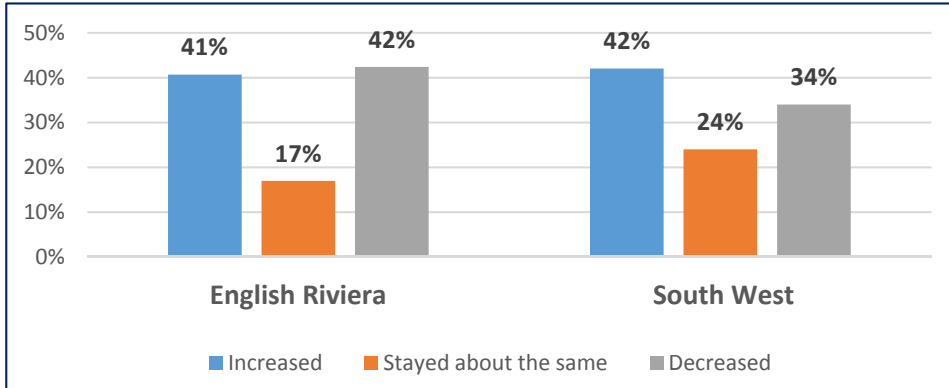


English Riviera Performance Monitor October 2017

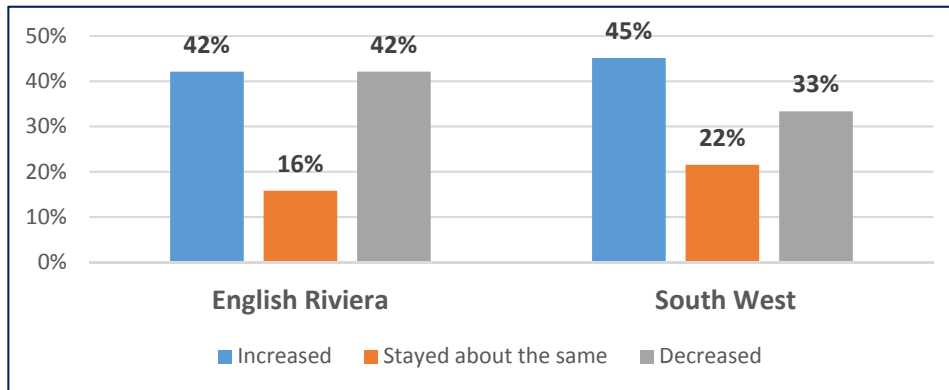
Visitor numbers compared to October 2016



Estimated actual % change

English Riviera -3.05%
South West 0.29%

Turnover compared to October 2016



Estimated actual % change

English Riviera -2.56%
South West -1.63%

Business outlook	November	December
Better than last year	33%	16%
Same as last year	24%	38%
Not as good as last year	44%	46%

English Riviera Performance Monitor October 2017

Business optimism (max 10)	English Riviera	South West
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
Dec-16	NA	6.66
Nov-16	5.80	6.36

Accommodation occupancy	%	Sample
Serviced room	40.4%	25
Hotel room	55.7%	<5
B&B/guest house room	38.3%	22
Self catering unit	64.1%	7
Holiday Park unit	0.0%	0
Caravan/camping pitch	0.0%	0

Sample this month 64

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