

VISITOR INSIGHT REPORT

Ryde, Isle of Wight

OCTOBER 2019 - 2020

Produced for Ryde and Newport Heritage Action Zones

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web@iwhaz.uk



VISITOR | INSIGHTS

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

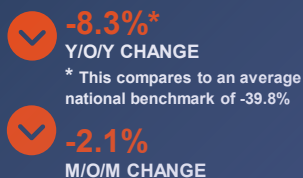


TOTAL VISITS



644,959

VISITS TO THE CENTRE



AVERAGE DWELL TIME



133 MINS

AVERAGE TIME SPENT IN THE CENTRE



PLACES VISITED



2.0

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

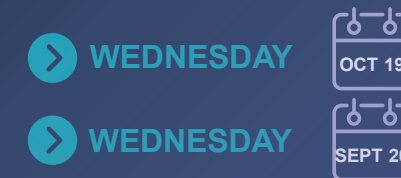


POPULAR VISIT DAY

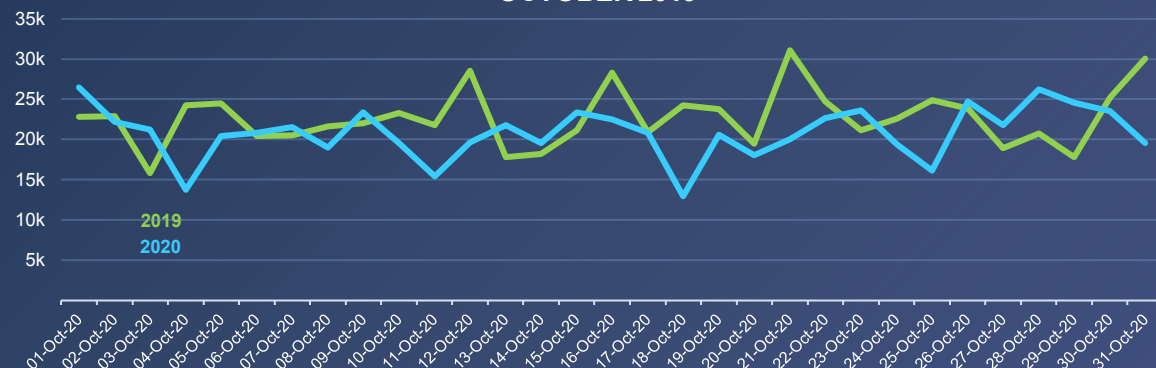


THURSDAY

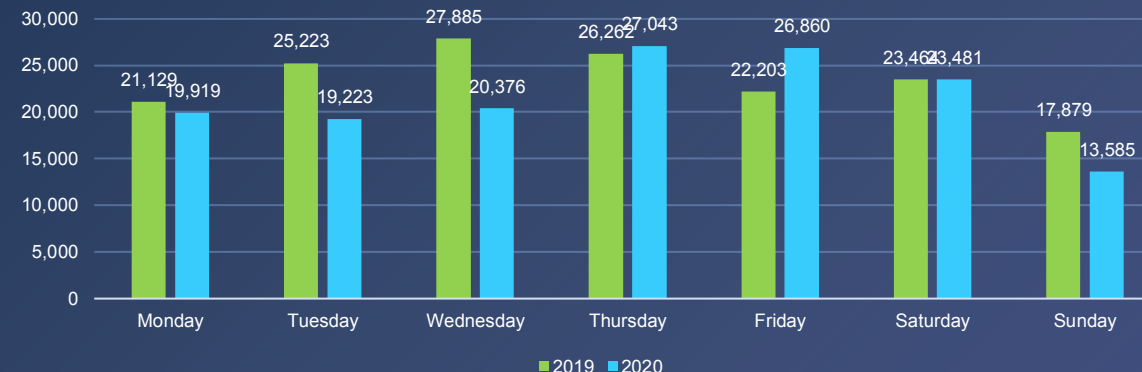
27K AVERAGE VISITS ON FRIDAY IN OCTOBER



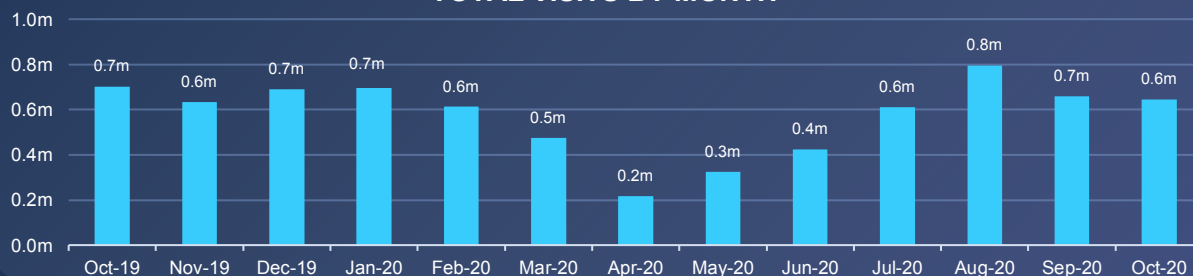
DAILY VISITS OCTOBER 2020 VS OCTOBER 2019



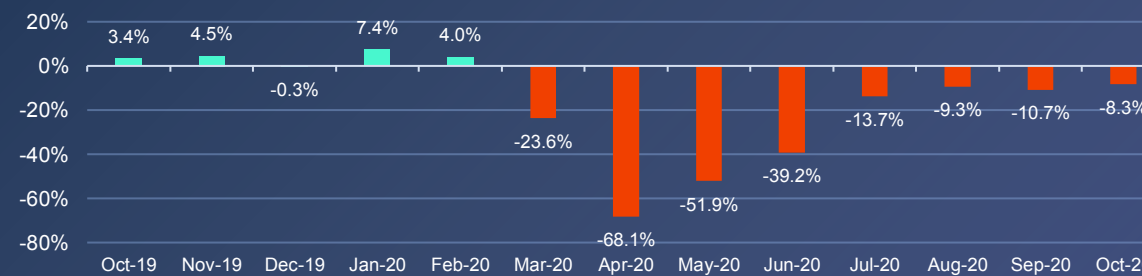
AVERAGE DAILY VISITOR LEVELS IN OCTOBER 2020



TOTAL VISITS BY MONTH



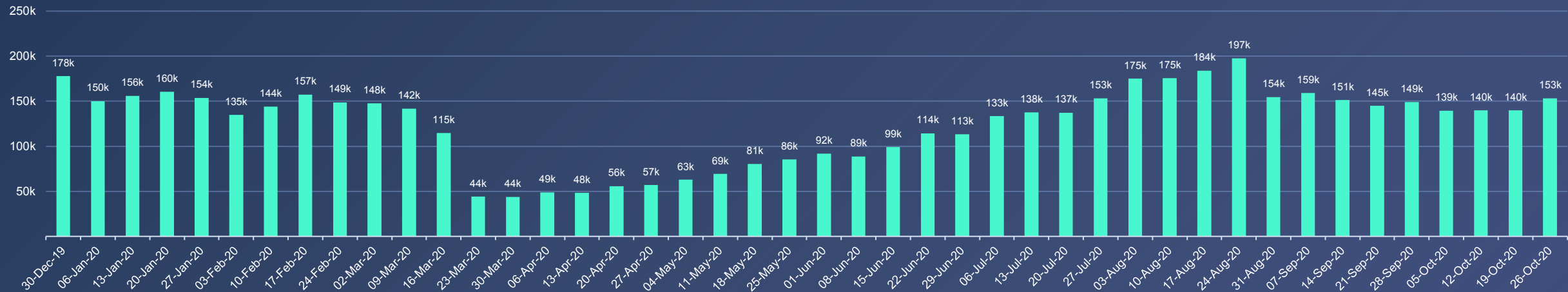
TOTAL VISIT CHANGE BY MONTH (%)



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



WEEKLY FOOTFALL



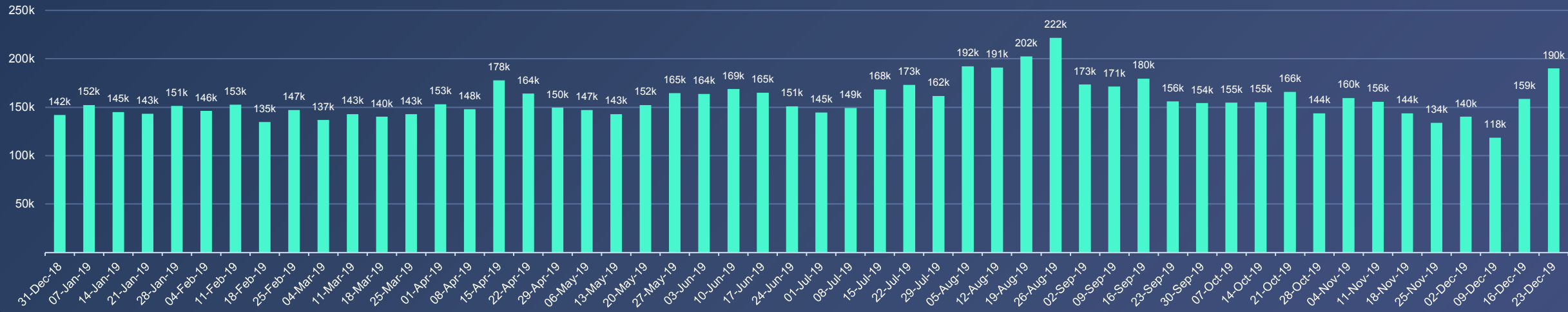
AVERAGE VISITS BY HOUR OCTOBER 2020 VS OCTOBER 2019



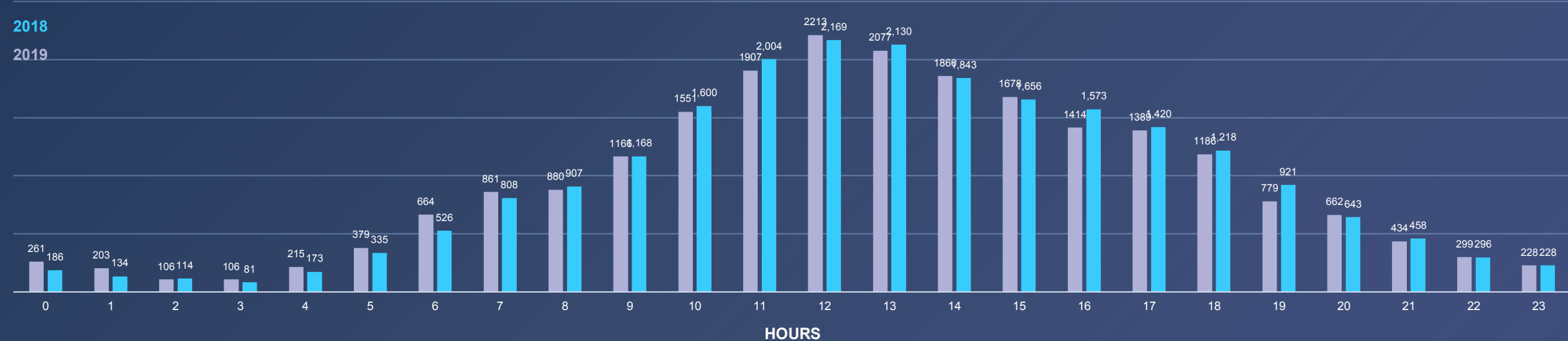
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



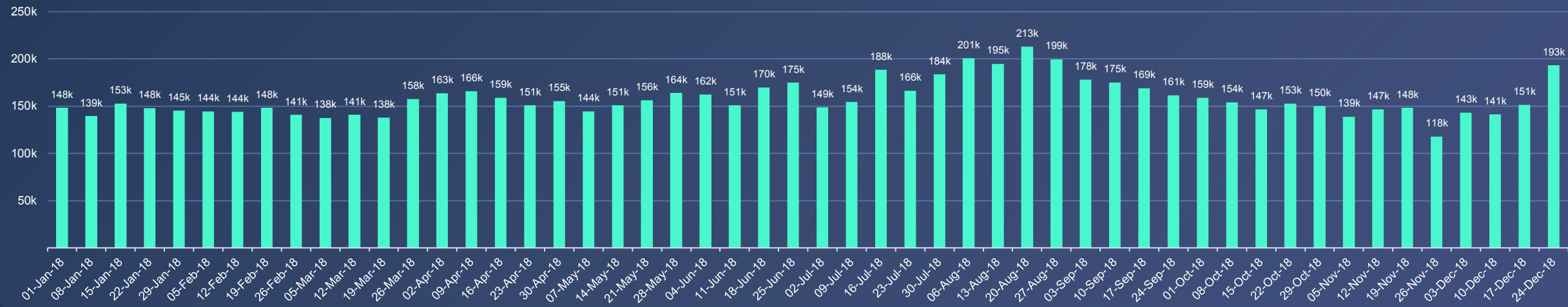
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



