

VISITOR INSIGHTS

MONTHLY REPORT

NEWPORT, Isle of Wight

MARCH 2022

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



VISITOR | INSIGHTS

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

TOTAL VISITS



1,243,734

VISITS TO THE HIGH STREET

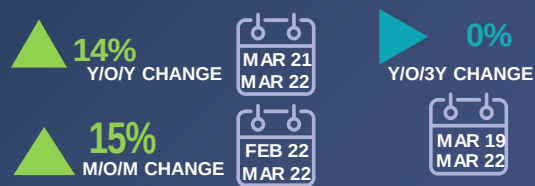


AVERAGE DWELL TIME



194MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

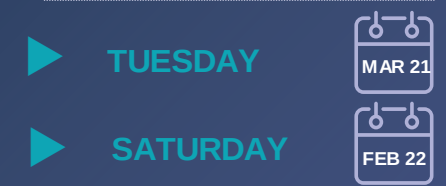


POPULAR VISIT DAY

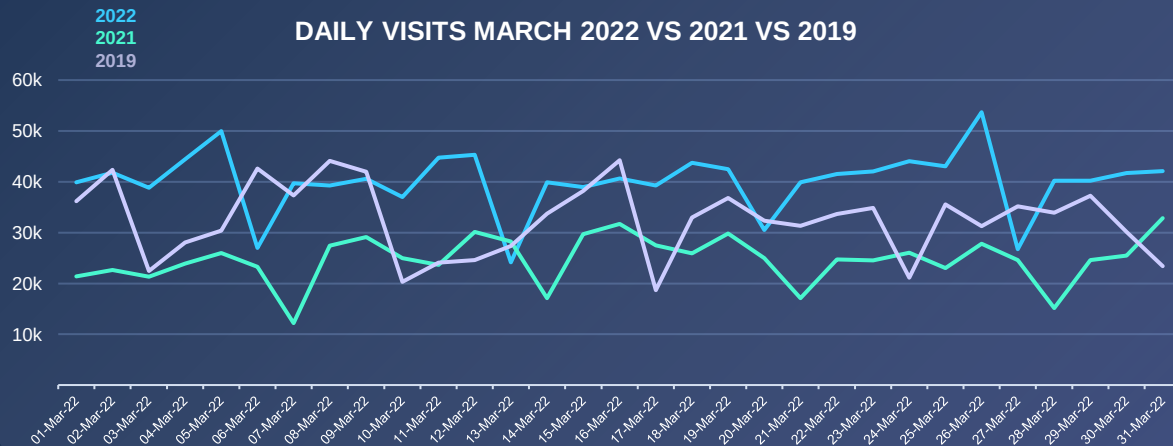


WEDNESDAY

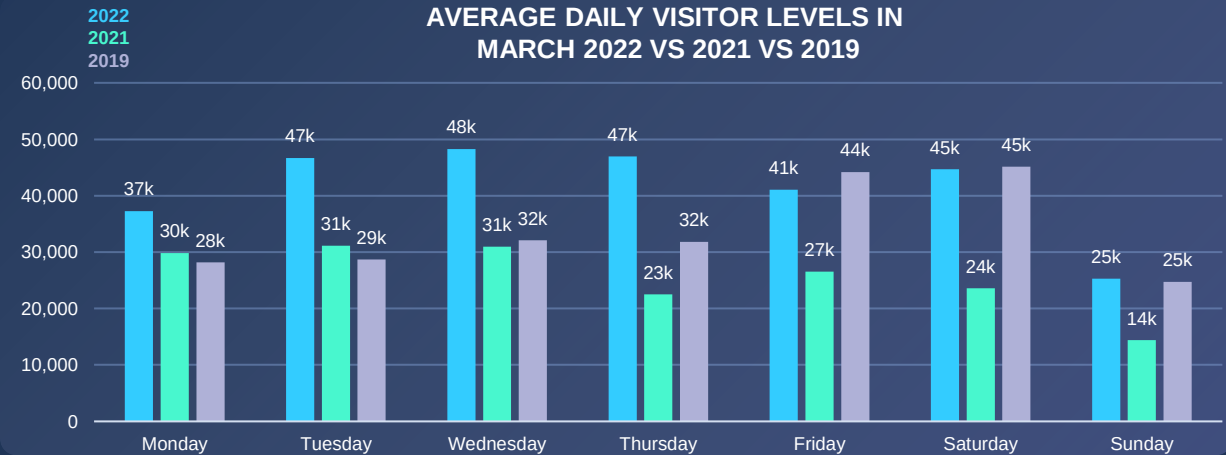
48k AVERAGE VISITS ON FRIDAY IN MARCH



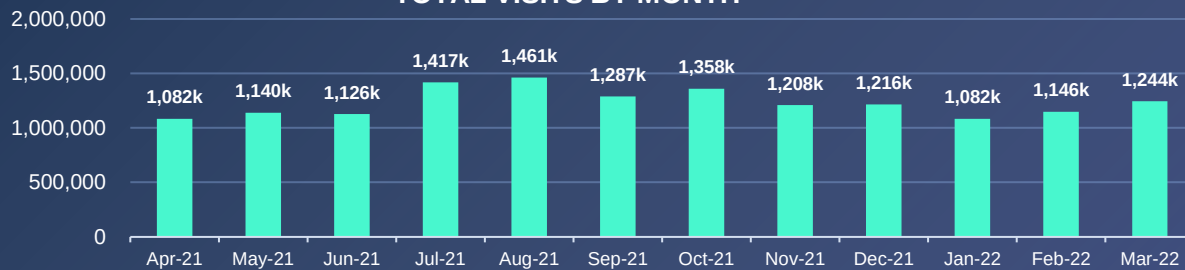
DAILY VISITS MARCH 2022 VS 2021 VS 2019



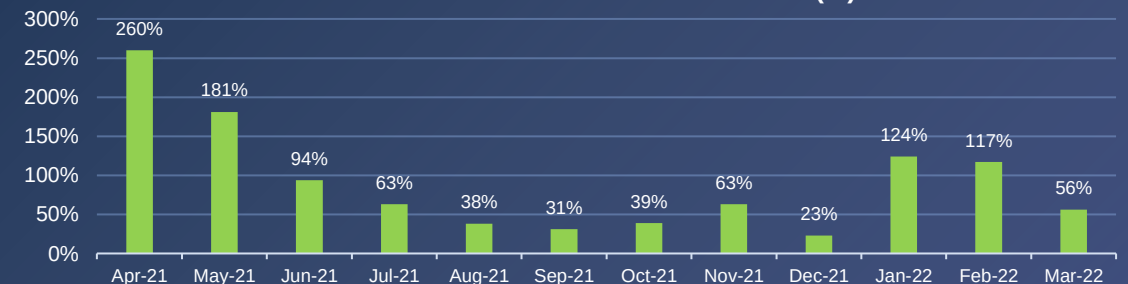
AVERAGE DAILY VISITOR LEVELS IN MARCH 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



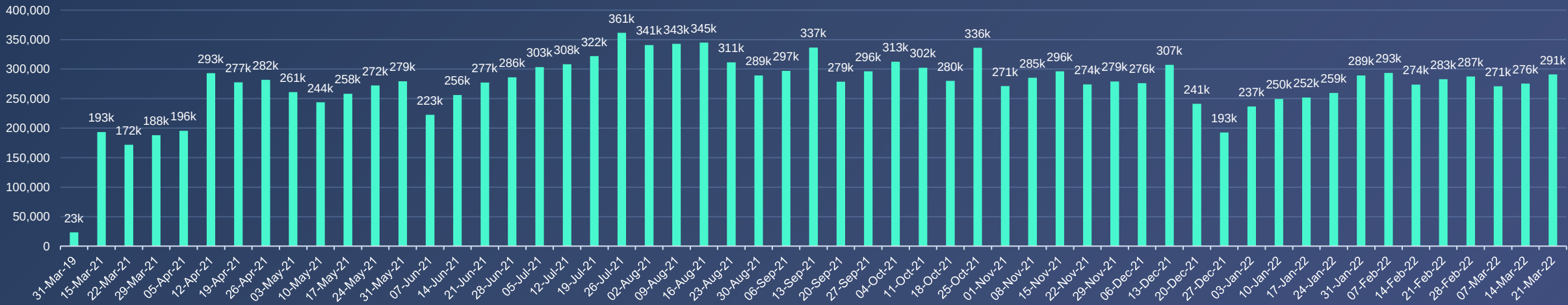
TOTAL VISIT CHANGE BY MONTH (%)



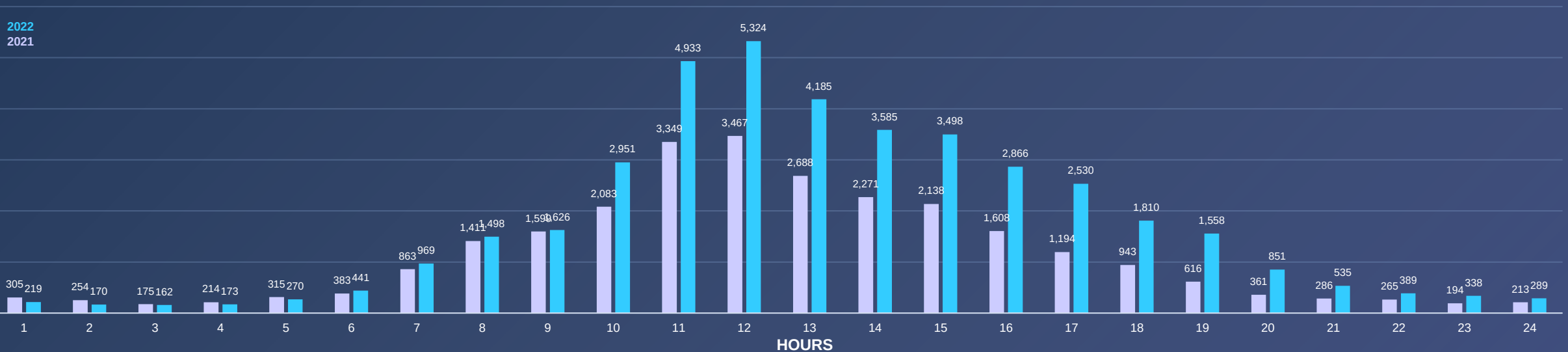
NEWPORT TOWN CENTRE — MARCH 2022 SUMMARY & BENCHMARKING (MARCH 2021-22)



