

Tracking our overnight visitors



Hotel Occupancy

	Feb	Mar	Apr	Year to date
2025	76.8%	79.1%	81.6%	79.16%
2024	74.9%	77.7%	77.1%	

Revenue per available room (RevPAR)

	Feb	Mar	Apr	Year to date
2025	£59.93	£65.09	£72.99	£66.00
2024	£57.53	£64.56	£65.01	

Context

About the Data

- North Yorkshire hotel occupancy in April 2025 increased by 5.51% compared to 2024.
- The average revenue per available room was £66.00 – This is up £3.64 (also 5.51%) from the previous year.
- The total year to date hotel occupancy is 79.16%, this is an increase compared to 2024 of 3.28%.

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
Apr 2025	78.8%	82.3%	85.0%	86.7%
Apr 2024	81.3%	73.3%	79.7%	82.2%

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Apr 2025	£81.63	£73.86	£65.12	£88.32
Apr 2024	£78.75	£62.51	£56.73	£81.77

Context



- Reasons for an increase in Occupancy in March may be down to:**
- April saw warm, sunny and dry weather that probably affected an increase in stays. The Easter school holidays and Easter bank holidays helped contribute to an overall increase in occupancy and revenue per available room. There were some events and conferences that took place which may have also generated increased stays.
 - **Notable events:** Harrogate Spring Flower Show, Easter events, Sci Fi Scarborough & Whitby Goth Weekend, Harrogate Convention Centre had the NEU Annual Conference and the annual Inner Wheel Conference.

Sample: Rural: 20 hotels (959 rooms), Harrogate town centre: 13 hotels (1,290 rooms), Coast: 4 hotels (551 rooms), North Yorks (all): 37 hotels (2800 rooms), York: 38 hotels (3,745 rooms)

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