



Hospitality Minnesota | STR Report

January 2024



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January 2024/2023 Lodging Performance for Minnesota, Minnesota Areas, U.S.

DATA FROM JANUARY 2024	Occupancy	ADR	RevPAR
United States	51.9%	\$146.33	\$75.94
Minnesota - MN (USA)	40.5%	\$116.56	\$47.35
Minneapolis - MN Central Business District	30.4%	\$138.57	\$42.08
Minneapolis - MN (USA) - Bloomington	49.4%	\$125.48	\$62.02
Minneapolis - MN (USA) - Minneapolis North Area	41.6%	\$110.45	\$45.96
Minneapolis - MN (USA) - Minneapolis South Area	41.5%	\$95.61	\$39.67
Minneapolis - MN (USA) - St Paul	41.0%	\$107.08	\$43.92
Minnesota Area (USA) - Duluth	38.9%	\$129.26	\$50.22
Minnesota Area (USA) - Minnesota Central Area	37.9%	\$116.62	\$44.20
Minnesota Area (USA) - Minnesota North Area	40.0%	\$116.18	\$46.44
Minnesota Area (USA) - Minnesota South Area	36.2%	\$99.04	\$35.89
Minnesota Area (USA) - Rochester	49.3%	\$121.69	\$59.99

DATA FROM JANUARY 2023	Occupancy	ADR	RevPAR
United States	52.8%	\$142.52	\$75.28
Minnesota - MN (USA)	43.8%	\$113.28	\$49.67
Minneapolis - MN Central Business District	32.0%	\$149.48	\$47.84
Minneapolis - MN (USA) - Bloomington	52.5%	\$124.82	\$65.49
Minneapolis - MN (USA) - Minneapolis North Area	43.2%	\$107.70	\$46.48
Minneapolis - MN (USA) - Minneapolis South Area	45.9%	\$91.94	\$42.23
Minneapolis - MN (USA) - St Paul	44.2%	\$103.56	\$45.80
Minnesota Area (USA) - Duluth	42.1%	\$128.99	\$54.24
Minnesota Area (USA) - Minnesota Central Area	42.9%	\$110.51	\$47.42
Minnesota Area (USA) - Minnesota North Area	44.3%	\$111.25	\$49.25
Minnesota Area (USA) - Minnesota South Area	39.9%	\$97.89	\$39.01
Minnesota Area (USA) - Rochester	49.6%	\$117.77	\$58.43



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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