

VISITOR INSIGHT REPORT

Newport, Isle of Wight

OCTOBER 2019 - 2020

Produced for Ryde and Newport Heritage Action Zones

www.iwhaz.uk

web@iwhaz.uk



VISITOR | INSIGHTS

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



TOTAL VISITS



987,767

VISITS TO THE CENTRE

-6.5%*
Y/O/Y CHANGE
* This compares to an average national benchmark of -39.8%



-0.7%
M/O/M CHANGE



AVERAGE DWELL TIME



124 MINS

AVERAGE TIME SPENT IN THE CENTRE

-20.0%
Y/O/Y CHANGE



-1.6%
M/O/M CHANGE



PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

2.5
PLACES VISITED



2.4
PLACES VISITED



POPULAR VISIT DAY



FRIDAY

41K AVERAGE VISITS ON FRIDAY IN OCTOBER

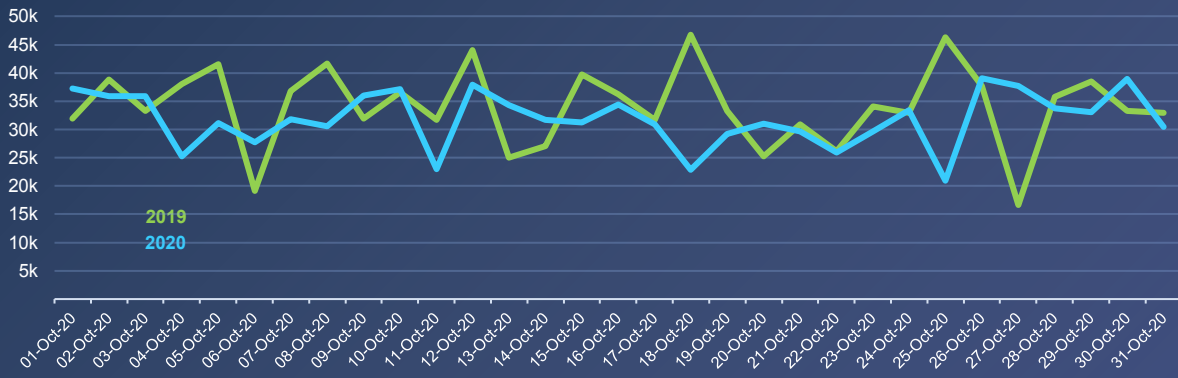
TUESDAY



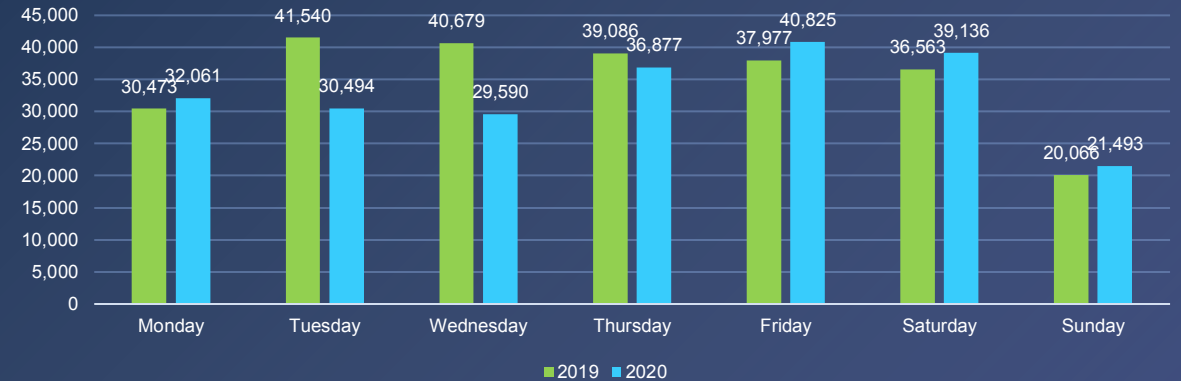
WEDNESDAY



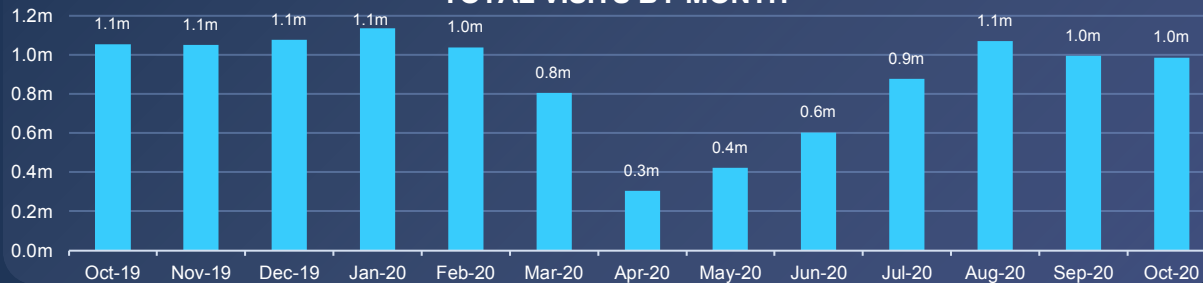
DAILY VISITS OCTOBER 2020 VS OCTOBER 2019



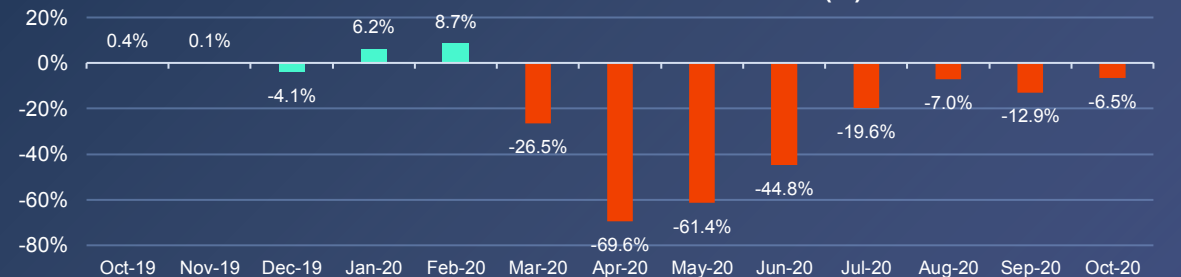
AVERAGE DAILY VISITOR LEVELS IN OCTOBER 2020



TOTAL VISITS BY MONTH



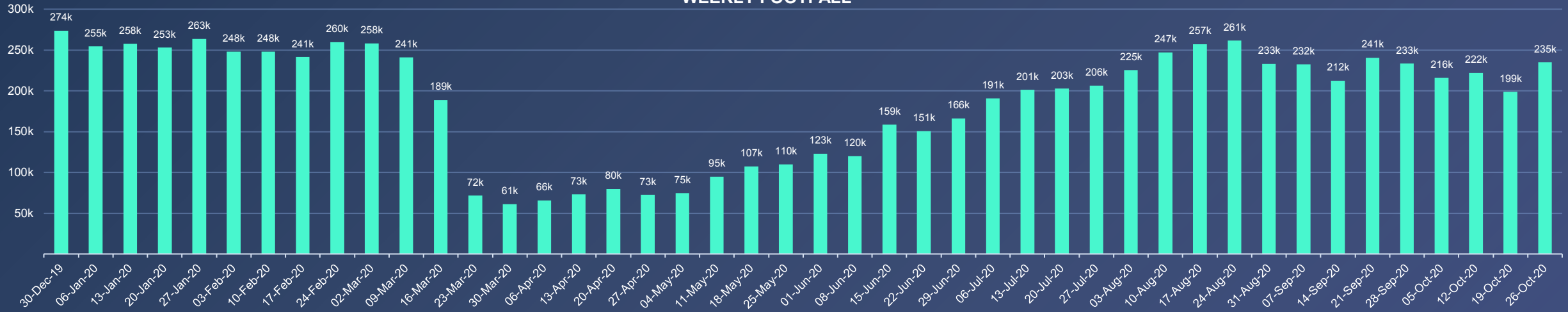
TOTAL VISIT CHANGE BY MONTH (%)



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



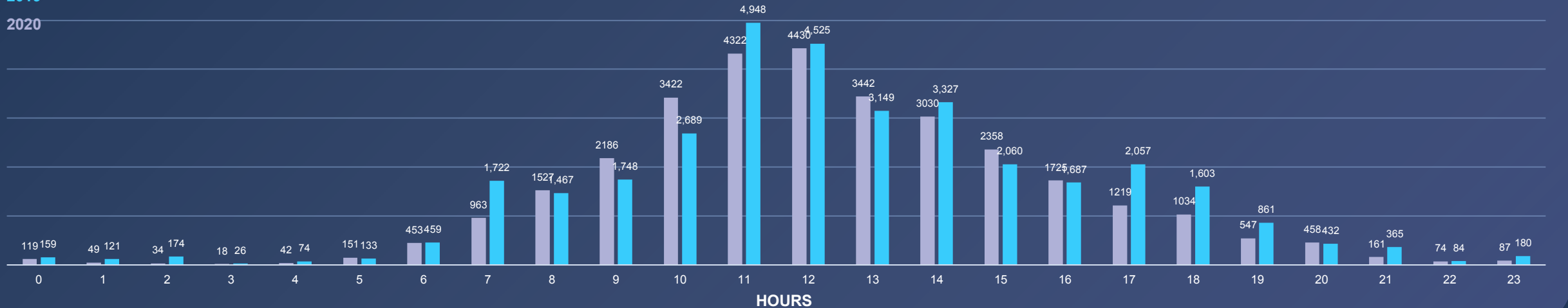
WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR OCTOBER 2020 VS OCTOBER 2019

2019

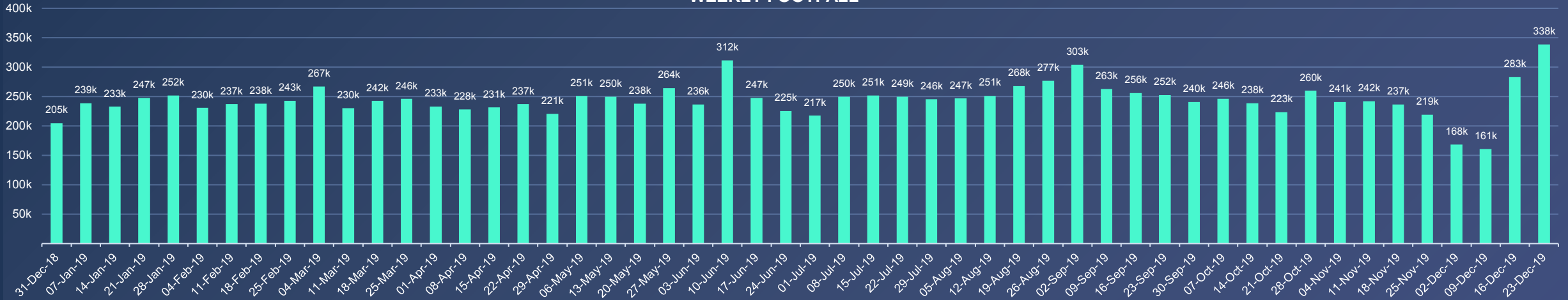
2020



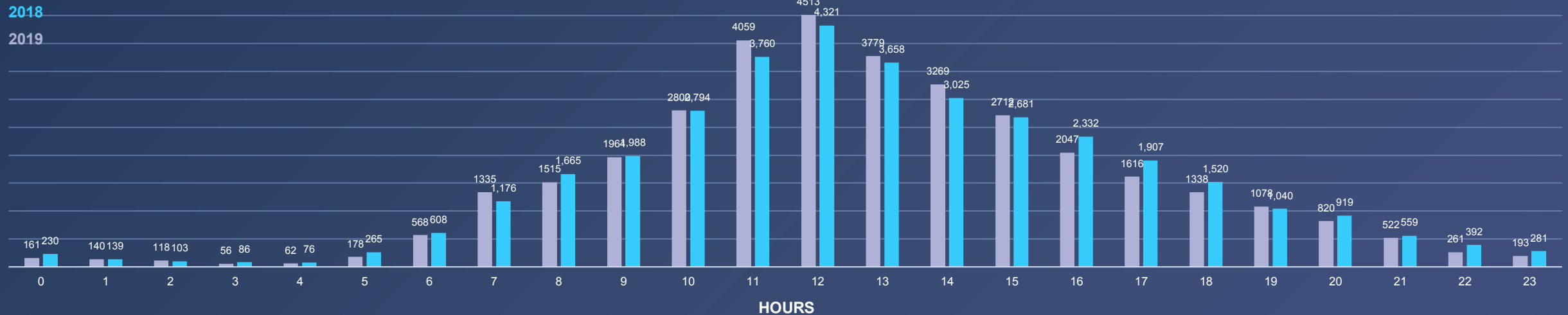
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



