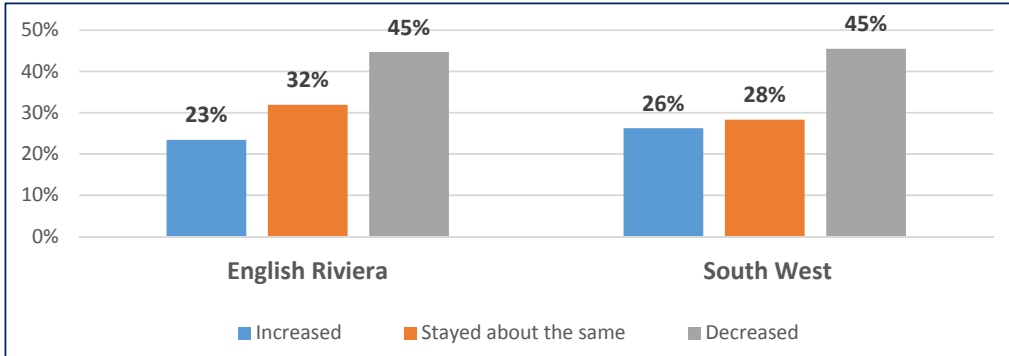


**English Riviera How's Business September 2018**

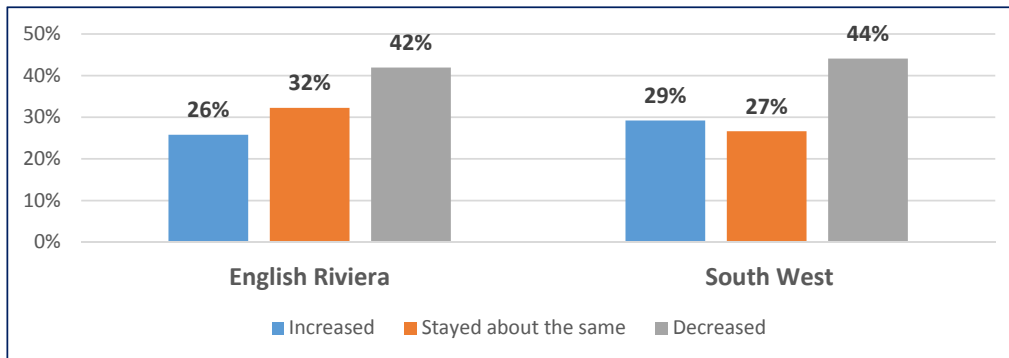
**Visitor numbers compared to September 2017**



**Estimated actual % change**

English Riviera -7.7%  
South West -5.5%

**Turnover compared to September 2017**



**Estimated actual % change**

English Riviera -8.7%  
South West -4.6%

Business outlook	October	November
Better than last year	32%	9%
Same as last year	20%	40%
Not as good as last year	48%	51%

**English Riviera How's Business September 2018**

Business optimism (max 10)	English Riviera	South West
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
Sep-17	6.17	6.24

Accommodation occupancy	%	Sample
Serviced room	63.2%	48
Hotel room	67.3%	11
B&B/guest house room	62.0%	37
Self catering unit	80.0%	12
Holiday Park unit	75.0%	<5
Caravan/camping pitch	-	-

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		40.4%
November		21.5%
December		29.0%

Total sample this month

97

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