



ISLE OF WIGHT PASSENGER SURVEY RESULTS

Quarter 1, Quarter 2 & Quarter 3, 2025 (01 Jan – 30 Sept 2025)

research@tourismse.com

02380 625 456

Presented to:-



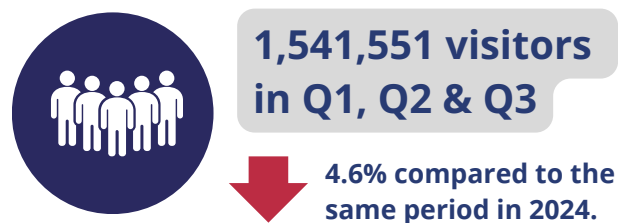
Dashboard | Quarter 1, 2 & 3 2025

This dashboard provides data from the Isle of Wight Passenger Survey 2025, covering Quarters 1, 2 & 3 (01 January – 30 September 2025). Its purpose is to present an overview of the economic impact of visitors to the Island.

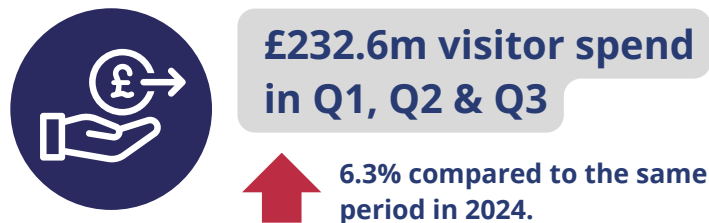
The survey is managed by the Tourism South East Research Department on behalf of Visit Isle of Wight, with the cooperation of the cross-Solent ferry operators. Face-to-face interviews were conducted onboard and in the departure lounges of all six ferry routes to the Island. Interviews took place across a selection of weekdays, Saturdays, and Sundays throughout the period.

Results have been weighted on a monthly basis according to known passenger departures from the Island by route, with the proportion of resident interviews removed to calculate overall visitor results. Comparisons with Quarters 1, 2 & 3 of 2024 have been included where they provide additional context or value.
Created on 07.11.25.

