

## Visitor Statistics TIC October 2014

<b>Month</b>	<b>British</b>	<b>Overseas</b>	<b>Total</b>
<b>Aug 2014</b>	<b>2601</b>	<b>160</b>	<b>2760</b>
<b>Sept 2014</b>	<b>2100</b>	<b>207</b>	<b>2306</b>
<b>Oct 2014</b>	<b>1601</b>	<b>254</b>	<b>1855</b>

Compared to last years' numbers,

<b>Month</b>	<b>British</b>	<b>Overseas</b>	<b>Total</b>
<b>Aug 2013</b>	<b>2687</b>	<b>228</b>	<b>2915</b>
<b>Sep 2013</b>	<b>2040</b>	<b>184</b>	<b>2224</b>
<b>Oct 2013</b>	<b>2257</b>	<b>131</b>	<b>2388</b>

There is a significant difference for October, although the Town Hall was exceptionally busy on the Weekend of the BBC History Weekend, not everyone came through TIC.

People were generally delighted with Malmesbury, praising the attractiveness of the Town. However, there were many comments about parking – particularly lack of. It was also commented that better signage to the long stay car park would make a vast improvement.

It would be a good idea to implement a policy for displaying artists to maximise sales, ie possibility of using new artists and other ideas to be put forward.