

VISITOR INSIGHTS

BASELINE REPORT

NEWPORT, Isle of Wight

SEPTEMBER 2021

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



VISITOR | INSIGHTS

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

TOTAL VISITS



1,287,286

VISITS TO THE HIGH STREET



31%

Y/O/Y CHANGE
* This compares to an average national benchmark of +15%



-12%

M/O/M CHANGE



SEP 20
SEP 21



AUG 21
SEP 21



17%

Y/O/Y CHANGE



SEP 19
SEP 21

AVERAGE DWELL TIME



180 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



43%

Y/O/Y CHANGE



SEP 20
SEP 21



50%

M/O/M CHANGE



AUG 21
SEP 21



9%

Y/O/Y CHANGE



SEP 19
SEP 21

PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.5

PLACES VISITED



SEP 20



2.5

PLACES VISITED



AUG 21

POPULAR VISIT DAY



THURSDAY

54k AVERAGE VISITS ON FRIDAY IN SEPTEMBER



WEDNESDAY



SEP 20

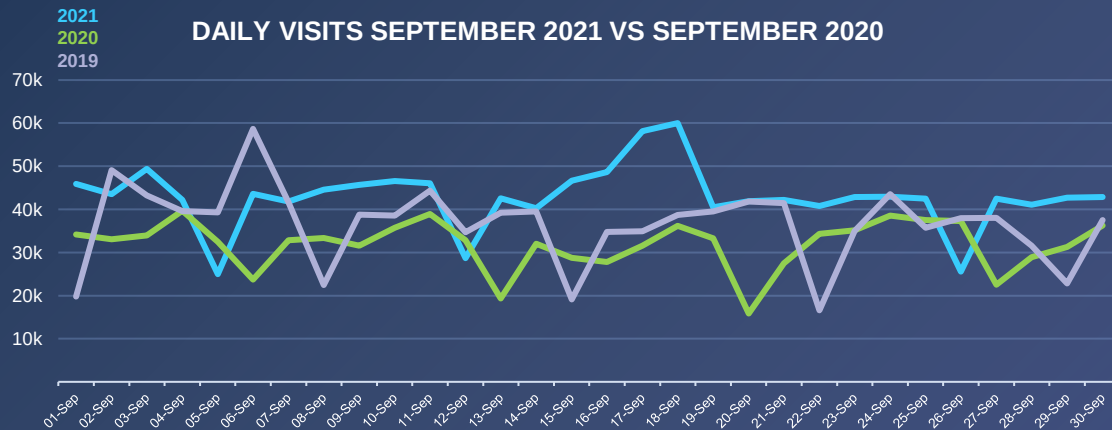


TUESDAY

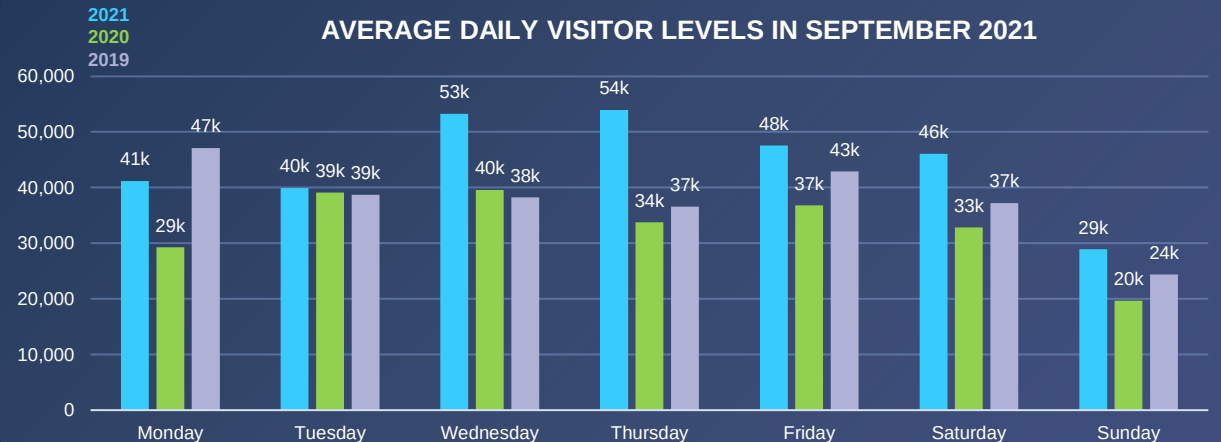


AUG 21

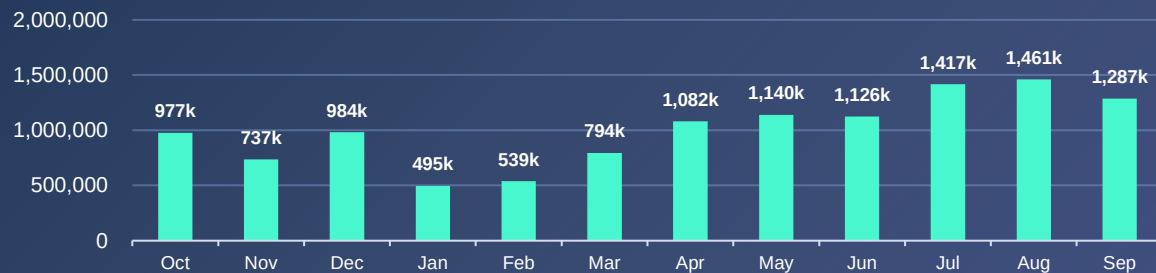
DAILY VISITS SEPTEMBER 2021 VS SEPTEMBER 2020



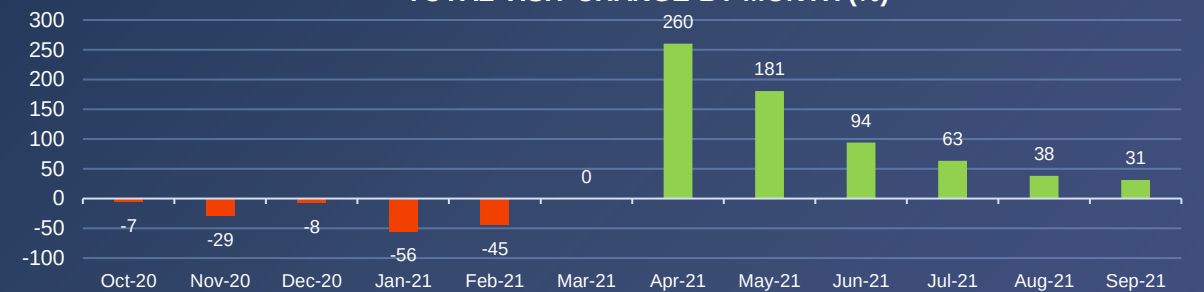
AVERAGE DAILY VISITOR LEVELS IN SEPTEMBER 2021



TOTAL VISITS BY MONTH



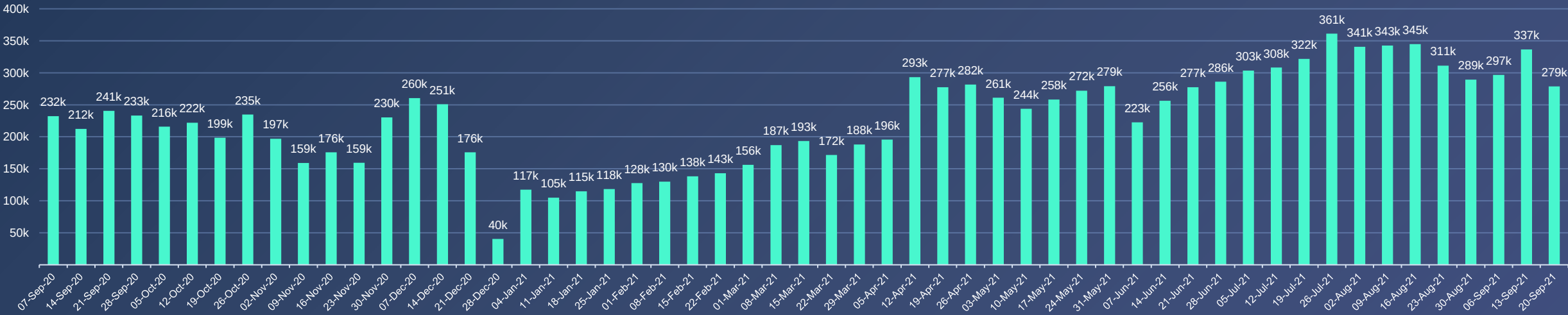
TOTAL VISIT CHANGE BY MONTH (%)



