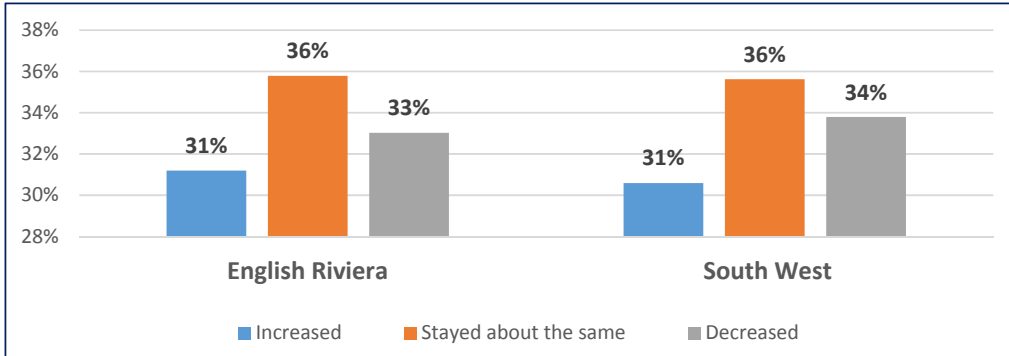


**English Riviera How's Business August 2018**

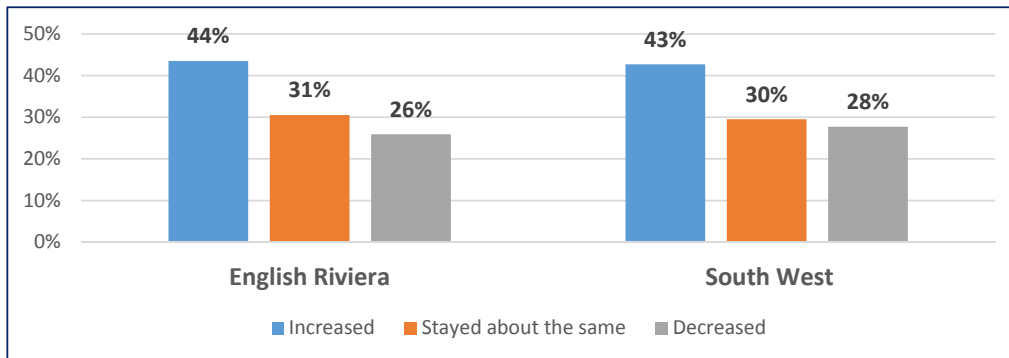
**Visitor numbers compared to August 2017**



**Estimated actual % change**

English Riviera	1.1%
South West	0.8%

**Turnover compared to August 2017**



**Estimated actual % change**

English Riviera	2.6%
South West	2.1%

Business outlook	September	October
Better than last year	22%	8%
Same as last year	30%	29%
Not as good as last year	49%	63%

**English Riviera How's Business August 2018**

Business optimism (max 10)	English Riviera	South West
Aug-18	6.45	6.30
Jul-18	6.44	6.30
Jun-18	6.53	6.22
May-18	6.08	6.00
Apr-18	5.81	5.85
Mar-18	5.38	5.70
Feb-18	6.42	6.29
Jan-18	6.18	6.22
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

Accommodation occupancy	%	Sample
Serviced room	79.9%	64
Hotel room	85.0%	15
B&B/guest house room	78.3%	49
Self catering unit	88.4%	10
Holiday Park unit	92.5%	<5
Caravan/camping pitch	-	-

Serviced room occupancy	2018	2017
January	33.4%	26.7%
February	25.0%	21.6%
March	30.8%	30.3%
April	38.1%	43.8%
May	50.4%	43.2%
June	66.6%	61.2%
July	74.0%	73.1%
August	79.9%	78.3%
September		70.1%
October		40.4%
November		21.5%
December		29.0%

Total sample this month

113

Summary data taken from the English Riviera How's Business Survey  
compiled by the South West Research Company on behalf of the  
English Riviera BID Company