

# VISITOR INSIGHTS

## MONTHLY REPORT

RYDE, Isle of Wight

JULY 2022

Produced for Ryde and RYDE Heritage Action Zones  
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VISITOR | INSIGHTS

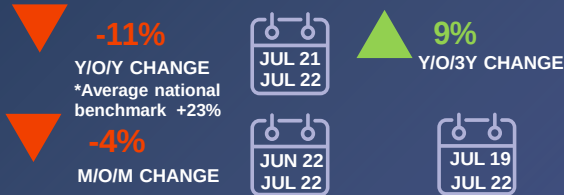
# RYDE TOWN CENTRE — JULY 2022 SUMMARY & BENCHMARKING (JULY 2021-22)

## TOTAL VISITS



**745,247**

VISITS TO THE HIGH STREET



## AVERAGE DWELL TIME



**173MINS**

AVERAGE TIME SPENT IN THE HIGH STREET



## PLACES VISITED



**2.5**

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

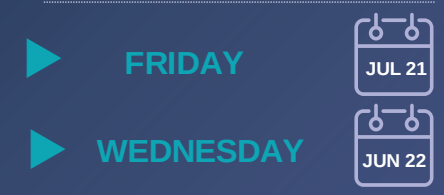


## POPULAR VISIT DAY

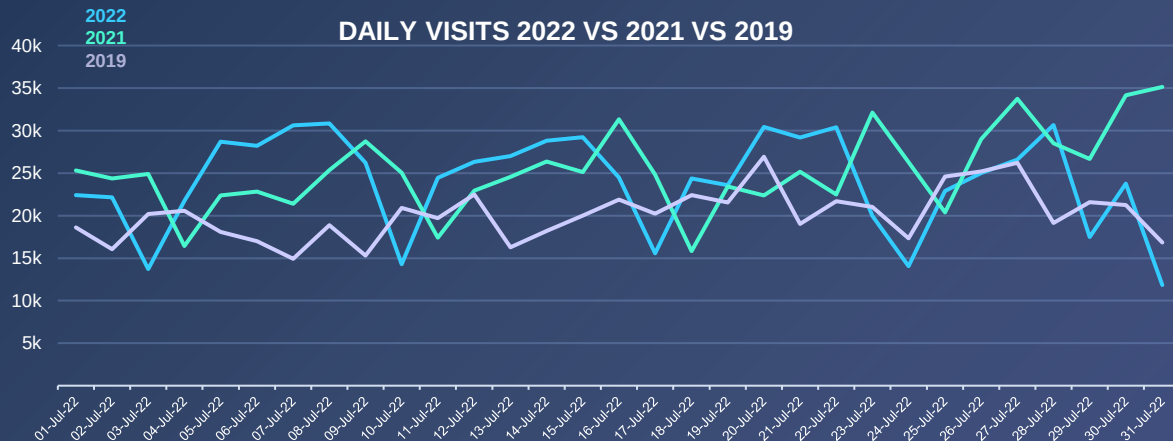


**FRIDAY**

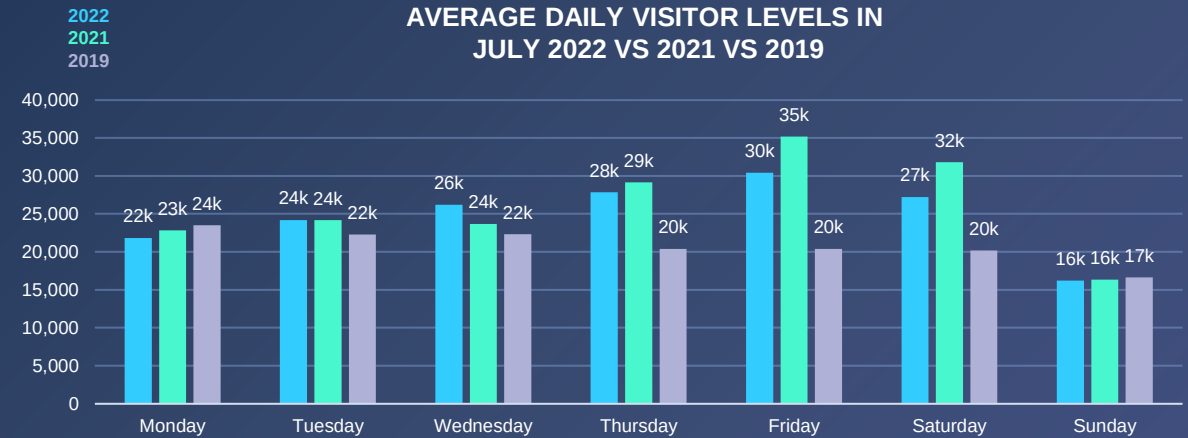
30k AVERAGE VISITS ON FRIDAY IN JULY



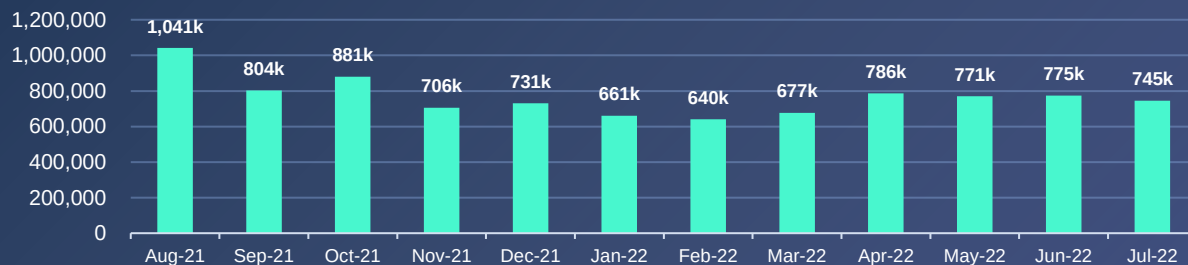
## DAILY VISITS 2022 VS 2021 VS 2019



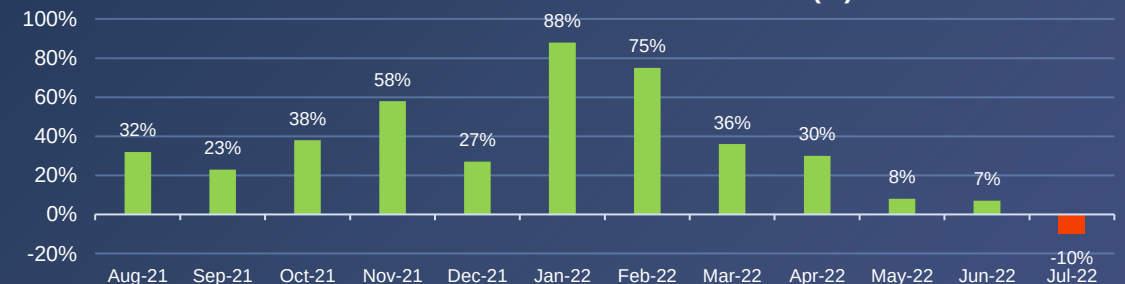
## AVERAGE DAILY VISITOR LEVELS IN JULY 2022 VS 2021 VS 2019



## TOTAL VISITS BY MONTH



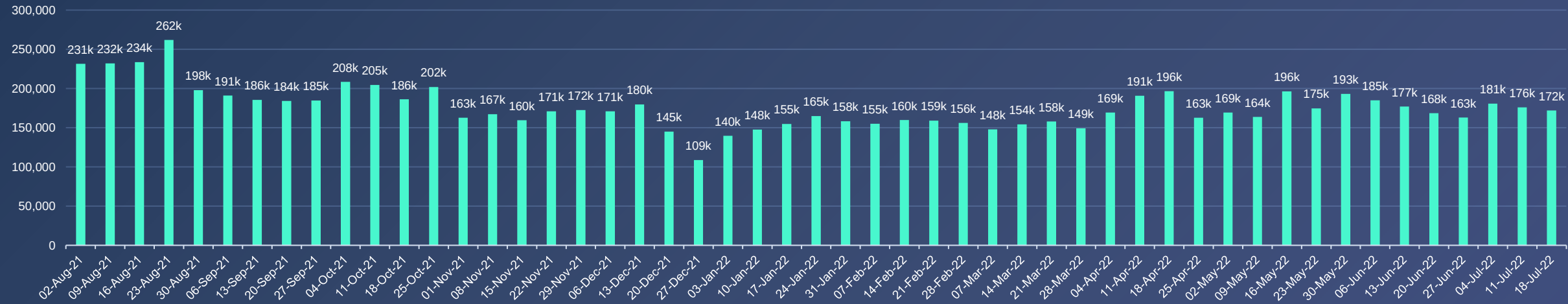
## TOTAL VISIT CHANGE BY MONTH (%)



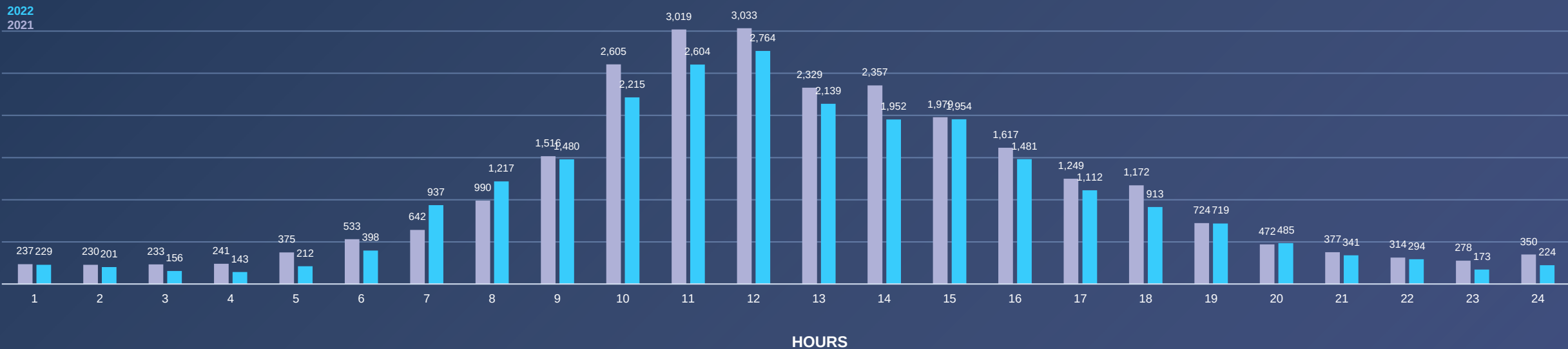
# RYDE TOWN CENTRE — JULY 2022 SUMMARY & BENCHMARKING (JULY 2021-22)



