

VISITOR INSIGHTS

MONTHLY REPORT

NEWPORT, Isle of Wight

FEBRUARY 2022

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



VISITOR | INSIGHTS

NEWPORT TOWN CENTRE — FEBRUARY 2022 SUMMARY & BENCHMARKING (FEBRUARY 2021-22)

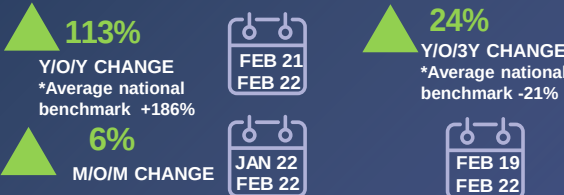


TOTAL VISITS



1,146,272

VISITS TO THE HIGH STREET



AVERAGE DWELL TIME



169 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

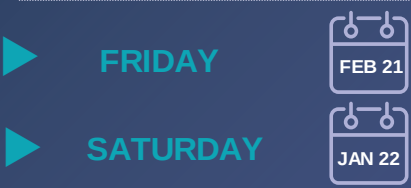


POPULAR VISIT DAY

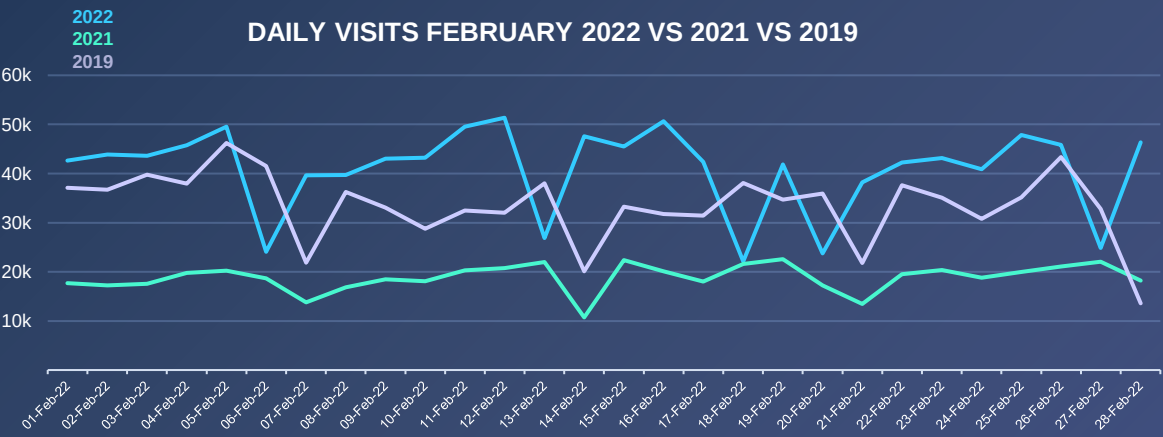


SATURDAY

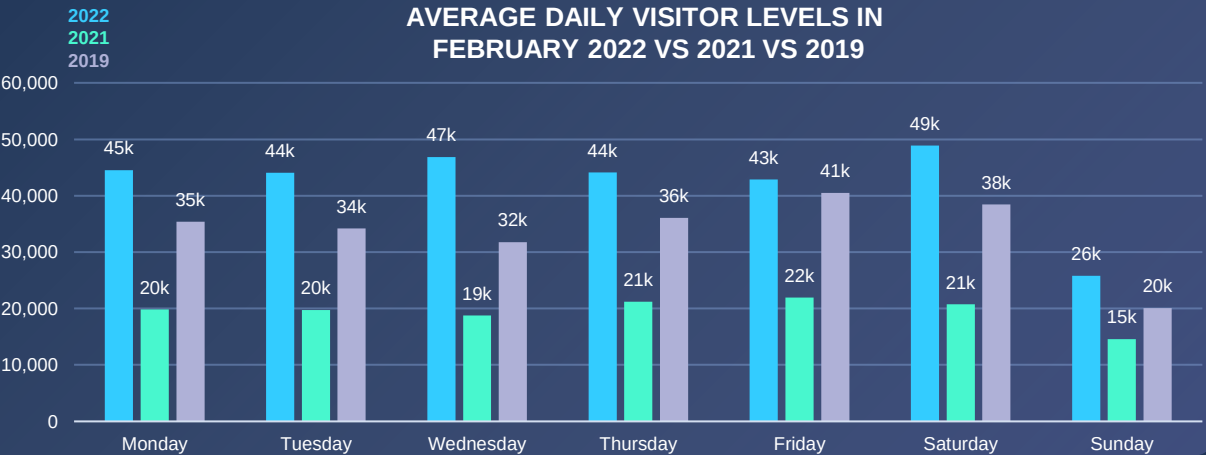
49k AVERAGE VISITS ON FRIDAY IN FEBRUARY



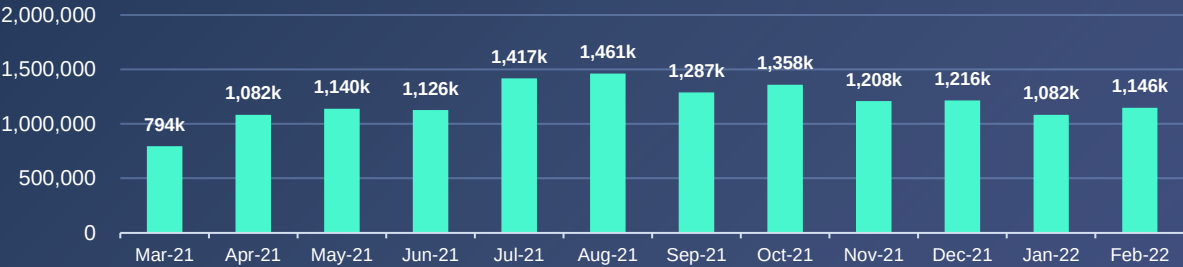
DAILY VISITS FEBRUARY 2022 VS 2021 VS 2019



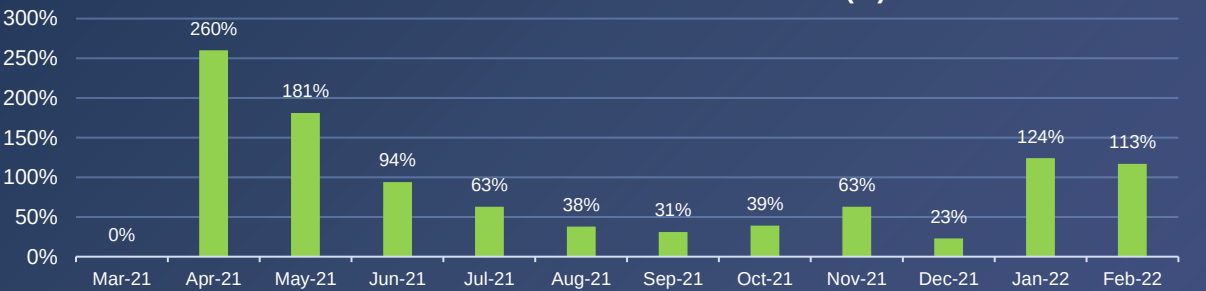
AVERAGE DAILY VISITOR LEVELS IN FEBRUARY 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



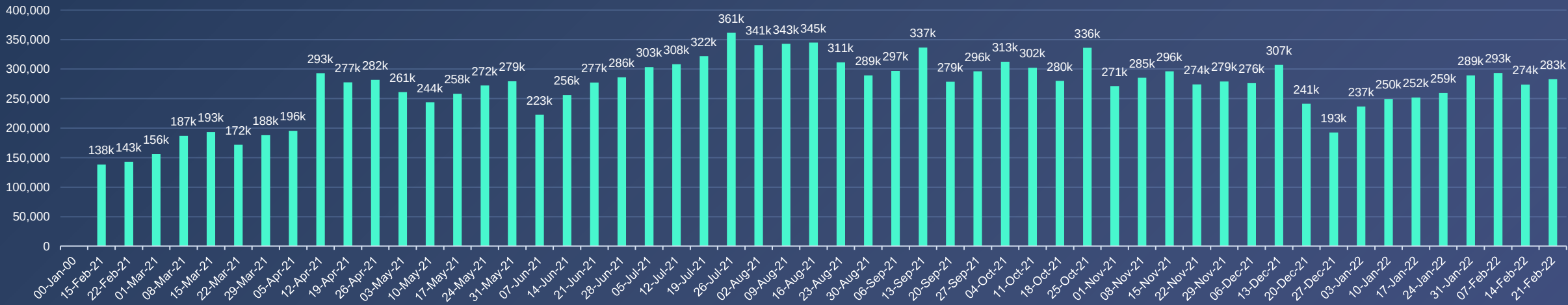
TOTAL VISIT CHANGE BY MONTH (%)



NEWPORT TOWN CENTRE — FEBRUARY 2022 SUMMARY & BENCHMARKING (FEBRUARY 2021-22)