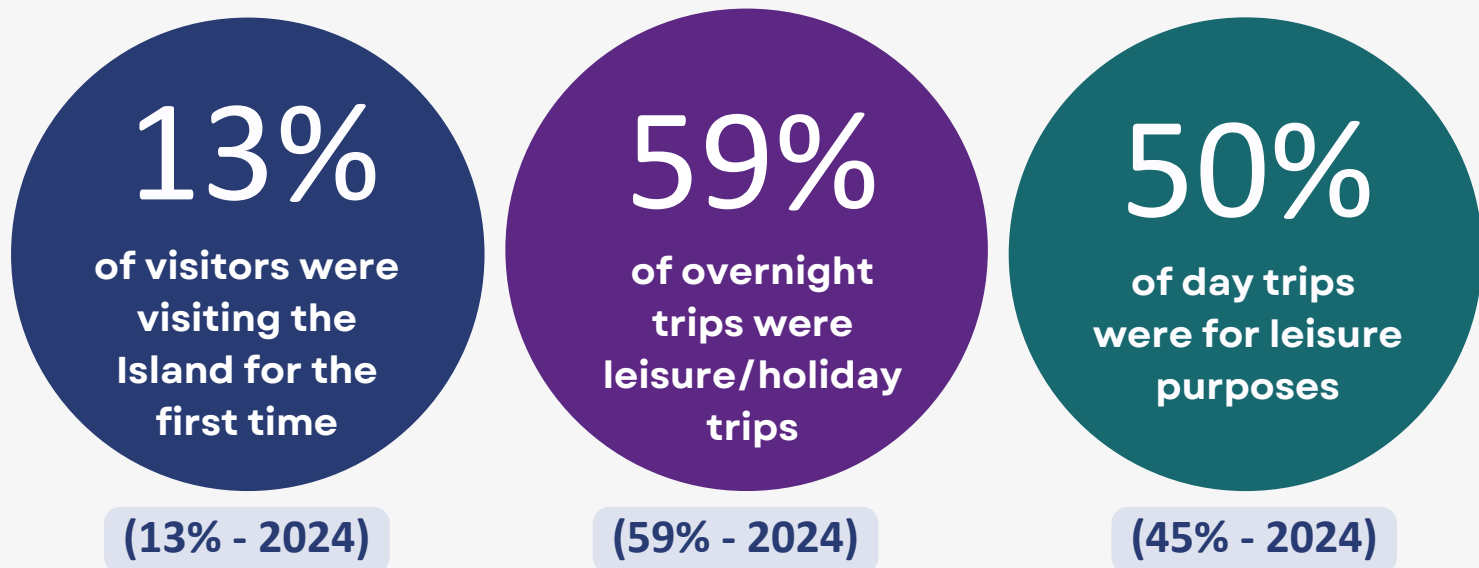
Total Visitor Volume



Total Visitor Spend

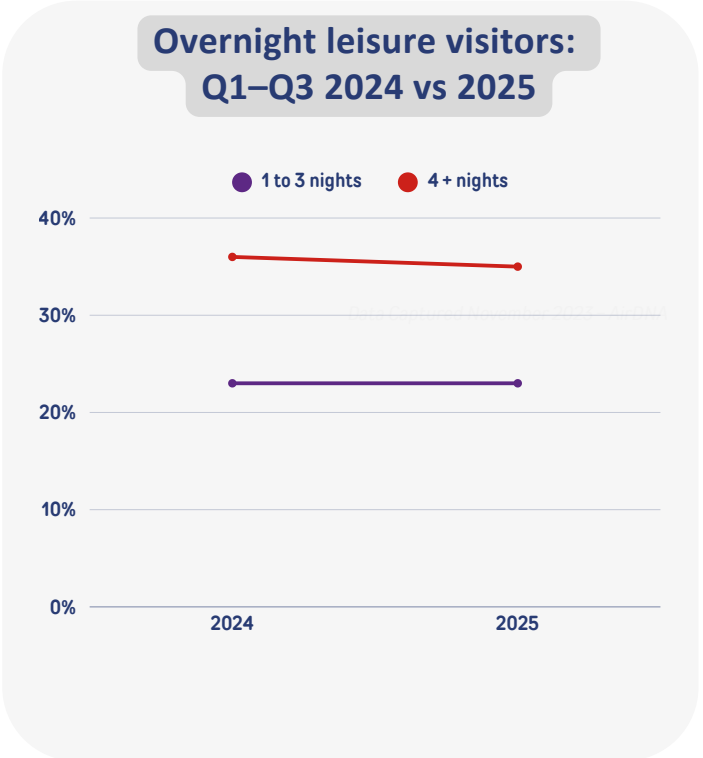
