



**VISIT LISKEARD**  
FOR THE EXPLORER IN YOU

# Liskeard Information Centre

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Update since 30<sup>th</sup> April 2024

## Visitor Statistics

I attach our updated visitor and sales statistics. As you can see we again had a drop in visitors from April to May as we did last year and June visitors have been pretty low, they also weren't spending much. However, over visitor numbers and sales are on course for the year, we are a quarter of the way through the financial year and visitor numbers are at 24% and gift sales and profits are at 25% compared to last year's totals.

## Website Analytics

In June I met with Lisa Townsend, a social media expert, who is part of the Culture Collective in Liskeard – a group of different event organisers (the Museum, Library, Liskerrett etc) who are aiming to better coordinate their events and I will be joining them at their next meeting. Ahead of that Lisa helped me look at improving our analytics and statistics as they will be useful to the group but also better understand our customers and how best to communicate with them.

It has already highlighted some interesting facts, here are a few:

- Most people using the website are from London (almost double the amount from Liskeard) but for Facebook they are overwhelmingly local (46% from Liskeard, 5% from Plymouth, 3% from Looe, 2% from Callington and 2% from Saltash)
- Most popular pages on the website are for the TIC, things to do in the area and walks, this doesn't really change month to month although the Easter events page was the 3<sup>rd</sup> most popular page in March. This seems to suggest that most people use the website for research ahead of a trip to the area.
- There was a sudden spike of several hundred German people visiting the website on May 19<sup>th</sup> no idea why – maybe something in the news or on the TV there that day?
- On Facebook the most popular posts each month are the events round ups (although in April a post about bus timetables beat all other posts).

In the last month we have also started keeping a tally of where visitors to the TIC and museum are from:

- 21% from Liskeard
- 19% from the local area
- 47% UK tourists
- 13% overseas tourists

It will be interesting to see how this varies throughout the year.

## **Liskeard Walks Leaflets**

We are getting to the end of our supply of the 5 Liskeard Countryside Walks leaflets. The original print run was back in 2010. They are a popular leaflet and I think it would be worth doing a reprint, I attach some quotes from local printers.

The walks will need to be reviewed before a reprint as we have had reports over the years of errors in them. 3 staff members have volunteered to check the routes and we have also made contact with some local walking groups to get feedback from them. I don't anticipate being able to put much time in to rewriting the leaflets until after the summer holidays so if anyone else would like to do the walks in the meantime that would be appreciated, leaflets can be picked up from the TIC or downloaded from our website.

## **Twitter**

We have lost the TIC Twitter account. I am not sure if the account was hacked but it started with asking for 2 factor authentication which we never set up, it took a lot of back and forth but I did manage to regain access and change the password but then a couple of days later got the message that our account didn't exist when I entered our email address. The account is still there and there don't seem to be any new posts on it but I can't work out how to get it back.

I have set up a new account but don't know if it is worth persevering with it, engagements had dwindled to almost nothing on there even though we had over 1,000 followers and it will take a very long time to regain those numbers on a new account. We will continue with Facebook posts as they seem to reach many more people.

Having talked to a couple of people who use social media a lot we have now set up an Instagram account and will be posting regularly on there, however, it will take time to accrue followers to the level that the Twitter account had.

**Vicky Cutts**

3<sup>rd</sup> July 2024