

VISITOR INSIGHTS

MONTHLY REPORT

NEWPORT, Isle of Wight

APRIL 2022

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



VISITOR | INSIGHTS

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

TOTAL VISITS



1,405,595

VISITS TO THE HIGH STREET



AVERAGE DWELL TIME



178 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

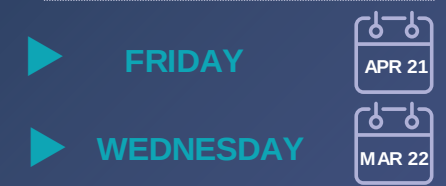


POPULAR VISIT DAY



FRIDAY

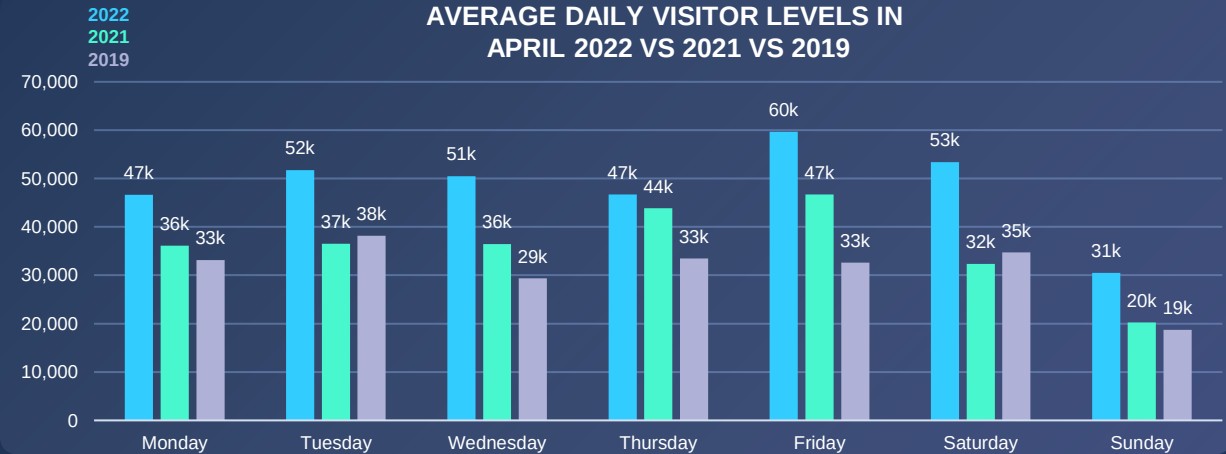
60k AVERAGE VISITS ON FRIDAY IN APRIL



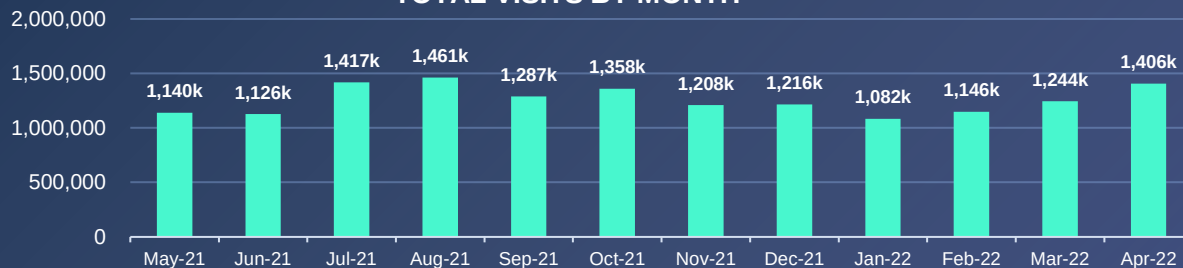
DAILY VISITS APRIL 2022 VS 2021 VS 2019



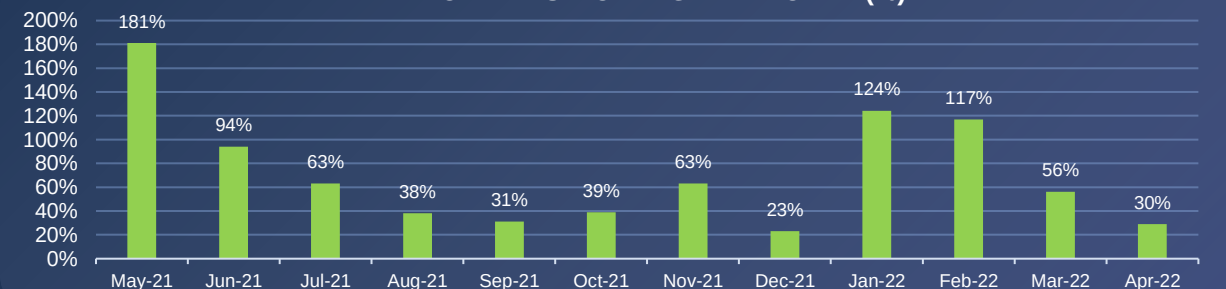
AVERAGE DAILY VISITOR LEVELS IN APRIL 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



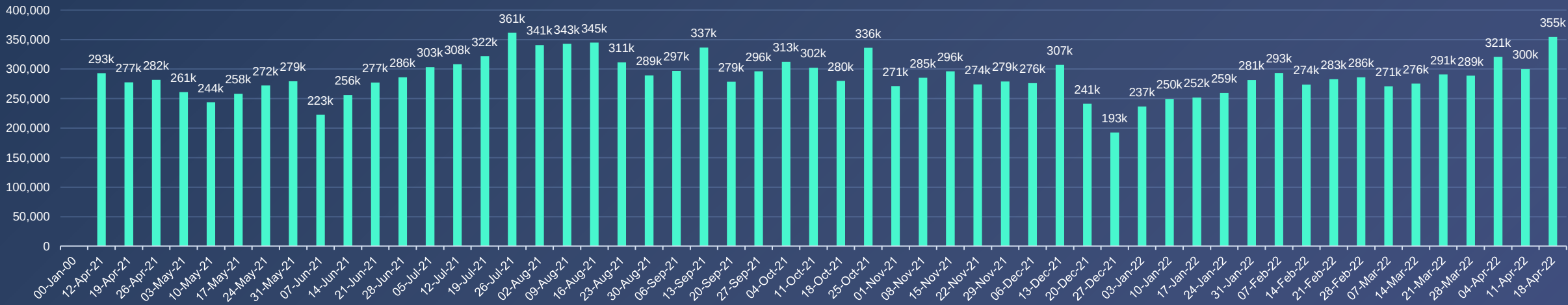
TOTAL VISIT CHANGE BY MONTH (%)



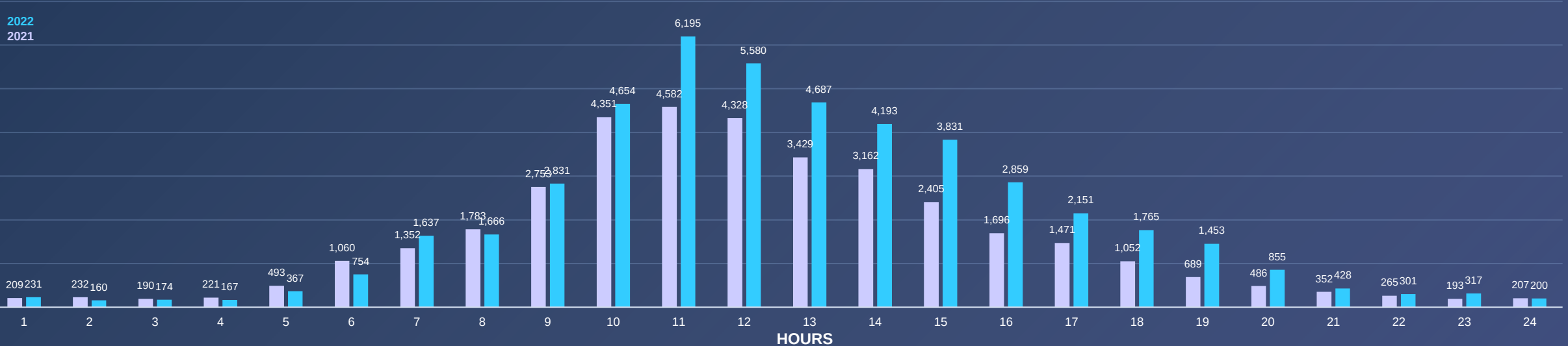
NEWPORT TOWN CENTRE — APRIL 2022 SUMMARY & BENCHMARKING (APRIL 2021-22)



