

VISITOR INSIGHTS

MONTHLY REPORT

RYDE, Isle of Wight

FEBRUARY 2022

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



VISITOR | INSIGHTS

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

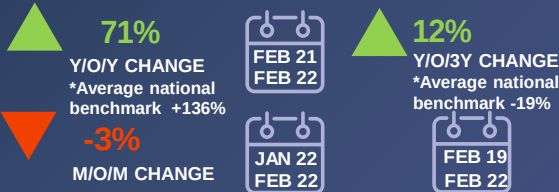


TOTAL VISITS



640,062

VISITS TO THE HIGH STREET

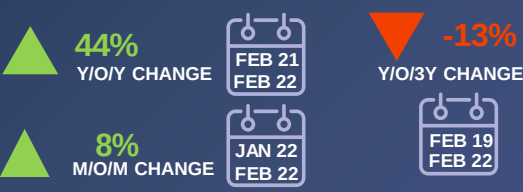


AVERAGE DWELL TIME



182MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.3

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

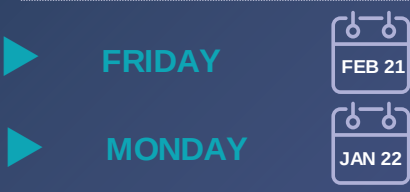


POPULAR VISIT DAY

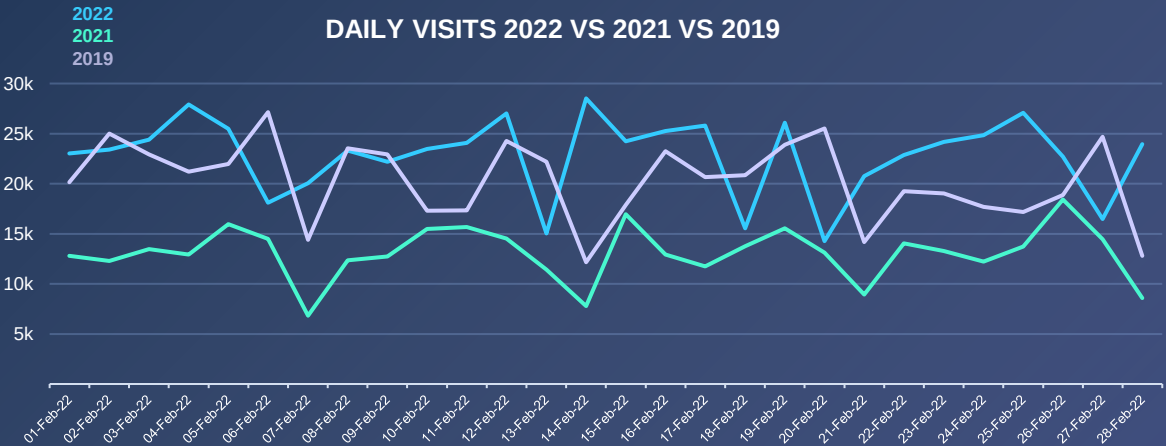


SATURDAY

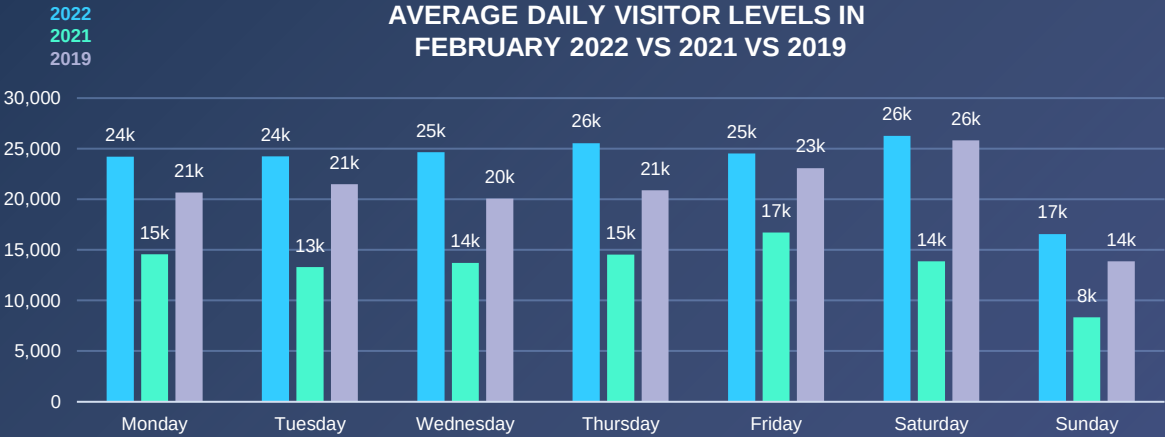
26k AVERAGE VISITS ON FRIDAY IN FEBRUARY



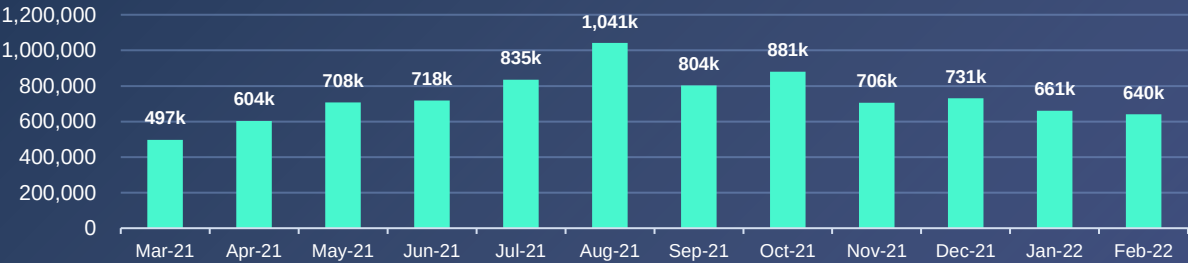
DAILY VISITS 2022 VS 2021 VS 2019



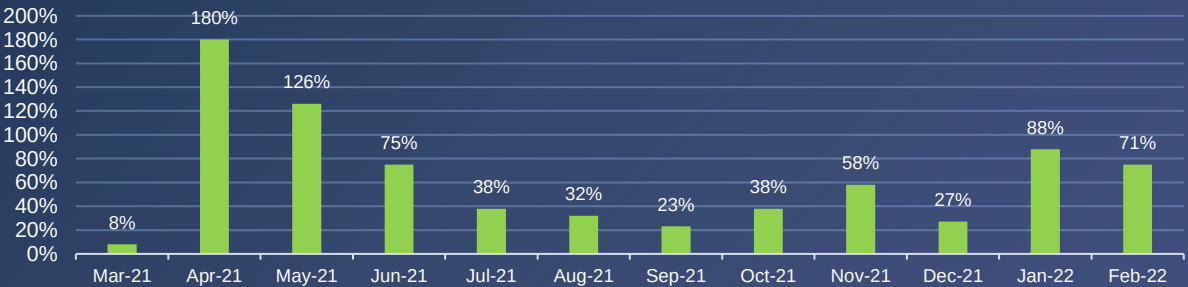
AVERAGE DAILY VISITOR LEVELS IN FEBRUARY 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



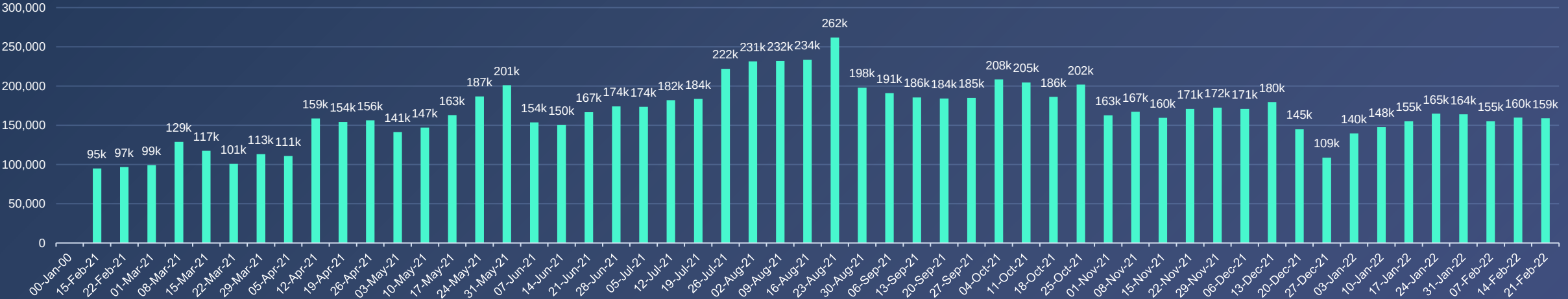
TOTAL VISIT CHANGE BY MONTH (%)



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

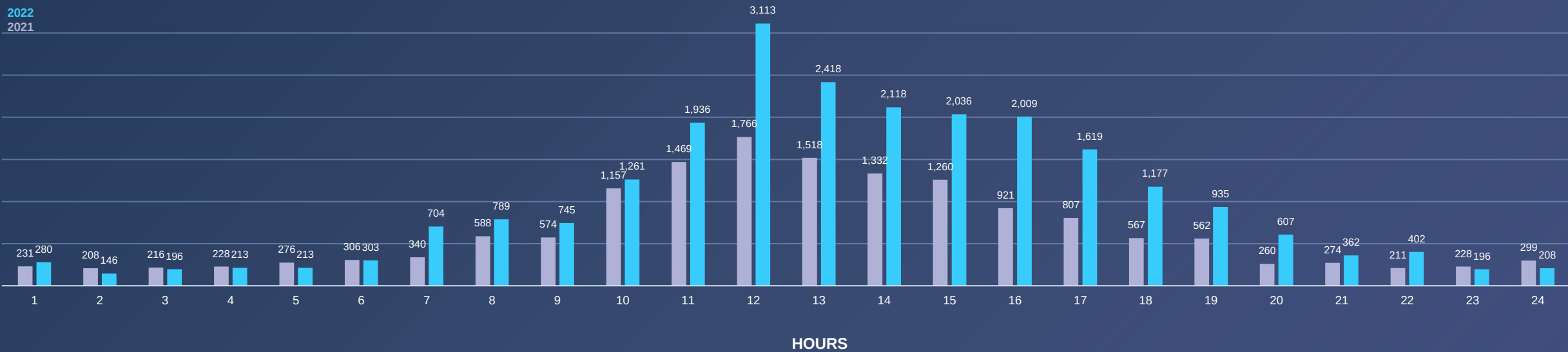


WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR

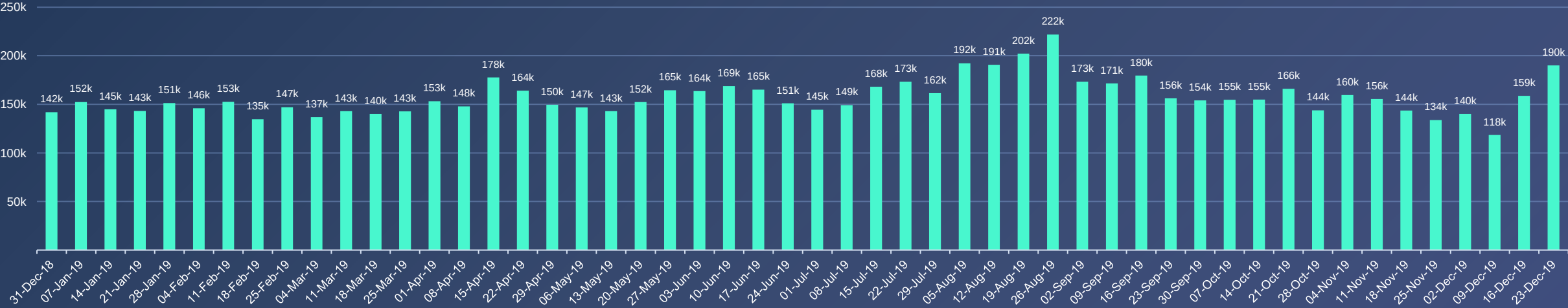
2022
2021



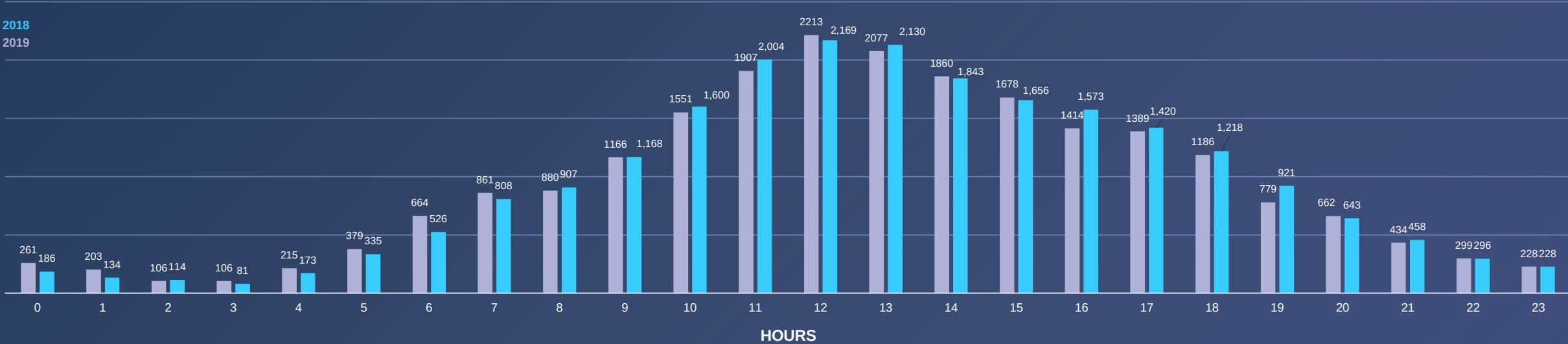
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



