



ISLE OF WIGHT PASSENGER SURVEY RESULTS

Quarter 3, 2025 (01 July – 30 September 2025)

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Presented to:-



Dashboard | Quarter 3 2025

This dashboard provides data from the Isle of Wight Passenger Survey 2025, covering Quarter 3 (Q3) — the period from 1 July to 30 September 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 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 during the period. Results have been weighted on a monthly basis by known passenger numbers departing the Island by route, with the apportioned number of residents interviewed removed from the figures to calculate overall results. Some comparisons with 2024 Q3 figures have been included where they provide additional value to the analysis. Created on 28.10.2025.

Total Visitor Volume



715,302 visitors
in Quarter 3



-3.7% compared to the
same period in 2024.

Total Visitor Spend



£115m visitor spend
in Quarter 3



equivalent to the same
period in 2024.

Key Findings

15%

of visitors were
visiting the
Island for the
first time

62%

of overnight
trips were
leisure/holiday
trips

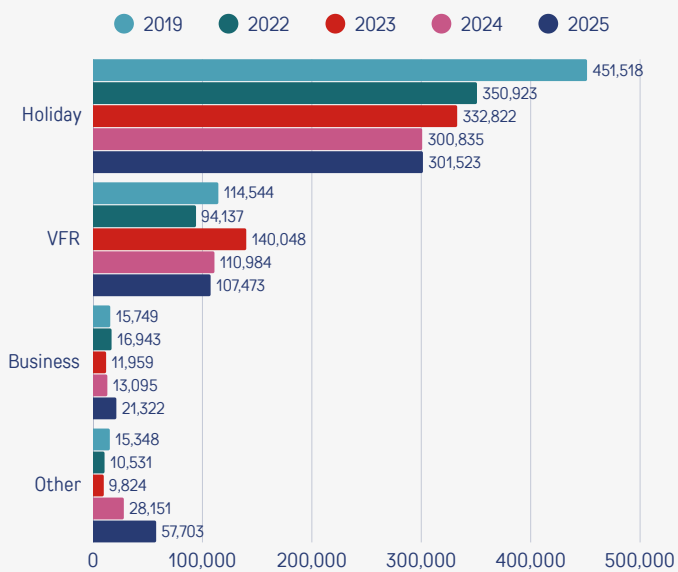
63%

of day trips
were for leisure
purposes

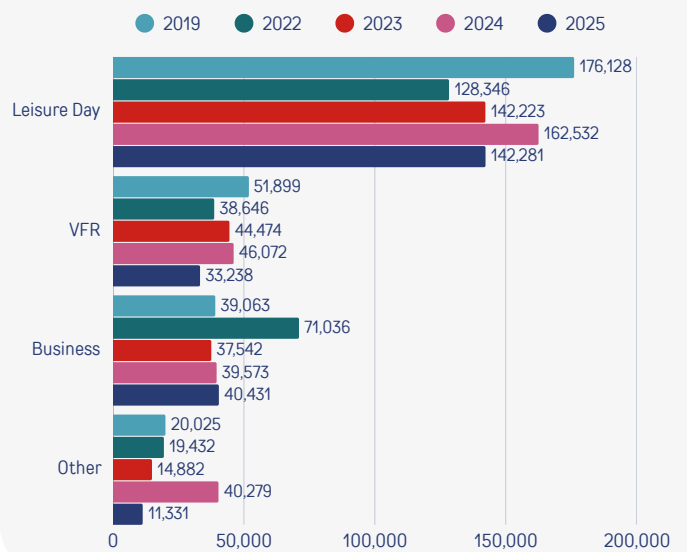


