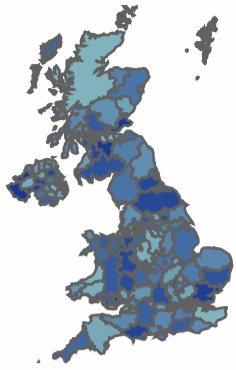


Visitor profile and trip features: Quarter 4 2018



- 31% from Hampshire
- 8% from London area
- 19% from elsewhere in South East
- 28% from elsewhere in UK
- 14% of visitors from overseas



36% visited one or more of the Island's paid for or free visitor attractions during Quarter 4, up from 32% in Q4 last year

58% of visitors came from areas of the South East including London, with 19% travelling from elsewhere in the UK and 14% visited from overseas.

There were 894,655 bednights on the Island during Q4 2018 of which 45% were spent in commercial accommodation (405,342).

Overall, 36% visited one of the Islands visitor attractions during Q4 2018, including 36% of staying visitors and 36% of day visitors.

The average spend per day trip has increased slightly to £46.02 per head (£44.62 in Q4 2017). The spend per head of overnight visitors has fallen significantly when compared to the same period in 2017 (£305.71 compared with £428.44 per trip).

Total bednights on the Island during Q4 were 894,655

45% of total bednights spent in commercial accommodation (405,342)

Average length of stay was 3.22 nights

Accommodation used by overnight visitors



30% of all overnight visitors stayed in a hotel, guest house or B&B compared to 48% of holiday makers



55% of all overnight visitors stayed in the home of a friend/relative or a second home compared to 26% of holiday makers



11% of all overnight visitors stayed in rented cottage, static caravan or chalet compared to 21% of holiday makers



No overnight visitors camped or stayed in a touring caravan



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

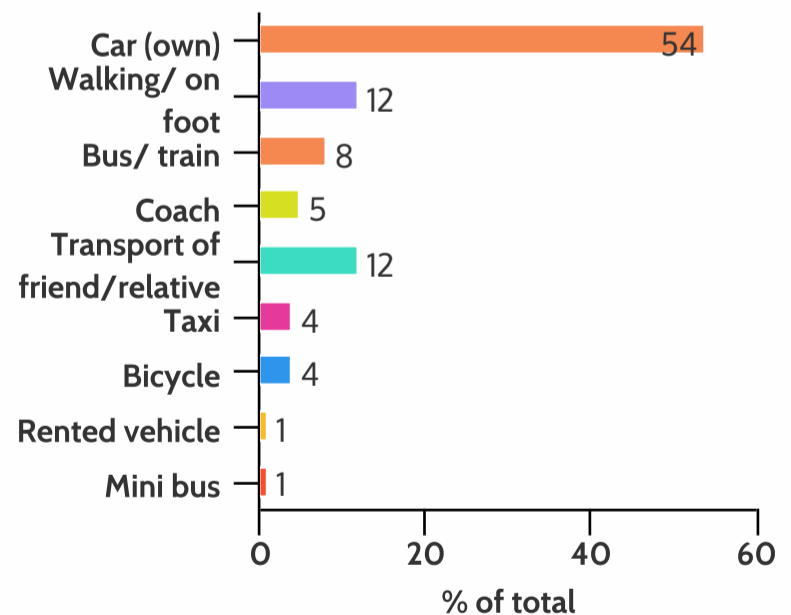
Average group size 2.50 people

86% of visitors are in adult only groups

- 42% visited alone
- 38% visited in party of 2 people
- 22% visited in party of 3 or more people

Car (own vehicle) main form of transport used on Island (54%)

Main mode of transport used on the Island (%)



Day visitor avg. spend per trip

£ 46.02 per day

Overnight visitor avg. spend per trip

£ 305.71 per trip