

# VISITOR INSIGHTS

## MONTHLY REPORT

RYDE, Isle of Wight

MAY 2022

Produced for Ryde and RYDE Heritage Action Zones  
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VISITOR | INSIGHTS

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

## TOTAL VISITS



**770,723**

VISITS TO THE HIGH STREET



## AVERAGE DWELL TIME



**162MINS**

AVERAGE TIME SPENT IN THE HIGH STREET



## PLACES VISITED



**2.4**

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

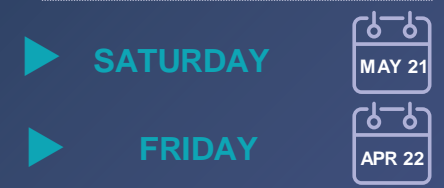


## POPULAR VISIT DAY

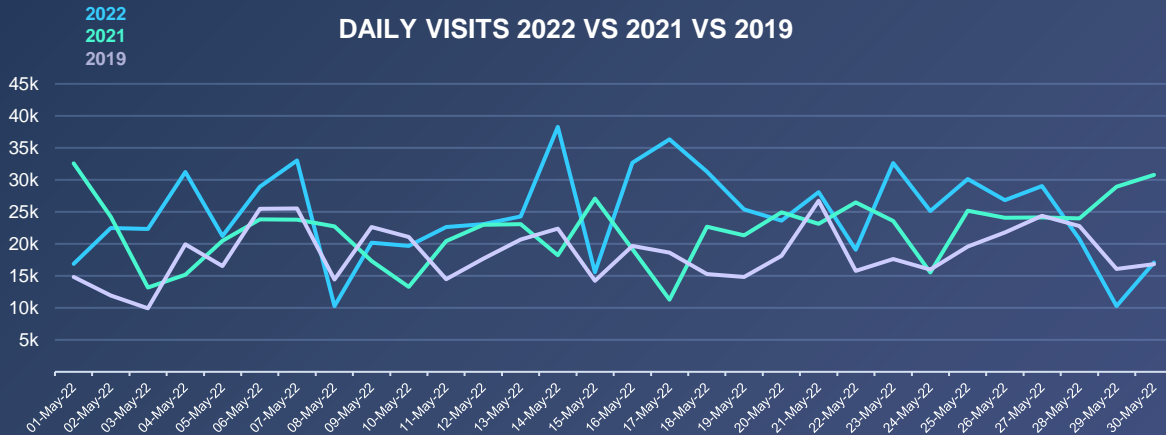


**TUESDAY**

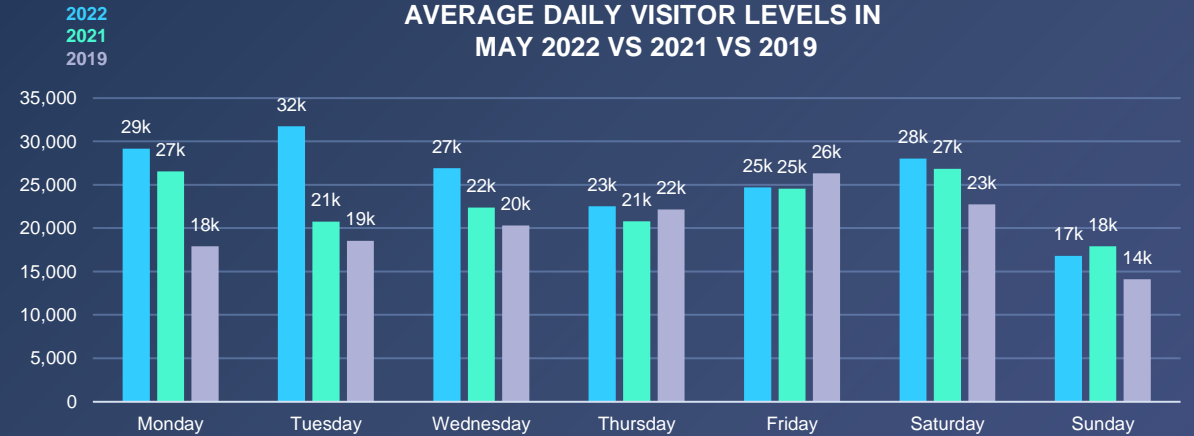
32k AVERAGE VISITS ON FRIDAY IN MAY



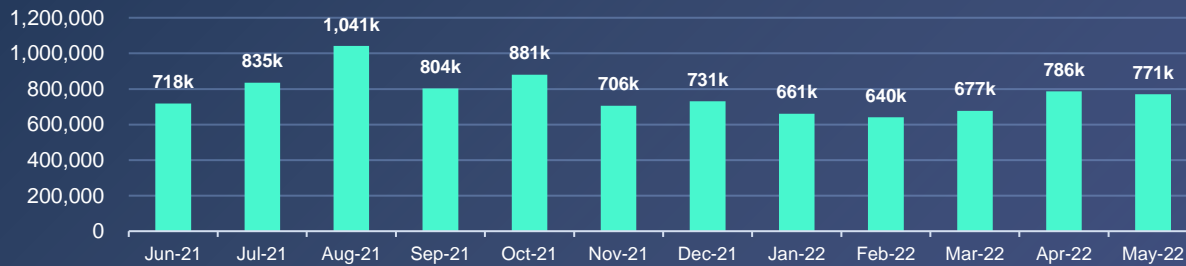
## DAILY VISITS 2022 VS 2021 VS 2019



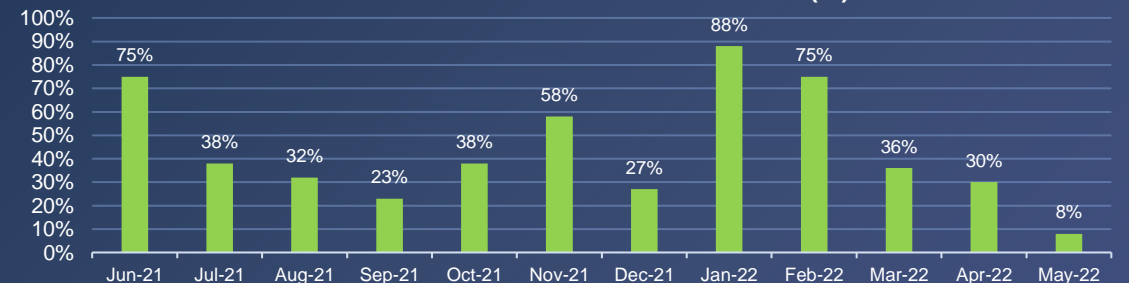
## AVERAGE DAILY VISITOR LEVELS IN MAY 2022 VS 2021 VS 2019



## TOTAL VISITS BY MONTH



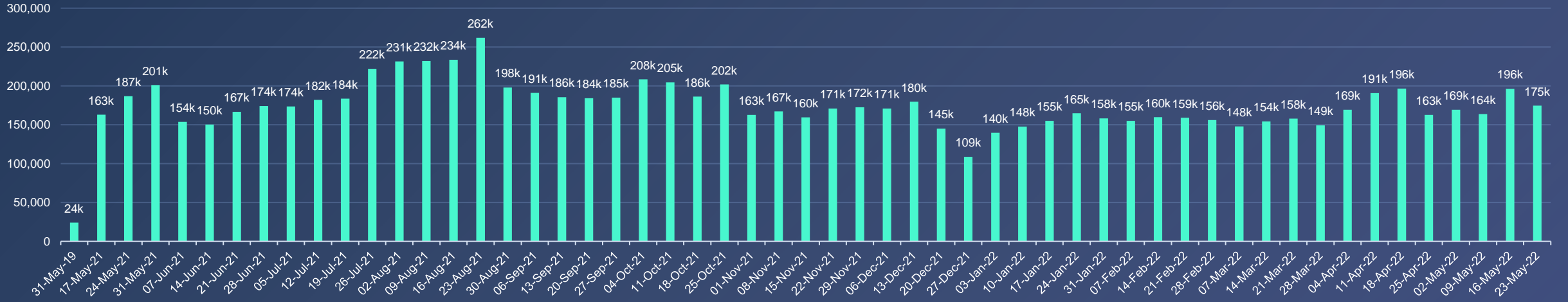
## TOTAL VISIT CHANGE BY MONTH (%)



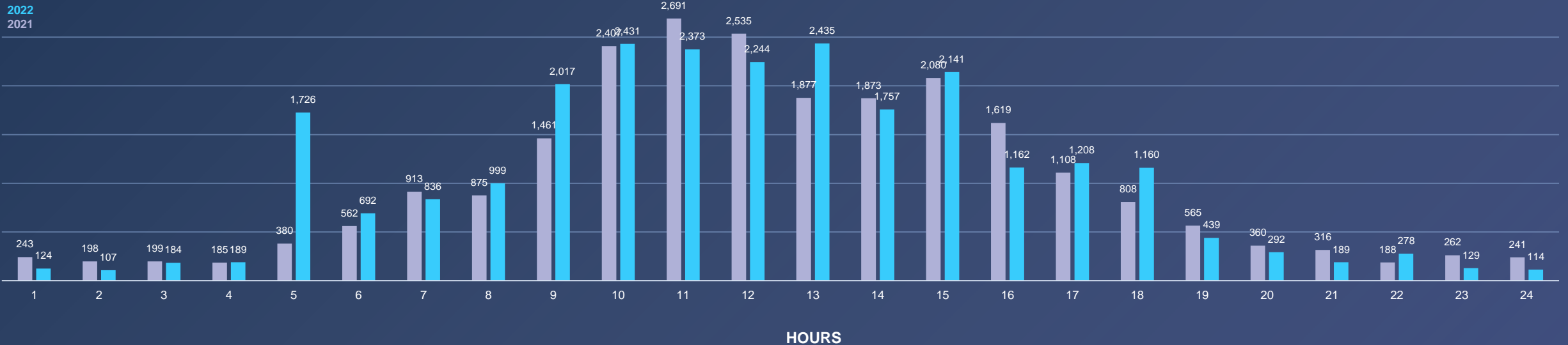
# RYDE TOWN CENTRE — MAY 2022 SUMMARY & BENCHMARKING (MAY 2021-22)



## WEEKLY FOOTFALL



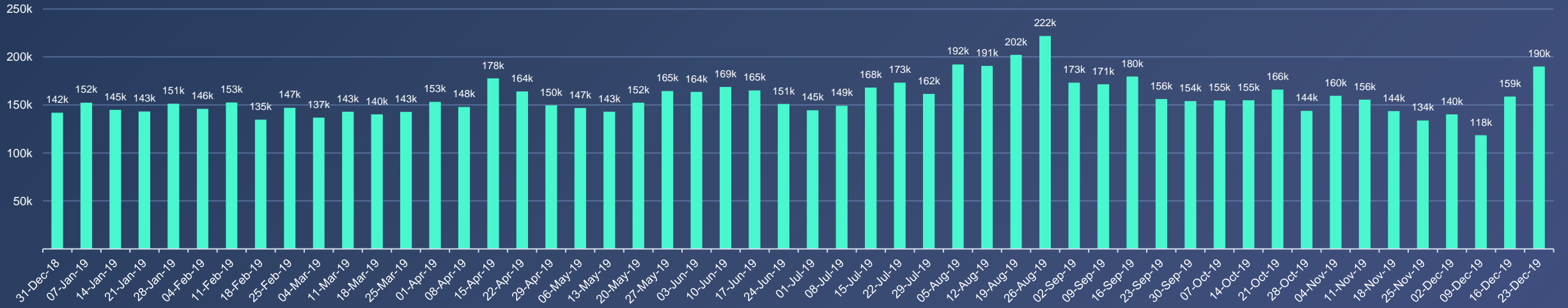
## AVERAGE VISITS BY HOUR



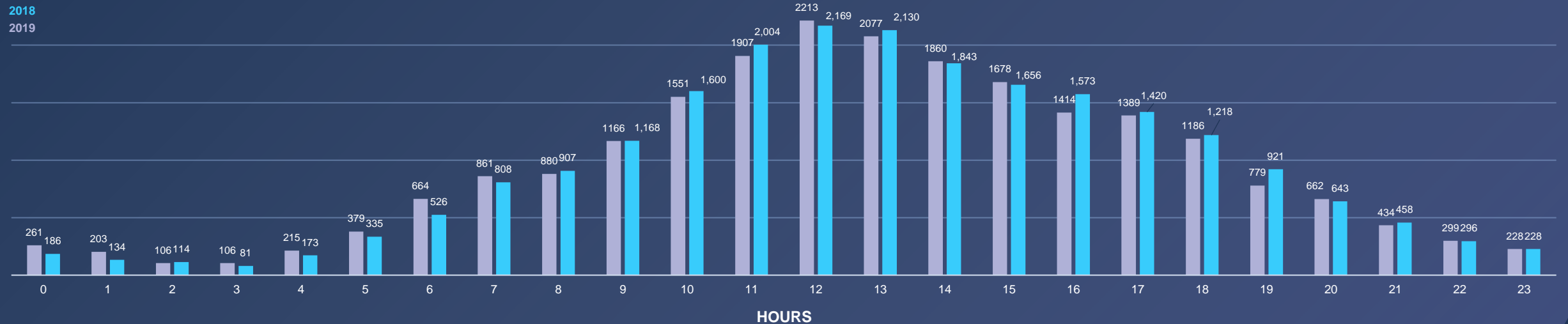
# RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



