

# VISITOR INSIGHTS

## MONTHLY REPORT

RYDE, Isle of Wight

JANUARY 2022

Produced for Ryde and RYDE Heritage Action Zones  
[www.iwhaz.uk](http://www.iwhaz.uk)  
[web@iwhaz.uk](mailto:web@iwhaz.uk)



VISITOR | INSIGHTS

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

## TOTAL VISITS



660,724

VISITS TO THE HIGH STREET



## AVERAGE DWELL TIME



168MINS

AVERAGE TIME SPENT IN THE HIGH STREET



## PLACES VISITED



2.3

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



## POPULAR VISIT DAY

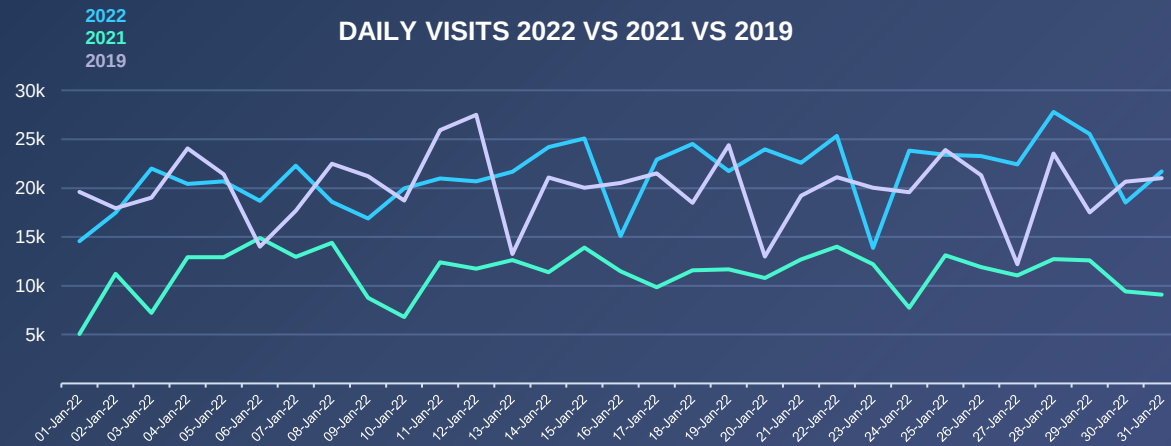


MONDAY

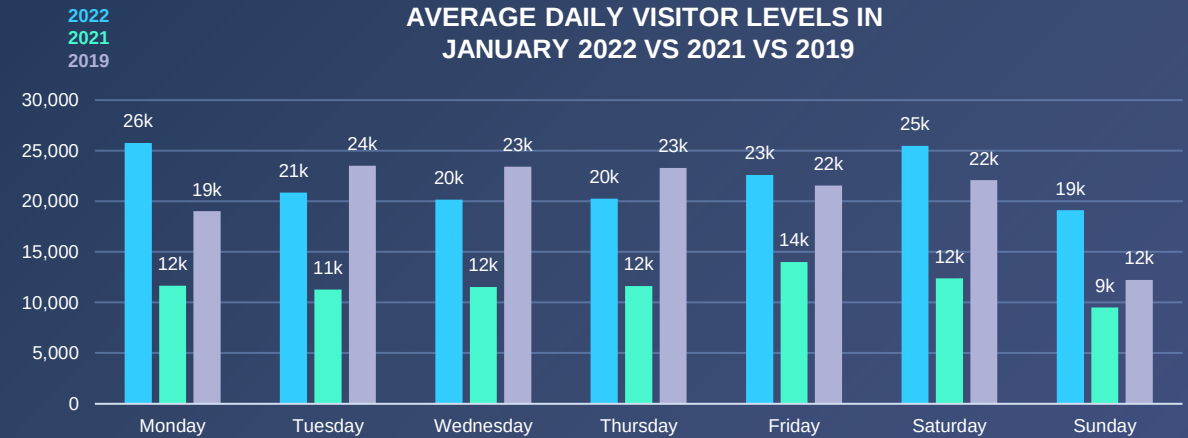
26k AVERAGE VISITS ON FRIDAY IN JANUARY



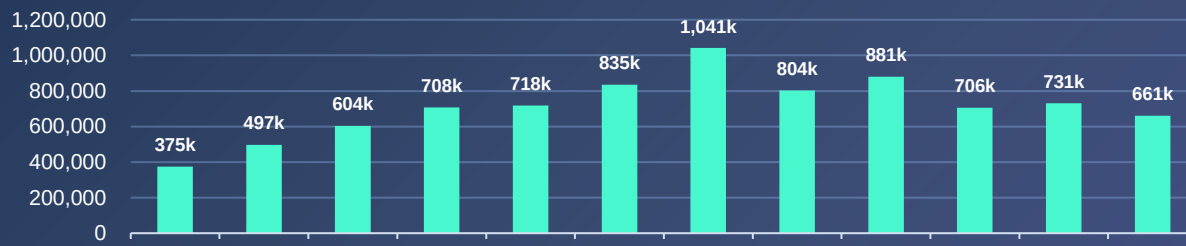
## DAILY VISITS 2022 VS 2021 VS 2019



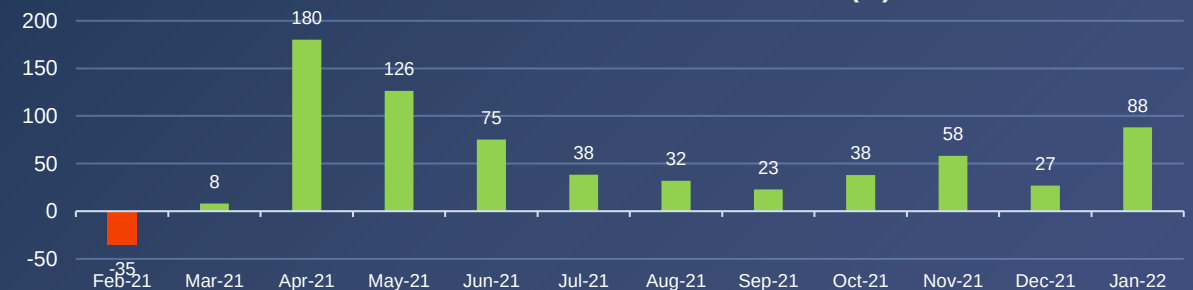
## AVERAGE DAILY VISITOR LEVELS IN JANUARY 2022 VS 2021 VS 2019



## TOTAL VISITS BY MONTH



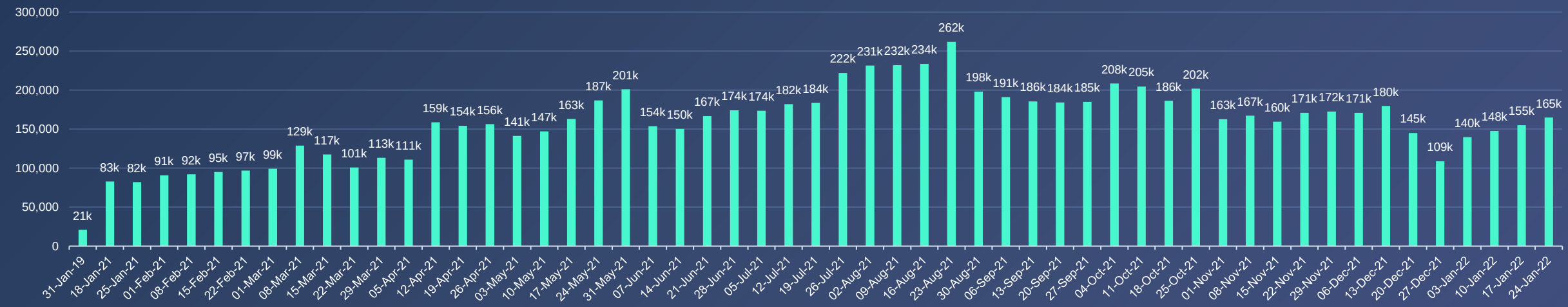
## TOTAL VISIT CHANGE BY MONTH (%)



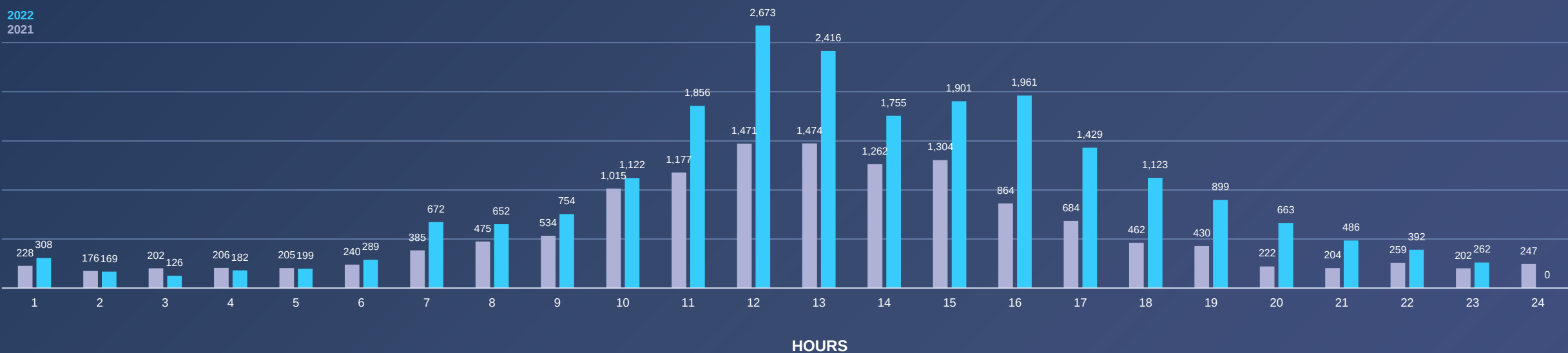
# RYDE TOWN CENTRE — JANUARY 2022 SUMMARY & BENCHMARKING (JANUARY 2021-22)



WEEKLY FOOTFALL



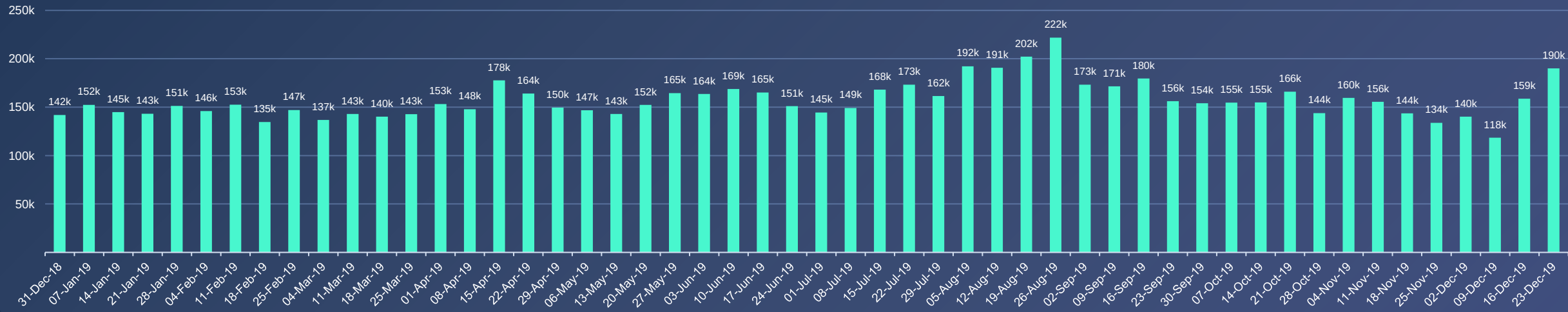
AVERAGE VISITS BY HOUR



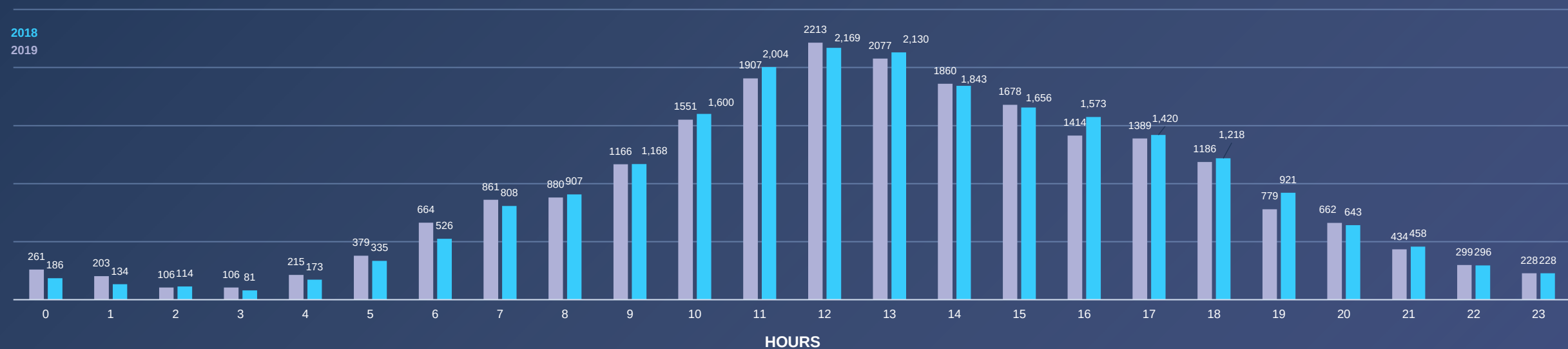
# RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