WEEKLY FOOTFALL



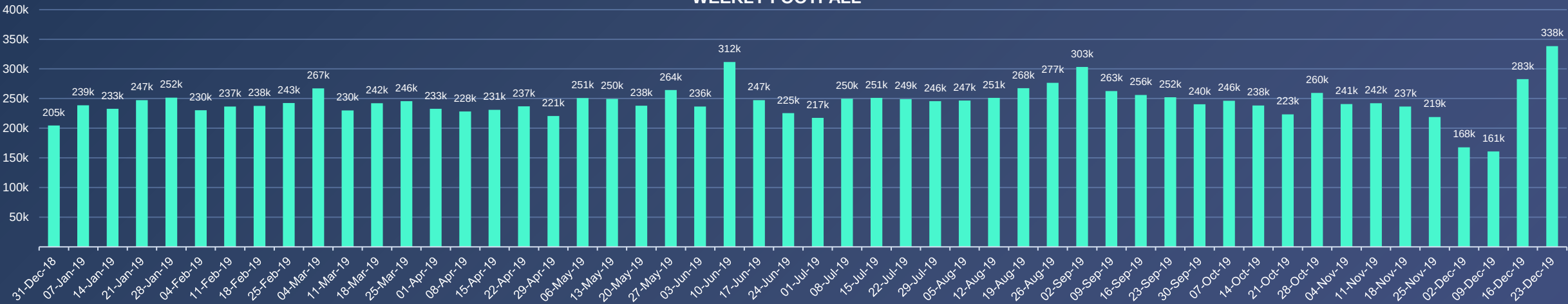
AVERAGE VISITS BY HOUR



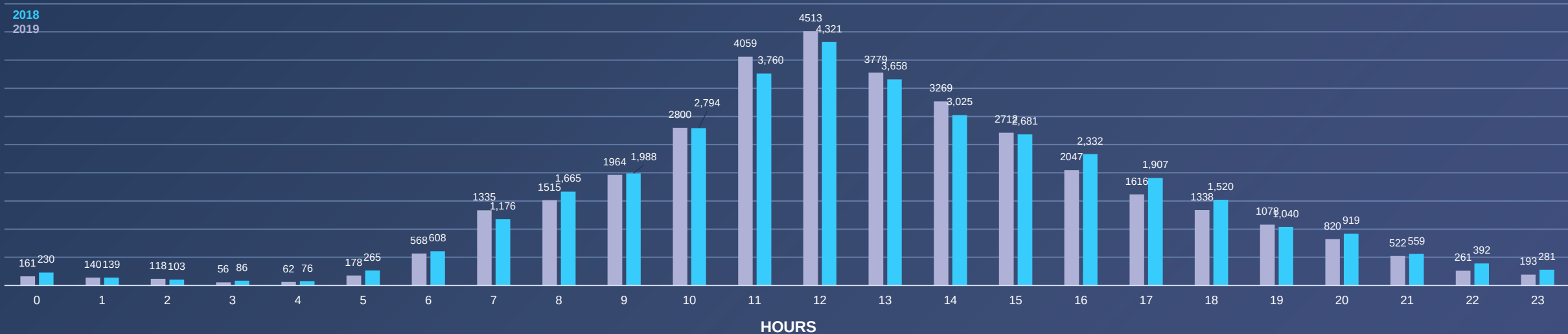
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



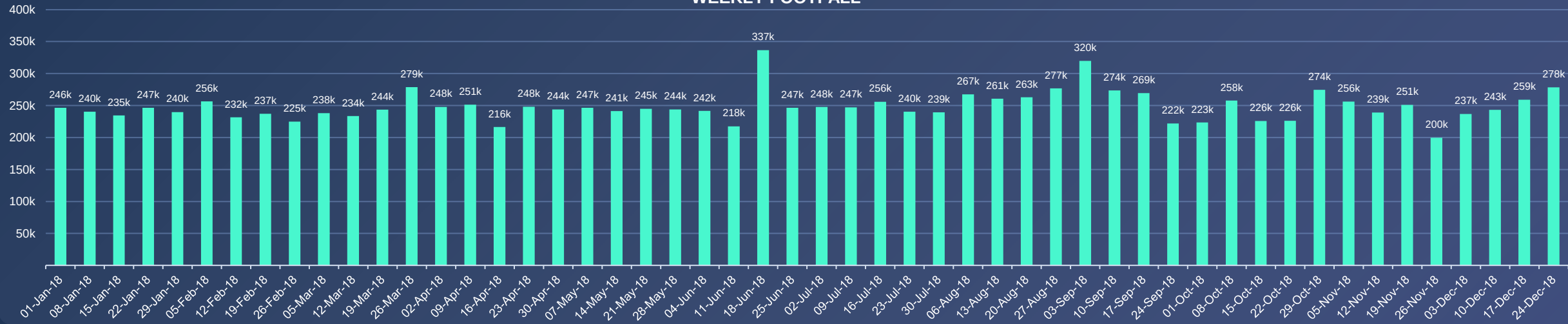
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



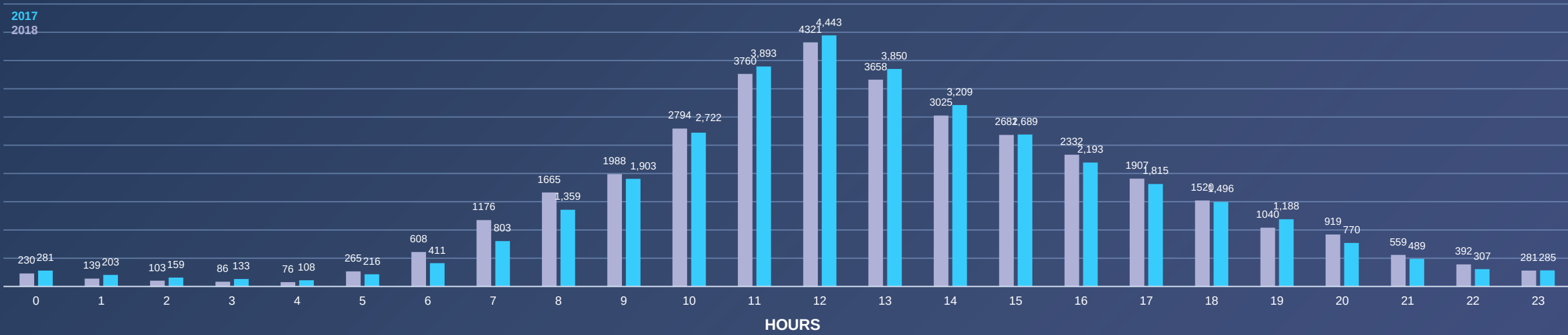
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



