

VISITOR INSIGHTS

MONTHLY REPORT

NEWPORT, Isle of Wight

JUNE 2022

Produced for NEWPORT and NEWPORT Heritage Action Zones
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VISITOR | INSIGHTS

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

TOTAL VISITS



1,401,261

VISITS TO THE HIGH STREET



AVERAGE DWELL TIME



157 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.6

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

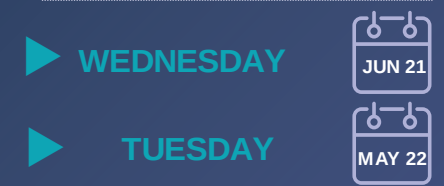


POPULAR VISIT DAY

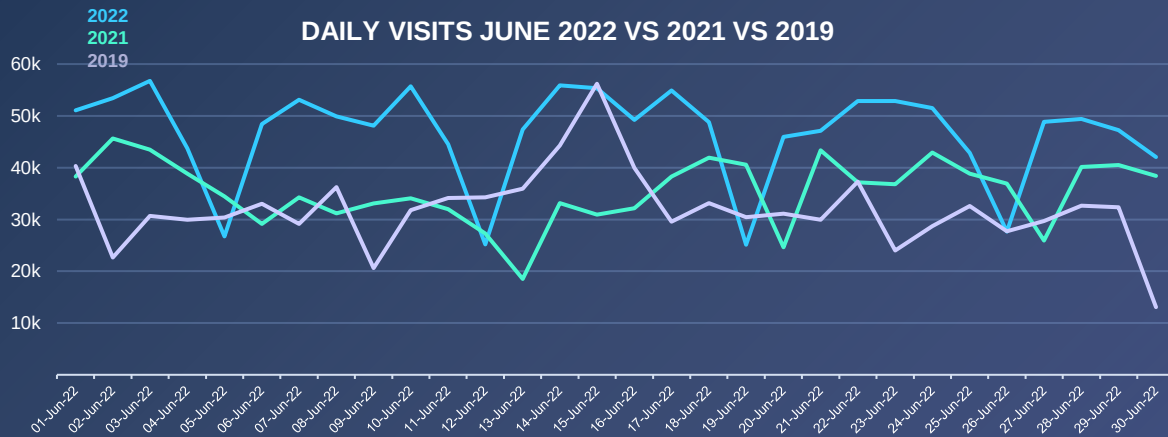


WEDNESDAY

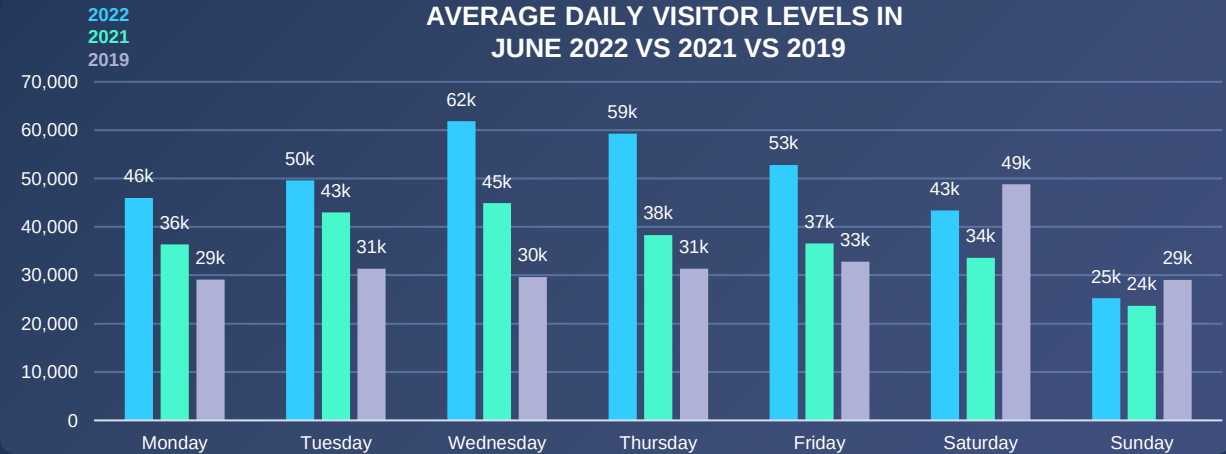
62k AVERAGE VISITS ON FRIDAY IN JUNE



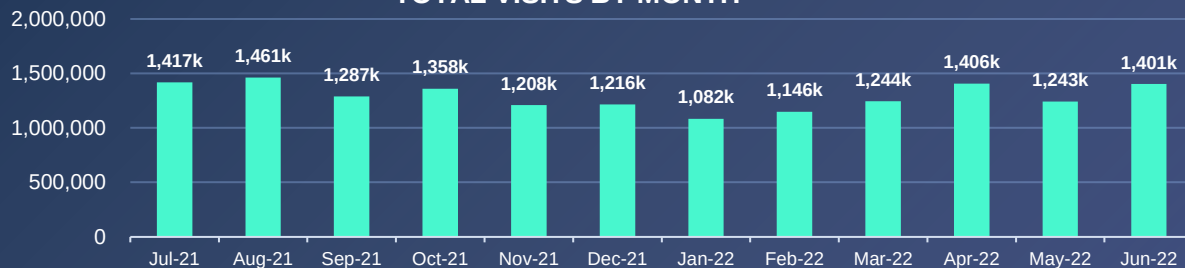
DAILY VISITS JUNE 2022 VS 2021 VS 2019



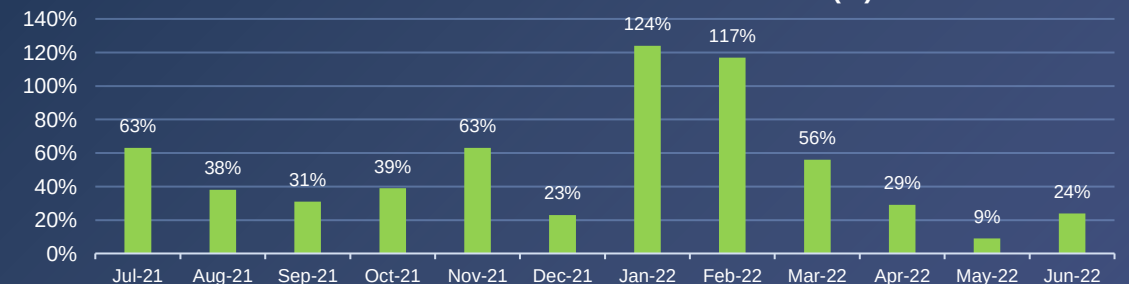
AVERAGE DAILY VISITOR LEVELS IN JUNE 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



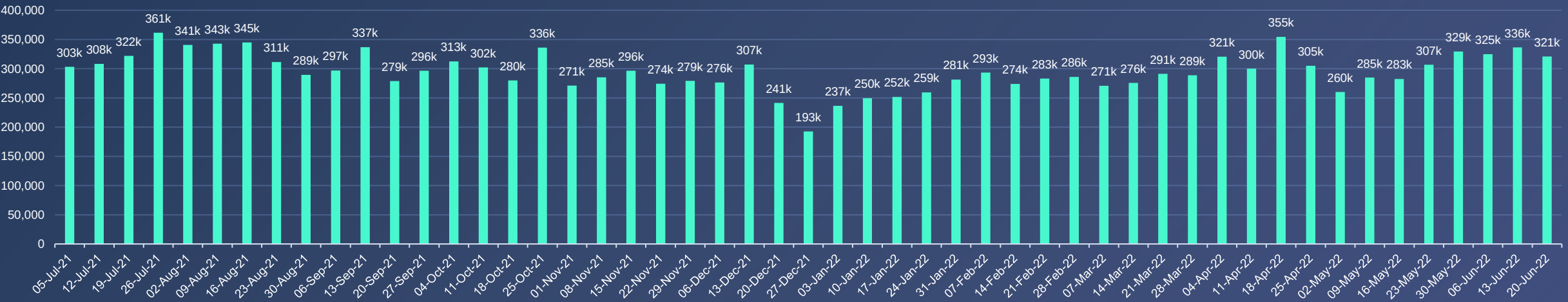
TOTAL VISIT CHANGE BY MONTH (%)



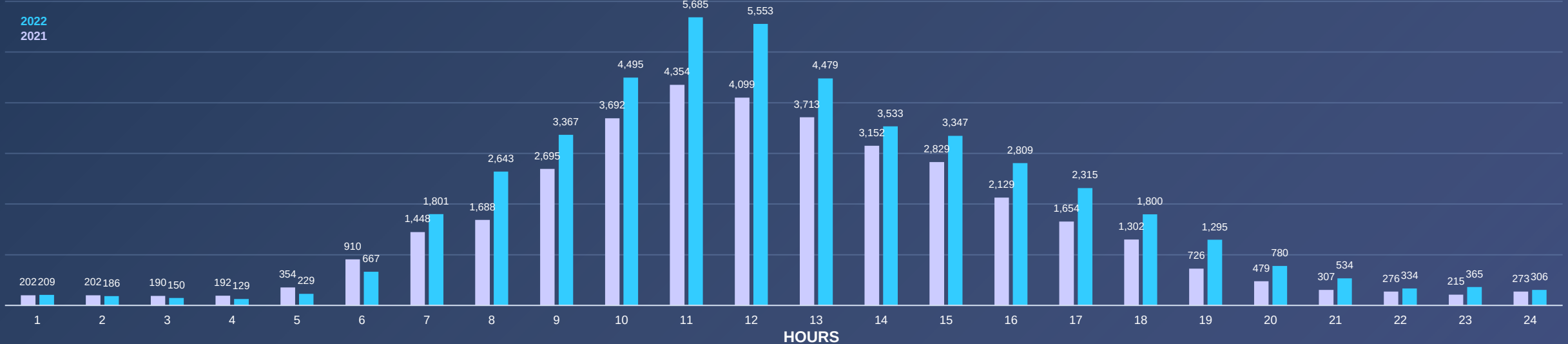
NEWPORT TOWN CENTRE — JUNE 2022 SUMMARY & BENCHMARKING (JUNE 2021-22)



