

Quarterly Tourism Dashboard

**Results for:
Quarter Two – 2026
and Year to date**

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Economic Impact of Tourism

Quarterly Figures North Yorkshire



Hotel Occupancy

	Apr	May	June	Three Month Average
2026	76.9%	83.9%	83.9%	81.57%
2025	81%	83.1%	82.8%	82.3%

Revenue per available room (RevPar)

	Apr	May	June	Three Month Average
2026	£77.14	£92.42	£109.66	£93.07
2025	£76.22	£85.51	£101.58	£87.77

Data Source: STR

Notable events for Q2

Easter holidays and events, York Chocolate Festival, Whitby Goth Weekend, Harrogate Spring Flower Show, Harrogate Music Festival, Scarborough Armed Forces Day, Great Knaresborough Bed Race, Swaledale Festival, start of Scarborough Open Air Theatre & Barry Sheene Festival at Oliver’s Mount. ARMA and Barbershop Singers Association Annual Conference at Harrogate Convention Centre.

About the Data

- North Yorkshire hotel occupancy in Q2 2026 saw a decrease of 0.89% compared to Q2 2025.
- The average revenue per available room was £93.07 – This is up £5.30 (6.04%) from the previous year.
- The twelve-month occupancy average is 78.73% a decrease of 0.5% compared to the previous twelve months.
- The twelve-month Rev Par average is £79.58 compared to £77.37 for the previous twelve months – an increase of £2.21

Economic Impact of Tourism

Quarterly Figures By Area



Hotel Occupancy

	Apr 26	May 26	June 26	Three Month Average
Rural	75.9%	82.4%	85.7%	81.3%
Harrogate	78.8%	85.1%	84.6%	82.83%
Coast	74.2%	83.6%	79.2%	79%
York	86.8%	87.7%	87.3%	87.27%

About the Data

- Rural three-month hotel occupancy is up 1.62% compared to 2025.
- Harrogate three-month hotel occupancy is **down** 2.1% compared to 2025.
- Coastal three-month hotel occupancy is **down** 2.37% compared to 2025.
- York three-month hotel occupancy is **down** 0.39% 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)

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Quarterly Figures By Area



Revenue per available room (RevPar)

	Apr 26	May 26	June 26	Three Month Average
Rural	£ 93.80	£106.80	£115.06	£105.22
Harrogate	£67.10	£84.30	£76.50	£75.97
Coast	£70.82	£85.69	£87.14	£81.22
York	£87.12	£103.84	£98.73	£96.56

About the Data

- Rural Three-Month RevPar is 13.19% up compared to 2025.
- Harrogate Three-Month RevPar is 11.3% **down** compared to 2025.
- Coastal Three-Month RevPar is 20.17% up compared to 2025.
- York Three-Month RevPar is 3.2% 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

	Apr	May	June	Three Month Average
2026	49.4%	48.6%	45.3%	47.8%
2025	53.9%	53.5%	52.6%	53.3%

Attractions Data

	Apr (Average)	May (Average)	June (Average)	Three Month Average
2026	1333	2125	1767	1742
2025	1774	2084	2078	1979

Data Source: T-Stats

About the Data

- Occupancy for self catering accommodation in Q2 2026 is down **11.5%** compared to 2025.
- All three months were consistently down compared to 2025.
- Attractions admissions data shows a **13.6%** decrease compared to 2025 but with a low constant sample size used for yearly comparison.

Sample

- Self Catering Key Data – 2025 (11,276) and 2026 (11,198).
- Attractions Data – Low Constant Sample