

VISITOR INSIGHTS

BASELINE REPORT

Newport, Isle of Wight

June 2021

Produced for Ryde and Newport Heritage Action Zones
www.iwhaz.uk
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VISITOR | INSIGHTS

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



TOTAL VISITS



1,125,630

VISITS TO THE HIGH STREET



89%

Y/O/Y CHANGE
* This compares to an average national benchmark of +85.0%



-1%

M/O/M CHANGE



AVERAGE DWELL TIME



156 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



33%

Y/O/Y CHANGE



8%

M/O/M CHANGE



PLACES VISITED



2.5

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.5

PLACES VISITED



2.4

PLACES VISITED



POPULAR VISIT DAY



WEDNESDAY

48k AVERAGE VISITS ON FRIDAY IN JUNE



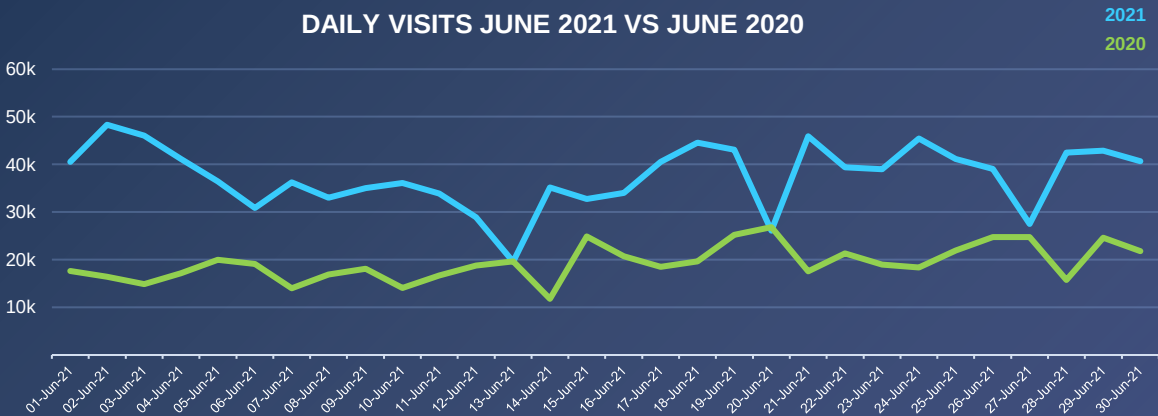
MONDAY



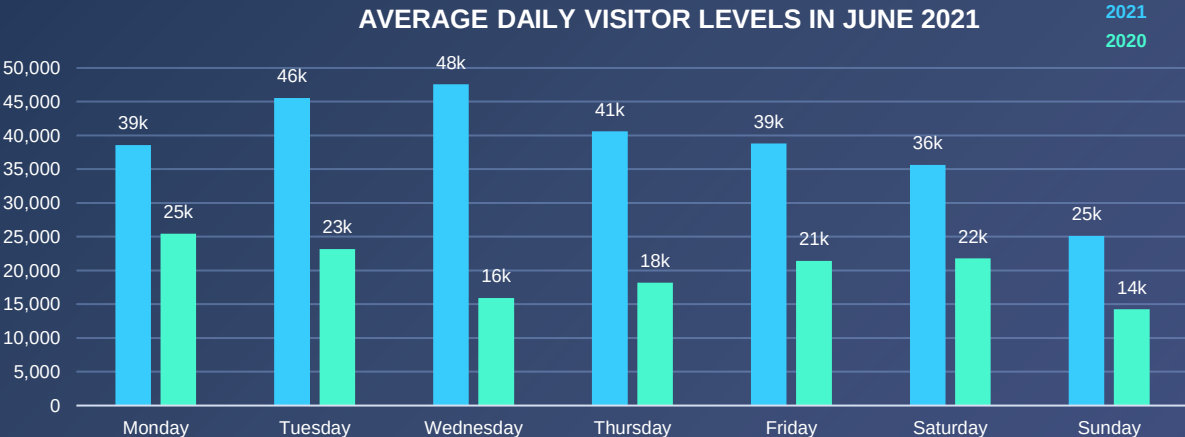
SATURDAY



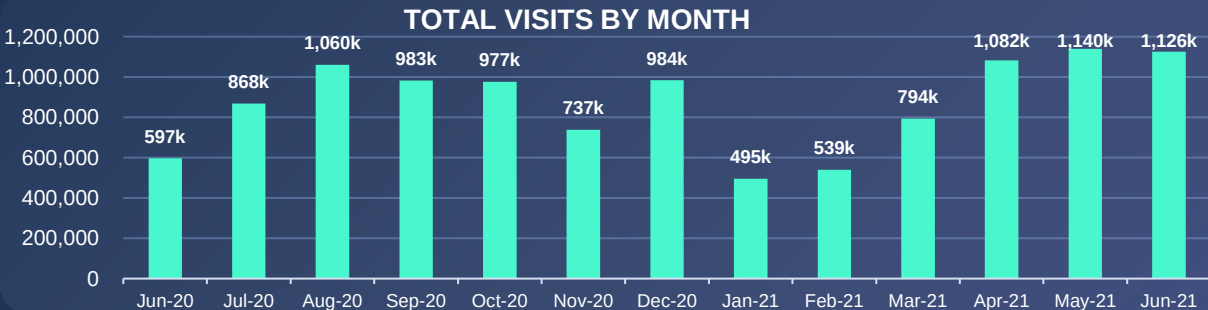
DAILY VISITS JUNE 2021 VS JUNE 2020



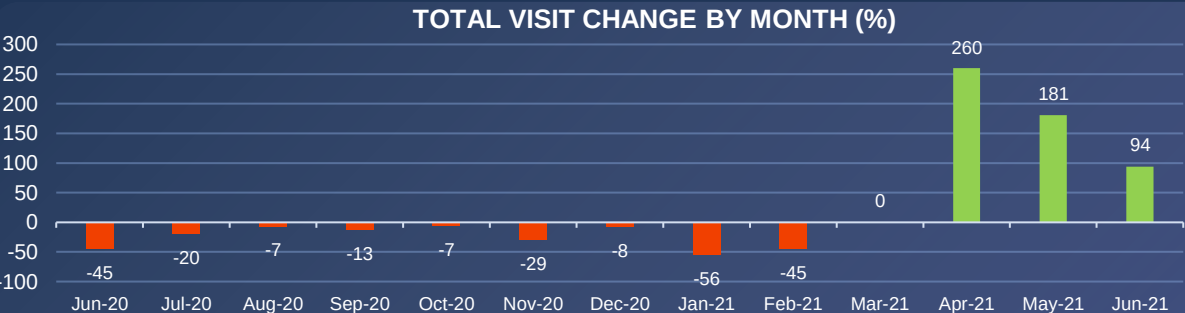
AVERAGE DAILY VISITOR LEVELS IN JUNE 2021



TOTAL VISITS BY MONTH



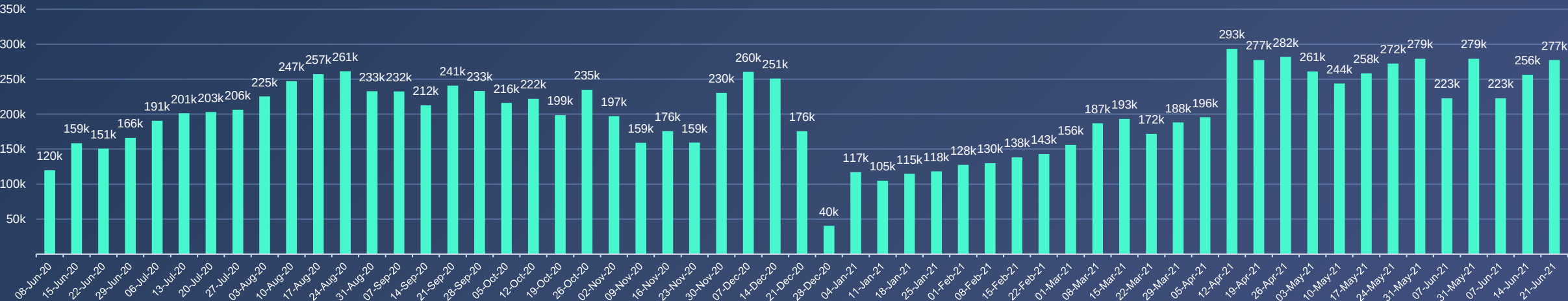
TOTAL VISIT CHANGE BY MONTH (%)



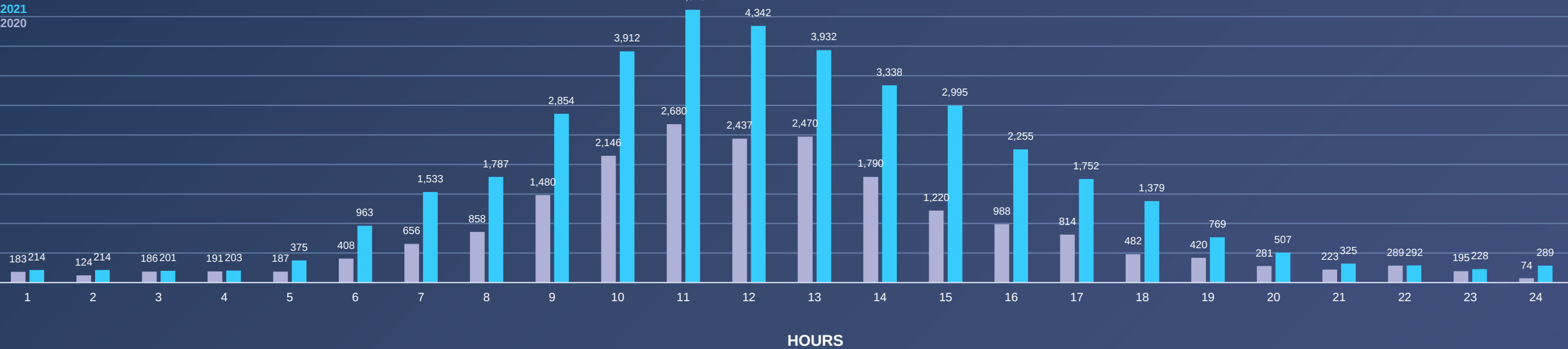
NEWPORT TOWN CENTRE — JUNE 2021 SUMMARY & BENCHMARKING (JUNE 2020-21)



