


# Isle of Wight Visitor Monitor 2019

## Results for Quarter 2 (1 April to 30 June)

### Total visitor volume

**623,592 visitors in Quarter 2**  
 down 8% on same period last year

**2.3m visitors over the last 12 months (July 2018-June 2019)**  
 equivalent to the previous year

### Total visitor spend

**£78.7m spent in Quarter 2**  
 down 19% on same period last year

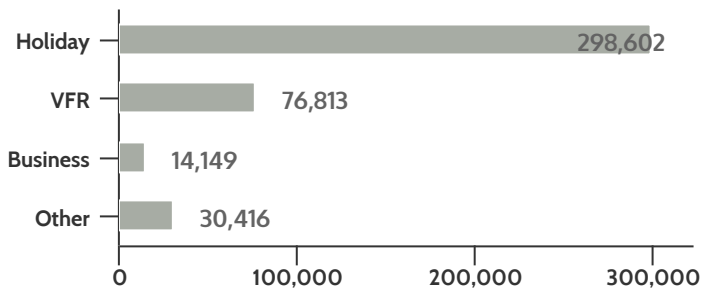
**£286.5m spent over the last 12 months (July 2018-June 2019)**  
 up 1% on previous year

The Isle of Wight attracted 623,592 visitors in Quarter 2 who spent a total of £78.7m. Visitor spend was down 19% compared with the same period in 2018, however, it was up 1% over the last twelve months.

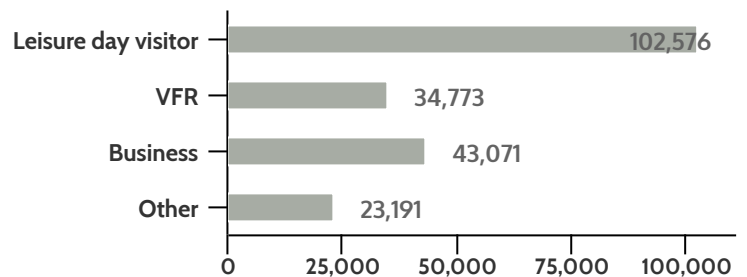
However, it should be noted that the weather in Quarter 2 was the worst for 3 years with the average temperature for the quarter being 3.2 degrees lower than in 2018 and 19mm more rainfall in the period compared with last year.

The percentage of first time visitors (16%) is far lower than in the same period last year (23%).

#### Number of overnight visitors (Quarter 2 2019)



#### Number of day visitors (Quarter 2 2019)



71% of overnight trips were leisure/holiday trips and 50% of day trips were for leisure purposes.

29% of overnight holiday visitors stayed 5 or more nights in Quarter 2, an increase of 2% on the same period last year

**16% were visiting the Island for the first time, compared with 23% in Q2 2018**

