

Isle of Wight Visitor Monitor 2018

Results for Quarter 3 (1 July to 30 September)

Total visitor volume



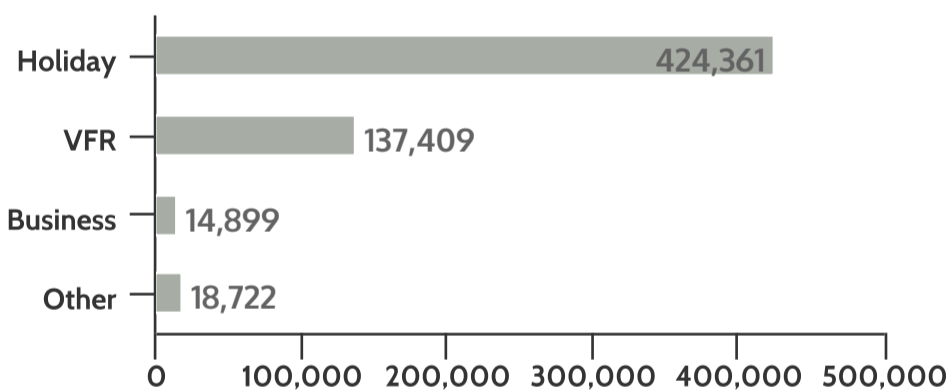
Total visitor spend



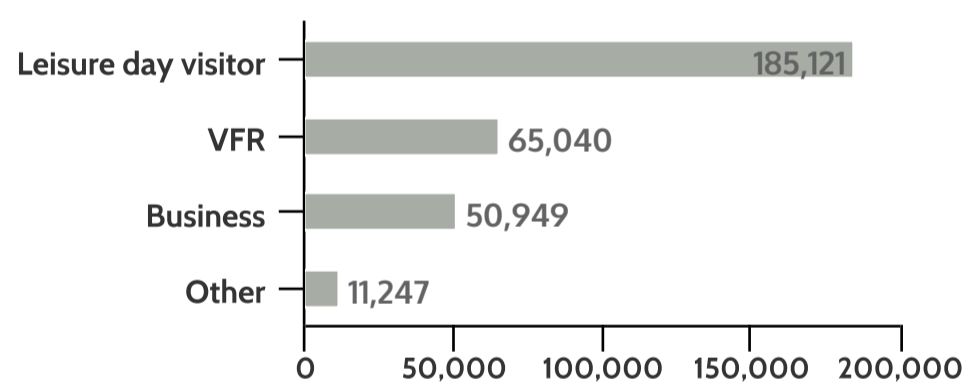
The Isle of Wight attracted 907,749 visitors in Quarter 3 who spent a total of £139.8m. Visitor spend was up by 13% compared with the same period last year.

The percentage of first-time visitors to the Island has slightly fallen compared with Quarter 3 in 2017, with 17% of all visitors coming to the Island for the first time, but is comparable with previous years to that.

Number of overnight visitors (Quarter 3 2018)



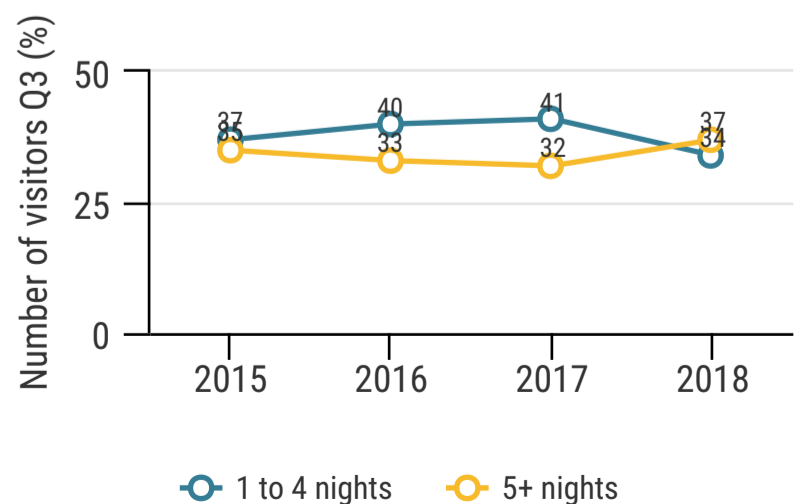
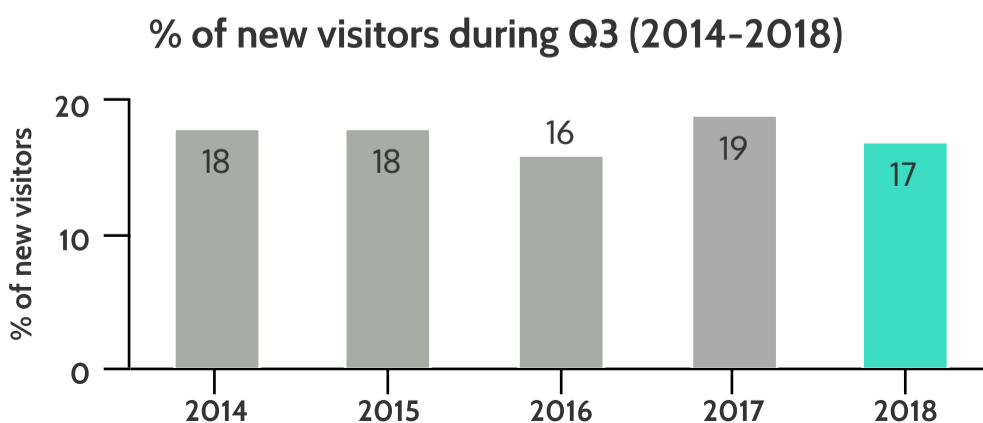
Number of day visitors (Quarter 3 2018)



71% of overnight trips were leisure/holiday trips and 59% of day trips were for leisure purposes.

When compared with Q3 in 2017, shorter holidays of 1-4 nights saw a decrease, whilst longer breaks increased by 5%

17% were visiting the Island for the first time, compared with 19% in the same period last year



37% of overnight visitors stayed 5 or more nights in Quarter 3