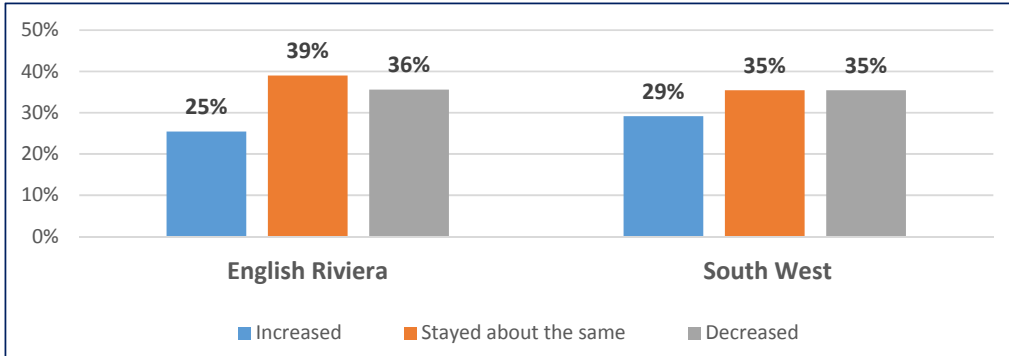


**English Riviera Performance Monitor February 2018**

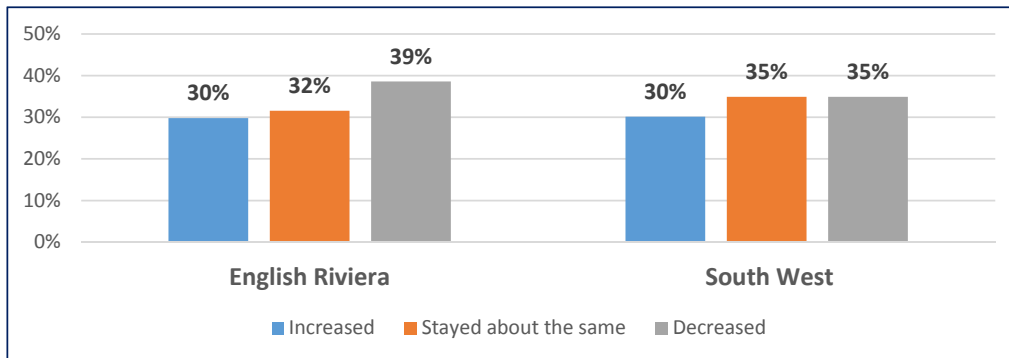
**Visitor numbers compared to February 2017**



**Estimated actual % change**

English Riviera	-5.40%
South West	-3.59%

**Turnover compared to February 2017**



**Estimated actual % change**

English Riviera	-3.21%
South West	-3.17%

Business outlook	March	Easter
Better than last year	14%	3%
Same as last year	30%	37%
Not as good as last year	55%	60%

**English Riviera Performance Monitor February 2018**

<b>Business optimism (max 10)</b>	<b>English Riviera</b>	<b>South West</b>
<b>Feb-18</b>	<b>6.42</b>	<b>6.29</b>
Jan-18	6.18	6.22
Dec-17	6.84	6.65
Nov-17	6.17	6.37
Oct-17	6.2	6.37
Sep-17	6.17	6.24
Aug-17	6.03	6.24
Jul-17	5.93	6.09
Jun-17	5.68	5.94
May-17	6.31	6.31
Apr-17	6.49	6.51
Mar-17	6.30	6.47
Feb-17	6.75	6.65

<b>Accommodation occupancy</b>	<b>%</b>	<b>Sample</b>
Serviced room	25.0%	25
Hotel room	45.5%	7
B&B/guest house room	17.0%	18
Self catering unit	16.7%	3
Holiday Park unit	0.0%	0
Caravan/camping pitch	0.0%	0

<b>Serviced room occupancy</b>	<b>2018</b>	<b>2017</b>
January	33.4%	26.7%
February	25.0%	21.6%
March		30.3%
April		43.8%
May		43.2%
June		61.2%
July		73.1%
August		78.3%
September		70.1%
October		40.4%
November		21.5%
December		29.0%

Total sample this month

74

Summary data taken from the English Riviera Performance Monitor  
compiled by the South West Research Company on behalf of the  
English Riviera BID Company