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

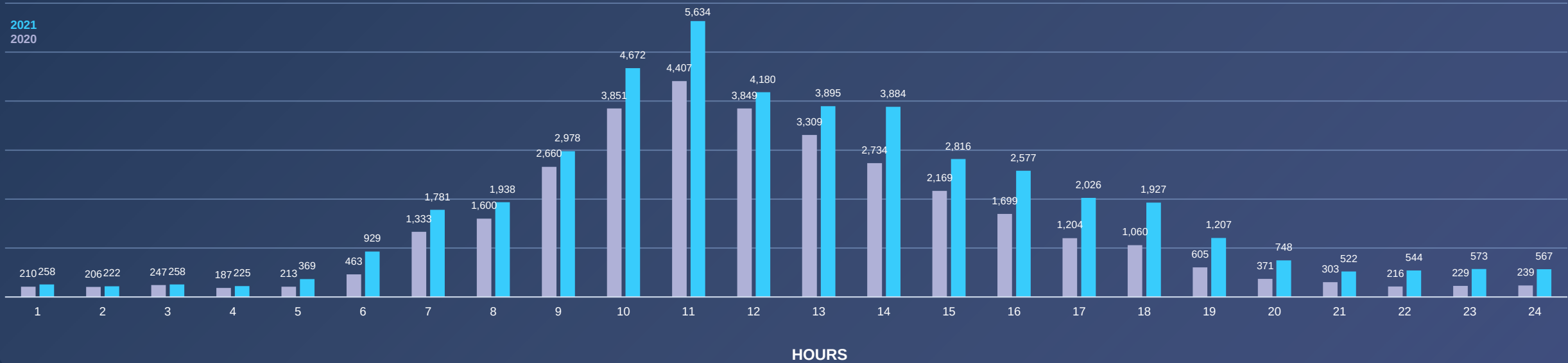


WEEKLY FOOTFALL

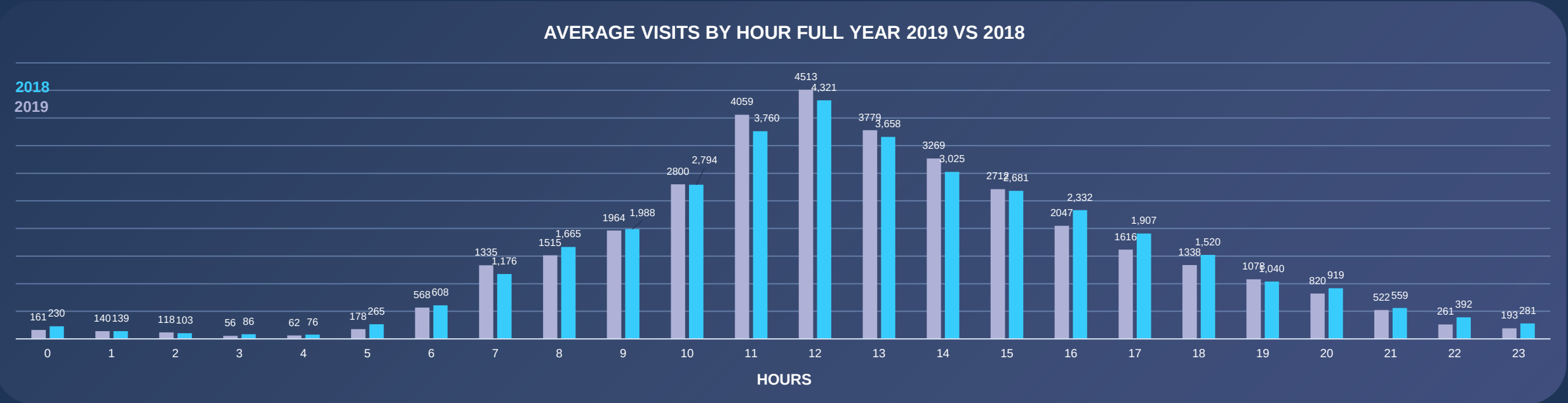
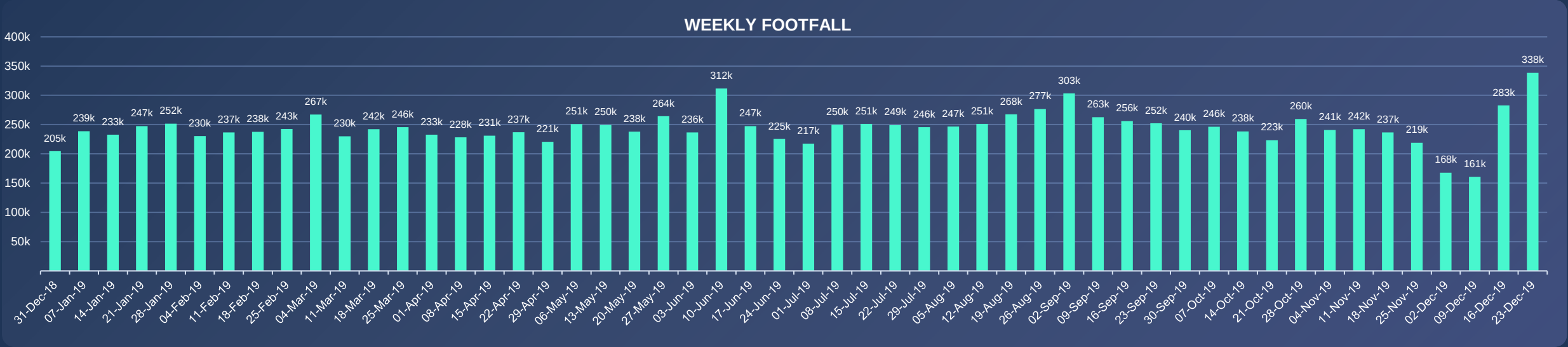


AVERAGE VISITS BY HOUR

2021
2020



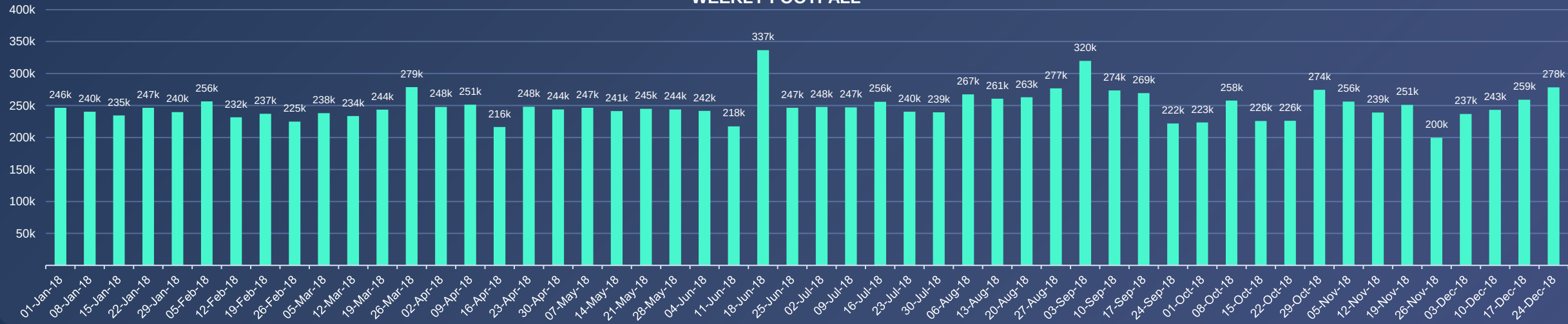
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



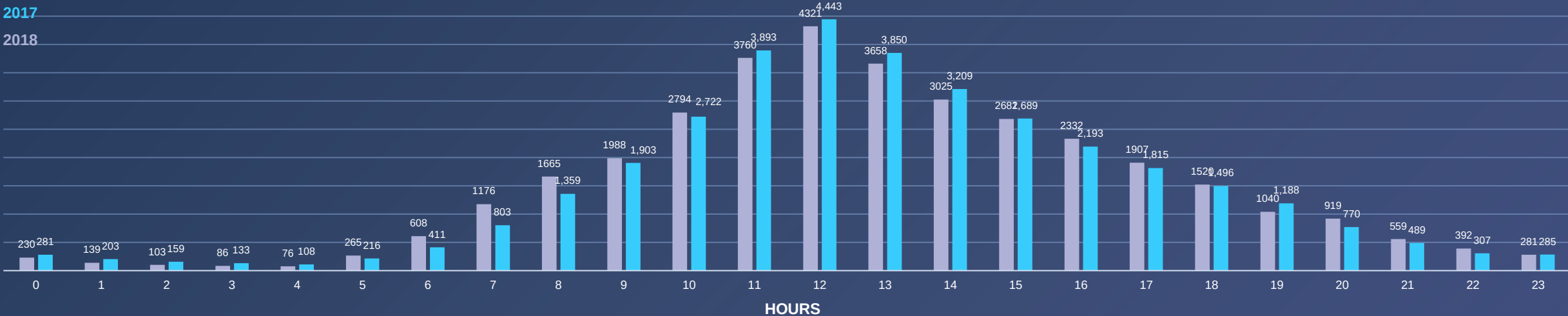
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