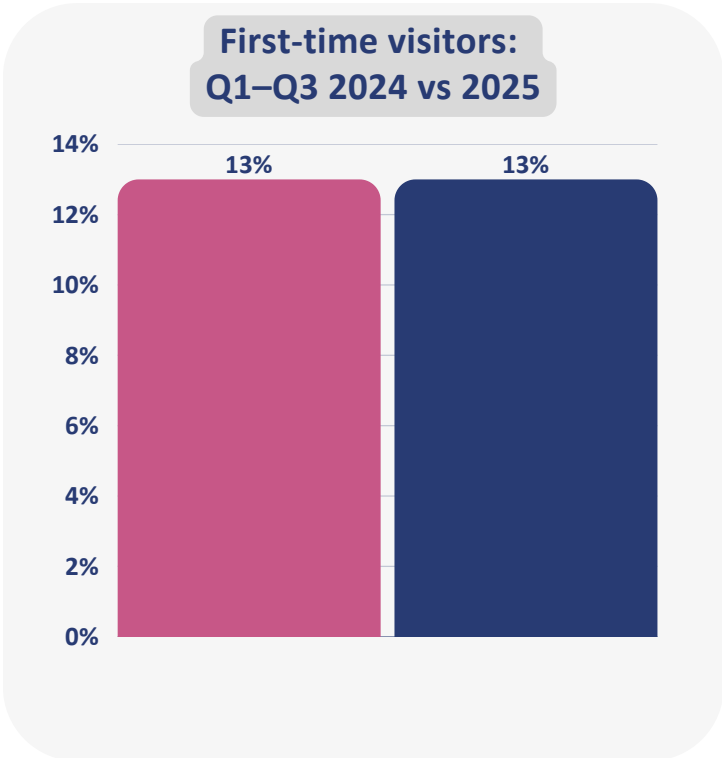
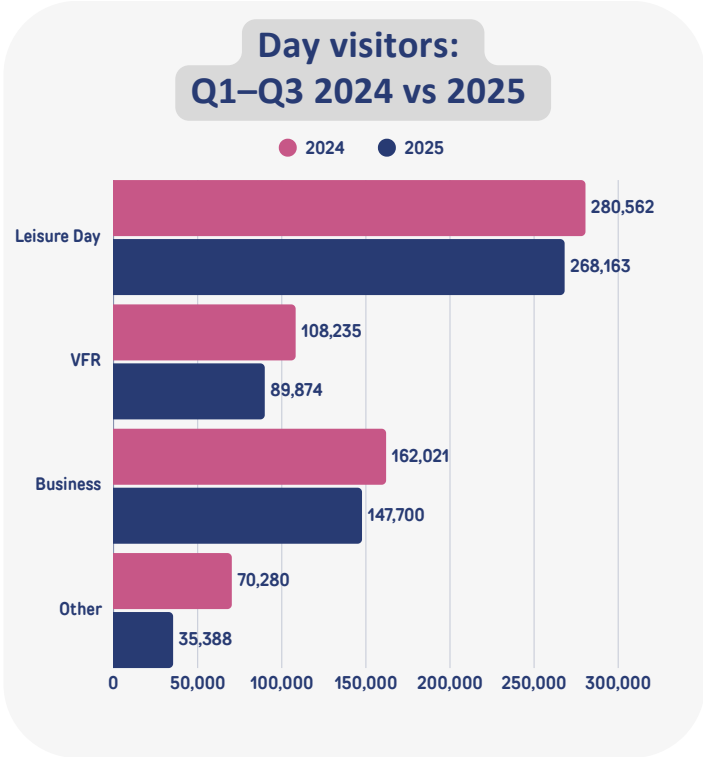
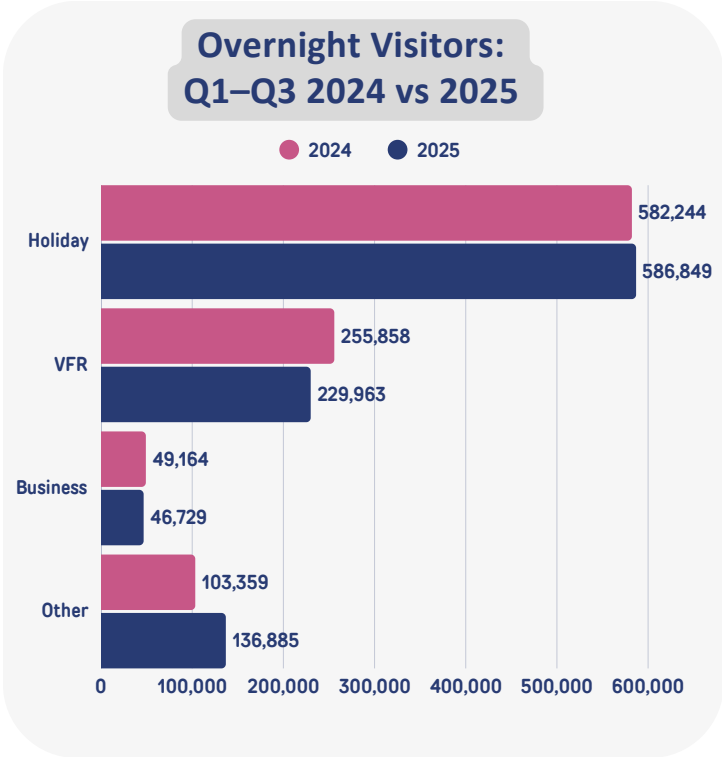


