

# VISITOR INSIGHTS

## BASELINE REPORT

NEWPORT, Isle of Wight

NOVEMBER 2021

Produced for NEWPORT and NEWPORT Heritage Action Zones  
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VISITOR | INSIGHTS

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

## TOTAL VISITS



**1,207,588**

VISITS TO THE HIGH STREET



## AVERAGE DWELL TIME



**183 MINS**

AVERAGE TIME SPENT IN THE HIGH STREET



## PLACES VISITED



**2.5**

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

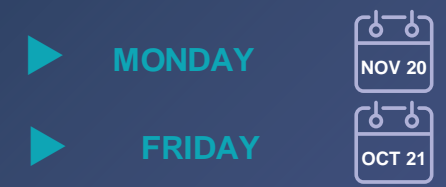


## POPULAR VISIT DAY

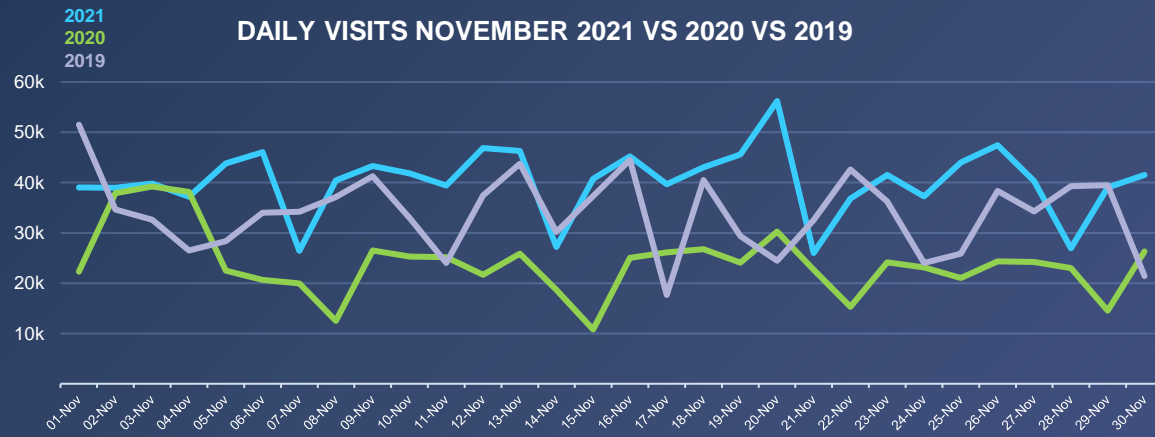


**TUESDAY**

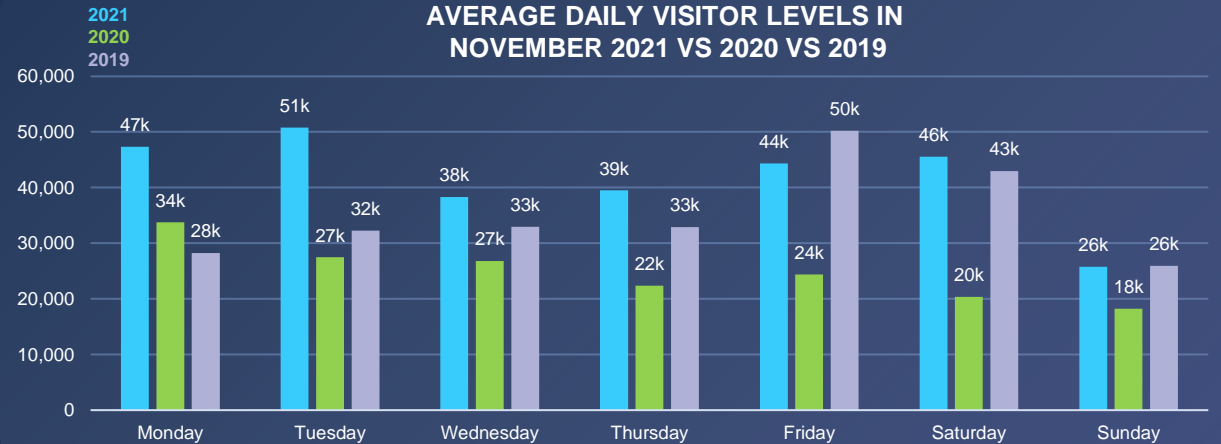
51k AVERAGE VISITS ON FRIDAY IN NOVEMBER



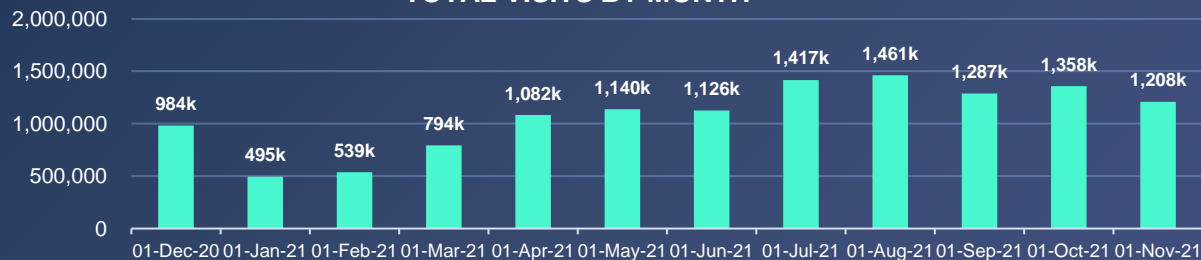
## DAILY VISITS NOVEMBER 2021 VS 2020 VS 2019



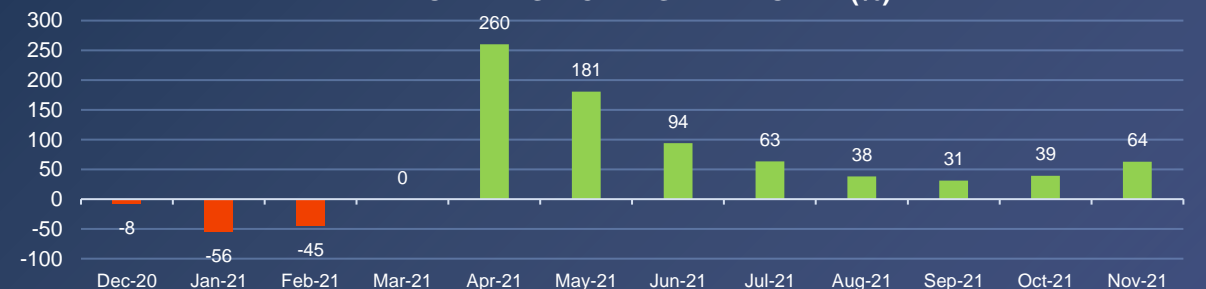
## AVERAGE DAILY VISITOR LEVELS IN NOVEMBER 2021 VS 2020 VS 2019



## TOTAL VISITS BY MONTH



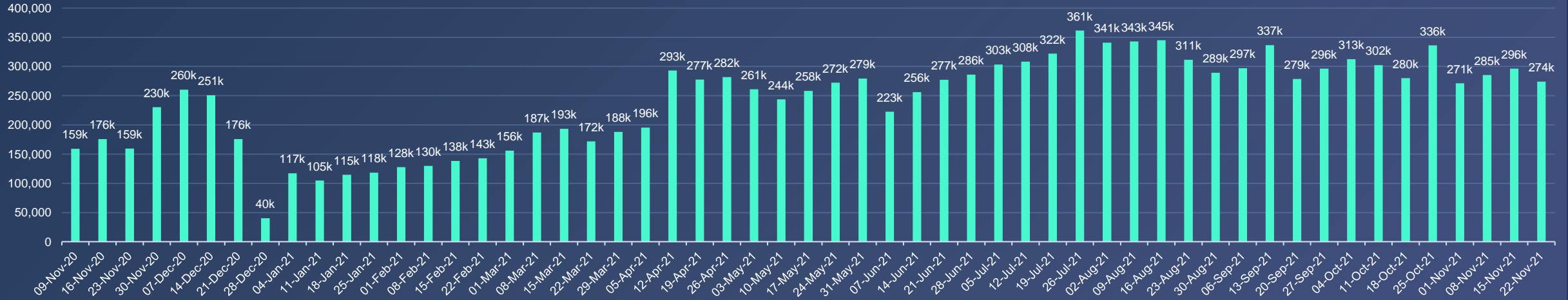
## TOTAL VISIT CHANGE BY MONTH (%)



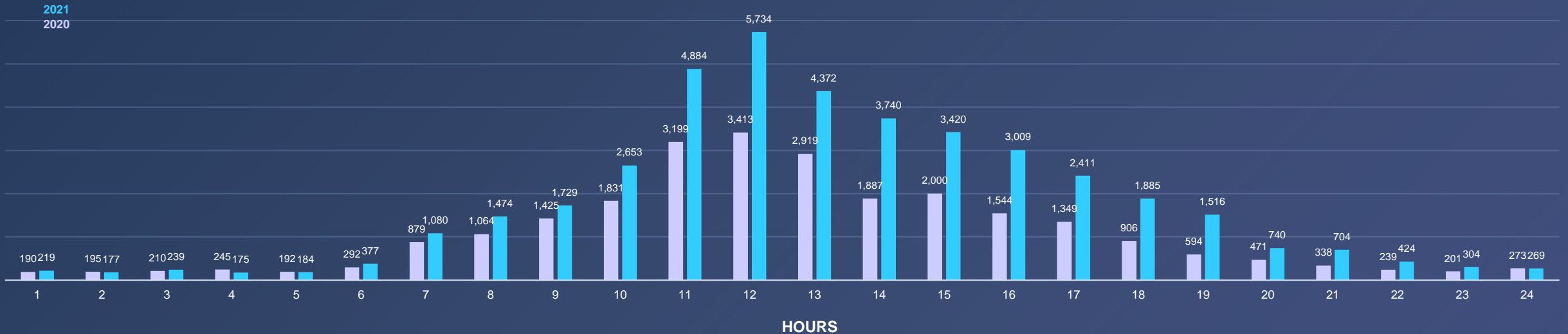
# NEWPORT TOWN CENTRE — NOVEMBER 2021 SUMMARY & BENCHMARKING (NOVEMBER 2020-21)



