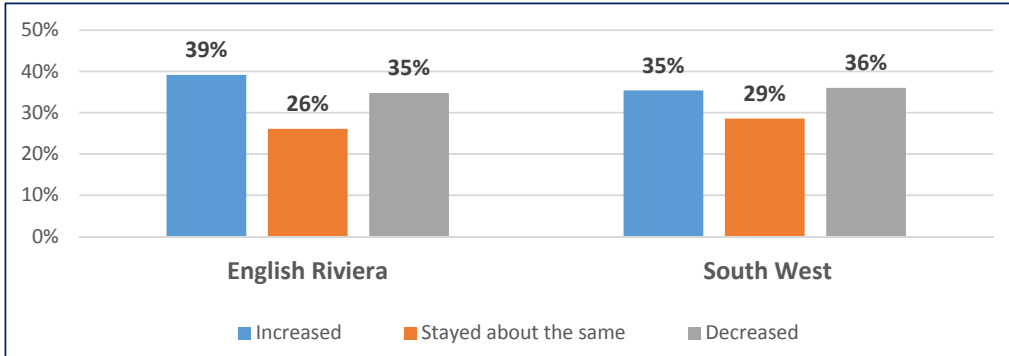


English Riviera How's Business September 2019

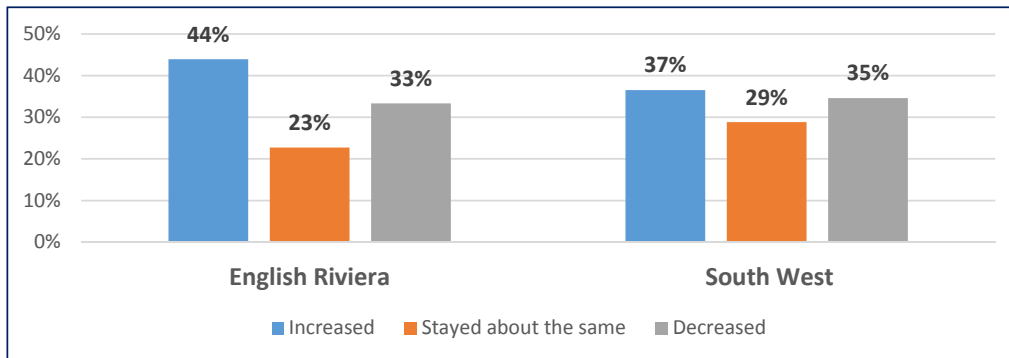
Visitor numbers compared to September 2018



Estimated actual % change

English Riviera 1.2%
South West -1.1%

Turnover compared to September 2018



Estimated actual % change

English Riviera 0.6%
South West -0.2%

| Business outlook | October | November |
|--------------------------|---------|----------|
| Better than last year | 21% | 14% |
| Same as last year | 37% | 39% |
| Not as good as last year | 42% | 47% |

English Riviera How's Business September 2019

| Business optimism (max 10) | English Riviera | South West |
|----------------------------|-----------------|------------|
| Sep-19 | 5.91 | 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 |
| Sep-18 | 6.44 | 6.07 |

| Accommodation occupancy | % | Sample |
|-------------------------|-------|--------|
| Serviced room | 60.1% | 27 |
| Hotel room | 70.5% | <5 |
| B&B/guest house room | 58.3% | 23 |
| Self catering unit | 77.2% | 13 |
| Holiday Park unit | 32.5% | <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 | | 39.9% | 40.4% |
| November | | 29.5% | 21.5% |
| December | | 33.8% | 29.0% |

Total sample this month

70

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