



ISLE OF WIGHT PASSENGER DATA QUARTER 3 - KEY FINDINGS

01 July – 30 September 2024

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Presented to:-





TOTAL VISITOR VOLUME Q3



**741,521 visitors
in Quarter 3**



up **1%** on the same
period in 2023

TOTAL VISITOR SPEND Q3



**£115m visitor
spend in Quarter 3**



down **11%** on same
period in 2023

Key Findings

14%

of visitors were
visiting the
Island for the
first time

66%

of overnight
trips were
leisure/holiday
trips

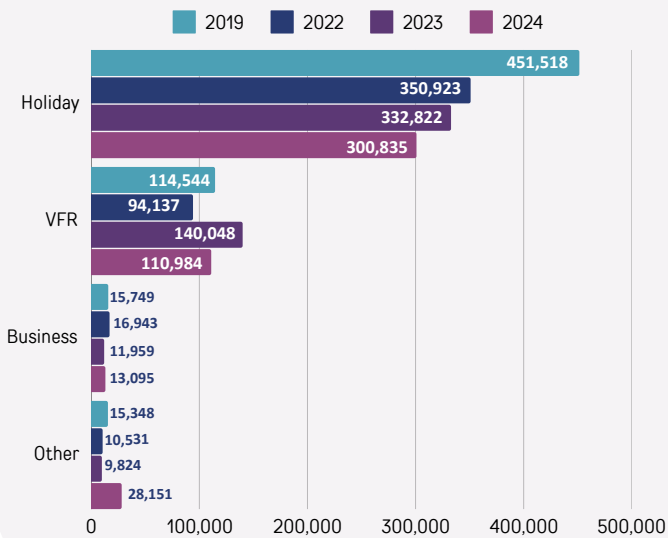
41%

of day trips
were for leisure
purposes

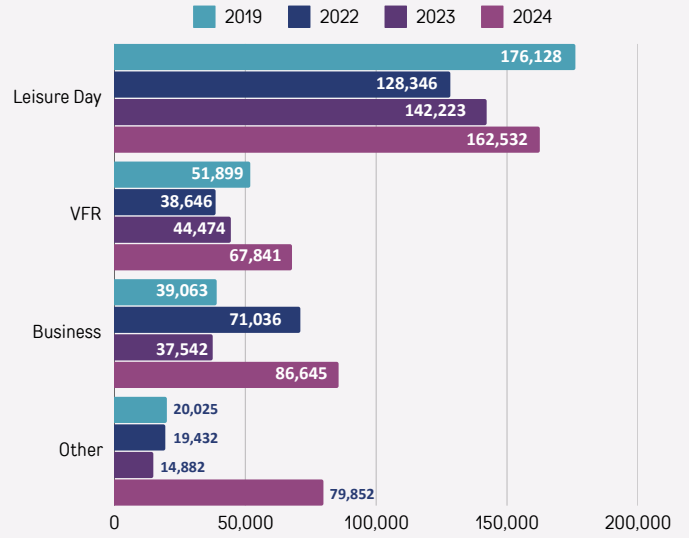


VISIT CHARACTERISTICS

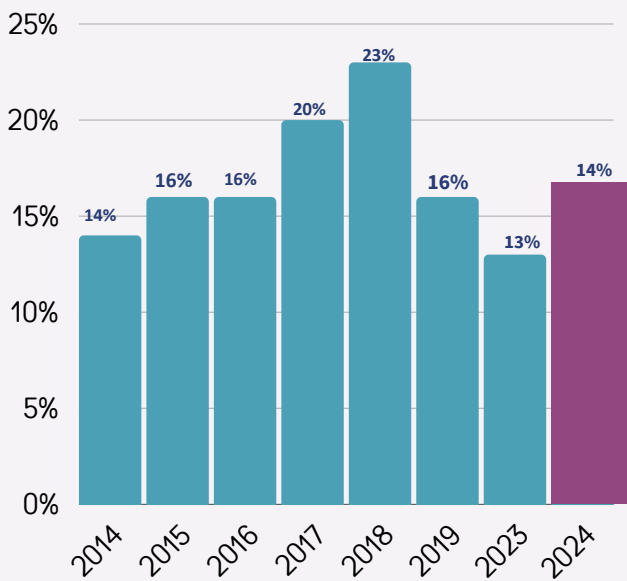
Number of overnight visitors Q3



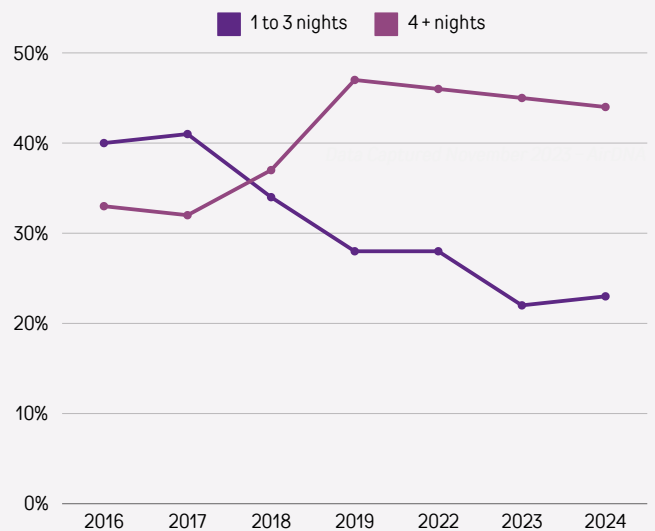
Number of day visitors Q3



% first time visitors Q3

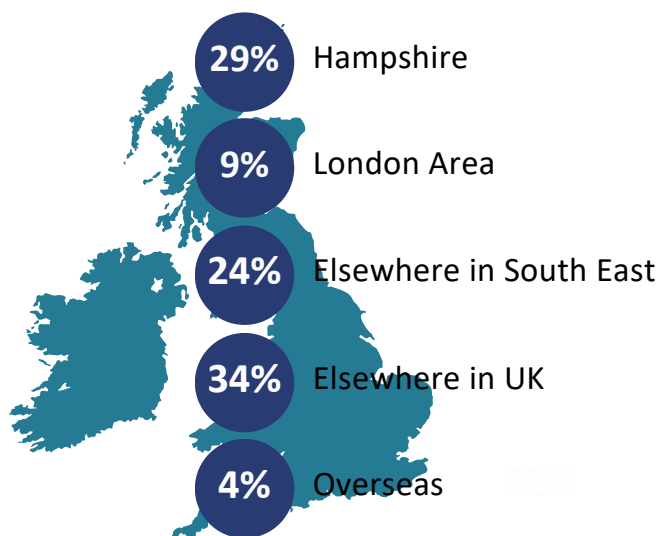


% of overnight visitors Q3





WHERE VISITORS FROM



VISITS TO ATTRACTIONS



51%

visited one or more of the Island's paid for or free visitor attractions during Quarter 3

Results

2,113,993

total bed nights

53%