## WEEKLY FOOTFALL



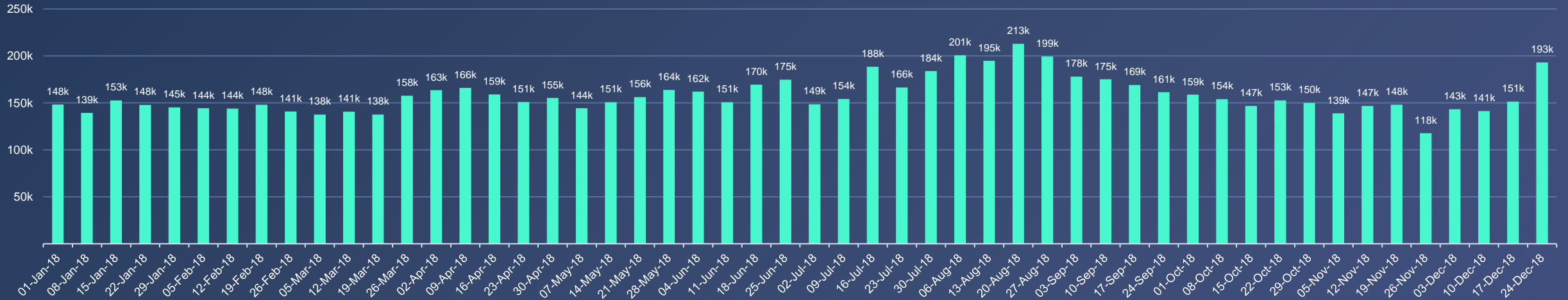
## AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



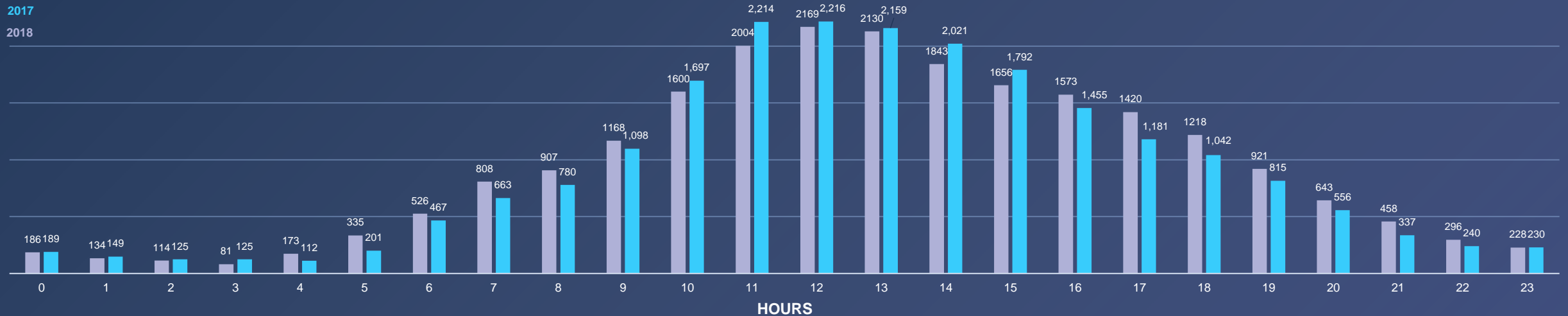
# RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