WEEKLY FOOTFALL



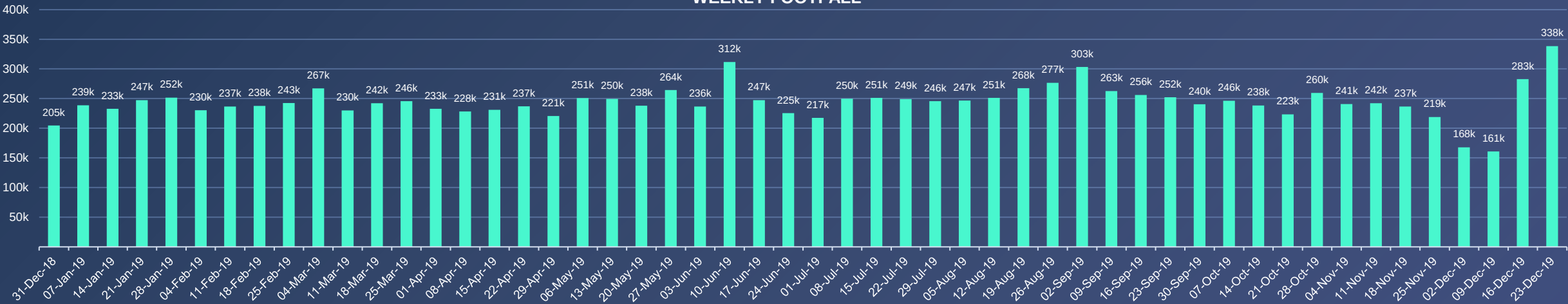
AVERAGE VISITS BY HOUR



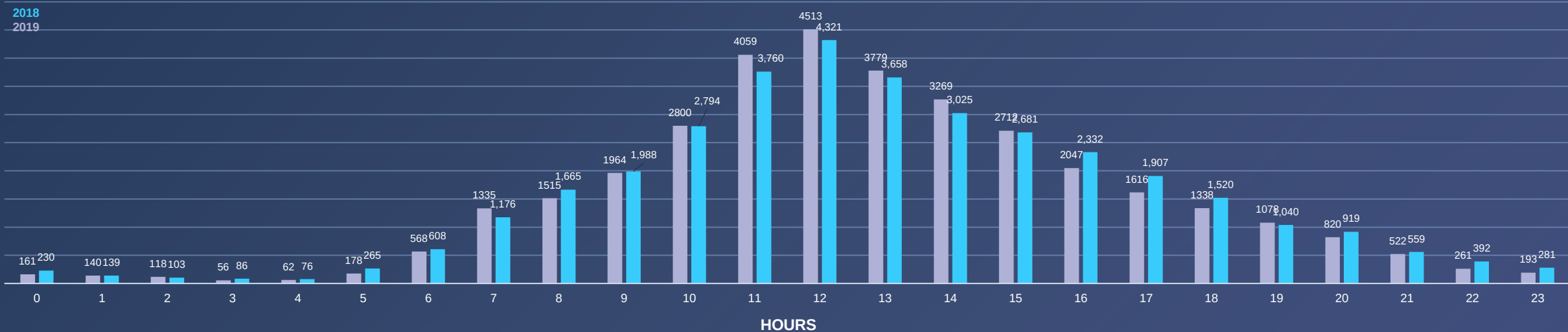
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



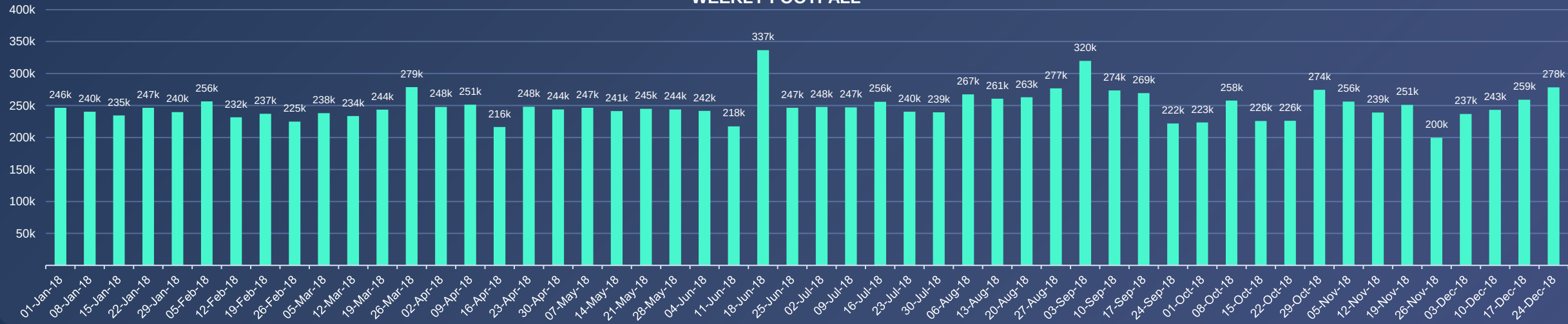
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



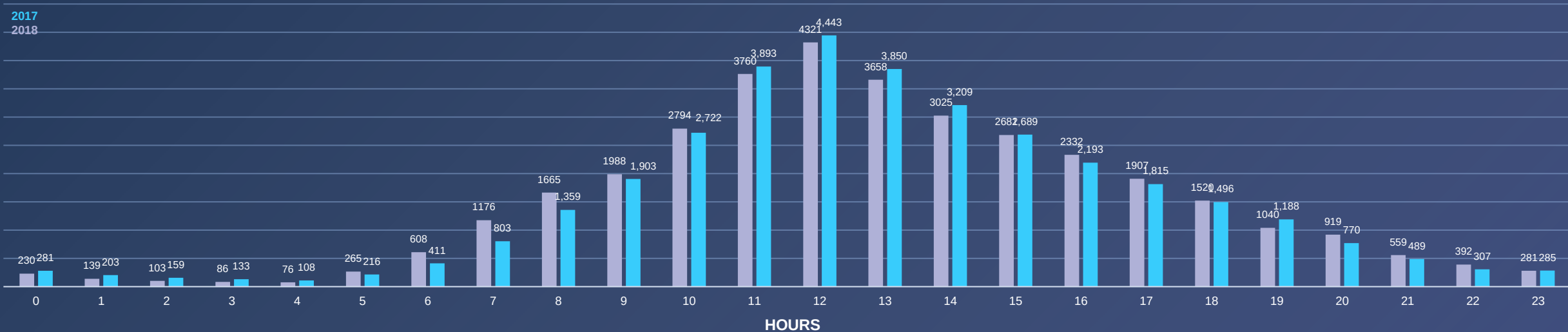
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