WEEKLY FOOTFALL



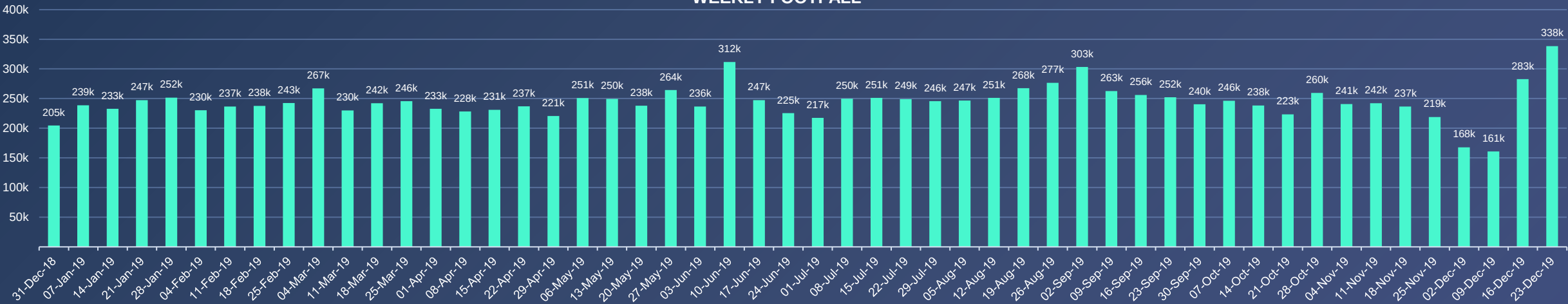
AVERAGE VISITS BY HOUR



NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING

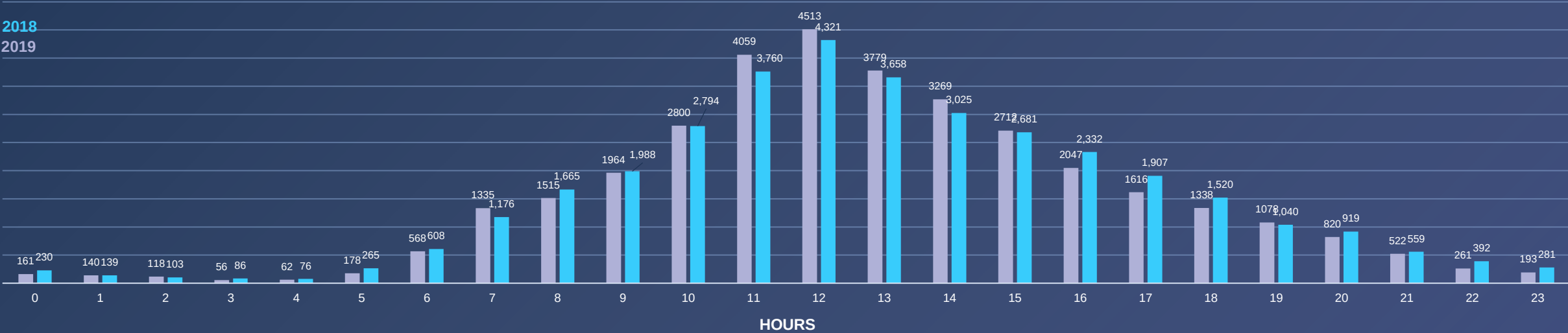


WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018

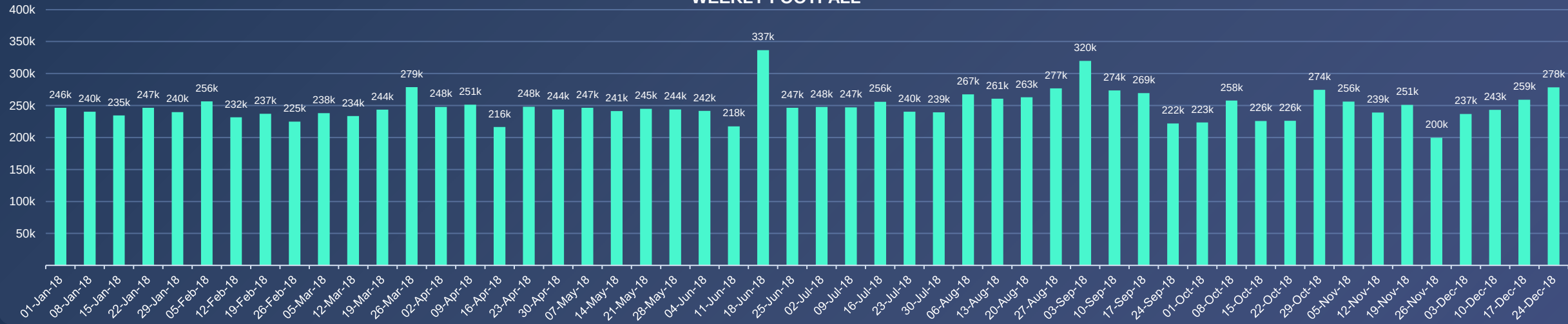
2018
2019



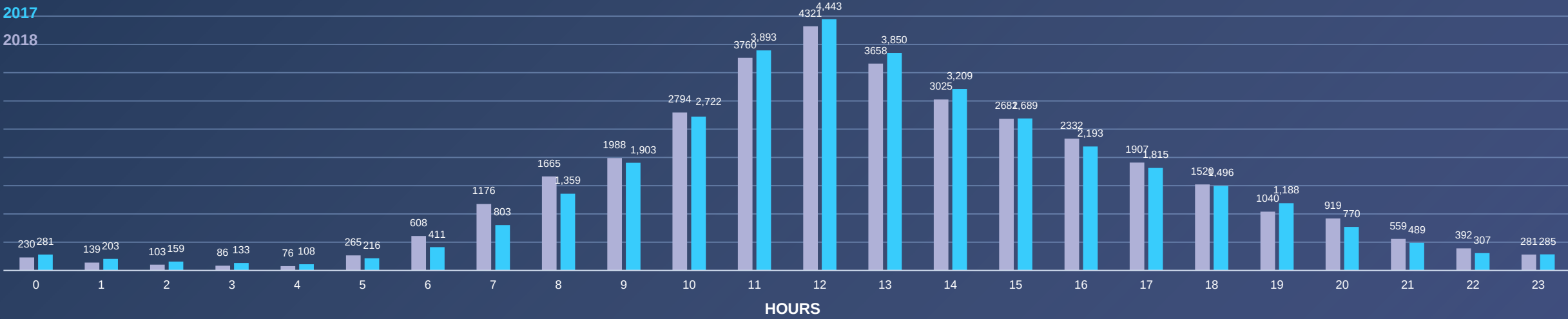
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



11,380,968
VISITS TO THE HIGH STREET
JUNE 20 - JUNE 21

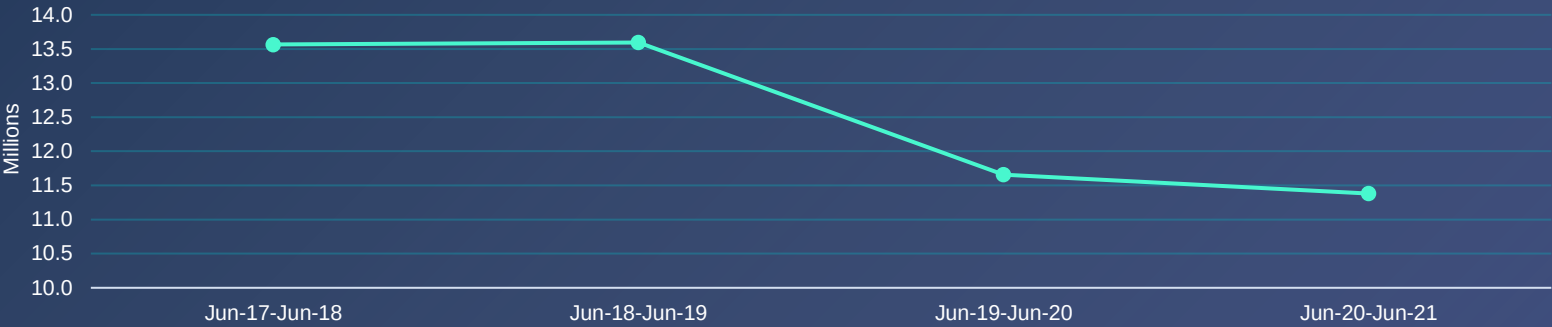


-16%

4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



131MINS
AVERAGE TIME SPENT IN THE HIGH STREET
JUNE 20 - JUNE 21

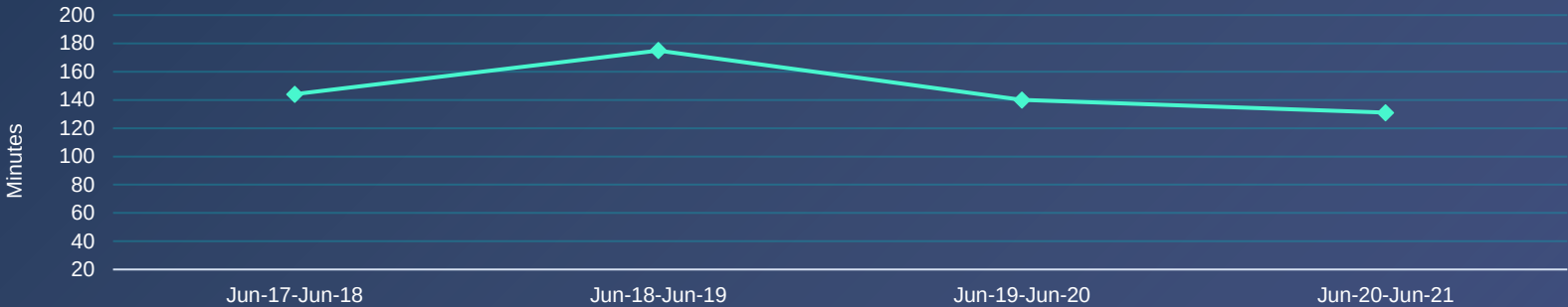


-9%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.5
AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
JUNE 20 - JUNE 21

