

VISITOR INSIGHT

BASELINE REPORT

Ryde, Isle of Wight

January 2020 - 2021

Produced for Ryde and Newport Heritage Action Zones

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VISITOR | INSIGHTS

RYDE TOWN CENTRE — JANUARY 2021 SUMMARY & BENCHMARKING (JANUARY 2020-21)



TOTAL VISITS



360,867

VISITS TO THE HIGH STREET



-47%

Y/O/Y CHANGE
* This compares to an average national benchmark of -72.6%



-37%

M/O/M CHANGE



AVERAGE DWELL TIME



100 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



-40%

Y/O/Y CHANGE



-37%

M/O/M CHANGE



PLACES VISITED



2.1

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.2

PLACES VISITED



2.2

PLACES VISITED



POPULAR VISIT DAY



FRIDAY

14k AVERAGE VISITS ON FRIDAY IN JANUARY



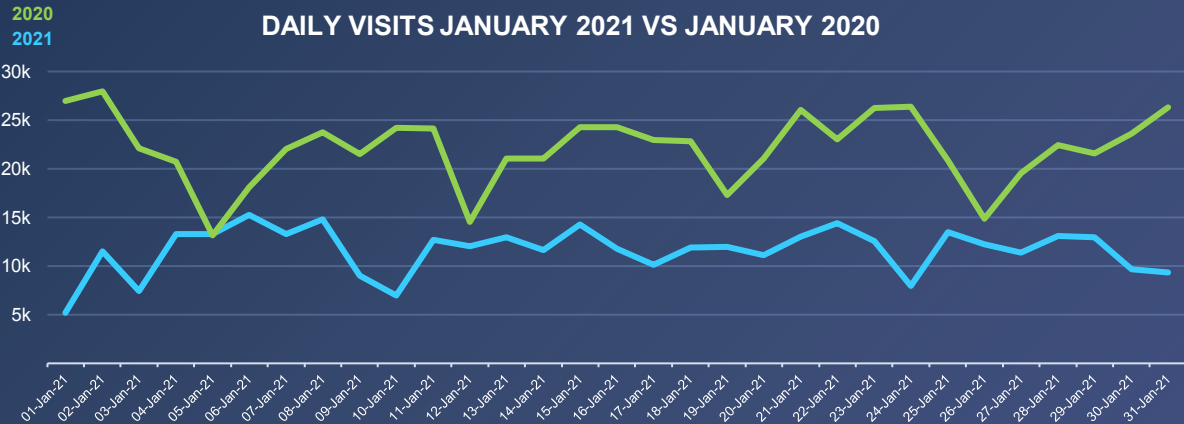
THURSDAY



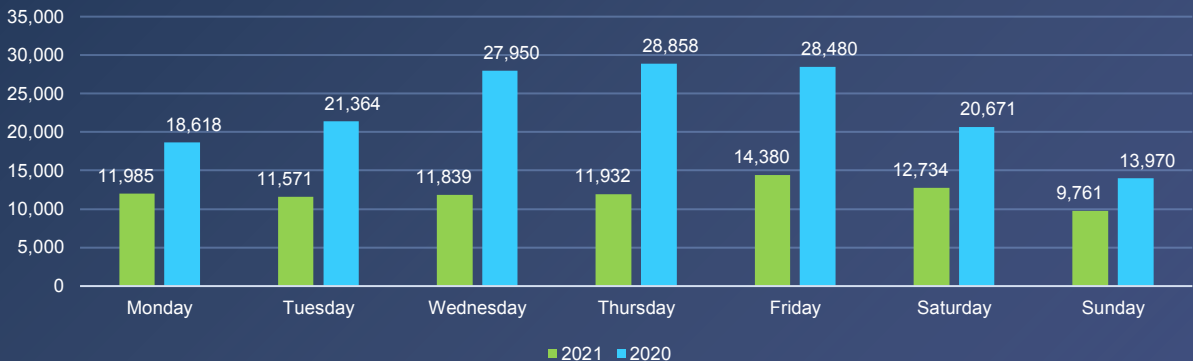
WEDNESDAY



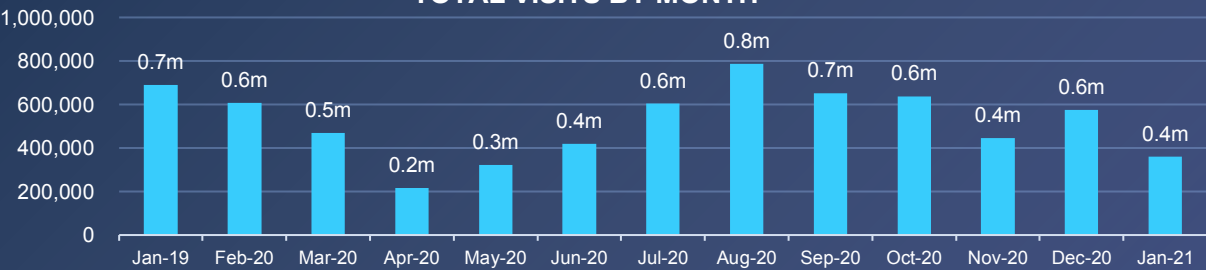
DAILY VISITS JANUARY 2021 VS JANUARY 2020



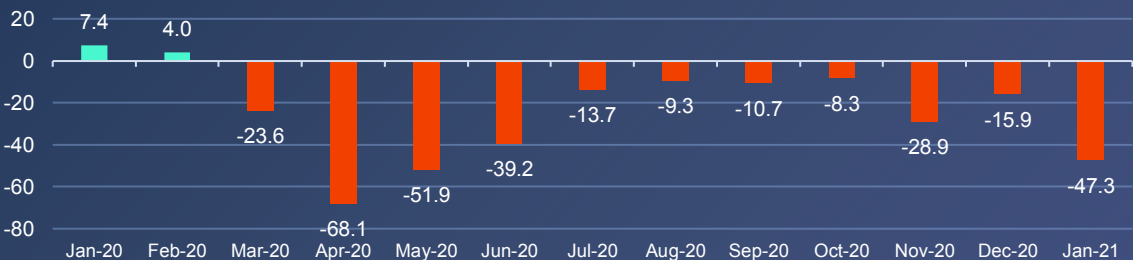
AVERAGE DAILY VISITOR LEVELS IN JANUARY 2021



TOTAL VISITS BY MONTH



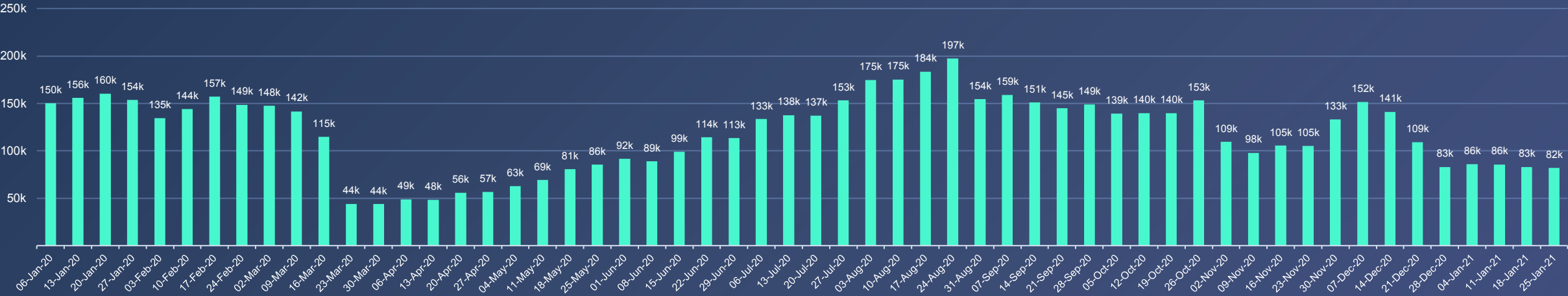
TOTAL VISITS BY MONTH



RYDE TOWN CENTRE — JANUARY 2021 SUMMARY & BENCHMARKING (JANUARY 2020-21)



WEEKLY FOOTFALL



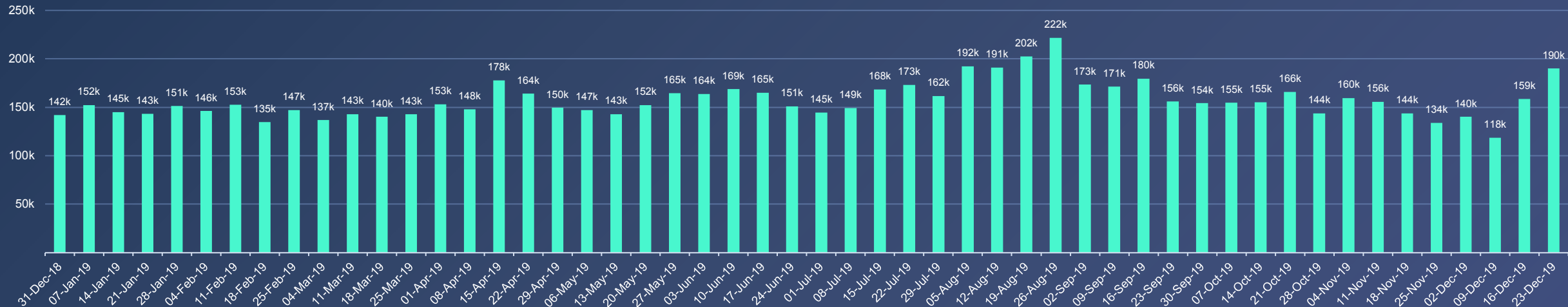
AVERAGE VISITS BY HOUR



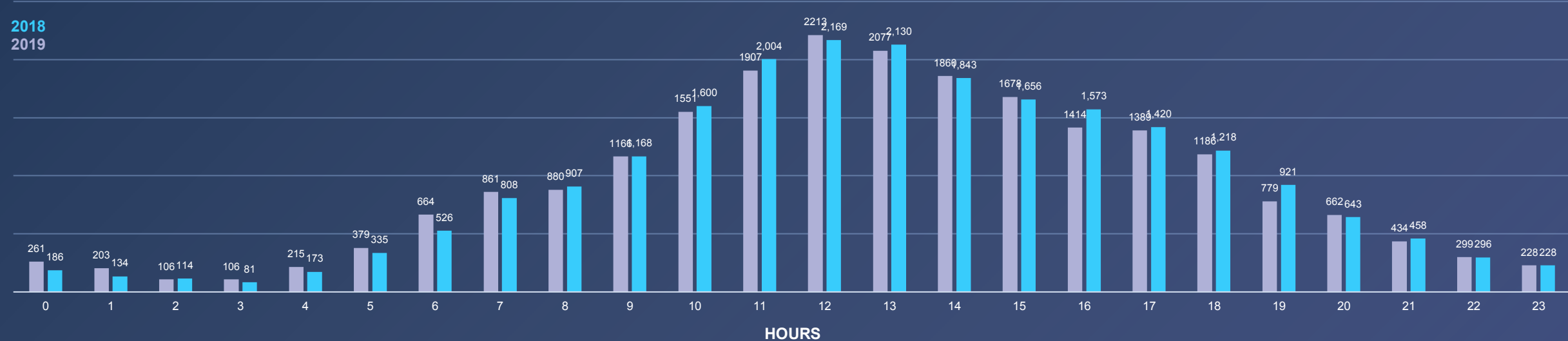
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



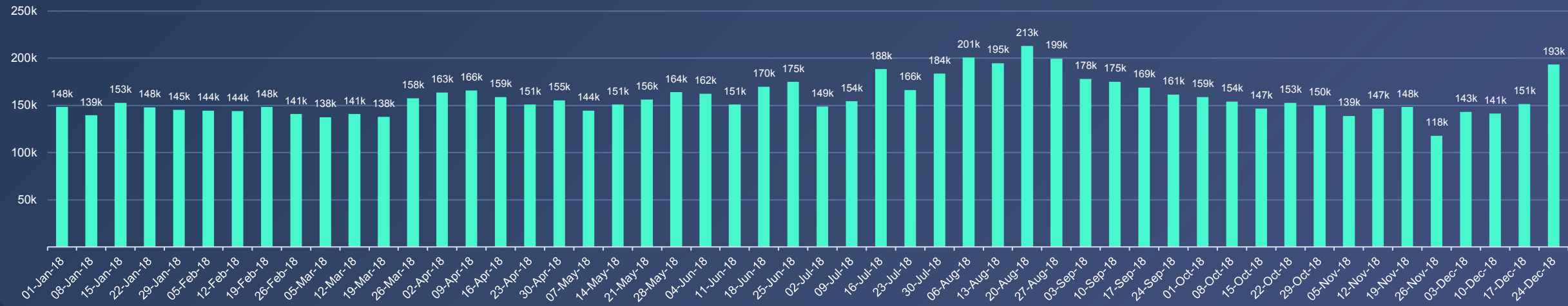
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



