

VISITOR INSIGHTS

BASELINE REPORT

Newport, Isle of Wight

AUGUST 2021

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

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

TOTAL VISITS



1,461,185

VISITS TO THE HIGH STREET



38%

Y/O/Y CHANGE
* This compares to an average national benchmark of +27.2%



32%

Y/O/Y CHANGE



3%

M/O/M CHANGE

AVERAGE DWELL TIME



120 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



8%

Y/O/Y CHANGE



-23%

Y/O/Y CHANGE



-18%

M/O/M CHANGE

PLACES VISITED



2.5

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.5

PLACES VISITED



2.5

PLACES VISITED

POPULAR VISIT DAY



TUESDAY

57k AVERAGE VISITS ON FRIDAY IN AUGUST

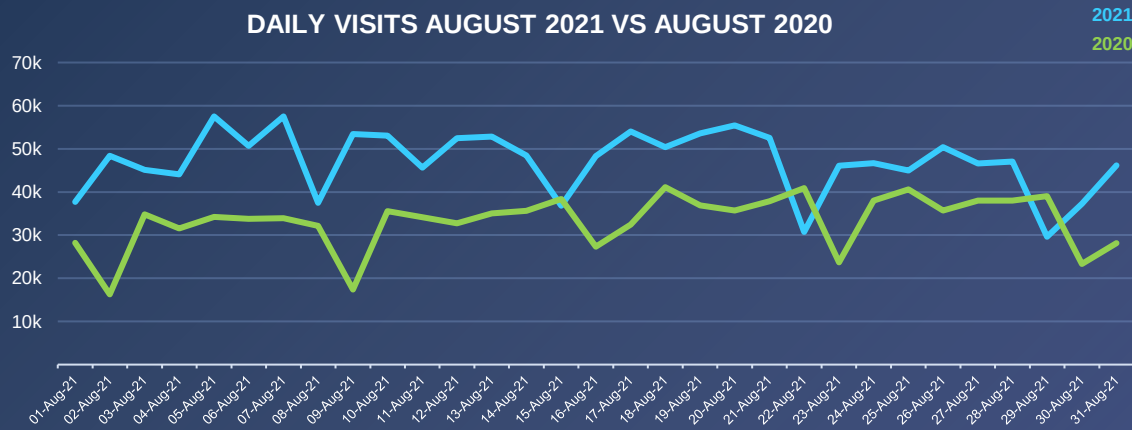


SATURDAY

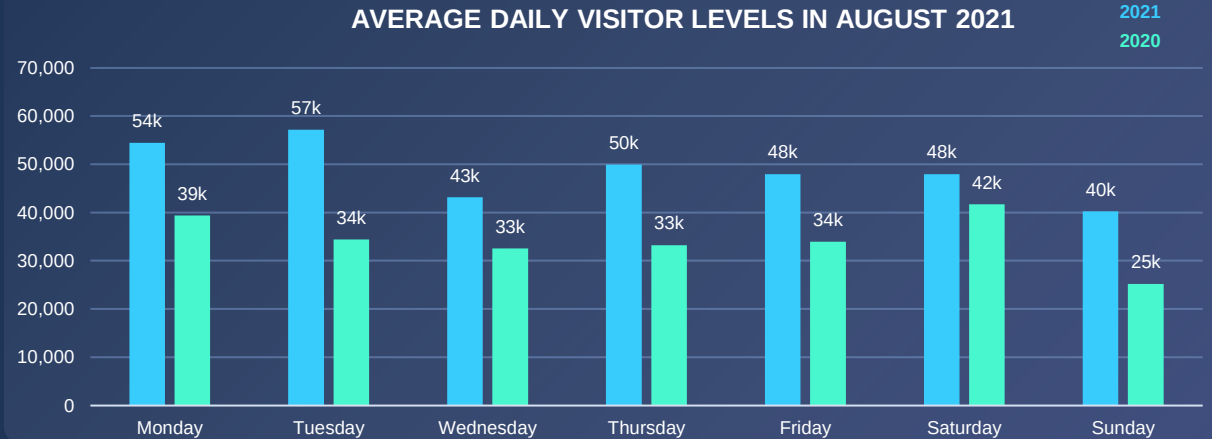


FRIDAY

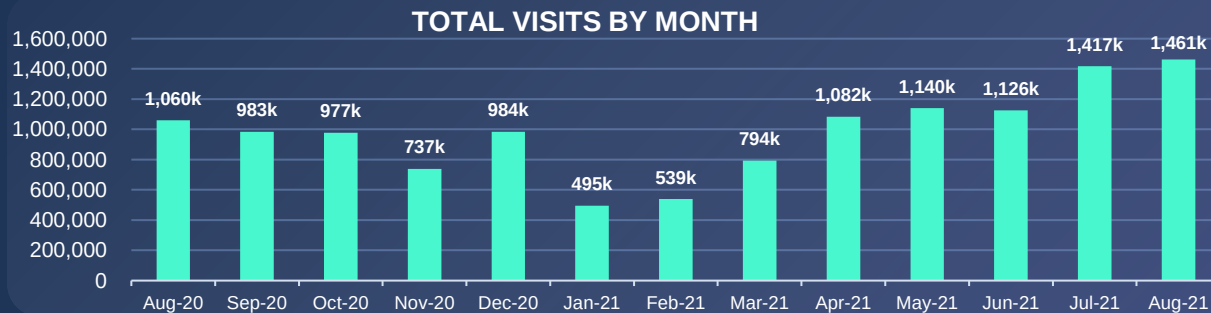
DAILY VISITS AUGUST 2021 VS AUGUST 2020



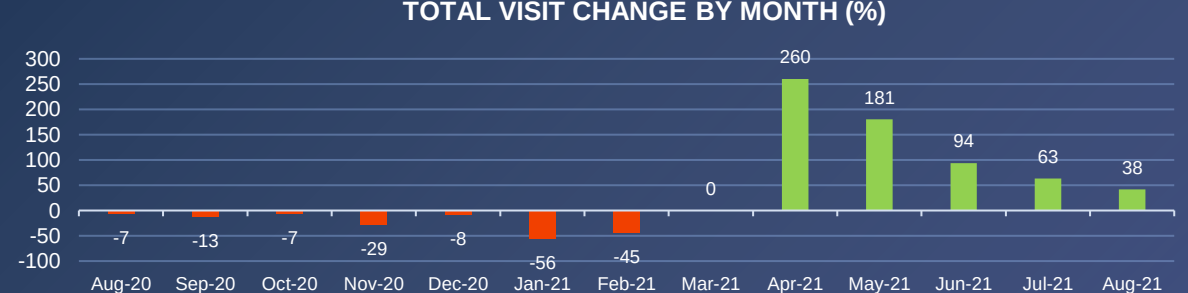
AVERAGE DAILY VISITOR LEVELS IN AUGUST 2021



TOTAL VISITS BY MONTH



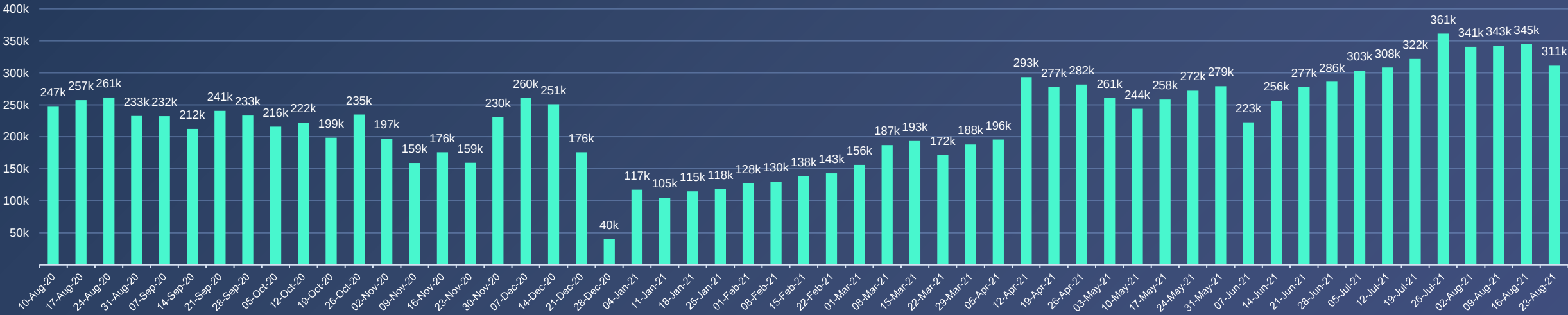
TOTAL VISIT CHANGE BY MONTH (%)



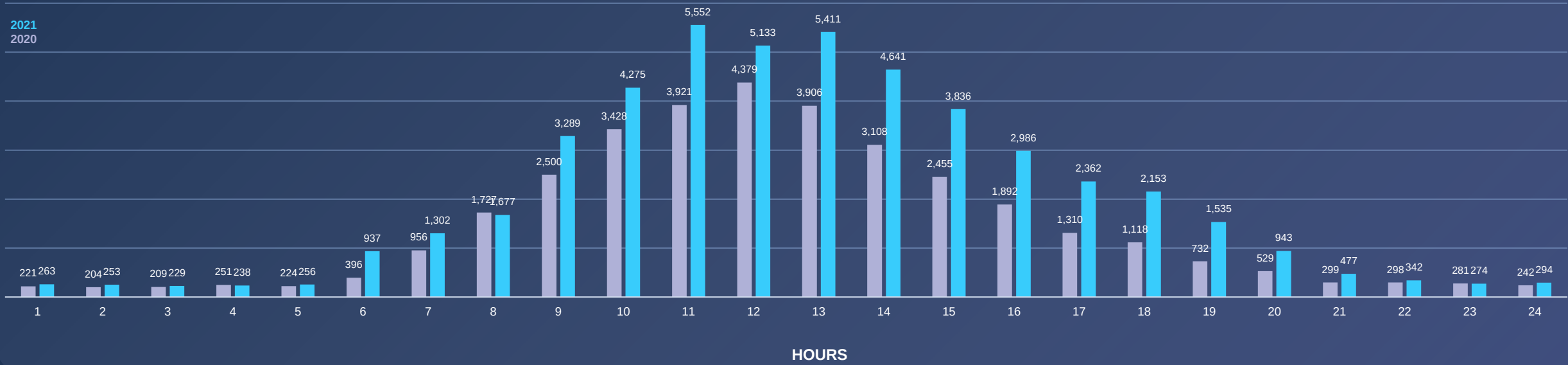
NEWPORT TOWN CENTRE — AUGUST 2021 SUMMARY & BENCHMARKING (AUGUST 2020-21)



