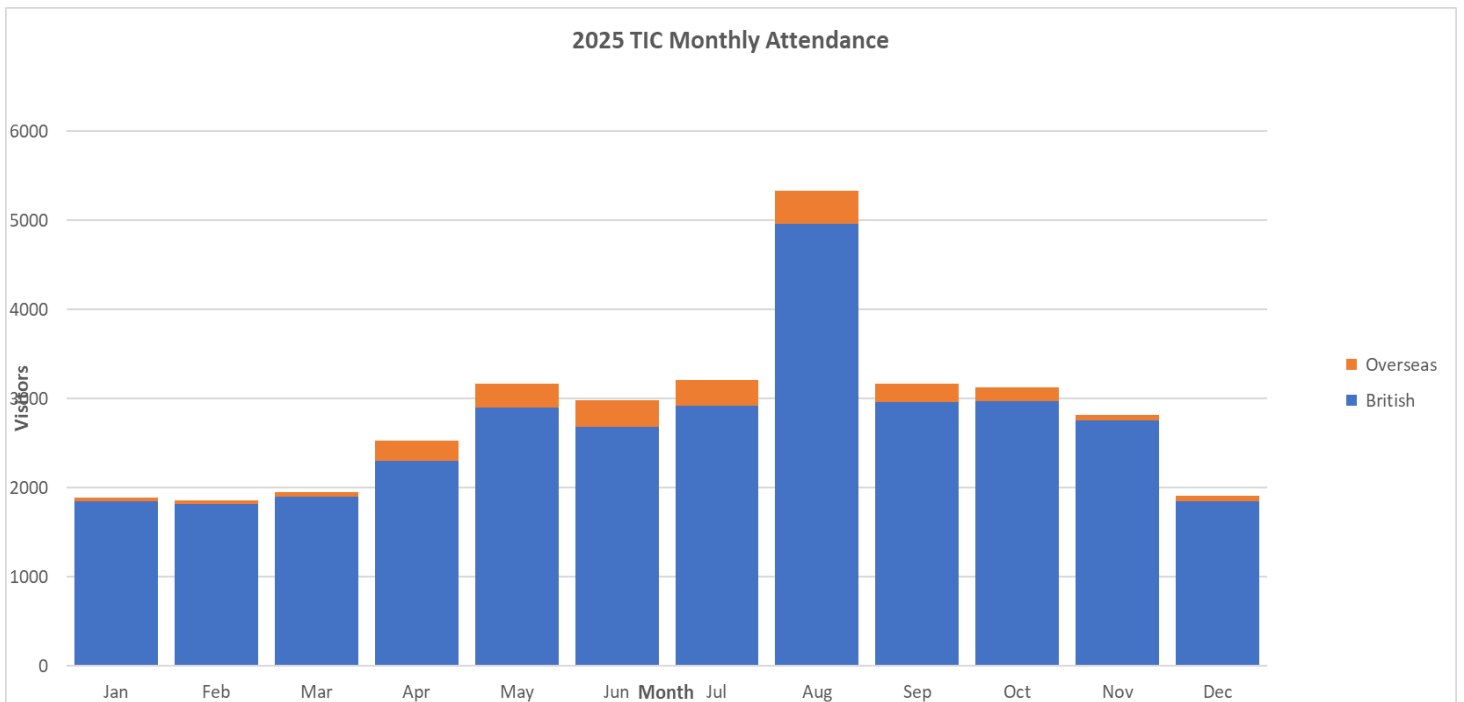
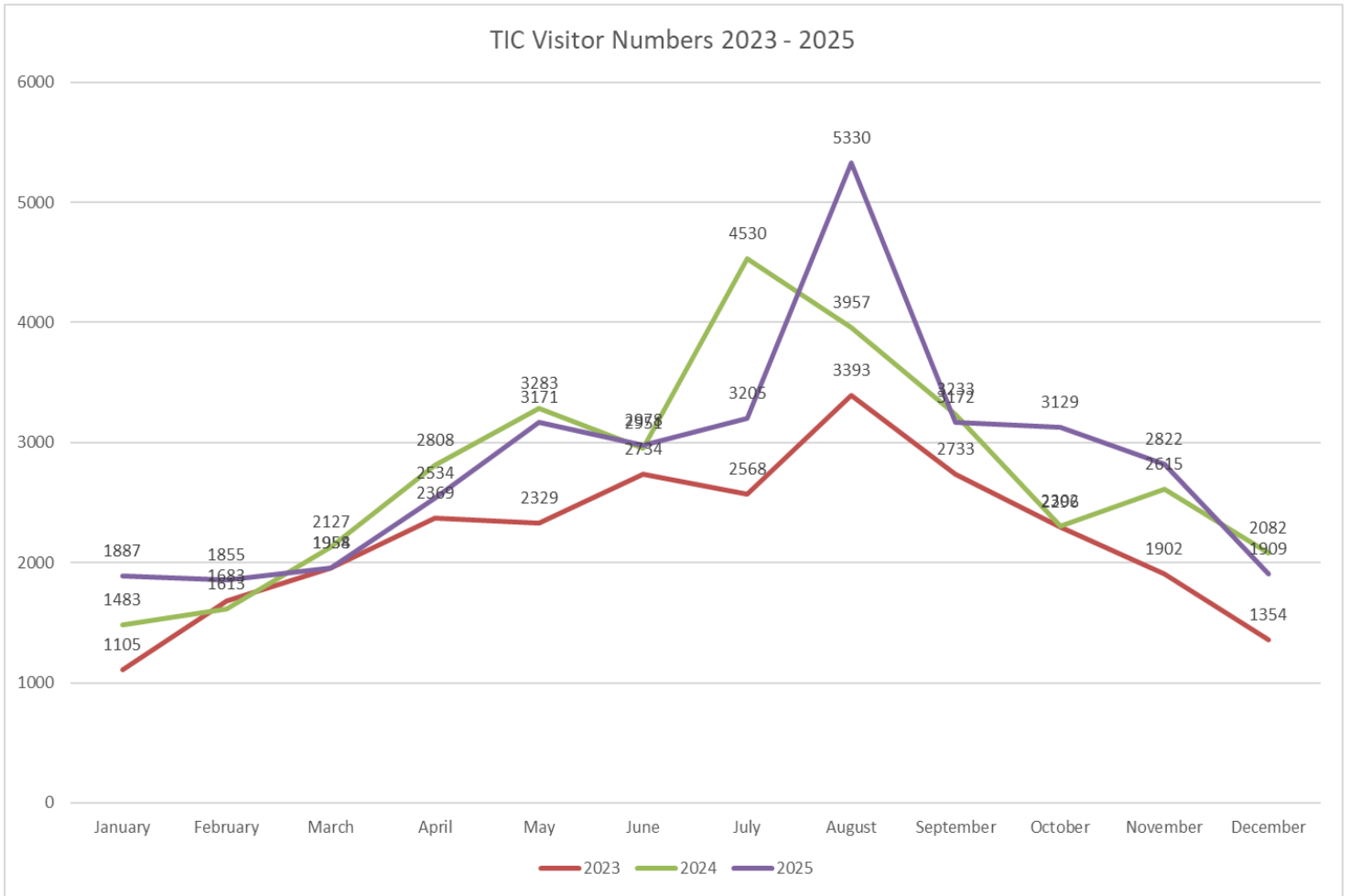