WEEKLY FOOTFALL



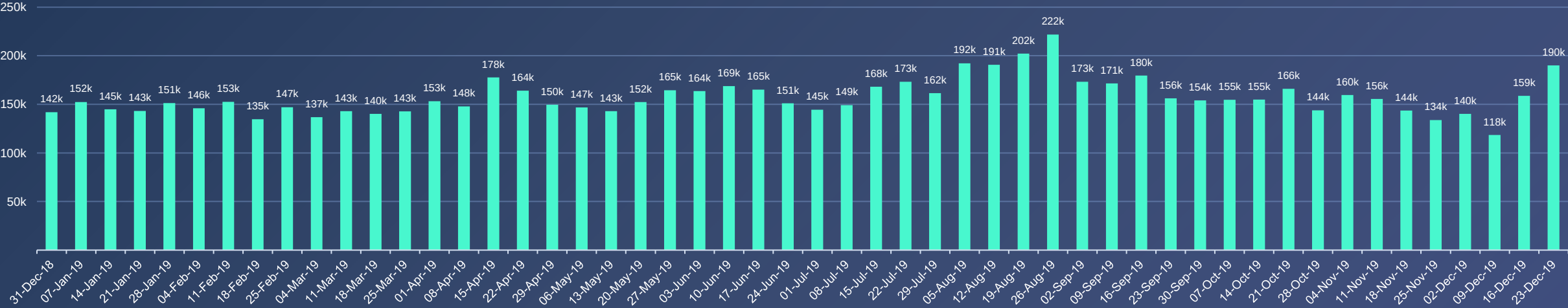
AVERAGE VISITS BY HOUR



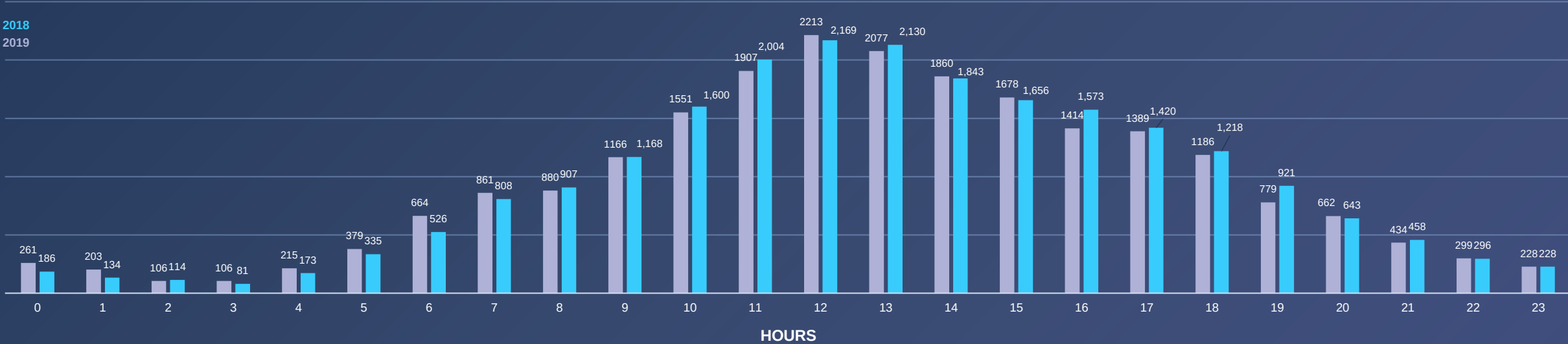
# RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



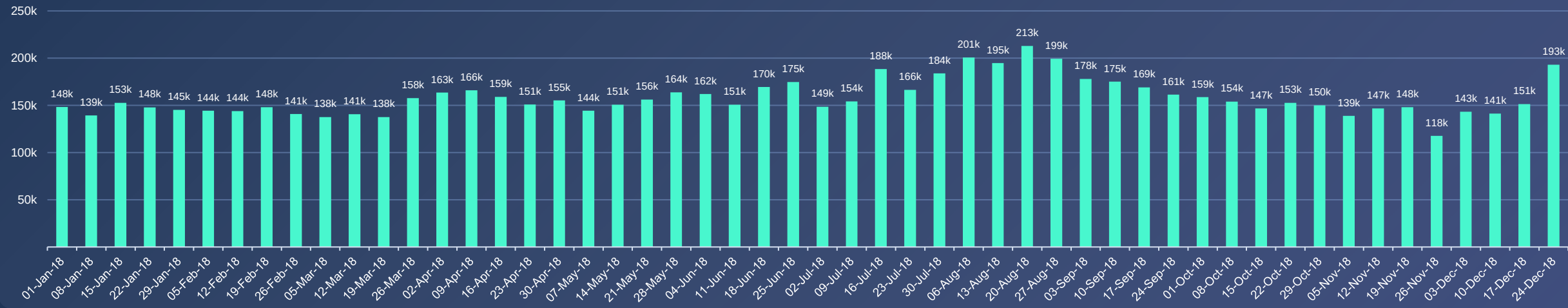
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



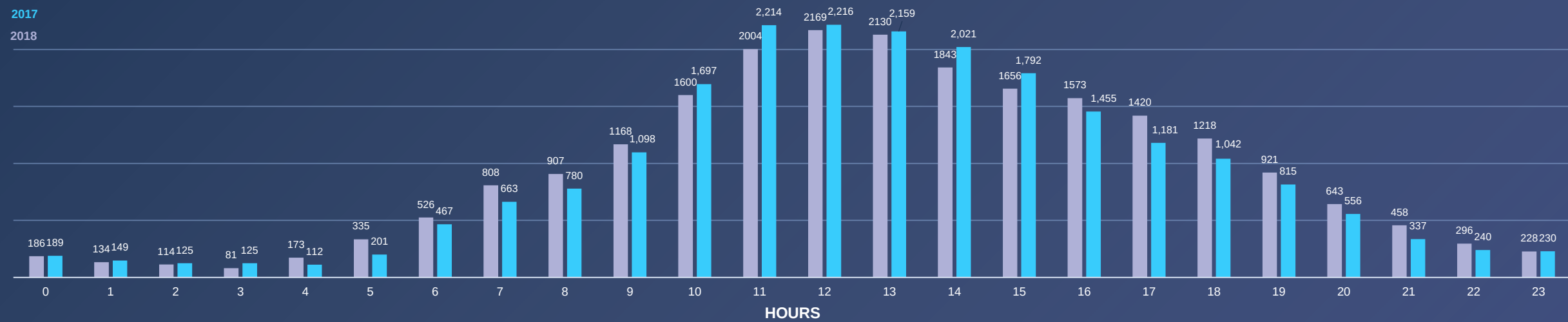
# RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



# RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

## TOTAL ANNUAL VISITS



10,052,587

VISITS TO THE HIGH STREET  
JULY 21 - JULY 22

▲ 16%  
4 YEAR CHANGE



## AVERAGE DWELL TIME



163 MINS

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

▼ -11%  
4 YEAR CHANGE



## PLACES VISITED



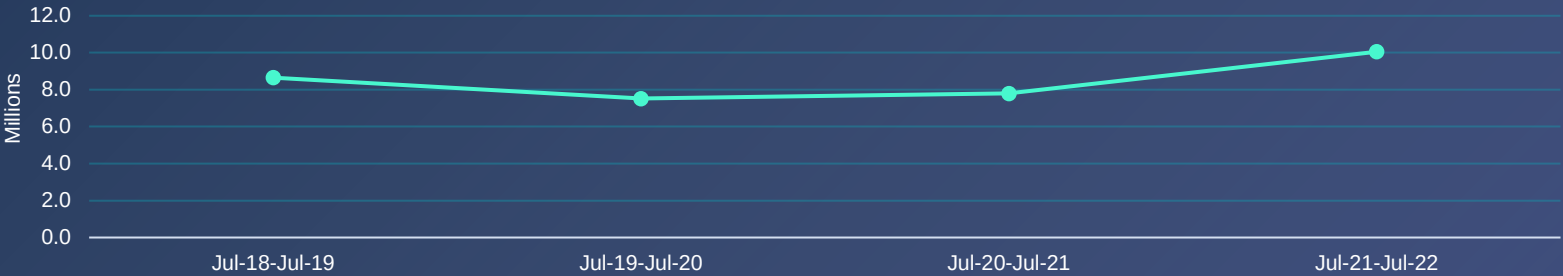
2.2

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

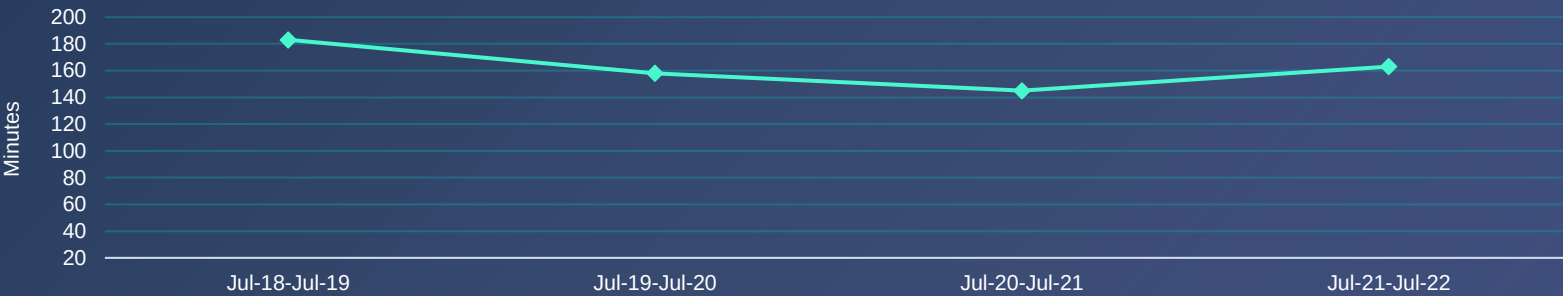
▼ -8%  
4 YEAR CHANGE



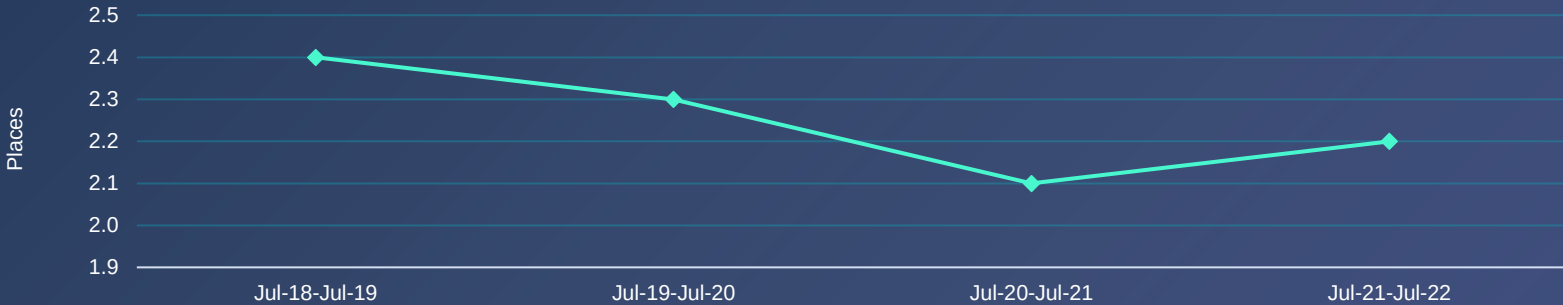
## FOOTFALL



## DWELL TIME

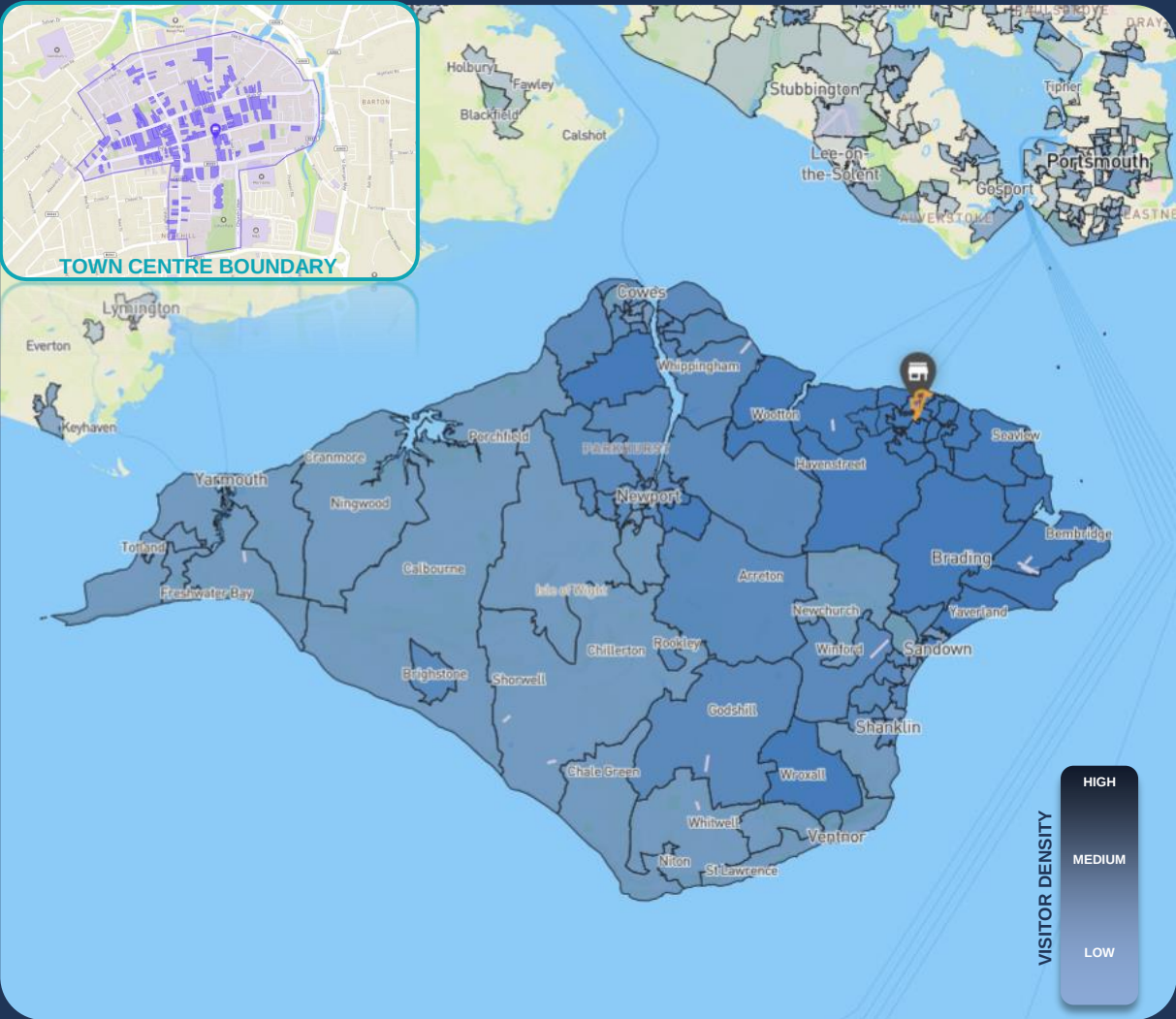


## PLACES VISITED

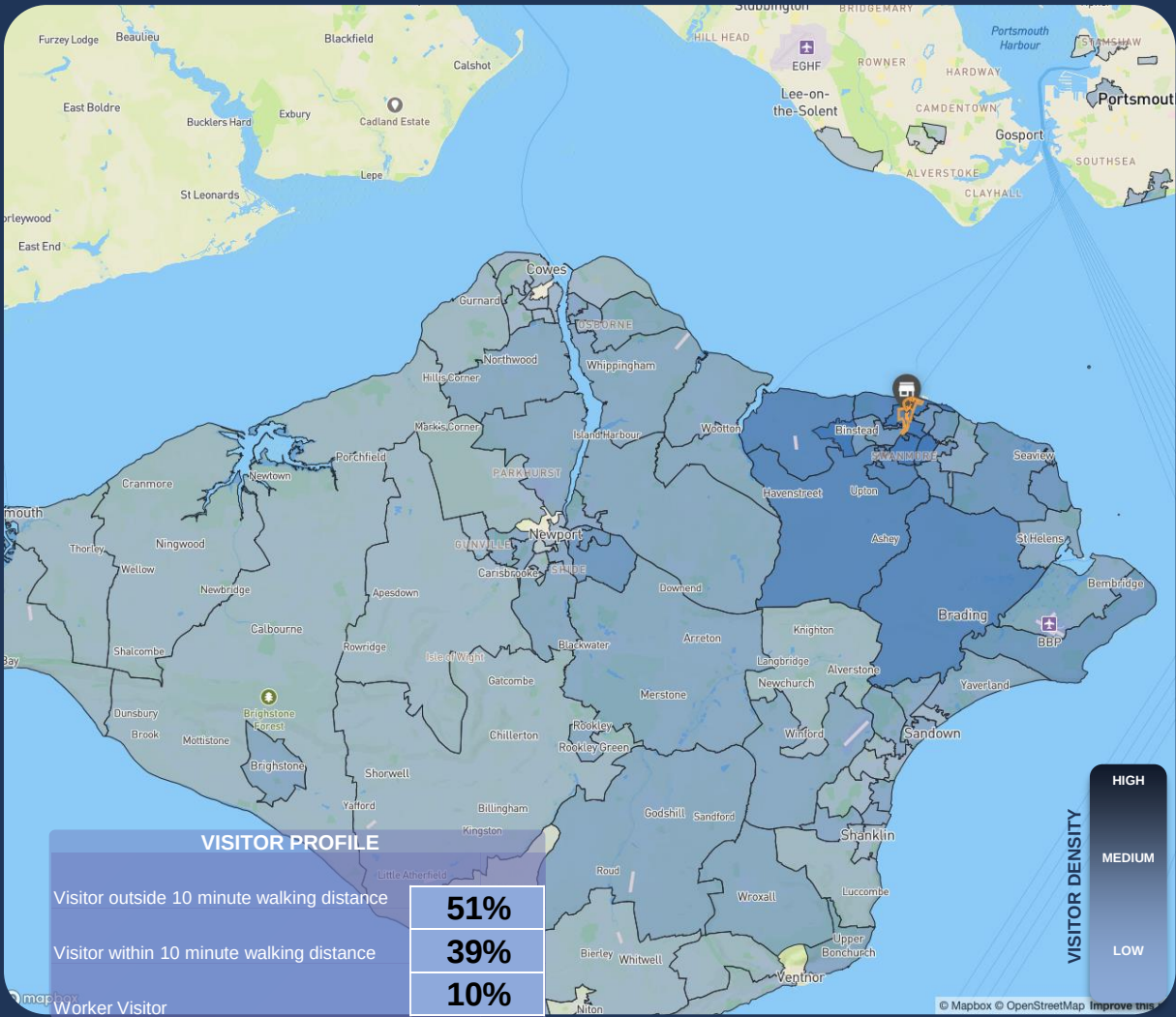


# RYDE VISITOR CATCHMENT — JULY 2022 & BENCHMARKING (JULY 2021-22)

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

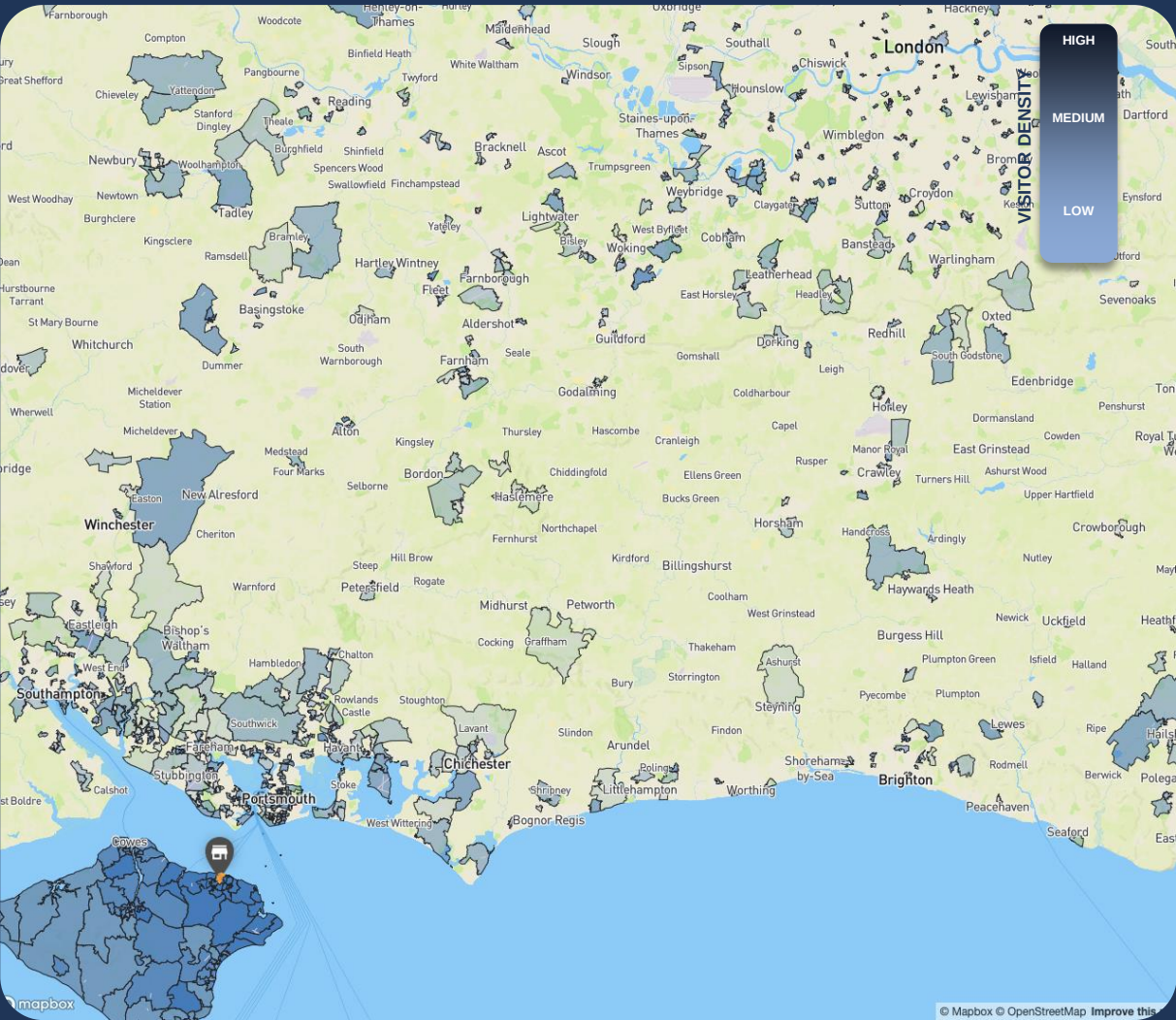


VISITOR CATCHMENT BY POSTCODE  
IN JULY 2022 (zoomed in)

