

VISITOR INSIGHTS

MONTHLY REPORT

RYDE, Isle of Wight

APRIL 2022

Produced for Ryde and RYDE Heritage Action Zones
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VISITOR | INSIGHTS

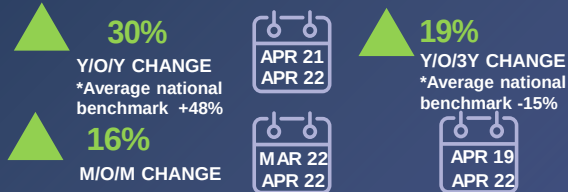
RYDE TOWN CENTRE — APRIL 2022 SUMMARY & BENCHMARKING (APRIL 2021-22)

TOTAL VISITS



786,147

VISITS TO THE HIGH STREET



AVERAGE DWELL TIME



155MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.2

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



POPULAR VISIT DAY

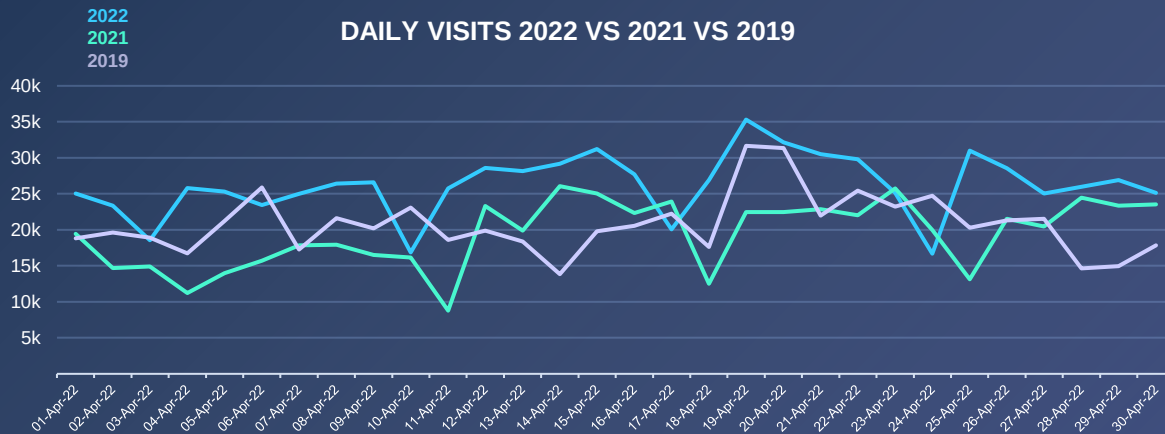


FRIDAY

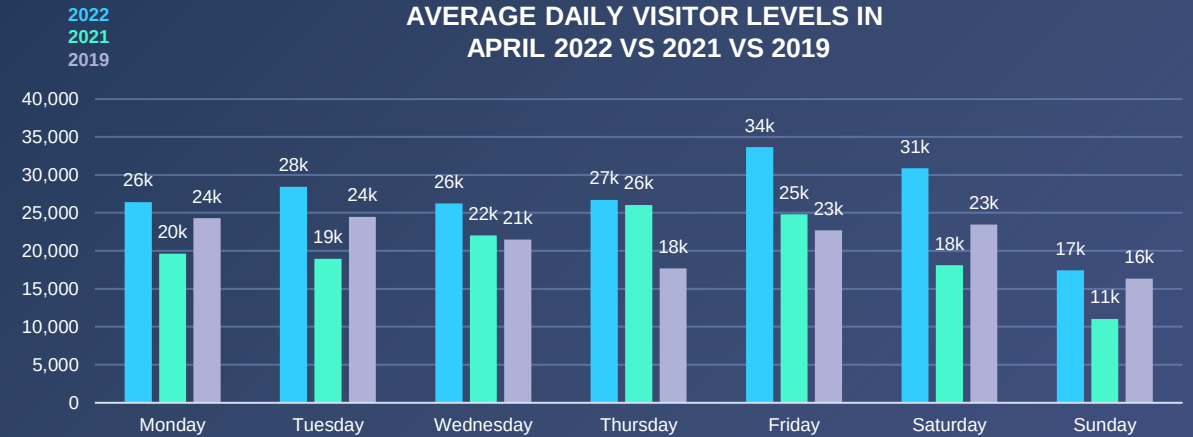
34k AVERAGE VISITS ON FRIDAY IN APRIL



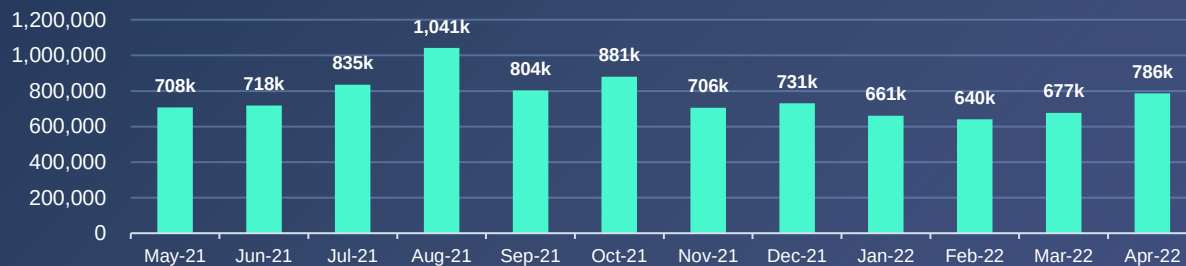
DAILY VISITS 2022 VS 2021 VS 2019



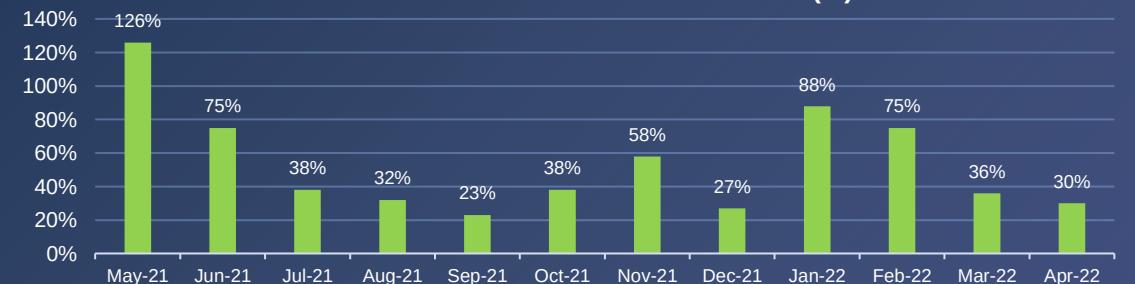
AVERAGE DAILY VISITOR LEVELS IN APRIL 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



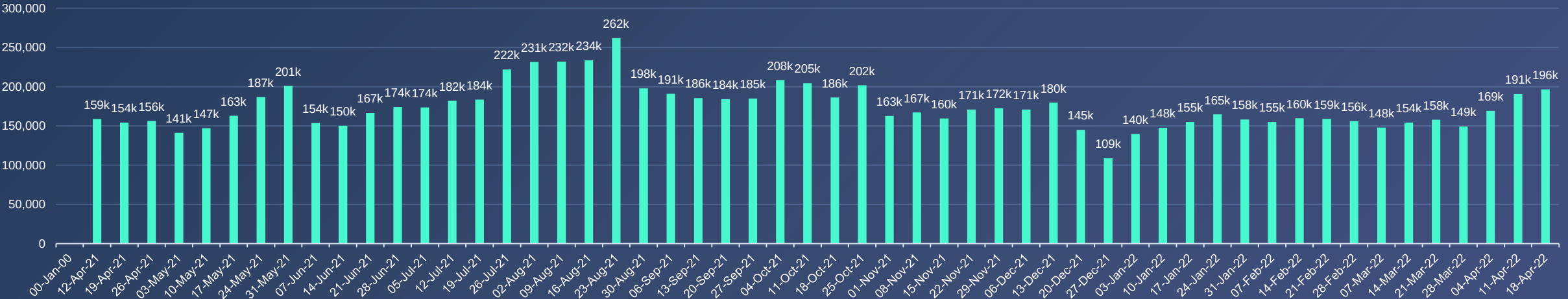
TOTAL VISIT CHANGE BY MONTH (%)



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

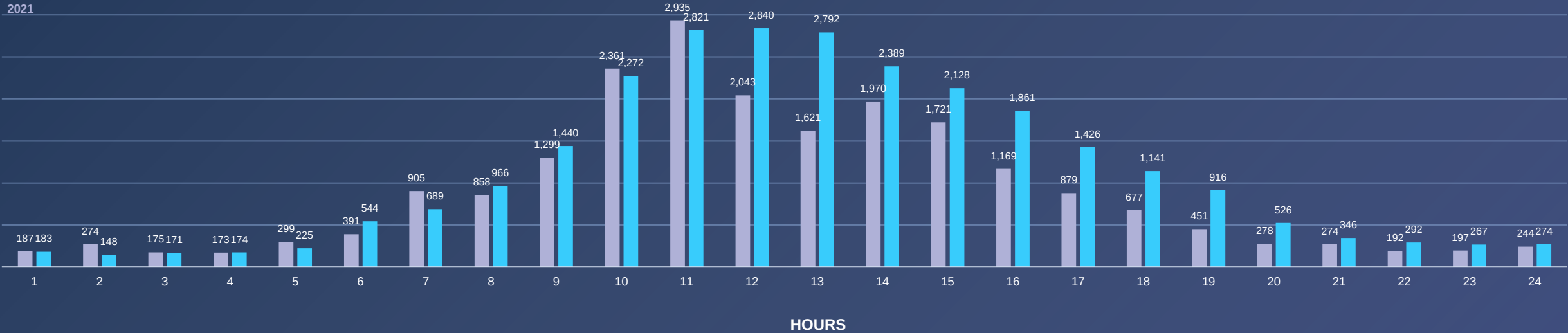


WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR

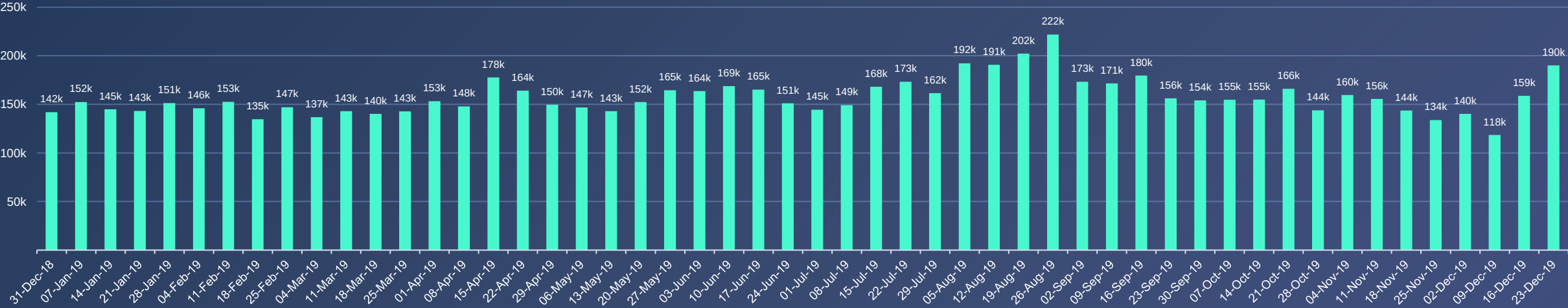
2022
2021



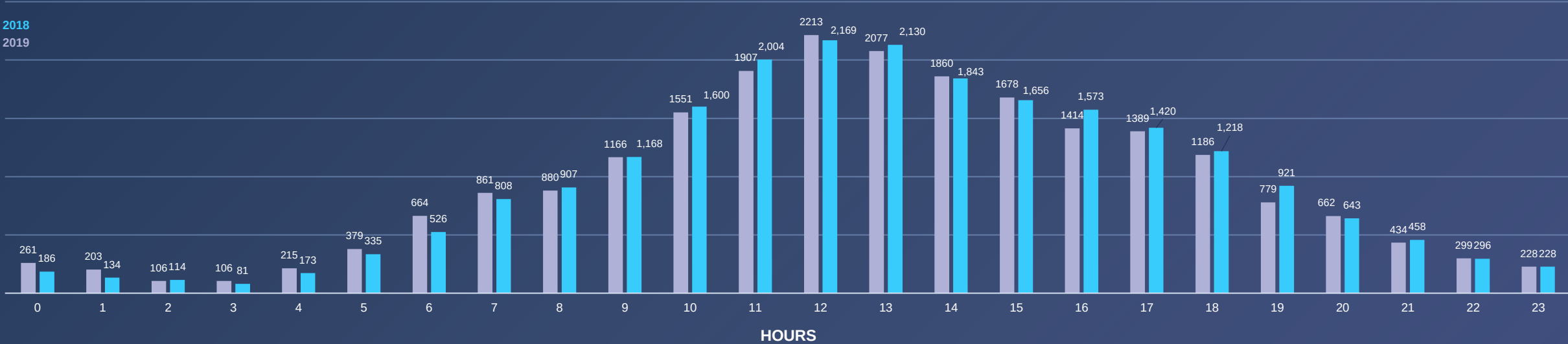
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