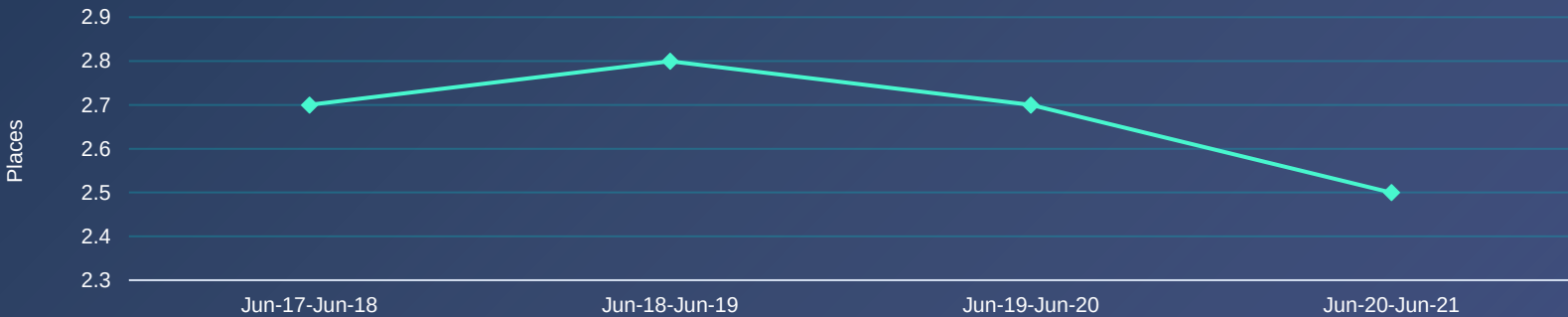


-7%

4 YEAR CHANGE

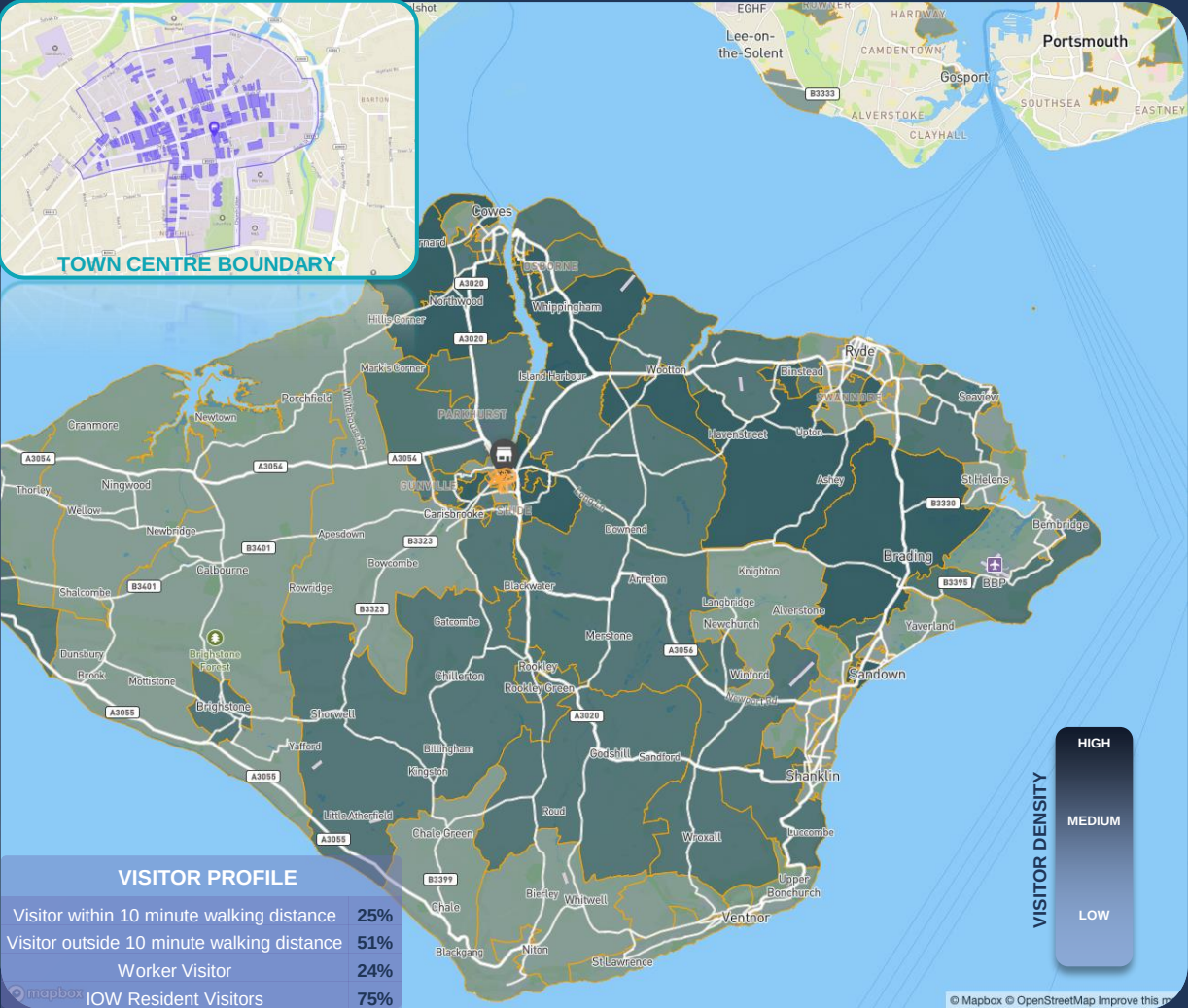


PLACES VISITED

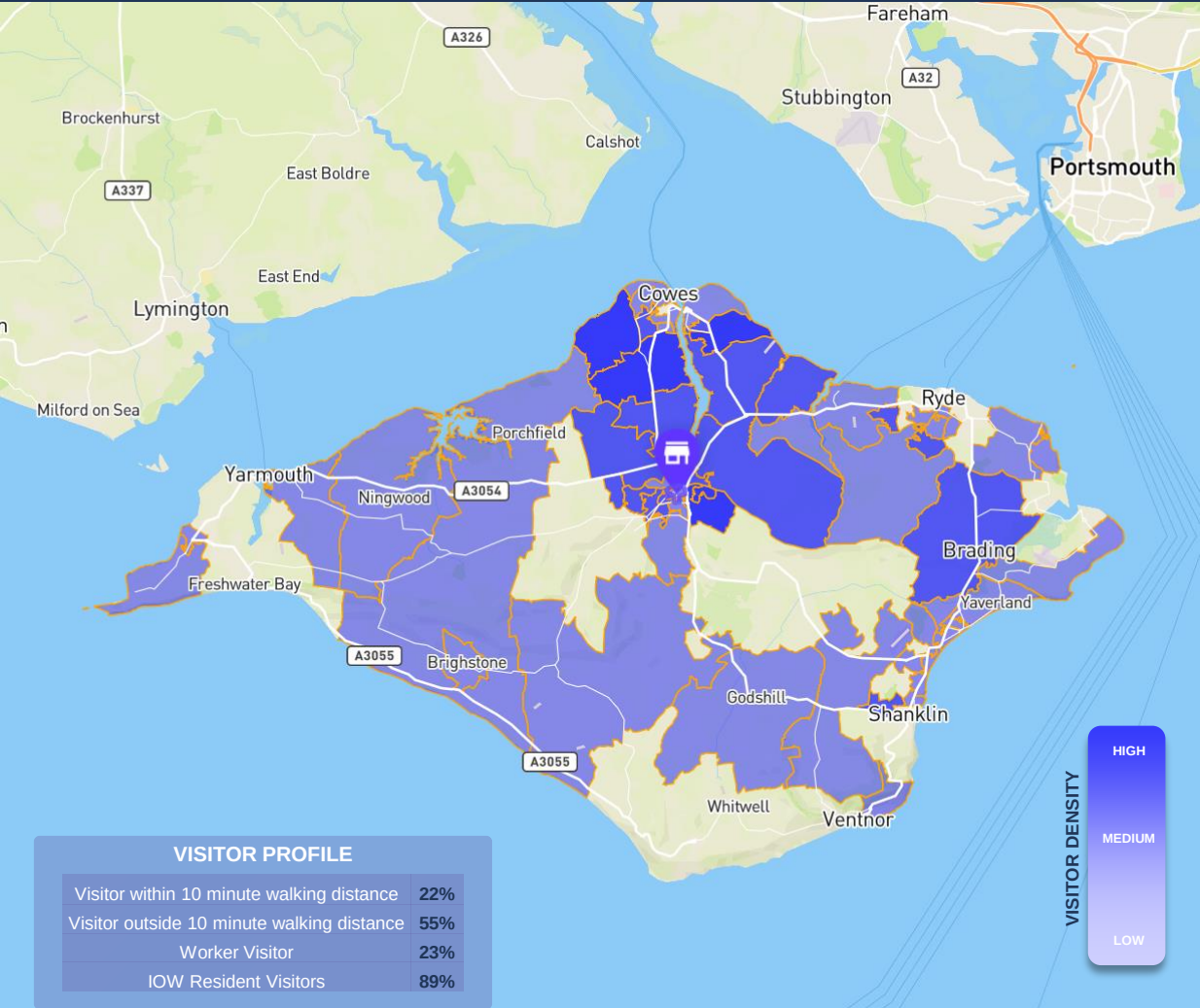


NEWPORT VISITOR CATCHMENT — JUNE 2021 & BENCHMARKING (JUNE 2020-21)

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

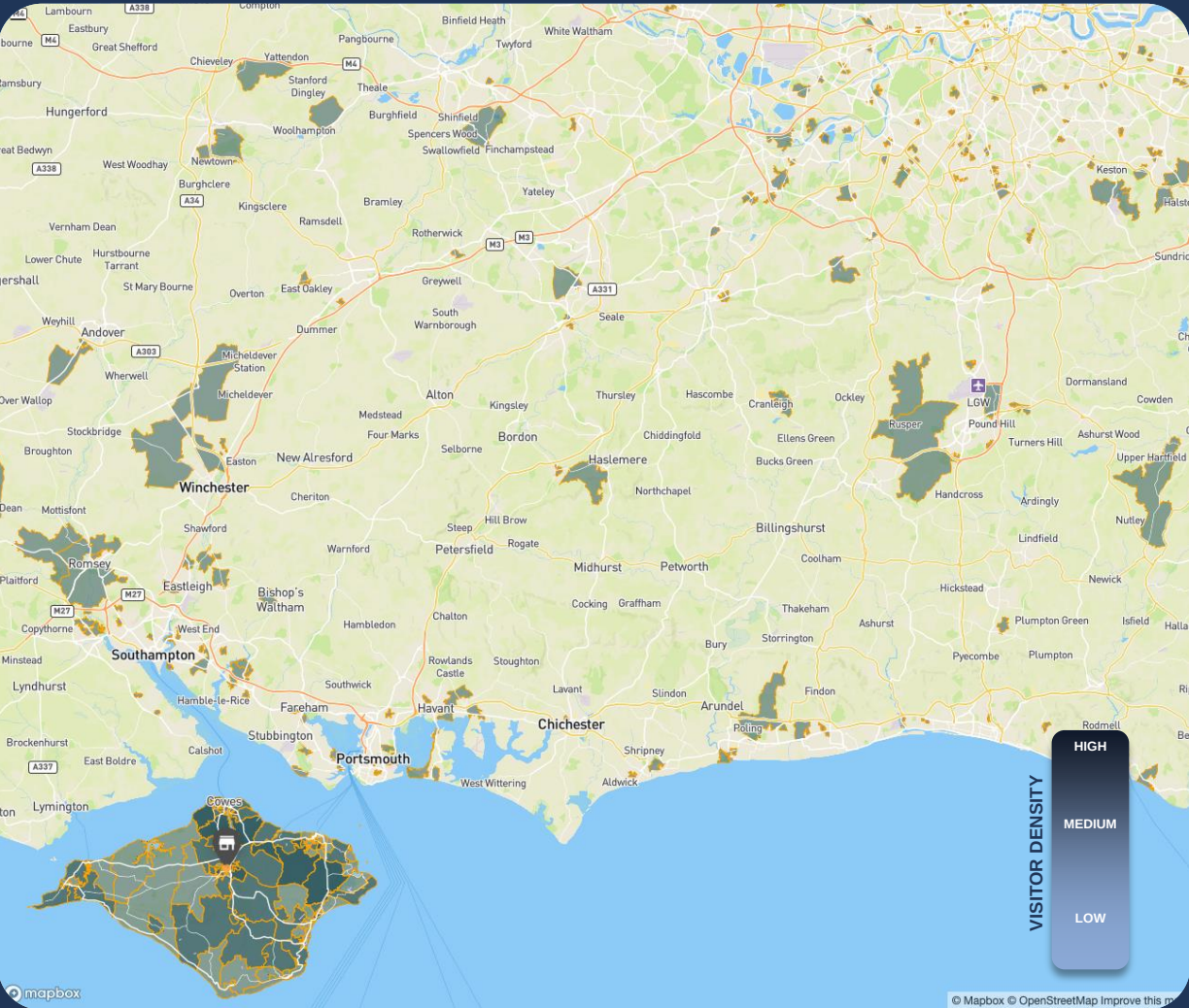


VISITOR CATCHMENT BY POSTCODE
IN JUNE 2021 (zoomed in)

