

VISITOR INSIGHTS

MONTHLY REPORT

RYDE, Isle of Wight

SEPTEMBER 2022

Produced for Ryde and RYDE Heritage Action Zones
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VISITOR | INSIGHTS

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

TOTAL VISITS



683,520

VISITS TO THE HIGH STREET



AVERAGE DWELL TIME



168MINS

AVERAGE TIME SPENT IN THE HIGH STREET



PLACES VISITED



2.4

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP

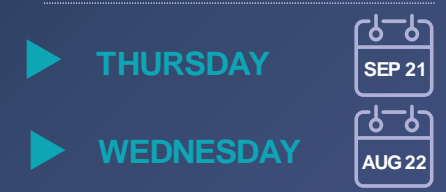


POPULAR VISIT DAY

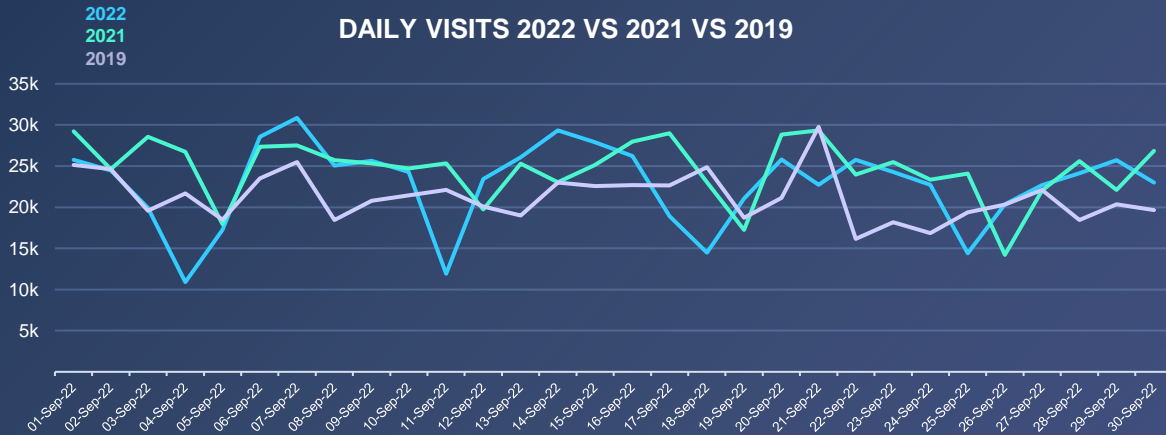


THURSDAY

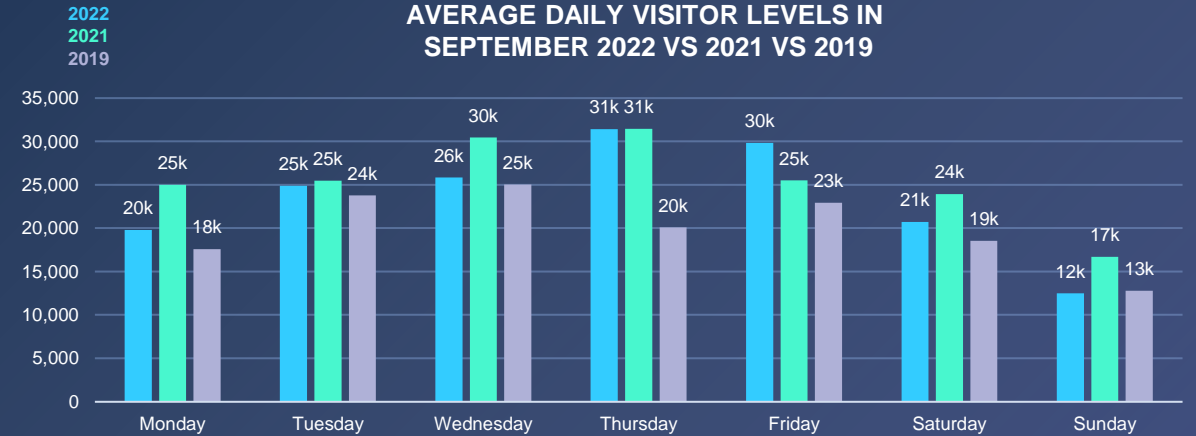
31k AVERAGE VISITS ON FRIDAY IN SEPTEMBER



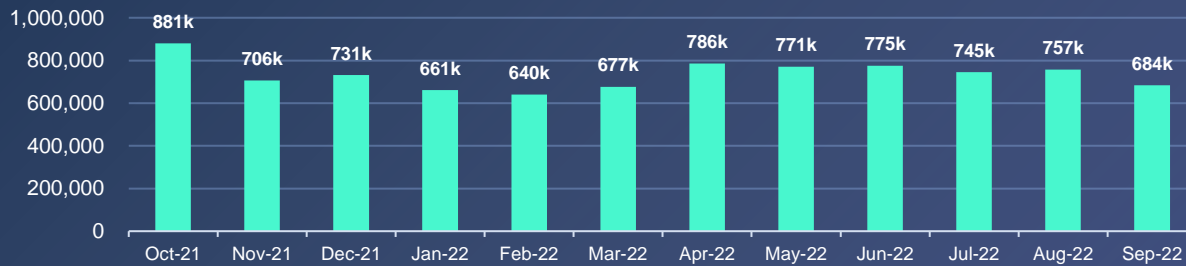
DAILY VISITS 2022 VS 2021 VS 2019



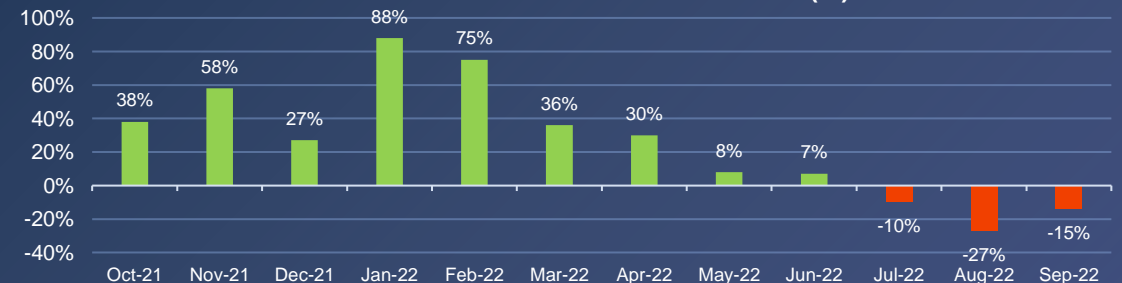
AVERAGE DAILY VISITOR LEVELS IN SEPTEMBER 2022 VS 2021 VS 2019



TOTAL VISITS BY MONTH



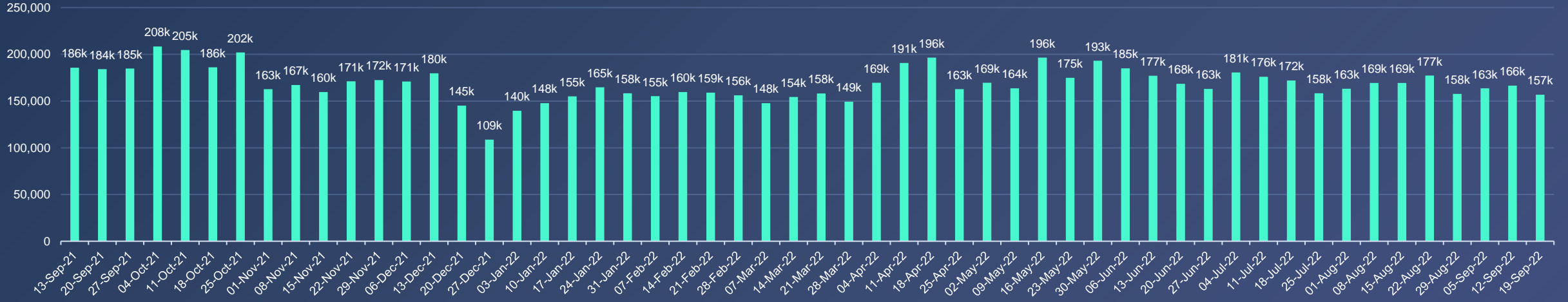
TOTAL VISIT CHANGE BY MONTH (%)



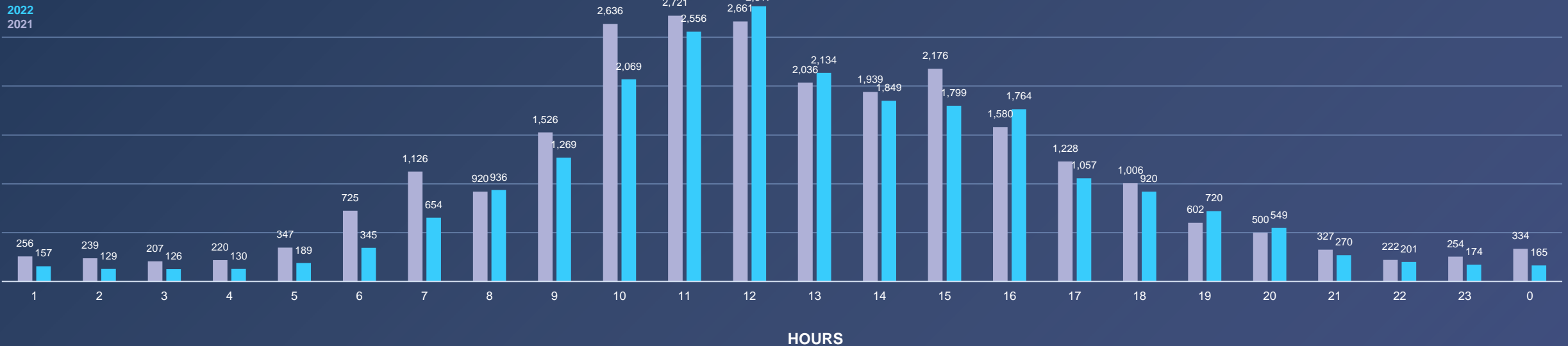
RYDE TOWN CENTRE — SEPTEMBER 2022 SUMMARY & BENCHMARKING (SEPTEMBER 2021-22)



WEEKLY FOOTFALL



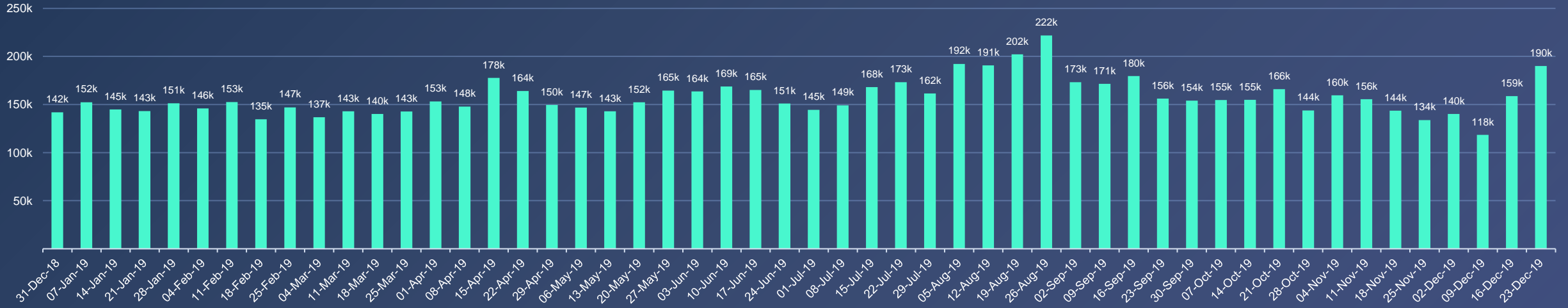
AVERAGE VISITS BY HOUR



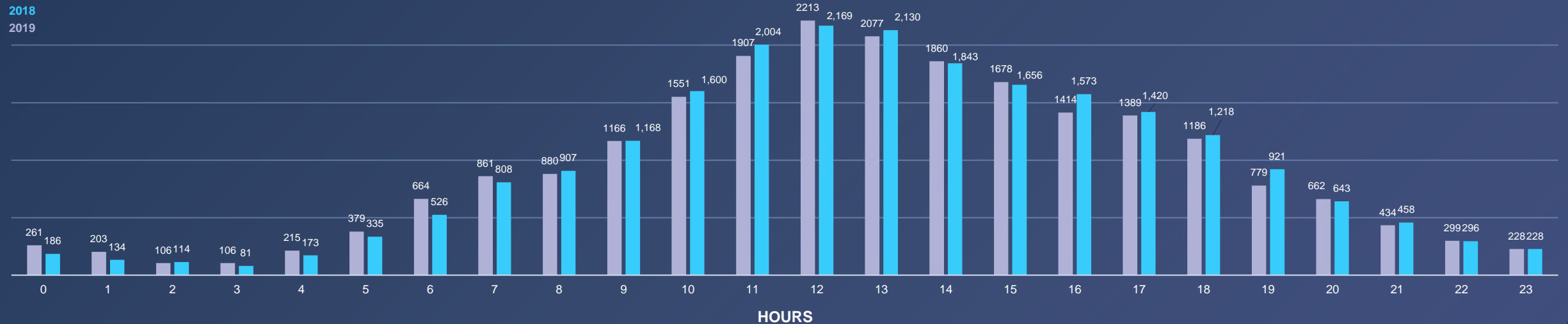
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



