

VISITOR INSIGHTS

BASELINE REPORT

NEWPORT, Isle of Wight

DECEMBER 2021

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



VISITOR | INSIGHTS

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

TOTAL VISITS



1,215,913

VISITS TO THE HIGH STREET



AVERAGE DWELL TIME



143 MINS

AVERAGE TIME SPENT IN THE HIGH STREET

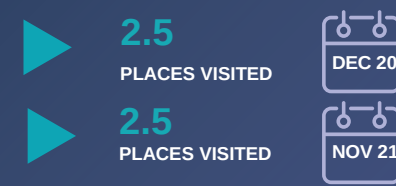


PLACES VISITED



2.5

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

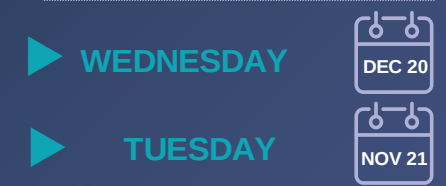


POPULAR VISIT DAY

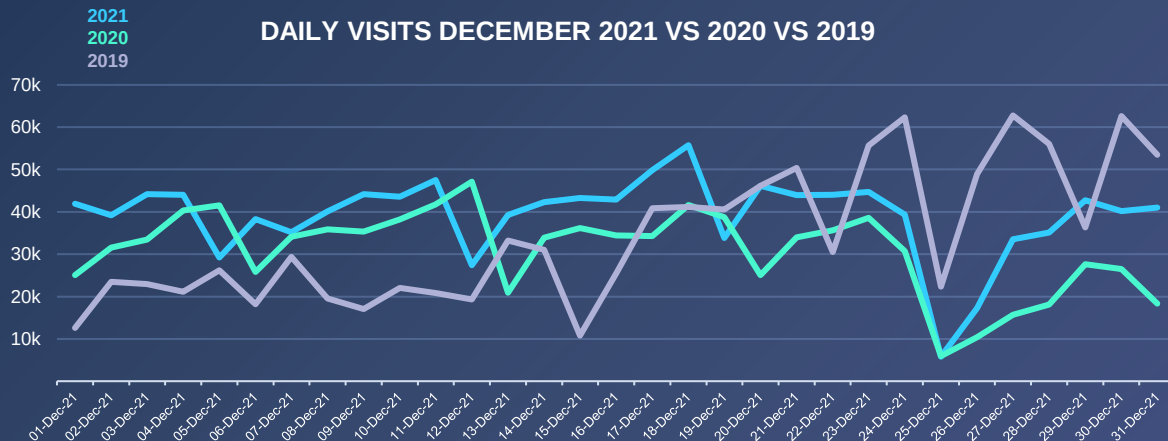


FRIDAY

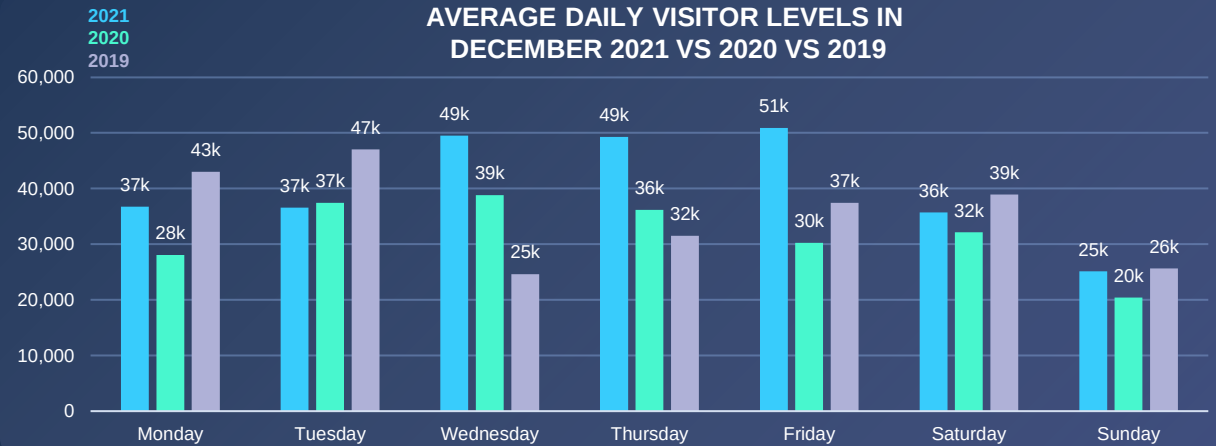
51k AVERAGE VISITS ON FRIDAY IN DECEMBER



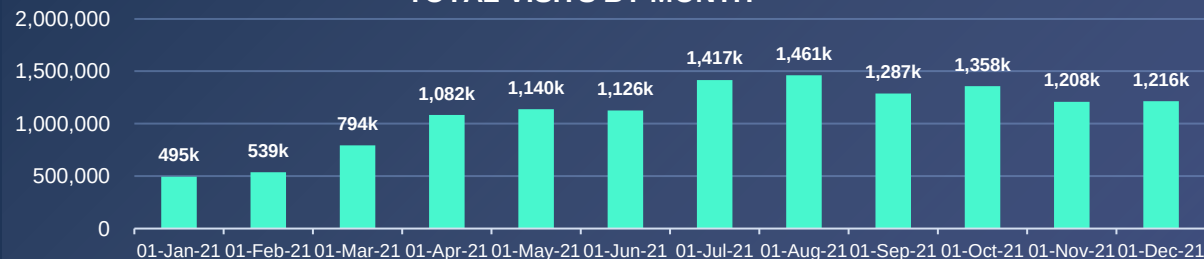
DAILY VISITS DECEMBER 2021 VS 2020 VS 2019



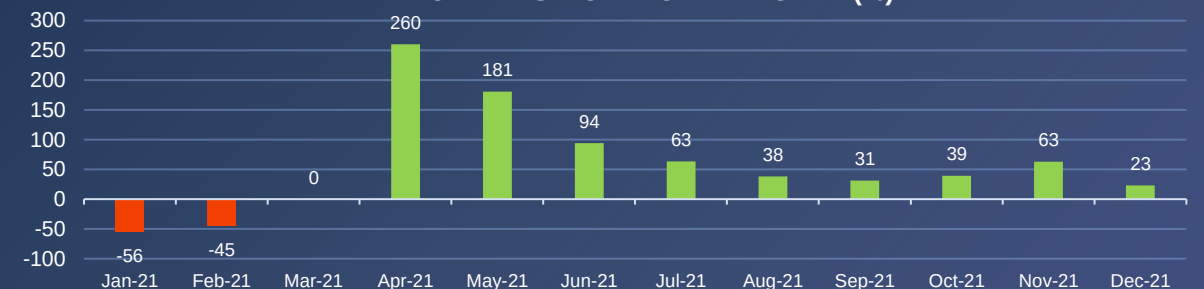
AVERAGE DAILY VISITOR LEVELS IN DECEMBER 2021 VS 2020 VS 2019



TOTAL VISITS BY MONTH



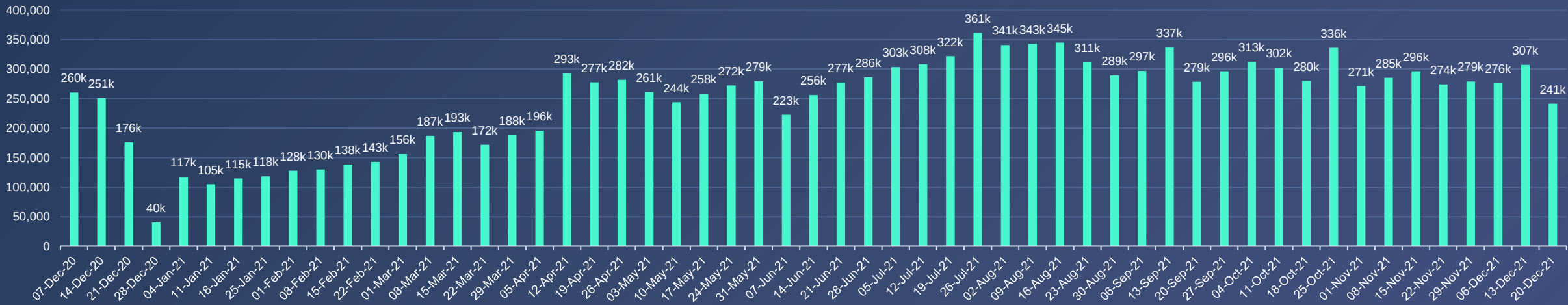
TOTAL VISIT CHANGE BY MONTH (%)



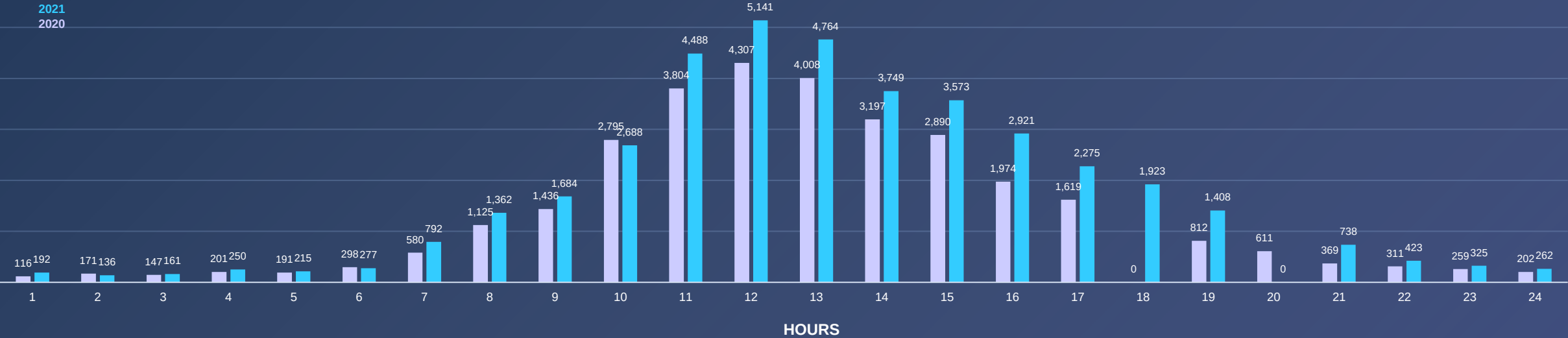
NEWPORT TOWN CENTRE — DECEMBER 2021 SUMMARY & BENCHMARKING (DECEMBER 2020-21)