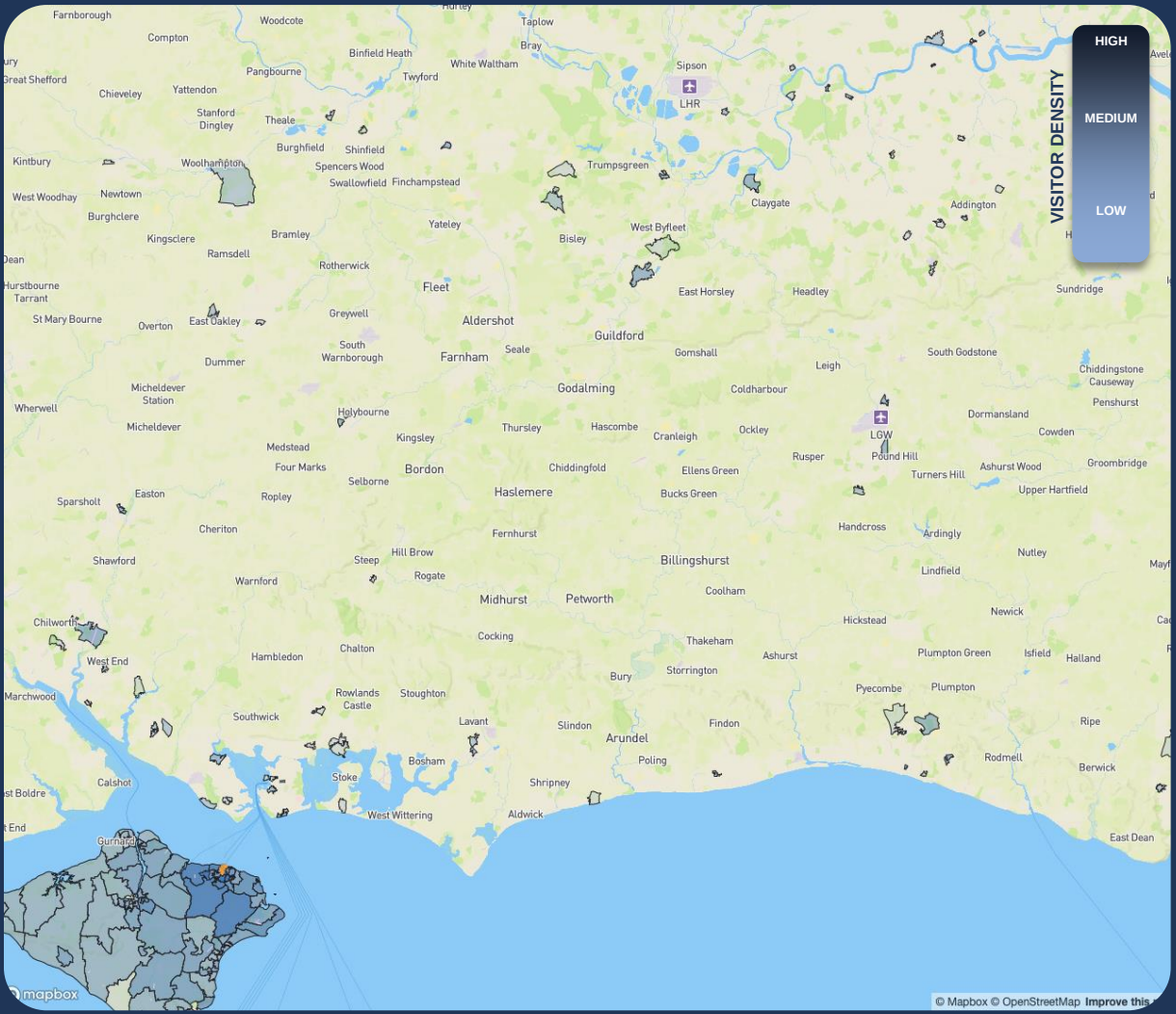


# RYDE VISITOR CATCHMENT — JULY 2022 & BENCHMARKING (JULY 2021-22)

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

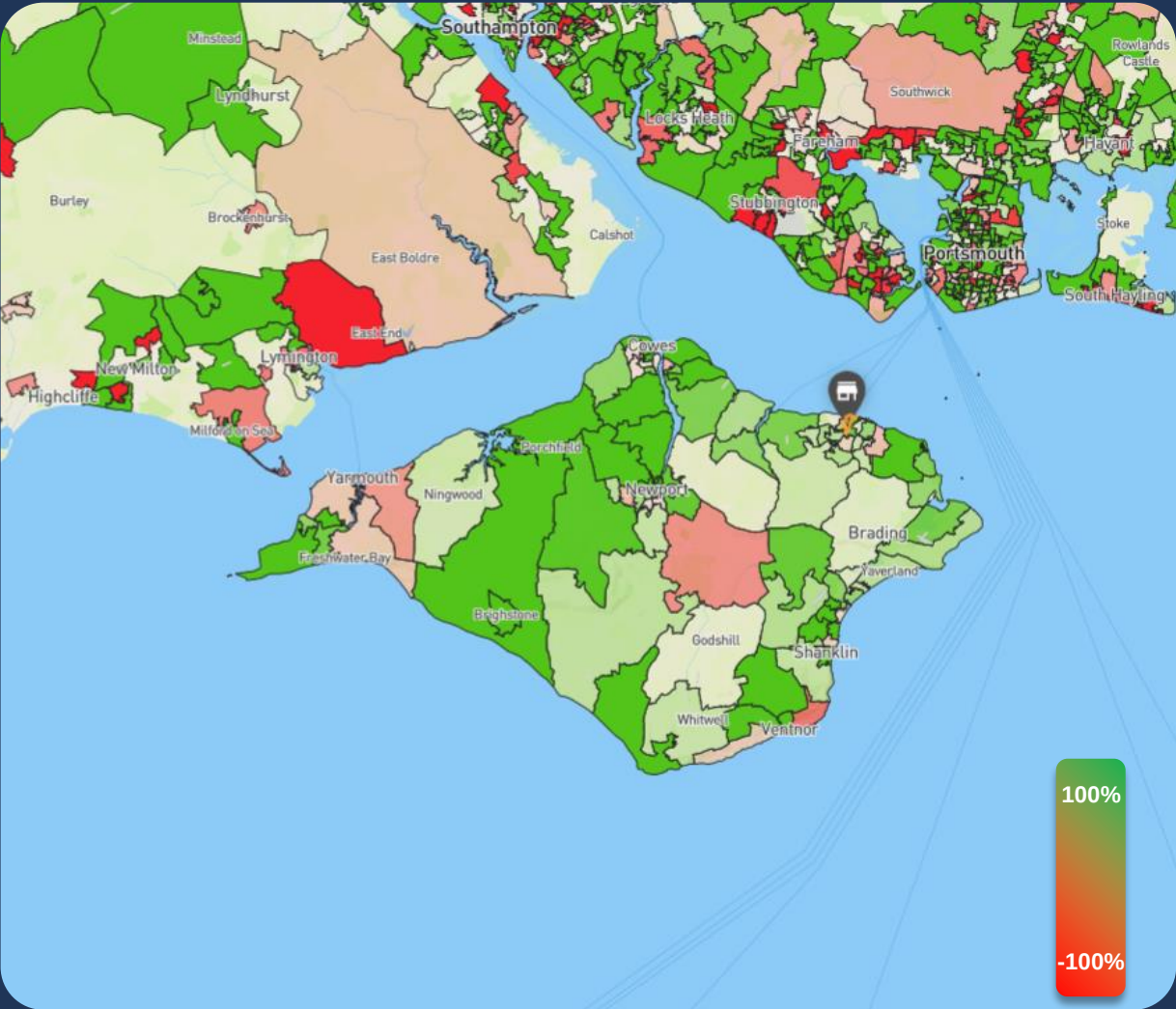


VISITOR CATCHMENT BY POSTCODE  
IN JULY 2022 (zoomed out)