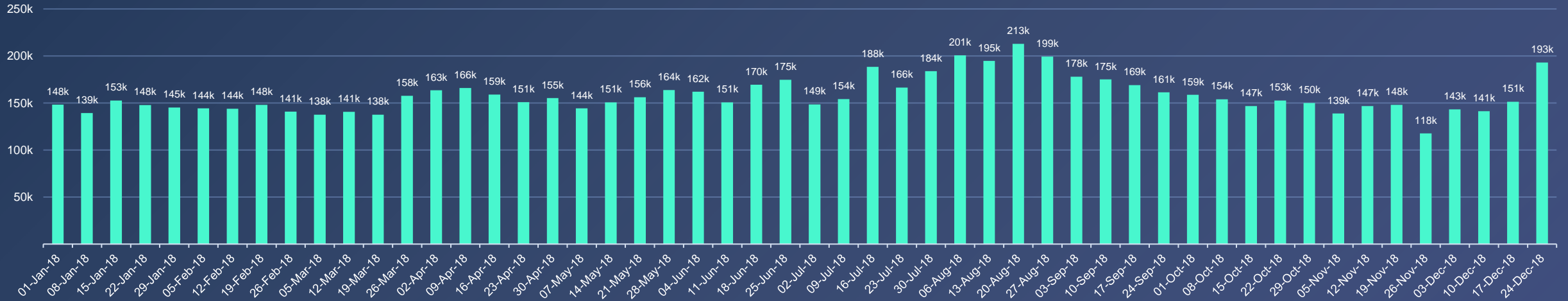
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



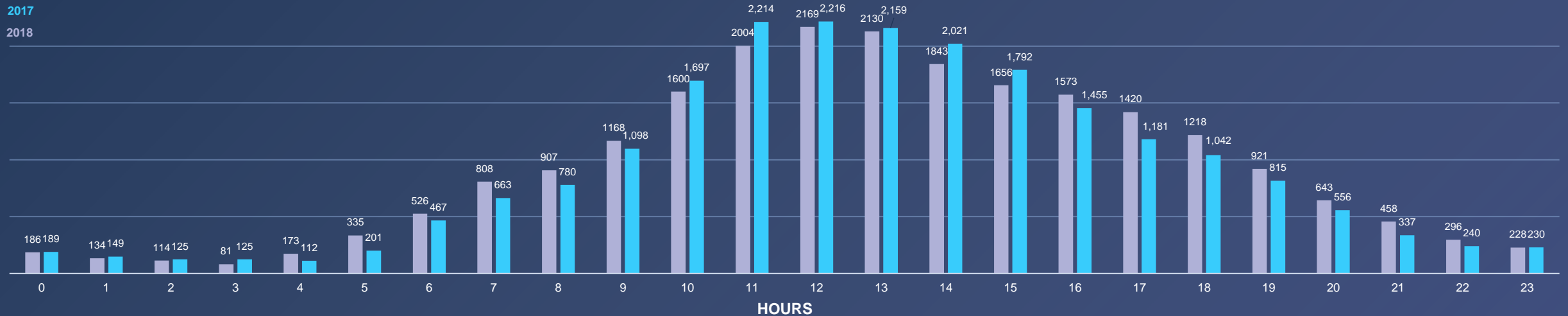
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