Visit Characteristics

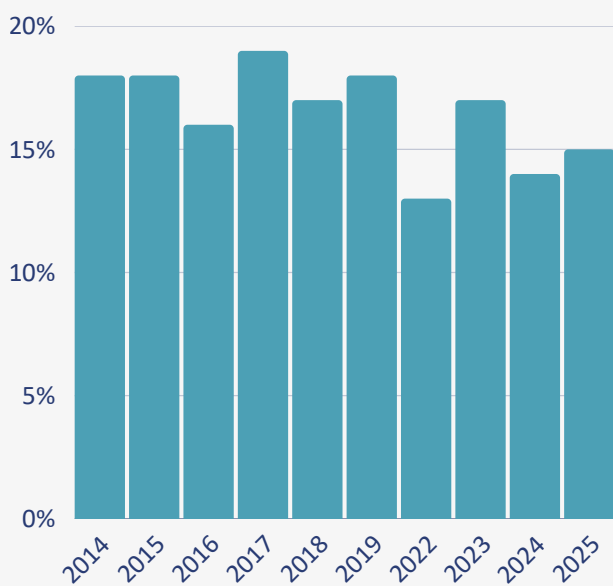
Number of overnight visitors - Q3



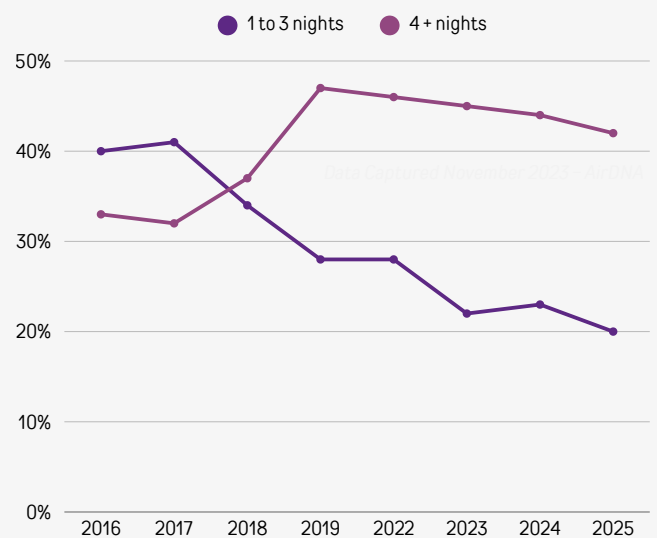
Number of day visitors - Q3



% first time visitors - Q3

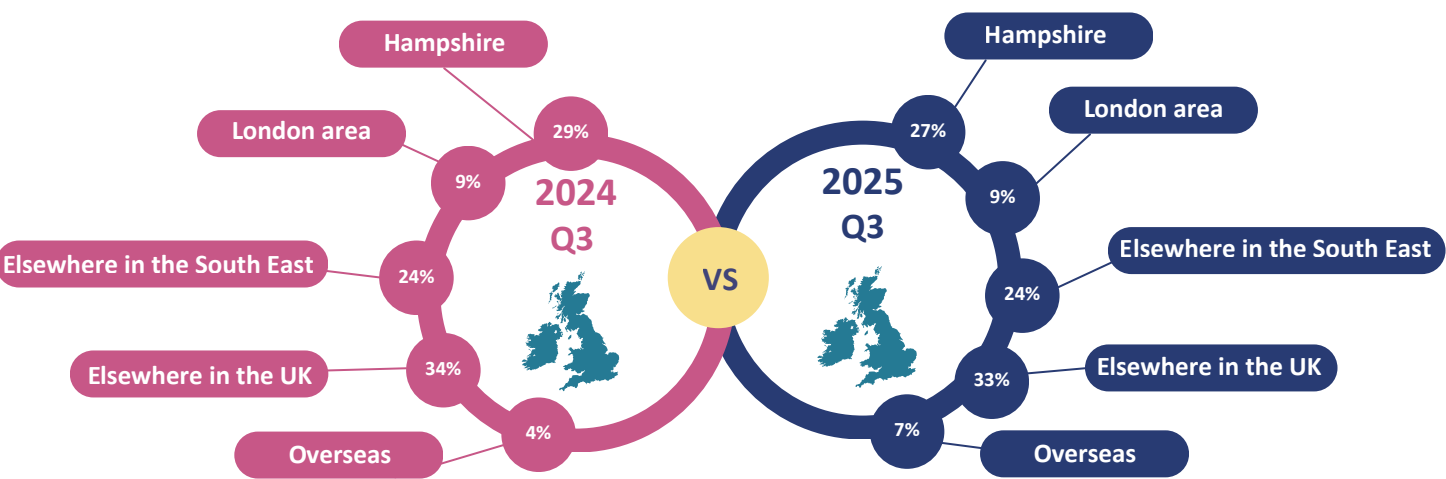


% overnight leisure visitors - Q3





Visitors' Home Location



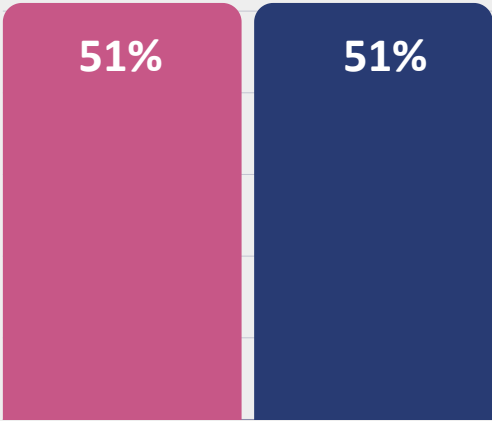
Visits to Attractions

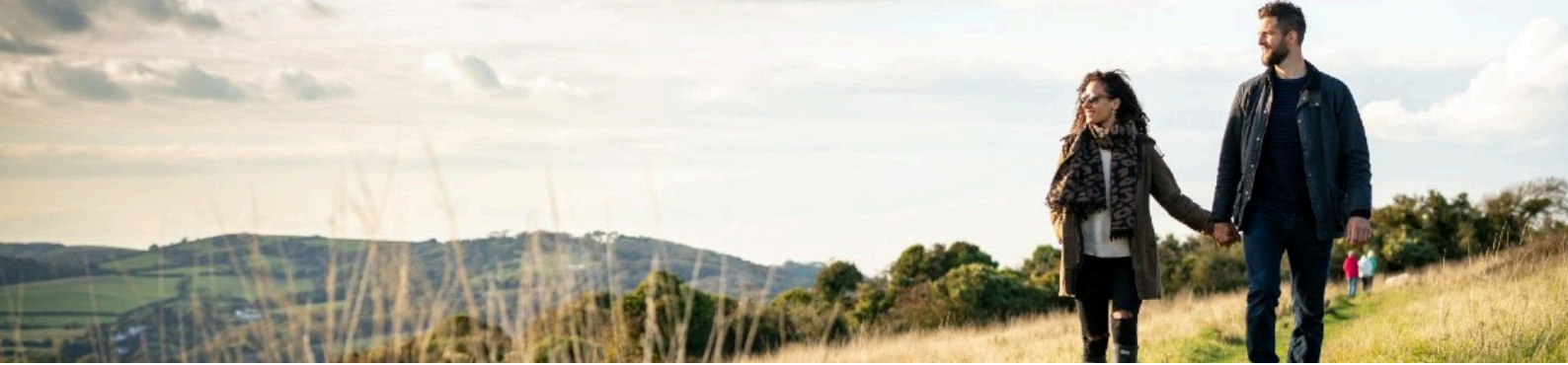


Visitor Attraction Attendance Q3 2025

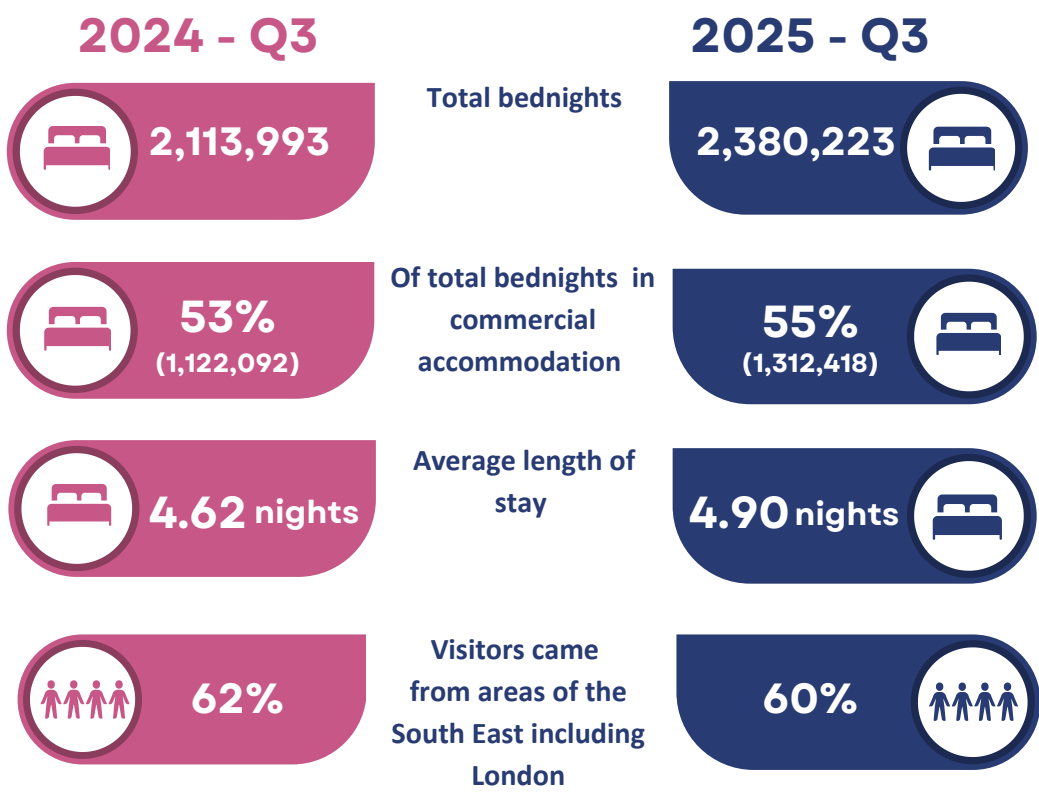
51% of visitors in Q3 2025 visited one or more of the Island's paid or free attractions, the same as in Q3 2024.