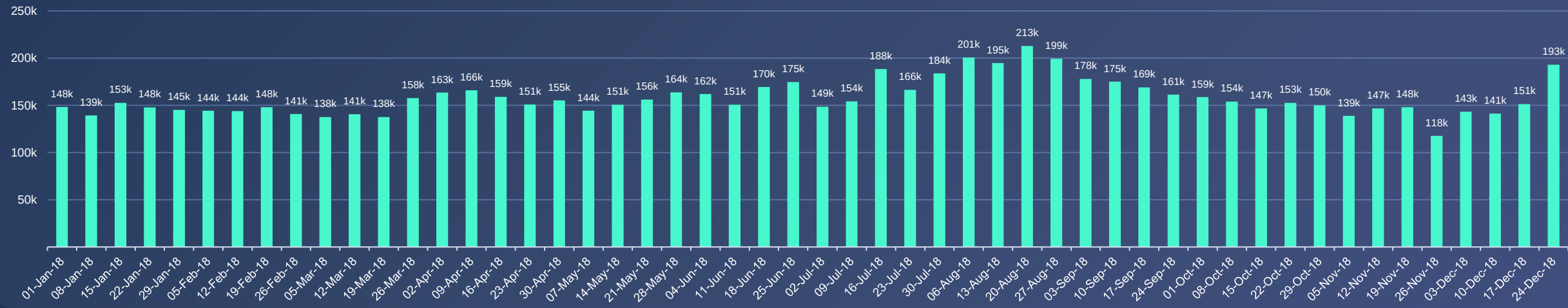
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



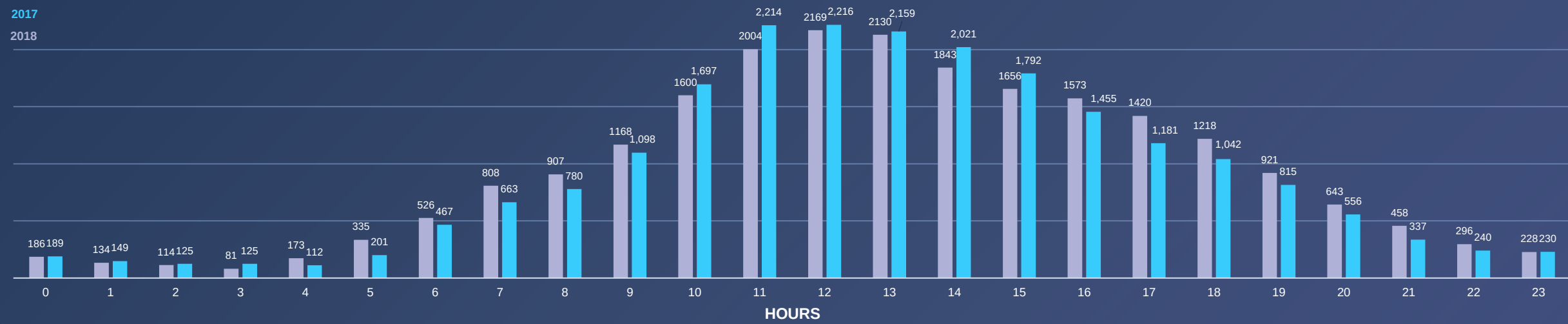
# RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



# RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

## TOTAL ANNUAL VISITS



8,921,337

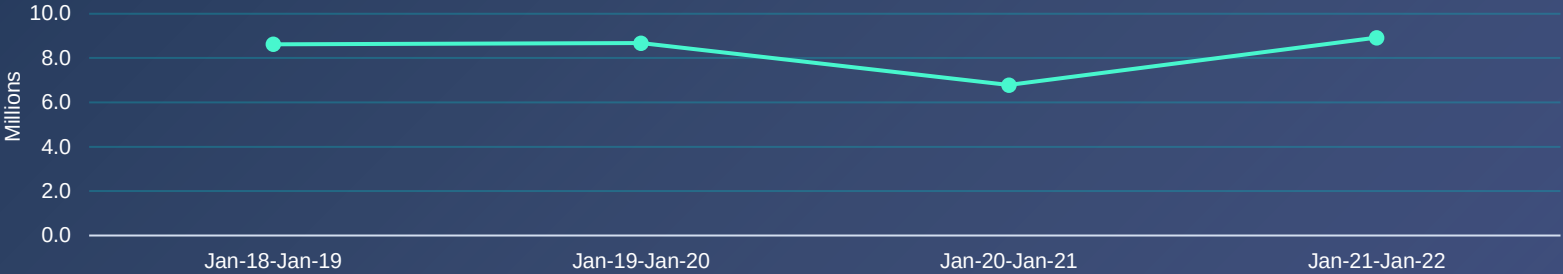
VISITS TO THE HIGH STREET  
JANUARY 21 - JANUARY 22



