

# VISITOR INSIGHT REPORT

Ryde, Isle of Wight

November 2019 - 2020

Produced for Ryde and Newport Heritage Action Zones

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VISITOR | INSIGHTS

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



## TOTAL VISITS



447,096

VISITS TO THE HIGH STREET

**-29%**

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



**-30%**

M/O/M CHANGE



## AVERAGE DWELL TIME



168 MINS

AVERAGE TIME SPENT IN THE HIGH STREET

**-9%**

Y/O/Y CHANGE



**26%**

M/O/M CHANGE



## PLACES VISITED



2.1

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

**2.4**

PLACES VISITED



**2.0**

PLACES VISITED



## POPULAR VISIT DAY



MONDAY

20k AVERAGE VISITS ON MONDAY IN NOVEMBER



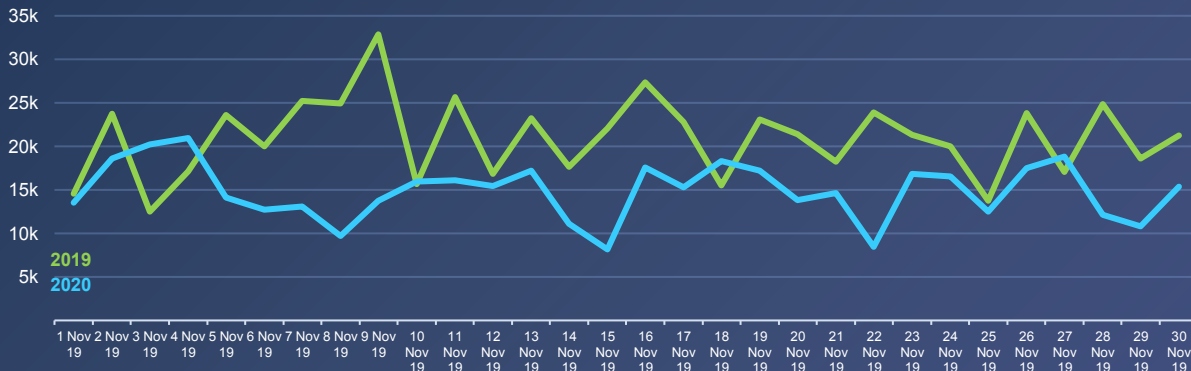
FRIDAY



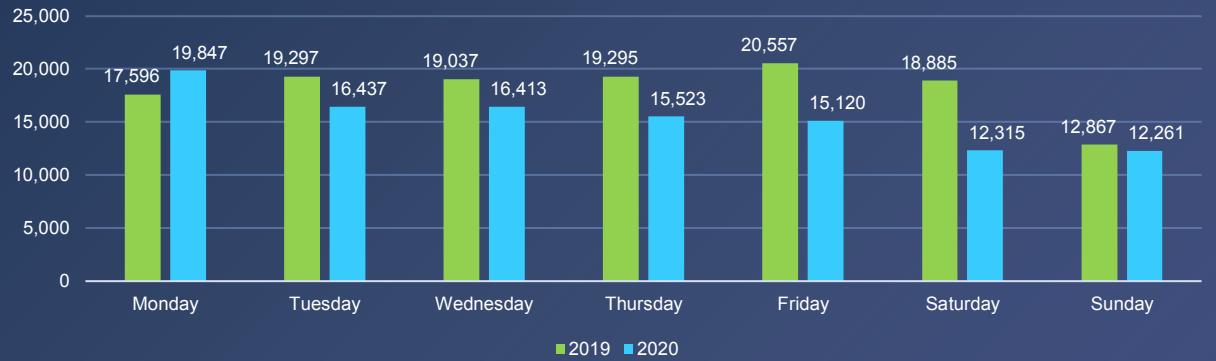
THURSDAY



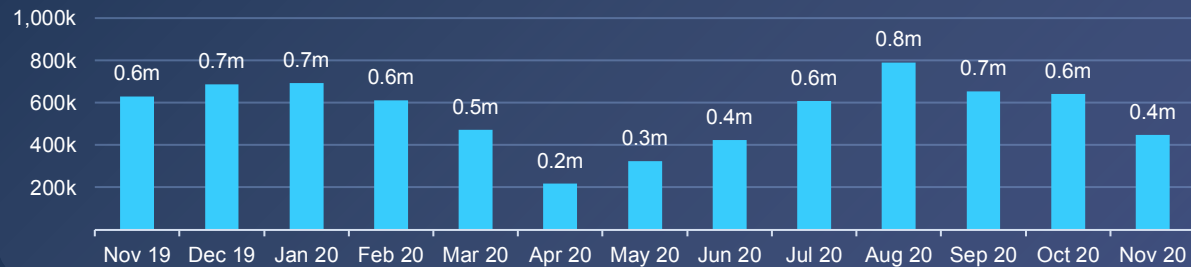
## DAILY VISITS NOVEMBER 2020 VS NOVEMBER 2019



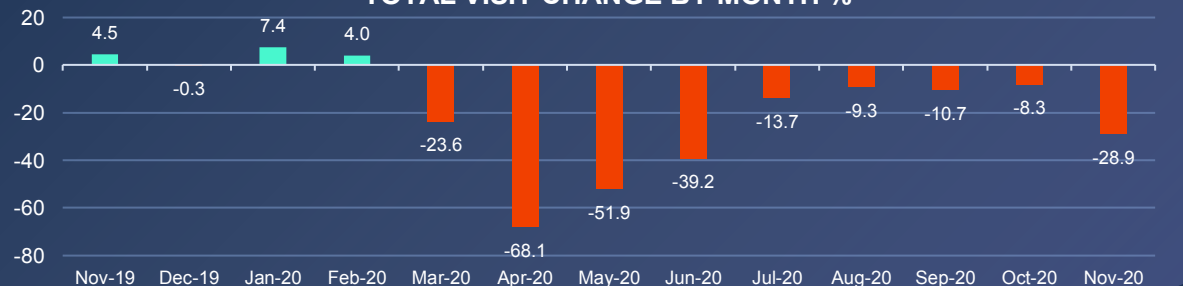
## AVERAGE DAILY VISITOR LEVELS IN NOVEMBER 2020



## TOTAL VISITS BY MONTH



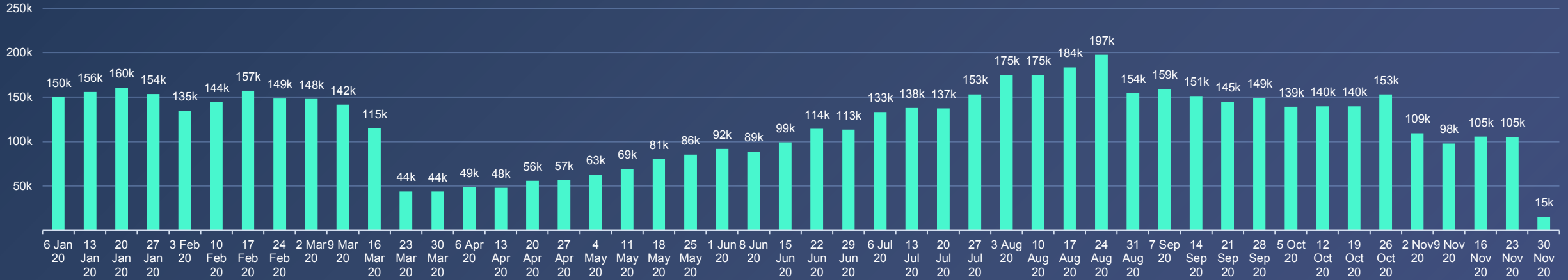
## TOTAL VISIT CHANGE BY MONTH %



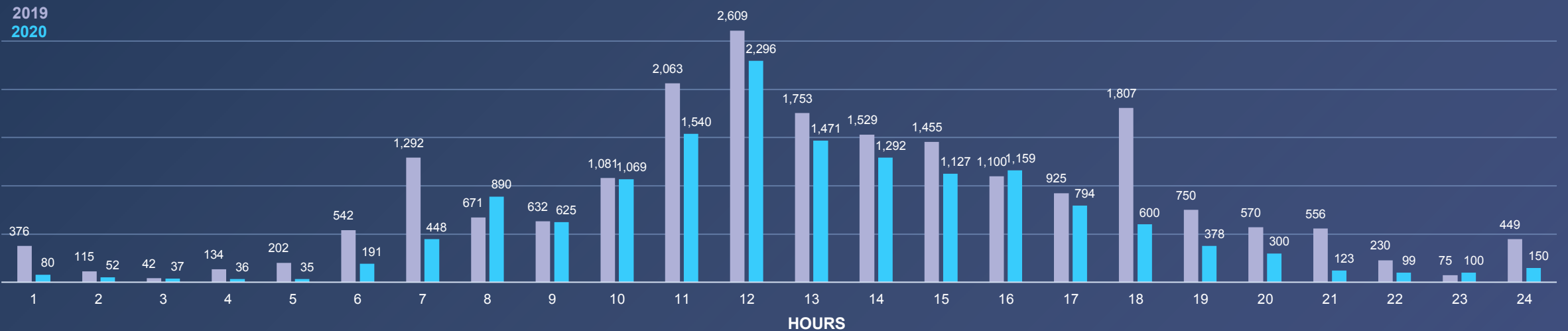
# RYDE TOWN CENTRE— NOVEMBER 2020 SUMMARY & BENCHMARKING (NOVEMBER 2019-20)



## WEEKLY FOOTFALL



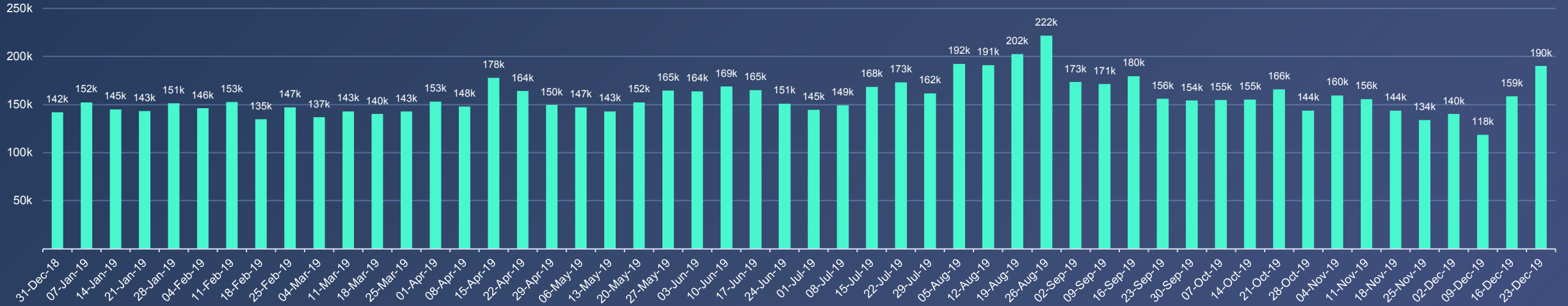
## AVERAGE VISITS BY HOUR



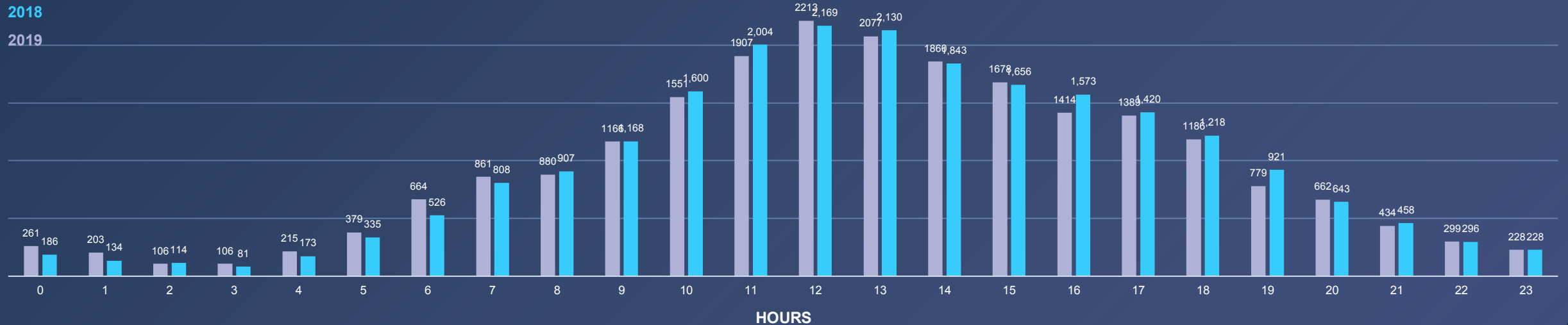
# RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



