

VISITOR INSIGHTS

BASELINE REPORT

NEWPORT, Isle of Wight

OCTOBER 2021

Produced for NEWPORT and NEWPORT Heritage Action Zones
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VISITOR | INSIGHTS

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

TOTAL VISITS



1,358,051

VISITS TO THE HIGH STREET



39%

Y/O/Y CHANGE
* This compares to an average national benchmark of +29%



5%

M/O/M CHANGE



34%

Y/O/Y CHANGE



AVERAGE DWELL TIME



137 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



10%

Y/O/Y CHANGE



-24%

M/O/M CHANGE



-12%

Y/O/Y CHANGE



PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.4

PLACES VISITED



2.4

PLACES VISITED



POPULAR VISIT DAY



FRIDAY

58k AVERAGE VISITS ON FRIDAY IN OCTOBER



FRIDAY



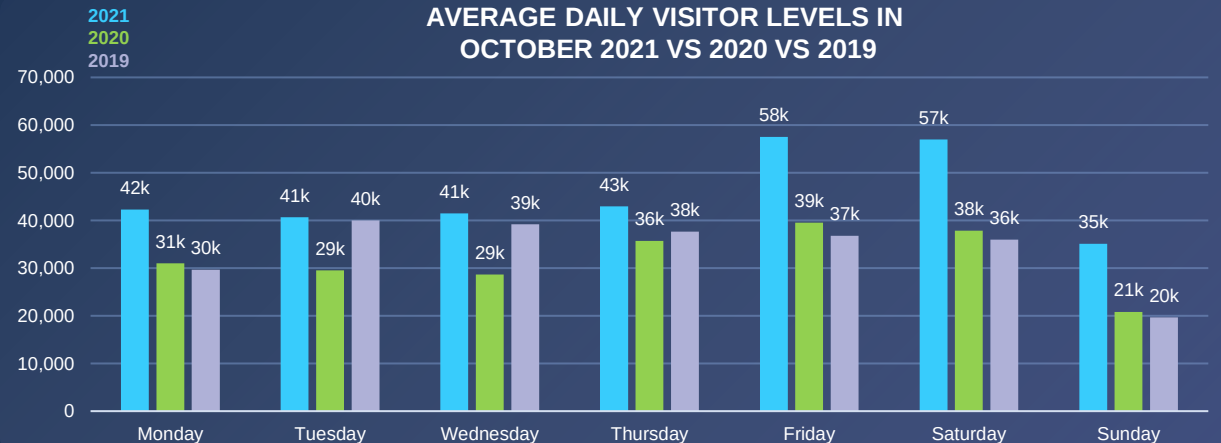
THURSDAY



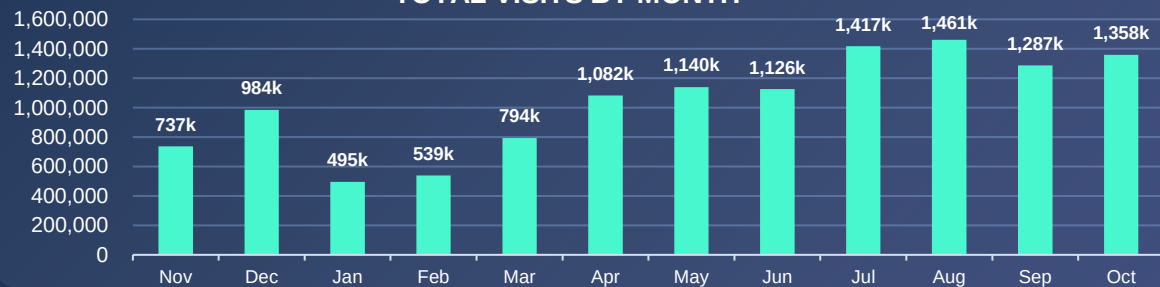
DAILY VISITS OCTOBER 2021 VS 2020 VS 2019



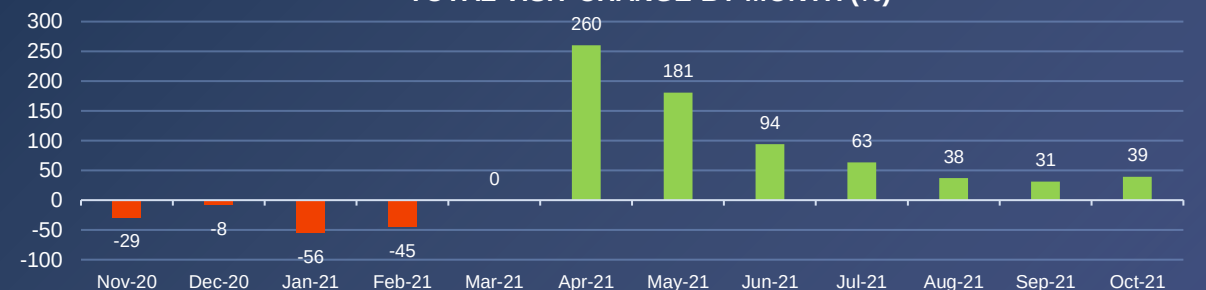
AVERAGE DAILY VISITOR LEVELS IN OCTOBER 2021 VS 2020 VS 2019



TOTAL VISITS BY MONTH



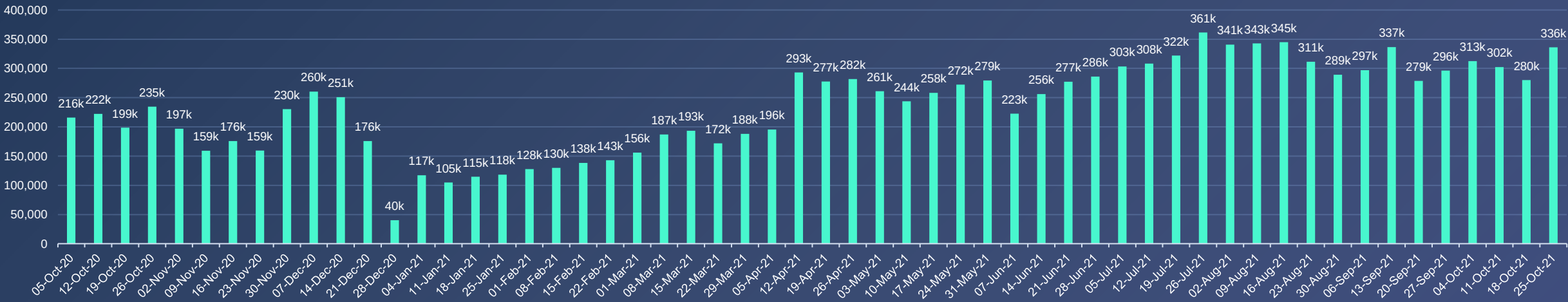
TOTAL VISIT CHANGE BY MONTH (%)



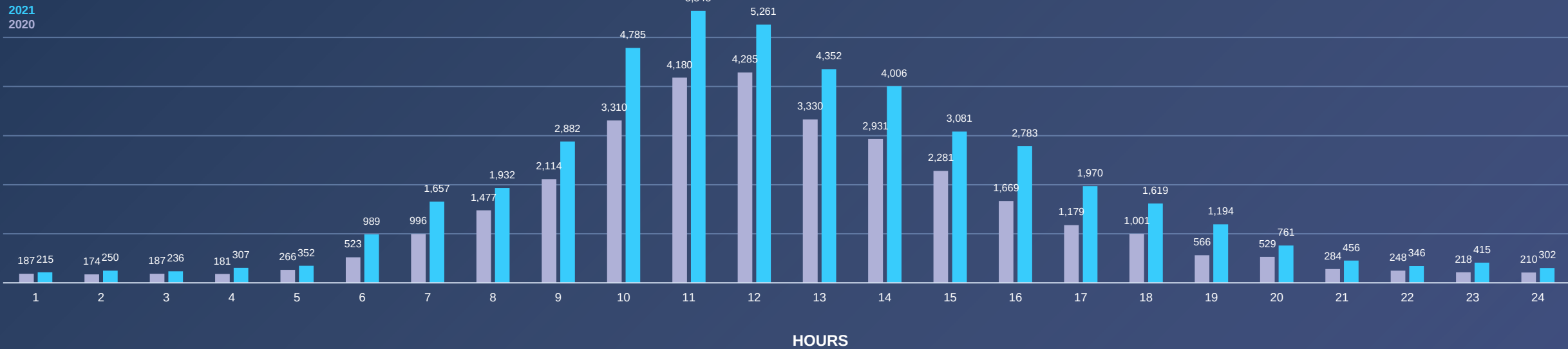
NEWPORT TOWN CENTRE — OCTOBER 2021 SUMMARY & BENCHMARKING (OCTOBER 2020-21)