13,021,351

VISITS TO THE HIGH STREET
SEPTEMBER 20 - SEPTEMBER 21

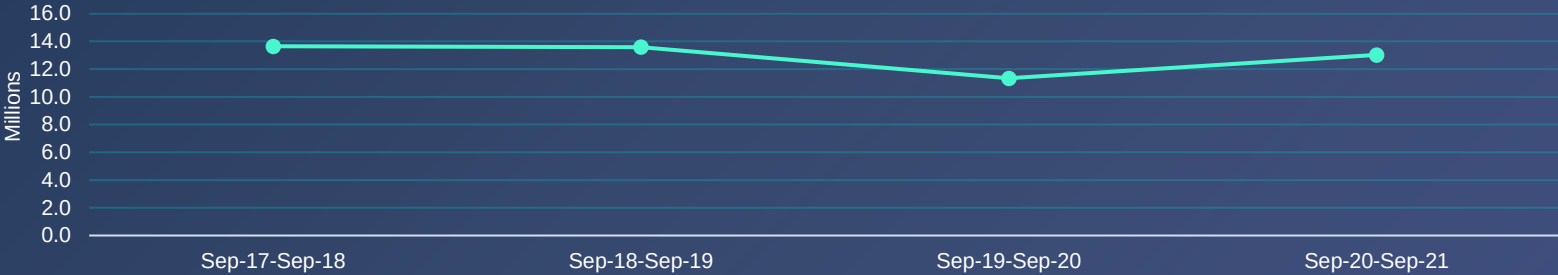


-5%

4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



137 MINS

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

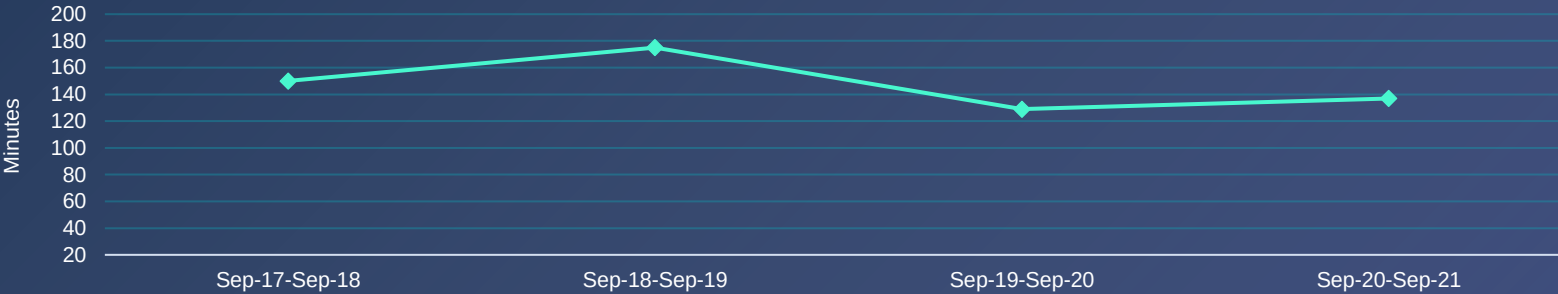


-9%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.5

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

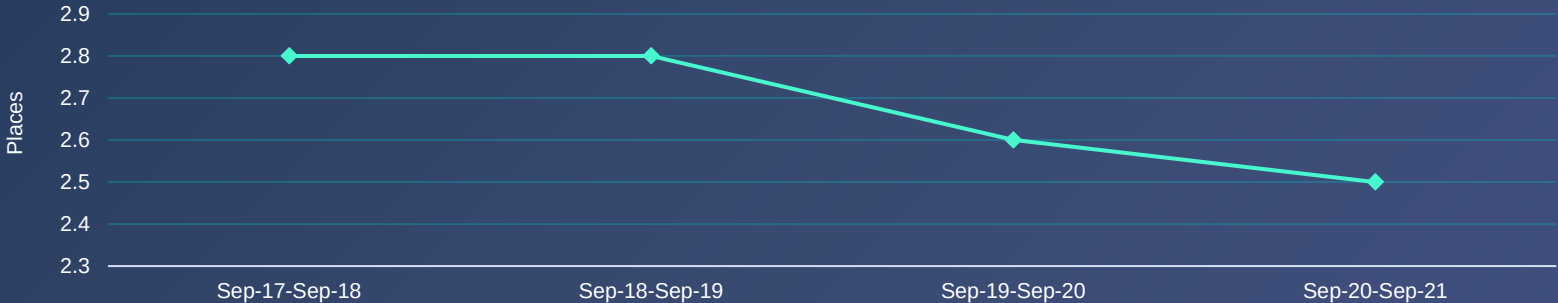


-11%

4 YEAR CHANGE

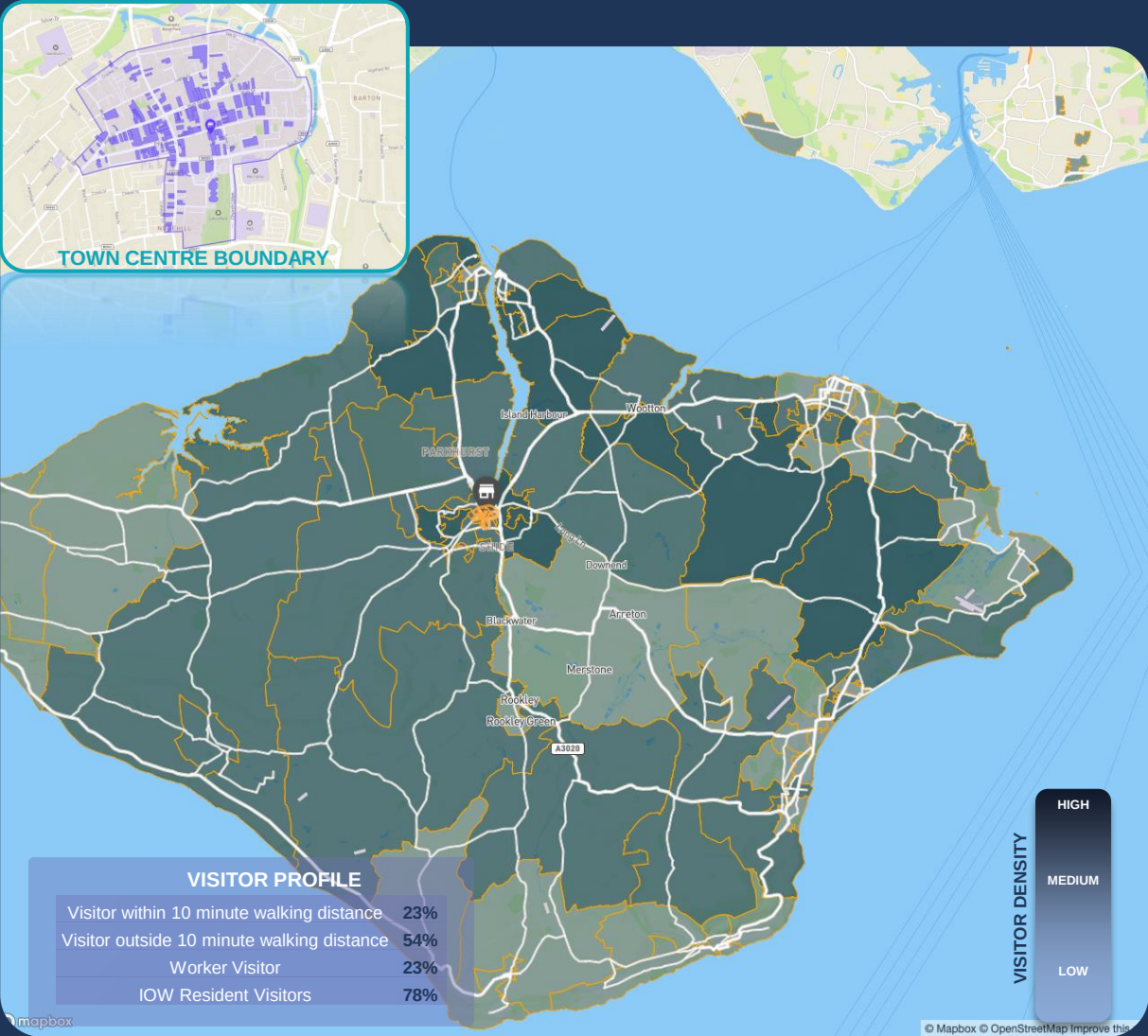


PLACES VISITED

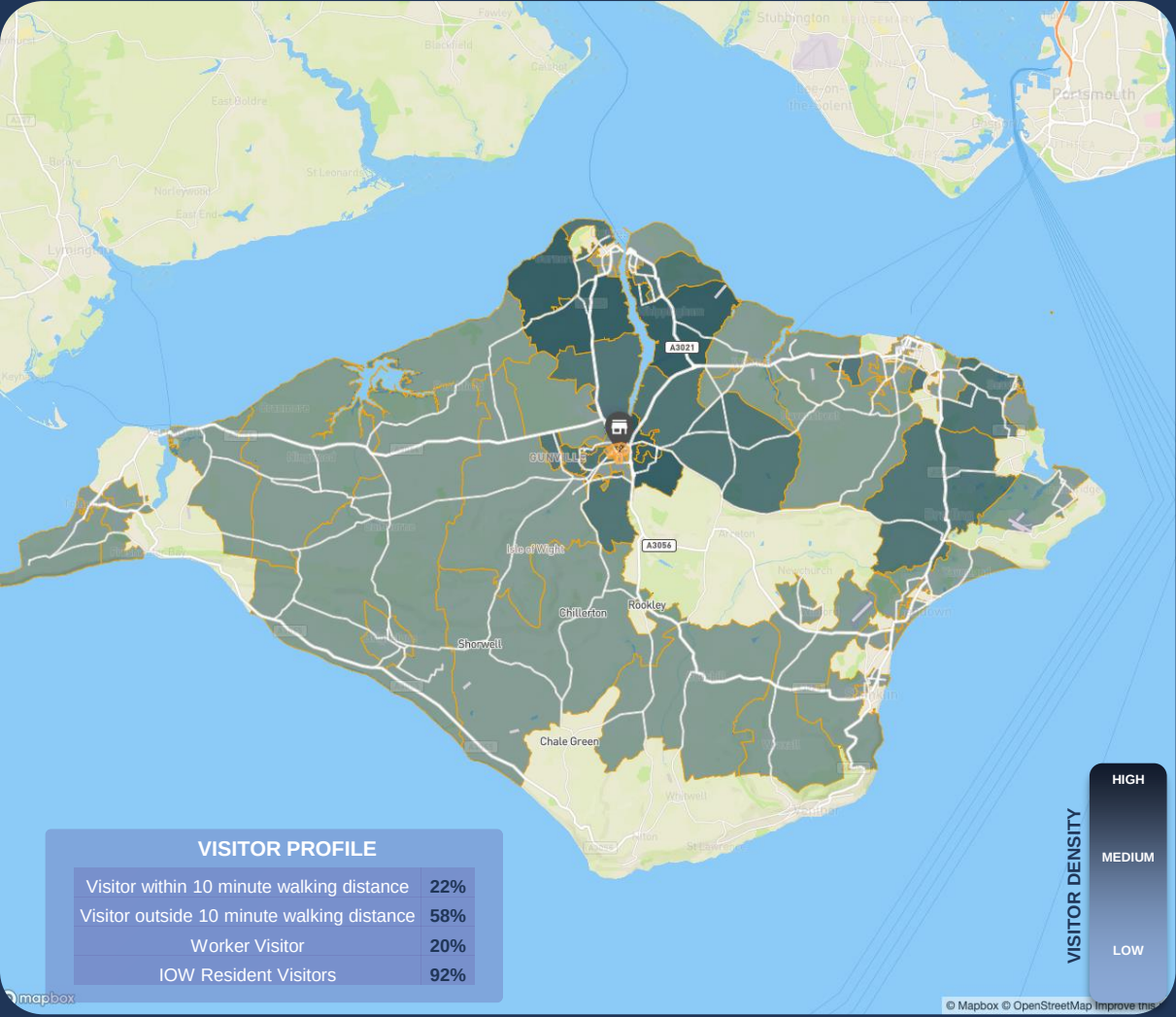


NEWPORT VISITOR CATCHMENT — SEPTEMBER 2021 & BENCHMARKING (SEPTEMBER 2020-21)