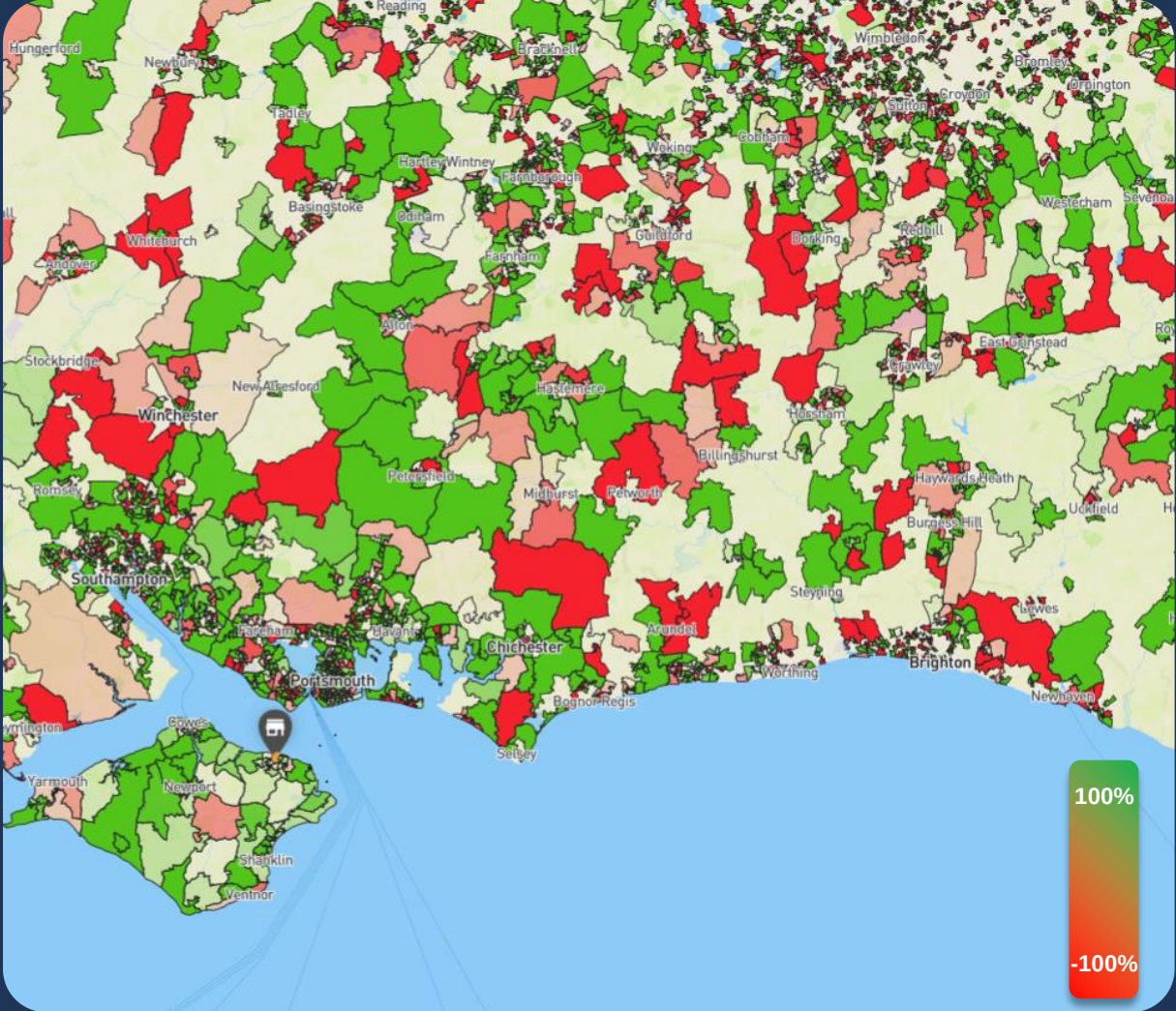


# RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (JULY 2021-22)

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

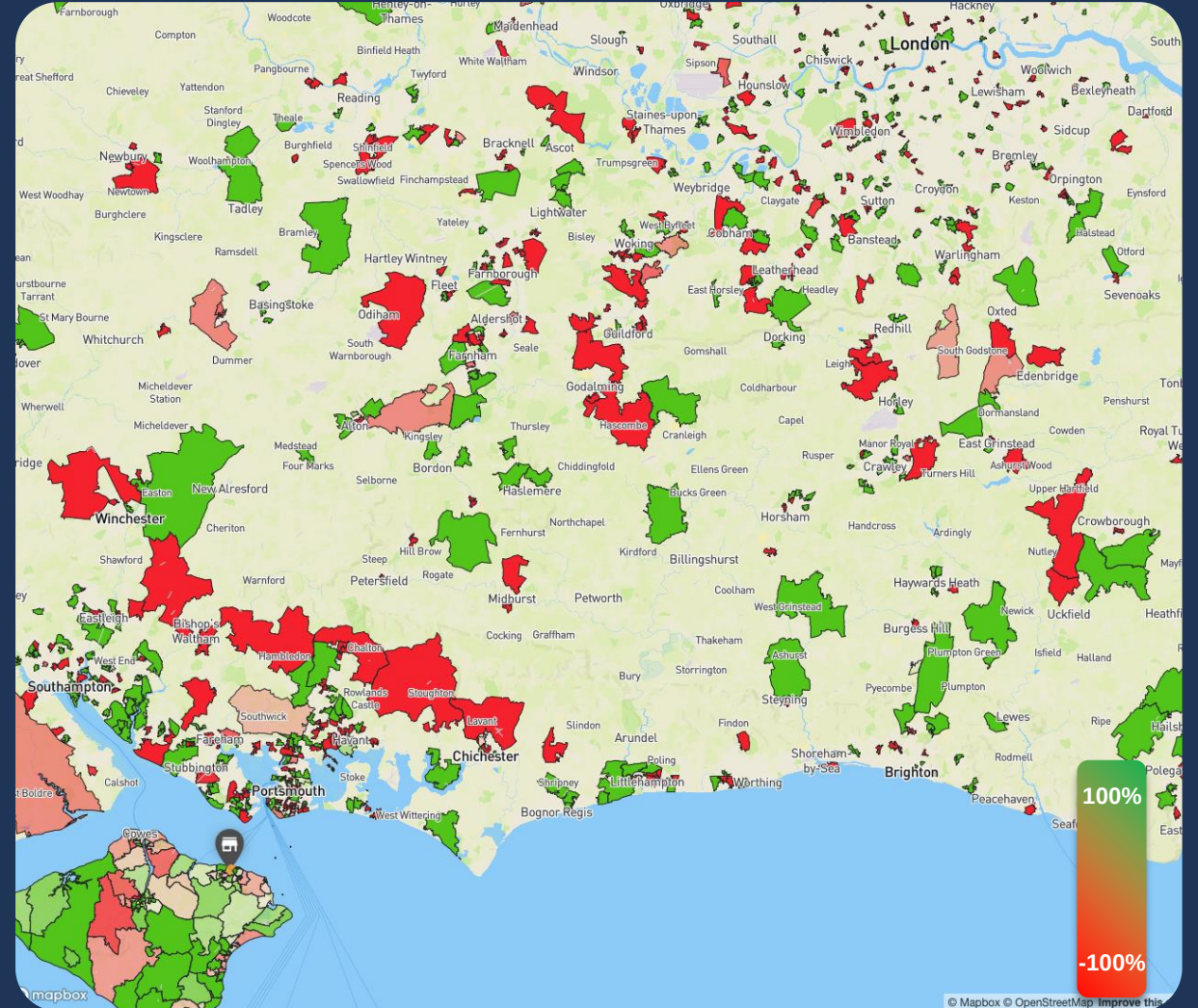


CHANGE IN VISITOR LEVELS  
JULY 2021-22 vs JULY 2020-21 (zoomed out)