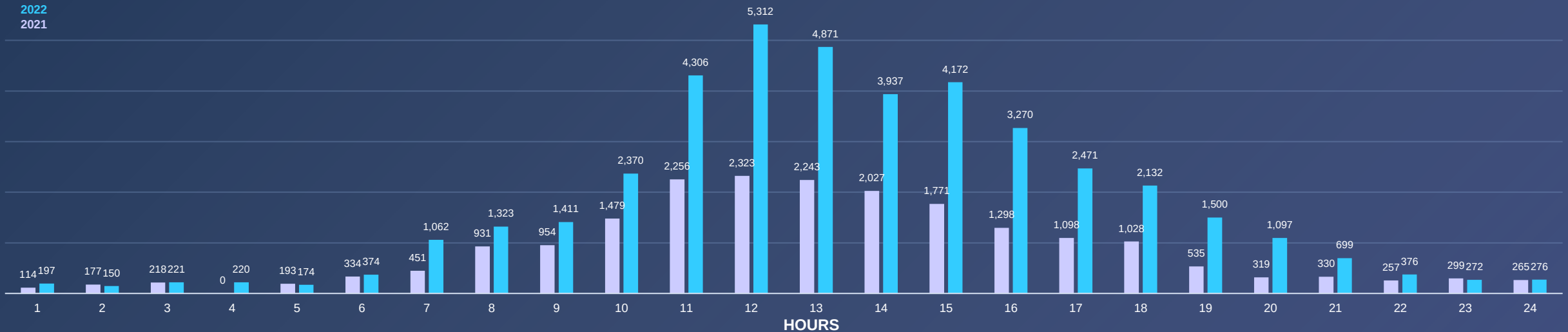


WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR

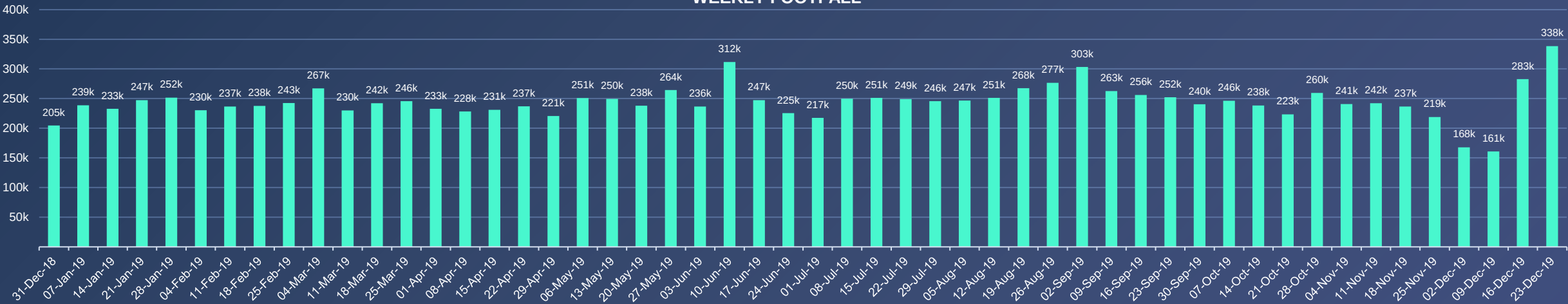
2022
2021



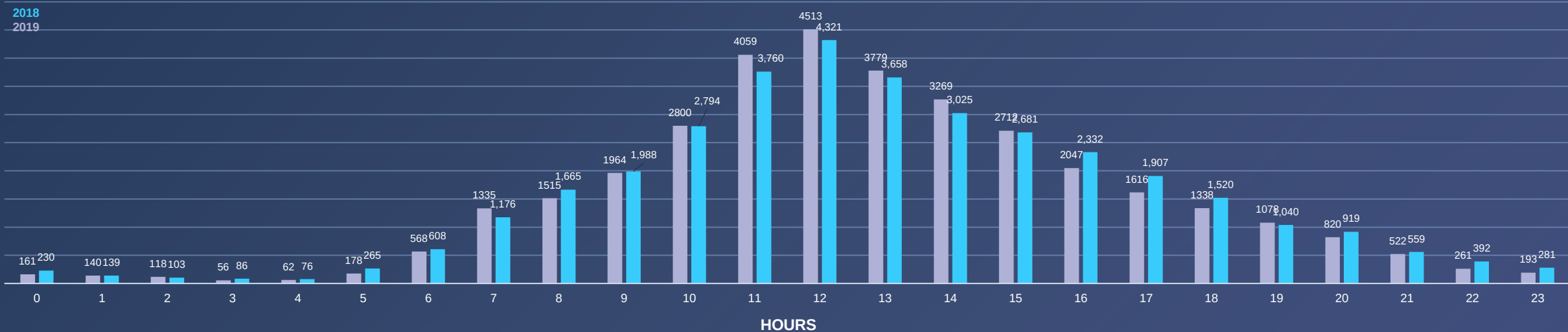
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



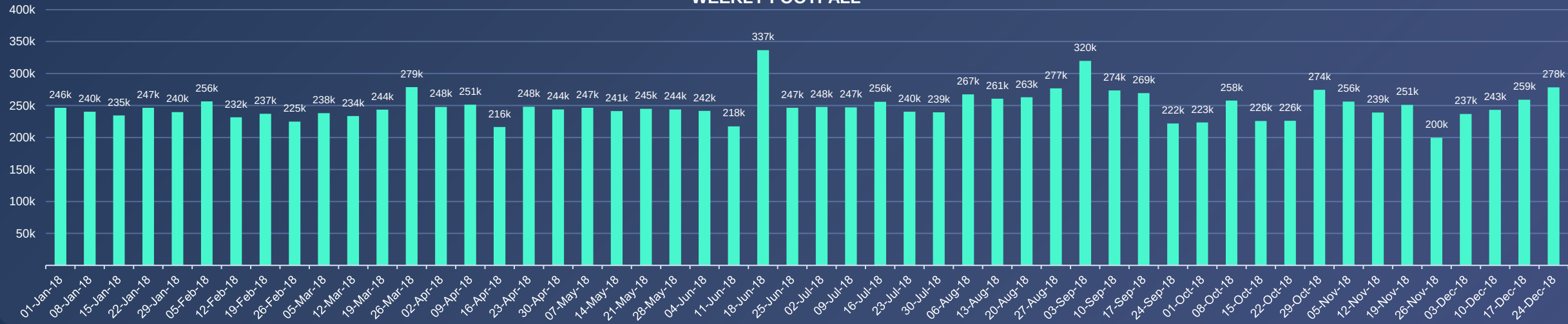
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



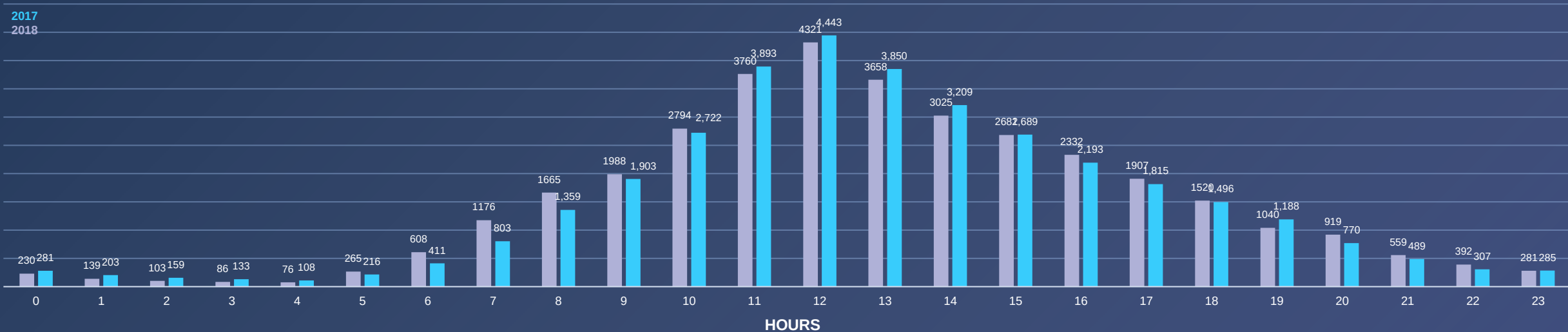
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