16,594,793

VISITS TO THE HIGH STREET
JUNE 21 - JUNE 22

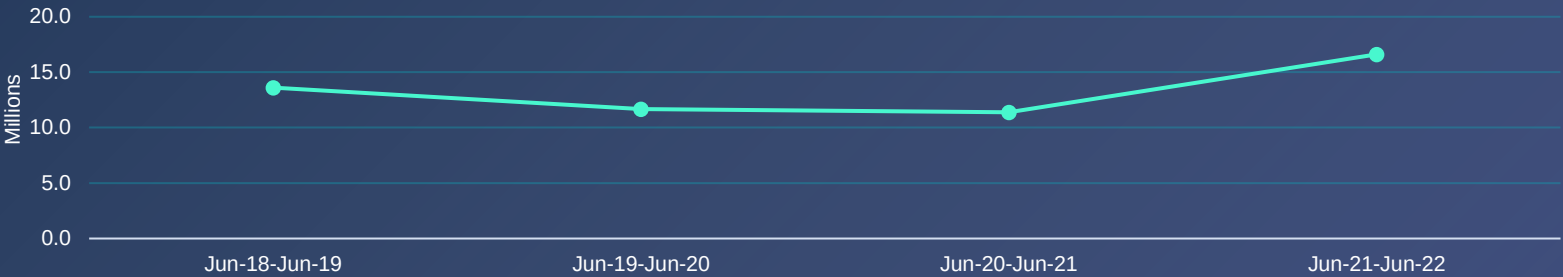


22%

4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



161MINS

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

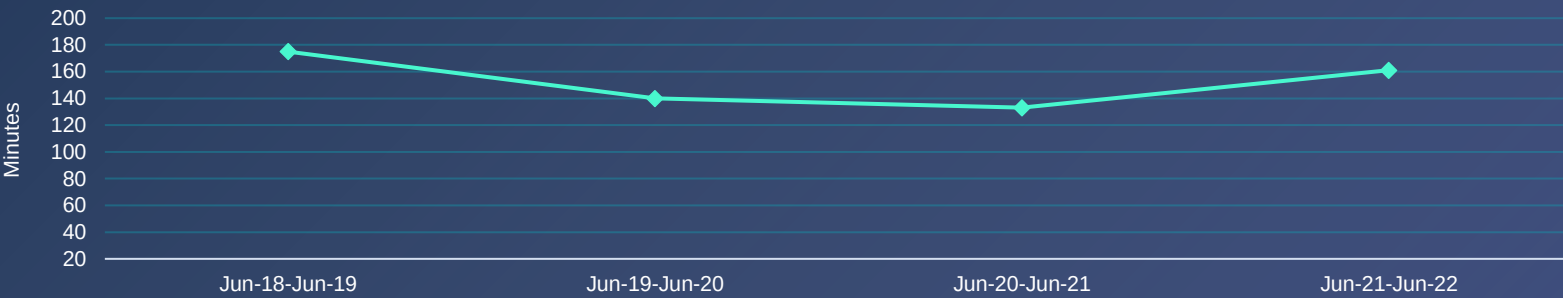


-8%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.5

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

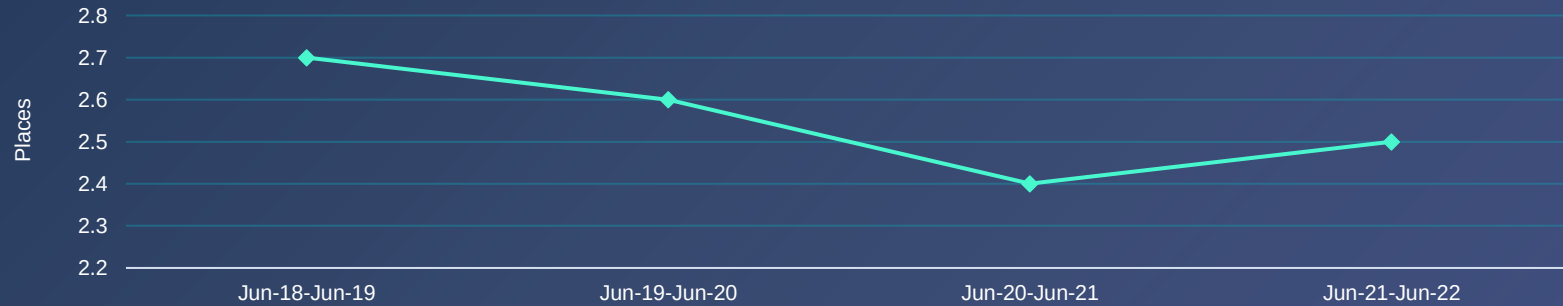


-7%

4 YEAR CHANGE

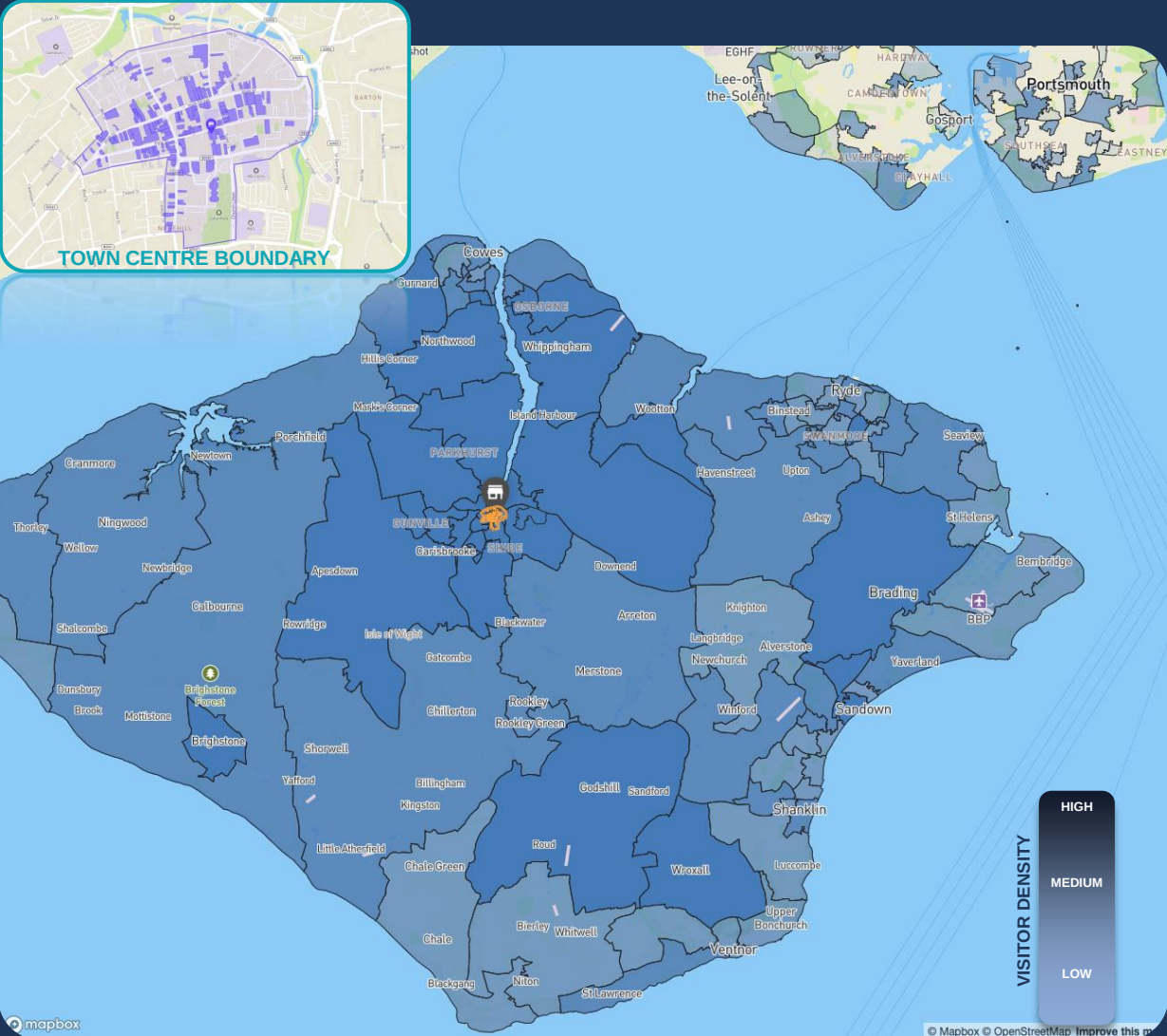


PLACES VISITED

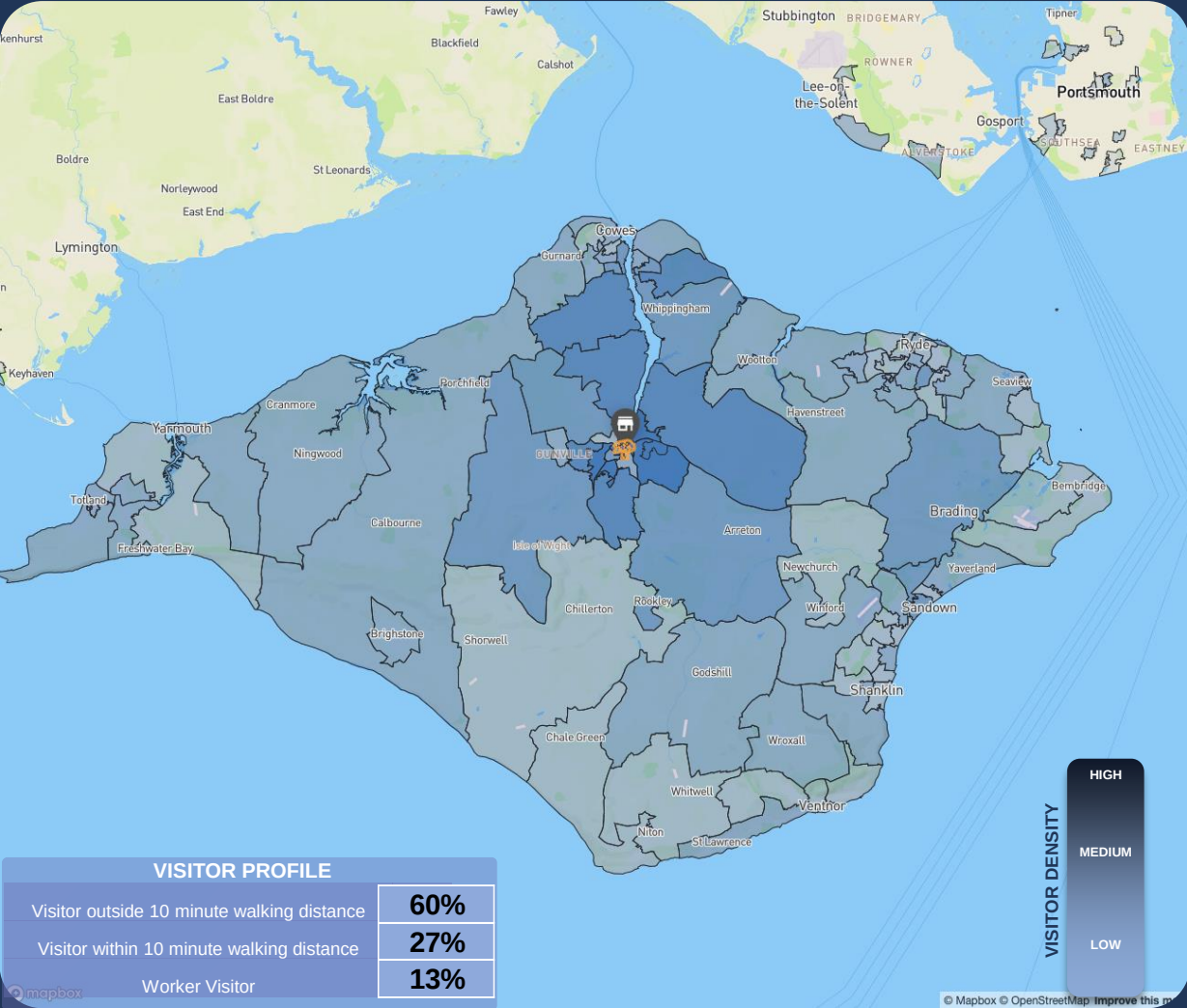


NEWPORT VISITOR CATCHMENT — JUNE 2022 & BENCHMARKING (JUNE 2021-22)