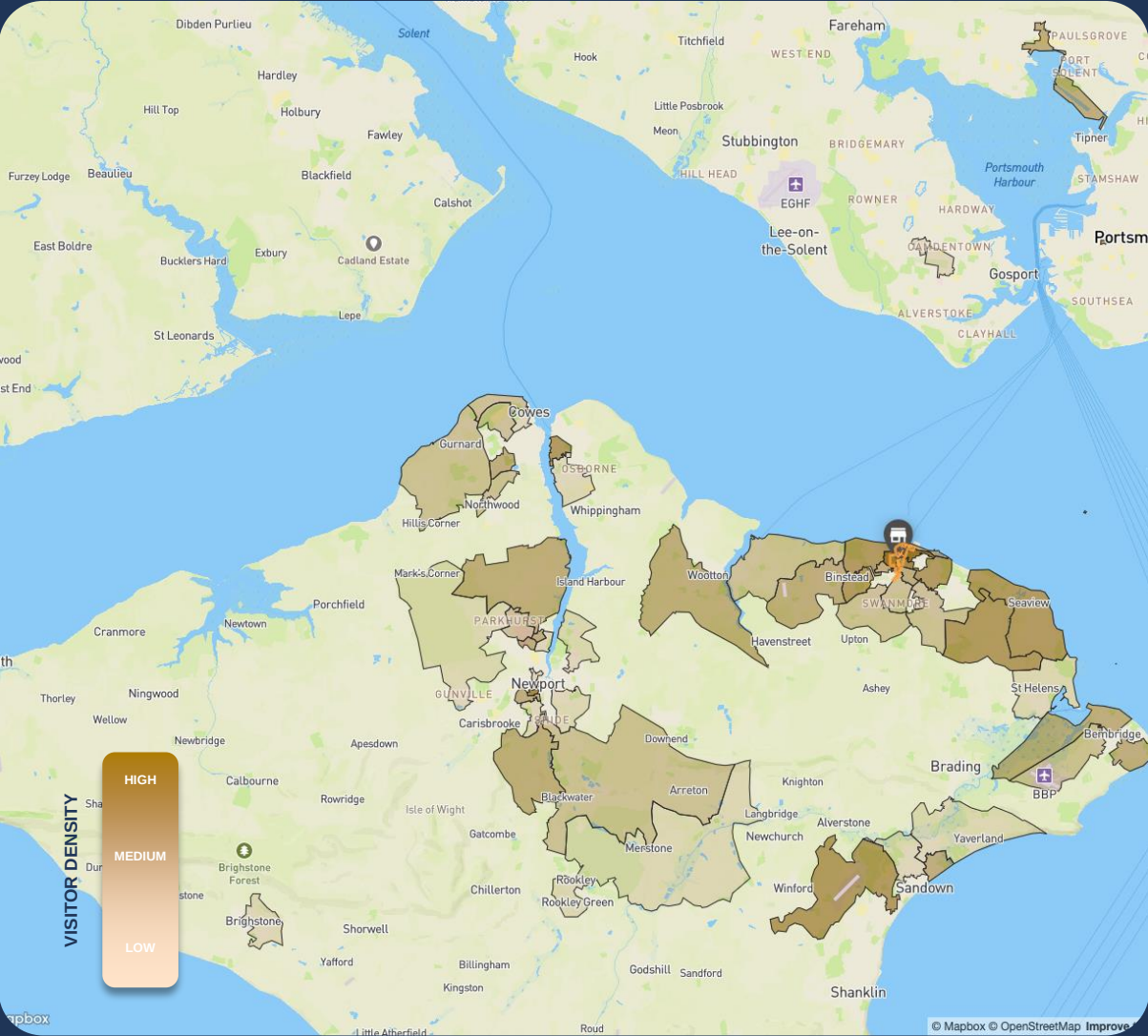


### CHANGE IN VISITOR LEVELS JULY 2022 vs JULY 2021 (zoomed out)

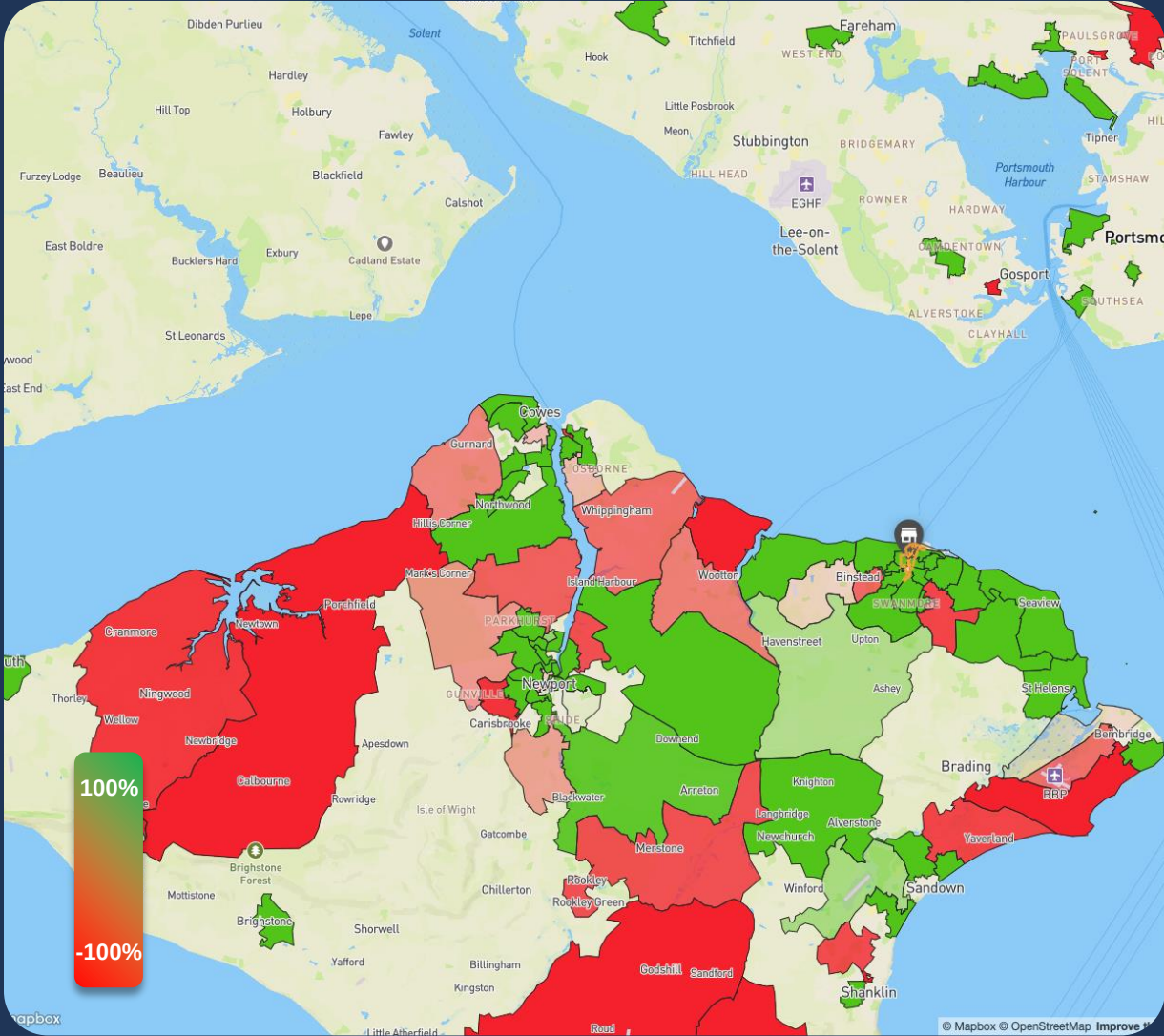


# RYDE WORKER CATCHMENT CHANGE — JULY 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE JULY 2022

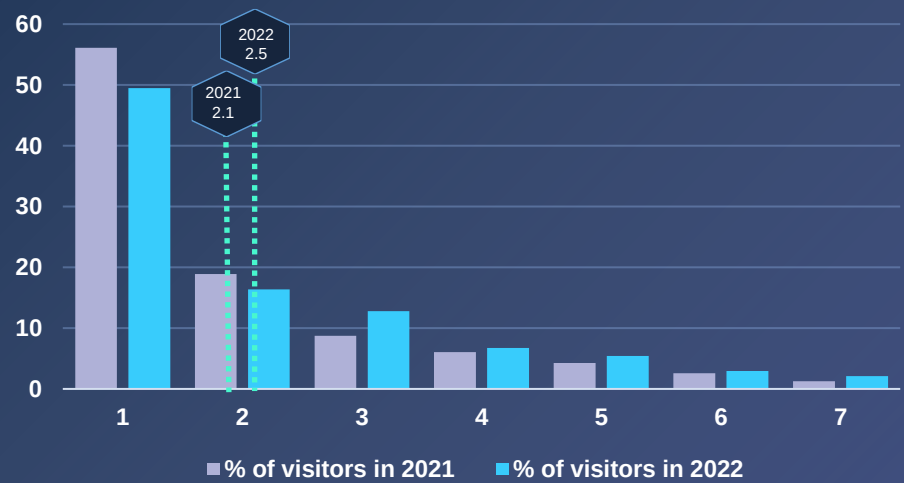


CHANGE IN WORKER CATCHMENT JULY 2022 vs JULY 2021

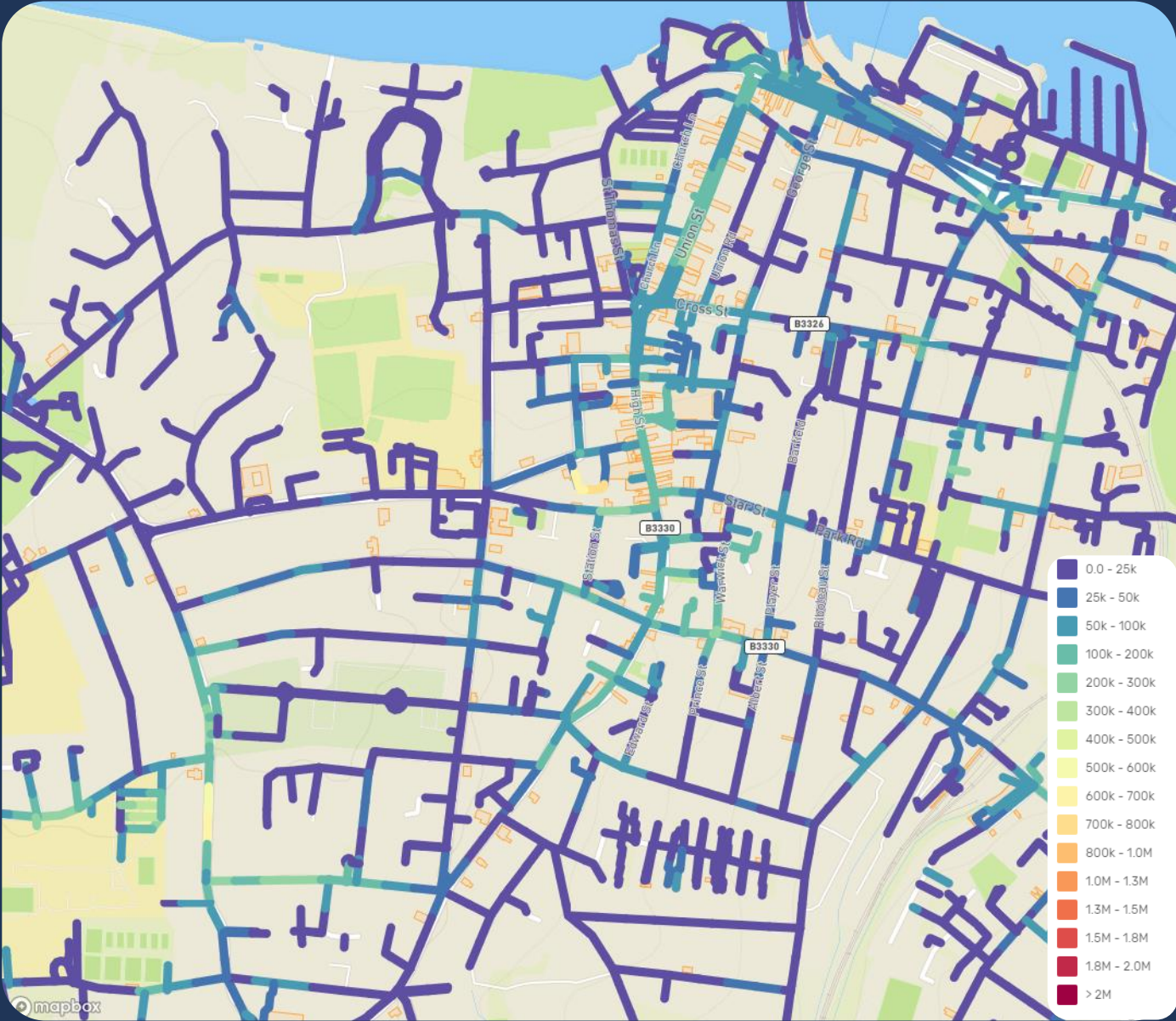
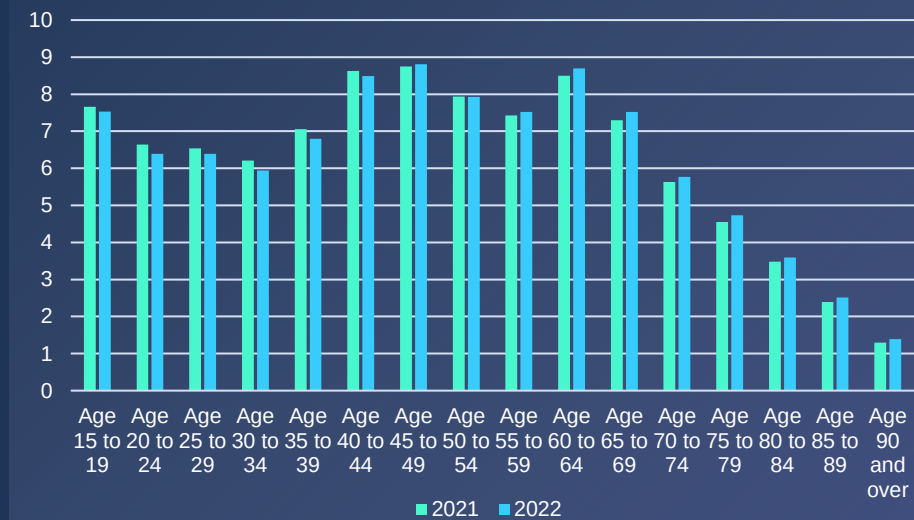


# RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (JULY 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



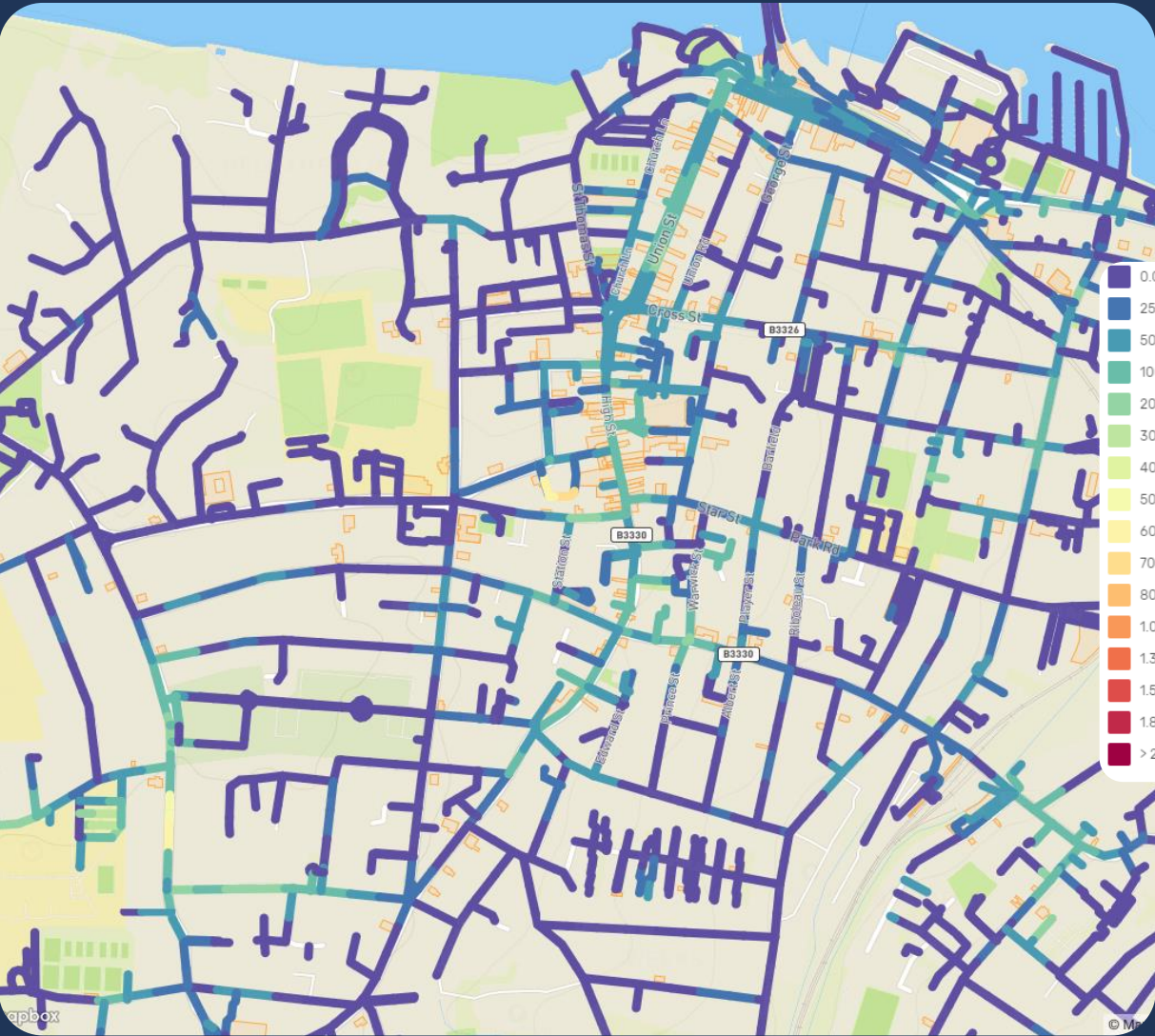
RYDE VISITOR AGE RANGE (%)  
JULY 2022 VS JULY 2021