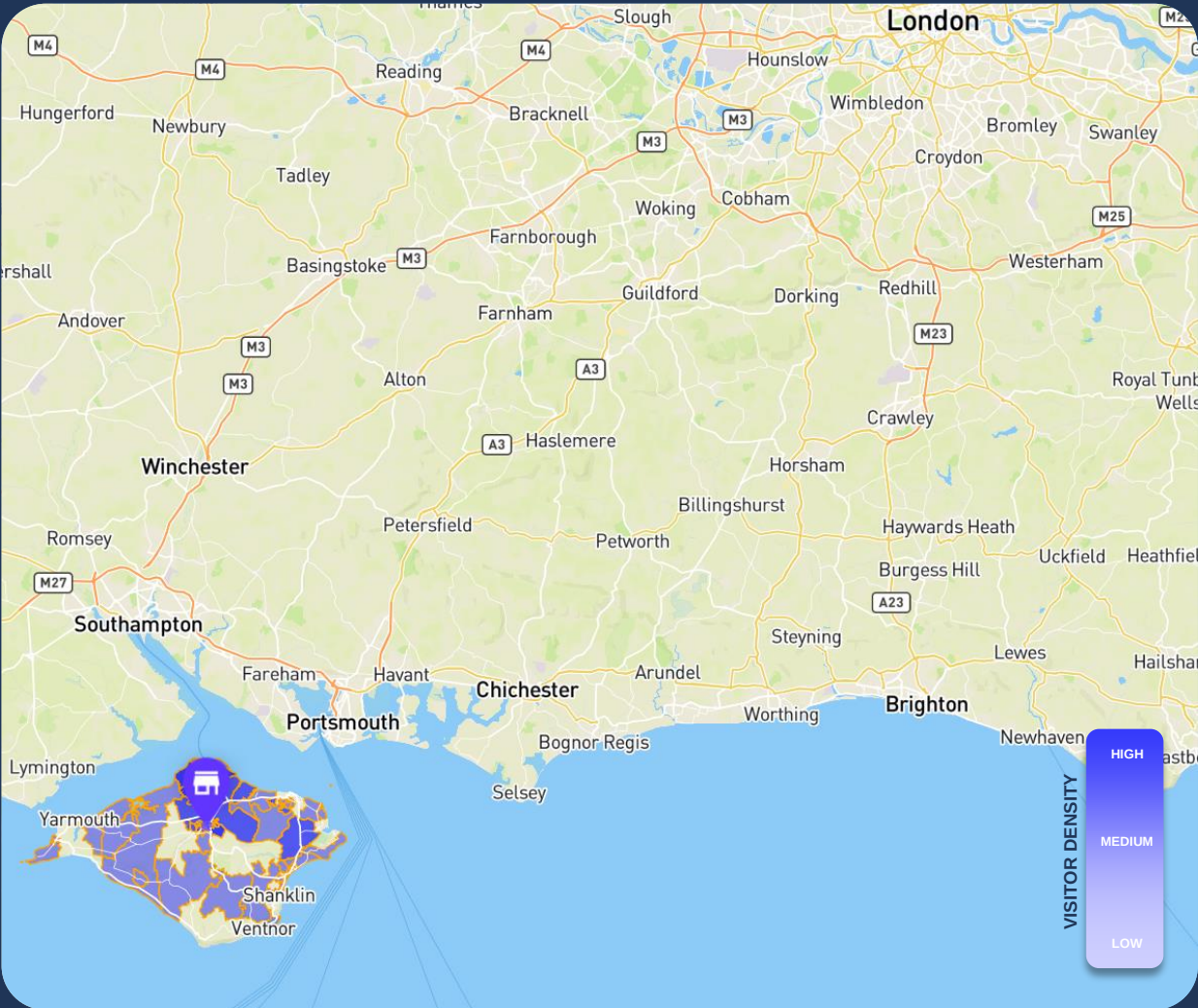


NEWPORT VISITOR CATCHMENT — JUNE 2021 & BENCHMARKING (JUNE 2020-21)

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

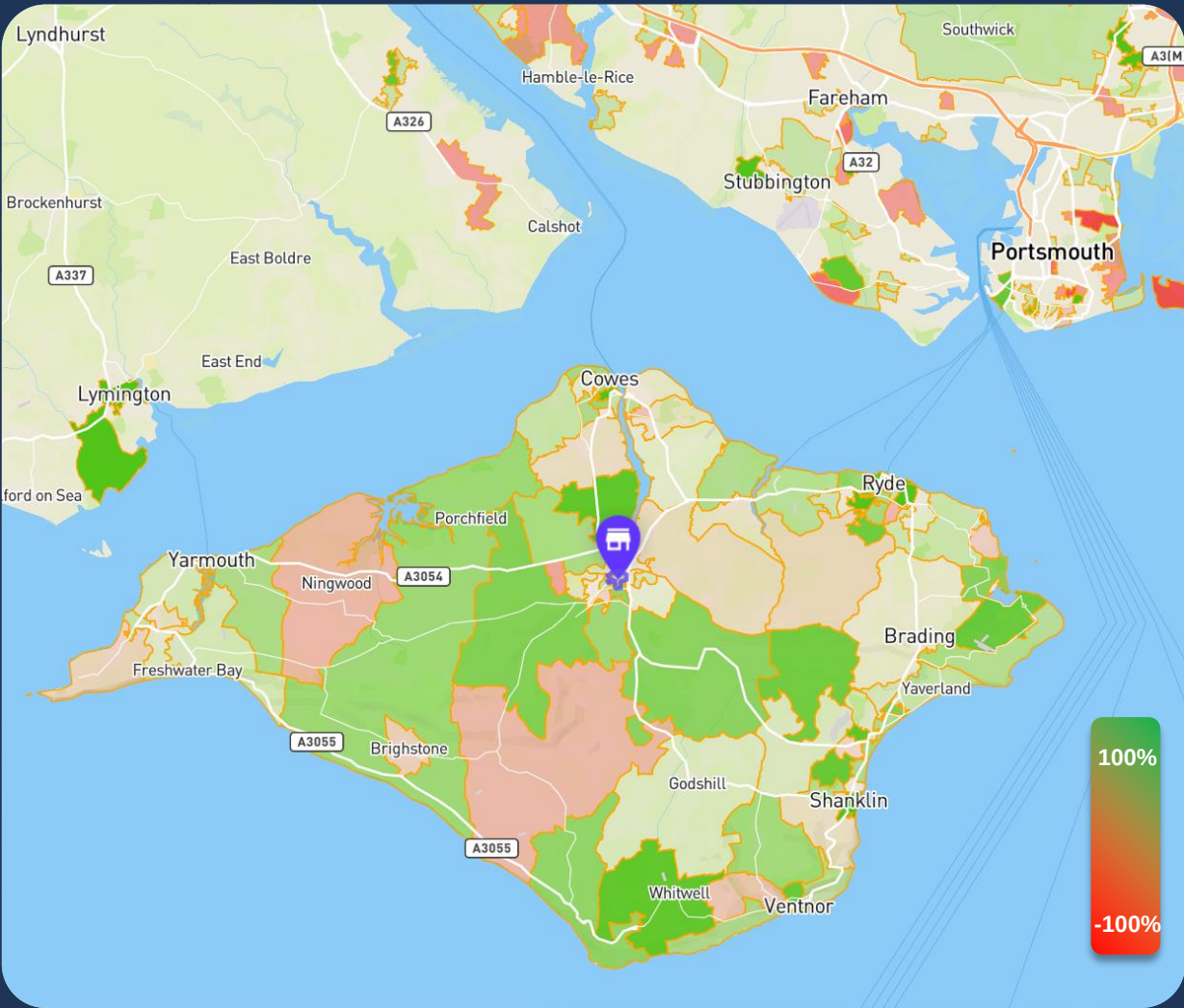


VISITOR CATCHMENT BY POSTCODE
IN JUNE 2021 (zoomed out)

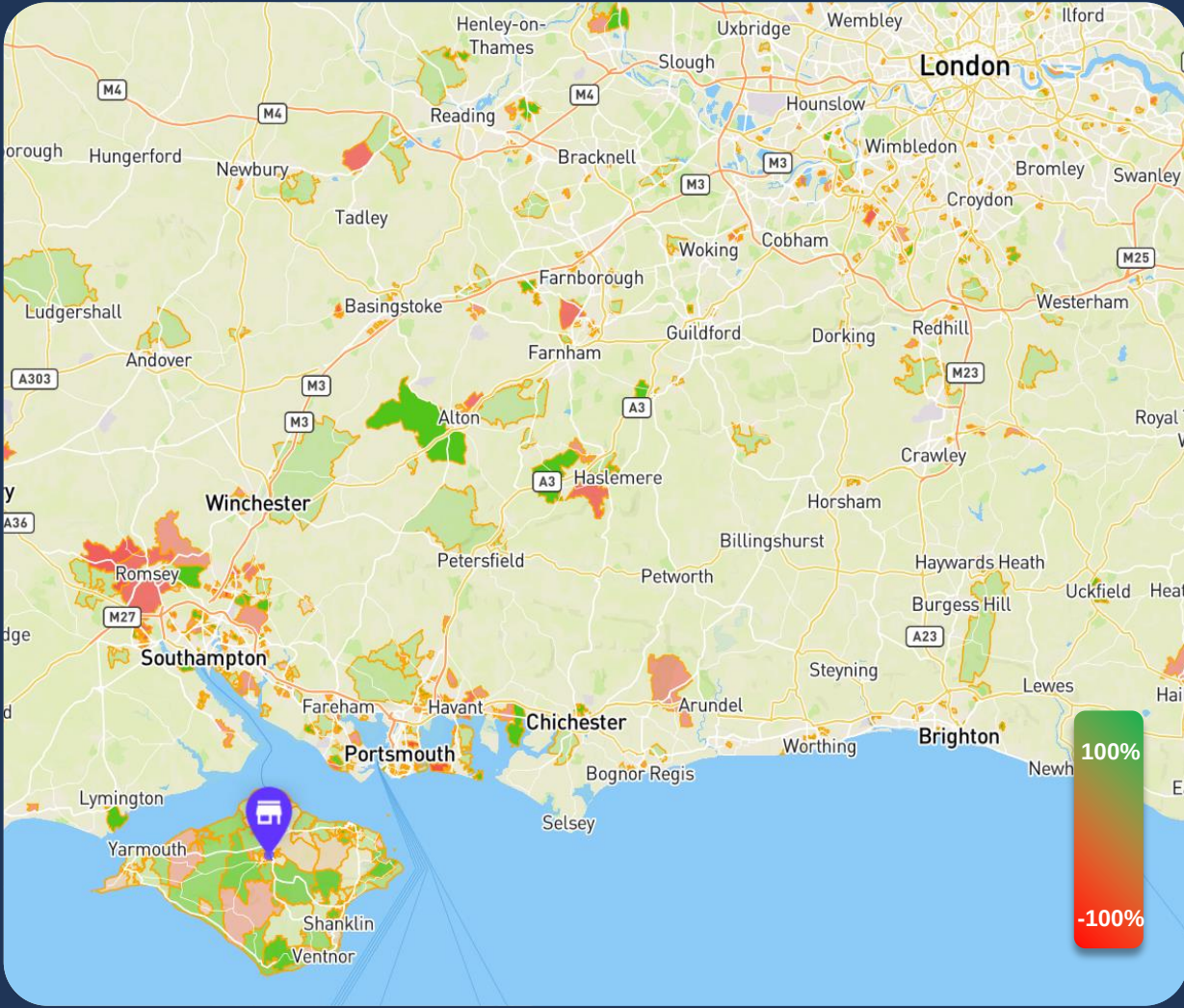


NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (JUNE 2020-21)