3%  
4 YEAR CHANGE



## FOOTFALL



## AVERAGE DWELL TIME



147 MINS

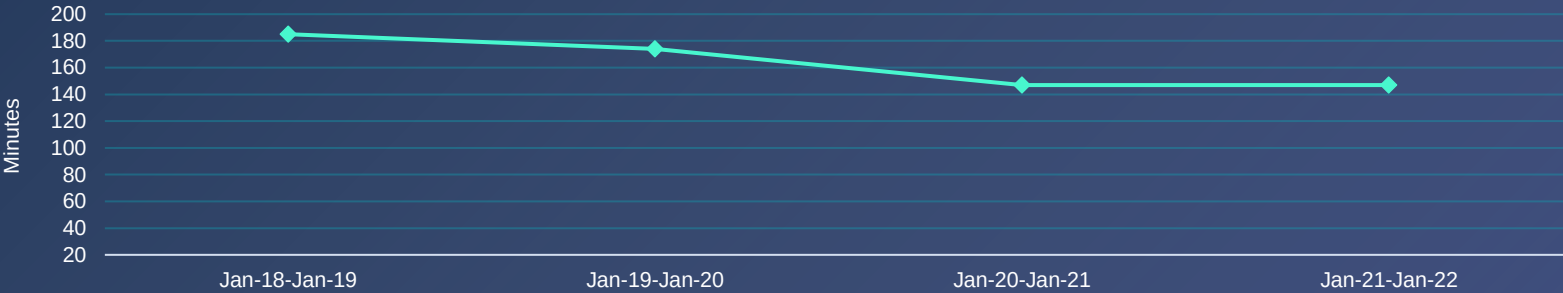
AVERAGE TIME SPENT IN THE HIGH STREET  
JANUARY 21 - JANUARY 22



-21%  
4 YEAR CHANGE



## DWELL TIME



## PLACES VISITED



2.1

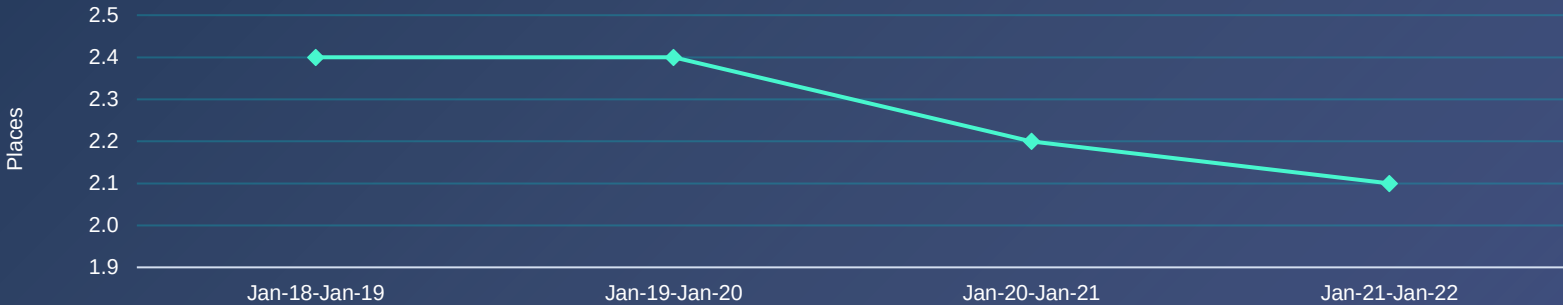
AVERAGE NUMBER OF INDOOR LOCATIONS  
VISITED PER TRIP  
JANUARY 21 - JANUARY 22



-13%  
4 YEAR CHANGE



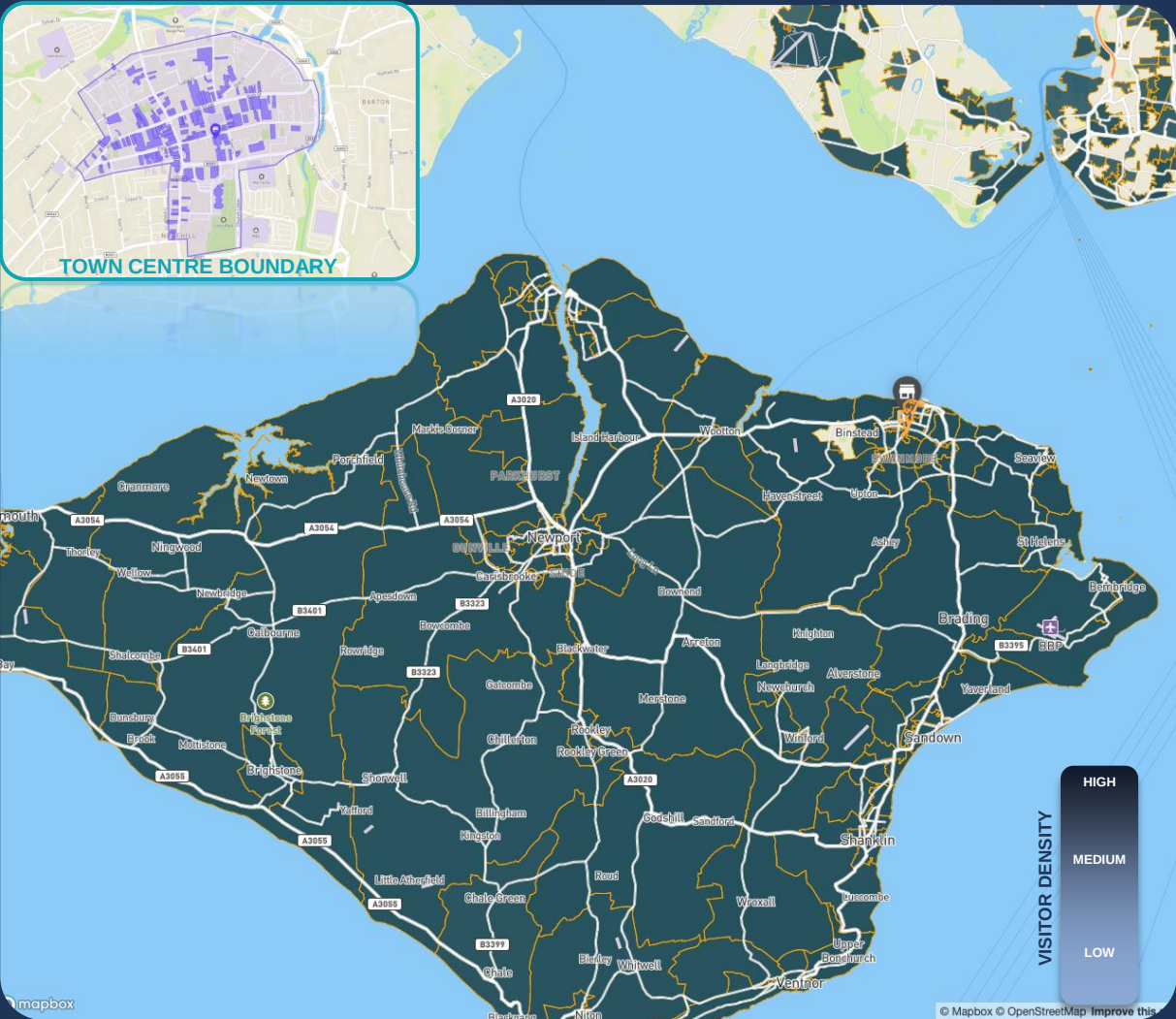
## PLACES VISITED



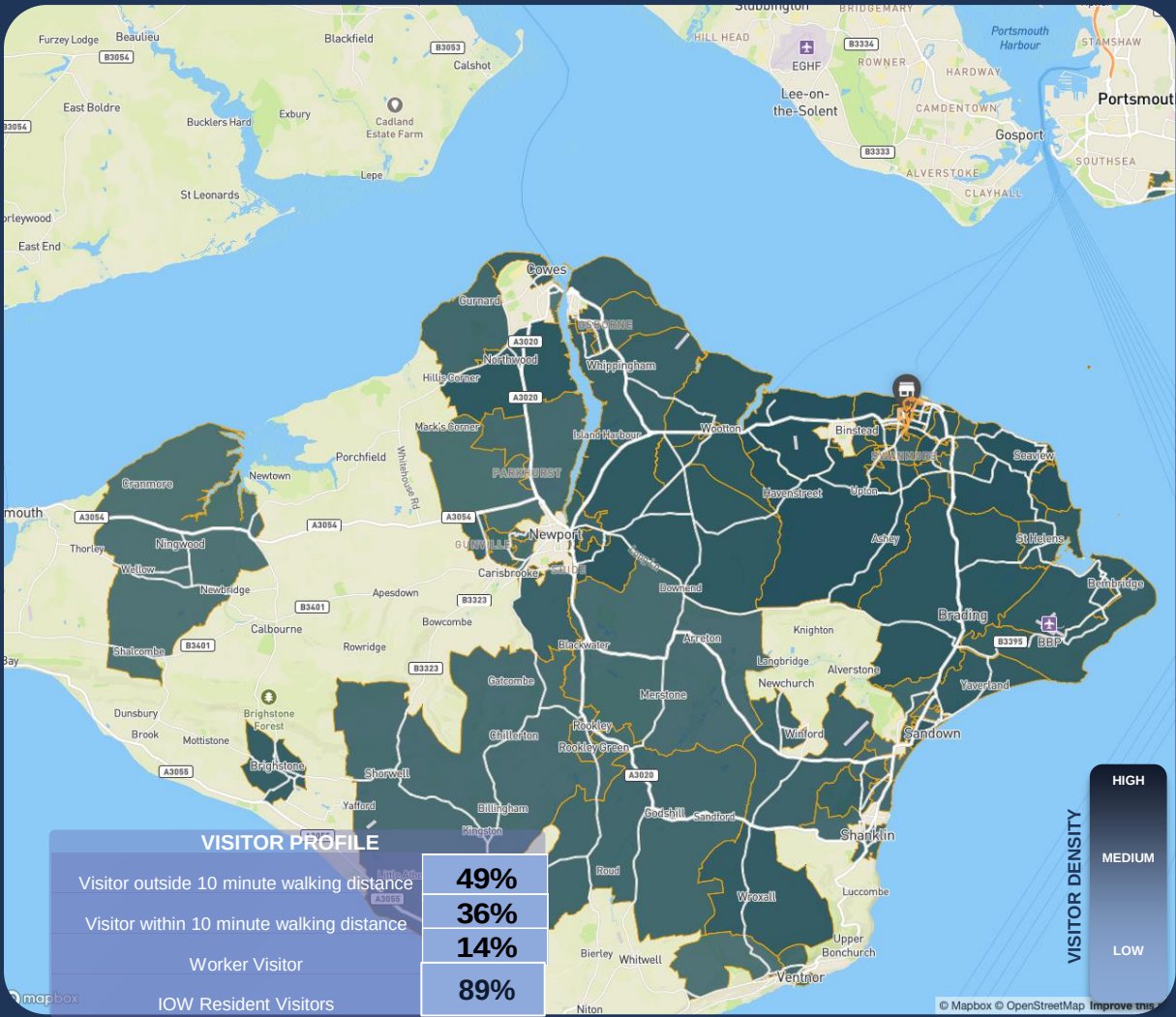


# RYDE VISITOR CATCHMENT — JANUARY 2022 & BENCHMARKING (JANUARY 2021-22)

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



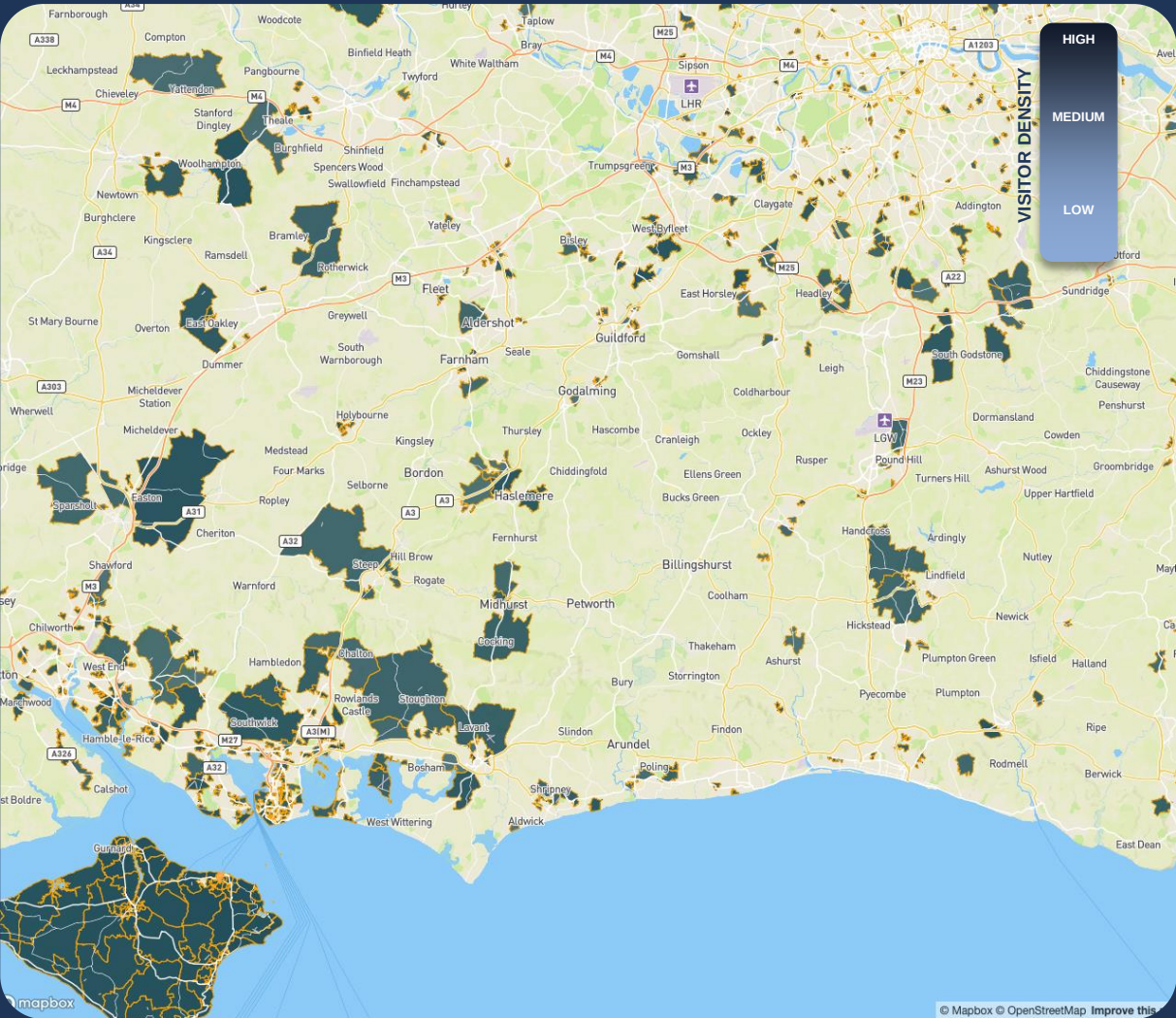
VISITOR CATCHMENT BY POSTCODE  
IN JANUARY 2022 (zoomed in)



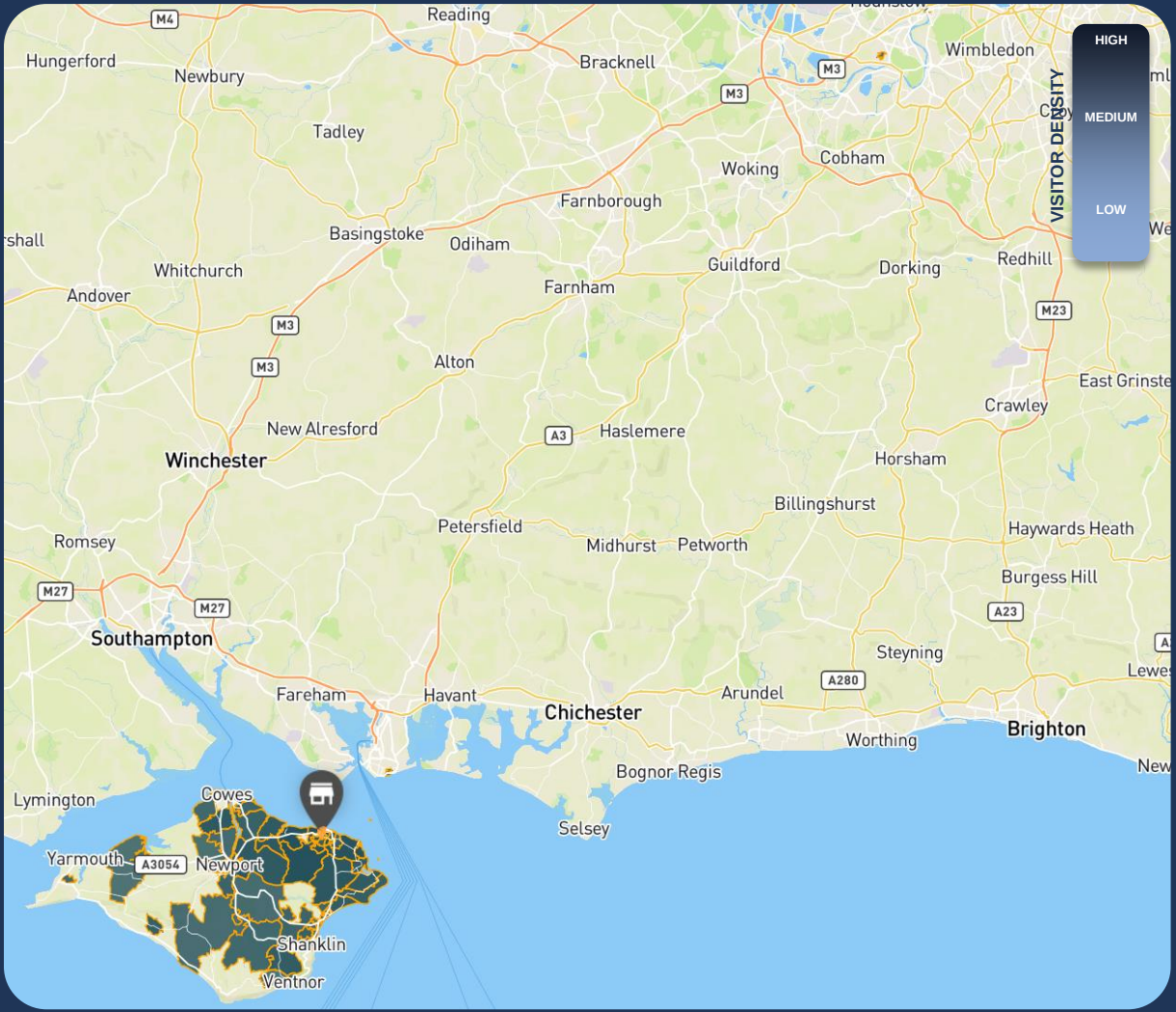


# RYDE VISITOR CATCHMENT — JANUARY 2022 & BENCHMARKING (JANUARY 2021-22)

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



VISITOR CATCHMENT BY POSTCODE  
IN JANUARY 2022 (zoomed out)

