

VISITOR INSIGHT REPORT

Newport, Isle of Wight

November 2019 - 2020

Produced for Ryde and Newport Heritage Action Zones

www.iwhaz.uk

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VISITOR | INSIGHTS

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



TOTAL VISITS



741,232

VISITS TO THE HIGH STREET

-29%
Y/O/Y CHANGE
* This compares to an average national benchmark of -58.7%



-25%
M/O/M CHANGE



AVERAGE DWELL TIME



147 MINS

AVERAGE TIME SPENT IN THE HIGH STREET

13%
Y/O/Y CHANGE



19%
M/O/M CHANGE



PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

2.7
PLACES VISITED



2.0
PLACES VISITED



POPULAR VISIT DAY



MONDAY

35k AVERAGE VISITS ON FRIDAY IN NOVEMBER



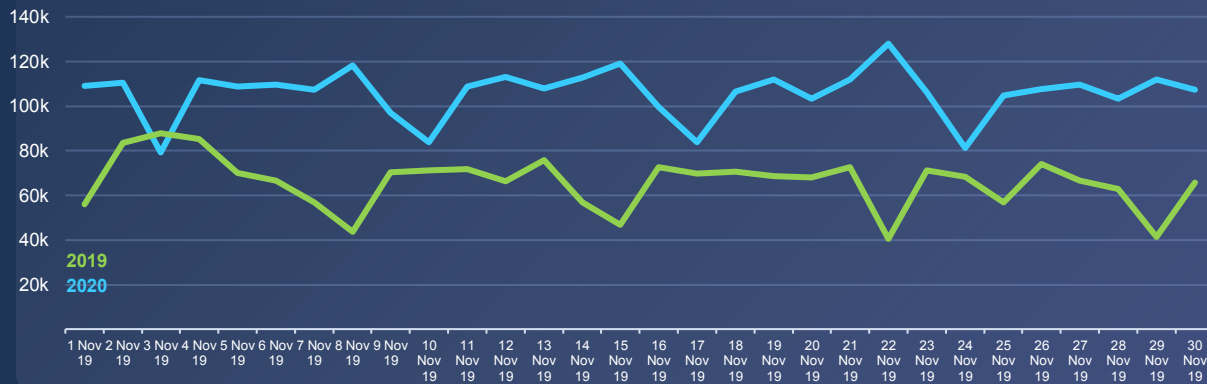
FRIDAY



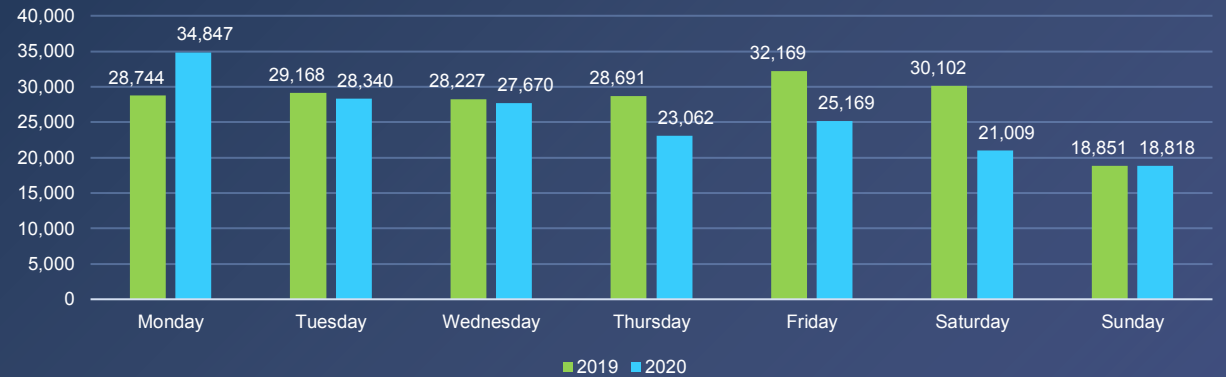
FRIDAY



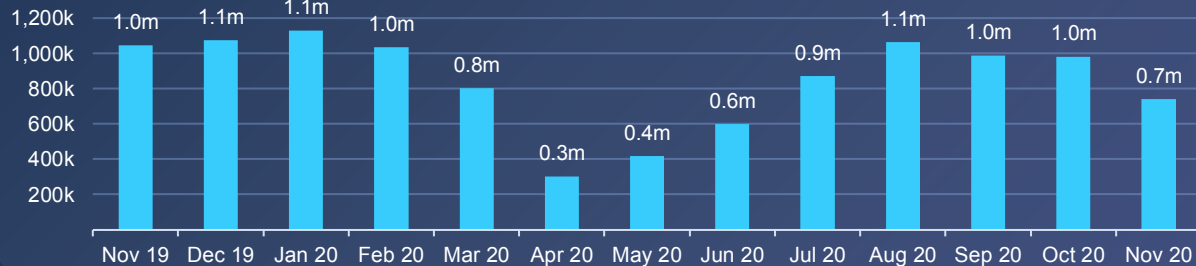
DAILY VISITS NOVEMBER 2020 VS NOVEMBER 2019



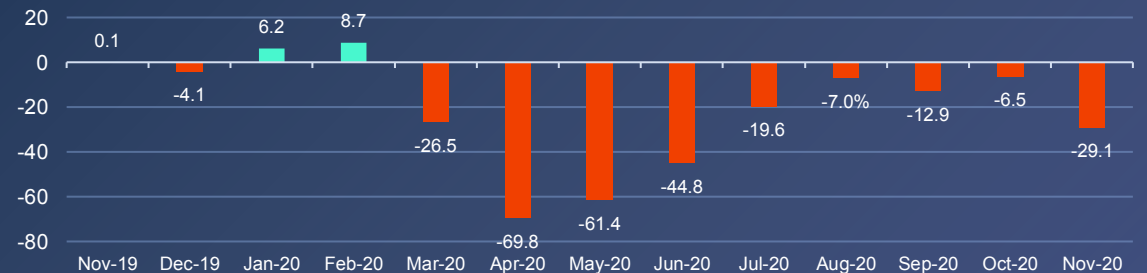
AVERAGE DAILY VISITOR LEVELS IN NOVEMBER 2020



TOTAL VISITS BY MONTH



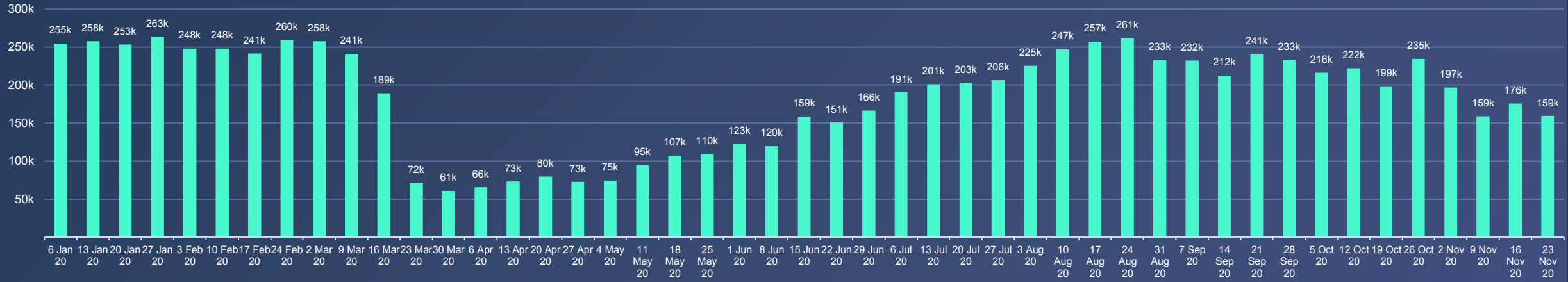
TOTAL VISIT CHANGE BY MONTH (%)



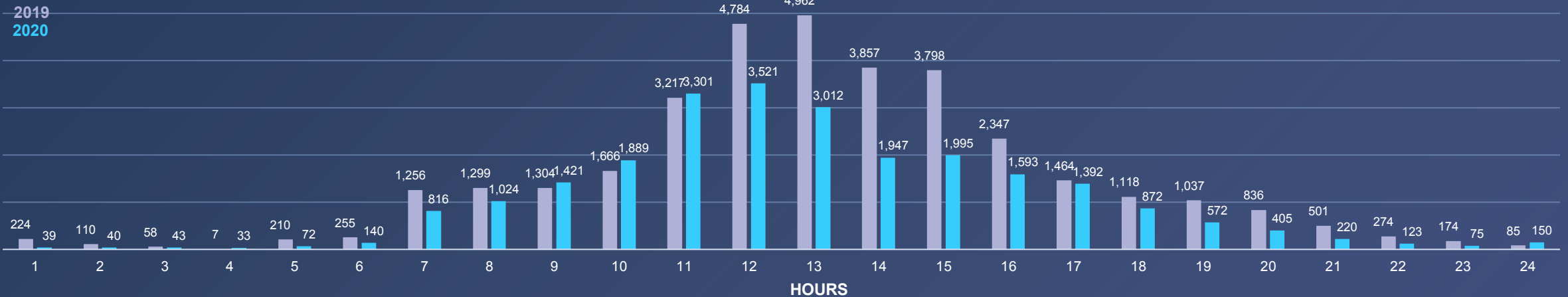
NEWPORT TOWN CENTRE— NOVEMBER 2020 SUMMARY & BENCHMARKING (NOVEMBER 2019-20)



WEEKLY FOOTFALL



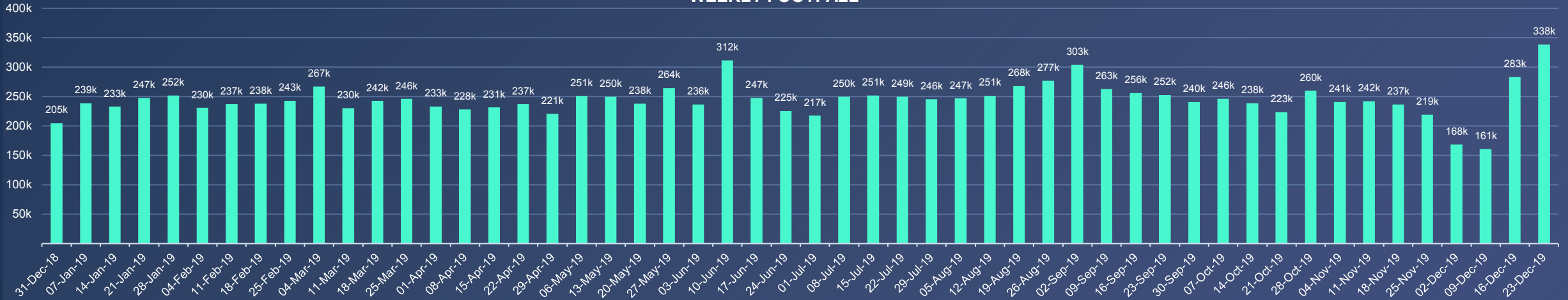
AVERAGE VISITS BY HOUR



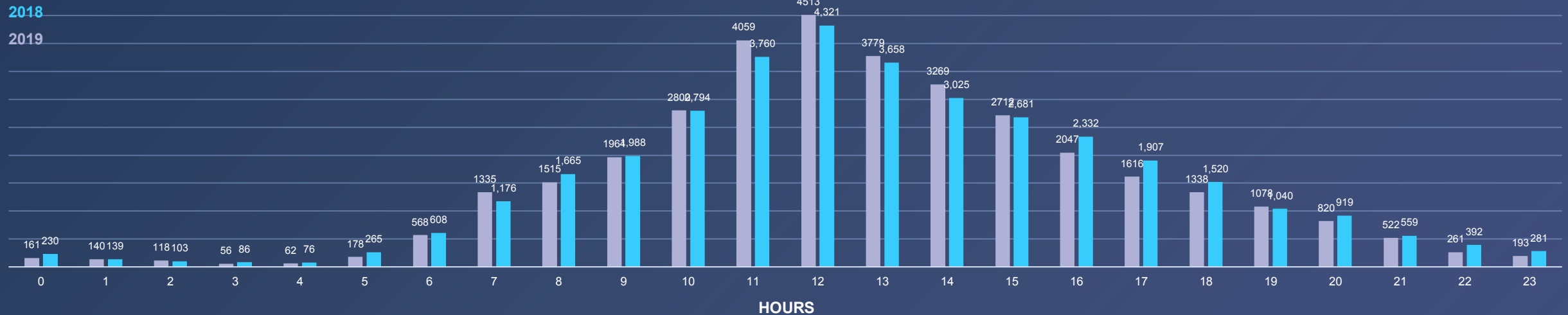
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



