

# VISITOR INSIGHTS

## BASELINE REPORT

Newport, Isle of Wight

MAY 2021

Produced for Ryde and Newport Heritage Action Zones  
[www.iwhaz.uk](http://www.iwhaz.uk)  
[web@iwhaz.uk](mailto:web@iwhaz.uk)

# NEWPORT TOWN CENTRE — MAY 2021 SUMMARY & BENCHMARKING (MAY 2021-20)



## TOTAL VISITS



1,139,731

VISITS TO THE HIGH STREET



181%

Y/O/Y CHANGE  
\* This compares to an average national benchmark of +187.9%



5%

M/O/M CHANGE



## AVERAGE DWELL TIME



145 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



65%

Y/O/Y CHANGE



0%

M/O/M CHANGE



## PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.6

PLACES VISITED



2.4

PLACES VISITED



## POPULAR VISIT DAY



SATURDAY

48k AVERAGE VISITS ON FRIDAY IN MAY



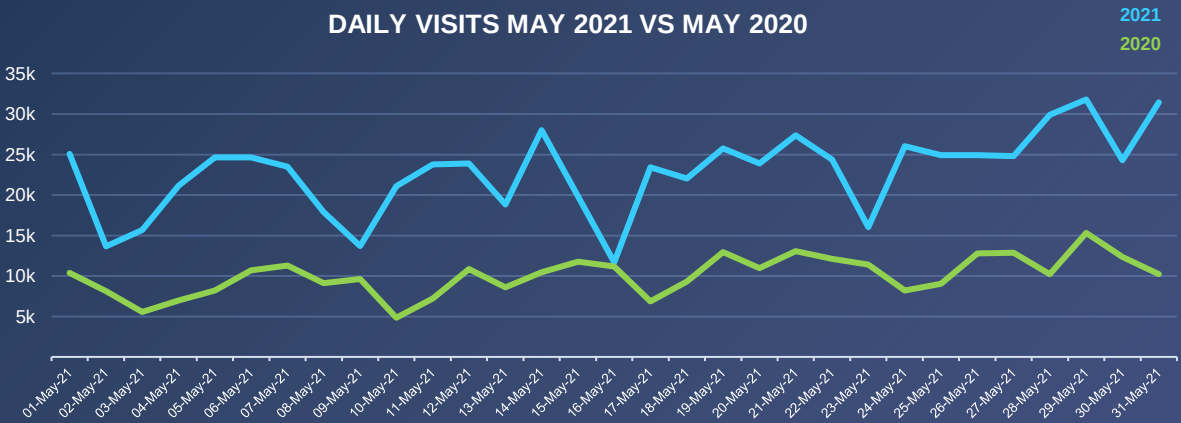
FRIDAY



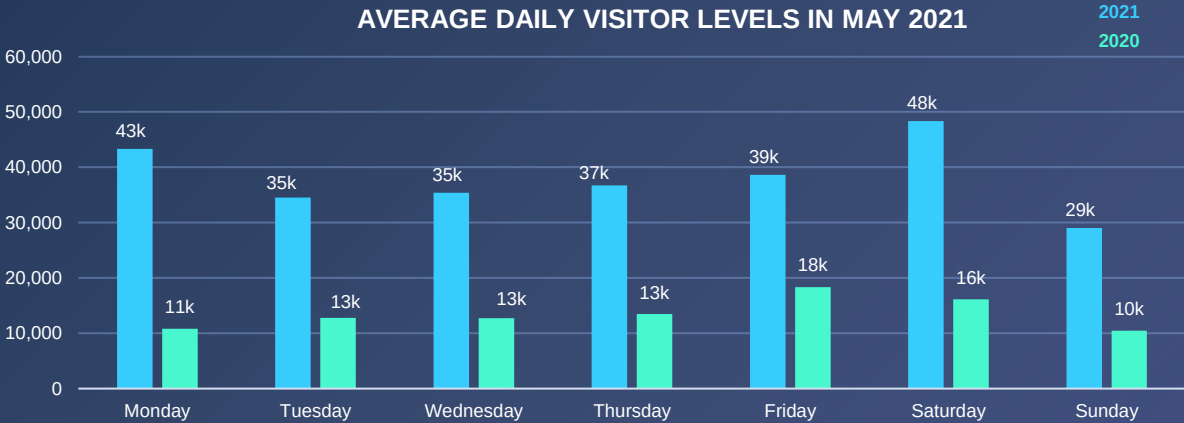
FRIDAY



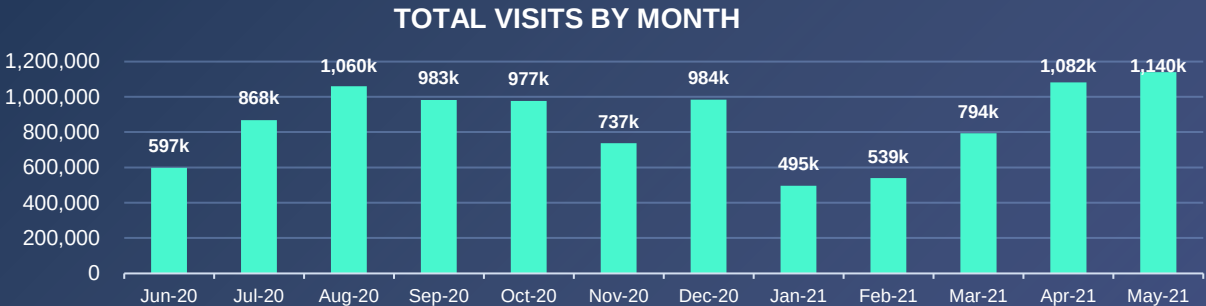
## DAILY VISITS MAY 2021 VS MAY 2020



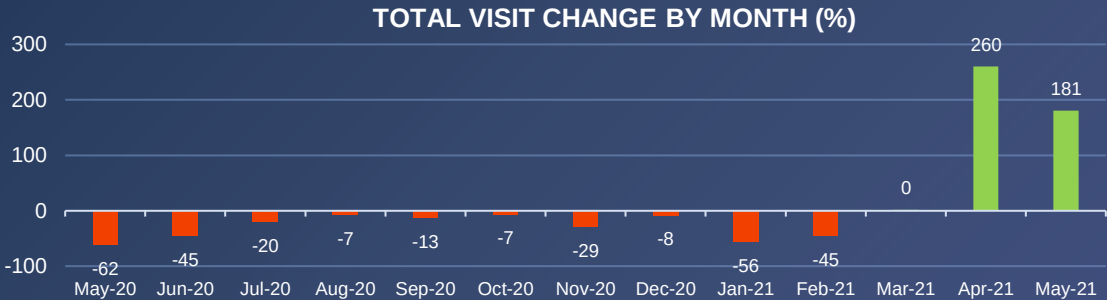
## AVERAGE DAILY VISITOR LEVELS IN MAY 2021



## TOTAL VISITS BY MONTH



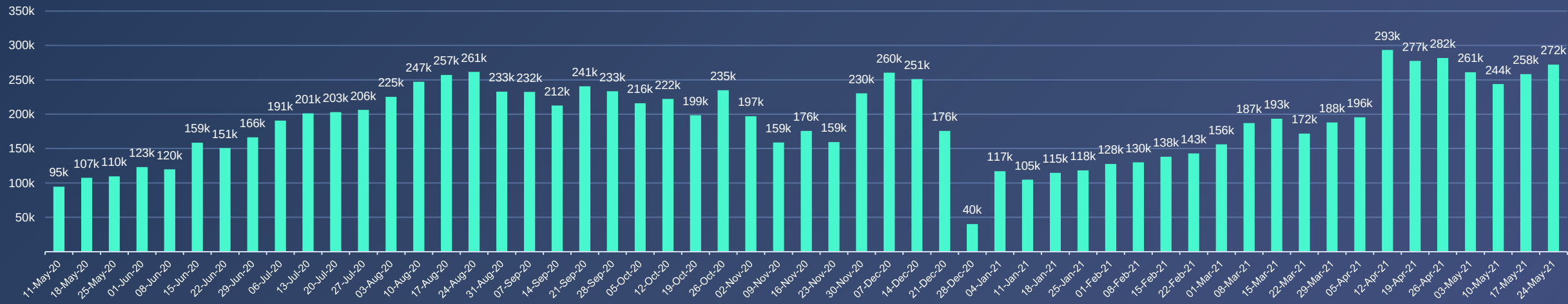
## TOTAL VISIT CHANGE BY MONTH (%)



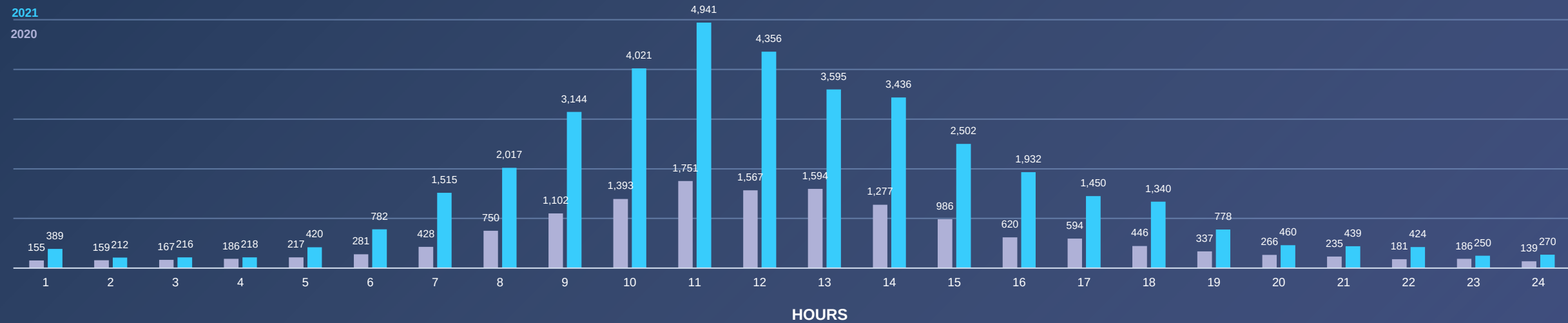
# NEWPORT TOWN CENTRE — MAY 2021 SUMMARY & BENCHMARKING (MAY 2021-20)



