



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 2nd March 2020

End of Year Statistics

As you can see from the attached figures, visitor numbers and spend were up overall for financial year 2019-20 compared with the year before. When lockdown hit we had a couple of cancelled concerts for which we had to issue refunds which is why ticket sales for March show a negative figure, even so overall ticket sales for the year were up 27%

In March we would normally be doing membership renewals but, after discussion with the Deputy Town Clerk, it was agreed it would be best to defer these until the autumn since our accommodation providers had just had all their bookings cancelled and were having to issue refunds, as well as facing an uncertain few months.

Since we reopened we have found it very quiet – visitor numbers and spend are more in line with what we would usually expect in the winter season, not during the summer (we do need to take into account that we are currently closed on Wednesdays).

Lockdown

During lockdown our office was closed from 23rd March until 27th July. During this time I was able to work from home, I took the office phone home with me and could access our computer, email and social media so carried on working as usual, albeit with adjusted hours of 9am-1pm Monday to Friday.

Early on in lockdown I, along with Steve N and Mandy, was answering queries from local people about Covid-19, what was open, how to access help, how to volunteer etc. However, I found these enquiries tailed off quite quickly and from then on I was focussed on social media, helping co-ordinate the virtual VE75 event, keeping our accommodation providers updated with the latest information, compiling information for businesses in the town reopening after lockdown, working on the updated Heritage Trail leaflet, working on the Visit Liskeard, Your Liskeard and Town Council websites, undertaking online training and more.

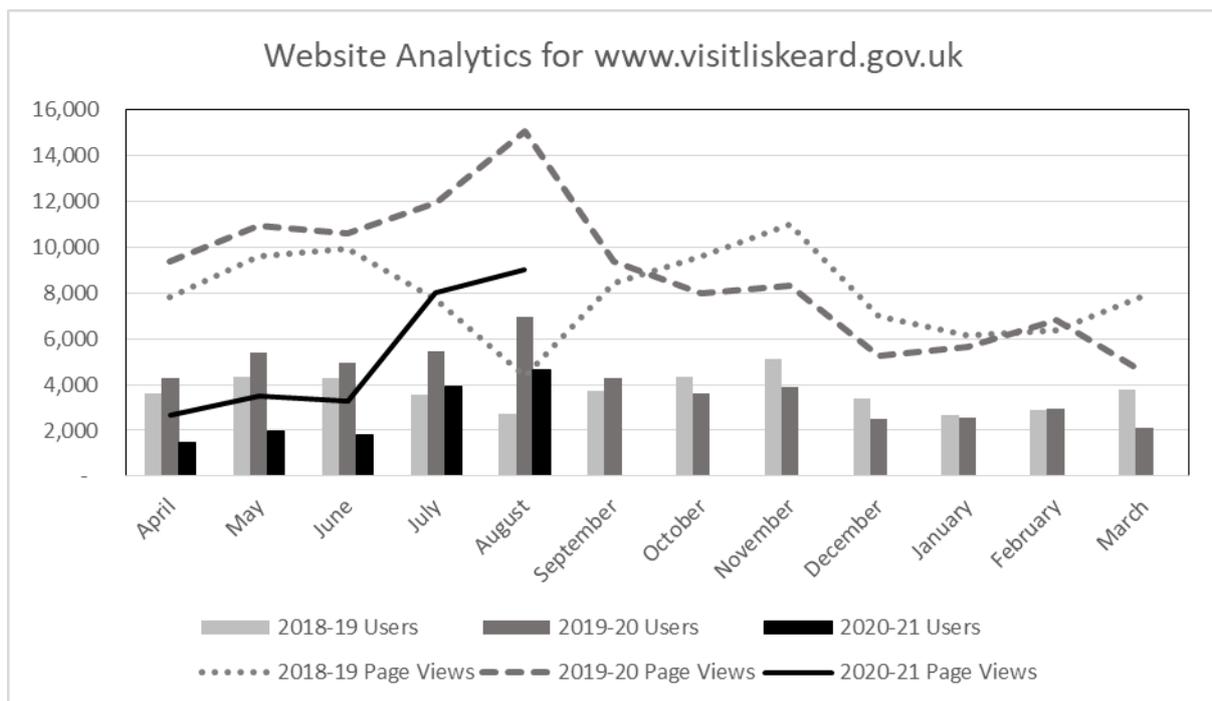
Alan Kingwell Art Exhibition

We were approached by local artist Alan Kingwell with whom we already have a relationship as we sell some of his artwork under a commission only arrangement. Since Stuart House is still closed he wasn't able to hold his planned exhibition there and so asked if we would be able to display some of his art instead. We have cleared an area in the shop and are exhibiting his art for a couple of weeks, hopefully this will encourage more visitors into the TIC and may generate more sales.

Website Analytics

Here are our latest website analytics. Whilst, as expected, there was a drop in website traffic during lockdown it is interesting to see what people were looking for during that time. Whilst the office was closed we had 16,252 page views from 8,201 users. The most popular pages were the general walking page (2,371 views), the page with the town walks on (1,778), things to do (556) and VE Day 75 (537).

Users	April	May	June	July	August	September	October	November	December	January	February	March	Total
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	44,369
2019-20 Users	4,284	5,378	4,923	5,445	6,955	4,295	3,610	3,867	2,491	2,561	2,941	2,109	48,859
2020-21 Users	1,470	1,948	1,812	3,944	4,631								13,805



Vicky Cutts

28th August 2020