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

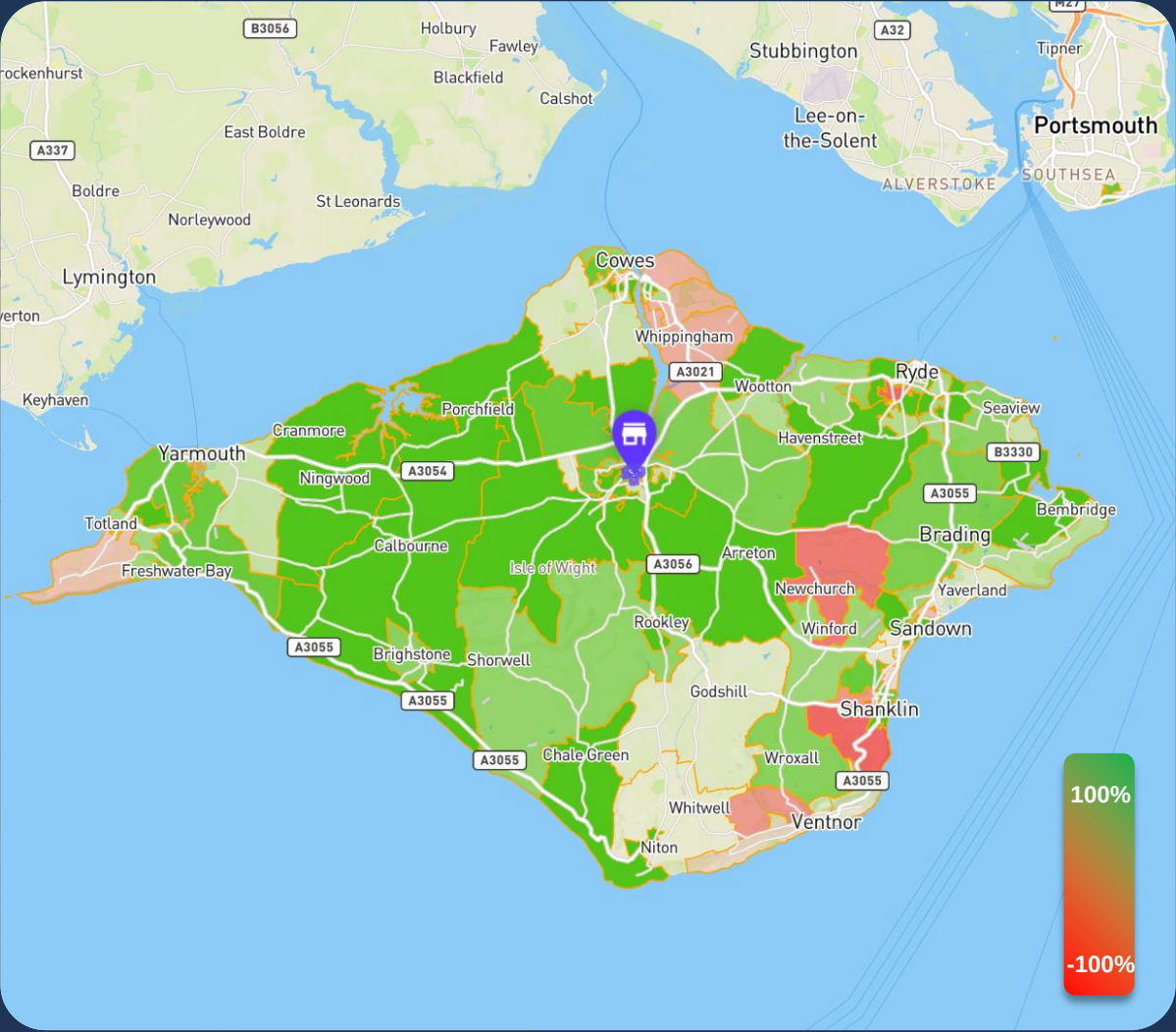


CHANGE IN VISITOR LEVELS
JUNE 2020-21 vs JUNE 2019-20 (zoomed out)

