

VISITOR INSIGHTS

BASELINE REPORT

Newport, Isle of Wight

March 2020 - 2021

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

NEWPORT TOWN CENTRE — MARCH 2021 SUMMARY & BENCHMARKING (MARCH 2020-21)



TOTAL VISITS



793,900

VISITS TO THE HIGH STREET



0%

Y/O/Y CHANGE
* This compares to an average national benchmark of -34.5%



47%

M/O/M CHANGE



AVERAGE DWELL TIME



170 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



20%

Y/O/Y CHANGE



36%

M/O/M CHANGE



PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.5

PLACES VISITED



2.5

PLACES VISITED



POPULAR VISIT DAY



TUESDAY

32k AVERAGE VISITS ON FRIDAY IN MARCH



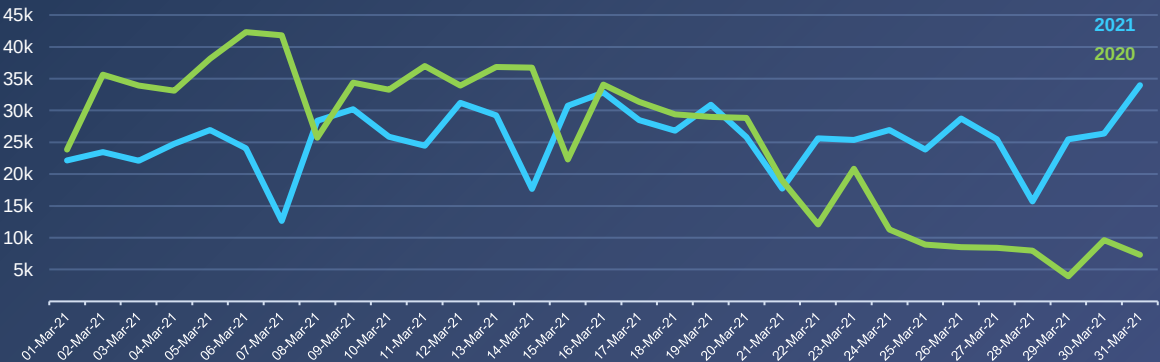
MONDAY



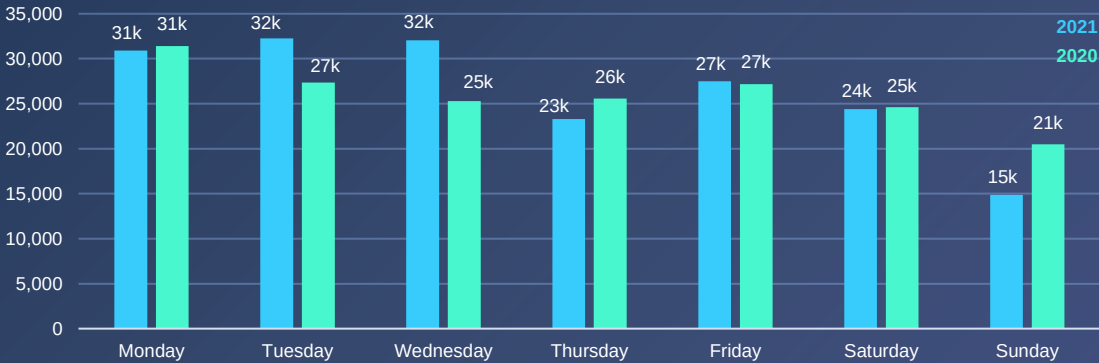
FRIDAY



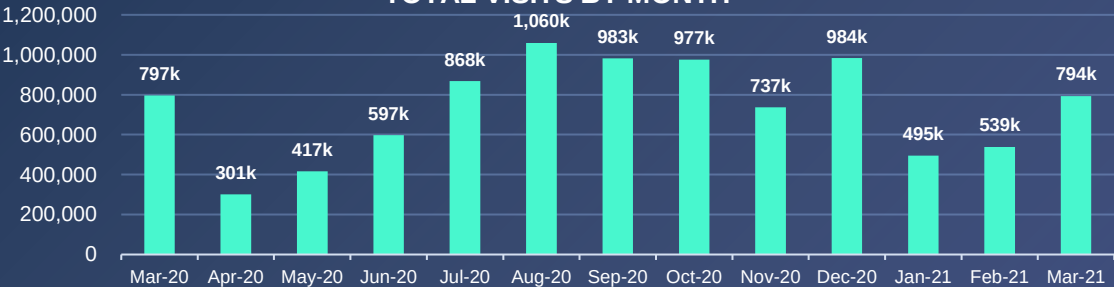
DAILY VISITS MARCH 2021 VS MARCH 2020



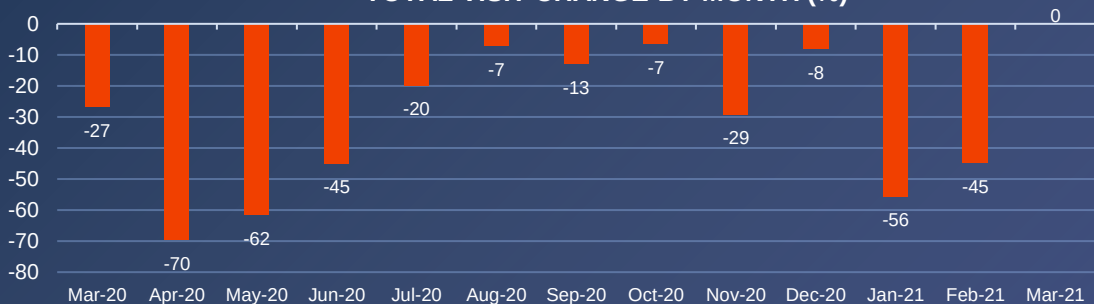
AVERAGE DAILY VISITOR LEVELS IN MARCH 2021



TOTAL VISITS BY MONTH



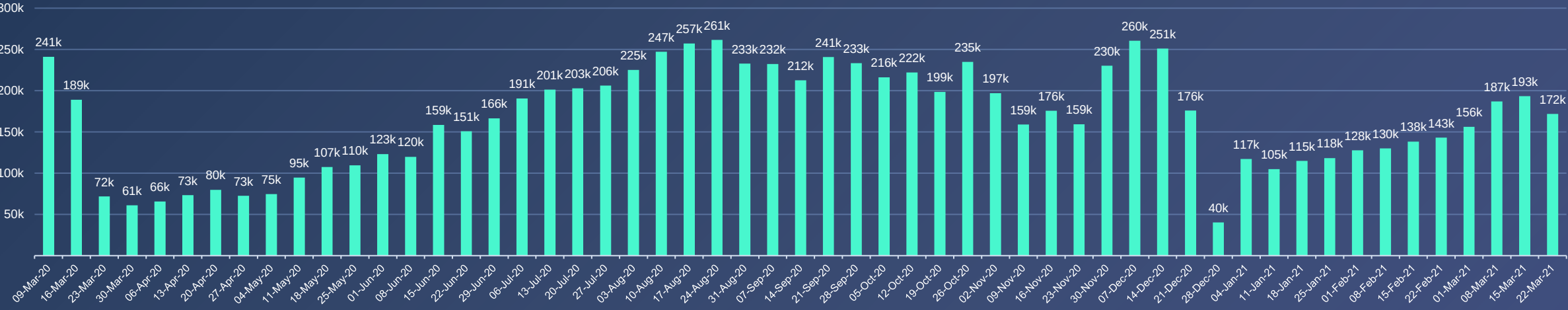
TOTAL VISIT CHANGE BY MONTH (%)



NEWPORT TOWN CENTRE — MARCH 2021 SUMMARY & BENCHMARKING (MARCH 2020-21)



