

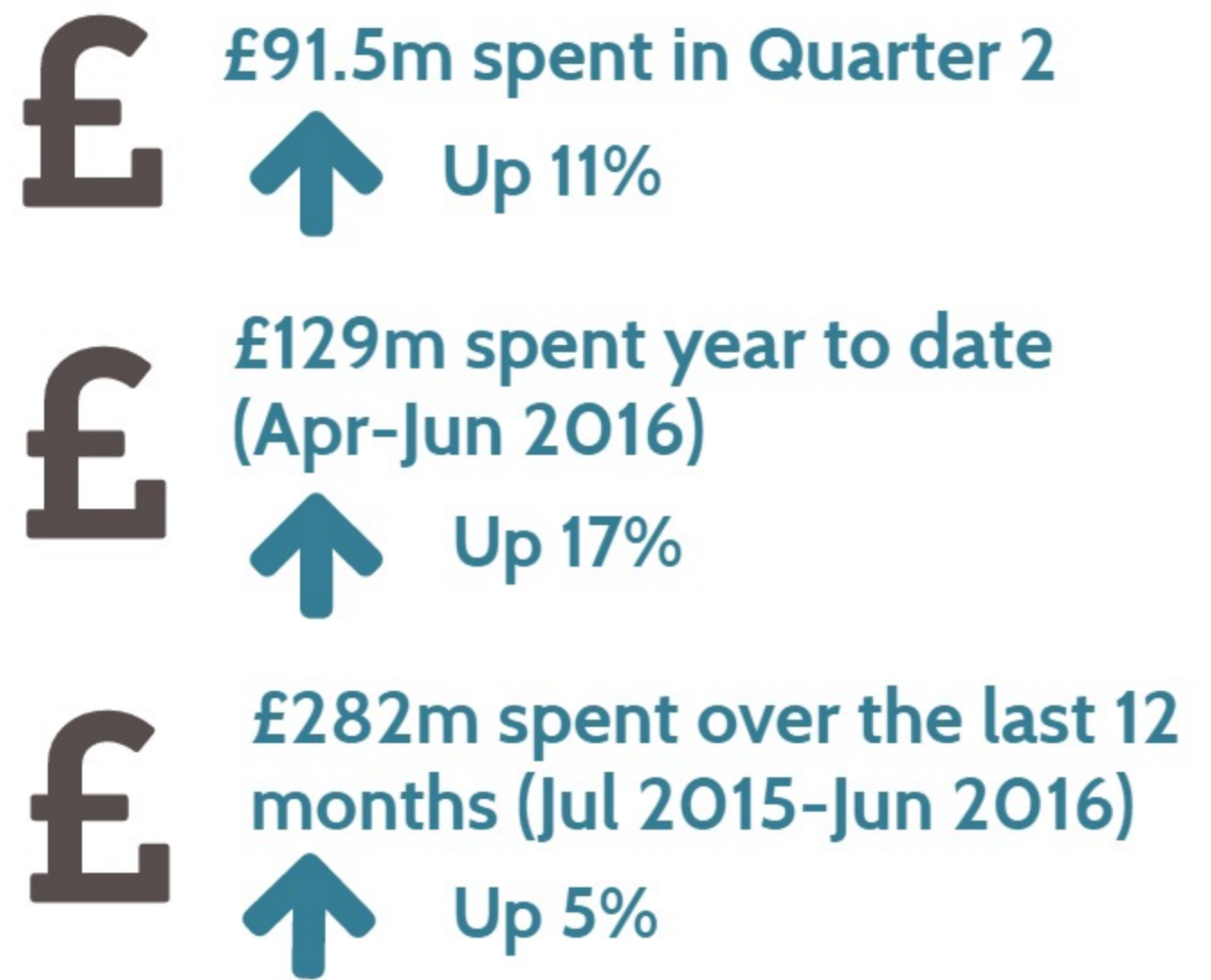
Isle of Wight Visitor Monitor 2016

Results for Quarter 2 (1 Apr to 30 Jun)