## WEEKLY FOOTFALL



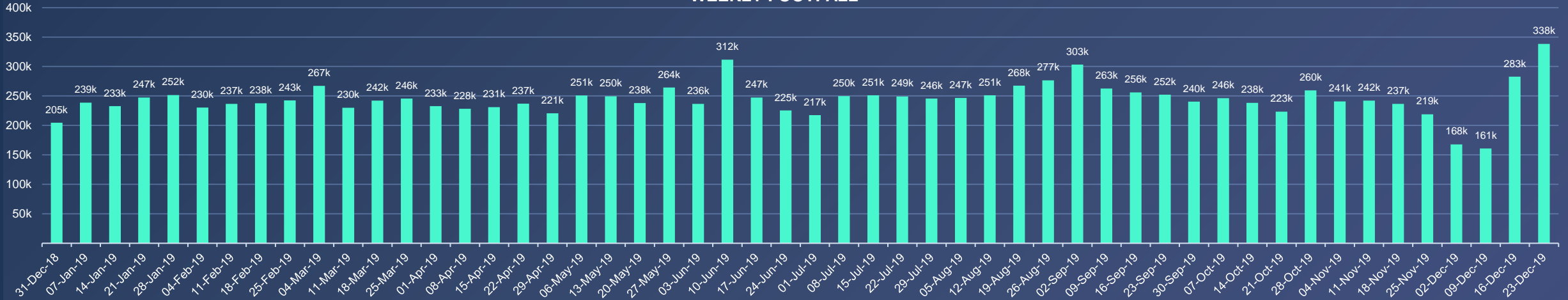
## AVERAGE VISITS BY HOUR



# NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING

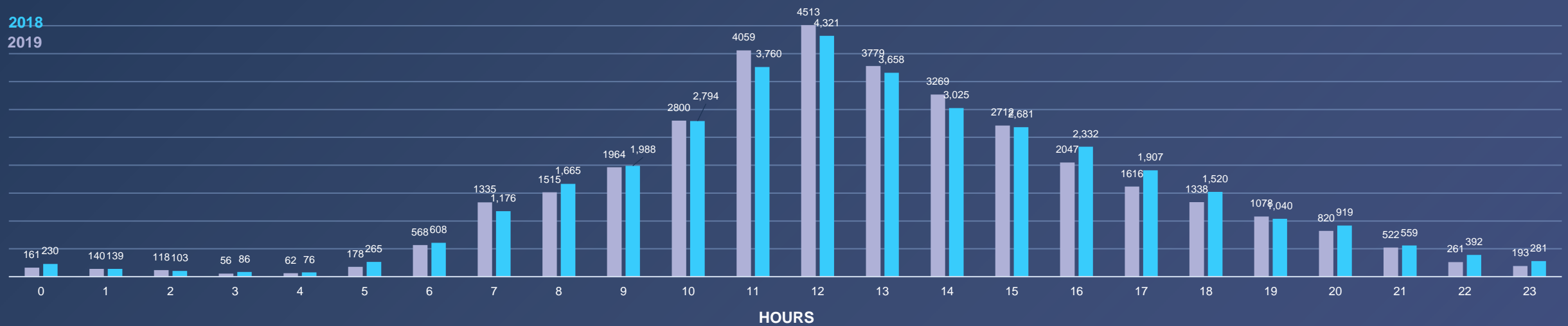


## WEEKLY FOOTFALL



## AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018

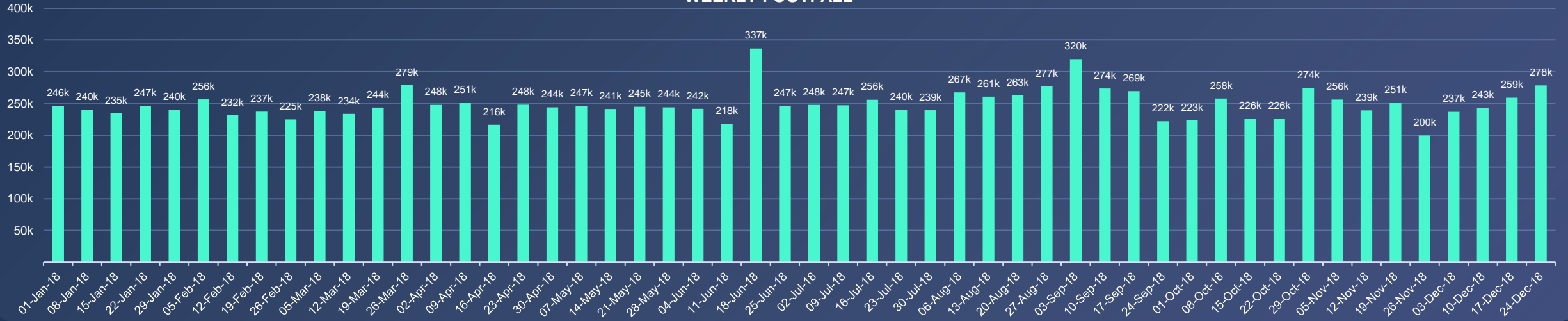
2018  
2019



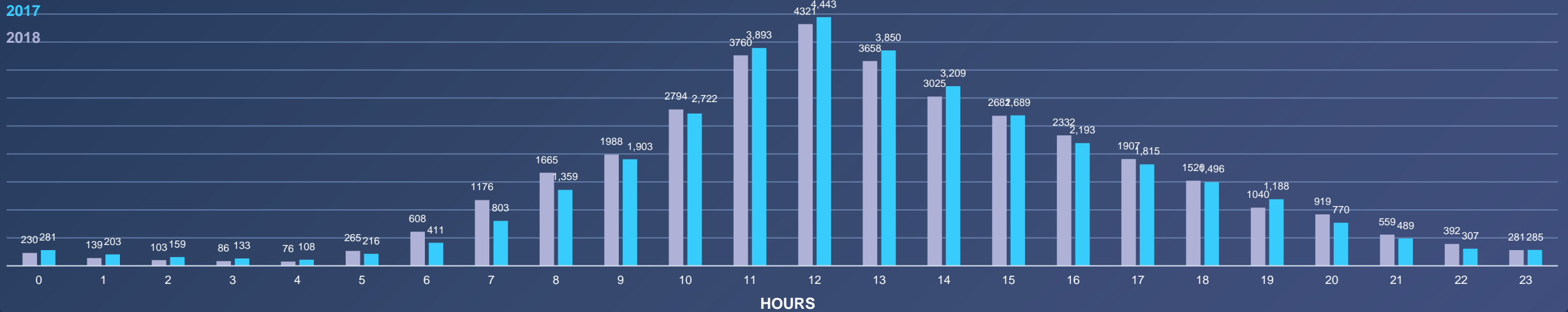
# NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



