

# VISITOR INSIGHTS

## MONTHLY REPORT

NEWPORT, ISLE OF WIGHT

MAY 2022

Produced for NEWPORT and NEWPORT Heritage Action Zones  
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VISITOR | INSIGHTS

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



## TOTAL VISITS



1,242,548

VISITS TO THE HIGH STREET



9%

Y/O/Y CHANGE  
\*Average national benchmark +34%



-12%

M/O/M CHANGE



17%

Y/O/3Y CHANGE  
\*Average national benchmark -19%



## AVERAGE DWELL TIME



148 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



2%

Y/O/Y CHANGE



-17%

M/O/M CHANGE



-17%

Y/O/3Y CHANGE



## PLACES VISITED



2.7

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.3

PLACES VISITED



2.4

PLACES VISITED

## POPULAR VISIT DAY



TUESDAY

53k AVERAGE VISITS ON FRIDAY IN MAY



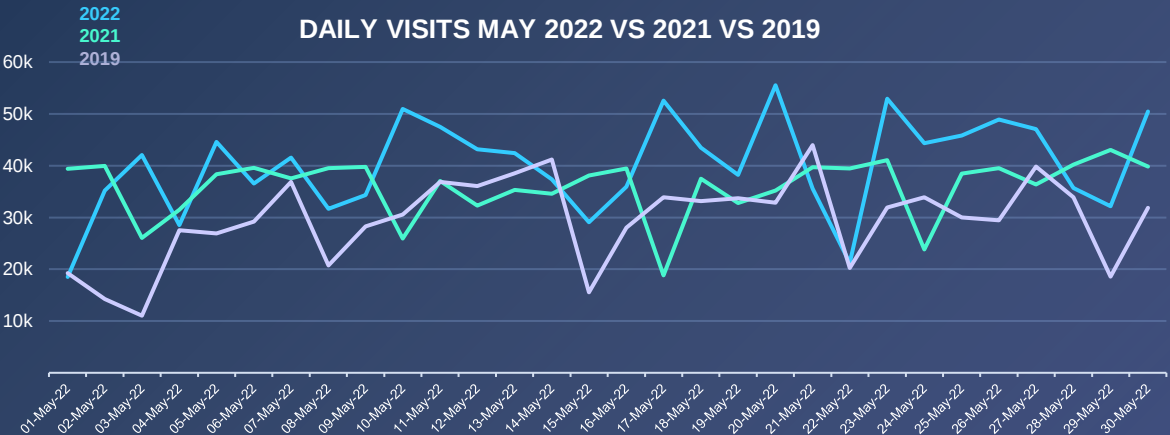
SATURDAY



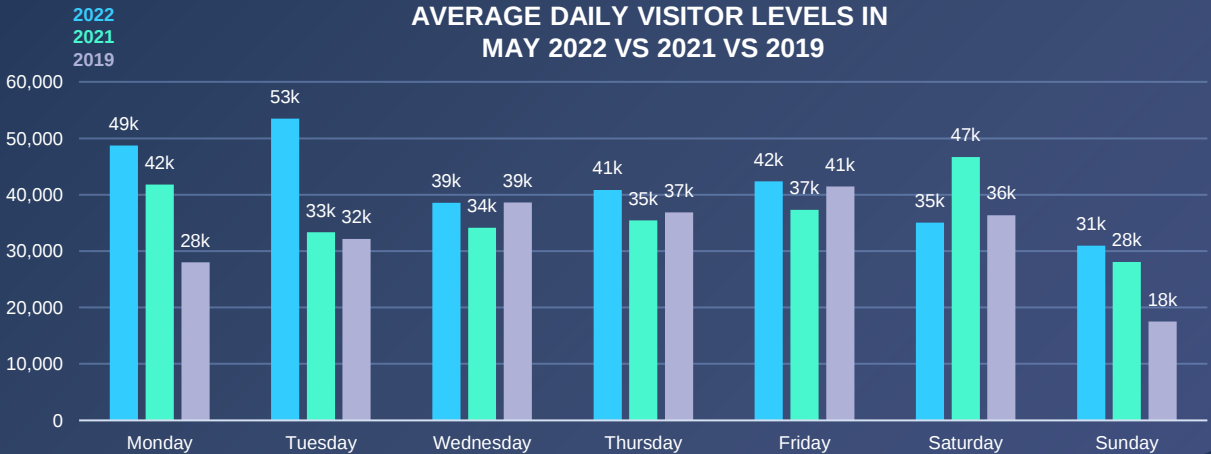
FRIDAY



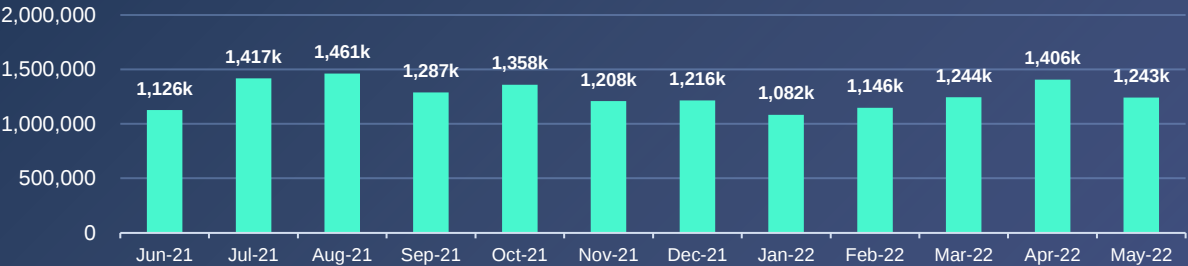
## DAILY VISITS MAY 2022 VS 2021 VS 2019



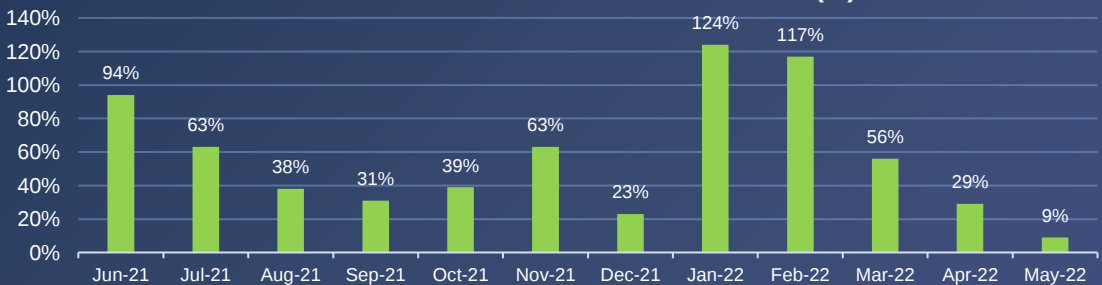
## AVERAGE DAILY VISITOR LEVELS IN MAY 2022 VS 2021 VS 2019



## TOTAL VISITS BY MONTH



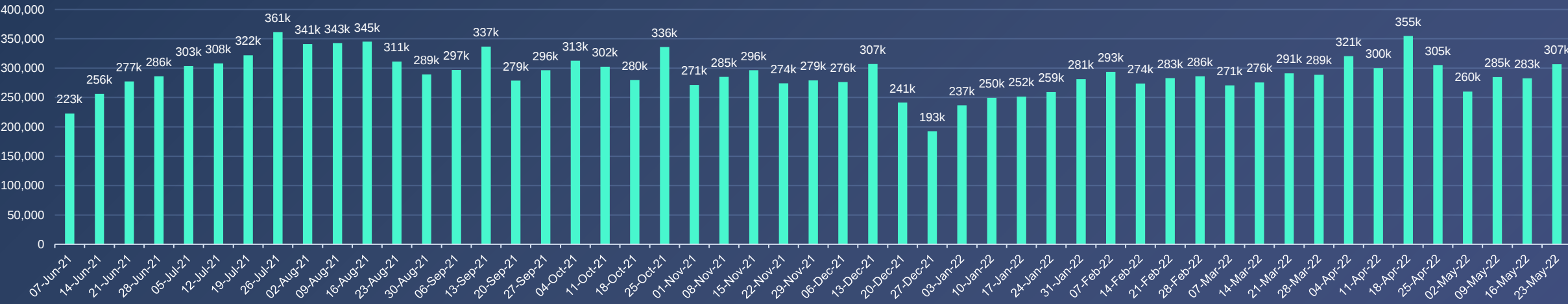
## TOTAL VISIT CHANGE BY MONTH (%)



