



ISLE OF WIGHT PASSENGER DATA QUARTER 1 - KEY FINDINGS

1st January – 31st March 2024

research@tourismse.com
02380625456

Presented to:-





TOTAL VISITOR VOLUME Q1



297,815

visitors in
Quarter 1

up 9% on same period in 2023

TOTAL VISITOR SPEND Q1

£ **26.1**



visitor spend
in Quarter 1

down 8% on same period in 2023

Key Findings

12%

of visitors were
visiting the
Island for the
first time

51%

of overnight
trips were
leisure/holiday
trips

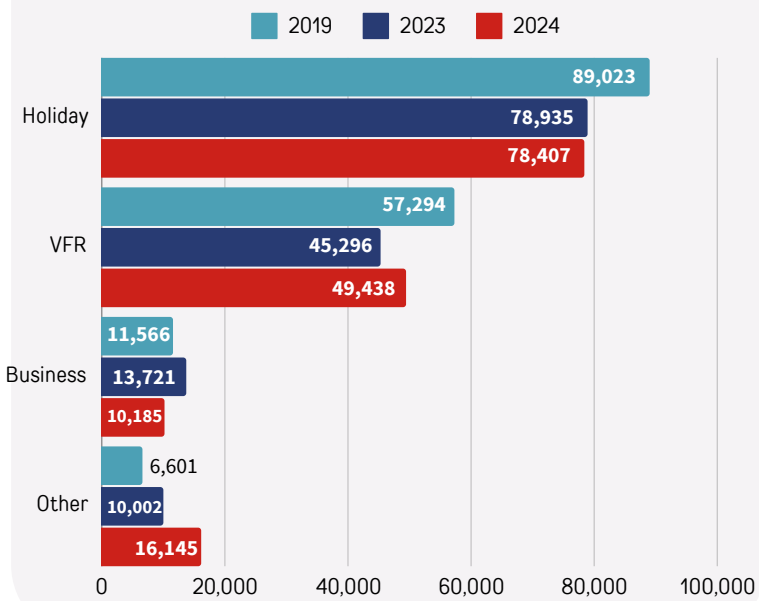
20%

of day trips
