

Tracking our overnight visitors



Hotel Occupancy

	Oct	Nov	Dec	Three Month Average
2025	81.5%	75.9%	75.1%	77.5%
2024	84.6%	75.4%	71.6%	77.2%

Revenue per available room (RevPAR)

	Oct	Nov	Dec	Three Month Average
2025	£75.47	£73.18	£68.30	£72.32
2024	£79.85	£70.43	£70.39	£73.56

OFFICIAL

Context

About the Data

- North Yorkshire hotel occupancy in December 2025 increased by a noticeable 4.66% compared to 2024.
- The average revenue per available room was £68.30 - This is down £2.09 (3.06%) from the previous year.
- The total year to date occupancy average for 2025 is 79.8%, this is comparable to 2024 with a slight increase of 0.08%.
- The Total year to date Rev Par average for 2025 is £75.59 compared to £74.75 for 2024 a slight increase of £0.84

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
Dec 2025	74.4%	80.8%	63%	88%
Dec 2024	70.3%	77.6%	59.4%	86.3%

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Dec 2025	£87.26	£68.54	£78.83	£106.75
Dec 2024	£79.56	£78.83	£33.92	£103.63

Context



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

- Christmas Holidays and seasonal events and activities.
- **Notable events:** Wizard of Oz at Castle Howard, Christmas at Harewood House, York Christmas Market, Harrogate Christmas Fayre, Yorkshire's Winter Wonderland, Scarborough Lights, and other Christmas Markets and Fairs.
- British Medical Ultrasound Society Annual Meeting at Harrogate Convention Centre and Hope For Life Conference at Harrogate Pavilions.

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: 38 hotels (3,830 rooms)

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