



Member Update

Brought to you by **YOUR LOGO**

By Tony Burton • Oct 27, 2025

Smart Brevity® count: 3 mins...739 words

In today's October 27, 2025 Update:

- Minnesota's Lodging Reality Check: High Demand, Lagging Revenue in September 2025
- Inform Our Advocacy: Complete the 2026 Legislative Priorities Survey
- Get your Tickets: Join us for Stars of the Industry - December 4, 2025
- Get ServSafe Certified This Winter at a Class Near You!
- Register Now for Next Month's Webinar on Mastering DoorDash Tools

- In the News

Is your organization interested in sponsorship? [Email us](#) to learn more.

Occupancy Win, Revenue Loss: Is Minnesota's Hospitality Boom a Mirage?



Latest STR numbers are in: Last month, Minnesota's largest hotel market—Minneapolis—found itself punching above its weight when compared to national averages in one key metric: occupancy.

By the numbers: According to the [September 2025 STR report](#), the Minneapolis metro area's occupancy rate of 66.9% soared past the national average of 63.4%—indicating robust demand for rooms.

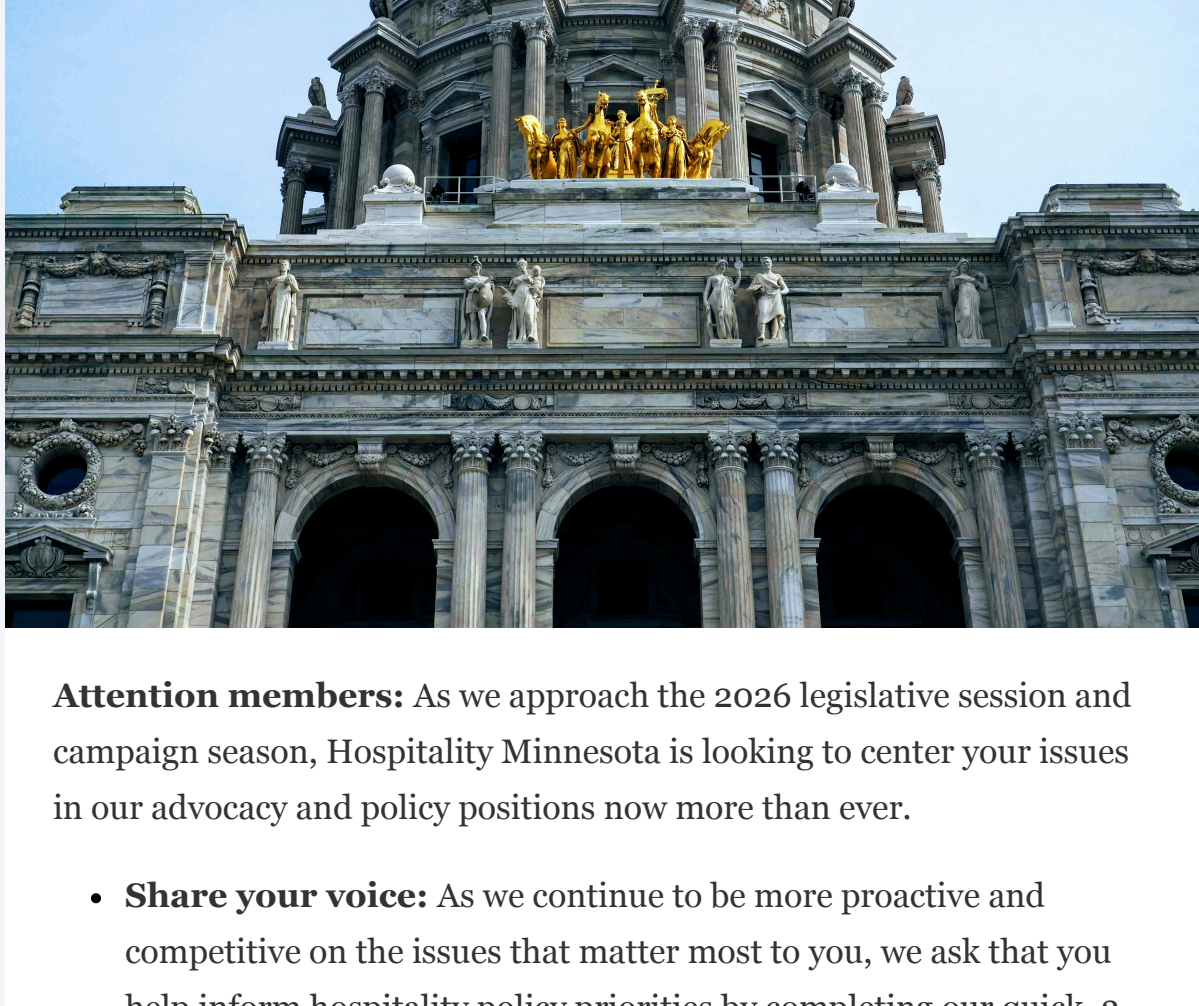
But don't pop the champagne just yet.