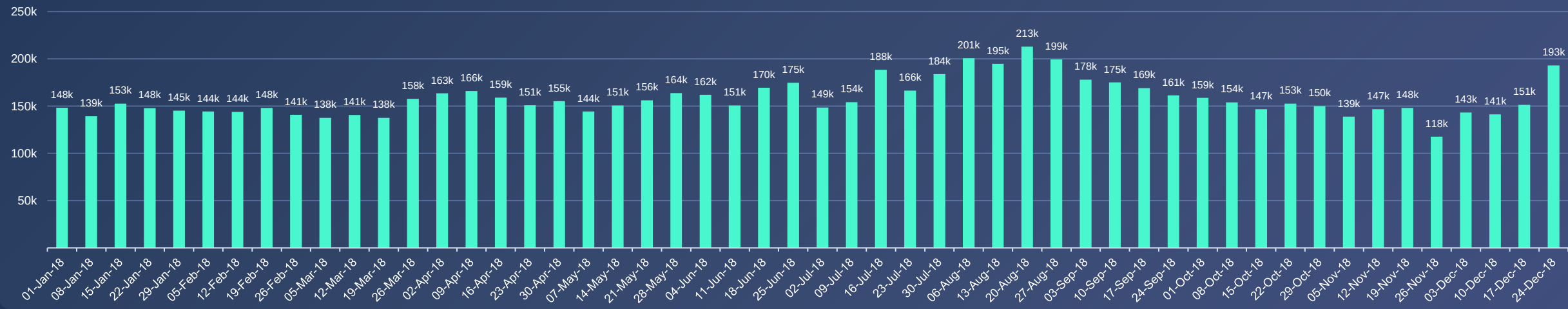
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



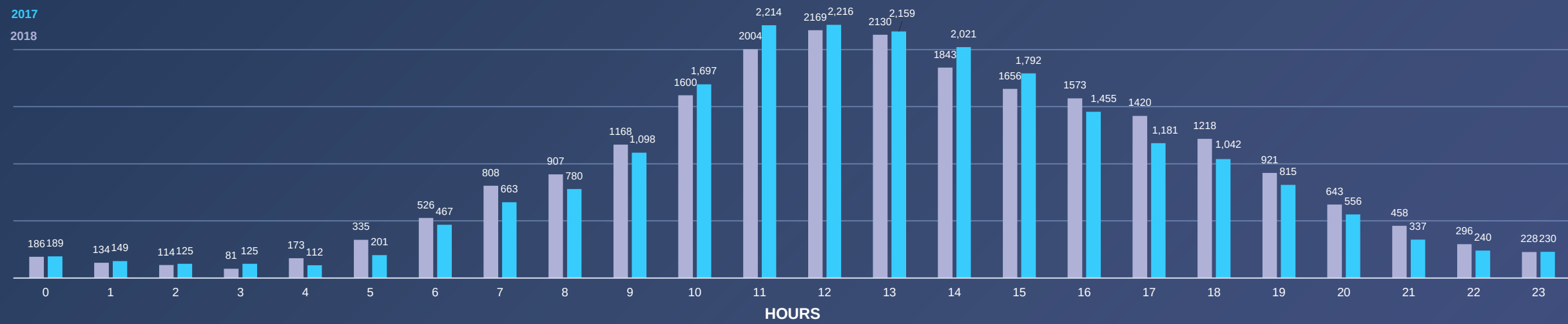
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



9,200,532

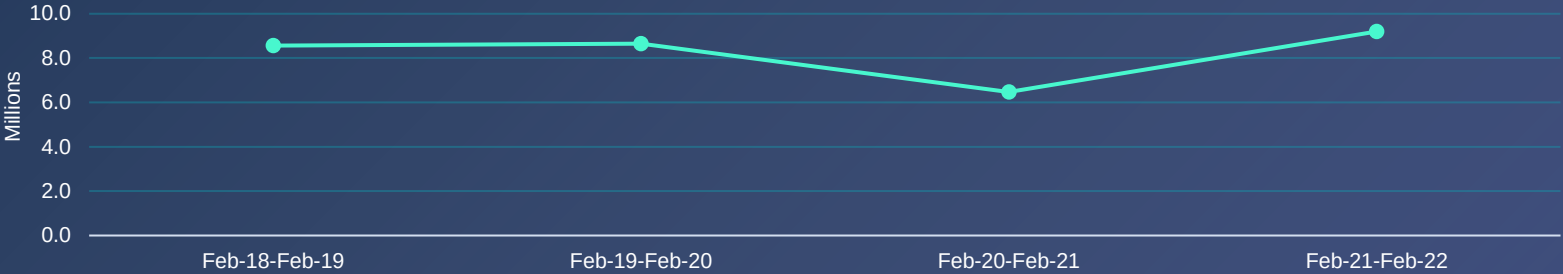
VISITS TO THE HIGH STREET
FEBRUARY 21 - FEBRUARY 22



7%
4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



153 MINS

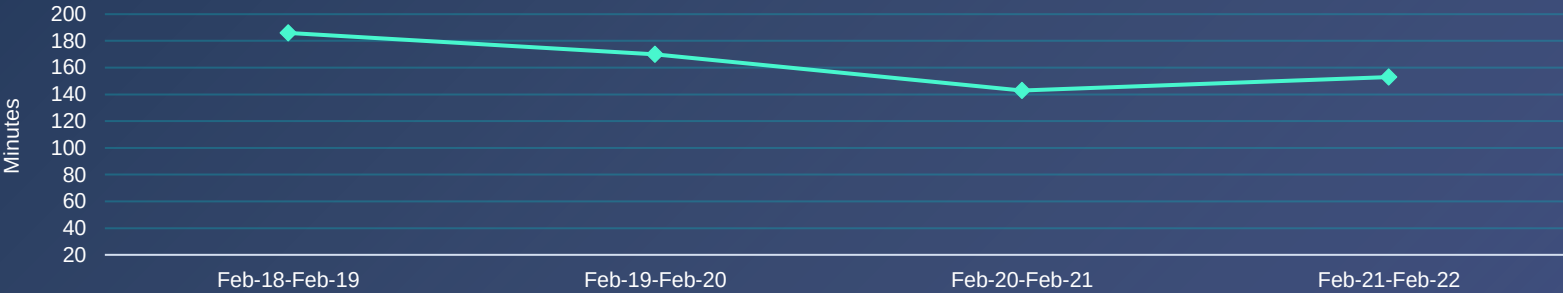
AVERAGE TIME SPENT IN THE HIGH STREET
FEBRUARY 21 - FEBRUARY 22



-18%
4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.1

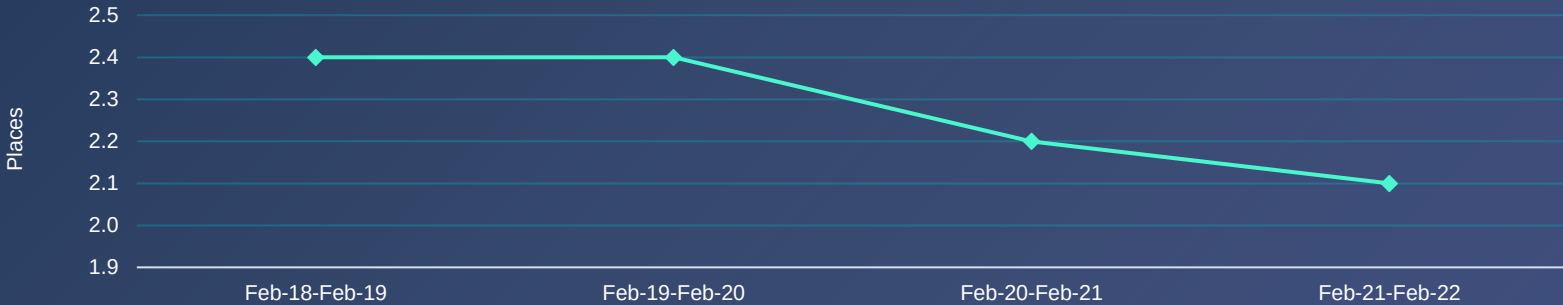
AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
FEBRUARY 21 - FEBRUARY 22