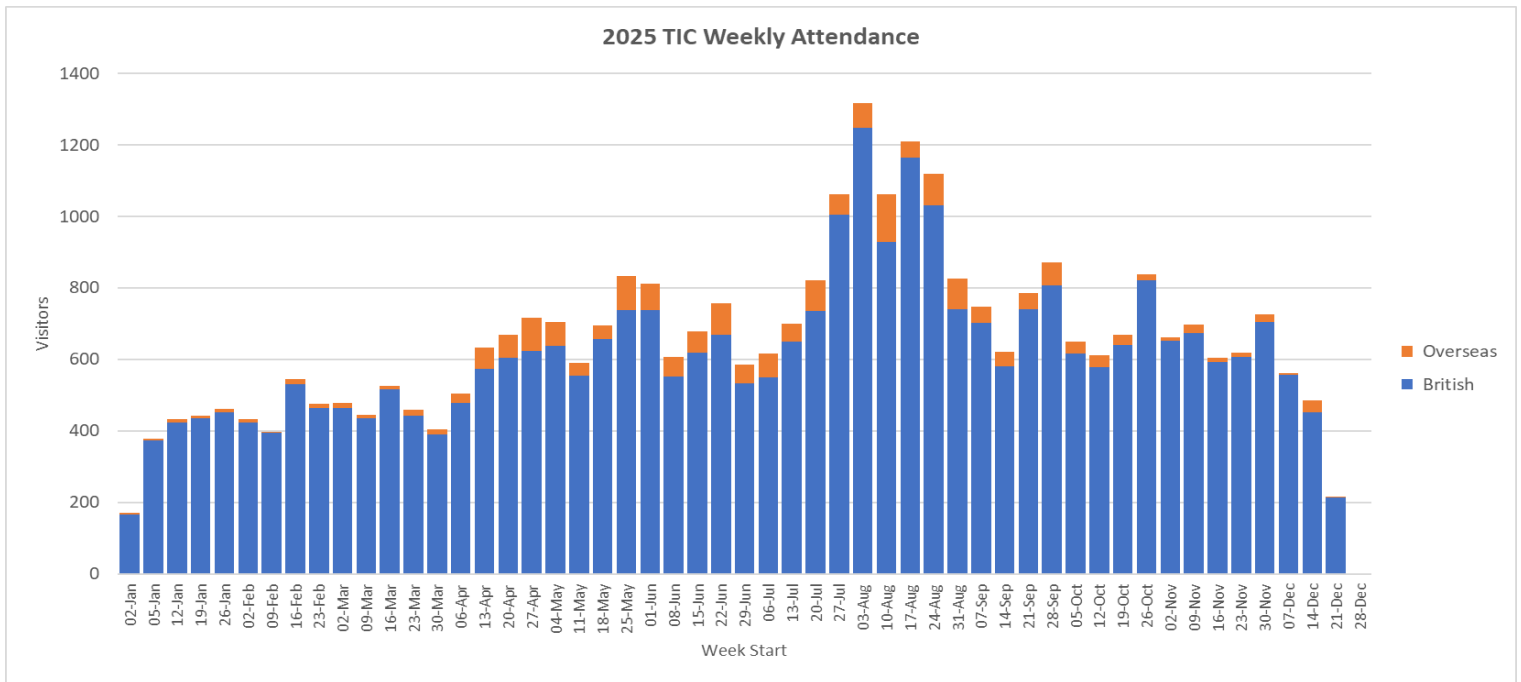