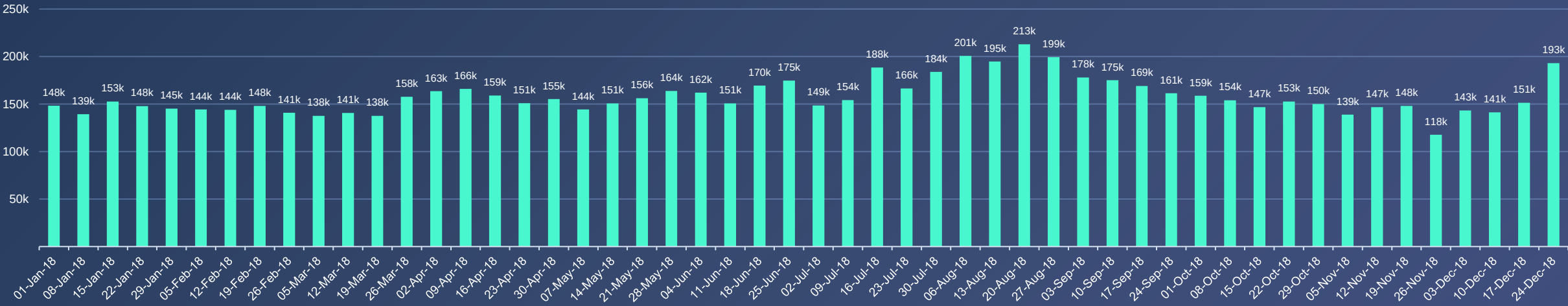
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



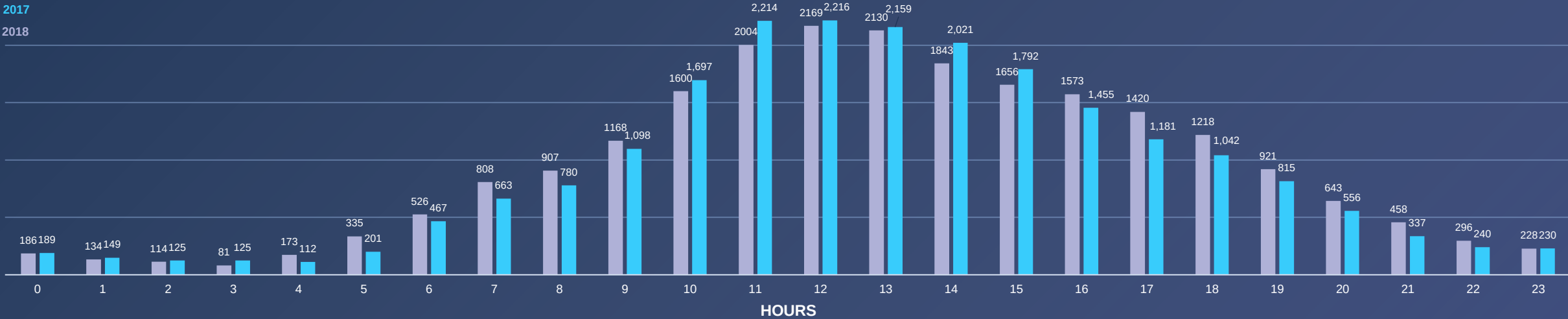
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