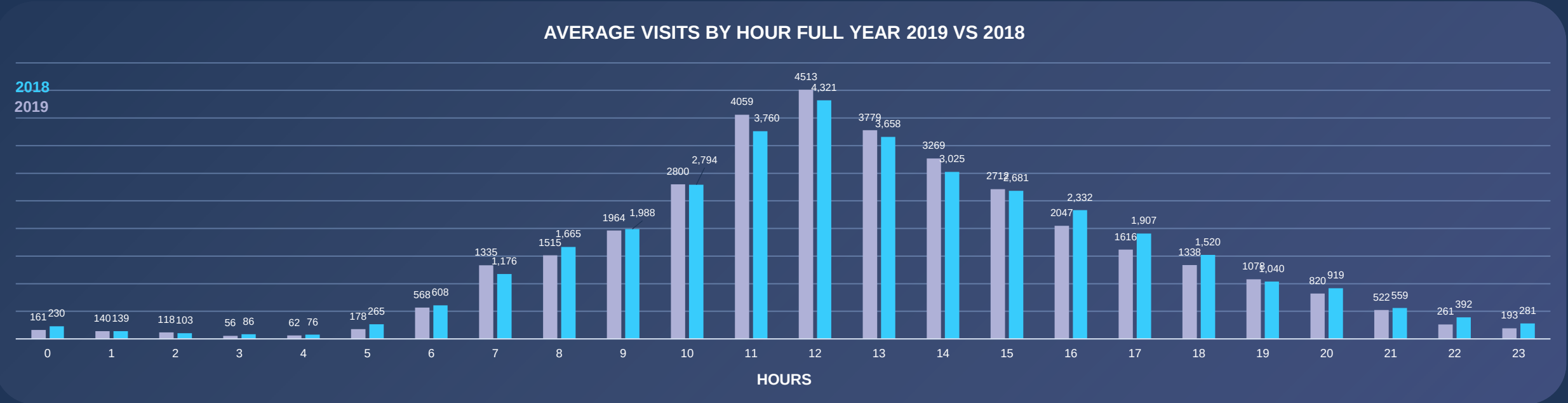
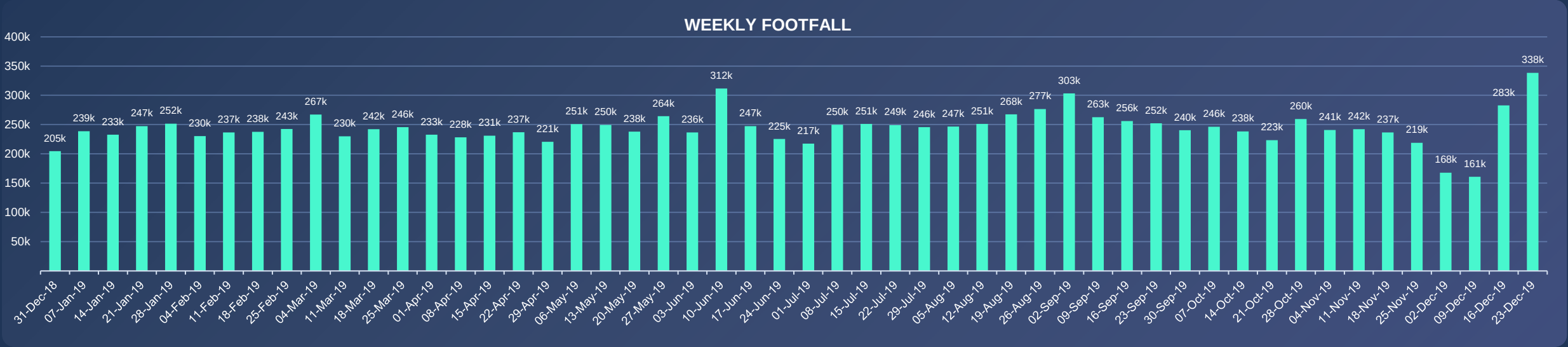
WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR



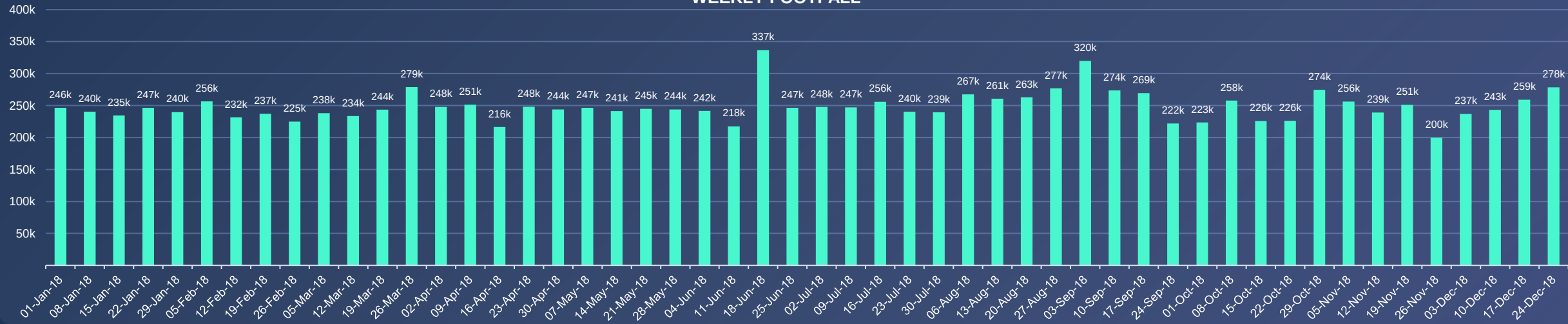
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



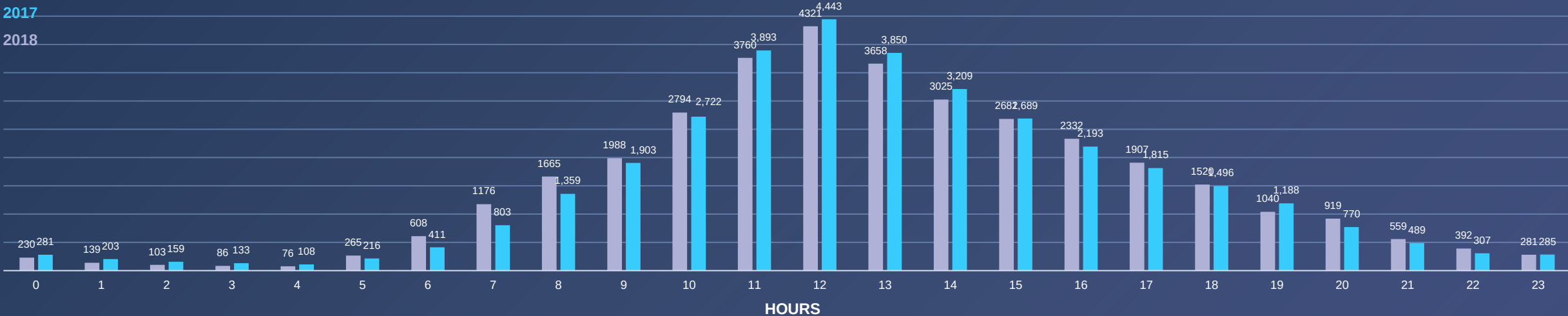
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