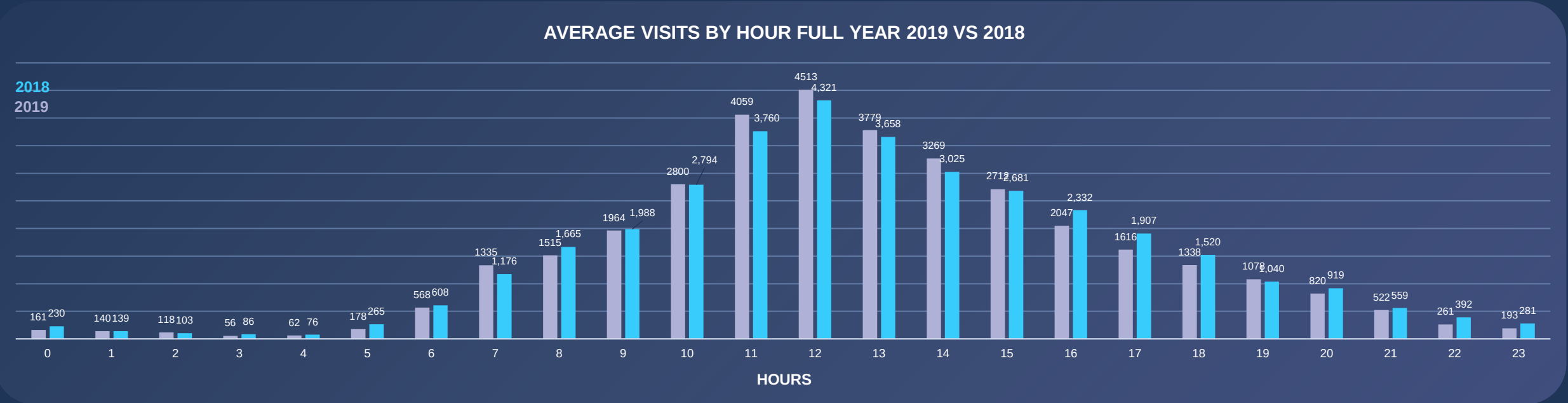
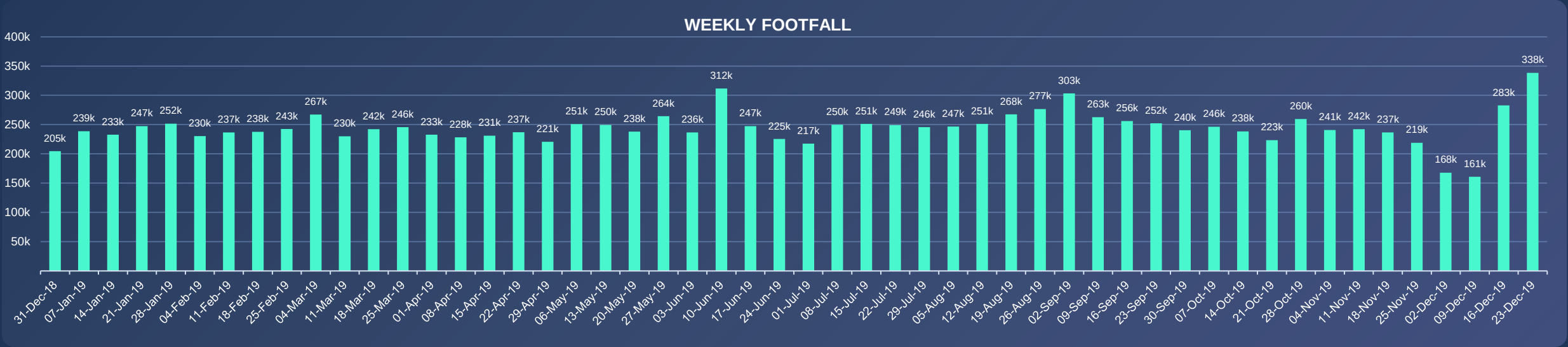
WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR



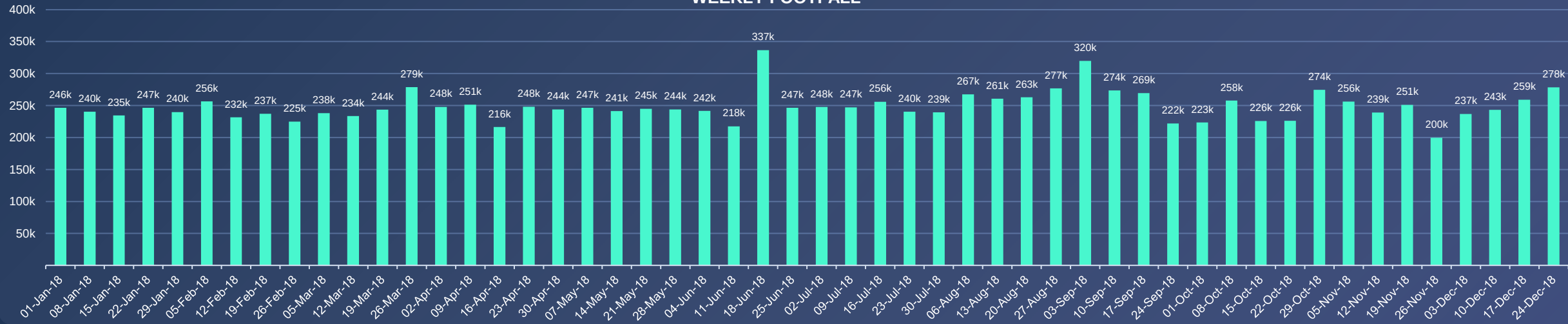
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



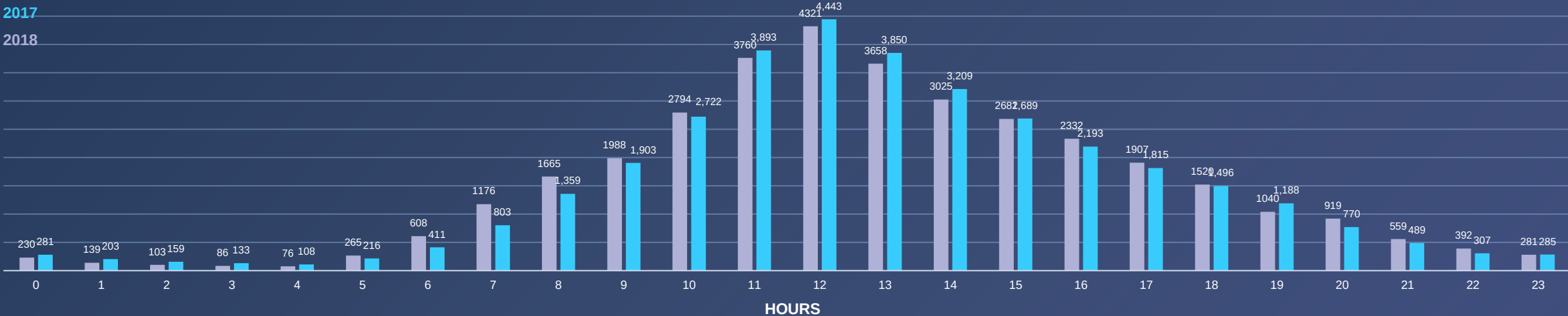
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