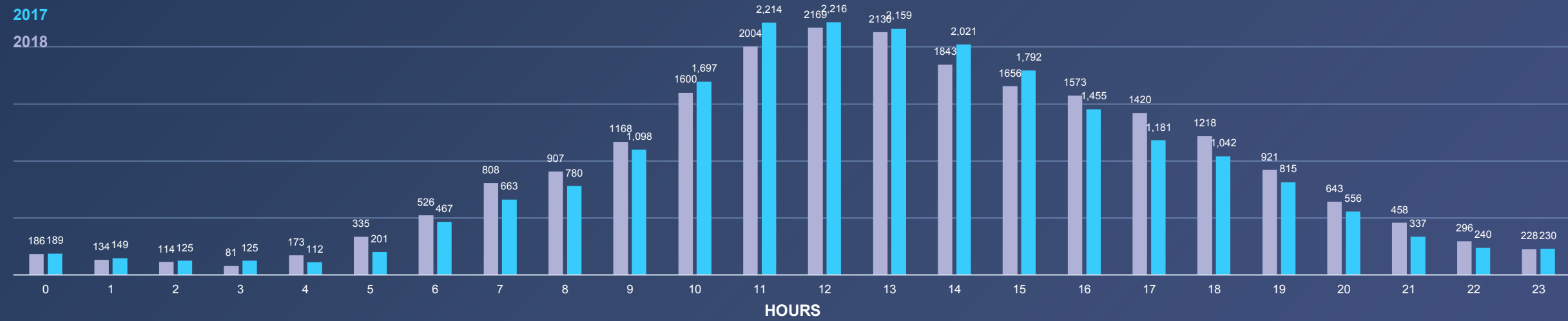
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS



TOTAL ANNUAL VISITS



7,489,052

VISITS TO THE CENTRE OCTOBER 19- OCTOBER 20

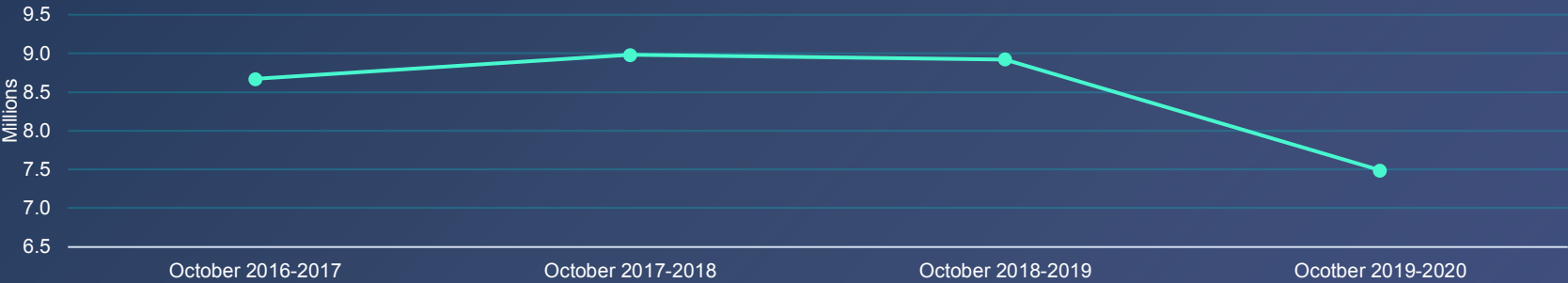


-13.7%

4 YEAR CHANGE



VISITS



AVERAGE DWELL TIME



146 MINS

AVERAGE TIME SPENT IN THE CENTRE
OCTOBER 19- OCTOBER 20

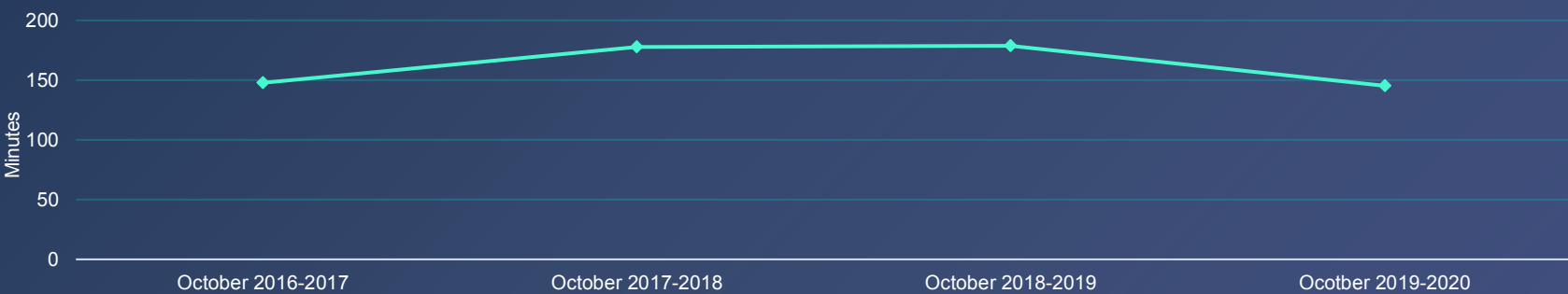


-1.7%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



1.9

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

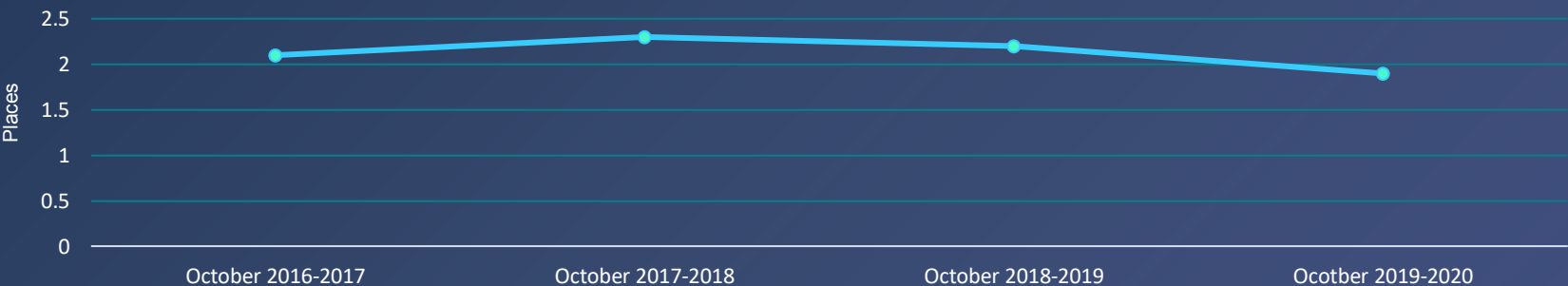


-9.6%

4 YEAR CHANGE



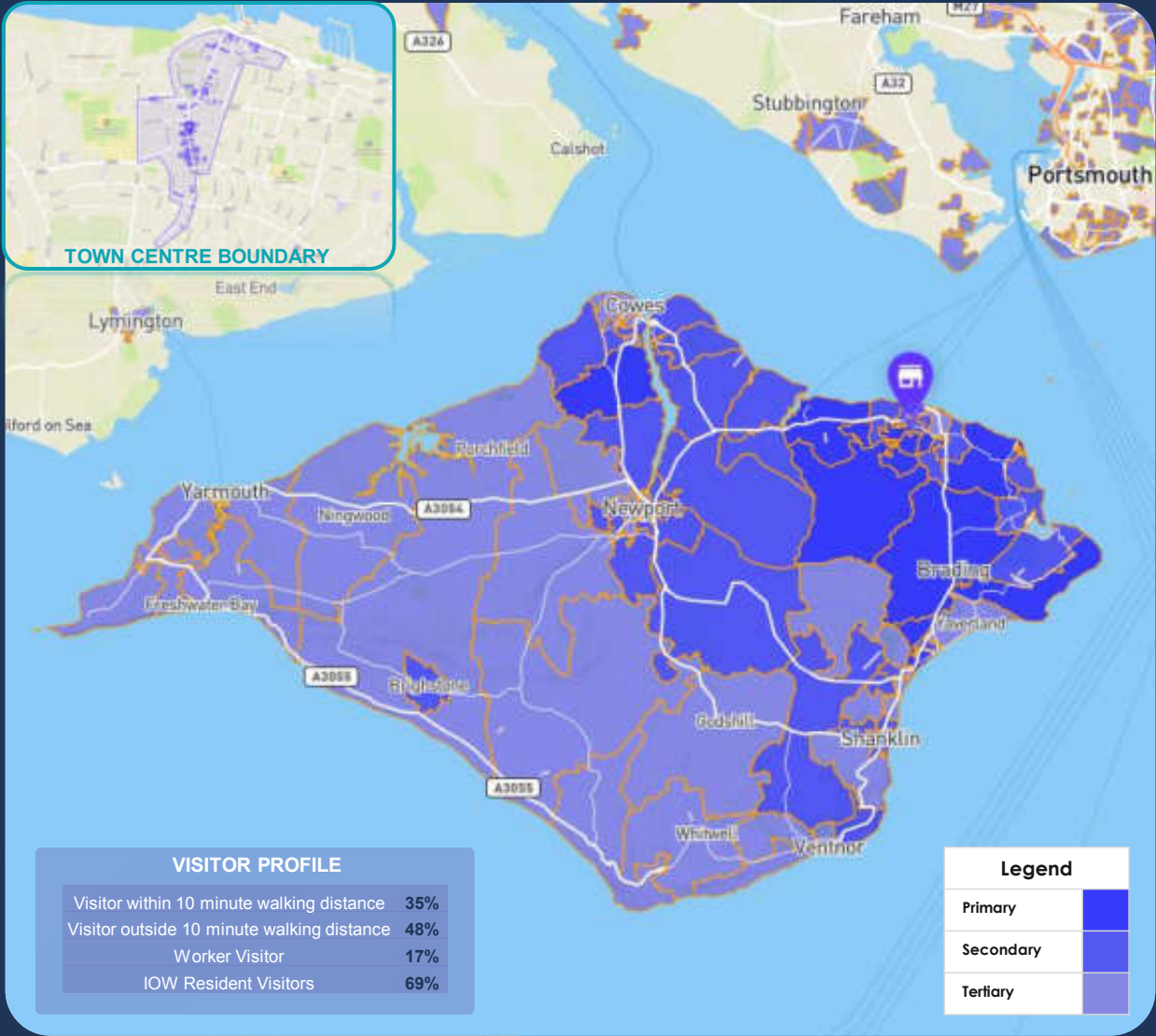
PLACES VISITED



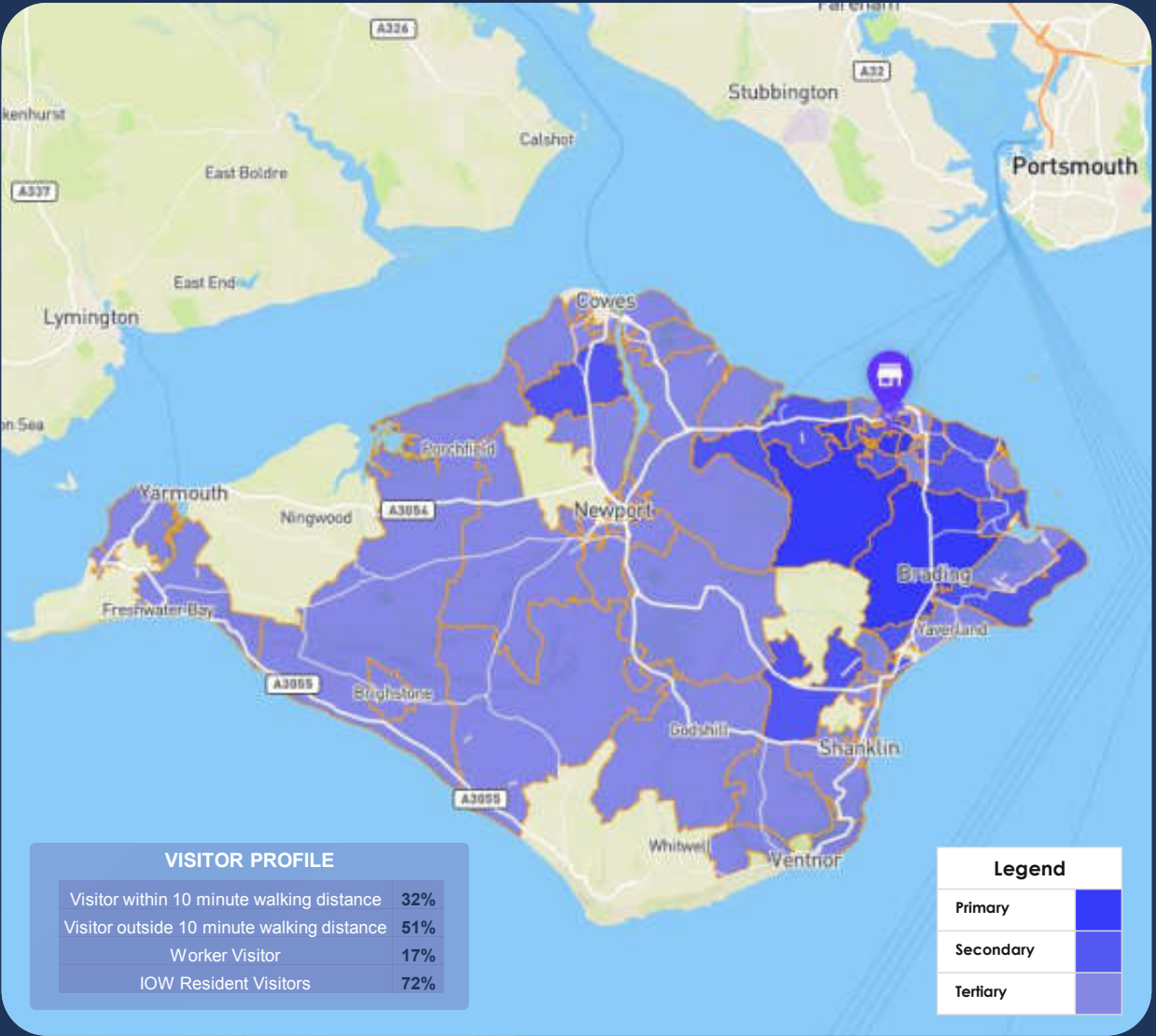
RYDE VISITOR CATCHMENT — OCTOBER 2020 & BENCHMARKING (OCTOBER 2019-20)



