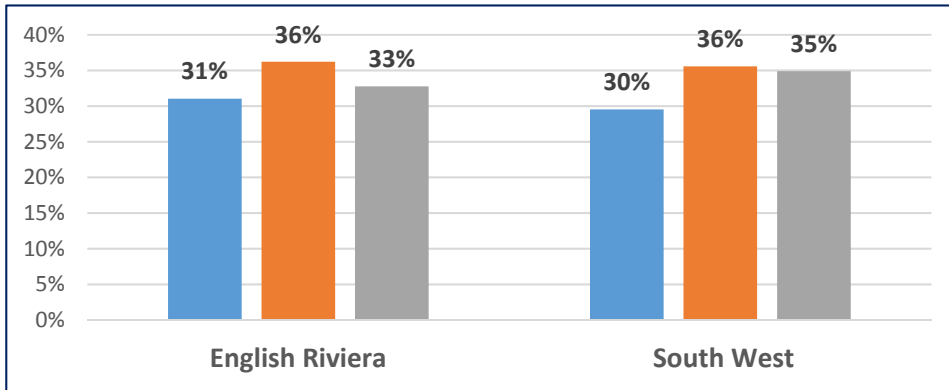


**English Riviera Performance Monitor January 2017**

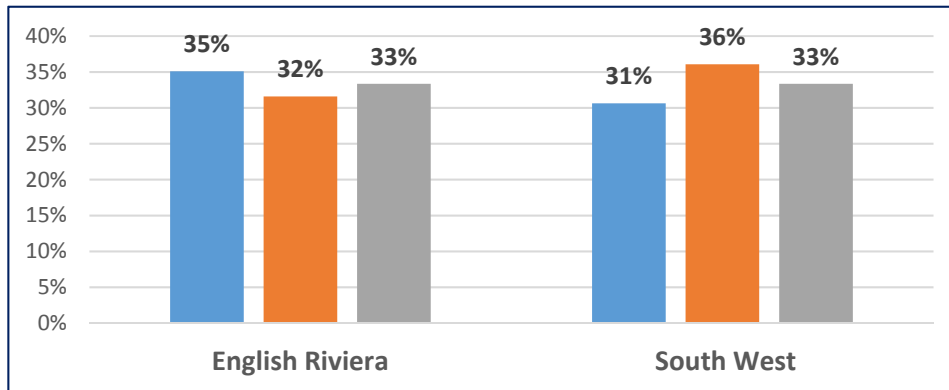
**Visitor numbers compared to January 2016**



**Estimated actual % change**

English Riviera            -4.66%  
 South West                    -1.51%

**Turnover compared to January 2016**



**Estimated actual % change**

English Riviera            -2.50%  
 South West                    -4.40%

<b>Business outlook</b>	<b>February</b>	<b>Summer season</b>
Better than last year	31%	38%
Same as last year	40%	38%
Not as good as last year	29%	24%

**English Riviera Performance Monitor January 2017**

Business optimism (max 10)	English Riviera	South West
Jan-17	6.40	6.45
Dec-16	NA	6.66
Nov-16	5.80	6.36

Accommodation occupancy	%	Sample
Serviced room	26.7%	12
Self catering unit	43.9%	7
Holiday Park unit	0.0%	0
Caravan/camping pitch	0.0%	0

Sample this month

92

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