VISITOR INSIGHT REPORT

Newport, Isle of Wight OCTOBER 2019 - 2020

Produced for Ryde and Newport Heritage Action Zones www.iwhaz.uk web@iwhaz.uk



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

-9--9-

OCT 19

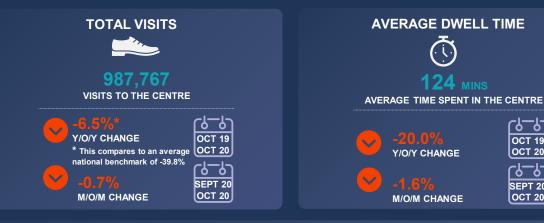
OCT 20

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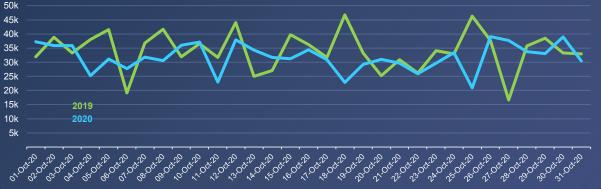
SEPT 20

OCT 20





DAILY VISITS OCTOBER 2020 VS **OCTOBER 2019**









45,000 41.540 39,086 36,877 40,679 40,825 39,136 36,563 37,977 40,000 30,473 35,000 30,494 29.590 30,000 20,066,1,493 25.000 20,000 15.000 10.000 5,000 Monday Tuesday Wednesday Thursday Friday Saturday Sunday

2019 2020

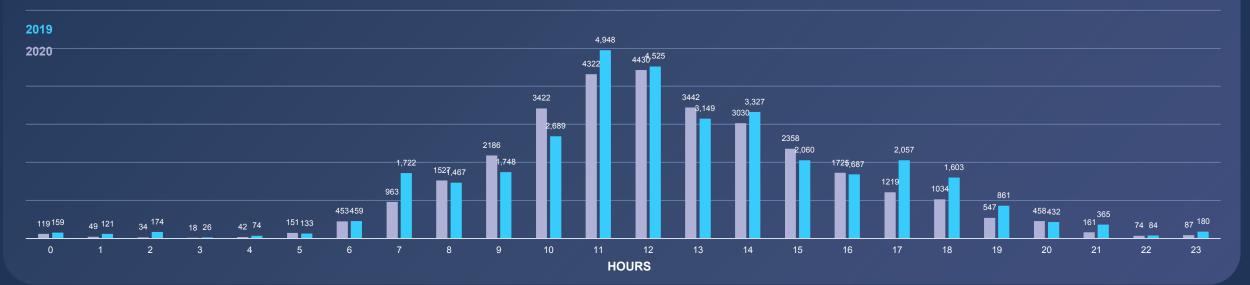




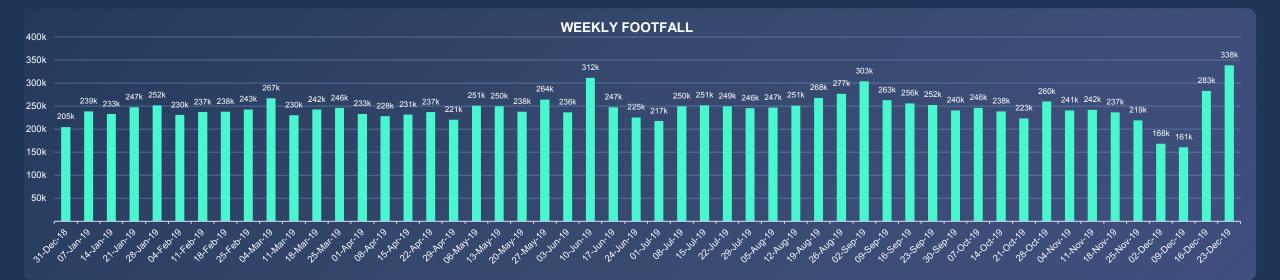
NEWPORT TOWN CENTRE - OCTOBER 2020 SUMMARY & BENCHMARKING (OCTOBER 2019-20)



