

VISITOR INSIGHTS

MONTHLY REPORT

NEWPORT, Isle of Wight

JULY 2022

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



VISITOR | INSIGHTS

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

TOTAL VISITS



1,452,547

VISITS TO THE HIGH STREET



AVERAGE DWELL TIME



147 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.6

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

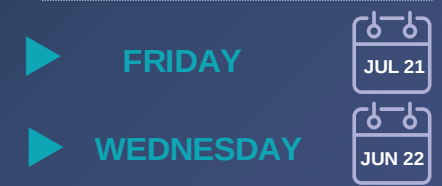


POPULAR VISIT DAY

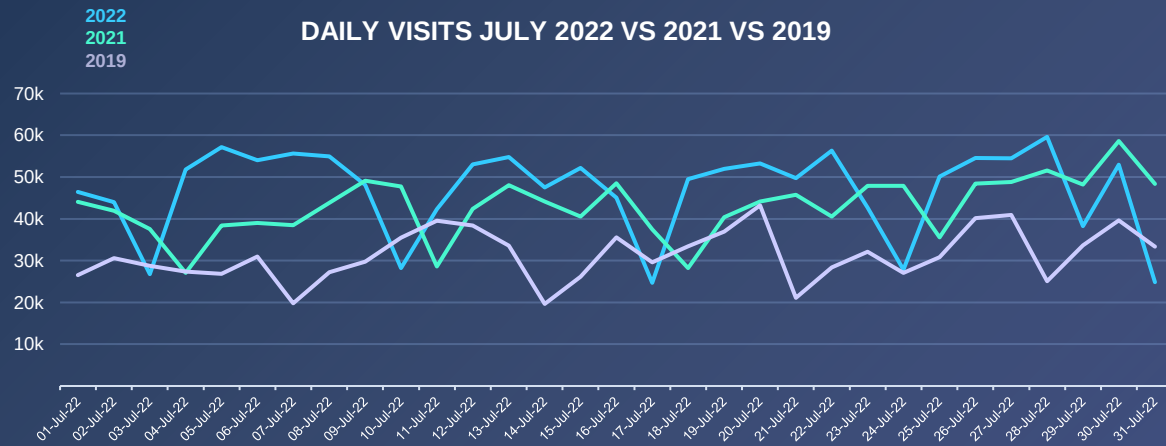


FRIDAY

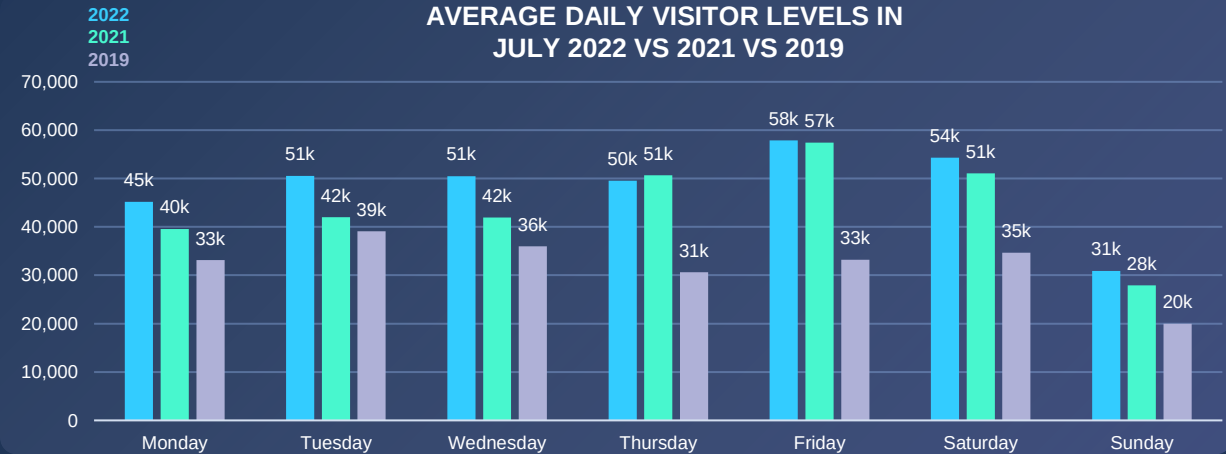
58k AVERAGE VISITS ON FRIDAY IN JULY



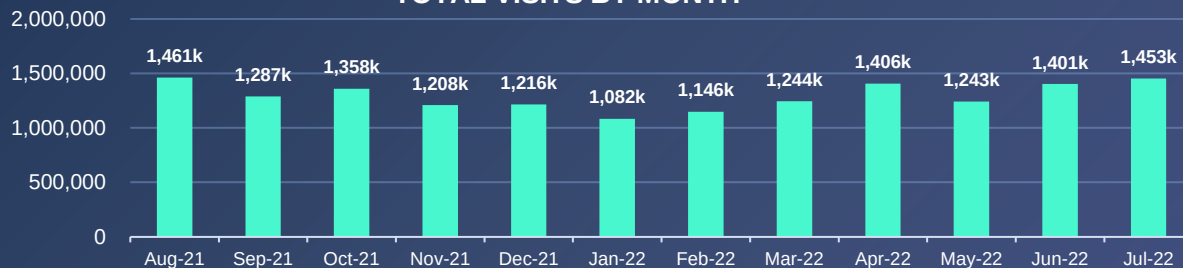
DAILY VISITS JULY 2022 VS 2021 VS 2019



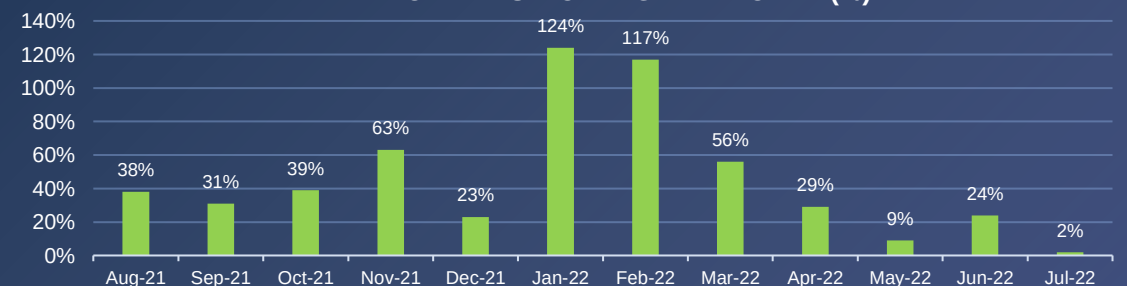
AVERAGE DAILY VISITOR LEVELS IN JULY 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



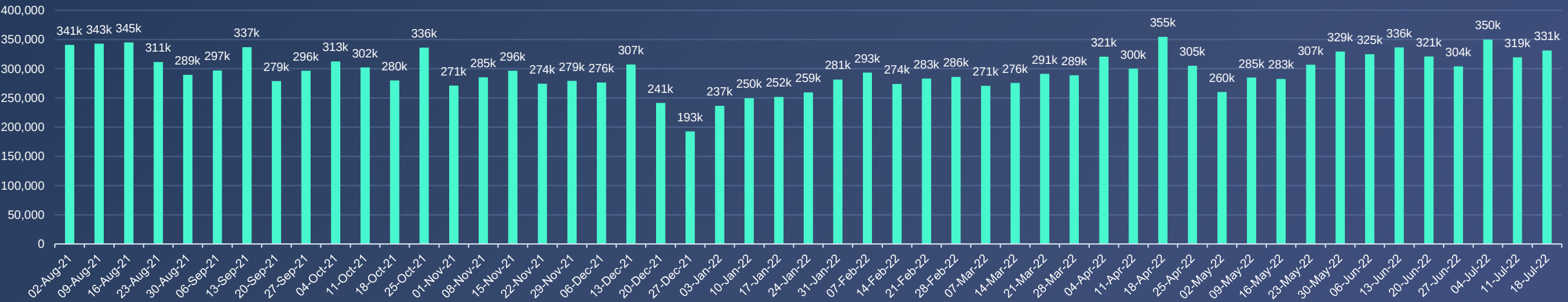
TOTAL VISIT CHANGE BY MONTH (%)



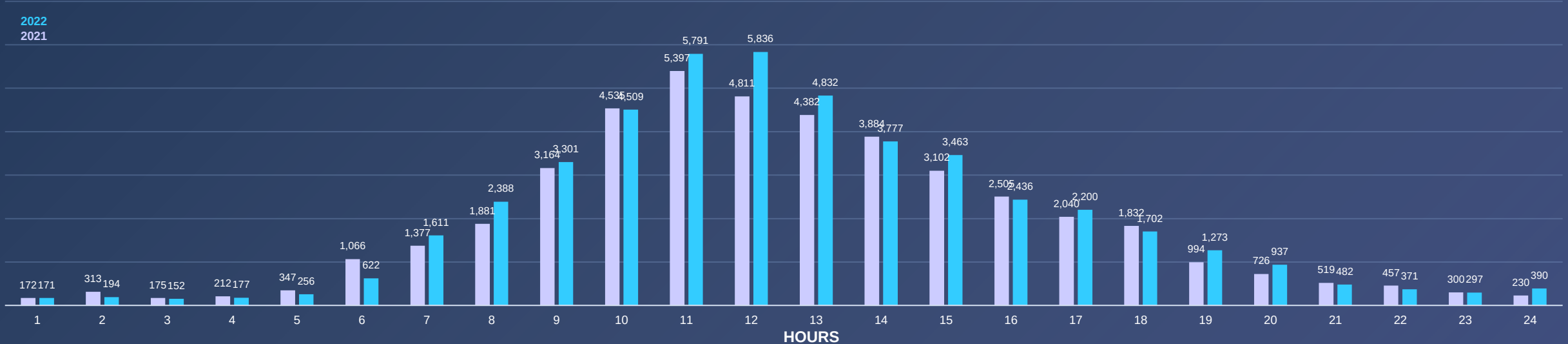
NEWPORT TOWN CENTRE — JULY 2022 SUMMARY & BENCHMARKING (JULY 2021-22)



