

Tracking our overnight visitors



Hotel Occupancy

	July	Aug	Sept	Three Month Average
2025	84.1%	87%	84.8%	85.3%
2024	86.4%	87.9%	86.5%	

Revenue per available room (RevPAR)

	July	Aug	Sept	Three Month Average
2025	£94.01	£94.06	£84.32	£90.80
2024	£92.36	£90.50	£91.43	

Context

About the Data

- North Yorkshire hotel occupancy in September 2025 decreased by 2% compared to 2024.
- The average revenue per available room was £90.80 – This is down £0.63 (0.68%) from the previous year.
- The total year to date hotel occupancy is 85.3%, this is a decrease compared to 2024 of 1.84%.

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
Sept 2025	84.9%	84.4%	85.8%	90.5%
Sept 2024	89.9%	83.4%	88.8%	

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Sept 2025	£99.34	£82.81	£61.35	£100.82
Sept 2024	£102.40	£94.55	£62.38	£100.02

Context



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

- End of school holidays and the beginning of Autumn. Economic climate and continued increases in the cost of living.
- **Notable events:** York National Book Fair, Staithes Festival of Arts and Heritage, Scarborough Jazz Festival, Goldwing Light Parade, Scarborough, Oliver's Mount Gold Cup, Trackrod Rally Filey, British Gravel Championships at Dalby Forest and Railway 200 celebrations. Bridal Week, Harrogate Autumn Flower Show and the Flooring Show at Harrogate Convention Centre.

Sample: Rural: 21 hotels (987 rooms), Harrogate town centre: 12 hotels (1,148 rooms), Coast: 4 hotels (551 rooms), North Yorks (all): 37 hotels (2686 rooms), York: 39 hotels (3,854 rooms)

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