9,791,376

VISITS TO THE HIGH STREET
APRIL 21 - APRIL 22

▲ 13%
4 YEAR CHANGE



AVERAGE DWELL TIME



157 MINS

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

▼ -15%
4 YEAR CHANGE



PLACES VISITED



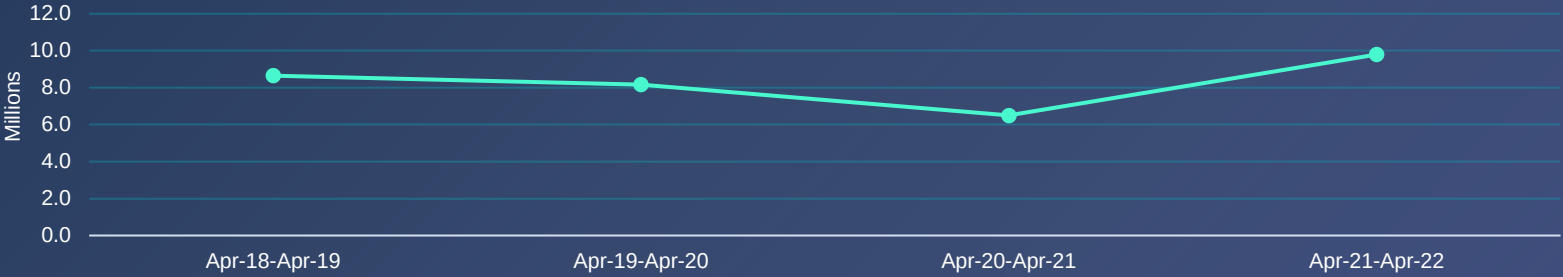
2.2

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

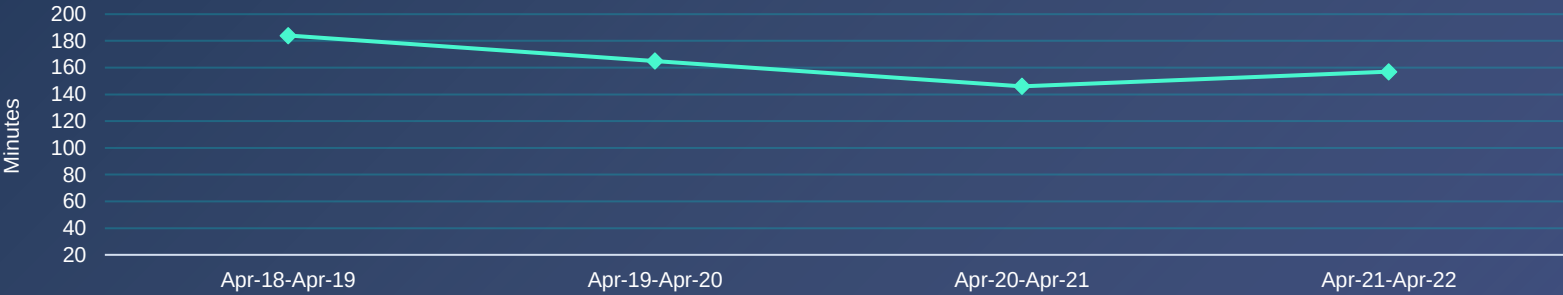
▼ -8%
4 YEAR CHANGE



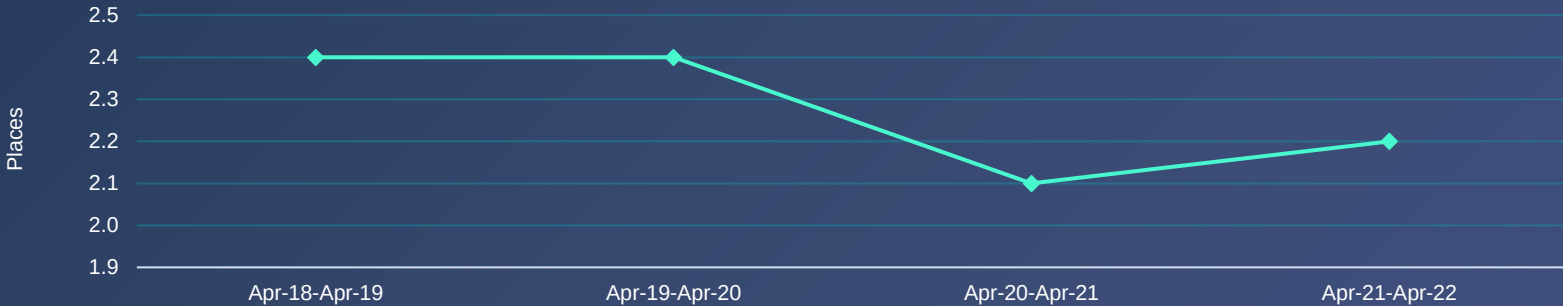
FOOTFALL



DWELL TIME

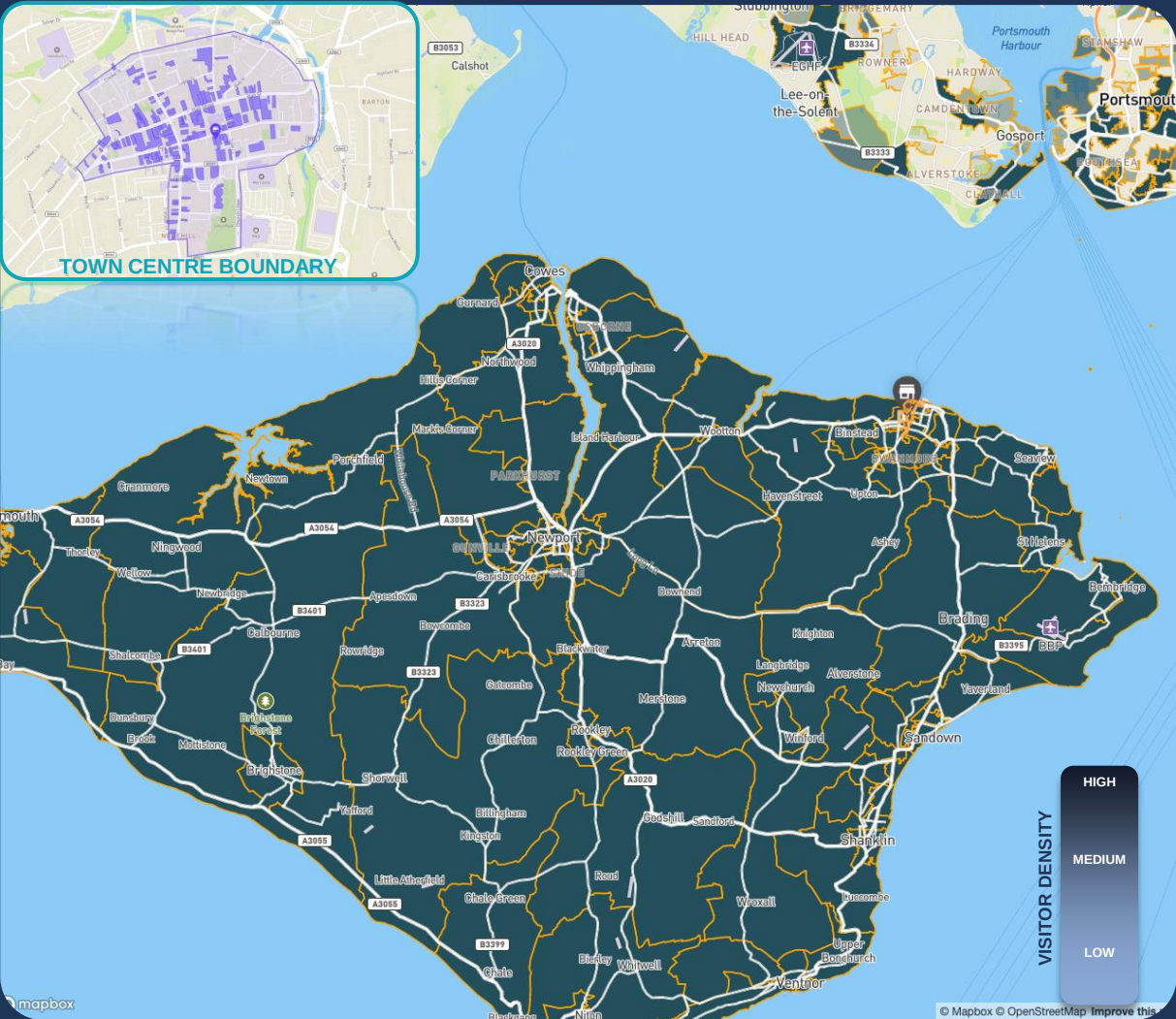


PLACES VISITED

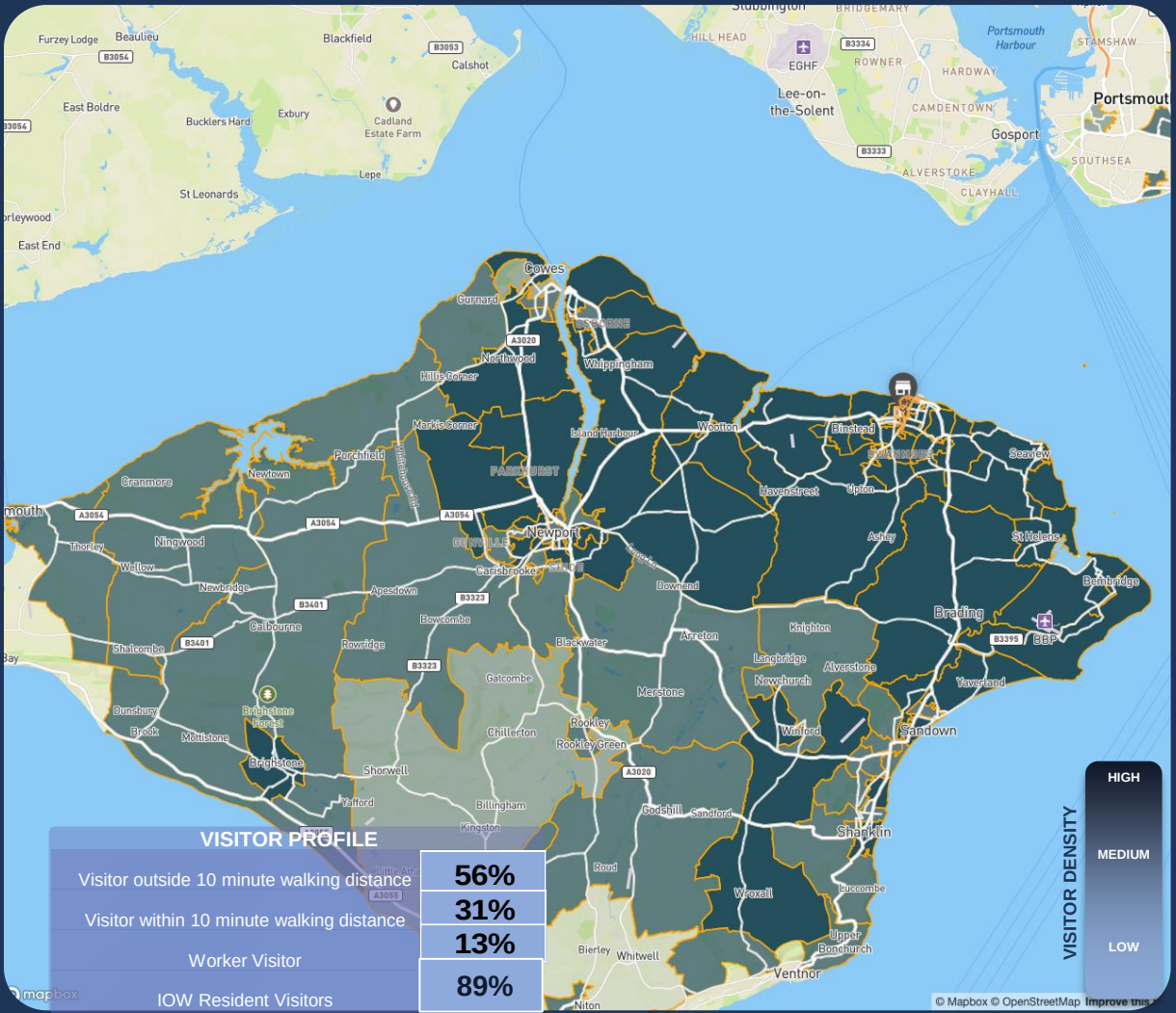


RYDE VISITOR CATCHMENT — APRIL 2022 & BENCHMARKING (APRIL 2021-22)

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

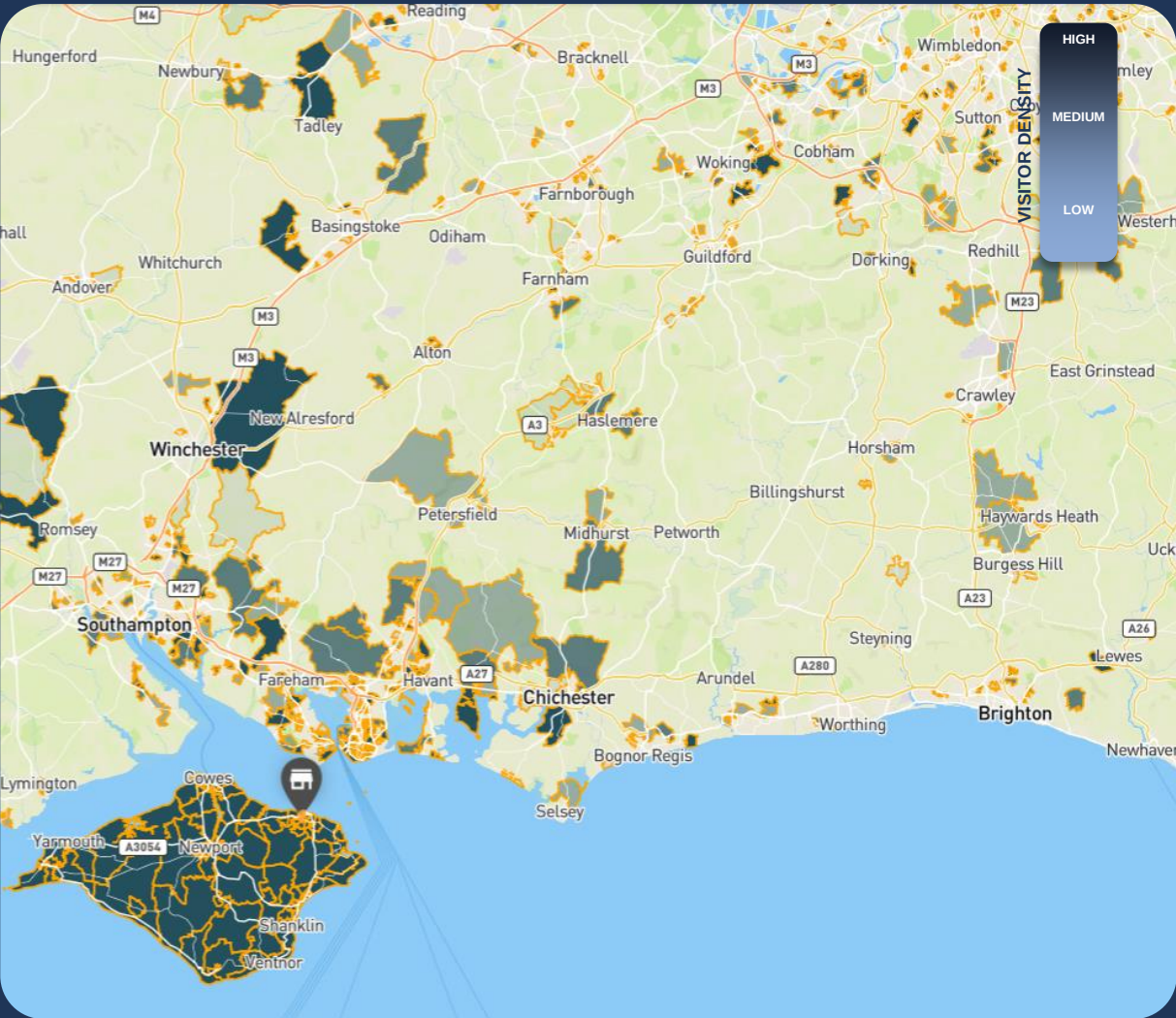


VISITOR CATCHMENT BY POSTCODE
IN APRIL 2022 (zoomed in)

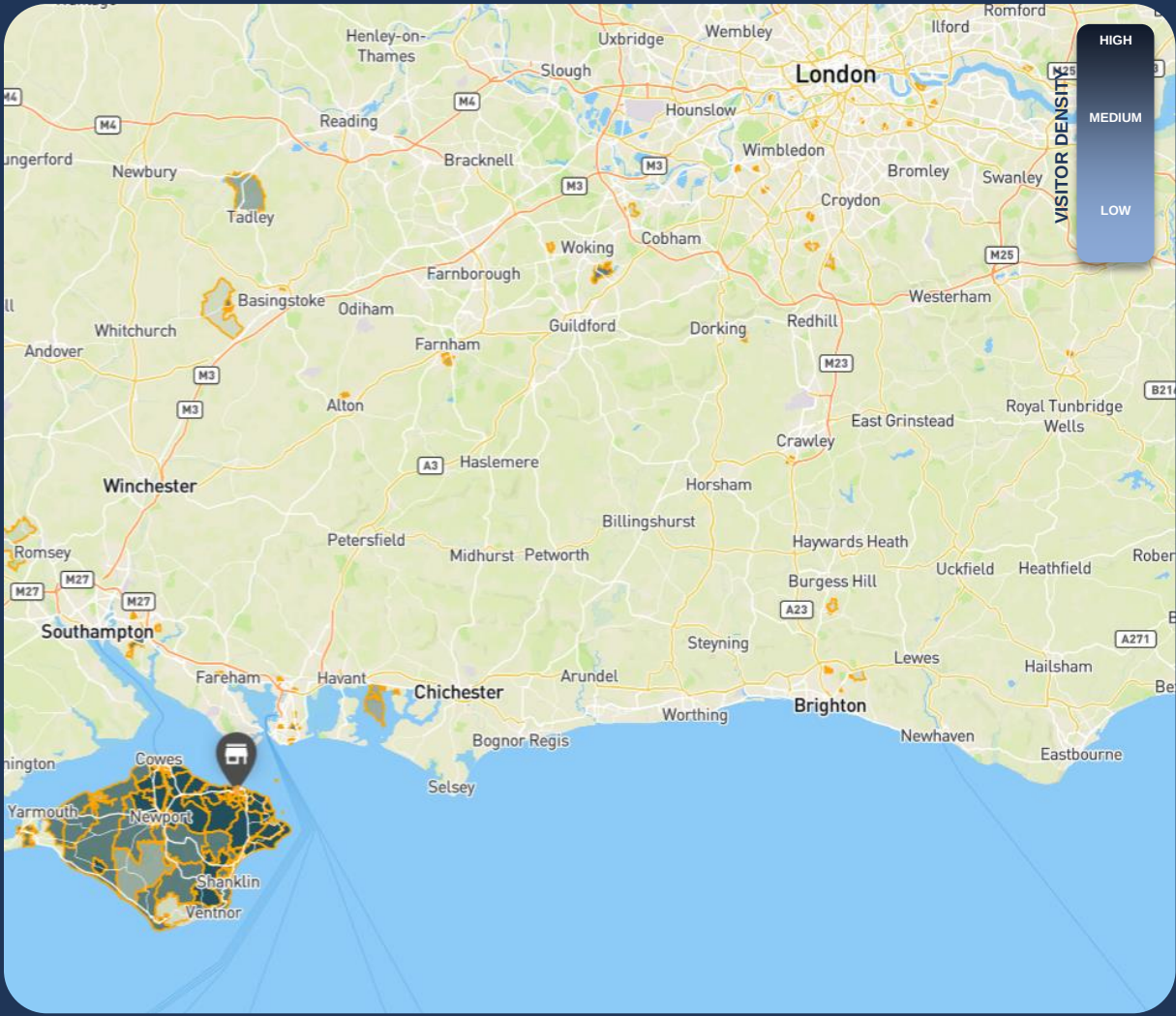


RYDE VISITOR CATCHMENT — APRIL 2022 & BENCHMARKING (APRIL 2021-22)