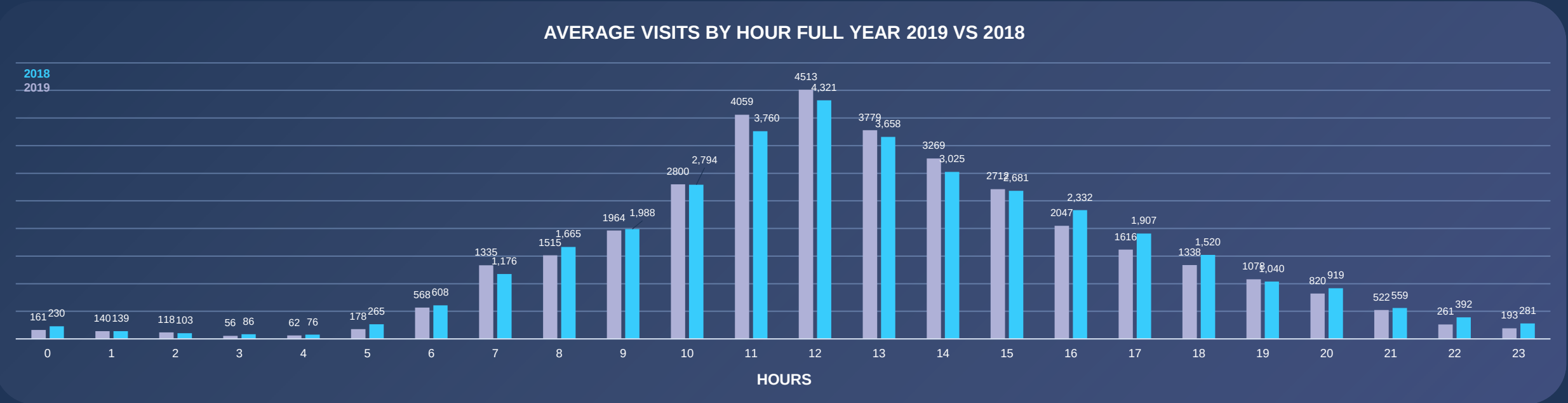
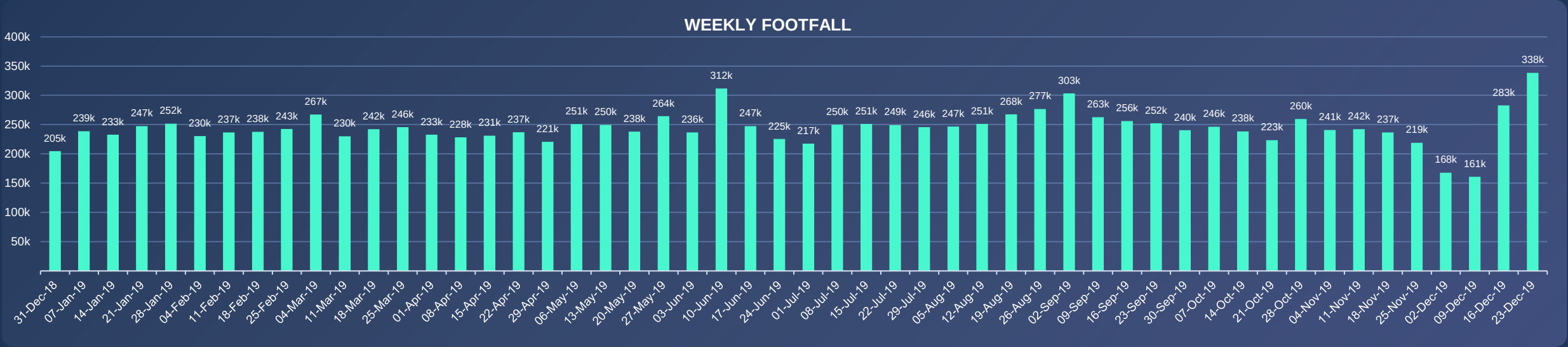
WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR



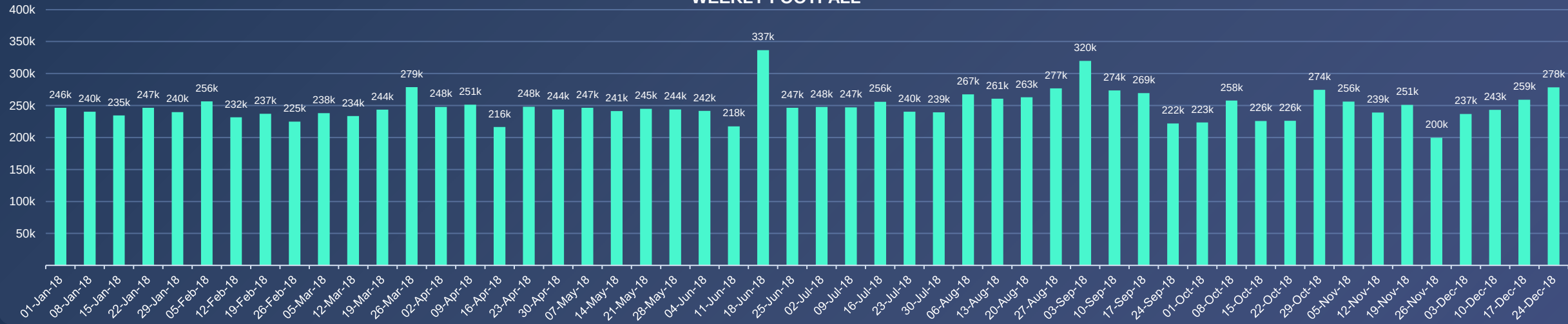
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



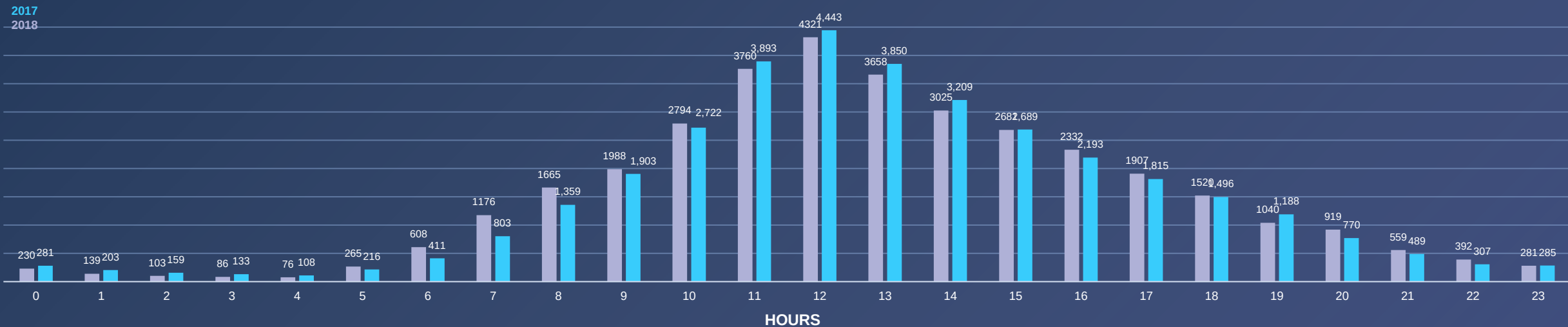
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