## WEEKLY FOOTFALL



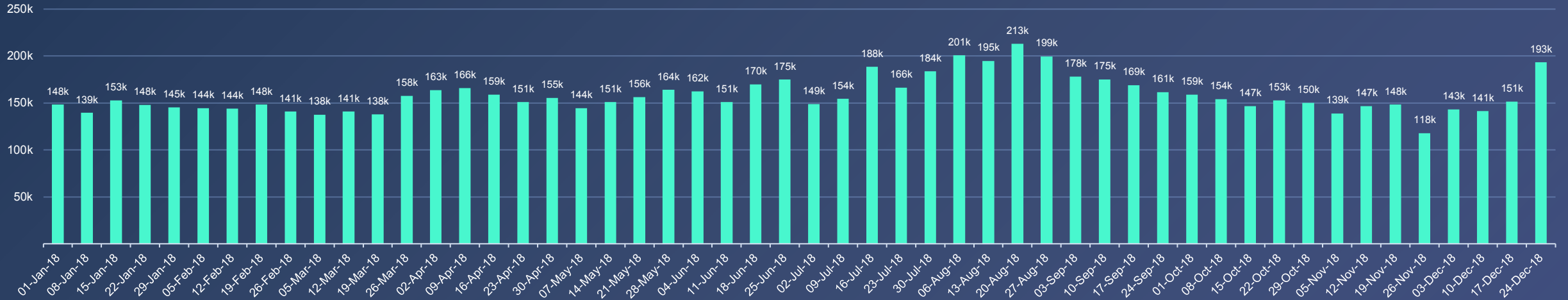
## AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



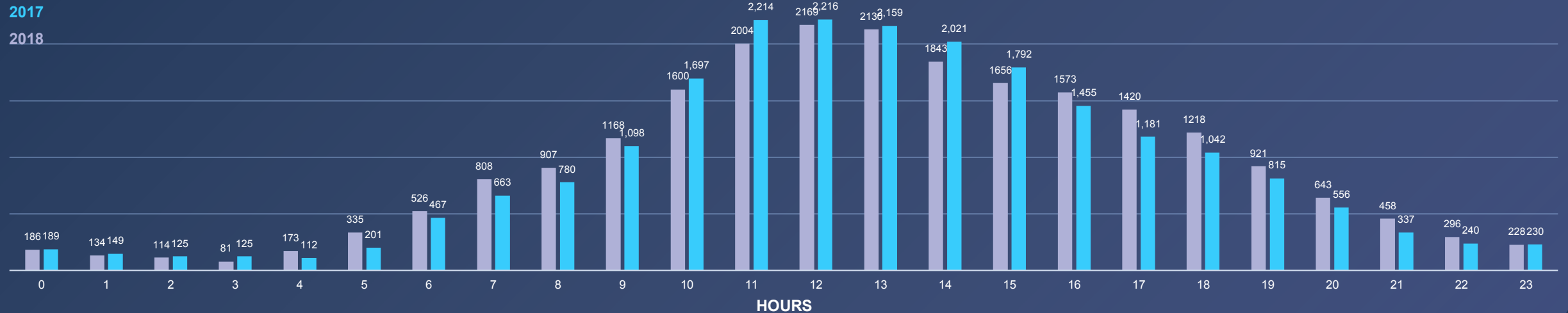
# RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



## WEEKLY FOOTFALL



## AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



# RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

## TOTAL ANNUAL VISITS



7,196,733

VISITS TO THE HIGH STREET  
NOVEMBER 19- NOVEMBER 20

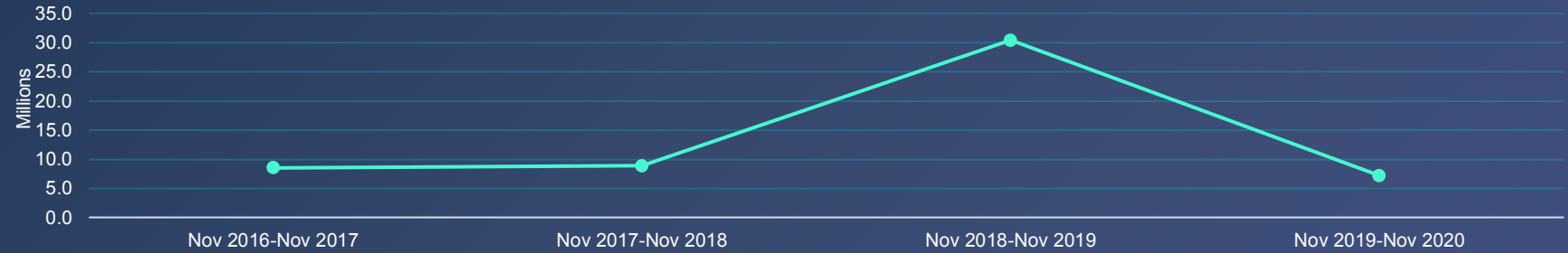


-16%

4 YEAR CHANGE



## VISITS



## AVERAGE DWELL TIME



146 MINS

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

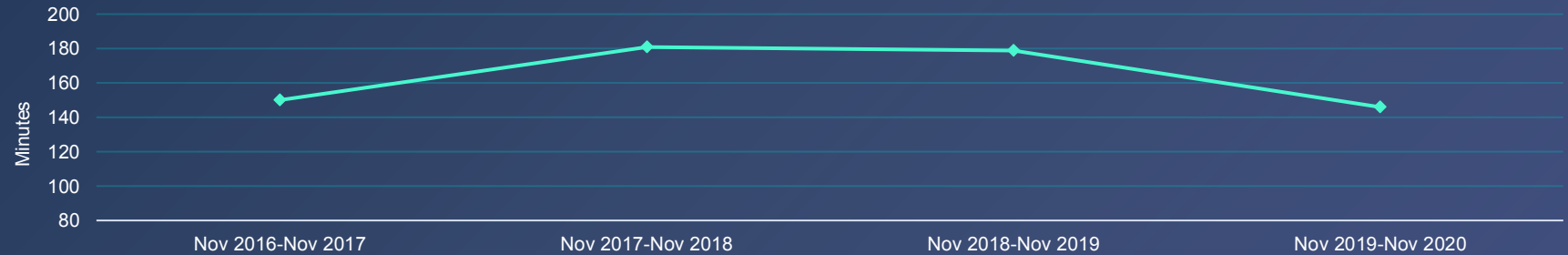


-3%

4 YEAR CHANGE



## DWELL TIME



2.2

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

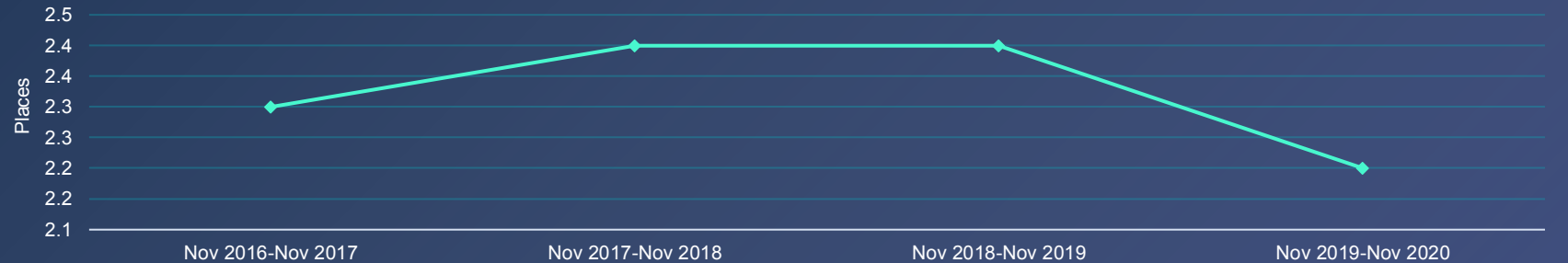


-4%

4 YEAR CHANGE



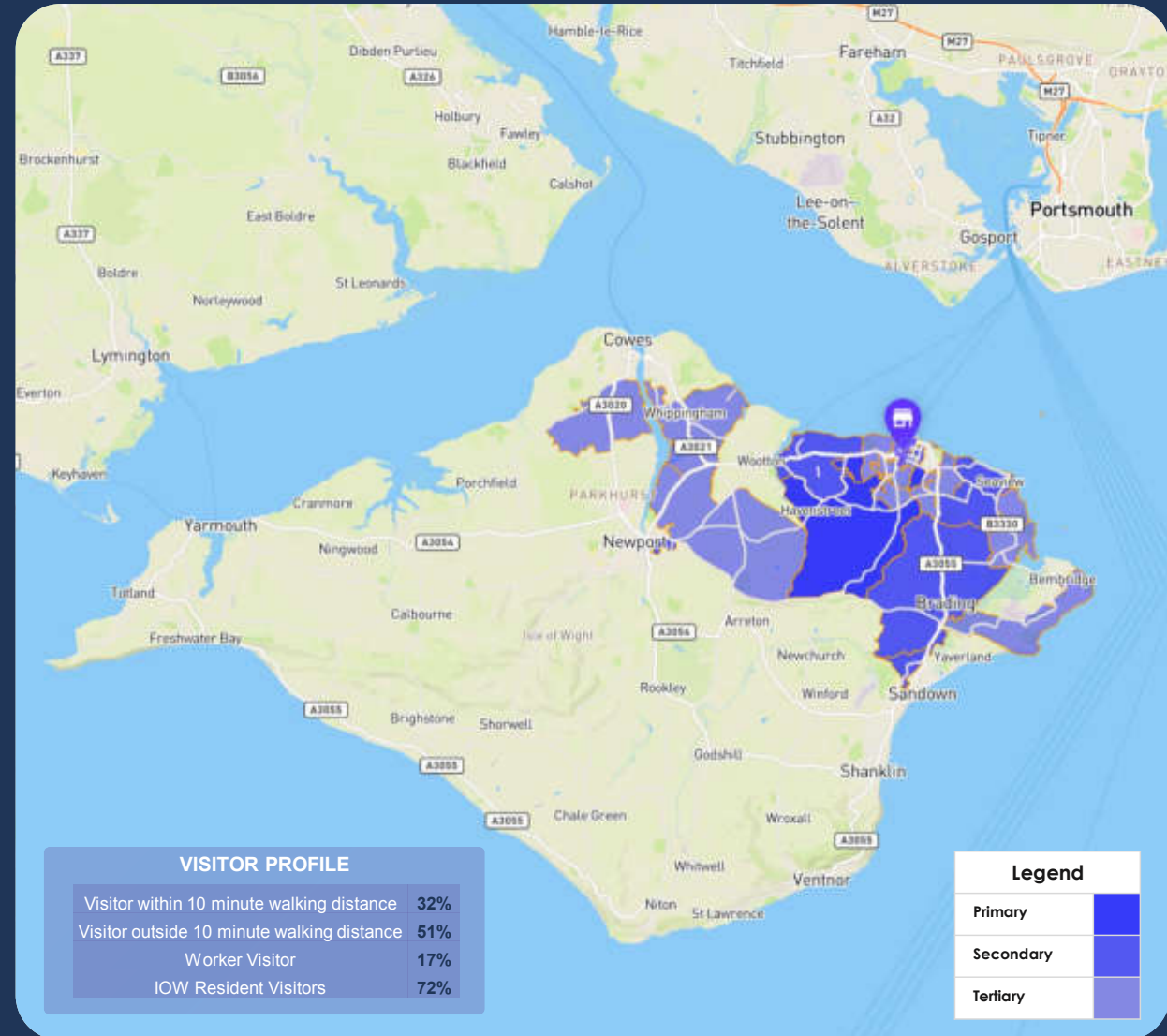
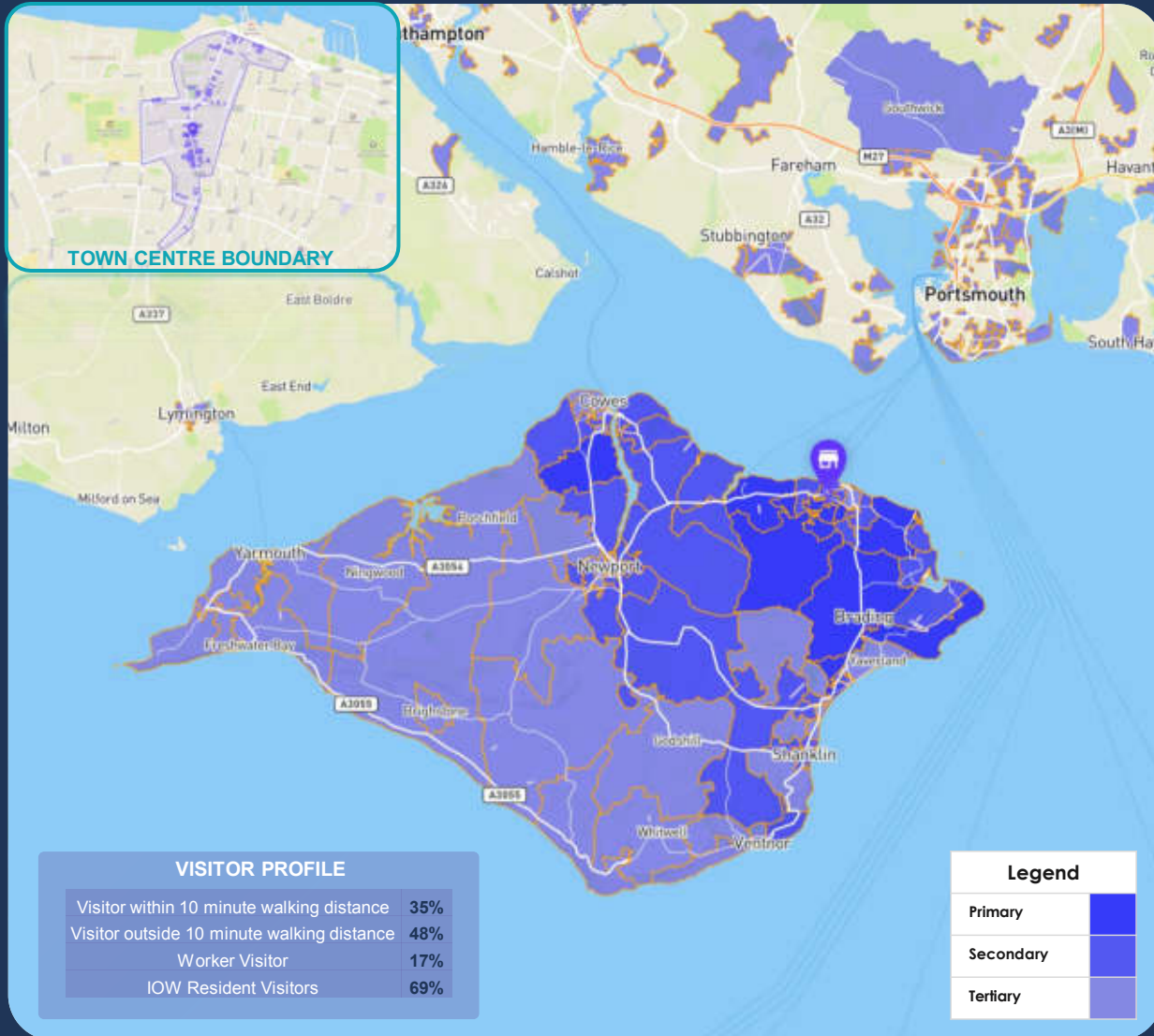
## PLACES VISITED