12,794,239

VISITS TO THE HIGH STREET
AUGUST 20 - AUGUST 21

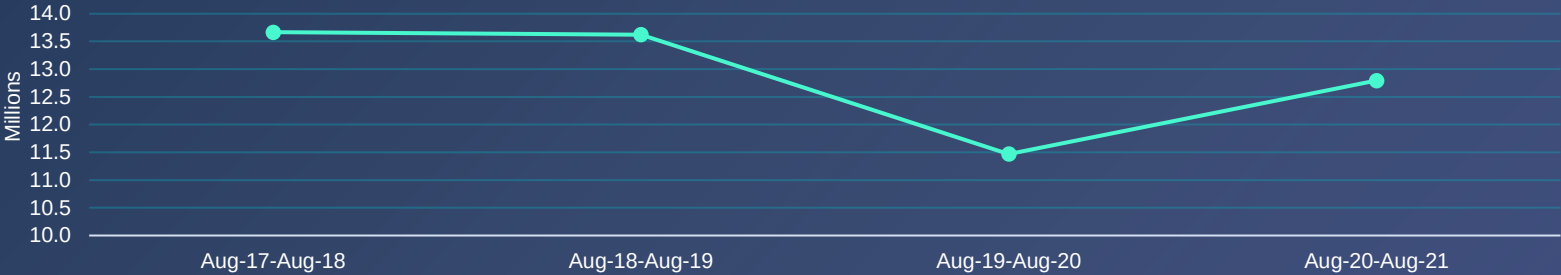


-6%

4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



156 MINS

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

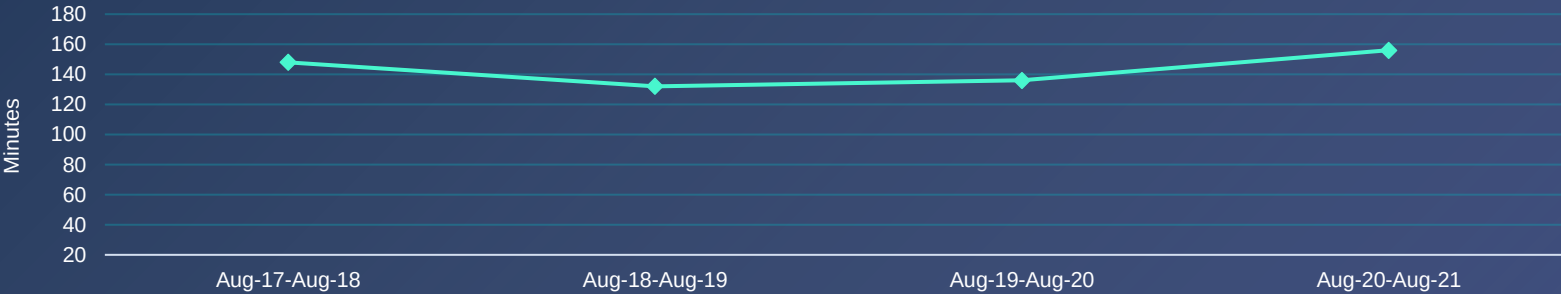


5%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.5

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

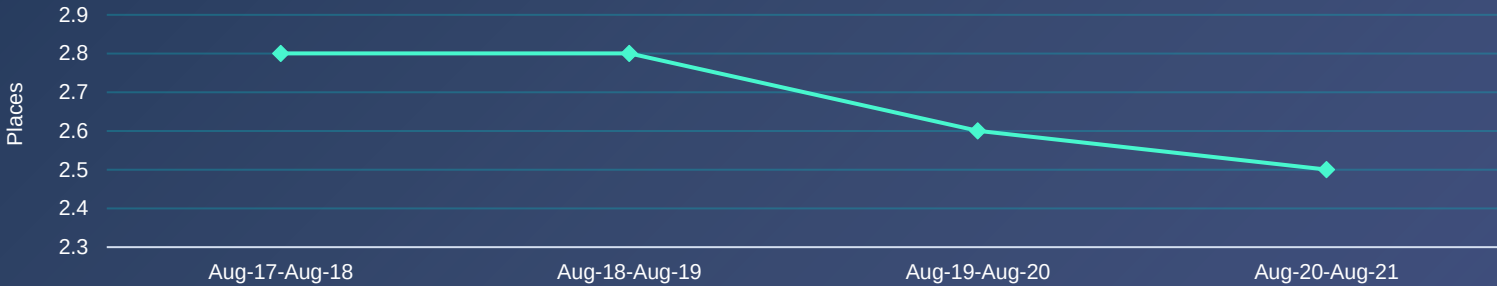


-11%

4 YEAR CHANGE

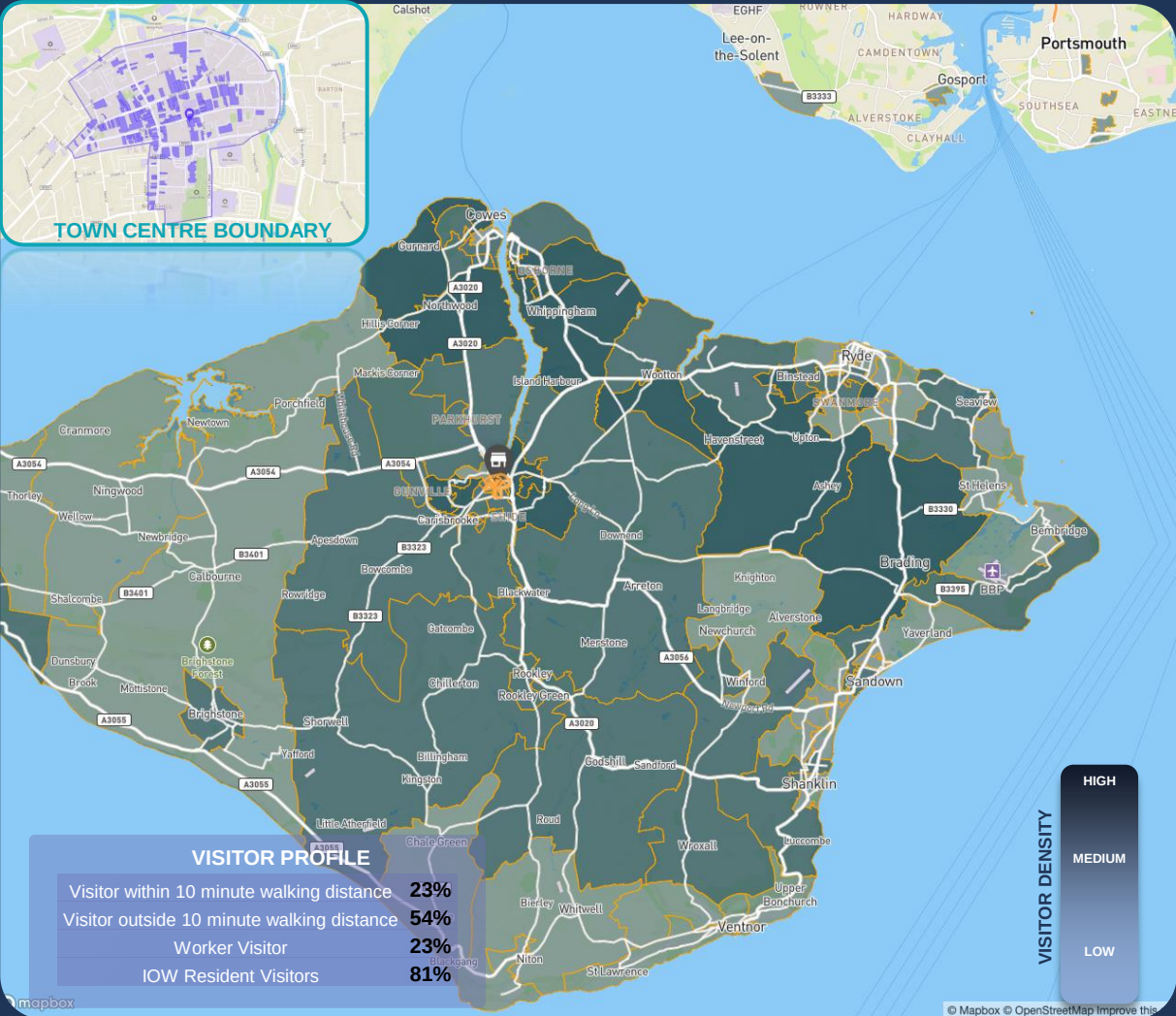


PLACES VISITED

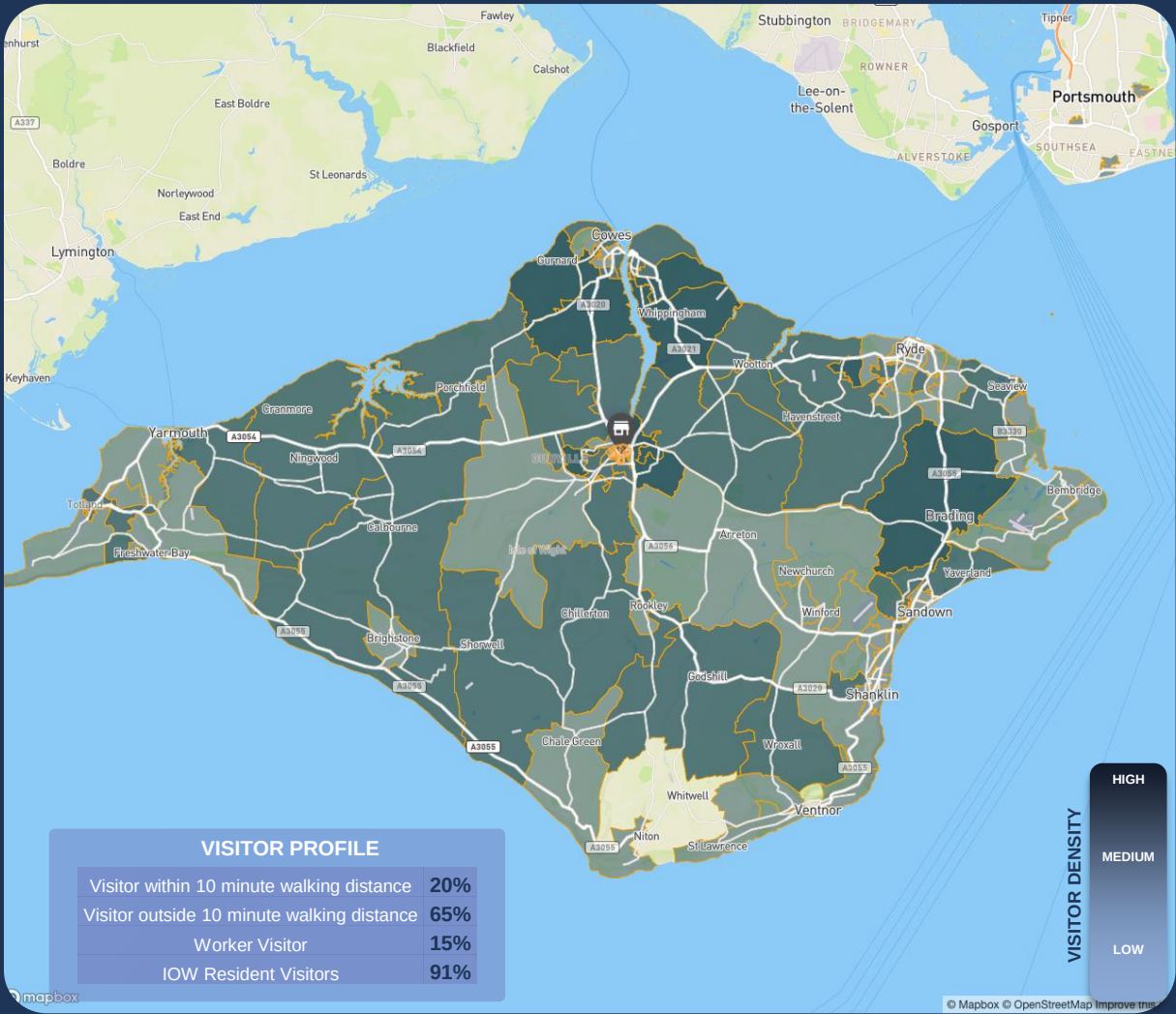


NEWPORT VISITOR CATCHMENT — AUGUST 2021 & BENCHMARKING (AUGUST 2020-21)

VISITOR CATCHMENT BY POSTCODE
SEPTEMBER 2020 - AUGUST 2021 (zoomed in)



