

VISITOR INSIGHTS

MONTHLY REPORT

NEWPORT, Isle of Wight

SEPTEMBER 2022

Produced for NEWPORT and NEWPORT Heritage Action Zones

www.iwhaz.uk

web@iwhaz.uk



VISITOR | INSIGHTS

NEWPORT TOWN CENTRE — SEPTEMBER 2022 SUMMARY & BENCHMARKING (SEPTEMBER 2021-22)

TOTAL VISITS



1,284,314

VISITS TO THE HIGH STREET



AVERAGE DWELL TIME



155 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.6

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

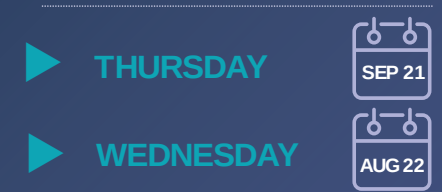


POPULAR VISIT DAY

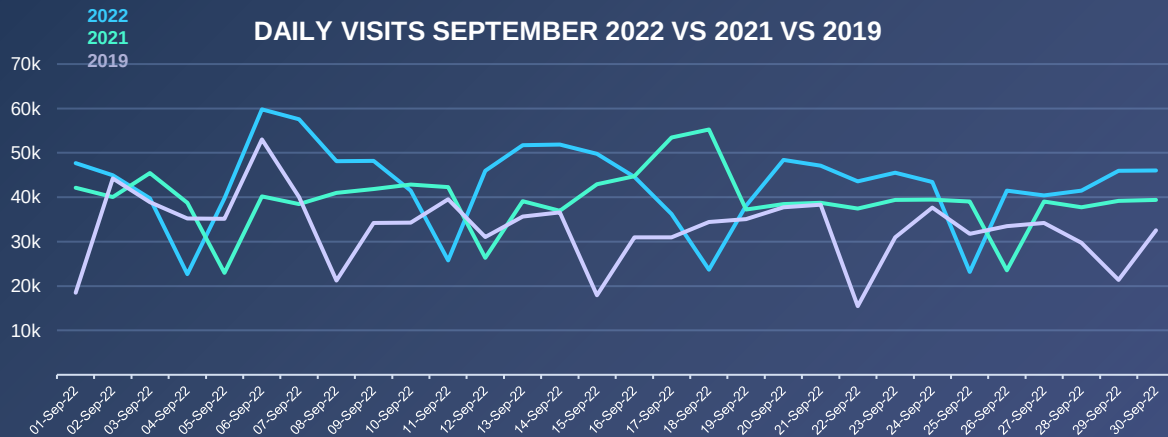


THURSDAY

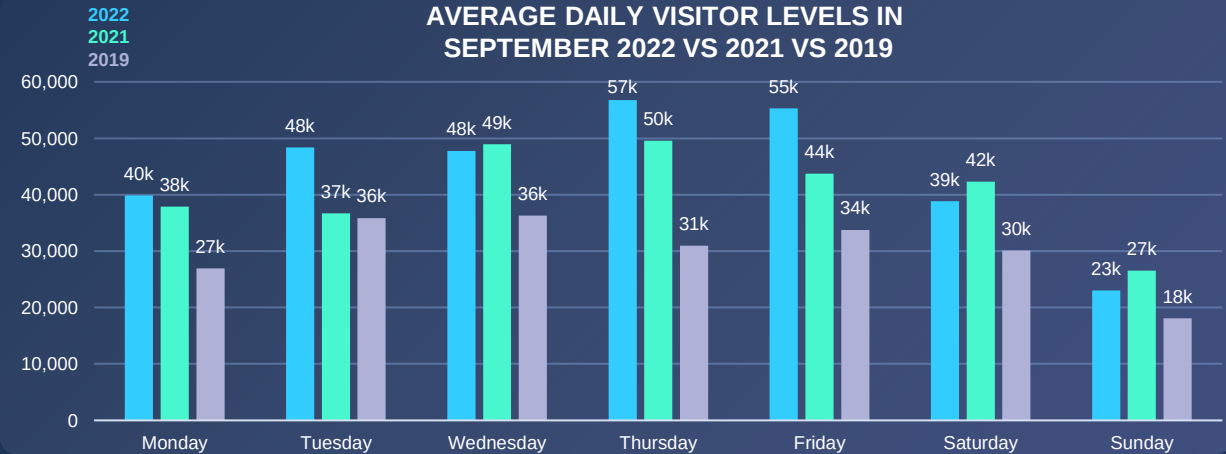
57k AVERAGE VISITS ON FRIDAY IN SEPTEMBER



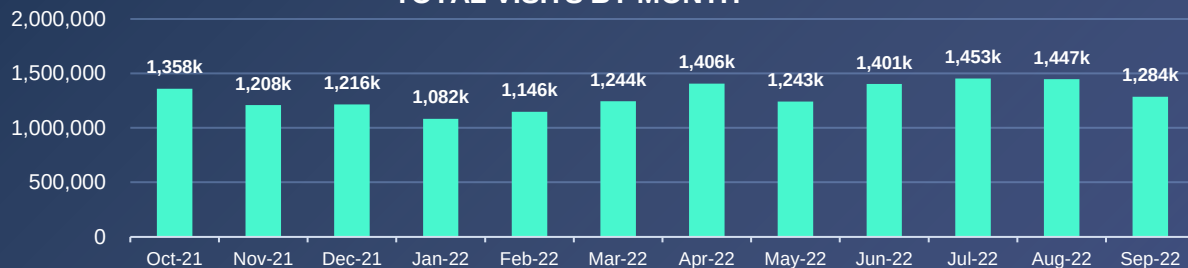
DAILY VISITS SEPTEMBER 2022 VS 2021 VS 2019



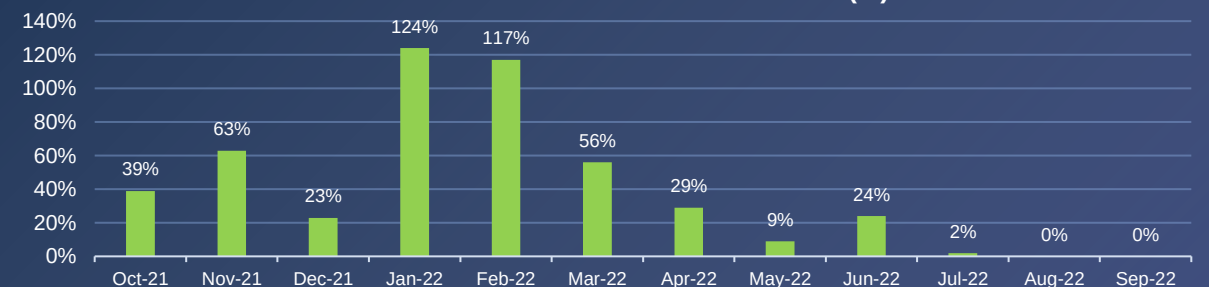
AVERAGE DAILY VISITOR LEVELS IN SEPTEMBER 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



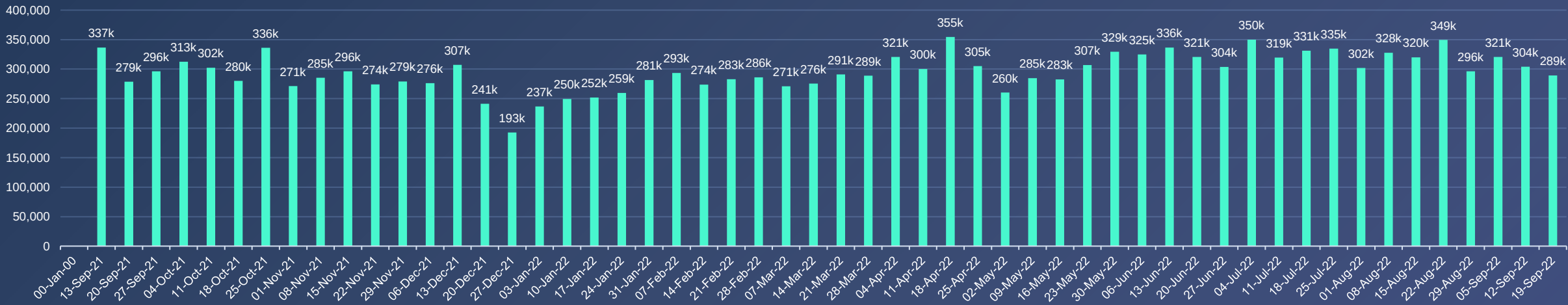
TOTAL VISIT CHANGE BY MONTH (%)



NEWPORT TOWN CENTRE — SEPTEMBER 2022 SUMMARY & BENCHMARKING (SEPTEMBER 2021-22)