WEEKLY FOOTFALL



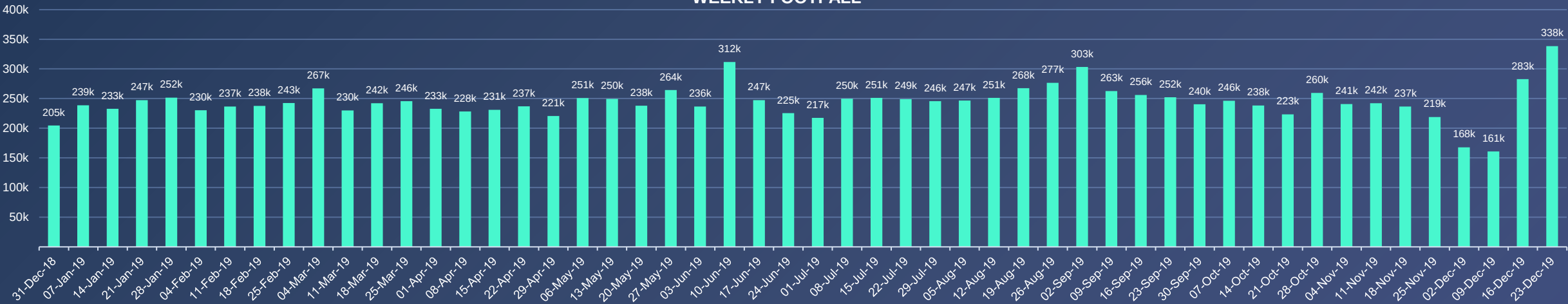
AVERAGE VISITS BY HOUR



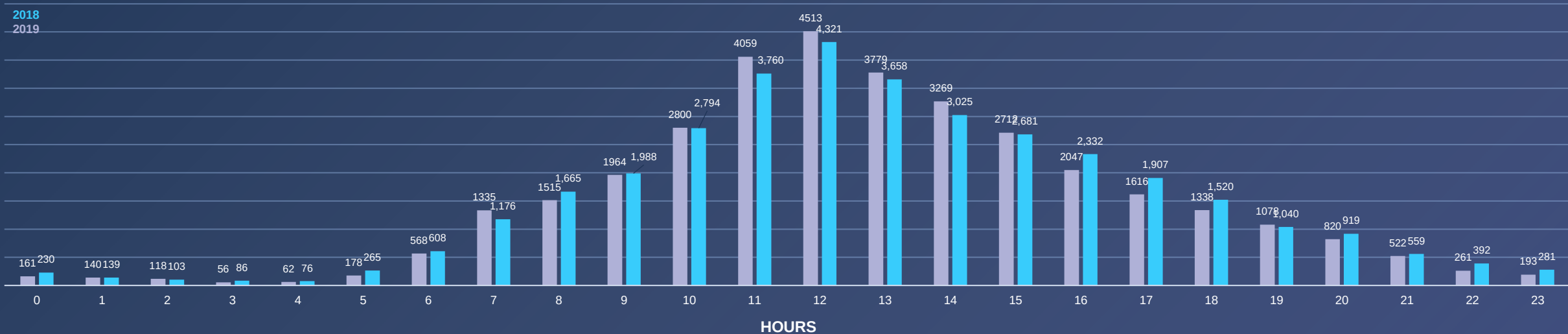
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



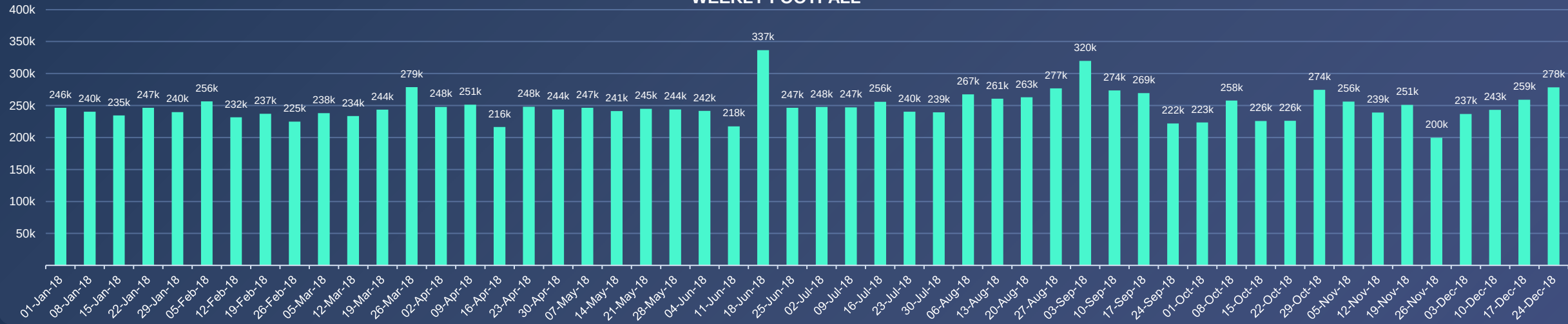
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



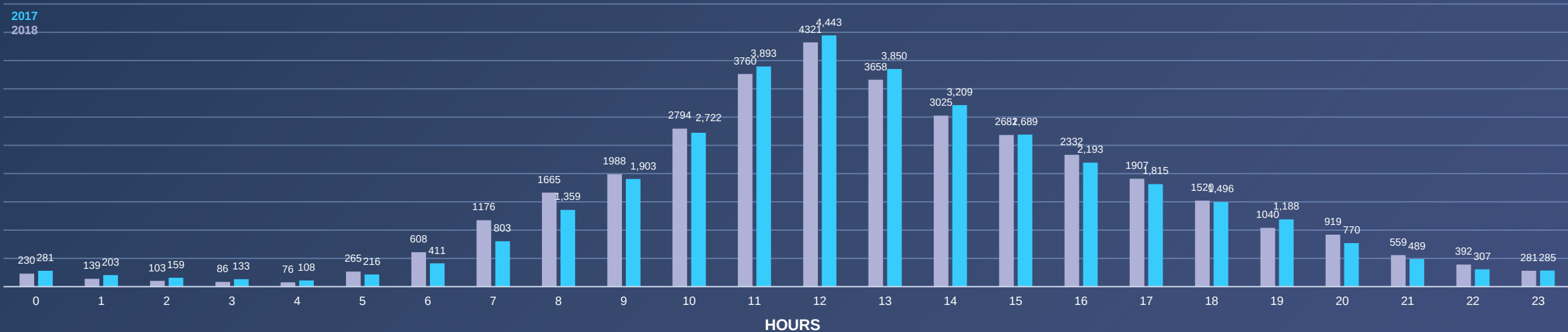
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