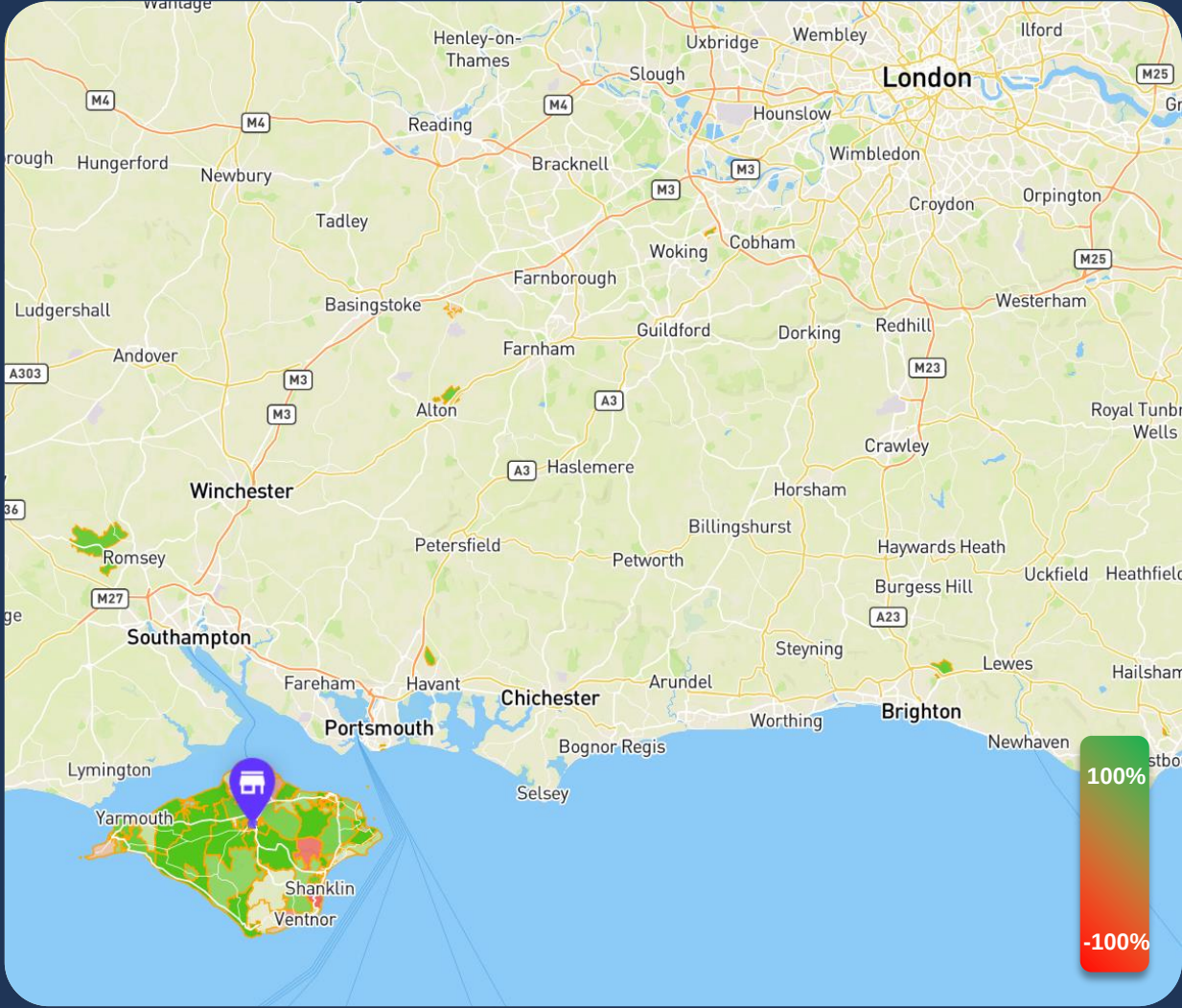


NEWPORT VISITOR CHANGE BY POSTCODE – JUNE 2021 & BENCHMARKING

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

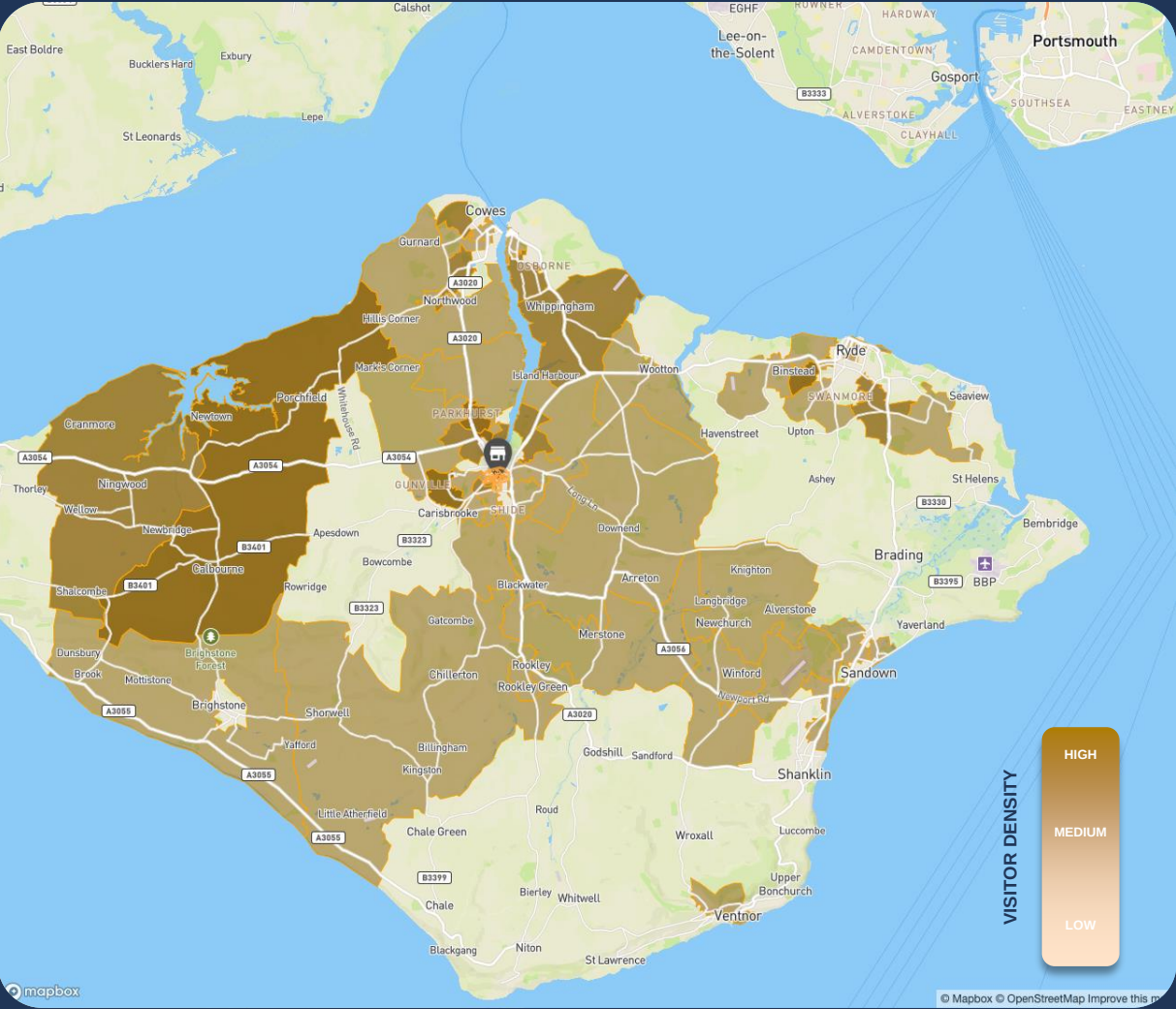


CHANGE IN VISITOR LEVELS
JUNE 2021 vs JUNE 2020 (zoomed out)

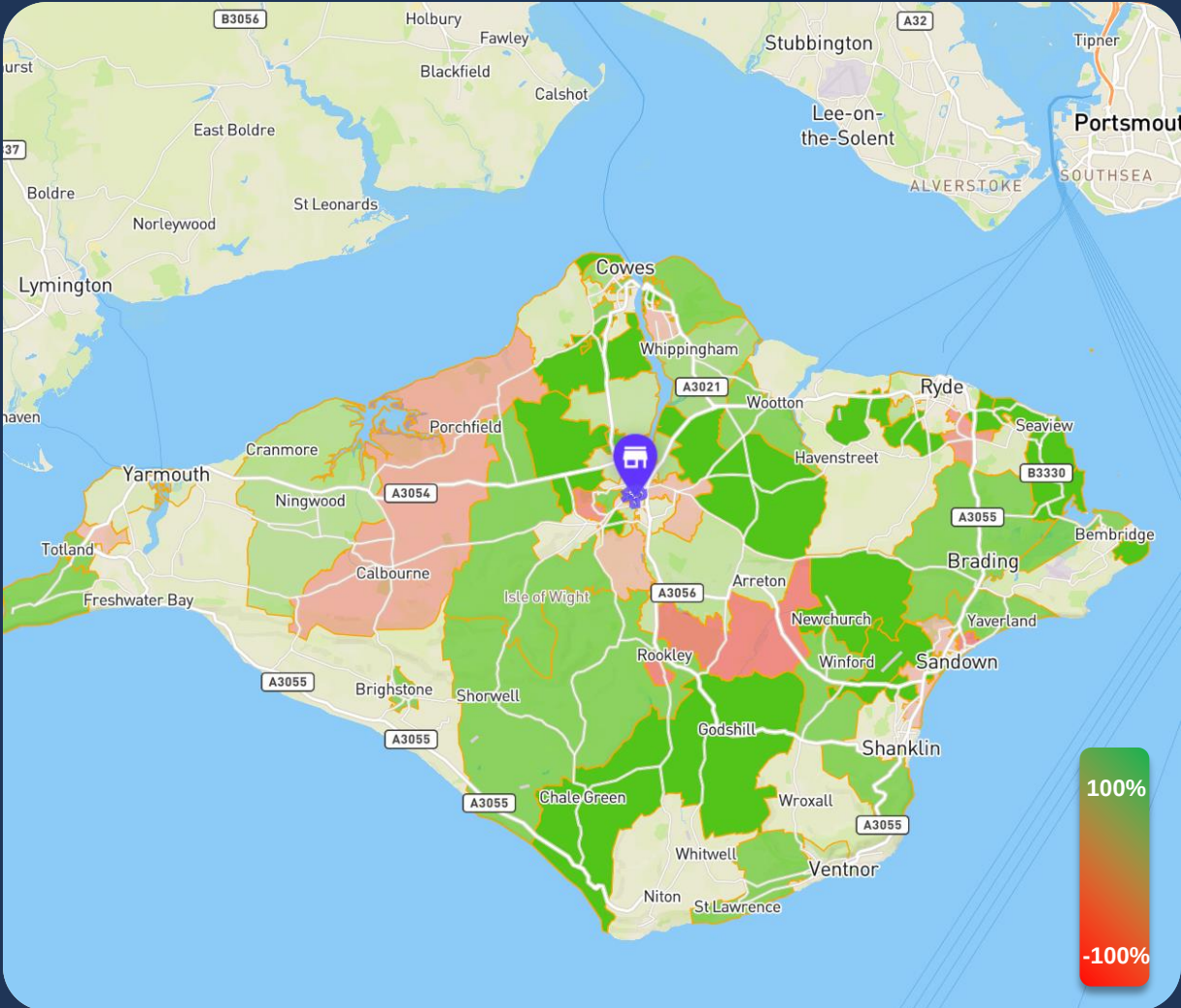


NEWPORT WORKER CATCHMENT CHANGE — JUNE 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE JUNE 2021



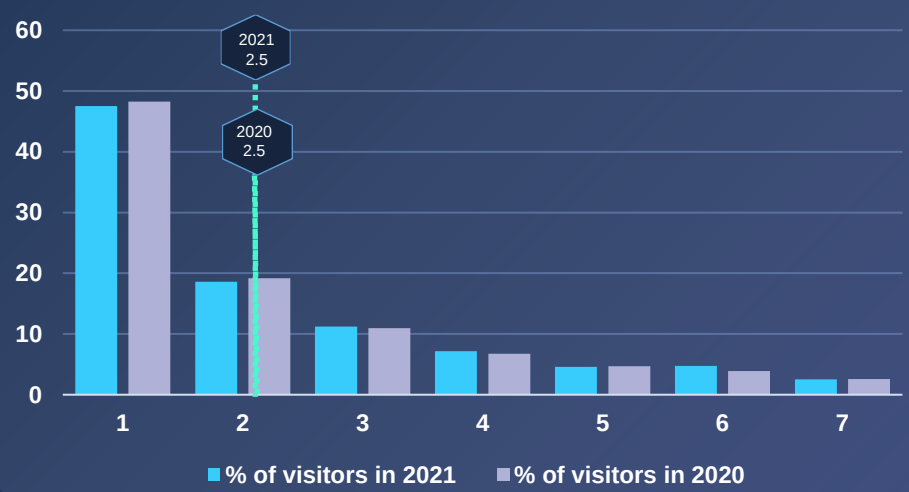
CHANGE IN WORKER CATCHMENT JUNE 2021 vs JUNE 2020



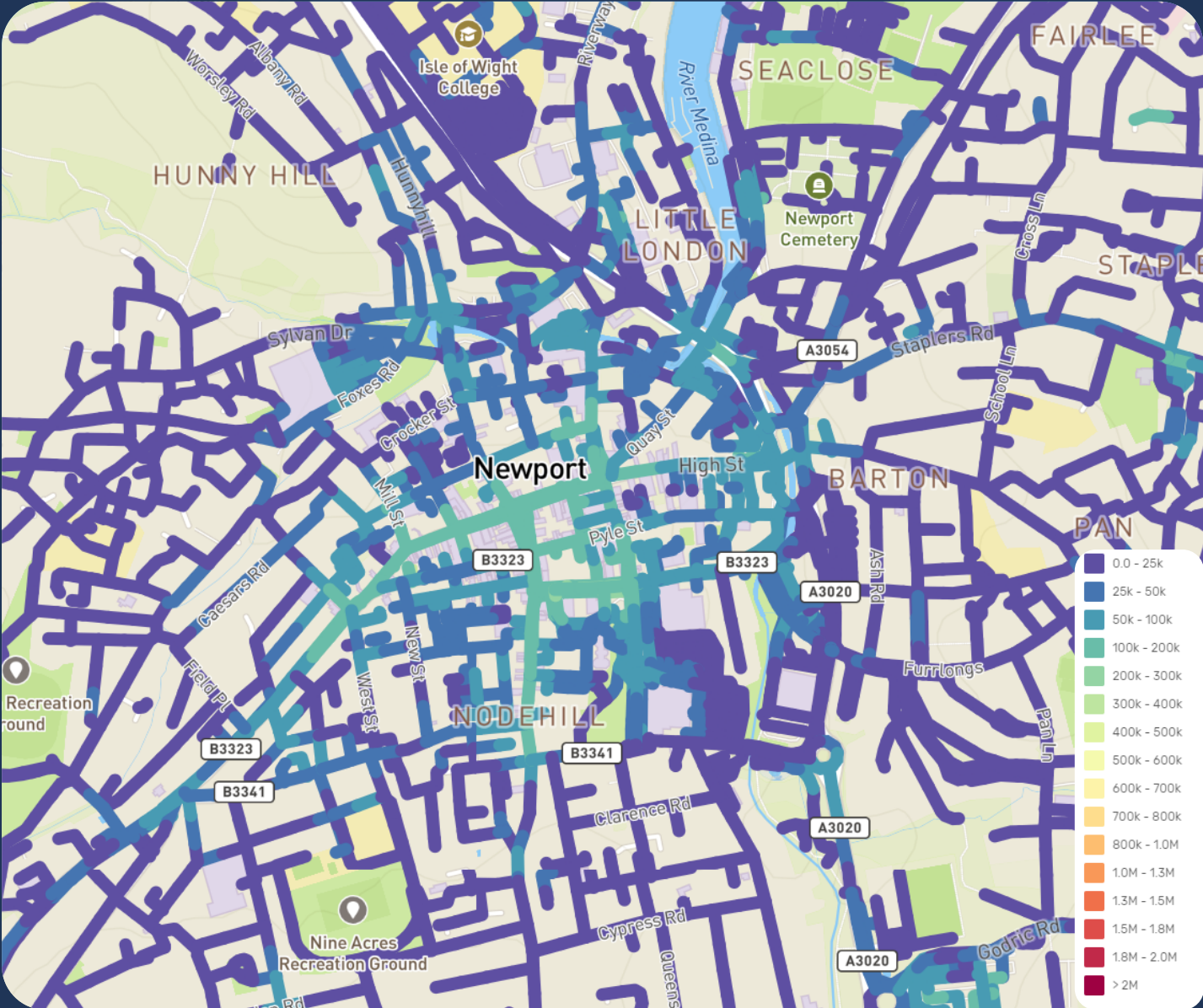
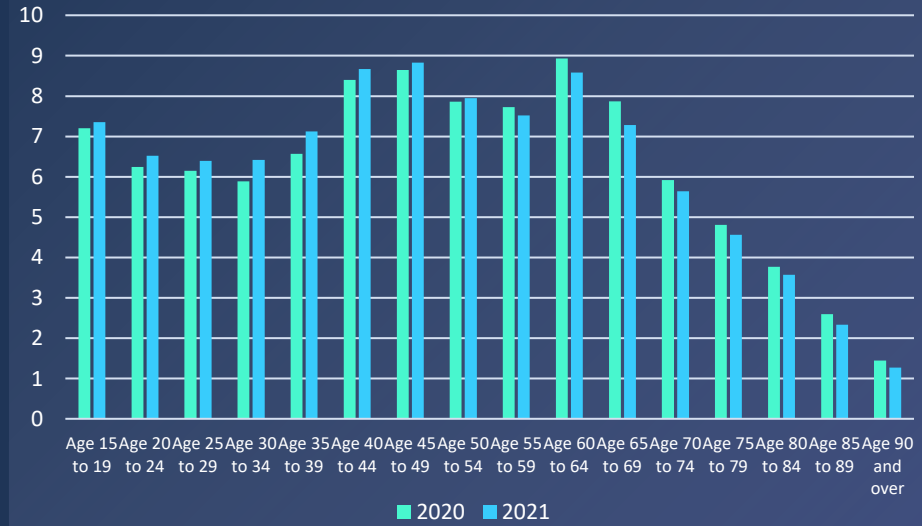
NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (JUNE 2020-21)



