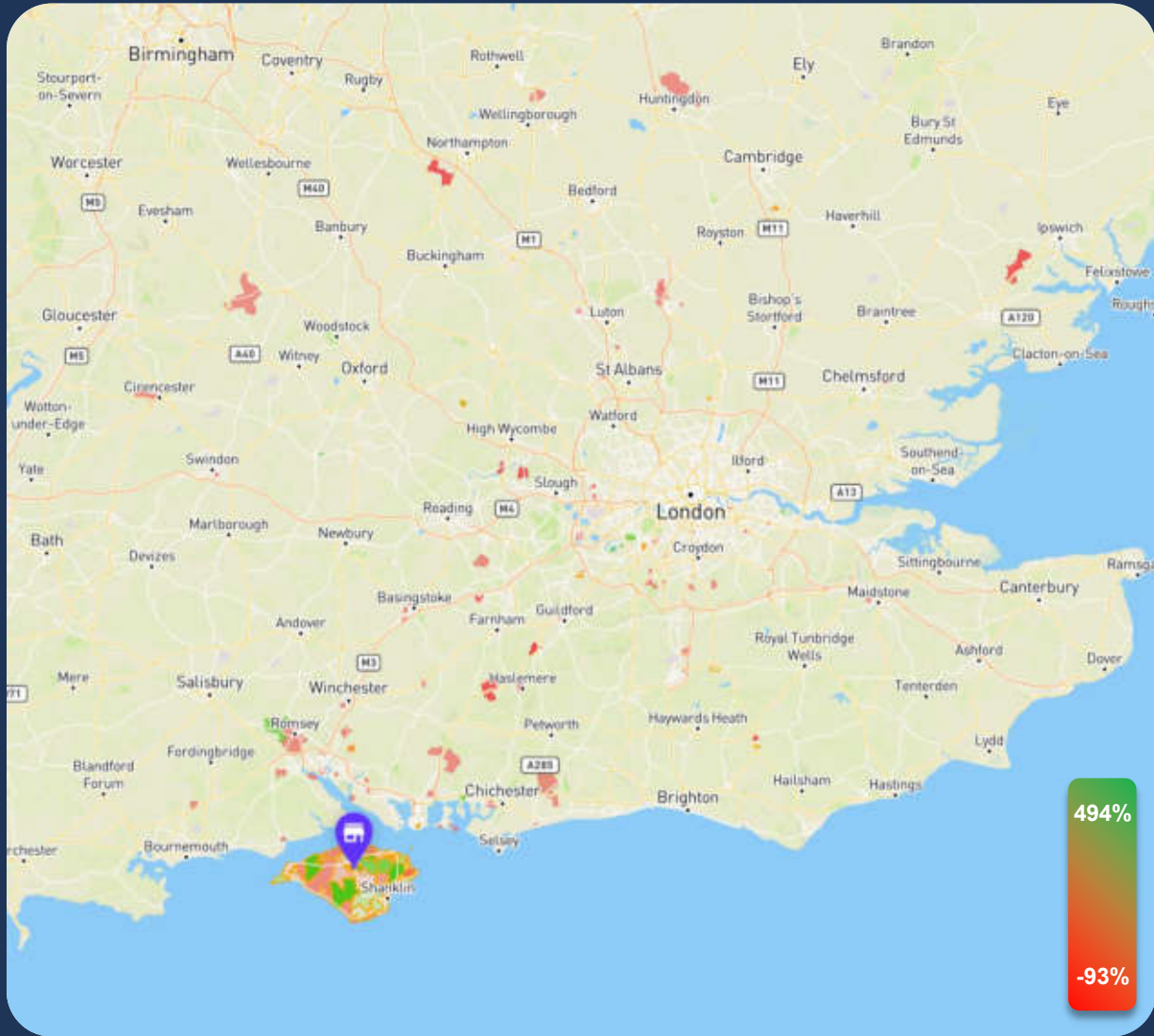
NEWPORT VISITOR CHANGE BY POSTCODE DECEMBER 2020 & BENCHMARKING



CHANGE IN VISITOR LEVELS DECEMBER 2020 vs DECEMBER 2019 – ZOOMED IN



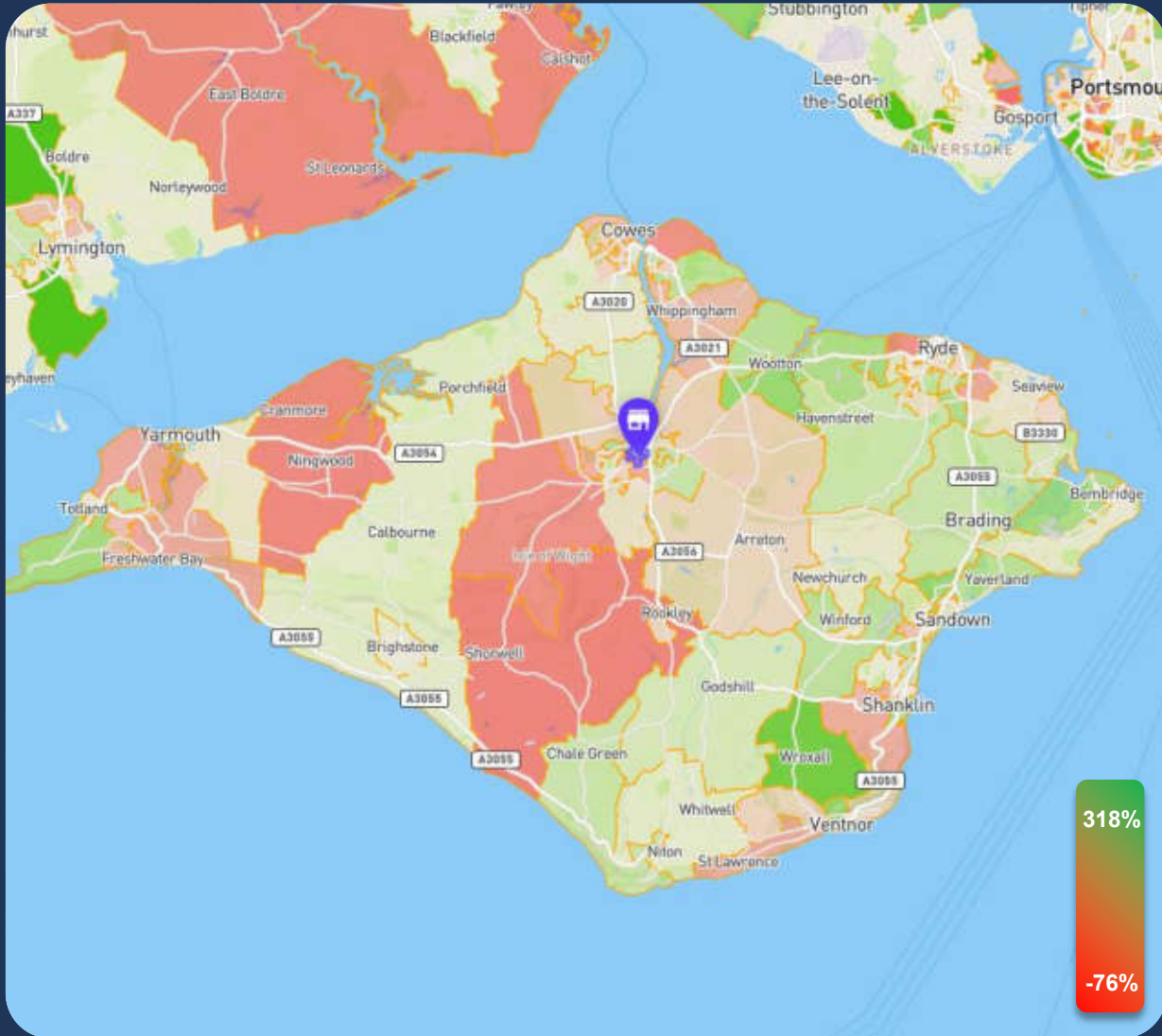
