



Liskeard Information Centre

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VISIT LISKEARD
FOR THE EXPLORER IN YOU

Update since 6th March 2024

Visitor Statistics

I attach our end of year statistics. As you can see it was an up and down year but overall visitor numbers were up 10% on the previous year. The table below shows visitor numbers for the past ten years and you can see that it was the best year overall in that time period even though some of the individual months were quite poor, we had a particularly strong winter season.

TIC Visitor Numbers							Covid-19			
	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
April	387	609	508	530	560	667	0	208	631	590
May	625	583	557	735	627	653	0	398	692	518
June	740	773	670	763	694	619	0	633	654	729
July	886	971	825	864	745	691	52	627	680	775
August	923	1001	919	970	764	759	369	818	891	1095
September	671	730	754	791	769	741	586	736	894	1023
October	527	532	592	673	569	638	530	691	722	538
November	263	224	388	389	315	460	80	504	432	453
December	203	155	231	318	274	282	184	288	232	390
January	475	438	400	480	417	472	0	303	327	490
February	509	414	497	407	358	475	0	506	369	569
March	548	378	547	395	449	321	0	554	369	445
Total	6757	6808	6888	7315	6541	6778	1801	6266	6893	7615

Ticket sales were up 26% although commissions were down 11% as more of these tickets were for charities who we don't charge a commission fee. Sale of gifts were up 11% and overall turnover was up 17% which is encouraging given the current financial situation.

We currently have tickets for East Cornwall Bach Choir and will shortly be receiving tickets for Plymouth Symphony Orchestra and will also be selling advance tickets for the Liskeard Show.

Website

We had a dedicated page on the website for Easter events and will shortly be setting up a page for May half term events.

Bus Timetables

The bus timetables changed at the end of March, it took a few weeks (and naming and shaming on Facebook!) but we have now received 3 boxes of new timetables. These are the last of the supply and will have to last us until September so we are rationing what we hand out to people and discouraging tourists from taking copies away so we have a supply for locals who will use them more than once.

Vicky Cutts

30th April 2024