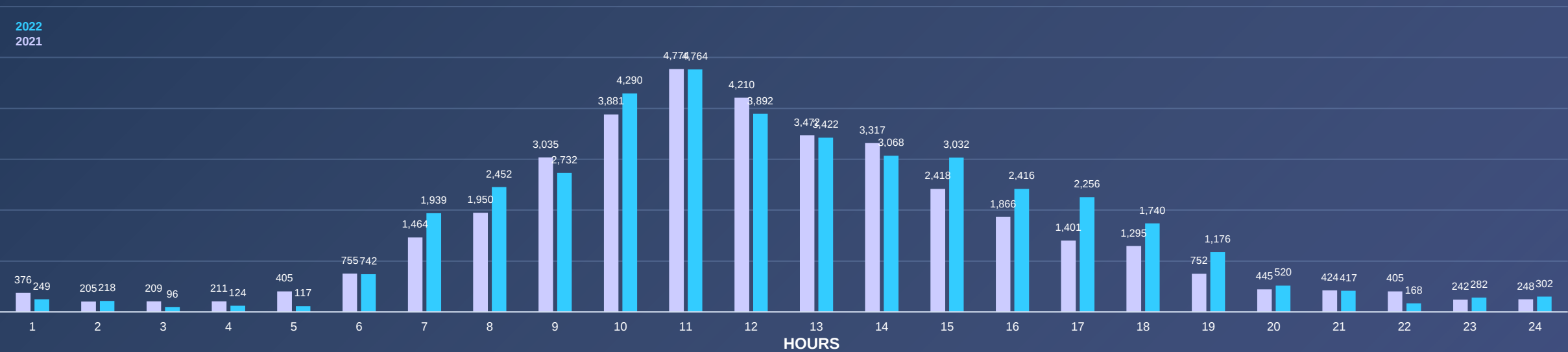
# NEWPORT TOWN CENTRE — MAY 2022 SUMMARY & BENCHMARKING (MAY 2021-22)



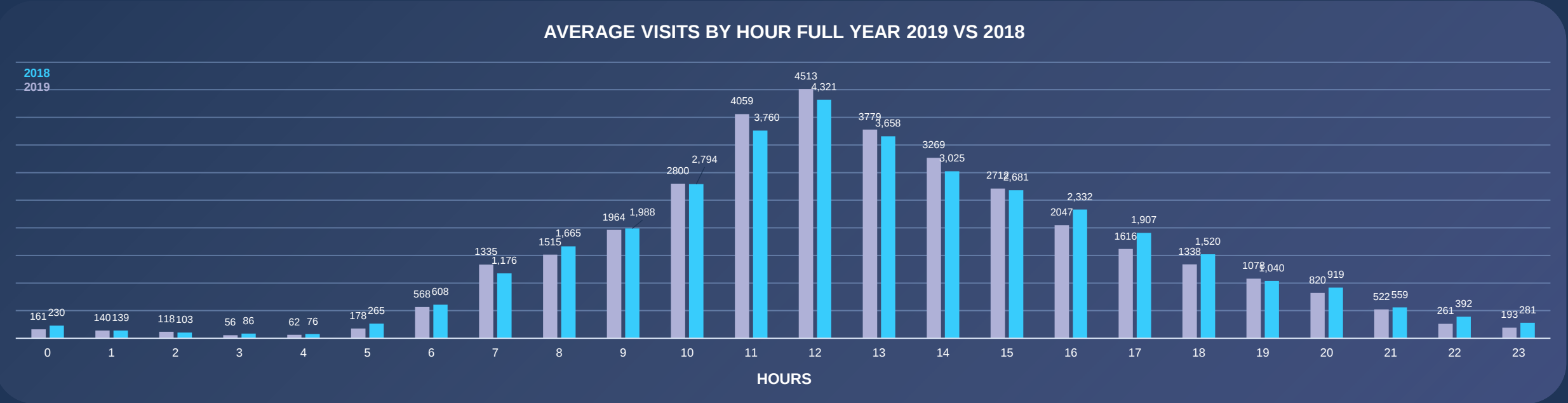
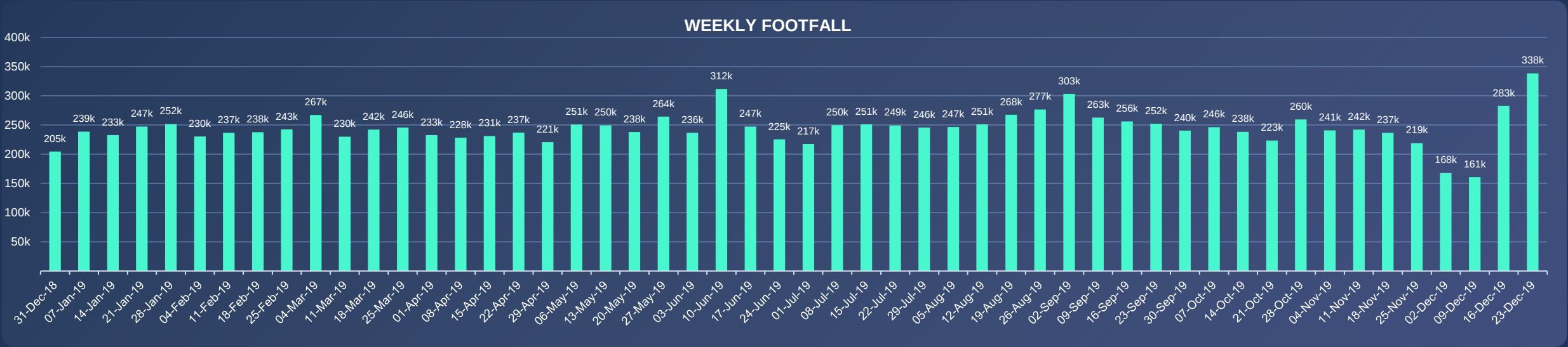
WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR



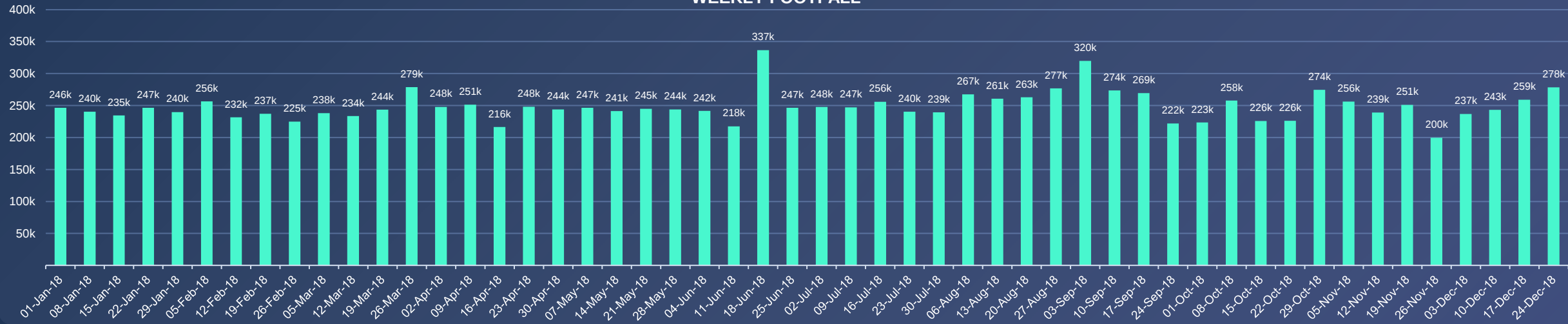
# NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



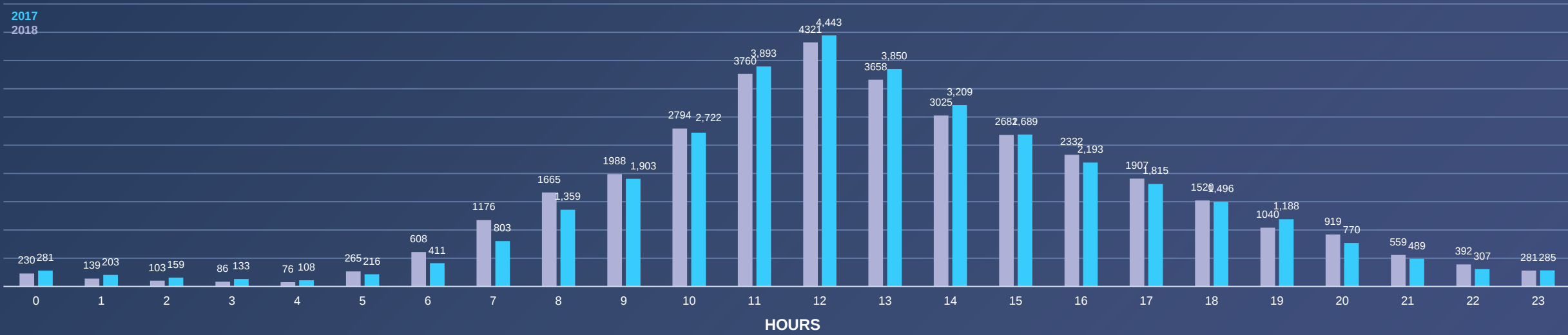
# NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



# NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS



## TOTAL ANNUAL VISITS



16,333,263

VISITS TO THE HIGH STREET  
MAY 21 - MAY 22



20%

4 YEAR CHANGE



## AVERAGE DWELL TIME



160MINS

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



-9%

4 YEAR CHANGE



## PLACES VISITED



2.4

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

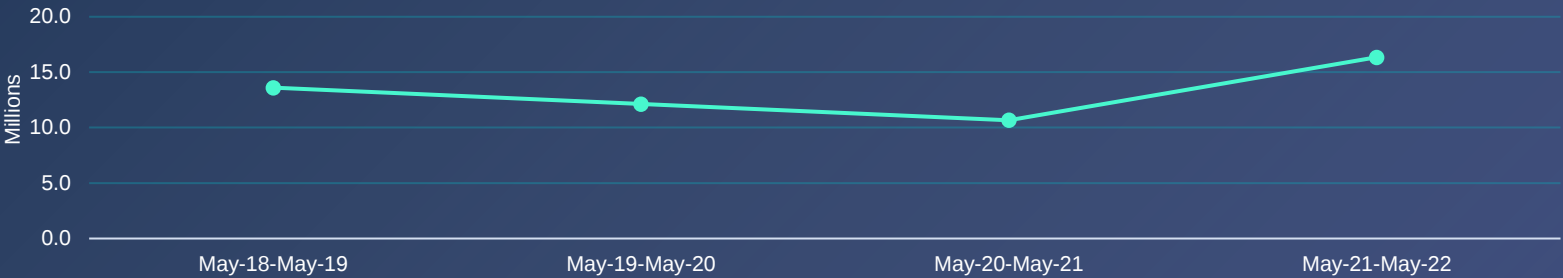


-11%

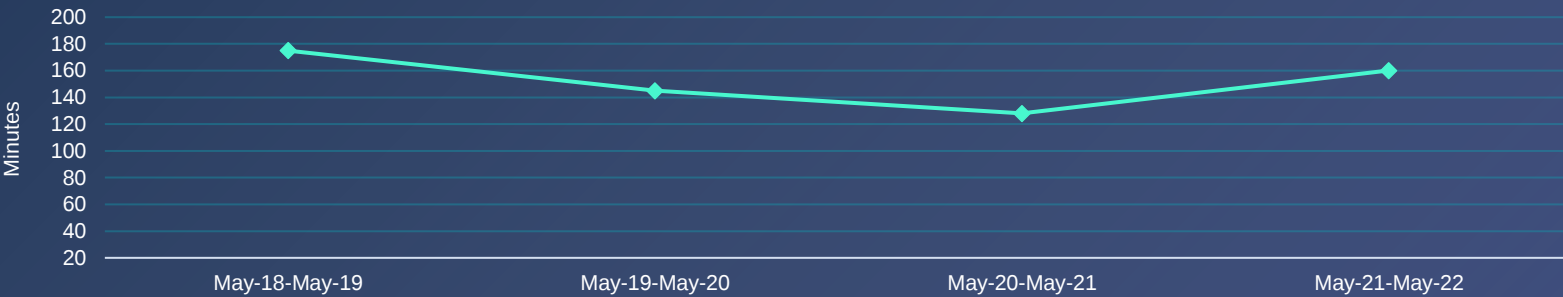