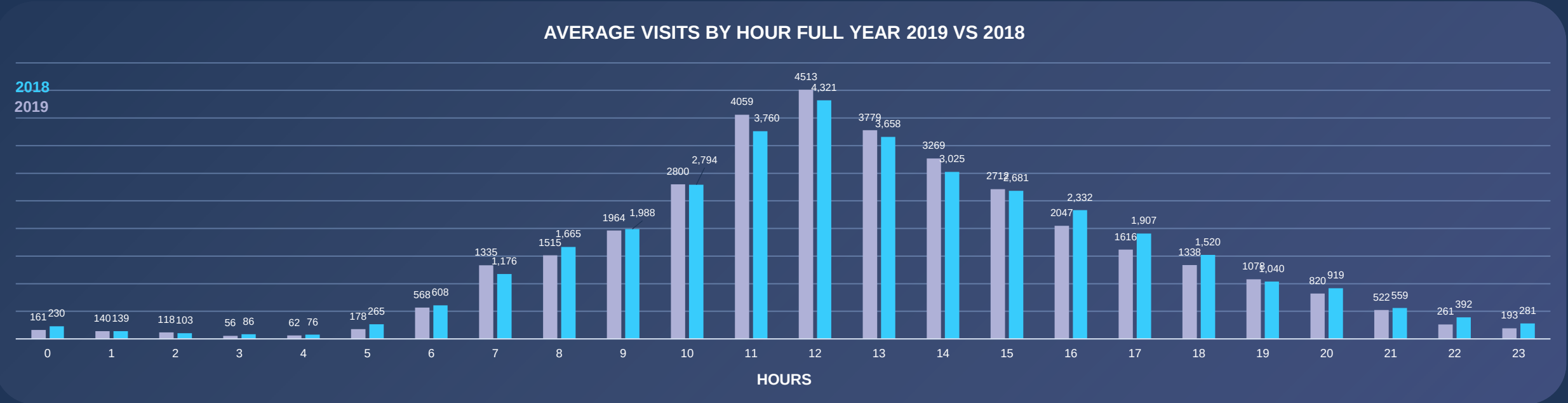
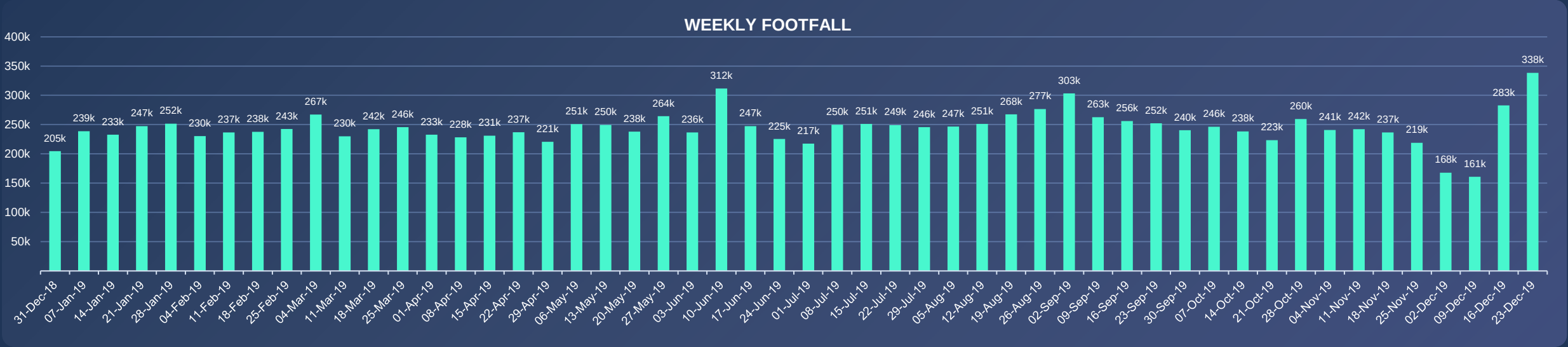
WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR



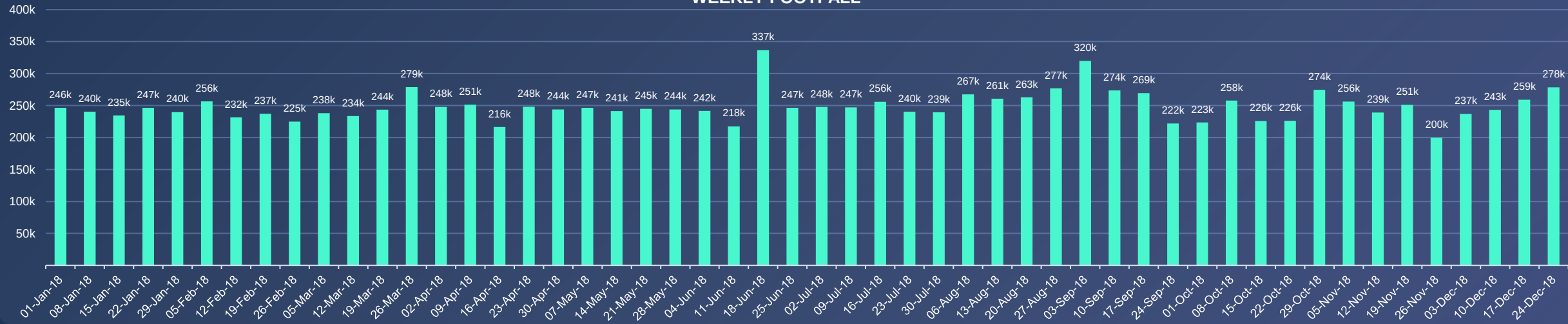
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



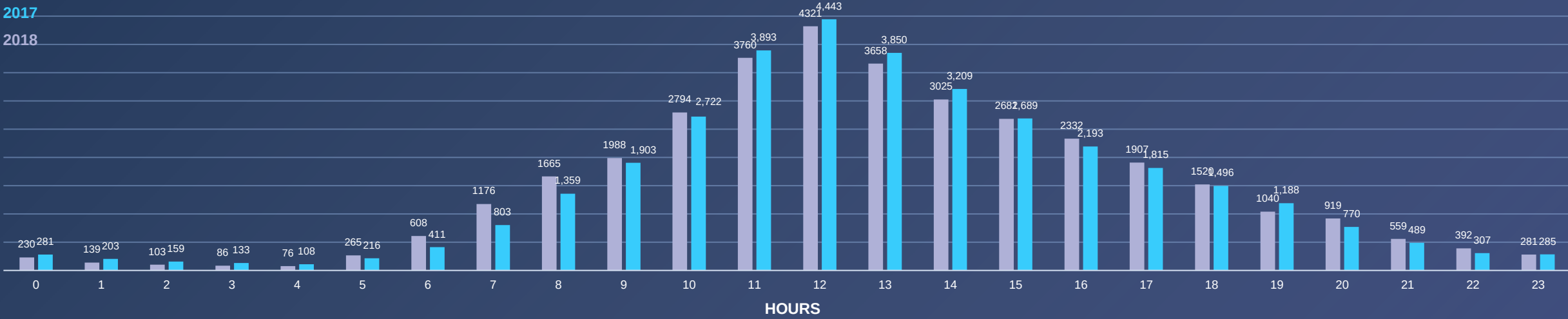
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



14,106,643

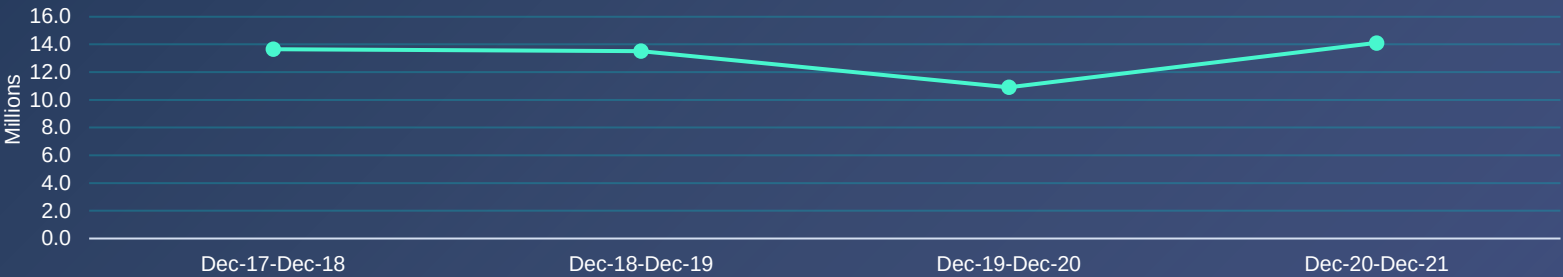
VISITS TO THE HIGH STREET
DECEMBER 20 - DECEMBER 21



3%
4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



146MINS

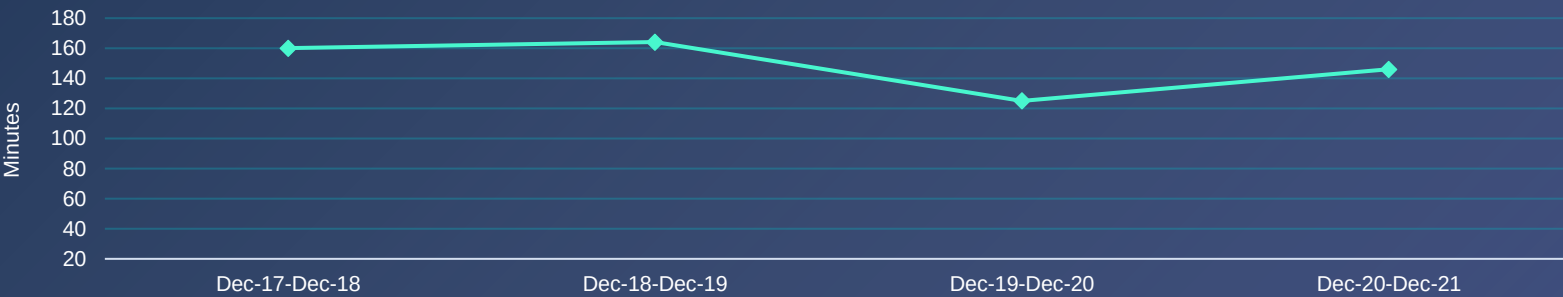
AVERAGE TIME SPENT IN THE HIGH STREET
DECEMBER 20 - DECEMBER 21



-9%
4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.5

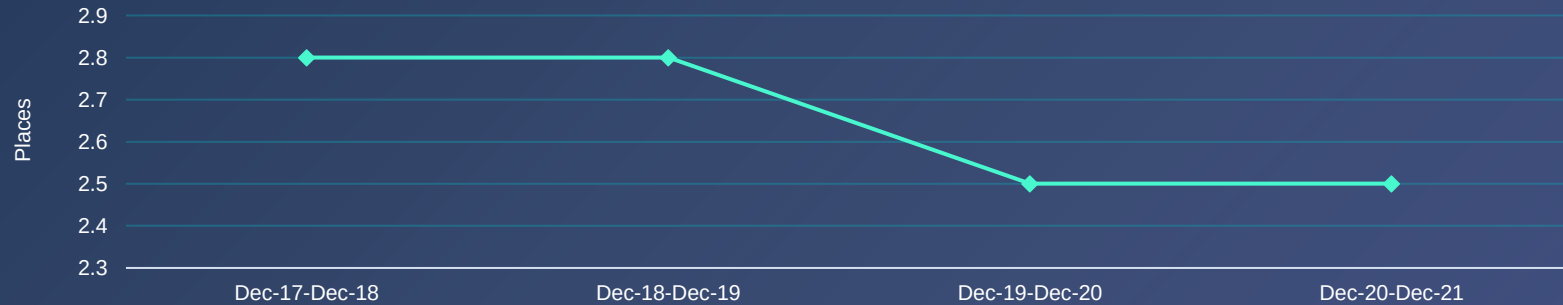
AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
DECEMBER 20 - DECEMBER 21