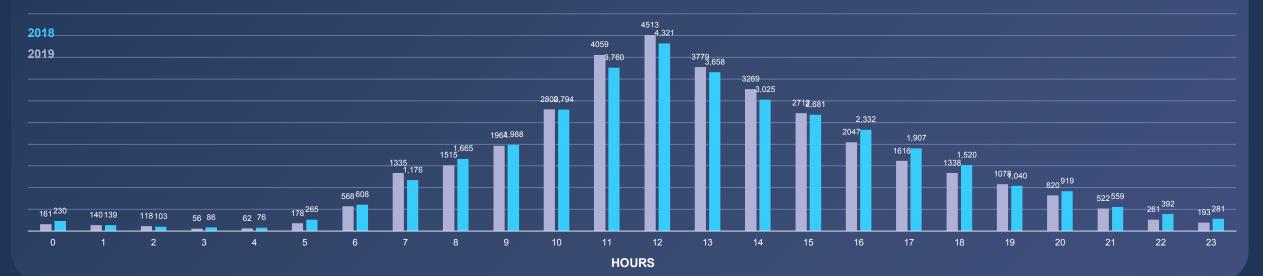
AVERAGE VISITS BY HOUR OCTOBER 2020 VS OCTOBER 2019



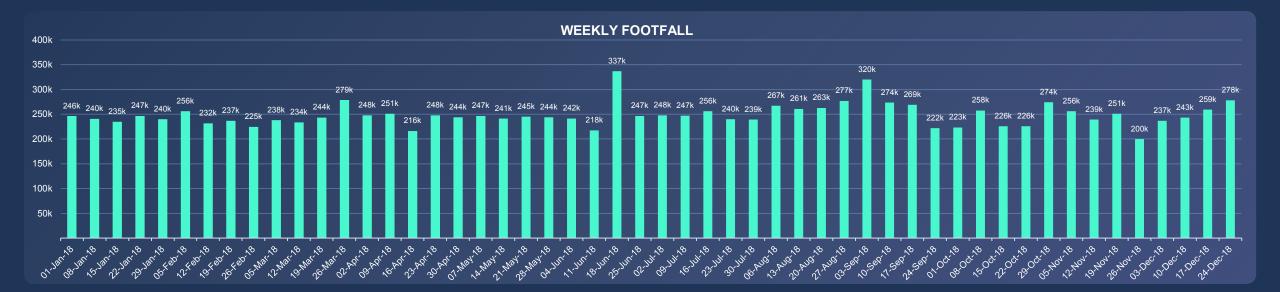
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