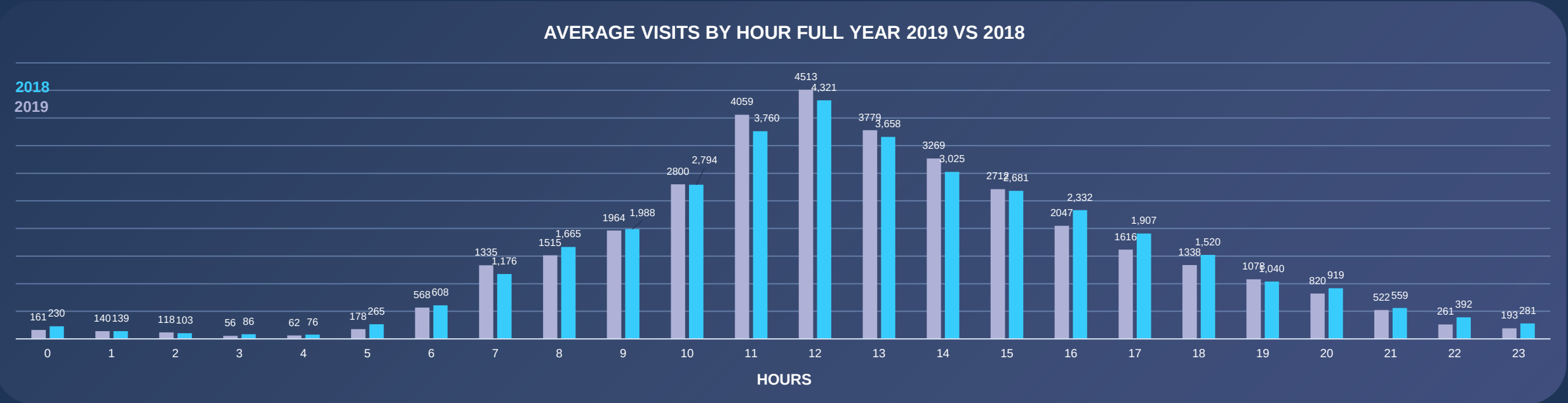
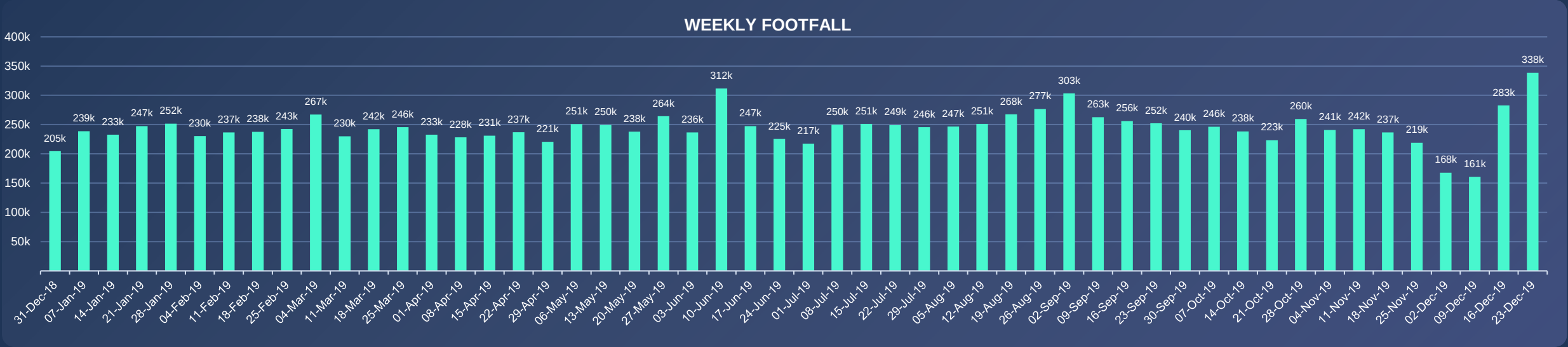
WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR



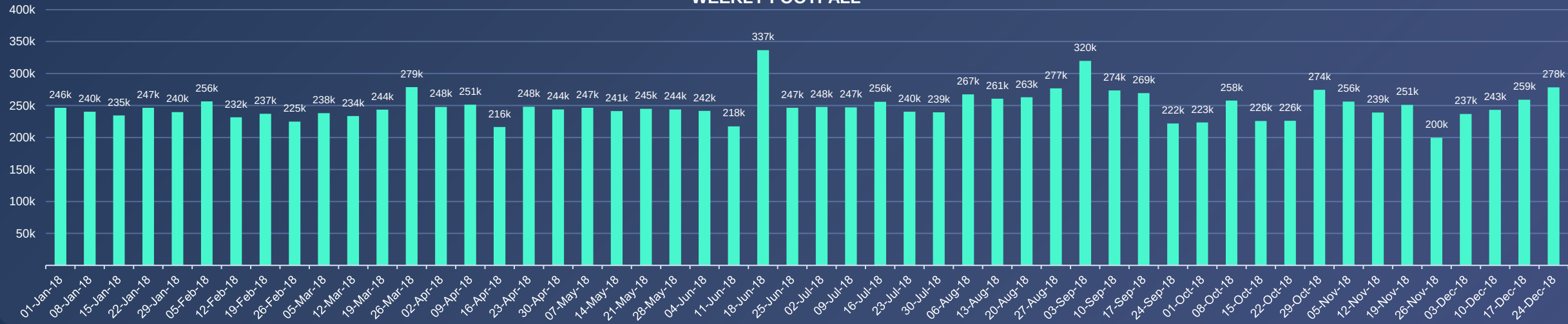
# NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



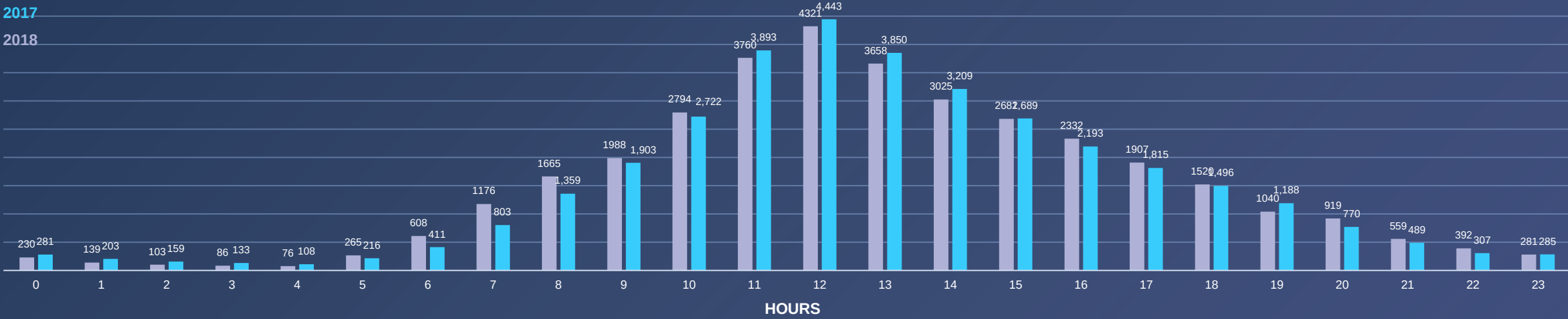
# NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



# NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

## TOTAL ANNUAL VISITS



10,672,226

VISITS TO THE HIGH STREET  
MAY 20- MAY 21

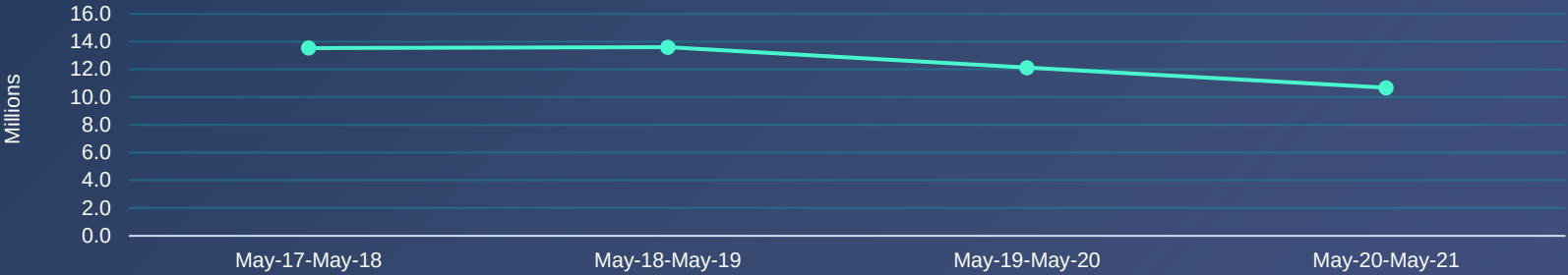


-21%

4 YEAR CHANGE



## FOOTFALL



## AVERAGE DWELL TIME



127 MINS

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

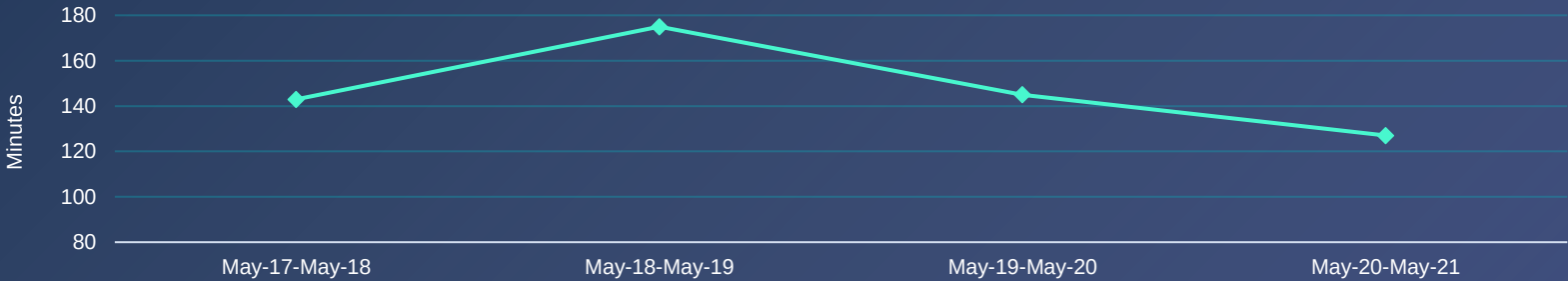


-11%

4 YEAR CHANGE



## DWELL TIME



## PLACES VISITED



2.5

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

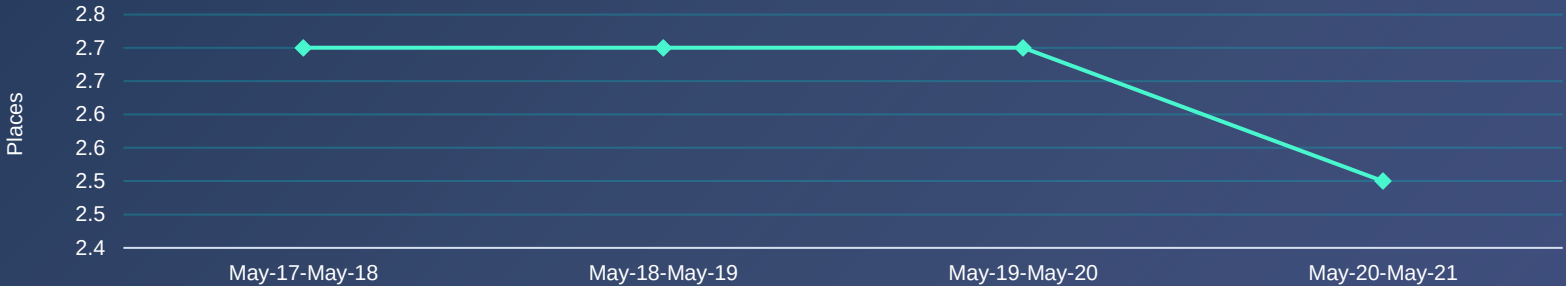


-7%

4 YEAR CHANGE

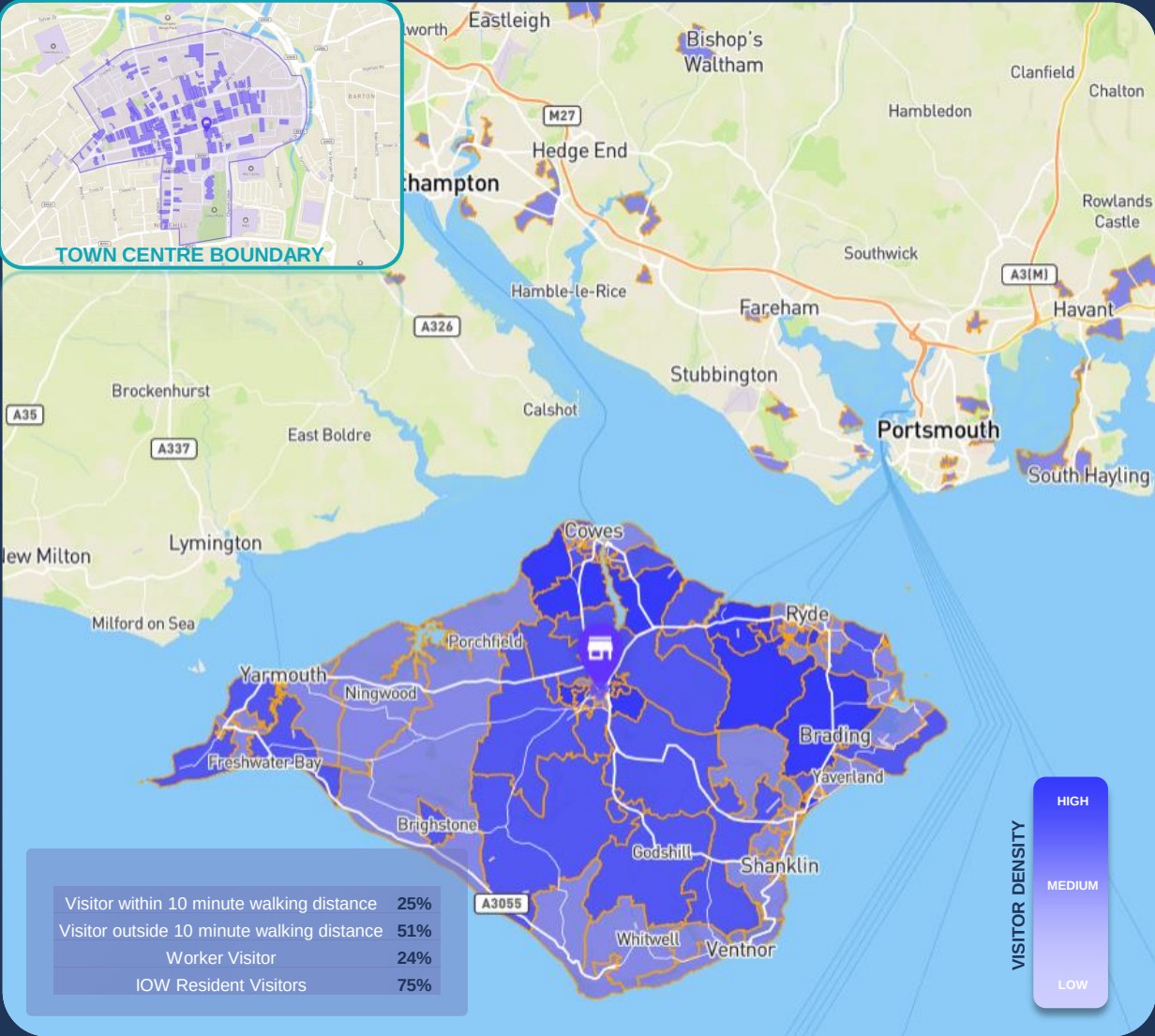


## PLACES VISITED

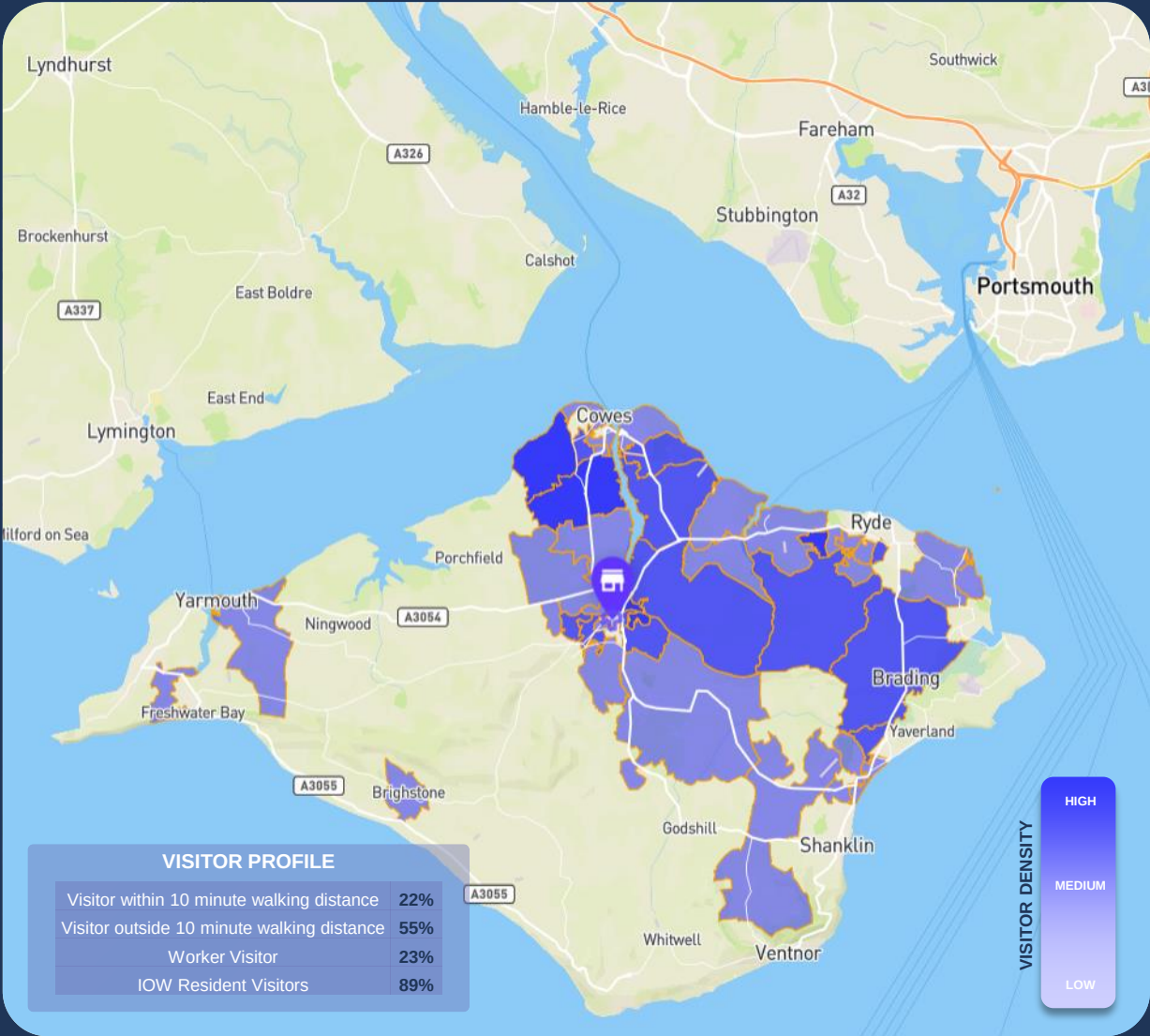


# NEWPORT VISITOR CATCHMENT — MAY 2021 & BENCHMARKING (MAY 2020-21)

VISITOR CATCHMENT BY POSTCODE  
JUNE 2020 - MAY 2021 (zoomed in)