NUMBER OF PLACES VISITED PER TRIP (%)



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

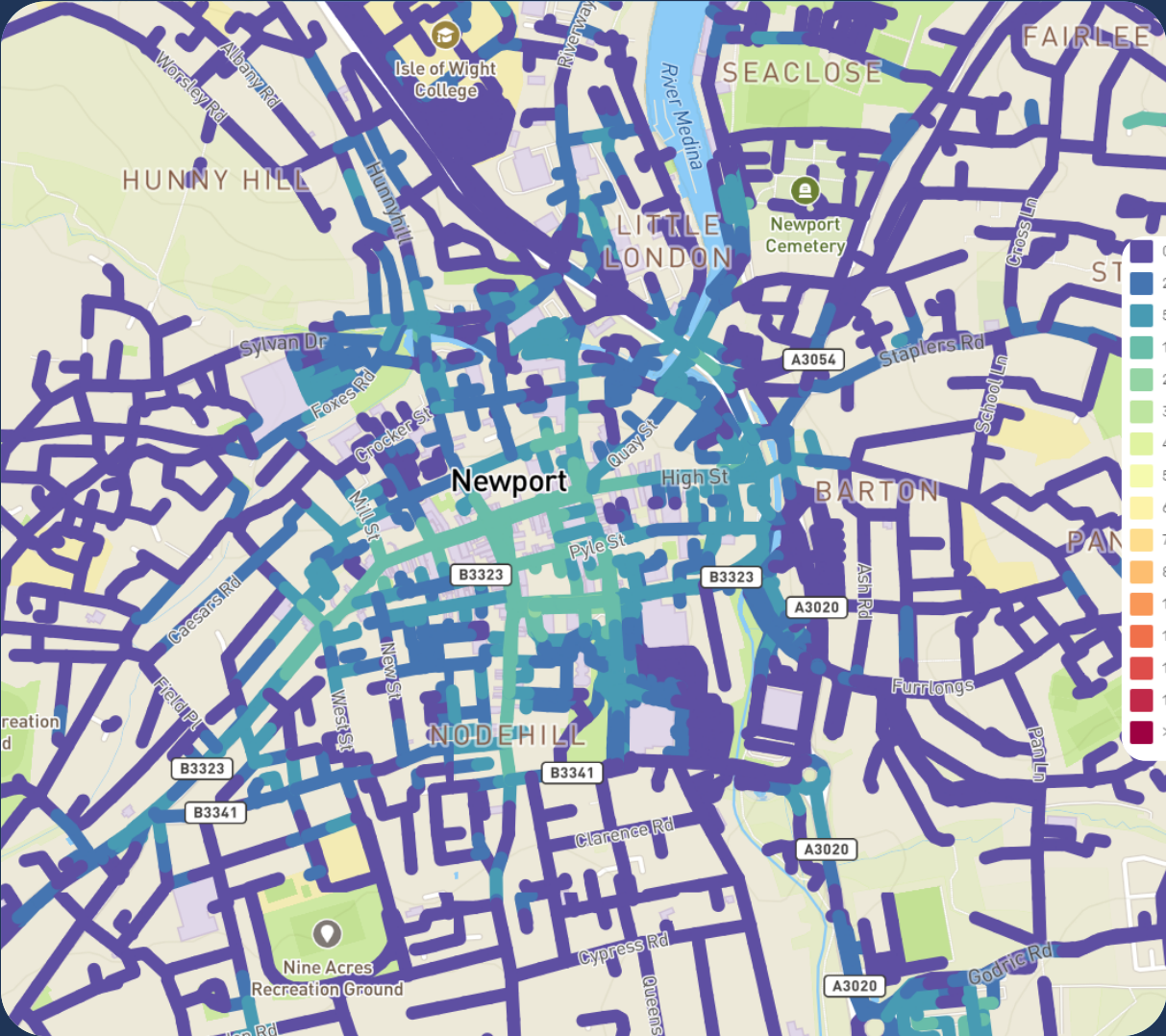


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JUNE 2021

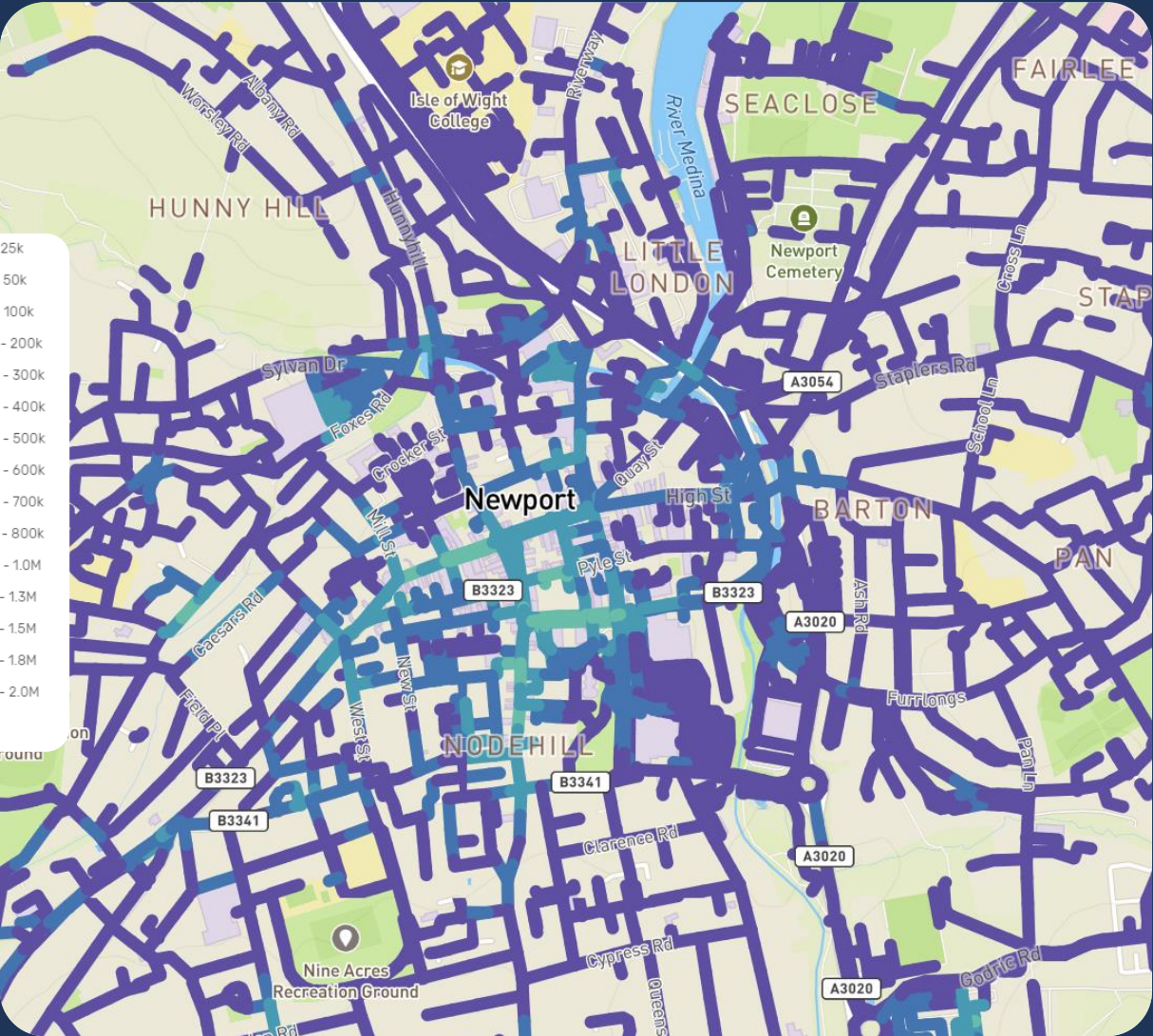
KEY: PEDESTRIAN NUMBERS JUNE 2021

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – JUNE 2021 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JUNE 2021