13,396,802

VISITS TO THE HIGH STREET
OCTOBER 20 - OCTOBER 21

-1%
4 YEAR CHANGE



AVERAGE DWELL TIME



142 MINS

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

-7%
4 YEAR CHANGE



PLACES VISITED



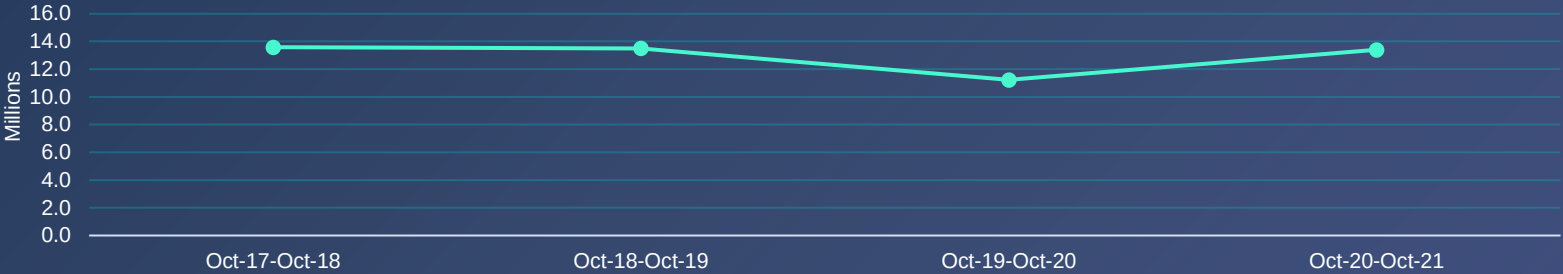
2.5

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

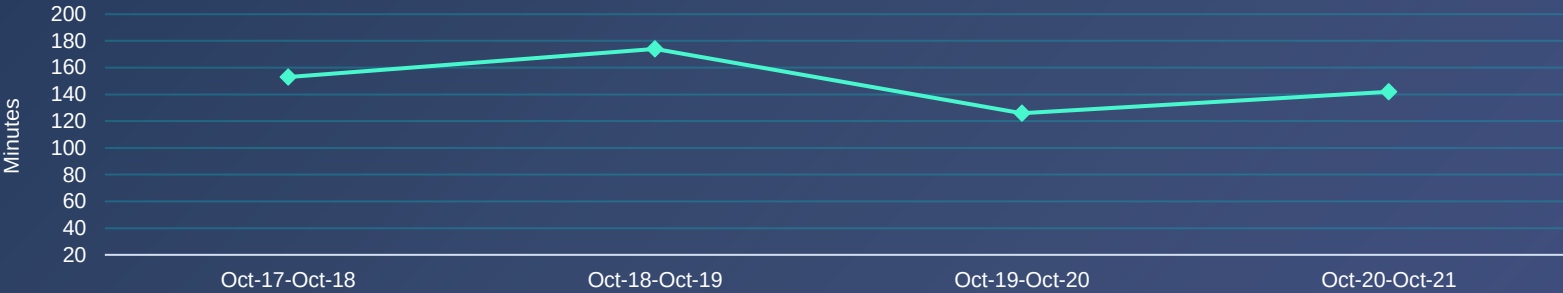
-11%
4 YEAR CHANGE



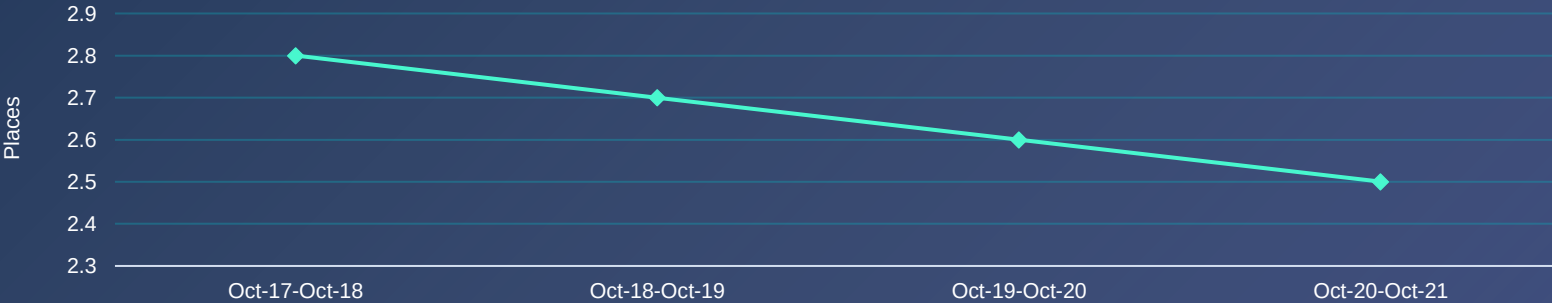
FOOTFALL



DWELL TIME



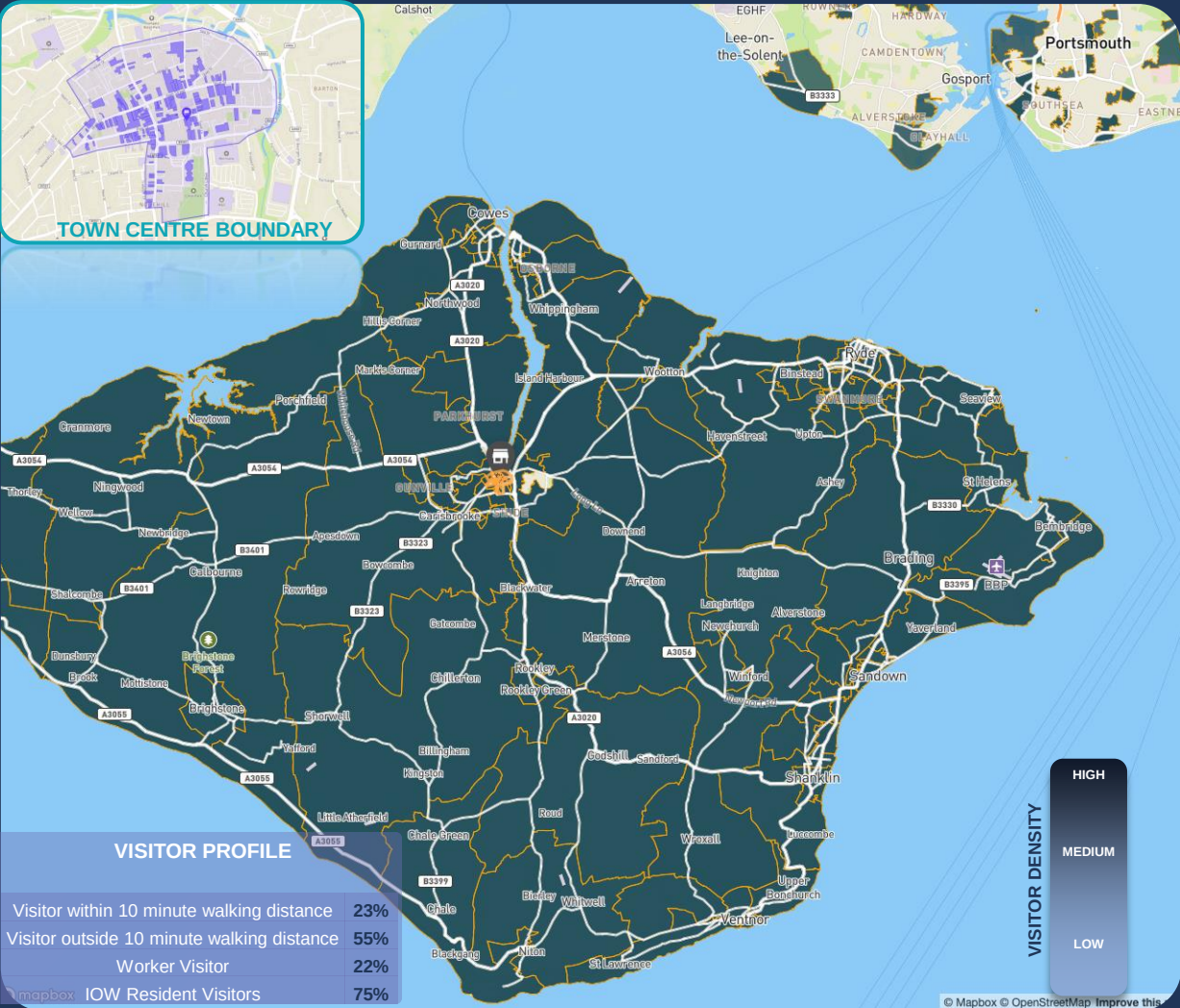
PLACES VISITED



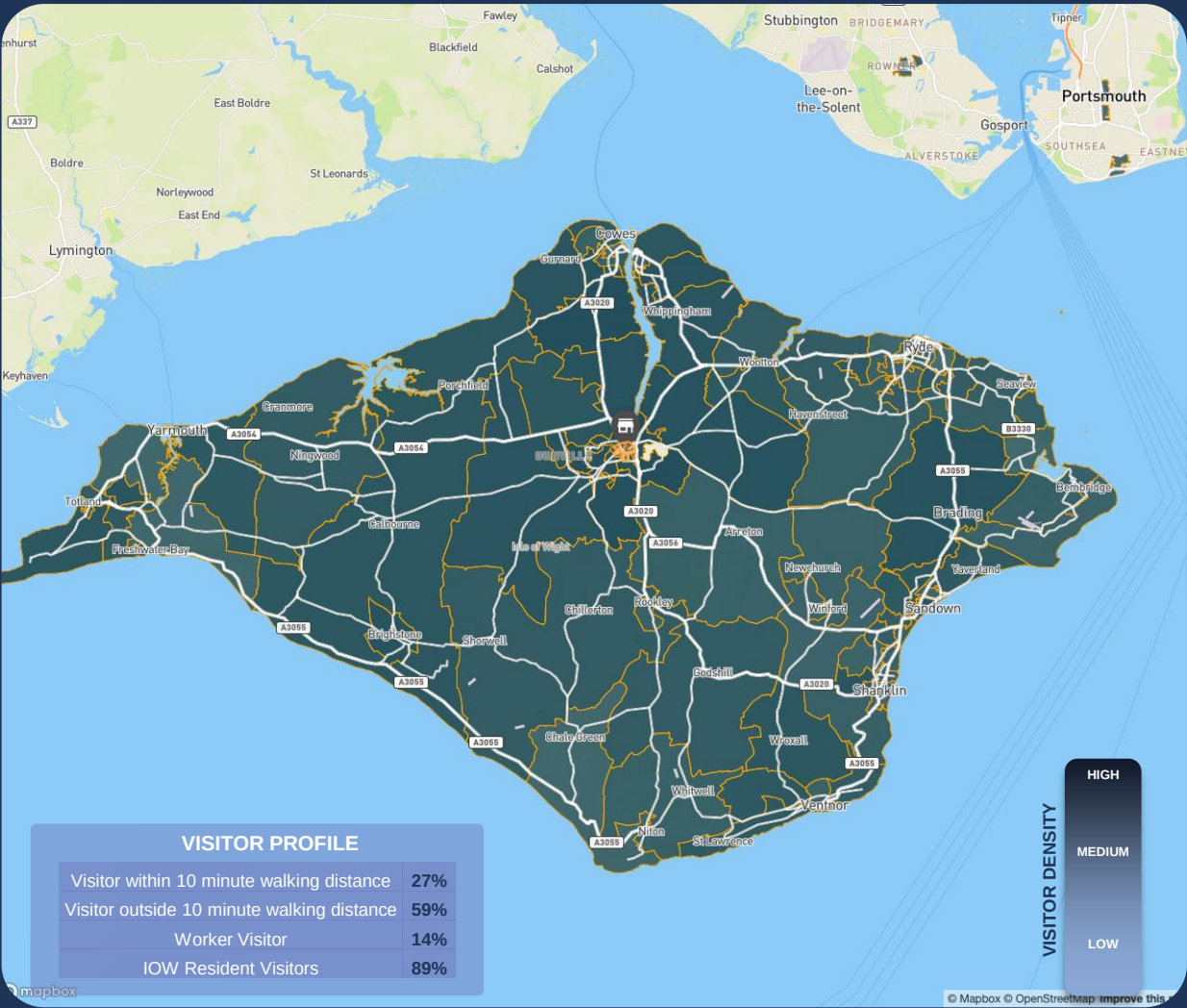
NEWPORT VISITOR CATCHMENT — OCTOBER 2021 & BENCHMARKING (OCTOBER 2020-21)