TIC Report January 2026

- Visitor numbers in November were 2822, of which 67 were overseas visitors.
In December total visitor numbers for the month were 1909, with 60 of these being overseas visitors.





Annual Visitor Numbers	
2023	26424
2024	32995
2025	33950

2. Facebook data for posts on Malmesbury Facebook page 17.10.25 – 16.12.25

Views – The number of times the content was played or displayed

Reach – The number of people who saw the content at least once

Date	Least 3 viewed posts on MTC Facebook			Least 3 reached posts on MTC Facebook		
	Post	Published date	Views	Post	Published date	Reach
12.9.25-16.10.25	Pantomime	10.10.25	89	Singing event	9.10.25	58
	Singing event	9.10.25	92	Music concert	30.9.25	61
	Music concert	30.9.25	98	Pantomime	10.10.25	61
17.10.25-16.11.25	Updated FB cover for Remembrance	3.11.25	28	Updated FB cover for Remembrance	3.11.25	19
	Town Hall & Facilities Committee 6.11.25	3.11.25	88	Author event advert	7.11.25	52
	Policy & Resources Committee 11.11.25	6.11.25	90	Policy & Resources Committee 11.11.25	6.11.25	55
17.11.25-16.12.25	MTC update of cover photo	17.11.25	6	MTC update of cover photo	17.11.25	5
	Art exhibition	10.12.25	84	Art exhibition	10.12.25	47
	Christmas sale	19.11.25	87	Event Advert	21.11.25	55

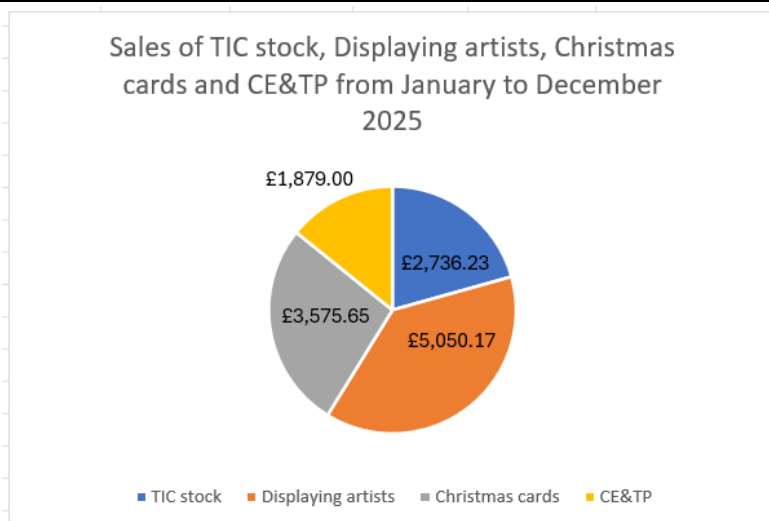
Date	Most 3 posts viewed on MTC Facebook			Most 3 posts reached on MTC Facebook		
	Post	Published date	Views	Post	Published date	Reach
17.10.25-16.11.25	Malmesbury marks Remembrance	10.11.25	3,736	Late night shopping advert	4.11.25	2,255
	Late night shopping advert	4.11.25	3,521	Malmesbury marks Remembrance	10.11.25	2,113
	Malmesbury in the News	10.11.25	2,981	Malmesbury in the News	10.11.25	1,938
17.11.25-16.12.25	Urgent road closure notice	28.11.25	7,623	Urgent road closure notice	28.11.25	5,583
	Temporary road closure	2.12.25	3,115	Temporary road closure	2.12.25	2,181
	Late Night Shopping update	5.12.25	3,101	Late Night Shopping update	5.12.25	2,075