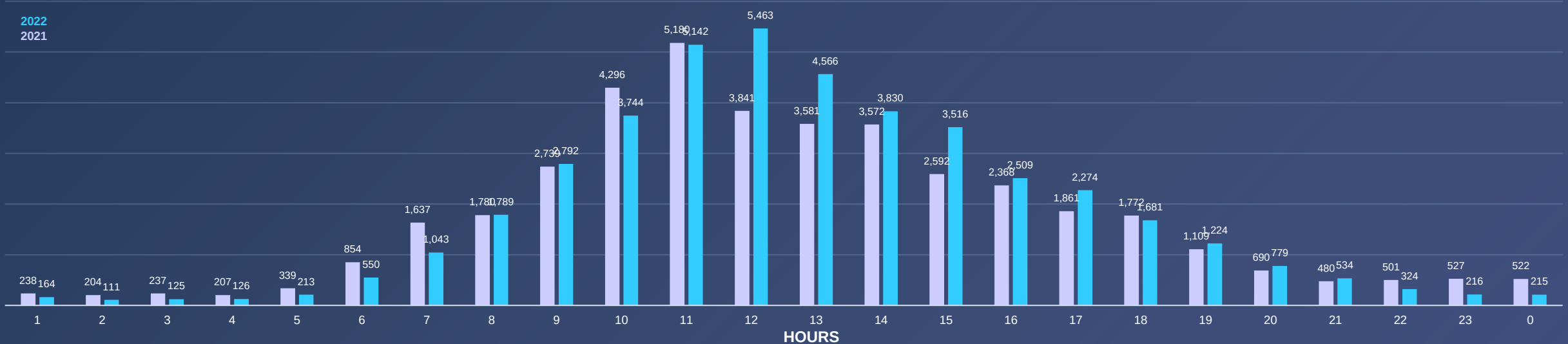


WEEKLY FOOTFALL

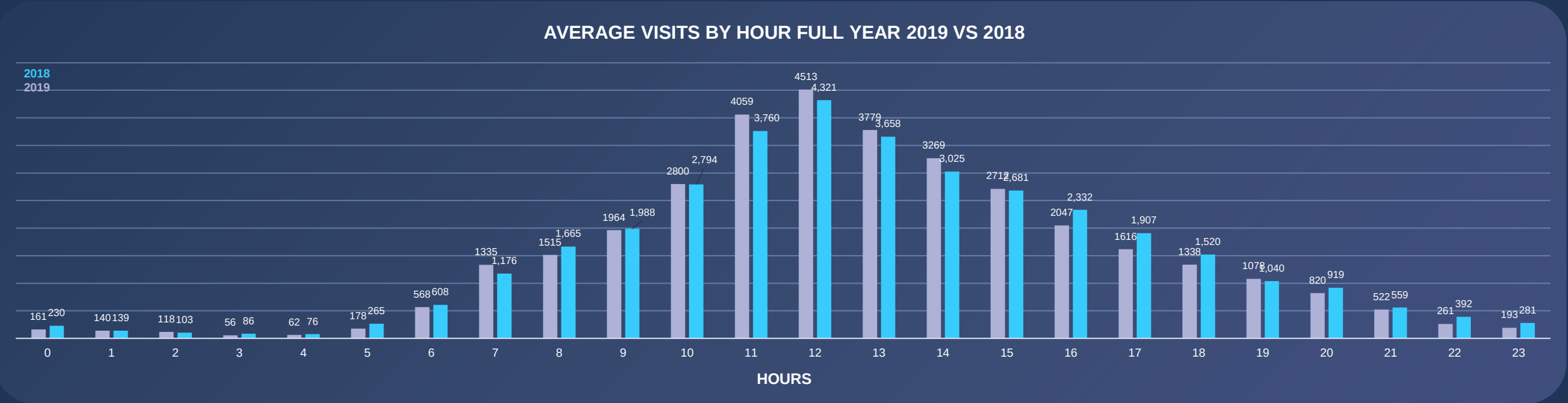
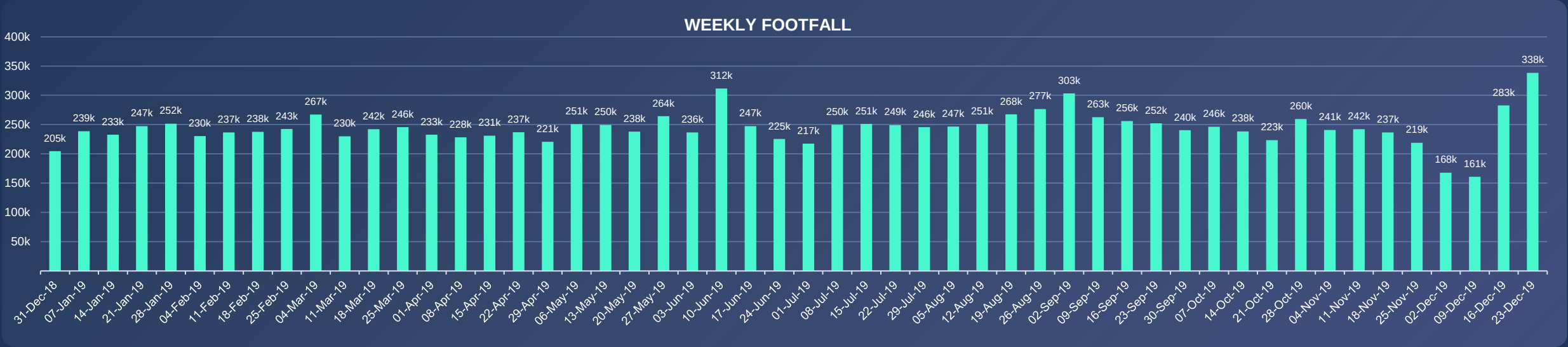


AVERAGE VISITS BY HOUR

2022
2021



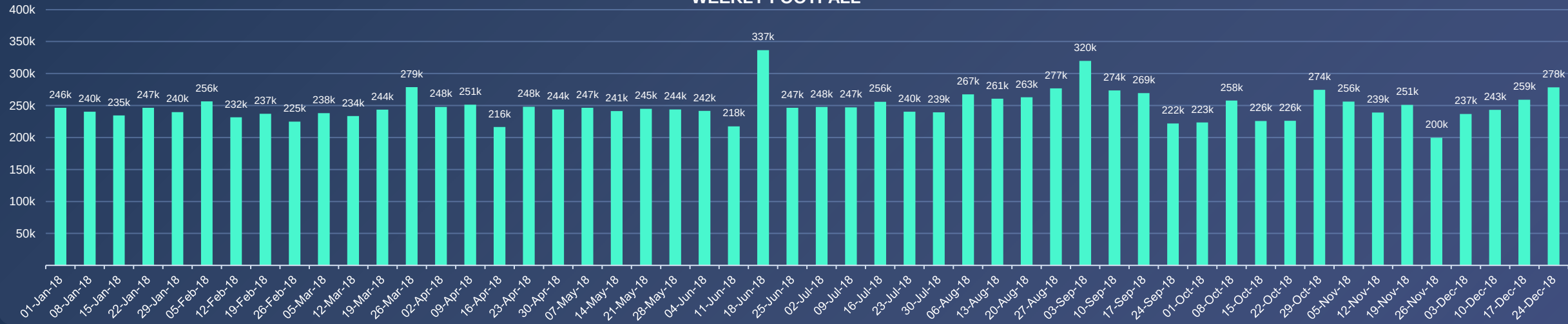
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



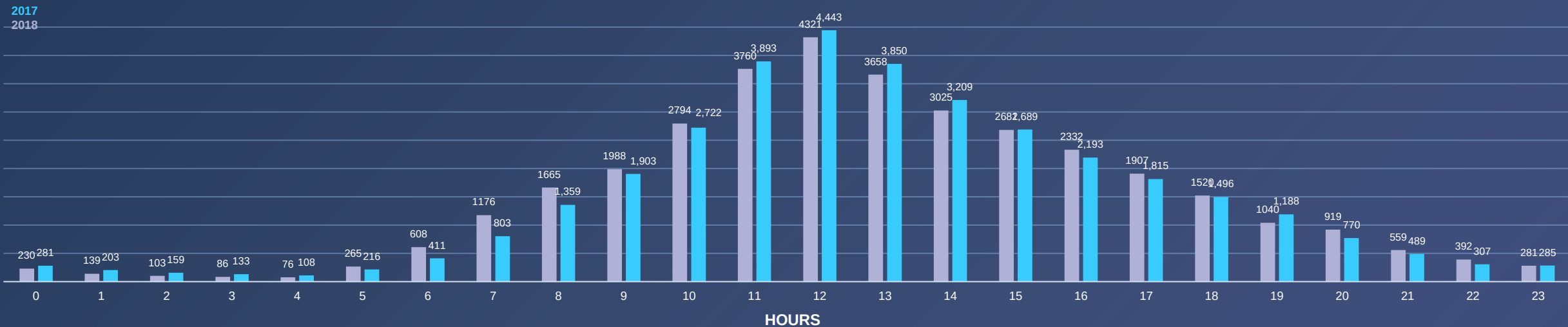
NEWPORT TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



