

VISITOR INSIGHTS

BASELINE REPORT

NEWPORT, Isle of Wight

JANUARY 2022

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



VISITOR | INSIGHTS

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

TOTAL VISITS



1,082,313

VISITS TO THE HIGH STREET



AVERAGE DWELL TIME



171 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.5

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

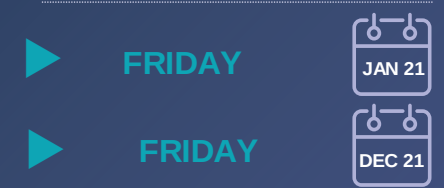


POPULAR VISIT DAY

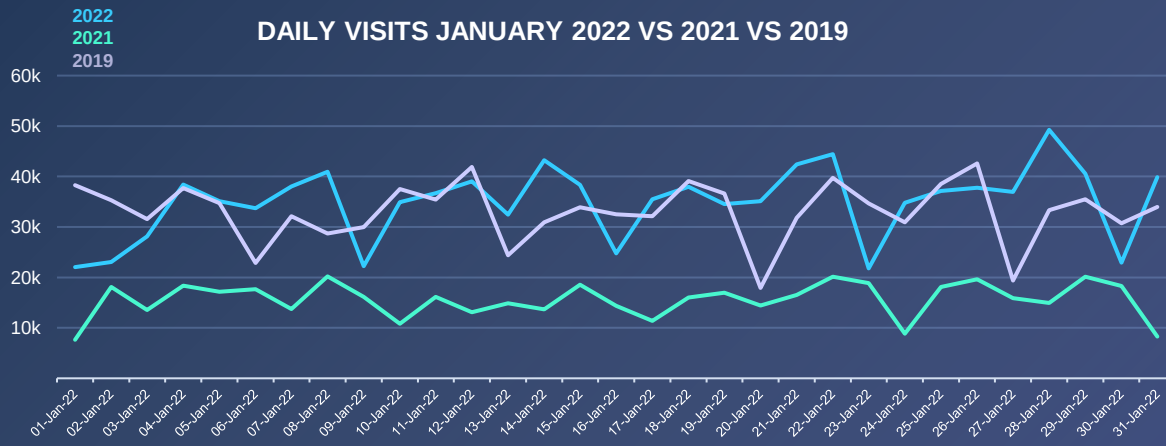


SATURDAY

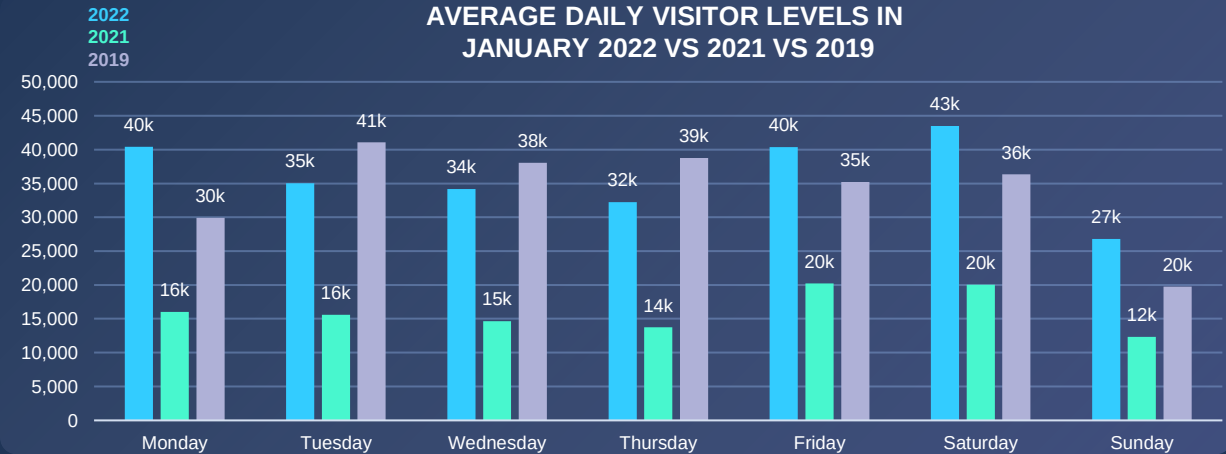
43k AVERAGE VISITS ON FRIDAY IN JANUARY



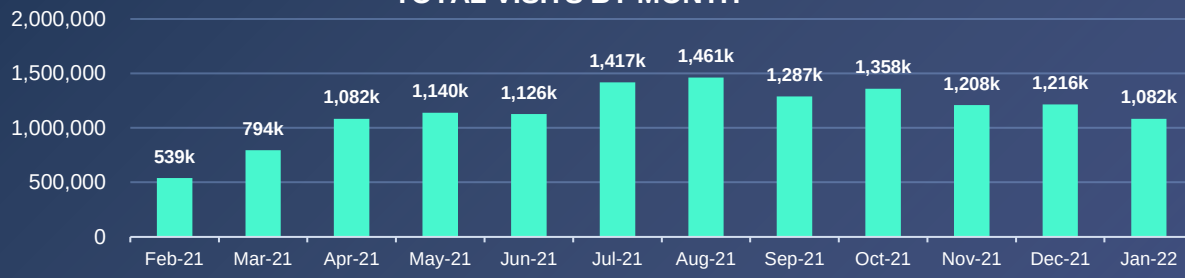
DAILY VISITS JANUARY 2022 VS 2021 VS 2019



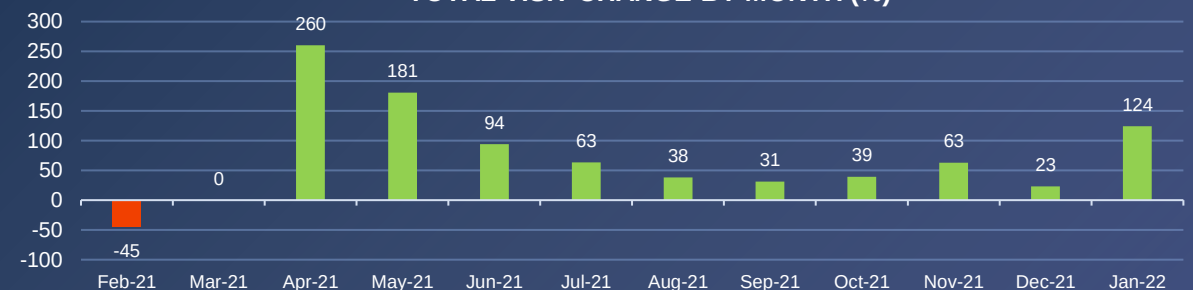
AVERAGE DAILY VISITOR LEVELS IN JANUARY 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



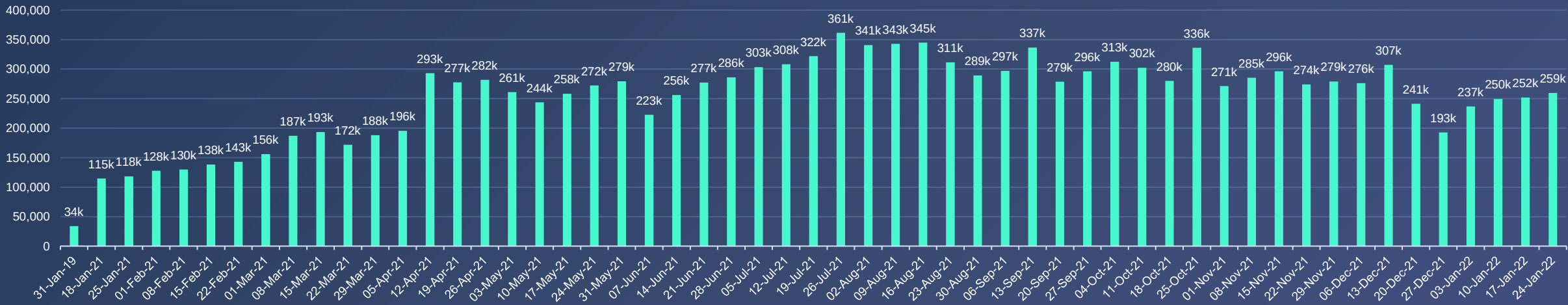
TOTAL VISIT CHANGE BY MONTH (%)



