



**VISIT LISKEARD**  
FOR THE EXPLORER IN YOU

# Liskeard Information Centre

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[www.visitliskeard.co.uk](http://www.visitliskeard.co.uk)

Update since 21<sup>st</sup> December 2018

## Visitor Numbers

As you can see from the attached figures visitor numbers were down slightly in January and February, as was visitor spend.

## Giving and Living Show

Tina and I attended the Giving and Living Show in Exeter in January, it was a very useful day and we have sourced some new suppliers for the gift shop.

## Visit Cornwall Summit

On 29<sup>th</sup> January I attended the Visit Cornwall Tourism Summit in Newquay. It was an extremely interesting day and I took many pages of notes – here is a summary of the main points:

### Visit Cornwall

- Increasing spend on printed material – come to the conclusion that people like to have printed leaflets etc, no matter how good the website / social media are
- Group travel is increasing but it is no longer large coaches looking for budget accommodation, now small groups looking for a quality experience
- Focus on out of season opportunities and move quickly on them – eg recent dolphin sightings are ideal for drawing low season visitors
- Growing affluence in the South West and improved A30 means more day visitors from Exeter area
- Many areas already at capacity in summer months – gridlocked lanes near Porthcurno last summer. We have 300+ beaches, need to encourage visitors to spread out
- Crackdown on holidays in school term time has damaged May/June visitor numbers
- We have an ageing population – accommodation may need to adapt to suit them eg dementia care in hotels? However, many older people are staying active as they age (age agnostic) – they behave and want to be treated younger
- Increase in eco-friendly, guilt free tourism, Cornwall is leading the way on plastic free campaign. Return to basics, people willing to pay more for quality unique accommodation like they pay more for artisan food. 'JOMO' – the joy of missing out ie getting away from screens and immersing in nature. Well-being and mindfulness a growing trend – spas for the mind as well as the body
- Don't try and follow every trend, focus on the ones that suit your business

Visit England gave a talk about their business facing website offering support to tourism businesses. They also talked about accessible tourism including tips on visitors with autism, I passed this information on to Karen at the museum.

Bernard Donaghue from the Association of Leading Visitor Attractions gave a great talk about the key lessons large attractions have learned from research over the past 6 years. I summarised this and, again, passed it on to Karen at the museum. He also made an educated guess about the possible effects of Brexit on the tourism industry.

- Weaker pound would make it more attractive for foreign visitors but EU visitors are concerned that access may become more difficult – will identity cards still be accepted instead of passports? May be problems with pet passports.
- Weaker pound will make going abroad more expensive for Brits so we may see an increase in staycations – leisure spending is the last thing we cut back on in recession
- Industry are worried about being able to recruit and retain skilled staff – foreign nationals are a huge percentage of hospitality workers, especially in London. UK workers don't have the language skills

There was a presentation on the Discover England Fund – Visit England spending £40million to deliver world class English products to a targeted market – local projects include

- Mayflower 400
- Seafood Coast
- England's Great South West Peninsula – Visit Cornwall, Devon, Somerset and Dorset are working together to promote a tour around the whole coastline of their counties – which includes
  - 2 national parks
  - 700+ miles of coast
  - 20 areas of outstanding natural beauty
  - 160+ castles, gardens and houses
  - 500+ beaches
- Aimed at the US market, targeting small independent groups looking for high quality accommodation, food and experiences
- [www.englandsgreatsouthwest.com](http://www.englandsgreatsouthwest.com)

The RNLI and Coast Safe project gave a talk about keeping safe in the water – there were 18 coast related deaths in Cornwall in 2017

Simon Bradley talked about the US market and what they are looking for, how we can target them

- Poldark, Doc Martin and Jamie Oliver have raised the profile of Cornwall in the US but they won't just visit our area
- Generally their time is limited (they only get 10 days annual leave when first starting work) so want a package including some time in London – packages including the sleeper train to Cornwall have been very popular, average stay 4 nights
- Most popular time for US visitors is April to June, and average spend is higher than other international visitors – ideal out of season visitors to target
- Need to focus on the distinctiveness of the area, food, gardens etc – give them a reason to travel otherwise they will stay close to London
- Quality is a concern – they want 4-5 star hotels, is there enough supply in Cornwall?

### **Annual Stock Take**

We will be closed on Wednesday 27<sup>th</sup> March for our annual stock take. As of today the stock we are holding is:

- TIC – cost to us £3,256, value when sold £7,220, profit (after VAT where applicable) £2,940.
- Museum – cost to us £1,416, value when sold £2,714, profit (after VAT where applicable) £1,010.

**Vicky Cutts**

26<sup>th</sup> February 2019