

VISITOR INSIGHTS

MONTHLY REPORT

RYDE, Isle of Wight

JUNE 2022

Produced for Ryde and RYDE Heritage Action Zones
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VISITOR | INSIGHTS

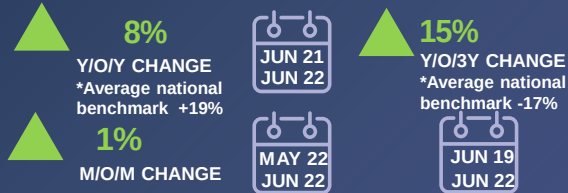
RYDE TOWN CENTRE — JUNE 2022 SUMMARY & BENCHMARKING (JUNE 2021-22)

TOTAL VISITS



774,713

VISITS TO THE HIGH STREET



AVERAGE DWELL TIME



198MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

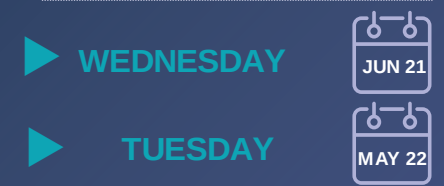


POPULAR VISIT DAY

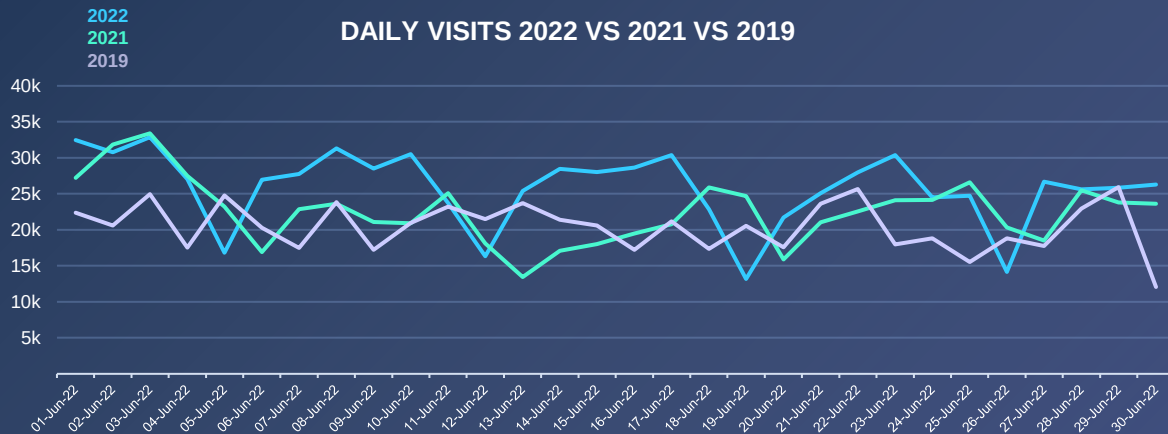


WEDNESDAY

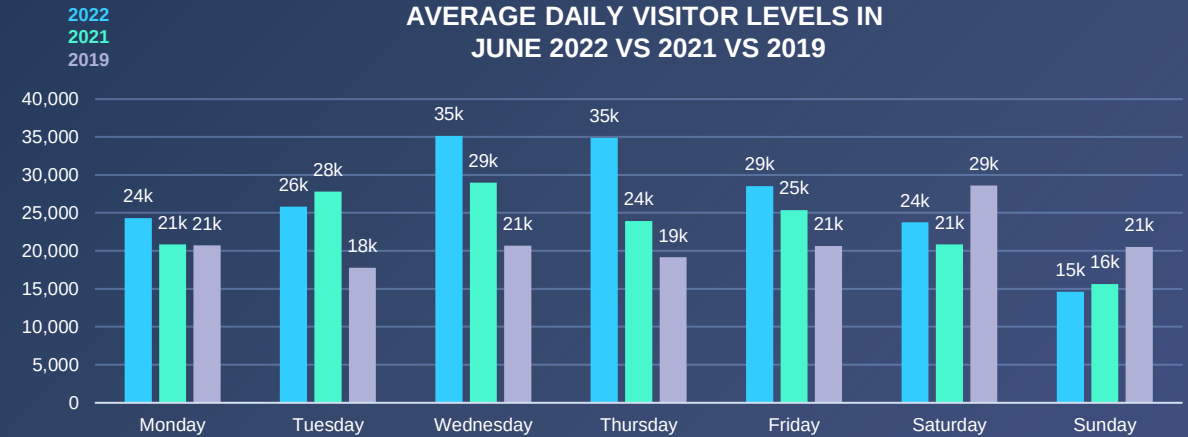
35k AVERAGE VISITS ON FRIDAY IN JUNE



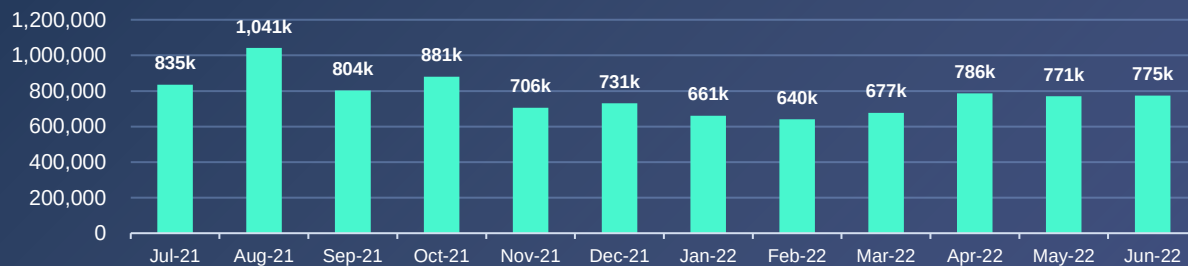
DAILY VISITS 2022 VS 2021 VS 2019



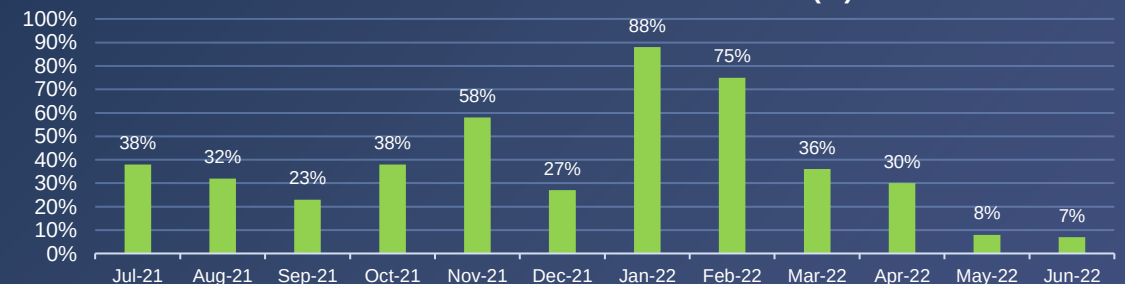
AVERAGE DAILY VISITOR LEVELS IN JUNE 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



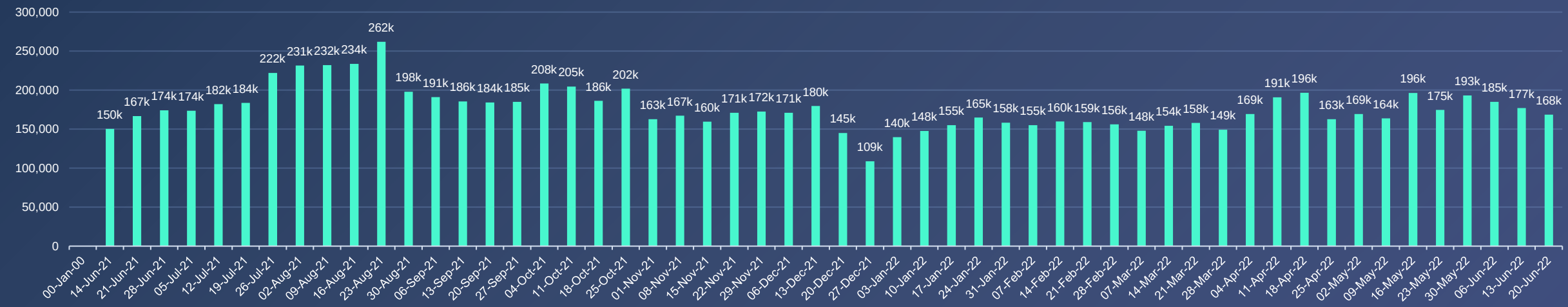
TOTAL VISIT CHANGE BY MONTH (%)



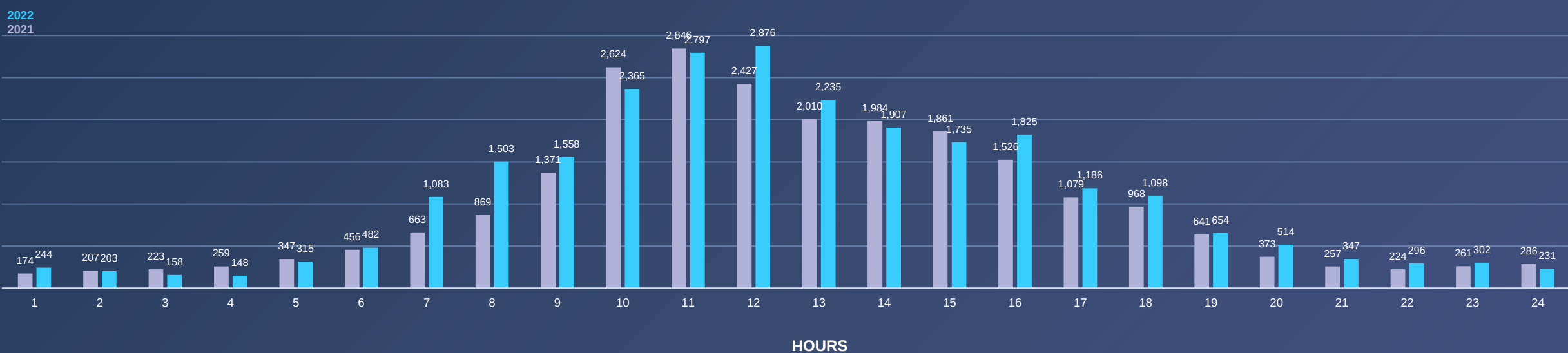
RYDE TOWN CENTRE — JUNE 2022 SUMMARY & BENCHMARKING (JUNE 2021-22)