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

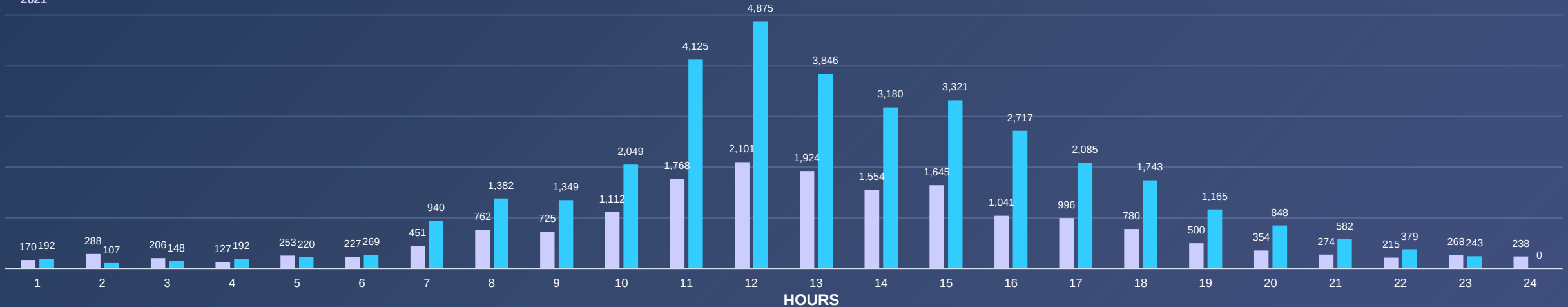


WEEKLY FOOTFALL

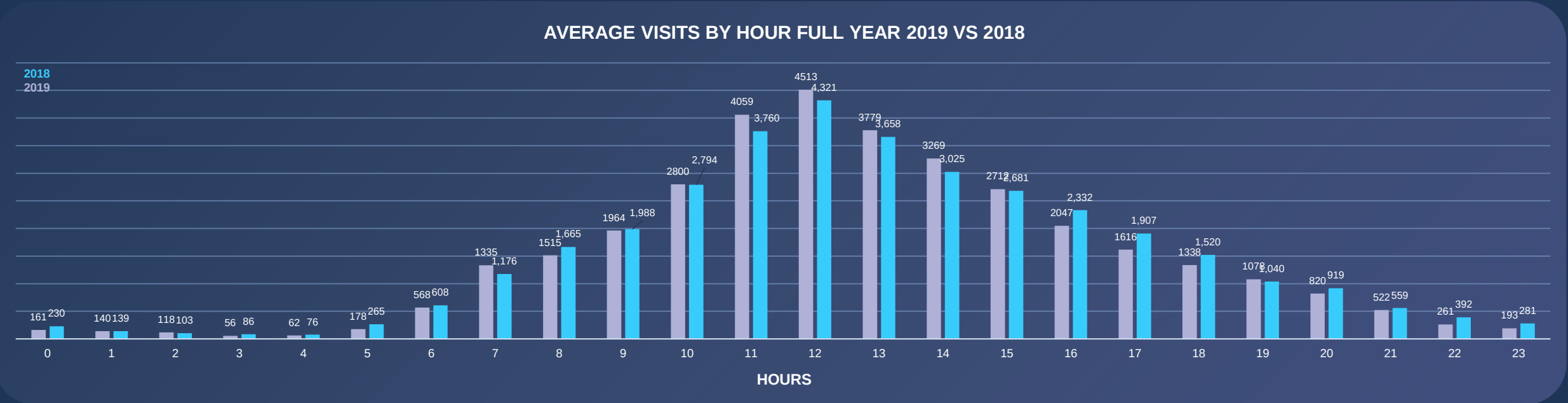
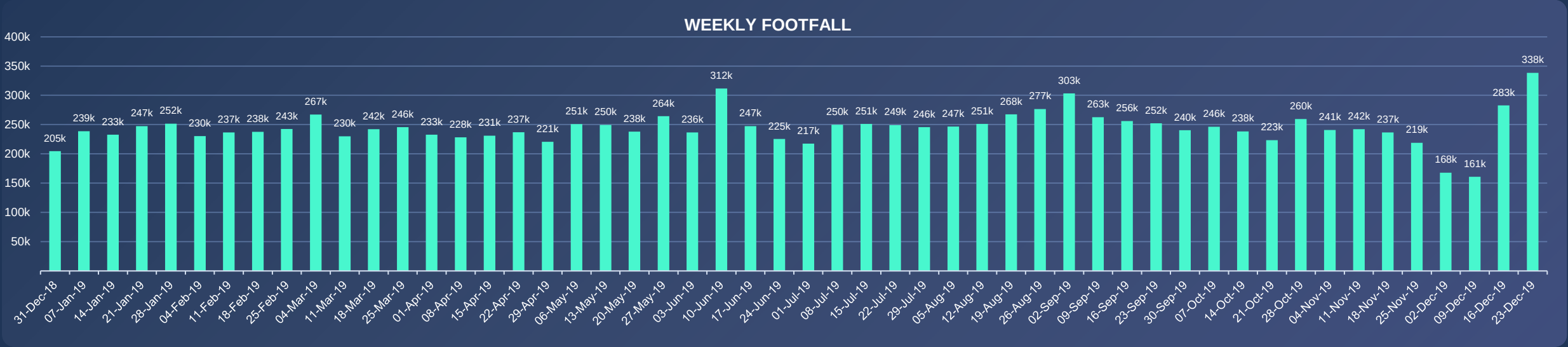


AVERAGE VISITS BY HOUR

2022
2021



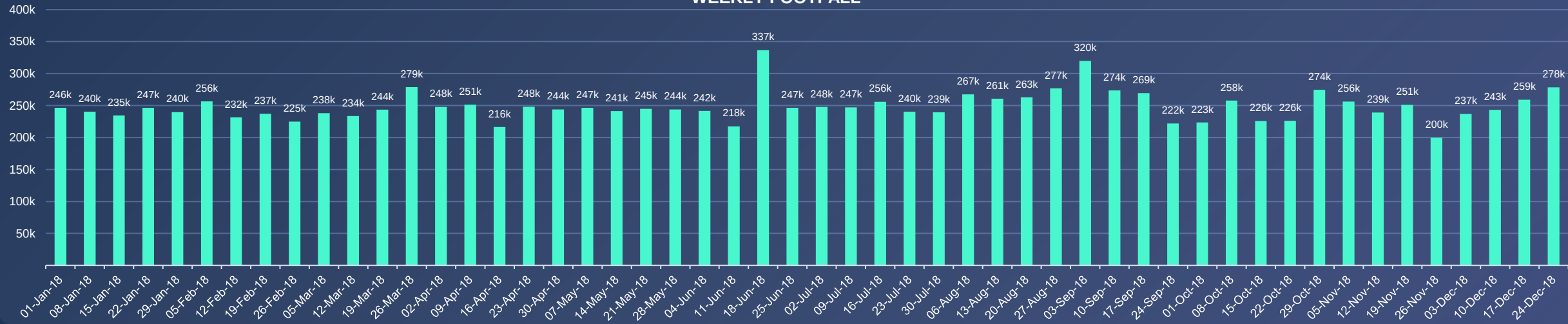
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



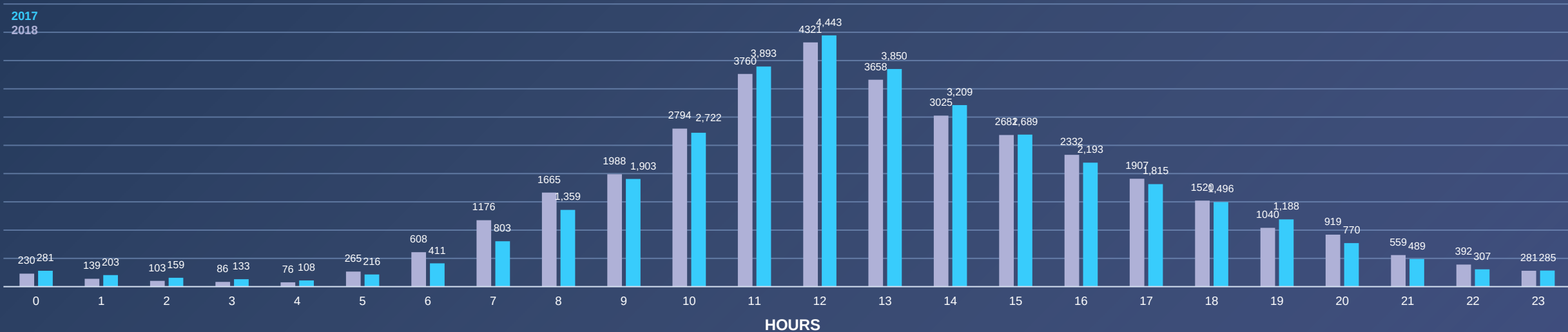
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



14,205,368

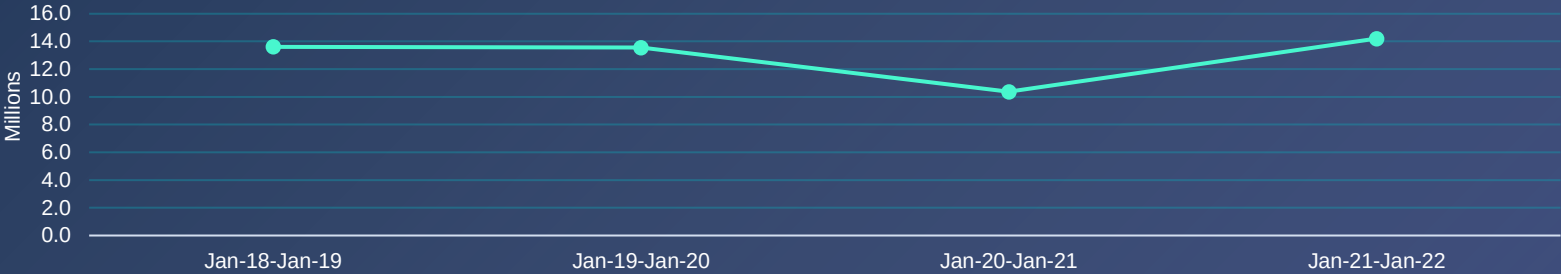
VISITS TO THE HIGH STREET
JANUARY 21 - JANUARY 22



4%
4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



148MINS

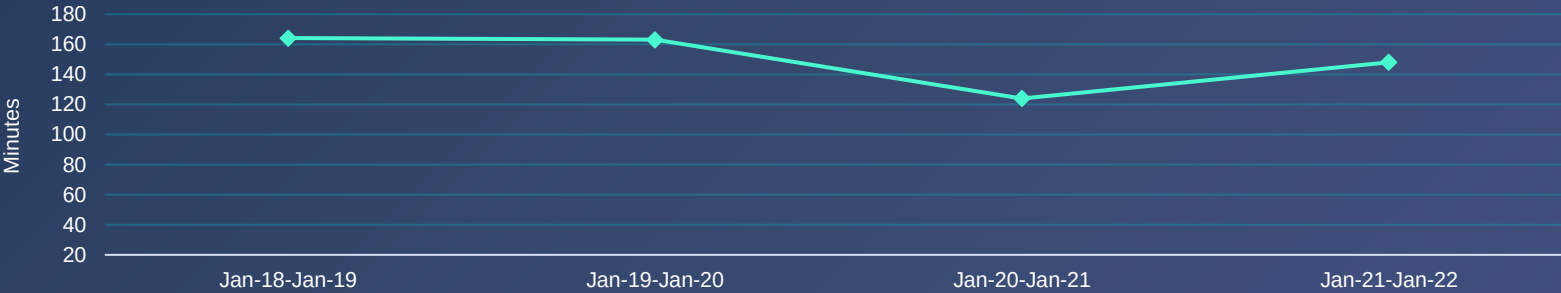
AVERAGE TIME SPENT IN THE HIGH STREET
JANUARY 21 - JANUARY 22



-10%
4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.5

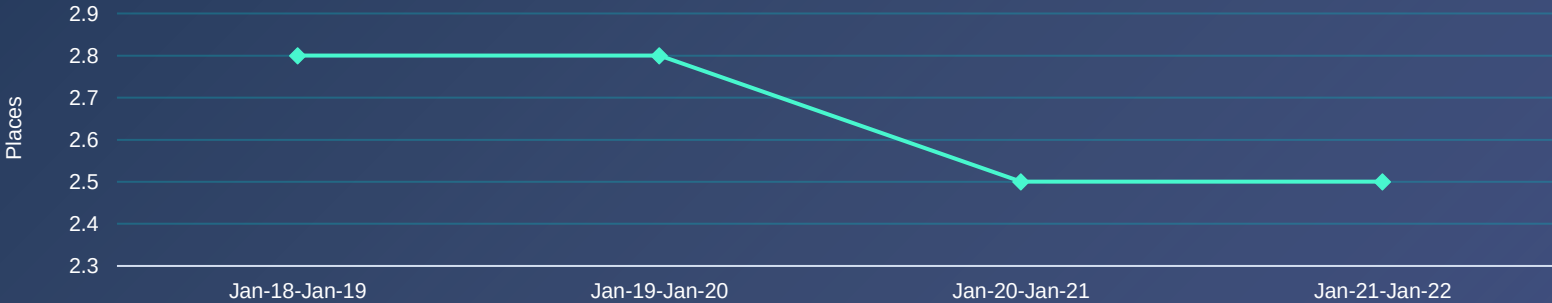
AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
JANUARY 21 - JANUARY 22