Total visitor volume compared to this time last year



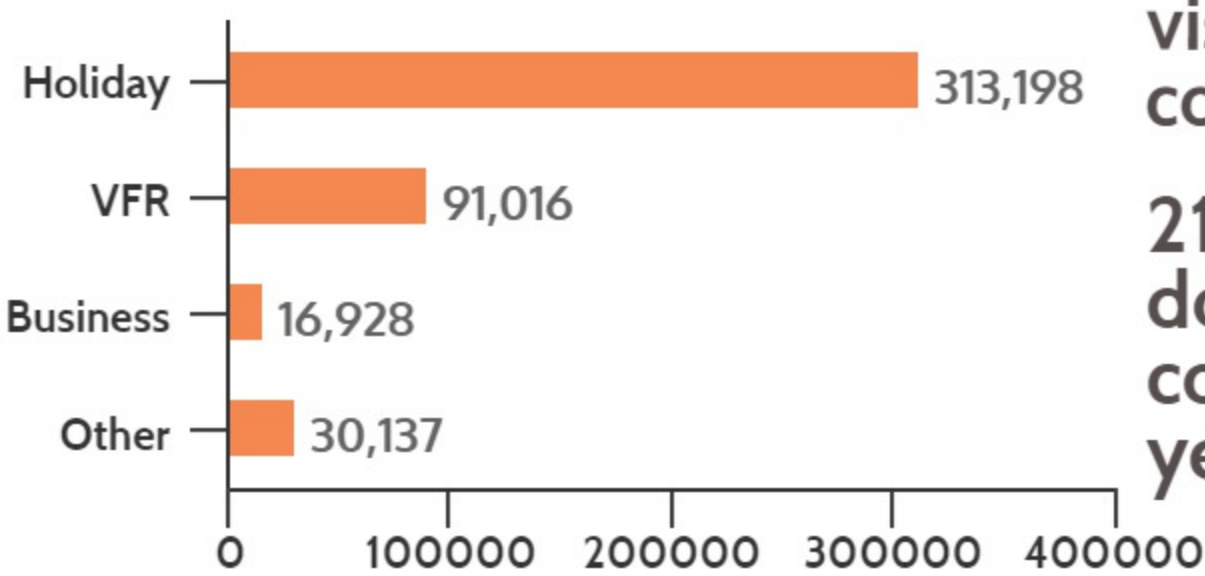
Total visitor spend compared to this time last year



Easter fell in Q1 this year; despite this Q2 only saw a small fall of 1% in visitor volume. Overall, Q2 was strong, with a 11% increase in visitor expenditure

1. With Easter coming early this year, a drop in visitor volume in Q2 compared to 2015 was not unexpected. However, the drop was low at only 1%. The small fall was driven by fewer day trips; the volume of overnight trips was up by 8%.
2. Over the first 6 months of the year, the number of visits to the Island was up by 1% compared to last year, and over the past 12 months the number of visits was up by 6%.
3. Visitor expenditure was strong in Q2; it was 11% higher than the same quarter last year. Visitor expenditure has been strong through all time periods measured; up by 17% over the first 6 months of the year, compared to last year and up by 5% overall for past 12 months.