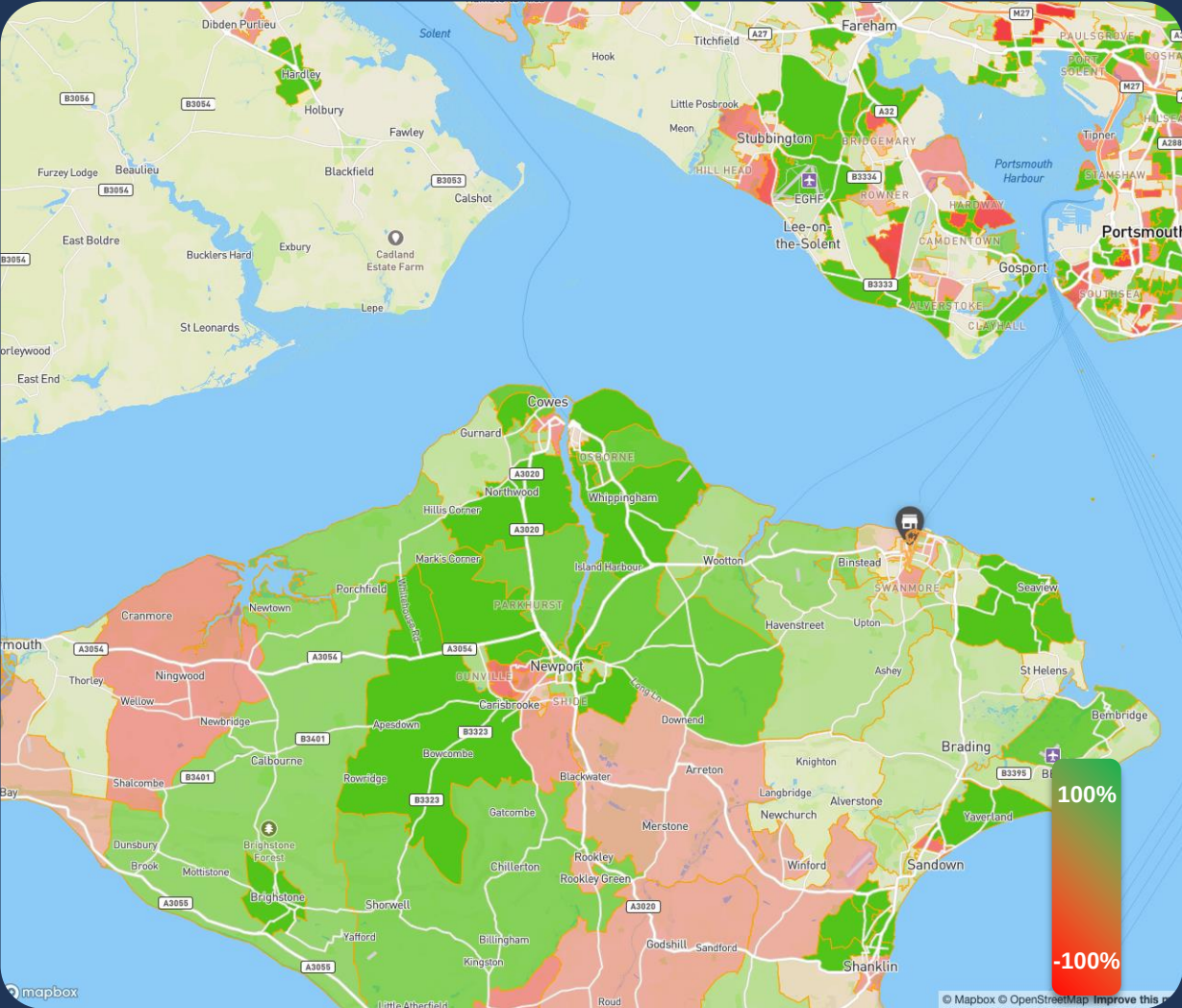




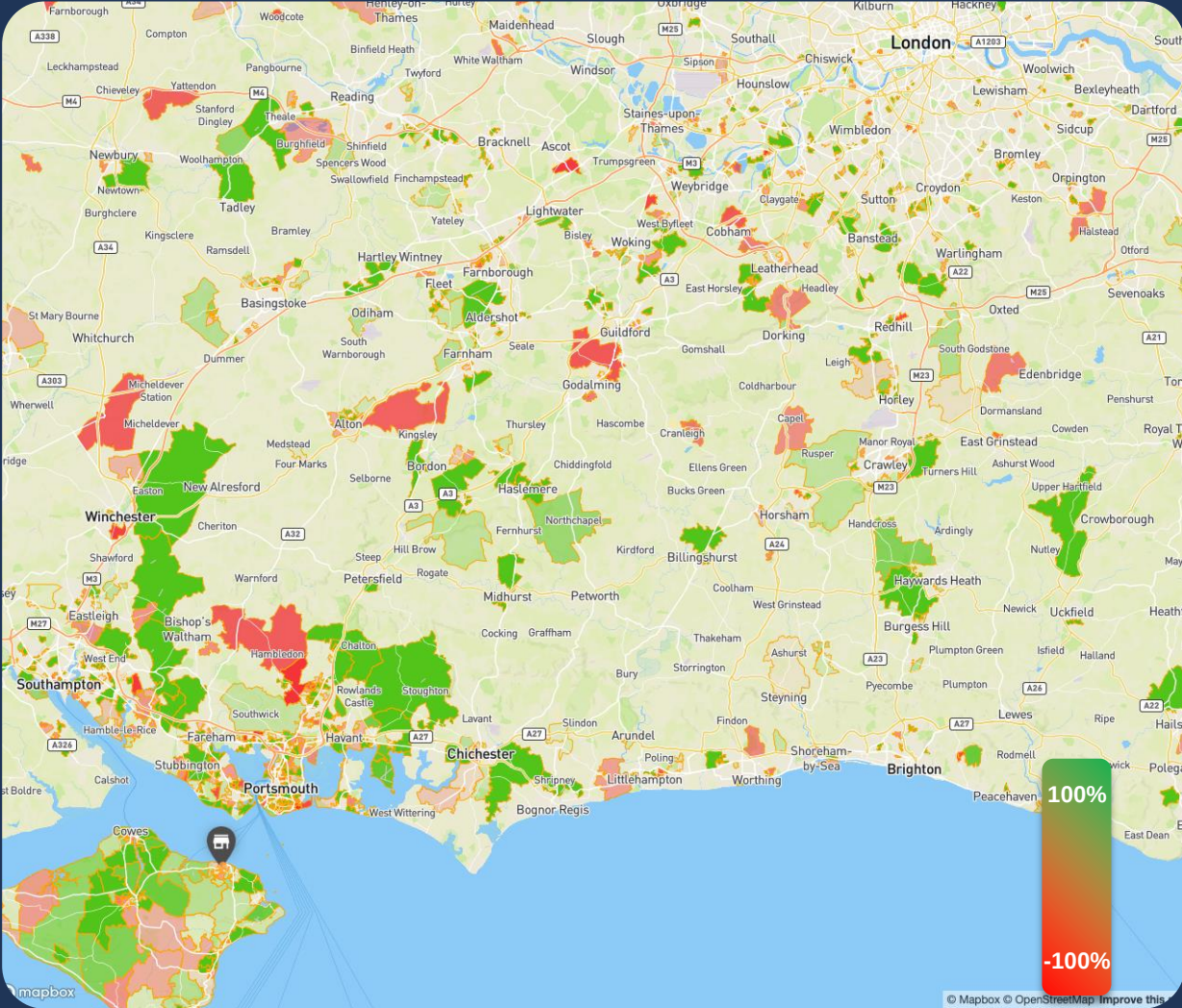
# RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (JANUARY 2021-22)



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



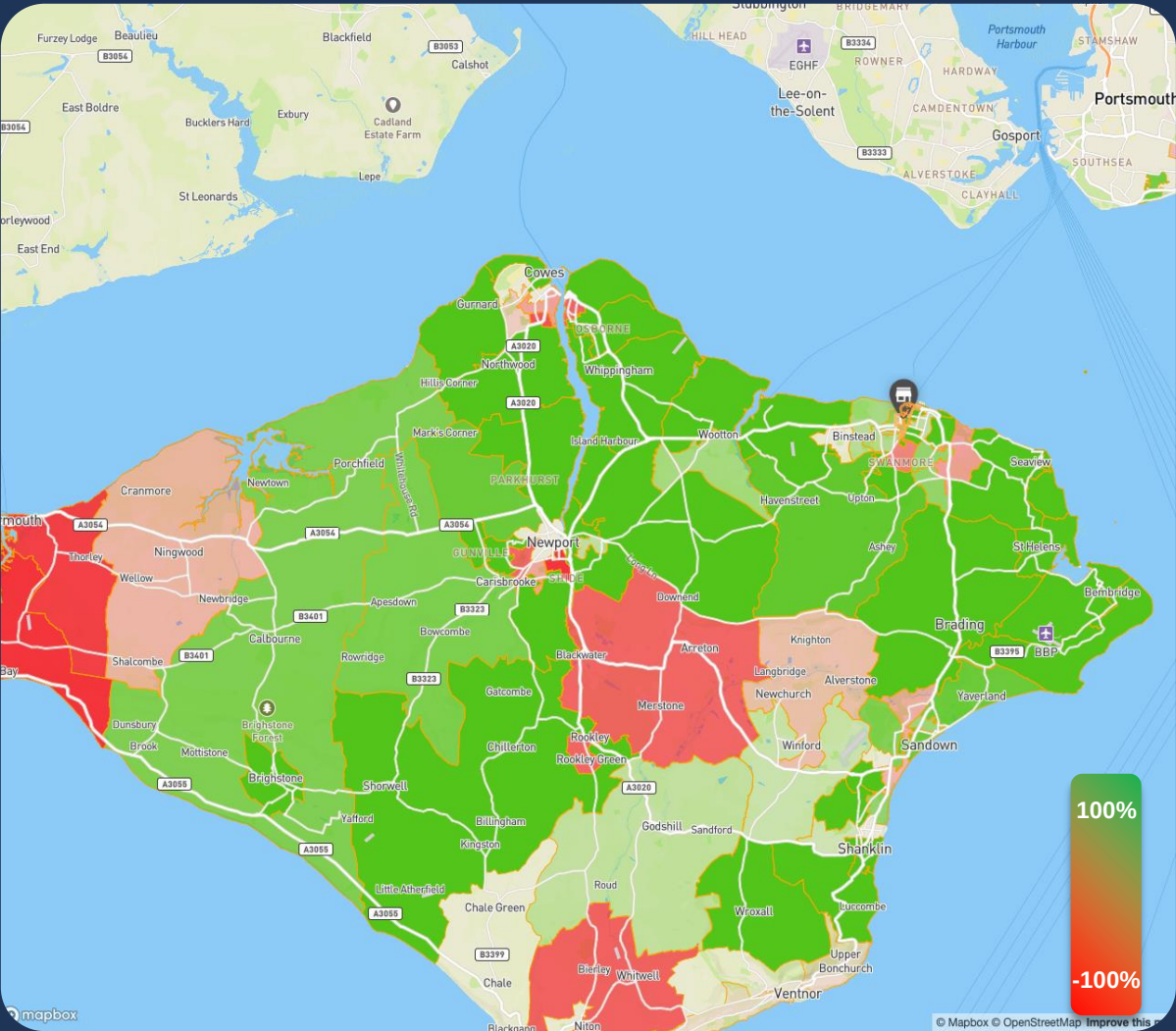
CHANGE IN VISITOR LEVELS  
JANUARY 2021-22 vs JANUARY 2020-21 (zoomed out)



