

# Isle of Wight Visitor Monitor 2017

## Results for Quarter 4 (1 October to 31 December)

### Total visitor volume

**398,667 visitors in Quarter 4**  
 ↑ up 0.1%

**2.38m visitors over the last 12 months (January 2017-December 2017)**  
 ↓ down 0.1%

### Total visitor spend

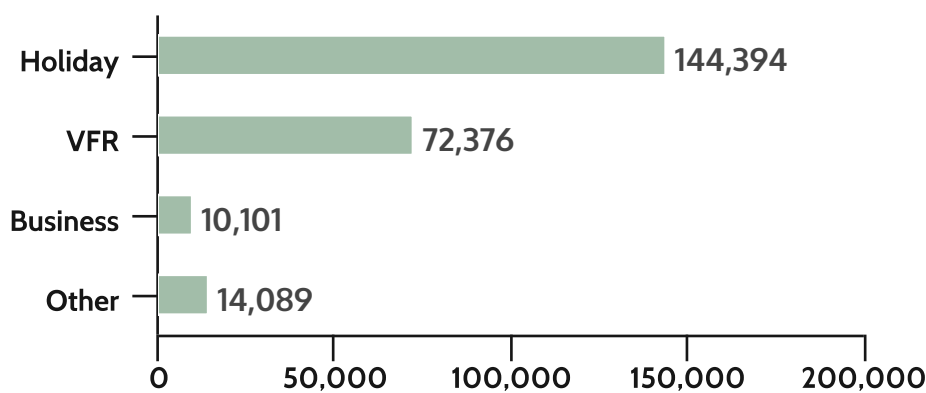
**£36.4m spent in Quarter 4**  
 ↓ down 9%

**£279.0m spent over the last 12 months (January 2017-December 2017)**  
 ↓ down 6%

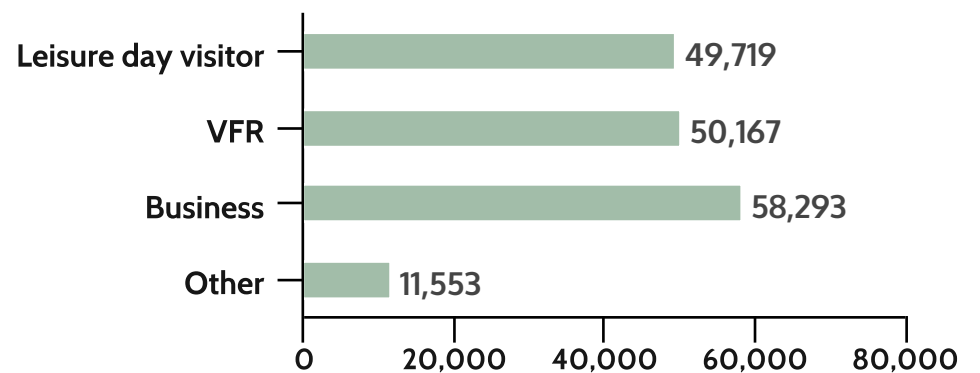
VIOW attracted 398,667 visitors in Quarter 4 who spent a total of £36.4m. Visitor spend was down from 2016 by 9%.

A major priority for VIOW has been to attract more first-time visitors to the Island. There has been significant success here with 14% of visitors being first-timers to the Island higher than Q4 in 2016 (9%).

### Number of overnight visitors (Quarter 4 2017)



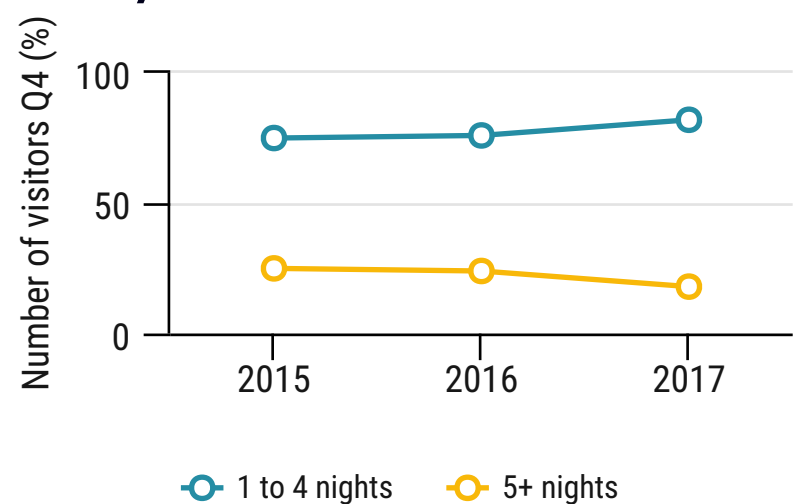
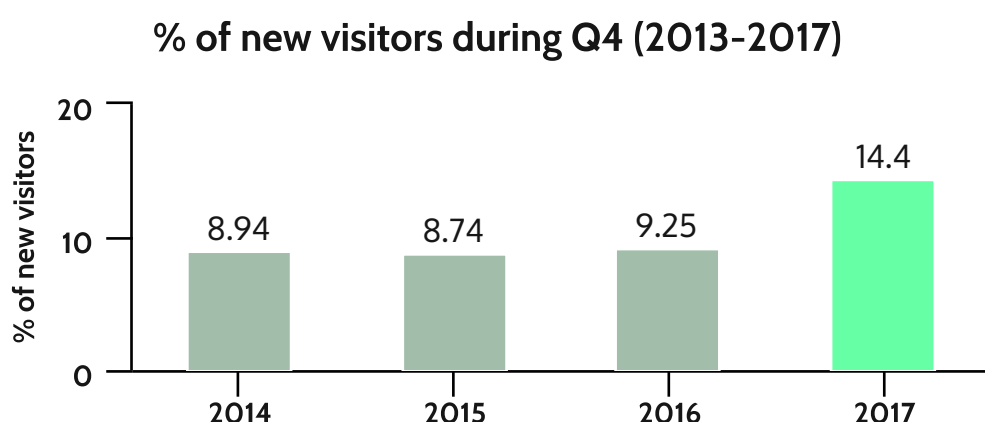
### Number of day visitors (Quarter 4 2017)