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

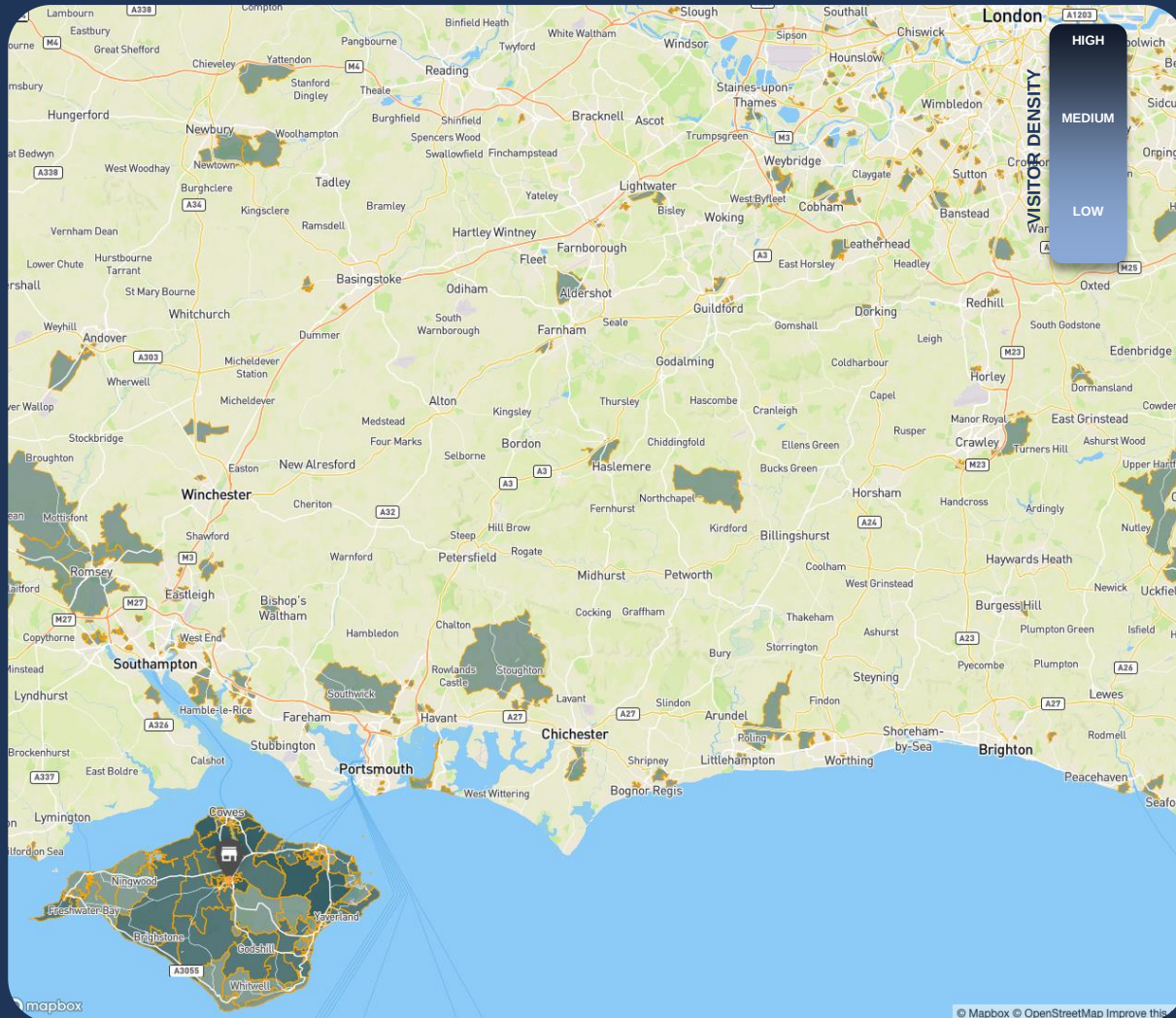


VISITOR CATCHMENT BY POSTCODE
IN SEPTEMBER 2021 (zoomed in)

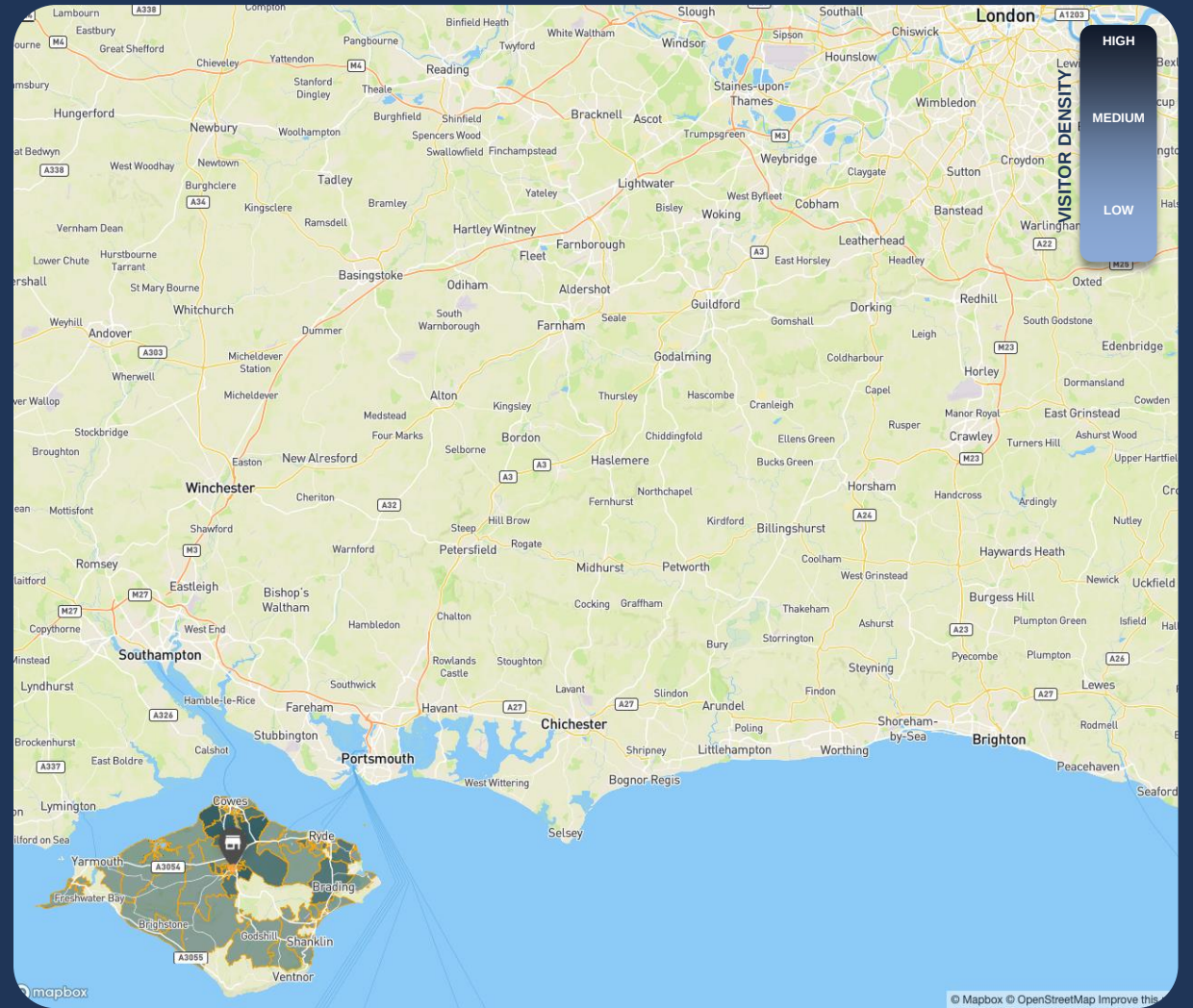


NEWPORT VISITOR CATCHMENT — SEPTEMBER 2021 & BENCHMARKING (SEPTEMBER 2020-21)

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

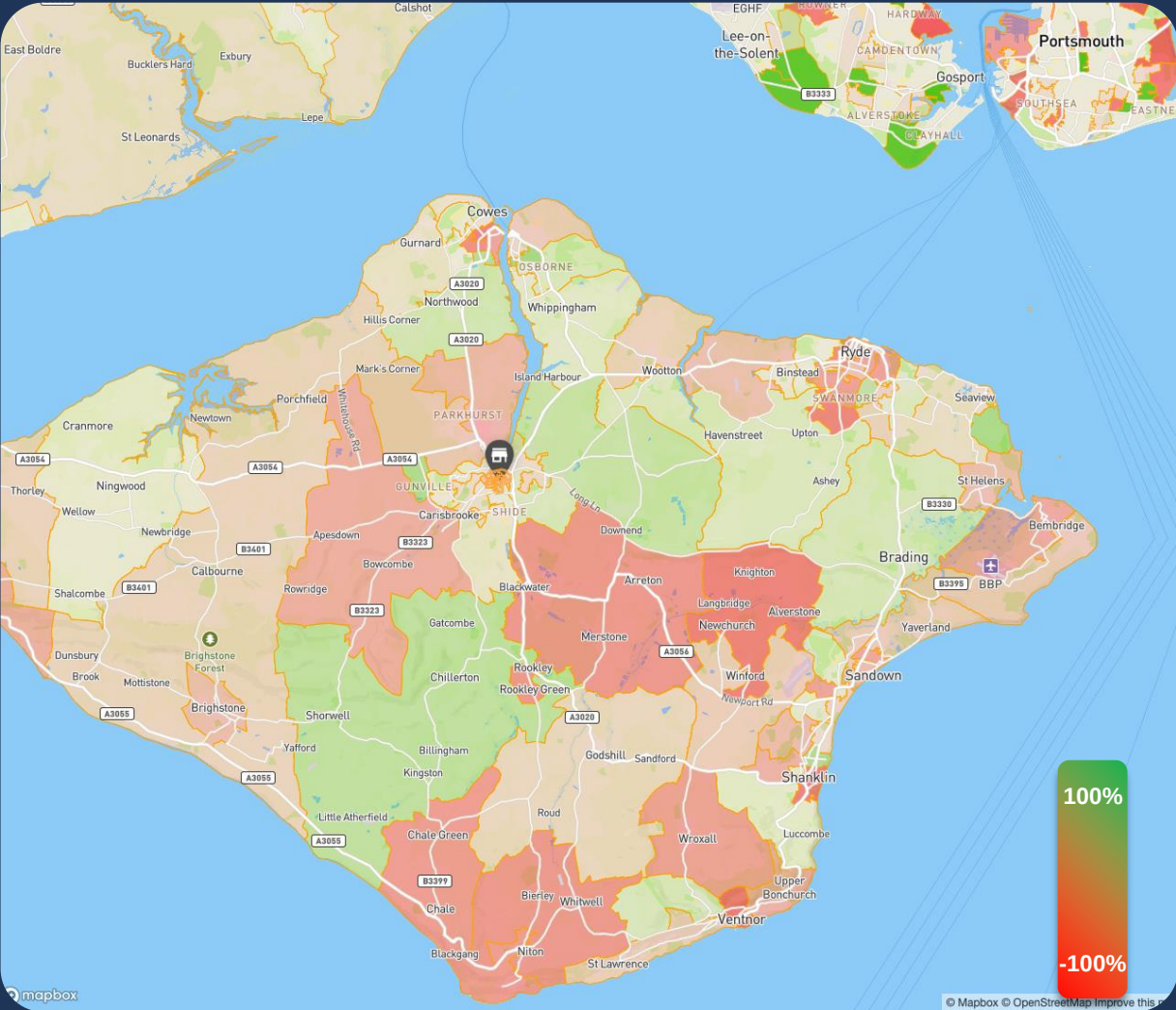


VISITOR CATCHMENT BY POSTCODE
IN SEPTEMBER 2021 (zoomed out)