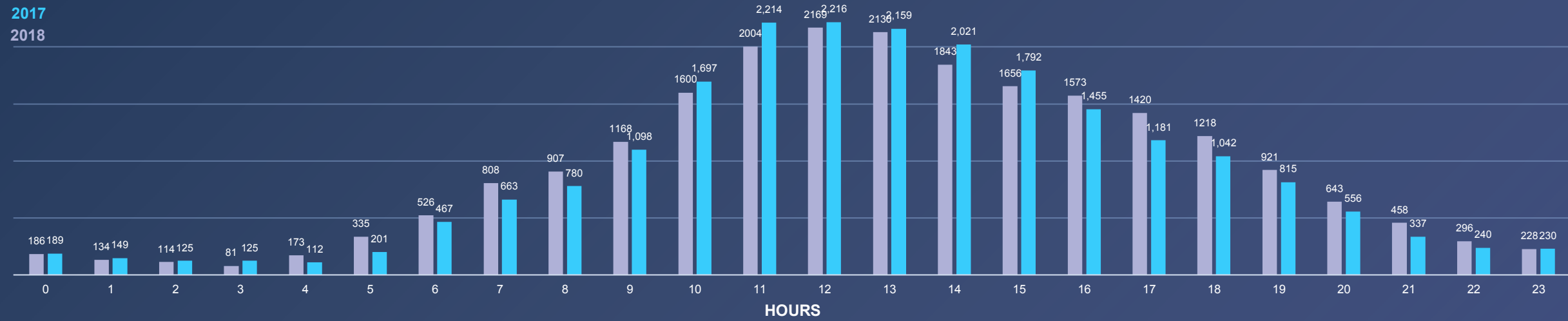
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS



TOTAL ANNUAL VISITS



6,735,853

VISITS TO THE HIGH STREET
JANUARY 20- JANUARY 21



-23%

4 YEAR CHANGE



AVERAGE DWELL TIME



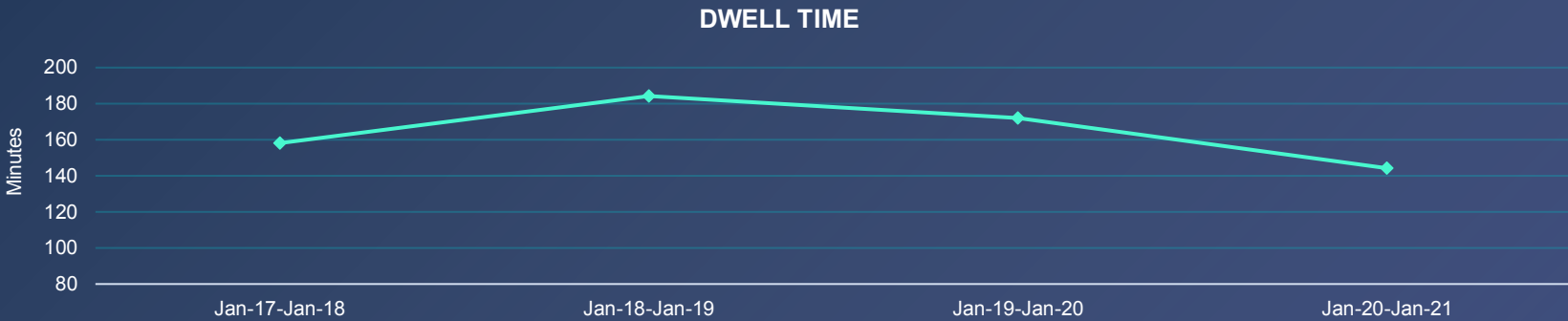
144 MINS

AVERAGE TIME SPENT IN THE HIGH STREET
JANUARY 20- JANUARY 21



-9%

4 YEAR CHANGE



PLACES VISITED



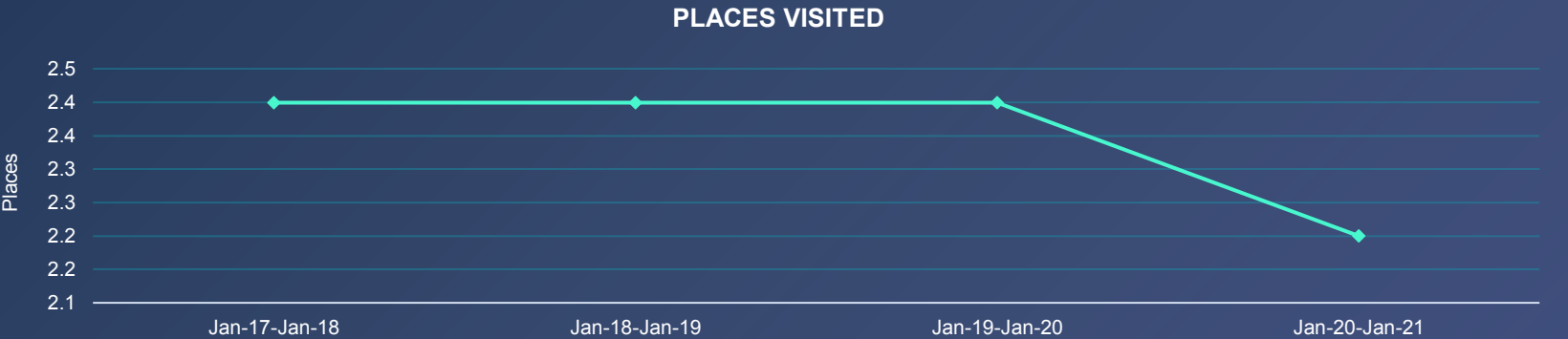
2.2

AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
JANUARY 20- JANUARY 21



-8%

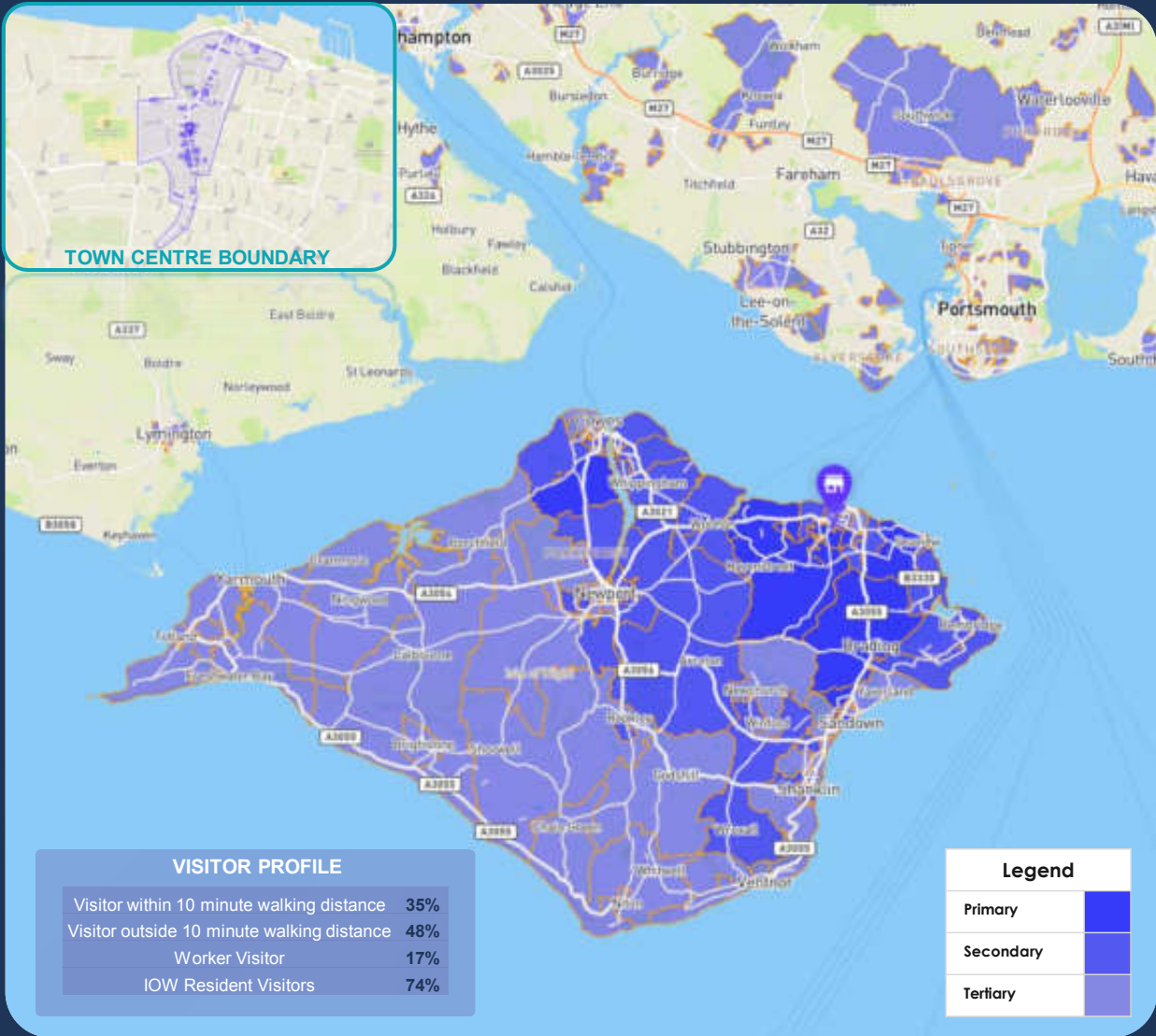
4 YEAR CHANGE



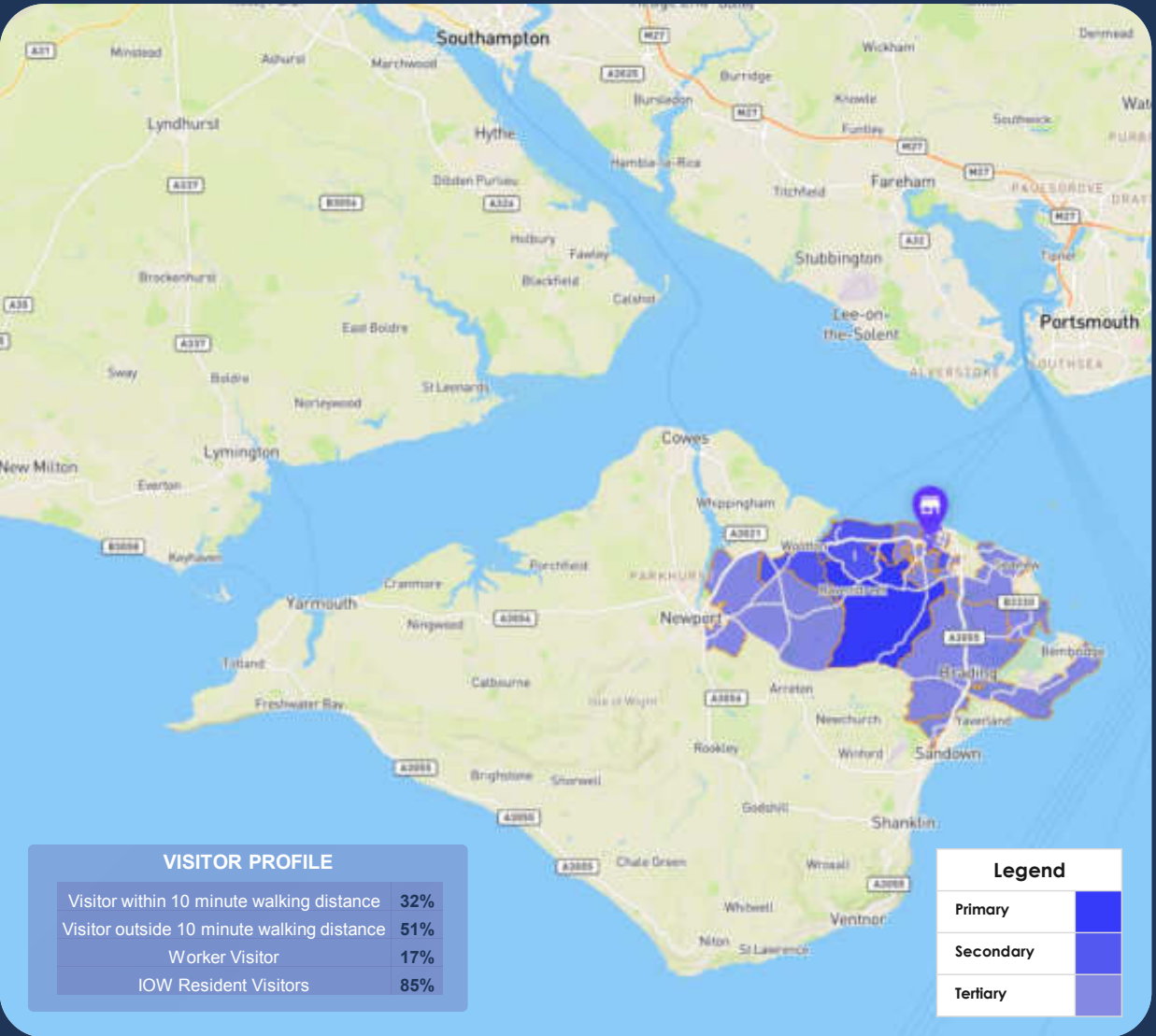
RYDE VISITOR CATCHMENT — JANUARY 2021 & BENCHMARKING (JANUARY 2020-21)