16,921,710

VISITS TO THE HIGH STREET
JULY 21 - JULY 22

▲ 25%
4 YEAR CHANGE



AVERAGE DWELL TIME



161MINS

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

▼ -9%
4 YEAR CHANGE



PLACES VISITED



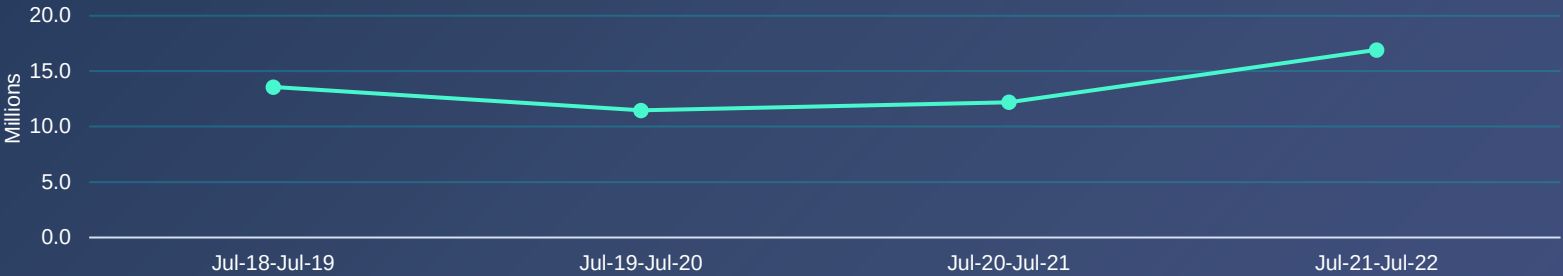
2.5

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

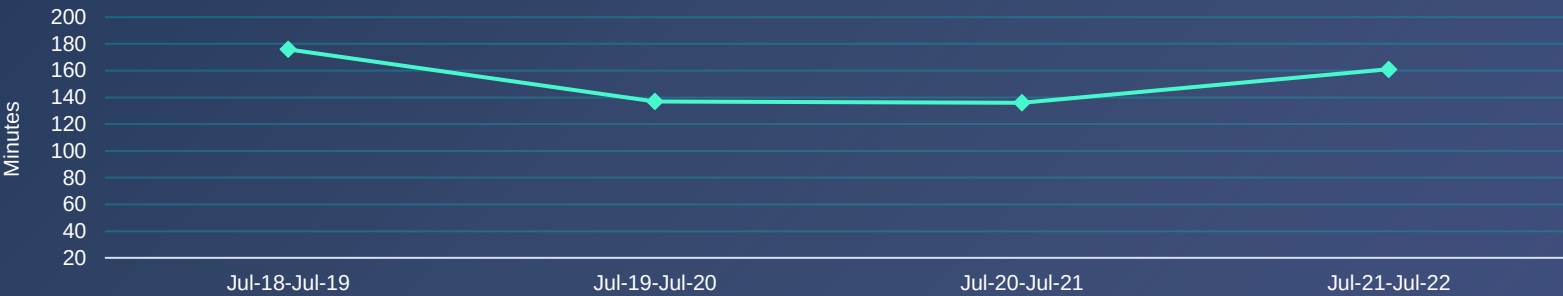
▼ -7%
4 YEAR CHANGE



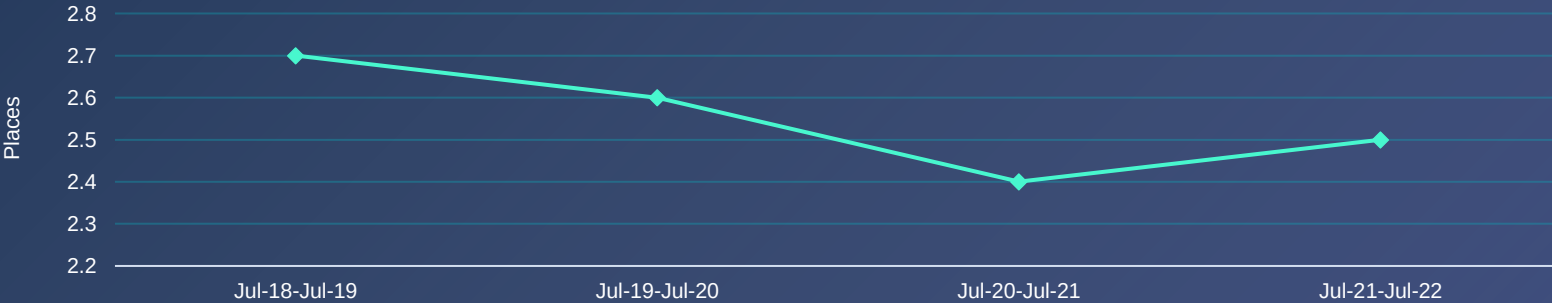
FOOTFALL



DWELL TIME

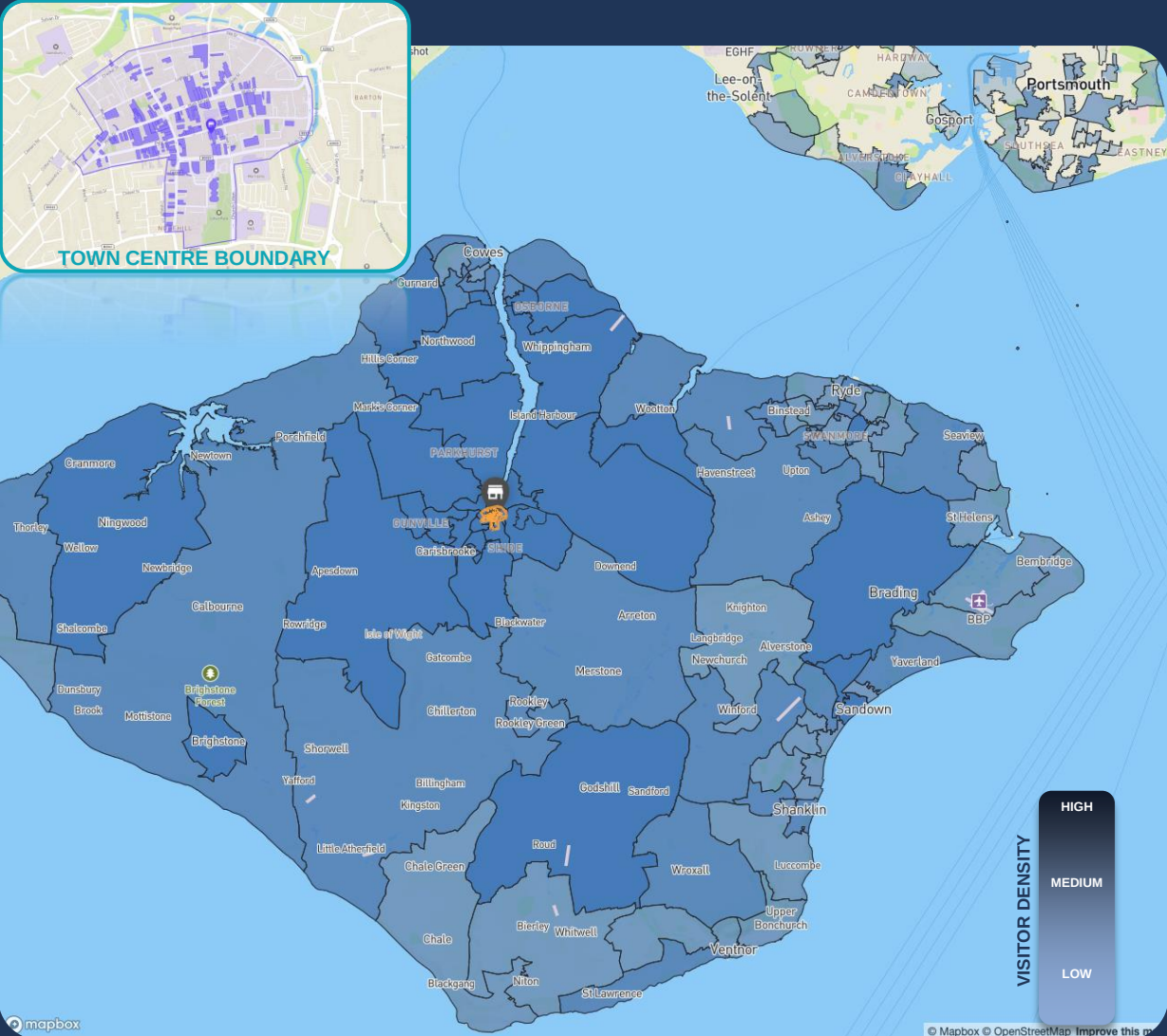


PLACES VISITED

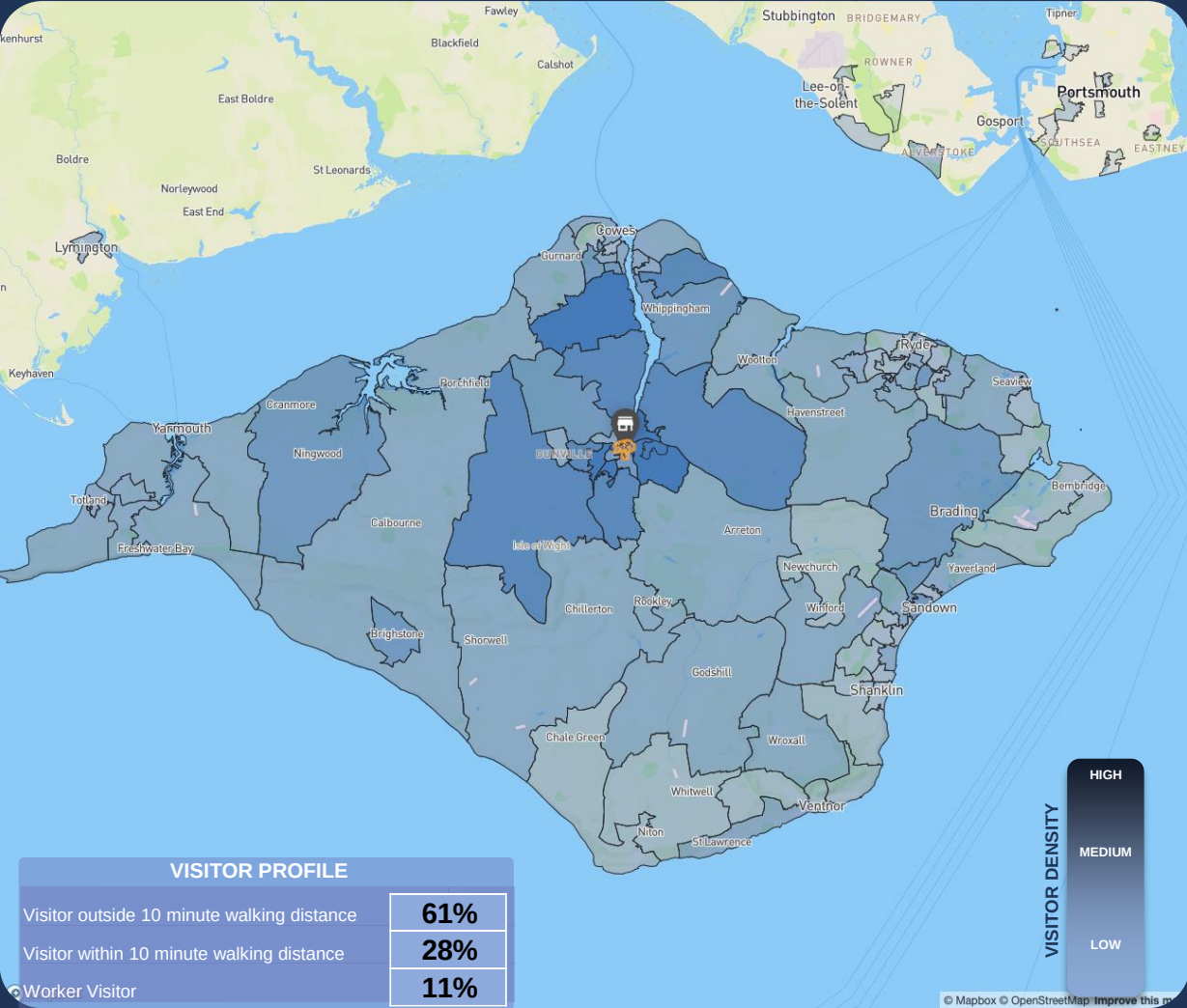


NEWPORT VISITOR CATCHMENT — JULY 2022 & BENCHMARKING (JULY 2021-22)

VISITOR CATCHMENT BY POSTCODE
AUGUST 2021 - JULY 2022 (zoomed in)