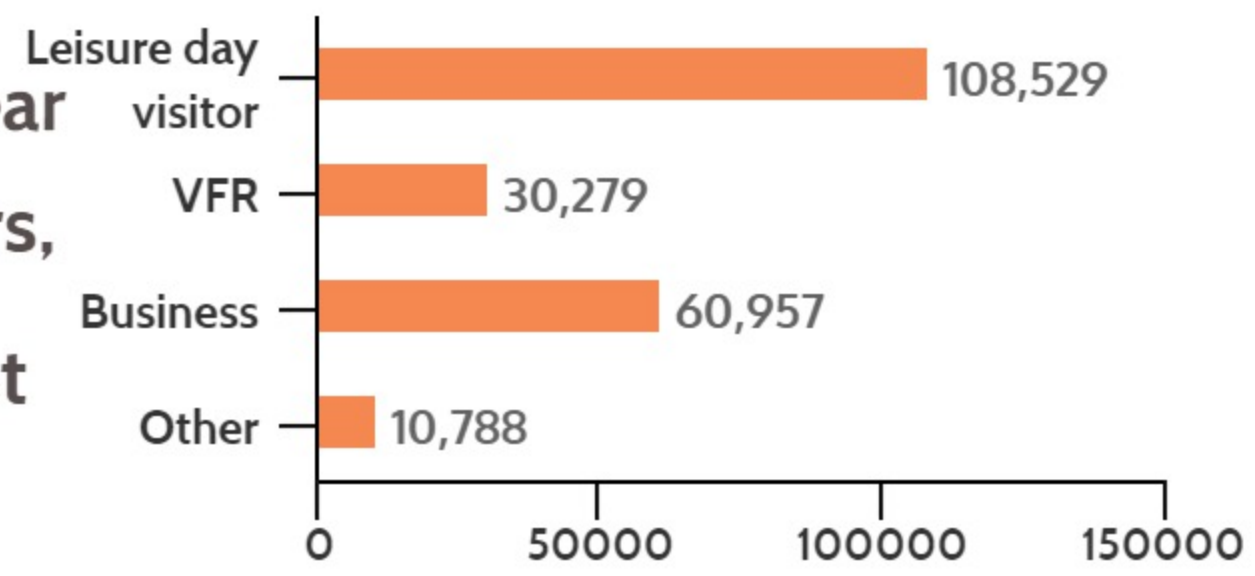
No. of overnight visitors by type (Q2)



451,300 overnight visitors, up by 8% compared Q2 last year

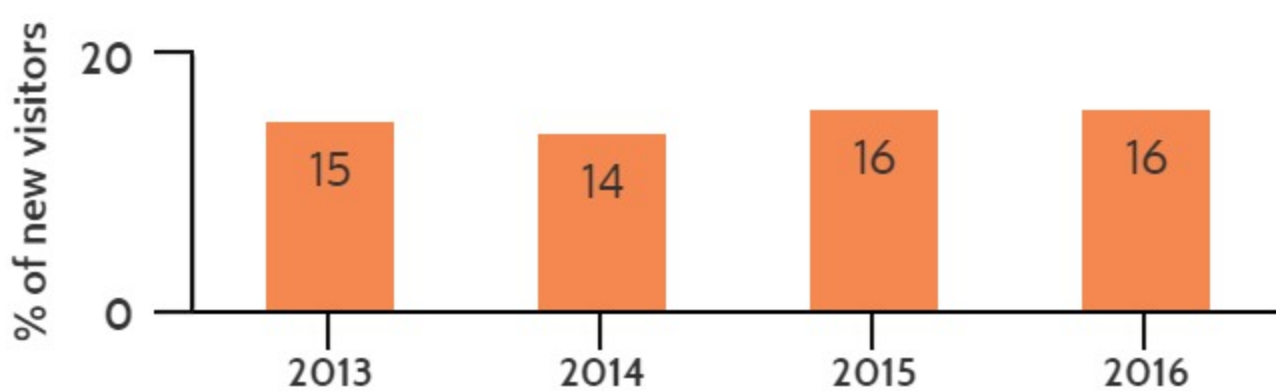
210,500 day visitors, down by 16% compared to Q2 last year

No. of day visitors by type (Q2)