NEWPORT TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



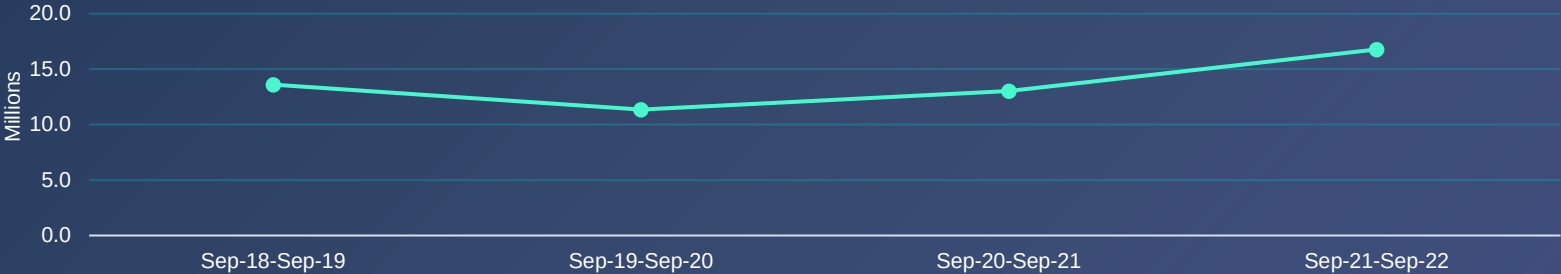
16,774,487

VISITS TO THE HIGH STREET
SEPTEMBER 21 - SEPTEMBER 22

▲ 23%
4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



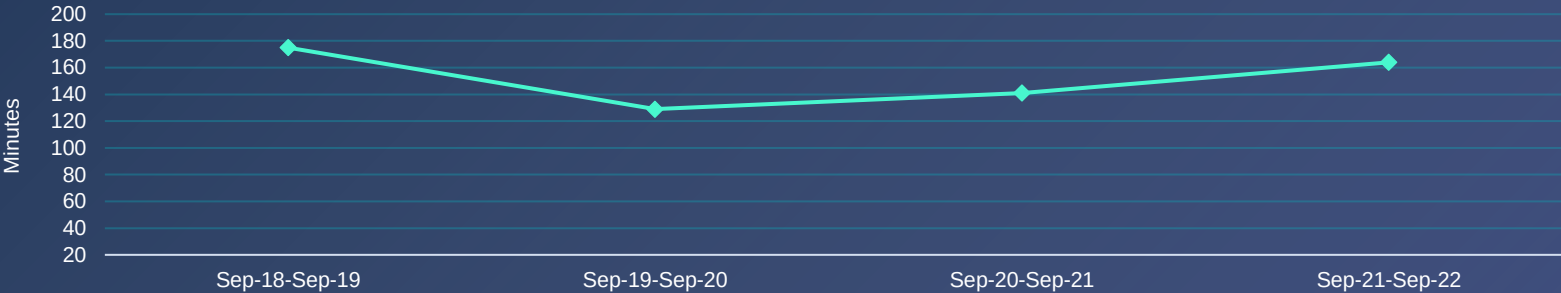
164MINS

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

▼ -6%
4 YEAR CHANGE



DWELL TIME



PLACES VISITED



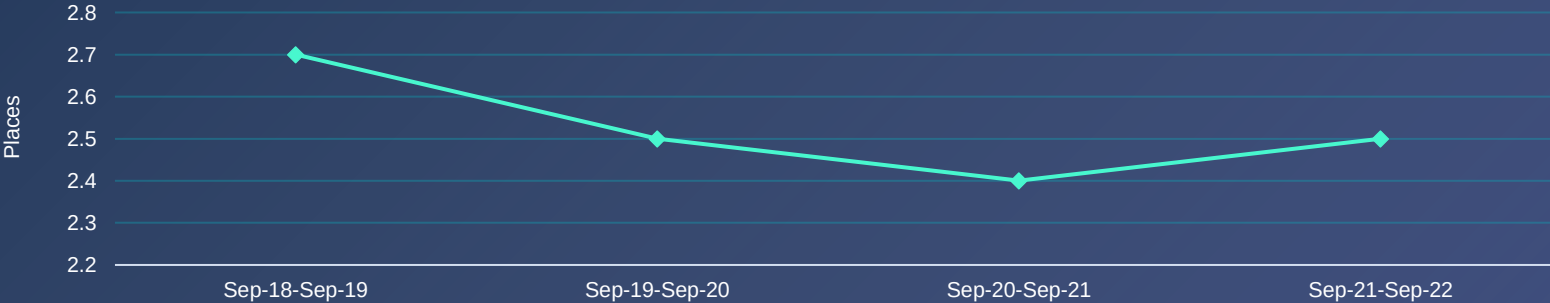
2.5

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

▼ -7%
4 YEAR CHANGE



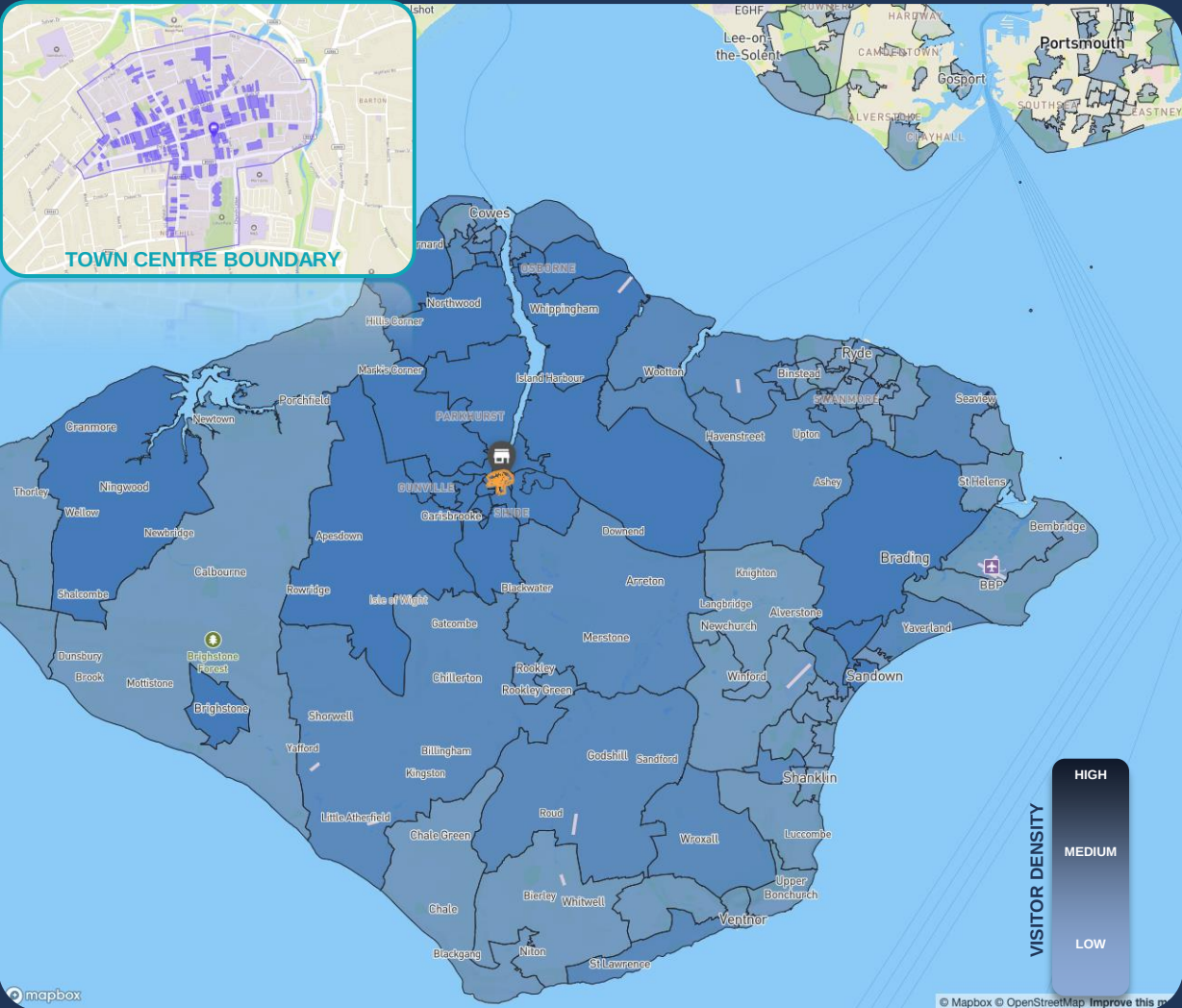
PLACES VISITED



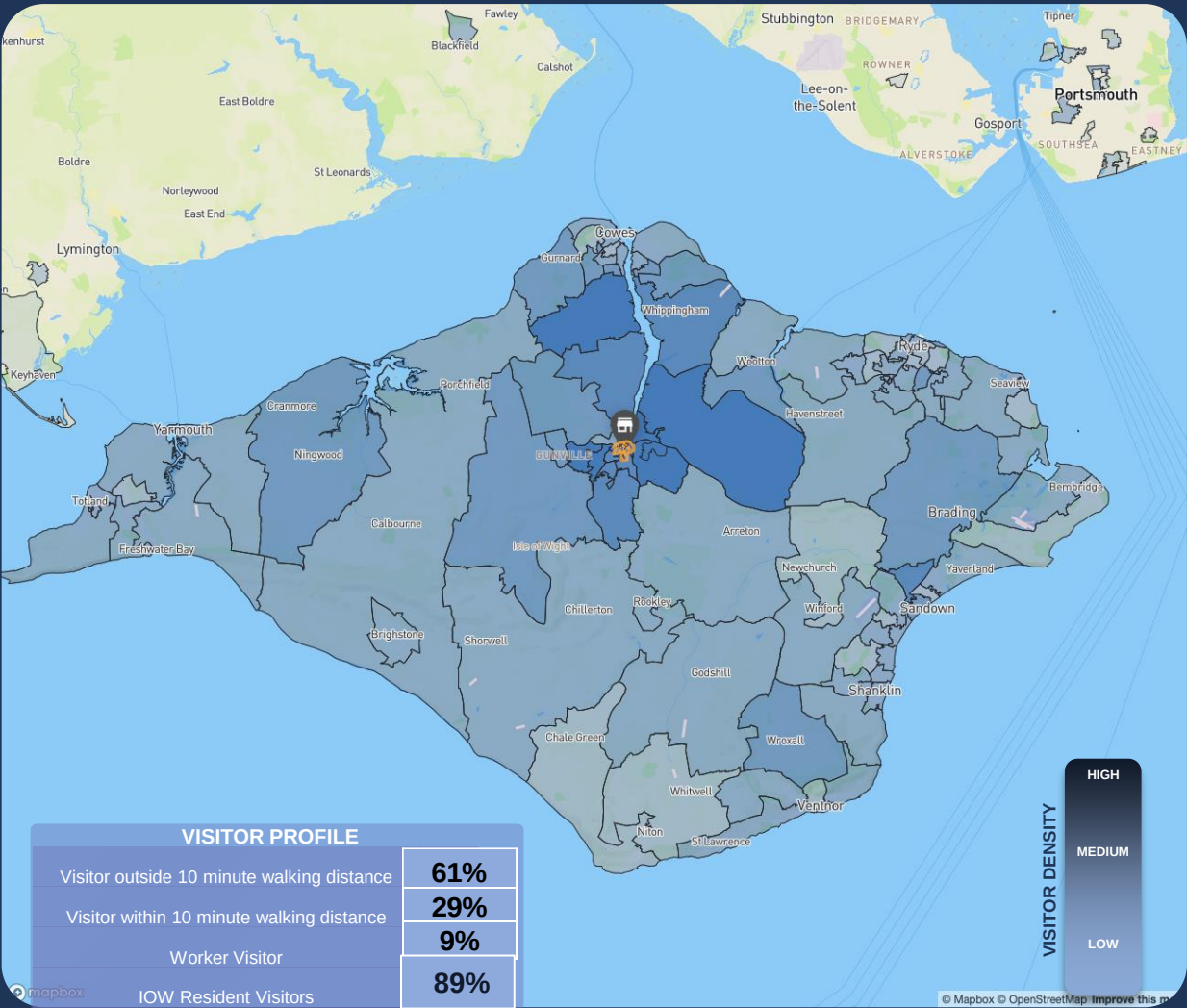
NEWPORT VISITOR CATCHMENT — SEPTEMBER 2022 & BENCHMARKING (SEPTEMBER 2021-22)