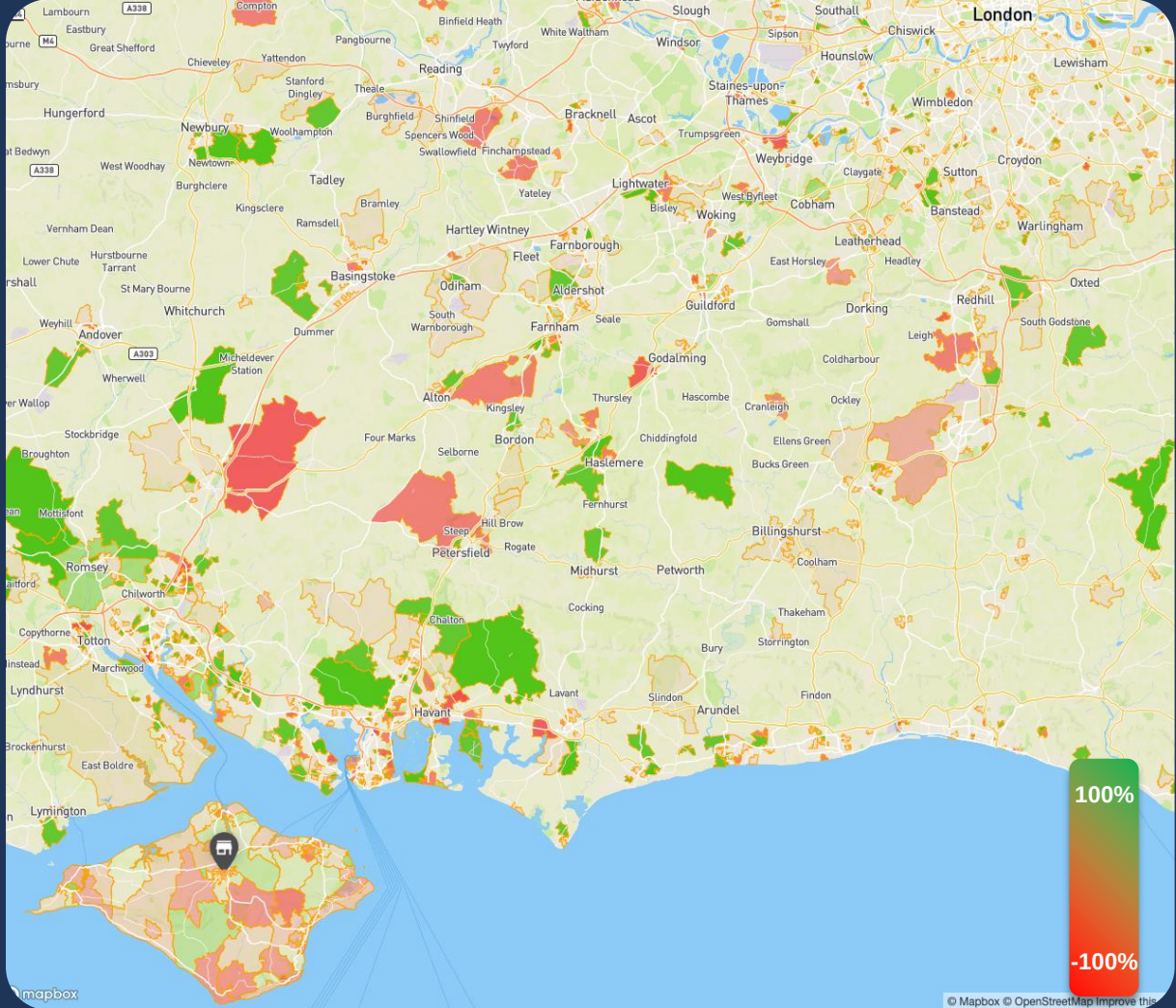


NEWPORT VISITOR CHANGE BY POSTCODE – 12 MONTHS (SEPTEMBER 2020-21)

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

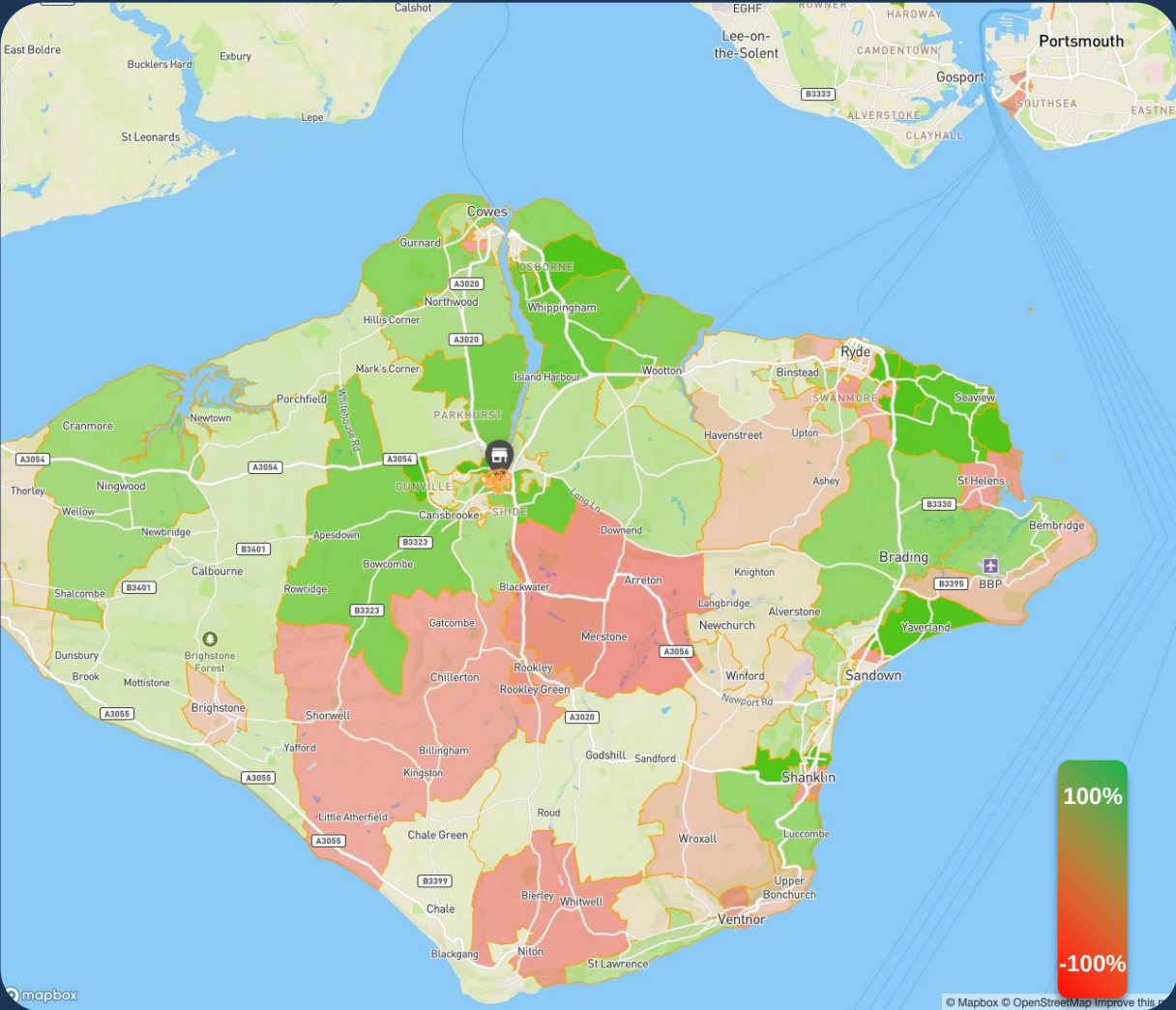


CHANGE IN VISITOR LEVELS
SEPTEMBER 2020-21 vs SEPTEMBER 2019-20 (zoomed out)

