

Tracking our overnight visitors



Hotel Occupancy

	Jan	Feb	Mar	Three Month Average
2026	62.6%	73.6%	75.9%	70.7%
2025	62.5%	75%	78.1%	71.9%

Revenue per available room (RevPAR)

	Jan	Feb	Mar	Three Month Average
2026	£52.52	£61.38	£67.13	£60.34
2025	£45.67	£58.29	£66.25	£56.74

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Context

About the Data

- North Yorkshire hotel occupancy in March 2026 saw a decrease of 2.9%.
- The average revenue per available room was £60.34 - This is up £3.60 (6.34%) from the previous year.
- The twelve-month occupancy average is 79.09% a slight decrease of 0.65% compared to 2025.
- The twelve-month Rev Par average is £76.18 compared to £74.77 for 2025 an increase of £1.41

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
Mar 2026	75.5%	79.2%	69%	81.8%
Mar 2025	76.7%	81.7%	72.2%	82%

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Mar 2026	£80.27	£66.01	£46.25	£74.25
Mar 2025	£76.35	£68.14	£44.29	£76.18

Context



- March usually sees business pick up with a gradual increase in overnight stays, as Spring begins and with the lead up to the Easter holidays. However, an increase in fuel costs caused by conflict in Iran may have contributed to a decrease for this year.
- March weather was mild and changeable alternating between settled and unsettled spells. It was notably warmer than average.
- **Notable events:** Start of Easter school holidays and events at the end of the month, Mother's Day, York Literature Festival, Scarborough Punk Festival, Skipton Music Festival and Harrogate International Sunday Series.
- UK Kidney Week Conference at Harrogate Convention Centre.

Sample: Rural: 22 hotels (1074 rooms), Harrogate town centre: 12 hotels (1,148 rooms), Coast: 5 hotels (623 rooms), North Yorks (all): 39 hotels (2845 rooms), York: 38 hotels (3,830 rooms)

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