



## 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

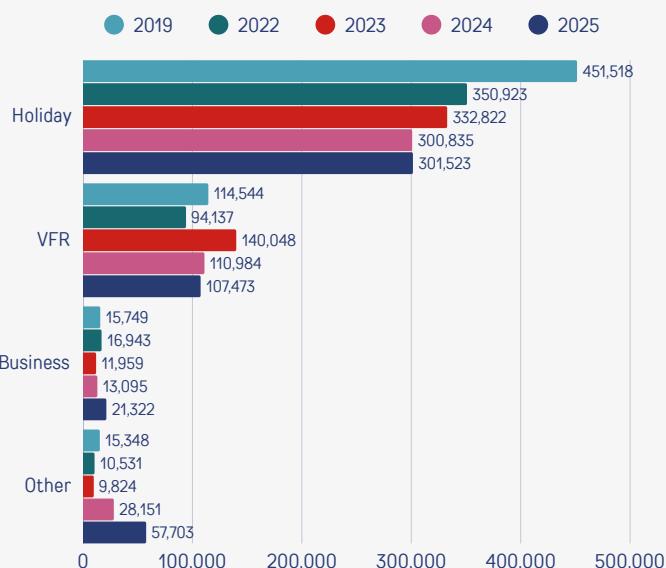
**63%**

of day trips  
were for leisure  
purposes

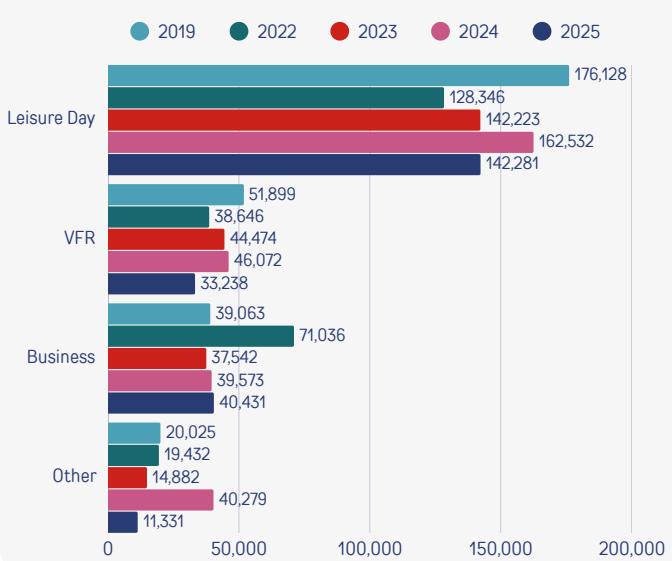


## Visit Characteristics

### Number of overnight visitors - Q3



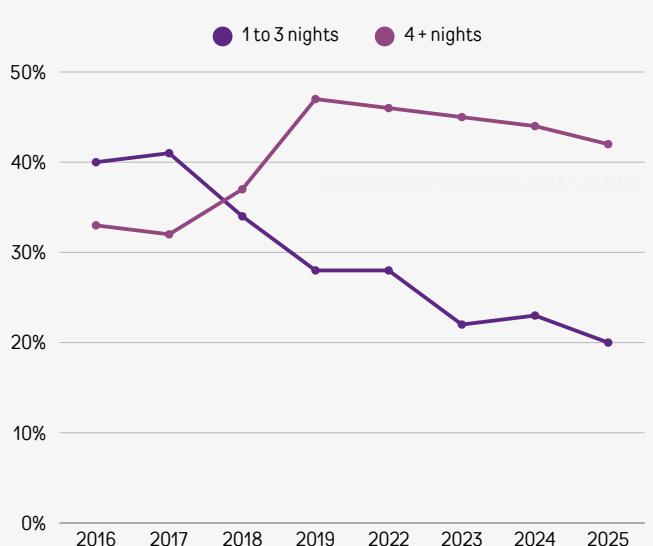
### Number of day visitors - Q3



### % first time visitors - Q3

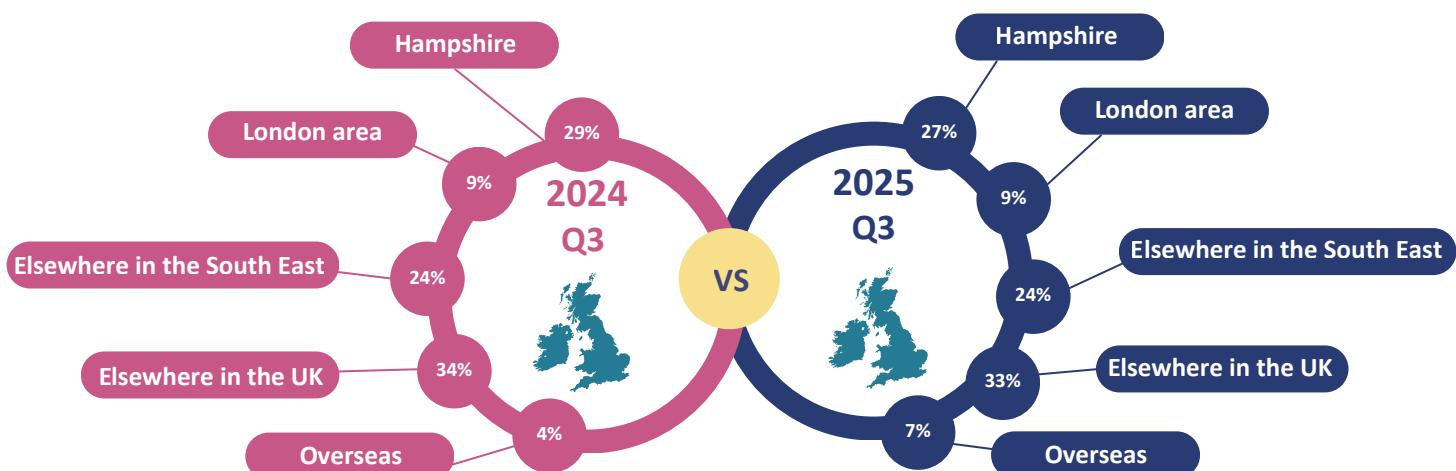


### % overnight leisure visitors - Q3





## Visitors' Home Location



## Visits to Attractions

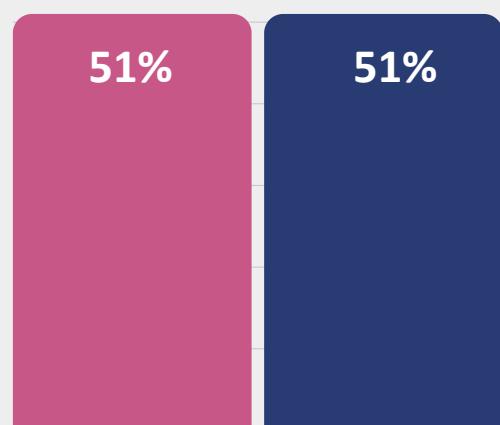


### Visitor Attraction Attendance Q3 2025

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

### 2024 - Q3



Total bednights



Of total bednights in commercial accommodation



Average length of stay



Visitors came from areas of the South East including London

### 2025 - Q3



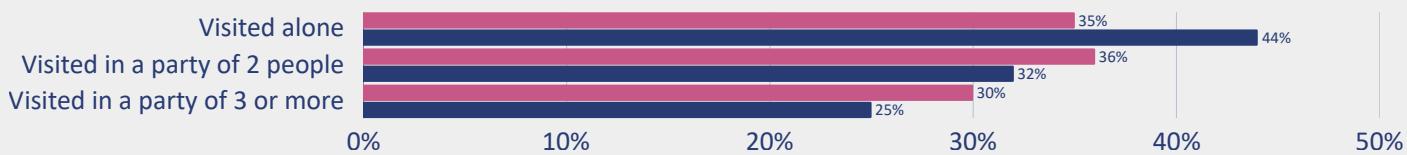
## Group Sizes and Composition

**Q3**

**Group Composition**

● 2024

● 2025



**Group Size**



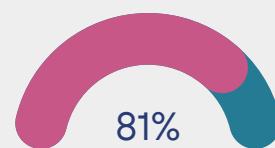
