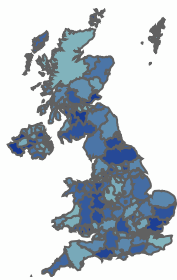


Visitor profile and trip features: Quarter 1 2019



- 40% from Hampshire
- 8% from London area
- 19% from elsewhere in South East
- 31% from elsewhere in UK
- 2% of visitors from overseas



34% visited one or more of the Island's paid for or free visitor attractions during Quarter 1, up from 33% in Q1 last year

57% of visitors came from areas of the South East including London, with 31% travelling from elsewhere in the UK and 2% visited from overseas.

There were 543,202 bednights on the Island during Q1 2019 of which 57% were spent in commercial accommodation (308,873).

Overall, 34% visited one of the Islands visitor attractions during Q1 2019, including 40% of staying visitors and 17% of day visitors.

The average spend per day trip has increased slightly to £24.40 per head (£22.31 in Q1 2018). The spend per head of overnight visitors has fallen when compared to the same period in 2018 (£146.48 compared with £197.44 per trip).

Total bednights on the Island during Q1 were 543,202

57% of total bednights spent in commercial accommodation (308,873)

Average length of stay was 3.36 nights

Accommodation used by overnight visitors



35% of all overnight visitors stayed in a hotel, guest house or B&B compared to 55% of holiday makers



47% of all overnight visitors stayed in the home of a friend/relative or a second home compared to 19% of holiday makers



13% of all overnight visitors stayed in rented cottage, static caravan or chalet compared to 22% of holiday makers



<1% of overnight visitors camped or stayed in a touring caravan



2% of all overnight visitors stayed on board a boat or at a sailing club

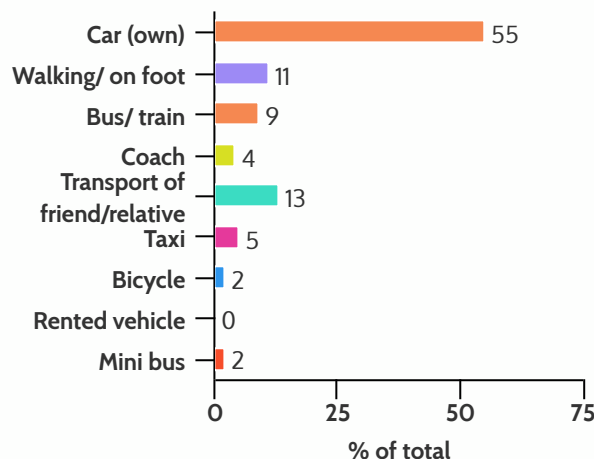
Average group size 2.25 people

88% of visitors are in adult only groups

- 47% visited alone
- 36% visited in party of 2 people
- 18% visited in party of 3 or more people

Car (own vehicle) main form of transport used on Island (55%)

Main mode of transport used on the Island (%)



Day visitor avg. spend per trip

£ 24.40 per day

Overnight visitor avg. spend per trip

£ 146.48 per trip