

VISITOR INSIGHT REPORT

Ryde, Isle of Wight

December 2019 - 2020

Produced for Ryde and Newport Heritage Action Zones

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web@iwhaz.uk



VISITOR | INSIGHTS

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



TOTAL VISITS



575,290

VISITS TO THE HIGH STREET



-16%

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



29%

M/O/M CHANGE



AVERAGE DWELL TIME



158 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



1%

Y/O/Y CHANGE



-6%

M/O/M CHANGE



PLACES VISITED



2.1

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.4

PLACES VISITED



2.1

PLACES VISITED



POPULAR VISIT DAY



WEDNESDAY

25k AVERAGE VISITS ON WEDNESDAY IN DECEMBER



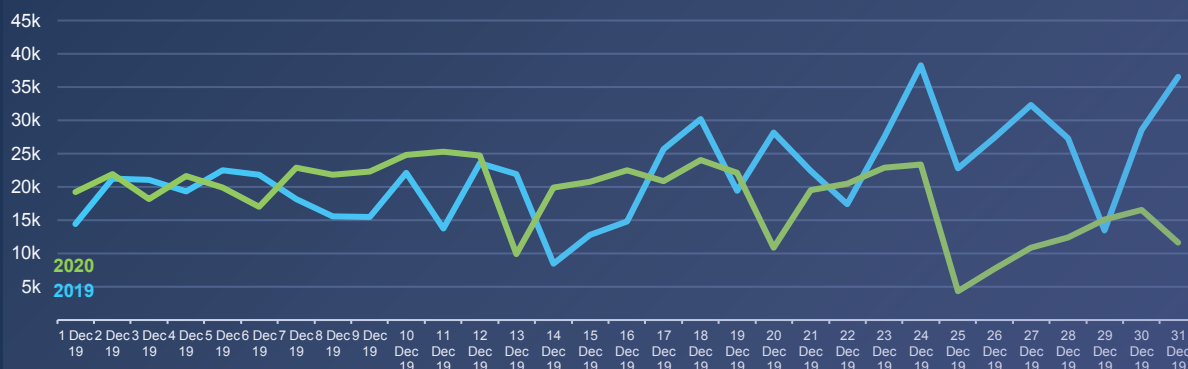
FRIDAY



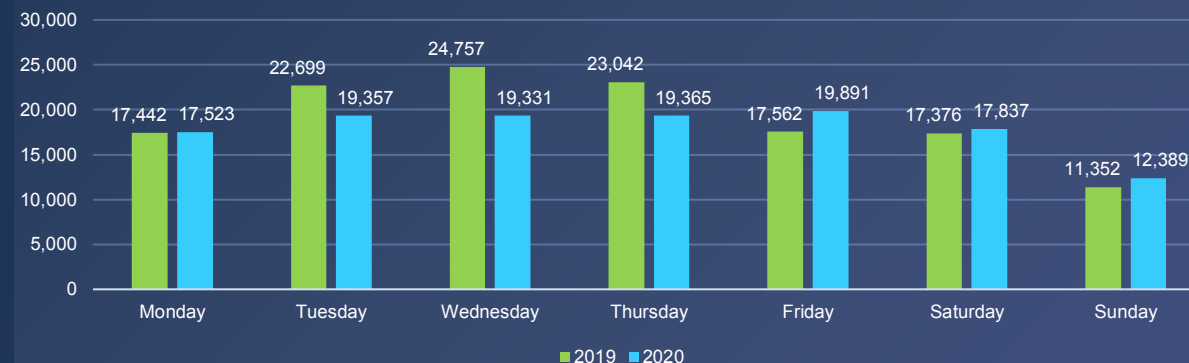
MONDAY



DAILY VISITS DECEMBER 2020 VS DECEMBER 2019



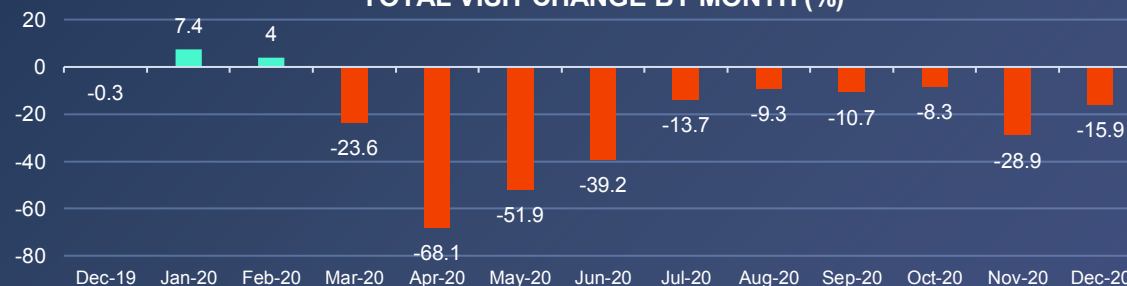
AVERAGE DAILY VISITOR LEVELS IN DECEMBER 2020



TOTAL VISITS BY MONTH



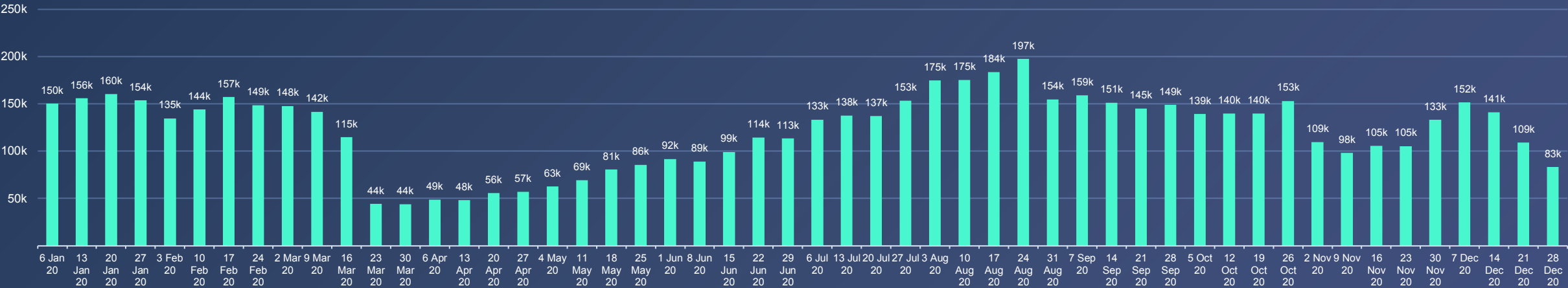
TOTAL VISIT CHANGE BY MONTH (%)



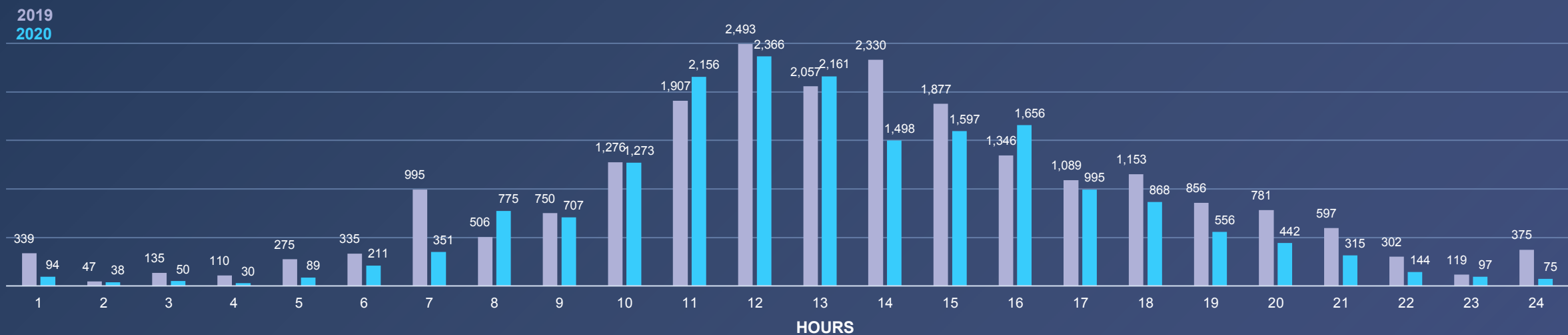
RYDE TOWN CENTRE— DECEMBER 2020 SUMMARY & BENCHMARKING (DECEMBER 2019-20)



WEEKLY FOOTFALL



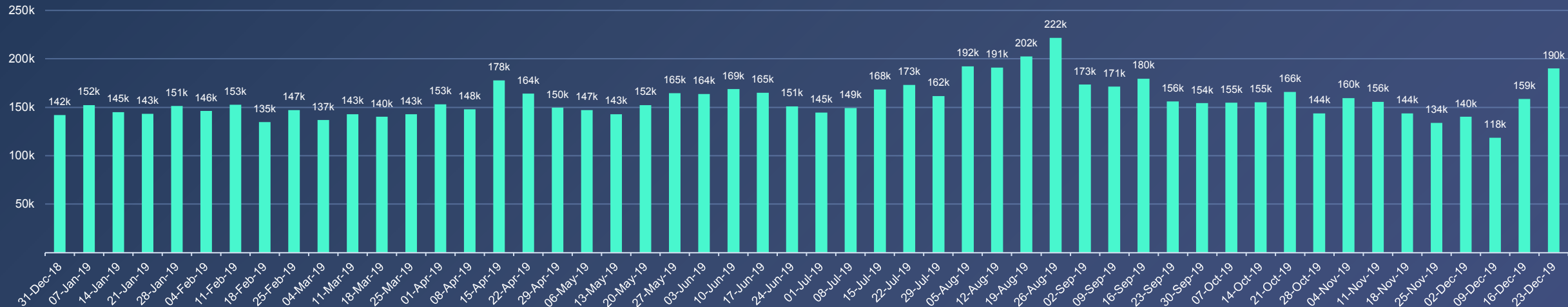
AVERAGE VISITS BY HOUR



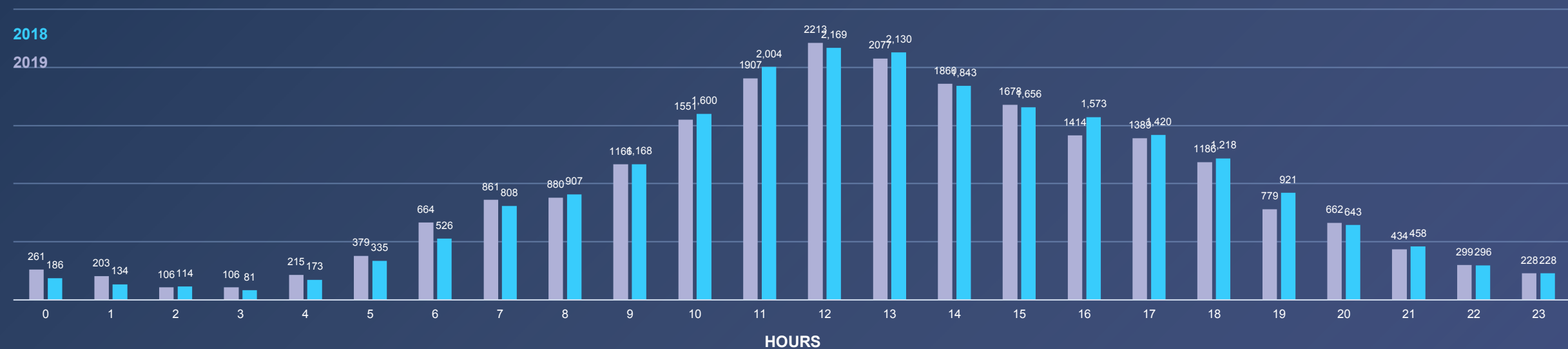
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



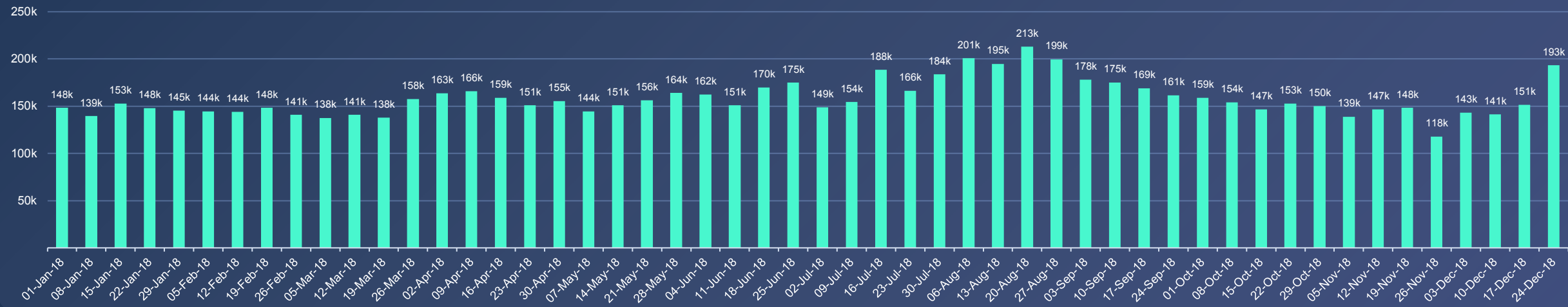
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