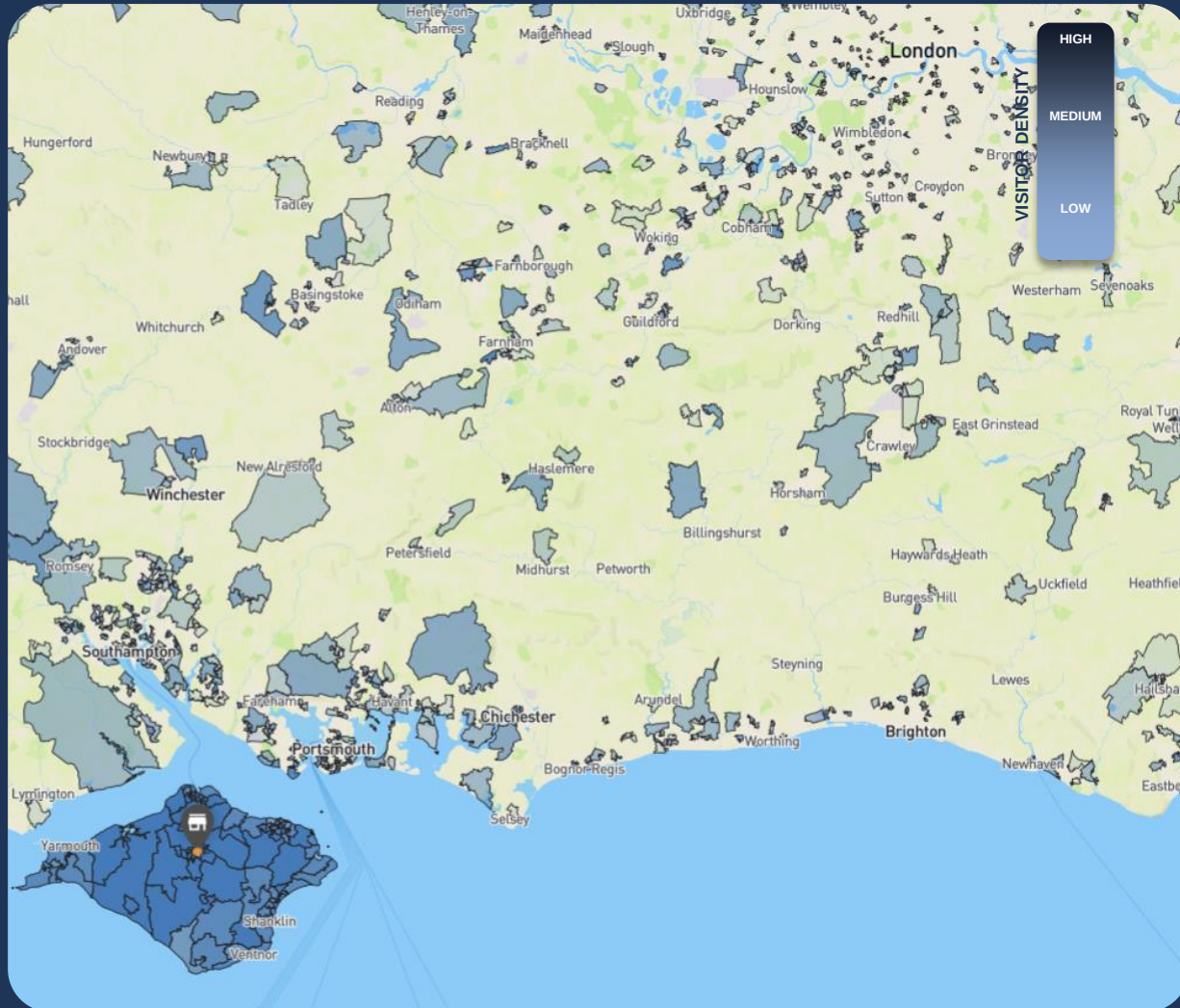


VISITOR CATCHMENT BY POSTCODE
IN JULY 2022 (zoomed in)

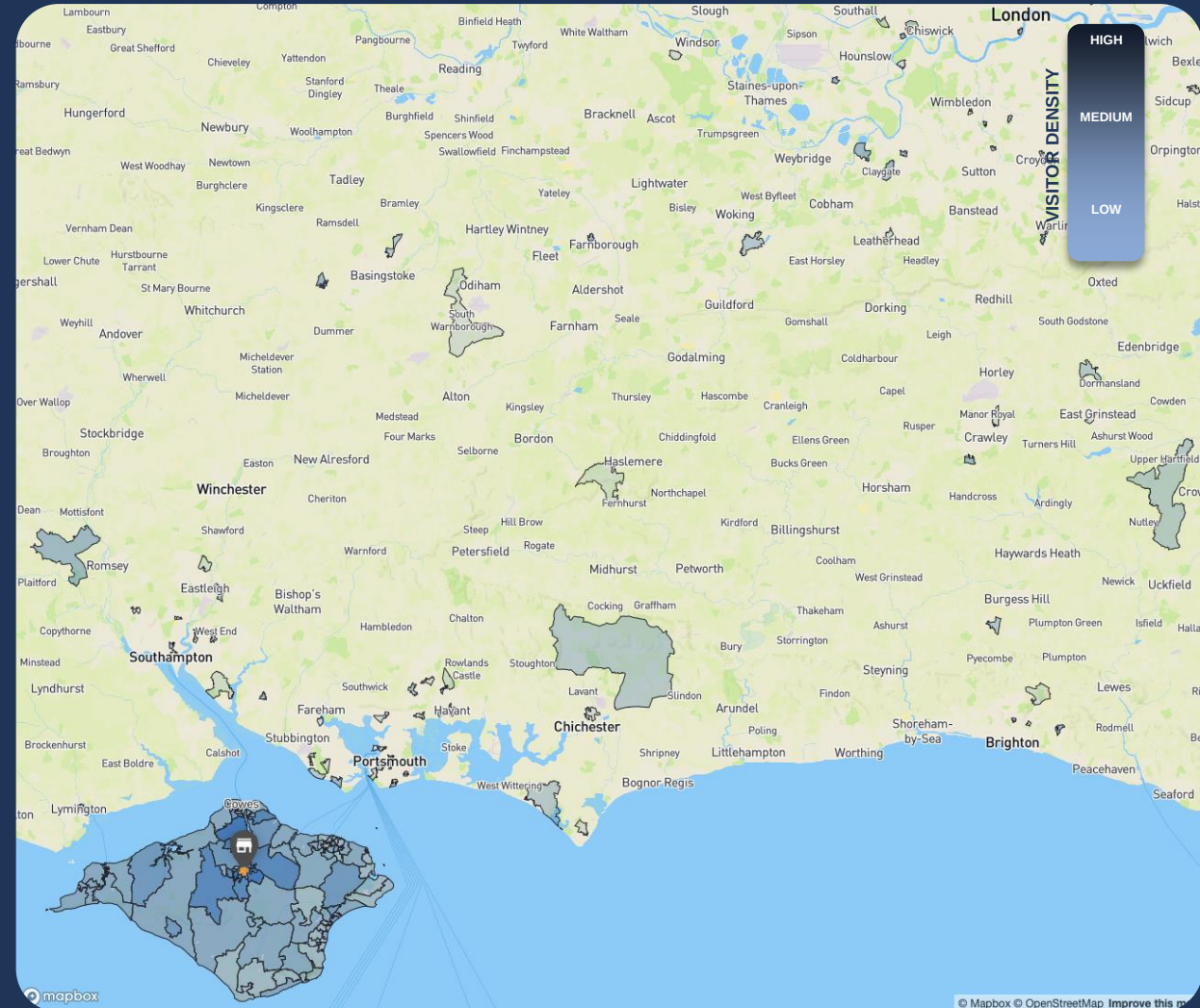


NEWPORT VISITOR CATCHMENT — JULY 2021 & BENCHMARKING (JULY 2020-21)

VISITOR CATCHMENT BY POSTCODE
AUGUST 2020 – JULY 2021 (zoomed out)

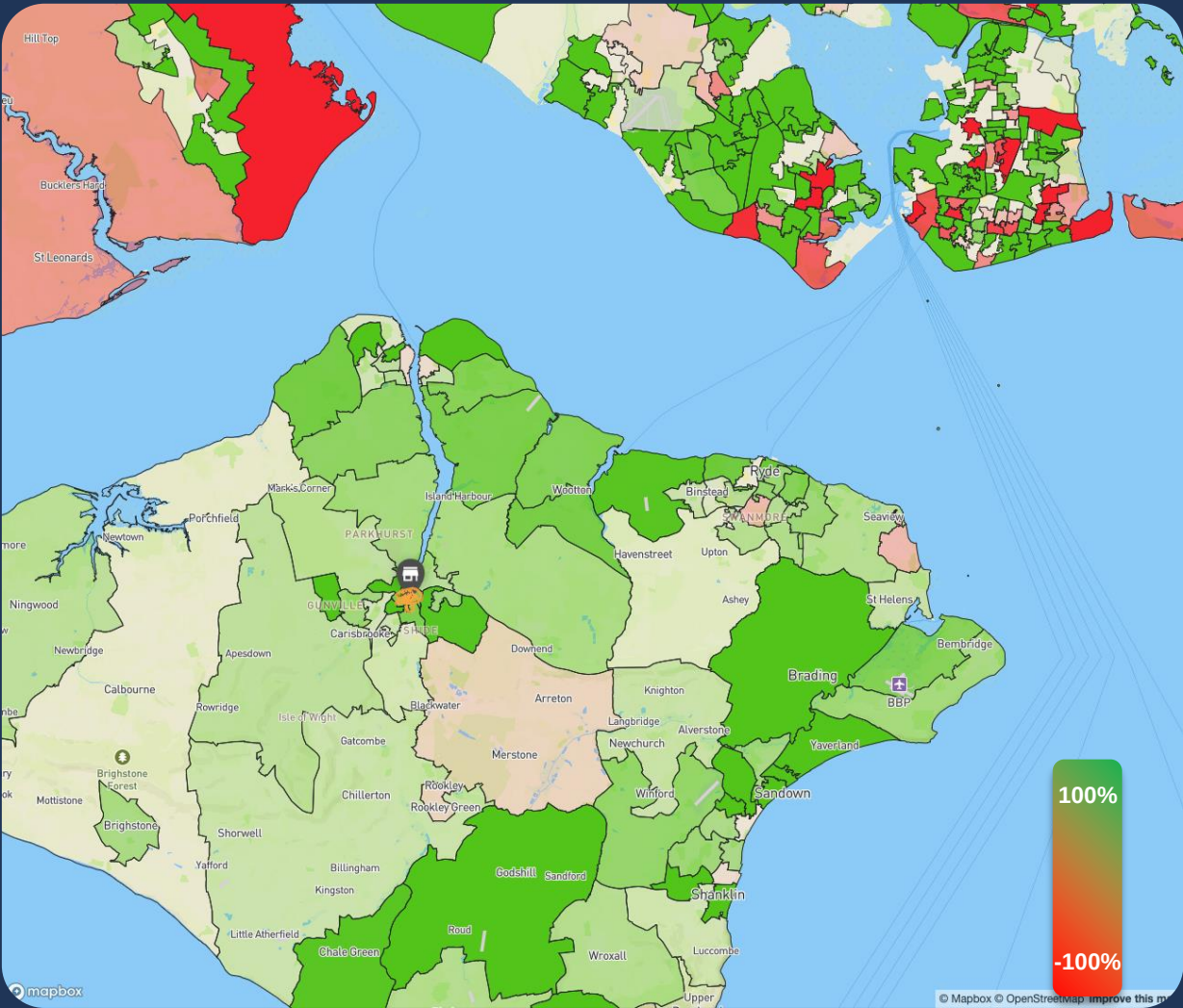


VISITOR CATCHMENT BY POSTCODE
IN JULY 2021 (zoomed out)