were for leisure
purposes

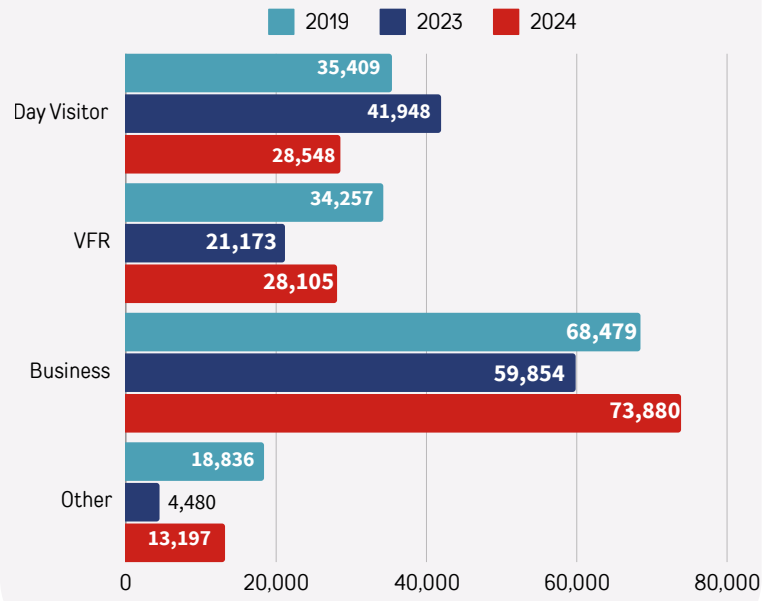


VISIT CHARACTERISTICS

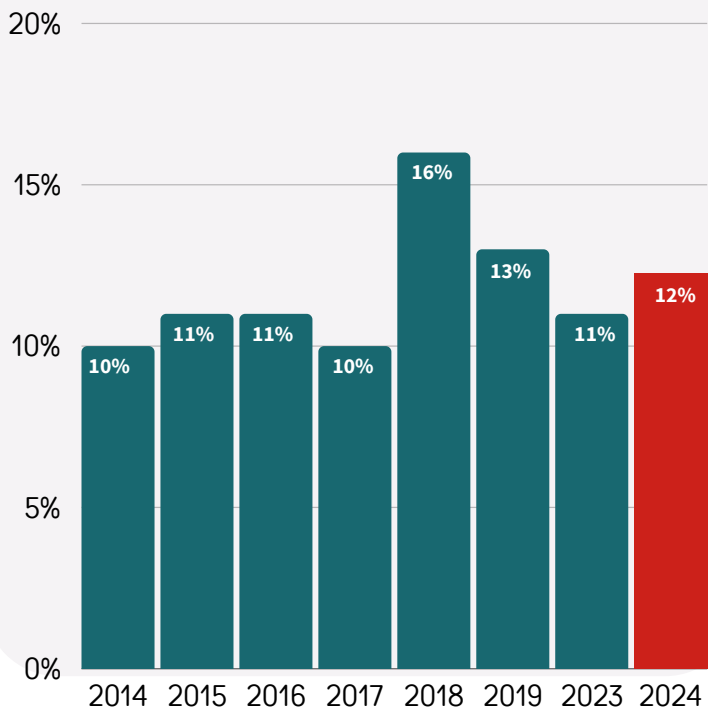
Number of overnight visitors Q1



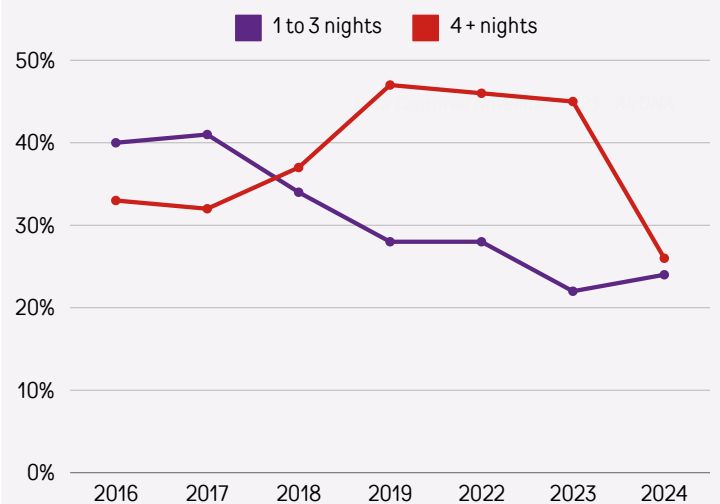
Number of day visitors Q1



% first time visitors Q1

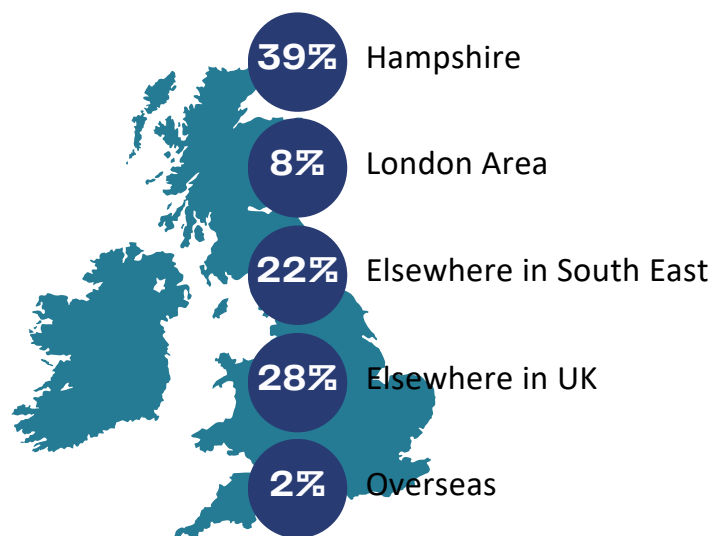


% of overnight visitors Q1





WHERE VISITORS FROM



VISITS TO ATTRACTIONS



32%

the same proportion as
in Q1 2023

Results

513,130

total bed nights

60%

of total bed nights
spent in commercial
accommodation
(306,006)

