

2nd QUARTER Comparison 2005 / 2006

	Jul-05	Jul-06	Aug-05	Aug-06	Sep-05	Sep-06	2nd 1/4 05/06	2nd 1/4 06/07	06/07 increase/dec rease OVER 05/06	% increase/dec rease
BV170a Usage	17330	20924	19689	13698	15816	18404	52835	53026	191	100.36%
BV170b Visitors	11973	13595	13834	6722	8866	8459	34673	28776	-5897	82.99%
BV170c Education	3463	5867	1753	1571	3657	5295	8873	12733	3860	143.50%

Key

Usage = letter, telephone and email enquiries, website visitors and outside talks

Visitors = visitors to Museum and Art Gallery, branch museums and Plymouth and West Devon Record Office

Education = school and outreach visits

Analysis

Quarter Two: Jul, Aug and Sep 2006

- A: Usage figures were up in July and September but down in August due to the start of the holiday period and a spell of extremely good weather which had an impact on all indoor visitor attractions across Plymouth. Sustained promotion/PR and continued development of the website are reflected in a healthy number of enquiries and website visitors.
- B: Again, visitor numbers were up in July, down in August and slightly down in September. There are a number of factors that could be responsible for this:
- 1) Weather: a spell of high temperatures at the end of July/beg of August saw visitor numbers to the Museum decrease.
 - 2) Events: the Tuesday Talks programme stopped at the end of July for a summer break, while our three sculpture-based holiday workshops on 16, 18 and 23 August had to be booked in advance rather than following the usual drop-in style format, resulting in a limited number of attendees.
 - 3) Exhibitions: We had no new (child/family-friendly) exhibitions open during this period, instead existing exhibitions such as 'Lead Astray' and 'In a Pickle' were extended in order to accommodate the autumn/winter programme. September was primarily used for exhibition changeovers and featured periods of time when galleries were closed for re-hangs.
 - 4) Market Trends: Other tourist attractions across the City also reported a drop in visitor numbers for late summer as a result of the hot weather. It was also reported that visitor numbers to UK tourist hotspots (of which Plymouth is one) were down by 20-30% on 2005 as a result of cheap travel abroad and issues with fuel prices and parking (Plymouth Attractions Group minutes 15/6/06).
- C: Group visits to the Museum were slightly down for the same reasons as quarter 1. Other figures for July, August and September show a marked increase on last year.