



ISLE OF WIGHT PASSENGER SURVEY RESULTS

Quarter 1 & Quarter 2, 2025 (01 Jan – 30 June 2025)

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Presented to:-



Dashboard | Quarter 1 & 2 2025

This dashboard provides data from the Isle of Wight Passenger Survey 2025, covering Quarter 1 & 2 of 2025 — the period from 01 January to 30 June 2025. The purpose is to provide an overview of the economic impact of visitors to the Island. The survey is managed by the Tourism South East Research Department on behalf of Visit Isle of Wight, with cooperation of the cross Solent ferry operators.



Face-to-face interviews were conducted onboard and in the departure lounges of all six ferry routes to the Island. Interviews were conducted across a selection of weekday, Saturday and Sundays over the period. Results have been weighted on a monthly basis by known passengers departing the Island by route, with the apportioned number of residents interviewed removed from the figure to calculate overall results. Some comparisons with 2024 Q1 & Q2 figures have been included where we believe they provide additional value to the results. Created on the 24.07.2025.

Total Visitor Volume



**826,249 visitors
in Quarter 1 & 2**



5.1% decrease compared to
the same period in 2024.

Total Visitor Spend



**£101.2m visitor spend
in Quarter 1 & 2**



1.5% decrease compared
to the same period in 2024.

Key Findings

12%

of visitors were
visiting the
Island for the
first time

(13% - 2024)

56%

of overnight
trips were
leisure/holiday
trips

(52% - 2024)

40%

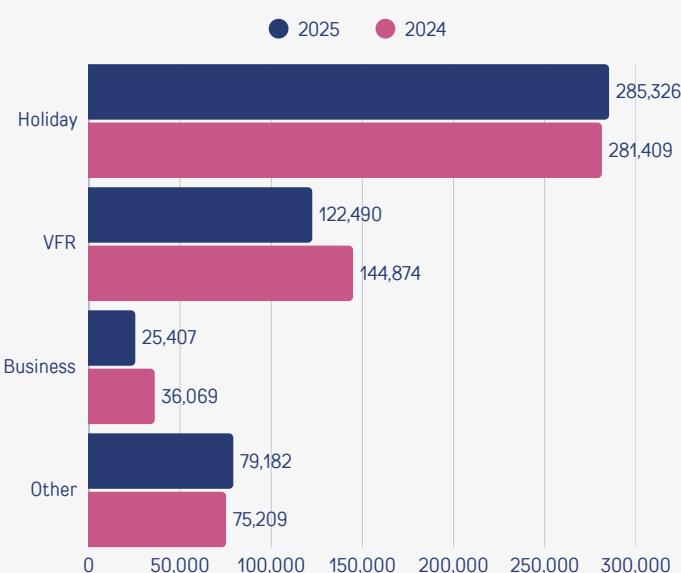
of day trips
were for leisure
purposes

(35% - 2024)



