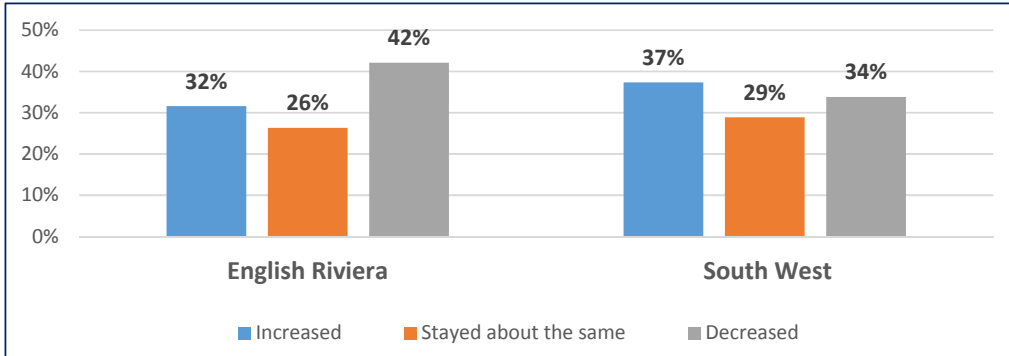


English Riviera How's Business December 2018

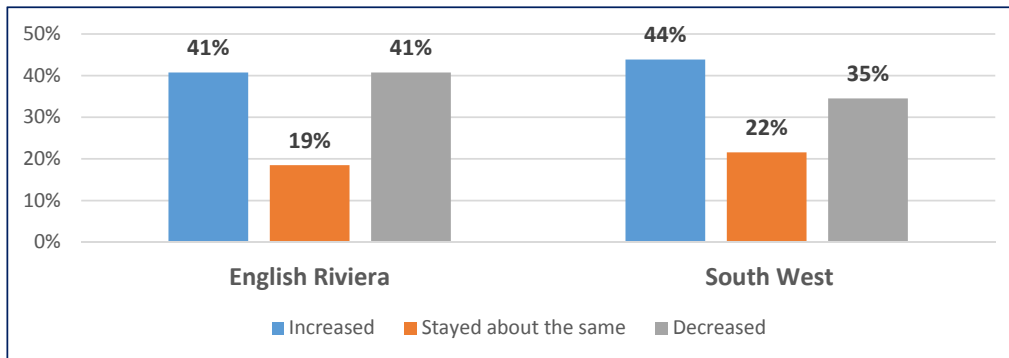
Visitor numbers compared to December 2017



Estimated actual % change

English Riviera	-0.9%
South West	0.4%

Turnover compared to December 2017



Estimated actual % change

English Riviera	0.5%
South West	3.0%

Business outlook	January	February
Better than last year	23%	17%
Same as last year	37%	39%
Not as good as last year	40%	44%

English Riviera How's Business December 2018

Business optimism (max 10)	English Riviera	South West
Dec-18	6.43	6.19
Nov-18	6.05	5.83
Oct-18	6.51	6.24
Sep-18	6.44	6.07
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

Accommodation occupancy	%	Sample
Serviced room	33.8%	28
Hotel room	66.7%	7
B&B/guest house room	20.8%	20
Self catering unit	26.4%	5
Holiday Park unit	20.0%	1
Caravan/camping pitch	10.0%	1

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	63.2%	70.1%
October	39.9%	40.4%
November	29.5%	21.5%
December	33.8%	29.0%

Total sample this month

76

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