



Hospitality Minnesota | STR Report

February 2025



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

DATA FROM FEBRUARY 2025	Occupancy	ADR	RevPAR
United States	58.7%	\$159.11	\$93.36
Minnesota Area USA	43.0%	\$125.53	\$54.02
Minneapolis - MN USA - Bloomington	58.4%	\$127.59	\$74.46
Minneapolis - MN USA - Minneapolis Central Business District	41.8%	\$148.16	\$61.91
Minneapolis - MN USA - Minneapolis North Area	46.9%	\$113.51	\$53.23
Minneapolis - MN USA - Minneapolis South Area	49.7%	\$97.86	\$48.68
Minneapolis - MN USA - St Paul	50.9%	\$114.97	\$58.46
Minnesota Area USA - Duluth	43.4%	\$133.04	\$57.73
Minnesota Area USA - Minnesota Central Area	40.8%	\$121.62	\$49.63
Minnesota Area USA - Minnesota North Area	43.6%	\$122.18	\$53.22
Minnesota Area USA - Minnesota South Area	39.0%	\$106.39	\$41.48
Minnesota Area USA - Rochester	51.5%	\$129.84	\$66.87

DATA FROM FEBRUARY 2024	Occupancy	ADR	RevPAR
United States	59.3%	\$157.08	\$93.17
Minnesota Area USA	43.3%	\$117.00	\$50.65
Minneapolis - MN USA - Bloomington	54.6%	\$127.83	\$69.75
Minneapolis - MN USA - Minneapolis Central Business District	37.9%	\$143.44	\$54.40
Minneapolis - MN USA - Minneapolis North Area	46.8%	\$113.95	\$53.30
Minneapolis - MN USA - Minneapolis South Area	45.5%	\$96.18	\$43.77
Minneapolis - MN USA - St Paul	46.0%	\$111.07	\$51.09
Minnesota Area USA - Duluth	43.8%	\$130.37	\$57.15
Minnesota Area USA - Minnesota Central Area	40.1%	\$118.10	\$47.35
Minnesota Area USA - Minnesota North Area	44.0%	\$116.49	\$51.26
Minnesota Area USA - Minnesota South Area	39.6%	\$105.01	\$41.55
Minnesota Area USA - Rochester	50.8%	\$123.30	\$62.59



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.

- **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