15,561,168

VISITS TO THE HIGH STREET
MARCH 21 - MARCH 22

▲ 14%
4 YEAR CHANGE



AVERAGE DWELL TIME



155MINS

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

▼ -10%
4 YEAR CHANGE



PLACES VISITED



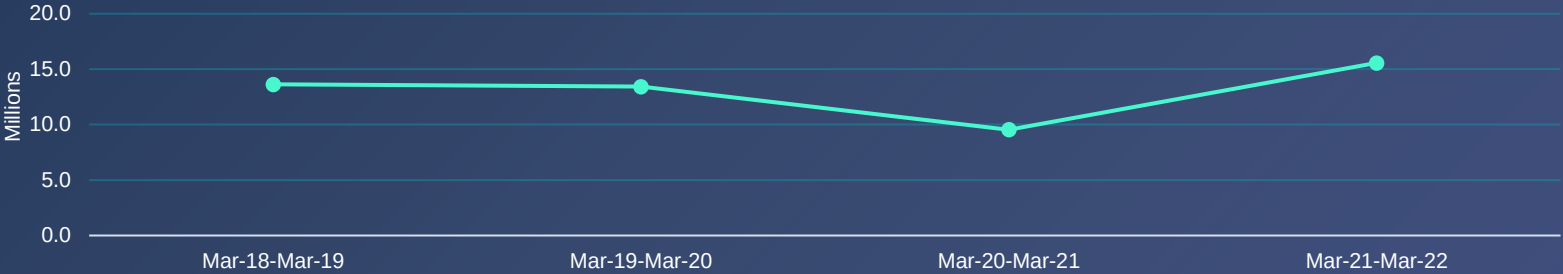
2.4

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

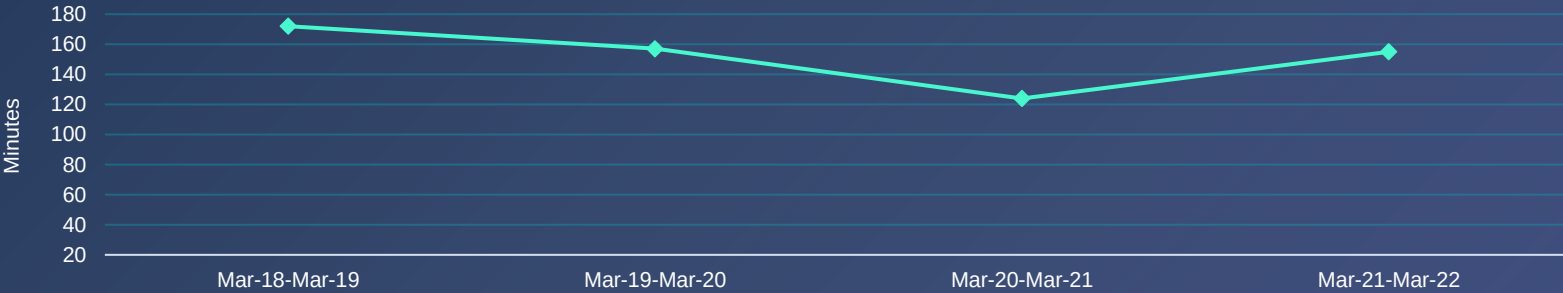
▼ -14%
4 YEAR CHANGE



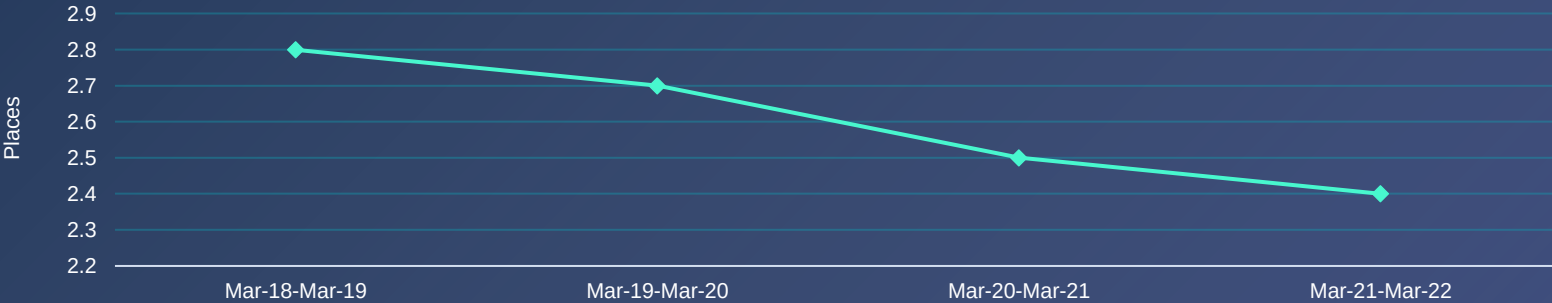
FOOTFALL



DWELL TIME

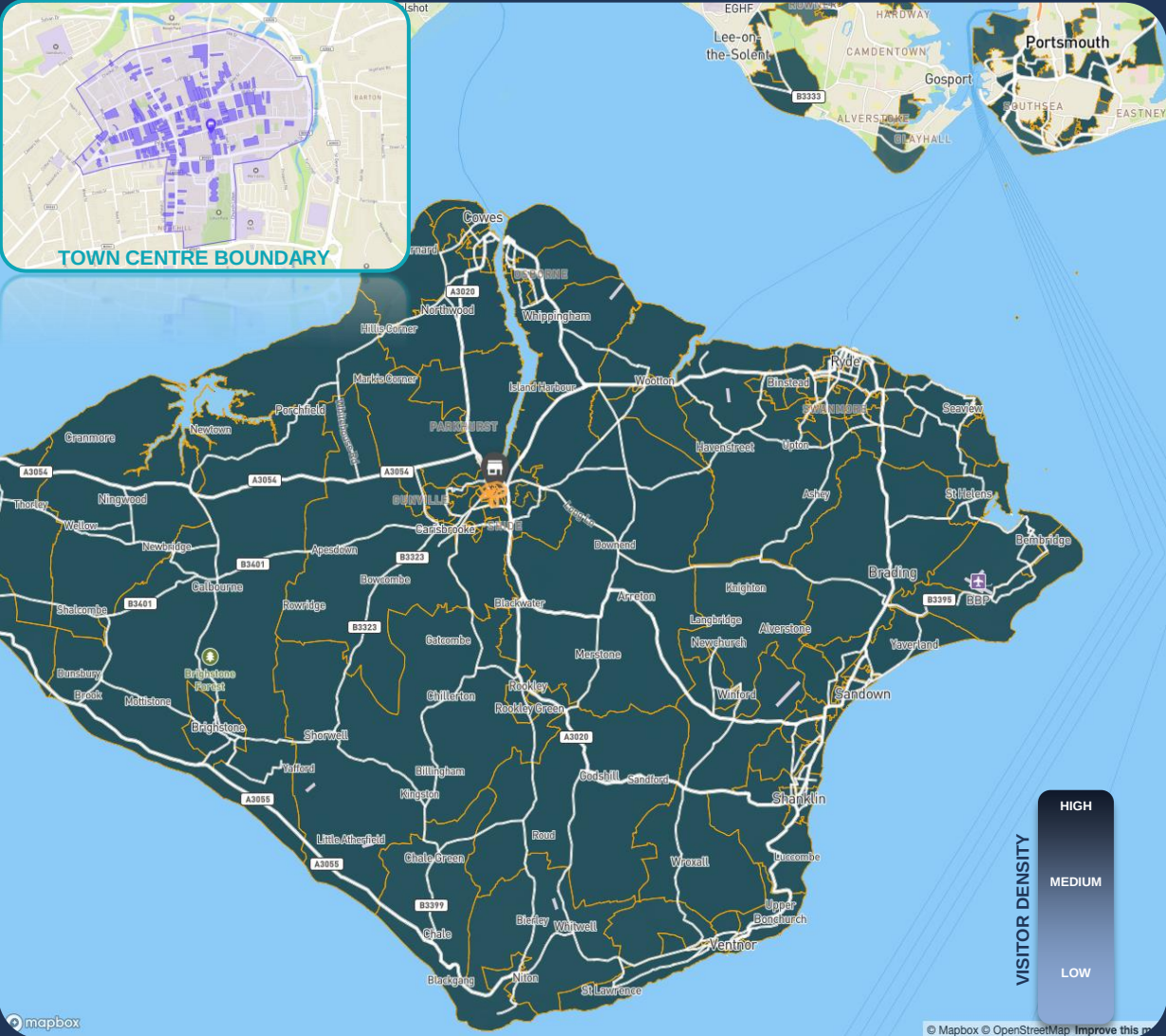


PLACES VISITED

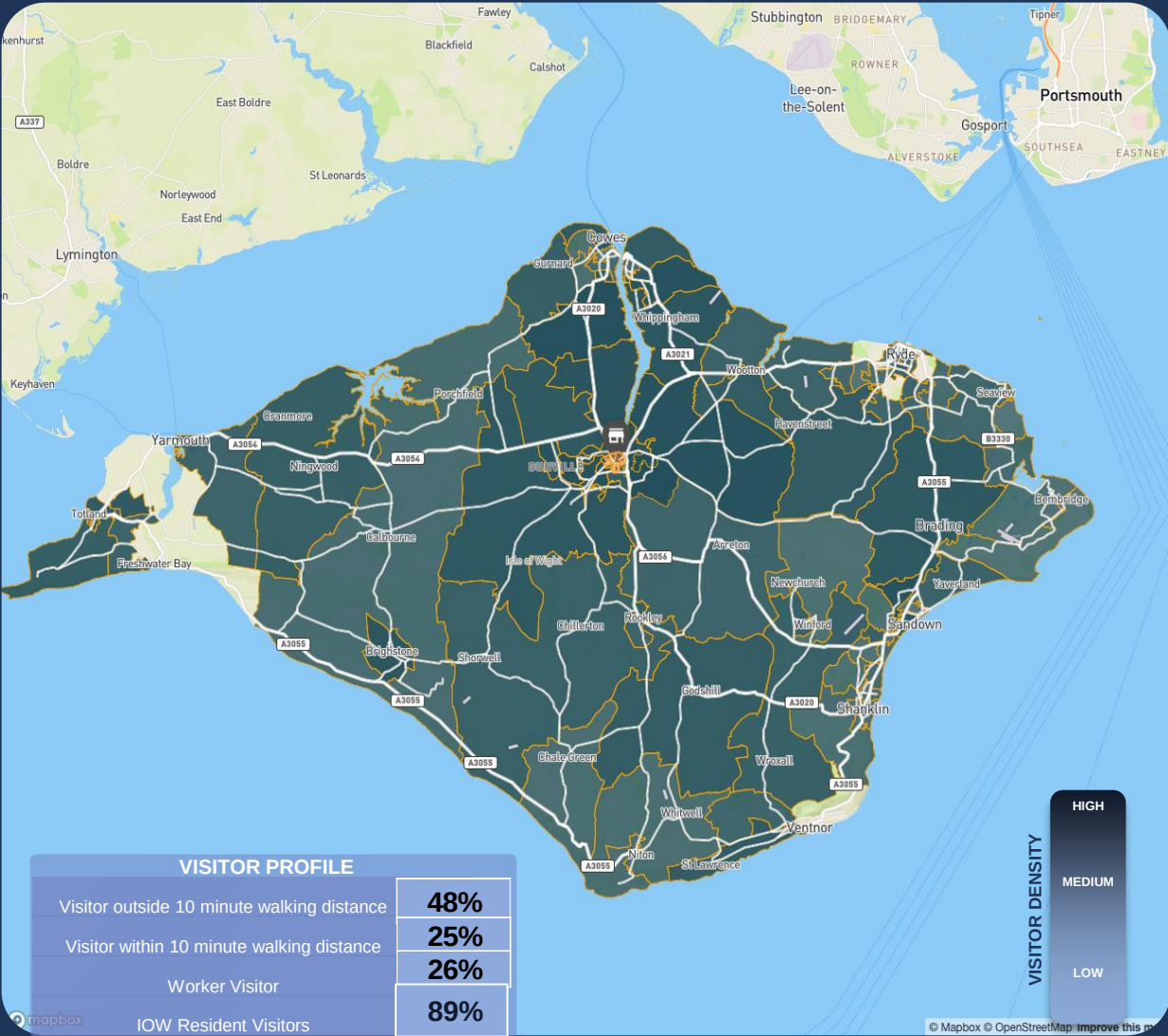


NEWPORT VISITOR CATCHMENT — MARCH 2022 & BENCHMARKING (MARCH 2021-22)