WEEKLY FOOTFALL



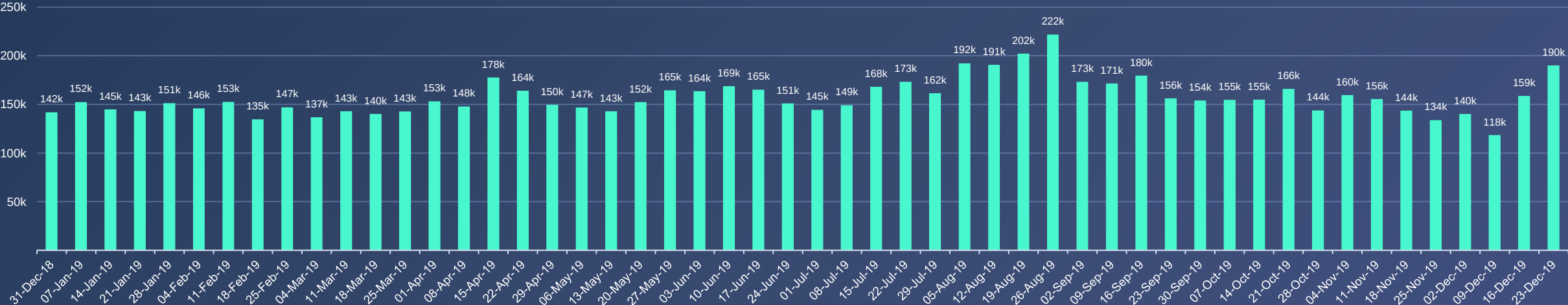
AVERAGE VISITS BY HOUR



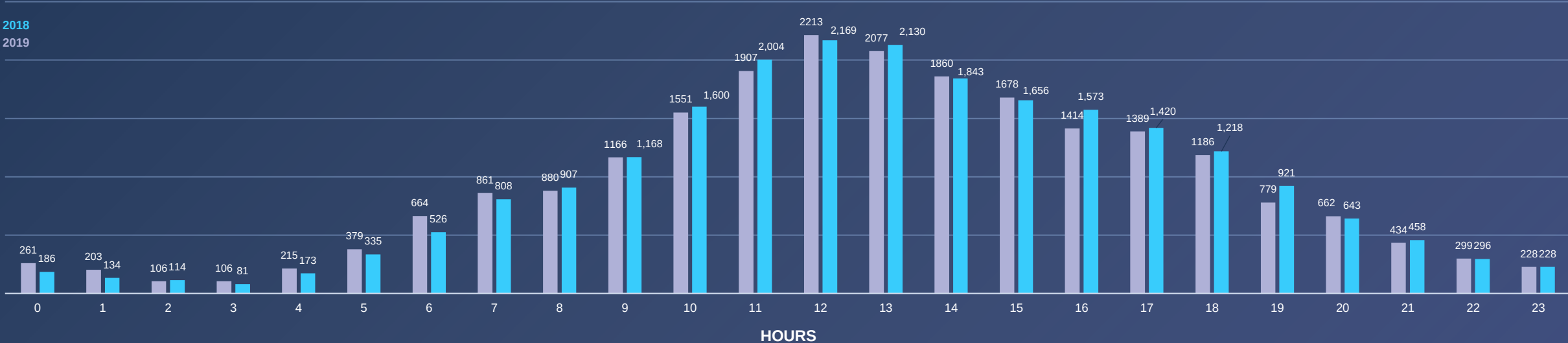
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



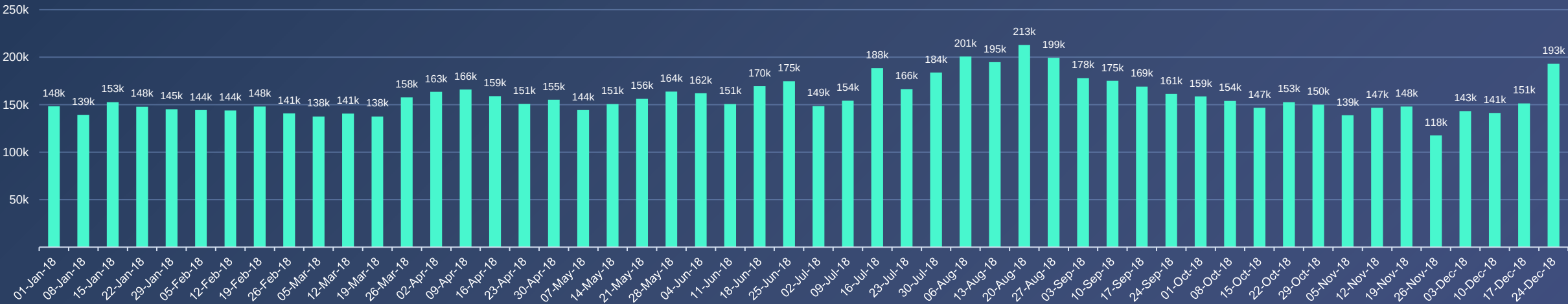
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



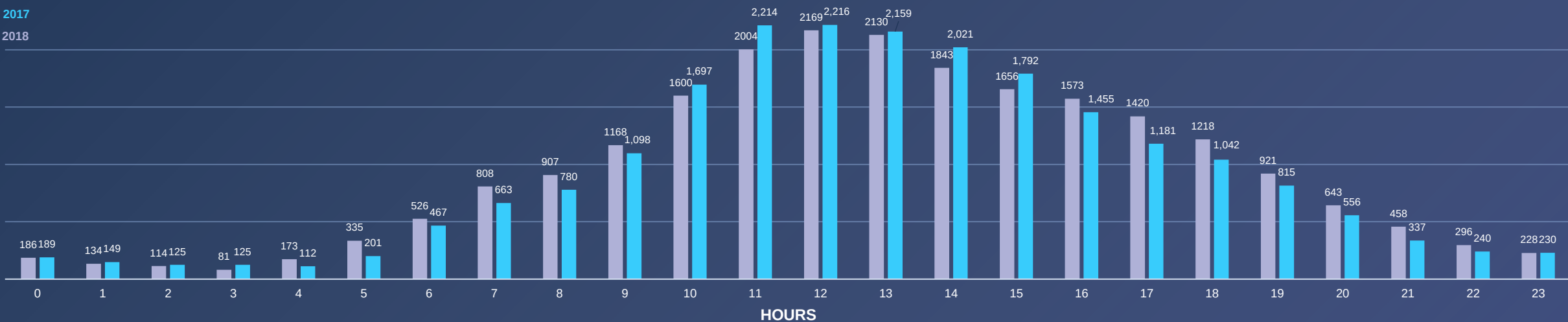
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