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

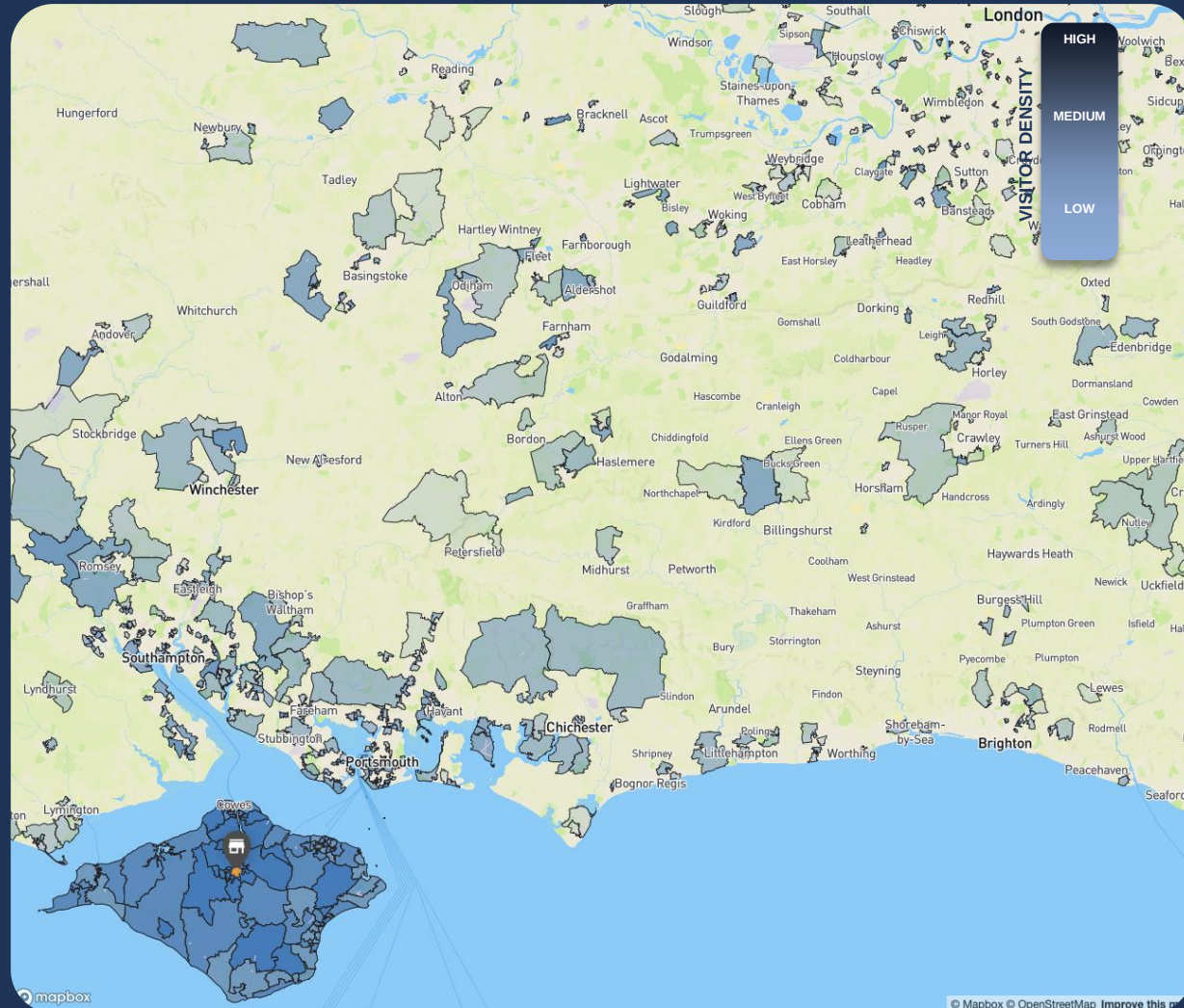


VISITOR CATCHMENT BY POSTCODE
IN JUNE 2022 (zoomed in)

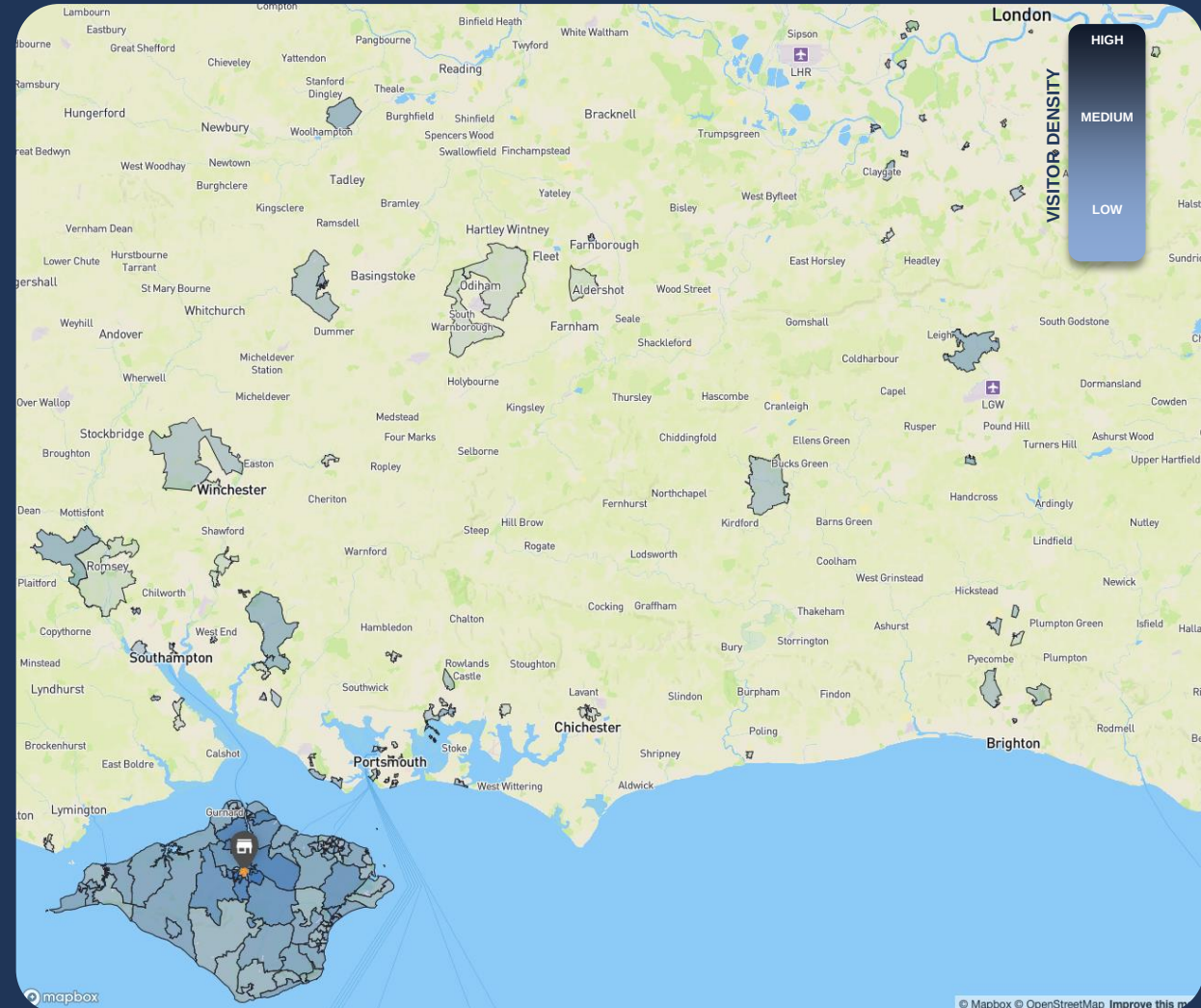


NEWPORT VISITOR CATCHMENT — JUNE 2021 & BENCHMARKING (JUNE 2020-21)