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JUNE 2020



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

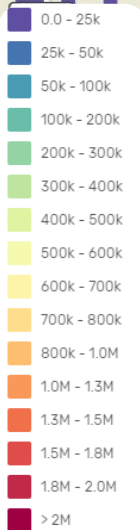


CENTRE FOOTFALL DATA JUNE 2021 VS JUNE 2020 – ENTRY POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JUNE 2021

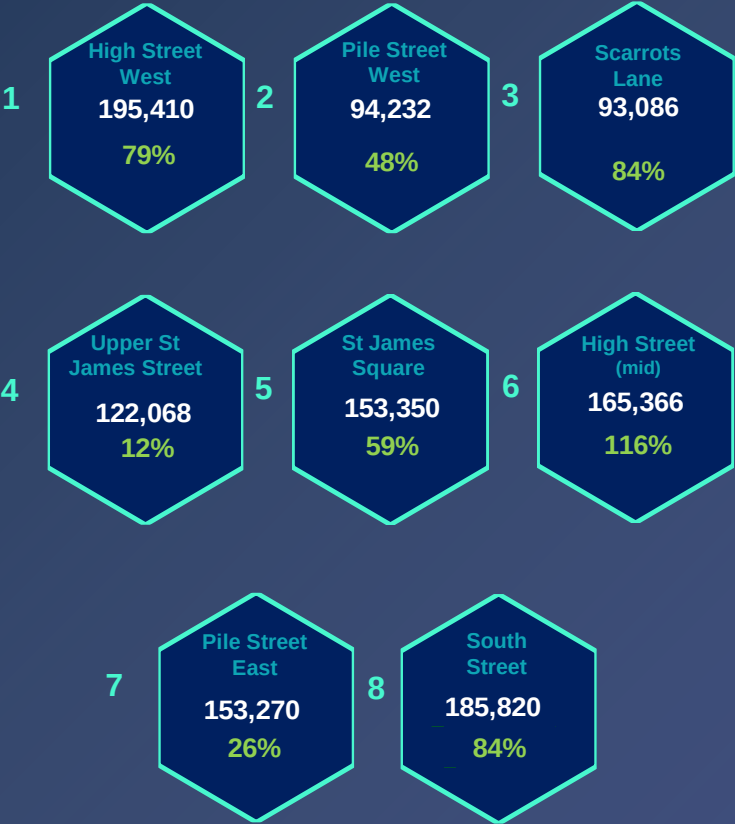
KEY: PEDESTRIAN NUMBERS JUNE 2021



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

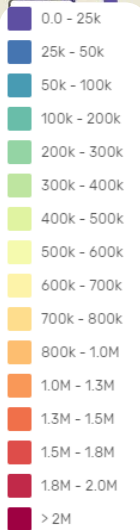


CENTRE FOOTFALL DATA JUNE 2021 VS JUNE 2020 – COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JUNE 2021

KEY: PEDESTRIAN NUMBERS JUNE 2021



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



ST THOMAS SQUARE

TOTAL VISITS

100,912

VISITS JUNE 20



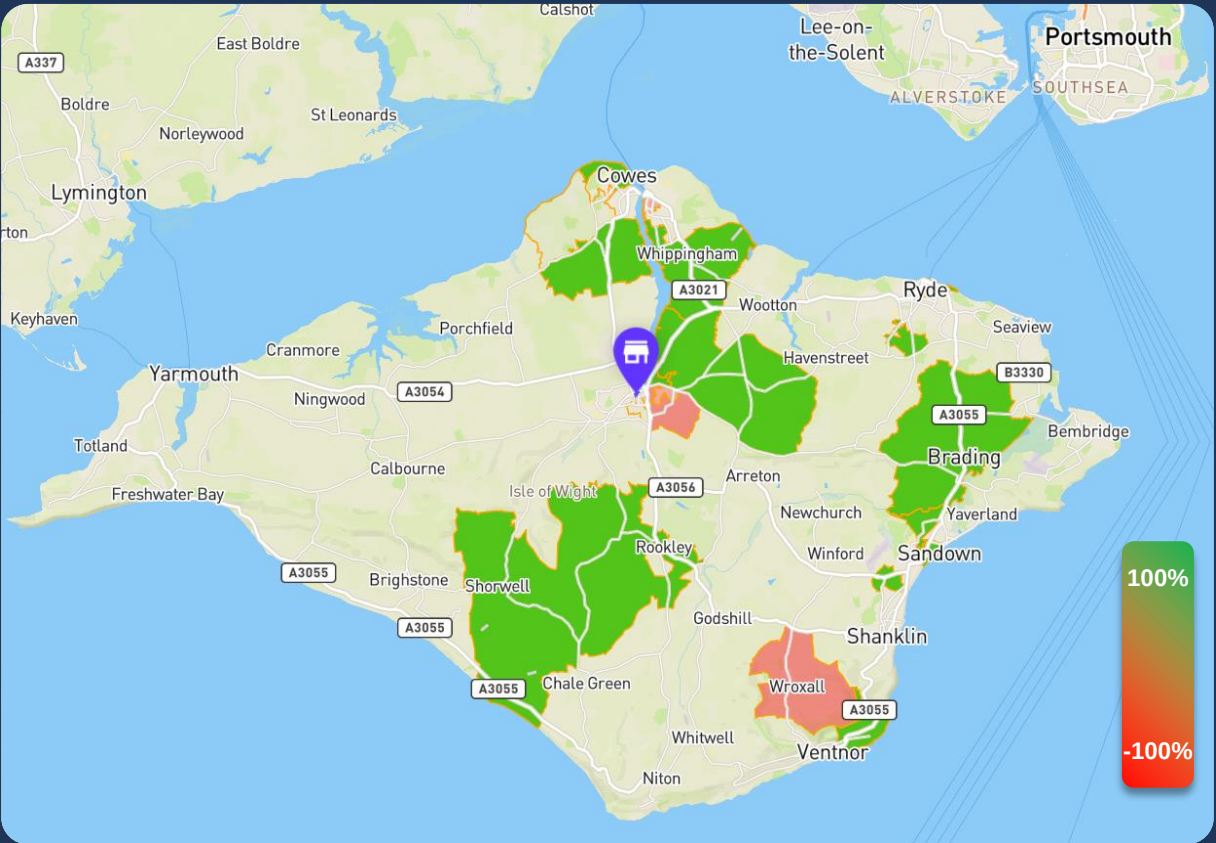
AVERAGE DWELL TIME

64 MINS

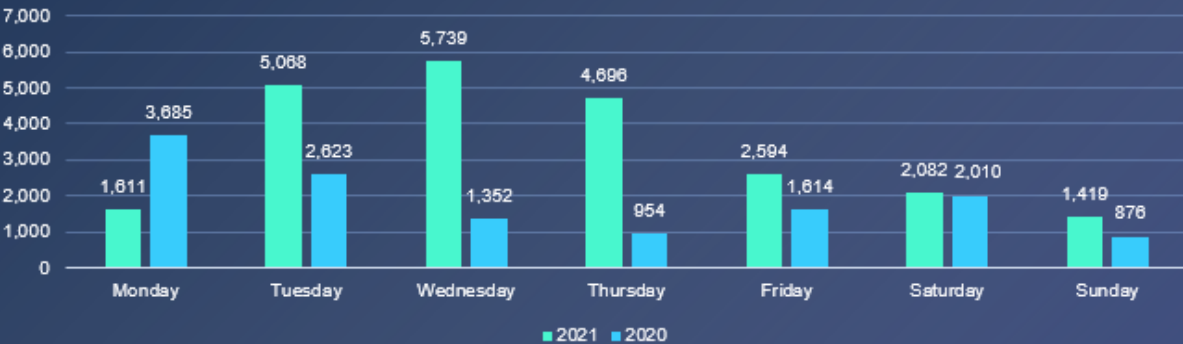
AVERAGE TIME SPENT
JUNE 20



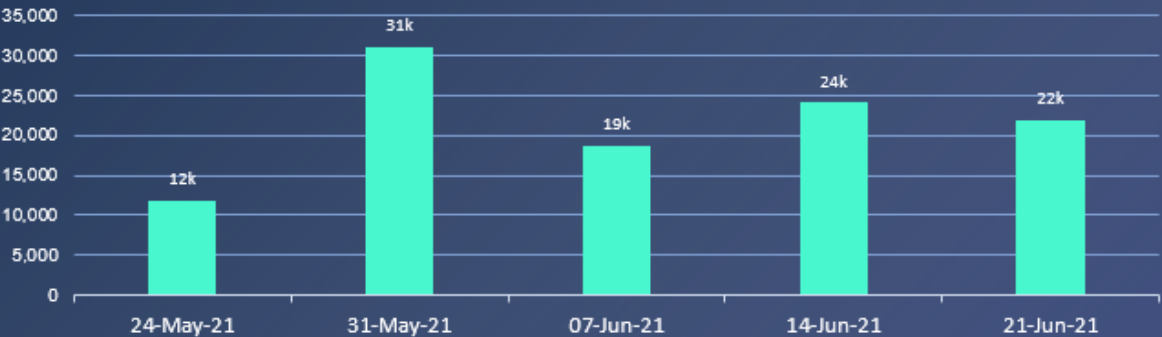
CHANGE IN VISITOR LEVELS JUNE 2021 vs JUNE 2020



AVERAGE DAILY JUNE 2021 VS JUNE 2020



WEEKLY VISITS JUNE 2021



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

ST JAMES SQUARE

TOTAL VISITS

132,466

VISITS JUNE 20

↑ +94.0%
VS JUNE
2020



AVERAGE DWELL TIME

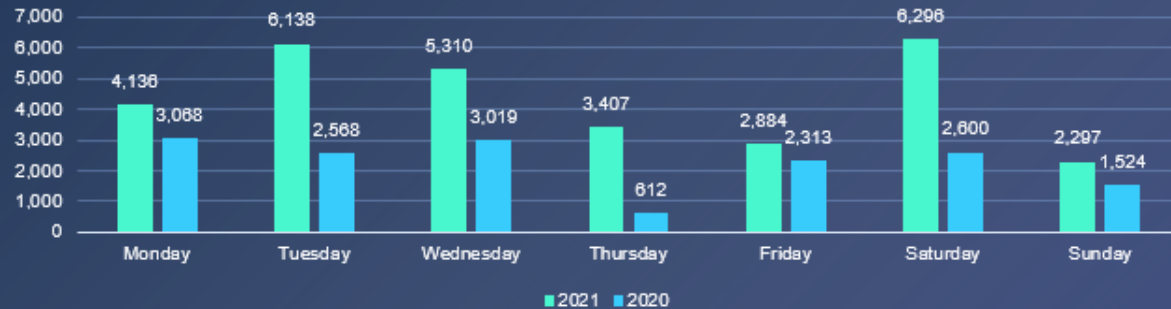
39 MINS

AVERAGE TIME SPENT
JUNE 20

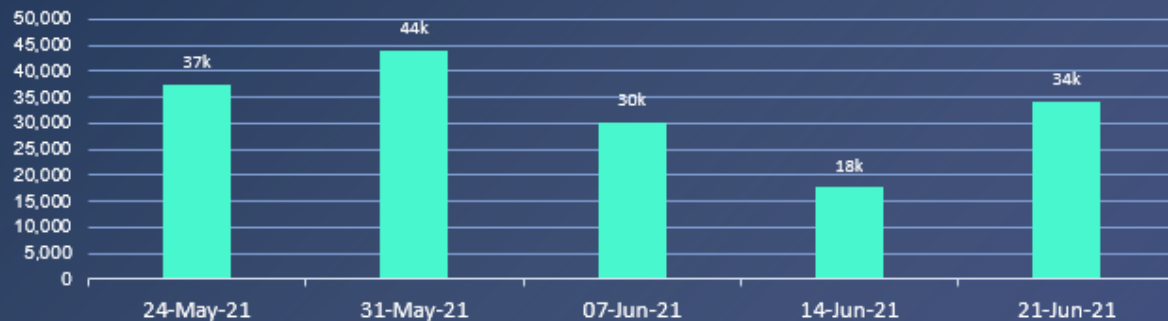
↑ 14 MINS
VS
JUNE
2020



AVERAGE DAILY JUNE 2021 VS JUNE 2020



WEEKLY VISITS JUNE 2021



CHANGE IN VISITOR LEVELS JUNE 2021 vs JUNE 2020