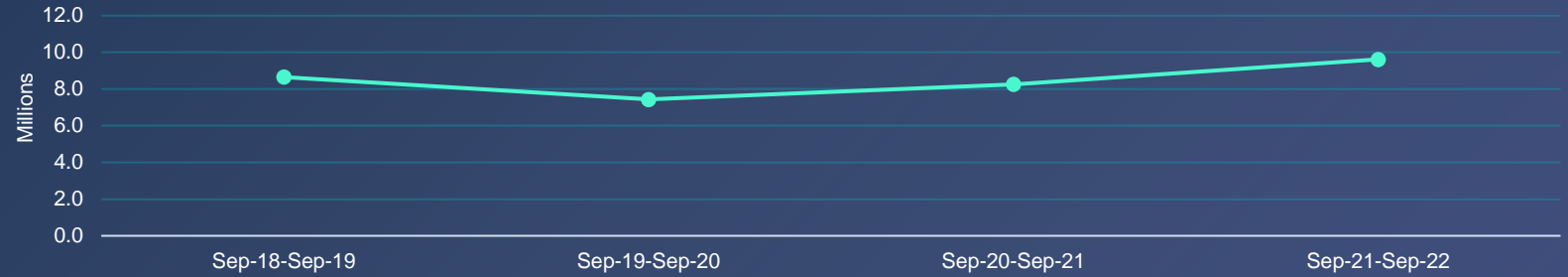
9,616,613

VISITS TO THE HIGH STREET
SEPTEMBER 21 - SEPTEMBER 22

▲ 11%
4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



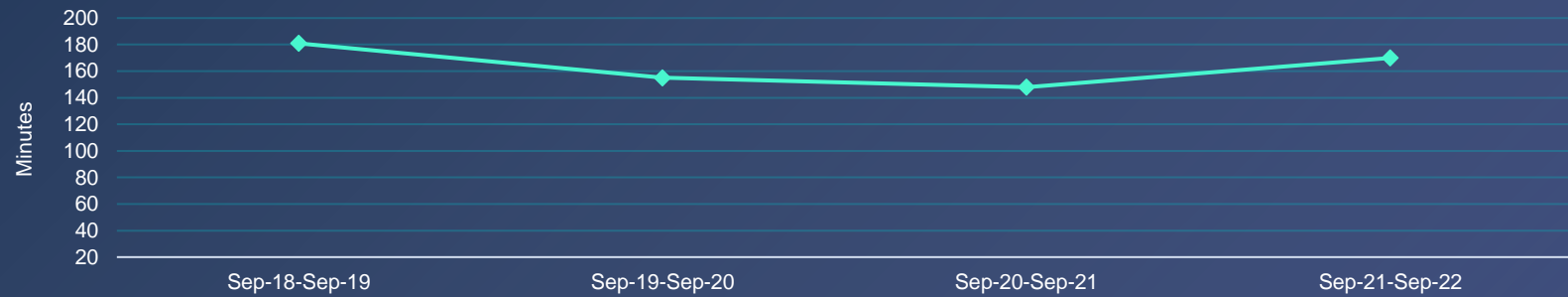
170 MINS

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

▼ -6%
4 YEAR CHANGE



DWELL TIME



PLACES VISITED



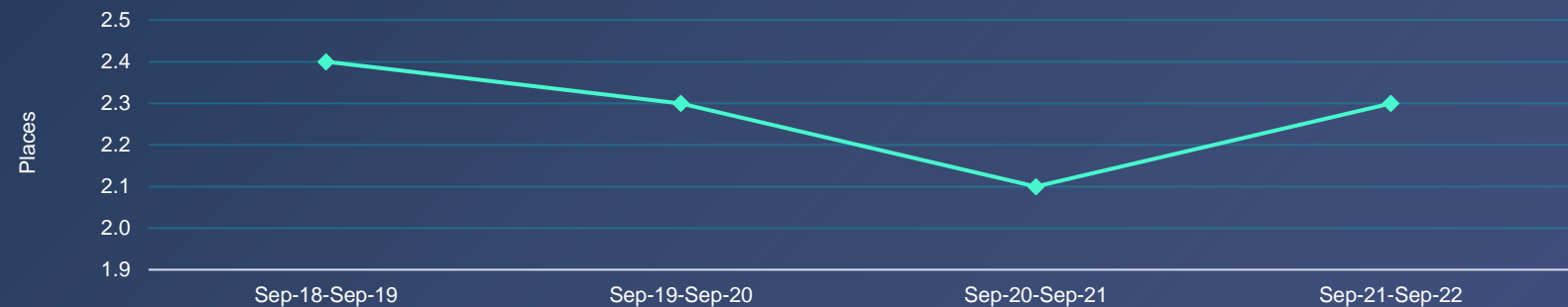
2.3

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

▼ -4%
4 YEAR CHANGE

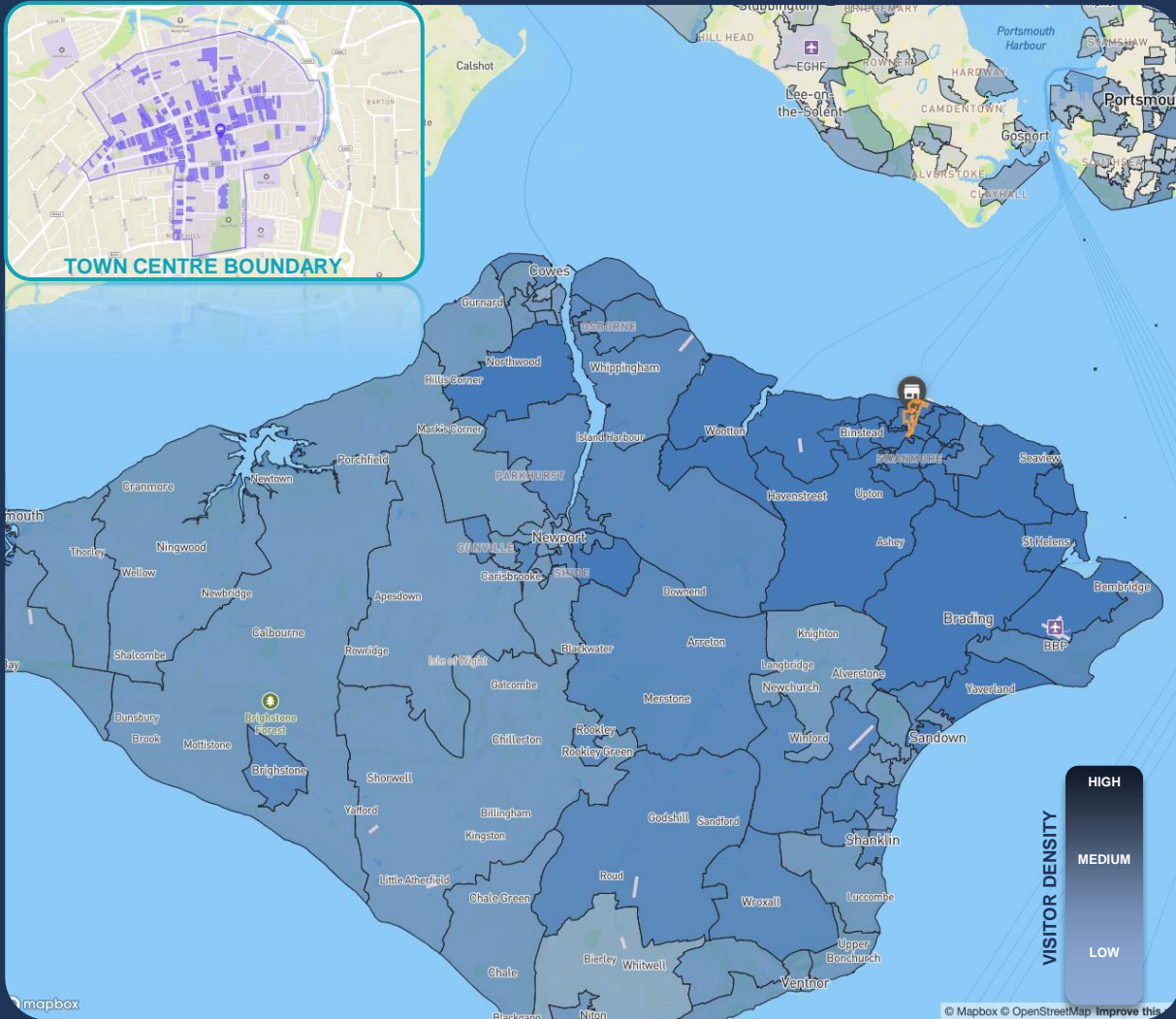


PLACES VISITED

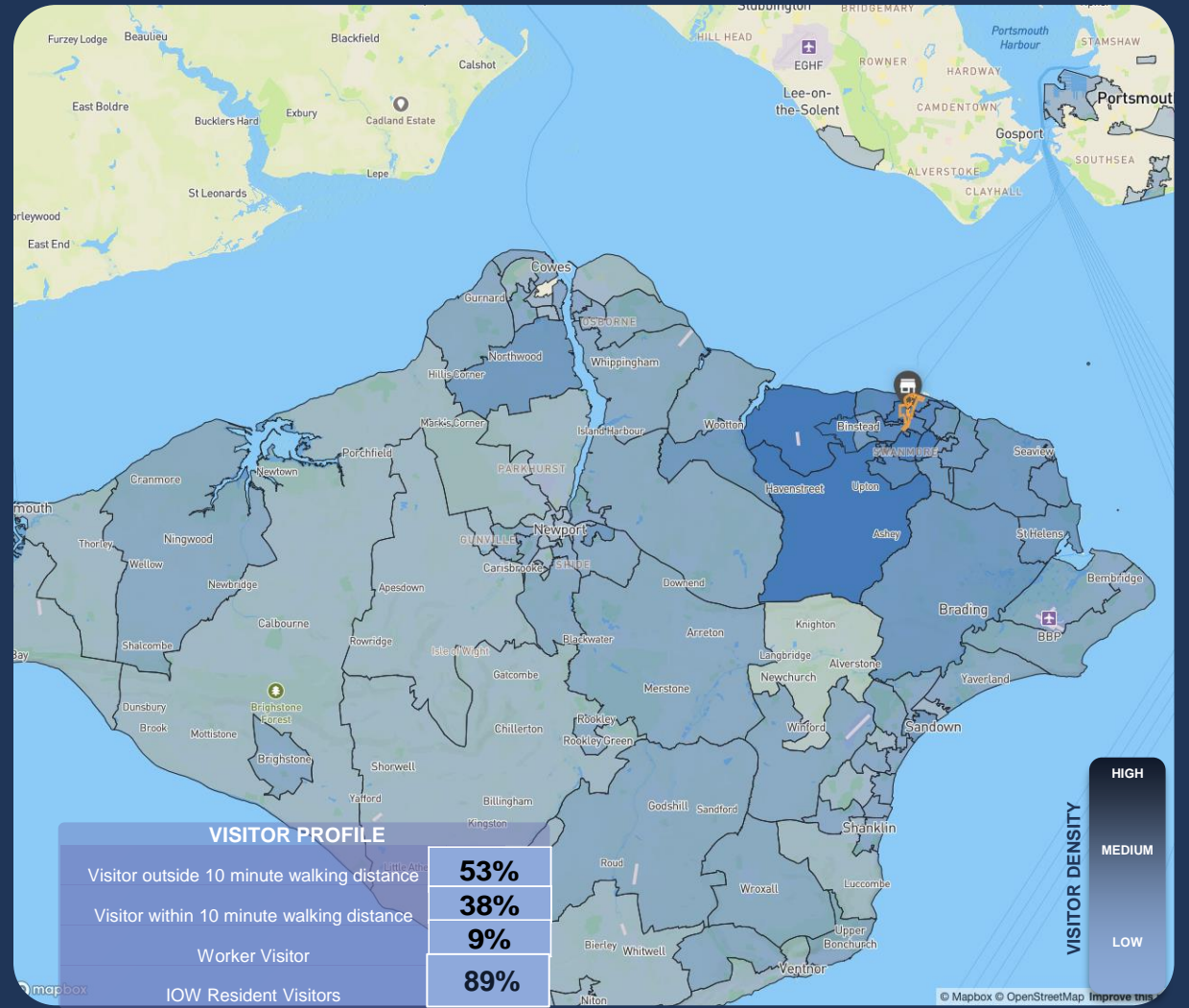


RYDE VISITOR CATCHMENT — SEPTEMBER 2022 & BENCHMARKING (SEPTEMBER 2021-22)

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



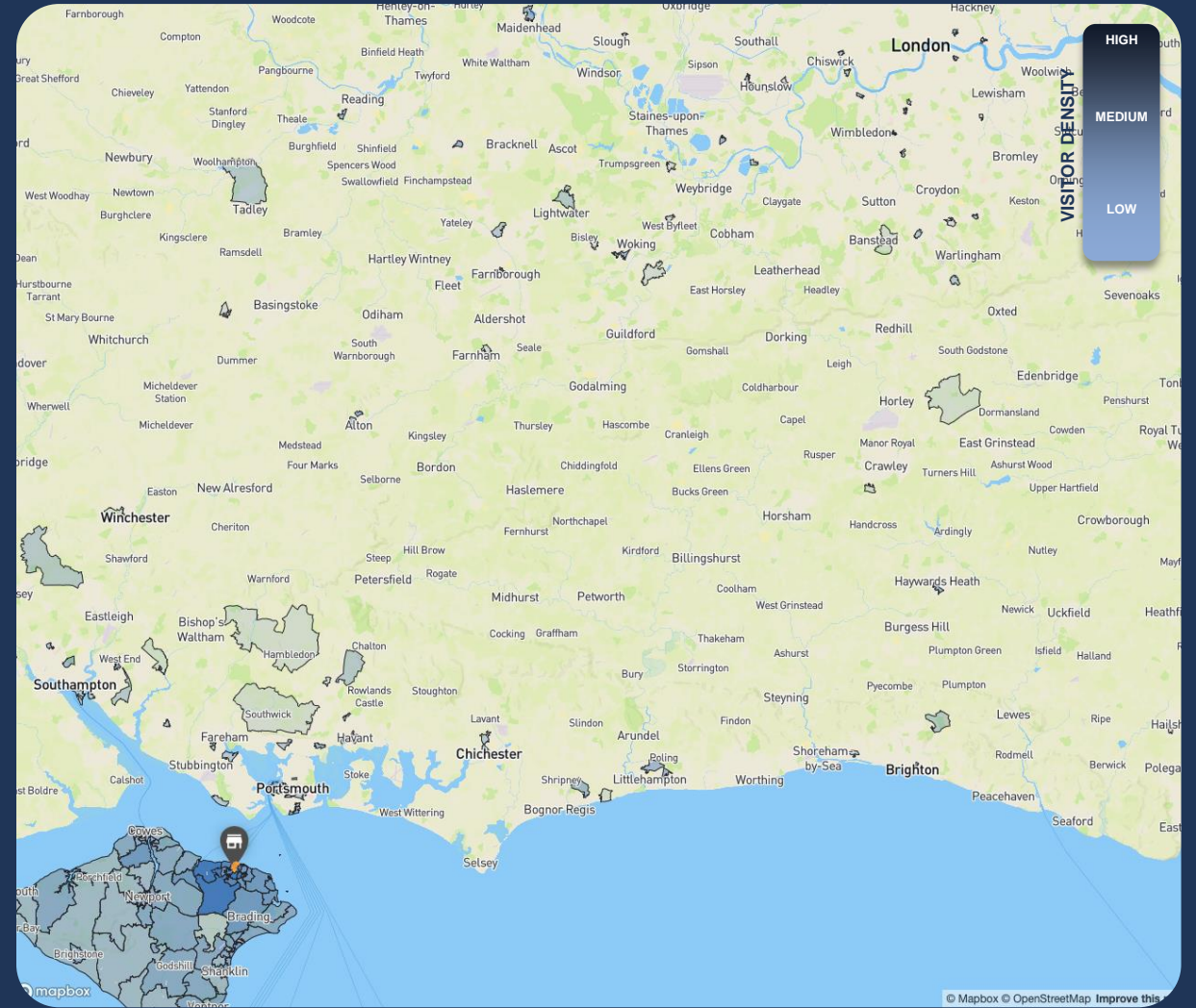
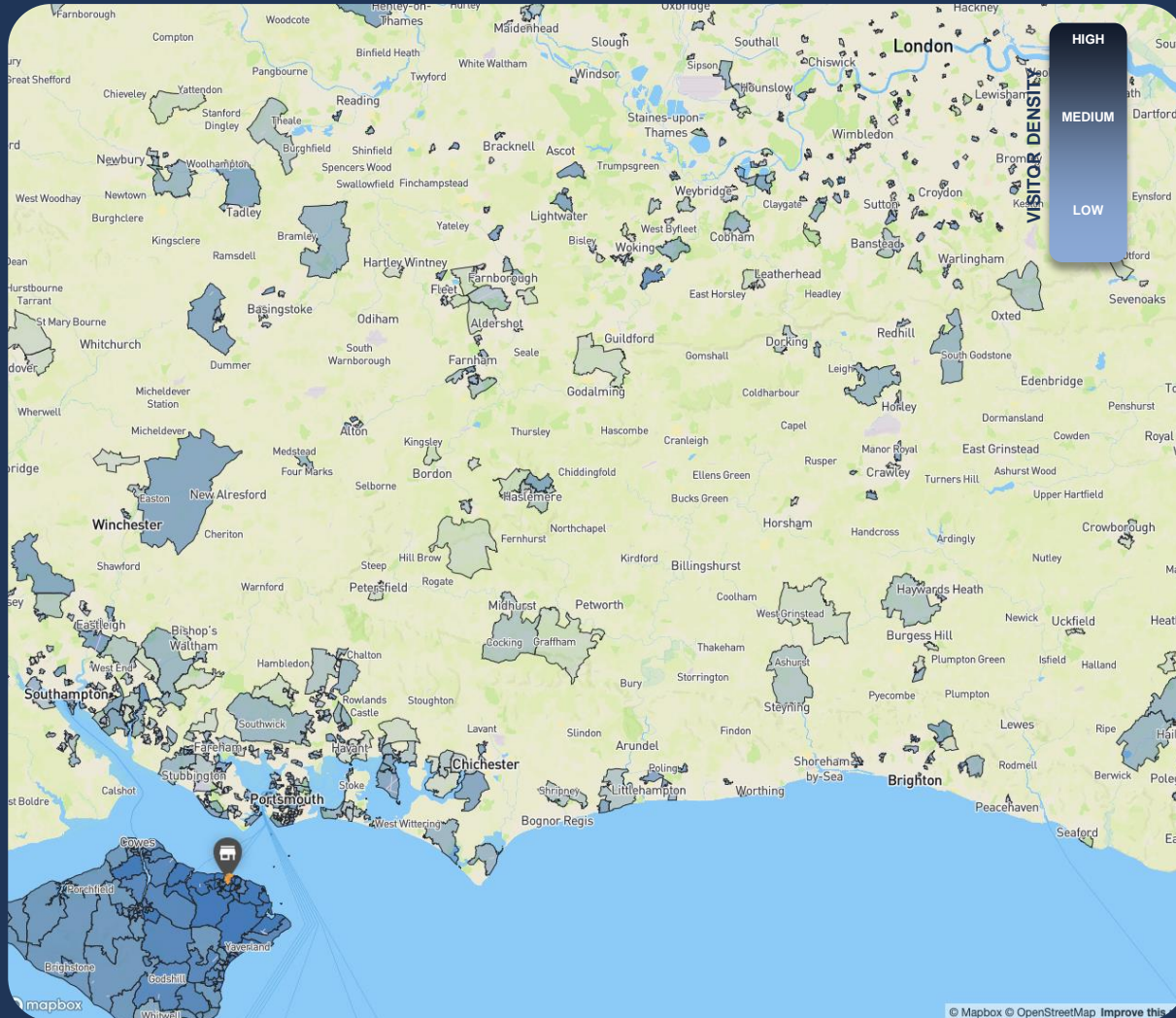
**VISITOR CATCHMENT BY POSTCODE
IN SEPTEMBER 2022 (zoomed in)**