-11%
4 YEAR CHANGE



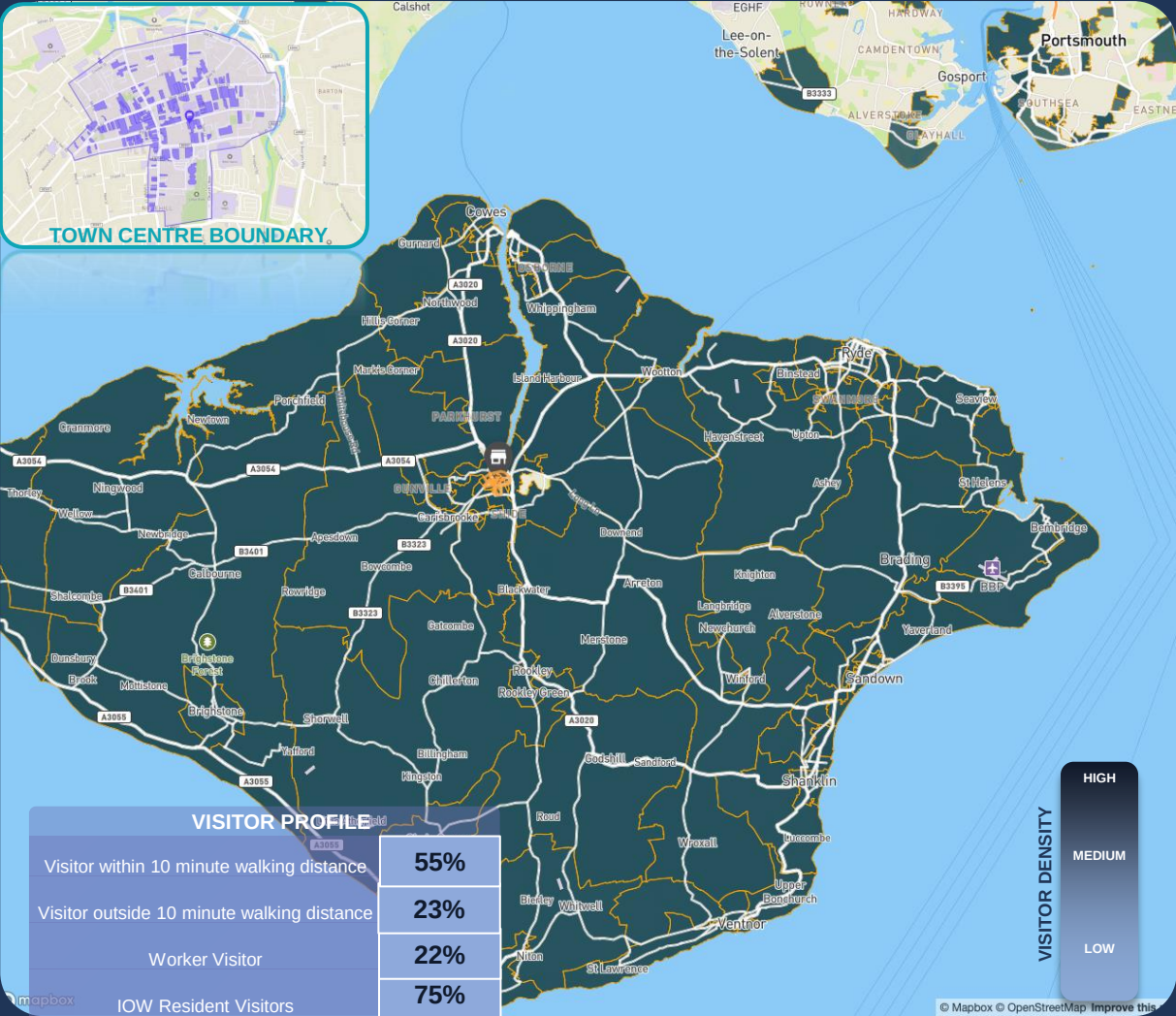
PLACES VISITED



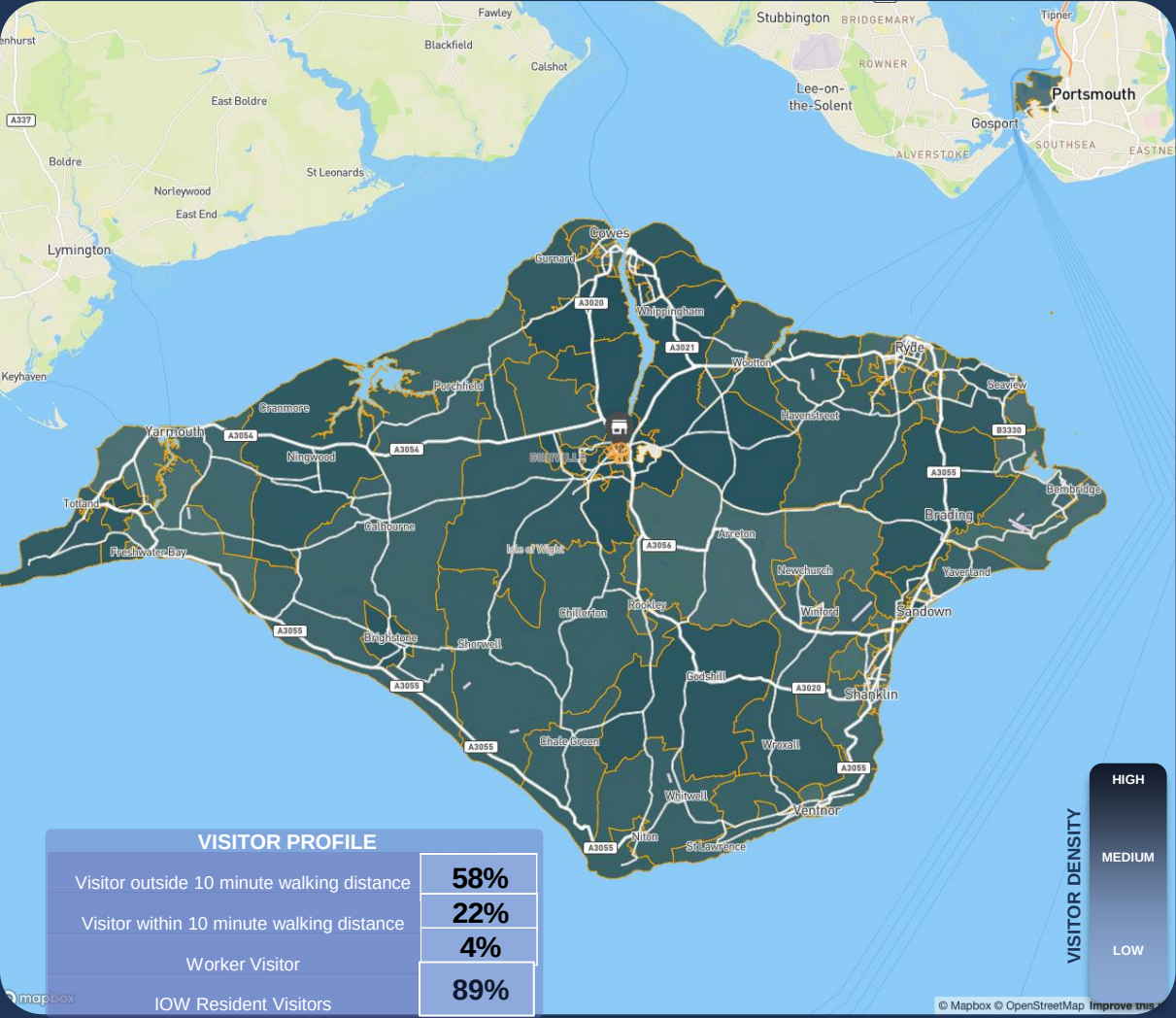
NEWPORT VISITOR CATCHMENT — DECEMBER 2021 & BENCHMARKING (DECEMBER 2020-21)



VISITOR CATCHMENT BY POSTCODE
JANUARY 2021 - DECEMBER 2021 (zoomed in)

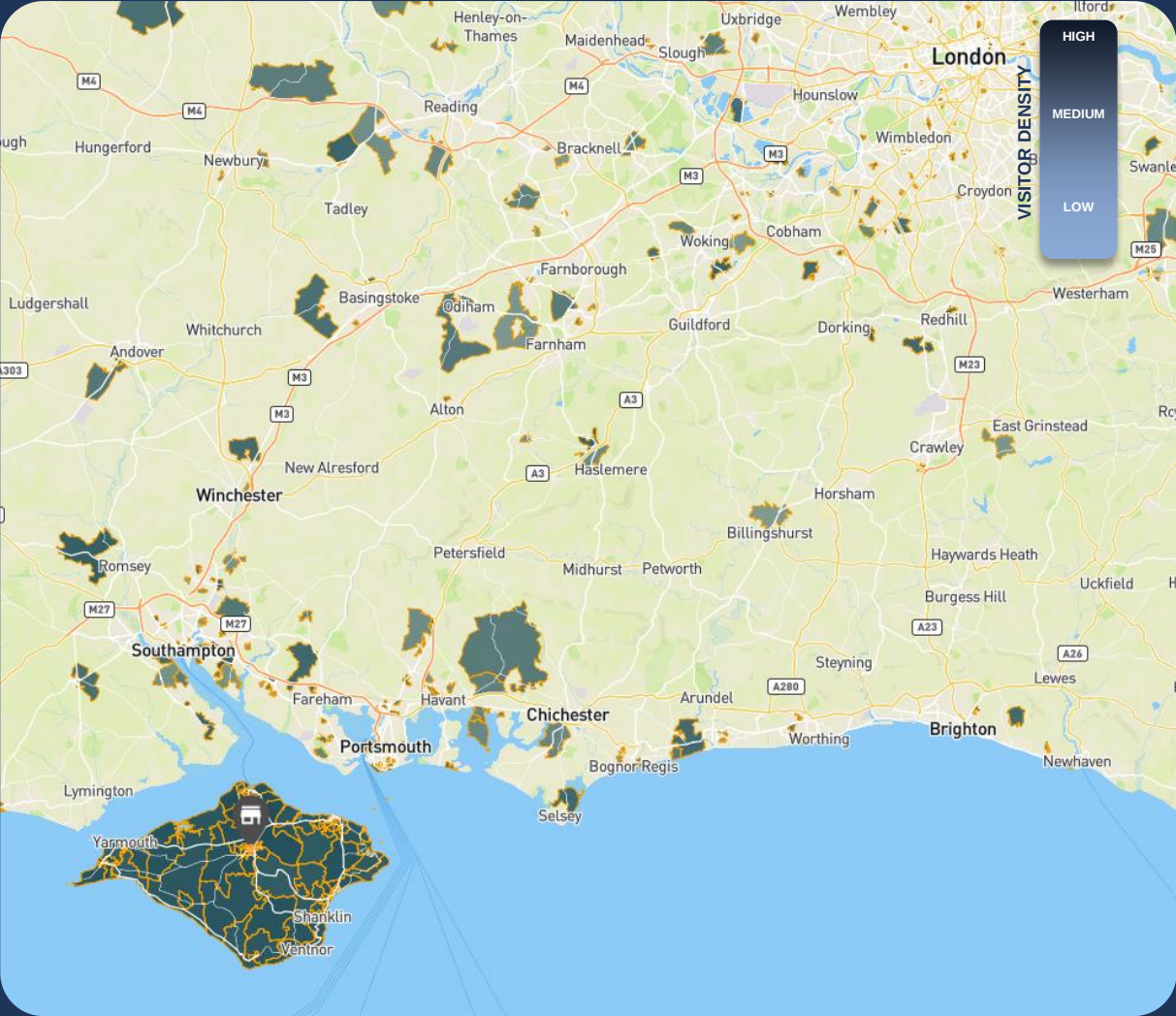


VISITOR CATCHMENT BY POSTCODE
IN DECEMBER 2021 (zoomed in)

