



NewquayCouncil

VISIT NEWQUAY TOURIST INFORMATION CENTRE

To: Community & Tourism
CC:

Date of Meeting: 12th October 2021
Time of Meeting: 7pm
Location: Council Chamber

1 General update on any activities since last meeting

Visit Newquay Tourist Information Centre (TIC)
Current opening times are
Monday to Friday 9am – 5.00pm
Saturday and Sunday 10am – 3pm.

TIC Office

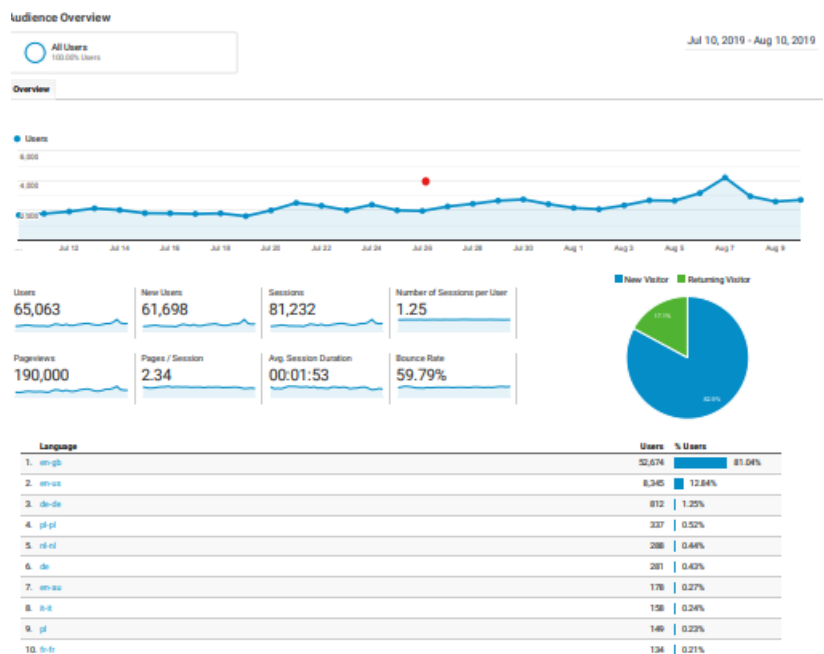
The office has been relatively busy for this time of the year.

Staff will be taking annual leave over the next few months this will leave staff lone working from time to time, which is normal for this time of the year.

Amy is busy on the website, all pages are getting a refresh, the events section is looking for a lot more full due to more events being aloud to go ahead. All platinum members have been offered the opportunity for a social media take over of Visit Newquay and new blogs are being added weekly.

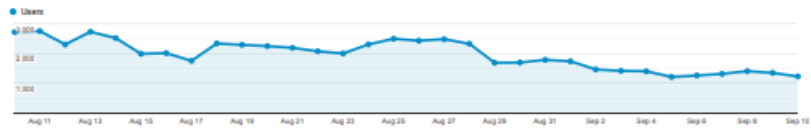
All staff are making preparations for the new Newquay destination guide. Mark has gone out to designers and printer requesting quotes. A mailshot has gone out to all visit Newquay members, previous advertisers and local businesses with in the area. We would like to have the guide printed by mid December, taking delivery the week before Christmas. The guide will only go ahead if it pays for itself as in previous years.

Website stats below 2019 & 2021._



All Users
100.00% Users

Overview



Users
55,206

New Users
51,962

Sessions
69,798

Number of Sessions per User
1.26

Pageviews
157,948

Pages / Session
2.26

Avg. Session Duration
00:01:52

Bounce Rate
61.48%



Language		Users	% Users
1.	en-gb	45,465	82.73%
2.	en-us	6,890	12.55%
3.	de-de	424	0.77%
4.	pt-pt	254	0.46%
5.	en-au	208	0.38%
6.	de	162	0.30%
7.	nl-nl	141	0.26%
8.	it-it	136	0.25%
9.	en	110	0.20%
10.	pl	95	0.17%

Audience Overview

Aug 10, 2021 - Sep 10, 2021

All Users
100.00% Users

Overview

Users



Users	New Users	Sessions	Number of Sessions per User
58,453	56,820	73,687	1.26
Pages / Session	Avg. Session Duration	Bounce Rate	
150,360	2.04	00:01:38	64.57%

New Visitor Returning Visitor



Language	Users	% Users
1. en-gb	51,938	88.49%
2. en-us	5,201	8.89%
3. pt-pt	226	0.40%
4. en-au	150	0.26%
5. en	138	0.24%
6. pl	107	0.18%
7. en-ca	87	0.15%
8. de-de	80	0.14%
9. zh-cn	67	0.11%
10. it-it	50	0.09%

2 Specific update on any actions allocated in previous meeting

N/A

3 Any key issues the Manager/Working Party/Lead Member wishes to draw to the committee's attention

Newquay Destination Guide 2022

4 Any suggestions for improvements

N/A

5	A look forward to make committee aware of any up and coming issues to be planned for
N/A	

6	Any decisions taken under delegated authority by Officers or WP
N/A	

7	Any new decisions requiring committee resolution including options and costs where possible
N/A	

8	Any recommendations to committee on the above decisions
N/A	