VISITOR CATCHMENT BY POST CODE FEB 2020-JANUARY 2021



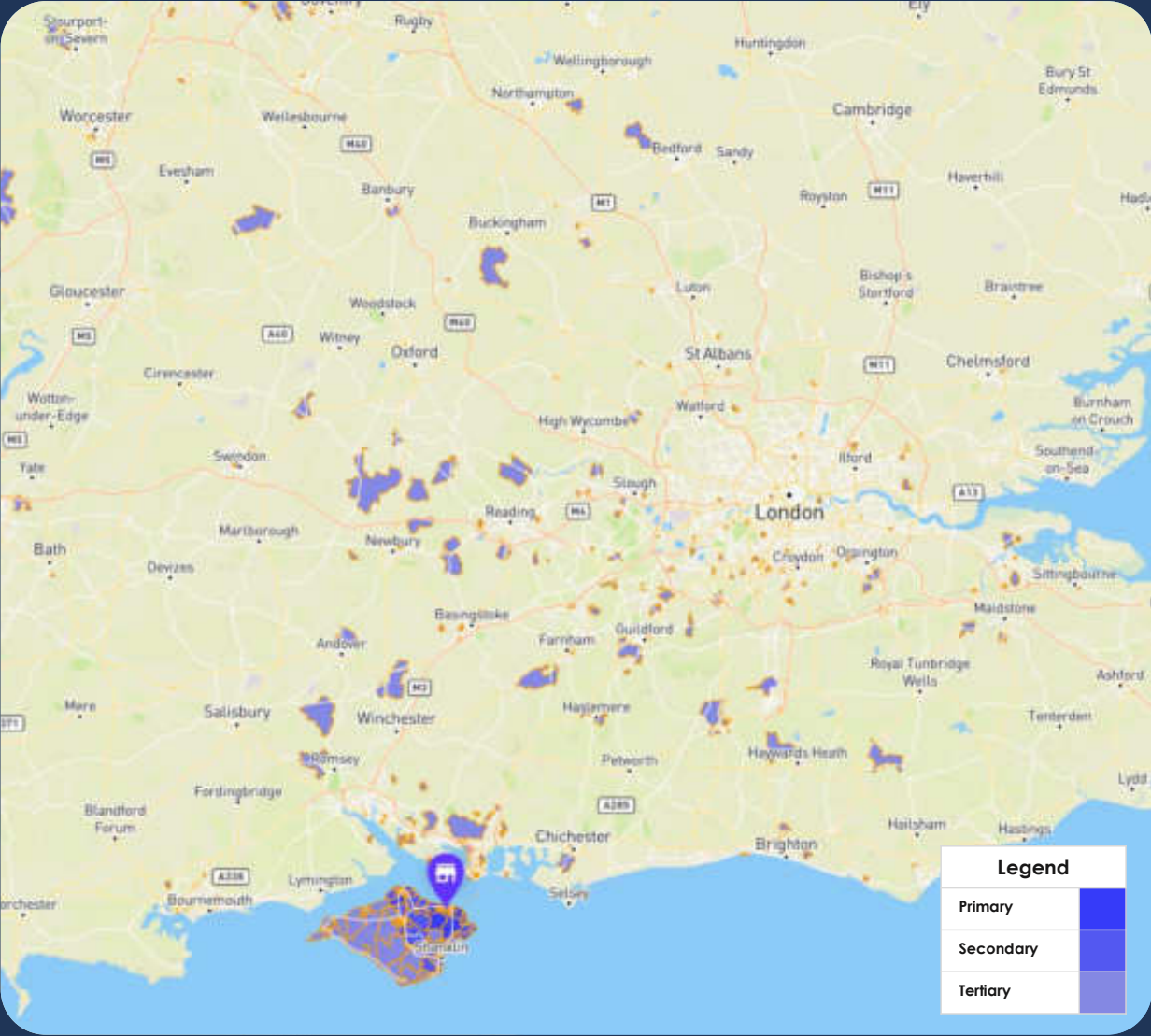
VISITOR CATCHMENT BY POST CODE IN JANUARY 2021



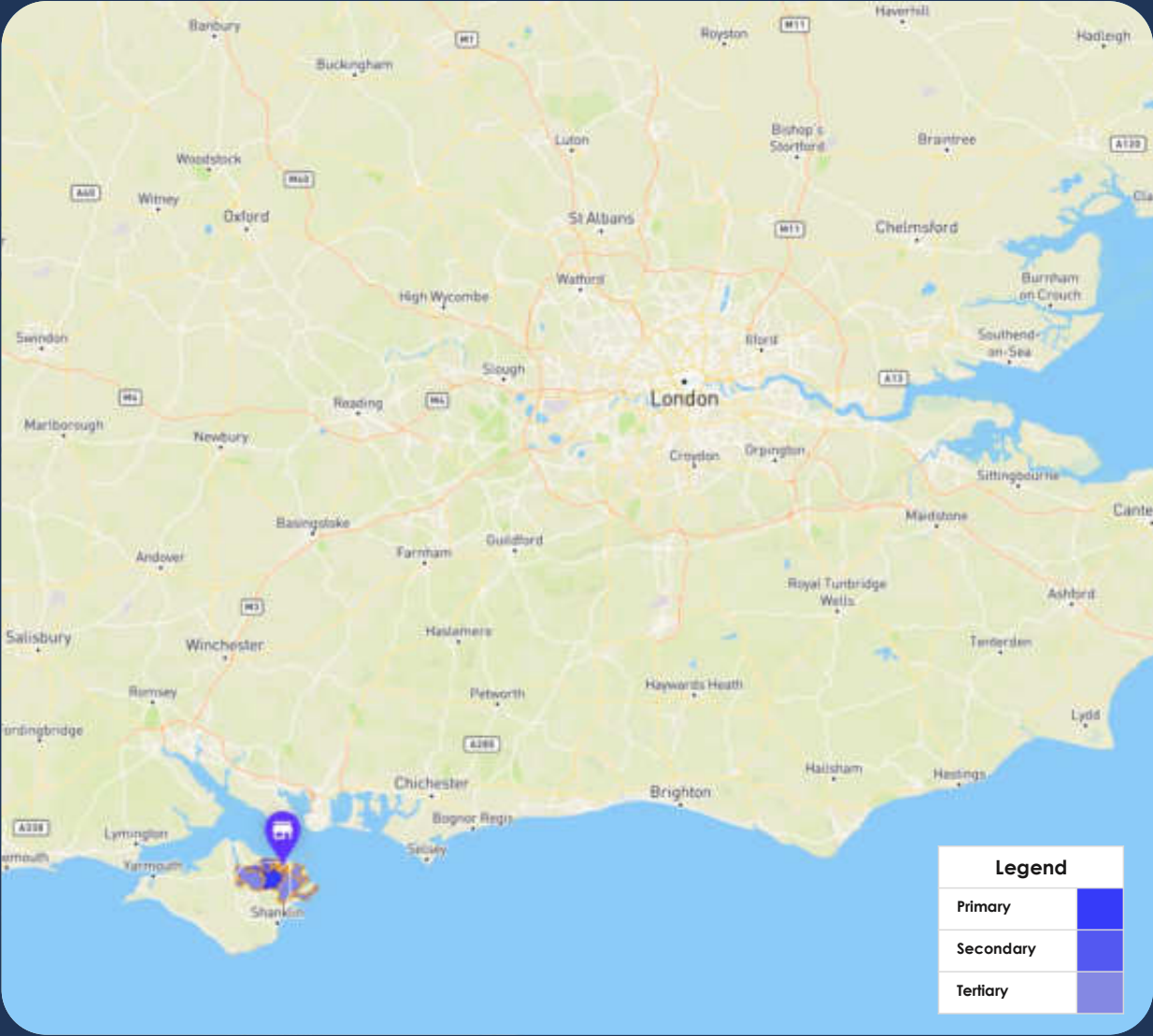
RYDE VISITOR CATCHMENT — JANUARY 2021 & BENCHMARKING (JANUARY 2020-21)



