

VISITOR INSIGHTS

MONTHLY REPORT

RYDE, Isle of Wight

AUGUST 2022

Produced for Ryde and RYDE Heritage Action Zones
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web@iwhaz.uk



VISITOR | INSIGHTS

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

TOTAL VISITS



757,123

VISITS TO THE HIGH STREET



AVERAGE DWELL TIME



180MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.3

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

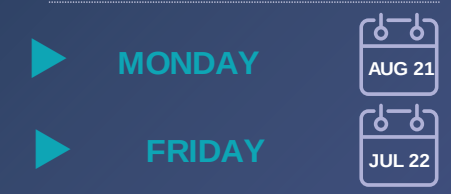


POPULAR VISIT DAY

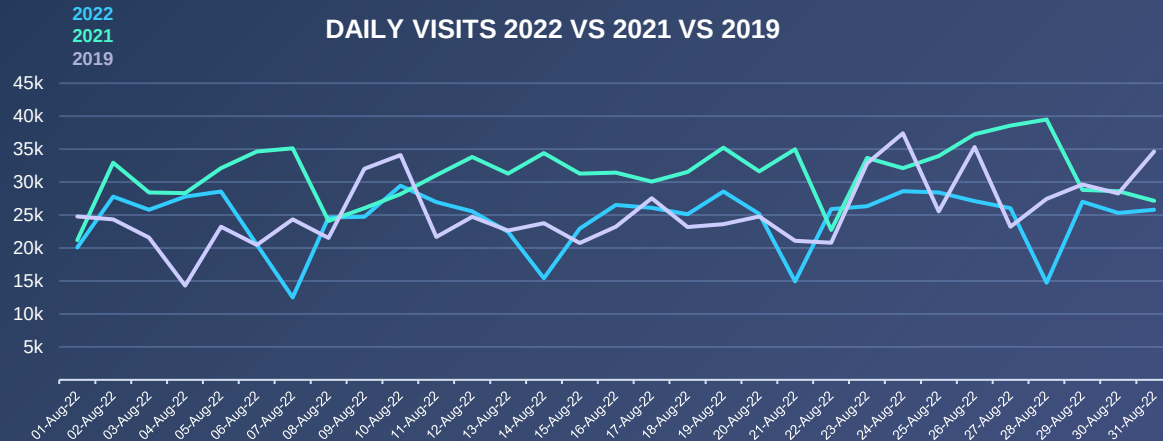


WEDNESDAY

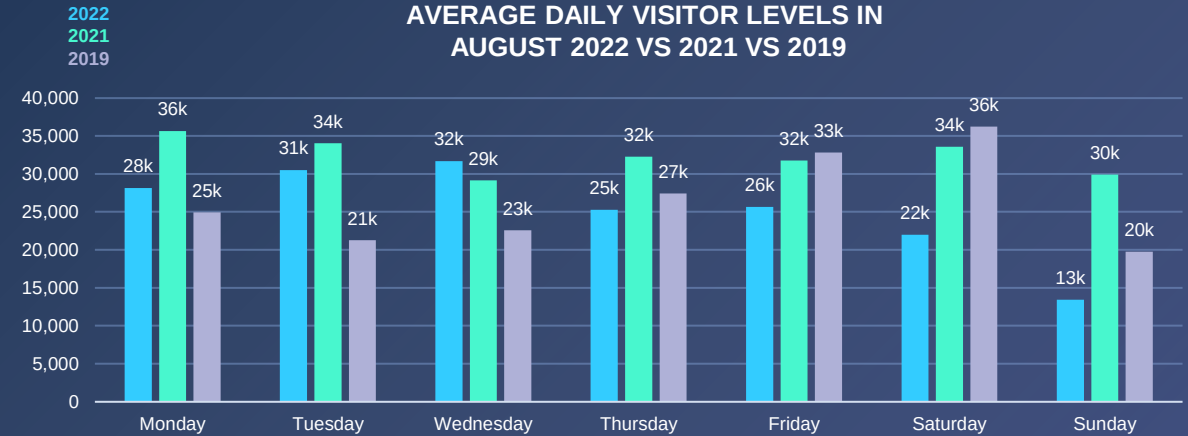
32k AVERAGE VISITS ON FRIDAY IN AUGUST



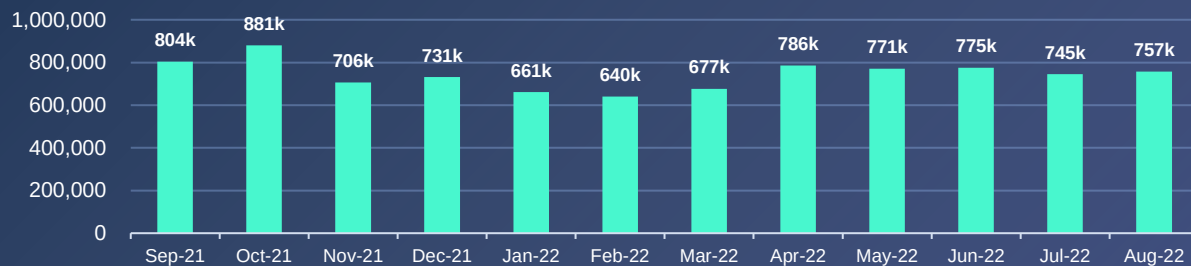
DAILY VISITS 2022 VS 2021 VS 2019



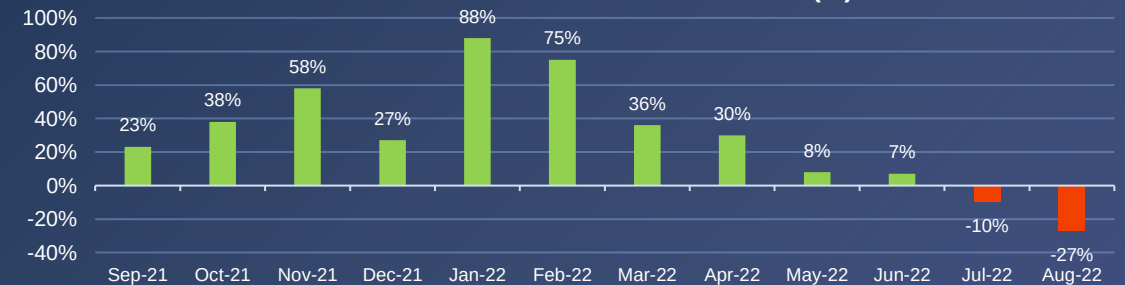
AVERAGE DAILY VISITOR LEVELS IN AUGUST 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



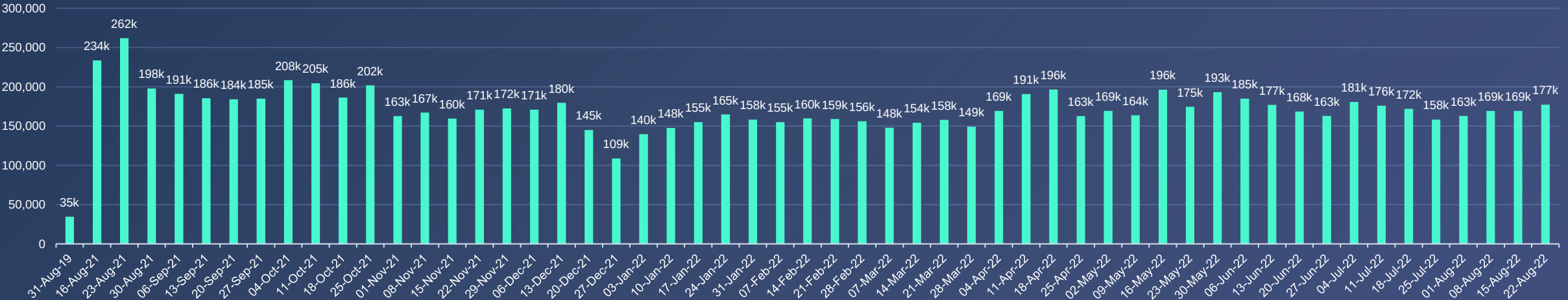
TOTAL VISIT CHANGE BY MONTH (%)



