



**VISIT LISKEARD**  
FOR THE EXPLORER IN YOU

# Liskeard Information Centre

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Update since 26<sup>th</sup> February 2019

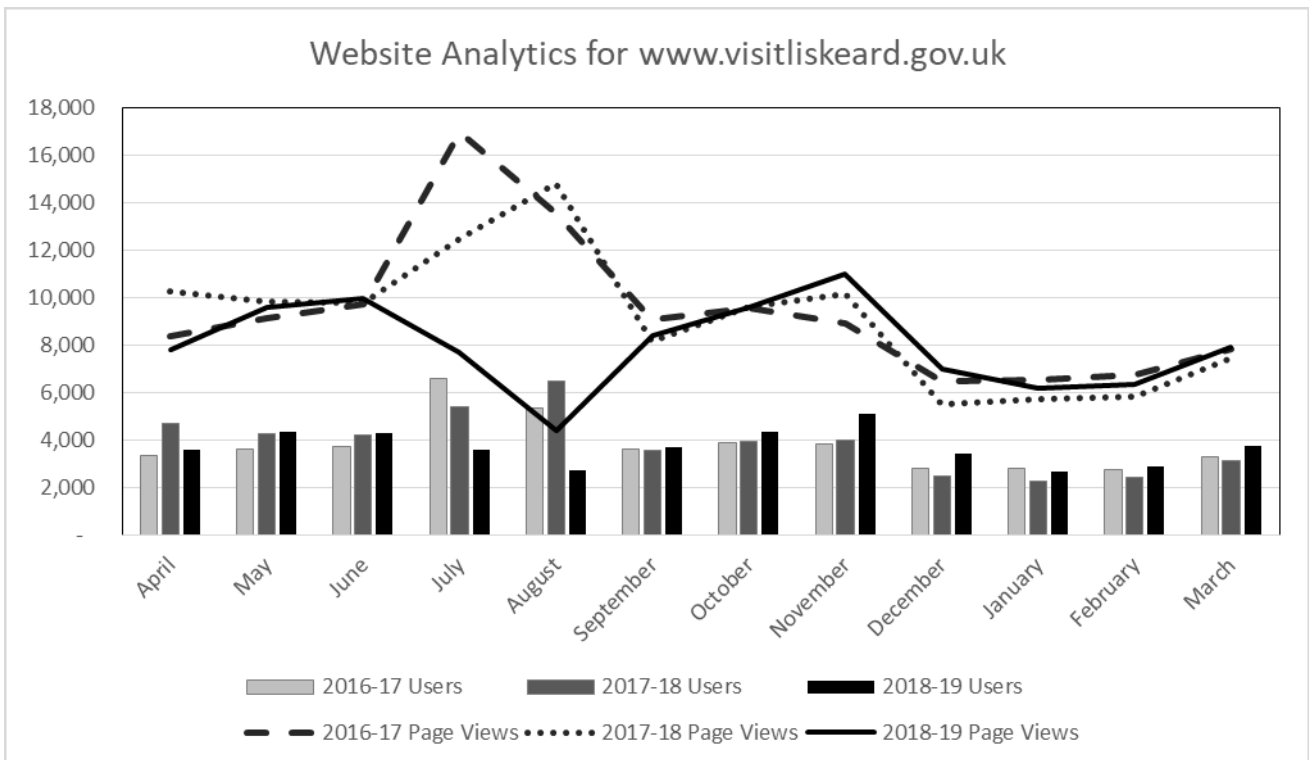
## End of Year Statistics

As you can see from the attached table numbers were down across the board in the last year compared to the year before. Visitor numbers were down 11% and profit was down 24%. The biggest drop in visitor numbers was during the summer when we had the heatwave and most of the visitors were heading to the beach and bypassing the town altogether, this has had a knock on effect on gift sales. Our ticket sales have been impacted by several large events not taking place this year including Culdrose Airday and Looe Music Festival for which we usually sell a good amount of tickets.