-13%
4 YEAR CHANGE

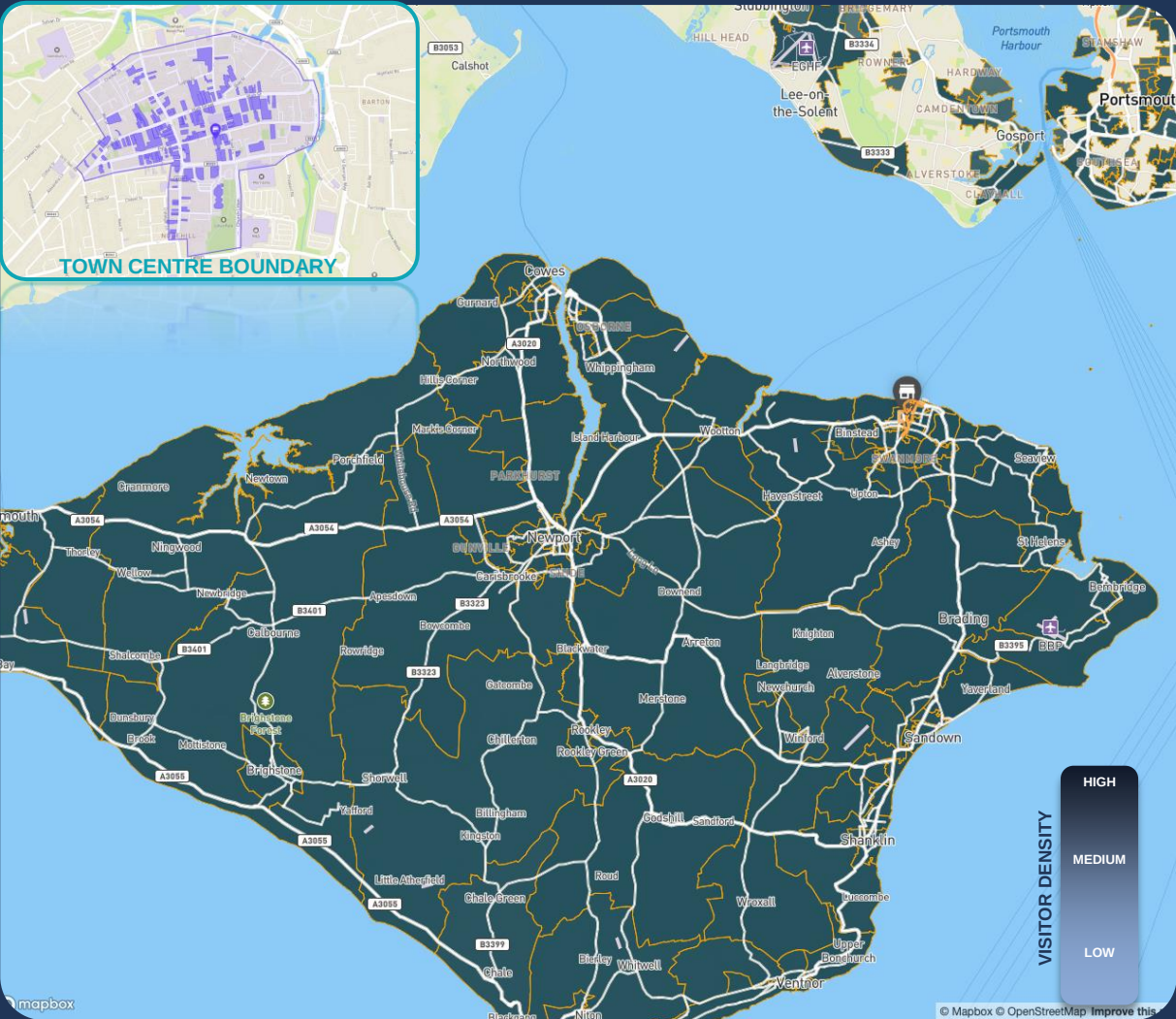


PLACES VISITED

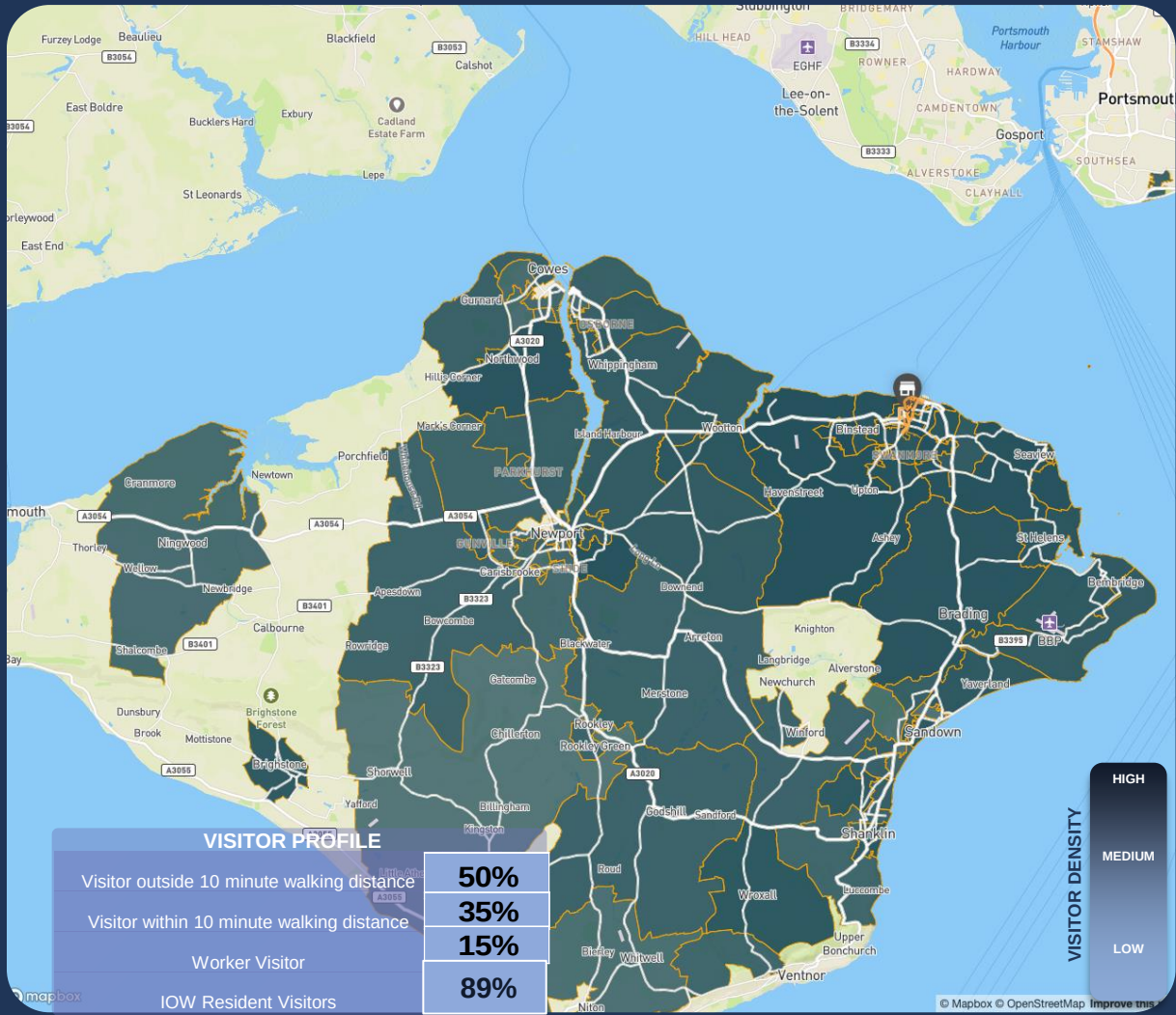


RYDE VISITOR CATCHMENT — FEBRUARY 2022 & BENCHMARKING (FEBRUARY 2021-22)

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



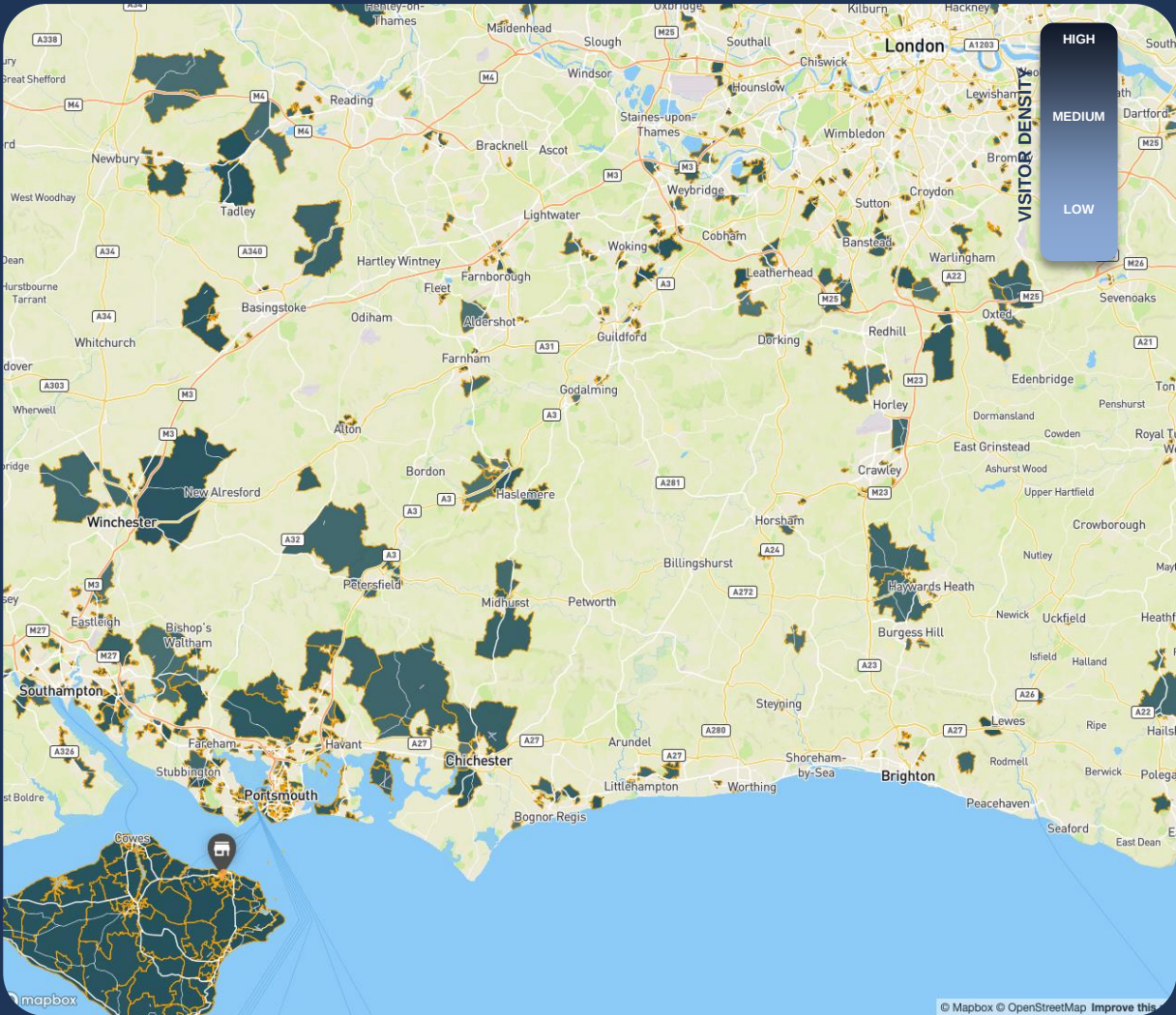
VISITOR CATCHMENT BY POSTCODE
IN FEBRUARY 2022 (zoomed in)



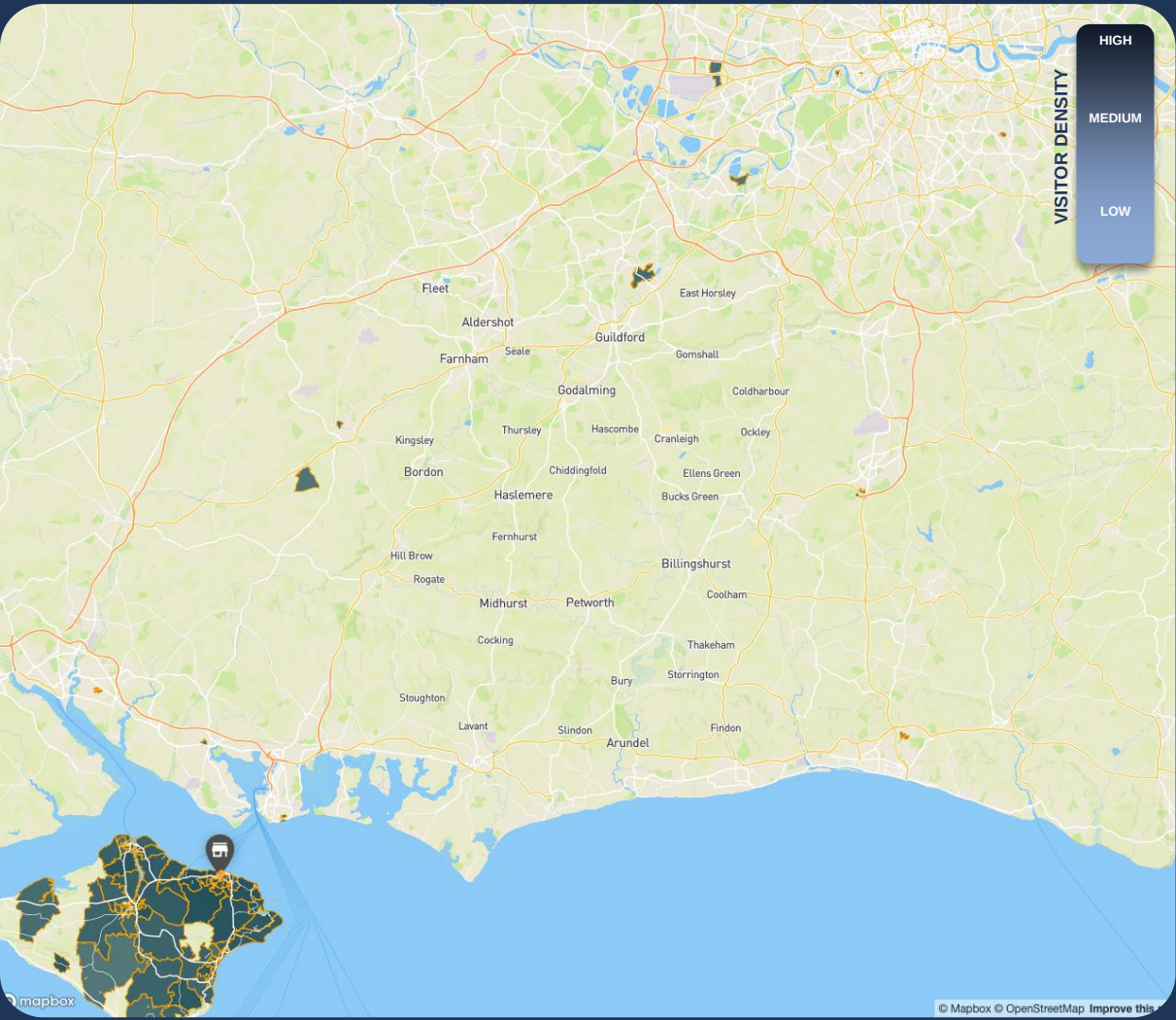
RYDE VISITOR CATCHMENT — FEBRUARY 2022 & BENCHMARKING (FEBRUARY 2021-22)