WEEKLY FOOTFALL



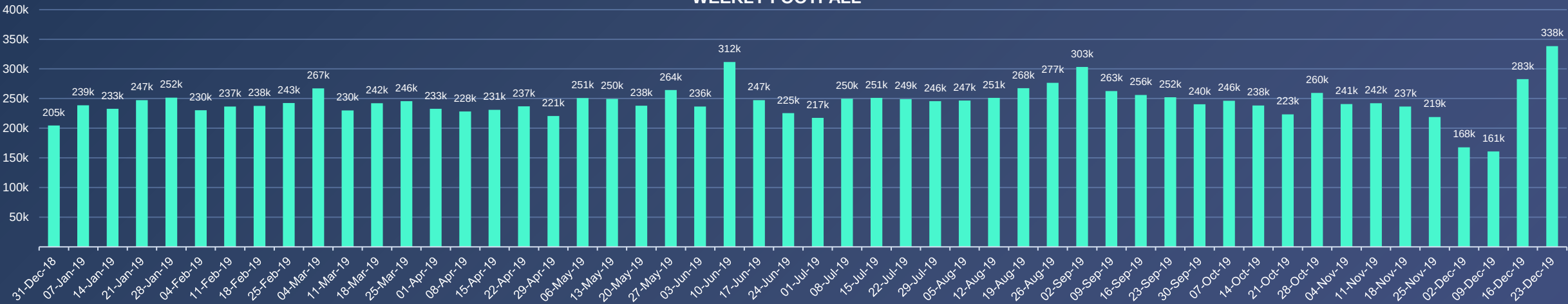
AVERAGE VISITS BY HOUR



NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING

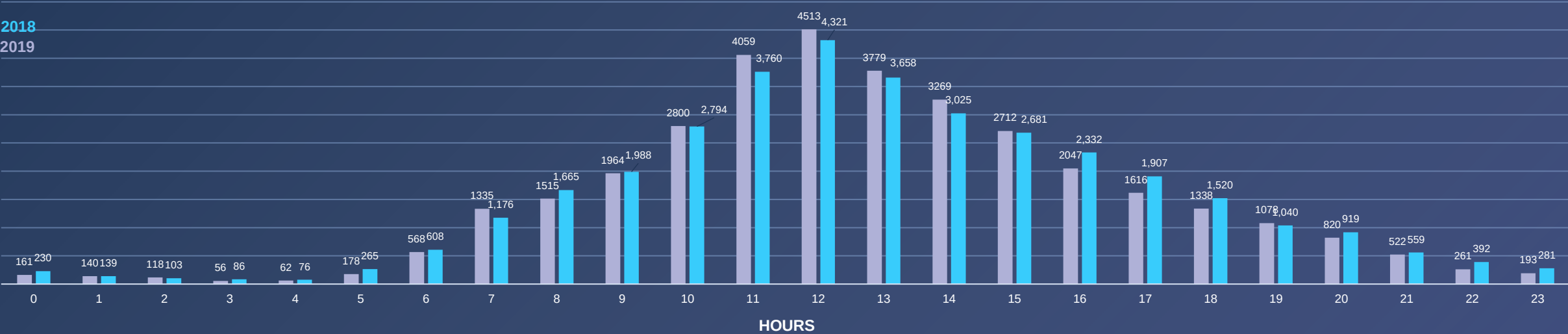


WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018

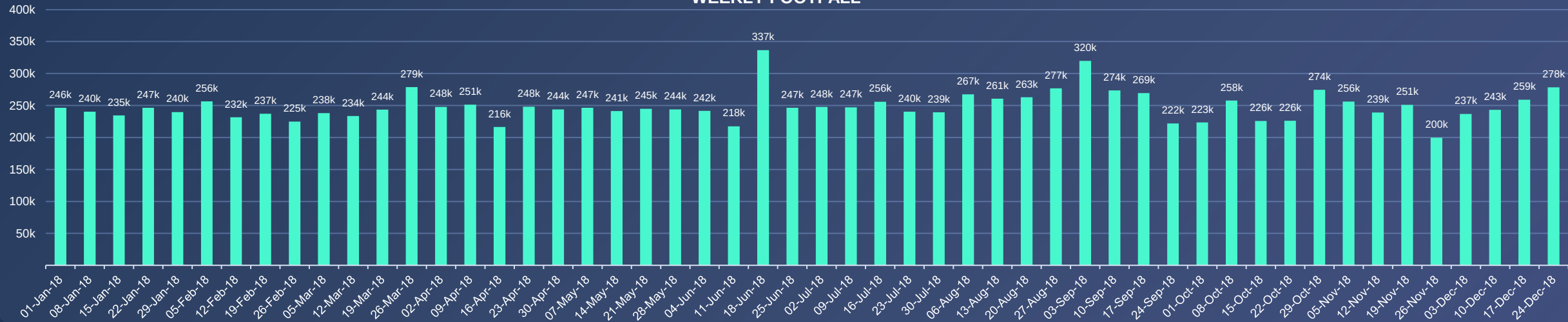
2018
2019



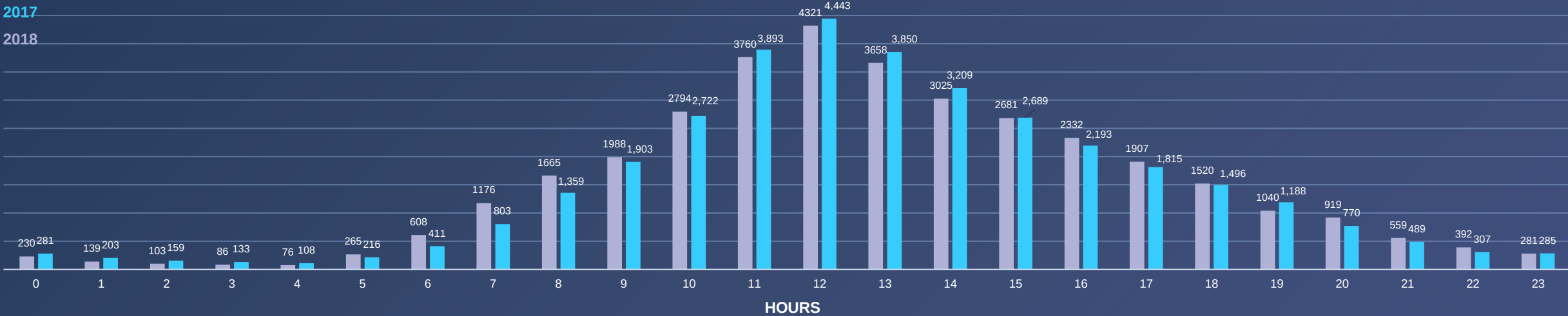
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