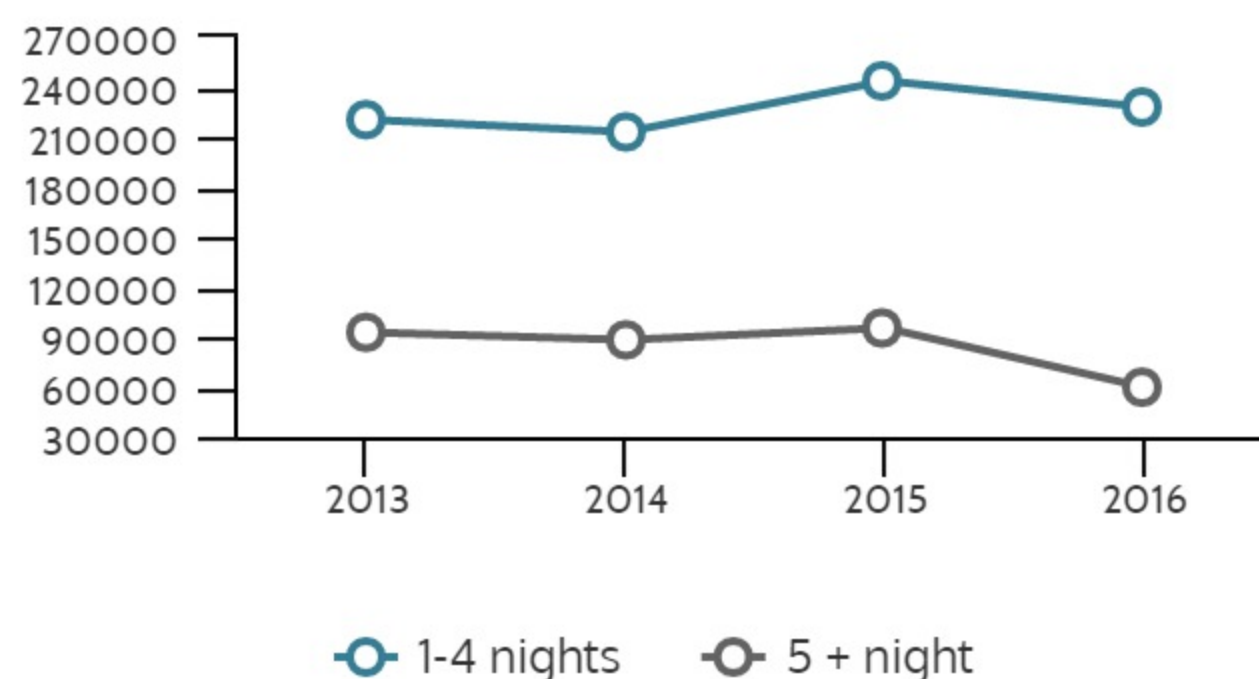
Volume of holiday, overnight VFR and 'other' overnight trip purposes up compared to this time last year; business day trip volume up by 6% but all other day trip types down in volume compared to Q2 last year

% of new visitors Q2 (2013-2016)



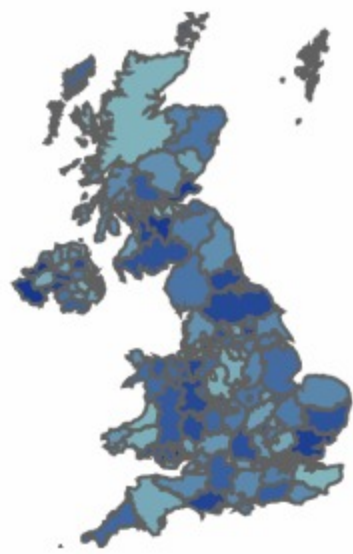
Similar proportion of new visitors in Q2 compared with last year - 94,599 first time visitors

Holiday trips by length Q2 (2013-2016)



1-4 night trips up by 3% in volume and 5+ night trips up by 5% in volume compared to Q2 last year

Visitor profile and trip features: Quarter 2



- 27% from Hampshire
- 8% from London area
- 25% from elsewhere in South East
- 35% from elsewhere in UK
- 5% of visitors from overseas