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

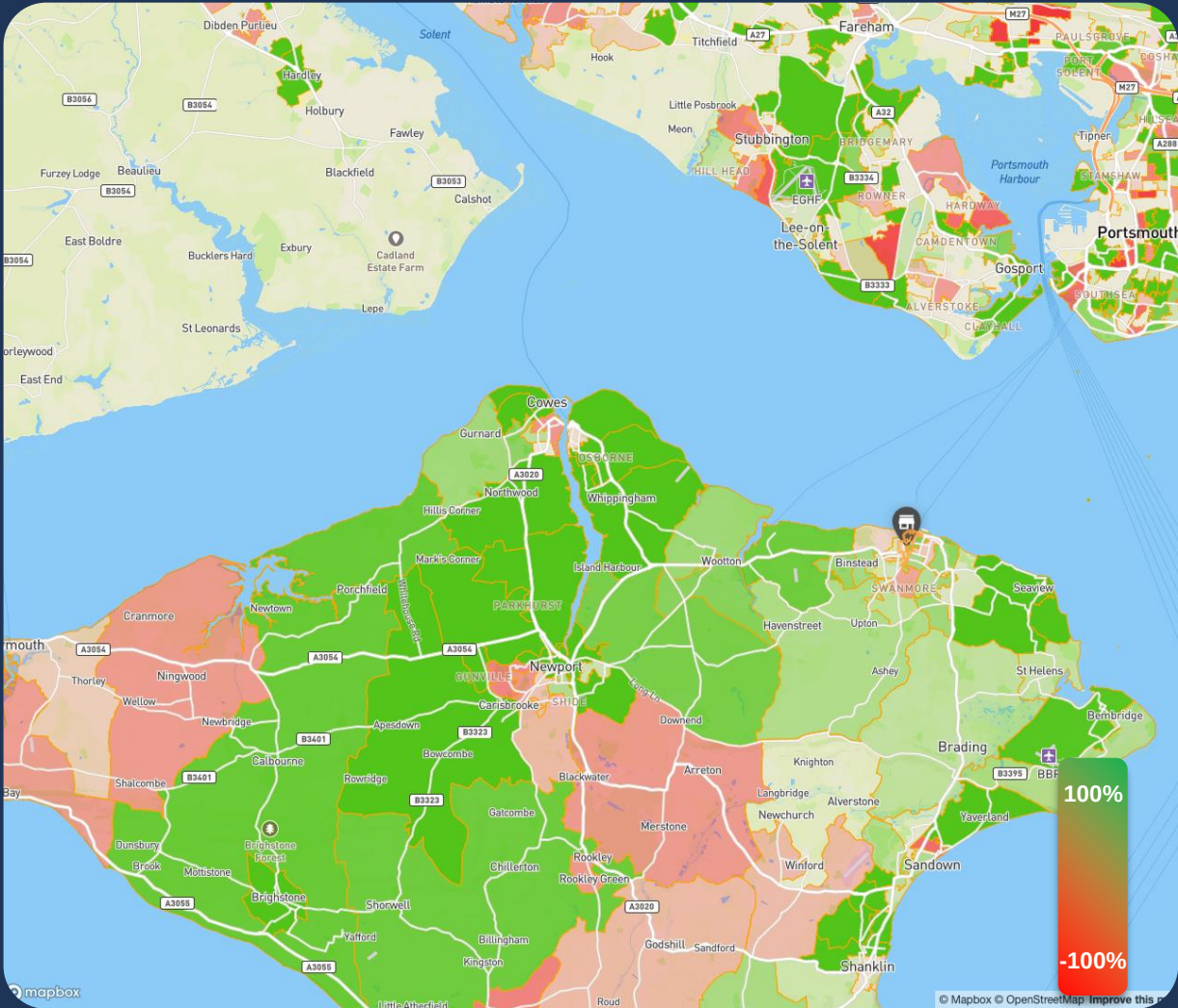


VISITOR CATCHMENT BY POSTCODE
IN FEBRUARY 2022 (zoomed out)

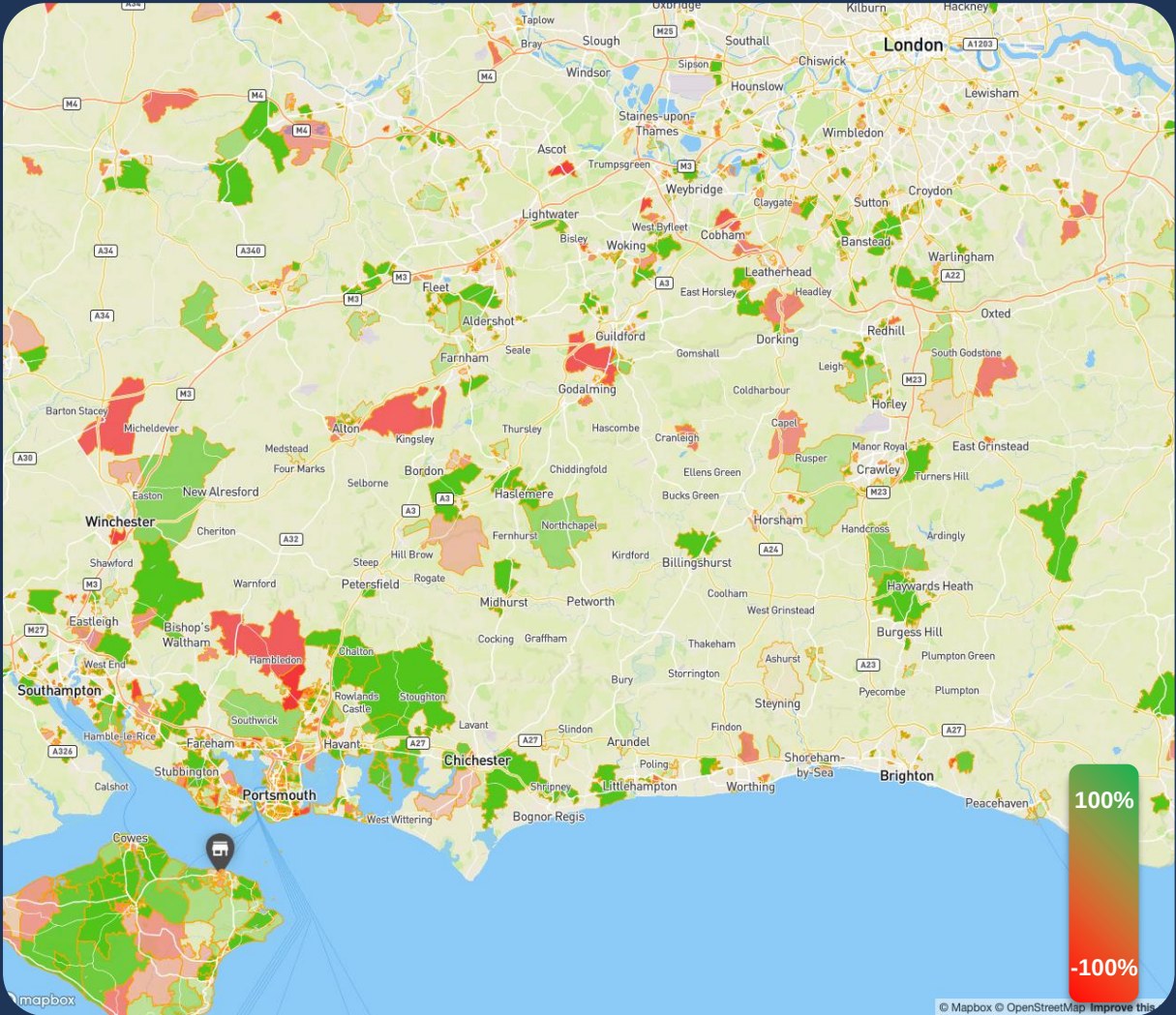


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (FEBRUARY 2021-22)

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

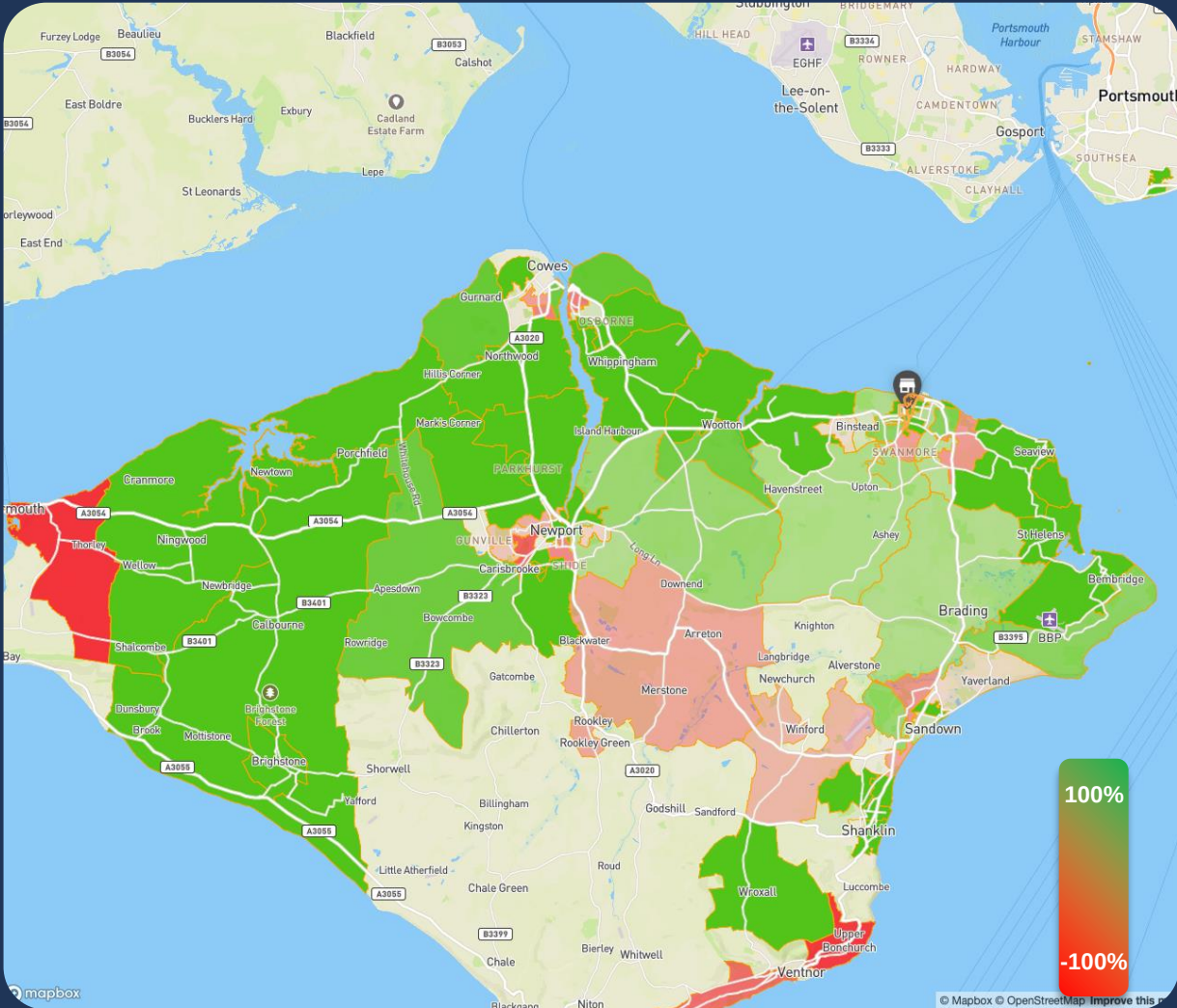


CHANGE IN VISITOR LEVELS
FEBRUARY 2021-22 vs FEBRUARY 2020-21 (zoomed out)

