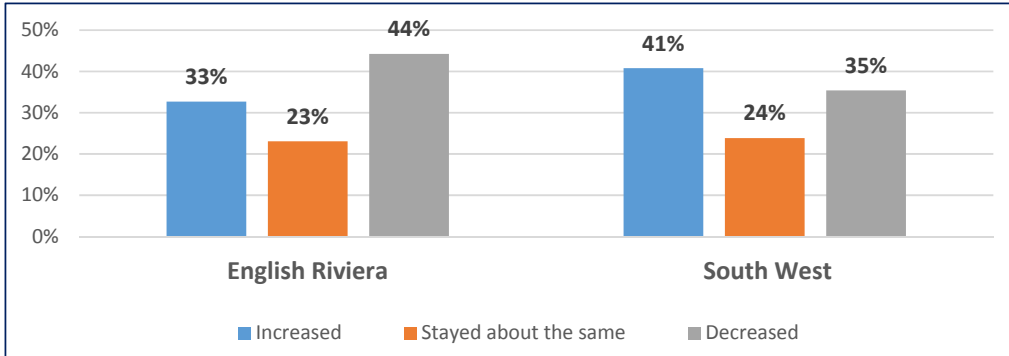


English Riviera How's Business February 2019

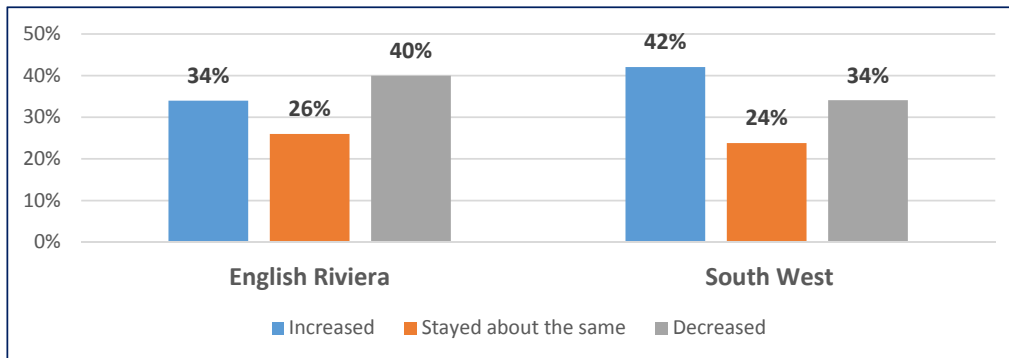
Visitor numbers compared to February 2018



Estimated actual % change

English Riviera -2.6%
South West -1.5%

Turnover compared to February 2018



Estimated actual % change

English Riviera -2.1%
South West -1.2%

Business outlook	March	April
Better than last year	23%	11%
Same as last year	21%	35%
Not as good as last year	57%	55%

English Riviera How's Business February 2019

Business optimism (max 10)	English Riviera	South West
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
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

Accommodation occupancy	%	Sample
Serviced room	39.2%	16
Hotel room	56.8%	7
B&B/guest house room	25.5%	9
Self catering unit	20.0%	6
Holiday Park unit	25.0%	<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		30.8%	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		39.9%	40.4%
November		29.5%	21.5%
December		33.8%	29.0%

Total sample this month

79

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