



Hospitality Minnesota | STR Report
January 2026



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

DATA FROM JANUARY 2026	Occupancy	ADR	RevPAR
United States	52.4%	\$152.09	\$79.69
Minneapolis - MN USA	50.6%	\$124.50	\$63.01
Minnesota	45.8%	\$125.84	\$57.68
Minneapolis - MN USA - Bloomington	60.7%	\$135.46	\$82.23
Minneapolis - MN USA - Minneapolis CBD	35.9%	\$147.29	\$52.85
Minneapolis - MN USA - Minneapolis North Area	53.2%	\$117.65	\$62.56
Minneapolis - MN USA - Minneapolis South Area	53.7%	\$104.06	\$55.84
Minneapolis - MN USA - St Paul	50.4%	\$115.27	\$58.07
Minnesota Area USA - Duluth	39.7%	\$136.77	\$54.24
Minnesota Area USA - Minnesota Central Area	39.1%	\$125.92	\$49.25
Minnesota Area USA - Minnesota North Area	39.3%	\$127.35	\$49.98
Minnesota Area USA - Minnesota South Area	35.8%	\$107.57	\$38.50
Minnesota Area USA - Rochester	53.9%	\$130.96	\$70.52

DATA FROM JANUARY 2025	Occupancy	ADR	RevPAR
United States	52.5%	\$151.15	\$79.36
Minneapolis - MN USA	43.1%	\$116.27	\$50.06
Minnesota Area USA	41.41%	\$118.64	\$49.12
Minneapolis - MN USA - Bloomington	50.7%	\$125.88	\$63.84
Minneapolis - MN USA - Minneapolis CBD	34.9%	\$139.36	\$48.69
Minneapolis - MN USA - Minneapolis North Area	42.2%	\$110.29	\$46.48
Minneapolis - MN USA - Minneapolis South Area	43.6%	\$94.73	\$41.32
Minneapolis - MN USA - St Paul	43.8%	\$105.23	\$46.09
Minnesota Area USA - Duluth	38.0%	\$136.47	\$51.87
Minnesota Area USA - Minnesota Central Area	37.9%	\$120.37	\$45.57
Minnesota Area USA - Minnesota North Area	39.2%	\$122.00	\$47.85
Minnesota Area USA - Minnesota South Area	35.7%	\$102.77	\$36.66
Minnesota Area USA - Rochester	48.3%	\$128.74	\$62.20



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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