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

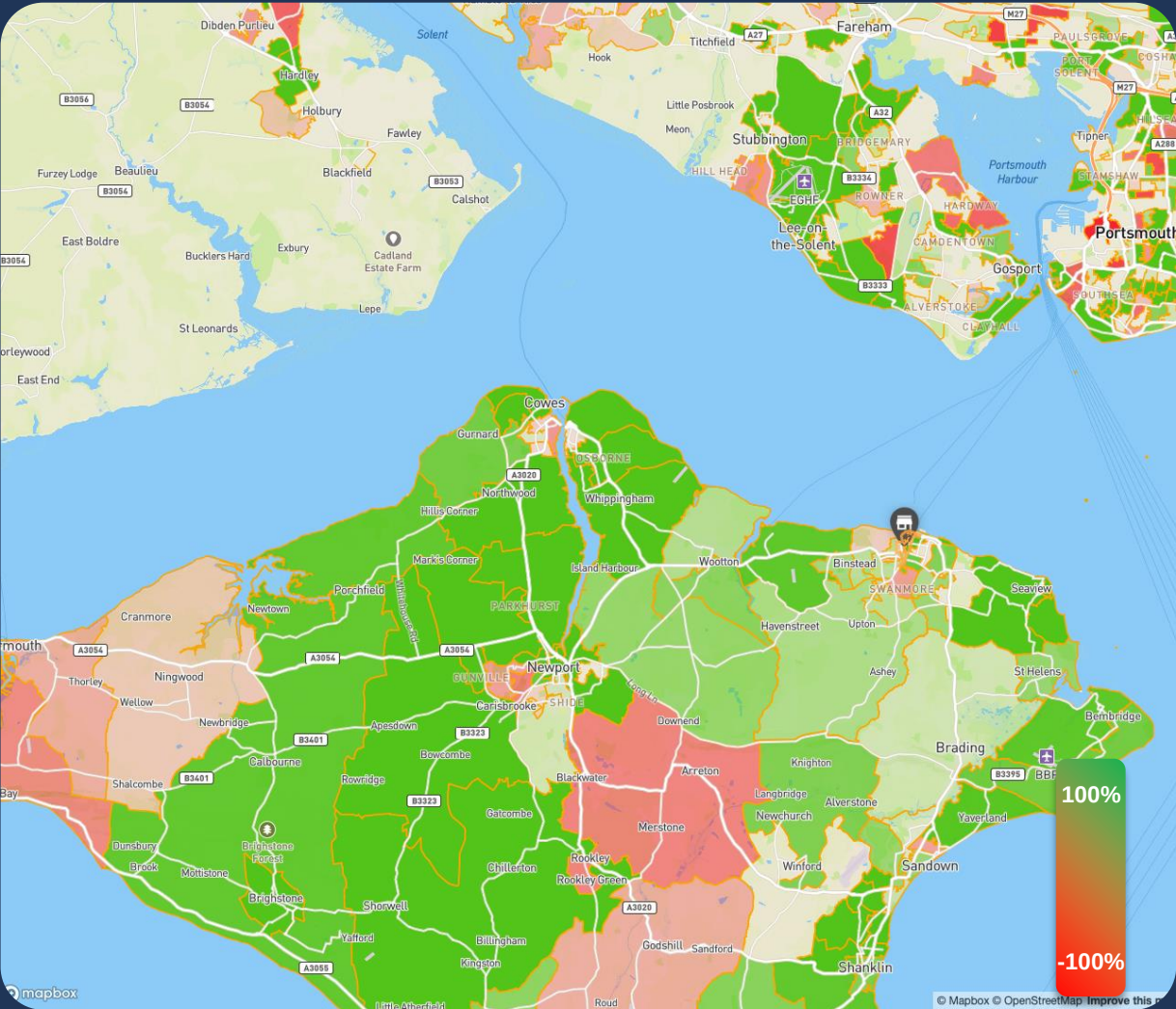


VISITOR CATCHMENT BY POSTCODE
IN APRIL 2022 (zoomed out)

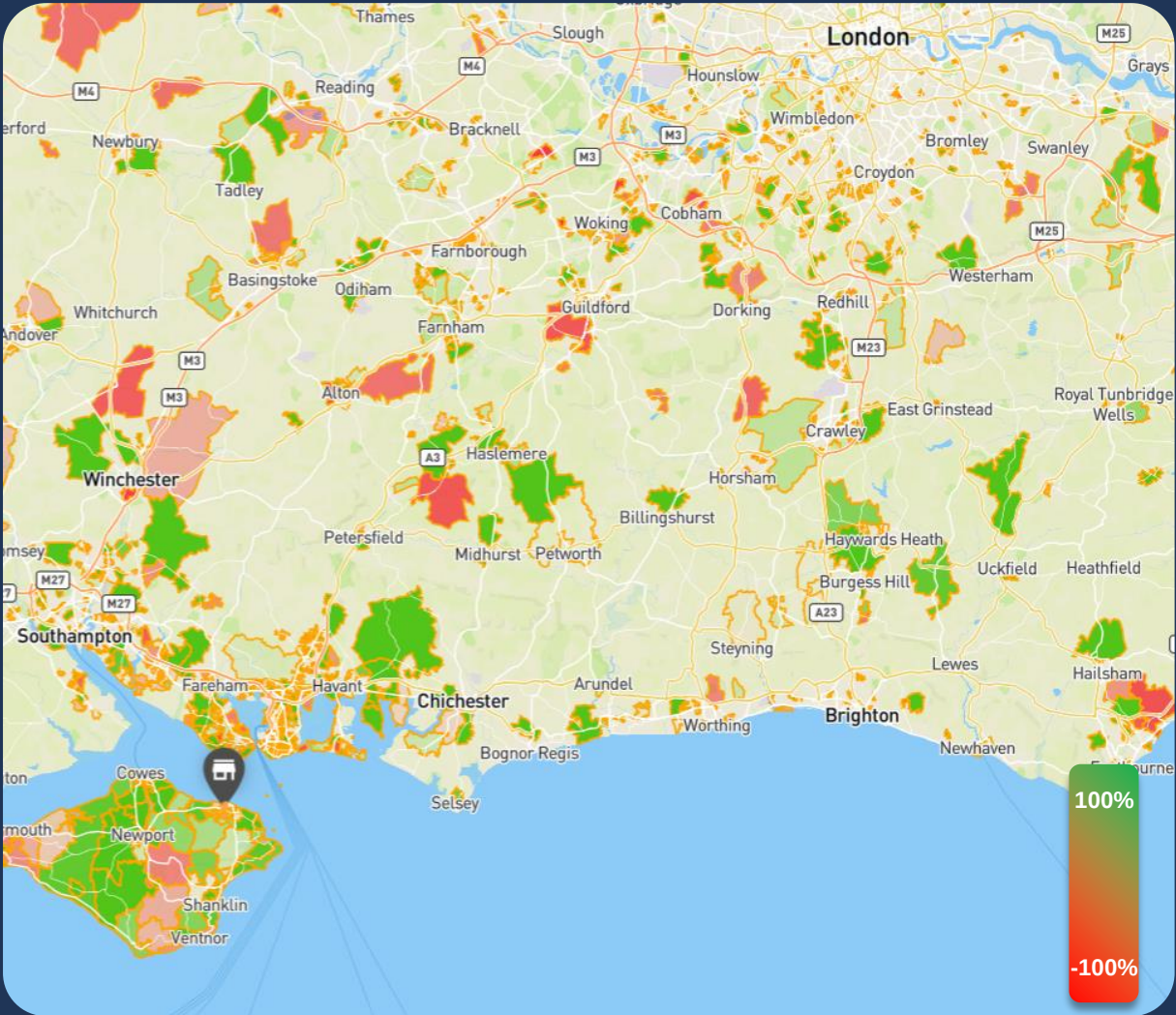


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (APRIL 2021-22)

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

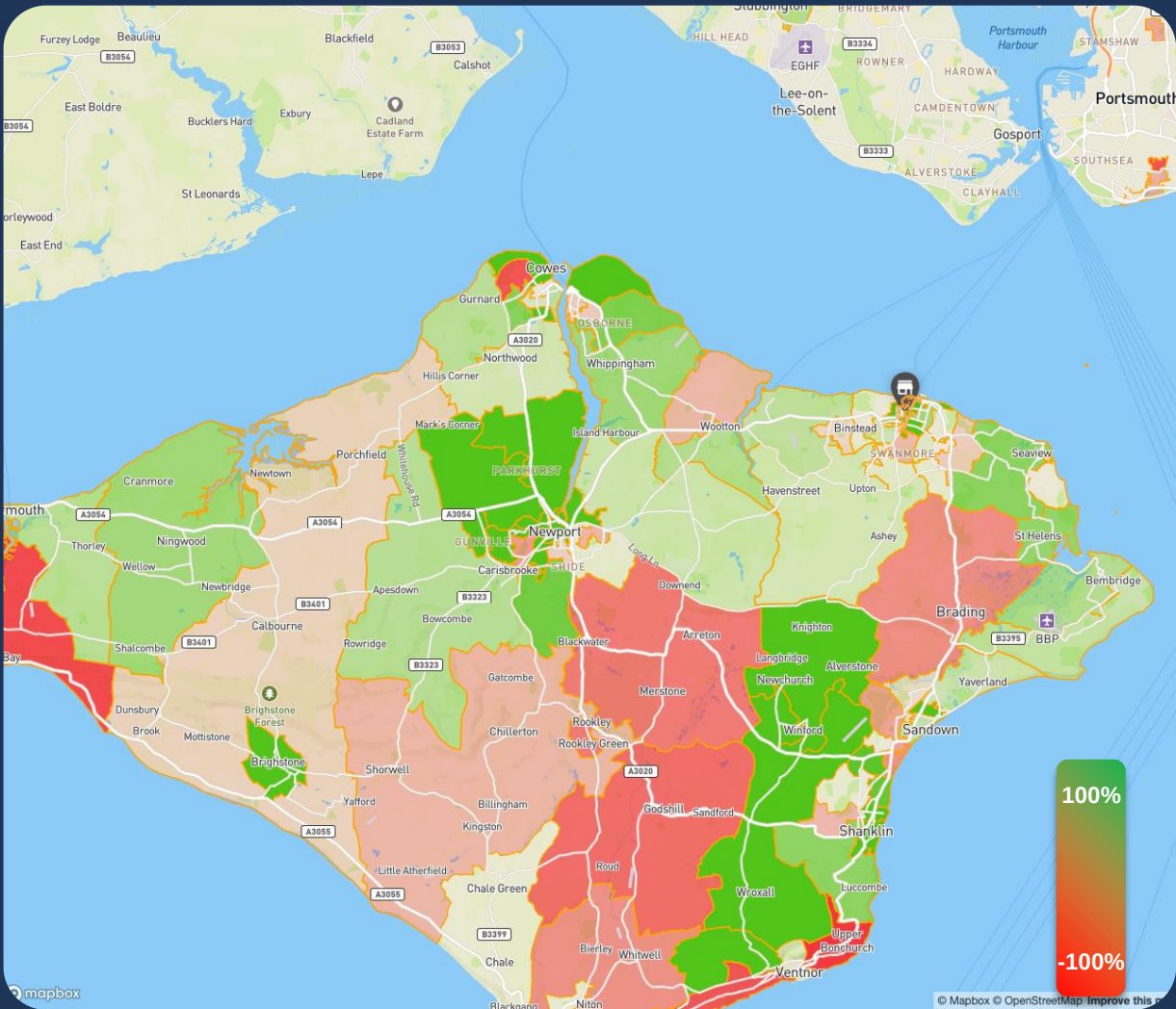


CHANGE IN VISITOR LEVELS
APRIL 2021-22 vs APRIL 2020-21 (zoomed out)

