



VISIT LISKEARD
FOR THE EXPLORER IN YOU

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Update since 5th November 2025

Visitor Statistics

I've attached the latest visitor statistics for your reference. Visitor numbers in November were significantly lower than the same period last year, but December's figures were broadly in line with those from 2024.

As we are now three-quarters of the way through the year, visitor numbers, gift sales, and profits are all tracking at around 75% of last year's totals, which is encouraging. However, ticket sales have dropped sharply and currently stand at just 7% of the previous year's figure. This is largely due to the cancellation of several events, including the Woolly Workshops, and also Plymouth Symphony Orchestra not holding its usual autumn concert. In addition, other events—such as those by Camp Theatre—have seen much lower ticket sales than in previous years.

As a result, our overall turnover has been affected and is currently at just 35% of last year's total. Most of these tickets are sold on a commission-free basis, which helps explain why overall profits are still on track. However, it would account for some of the drop in visitor numbers.

Website

In the lead-up to Christmas, we created dedicated pages on our website for Liskeard Lights Up and other festive events taking place in the town. Alongside this, we ran a social media campaign with nearly 40 individual posts promoting the events. Each post had to be written, photos sourced, and content scheduled in advance, which took considerable time and planning.

Claire has also been working on gathering updated information for all the local clubs and societies in town, to update the Your Liskeard calendar for 2026.

Training

We have an upcoming fire extinguisher training session, and both Claire and I will also be renewing our First Aid at Work qualification next month.

Vicky Cutts
13th January 2026