Visit Characteristics

Number of overnight visitors Q1 & Q2



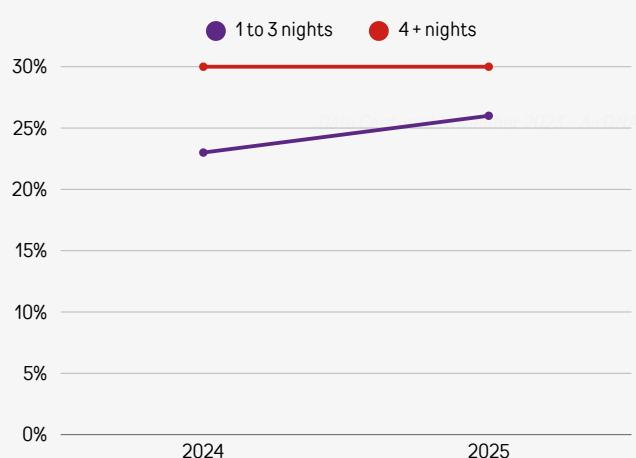
Number of day visitors Q1 & Q2



% first time visitors Q1 & Q2

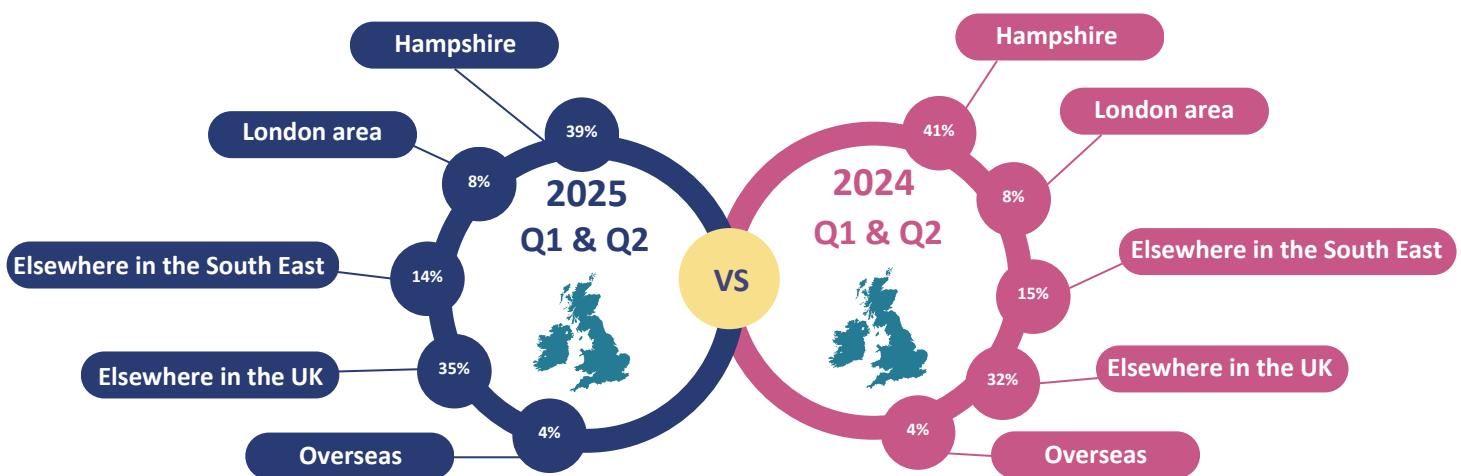


% overnight leisure visitors Q1 & Q2

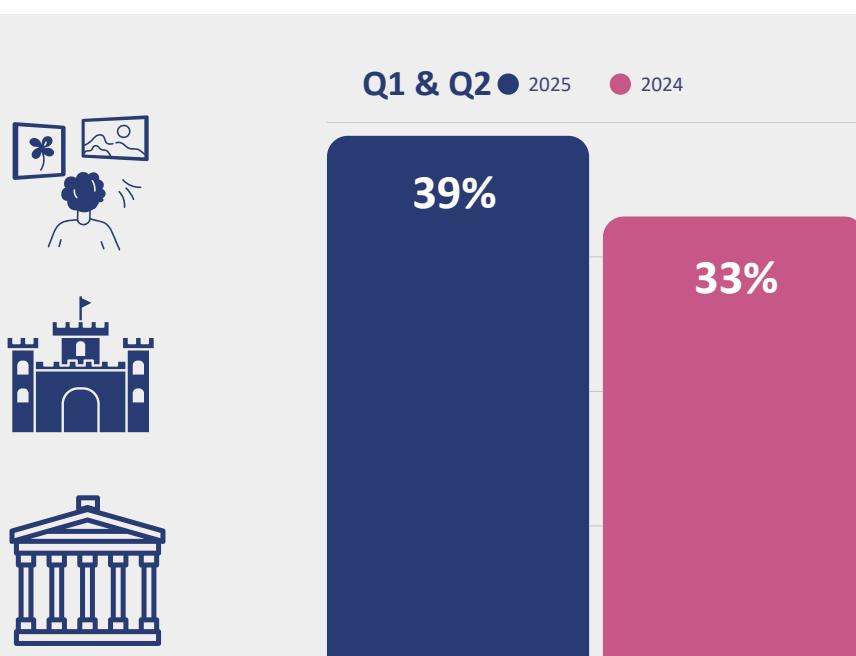




Visitors Home Location



Visits To Attractions



Comparison with previous year

39% visited one of more of the Island's paid for or free attractions during Q1 & Q2 of 2025 compared to 33% during the same period in 2024.



