



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Liskeard Information Centre

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www.visitliskeard.co.uk

Update since 6th May 2026

Visitor Statistics

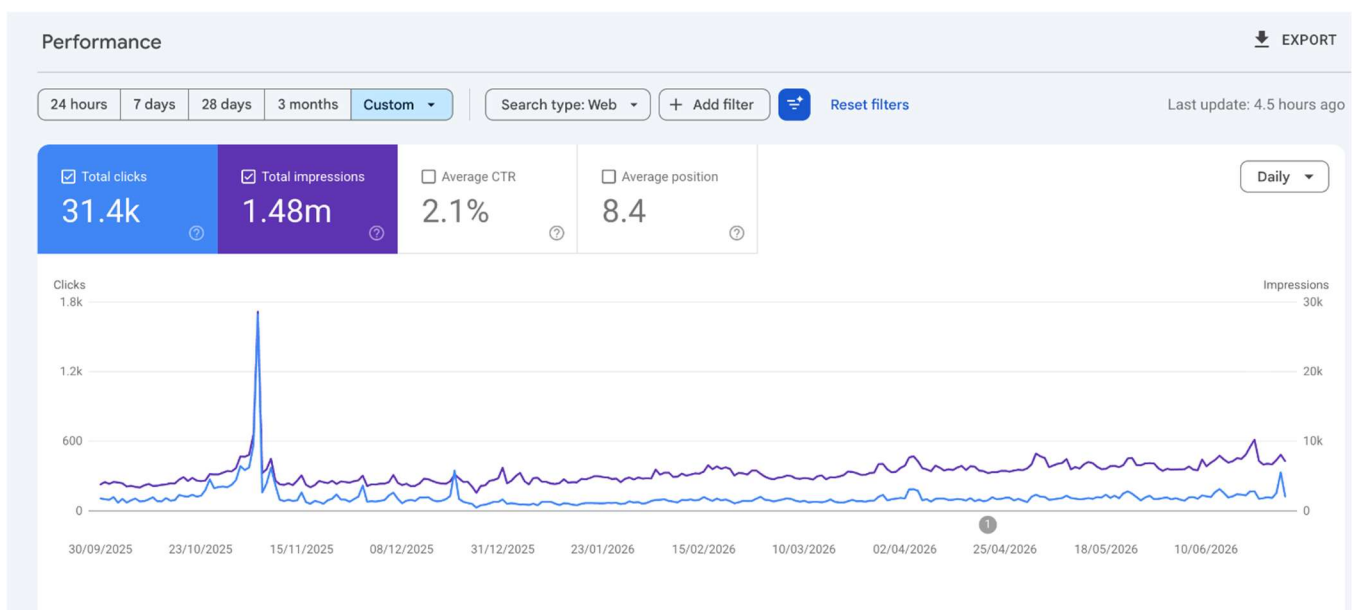
Visitor numbers for the first three months of 2026–2027 are similar to last year, although they are slightly lower overall (1,548 compared with 1,682 in 2025–2026). They are also lower than the same period in 2024–2025, when 1,796 visitors were recorded.

However, profits for the first quarter have increased to £725.38, compared with £635.18 last year and £701.92 in 2024–2025. This suggests that, although fewer people have visited, they have spent more on average.

Website

I was asked to review the analytics for the Town Council and Visit Liskeard websites over the last 12 months. The figures show anomalies following the problems with the sites last autumn, including a sudden monthly increase in overseas visitors, particularly thousands from China, while UK visitor numbers have dropped to around 10% of their previous level. I have spoken to Voice Group and he explained that due to changes in the way Google Analytics tracks visits the views were not being logged. He assures me that this didn't actually affect anyone, it only affected the tracking in Google Analytics. i.e. people were getting to the site and using it fine, just Google Analytics wasn't able to see that they were.

You can see in Google Search Console that visits to Visit Liskeard were steady through that whole period (with a spike in November for fireworks searches):



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DAYS
					☰
Top queries				↓ Clicks	Impressions
liskeard				1,618	85,284
bodmin fireworks 2025				602	2,436
visit liskeard				280	363
liskeard fireworks 2025				240	387
liskeard fireworks				210	324
firework displays near me				159	3,228
bodmin fireworks				154	1,311
fireworks near me				149	3,429
liskeard carnival 2026				141	412

I attach the data for the Town Council website.

Liskeard Walks Leaflets

The revised Liskeard Countryside Walks leaflets have now been delivered.

Decoration

The decorators have refreshed the porch area and toilets at Foresters Hall and changed the colour in the museum lobby. This has made the museum entrance clearer and more welcoming.

We are planning to also redecorate the TIC office and shop area once we finalise a layout to accommodate the new events coordinator.

We are also going to get a screen erected in the TIC area to show digital posters as in the Public Hall.

Other Work

I have been working with members of the Liskeard Culture Collective in creating a summer events programme for Liskeard which involves a dedicated page on our website which will be promoted on social media and via posters and leaflets around the town.

I have also been covering for Mandy's leave by taking on the Liskeard Unlocked administration in her absence.

Vicky Cutts

1st July 2026