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

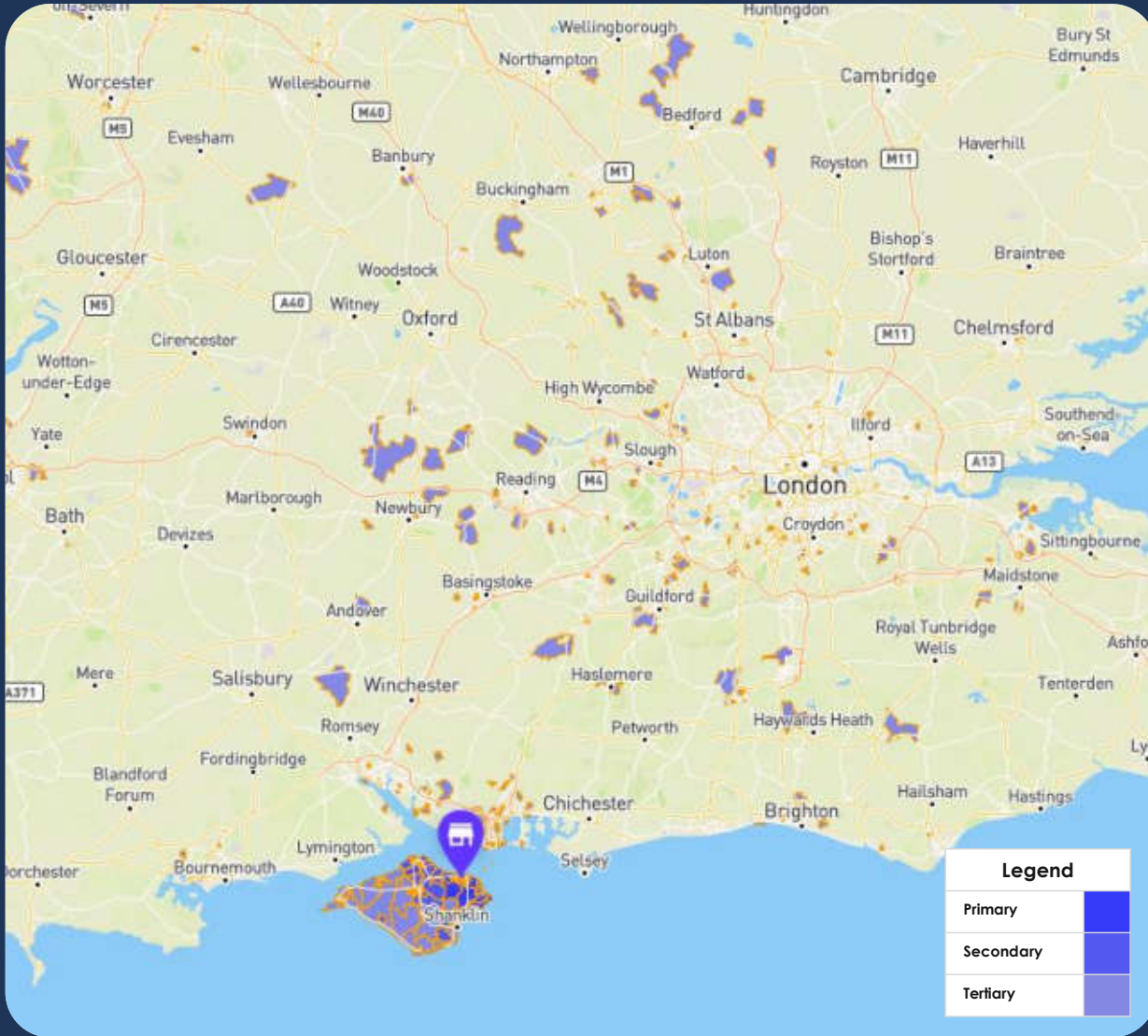
## VISITOR CATCHMENT BY POST CODE JAN- NOVEMBER 2020