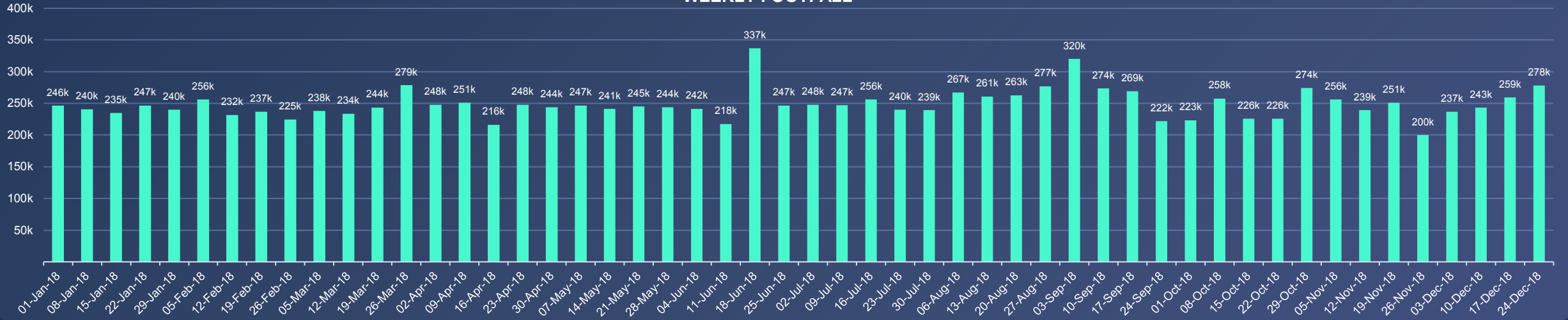
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



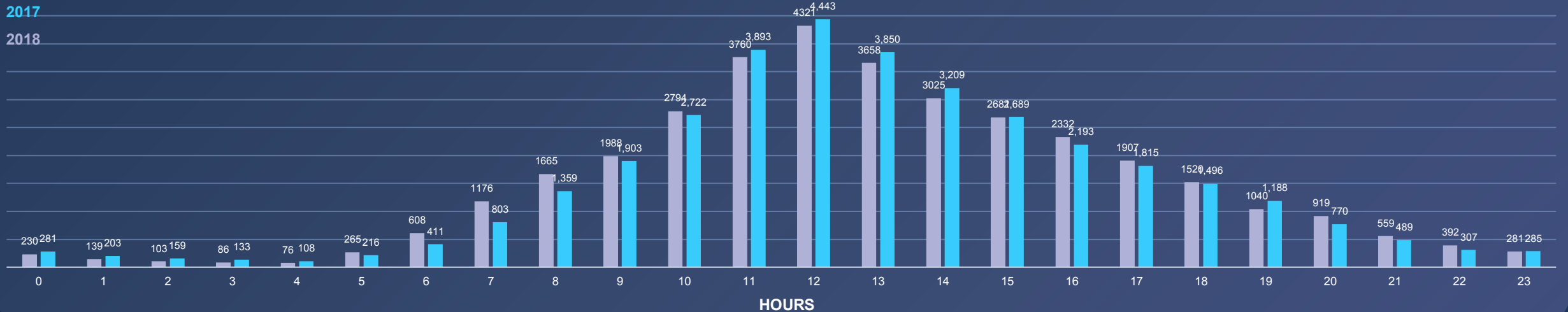
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