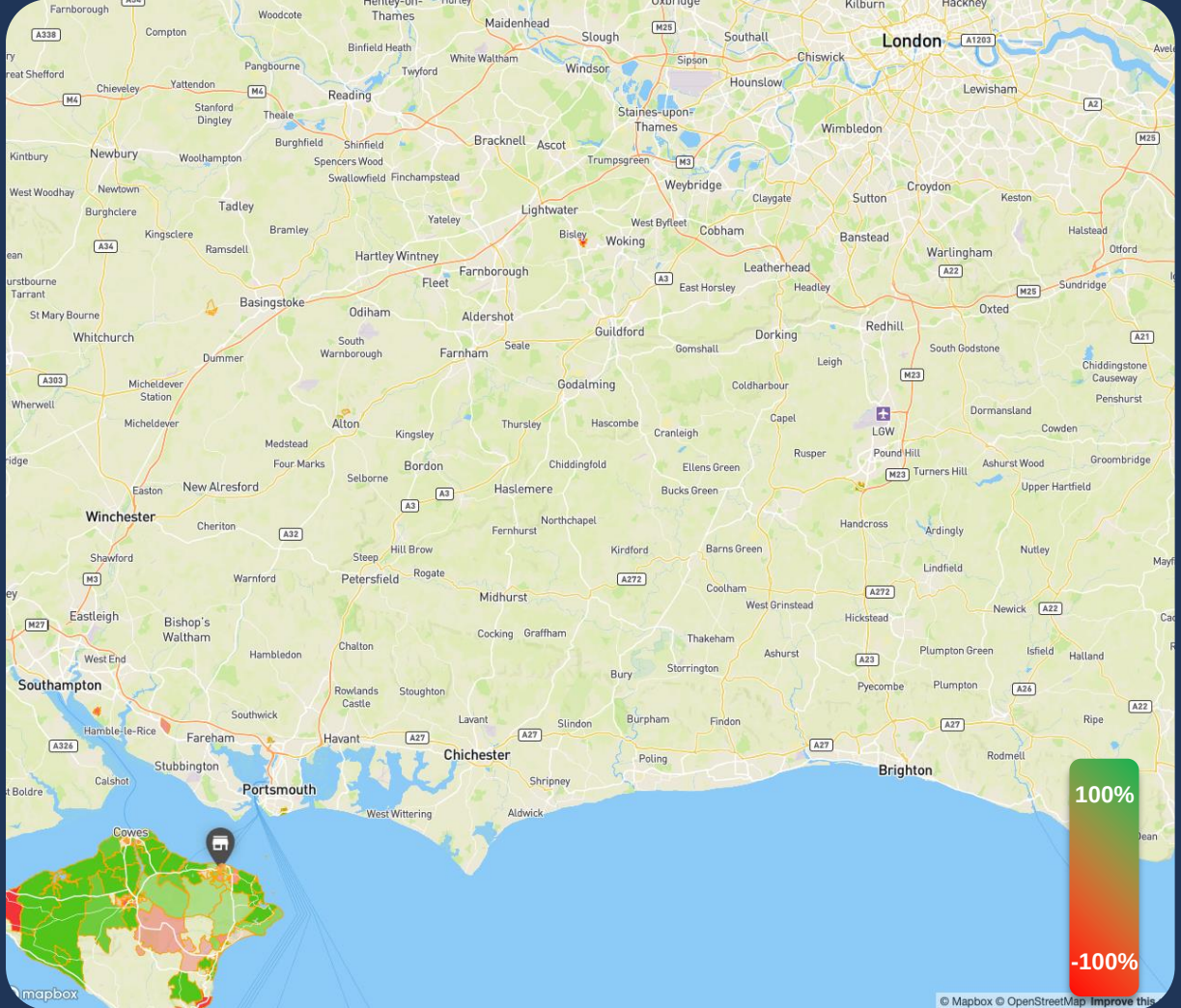


RYDE VISITOR CHANGE BY POSTCODE – FEBRUARY 2022 & BENCHMARKING

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

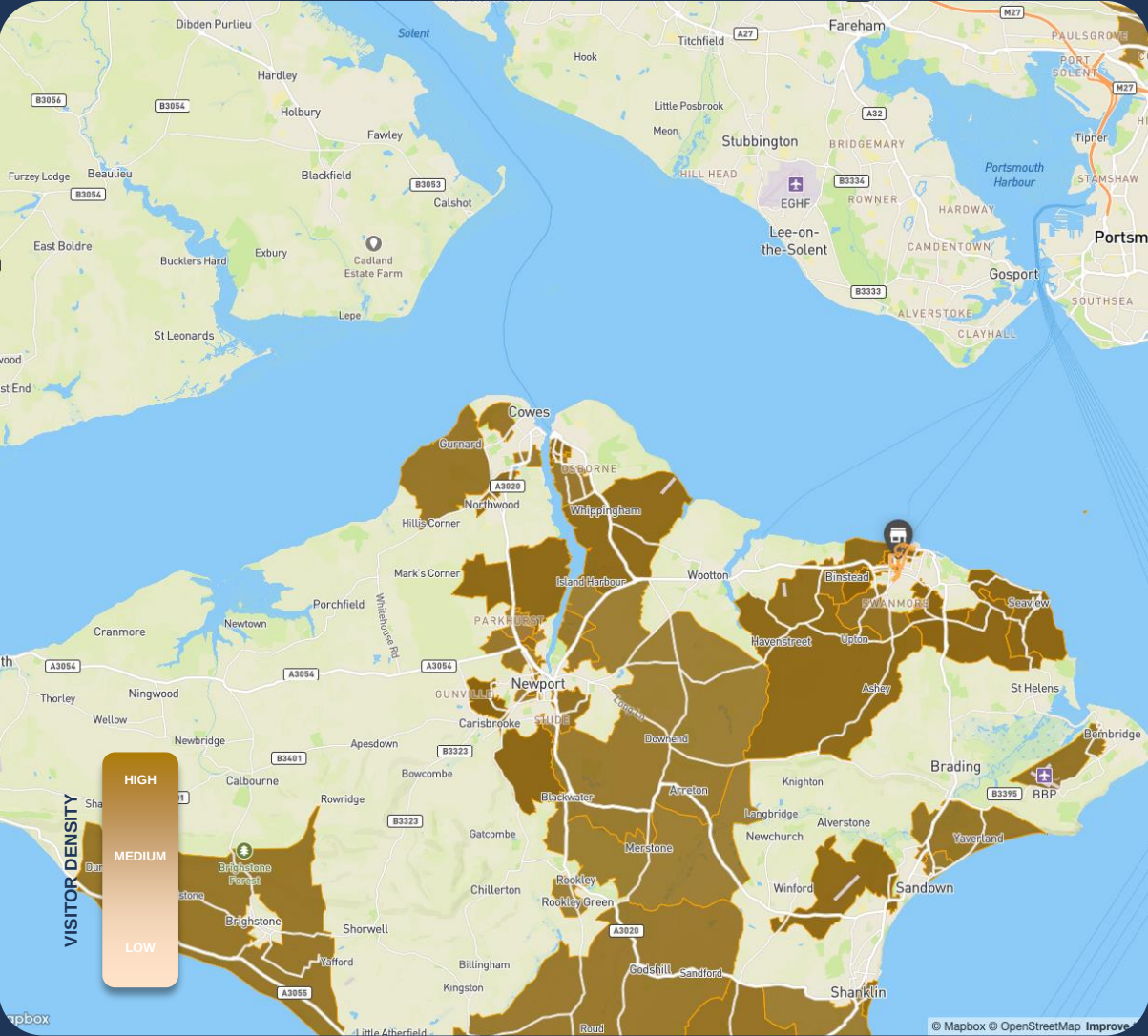


CHANGE IN VISITOR LEVELS
FEBRUARY 2022 vs FEBRUARY 2021 (zoomed out)

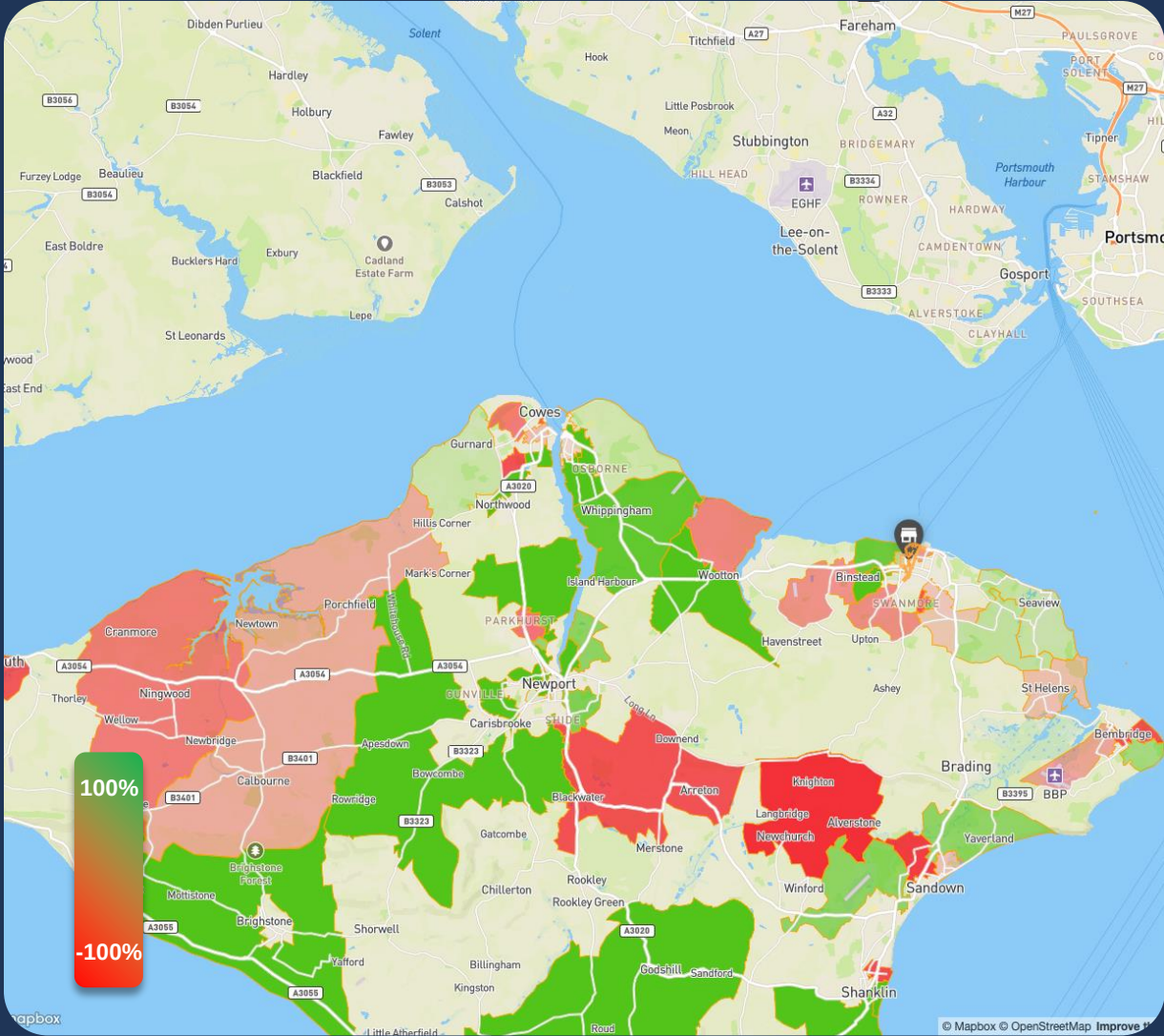


RYDE WORKER CATCHMENT CHANGE — FEBRUARY 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE FEBRUARY 2022



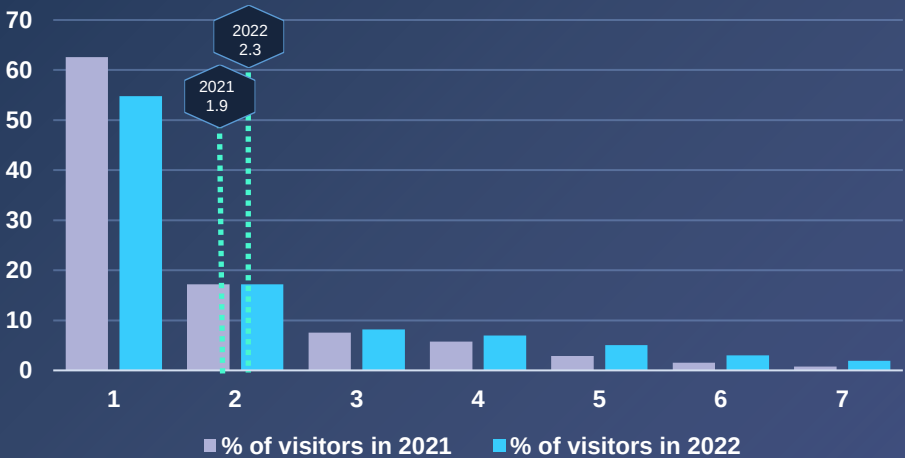
CHANGE IN WORKER CATCHMENT FEBRUARY 2022 vs FEBRUARY 2021