-11%
4 YEAR CHANGE

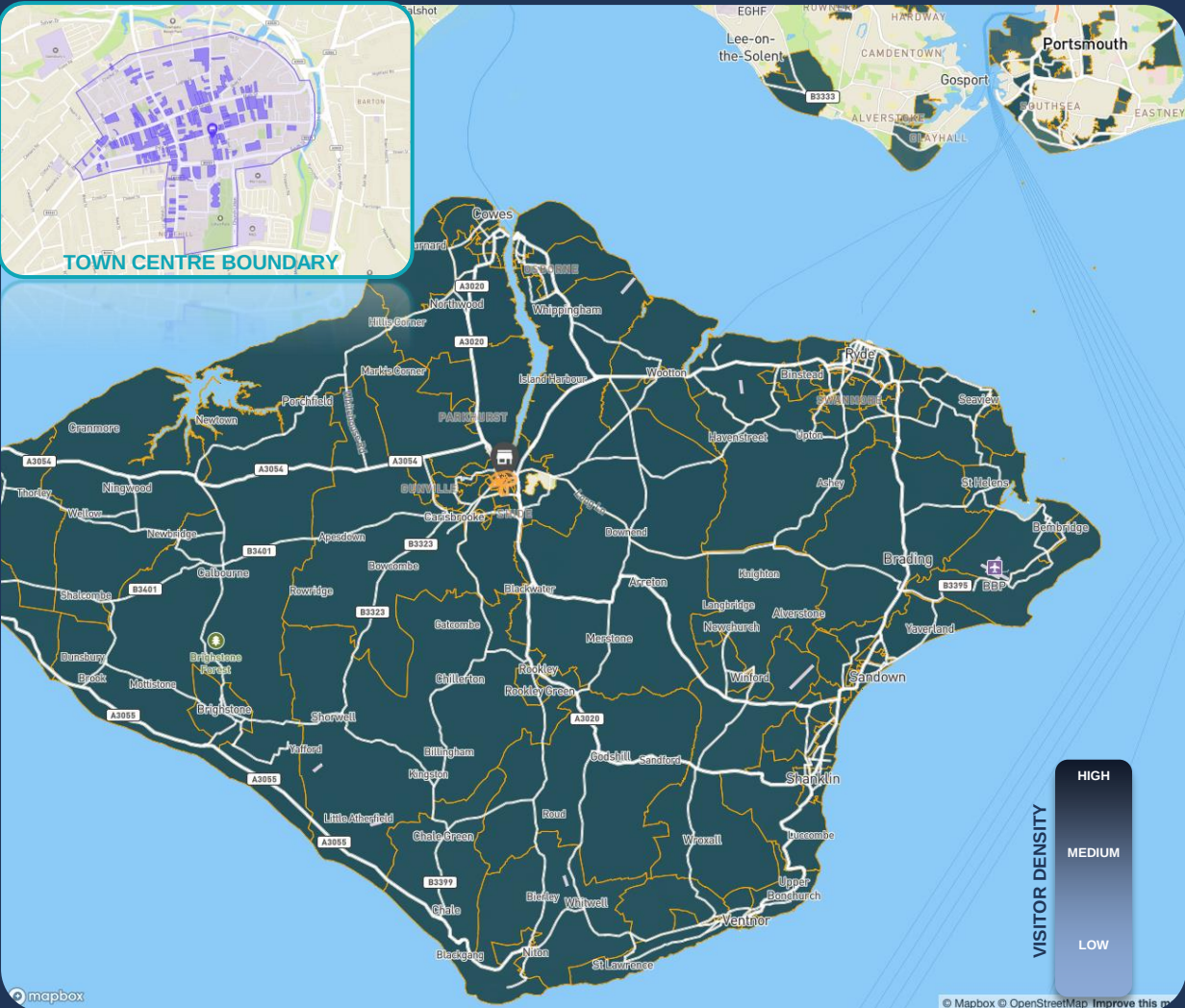


PLACES VISITED

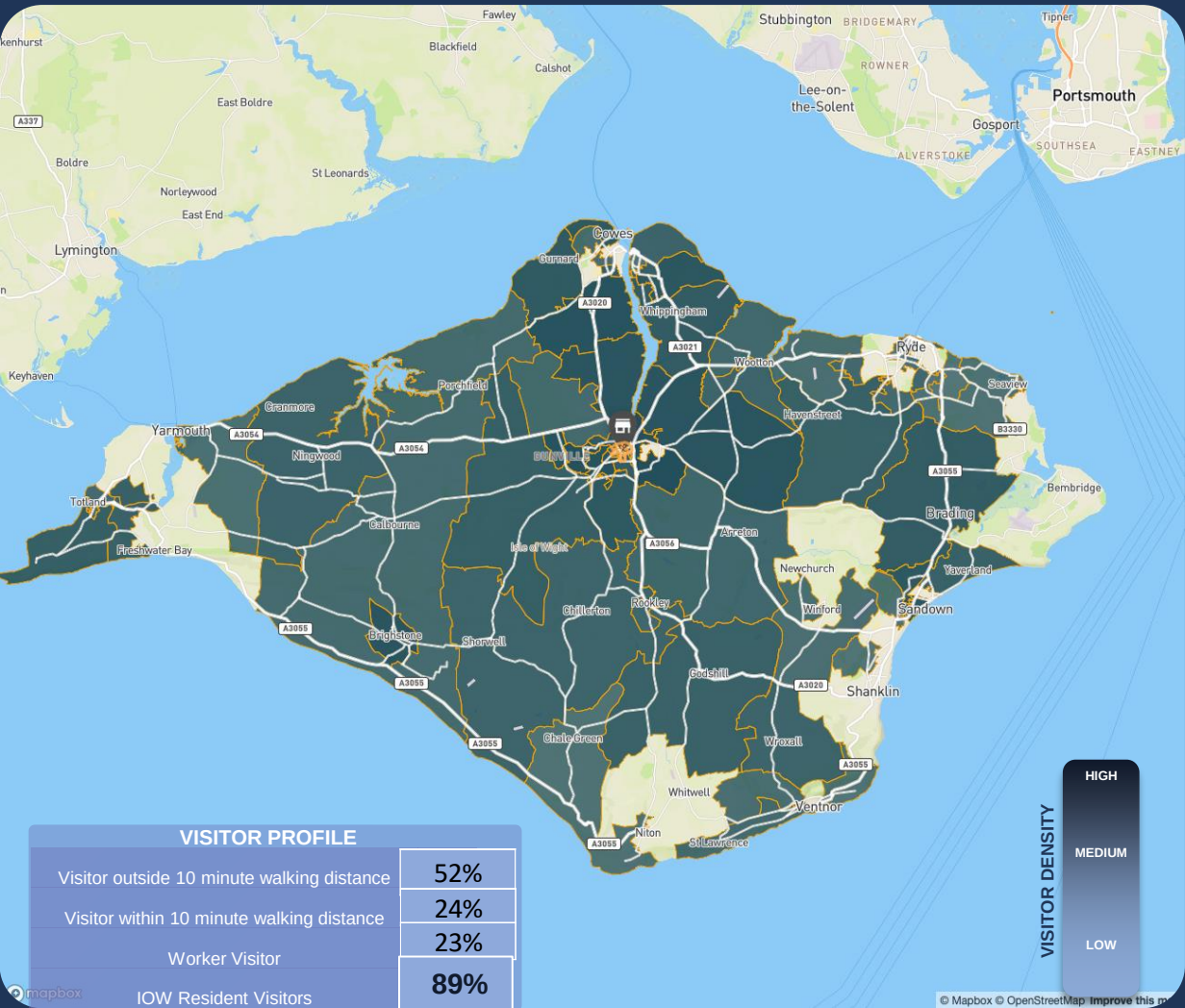


NEWPORT VISITOR CATCHMENT — JANUARY 2022 & BENCHMARKING (JANUARY 2021-22)