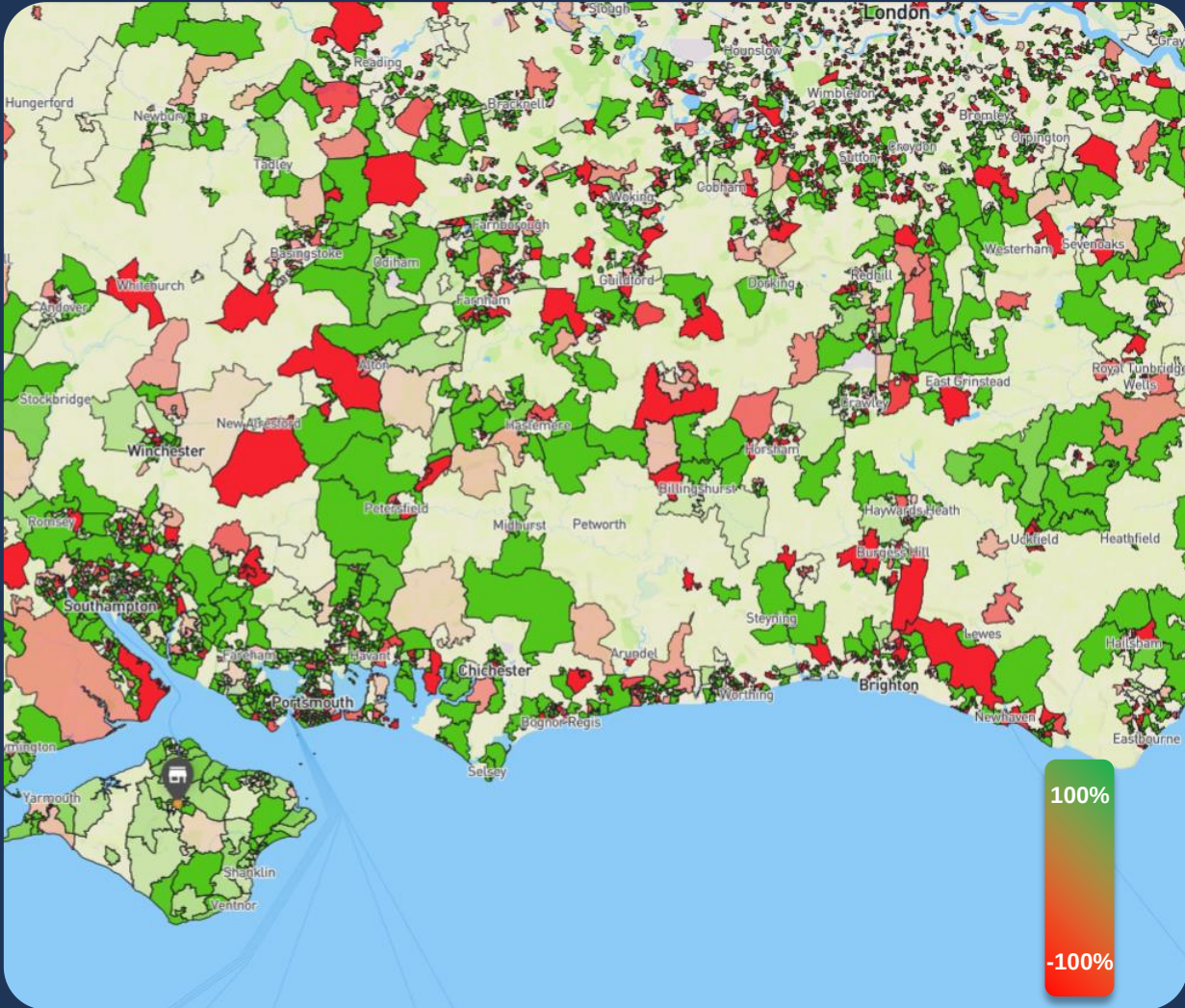


NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (JULY 2021-22)

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

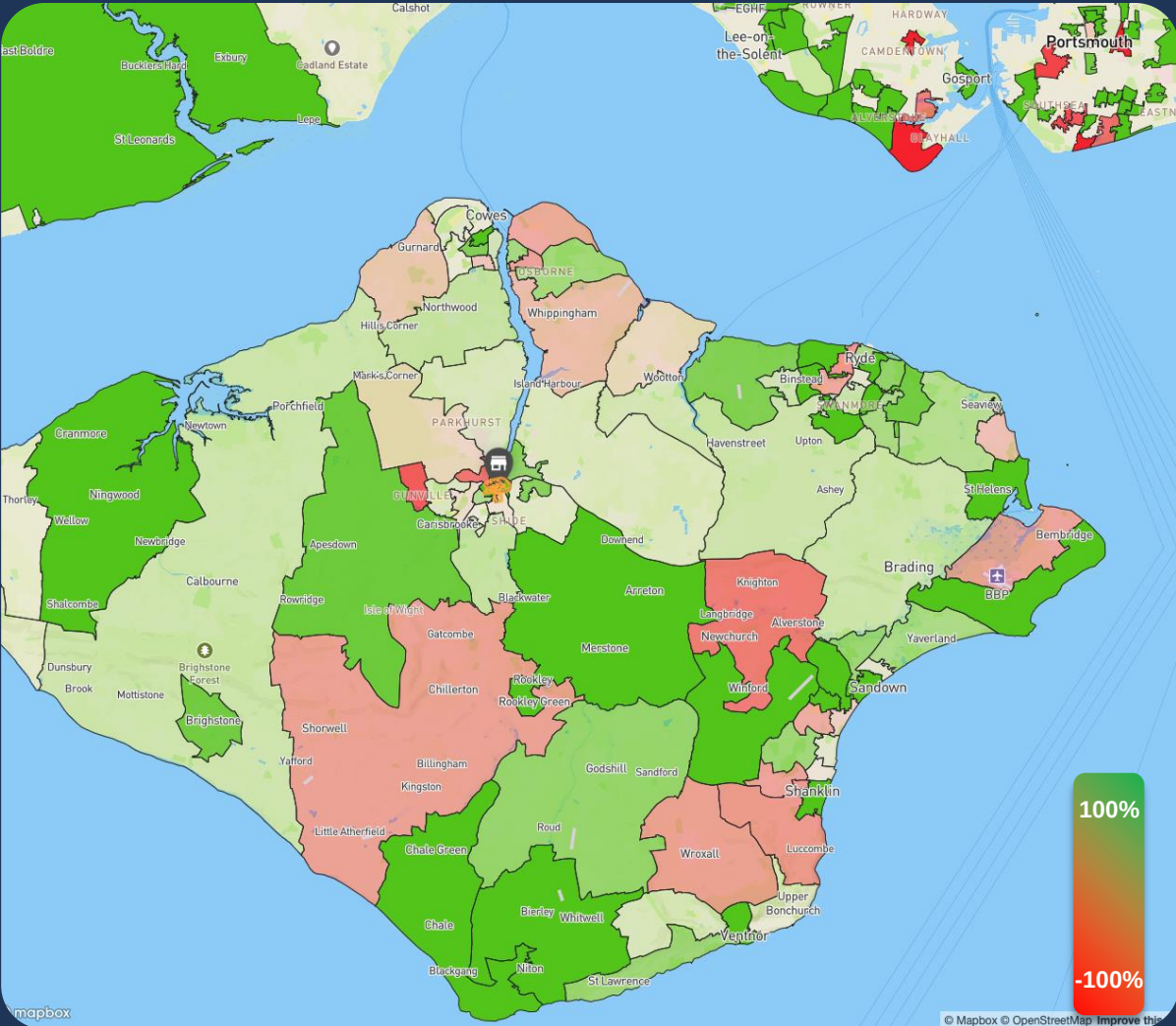


CHANGE IN VISITOR LEVELS
JULY 2021-22 vs JULY 2020-21 (zoomed out)