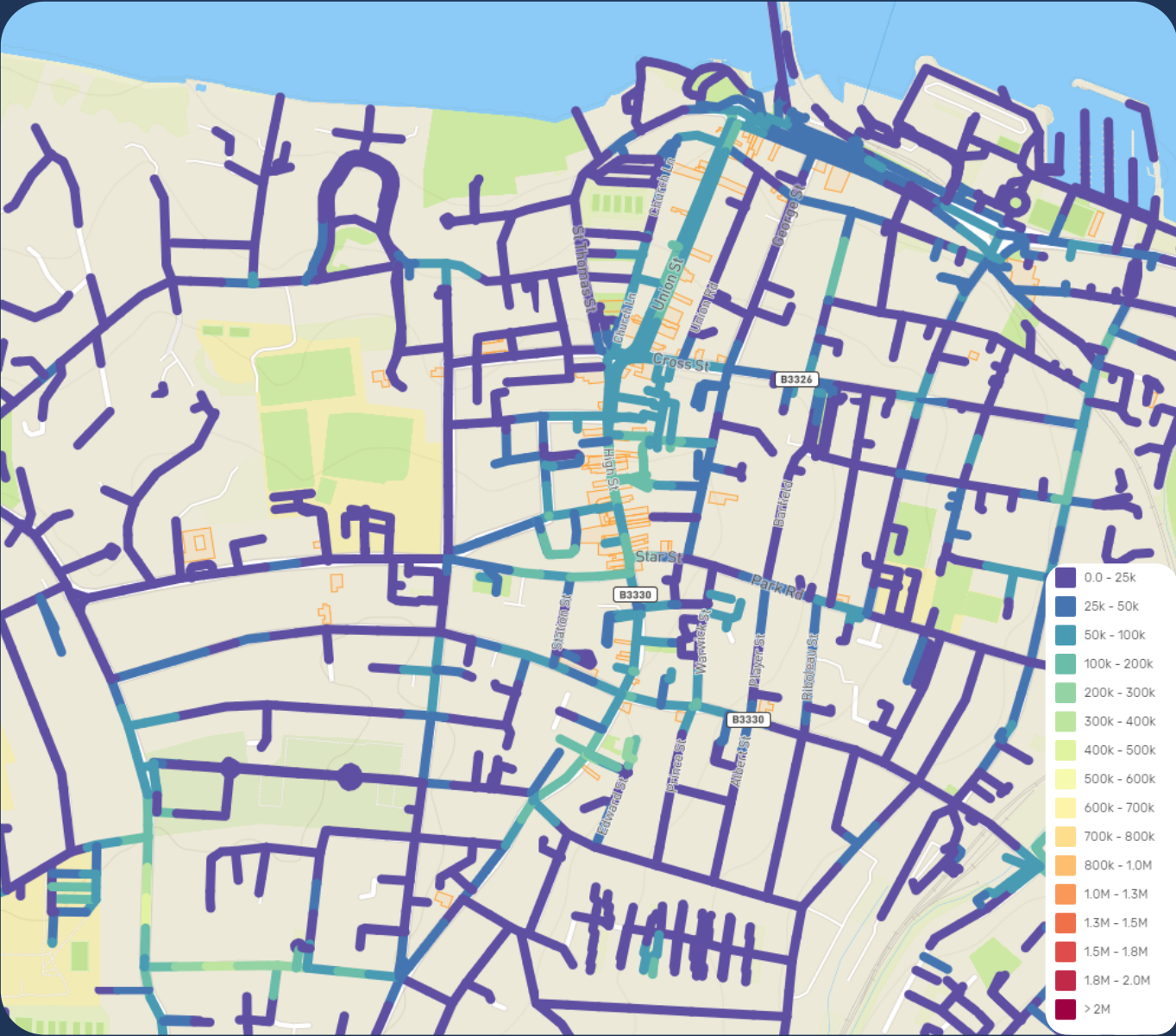
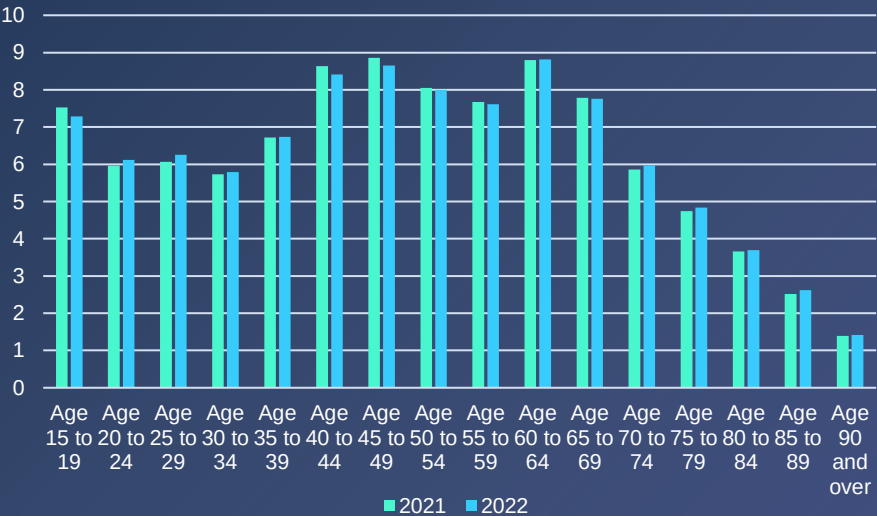
RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (FEBRUARY 2021-22)



NUMBER OF PLACES VISITED PER TRIP (%)



