

Tracking our overnight visitors



Hotel Occupancy

	Sept	Oct	Nov	Three Month Average
2025	84.8%	81.5%	75.9%	80.7%
2024	86.5%	84.6%	75.4%	82.2%

Revenue per available room (RevPAR)

	Sept	Oct	Nov	Three Month Average
2025	£84.32	£75.47	£73.18	£77.66
2024	£91.43	£79.85	£70.43	£80.57

OFFICIAL

Context

About the Data

- North Yorkshire hotel occupancy in November 2025 increased slightly by 0.66% compared to 2024.
- The average revenue per available room was £77.66 – This is down £2.91 (3.75%) from the previous year.
- The total year to date hotel occupancy is 80.7%, this is a decrease compared to 2024 of 1.86%.

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
Nov 2025	77.2%	80.1%	63.8%	88.5%
Nov 2024	76.5%	79.3%	64.2%	

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Nov 2025	£84.58	£77.65	£42.65	£105.19
Nov 2024	£78.33	£78.32	£37.50	£106.10

Context



Reasons for an overall increase in Occupancy in November may be down to:

- Build up before Christmas with seasonal events and activities.
- **Notable events:** Whitby Lit Fest, Whitby Christmas Market and Fair, Scarborough Sparkle, Wizard of Oz at Castle Howard, Christmas at Harewood House, Hawes Christmas Craft Fair, Flying Scotsman of North Yorkshire Moors Railway & York Christmas Market. The Northern Homebuilding and Renovating Show, Wounds UK Conference, Reproduced Sounds Conference and Comic Convention at Harrogate Convention Centre.

Sample: Rural: 22 hotels (1059 rooms), Harrogate town centre: 12 hotels (1,148 rooms), Coast: 5 hotels (623 rooms), North Yorks (all): 39 hotels (2830 rooms), York: 38 hotels (3,828 rooms)

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