16,172,863

VISITS TO THE HIGH STREET
APRIL 21 - APRIL 22

▲ 20%
4 YEAR CHANGE



AVERAGE DWELL TIME



157 MINS

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

▼ -9%
4 YEAR CHANGE



PLACES VISITED



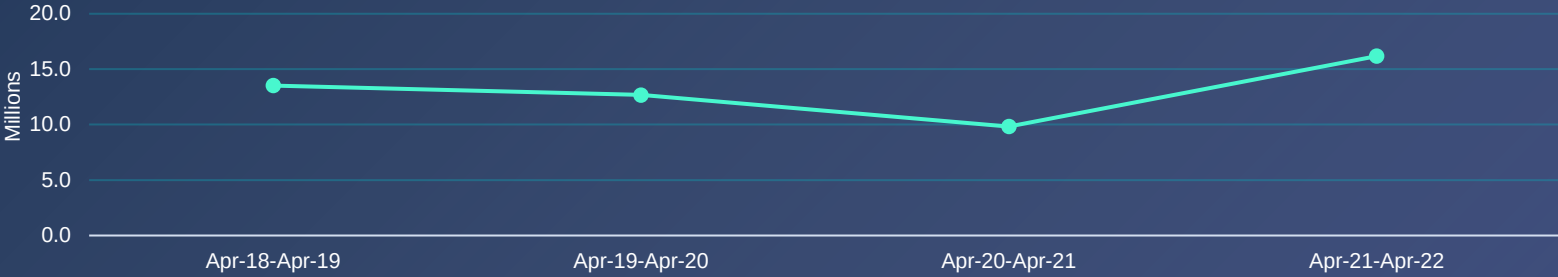
2.4

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

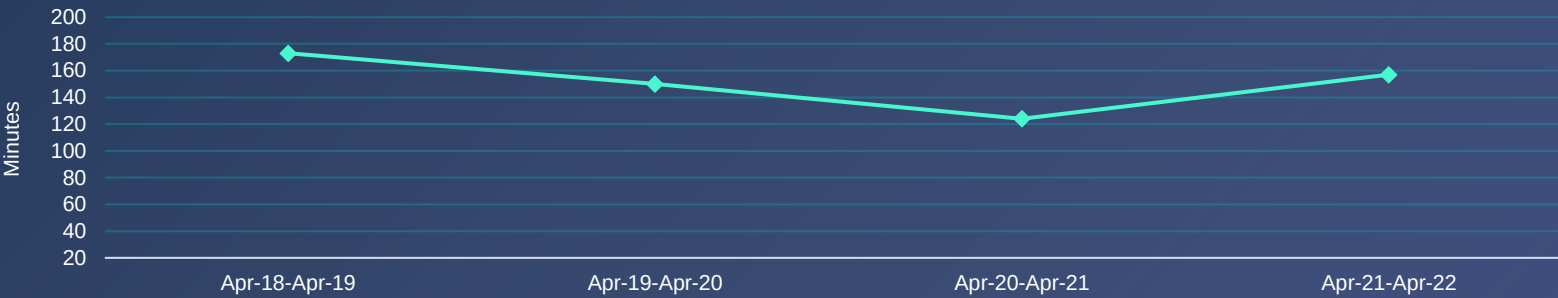
▼ -11%
4 YEAR CHANGE



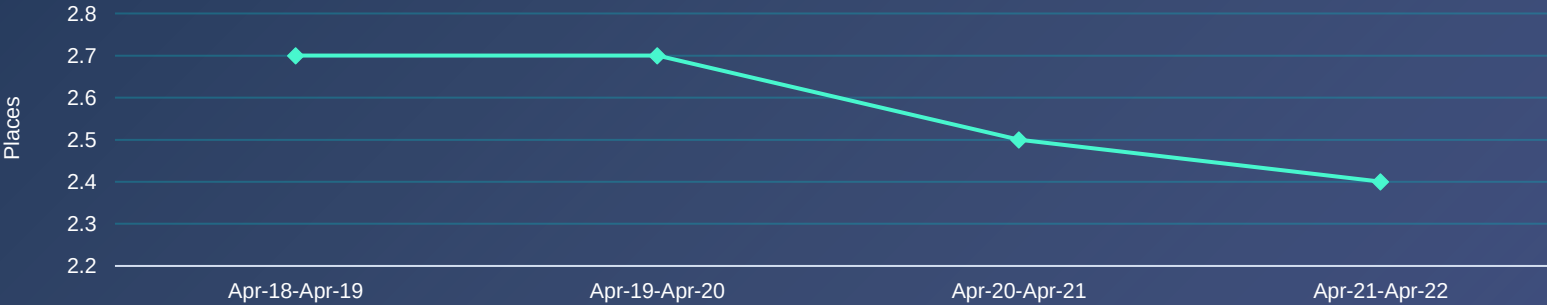
FOOTFALL



DWELL TIME

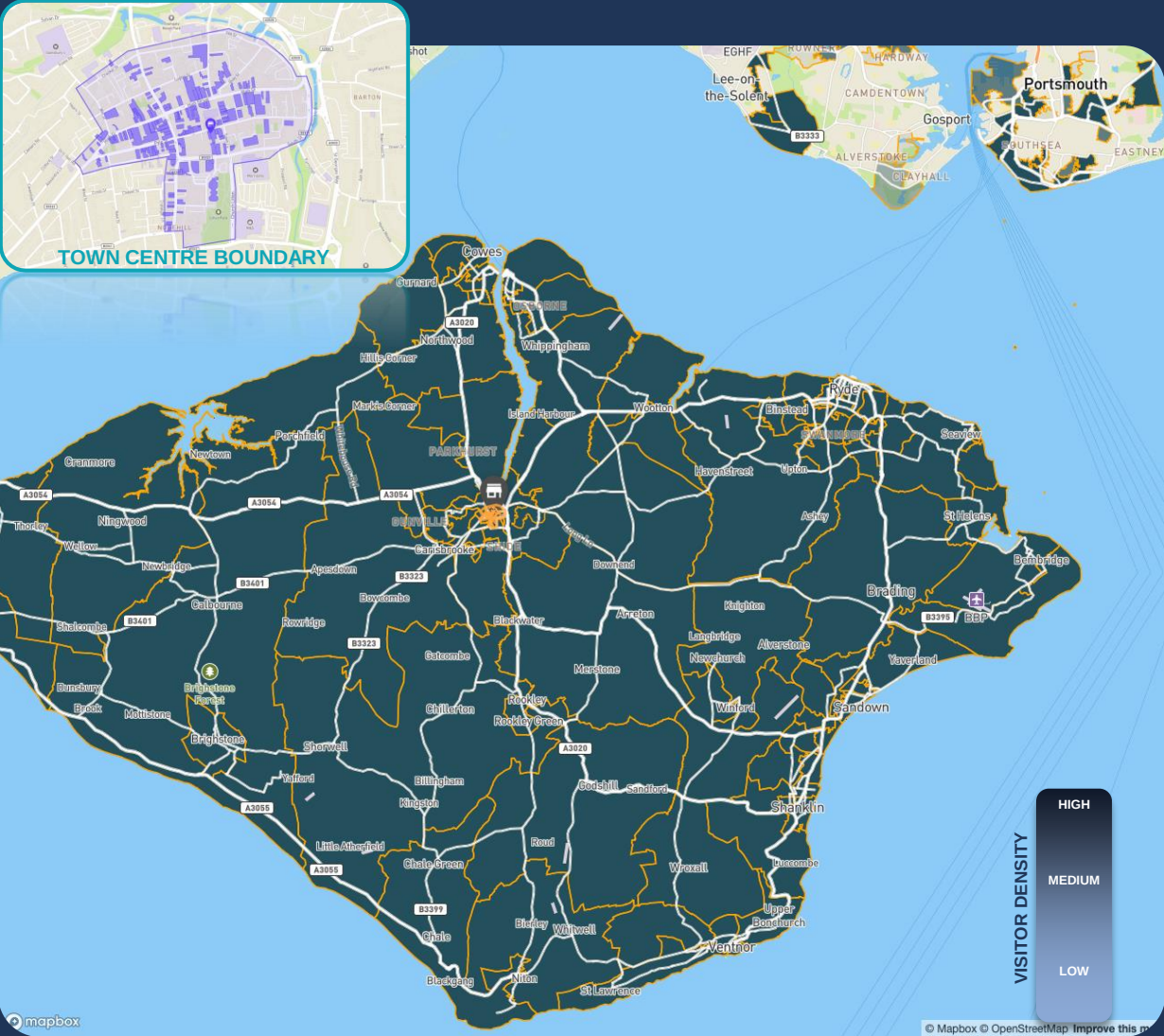


PLACES VISITED

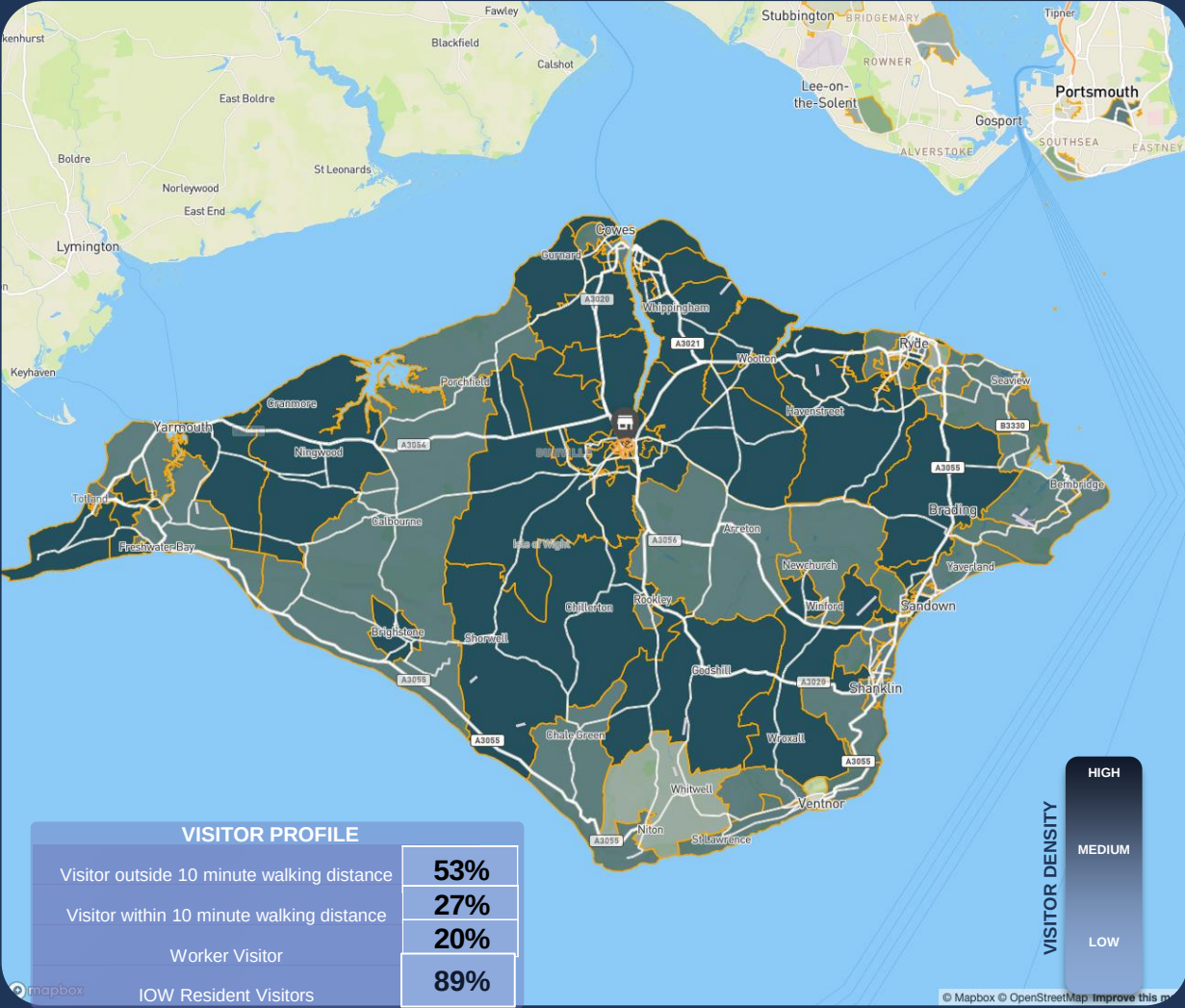


NEWPORT VISITOR CATCHMENT — APRIL 2022 & BENCHMARKING (APRIL 2021-22)