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

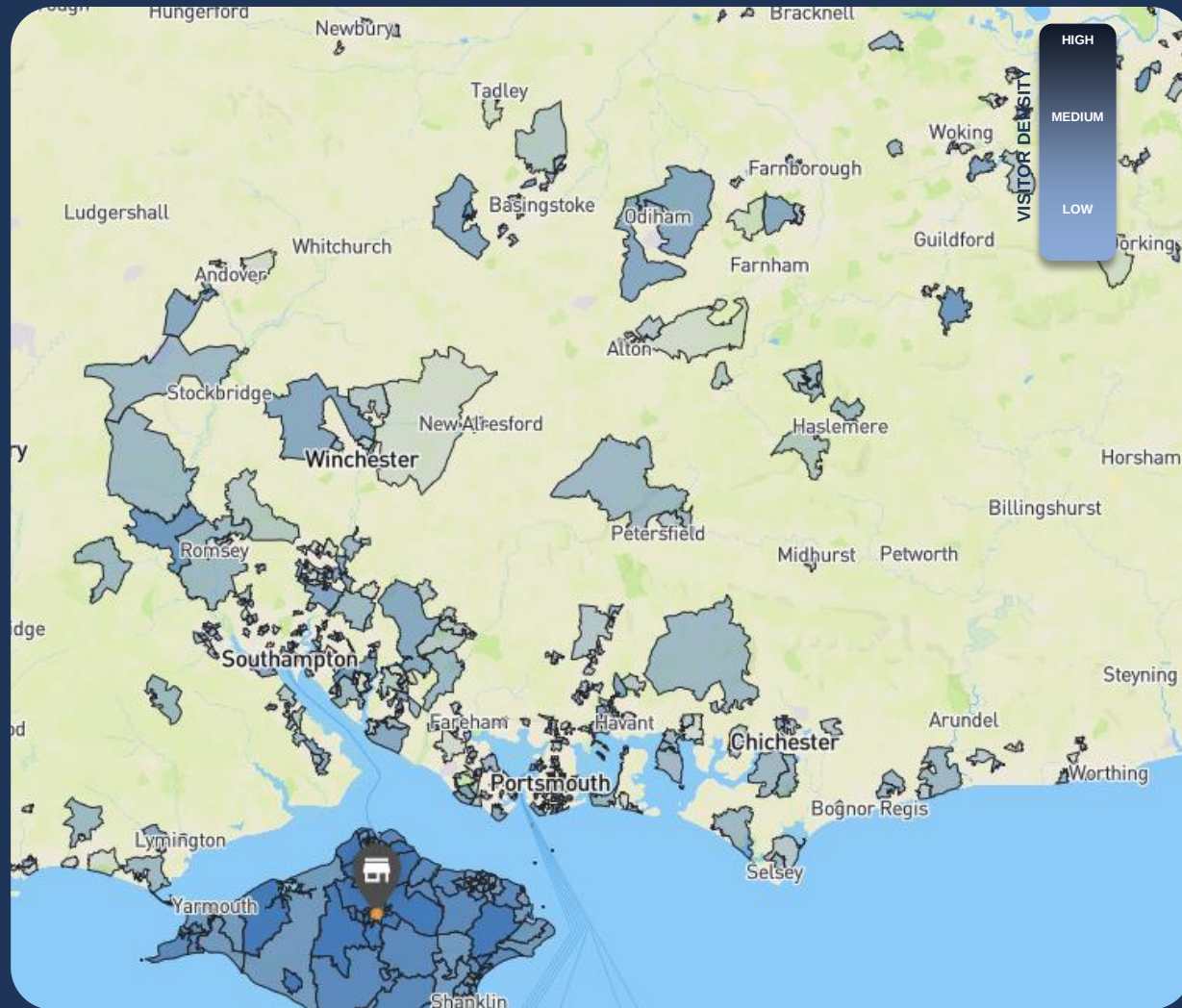


VISITOR CATCHMENT BY POSTCODE
IN SEPTEMBER 2022 (zoomed in)

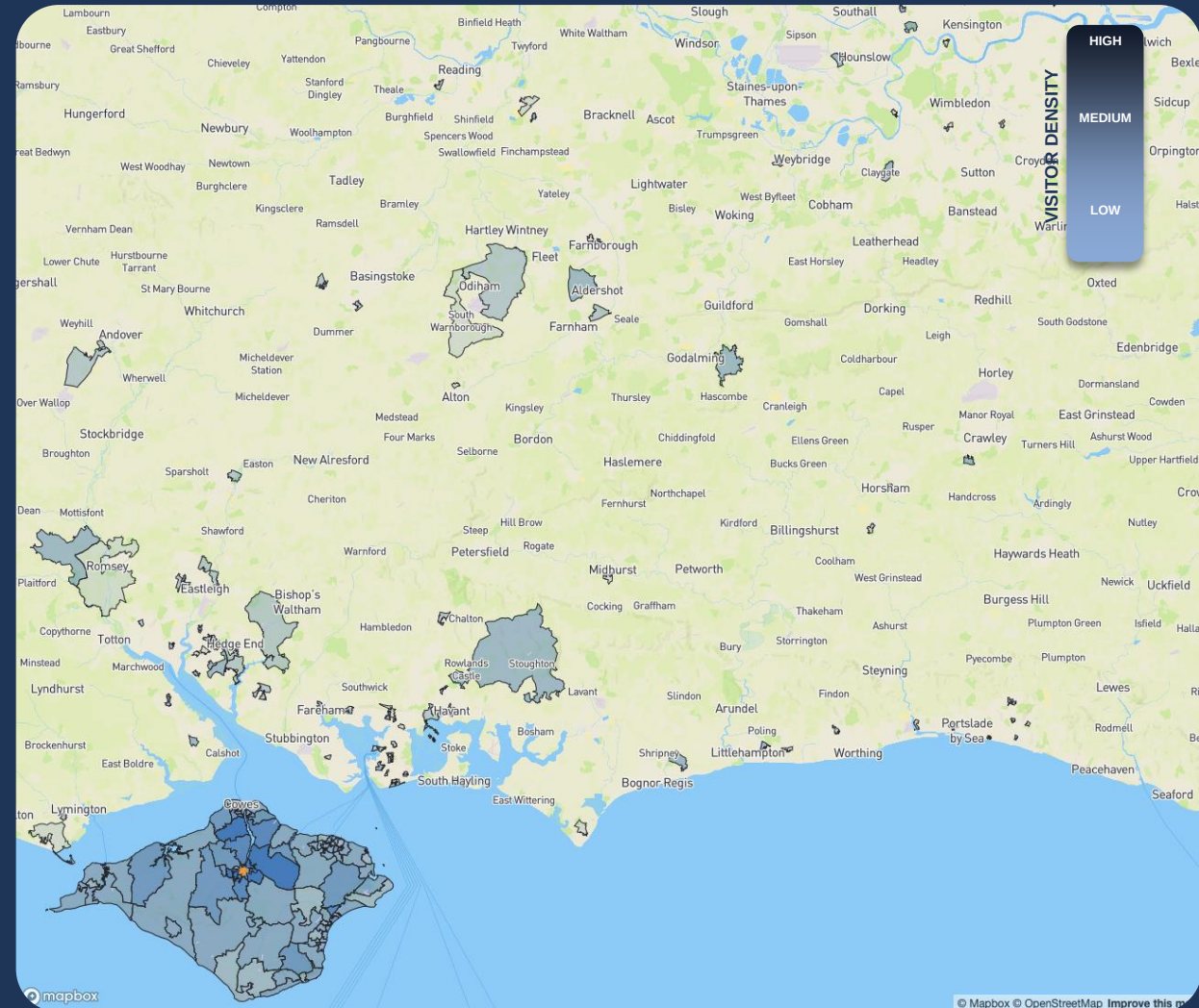


NEWPORT VISITOR CATCHMENT — SEPTEMBER 2021 & BENCHMARKING (SEPTEMBER 2020-21)

VISITOR CATCHMENT BY POSTCODE
OCTOBER 2020 – SEPTEMBER 2021 (zoomed out)



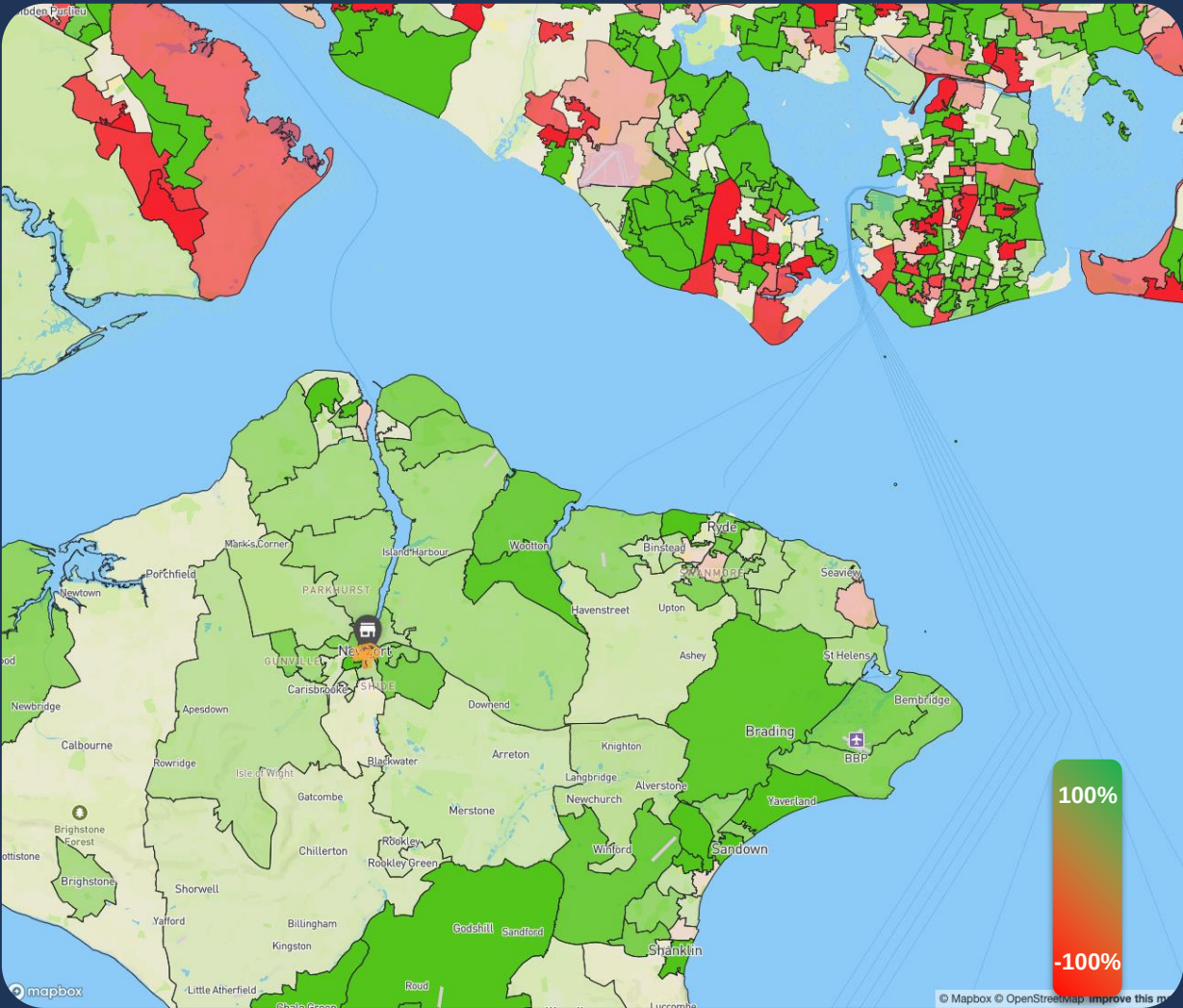
VISITOR CATCHMENT BY POSTCODE
IN SEPTEMBER 2021 (zoomed out)