11,057,470

VISITS TO THE HIGH STREET
NOVEMBER 19- NOVEMBER 20

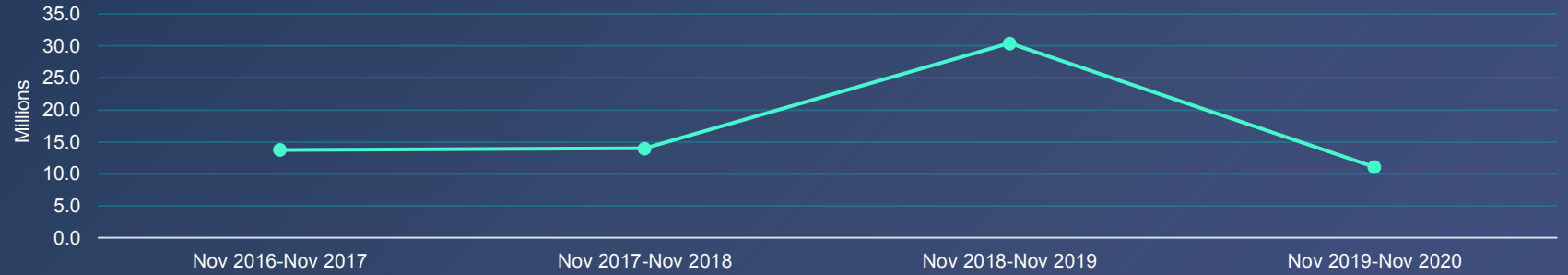


-20%

4 YEAR CHANGE



VISITS



AVERAGE DWELL TIME



128 MINS

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

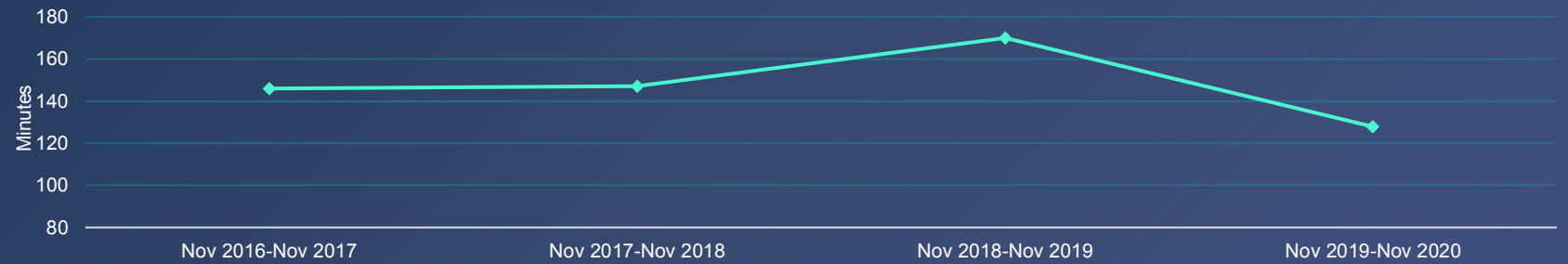


-12%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.5

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

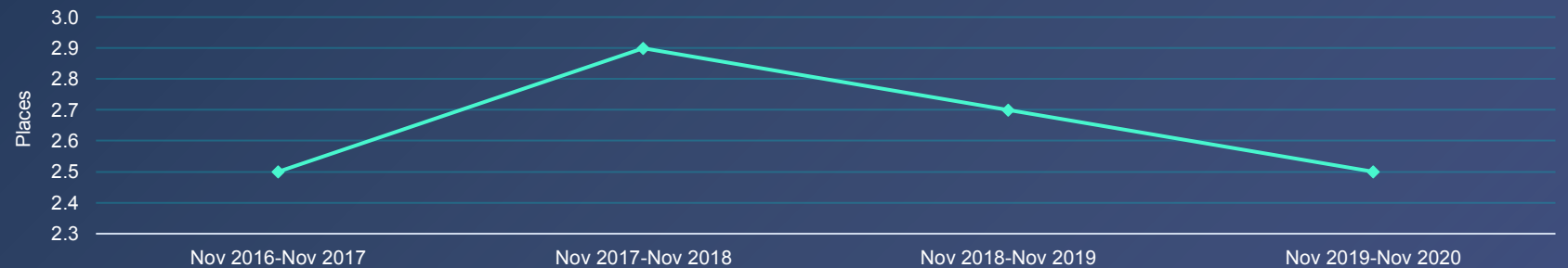


0%

4 YEAR CHANGE

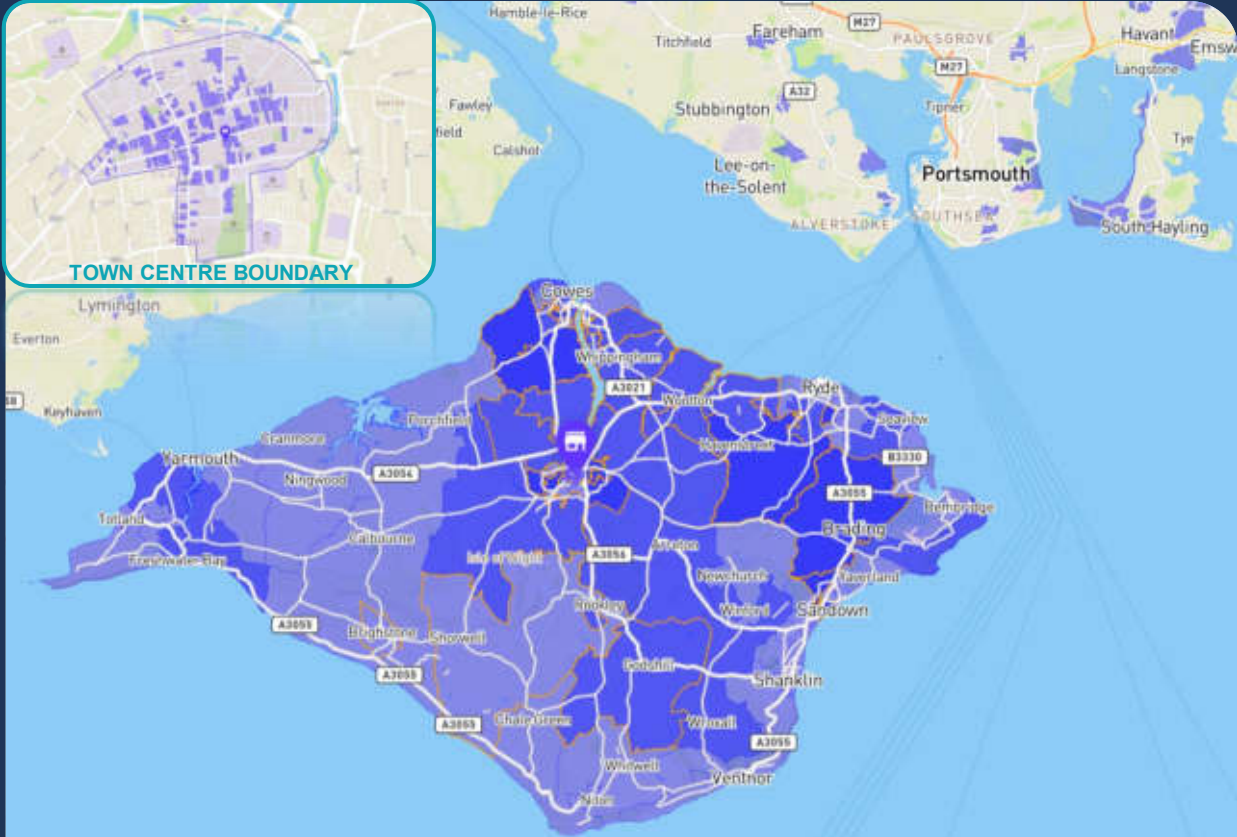


PLACES VISITED



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

VISITOR CATCHMENT BY POST CODE JAN-NOVEMBER 2020



TOWN CENTRE BOUNDARY

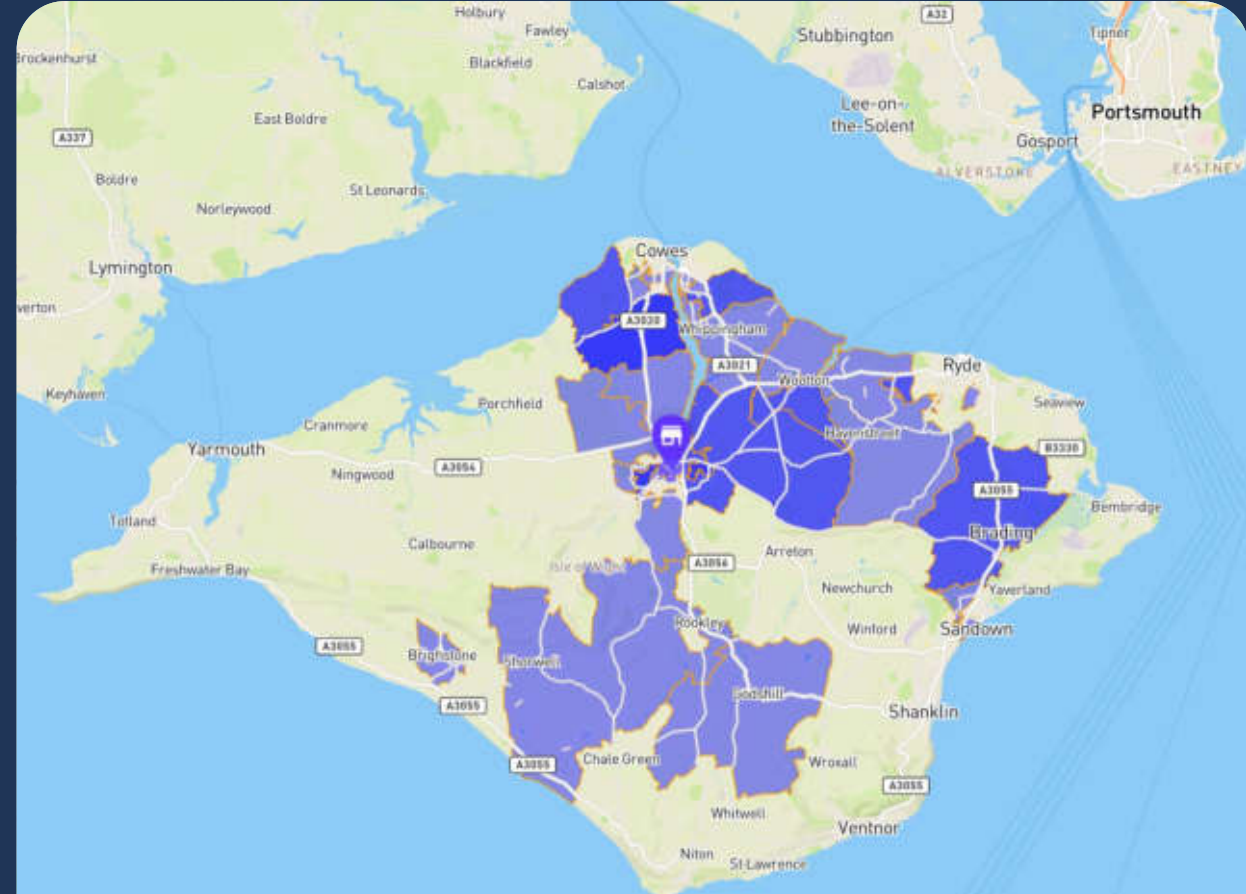
VISITOR PROFILE

Visitor within 10 minute walking distance	29%
Visitor outside 10 minute walking distance	52%
Worker Visitor	19%
IOW Resident Visitors	71%

Legend

Primary	
Secondary	
Tertiary	

VISITOR CATCHMENT BY POST CODE IN NOVEMBER 2020



VISITOR PROFILE

Visitor within 10 minute walking distance	26%
Visitor outside 10 minute walking distance	57%
Worker Visitor	17%
IOW Resident Visitors	77%

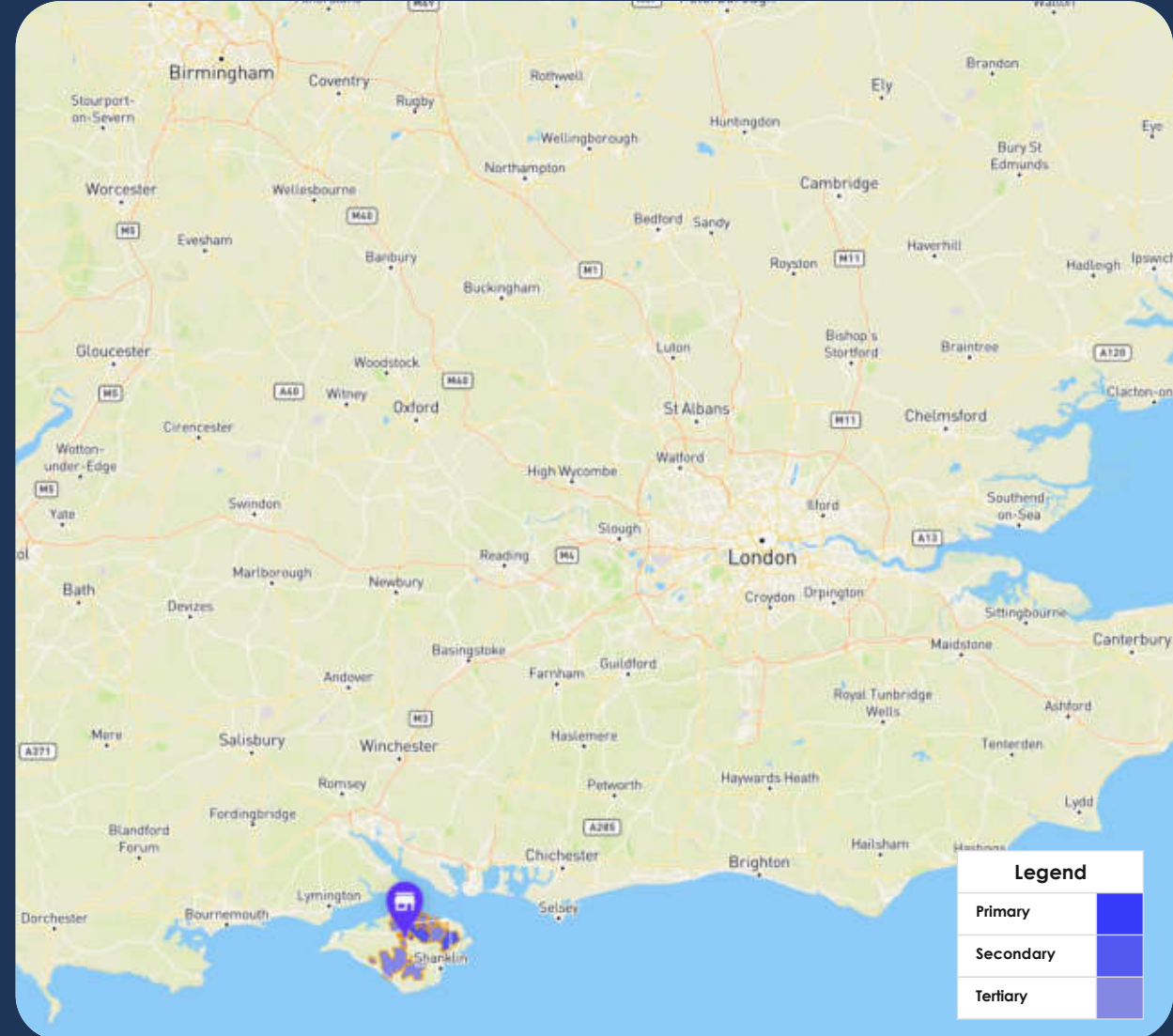
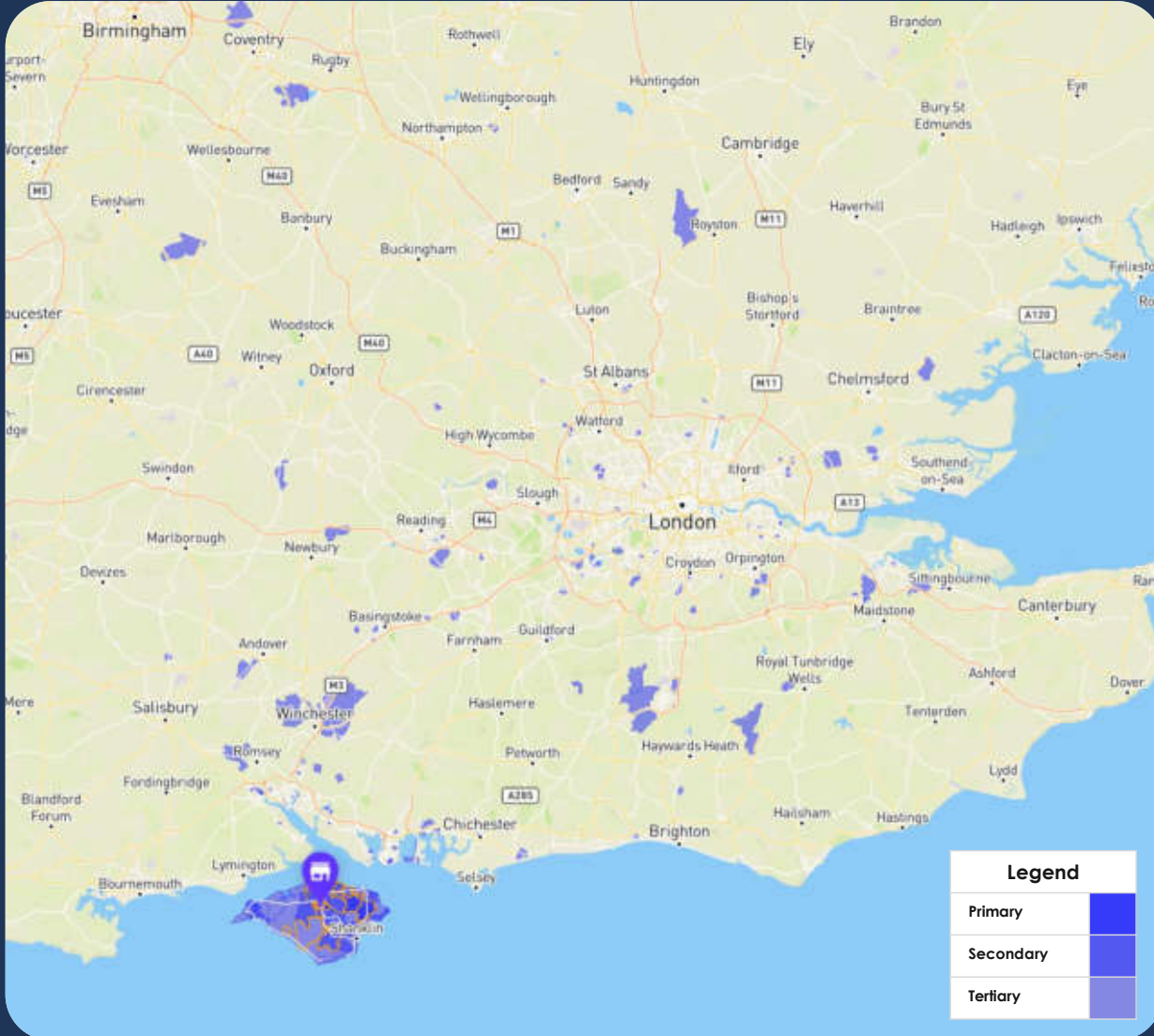
Legend

