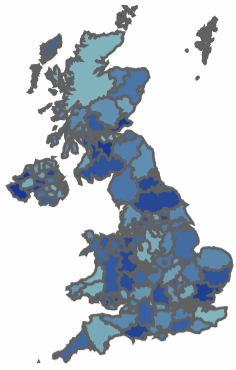


Visitor profile and trip features: Quarter 3 2018



- 26% from Hampshire
- 9% from London area
- 24% from elsewhere in South East
- 34% from elsewhere in UK
- 8% of visitors from overseas



51% visited one or more of the Island's paid for or free visitor attractions during Quarter 3, up from 45% in Q3 last year

59% of visitors came from areas of the South East including London, with 34% travelling from elsewhere in the UK and 8% visited from overseas.

There were 2,953,629 bednights on the Island during Q3 2018 of which 66% were spent in commercial accommodation (1,940,793).

Overall, 51% visited one of the Islands visitor attractions during Q3 2018, including 60% of staying visitors and 31% of day visitors.

The average spend per day trip has increased significantly to £34.84 per head (£21.05 in Q3 2017). The spend per head of overnight visitors has fallen slightly when compared to the same period in 2017 (£198.21 compared with £201.38 per trip).

Total bednights on the Island during Q3 were 2,953,629

66% of total bednights spent in commercial accommodation (1,940,793)

Average length of stay was 5.3 nights

Accommodation used by overnight visitors



32% of all overnight visitors stayed in a hotel, guest house or B&B compared to 42% of holiday makers



32% of all overnight visitors stayed in the home of a friend/relative or a second home compared to 6% of holiday makers



21% of all overnight visitors stayed in rented cottage, static caravan or chalet compared to 32% of holiday makers



6% of all overnight visitors camped or stayed in a touring caravan compared to 9% of holidaymakers



1% of all overnight visitors stayed on board a boat or at a sailing club

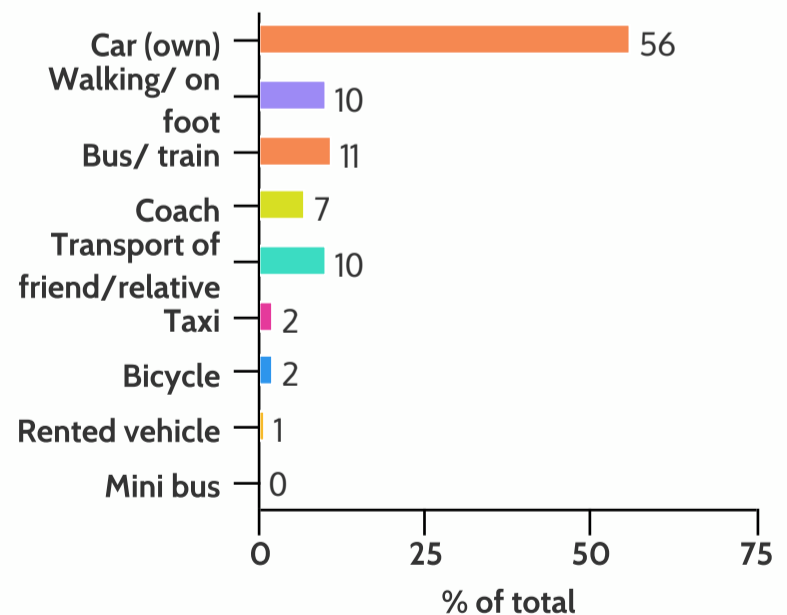
Average group size 2.72 people

77% of visitors are in adult only groups

- 36% visited alone
- 37% visited in party of 2 people
- 26% visited in party of 3 or more people

Car (own vehicle) main form of transport used on Island (56%)

Main mode of transport used on the Island (%)



Day visitor avg. spend per trip

£ 34.84 per day

Overnight visitor avg. spend per trip

£ 198.21 per trip