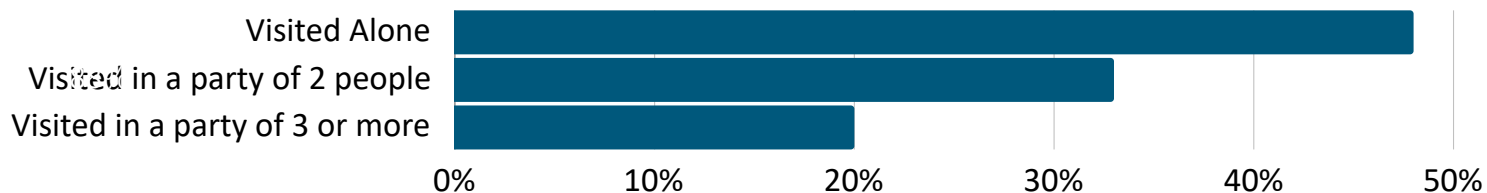
3.34

was the average
length of stay

69%

of visitors came from
areas of the South
East including London

GROUP SIZES/COMPOSITION



Average Group
Size 2.14 people

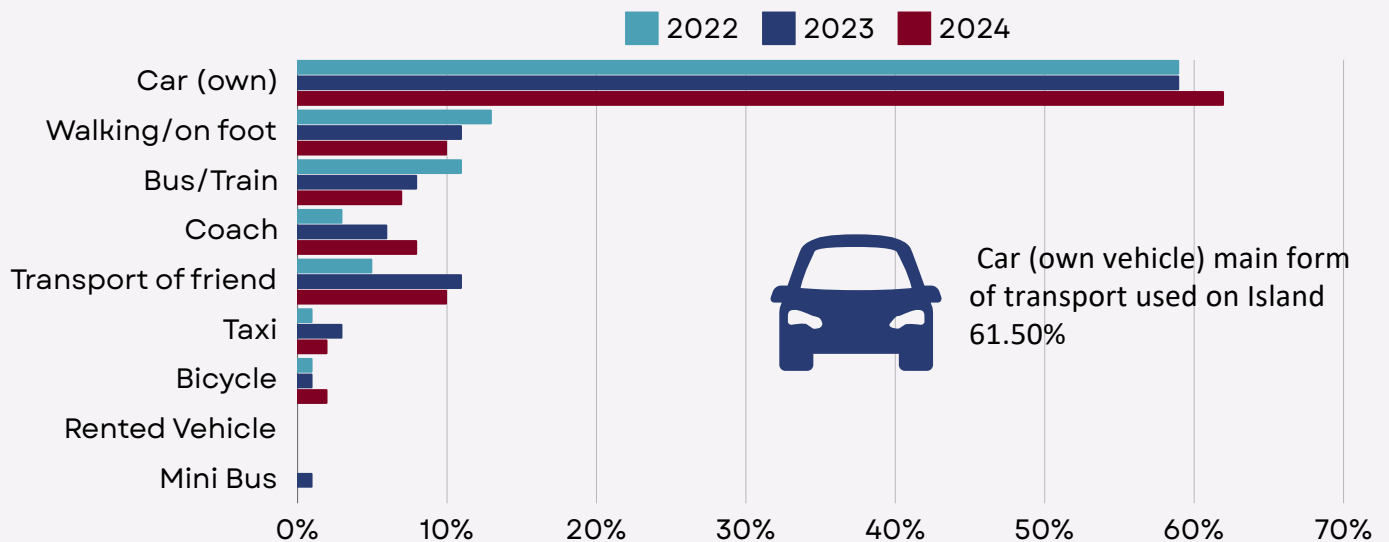


89% adult only
groups



MODE OF TRANSPORT

Main mode of transport used on the Island (%)



ACCOMMODATION OVERNIGHT VISITORS



31% of all overnight visitors stayed in a hotel, guest house or B&B compared to 46% of holidaymakers



48% of all overnight visitors stayed in the home of a friend/relative or a second home compared to 19% of holidaymakers



18% of all overnight visitors stayed in a rented cottage, static caravan or chatlet compared to 31% of holidaymakers



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



2% of all overnight visitors stayed on board a boat, sailing club compared to 3% of holidaymakers

TOTAL VISITOR SPEND



£144.20

Overnight visitor avg. spend per trip

£26.64

Day visitor avg. spend per trip