Primary	
Secondary	
Tertiary	

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

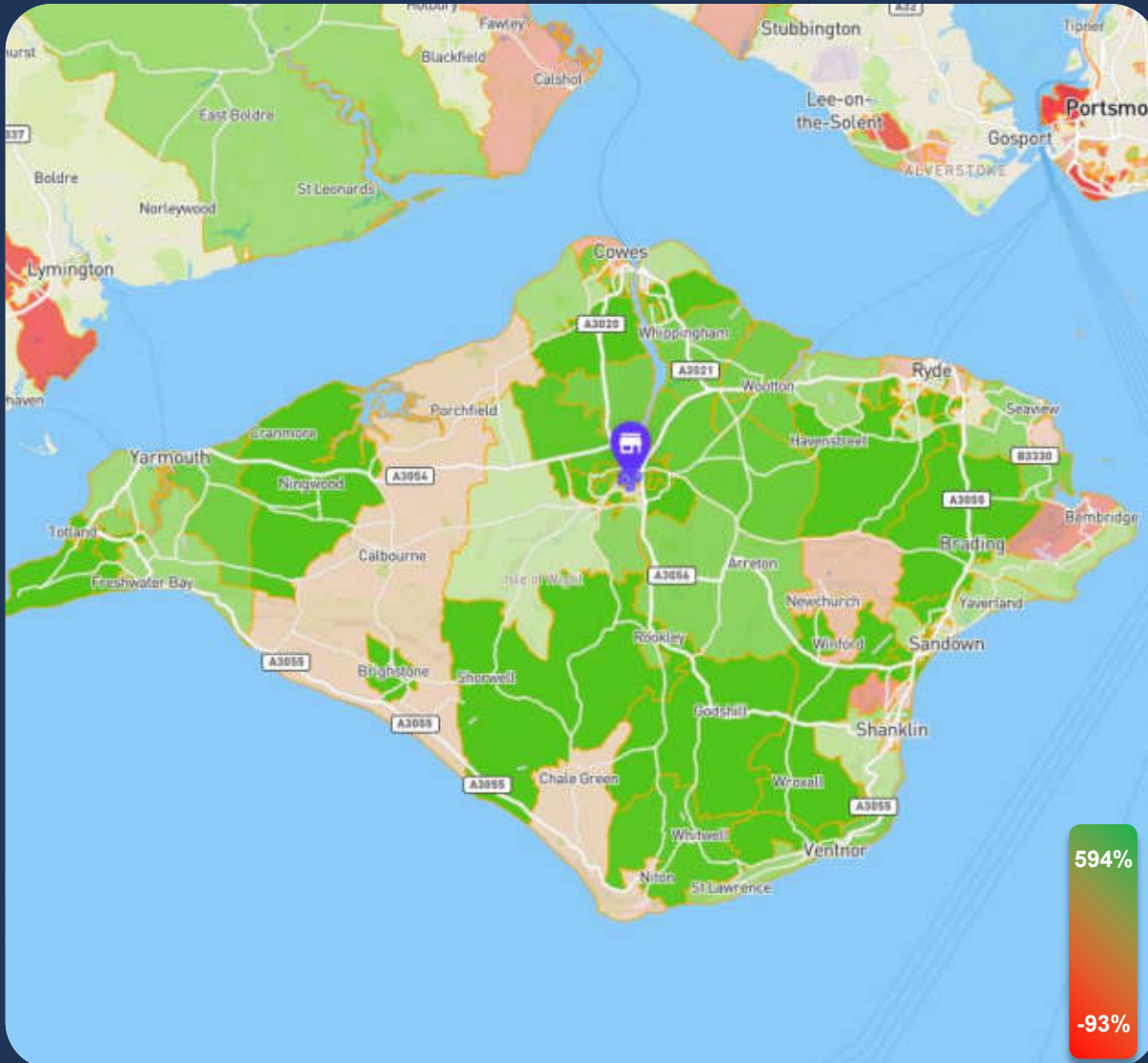
VISITOR CATCHMENT BY POST CODE JAN-NOVEMBER 2020 – ZOOMED OUT

VISITOR CATCHMENT BY POST CODE IN NOVEMBER 2020 – ZOOMED OUT

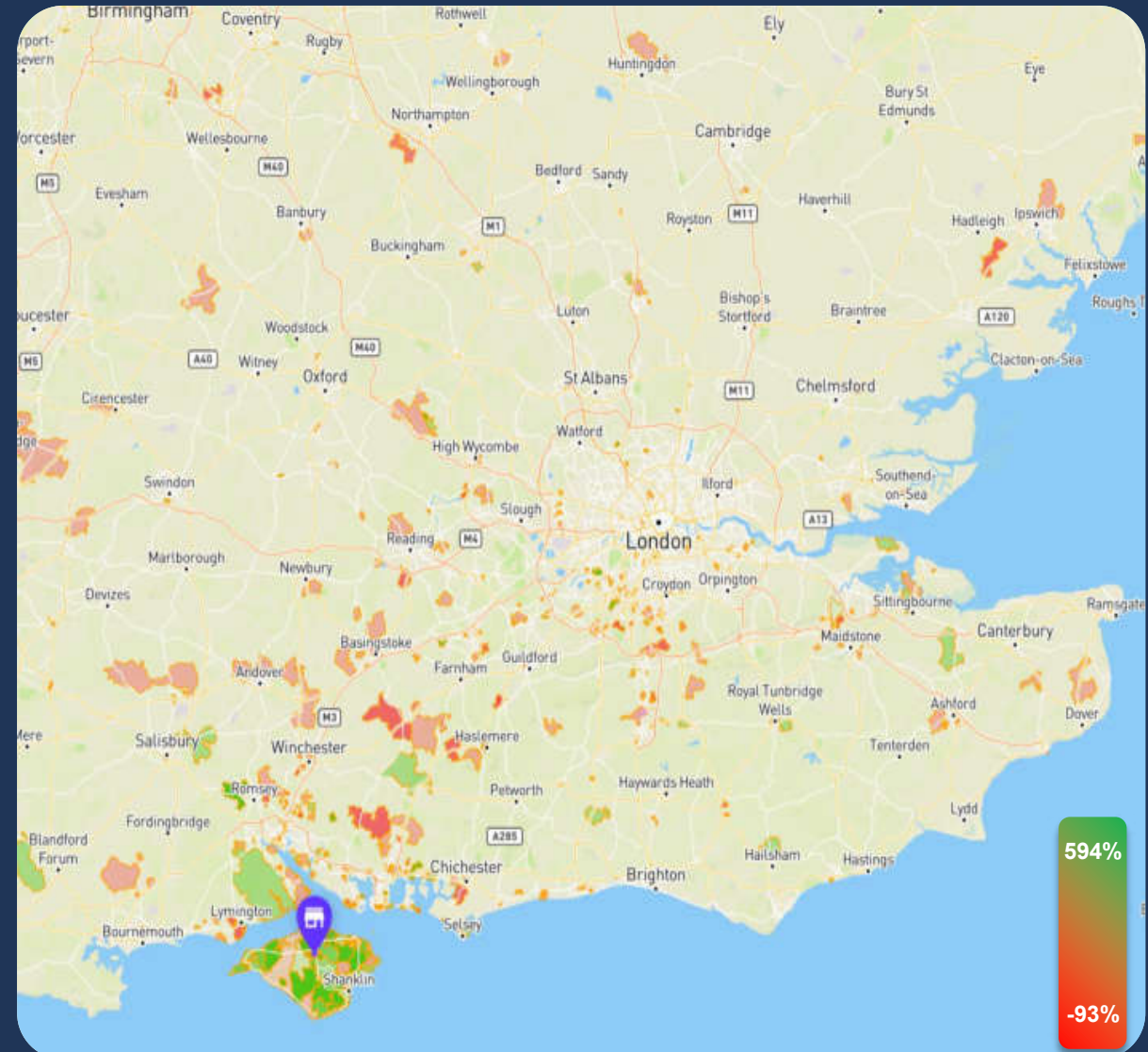


NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (NOVEMBER 2019-20)

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



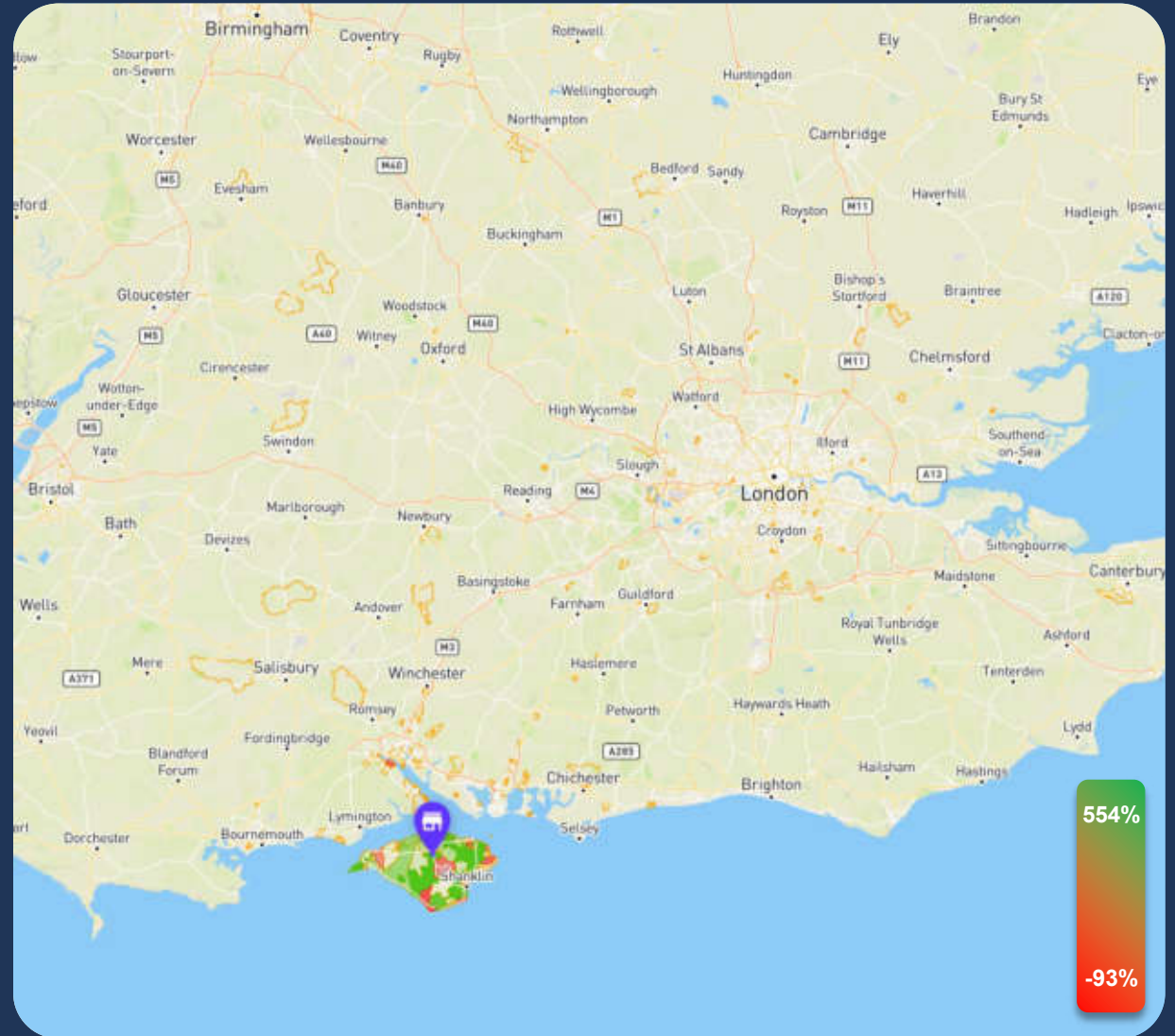
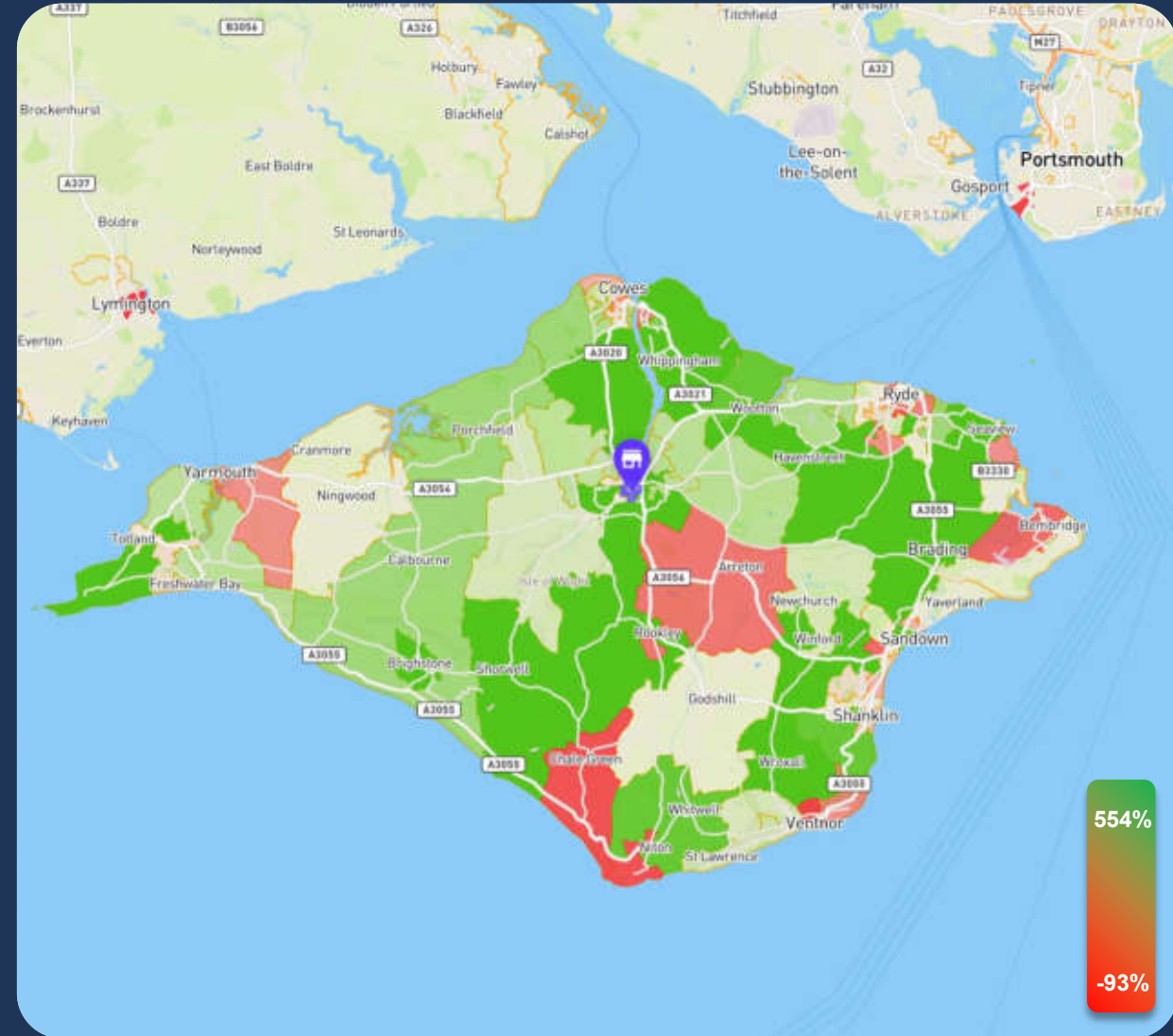
CHANGE IN VISITOR LEVELS NOVEMBER 2019-20 vs NOVEMBER 2018-19



