

Isle of Wight Visitor Monitor 2018

Results for Quarter 4 (1 October to 31 December)

Total visitor volume



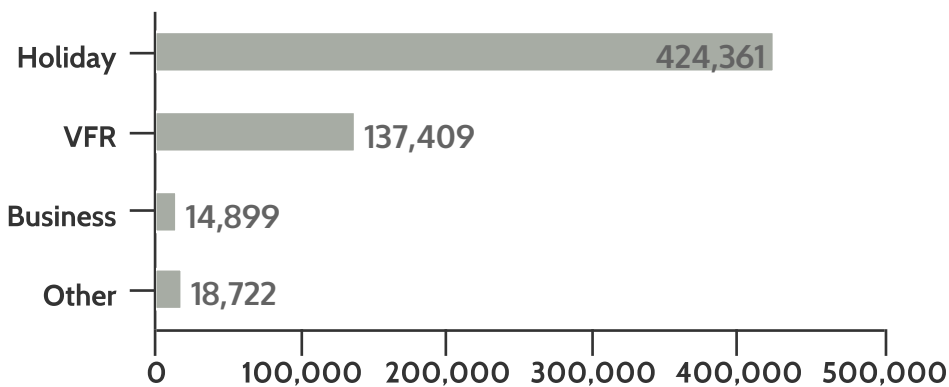
Total visitor spend



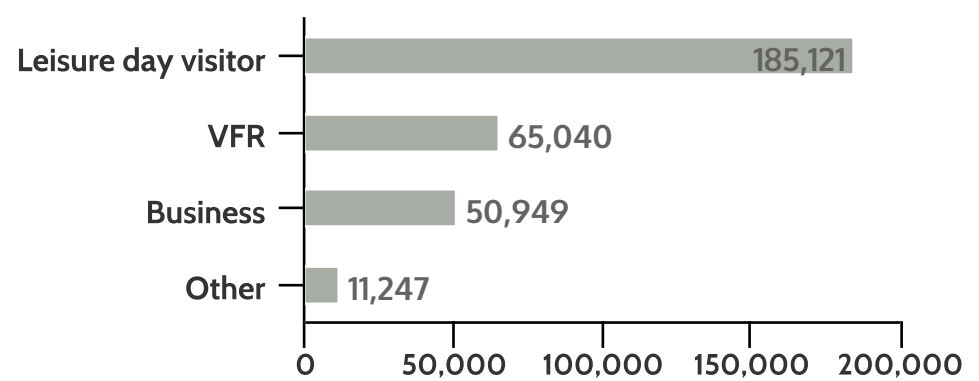
The Isle of Wight attracted 907,749 visitors in Quarter 3 who spent a total of £139.8m. Visitor spend was up by 13% compared with the same period last year.

The percentage of first-time visitors to the Island has fallen compared with Quarter 4 in 2017, with 10% of all visitors coming to the Island for the first time (14% in Q4 2017).

Number of overnight visitors (Quarter 4 2018)



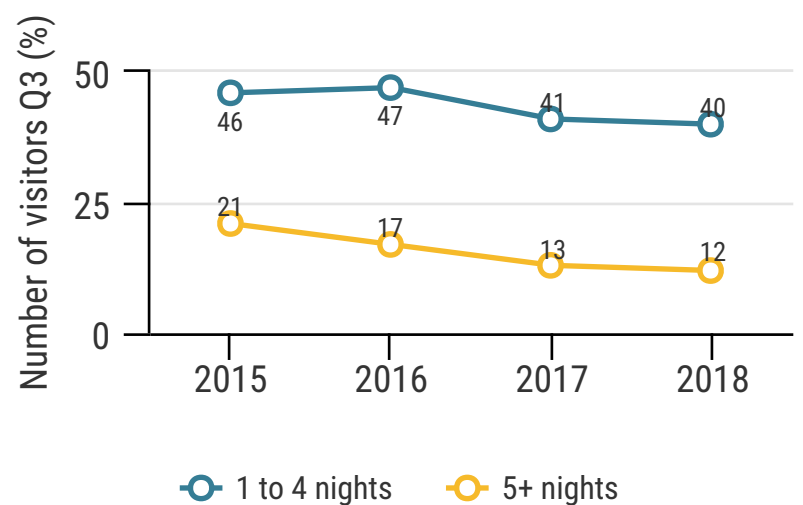
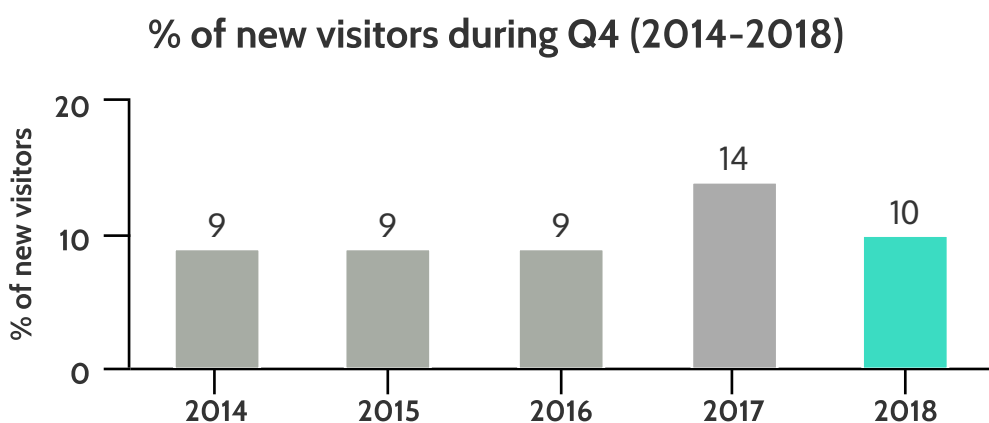
Number of day visitors (Quarter 4 2018)



53% of overnight trips were leisure/holiday trips and 38% of day trips were for leisure purposes

When compared with Q4 in 2017, the proportions of visitors staying for 1-4 nights or 5+ nights remained similar

10% were visiting the Island for the first time, compared with 14% in the same period last year



12% of overnight visitors stayed 5 or more nights in Quarter 4