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

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

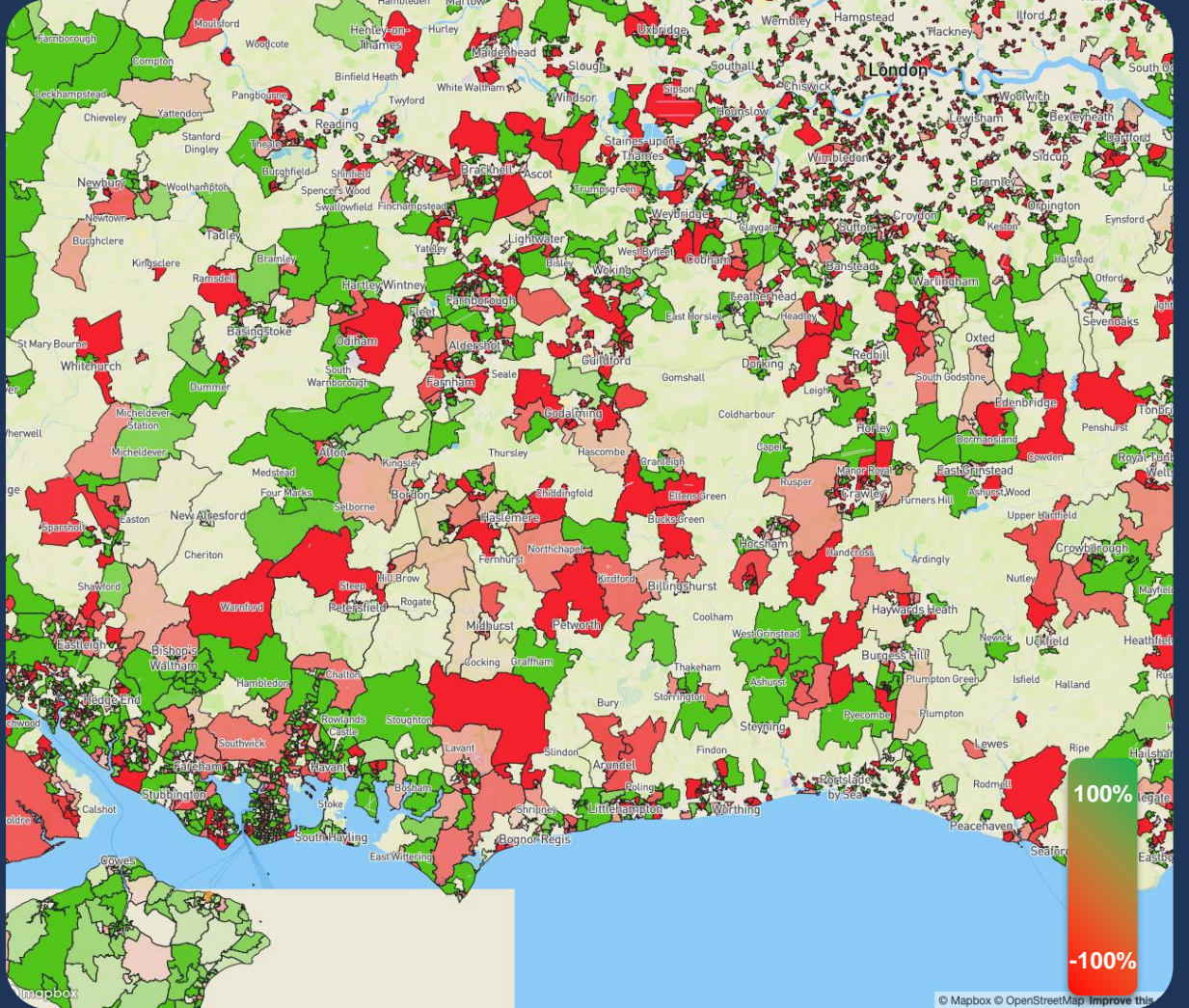
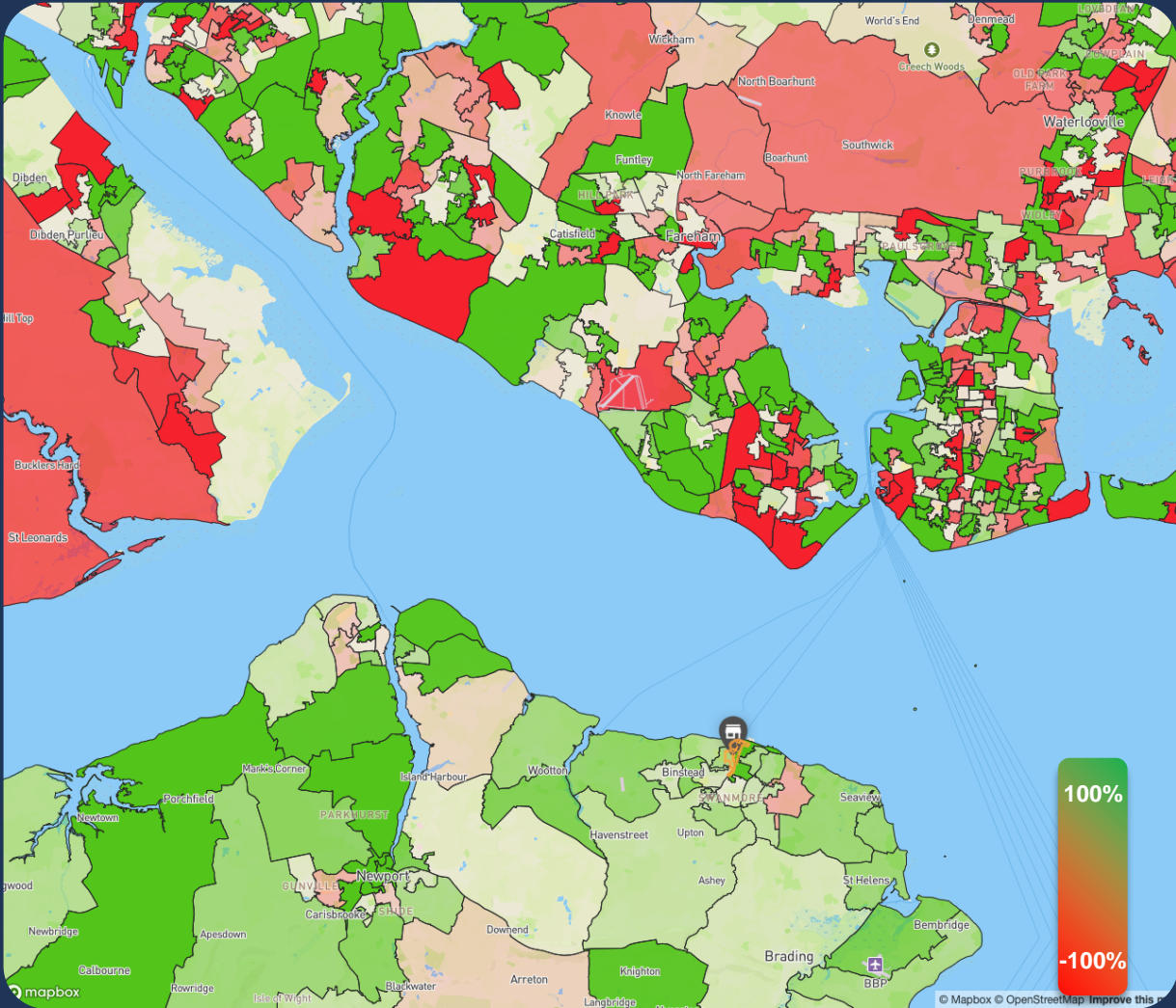
VISITOR CATCHMENT BY POSTCODE IN SEPTEMBER 2022 (zoomed out)



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

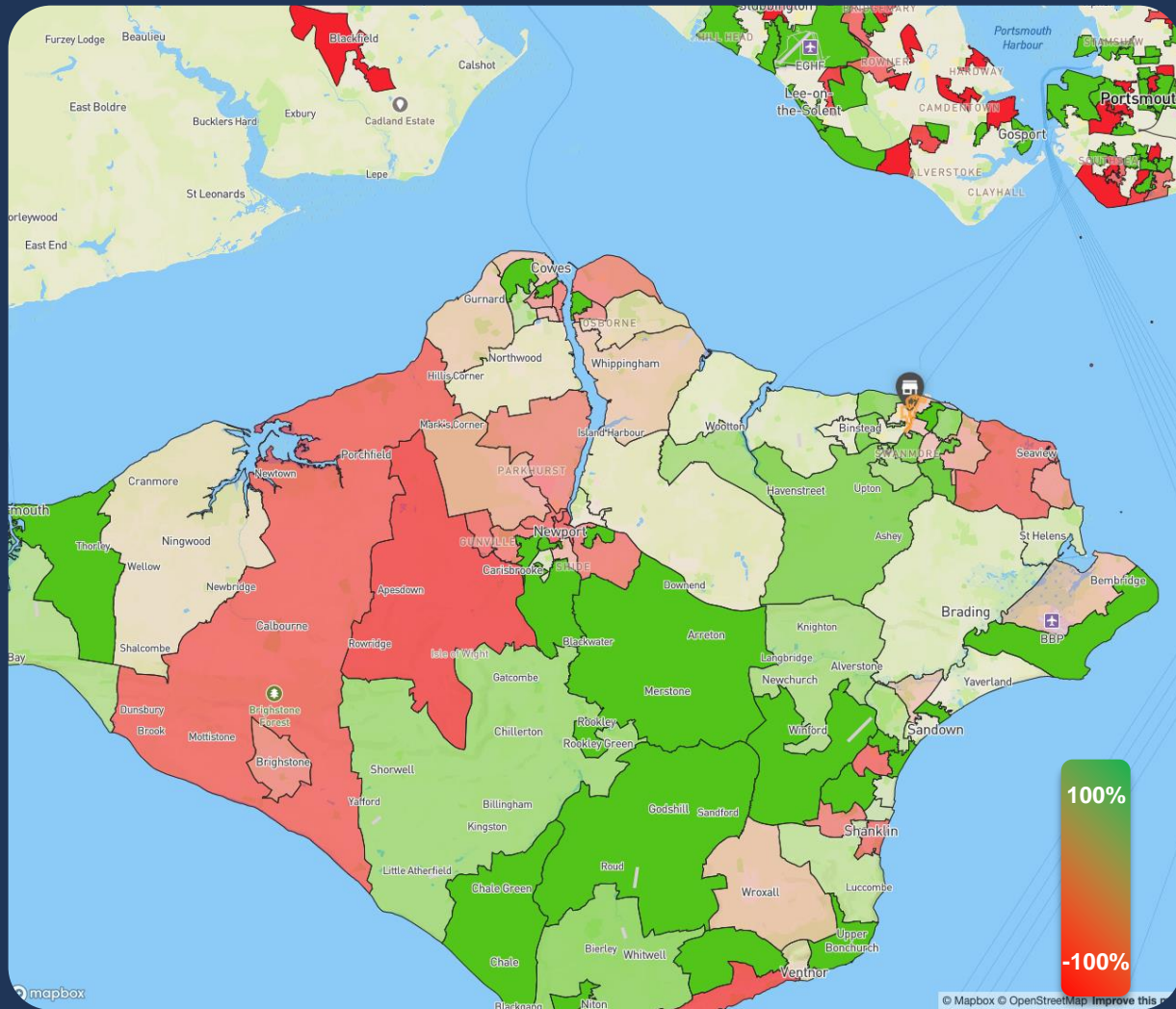
CHANGE IN VISITOR LEVELS SEPTEMBER 2021-22 vs SEPTEMBER 2020-21 (zoomed in)