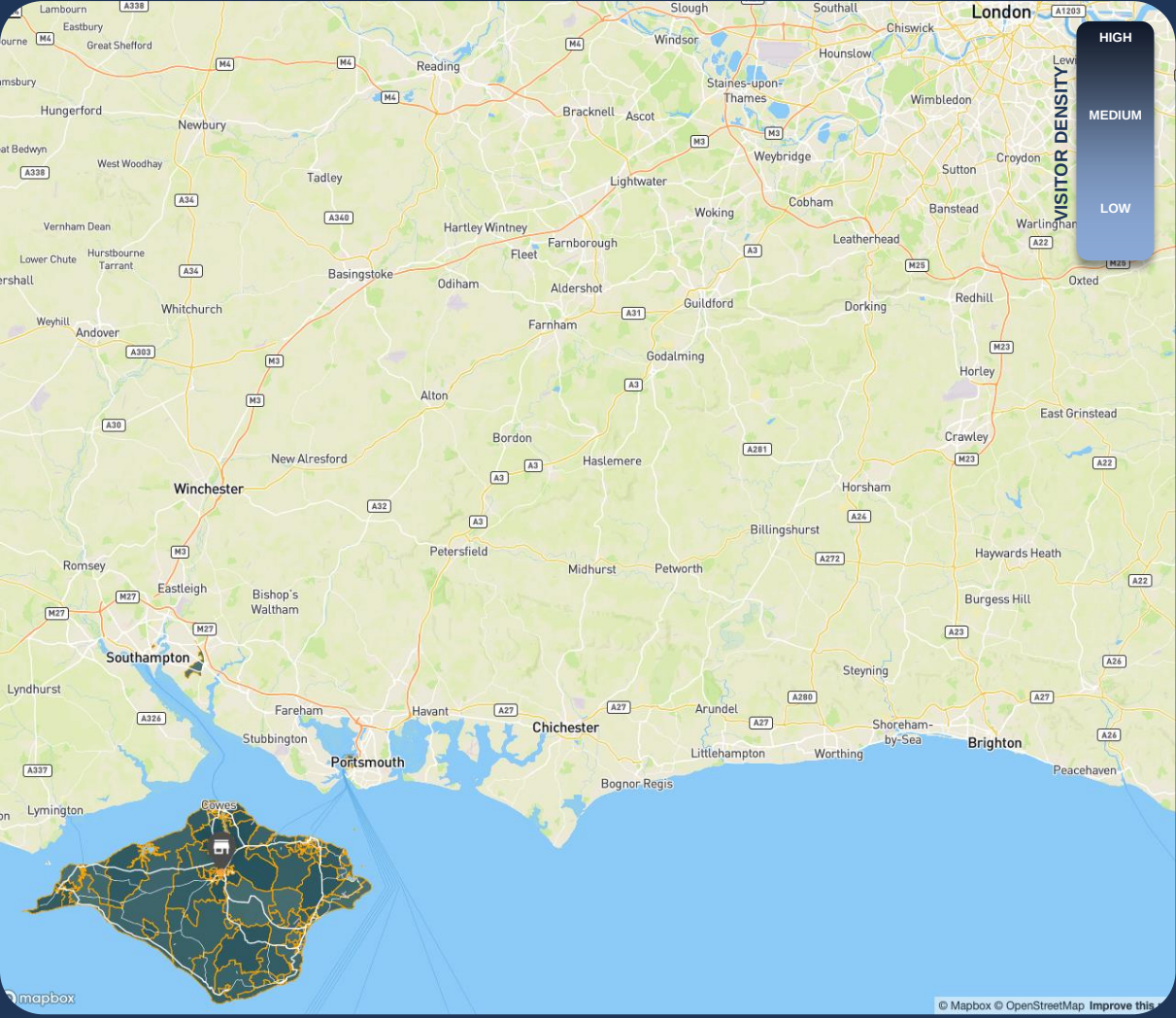


NEWPORT VISITOR CATCHMENT — DECEMBER 2021 & BENCHMARKING (DECEMBER 2020-21)

VISITOR CATCHMENT BY POSTCODE
JANUARY 2021 – DECEMBER 2021 (zoomed out)

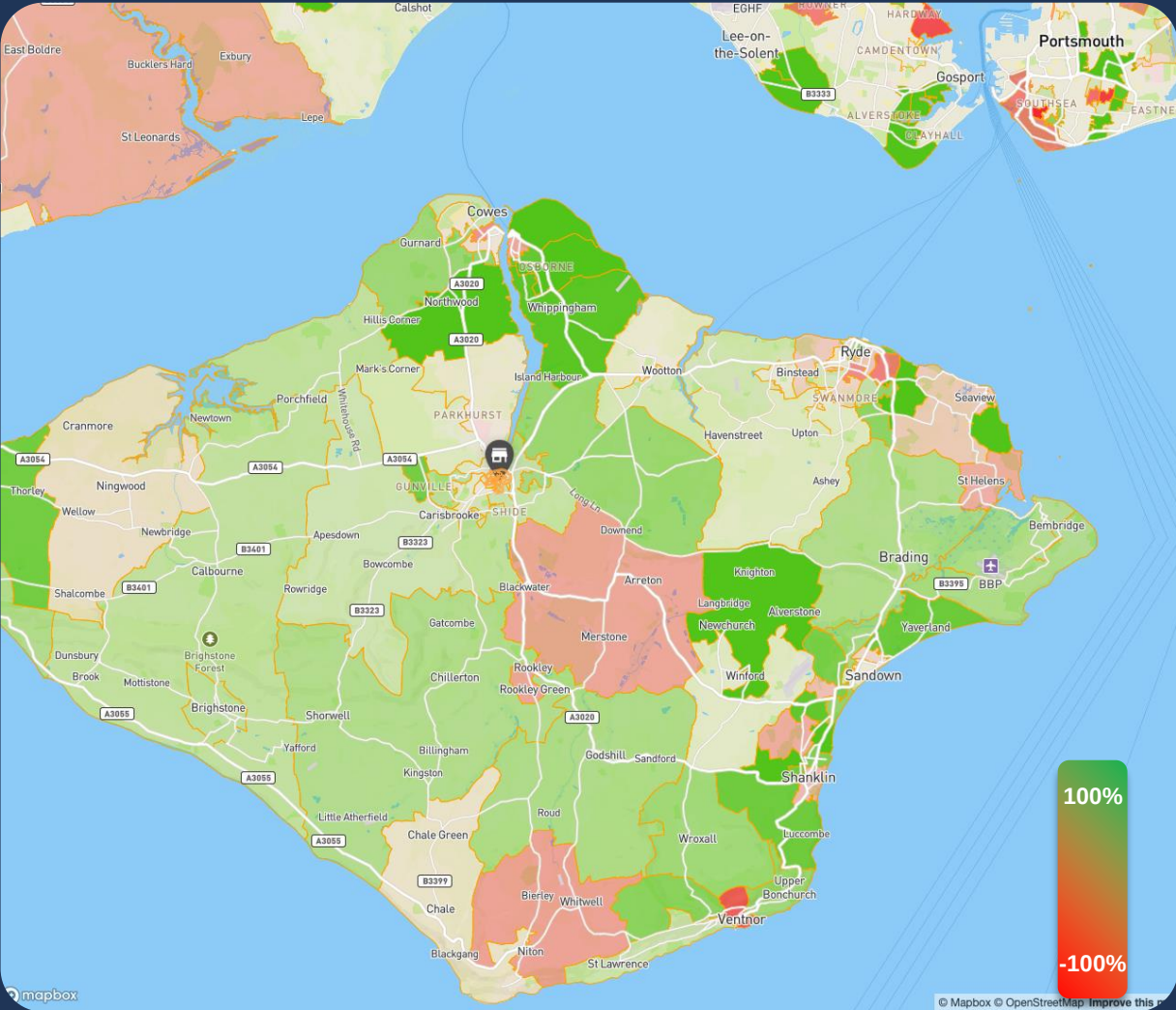


VISITOR CATCHMENT BY POSTCODE
IN DECEMBER 2021 (zoomed out)

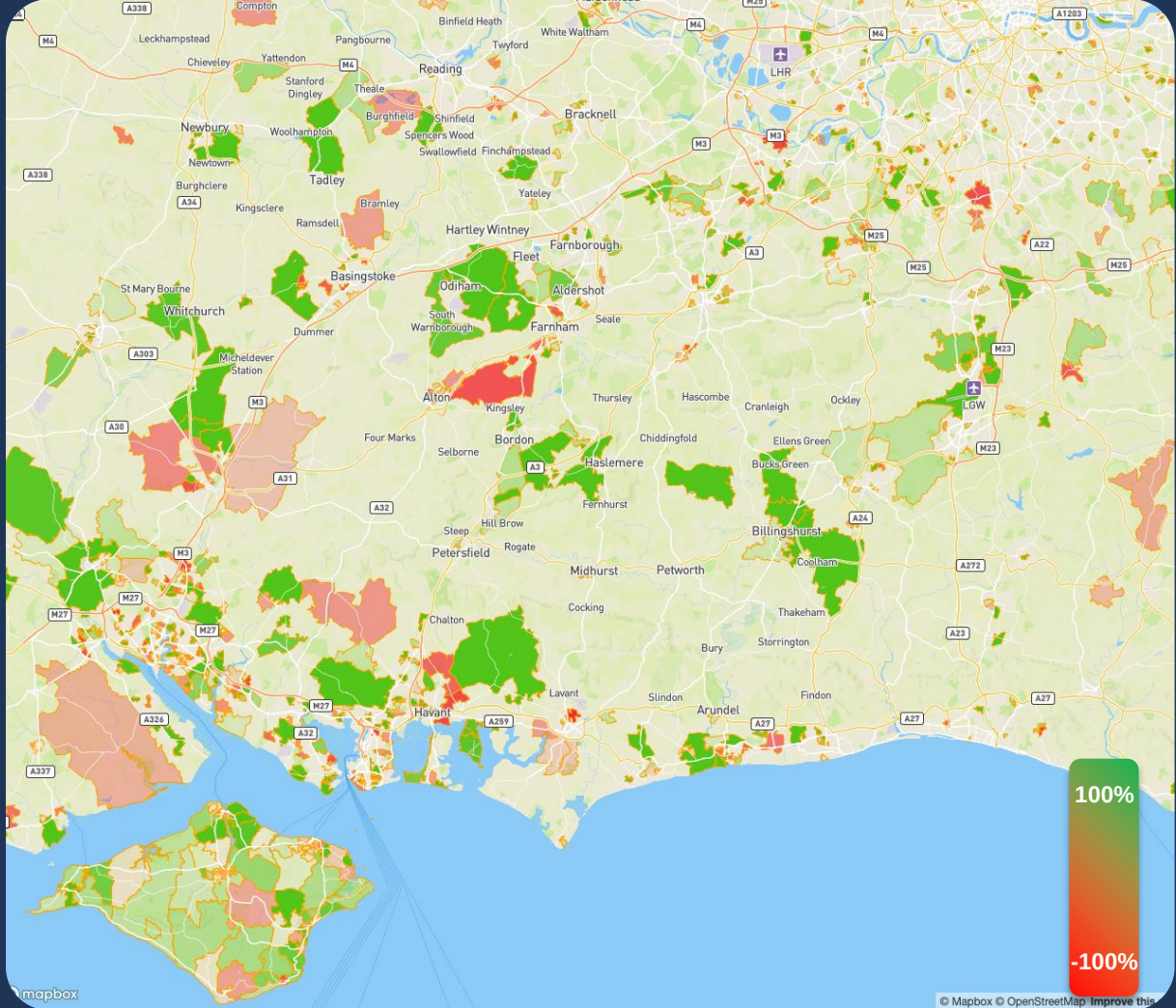


NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (DECEMBER 2020-21)