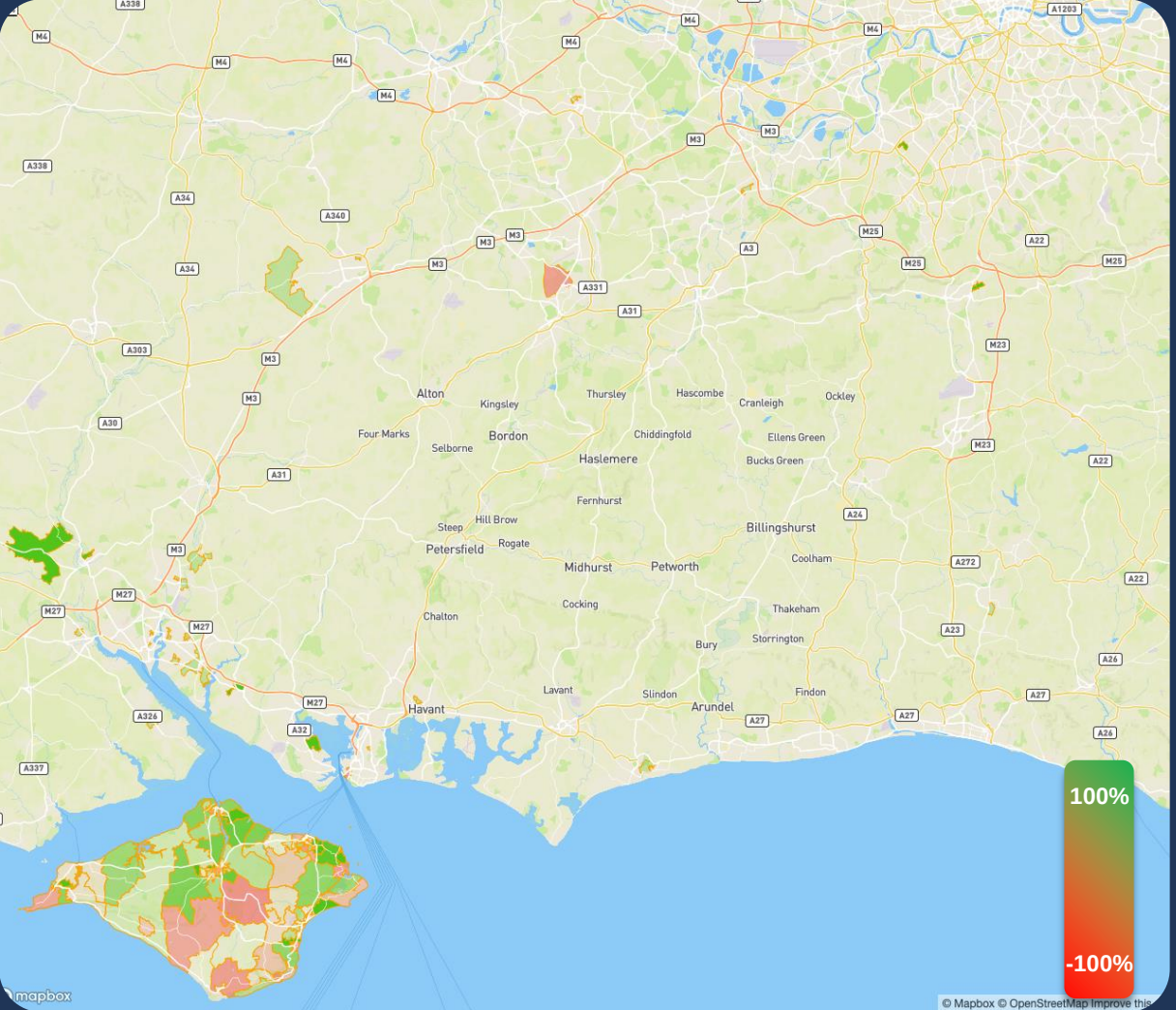


NEWPORT VISITOR CHANGE BY POSTCODE – SEPTEMBER 2021 & BENCHMARKING

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

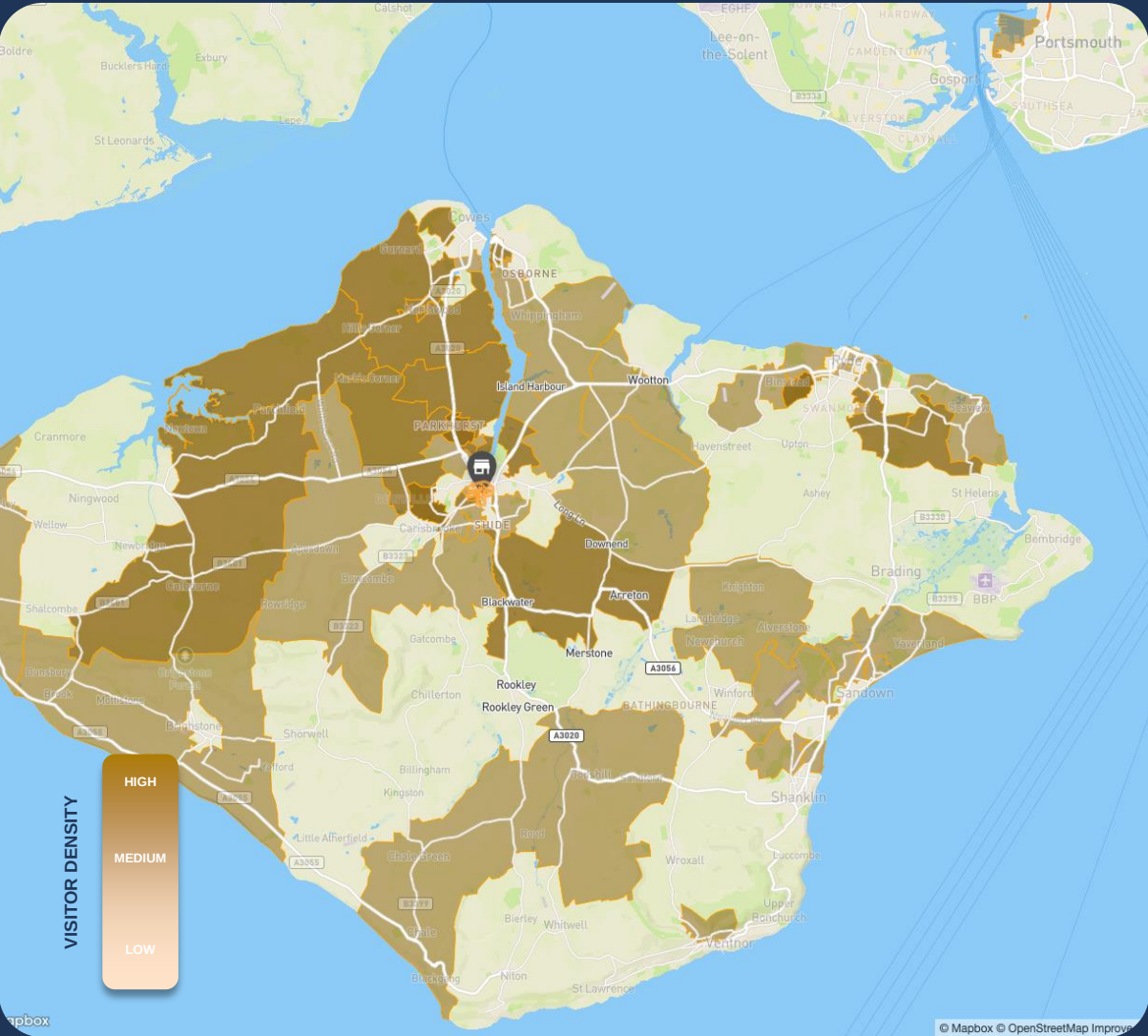


CHANGE IN VISITOR LEVELS
SEPTEMBER 2021 vs SEPTEMBER 2020 (zoomed out)

