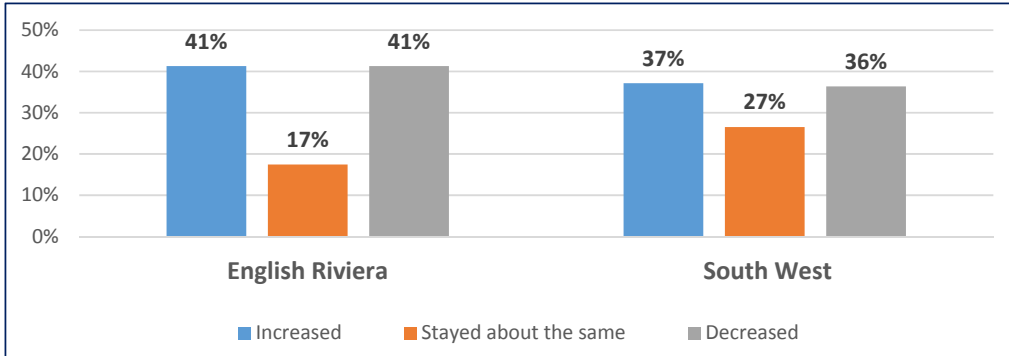


**English Riviera How's Business December 2019**

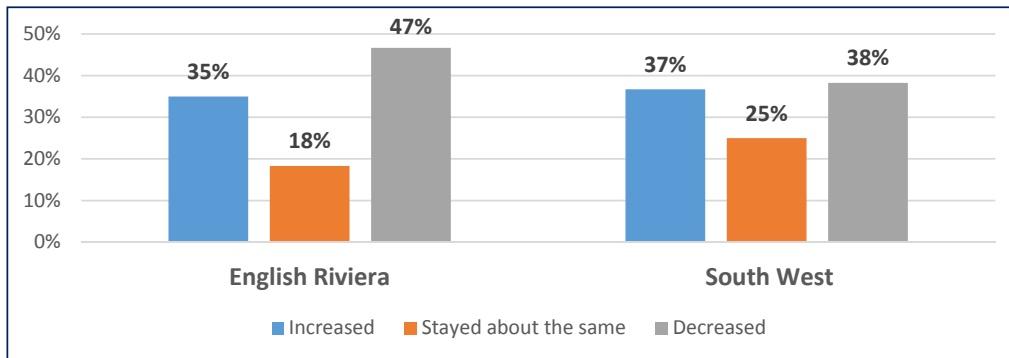
**Visitor numbers compared to December 2018**



**Estimated actual % change**

English Riviera	-0.7%
South West	1.2%

**Turnover compared to December 2018**



**Estimated actual % change**

English Riviera	-2.3%
South West	-0.8%

Business outlook	January	February
Better than last year	31%	16%
Same as last year	41%	36%
Not as good as last year	28%	48%

**English Riviera How's Business December 2019**

Business optimism (max 10)	English Riviera	South West
Dec-19	6.14	6.18
Nov-19	6.58	5.55
Oct-19	5.79	5.31
Sep-19	5.97	5.57
Aug-19	6.06	5.61
Jul-19	5.82	5.68
Jun-19	5.61	5.48
May-19	5.29	5.10
Apr-19	6.02	5.86
Mar-19	6.49	6.20
Feb-19	6.18	6.05
Jan-19	6.02	5.99
Dec-18	6.43	6.19

Accommodation occupancy	%	Sample
Serviced room	29.3%	24
Hotel room	61.9%	7
B&B/guest house room	15.9%	17
Self catering unit	34.4%	5
Holiday Park unit	50.0%	<5
Caravan/camping pitch	0.0%	0

Serviced room occupancy	2019	2018	2017
January	34.8%	33.4%	26.7%
February	39.2%	25.0%	21.6%
March	30.7%	30.8%	30.3%
April	39.3%	38.1%	43.8%
May	45.8%	50.4%	43.2%
June	55.3%	66.6%	61.2%
July	70.7%	74.0%	73.1%
August	77.6%	79.9%	78.3%
September	60.1%	63.2%	70.1%
October	40.5%	39.9%	40.4%
November	26.2%	29.5%	21.5%
December	29.3%	33.8%	29.0%

Total sample this month

84

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