CHANGE IN VISITOR LEVELS DECEMBER 2020 vs DECEMBER 2019 – ZOOMED OUT



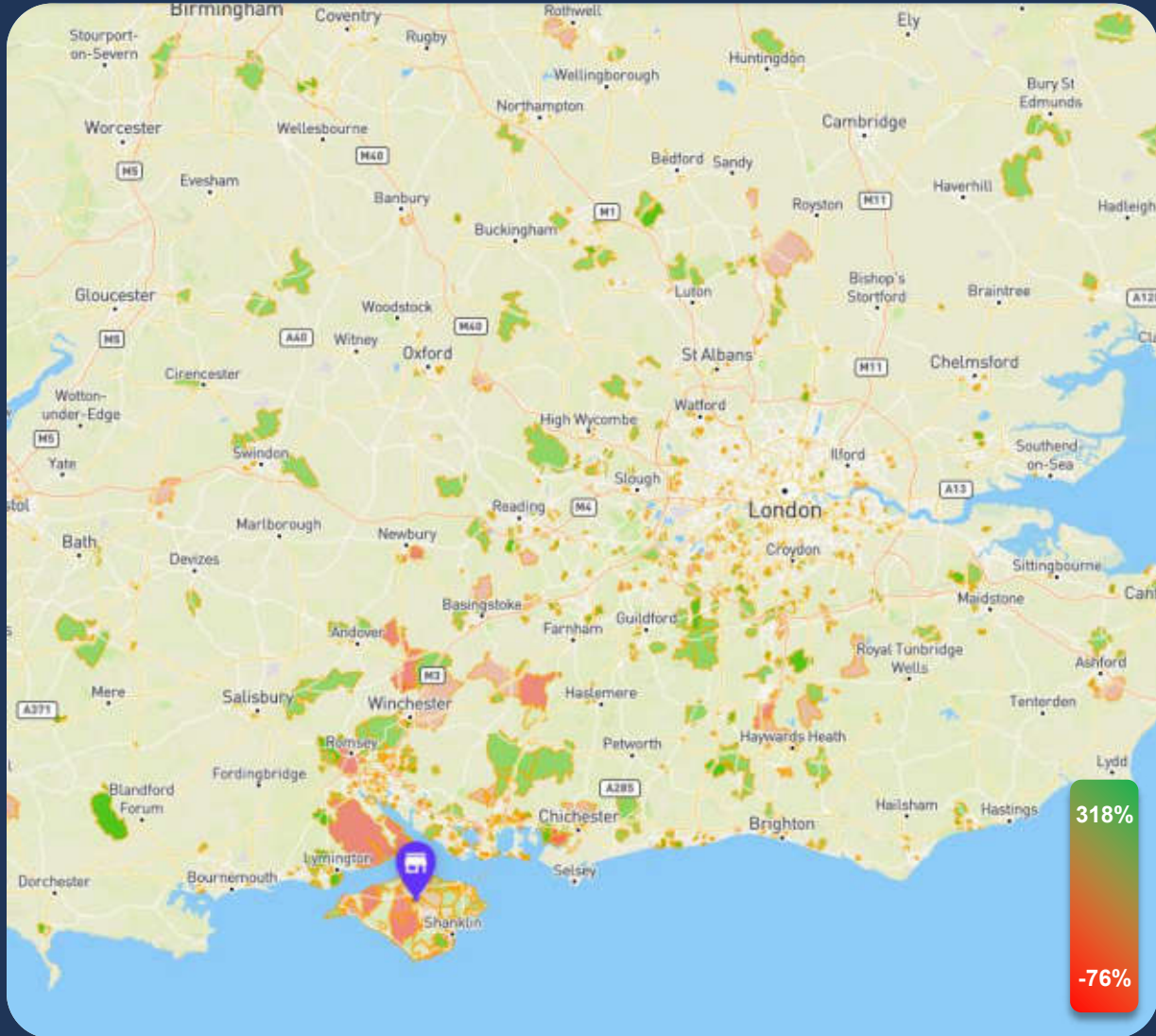
NEWPORT VISITOR CHANGE BY POSTCODE PRE-COVID BENCHMARKING



CHANGE IN VISITOR LEVELS FEB 2019-20 VS