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

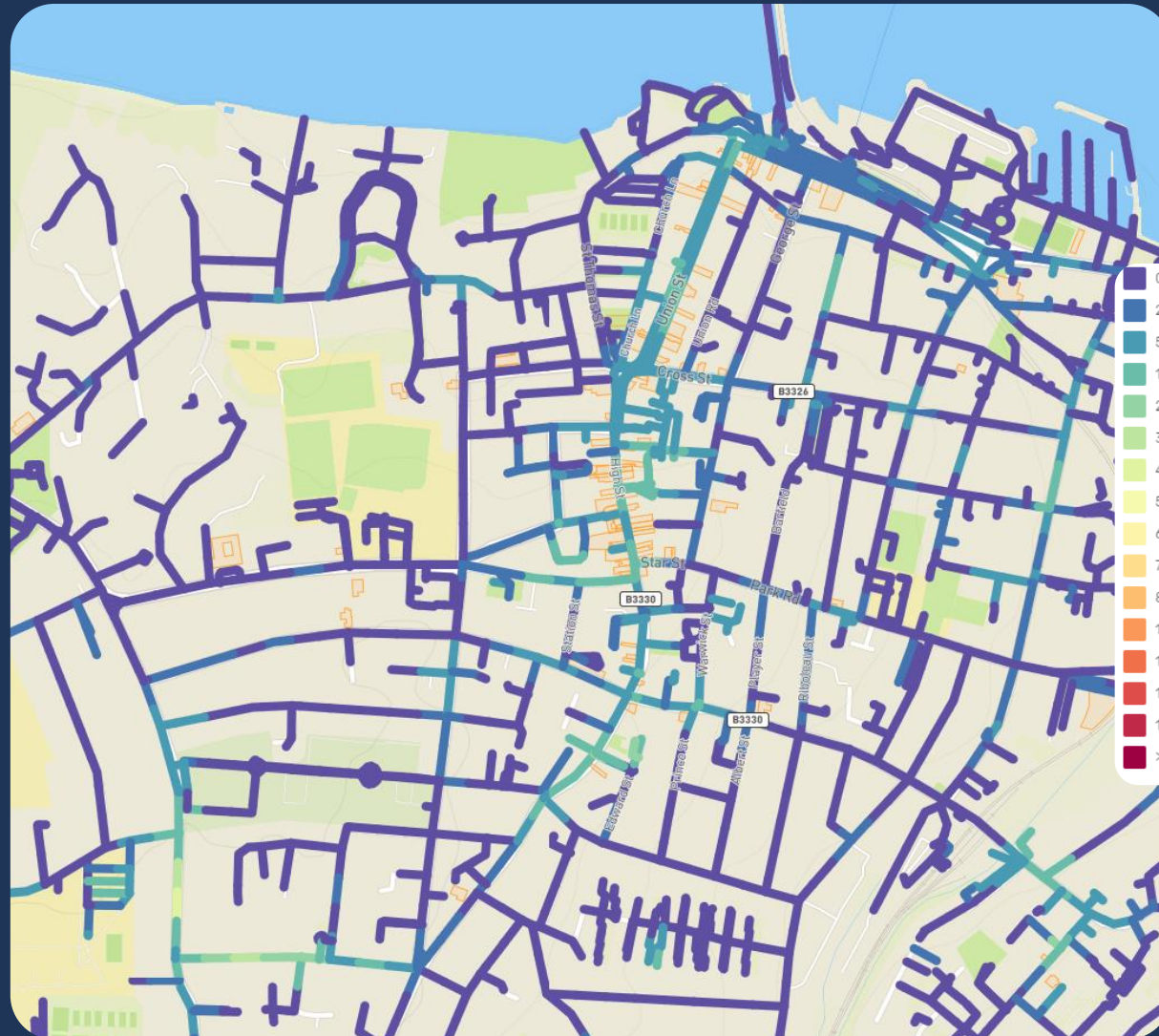


RYDE TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2022

KEY: PEDESTRIAN NUMBERS FEBRUARY 2022

RYDE PEDESTRIAN VISITOR BEHAVIOURS – FEBRUARY 2022 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2022



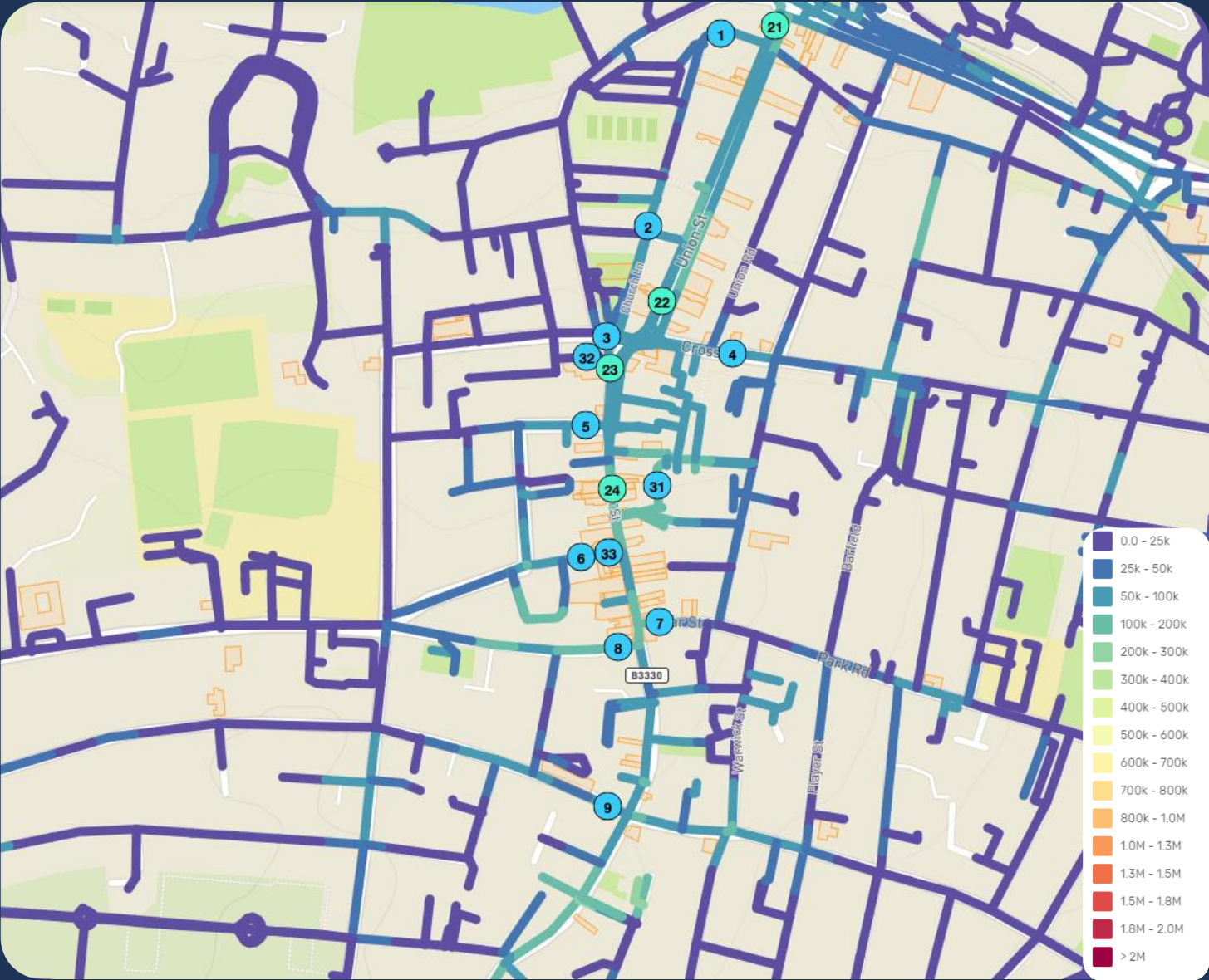
RYDE TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2021



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



CENTRE FOOTFALL DATA FEBRUARY 2022 VS FEBRUARY 2021 — ENTRY POINTS

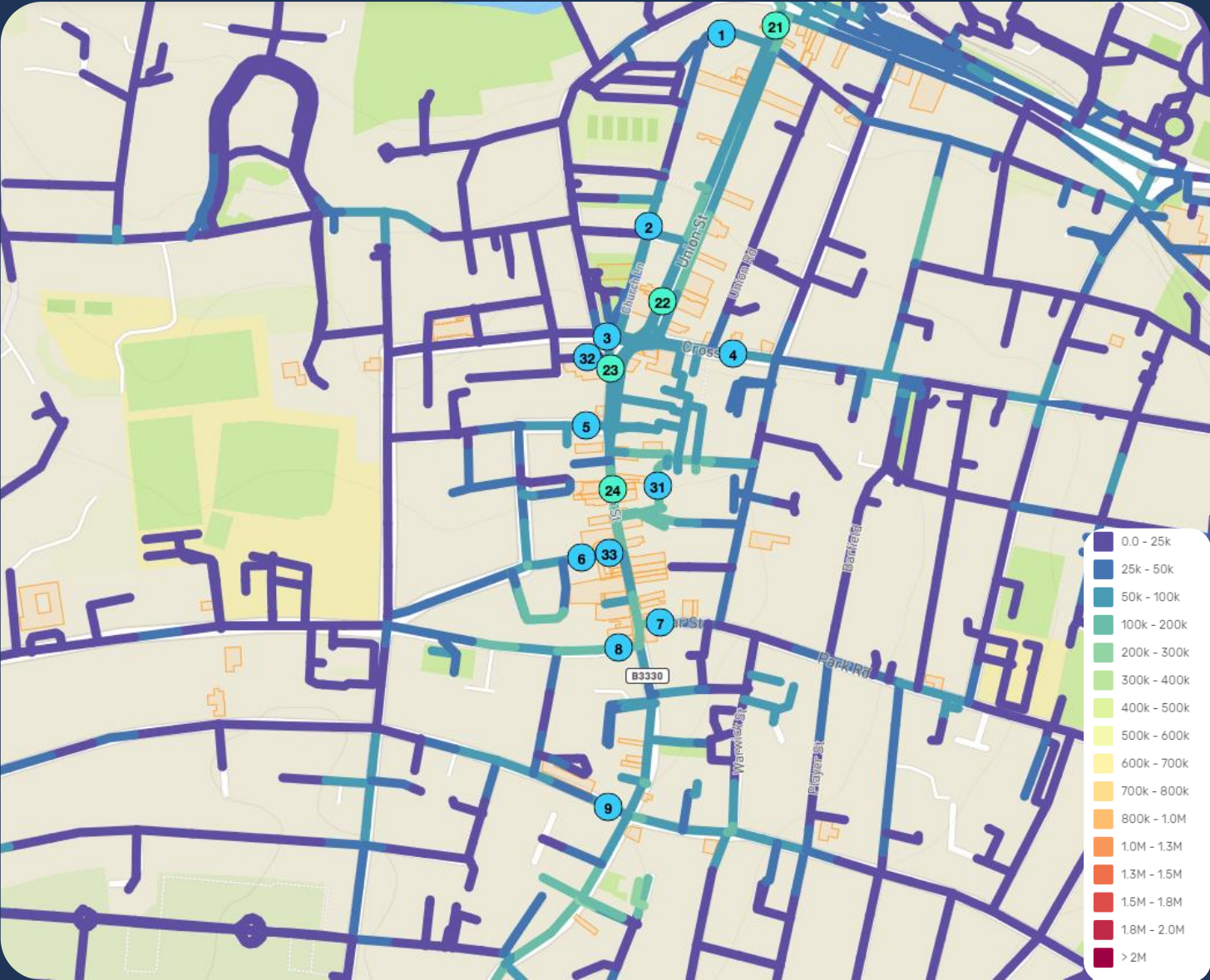
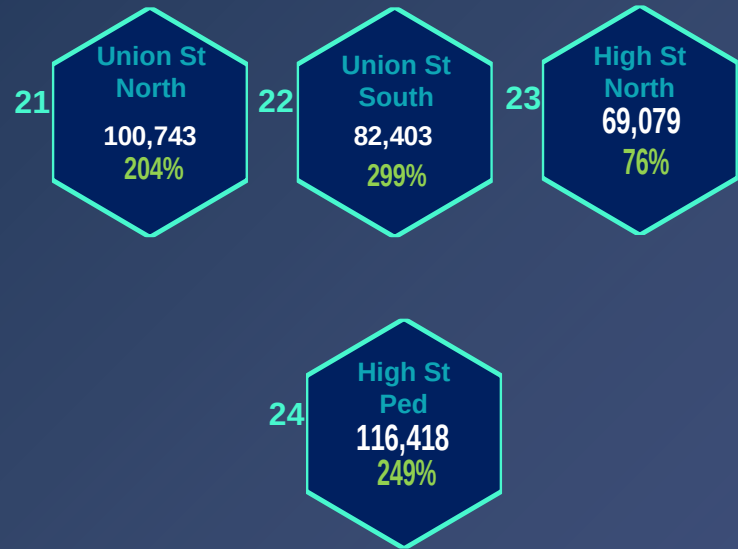


RYDE TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2022

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



CENTRE FOOTFALL DATA FEBRUARY 2022 VS FEBRUARY 2021 — ENTRY POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2022

RYDE TOWN CENTRE KEY LOCATIONS - FEBRUARY 2022 & BENCHMARKING (FEBRUARY 2021-22)