9,364,443

VISITS TO THE HIGH STREET
MARCH 20- MARCH 21

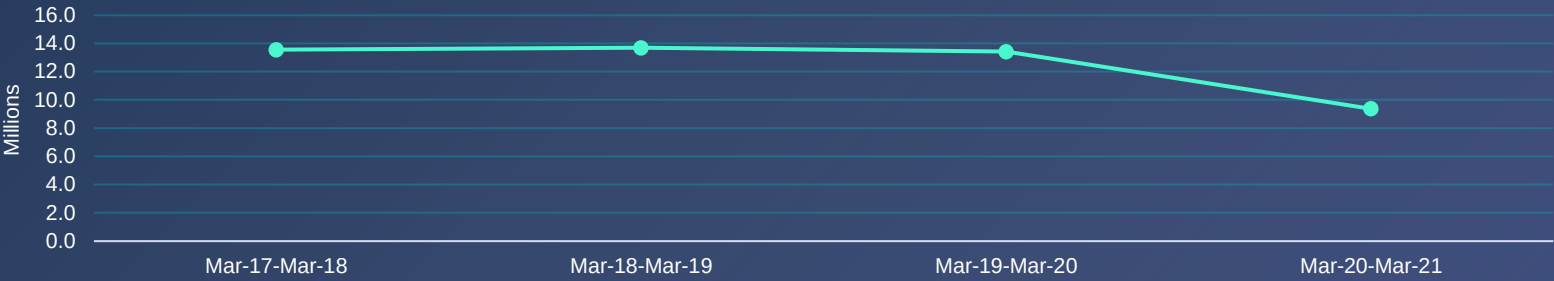


-31%

4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



120 MINS

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

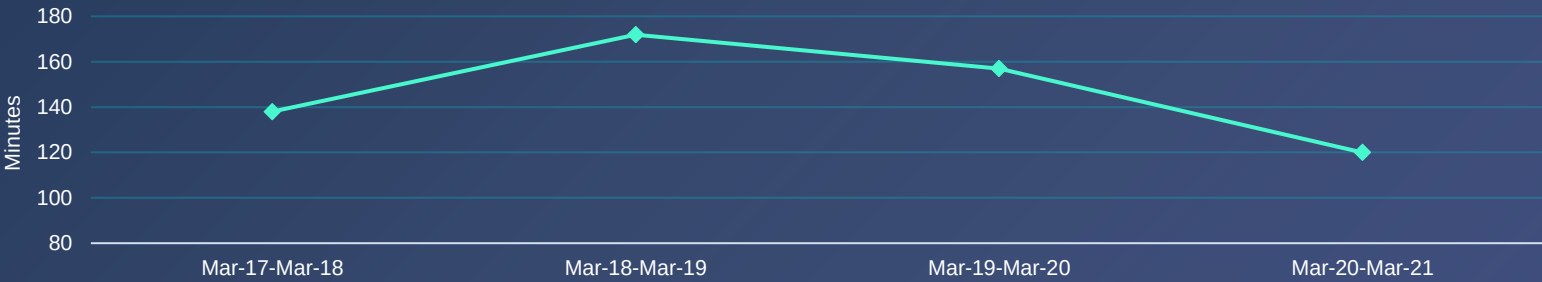


-13%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.5

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

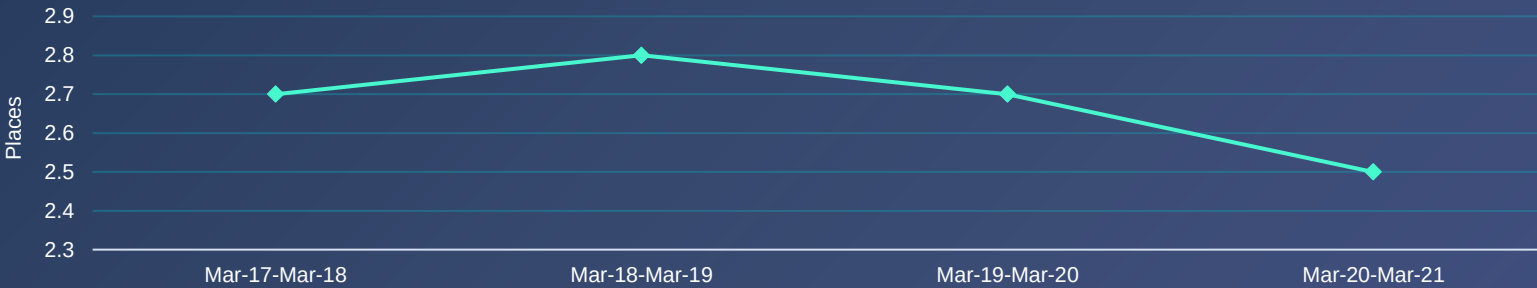


-7%

4 YEAR CHANGE

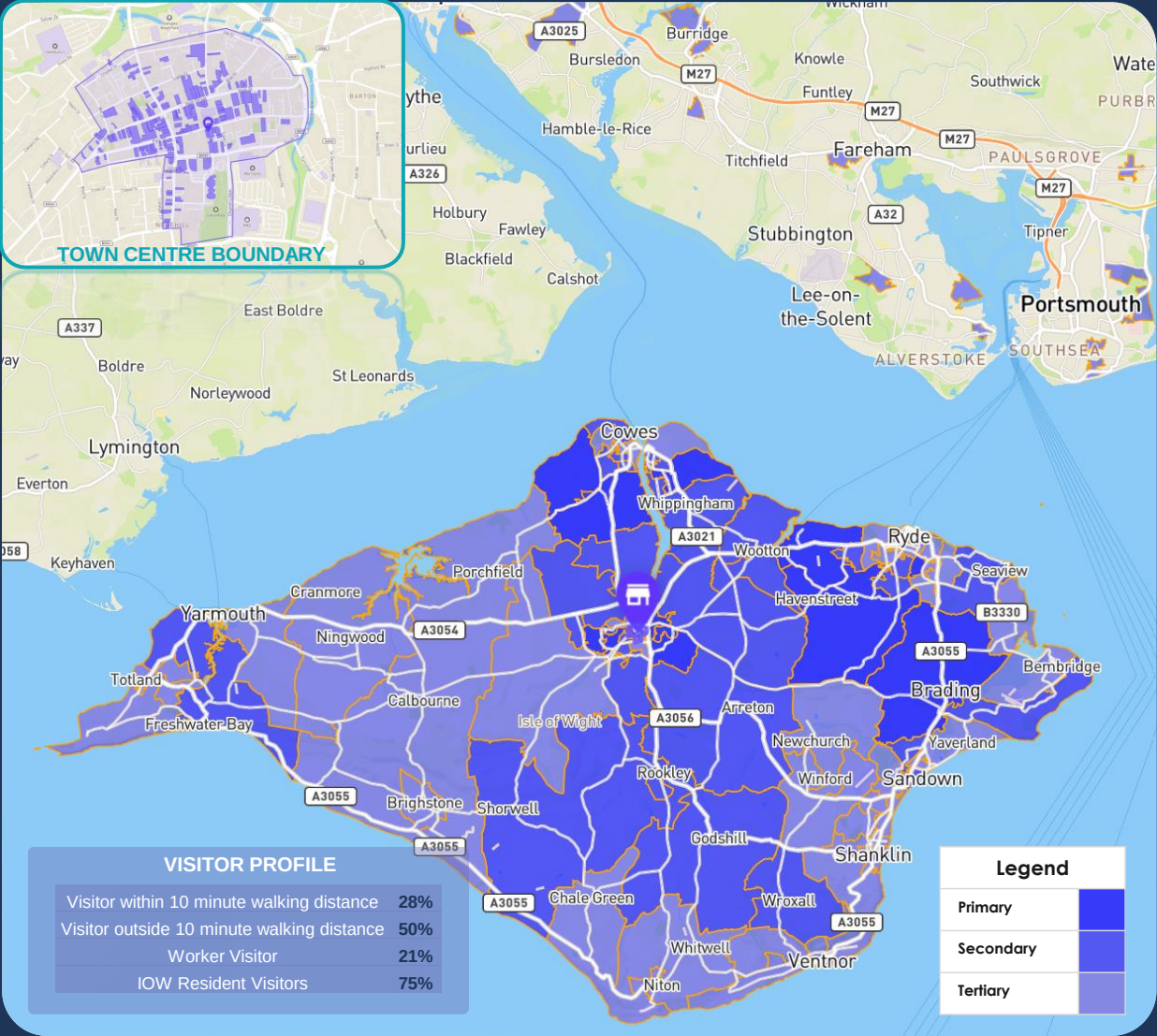


PLACES VISITED

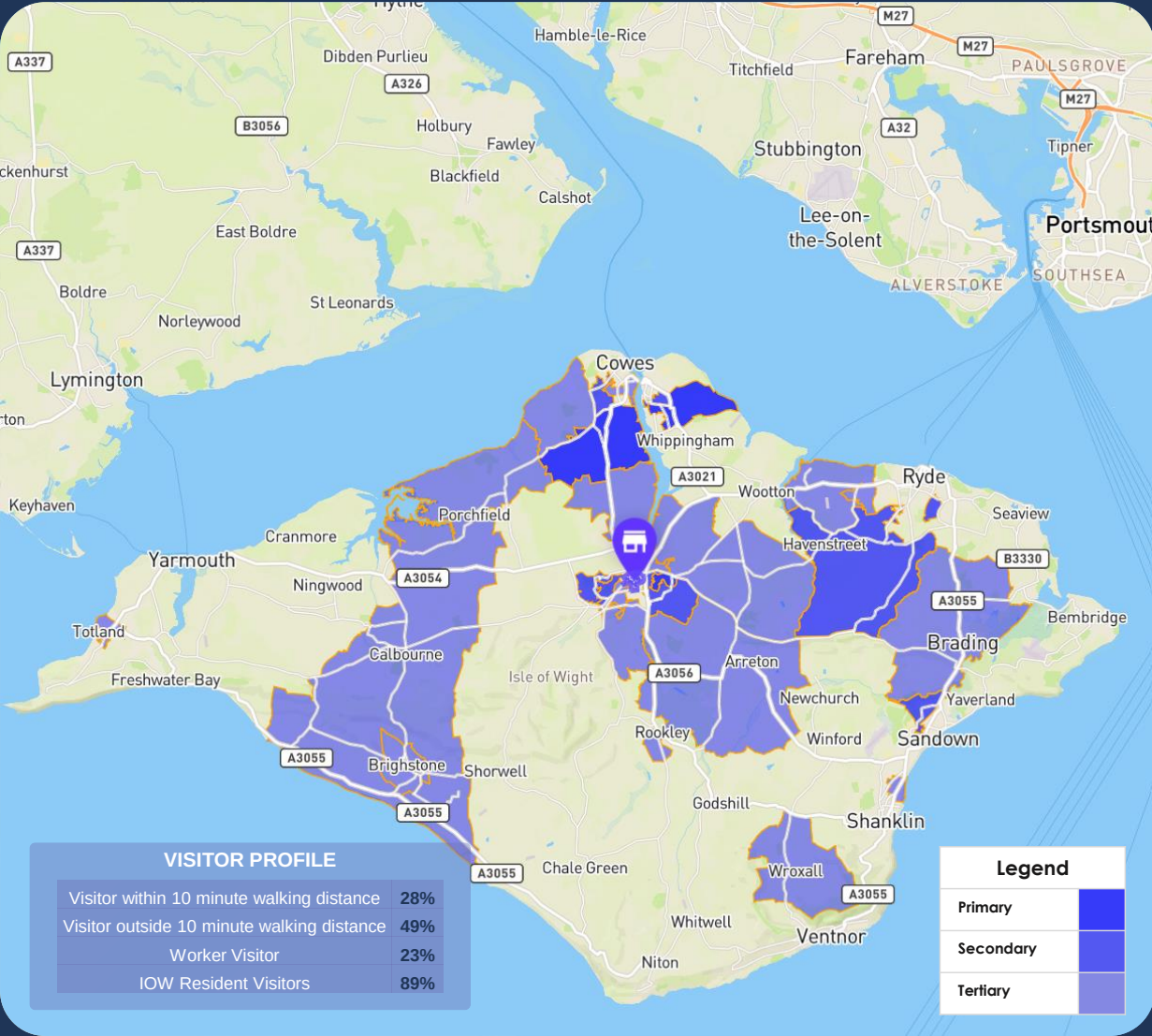


NEWPORT VISITOR CATCHMENT — MARCH 2021 & BENCHMARKING (MARCH 2020-21)

VISITOR CATCHMENT BY POSTCODE MARCH 2020 - MARCH 2021

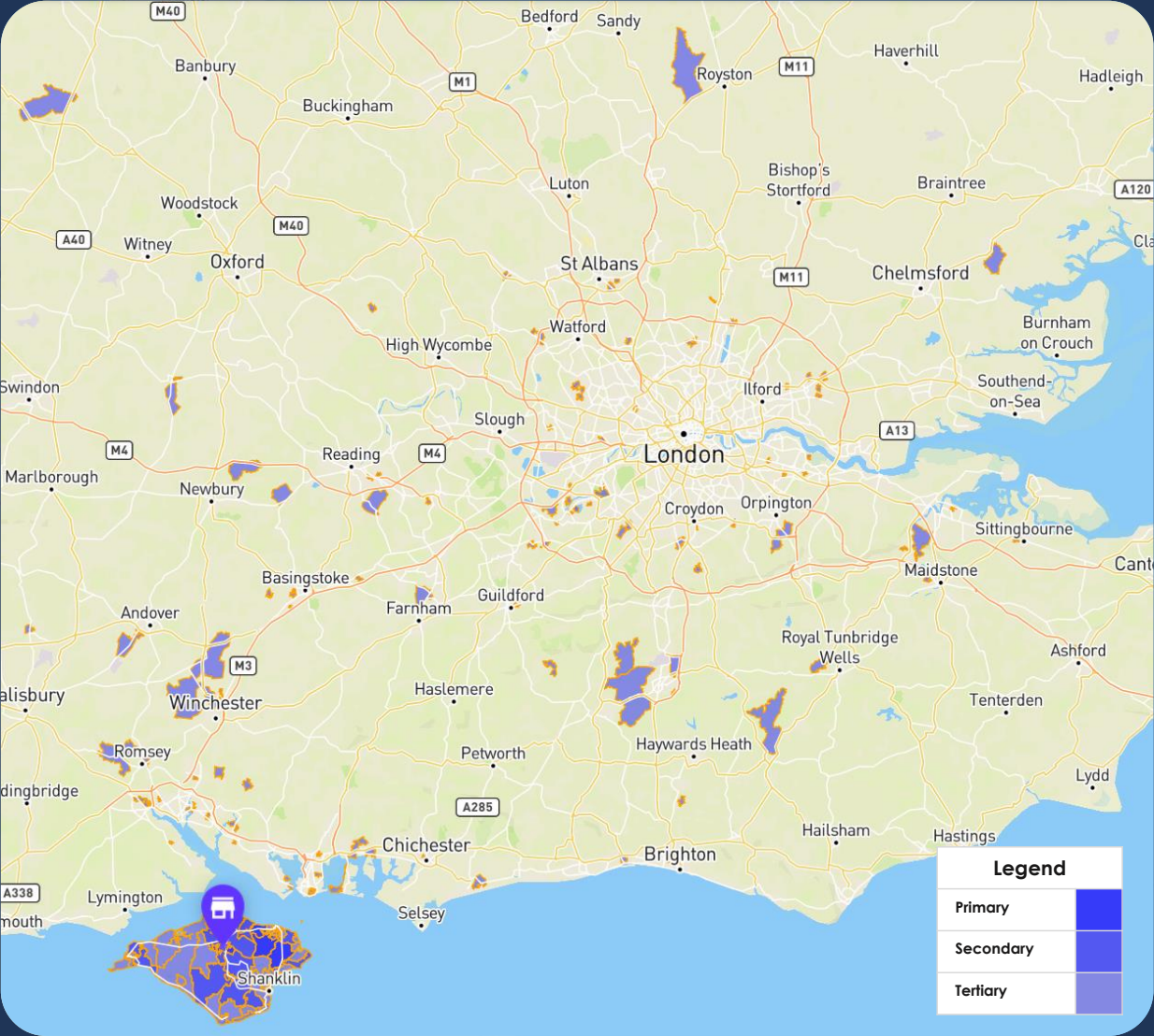


VISITOR CATCHMENT BY POSTCODE IN MARCH 2021

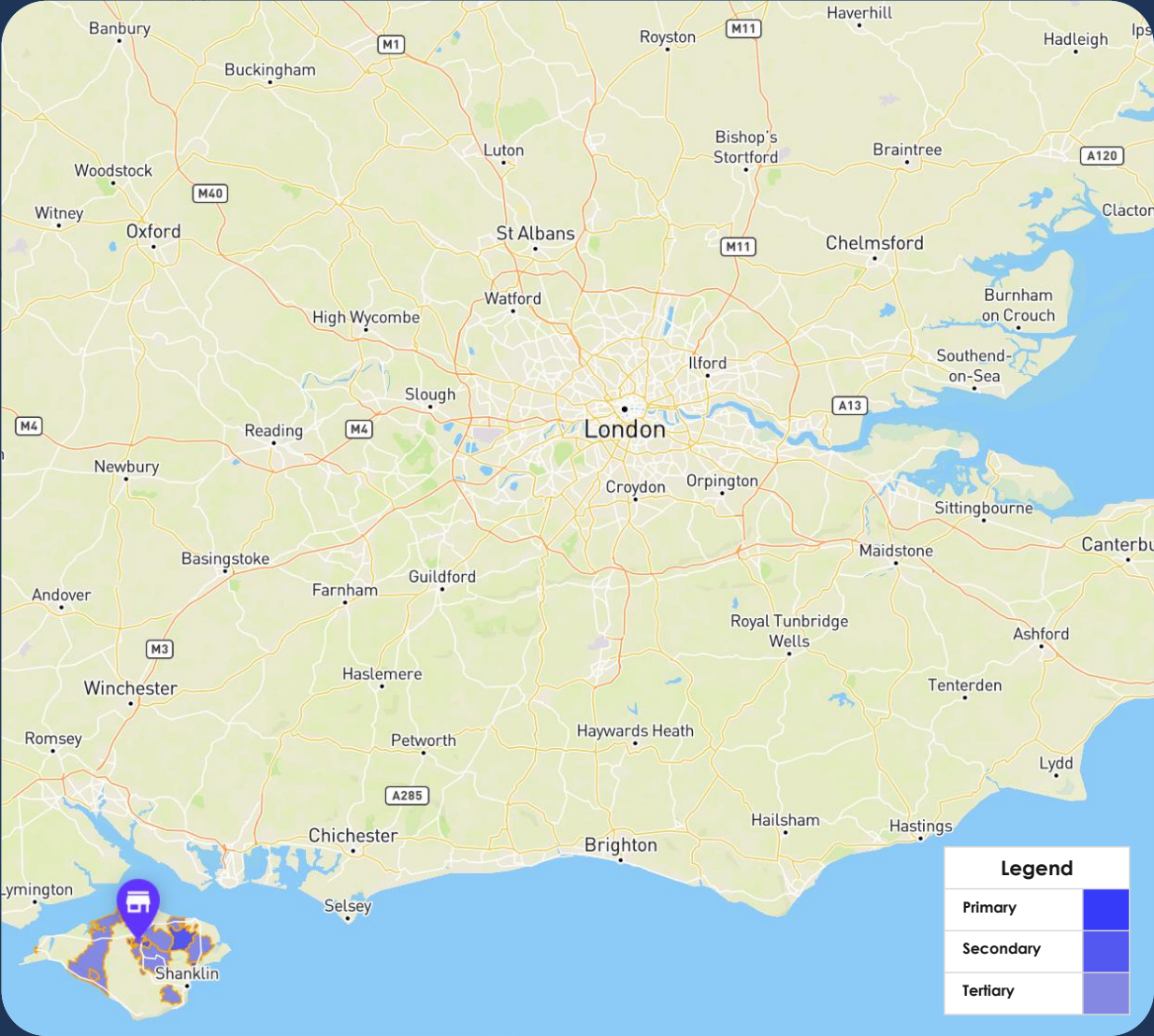


NEWPORT VISITOR CATCHMENT — MARCH 2021 & BENCHMARKING (MARCH 2020-21)