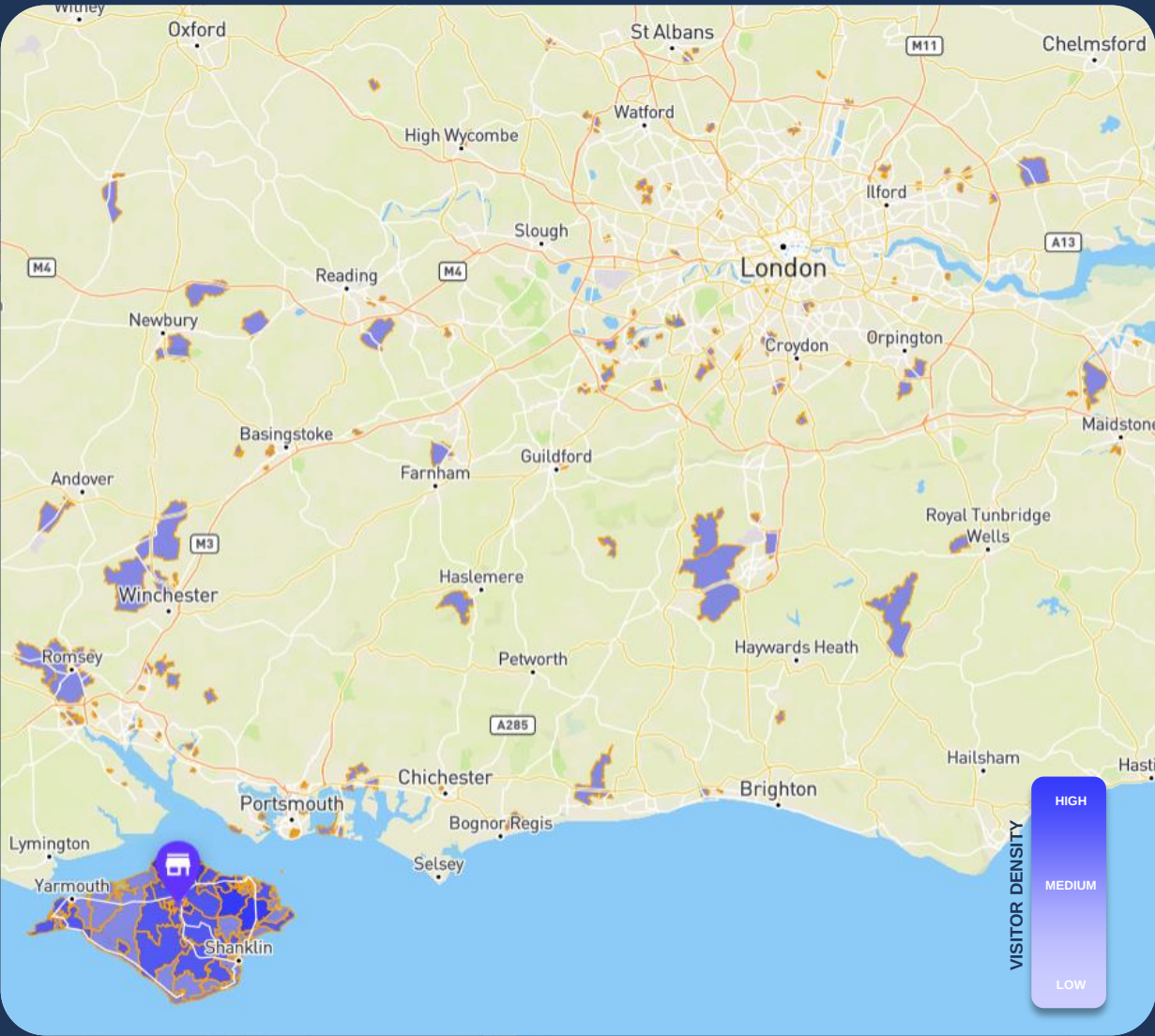


VISITOR CATCHMENT BY POSTCODE  
IN MAY 2021 (zoomed in)

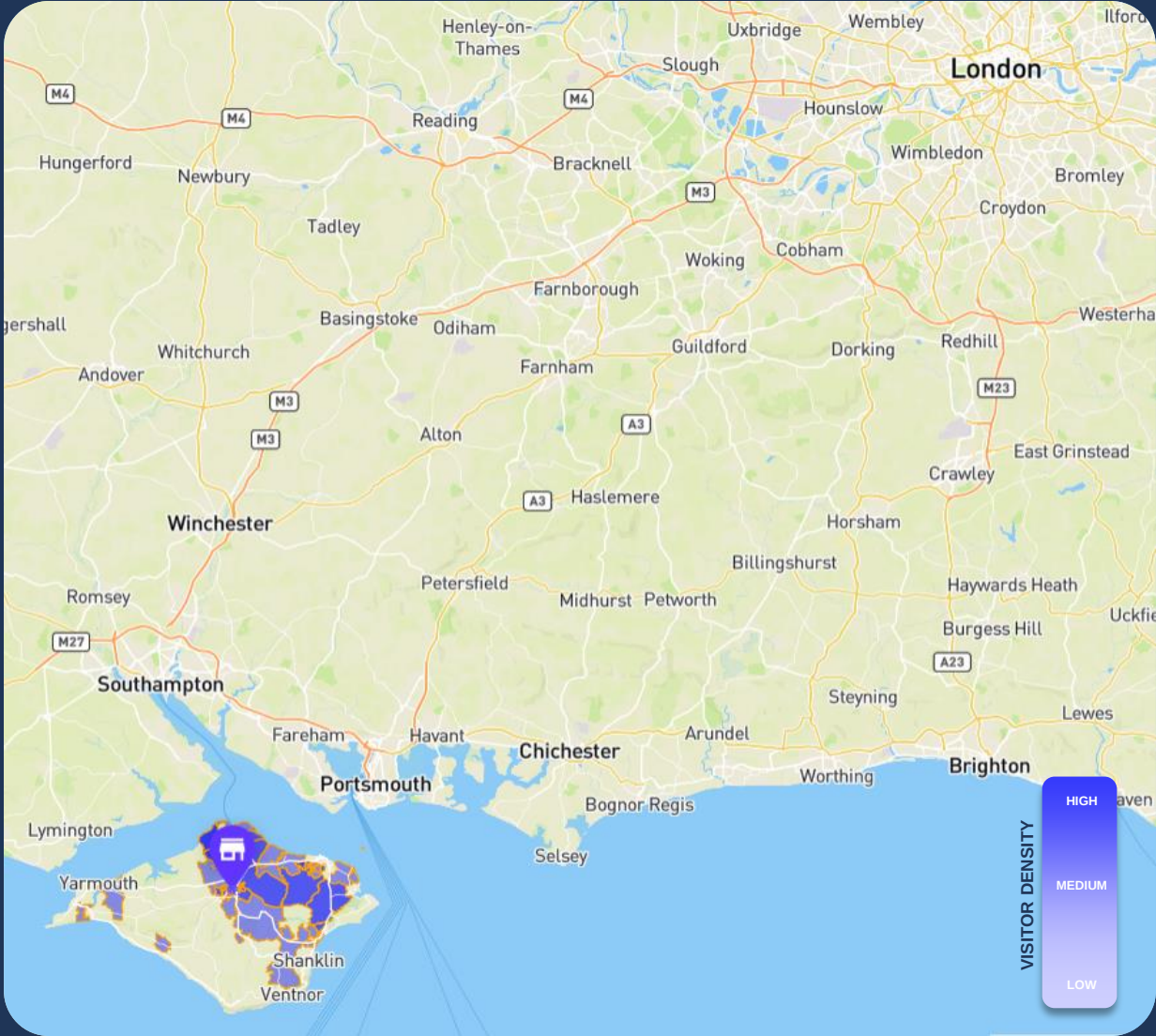


# NEWPORT VISITOR CATCHMENT — MAY 2021 & BENCHMARKING (MAY 2020-21)

VISITOR CATCHMENT BY POSTCODE  
JUNE 2020 – MAY 2021 (zoomed out)

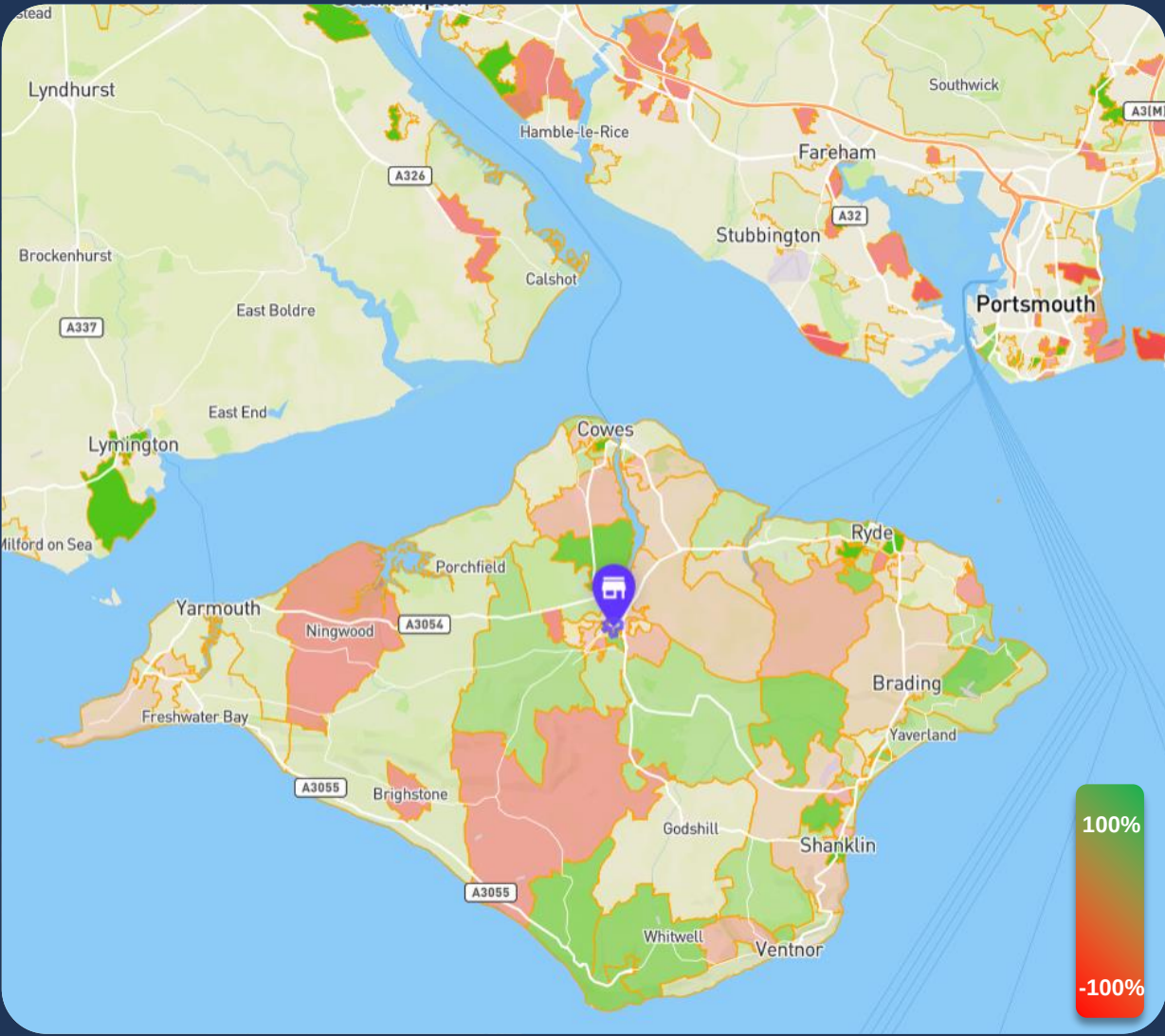


VISITOR CATCHMENT BY POSTCODE  
IN MAY 2021 (zoomed out)

