

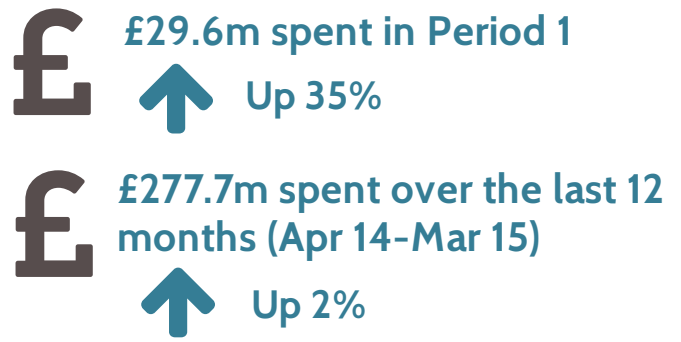
Isle of Wight Visitor Monitor 2015

Results for Period 1 (1 Jan to 29 Mar)

Total visitor volume compared to this time last year



Total visitor spend compared to this time last year

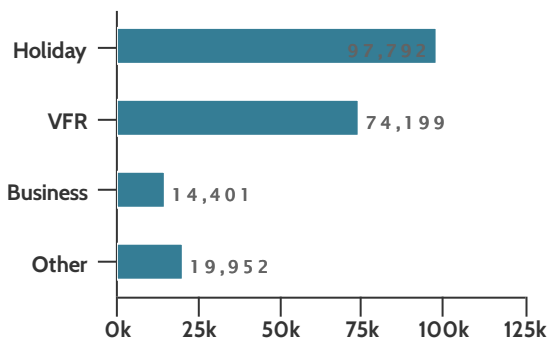


Volume up by 20% and expenditure up by 35%

1. Period 1 had fairly average weather for the time of year. January and February last year were milder but exceptionally wet for the time of year.
2. On the Island, overall visitor volumes were up 20% compared with Period 1 last year. Day visitors were up 3% while overnight visitors increased by 37% compared with this time last year.
3. No national or regional data available for comparison at present.

1. On the Island, the average spend per trip was similar to this time last year, but the total visitor spend was boosted by higher volumes of overnight visitors to the Island.
2. Avg. spend per trip during Period 1 was £18 for day visitors and £130 per trip for overnight visitors.
3. In total visitors spent £29.6 million on the Island during Period 1, up a significant 35% compared to the same period last year, driven by a growth in volume.

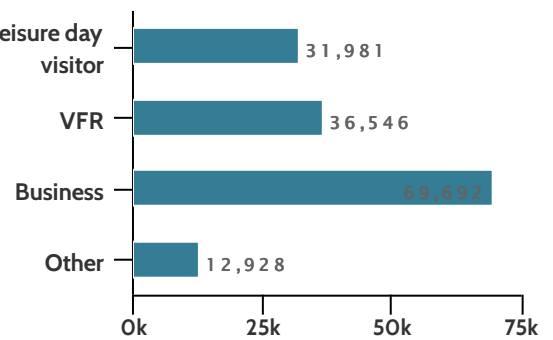
No. of overnight visitors (Period 1)



206,400 overnight visitors, up 37% compared to this time last year

151,100 day visitors, up 3% compared to this time last year.

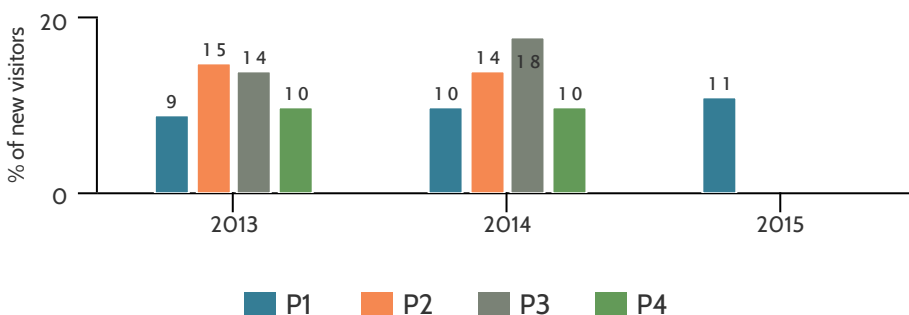
No. of day visitors (Period 1)



Leisure day trips up 21% compared with this time last year.