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

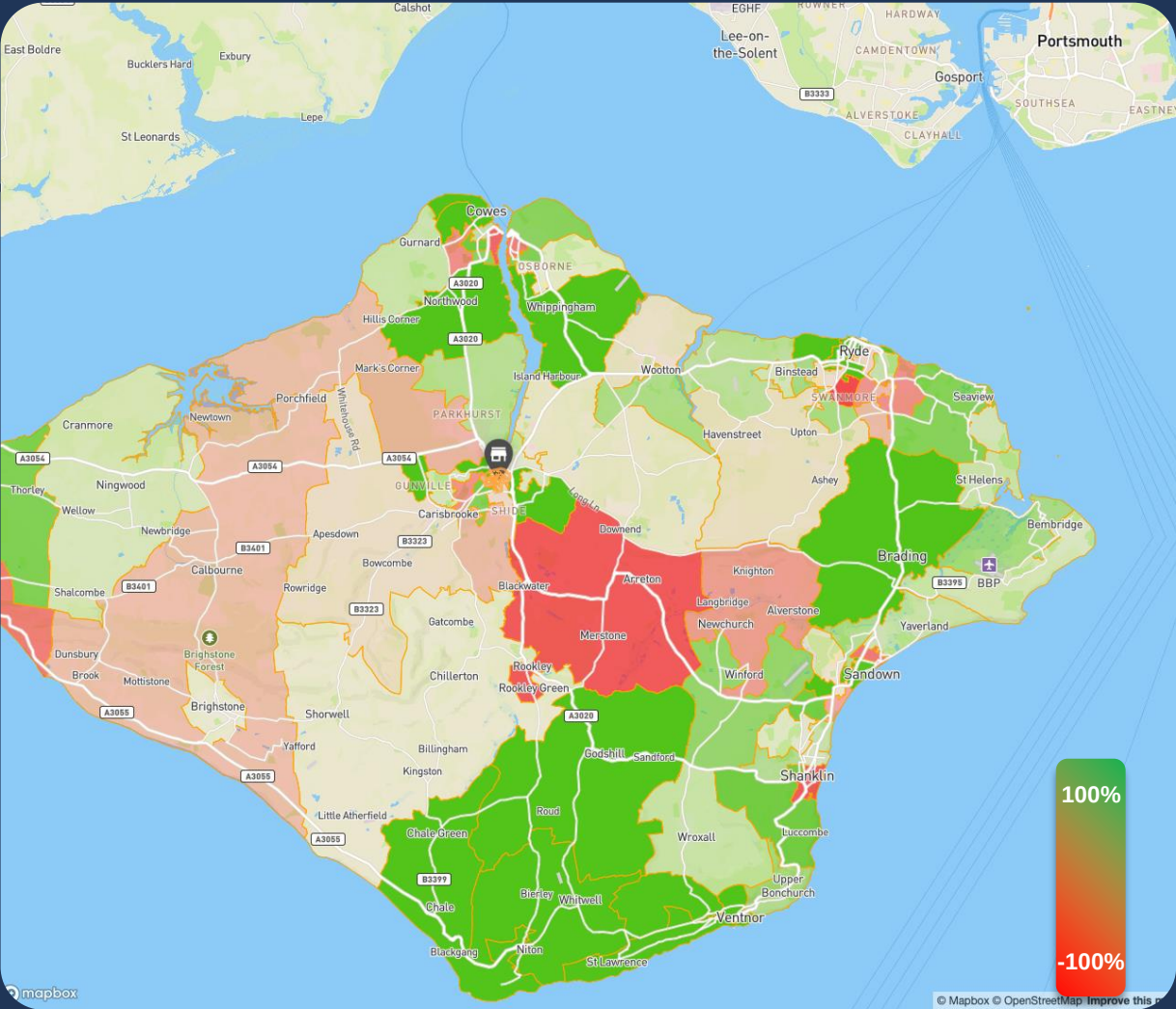


CHANGE IN VISITOR LEVELS
DECEMBER 2020-21 vs DECEMBER 2019-20 (zoomed out)

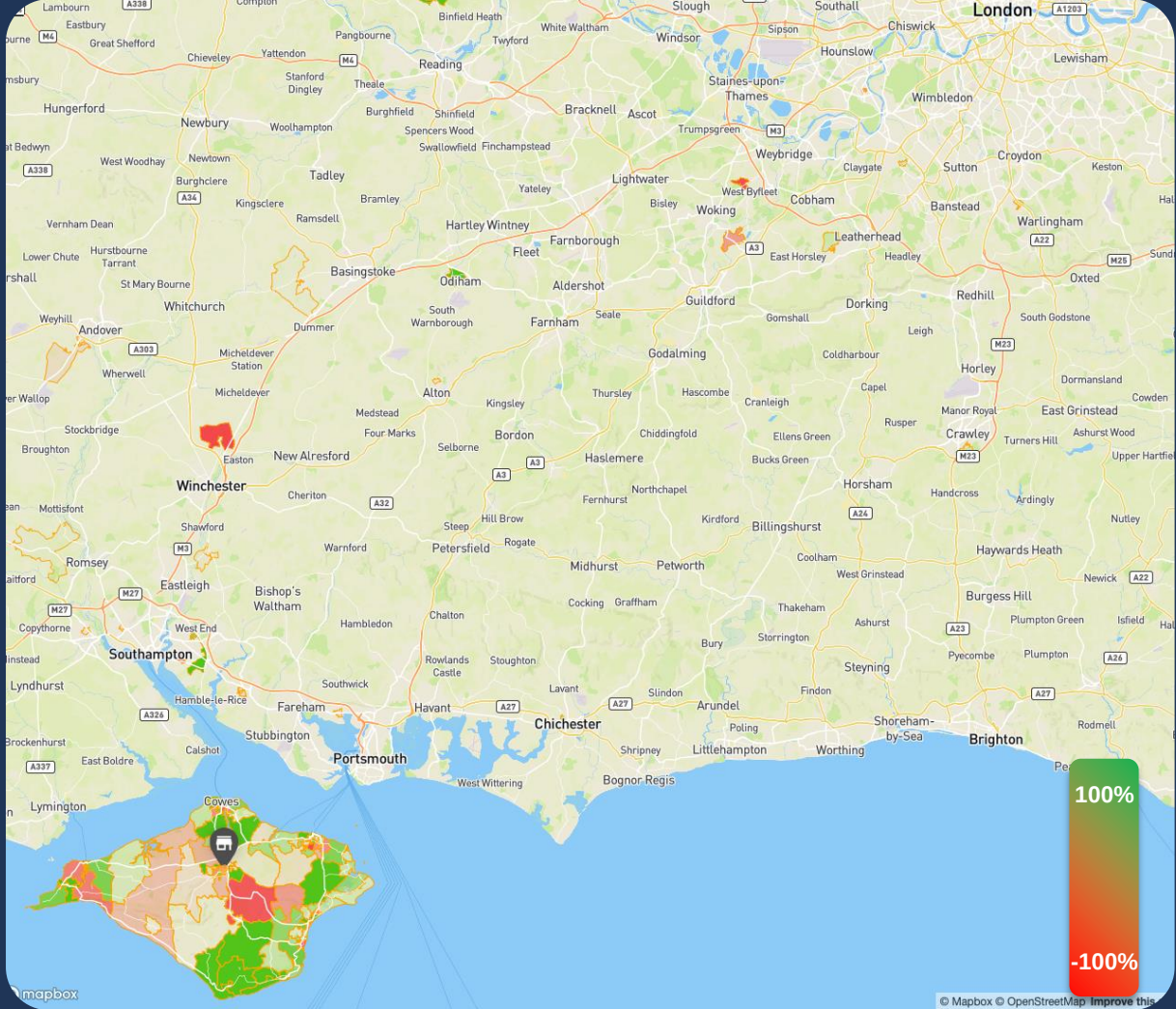


NEWPORT VISITOR CHANGE BY POSTCODE – DECEMBER 2021 & BENCHMARKING

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

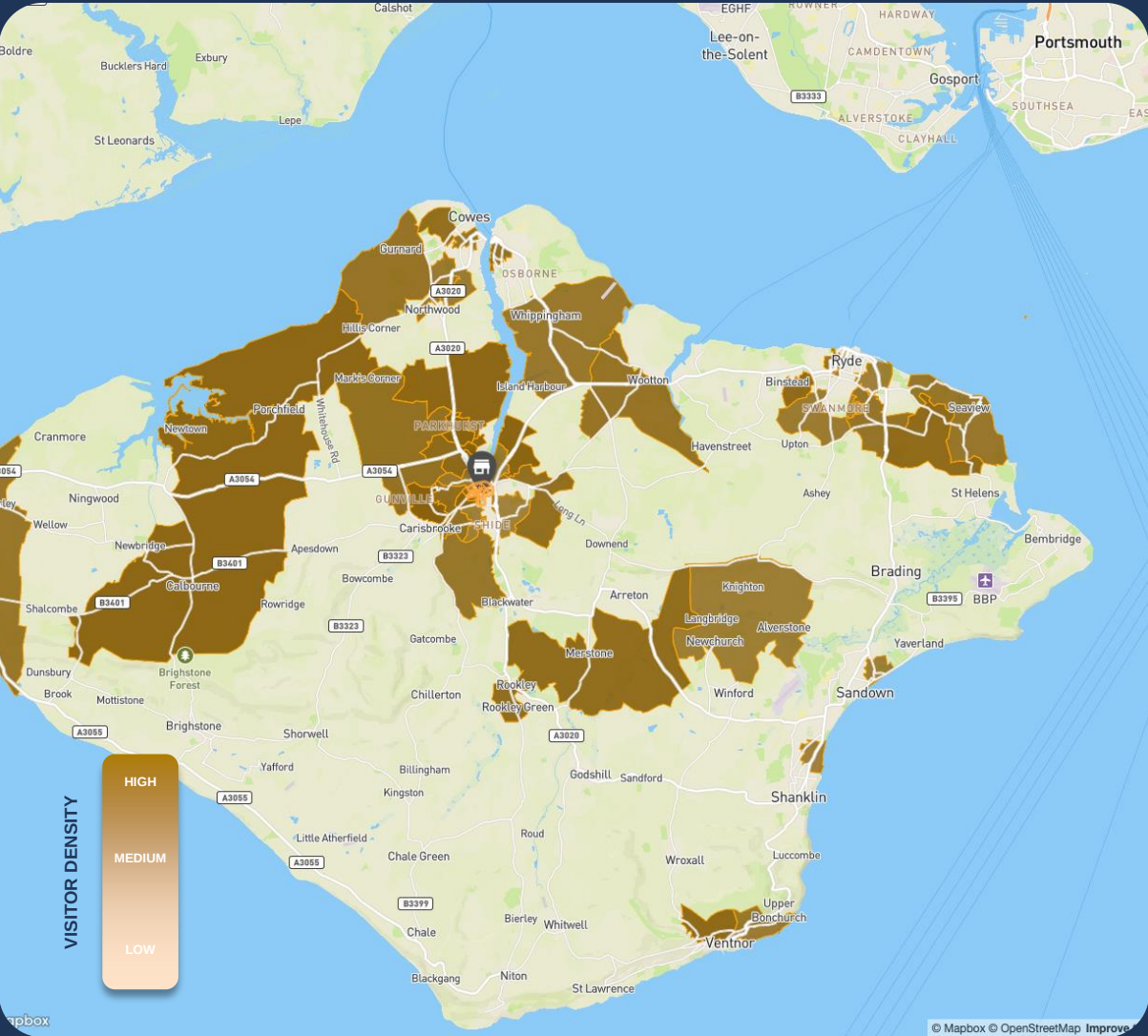


CHANGE IN VISITOR LEVELS
DECEMBER 2021 vs DECEMBER 2020 (zoomed out)