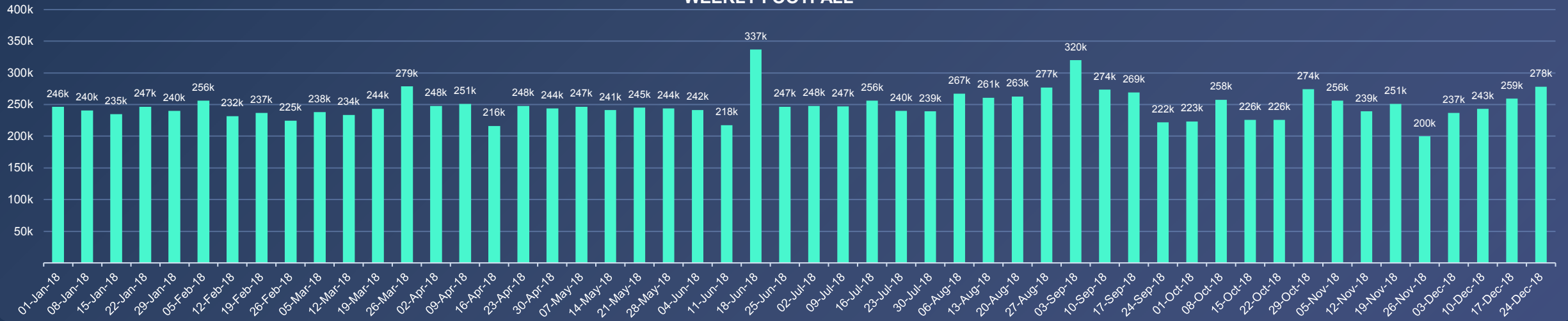
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



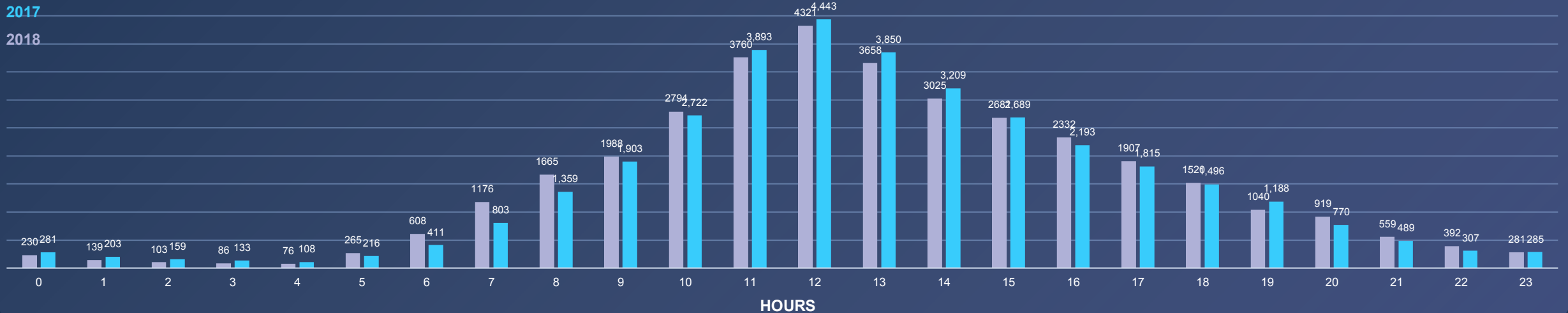
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS