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

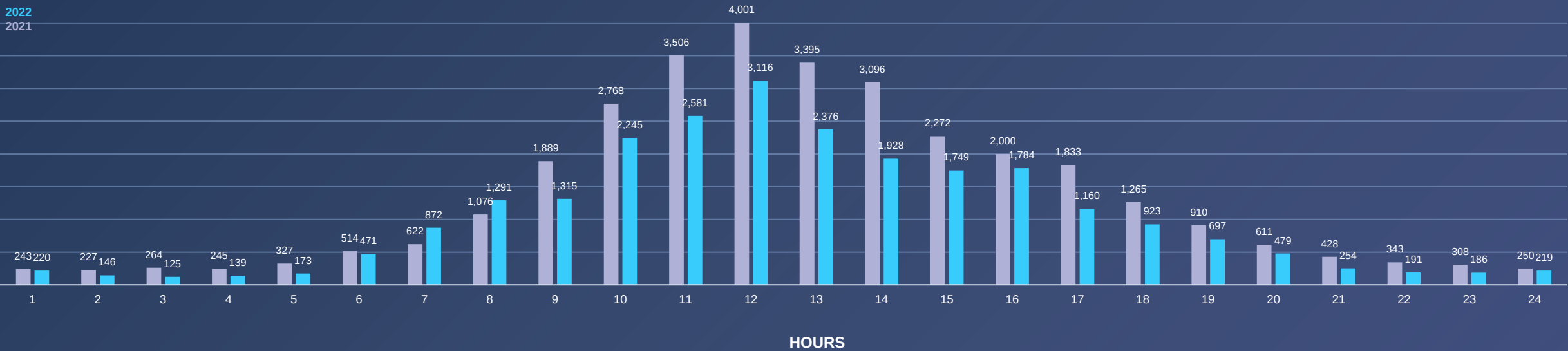


WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR

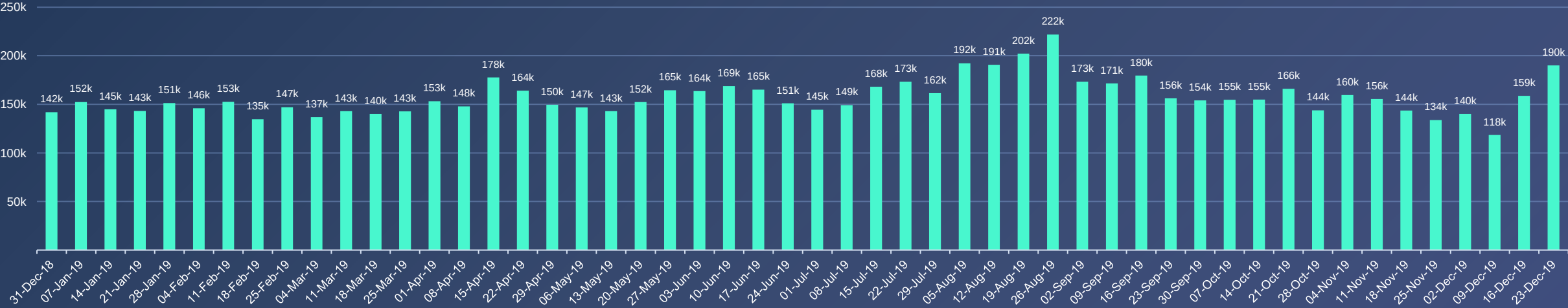
2022
2021



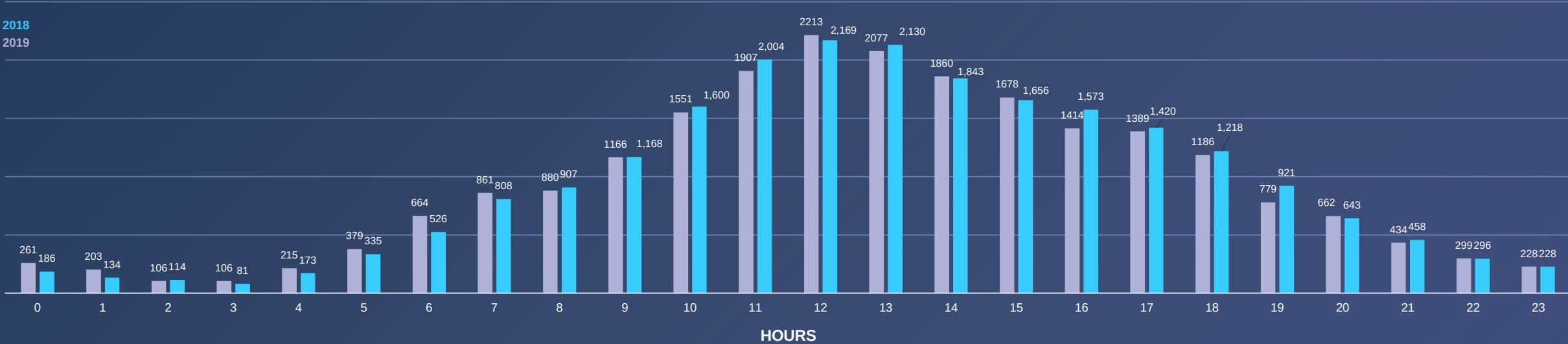
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



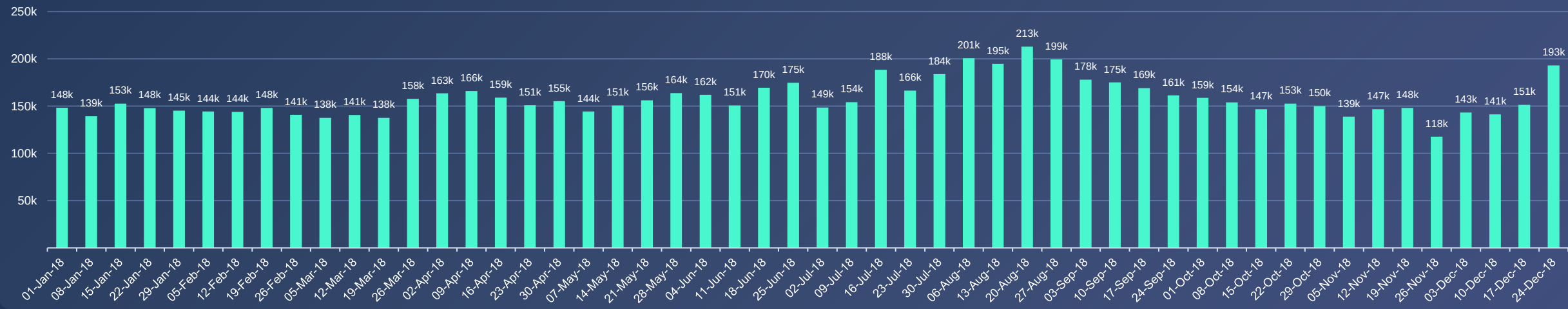
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



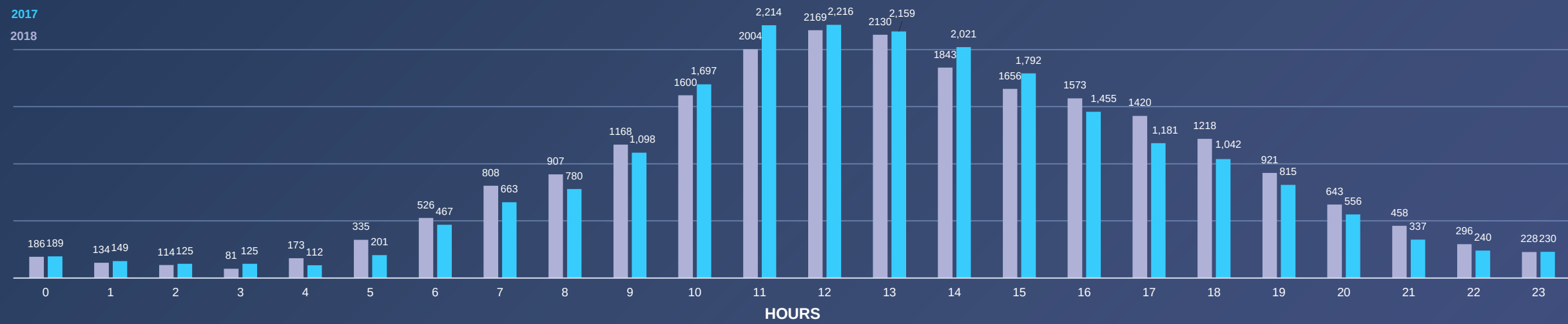
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