VISITOR CATCHMENT BY POST CODE JANUARY 20 - JANUARY 2021 - ZOOMED OUT



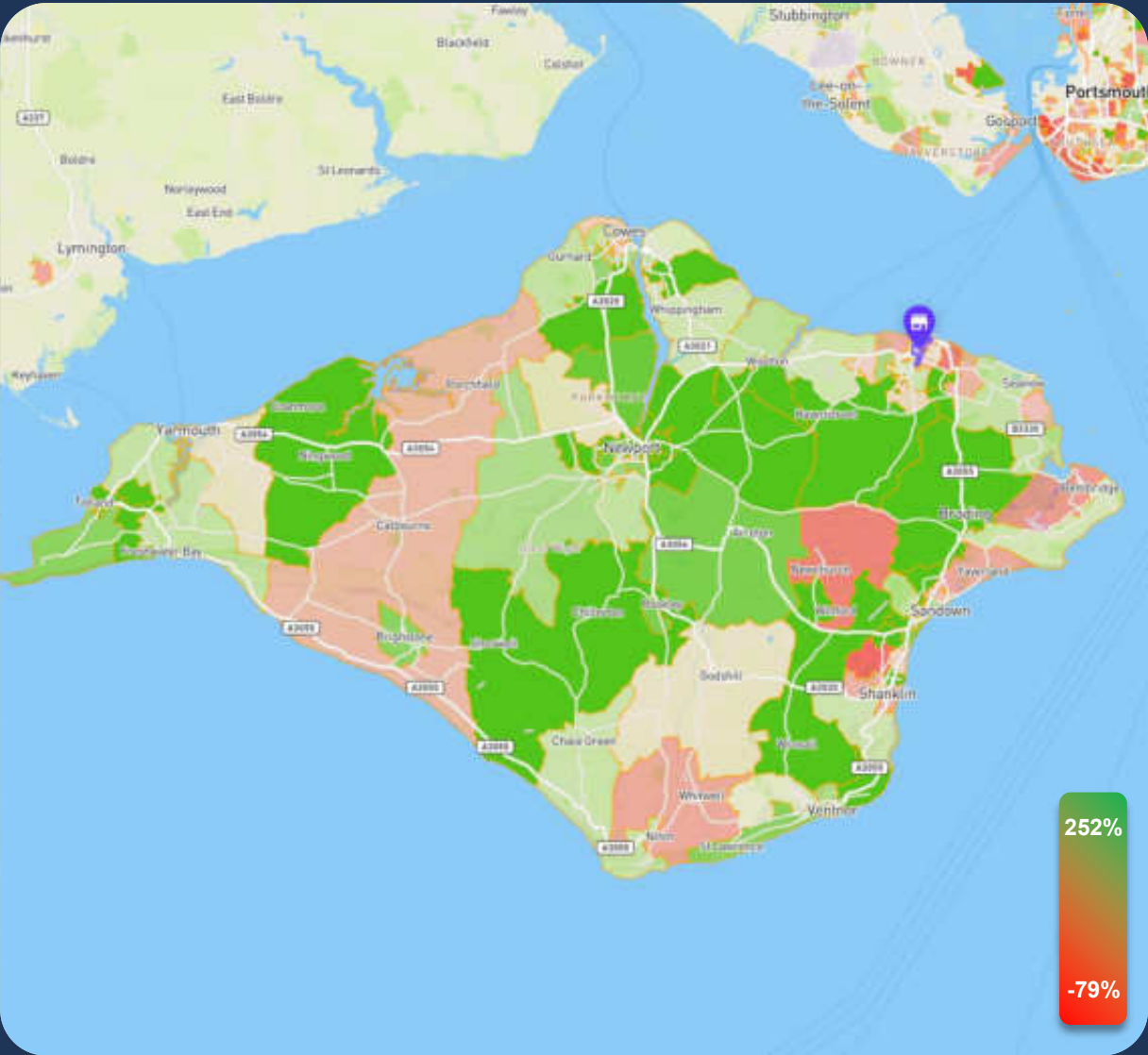
VISITOR CATCHMENT BY POST CODE IN JANUARY 2021 - ZOOMED OUT



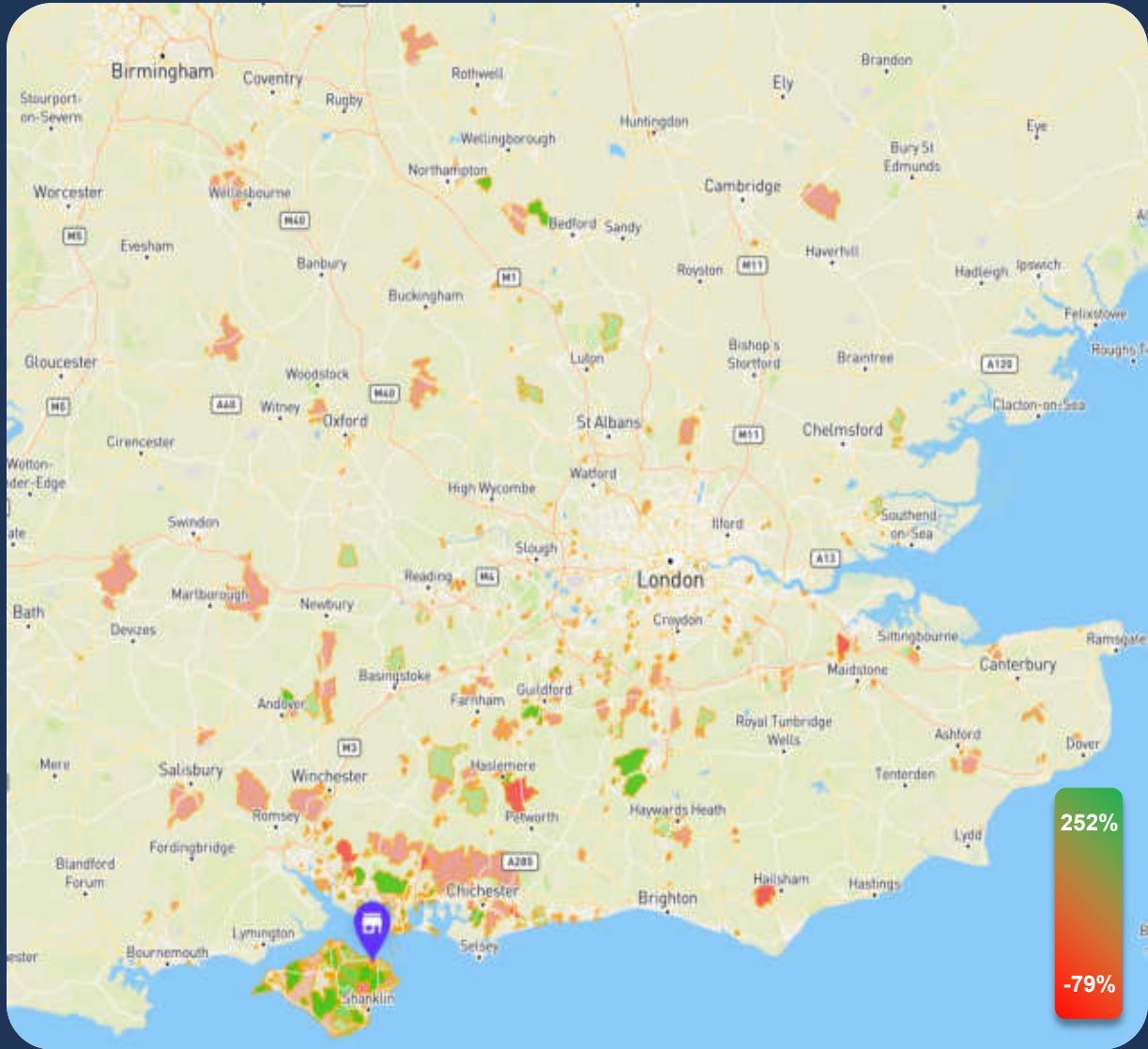
RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (JANUARY 2020-21)



CHANGE IN VISITOR LEVELS JANUARY 2020-21 vs JANUARY 2019-20 – ZOOMED IN



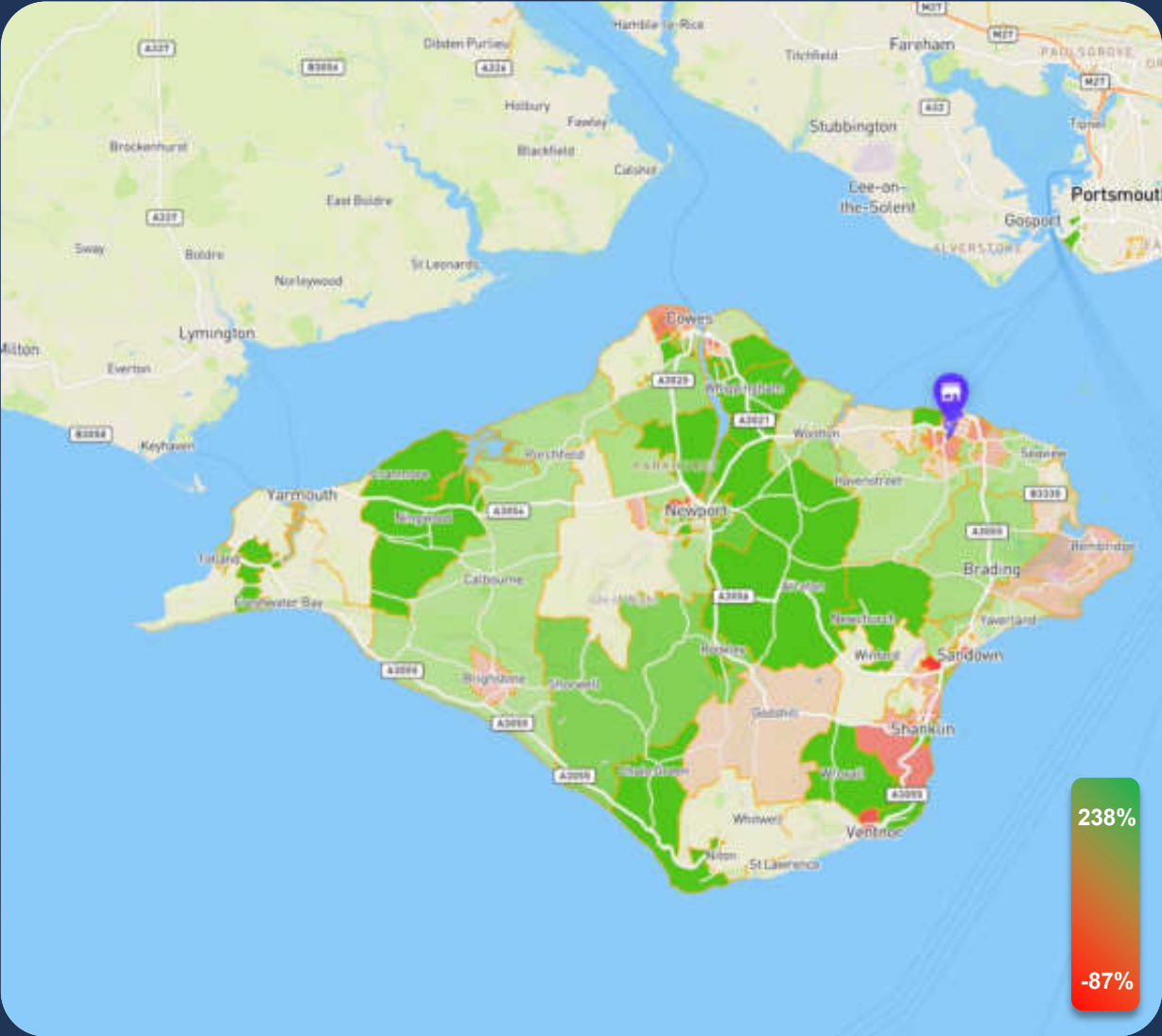
CHANGE IN VISITOR LEVELS JANUARY 2020-21 vs JANUARY 2019-20