FEB 2018-19 (PRE-COVID) – ZOOMED IN



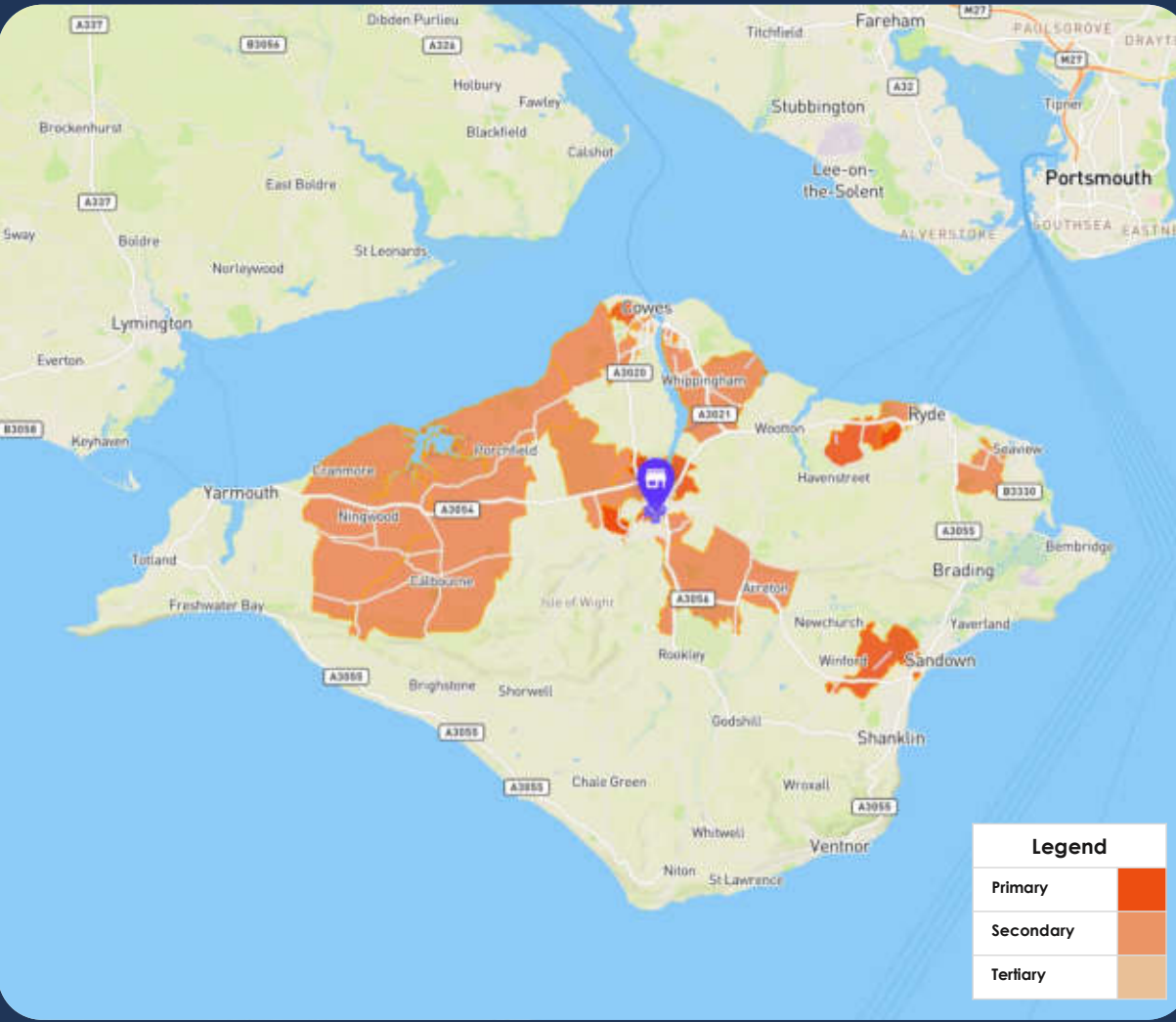
CHANGE IN VISITOR LEVELS FEB 2019-20 VS FEB 2018-19 (PRE-COVID) – ZOOMED OUT



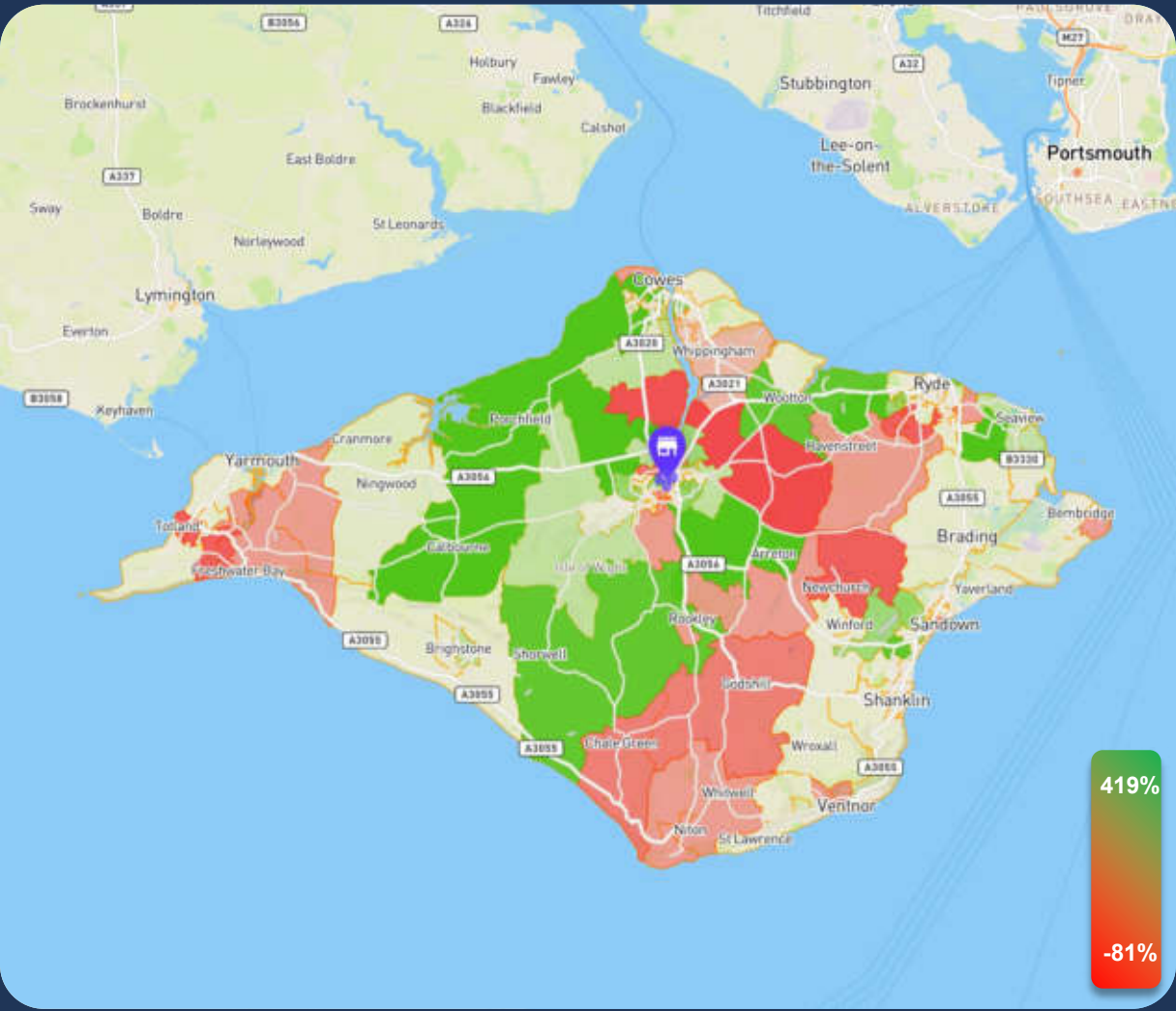