NEWPORT VISITOR CHANGE BY POSTCODE NOVEMBER 2020 & BENCHMARKING

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

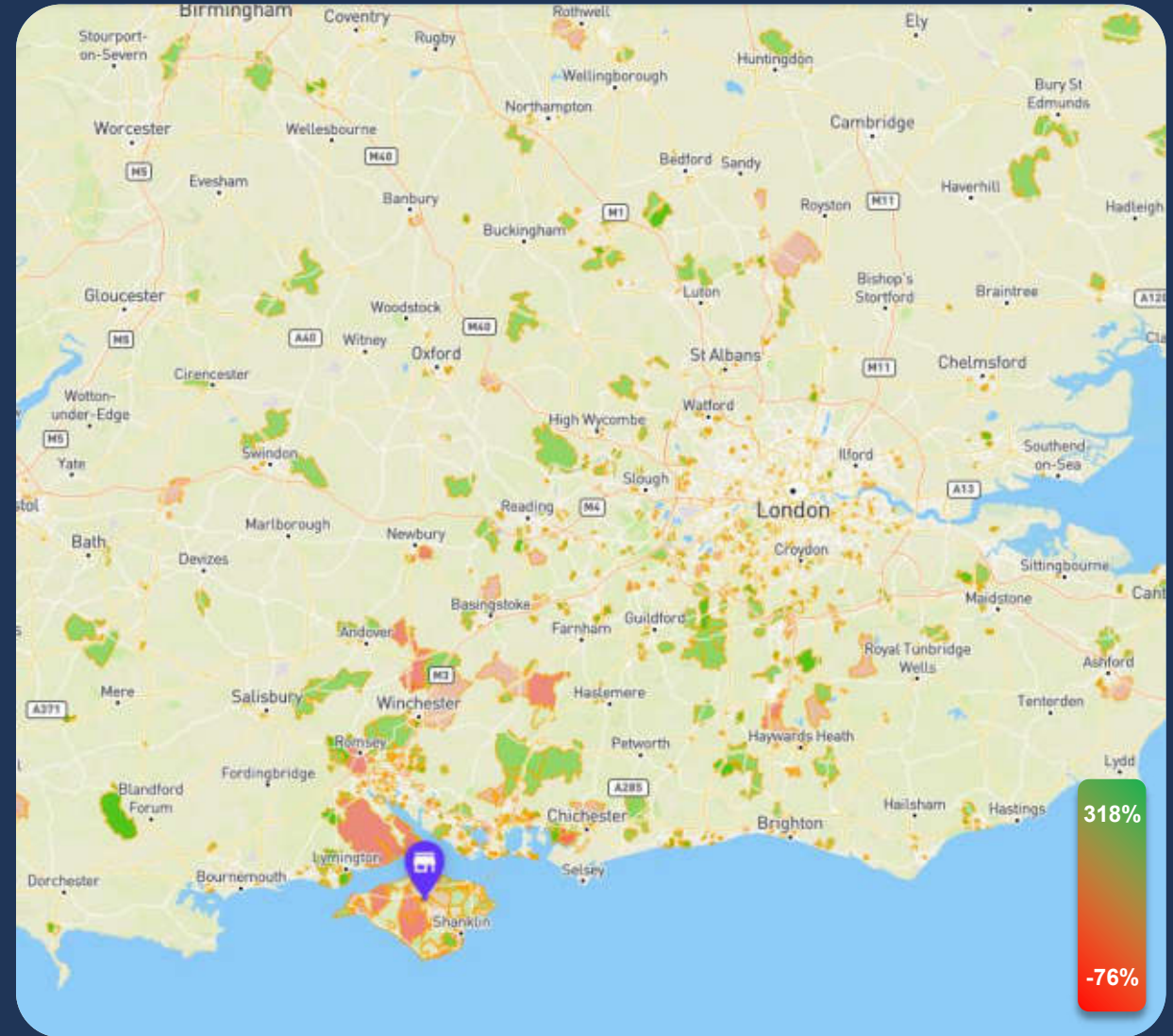
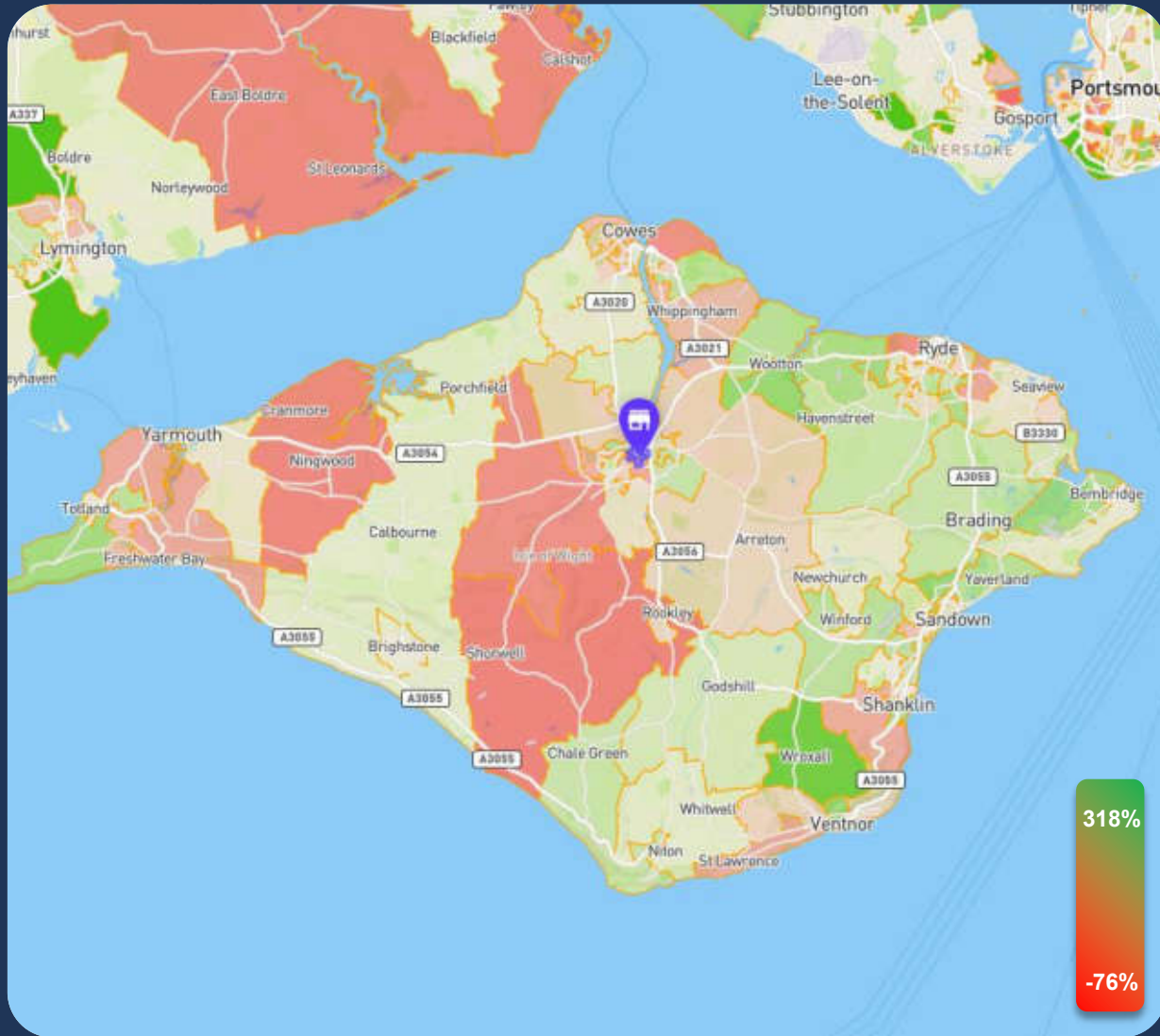
CHANGE IN VISITOR LEVELS NOVEMBER 2020 vs NOVEMBER 2019 – ZOOMED OUT