## VISITOR CATCHMENT BY POST CODE IN NOVEMBER 2020

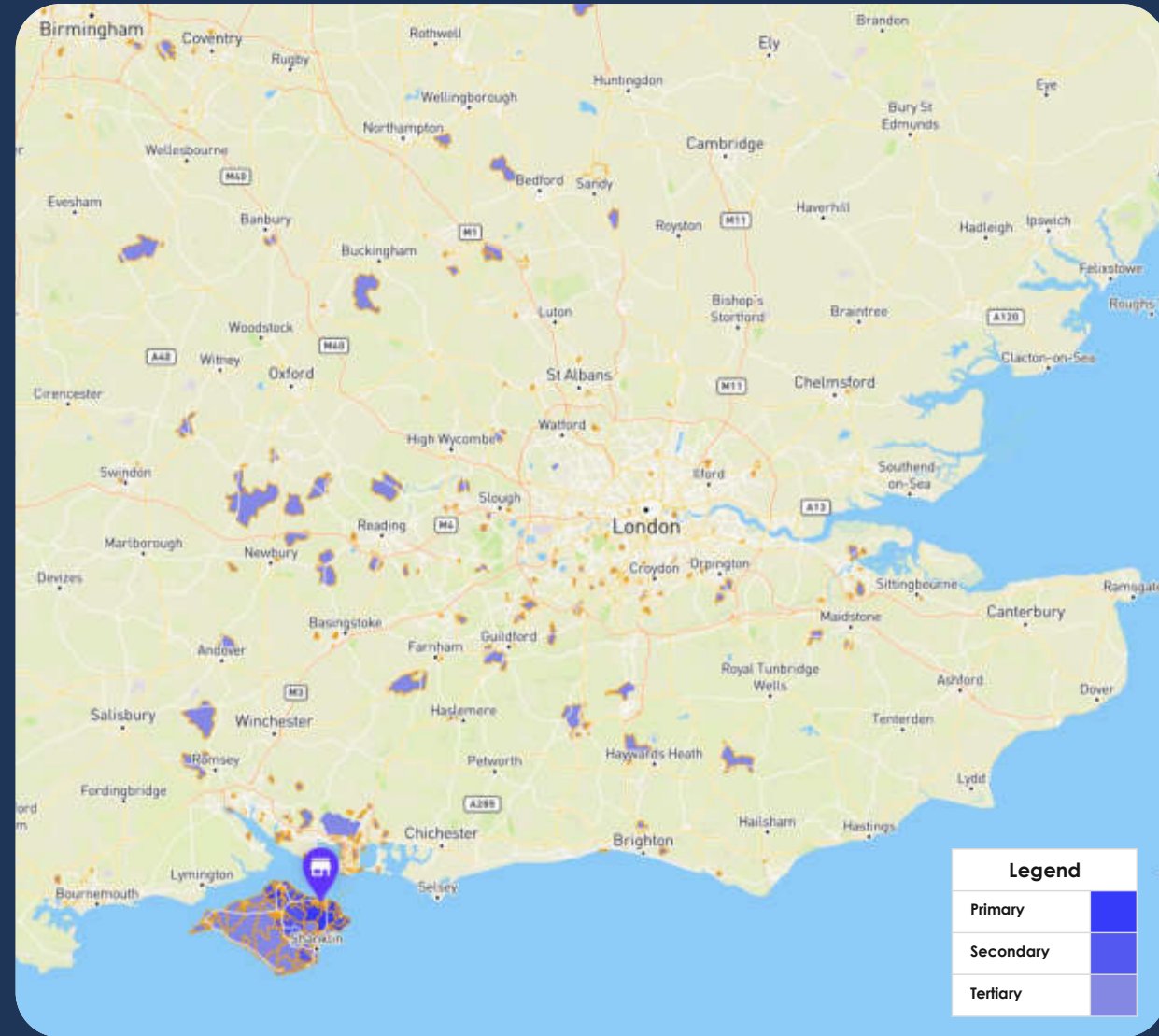


# RYDE VISITOR CATCHMENT — NOVEMBER 2020 & BENCHMARKING (NOVEMBER 2019-20)

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



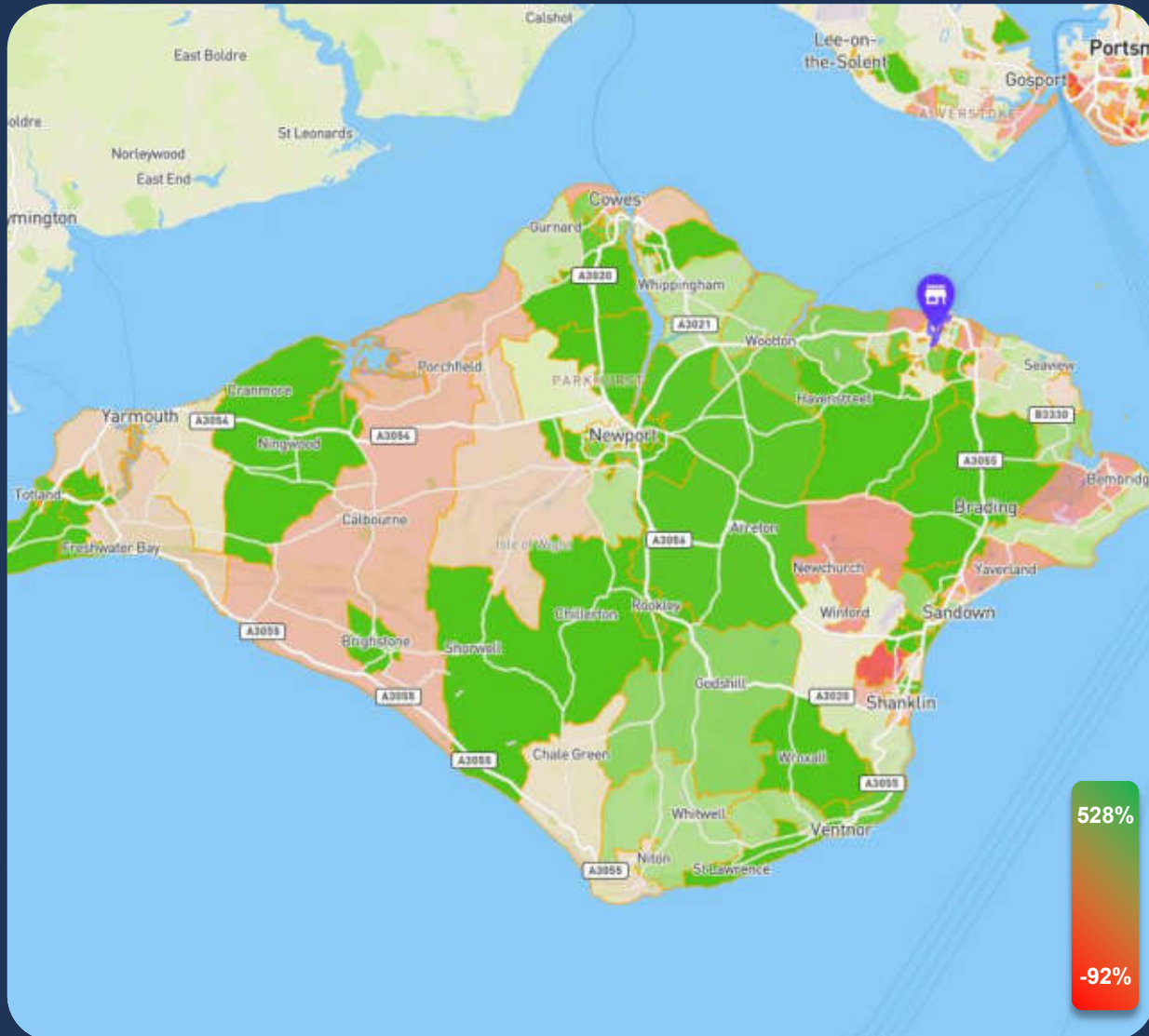
## VISITOR CATCHMENT BY POST CODE IN NOVEMBER 2020 - ZOOMED OUT



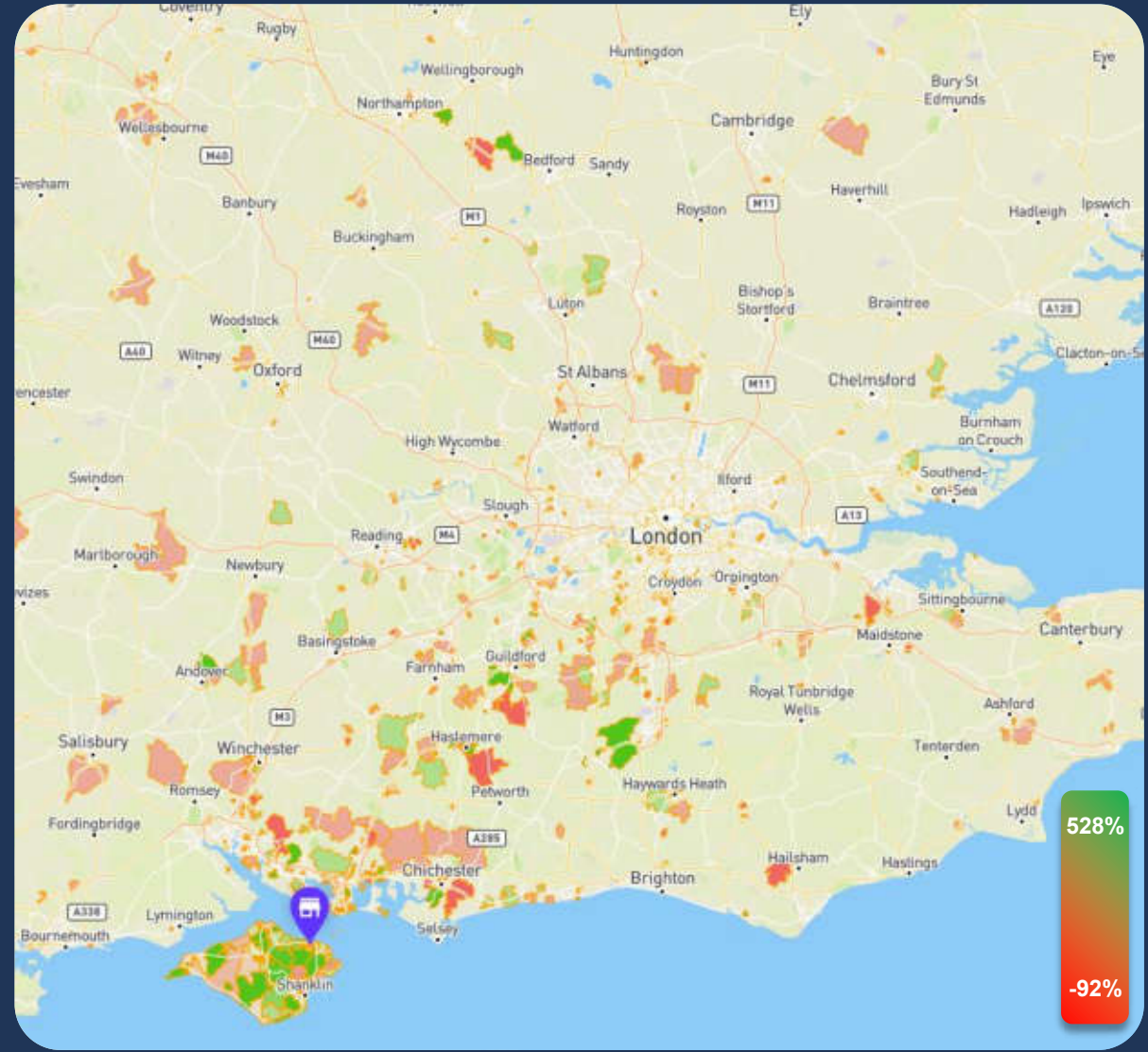


# RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (NOVEMBER 2019-20)

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



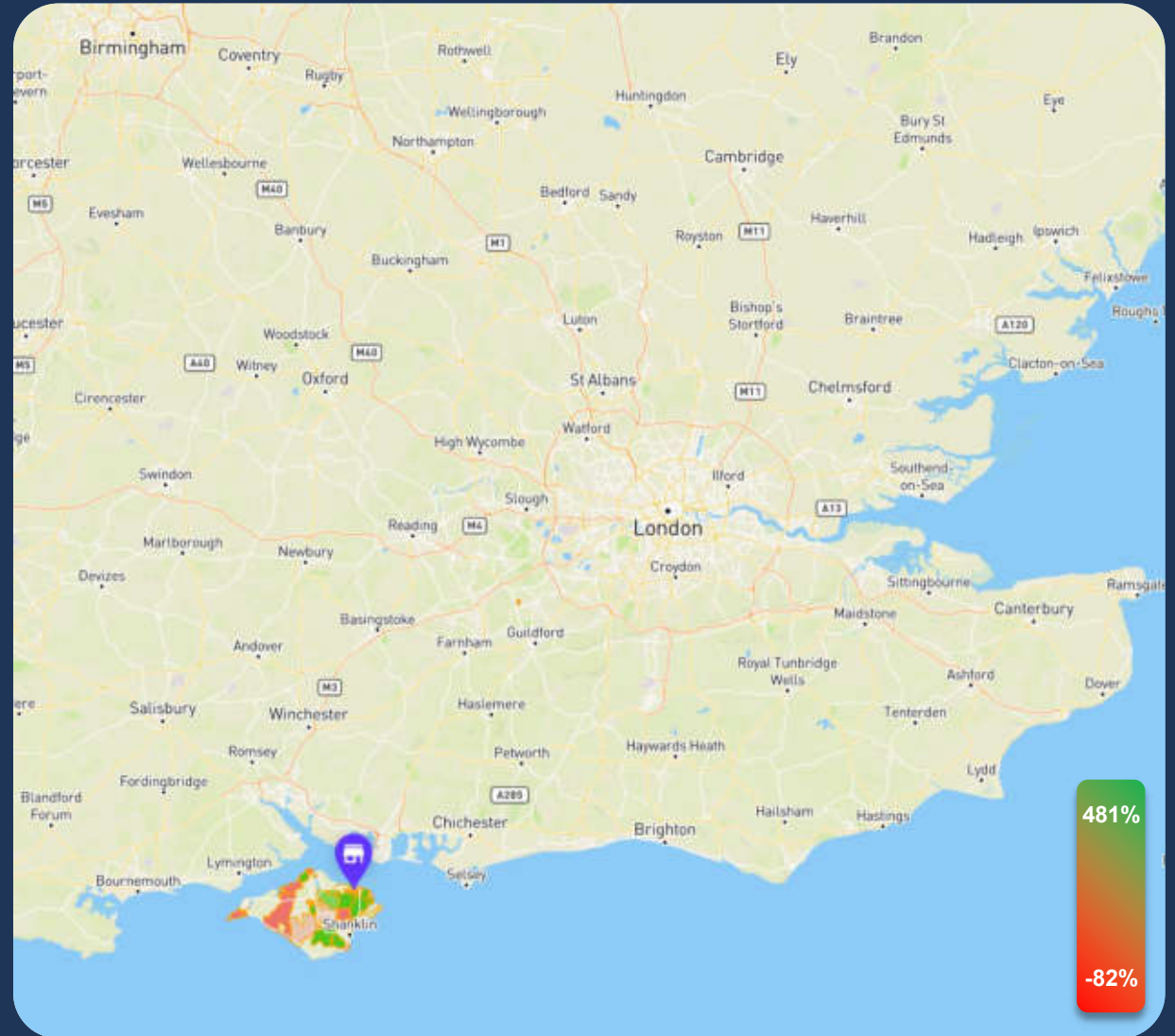
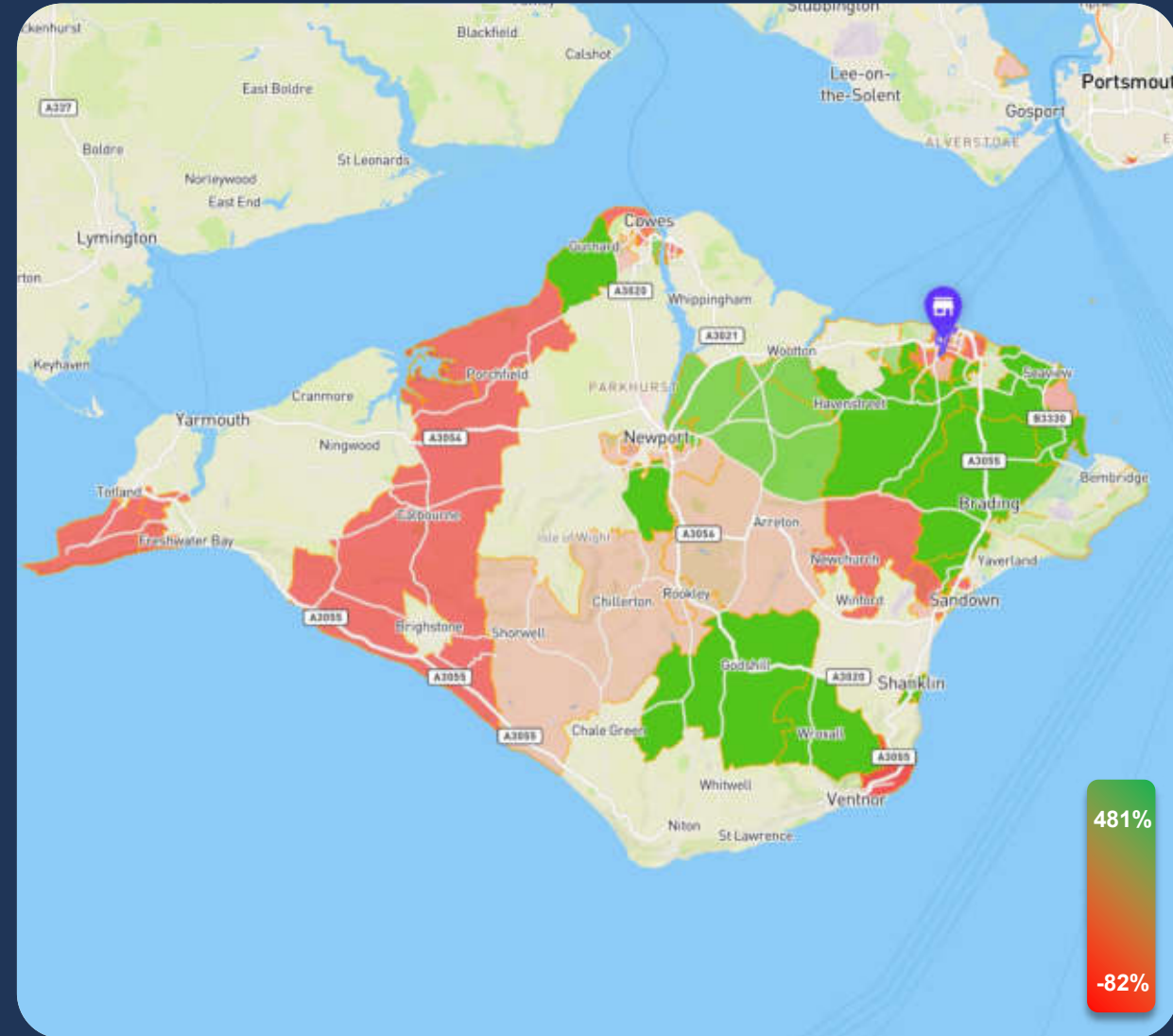
CHANGE IN VISITOR LEVELS NOVEMBER 2019-20 vs NOVEMBER 2018-19