Key Findings



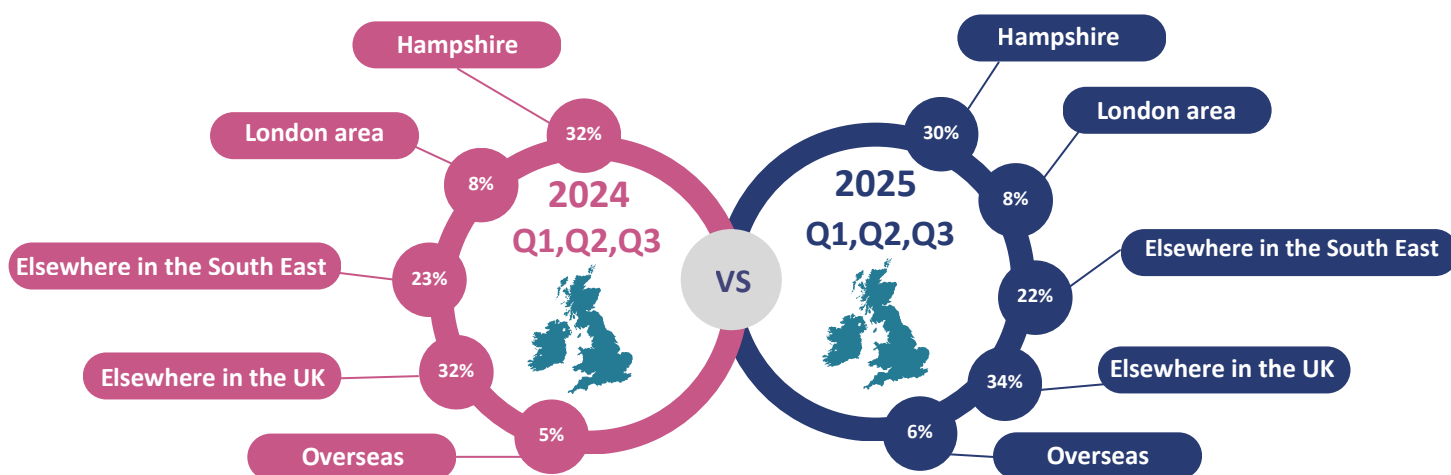


Visit Characteristics





Visitors' Home Location



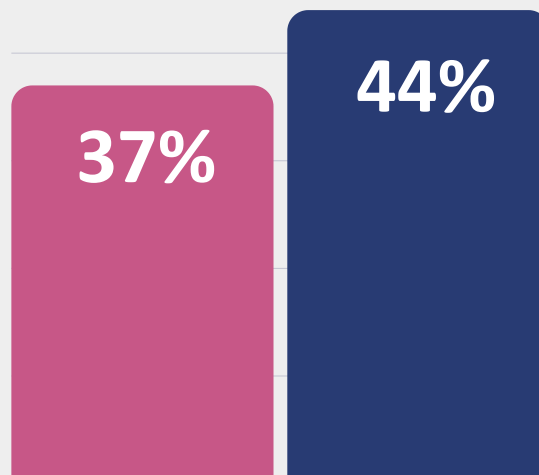
Visits To Attractions



Attraction Visits: Q1–Q3 2024 vs 2025

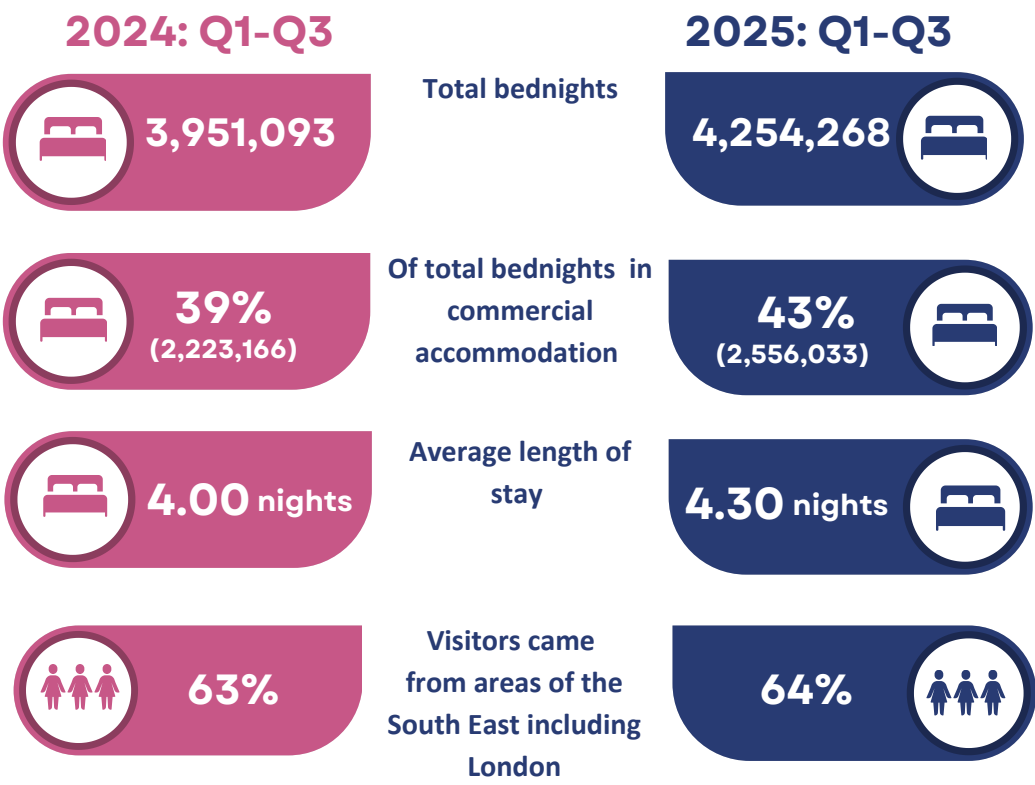
44% of visitors visited one or more of the Island's paid or free attractions during **Q1–Q3 2025**, up from **37%** during the same period in **2024**.