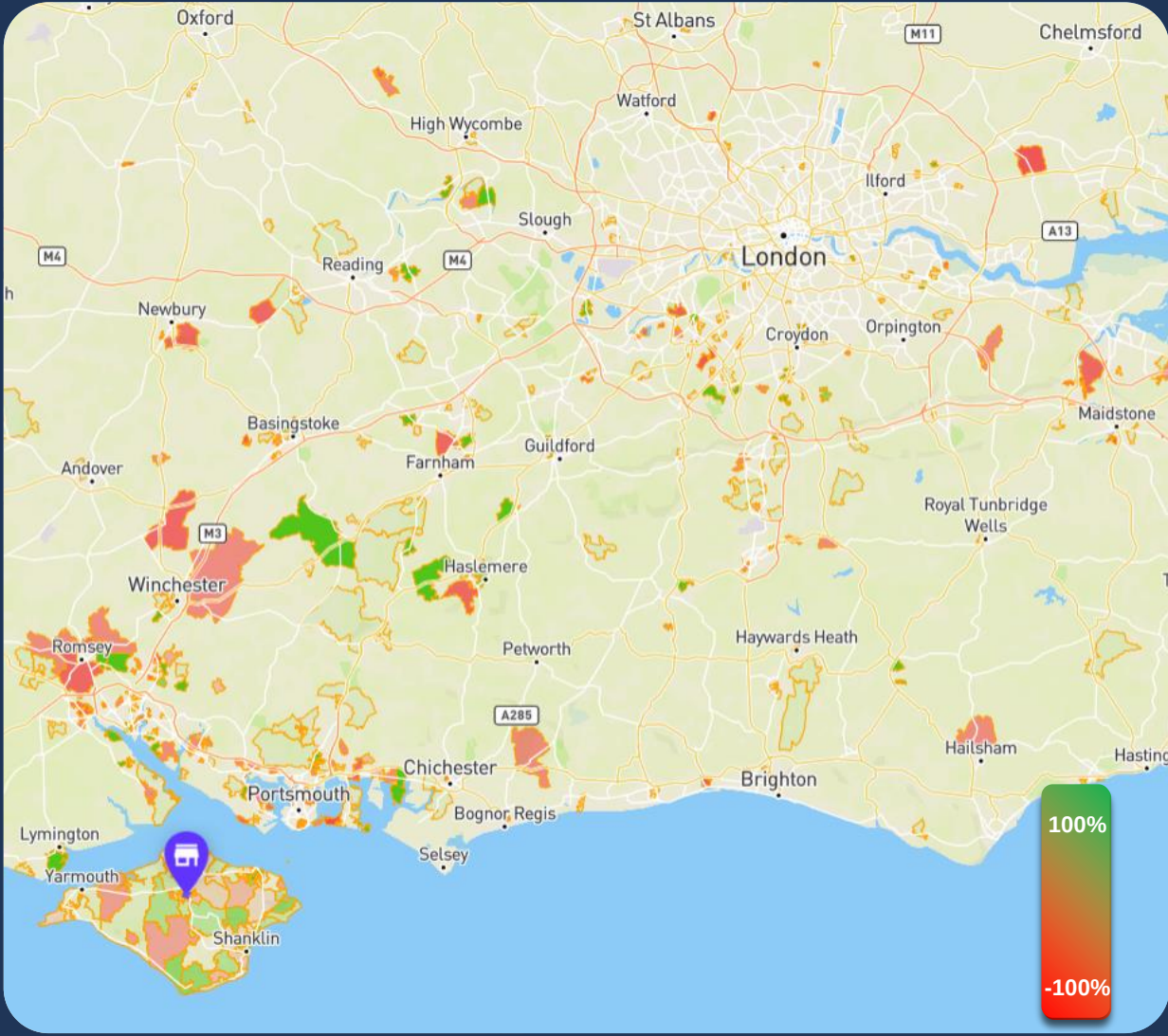


# NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (MAY 2020-21)

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

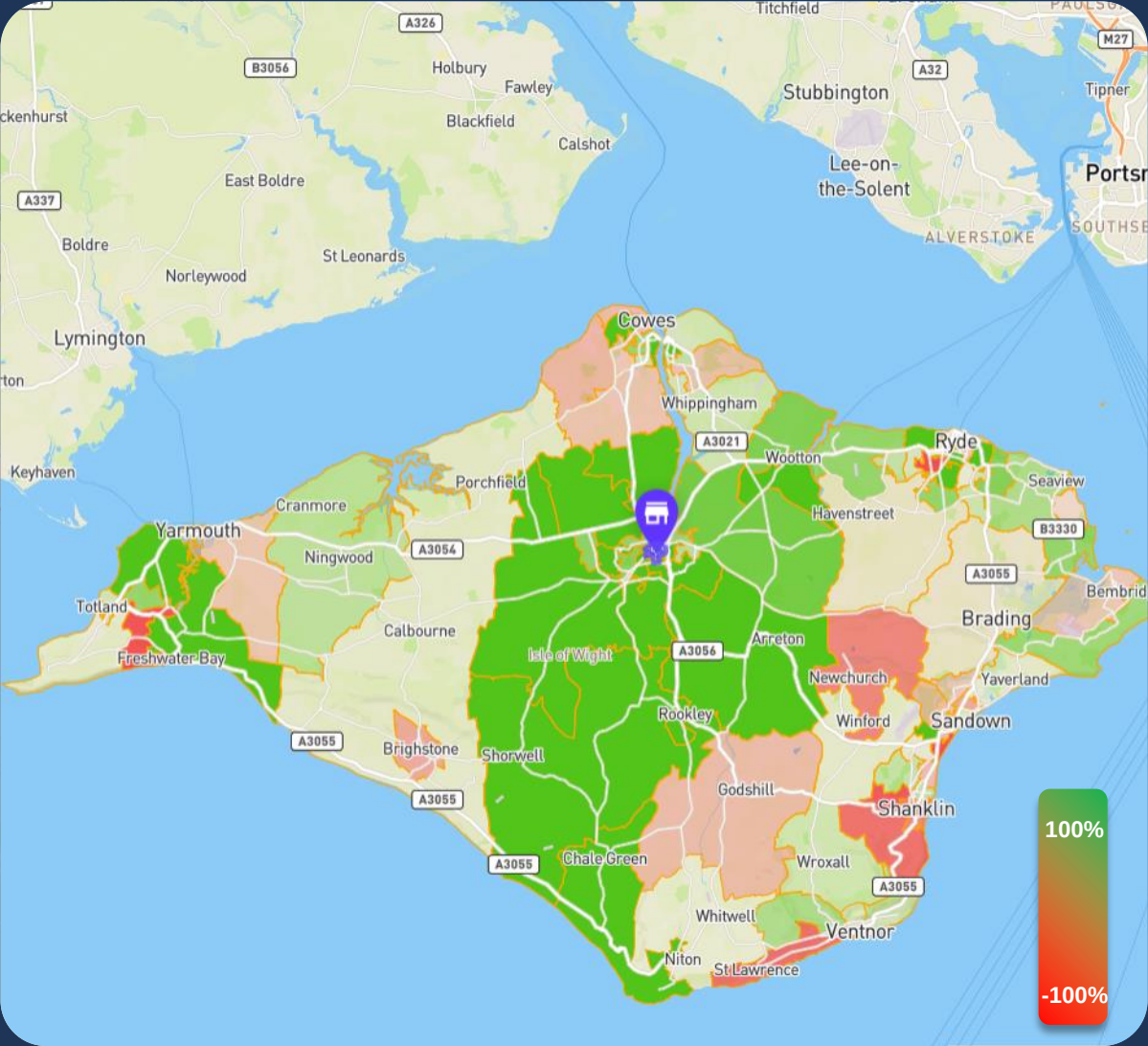


CHANGE IN VISITOR LEVELS  
MAY 2020-21 vs MAY 2019-20 (zoomed out)

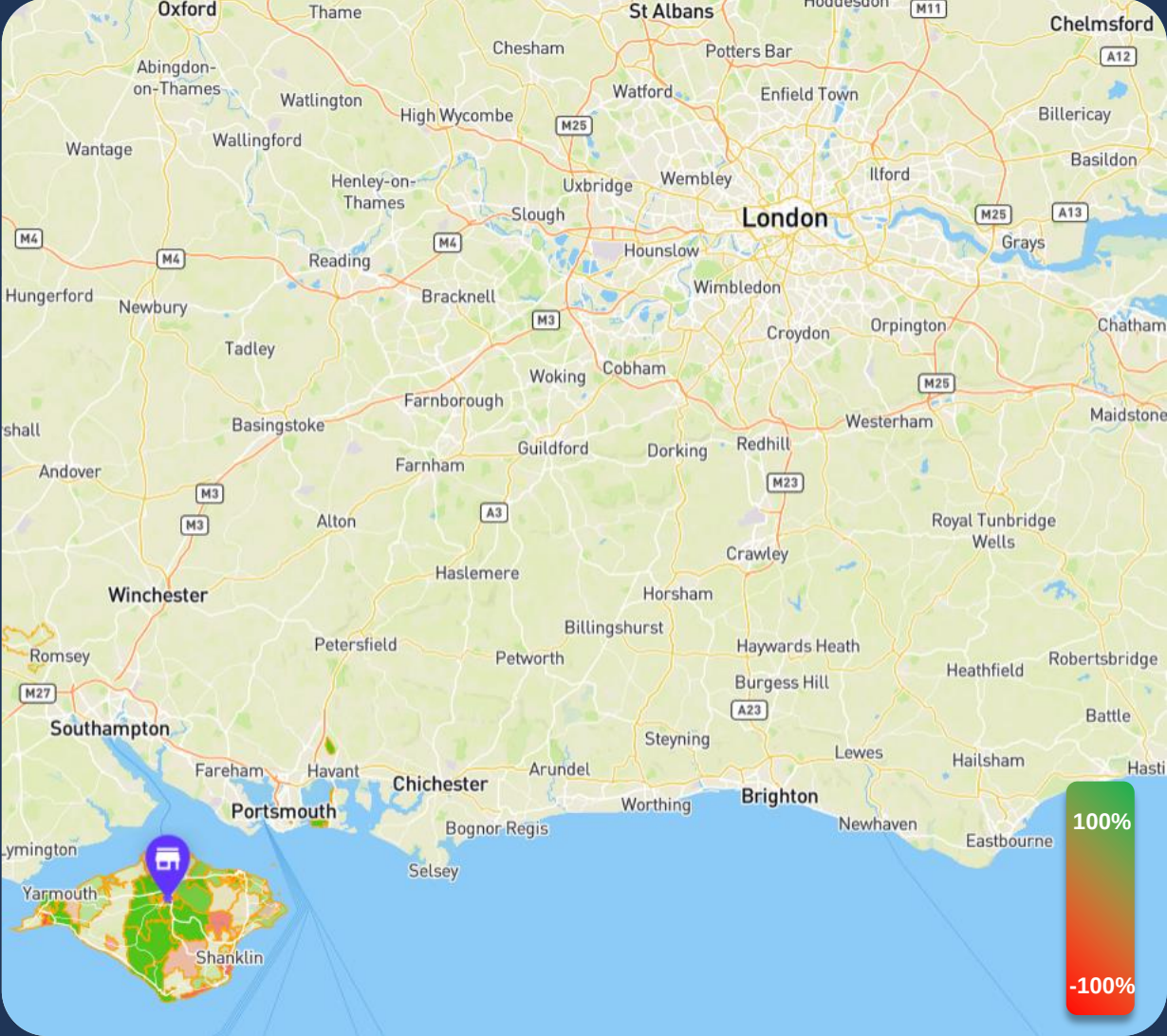


# NEWPORT VISITOR CHANGE BY POSTCODE – MAY 2021 & BENCHMARKING

CHANGE IN VISITOR LEVELS  
MAY 2021 vs MAY 2020 (zoomed in)