## WEEKLY FOOTFALL



## AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



# RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

## TOTAL ANNUAL VISITS



9,958,255

VISITS TO THE HIGH STREET  
MAY 21 - MAY 22

▲ 15%  
4 YEAR CHANGE



## AVERAGE DWELL TIME



159 MINS

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

▼ -13%  
4 YEAR CHANGE



## PLACES VISITED



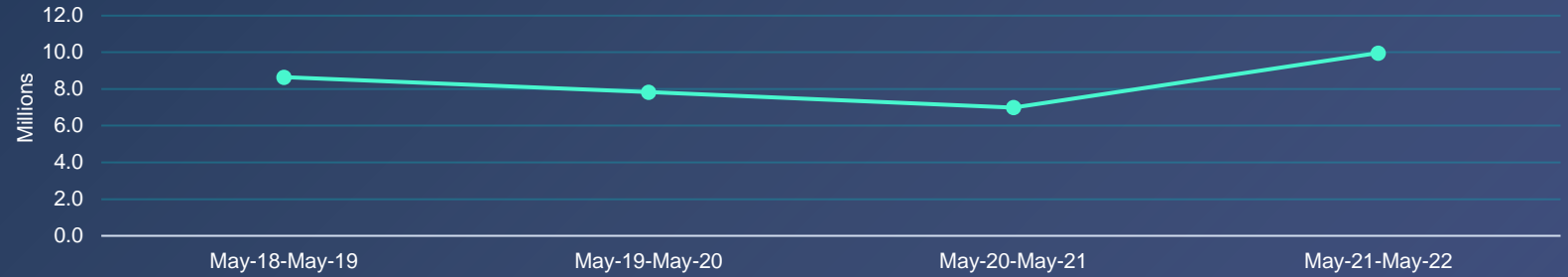
2.2

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

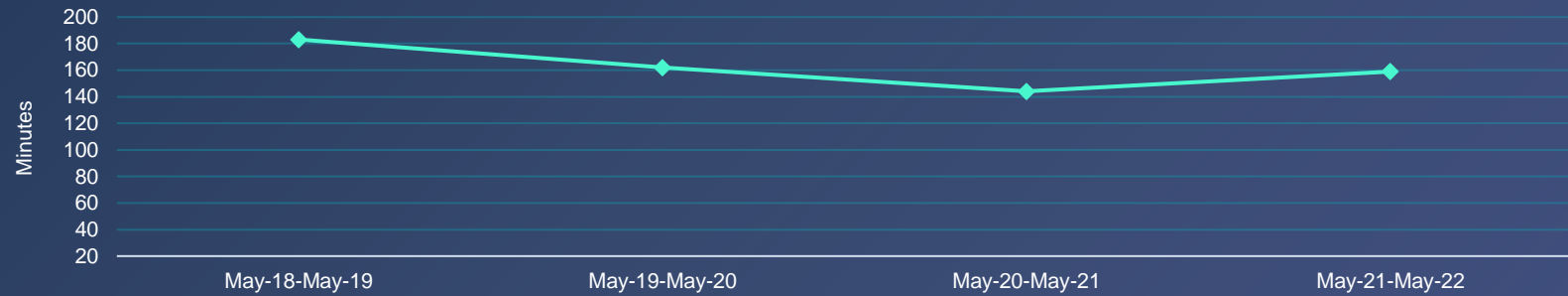
▼ -8%  
4 YEAR CHANGE



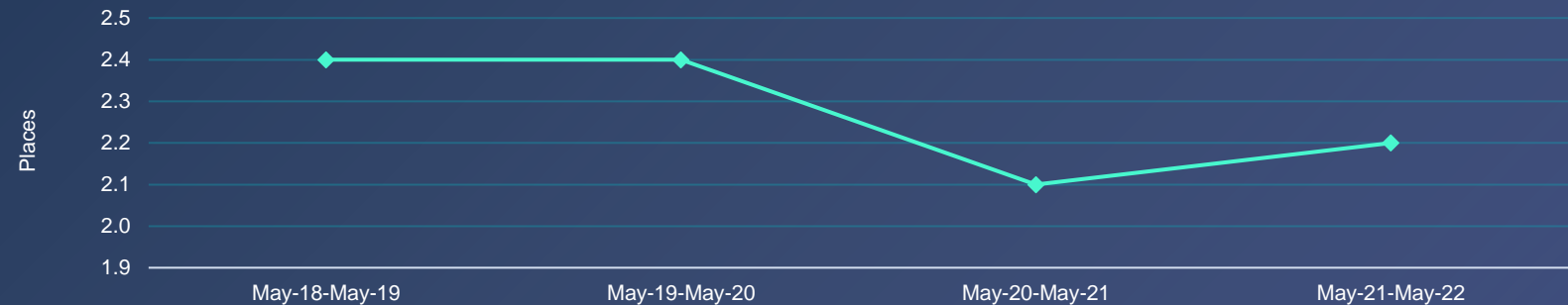
