

# Tracking our overnight visitors



## Hotel Occupancy

	May	June	July	Year to date
2025	84.4%	83.0%	84.1%	83.83%
2024	85.2%	85.1%	86.4%	

## Revenue per available room (RevPAR)

	May	June	July	Year to date
2025	£86.68	£84.19	£94.01	£88.29
2024	£81.13	£85.93	£92.36	

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## Context

### About the Data

- North Yorkshire hotel occupancy in July 2025 decreased by 2.73% compared to 2024.
- The average revenue per available room was £88.29 – This is up £1.82 (2.06%) from the previous year.
- The total year to date hotel occupancy is 83.83%, this is a decrease compared to 2024 of 2.07%.

**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.

# Tracking our overnight visitors



## Hotel Occupancy

	Rural	Harrogate	Coast	York
July 2025	84.8%	84%	83.3%	91.9%
July 2024	88.4%	84.8%	86.9%	

## RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
July 2025	£106.97	£90.37	£94.64	£105.29
July 2024	£104.20	£90.54	£85.62	£103.64

## Context



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

- Continued, sunny, hot and dry weather, that probably affected sentiment, stays and type and duration of visit. Alongside July being a popular time for holidays abroad during the school holidays.
- Notable events:** Busy summer events season including, Ripon Theatre Festival, Scarborough Open Air Theatre events, Harrogate Old Peculiar Crime Writing Festival, Great Yorkshire Show, Scarborough Fair – Art & Extreme. Selby Food Drink & Craft Fair, Ingleton 1940's weekend, Ripon Xtreme Carnival, Masham Steam Rally and Whitby Steampunk Weekend. Home and Gift Buyers Festival & ACPGBI Annual Meeting at Harrogate Convention Centre.

Sample: Rural: 21 hotels (987 rooms), Harrogate town centre: 14 hotels (1,487 rooms), Coast: 4 hotels (551 rooms), North Yorks (all): 39 hotels (3025 rooms), York: 39 hotels (3,854 rooms)

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