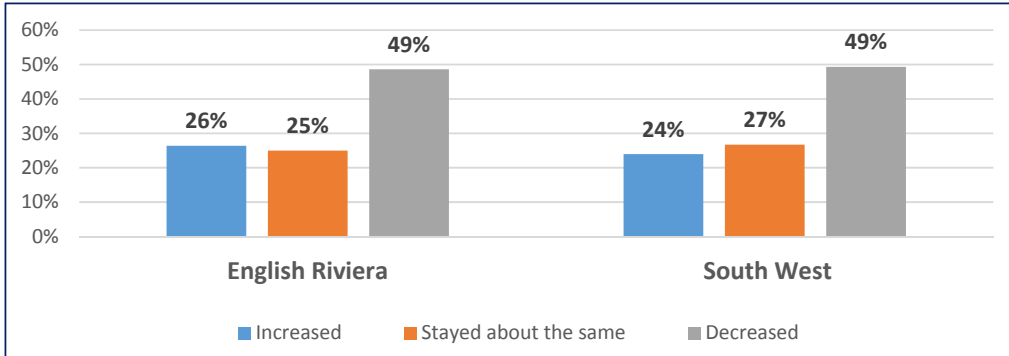


English Riviera How's Business October 2019

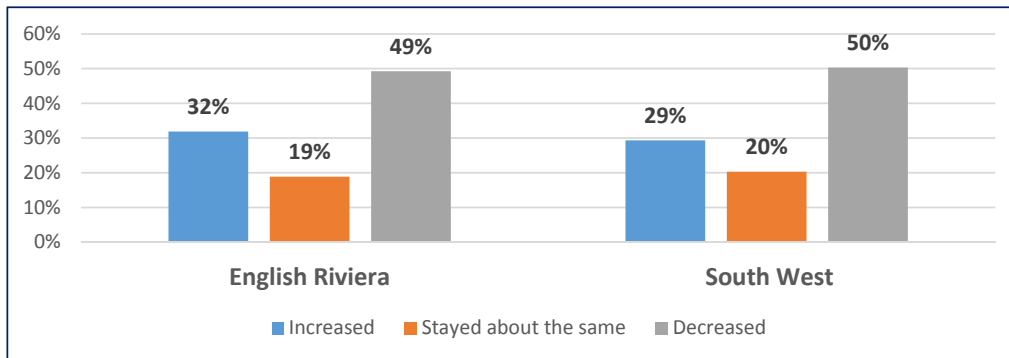
Visitor numbers compared to October 2018



Estimated actual % change

English Riviera -3.7%
 South West -4.5%

Turnover compared to October 2018



Estimated actual % change

English Riviera -1.8%
 South West -3.5%

Business outlook	November	December
Better than last year	20%	10%
Same as last year	37%	38%
Not as good as last year	43%	52%

English Riviera How's Business October 2019

Business optimism (max 10)	English Riviera	South West
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
Dec-18	6.43	6.19
Nov-18	6.05	5.83
Oct-18	6.51	6.24

Accommodation occupancy	%	Sample
Serviced room	40.5%	30
Hotel room	70.1%	7
B&B/guest house room	31.5%	23
Self catering unit	53.2%	5
Holiday Park unit	40.0%	<5
Caravan/camping pitch	0.0%	0

Serviced room occupancy	2019	2018	2017
January	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		29.5%	21.5%
December		33.8%	29.0%

Total sample this month

78

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