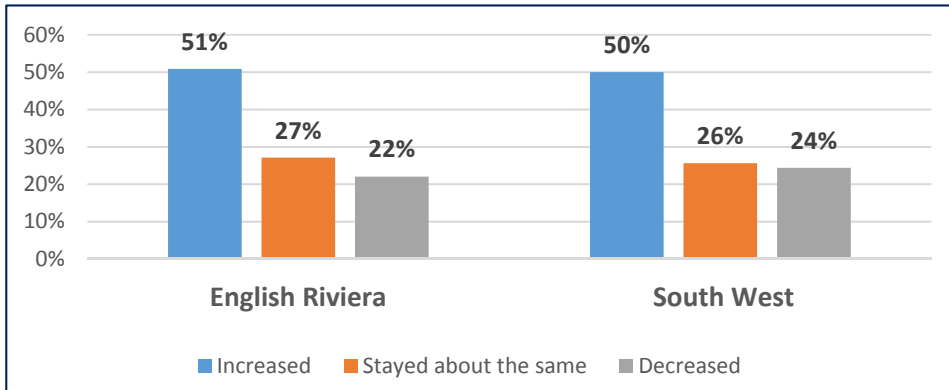


English Riviera Performance Monitor April 2017

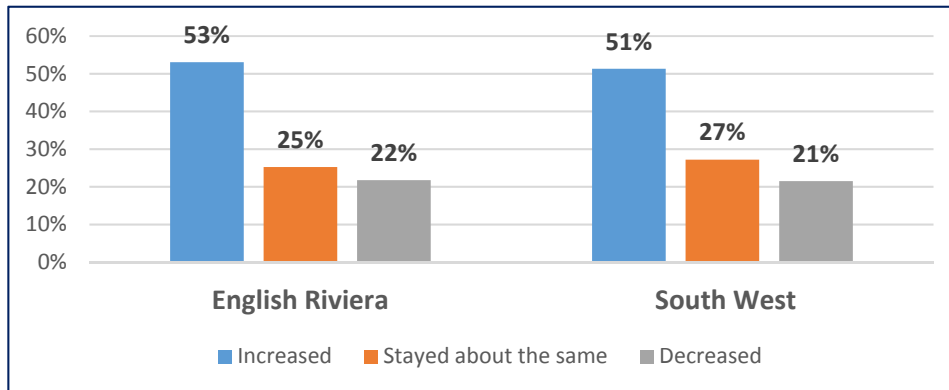
Visitor numbers compared to April 2016



Estimated actual % change

English Riviera 12.68%
South West 11.22%

Turnover compared to April 2016



Estimated actual % change

English Riviera 14.09%
South West 13.86%

Business outlook	May	Summer season
Better than last year	31%	24%
Same as last year	32%	39%
Not as good as last year	37%	38%

English Riviera Performance Monitor April 2017

Business optimism (max 10)	English Riviera	South West
Apr-17	6.49	6.51
Mar-17	6.30	6.47
Feb-17	6.75	6.65
Jan-17	6.40	6.45
Dec-16	NA	6.66
Nov-16	5.80	6.36

Accommodation occupancy	%	Sample
Serviced room	43.8%	43
Self catering unit	60.9%	12
Holiday Park unit	0.0%	0
Caravan/camping pitch	0.0%	0

Sample this month 129

Summary data taken from the English Riviera Performance Monitor
compiled by the South West Research Company on behalf of the
English Riviera BID Company