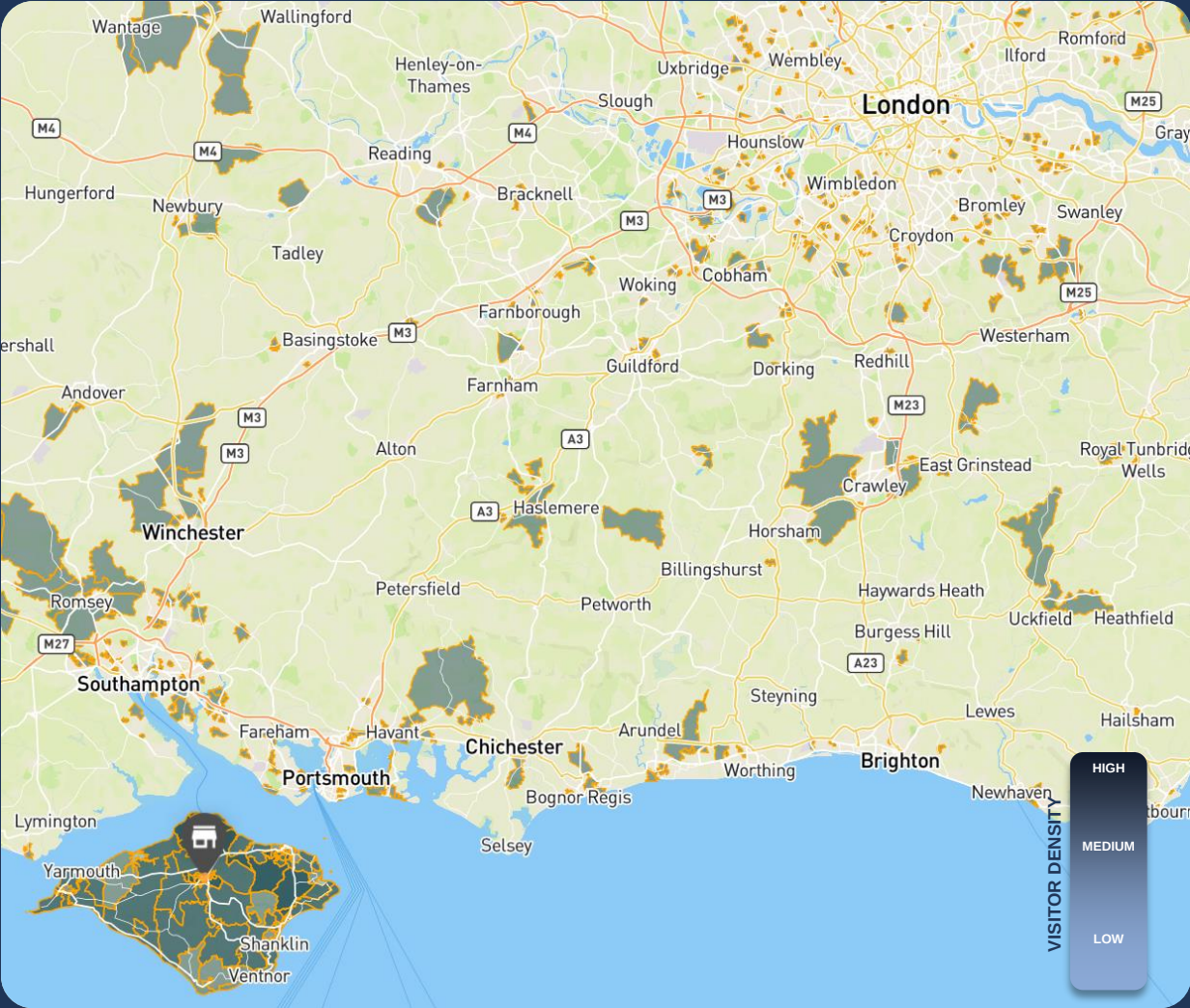
VISITOR CATCHMENT BY POSTCODE
IN AUGUST 2021 (zoomed in)



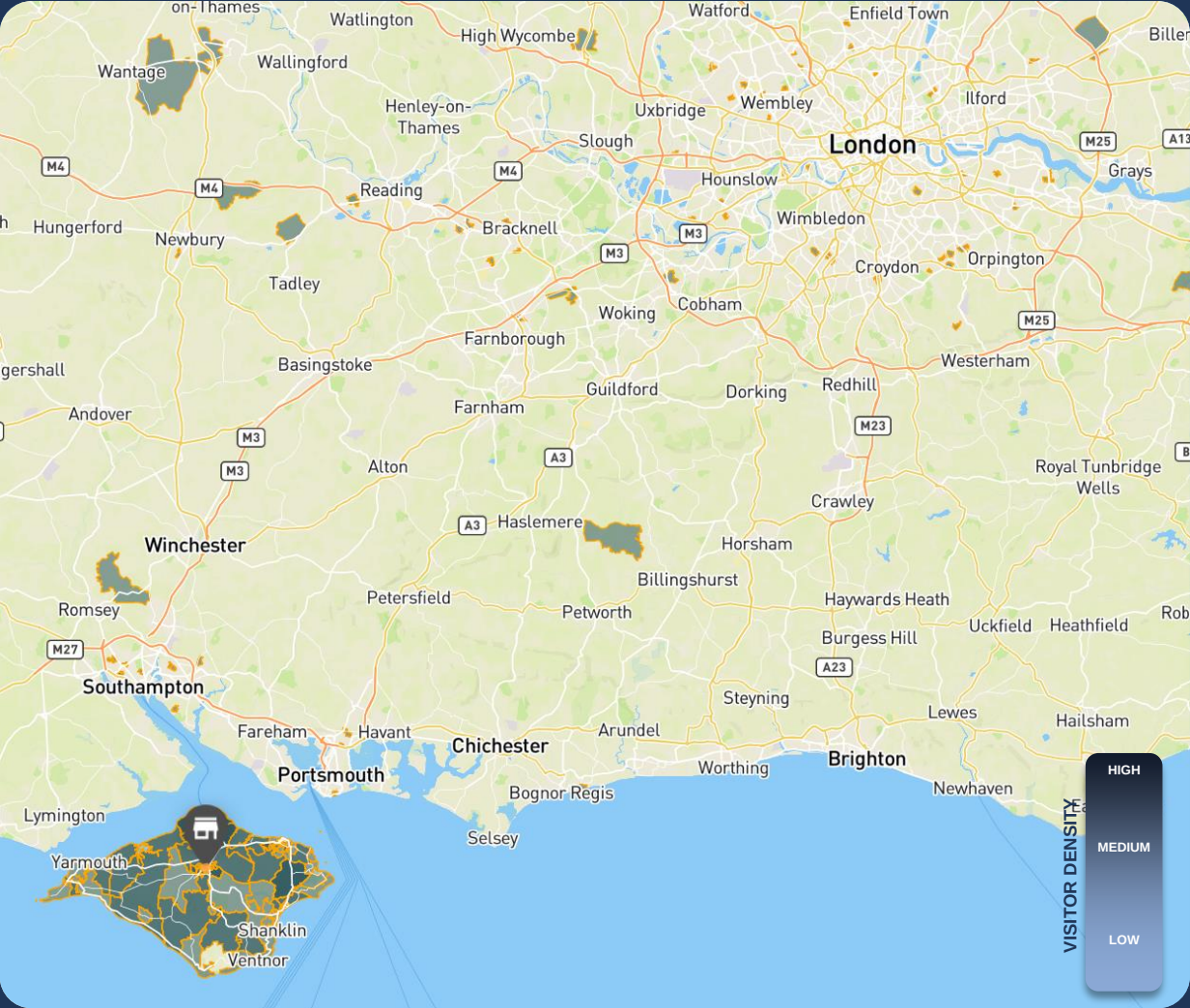
NEWPORT VISITOR CATCHMENT — AUGUST 2021 & BENCHMARKING (AUGUST 2020-21)



VISITOR CATCHMENT BY POSTCODE
SEPTEMBER 2020 – AUGUST 2021 (zoomed out)

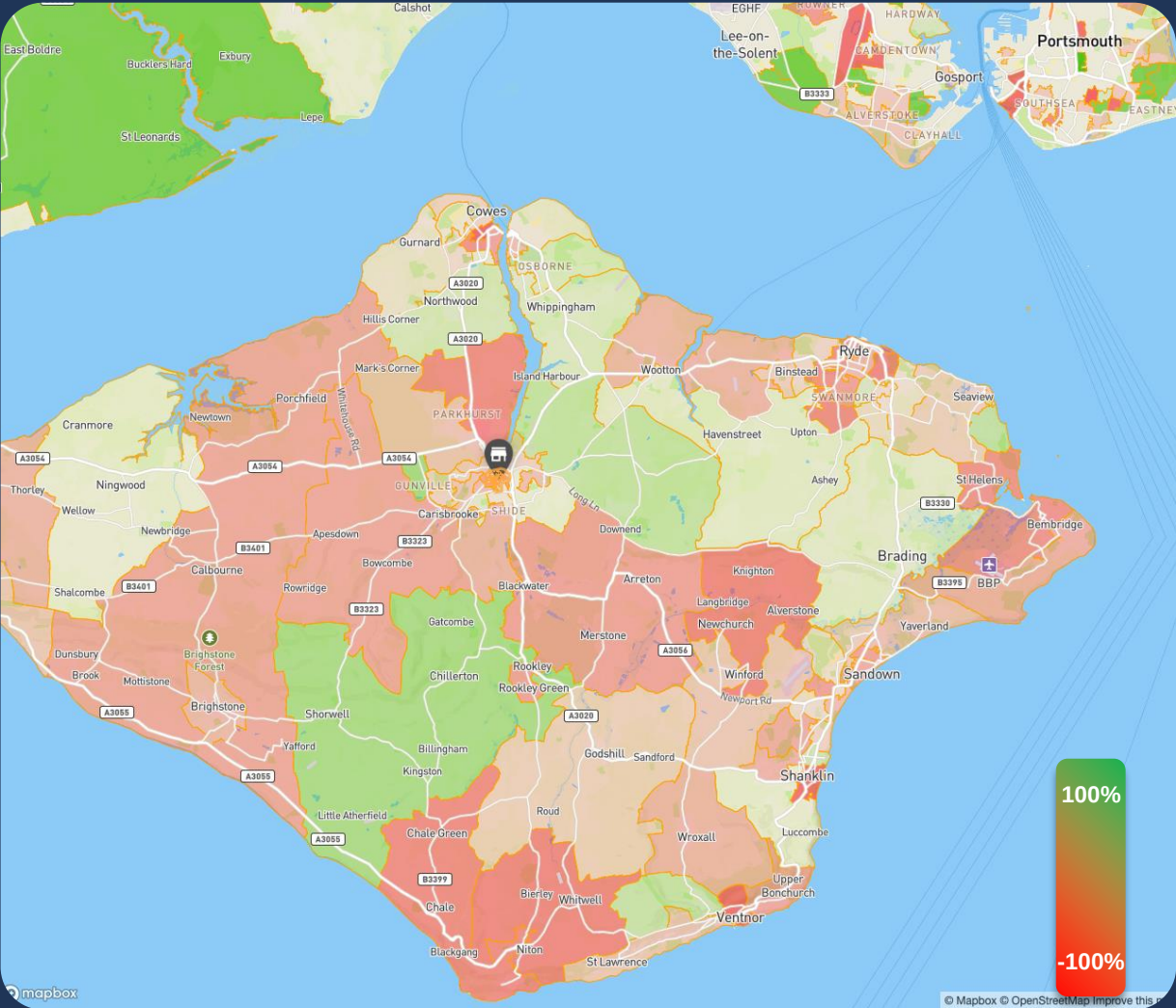


VISITOR CATCHMENT BY POSTCODE
IN AUGUST 2021 (zoomed out)