CATCHMENT BY POST CODE JAN-OCTOBER 2020



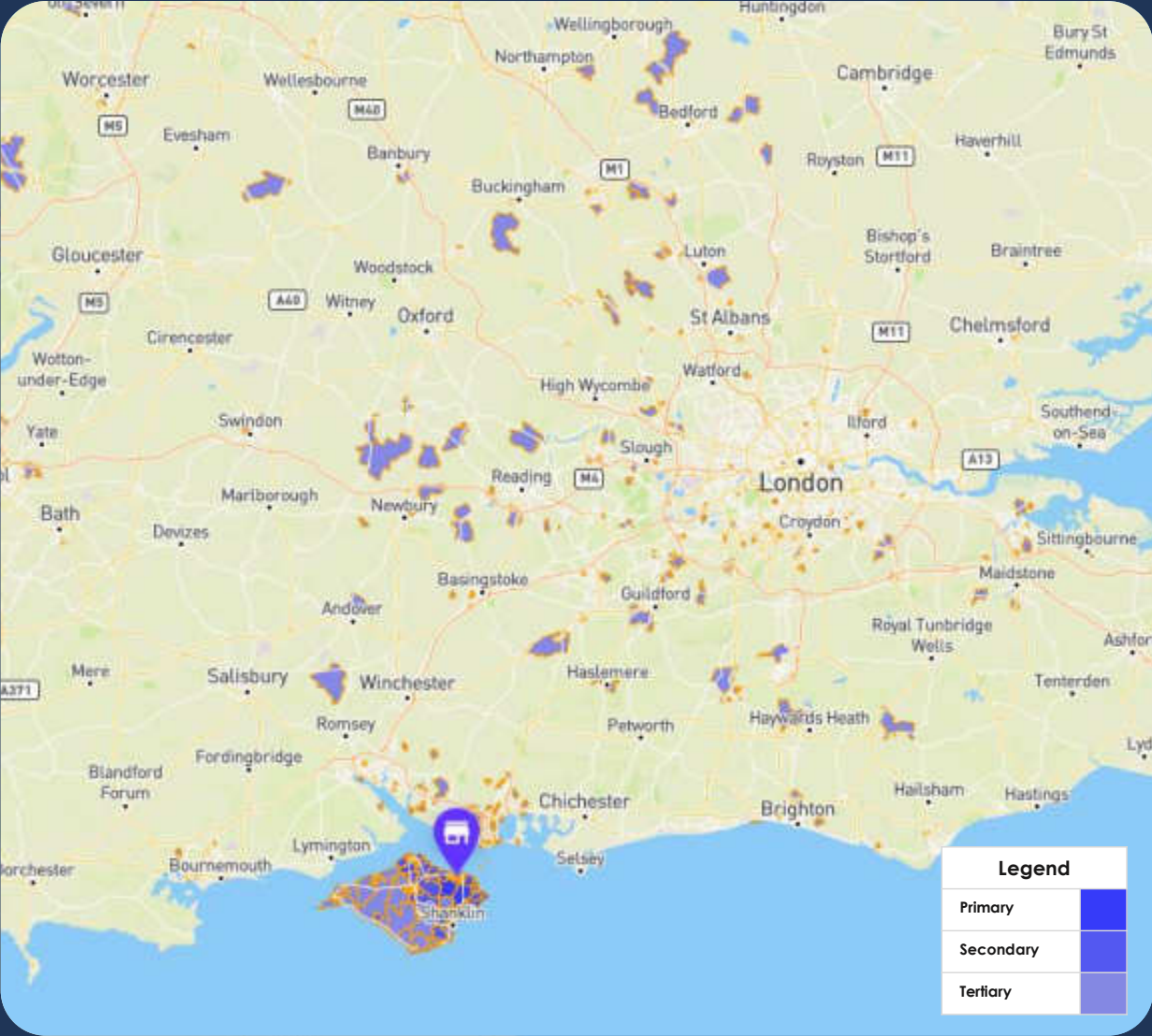
CORE VISITOR CATCHMENT BY POST CODE IN OCTOBER 2020



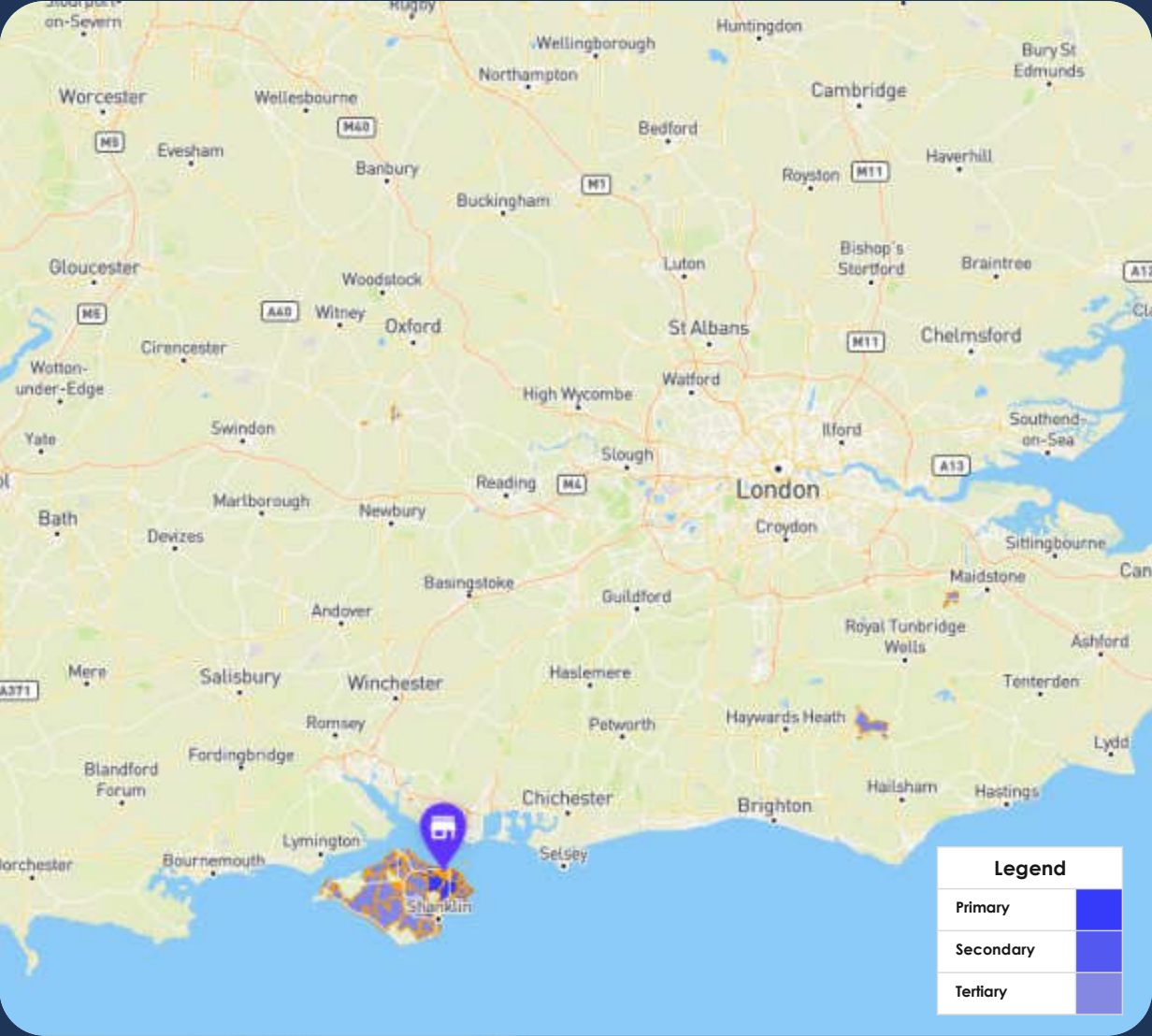
RYDE VISITOR CATCHMENT — OCTOBER 2020 & BENCHMARKING (OCTOBER 2019-20)