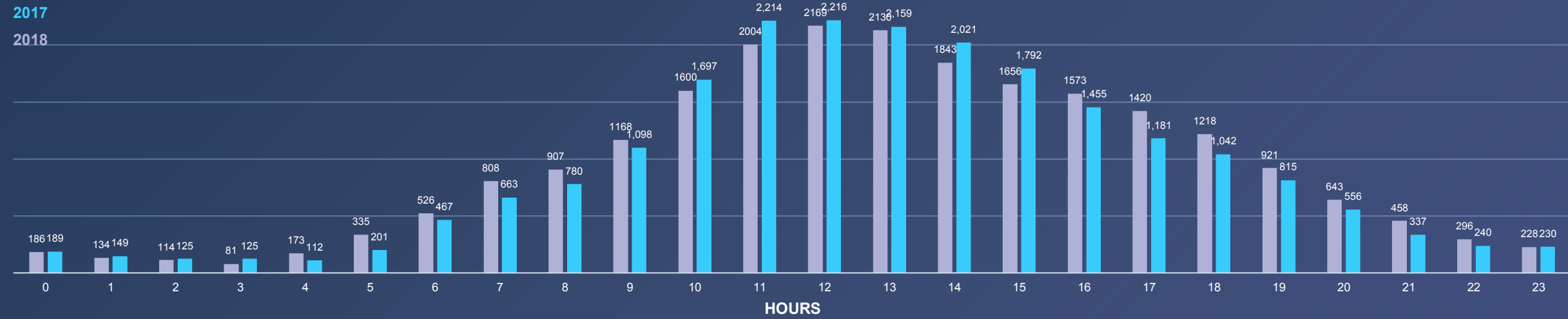
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS



TOTAL ANNUAL VISITS



7,110,805

VISITS TO THE HIGH STREET
DECEMBER 19- DECEMBER 20



-18%

4 YEAR CHANGE



AVERAGE DWELL TIME



146 MINS

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



-4%

4 YEAR CHANGE



2.2

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

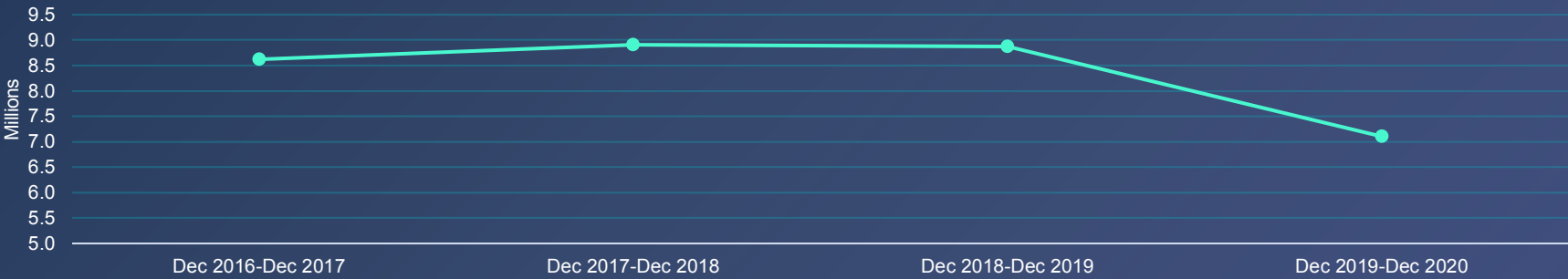


-4%

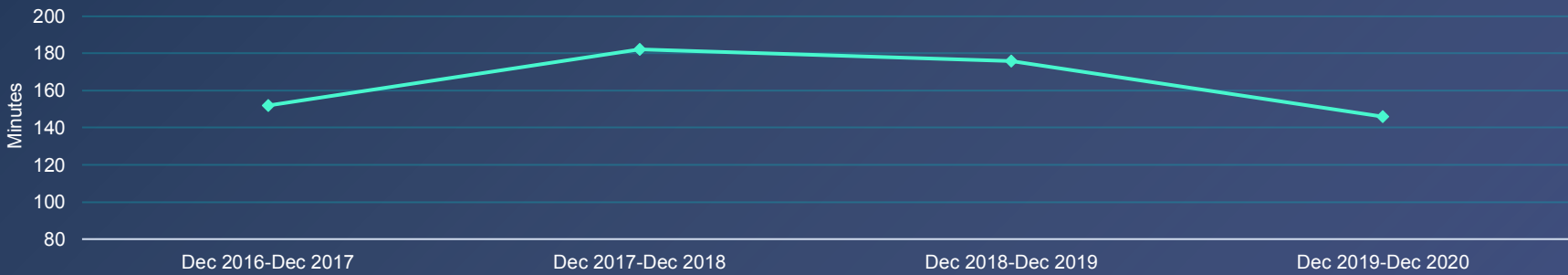
4 YEAR CHANGE



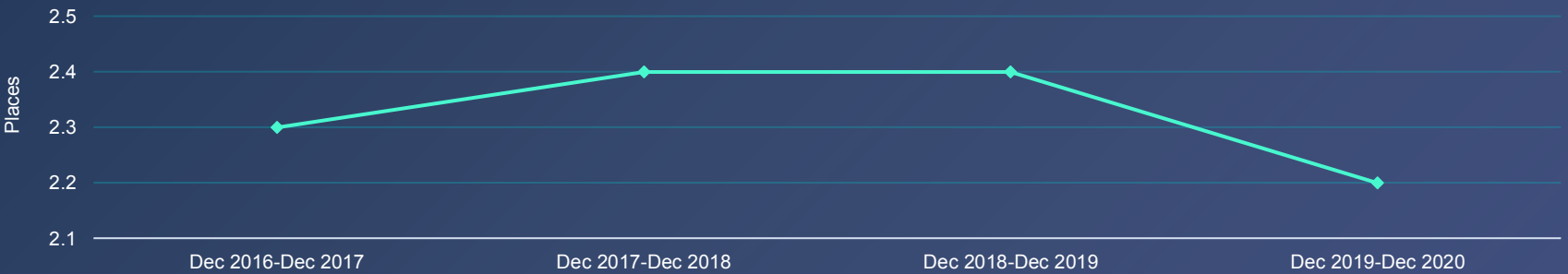
VISITS



DWELL TIME

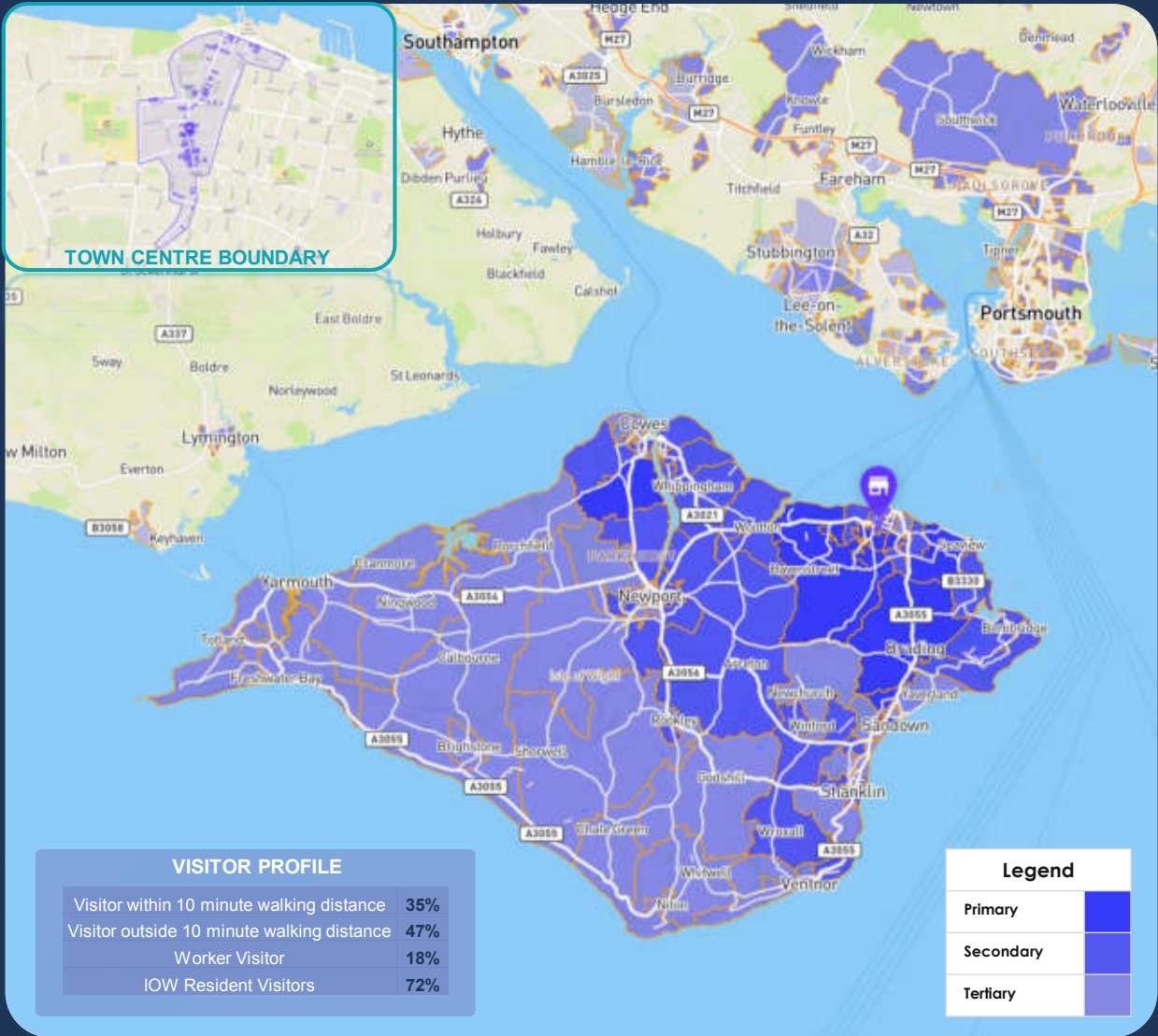


PLACES VISITED

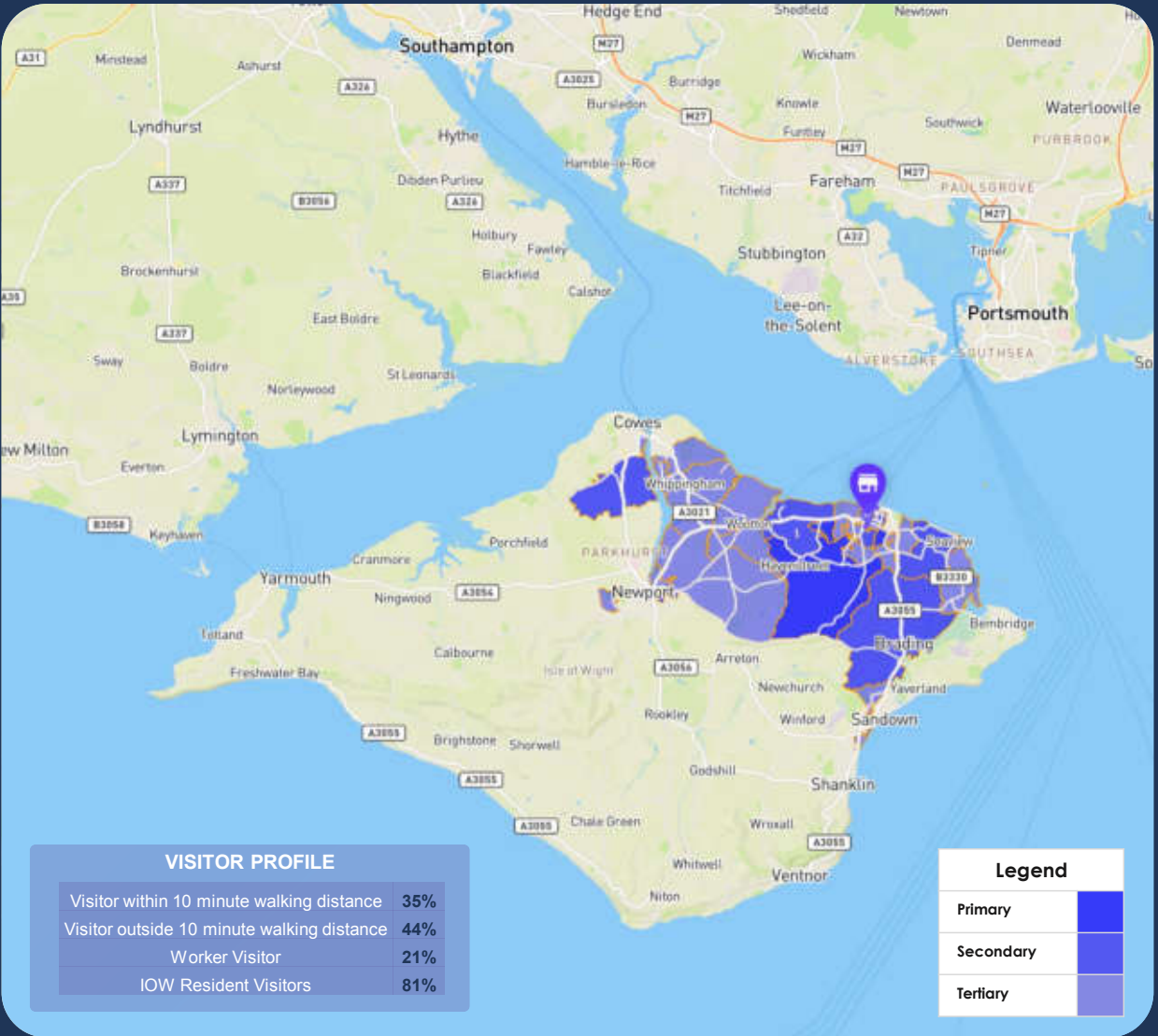


RYDE VISITOR CATCHMENT — DECEMBER 2020 & BENCHMARKING (DECEMBER 2019-20)

VISITOR CATCHMENT BY POST CODE JAN- DECEMBER 2020



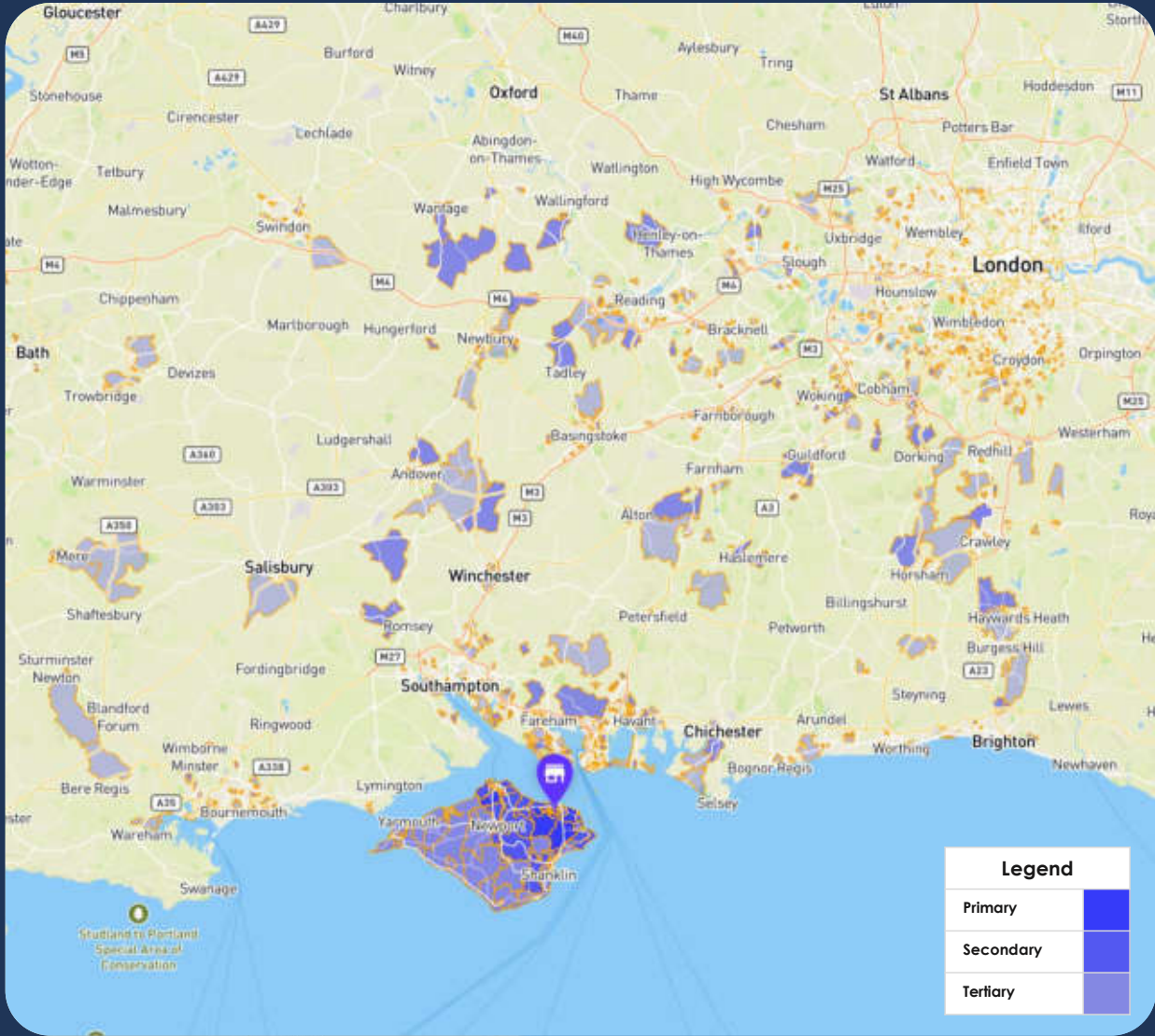
VISITOR CATCHMENT BY POST CODE IN DECEMBER 2020



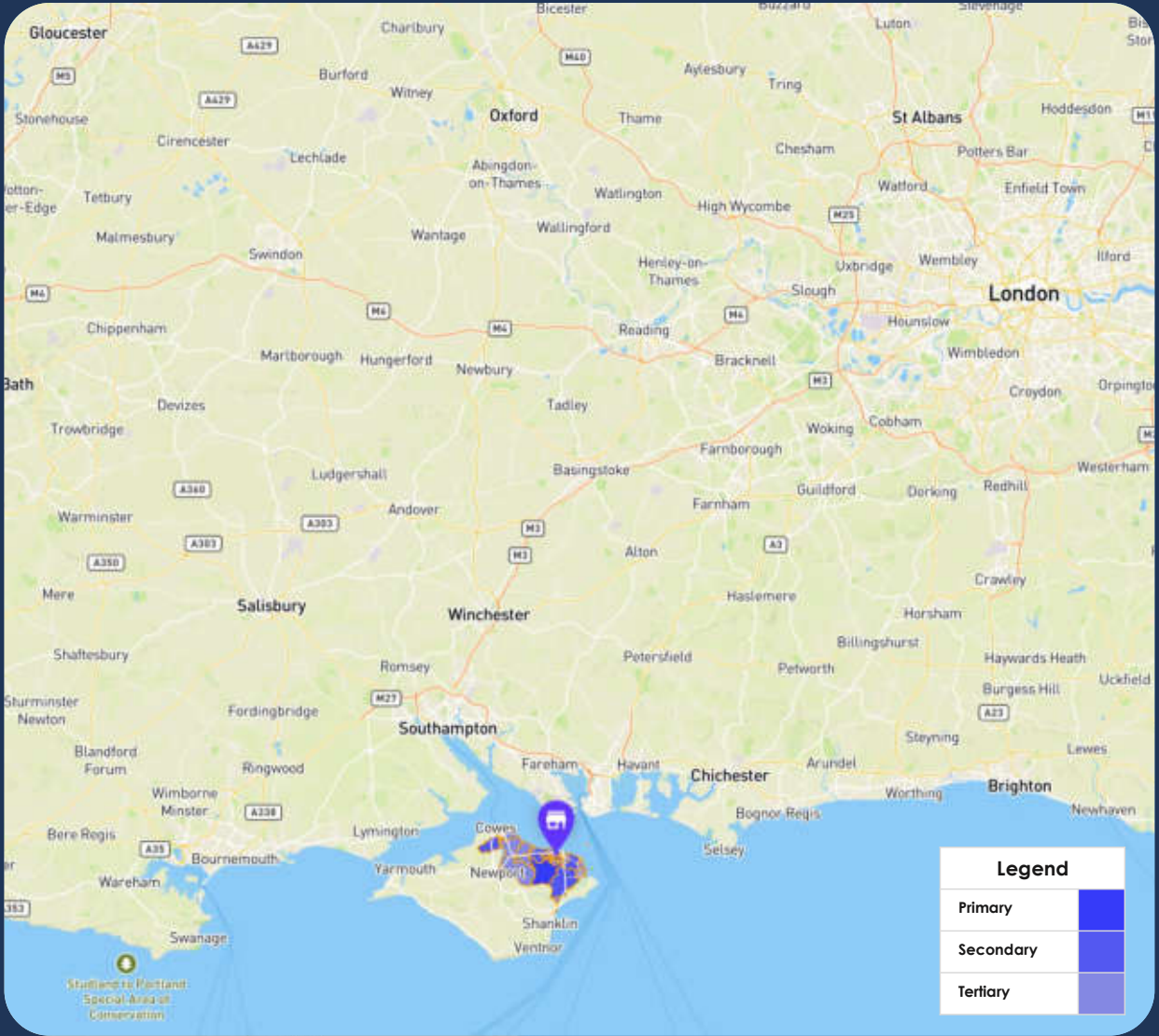
RYDE VISITOR CATCHMENT — DECEMBER 2020 & BENCHMARKING (DECEMBER 2019-20)