Overnight trips dominated by leisure/holiday trips (63%). Overnight leisure/holiday trips down 8% but a large increase in VFR day trips compared to Q4 2016.

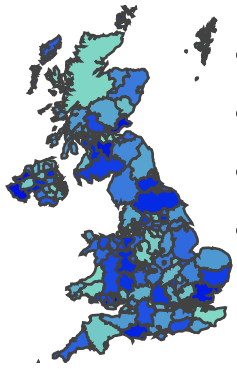
**Significant growth in shorter stay holidays but decline in longer holidays of 5+ nights, when compared with Q4 in previous years**

**14% were visiting for the first-time, higher than Q4 in previous years**



18% of overnight visitors stayed 5 or more nights

# Visitor profile and trip features: Quarter 4 2017



- 38% from Hampshire
- 9% from London area
- 23% from elsewhere in South East
- 27% from elsewhere in UK
- 3% of visitors from overseas



32% visited one or more of the Island's paid for or free visitor attractions during Quarter 4, the same as in Q4 last year

70% of visitors came from areas of the South East including London, with 27% travelling from elsewhere in the UK and 3% visited from overseas.

There were 703,187 bednights on the Island during Q4 2017 of which 48% were spent in commercial accommodation (338,858). The average length of stay was 3.34 nights, continuing the trend for shorter stays which is reflected across the tourism market generally. Indeed, 82% of the Island's overnight visitors stayed for less than 5 nights in Q3.

Overall, 32% visited one of the Islands visitor attractions during Q4 2017, including 35% of staying visitors and 27% of day visitors.

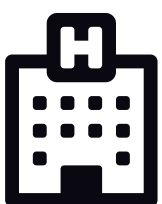
Average spend per trip has decreased by 2% to £144.42 per trip when compared with Q4 2016, day visitor spend also fell compared with the same period last year by 10% to £19.48 per trip.

**Total bednights on the Island during Q4 were 703,187**

**48% of total bednights spent in commercial accommodation (338,858)**

**Average length of stay was 3.34 nights**

## Accommodation used by overnight visitors



33% of all overnight visitors stayed in a hotel, guest house or B&B compared to 55% of holiday makers



53% of all overnight visitors stayed in the home of a friend/relative or a second home compared to 21% of holiday makers



10% of all overnight visitors stayed in rented cottage, static caravan or chalet compared to 18% of holiday makers



2% of all overnight visitors camped or stayed in a touring caravan compared to 4% of holidaymakers



2% of all overnight visitors stayed onboard a boat

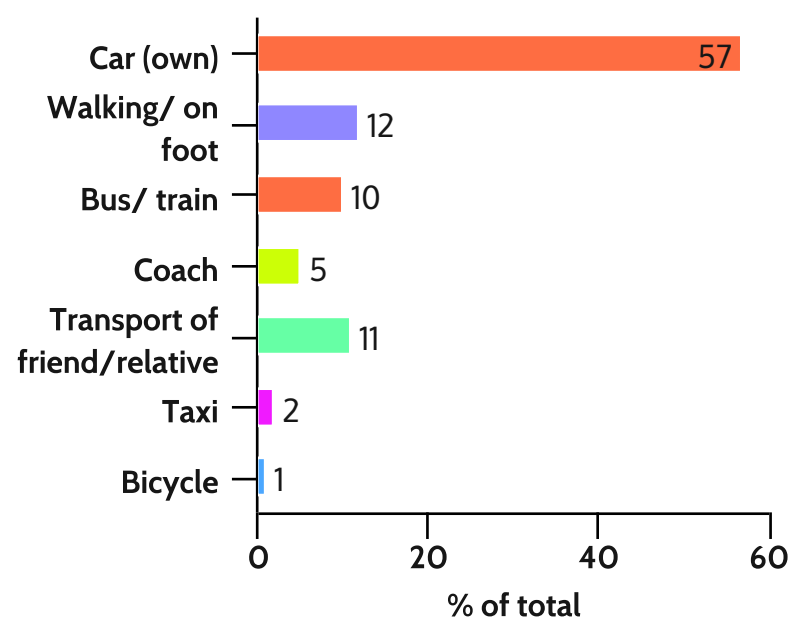
## Average group size 2.4 people

**84% of visitors are in groups of adults only**

- 31% visited alone
- 42% visited in party of 2 people
- 27% visited in party of 3 or more people

## Car (own vehicle) main form of transport used on Island (57%)

Main mode of transport used on the Island (%)



## Day visitor avg. spend per trip

**£ 19.48 per day**

## Overnight visitor avg. spend per trip

**£ 144.42 per trip**