

## Welsh Highland Railway Heritage Group - Sales Report 2018

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2018 was a 'steady' year for sales, a consequence of the only 'new product' being the DVD showing a clip of the railway in 1936.

More than half the business was generated through our website and I am grateful to David Tidy for his help in keeping the shop up-to-date.

Circumstances beyond our control delayed delivery of the new Croesor Tramway book but the benefit of the internet was evident again as the year closed with almost 100 advance orders! Sadly Christmas came late for quite a number of people.

Turning briefly to the first few months of 2019 I can report that January was manic, over 300 copies of The Croesor Tramway were despatched (including about 40 for reviews, complimentary copies and legal deposits). February and March were slightly less frantic, over 100 copies each month. As of today, over three quarters of our stock has been sent out and the project has covered its costs and moved into 'profit'.

Adrian Gray  
Sales Officer  
May 2019