

# Tracking our overnight visitors



## Hotel Occupancy

	Aug	Sept	Oct	Year to date
2024	79.8%	80.5%	81.2%	80.5%
2023	78.2%	79.3%	79.3%	79.93%

## Revenue per available room (RevPAR)

	Aug	Sept	Oct	Year to date
2024	£73.01	£74.63	£75.62	£74.42
2023	£73.39	£75.97	£75.66	£75.00

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## Context

### About the Data

- Hotel occupancy in October 2024 increased by 2.34% compared to 2023
- The average revenue per available room was £74.42. This is down £0.58 from the previous year.
- The total year to date hotel occupancy is 80.5%, this is up 0.7% compared to 2023.

**STR** provides accommodation performance insight including occupancy and revenue per available room.

### Why we use STR

Our Growth Target within the Destination Management Plan (DMP) is to increase the percentage of overnight visitors to North Yorkshire from 20% (2023) to 23% by 2034. It is important that we use data such as STR to track the progress of this target. Overnight visitors are crucial to the increase of the visitor economy as these visitors are more likely to spend within other businesses during their stay, providing economic benefits to the entire county.

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## Hotel Occupancy

	Rural	Harrogate	Coast	York
Oct 2024	87.2%	83.3%	83.8%	89.7%
Oct 2023	81.6%	80.1%	76.3%	86.9%

## RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Oct 2024	£87.20	£85.58	£47.77	£97.79
Oct 2023	£85.14	£72.63	£51.66	£92.08

## Context



Reasons for an increase in Occupancy and RevPAR in October may be down to:

- **School holidays:** October half term.
- **Weather:** Average month for October with provisional statistics showing rainfall and sunshine just below average.
- **Notable events:** Whitby Goth Weekend & Illuminated Abbey, Raworths Harrogate Literature Festival, Yorkshire Dales Cheese Festival, Halloween events across the county.
- **Conferences:** The LGA Annual Conference and Exhibition, Harrogate International Nursery Fair 2024, Medical Conference at Harrogate Convention Centre.

Sample: Rural: 20 hotels (909 rooms), Harrogate town centre: 14 hotels (1,493 rooms), Coast: 4 hotels (524 rooms), North Yorks: 38 hotels (2,926 rooms), York: 39 hotels (3,785 rooms)

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