14,856,250

VISITS TO THE HIGH STREET
FEBRUARY 21 - FEBRUARY 22

▲ 10%
4 YEAR CHANGE



AVERAGE DWELL TIME



152MINS

AVERAGE TIME SPENT IN THE HIGH STREET
FEBRUARY 21 - FEBRUARY 22

▼ -10%
4 YEAR CHANGE



PLACES VISITED



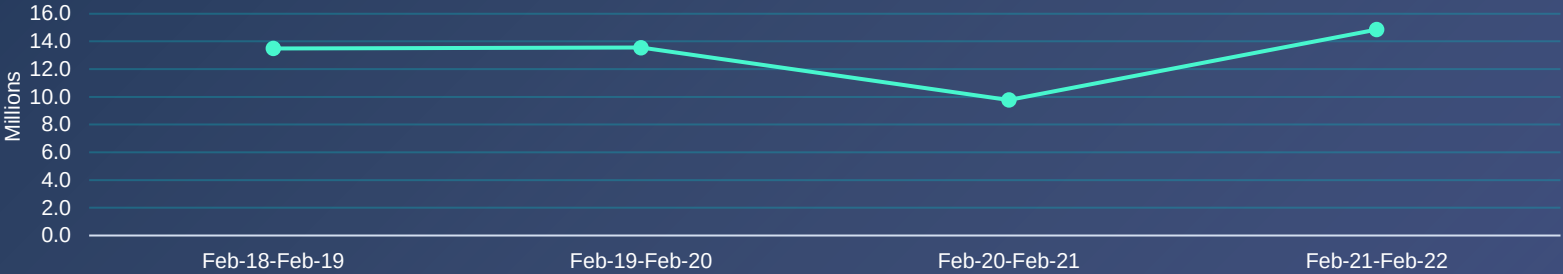
2.5

AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
FEBRUARY 21 - FEBRUARY 22

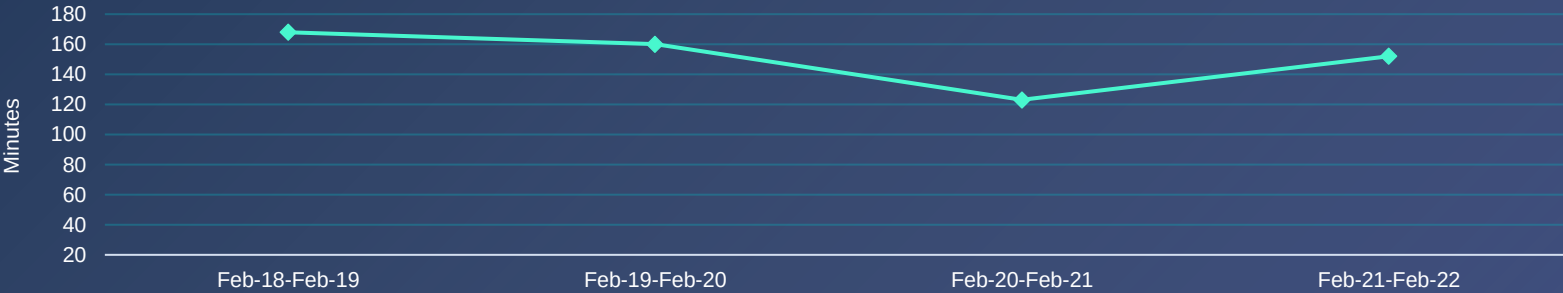
▼ -11%
4 YEAR CHANGE



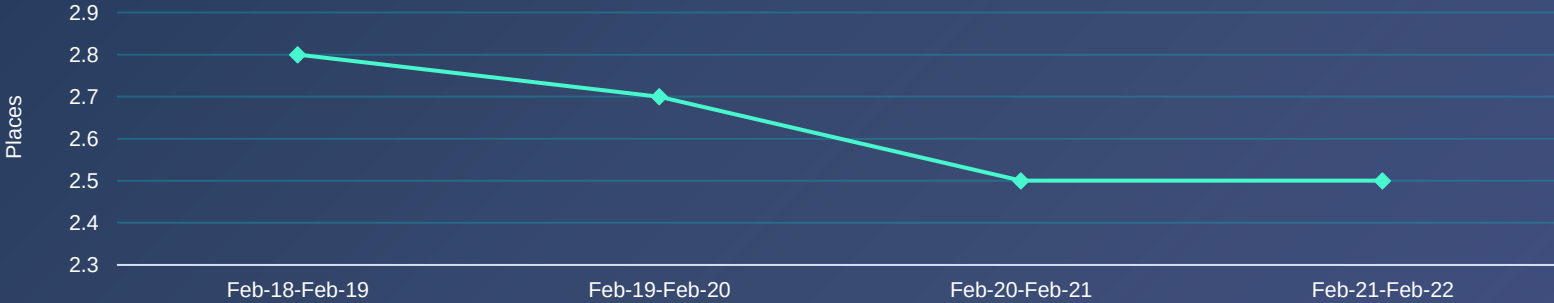
FOOTFALL



DWELL TIME

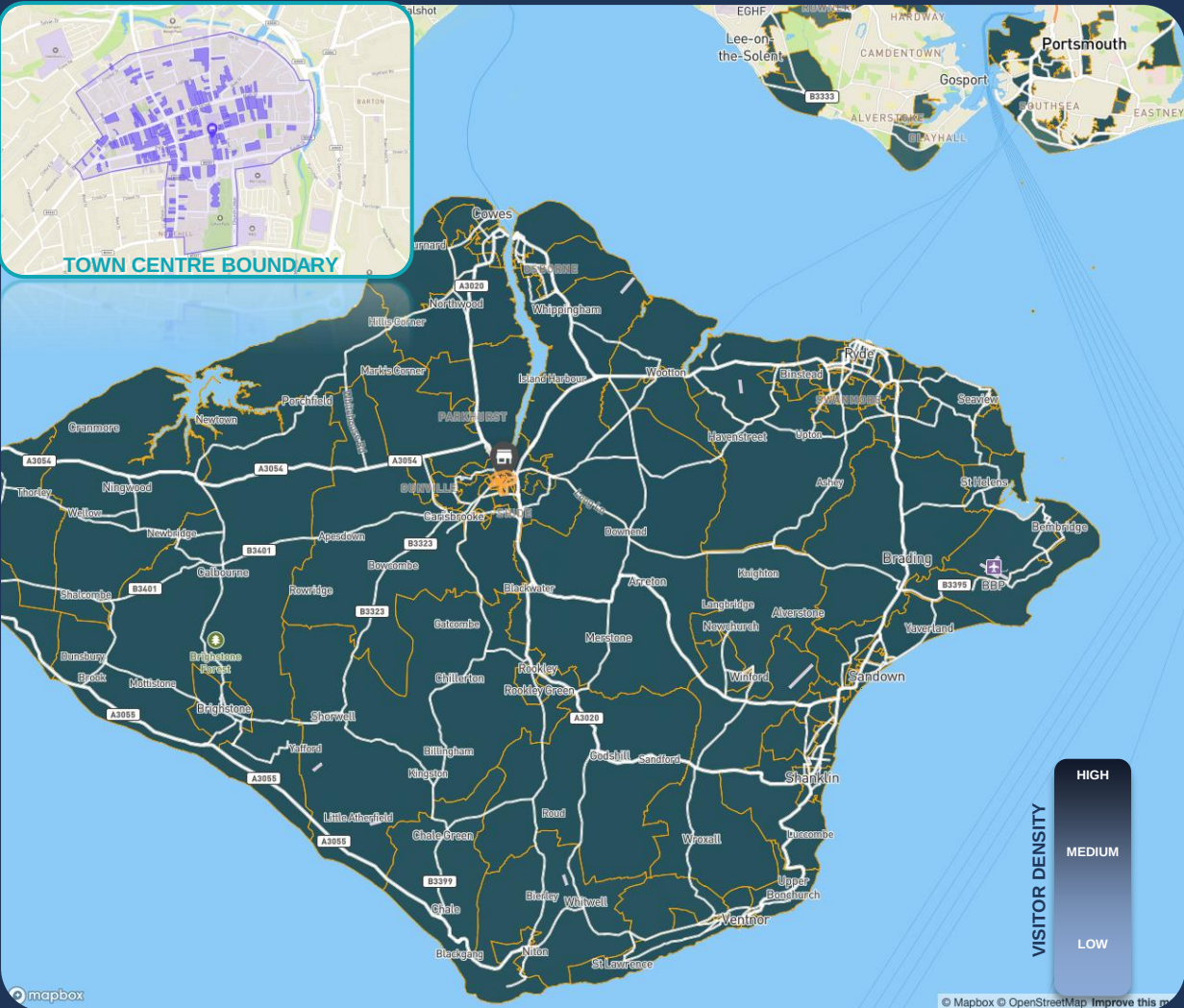


PLACES VISITED

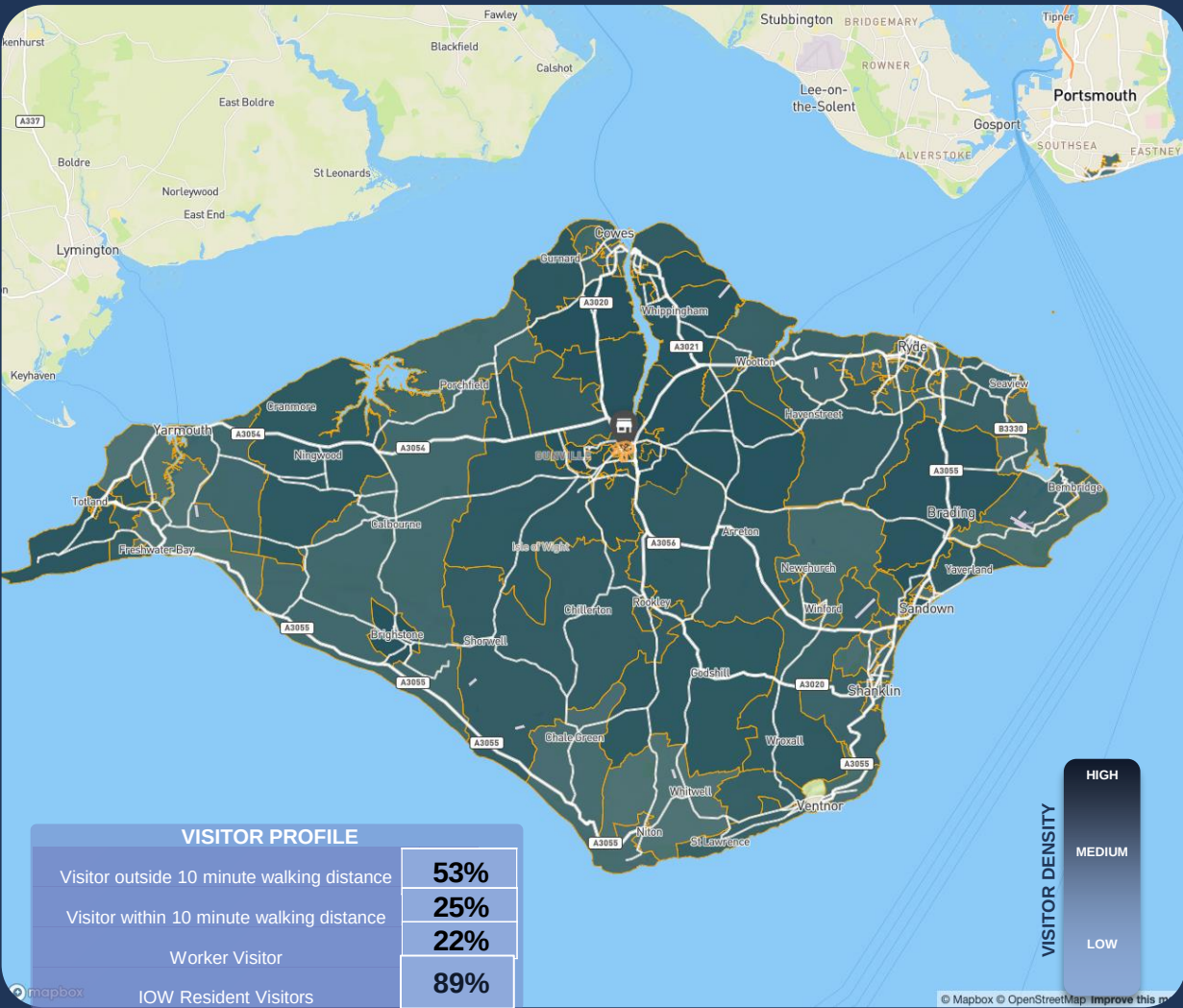


NEWPORT VISITOR CATCHMENT — FEBRUARY 2022 & BENCHMARKING (FEBRUARY 2021-22)