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

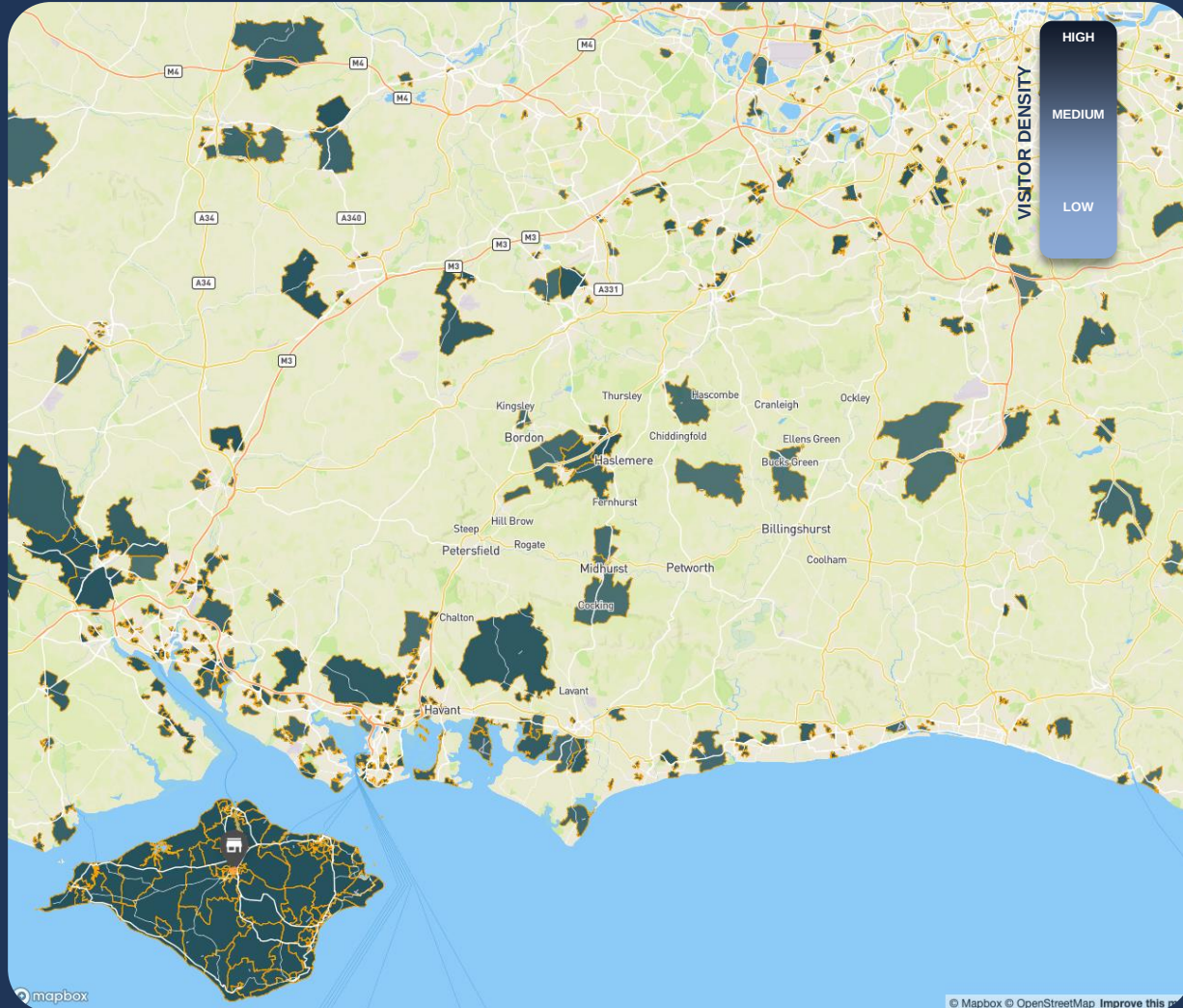


VISITOR CATCHMENT BY POSTCODE
IN MARCH 2022 (zoomed in)

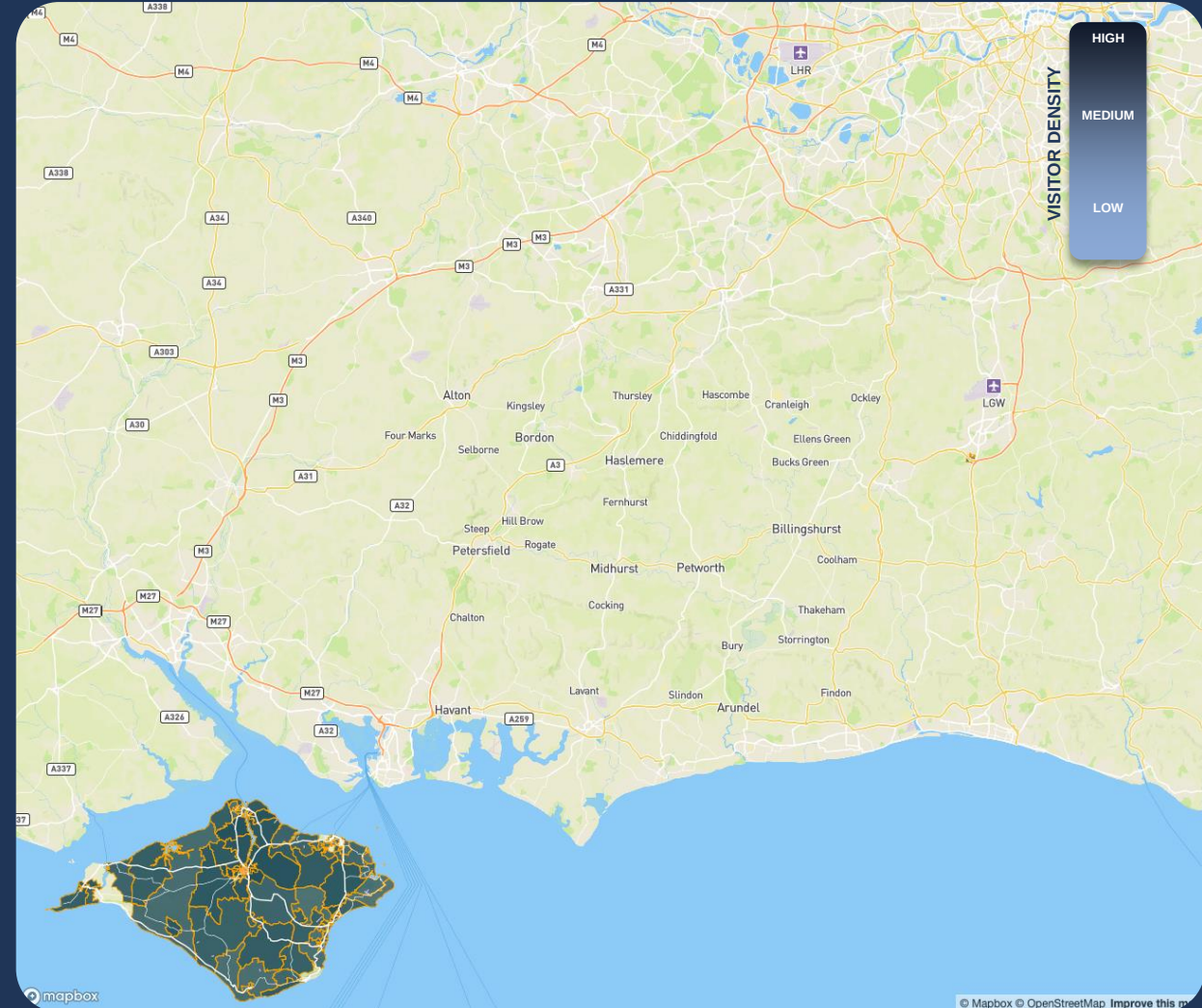


NEWPORT VISITOR CATCHMENT — MARCH 2021 & BENCHMARKING (MARCH 2020-21)

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



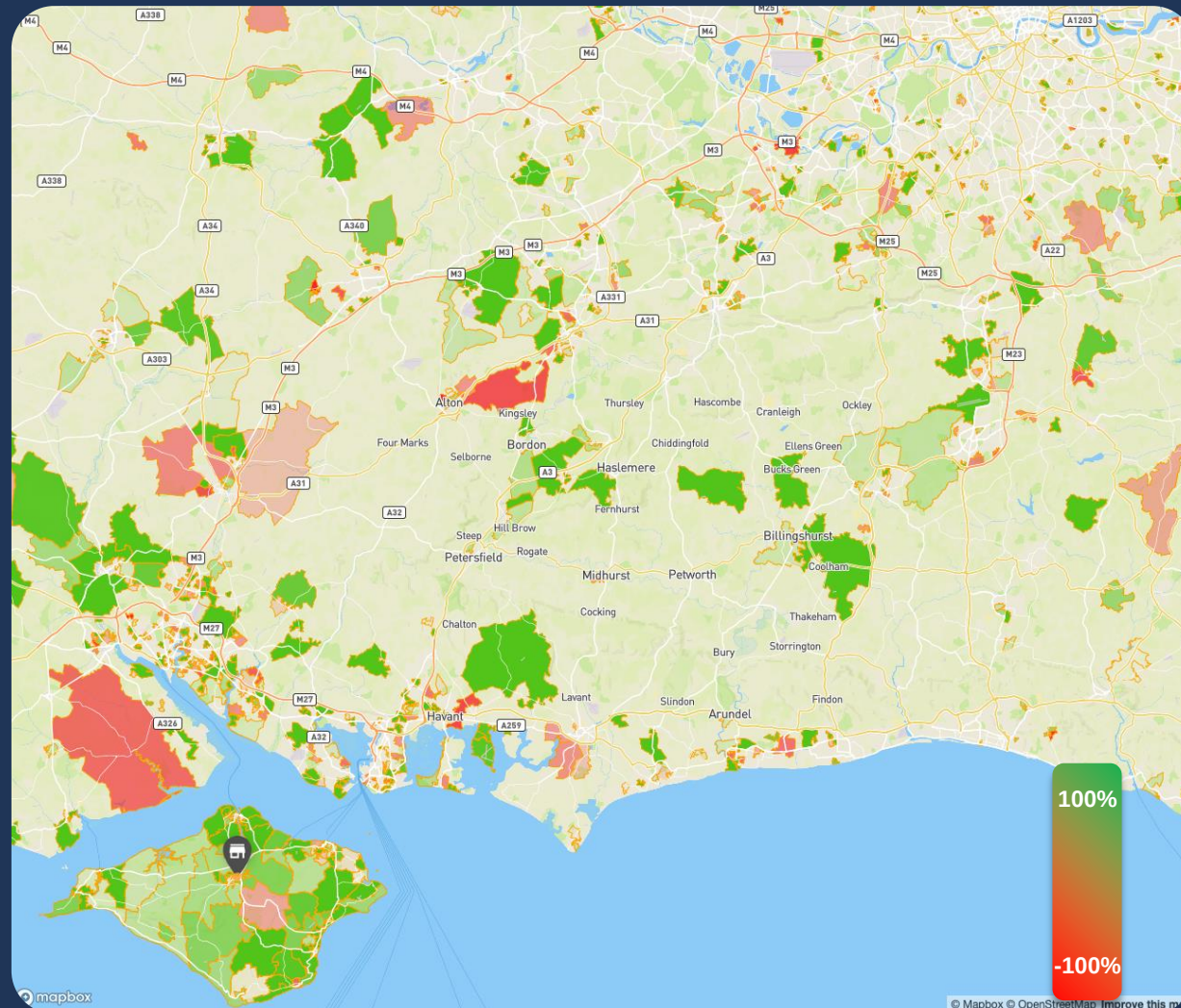
VISITOR CATCHMENT BY POSTCODE
IN MARCH 2021 (zoomed out)



