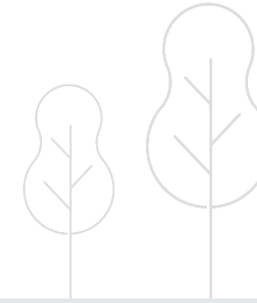


# ECONOMIC IMPACT OF TOURISM IN THE HARROGATE DISTRICT

## ANNUAL FIGURES

DESTINATION  
HARROGATE



### Total number of visitors\*

2022	5.82 million
2021	4.08 million
2020	2.81 million
2019	6.47 million



### Economic impact per day visitor\*

2022	£48
2021	£45
2020	£43
2019	£43

### Total visitor days\*

2022	8.75 million
2021	6.39 million
2020	4.28 million
2019	9.25 million



### Economic impact\*

2022	£637 million
2021	£457 million
2020	£279 million
2019	£606 million



### Economic impact per overnight visitor per visit\*

2022	£351
2021	£344
2020	£317
2019	£316

### Total employment\*

2022	6608
2021	5430
2020	4427
2019	7980



### Average length of stay per overnight visitor\*

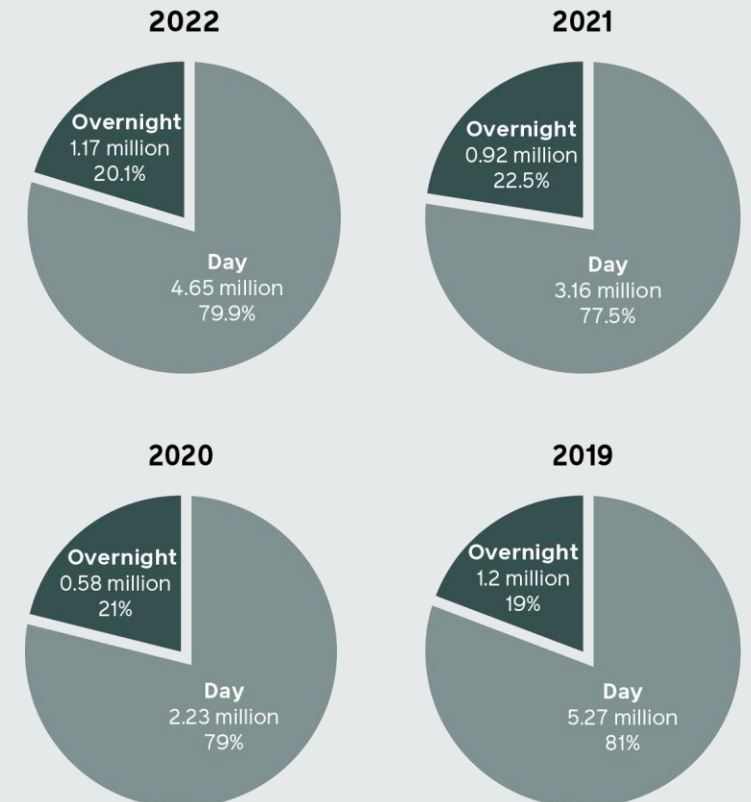
2022	3.5 days
2021	3.5 days
2020	3.5 days
2019	3.3 days



### Economic impact per overnight visitor per day\*

2022	£101
2021	£98
2020	£90
2019	£95

### Day and overnight visitors over three years\*



# ECONOMIC IMPACT OF TOURISM IN THE HARROGATE DISTRICT

## MONTHLY FIGURES

### Hotel Occupancy\*\*

	July	August	September
2023	84.3	84.7	87.0
2022	78.8	77.8	79.0
2021	80.4	84.6	83.1
2020	29.5	68.9	64.9
2019	83.0	85.8	79.3

### RevPAR\*\* Revenue per available room

	July	August	September
2023	90.80	75.10	97.38
2022	80.93	68.39	71.80
2021	96.01	103.89	106.08
2020	19.49	53.09	53.16
2019	74.04	69.45	81.50

### VisitHarrogate.co.uk visitors

	2019	2020	2021	2022	2023
May	75108	38909	50117	66843	66806
June	64228	39690	59122	66806	64580
July	78010	72673	71116	60858	92655
August	90531	105042	84106	79316	95409
September	105776	71400	67832	54181	73190

OFFICIAL

## DESTINATION HARROGATE

### CONTEXT



September was a mixed month. The first half saw fine, sunny conditions. Towards the end of the month we saw thunderstorms and heavy rainfall, ending with Storm Agnes at the end of the month. Events included:

- School holidays continued in UK
- The end of the summer holidays and schools restarting
- The Autumn Flower Show
- Heritage open days
- Nidderdale Agricultural Show



The war in Ukraine affects the supply of goods and services.

Cost of living increases in UK.

STEAM is a tourism economic impact modelling process that approaches the measurement of tourism from the bottom up through local supply-side data, tourism performance and visitor survey data collection.

STR provides hotel performance insight from a cross Harrogate district including occupancy and revenue per available room (RevPAR). There are a total of 2245 rooms reported with 2149 reported in Harrogate.