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

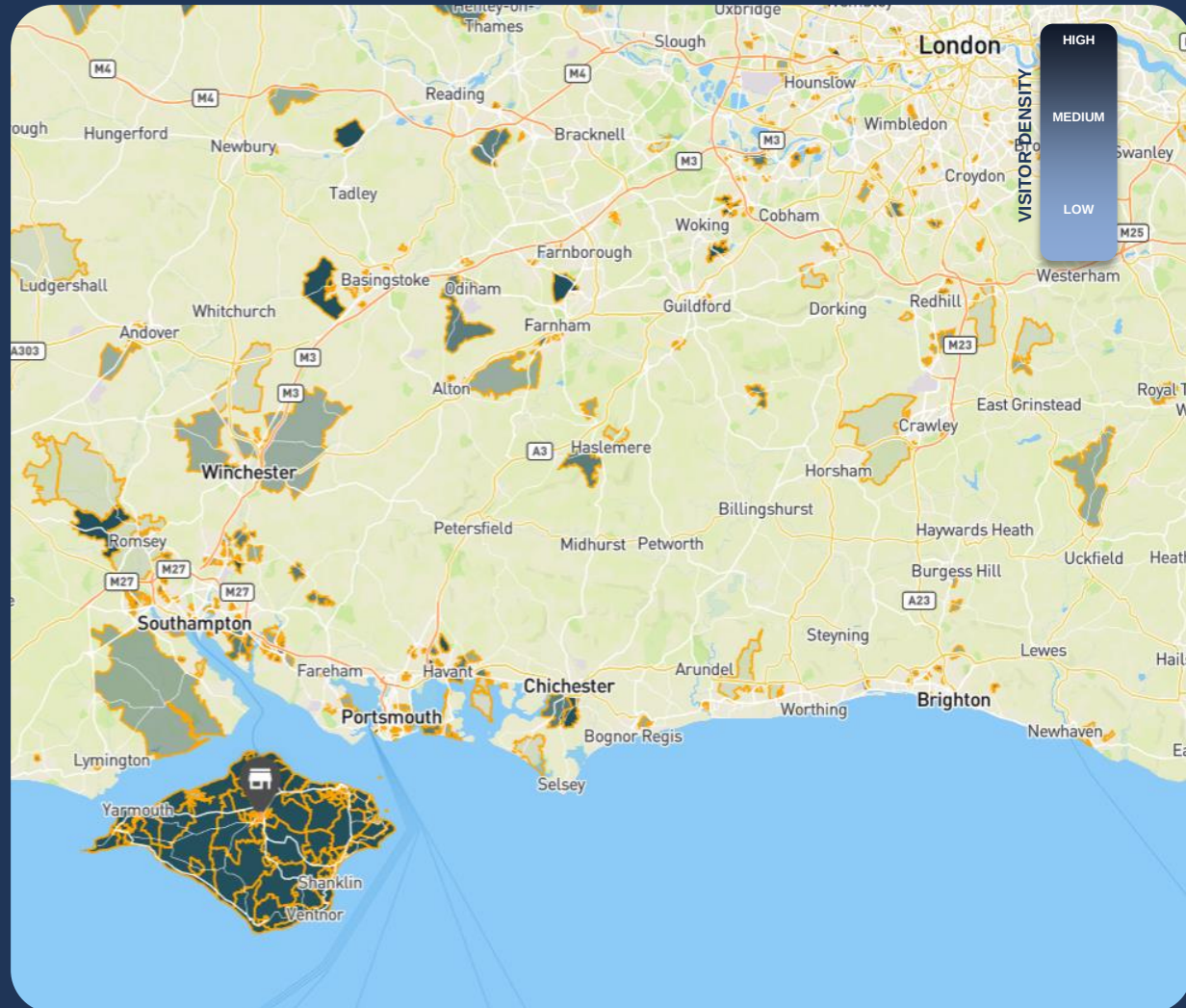


VISITOR CATCHMENT BY POSTCODE
IN APRIL 2022 (zoomed in)

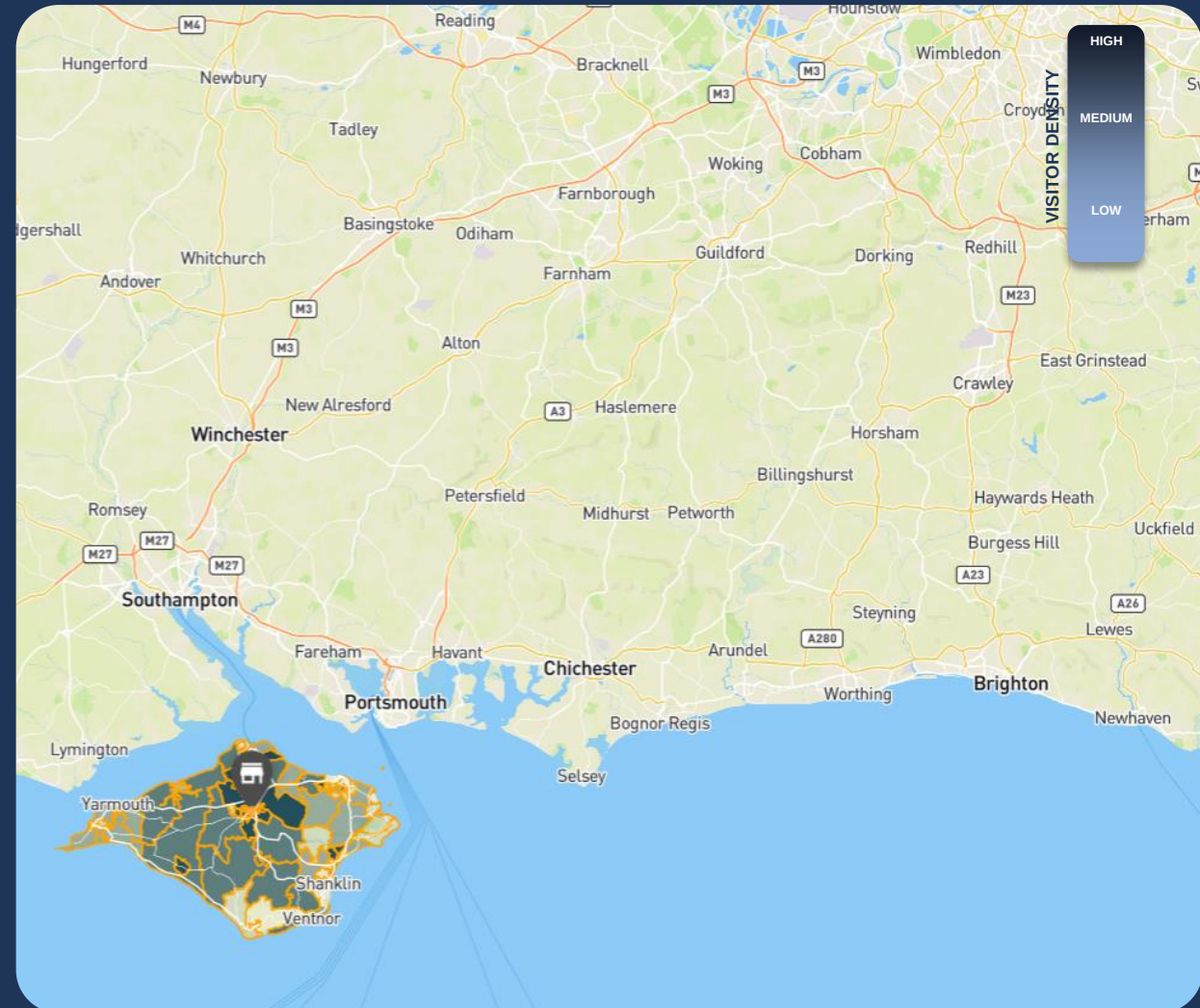


NEWPORT VISITOR CATCHMENT — APRIL 2021 & BENCHMARKING (APRIL 2020-21)