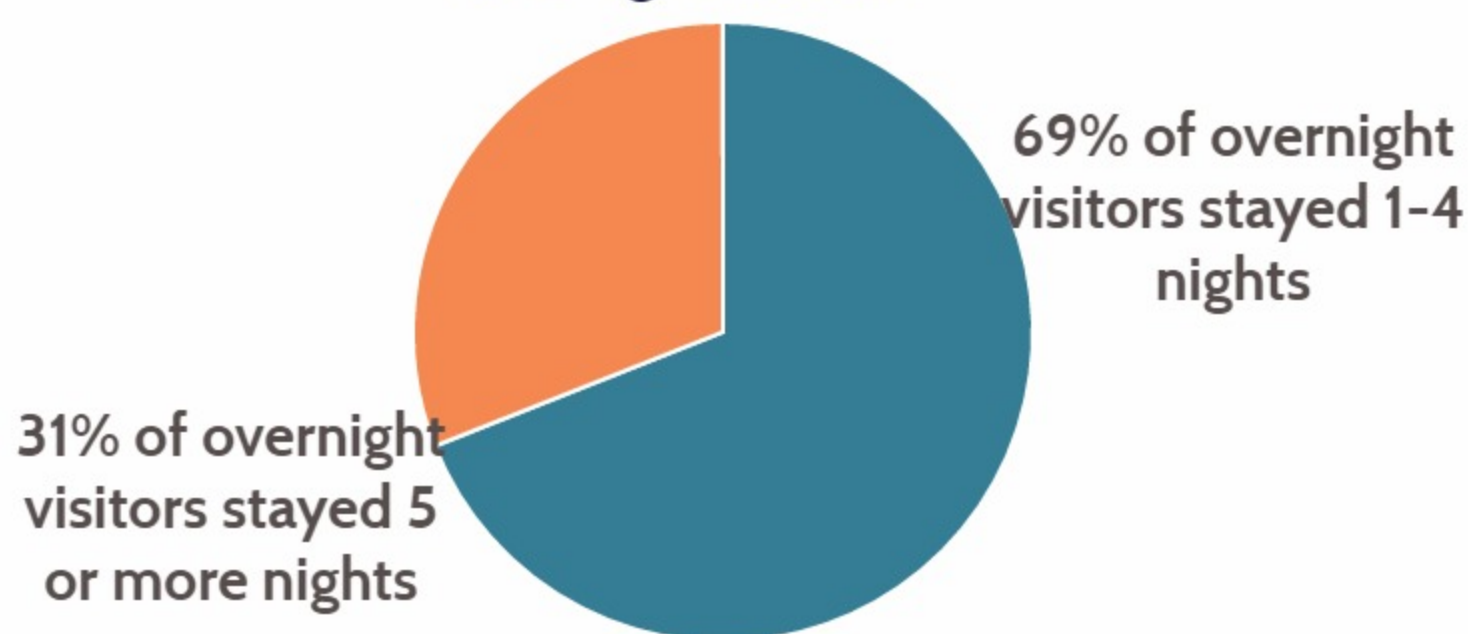


50% visited one or more of the Island's paid for or free visitor attractions during Quarter 2 (up from 47% over the same quarter last year)

1. 69% of overnight visitors spent 1-4 nights on their stay in Q2. This is similar to the proportion seen last year. The average length of stay for all types of overnight trips was 4 nights, slightly shorter than last year (4.3 nights).
2. The Island's formal visitor attractions (e.g. museums and theme parks) was visited by half of all leisure visitors; slightly higher than the proportion visiting for the same period last year (47%).
3. 73% of total bednights involved staying in paid for accommodation.
4. The vast majority of visitor groups were made up of adults only. The average group size was 2.7 people (similar to last year).
5. On average, a day visitor spent £20.48 on their trip during Q2 and an overnight visitor spent £193.11 (per person per trip).

Average length of stay of 4 nights Total bednights on the Island during Q2 - 1,793,700

Distribution of short and longer trips among overnight visitors



Accommodation used by overnight visitors



35% of all overnight visitors stayed in a hotel, guest house or B&B compared to 41% of holiday makers



29% of all overnight visitors stayed in the home of a friend/relative or a second home compared to 10% of holiday makers



25% of all overnight visitors stayed in rented cottage, static caravan or chalet compared to 33% of holiday makers



8% of all overnight visitors camped or travelled in a touring caravan compared to 11% of holiday makers