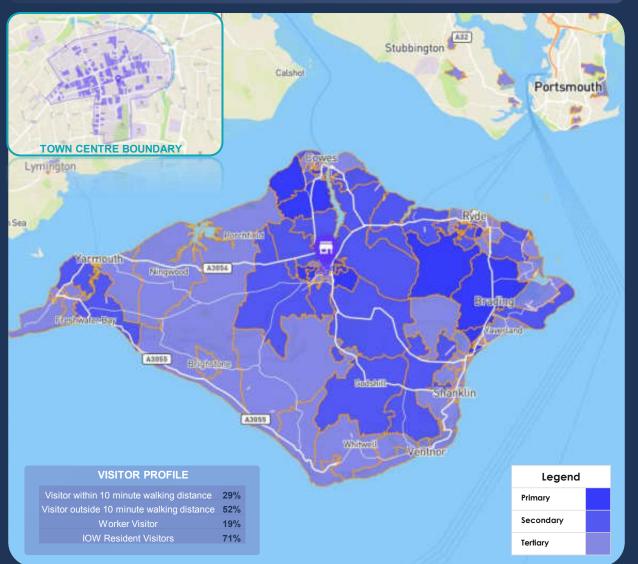




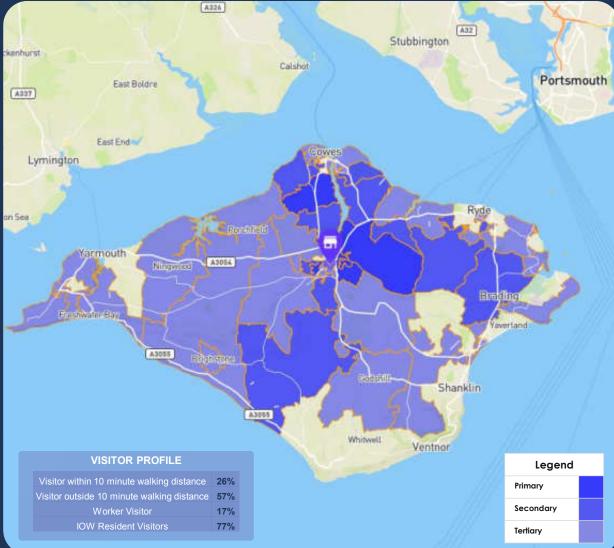
NEWPORT VISITOR CATCHMENT — OCTOBER 2020 & BENCHMARKING (OCTOBER 2019-20)



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)



A12

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CATCHMENT BY POST CODE JAN-OCTOBER 2020 - ZOOMED OUT MAP Rugby on-Severn Huntingdon Wellingborough Bury 5t Edmunds Northampton: Cambridge Worcester Wellesbourne 144.0 Bedford MS Eyesham Haverhill Banbury Royston M11 MI Buckingham Bishop's Luton Braintree Gloucester Stortford A120 Woodstock M5 A40 Witney Clar Oxford St Albans Chelmsford (M11) Cirencester . Wotton-Watford nder-Edge High Wycombe Southand-Swindon Ilford rate on-Sea Slough A13 H6 London Martborough Newbur Bath Croydon Devizes Cant Maidston Basingstoke. Guildford Andover **Royal Tunbridge** Ashford Wells Mere Hastemere Salisbury Tenterden A371 Haywards Heath Romse Petworth Lydd Fordingbridge Blandford Hailsham Forum Hastings Chichester Brighton Legend Selsey Bournemouth hester Primary Secondary Tertiary

Stourport-Rugby on-Severn Huntingdon Wellingborough Bury St Edmunds Northampton Cambridge Worcester Wellesbourne 9460 Bedford M5 Evesham Haverhill Banbury M11 Royston [M1] Buckingham Bishop's Luten Braintree Gloucester Stortford Woodstock MS ALO Witney Oxford St Albans Chelmsford Hit Cirencester Wotton-Watford. under-Edge High Wycombr Southend-Swindon Il/ford Yate on-Sea Slough A13 Má Reading London Mariborough Newbury Bath Croydon **Devizes** abourne Maidstone Basingstoke Guildford Andover Royal Tunbridge Ashford Wells Mere Haslemere Salisbury Winchester Tenterden Haywards Heath Roman Petworth Lydd Fordingbridge Blandford Hailsham Forum Hastings Chichester Brighton Legend Selsey Bournemouth for chester Primary Secondary Tertiary

