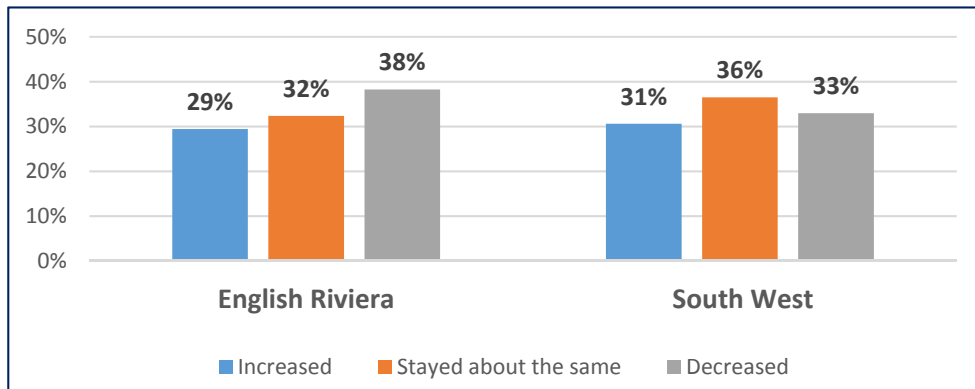


## English Riviera Performance Monitor January 2018

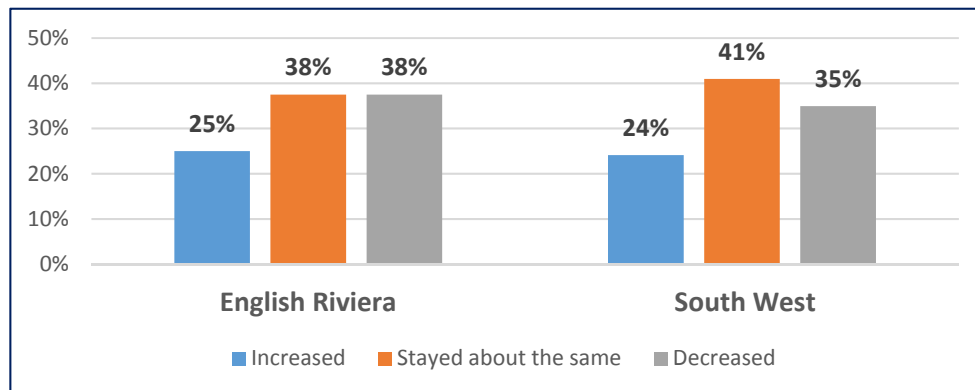
### Visitor numbers compared to January 2017



#### Estimated actual % change

English Riviera	-2.89%
South West	-2.02%

### Turnover compared to January 2017



#### Estimated actual % change

English Riviera	0.71%
South West	-1.49%

Business outlook	February	March
Better than last year	19%	15%
Same as last year	44%	34%
Not as good as last year	37%	51%

**English Riviera Performance Monitor January 2018**

<b>Business optimism (max 10)</b>	<b>English Riviera</b>	<b>South West</b>
<b>Jan-18</b>	<b>6.18</b>	<b>6.22</b>
Dec-17	6.84	6.65
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

<b>Accommodation occupancy</b>	<b>%</b>	<b>Sample</b>
Serviced room	33.4%	11
Hotel room	53.2%	5
B&B/guest house room	16.9%	6
Self catering unit	0.0%	0
Holiday Park unit	0.0%	0
Caravan/camping pitch	0.0%	0

**Sample this month                      60**

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