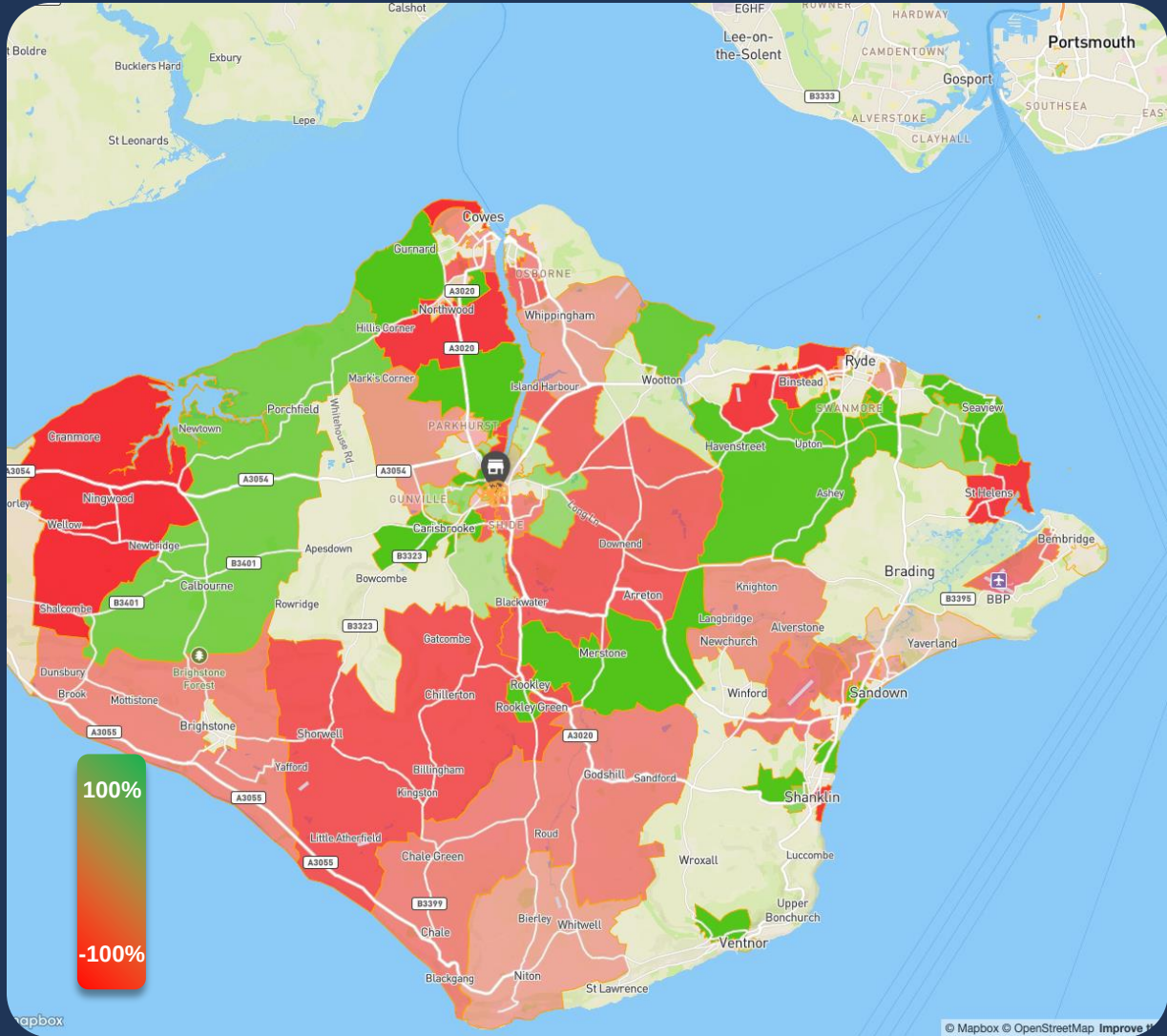


NEWPORT WORKER CATCHMENT CHANGE — DECEMBER 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE DECEMBER 2021

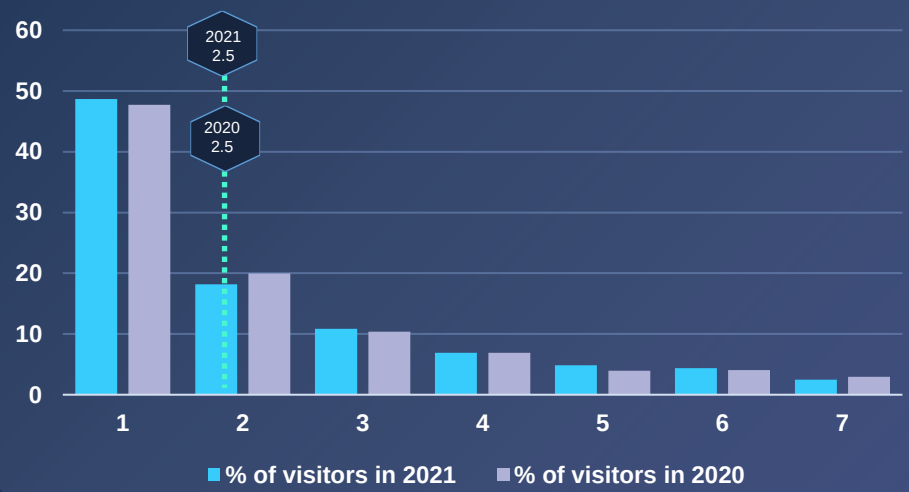


CHANGE IN WORKER CATCHMENT DECEMBER 2021 vs DECEMBER 2020

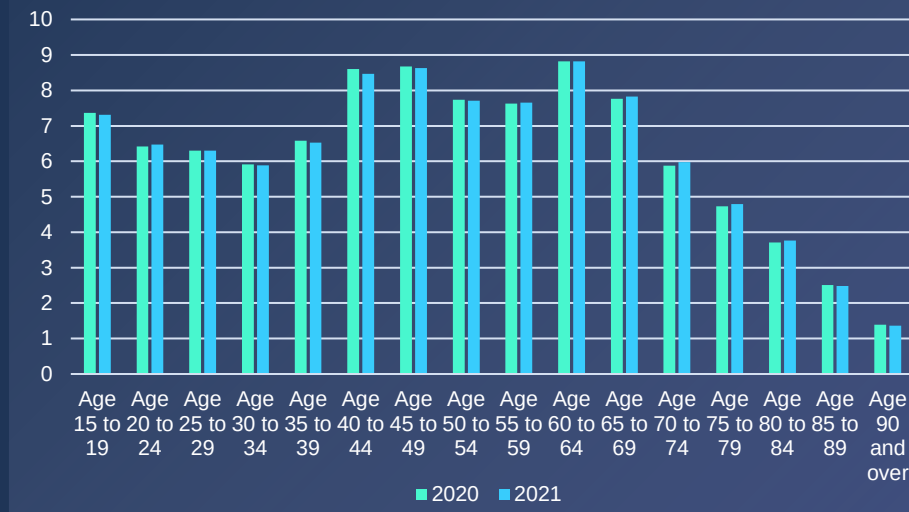


NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (DECEMBER 2020-21)

NUMBER OF PLACES VISITED PER TRIP (%)

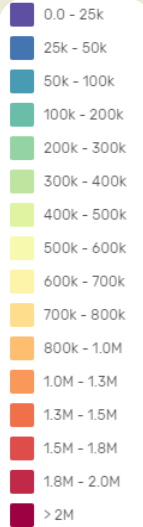


NEWPORT VISITOR AGE RANGE (%)
DECEMBER 2021 VS DECEMBER 2020



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021

KEY: PEDESTRIAN NUMBERS DECEMBER 2021

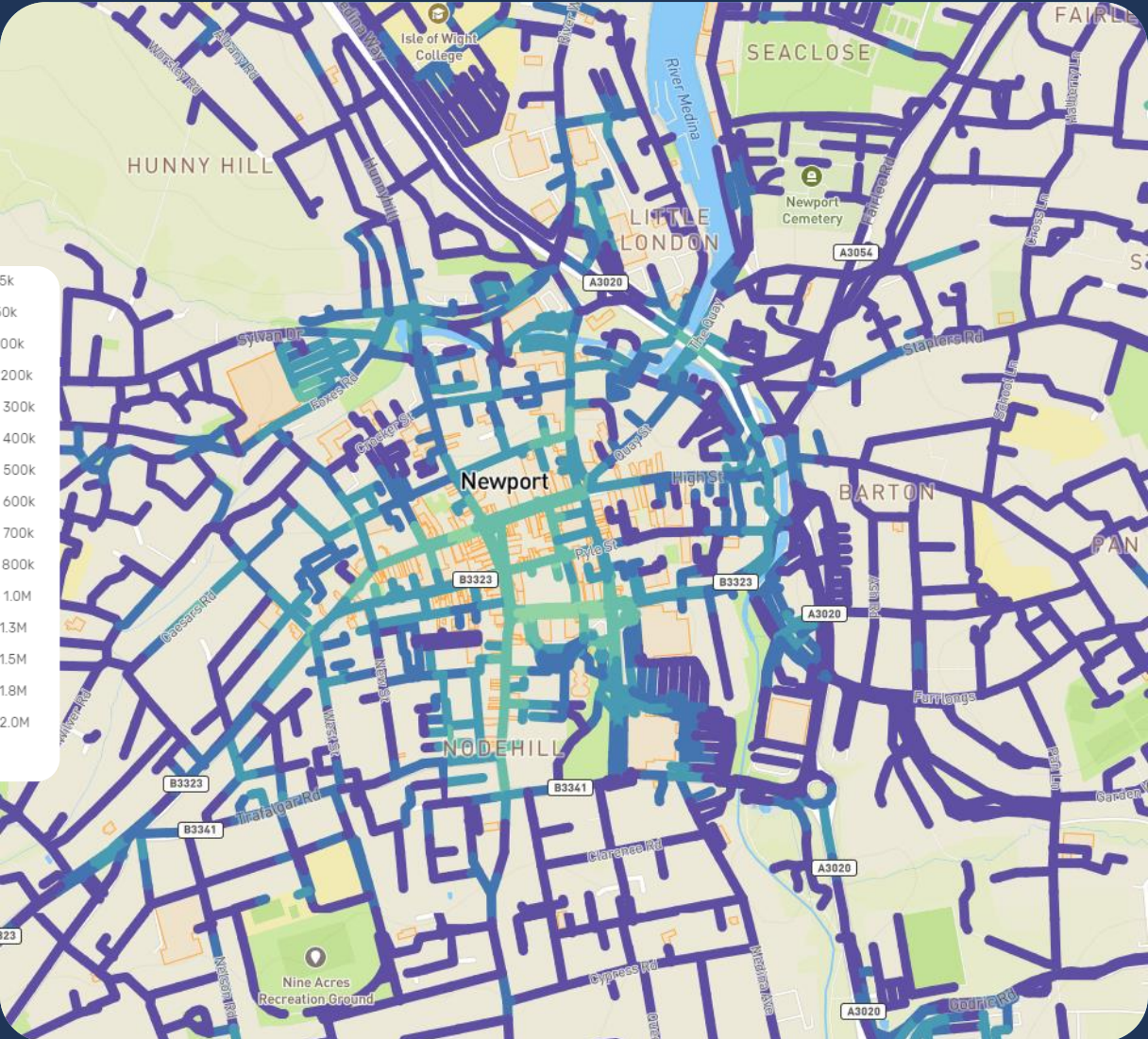


NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – DECEMBER 2021 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021