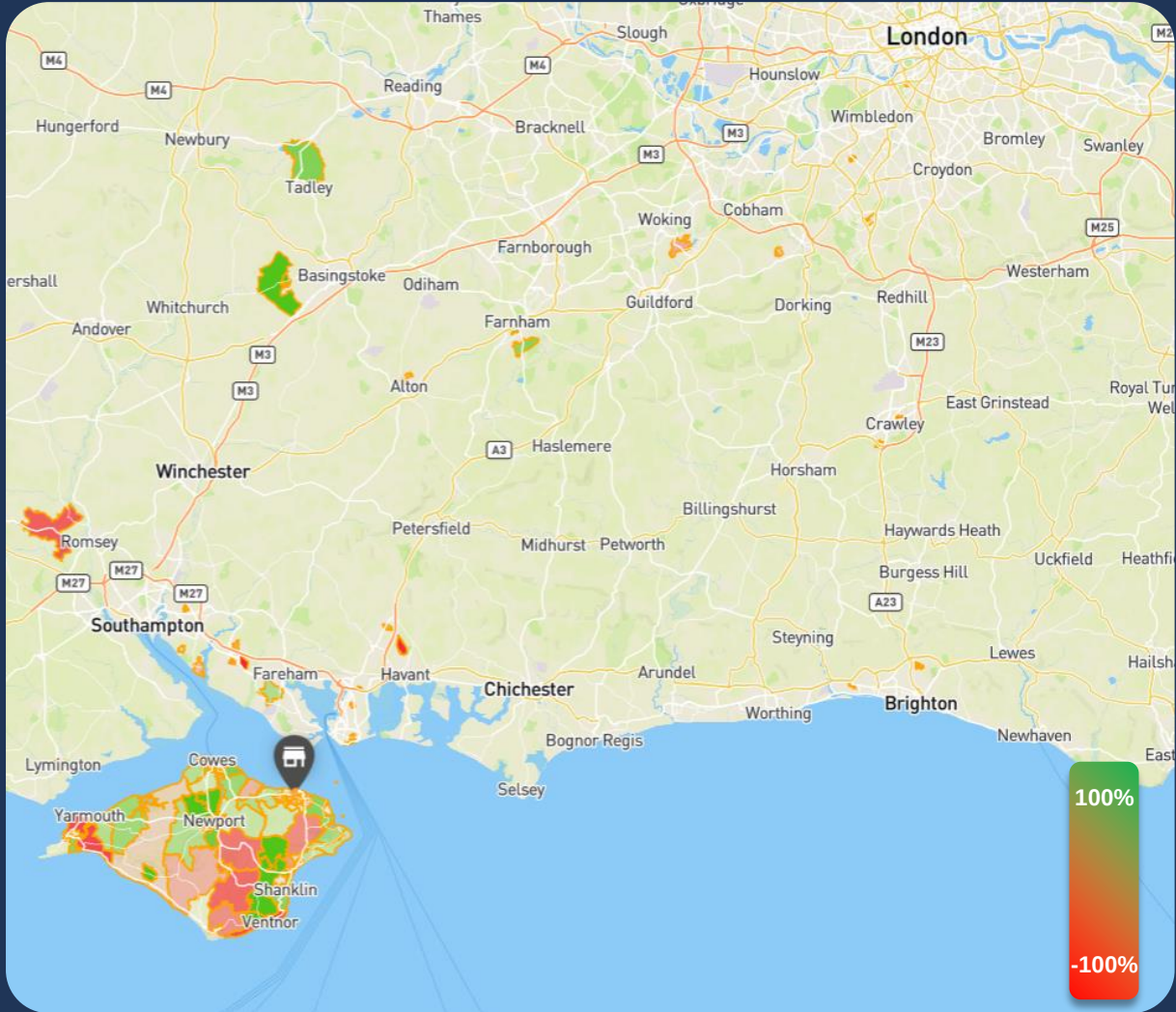


RYDE VISITOR CHANGE BY POSTCODE – APRIL 2022 & BENCHMARKING

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

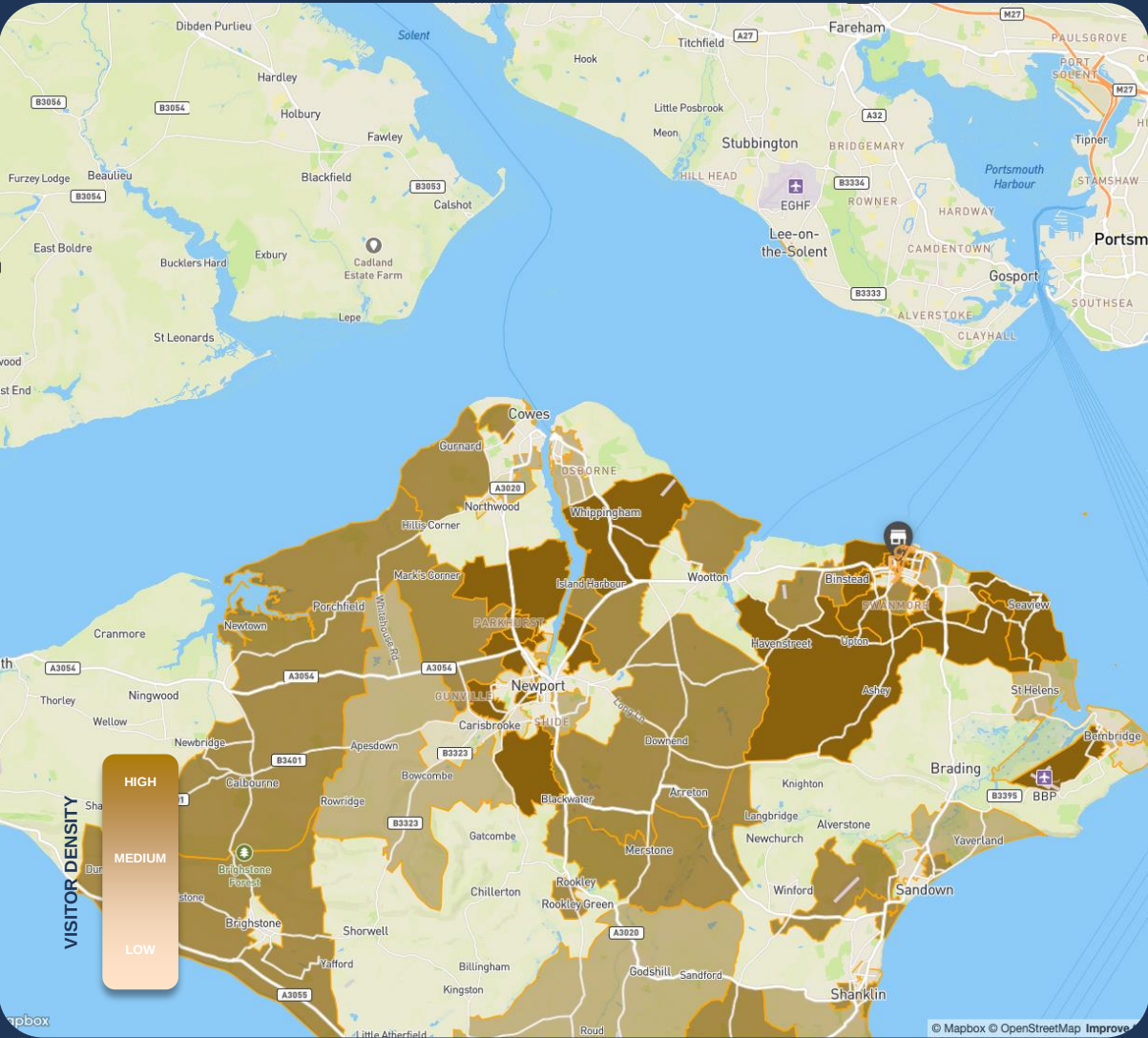


CHANGE IN VISITOR LEVELS
APRIL 2022 vs APRIL 2021 (zoomed out)

