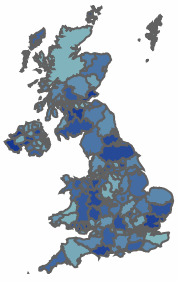


Visitor profile and trip features: Quarter 2 2019



- 38% from Hampshire
- 6% from London area
- 20% from elsewhere in South East
- 29% from elsewhere in UK
- 7% of visitors from overseas



46% visited one or more of the Island's paid for or free visitor attractions during Quarter 2, compared with 44% in Q2 last year

64% of visitors came from areas of the South East including London, with 29% travelling from elsewhere in the UK and 7% visiting from overseas.

There were 1,640,082 bednights on the Island during Q2 2019 of which 64% was spent in commercial accommodation (1,048,772).

Overall, 46% visited one of the Island's visitor attractions during Q2 2019, including 52% of staying visitors and 34% of day visitors.

The average spend per day trip was £24.30 per head (£30.30 in 2018) and the spend per head of overnight visitors was £198.20 (£211.47 in 2018).

Total bednights on the Island during Q2 were 1,640,082

64% of total bednights spent in commercial accommodation (1,048,772)

Average length of stay was 3.97 nights

Accommodation used by overnight visitors



31% of all overnight visitors stayed in a hotel, guest house or B&B compared to 40% of holiday makers



36% of all overnight visitors stayed in the home of a friend/relative or a second home compared to 14% of holiday makers



25% of all overnight visitors stayed in rented cottage, static caravan or chalet compared to 34% of holiday makers



6% of all overnight visitors camped or stayed in a touring caravan compared to 12% of holidaymakers



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

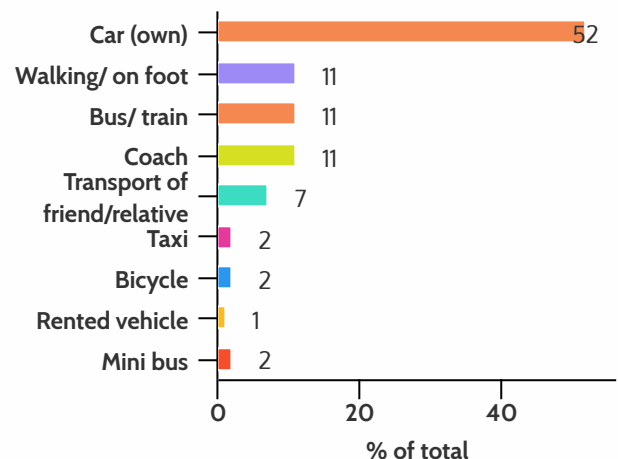
Average group size 2.61 people

84% of visitors are in adult only groups

- 43% visited alone
- 36% visited in party of 2 people
- 21% visited in party of 3 or more people

Car (own vehicle) main form of transport used on Island (52%)

Main mode of transport used on the Island (%)



Day visitor avg. spend per trip

£ 24.30 per day

Overnight visitor avg. spend per trip

£ 198.20 per trip