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

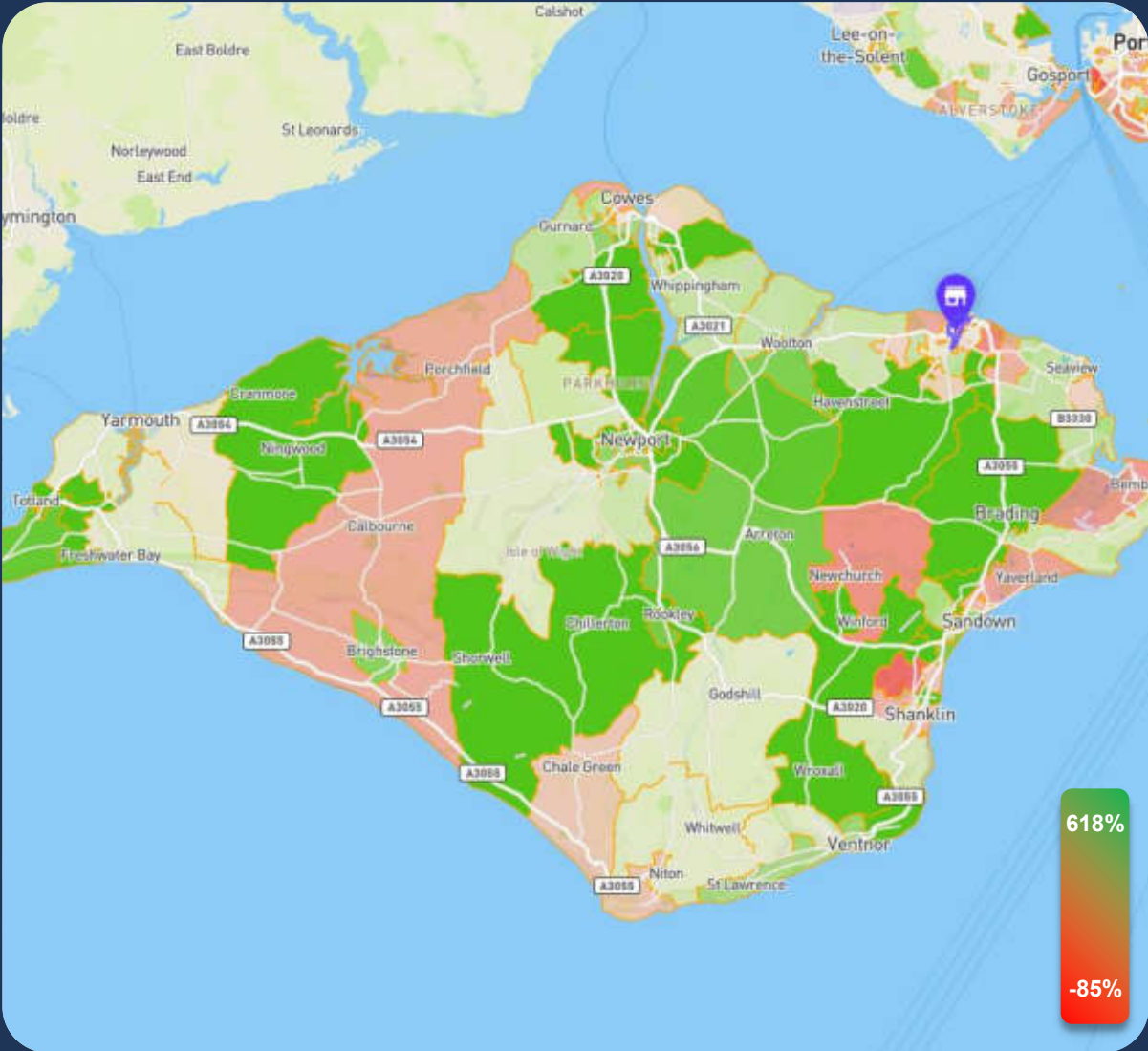


VISITOR CATCHMENT BY POST CODE IN DECEMBER 2020 - ZOOMED OUT

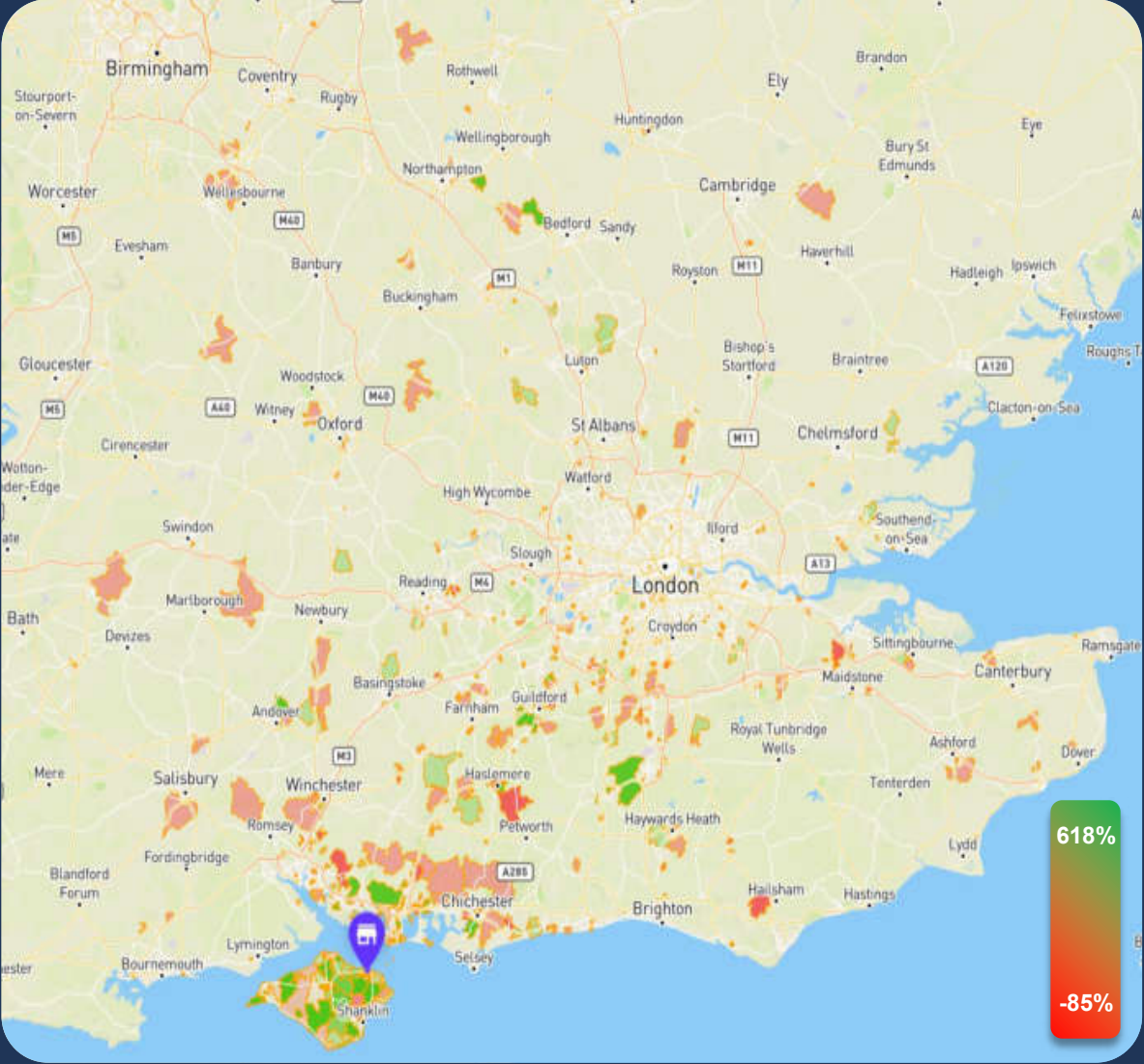


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (DECEMBER 2019-20)

