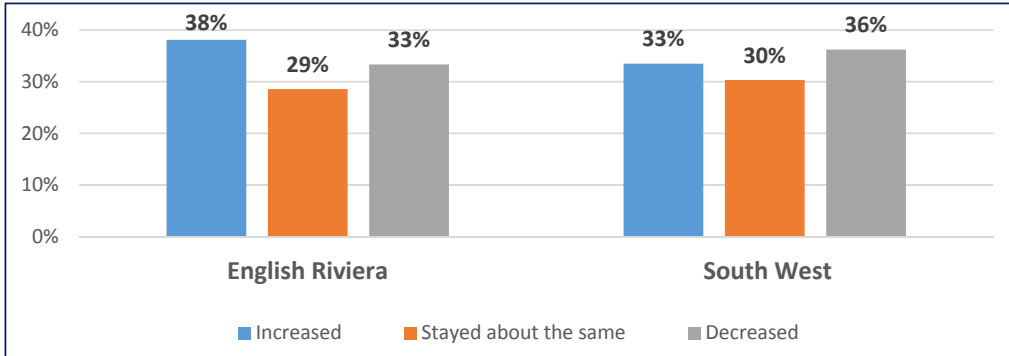


English Riviera How's Business July 2018

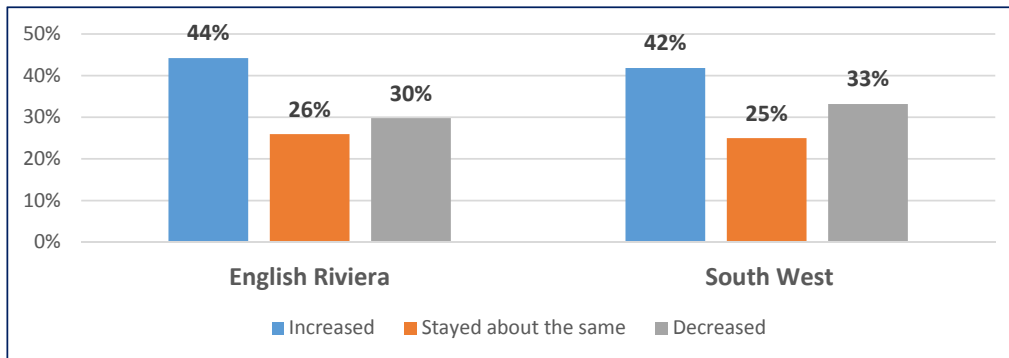
Visitor numbers compared to July 2017



Estimated actual % change

English Riviera -0.2%
 South West -1.4%

Turnover compared to July 2017



Estimated actual % change

English Riviera 0.5%
 South West -0.7%

Business outlook	August	September
Better than last year	27%	11%
Same as last year	33%	33%
Not as good as last year	40%	56%

English Riviera How's Business July 2018

Business optimism (max 10)	English Riviera	South West
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
Aug-17	6.03	6.24
Jul-17	5.93	6.09

Accommodation occupancy	%	Sample
Serviced room	74.0%	57
Hotel room	87.2%	11
B&B/guest house room	71.1%	45
Self catering unit	84.7%	11
Holiday Park unit	82.0%	<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		78.3%
September		70.1%
October		40.4%
November		21.5%
December		29.0%

Total sample this month

108

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