NEWPORT VISITOR CHANGE BY POSTCODE PRE-COVID BENCHMARKING

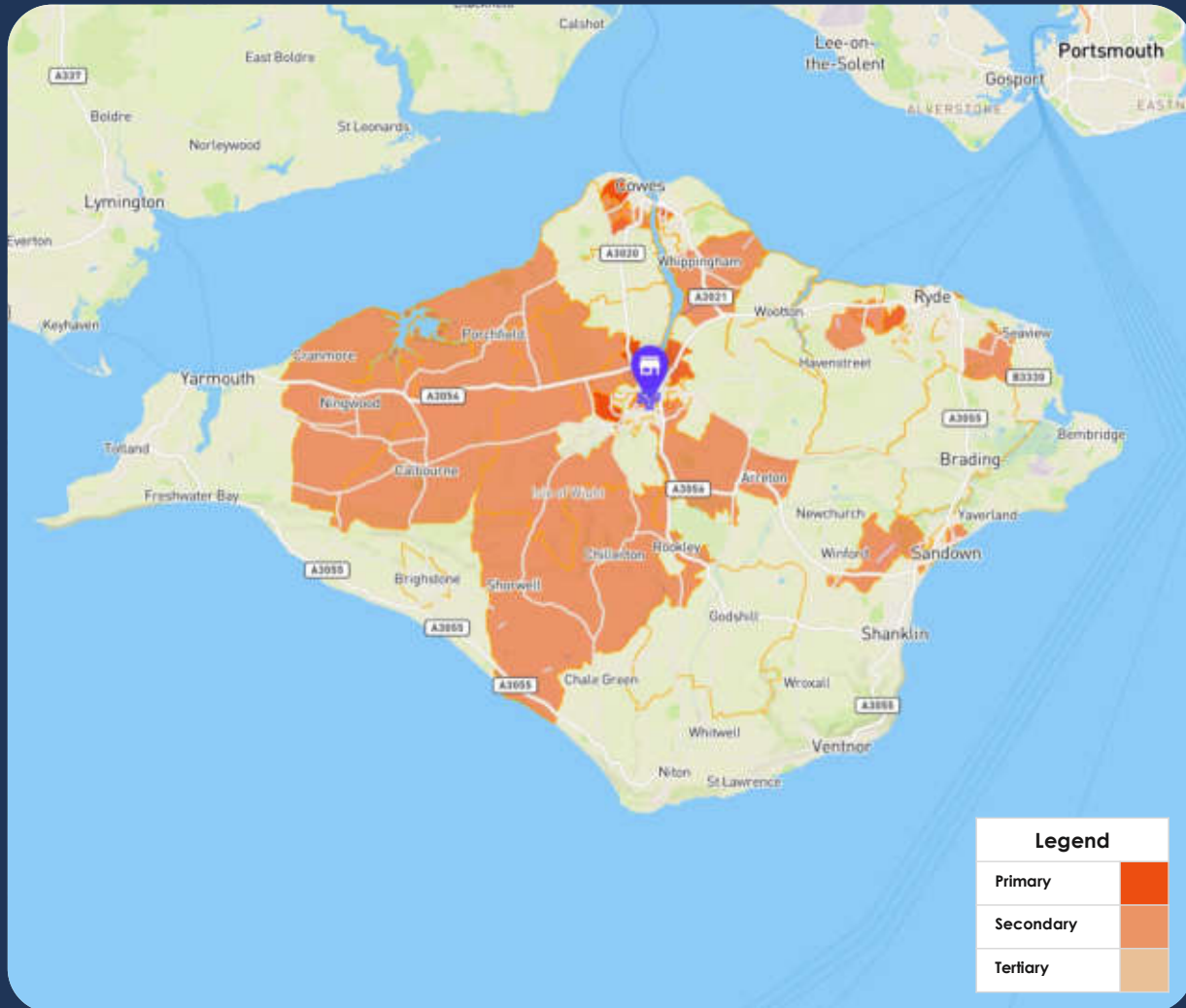
CHANGE IN VISITOR LEVELS FEB 2019-20 VS FEB 2018-19 (PRE-COVID) – ZOOMED IN

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

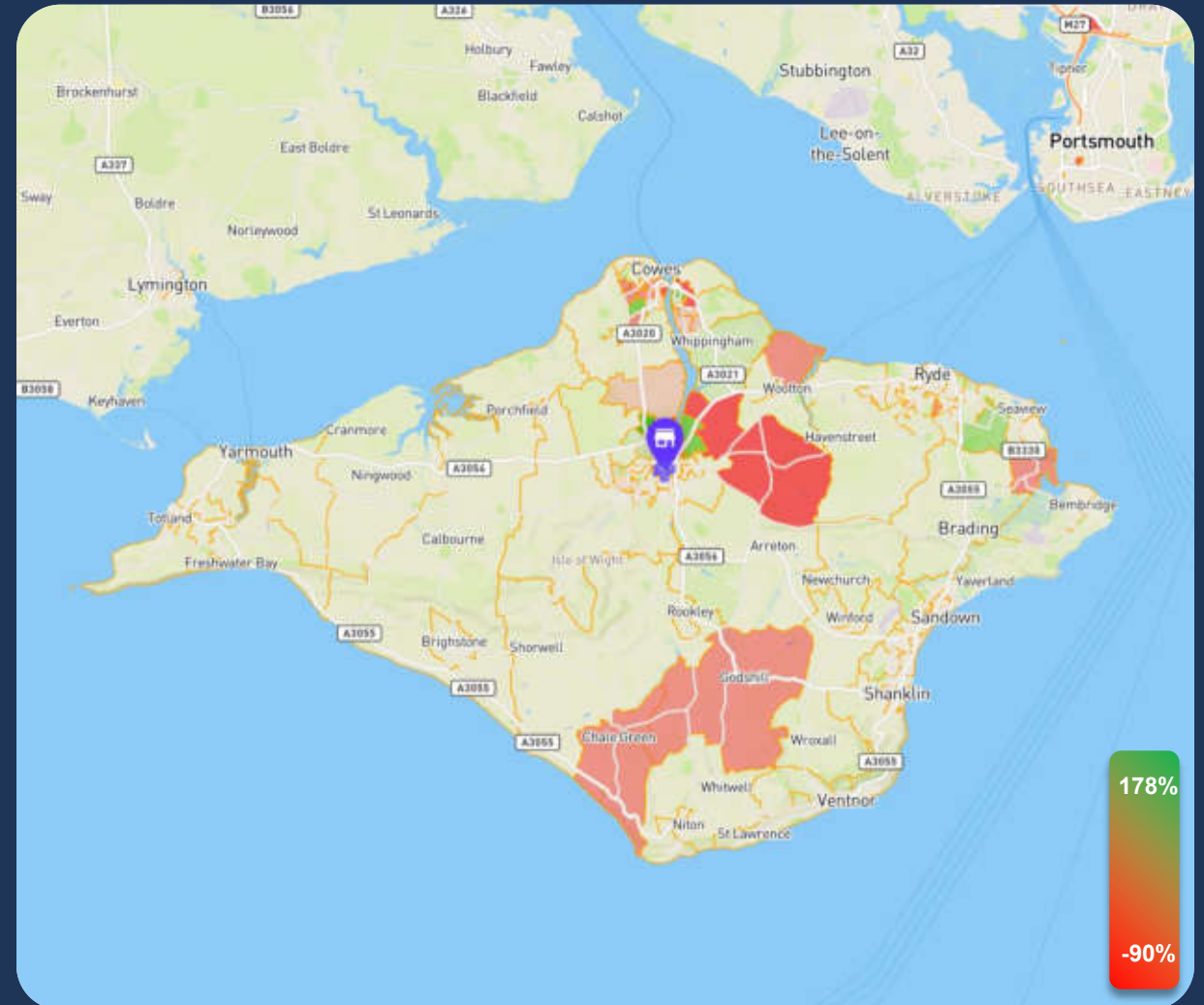


NEWPORT WORKER CATCHMENT CHANGE— NOVEMBER 2020 & BENCHMARKING

WORKER CATCHMENT BY POST CODE NOVEMBER 2020



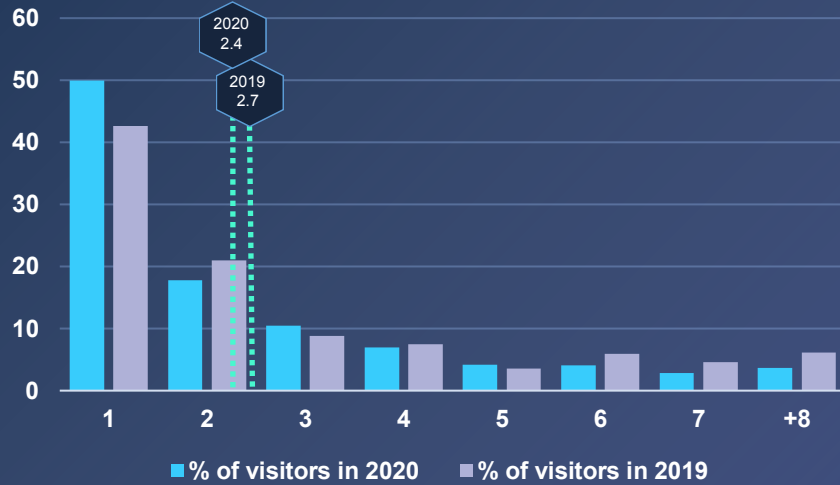
CHANGE IN WORKER CATCHMENT NOVEMBER 2020 vs NOVEMBER 2019