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

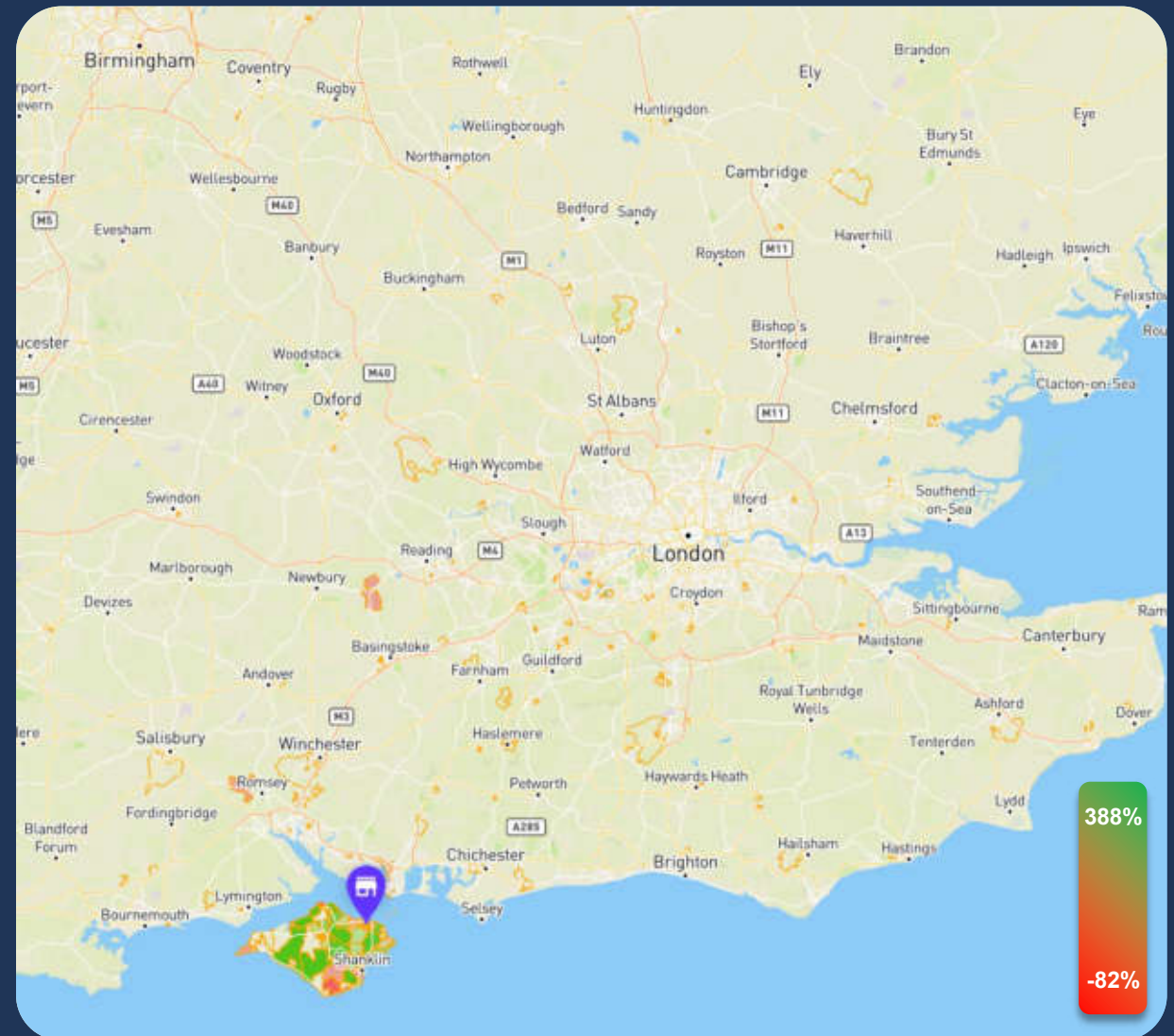


CHANGE IN VISITOR LEVELS DECEMBER 2019-20 vs DECEMBER 2018-19



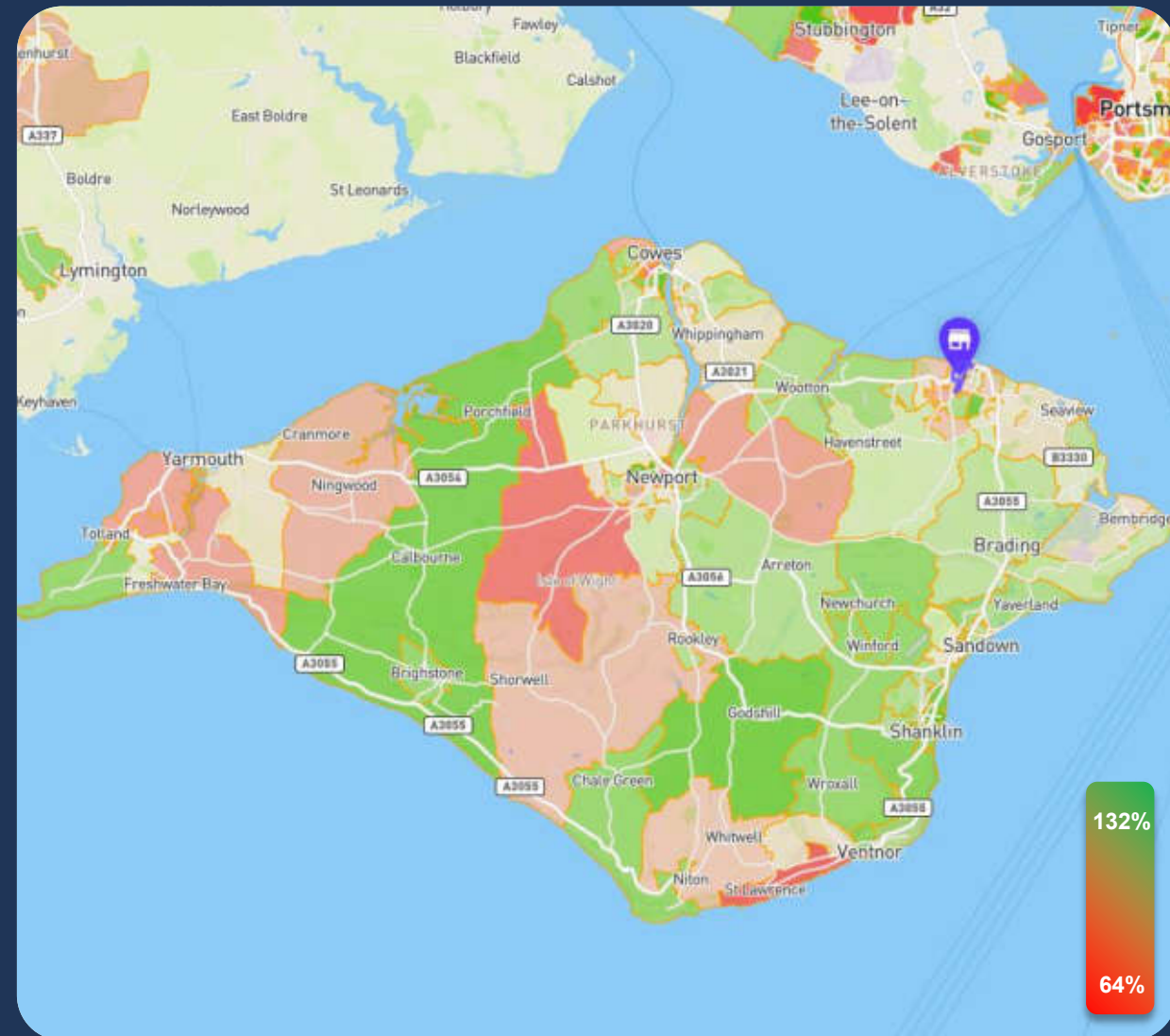
VI
 VENDOR | INSIGHTS

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

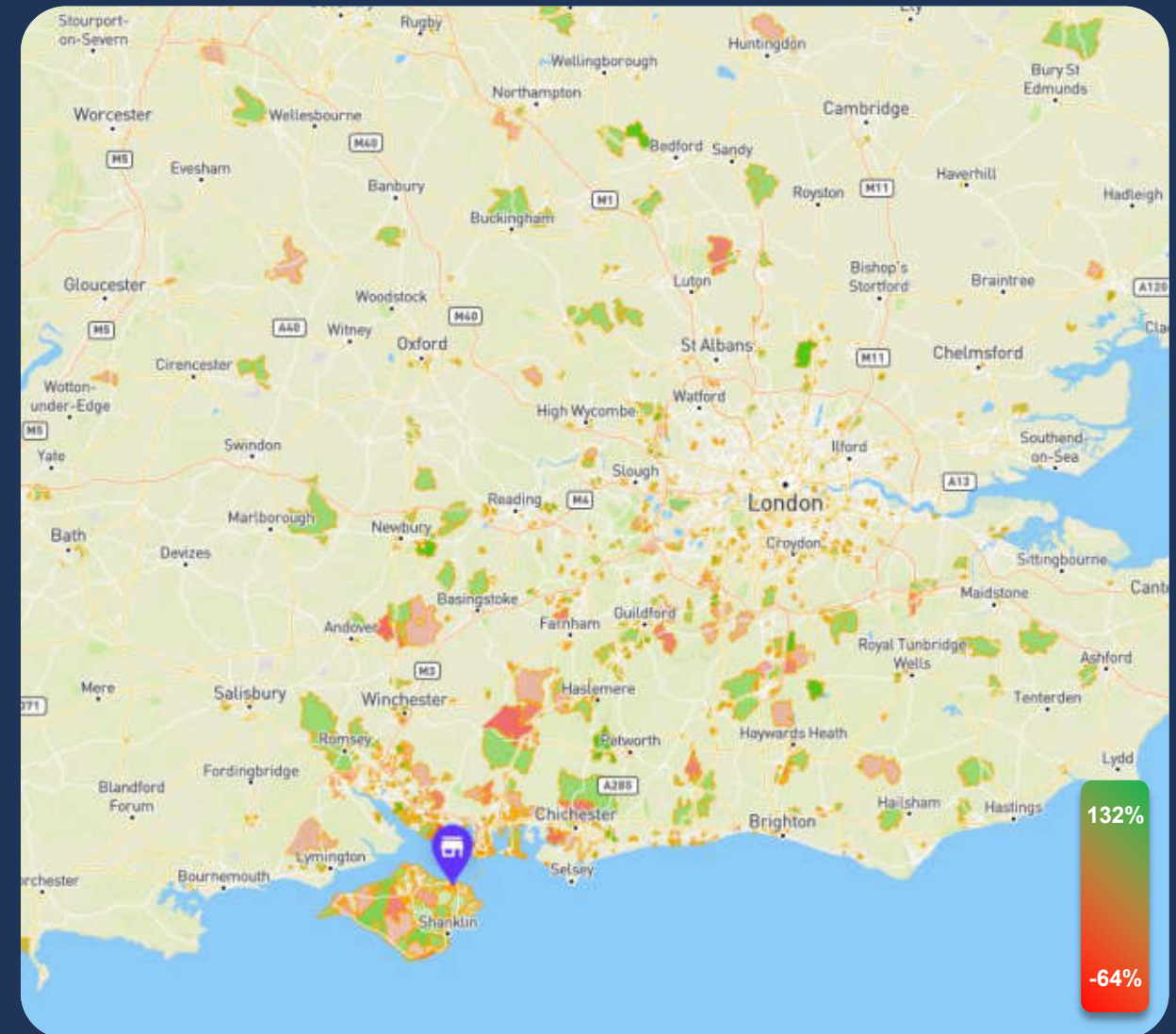


RYDE VISITOR CHANGE BY POSTCODE PRE-COVID BENCHMARKING

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



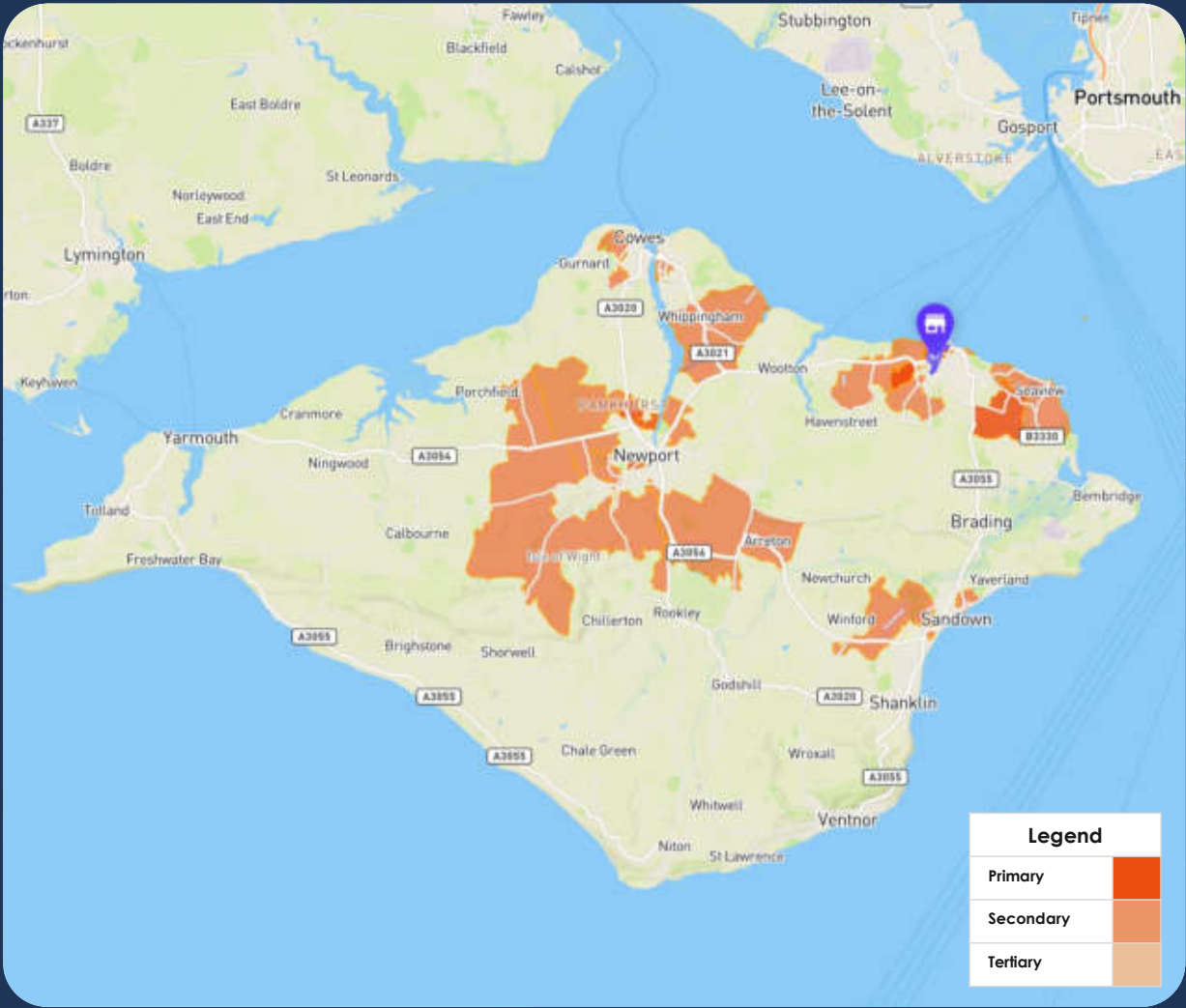
CHANGE IN VISITOR LEVELS PRE-COVID FEB 2019-20 VS FEB 2018-19
(PRE-COVID) – ZOOMED OUT



