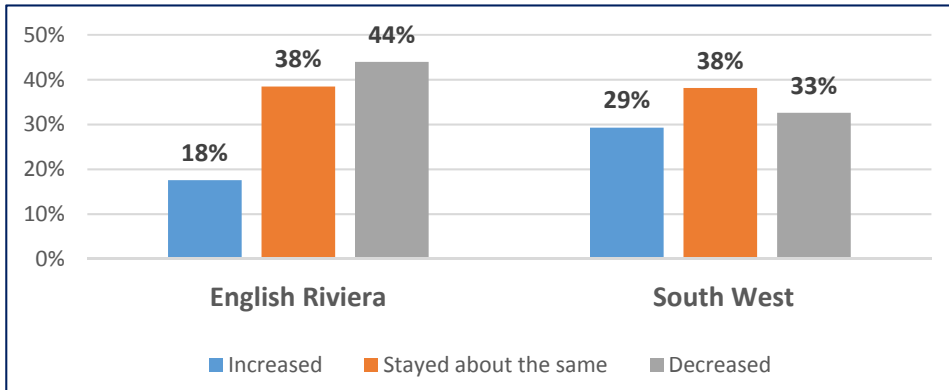


English Riviera Performance Monitor August 2017

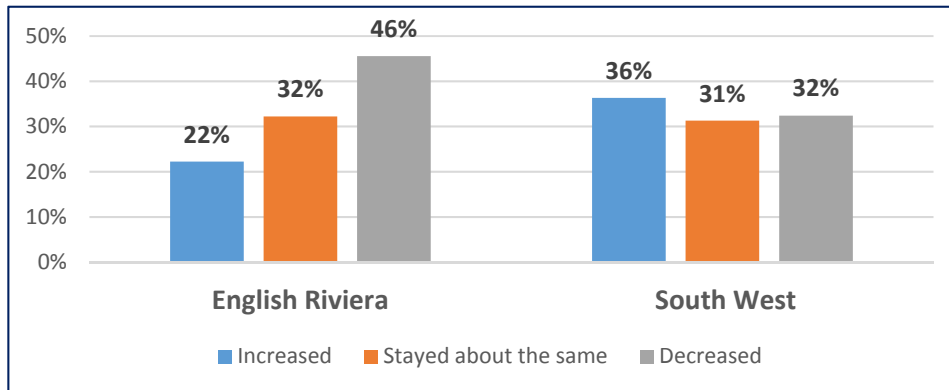
Visitor numbers compared to August 2016



Estimated actual % change

English Riviera -5.56%
 South West -0.62%

Turnover compared to August 2016



Estimated actual % change

English Riviera -5.00%
 South West 0.30%

Business outlook	September	October
Better than last year	22%	8%
Same as last year	31%	27%
Not as good as last year	47%	65%

English Riviera Performance Monitor August 2017

Business optimism (max 10)	English Riviera	South West
Aug-17	6.03	6.24
Jul-17	5.93	6.09
Jun-17	5.68	5.94
May-17	6.31	6.31
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	78.3%	45
Hotel room	78.4%	9
B&B/guest house room	78.2%	36
Self catering unit	97.0%	10
Holiday Park unit	0.0%	0
Caravan/camping pitch	0.0%	0

Sample this month 96

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