# RYDE VISITOR CHANGE BY POSTCODE NOVEMBER 2020 & BENCHMARKING

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

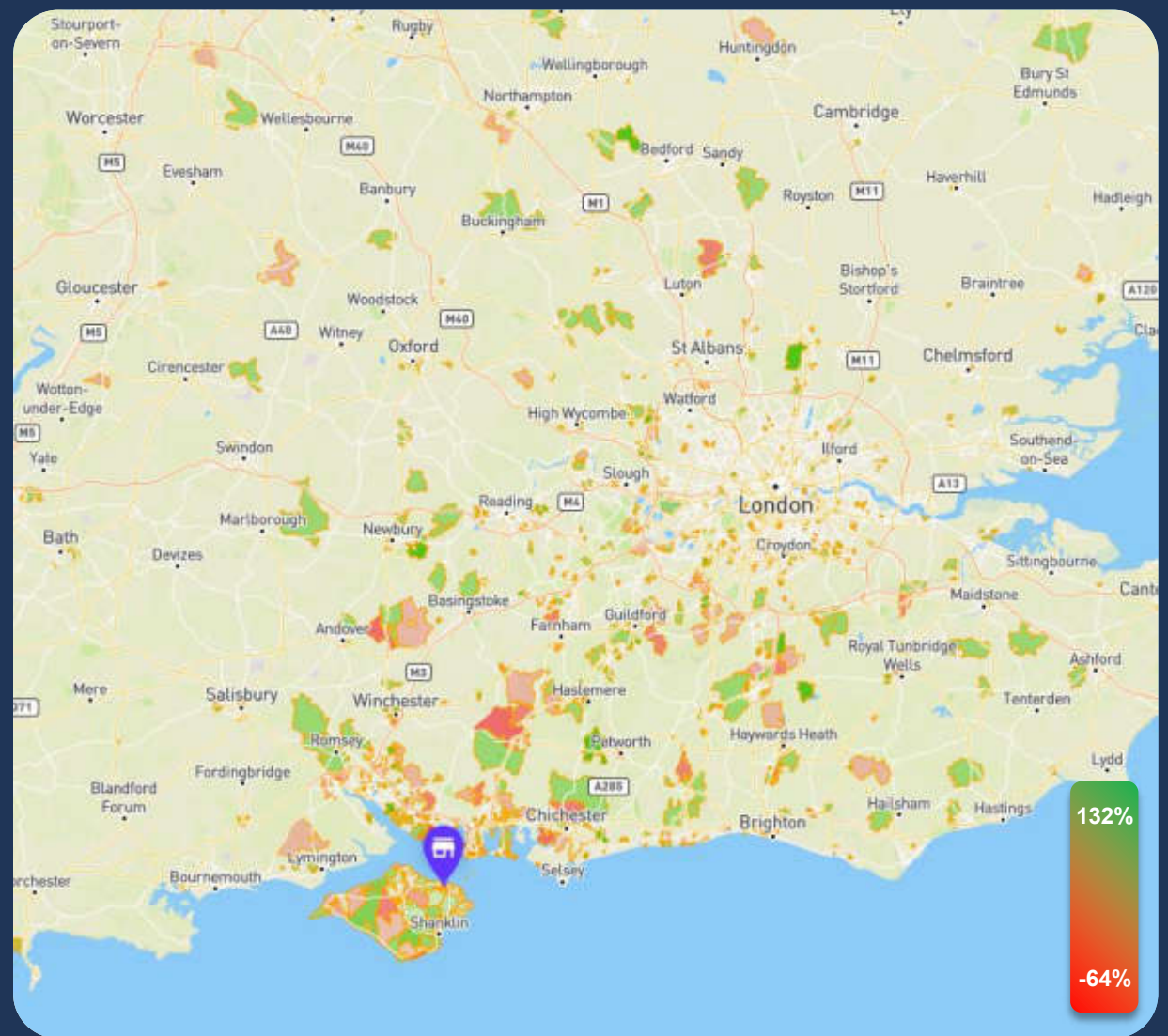
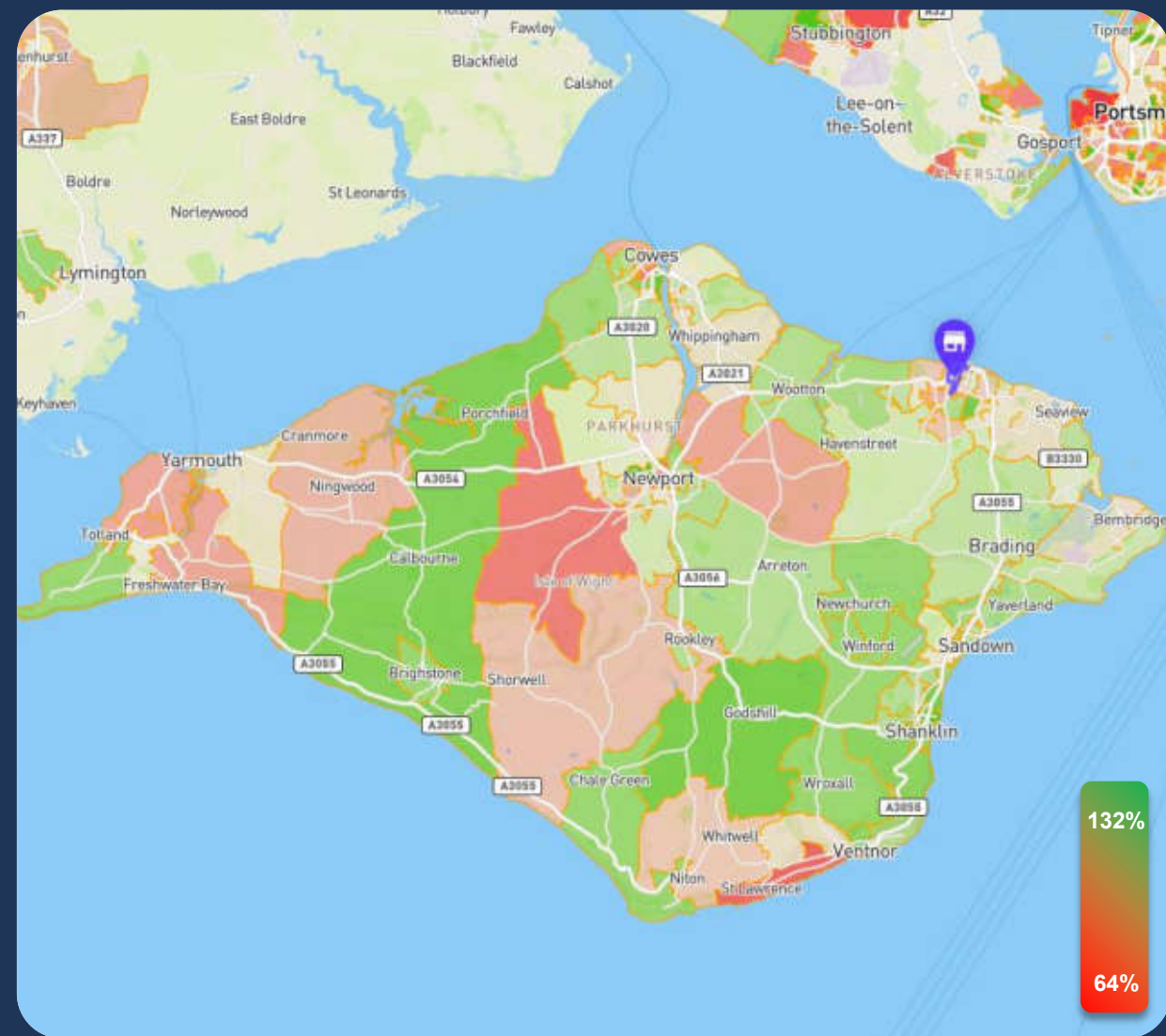
CHANGE IN VISITOR LEVELS NOVEMBER 2020 vs NOVEMBER 2019 – ZOOMED OUT



