



# Liskeard Information Centre

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**VISIT LISKEARD**  
FOR THE EXPLORER IN YOU

Update since 29<sup>th</sup> August 2017

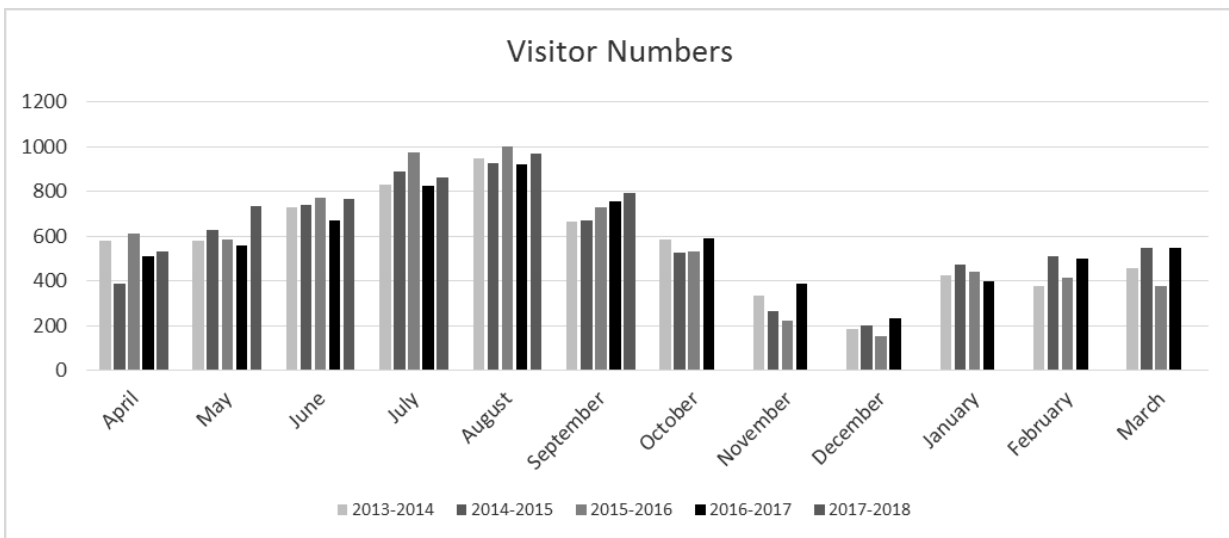
## Visitor Numbers

Visitor numbers for September and October have again been up on 2017, no doubt helped by the increase in visitors to the museum. Profits were also up slightly on the same period last year.

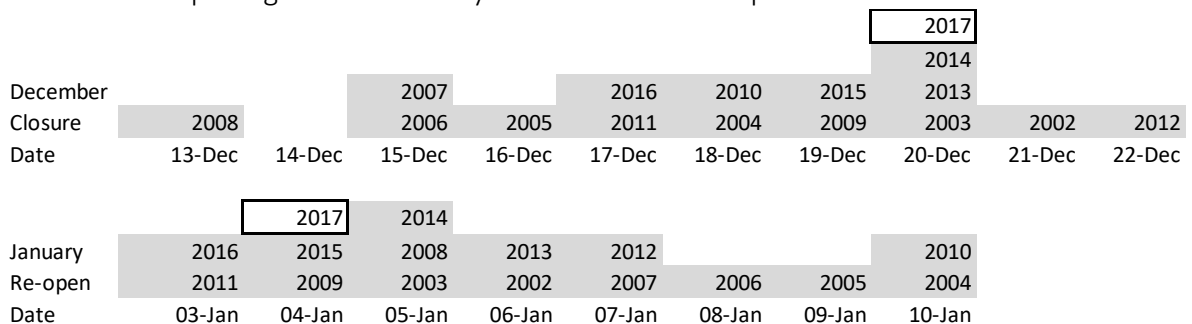
## Christmas Closing

Following discussions with the Chair of the Committee and the Town Clerk it has been agreed that we will close at the end of the day on Wednesday 20<sup>th</sup> December and re-open on Thursday 4<sup>th</sup> January. The key reasons for this decision are:

- December is by far our quietest month, the number of visitors on those extra days is likely to be minimal



- The proposed dates would be among the latest closing date/earliest re-opening date in the 16 years we have been open



- The museum is closed during the winter so there is no additional draw other than the shop itself

## Catalyst Skills Training – Amazing Museum Shops

Back in September Tina and a museum volunteer attended a training course aimed at museum shops. They talked about creating attractive displays, thinking about your target audience, the importance of knowing your sales leaders and calculating your key performance indicators. Average KPIs are different for free and paid entry museums, people tend to spend more if they have paid to enter a museum.

