

APPENDIX 3: WARWICK VISITOR INFORMATION CENTRE (VIC) VISITOR STATISTICS

In 2021 the Visit Warwick website was re-designed, and the table below indicates the popularity of the new website. The peak in February is thought to be due to a combination of videos and trails being added to the site together with the relaxing of facemask wearing and a return to more visitors to the town.

From the statistics to date, it is considered that the footfall has been stable and comparable to 2019. There have been several factors which have impacted figures at times of the year. Good weather in the summer months provided a relatively stable footfall in house, the figures within the VIC's performance is largely consistent with other main attractions within the Town such as Warwick Castle which has experienced several factors which has made footfall challenging over the last two years year including political uncertainty with Brexit and the global pandemic. The growth of the Town Ambassador programme also allowed the VIC to assist more visitors within and around the town.

It must be noted that footfall over a longer period has changed significantly as visitor behaviours have moved online. However, the stabilising of footfall since the pandemic is encouraging given that the footfall demonstrates there is an ongoing demand for the service, together with the popularity of the town ambassadors.

Footfall		
Month	2019	2022
Jan	1302	1021
Feb	1284	1643
Mar	1834	2232
Apr	2601	2409
May	3083	2740
Jun	3244	2433
Jul	4079	3317
Aug	4429	
Sep	2915	
Oct	2701	
Nov	2423	
Dec	1863	
Total	31758	
To Date	17427	15800

In addition, Warwick VIC hosts a website providing information and guidance to visitors in terms of local tourist attractions, associated businesses, accommodation and food and drink outlets. This is designed to drive footfall into the town from overseas and domestic visitors attracted primarily by the castle but in a concerted effort to promote the wider tourism offering of the town of Warwick and the wider district. Warwick Town Council, with partners, also launched a media campaign 'Visit Warwick' which was hugely successful with

coverage in National and International press and was a contributory factor in the raised website visits leading to increased business in the visitor economy. An analysis of website "hits" is shown below.

Website Visits		
Month	2019	2022
Jan	4718	6040
Feb	5276	15238
Mar	5948	5213
Apr	7034	6978
May	7831	8905
Jun	6139	11723
Jul	7218	10534
Aug	8110	4188
Sep	5733	
Oct	5739	
Nov	4778	
Dec	3832	
Total	72356	
To Date	44164	68819