● 2024 ● 2025

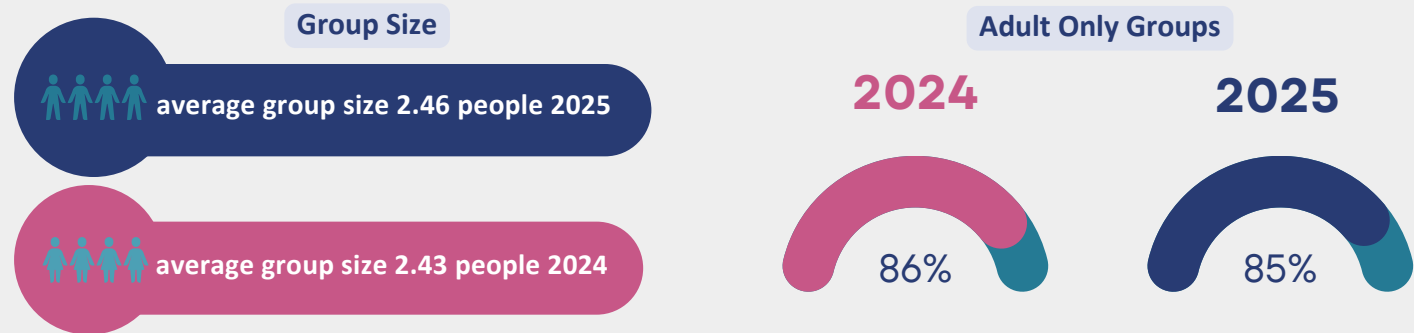
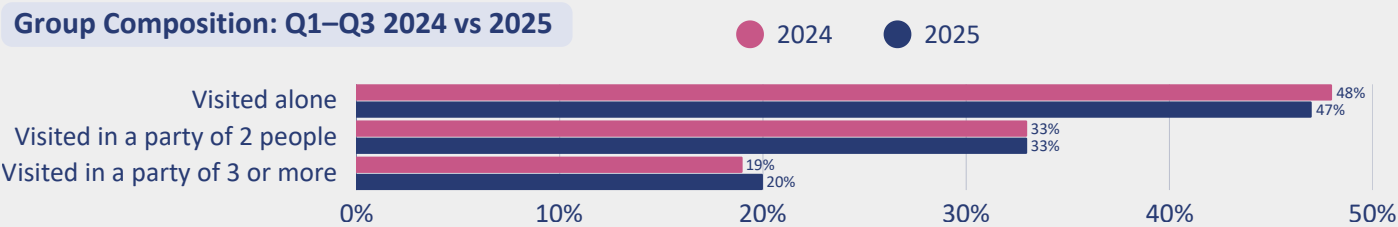