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

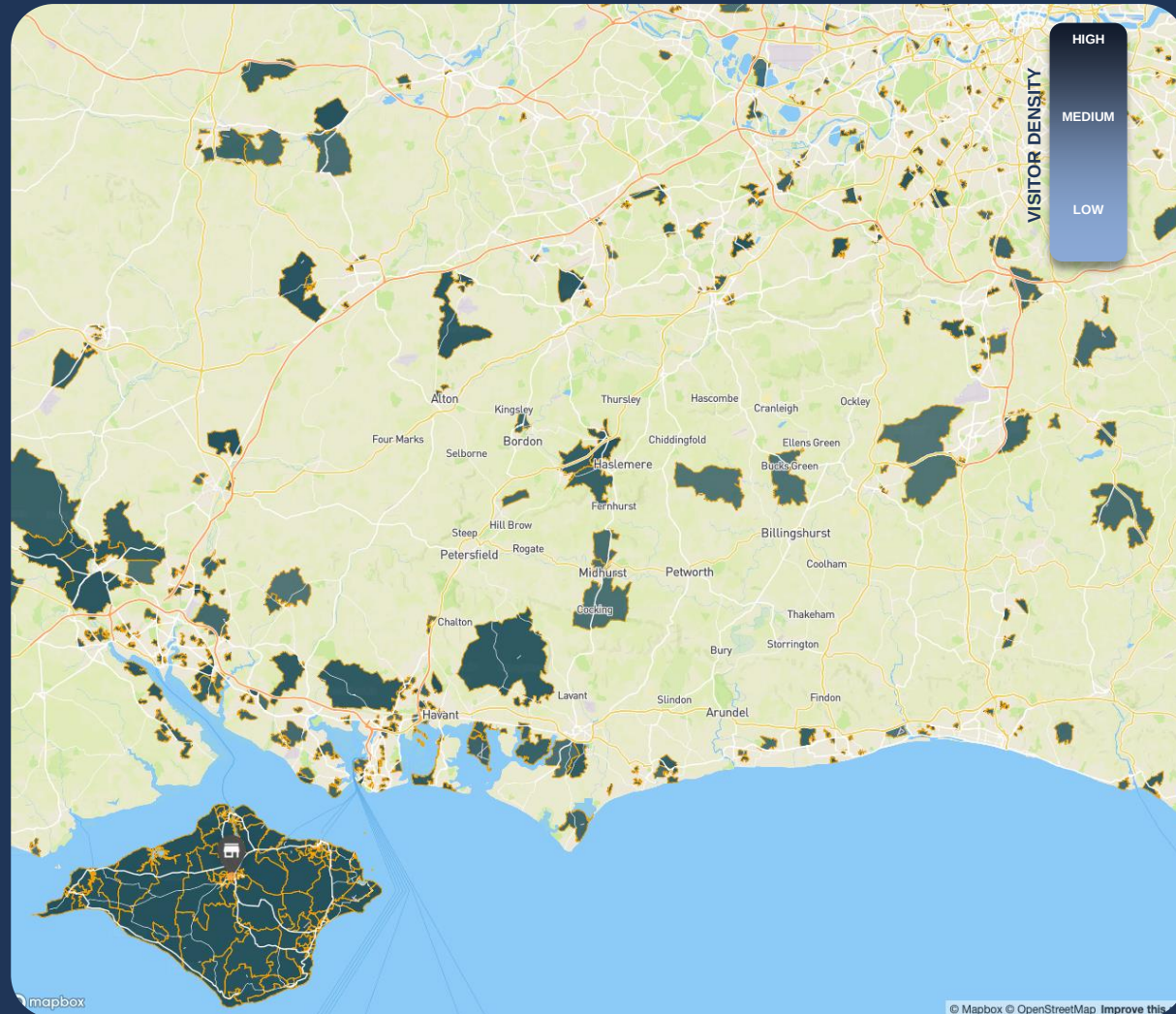


VISITOR CATCHMENT BY POSTCODE
IN OCTOBER 2021 (zoomed in)

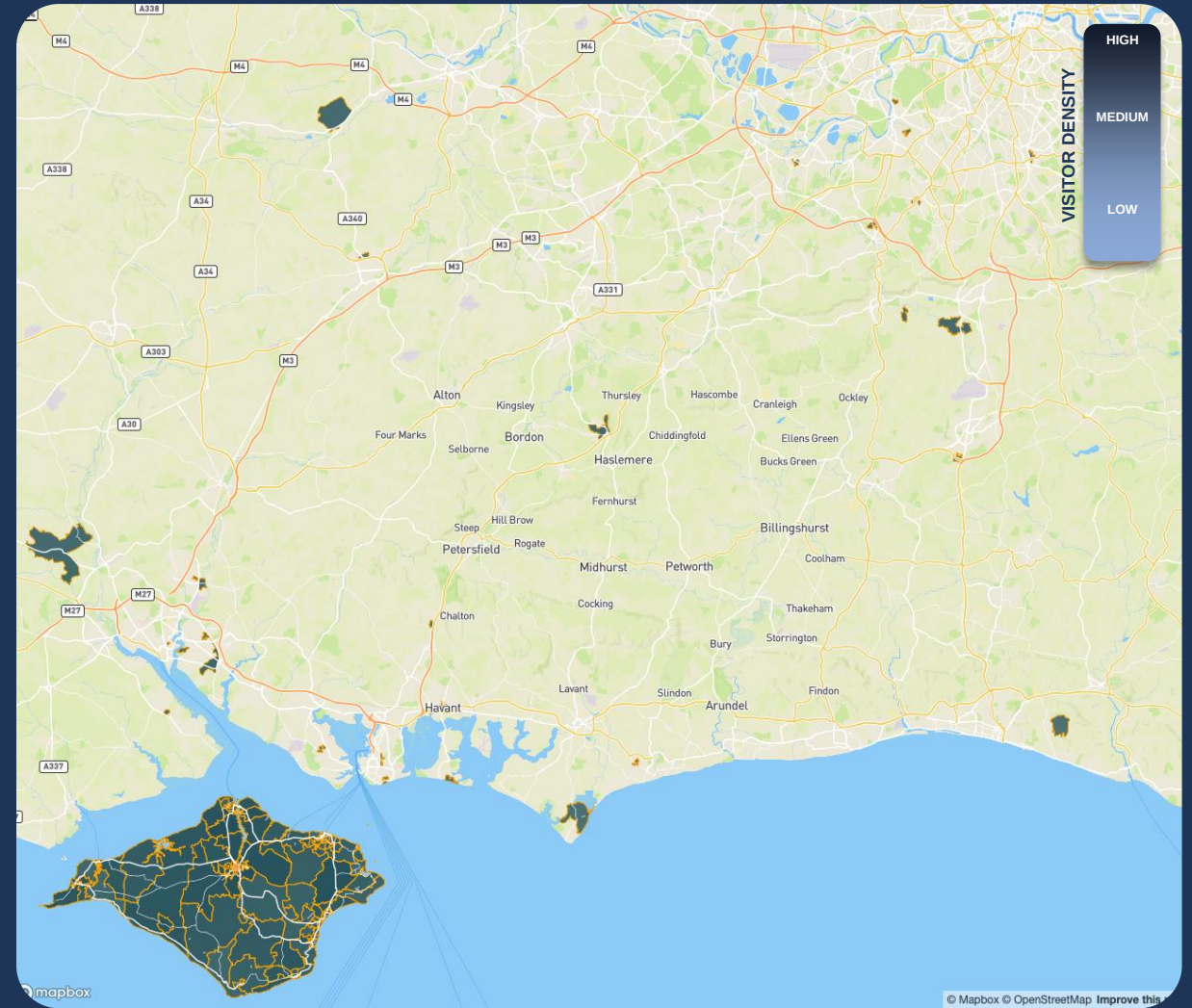


NEWPORT VISITOR CATCHMENT — OCTOBER 2021 & BENCHMARKING (OCTOBER 2020-21)

