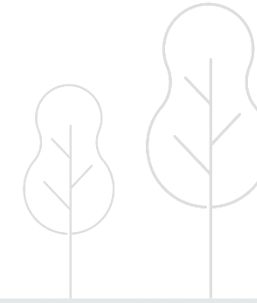


# ECONOMIC IMPACT OF TOURISM IN THE HARROGATE DISTRICT

## 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\*

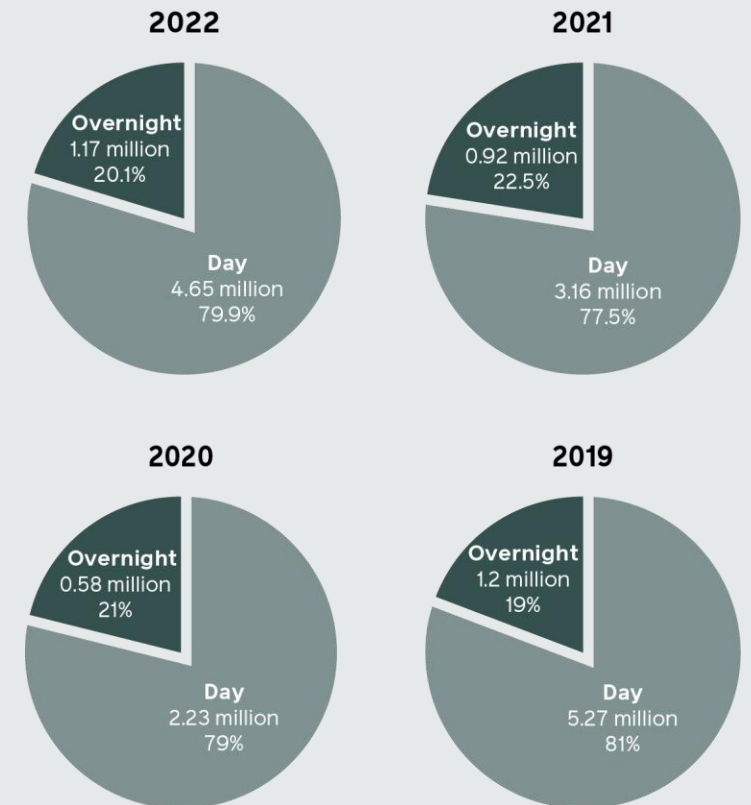
|      |          |
|------|----------|
| 2022 | 3.5 days |
| 2021 | 3.5 days |
| 2020 | 3.5 days |
| 2019 | 3.3 days |



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

|      |      |
|------|------|
| 2022 | £101 |
| 2021 | £98  |
| 2020 | £90  |
| 2019 | £95  |

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

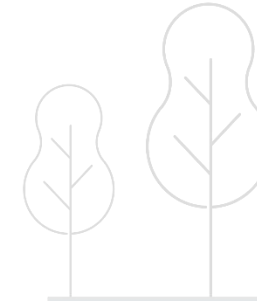


\*source: STEAM

# ECONOMIC IMPACT OF TOURISM IN THE HARROGATE DISTRICT

## MONTHLY FIGURES

# DESTINATION HARROGATE



### % Hotel Occupancy\*\*

|      | December | January | February |
|------|----------|---------|----------|
| 2024 | -        | 62.4    | 65.9     |
| 2023 | 72.3     | 63.2    | 71.4     |
| 2022 | 69.9     | 48.6    | 58.7     |
| 2021 | 60.0     | 14.5    | 15.2     |
| 2020 | 26.1     | 55.1    | 68.4     |
| 2019 | 74.4     | 59.8    | 66.6     |

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

|      | December | January | February |
|------|----------|---------|----------|
| 2024 | -        | 47.68   | 51.41    |
| 2023 | 71.39    | 73.64   | 54.57    |
| 2022 | 59.46    | 33.97   | 47.39    |
| 2021 | 57.37    | 6.33    | 6.7      |
| 2020 | 20.71    | 37.67   | 44.91    |
| 2019 | 63.29    | 40.54   | 44.75    |

### VisitHarrogate.co.uk visitors

|          | 2019  | 2020  | 2021  | 2022  | 2023   | 2024  |
|----------|-------|-------|-------|-------|--------|-------|
| October  | 66399 | 57004 | 68743 | 68887 | 97266  | -     |
| November | 53256 | 32440 | 81172 | 86926 | 115231 | -     |
| December | 47272 | 38356 | 66223 | 78156 | 100150 | -     |
| January  | 54940 | 51996 | 20941 | 52976 | 56771  | 62965 |
| February | 56004 | 47486 | 21923 | 49837 | 55816  | 76493 |

## CONTEXT



February was a mild but wet month with generally unsettled weather. Overall, temperatures for the month were warmer than average, especially across England.

February is generally a quiet month with regards to events and activity, however, events included:

- February half term with family activities taking place across various visitor attractions.
- The third Visit Harrogate Restaurant Week took place



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

Cost of living crisis continues 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 2239 rooms reported with 2143 reported in Harrogate.