- **Minnesota's average daily rate (ADR) still lags the nation:** At \$139.07 a night, the state's ADR lands \$23.63 below the national average. Minnesota's hoteliers are struggling to capture the same premium value as the rest of the country.
- **The state's overall revenue per available room (RevPAR) is also falling short.** Most recent data shows that Minnesota's RevPAR landed \$18.17 under the national average.

Go deeper: Dive further into the insightful data in our latest update below.

[Learn More](#)

Inform Our Advocacy: Complete the 2026 Member Legislative Priorities Survey

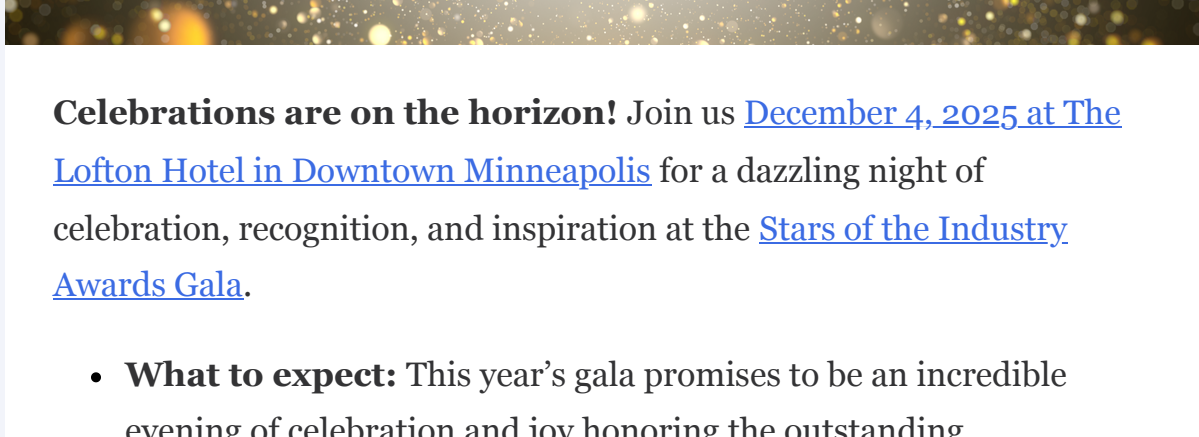


Attention members: As we approach the 2026 legislative session and campaign season, Hospitality Minnesota is looking to center your issues in our advocacy and policy positions now more than ever.

- **Share your voice:** As we continue to be more proactive and competitive on the issues that matter most to you, we ask that you help inform hospitality policy priorities by completing our quick, 3-minute [Member Legislative Priorities Survey](#).

[Take the Survey](#)

REGISTRATION LIVE - Stars of the Industry Awards Gala



Celebrations are on the horizon! Join us [December 4, 2025 at The Lofton Hotel in Downtown Minneapolis](#) for a dazzling night of celebration, recognition, and inspiration at the [Stars of the Industry Awards Gala](#).

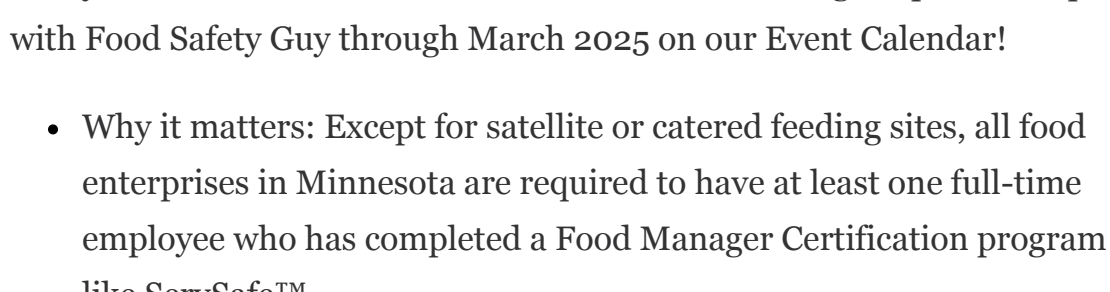
- **What to expect:** This year's gala promises to be an incredible evening of celebration and joy honoring the outstanding achievements of professionals and organizations contributing to the excellence of our industry.