of total bed nights spent in commercial accommodation (1,122,092)

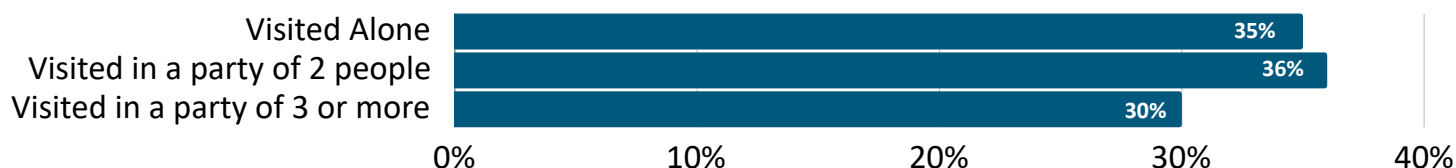
4.62 nights

was the average length of stay

62%

of visitors came from areas of the South East including London

GROUP SIZES/COMPOSITION



average group size 2.77 people

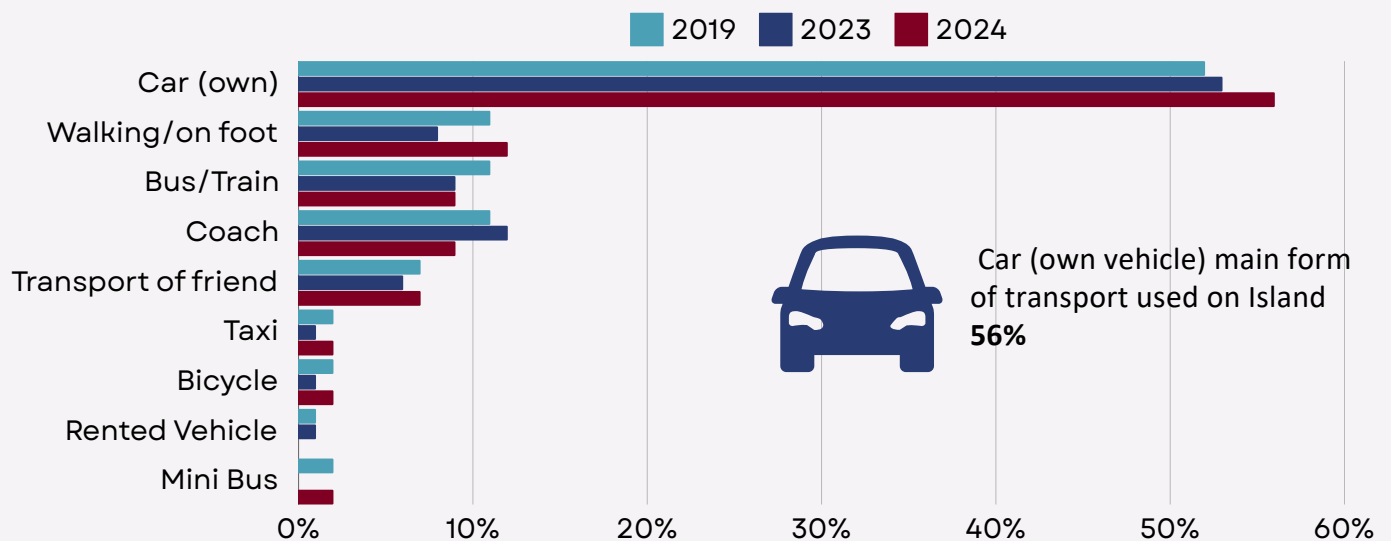


81% adult only groups



MODE OF TRANSPORT

Main mode of transport used on the Island (%)



ACCOMMODATION OVERNIGHT VISITORS



29% of all overnight visitors stayed in a hotel, guest house or B&B compared to **41%** of holidaymakers



40% of all overnight visitors stayed in a home of a friend/relative or a second home compared to **10%** of holidaymakers



23% of all overnight visitors stayed in a rented cottage, static caravan or chalet compared to **38%** of holidaymakers



5% of all overnight visitors camped or stayed in a touring caravan compared to **7%** of holidaymakers



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

TOTAL VISITOR SPEND

Overnight visitor avg. spend per trip

 **£264.73**

Day visitor average spend per trip

 **£33.87**