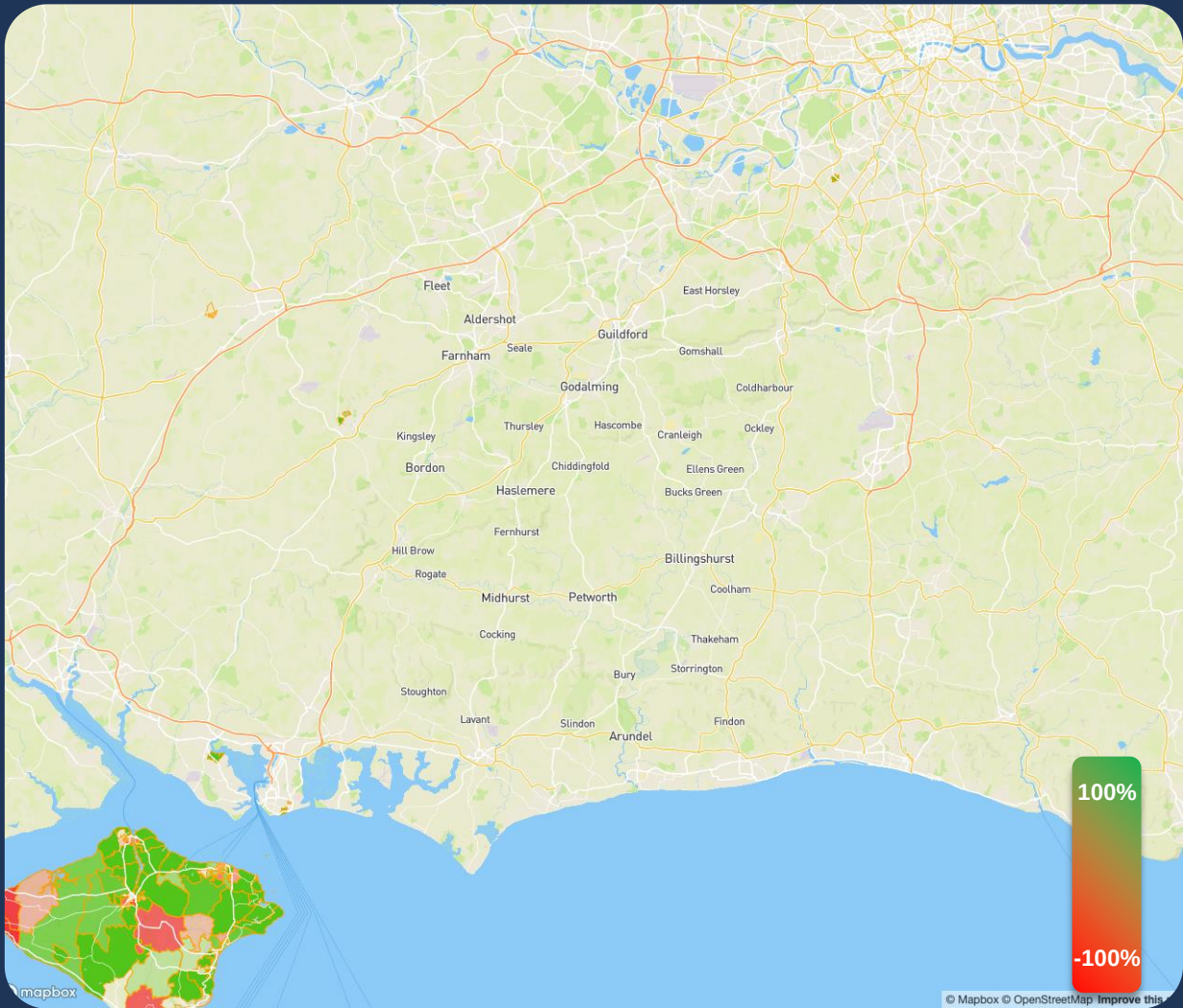


# RYDE VISITOR CHANGE BY POSTCODE – JANUARY 2022 & BENCHMARKING

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



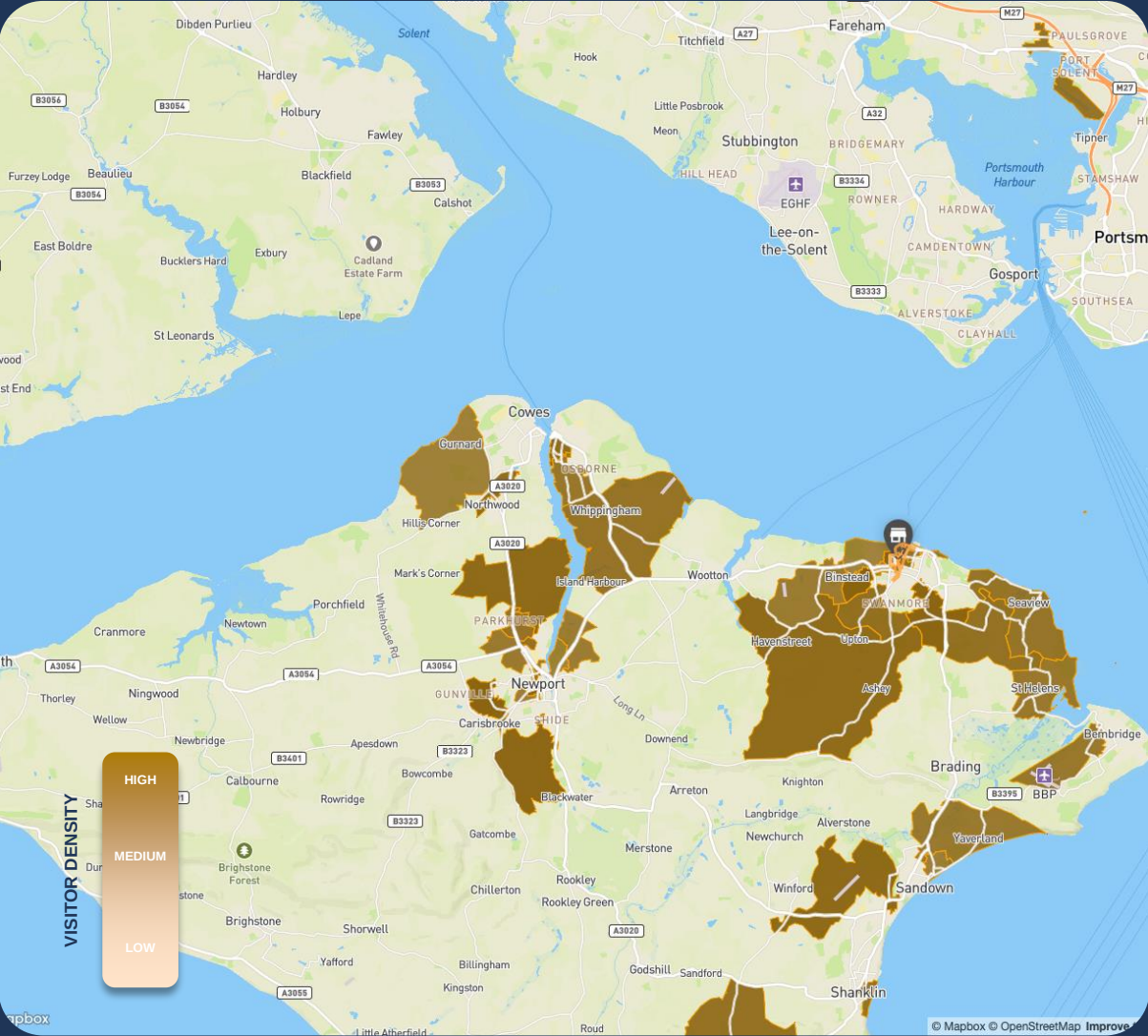
CHANGE IN VISITOR LEVELS  
JANUARY 2022 vs JANUARY 2021 (zoomed out)



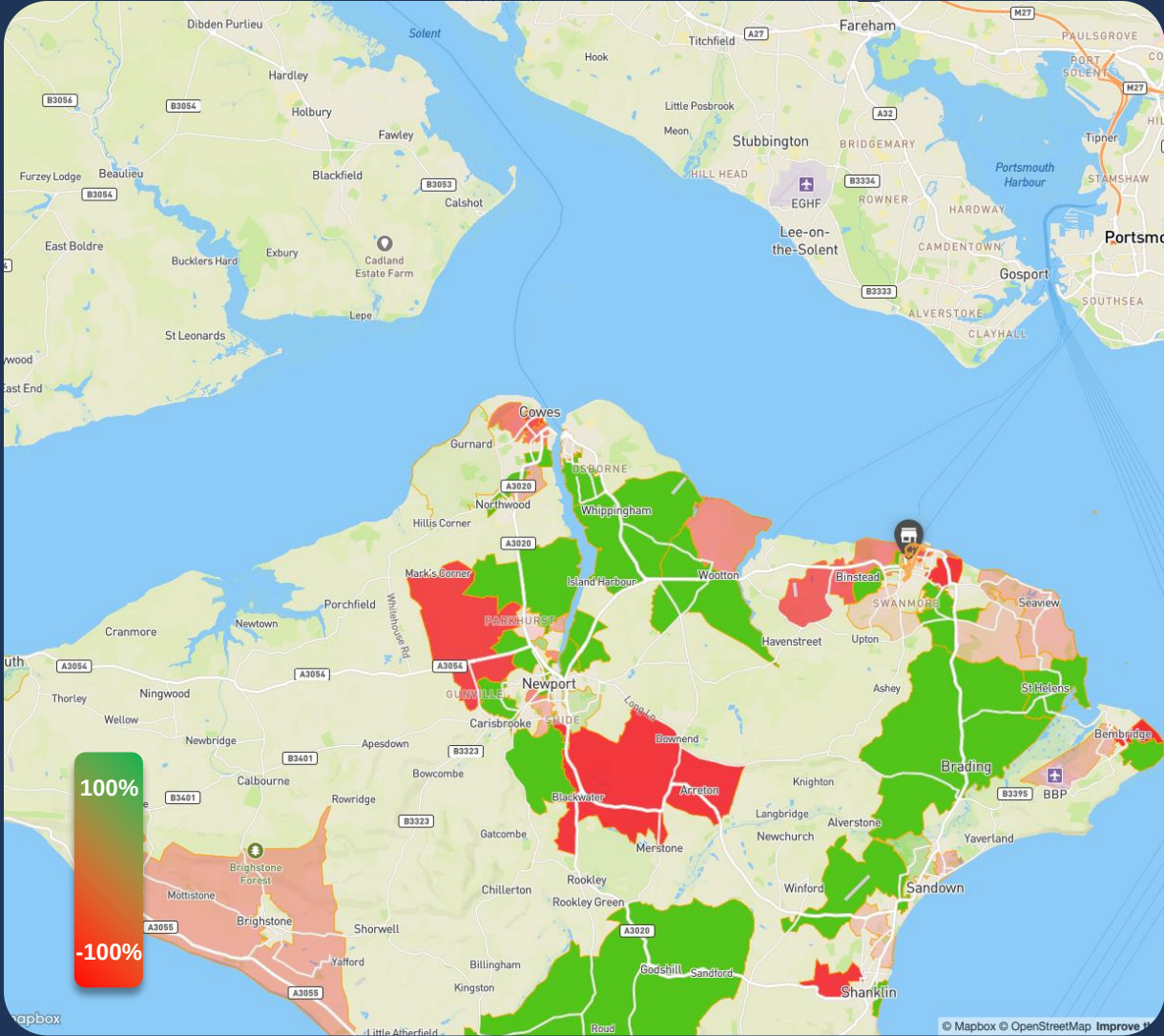


# RYDE WORKER CATCHMENT CHANGE — JANUARY 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE JANUARY 2022



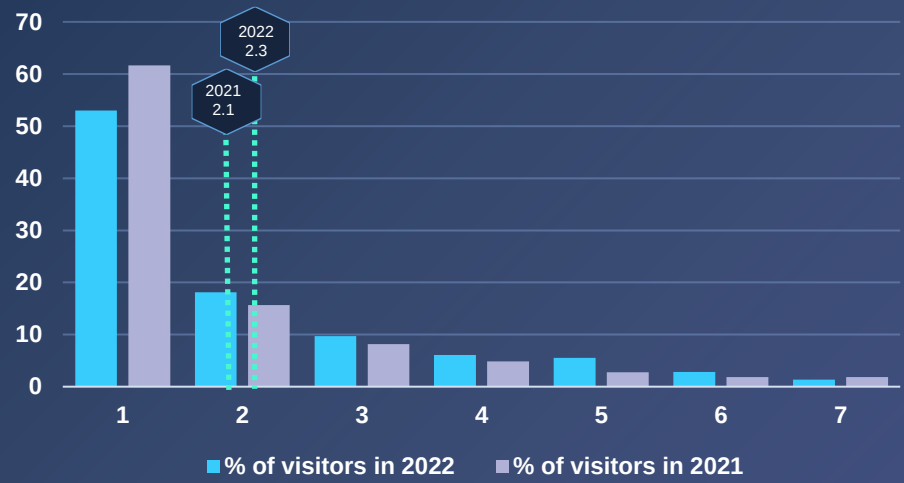
CHANGE IN WORKER CATCHMENT JANUARY 2022 vs JANUARY 2021