10,024,851

VISITS TO THE HIGH STREET
JUNE 21 - JUNE 22

▲ 16%
4 YEAR CHANGE



AVERAGE DWELL TIME



160 MINS

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

▼ -12%
4 YEAR CHANGE



PLACES VISITED



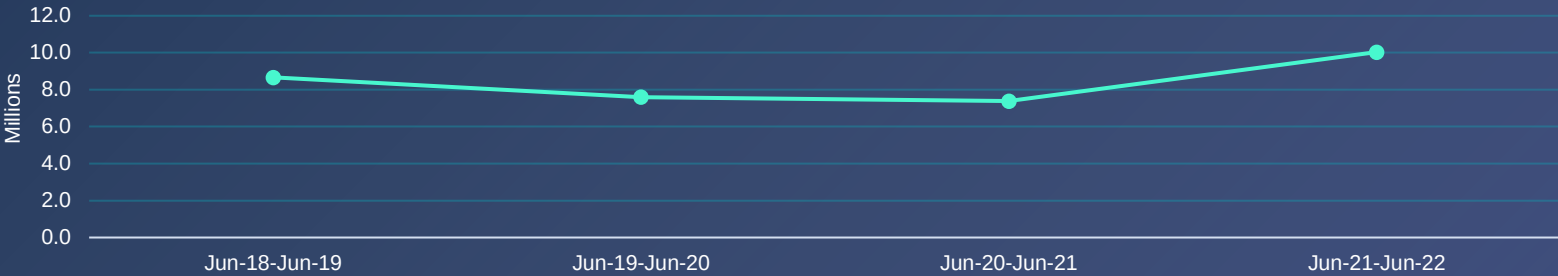
2.2

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

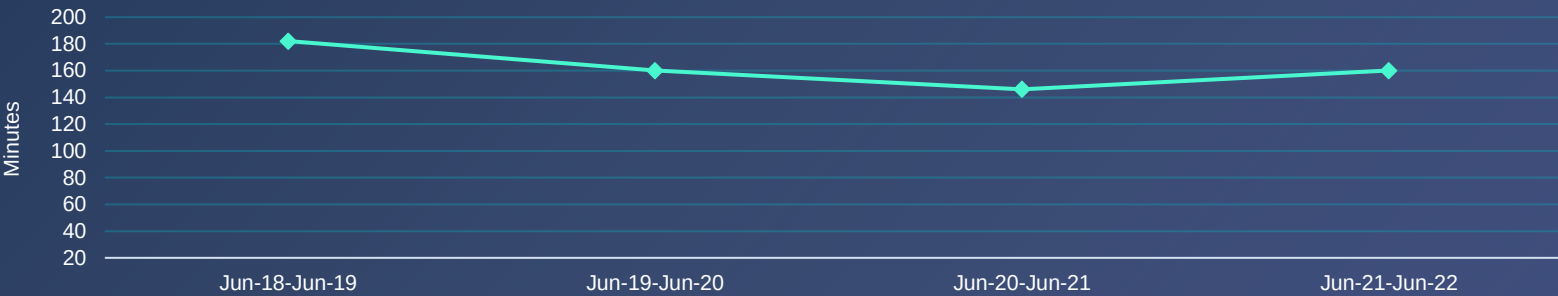
▼ -8%
4 YEAR CHANGE



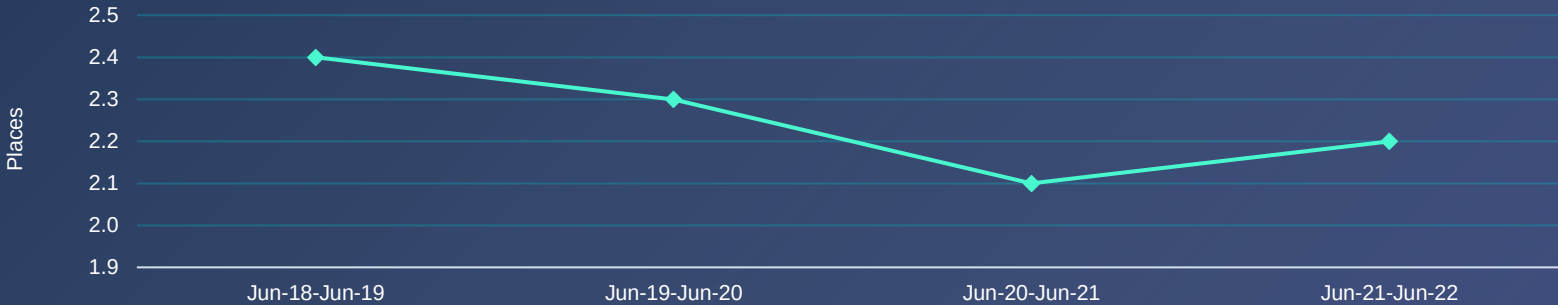
FOOTFALL



DWELL TIME

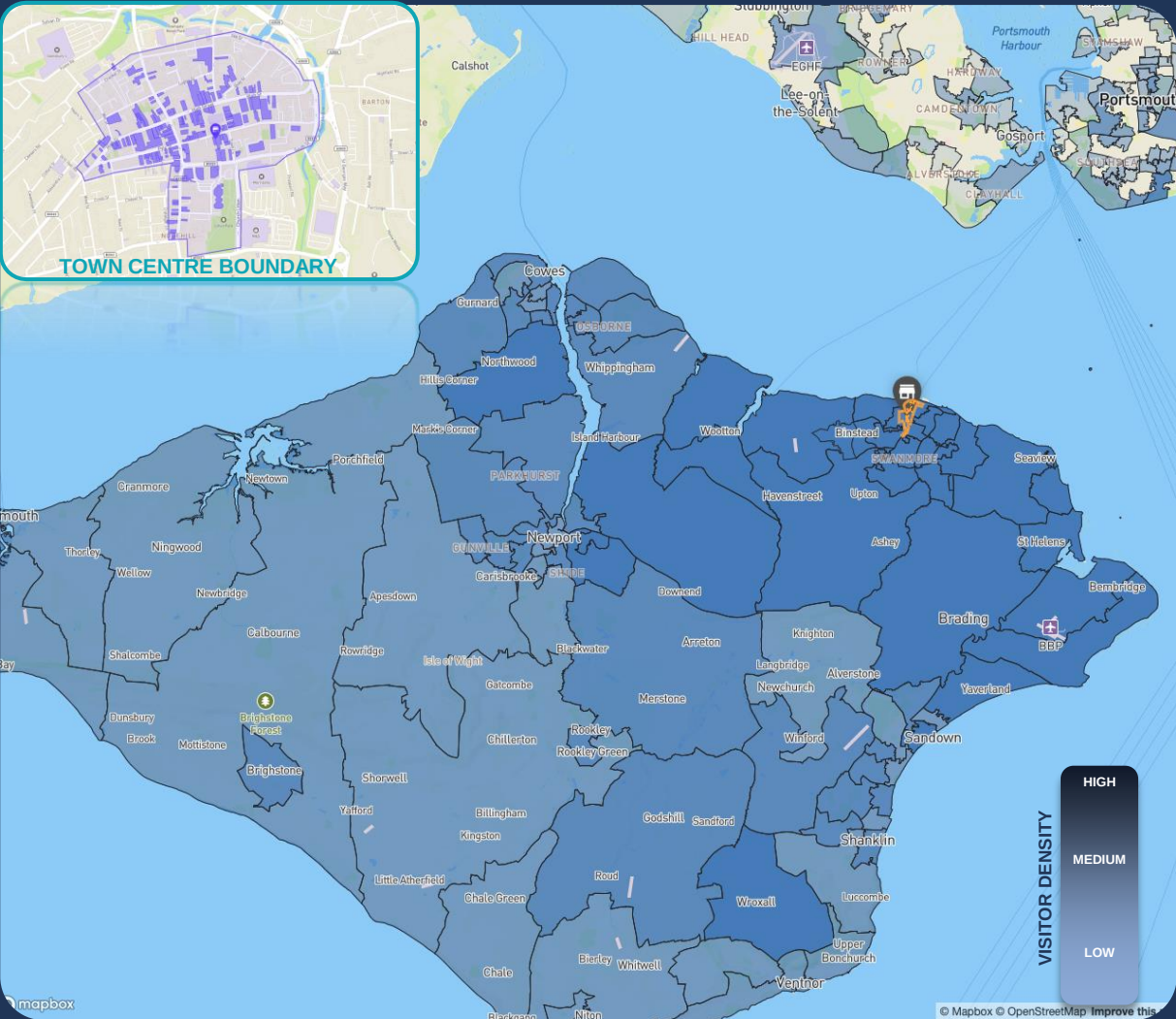


PLACES VISITED

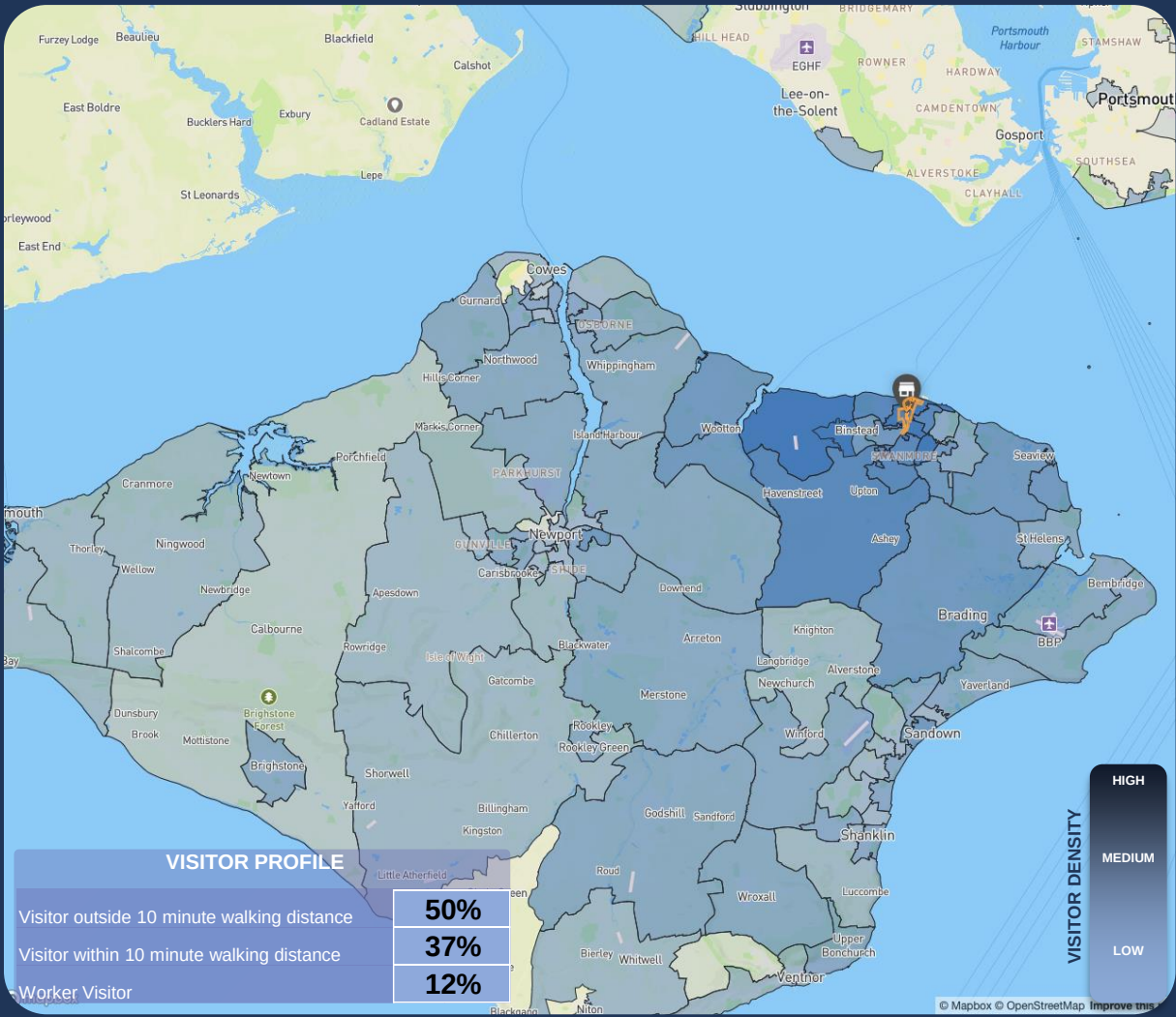


RYDE VISITOR CATCHMENT — JUNE 2022 & BENCHMARKING (JUNE 2021-22)

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

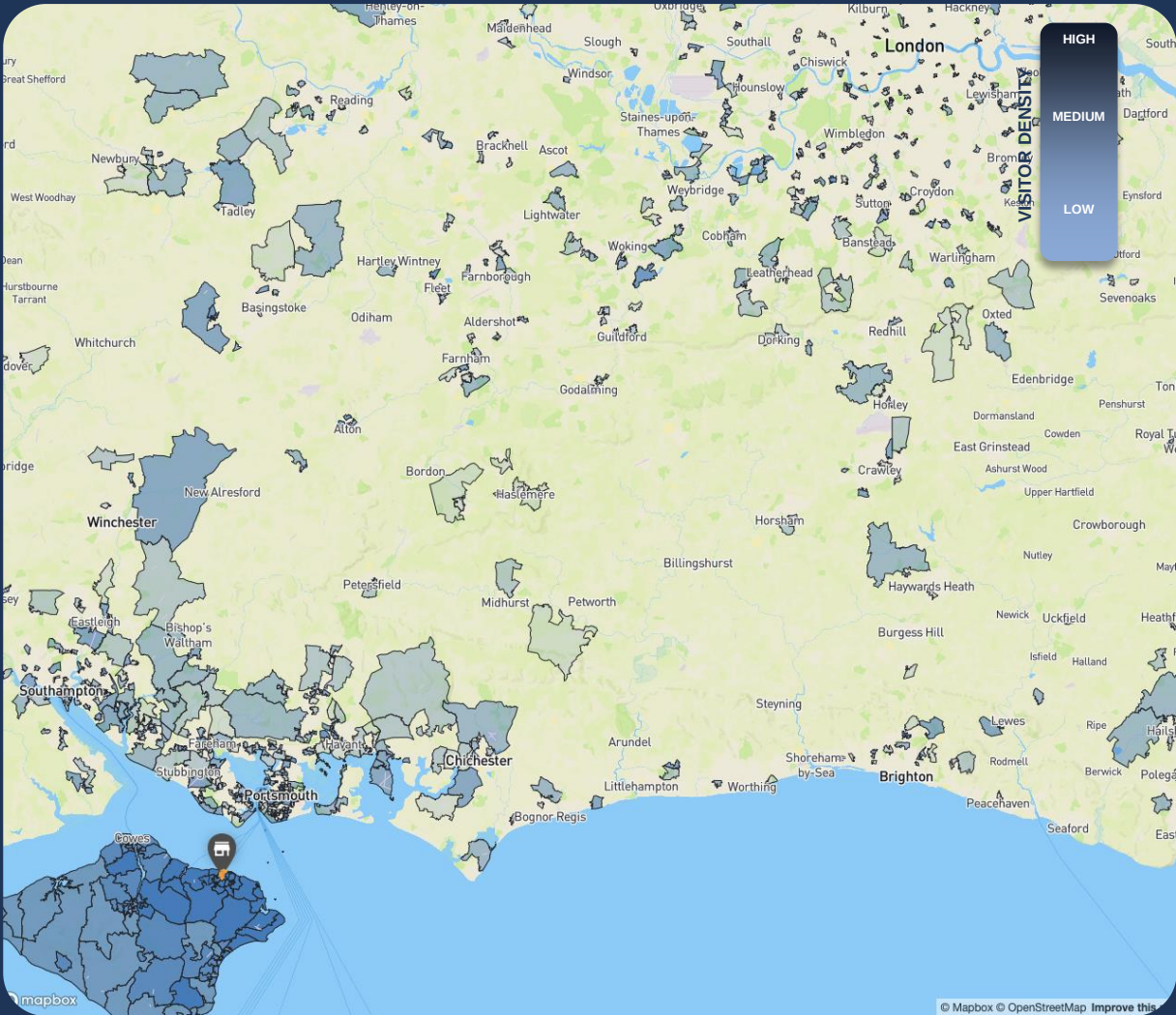


VISITOR CATCHMENT BY POSTCODE
IN JUNE 2022 (zoomed in)

