



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 3rd July 2024

Visitor Statistics

I attach our updated visitor and sales statistics. As you can see the number of visitors in July were about the same as last year, August visitors were quite a bit lower than the same time last year but it is worth noting that 2023 August visitor numbers were particularly high (the most monthly visitors in the last 10 years) so I would say that was the anomaly rather than this year. Similarly takings in August were also down a lot compared with 2023 but were at a similar level to 2022.

This is not a problem unique to ourselves, there has been a lot in the media in the last few weeks about what a poor summer season this has been for visitors not just to Cornwall but to all traditional holiday spots around the UK and also that the cost of living crisis has meant that those visitors who have come are being a lot more careful with their spending and cutting down on things like eating out and buying souvenirs.

Ticket sales have also been good in the last couple of months with healthy sales for the Woolly Workshops, the Liskeard Show and the recent production of Oliver!, all of which we are making a small commission on.

Visit Liskeard Website

As usual, we collated all the family summer events together and created a page on our website so people could find them easily, we also created a poster showing all the free and cheap events over the summer to help families who are struggling financially, this was linked on our website, posted on social media, emailed to members of our mailing list and printed out and displayed both on the outside notice board and the one in the foyer.

We have also created a page for Liskeard Unlocked with links to all the individual events, we have been handling the bookings for the guided walks, Brian's talk and the Taste of Ukraine event all of which are proving very popular and I also put together a social media plan with around 50 individual posts that I have scheduled to go out on both the Town Council's Facebook and X (Twitter) feeds to promote the event.

Your Liskeard Website

We recently received a complaint about the 'people' page on the Your Liskeard website being very out of date. The page has portraits of shopkeepers of the town taken back in 2014 and the vast majority of them have since moved on (and in some cases passed away) and the complainant felt this gave a very poor impression of the town. I know the page was discussed a few years ago and the wording at the top was changed to make it clear that it was a snapshot from 2014 but maybe it should be discussed again whether it is still relevant nearly a decade later?

Vicky Cutts

7th September 2024