## WEEKLY FOOTFALL



## AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



# NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

## TOTAL ANNUAL VISITS



13,627,872

VISITS TO THE HIGH STREET  
NOVEMBER 20 - NOVEMBER 21

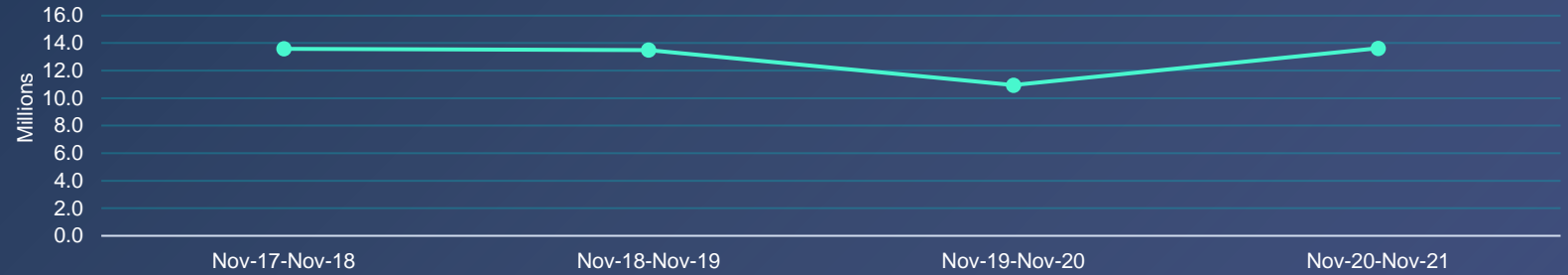


0%

4 YEAR CHANGE



## FOOTFALL



## AVERAGE DWELL TIME



143 MINS

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

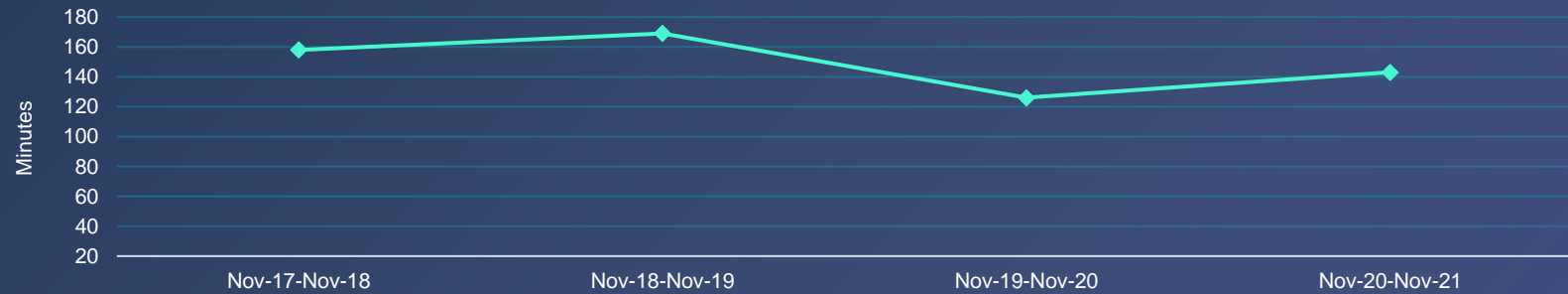


-9%

4 YEAR CHANGE



## DWELL TIME



## PLACES VISITED



2.5

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

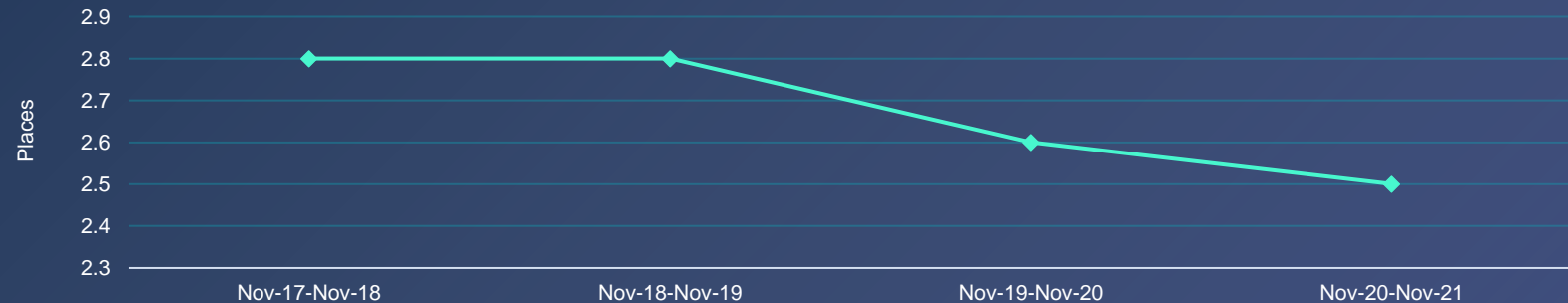