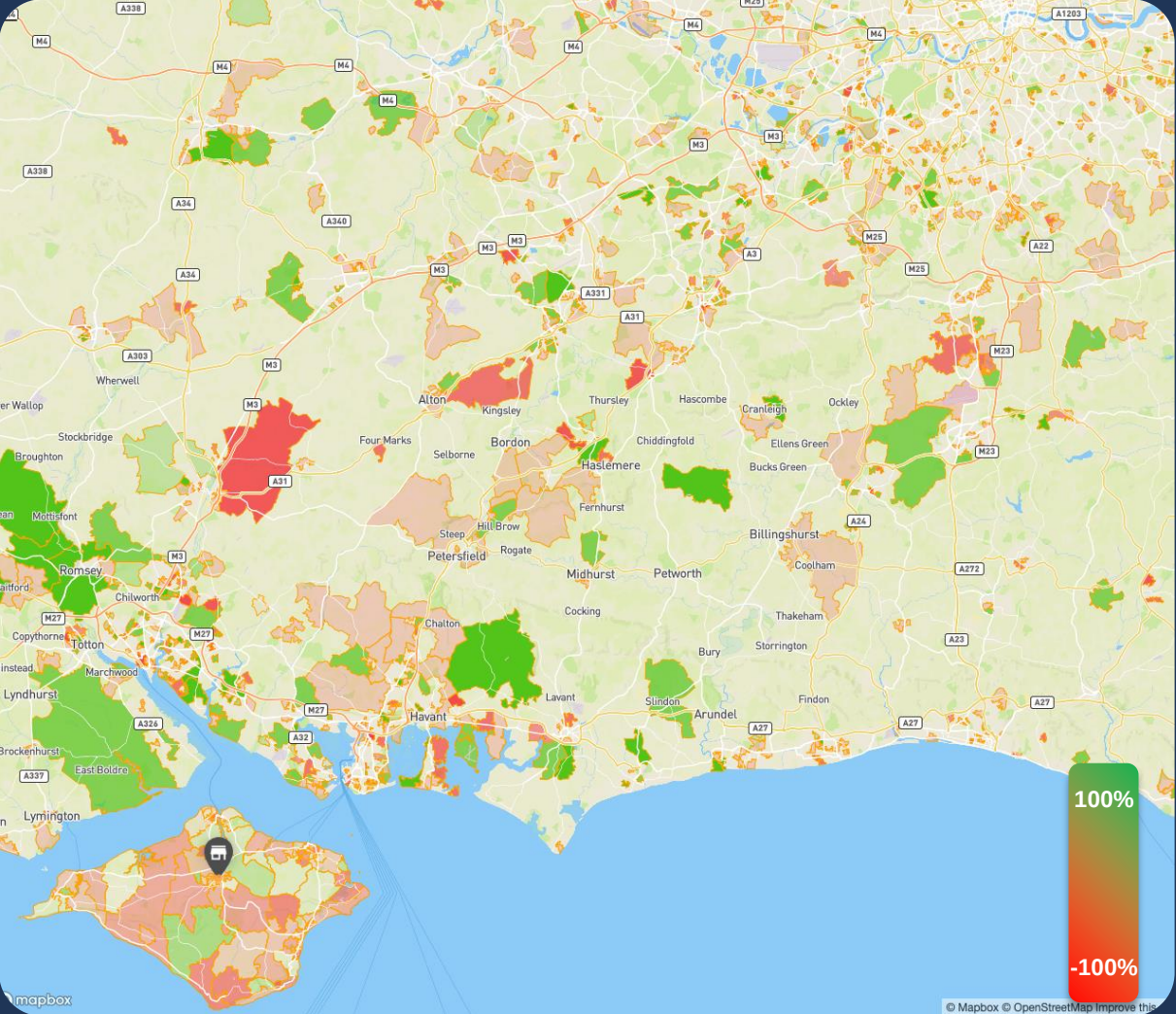


NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (AUGUST 2020-21)

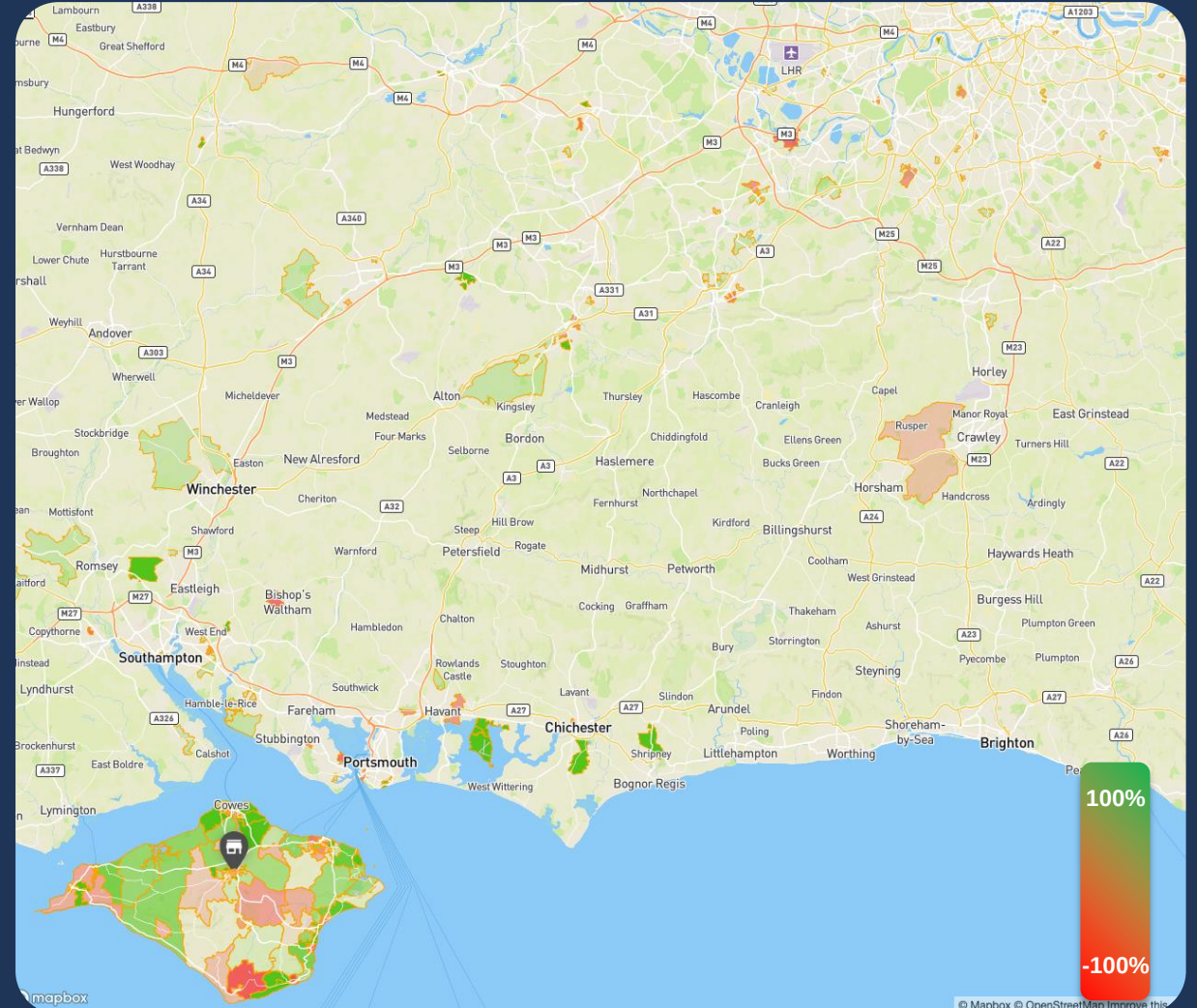
CHANGE IN VISITOR LEVELS
AUGUST 2020-21 vs AUGUST 2019-20 (zoomed in)



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

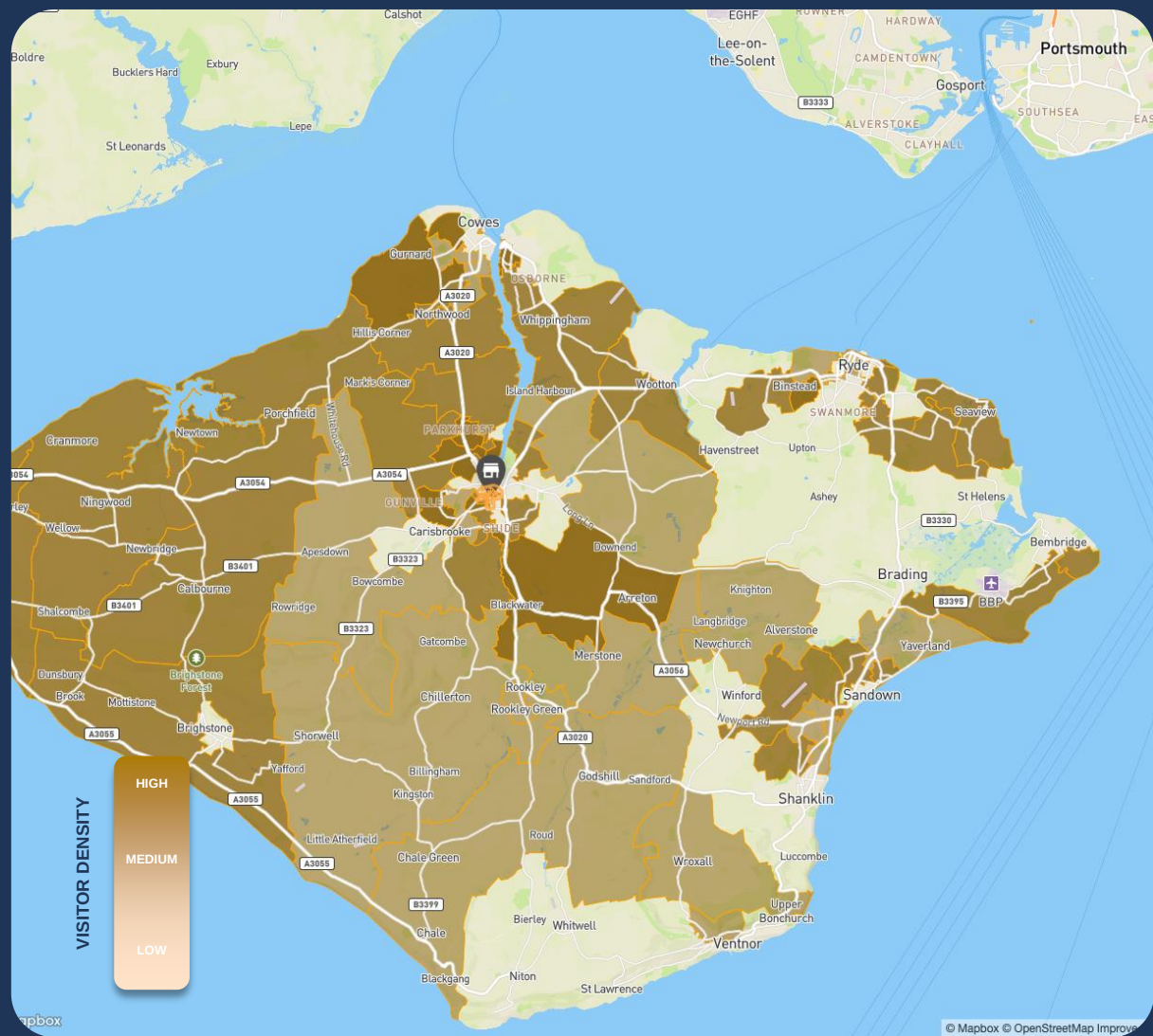


CHANGE IN VISITOR LEVELS AUGUST 2021 vs AUGUST 2020 (zoomed out)