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

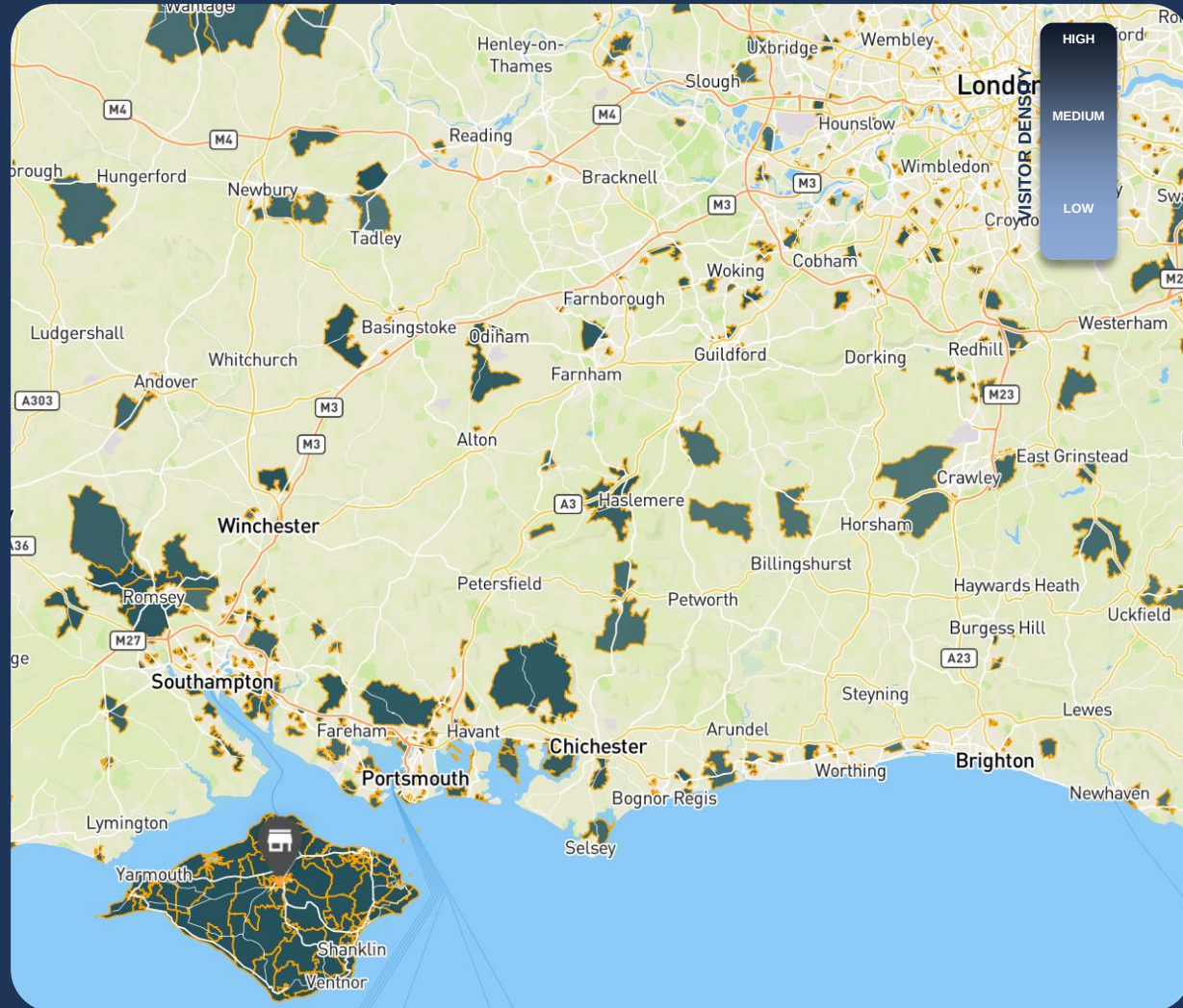


VISITOR CATCHMENT BY POSTCODE
IN JANUARY 2022 (zoomed in)

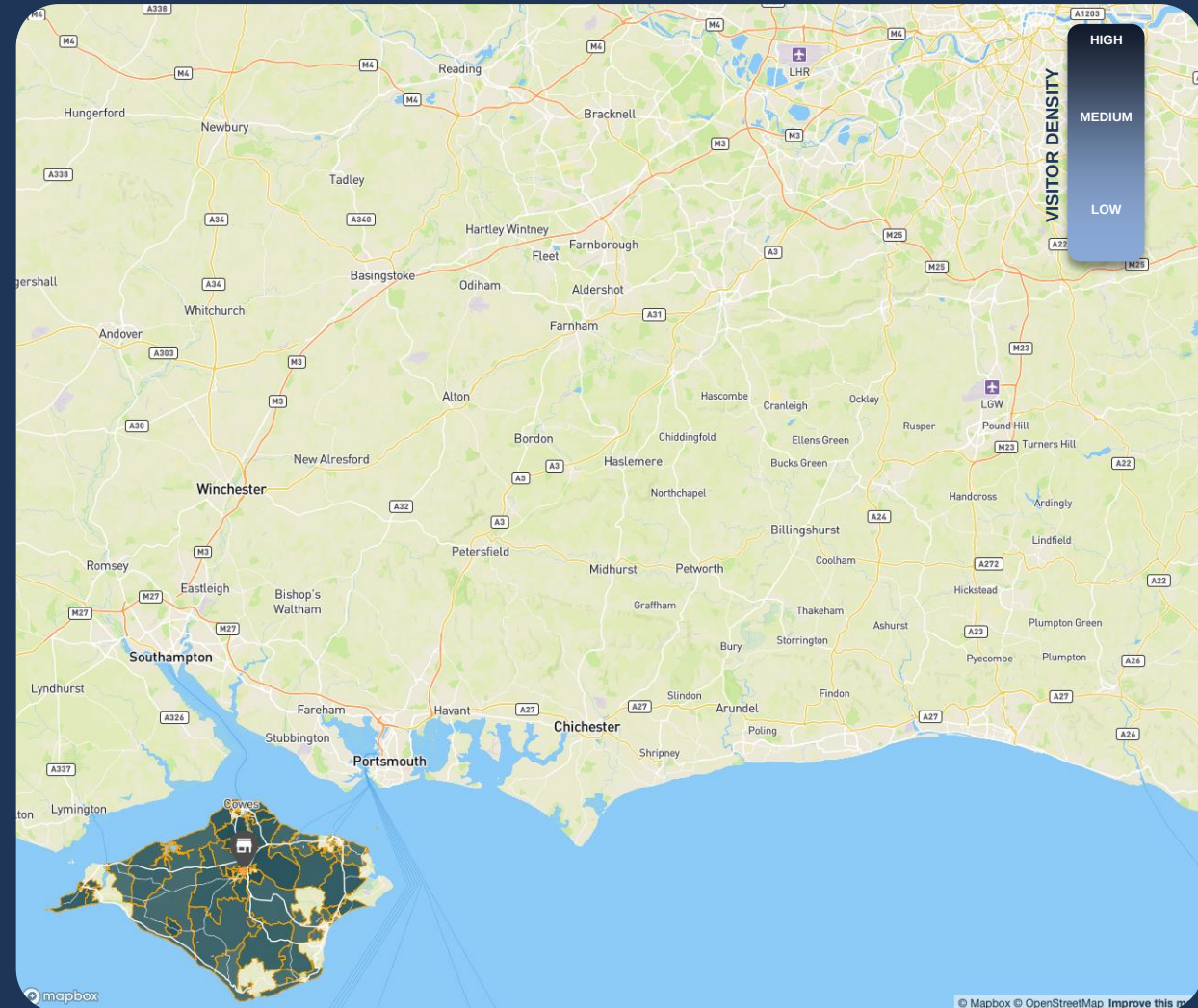


NEWPORT VISITOR CATCHMENT — JANUARY 2022 & BENCHMARKING (JANUARY 2021-22)

VISITOR CATCHMENT BY POSTCODE
FEBRUARY 2021 - JANUARY 2022 (zoomed out)

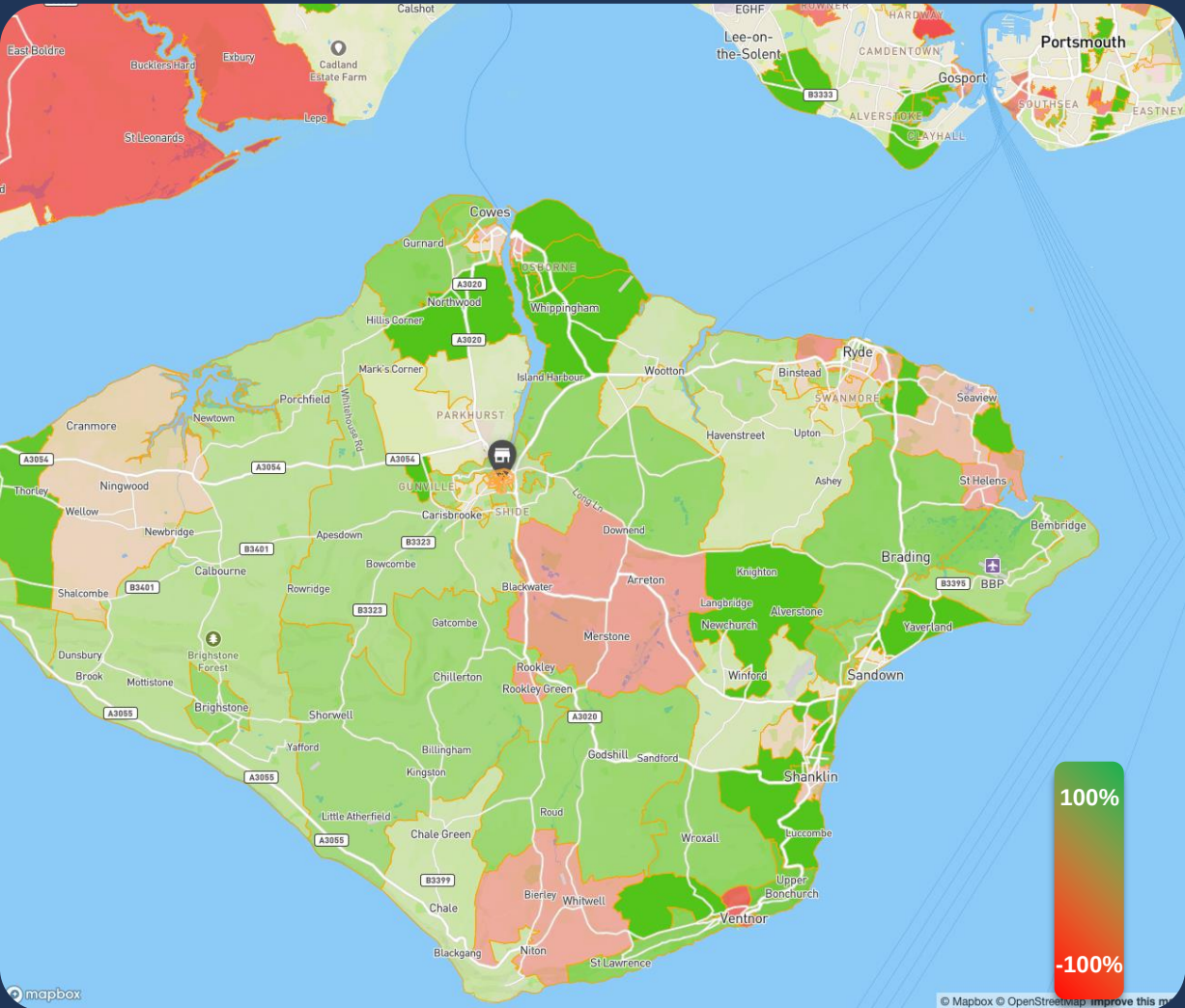


VISITOR CATCHMENT BY POSTCODE
IN JANUARY 2022 (zoomed out)