VISITOR CATCHMENT BY POSTCODE
MARCH 2020 - MARCH 2021 (zoomed out)

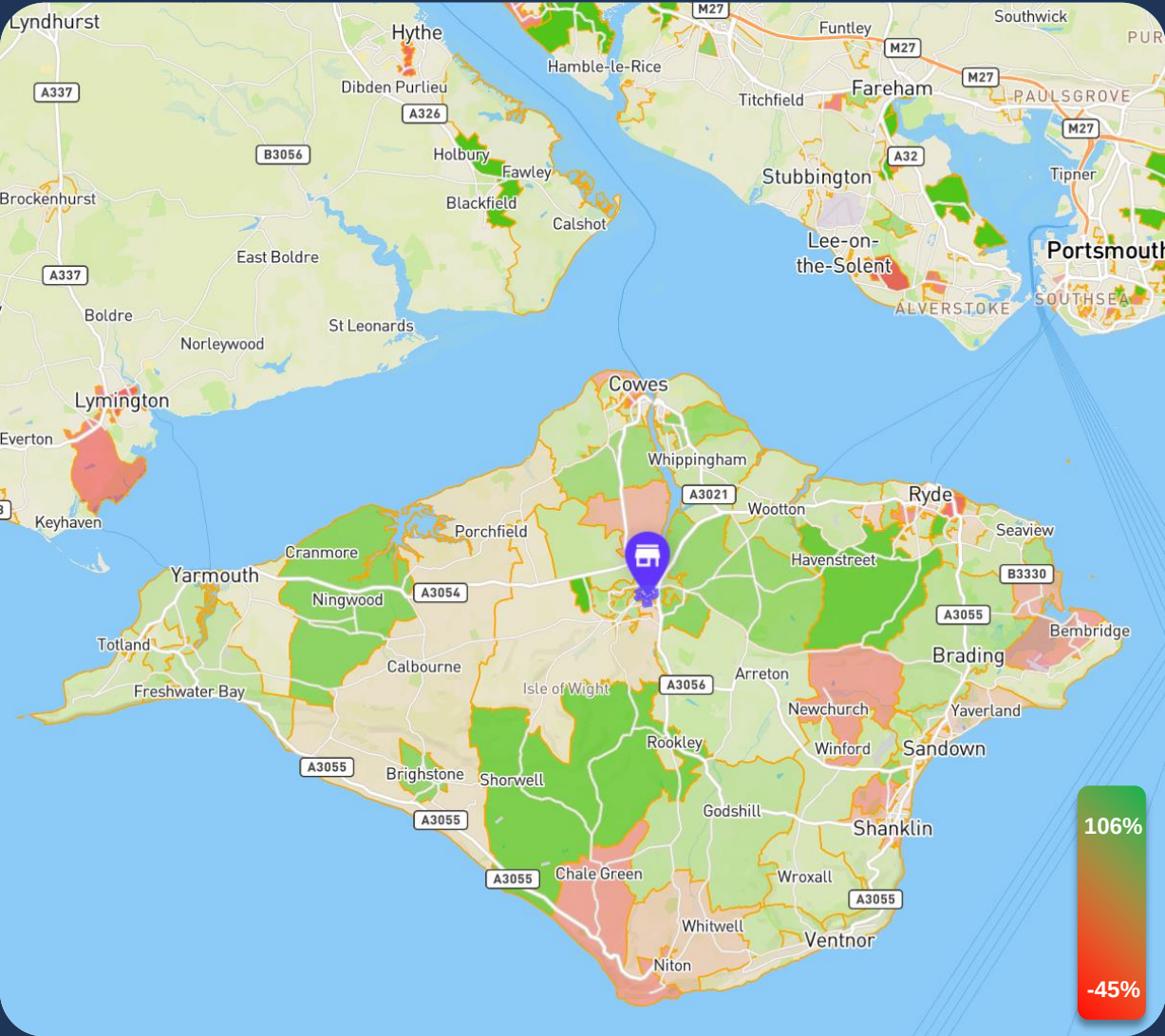


VISITOR CATCHMENT BY POSTCODE
IN MARCH 2021 (zoomed out)

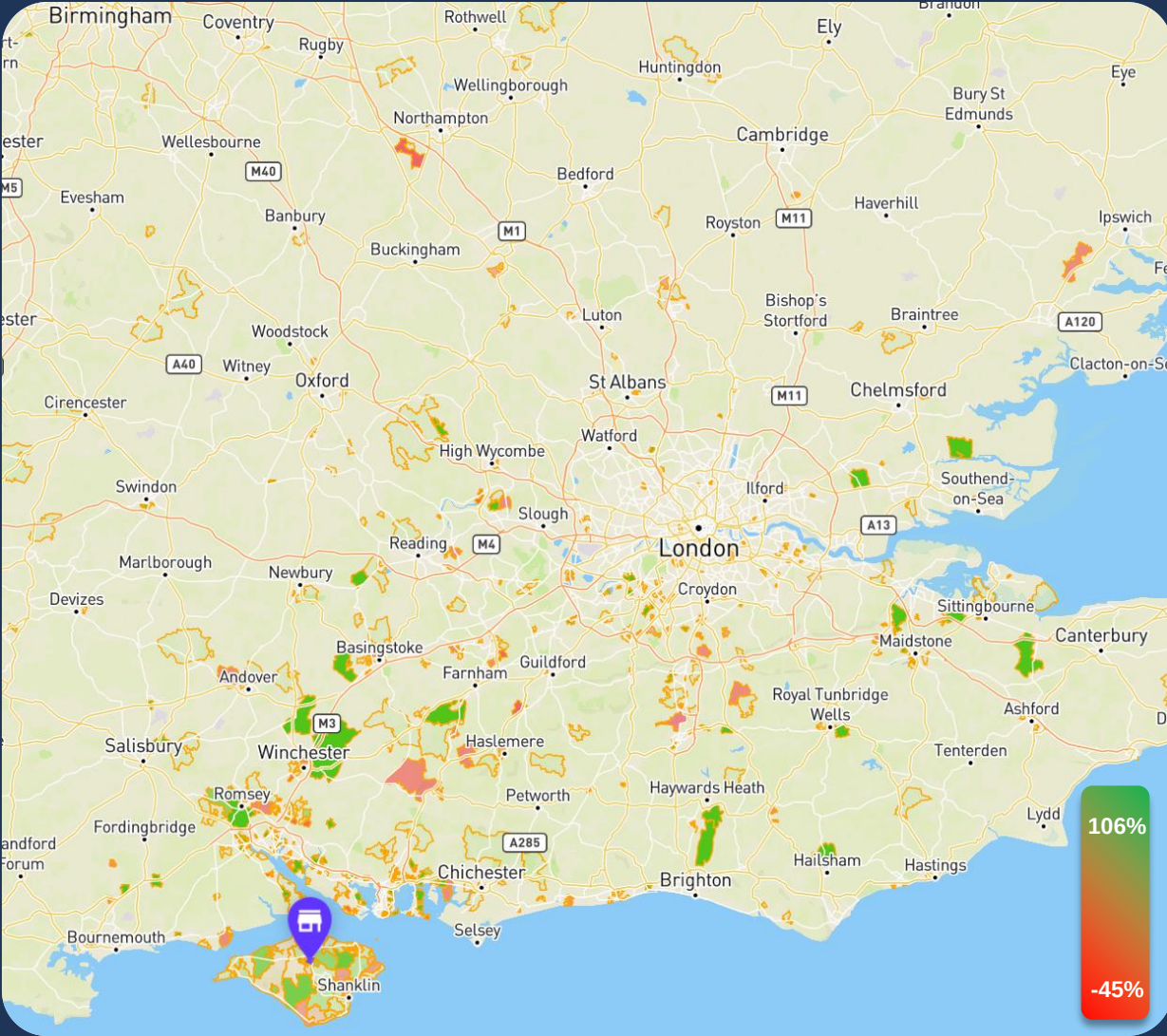


NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (MARCH 2020-21)

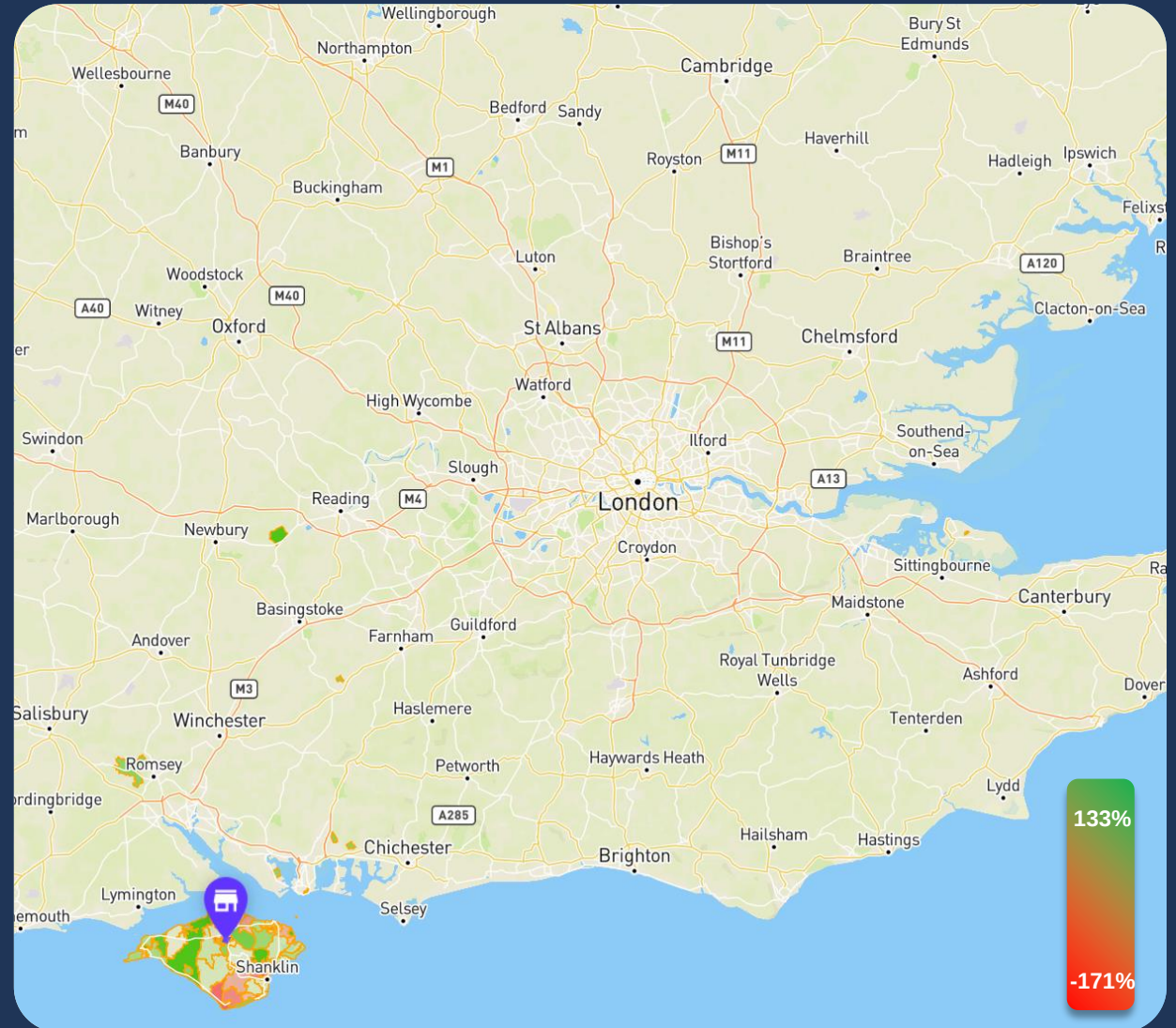
CHANGE IN VISITOR LEVELS
MARCH 2020-21 vs MARCH 2019-20 (zoomed in)