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



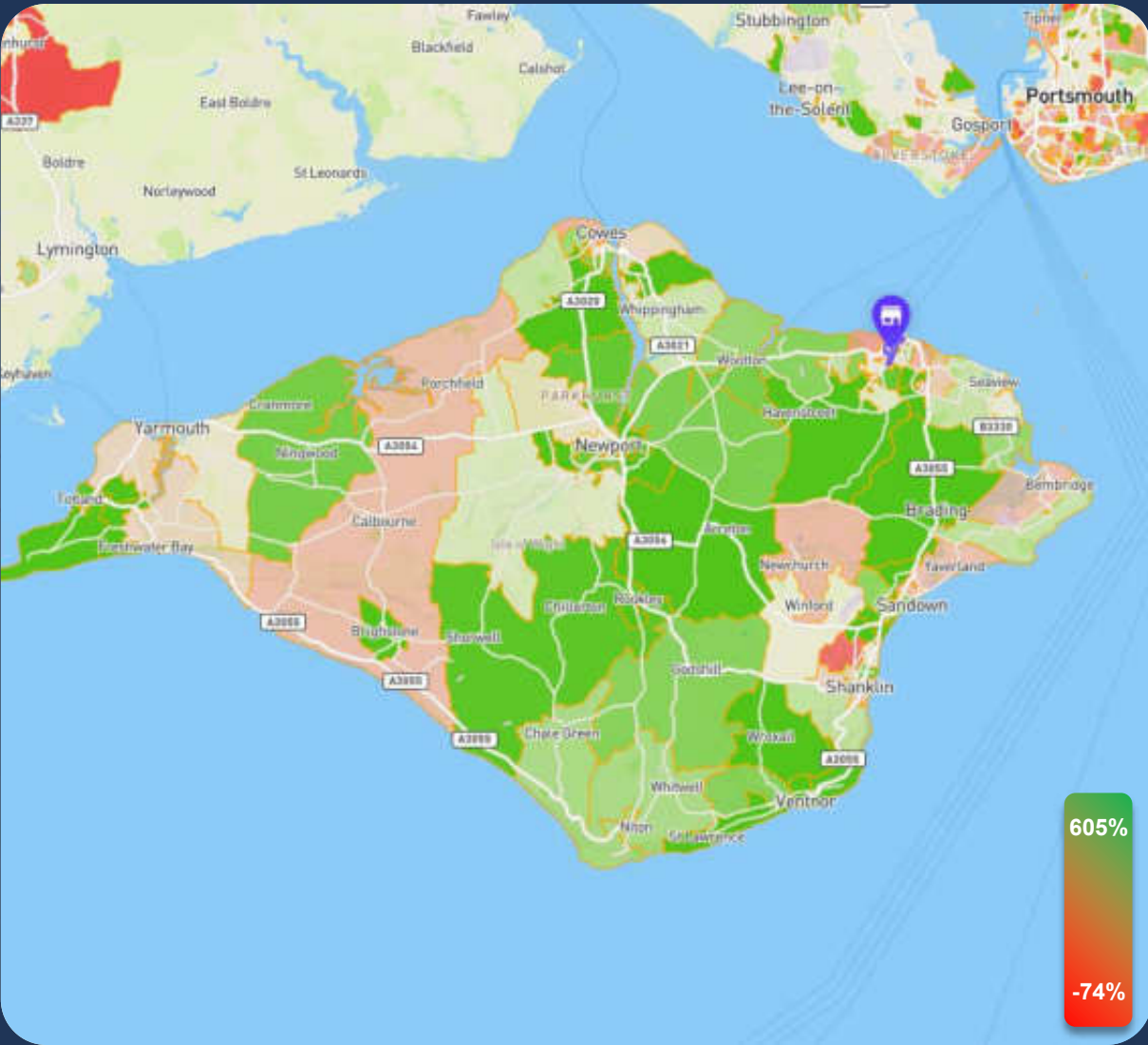
CORE VISITOR CATCHMENT BY POST CODE IN OCTOBER 2020 - ZOOMED OUT MAP



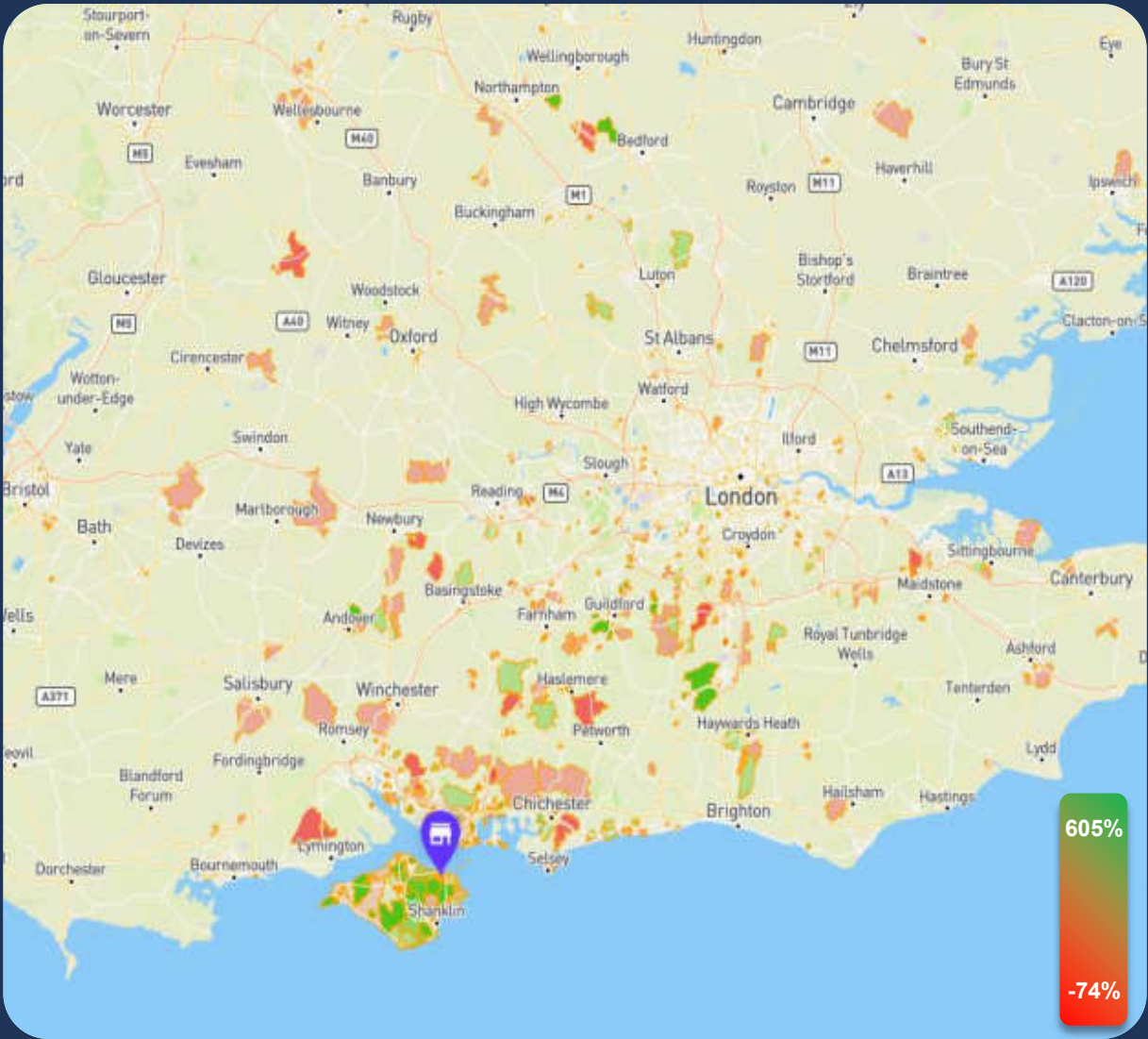
RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (OCTOBER 2019-20)



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



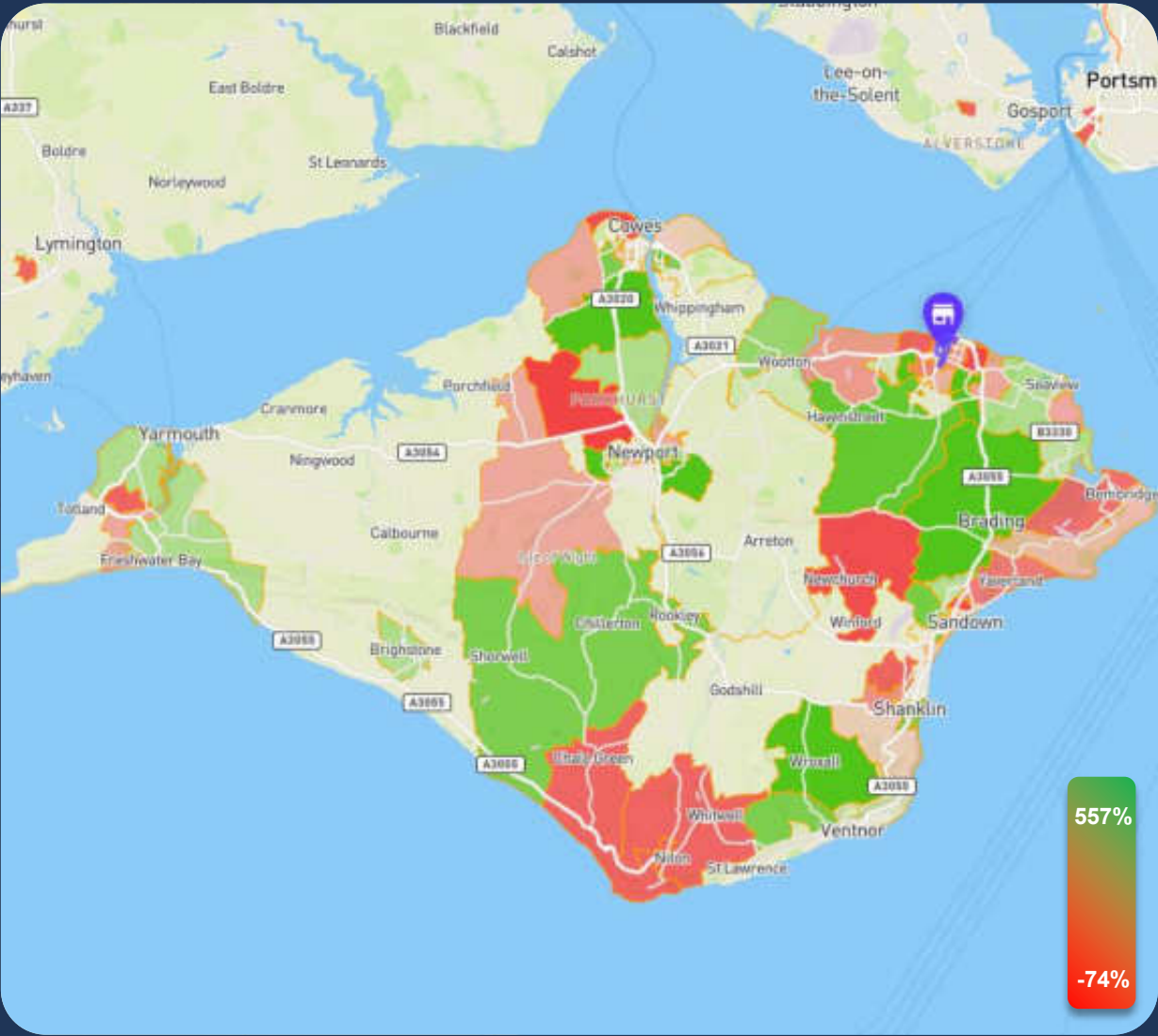
CHANGE IN VISITOR LEVELS OCTOBER 2019-20 vs OCTOBER 2018-19