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

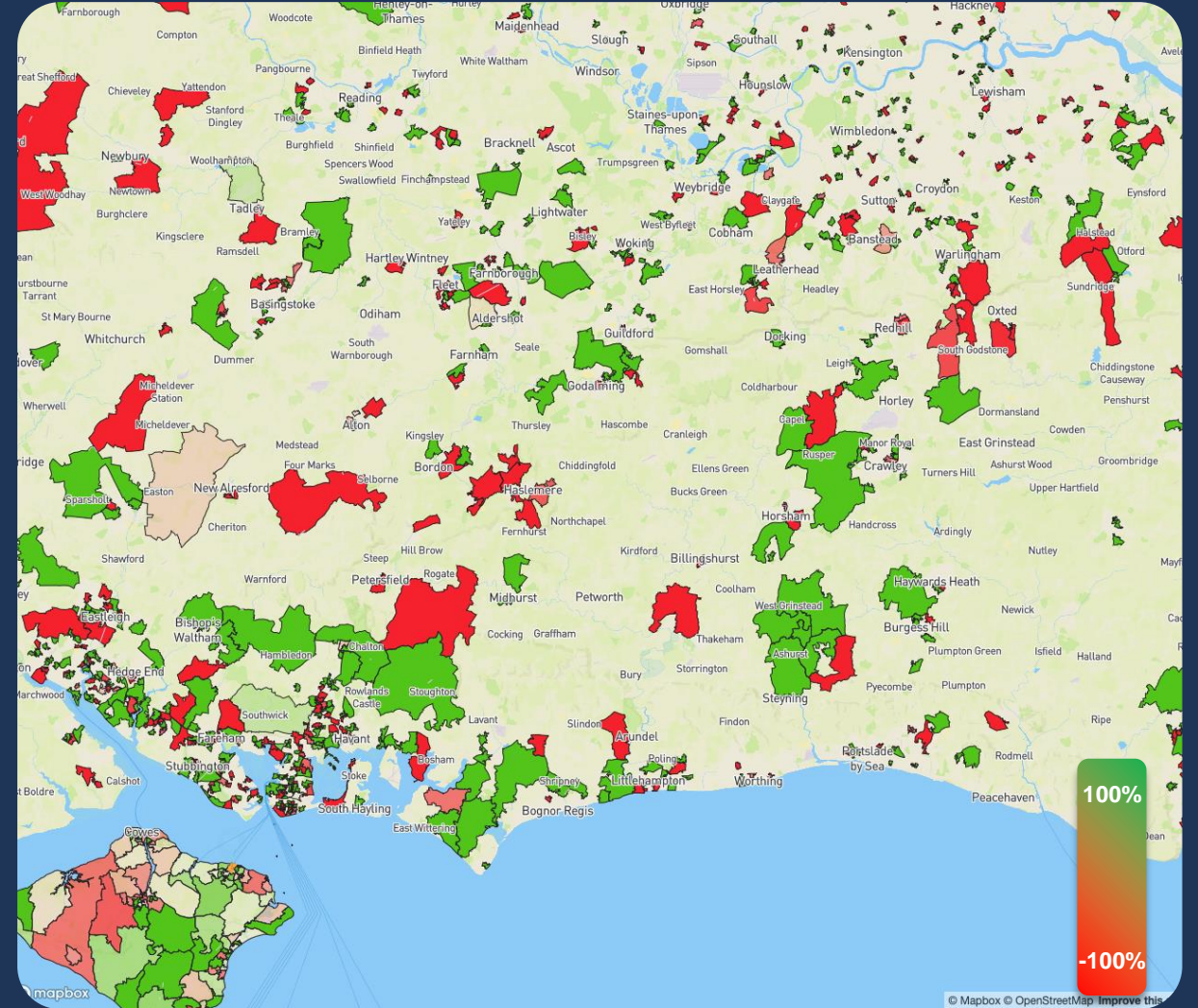


RYDE VISITOR CHANGE BY POSTCODE – SEPTEMBER 2022 & BENCHMARKING

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

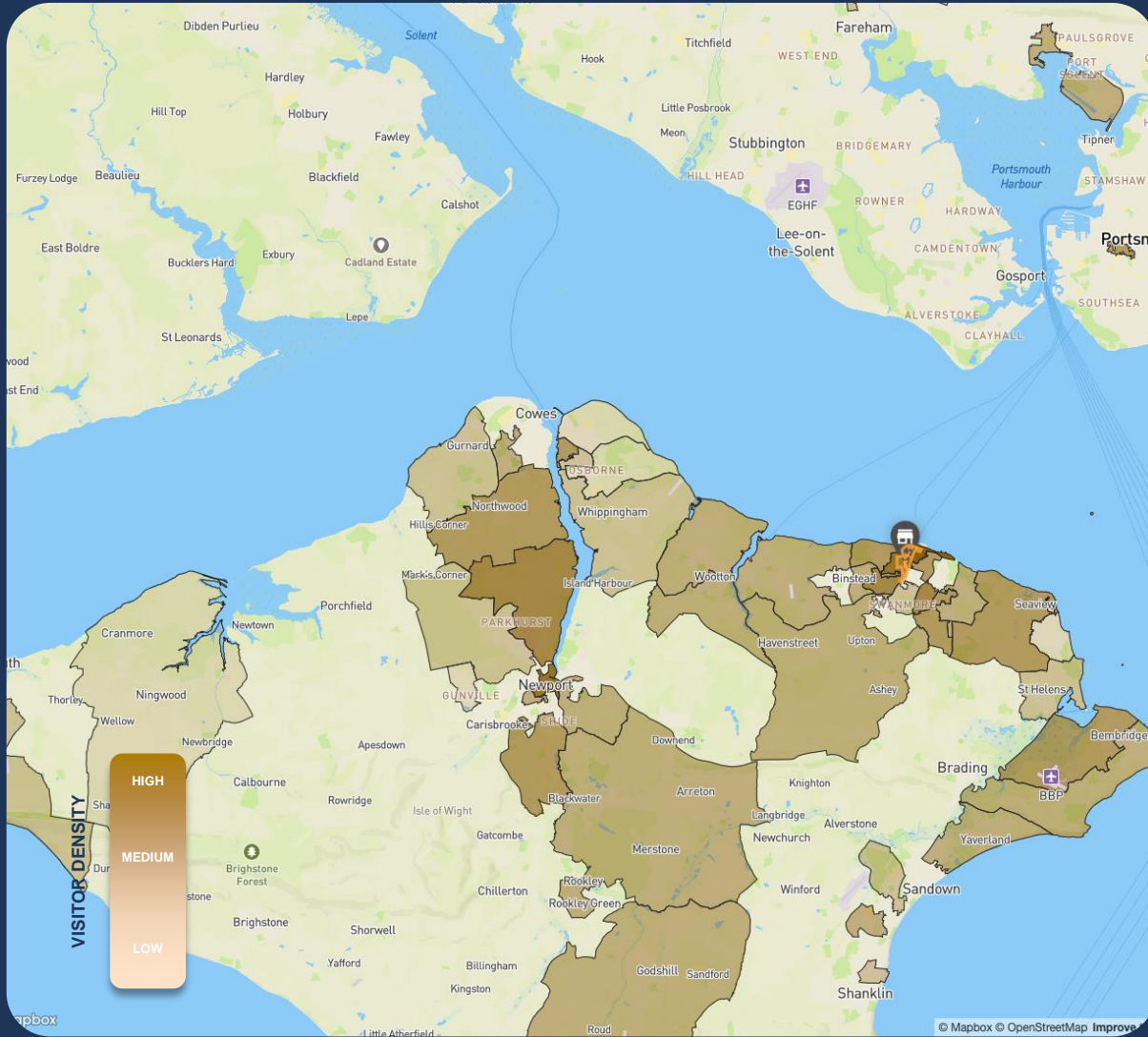


CHANGE IN VISITOR LEVELS SEPTEMBER 2022 vs SEPTEMBER 2021 (zoomed out)