9,974,504

VISITS TO THE HIGH STREET
AUGUST 21 - AUGUST 22

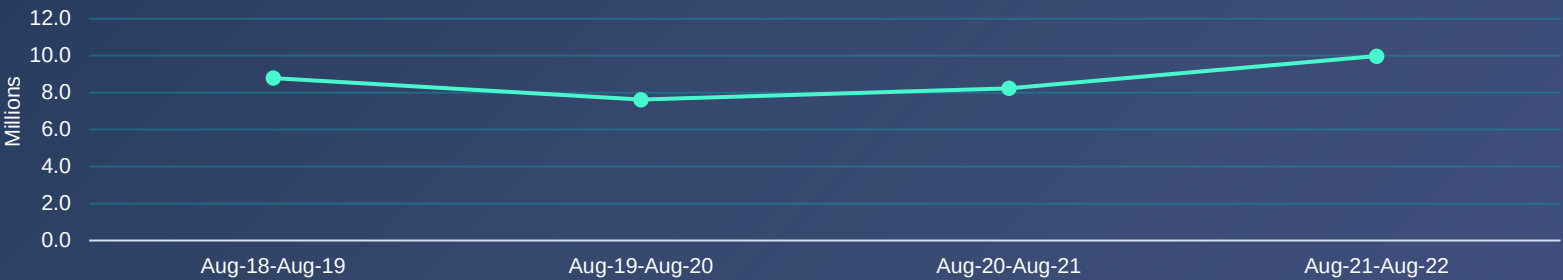


13%

4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



166 MINS

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

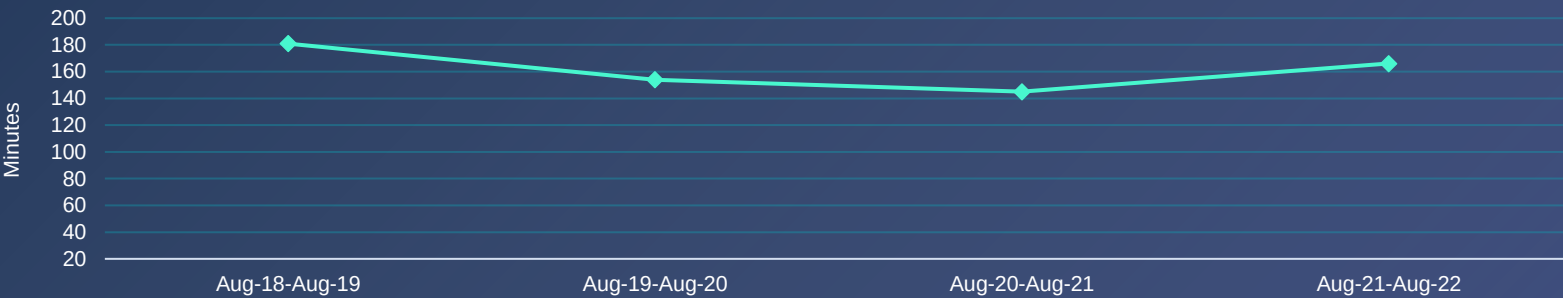


-8%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.3

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

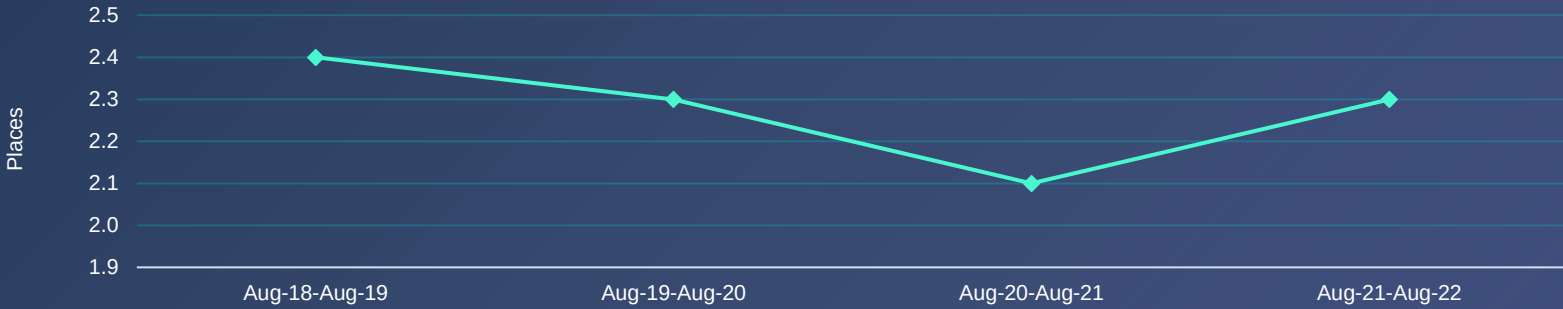


-4%

4 YEAR CHANGE

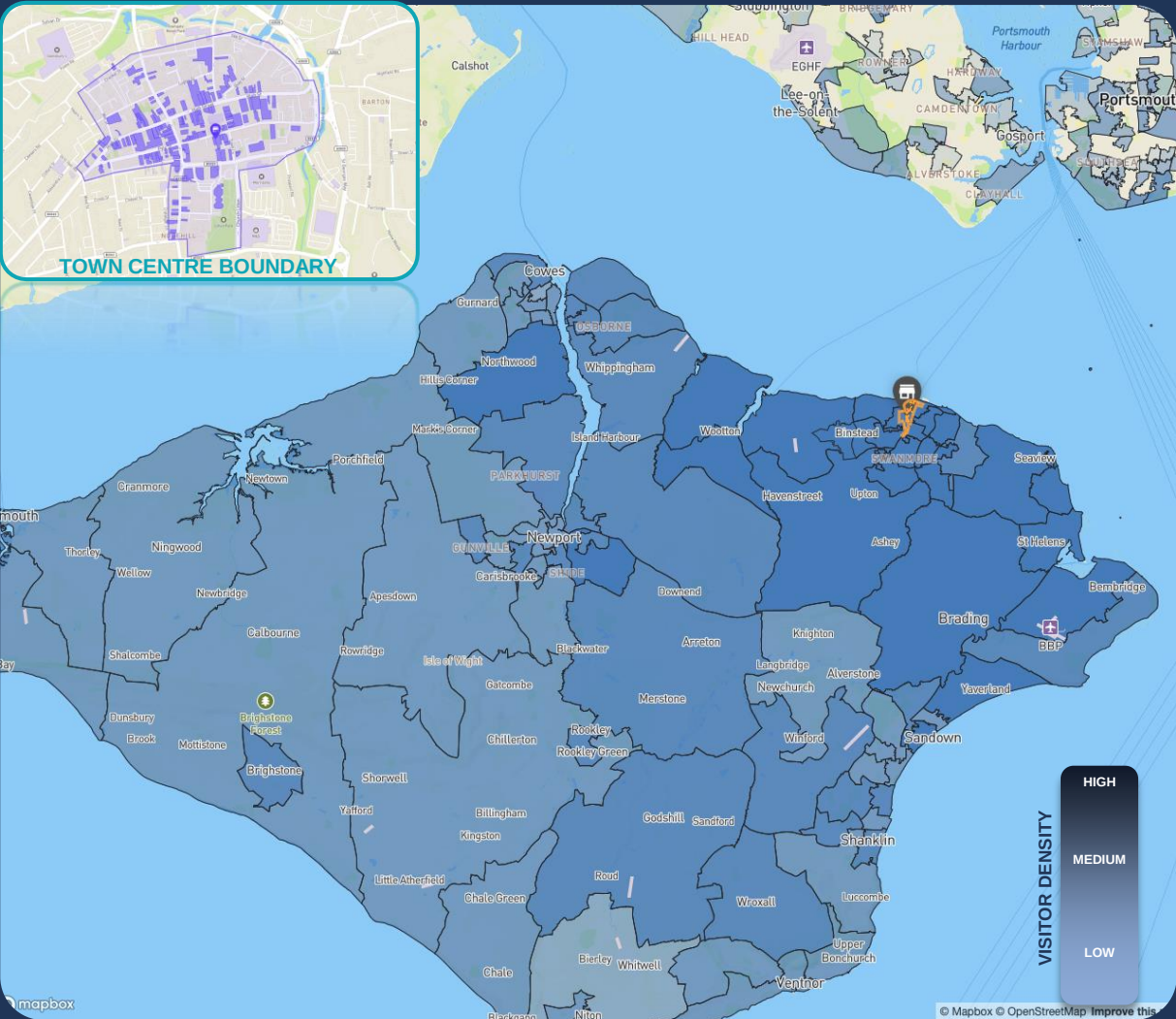


PLACES VISITED

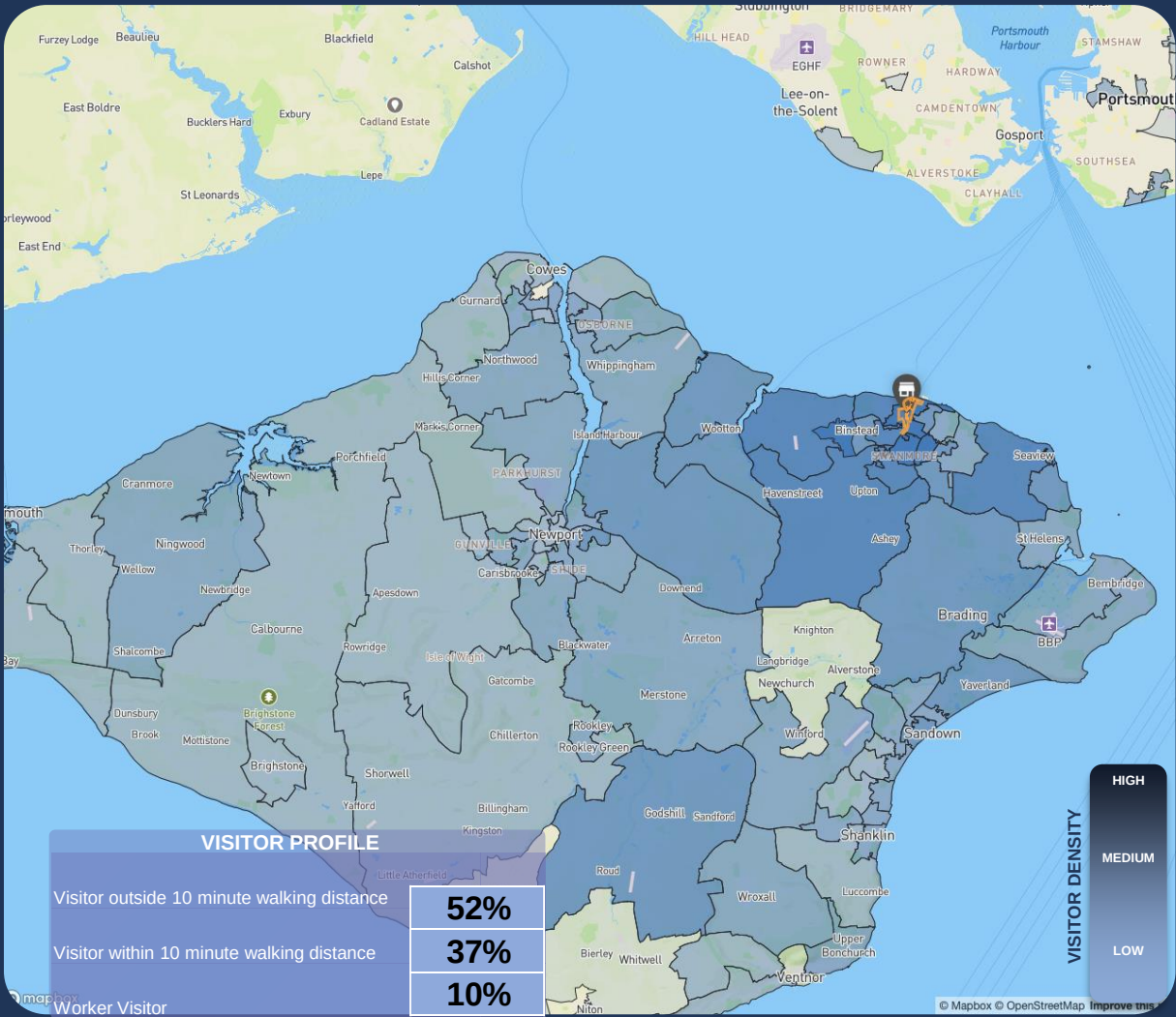


RYDE VISITOR CATCHMENT — AUGUST 2022 & BENCHMARKING (AUGUST 2021-22)

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

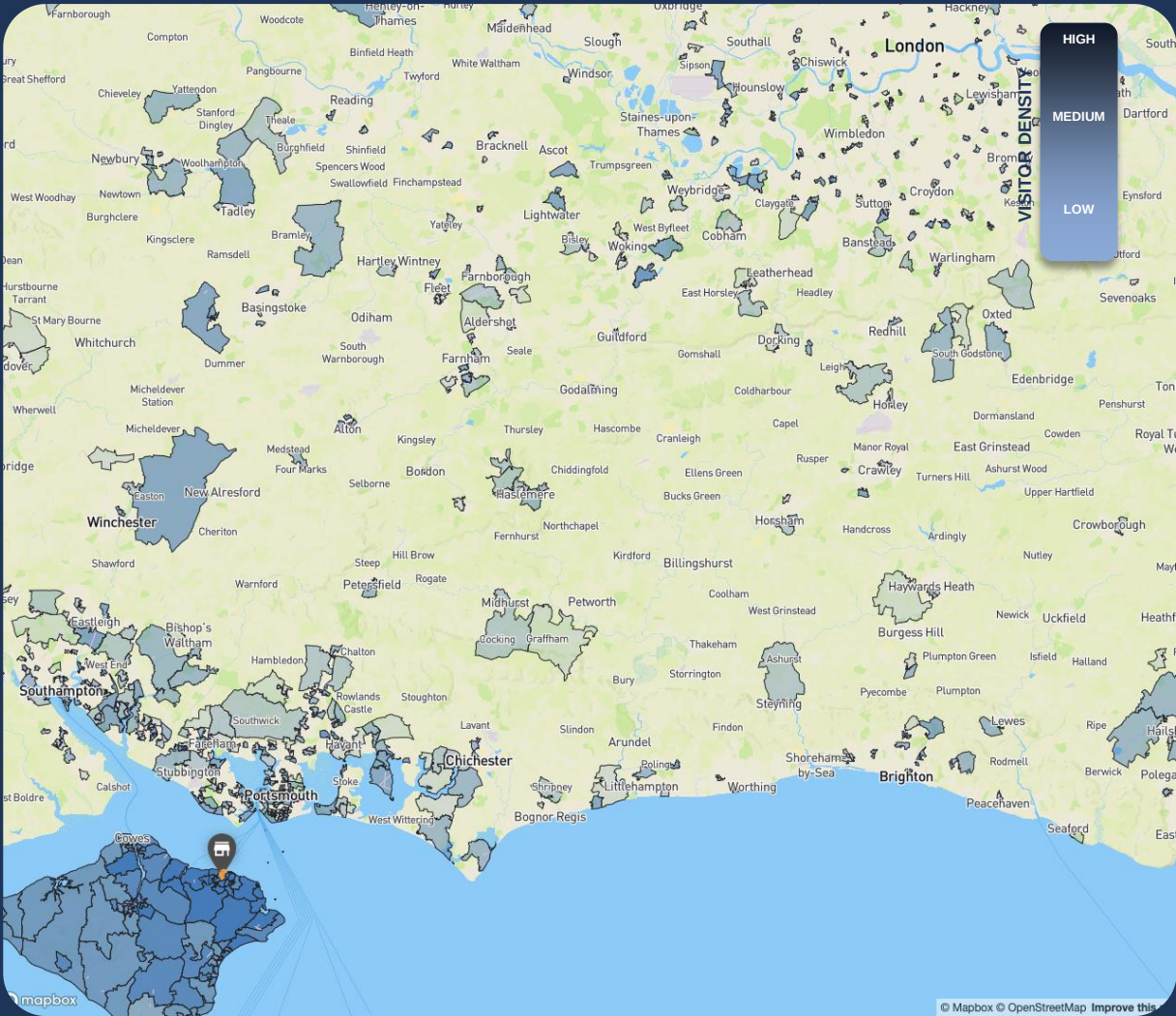


VISITOR CATCHMENT BY POSTCODE
IN AUGUST 2022 (zoomed in)