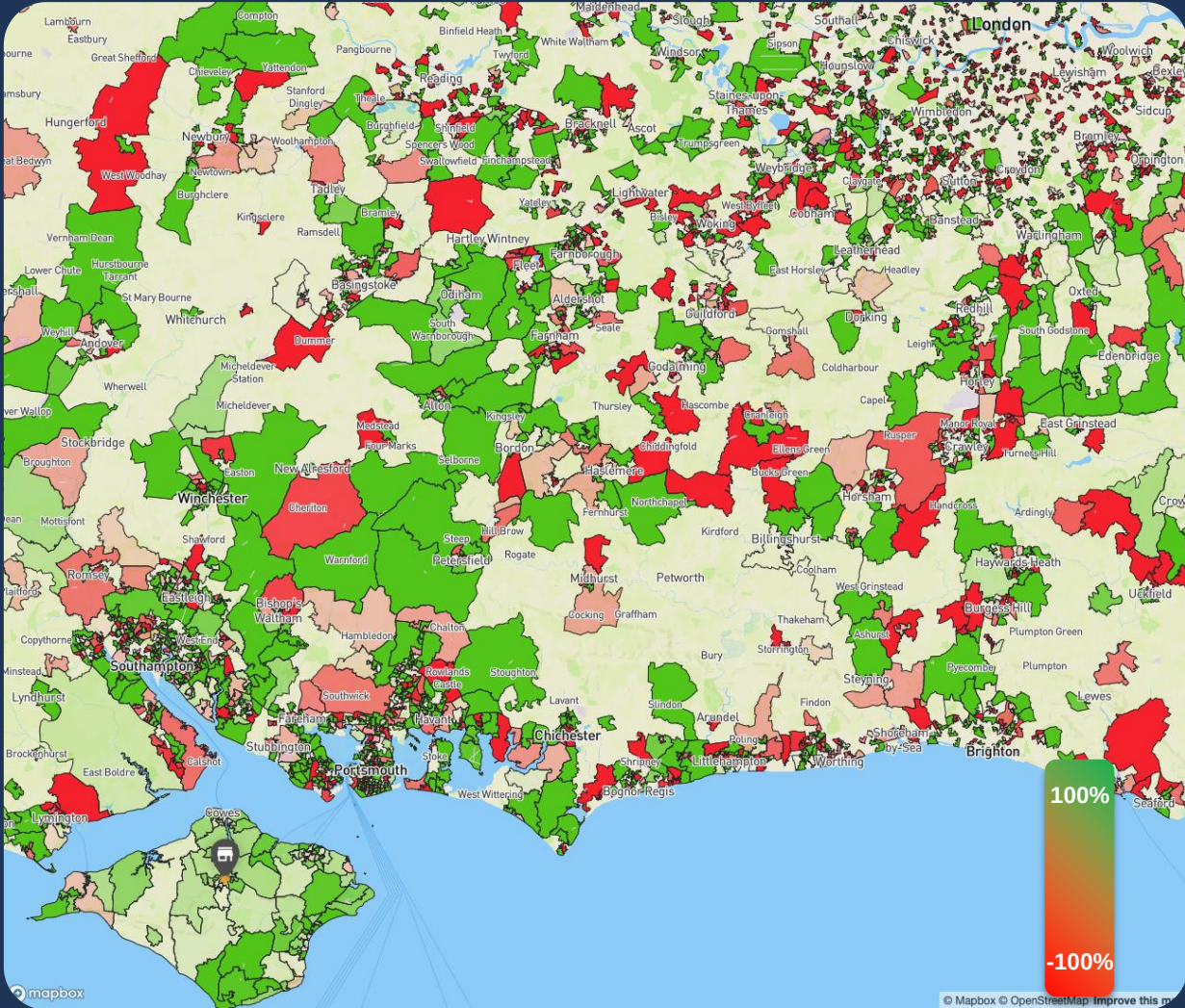
NEWPORT VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (SEPTEMBER 2021-22)



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

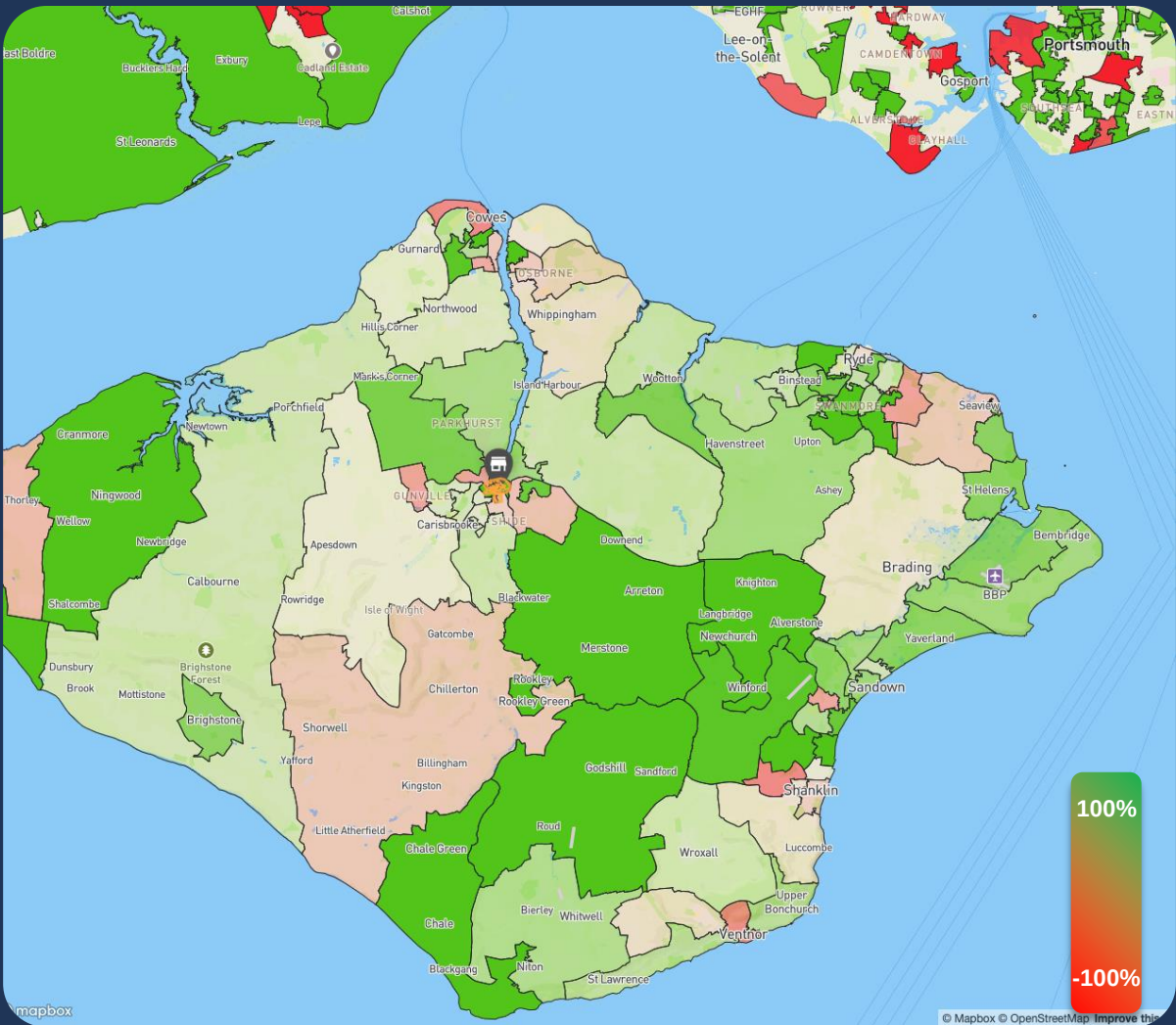


CHANGE IN VISITOR LEVELS
SEPTEMBER 2021-22 vs SEPTEMBER 2020-21 (zoomed out)

