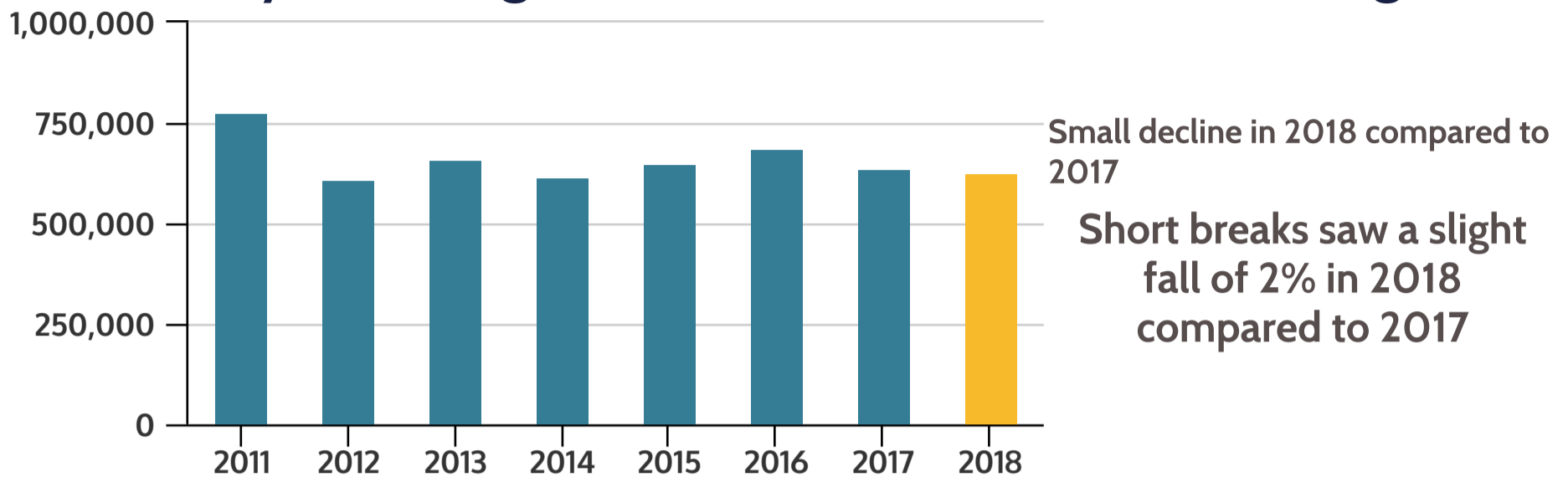


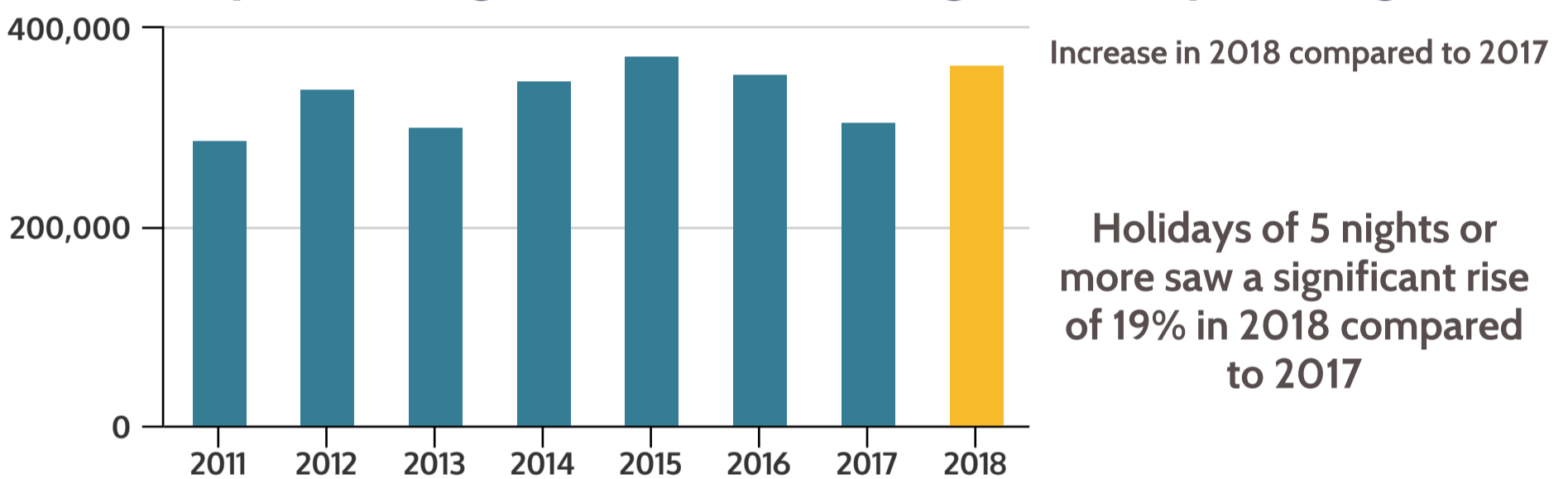
Isle of Wight Visitor Monitor 2018

Calendar year headline results

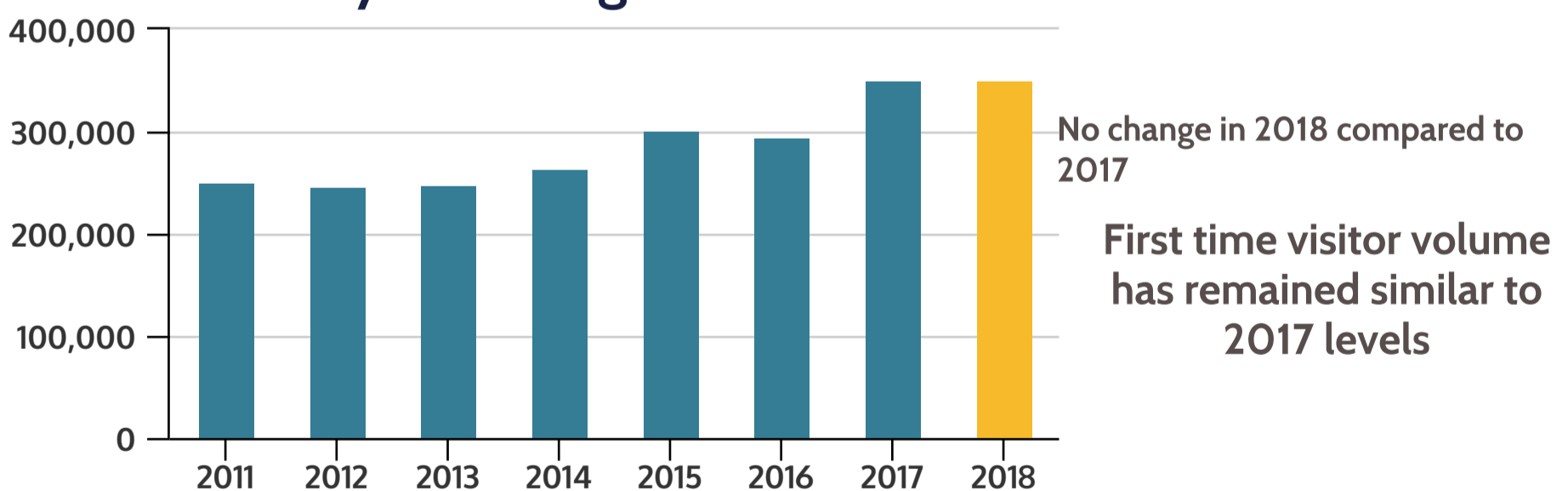
Year on year change in volume of short breaks (1-4 nights)



Year on year change in volume of longer holidays (5+nights)



Year on year change in volume of first time visitors



2018 visitor expenditure

	Total visitor spend	Avg. spend per head per trip
Day visitors	£29 million	£33.30
Overnight visitors	£274 million	£182.96
All visitors	£303 million	£127.92