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



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

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A317

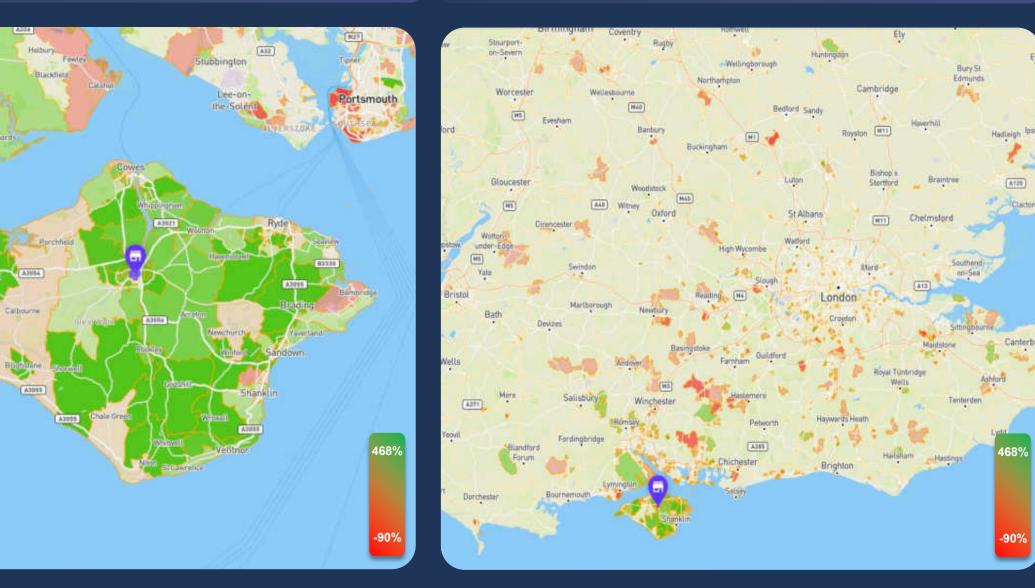
Boldre

Lymino

East Boldru

Norteywo

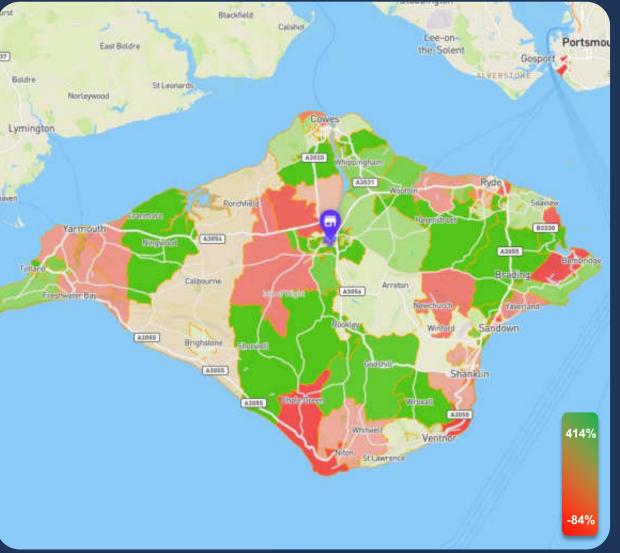
CHANGE IN VISITOR LEVELS OCTOBER 2019-20 vs OCTOBER 2018-19