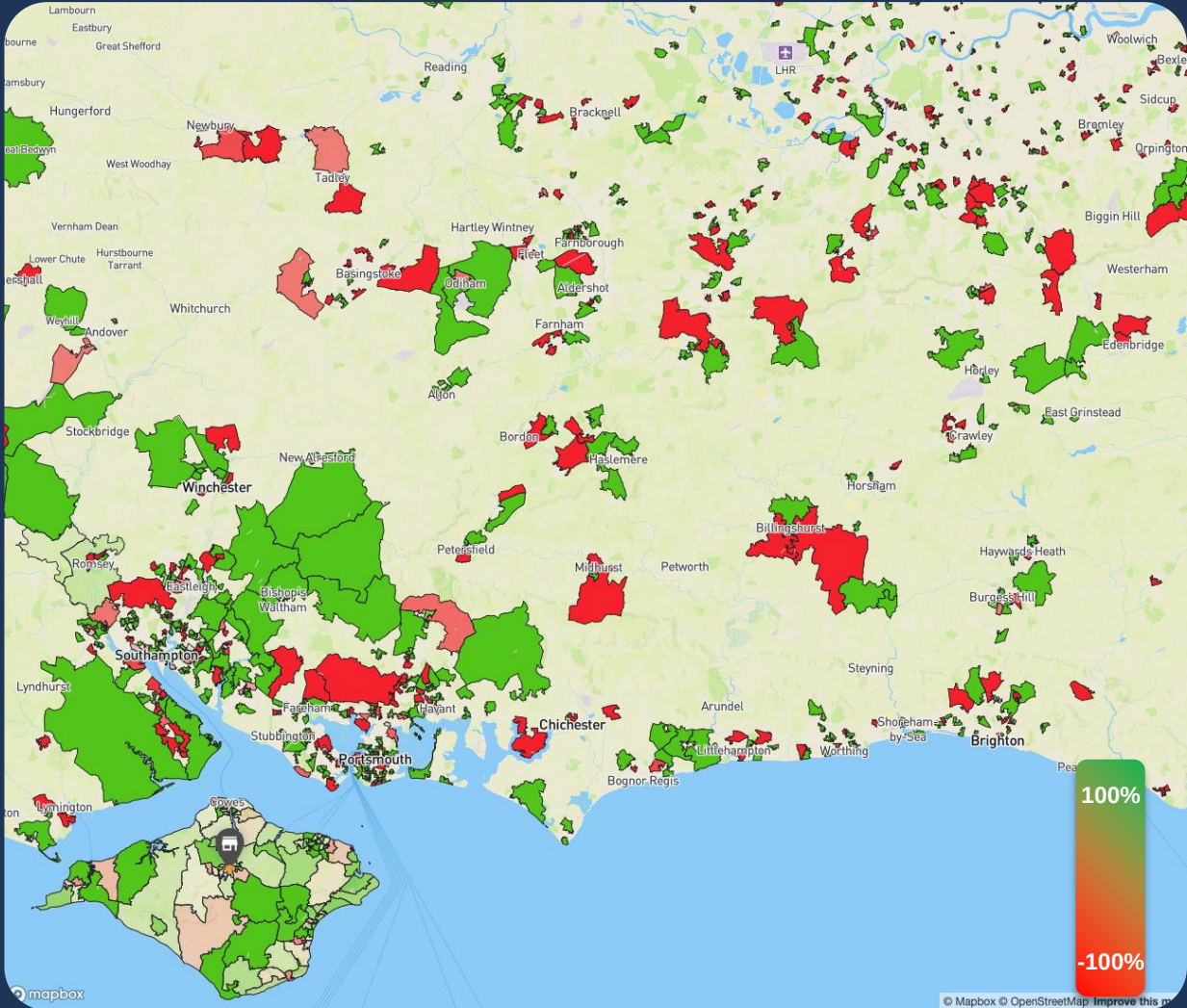


NEWPORT VISITOR CHANGE BY POSTCODE – SEPTEMBER 2022 & BENCHMARKING

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

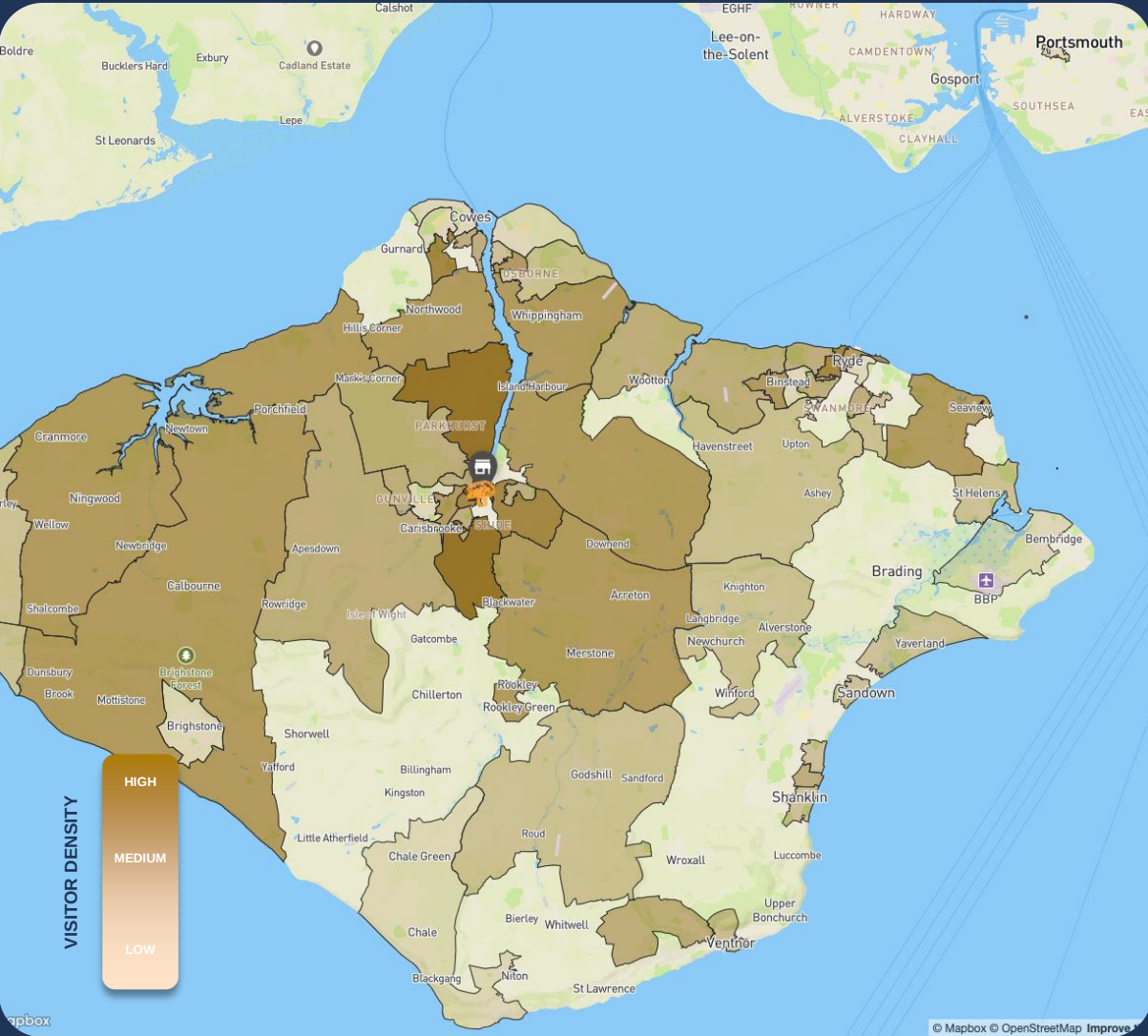


CHANGE IN VISITOR LEVELS
SEPTEMBER 2022 vs SEPTEMBER 2021 (zoomed out)

