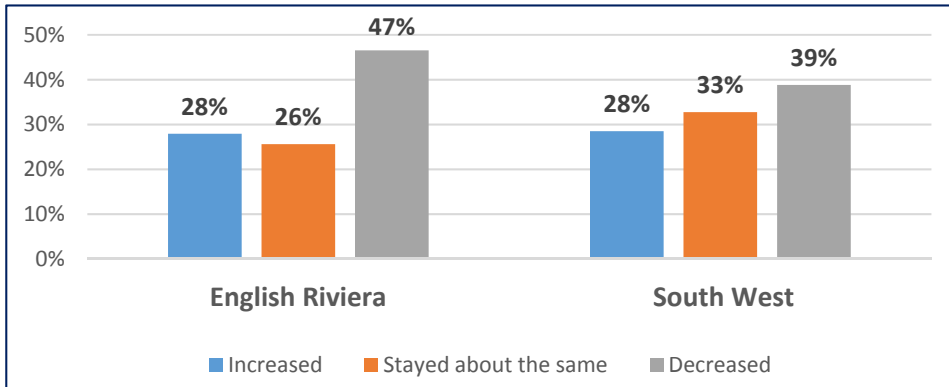


**English Riviera Performance Monitor September 2017**

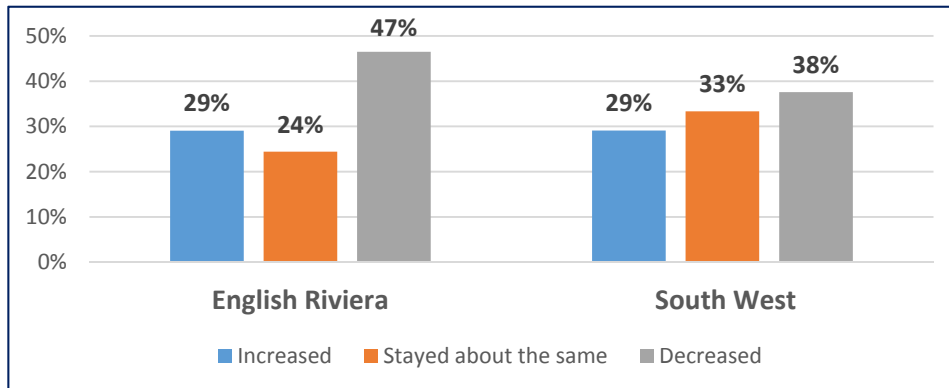
**Visitor numbers compared to September 2016**



**Estimated actual % change**

English Riviera                -3.89%  
 South West                        -1.95%

**Turnover compared to September 2016**



**Estimated actual % change**

English Riviera                -4.06%  
 South West                        -3.27%

<b>Business outlook</b>	<b>September</b>	<b>October</b>
Better than last year	27%	10%
Same as last year	29%	48%
Not as good as last year	44%	42%

**English Riviera Performance Monitor September 2017**

<b>Business optimism (max 10)</b>	<b>English Riviera</b>	<b>South West</b>
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

<b>Accommodation occupancy</b>	<b>%</b>	<b>Sample</b>
Serviced room	70.1%	47
Hotel room	71.8%	7
B&B/guest house room	69.8%	40
Self catering unit	86.5%	10
Holiday Park unit	0.0%	0
Caravan/camping pitch	0.0%	0

**Sample this month                      93**

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