



ISLE OF WIGHT PASSENGER SURVEY RESULTS

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

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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



**1,541,551 visitors
in Q1, Q2 & Q3**



4.6% compared to the
same period in 2024.

Total Visitor Spend



**£232.6m visitor spend
in Q1, Q2 & Q3**



6.3% compared to the same
period in 2024.

Key Findings

13%

of visitors were
visiting the
Island for the
first time

(13% - 2024)

59%

of overnight
trips were
leisure/holiday
trips

(59% - 2024)

50%

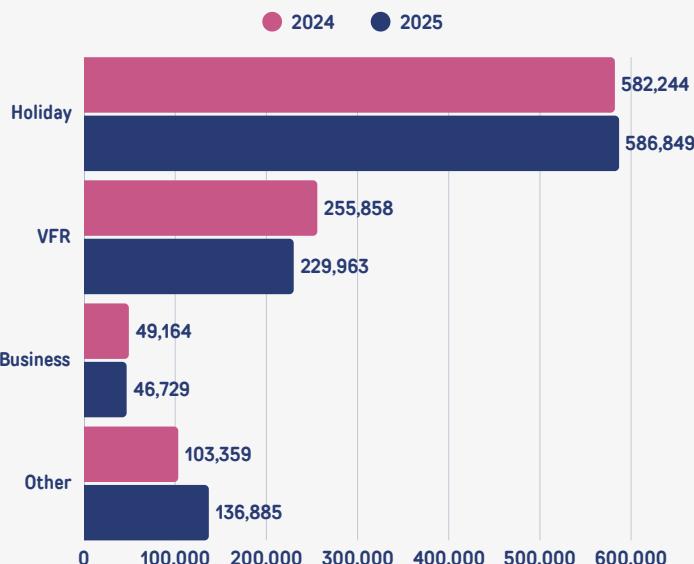
of day trips
were for leisure
purposes

(45% - 2024)

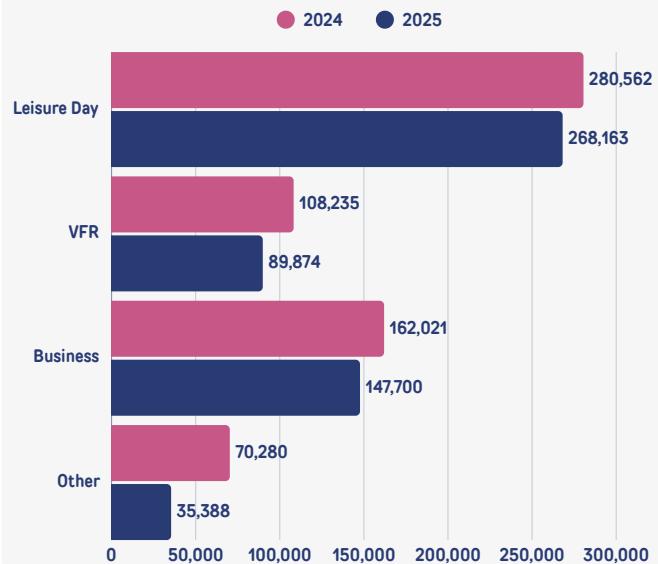


Visit Characteristics

Overnight Visitors: Q1–Q3 2024 vs 2025



Day visitors: Q1–Q3 2024 vs 2025



First-time visitors: Q1–Q3 2024 vs 2025

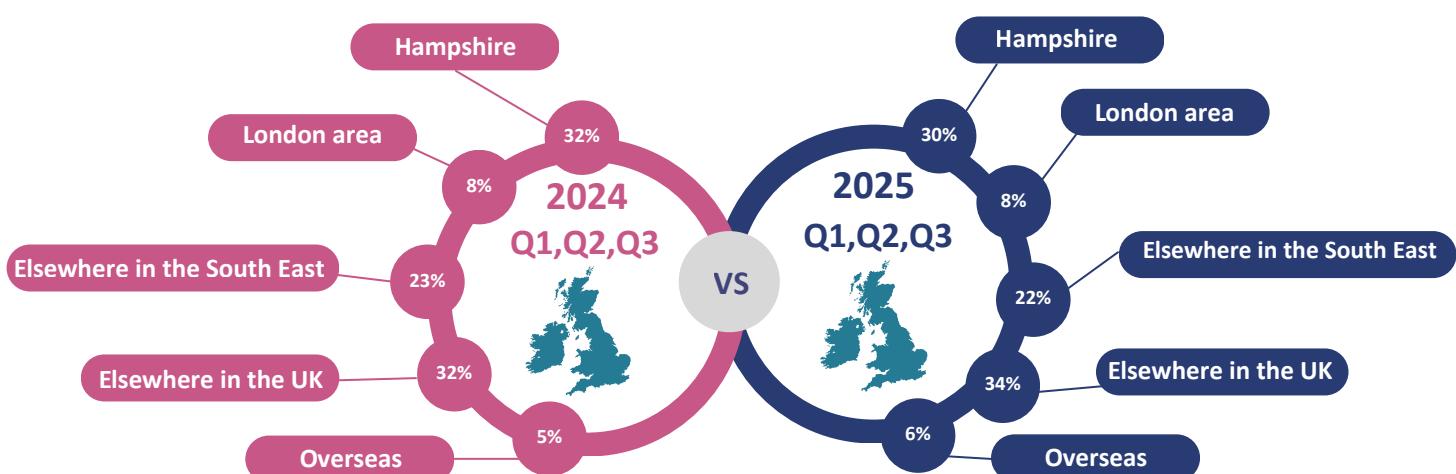


Overnight leisure visitors: Q1–Q3 2024 vs 2025





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.