## FOOTFALL



## DWELL TIME

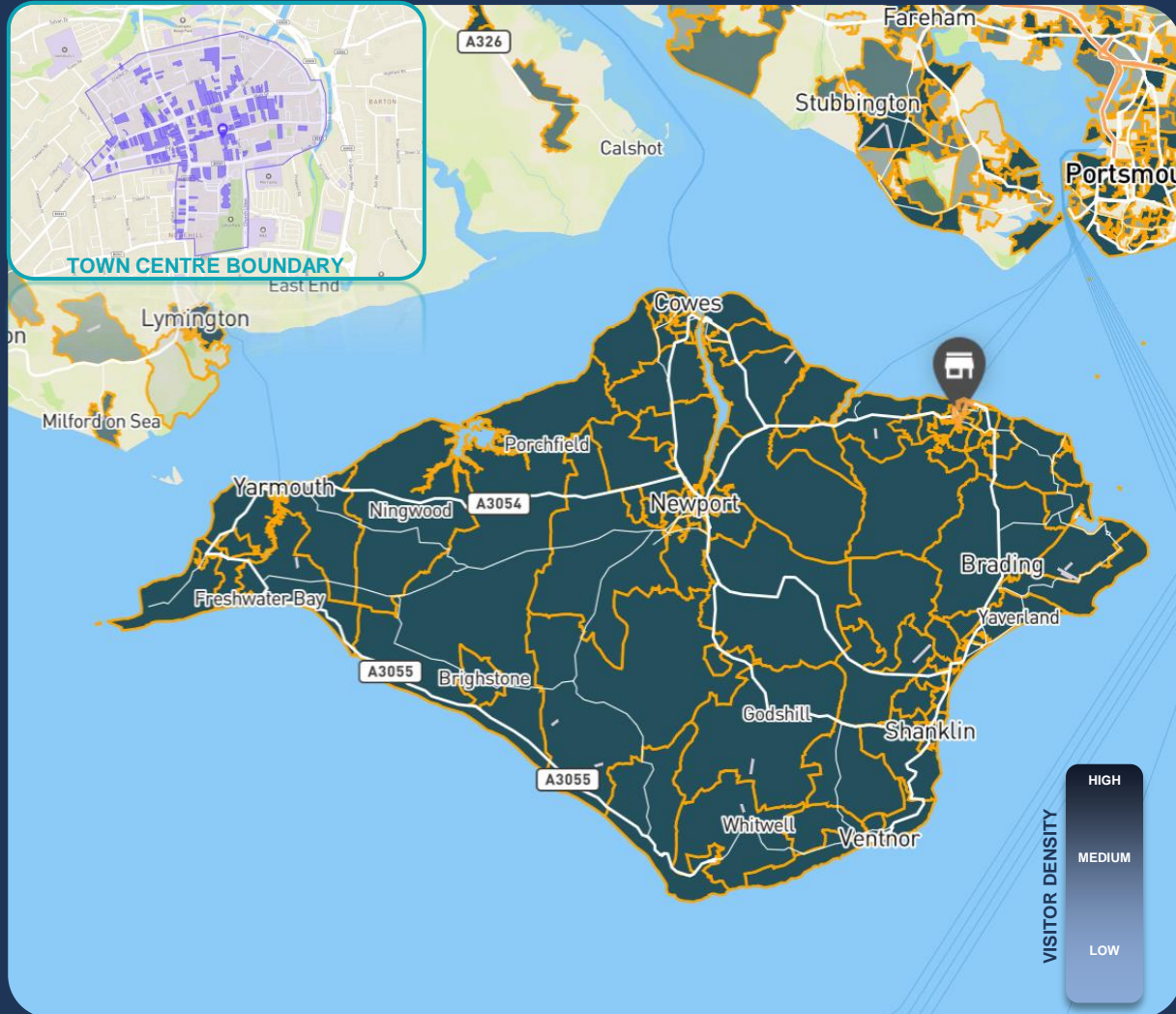


## PLACES VISITED

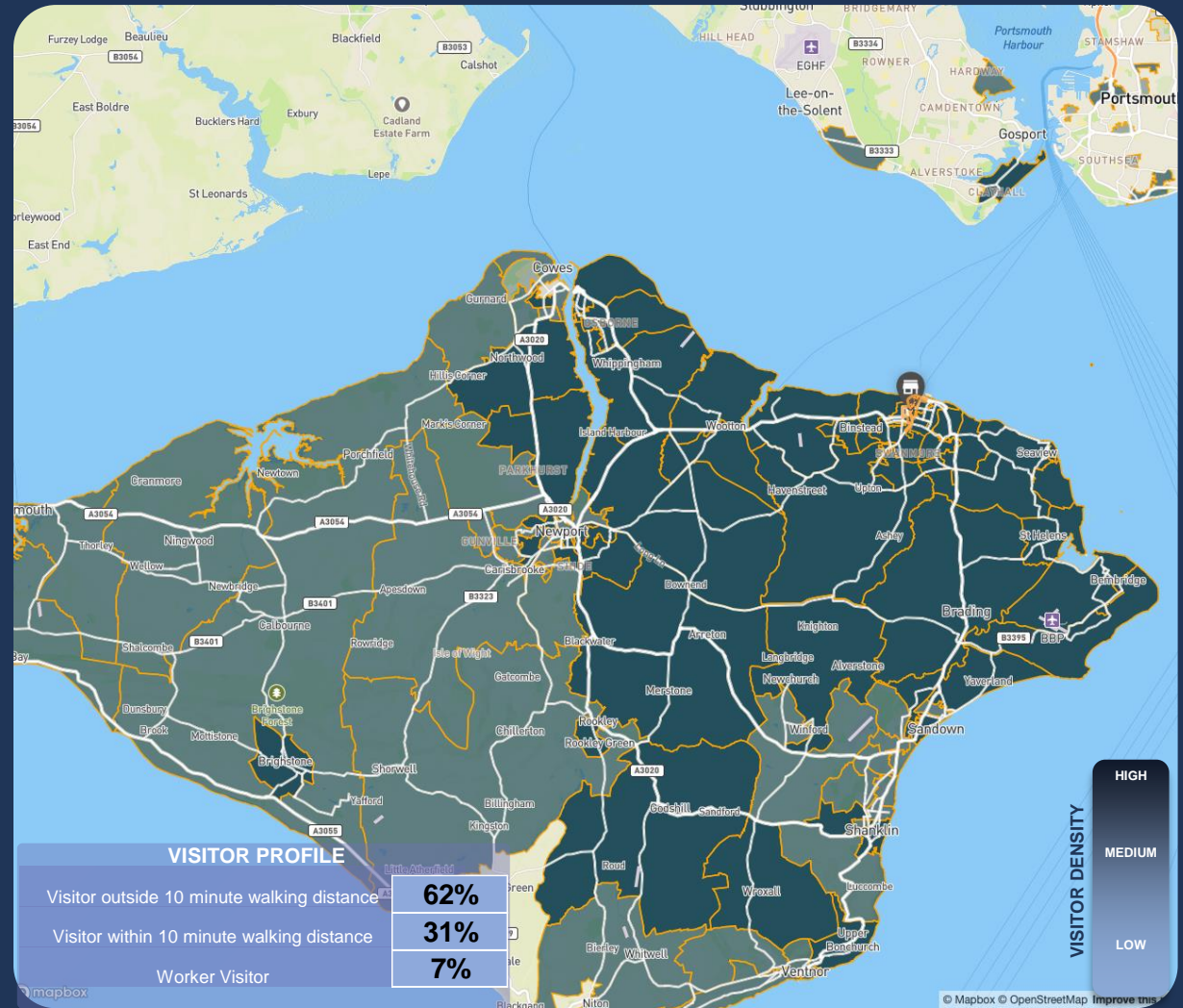


# RYDE VISITOR CATCHMENT — MAY 2022 & BENCHMARKING (MAY 2021-22)

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

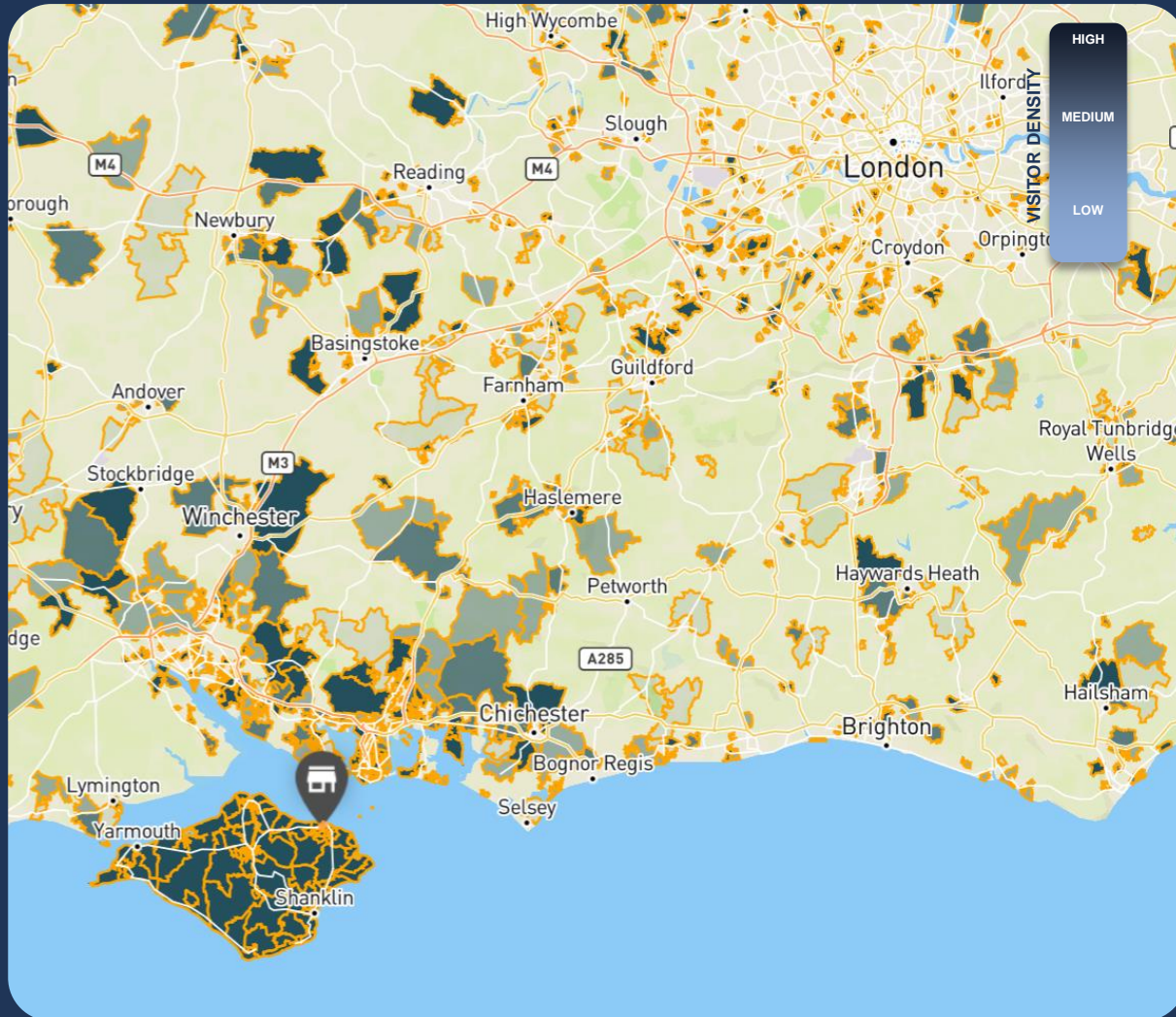


**VISITOR CATCHMENT BY POSTCODE  
IN MAY 2022 (zoomed in)**

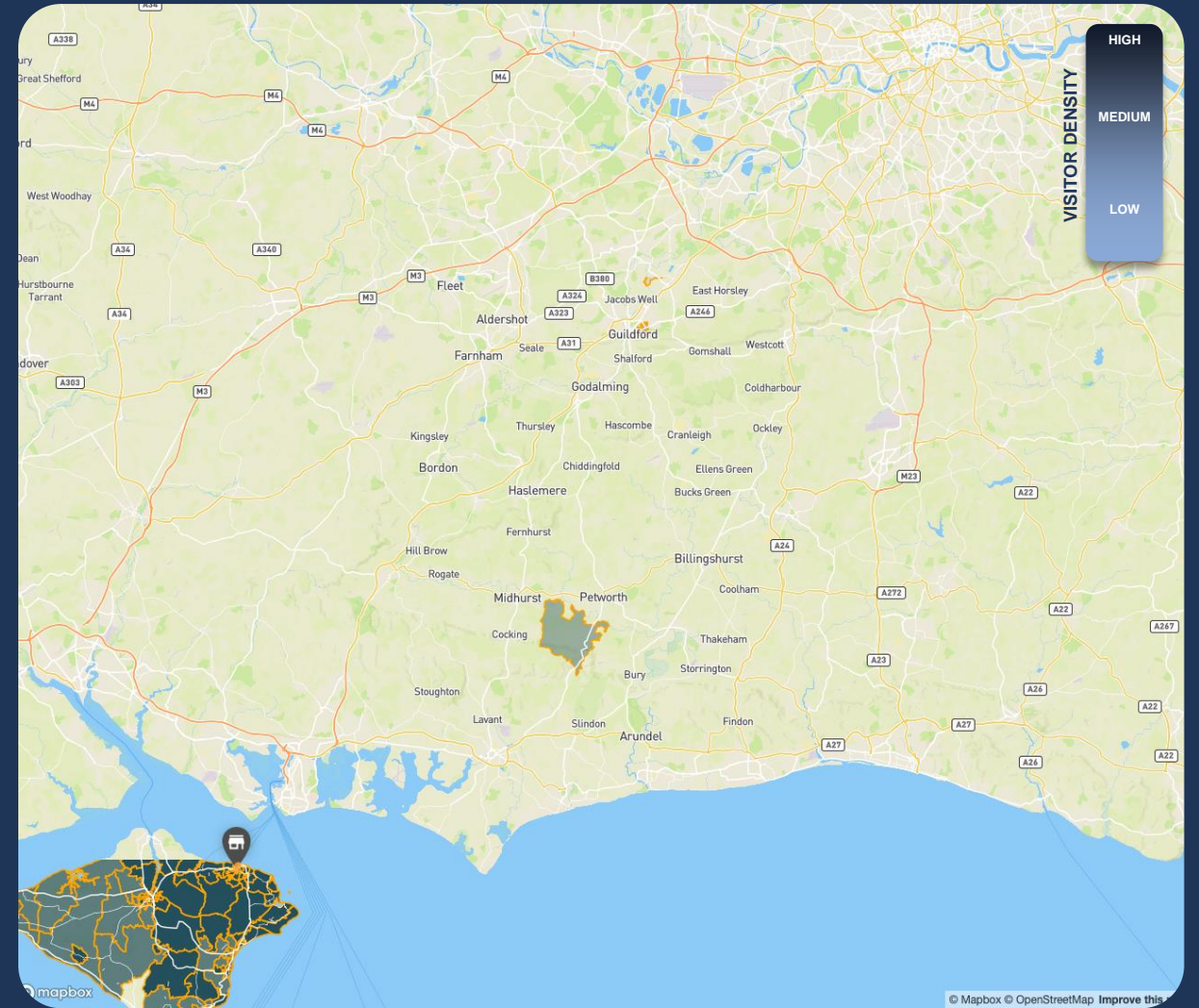


# RYDE VISITOR CATCHMENT — MAY 2022 & BENCHMARKING (MAY 2021-22)

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



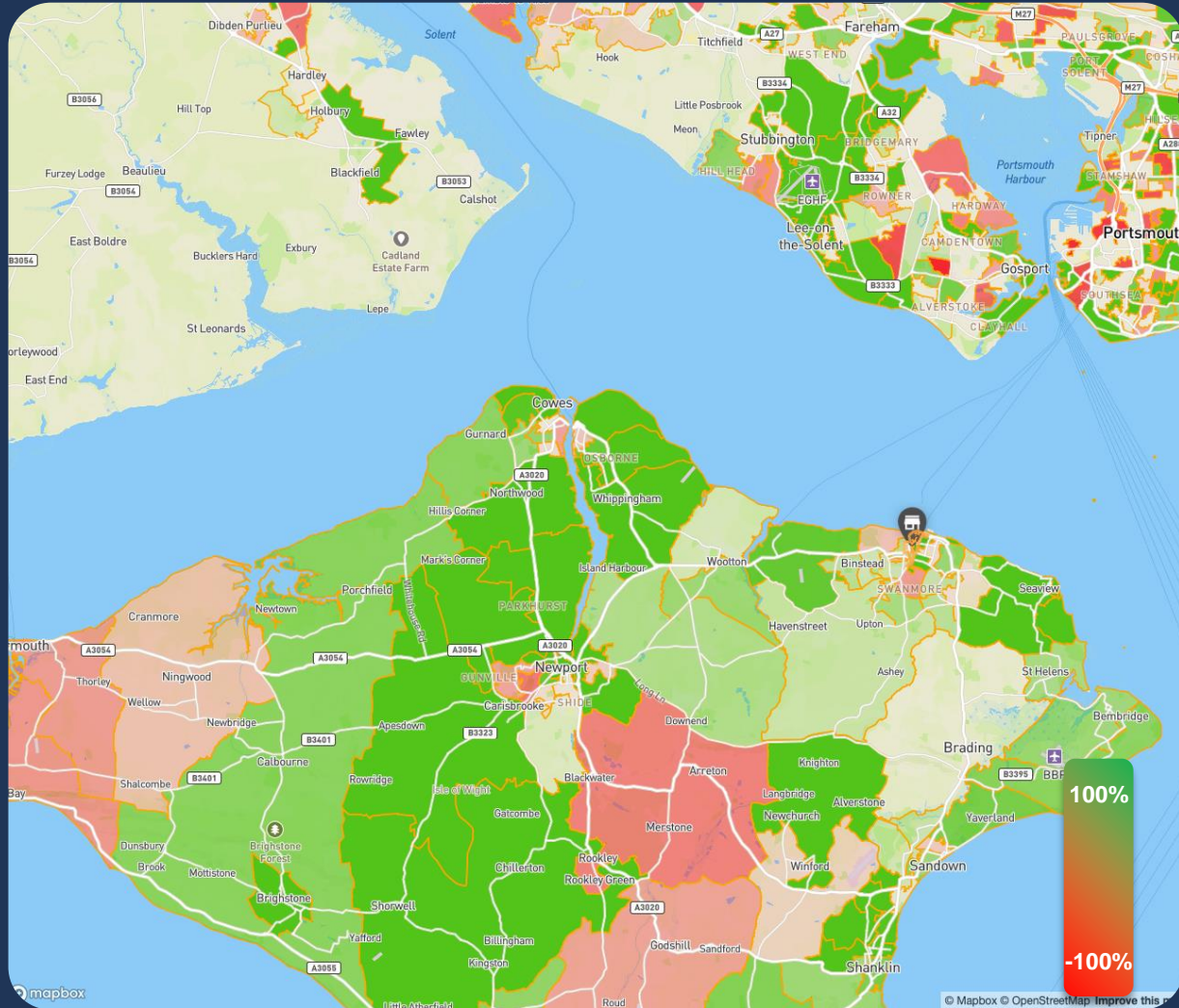
VISITOR CATCHMENT BY POSTCODE  
IN MAY 2022 (zoomed out)



