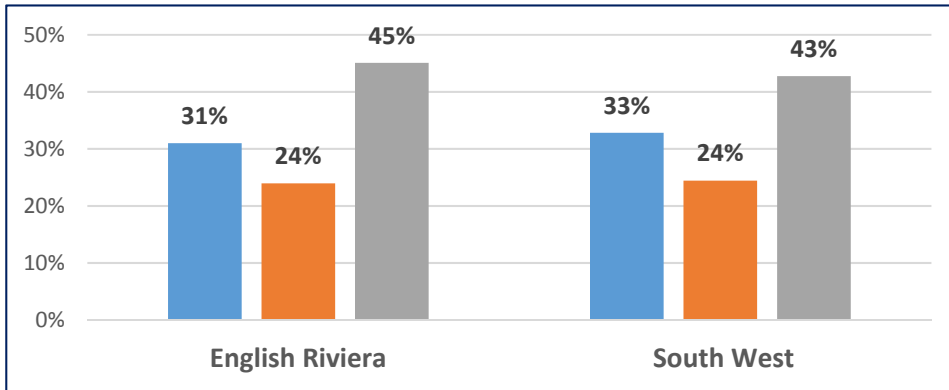


**English Riviera Performance Monitor February 2017**

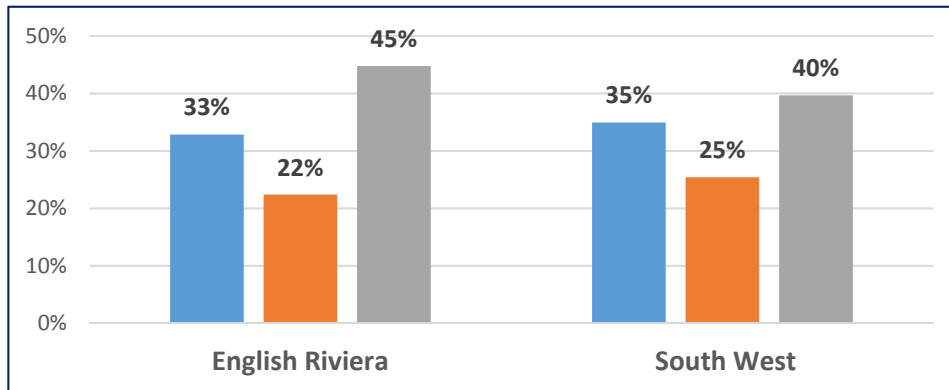
**Visitor numbers compared to February 2016**



**Estimated actual % change**

English Riviera            -1.51%  
South West                 -4.26%

**Turnover compared to February 2016**



**Estimated actual % change**

English Riviera            -5.24%  
South West                 -6.02%

<b>Business outlook</b>	<b>March</b>	<b>Summer season</b>
Better than last year	29%	25%
Same as last year	20%	43%
Not as good as last year	51%	32%

**English Riviera Performance Monitor February 2017**

<b>Business optimism (max 10)</b>	<b>English Riviera</b>	<b>South West</b>
Feb-17	6.75	6.65
Jan-17	6.40	6.45
Dec-16	NA	6.66
Nov-16	5.80	6.36

<b>Accommodation occupancy</b>	<b>%</b>	<b>Sample</b>
Serviced room	21.6%	19
Self catering unit	40.2%	9
Holiday Park unit	0.0%	0
Caravan/camping pitch	0.0%	0

**Sample this month**                      102

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