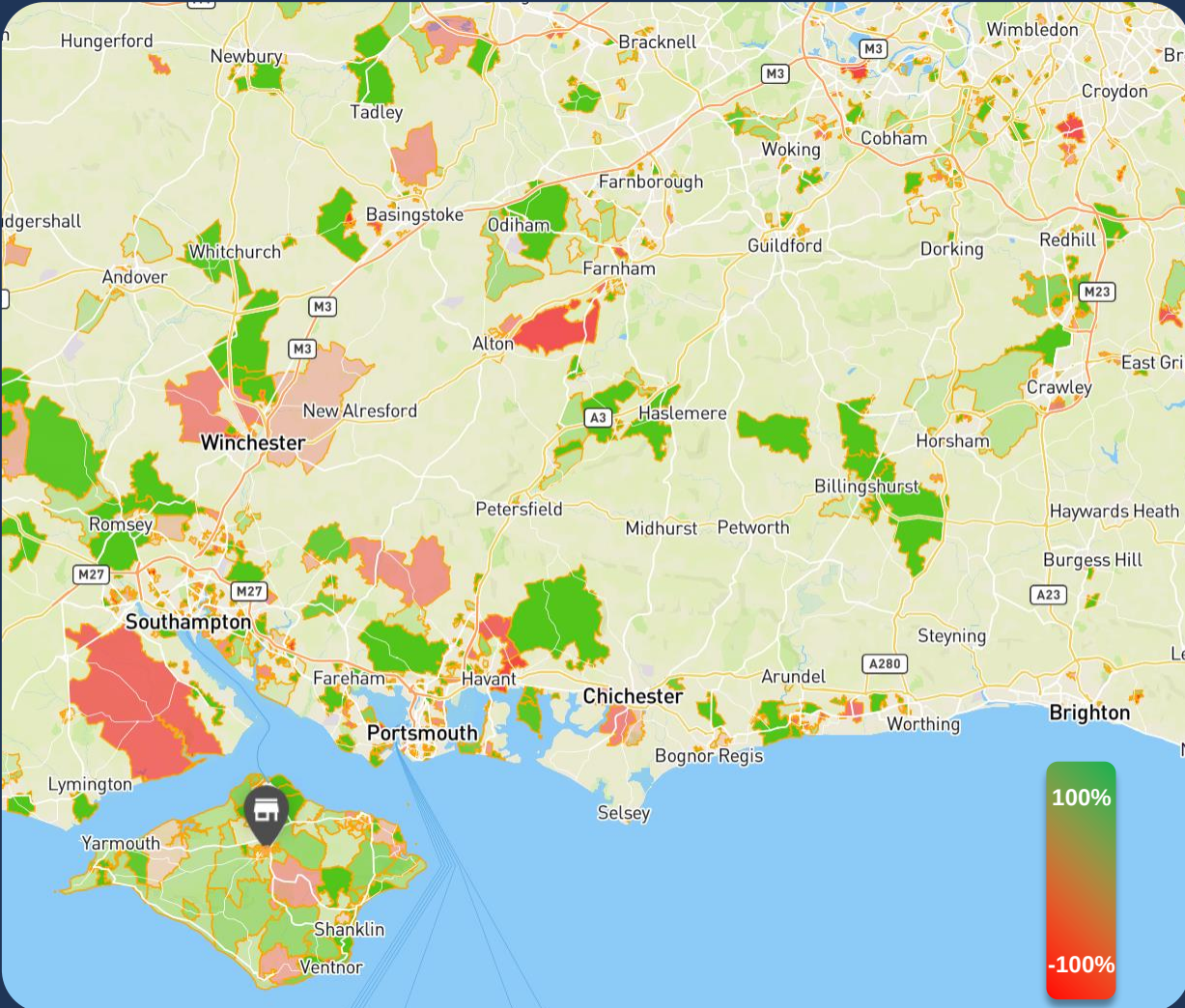


NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (JANUARY 2021-22)

CHANGE IN VISITOR LEVELS
JANUARY 2021-22 vs JANUARY 2020-21 (zoomed in)

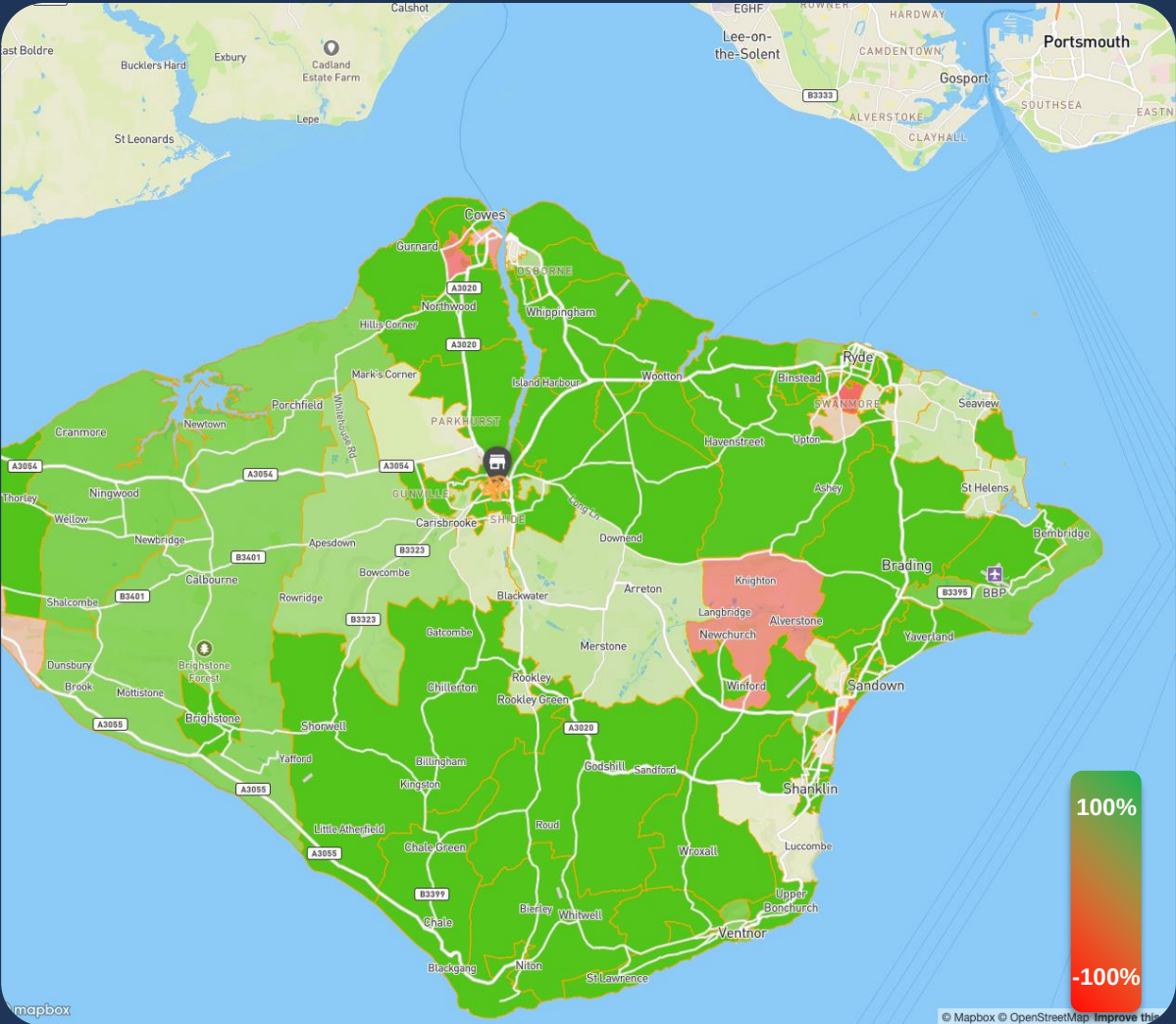


CHANGE IN VISITOR LEVELS
JANUARY 2021-22 vs JANUARY 2020-21 (zoomed out)