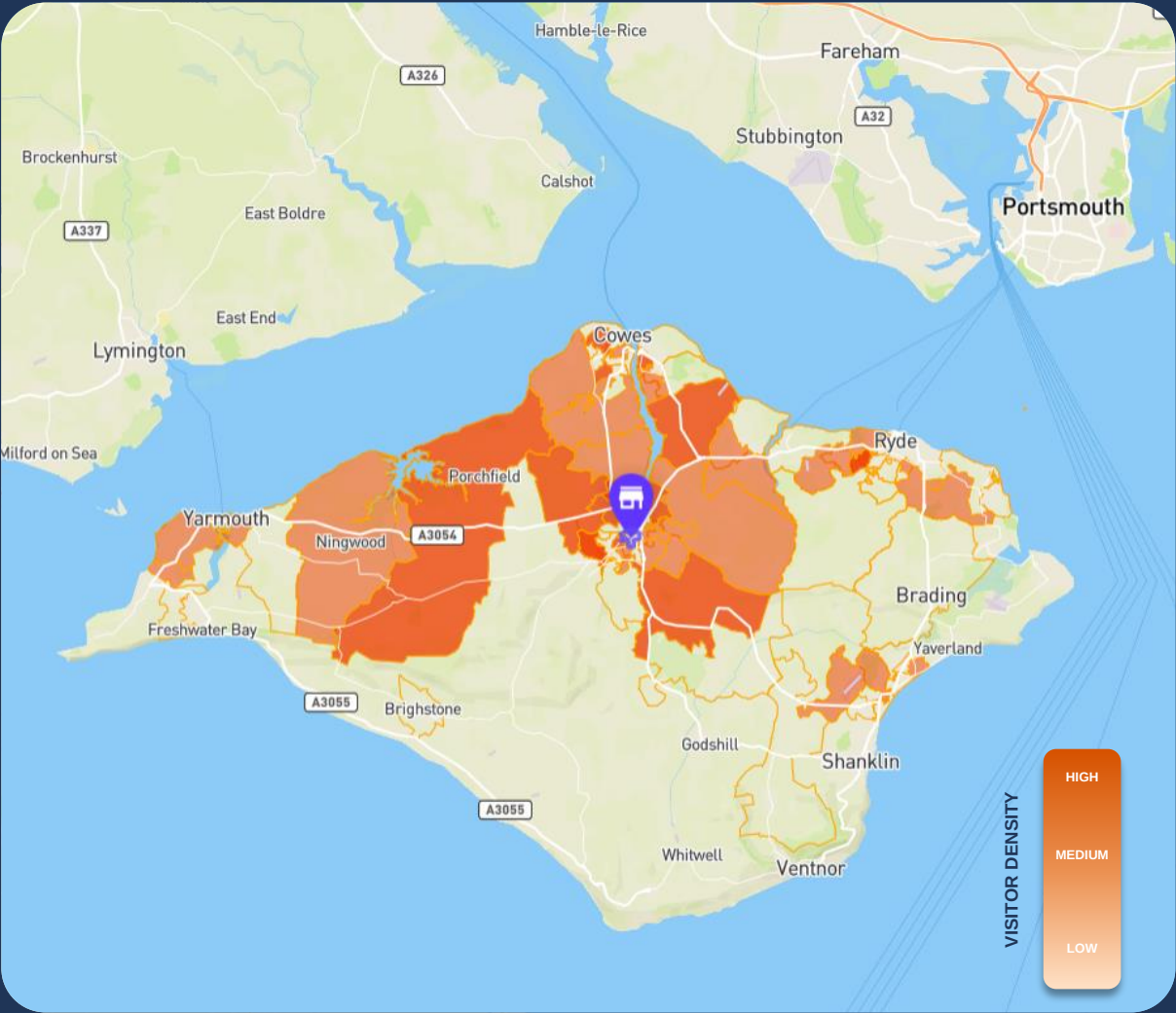


CHANGE IN VISITOR LEVELS  
MAY 2021 vs MAY 2020 (zoomed out)