TOTAL ANNUAL VISITS



11,429,067

VISITS TO THE CENTRE OCTOBER 19- OCTOBER 20

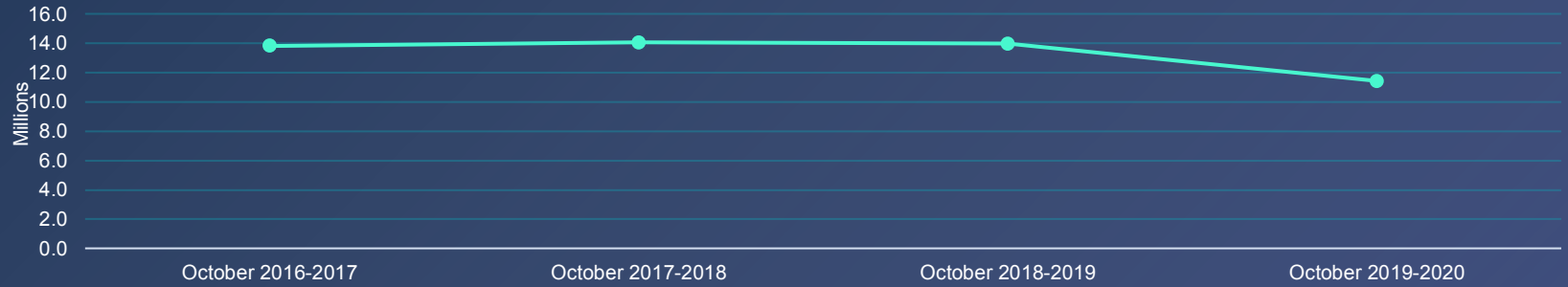


-17.4%

4 YEAR CHANGE



VISITS



AVERAGE DWELL TIME



128 MINS

AVERAGE TIME SPENT IN THE CENTRE OCTOBER 19- OCTOBER 20

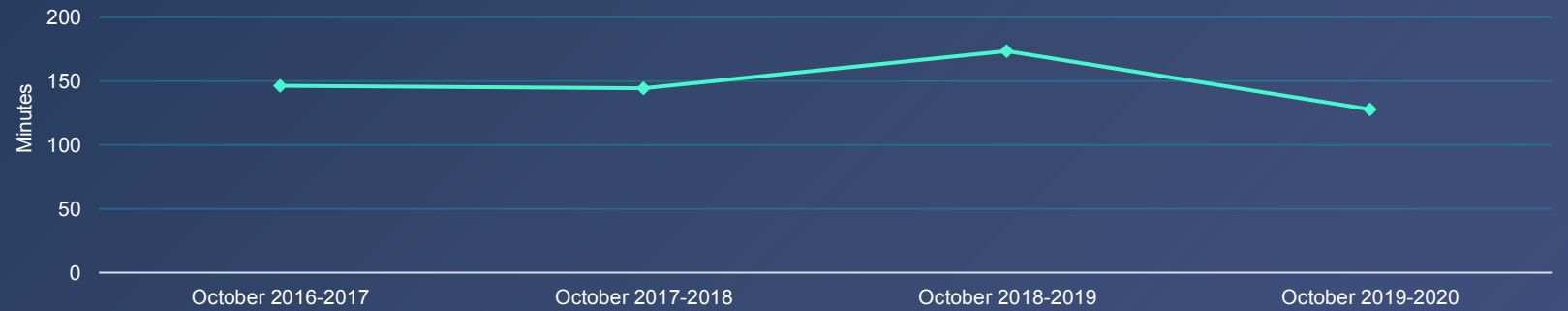


-12.5%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.4

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

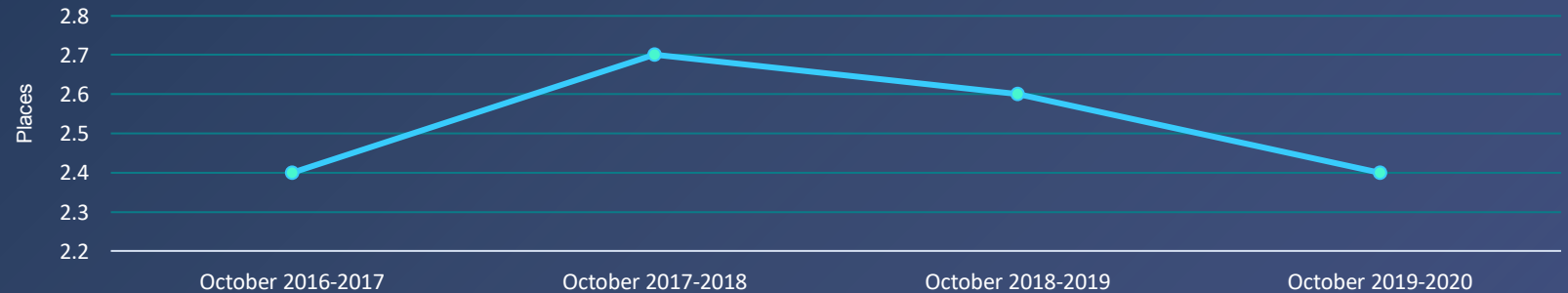


0%

4 YEAR CHANGE



PLACES VISITED

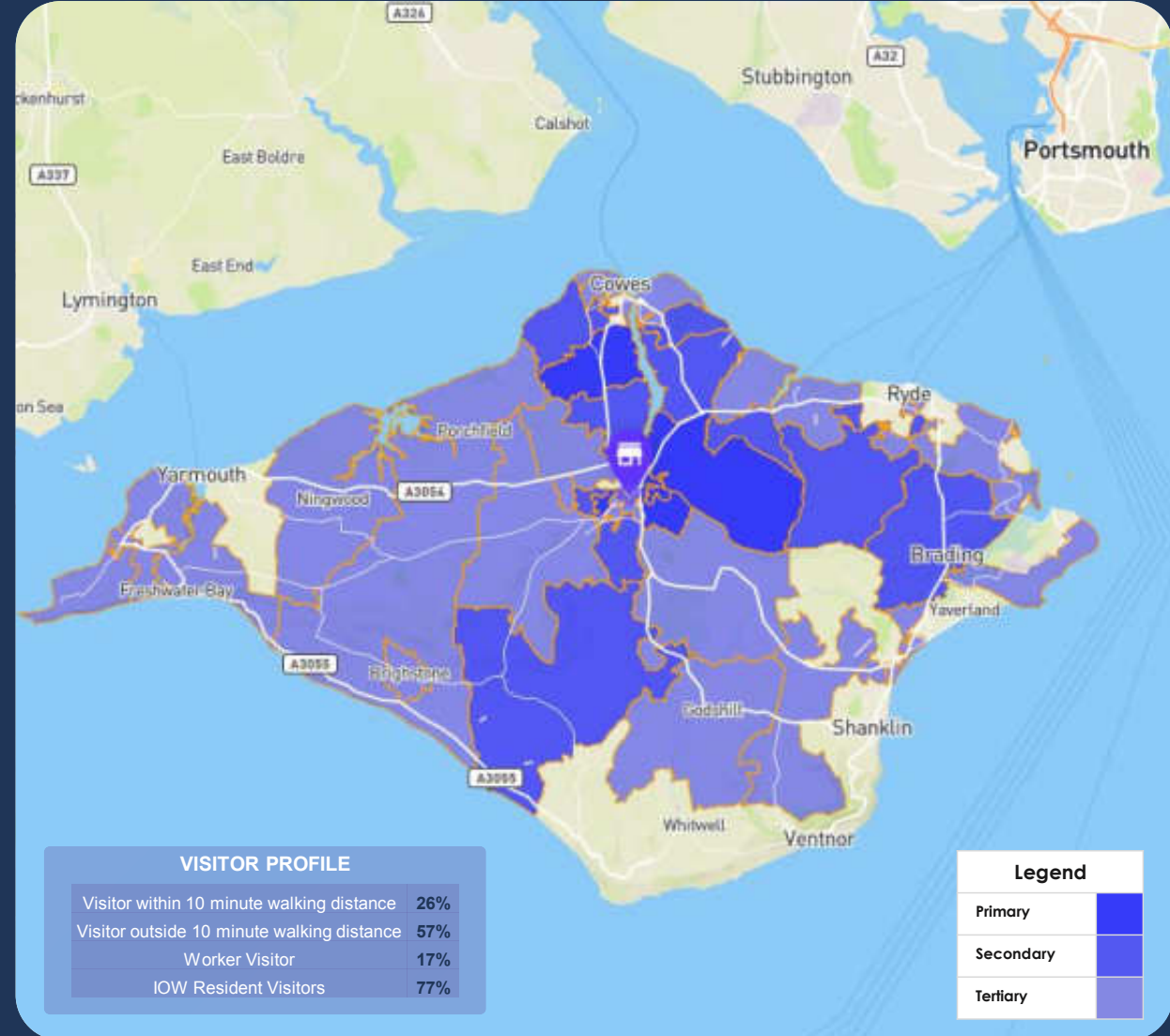
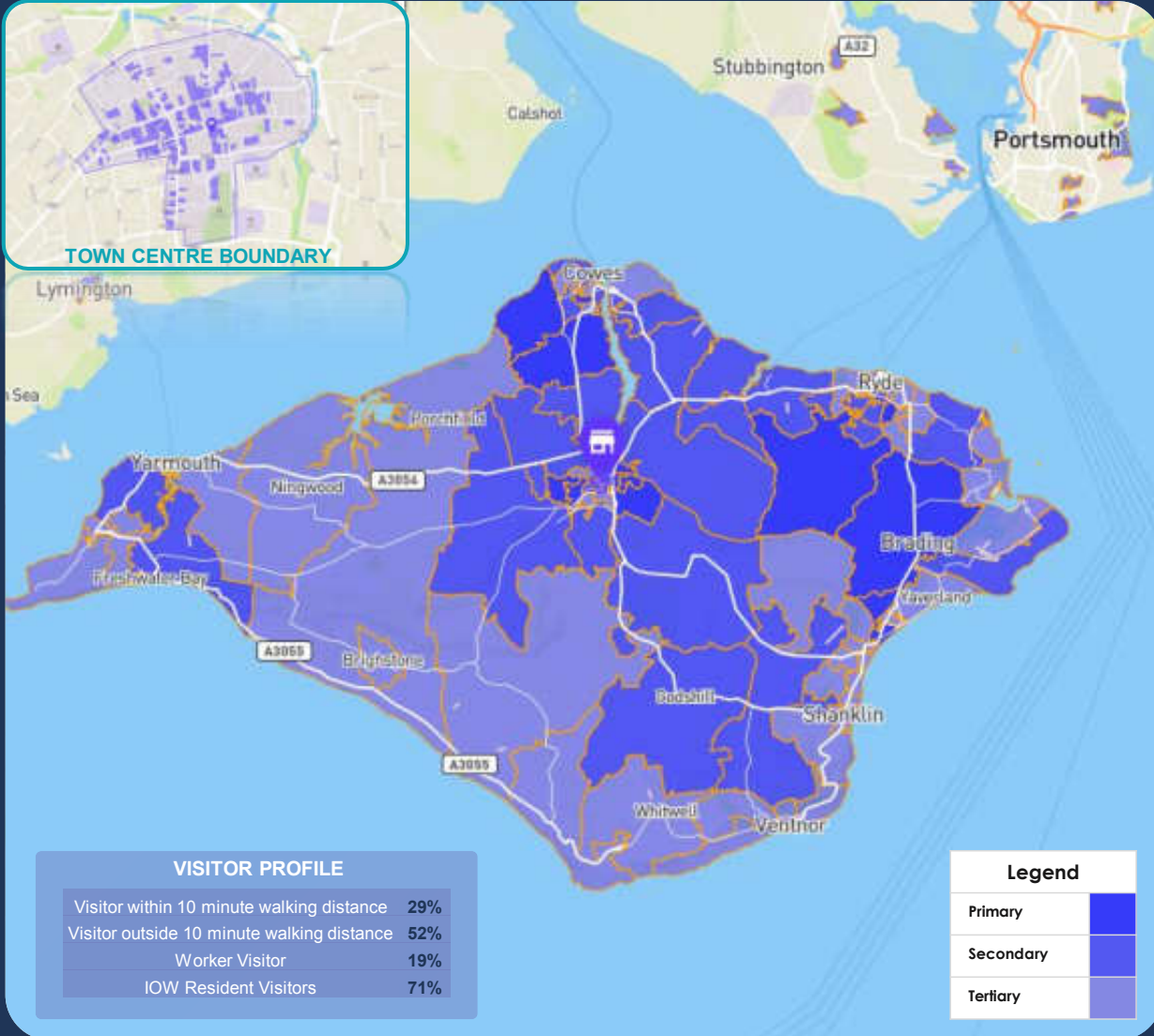


NEWPORT VISITOR CATCHMENT — OCTOBER 2020 & BENCHMARKING (OCTOBER 2019-20)



CATCHMENT BY POST CODE JAN-OCTOBER 2020

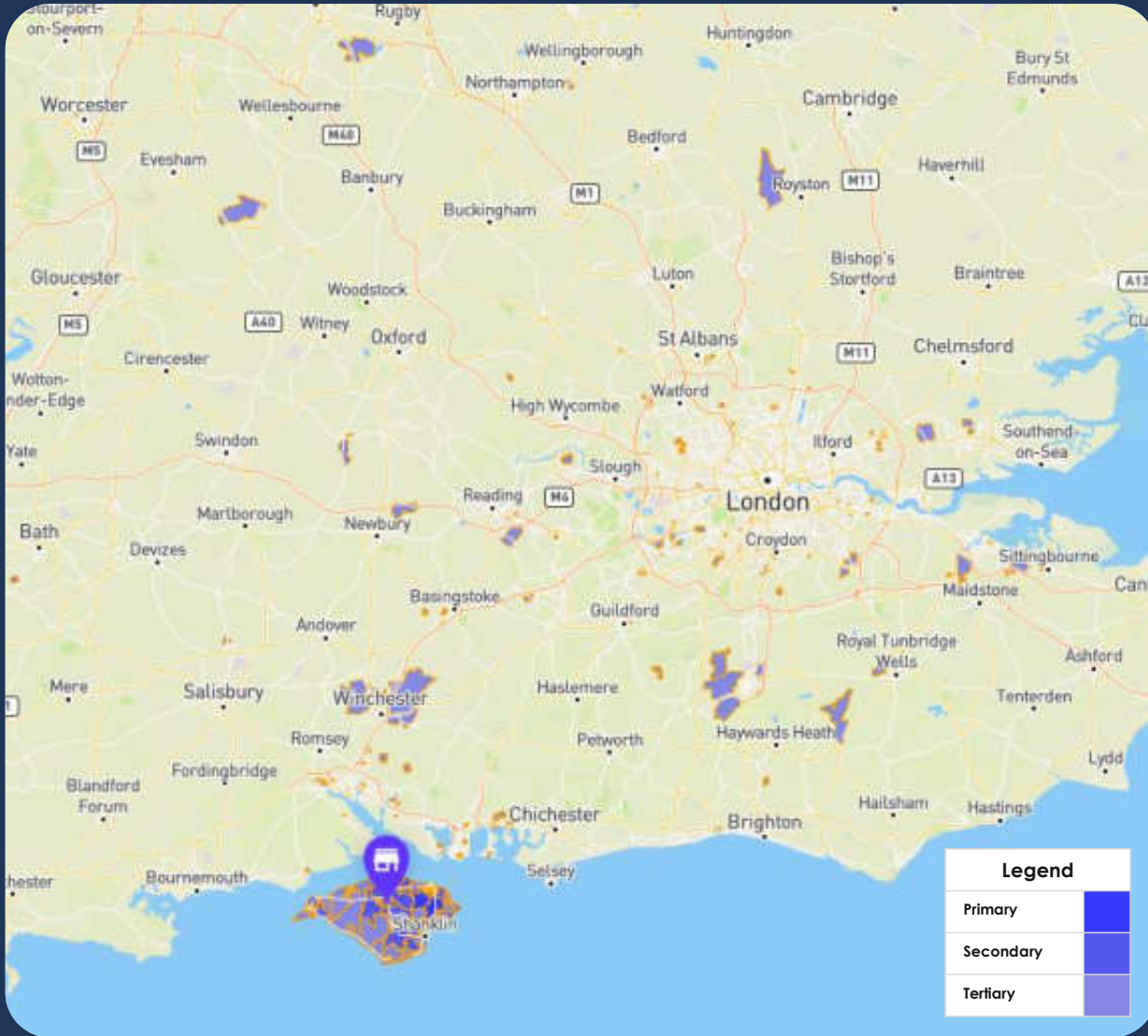
CORE VISITOR CATCHMENT BY POST CODE IN OCTOBER 2020



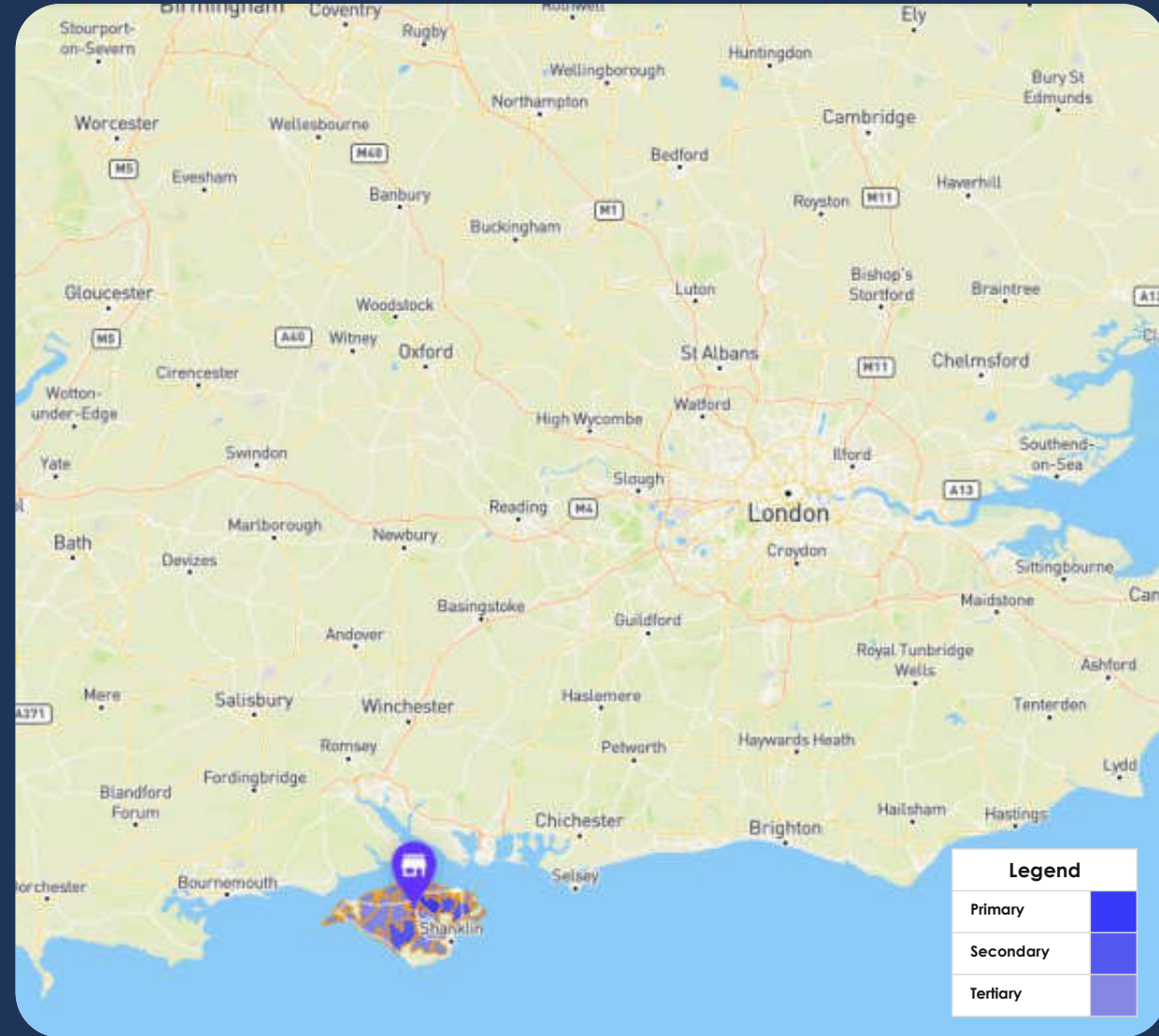
NEWPORT VISITOR CATCHMENT — OCTOBER 2020 & BENCHMARKING (OCTOBER 2019-20)



