

Isle of Wight Visitor Monitor 2017/2018

Results for Quarters 1 and 2 (1 April to 30 June)

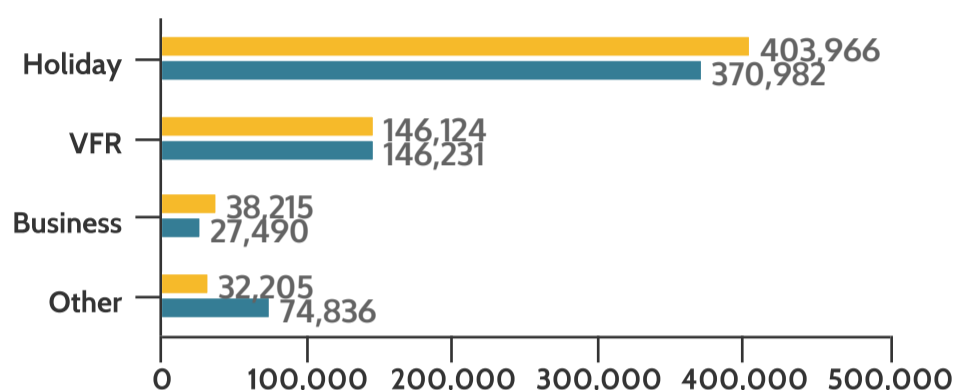
Total visitor volume



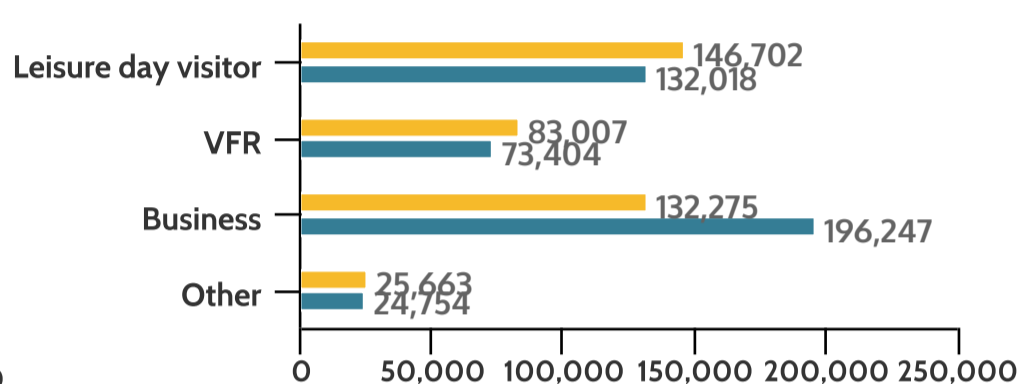
Total visitor spend



Number of overnight visitors (2018 v 2017)



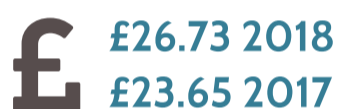
Number of day visitors (2018 v 2017)



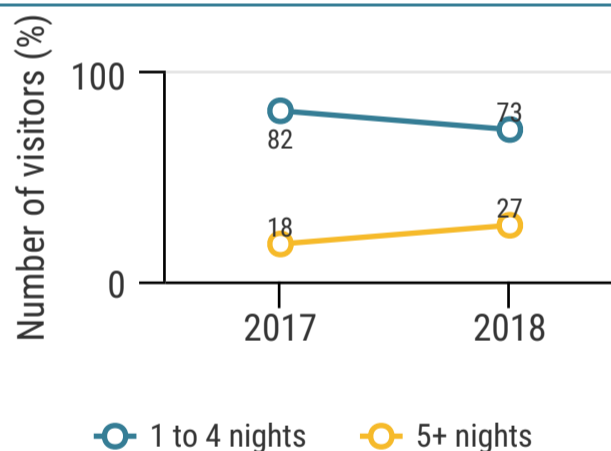
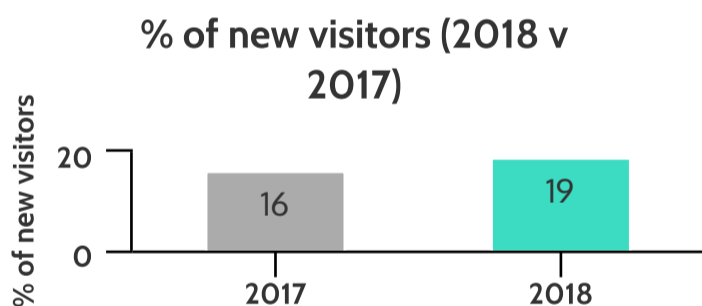
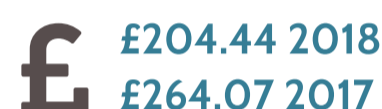
2018 - 65% of overnight trips were leisure/holiday trips and 38% of day trips were for leisure purposes.

2017 - 54% of overnight trips were leisure/holiday trips and 21% of day trips were for leisure purposes.

Day visitor spend per trip



O'night visitor spend per trip



2018 - 2,268,189 total bednights of which 68% spent in commercial accommodation (1,531,659).

↑ up 5% on same period last year

2017 - 2,163,063 total bednights of which 66% spent in commercial accommodation (1,422,015).

2018 average length of stay was 3.93 nights compared to 3.72 in the same period in 2017

2018 - Average group size 2.38 people
 2017 - Average group size 2.28 people

2018 2017
 43% - 37% visited alone
 37% - 40% visited in party of 2 people
 20% - 23% visited in party of 3 or more people



2018 36% all overnight in hotel, guesthouse or B&B compared with 41% in 2017



2018 39% all overnight in home of friend or relative or second home compared with 39% in 2017



2018 18% all overnight in rented cottage, static caravan or chalet compared with 17% in 2017



2018 5% all overnight in a touring caravan or tent compared with 3% in 2017



2018 1% all overnight onboard a boat or at a sailing club compared with <1% in 2017