VISITOR CATCHMENT BY POSTCODE
MARCH 2021 - FEBRUARY 2022 (zoomed in)

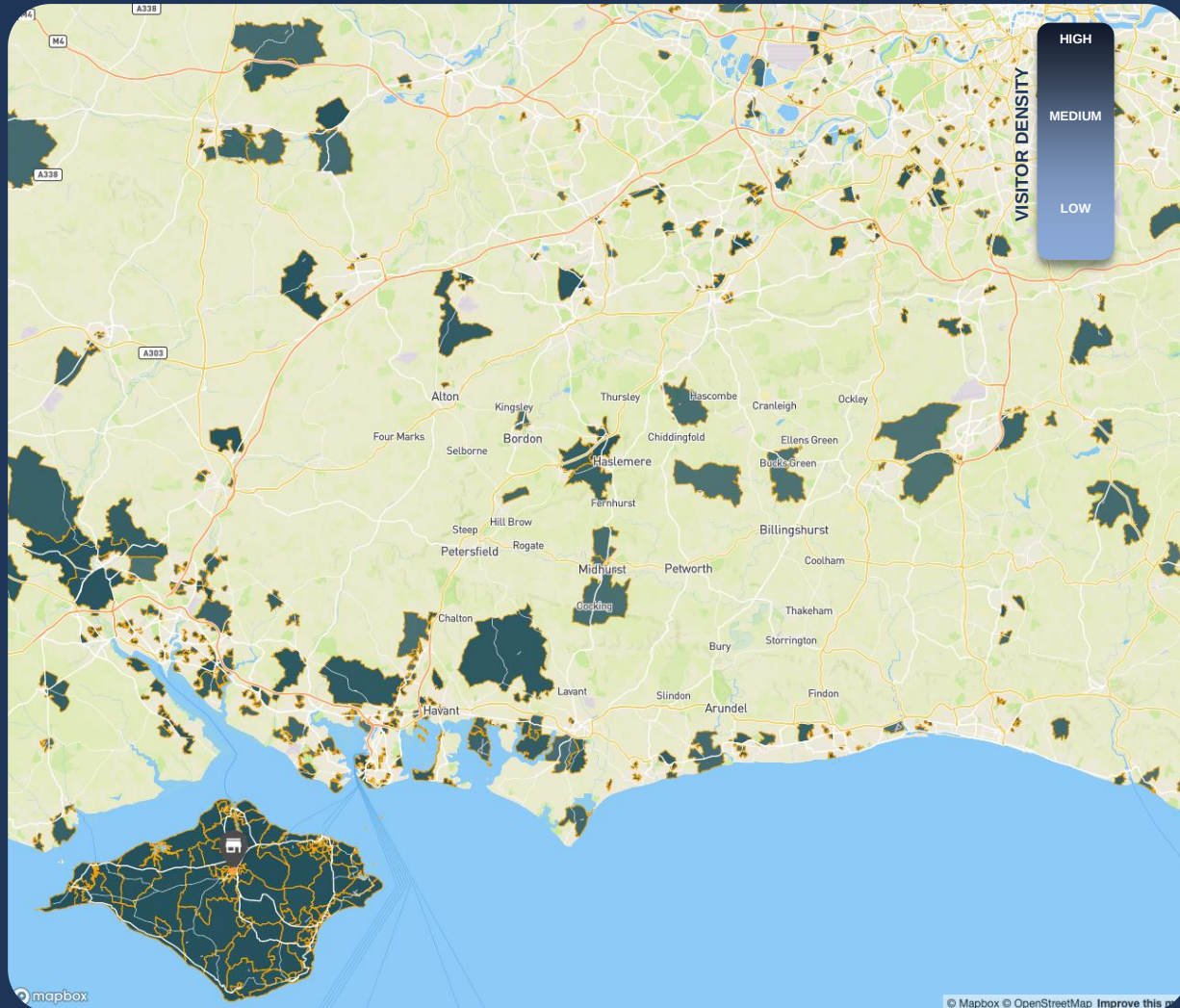


VISITOR CATCHMENT BY POSTCODE
IN FEBRUARY 2022 (zoomed in)

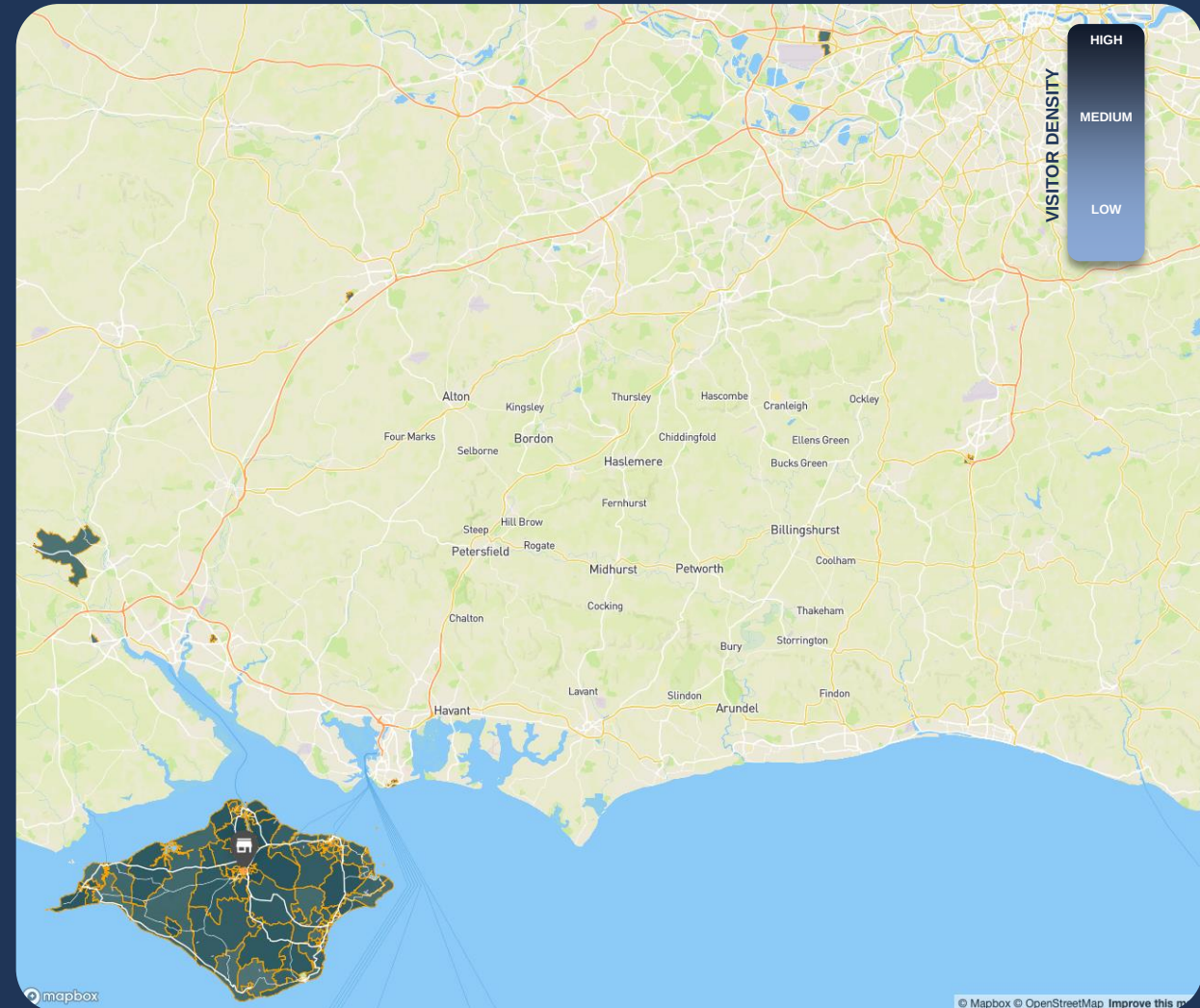


NEWPORT VISITOR CATCHMENT — FEBRUARY 2021 & BENCHMARKING (FEBRUARY 2020-21)

VISITOR CATCHMENT BY POSTCODE
MARCH 2020 – FEBRUARY 2021 (zoomed out)