# RYDE VISITOR CHANGE BY POSTCODE PRE-COVID BENCHMARKING

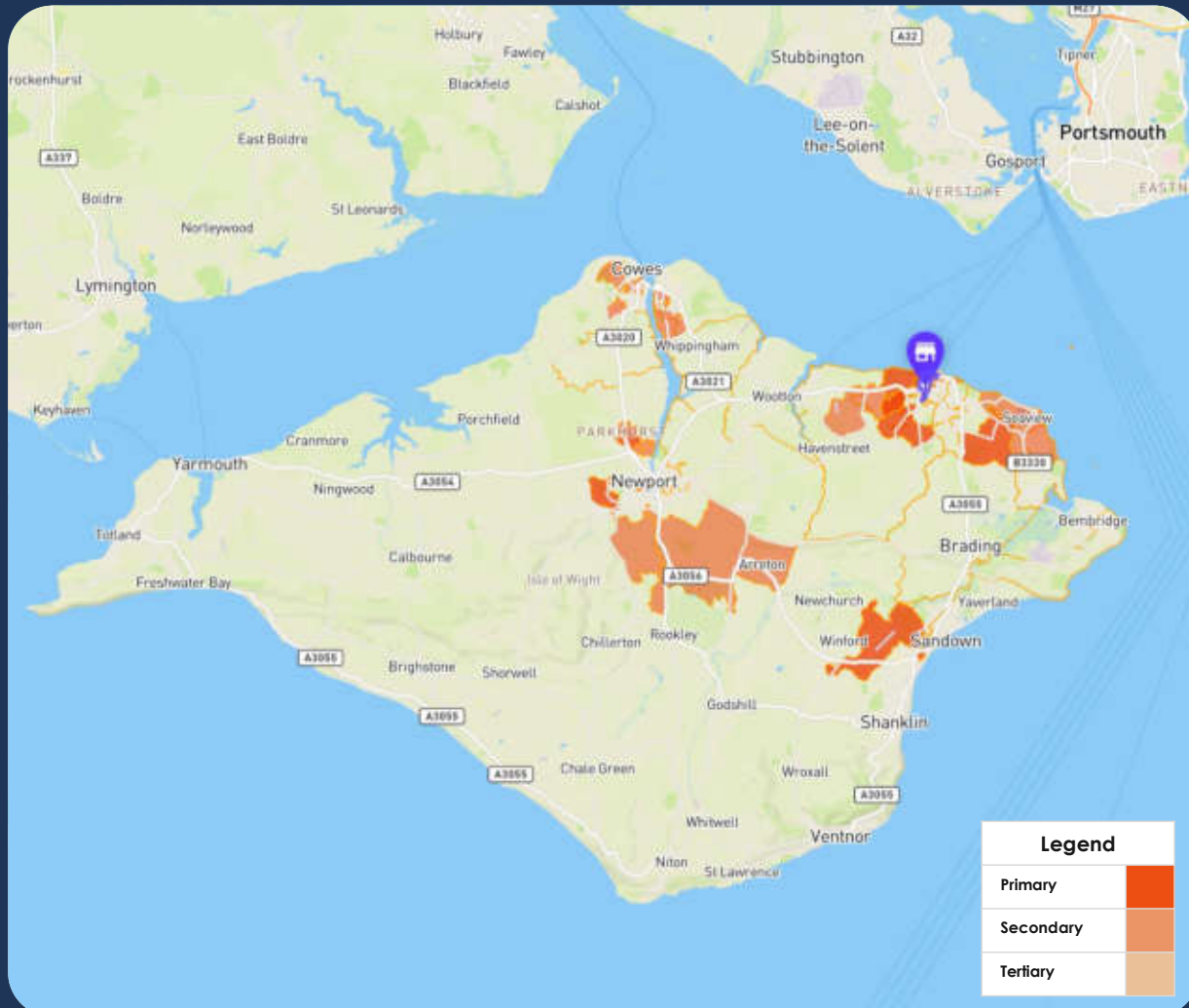
CHANGE IN VISITOR LEVELS FEB 2019-20 VS FEB 2018-19  
(PRE-COVID)- ZOOMED IN

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

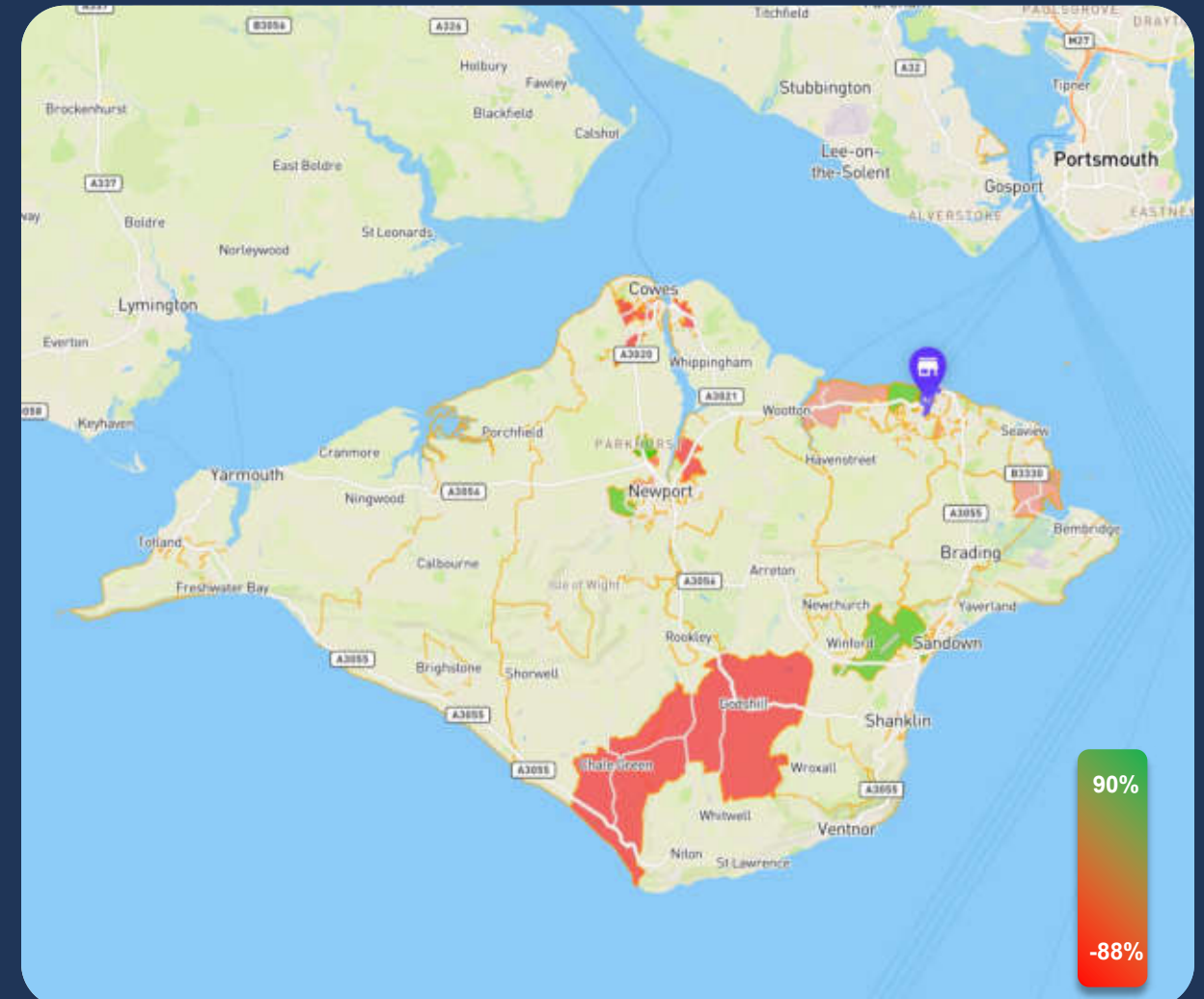


# RYDE WORKER CATCHMENT CHANGE— NOVEMBER 2020 & BENCHMARKING

WORKER CATCHMENT BY POST CODE NOVEMBER 2020



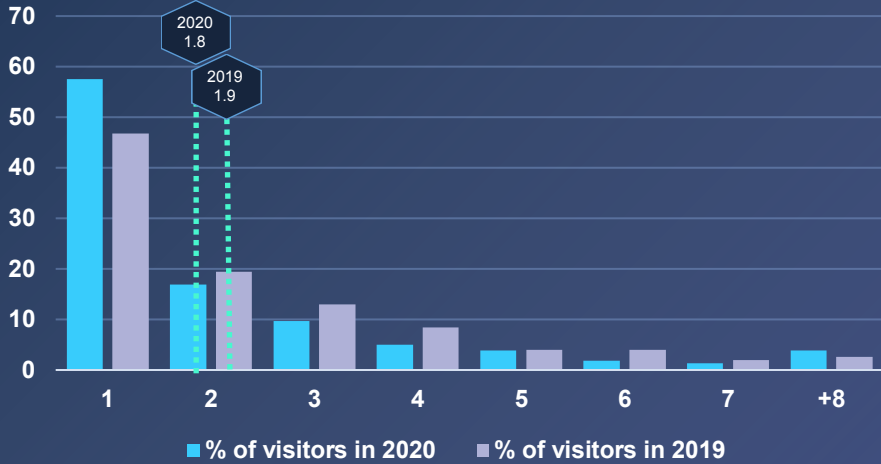
CHANGE IN WORKER CATCHMENT NOVEMBER 2020 vs NOVEMBER 2019



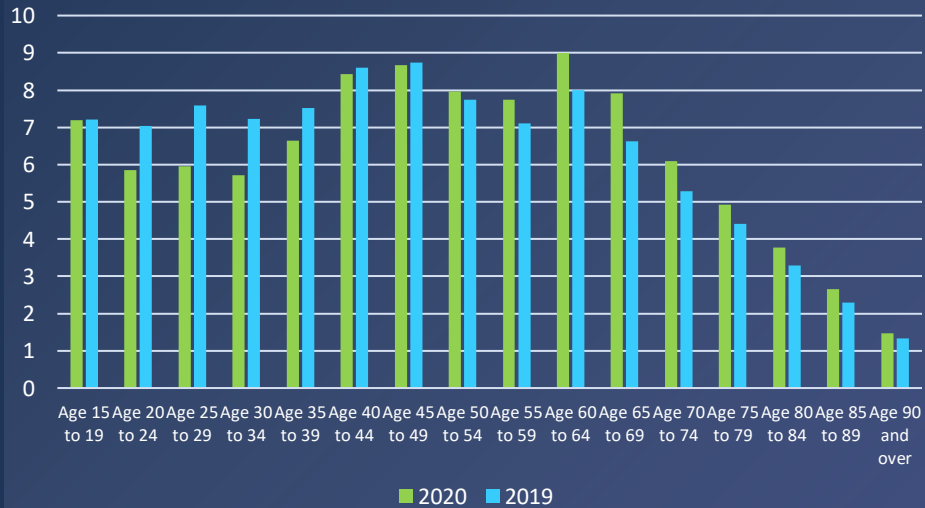
# RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (NOVEMBER 2019-20)



NUMBER OF PLACES VISITED PER TRIP



RYDE VISITOR AGE RANGE  
NOVEMBER 2020 VS NOVEMBER 2019



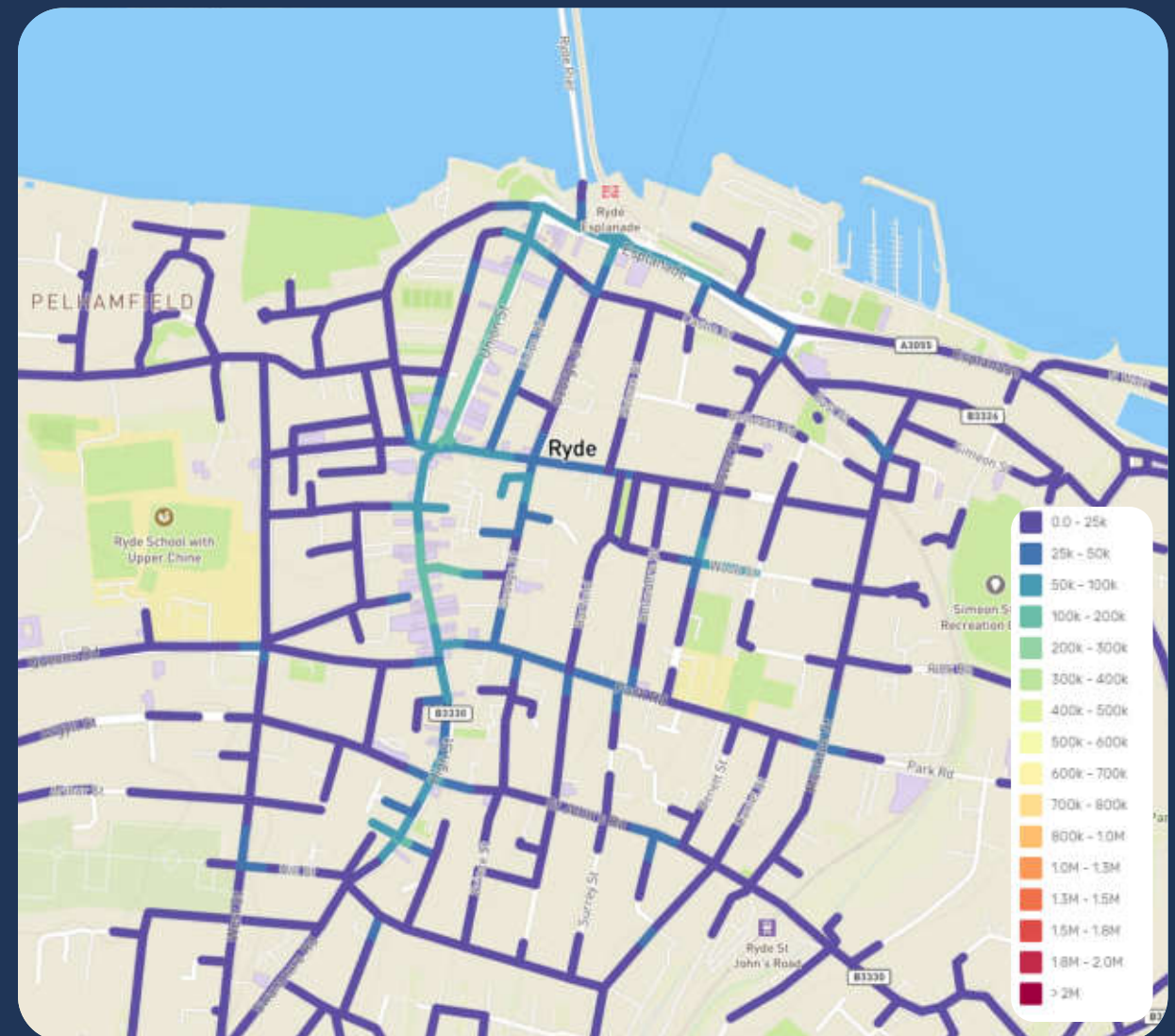
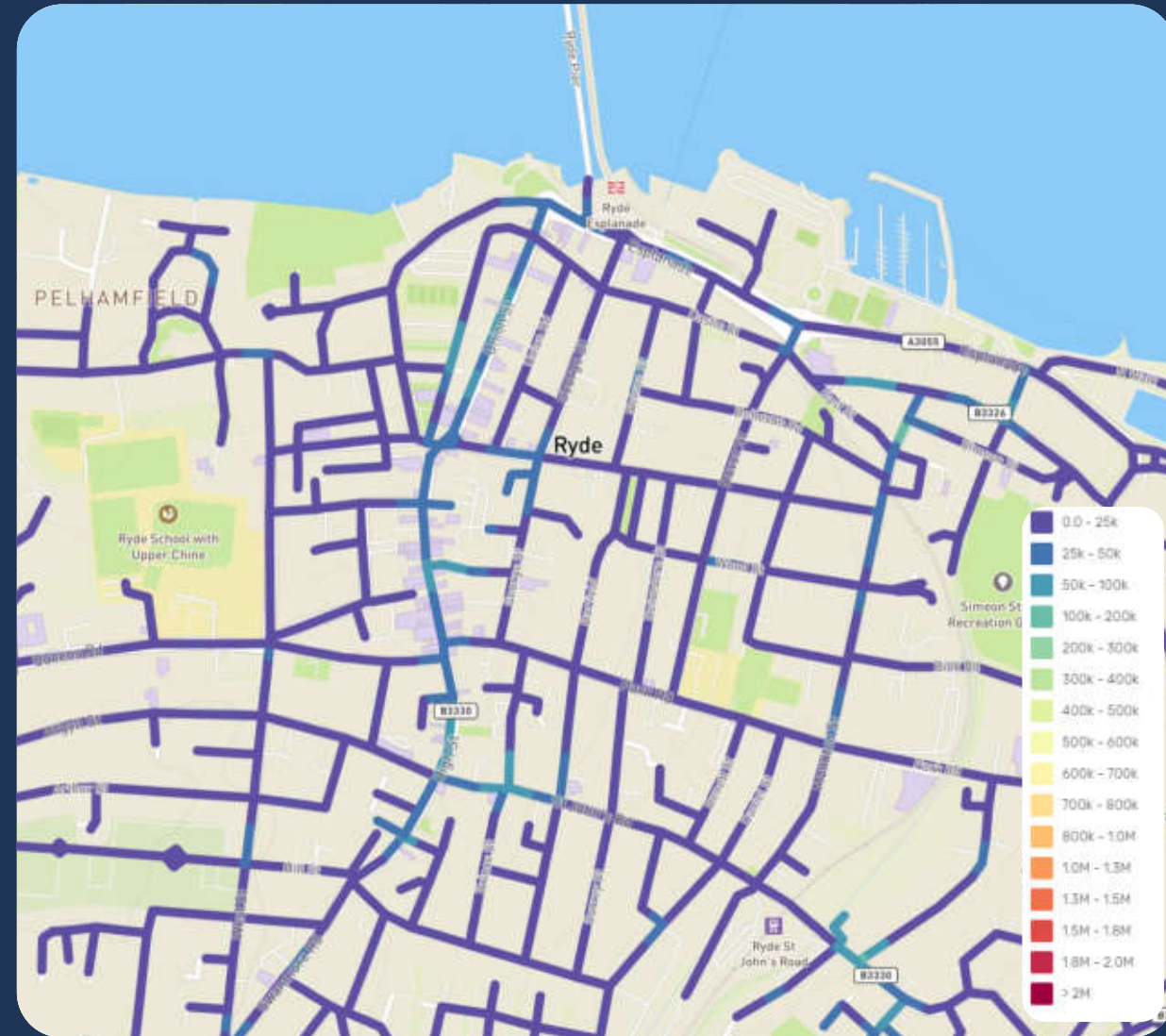
RYDE TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2020