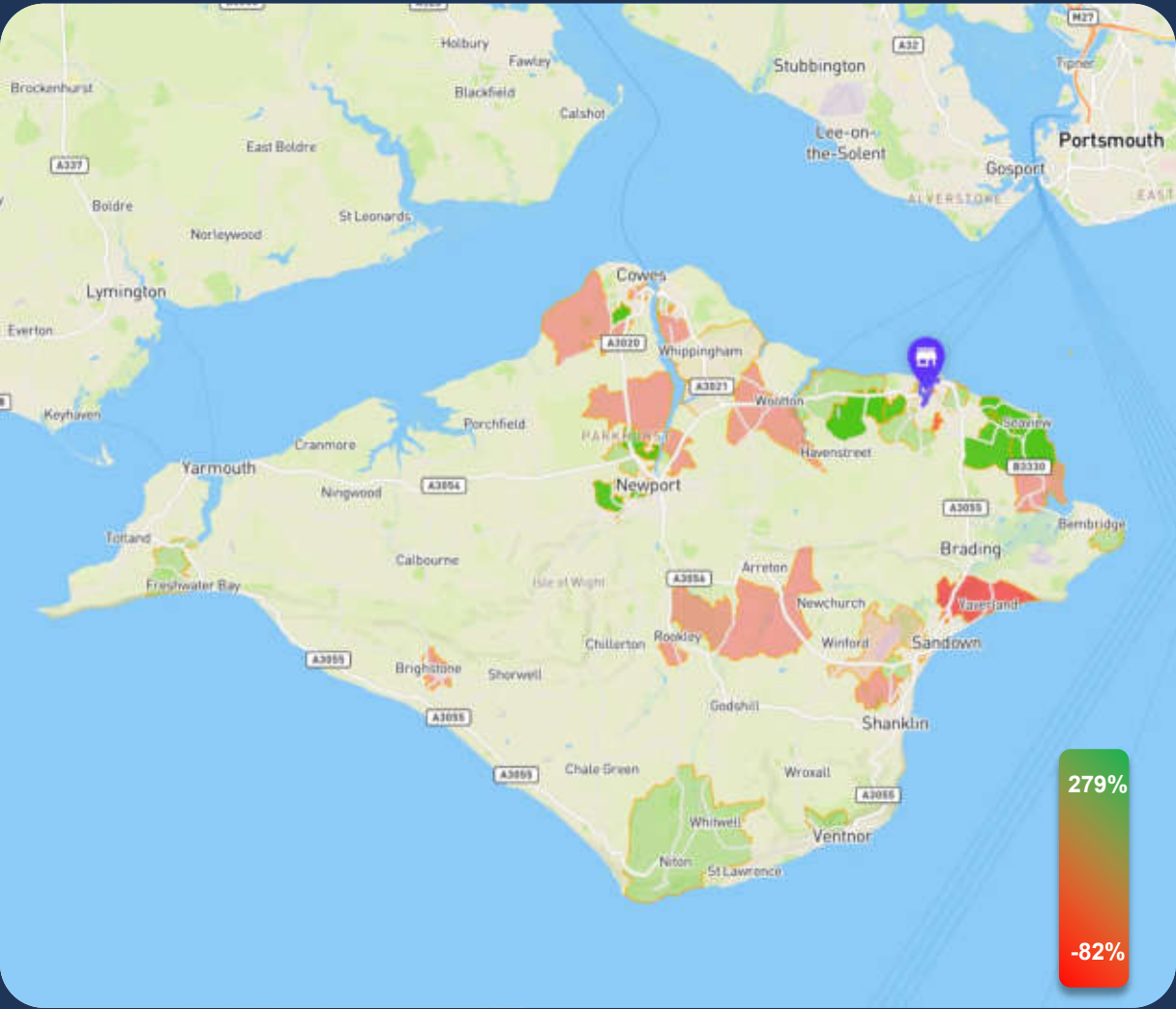
RYDE WORKER CATCHMENT CHANGE— DECEMBER 2020 & BENCHMARKING



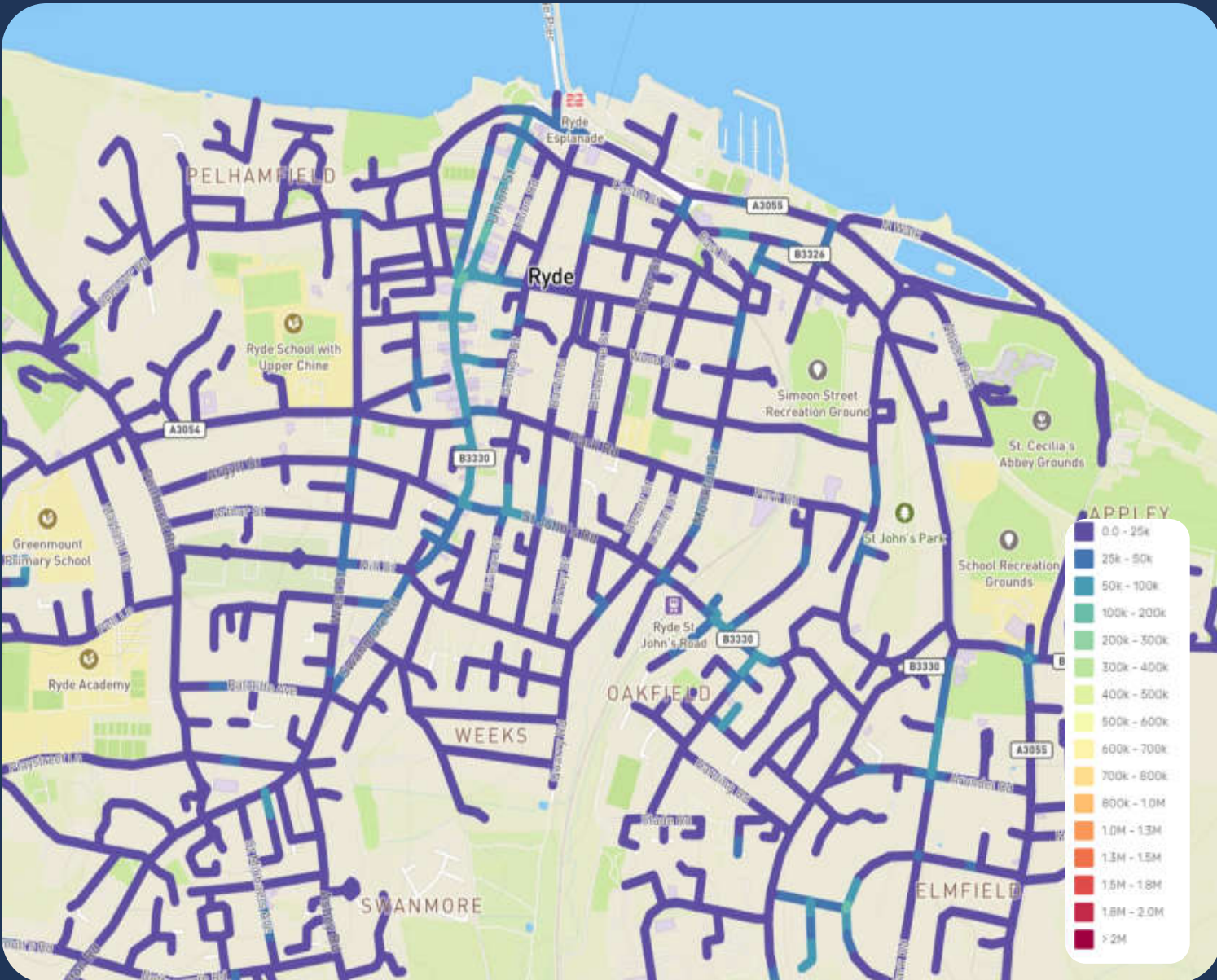
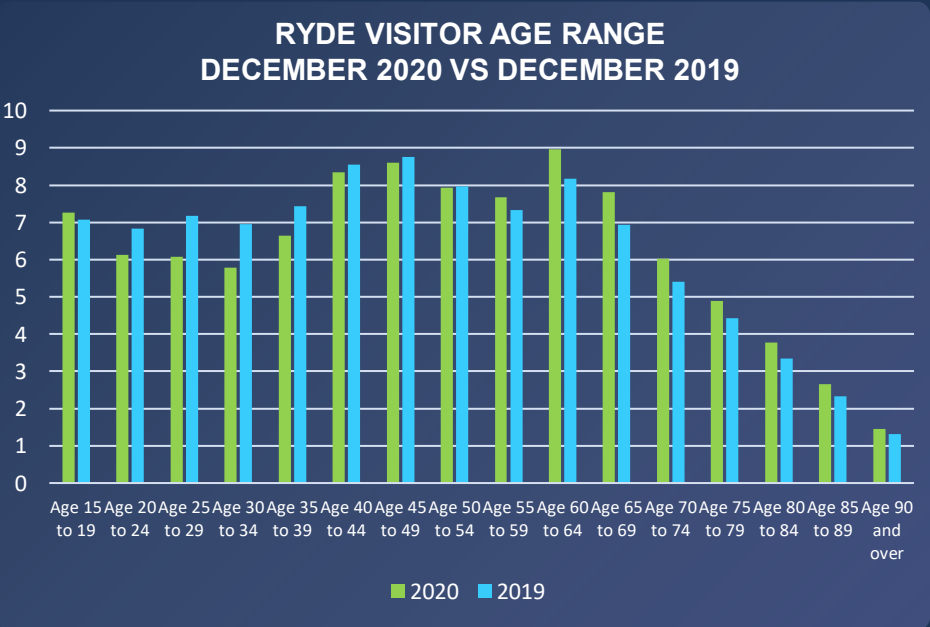
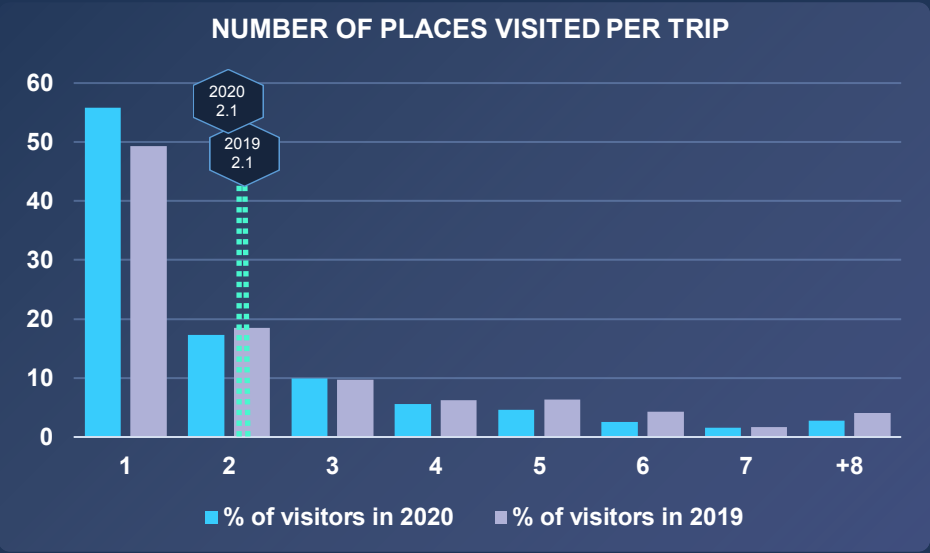
WORKER CATCHMENT BY POST CODE DECEMBER 2020



CHANGE IN WORKER CATCHMENT DECEMBER 2020 vs DECEMBER 2019



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



RYDE TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2020

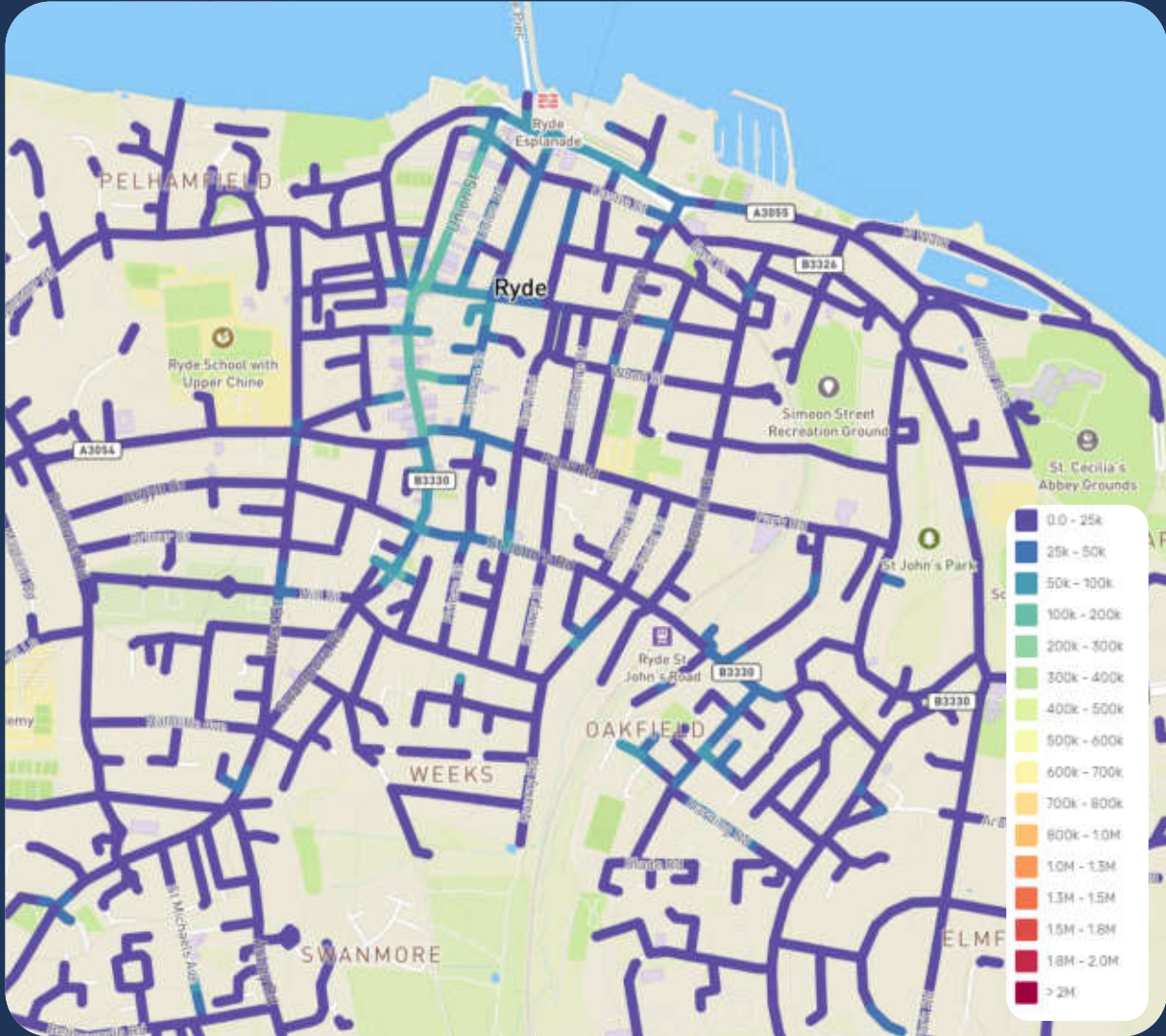
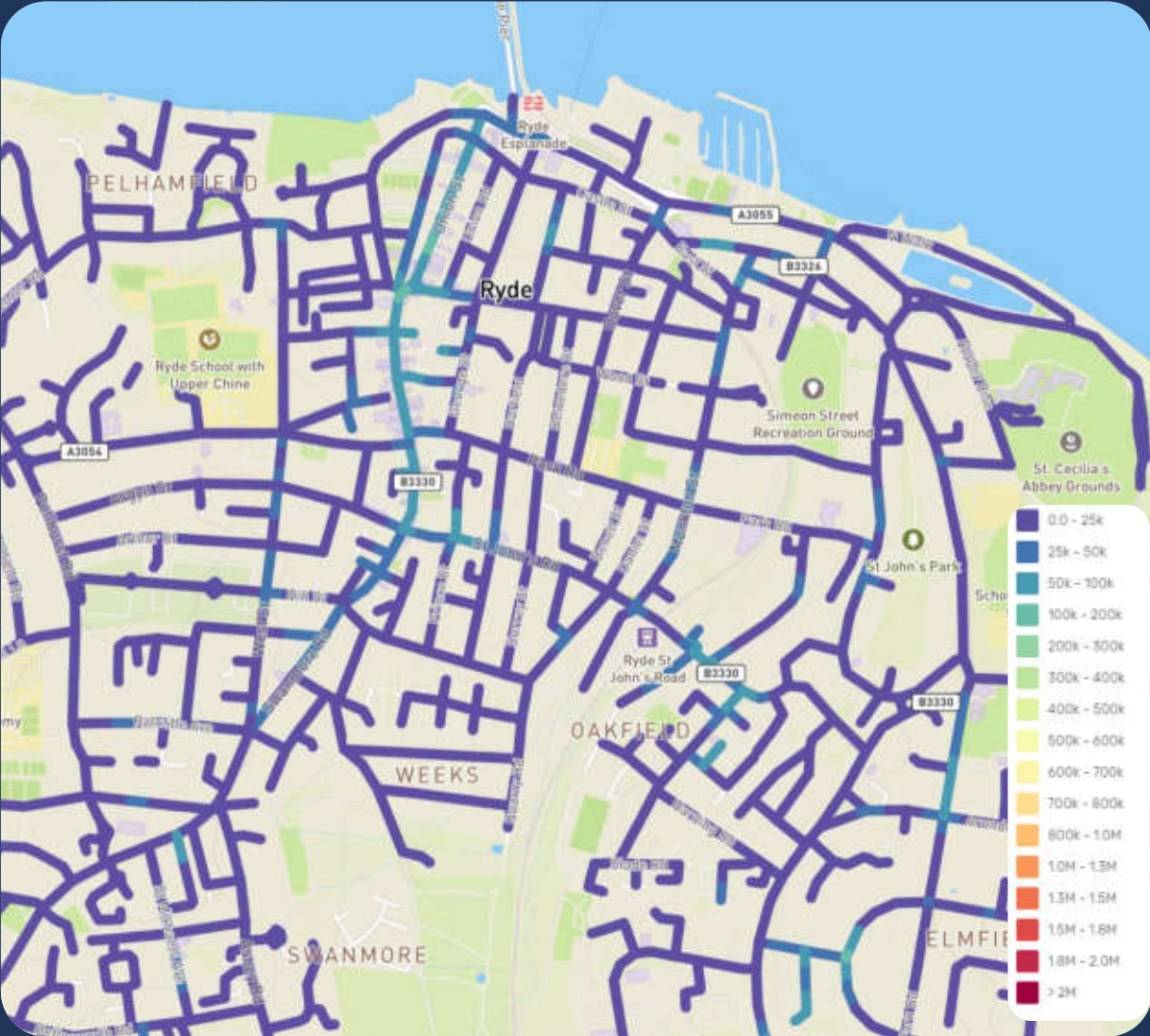
KEY: PEDESTRIAN NUMBERS DECEMBER 2020