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

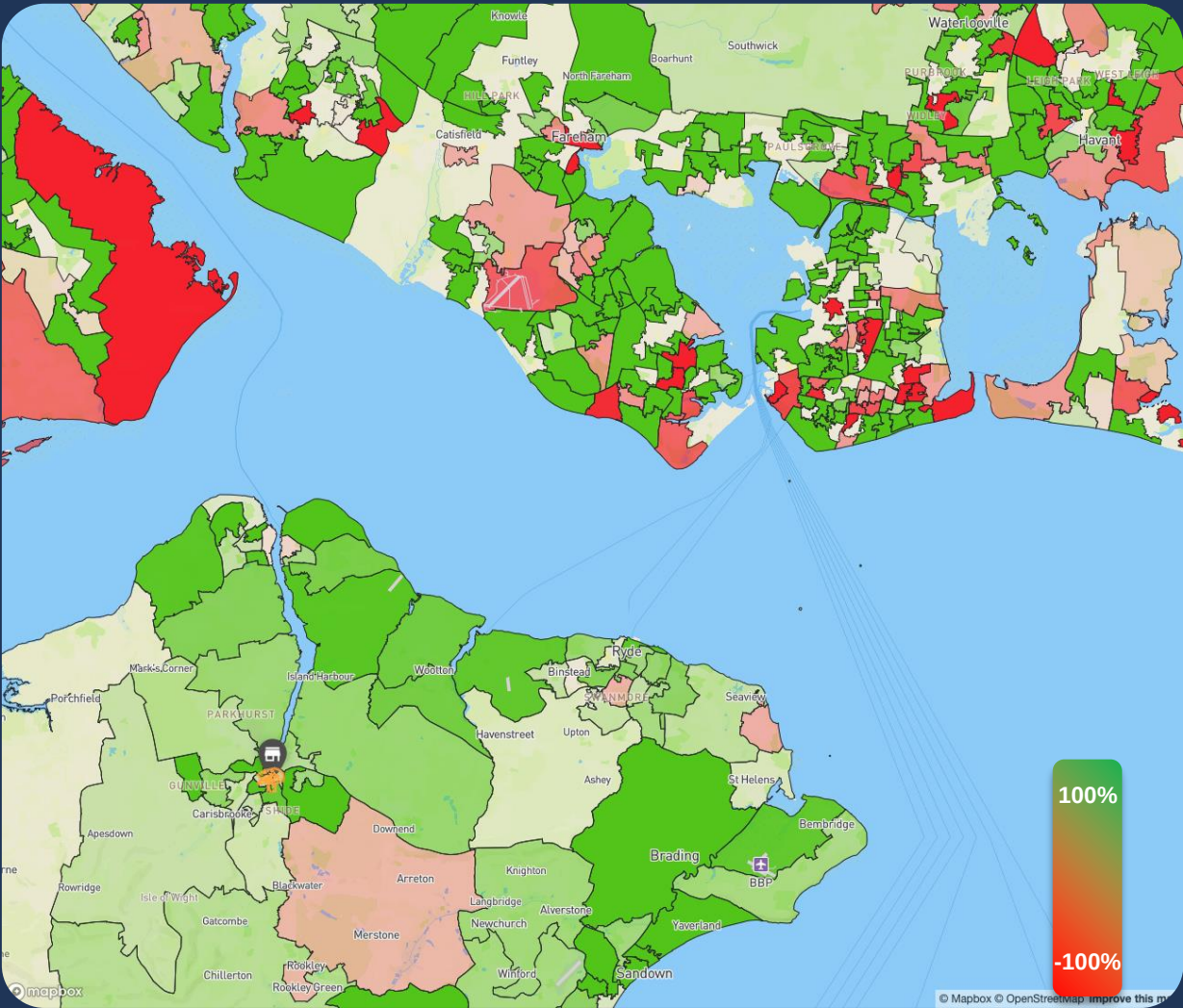


VISITOR CATCHMENT BY POSTCODE
IN JUNE 2021 (zoomed out)

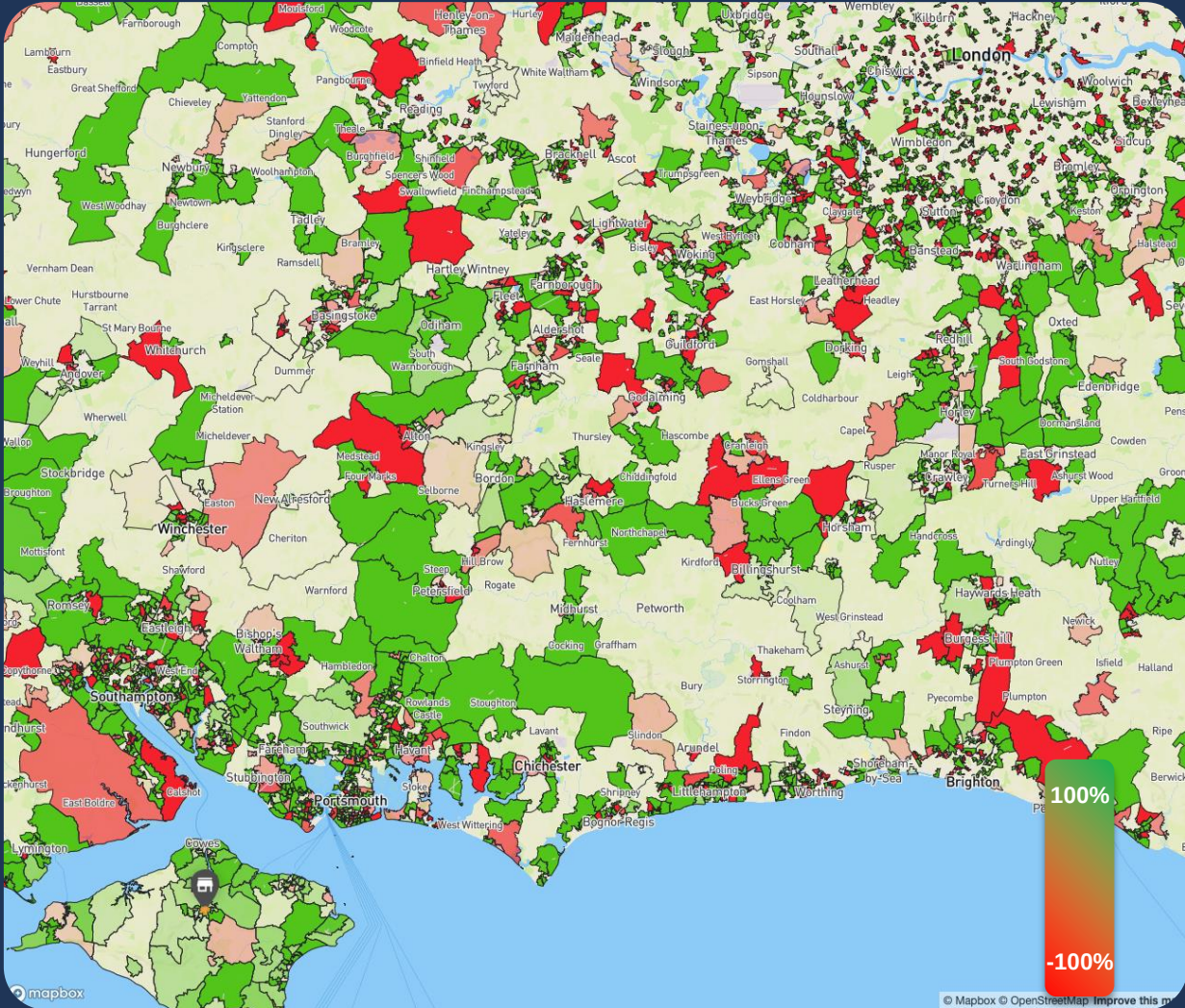


NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (JUNE 2021-22)

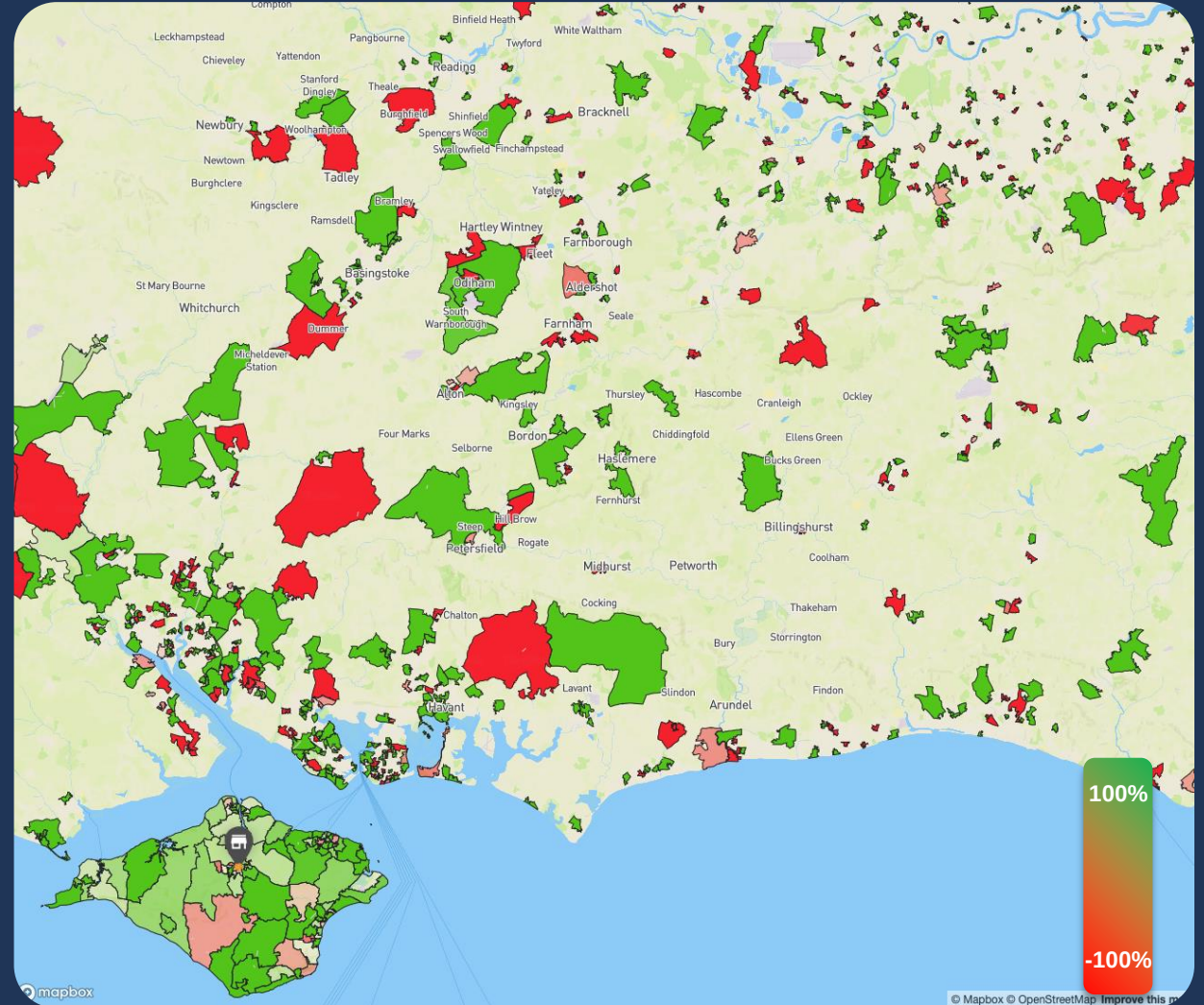
CHANGE IN VISITOR LEVELS
JUNE 2021-22 vs JUNE 2020-21 (zoomed in)



