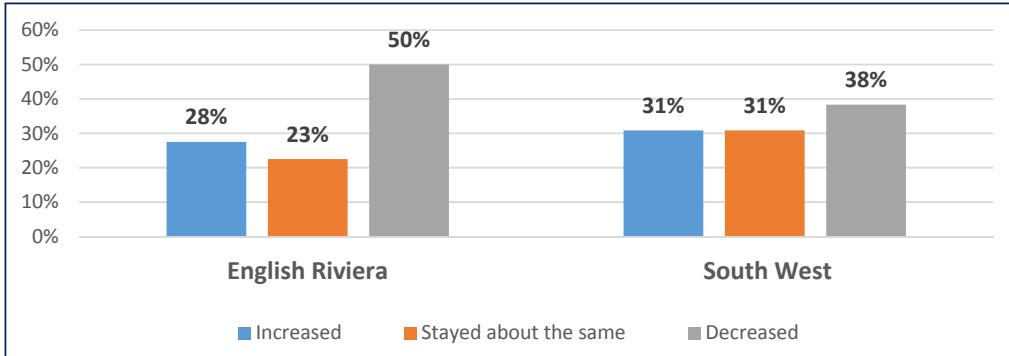


English Riviera How's Business July 2019

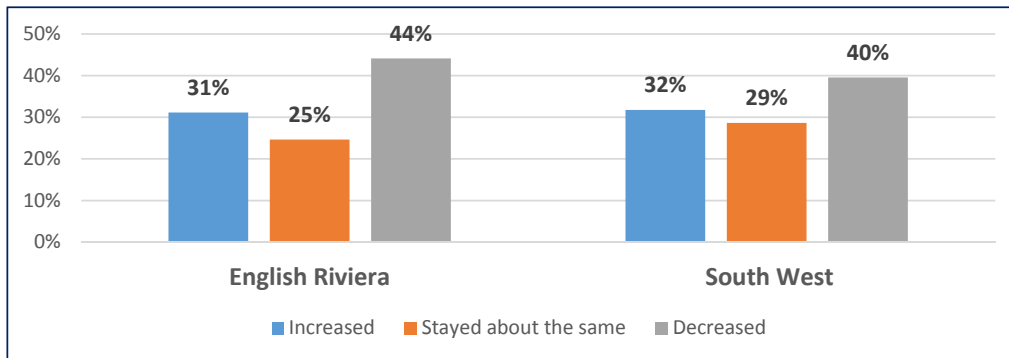
Visitor numbers compared to July 2018



Estimated actual % change

English Riviera -4.3%
South West -2.5%

Turnover compared to July 2018



Estimated actual % change

English Riviera -2.8%
South West -2.7%

Business outlook	August	September
Better than last year	14%	11%
Same as last year	27%	29%
Not as good as last year	59%	60%

English Riviera How's Business July 2019

Business optimism (max 10)	English Riviera	South West
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
Aug-18	6.45	6.30
Jul-18	6.44	6.30

Accommodation occupancy	%	Sample
Serviced room	70.7%	38
Hotel room	81.7%	10
B&B/guest house room	66.8%	28
Self catering unit	90.9%	8
Holiday Park unit	82.5%	<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		79.9%	78.3%
September		63.2%	70.1%
October		39.9%	40.4%
November		29.5%	21.5%
December		33.8%	29.0%

Total sample this month

83

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