Findings

2025 - Q1 & Q2



Total bednights



Of total bednights in commercial accommodation

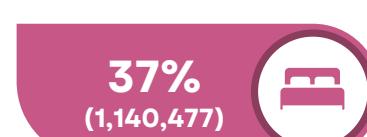


Average length of stay



Visitors came from areas of the South East including London

2024 - Q1 & Q2



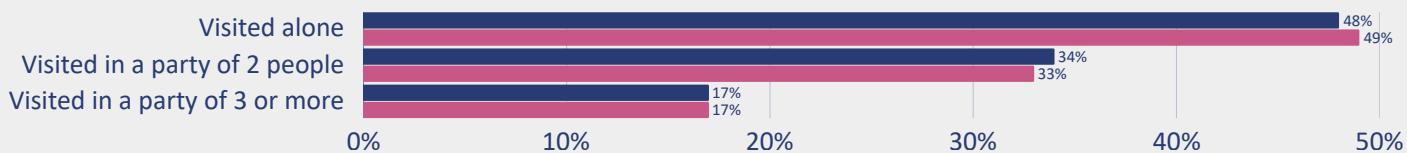
Group Sizes / Composition

Group Composition

● 2025

● 2024

Q1 & Q2



Group Size



average group size 2.25 people 2025



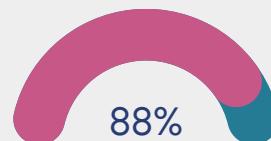
average group size 2.28 people 2024

Adult Only Groups

2025

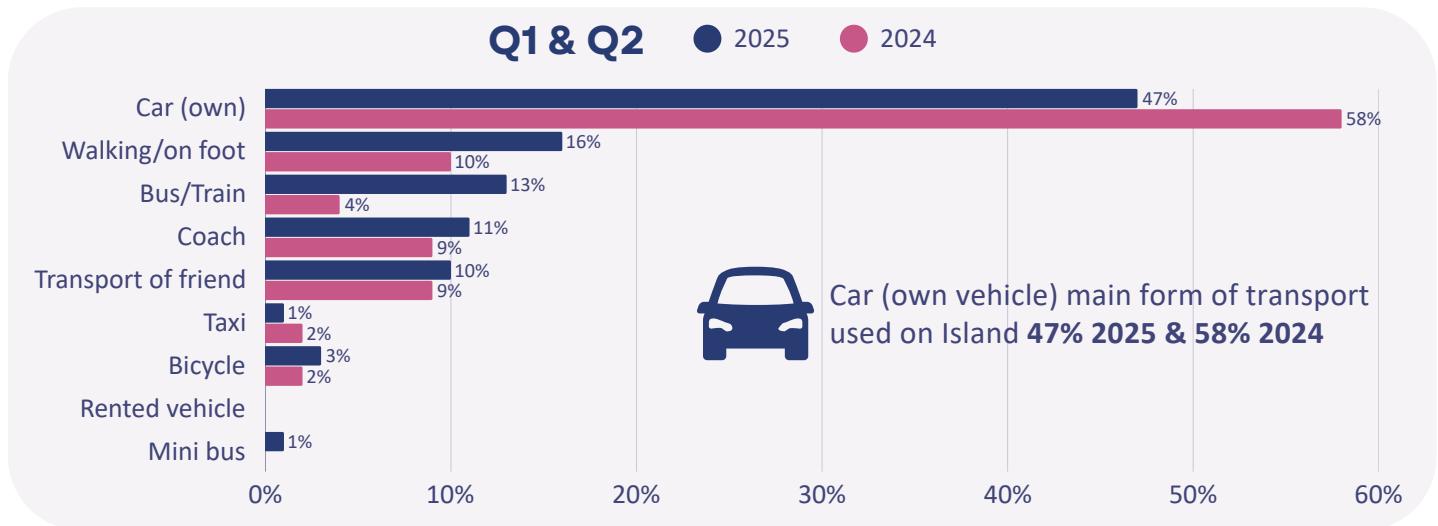


2024





Mode of Transport



Overnight Visitor Accommodation - Q1 & Q2



32% (28% 2024) of all overnight visitors stayed in a hotel, guest house or B&B compared to **46% (37% 2024)** of holidaymakers



2% (6% 2024) of all overnight visitors camped or stayed in a touring caravan compared to **3% (11% 2024)** of holidaymakers



41% (43% 2024) of all overnight visitors stayed in the home of a friend/relative or a second home compared to **11% (15% 2024)** of holidaymakers



2% (2% 2024) of all overnight visitors stayed on board a boat, sailing club compared to **1% (1% 2024)** of holidaymakers



22% (21% 2024) of all overnight visitors stayed in a rented cottage, static caravan or chalet compared to **38% (35% 2024)** of holidaymakers

Total Visitor Spend - Q1 & Q2

