

# Isle of Wight Visitor Monitor 2015

## Results for Period 3 (14 Jul to 31 Aug)

### Total visitor volume compared to this time last year

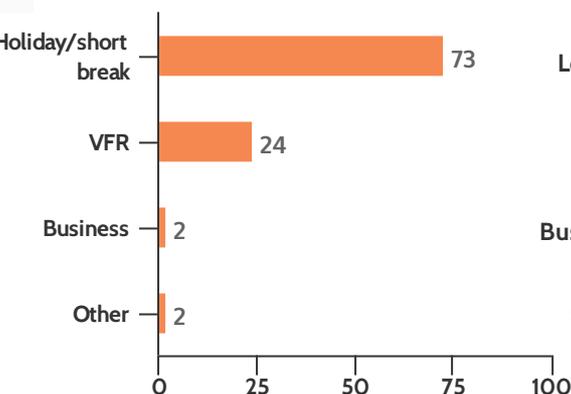


### Total visitor spend compared to this time last year

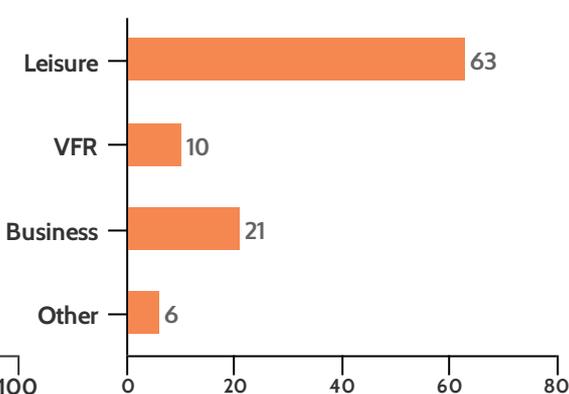


1. Period 3 (14 Jul to 31 Aug) saw almost 574,000 people visit the Isle of Wight for leisure/holiday and other purposes, an increase of 2% compared to the same period last year. Total visitor volume for the 12 month rolling total also shows an increase of 2%.
2. Whilst volume was up this period, average spend per head was lower, leading to a 6% fall in total visitor expenditure compared to the same period last year (avg. overnight trip spend of £191 per head compared to £213.52 last year and avg. day trip spend of £25.30 compared to £26.87 last year). However, visitor expenditure for the last 12 months show no significant change.
3. The majority of visitors stayed overnight (64%) and the volume of overnight visits was 5% higher than the same period last year. The wet weather over August is likely to have negatively impacted on day trips - volume was 2% lower this period compared to the same period last year.
4. Results from the national tourism surveys for the summer period are not available until November. Some insights can be drawn from the Tourism Business Monitor which show that hotels and indoor attractions were more likely to have seen a growth in business performance between June to the end of August than other types of tourism businesses.

#### Overnight visitor types % (Period 3)



#### Day visitors types % (Period 3)



Temperature hit record high in July but wet and chilly August made this summer the coldest in the past 3 years

366,955 overnight visitors in Period 3, up 5% compared to last year

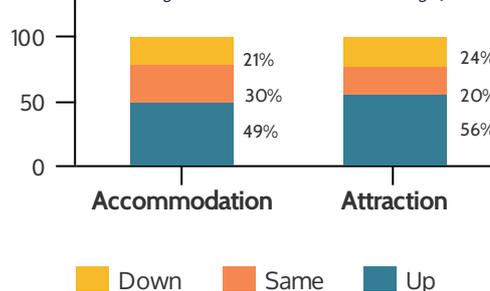
206,846 day visitors in Period 3, down 2% compared to last year

Holidays and short breaks accounted for 73% of all overnight trips in Period 3 whilst almost two thirds of day trips were leisure day visits

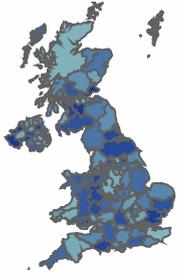
National survey among sample of tourism businesses reveals that on average 49% of accommodation establishments and 56% of visitor attractions experienced a growth in trade between June to the end of the school holidays compared with the same period last year. Growth seen mostly among hotels and indoor attractions. A fifth to a quarter of guest houses/B&Bs, caravan and camping operators and outdoor attractions reported that trade was down for this period