-11%

4 YEAR CHANGE



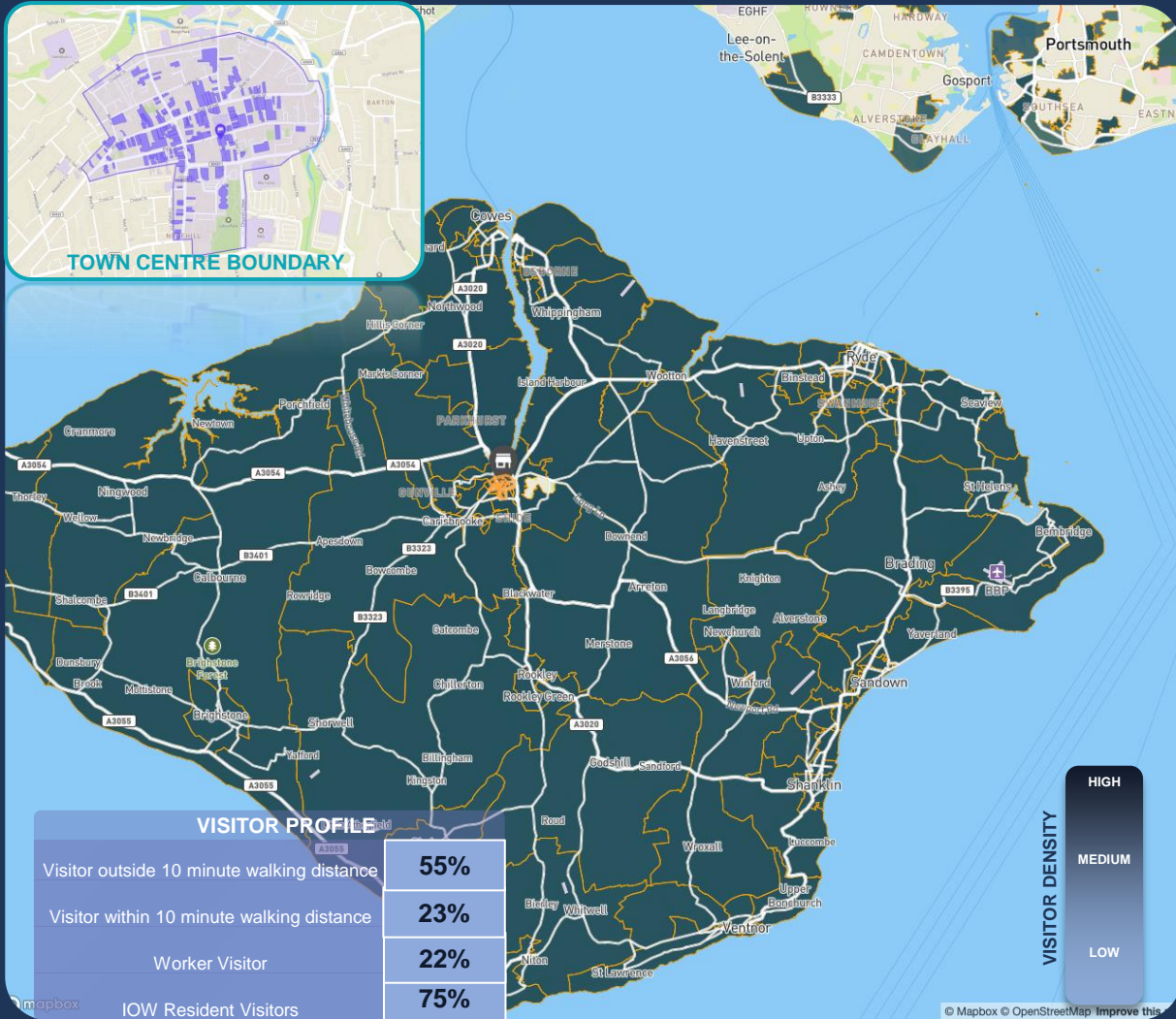
## PLACES VISITED



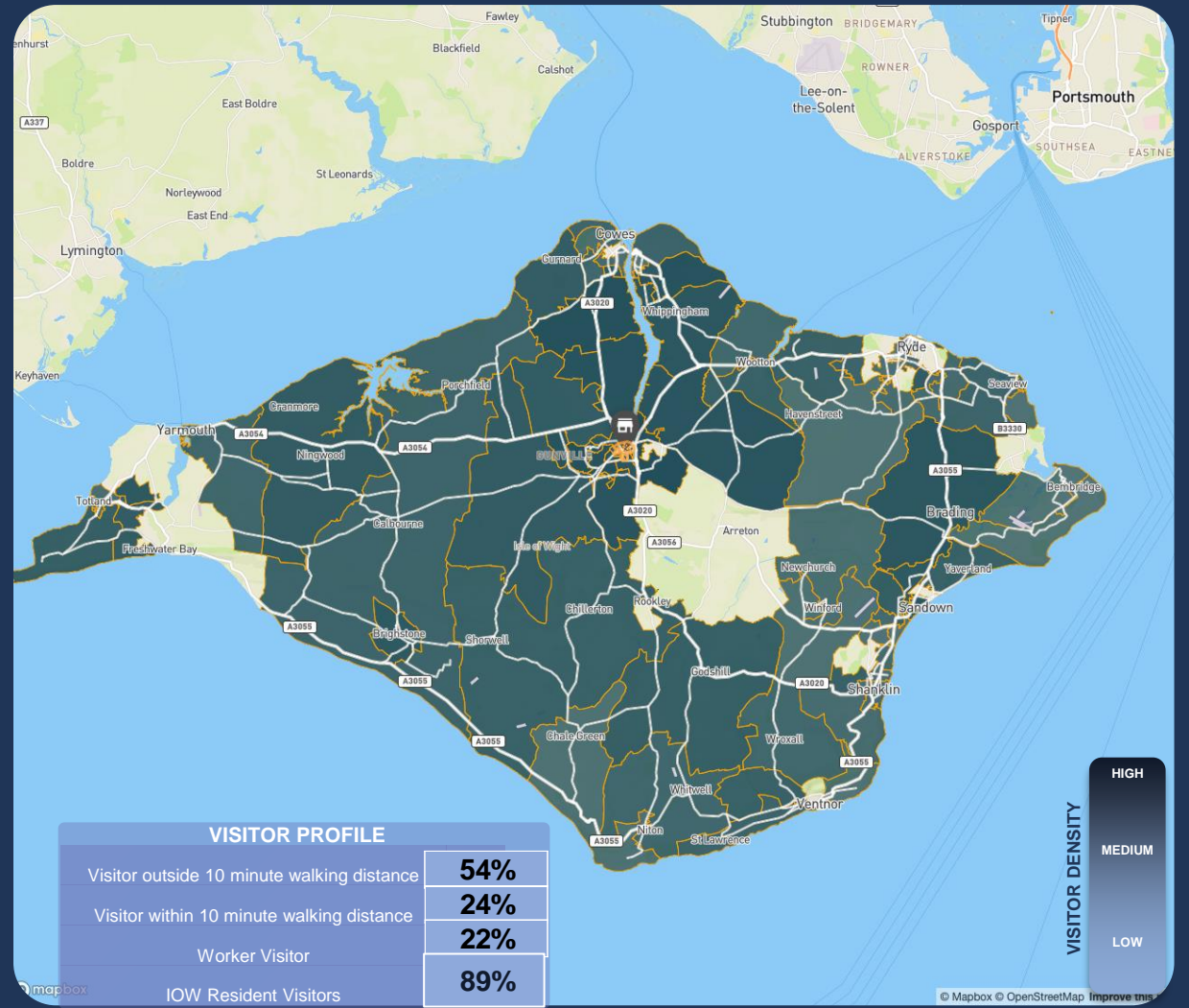


# NEWPORT VISITOR CATCHMENT — NOVEMBER 2021 & BENCHMARKING (NOVEMBER 2020-21)

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



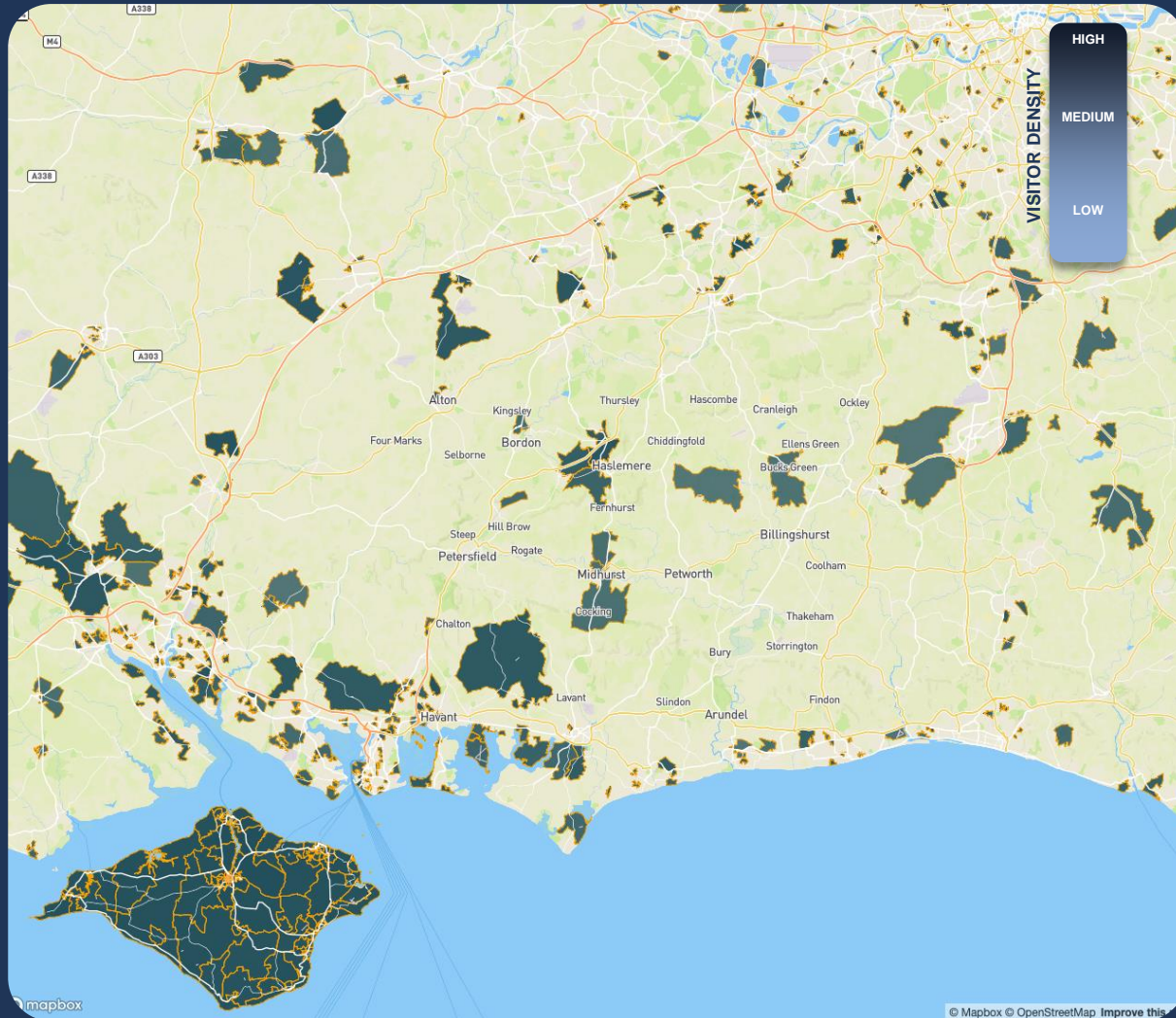
## VISITOR CATCHMENT BY POSTCODE IN NOVEMBER 2021 (zoomed in)



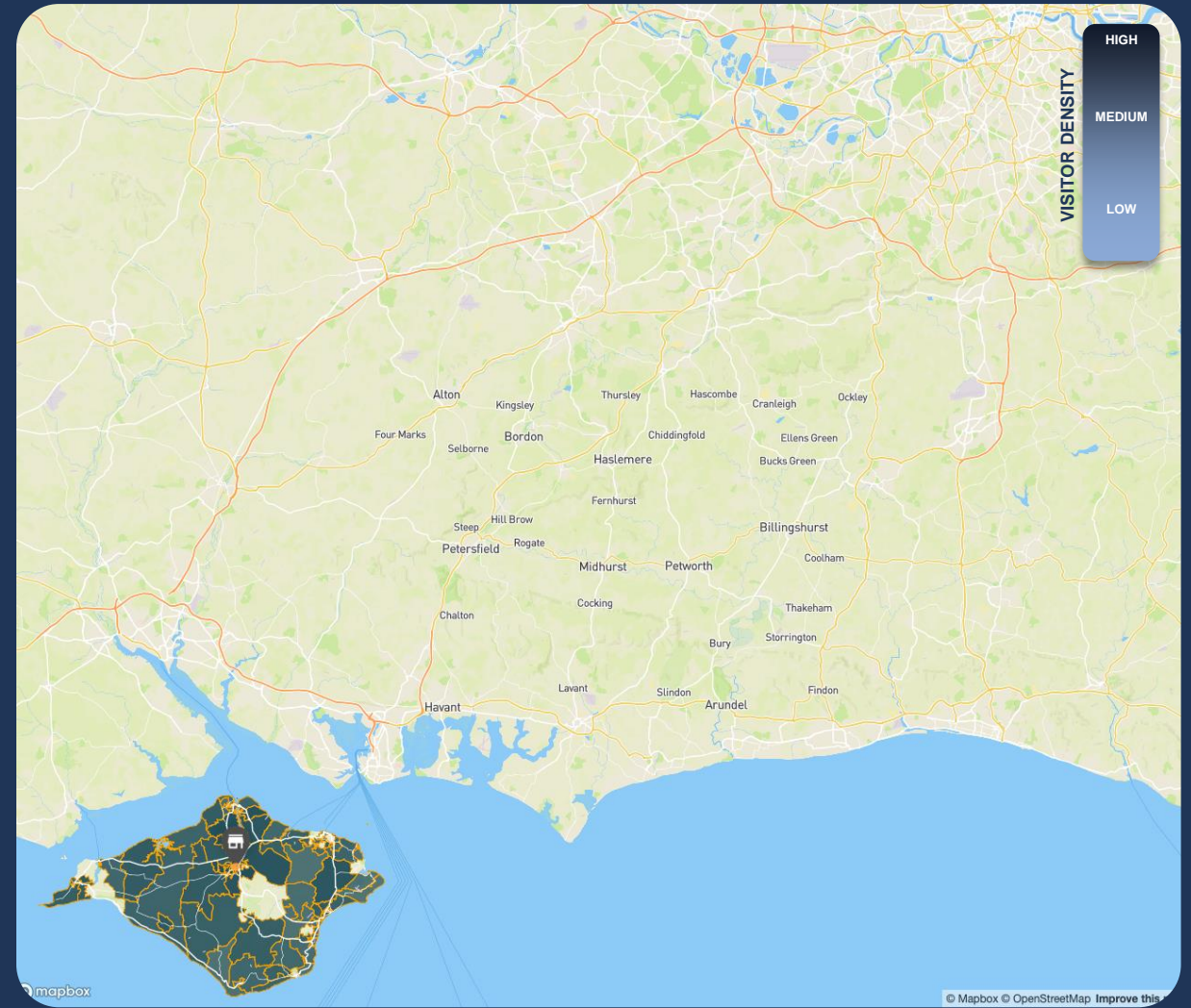


# NEWPORT VISITOR CATCHMENT — NOVEMBER 2021 & BENCHMARKING (NOVEMBER 2020-21)

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



VISITOR CATCHMENT BY POSTCODE  
IN NOVEMBER 2021 (zoomed out)