NEWPORT WORKER CATCHMENT CHANGE— DECEMBER 2020 & BENCHMARKING



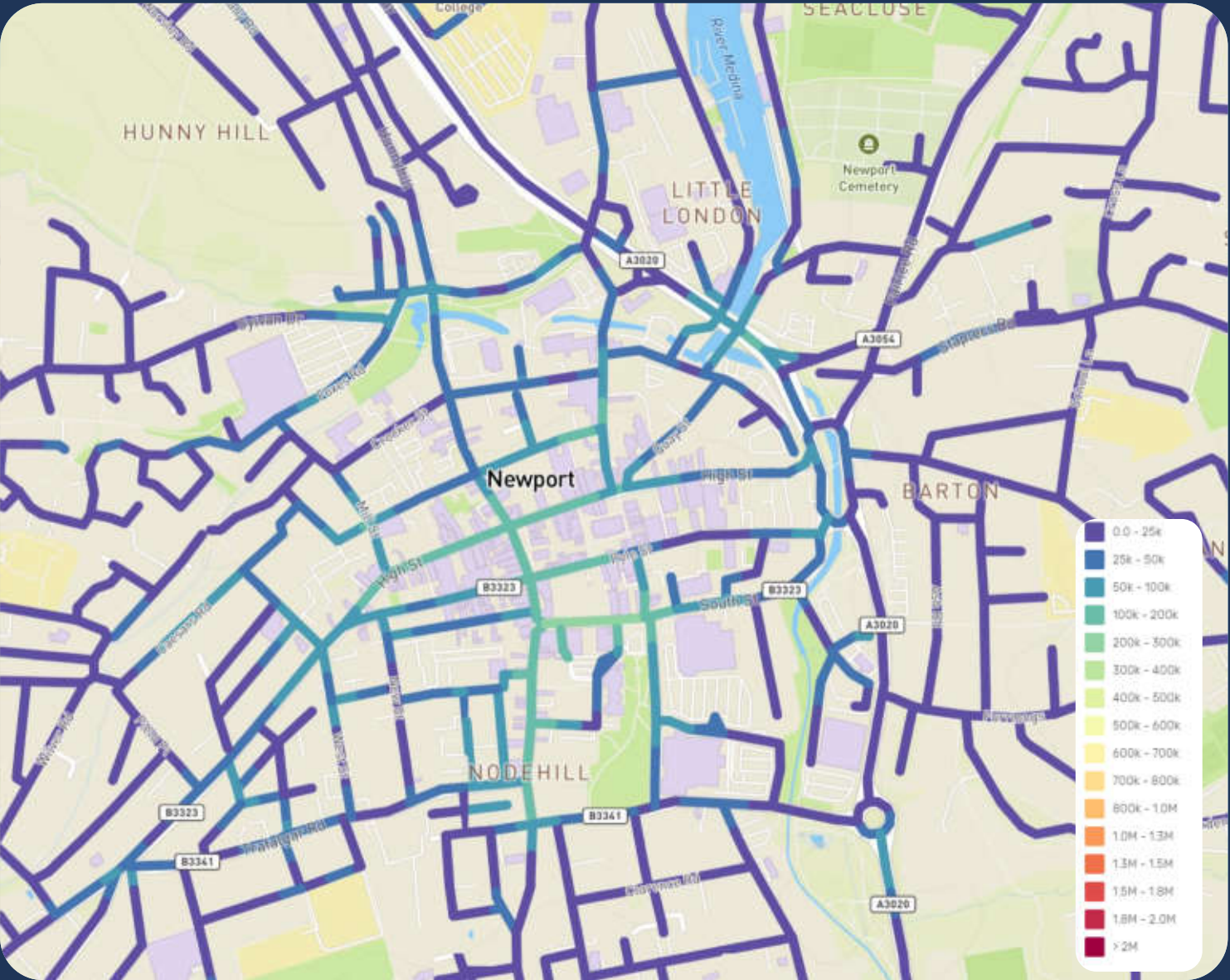
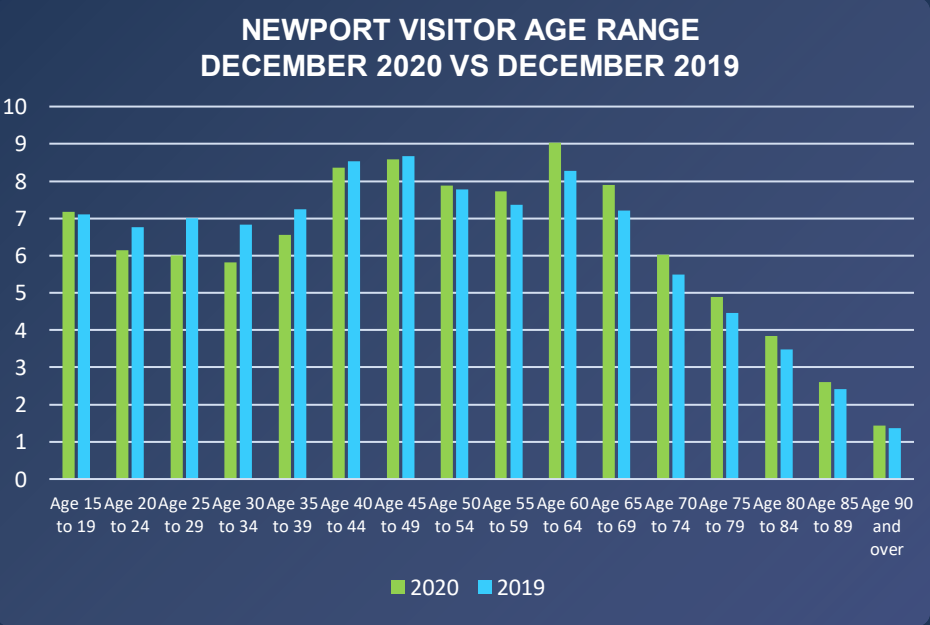
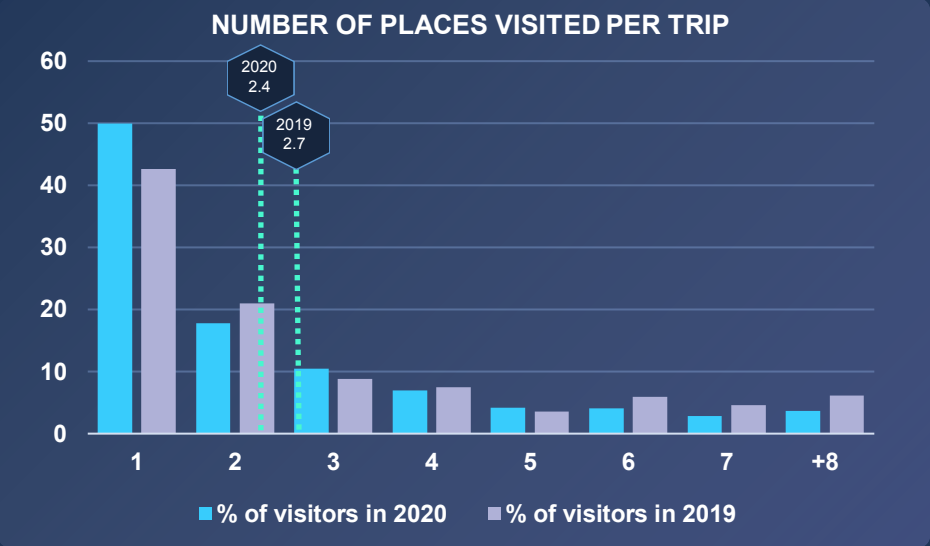
WORKER CATCHMENT BY POST CODE DECEMBER 2020