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

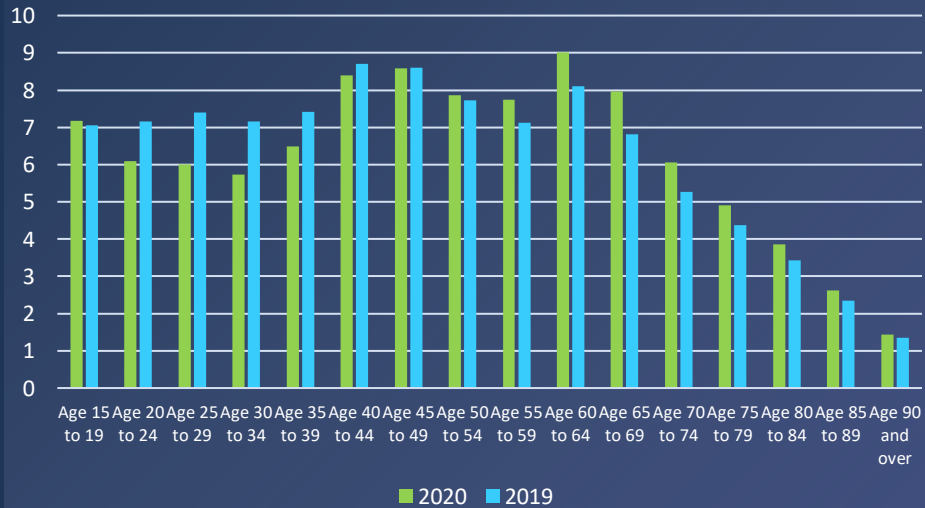


NUMBER OF PLACES VISITED PER TRIP

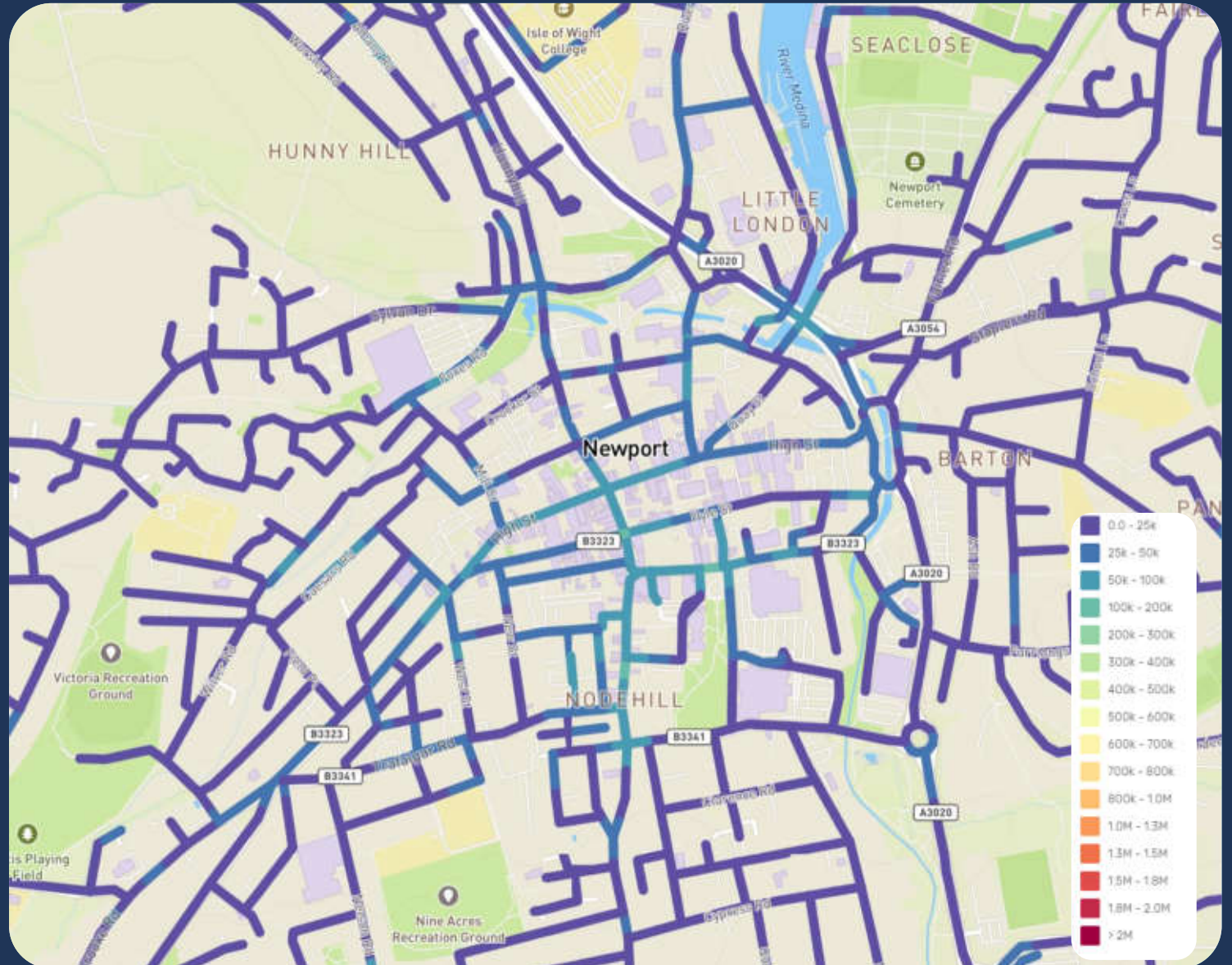


■ % of visitors in 2020 ■ % of visitors in 2019

NEWPORT VISITOR AGE RANGE NOVEMBER 2020 VS NOVEMBER 2019



■ 2020 ■ 2019



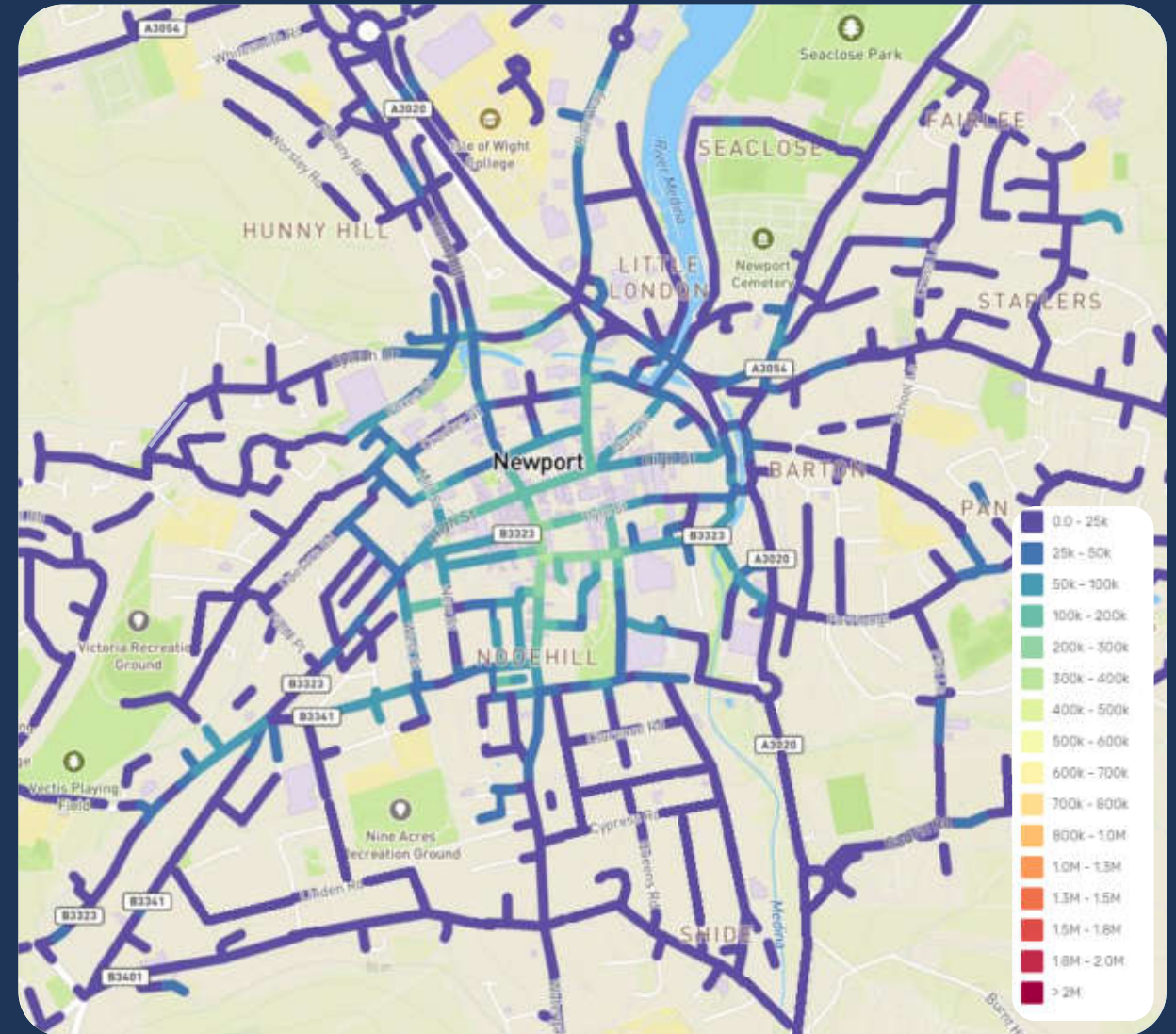
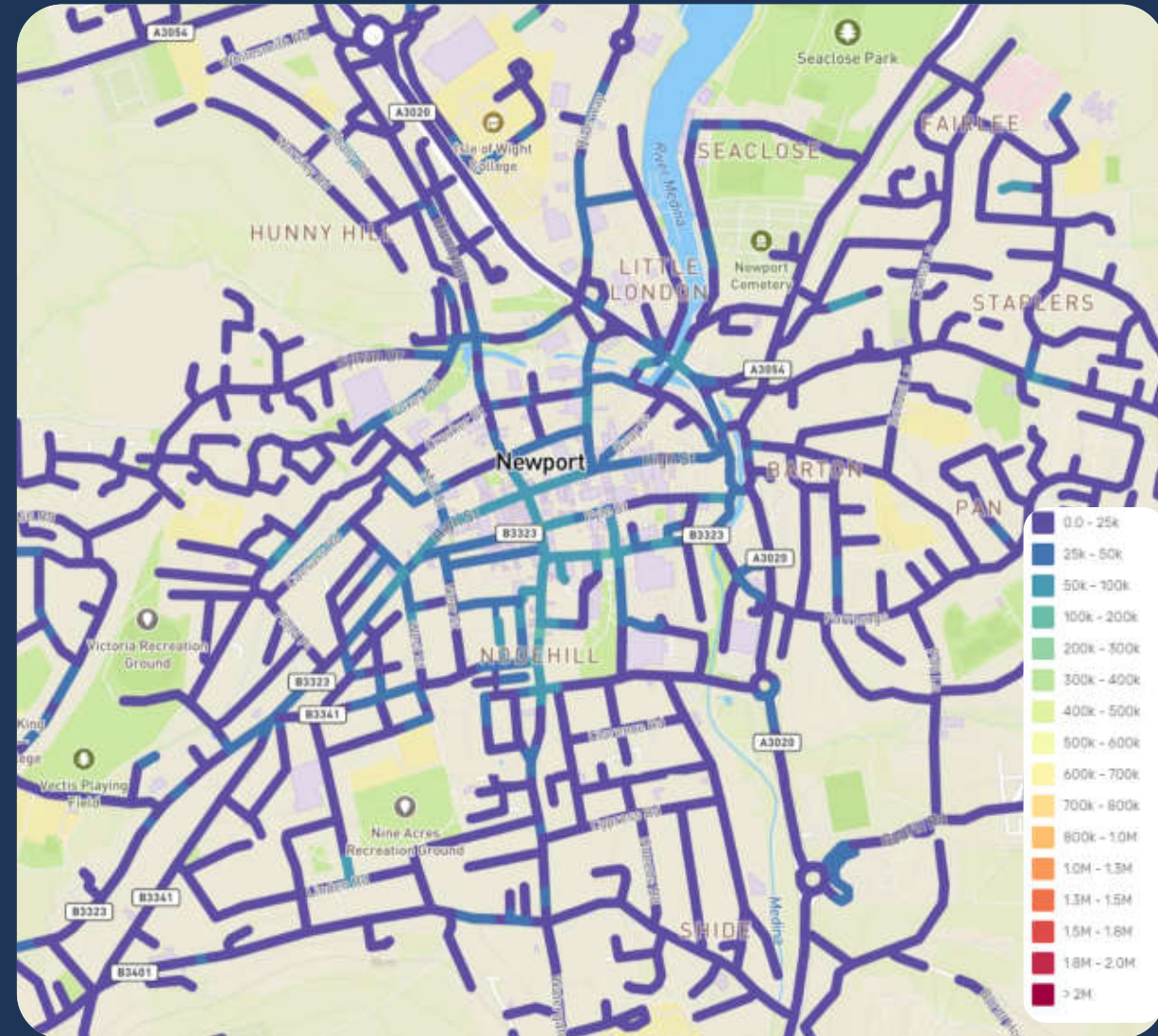
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2020

KEY: PEDESTRIAN NUMBERS NOVEMBER 2020

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS NOVEMBER 2020 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2020

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2019

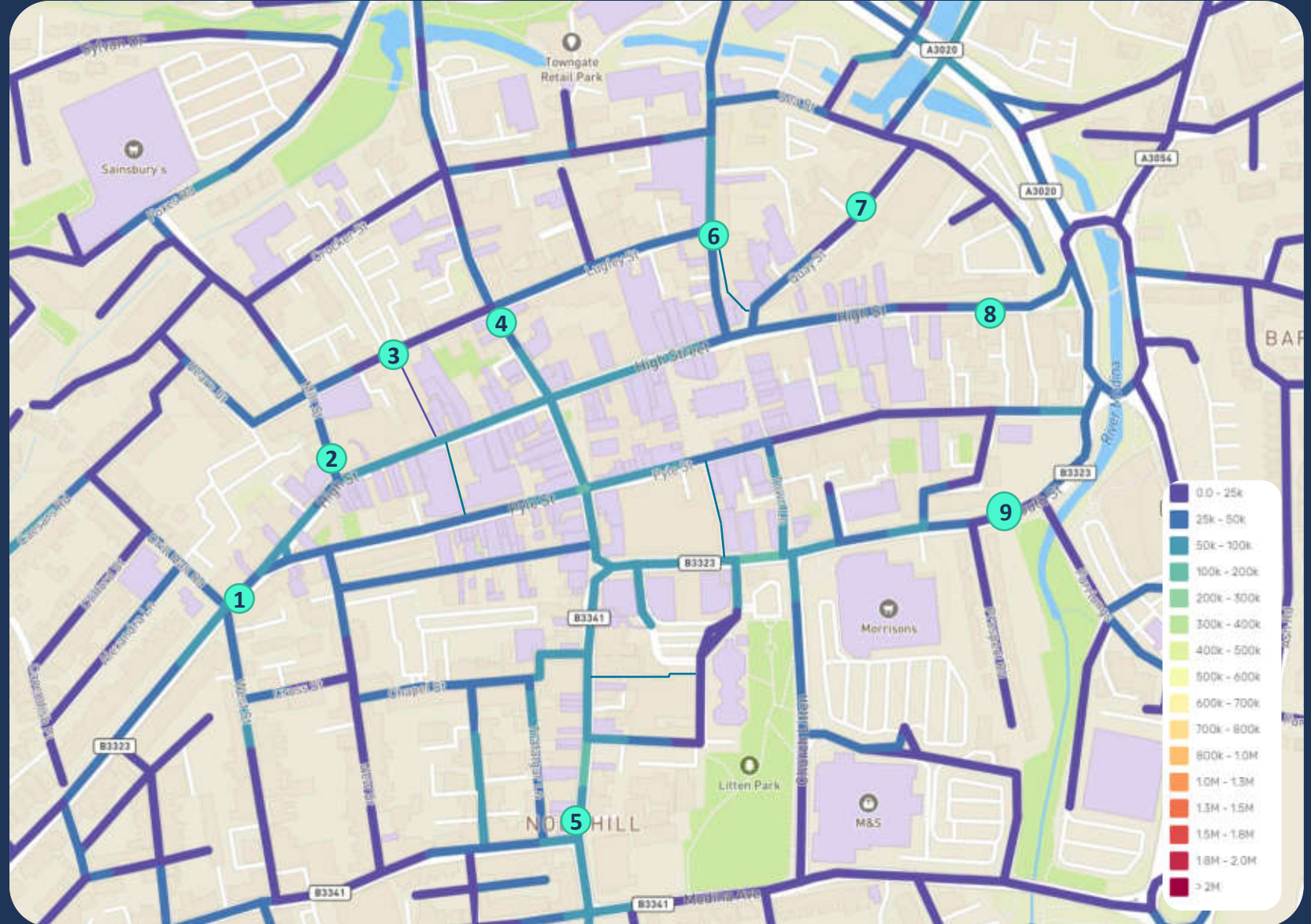


NEWPORT KEY LOCATION FOOTFALL — (NOVEMBER 2020 VS NOVEMBER 2019)