2024 2025

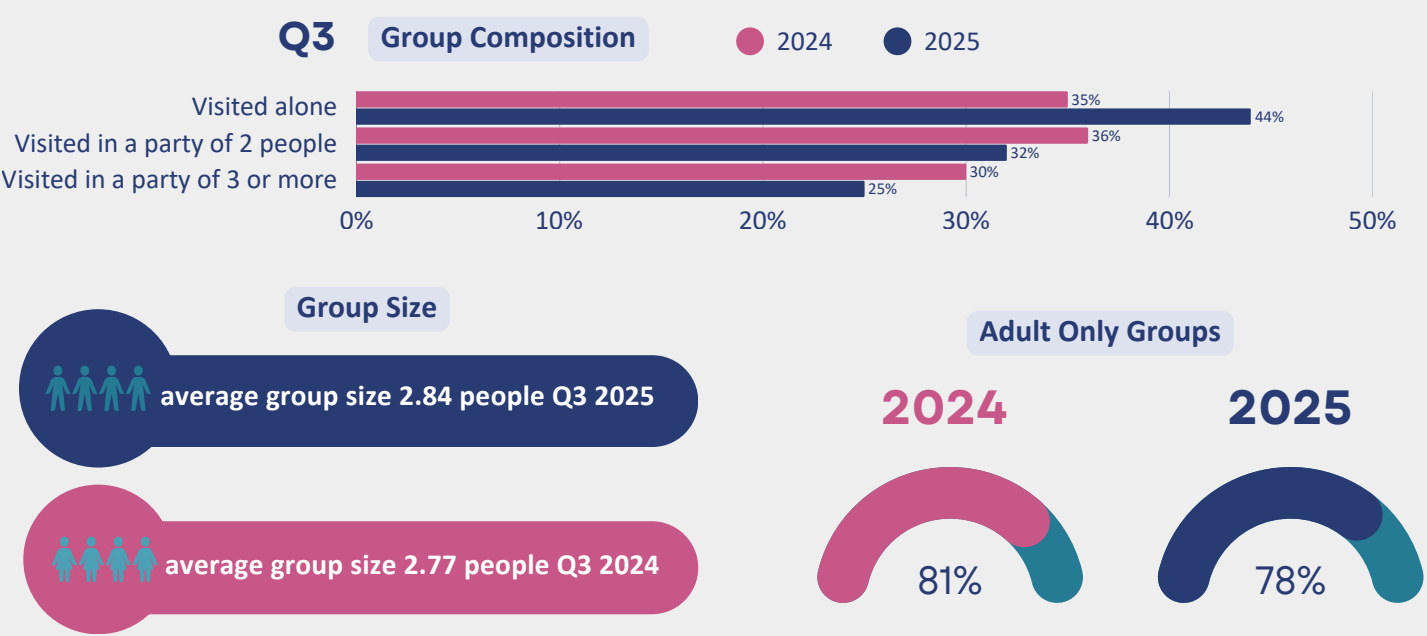




Findings

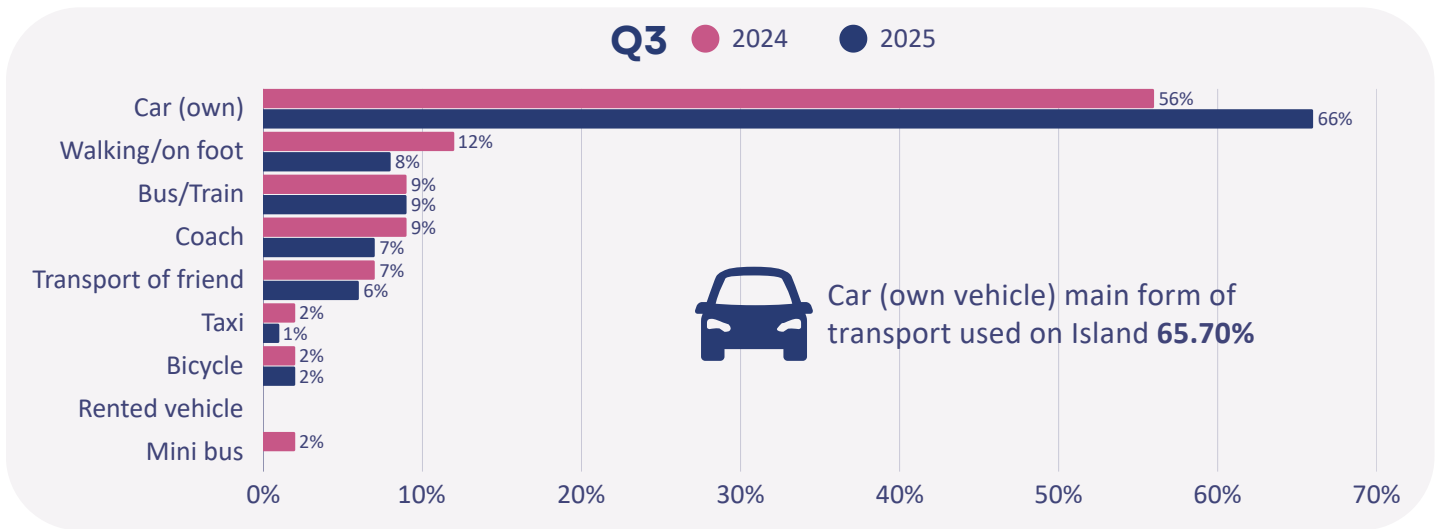


Group Sizes and Composition