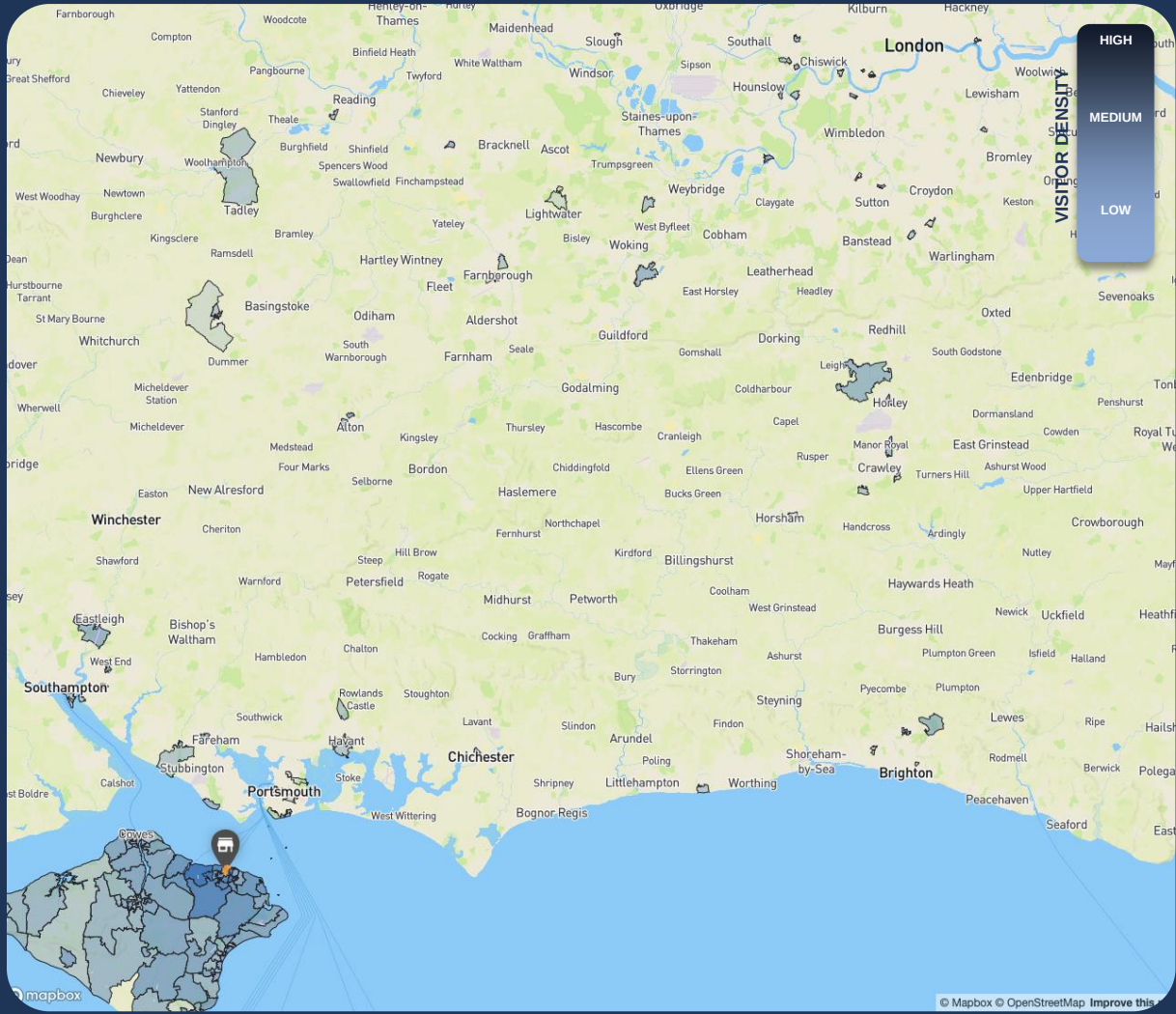


RYDE VISITOR CATCHMENT — JUNE 2022 & BENCHMARKING (JUNE 2021-22)

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

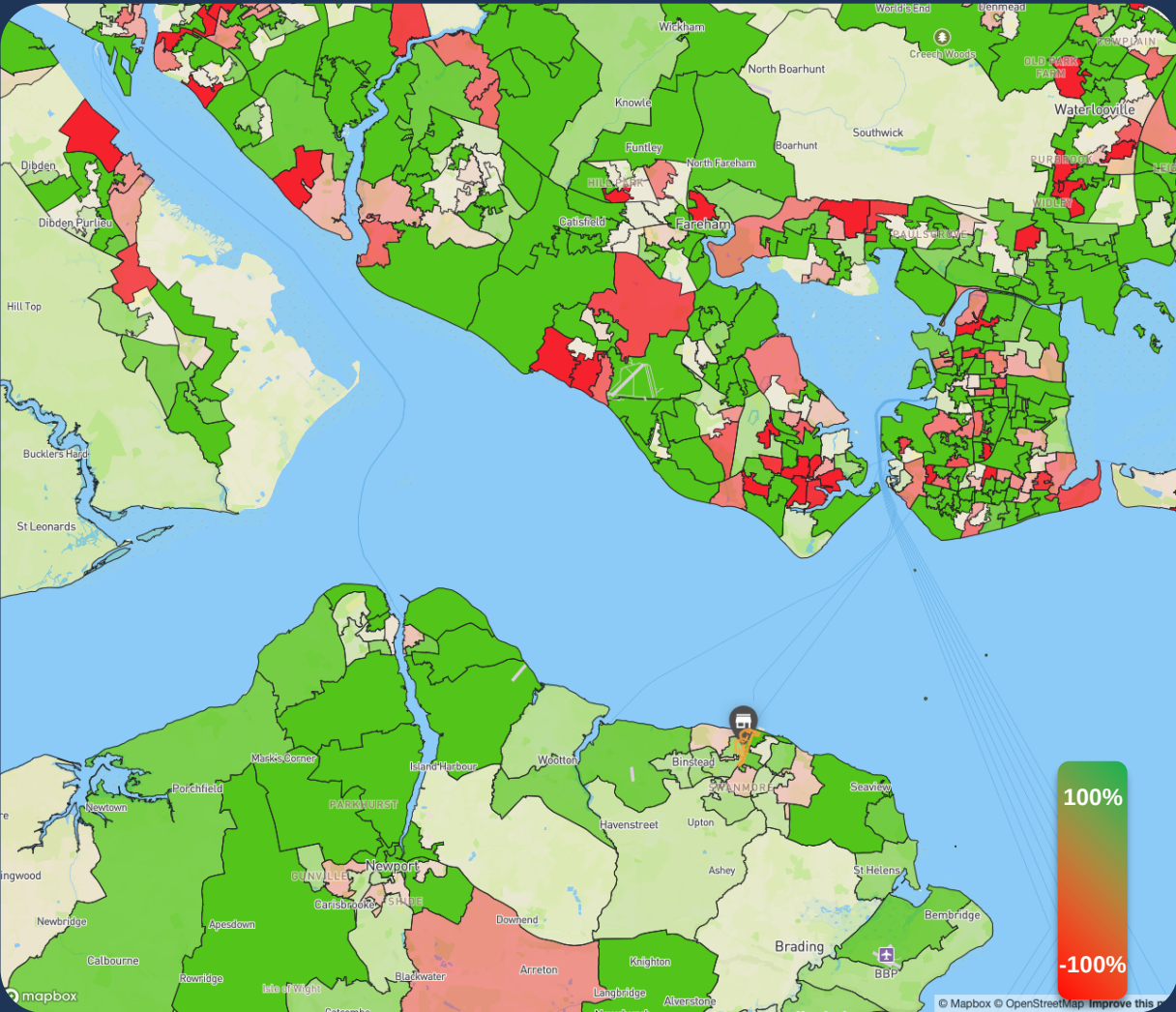


VISITOR CATCHMENT BY POSTCODE
IN JUNE 2022 (zoomed out)

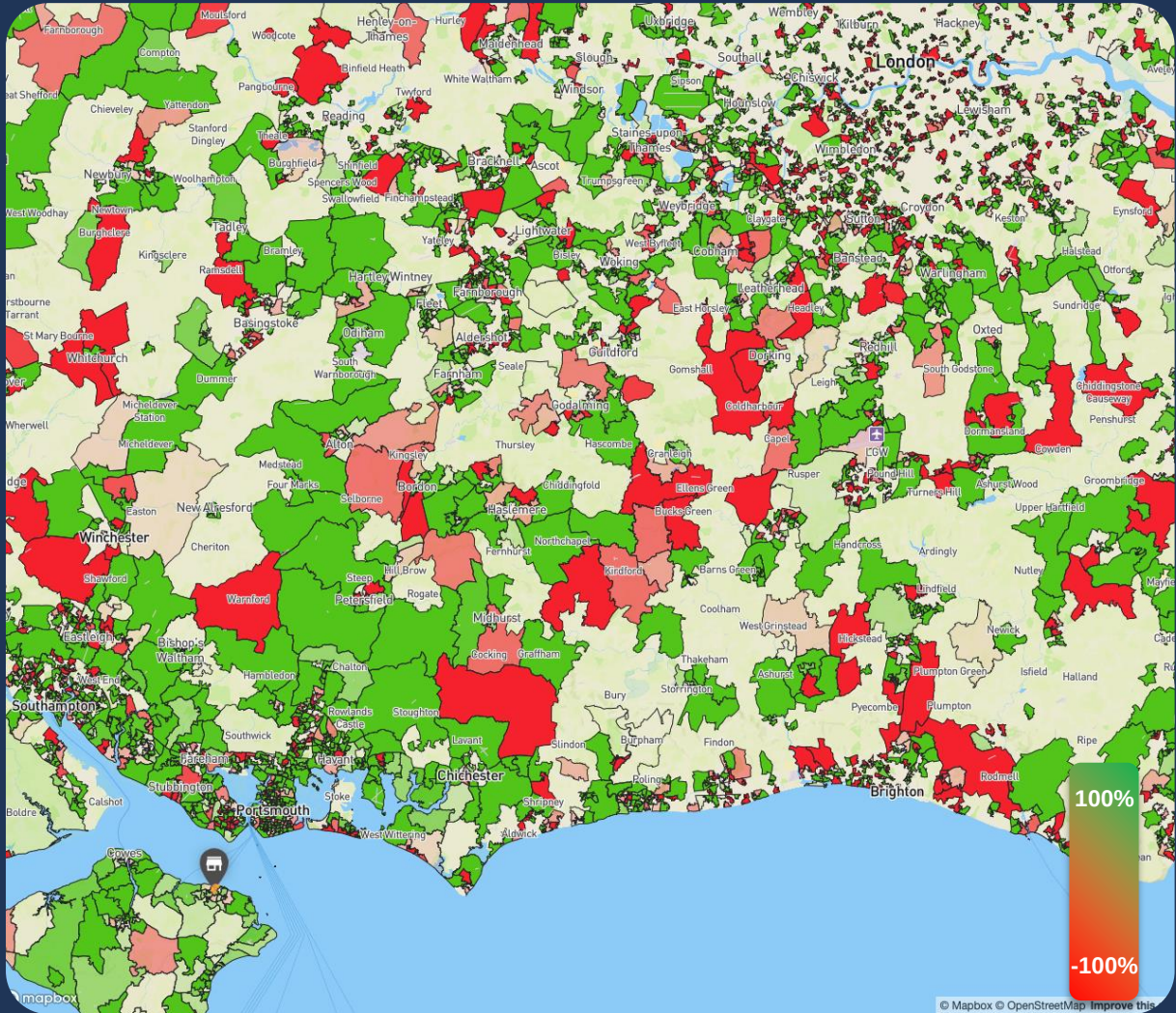


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (JUNE 2021-22)

