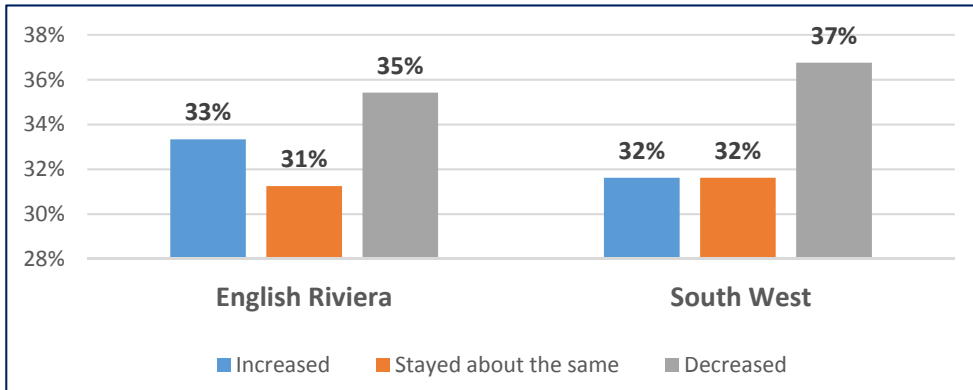


**English Riviera Performance Monitor December 2017**

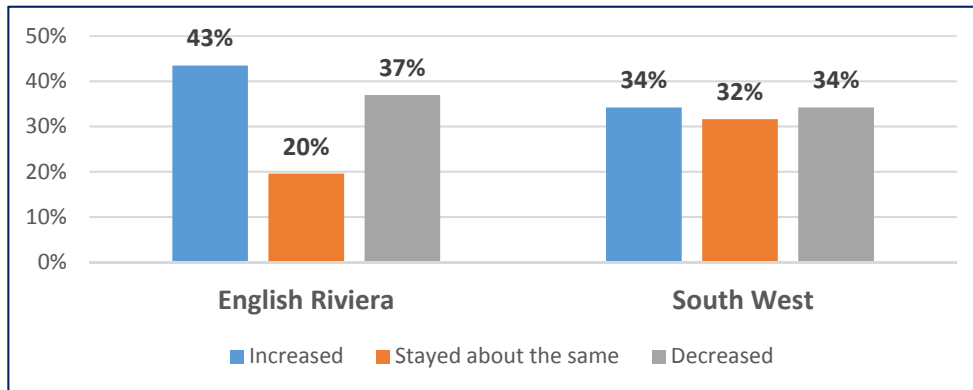
**Visitor numbers compared to December 2016**



**Estimated actual % change**

English Riviera                      4.23%  
South West                                1.62%

**Turnover compared to November 2016**



**Estimated actual % change**

English Riviera                      3.71%  
South West                                2.39%

Business outlook	January	February
Increased	21%	8%
Stayed the same	40%	53%
Decreased	38%	39%

**English Riviera Performance Monitor December 2017**

2017 performance overall	Christmas period	Whole of 2017
Increased	27%	33%
Stayed the same	48%	32%
Decreased	25%	35%

Business optimism (max 10)	English Riviera	South West
<b>Dec-17</b>	<b>6.84</b>	<b>6.65</b>
Nov-17	6.17	6.37
Oct-17	6.20	6.37
Sep-17	6.17	6.24
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

Accommodation occupancy	%	Sample
Serviced room	29.0%	12
Hotel room	52.0%	<5
B&B/guest house room	26.9%	11
Self catering unit	27.4%	5
Holiday Park unit	0.0%	0
Caravan/camping pitch	0.0%	0

Sample this month                      71

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