4 YEAR CHANGE



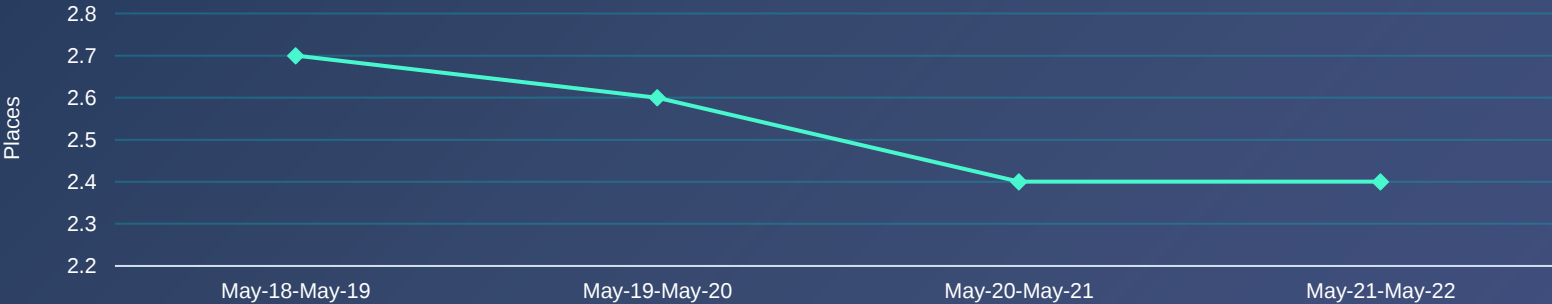
## FOOTFALL



## DWELL TIME

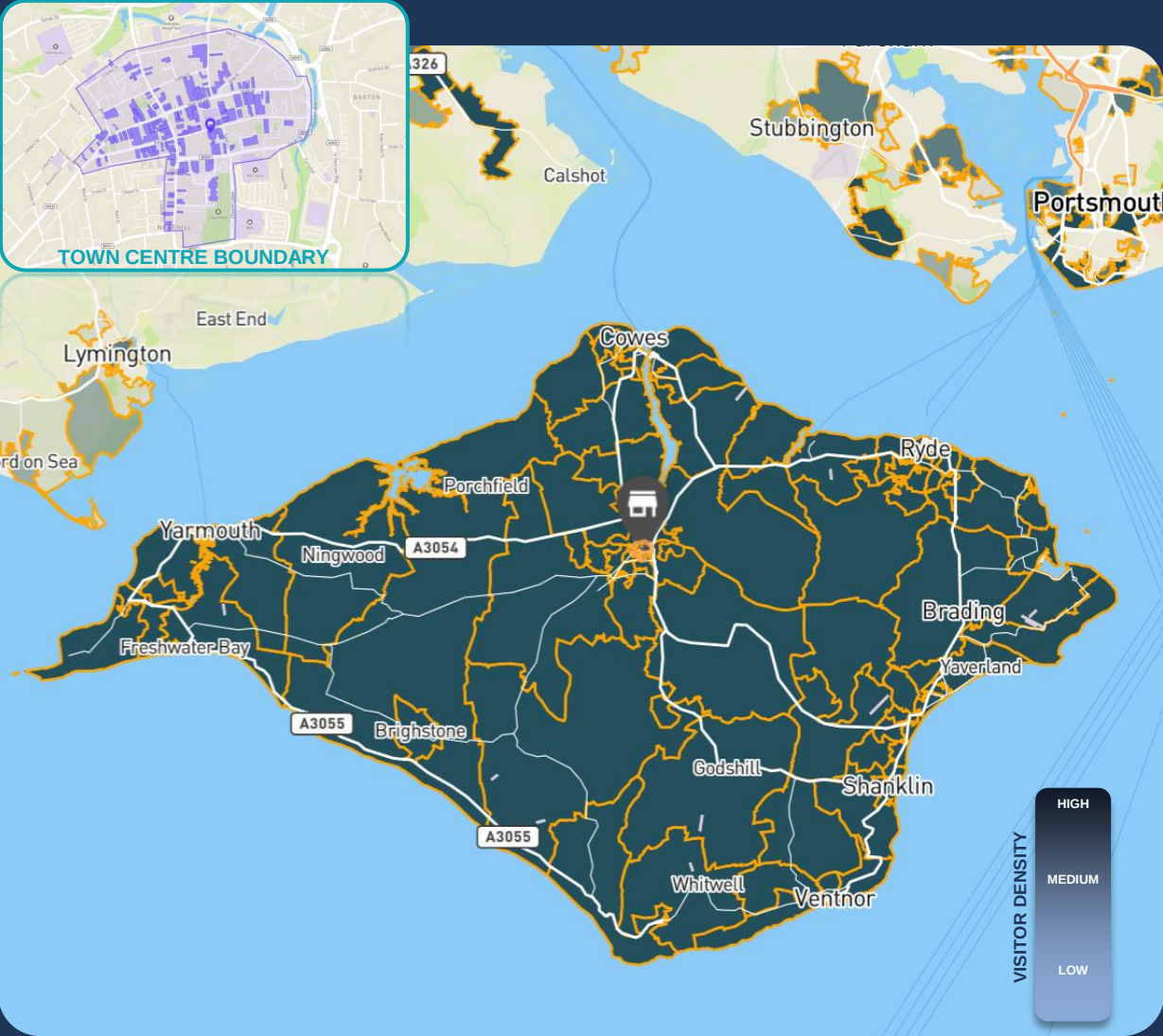


## PLACES VISITED

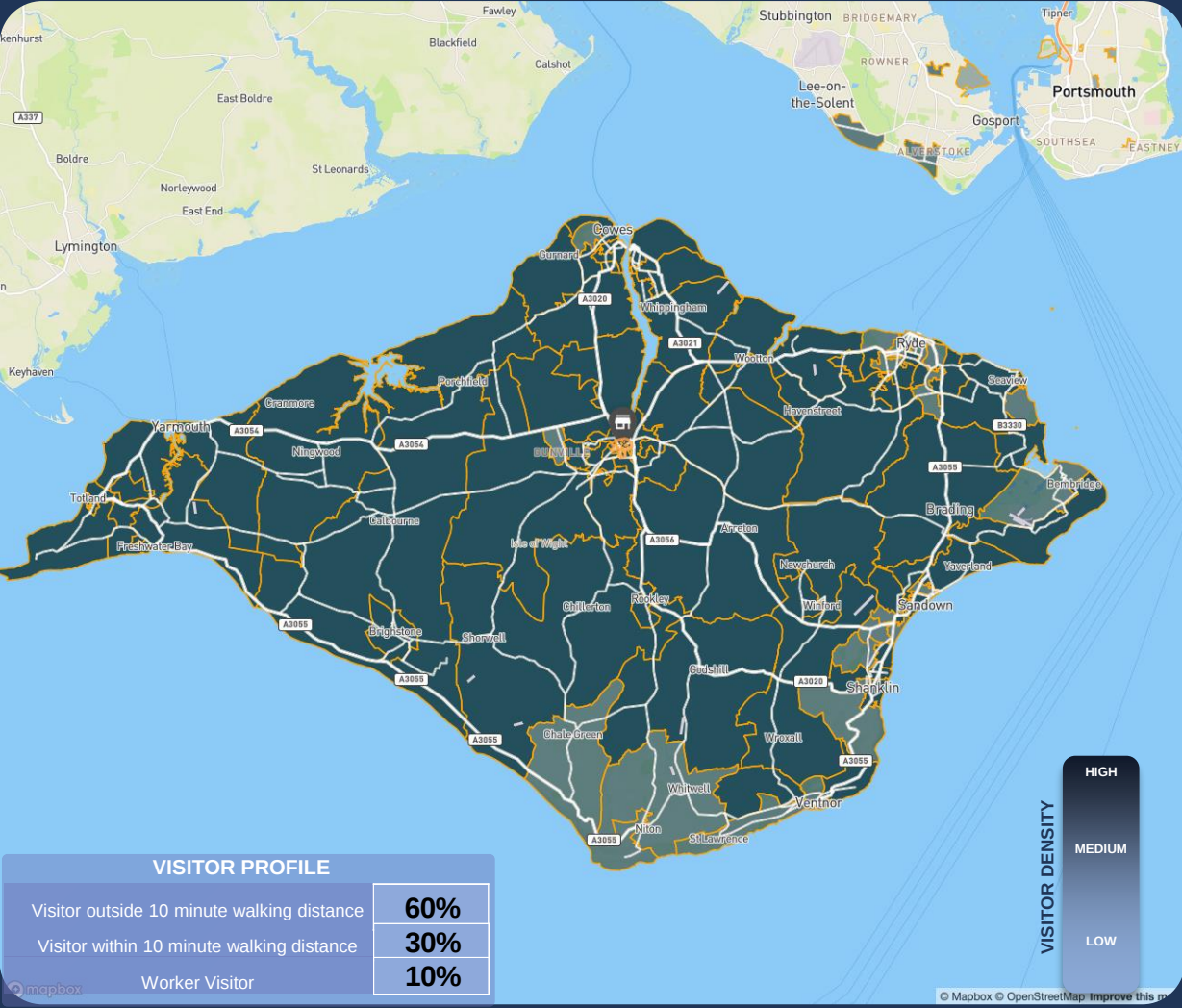


# NEWPORT VISITOR CATCHMENT — MAY 2022 & BENCHMARKING (MAY 2021-22)

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



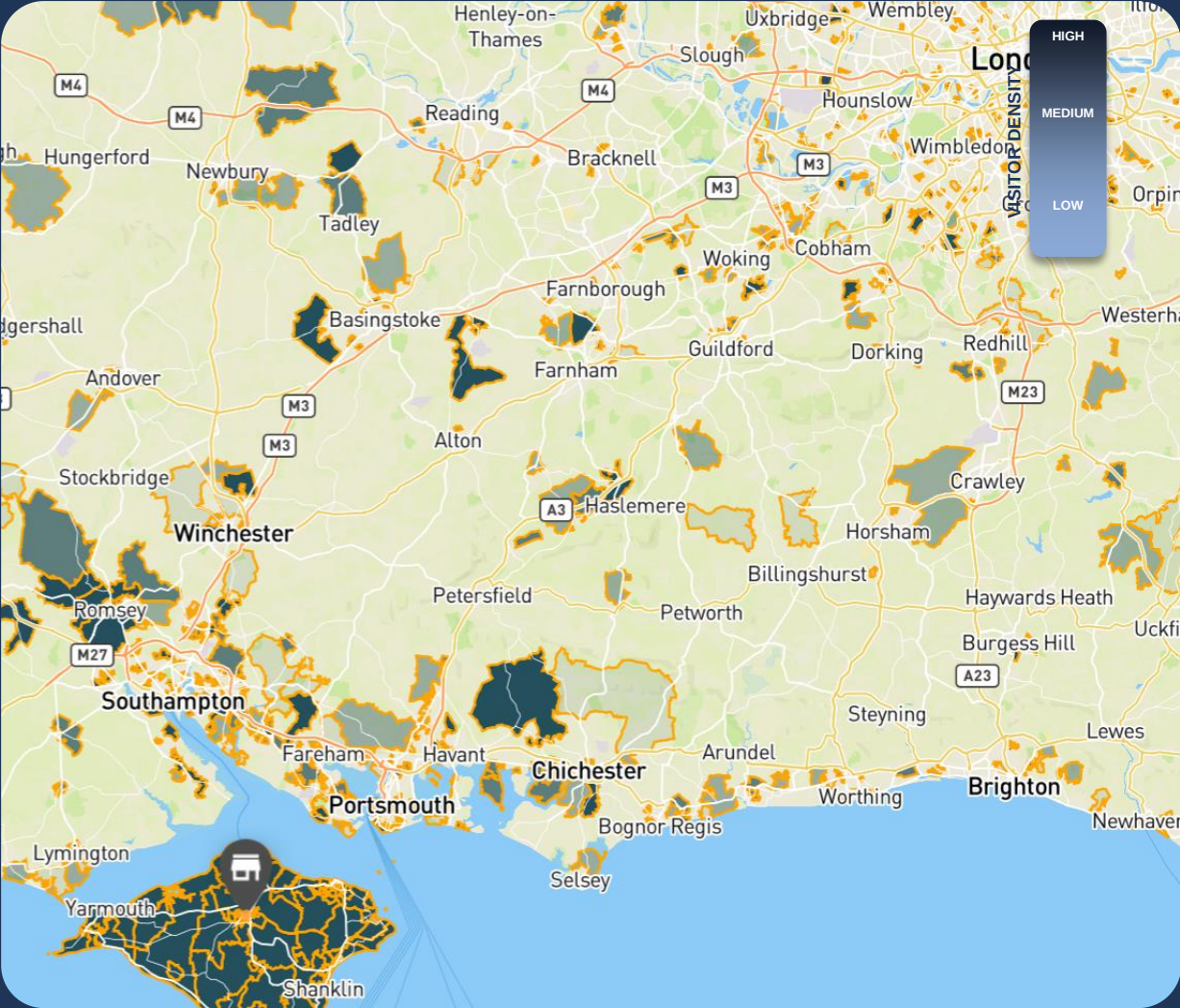
VISITOR CATCHMENT BY POSTCODE  
IN MAY 2022 (zoomed in)



