



## Hospitality Minnesota | STR Report

### January 2025



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

DATA FROM JANUARY 2025	Occupancy	ADR	RevPAR
United States	52.5%	\$151.20	\$79.42
Minnesota Area USA	39.6%	\$119.93	\$47.44
Minneapolis - MN USA - Bloomington	49.4%	\$123.44	\$60.97
Minneapolis - MN USA - Minneapolis Central Business District	40.3%	\$149.59	\$60.22
Minneapolis - MN USA - Minneapolis North Area	39.8%	\$107.04	\$42.56
Minneapolis - MN USA - Minneapolis South Area	39.8%	\$94.82	\$37.70
Minneapolis - MN USA - St Paul	41.0%	\$106.41	\$43.67
Minnesota Area USA - Duluth	41.0%	\$132.98	\$54.47
Minnesota Area USA - Minnesota Central Area	37.3%	\$119.51	\$44.63
Minnesota Area USA - Minnesota North Area	40.2%	\$118.12	\$47.46
Minnesota Area USA - Minnesota South Area	34.9%	\$99.78	\$34.79
Minnesota Area USA - Rochester	47.7%	\$121.98	\$58.15

DATA FROM JANUARY 2024	Occupancy	ADR	RevPAR
United States	52.0%	\$146.21	\$76.00
Minnesota Area USA	39.9%	\$115.23	\$46.01
Minneapolis - MN USA - Bloomington	49.9%	\$125.67	\$62.70
Minneapolis - MN USA - Minneapolis Central Business District	30.7%	\$137.25	\$42.19
Minneapolis - MN USA - Minneapolis North Area	41.6%	\$110.57	\$46.01
Minneapolis - MN USA - Minneapolis South Area	41.5%	\$95.58	\$39.64
Minneapolis - MN USA - St Paul	40.8%	\$106.93	\$43.64
Minnesota Area USA - Duluth	38.8%	\$129.28	\$50.21
Minnesota Area USA - Minnesota Central Area	37.7%	\$116.62	\$44.01
Minnesota Area USA - Minnesota North Area	40.1%	\$116.46	\$46.74
Minnesota Area USA - Minnesota South Area	36.2%	\$99.02	\$35.88
Minnesota Area USA - Rochester	49.3%	\$121.69	\$59.99



**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

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