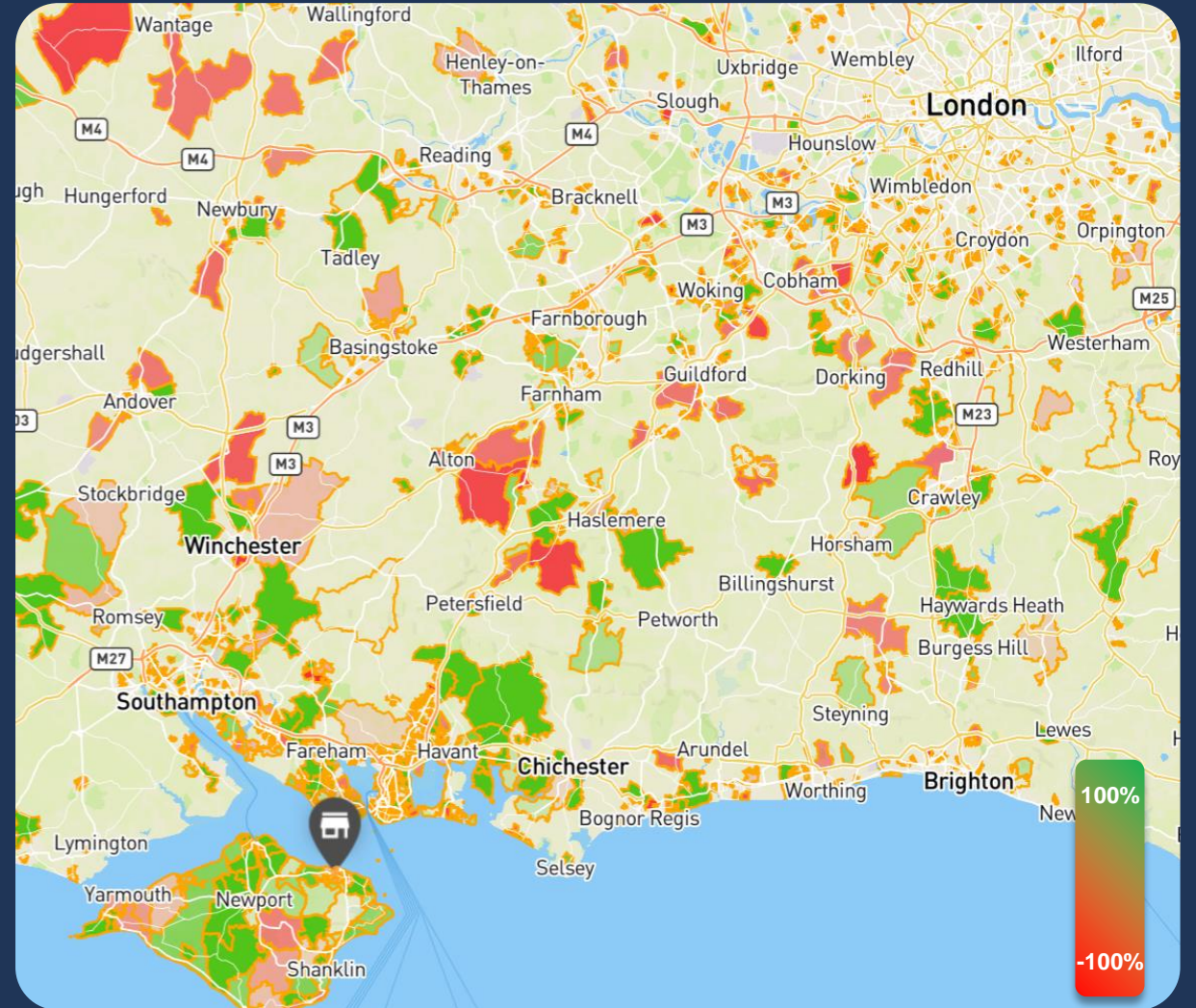


# RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (MAY 2021-22)

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

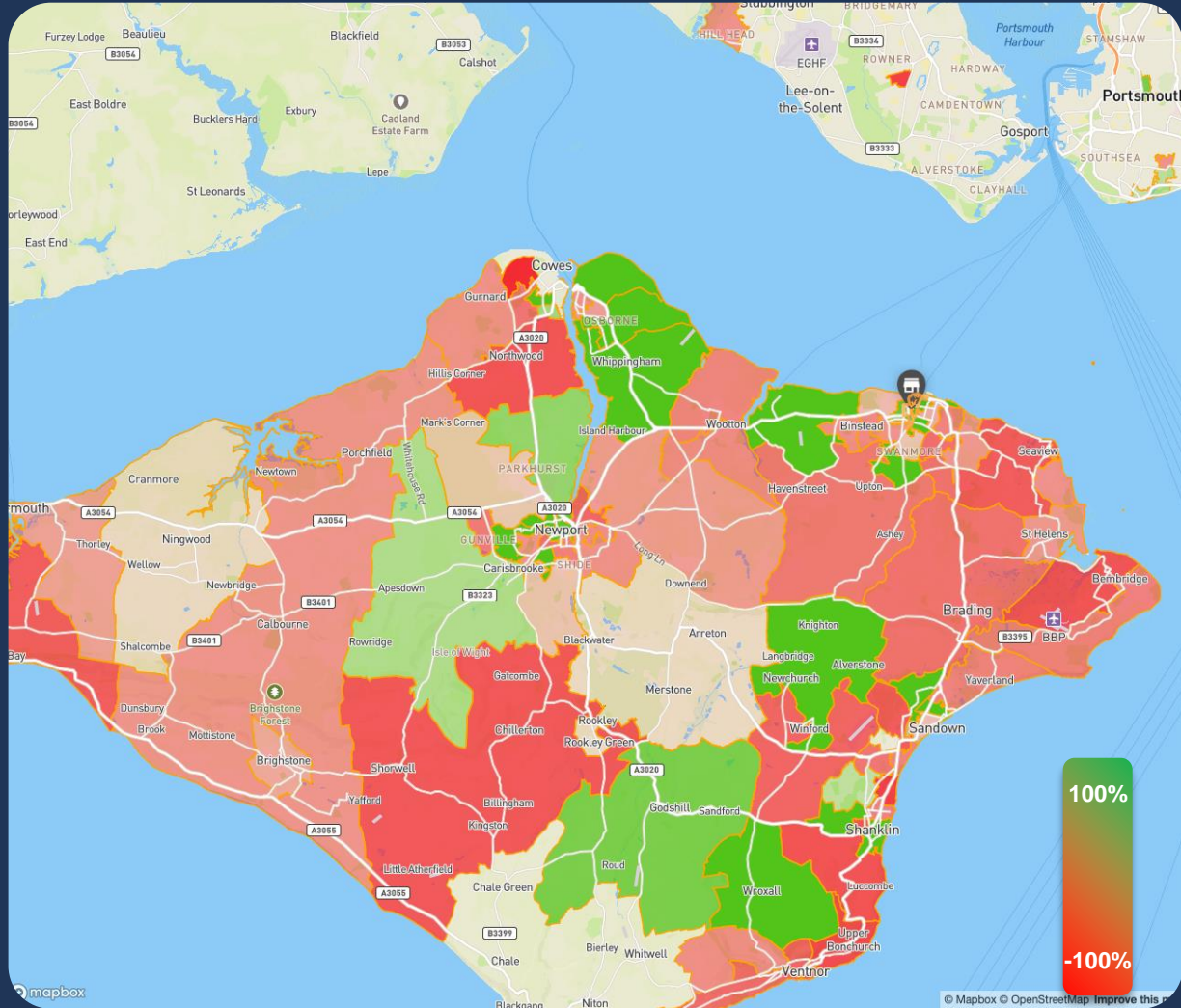


### CHANGE IN VISITOR LEVELS MAY 2021-22 vs MAY 2020-21 (zoomed out)

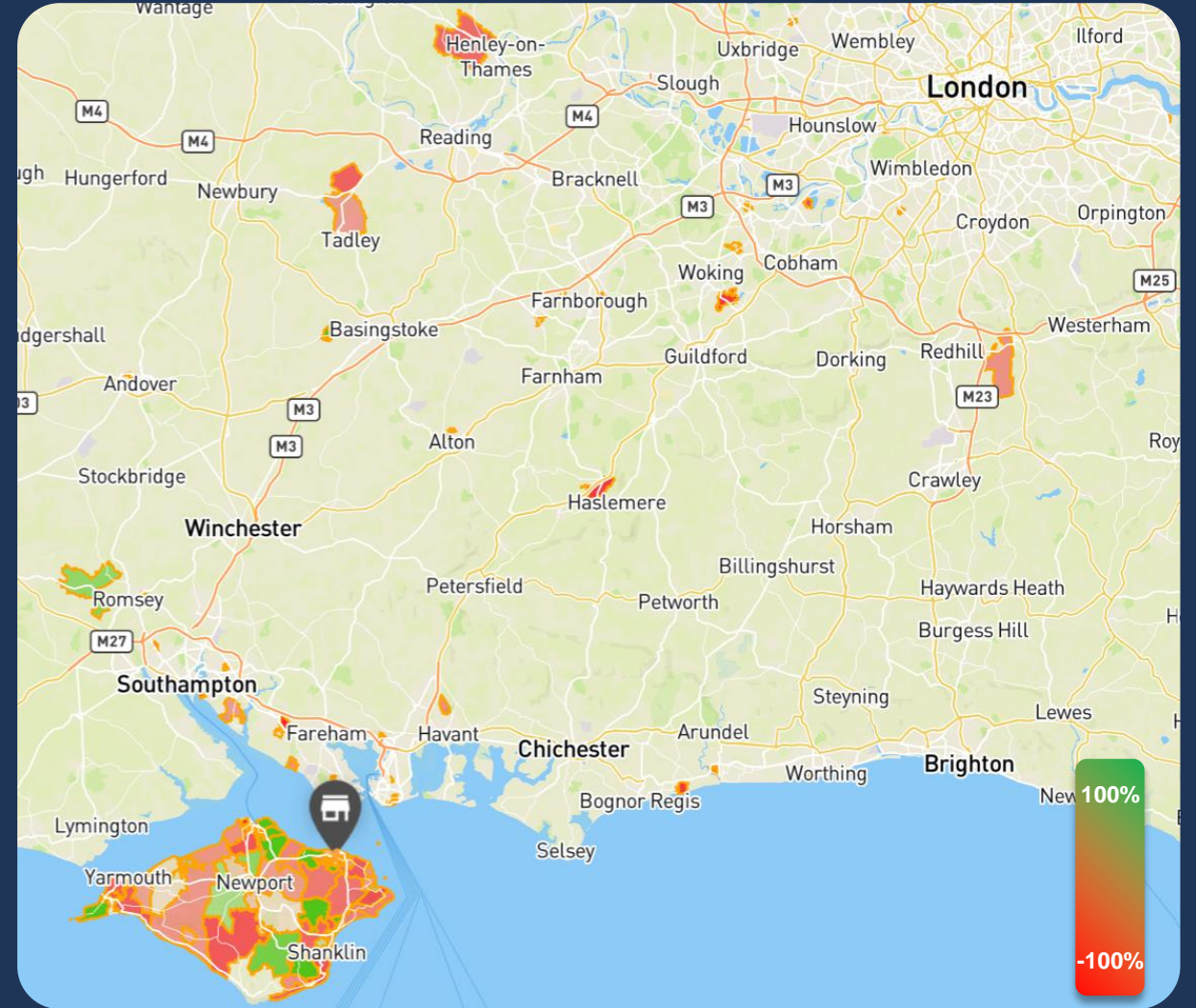


# RYDE VISITOR CHANGE BY POSTCODE – MAY 2022 & BENCHMARKING

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

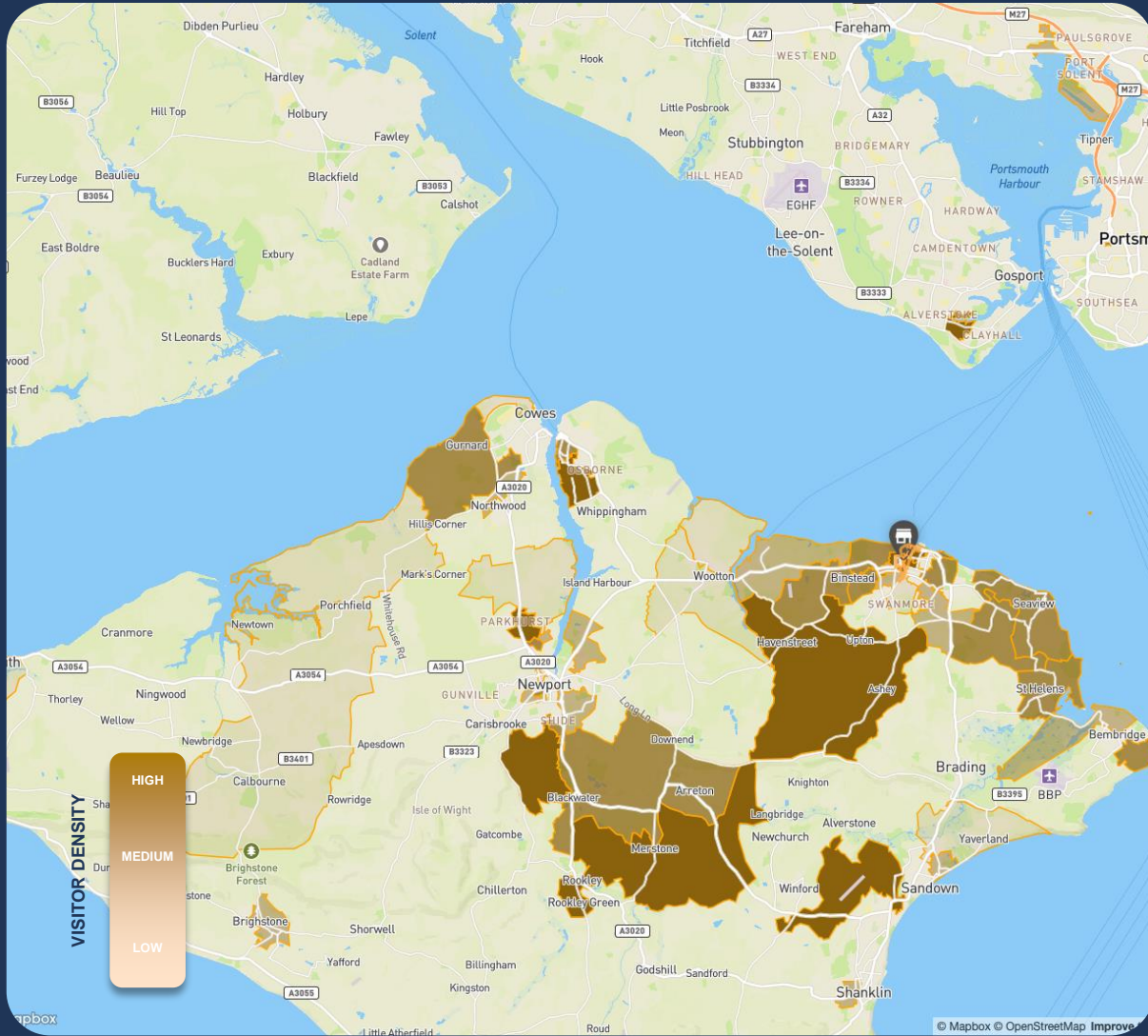


**CHANGE IN VISITOR LEVELS  
MAY 2022 vs MAY 2021 (zoomed out)**