RYDE PEDESTRIAN VISITOR BEHAVIOURS DECEMBER 2020 & BENCHMARKING



RYDE TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2020

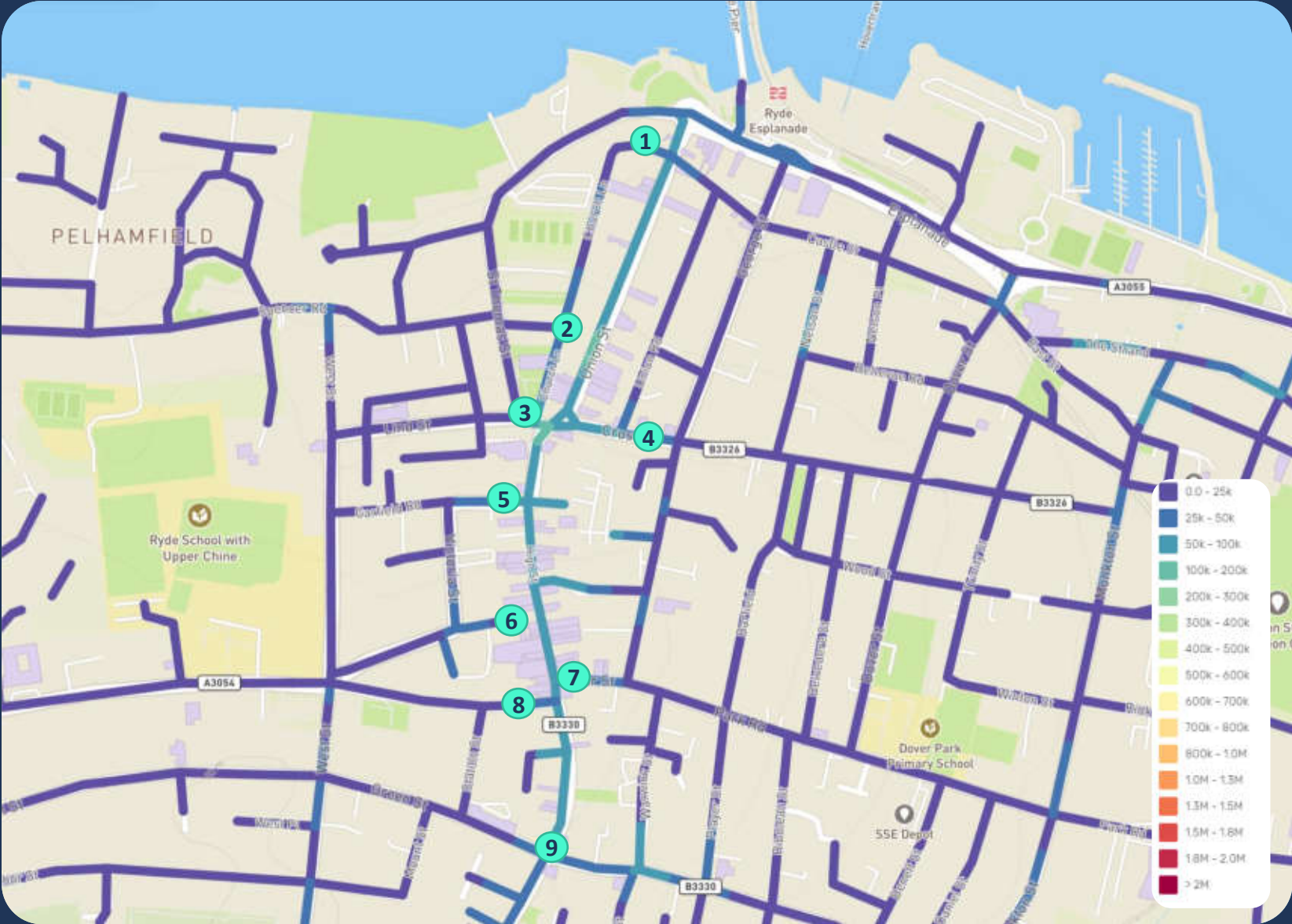
RYDE TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2019



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



CENTRE FOOTFALL DATA DECEMBER 2020 VS DECEMBER 2019 – ENTRY POINTS

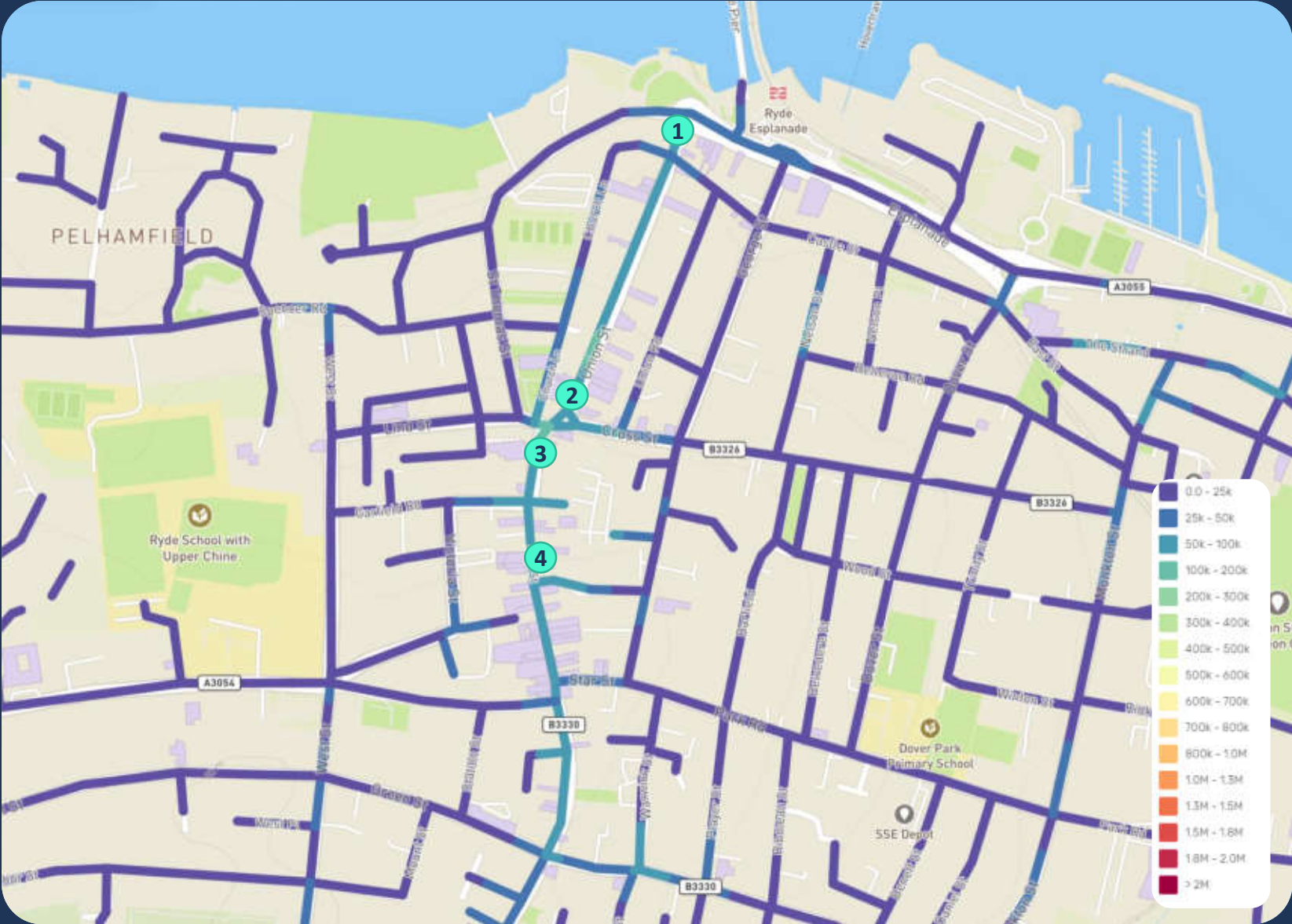
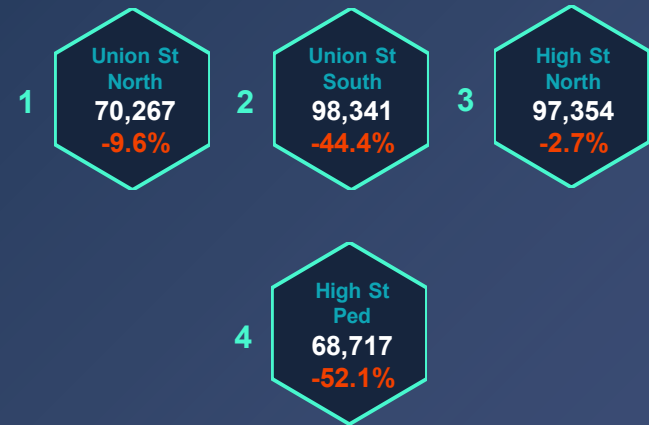