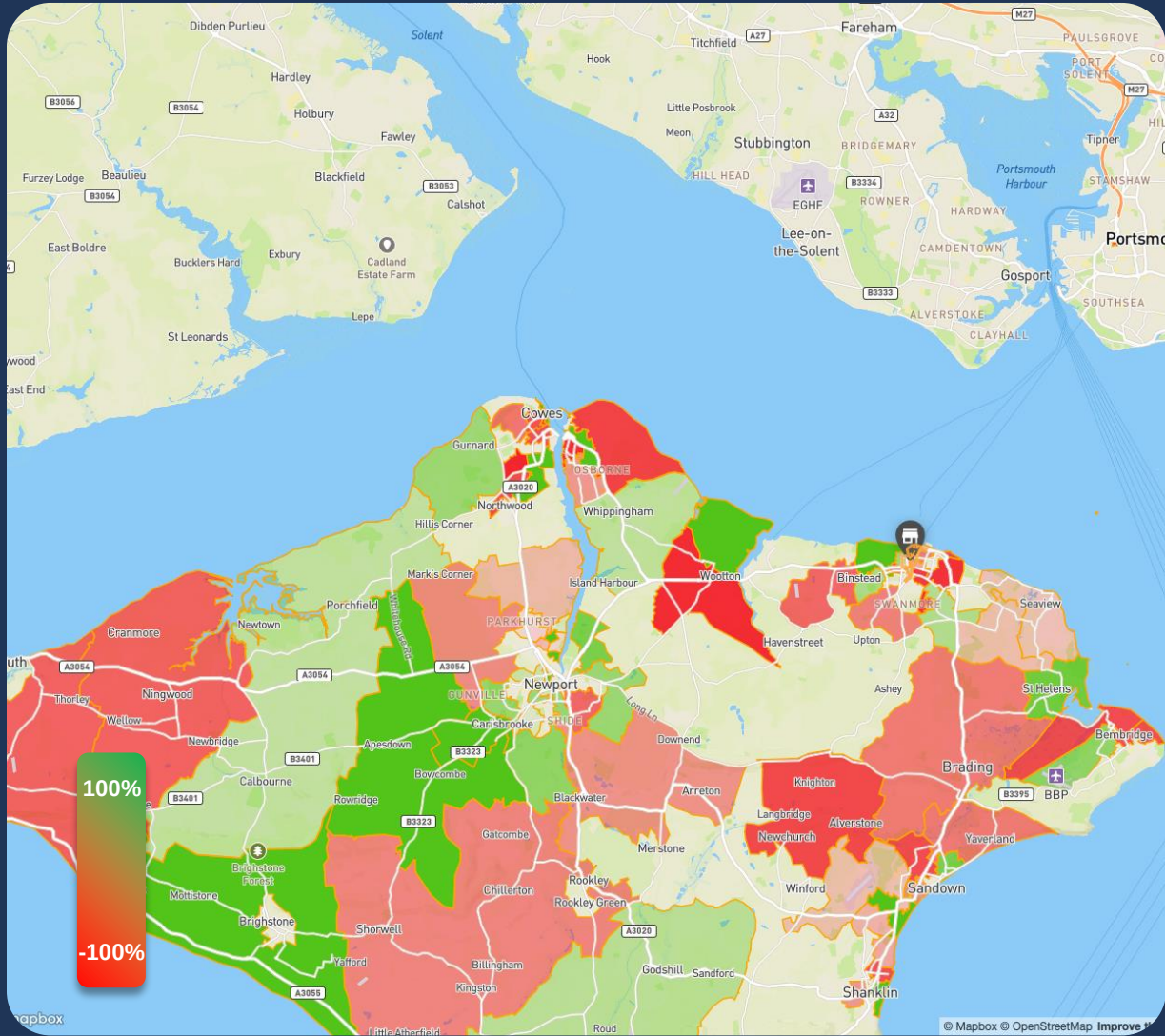


RYDE WORKER CATCHMENT CHANGE — APRIL 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE APRIL 2022

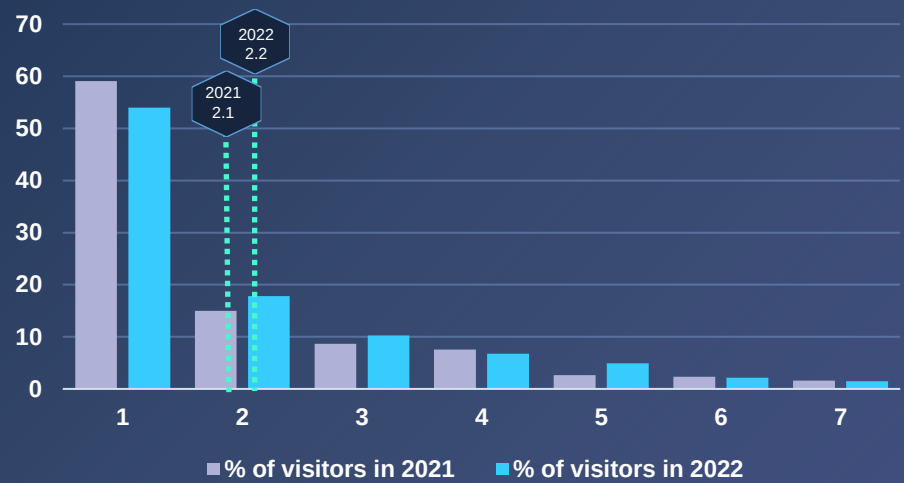


CHANGE IN WORKER CATCHMENT APRIL 2022 vs APRIL 2021

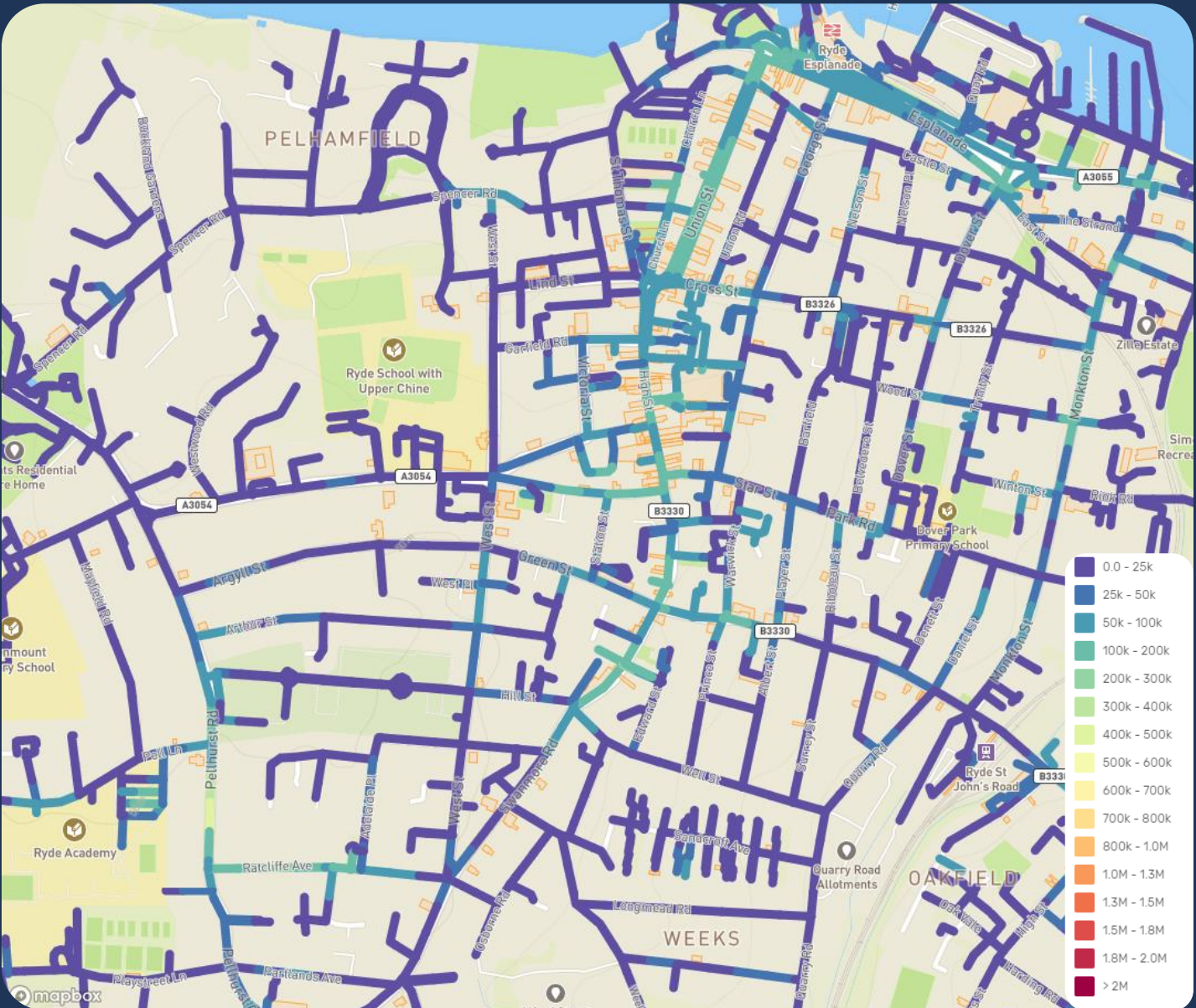
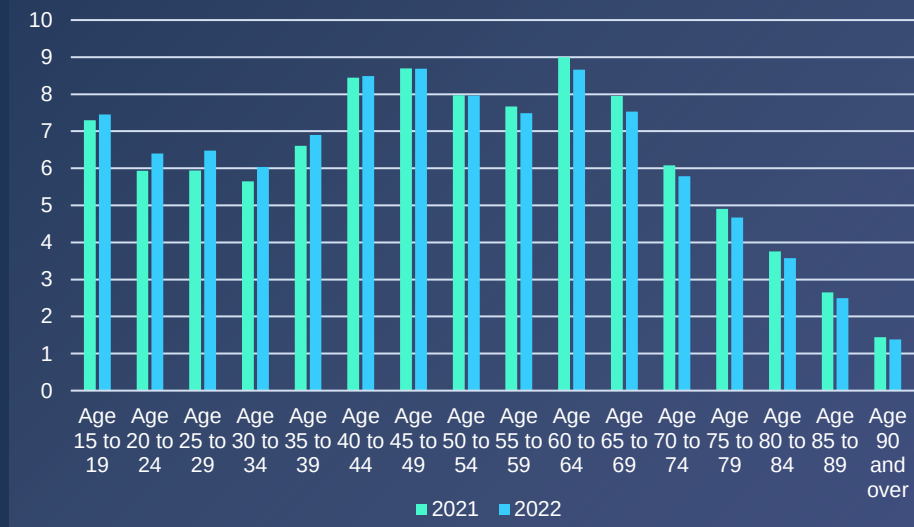


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (APRIL 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



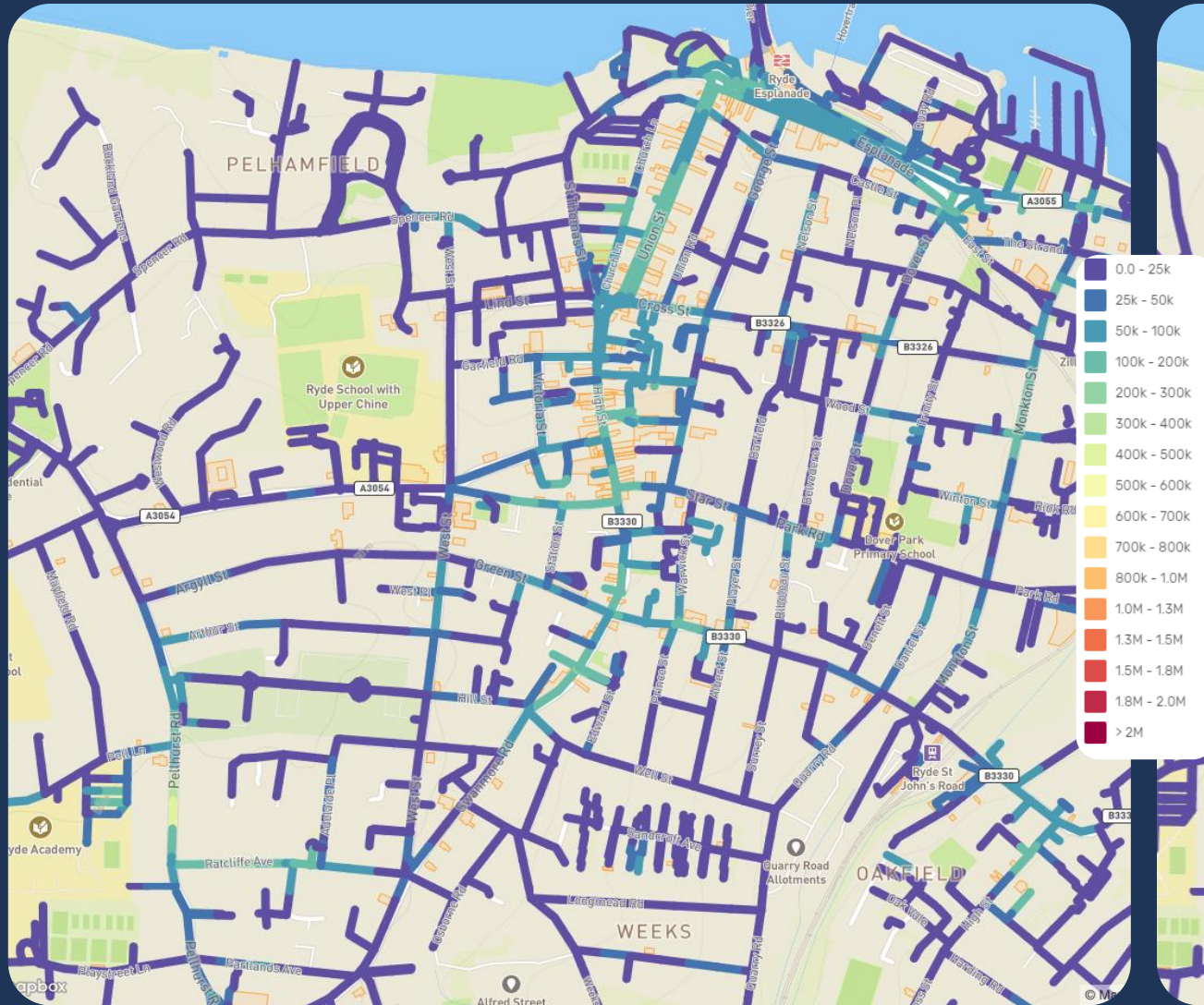
RYDE VISITOR AGE RANGE (%)
APRIL 2022 VS APRIL 2021