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

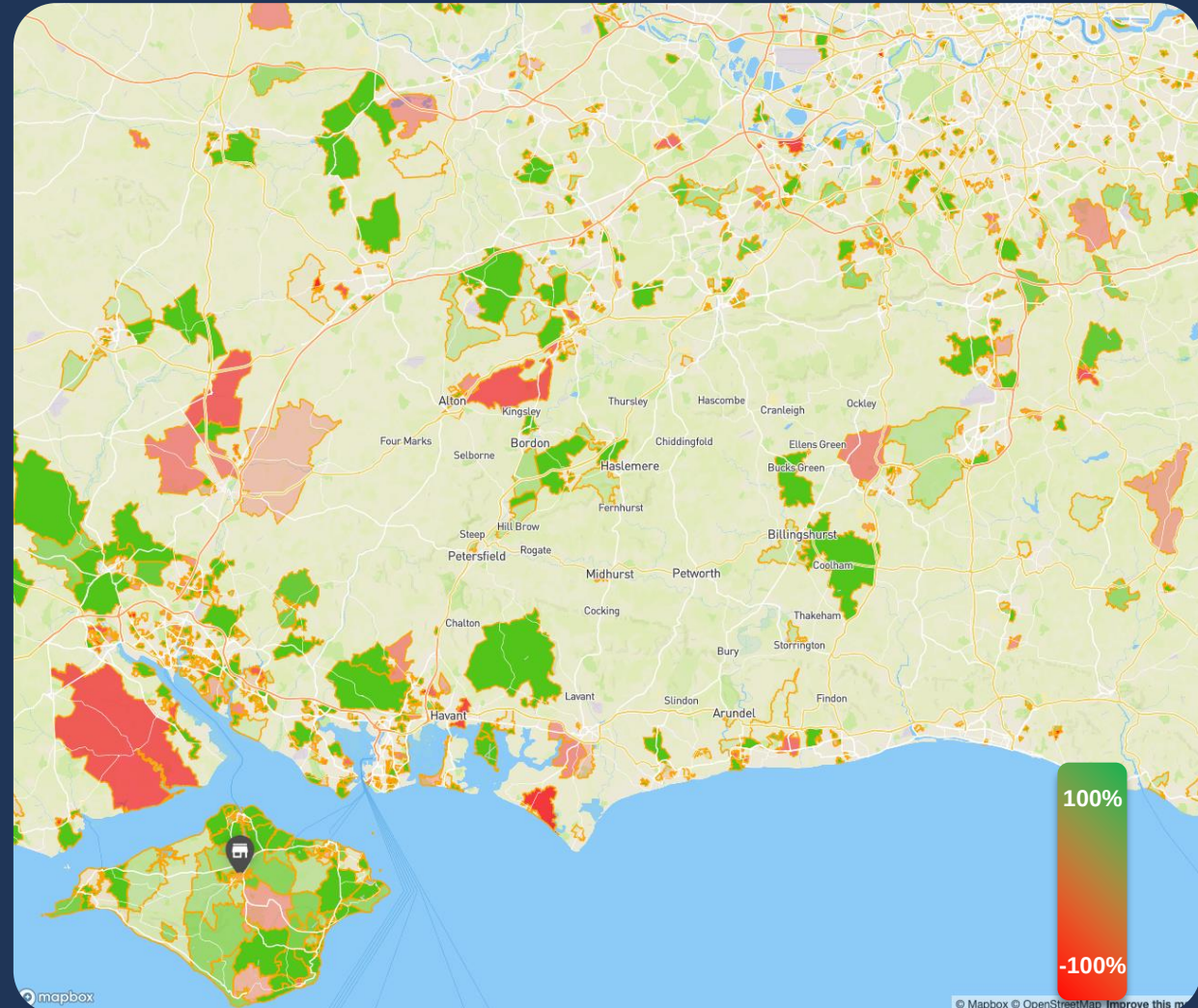


VISITOR CATCHMENT BY POSTCODE
IN APRIL 2021 (zoomed out)