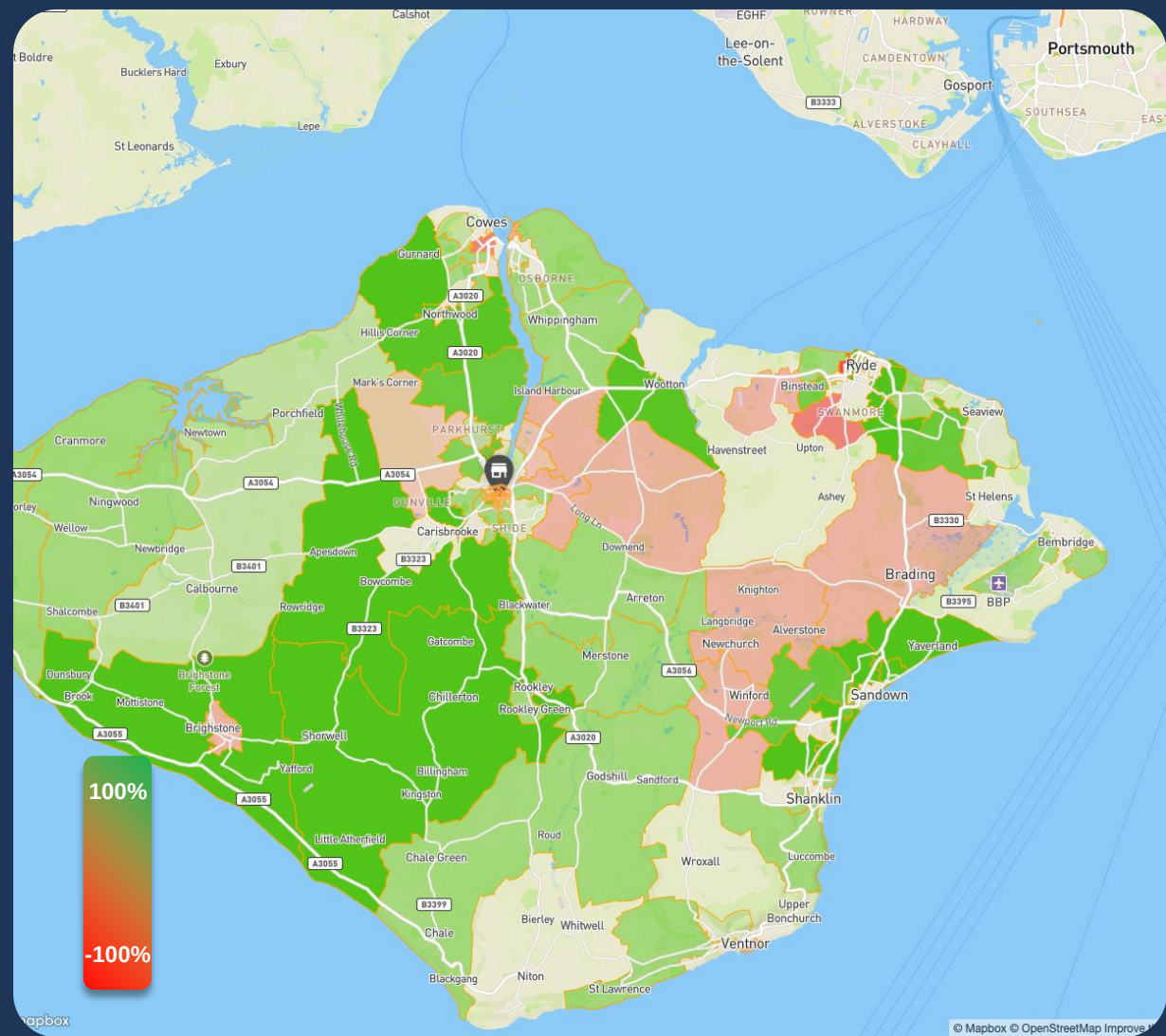


NEWPORT WORKER CATCHMENT CHANGE — AUGUST 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE AUGUST 2021

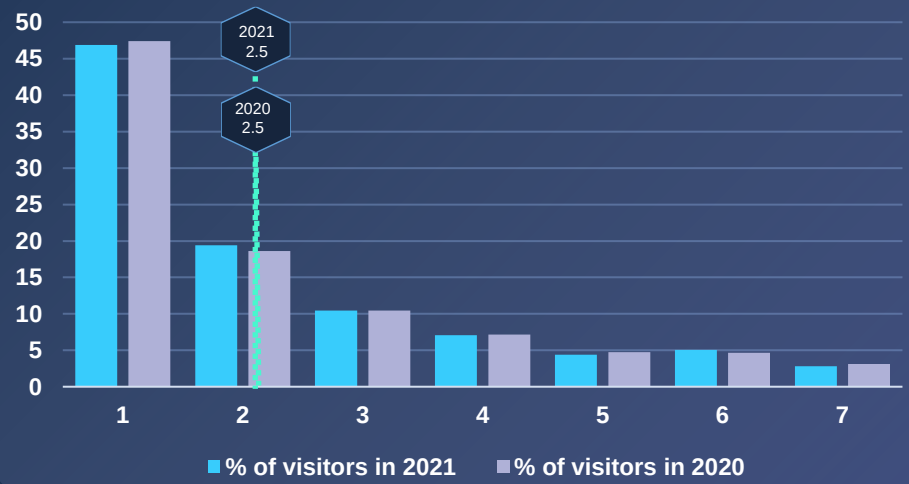


CHANGE IN WORKER CATCHMENT AUGUST 2021 vs AUGUST 2020

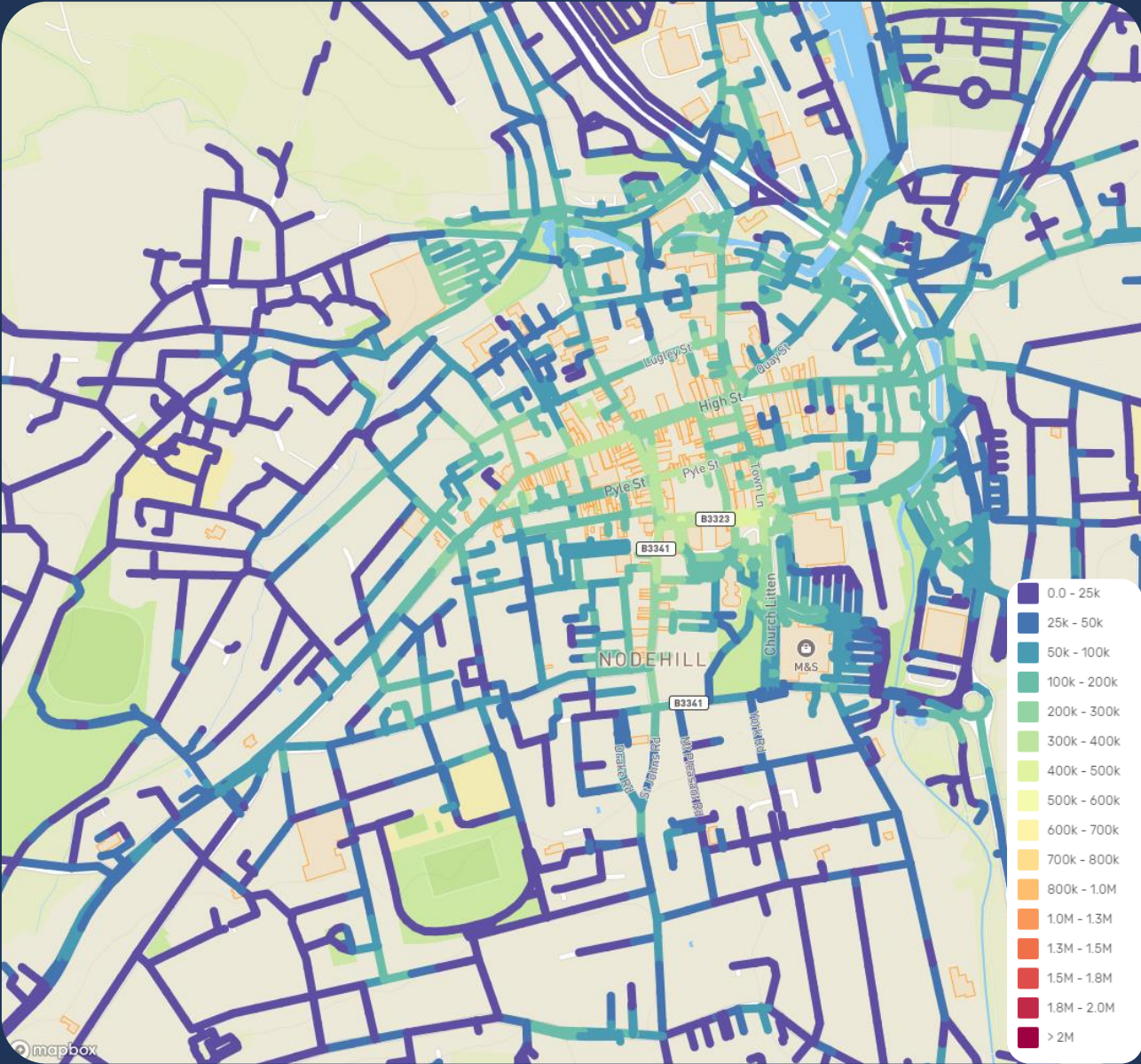
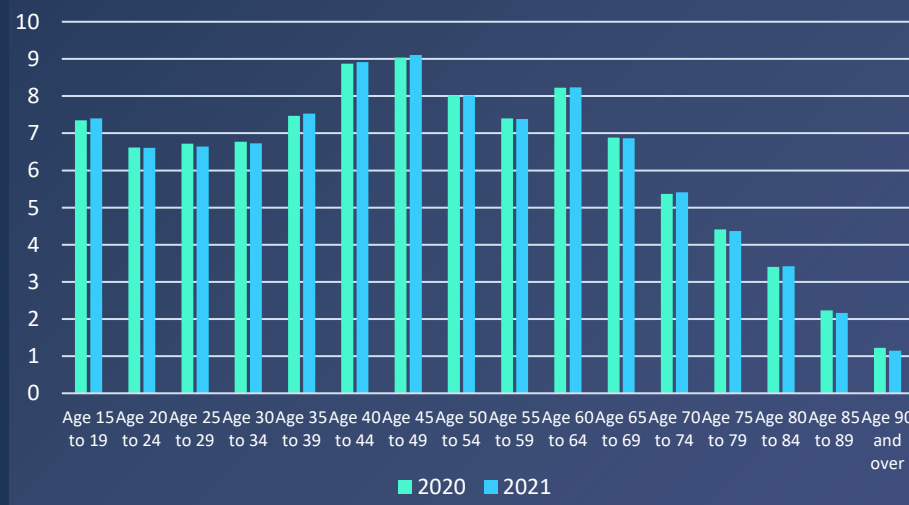


NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (AUGUST 2020-21)

NUMBER OF PLACES VISITED PER TRIP (%)



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



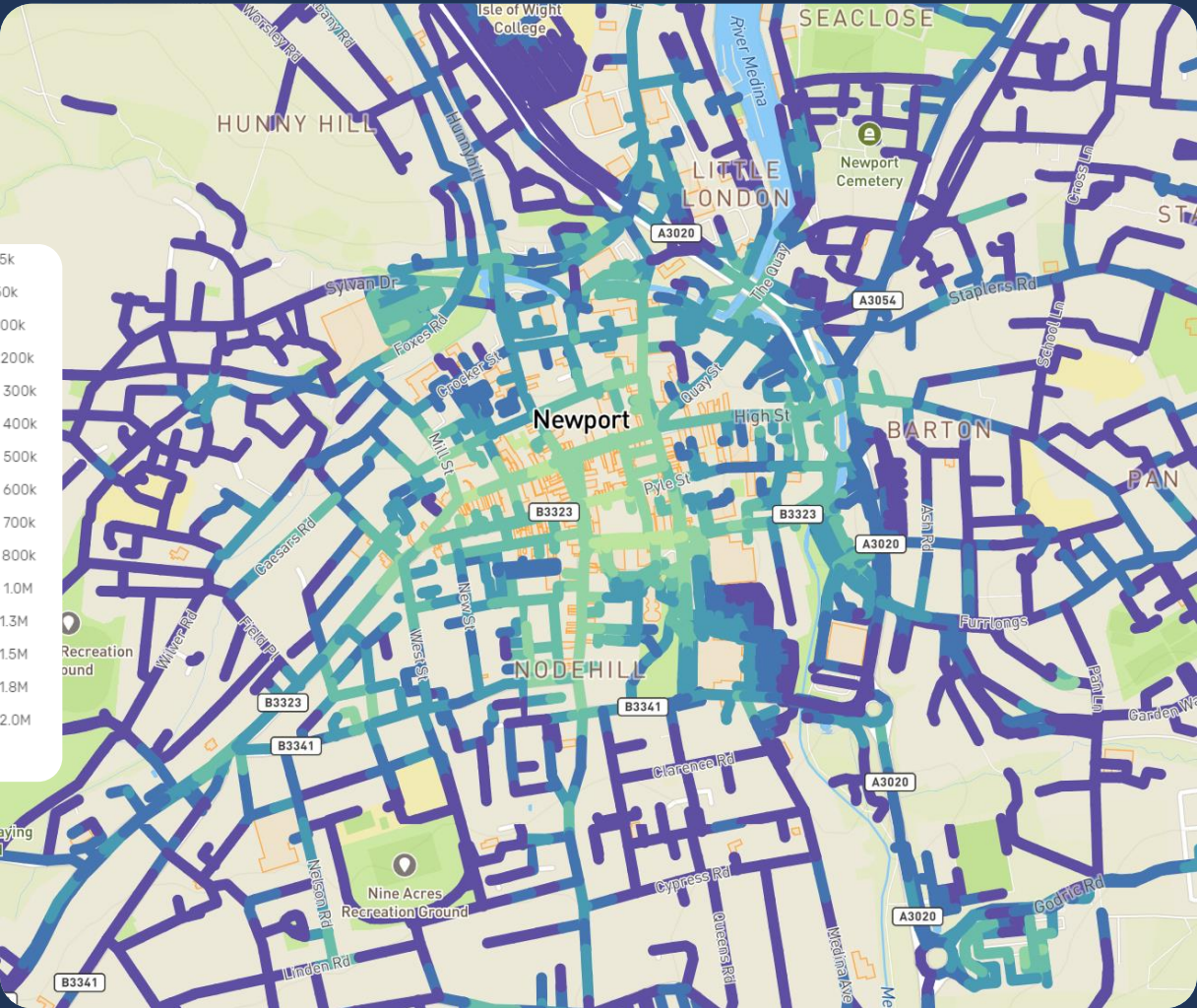
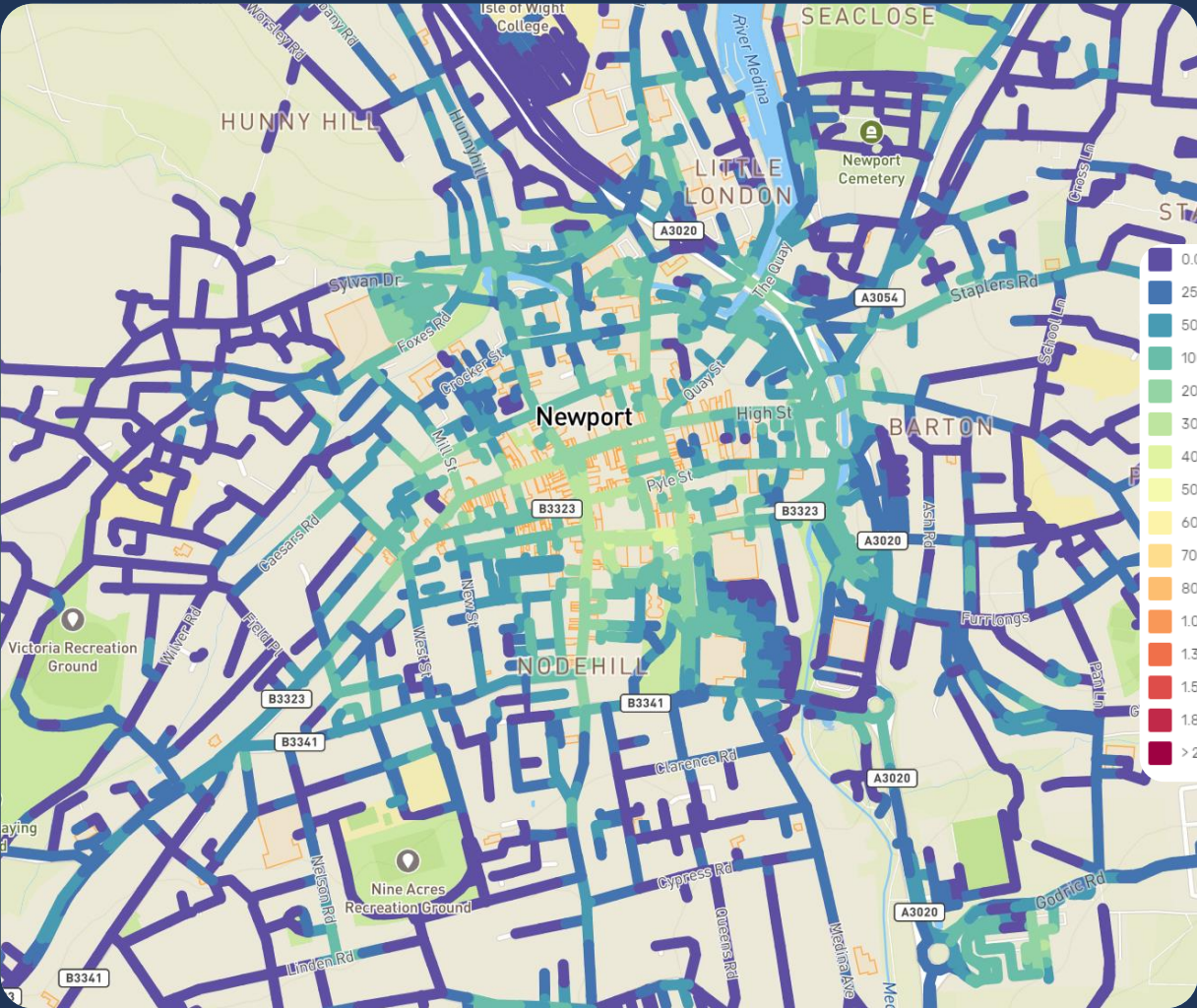
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2021

KEY: PEDESTRIAN NUMBERS AUGUST 2021

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – AUGUST 2021 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2021

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2020



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



CENTRE FOOTFALL DATA AUGUST 2021 VS AUGUST 2020 — ENTRY POINTS



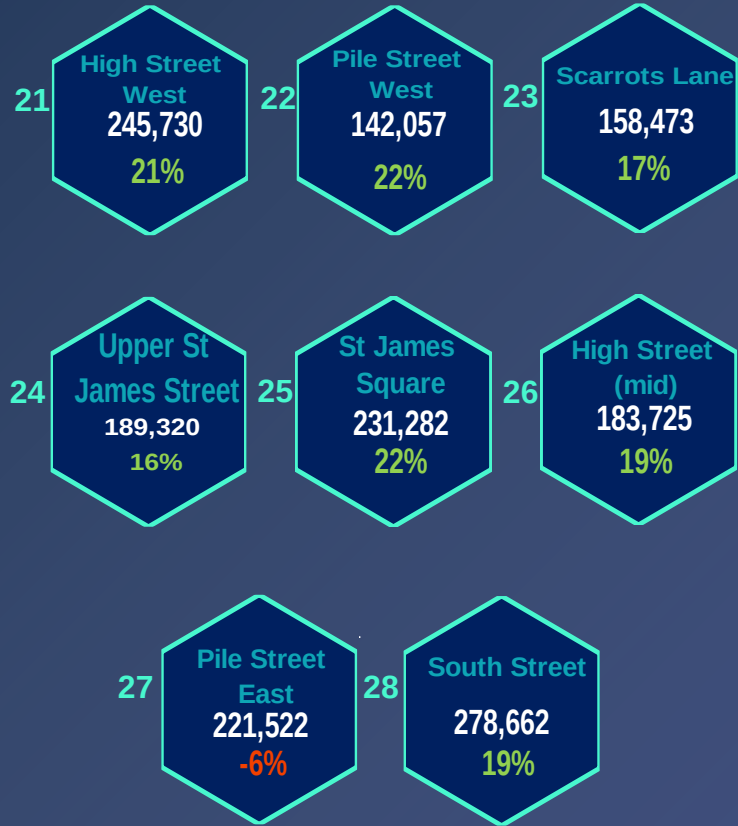
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2021

