


Isle of Wight Visitor Monitor 2019

Results for Quarter 3 (1 July to 30 September)

Total visitor volume

 **884,275 visitors in Q3**
 down 3% on same period last year

 **2.26m visitors over the last 12 months (Oct 2018 - Sept 2019)**
 down 1% on previous year

Total visitor spend

£ 142.2m spent in Q3
 up 2% on same period last year

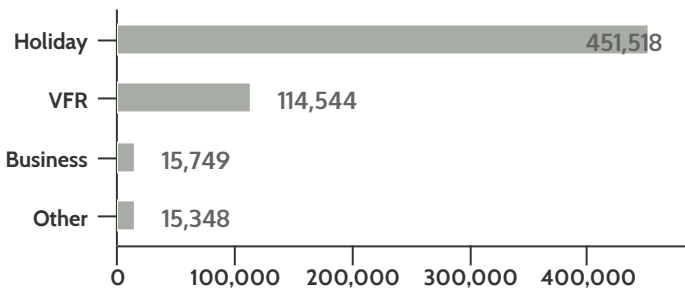
£ 288.8m spent over the last 12 months (Oct 2018 - Sept 2019)
 up 1% on previous year

The Isle of Wight attracted 884,275 visitors in Quarter 3 who spent a total of £142.2m. Although visitor numbers were down by 3% on Q3 2018, visitor spend was up by 2% compared with the same period last year.

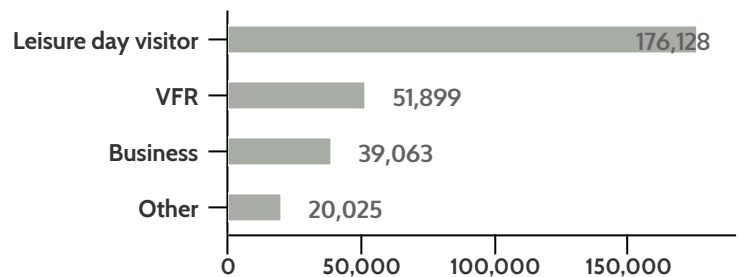
However, it should be noted that the rainfall in Quarter 3 was significantly worse than in the same period of 2018, which would impact on day visitor numbers and late bookings for overnight stays.

The percentage of first time visitors (18%) is comparable with the same period last year (17%).

Number of overnight visitors (Quarter 3 2019)

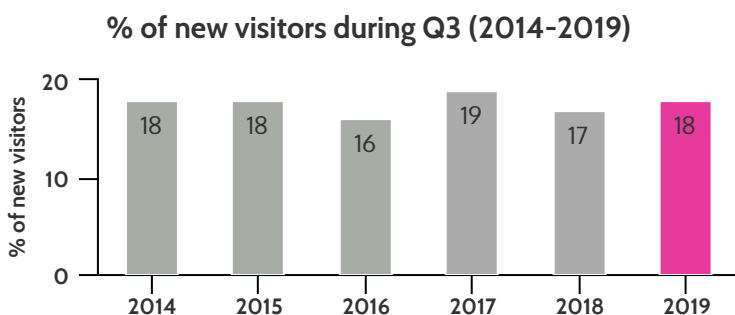


Number of day visitors (Quarter 3 2019)



76% of overnight trips were leisure/holiday trips and 61% of day trips were for leisure purposes

18% were visiting the Island for the first time, compared with 17% in the same period last year



48% of overnight holiday visitors stayed 5 or more nights in Quarter 3, an increase of 11% on the same period in 2018