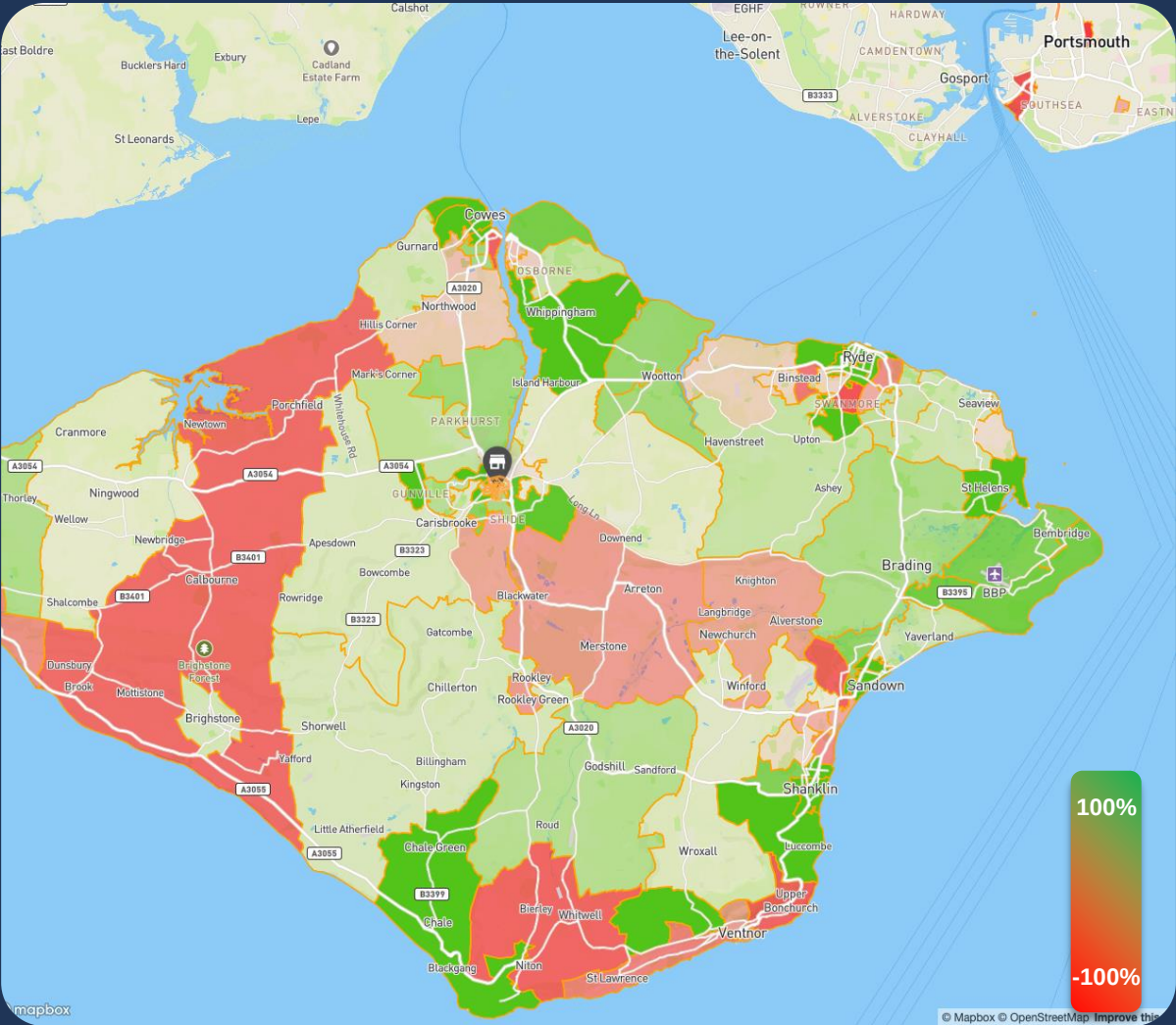
CHANGE IN VISITOR LEVELS

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

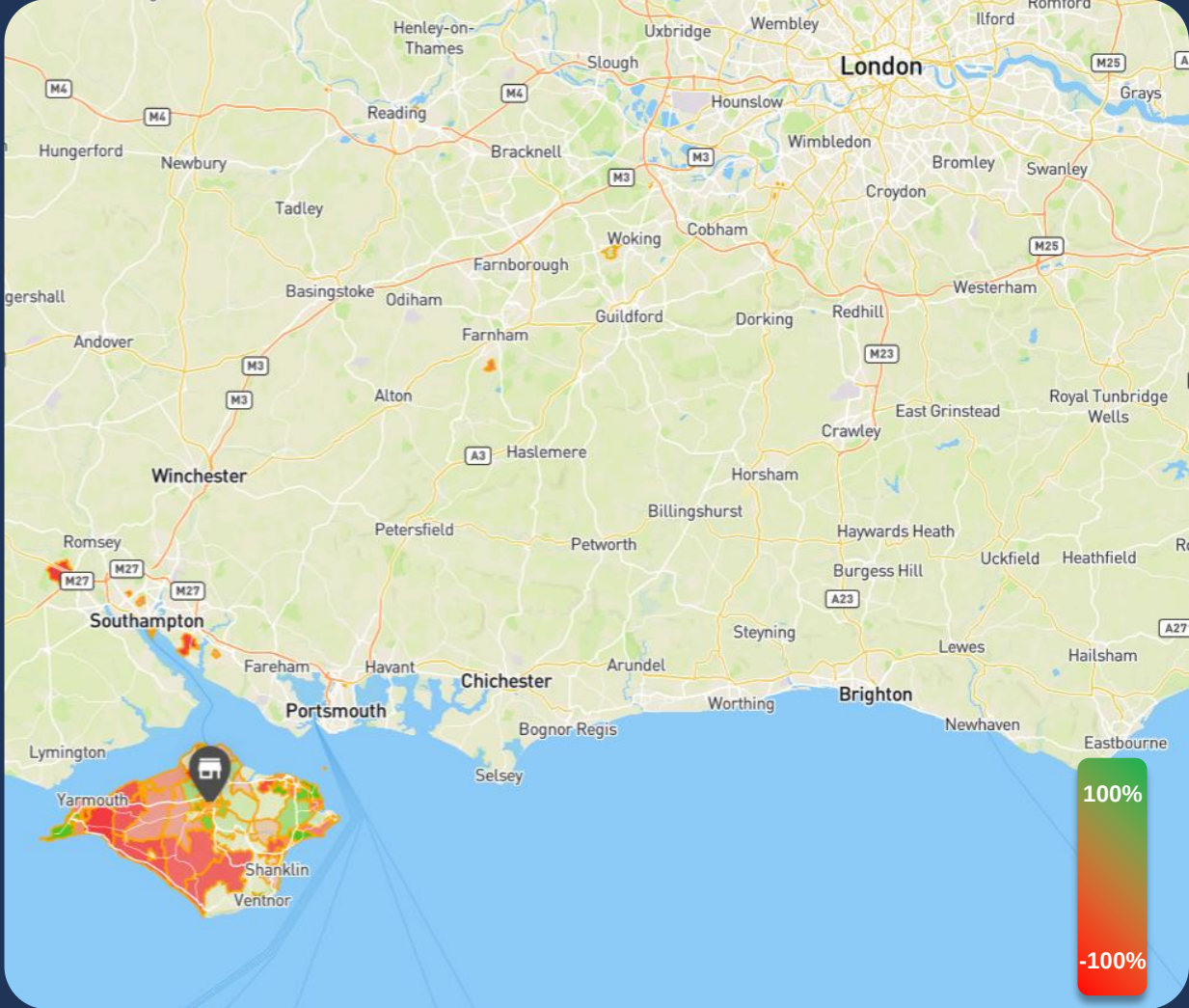


NEWPORT VISITOR CHANGE BY POSTCODE – APRIL 2022 & BENCHMARKING

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

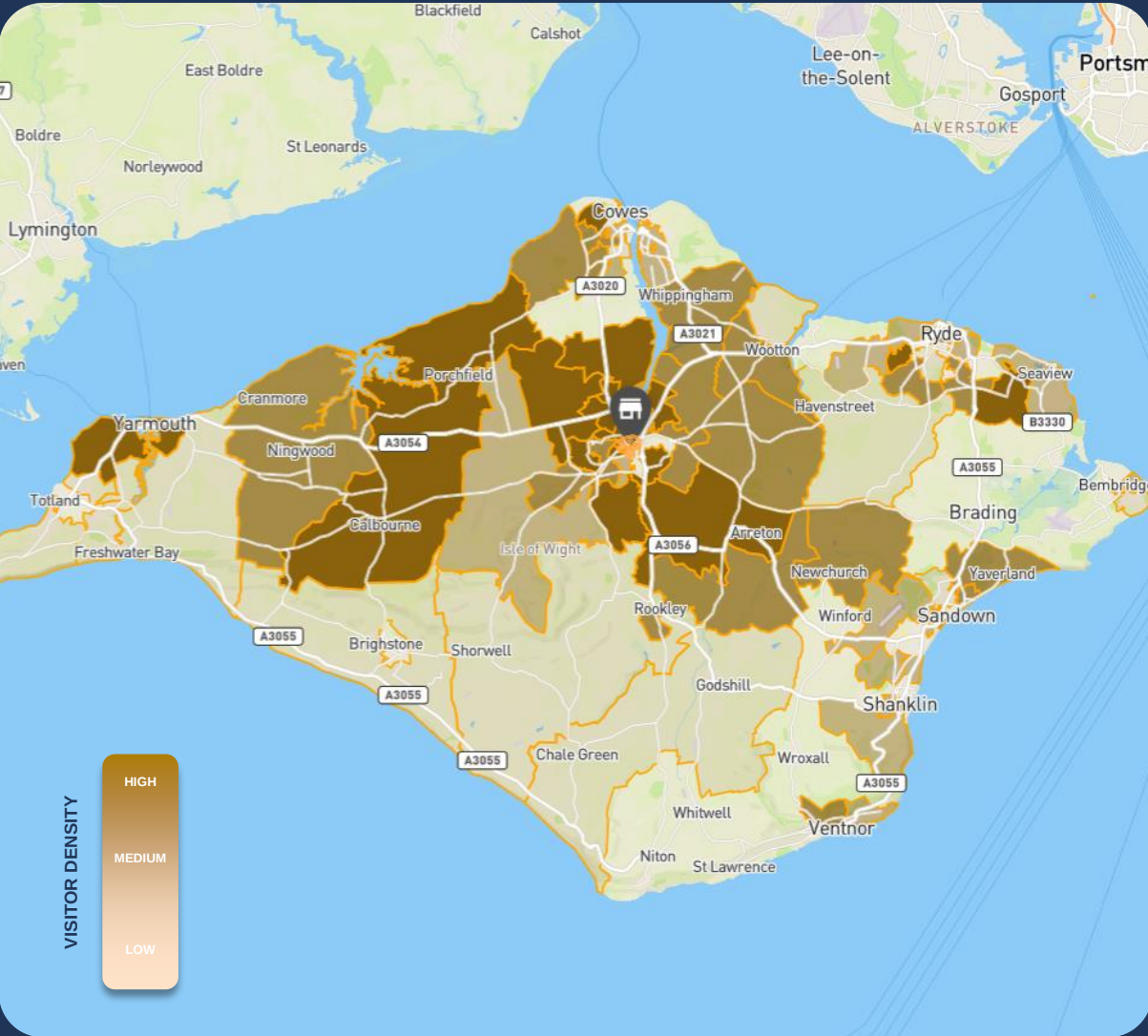


CHANGE IN VISITOR LEVELS
APRIL 2022 vs APRIL 2021 (zoomed out)