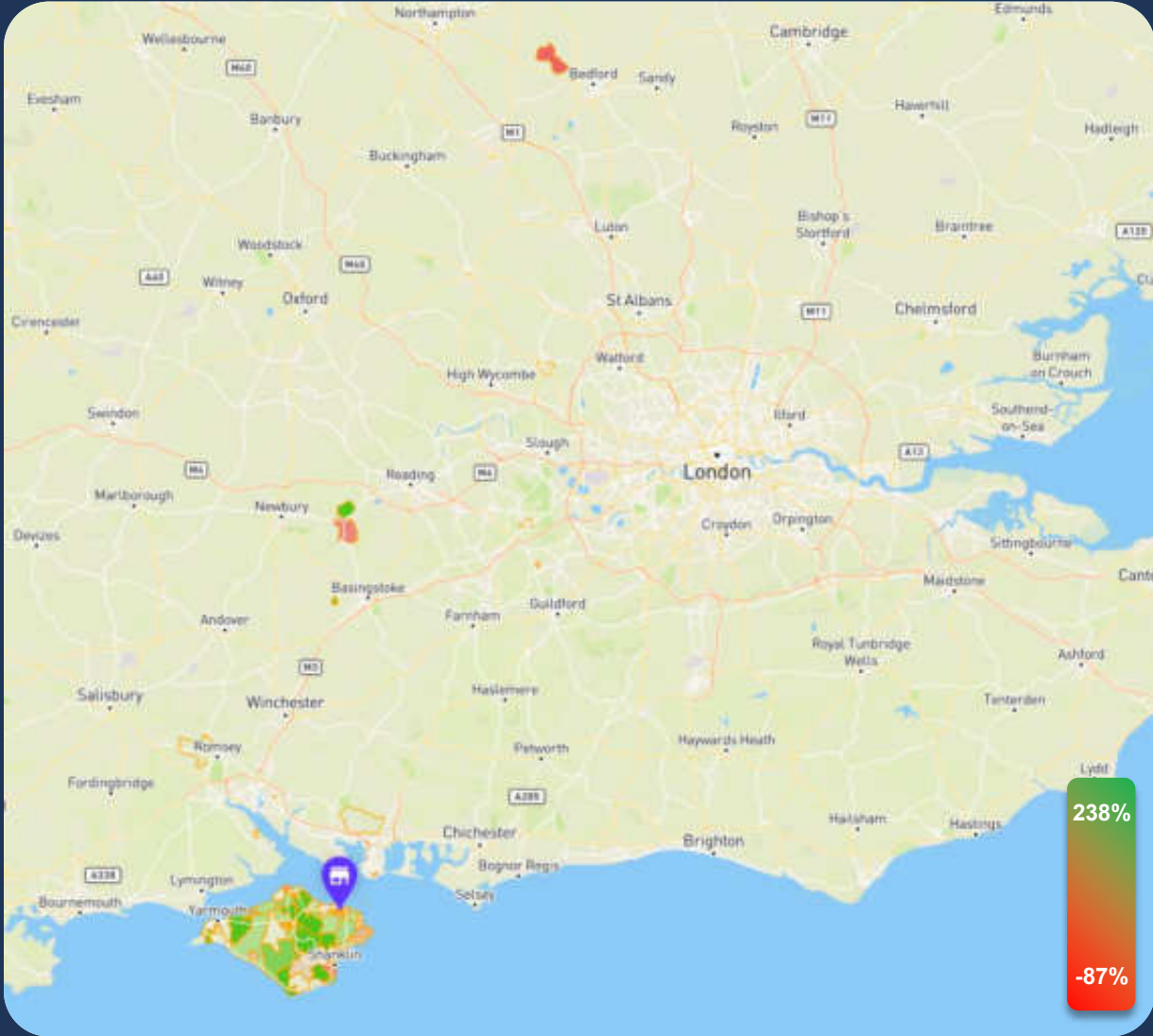
RYDE VISITOR CHANGE BY POSTCODE JANUARY 2021 & BENCHMARKING



CHANGE IN VISITOR LEVELS JANUARY 2021 vs JANUARY 2020 – ZOOMED IN



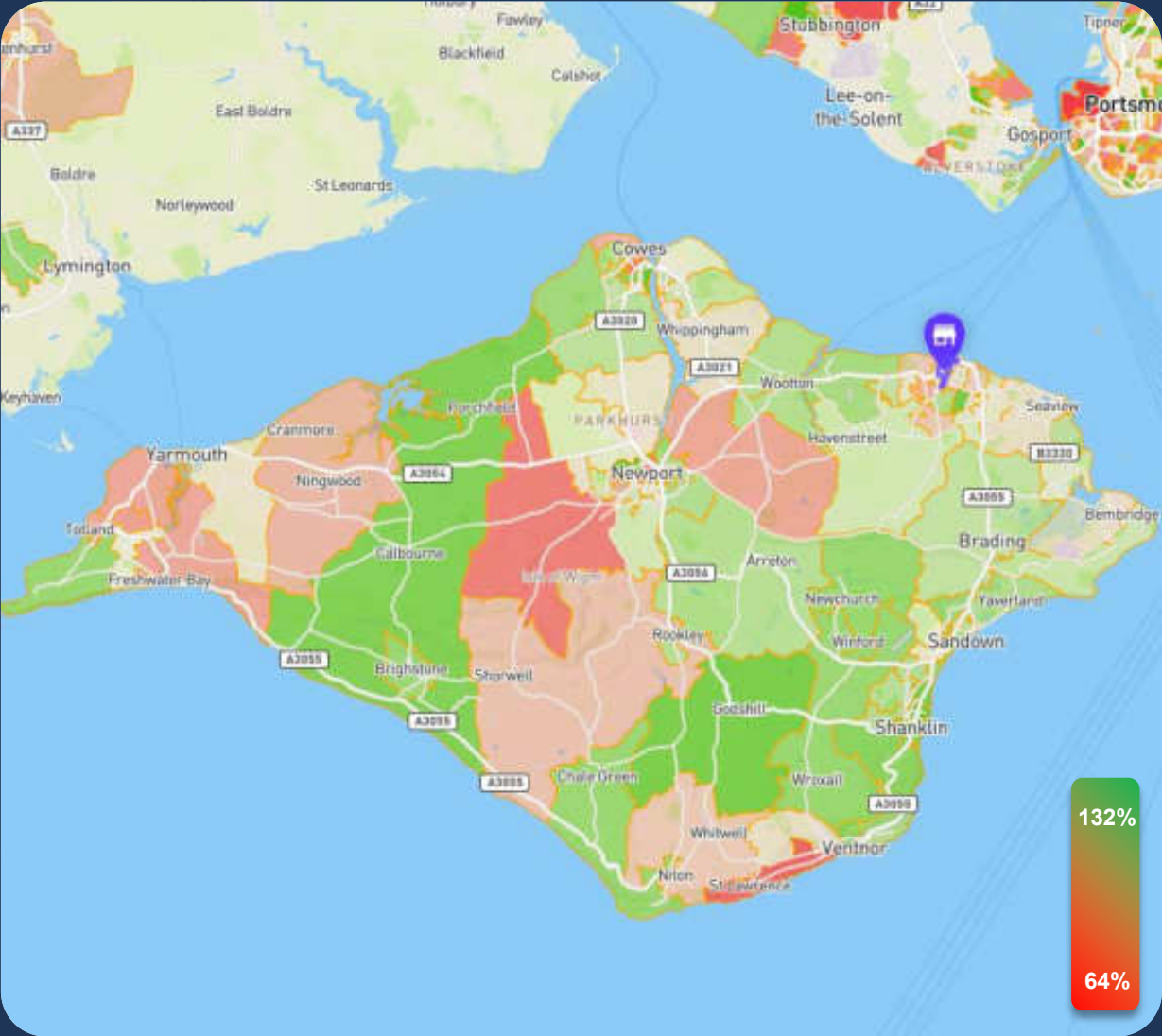
CHANGE IN VISITOR LEVELS JANUARY 2021 vs JANUARY 2020 – ZOOMED OUT



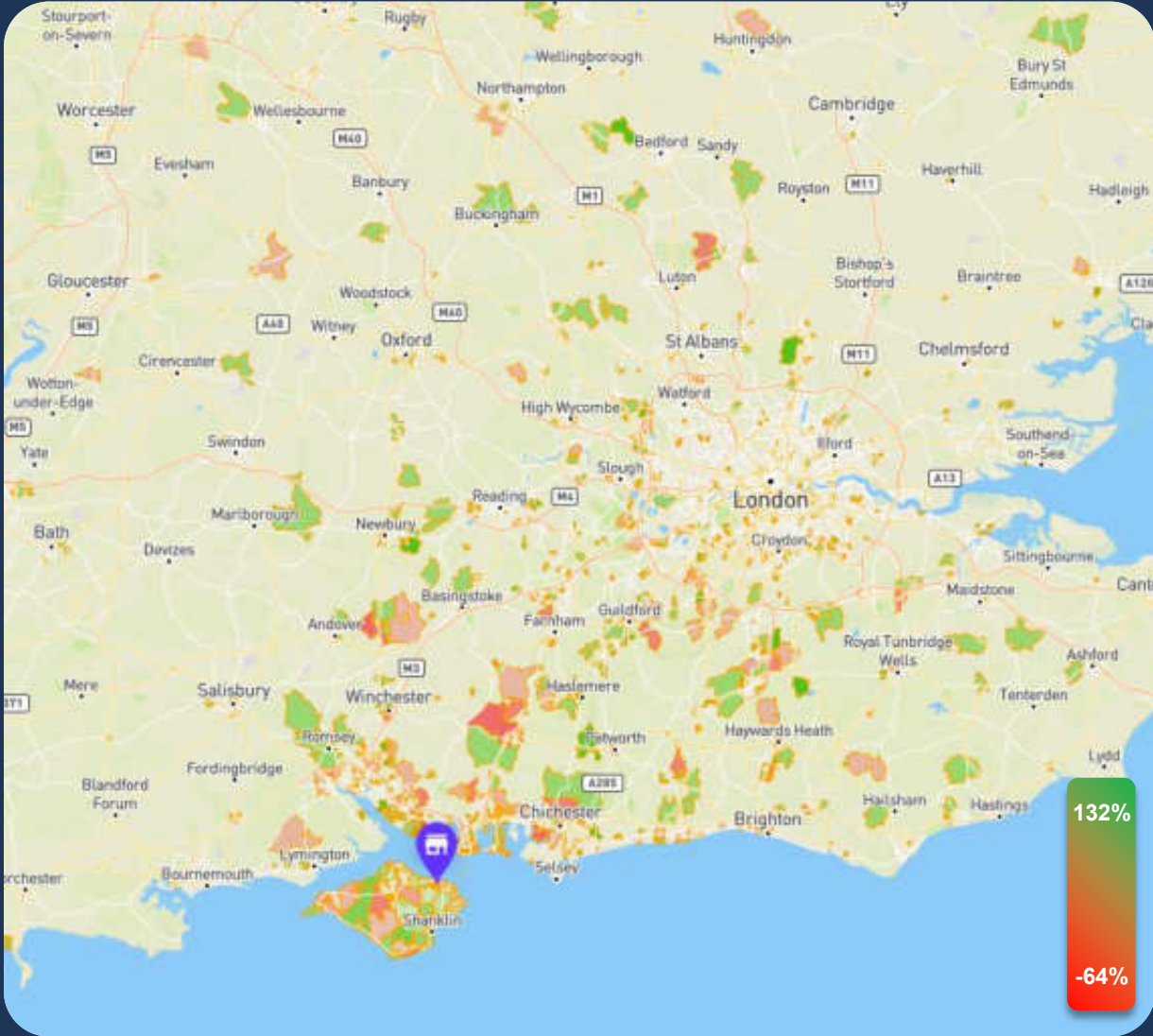
RYDE VISITOR CHANGE BY POSTCODE PRE-COVID BENCHMARKING



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



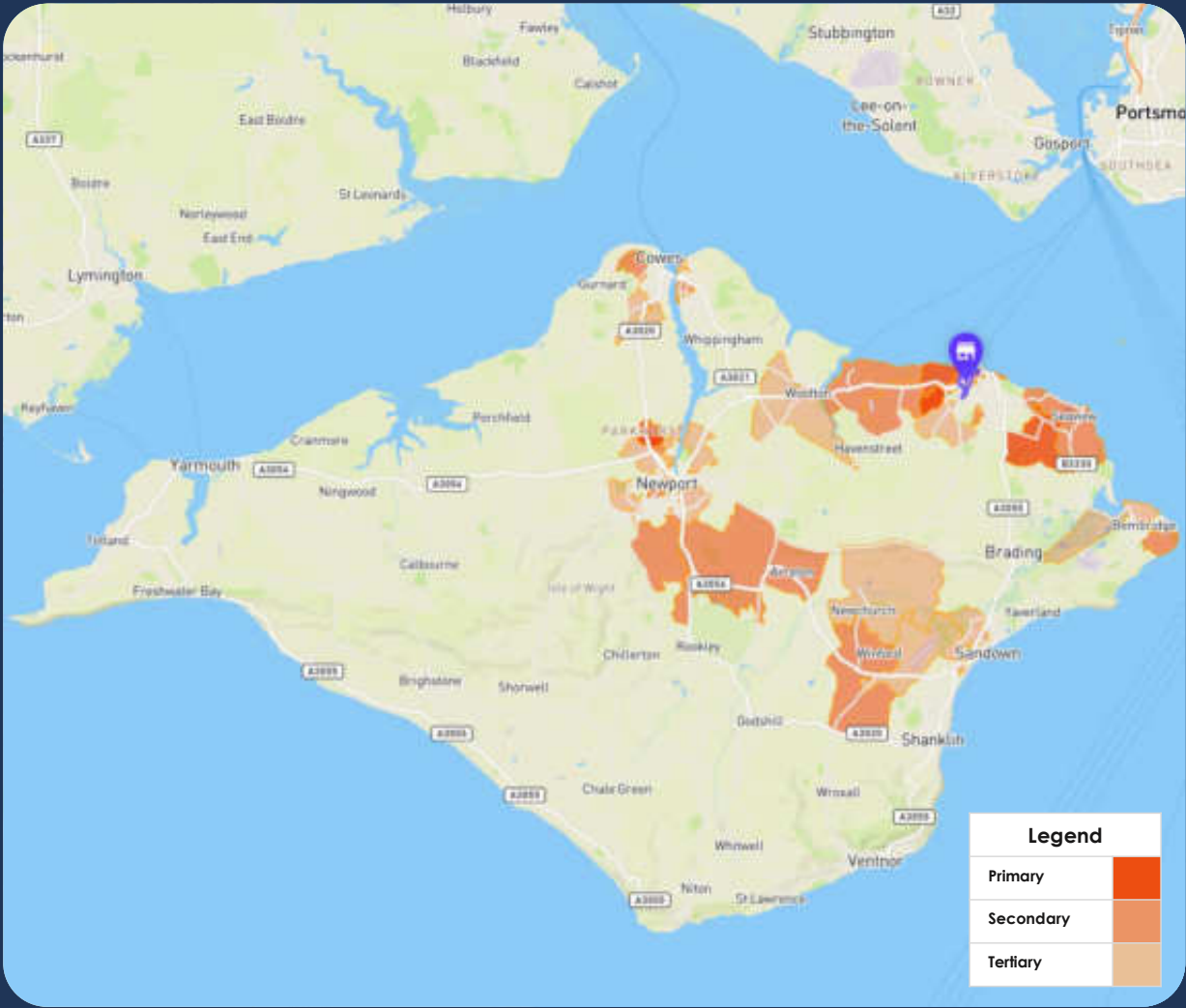
CHANGE IN VISITOR LEVELS PRE-COVID FEB 2019-20 VS FEB 2018-19 (PRE-COVID) – ZOOMED OUT



