

# Isle of Wight Visitor Monitor 2023

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

### Total visitor volume



**336,002 visitors in Quarter 4**

up 1% on same period last year

### Total visitor spend



**£34.6m spent in Quarter 4**

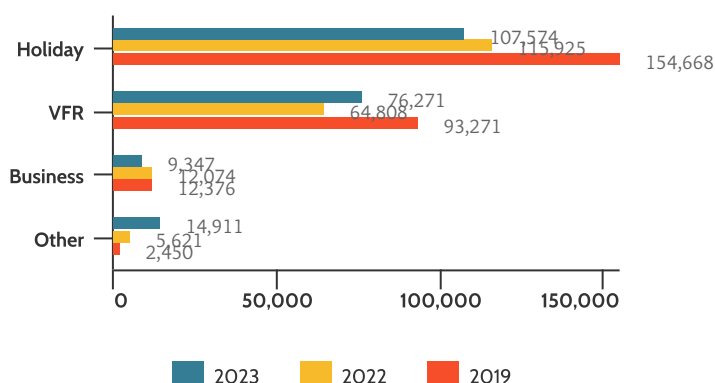
down 6% on same period last year

The Isle of Wight attracted 336,002 visitors in Quarter 4 who spent a total of £34.6m. Visitor spend was down by 6% compared with the same period in 2022, however the total number of visitors was up by 1% on the previous year.

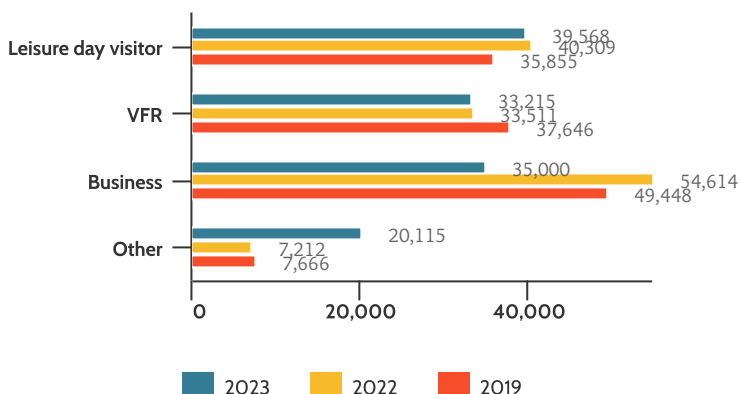
The percentage of first time visitors to the Island decreased slightly compared with Quarter 4 in 2022, with 9% of all visitors coming to the Island for the first time (10% in Q4 2022).

The proportion of staying visitors coming for 4 or more nights to the Island rose to 32% from 29% in Q4 2022.

### Number of overnight visitors (Q4 2023)



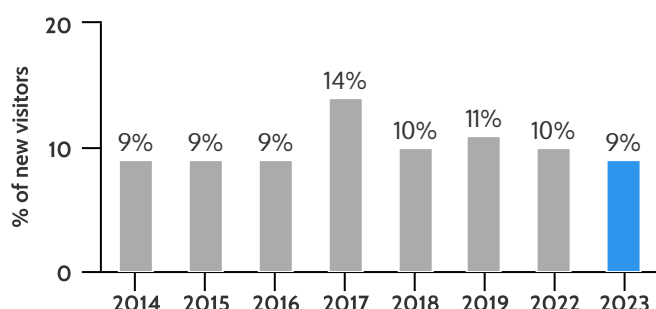
### Number of day visitors (Q4 2023)



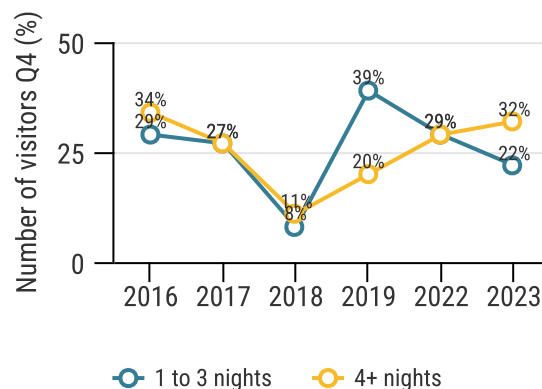
32% of overnight trips were leisure/holiday trips and 12% of day trips were for leisure purposes

**9% were visiting the Island for the first time, compared with 10% in the same period in 2022**

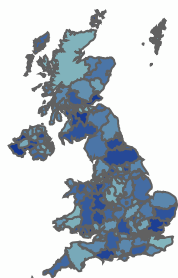
### % of new visitors during Q4 (2014-2023)



**32% of all leisure overnight visitors stayed for 4 or more nights**



# Visitor profile and trip features: Quarter 4 2023



36% from Hampshire  
12% from London area  
20% from elsewhere in South East  
29% from elsewhere in UK  
3% of visitors from overseas



21% visited one or more of the Island's paid for or free visitor attractions during Quarter 4, compared with 39% in 2022

68% of visitors came from areas of the South East including London (72% in the same period last year), with 29% travelling from elsewhere in the UK and 3% from overseas.

There were 793,900 bednights on the Island during Q4 2023 of which 49% were spent in commercial accommodation (391,450).

Overall, 21% visited one of the Island's visitor attractions during Q4 2023, including 41% of first time visitors.

The average spend per day trip was £37.85 per head (£34.79 in 2022) and the spend per head of overnight visitors was £194.44 (£227.65 in 2022).

**Total bednights on the Island during Q4 were 793,900**

**49% of total bednights spent in commercial accommodation (391,450)**

**Average length of stay was 3.93 nights**

## Accommodation used by overnight visitors



23% of all overnight visitors stayed in a hotel, guest house or B&B compared to 35% of holidaymakers



58% of all overnight visitors stayed in the home of a friend/relative or a second home compared to 20% of holidaymakers



16% of all overnight visitors stayed in a rented cottage, static caravan or chalet compared to 16% of holidaymakers



<1% of all overnight visitors camped or stayed in a touring caravan compared to 0% of holidaymakers



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

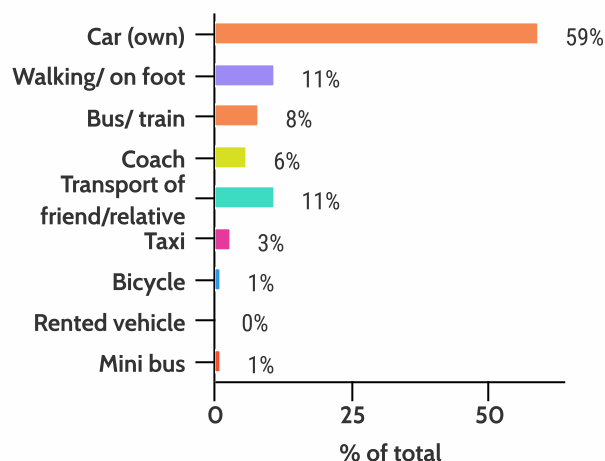
**Average group size 2.35 people**

**88% of visitors are in adult only groups**

49% visited alone  
32% visited in a party of 2 people  
19% visited in a party of 3 or more people

**Car (own vehicle) main form of transport used on Island (59%)**

Main mode of transport used on the Island (%)



**Day visitor avg. spend per trip**

**£ 37.85 per day**

**Overnight visitor avg. spend per trip**

**£ 194.44 per trip**