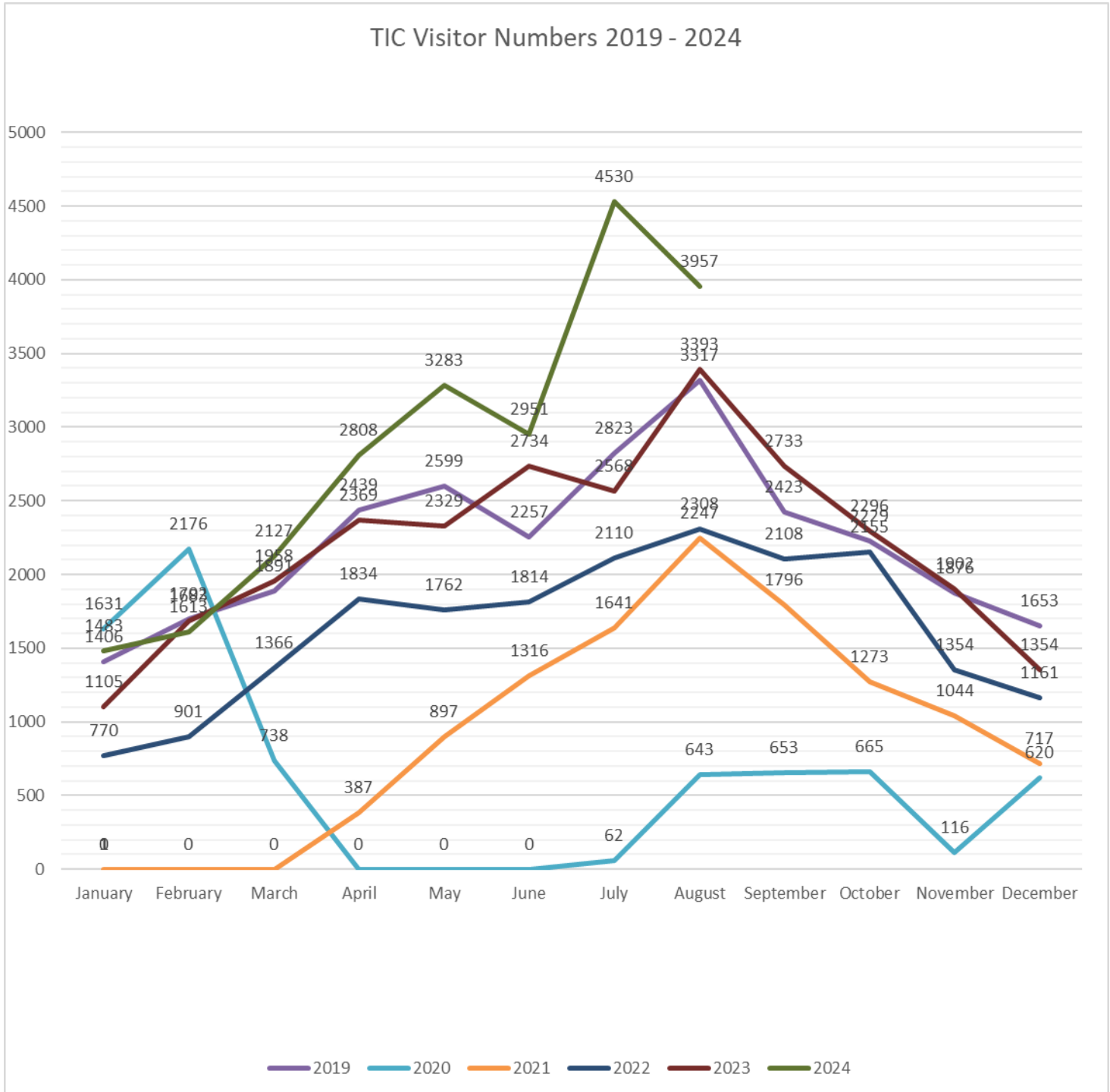


TIC Report August-September 2024

1. Visitor numbers in July 2024 were 4530, of which 290 were overseas visitors. Numbers for August 2024 were 3957 with 332 being overseas visitors. The July figures are significantly up on previous years' and while August numbers are not as high as July they are still well above previous years' visitor numbers.



2. High Street Plus Art Gallery - The High Street + Art Gallery was launched on Saturday 17th August by the Deputy Mayor. Councillors, artists and member of the public attended. This year's art gallery has attracted 52 artists displaying their work in 52 retailers and businesses. As of 1st September, 8 artists have sold their work. In previous years, 11 were sold in 2021, 8 in 2022 and 7 in 2023. The gallery finishes on Sunday 22nd September.