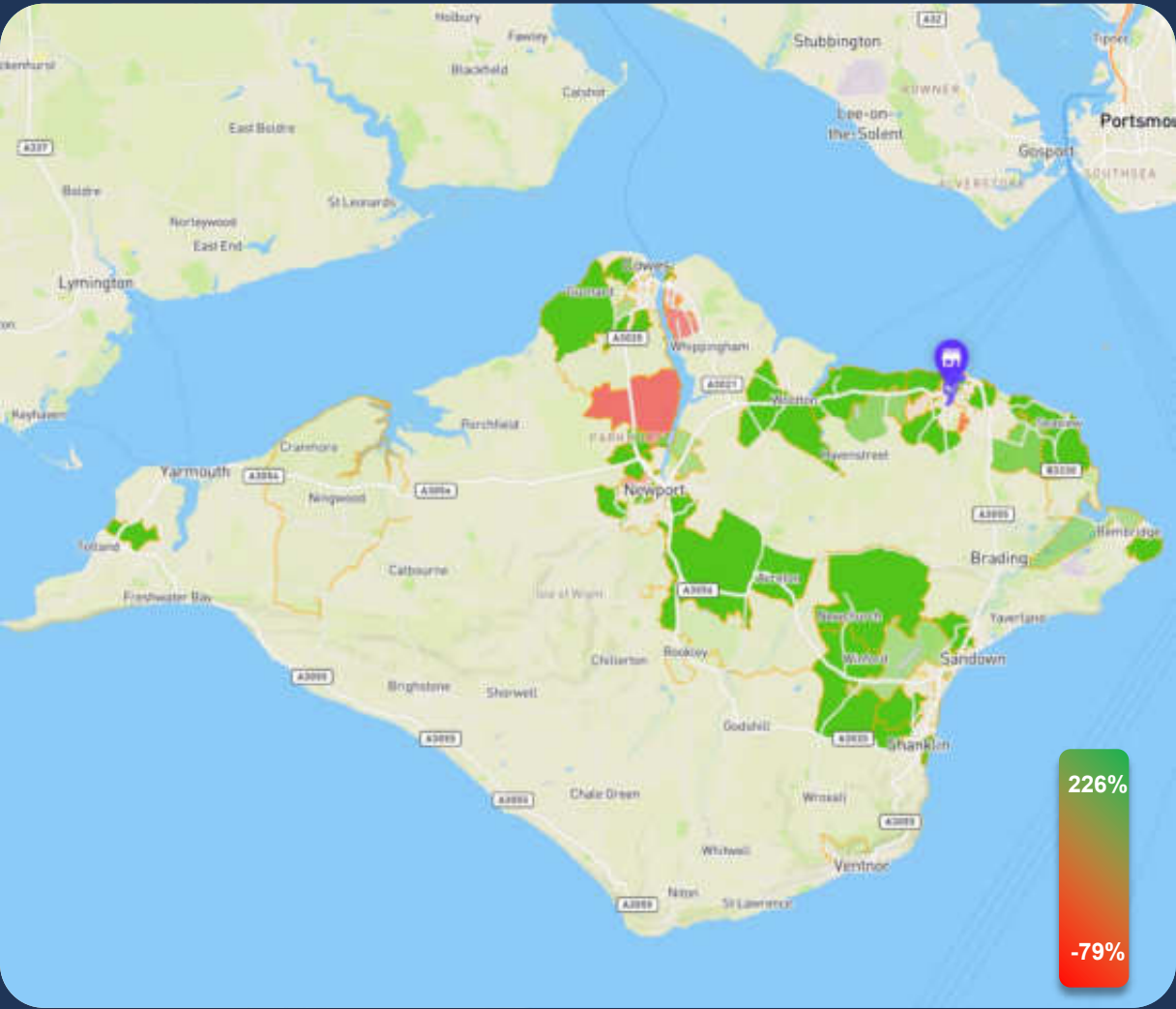
RYDE WORKER CATCHMENT CHANGE— JANUARY 2021 & BENCHMARKING



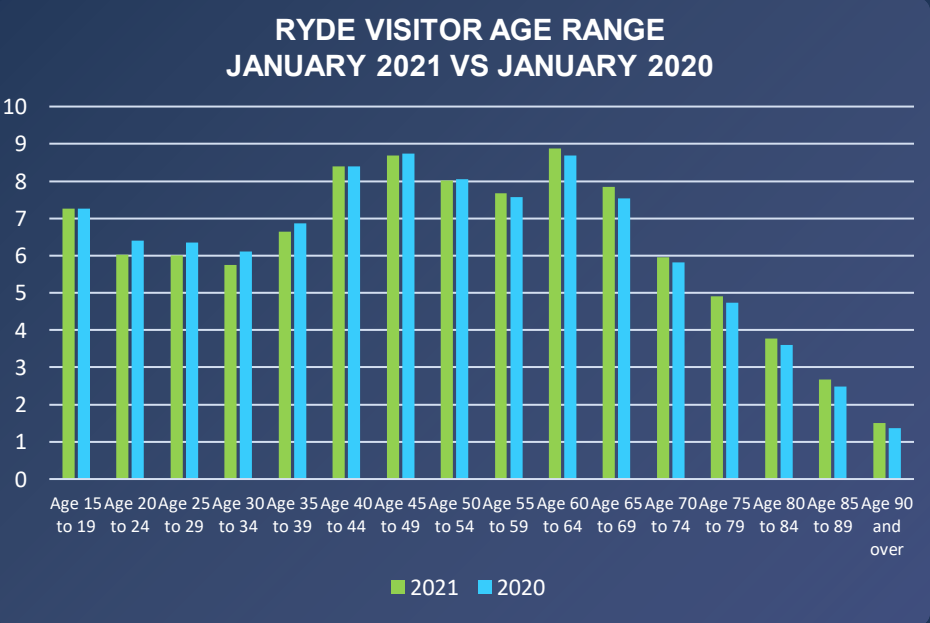
WORKER CATCHMENT BY POST CODE JANUARY 2021



CHANGE IN WORKER CATCHMENT JANUARY 2021 vs JANUARY 2020



RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (JANUARY 2020-21)