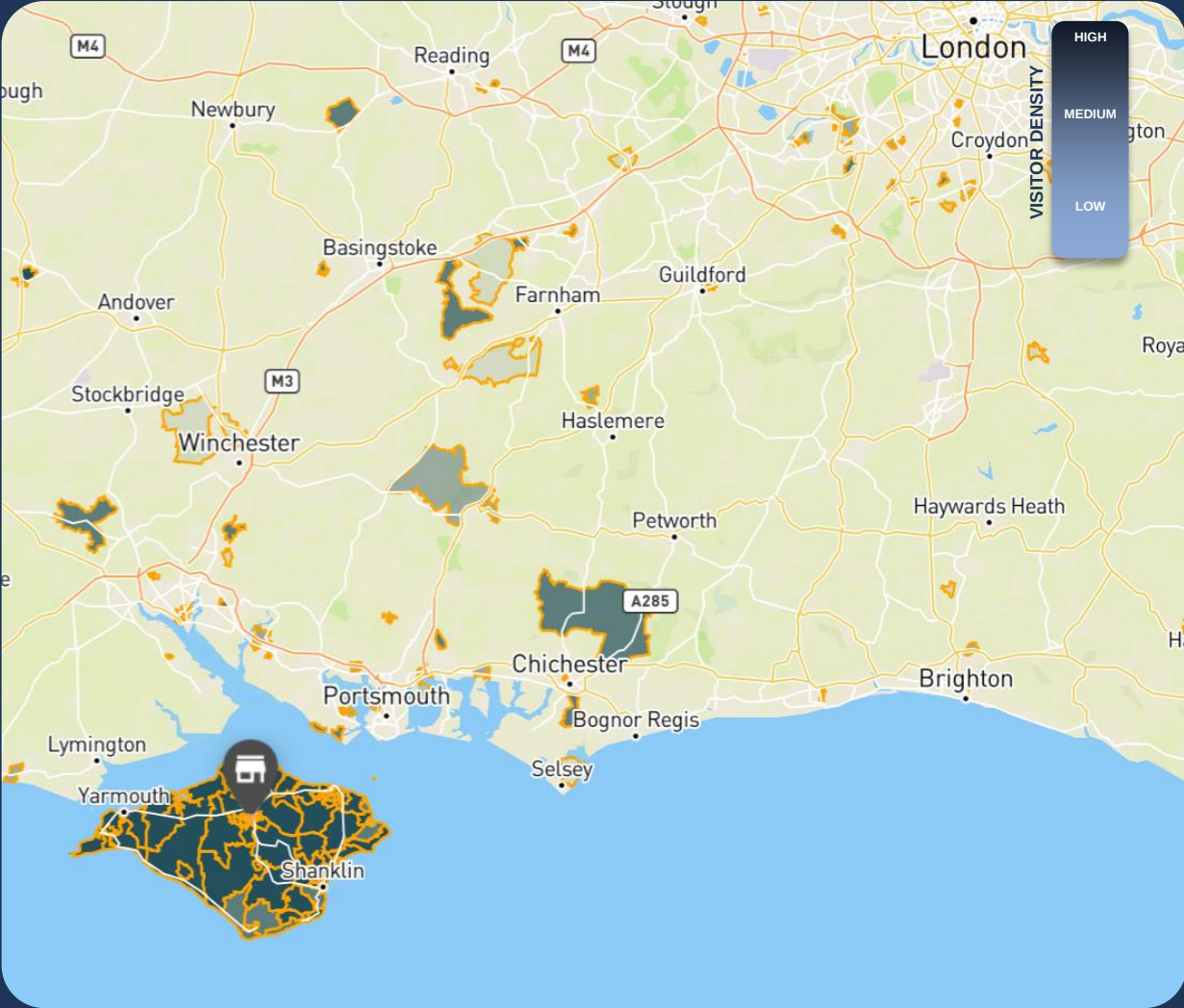
# NEWPORT VISITOR CATCHMENT — MAY 2021 & BENCHMARKING (MAY 2020-21)



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

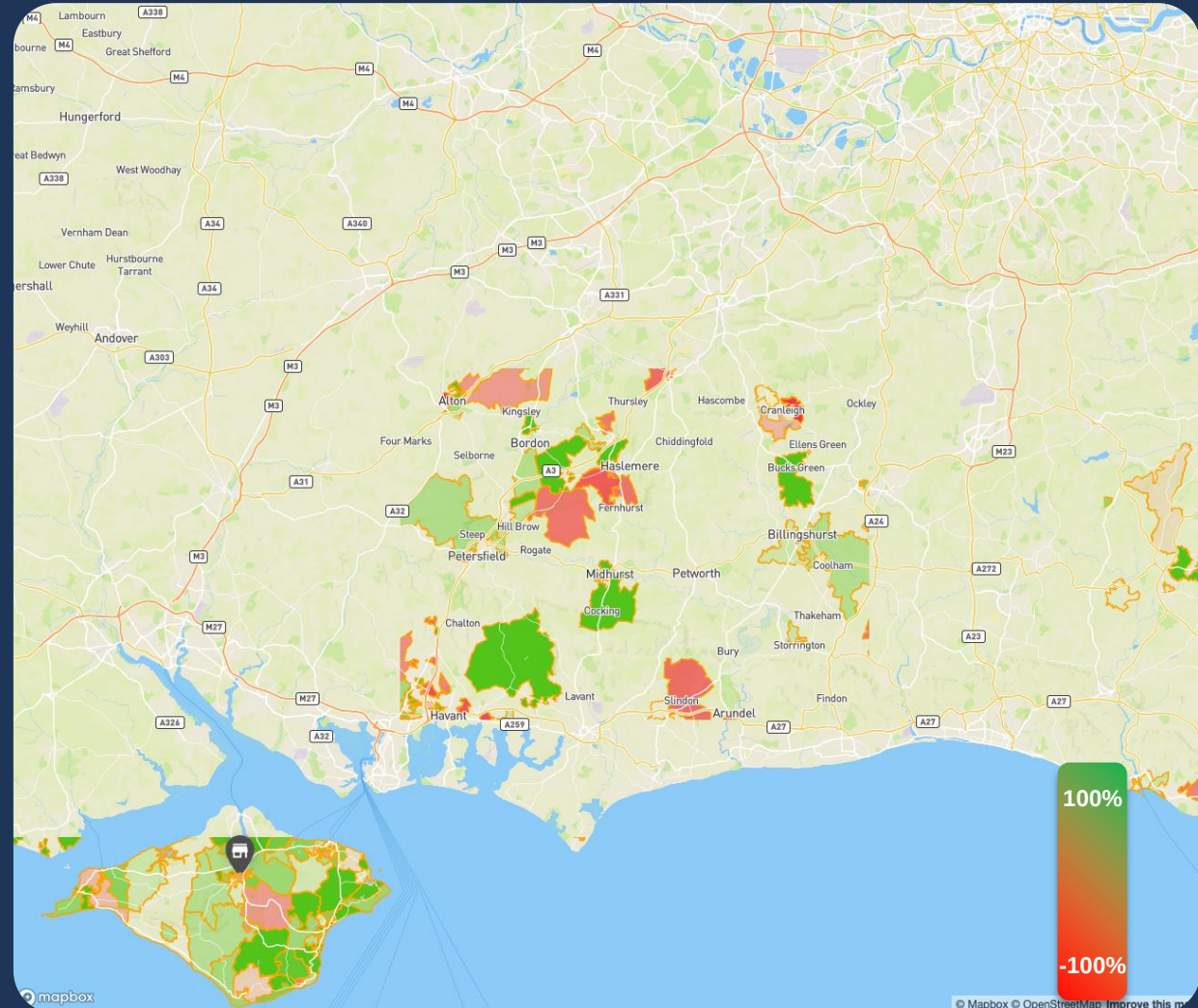


VISITOR CATCHMENT BY POSTCODE  
IN MAY 2021 (zoomed out)