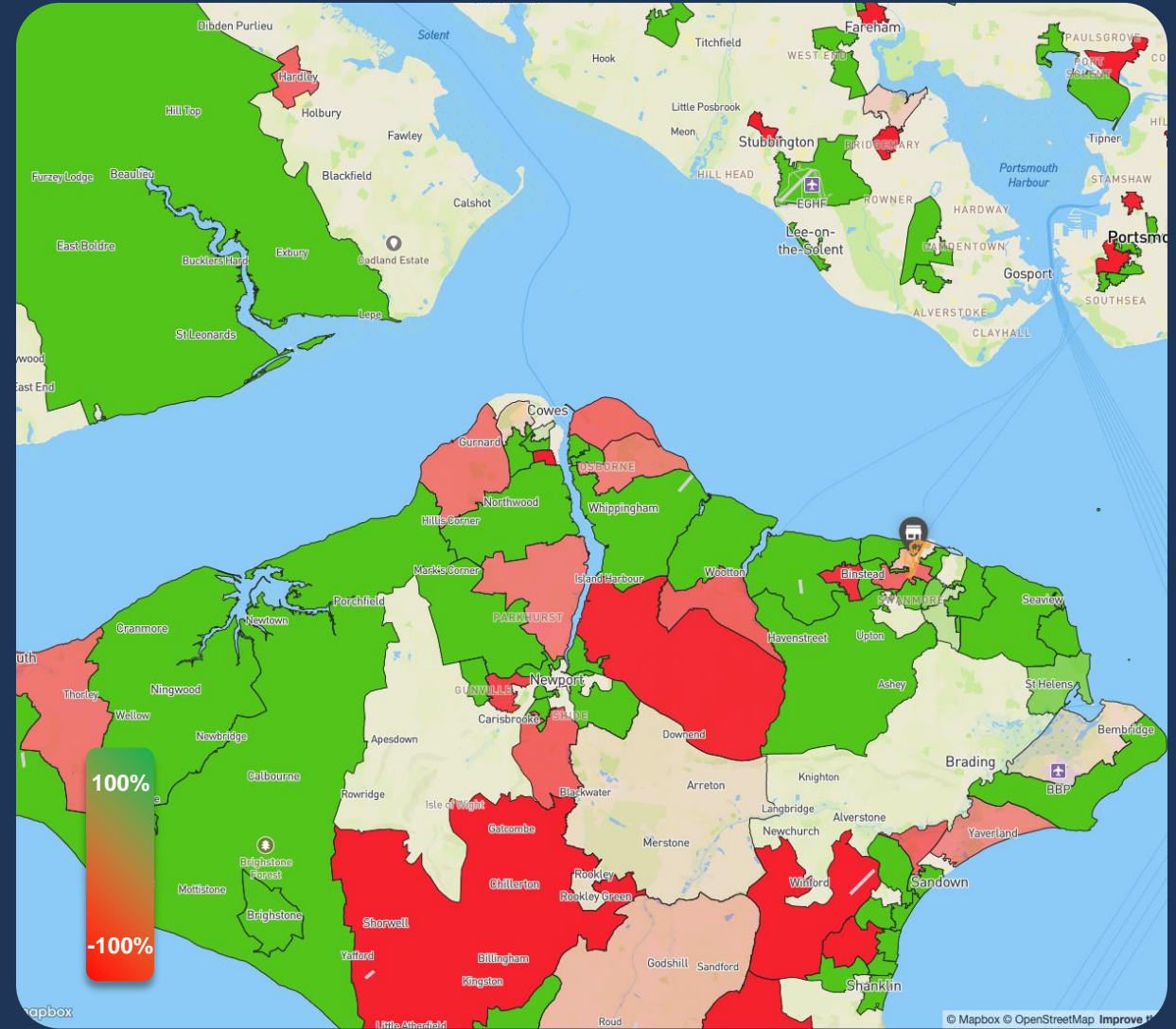


RYDE WORKER CATCHMENT CHANGE — SEPTEMBER 2022 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE SEPTEMBER 2022

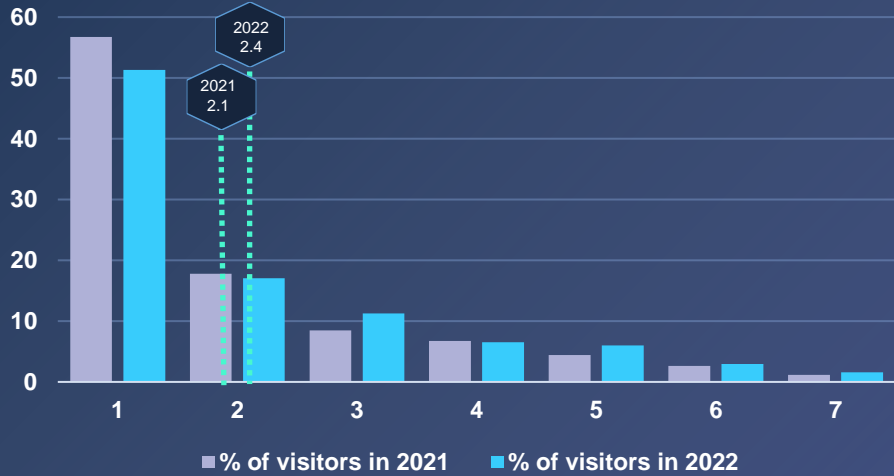


CHANGE IN WORKER CATCHMENT SEPTEMBER 2022 vs SEPTEMBER 2021

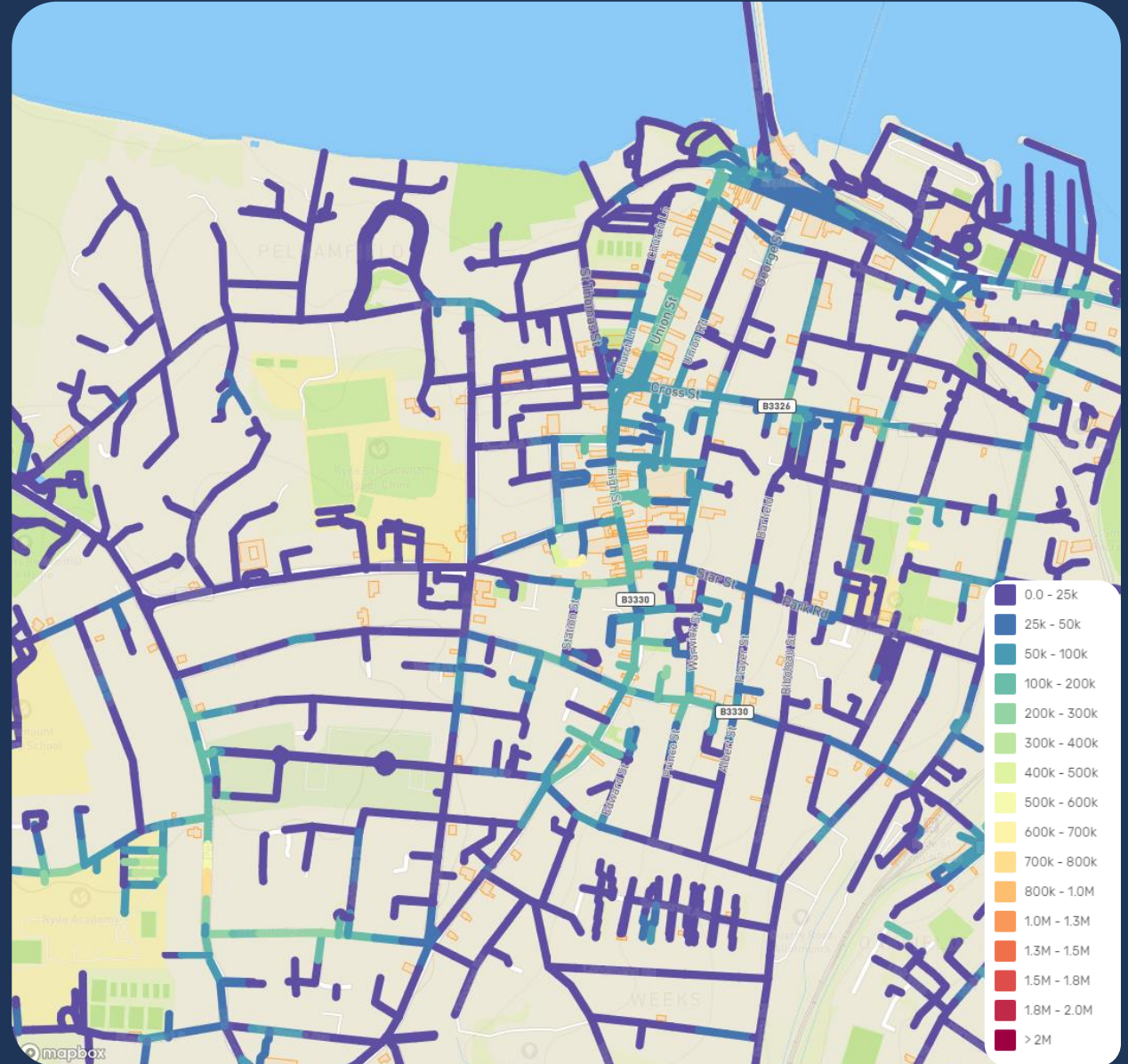
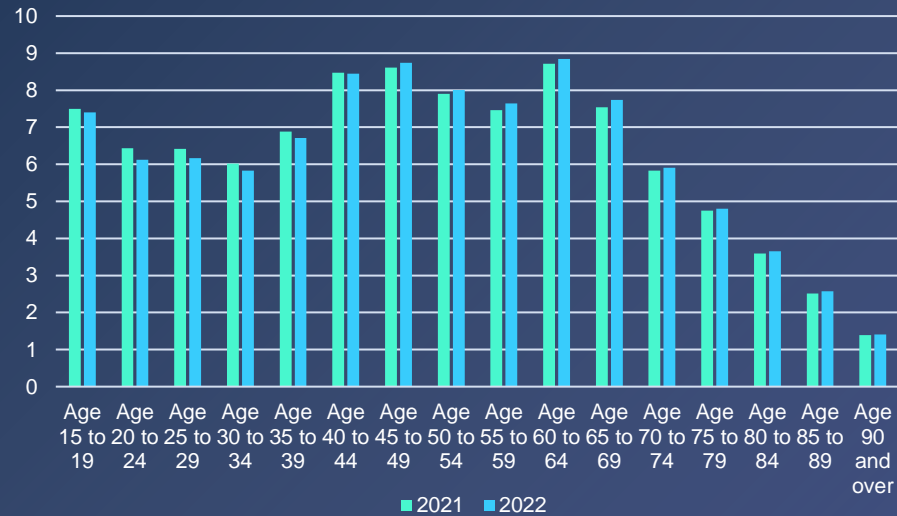


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (SEPTEMBER 2021-22)

NUMBER OF PLACES VISITED PER TRIP (%)



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

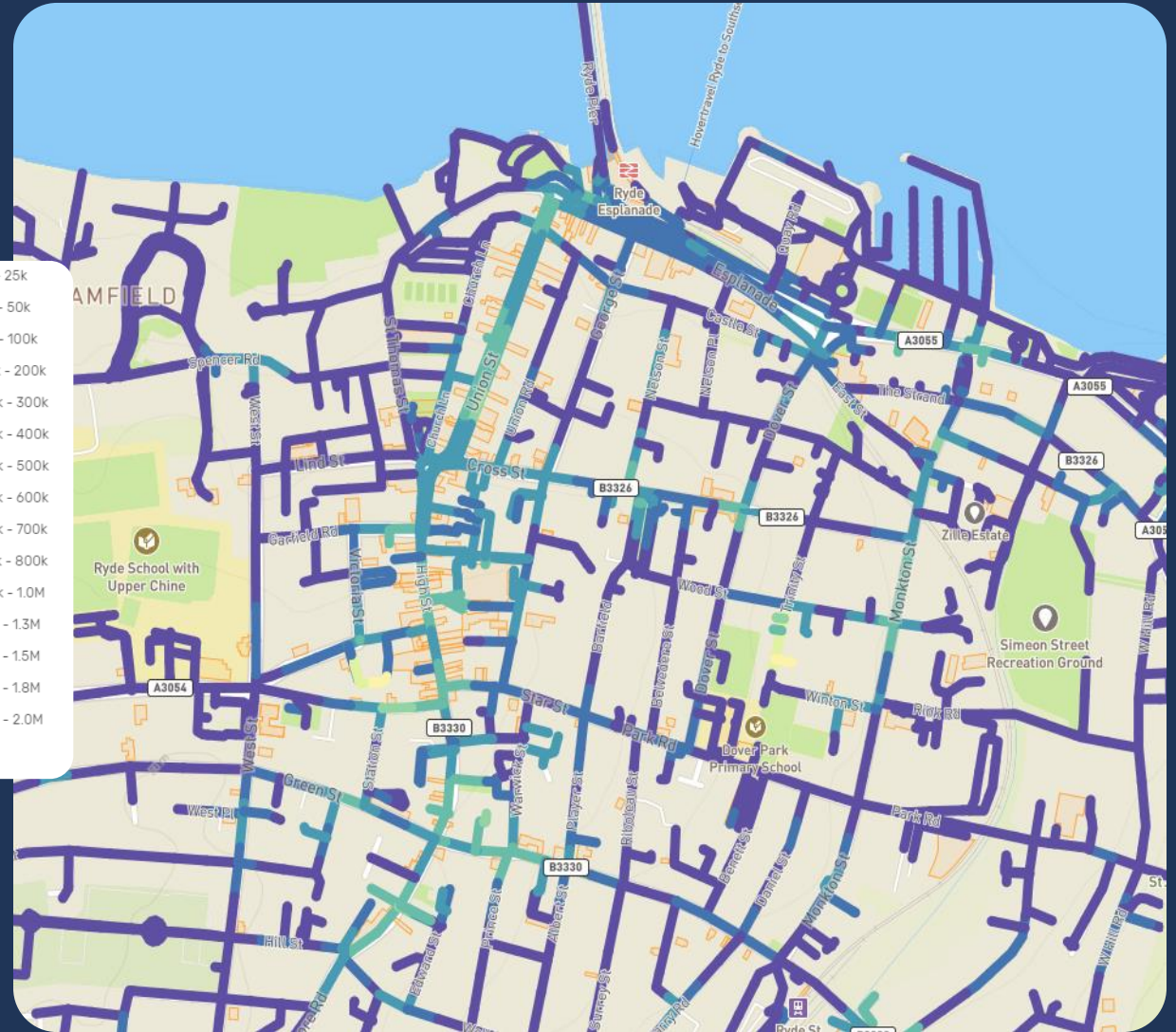
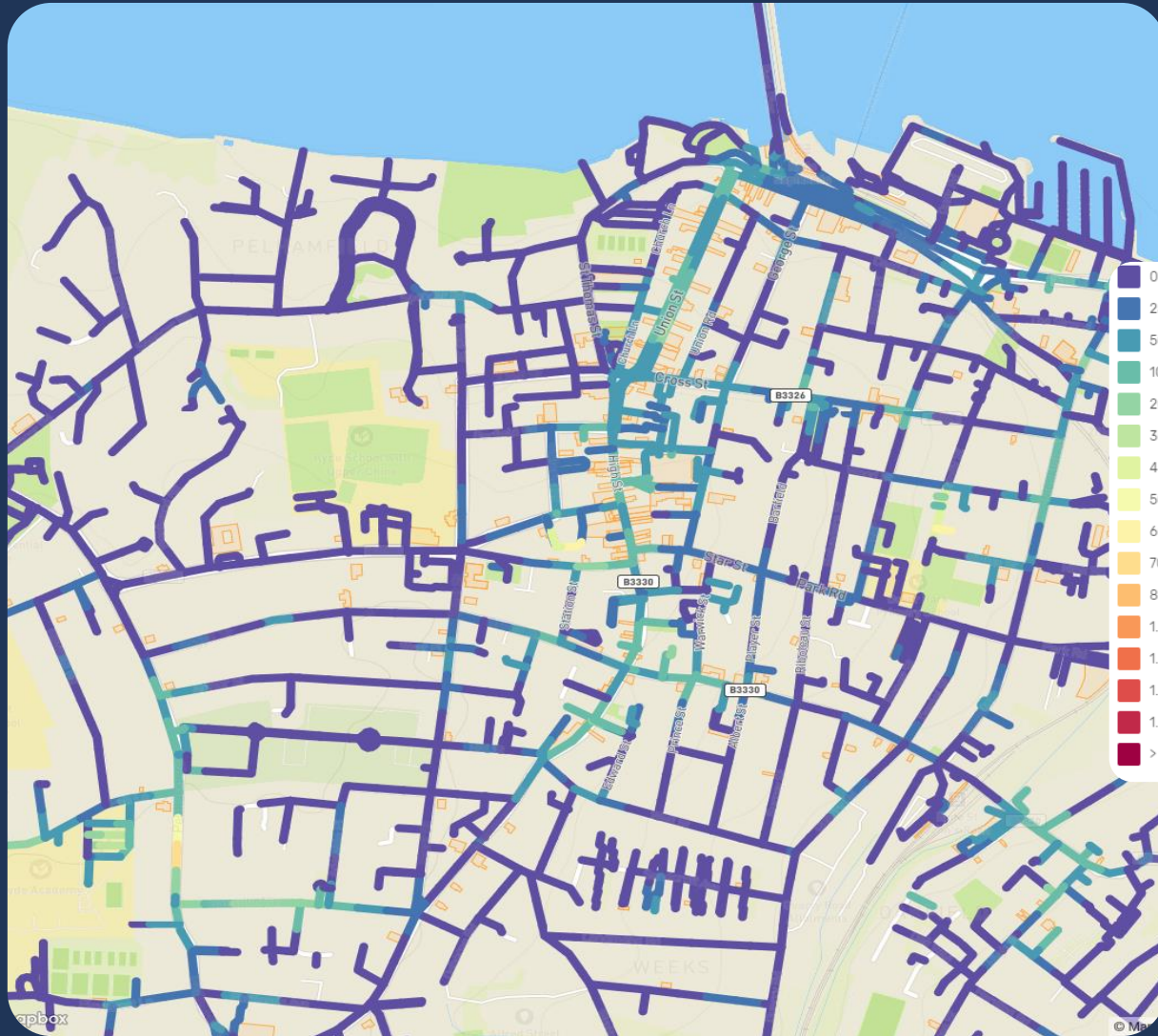