RYDE TOWN CENTRE FOOTFALL HEAT MAP APRIL 2022

RYDE PEDESTRIAN VISITOR BEHAVIOURS – APRIL 2022 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP APRIL 2022



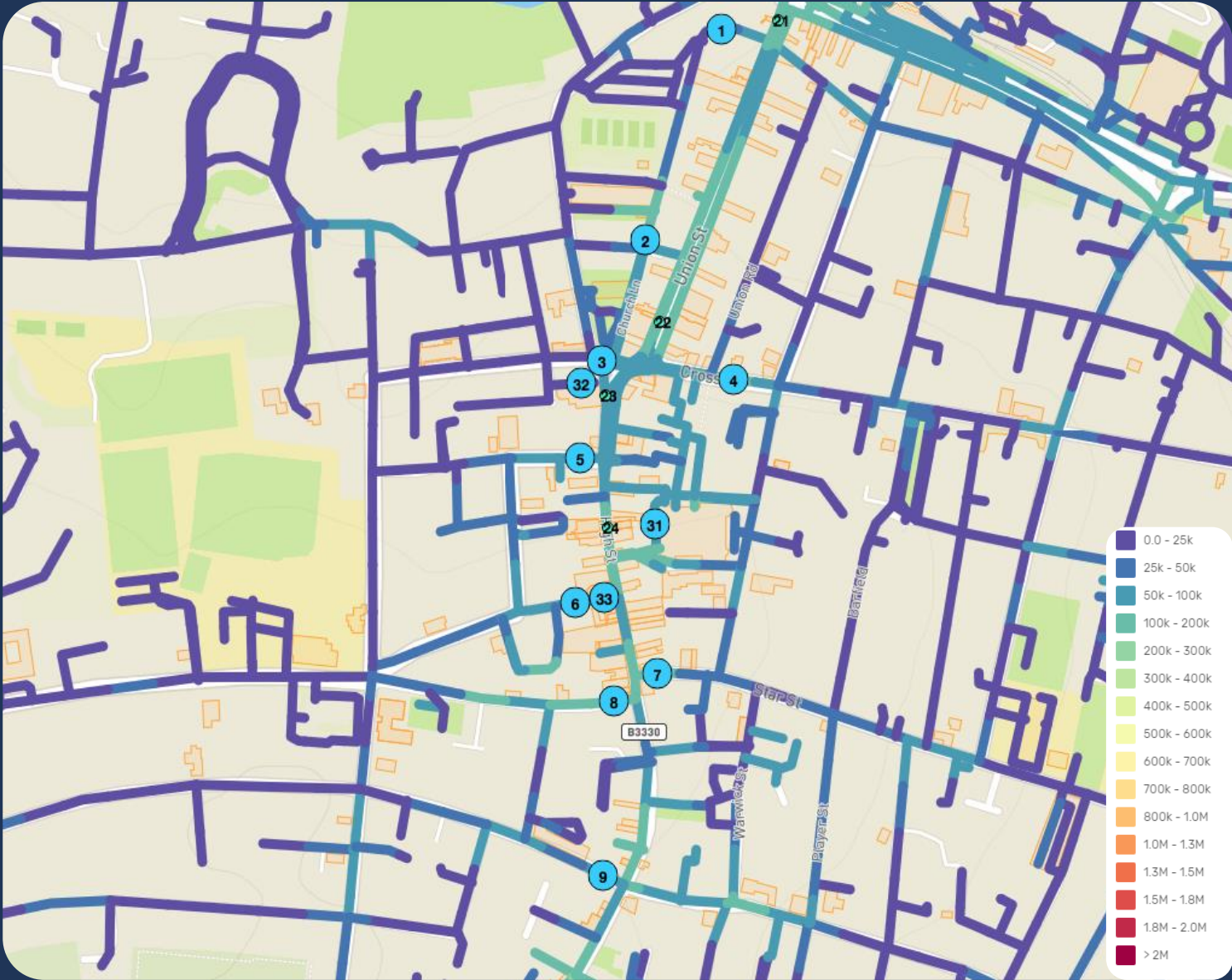
RYDE TOWN CENTRE FOOTFALL HEAT MAP APRIL 2021



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



CENTRE FOOTFALL DATA APRIL 2022 VS APRIL 2021 – ENTRY POINTS

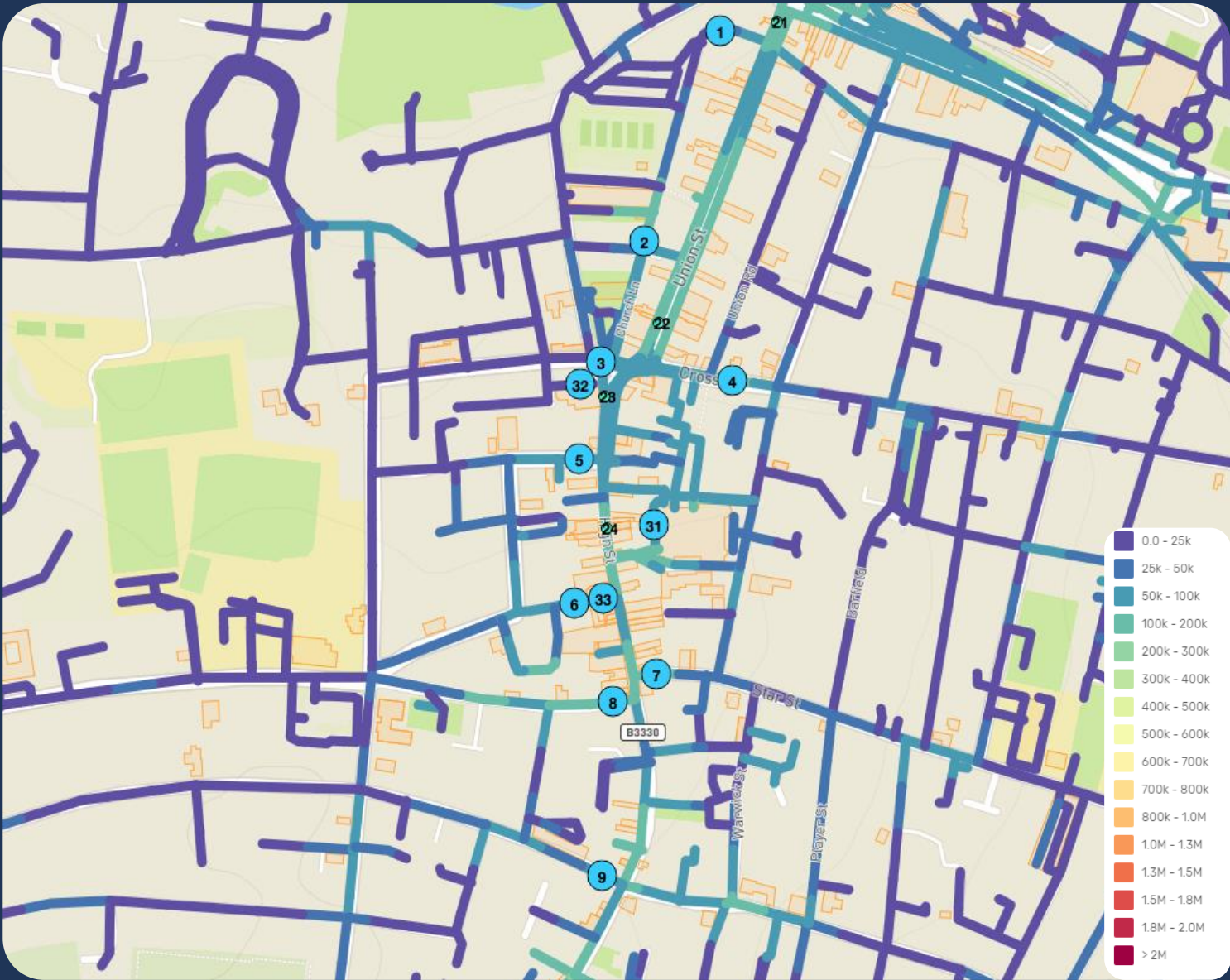
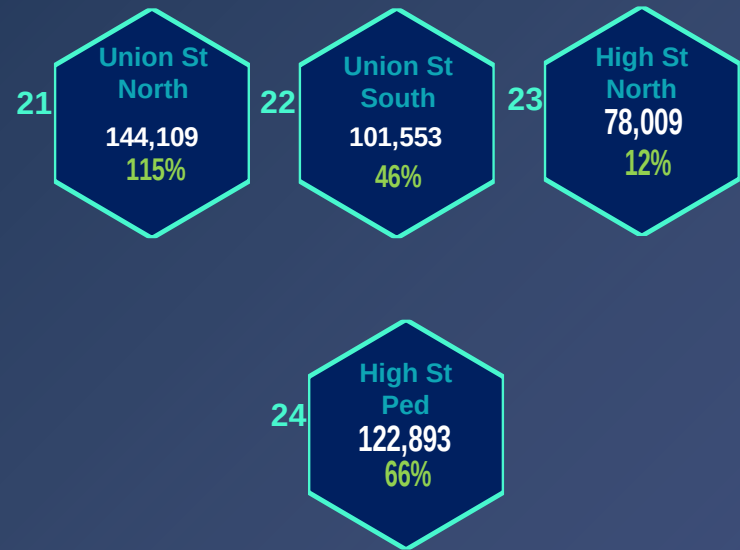


RYDE TOWN CENTRE FOOTFALL HEAT MAP APRIL 2022

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



CENTRE FOOTFALL DATA
APRIL 2022 VS APRIL 2021
– ENTRY POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP APRIL 2022

