



Hospitality Minnesota | STR Report

March 2024



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

DATA FROM MARCH 2024	Occupancy	ADR	RevPAR
United States	66.0%	\$161.07	\$106.34
Minnesota Area (USA)	46.4%	\$118.01	\$54.80
Minneapolis – MN Central Business District	53.1%	\$172.16	\$91.42
Minneapolis – MN (USA) – Bloomington	62.4%	\$147.35	\$92.01
Minneapolis – MN (USA) – Minneapolis North Area	55.6%	\$122.09	\$67.90
Minneapolis – MN (USA) – Minneapolis South Area	54.4%	\$102.39	\$55.74
Minneapolis – MN (USA) – St Paul	54.8%	\$122.32	\$67.07
Minnesota Area (USA) – Duluth	50.1%	\$137.23	\$68.74
Minnesota Area (USA) – Minnesota Central Area	45.0%	\$117.45	\$52.86
Minnesota Area (USA) – Minnesota North Area	45.7%	\$116.34	\$53.12
Minnesota Area (USA) – Minnesota South Area	41.3%	\$104.48	\$43.18
Minnesota Area (USA) – Rochester	54.8%	\$123.35	\$67.62

DATA FROM MARCH 2023	Occupancy	ADR	RevPAR
United States	65.4%	\$159.16	\$104.01
Minnesota Area (USA)	48.7%	\$115.23	\$56.14
Minneapolis – MN Central Business District	44.8%	\$154.08	\$69.05
Minneapolis – MN (USA) – Bloomington	64.8%	\$136.58	\$88.52
Minneapolis – MN (USA) – Minneapolis North Area	52.1%	\$113.76	\$59.22
Minneapolis – MN (USA) – Minneapolis South Area	51.7%	\$96.63	\$50.00
Minneapolis – MN (USA) – St Paul	53.9%	\$116.10	\$62.59
Minnesota Area (USA) – Duluth	50.4%	\$133.13	\$67.09
Minnesota Area (USA) – Minnesota Central Area	48.1%	\$113.77	\$54.74
Minnesota Area (USA) – Minnesota North Area	48.4%	\$114.43	\$55.33
Minnesota Area (USA) – Minnesota South Area	43.4%	\$100.03	\$43.44
Minnesota Area (USA) – Rochester	57.0%	\$124.14	\$70.73



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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

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