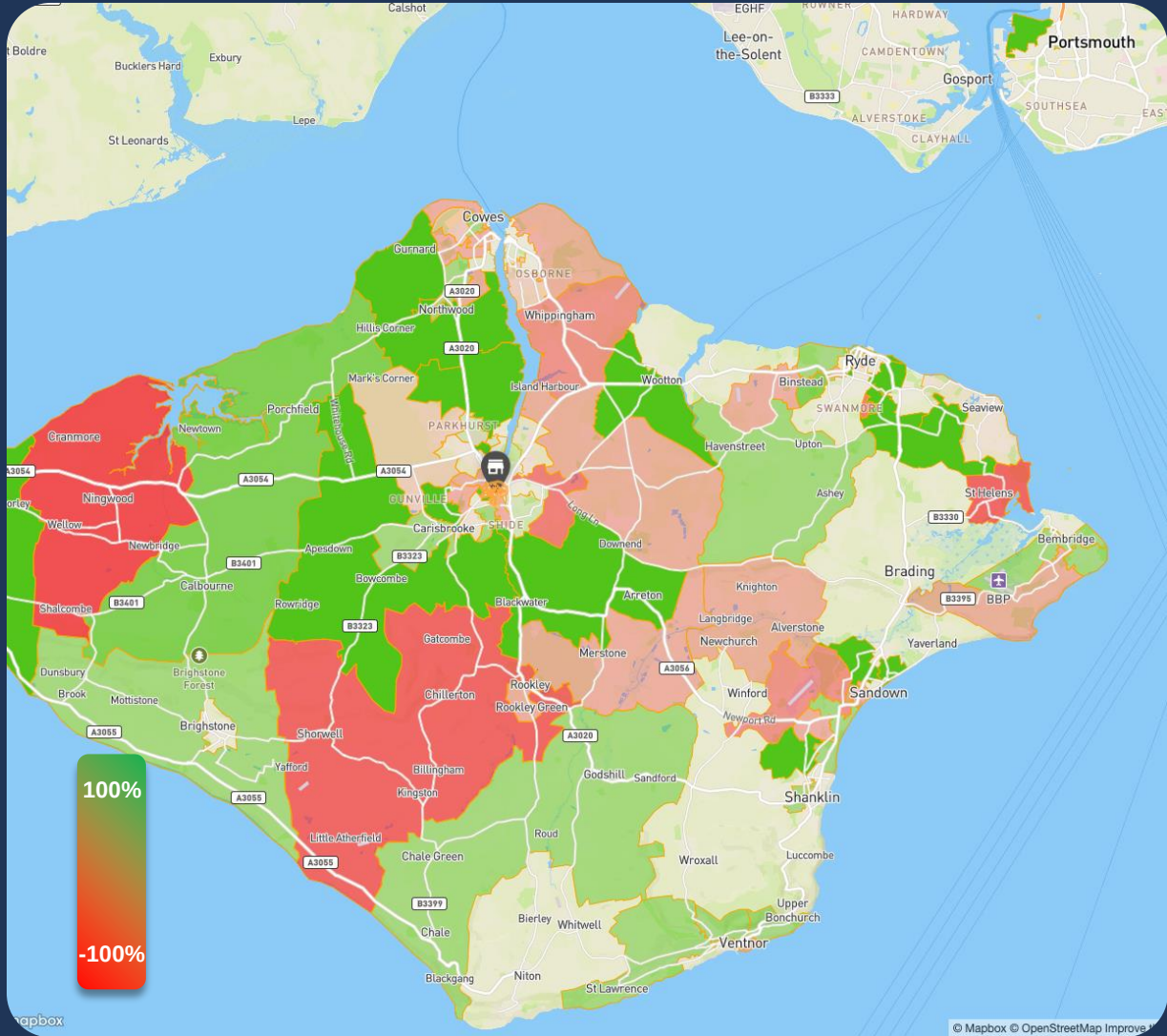


NEWPORT WORKER CATCHMENT CHANGE — SEPTEMBER 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE SEPTEMBER 2021



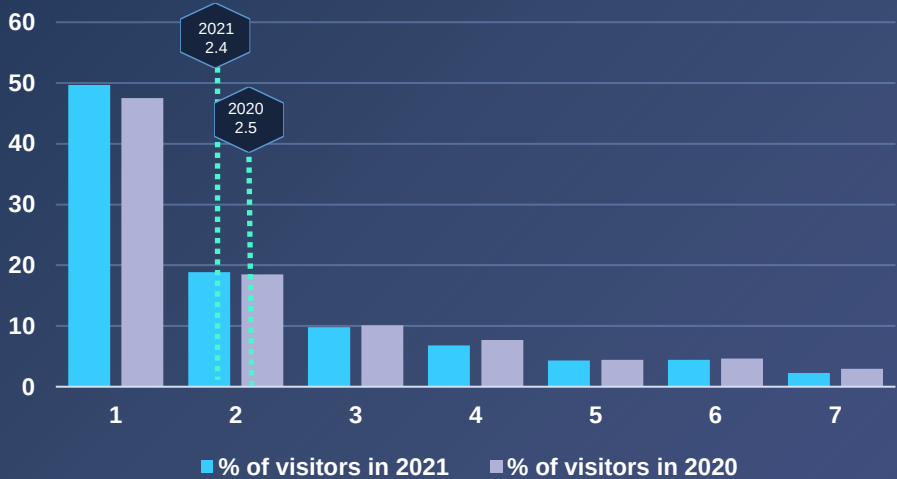
CHANGE IN WORKER CATCHMENT SEPTEMBER 2021 vs SEPTEMBER 2020



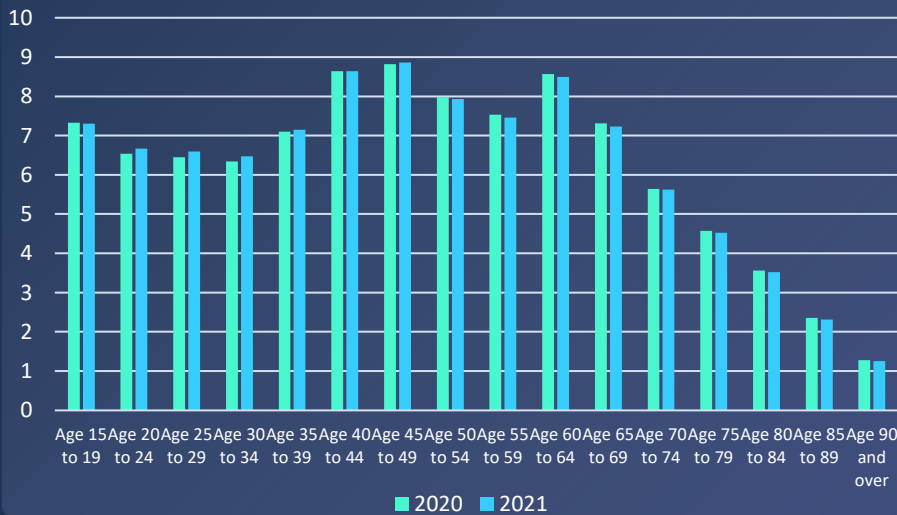
NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (SEPTEMBER 2020-21)



NUMBER OF PLACES VISITED PER TRIP (%)



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



KEY: PEDESTRIAN NUMBERS SEPTEMBER 2021

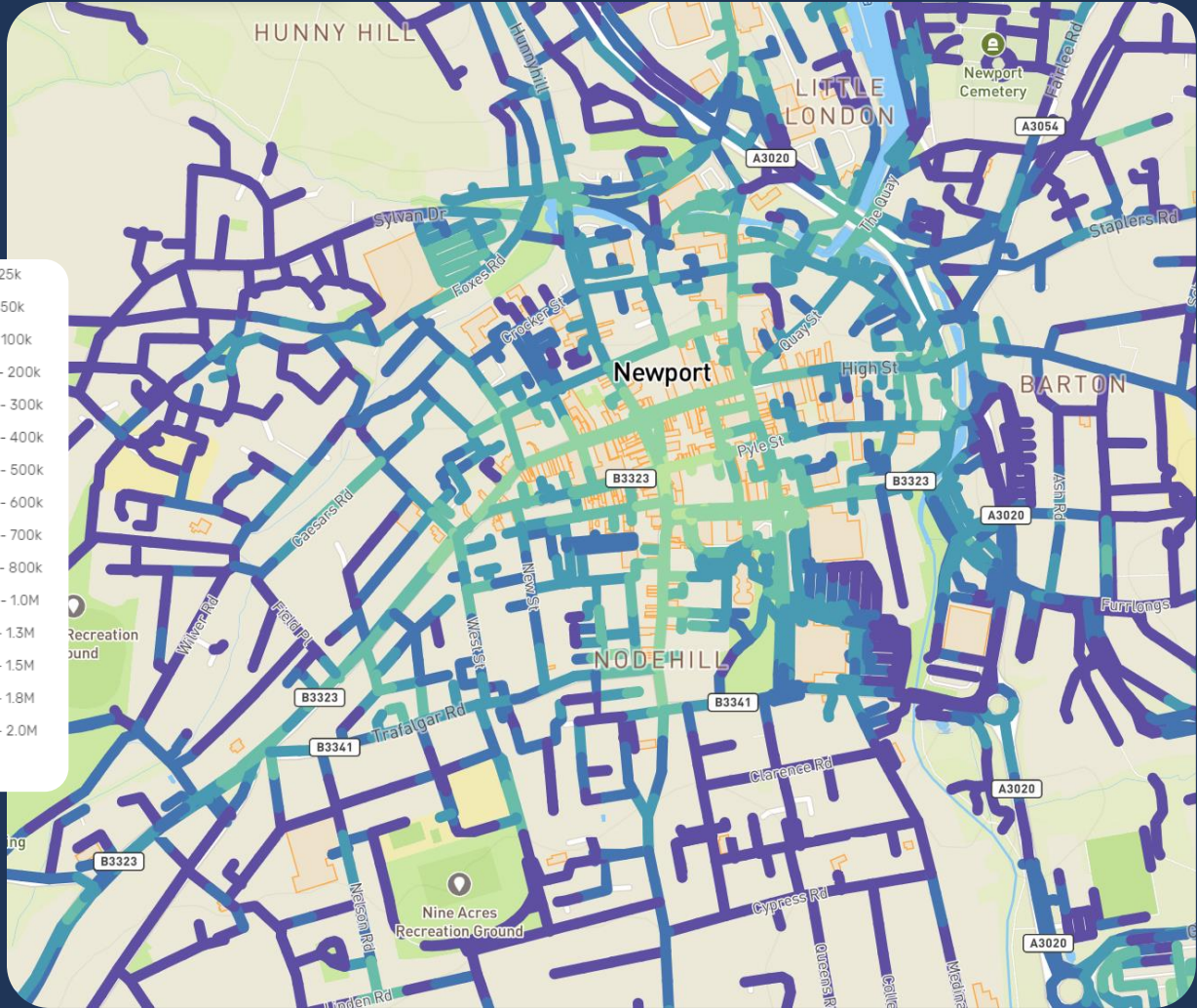
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2021

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – SEPTEMBER 2021 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2021