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

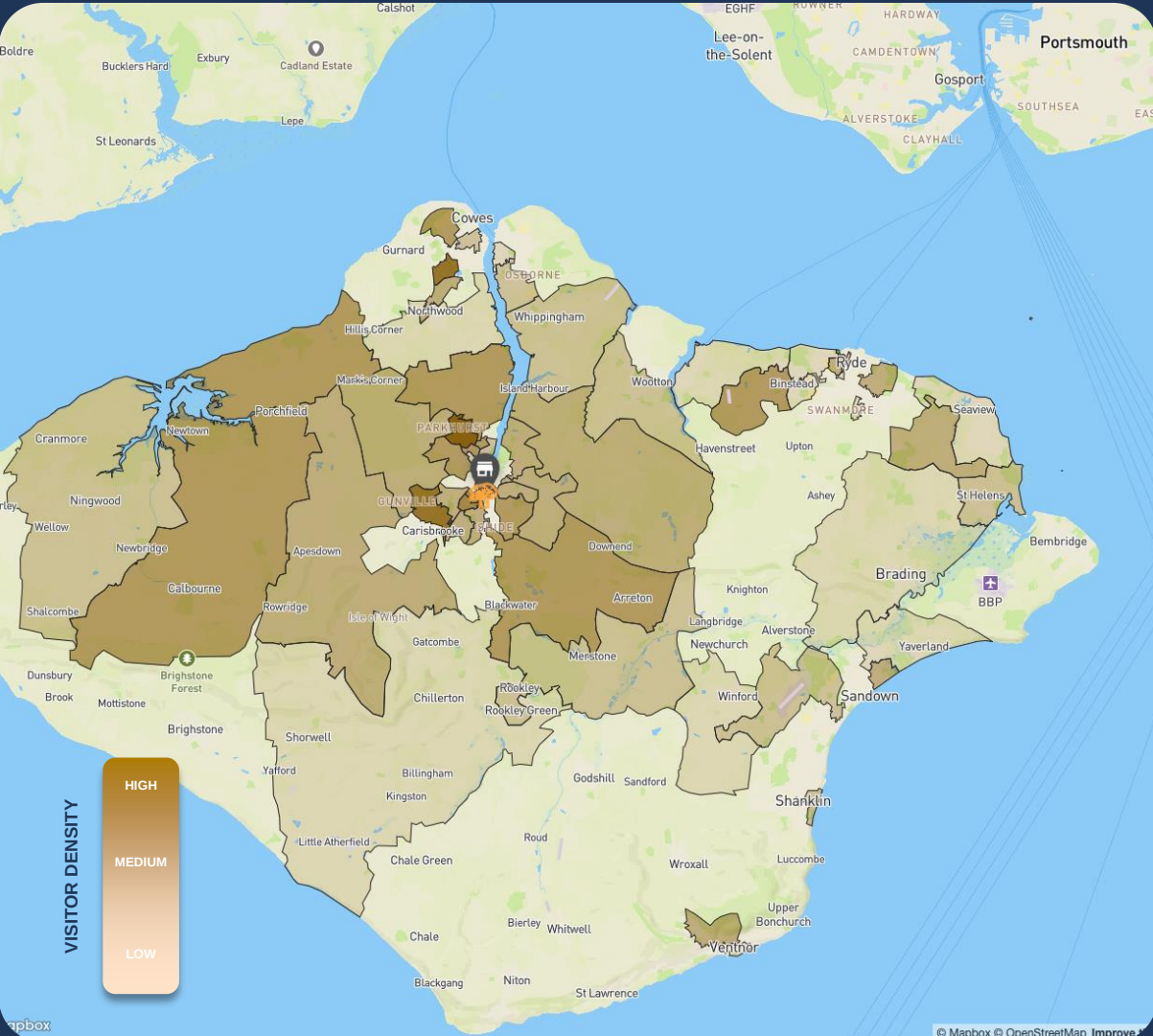


CHANGE IN VISITOR LEVELS JUNE 2022 vs JUNE 2021 (zoomed out)