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

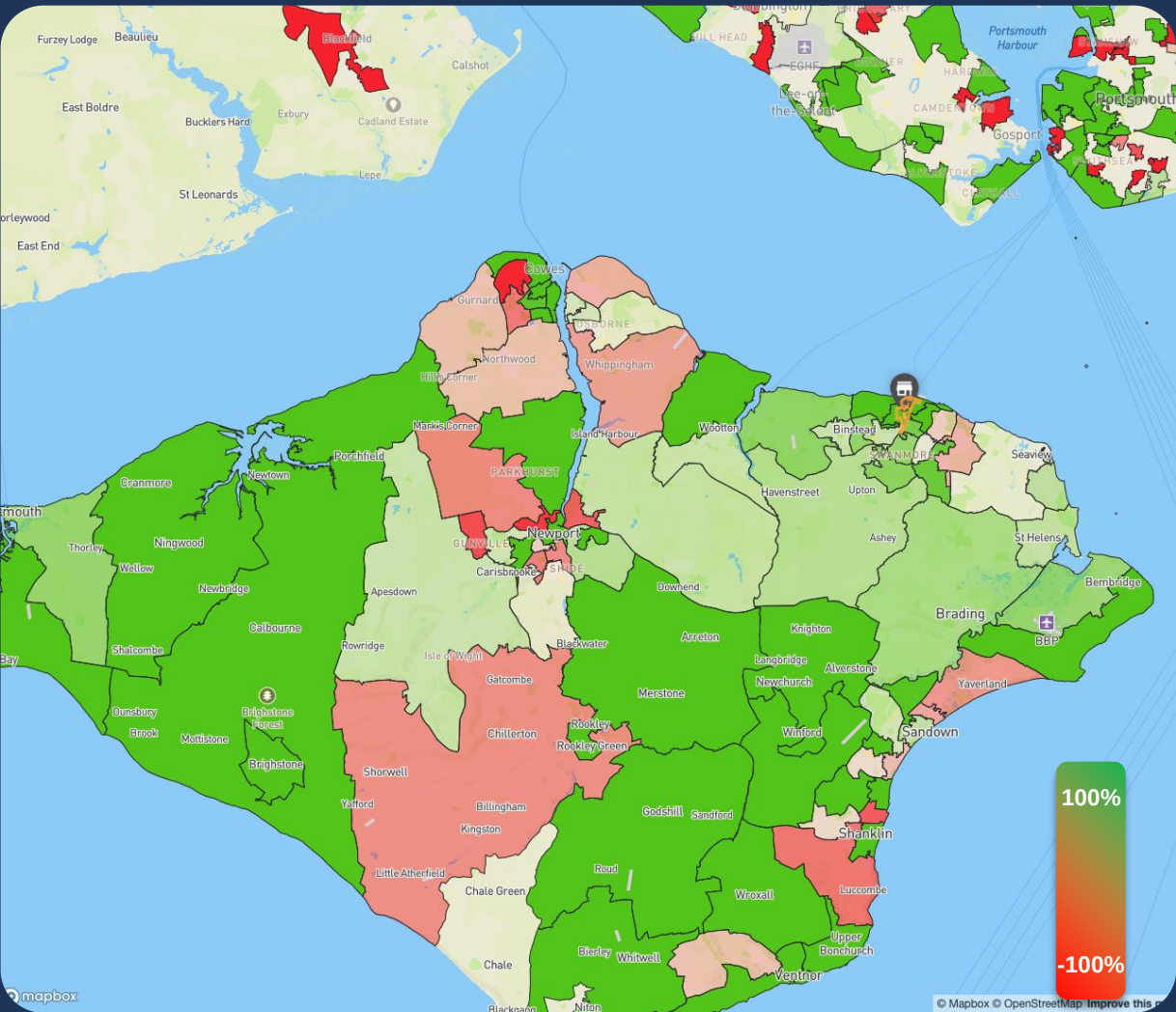


CHANGE IN VISITOR LEVELS
JUNE 2021-22 vs JUNE 2020-21 (zoomed out)

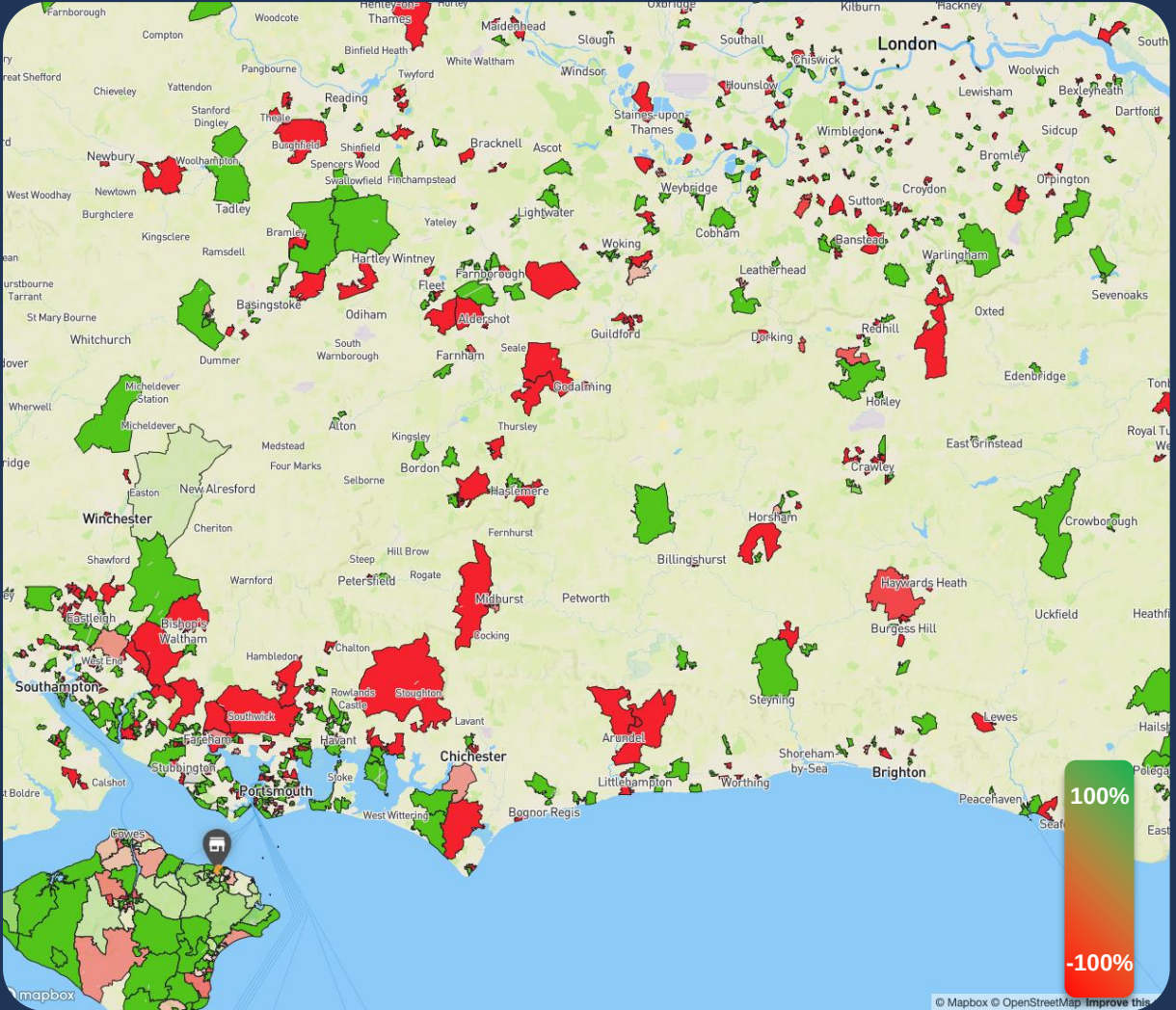


RYDE VISITOR CHANGE BY POSTCODE – JUNE 2022 & BENCHMARKING

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

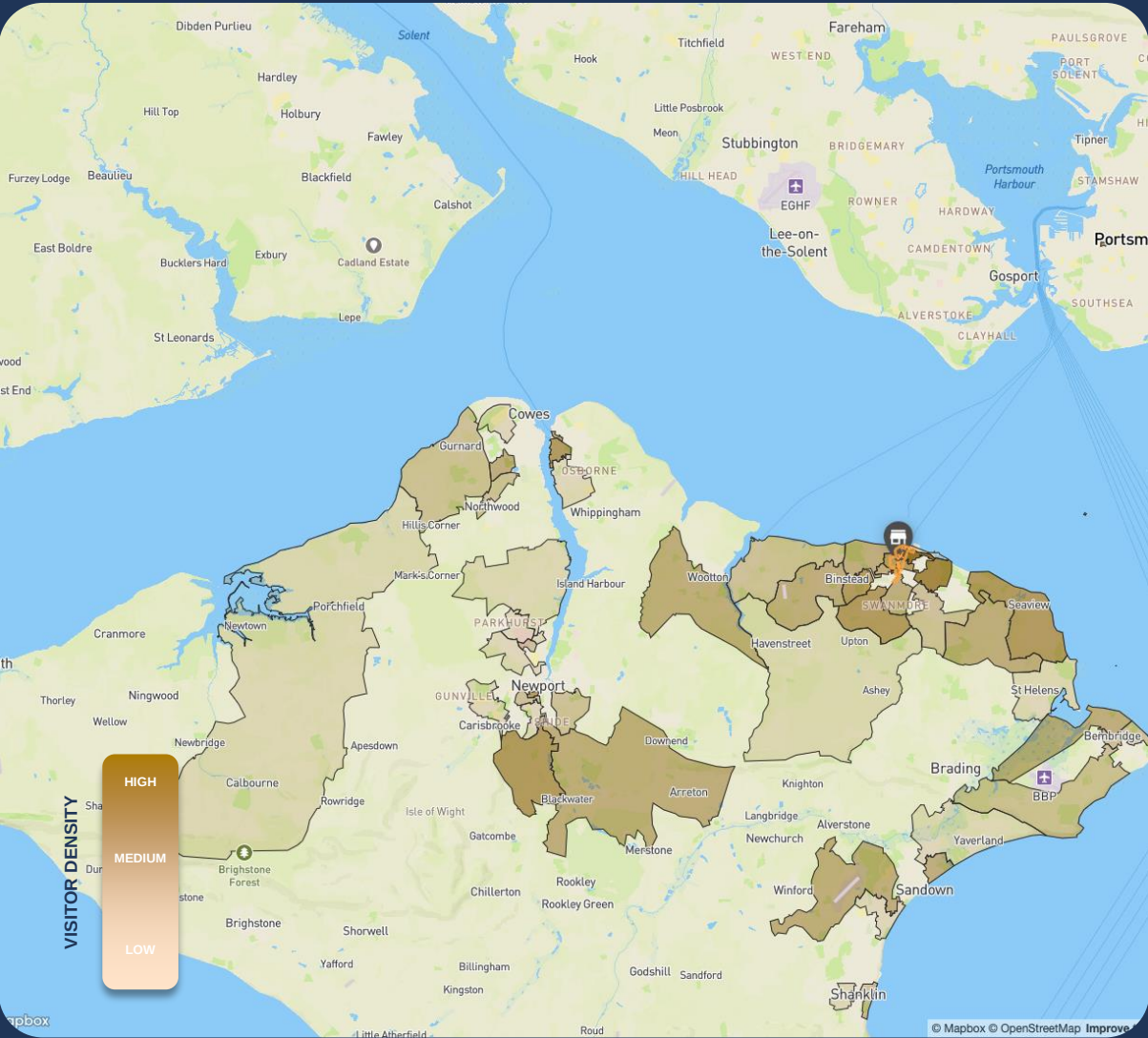


CHANGE IN VISITOR LEVELS
JUNE 2022 vs JUNE 2021 (zoomed out)