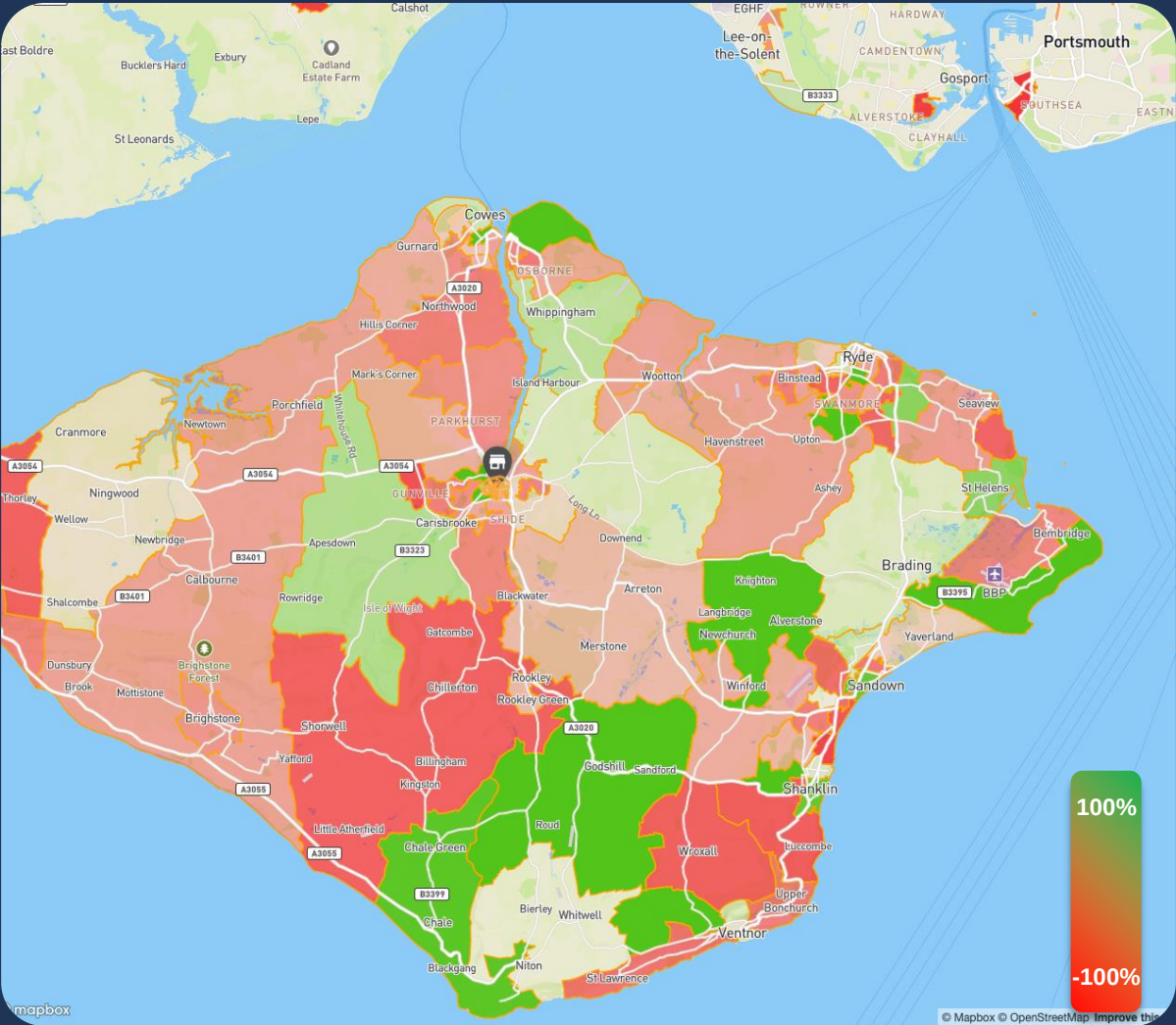


### CHANGE IN VISITOR LEVELS MAY 2021-22 vs MAY 2020-21 (zoomed out)

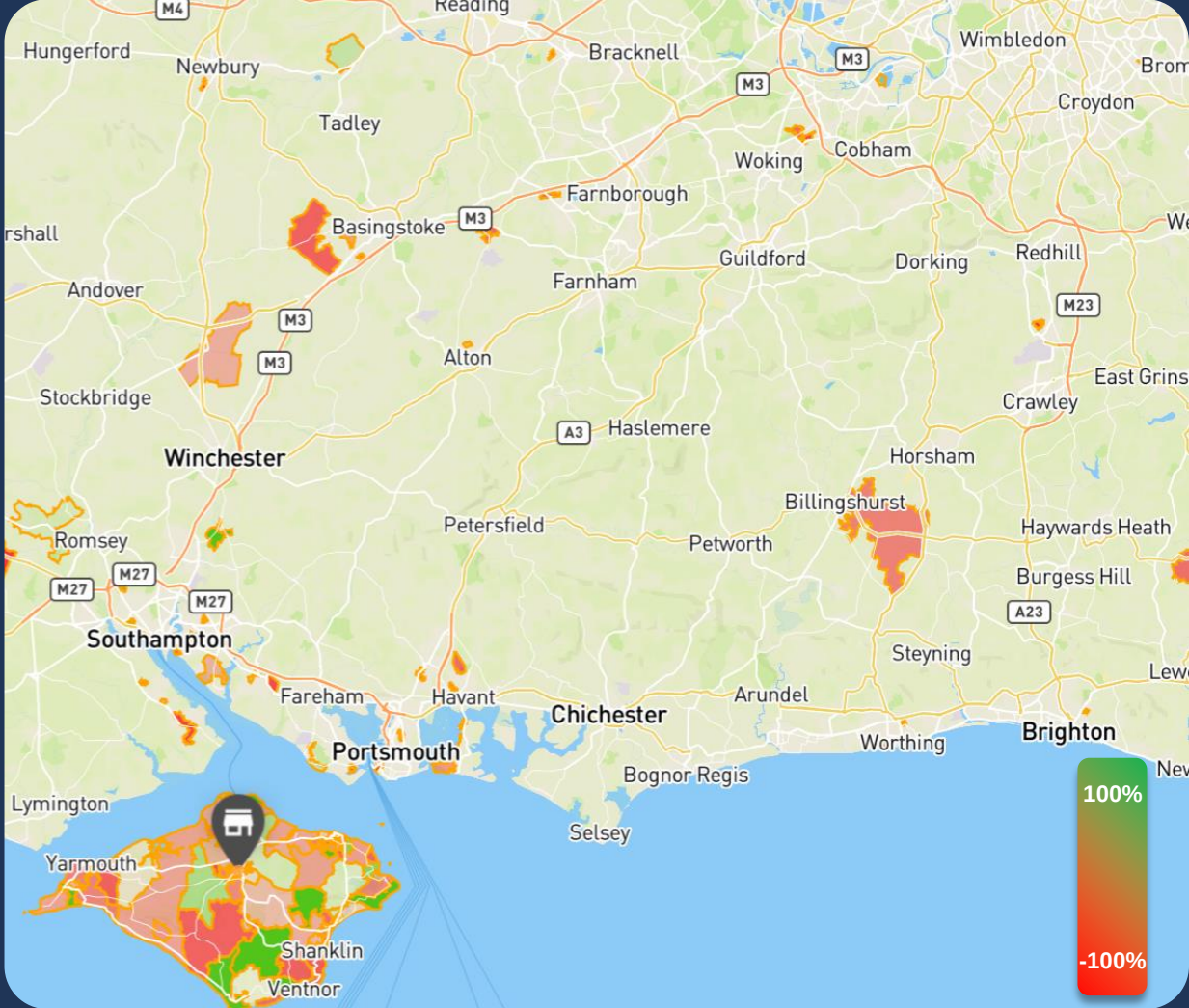


# NEWPORT VISITOR CHANGE BY POSTCODE – MAY 2022 & BENCHMARKING

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

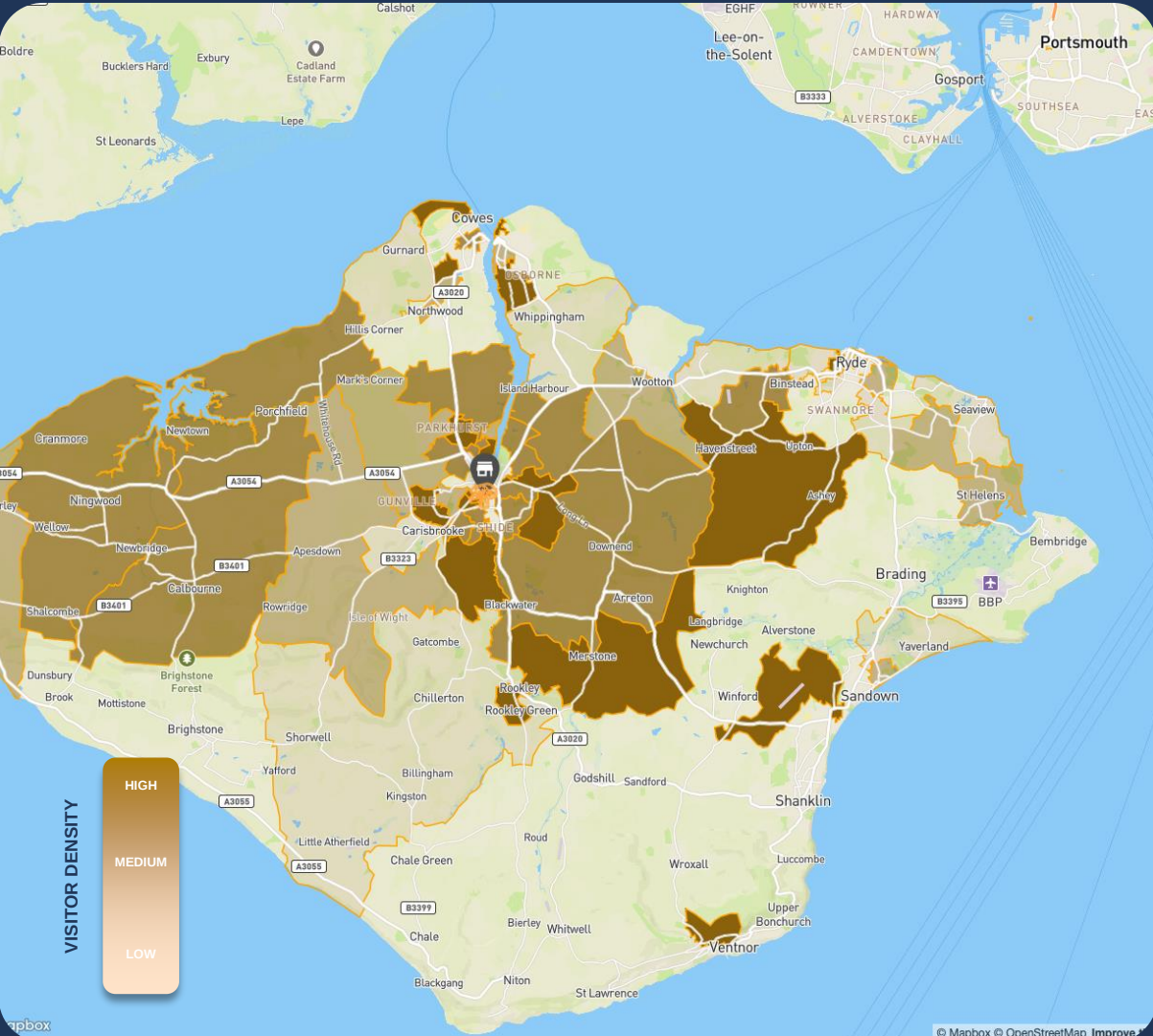


CHANGE IN VISITOR LEVELS  
MAY 2022 vs MAY 2021 (zoomed out)