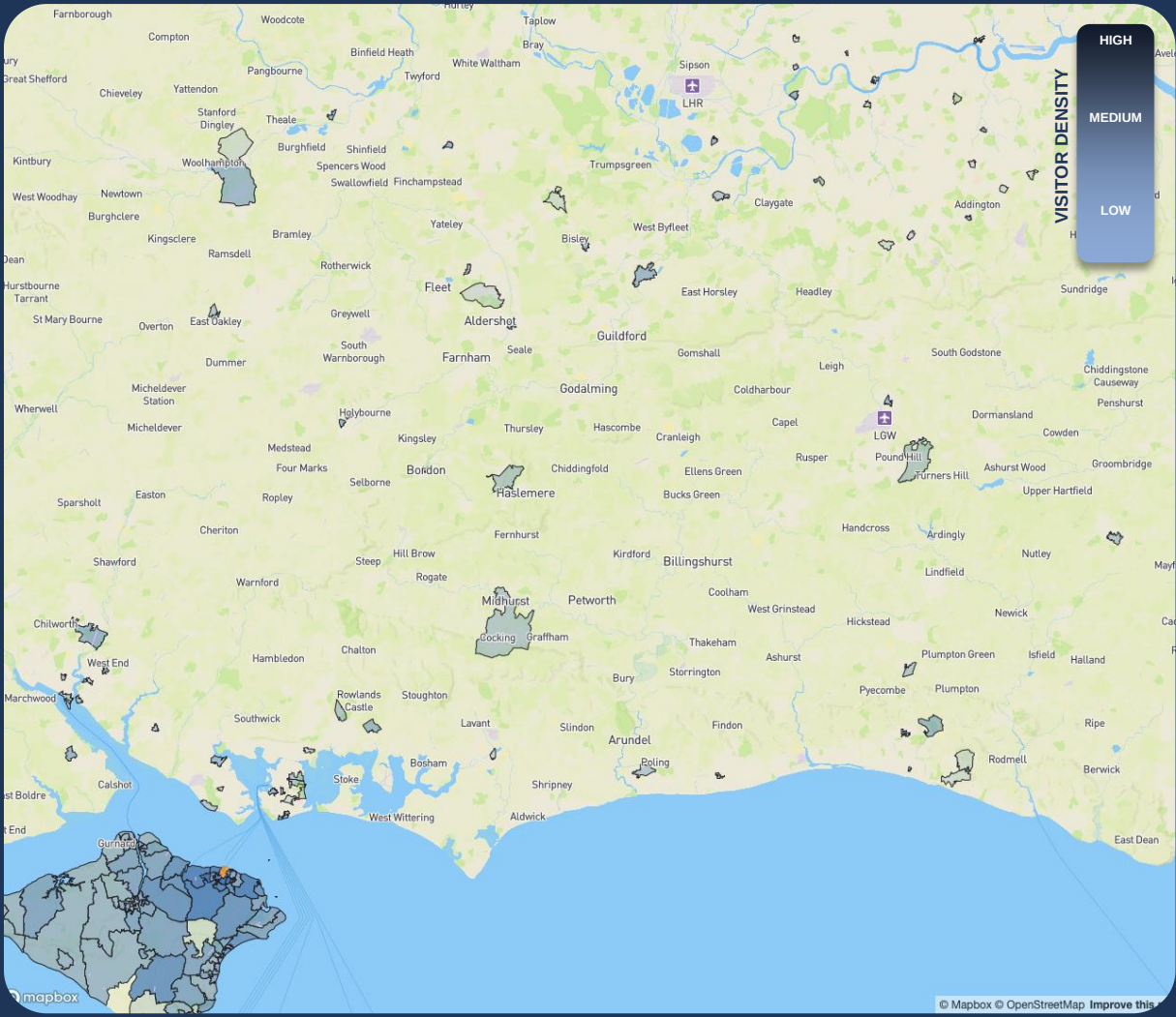


RYDE VISITOR CATCHMENT — AUGUST 2022 & BENCHMARKING (AUGUST 2021-22)

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

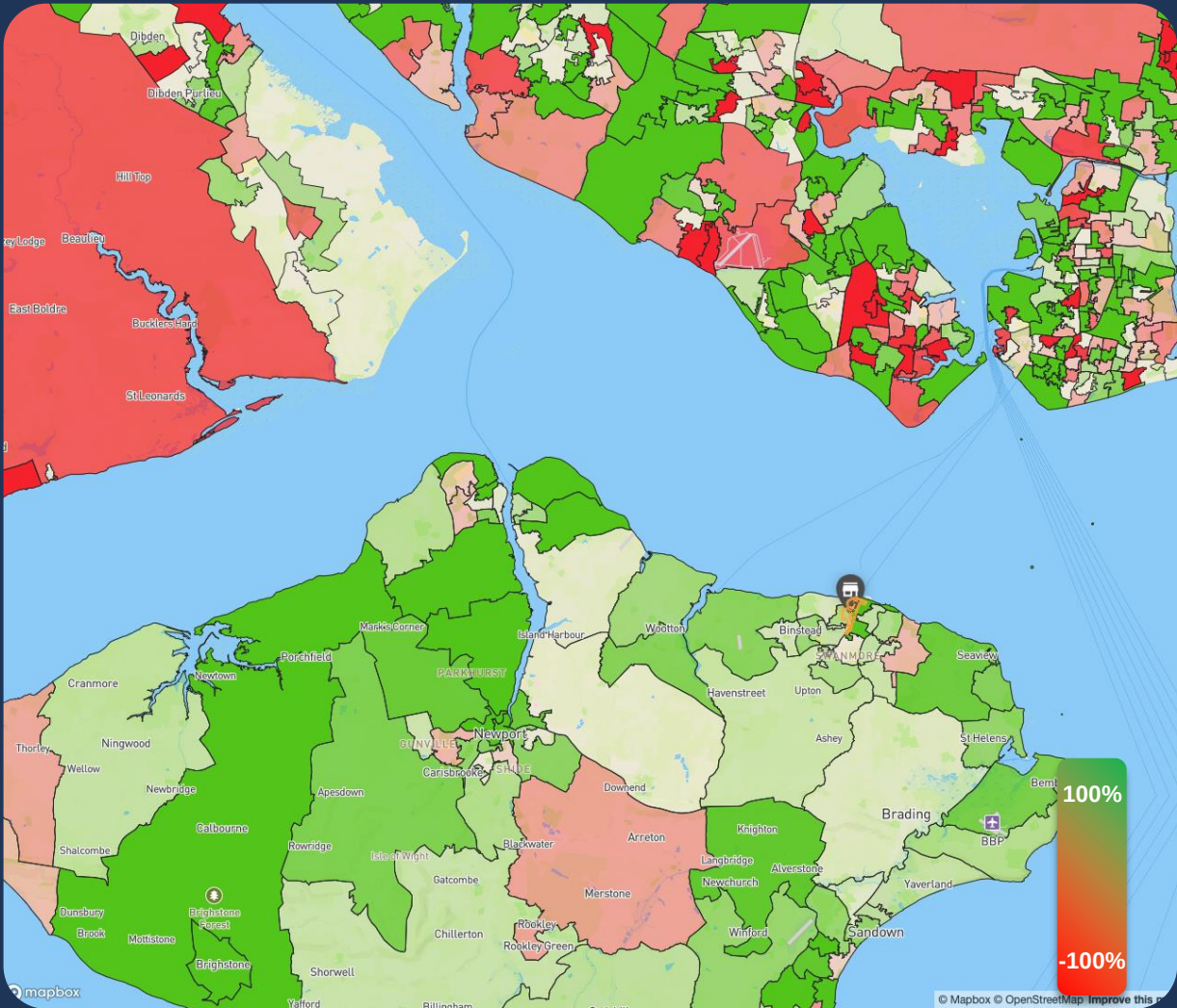


VISITOR CATCHMENT BY POSTCODE
IN AUGUST 2022 (zoomed out)

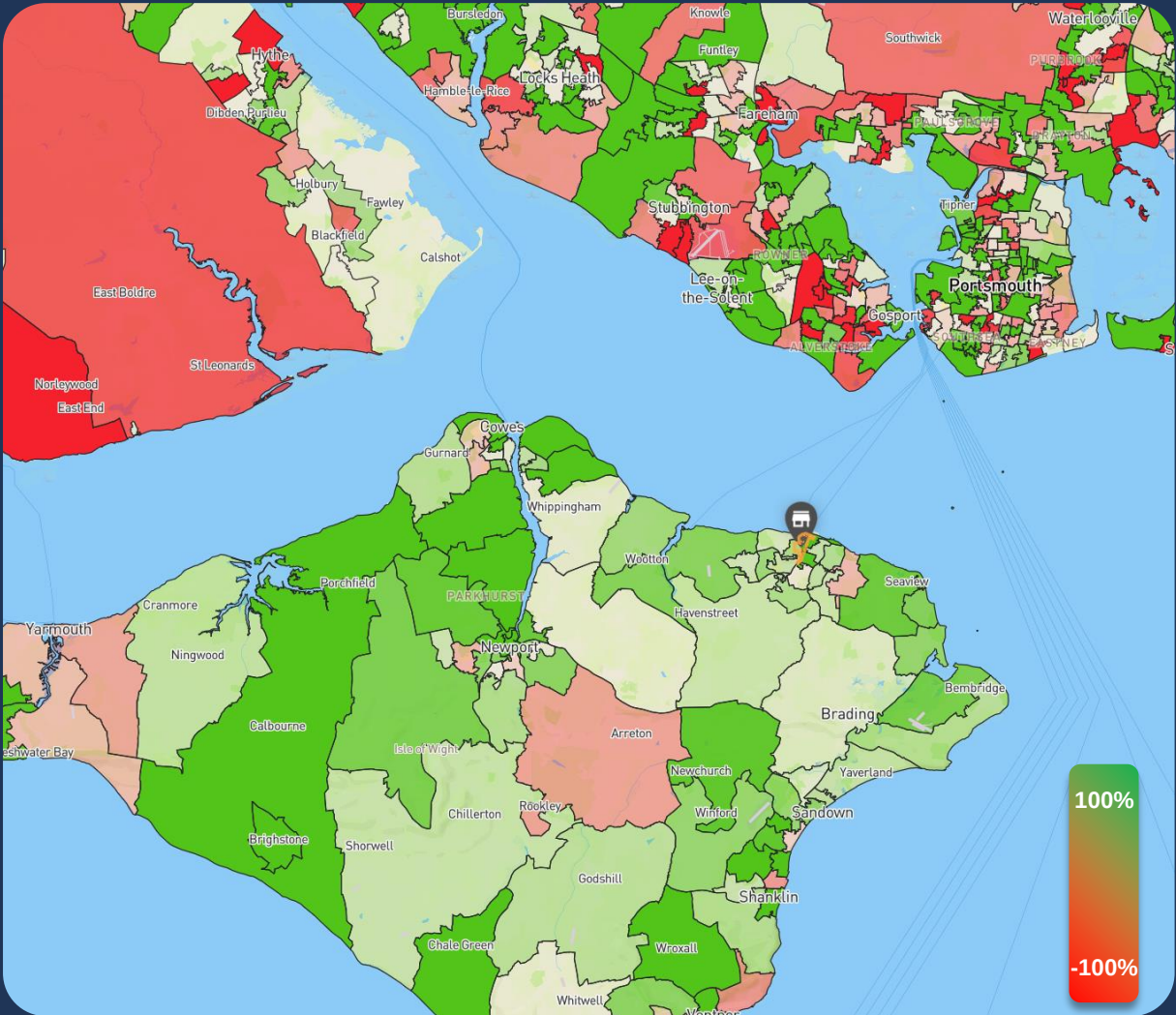


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (AUGUST 2021-22)

