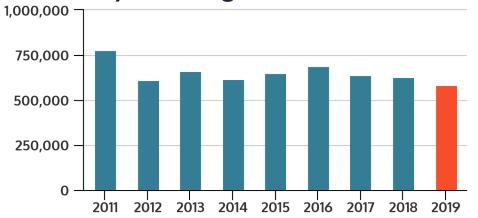
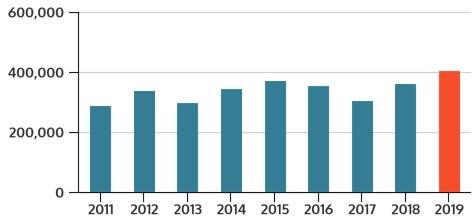
## Isle of Wight Visitor Monitor 2019 Calendar year headline results

## Year on year change in volume of short breaks (1-4 nights)



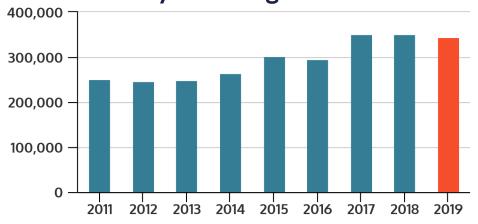
Short breaks of 1-4 nights saw a small decline compared to previous years

## Year on year change in volume of longer holidays (5+nights)



Holidays of 5 nights or more have steadily increased since 2017

## Year on year change in volume of first time visitors



First time visitor volume has remained similar to both 2017 and 2018 levels

2019	visitor
expe	nditure

expenditure	Total visitor spend	Avg. spend per head per trip
Day visitors	£22.1 million	£29.00
Overnight visitors	£253.7 million	£181.13
All visitors	£275.8 million	£127.50