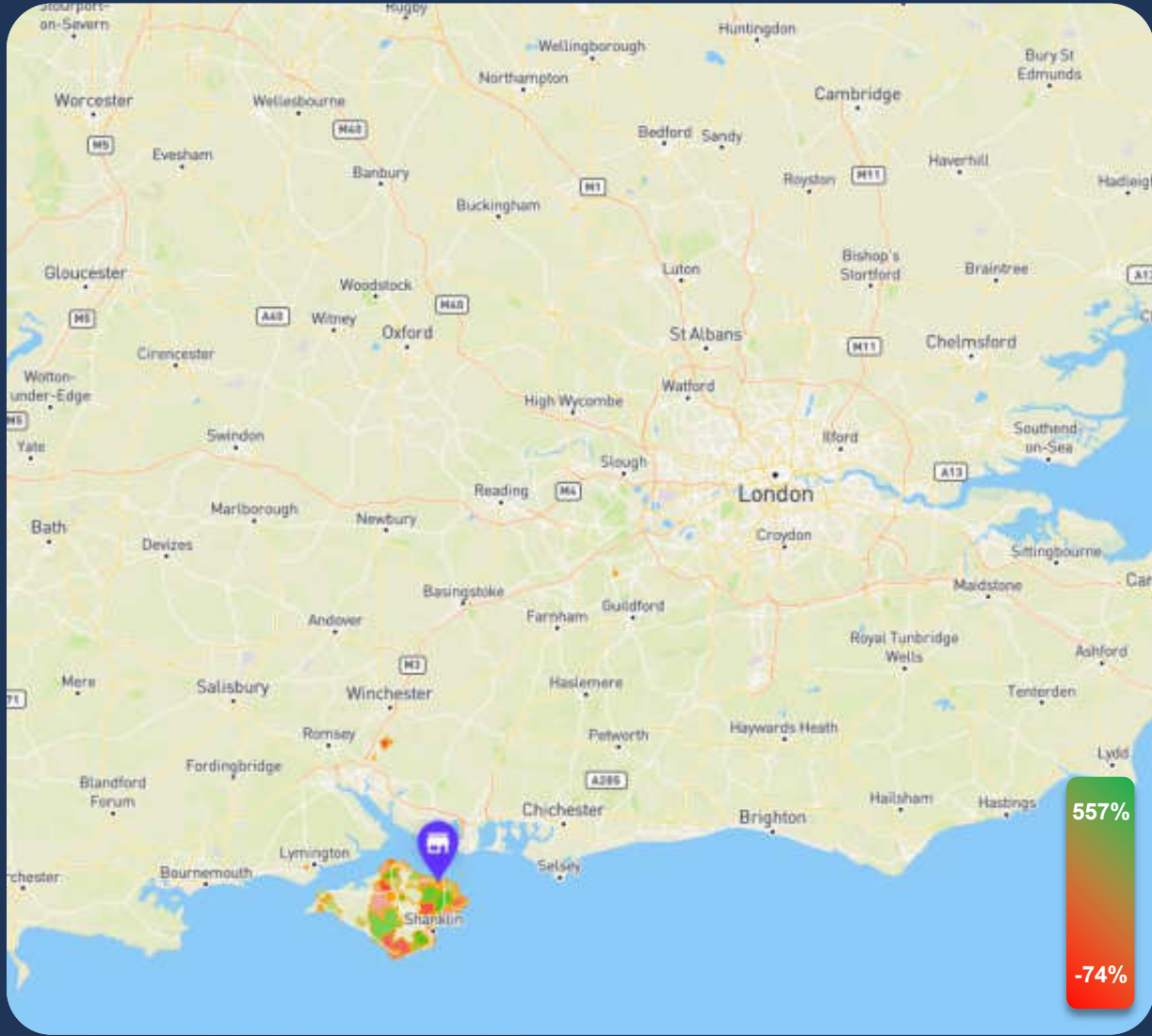
RYDE VISITOR CHANGE BY POSTCODE OCTOBER 2020 & BENCHMARKING



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

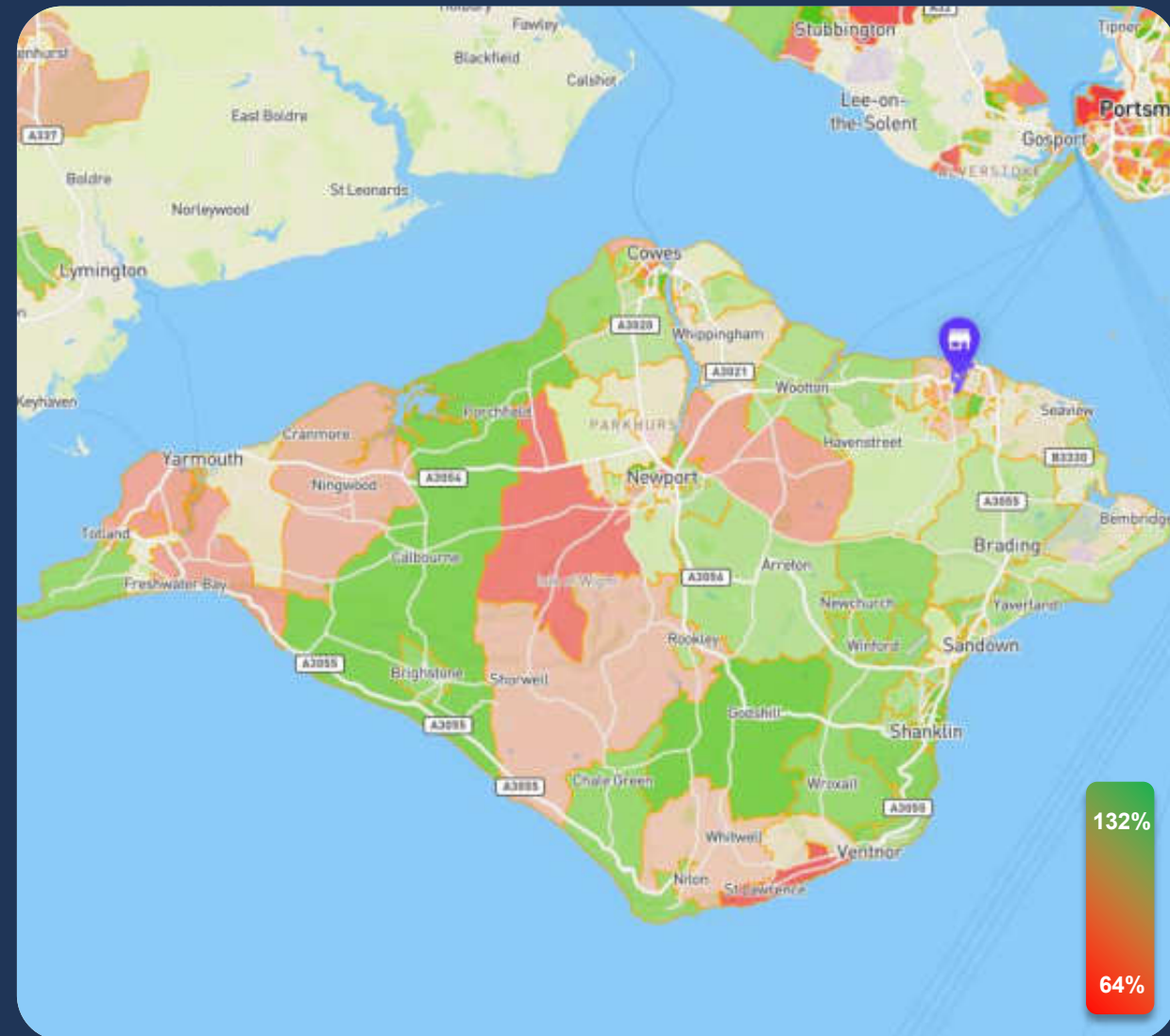


CHANGE IN VISITOR LEVELS OCTOBER 2020 vs OCTOBER 2019 – ZOOMED OUT MAP

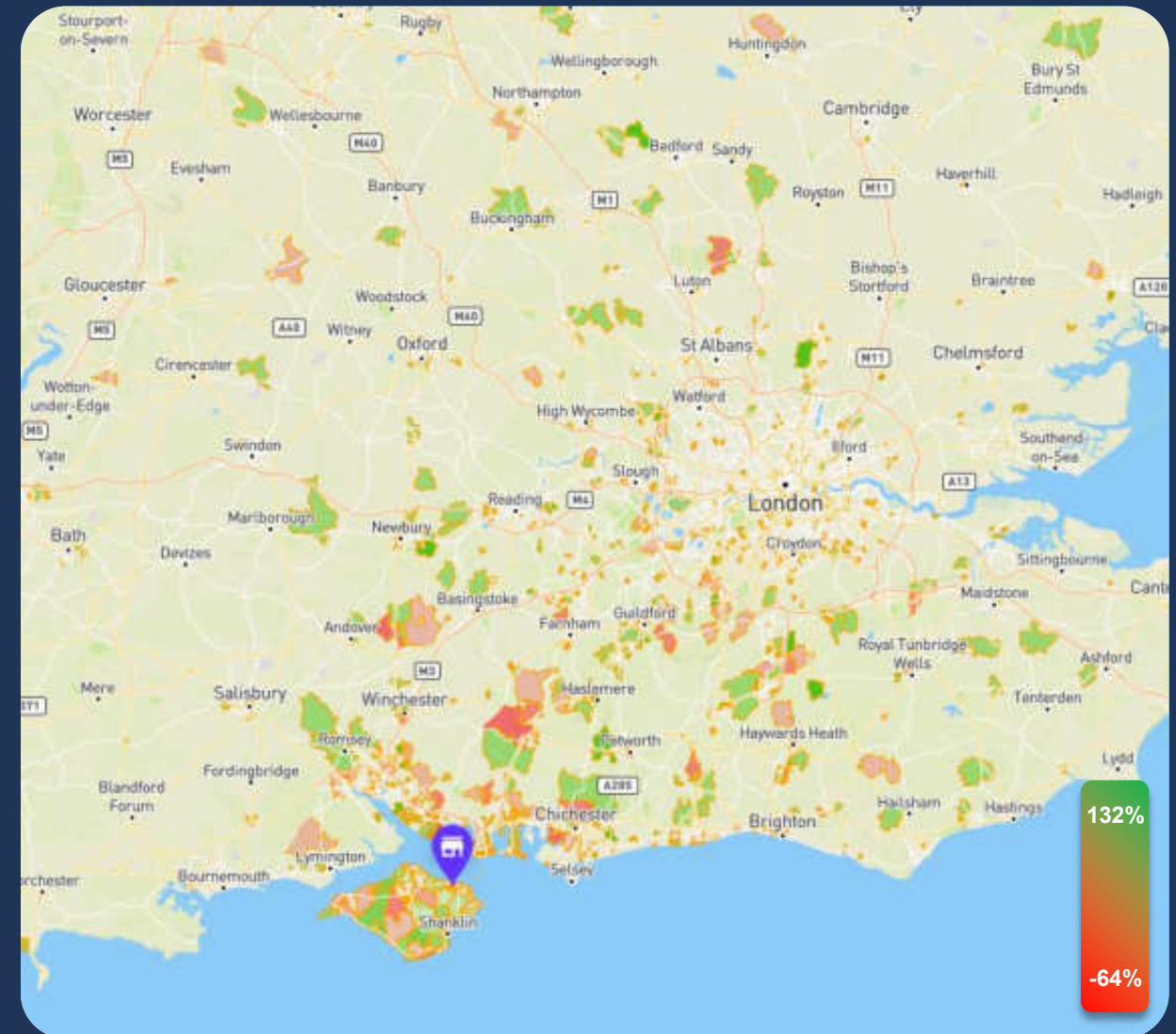


RYDE VISITOR CHANGE BY POSTCODE PRE-COVID BENCHMARKING

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



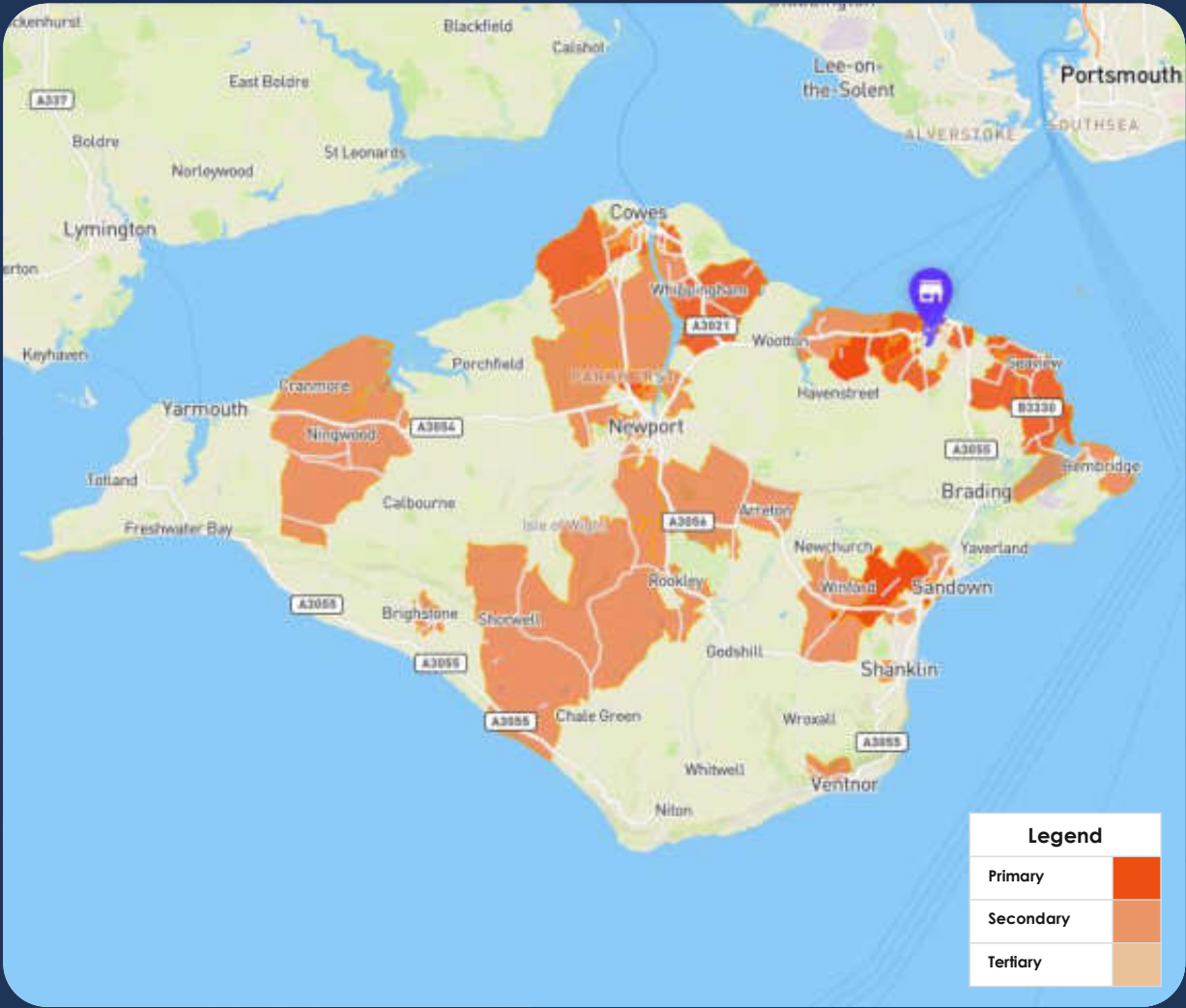
CHANGE IN VISITOR LEVELS PRE-COVID FEB 2019-20 VS FEB 2018-19
(PRE-COVID) – ZOOMED OUT MAP