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

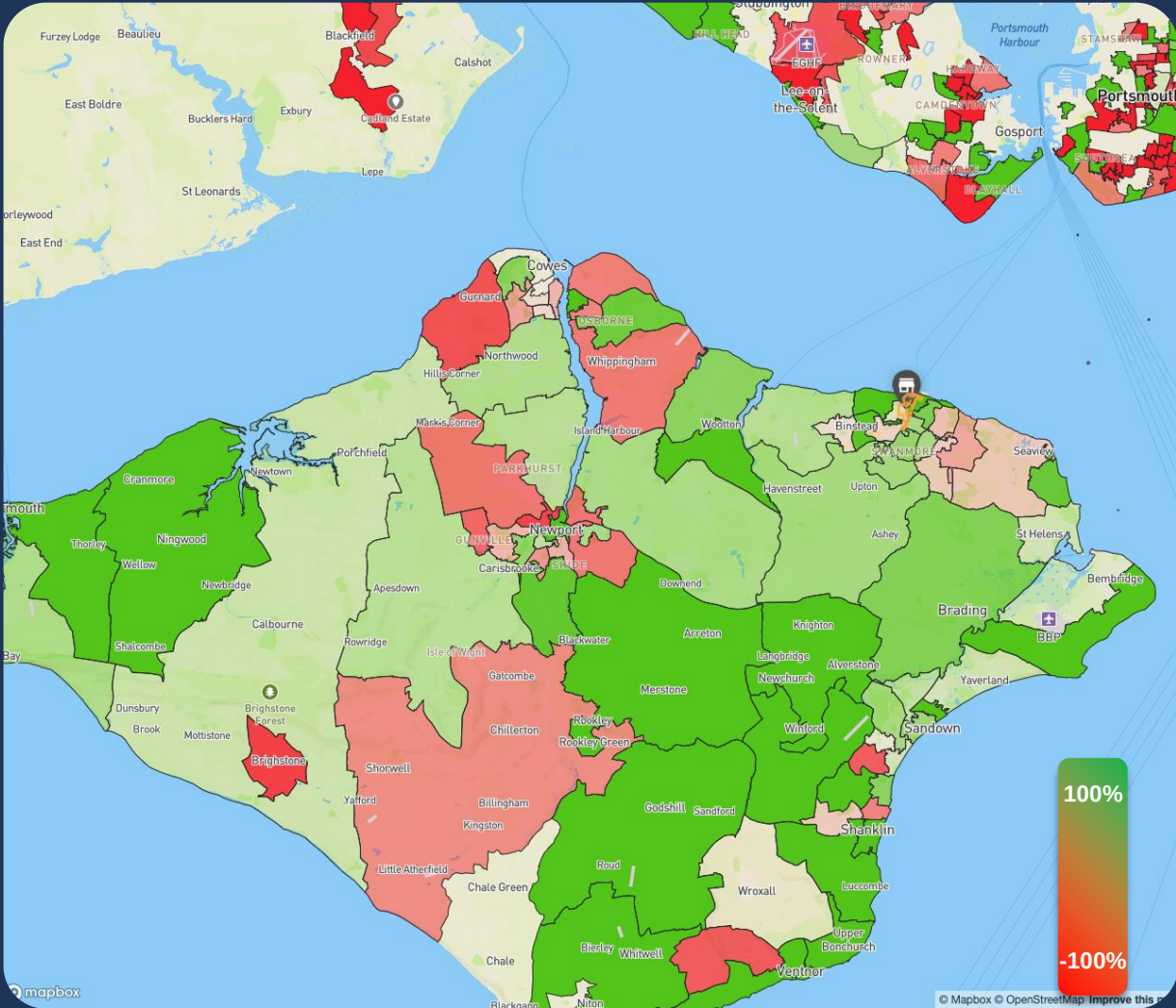


CHANGE IN VISITOR LEVELS
AUGUST 2021-22 vs AUGUST 2020-21 (zoomed out)