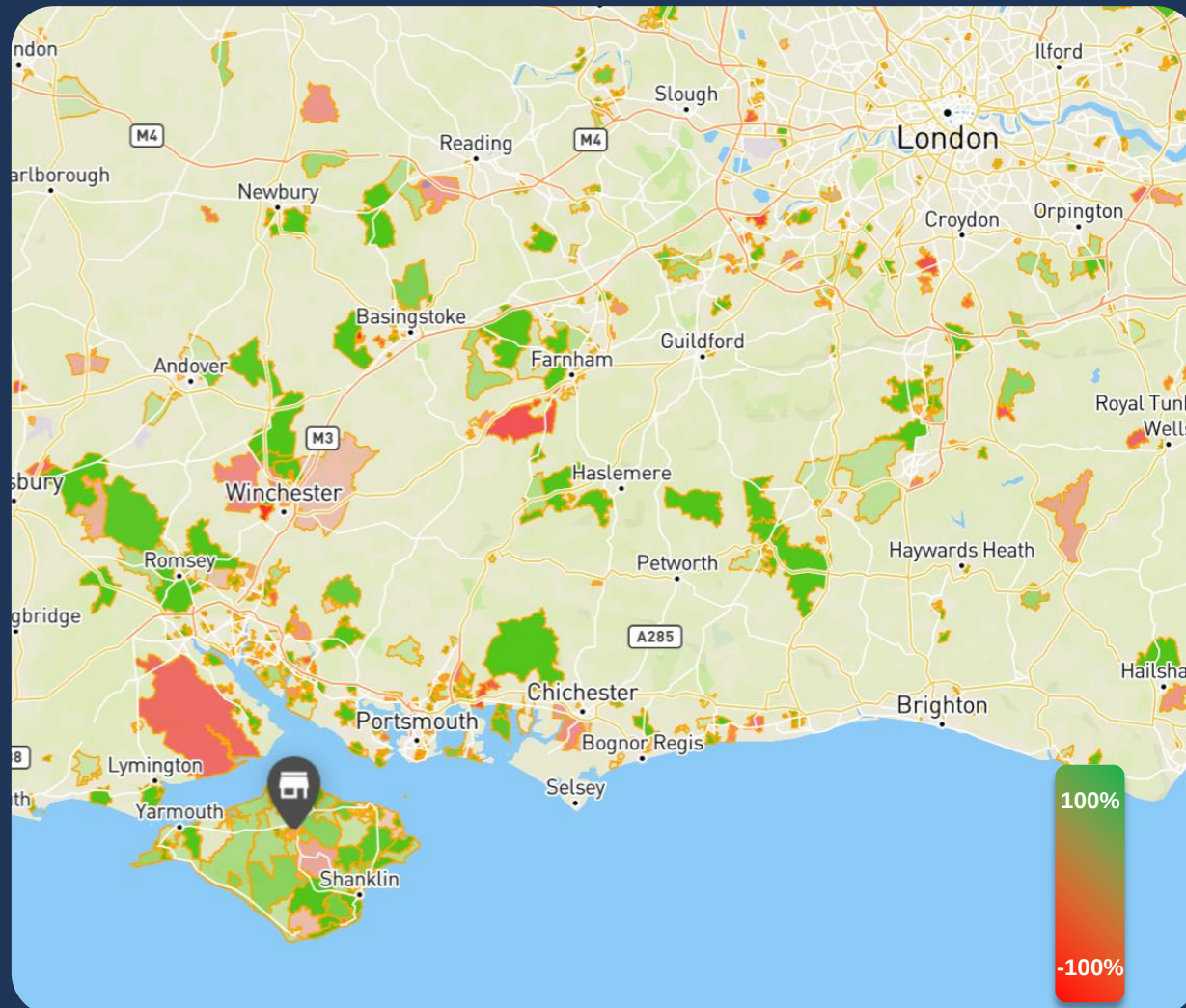
VISITOR CATCHMENT BY POSTCODE
IN FEBRUARY 2021 (zoomed out)



VI
VISITOR | INSIGHTS

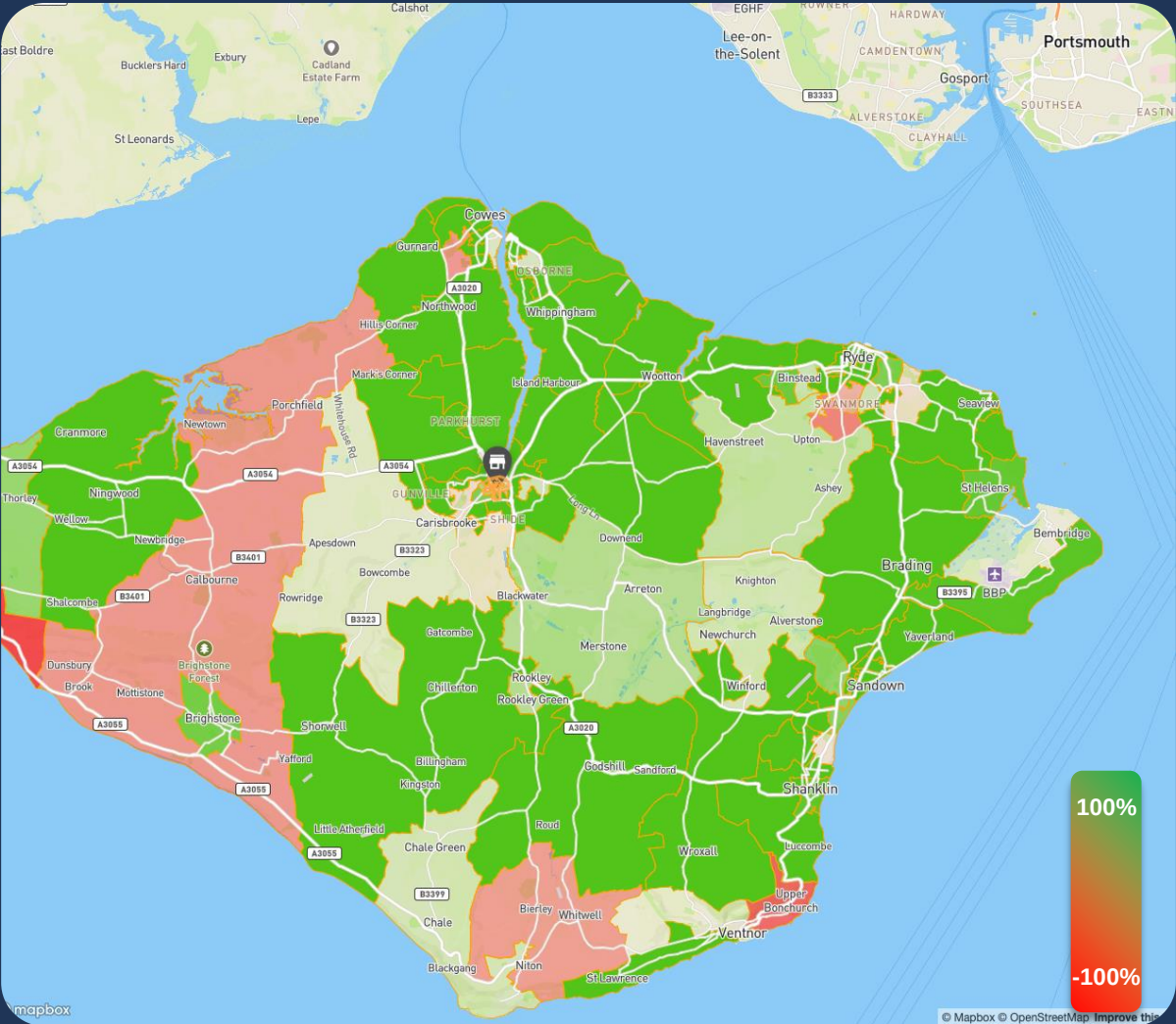
CHANGE IN VISITOR LEVELS

FEBRUARY 2021-22 vs FEBRUARY 2020-21 (zoomed out)

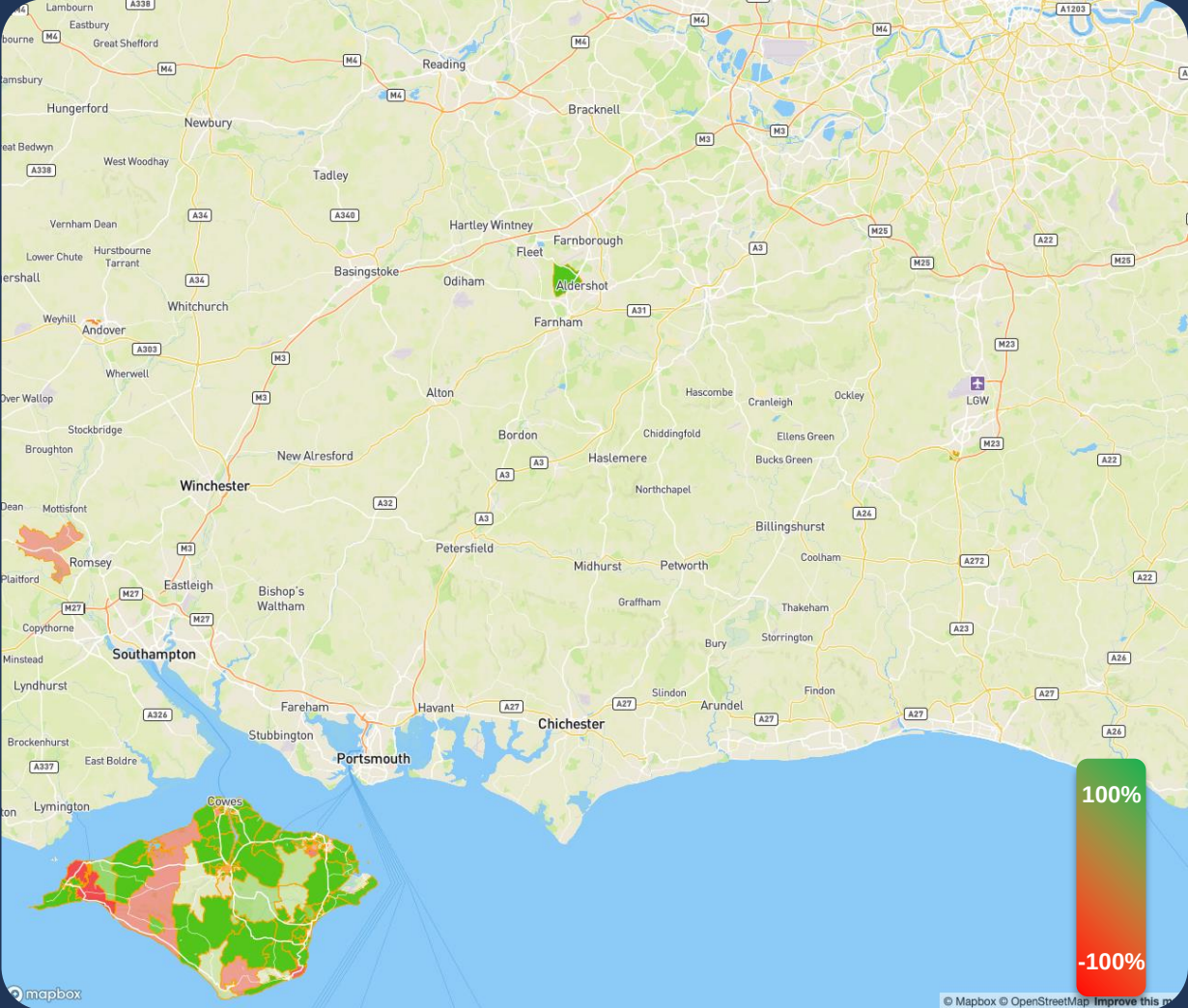


NEWPORT VISITOR CHANGE BY POSTCODE – FEBRUARY 2022 & BENCHMARKING

CHANGE IN VISITOR LEVELS
FEBRUARY 2022 vs FEBRUARY 2021 (zoomed in)