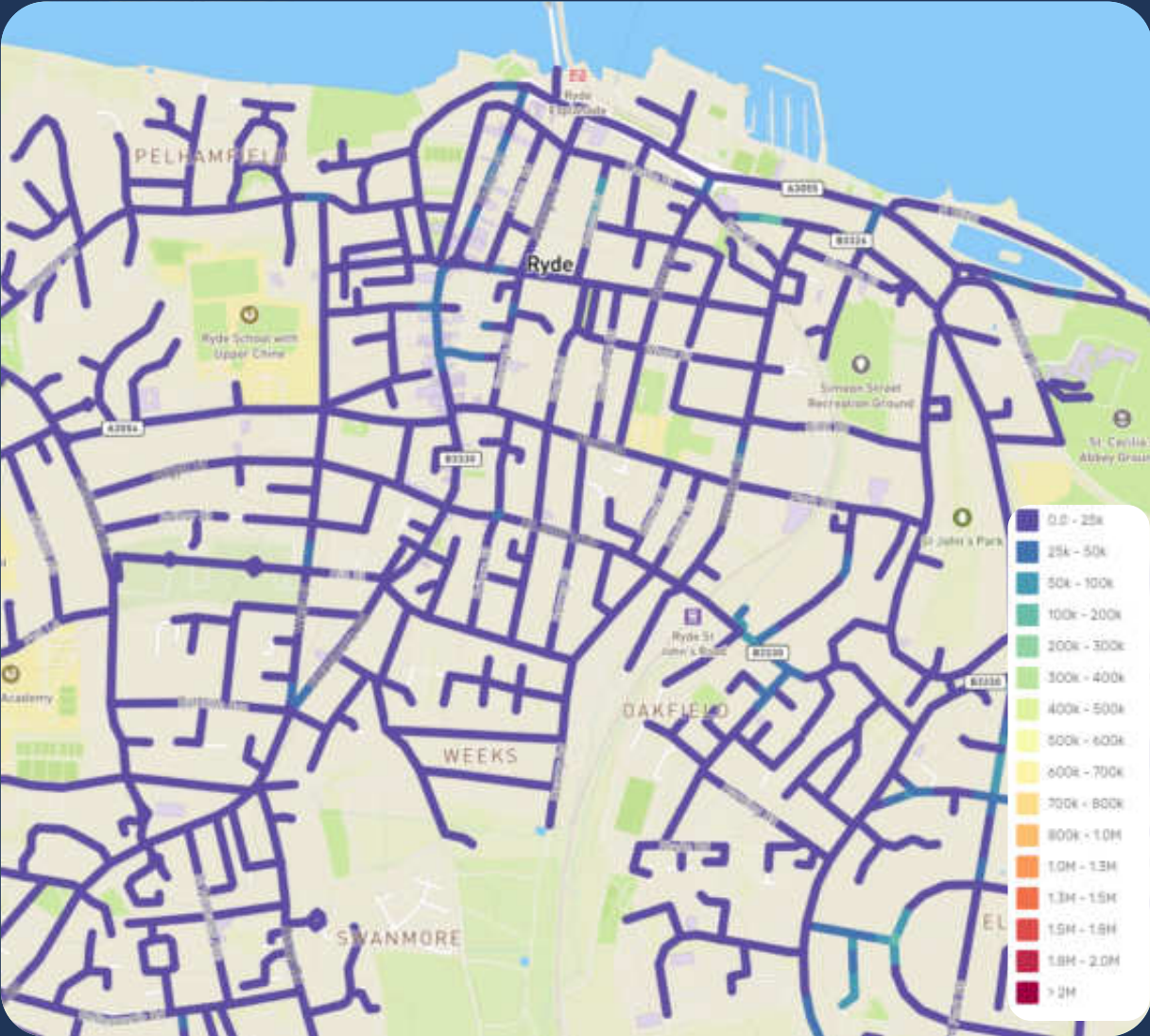


RYDE TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2021

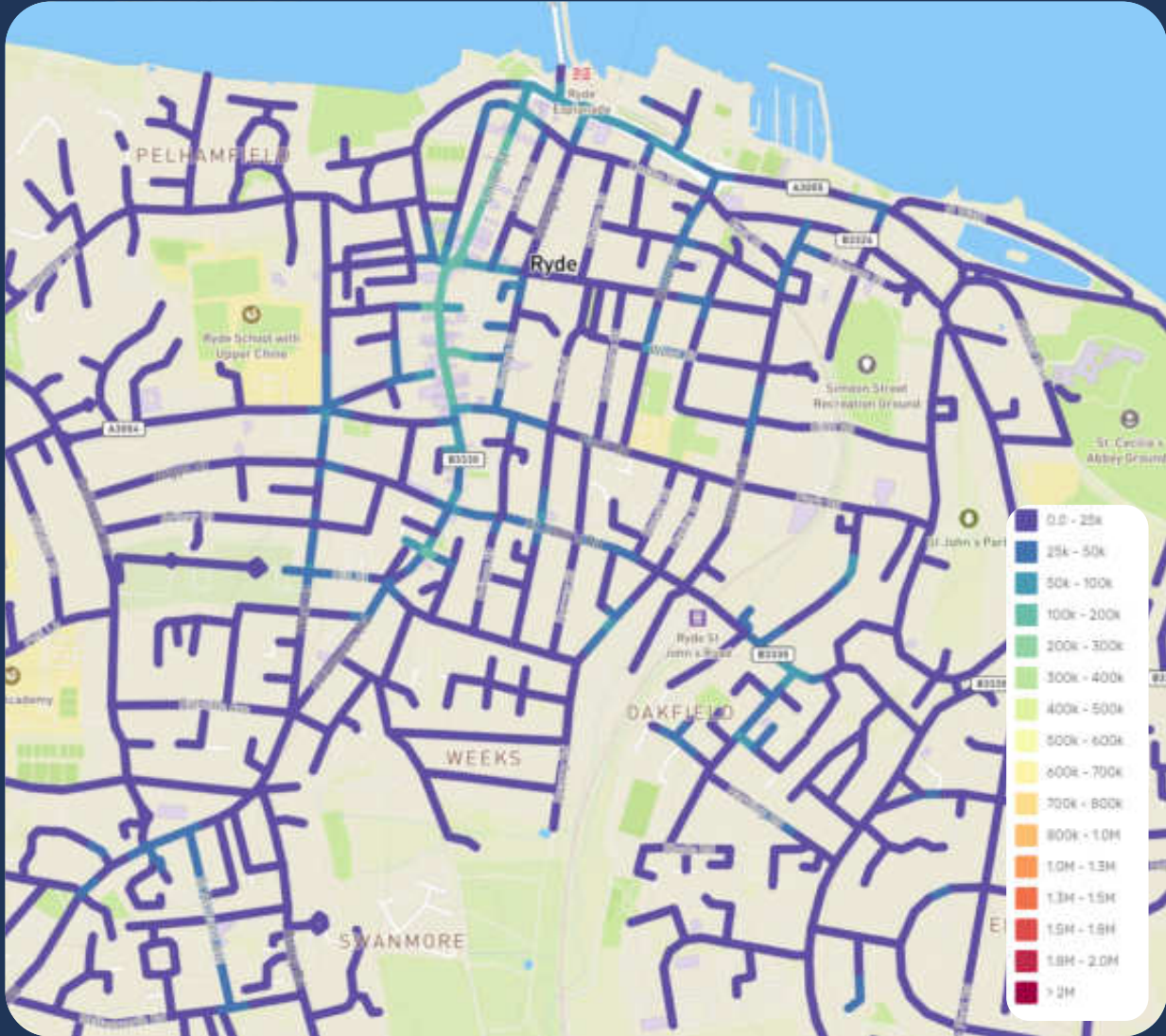
RYDE PEDESTRIAN VISITOR BEHAVIOURS JANUARY 2021 & BENCHMARKING



RYDE TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2021



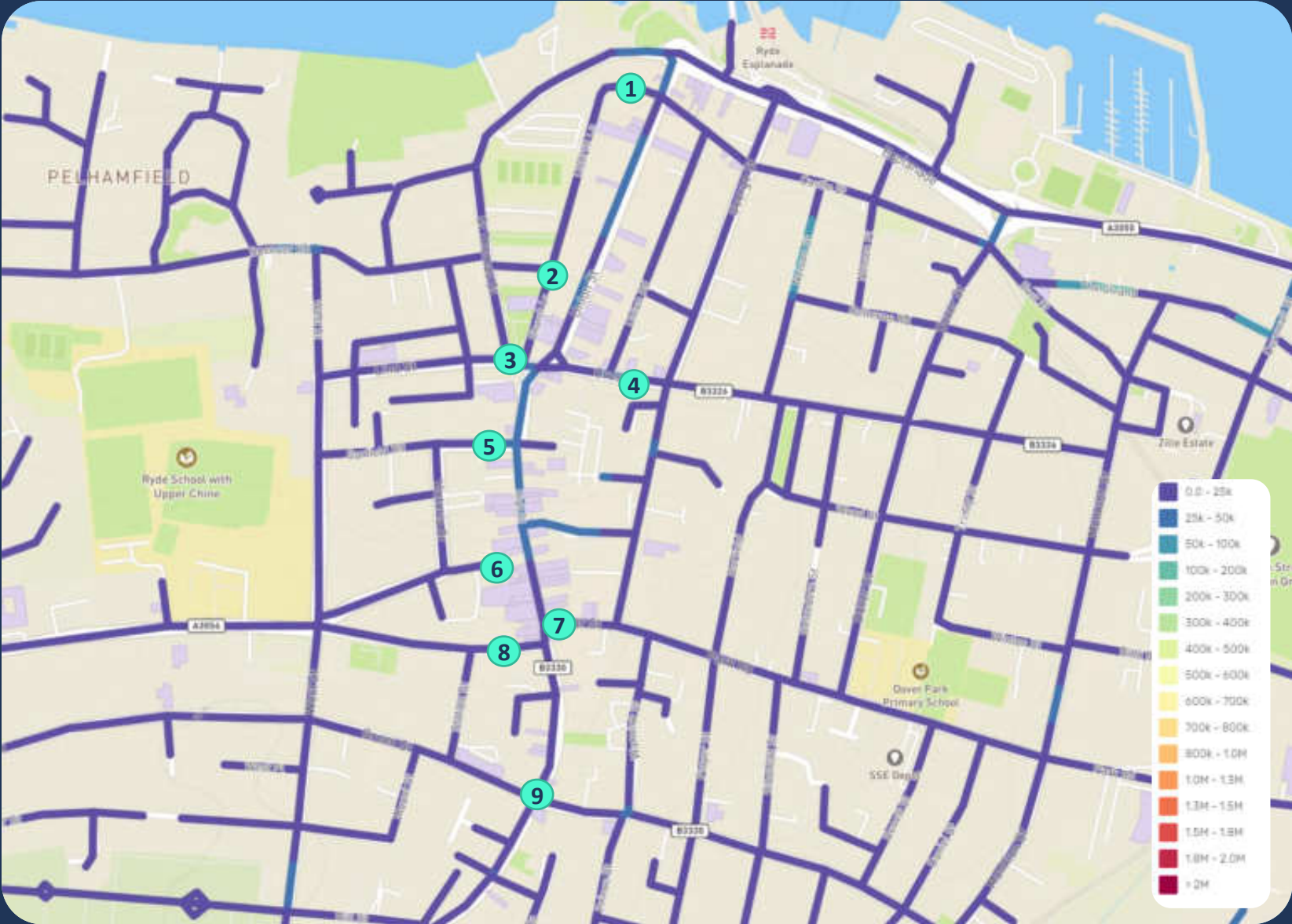
RYDE TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2020



RYDE KEY LOCATION FOOTFALL — (JANUARY 2021 VS JANUARY 2020)



CENTRE FOOTFALL DATA JANUARY 2021 VS JANUARY 2020 – ENTRY POINTS

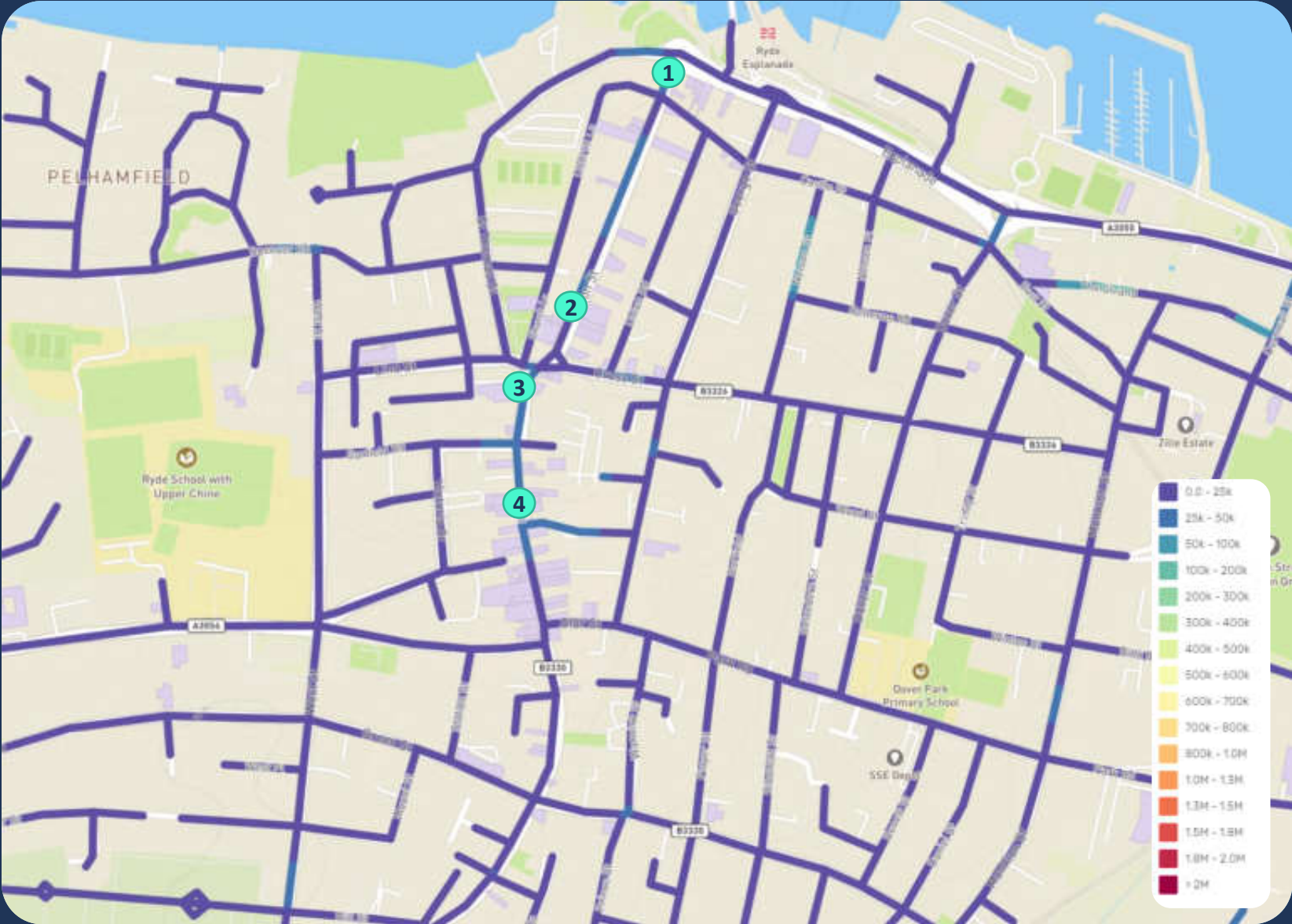
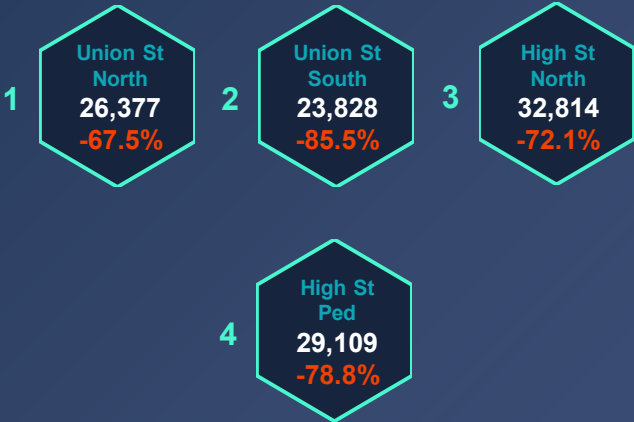


RYDE TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2021

RYDE KEY LOCATION FOOTFALL — (JANUARY 2021 VS JANUARY 2020)



CENTRE FOOTFALL DATA JANUARY 2021 VS JANUARY 2020 – COUNT POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2021

RYDE TOWN CENTRE KEY LOCATIONS - JANUARY 2021 & BENCHMARKING (JANUARY 2020-21)