CHANGE IN VISITOR LEVELS
MARCH 2020-21 vs MARCH 2019-20 (zoomed out)

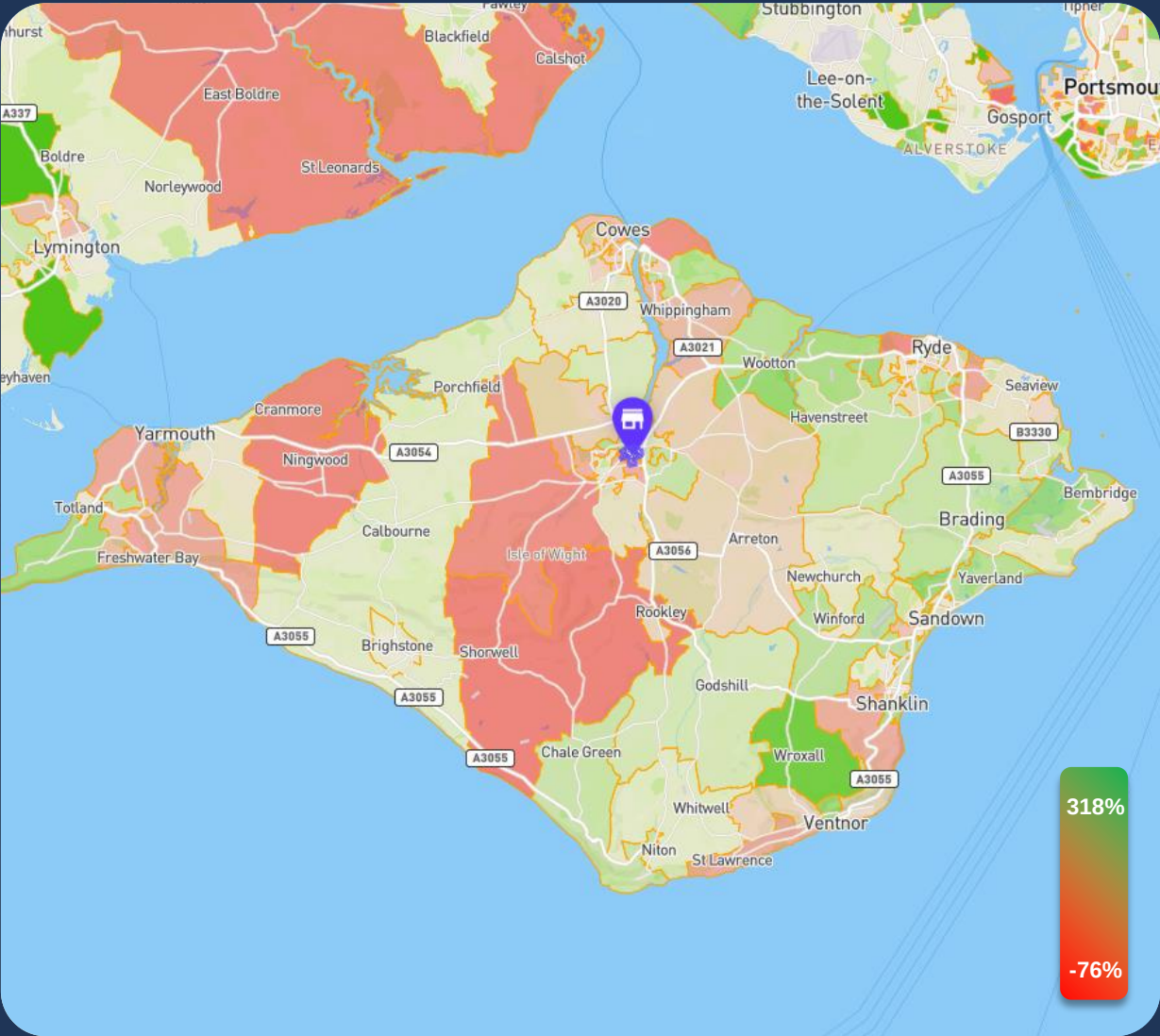


CHANGE IN VISITOR LEVELS MARCH 2021 vs MARCH 2020 (zoomed out)

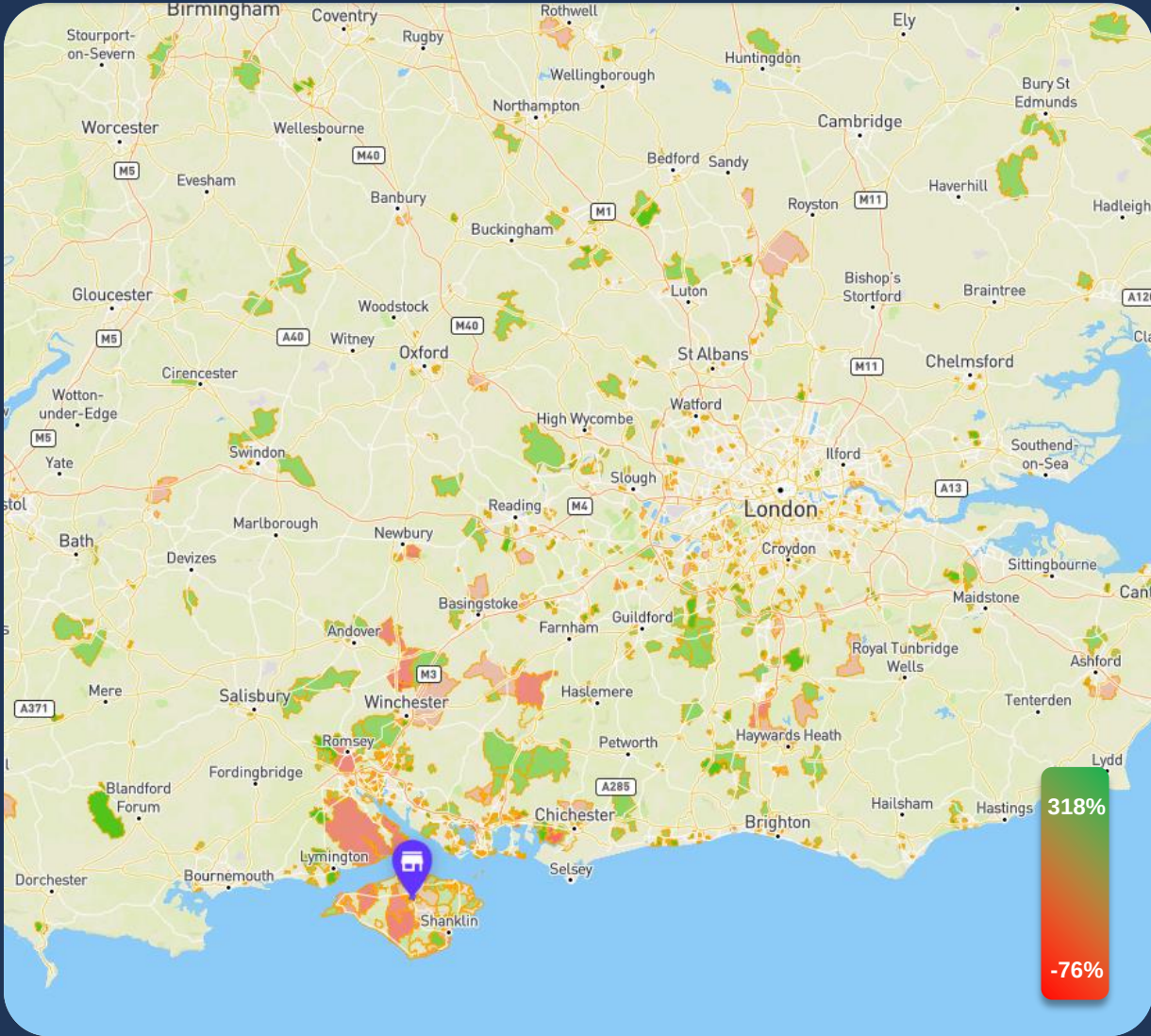


NEWPORT VISITOR CHANGE BY POSTCODE – PRE-COVID BENCHMARKING

CHANGE IN VISITOR LEVELS FEBRUARY 2019-20 VS FEBRUARY 2018-19
(PRE-COVID) (zoomed in)