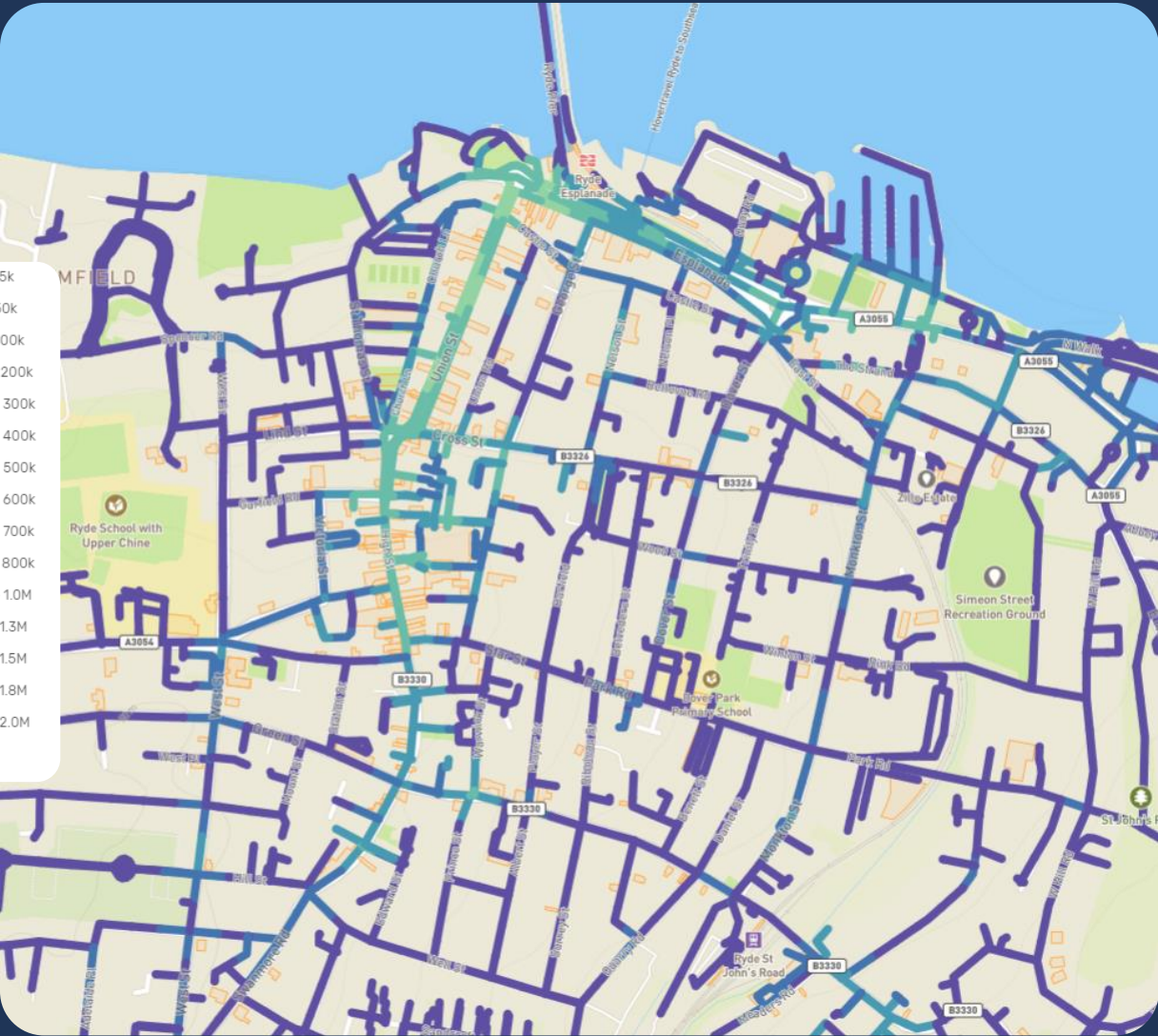
RYDE TOWN CENTRE FOOTFALL HEAT MAP JULY 2022

# RYDE PEDESTRIAN VISITOR BEHAVIOURS – JULY 2022 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP JULY 2022



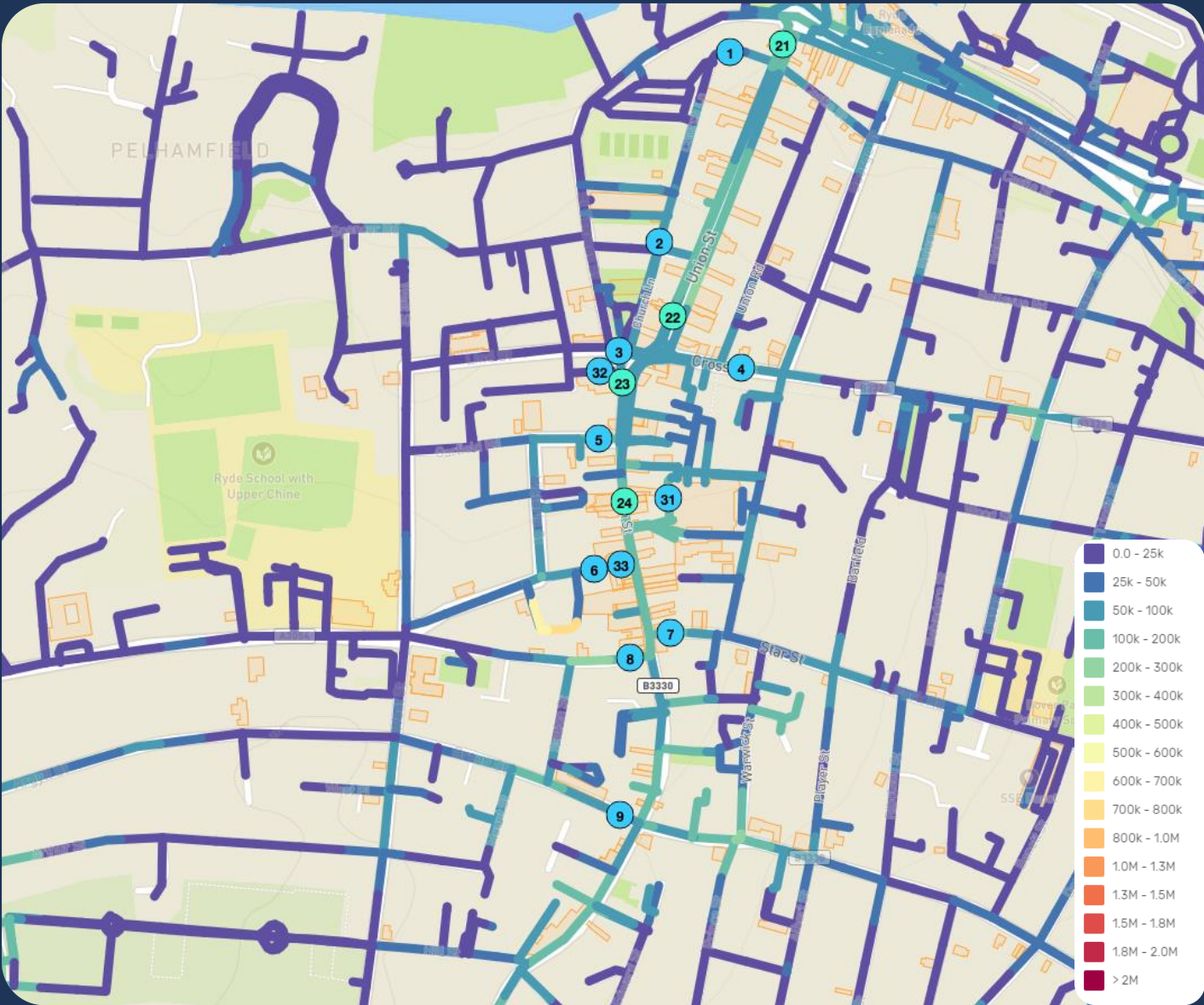
RYDE TOWN CENTRE FOOTFALL HEAT MAP JULY 2021



# RYDE KEY LOCATION FOOTFALL — (JULY 2022 VS JULY 2021)



## CENTRE FOOTFALL DATA JULY 2022 VS JULY 2021 — ENTRY POINTS

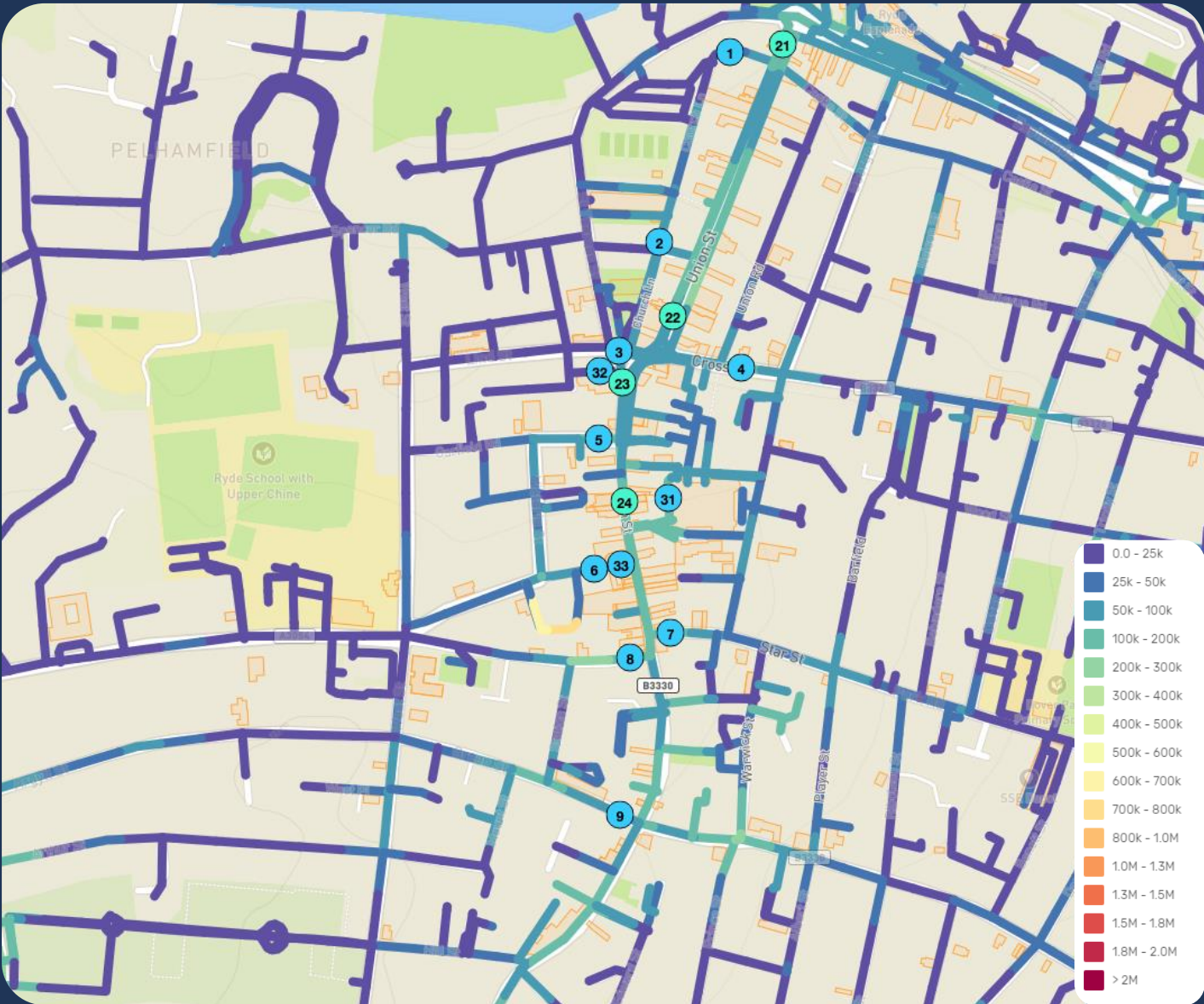
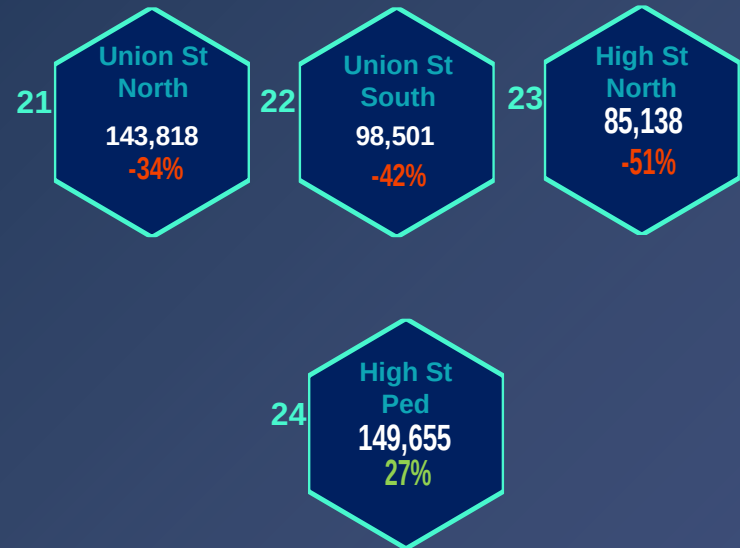


