

# Economic Impact of Tourism

## Monthly Figures



### Hotel Occupancy

	Rural	Harrogate	Coast	North Yorks	York
Sept 2024	90.2%	77.5%	88.8%	83.8%	90.4%
Sept 2023	90.2%	87%	85.9%	87.9%	91.2%

### RevPAR

Revenue per available room

	Rural	Harrogate	Coast	North Yorks	York
Sept 2024	£100.50	£84.19	£62.38	£85.92	£99.97
Sept 2023	£107.40	£97.46	£73.98	£96.46	£102.25

## Context



September weather was mild to start, with stormy weather and below average temperatures towards the end of the month.

Key events:

- Harrogate Autumn Flower Show
- Long Course Weekend Masham
- Scarborough Jazz Festival
- Oliver's Mount Racing – Gold Cup



Cost of Living Crisis Continues. Continued Autumn Budget speculation has allegedly impacted consumer behaviour and confidence.

Sample: Rural: 20 hotels (909 rooms), Harrogate: 15 hotels (1,588 rooms), Coast: 4 hotels (524 rooms), North Yorks: 39 hotels (3,021 rooms), York: 39 hotels (3,785 rooms)

**STR** provides hotel performance insight from across North Yorkshire including occupancy and revenue per available room (RevPAR).

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## Figures: Year to date



### Hotel Occupancy

	Rural	Harrogate	Coast	North Yorks	York
2024	83.8%	77.8%	81.4%	80.5%	82.9%
2023	82.2%	79.3%	73.7%	79.3%	82.1%

### RevPAR

Revenue per available room

	Rural	Harrogate	Coast	North Yorks	York
2024	£88.80	£71.73	£57.12	£74.63	£87.70
2023	£87.77	£73.71	£59.64	£75.97	£85.54

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## Context

### Key

Rural: All excluding Coast & Harrogate  
 Harrogate: Town Only  
 Coast: Whitby to Filey  
 North Yorks: All of the above  
 York: City of York



Cost of Living Crisis. New Government in UK speculation about spending plans and taxation. Conflict in the Middle East & Ukraine. Elections in US.

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