RYDE TOWN SQUARE

TOTAL VISITS

4,118

VISITS FEBRUARY 22

70%
VS FEBRUARY
2021



AVERAGE DWELL TIME

39 MINS

AVERAGE TIME SPENT
FEBRUARY 22

-13 MINS
VS FEBRUARY
2021

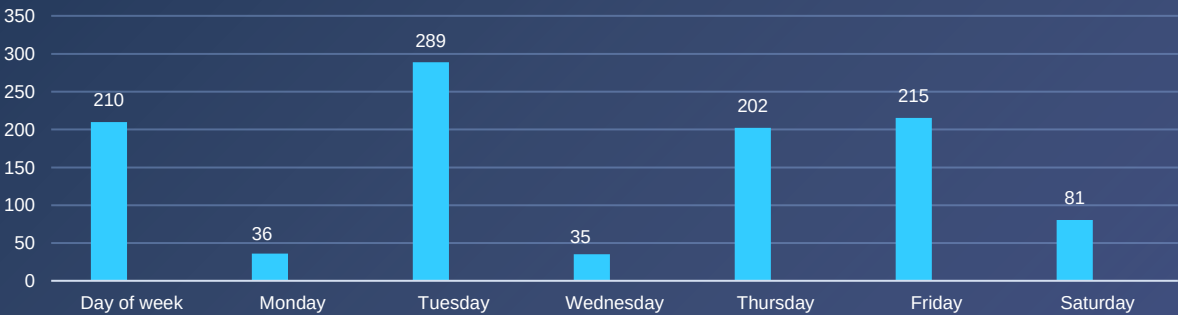


PEDESTRIANS

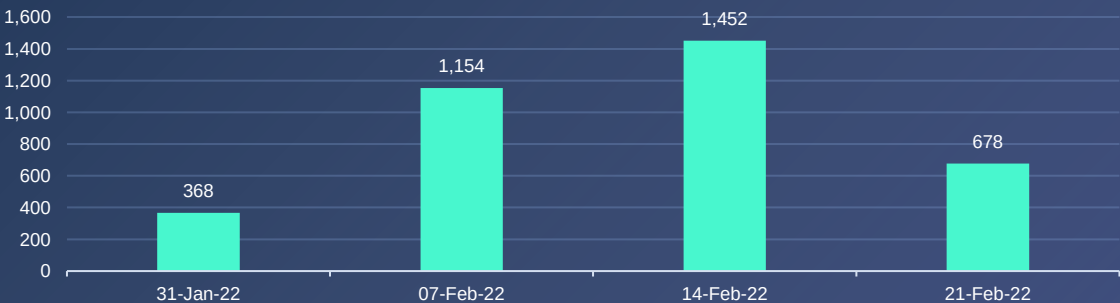
120,032

PEDESTRIANS PASSING
THROUGH SQUARE
FEBRUARY 2022

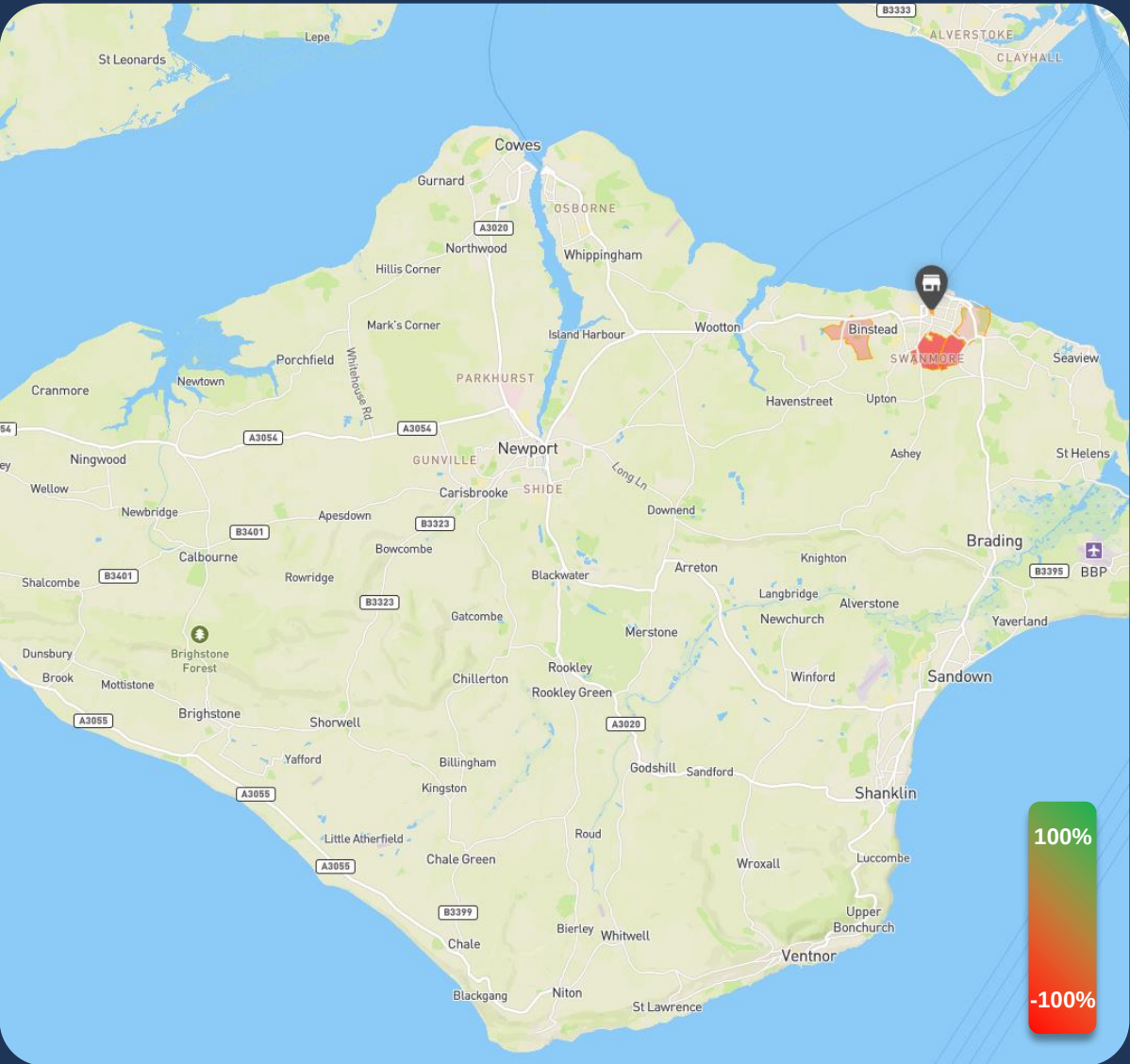
AVERAGE DAILY VISITORS FEBRUARY 2022



WEEKLY VISITS FEBRUARY 2022



CHANGE IN VISITOR LEVELS FEBRUARY 2022 VS FEBRUARY 2021



RYDE TOWN CENTRE KEY LOCATIONS - FEBRUARY 2022 & BENCHMARKING (FEBRUARY 2021-22)

ST THOMAS SQUARE

TOTAL VISITS

3,276

VISITS FEBRUARY 22

▲ 209%
VS FEBRUARY
2021



AVERAGE DWELL TIME

86 MINS

AVERAGE TIME SPENT
FEBRUARY 22

▲ 49 MINS
VS FEBRUARY
2021

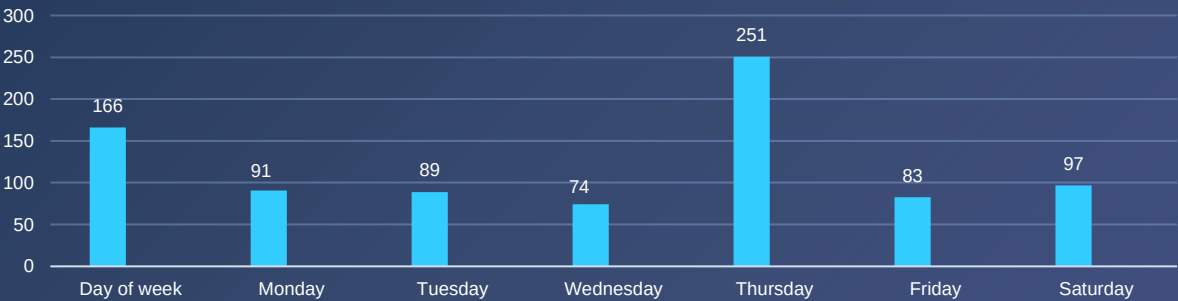


PEDESTRIANS

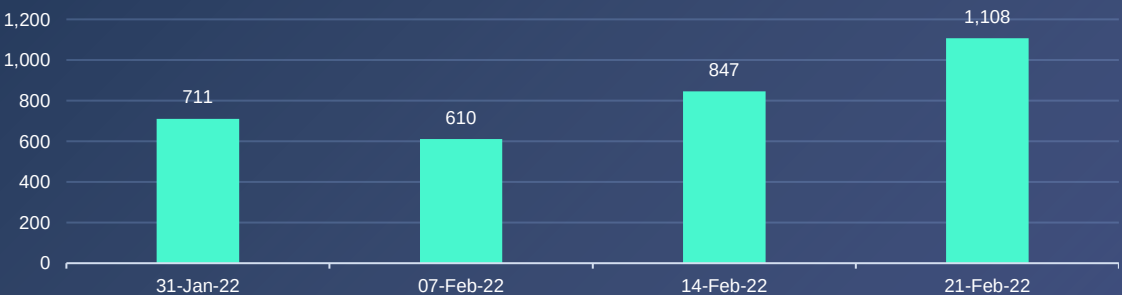
13,245

PEDESTRIANS PASSING
THROUGH SQUARE
FEBRUARY 2022

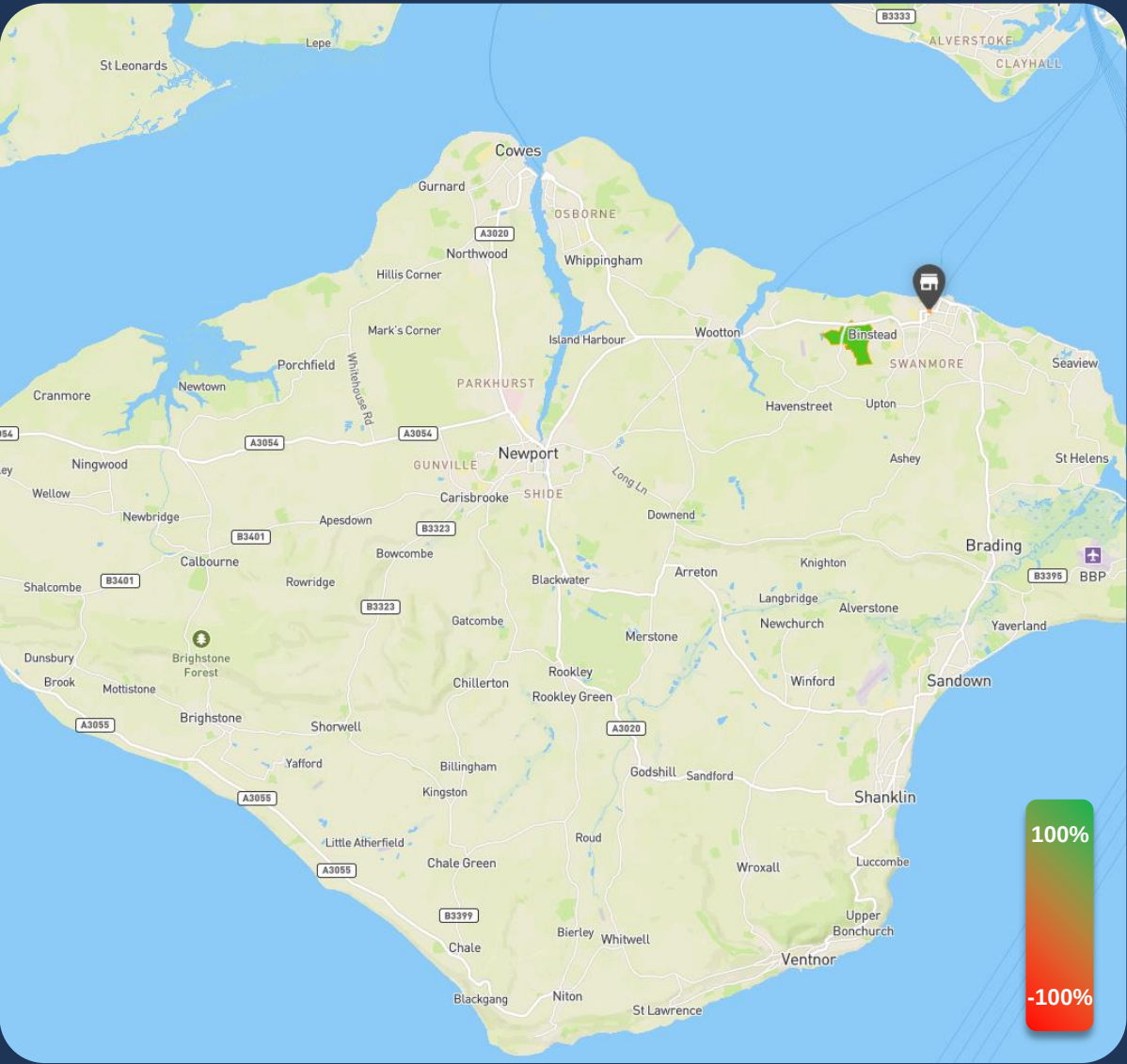
AVERAGE DAILY VISITORS FEBRUARY 2022



WEEKLY VISITS FEBRUARY 2022



CHANGE IN VISITOR LEVELS FEBRUARY 2022 VS FEBRUARY 2021



RYDE TOWN CENTRE KEY LOCATIONS - FEBRUARY 2022 & BENCHMARKING (FEBRUARY 2021-22)

MINGHELLA SQUARE

TOTAL VISITS

1,799
VISITS FEBRUARY 22

▲ 21%
VS FEBRUARY
2021



AVERAGE DWELL TIME

101 MINS
AVERAGE TIME SPENT
FEBRUARY 22

▲ 84 MINS
VS FEBRUARY
2021

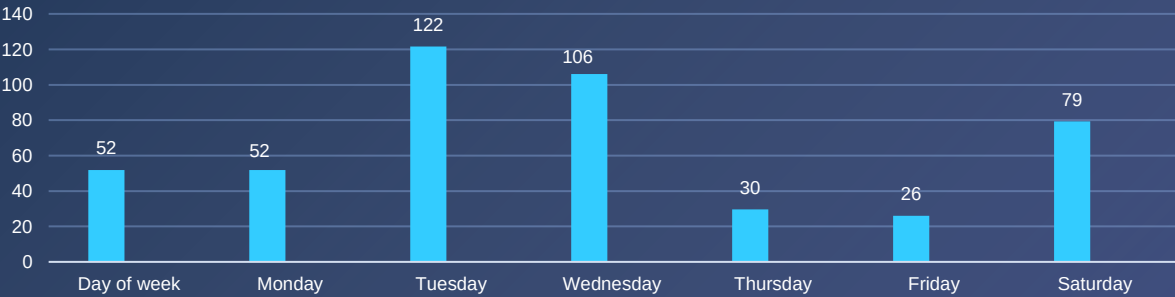


PEDESTRIANS

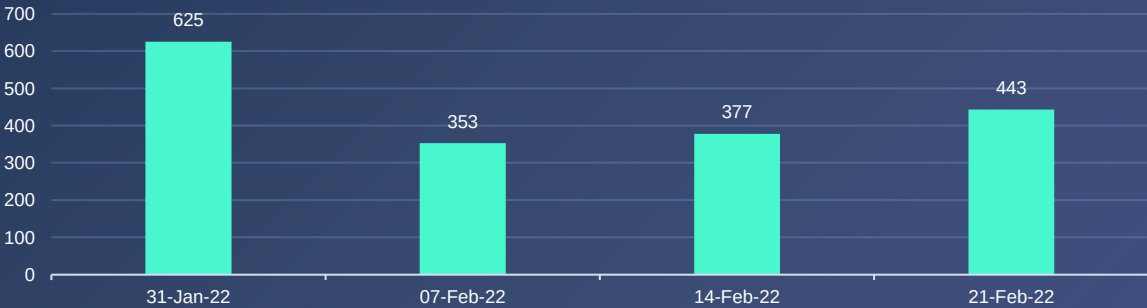
69,920

PEDESTRIANS PASSING
THROUGH SQUARE
FEBRUARY 2022

AVERAGE DAILY VISITORS FEBRUARY 2022



WEEKLY VISITS FEBRUARY 2022



CHANGE IN VISITOR LEVELS FEBRUARY 2022 VS FEBRUARY 2021

