



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 27th August 2025

Visitor Statistics

I've attached this month's visitor statistics for your reference. Visitor numbers in September were broadly in line with the same period last year, showing a steady level of interest as we moved into autumn. However, October saw a slight drop in visitor numbers compared to 2024. This may reflect a range of factors, such as weather, school term dates, or wider economic conditions.

Cornwall Visitor Economy Forum

Next week, I'll be attending the Cornwall Visitor Economy Forum, which is being organised by the Cornwall Hospitality Collective. It promises to be a useful and inspiring day, with a range of keynote speakers, practical workshops, and sessions designed to share ideas and best practices for attracting visitors to the county. We rarely have the opportunity to meet face-to-face with others working in tourism across Cornwall, so it should be a useful day. With Visit Cornwall now in administration, it will also be valuable to hear what future plans and changes may be on the horizon for the sector.

Events

Since our last report, we've supported the delivery of the annual Liskeard Unlocked event and are now preparing for Liskeard Lights Up, which takes place at the end of the month and is always a highlight in the town's festive calendar. For both events, we've played a key role in promotion—creating dedicated pages on our website, designing and distributing printed materials, and managing coordinated social media campaigns to build awareness and engagement. In addition to these, we've been maintaining seasonal content on our website, including a half-term events guide, a round-up of local fireworks displays, and we're now preparing to launch our Christmas craft fairs page to support local makers.

Shop Stock

In the shop, we've made some seasonal updates to our stock in anticipation of the Christmas period. We've added a new selection of reasonably priced children's toys, which are always popular with families looking for affordable gift options in the lead-up to the holidays. We've also brought in Ann Kinahan's latest range of Christmas cards, which this year are being sold in support of Cornwall Wildlife Trust—a lovely option for customers who want to support a good cause while doing their shopping. Additionally, we were recently contacted by Newquay Tourist Information Centre, which is relocating to the town library and will no longer be selling retail stock. They offered us the chance to purchase some of

their remaining stock at discounted prices, and we were able to select a few useful titles—mainly books and maps—to add to our shelves at a very reasonable cost.

Opening Dates

As part of the town's festive celebrations, the museum will be opening for a few hours on the evening of Friday 29th November for Liskeard Lights Up. During this time, we'll also be staffing the Tourist Information Centre so that visitors can browse the shop or ask for information while they're in town for the event. It's a great opportunity to welcome people in and make the most of the extra footfall.

Looking ahead, the museum manager and I have agreed on our Christmas closing dates. We'll close for the festive break on Saturday 20th December and reopen on Monday 5th January, in line with the school holidays.

Vicky Cutts

5th November 2025