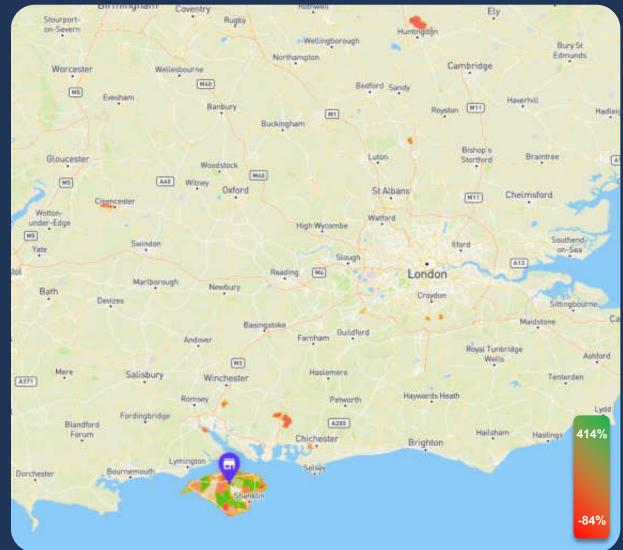
NEWPORT VISITOR CHANGE BY POSTCODE OCTOBER 2020 & BENCHMARKING



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



Bury St

Edmunds

Braintree

Cheimston

A13

loyal Tunbridge

Wells

Hailsham

Hadinigi

ATT

Ashford

Lydit

318%

-76%

Tentenden

Hastings

Ely

Cambridge

revision

London

Croydor

owwards Heath

Brighton

HIT

Bishop's

Stortford

MIT

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

Wellingborough

144

Haslemere

Petworth

AZEN

hichester

Bedford Sandy

Luton

St Albans

Northampton

Buckin

Coventry

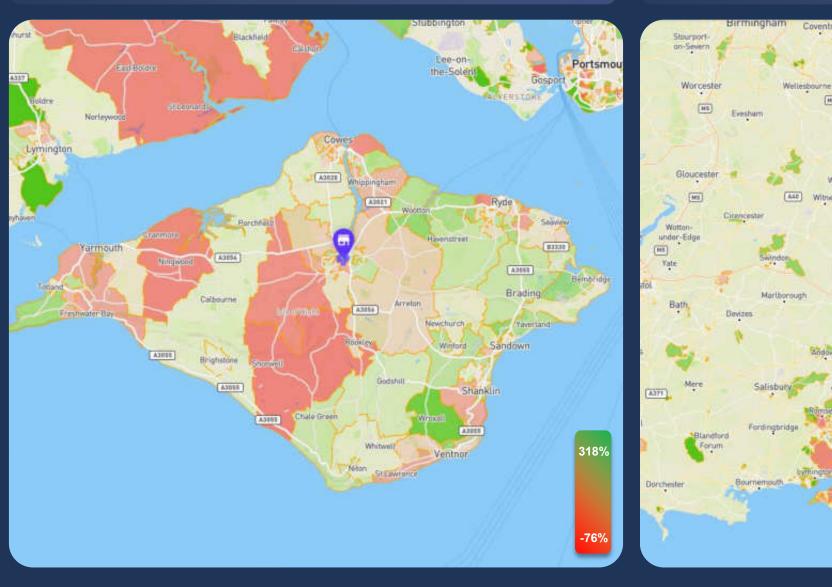
M40

Witney

Rugb

Daford

Wincheste

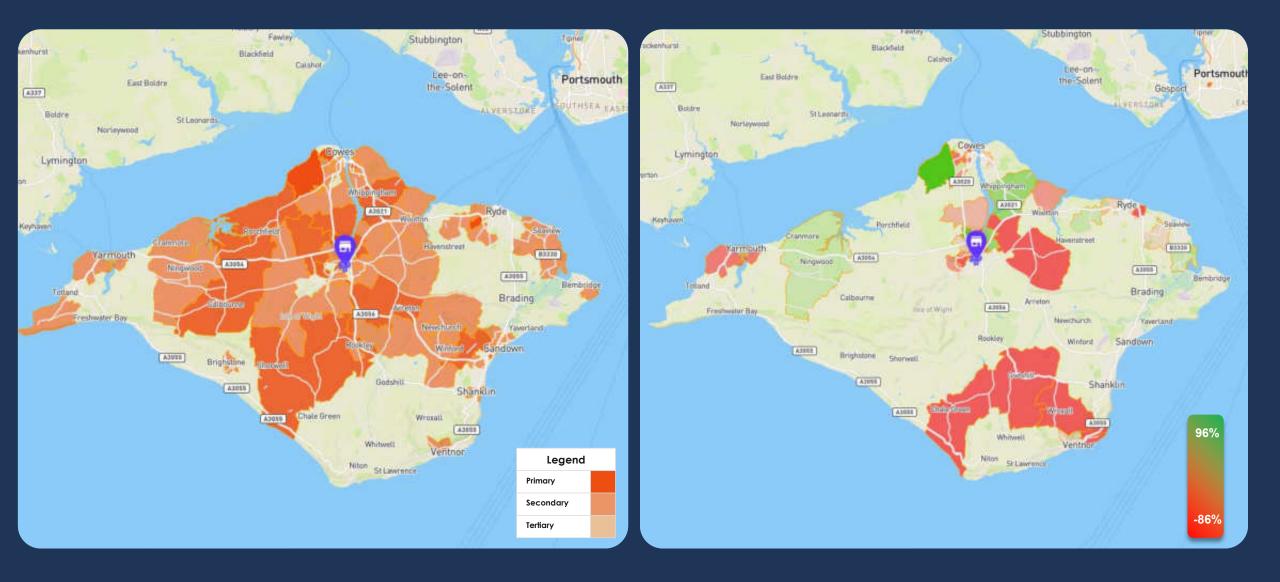


NEWPORT WORKER CATCHMENT CHANGE— OCTOBER 2020 & BENCHMARKING



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)