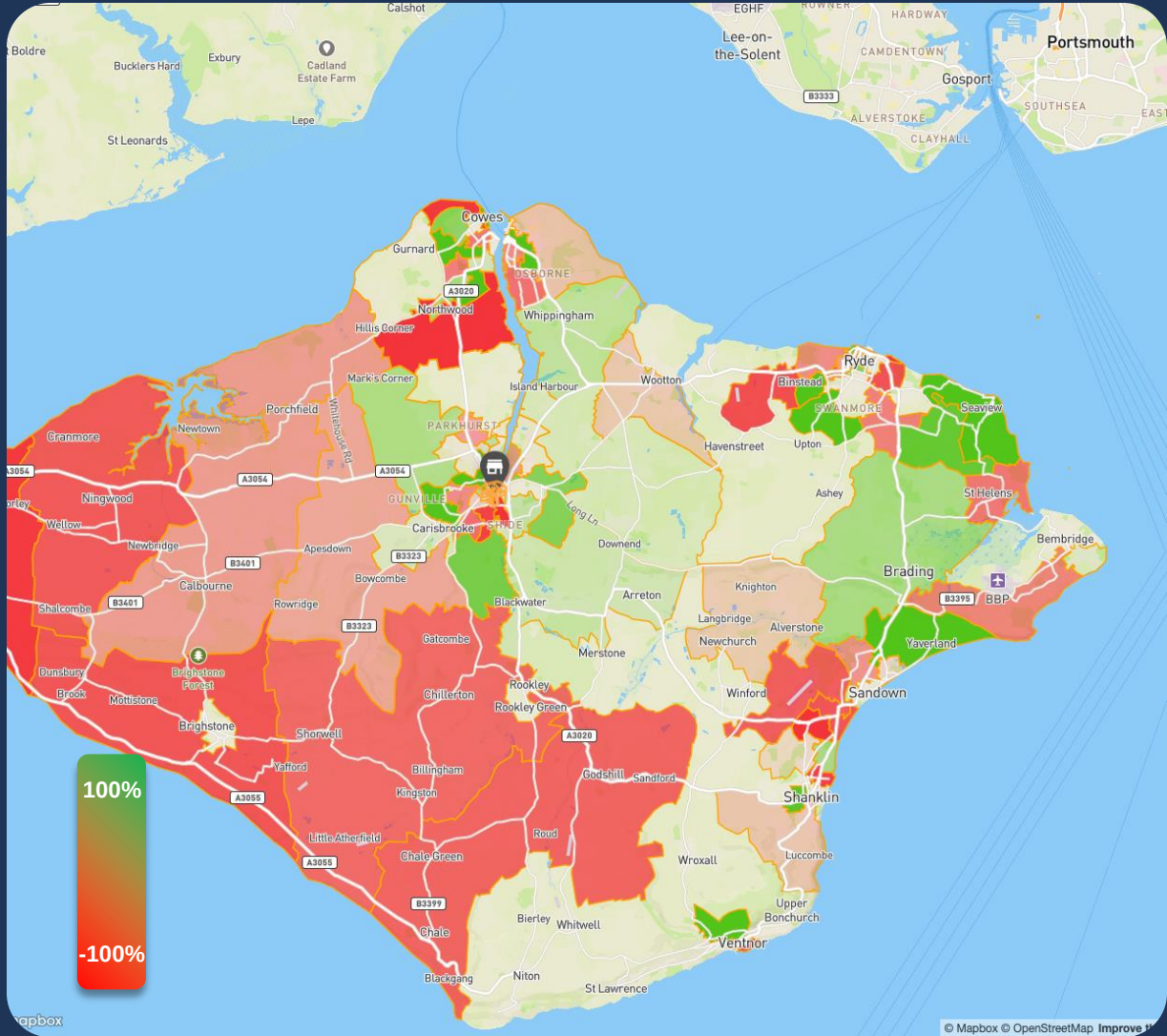


NEWPORT WORKER CATCHMENT CHANGE — APRIL 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE APRIL 2022

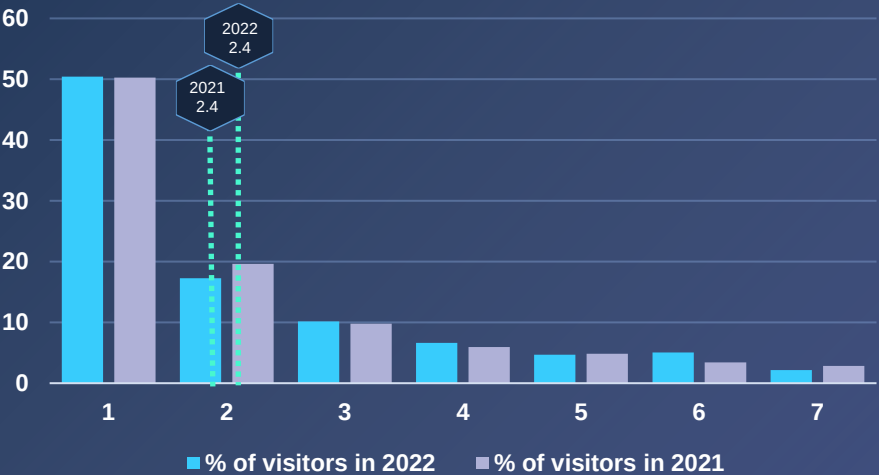


CHANGE IN WORKER CATCHMENT APRIL 2022 vs APRIL 2021

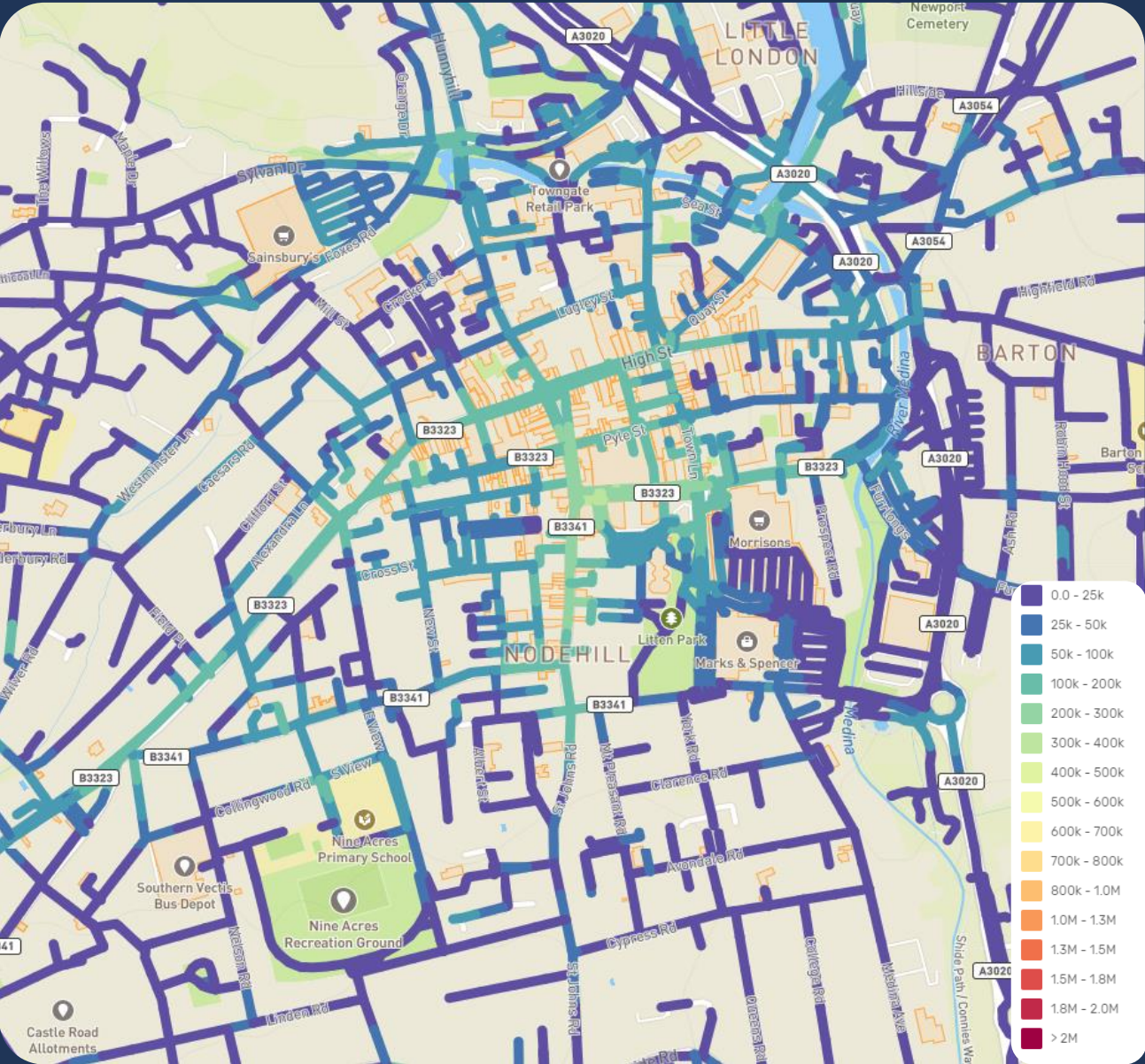
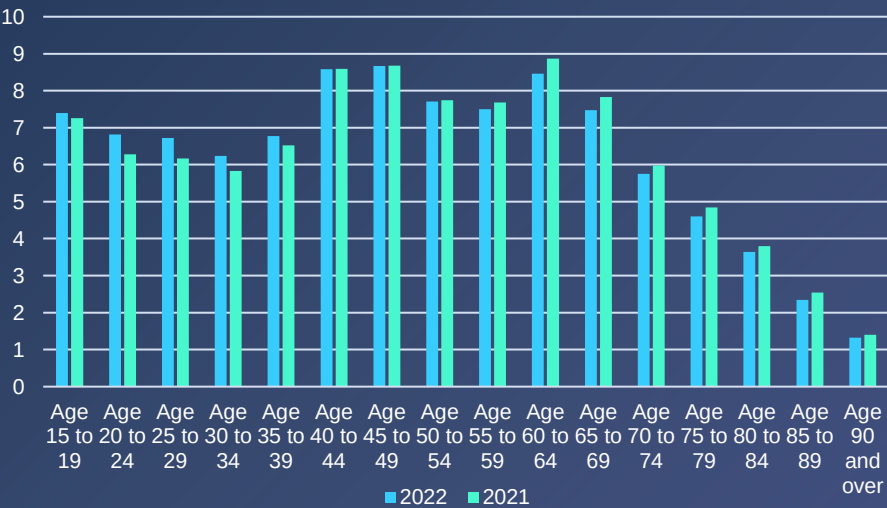


NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (APRIL 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



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



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP APRIL 2022

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – APRIL 2022 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP APRIL 2022



