Tracking our overnight visitors

VISIT NORTH YORKSHIRE | NORTH YORKSHIRE COUNCIL

Hotel Occupancy

	Nov	Dec	Jan	Year to date
2025	N/A	N/A	64.3%	64.3%
2024	80.9%	80.1%	64.5%	75.16%

Revenue per available room (RevPAR)

	Nov	Dec	Jan	Year to date
2025	N/A	N/A	£48.80	£48.80
2024	£74.44	£75.18	£47.88	£65.83

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Context

About the Data

- Year to date Hotel occupancy in January 2025 decreased by 0.31% compared to 2023.
- The average revenue per available room was £66.14 - This is up £0.47 from the previous year.
- The total year to date hotel occupancy is 75.1.%, this is comparable to 2024 with a minor decrease of 0.07%.

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
Jan 2025	64.6%	68.6%	59.3%	70.3%
Jan 2024	69.4%	62.5%	*	67%

RevPAR
Revenue per available room

	Rural	Harrogate	Coast	York
Jan 2025	£56.62	£54.16	£22.11	£56.08
Jan 2024	£60.77	£47.88	*	£53.68

Context

Reasons for a slight decrease in Occupancy in January may be down to:

- January is a typically quieter time of year for overnight stays following the busy festive period. However, there were events and conferences that took place which may have generated stays.

- **Notable events:** New Years Day Dip, Scarborough and Whitby.

- **Conferences:** BTME 2025 – Harrogate Convention Centre

*Sample below threshold required

Sample: Rural: 21 hotels (969 rooms), Harrogate town centre: 14 hotels (1,493 rooms), Coast: 4 hotels (551 rooms), North Yorks (all): 39 hotels (3013 rooms), York: 38 hotels (3,745 rooms)

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

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