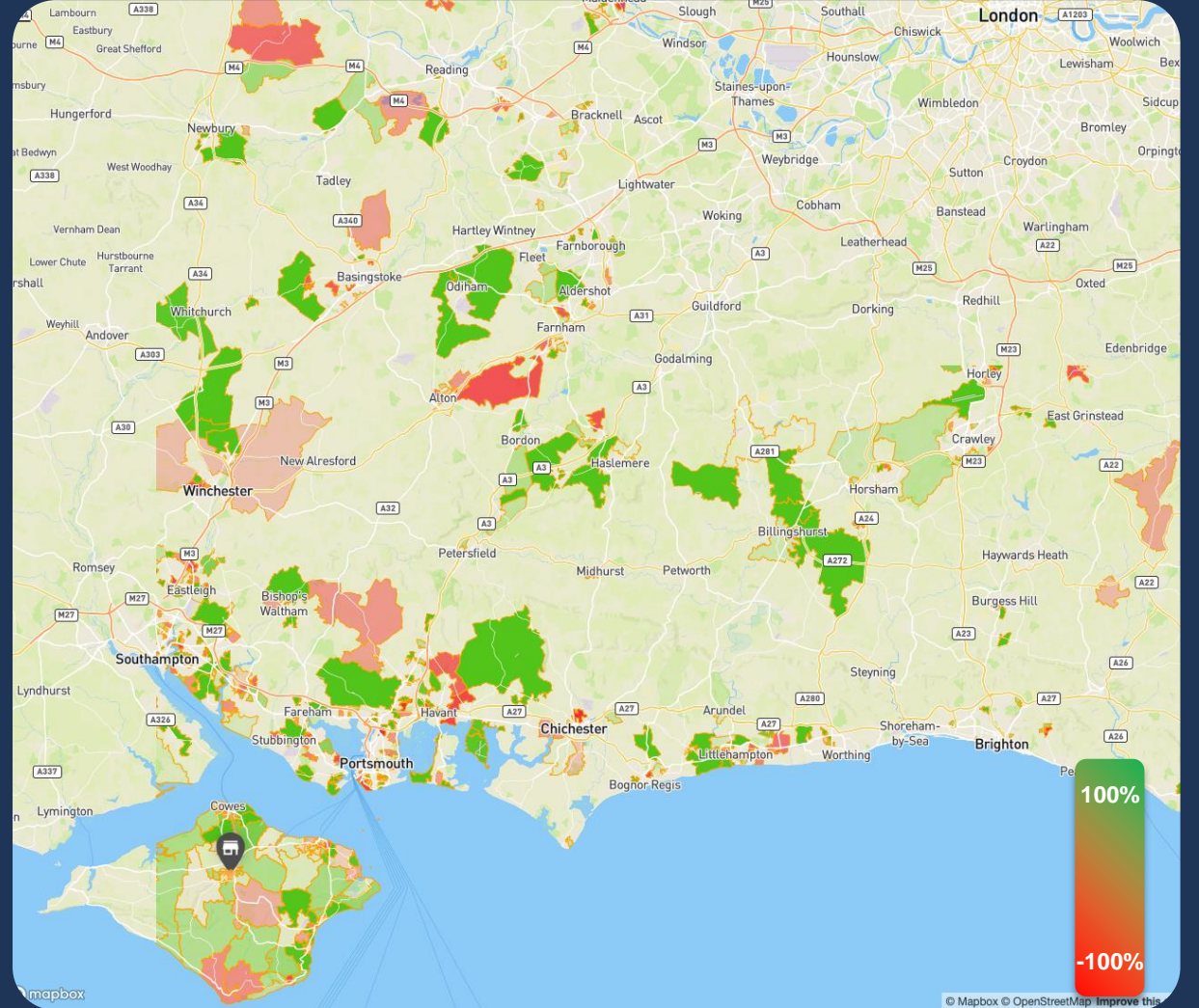
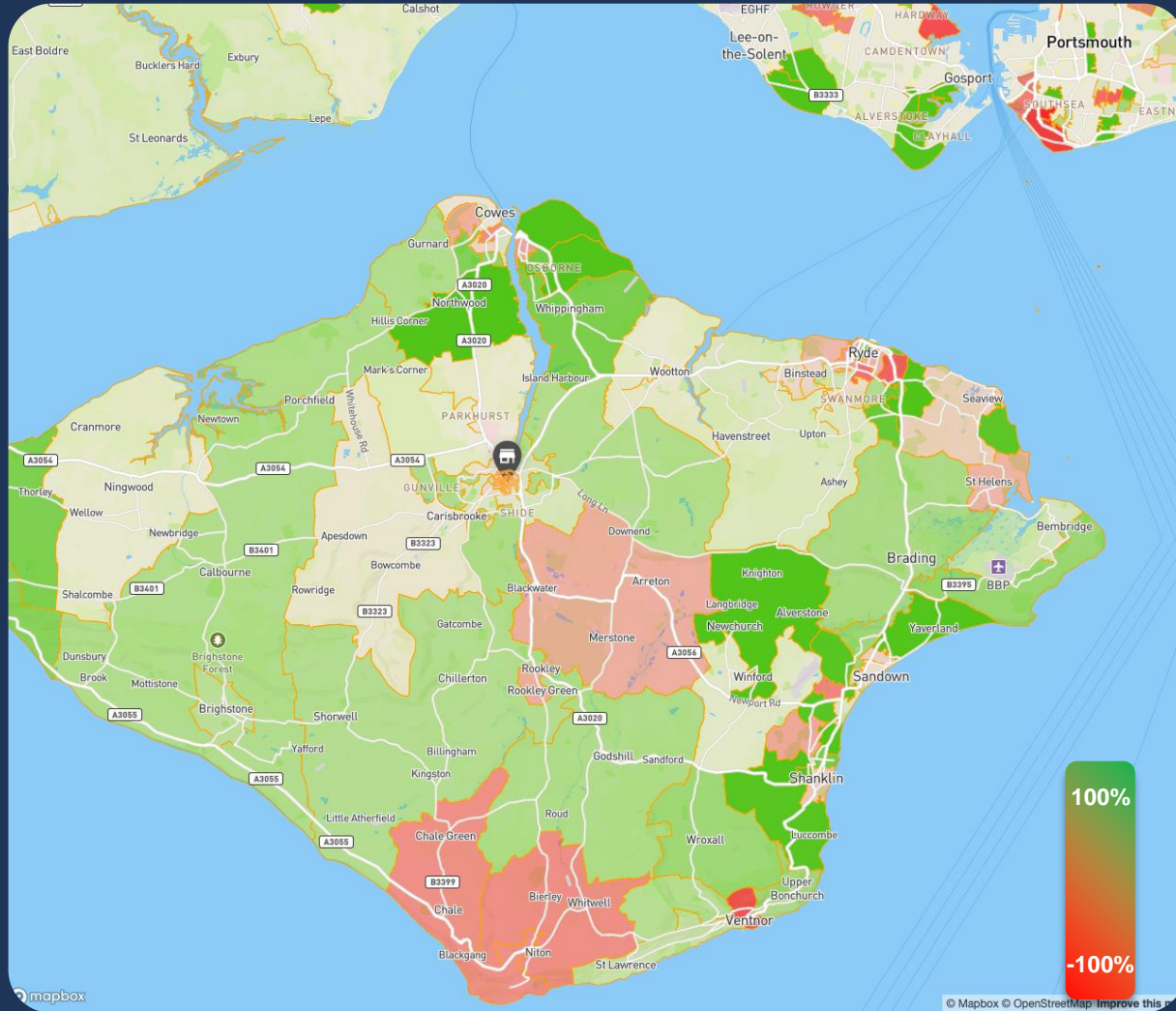




# NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (NOVEMBER 2020-21)

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

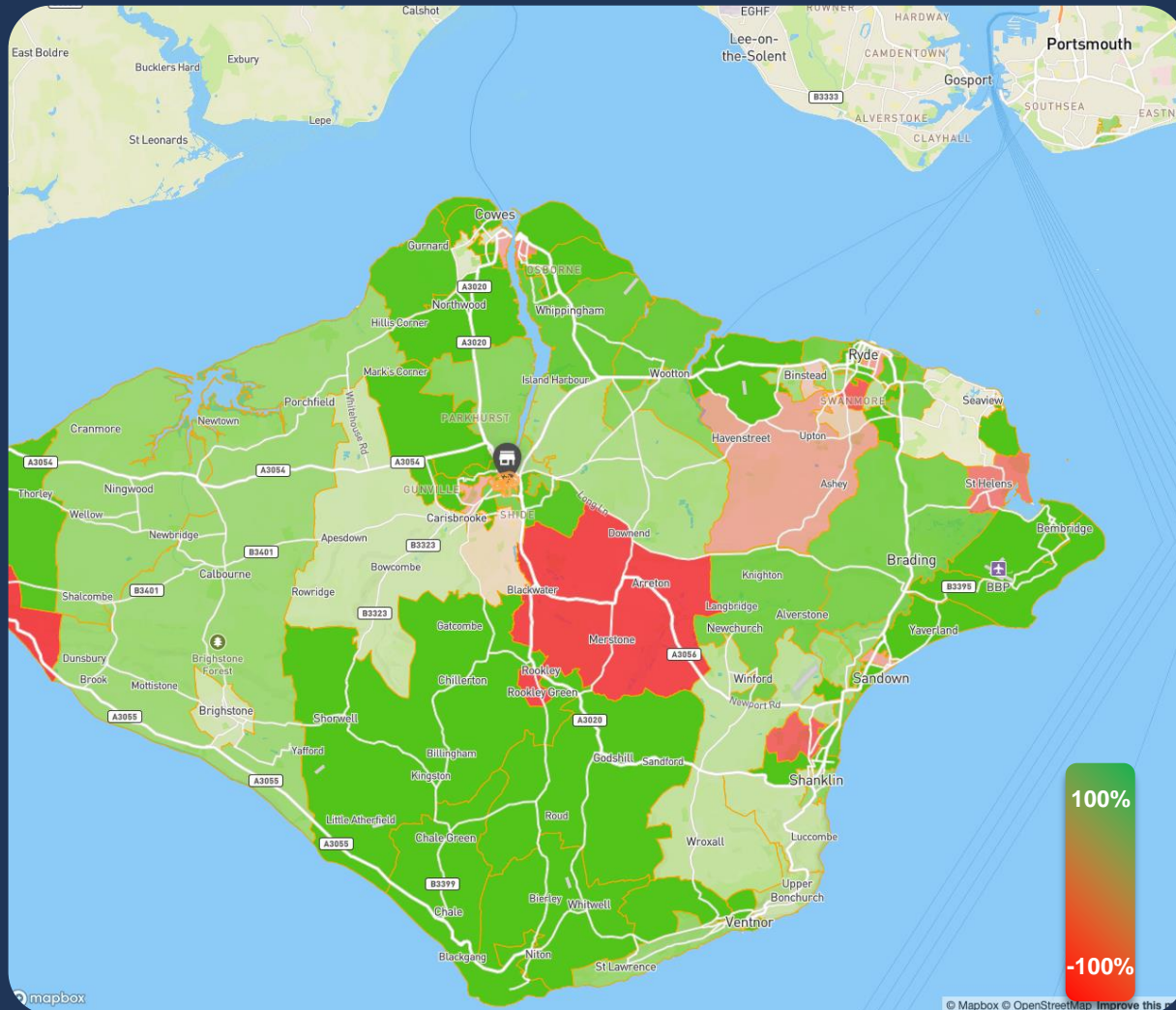
### CHANGE IN VISITOR LEVELS NOVEMBER 2020-21 vs NOVEMBER 2019-20 (zoomed out)