More first time visitors compared to this time last year.

% of new visitors each period (2013-2015)



Around 29,000 new visitors for this period (11% of all leisure visitors), similar to this time last year

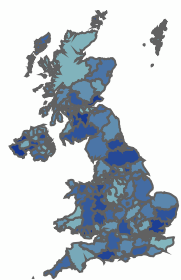
275,100 new visitors overall for the last 12 months, up 11% compared with the previous 12 months

Note: GBTS results are generally 3 months behind the latest visitor statistics for Isle of Wight

Isle of Wight Visitor Monitor 2015

Results for Period 1 (1 Jan to 29 Mar)

Visitor profile and trip features: Period 1



- 35% of visitors from Hampshire
- 8% of visitors from London area
- 27% of visitors from elsewhere in the South East
- 3% of visitors from overseas



Almost a third of leisure visitors (30%) visited one or more of the Island's attractions during Period 1.

A much higher proportion of visitors visited an attraction compared to this time last year.

1. Of the 98,000 holiday trips to the Island during Period 1, 87% were short stays of 1-4 nights and 13% were longer holidays of 5+ nights.
 2. 670,000 bednights were spent on the Island during P1 this year, of which 45% were spent in commercial (paid for) accommodation.
 3. The average trip length for holiday trips was 3.4 nights.
1. A higher proportion of leisure visitors visited attraction(s) compared with this time last year (30% compared to 11% last year).
 2. Average group size and composition was similar to this time last year and previous years.
 3. 61% of visitors were using their own vehicle to get around the Island during Period 1 this year, compared to 63% this time last year.

42% visiting for the day



58% visiting for overnight stay

17% of overnight visitors stayed 5 or more nights



83% of overnight visitors stayed 1-4 nights

More than half of all visitors were staying overnight. The average trip duration was 3.3 nights.



45% of all overnight visitors stayed in commercial accommodation



42% of all overnight visitors stayed in the home of friends/relatives while 11% stayed in a second home or own caravan



Holiday makers were most likely to stay in serviced accommodation (50%), second homes (22%) or rented self catering accommodation (22%)

Average group size of 2.3 people

15% of groups included one or more children



36% visit alone



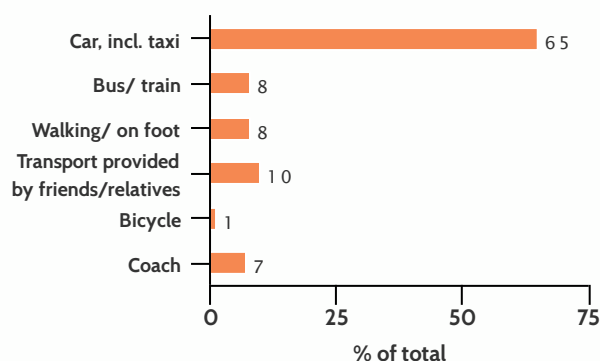
39% visit in a party of 2 people



25% visit in party of 3 or more

Car main form of transport used on Island (65%)

Main mode of transport on Island



What visitors liked most about the Island

- Beaches/sandy beaches
- Peaceful/quiet place/tranquillity/serenity
- The countryside
- The coast/the sea
- Scenery/views/landscapes/natural beauty
- Walks/coastal walks
- The laid back lifestyle and slower pace of life
- Relaxing
- Friendly people
- Old fashioned/ 'olde worlde'/quaintness
- Sailing/boats/boating activities