



Hospitality Minnesota | STR Report
March 2026



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March 2026/2025 Lodging Performance for Minnesota, Minnesota Areas, U.S.

DATA FROM MARCH 2026	Occupancy	ADR	RevPAR
United States	64.9%	\$168.06	\$108.99
Minneapolis - MN USA	54.3%	\$132.53	\$72.01
Minnesota	56.53%	\$134.29	\$75.92
Twin Cities (Minneapolis & Saint Paul)	58.2%	\$100.62	\$58.57
Minneapolis - MN USA - Bloomington	63.9%	\$134.18	\$85.77
Minneapolis - MN USA - Minneapolis CBD	44.6%	\$159.04	\$70.91
Minneapolis - MN USA - Minneapolis North Area	55.9%	\$113.65	\$63.58
Minneapolis - MN USA - Minneapolis South Area	56.5%	\$101.76	\$57.52
Minneapolis - MN USA - St Paul	55.9%	\$118.86	\$66.44
Minnesota Area USA - Duluth	44.3%	\$131.13	\$58.06
Minnesota Area USA - Minnesota Central Area	43.6%	\$122.44	\$53.41
Minnesota Area USA - Minnesota North Area	42.0%	\$121.81	\$51.14
Minnesota Area USA - Minnesota South Area	39.5%	\$103.17	\$40.78
Minnesota Area USA - Rochester	58.2%	\$128.33	\$74.73

DATA FROM MARCH 2025	Occupancy	ADR	RevPAR
United States	63.6%	\$161.91	\$102.95
Minneapolis - MN USA	54.7%	\$124.64	\$68.22
Minnesota	55.71%	\$133.53	\$74.38
Twin Cities (Minneapolis & Saint Paul)	55.6%	\$98.39	\$54.66
Minneapolis - MN USA - Bloomington	64.7%	\$134.33	\$86.90
Minneapolis - MN USA - Minneapolis CBD	46.8%	\$155.00	\$72.49
Minneapolis - MN USA - Minneapolis North Area	52.2%	\$111.64	\$58.22
Minneapolis - MN USA - Minneapolis South Area	54.6%	\$98.16	\$53.60
Minneapolis - MN USA - St Paul	54.8%	\$115.65	\$63.34
Minnesota Area USA - Duluth	41.7%	\$133.67	\$55.70
Minnesota Area USA - Minnesota Central Area	41.8%	\$119.61	\$50.01
Minnesota Area USA - Minnesota North Area	40.5%	\$118.76	\$48.06
Minnesota Area USA - Minnesota South Area	40.0%	\$101.20	\$40.52
Minnesota Area USA - Rochester	56.1%	\$127.32	\$71.46



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Explanation

Hospitality Minnesota purchases monthly lodging reports from STR (formerly STR, Inc. and Smith Travel Research, Inc.). As part of its agreement with STR, Hospitality Minnesota is authorized to publish the performance of the areas shown above to its clients.

Glossary of Terms

All data is processed by STR using both the current and historical sampling of hotels. For further questions about the methodology used to produce our reports, please email info@str.com.

- **Average Daily Rate (ADR):** Room revenue divided by rooms sold, displayed as the average rental rate for a single room.
- **Occupancy (Occ):** Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.
- **RevPAR (Revenue Per Available Room)** Room revenue divided by rooms available