

# Tracking our overnight visitors



## Hotel Occupancy

	Oct	Nov	Dec	Year to date
2024	81.2%	80.9%	80.1%	80.7%
2023	79.3%	79.1%	78.3%	78.9%

## Revenue per available room (RevPAR)

	Oct	Nov	Dec	Year to date
2024	£75.62	£75.18	£74.44	£75.08
2023	£75.66	£75.13	£74.52	£75.10

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## Context

### About the Data

- Year to date Hotel occupancy in December 2024 increased by 2.23% compared to 2023
- The average revenue per available room was £75.08 - This is down £0.02 from the previous year.
- The total year to date hotel occupancy is 80.7%, this is up 2.23% 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
Dec 2024	73.4%	73.9%	64.4%	86%
Dec 2023	73.7%	72.2%	57.6%	84%

## RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Dec 2024	£80.81	£65.32	£31.43	£103.03
Dec 2023	£83.06	£71.42	£31.66	£101.59

## Context



**Reasons for an increase in Occupancy in December may be down to:**

- **Notable events:** Scarborough Lights and Whitby Krampus Run. Christmas events such as Alice's Christmas Wonderland at Castle Howard. Mother Shipton's Magical Christmas and the Magical Wonderland at Stockeld Park. Harrogate Christmas Fayre and Christmas Markets in Malton, Skipton, Grassington and Knaresborough. The York Christmas Market ran until 22nd December.
- **Conferences:** Pharmacology 2024 at Harrogate Convention Centre.

Sample: Rural: 21 hotels (950 rooms), Harrogate town centre: 14 hotels (1,493 rooms), Coast: 4 hotels (532 rooms), North Yorks (all): 39 hotels (2,975 rooms), York: 40 hotels (3,808 rooms)

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