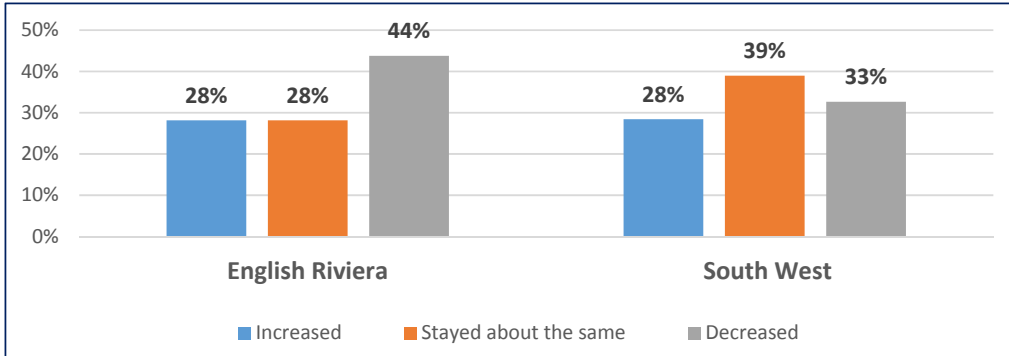


English Riviera How's Business January 2020

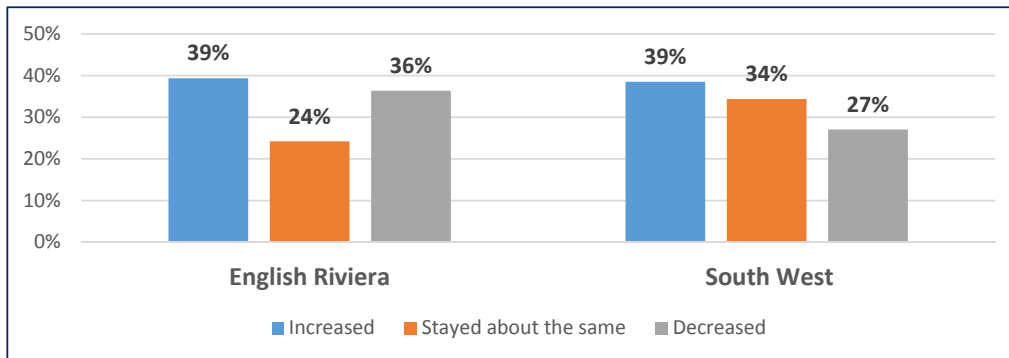
Visitor numbers compared to January 2019



Estimated actual % change

English Riviera -3.1%
South West -0.1%

Turnover compared to January 2019



Estimated actual % change

English Riviera -0.3%
South West 0.4%

Business outlook	February	March
Better than last year	20%	6%
Same as last year	37%	36%
Not as good as last year	43%	58%

English Riviera How's Business January 2020

Business optimism (max 10)	English Riviera	South West
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
Jan-19	6.02	5.99

Accommodation occupancy	%	Sample
Serviced room	32.1%	14
Hotel room	48.0%	6
B&B/guest house room	20.2%	8
Self catering unit	23.3%	<5
Holiday Park unit	50.0%	<5
Caravan/camping pitch	0.0%	0

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

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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