VI
VISITOR | INSIGHTS

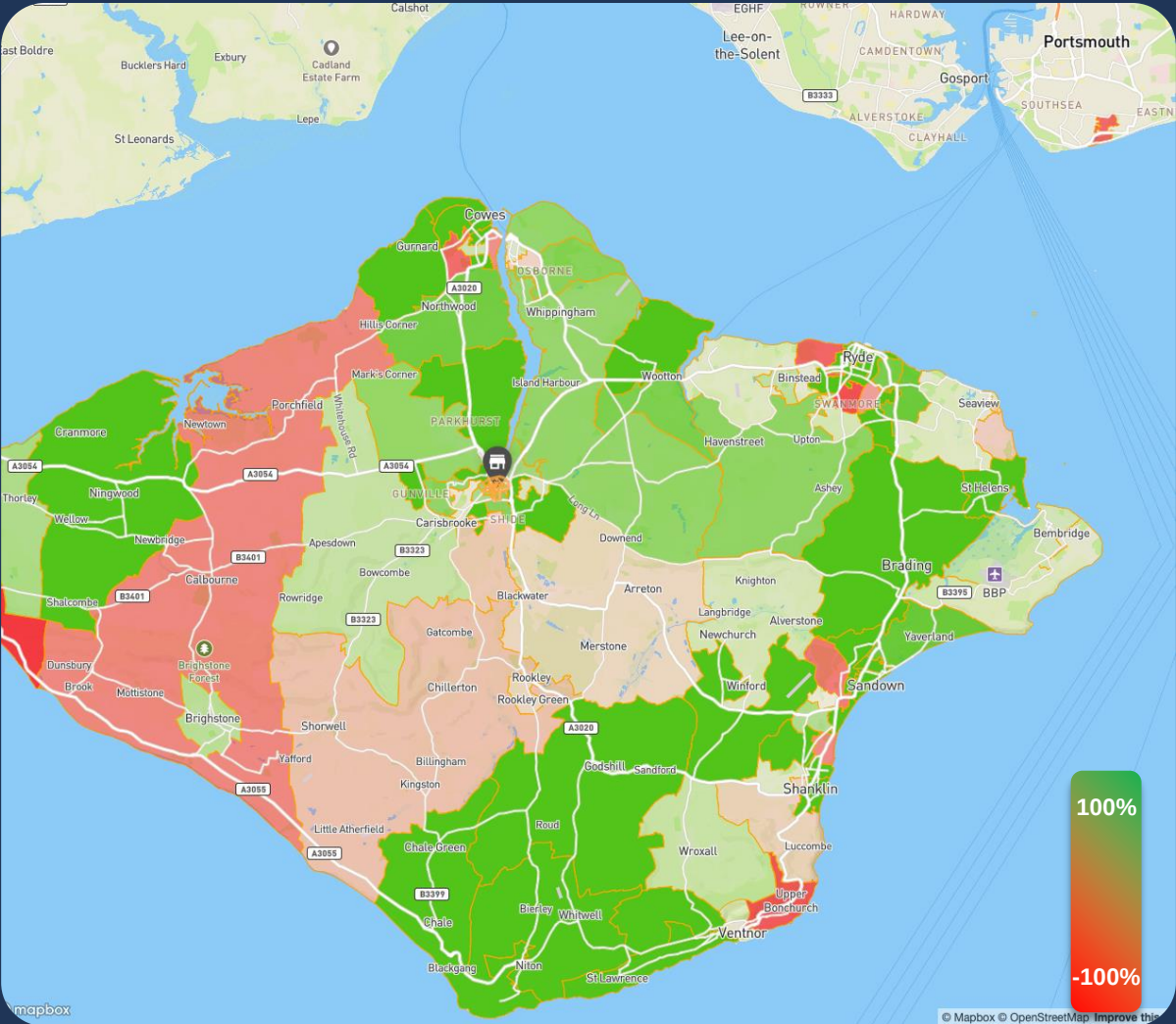
CHANGE IN VISITOR LEVELS

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

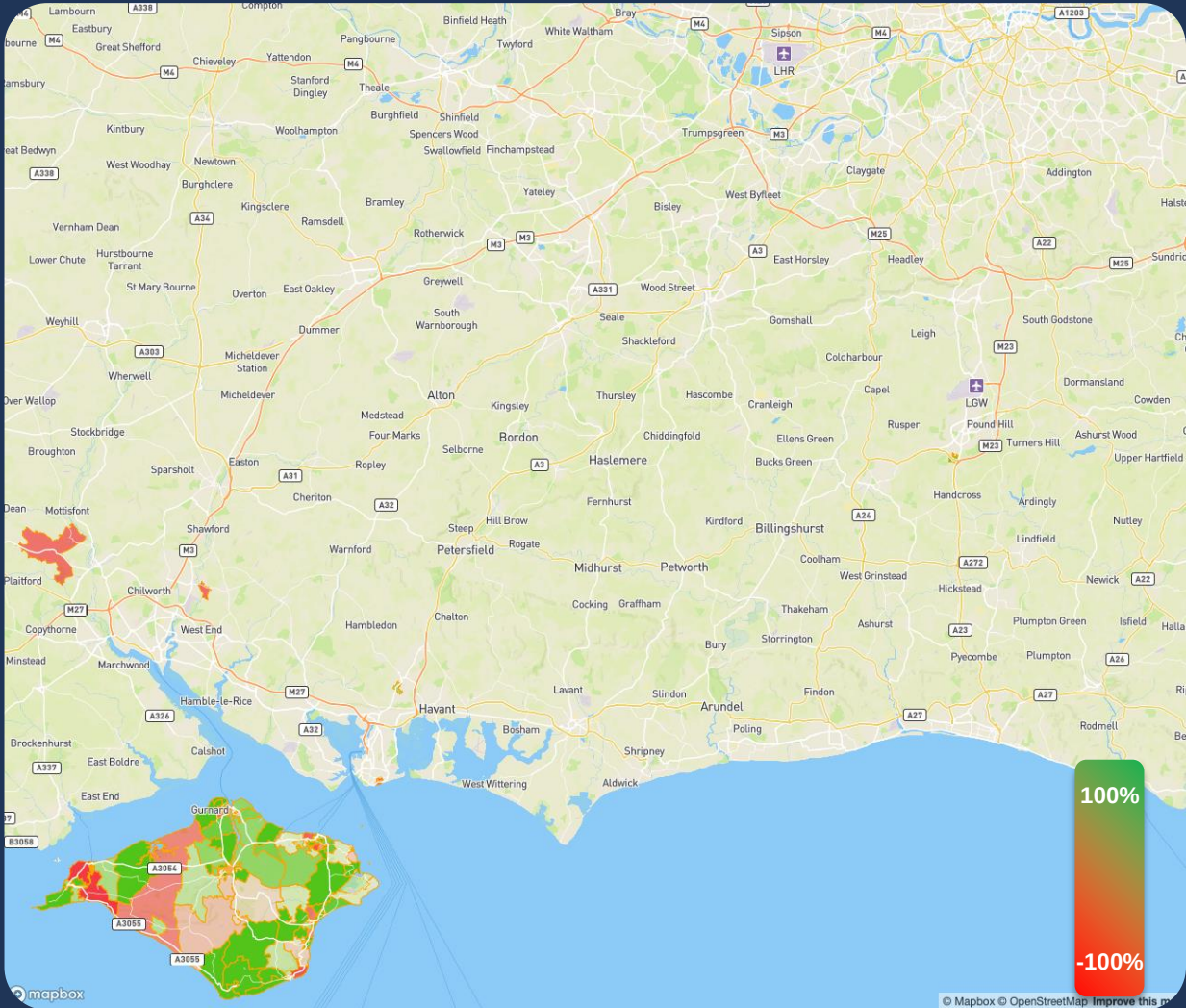


NEWPORT VISITOR CHANGE BY POSTCODE – MARCH 2022 & BENCHMARKING

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

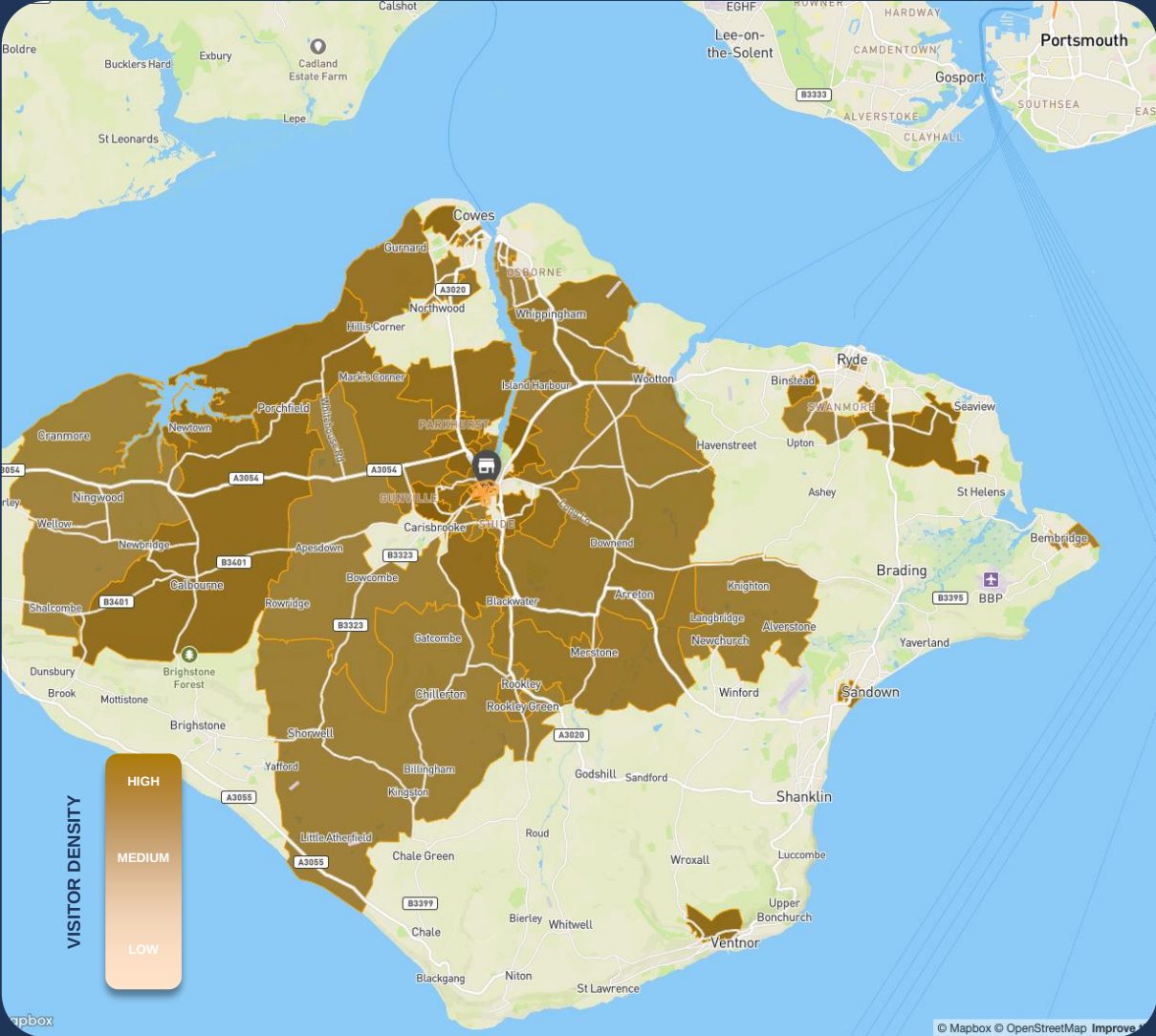


CHANGE IN VISITOR LEVELS
MARCH 2022 vs MARCH 2021 (zoomed out)