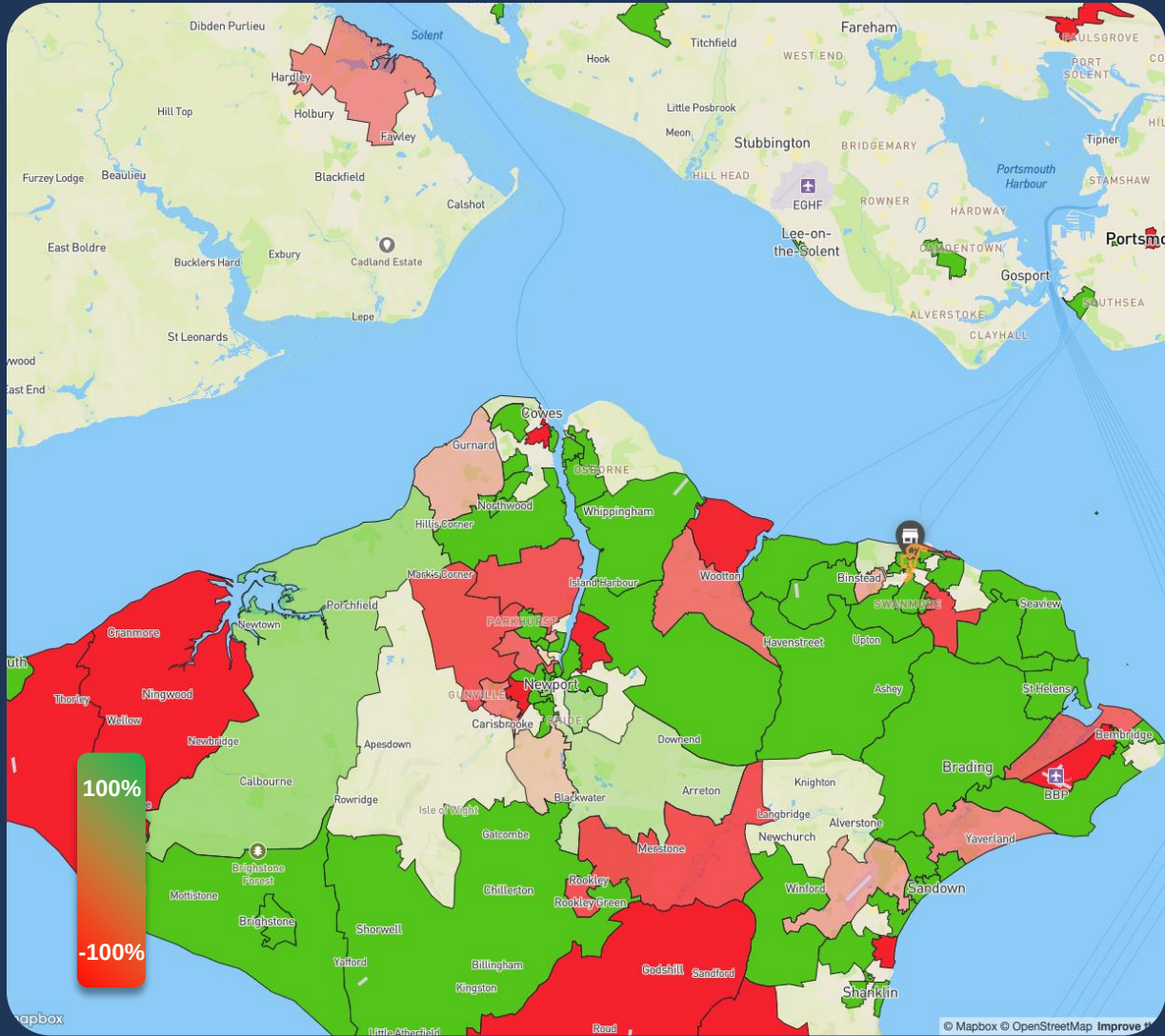


RYDE WORKER CATCHMENT CHANGE — JUNE 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE JUNE 2022

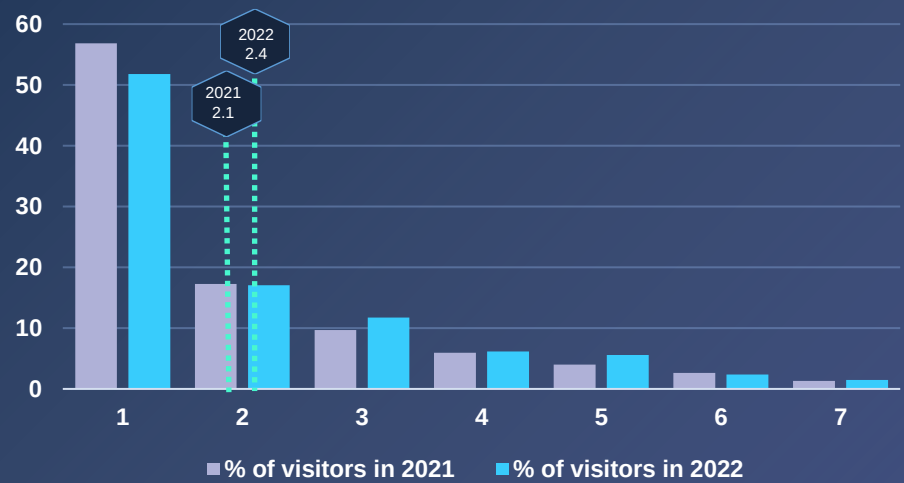


CHANGE IN WORKER CATCHMENT JUNE 2022 vs JUNE 2021

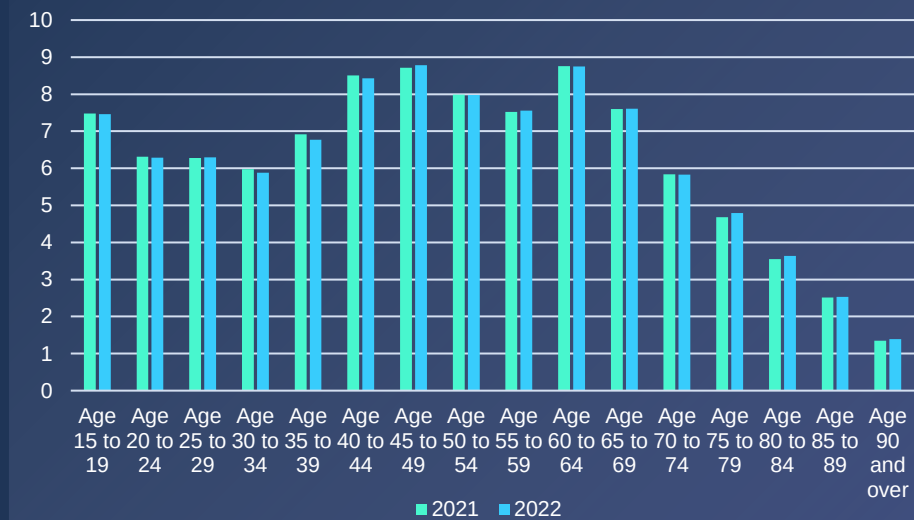


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (JUNE 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



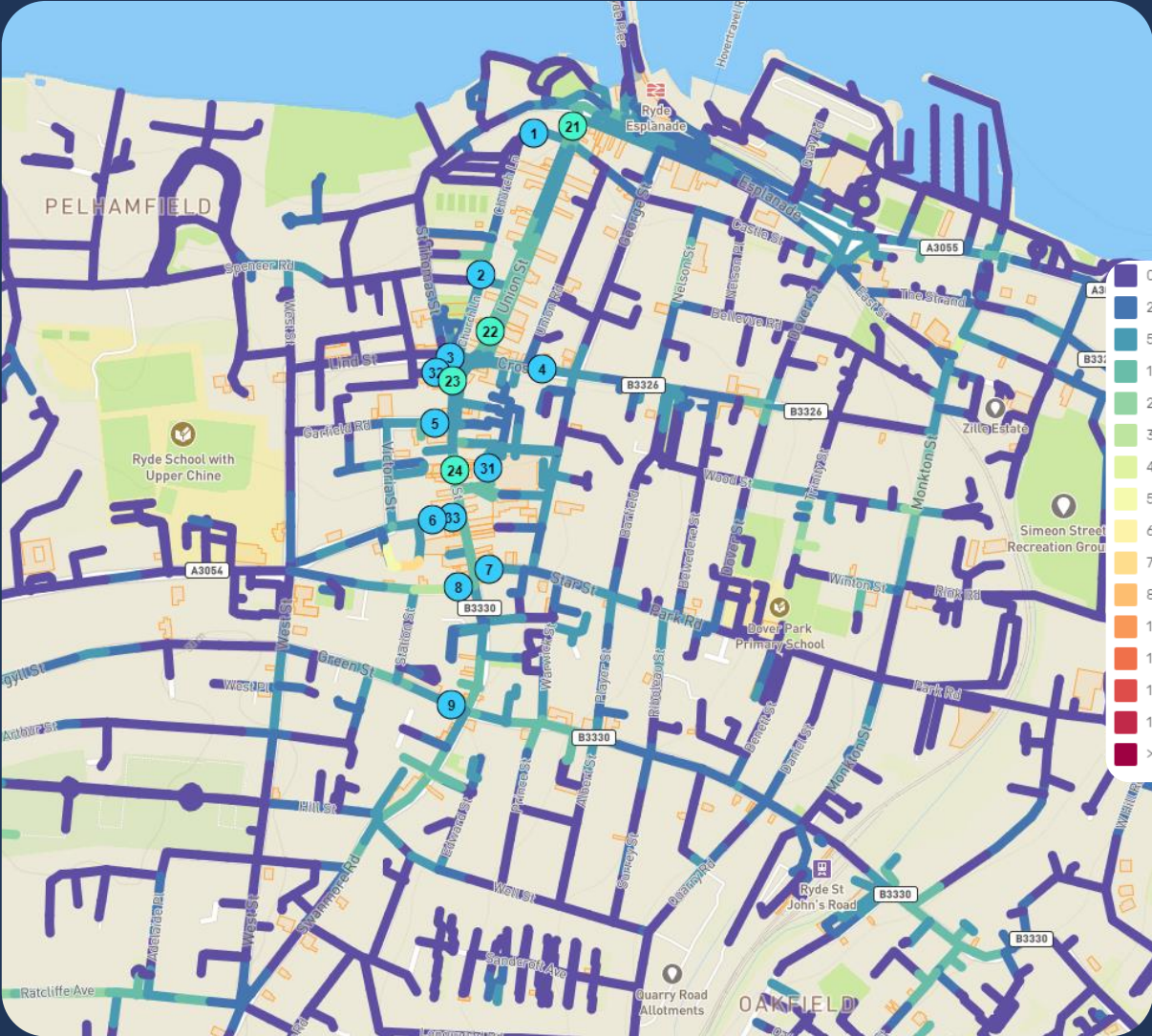
RYDE VISITOR AGE RANGE (%)
JUNE 2022 VS JUNE 2021



