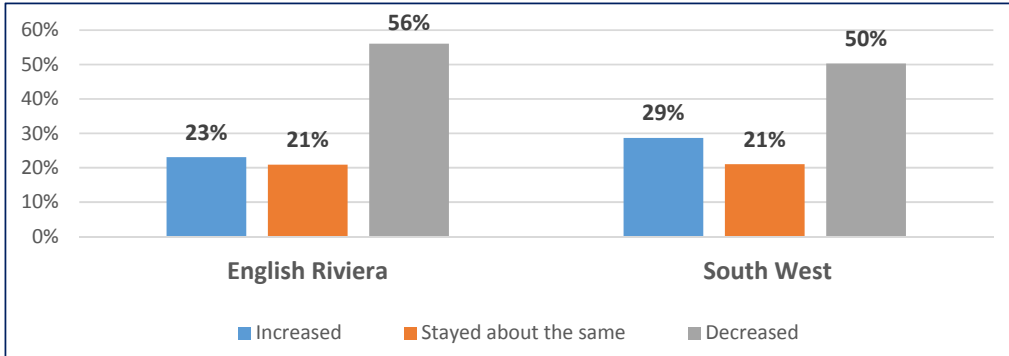


English Riviera Performance Monitor March 2018

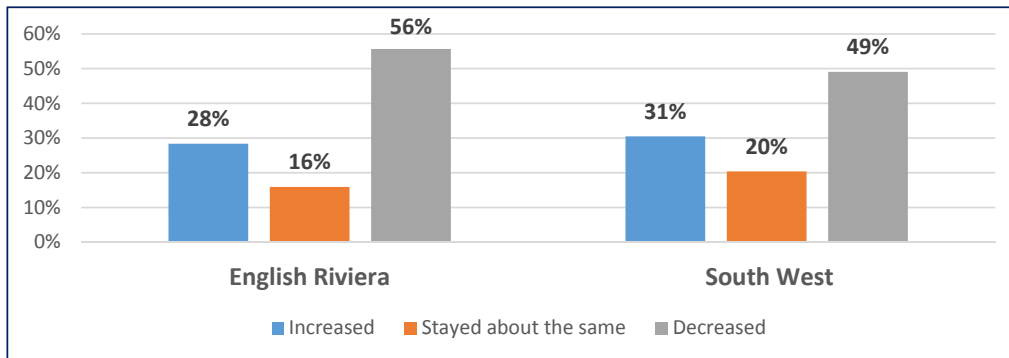
Visitor numbers compared to March 2017



Estimated actual % change

English Riviera -13.47%
South West -7.73%

Turnover compared to March 2017



Estimated actual % change

English Riviera -10.42%
South West -6.06%

Business outlook	April	May
Better than last year	7%	9%
Same as last year	20%	28%
Not as good as last year	73%	63%

English Riviera Performance Monitor March 2018

Business optimism (max 10)	English Riviera	South West
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	6.2	6.37
Sep-17	6.17	6.24
Aug-17	6.03	6.24
Jul-17	5.93	6.09
Jun-17	5.68	5.94
May-17	6.31	6.31
Apr-17	6.49	6.51
Mar-17	6.30	6.47
Feb-17	6.75	6.65

Accommodation occupancy	%	Sample
Serviced room	30.8%	39
Hotel room	42.2%	11
B&B/guest house room	26.3%	28
Self catering unit	25.2%	6
Holiday Park unit	-	-
Caravan/camping pitch	-	-

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

Total sample this month

98

Summary data taken from the English Riviera Performance Monitor
compiled by the South West Research Company on behalf of the
English Riviera BID Company