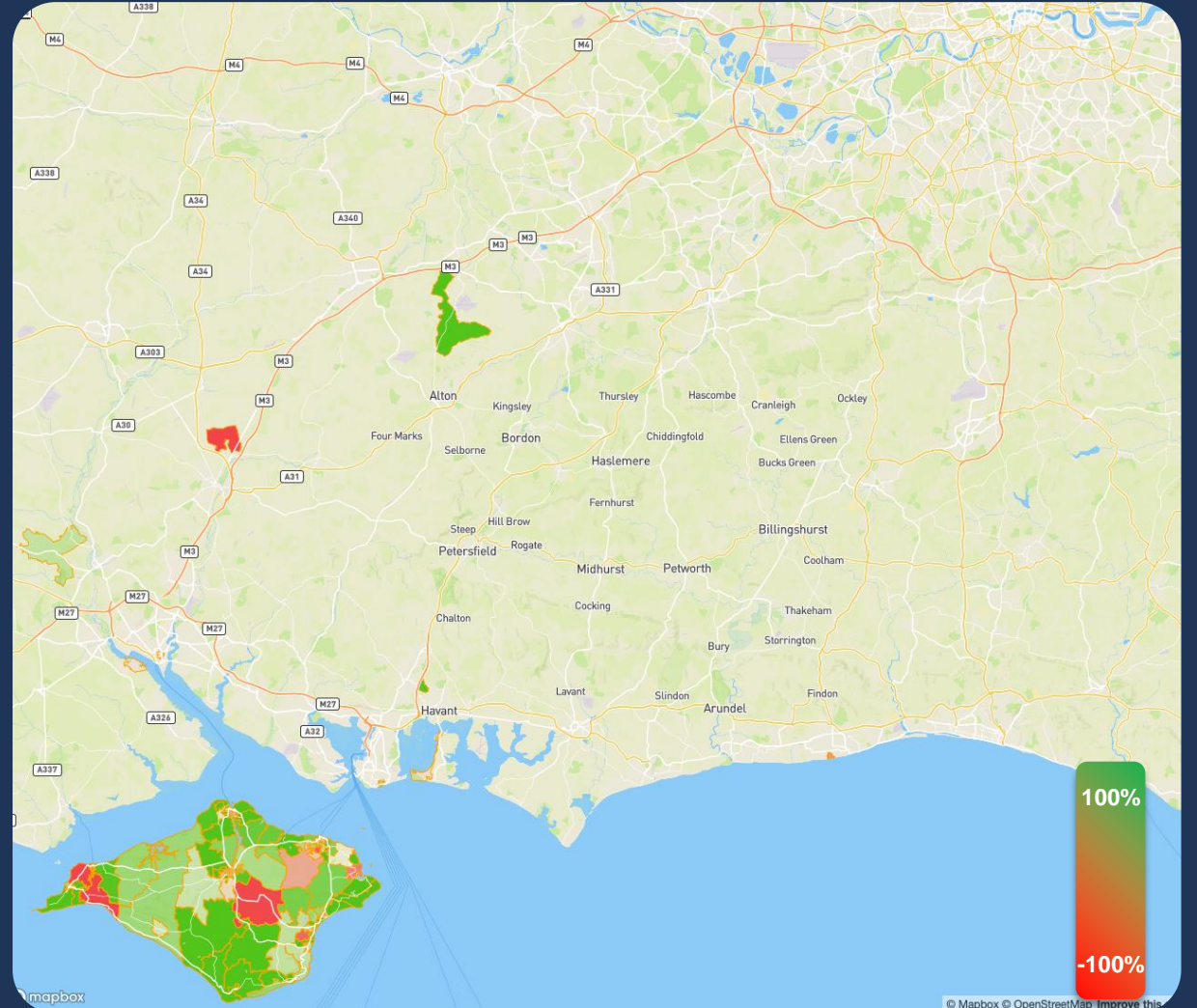


# NEWPORT VISITOR CHANGE BY POSTCODE – NOVEMBER 2021 & BENCHMARKING

## CHANGE IN VISITOR LEVELS NOVEMBER 2021 vs NOVEMBER 2020 (zoomed in)



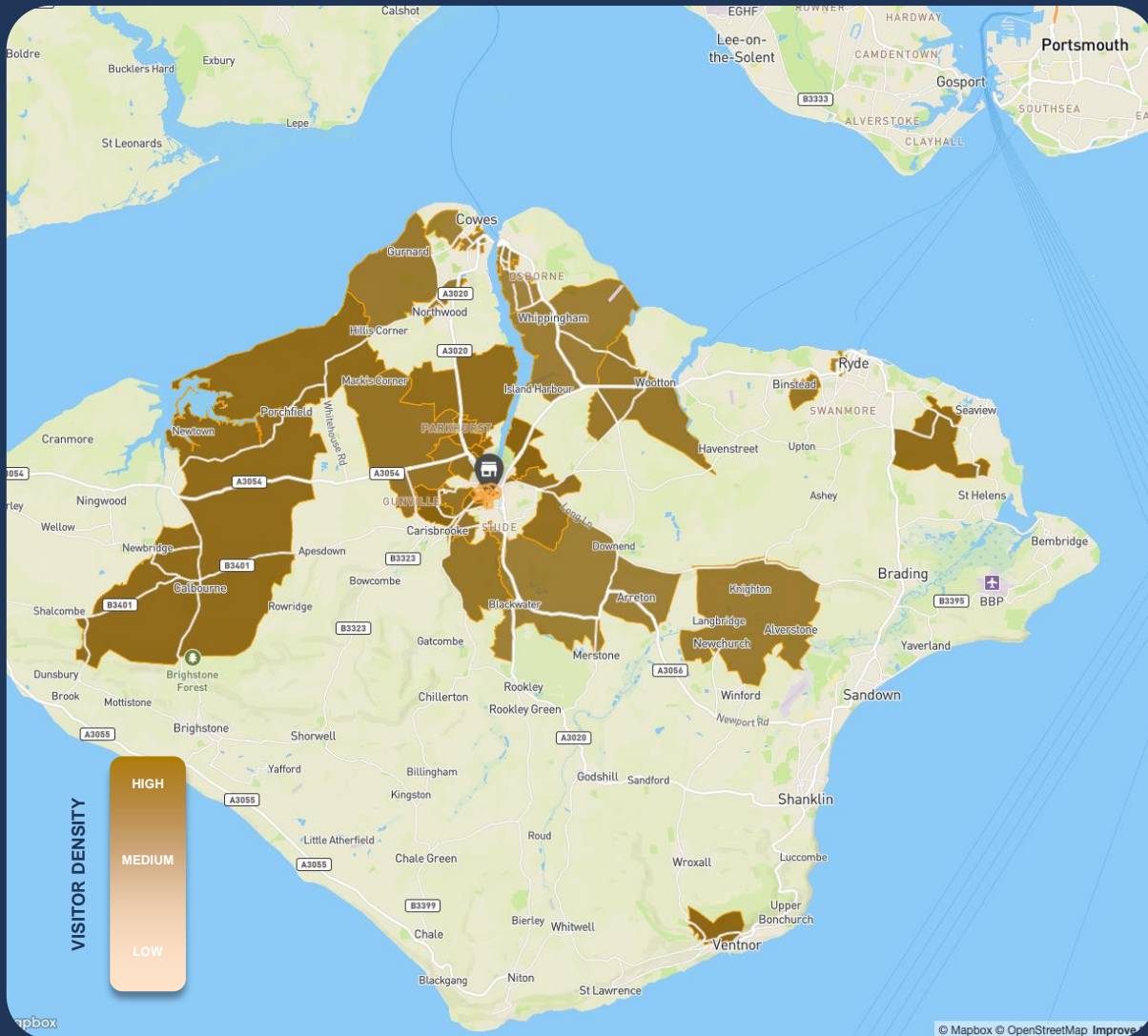
## CHANGE IN VISITOR LEVELS NOVEMBER 2021 vs NOVEMBER 2020 (zoomed out)