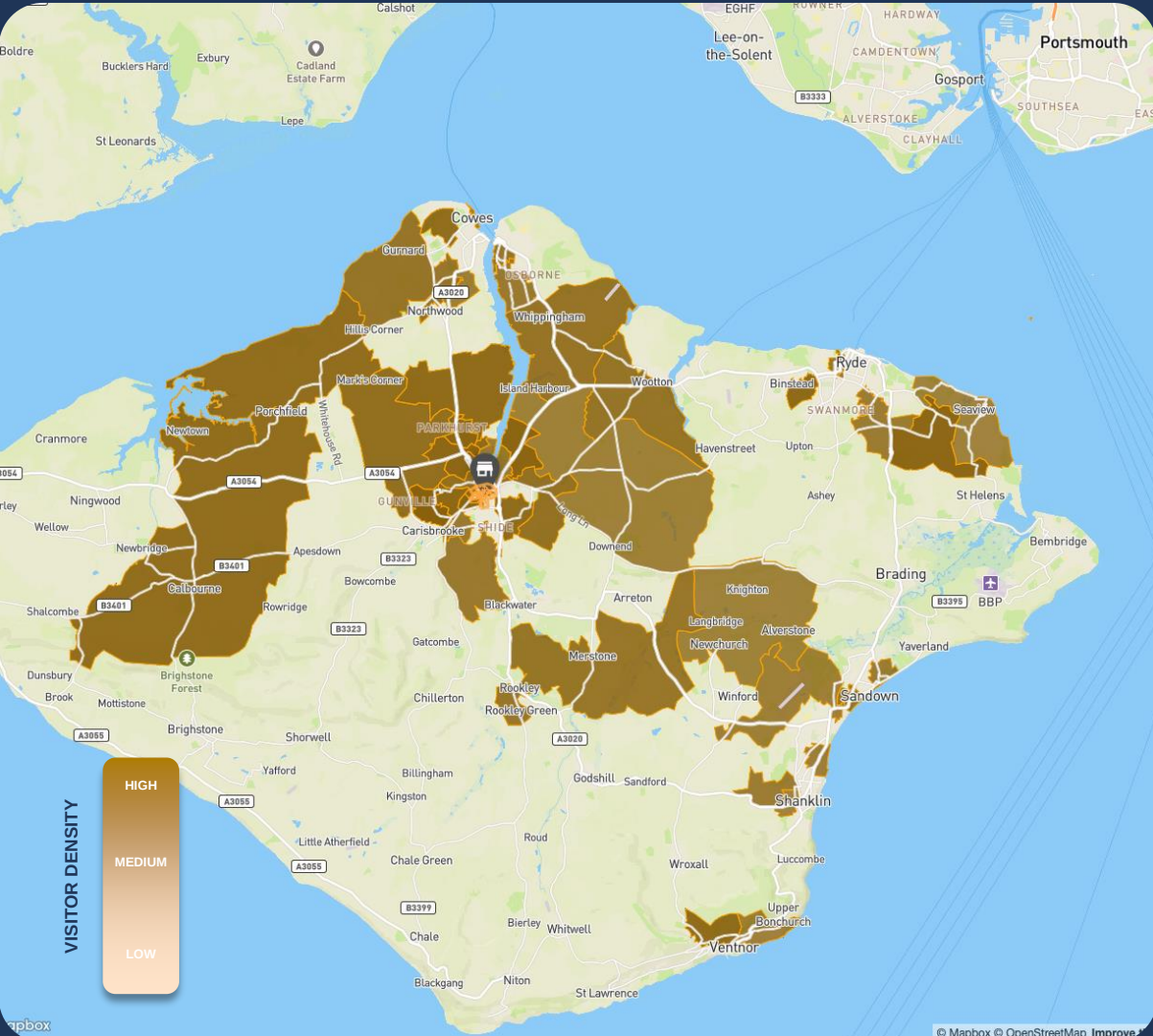


CHANGE IN VISITOR LEVELS
FEBRUARY 2022 vs FEBRUARY 2021 (zoomed out)