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

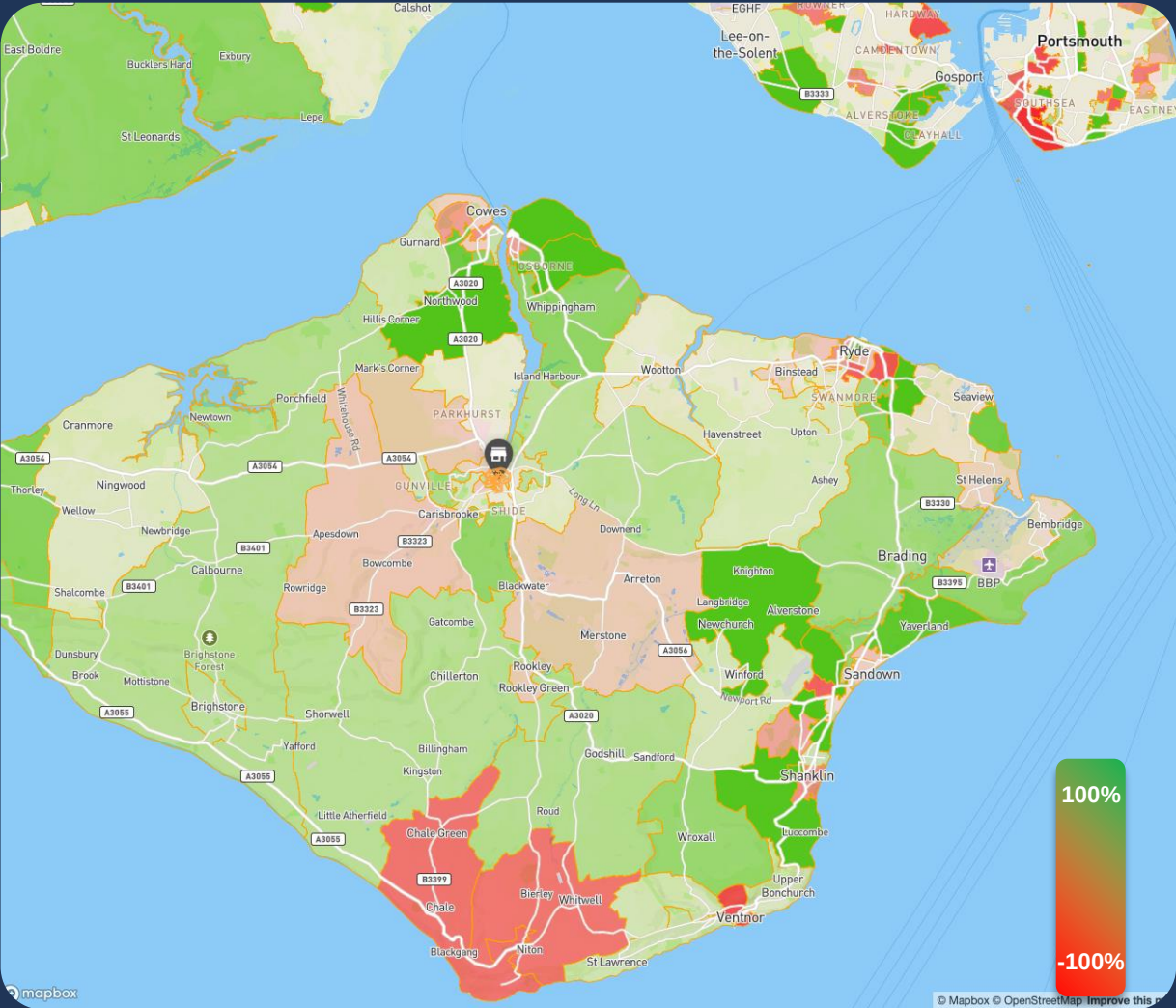


VISITOR CATCHMENT BY POSTCODE
IN OCTOBER 2021 (zoomed out)

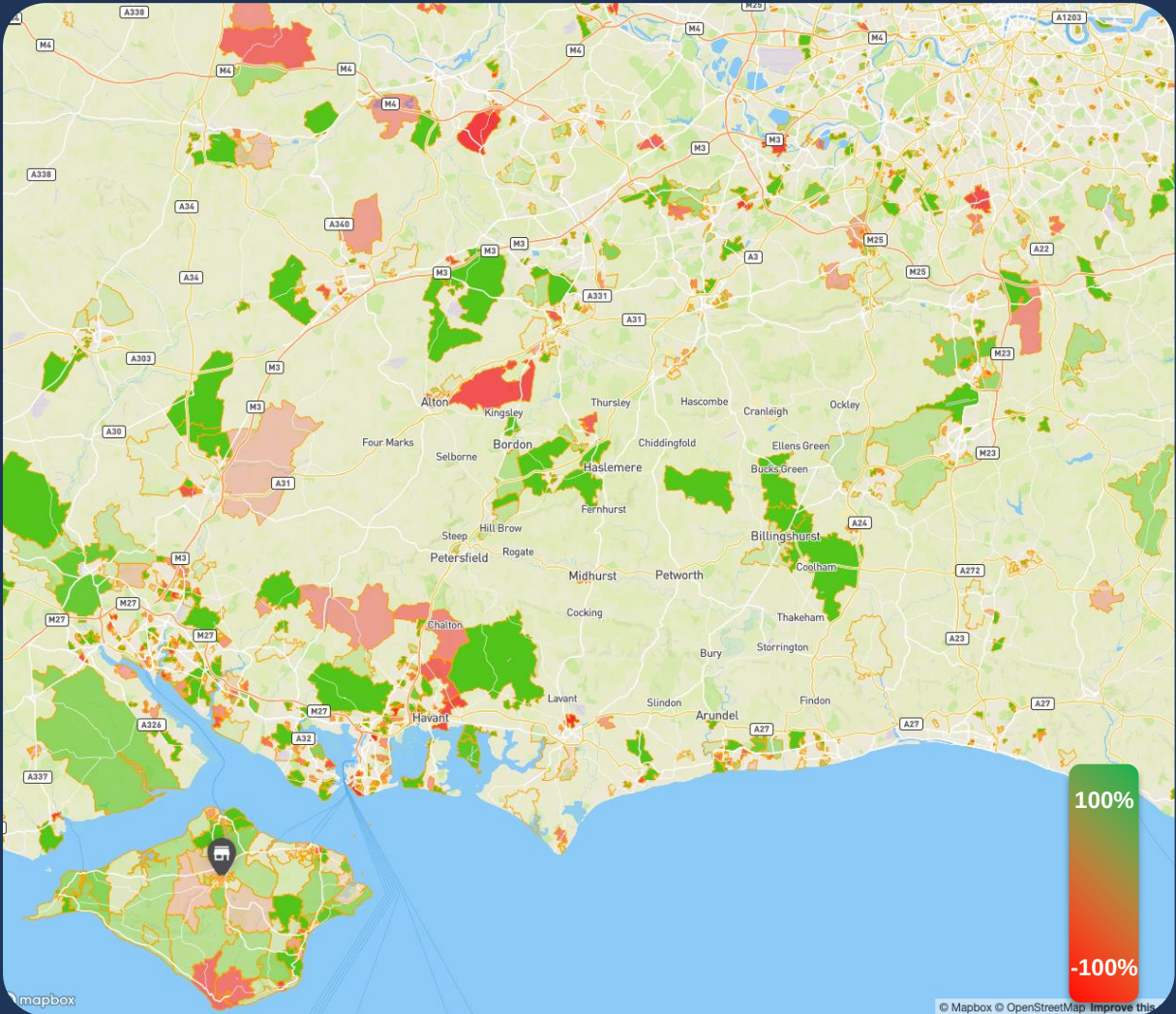


NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (OCTOBER 2020-21)

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

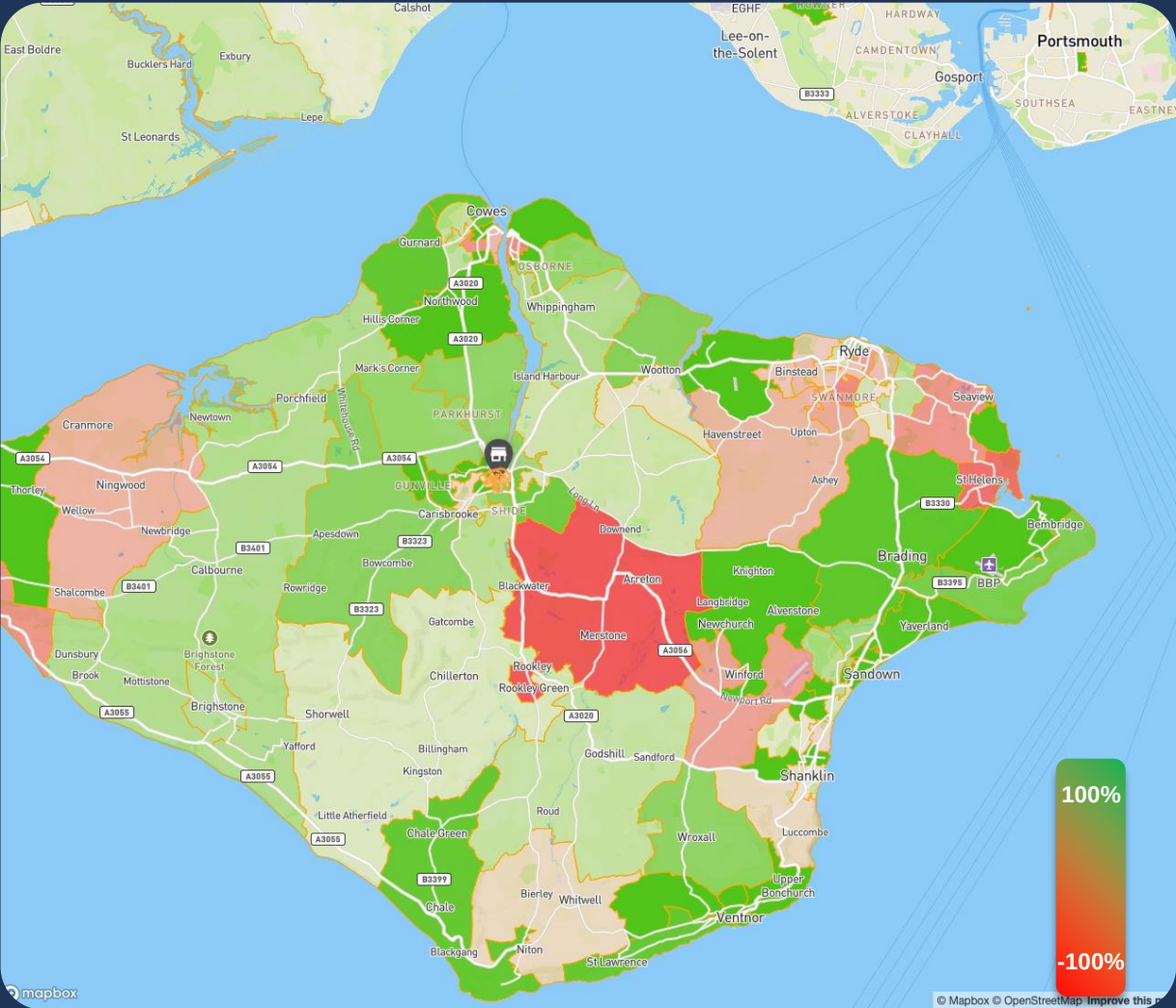


CHANGE IN VISITOR LEVELS
OCTOBER 2020-21 vs OCTOBER 2019-20 (zoomed out)