RYDE TOWN CENTRE FOOTFALL HEAT MAP JULY 2022

# RYDE KEY LOCATION FOOTFALL — (JULY 2022 VS JULY 2021)



## CENTRE FOOTFALL DATA JULY 2022 VS JULY 2021 — ENTRY POINTS

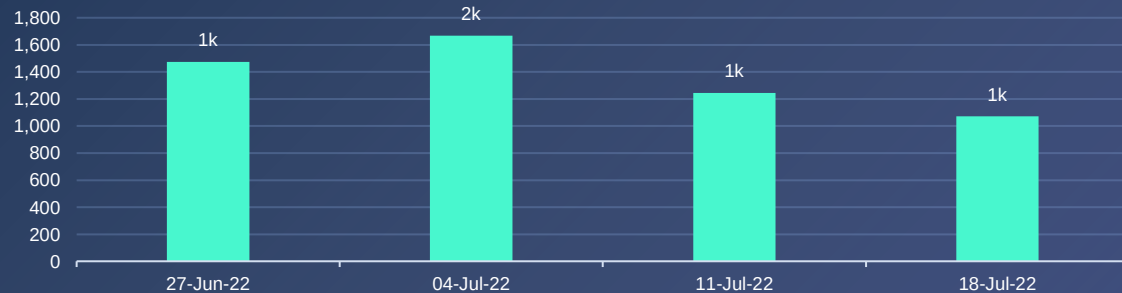


KEY: PEDESTRIAN NUMBERS JULY 2022

RYDE TOWN CENTRE FOOTFALL HEAT MAP JULY 2022



## CHANGE IN VISITOR LEVELS JULY 2022 VS JULY 2021



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

## ST THOMAS SQUARE

### TOTAL VISITS

1,415

VISITS JULY 22



-52%

VS JULY 2021



### AVERAGE DWELL TIME

104MINS

AVERAGE TIME SPENT  
JULY 22



4 MINS

VS JULY 2021

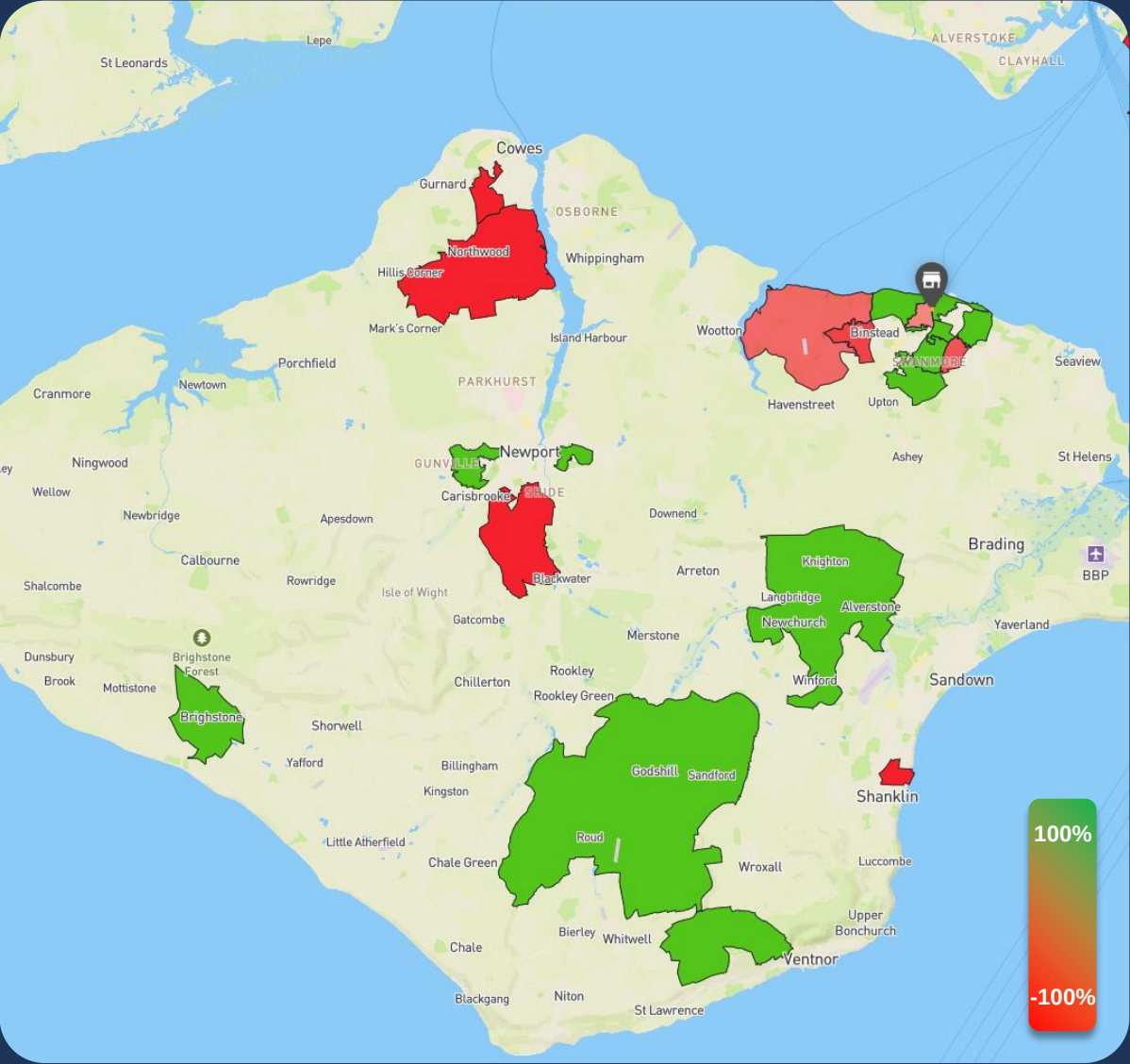


### PEDESTRIANS

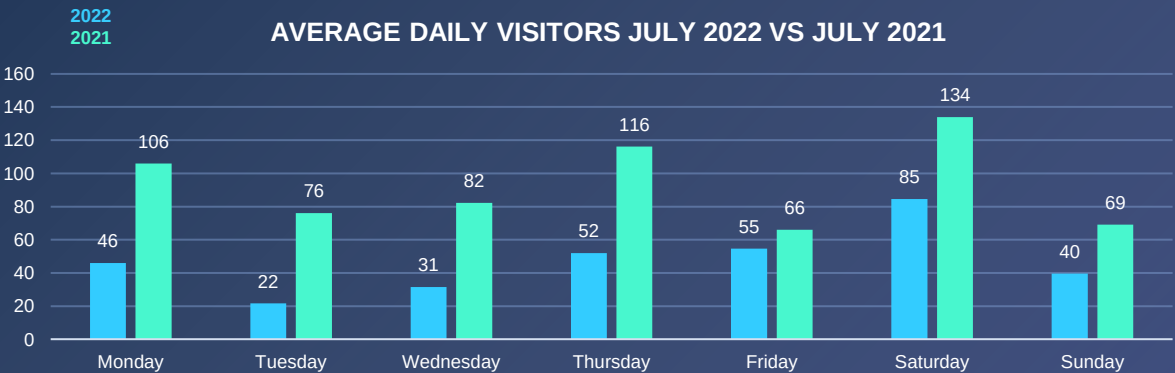
20,269

PEDESTRIANS PASSING  
THROUGH SQUARE  
JULY 2022

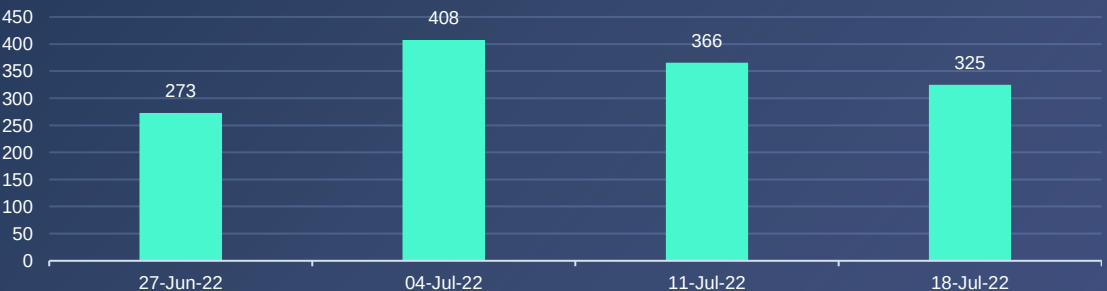
## CHANGE IN VISITOR LEVELS JULY 2022 VS JULY 2021



## AVERAGE DAILY VISITORS JULY 2022 VS JULY 2021



## WEEKLY VISITS JULY 2022





## CHANGE IN VISITOR LEVELS JULY 2022 VS JULY 2021

**PEDESTRIANS PASSING  
THROUGH SQUARE  
JULY 2022**