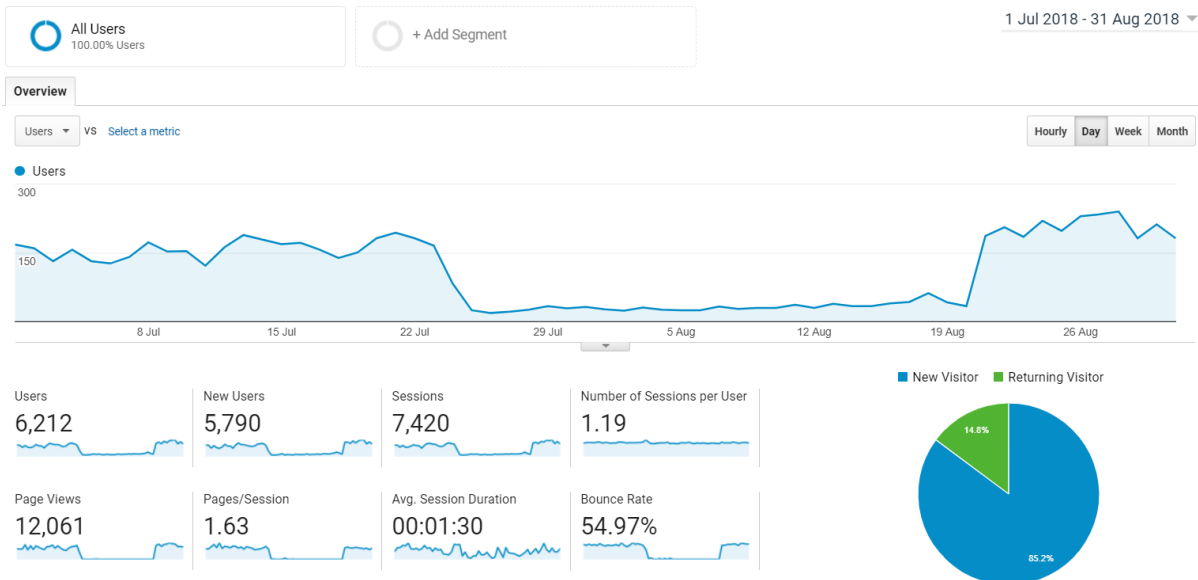
## Analytics

Here are the latest analytics of visitors to the Visit Liskeard website.

Users	April	May	June	July	August	September	October	November	December	January	February	March	Total
2016-17 Users	3,336	3,611	3,708	6,584	5,339	3,626	3,878	3,806	2,813	2,815	2,738	3,298	<b>45,552</b>
2017-18 Users	4,672	4,278	4,231	5,374	6,464	3,541	3,911	3,982	2,457	2,268	2,432	3,118	<b>46,728</b>
2018-19 Users	3,598	4,353	4,279	3,580	2,736	3,701	4,318	5,117	3,398	2,648	2,875	3,766	<b>44,369</b>



I am sure you will notice the sudden drop for a period last summer, the monthly graph looks like this



I contacted Voice Group to see what the issue was and received this response:

As we moved the servers for the sites to new hosting, we put HTTPS in place on the sites. This clashed in some way with Analytics, and meant that limited tracking was going on. As soon as we noticed it we went in and sorted it out, but unfortunately it did mean that Analytics was restricted during those few weeks. However, important to note there was no issue with the sites at all, just with how Analytics was tracking. So it would be safe to assume an average number of visitors for that period, and then ignore what Analytics is showing.

The most popular pages on the website are the events pages which we work hard to promote, it is interesting that our Man Engine page makes the top 10 this year, presumably due to people Googling for information on his tour last summer:

1. What's on calendar
2. Essential info
3. Fireworks displays
4. Liskeard Cornish Christmas
5. October half term events
6. Christmas in Liskeard
7. Christmas fayres
8. Summer events
9. The Man Engine
10. 3 Bags Full woolly market

### Shoplifting Awareness

Tina and I attended the shoplifting awareness session run by the local police, we found it a really useful evening. The gentleman running it had previously been in to the museum and had given us some specific advice on changes we can make to improve security in the building which the Museum Co-Ordinator will have briefed you on.

**Vicky Cutts**

1<sup>st</sup> May 2019