KEY: PEDESTRIAN NUMBERS NOVEMBER 2020

# RYDE PEDESTRIAN VISITOR BEHAVIOURS NOVEMBER 2020 & BENCHMARKING

## RYDE TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2020

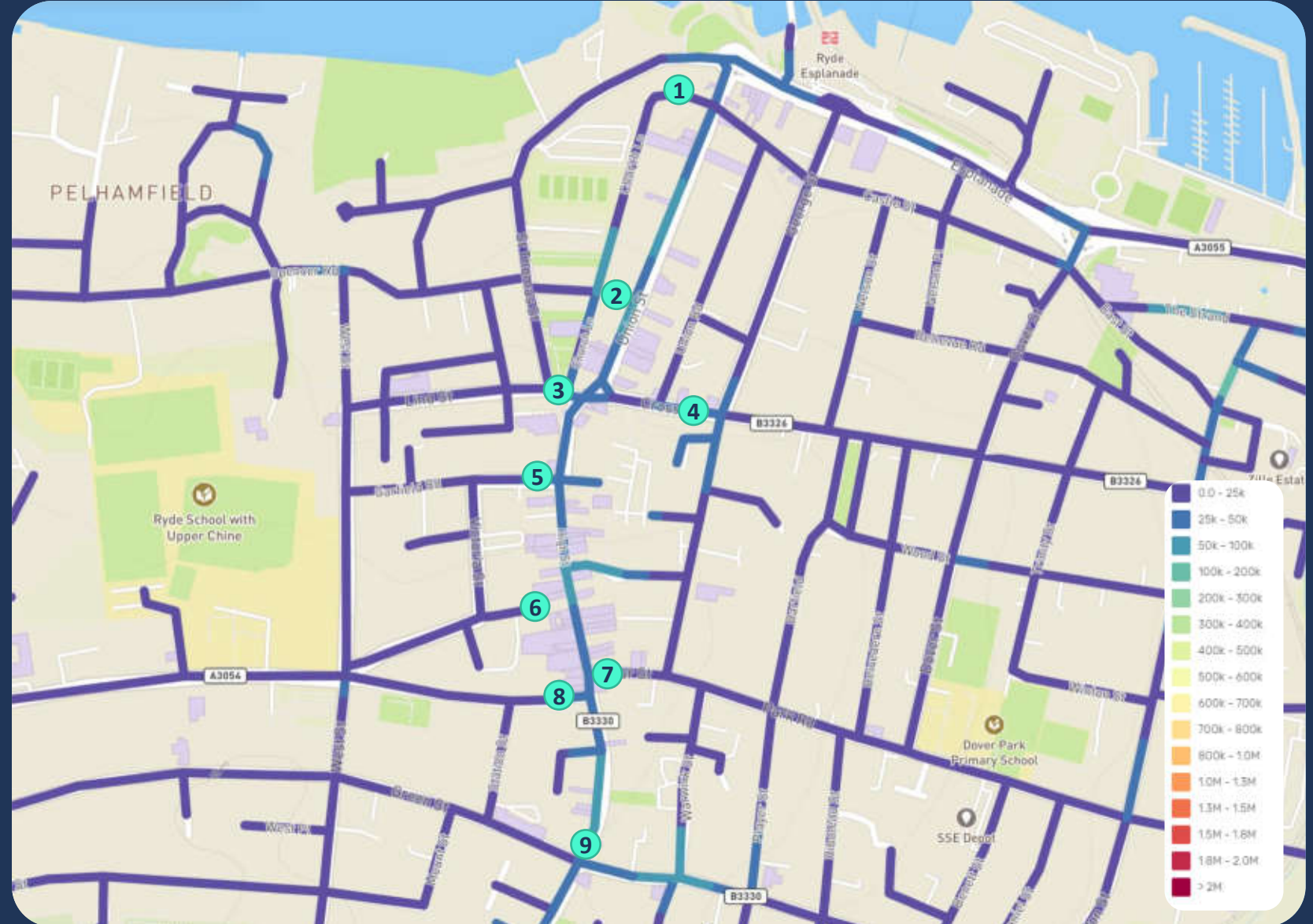
## RYDE TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2019



# RYDE KEY LOCATION FOOTFALL — (NOVEMBER 2020 VS NOVEMBER 2019)



## CENTRE FOOTFALL DATA NOVEMBER 2020 VS NOVEMBER 2019 – ENTRY POINTS

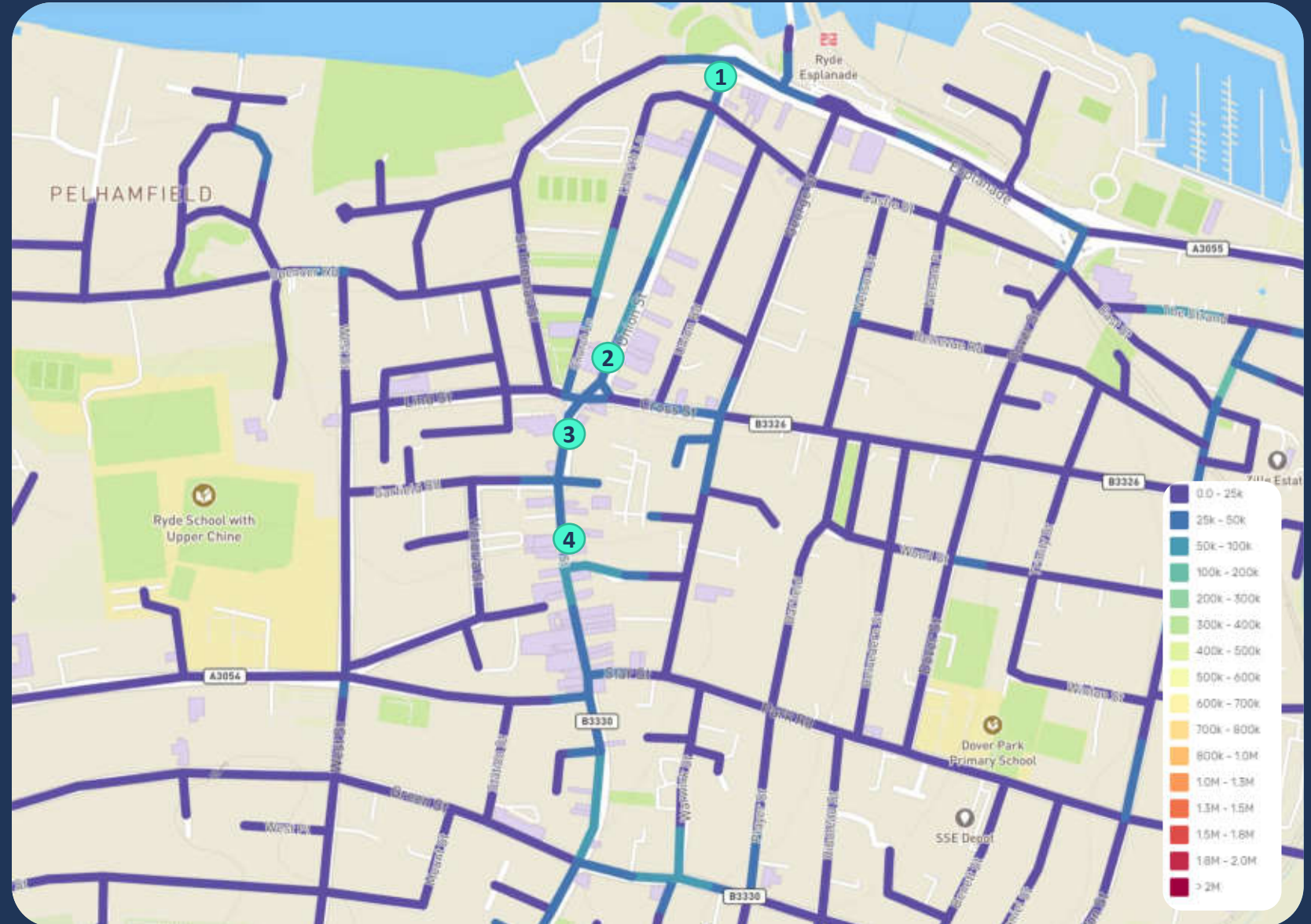
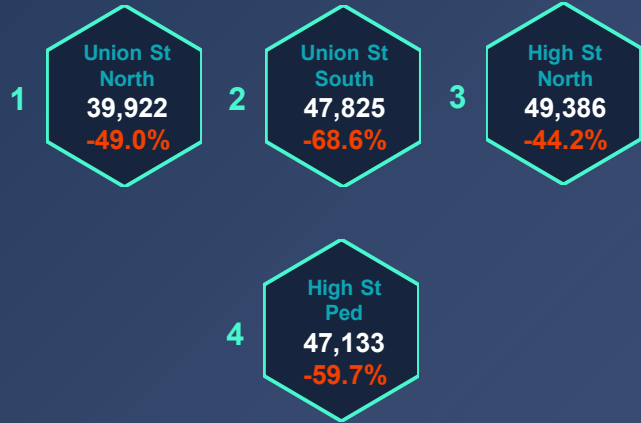


RYDE TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2020

# RYDE KEY LOCATION FOOTFALL — (NOVEMBER 2020 VS NOVEMBER 2019)



## CENTRE FOOTFALL DATA NOVEMBER 2020 VS NOVEMBER 2019 – COUNT POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2020



