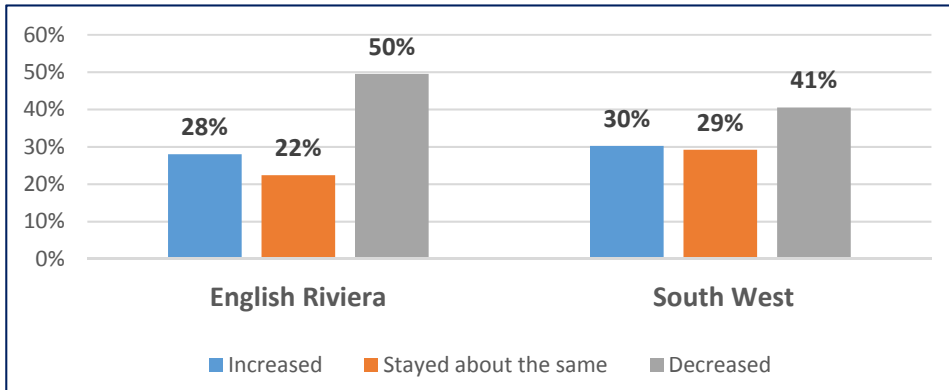


English Riviera Performance Monitor July 2017

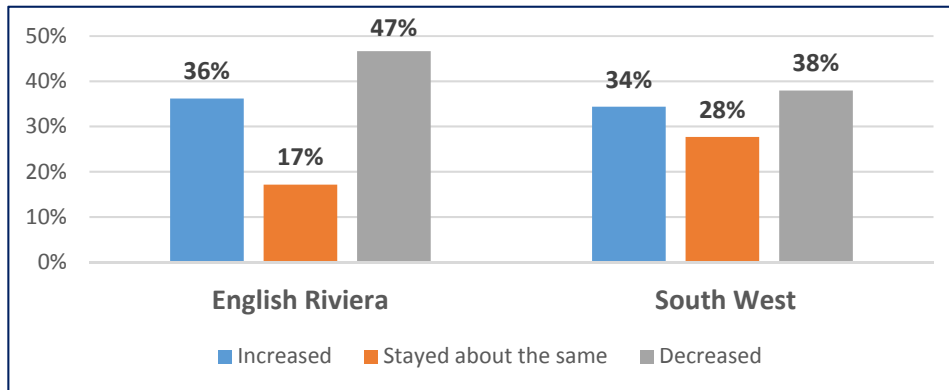
Visitor numbers compared to July 2016



Estimated actual % change

English Riviera -5.99%
 South West -3.64%

Turnover compared to July 2016



Estimated actual % change

English Riviera -4.53%
 South West -2.46%

Business outlook	August	September
Better than last year	15%	16%
Same as last year	33%	37%
Not as good as last year	52%	46%

English Riviera Performance Monitor July 2017

Business optimism (max 10)	English Riviera	South West
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	73.1%	46
Hotel room	79.1%	14
B&B/guest house room	70.5%	32
Self catering unit	82.6%	16
Holiday Park unit	0.0%	0
Caravan/camping pitch	0.0%	0

Sample this month 111

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