RYDE TOWN SQUARE

TOTAL VISITS

16,941

VISITS JANUARY 20

-72%
VS
JANUARY
2020



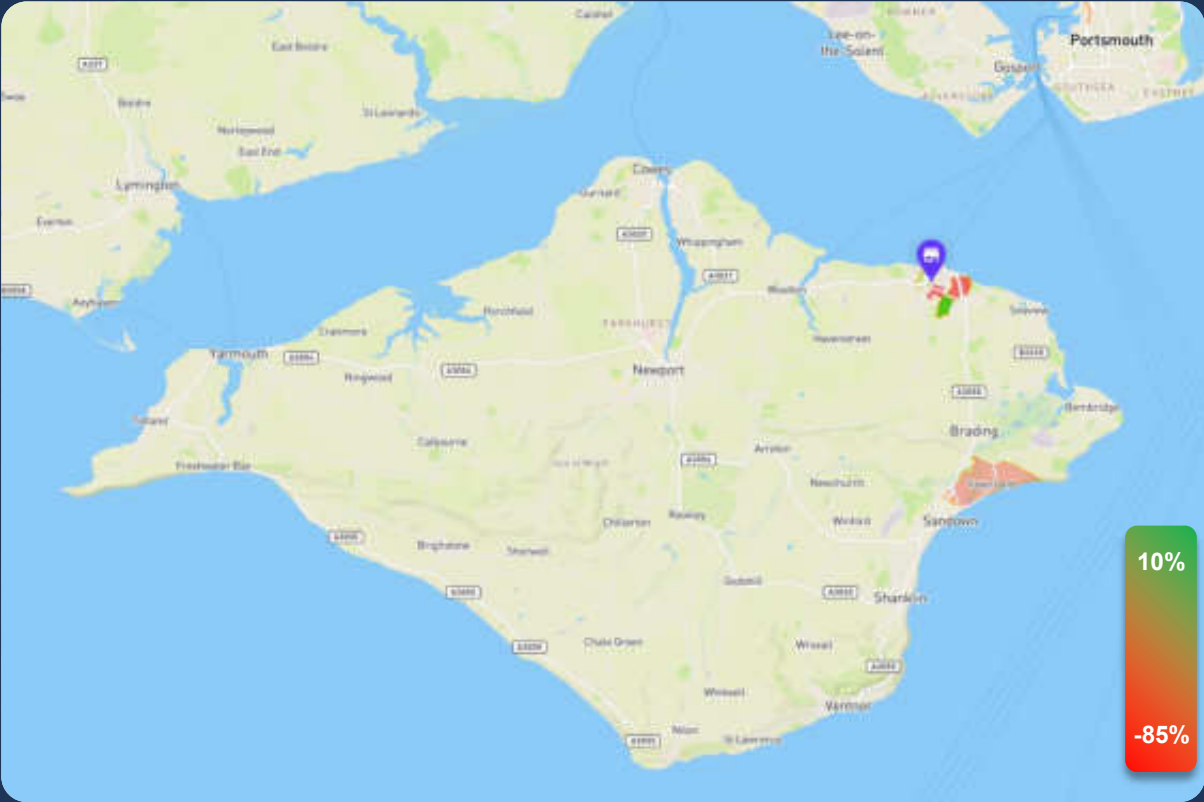
AVERAGE DWELL
TIME
24 MINS

AVERAGE TIME SPENT
JANUARY 20

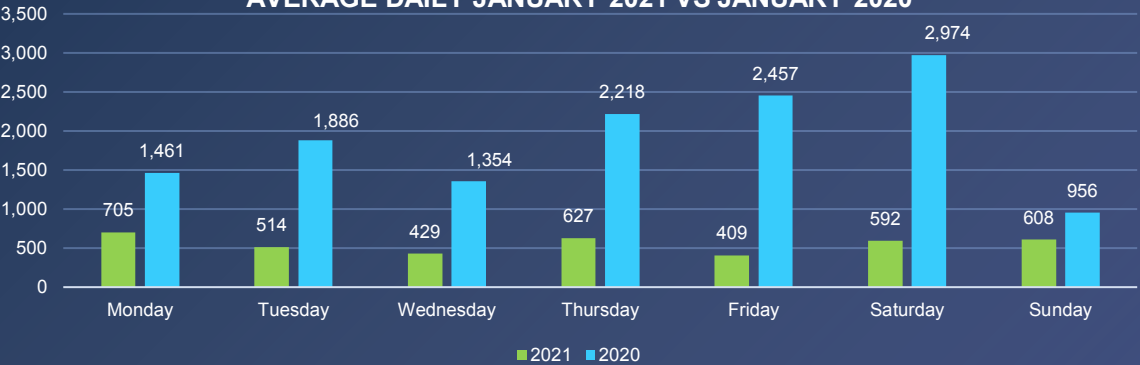
35 MINS
VS
JANUARY
2020



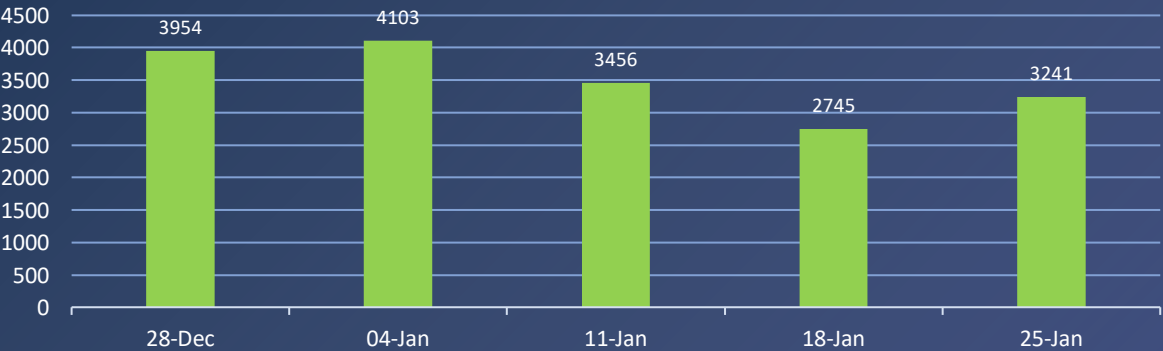
CHANGE IN VISITOR LEVELS JANUARY 2021 vs JANUARY 2020



AVERAGE DAILY JANUARY 2021 VS JANUARY 2020



WEEKLY VISITS JANUARY 2021



RYDE TOWN CENTRE KEY LOCATIONS - JANUARY 2021 & BENCHMARKING (JANUARY 2020-21)



ST THOMAS SQUARE

TOTAL VISITS

12,725

VISITS JANUARY 20

-83%
VS
JANUARY
2020



AVERAGE DWELL
TIME

38 MINS

AVERAGE TIME SPENT
JANUARY 20

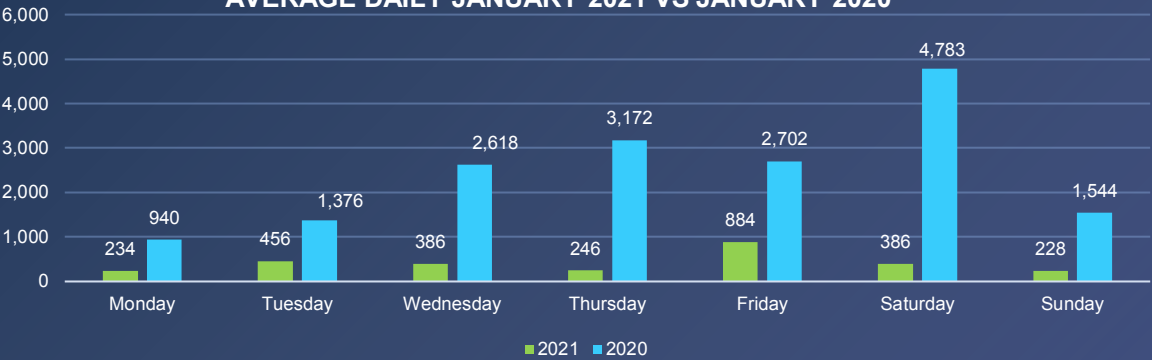
56 MINS
VS
JANUARY
2020



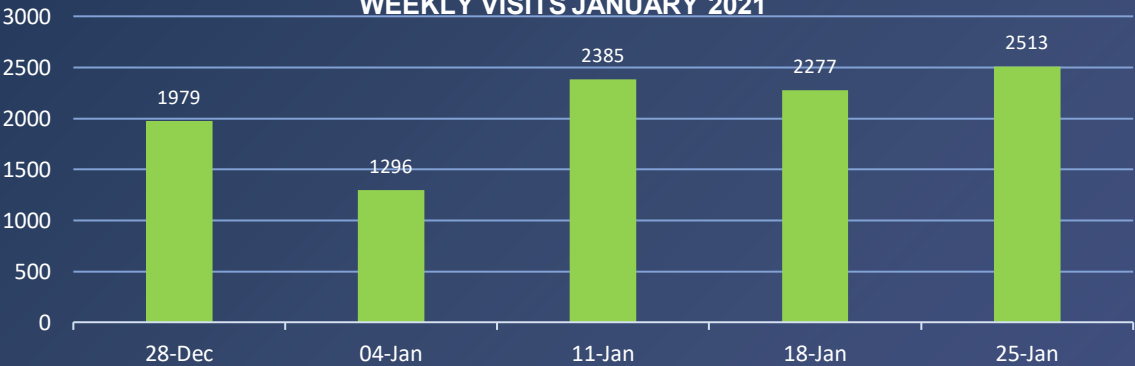
CHANGE IN VISITOR LEVELS JANUARY 2021 vs JANUARY 2020



AVERAGE DAILY JANUARY 2021 VS JANUARY 2020



WEEKLY VISITS JANUARY 2021



RYDE TOWN CENTRE KEY LOCATIONS - JANUARY 2021 & BENCHMARKING (JANUARY 2020-21)



MINGHELLA SQUARE

TOTAL VISITS

1,108

VISITS JANUARY 20

-87%
VS
JANUARY
2020



AVERAGE DWELL
TIME

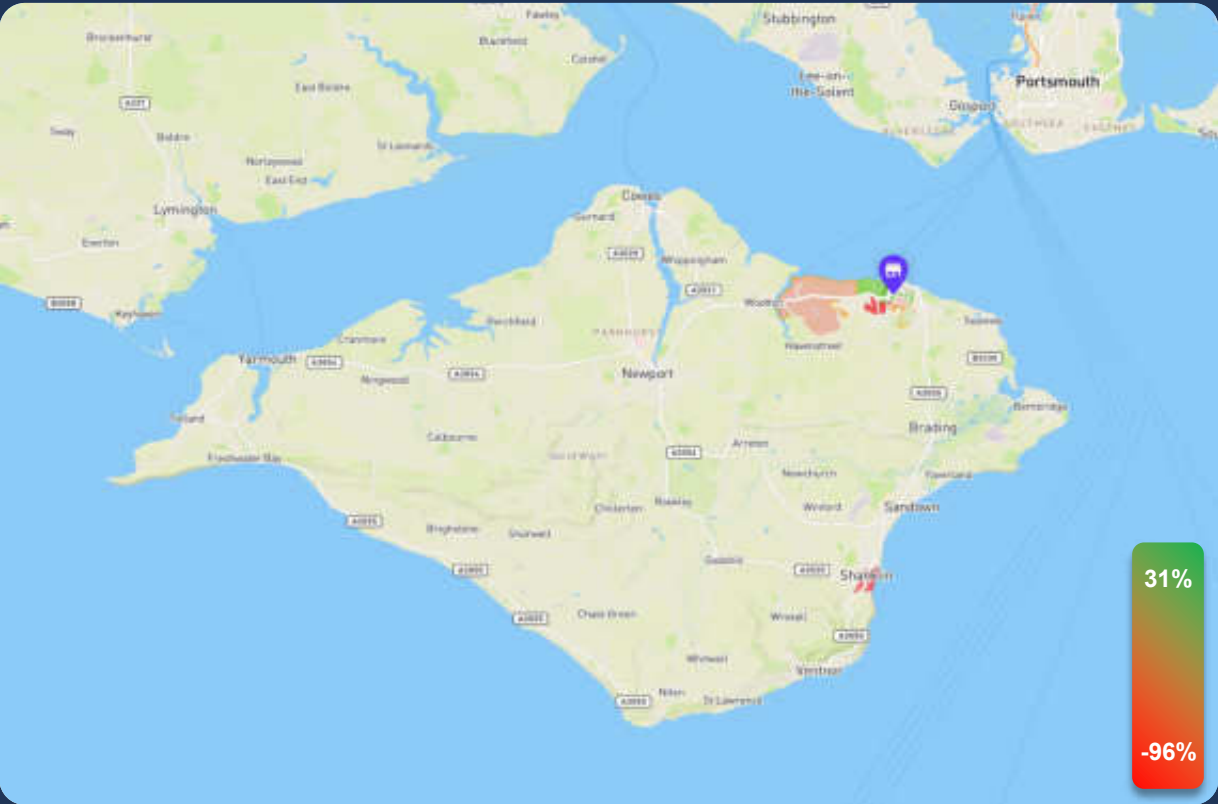
24 MINS

AVERAGE TIME SPENT
JANUARY 20

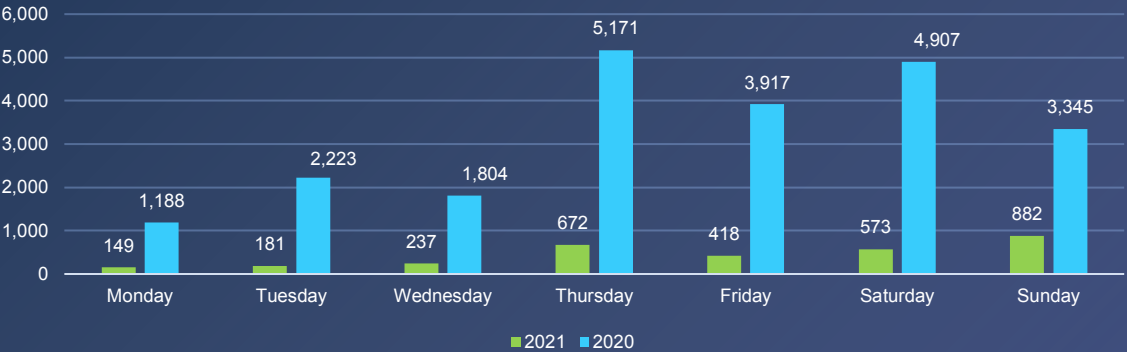
44 MINS
VS
JANUARY
2020



CHANGE IN VISITOR LEVELS JANUARY 2021 vs JANUARY 2020



AVERAGE DAILY JANUARY 2021 VS JANUARY 2020



WEEKLY VISITS JANUARY 2021