CATCHMENT BY POST CODE JAN-OCTOBER 2020 – ZOOMED OUT MAP



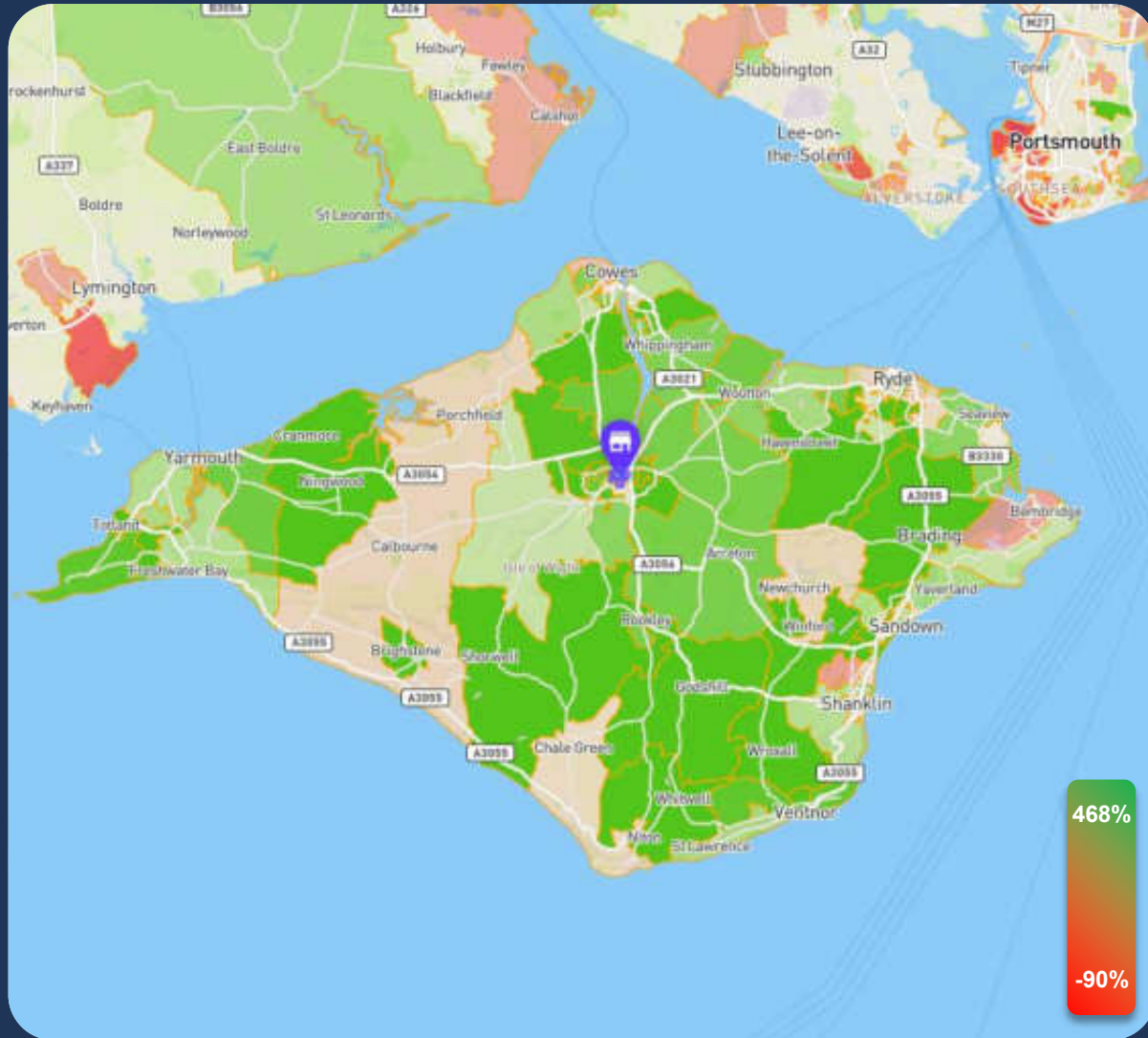
CORE VISITOR CATCHMENT BY POST CODE IN OCTOBER 2020 – ZOOMED OUT MAP



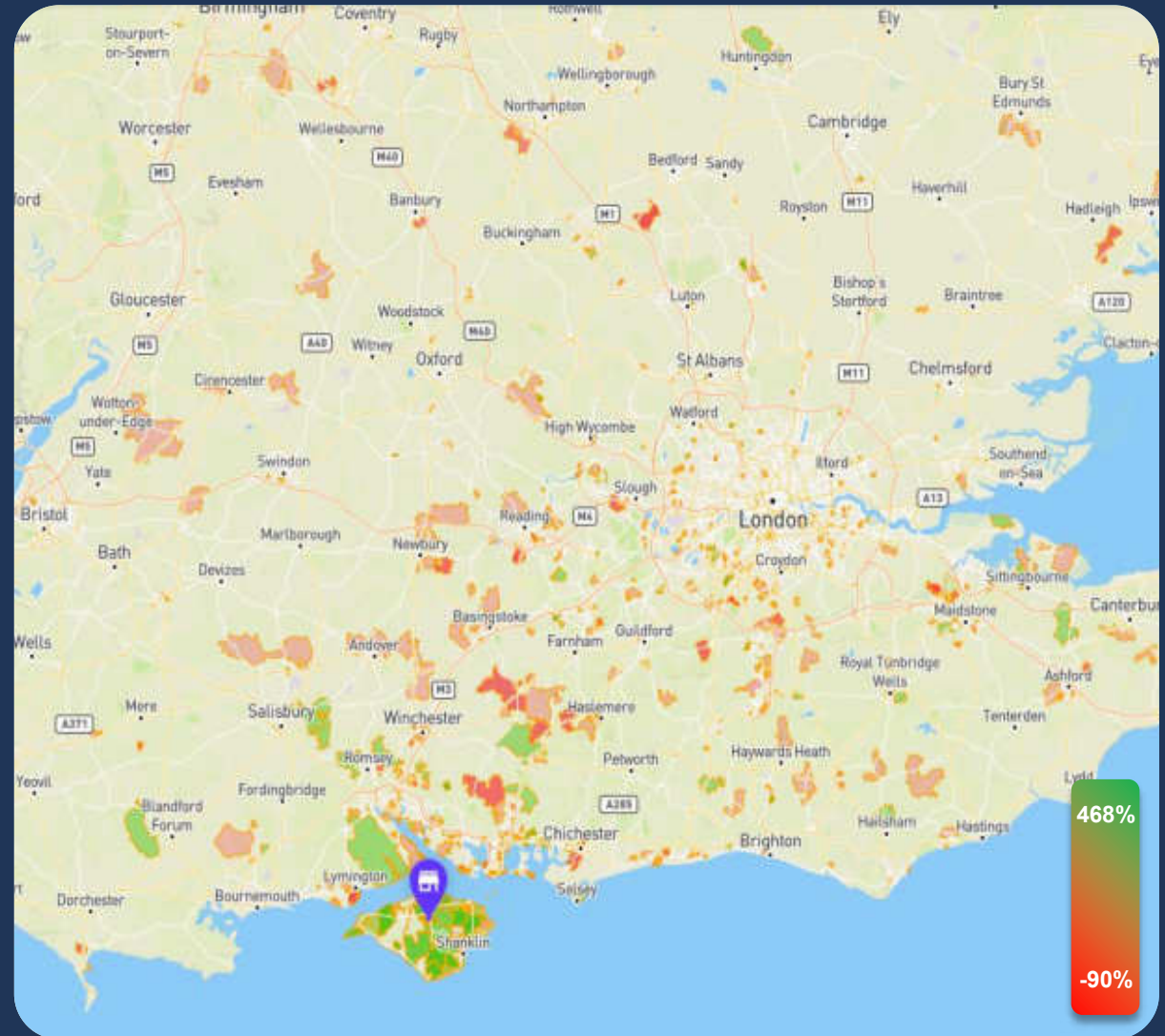
NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (OCTOBER 2019-20)



