



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Liskeard Information Centre

Foresters Hall, Pike Street, Liskeard, PL14 3JE
Tel 01579 349148, Fax 07092 399866

tourism@liskeard.gov.uk
www.visitliskeard.co.uk

Update since 7th September 2024

Visitor Statistics

As you can see from the attached table it has been a quiet couple of months, September in particular was down massively on visitor numbers compared with the same time last year (although sales were roughly the same). October visitor numbers and spend were slightly up on 2023 levels but not by much considering we were closed for a week last October for filming. As mentioned in my last report, this is not a situation that is unique to ourselves, Malcolm Bell from Visit Cornwall was interviewed last week and said this year was the flattest he has seen in all the time he has been working in tourism.

Conversely ticket sales have been very strong the last couple of months and since April we have already exceeded the total value of ticket sales that we had for the whole of the last financial year and double the amount we had sold this time last year. Most of these were for charity events to whom we don't charge any commission but I always feel it is good publicity for us as people who come in to buy tickets may not have been aware of the Tourist Information Centre or museum previously and may come back again.

Visit Liskeard Website

We have had dedicated pages on the website for half term events and fireworks displays in the area, we are currently putting together a page for Christmas craft fairs which are starting very soon. We also have a page for Liskeard Lights Up (see below) and will be doing a page for other Christmas events in town in the next couple of weeks.

Other Jobs

My main focus for the past couple of months has been Liskeard Lights Up, I designed the leaflet from scratch and have also been working on the corresponding webpage, a page about accessibility and have also written a social media plan which will be rolled out over the next few weeks in the lead up to the event.

Claire has taken on the task of reviewing the countryside walks with the aim of getting updated leaflets printed before the spring. She will also be looking at the Your Liskeard calendar of clubs and societies in the town, all of them need to be contacted and their information updated for next year which is a huge undertaking.

Opening Dates

The museum is opening for a few hours on the evening of 30th November for Liskeard Lights Up and we will also be staffing the TIC in case anyone wants to buy anything from the shop.

The museum manager and I have agreed that we will close for Christmas on Saturday 21st December and will reopen on Monday 6th January in line with the school holidays.

Vicky Cutts

7th September 2024