CENTRE FOOTFALL DATA NOVEMBER 2020 VS NOVEMBER 2019 – ENTRY POINTS

1	Carisbrooke Road 51,308 36.5%	2	Mill Street 33,335 -38.7%	3	Post Office Lane 17,362 -68.3%
4	Upper St James St 27,415 -50.7%	5	St James Street 50,194 -46.7%	6	Holyrood Street 42,577 -70.5%
7	Quay Street 19,815 -63.4%	8	High Street East 36,785 -33.2%	9	South Street 22,148 -18.4%

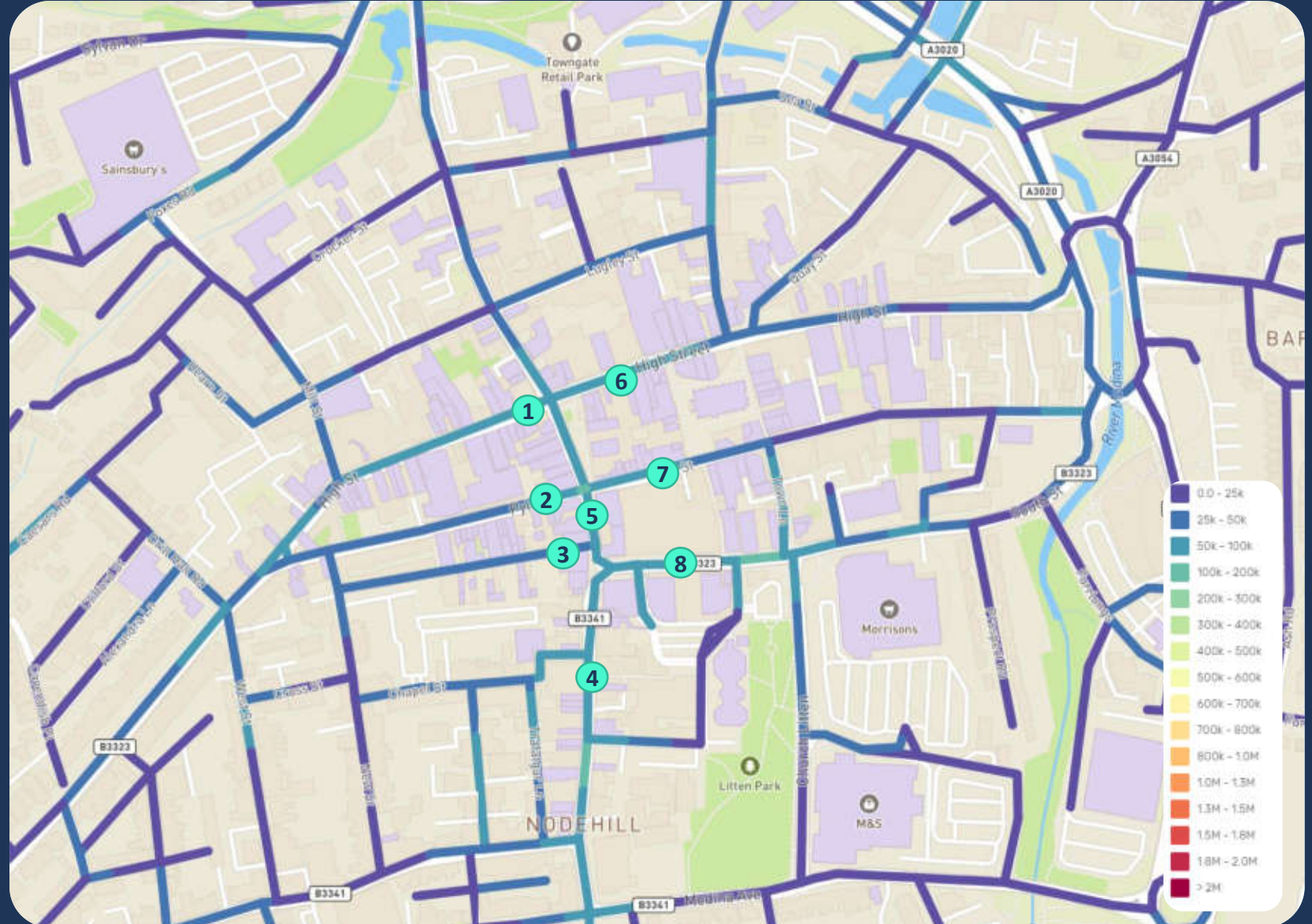


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2020

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



CENTRE FOOTFALL DATA NOVEMBER 2020 VS NOVEMBER 2019 – COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2020

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

ST THOMAS SQUARE

TOTAL VISITS

48,983

VISITS NOVEMBER 20

-18%
VS
NOVEMBER
2019



AVERAGE DWELL TIME

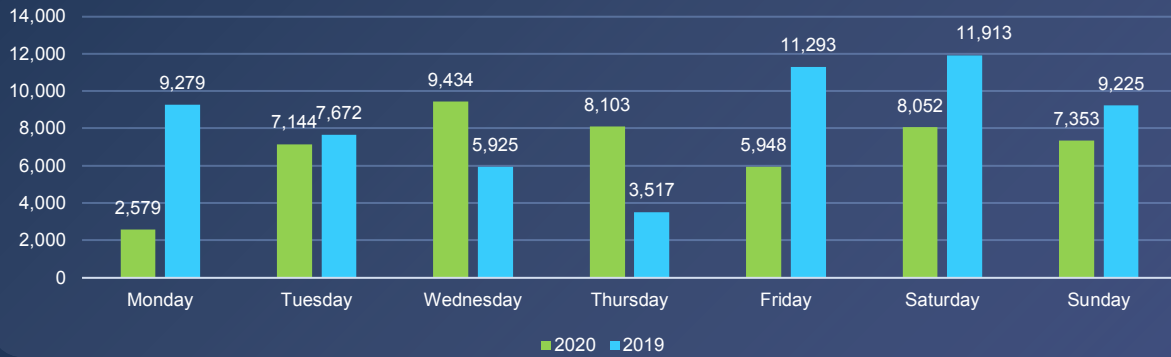
69 MINS

AVERAGE TIME SPENT
NOVEMBER 20

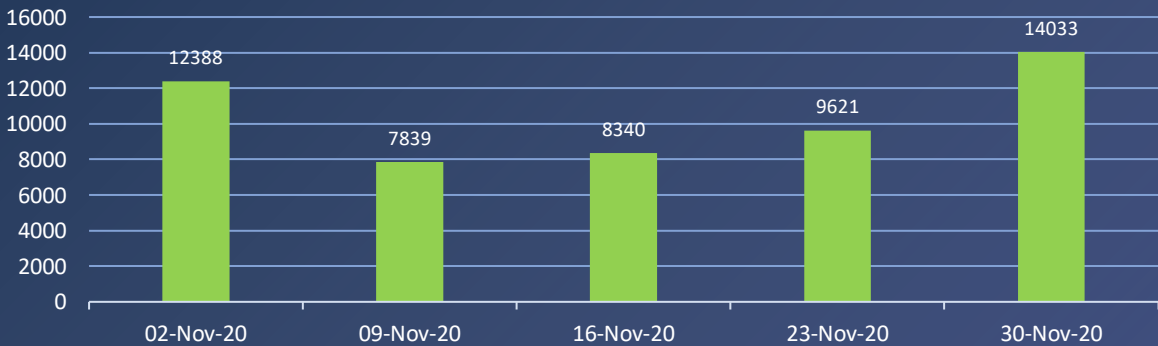
81 MINS
VS
NOVEMBER
2019



AVERAGE DAILY NOVEMBER 2020 VS NOVEMBER 2019



WEEKLY VISITS NOVEMBER 2020



CHANGE IN VISITOR LEVELS NOVEMBER 2020 vs NOVEMBER 2019



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

ST JAMES SQUARE

TOTAL VISITS

59,133

VISITS NOVEMBER 20

-66%
VS
NOVEMBER
2019



AVERAGE DWELL TIME

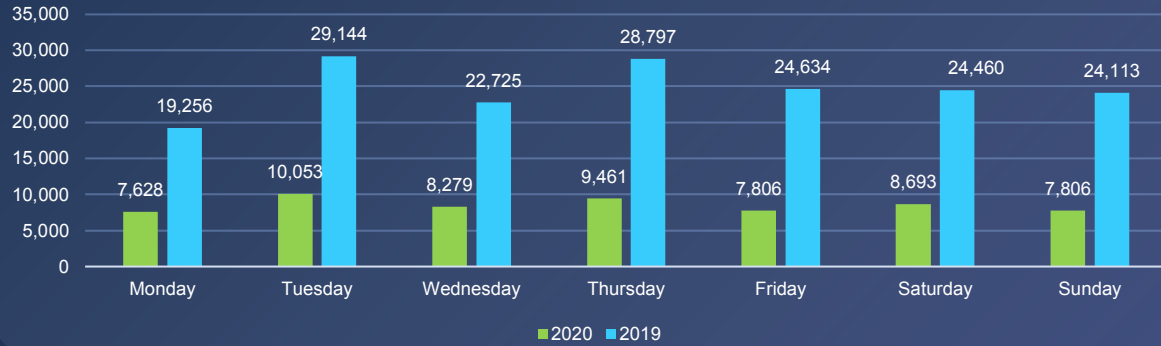
16 MINS

AVERAGE TIME SPENT
NOVEMBER 20

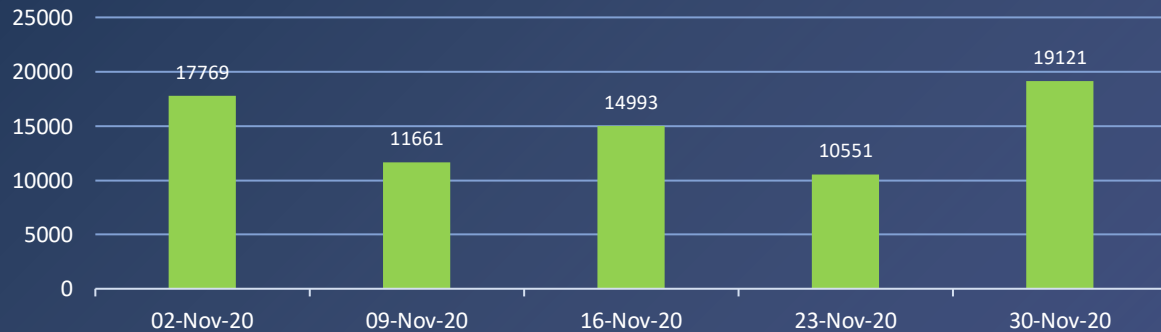
45 MINS
VS
NOVEMBER
2019



AVERAGE DAILY NOVEMBER 2020 VS NOVEMBER 2019



WEEKLY VISITS NOVEMBER 2020



CHANGE IN VISITOR LEVELS NOVEMBER 2020 vs NOVEMBER 2019