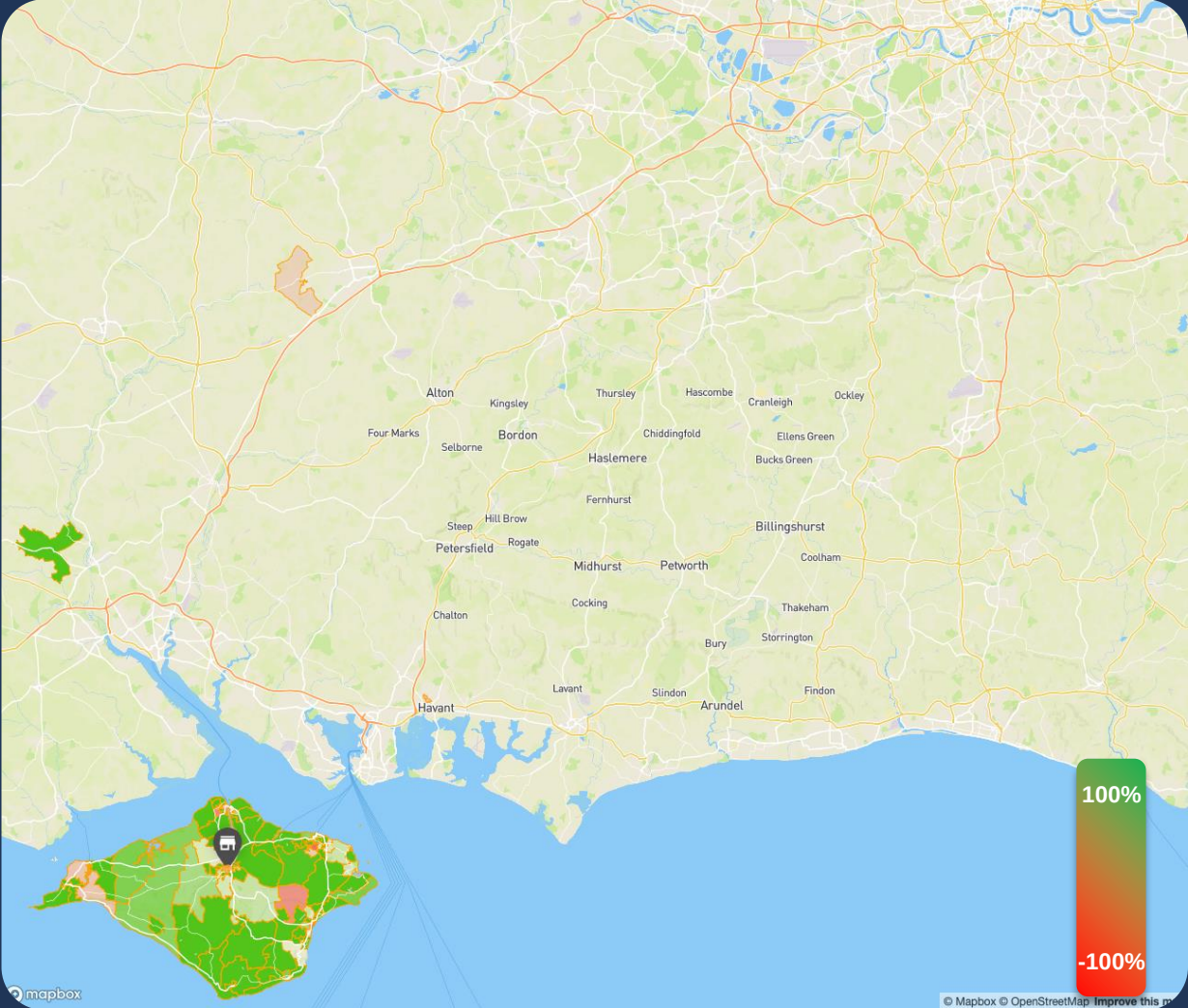


NEWPORT VISITOR CHANGE BY POSTCODE – JANUARY 2022 & BENCHMARKING

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

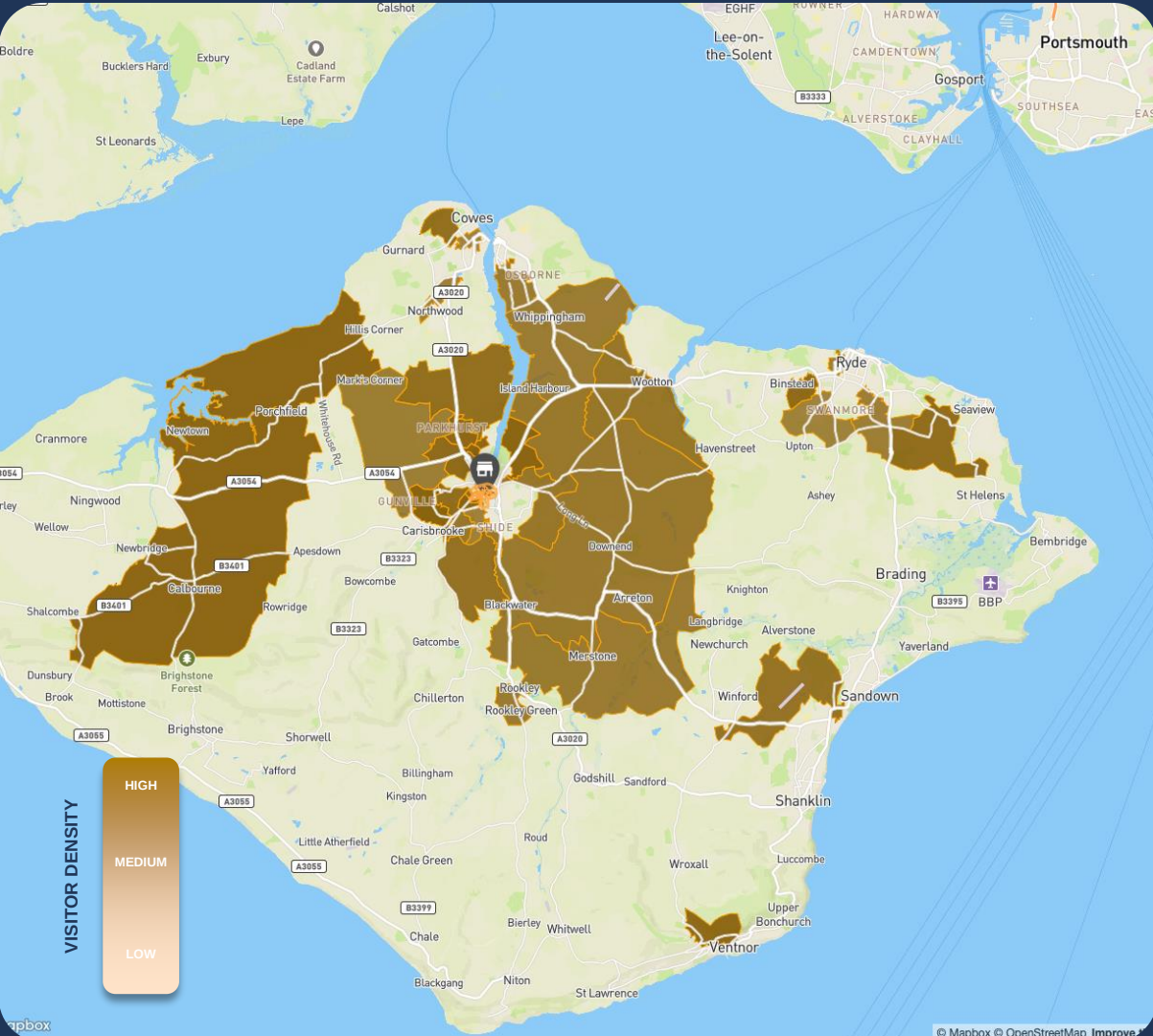


CHANGE IN VISITOR LEVELS
JANUARY 2022 vs JANUARY 2021 (zoomed out)