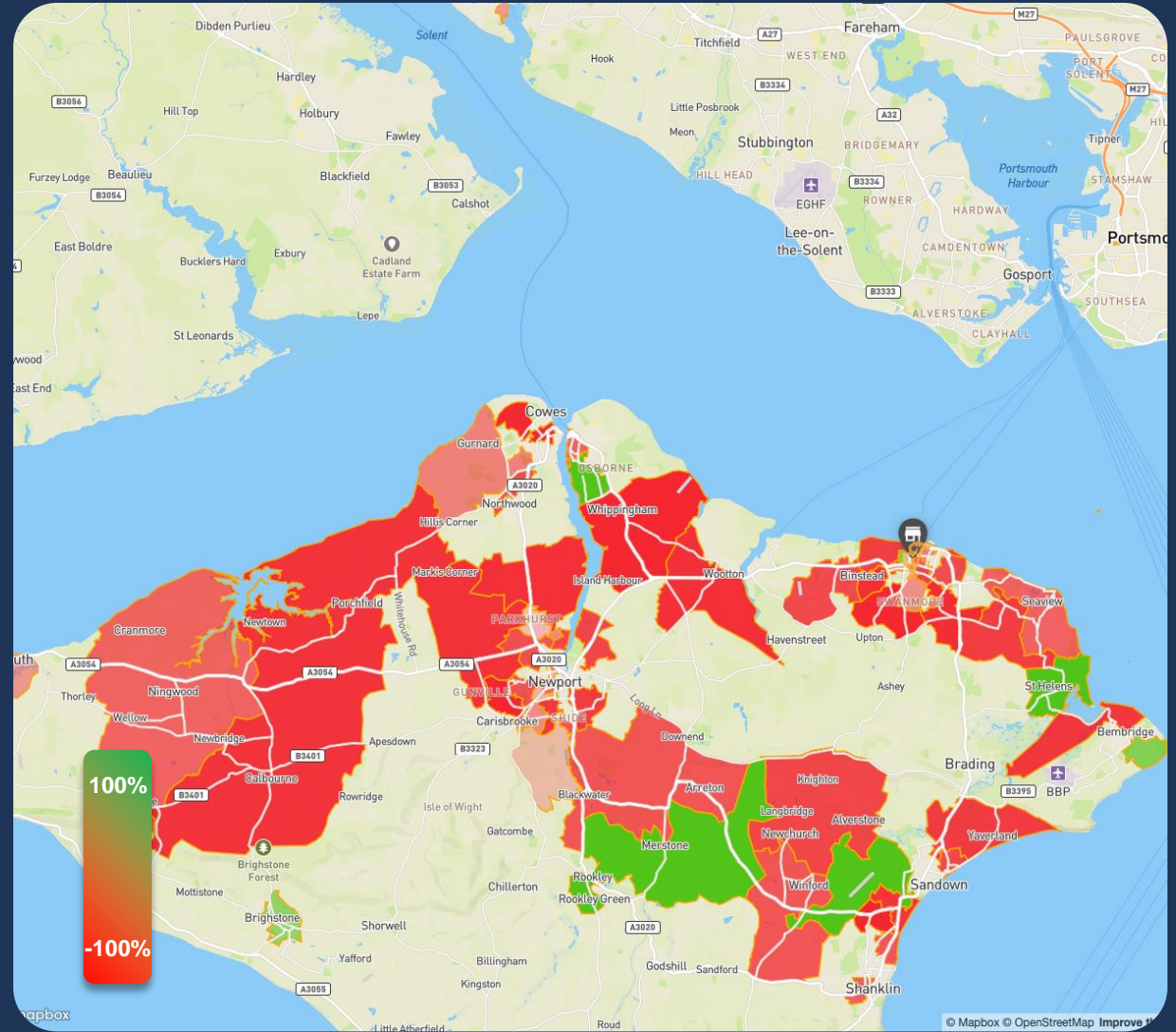


# RYDE WORKER CATCHMENT CHANGE — MAY 2022 & BENCHMARKING

## WORKER CATCHMENT BY POSTCODE MAY 2022

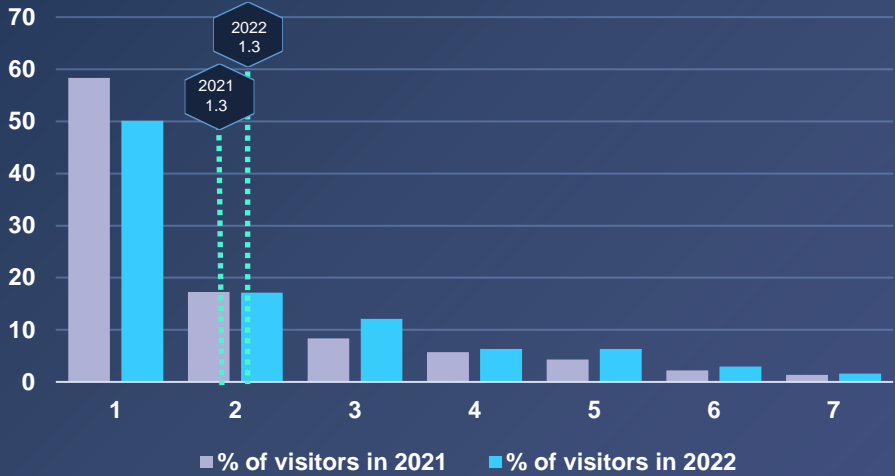


## CHANGE IN WORKER CATCHMENT MAY 2022 vs MAY 2021

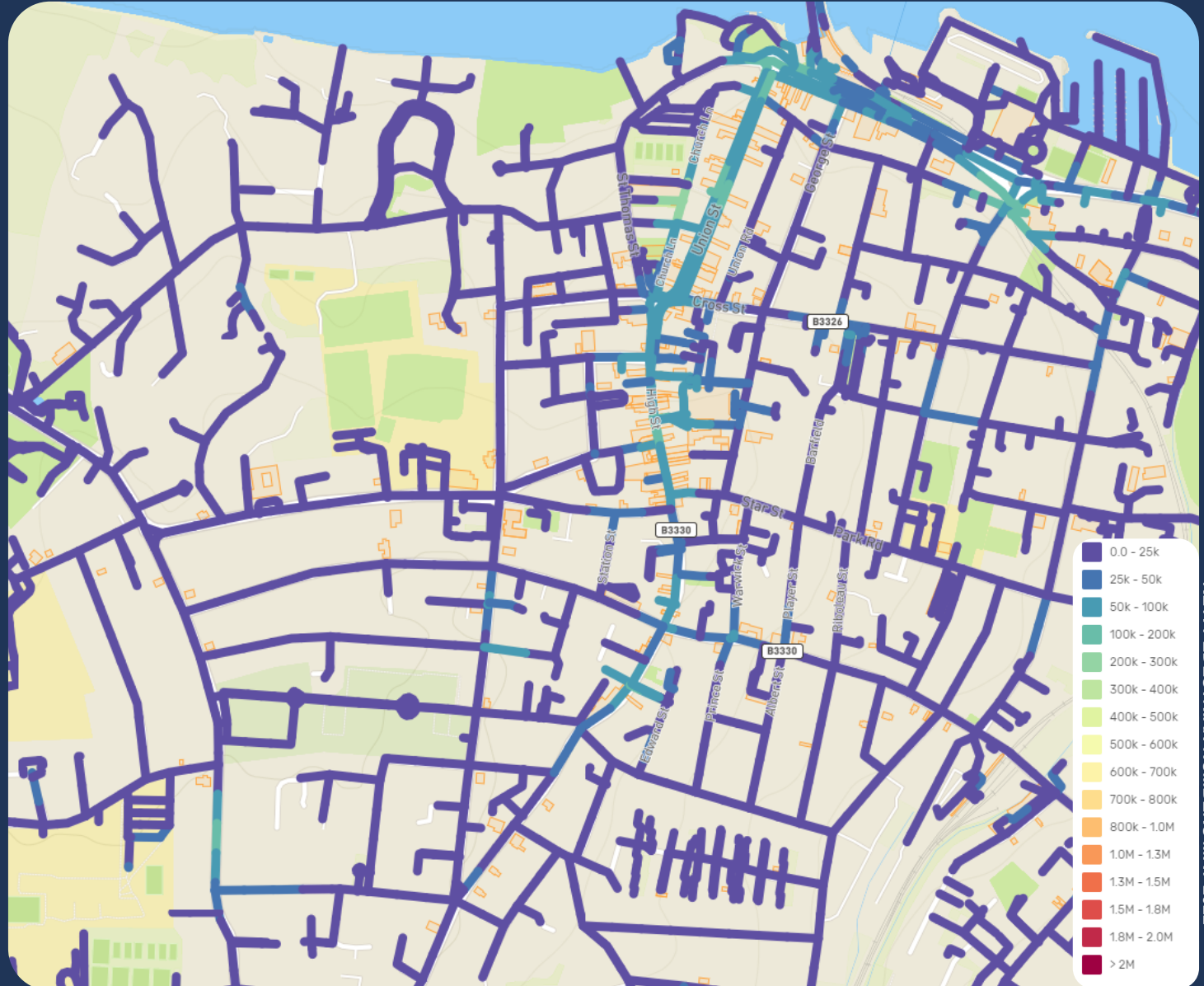
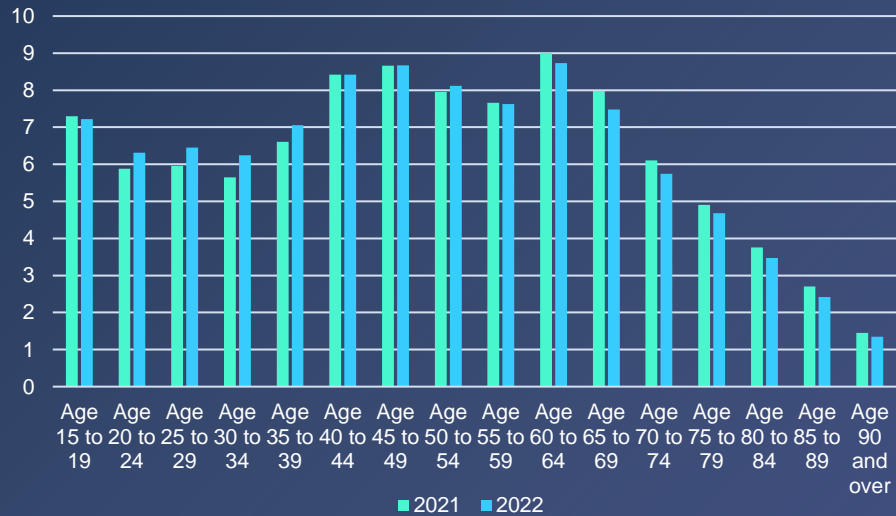


# RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (MAY 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



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



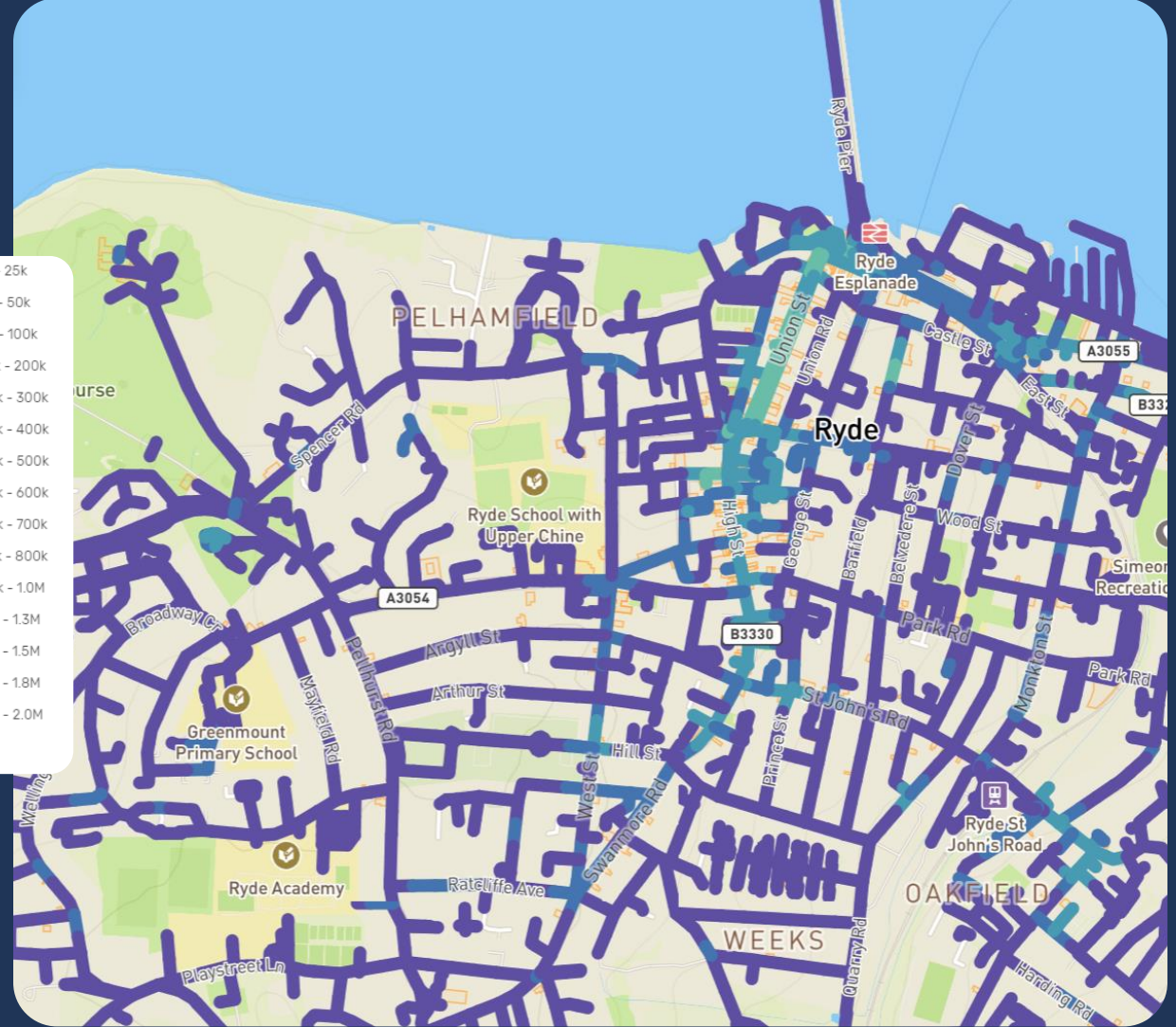
RYDE TOWN CENTRE FOOTFALL HEAT MAP MAY 2022