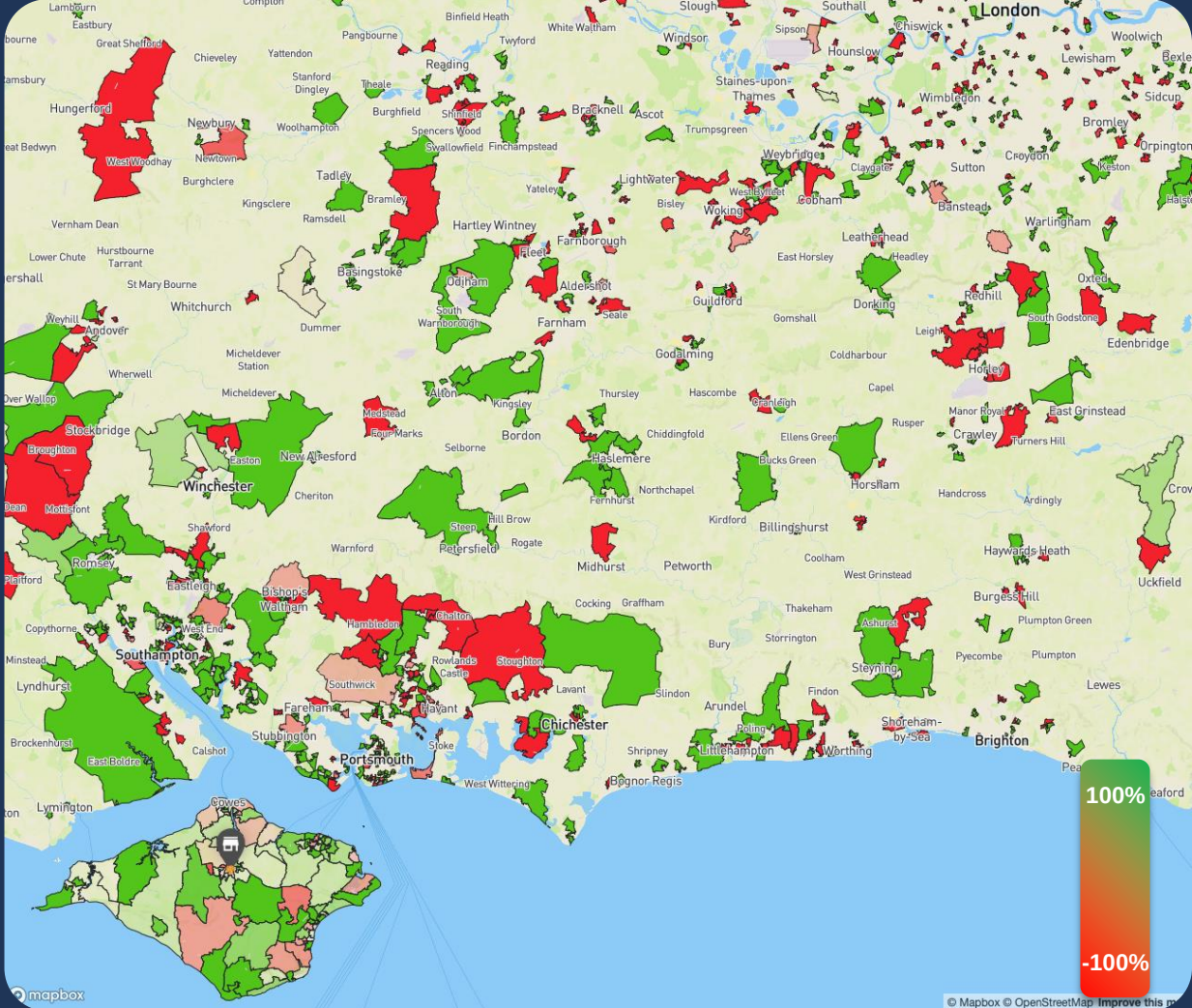


NEWPORT VISITOR CHANGE BY POSTCODE – JULY 2022 & BENCHMARKING

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

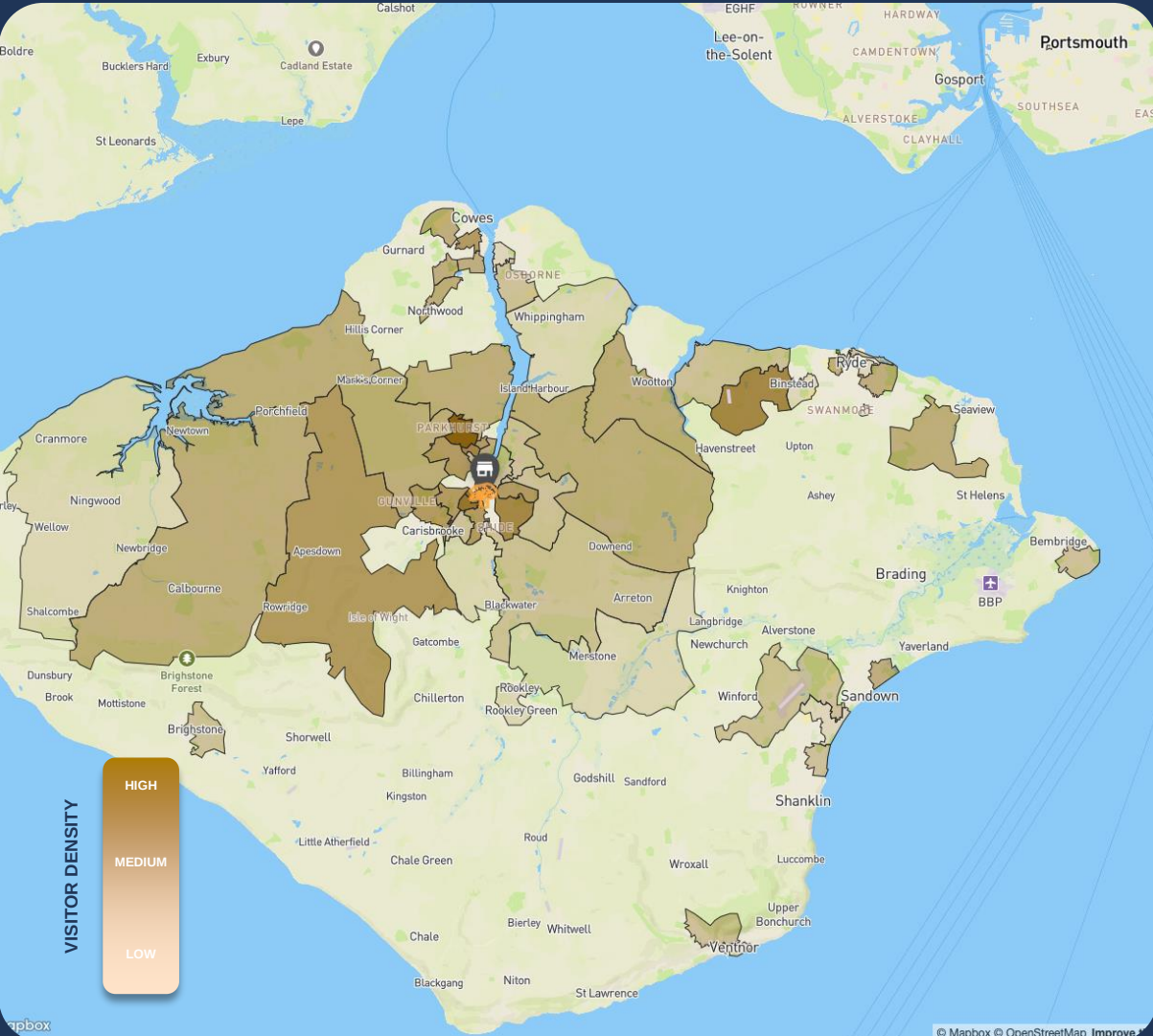


CHANGE IN VISITOR LEVELS
JULY 2022 vs JULY 2021 (zoomed out)