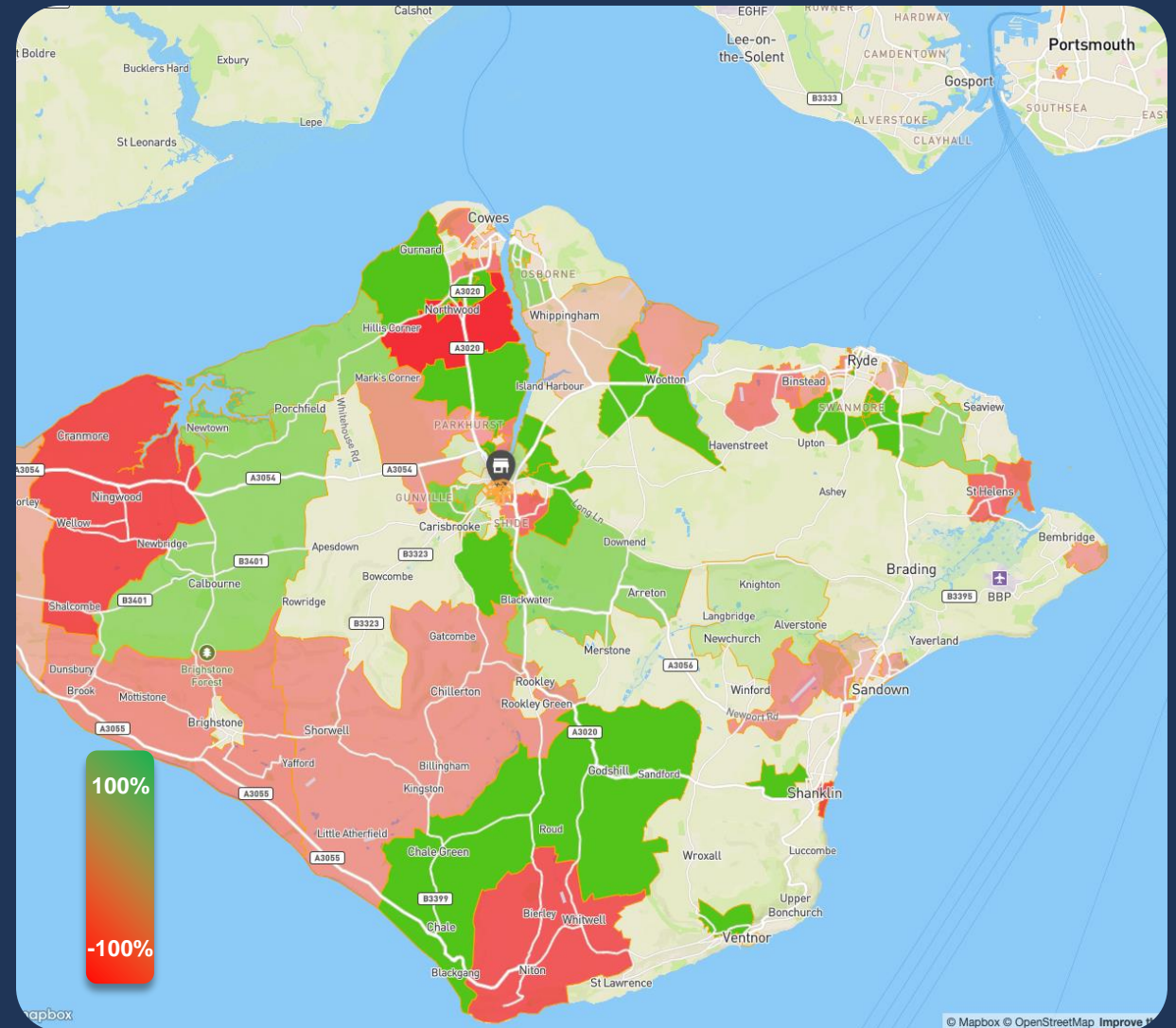


# NEWPORT WORKER CATCHMENT CHANGE — NOVEMBER 2021 & BENCHMARKING

## WORKER CATCHMENT BY POSTCODE NOVEMBER 2021



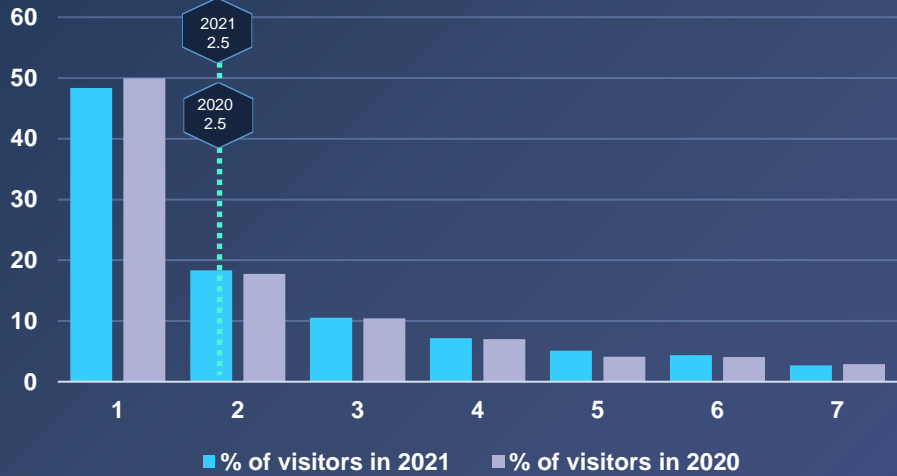
## CHANGE IN WORKER CATCHMENT NOVEMBER 2021 vs NOVEMBER 2020



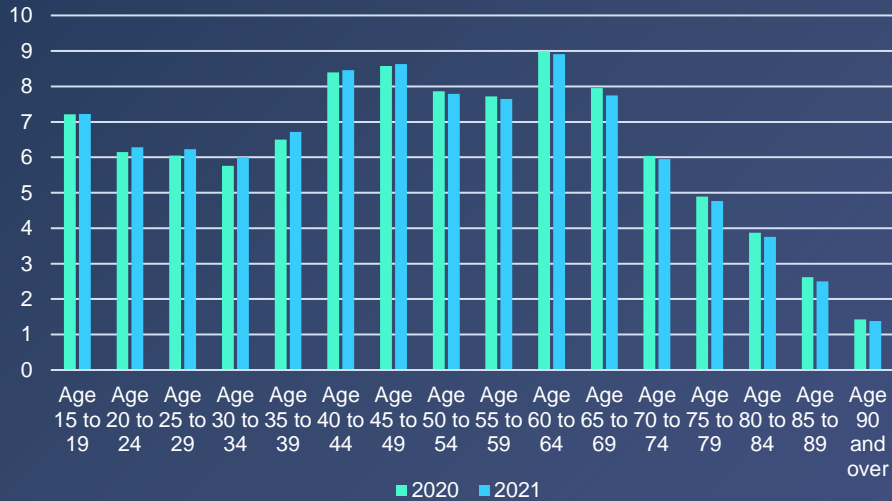


# NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (NOVEMBER 2020-21)

NUMBER OF PLACES VISITED PER TRIP (%)



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



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2021



# NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – NOVEMBER 2021 & BENCHMARKING

## NEWPORT TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2021

## NEWPORT TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2020





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



## CENTRE FOOTFALL DATA NOVEMBER 2021 VS NOVEMBER 2020 — ENTRY POINTS



KEY: PEDESTRIAN NUMBERS NOVEMBER 2021

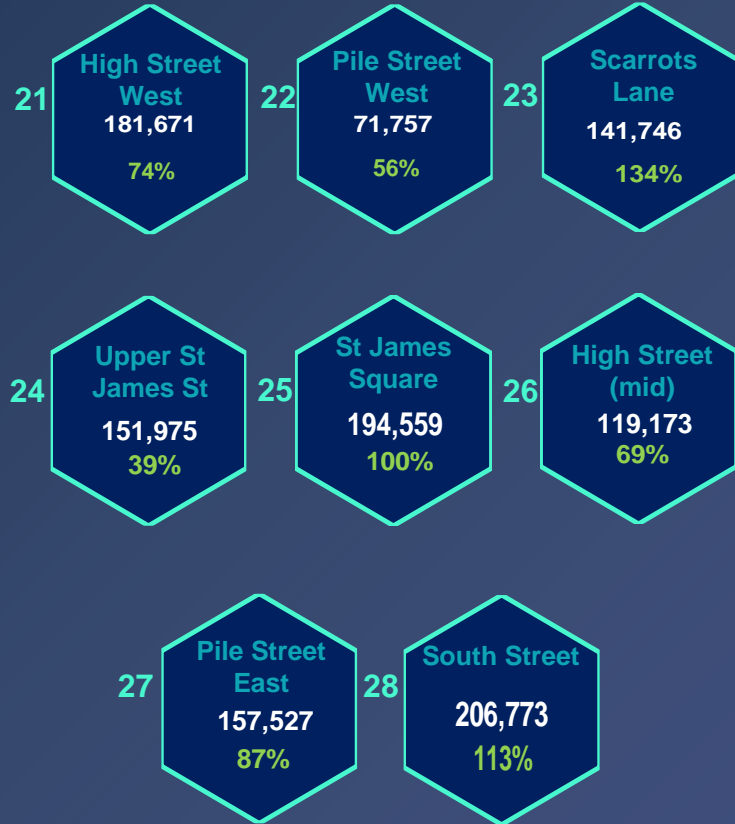
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2021