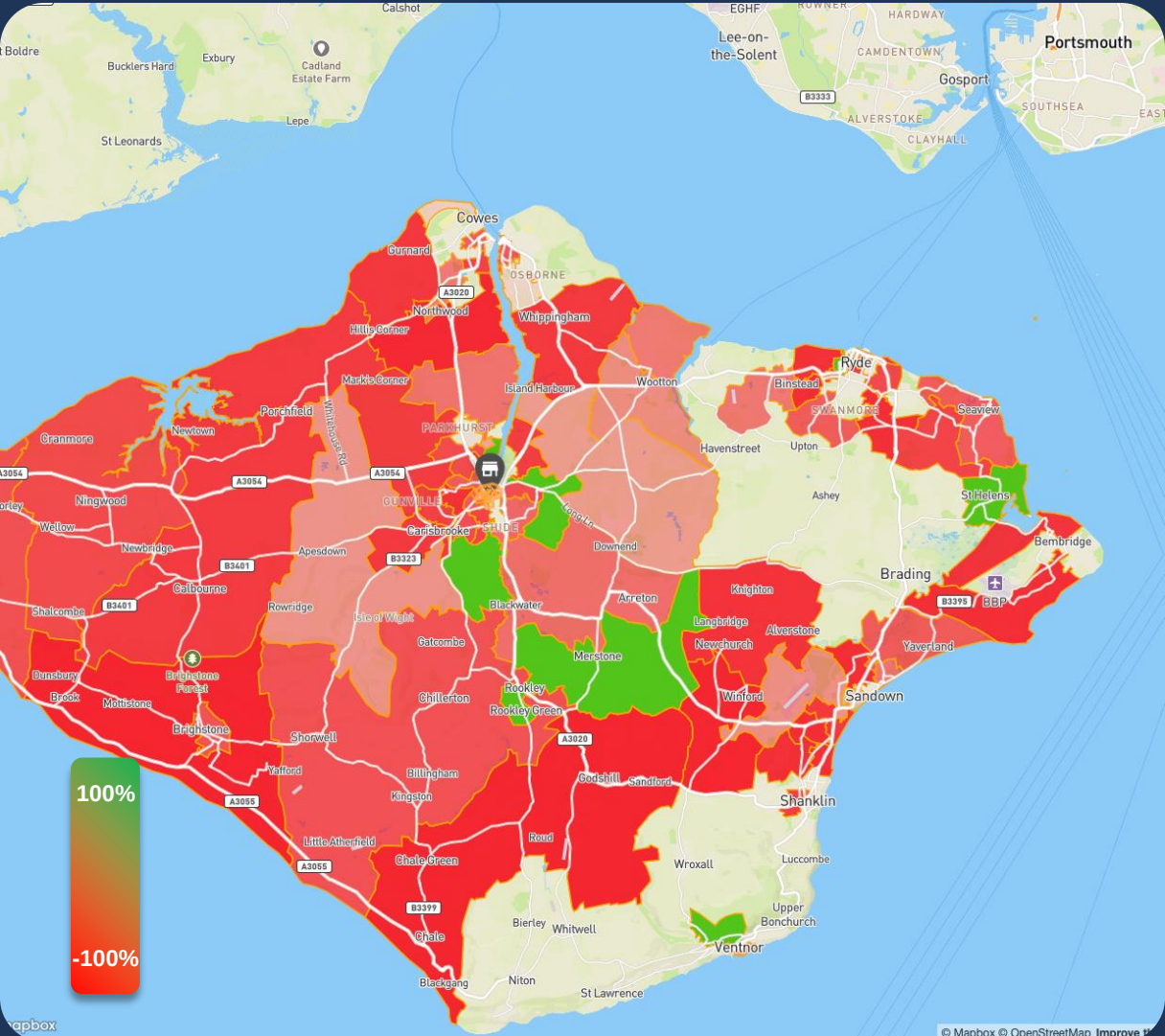


# NEWPORT WORKER CATCHMENT CHANGE — MAY 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE MAY 2022

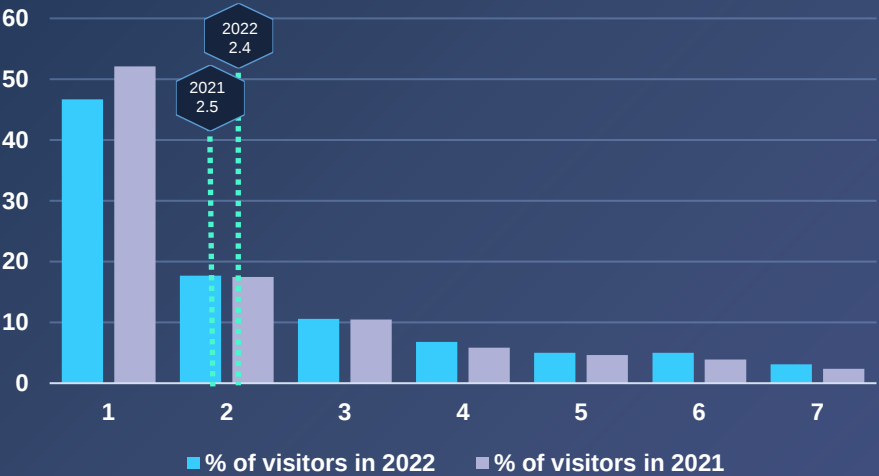


CHANGE IN WORKER CATCHMENT MAY 2022 vs MAY 2021

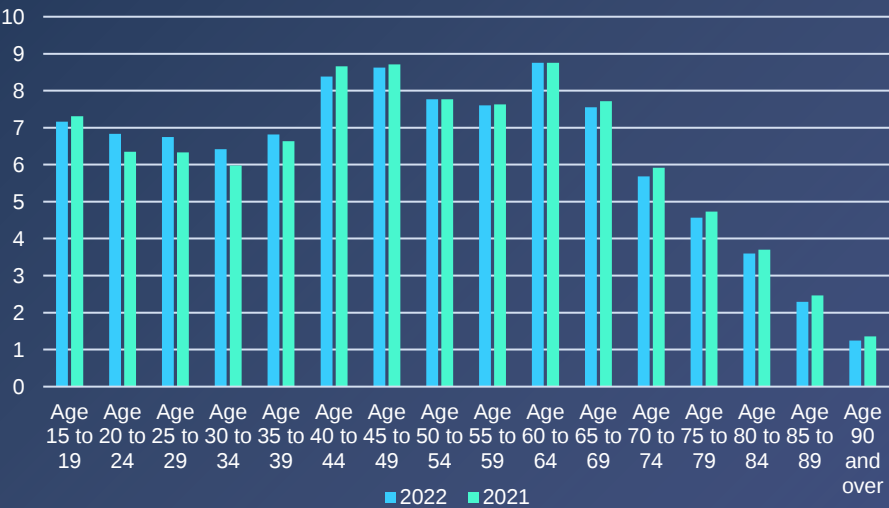


# NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (MAY 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



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



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MAY 2022

# NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – MAY 2022 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MAY 2022