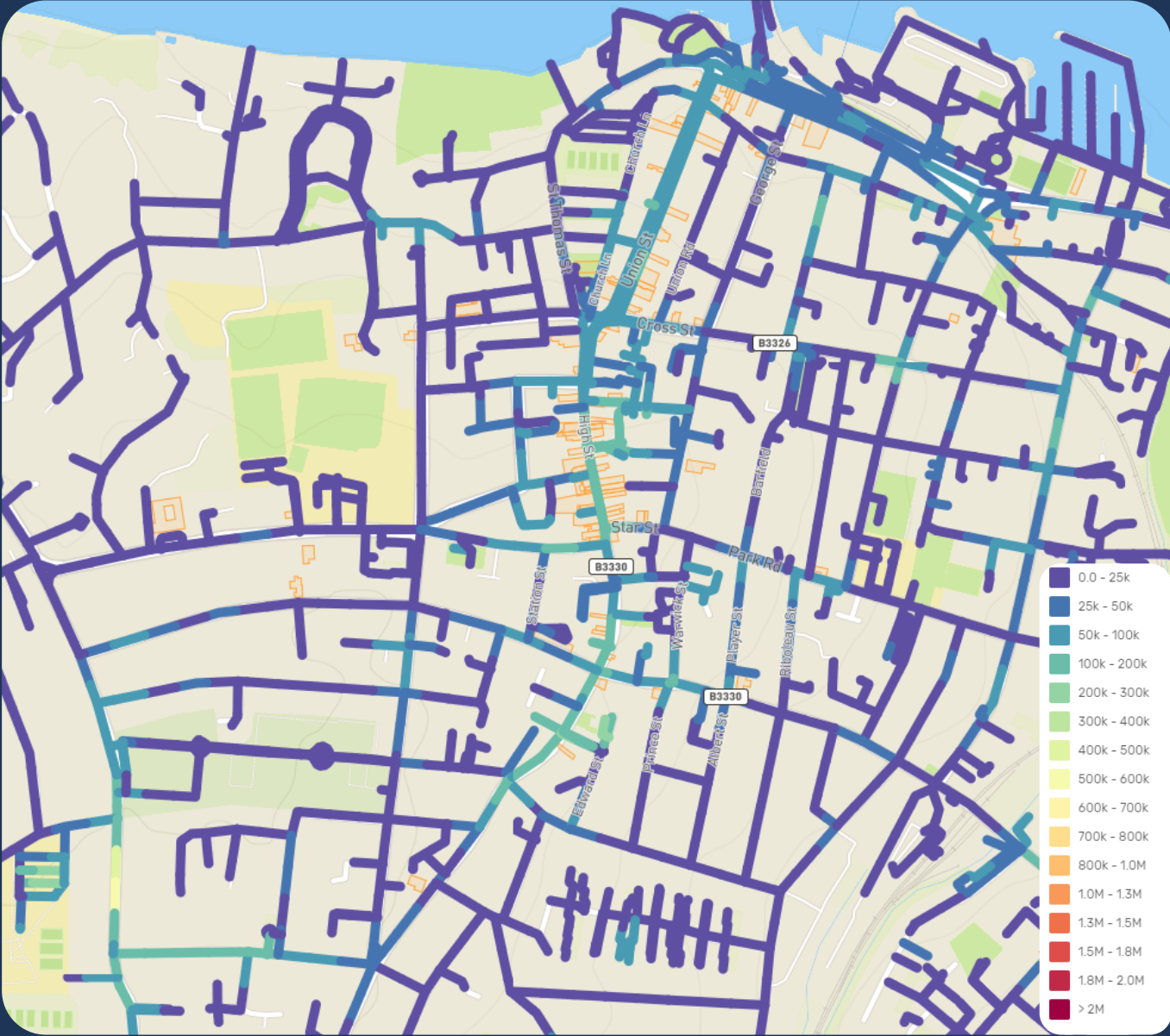
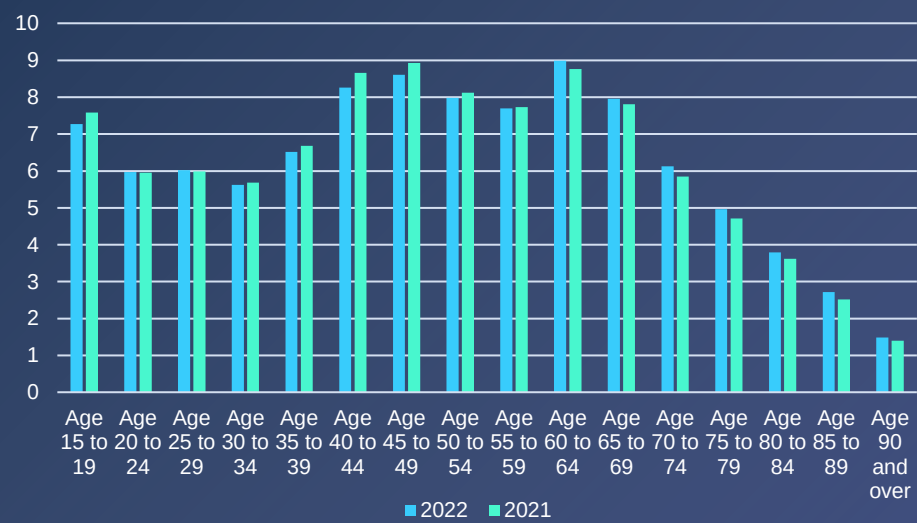


# RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (JANUARY 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



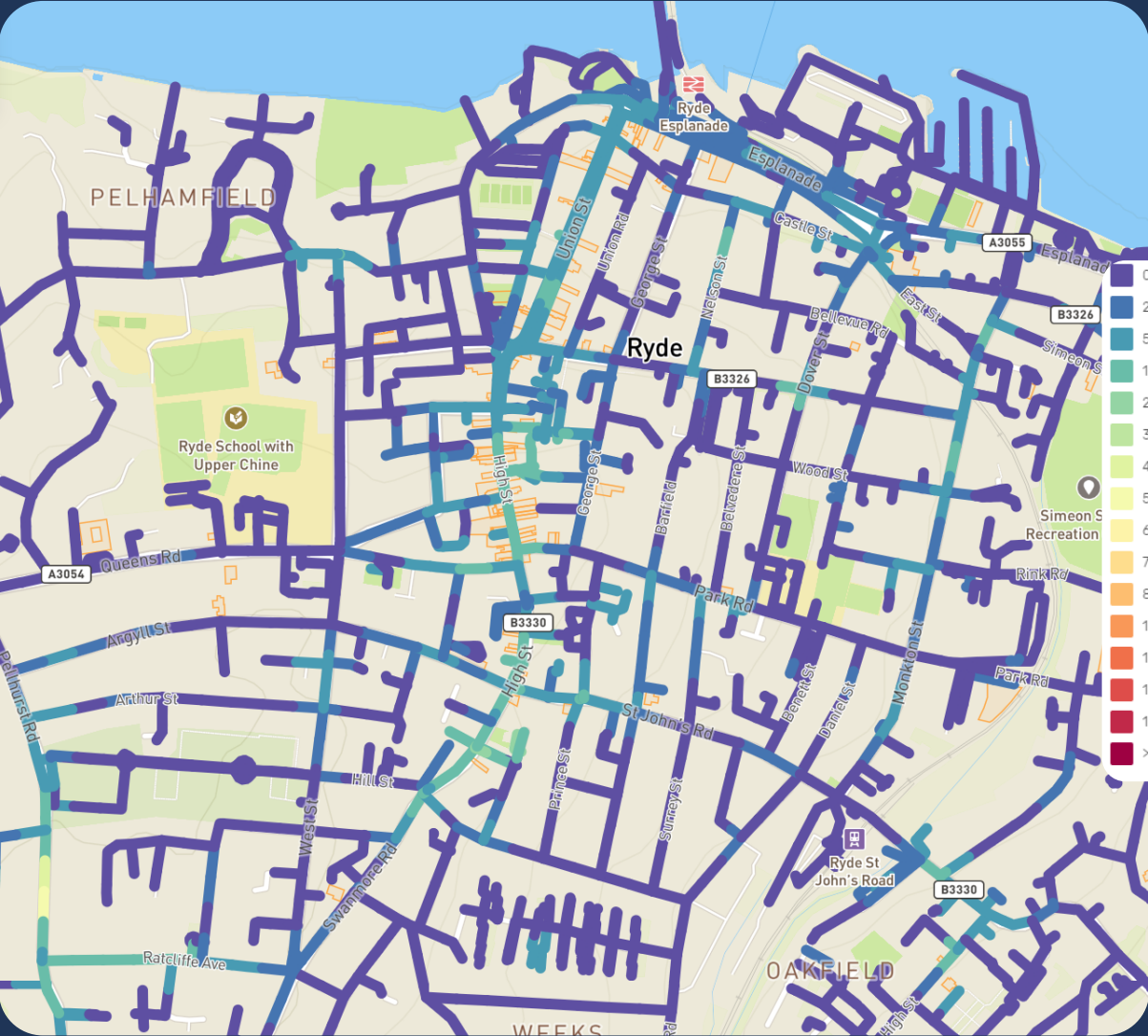
RYDE VISITOR AGE RANGE (%)  
JANUARY 2022 VS JANUARY 2021



