

Quarterly Tourism Dashboard

**Results for:
Quarter One 2026
and Year to date**

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Part of



Economic Impact of Tourism

Quarterly Figures



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	March	Three Month Average
2026	£52.52	£61.38	£67.13	£60.34
2025	£45.67	£58.29	£66.25	£56.74

Notable events in Q1

February Half Term, Whitby Steampunk Festival, Dark Skies Festival (Dales & North York Moors), York Literature Festival, Skipton Music Festival. UK Kidney Conference, Harrogate Fashion week, Quilting & Sewing Show, Yorkshire Farming Conference and BTME Conference at Harrogate Convention Centre.

About the Data

- North Yorkshire hotel occupancy in Q1 2026 saw a decrease of 1.7% compared to Q1 2025.
- 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 78.66% a decrease of 1.39% compared to the previous twelve months.
- The twelve-month Rev Par average is £77.01 compared to £76.07 for the previous twelve months - a slight increase of £0.94

Economic Impact of Tourism

Quarterly Figures By Area

Hotel Occupancy

	Jan 26	Feb 26	Mar 26	Three Month Average
Rural	61.7%	72.1%	75.5%	67.77%
Harrogate	68.2%	78.7%	79.2%	75.37%
Coast	49.1%	64.3%	69%	60.80%
York	70%	83.5%	81.8%	78.43%

About the Data

- Rural three-month hotel occupancy is **down** 1.95% compared to 2025.
- Harrogate three-month hotel occupancy is **down** 0.34% compared to 2025.
- Coastal three-month hotel occupancy is **down** 5.76% compared to 2025.
- York three-month hotel occupancy is **down** 0.09% compared to 2025.

Sample

- Rural: 22 hotels (1074 rooms)
- Harrogate town centre: 13 hotels (1351 rooms)
- Coast: 5 hotels (623 rooms)
- York: 38 hotels (3830 rooms)

Economic Impact of Tourism

Quarterly Figures By Area

Revenue per available room (RevPar)

	Jan 26	Feb 26	Mar 26	Three Month Average
Rural	£60.82	£73.34	£80.27	£71.48
Harrogate	£56.27	£60.64	£66.01	£60.97
Coast	£29.14	£41.73	£46.25	£39.04
York	£56.04	£78.87	£74.25	£69.72

About the Data

- Rural Three-Month RevPar is 5.2% up compared to 2025.
- Harrogate Three-Month RevPar is 6.4% up compared to 2025.
- Coastal Three-Month RevPar is 8.4% up compared to 2025.
- York Three-Month RevPar is 0.07% up compared to 2025.

Sample

- Rural: 22 hotels (1074 rooms)
- Harrogate town centre: 13 hotels (1351 rooms)
- Coast: 5 hotels (623 rooms)
- York: 38 hotels (3830 rooms)

Economic Impact of Tourism

Quarterly Figures



Self Catering Key Data

	Jan	Feb	Mar	Three Month Average
2026	31.5%	41.2%	40.3%	37.7%
2025	33.7%	43%	42.2%	39.6%

Attractions Data

	Jan (Average)	Feb (Average)	Mar (Average)	Three Month Average
2026	N/A	719	2722	1147
2025	N/A	1451	2367	1272

Data Source: T-Stats

About the Data

- Occupancy for self catering accommodation in Q1 2026 is down 4.8% compared to 2025.
- February was slightly higher than March. For self catering. The February half term may have impacted occupancy rates.
- Attractions admissions data shows a 9.8% decrease compared to 2025
- A decrease in self catering and attractions admissions data is consistent with other data sources.
- N/A due to low sample size

Sample

- Self Catering Key Data – 2025 (11,290) and 2026 (13,845).
- Attractions Data – Constant Sample 2