2% of all visitors stayed on boats

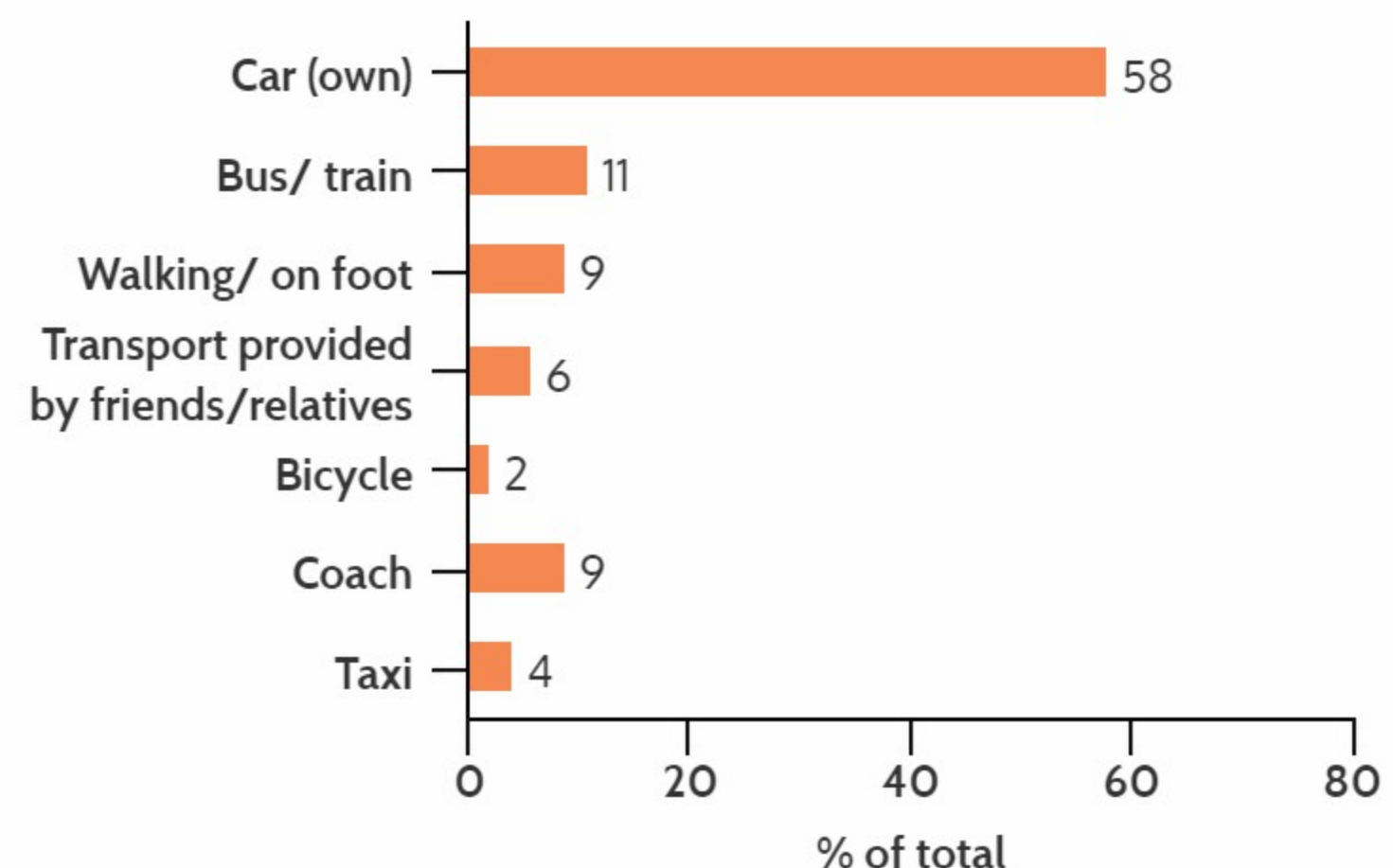
Average group size 2.7 people

83% of visitors are in groups of adults only

- 25% visited alone
- 42% visited in party of 2 people
- 33% visited in party of 3 or more people

Car (own vehicle) main form of transport used on Island (58%)

Main mode of transport used on the Island



Day visitor avg. spend per trip

£ 20.48 per trip

Overnight visitor avg. spend per trip

£ 193.11 per trip