Quarterly Tourism Dashboard



Results for: Quarter Three 2026 and Year to date

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Economic Impact of Tourism

Quarterly Figures North Yorkshire

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Hotel Occupancy

	July	August	September	Three-Month Average
2026	88.7%	88.8%	87.7%	88.4%
2025	85.4%	87.1%	85.3%	85.9%

Revenue per available room (RevPar)

	July	August	September	Three-Month Average
2026	£104.01	£103.26	£97.93	£101.73
2025	£96.40	£95.17	£90.37	£93.98

Data Source: STR

Notable events for Q3

School Summer holidays, August Bank Holiday, Yorkshire Day and events, including 28 shows at Scarborough Open Air Theatre, Great Yorkshire Show and regional agricultural shows, Tour of Britain, Harrogate Crime Writing Festival, Olivers Mount Racing Festivals, Ebor Festival & Thirsk Races, St. Wilfrid's Procession Ripon, Whitby Regatta, Ripon Theatre Festival, Leeds Festival and the Deer Shed Festival. Home and Gift Buyers Festival & Harrogate Fashion Week at Harrogate Convention Centre.

About the Data

- North Yorkshire hotel occupancy in Q3 2026 saw an increase of 2.9% compared to Q3 2025
- The average revenue per available room was £101.73 - this is up £7.75 (8.3.%) from the previous year
- The 12-month occupancy average is 72.2%, a marginal decrease of 0.03% compared to the previous 12 months
- The 12-month RevPar average is £73.71 compared to £70.48 for the previous 12 months - an increase of £3.23 (4.6%)

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Quarterly Figures By Area

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Hotel Occupancy

	July 2026	Aug 2026	Sept 2026	Three-Month Average
Rural	87.5%	87.7%	87.3%	87.5%
Harrogate	90.4%	90.5%	88.4%	89.8%
Coast	87.1%	86.7%	86.8%	86.9%
York	91.1%	90.3%	91.4%	90.9%

About the Data

- Rural Three-Month hotel occupancy is up 2.5% compared to 2025
- Harrogate Three-Month hotel occupancy is up 1.74% compared to 2025
- Coastal Three-Month hotel occupancy is up 1.88% compared to 2025
- York Three-Month hotel occupancy is down 0.77% compared to 2025

Sample

- Rural: 22 hotels (1041 rooms)
- Harrogate Town Centre: 13 hotels (1351 rooms)
- Coast: 5 hotels (623 rooms)
- York: 39 hotels (3890 rooms)

Data Source: STR

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Quarterly Figures By Area

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Revenue per available room (RevPar)

	July 2026	Aug 2026	Sept 2026	Three-Month Average
Rural	£115.95	£128.07	£118.47	£120.83
Harrogate	£96.08	£82.15	£89.71	£89.31
Coast	£101.21	£108.29	£81.45	£96.98
York	£109.75	£110.82	£108.39	£109.65

About the Data

- Rural Three-Month RevPar is 10.3% up compared to 2025
- Harrogate Three-Month RevPar is 3.7% up compared to 2025
- Coastal Three-Month RevPar is 14.25% up compared to 2025
- York Three-Month RevPar is 3.71% up compared to 2025

Sample

- Rural: 22 hotels (1041 rooms)
- Harrogate Town Centre: 13 hotels (1,351 rooms)
- Coast: 5 hotels (623 rooms)
- York: 39 hotels (3,890 rooms)

Data Source: STR

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Self-catering Key Data

	July	Aug	Sept	Three-Month Average
2026	58.9%	65.3%	49.8%	58%
2025	56.2%	60.3%	54.1%	56.9%

Attractions Data

	July (Average)	Aug (Average)	Sept (Average)	Three-Month Average
2026	13,081	15,472	11,596	13,383
2025	11,211	13,568	9,968	11,582

About the Data

- Occupancy for self-catering accommodation in Q3 2026 is up 1.9% compared to 2025
- July and August were both up with a 5% increase in August, however September was down by a similar amount compared to 2025
- Attractions admissions data shows a 15.6% increase compared to 2025 but with a low constant sample size used for yearly comparison

Sample

- Self Catering Key Data – 2025 (11,407)& 2026 (11,473)
- Attractions Data – Low Constant Sample Size

Data Source: T-Stats

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Tourist Information Centre Footfall

	July	Aug	Sept	Three-Month Average
2026	9,882	8,734	7,789	8,835
2025	7,875	9,975	8,273	8,294

About the Data

- The Three-Month Average is up 6.52% compared to 2025
- July 2026 was the busiest month for visits to tourist information centres, with a 25.49% increase compared to 2025
- August 2026 was noticeable for being 12.44% down compared to 2025, and 5.85% down in September
- Constant sample size of four Centres (Whitby, Settle, Masham and Boroughbridge).

Data Source: T-Stats

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