37%

44%

● 2024 ● 2025



Findings

2024: Q1-Q3



Total bednights



Of total bednights in commercial accommodation

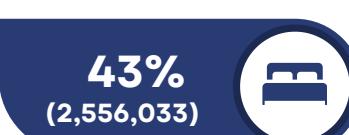


Average length of stay



Visitors came from areas of the South East including London

2025: Q1-Q3

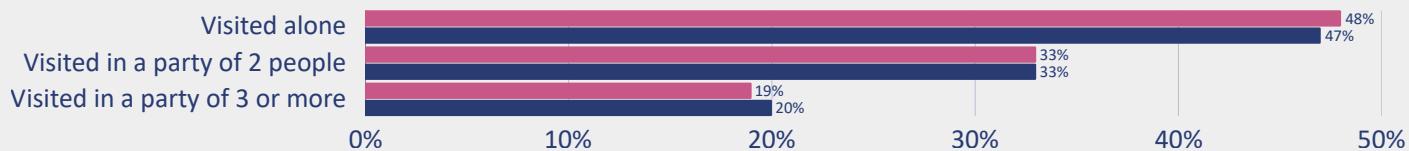


Group Sizes / Composition

Group Composition: Q1–Q3 2024 vs 2025

● 2024

● 2025



Group Size

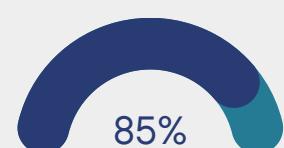
average group size 2.46 people 2025

average group size 2.43 people 2024

2024



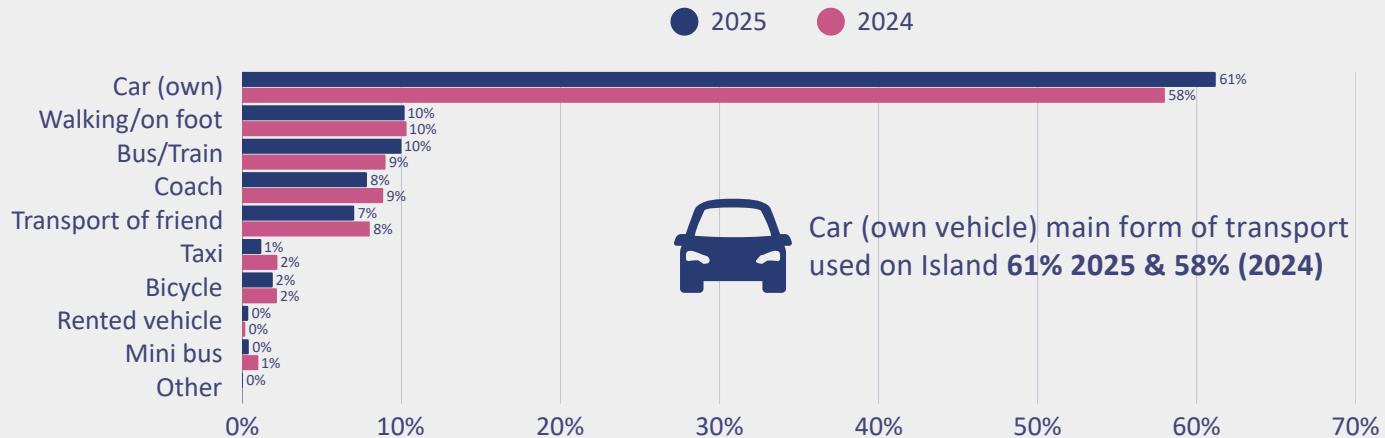
2025





Mode of Transport

Mode of transport: Q1–Q3 2024 vs 2025



Overnight Visitor Accommodation - Q1–Q3 2024 vs 2025



31% (28% 2024) of all overnight visitors stayed in a hotel, guest house or B&B compared to 43% (39% 2024) of holidaymakers



3% (5% 2024) of all overnight visitors camped or stayed in a touring caravan compared to 5% (9% 2024) of holidaymakers



40% (42% 2024) of all overnight visitors stayed in the home of a friend/relative or a second home compared to 11% (13% 2024) of holidaymakers



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



23% (22% 2024) of all overnight visitors stayed in a rented cottage, static caravan or chalet compared to 39% (36% 2024) of holidaymakers

Total Visitor Spend - Q1–Q3 2024 vs 2025

£231.17

2024

Overnight visitor avg.
spend per trip

£243.59

2025

Overnight visitor avg.
spend per trip

£28.10

2024

Day visitor avg.
spend per trip

£29.63

2025

Day visitor avg.
spend per trip