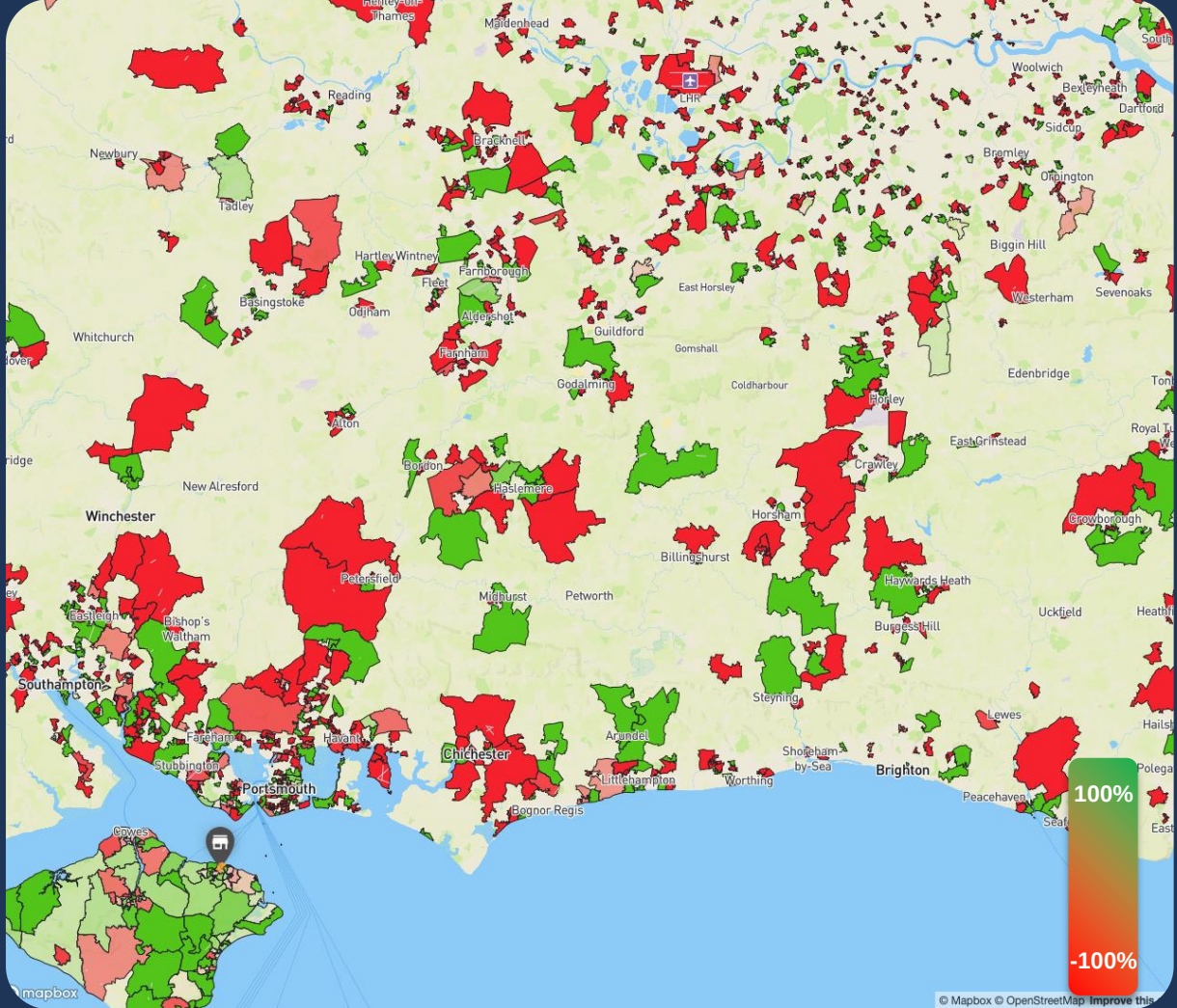


RYDE VISITOR CHANGE BY POSTCODE – AUGUST 2022 & BENCHMARKING

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

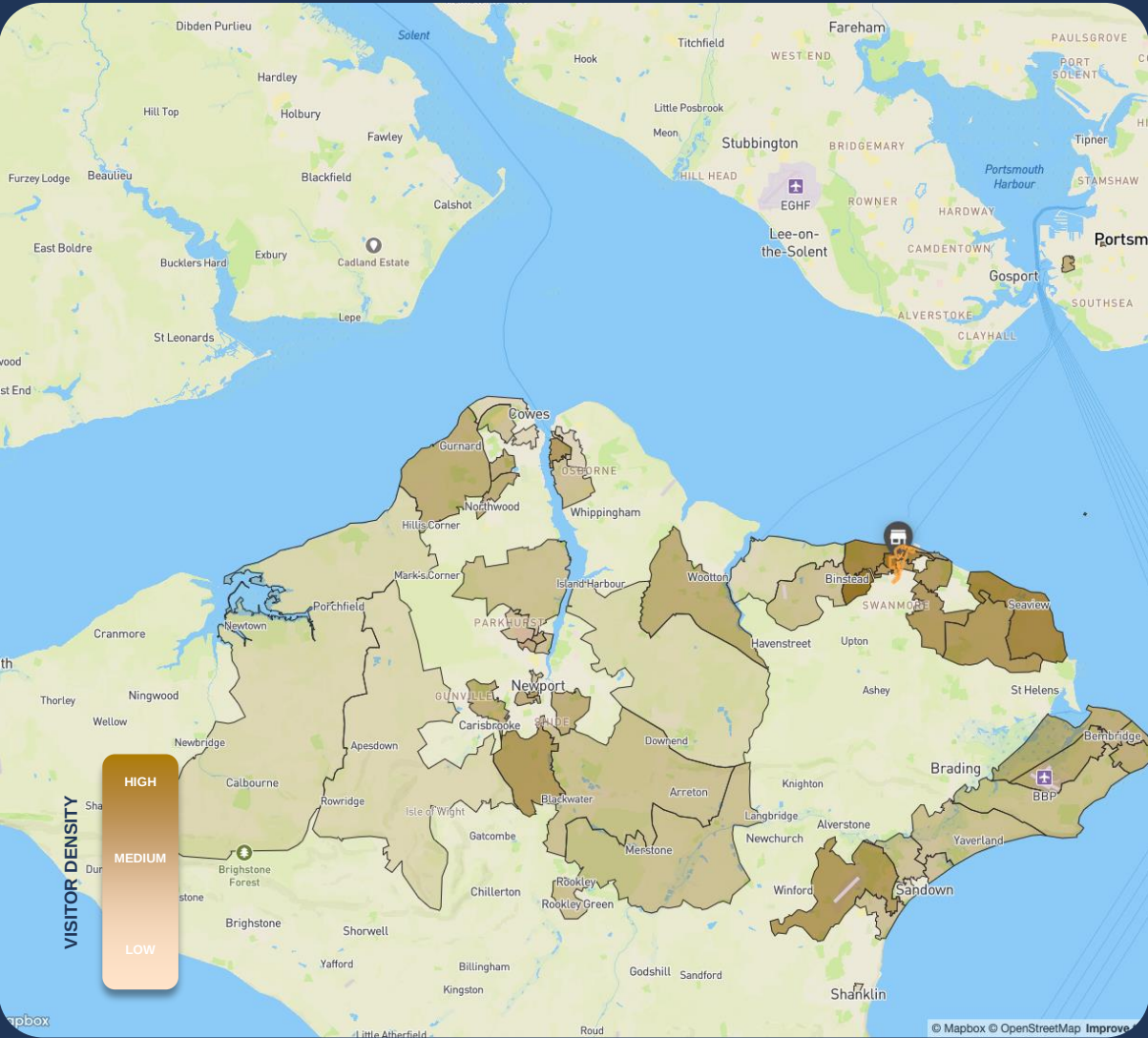


CHANGE IN VISITOR LEVELS
AUGUST 2022 vs AUGUST 2021 (zoomed out)

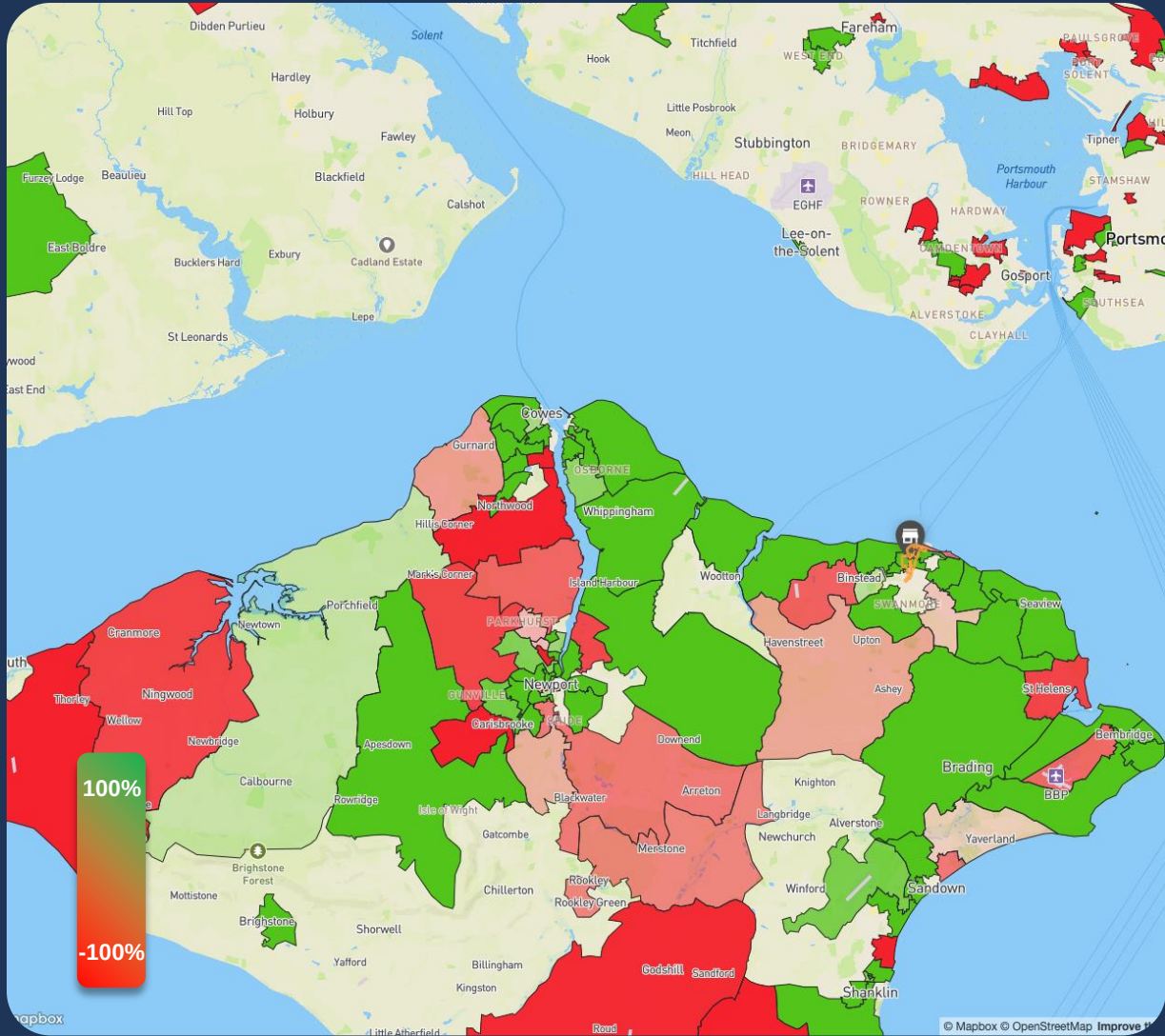


RYDE WORKER CATCHMENT CHANGE — AUGUST 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE AUGUST 2022

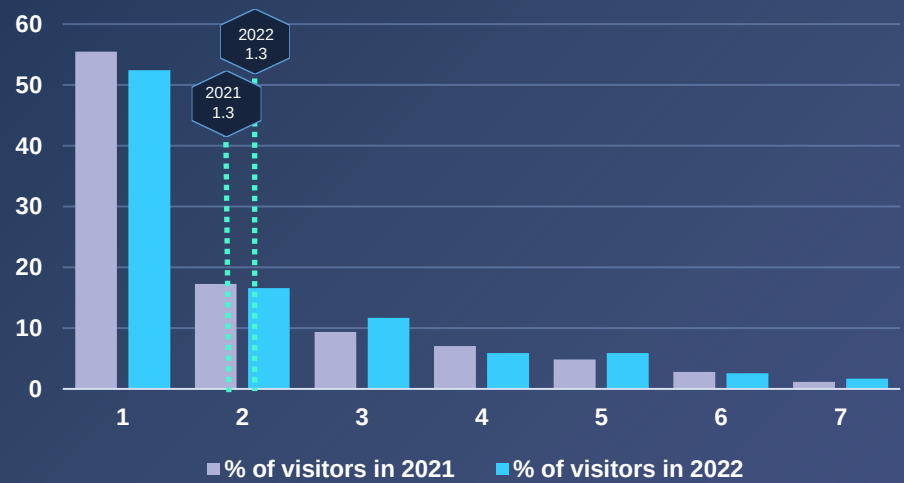


CHANGE IN WORKER CATCHMENT AUGUST 2022 vs AUGUST 2021

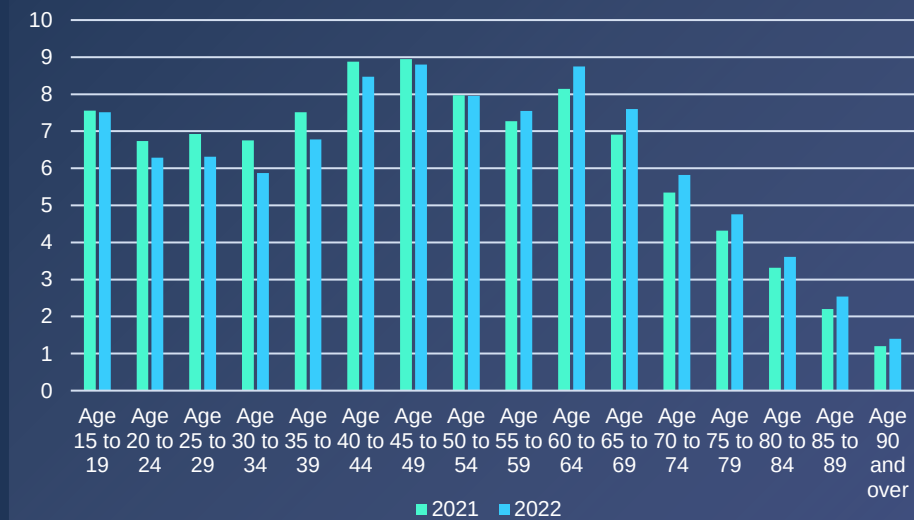


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (AUGUST 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



