



# 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%

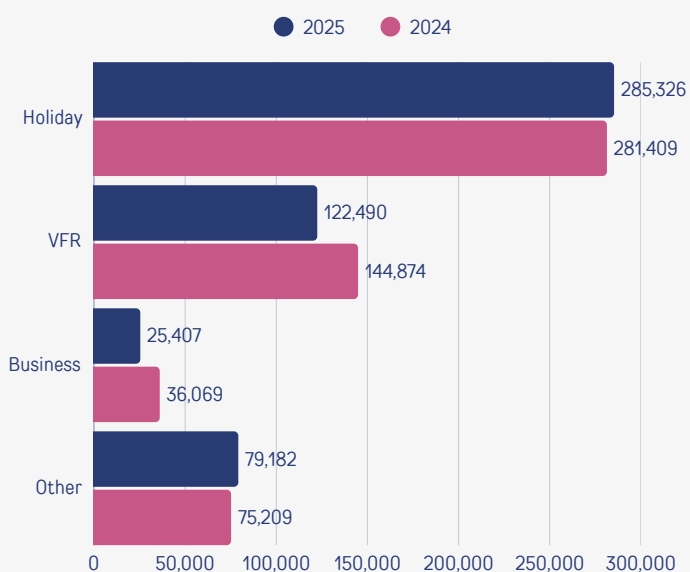
of day trips  
were for leisure  
purposes

(35% - 2024)