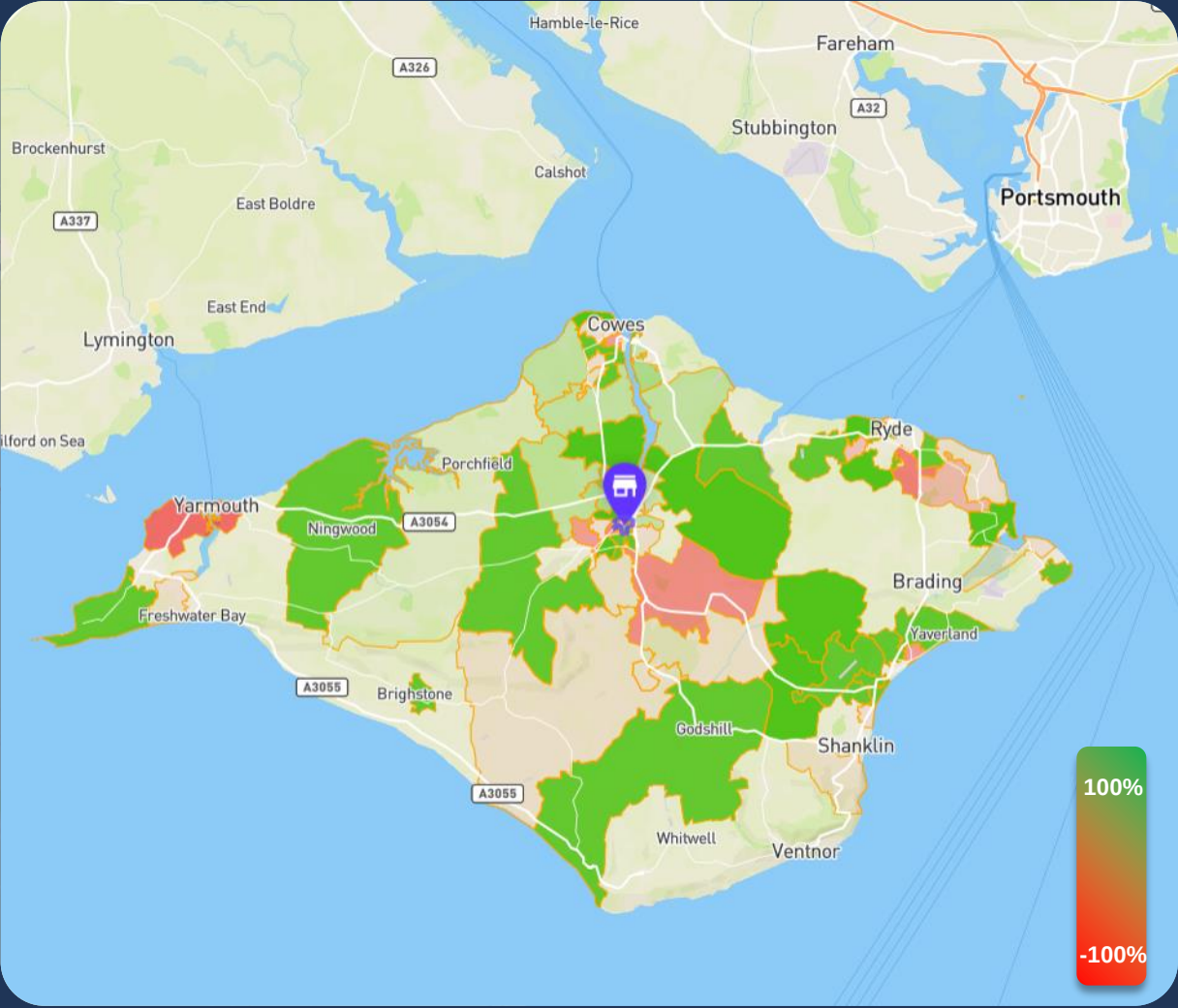


# NEWPORT WORKER CATCHMENT CHANGE — MAY 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE MAY 2021

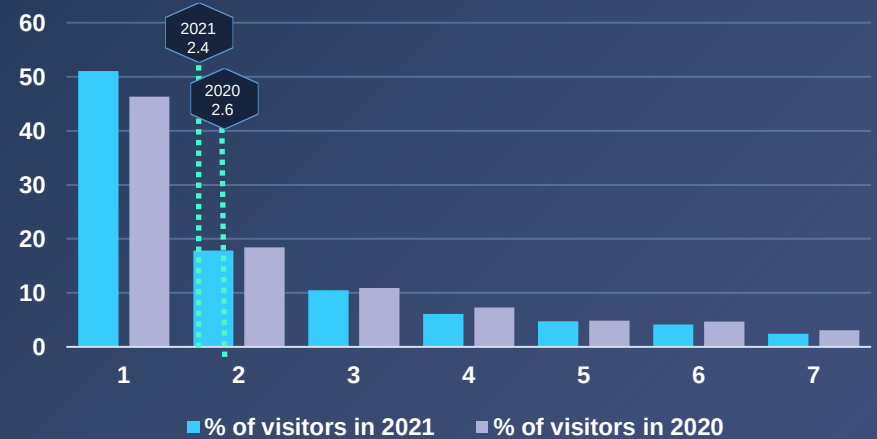


CHANGE IN WORKER CATCHMENT MAY 2021 vs MAY 2020

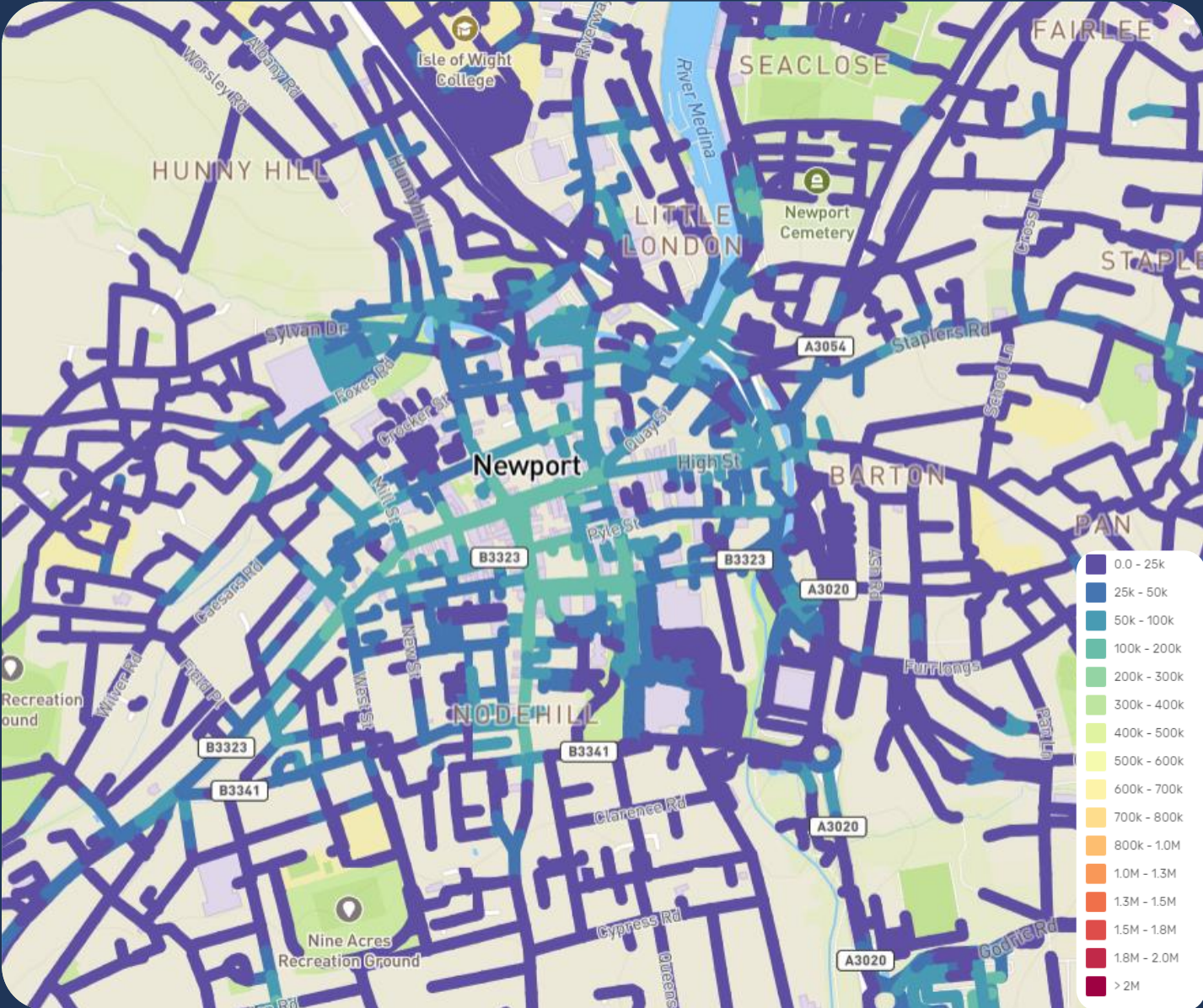
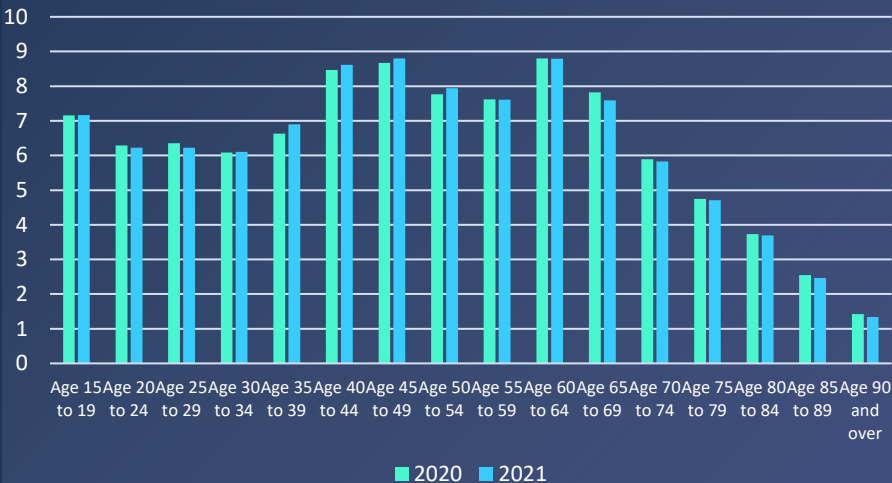


# NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (MAY 2021-20)

NUMBER OF PLACES VISITED PER TRIP (%)