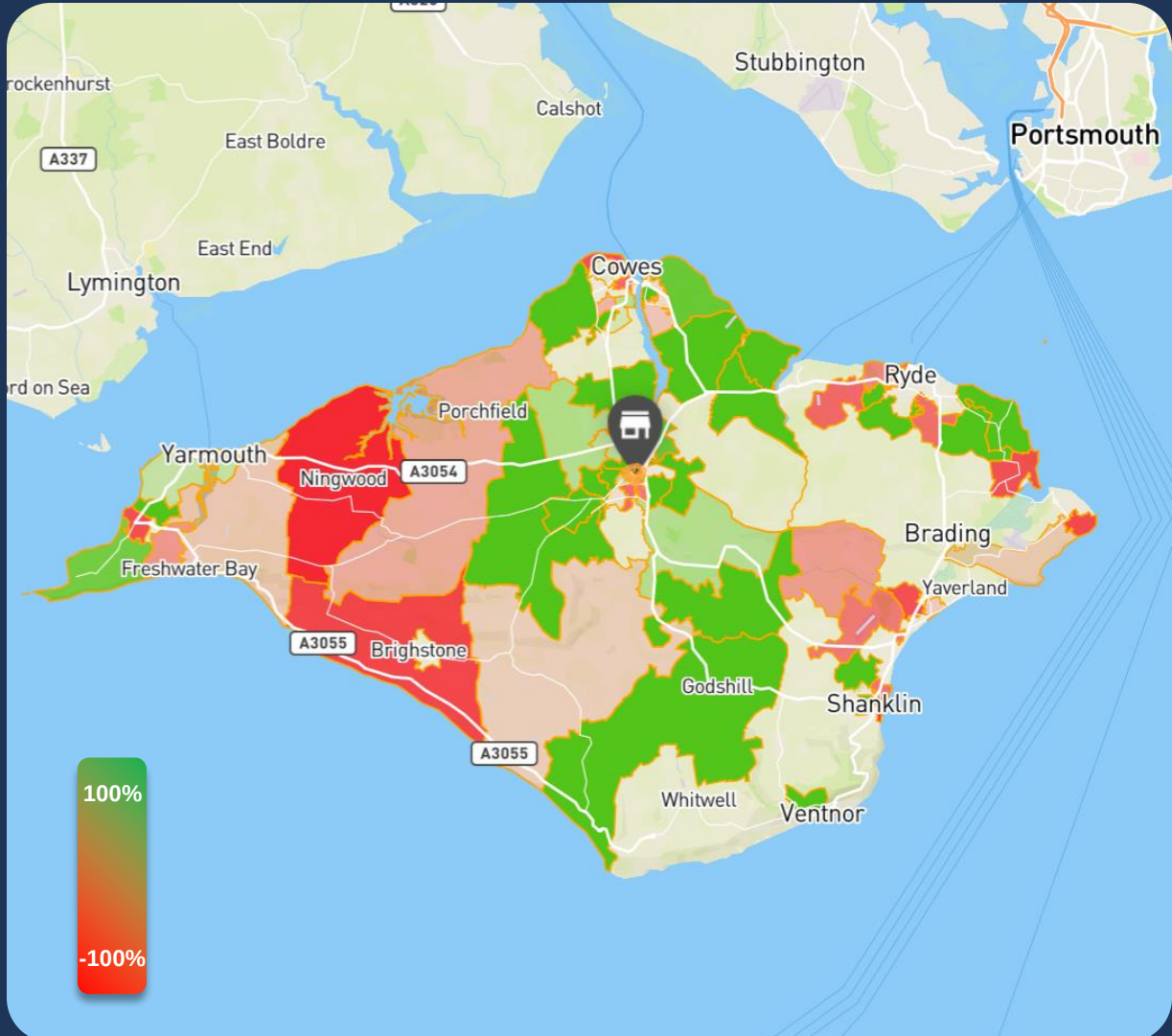


NEWPORT WORKER CATCHMENT CHANGE — FEBRUARY 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE FEBRUARY 2022

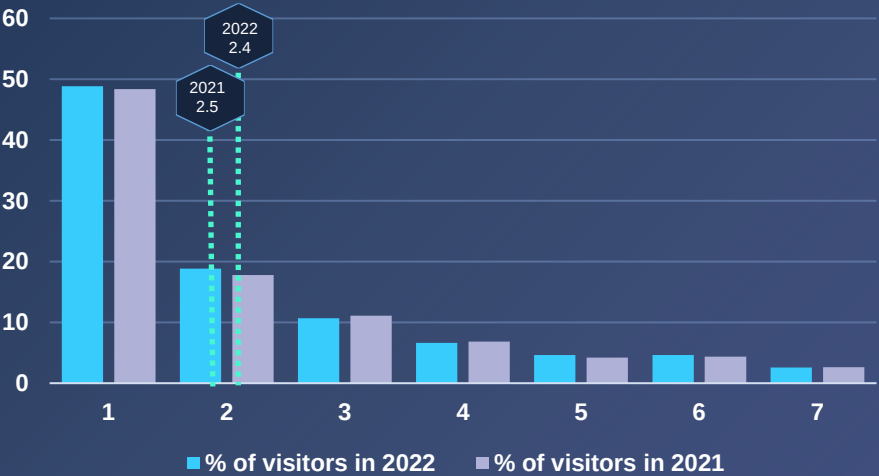


CHANGE IN WORKER CATCHMENT FEBRUARY 2022 vs FEBRUARY 2021

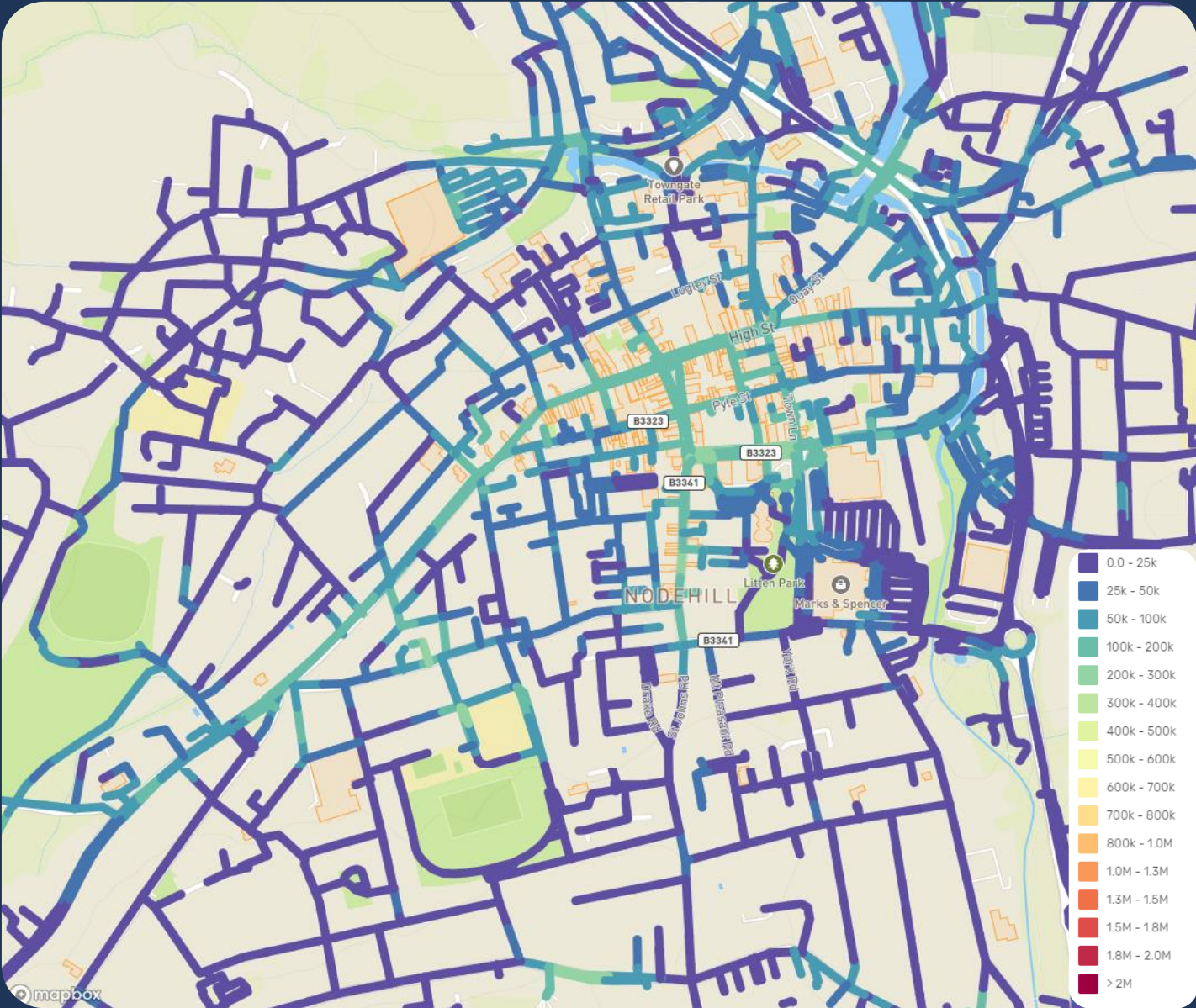
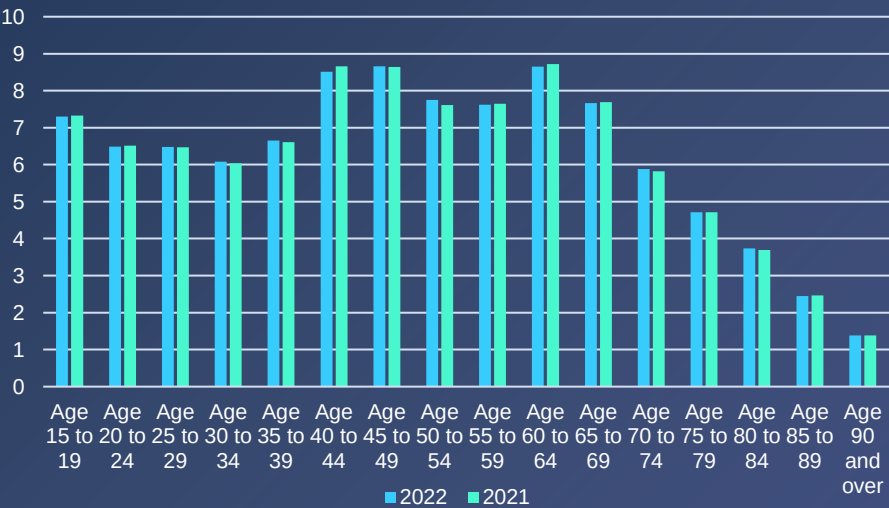


NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (FEBRUARY 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



NEWPORT VISITOR AGE RANGE (%)
FEBRUARY 2022 VS FEBRUARY 2021



KEY: PEDESTRIAN NUMBERS FEBRUARY 2022

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2022

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – FEBRUARY 2022 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2022



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2021



NEWPORT KEY LOCATION FOOTFALL — (FEBRUARY 2022 VS FEBRUARY 2021)



CENTRE FOOTFALL DATA FEBRUARY 2022 VS FEBRUARY 2021 — ENTRY POINTS



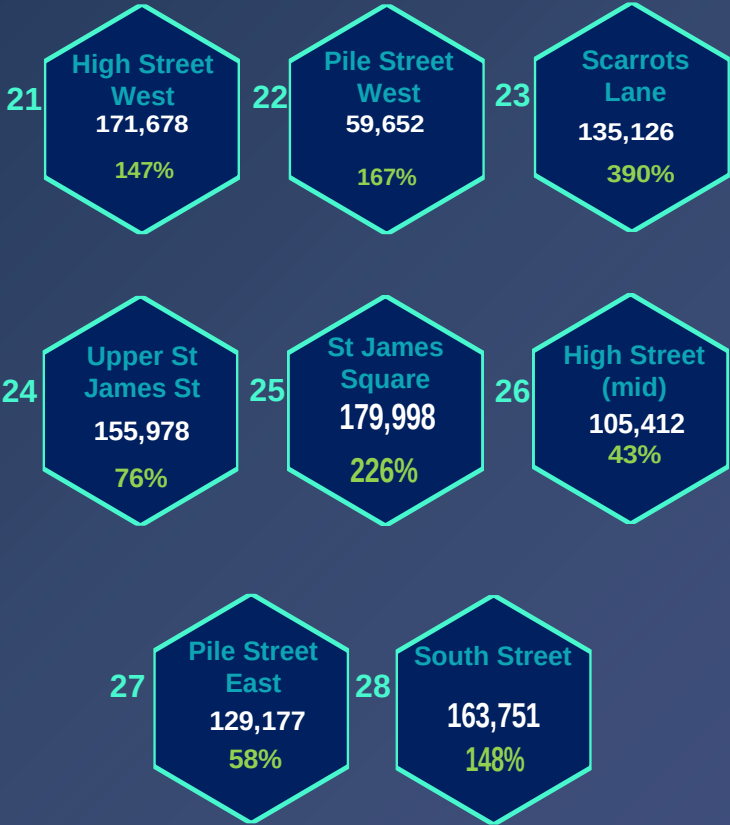
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2022

KEY: PEDESTRIAN NUMBERS FEBRUARY 2022

NEWPORT KEY LOCATION FOOTFALL — (FEBRUARY 2022 VS FEBRUARY 2021)



