

Tracking our overnight visitors



Hotel Occupancy

	Apr	May	June	Year to date
2025	81.61%	84.4%	83.0%	83%
2024	77.1%	85.2%	85.1%	82.47%

Revenue per available room (RevPAR)

	Apr	May	June	Year to date
2025	£72.99	£86.68	£84.19	£81.29
2024	£65.01	£81.13	£85.93	£77.36

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Context

About the Data

- North Yorkshire hotel occupancy in June 2025 decreased by 2.53% compared to 2024.
- The average revenue per available room was £81.29 – This is up £3.93 (4.83%) from the previous year.
- The total year to date hotel occupancy is 83%, this is an increase compared to 2024 of 0.64%.

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
June 2025	80.4%	85.1%	83.1%	85.2%
June 2024	87.0%	83.9%	84.7%	84.6%

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
June 2025	£94.93	£82.73	£68.27	£92.69
June 2024	£100.57	£81.32	£70.24	£95.53

Context



Reasons for a decrease in Occupancy in June may be down to:

- Continued, sunny, hot and dry weather with minimal precipitation, that probably affected sentiment, stays and type and duration of visit.
- Notable events:** Pride events such as York Pride and Pride in the Dales. Scarborough Armed Forces Day, Malton Show, Scarborough Fringe, Scarborough Open Air Theatre events, Knaresborough Bed Race, Swaledale Festival and Harrogate Food & Drink Festival. Charity Retail Conference and Exhibition and UK Oncology Forum at Harrogate Convention Centre.

Sample: Rural: 20 hotels (959 rooms), Harrogate town centre: 14 hotels (1,487 rooms), Coast: 4 hotels (551 rooms), North Yorks (all): 38 hotels (2997 rooms), York: 39 hotels (3,854 rooms)

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