



## Hospitality Minnesota | STR Report

May 2025



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# May 2025/2024 Lodging Performance for Minnesota, Minnesota Areas, U.S.

DATA FROM MAY 2025	Occupancy	ADR	RevPAR
United States	65.3%	\$162.72	\$106.30
Minnesota Area USA	54.5%	\$127.89	\$69.71
Minneapolis - MN USA - Bloomington	67.9%	\$129.92	\$88.21
Minneapolis - MN USA - Minneapolis CBD	62.6%	\$183.73	\$114.94
Minneapolis - MN USA - Minneapolis North Area	62.8%	\$122.32	\$76.83
Minneapolis - MN USA - Minneapolis South Area	65.1%	\$106.53	\$69.38
Minneapolis - MN USA - St Paul	60.5%	\$115.89	\$70.08
Minnesota Area USA - Duluth	57.2%	\$148.32	\$84.83
Minnesota Area USA - Minnesota Central Area	51.2%	\$128.10	\$65.53
Minnesota Area USA - Minnesota North Area	53.6%	\$128.86	\$69.05
Minnesota Area USA - Minnesota South Area	53.9%	\$112.31	\$60.51
Minnesota Area USA - Rochester	60.5%	\$132.62	\$80.27

DATA FROM MAY 2024	Occupancy	ADR	RevPAR
United States	65.8%	\$161.48	\$106.22
Minnesota Area USA	52.4%	\$127.25	\$66.62
Minneapolis - MN USA - Bloomington	67.3%	\$129.77	\$87.35
Minneapolis - MN USA - Minneapolis CBD	62.4%	\$186.37	\$116.20
Minneapolis - MN USA - Minneapolis North Area	59.1%	\$124.62	\$73.67
Minneapolis - MN USA - Minneapolis South Area	59.1%	\$106.25	\$62.78
Minneapolis - MN USA - St Paul	58.3%	\$115.52	\$67.32
Minnesota Area USA - Duluth	53.0%	\$150.00	\$79.53
Minnesota Area USA - Minnesota Central Area	49.4%	\$126.36	\$62.46
Minnesota Area USA - Minnesota North Area	52.7%	\$128.84	\$67.89
Minnesota Area USA - Minnesota South Area	50.4%	\$111.37	\$56.14
Minnesota Area USA - Rochester	59.3%	\$131.67	\$78.04



**Source:** STR. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

## 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](mailto: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