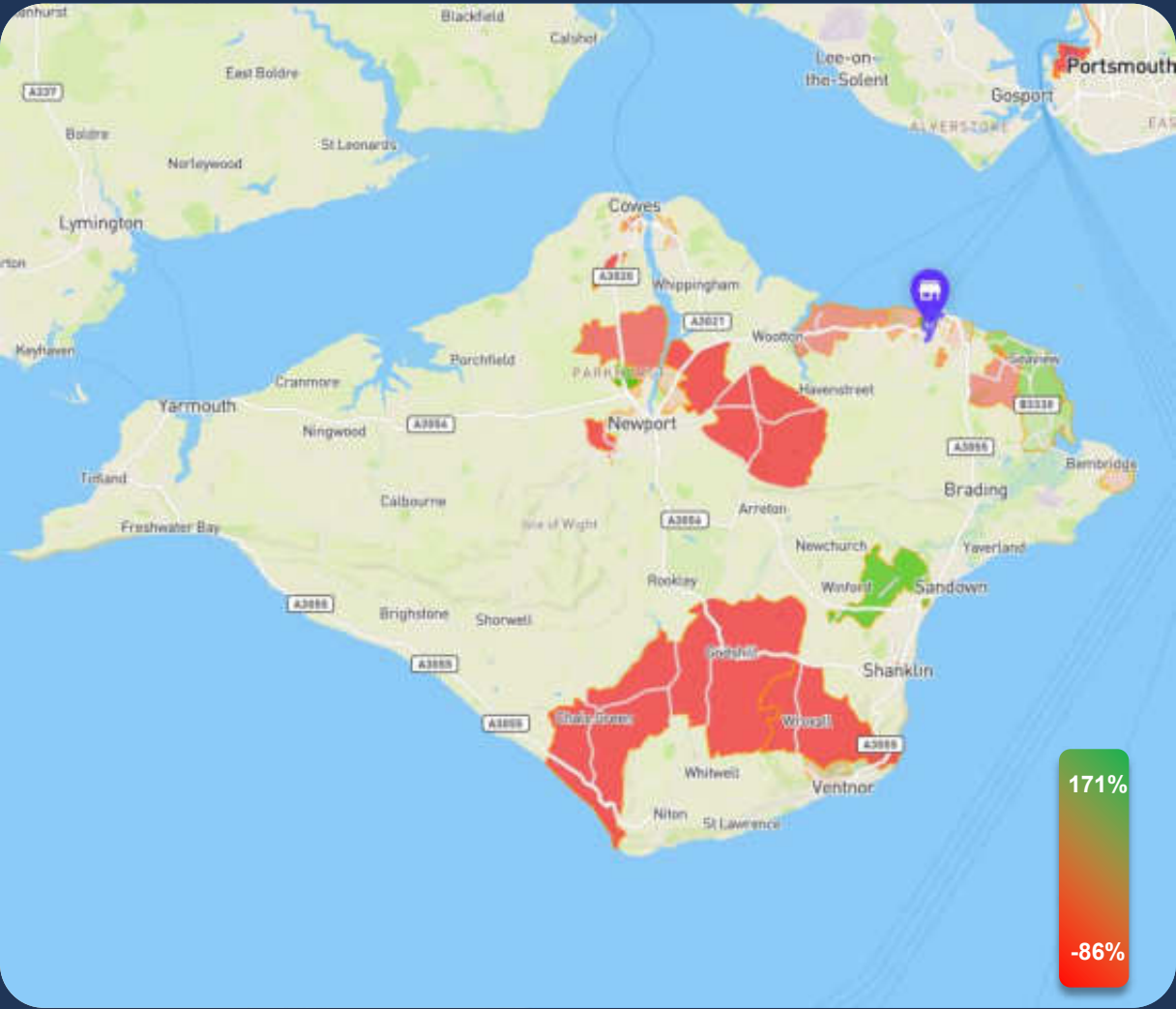
RYDE WORKER CATCHMENT CHANGE— OCTOBER 2020 & BENCHMARKING



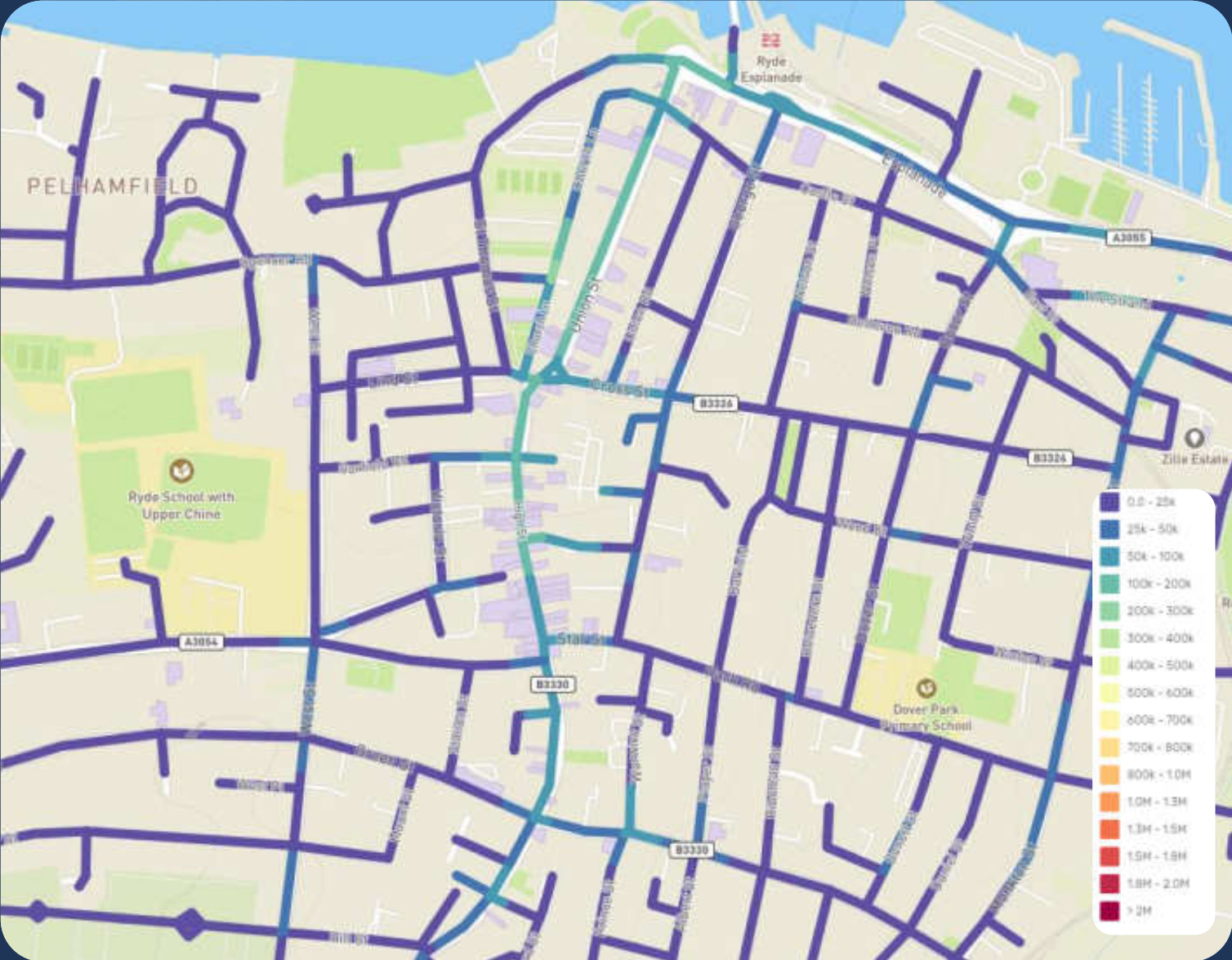
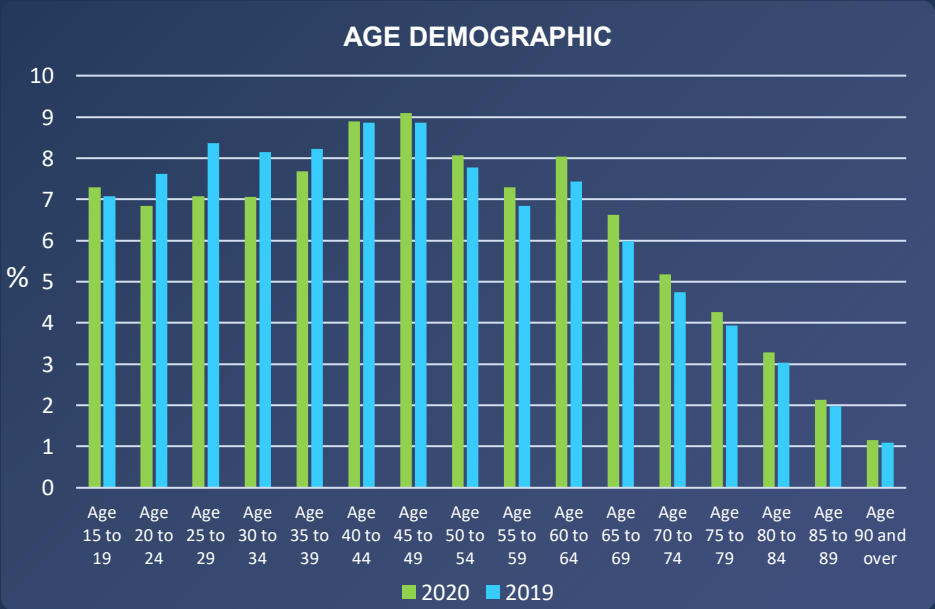
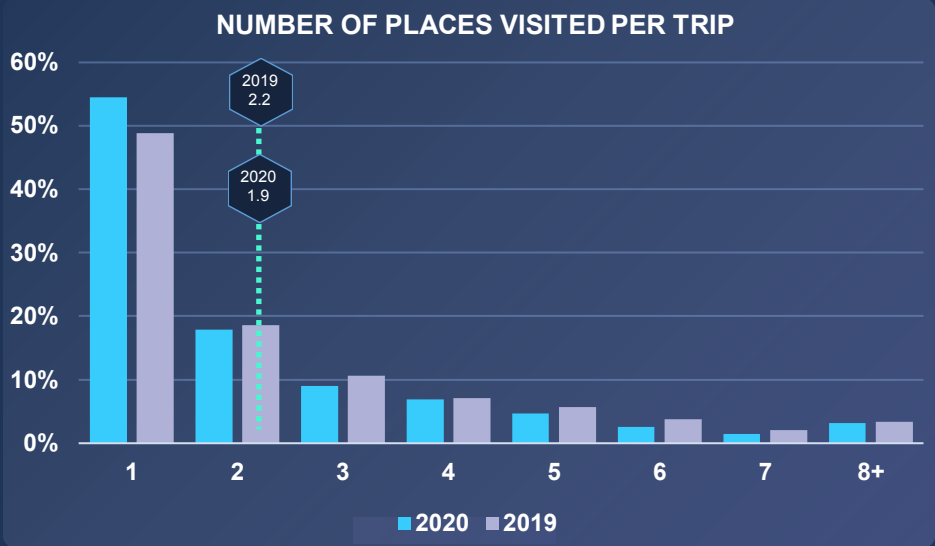
WORKER CATCHMENT BY POST CODE OCTOBER 2020



CHANGE IN WORKER CATCHMENT OCTOBER 2020 vs OCTOBER 2019



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



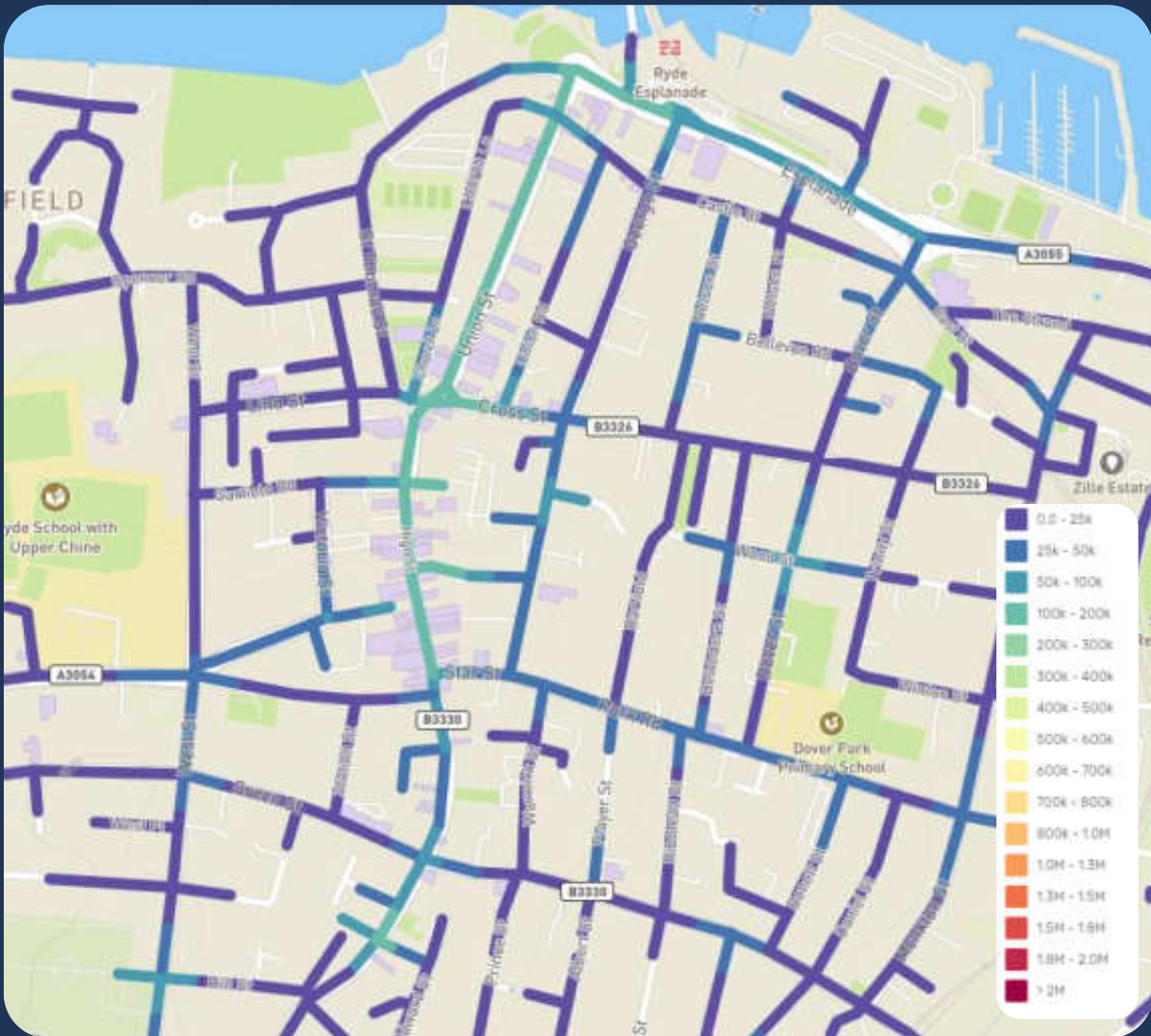
RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020