# RYDE PEDESTRIAN VISITOR BEHAVIOURS – MAY 2022 & BENCHMARKING

## RYDE TOWN CENTRE FOOTFALL HEAT MAP MAY 2022



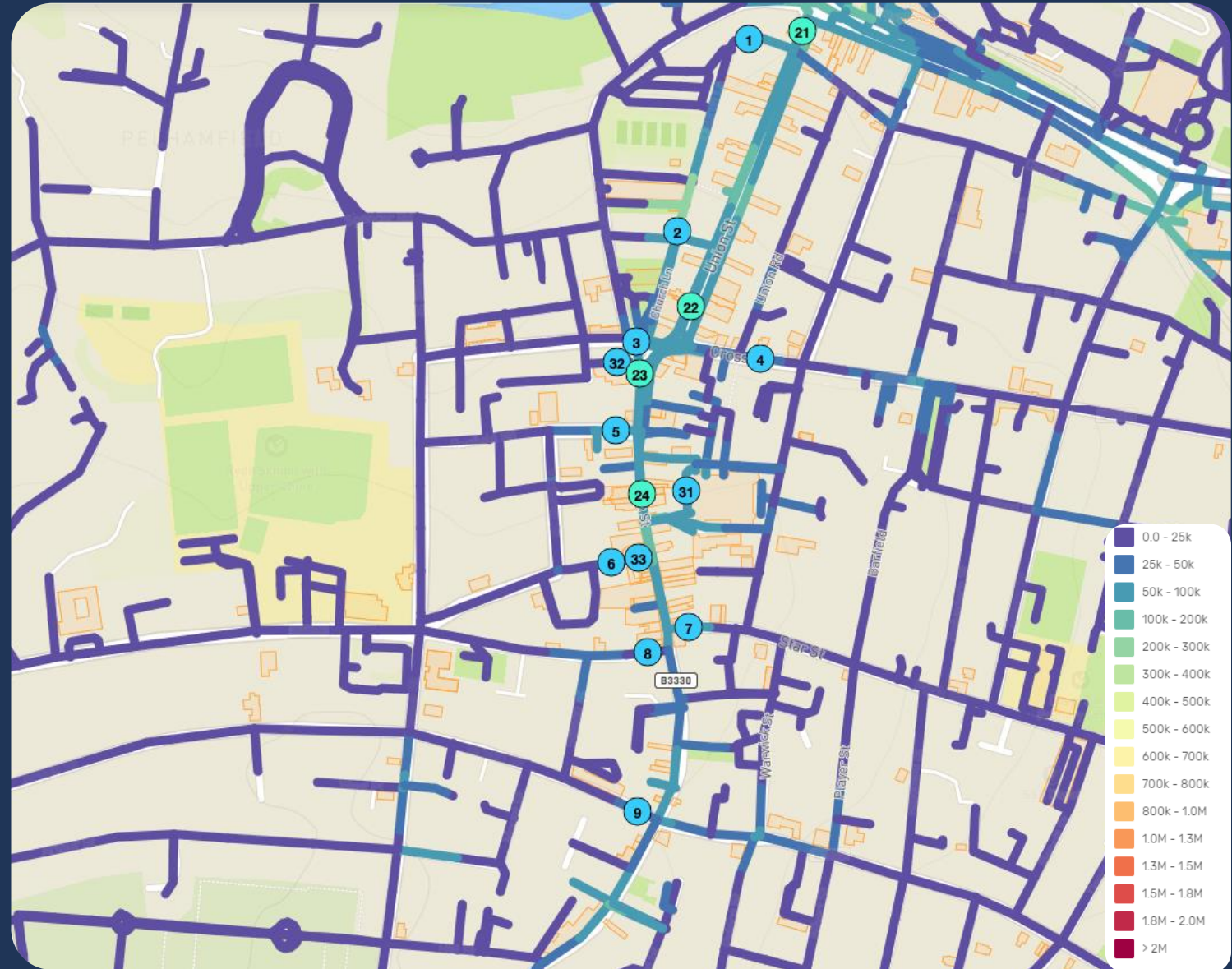
## RYDE TOWN CENTRE FOOTFALL HEAT MAP MAY 2021



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



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

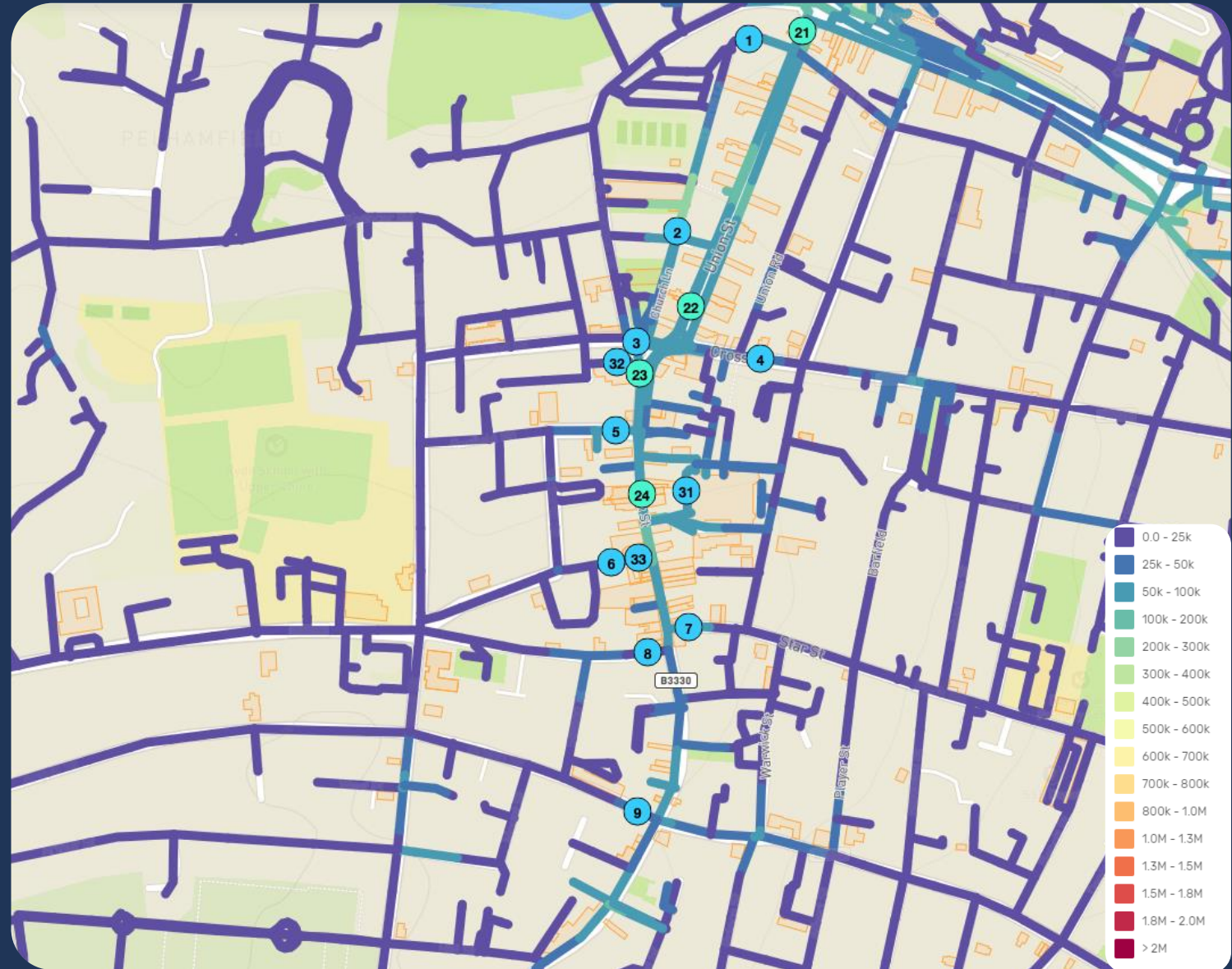
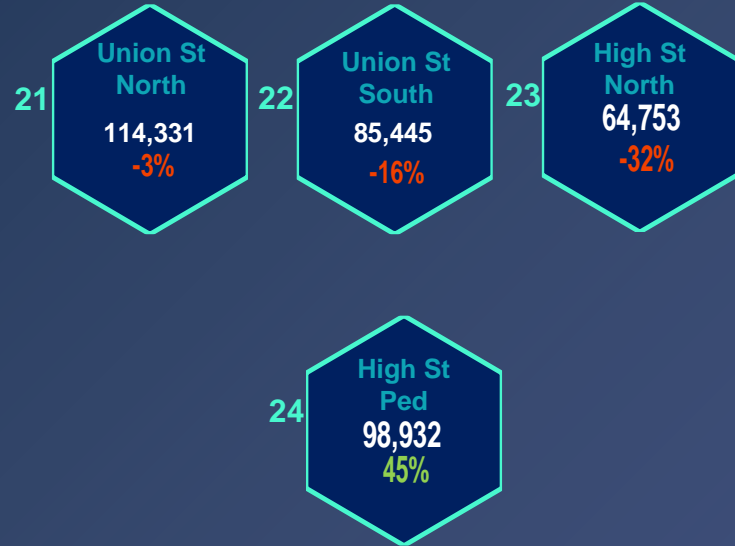