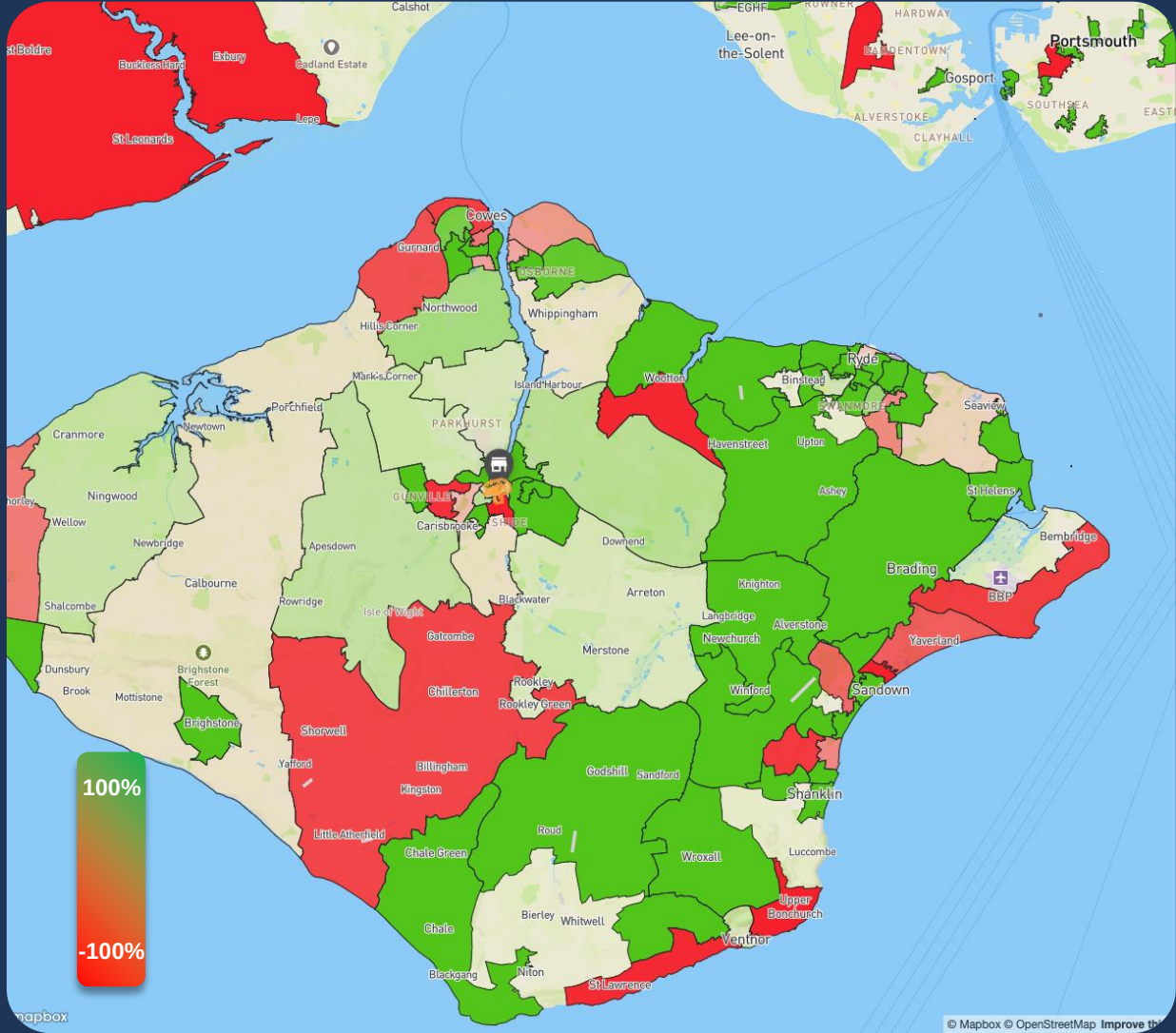


NEWPORT WORKER CATCHMENT CHANGE — SEPTEMBER 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE SEPTEMBER 2022

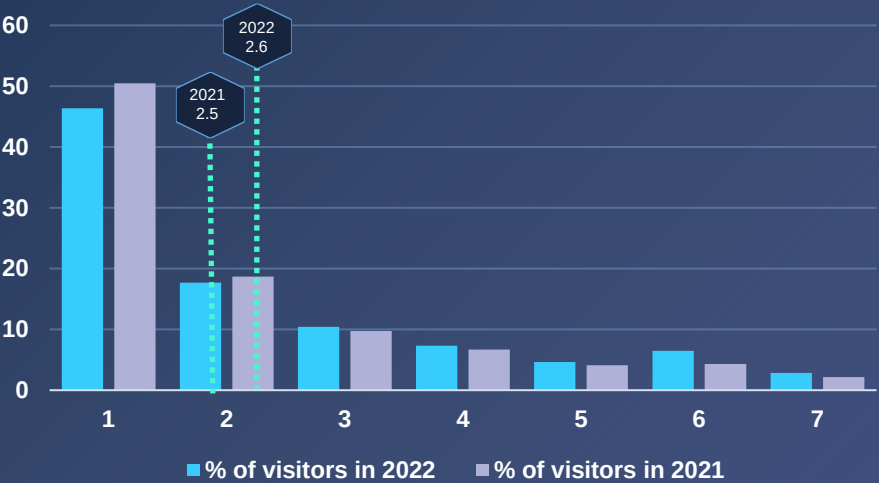


CHANGE IN WORKER CATCHMENT SEPTEMBER 2022 vs SEPTEMBER 2021

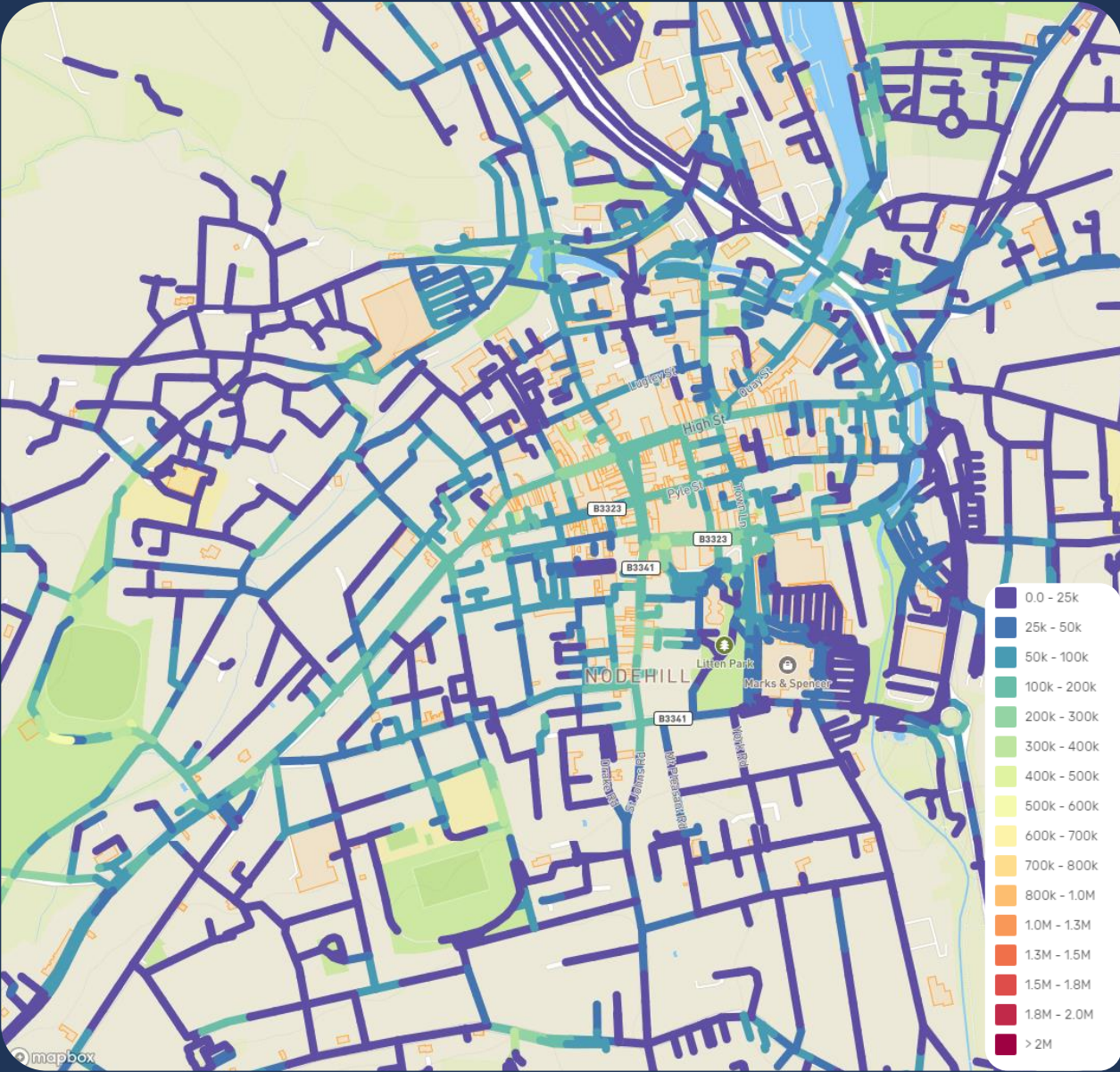
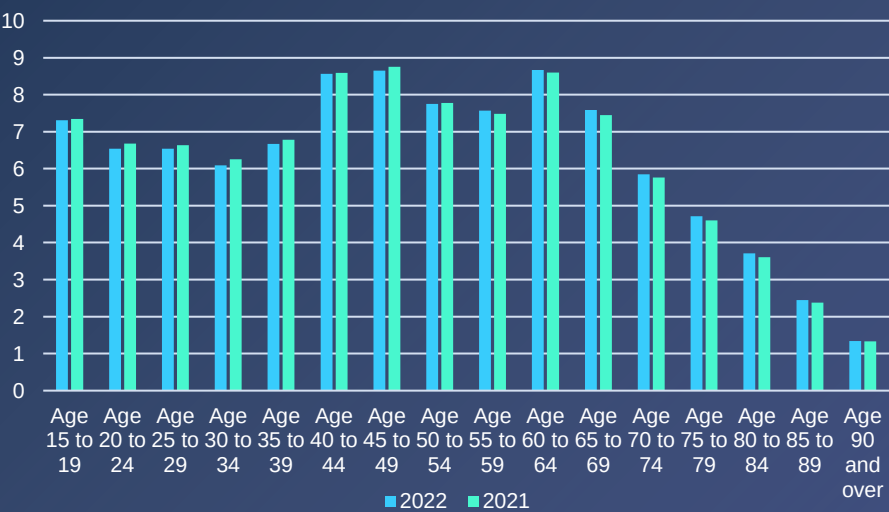


NEWPORT PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (SEPTEMBER 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



NEWPORT VISITOR AGE RANGE (%)
SEPTEMBER 2022 VS SEPTEMBER 2021



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2022

NEWPORT PEDESTRIAN VISITOR BEHAVIOURS – SEPTEMBER 2022 & BENCHMARKING

NEWPORT TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2022



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2021



NEWPORT KEY LOCATION FOOTFALL — (SEPTEMBER 2022 VS SEPTEMBER 2021)



CENTRE FOOTFALL DATA SEPTEMBER 2022 VS SEPTEMBER 2021 — ENTRY POINTS



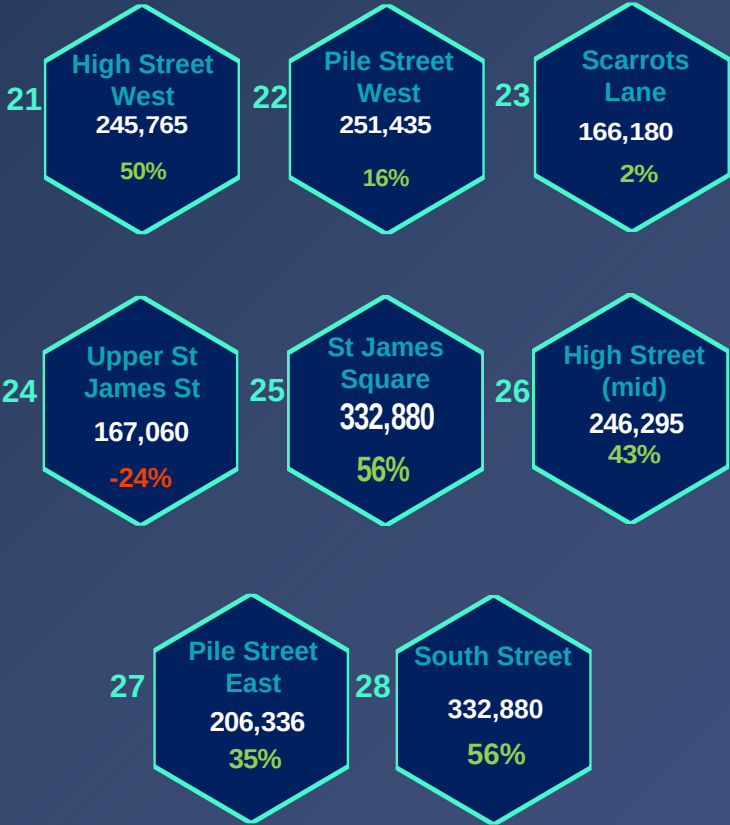
NEWPORT TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2022

