

Tracking our overnight visitors



Hotel Occupancy

	Feb	Mar	Apr	Three Month Average
2026	73.6%	75.9%	76.9%	75.47%
2025	75%	78.1%	81%	78.03%

Revenue per available room (RevPAR)

	Feb	Mar	Apr	Three Month Average
2026	£61.38	£67.13	£77.14	£68.55
2025	£58.29	£66.25	£76.22	£66.92

OFFICIAL

Context

About the Data

- North Yorkshire hotel occupancy in April 2026 saw a decrease of **5.33%**.
- The average revenue per available room was £68.55 - This is up £1.63 (2.44%) from the previous year.
- The twelve-month occupancy average is 72.29% a decrease of 1.23% compared to 2025.
- The twelve-month Rev Par average is £70.10 compared to £69.35 for 2025 a slight increase of £0.75

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.

Tracking our overnight visitors



Hotel Occupancy

	Rural	Harrogate	Coast	York
Apr 2026	75.9%	78.8%	74.2%	86.8%
Apr 2025	77.2%	83.4%	81.6%	87%

RevPAR

Revenue per available room

	Rural	Harrogate	Coast	York
Apr 2026	£93.80	£67.10	£70.82	£87.12
Apr 2025	£83.69	£76.70	£62.10	£88.81

Context



- April usually sees business pick up with a gradual increase in overnight stays, as Spring is in full swing and the weather more settled. However, an increase in fuel costs, caused by conflict in Iran, economic uncertainty and cost of living increases may have contributed to a decrease for this month.
- April weather was mild, sunnier than average, with average rainfall. The start of the month was unsettled with Storm Dave then turned more settled and milder for the end of the month.
- **Notable events:** Easter Bank and School Holidays, Bob Smith Spring Cup Oliver's Mount Scarborough, Harrogate Spring Flower Show & Sci Fi Scarborough.

Sample: Rural: 21 hotels (1064 rooms), Harrogate town centre: 12 hotels (1,148 rooms), Coast: 4 hotels (483 rooms), North Yorks (all): 37 hotels (2695 rooms), York: 38 hotels (3,830 rooms)

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