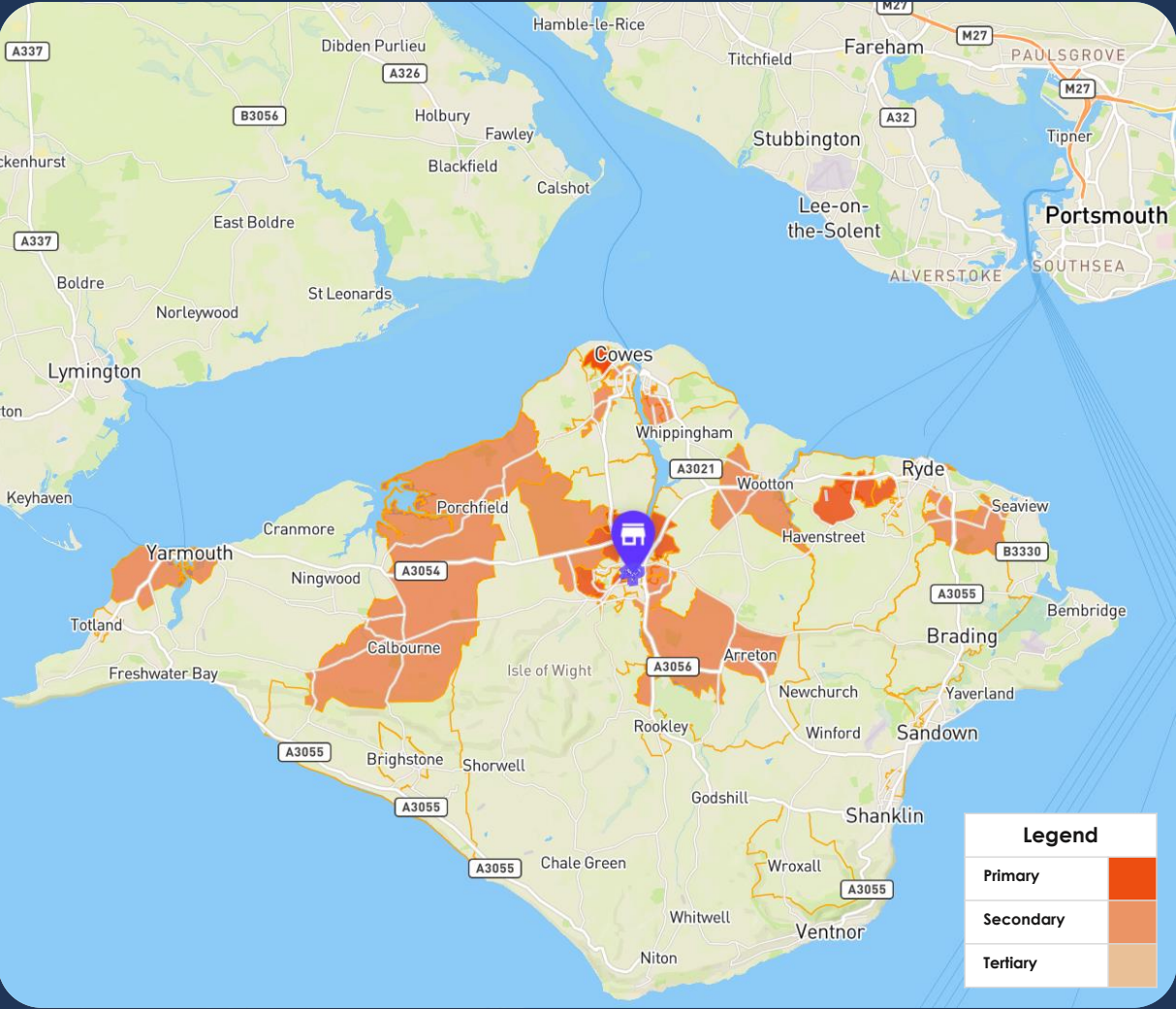


CHANGE IN VISITOR LEVELS FEBRUARY 2019-20 VS FEBRUARY 2018-19
(PRE-COVID) (zoomed out)

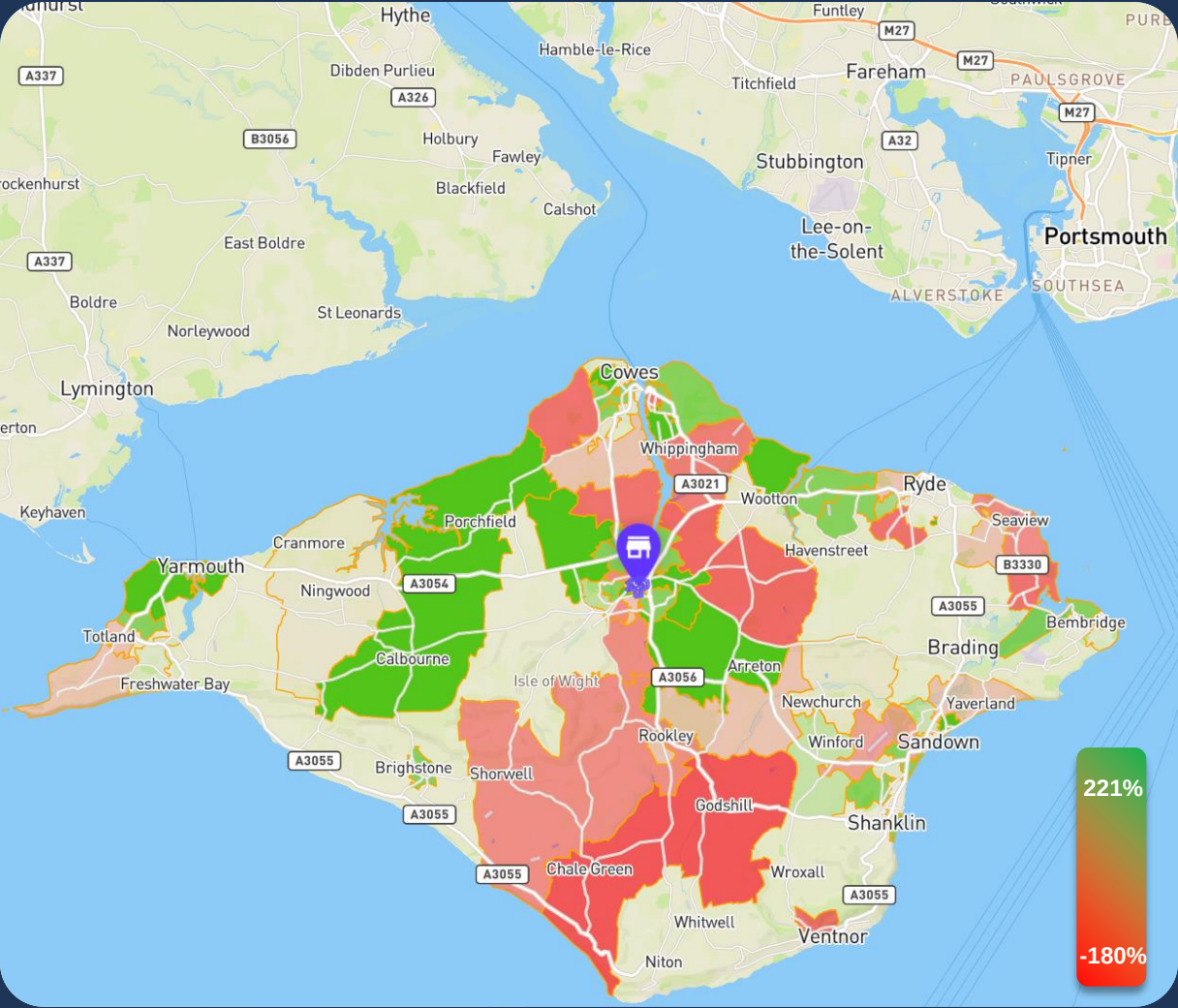


NEWPORT WORKER CATCHMENT CHANGE — MARCH 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE MARCH 2021

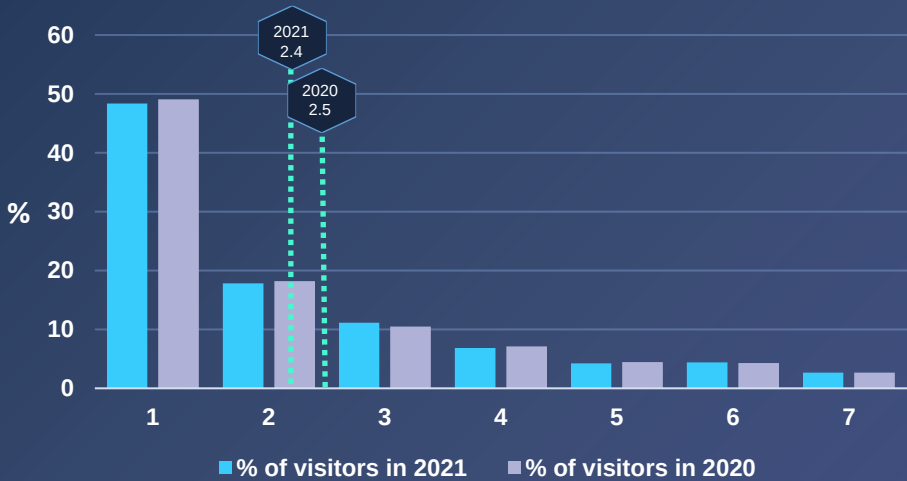


CHANGE IN WORKER CATCHMENT MARCH 2021 vs MARCH 2020

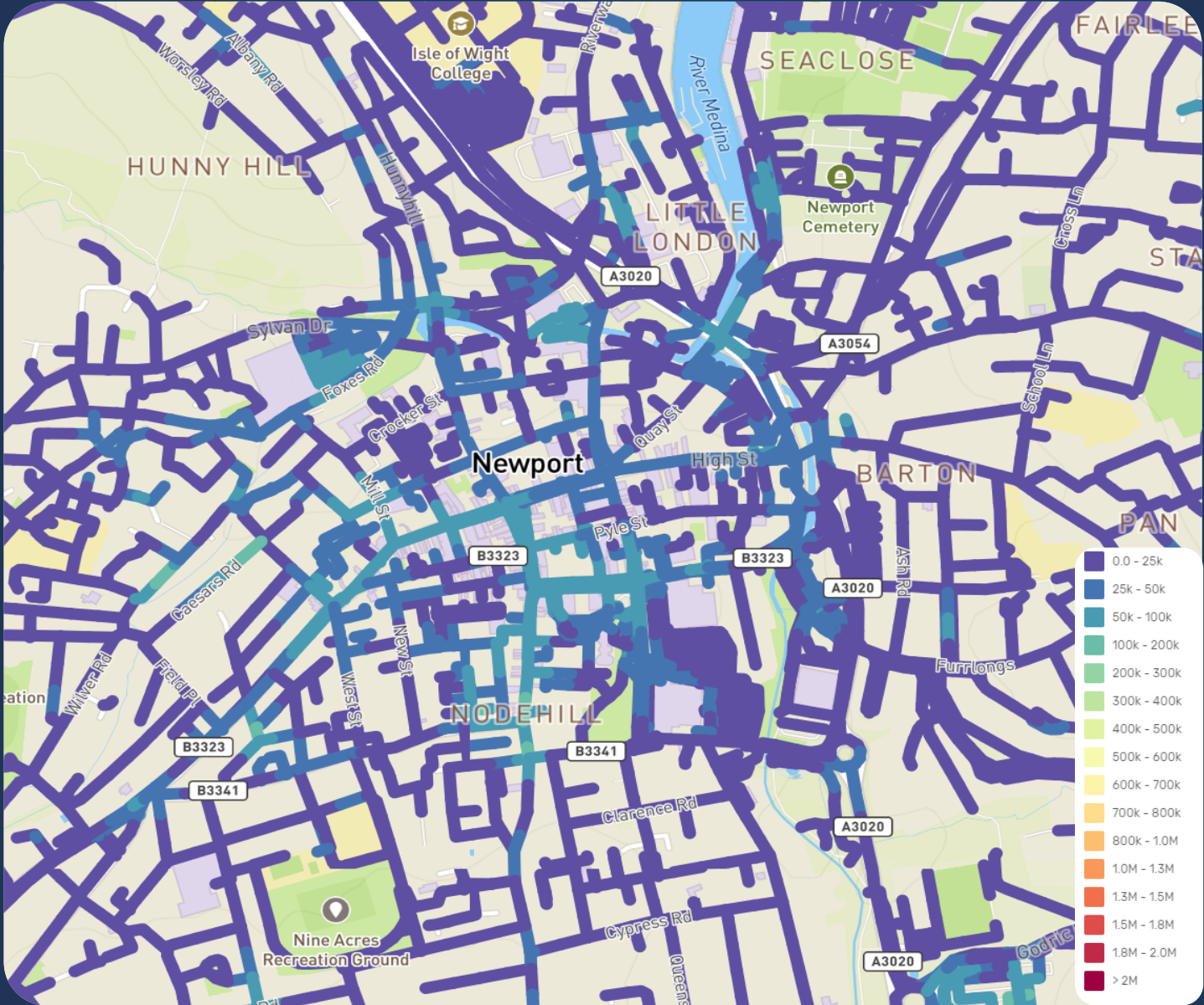
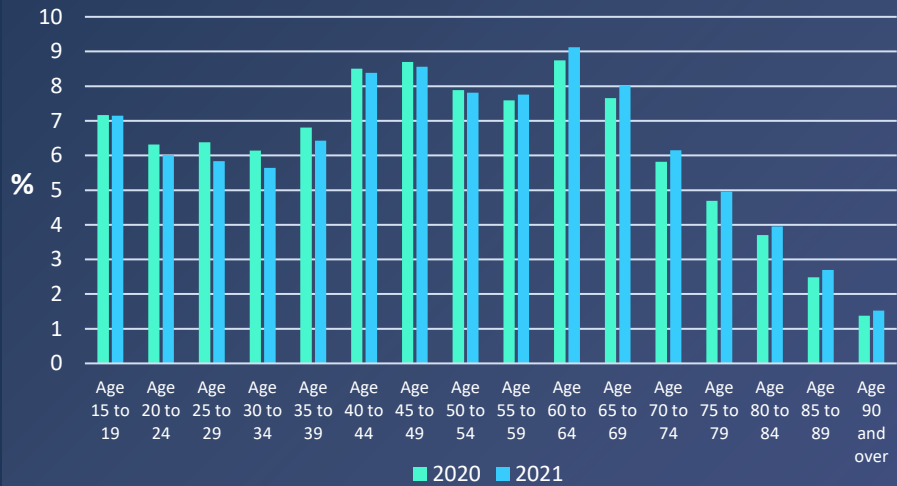


NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (MARCH 2020-21)

NUMBER OF PLACES VISITED PER TRIP



NEWPORT VISITOR AGE RANGE
MARCH 2021 VS MARCH 2020

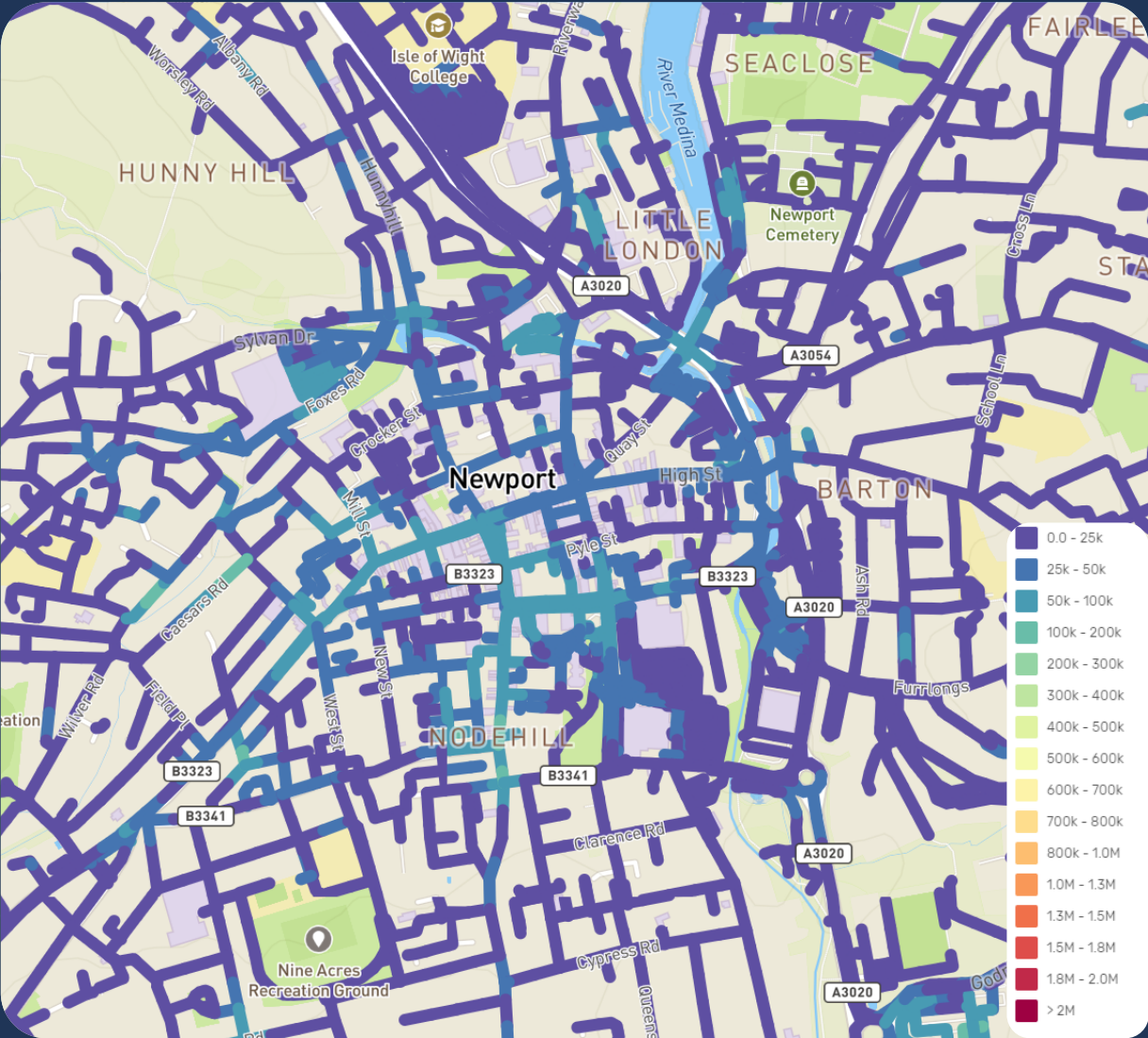


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MARCH 2021

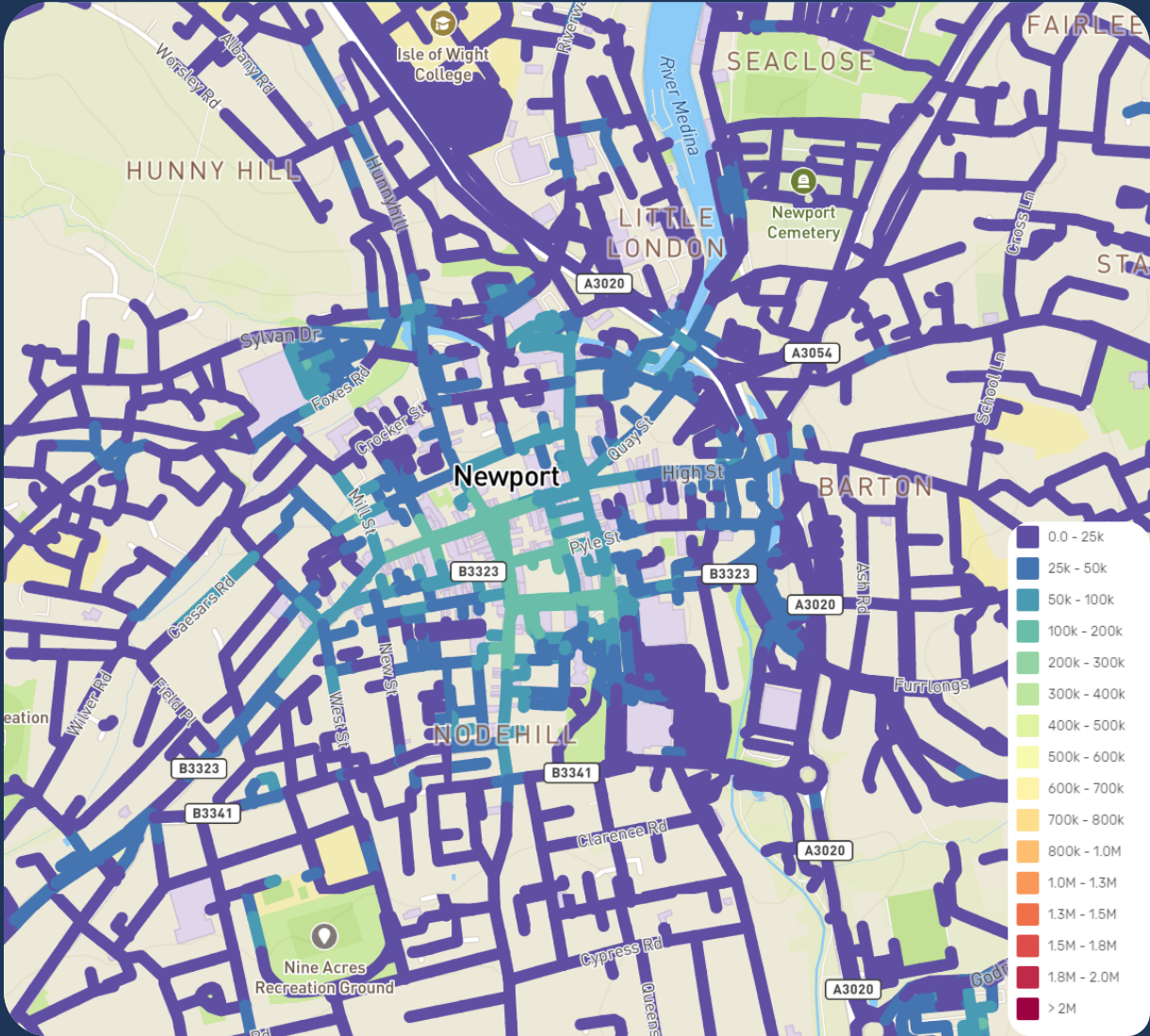
NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – MARCH 2021 & BENCHMARKING



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MARCH 2021



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MARCH 2020



NEWPORT KEY LOCATION FOOTFALL — (MARCH 2021 VS MARCH 2020)