RYDE TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2022

# RYDE PEDESTRIAN VISITOR BEHAVIOURS – JANUARY 2022 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2022



RYDE TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2021

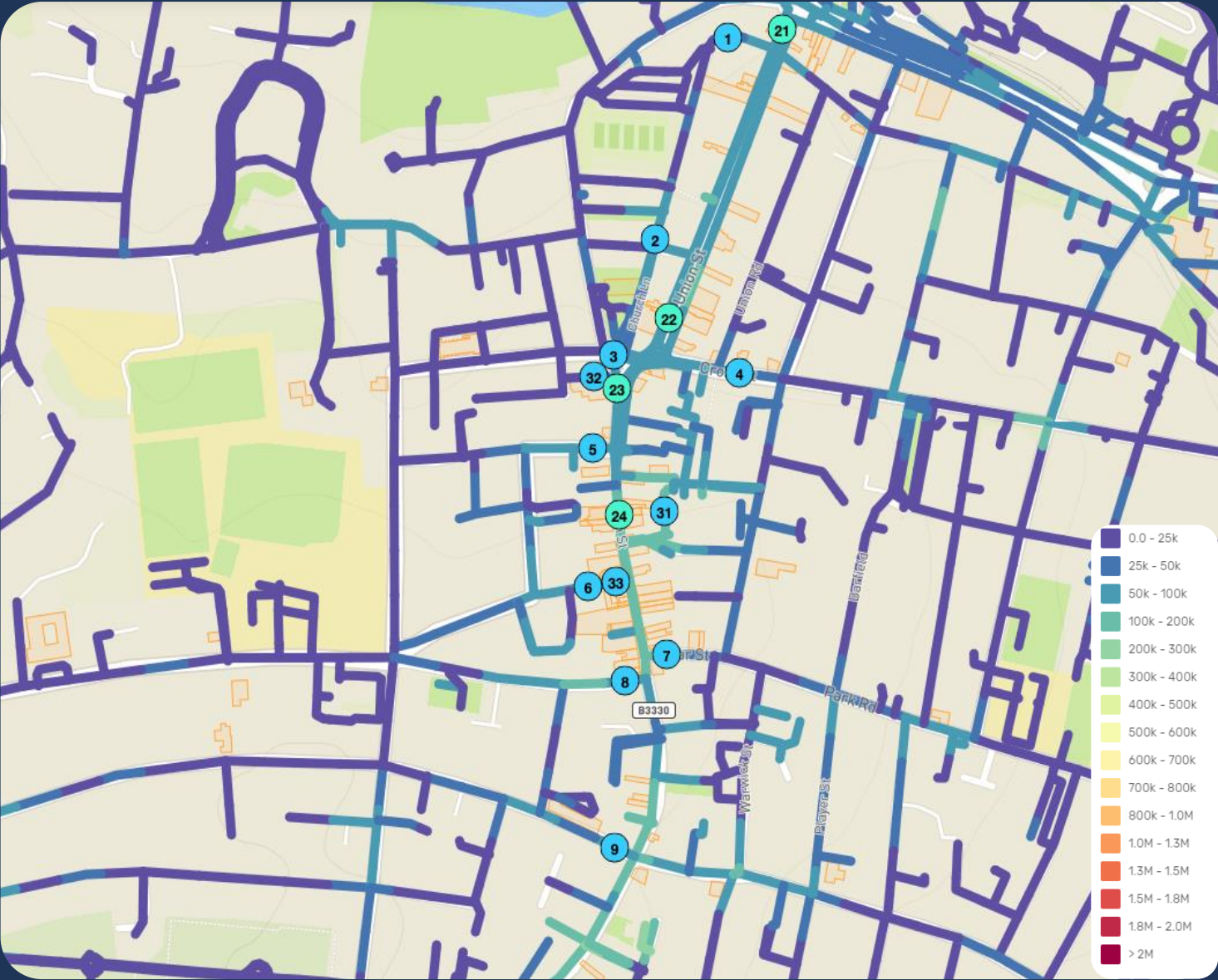




# RYDE KEY LOCATION FOOTFALL — (JANUARY 2022 VS JANUARY 2021)



## CENTRE FOOTFALL DATA JANUARY 2022 VS JANUARY 2021 — ENTRY POINTS



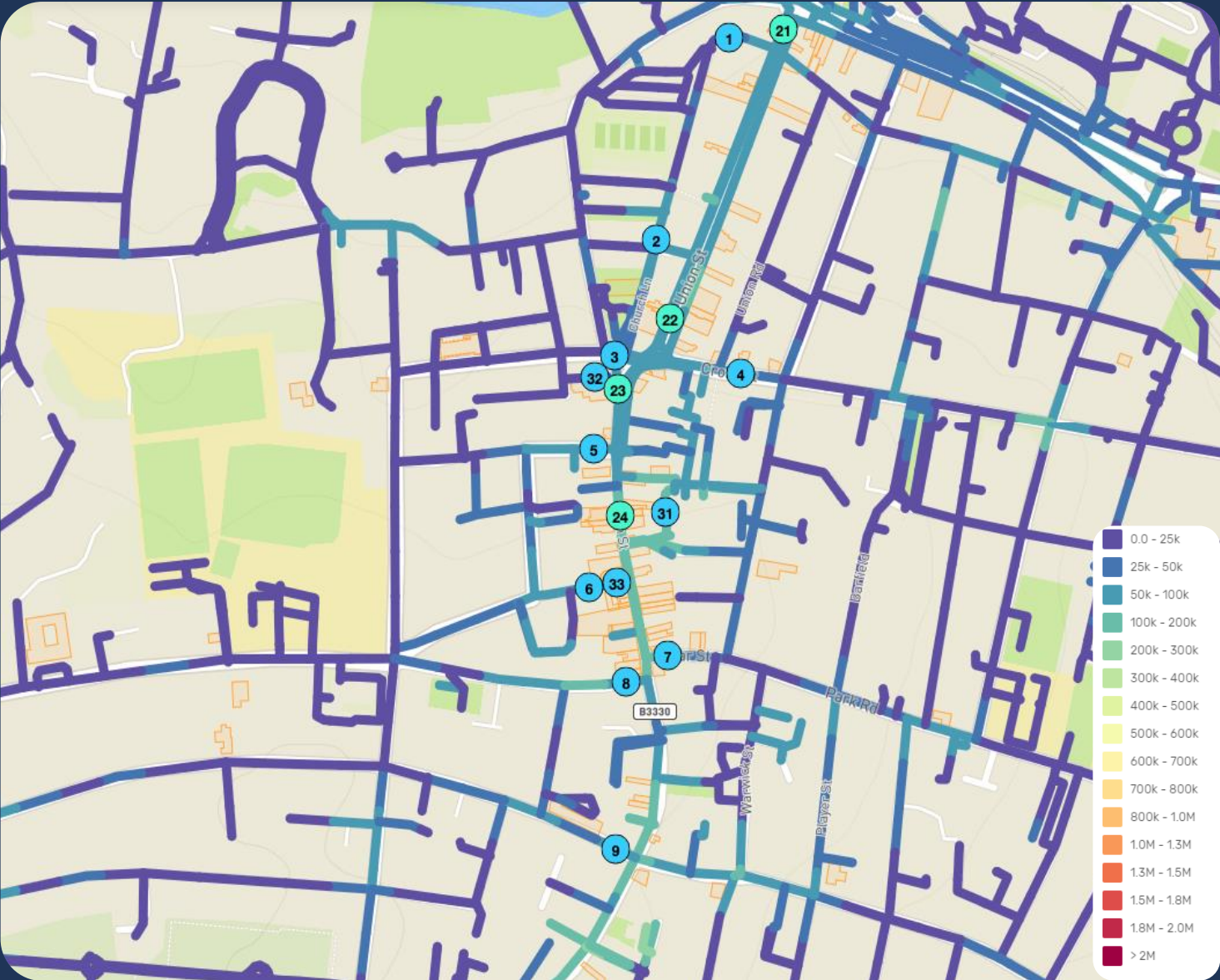
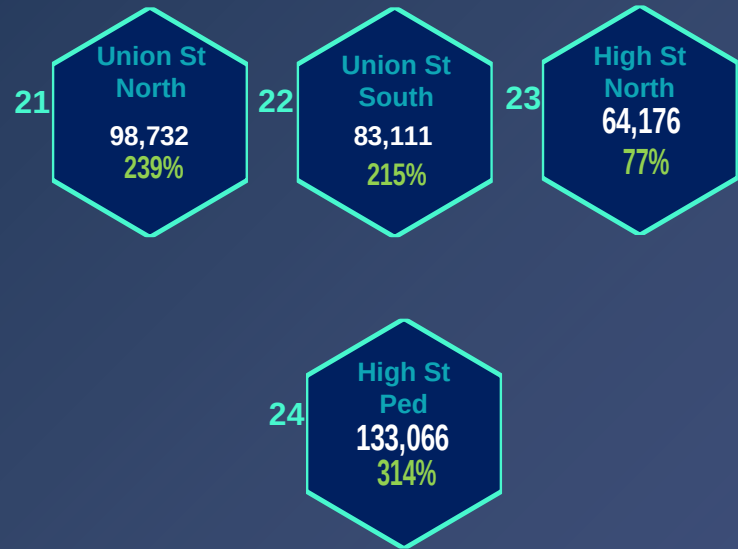
KEY: PEDESTRIAN NUMBERS JANUARY 2022

RYDE TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2022

# RYDE KEY LOCATION FOOTFALL — (JANUARY 2022 VS JANUARY 2021)



## CENTRE FOOTFALL DATA JANUARY 2022 VS JANUARY 2021 — ENTRY POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP JANUARY 2022