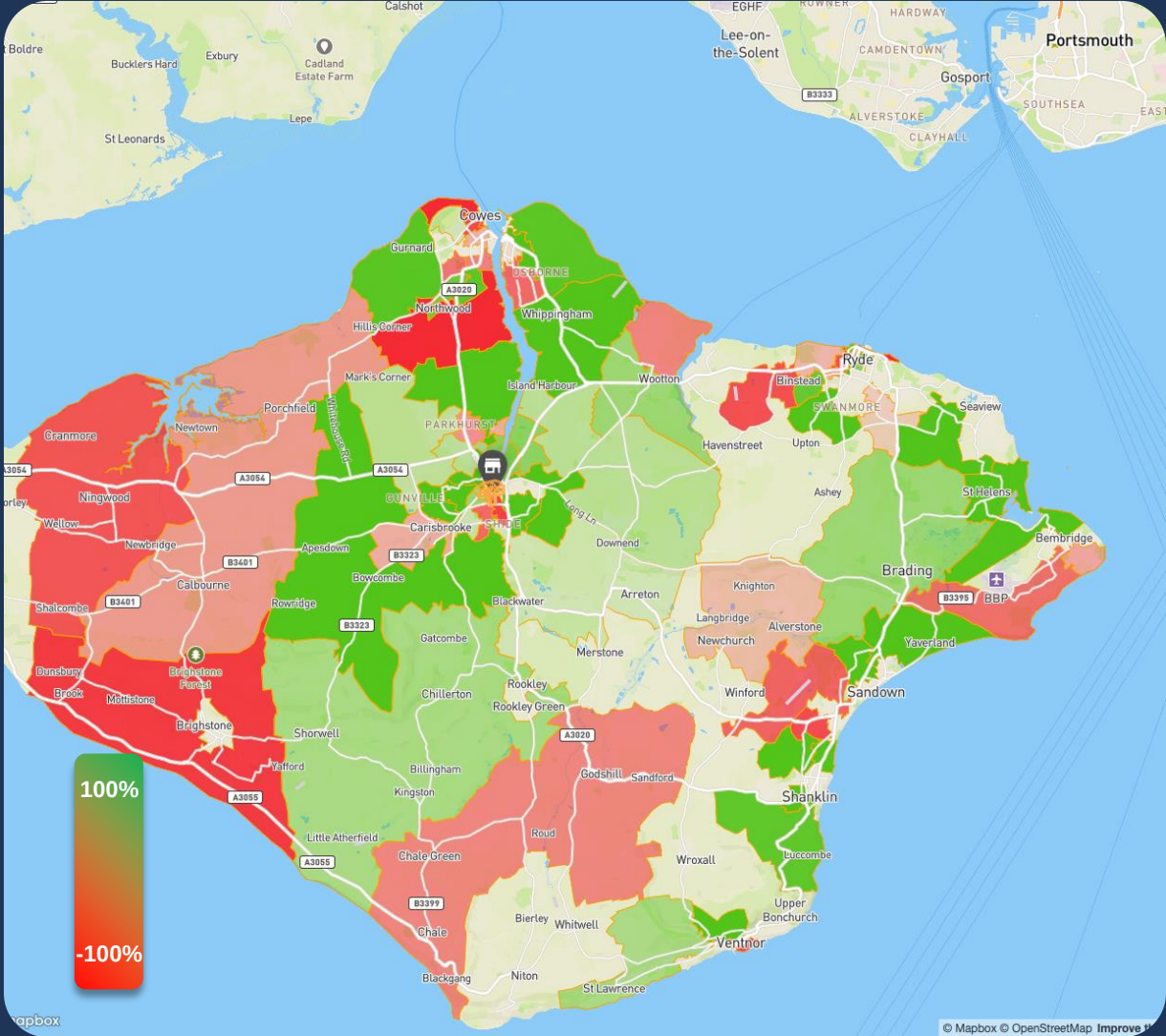


NEWPORT WORKER CATCHMENT CHANGE — MARCH 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE MARCH 2022

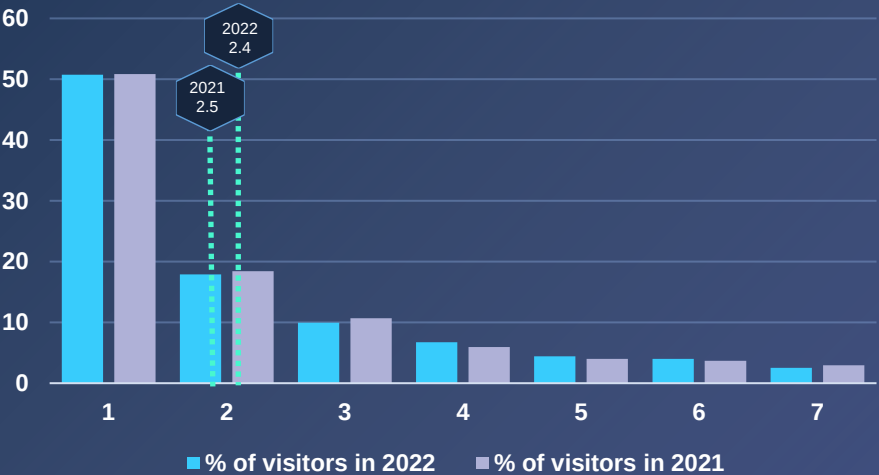


CHANGE IN WORKER CATCHMENT MARCH 2022 vs MARCH 2021

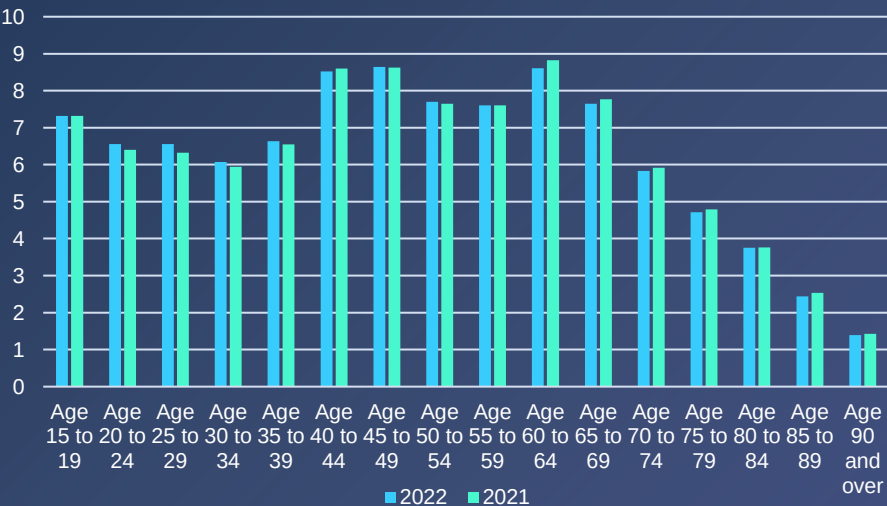


NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (MARCH 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