KEY: PEDESTRIAN NUMBERS AUGUST 2021

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



CENTRE FOOTFALL DATA AUGUST 2021 VS AUGUST 2020 — ENTRY POINTS



KEY: PEDESTRIAN NUMBERS AUGUST 2021

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2021

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



ST THOMAS SQUARE

TOTAL VISITS

129,751

VISITS AUGUST 20



AVERAGE DWELL
TIME

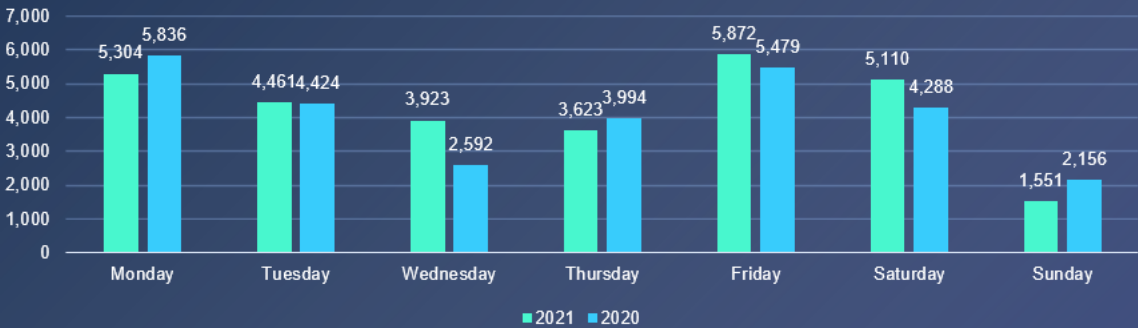
38 MINS

AVERAGE TIME SPENT
AUGUST 20

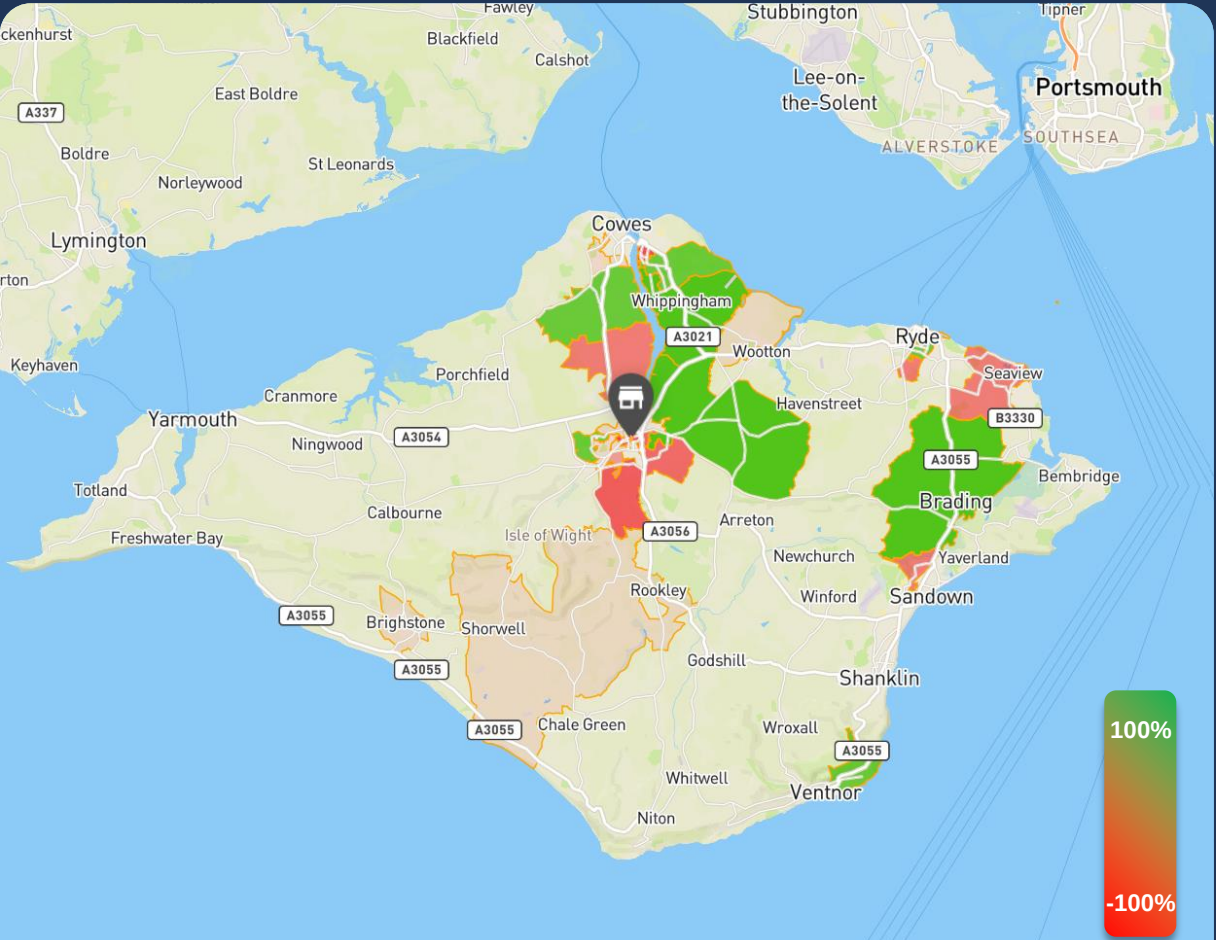
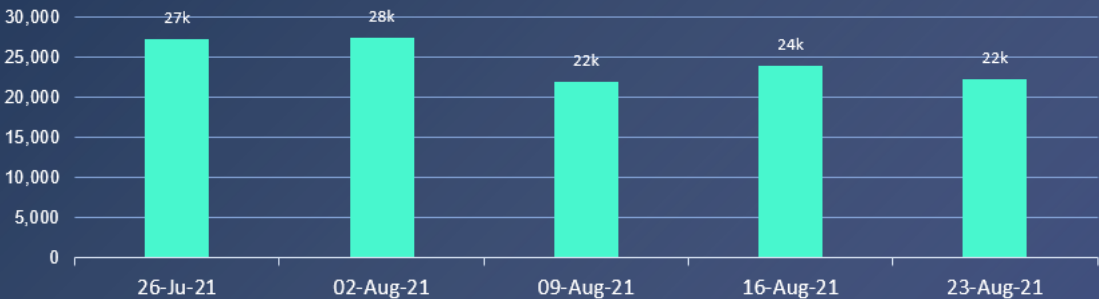


CHANGE IN VISITOR LEVELS AUGUST 2021 vs AUGUST 2020

AVERAGE DAILY AUGUST 2021 VS AUGUST 2020



WEEKLY VISITS AUGUST 2021



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



ST JAMES SQUARE

TOTAL VISITS

175,141

VISITS AUGUST 20



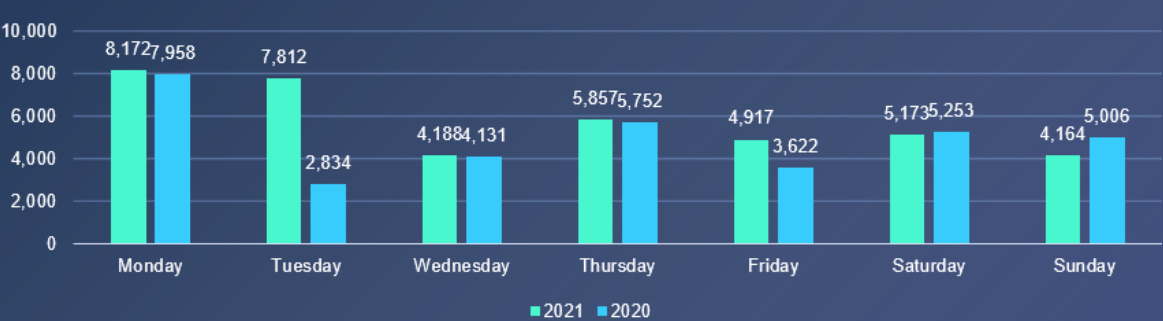
AVERAGE DWELL
TIME

33 MINS

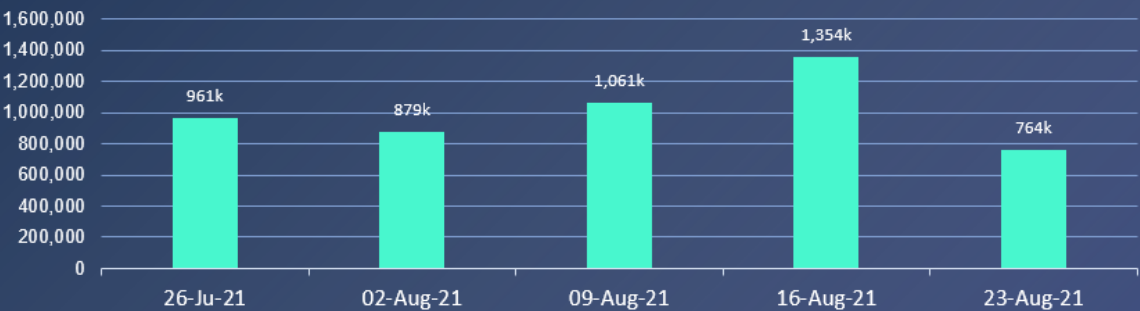
AVERAGE TIME SPENT
AUGUST 20



AVERAGE DAILY AUGUST 2021 VS AUGUST 2020



WEEKLY VISITS AUGUST 2021



CHANGE IN VISITOR LEVELS AUGUST 2021 vs AUGUST 2020