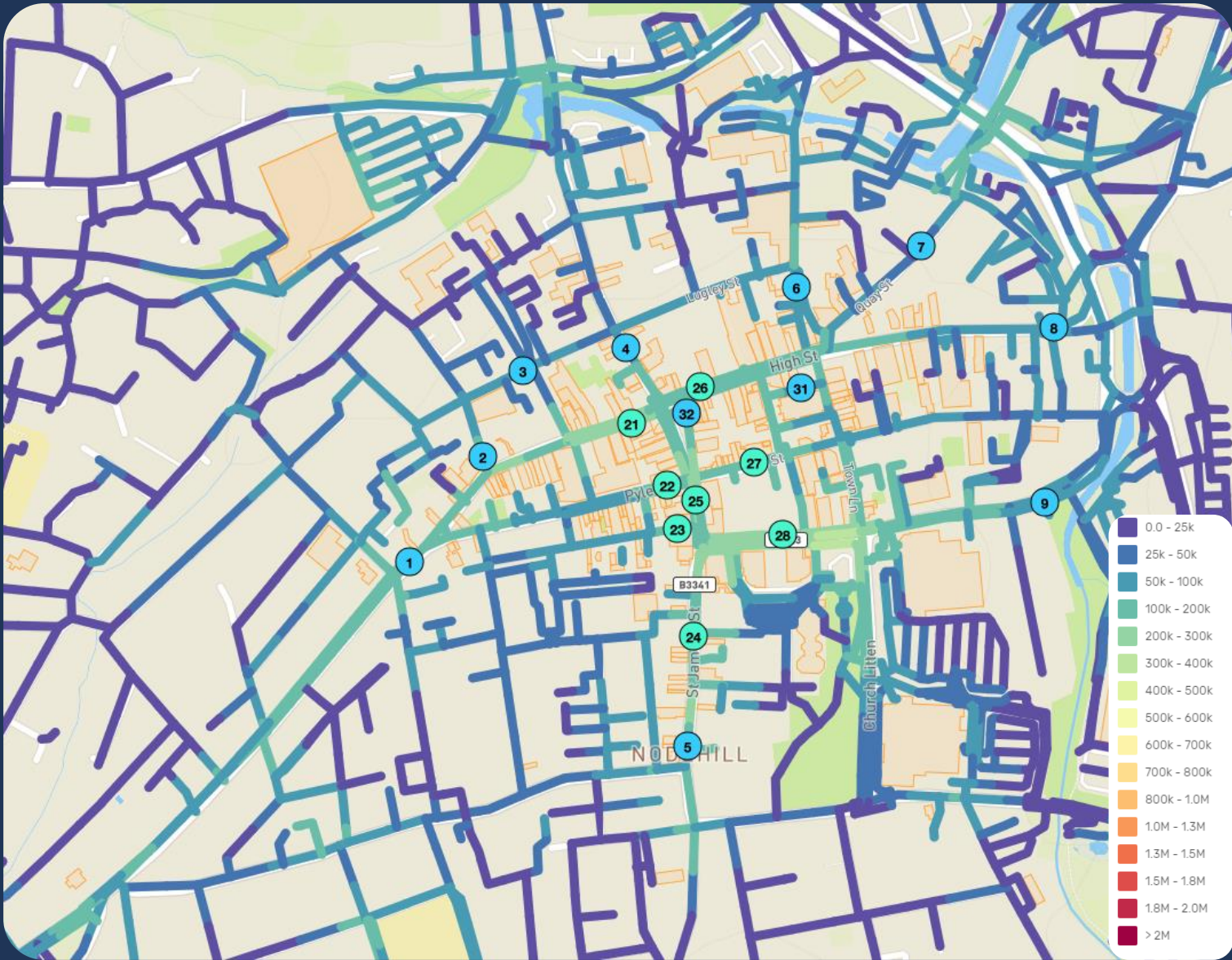
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2020



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



CENTRE FOOTFALL DATA DECEMBER 2021 VS DECEMBER 2020 — ENTRY POINTS

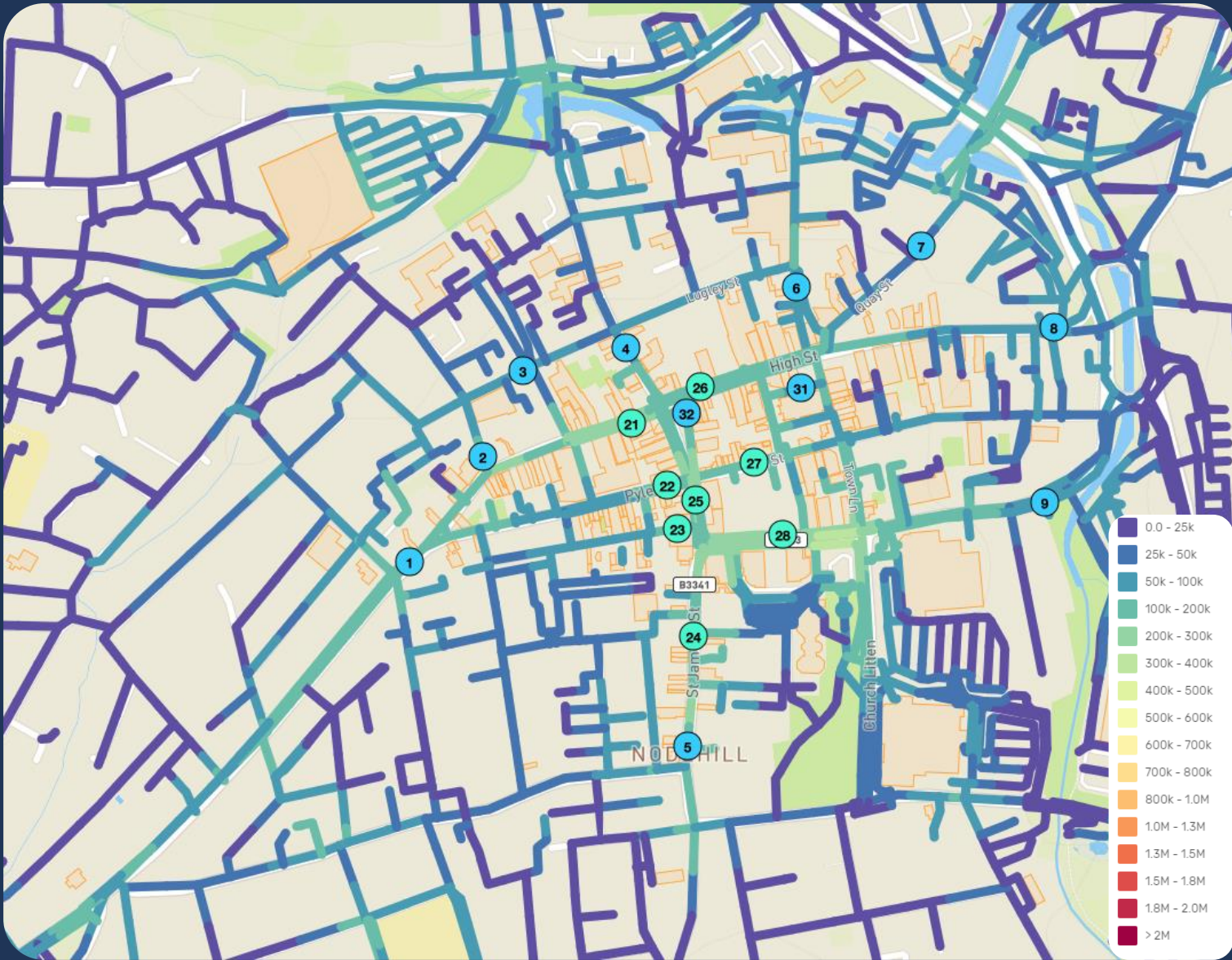
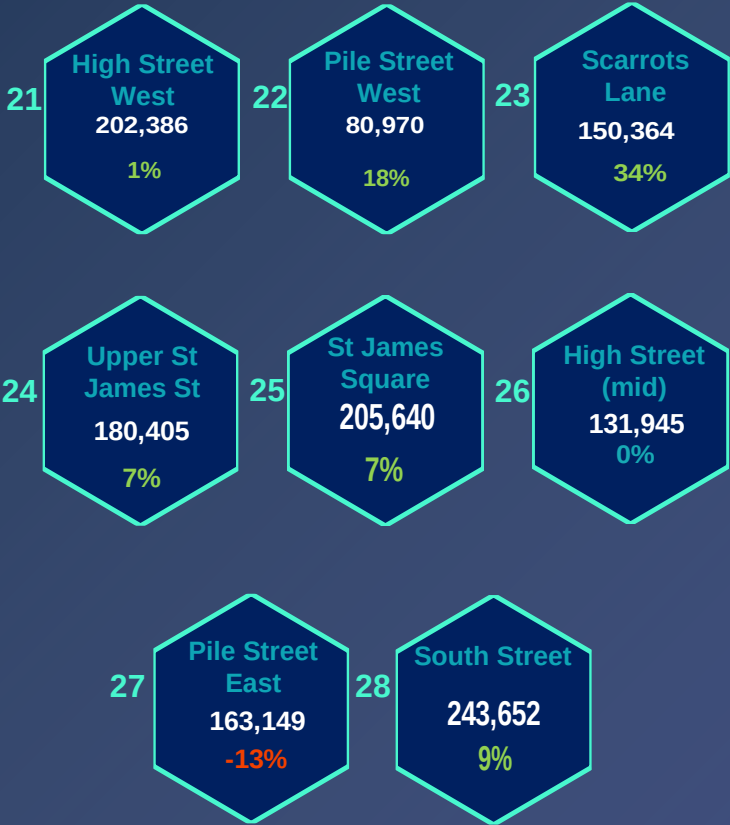


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021

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



CENTRE FOOTFALL DATA DECEMBER 2021 VS DECEMBER 2020 — COUNT POINTS

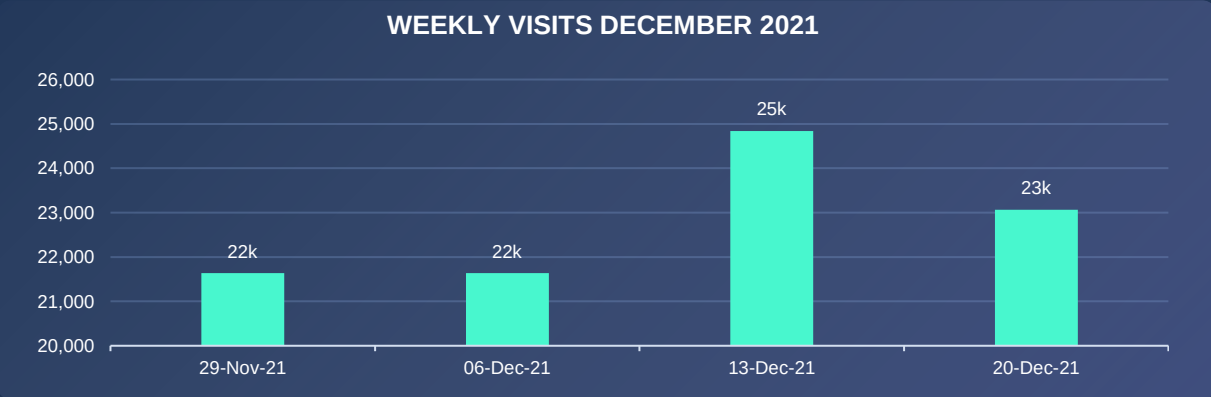
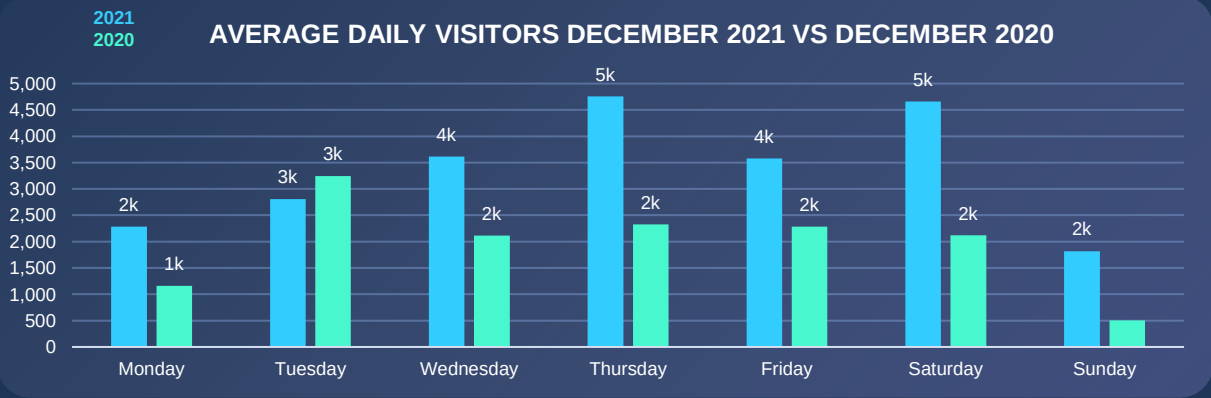