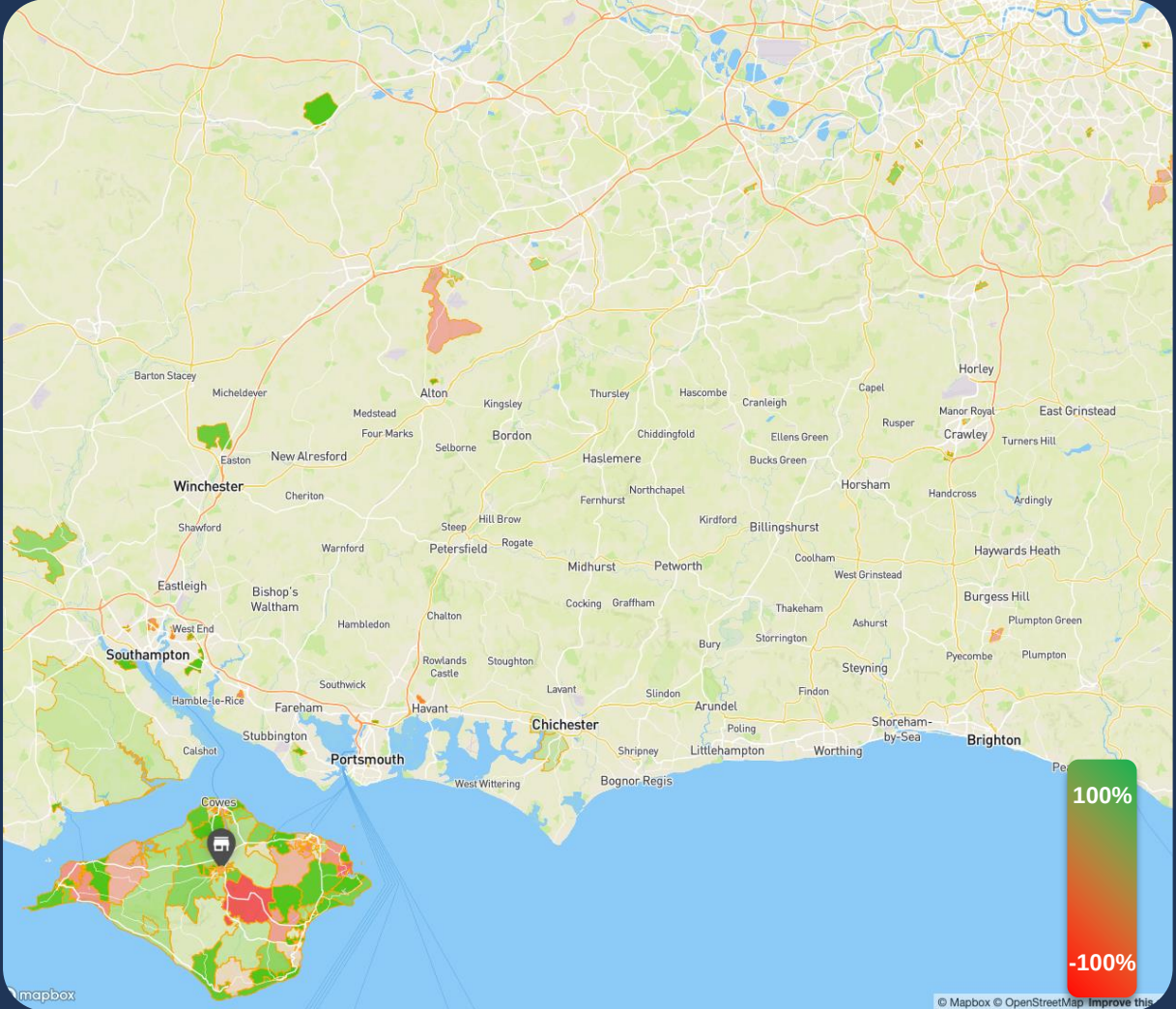


NEWPORT VISITOR CHANGE BY POSTCODE – OCTOBER 2021 & BENCHMARKING

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

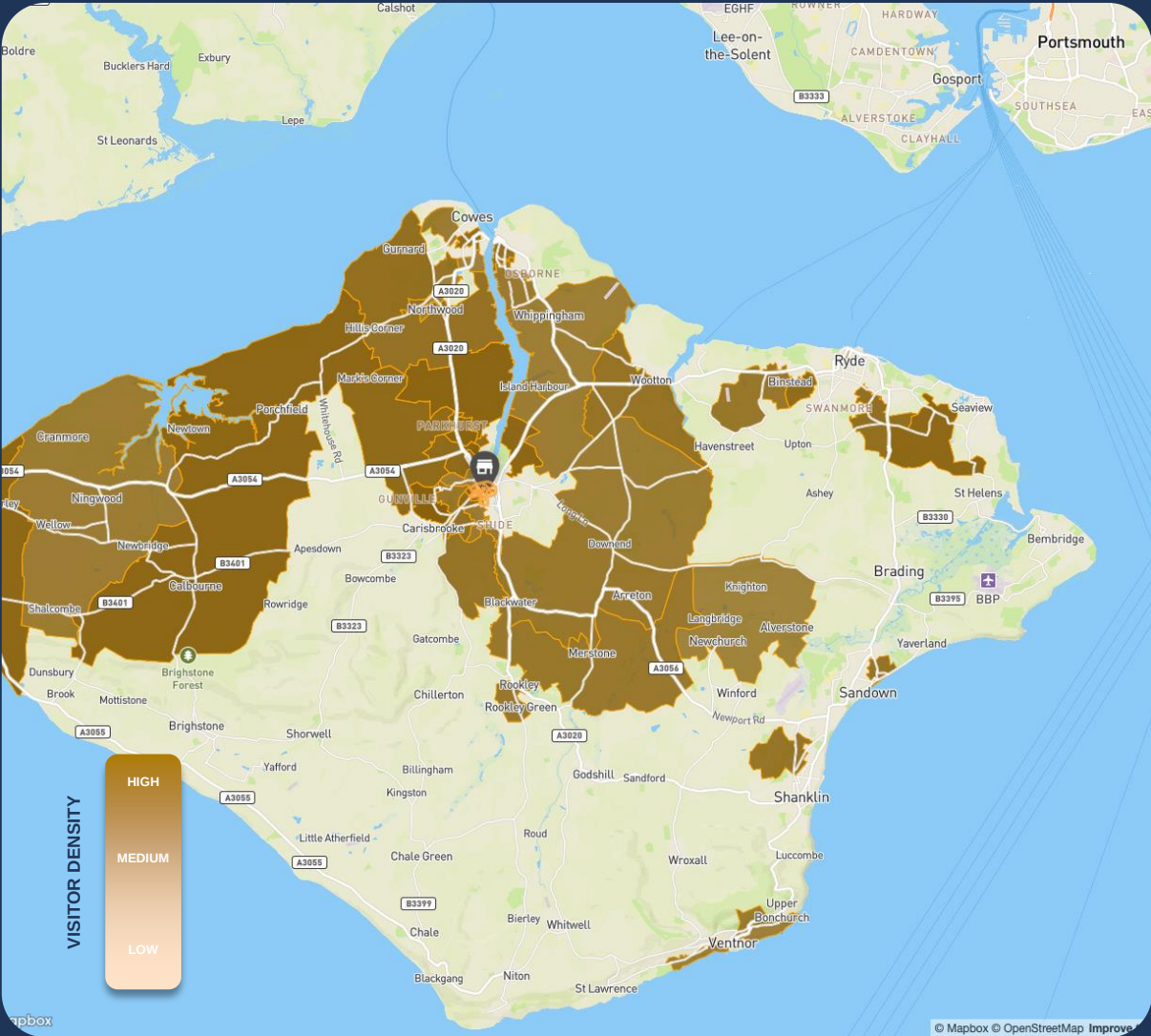


CHANGE IN VISITOR LEVELS
OCTOBER 2021 vs OCTOBER 2020 (zoomed out)

