

Tracking our overnight visitors



Hotel Occupancy

	Nov	Dec	Jan 26	Three Month Average
2025	75.9%	75.1%	62.6%	71.2%
2024	75.4%	71.6%	62.5%	69.8%

Revenue per available room (RevPAR)

	Nov	Dec	Jan 26	Three Month Average
2025	£73.18	£68.30	£52.52	£64.66
2024	£70.43	£70.39	£45.67	£62.16

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Context

About the Data

- North Yorkshire hotel occupancy in January 2026 was comparable to 2025 with a small increase of 0.16%.
- The average revenue per available room was £64.66 - This is up £2.50 (3.86%) from the previous year.
- The twelve-month occupancy average is 79.62.% a slight increase of 0.06%.
- The twelve-month Rev Par average is £75.89 compared to £74.56 for 2024 an increase of £1.33

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
Jan 2026	61.7%	68.2%	49.1%	70%
Jan 2025	61.5%	68.7%	49.7%	70.5%

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Jan 2026	£60.82	£56.27	£29.14	£56.04
Jan 2025	£55.46	£47.78	£23.71	£56.41

Context



- January is a typically quieter time of year for overnight stays following the busy festive period. However, there were events and conferences that took place which may have generated stays.
- January was a wetter month than average, with below average temperatures with outbreaks of snow.
- **Notable events:** New Years Day Dips in Scarborough and Whitby.
- Yorkshire Farming Conference, & BTME Conference 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 (3,830 rooms)

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