



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Liskeard Information Centre

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Update since 6th November 2024

Visitor Statistics

I attach our updated visitor and sales statistics to date. Visitor numbers were really strong in November, helped massively by a really busy day for Liskeard Lights Up. The number of families doing the family trail in the morning was up by 70% on the year before with 137 people visiting compared with 80 last year. The evening opening was also hugely popular with over 100 more people through the door to enjoy the choir in the museum.

With a few days remaining in December, visitor numbers this month were at a similar level to 2 years ago (they are down on last year but in 2023 Lights Up was held on 9th December). Sales in November were a similar level to last year, December sales are currently down a bit on last year which isn't surprising as it feels like many people are struggling and cutting back on their spending.

Ticket sales in November were strong with the Plymouth Symphony Orchestra concert selling out again. We are currently selling tickets for Will Keating in January and Johnny Cowling in March.

Visit Liskeard Website

We have had dedicated pages on the website for Liskeard Lights Up, including a page dedicated to accessibility for the events, and one focussing other Christmas events in town in December.

Other Jobs

November was very busy in the lead up to Liskeard Lights Up with much of my time taken up with the social media campaign which had more than 25 individual posts each of which had to be written, pictures sourced and then scheduled which is a time consuming job but one which hugely benefits the outcome of the event.

Claire has been working on contacting all local groups to ensure that the clubs/societies calendar is fully updated in the New Year.

Opening Dates

As previously noted, we will close for Christmas on Saturday 21st December and will reopen on Monday 6th January in line with the school holidays.

Vicky Cutts

18th December 2024