KEY: PEDESTRIAN NUMBERS SEPTEMBER 2022

NEWPORT KEY LOCATION FOOTFALL — (SEPTEMBER 2022 VS SEPTEMBER 2021)



CENTRE FOOTFALL DATA SEPTEMBER 2022 VS SEPTEMBER 2021 — COUNT POINTS



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2022

VI
VISITOR | INSIGHTS

CHANGE IN VISITOR LEVELS SEPTEMBER 2022 VS SEPTEMBER 2021

120,592

20%
VS AUGUST
2021



69 MINS

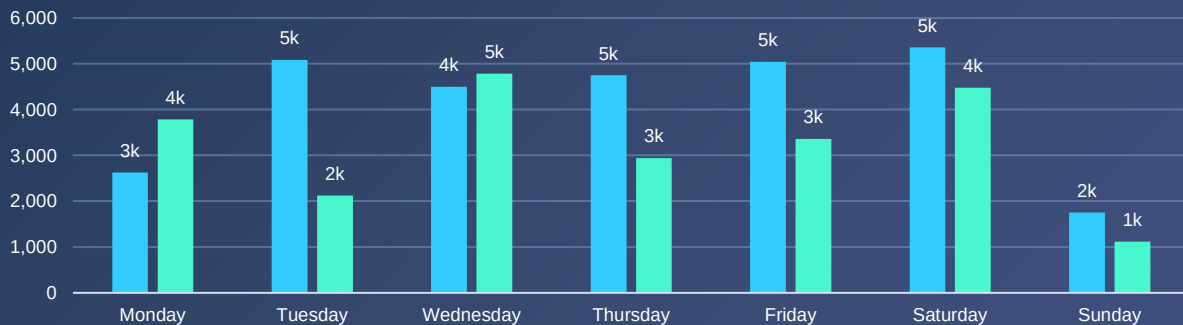
13 MINS
VS AUGUST
2021



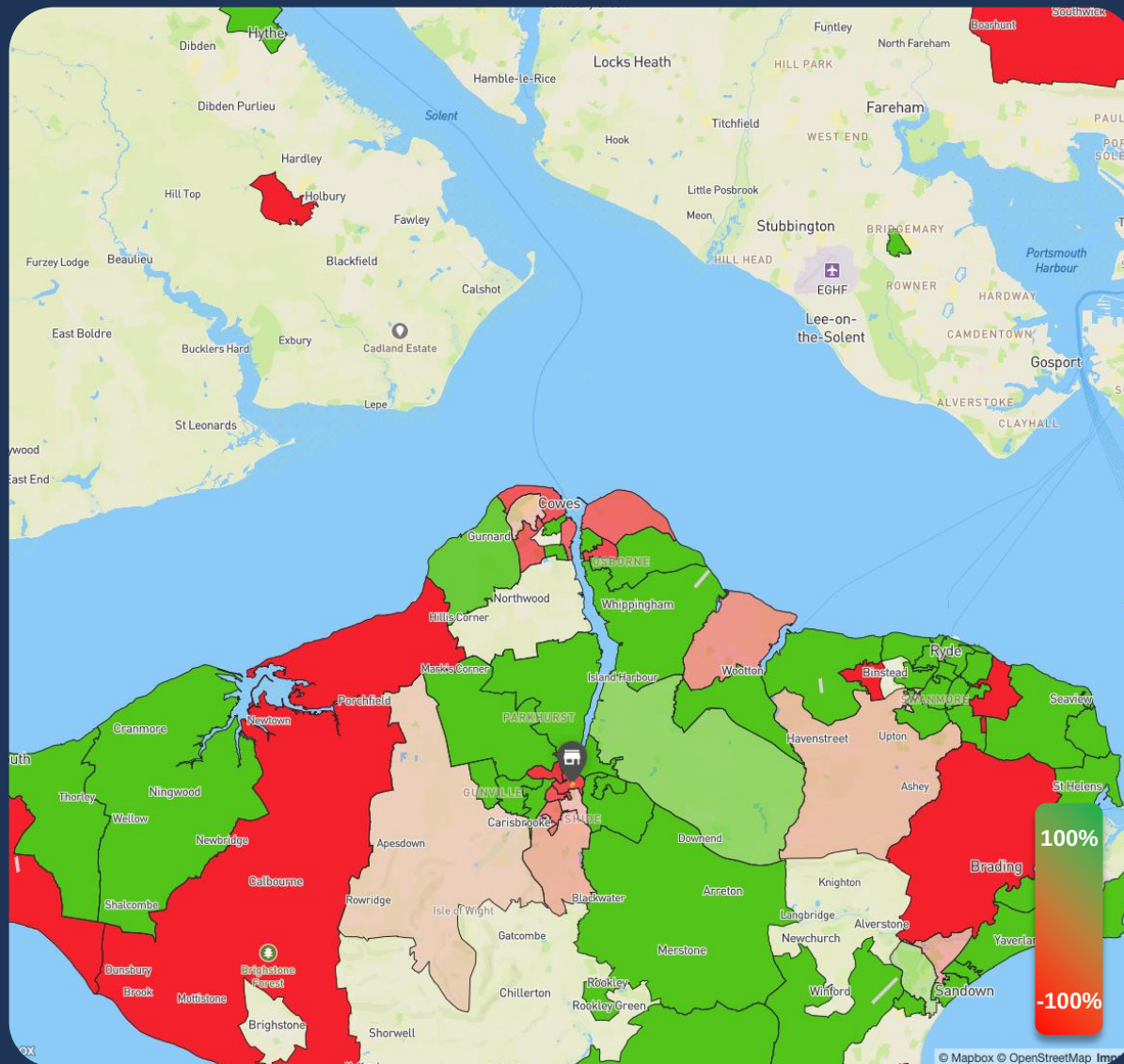
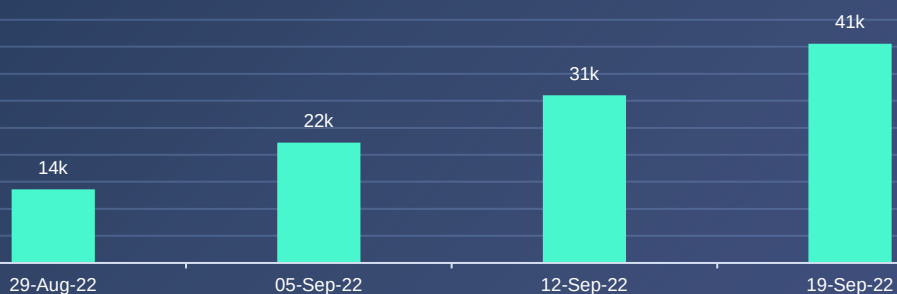
246,295

**PEDESTRIANS PASSING
THROUGH SQUARE
AUGUST 2022**

2022
2021



45,000
40,000
35,000
30,000
25,000
20,000
15,000
10,000
5,000
0



TOWN CENTRE KEY LOCATIONS - SEPTEMBER 2022 & BENCHMARKING



ST JAMES SQUARE

TOTAL VISITS

32,522

VISITS AUGUST 22

-26%
VS AUGUST
2021



AVERAGE DWELL TIME

35 MINS

AVERAGE TIME SPENT
AUGUST 22

-9 MINS
VS AUGUST
2021

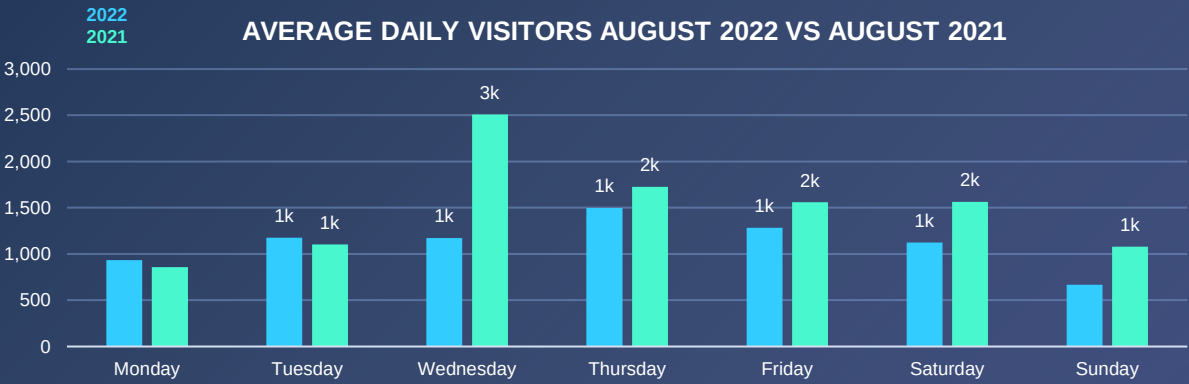


PEDESTRIANS

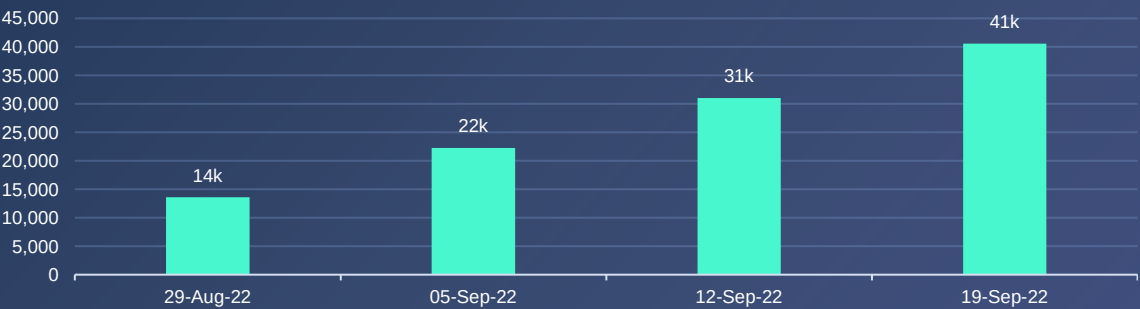
206,336

PEDESTRIANS PASSING
THROUGH SQUARE
AUGUST 2022

AVERAGE DAILY VISITORS AUGUST 2022 VS AUGUST 2021



WEEKLY VISITS AUGUST 2022



CHANGE IN VISITOR LEVELS SEPTEMBER 2022 VS SEPTEMBER 2021

