

# Isle of Wight Visitor Monitor 2022

## Results for Quarter 3 (1 July to 30 September)

### Total visitor volume

 **730,014 visitors in Quarter 3**  
down 21% on same period in 2019

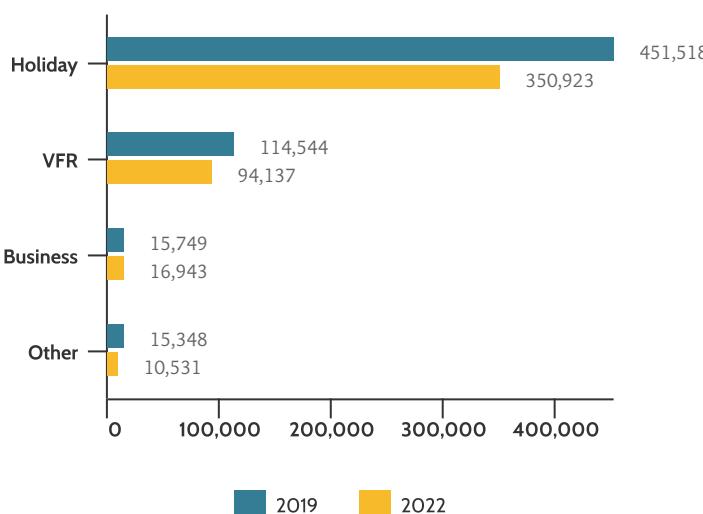
### Total visitor spend

 **£144.6m spent in Quarter 3**  
up 2% on same period in 2019

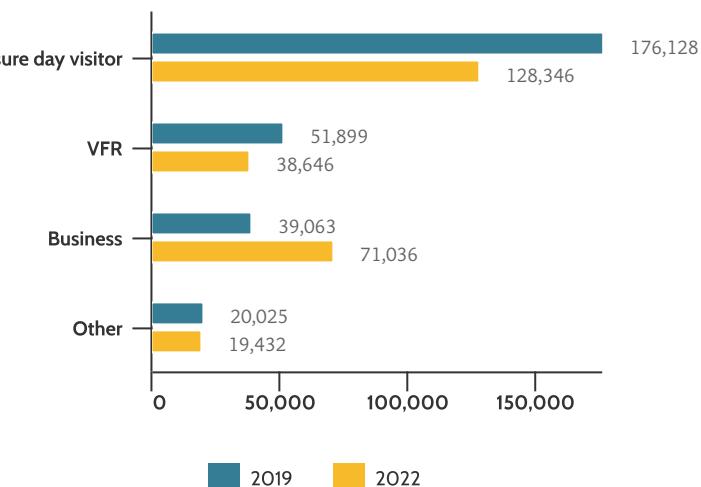
The Isle of Wight attracted 730,014 visitors in Quarter 3 who spent a total of £144.6m. Visitor spend was up 2% compared with the same period in 2019, compared with a significant fall in visitor numbers. This fall in numbers and increase in spend can be attributed to people still reluctant to travel since Covid, but that those who do travel are happy to spend more following two years of restrictions.

The percentage of first time visitors to the Island has decreased slightly when compared with the same period in 2019 - 13% compared with 18%.