average group size 2.84 people Q3 2025



average group size 2.77 people Q3 2024

**Adult Only Groups**

**2024**



**2025**

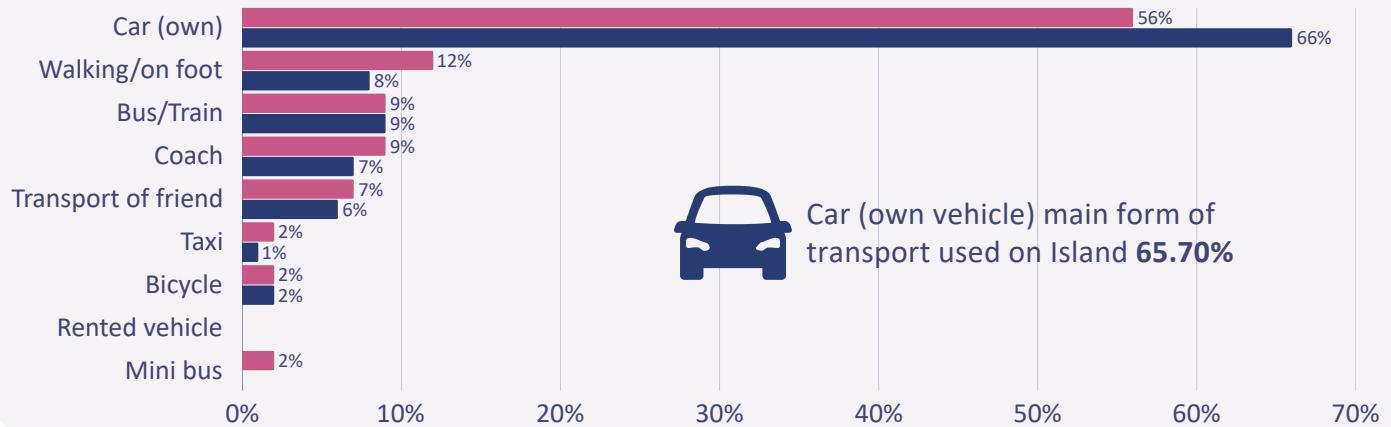




## Mode of Transport

Q3 ● 2024

● 2025



## Overnight Visitor Accommodation



29% of all overnight visitors stayed in a hotel, guest house or B&B compared to 39% of holidaymakers



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



37% of all overnight visitors stayed in the home of a friend/relative or a second home compared to 9% of holidaymakers



2% of all overnight visitors stayed on board a boat, sailing club compared to 3% of holidaymakers



30% of all overnight visitors stayed in a rented cottage, static caravan or chalet compared to 39% of holidaymakers

## Total Visitor Spend

**£264.73**

**2024**

Overnight visitor avg. spend per trip 

**£229.88**

**2025**

Overnight visitor avg. spend per trip 

**£33.87**

**2024**

Day visitor avg. spend per trip 

**£26.48**

**2025**

Day visitor avg. spend per trip 