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MAY 2021



# NEWPORT KEY LOCATION FOOTFALL — (MAY 2022 VS MAY 2021)



## CENTRE FOOTFALL DATA MAY 2022 VS MAY 2021 – ENTRY POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MAY 2022

KEY: PEDESTRIAN NUMBERS MAY 2022

# NEWPORT KEY LOCATION FOOTFALL — (MAY 2022 VS MAY 2021)



## CENTRE FOOTFALL DATA MAY 2022 VS MAY 2021 — COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP MAY 2022

KEY: PEDESTRIAN NUMBERS MAY 2022

# TOWN CENTRE KEY LOCATIONS - MAY 2022 & BENCHMARKING

## ST THOMAS SQUARE

### TOTAL VISITS

119,119

VISITS MAY 22

▲ 132%  
VS MAY 2021



### AVERAGE DWELL TIME

93 MINS

AVERAGE TIME SPENT  
MAY 22

▲ 45 MINS  
VS MAY 2021

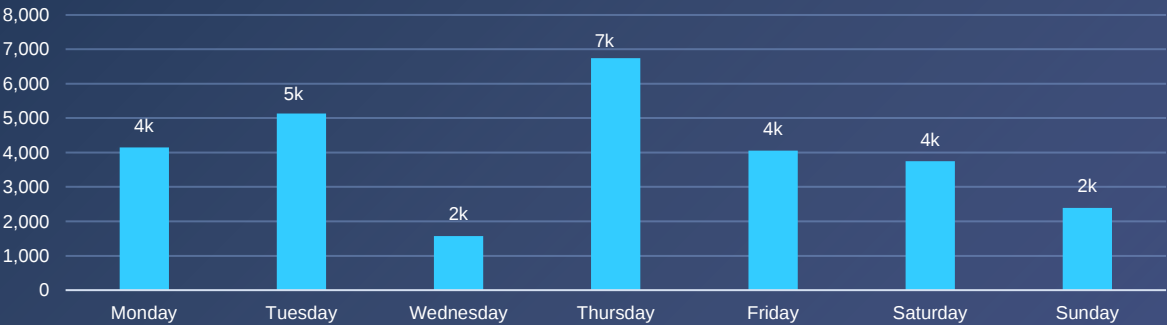


### PEDESTRIANS

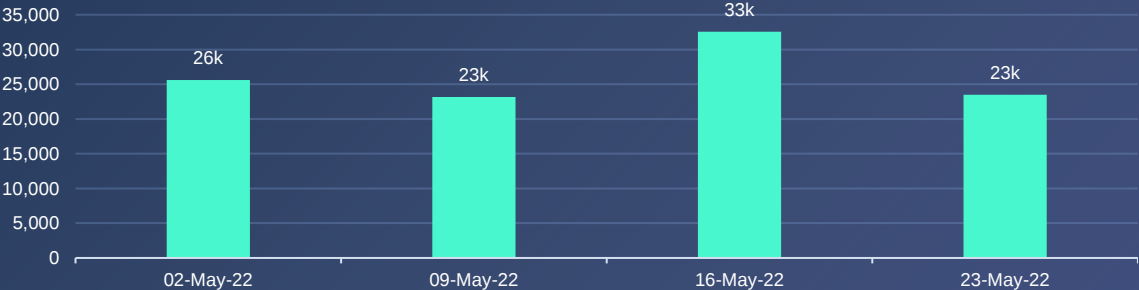
124,443

PEDESTRIANS PASSING  
THROUGH SQUARE  
MAY 2022

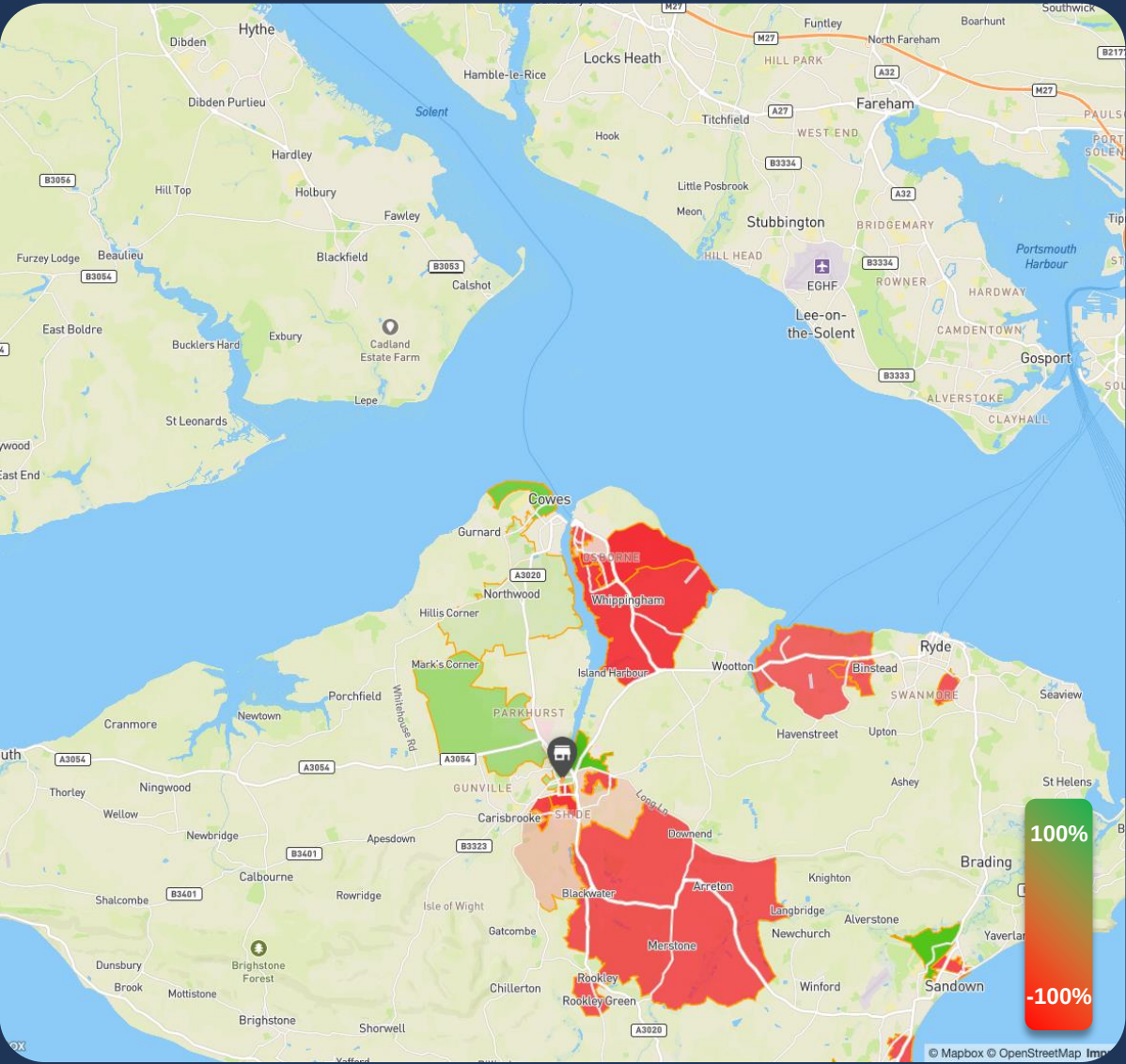
## AVERAGE DAILY VISITORS MAY 2022



## WEEKLY VISITS MAY 2022



## CHANGE IN VISITOR LEVELS MAY 2022 VS MAY 2021



# TOWN CENTRE KEY LOCATIONS - MAY 2022 & BENCHMARKING

## ST JAMES SQUARE

### TOTAL VISITS

58,241

VISITS MAY 22

▲ 68%  
VS MAY 2021



### AVERAGE DWELL TIME

39 MINS

AVERAGE TIME SPENT  
MAY 22

▲ 6 MINS  
VS MAY 2021

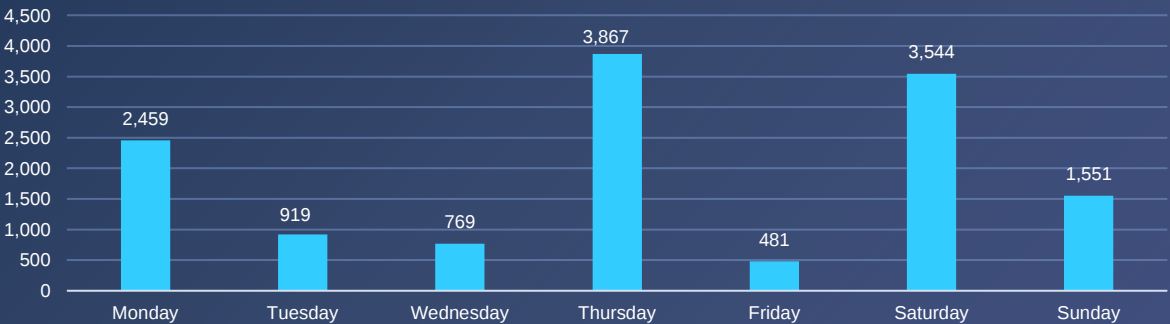


### PEDESTRIANS

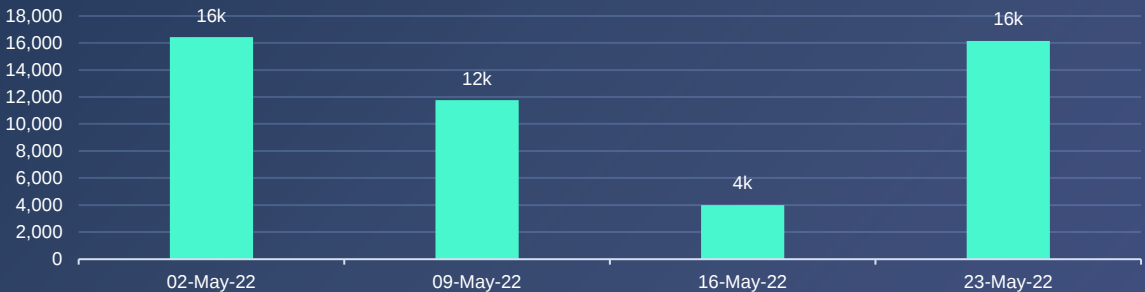
95,499

PEDESTRIANS PASSING  
THROUGH SQUARE  
MAY 2022

## AVERAGE DAILY VISITORS MAY 2022



## WEEKLY VISITS MAY 2022



## CHANGE IN VISITOR LEVELS MAY 2022 VS MAY 2021

