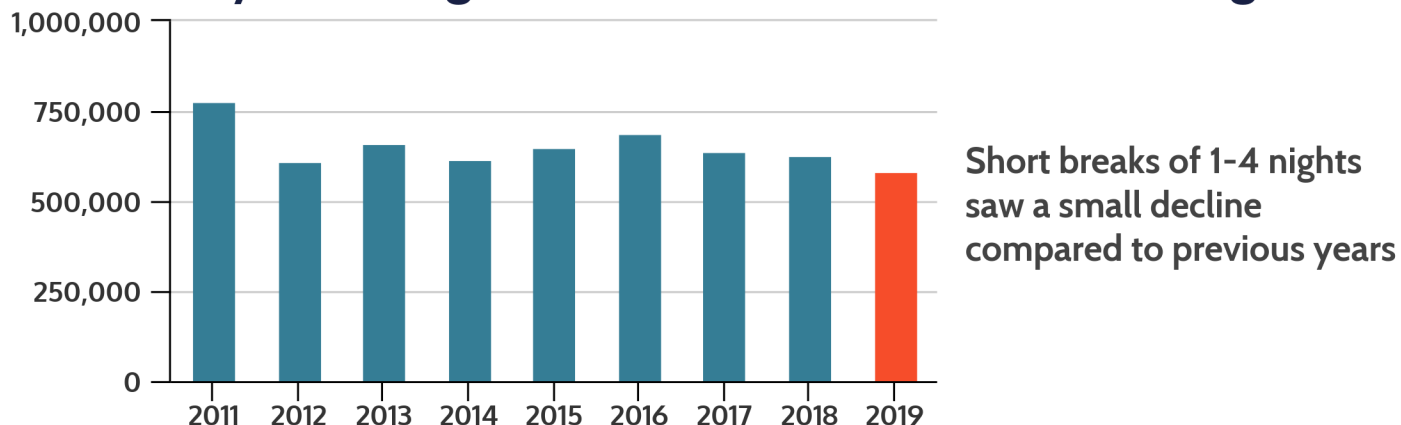


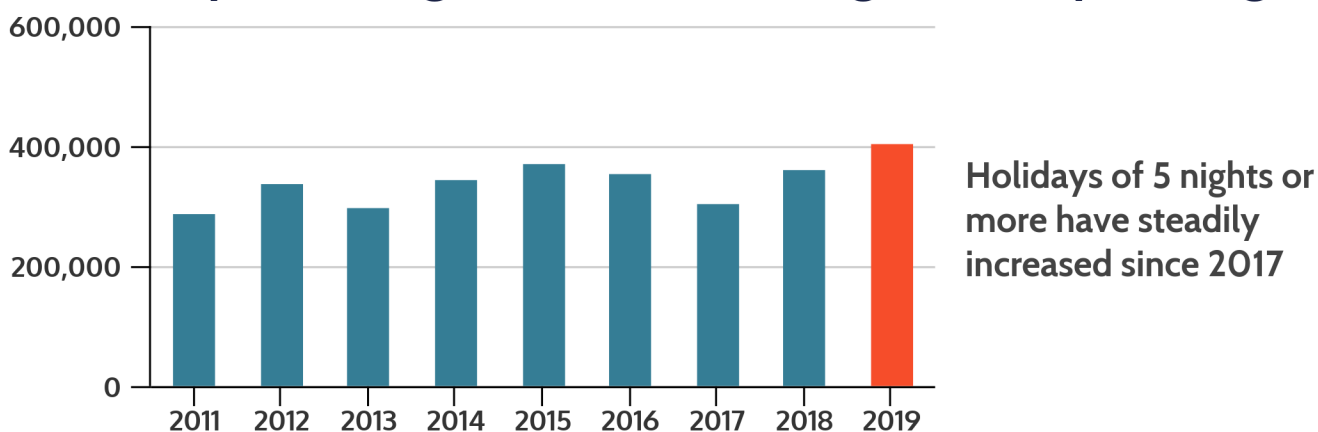
# Isle of Wight Visitor Monitor 2019

## Calendar year headline results

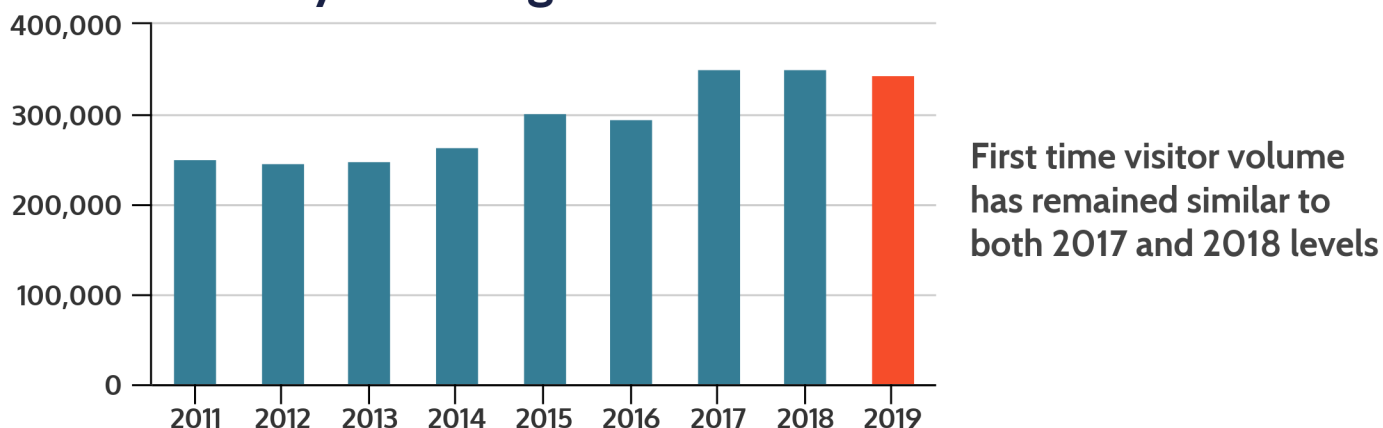
### Year on year change in volume of short breaks (1-4 nights)



### Year on year change in volume of longer holidays (5+ nights)



### Year on year change in volume of first time visitors



### 2019 visitor expenditure

	Total visitor spend	Avg. spend per head per trip
Day visitors	£22.1 million	£29.00
Overnight visitors	£253.7 million	£181.13
All visitors	£275.8 million	£127.50