CHANGE IN WORKER CATCHMENT DECEMBER 2020 vs DECEMBER 2019



NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (DECEMBER 2019-20)



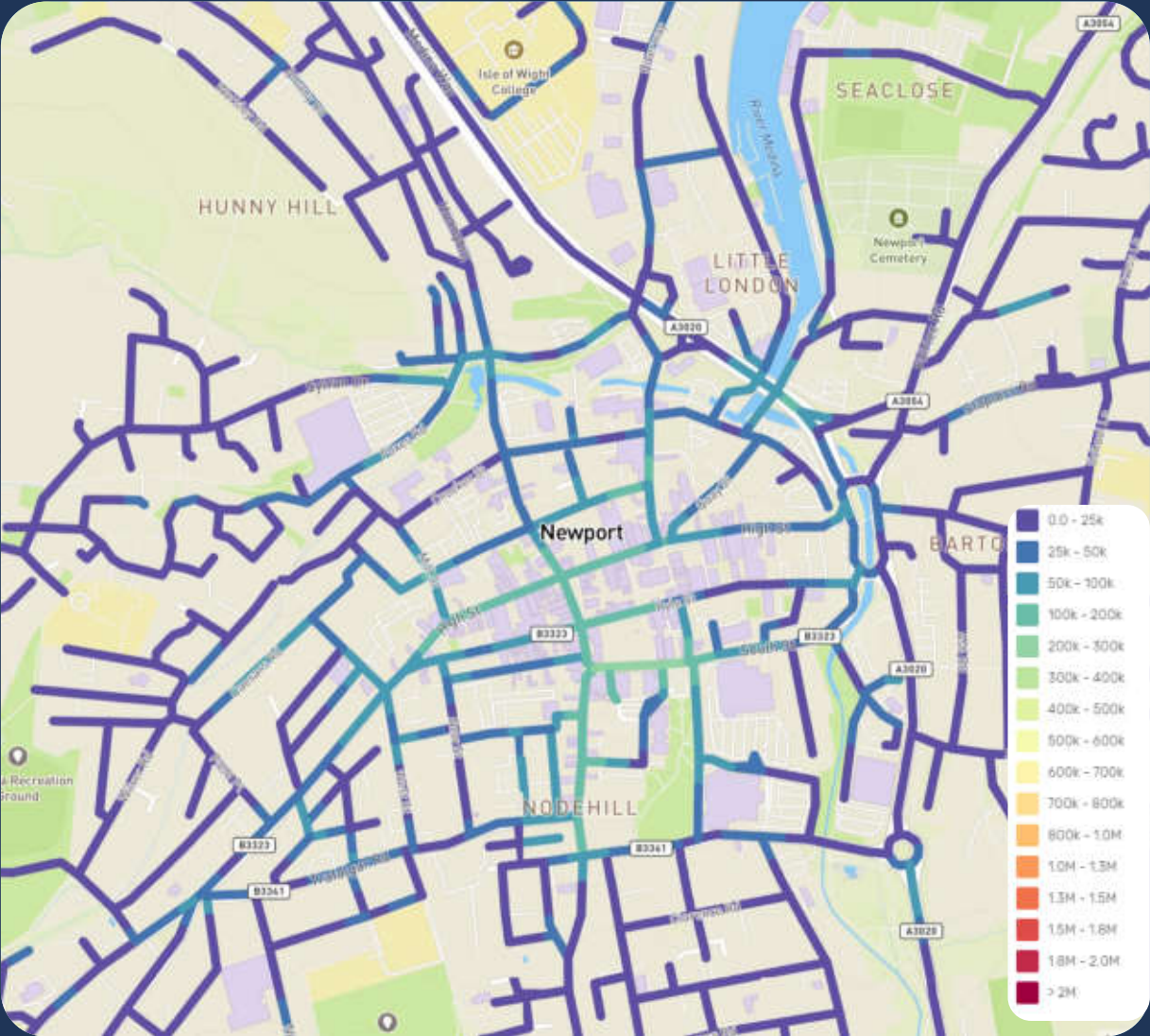
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2020