RYDE TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2022

RYDE PEDESTRIAN VISITOR BEHAVIOURS – SEPTEMBER 2022 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2022

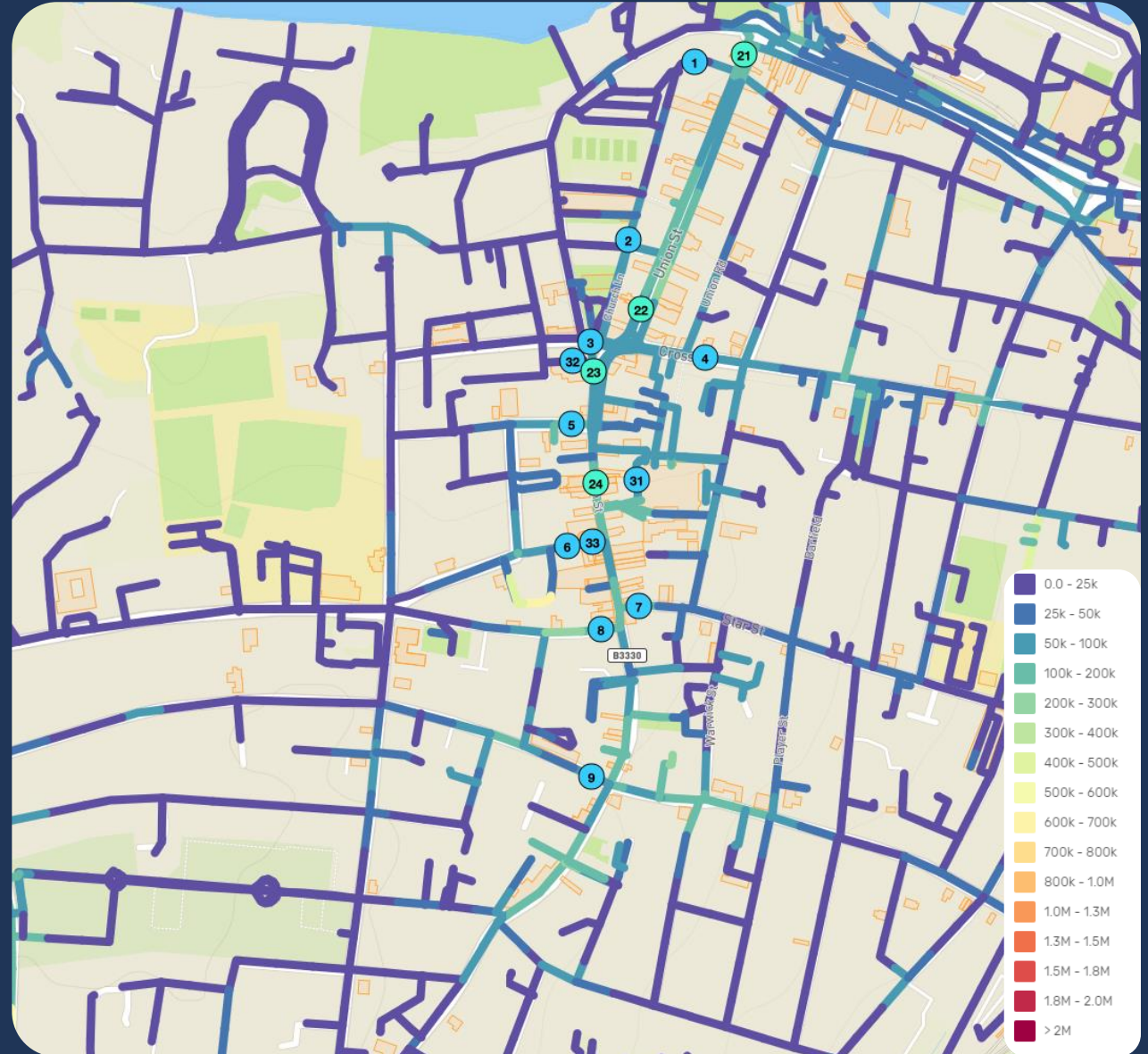
RYDE TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2021



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



CENTRE FOOTFALL DATA SEPTEMBER 2022 VS SEPTEMBER 2021 — ENTRY POINTS



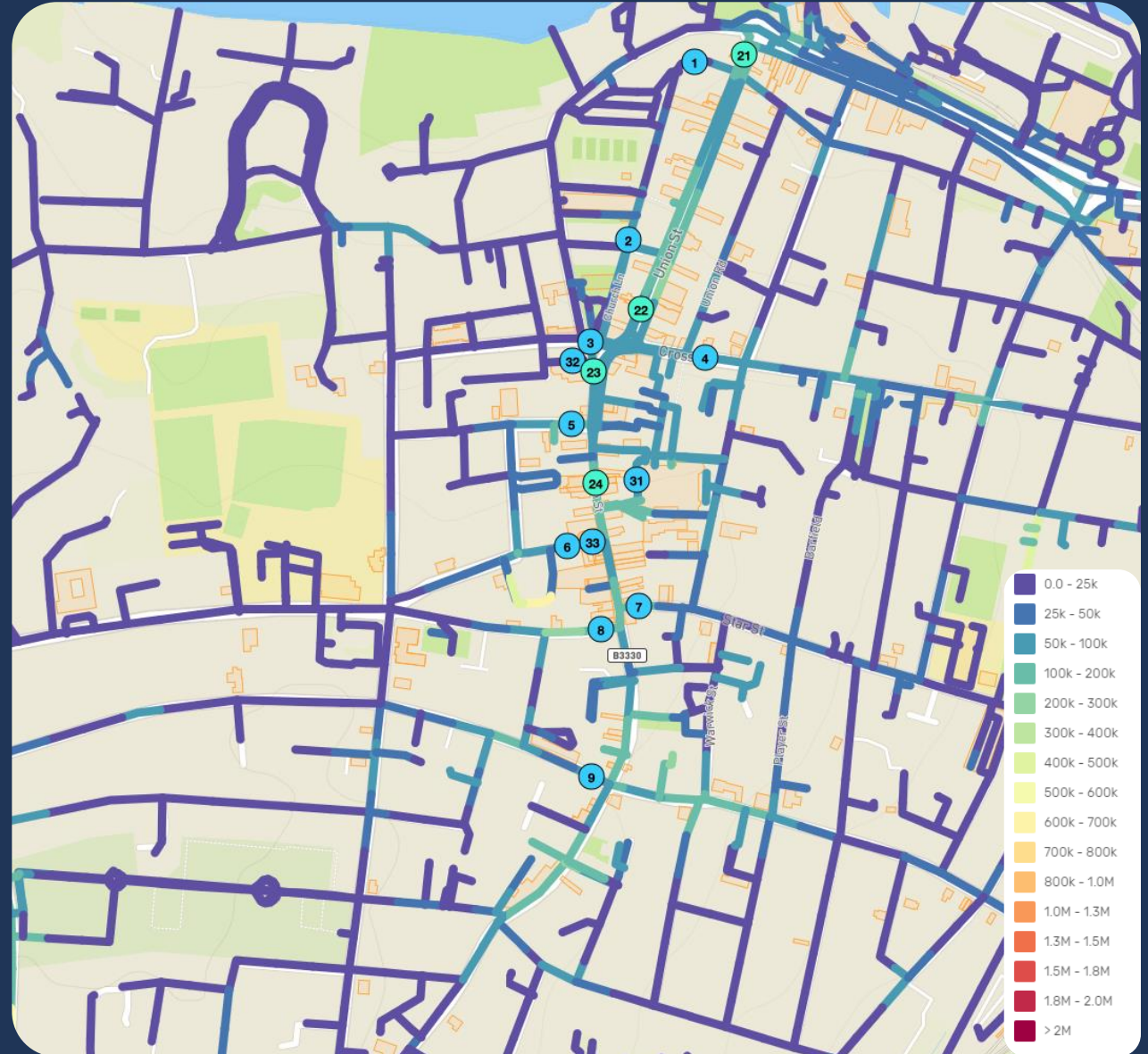
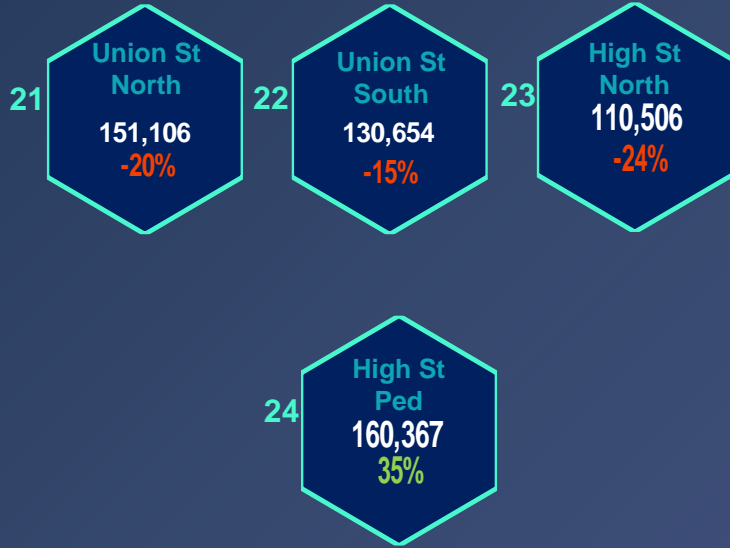
KEY: PEDESTRIAN NUMBERS SEPTEMBER 2022

RYDE TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2022

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

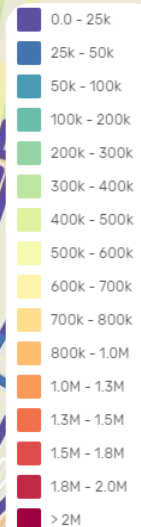


CENTRE FOOTFALL DATA SEPTEMBER 2022 VS SEPTEMBER 2021 — ENTRY POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2022