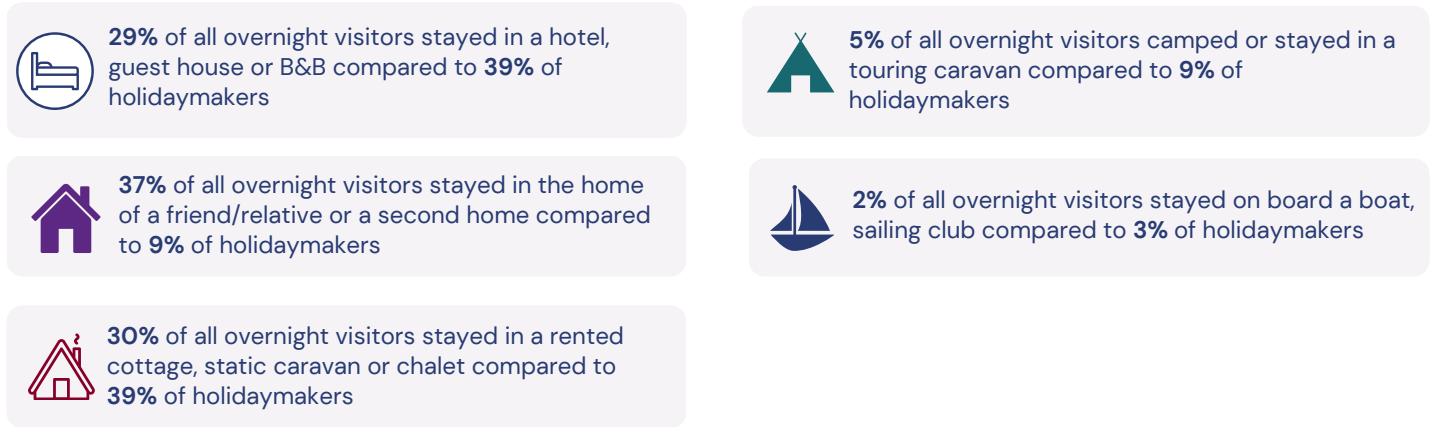




Mode of Transport



Overnight Visitor Accommodation



Total Visitor Spend

