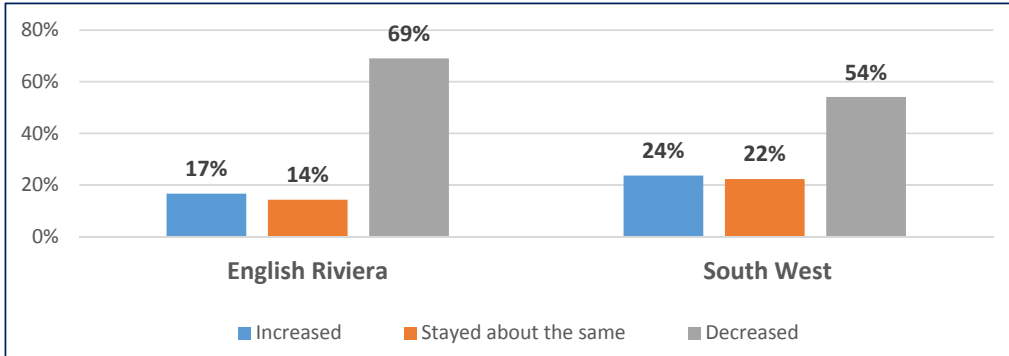




## English Riviera How's Business February 2020

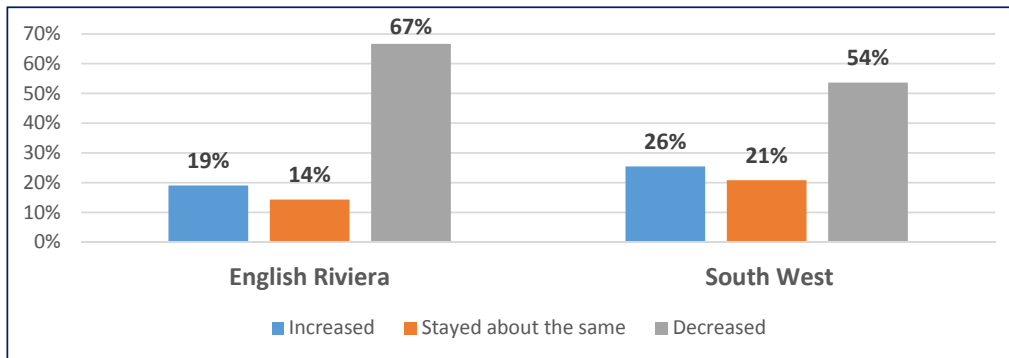
Visitor numbers compared to February 2019



**Estimated actual % change**

English Riviera	-37.7%
South West	-23.8%

Turnover compared to February 2019



**Estimated actual % change**

English Riviera	-38.6%
South West	-22.6%

Business outlook	March	April
Better than last year	8%	0%
Same as last year	3%	8%
Not as good as last year	90%	93%

**English Riviera How's Business February 2020**

Business optimism (max 10)	English Riviera	South West
Feb-20	2.84	3.23
Jan-20	6.13	6.08
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

Accommodation occupancy	%	Sample
Serviced room	17.9%	19
Hotel room	33.8%	<5
B&B/guest house room	13.7%	15
Self catering unit	40.3%	<5
Holiday Park unit	60.0%	<5
Caravan/camping pitch	0.0%	0

Serviced room occupancy	2020	2019	2018	2017
January	32.1%	34.8%	33.4%	26.7%
February	17.9%	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

50

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