AGE DEMOGRAPHIC







NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2019

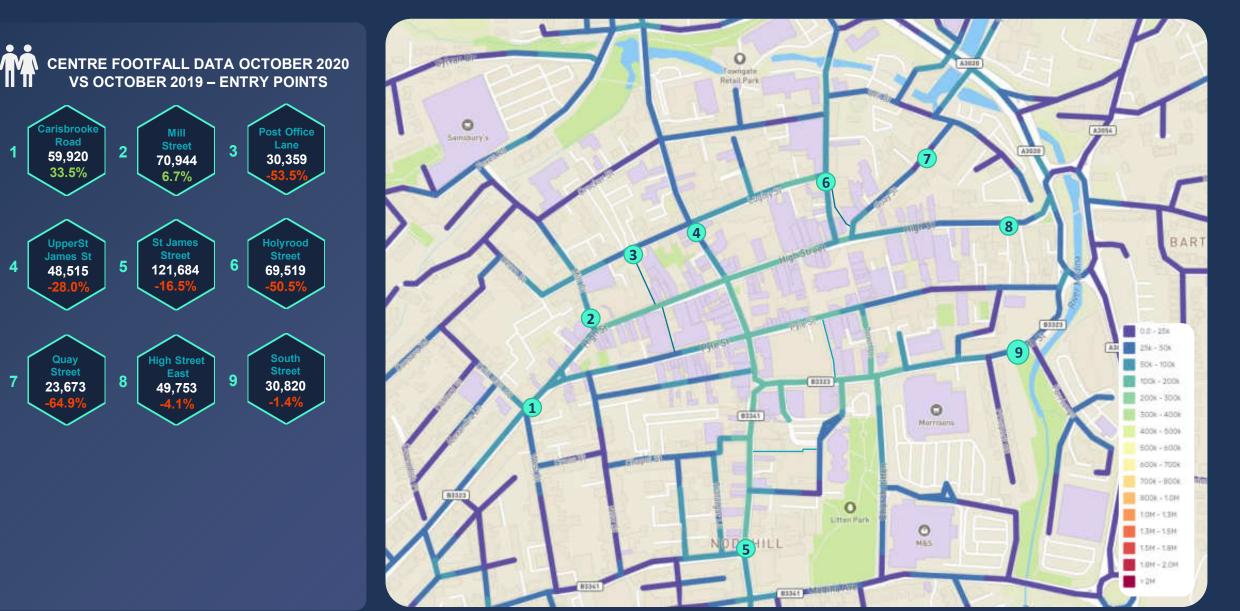




NEWPORT KEY LOCATION FOOTFALL — (OCTOBER 2020 VS OCTOBER 2019)

4





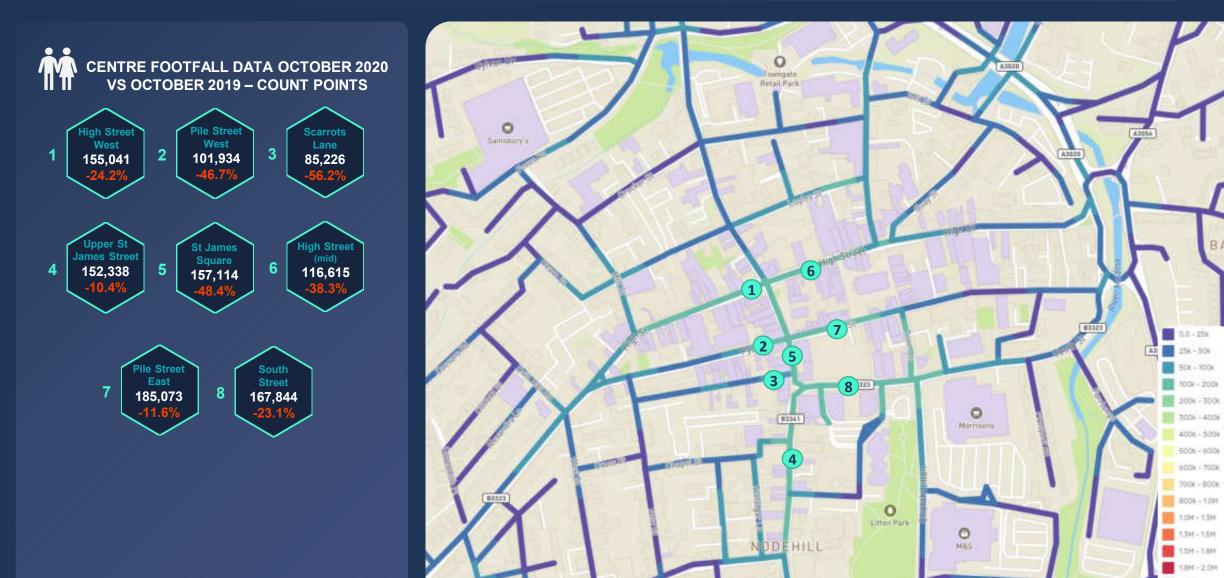
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020