Reserve your spot today: [Registration is now live](#) for both individual and table purchases.

- **Be prepared to select meal options:** While registering, attendees will be prompted to choose their dinner selections for our planning purposes.
- **Interested in sponsoring?** Just like all of our signature events, our gala has sponsorships of all sizes available. Contact Angie if you would like to learn more!

[Register Here!](#)

Register Your Team for an Upcoming ServSafe Class



Did you know: You can see our ServSafe class offerings in partnership with Food Safety Guy through March 2025 on our Event Calendar!

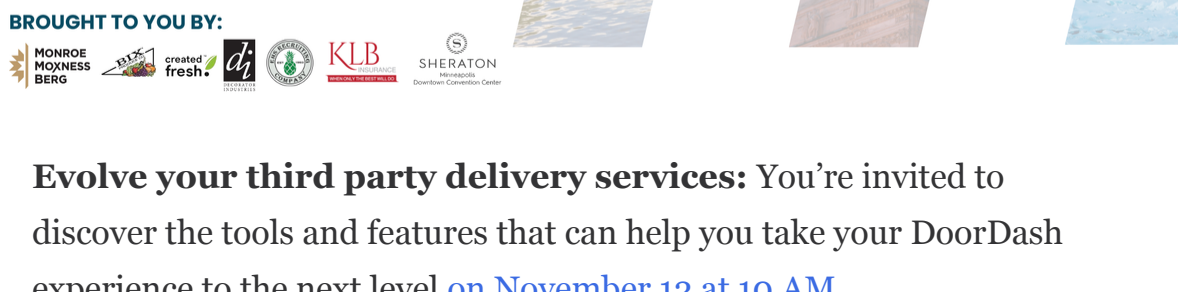
- **Why it matters:** Except for satellite or catered feeding sites, all food enterprises in Minnesota are required to have at least one full-time employee who has completed a Food Manager Certification program like ServSafe™.

The dates for upcoming classes are:

- [October 28, 2025 - Roseville](#)
- [October 30, 2025 - Owatonna](#)
- [November 5 - Duluth](#)
- [November 5 - Minneapolis](#)
- [November 11 - Fridley](#)
- [November 13 - Plymouth](#)

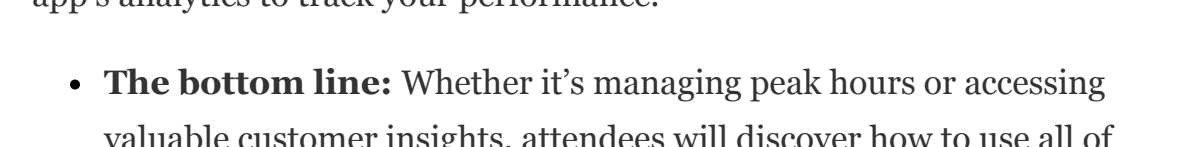
[Find Your ServSafe Class](#)

Unlocking Your Potential: Mastering DoorDash Tools - November 12



Mastering DoorDash Tools

Hosted by Hospitality Minnesota and DoorDash
Wednesday, November 12, 2025 | 10:00 AM



Evolve your third party delivery services: You're invited to discover the tools and features that can help you take your DoorDash experience to the next level [on November 12 at 10 AM](#).

What to expect: In this session, you'll learn advanced strategies like using the scheduling tool, leveraging promotions, and mastering the app's analytics to track your performance.

- **The bottom line:** Whether it's managing peak hours or accessing valuable customer insights, attendees will discover how to use all of DoorDash's resources to boost income and enhance delivery efficiency.

[Register Now](#)

In the News

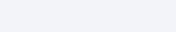
- [French-Asian bakery chain opens its 5th Twin Cities café](#) | Bring Me The News
- [America's 'inflation diet' is starving junk food sales at MN companies](#) | Star Tribune
- [Construction ends on St. Paul's Grand Avenue](#) | The Star Tribune
- [Former flour mill becomes Minnesota's newest historic hotel](#) | Bring Me The News
- [Fed: Minnesota Hospitality Sees Lower Traffic, Profits](#) | Northshore Journal
- [The meteoric rise of Minnesota's Honeycrisp apples](#) | Axios
- [Minnesota's Leeann Chin restaurant turns 45](#) | Kare 11

See you back here next week!

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