


Isle of Wight Visitor Monitor 2019


Results for Quarter 4 (1 October to 31 December)

Total visitor volume

 **393,380 visitors in Quarter 4**
down 10% on same period last year

 **2.16m visitors in over the last 12 months (Jan 2019 - Dec 2019)**
down 9% on previous year

Total visitor spend

 **£37.1m spent in Quarter 4**
down 7% on same period last year

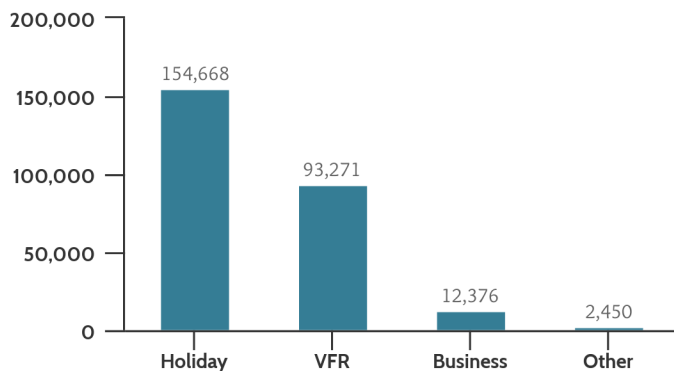
 **£276m spent over the last 12 months (Jan 2019 - Dec 2019)**
down 9% on previous year

The Isle of Wight attracted 393,380 visitors in Quarter 4 who spent a total of £37.1m. Visitor spend was down by 7% compared with the same period last year.

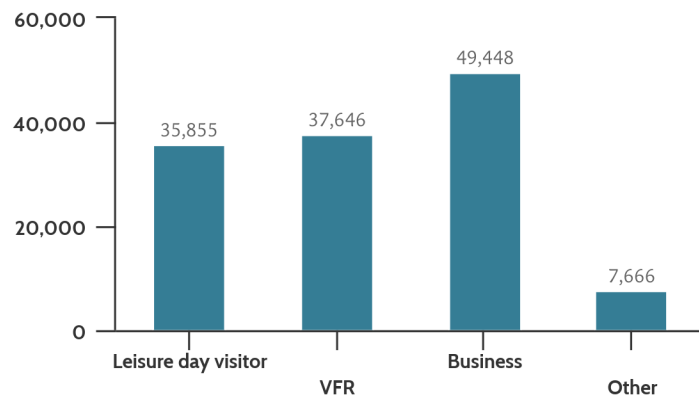
The percentage of first time visitors to the Island increased slightly compared with Quarter 4 in 2018, with 11% of all visitors coming to the Island for the first time (10% in Q4 2018).

The proportion of staying visitors coming for 1-4 nights to the Island increased to 51% from 40% in Q4 2018.

Number of overnight visitors (Q4 2019)



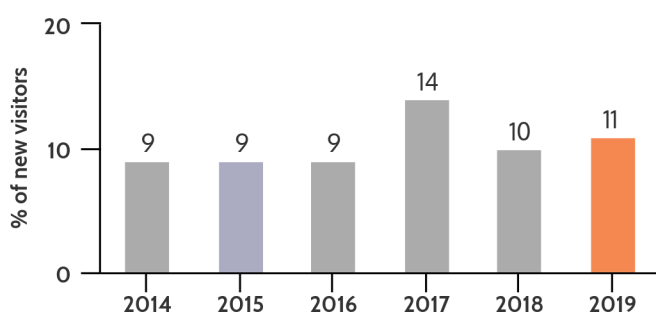
Number of day visitors (Q4 2019)



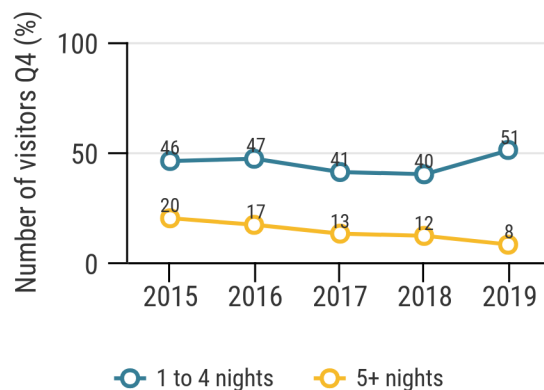
59% of overnight trips were leisure/holiday trips and 27% of day trips were for leisure purposes

11% were visiting the Island for the first time, compared with 10% in the same period last year

% of new visitors during Q4 (2014-2019)



When compared with Q4 in 2018 the proportions of visitors staying for 1-4 nights increased by 11%



51% of overnight visitors stayed for 1-4 nights in Quarter 4