CHANGE IN VISITOR LEVELS OCTOBER 2019-20 vs OCTOBER 2018-19 – ZOOMED IN



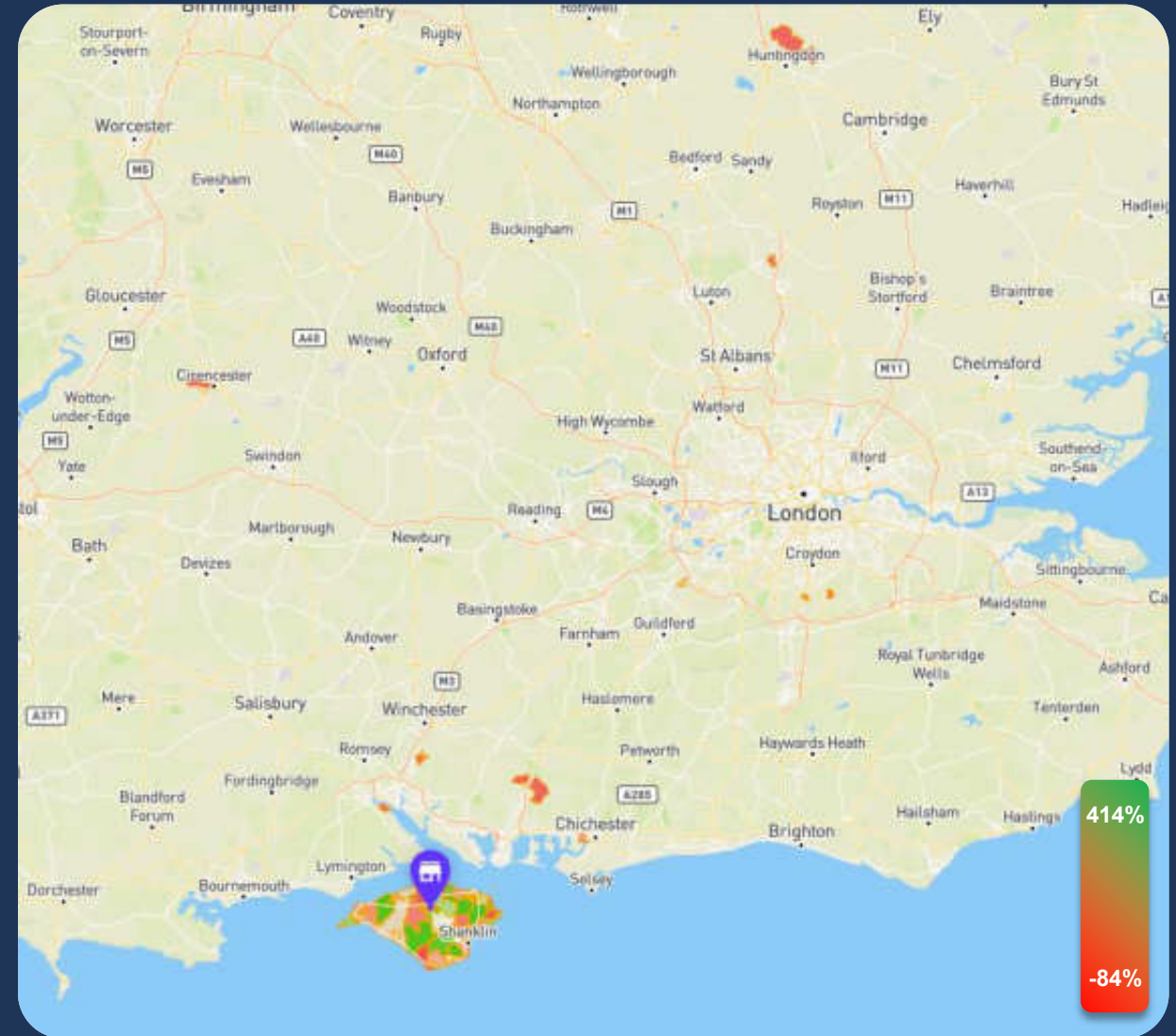
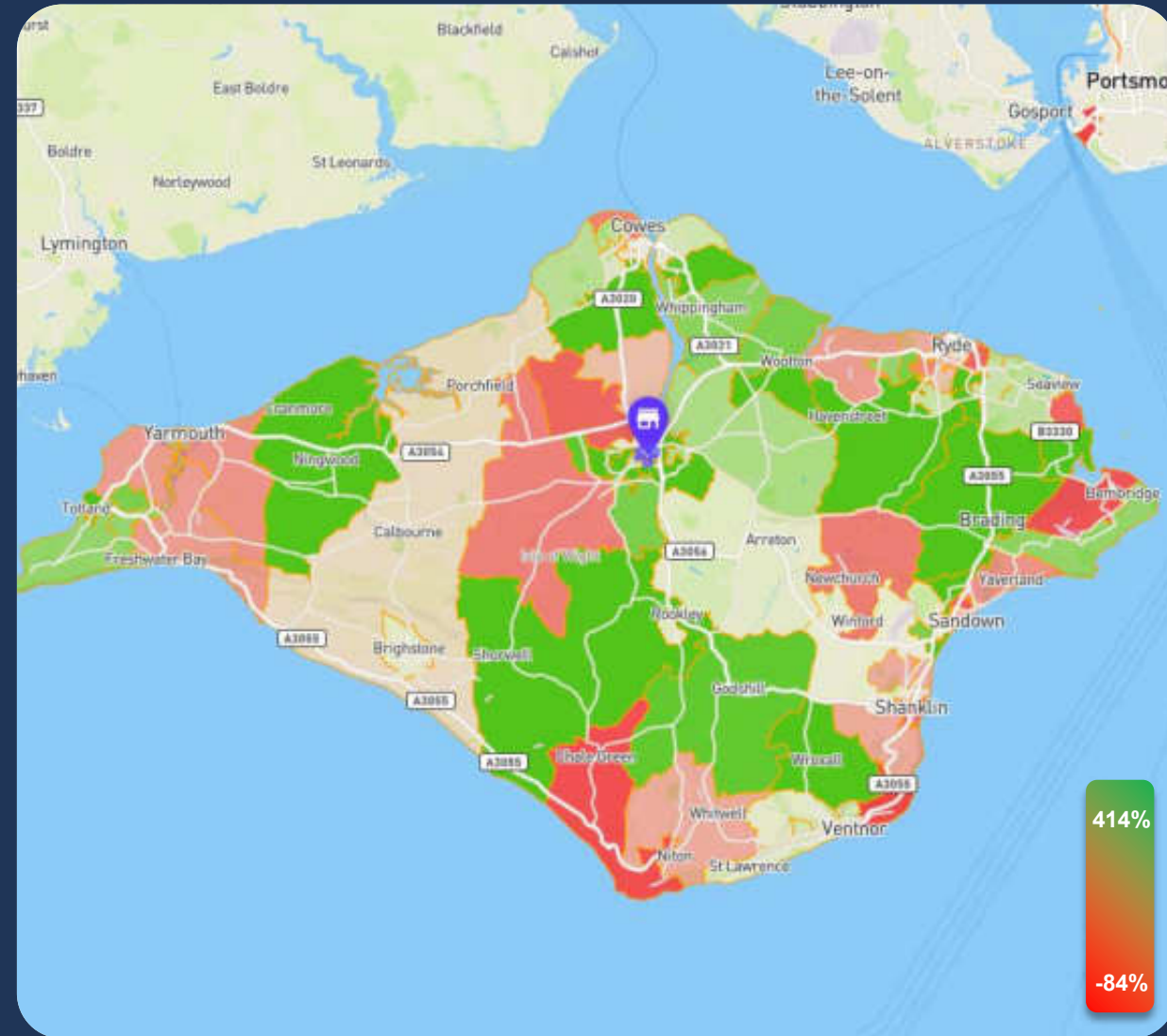
CHANGE IN VISITOR LEVELS OCTOBER 2019-20 vs OCTOBER 2018-19



NEWPORT VISITOR CHANGE BY POSTCODE OCTOBER 2020 & BENCHMARKING

CHANGE IN VISITOR LEVELS OCTOBER 2020 vs OCTOBER 2019 – ZOOMED IN MAP

CHANGE IN VISITOR LEVELS OCTOBER 2020 vs OCTOBER 2019 – ZOOMED OUT MAP

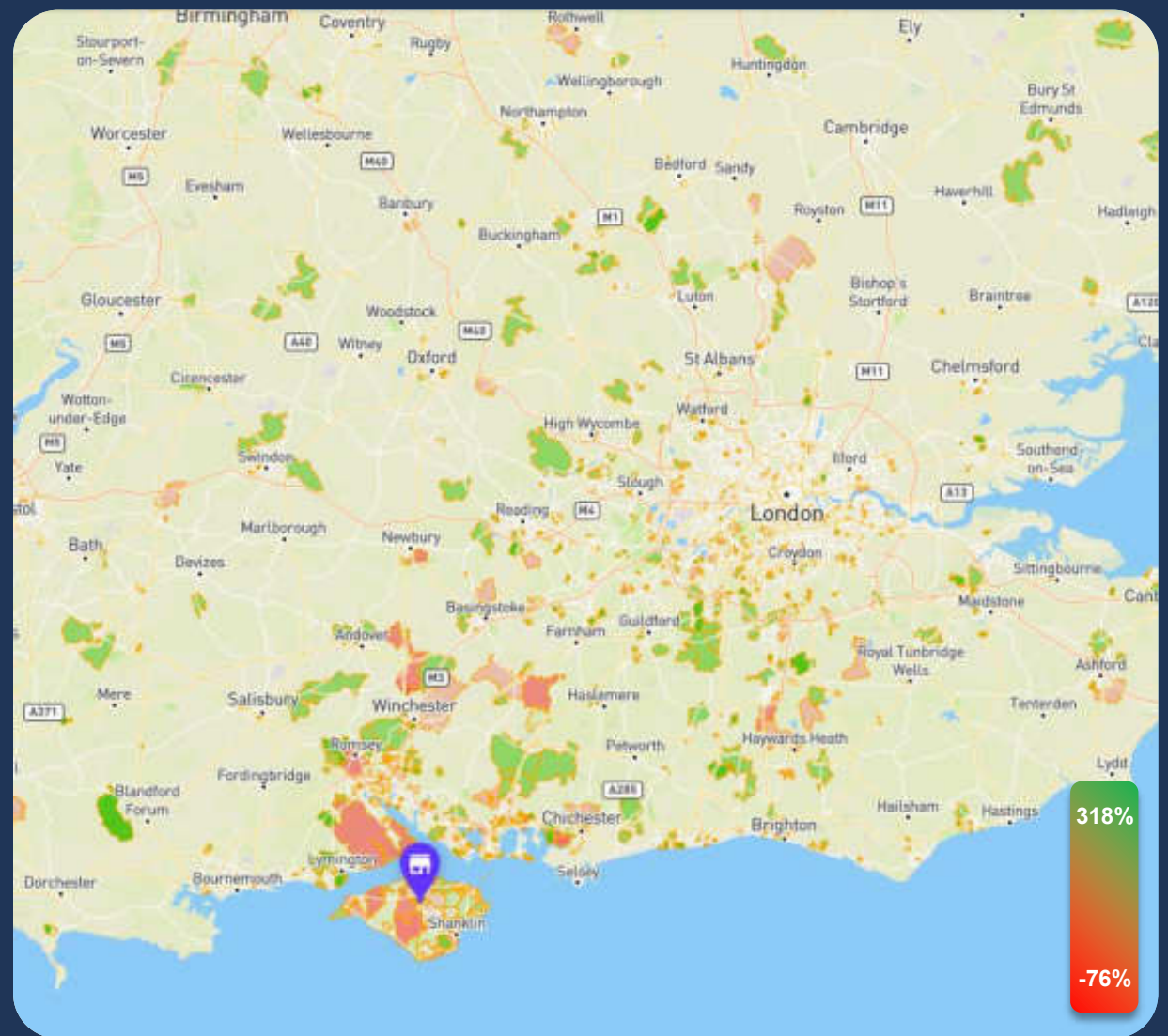
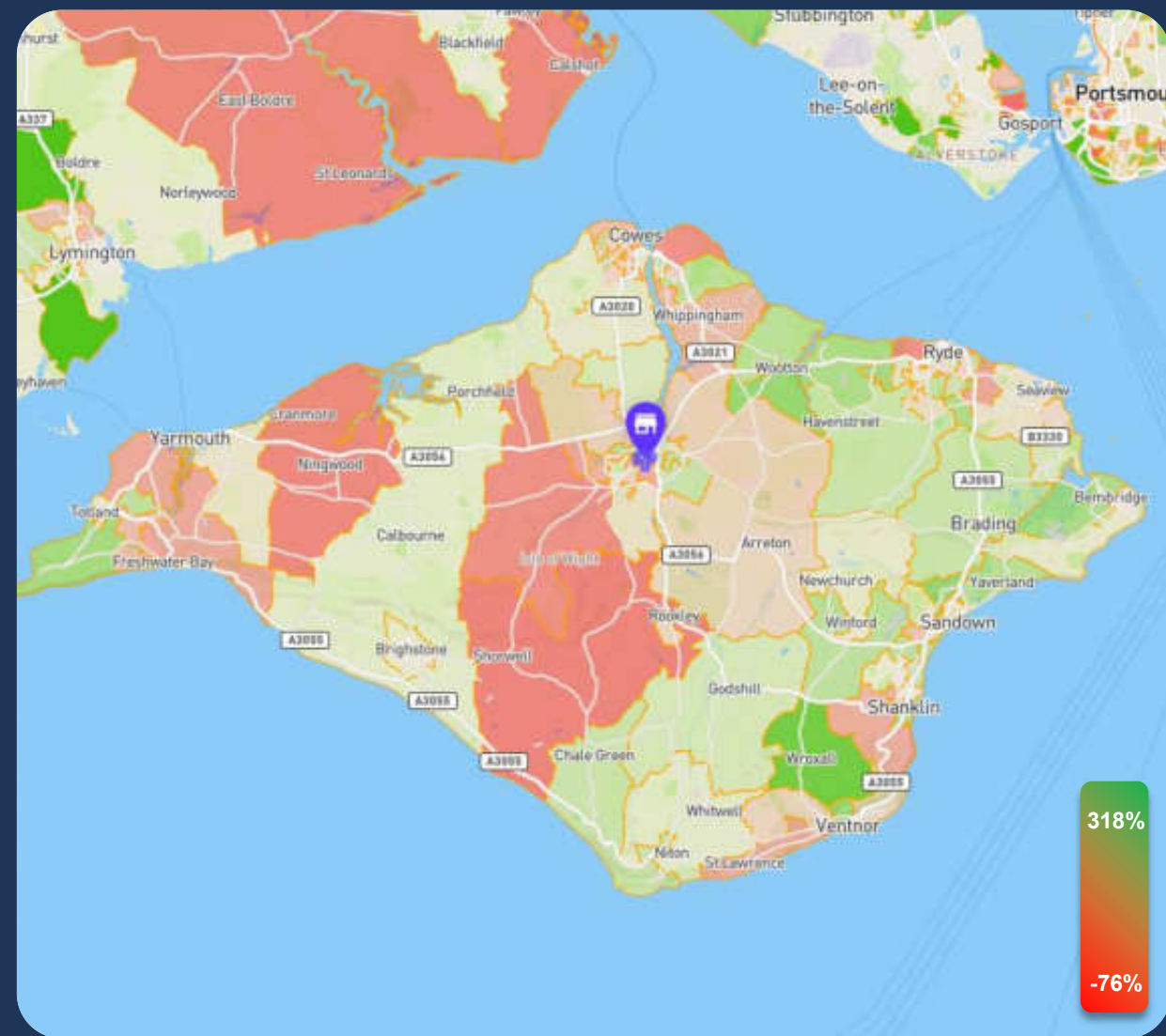