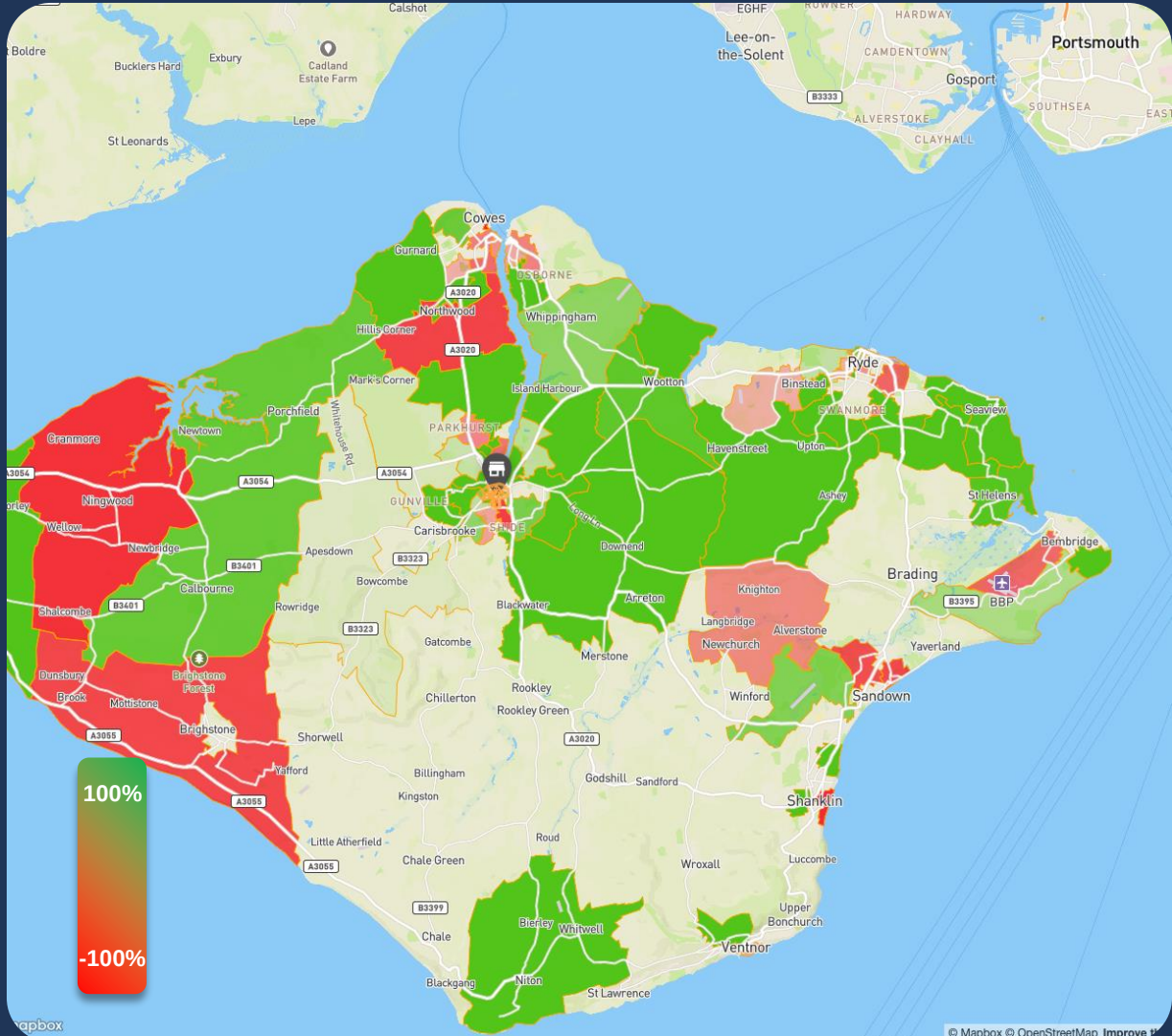


NEWPORT WORKER CATCHMENT CHANGE — JANUARY 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE JANUARY 2022

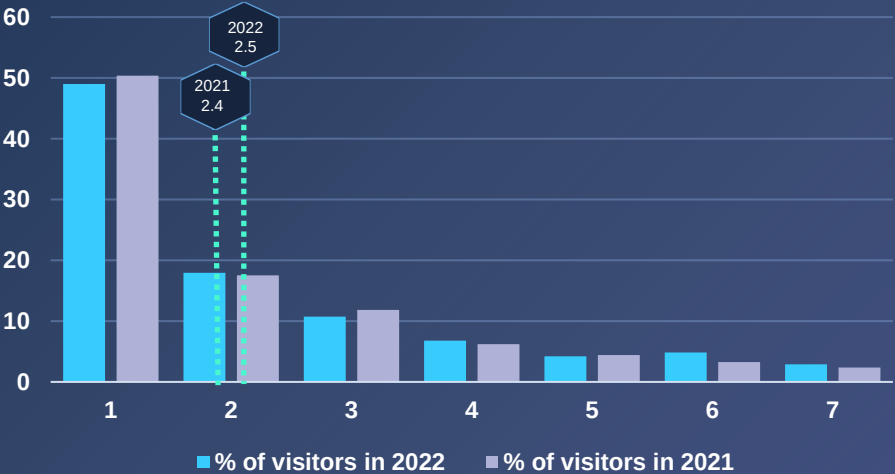


CHANGE IN WORKER CATCHMENT JANUARY 2022 vs JANUARY 2021

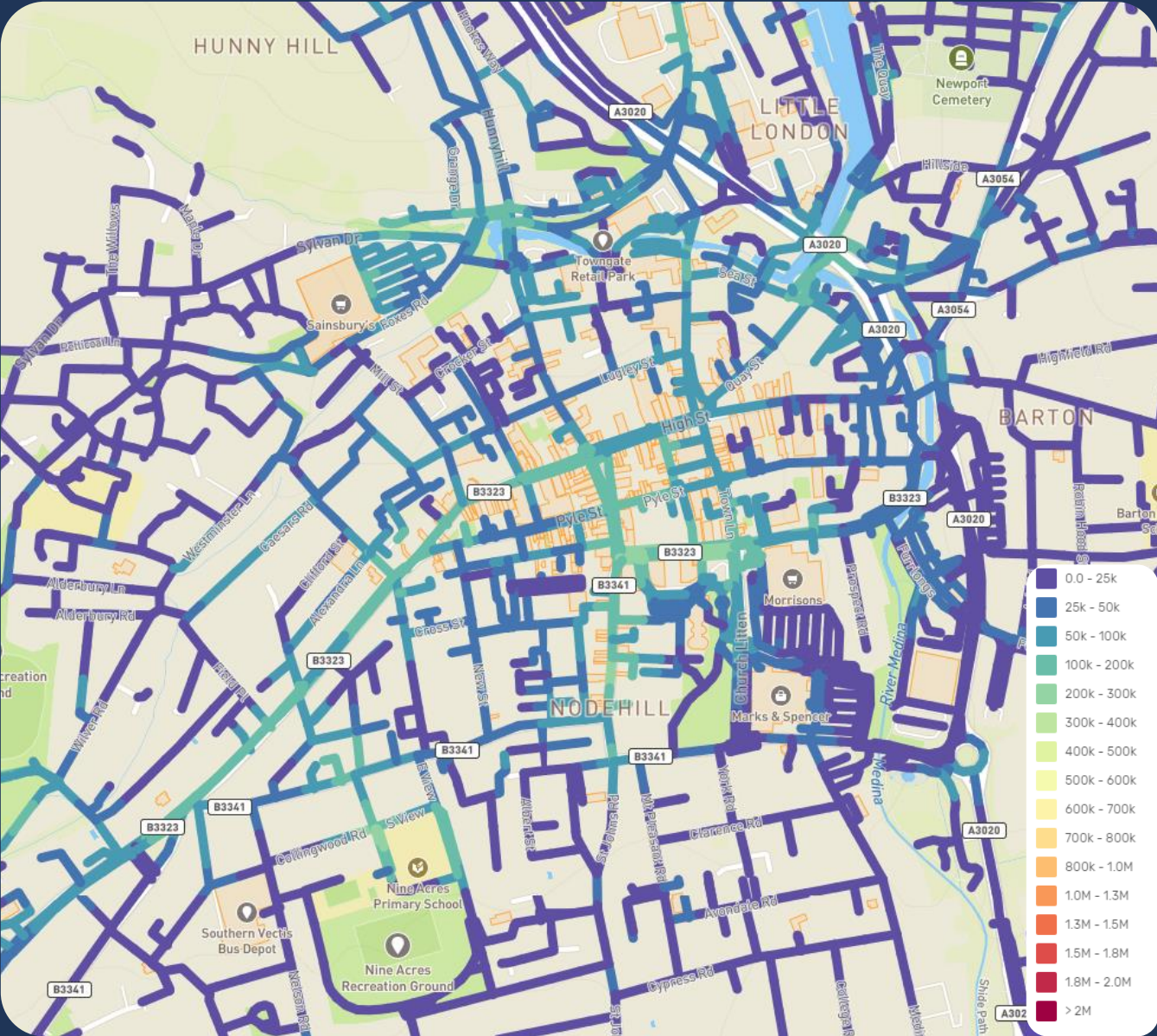
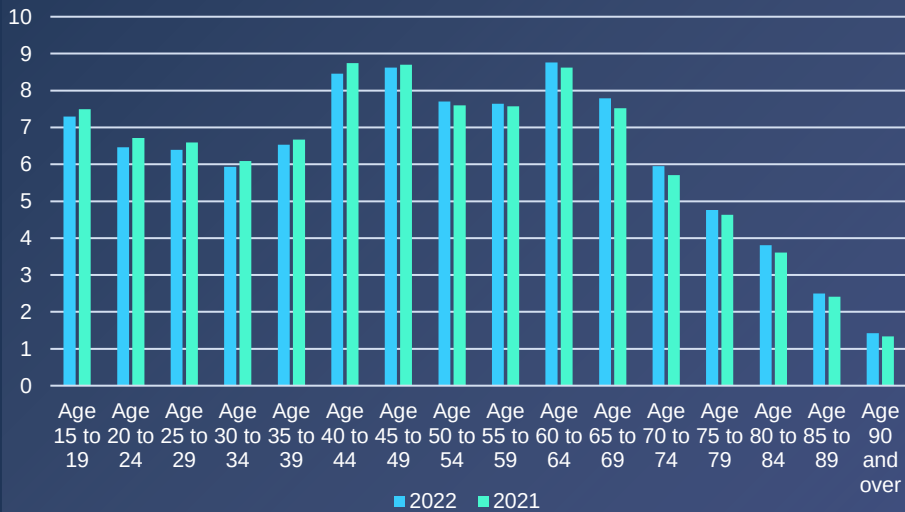


NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (JANUARY 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



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



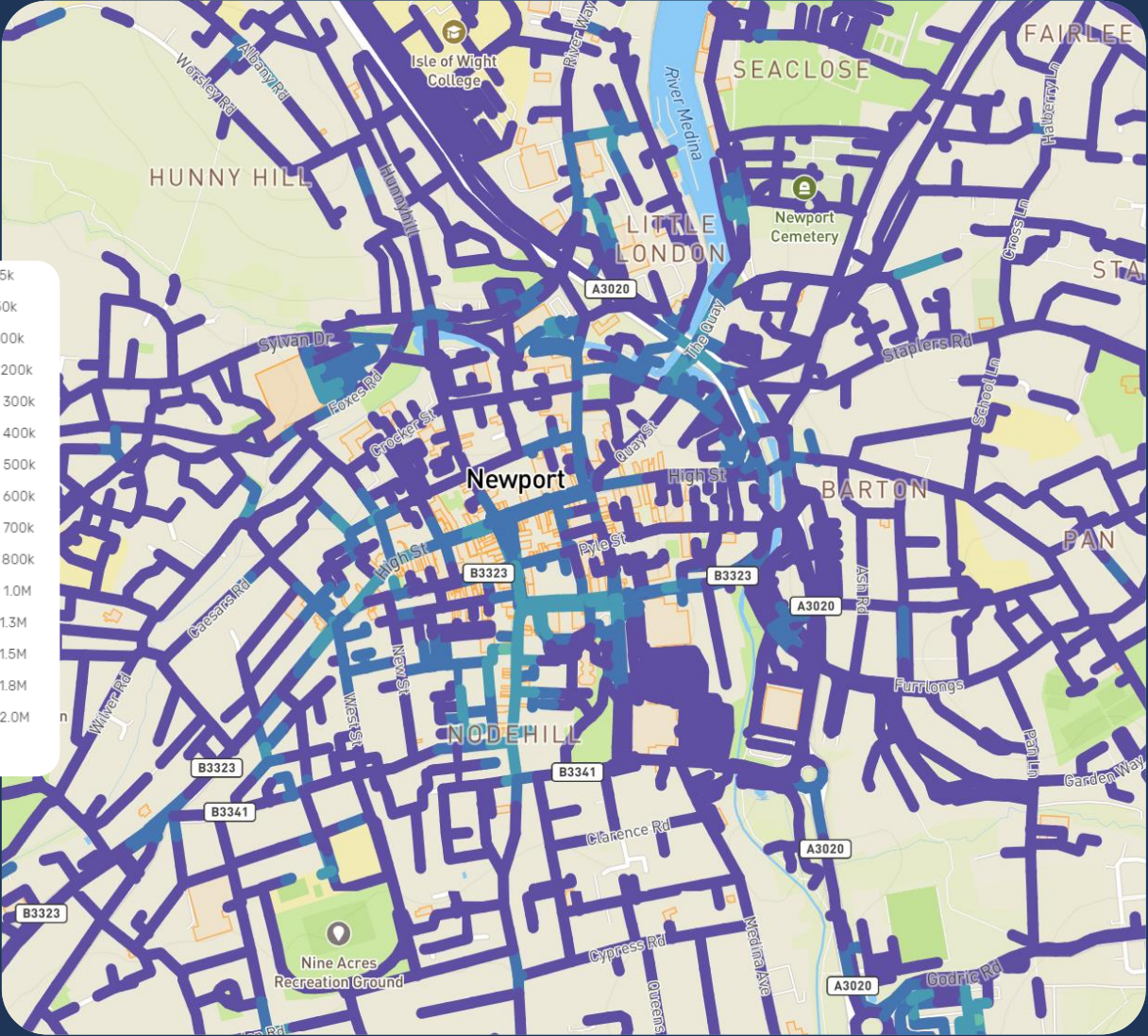
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2022

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – JANUARY 2022 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2022



