

Tracking our overnight visitors



Hotel Occupancy

	Sept	Oct	Nov	Year to date
2024	80.5%	81.2%	80.9%	80.86%
2023	79.3%	79.3%	79.1%	79.23%

Revenue per available room (RevPAR)

	Sept	Oct	Nov	Year to date
2024	£74.63	£75.62	£75.18	£75.14
2023	£75.97	£75.66	£75.13	£75.59

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Context

About the Data

- Hotel occupancy in November 2024 increased by 2.22% compared to 2023
- The average revenue per available room was £75.14. This is down £0.45 from the previous year.
- The total year to date hotel occupancy is 80.86%, this is up 2.01% 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
Nov 2024	81.0%	79.3%	70.6%	88.5%
Nov 2023	80.9%	78.7%	63.4%	87.8%

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Nov 2024	£79.81	£78.32	£37.92	£105.99
Nov 2023	£80.20	£75.45	£37.41	£98.23

Context



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

- Notable events:** Scarborough Lights, Whitby Christmas Market and Scarborough Sparkle. Christmas events such as Alice's Christmas Wonderland at Castle Howard. Wensleydale Christmas Craft Fair and the Magical Wonderland at Stockeld Park. The York Christmas Market started in mid November.
- Conferences:** The Though Bubble Comic Convention at Harrogate Convention Centre.

Sample: Rural: 20 hotels (917 rooms), Harrogate town centre: 14 hotels (1,493 rooms), Coast: 4 hotels (532 rooms), North Yorks (all): 38 hotels (2,942 rooms), York: 39 hotels (3,785 rooms)

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