KEY: PEDESTRIAN NUMBERS OCTOBER 2020

RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020



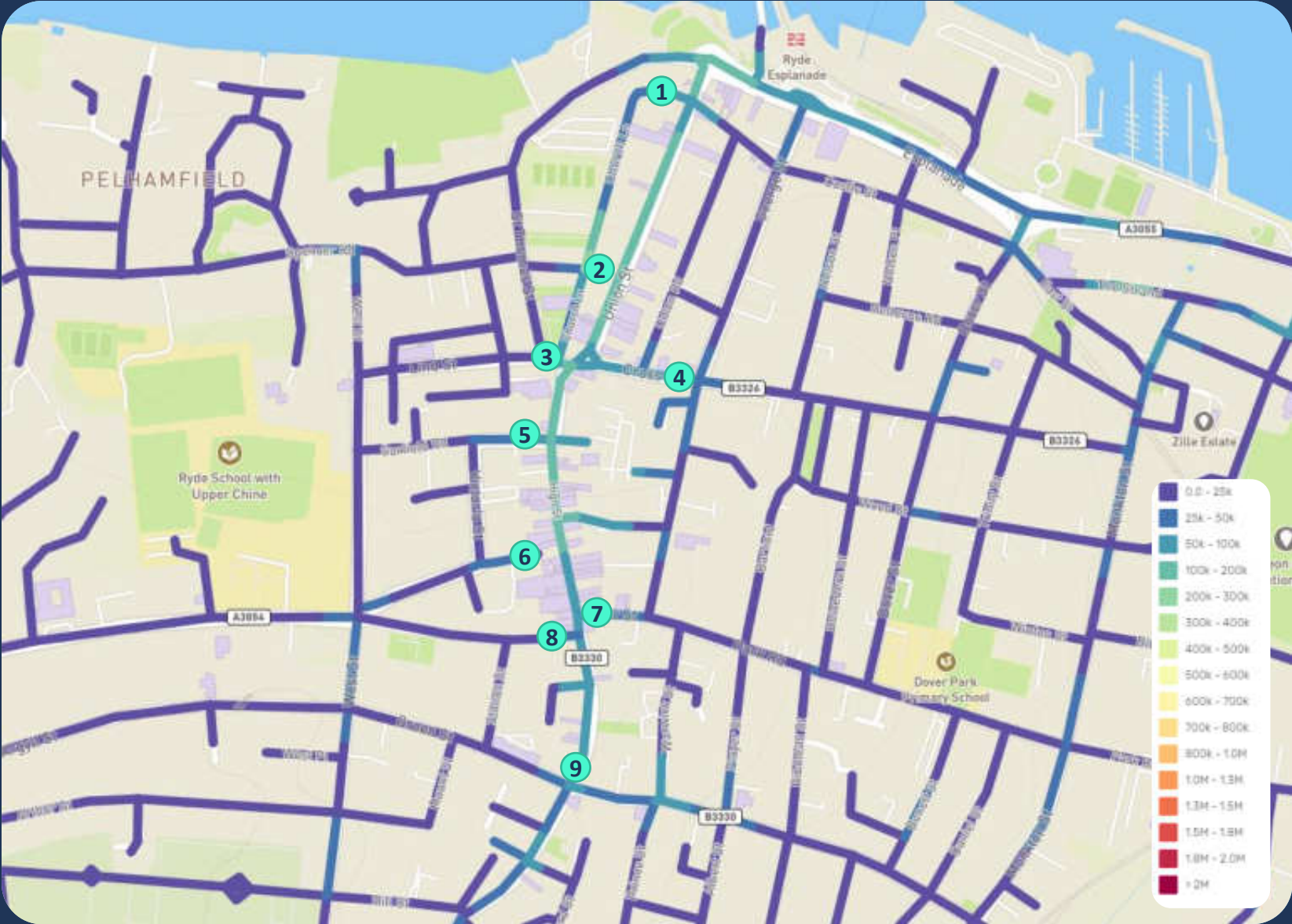
RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2019



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



CENTRE FOOTFALL DATA OCTOBER 2020 VS OCTOBER 2019 – ENTRY POINTS

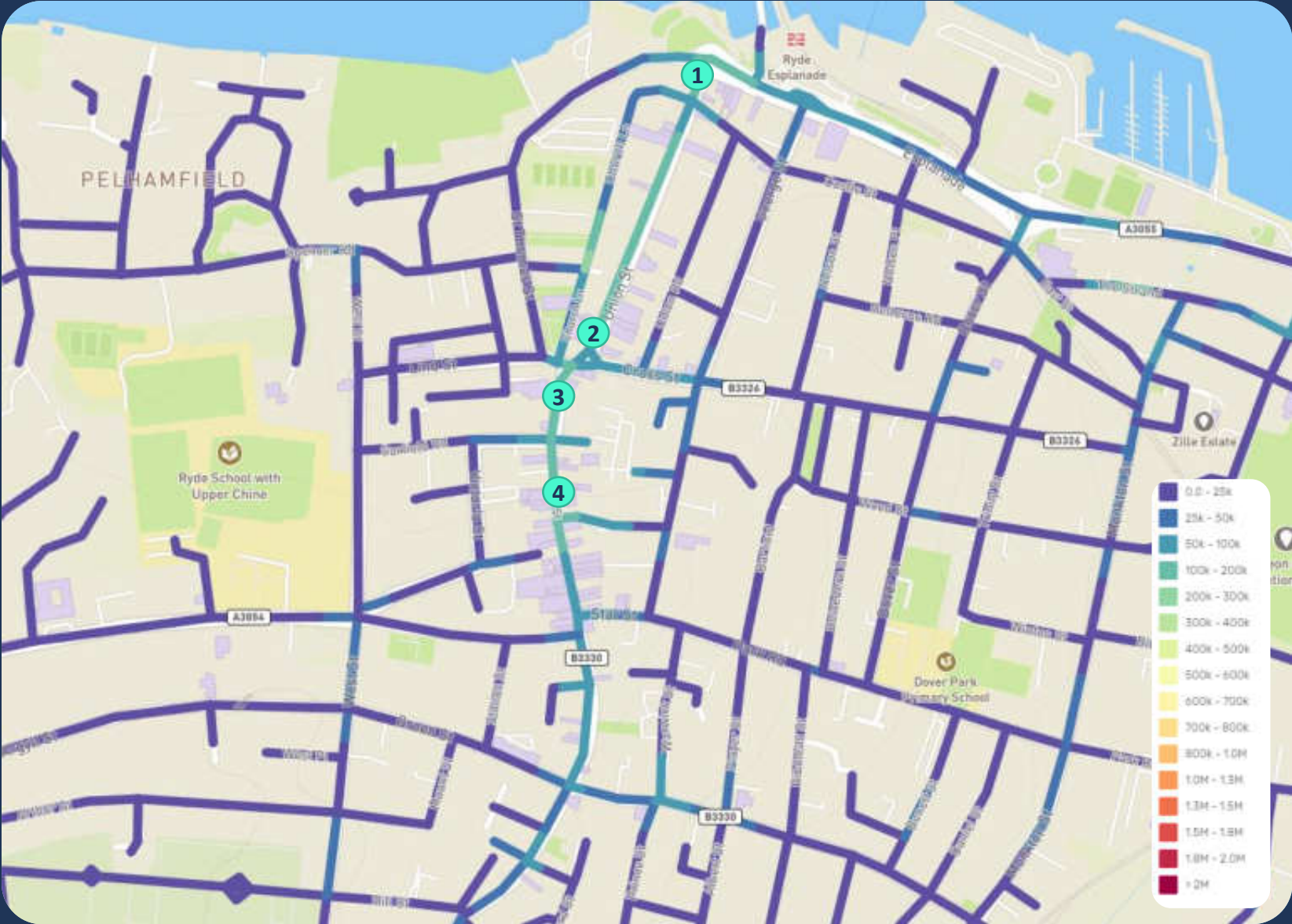
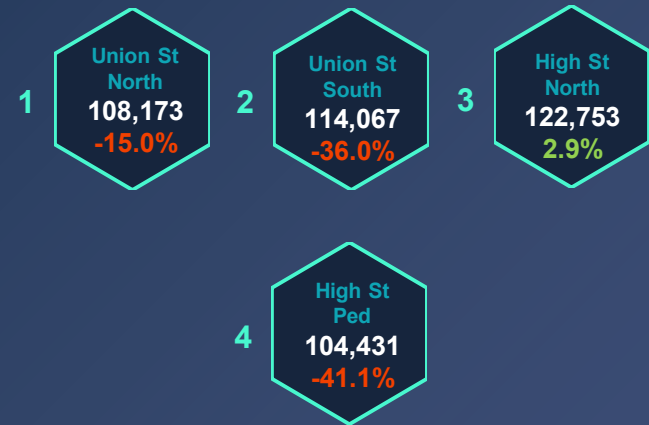


RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020

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



CENTRE FOOTFALL DATA OCTOBER 2020 VS OCTOBER 2019 – COUNT POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020

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



RYDE TOWN SQUARE

TOTAL VISITS

55,962

VISITS OCTOBER 20

-33%
VS
OCTOBER
2019



AVERAGE DWELL TIME

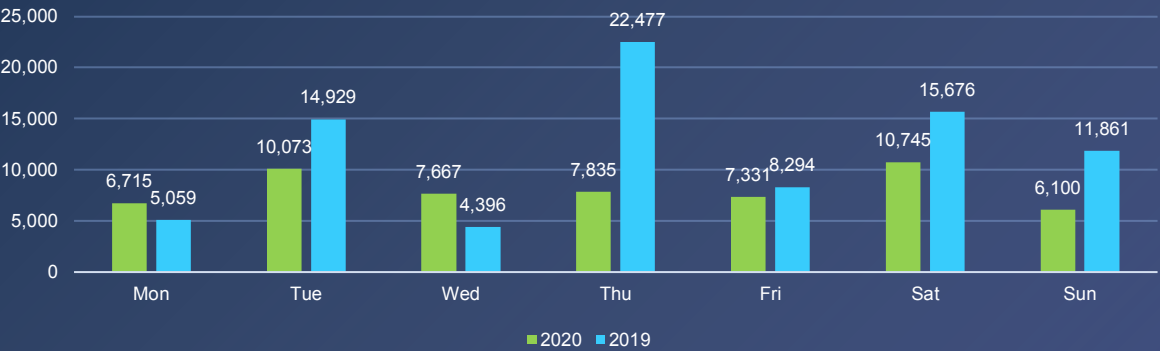
34 MINS

AVERAGE TIME SPENT
OCTOBER 20

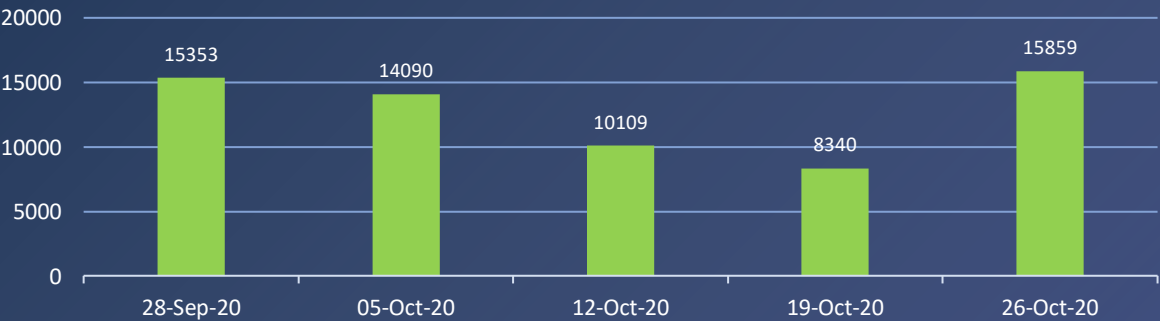
29 MINS
VS
OCTOBER
2019



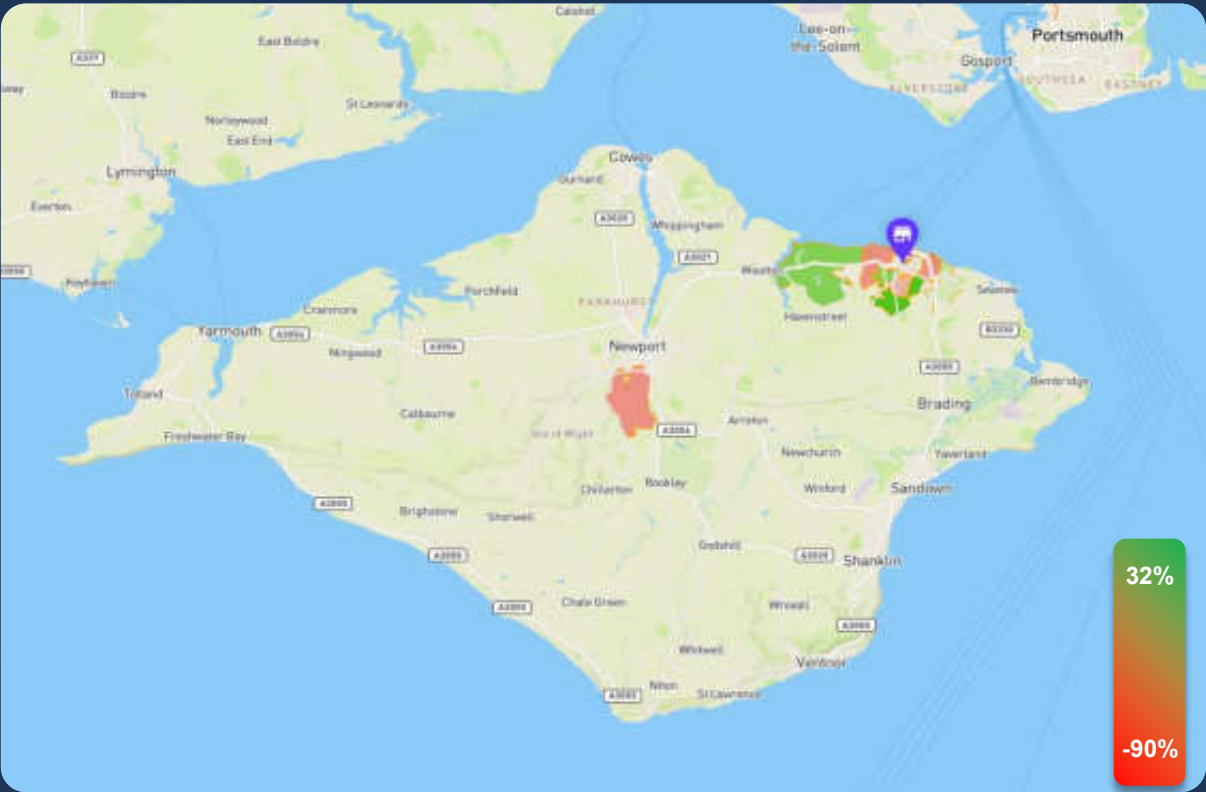
AVERAGE DAILY OCTOBER 2020 VS OCTOBER 2019



WEEKLY VISITS OCTOBER 2020



CHANGE IN VISITOR LEVELS OCTOBER 2020 vs OCTOBER 2019



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



ST THOMAS SQUARE

TOTAL VISITS

39,451

VISITS OCTOBER 20

▼ -7%
VS
OCTOBER
2019



AVERAGE DWELL TIME

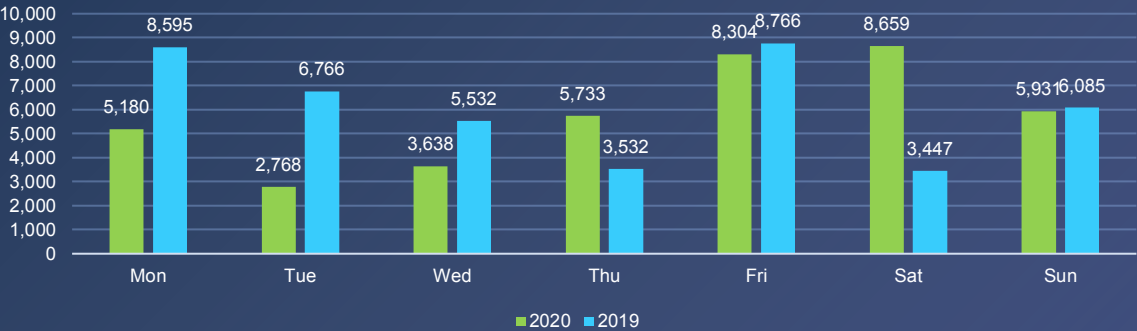
42 MINS

AVERAGE TIME SPENT
OCTOBER 20

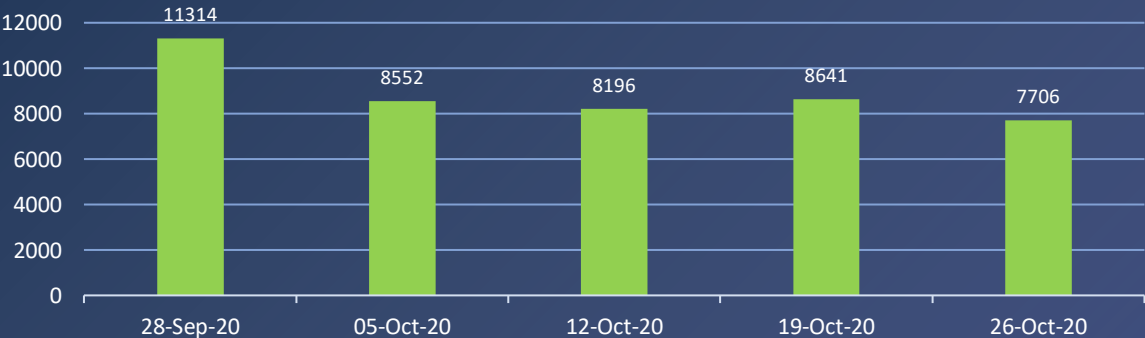
▼ 67 MINS
VS
OCTOBER
2019



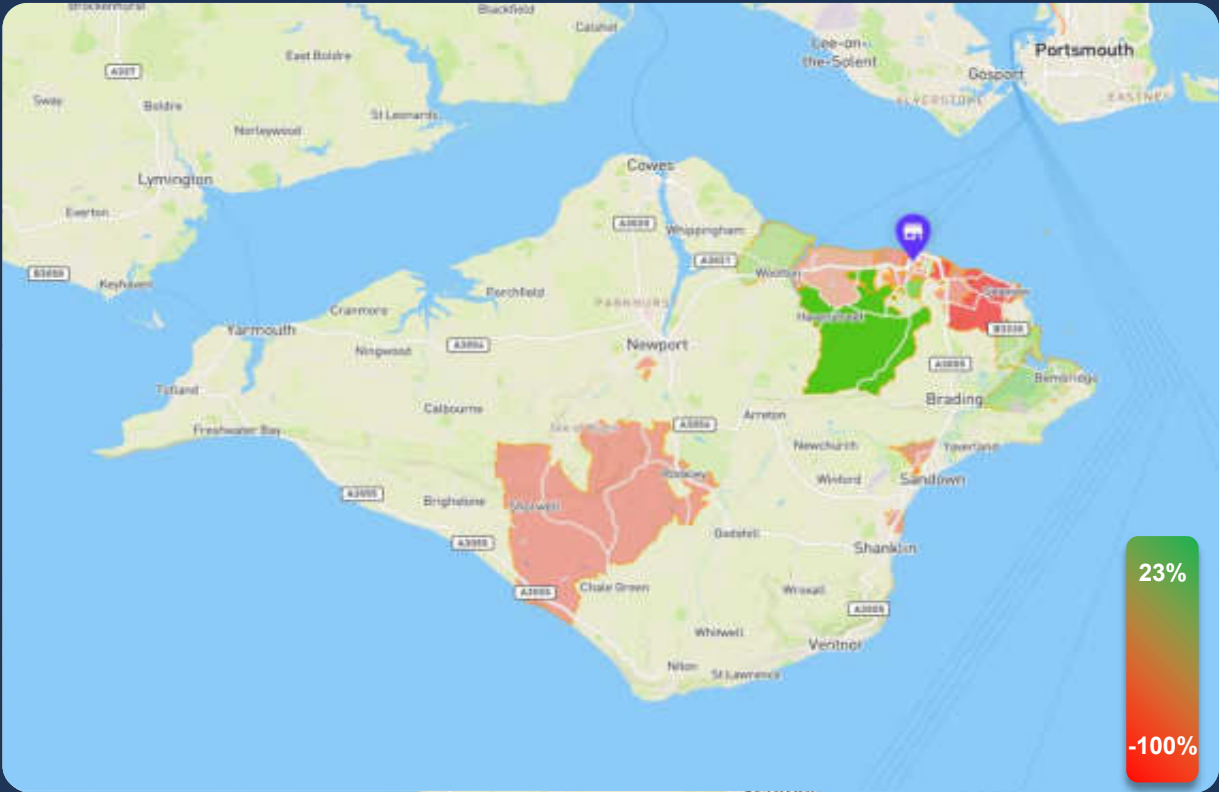
AVERAGE DAILY OCTOBER 2020 VS OCTOBER 2019



WEEKLY VISITS OCTOBER 2020



CHANGE IN VISITOR LEVELS OCTOBER 2020 vs OCTOBER 2019



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



MINGHELLA SQUARE

TOTAL VISITS

42,120

VISITS OCTOBER 20

✓ -50%
VS
OCTOBER
2019



AVERAGE DWELL

TIME

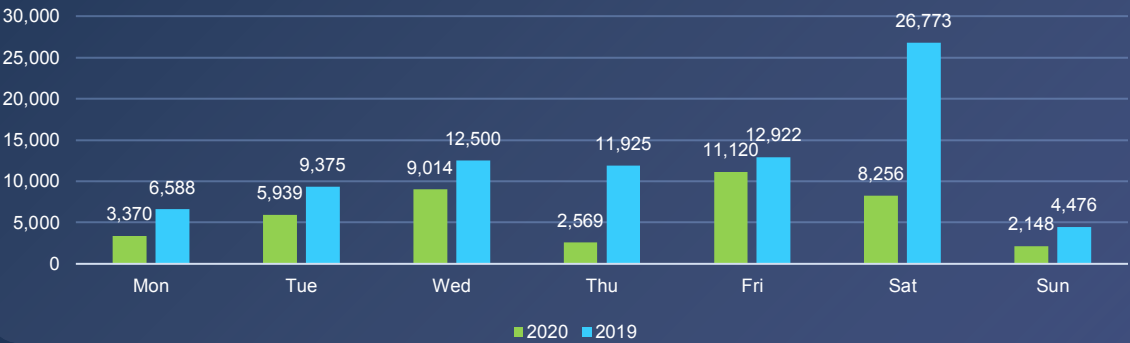
13 MINS

AVERAGE TIME SPENT
OCTOBER 20

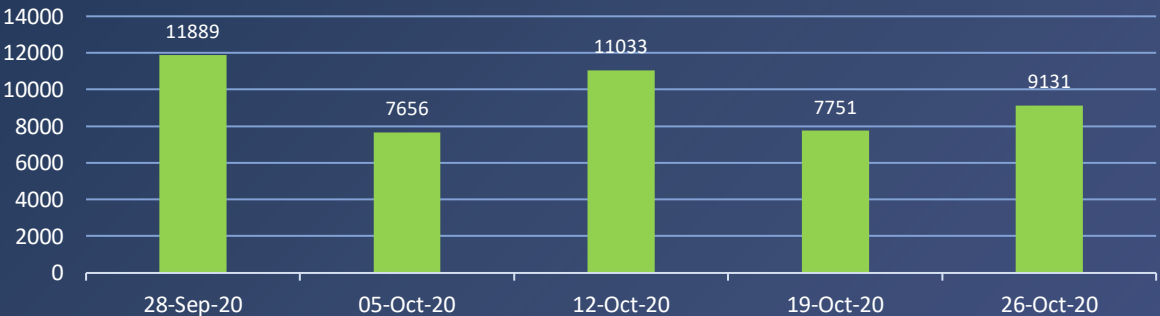
✓ 23 MINS
VS
OCTOBER
2019



AVERAGE DAILY OCTOBER 2020 VS OCTOBER 2019



WEEKLY VISITS OCTOBER 2020



CHANGE IN VISITOR LEVELS OCTOBER 2020 vs OCTOBER 2019