NEWPORT VISITOR CHANGE BY POSTCODE PRE-COVID BENCHMARKING



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

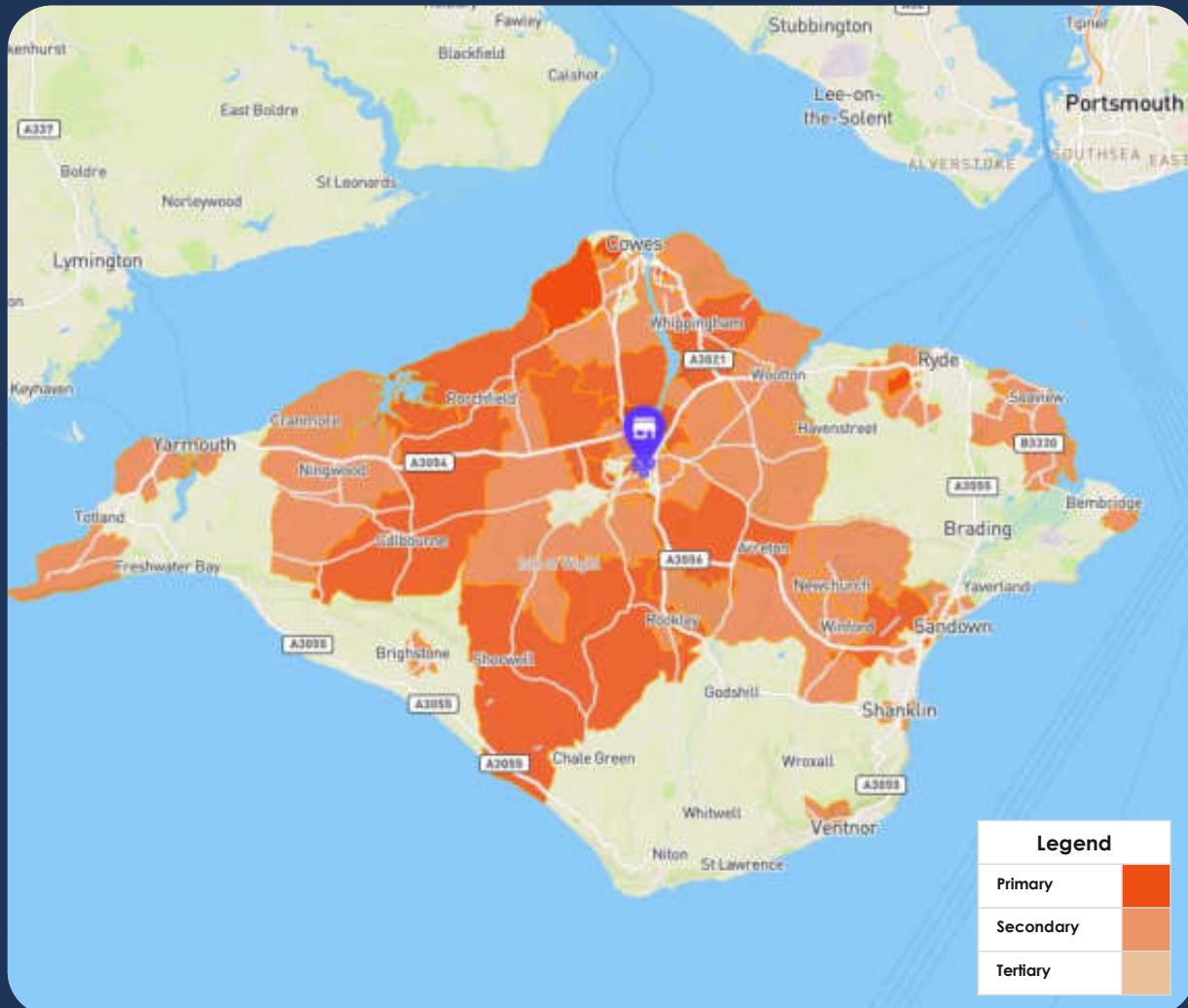
CHANGE IN VISITOR LEVELS FEB 2019-20 VS FEB 2018-19
(PRE-COVID) – ZOOMED OUT MAP



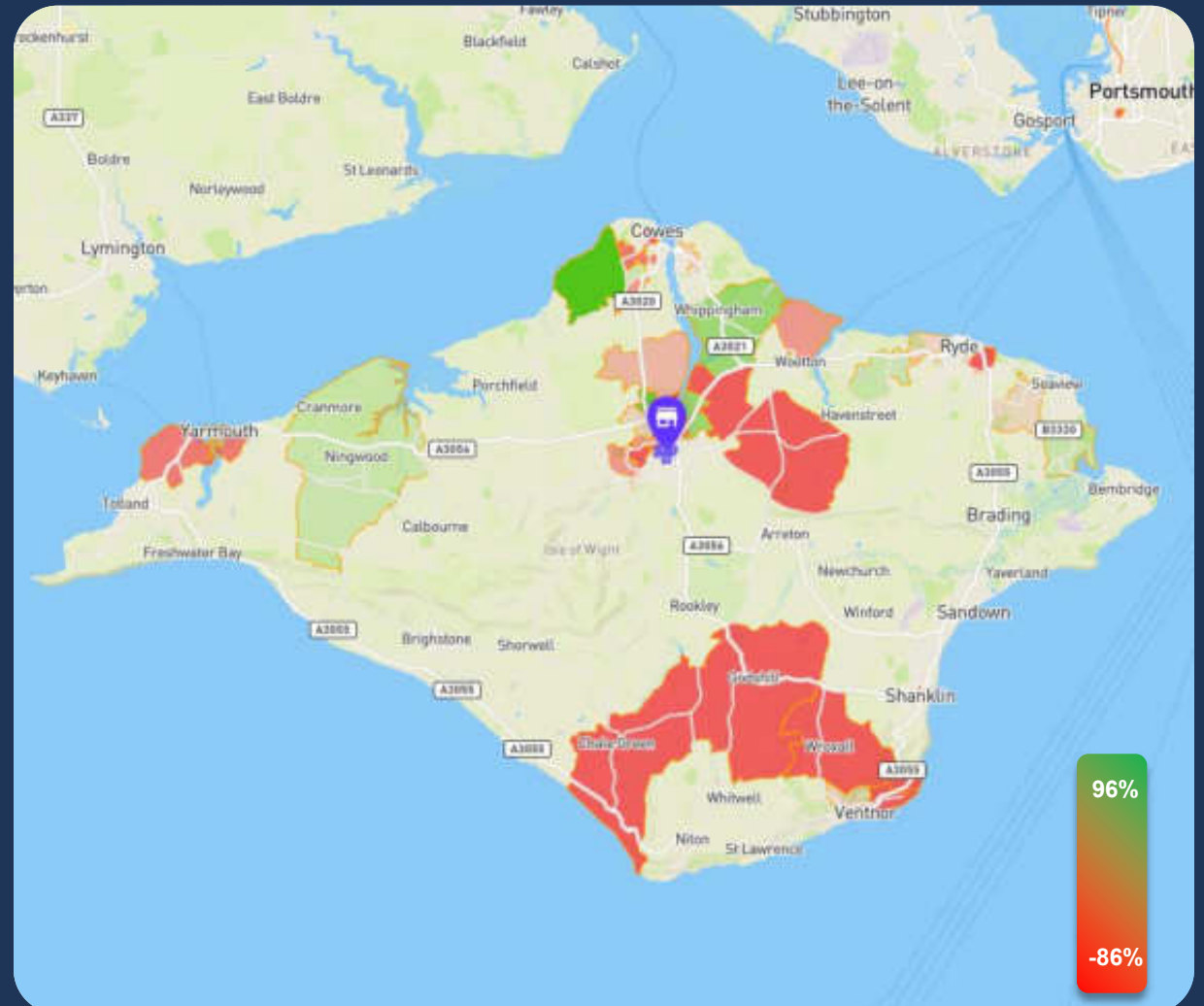
NEWPORT WORKER CATCHMENT CHANGE— OCTOBER 2020 & BENCHMARKING



WORKER CATCHMENT BY POST CODE OCTOBER 2020



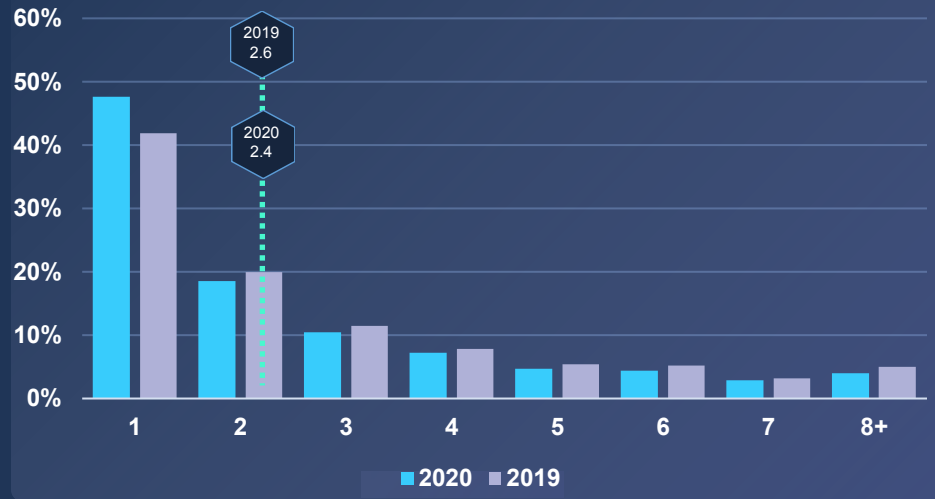
CHANGE IN WORKER CATCHMENT OCTOBER 2020 vs OCTOBER 2019



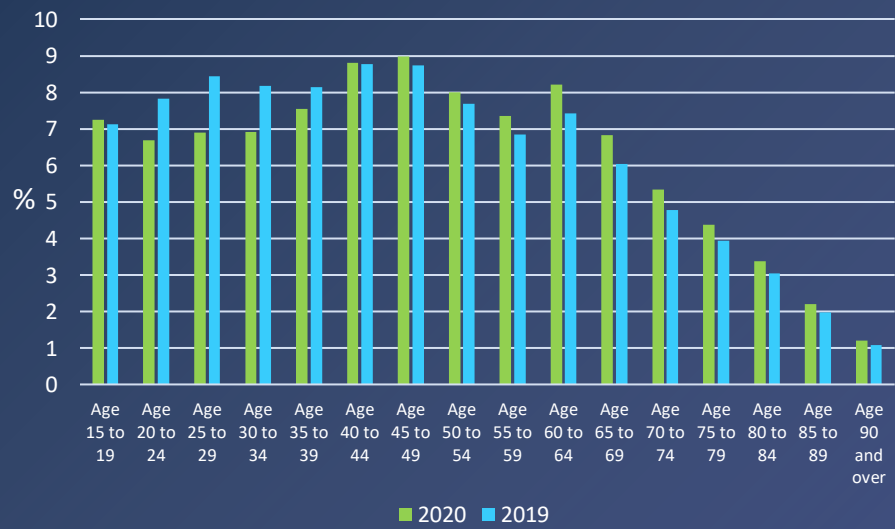
NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (OCTOBER 2019-20)