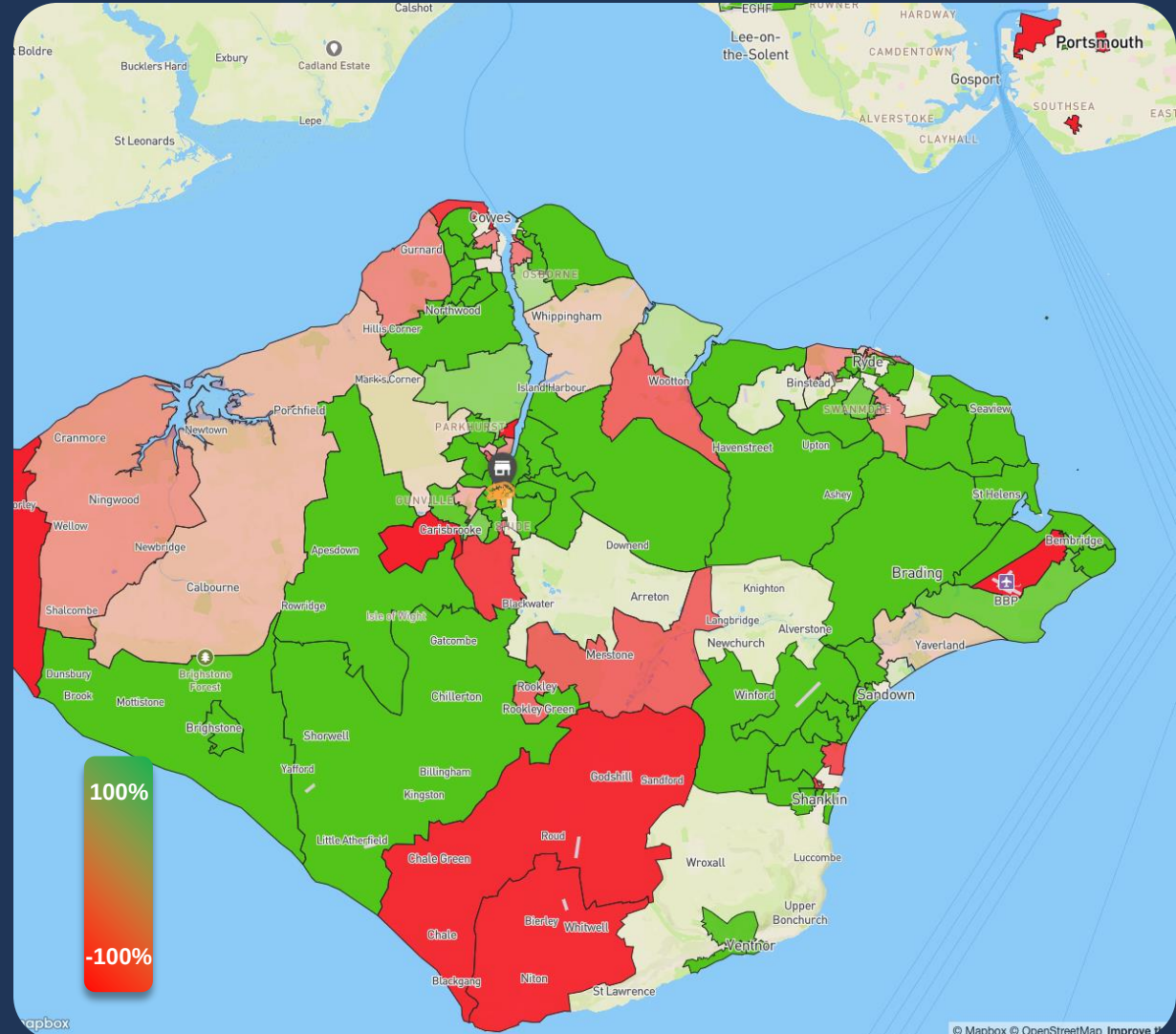


NEWPORT WORKER CATCHMENT CHANGE — JUNE 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE JUNE 2022

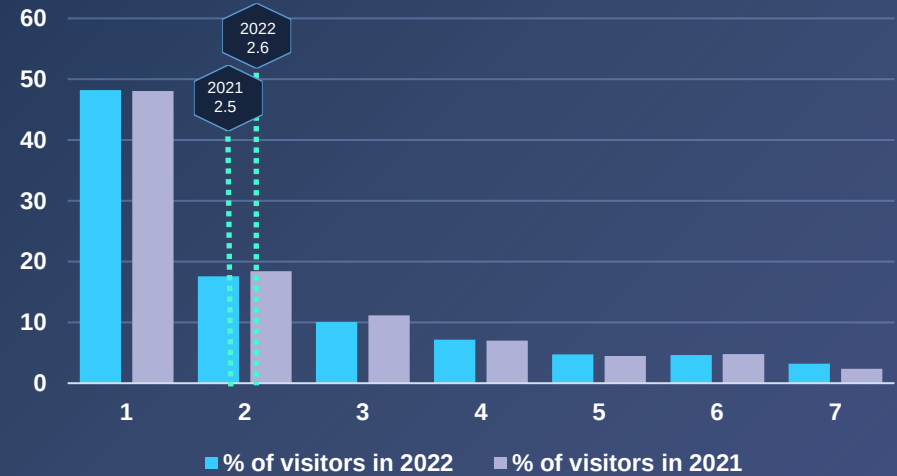


CHANGE IN WORKER CATCHMENT JUNE 2022 vs JUNE 2021

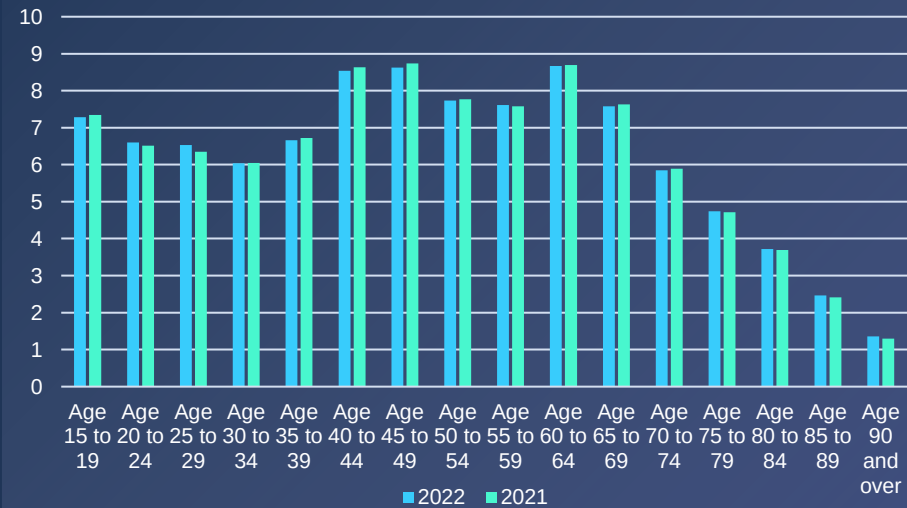


NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (JUNE 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



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



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JUNE 2022

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – JUNE 2022 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JUNE 2022



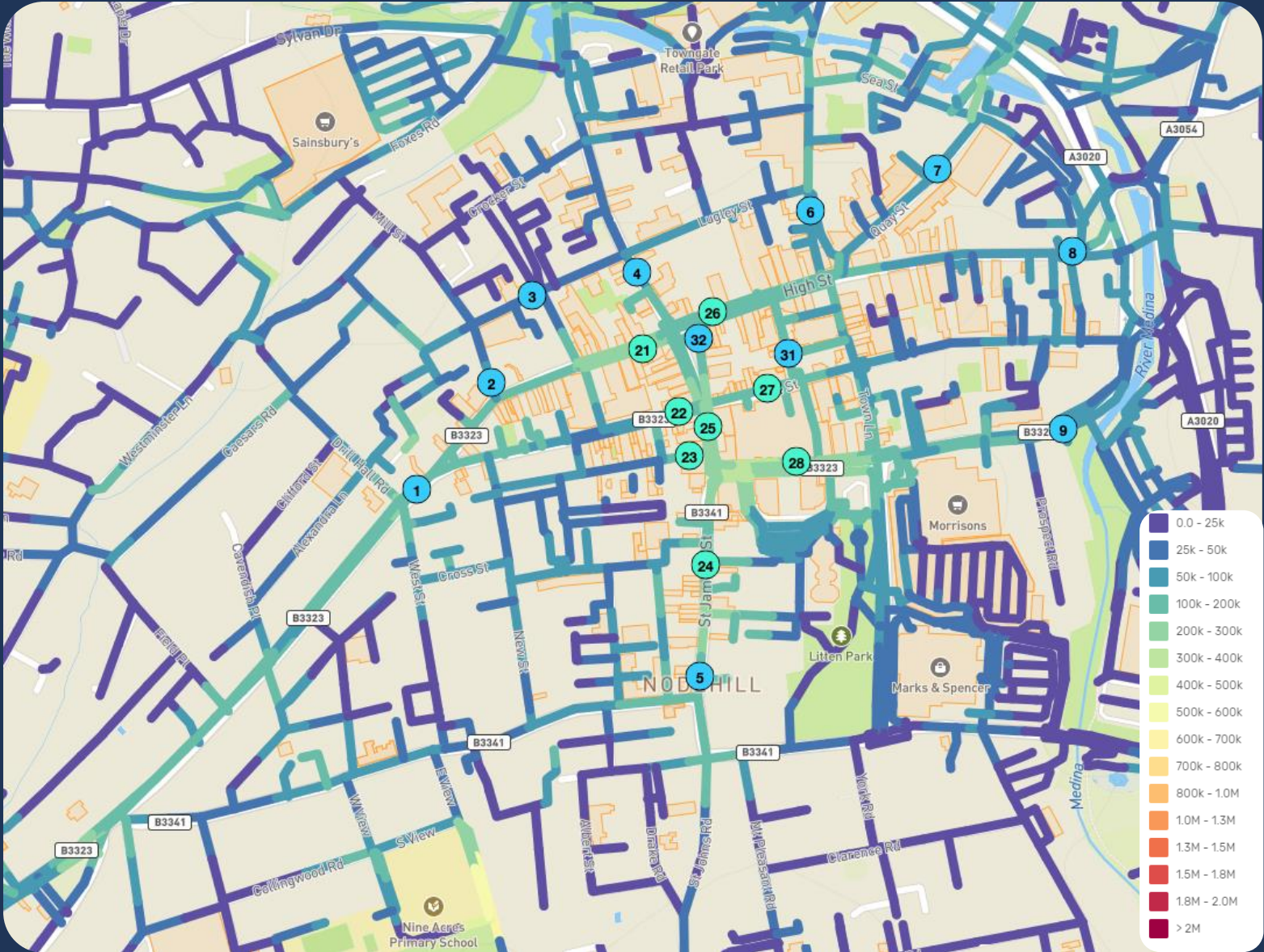
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JUNE 2021



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

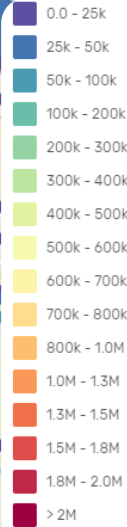


CENTRE FOOTFALL DATA JUNE 2022 VS JUNE 2021 — ENTRY POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JUNE 2022

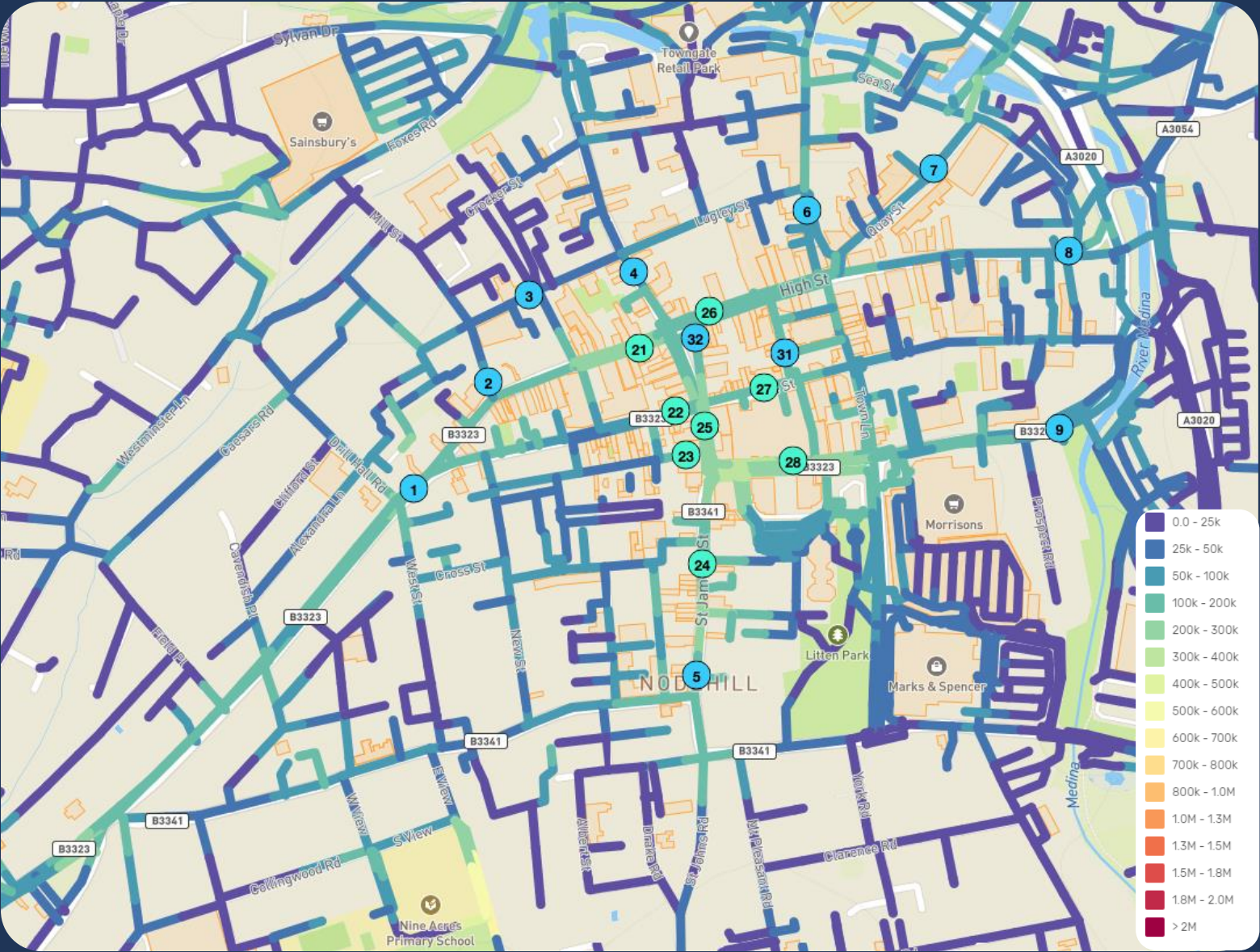
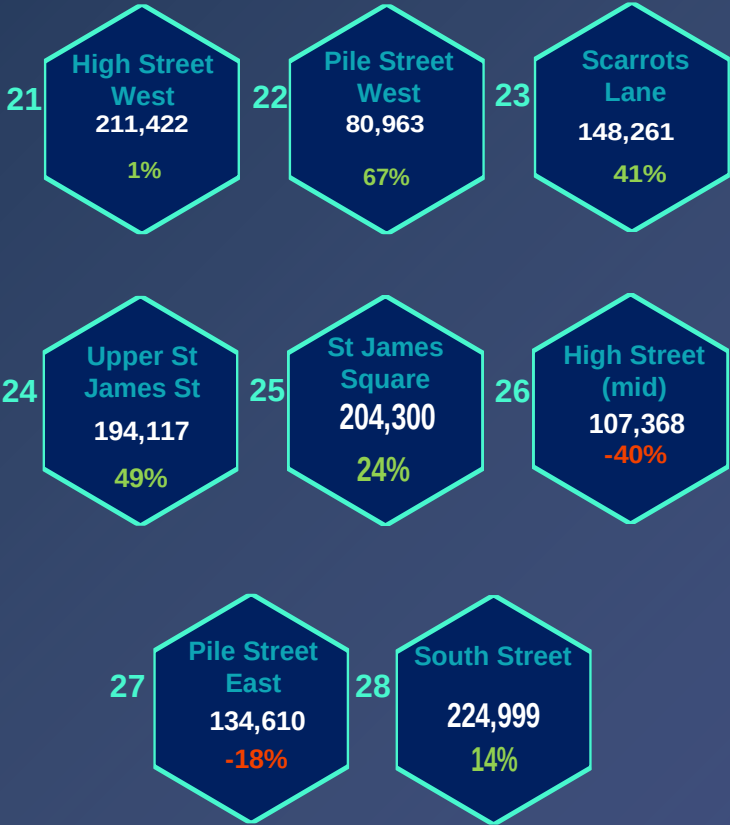
KEY: PEDESTRIAN NUMBERS JUNE 2022