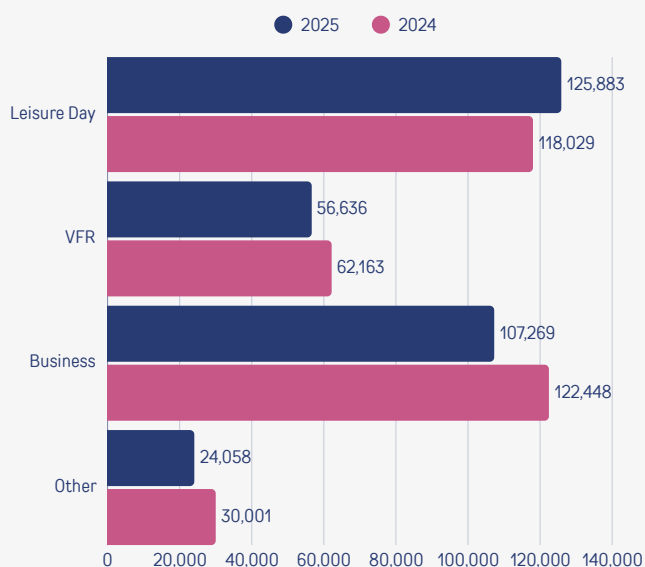


## Visit Characteristics

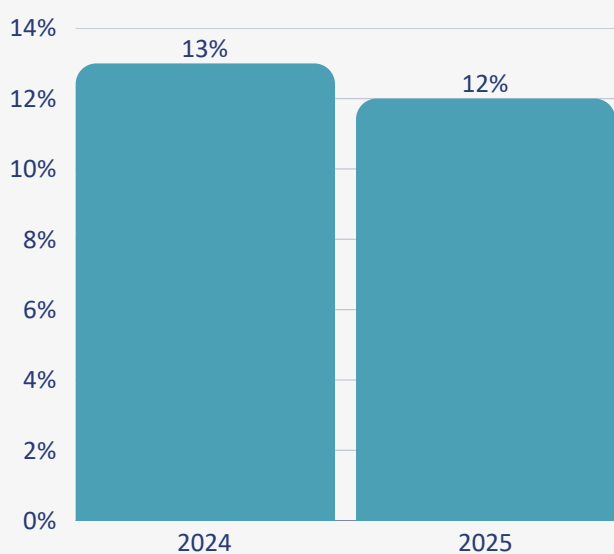
Number of overnight visitors Q1 & Q2



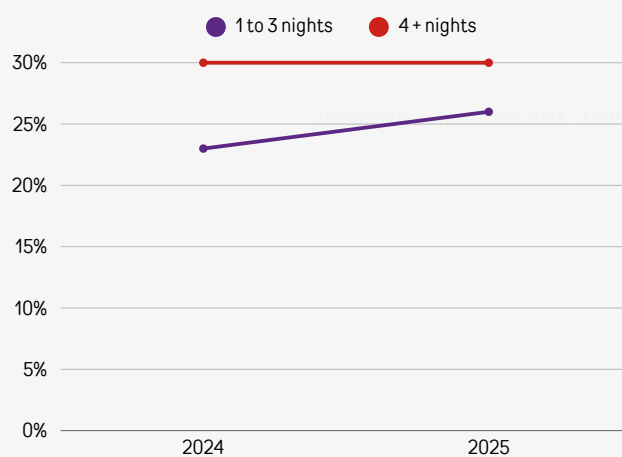
Number of day visitors Q1 & Q2



% first time visitors Q1 & Q2

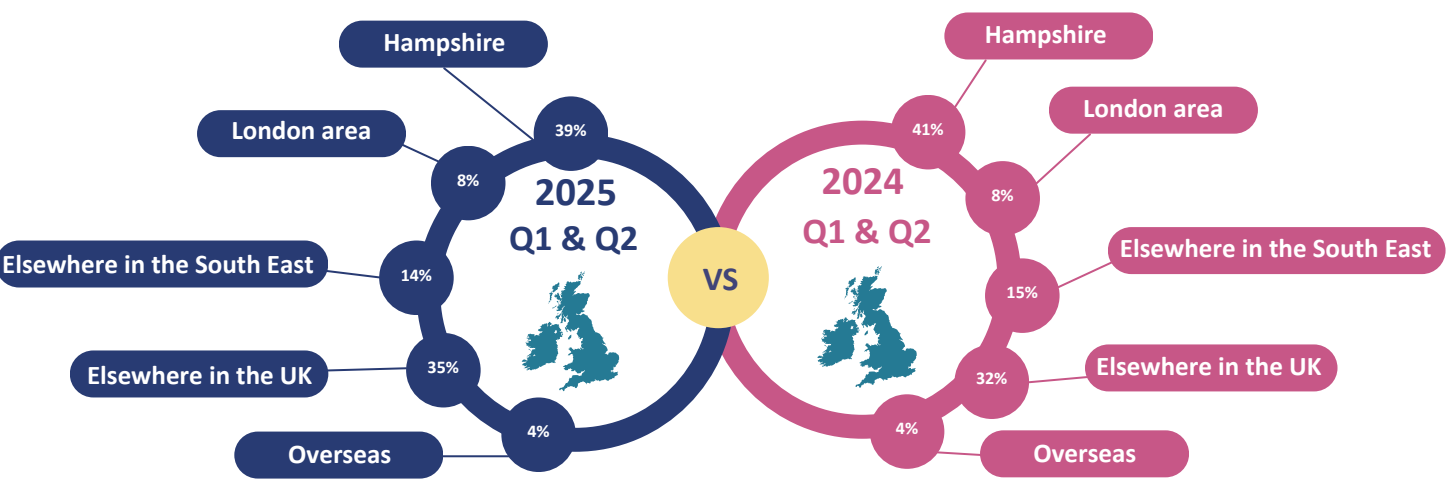


% overnight leisure visitors Q1 & Q2

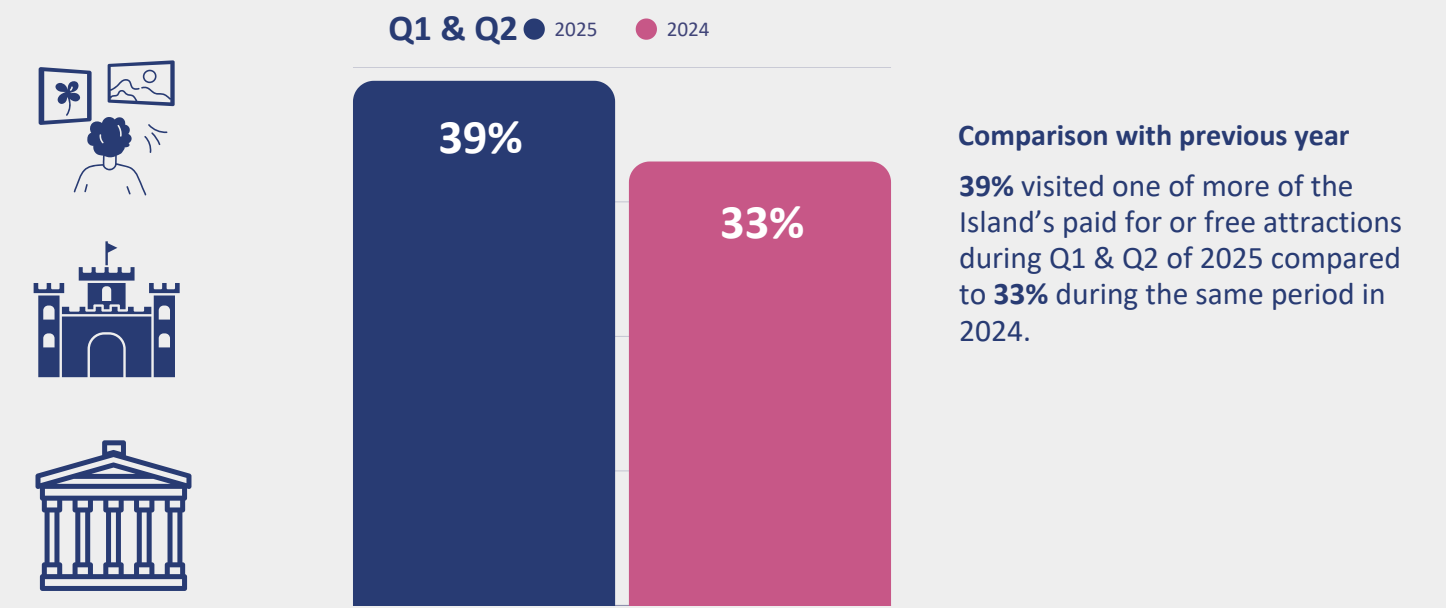


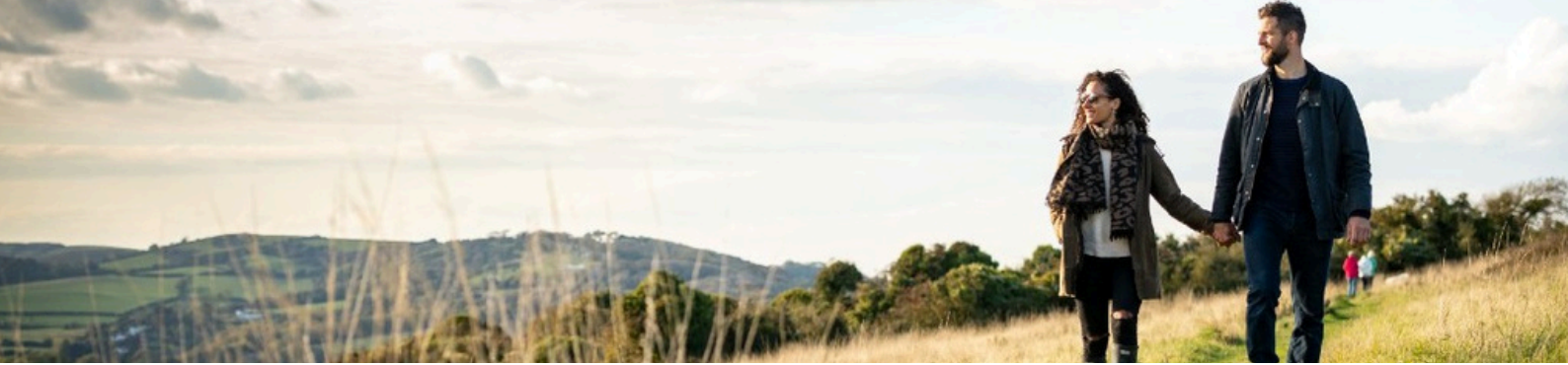


# Visitors Home Location



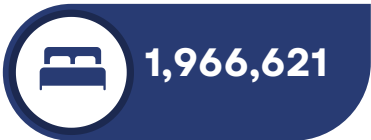
# Visits To Attractions



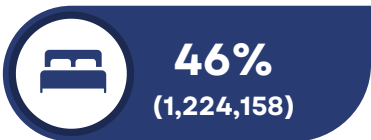


# Findings

2025 - Q1 & Q2



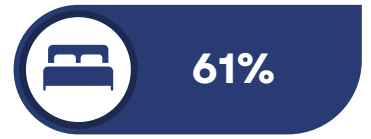
Total bednights



Of total bednights in commercial accommodation

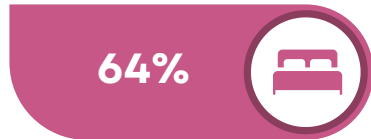
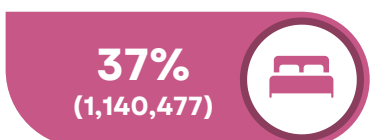
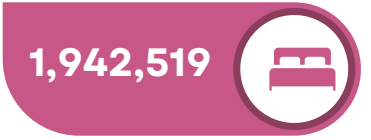


