

Tracking our overnight visitors



Hotel Occupancy

	Dec	Jan	Feb	Year to date
2025	N/A	64.3%	76.8%	70.55%
2024	N/A	64.5%	74.9%	69.7%

Revenue per available room (RevPAR)

	Dec	Jan	Feb	Year to date
2025	N/A	£48.80	£59.93	£54.37
2024	N/A	£47.88	£57.53	£52.71

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Context

About the Data

- Year to date Hotel occupancy in February 2025 increased by 2.54% compared to 2024.
- The average revenue per available room was £54.37 – This is up £1.66 (3.15%) from the previous year.
- The total year to date hotel occupancy is 70.55%, this is comparable to 2024 with an increase of 1.22%.

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
Feb 2025	77.8%	76.6%	75.4%	82.7%
Feb 2024	80.0%	70.3%	*	79.3%

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Feb 2025	£72.12	£60.49	£36.65	£76.38
Feb 2024	£74.01	£54.56	*	£73.48

Context



Reasons for an increase in Occupancy in February may be down to:

- February is typically a quieter time of year for overnight stays. However, there was February half term as well as events and conferences that took place which may have generated increased stays.
- Notable events:** Valentines Day, Whitby Steampunk Weekend, North York Moors & Yorkshire Dales Dark Skies Festival, Half Term Events across the county. The increase in Harrogate specifically may be due to Harrogate Fashion Week at 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).