#### Business Performance (national level)

Source: Visit England Tourism Business Monitor, covering 1 June to 31 Aug



# Visitor profile and trip features: Period 3



- 30% from Hampshire
- 8% from London area
- 22% from elsewhere in the South East
- 34% from elsewhere in UK
- 5% of visitors from overseas



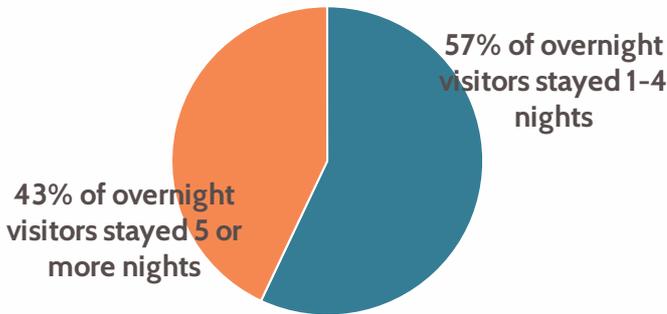
Among leisure day and overnight visitors, 59% visited one or more of the Island's attractions during Period 3

1. Most visitors stayed overnight (64%) comparable to P3 last year (62%).
2. 57% of overnight visitors spent 1-4 nights on their stay in P3, which is similar to the proportion seen over the past few years for this period. Among holiday makers the proportion of short (1-4 nights) and long (5 nights and more) trips was roughly equal.
3. Holiday makers were more likely to use serviced accommodation and self-catering accommodation (incl. rented caravans/chalets) and less likely to stay with friends/relatives than those visiting for other purposes. However, the overall proportion of visitors staying in the home of friends/relatives was slightly higher this period compared to last year (33% compared to 29%) which may be one reason for a lower average expenditure per head this period.
4. 282,300 people visited the Isle of Wight for the first time over the past 12 months, just over 21,000 more visitors than in the previous 12 months.

## Average length of stay of 5.2 nights

Almost two thirds of all visitors (64%) stayed overnight

Distribution of short and longer trips among overnight visitors



## Accommodation used by overnight visitors



32% of all overnight visitors stayed in a hotel, guest house or B&B compared to 46% of holiday makers



33% of all overnight visitors stayed in the home of a friend/relative compared to only 2% of holiday makers



19% of all overnight visitors stayed in rented cottage, static caravan or chalet compared to 29% of holiday makers



8% of all overnight visitors camped or travelled in touring caravan compared to 12% of holiday makers

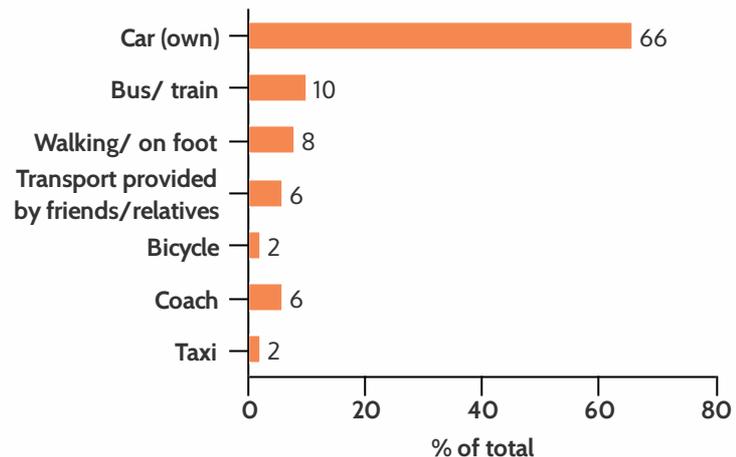
## Average group size 2.8 people

29% of groups included one or more children

- 26% visited alone
- 33% visited in party of 2 people
- 41% visited in party of 3 or more people

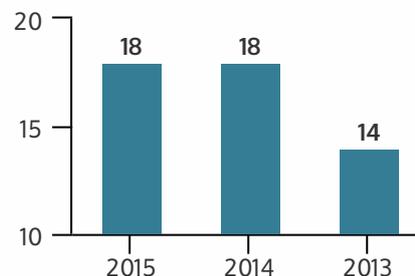
Car (own vehicle) main form of transport used on Island (66%)

Main mode of transport used on the Island



## 18% visiting Isle of Wight for first time

% of new visitors in Period 3



282,300 new visitors over the last 12 months, up 8% compared to previous 12 months