RYDE TOWN CENTRE FOOTFALL HEAT MAP JUNE 2022

RYDE PEDESTRIAN VISITOR BEHAVIOURS – JUNE 2022 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP JUNE 2022



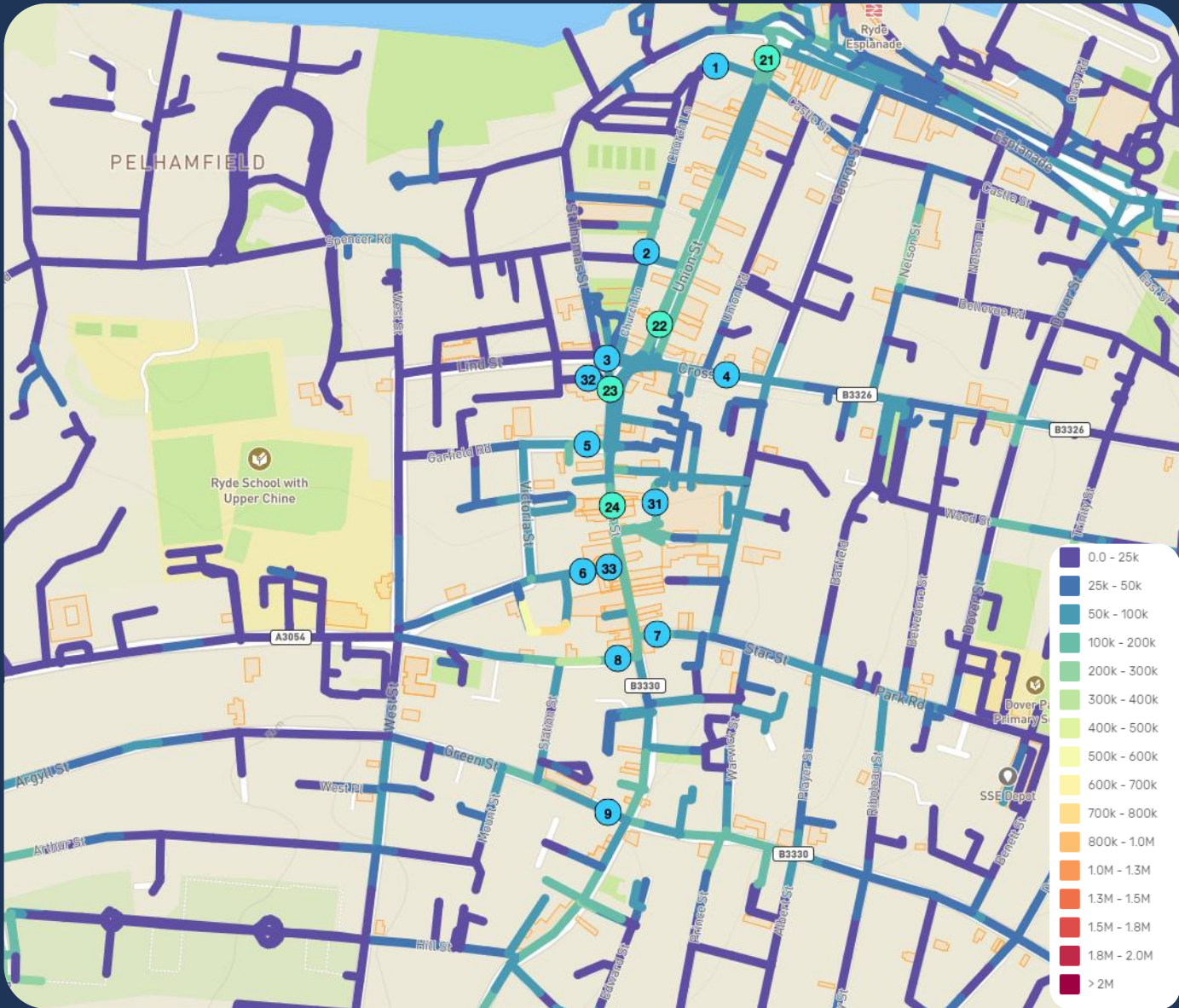
RYDE TOWN CENTRE FOOTFALL HEAT MAP JUNE 2021



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



CENTRE FOOTFALL DATA JUNE 2022 VS JUNE 2021 — ENTRY POINTS



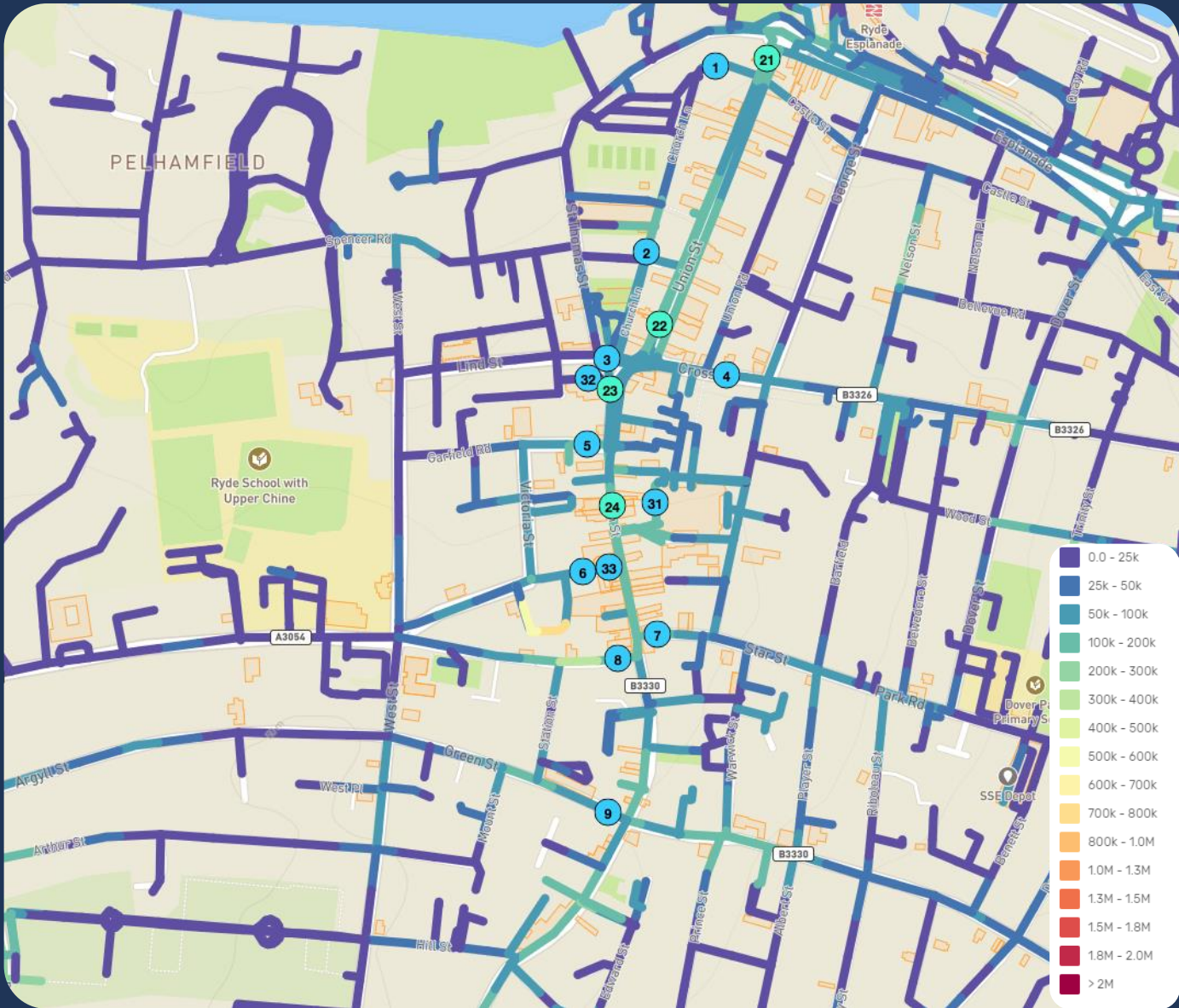
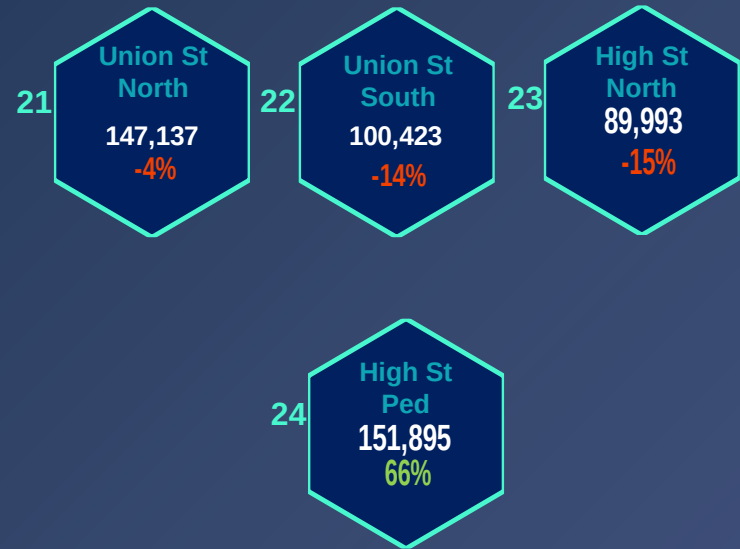
RYDE TOWN CENTRE FOOTFALL HEAT MAP JUNE 2022

