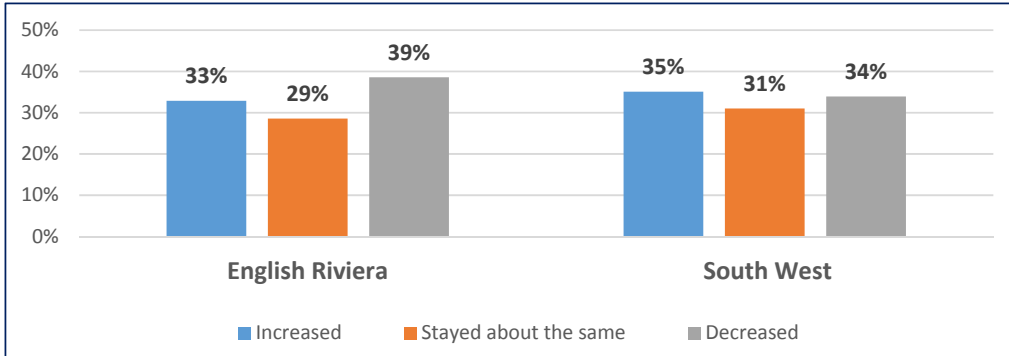


English Riviera How's Business October 2018

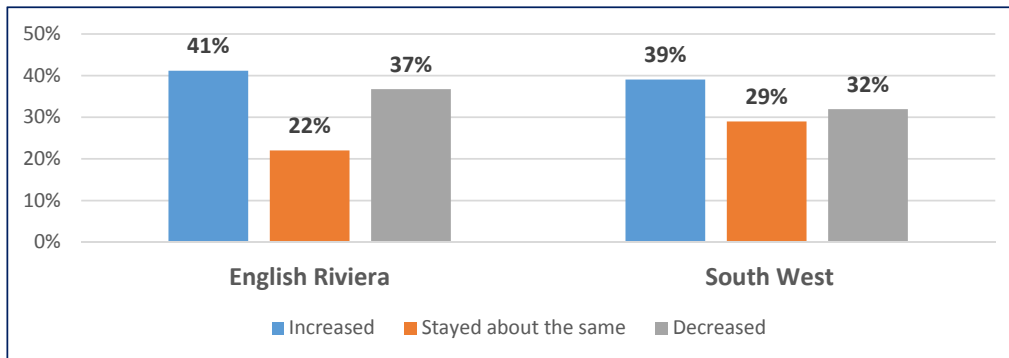
Visitor numbers compared to October 2017



Estimated actual % change

English Riviera -4.5%
South West -2.2%

Turnover compared to October 2017



Estimated actual % change

English Riviera -3.2%
South West -1.9%

Business outlook	November	December
Better than last year	21%	14%
Same as last year	29%	32%
Not as good as last year	50%	54%

English Riviera How's Business October 2018

Business optimism (max 10)	English Riviera	South West
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
Oct-17	6.20	6.37

Accommodation occupancy	%	Sample
Serviced room	39.9%	37
Hotel room	75.9%	6
B&B/guest house room	33.0%	31
Self catering unit	67.8%	6
Holiday Park unit	49.5%	<5
Caravan/camping pitch	60.0%	<5

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		21.5%
December		29.0%

Total sample this month

73

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