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



## RYDE TOWN SQUARE

TOTAL VISITS

5,478  
VISITS JANUARY 22

AVERAGE DWELL  
TIME  
209 MINS  
AVERAGE TIME SPENT  
JANUARY 22

PEDESTRIANS

116,225

PEDESTRIANS PASSING  
THROUGH SQUARE  
JANUARY 2022

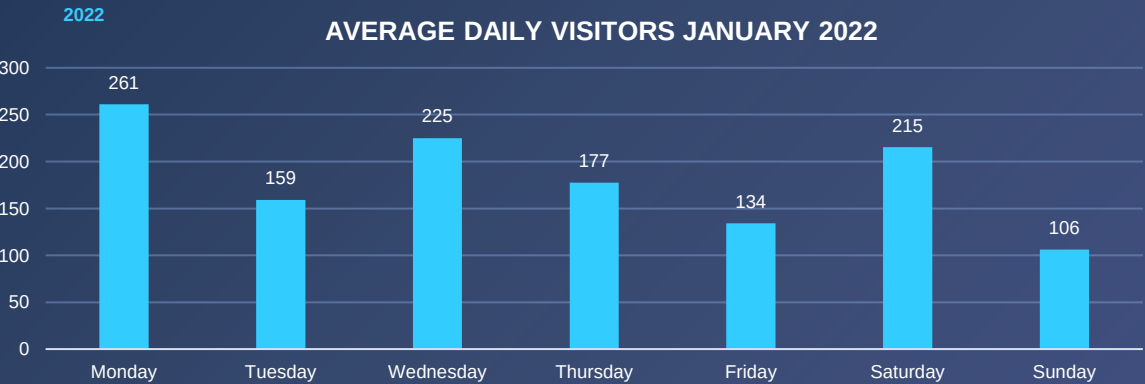
119%  
VS JANUARY  
2021



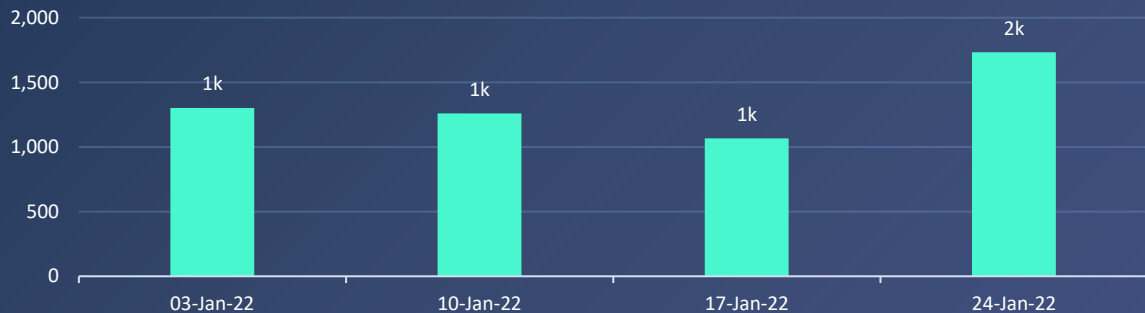
168 MINS  
VS JANUARY  
2021



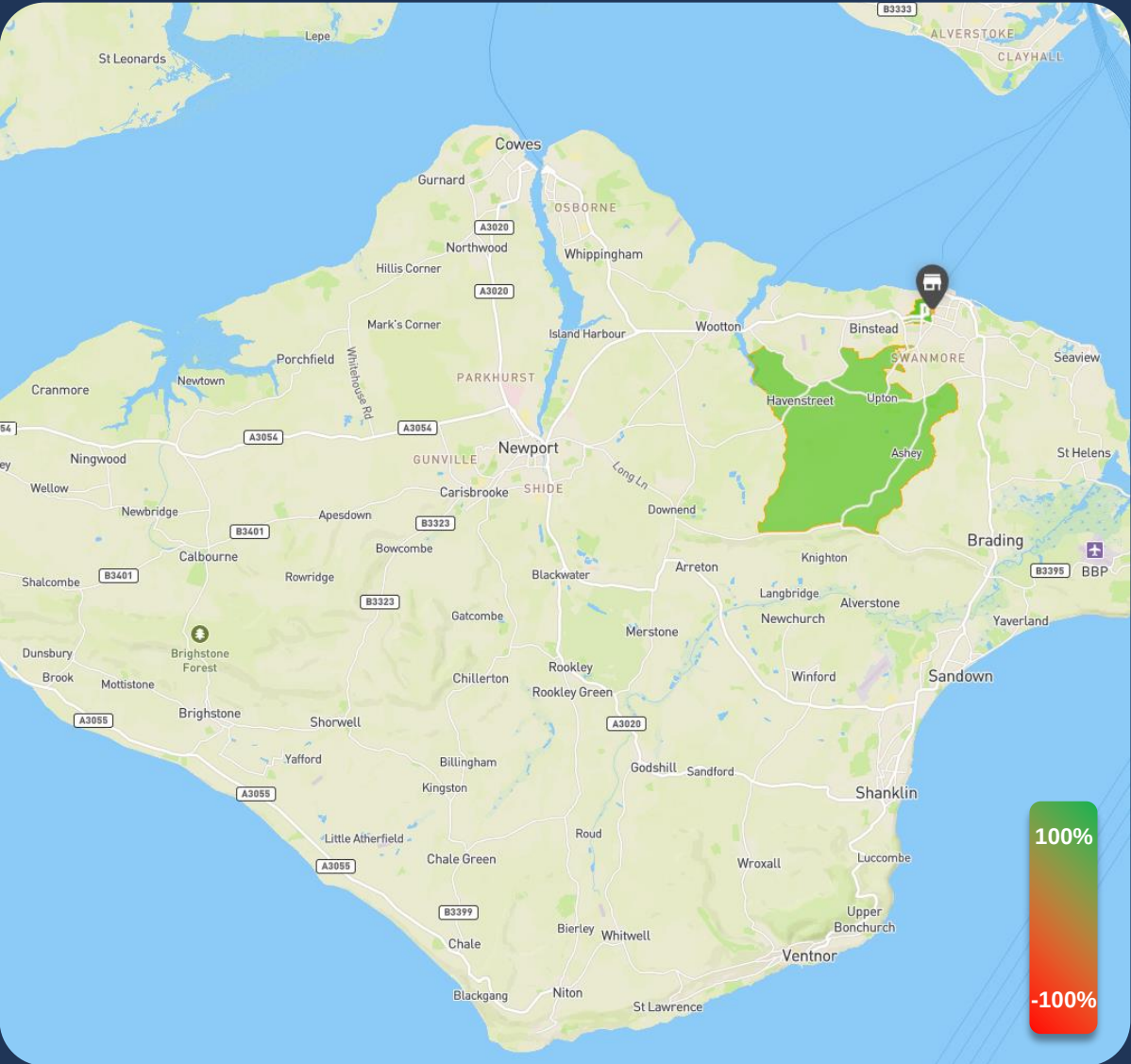
## AVERAGE DAILY VISITORS JANUARY 2022



## WEEKLY VISITS JANUARY 2022



## CHANGE IN VISITOR LEVELS JANUARY 2022 VS JANUARY 2021



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



## ST THOMAS SQUARE

### TOTAL VISITS

**3,248**  
VISITS JANUARY 22

**57%**  
VS JANUARY 2021



### AVERAGE DWELL TIME

**135 MINS**  
AVERAGE TIME SPENT  
JANUARY 22

**-153 MINS**  
VS JANUARY 2021

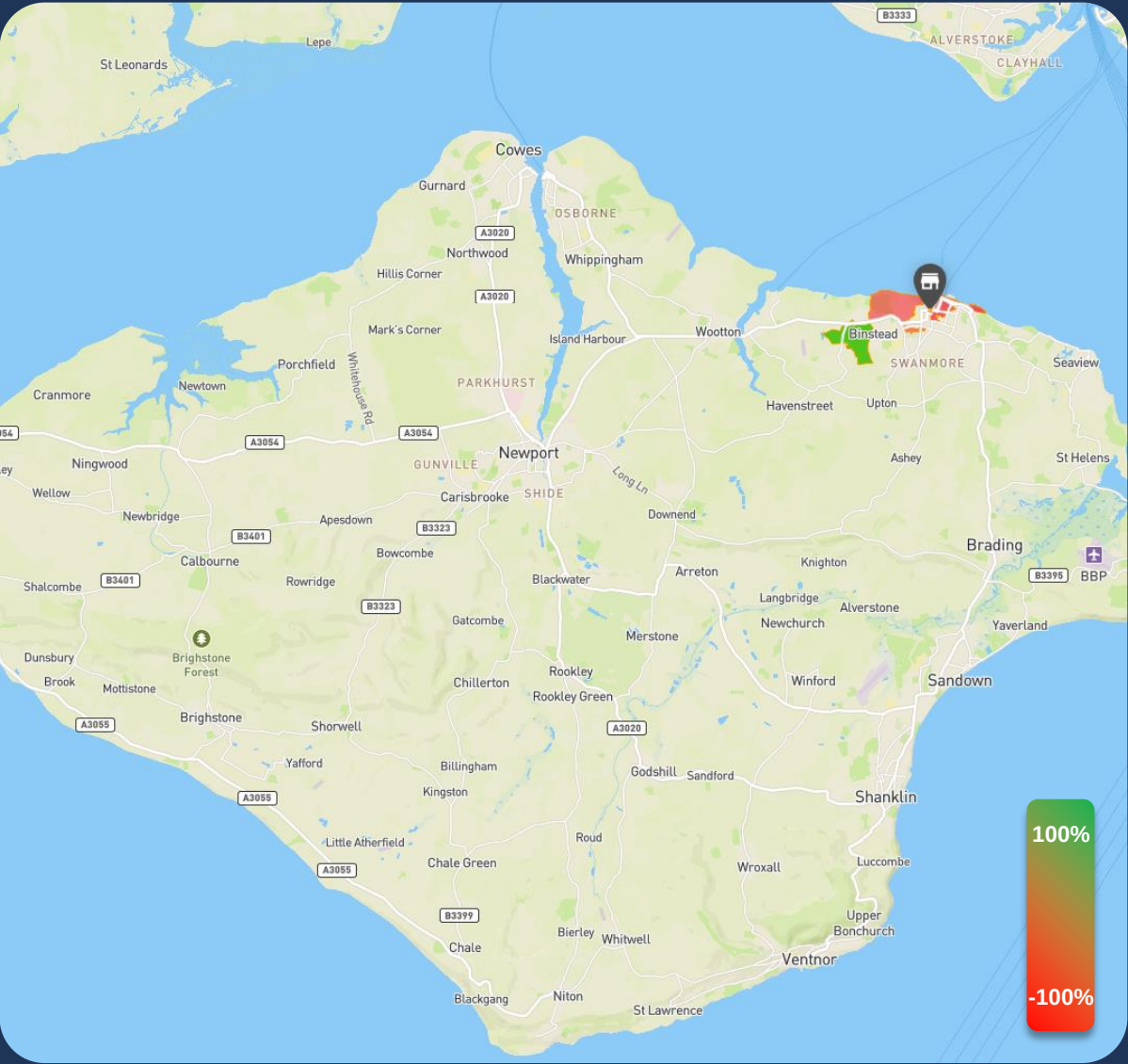


### PEDESTRIANS

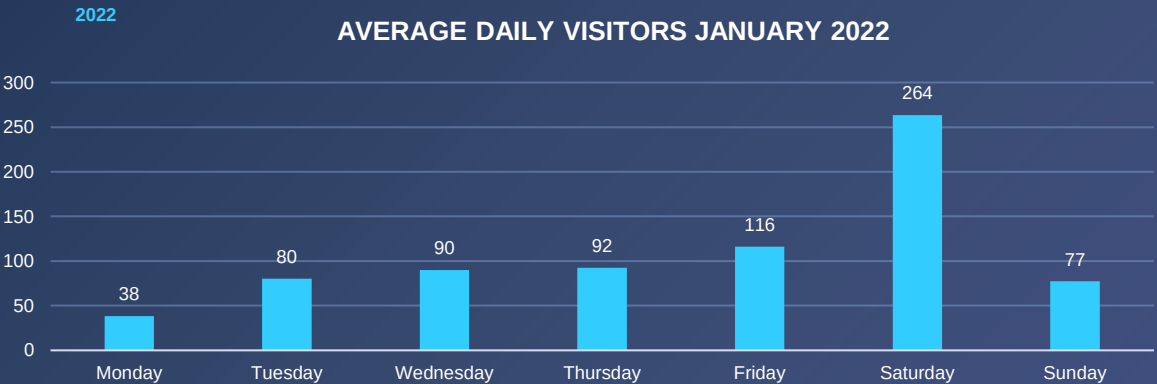
**11,675**

PEDESTRIANS PASSING  
THROUGH SQUARE  
JANUARY 2022

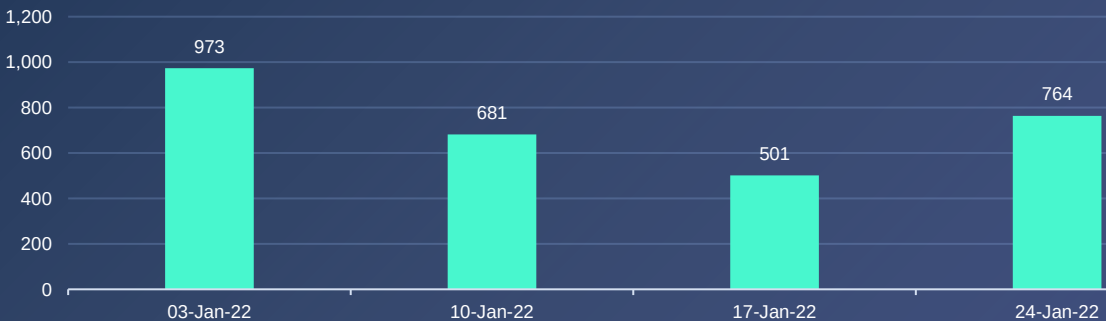
## CHANGE IN VISITOR LEVELS JANUARY 2022 VS JANUARY 2021



## AVERAGE DAILY VISITORS JANUARY 2022



## WEEKLY VISITS JANUARY 2022





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



## MINGHELLA SQUARE

TOTAL VISITS

1,852  
VISITS JANUARY 22

256%  
VS JANUARY 2021



AVERAGE DWELL TIME

95 MINS  
AVERAGE TIME SPENT  
JANUARY 22

51 MINS  
VS JANUARY 2021

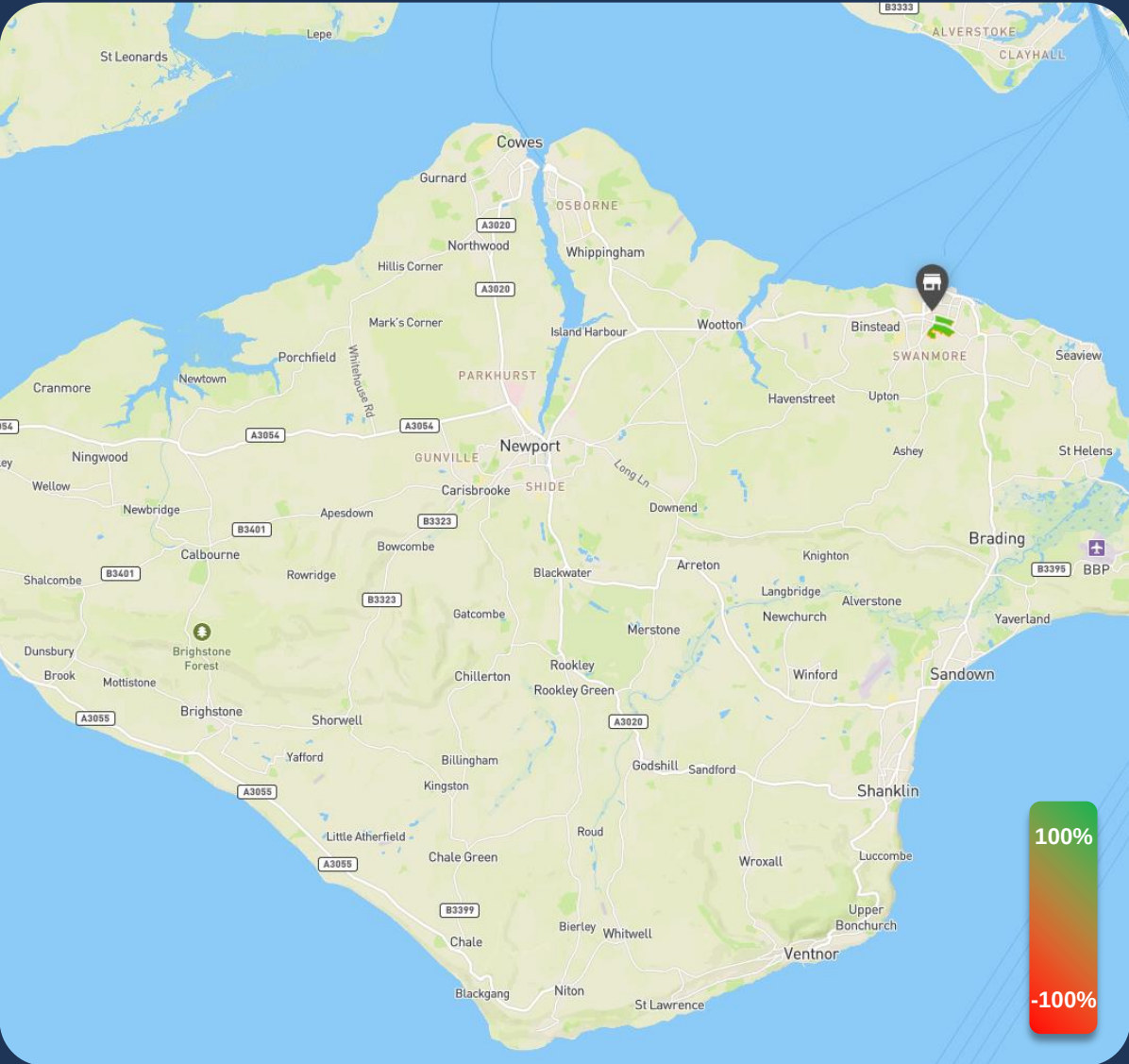


PEDESTRIANS

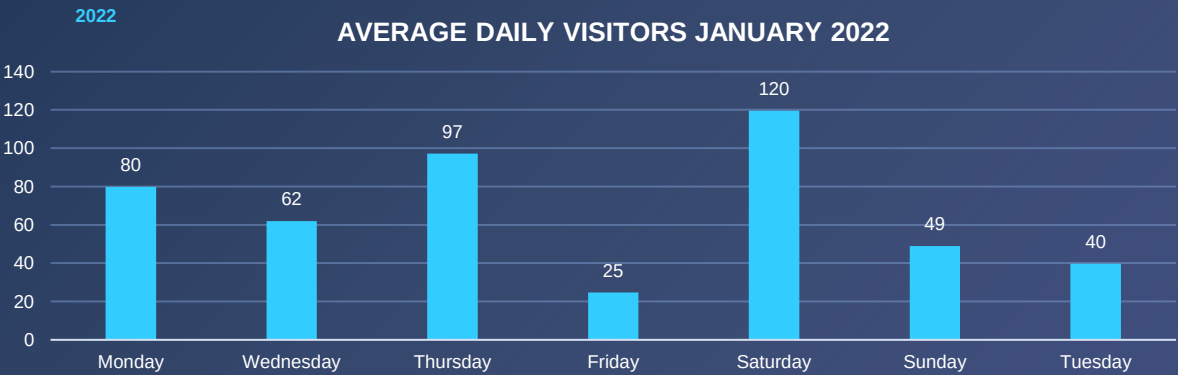
68,153

PEDESTRIANS PASSING  
THROUGH SQUARE  
JANUARY 2022

## CHANGE IN VISITOR LEVELS JANUARY 2022 VS JANUARY 2021



## AVERAGE DAILY VISITORS JANUARY 2022



## WEEKLY VISITS JANUARY 2022

