

# Isle of Wight Visitor Monitor 2022

## Results for Quarter 4 (1 October to 31 December)

### Total visitor volume



**334,044 visitors in Quarter 4**

down 15% on same period last year

### Total visitor spend



**£36.7m spent in Quarter 4**

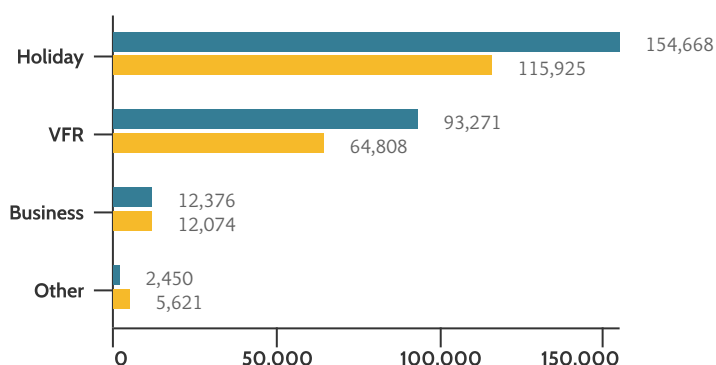
down 1% on same period last year

The Isle of Wight attracted 334,044 visitors in Quarter 4 who spent a total of £36.7m. Visitor spend was down by 1% compared with the same period in 2019.

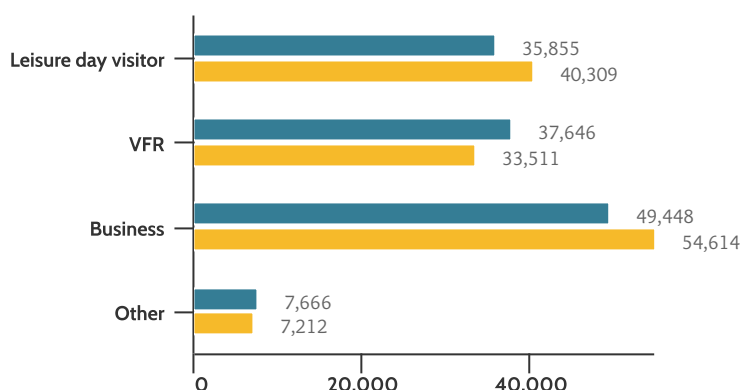
The percentage of first time visitors to the Island decreased slightly compared with Quarter 4 in 2019, with 10% of all visitors coming to the Island for the first time (11% in Q4 2019).

The proportion of staying visitors coming for 4 or more nights to the Island fell to 29% from 39% in Q4 2019.

### Number of overnight visitors (Q4 2019)



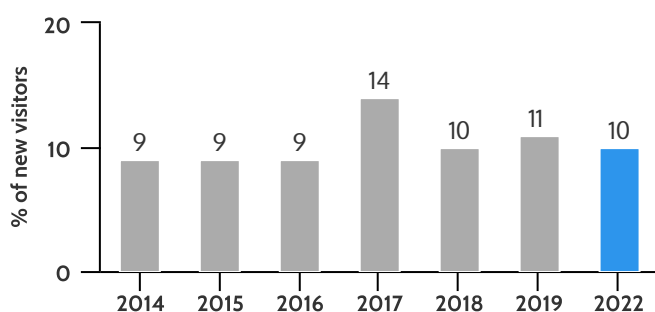
### Number of day visitors (Q4 2019)



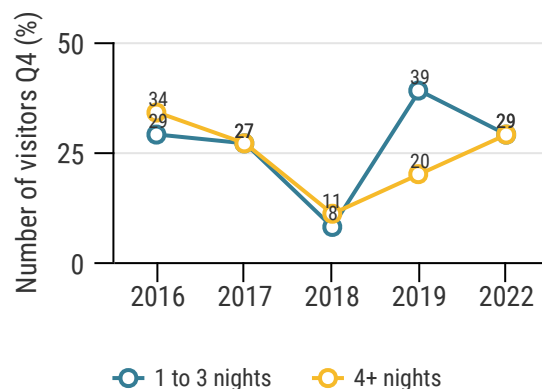
58% of overnight trips were leisure/holiday trips and 30% of day trips were for leisure purposes

**10% were visiting the Island for the first time, compared with 11% in the same period in 2019**

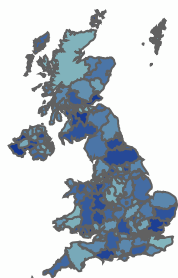
### % of new visitors during Q4 (2014-2022)



**29% of all leisure overnight visitors stayed for 4 or more nights**



# Visitor profile and trip features: Quarter 4 2022



45% from Hampshire  
7% from London area  
20% from elsewhere in South East  
27% from elsewhere in UK  
2% of visitors from overseas



39% visited one or more of the Island's paid for or free visitor attractions during Quarter 4, compared with 28% in 2019

72% of visitors came from areas of the South East including London, with 27% travelling from elsewhere in the UK and 2% from overseas.

There were 751,003 bednights on the Island during Q4 2022 of which 52% were spent in commercial accommodation (390,818).

Overall, 39% visited one of the Island's visitor attractions during Q4 2022, including 42% of staying visitors and 34% of day visitors.

The average spend per day trip was £34.79 per head (£45.85 in 2019) and the spend per head of overnight visitors was £227.65 (£343.17 in 2019).

**Total bednights on the Island during Q4 were 751,003**

**52% of total bednights spent in commercial accommodation (390,818)**

**Average length of stay was 3.74 nights**

## Accommodation used by overnight visitors



32% of all overnight visitors stayed in a hotel, guest house or B&B compared to 45% of holidaymakers



47% of all overnight visitors stayed in the home of a friend/relative or a second home compared to 21% of holidaymakers



17% of all overnight visitors stayed in a rented cottage, static caravan or chalet compared to 30% of holidaymakers



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



1% of all overnight visitors stayed onboard a boat or at a sailing club

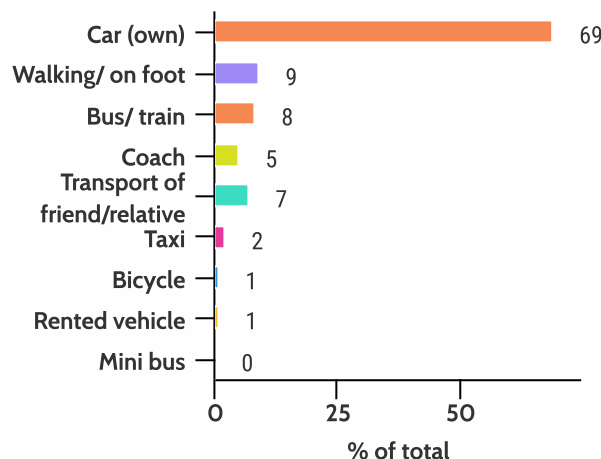
**Average group size 2.19 people**

**86% of visitors are in adult only groups**

44% visited alone  
39% visited in a party of 2 people  
17% visited in a party of 3 or more people

**Car (own vehicle) main form of transport used on Island (69%)**

Main mode of transport used on the Island (%)



**Day visitor avg. spend per trip**

**£ 34.79 per day**

**Overnight visitor avg. spend per trip**

**£ 227.65 per trip**