3. Instagram data in the last 30 days:

	Most 3 viewed posts in last 30 days on Instagram		Most 3 reached posts in last 30 days on Instagram		
Date	Post	Views	Post	Reach	
2.12.25	Late night shopping	187	Late night shopping	151	
	Remembrance	131	Late night shopping	111	
	Late night shopping	120	Late night shopping	102	
6.1.26	Late night shopping photo	174	Mayor charity collection at Market Cross	65	am
	Late night shopping video	167	Late night shopping photo	62	
	Mayor charity collection at Market Cross	155	Late night shopping video	57	
	MTC 2 minutes silence	24	Music event advert	6	
	Local event advert and Play advert	25	2 local event adverts & Art exhibition	7	
6.1.26	Workshop advert	49	Meet Wessex Water	17	
	Meet Wessex Water	51	Event venue calendar	20	
	Event venue calendar	58	Workshop advert	22	

4. TIC sales

	TIC stock	Displaying artists	Christmas cards	CE&TP	2025 TOTAL £	2024 TIC stock	2024 Displaying artists	2024 Christmas cards	2024 CE&TP	2024 TOTAL £
Jan	£ 163.50	£ 233.65			£ 397.15	£ 103.05	£ 208.45			£ 311.50
Feb	£ 173.85	£ 225.10			£ 398.95	£ 93.05	£ 144.40			£ 237.45
March	£ 136.70	£ 219.55			£ 356.25	£ 110.00	£ 364.50		£ 170.00	£ 644.50
April	£ 221.00	£ 353.00			£ 574.00	£ 211.55	£ 232.00		£ 230.00	£ 673.55
May	£ 268.00	£ 403.00			£ 671.00	£ 208.89	£ 178.30		£ 262.00	£ 649.19
June	£ 262.25	£ 405.35			£ 667.60	£ 246.00	£ 488.00		£ 15.00	£ 749.00
July	£ 207.80	£ 257.05			£ 464.85	£ 464.15	£ 749.90			£ 1,214.05
Aug	£ 408.85	£ 541.87		£ 401.00	£ 1,351.72	£ 293.20	£ 577.15		£ 940.00	£ 1,810.35
Sept	£ 246.79	£ 489.70		£ 1,408.00	£ 2,144.49	£ 239.54	£ 508.30		£ 247.50	£ 995.34
Oct	£ 291.70	£ 539.05	£ 692.44	£ 30.00	£ 1,553.19	£ 171.79	£ 432.50	£ 526.76	£ 260.00	£ 1,391.05
Nov	£ 212.34	£ 571.95	£ 1,606.23	£ 40.00	£ 2,430.52	£ 180.35	£ 362.04	£ 1,100.25	£ 120.00	£ 1,762.64
Dec	£ 143.45	£ 810.90	£ 1,276.98		£ 2,231.33	£ 102.45	£ 573.45	£ 1,253.54	£ 65.00	£ 1,994.44
TOTAL £	£ 2,736.23	£ 5,050.17	£ 3,575.65	£ 1,879.00	£ 13,241.05	£ 2,424.02	£ 4,818.99	£ 2,880.55	£ 2,309.50	£ 12,433.06



5. TIC transactions in 2025

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

Month	2025 Total number of transactions	2025 Number of TIC sales transactions
January	198	60
February	189	57
March	221	60
April	197	91
May	241	120
June	207	100
July	239	100
August	861	166
September	293	137
October	378	178
November	384	237
December	253	198

Previous years

Month	2023 Total number of transactions	2024 Total number of transactions	2024 Number of TIC sales transactions
January	118	165	
February	173	196	
March	162	174	
April	191	223	103
May	136	177	113
June	174	176	98
July	159	264	131
August	207	428	158
September	197	180	99
October	300	248	122
November	342	322	183
December	218	333	215

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

Report compiled by

Yvonne Ward and Helen King

January 2026