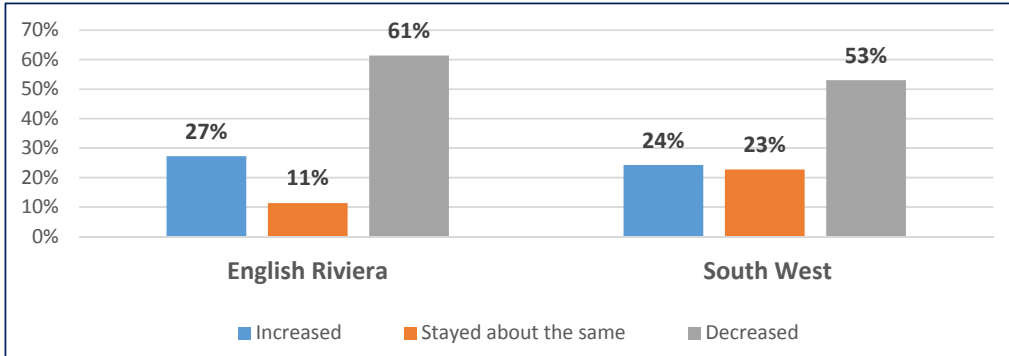


English Riviera How's Business November 2018

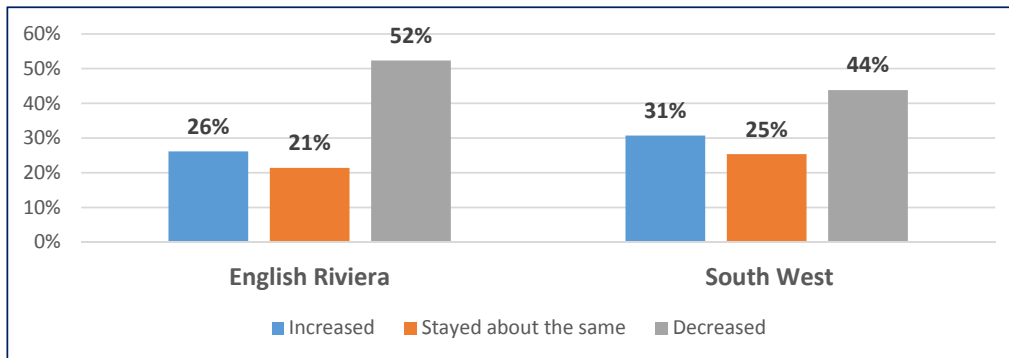
Visitor numbers compared to November 2017



Estimated actual % change

English Riviera	-6.4%
South West	-7.1%

Turnover compared to November 2017



Estimated actual % change

English Riviera	-9.6%
South West	-5.3%

Business outlook	December	January
Better than last year	13%	15%
Same as last year	32%	25%
Not as good as last year	55%	60%

English Riviera How's Business November 2018

Business optimism (max 10)	English Riviera	South West
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
Nov-17	6.17	6.37

Accommodation occupancy	%	Sample
Serviced room	29.5%	24
Hotel room	59.7%	5
B&B/guest house room	21.5%	19
Self catering unit	80.0%	<5
Holiday Park unit	0.0%	0
Caravan/camping pitch	0.0%	0

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		29.0%

Total sample this month

55

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