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



## CENTRE FOOTFALL DATA NOVEMBER 2021 VS NOVEMBER 2020 — COUNT POINTS



KEY: PEDESTRIAN NUMBERS NOVEMBER 2021

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2021



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

## ST THOMAS SQUARE

### TOTAL VISITS

**111,756**

VISITS NOVEMBER 21

### AVERAGE DWELL TIME

**50 MINS**

AVERAGE TIME SPENT NOVEMBER 21

### PEDESTRIANS

**154,665**

PEDESTRIANS PASSING THROUGH SQUARE NOVEMBER 2021

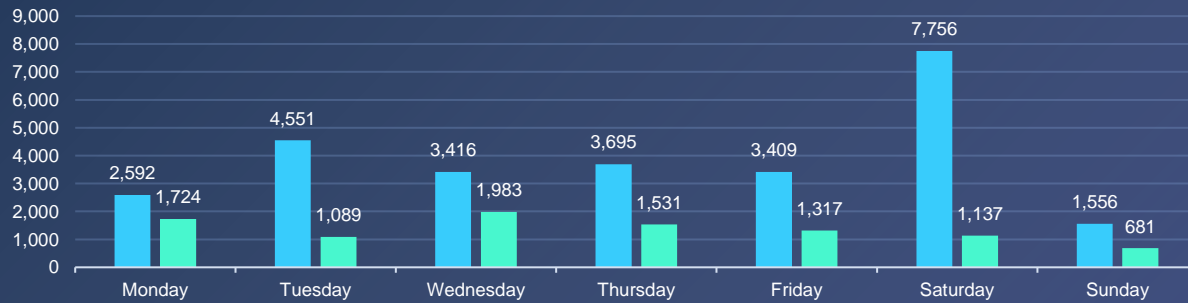
**185%**  
VS NOVEMBER 2020



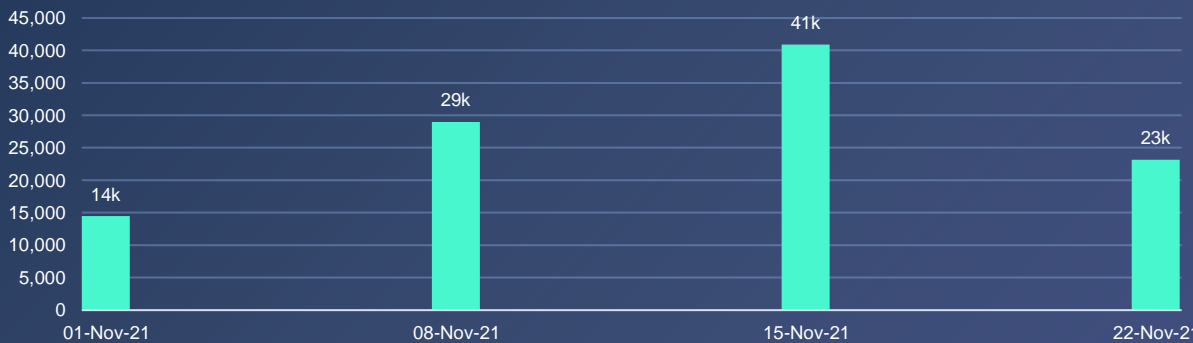
**-21 MINS**  
VS NOVEMBER 2020



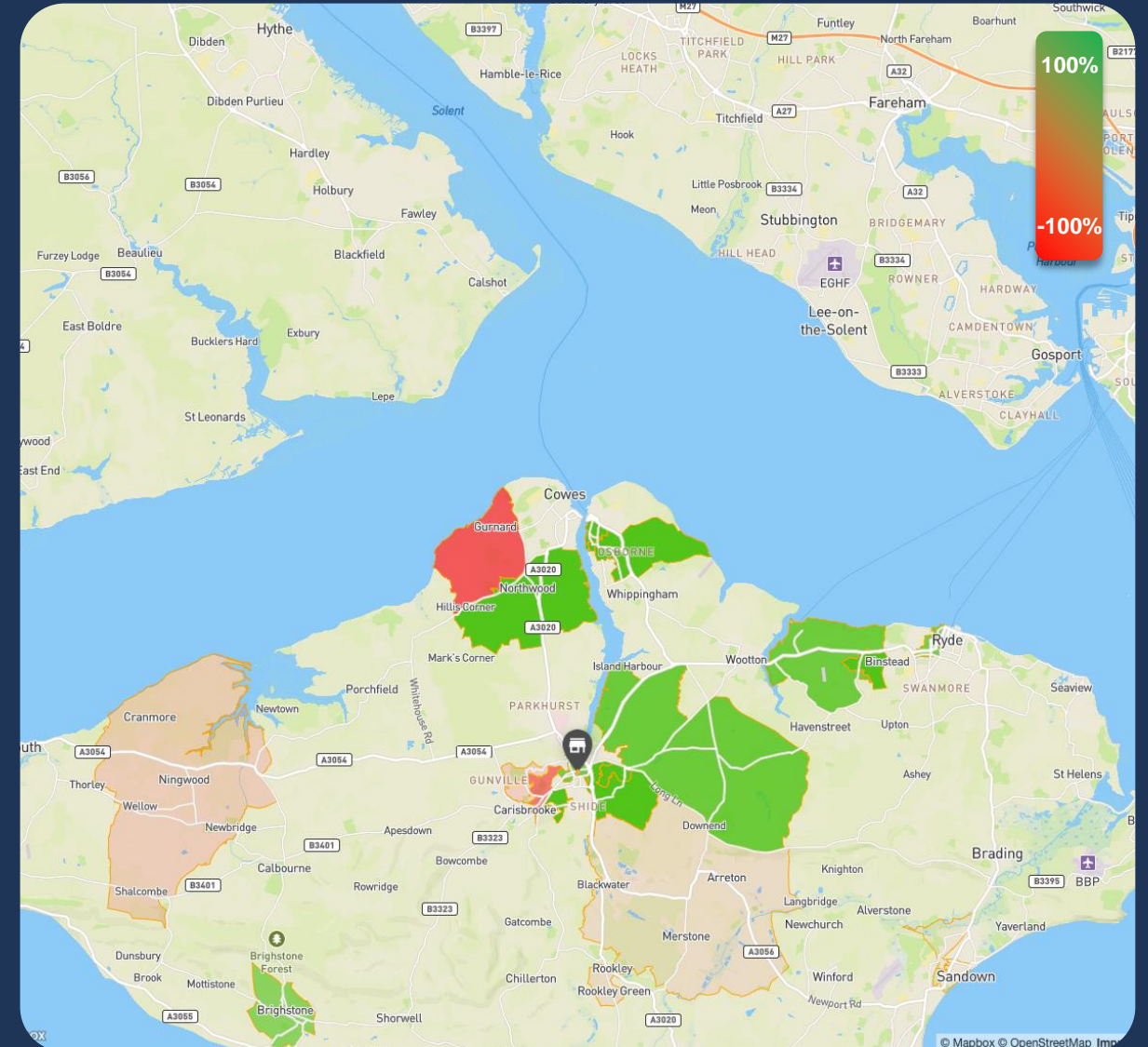
## 2021 2020 AVERAGE DAILY VISITORS NOVEMBER 2021 VS NOVEMBER 2020



## WEEKLY VISITS NOVEMBER 2021



## CHANGE IN VISITOR LEVELS NOVEMBER 2021 vs NOVEMBER 2020



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

## ST JAMES SQUARE

### TOTAL VISITS

**62,689**

VISITS NOVEMBER 21

### AVERAGE DWELL TIME

**70 MINS**

AVERAGE TIME SPENT NOVEMBER 21

### PEDESTRIANS

**140,688**

PEDESTRIANS PASSING THROUGH SQUARE NOVEMBER 2021

**176%**  
VS NOVEMBER 2020

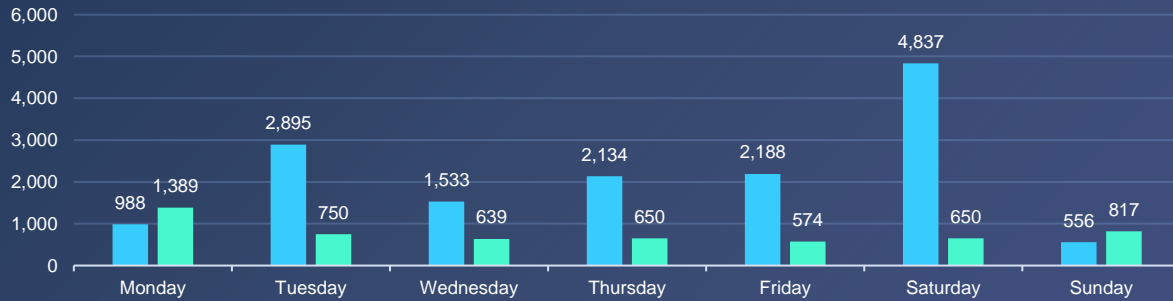


**36 MINS**  
VS NOVEMBER 2020

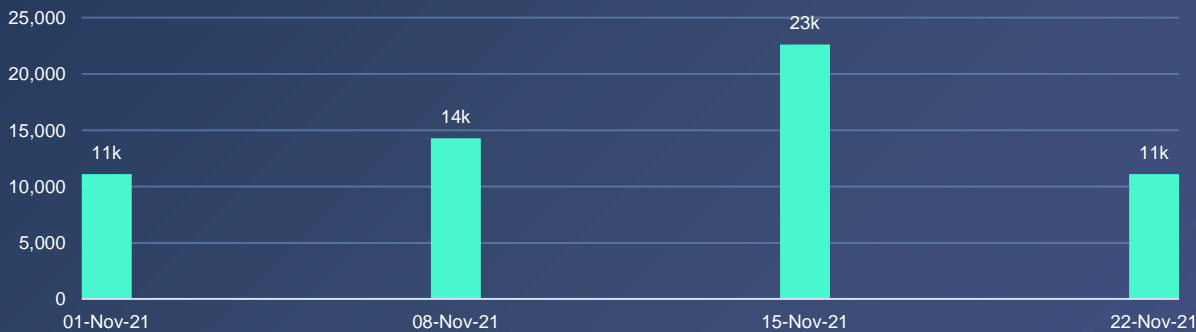


2021  
2020

## AVERAGE DAILY VISITORS NOVEMBER 2021 VS NOVEMBER 2020



## WEEKLY VISITS NOVEMBER 2021



## CHANGE IN VISITOR LEVELS NOVEMBER 2021 vs NOVEMBER 2020