3. Popular website article hits up until 1st September 2024:

Popular website article hits					
Date	Conygre Mead	Places to Eat in and Around Malmesbury	Cloister Gardens	Assembly Room	John Bowen Gallery
2.4.24	9716	8997	8482	7617	7128
7.5.24	9726	8997	8483	7645	7202
11.6.24	9746	8997	8484	7680	7292
9.7.24	9794	9003	8514	7728	7452
1.9.24	9908	9022	8571	7807	7591

4. Facebook data for last 28 days until 1st September 2024:

Facebook data for the last 28 days											
Date	Followers	Discovery			Interactions					Other	
		Post Reach	Post Engagement	New Page Followers	Reactions	Comments	Shares	Photo Views	Links Clicks	Hide All Posts	Unfollows
2.4.24	2,135	27,805	5,607	15	610	94	208	769	1,480	3	0
7.5.24	2,152	14,673	7,370	17	1,148	95	126	1,884	459	0	0
11.6.24	2,162	21,812	8,981	15	1,095	147	183	2,610	993	1	0
9.7.24	2,171	13,936	4,846	12	829	91	194	1,108	518	3	0
1.9.24	2,191	12,800	5,663	25	629	73	274	1,437	624	0	0

5. TIC transactions in 2024

TIC sales include TIC stock, displaying artists, Christmas cards and CE&TP

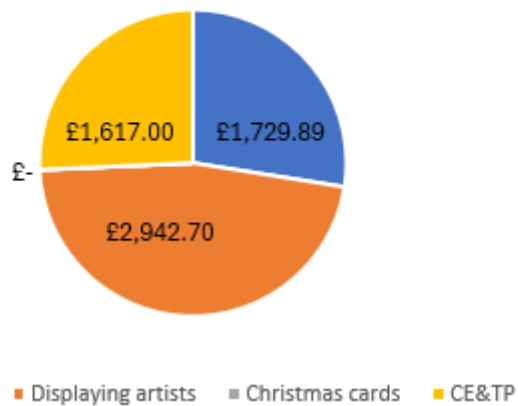
Month	2024 Total number of transactions	2024 Number of TIC sales transactions	2023 Total number of transactions
January	165		118
February	196		173
March	174		162
April	223	103	191
May	177	113	136
June	176	98	174
July	264	131	159
August	426	258	207
September	Increase due to selling Carnival Scarecrow trail		197
October			300
November			342
December			218

The total number of TIC sales transactions for 2023 and Jan-March 2024 are not recorded because TIC sales included gallery and cinema tickets and not CE&TP

6. TIC sales

	TIC stock	Displaying artists	Christmas cards	CE&TP	2024 TOTAL £	2023 TIC stock	2023 Displaying artists	2023 Christmas cards	2023 CE&TP	2023 TOTAL £
Jan	£ 103.05	£ 208.45			£ 311.50	£ 117.30	£ 115.25			£ 232.55
Feb	£ 93.05	£ 144.40			£ 237.45	£ 200.55	£ 219.35			£ 419.90
March	£ 110.00	£ 364.50		£ 170.00	£ 644.50	£ 291.00	£ 190.50		£ 24.00	£ 505.50
April	£ 211.55	£ 232.00		£ 230.00	£ 673.55	£ 334.94	£ 267.90			£ 602.84
May	£ 208.89	£ 178.30		£ 262.00	£ 649.19	£ 206.10	£ 342.55			£ 548.65
June	£ 246.00	£ 488.00		£ 15.00	£ 749.00	£ 335.55	£ 270.35			£ 605.90
July	£ 464.15	£ 749.90			£ 1,214.05	£ 266.15	£ 332.00			£ 598.15
Aug	£ 293.20	£ 577.15		£ 940.00	£ 1,810.35	£ 186.40	£ 342.75		£ 675.00	£ 1,204.15
Sept					£ -	£ 164.00	£ 425.80	£ 140.61	£ 100.00	£ 830.41
Oct					£ -	£ 240.20	£ 274.45	£ 1,247.47	£ 330.00	£ 2,092.12
Nov					£ -	£ 162.35	£ 334.30	£ 1,492.64	£ 140.00	£ 2,129.29
Dec					£ -	£ 70.15	£ 470.95	£ 1,044.27	£ 180.00	£ 1,765.37
TOTAL £	£1,729.89	£ 2,942.70	£ -	£ 1,617.00	£ 6,289.59	£ 2,574.69	£ 3,586.15	£ 3,924.99	£ 1,449.00	£ 11,534.83

Sales of TIC stock, Displaying artists, Christmas cards and CE&TP from January to December 2024



Report compiled by

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September 2024