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021

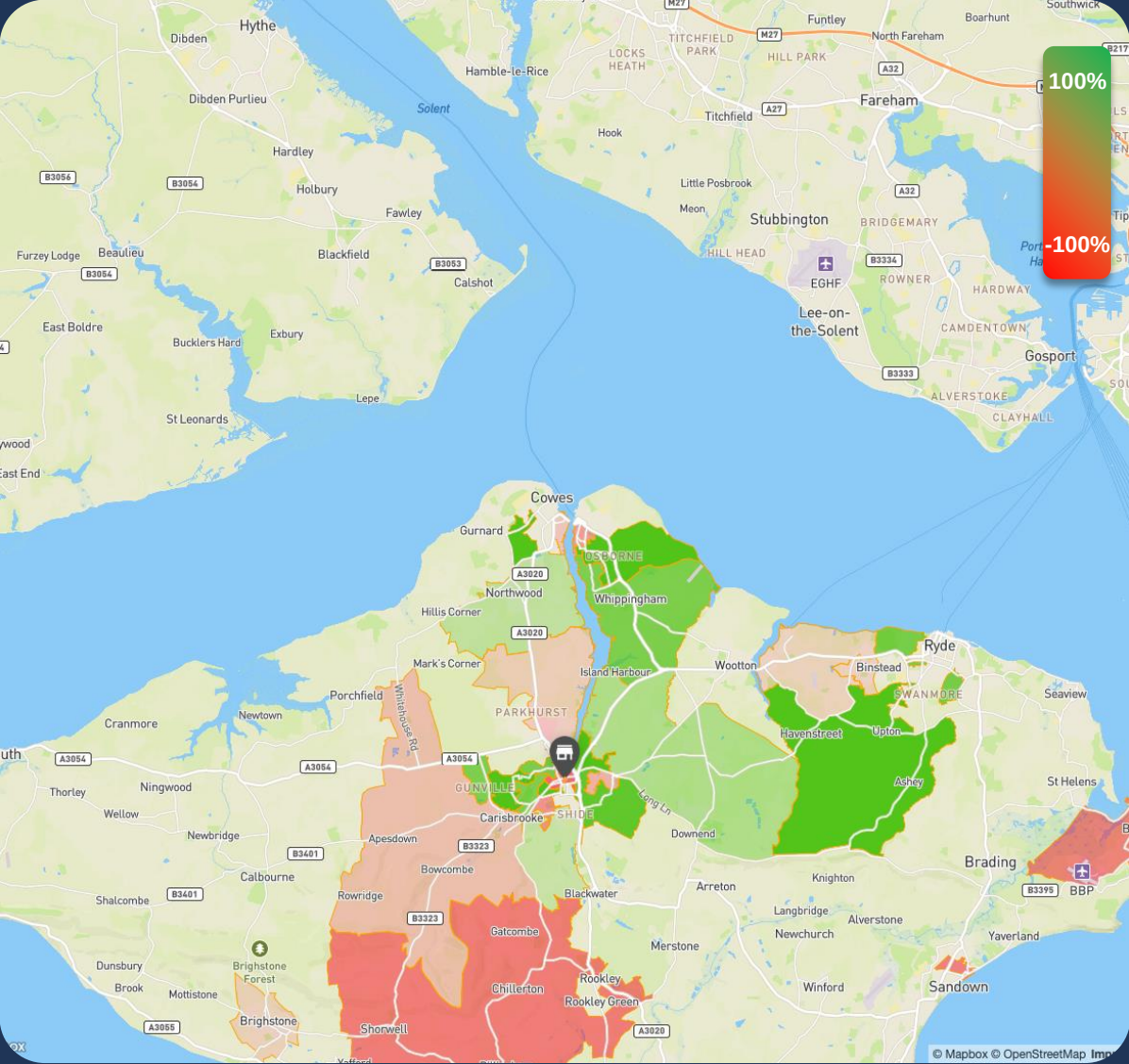
TOWN CENTRE KEY LOCATIONS - DECEMBER 2021 & BENCHMARKING (DECEMBER 2020-21)



ST THOMAS SQUARE



CHANGE IN VISITOR LEVELS DECEMBER 2021 vs DECEMBER 2020



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021

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

ST JAMES SQUARE

TOTAL VISITS

63,792

VISITS DECEMBER 20



2%
VS DECEMBER
2020



AVERAGE DWELL TIME

41 MINS

AVERAGE TIME SPENT
DECEMBER 20



8 MINS
VS DECEMBER
2020



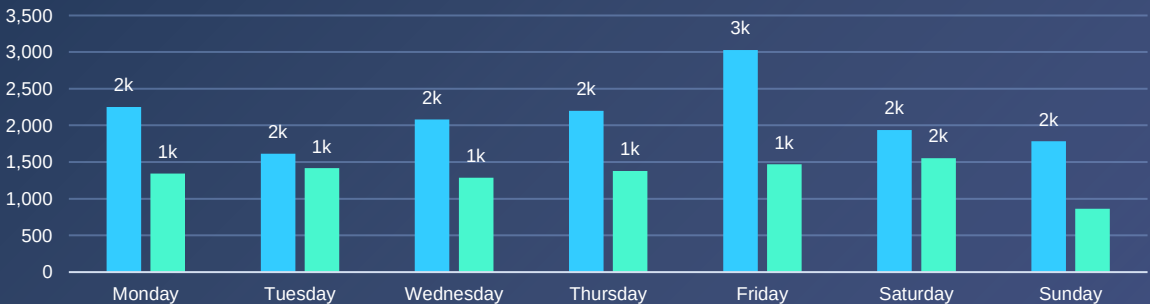
PEDESTRIANS

149,798

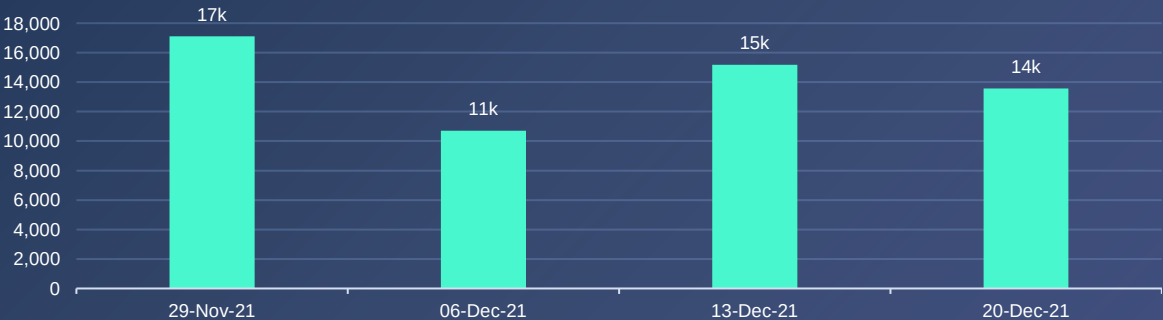
PEDESTRIANS PASSING
THROUGH SQUARE
DECEMBER 2021

2021
2020

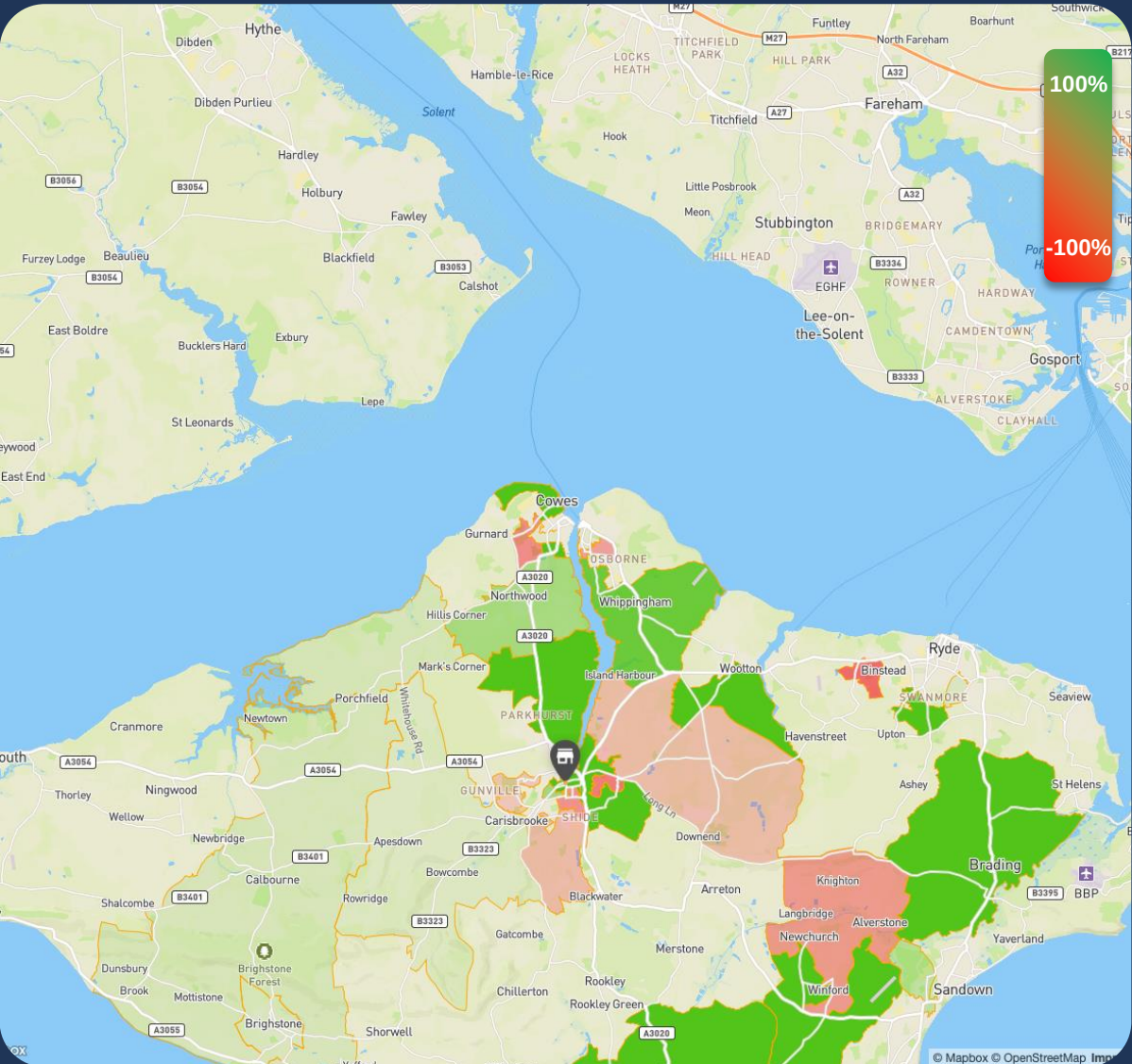
AVERAGE DAILY VISITORS DECEMBER 2021 VS DECEMBER 2020



WEEKLY VISITS DECEMBER 2021



CHANGE IN VISITOR LEVELS DECEMBER 2021 vs DECEMBER 2020



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021