CENTRE FOOTFALL DATA MARCH 2021 VS MARCH 2020 — ENTRY POINTS

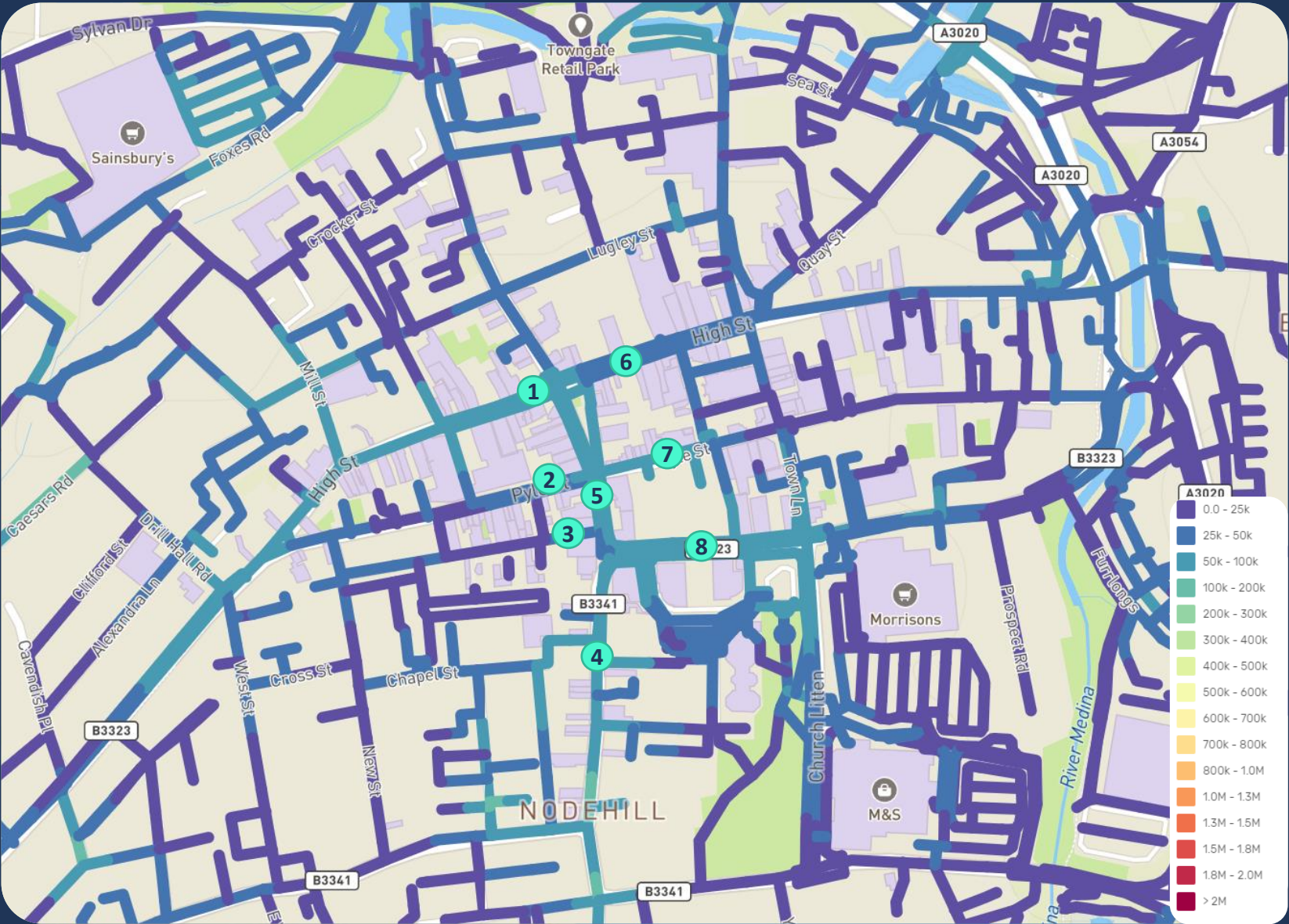


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MARCH 2021

NEWPORT KEY LOCATION FOOTFALL — (MARCH 2021 VS MARCH 2020)



CENTRE FOOTFALL DATA MARCH 2021 VS MARCH 2020 — COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MARCH 2021

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



ST THOMAS SQUARE

TOTAL VISITS

36,197

VISITS MARCH 2021

-59%
VS March 2020



AVERAGE DWELL TIME

27 MINS

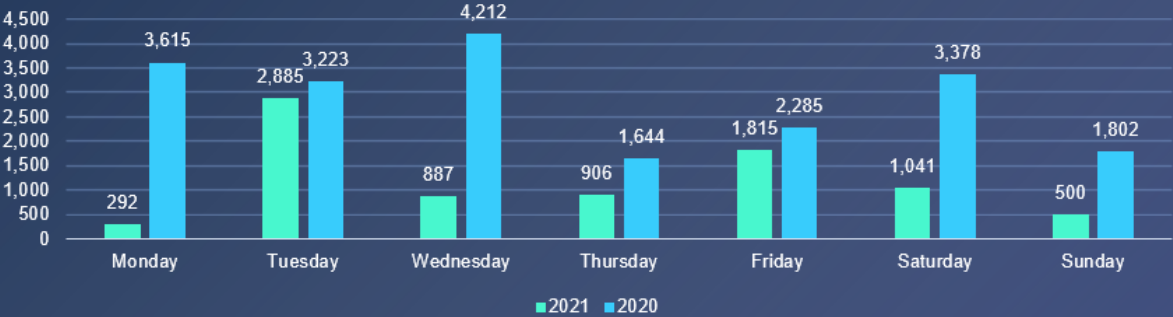
AVERAGE TIME SPENT
MARCH 2021

41 mins
VS March 2020

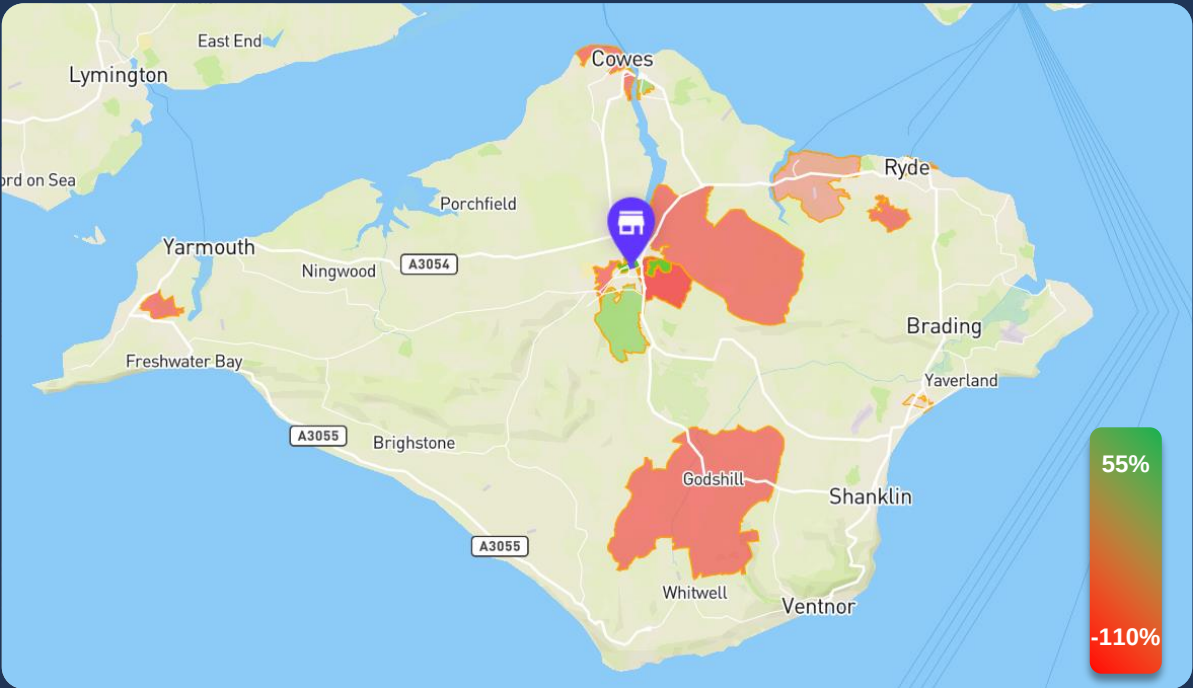
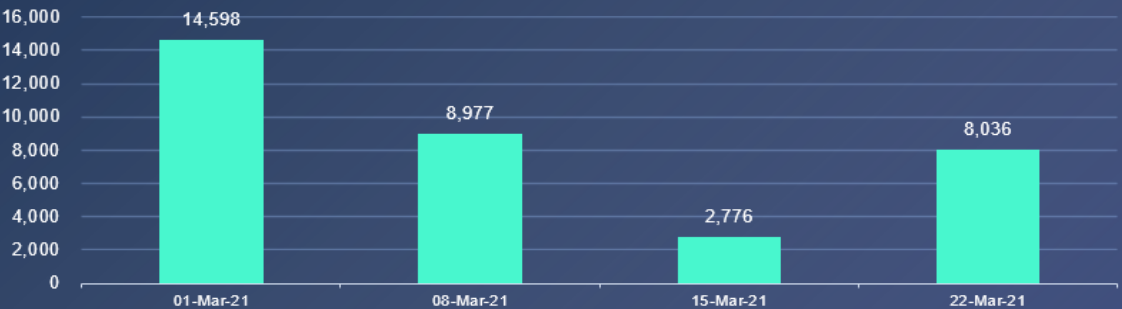


CHANGE IN VISITOR LEVELS MARCH 2021 vs MARCH 2020

AVERAGE DAILY MARCH 2021 VS MARCH 2020



WEEKLY VISITS MARCH 2021



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

ST JAMES SQUARE

TOTAL VISITS

63,193

VISITS MARCH 2021

 -50%
VS March
2020



AVERAGE DWELL TIME

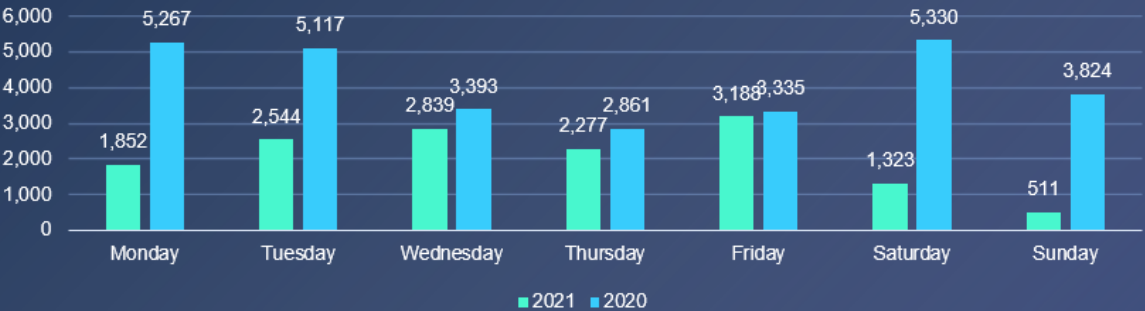
64 MINS

AVERAGE TIME SPENT
MARCH 2021

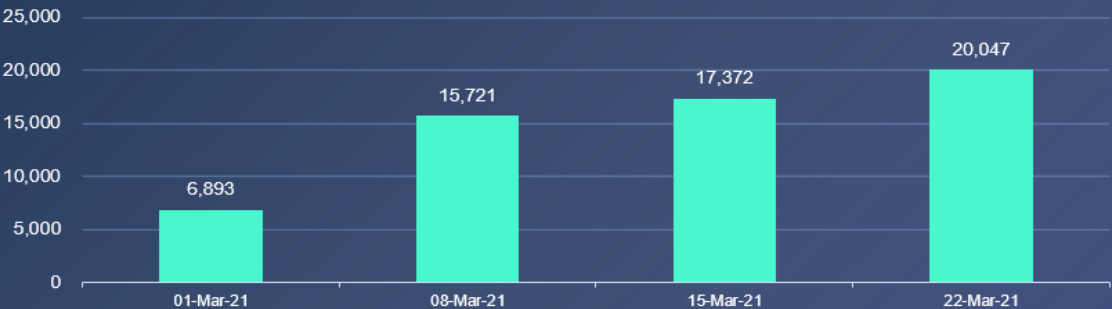
 46 MINS
VS
March
2020



AVERAGE DAILY MARCH 2021 VS MARCH 2020



WEEKLY VISITS MARCH 2021



CHANGE IN VISITOR LEVELS MARCH 2021 VS MARCH 2020