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



BART

1214



B3341

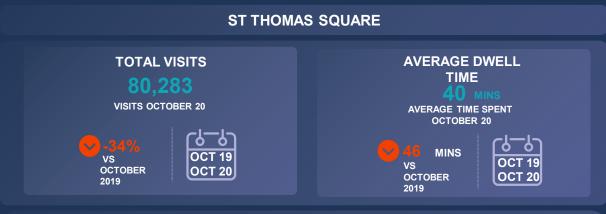
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020

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

Sat

Sun







Wed

0

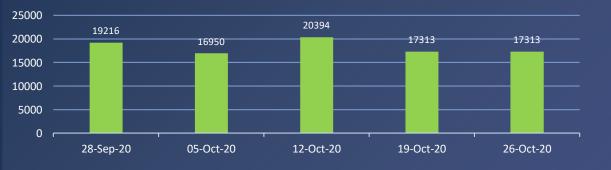
Mon

Tue

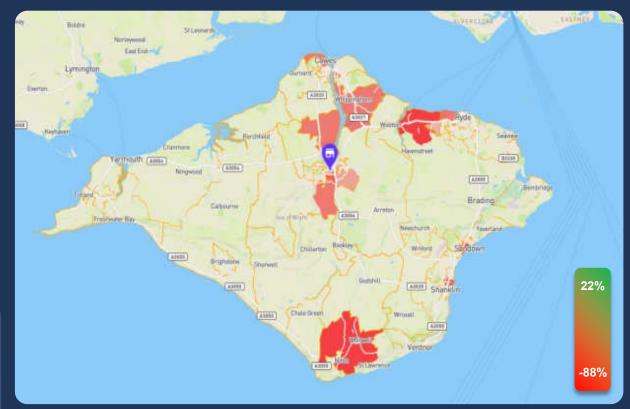


2020 2019

Thu

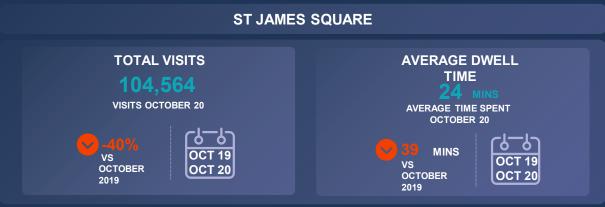


CHANGE IN VISITOR LEVELS OCTOBER 2020 vs OCTOBER 2019

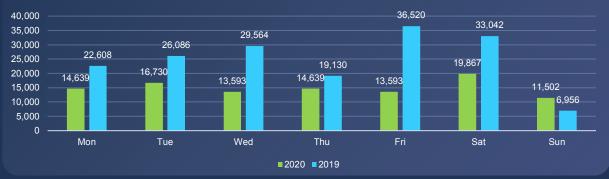


TOWN CENTRE KEY LOCATIONS - OCTOBER 2020 & BENCHMARKING (OCTOBER 2019-20)





AVERAGE DAILY OCTOBER 2020 VS OCTOBER 2019





CHANGE IN VISITOR LEVELS OCTOBER 2020 vs OCTOBER 2019