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

## RYDE TOWN SQUARE

### TOTAL VISITS

**34,354**

VISITS NOVEMBER 20

**-44%**  
VS  
NOVEMBER  
2019



### AVERAGE DWELL TIME

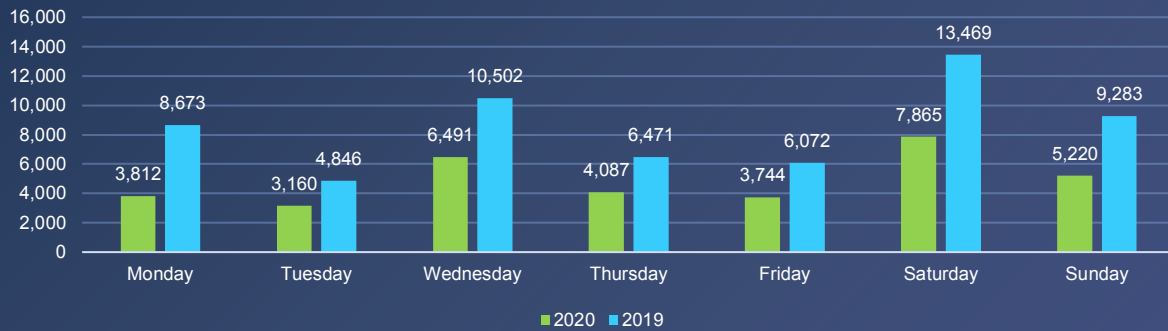
**39 MINS**

AVERAGE TIME SPENT  
NOVEMBER 20

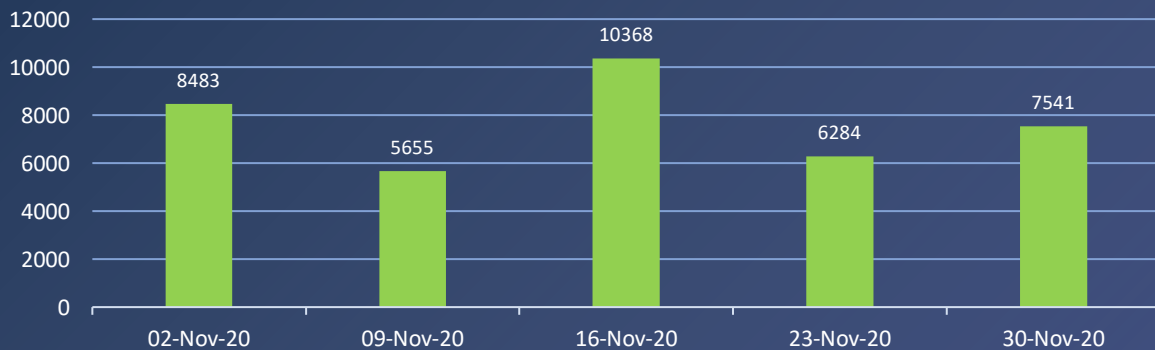
**56 MINS**  
VS  
NOVEMBER  
2019



## AVERAGE DAILY NOVEMBER 2020 VS NOVEMBER 2019



## WEEKLY VISITS NOVEMBER 2020



## CHANGE IN VISITOR LEVELS NOVEMBER 2020 vs NOVEMBER 2019



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

## ST THOMAS SQUARE

### TOTAL VISITS

**25,088**

VISITS NOVEMBER 20

**-47%**  
VS  
NOVEMBER  
2019



### AVERAGE DWELL TIME

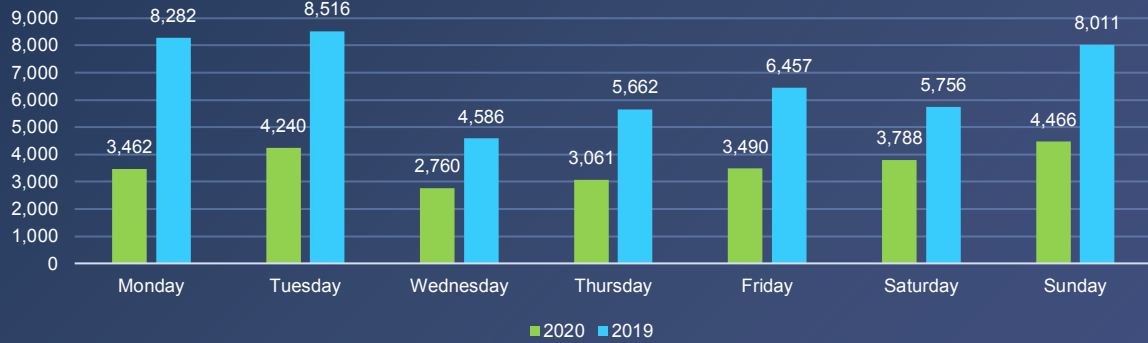
**67 MINS**

AVERAGE TIME SPENT  
NOVEMBER 20

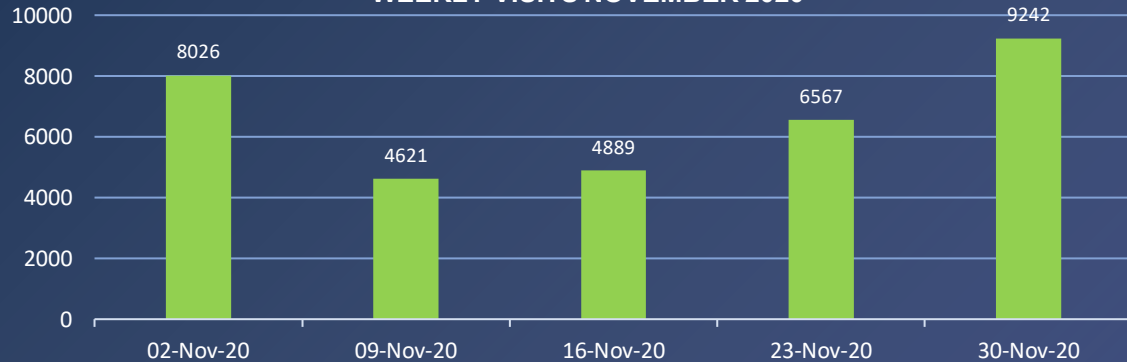
**88 MINS**  
VS  
NOVEMBER  
2019



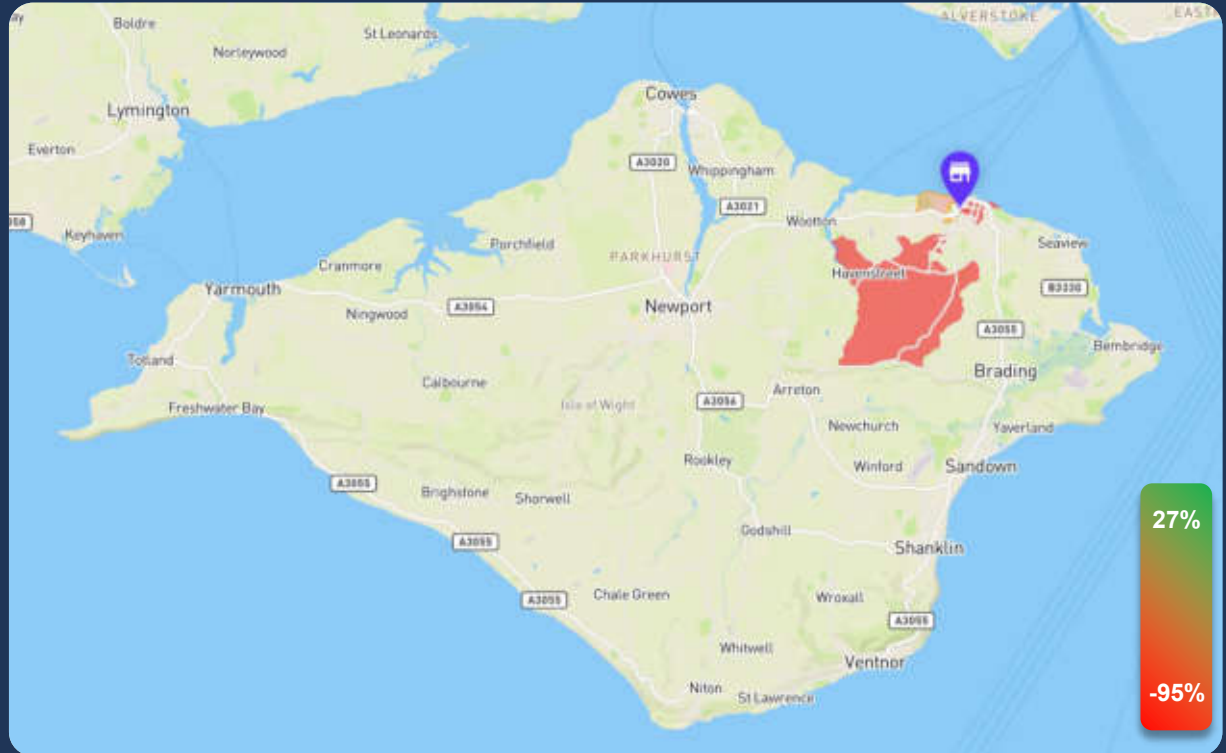
### AVERAGE DAILY NOVEMBER 2020 VS NOVEMBER 2019



### WEEKLY VISITS NOVEMBER 2020



### CHANGE IN VISITOR LEVELS NOVEMBER 2020 vs NOVEMBER 2019



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

## MINGHELLA SQUARE

### TOTAL VISITS

**28,271**

VISITS NOVEMBER 20

**-56%**  
VS  
NOVEMBER  
2019



### AVERAGE DWELL TIME

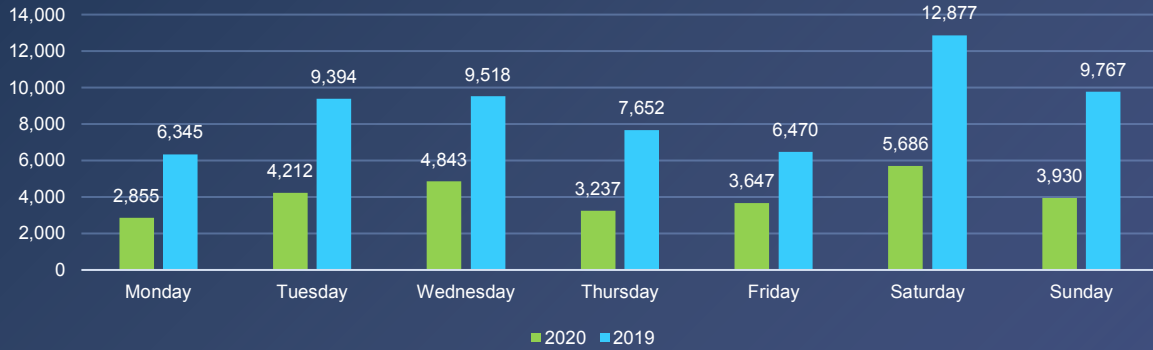
**19 MINS**

AVERAGE TIME SPENT  
NOVEMBER 20

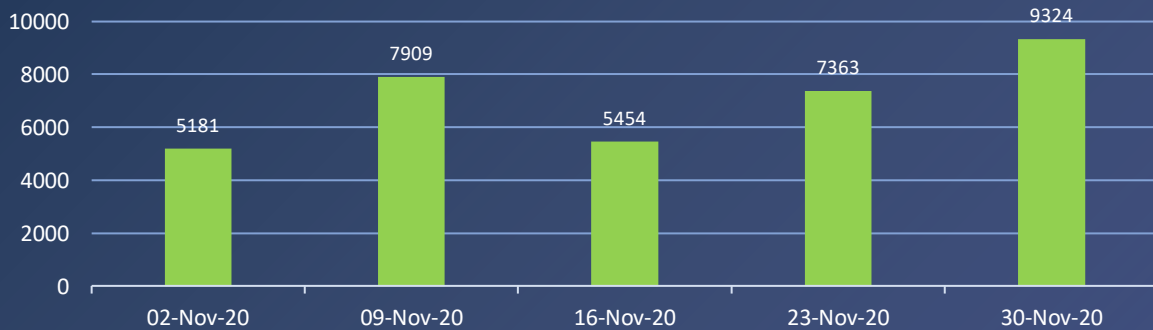
**29 MINS**  
VS  
NOVEMBER  
2019



### AVERAGE DAILY NOVEMBER 2020 VS NOVEMBER 2019



### WEEKLY VISITS NOVEMBER 2020



### CHANGE IN VISITOR LEVELS NOVEMBER 2020 vs NOVEMBER 2019

