

Tracking our overnight visitors



Hotel Occupancy

	Dec 25	Jan	Feb	Three Month Average
2026	75.1%	62.6%	73.6%	70.43%
2025	71.6%	62.5%	75%	69.7%

Revenue per available room (RevPAR)

	Dec 25	Jan	Feb	Three Month Average
2026	£68.30	£52.52	£61.38	£60.73
2025	£70.39	£45.67	£58.29	£58.12

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Context

About the Data

- North Yorkshire hotel occupancy in February 2026 saw a decrease of 1.9%.
- The average revenue per available room was £60.73 – This is up £2.61 (4.49%) from the previous year, an increase..
- The twelve-month occupancy average is 79.36.% a slight decrease of 0.27% compared to 2025.
- The twelve-month Rev Par average is £76.02 compared to £74.63 for 2025 an increase of £1.39

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
Feb 2026	72.1%	78.7%	64.3%	83.5%
Feb 2025	75.2%	76.5%	71%	83%

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Feb 2026	£73.34	£60.64	£41.73	£78.87
Feb 2025	£72.00	£55.91	£40.05	£76.71

Context



- February is generally a quieter time of year for overnight stays, being a winter month. However, there were events and conferences that took place which may have affected stays.
- February was a wetter month than average, with persistent rainfall, localised flooding and frequent low pressure systems with below average temperatures.
- Notable events:** February School Half Term, Whitby Steampunk Weekend, Yorkshire Dales and North York Moors Dark Skies Festival and Valentines Day.
- Harrogate Fashion Week and the Quilting and Sewing Show at Harrogate Convention Centre.

Sample: Rural: 22 hotels (1074 rooms), Harrogate town centre: 13 hotels (1,351 rooms), Coast: 5 hotels (623 rooms), North Yorks (all): 40 hotels (3048 rooms), York: 38 hotels (3,830 rooms)

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