CENTRE FOOTFALL DATA FEBRUARY 2022 VS FEBRUARY 2021 — COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2022

TOWN CENTRE KEY LOCATIONS - FEBRUARY 2022 & BENCHMARKING

ST THOMAS SQUARE

TOTAL VISITS

77,130

VISITS FEBRUARY 22

118%
VS FEBRUARY
2021



AVERAGE DWELL TIME

61 MINS

AVERAGE TIME SPENT
FEBRUARY 22

16MINS
VS FEBRUARY
2021

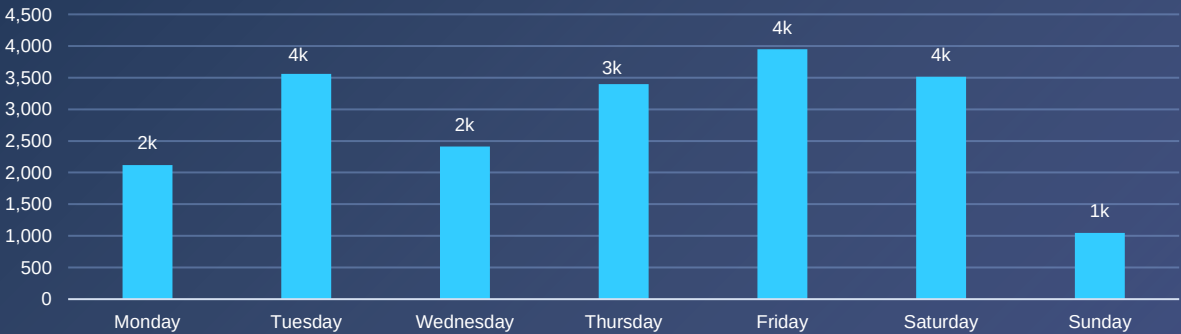


PEDESTRIANS

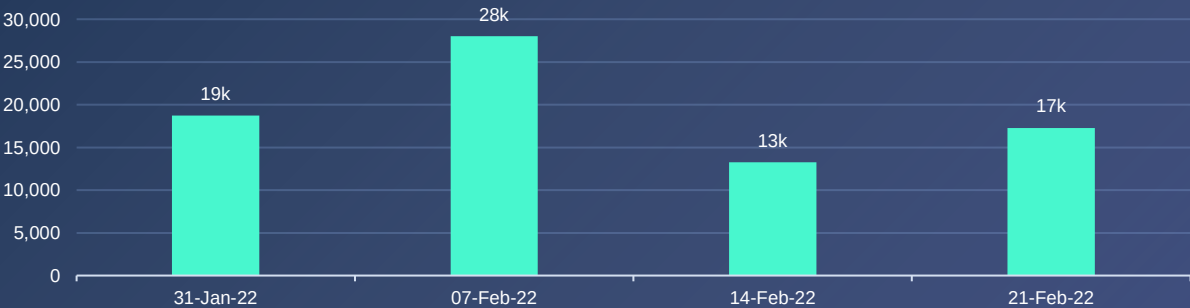
130,894

PEDESTRIANS PASSING
THROUGH SQUARE
FEBRUARY 2022

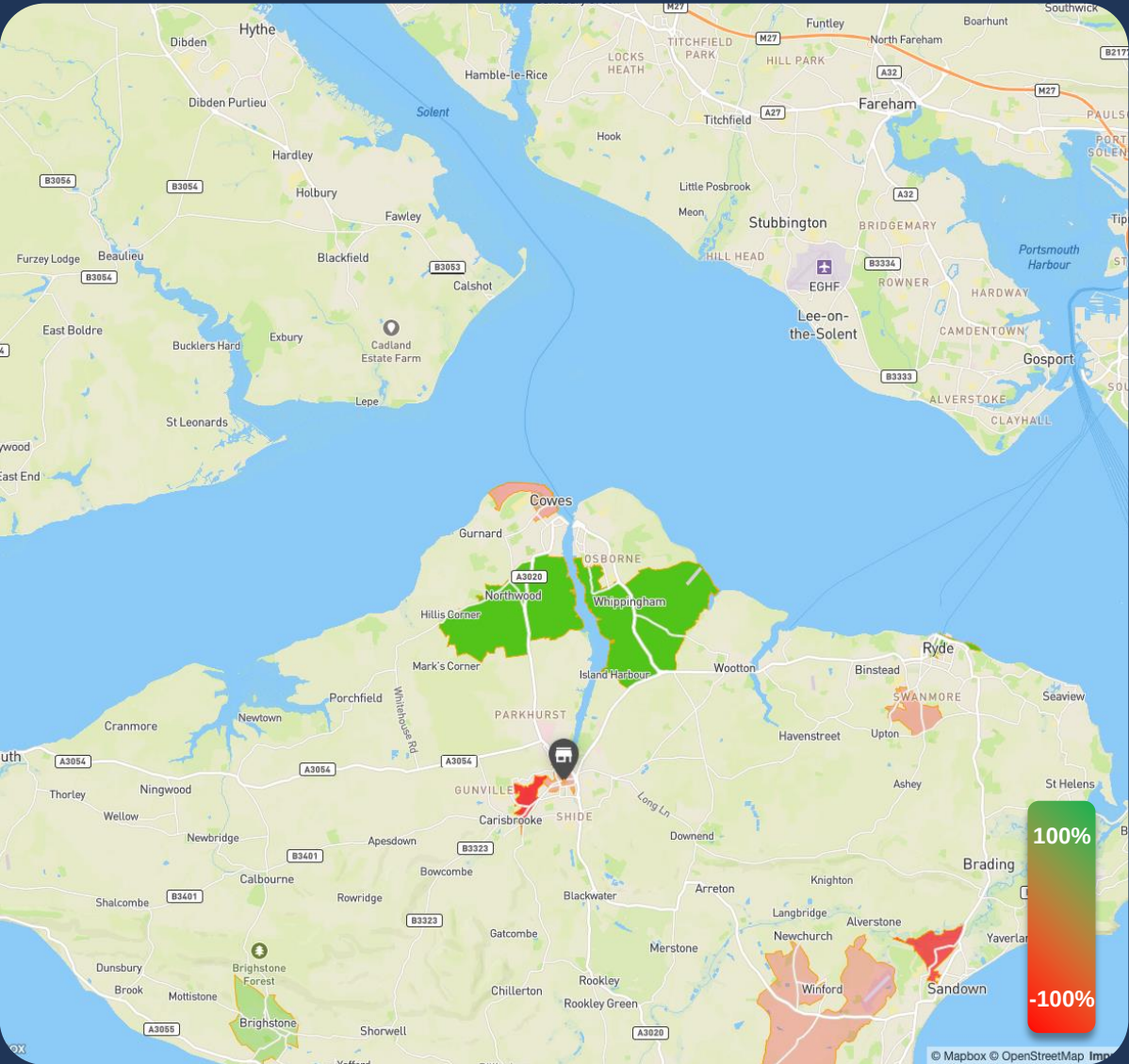
AVERAGE DAILY VISITORS FEBRUARY 2022



WEEKLY VISITS FEBRUARY 2022



CHANGE IN VISITOR LEVELS FEBRUARY 2022 VS FEBRUARY 2021



TOWN CENTRE KEY LOCATIONS - FEBRUARY 2022 & BENCHMARKING

ST JAMES SQUARE

TOTAL VISITS

51,333

VISITS FEBRUARY 22

328%
VS FEBRUARY
2021



AVERAGE DWELL TIME

74 MINS

AVERAGE TIME SPENT
FEBRUARY 22

30MINS
VS FEBRUARY
2021

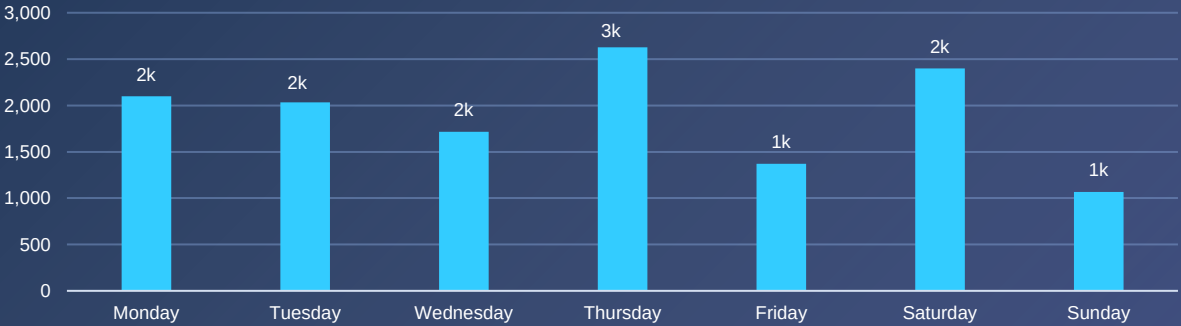


PEDESTRIANS

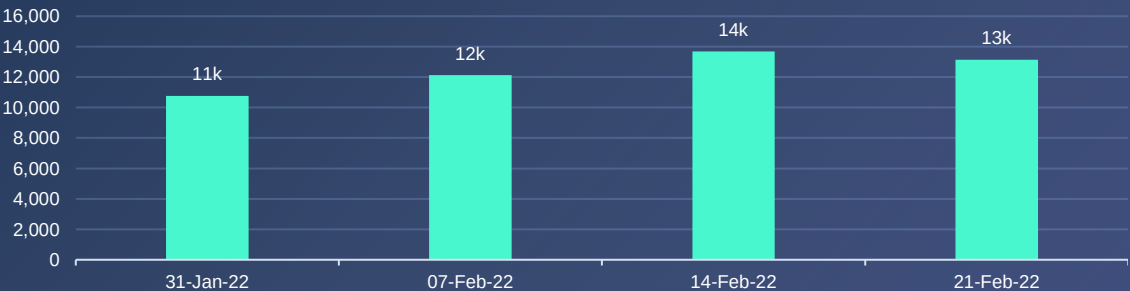
129,360

PEDESTRIANS PASSING
THROUGH SQUARE
FEBRUARY 2022

AVERAGE DAILY VISITORS FEBRUARY 2022



WEEKLY VISITS FEBRUARY 2022



CHANGE IN VISITOR LEVELS FEBRUARY 2022 VS FEBRUARY 2021