KEY: PEDESTRIAN NUMBERS JUNE 2022

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



CENTRE FOOTFALL DATA
JUNE 2022 VS JUNE 2021
— ENTRY POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP JUNE 2022

KEY: PEDESTRIAN NUMBERS JUNE 2022

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

RYDE TOWN SQUARE

TOTAL VISITS

7,395

VISITS JUNE 22



AVERAGE DWELL TIME

30 MINS

AVERAGE TIME SPENT
JUNE 22

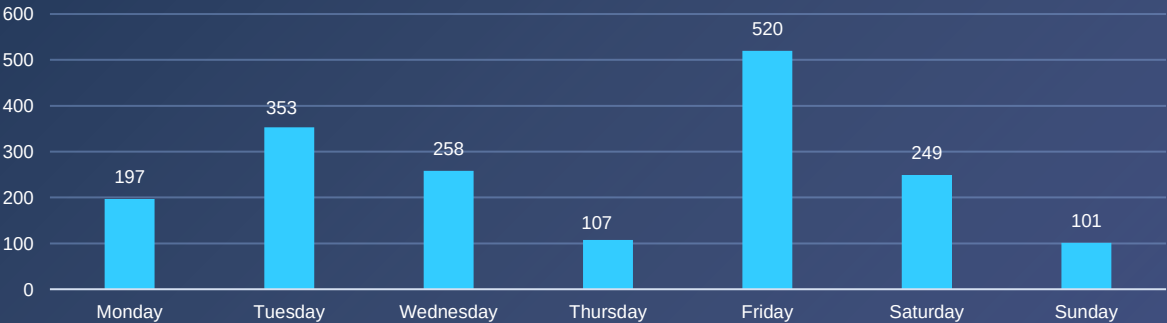


PEDESTRIANS

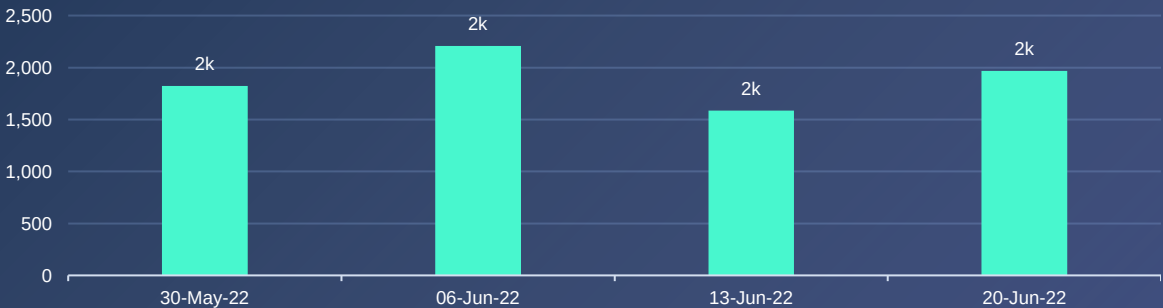
106,810

PEDESTRIANS PASSING
THROUGH SQUARE
JUNE 2022

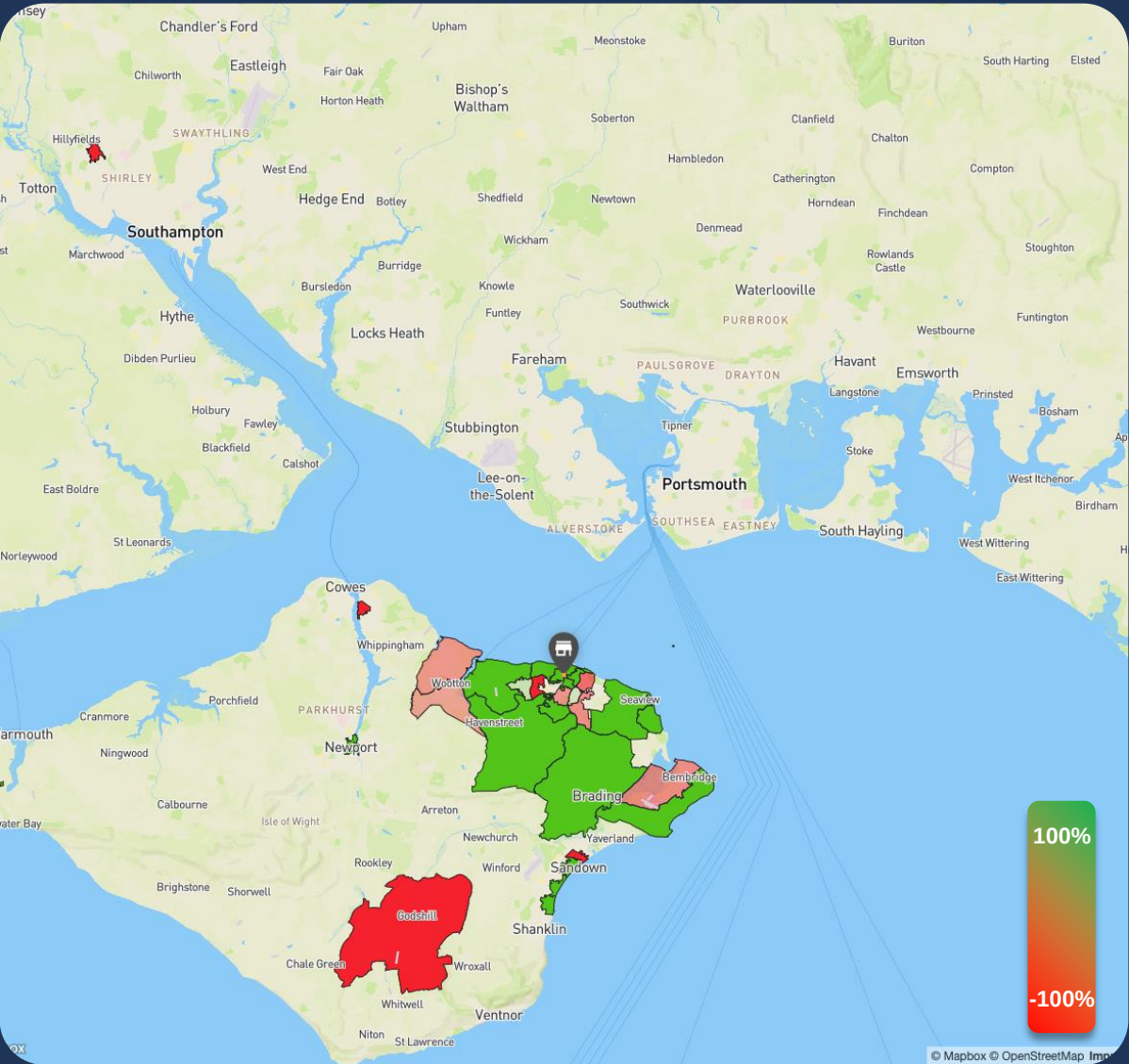
AVERAGE DAILY VISITORS JUNE 2022



WEEKLY VISITS JUNE 2022

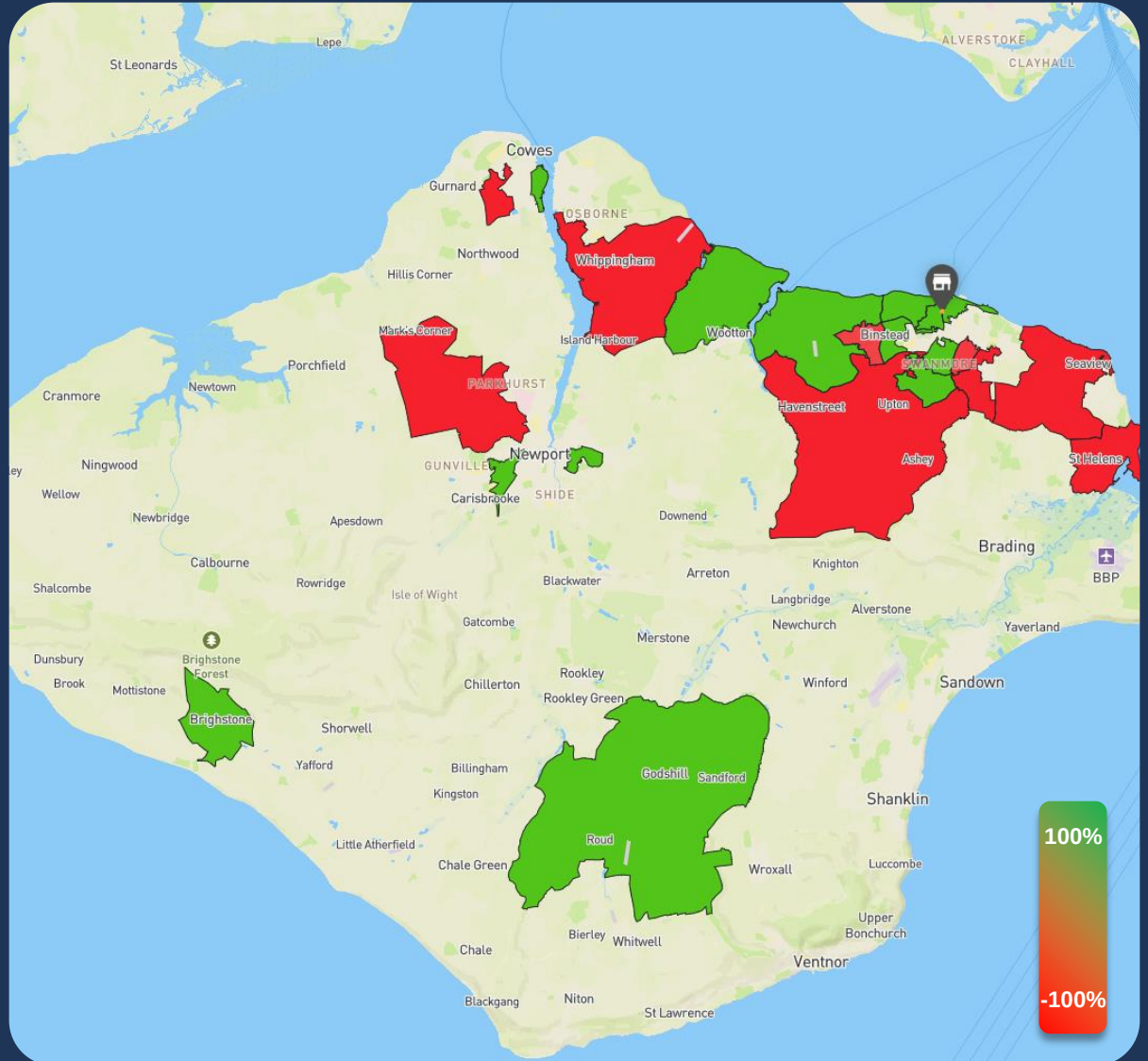


CHANGE IN VISITOR LEVELS JUNE 2022 VS JUNE 2021



CHANGE IN VISITOR LEVELS JUNE 2022 VS JUNE 2021

Date	Number of people
30-May-22	430
06-Jun-22	502
13-Jun-22	398
20-Jun-22	262



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



MINGHELLA SQUARE

TOTAL VISITS

2,810

VISITS JUNE 22



AVERAGE DWELL TIME

191 MINS

AVERAGE TIME SPENT
JUNE 22

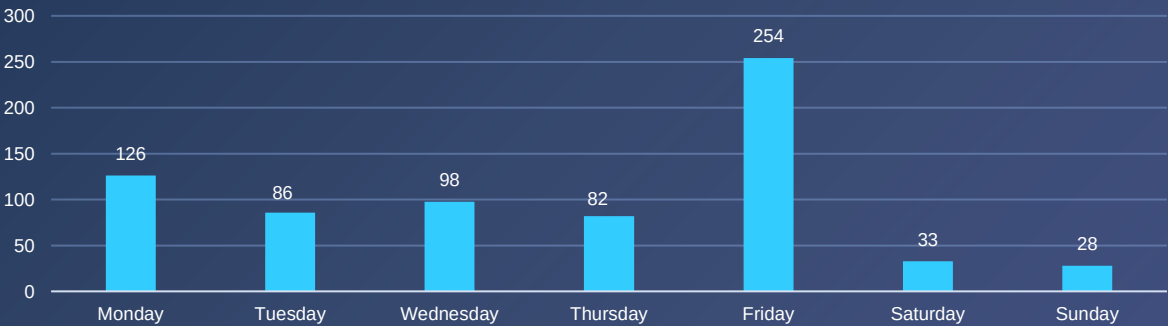


PEDESTRIANS

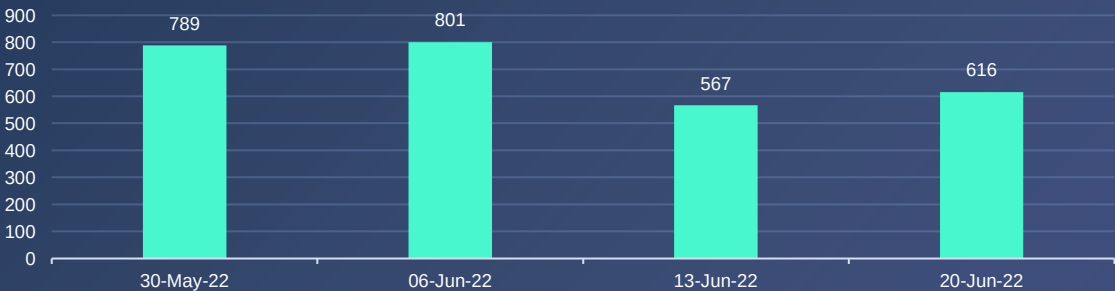
87,013

PEDESTRIANS PASSING
THROUGH SQUARE
JUNE 2022

AVERAGE DAILY VISITORS JUNE 2022



WEEKLY VISITS JUNE 2022



CHANGE IN VISITOR LEVELS JUNE 2022 VS JUNE 2021