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



CENTRE FOOTFALL DATA JUNE 2022 VS JUNE 2021 — COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP JUNE 2022

KEY: PEDESTRIAN NUMBERS JUNE 2022

TOWN CENTRE KEY LOCATIONS - JUNE 2022 & BENCHMARKING

ST THOMAS SQUARE

TOTAL VISITS

124,908

VISITS JUNE 22

42%
VS JUNE 2021



AVERAGE DWELL TIME

57 MINS

AVERAGE TIME SPENT
JUNE 22

-7 MINS
VS JUNE 2021

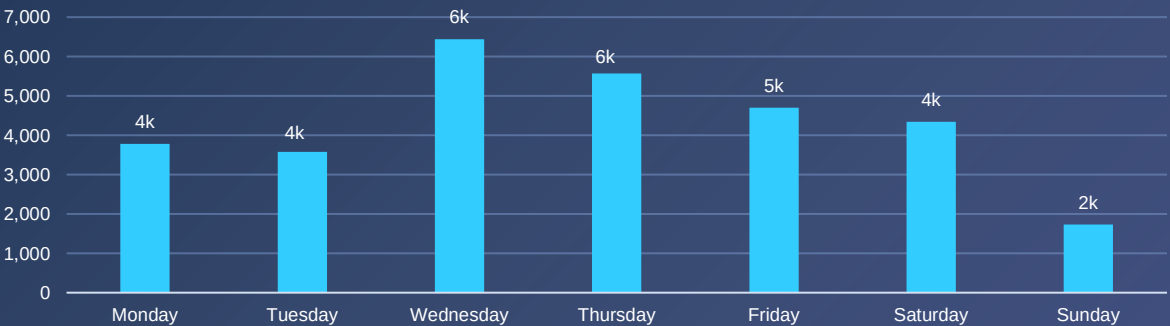


PEDESTRIANS

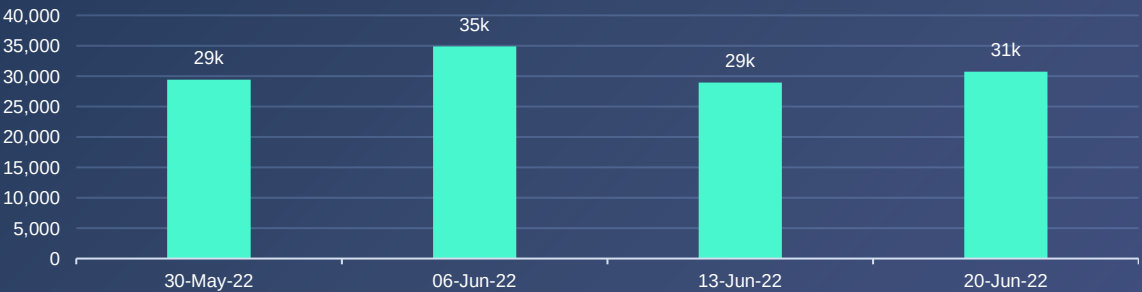
181,618

PEDESTRIANS PASSING
THROUGH SQUARE
JUNE 2022

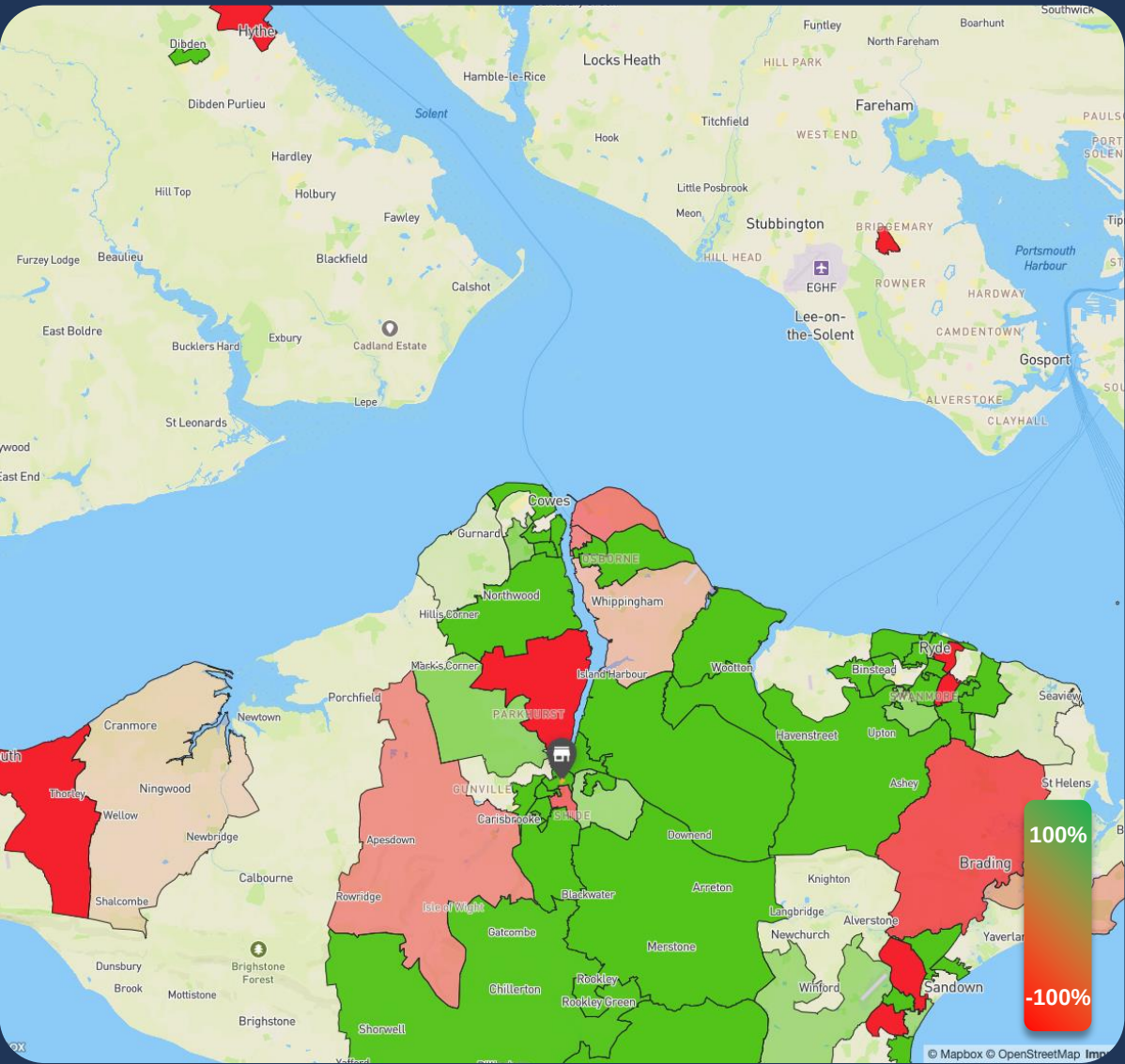
AVERAGE DAILY VISITORS JUNE 2022



WEEKLY VISITS JUNE 2022



CHANGE IN VISITOR LEVELS JUNE 2022 VS JUNE 2021



CHANGE IN VISITOR LEVELS JUNE 2022 VS JUNE 2021



**PEDESTRIANS PASSING
THROUGH SQUARE
JUNE 2022**