KEY: PEDESTRIAN NUMBERS DECEMBER 2020

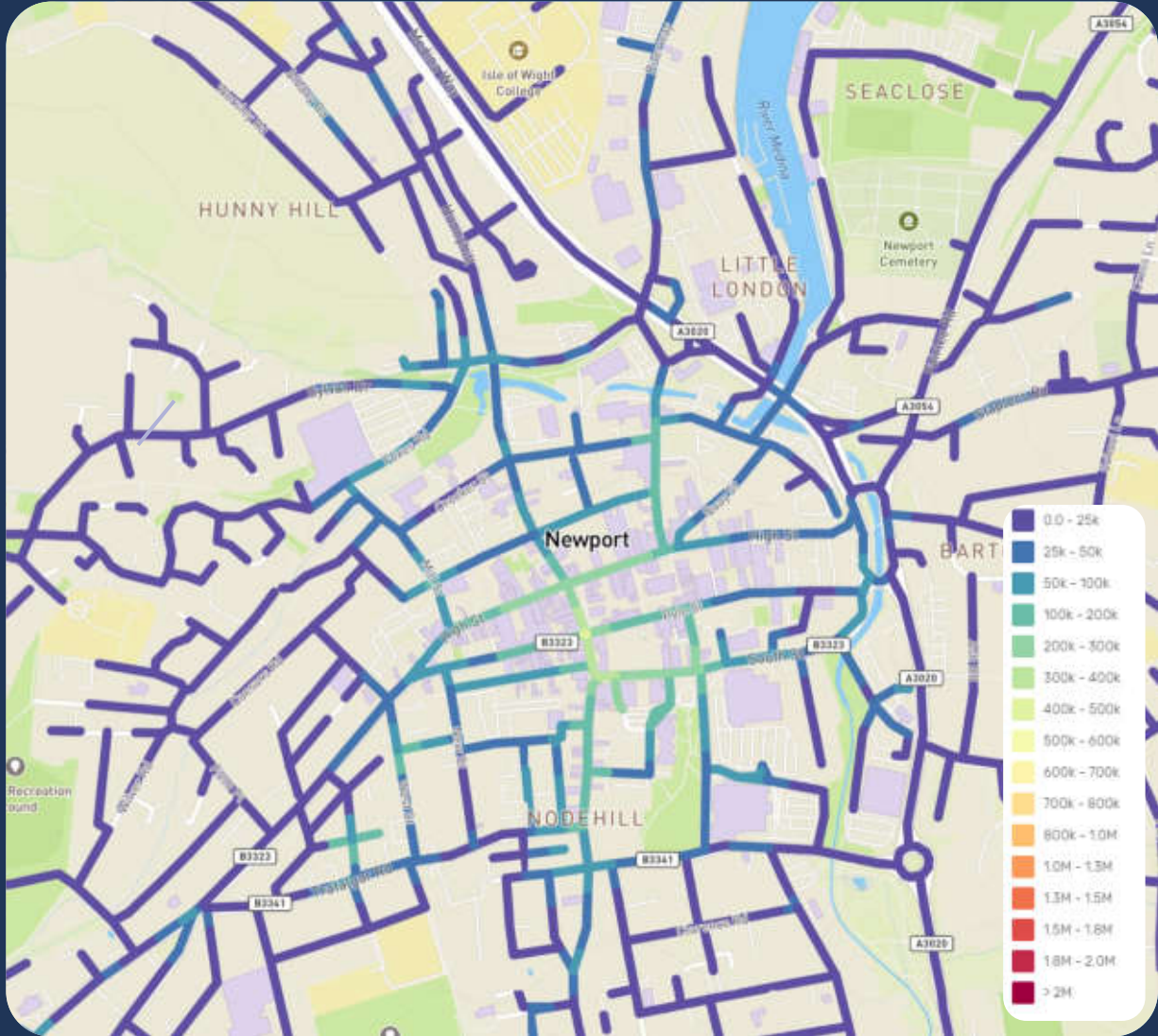
NEWPORT PEDESTRIAN VISITOR BEHAVIOURS DECEMBER 2020 & BENCHMARKING



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2020



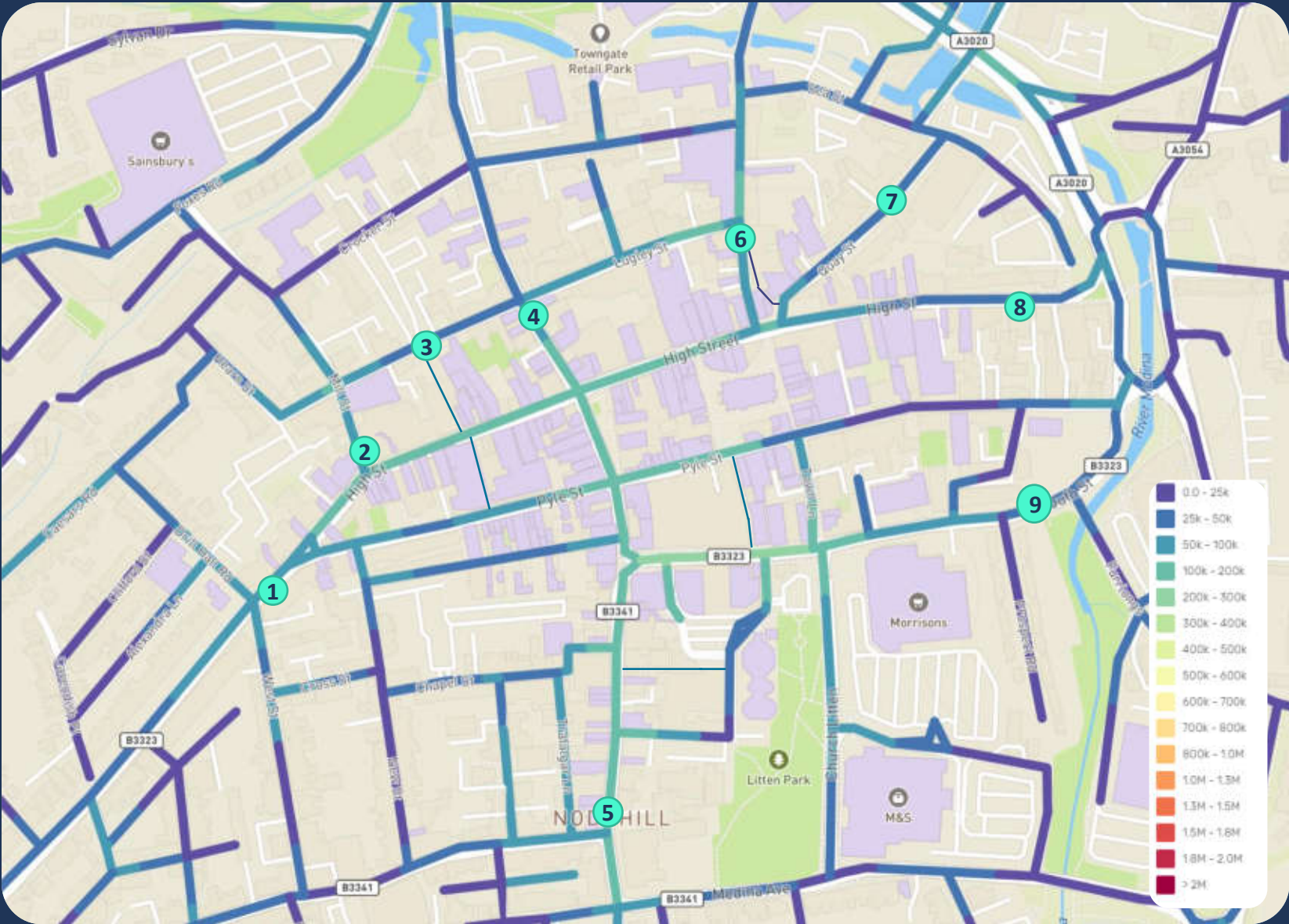
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2019



NEWPORT KEY LOCATION FOOTFALL — (DECEMBER 2020 VS DECEMBER 2019)