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2020



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



CENTRE FOOTFALL DATA SEPTEMBER 2021 VS SEPTEMBER 2020 — ENTRY POINTS

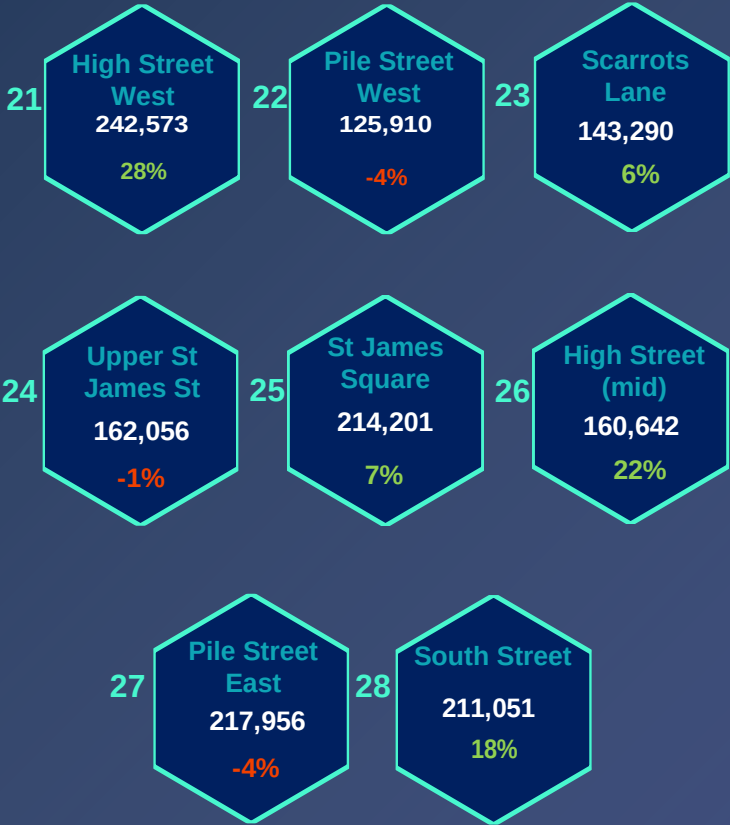


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2021

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



CENTRE FOOTFALL DATA SEPTEMBER 2021 VS SEPTEMBER 2020 — COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2021

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

ST THOMAS SQUARE

TOTAL VISITS

100,925

VISITS SEPTEMBER 20

4%
VS
SEPTEMBER
2020



AVERAGE DWELL TIME

56 MINS

AVERAGE TIME SPENT
SEPTEMBER 20

-7 MINS
VS
SEPTEMBER
2020

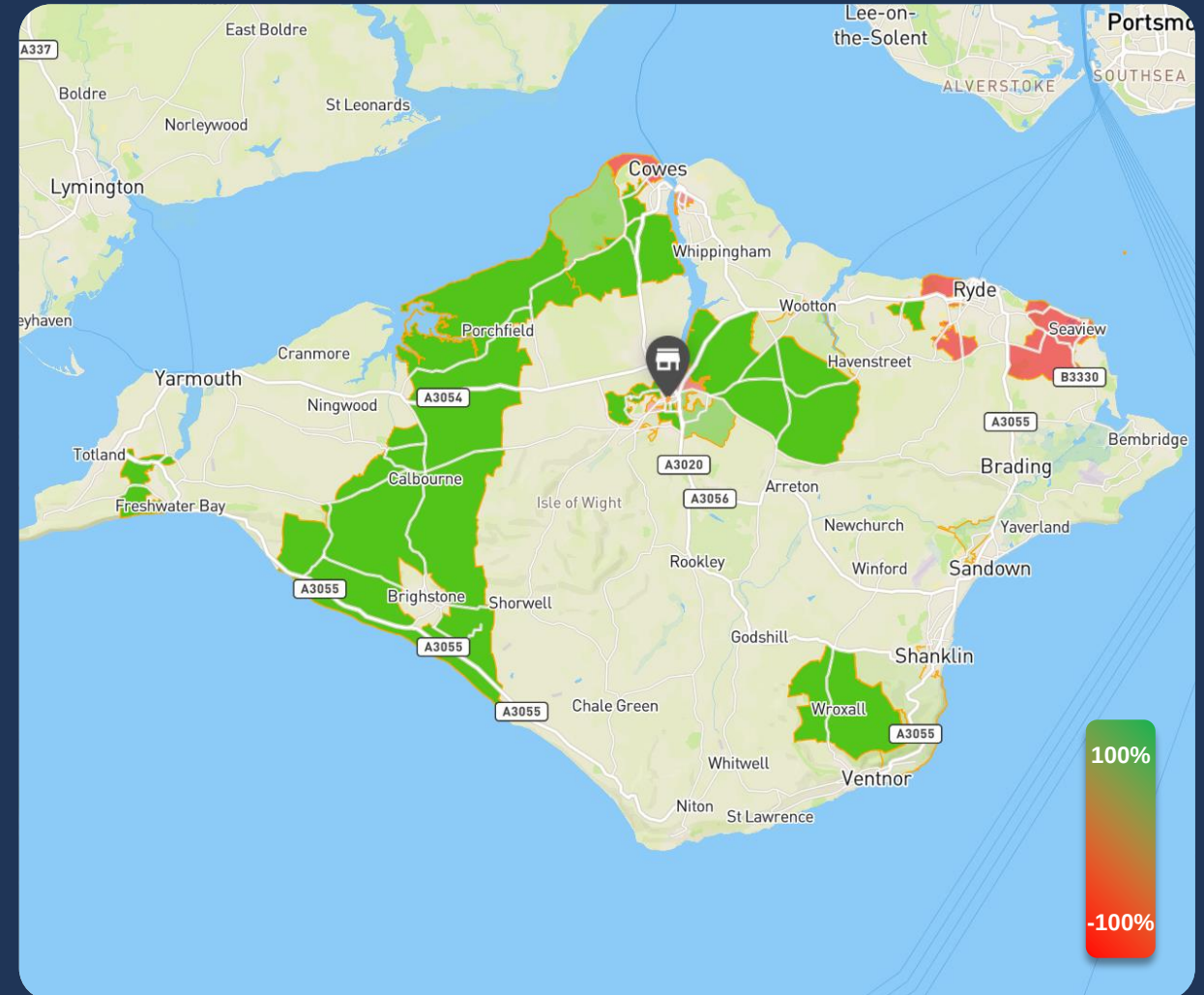


PEDESTRIANS

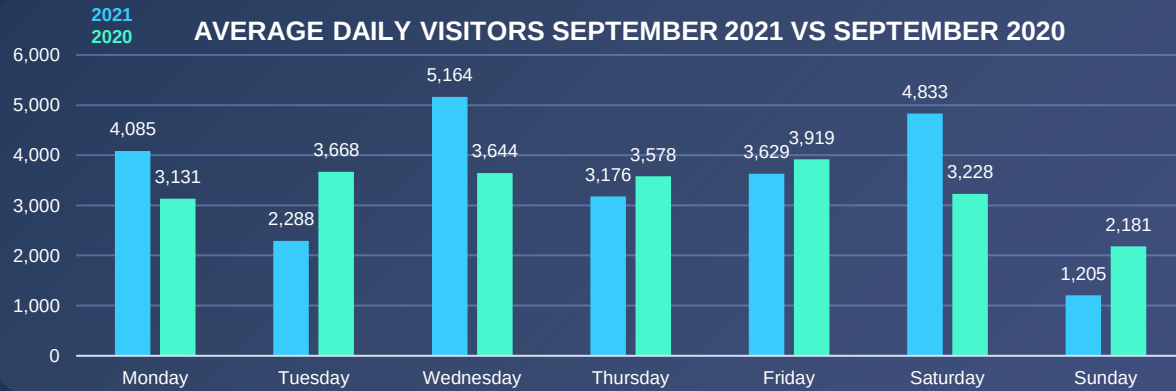
103,064

PEDESTRIANS PASSING
THROUGH SQUARE
SEPTEMBER 2021

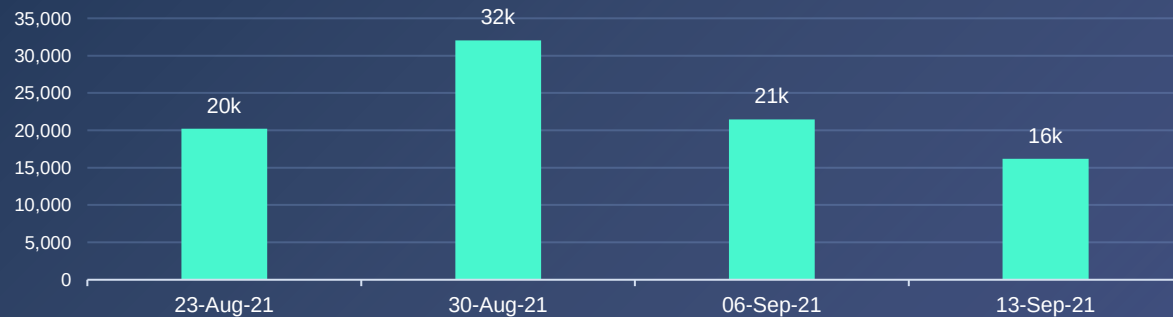
CHANGE IN VISITOR LEVELS SEPTEMBER 2021 vs SEPTEMBER 2020



AVERAGE DAILY VISITORS SEPTEMBER 2021 VS SEPTEMBER 2020



WEEKLY VISITS SEPTEMBER 2021



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



ST JAMES SQUARE

TOTAL VISITS

48,658

VISITS SEPTEMBER 20

AVERAGE DWELL TIME

37 MINS

AVERAGE TIME SPENT
SEPTEMBER 20

PEDESTRIANS

151,425

PEDESTRIANS PASSING
THROUGH SQUARE
SEPTEMBER 2021



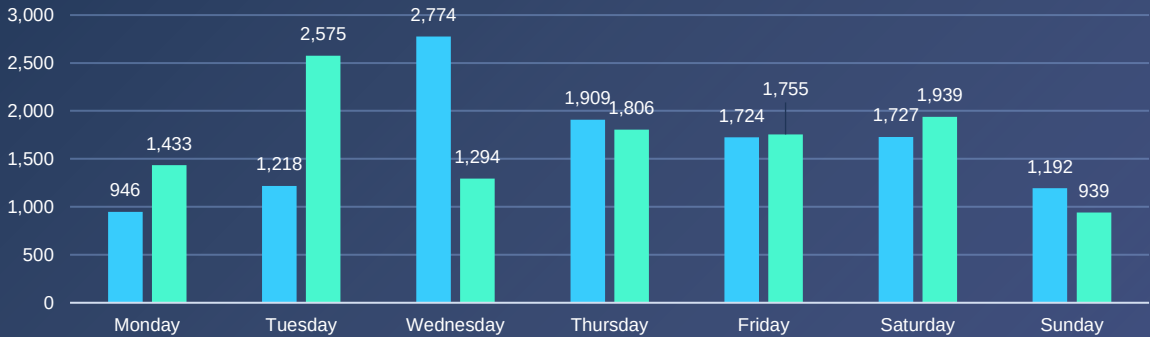
2%
VS
SEPTEMBER
2020



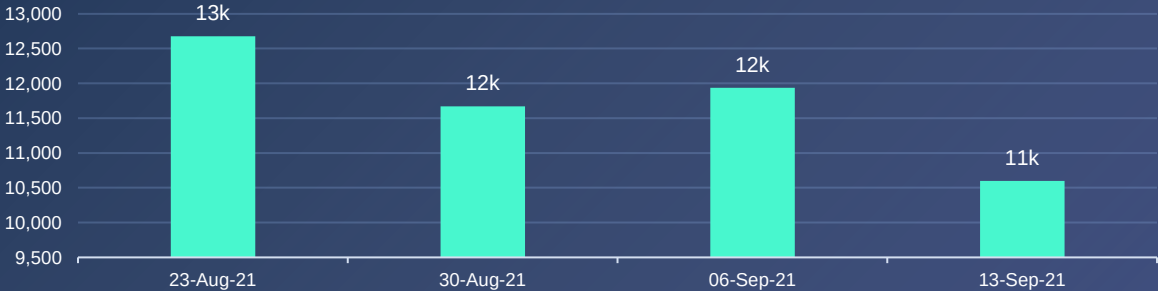
-8 MINS
VS
SEPTEMBER
2020



AVERAGE DAILY VISITORS SEPTEMBER 2021 VS SEPTEMBER 2020



WEEKLY VISITS SEPTEMBER 2021



CHANGE IN VISITOR LEVELS SEPTEMBER 2021 vs SEPTEMBER 2020