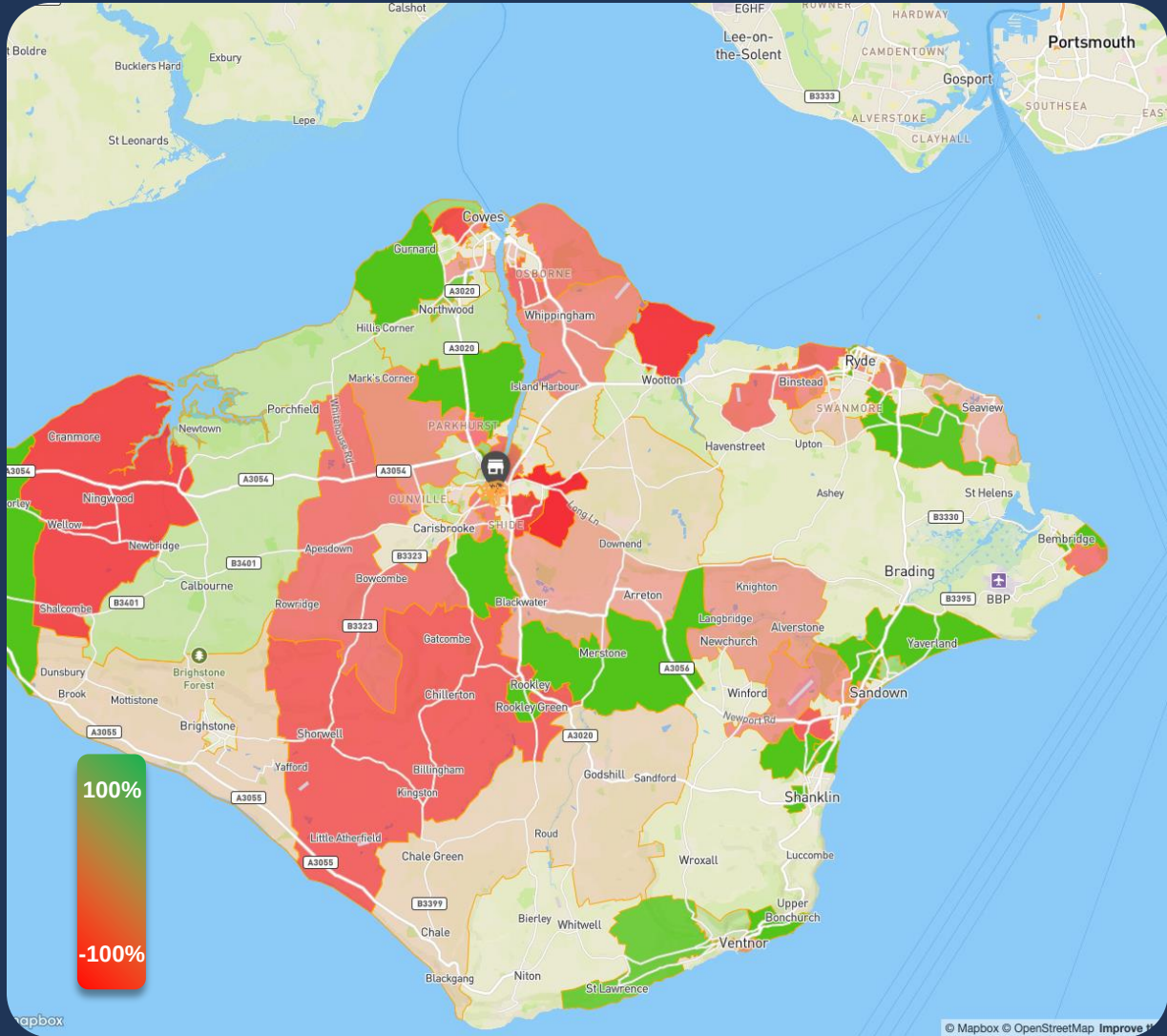


NEWPORT WORKER CATCHMENT CHANGE — OCTOBER 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE OCTOBER 2021



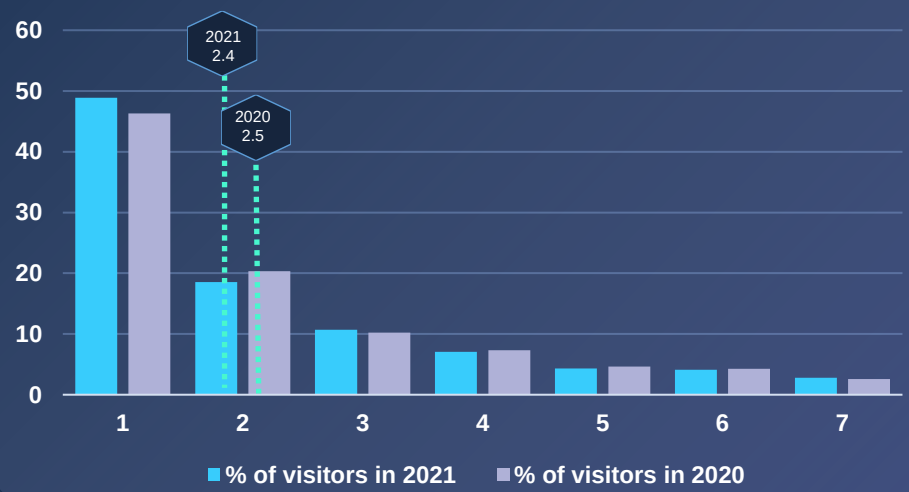
CHANGE IN WORKER CATCHMENT OCTOBER 2021 vs OCTOBER 2020



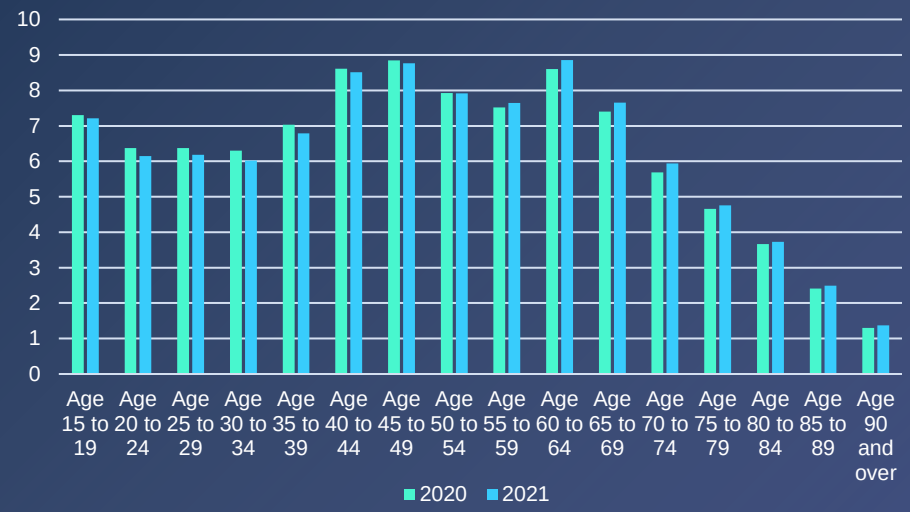
NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (OCTOBER 2020-21)



NUMBER OF PLACES VISITED PER TRIP (%)



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



KEY: PEDESTRIAN NUMBERS OCTOBER 2021

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2021

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – OCTOBER 2021 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2021



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020



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



CENTRE FOOTFALL DATA OCTOBER 2021 VS OCTOBER 2020 — ENTRY POINTS



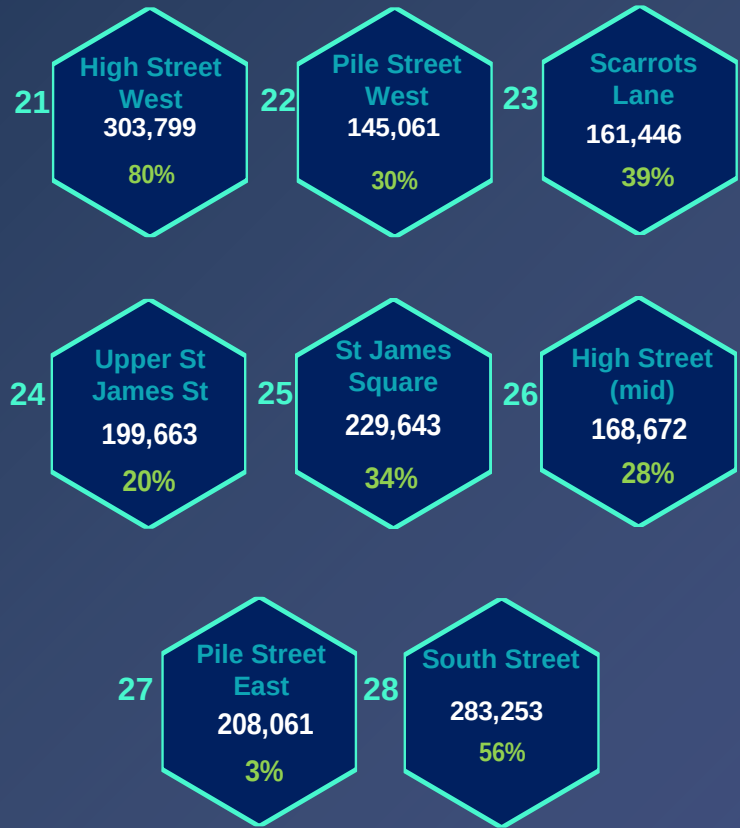
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2021

