



Liskeard Information Centre

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Update since 20th December 2019

Visitor Statistics

As you can see from the attached figures, visitor numbers and spend were good in January and February compared with 2019 and we are on track to do better overall by the end of this financial year.

Visit Cornwall Summit

Louisa and I attended the annual Visit Cornwall Summit in January, as always it proved a very useful day. Here is summary:

Visit Cornwall Update

- Website doing well – the number 1 tourism website with 4.2m visitors and 10m page views
- Having focussed more on digital media in the last few years they are now returning to working with the travel trade and organised groups – the groups are now much smaller and more exclusive than they were previously
- Attending several consumer shows including Camping and Caravan Show, Countryfile Live and the British Travel Show

Visit Cornwall – Cornwall Tourism 2040 report

- Growth in Cornwall tourism in the next 10 years predicted to be 800,000 more stays per year, 2.5 million additional day trips and an increase in annual spend of £750 million
- Want to keep Cornwall special, parts of Cornwall are almost at capacity in peak weeks so need to spread demand throughout the year. Focus on sustainability, accessibility and inclusiveness.
- Ageing population – need to adapt to cater for them, focus on needs of visitors with dementia/autism
- Climate change and carbon reduction vital – all attractions, accommodation, restaurants etc need to install electric car charging points – several, not just a single space

Visit Cornwall Marketing

- Make Cornwall an aspirational destination, promote the Cornwall brand via media, film and TV exposure, promote 'experiences'
- Seasonal campaigns. Spring – dogs love Cornwall, wild Cornwall. Summer – family holidays. Autumn – food and culture. Winter – a different side to Cornwall.
- Overseas marketing targeting USA, Germany, Netherlands (new Newquay-Amsterdam flights) and Australia (Connections project – family history)

Stephen Darke from the Department of Digital, Culture, Media and Sport talked about the government's priorities for the tourism sector

- Most government spending is on marketing via Visit England/Visit Britain and the Discover England Fund which is promoting bookable products – local projects through the fund are Cornwall & Devon, Mayflower 400, England's Originals (historic cities) and Connections (focus on US visitors)
- Current priorities are the Tourism Sector Deal and Brexit
 - Tourism Sector Deal is working with the tourism industry, finding out what they want the government to do for them rather than being dictated to
 - Ensuring we have the workforce and infrastructure to cope with the predicted 9 million additional visitors to the UK in the future
 - Improving skills of tourism workers through apprenticeships, in work training and new T Level qualifications
 - Ensure we have enough bedspaces available – need additional 130k rooms by 2025
 - Pilot up to five new 'tourism zones' – want local areas to analyse their product and produce a plan which they can then submit to the government who will support the most viable bids
 - Understand and cater for visitors of the future by analysing data from Visit Britain
 - Make the UK more accessible – we are currently no. 3 in Europe, we should be no. 1
 - Brexit won't make any difference until the end of the year
 - Key themes they are focussing on are sustainability and the levelling up agenda (bringing growth and jobs to all areas of the country)

Will Higham from Next Big Thing Consulting gave an interesting talk about predicted future consumer behaviour and its impact on tourism

- Many aspects of modern life are quite negative – politics becoming more polarised, economic downturn, worry about the environment etc meaning many people are distrustful, disconnected and disorientated
- In order to counteract this we need to offer control, comfort and community
 - Control – things like virtual reality and augmented reality are becoming more popular. People want to be able to customise their experience to suit their own needs, they also want the booking experience to be as smooth as possible.
 - Comfort – the journey is as important as the destination. People are looking for convenience, entertainment, tranquillity, security, tradition, relaxation, a digital detox. There has been an increase in 'kidulting' – adults playing with Lego or going to soft play etc.
 - Community – people are increasingly looking for ethical companies, particularly those that support their local community. Increase in multi-generational holidays and 'family' (friends being integrated into family life). Visitors appreciate being made to feel part of the experience – offer behind the scenes access, invitations to special events etc.

There was also a presentation by Bodmin Jail about their major redevelopment – the 70 bed boutique hotel will be open by the end of the year. Their new attraction is opening in May and will be a world class immersive attraction which they are hoping will attract 200,000+

visitors per year. It will have 15 themed rooms taking visitors on a journey through local mining, wrecking, Old Bodmin, the Assize courts and more via state of the art audio visuals.

There were a number of pdfs accompanying the presentations, and these can be provided digitally to any Councillor requiring further information on the topics covered at the summit.

Dementia Friends Training

Last week I, along with several other staff members, attended the Dementia Friends session. It was a really useful insight to the causes and effects of the condition and how to offer appropriate help when required. It will be really helpful in dealing with our visitors.

Annual Stock Take

We will be closed on Wednesday 25th March for our annual stock take. As of the end of February the stock we are holding is:

- TIC – cost to us £2,515, value when sold £5,750, profit (after VAT where applicable) £2,370.
- Museum – cost to us £1,140, value when sold £2,100, profit (after VAT where applicable) £765.

From April the TIC and Museum stock will be merged as agreed.

Vicky Cutts

2nd March 2020