

Tracking our overnight visitors



Hotel Occupancy

	Mar	Apr	May	Year to date
2025	79.1%	81.61%	84.4%	81.7%
2024	77.7%	77.1%	85.2%	

Revenue per available room (RevPAR)

	Mar	Apr	May	Year to date
2025	£65.09	£72.99	£86.68	£74.92
2024	£64.56	£65.01	£81.13	

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Context

About the Data

- North Yorkshire hotel occupancy in May 2025 decreased by 0.94% compared to 2024.
- The average revenue per available room was £74.92 – This is up £4.69 (6.26%) from the previous year.
- The total year to date hotel occupancy is 81.7%, this is an increase compared to 2024 of 2.08%.

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
May 2025	83.4%	85.5%	83.7%	86.2%
May 2024	87.5%	84.9%	81.6%	85.4%

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
May 2025	£94.62	£92.04	£59.78	£98.09
May 2024	£92.84	£81.62	£57.08	£95.25

Context



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

- May saw continued, sunny and dry weather with minimal precipitation, that probably affected an increase in sentiment and stays. May and Spring Bank holidays and school half term 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:** Whitby Fish & Ships Festival, Big Ideas By the Sea (Scarborough) and Scarborough Streets, Malton Food Loves Festival, Harrogate Convention Centre had the NAHT annual Conference and the annual Royal British Legion Conference.

Sample: Rural: 20 hotels (959 rooms), Harrogate town centre: 14 hotels (1,493 rooms), Coast: 4 hotels (551 rooms), North Yorks (all): 38 hotels (3003 rooms), York: 39 hotels (3,854 rooms)

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