CENTRE FOOTFALL DATA DECEMBER 2020 VS DECEMBER 2019 – ENTRY POINTS

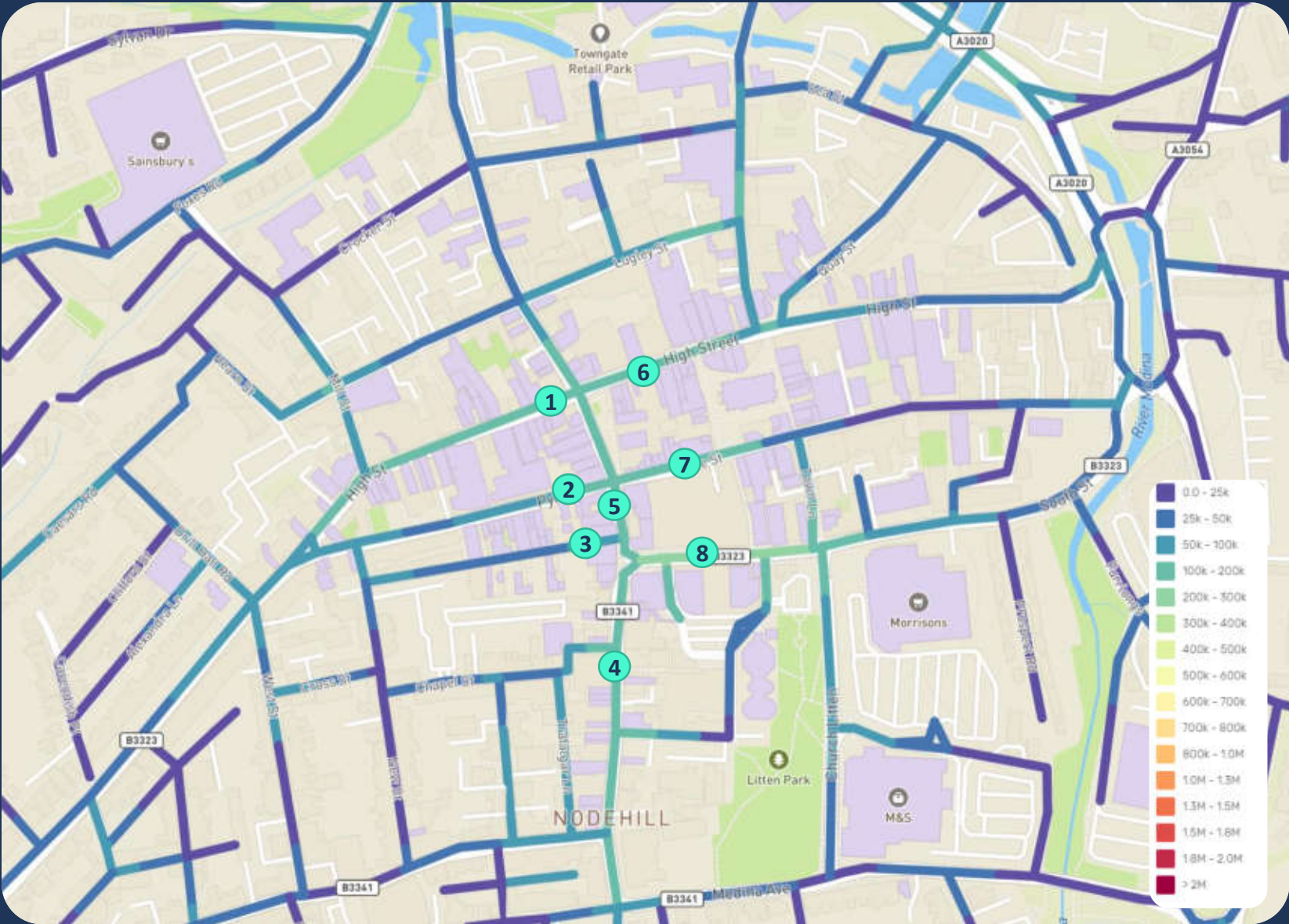


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2020

NEWPORT KEY LOCATION FOOTFALL — (DECEMBER 2020 VS DECEMBER 2019)



CENTRE FOOTFALL DATA DECEMBER 2020 VS DECEMBER 2019 – COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2020

TOWN CENTRE KEY LOCATIONS - DECEMBER 2020 & BENCHMARKING (DECEMBER 2019-20)