Average length of stay



Visitors came from areas of the South East including London

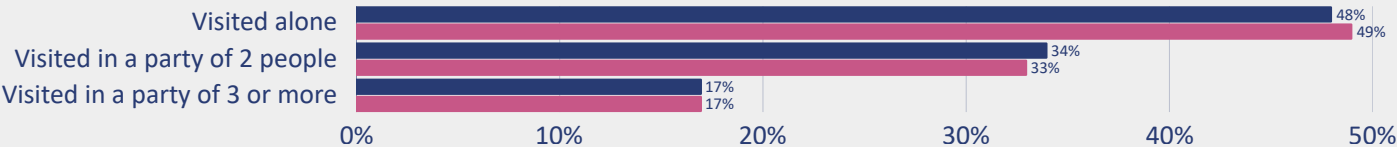
2024 - Q1 & Q2



## Group Sizes / Composition

Group Composition

2025 2024 Q1 & Q2



Group Size



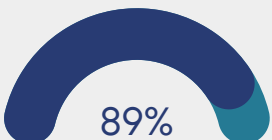
average group size 2.25 people 2025



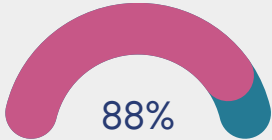
average group size 2.28 people 2024

Adult Only Groups

2025



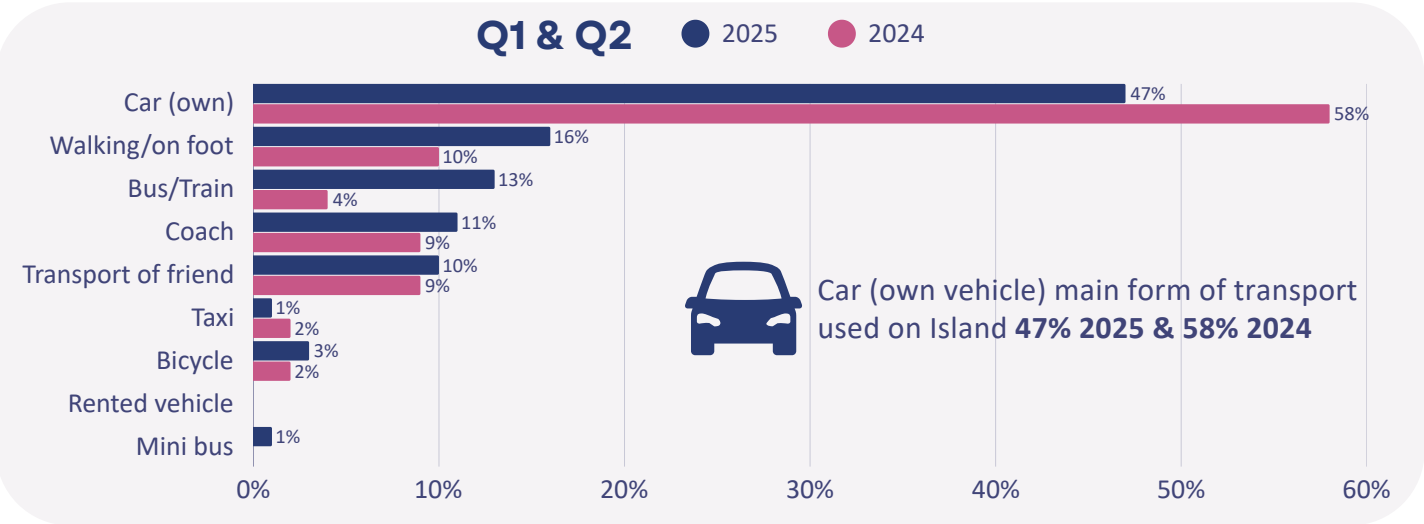
2024







# 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

**£258.31**

**2025**  
Overnight visitor avg. spend per trip

**£213.38**

**2024**  
Overnight visitor avg. spend per trip

**£32.25**

**2025**  
Day visitor avg. spend per trip

**£23.81**

**2024**  
Day visitor avg. spend per trip