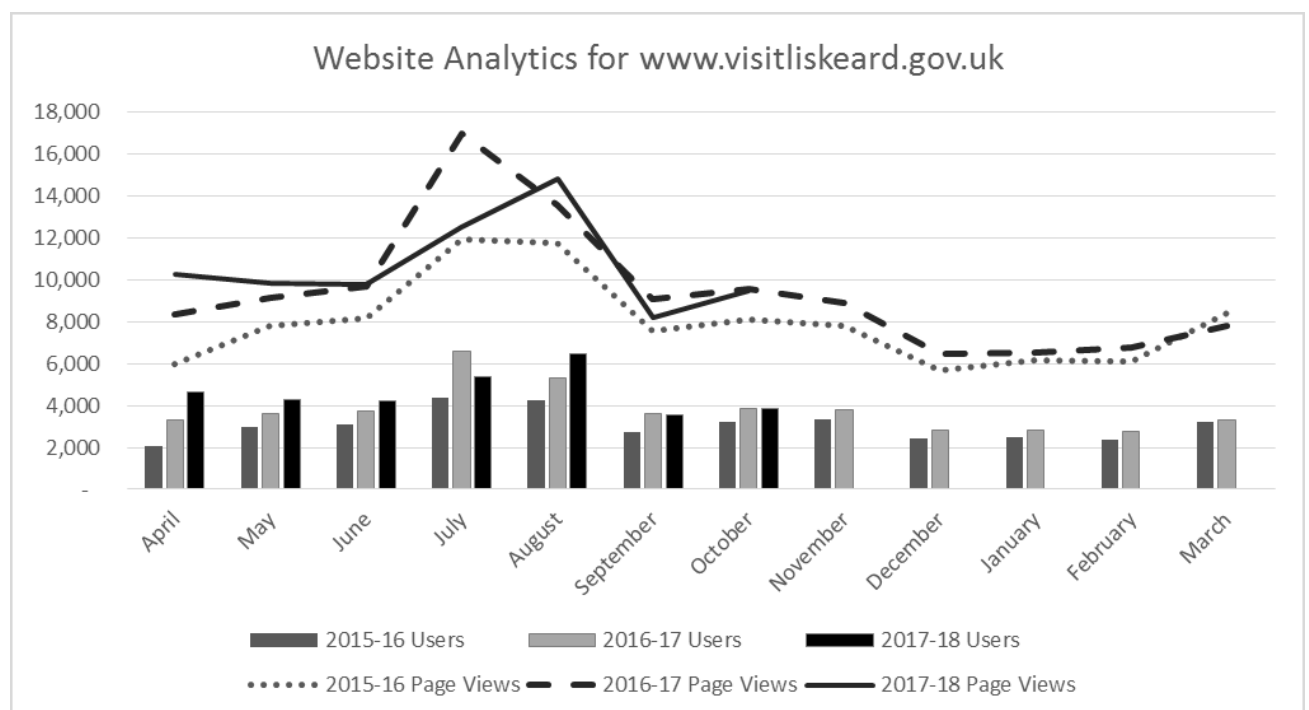
I have calculated our average KPI for the financial year to date for comparison (it should be noted that these figures include ticket sales as it is impossible for us to exclude these sales from our daily till readings, this will skew the figures somewhat).

	Free entry museum	Admission charging museum	Liskeard & District Museum
Spend per visitor	£0.50-£0.75	£1.50-£2.00	£1.80
Average transaction value	£4.00	£10.00-£12.00	£9.96
Conversion rate (percentage of visitors who make a purchase)	12%-15%	25%	18%

## Website Analytics

Here are the latest statistics for the number of people using the website:

Users	April	May	June	July	August	September	October	November	December	January	February	March	Total
2014-15 Users		222	468	786	834	588	997	1,445	1,246	1,211	1,471	2,079	<b>11,347</b>
2015-16 Users	2,065	3,000	3,125	4,349	4,275	2,741	3,217	3,368	2,443	2,503	2,356	3,230	<b>36,672</b>
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	3,832						<b>32,392</b>



Vicky Cutts  
1st November 2017