NUMBER OF PLACES VISITED PER TRIP



AGE DEMOGRAPHIC

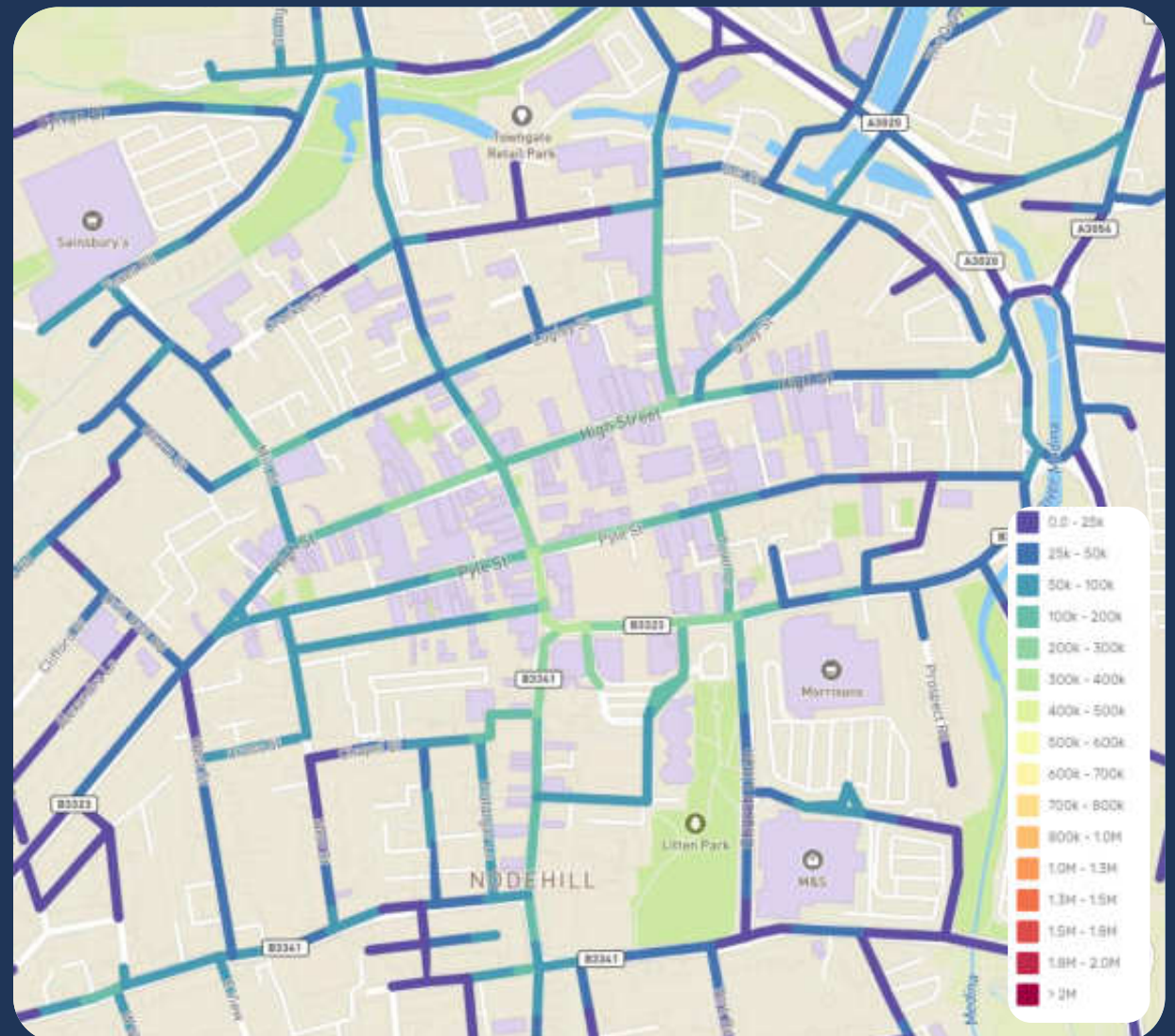
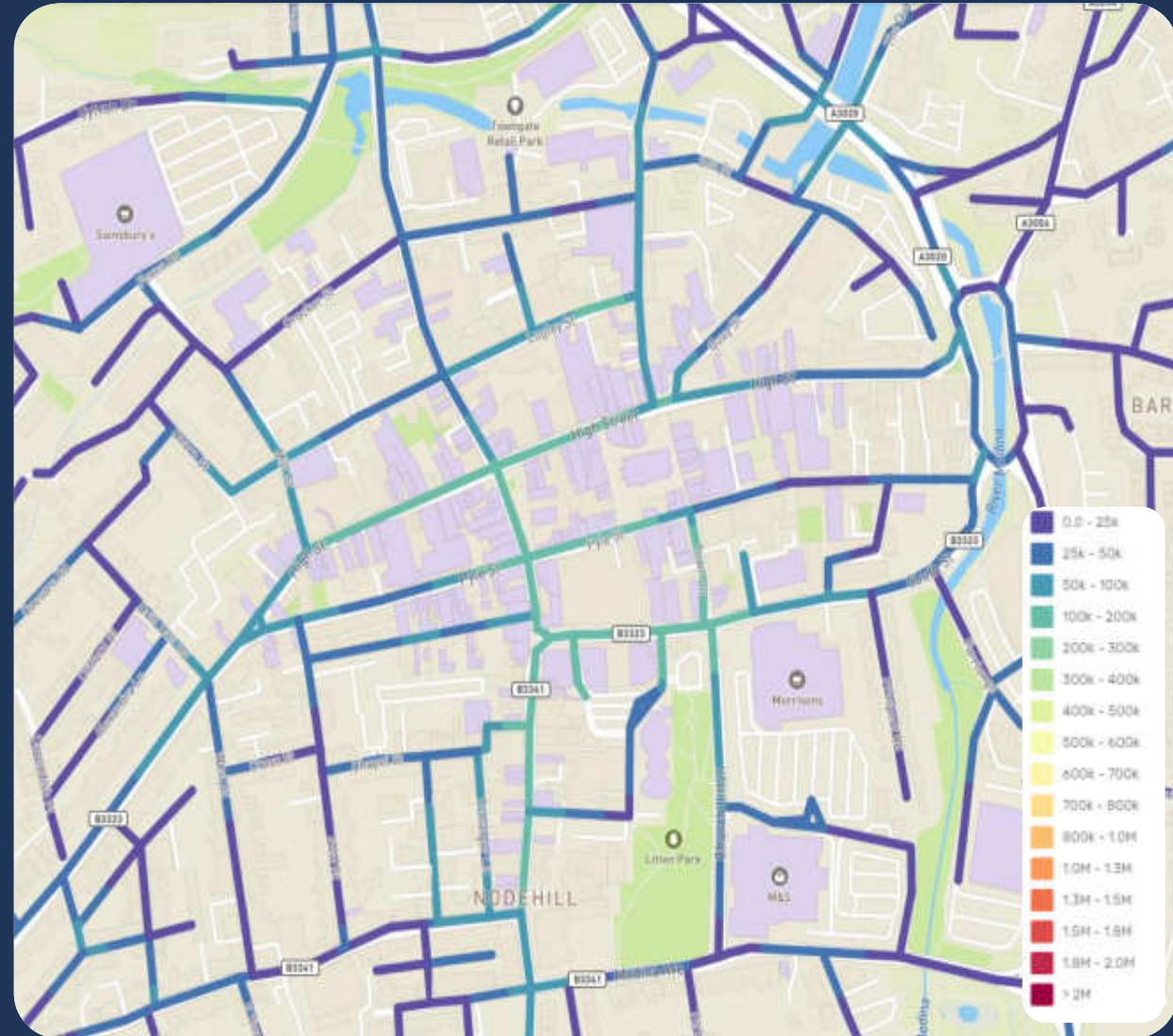


KEY: PEDESTRIAN NUMBERS OCTOBER 2020

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020

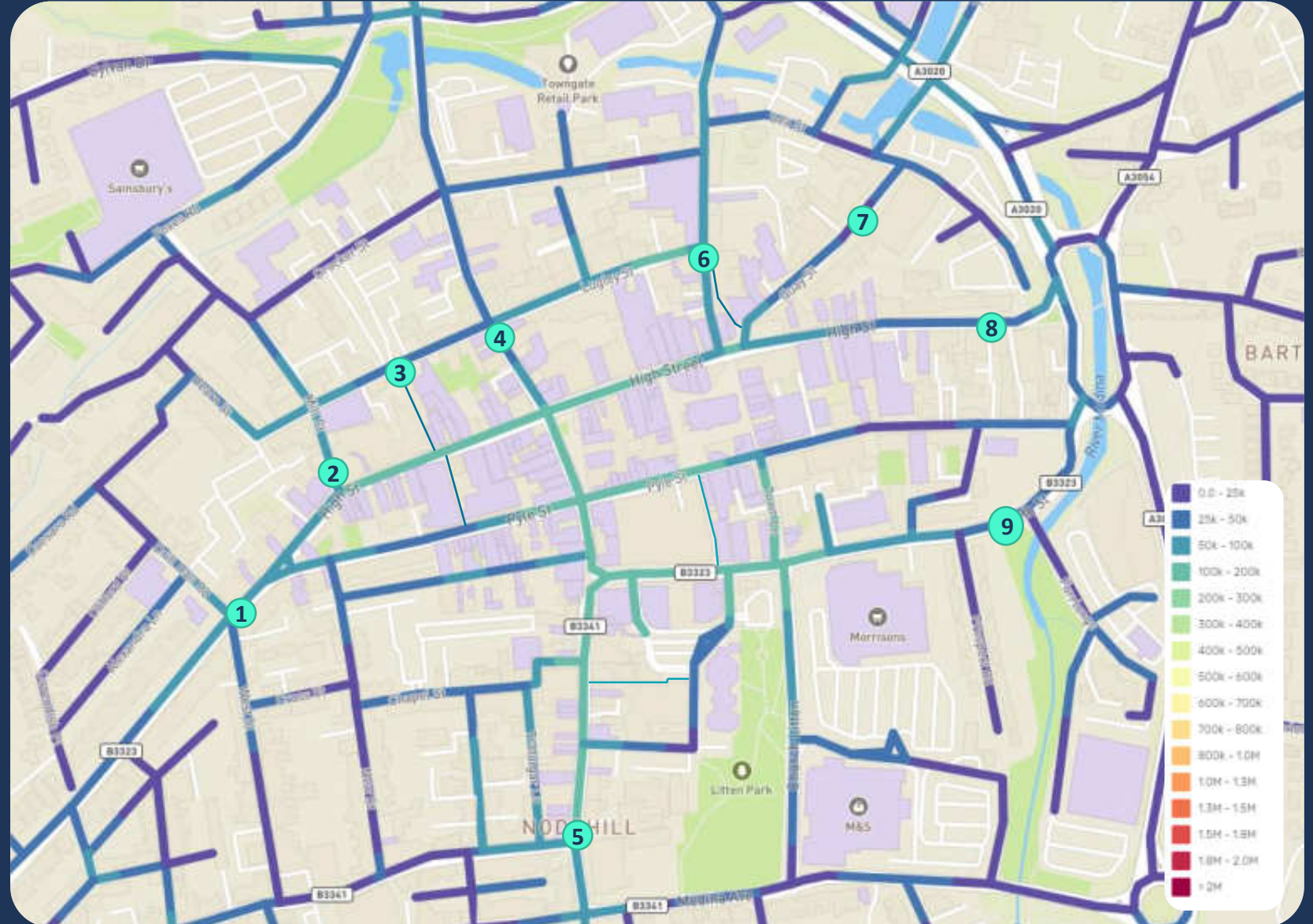
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2019