RYDE TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2020

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



CENTRE FOOTFALL DATA DECEMBER 2020 VS DECEMBER 2019 – COUNT POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2020

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



RYDE TOWN SQUARE

TOTAL VISITS

41,424

VISITS DECEMBER 20

✓ -30%
VS
DECEMBER
2019



AVERAGE DWELL TIME

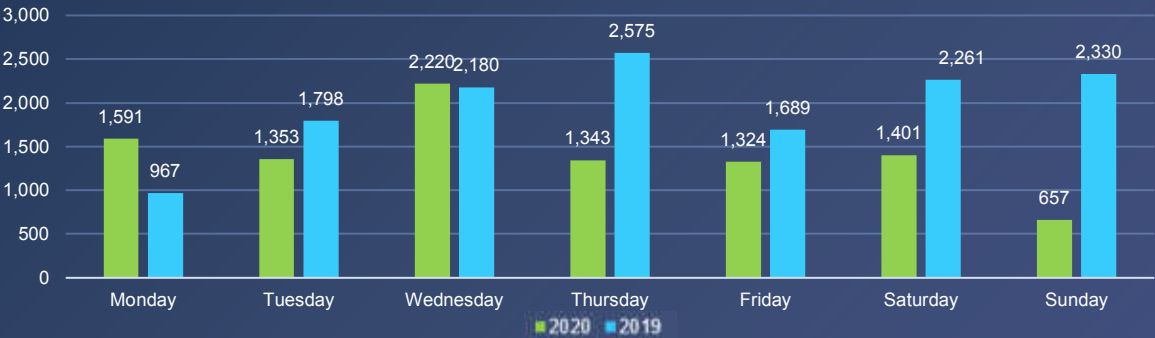
42 MINS

AVERAGE TIME SPENT
DECEMBER 20

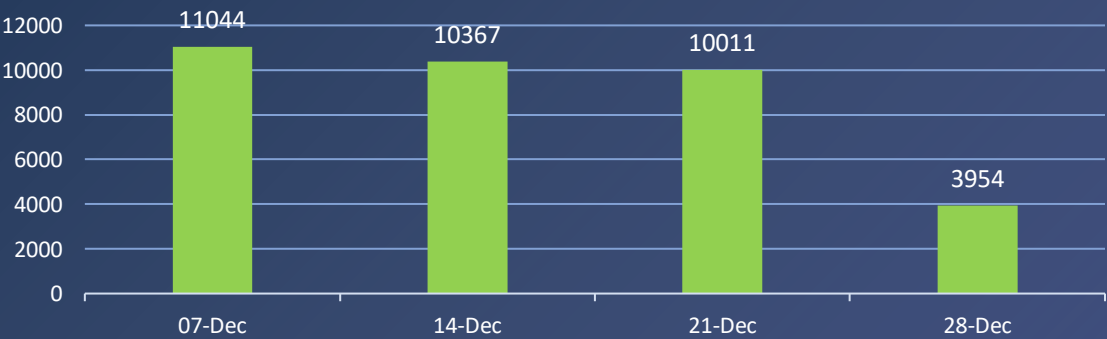
⬆ 33 MINS
VS
DECEMBER
2019



AVERAGE DAILY DECEMBER 2020 VS DECEMBER 2019



WEEKLY VISITS DECEMBER 2020



CHANGE IN VISITOR LEVELS DECEMBER 2020 vs DECEMBER 2019



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



ST THOMAS SQUARE

TOTAL VISITS

32,055

VISITS DECEMBER 20

↓ -28%
VS
DECEMBER
2019



AVERAGE DWELL TIME

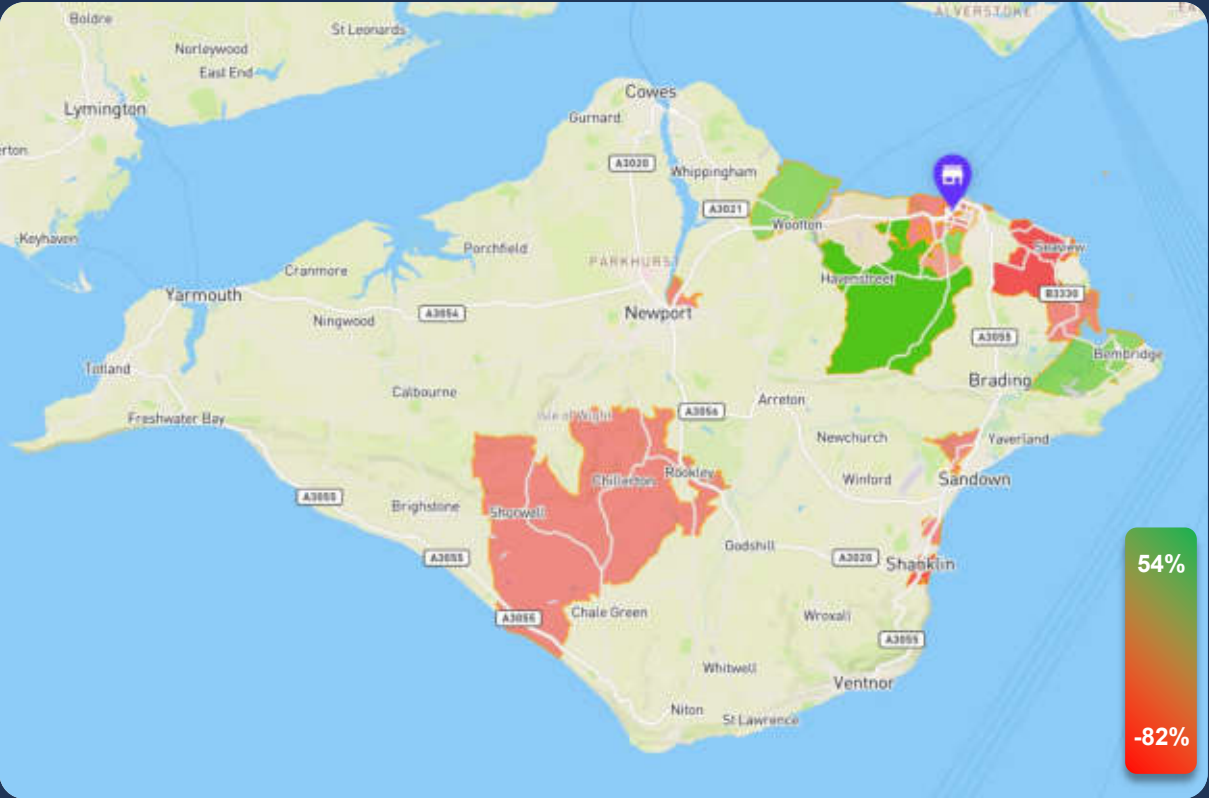
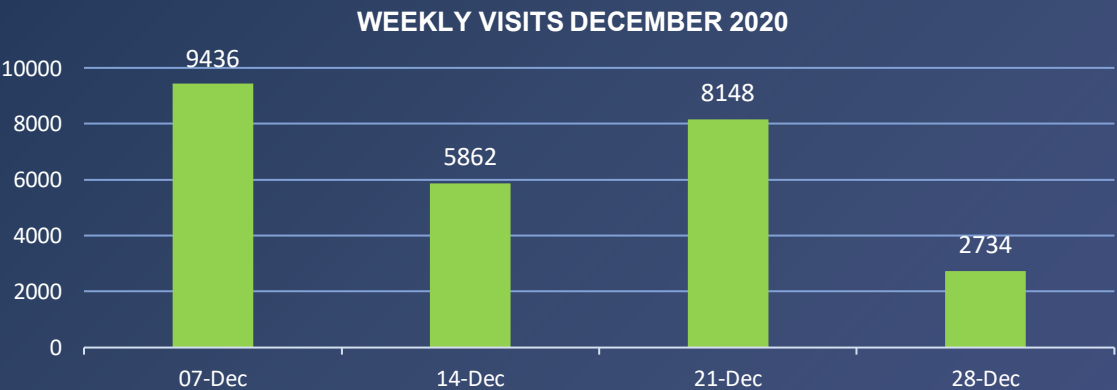
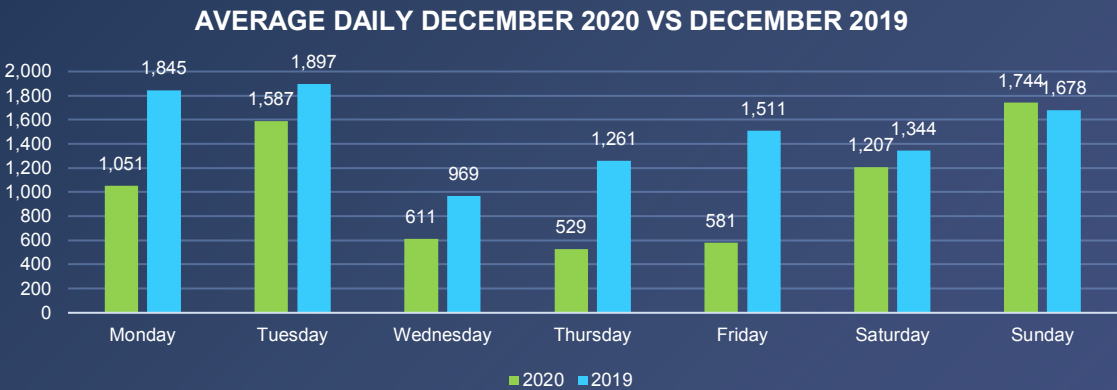
74 MINS

AVERAGE TIME SPENT
DECEMBER 20

↑ 61 MINS
VS
DECEMBER
2019



CHANGE IN VISITOR LEVELS DECEMBER 2020 vs DECEMBER 2019



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



MINGHELLA SQUARE

TOTAL VISITS

28,724

VISITS DECEMBER 20

▼ -52%
VS
DECEMBER
2019



AVERAGE DWELL

TIME

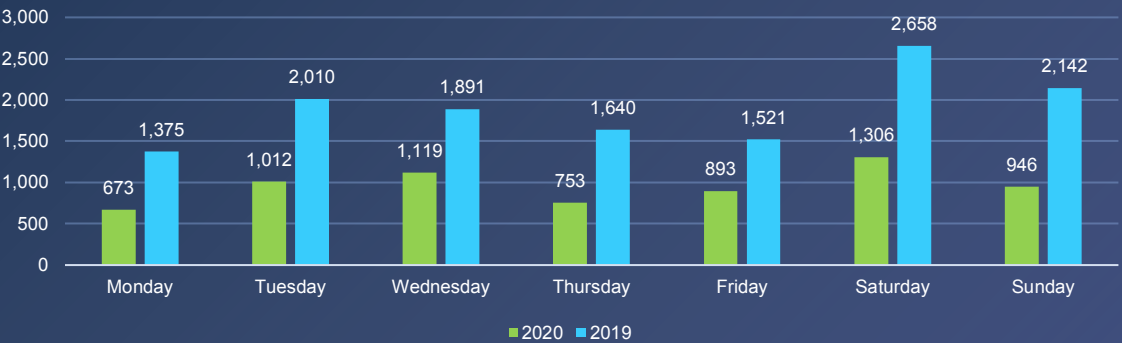
27 MINS

AVERAGE TIME SPENT
DECEMBER 20

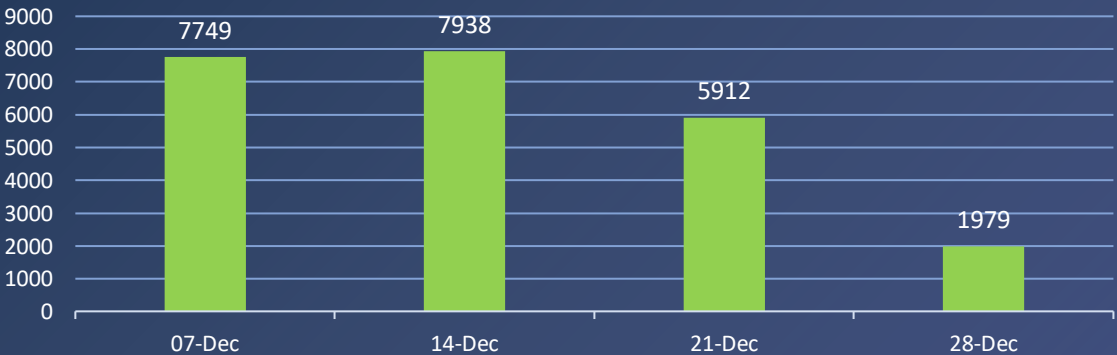
▼ 52 MINS
VS
DECEMBER
2019



AVERAGE DAILY DECEMBER 2020 VS DECEMBER 2019



WEEKLY VISITS DECEMBER 2020



CHANGE IN VISITOR LEVELS DECEMBER 2020 vs DECEMBER 2019