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2021



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



CENTRE FOOTFALL DATA JANUARY 2022 VS JANUARY 2021 — ENTRY POINTS

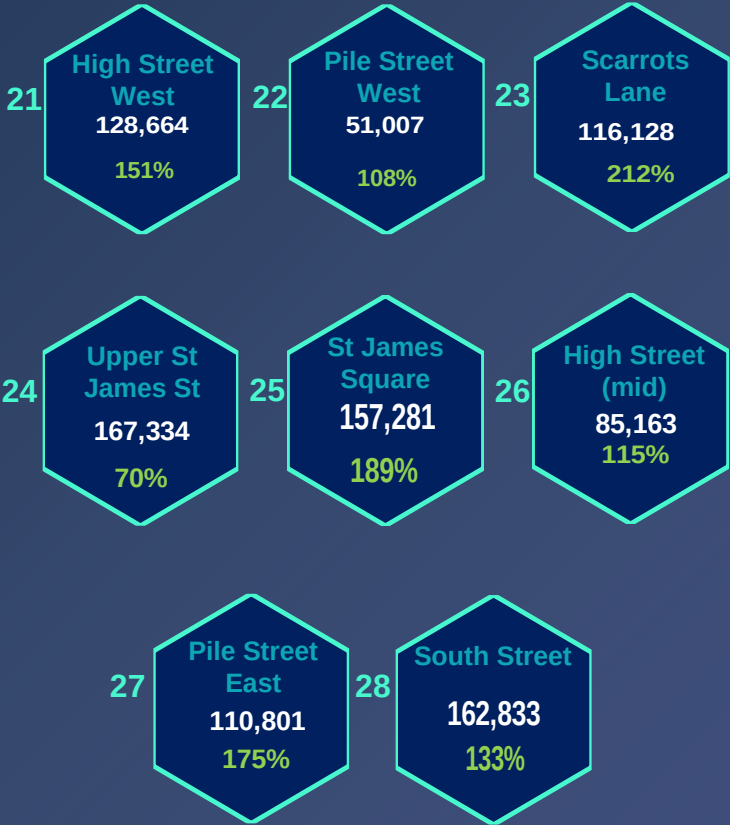


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2022

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



CENTRE FOOTFALL DATA JANUARY 2022 VS JANUARY 2021 — COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2022

TOWN CENTRE KEY LOCATIONS - JANUARY 2022 & BENCHMARKING



ST THOMAS SQUARE

TOTAL VISITS

68,786

VISITS JANUARY 22

593%

VS JANUARY 2021

JAN 21

JAN 22

AVERAGE DWELL TIME

48 MINS

AVERAGE TIME SPENT JANUARY 22

1 MINS

VS JANUARY 2021

JAN 21

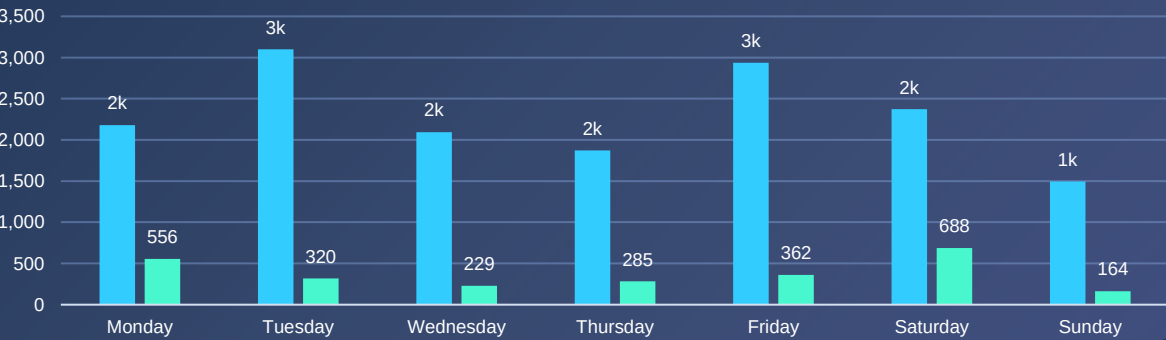
JAN 22

PEDESTRIANS

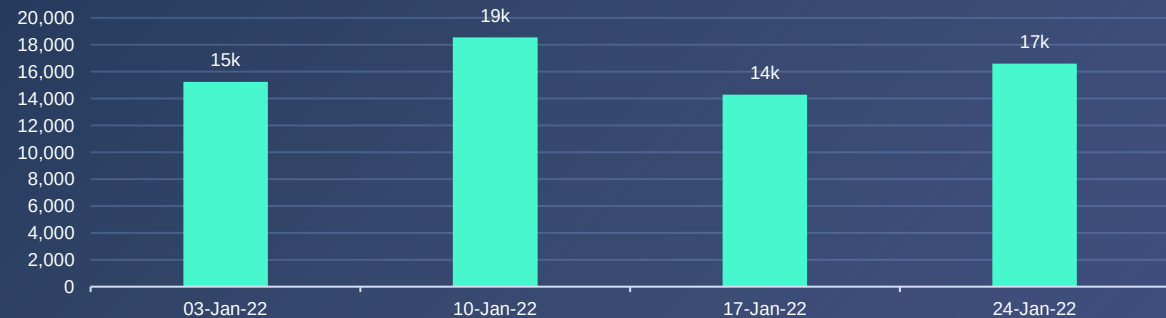
110,179

PEDESTRIANS PASSING THROUGH SQUARE JANUARY 2022

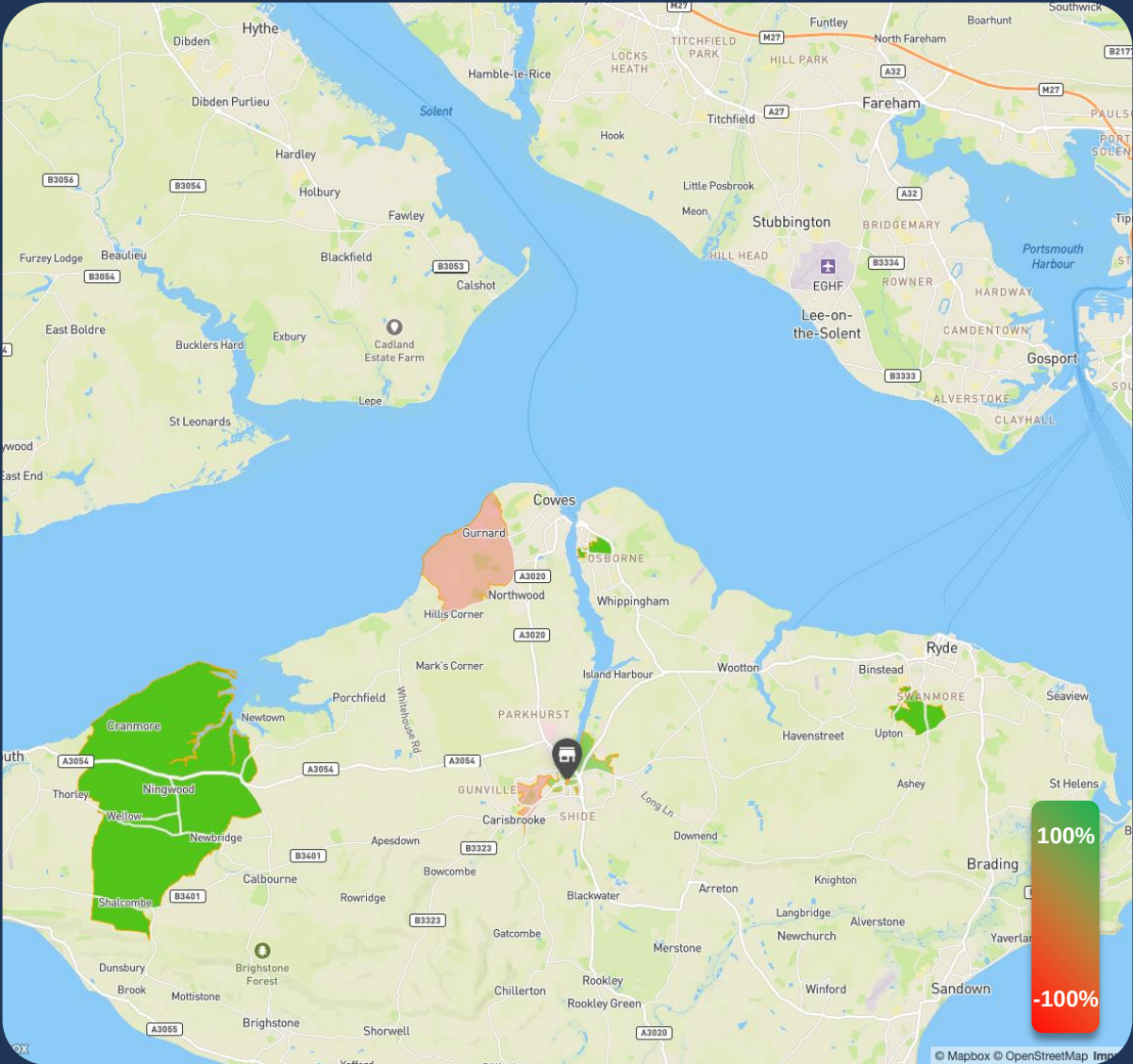
AVERAGE DAILY VISITORS JANUARY 2022 VS JANUARY 2021



WEEKLY VISITS JANUARY 2022



CHANGE IN VISITOR LEVELS JANUARY 2022 VS JANUARY 2021



TOWN CENTRE KEY LOCATIONS - JANUARY 2022 & BENCHMARKING



ST JAMES SQUARE

TOTAL VISITS

47,089
VISITS JANUARY 22

AVERAGE DWELL TIME

45 MINS
AVERAGE TIME SPENT
JANUARY 22

PEDESTRIANS

107,350

PEDESTRIANS PASSING
THROUGH SQUARE
JANUARY 2022

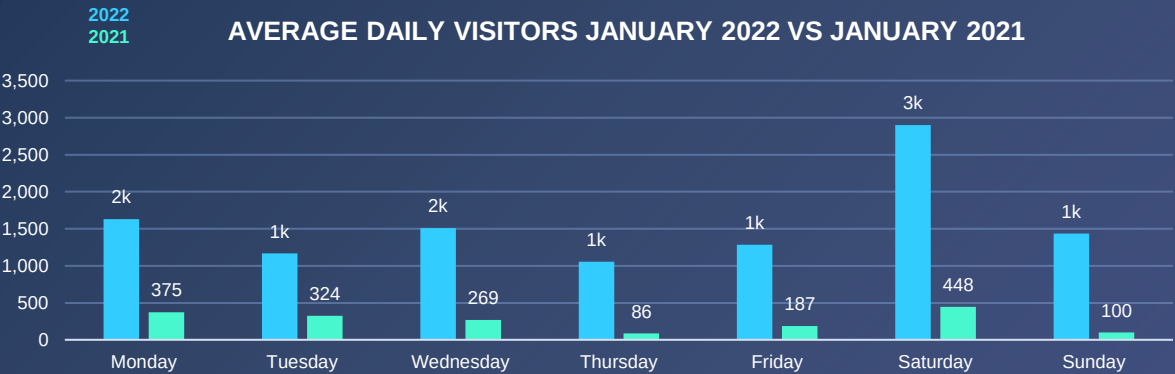
516%
VS JANUARY
2021



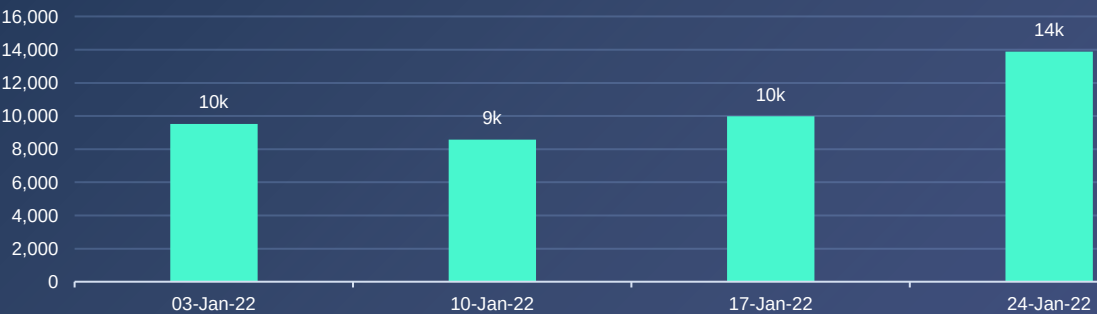
4 MINS
VS JANUARY
2021



AVERAGE DAILY VISITORS JANUARY 2022 VS JANUARY 2021



WEEKLY VISITS JANUARY 2022



CHANGE IN VISITOR LEVELS JANUARY 2022 VS JANUARY 2021