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



CENTRE FOOTFALL DATA OCTOBER 2020 VS OCTOBER 2019 – ENTRY POINTS

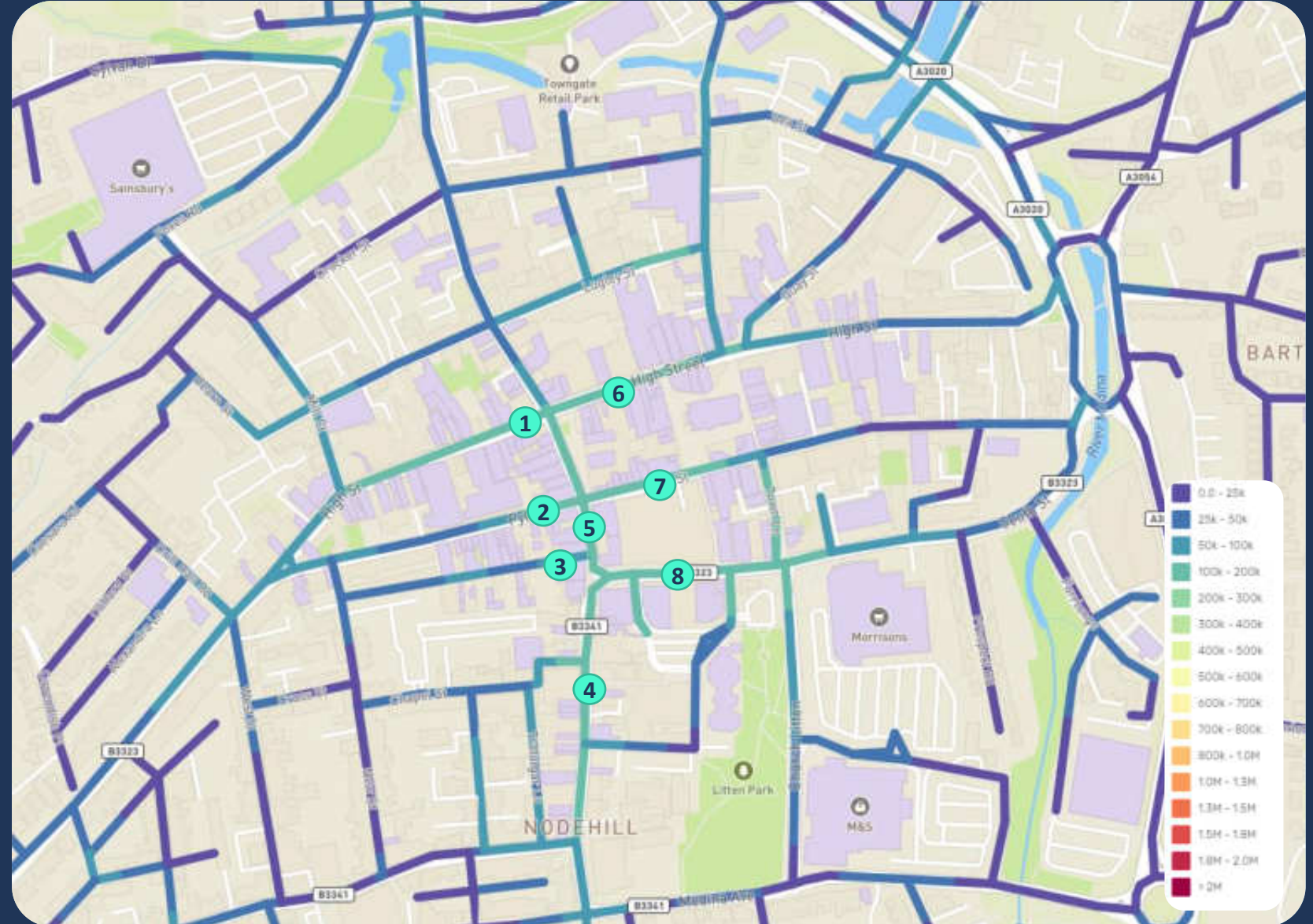


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020

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



CENTRE FOOTFALL DATA OCTOBER 2020 VS OCTOBER 2019 – COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020

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



ST THOMAS SQUARE

TOTAL VISITS

80,283

VISITS OCTOBER 20

-34%
VS
OCTOBER
2019



AVERAGE DWELL TIME

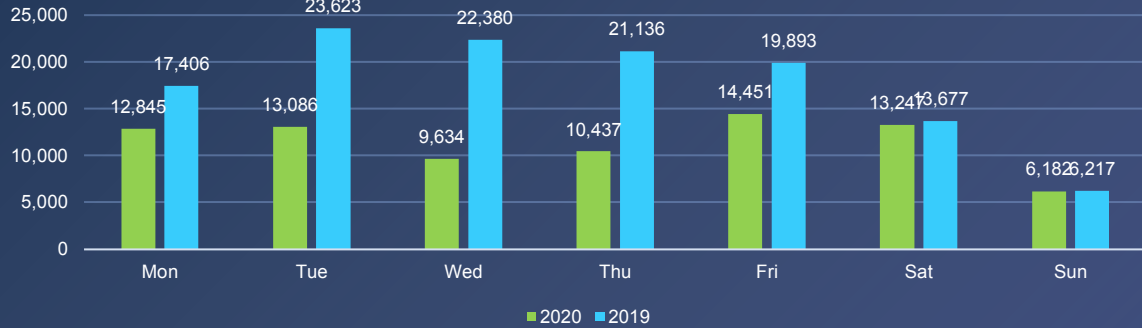
40 MINS

AVERAGE TIME SPENT
OCTOBER 20

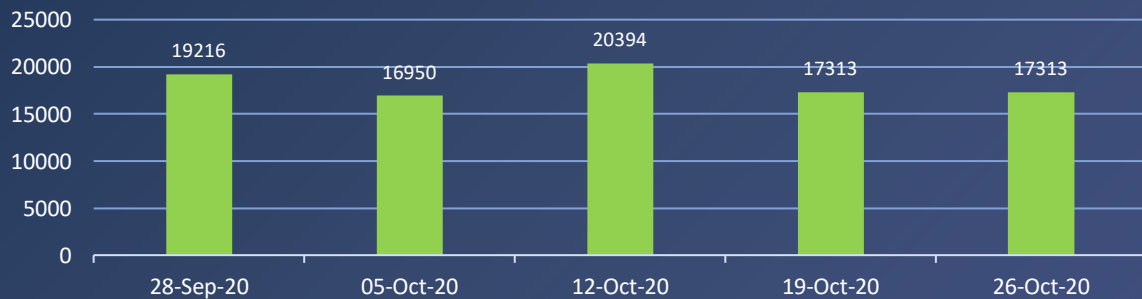
46 MINS
VS
OCTOBER
2019



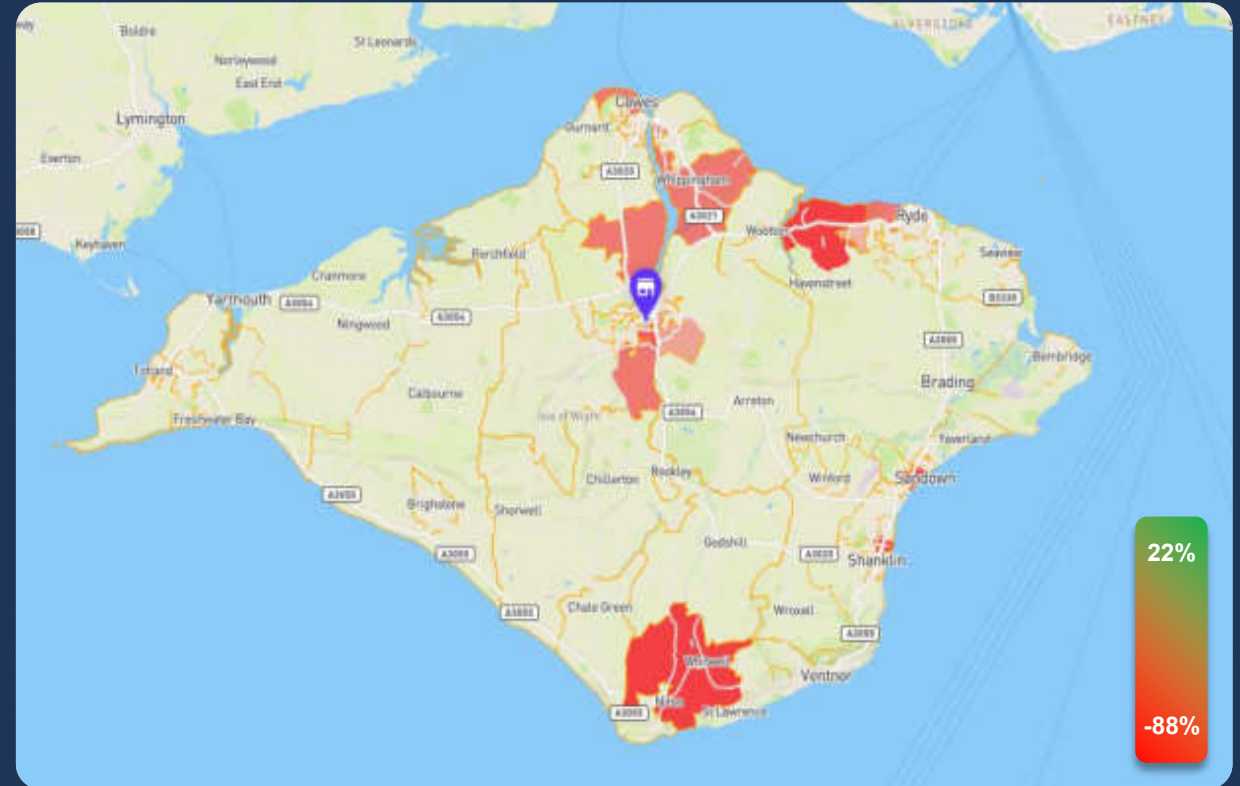
AVERAGE DAILY OCTOBER 2020 VS OCTOBER 2019



WEEKLY VISITS OCTOBER 2020



CHANGE IN VISITOR LEVELS OCTOBER 2020 vs OCTOBER 2019



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



ST JAMES SQUARE

TOTAL VISITS

104,564

VISITS OCTOBER 20

-40%
VS
OCTOBER
2019



AVERAGE DWELL TIME

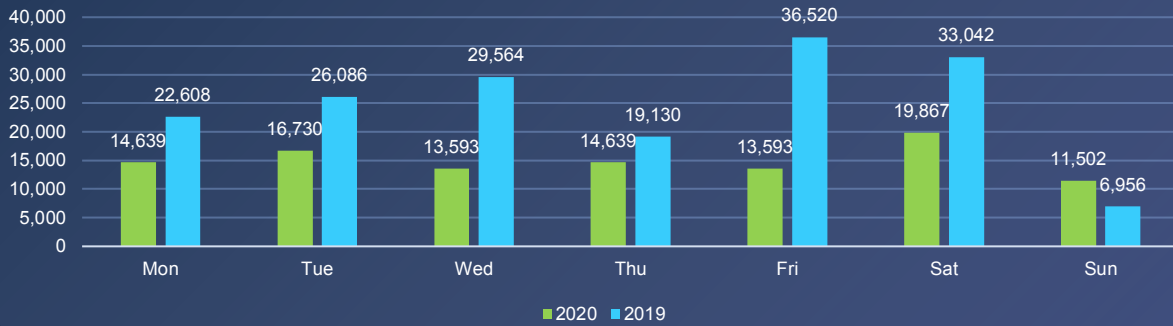
24 MINS

AVERAGE TIME SPENT
OCTOBER 20

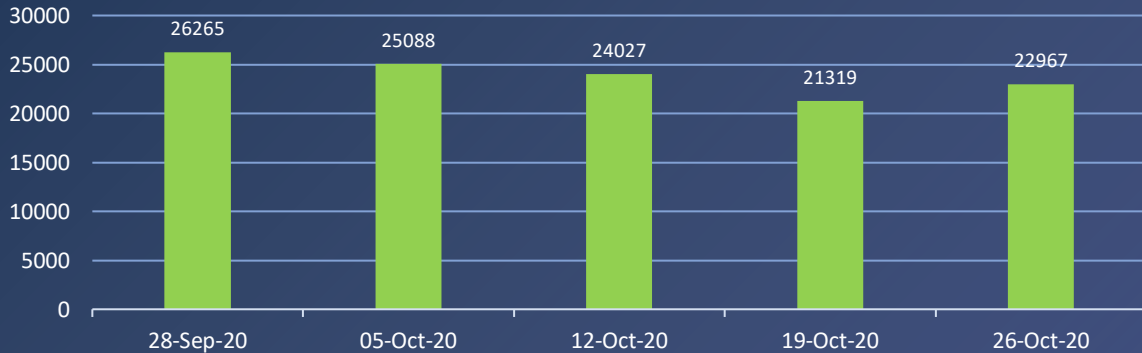
39 MINS
VS
OCTOBER
2019



AVERAGE DAILY OCTOBER 2020 VS OCTOBER 2019



WEEKLY VISITS OCTOBER 2020



CHANGE IN VISITOR LEVELS OCTOBER 2020 vs OCTOBER 2019