Findings

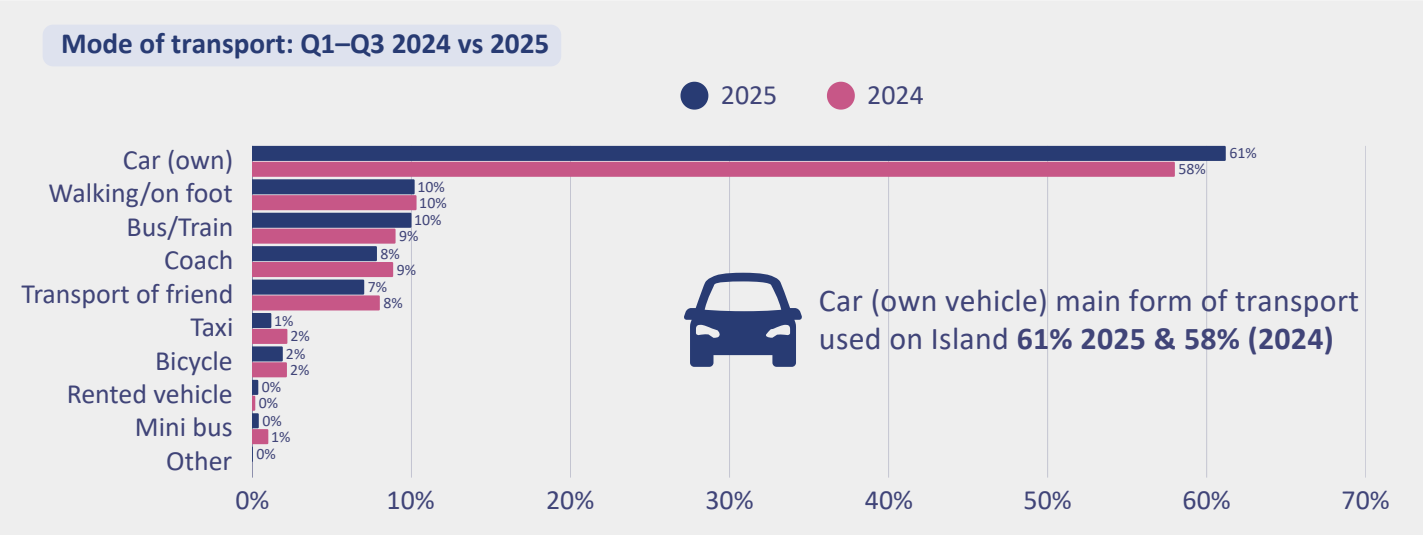


Group Sizes / Composition

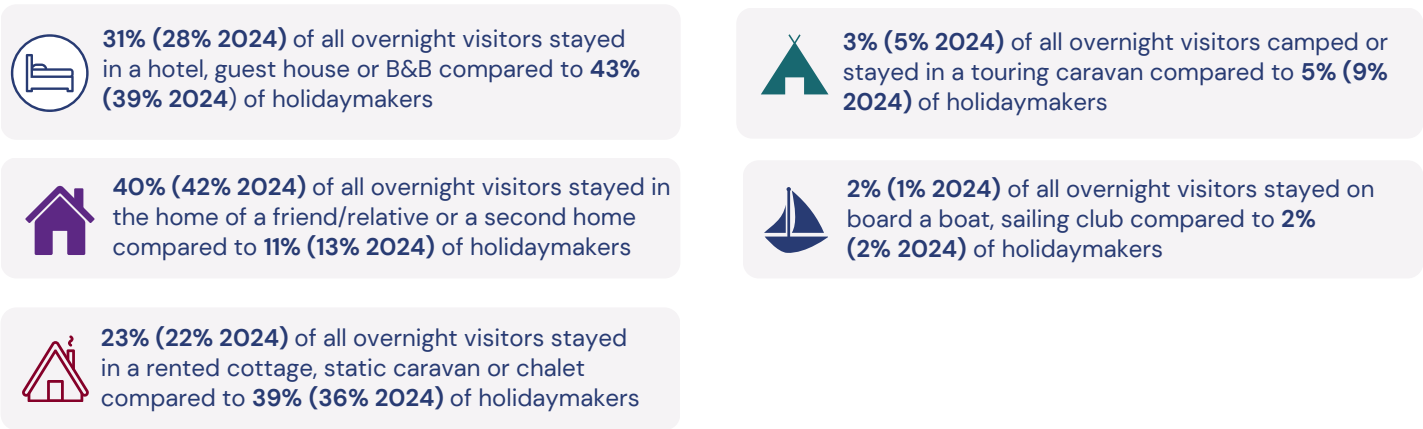




Mode of Transport



Overnight Visitor Accommodation - Q1–Q3 2024 vs 2025



Total Visitor Spend - Q1–Q3 2024 vs 2025