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

RYDE TOWN SQUARE

TOTAL VISITS

3,251
VISITS APRIL 22

-49%
VS APRIL 2021



AVERAGE DWELL TIME

90 MINS
AVERAGE TIME SPENT
APRIL 22

75 MINS
VS APRIL 2021

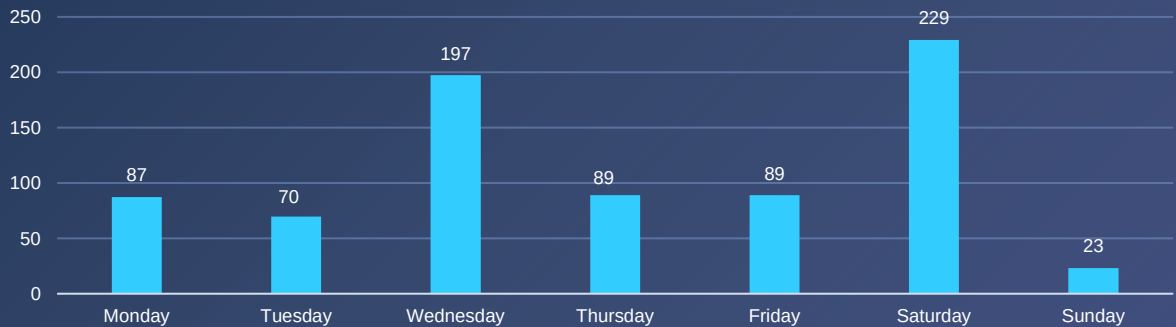


PEDESTRIANS

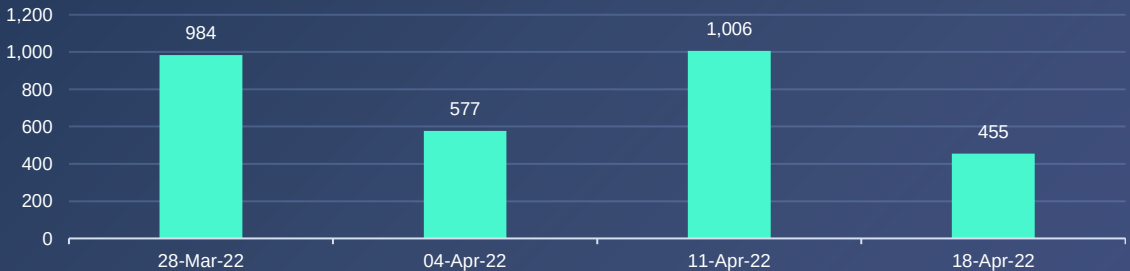
98,934

PEDESTRIANS PASSING
THROUGH SQUARE
APRIL 2022

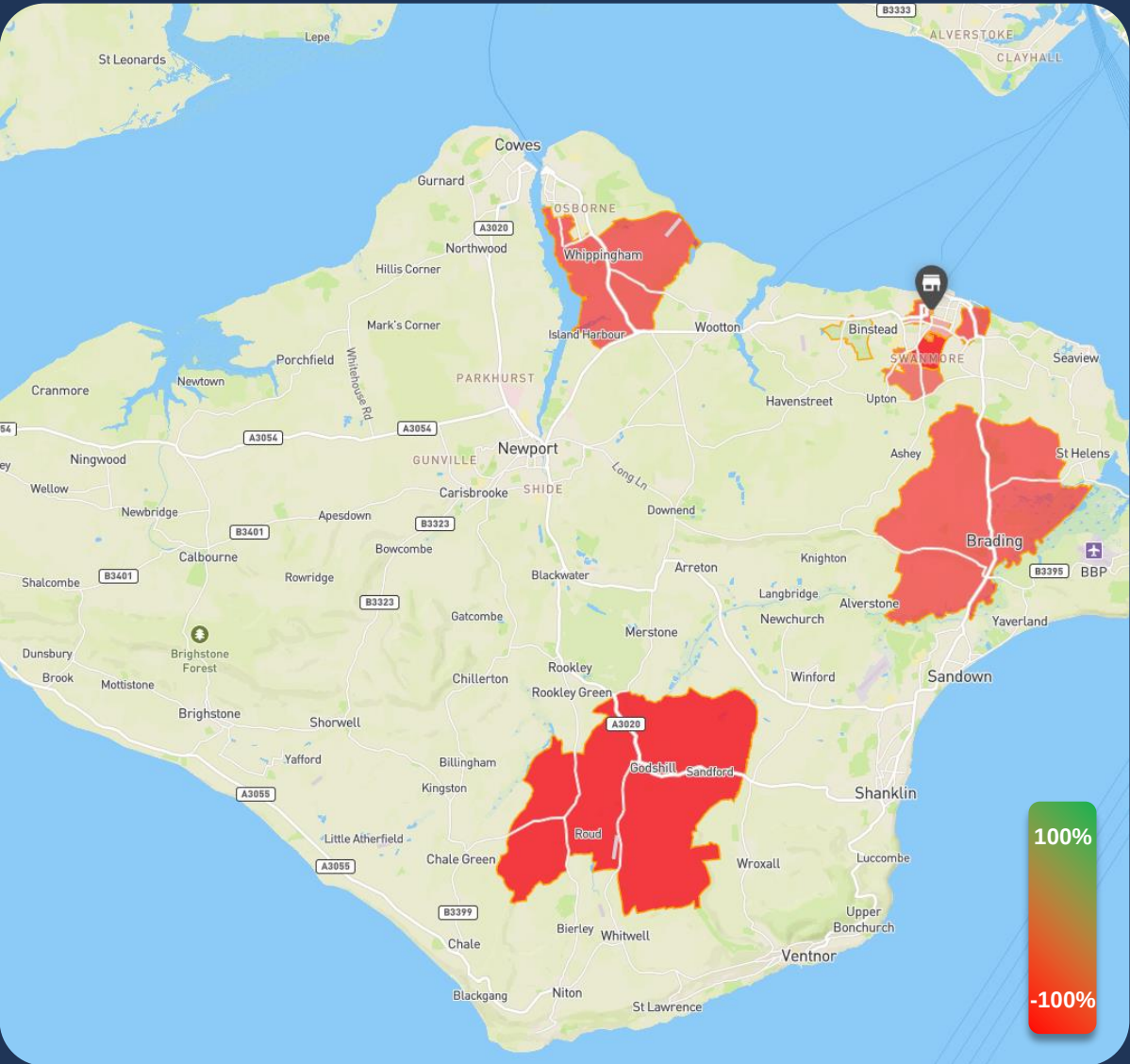
AVERAGE DAILY VISITORS APRIL 2022 VS APRIL 2021



WEEKLY VISITS APRIL 2022



CHANGE IN VISITOR LEVELS APRIL 2022 VS APRIL 2021



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



ST THOMAS SQUARE

TOTAL VISITS

3,354
VISITS APRIL 22

35%
VS APRIL 2021



AVERAGE DWELL TIME

180 MINS
AVERAGE TIME SPENT
APRIL 22

115 MINS
VS APRIL 2021

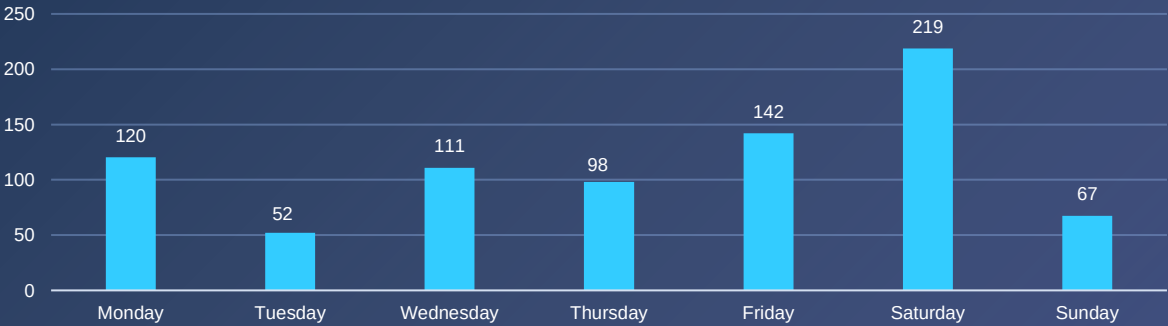


PEDESTRIANS

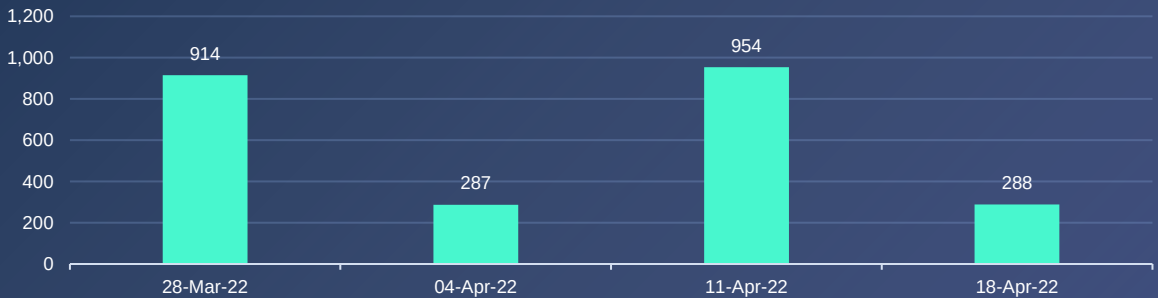
24,175

PEDESTRIANS PASSING
THROUGH SQUARE
APRIL 2022

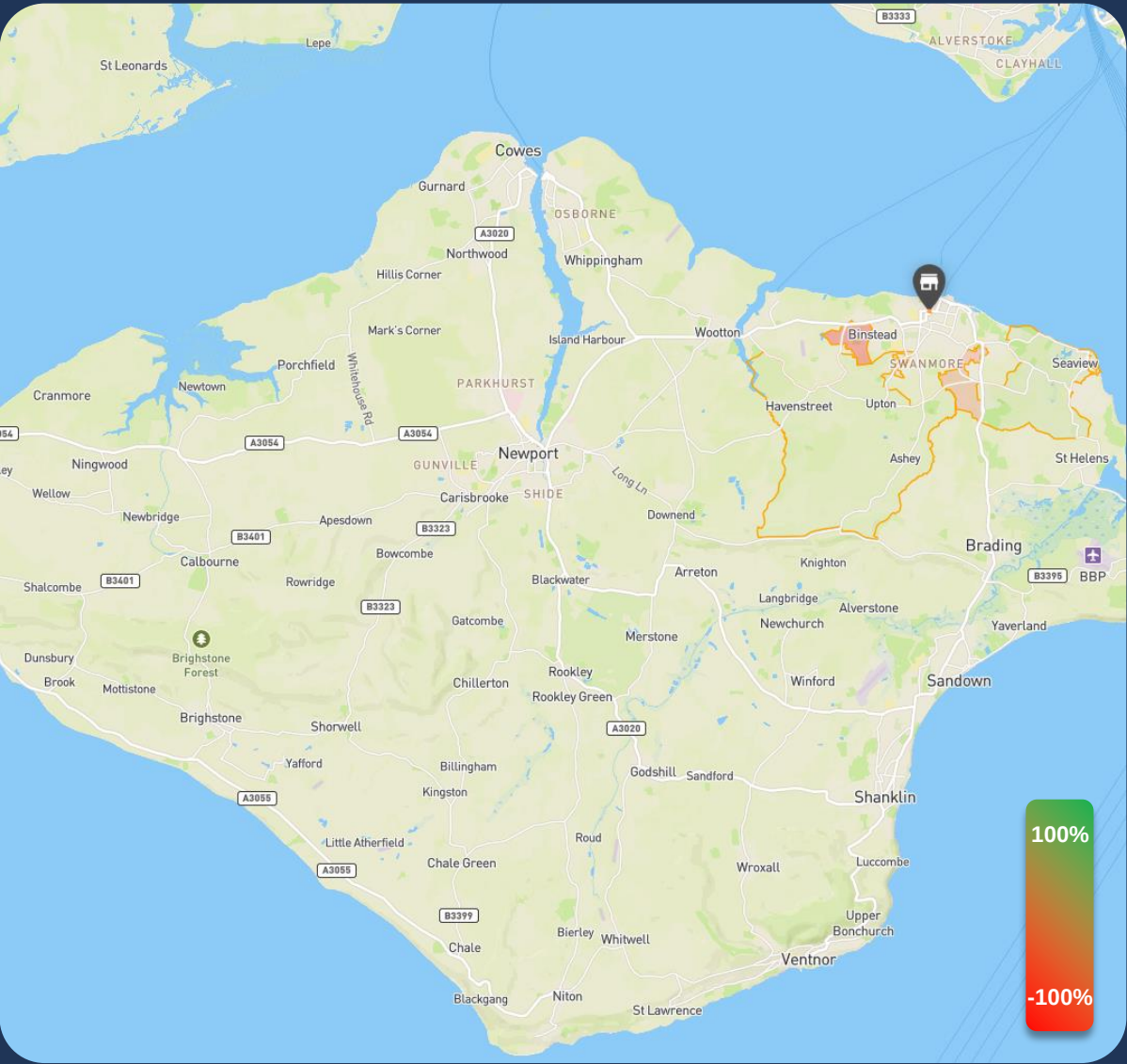
AVERAGE DAILY VISITORS APRIL 2022 VS APRIL 2021



WEEKLY VISITS APRIL 2022



CHANGE IN VISITOR LEVELS APRIL 2022 VS APRIL 2021



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

MINGHELLA SQUARE

TOTAL VISITS

1,270
VISITS APRIL 22



-64%
VS APRIL 2021



AVERAGE DWELL TIME

118 MINS
AVERAGE TIME SPENT
APRIL 22



-80 MINS
VS APRIL 2021

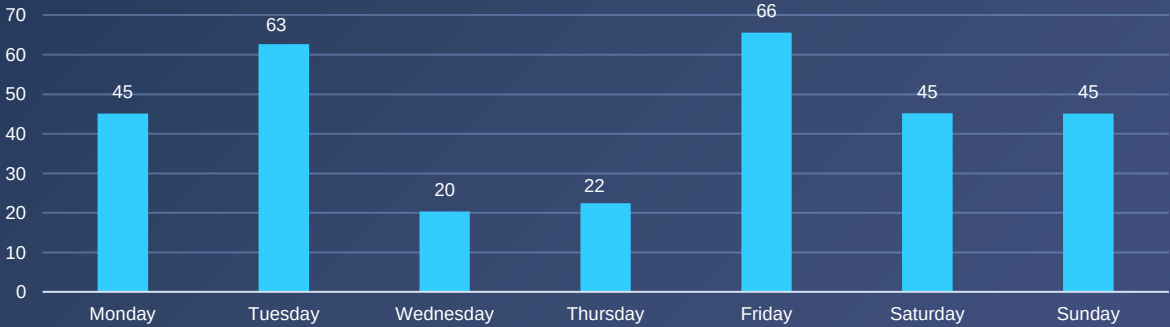


PEDESTRIANS

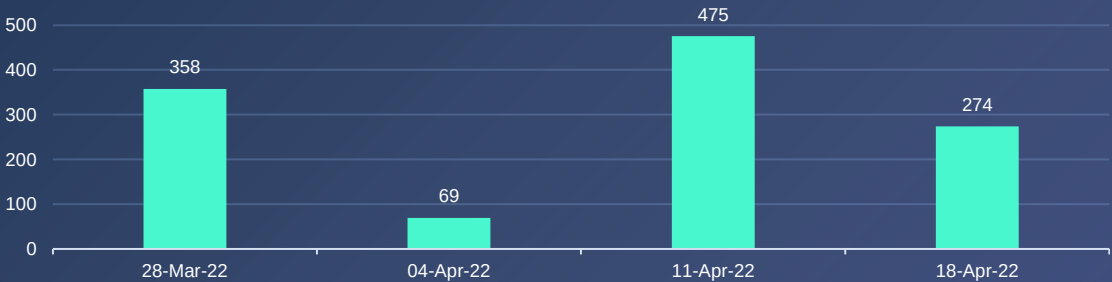
67,697

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