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP APRIL 2021



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



CENTRE FOOTFALL DATA APRIL 2022 VS APRIL 2021 — ENTRY POINTS

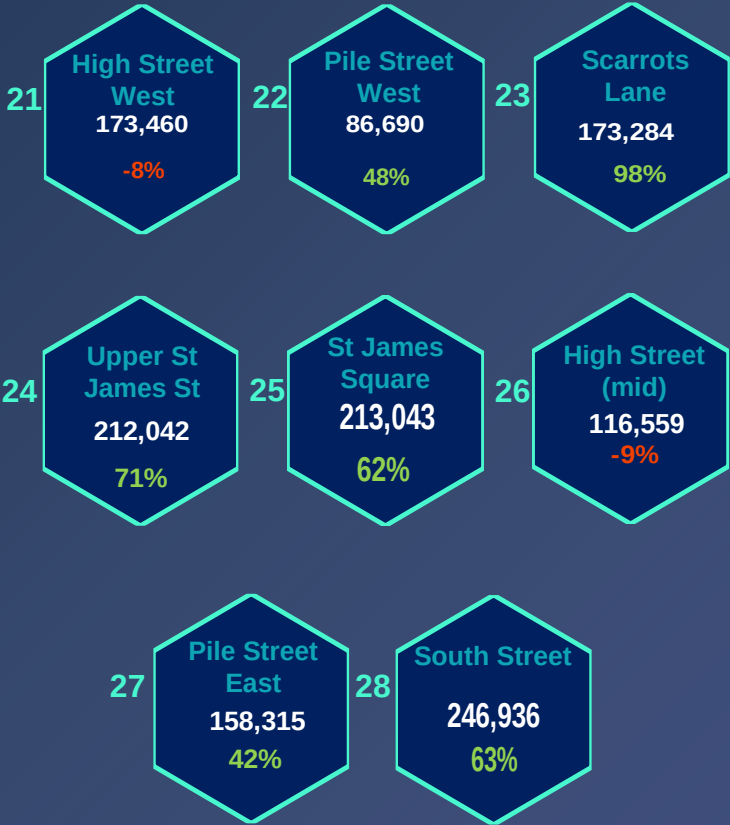


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP APRIL 2022

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



CENTRE FOOTFALL DATA APRIL 2022 VS APRIL 2021 — COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP APRIL 2022

TOWN CENTRE KEY LOCATIONS - APRIL 2022 & BENCHMARKING

ST THOMAS SQUARE

TOTAL VISITS

115,887

VISITS APRIL 22



130%

VS APRIL 2021



AVERAGE DWELL TIME

107 MINS

AVERAGE TIME SPENT
APRIL 22



73 MINS

VS APRIL 2021

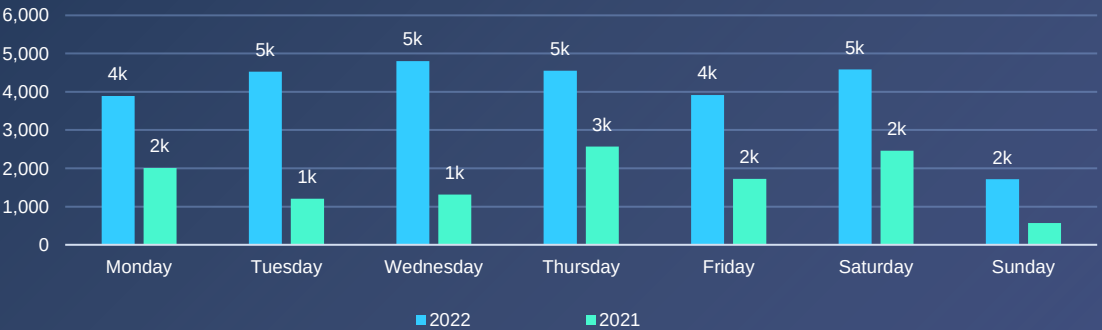


PEDESTRIANS

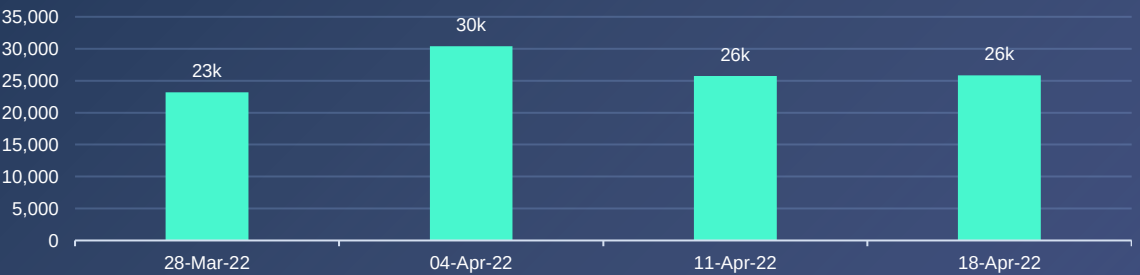
163,734

PEDESTRIANS PASSING
THROUGH SQUARE
APRIL 2022

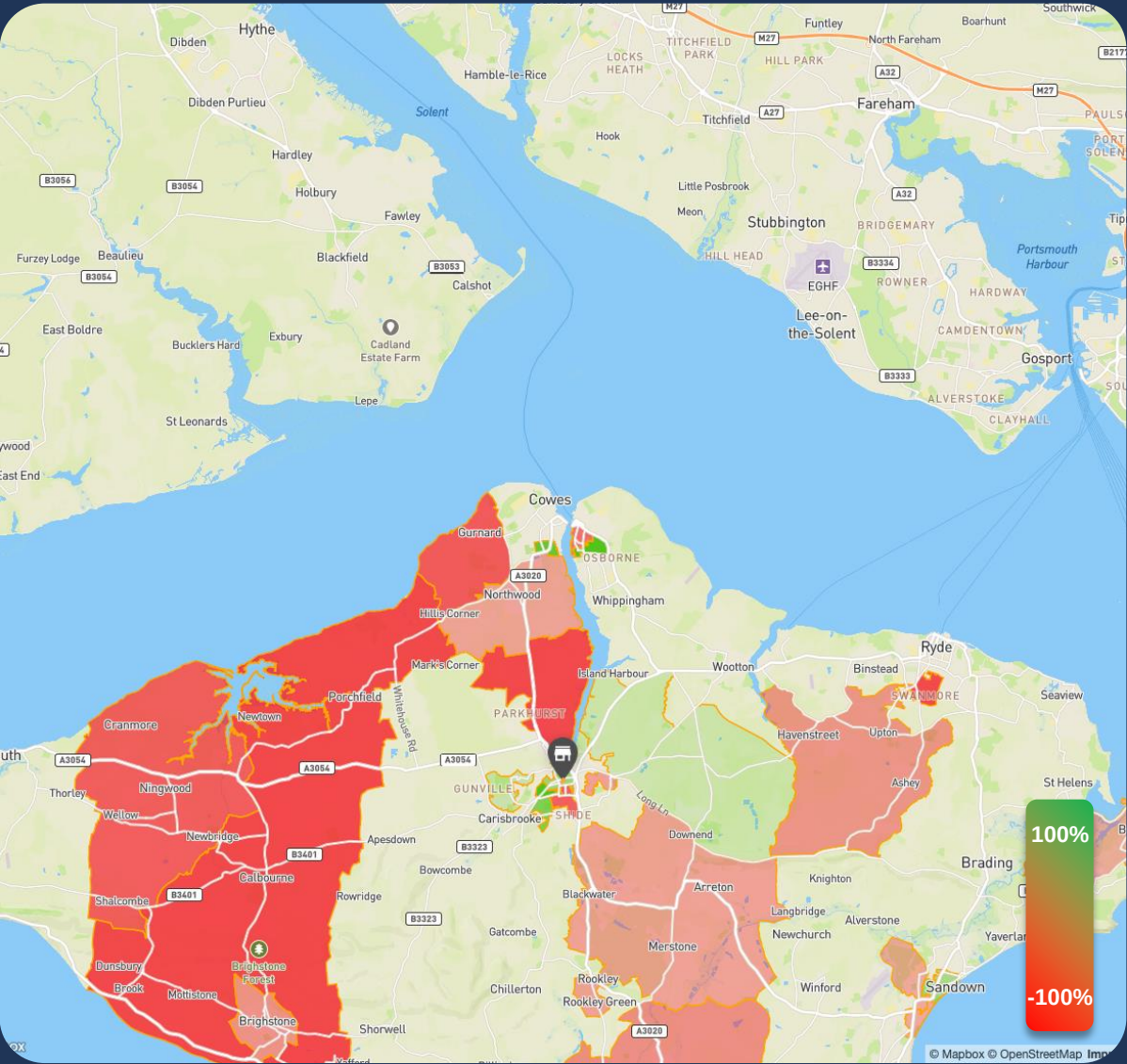
AVERAGE DAILY VISITORS APRIL 2022 VS APRIL 2021



WEEKLY VISITS APRIL 2022



CHANGE IN VISITOR LEVELS APRIL 2022 VS APRIL 2021



TOWN CENTRE KEY LOCATIONS - APRIL 2022 & BENCHMARKING

ST JAMES SQUARE

TOTAL VISITS

68,606

VISITS APRIL 22



78%

VS APRIL 2021



AVERAGE DWELL TIME

80 MINS

AVERAGE TIME SPENT
APRIL 22



31MINS

VS APRIL 2021

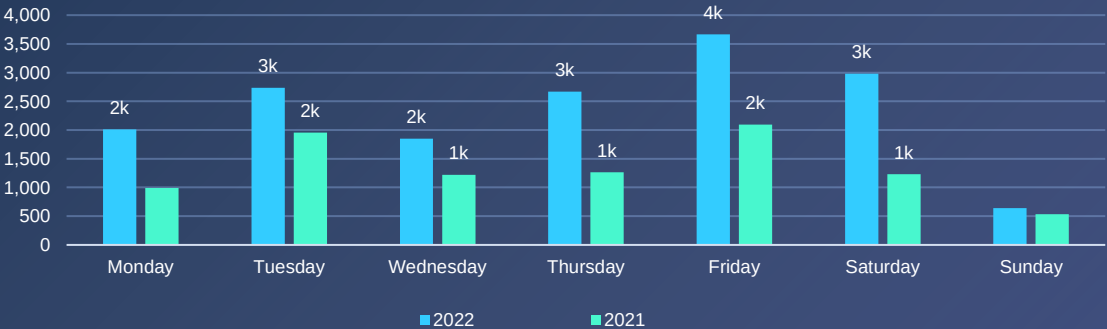


PEDESTRIANS

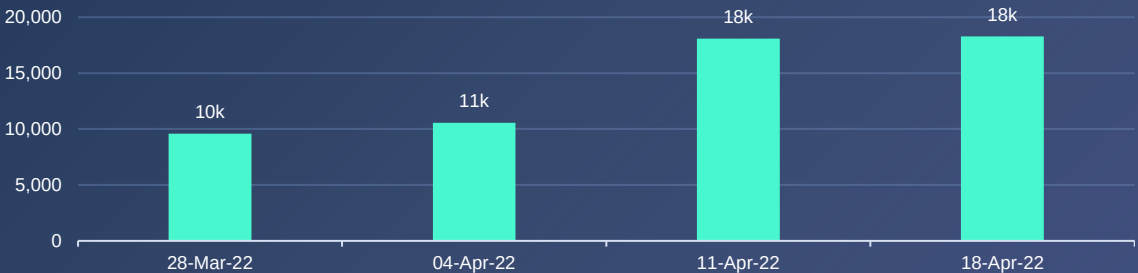
144,663

PEDESTRIANS PASSING
THROUGH SQUARE
APRIL 2022

AVERAGE DAILY VISITORS APRIL 2022 VS APRIL 2021



WEEKLY VISITS APRIL 2022



CHANGE IN VISITOR LEVELS APRIL 2022 VS APRIL 2021