NEWPORT VISITOR AGE RANGE (%)  
MAY 2021 VS MAY 2020

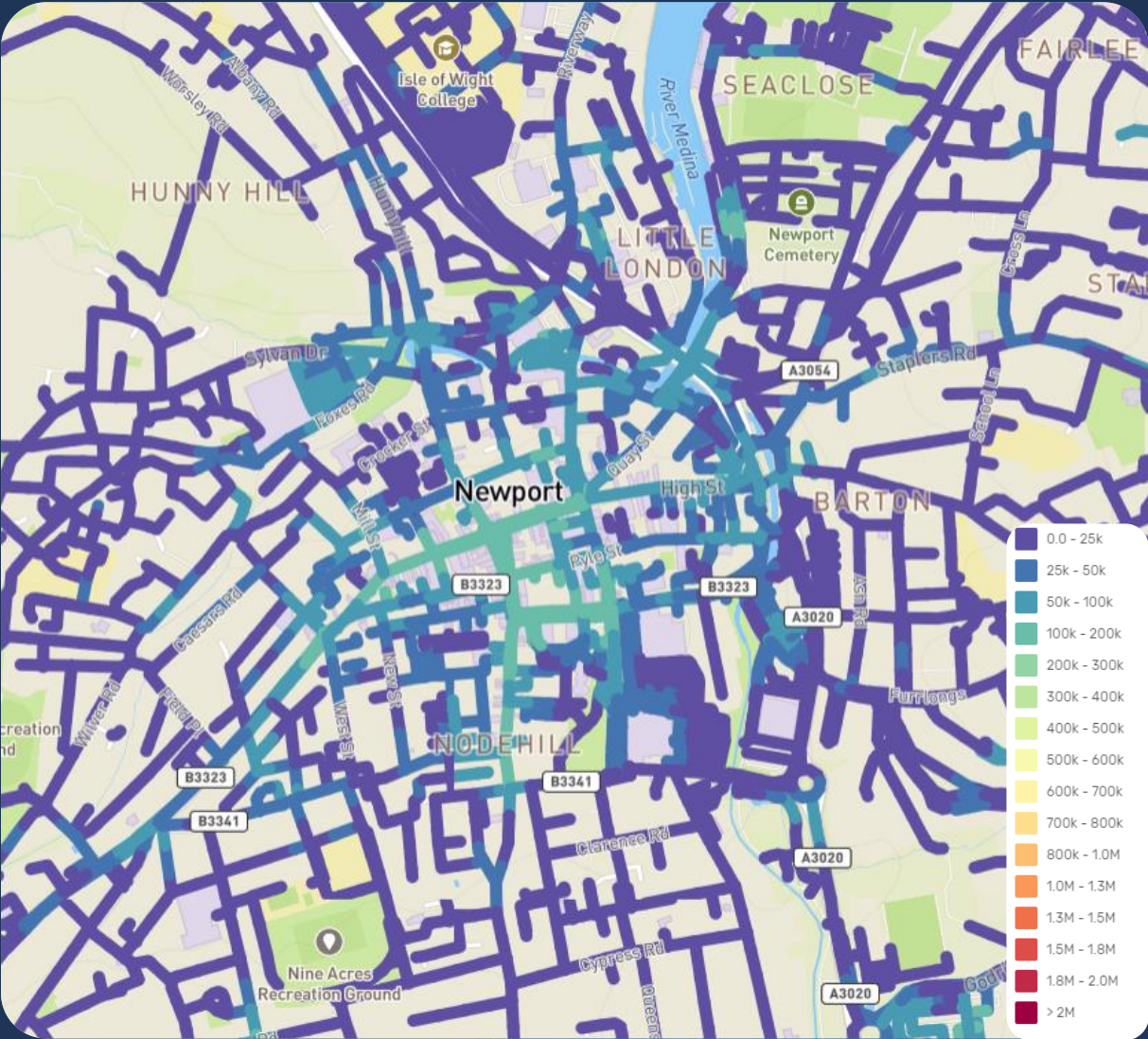


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MAY 2021

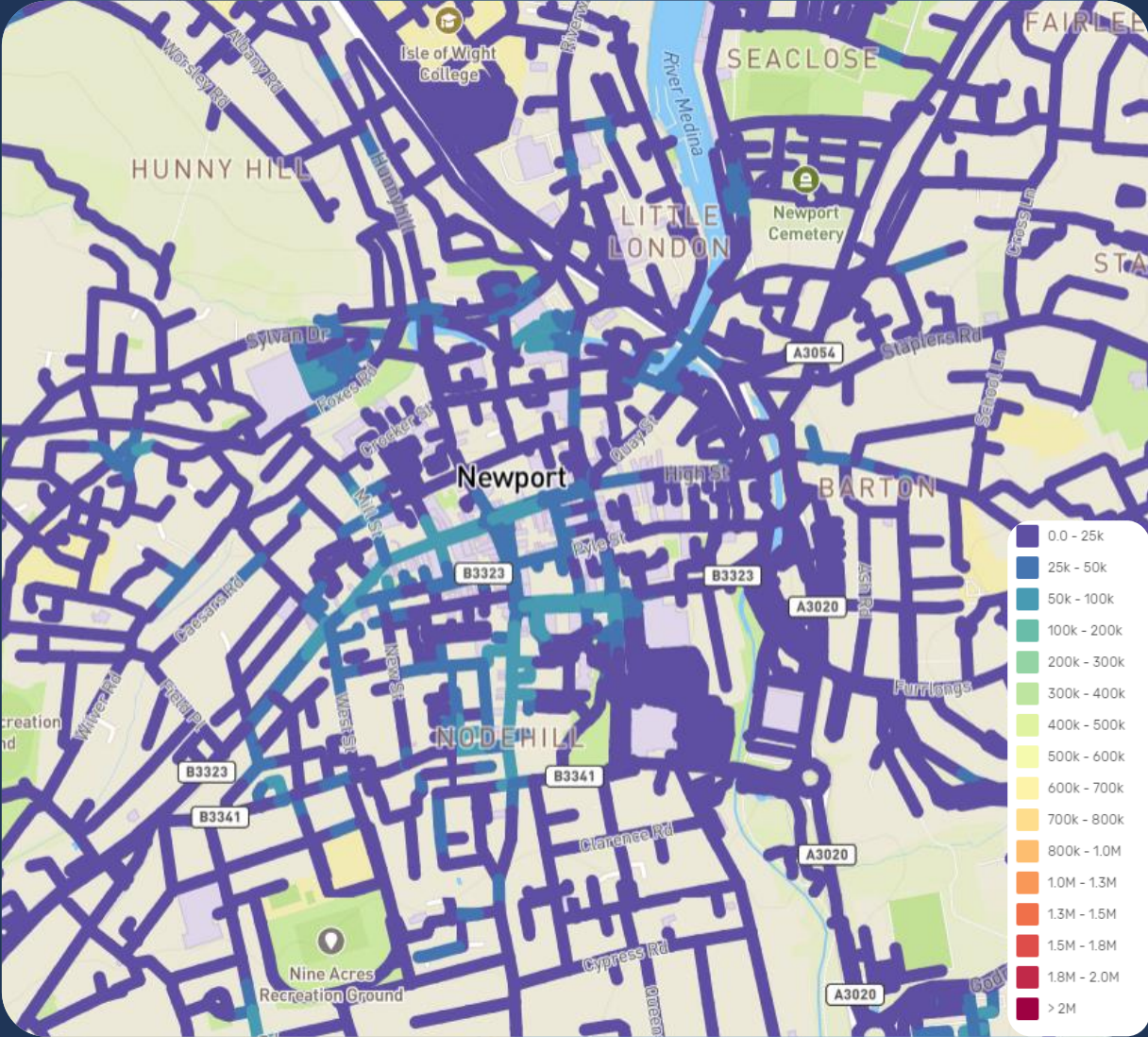
# NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – MAY 2021 & BENCHMARKING



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MAY 2021



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MAY 2020



KEY: PEDESTRIAN NUMBERS MAY 2021

# NEWPORT KEY LOCATION FOOTFALL — (MAY 2021 VS MAY 2020)



## CENTRE FOOTFALL DATA MAY 2021 VS MAY 2020 – ENTRY POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2021

# NEWPORT KEY LOCATION FOOTFALL — (MAY 2021 VS MAY 2020)



## CENTRE FOOTFALL DATA MAY 2021 VS MAY 2020 – COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2021

# TOWN CENTRE KEY LOCATIONS - MAY 2021 & BENCHMARKING (MAY 2021-20)



## ST THOMAS SQUARE

### TOTAL VISITS

75,313

VISITS MAY 20



### AVERAGE DWELL TIME

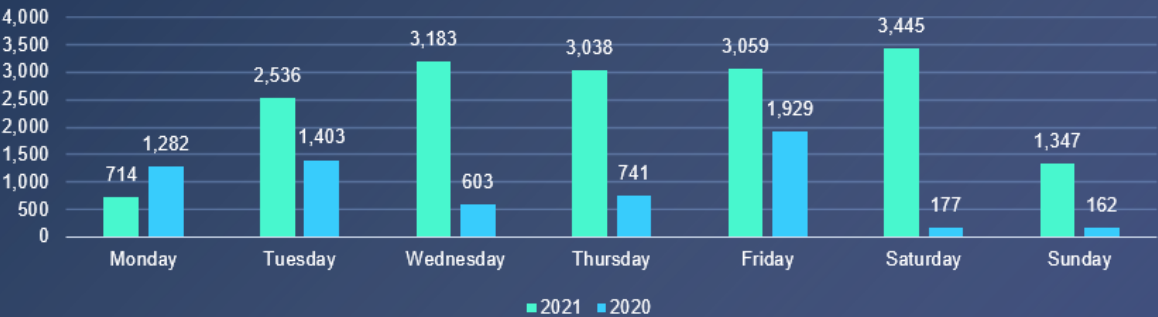
48 MINS

AVERAGE TIME SPENT  
MAY 20

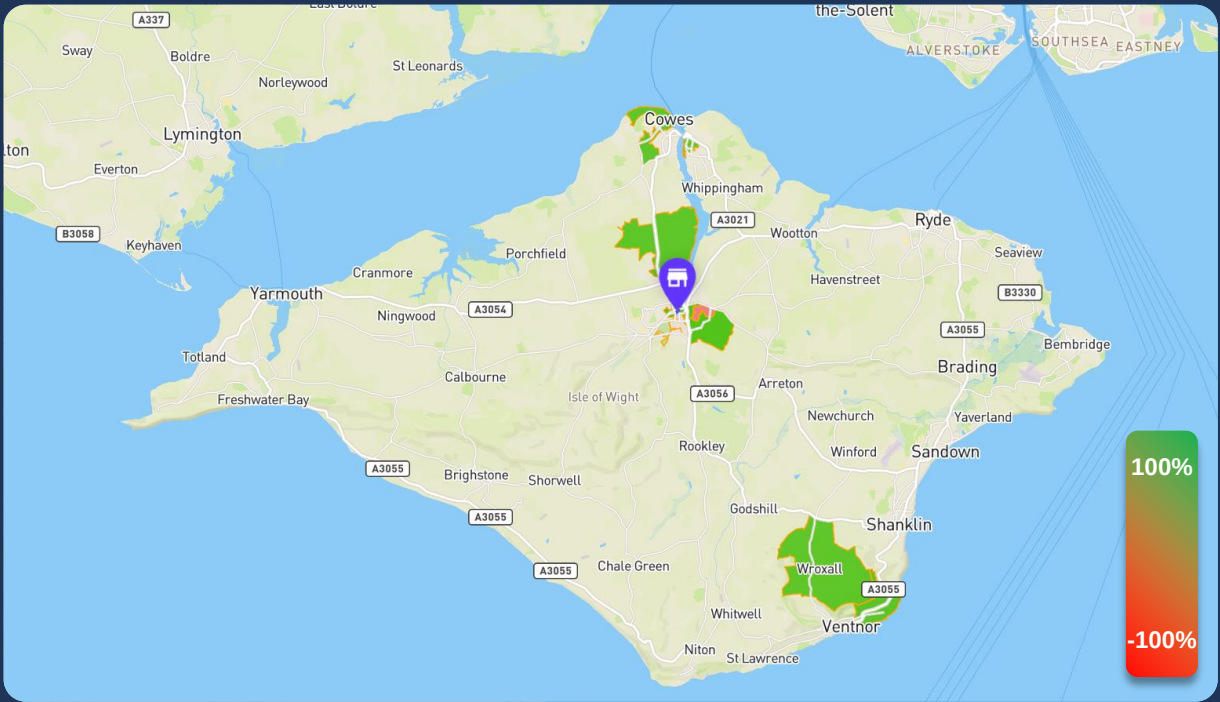
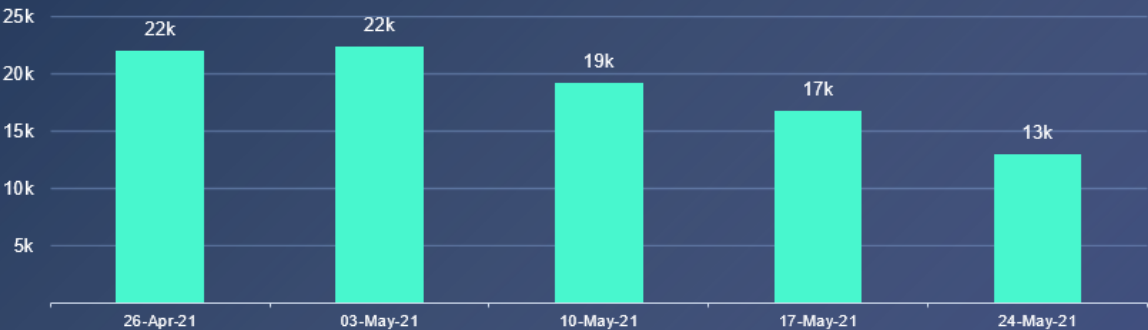


## CHANGE IN VISITOR LEVELS MAY 2021 vs MAY 2020

### AVERAGE DAILY MAY 2021 VS MAY 2020



### WEEKLY VISITS MAY 2021



# TOWN CENTRE KEY LOCATIONS - MAY 2021 & BENCHMARKING (MAY 2021-20)



## ST JAMES SQUARE

### TOTAL VISITS

136,517

VISITS MAY 20



### AVERAGE DWELL TIME

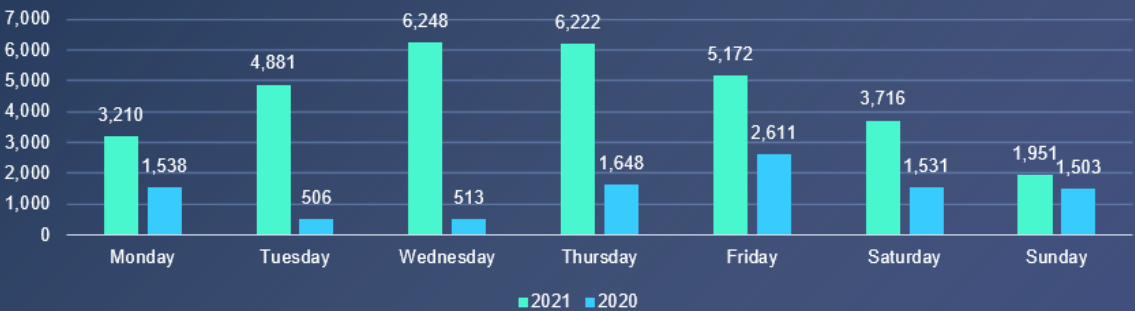
51 MINS

AVERAGE TIME SPENT  
MAY 20



## CHANGE IN VISITOR LEVELS MAY 2021 vs MAY 2020

### AVERAGE DAILY MAY 2021 VS MAY 2020



### WEEKLY VISITS MAY 2021