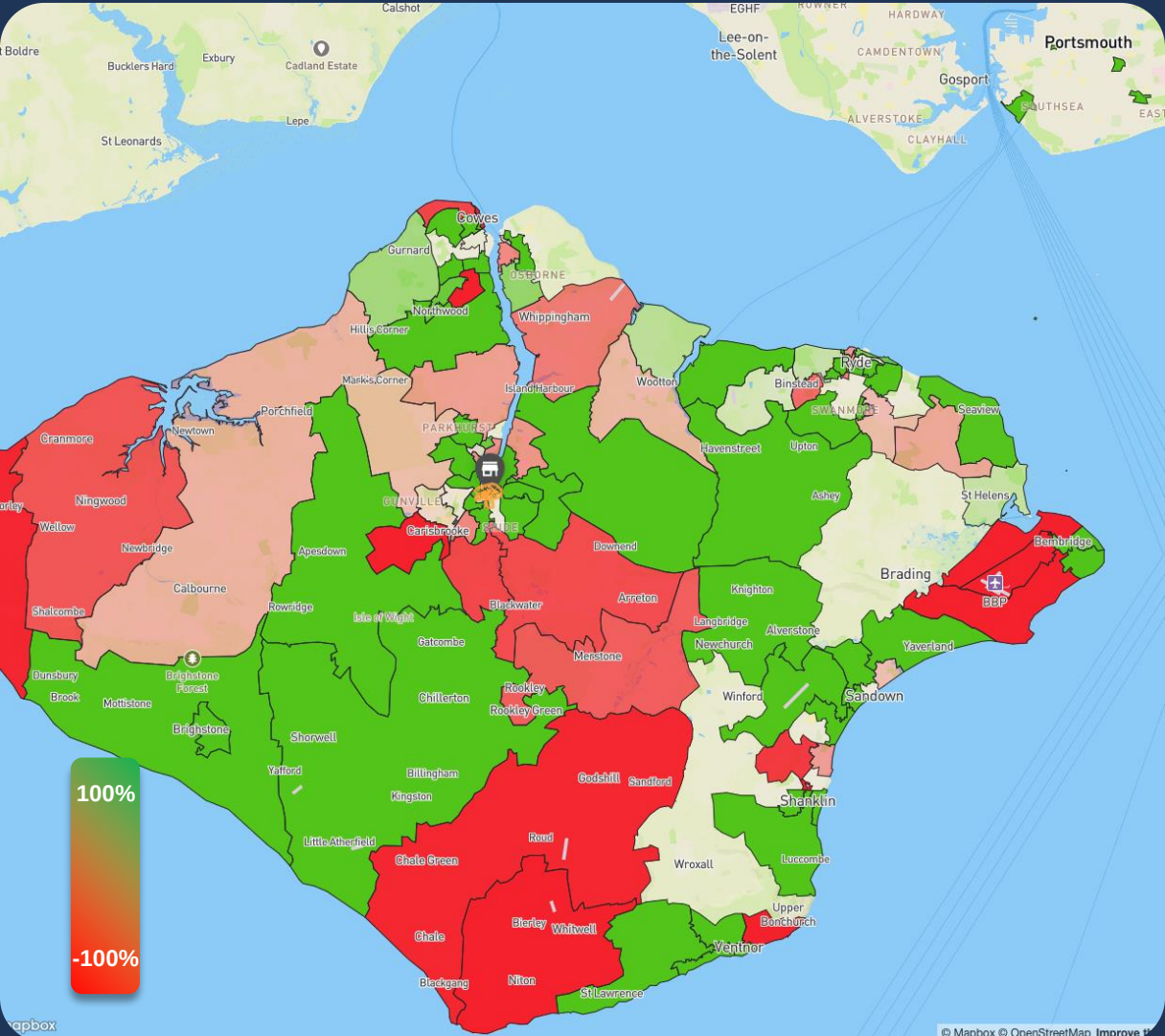


NEWPORT WORKER CATCHMENT CHANGE — JULY 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE JULY 2022

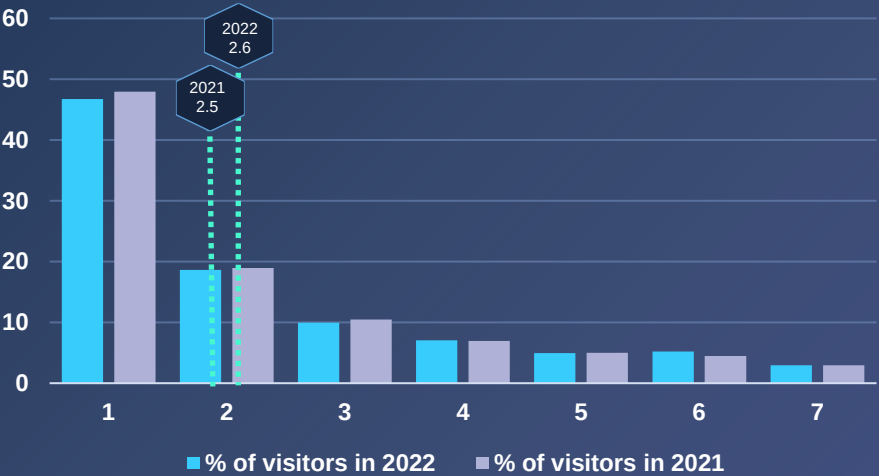


CHANGE IN WORKER CATCHMENT JULY 2022 vs JULY 2021

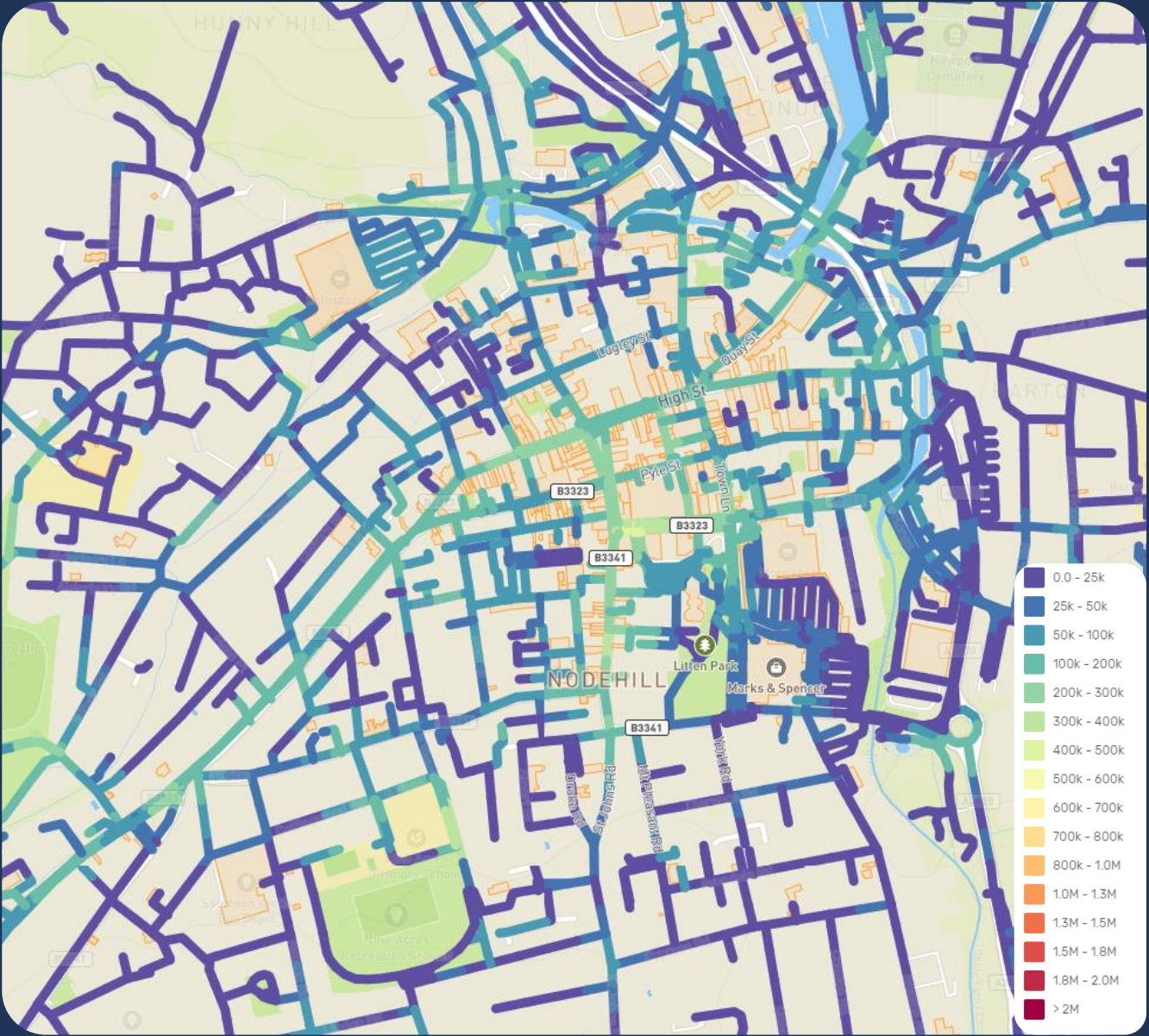
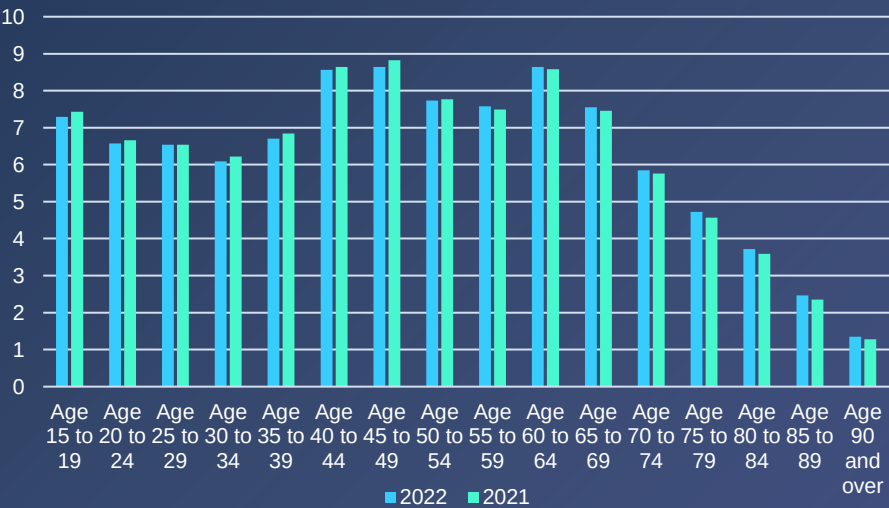


NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (JULY 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



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



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JULY 2022

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – JULY 2022 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JULY 2022



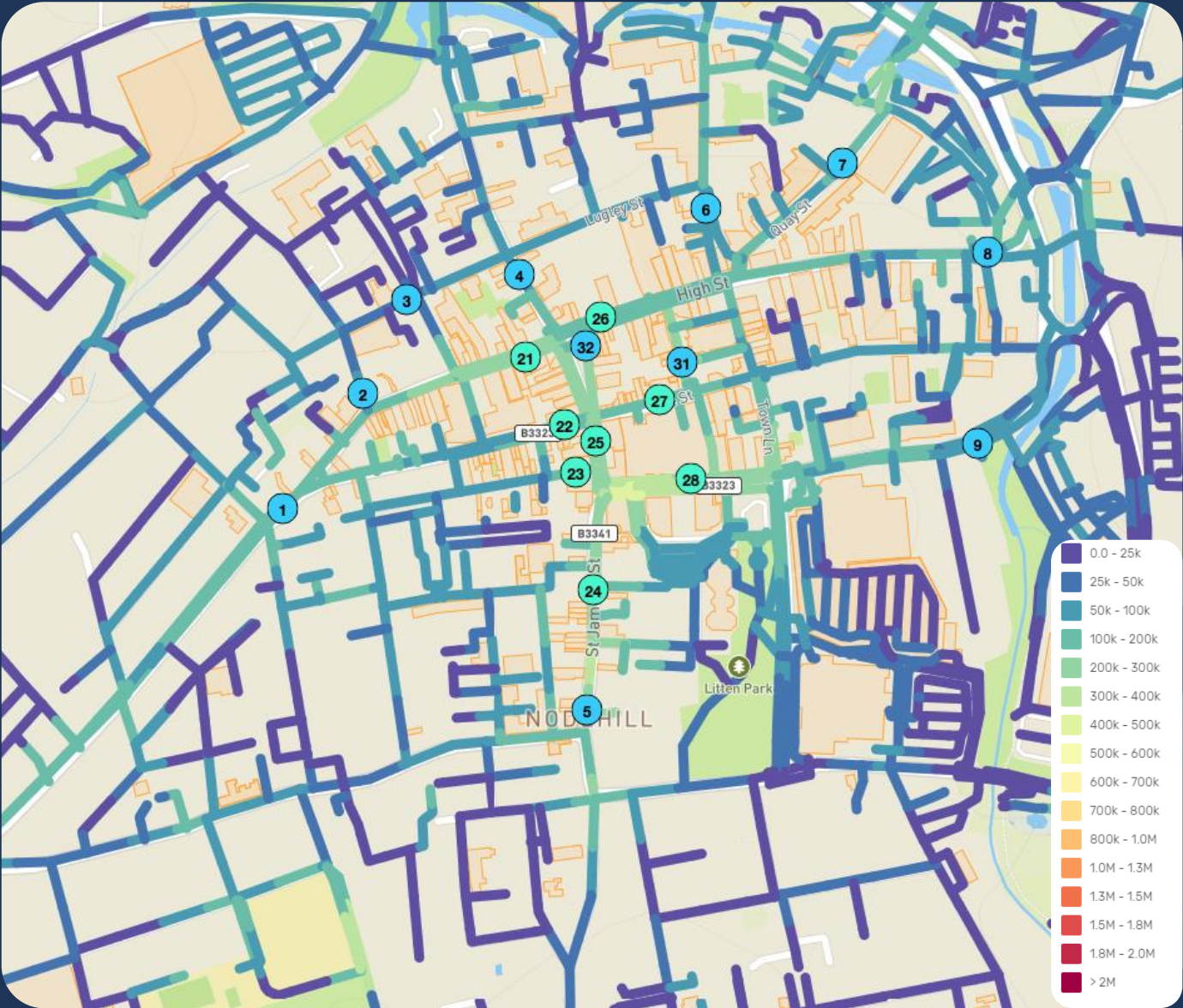
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JULY 2021