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



KEY: PEDESTRIAN NUMBERS MARCH 2022

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MARCH 2022

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – MARCH 2022 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MARCH 2022



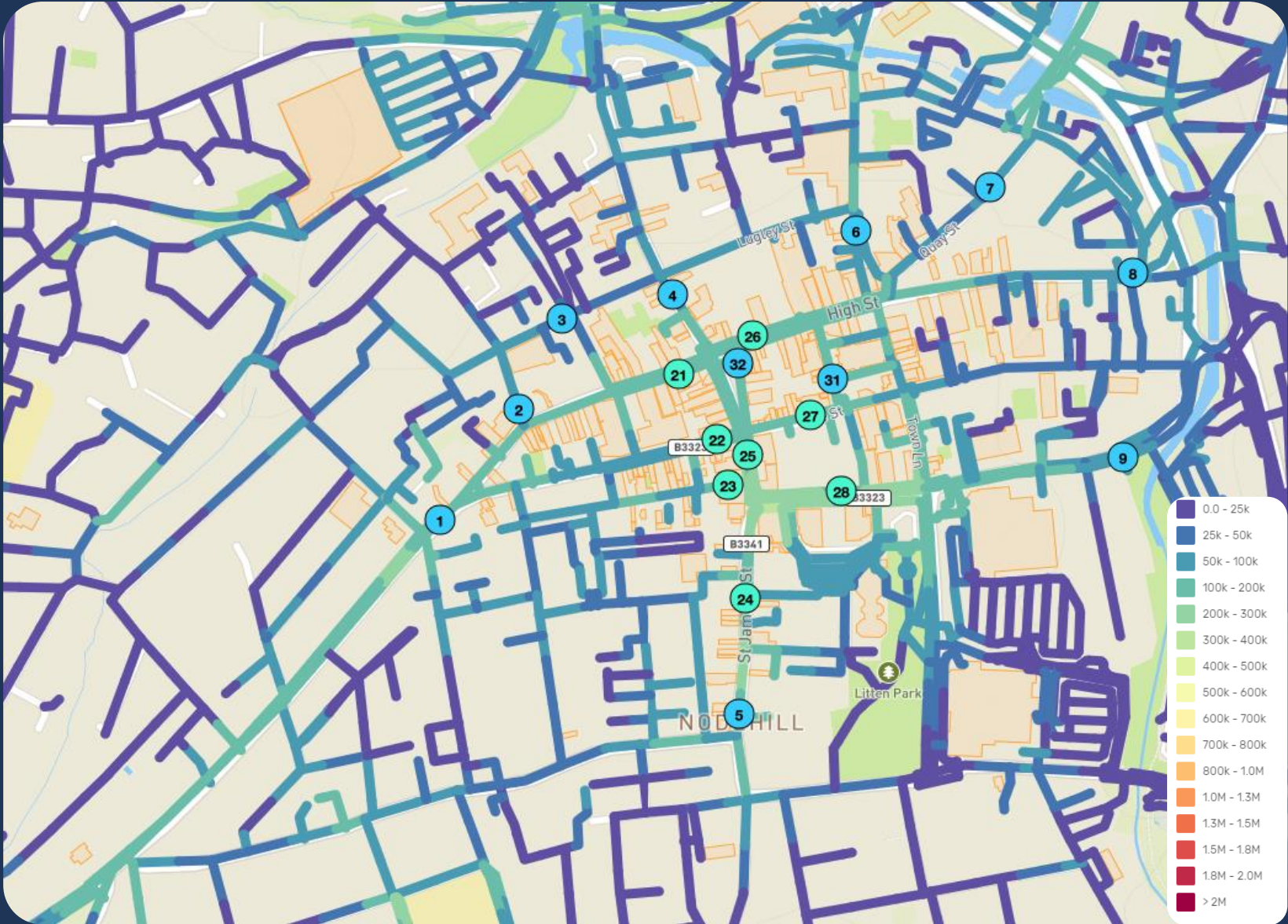
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MARCH 2021



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



CENTRE FOOTFALL DATA MARCH 2022 VS MARCH 2021 – ENTRY POINTS



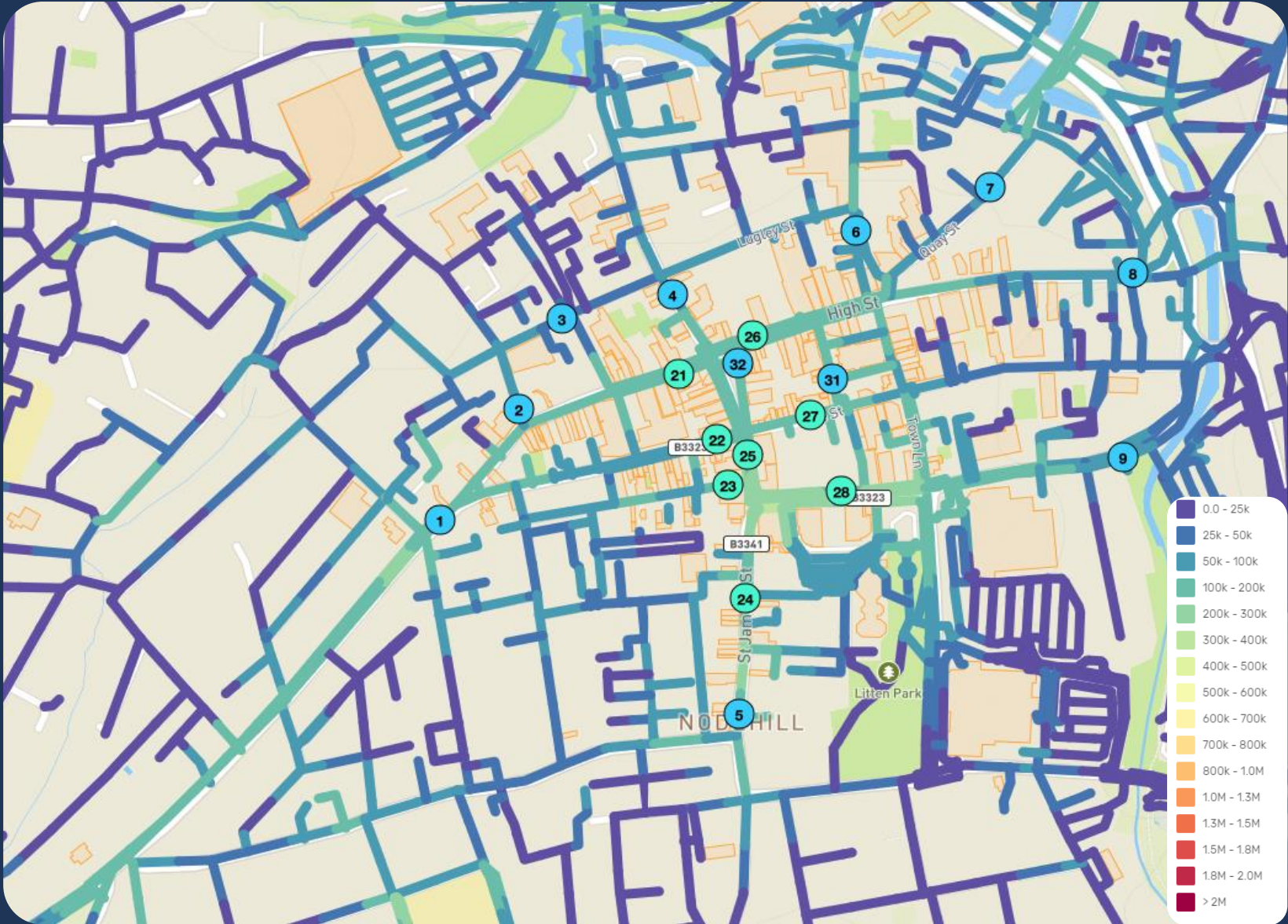
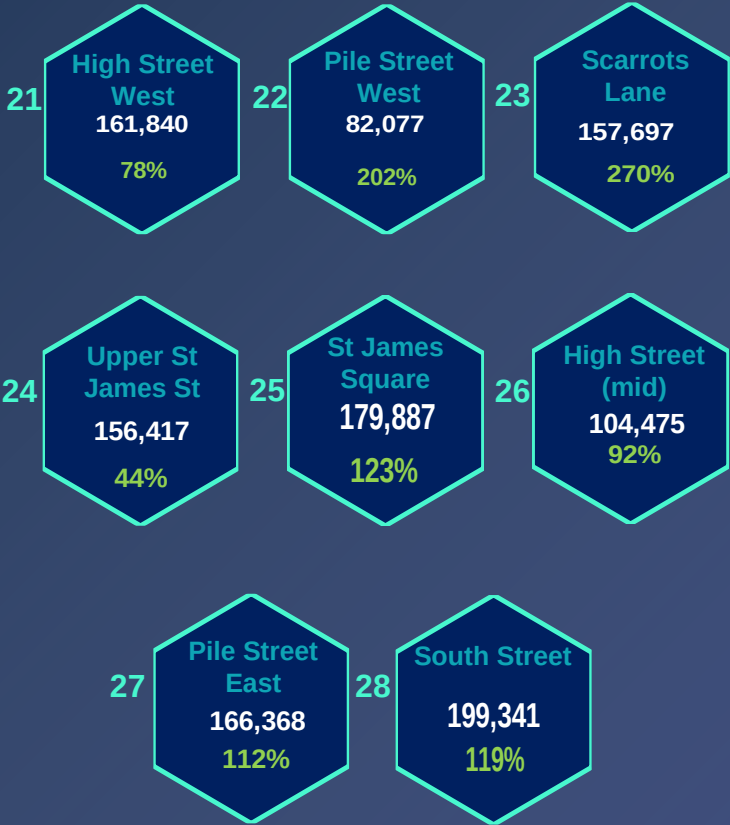
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MARCH 2022