KEY: PEDESTRIAN NUMBERS SEPTEMBER 2022



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

RYDE TOWN SQUARE

TOTAL VISITS

3,439

VISITS SEPTEMBER 22

AVERAGE DWELL TIME

31 MINS

AVERAGE TIME SPENT
SEPTEMBER 22

PEDESTRIANS

116,578

PEDESTRIANS PASSING
THROUGH SQUARE
SEPTEMBER 2022

-57%
VS
SEPTEMBER
2021

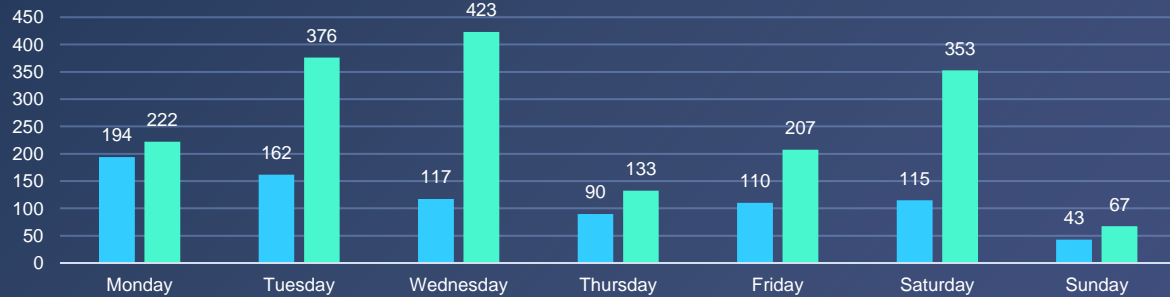


-97MINS
VS
SEPTEMBER
2021

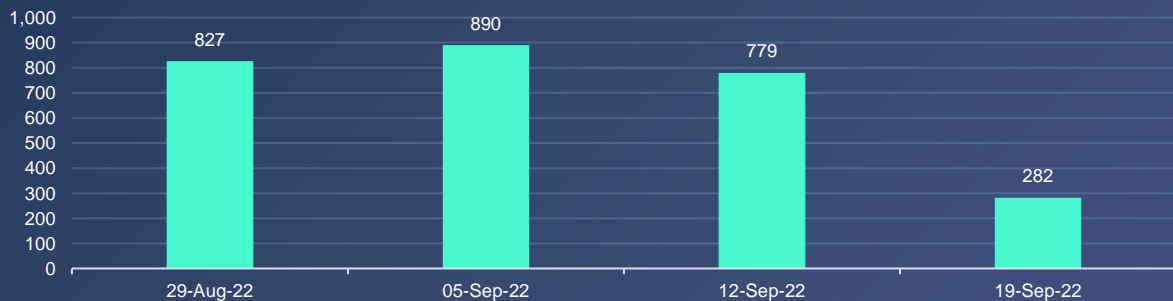


2022
2021

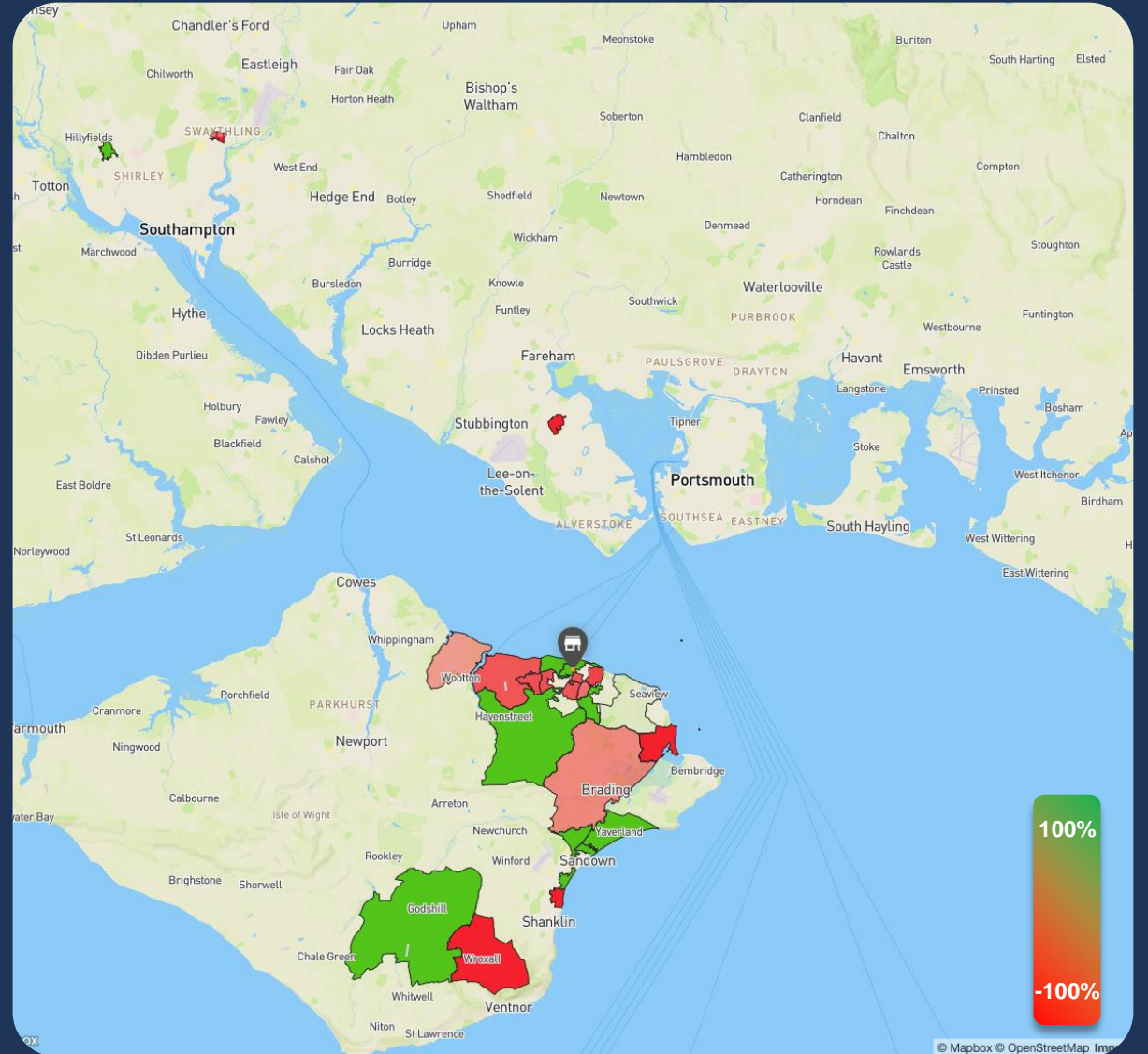
AVERAGE DAILY VISITORS SEPTEMBER 2022 VS SEPTEMBER 2021



WEEKLY VISITS SEPTEMBER 2022



CHANGE IN VISITOR LEVELS SEPTEMBER 2022 VS SEPTEMBER 2021



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

ST THOMAS SQUARE

TOTAL VISITS

858

VISITS SEPTEMBER 22

-70%
VS
SEPTEMBER
2021



AVERAGE DWELL TIME

130 MINS

AVERAGE TIME SPENT
SEPTEMBER 22

45 MINS
VS
SEPTEMBER
2021

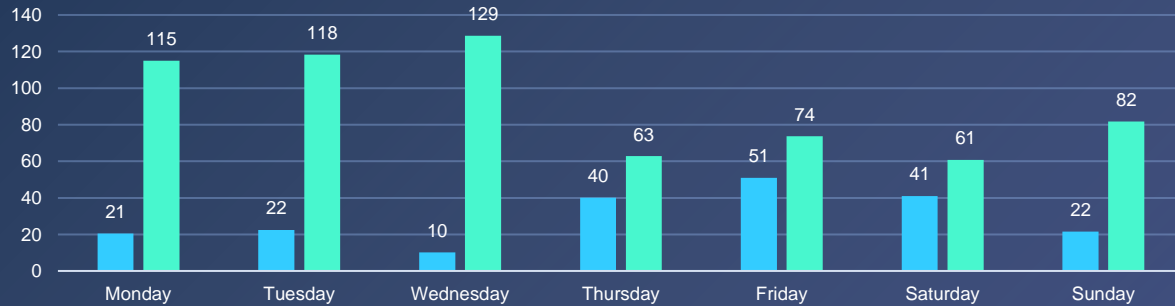


PEDESTRIANS

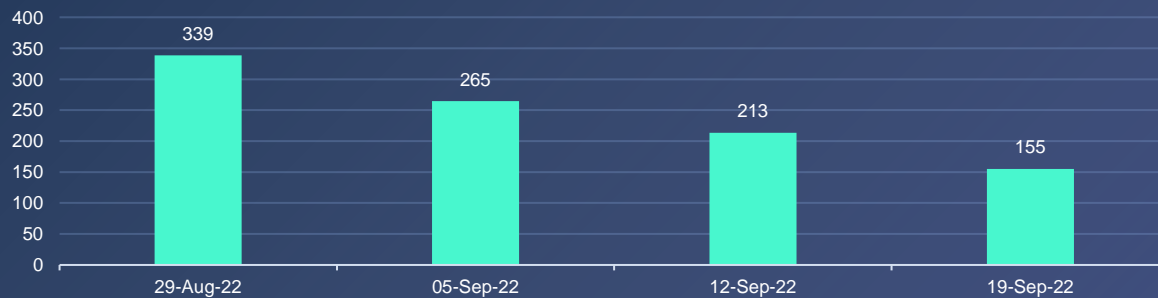
33,955

PEDESTRIANS PASSING
THROUGH SQUARE
SEPTEMBER 2022

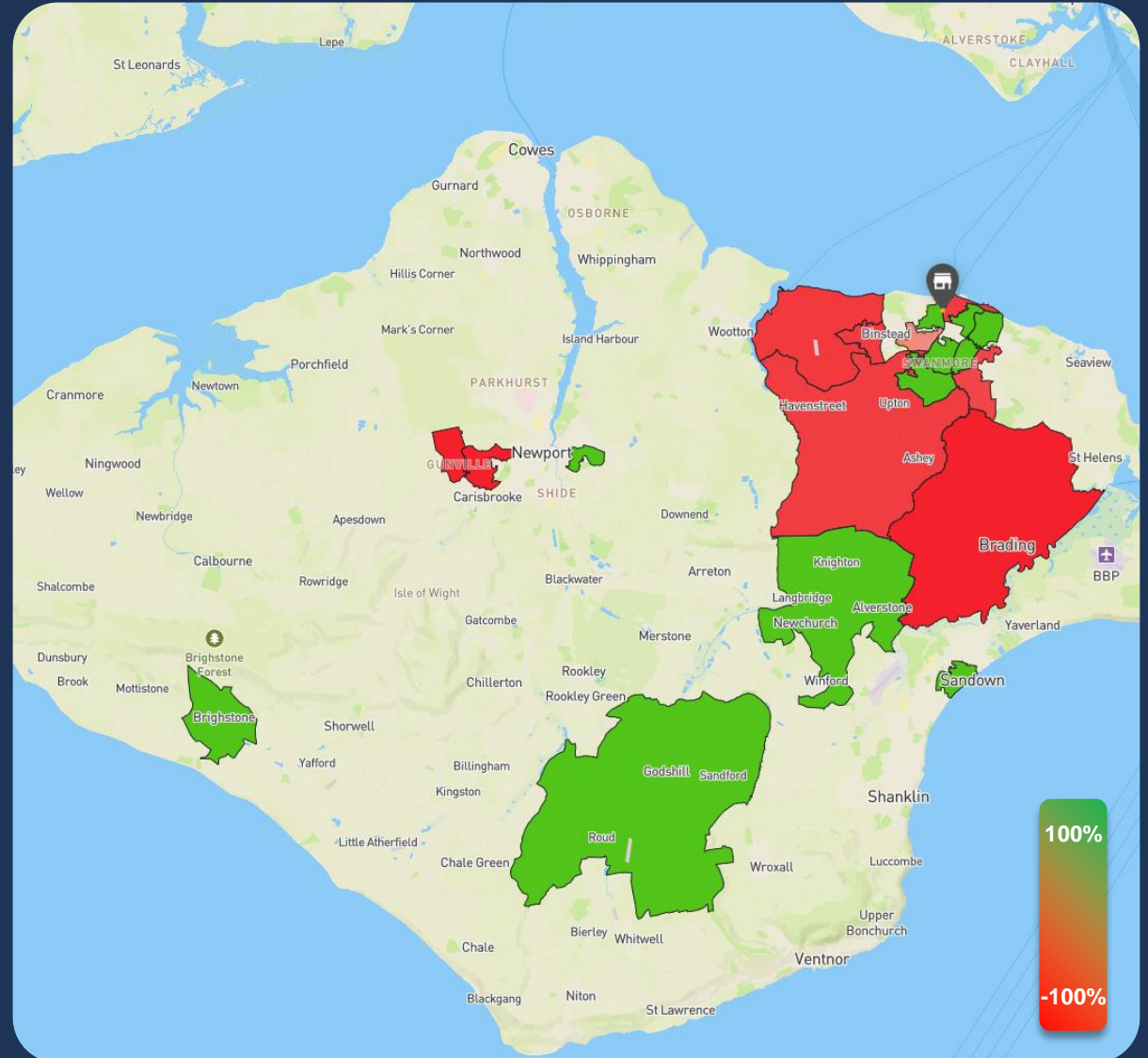
AVERAGE DAILY VISITORS SEPTEMBER 2022 VS SEPTEMBER 2021



WEEKLY VISITS SEPTEMBER 2022



CHANGE IN VISITOR LEVELS SEPTEMBER 2022 VS SEPTEMBER 2021



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

MINGHELLA SQUARE

TOTAL VISITS

2,321

VISITS SEPTEMBER 22

AVERAGE DWELL TIME

85 MINS

AVERAGE TIME SPENT
SEPTEMBER 22

PEDESTRIANS

114,490

PEDESTRIANS PASSING
THROUGH SQUARE
SEPTEMBER 2022

-54%
VS
SEPTEMBER
2021

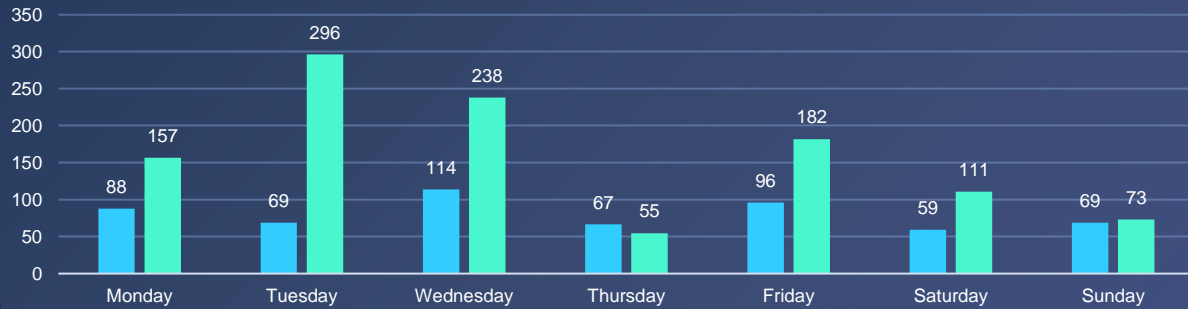


14 MINS
VS
SEPTEMBER
2021

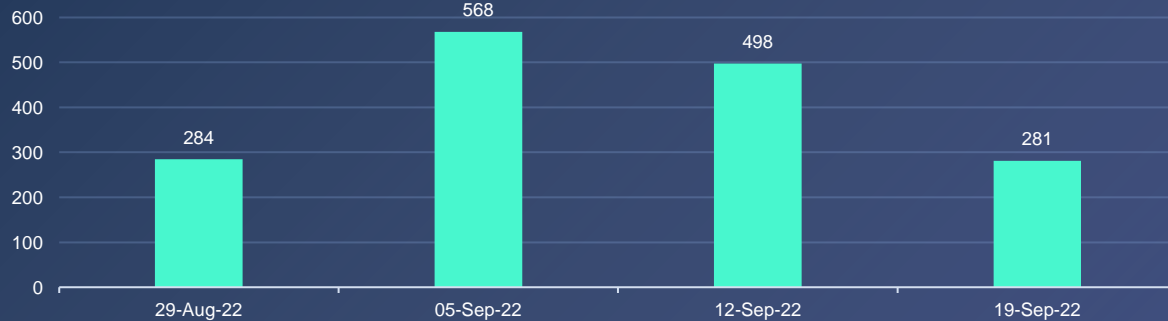


2022
2021

AVERAGE DAILY VISITORS SEPTEMBER 2022 VS SEPTEMBER 2021



WEEKLY VISITS SEPTEMBER 2022



CHANGE IN VISITOR LEVELS SEPTEMBER 2022 VS SEPTEMBER 2021