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



CENTRE FOOTFALL DATA JULY 2022 VS JULY 2021 — ENTRY POINTS

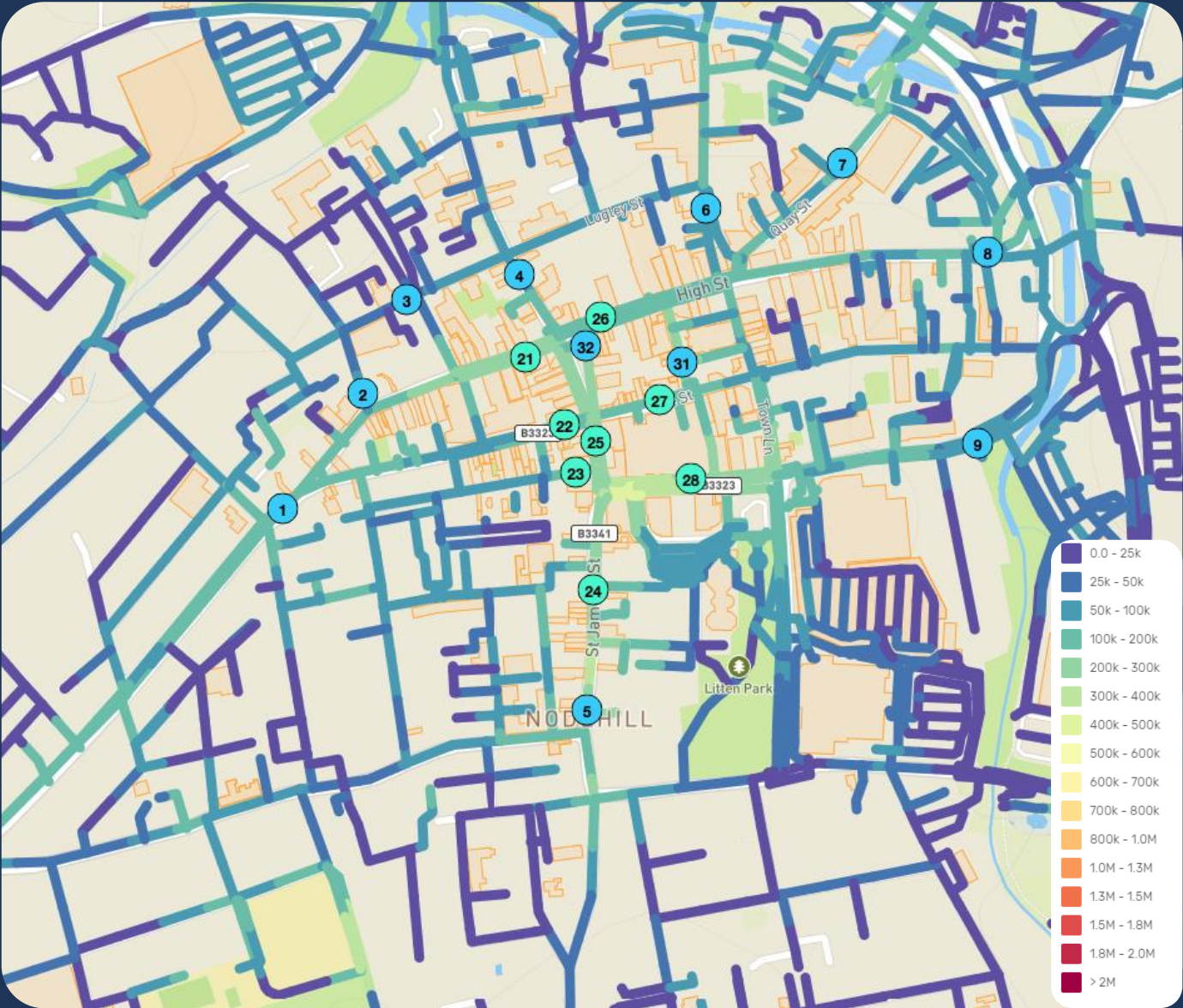
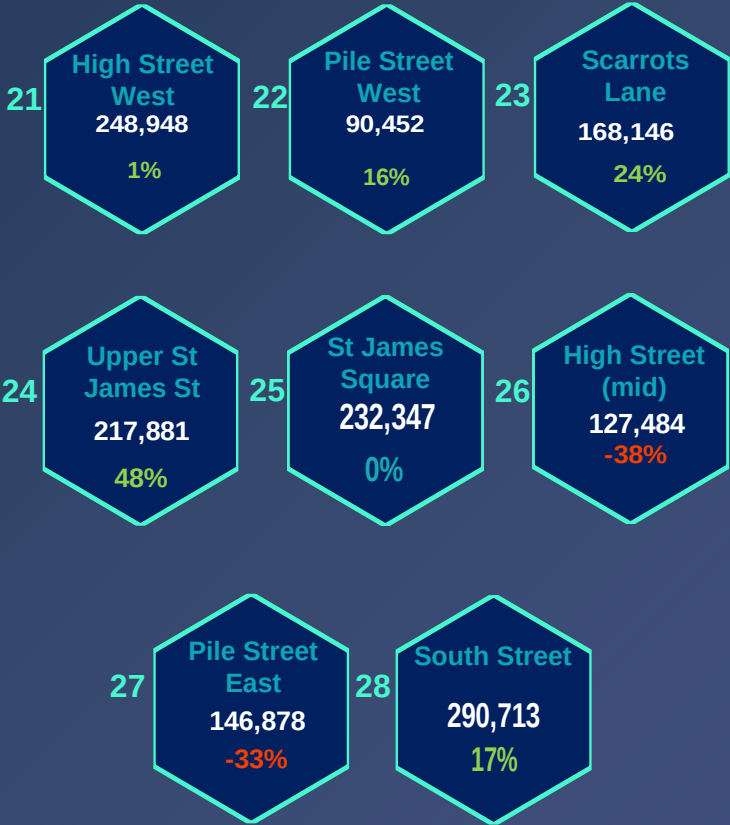


NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JULY 2022

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



CENTRE FOOTFALL DATA JULY 2022 VS JULY 2021 — COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JULY 2022

KEY: PEDESTRIAN NUMBERS JULY 2022

TOWN CENTRE KEY LOCATIONS - JULY 2022 & BENCHMARKING

ST THOMAS SQUARE

TOTAL VISITS

103,343

VISITS JULY 22



AVERAGE DWELL TIME

43 MINS

AVERAGE TIME SPENT
JULY 22

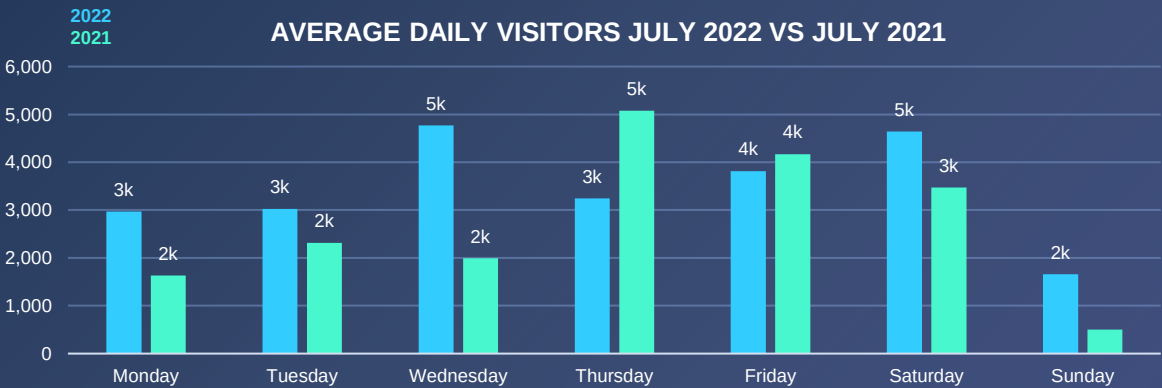


PEDESTRIANS

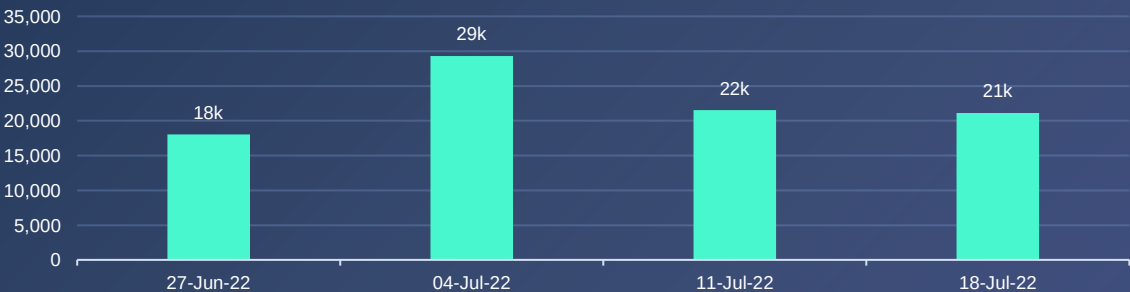
192,633

PEDESTRIANS PASSING
THROUGH SQUARE
JULY 2022

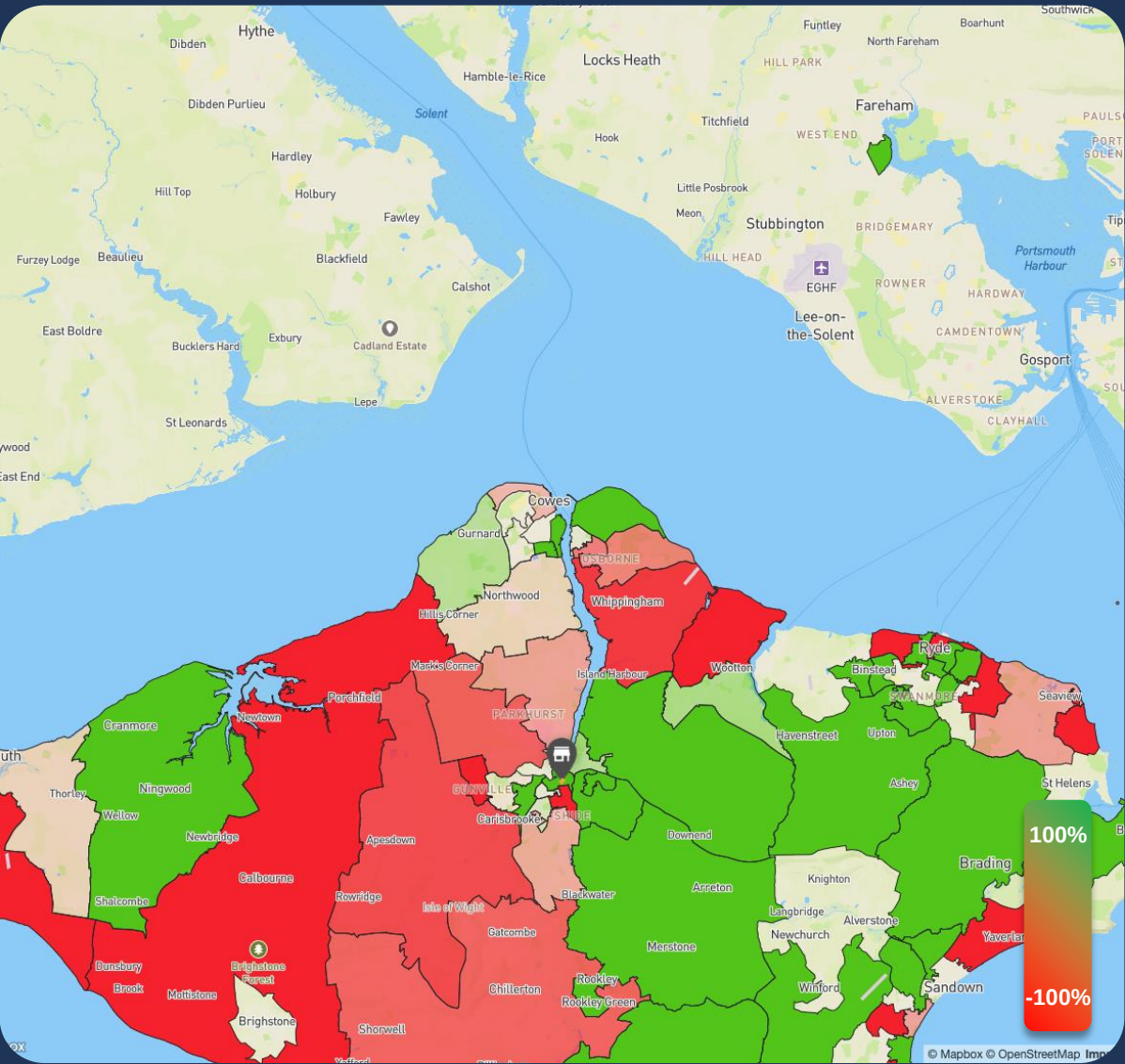
AVERAGE DAILY VISITORS JULY 2022 VS JULY 2021



WEEKLY VISITS JULY 2022



CHANGE IN VISITOR LEVELS JULY 2022 VS JULY 2021



CHANGE IN VISITOR LEVELS JULY 2022 VS JULY 2021