KEY: PEDESTRIAN NUMBERS OCTOBER 2021

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



CENTRE FOOTFALL DATA OCTOBER 2021 VS OCTOBER 2020 — ENTRY POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2021

KEY: PEDESTRIAN NUMBERS OCTOBER 2021

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

ST THOMAS SQUARE

TOTAL VISITS

107,547

VISITS OCTOBER 20

▲ 39%
VS OCTOBER
2020



AVERAGE DWELL TIME

40 MINS

AVERAGE TIME SPENT
OCTOBER 20

▶ 0 MINS
VS OCTOBER
2020

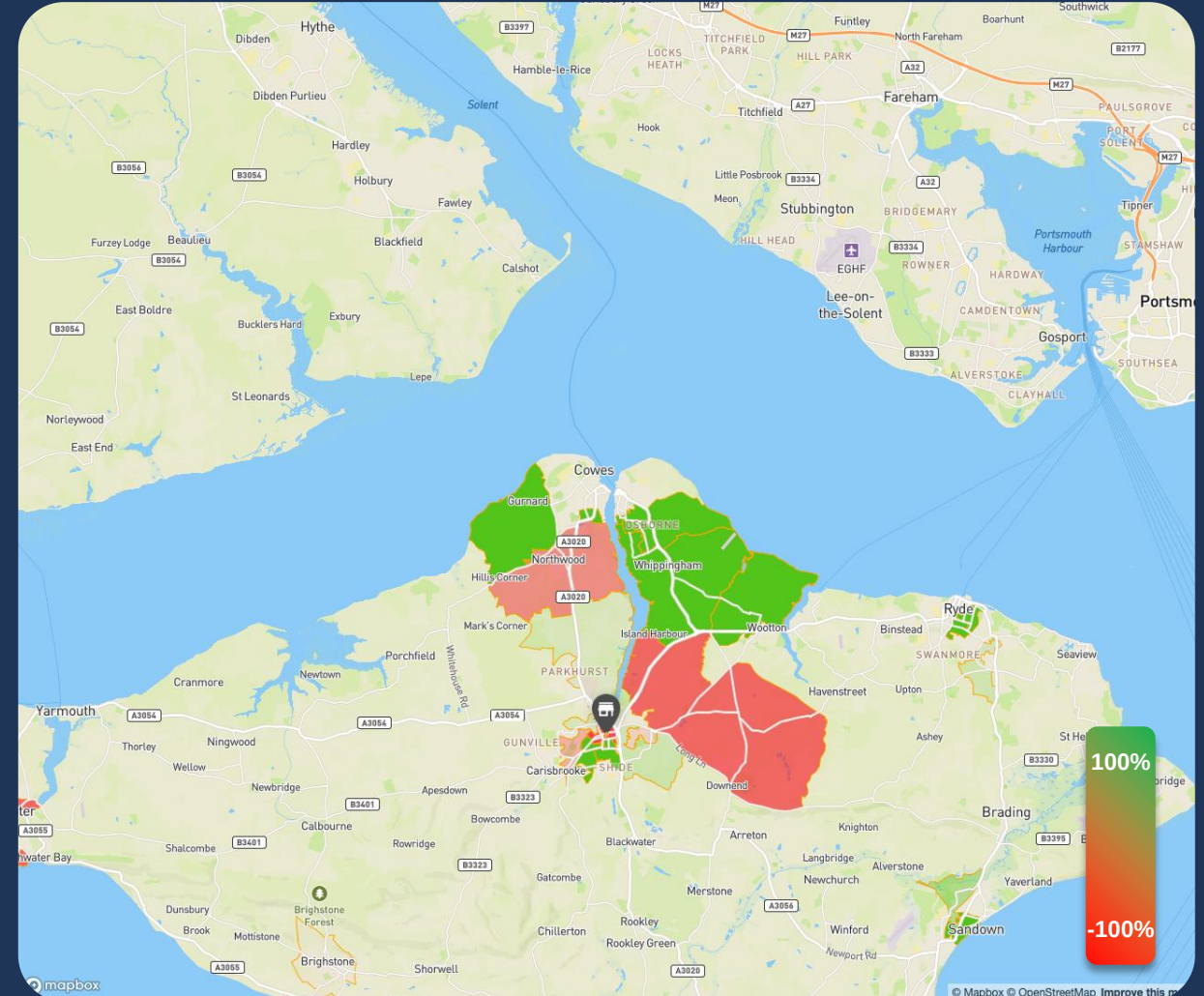


PEDESTRIANS

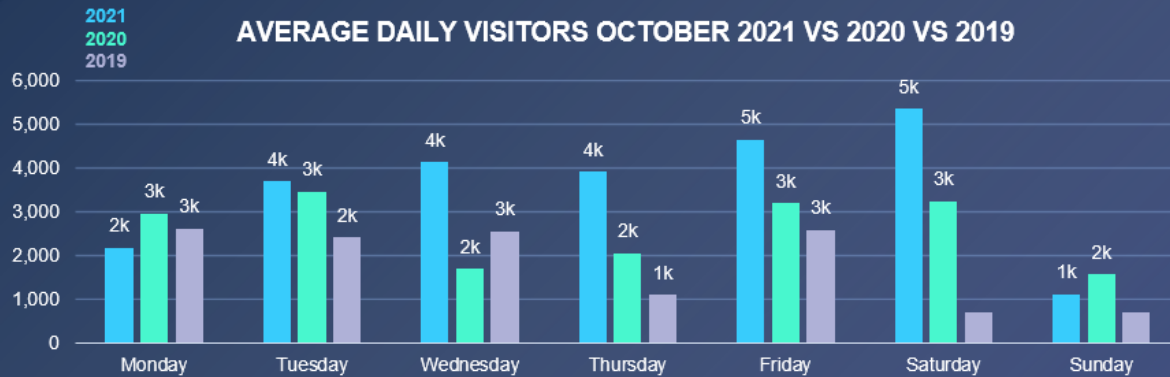
147,881

PEDESTRIANS PASSING
THROUGH SQUARE
OCTOBER 2021

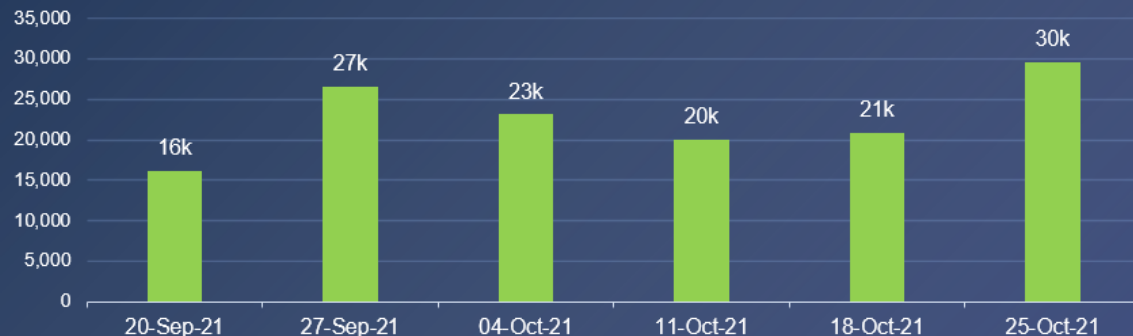
CHANGE IN VISITOR LEVELS OCTOBER 2021 vs OCTOBER 2020



AVERAGE DAILY VISITORS OCTOBER 2021 VS 2020 VS 2019



WEEKLY VISITS OCTOBER 2021



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

ST JAMES SQUARE

TOTAL VISITS

56,304

VISITS OCTOBER 20

AVERAGE DWELL TIME

47 MINS

AVERAGE TIME SPENT
OCTOBER 20

PEDESTRIANS

165,351

PEDESTRIANS PASSING
THROUGH SQUARE
OCTOBER 2021

36%
VS
OCTOBER 2020

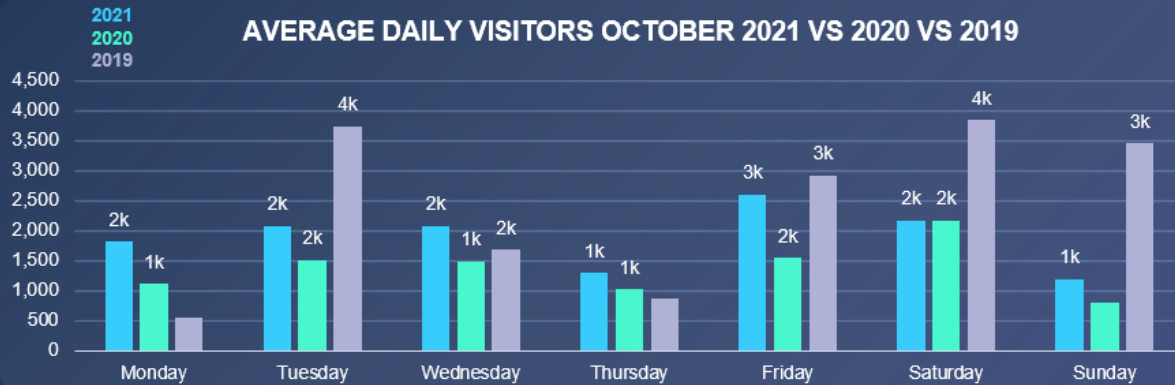


23 MINS
VS OCTOBER
2020



CHANGE IN VISITOR LEVELS OCTOBER 2021 vs OCTOBER 2020

AVERAGE DAILY VISITORS OCTOBER 2021 VS 2020 VS 2019



WEEKLY VISITS OCTOBER 2021