ST THOMAS SQUARE

TOTAL VISITS

68,603

VISITS DECEMBER 20

-33%
VS
DECEMBER
2019



AVERAGE DWELL

TIME

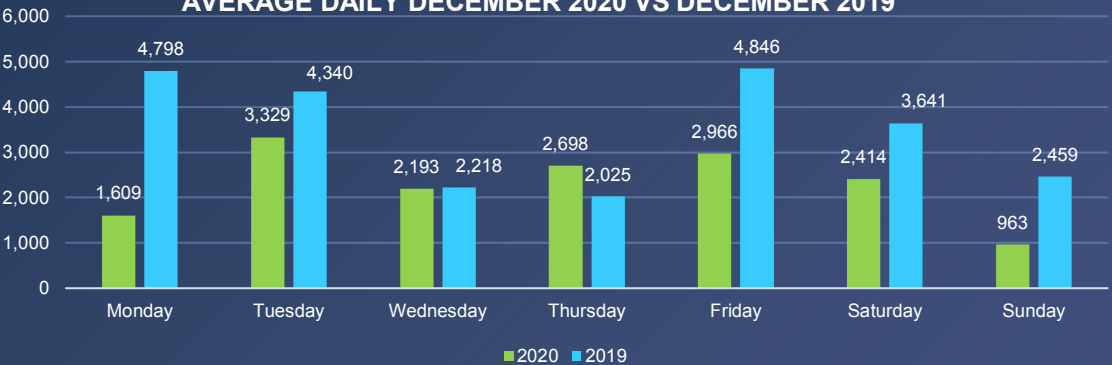
40 MINS

AVERAGE TIME SPENT
DECEMBER 20

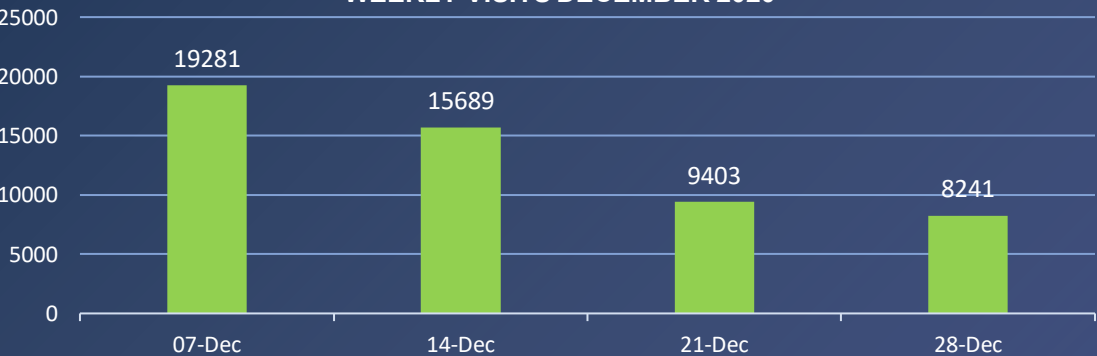
72 MINS
VS
DECEMBER
2019



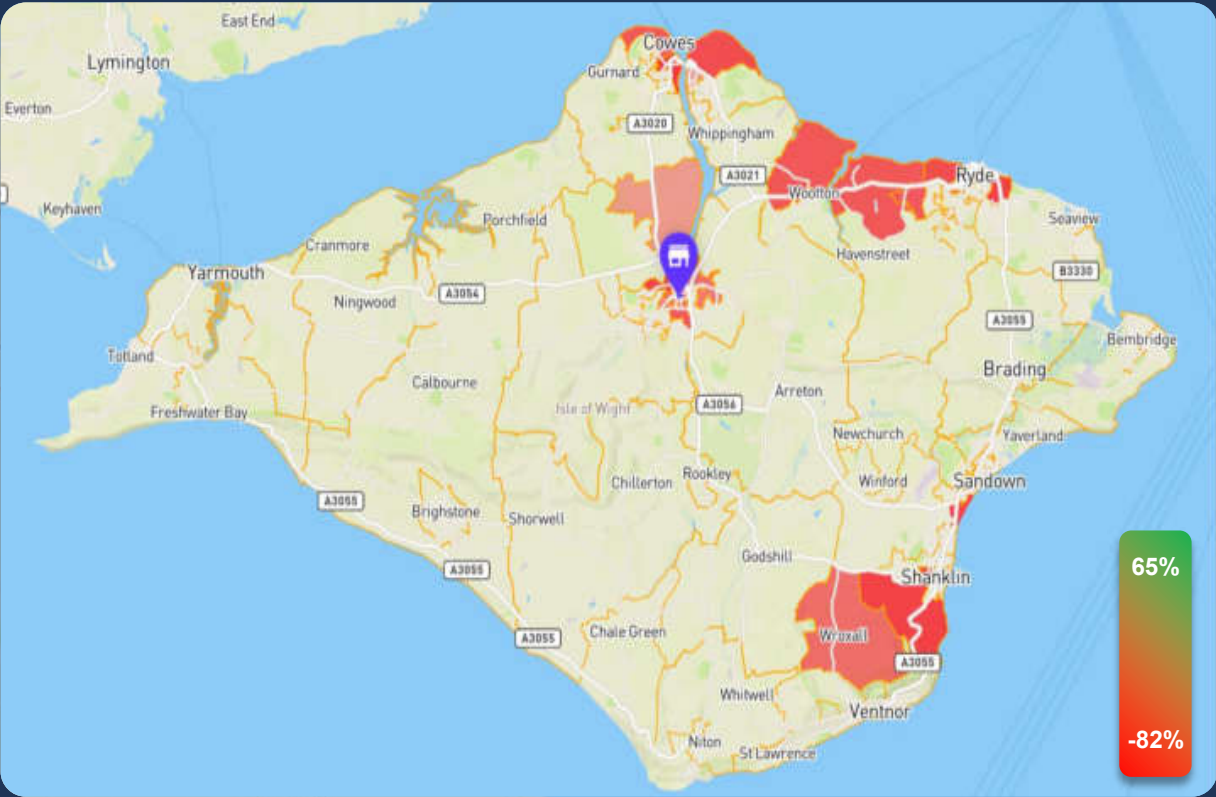
AVERAGE DAILY DECEMBER 2020 VS DECEMBER 2019



WEEKLY VISITS DECEMBER 2020



CHANGE IN VISITOR LEVELS DECEMBER 2020 vs DECEMBER 2019



TOWN CENTRE KEY LOCATIONS - DECEMBER 2020 & BENCHMARKING (DECEMBER 2019-20)



ST JAMES SQUARE

TOTAL VISITS

92,109

VISITS DECEMBER 20

-46%
VS
DECEMBER
2019



AVERAGE DWELL

TIME

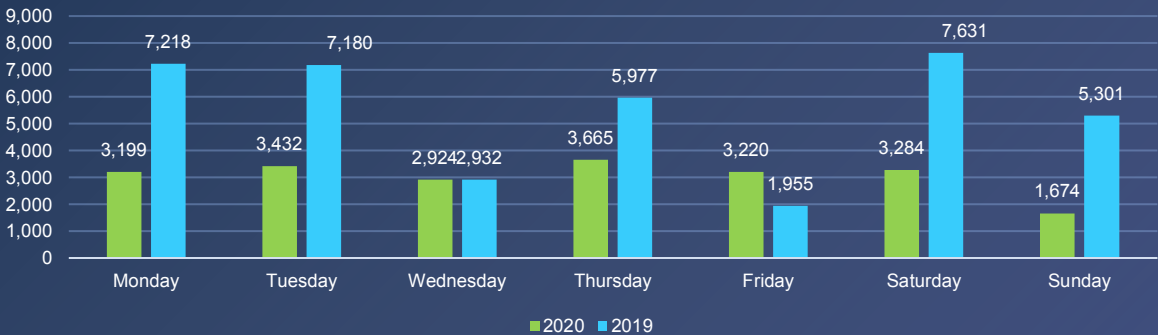
30 MINS

AVERAGE TIME SPENT
DECEMBER 20

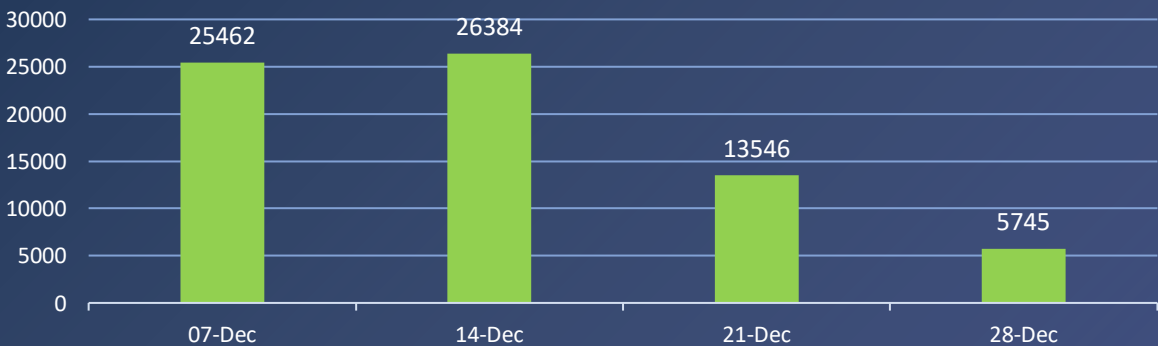
29 MINS
VS
DECEMBER
2019



AVERAGE DAILY DECEMBER 2020 VS DECEMBER 2019



WEEKLY VISITS DECEMBER 2020



CHANGE IN VISITOR LEVELS DECEMBER 2020 vs DECEMBER 2019

