



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Liskeard Information Centre

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Update since 23rd August 2016

Visitor Numbers / Sales

Visitor numbers for August were down a little on the previous year but September visitor numbers were slightly higher, over the two months we had 100 fewer visitors than in 2015. However, sales were strong and in September we had our best month for ticket sales in 14 months primarily due to the Woolly Workshops and Looe Music Festival tickets were selling. We are currently selling tickets for Plymouth Symphony Orchestra in November and Liskeard Concert Series in December.

TIC/CIC Meeting

There have been two CIC meetings in the last couple of months. The main issues discussed were: **Future of the CIC** – it was agreed to keep the CIC in place, it is a good way to keep all the Cornwall TICs linked and gives us the option of securing group funding and potentially bulk buying discounts in future. The Lets Go Cornwall website has effectively been closed, however, the domain will remain live and will show a map of Cornwall with links to all the TIC's own websites on it. Going forward there will be a £50pa admin charge to remain part of the Cornwall TIC CIC group, currently 12 of the 25 Cornish TICs are members of the group – Bodmin, Boscastle, Bude, Fowey, Launceston, Liskeard, Looe, Newquay, Padstow, St Austell, St Ives and Truro.

Visit Cornwall Update – both meetings were attended by Malcolm Bell of Visit Cornwall. He has acknowledged that Visit Cornwall made a mistake in moving away from the TICs when they became independent of Cornwall Council, they now see that online only marketing only works for a proportion of their customers and that face to face customer service is still very important. As such they are willing to resume working more closely with the Cornwall TICs, they have already amended their website so that there are very clear links to the local TICs websites from their homepage and have suggested that PDFs of our own leaflets/guides could be downloaded via their website.

Upcoming Visit Cornwall Events

Visit Cornwall are organising two events in the next few months to which we have been offered free places.

Marketing Workshop – up to 2 members of staff from Cornwall TICs will be invited to contribute via a workshop which will take place on 9th November, 3pm at the Visit Cornwall's Office, Roche.

Tourism Summit with various key note speakers will take place at the Royal Cornwall Showground on 2nd December. One place will be free for each Tourist Information Centre with additional guests charged at Visit Cornwall member rates.

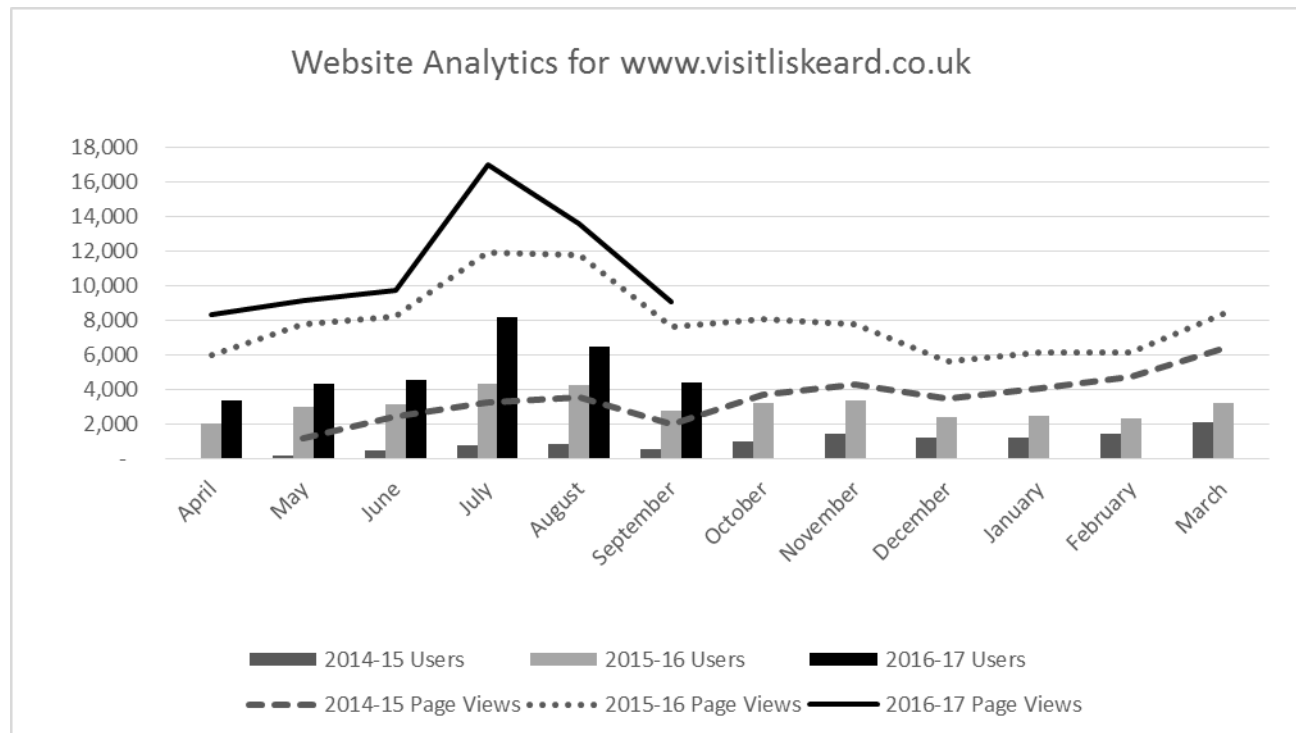
Retail Course

Tina attended a retail/merchandising workshop with one of the museum volunteers. They learned all about effective display techniques. We have already incorporated some of these principles into our shop displays. The shop area is due to be repainted in early November, our new shelving is due mid-November and then Tina and Julia will look at ordering some new stock before Christmas.

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		222	468	786	834	588	997	1,445	1,246	1,211	1,471	2,079	11,347
2015-16	2,065	3,000	3,125	4,349	4,275	2,741	3,217	3,368	2,443	2,503	2,356	3,230	36,672
2016-17	3,336	4,298	4,566	8,146	6,500	4,431							31,277



The number of people using the website continues to grow, as you can see there was a surge of users in July – almost double the amount of the year before, this ties in with the visit of the Man Engine we had over 1,000 people visit the website on both the day before and the day of the Man Engine event. We have now created a page commemorating the visit of the Man Engine.

Christmas Closure

As always we will be closed for two weeks over the Christmas period, we will be closing on Saturday 17th December and reopening on Monday 3rd January.

Vicky Cutts

24th October 2016