RYDE TOWN CENTRE FOOTFALL HEAT MAP MAY 2022

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



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



RYDE TOWN CENTRE FOOTFALL HEAT MAP MAY 2022

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

## RYDE TOWN SQUARE

### TOTAL VISITS

**5,758**

VISITS MAY 22

### AVERAGE DWELL TIME

**158 MINS**

AVERAGE TIME SPENT  
MAY 22

### PEDESTRIANS

**68,013**

PEDESTRIANS PASSING  
THROUGH SQUARE  
MAY 2022

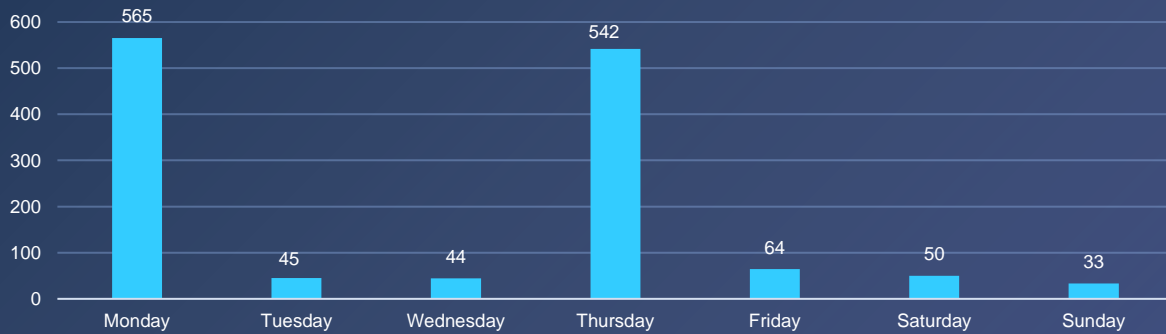
**13%**  
VS MAY 2021



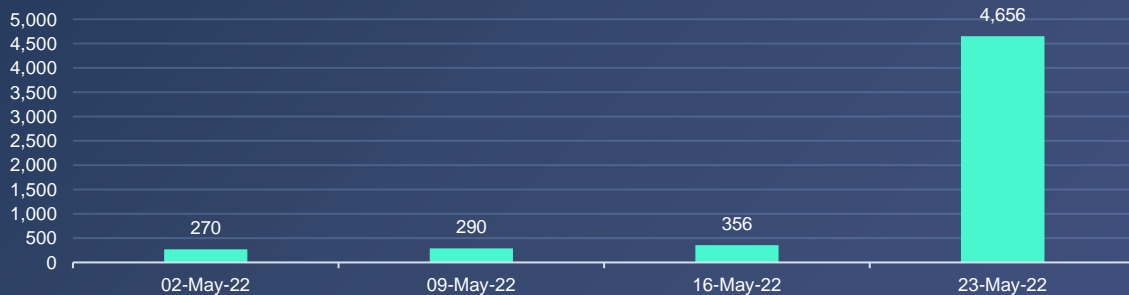
**136 MINS**  
VS MAY 2021



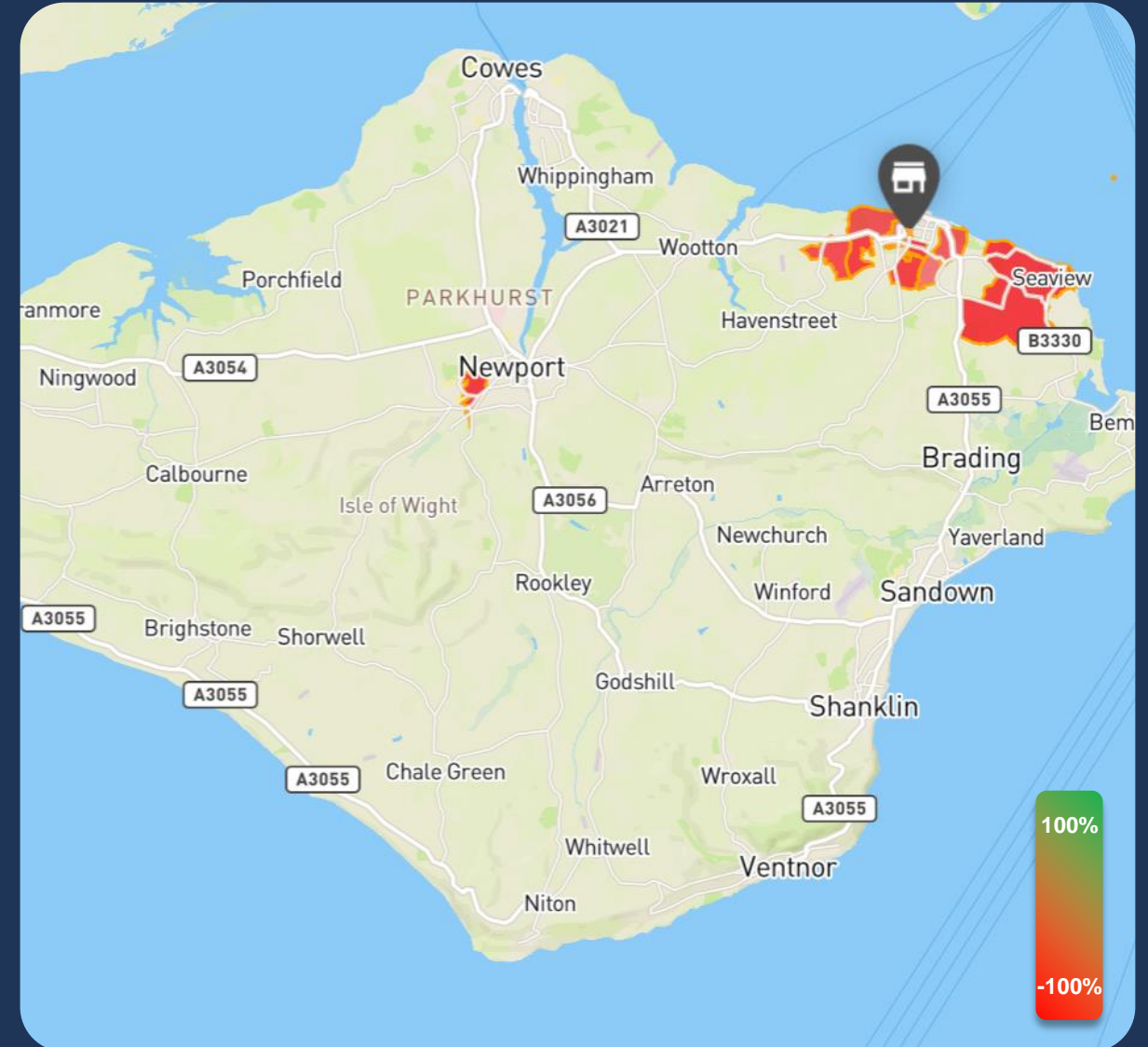
## AVERAGE DAILY VISITORS MAY 2022



## WEEKLY VISITS MAY 2022



## CHANGE IN VISITOR LEVELS MAY 2022 VS MAY 2021





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

## ST THOMAS SQUARE

### TOTAL VISITS

2,745

VISITS MAY 22

▲ 27%  
VS MAY 2021



### AVERAGE DWELL TIME

88 MINS

AVERAGE TIME SPENT  
MAY 22

▲ 42 MINS  
VS MAY 2021

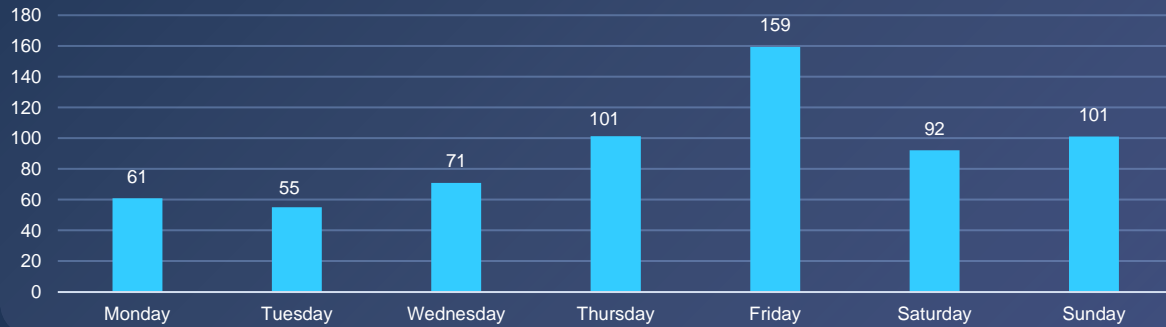


### PEDESTRIANS

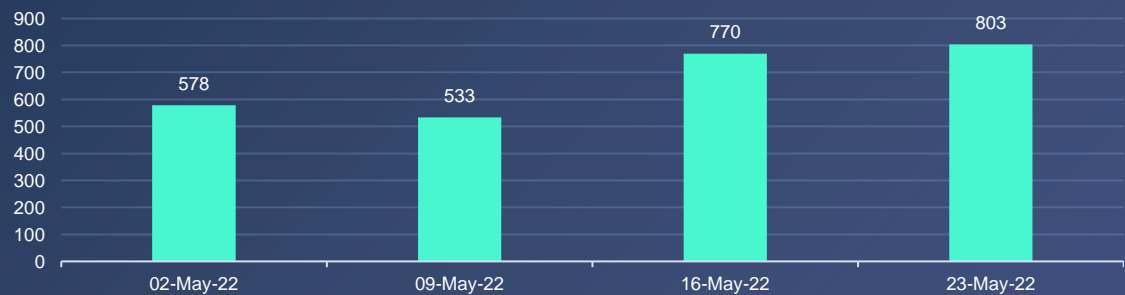
29,142

PEDESTRIANS PASSING  
THROUGH SQUARE  
MAY 2022

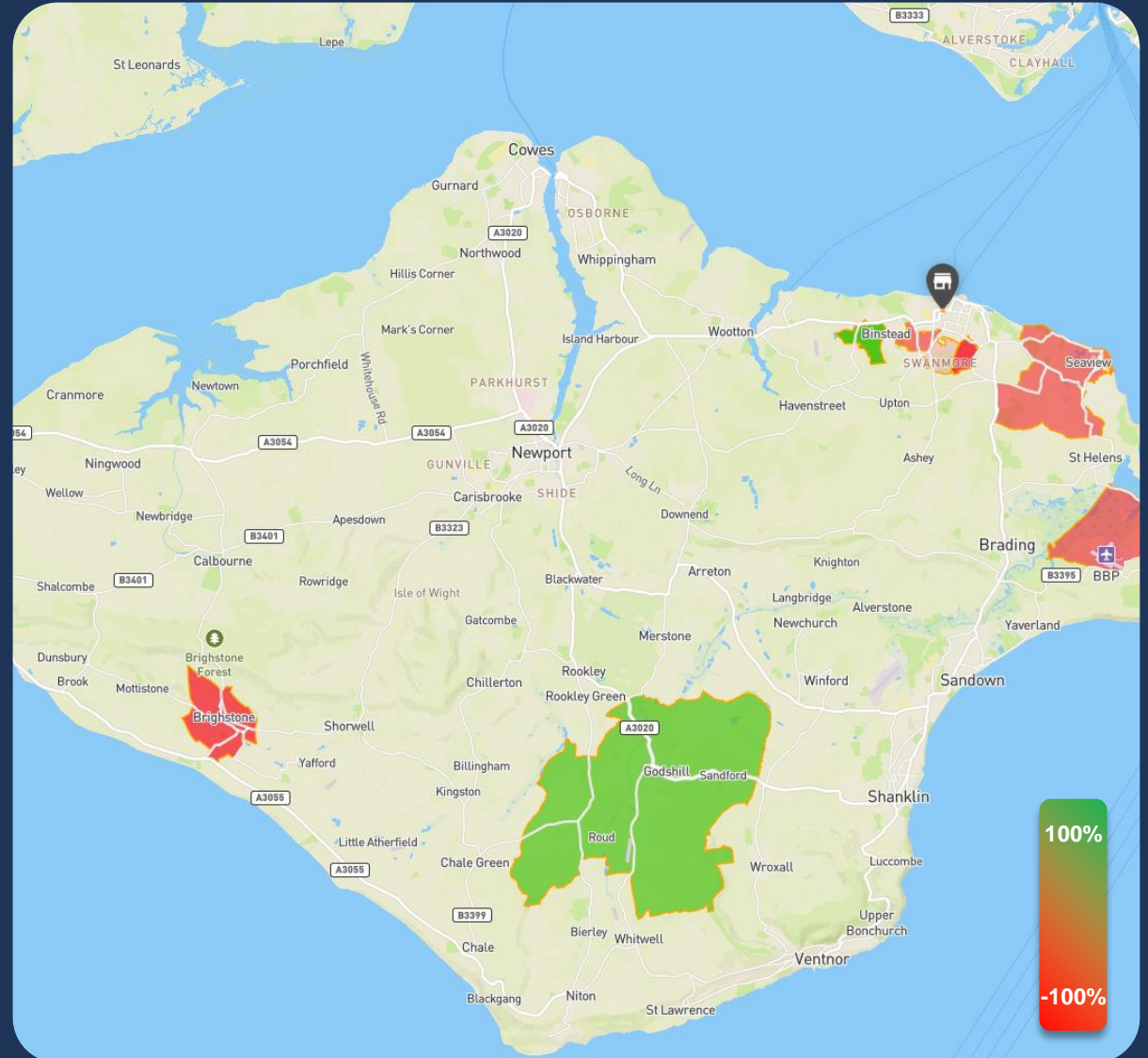
## AVERAGE DAILY VISITORS MAY 2022



## WEEKLY VISITS MAY 2022



## CHANGE IN VISITOR LEVELS MAY 2022 VS MAY 2021



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

## MINGHELLA SQUARE

### TOTAL VISITS

**392**

VISITS MAY 22

**-85%**  
VS MAY 2021



### AVERAGE DWELL TIME

**37 MINS**

AVERAGE TIME SPENT  
MAY 22

**-4 MINS**  
VS MAY 2021

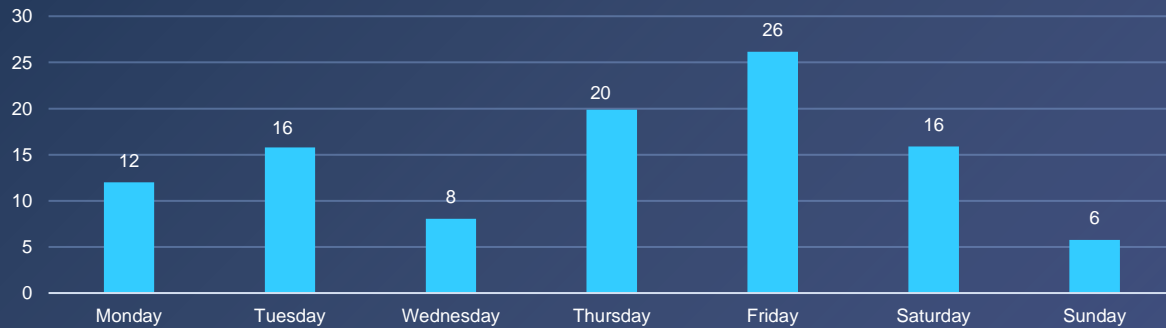


### PEDESTRIANS

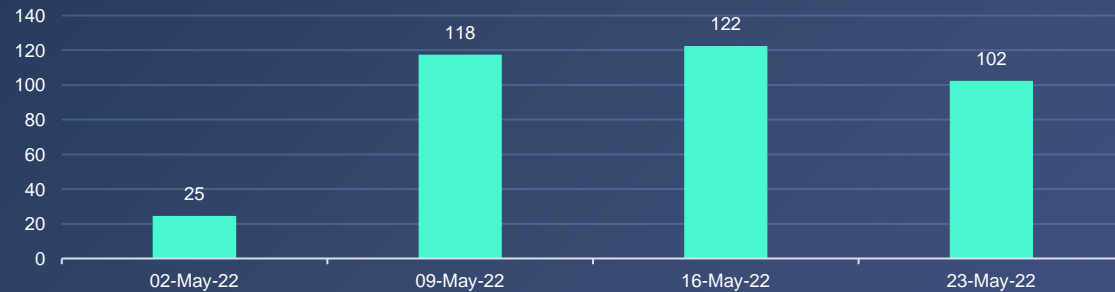
**79,937**

PEDESTRIANS PASSING  
THROUGH SQUARE  
MAY 2022

## AVERAGE DAILY VISITORS MAY 2022 VS MAY 2021



## WEEKLY VISITS MAY 2022



## CHANGE IN VISITOR LEVELS MAY 2022 VS MAY 2021