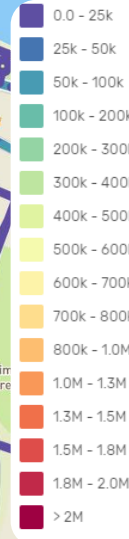
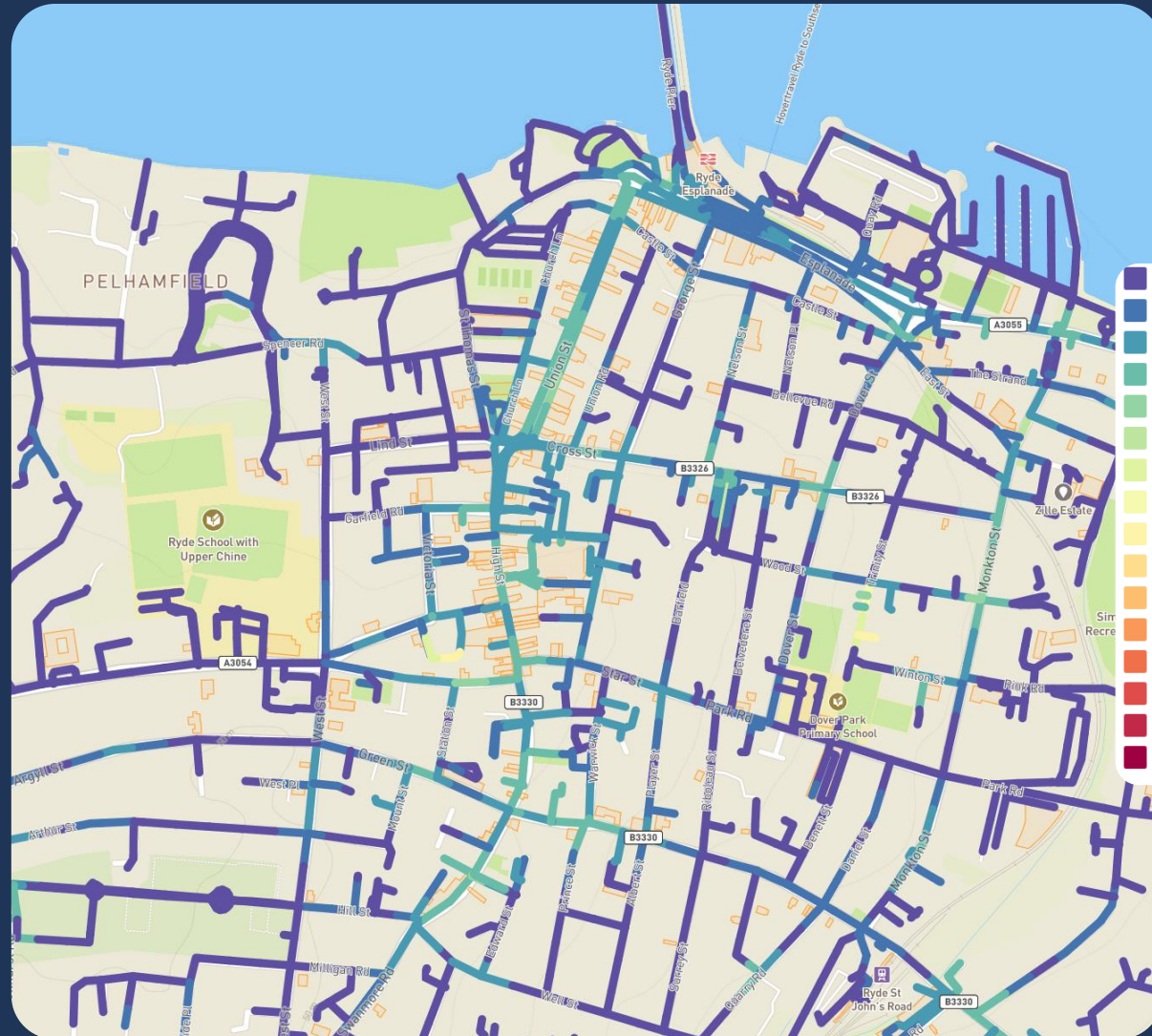
RYDE VISITOR AGE RANGE (%)
AUGUST 2022 VS AUGUST 2021



RYDE TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2022

RYDE PEDESTRIAN VISITOR BEHAVIOURS – AUGUST 2022 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2022



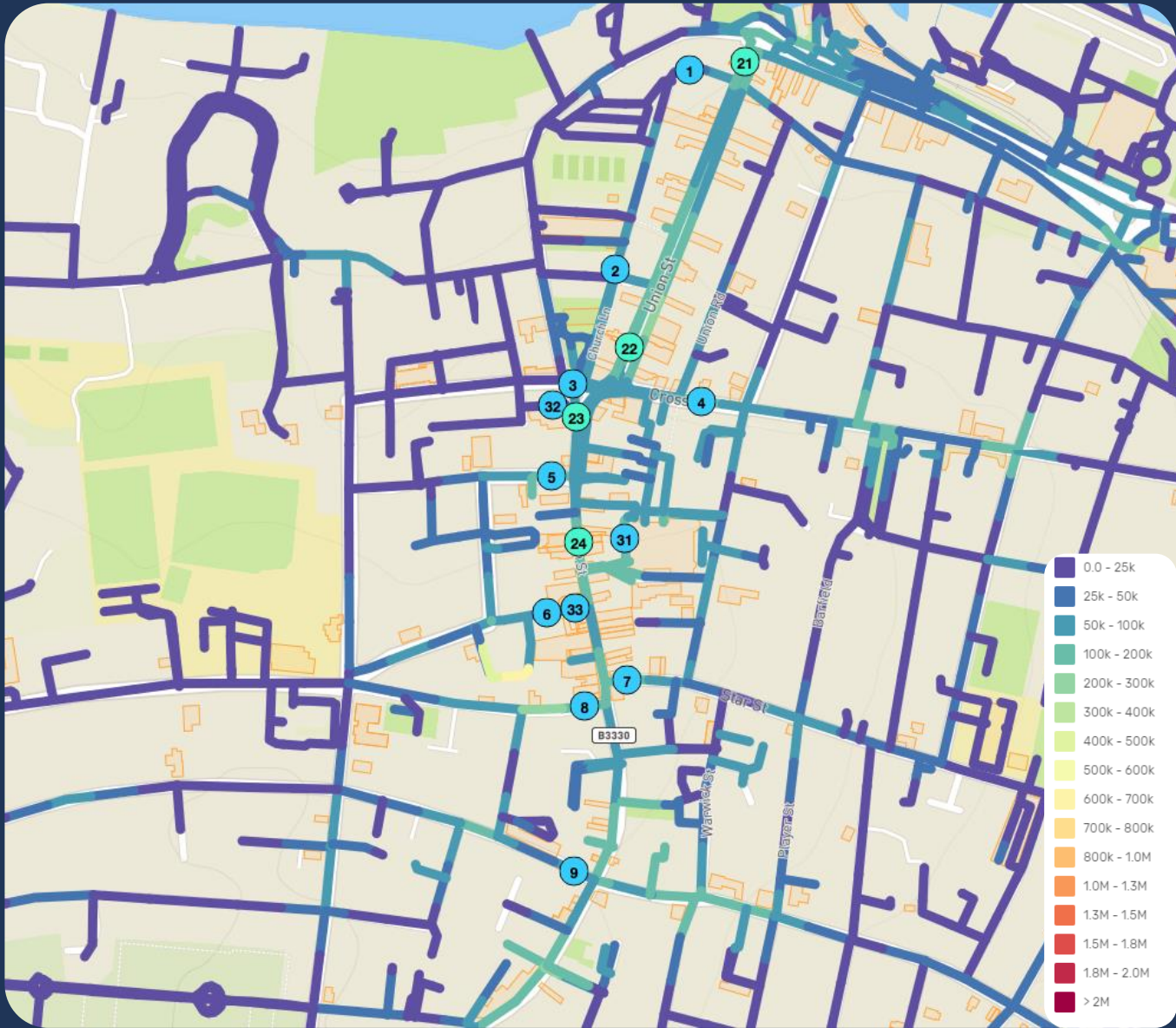
RYDE TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2021



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



CENTRE FOOTFALL DATA AUGUST 2022 VS AUGUST 2021 — ENTRY POINTS



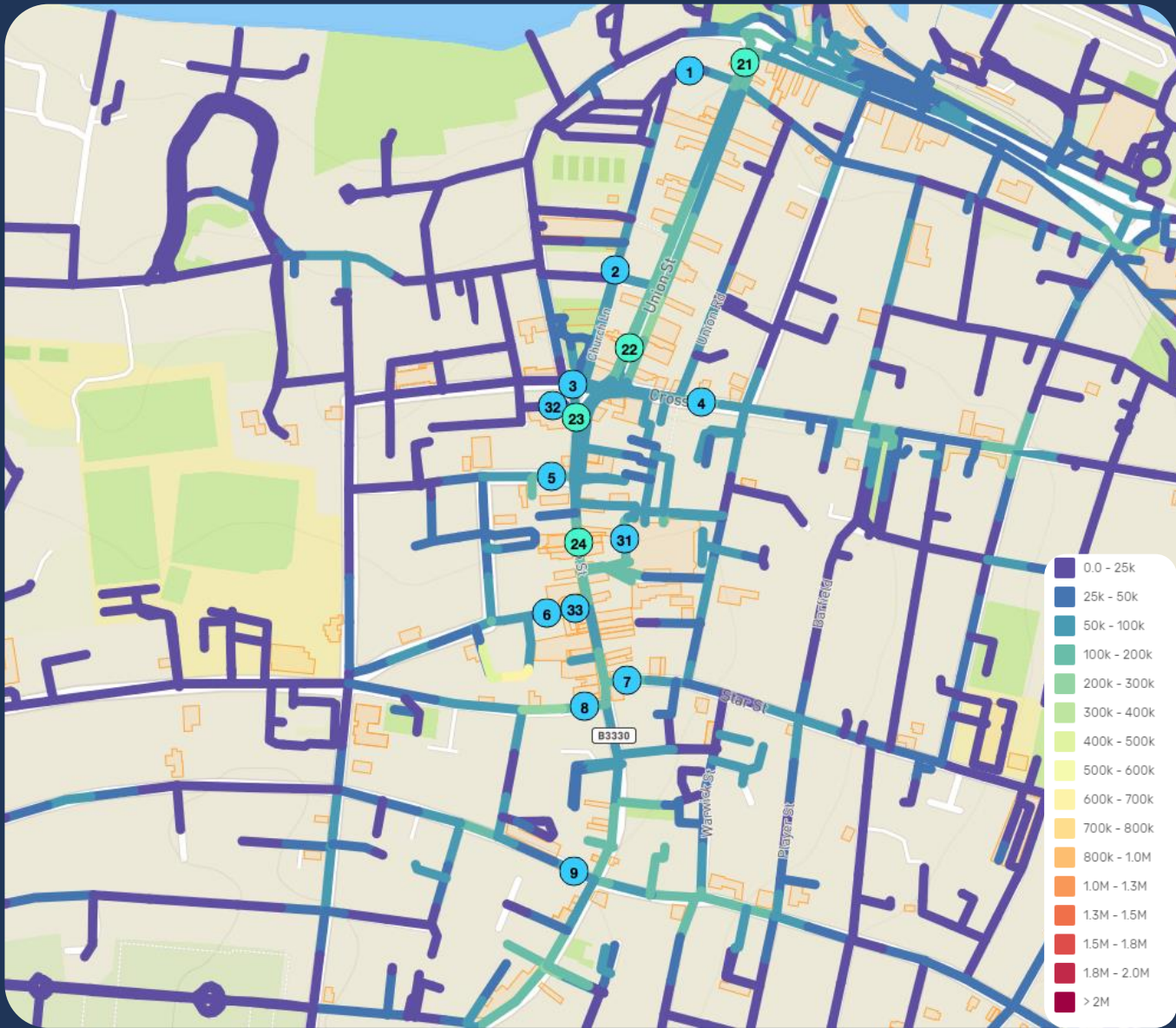
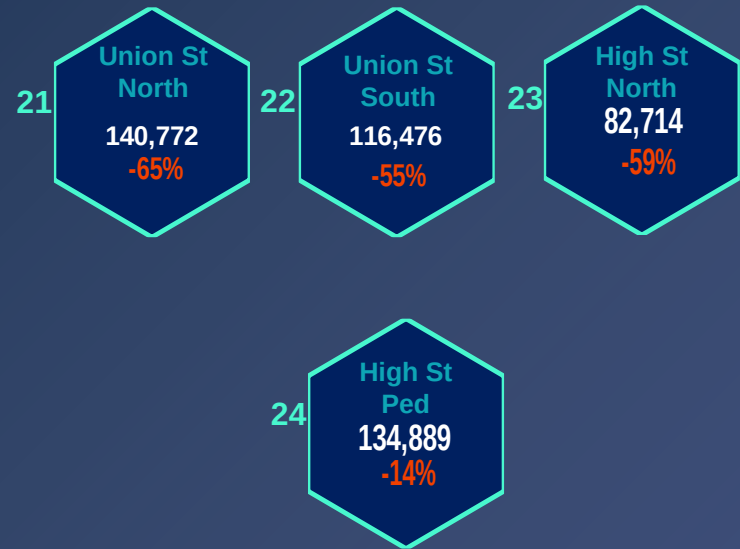
RYDE TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2022