KEY: PEDESTRIAN NUMBERS MARCH 2022

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



CENTRE FOOTFALL DATA MARCH 2022 VS MARCH 2021 — COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MARCH 2022

TOWN CENTRE KEY LOCATIONS - MARCH 2022 & BENCHMARKING

ST THOMAS SQUARE

TOTAL VISITS

102,764
VISITS MARCH 22

299%
VS MARCH
2021



AVERAGE DWELL TIME

120 MINS
AVERAGE TIME SPENT
MARCH 22

93 MINS
VS MARCH
2021

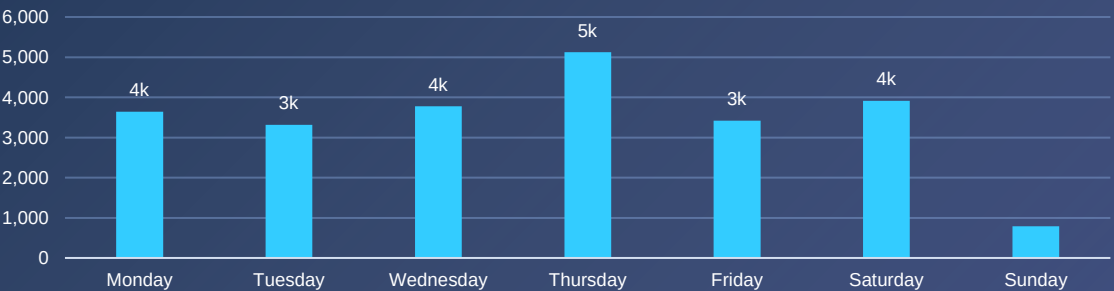


PEDESTRIANS

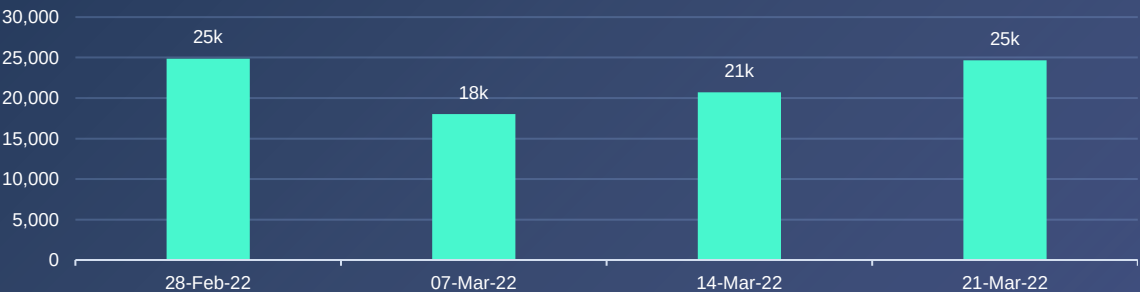
151,795

PEDESTRIANS PASSING
THROUGH SQUARE
MARCH 2022

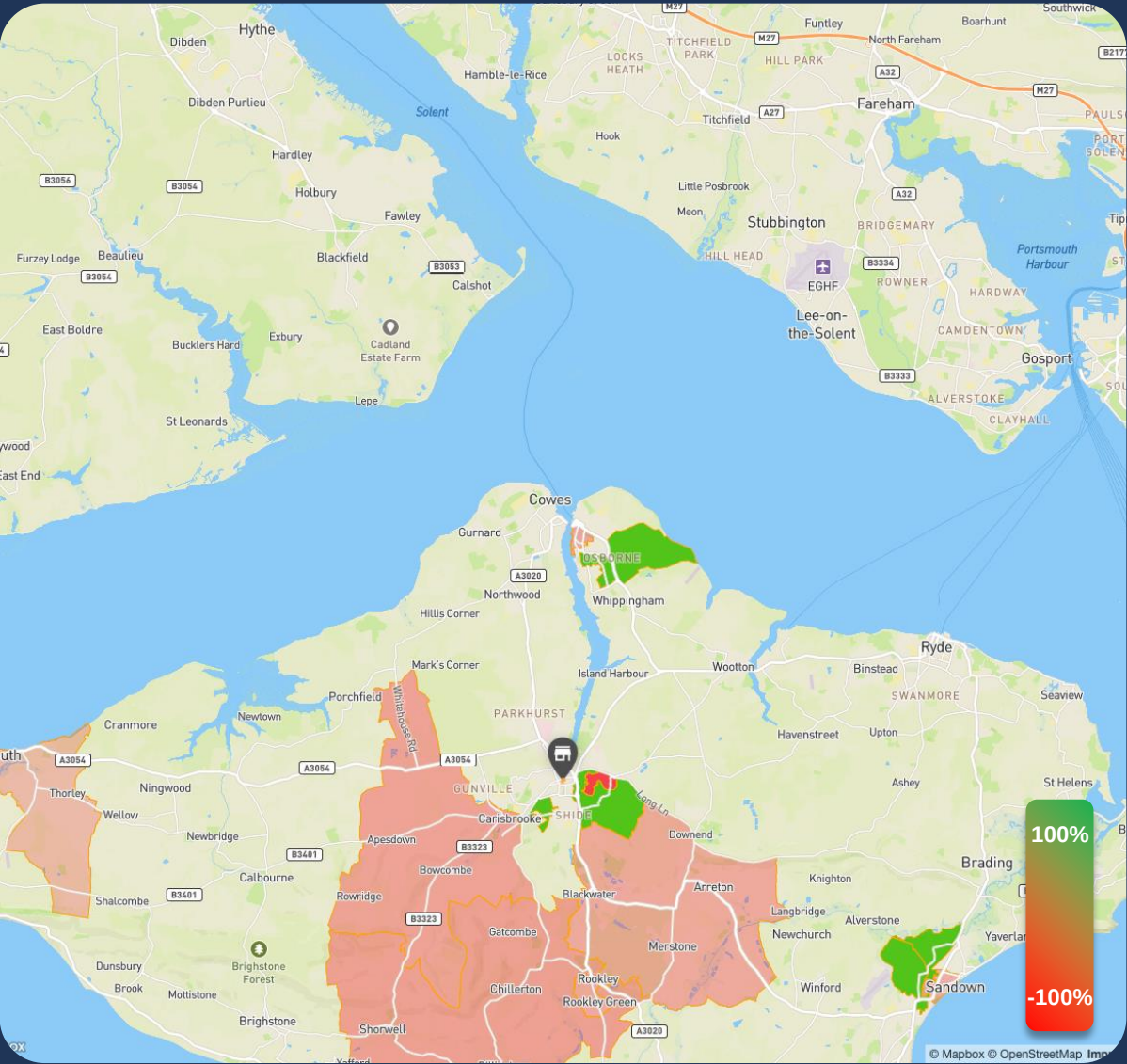
AVERAGE DAILY VISITORS MARCH 2022



WEEKLY VISITS MARCH 2022



CHANGE IN VISITOR LEVELS MARCH 2022 VS MARCH 2021



TOWN CENTRE KEY LOCATIONS - MARCH 2022 & BENCHMARKING

ST JAMES SQUARE

TOTAL VISITS

47,649
VISITS MARCH 22

124%
VS MARCH 2021



AVERAGE DWELL TIME

59 MINS
AVERAGE TIME SPENT
MARCH 22

-75 MINS
VS MARCH 2021

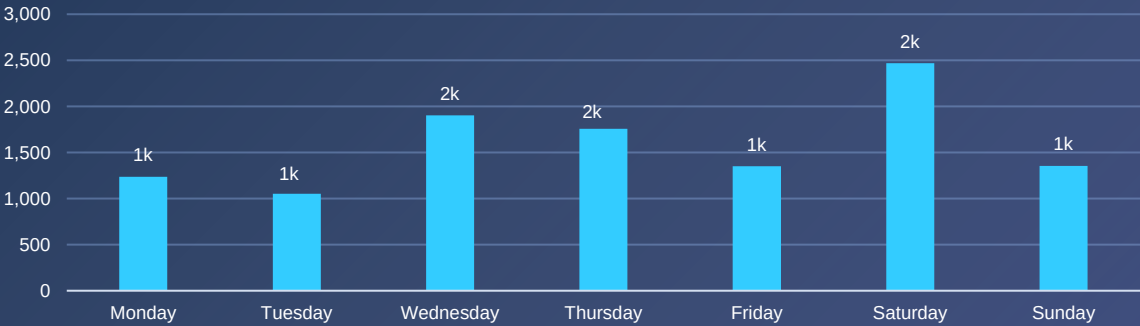


PEDESTRIANS

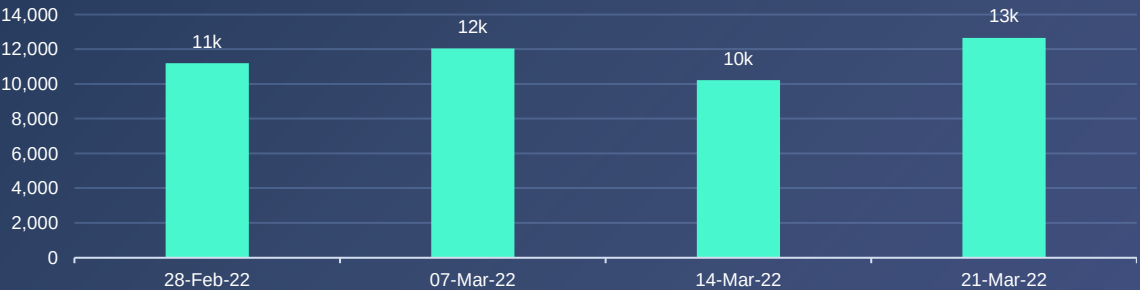
124,187

PEDESTRIANS PASSING
THROUGH SQUARE
MARCH 2022

AVERAGE DAILY VISITORS MARCH 2022



WEEKLY VISITS MARCH 2022



CHANGE IN VISITOR LEVELS MARCH 2022 VS MARCH 2021