#### Number of overnight visitors Q3

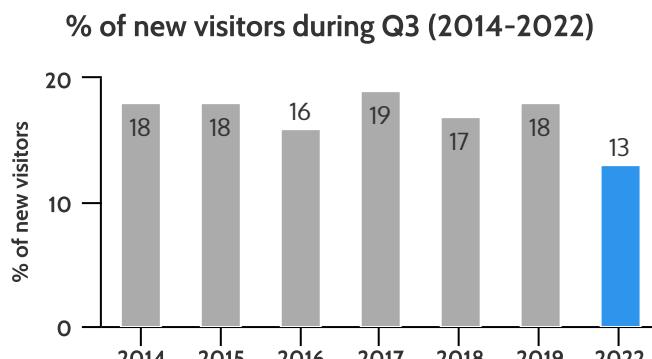


#### Number of day visitors Q3

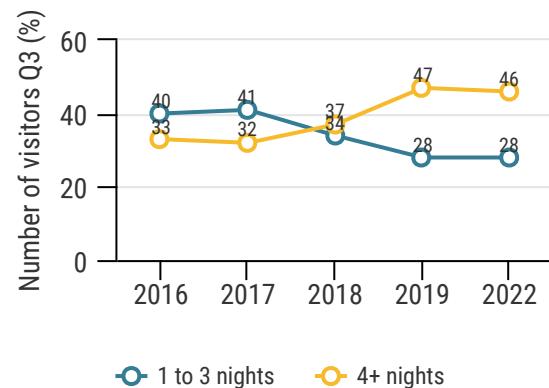


74% of overnight trips were leisure/holiday trips and 50% of day trips were for leisure purposes

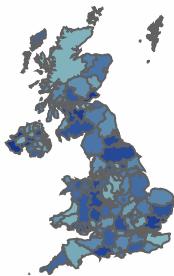
**13% were visiting the Island for the first time, slightly less than in 2019 (18%)**



**46% of overnight leisure visitors stayed 4 or more night in Quarter 3 (the same proportion as in 2019)**



# Visitor profile and trip features: Quarter 3 2022



28% from Hampshire  
9% from London area  
25% from elsewhere in South East  
36% from elsewhere in UK  
2% of visitors from overseas



54% visited one or more of the Island's paid for or free visitor attractions during Quarter 4, the same as in 2019

62% of visitors came from areas of the South East including London, with 36% travelling from elsewhere in the UK and 2% from overseas.

There were 2,290,829 bednights on the Island during Q3 2022 of which 58% were spent in commercial accommodation (1,325,757).

Overall, 54% visited one of the Island's visitor attractions during Q3 2022, including 60% of staying visitors and 40% of day visitors.

The average spend per day trip was £56.91 per head (£27.67 in 2019) and the spend per head of overnight visitors was £323.42 (£233.89 in 2019).

**Total bednights on the Island during Q4 were 2,290,829**

**58% of total bednights spent in commercial accommodation (1,325,757)**

**Average length of stay was 4.88 nights**

**Accommodation used by overnight visitors**



31% of all overnight visitors stayed in a hotel, guest house or B&B compared to 41% of holidaymakers



36% of all overnight visitors stayed in the home of a friend/relative or a second home compared to 11% of holidaymakers



23% of all overnight visitors stayed in a rented cottage, static caravan or chalet compared to 34% of holidaymakers



8% of all overnight visitors camped or stayed in a touring caravan compared to 11% of holidaymakers



2% of all overnight visitors camped or stayed in a touring caravan compared to 2% of holidaymakers

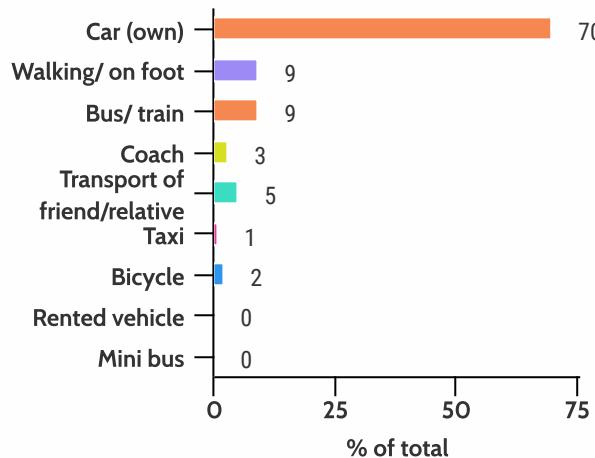
**Average group size 2.22 people**

**79% of visitors are in adult only groups**

38% visited alone  
44% visited in a party of 2 people  
18% visited in a party of 3 or more people

**Car (own vehicle) main form of transport used on Island (70%)**

**Main mode of transport used on the Island (%)**



**Day visitor avg. spend per trip**

**£ 56.91 per day**

**Overnight visitor avg. spend per trip**

**£ 323.42 per trip**