KEY: PEDESTRIAN NUMBERS AUGUST 2022

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



CENTRE FOOTFALL DATA AUGUST 2022 VS AUGUST 2021 — ENTRY POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2022

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



ST THOMAS SQUARE

TOTAL VISITS

1,250

VISITS AUGUST 22

-66%
VS AUGUST
2021



AVERAGE DWELL TIME

47 MINS

AVERAGE TIME SPENT
AUGUST 22

-167MINS
VS AUGUST
2021

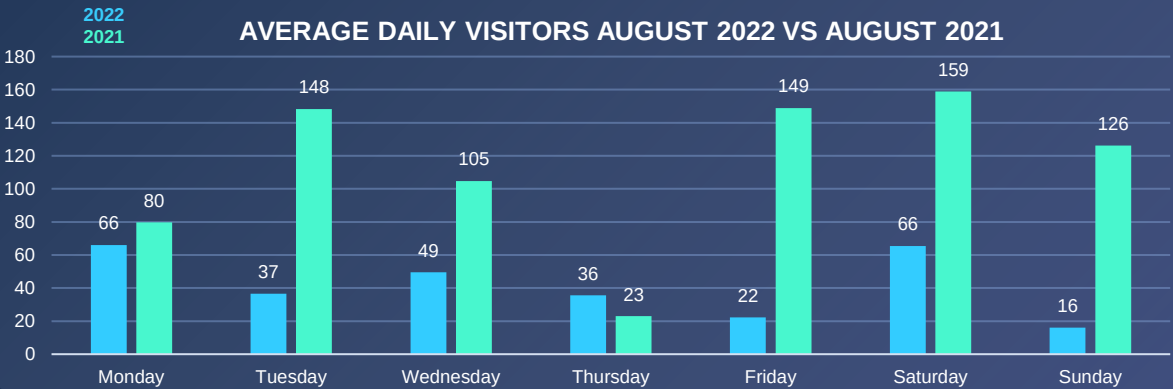


PEDESTRIANS

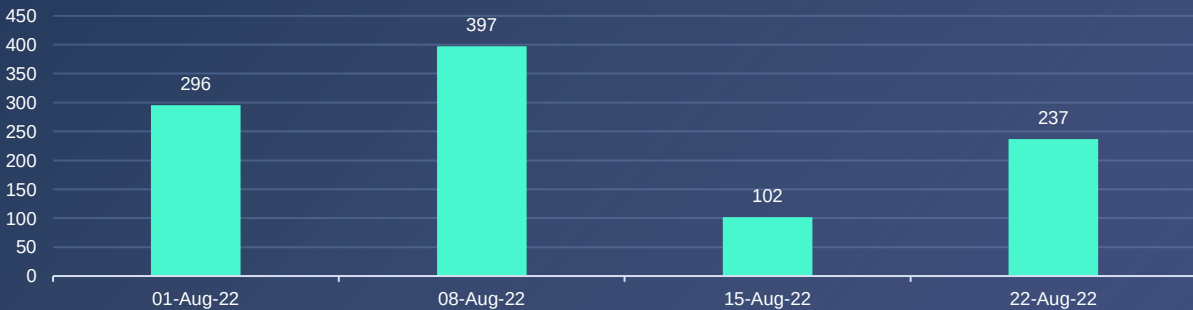
23,837

PEDESTRIANS PASSING
THROUGH SQUARE
AUGUST 2022

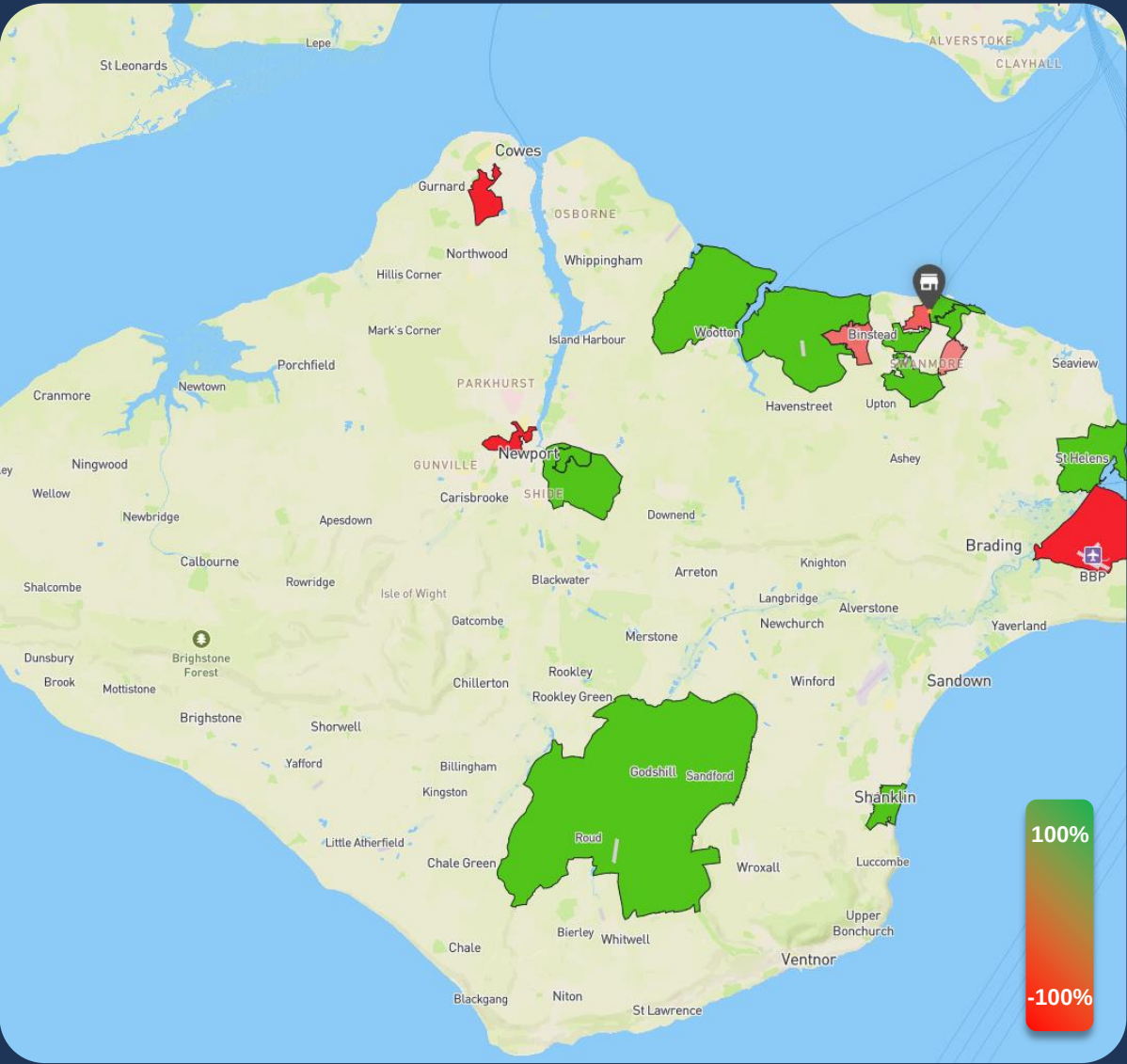
AVERAGE DAILY VISITORS AUGUST 2022 VS AUGUST 2021



WEEKLY VISITS AUGUST 2022



CHANGE IN VISITOR LEVELS AUGUST 2022 VS AUGUST 2021



CHANGE IN VISITOR LEVELS AUGUST 2022 VS AUGUST 2021

TOTAL VISITS

905

VISITS AUGUST 22

AVERAGE DWELL TIME

**AVERAGE TIME SPENT
AUGUST 22**

PEDESTRIANS

69,318

**PEDESTRIANS PASSING
THROUGH SQUARE
AUGUST 2022**

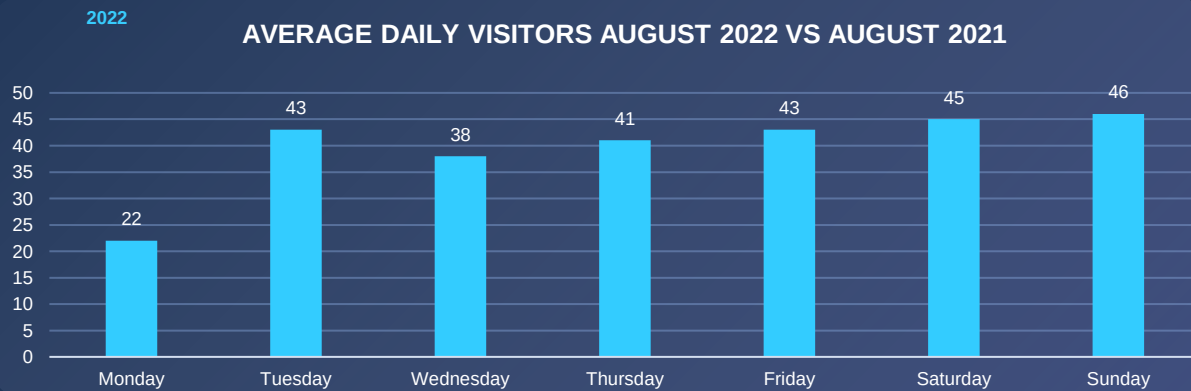
-88%
VS AUGUST
2021



58 MINS
VS AUGUST
2021



AVERAGE DAILY VISITORS AUGUST 2022 VS AUGUST 2021



WEEKLY VISITS AUGUST 2022

